

# Set Up a Google Analytics 4 Integration Using Google Tag



This content is for clients that have previously integrated an earlier version of Google Analytics using Google tag ([gtag.js](#)) or Universal Analytics ([analytics.js](#)) or legacy Google Analytics ([ga.js](#)) with Monetate and now need to update that integration after creating a Google Analytics 4 property.

If you have *never* integrated your Google Analytics setup with Monetate, then follow the instructions in the Monetate Knowledge Base [Google Analytics](#) documentation for clients that use Google tag ([gtag.js](#)).

If you use Google Tag Manager, then follow the instructions in [Integrate with Google Analytics When Using Google Tag Manager](#).

## Prerequisites

On July 1, 2023, Google's standard Universal Analytics properties stopped processing data. If you didn't do so before that date, you must create a custom report in the Monetate platform that uses one of the [code samples](#) written for Google Analytics 4 (GA4) with Google tag and then use that custom report for any active experiences.



If your account has a custom Google Analytics integration created by Monetate's Development Services team, then you must submit a request using the Monetate Technical Support portal ([support.monetate.com](https://support.monetate.com)) for the integration to be updated.

You must have a GA4 property before you can create the custom report in Monetate. Refer to Google's [Make the switch to Google Analytics 4](#) documentation to learn how to create the property.

If you don't create a GA4 property, then your existing Google Analytics integration with Monetate used the legacy version of Google Analytics until July 1, 2023, when Google's standard Universal Analytics properties stopped collecting data.

## Creating the Custom Report

Follow these steps to create a custom Google Analytics report that's compatible with your GA4 property.

1. Click the settings icon in the top navigation bar and then select **Integration**.

monetate.mybigcommerce.com PROD ▾ DASHBOARD EXPERIENCES ▾ AUDIENCES ▾ COMPONENTS ▾ DATASETS ANALYTICS ▾ ⚙️

monetate.mybigcommerce.com

Showing experiences and account analytics from 30 DAYS ▾

2 Auto Personalization experiences  
Considered 19 context variables to deliver over 0 personalized 1:1 sessions.

Dynamic Test experiences  
Create a Dynamic Test experience to dynamically allocate traffic to the best-performing variant

8 Standard

40 100%

METRIC VALUE

- ACCOUNT
  - Sites
  - API Documentation
  - Users
  - Script Revision
  - Integration**
  - Compliance Tools
  - Default Metrics
  - Email
  - Seasonality
  - Engine Context
- CONTENT
  - Experience Tags

2. Click **GOOGLE ANALYTICS** in the list of third-party analytics reports.

## Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

Third-Party Analytics ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

- SITECATALYST
- GOOGLE ANALYTICS**
- COREMETRICS
- HOTJAR

**This report is currently in use.**  
Since this report is currently being used, it cannot be edited or deleted.

3. Confirm that the existing Google Analytics report uses a legacy version of Google Analytics.  
a. Click **SHOW THE CODE BEING USED TO REPORT DATA**.

## Integration

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

Third-Party Analytics ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

**GOOGLE ANALYTICS** **Google Analytics Configuration**

Enable by default for all new experiences  YES  NO

Data will be reported in the following formats:

- No Control: "Experience Name"
- Experiment: "Experience Name - Experiment"  
"Experience Name - Control"
- Split: "Experience Name - A:Split A Name"  
"Experience Name - A:Control"  
"Experience Name - B:Split B Name"  
"Experience Name - B:Control"

**SHOW THE CODE BEING USED TO REPORT DATA.**

**CREATE** CANCEL

b. Confirm that the code *does not* include `gtag`.



Many accounts with a standard Google Analytics integration use code much like the one shown in the screenshot. Do not confuse the reference to Google's Universal Analytics (`analytics.js`) in line 3 and to its Legacy Analytics (`ga.js`) in line 12 with GA4 (`gtag.js`).

The screenshot shows a 'Third-Party Analytics' configuration window. At the top right is an 'ADD REPORT' button. Below it is a text description: 'Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using...'. The main part of the window is a code editor with the following JavaScript code:

```
1 // The "campaigns" variable is an array of experiences active on the page.
2 if (typeof(window.ga) === "function") {
3   // Universal Analytics (analytics.js)
4   var trackers = window.ga.getAll ? window.ga.getAll() : [];
5   var trackerName = trackers.length && trackers[0].get ? trackers[0].get("name") : "t0";
6   for (var i = 0; i < campaigns.length; i++) {
7     var campaign = campaigns[i];
8     var options = {nonInteraction: 1};
9     window.ga(trackerName + ".send", "event", "Monetate", campaign.key, campaign.split, options);
10  }
11 } else {
12  // Legacy Analytics (ga.js)
13  // Initialize Google Analytics object
14  window._gaq = window._gaq || [];
15  var trackers = window._gat && window._gat._getTrackers ? window._gat._getTrackers() : [];
16  var trackerName = trackers.length && trackers[0].getName ? trackers[0].getName() : "";
17  var eventString = trackerName ? trackerName + "_trackEvent" : "_trackEvent";
18  // Report trackEvent for each campaign
19  for (var i = 0; i < campaigns.length; i++) {
20    var campaign = campaigns[i];
21    // Non-interaction events are excluded in bounce rate calculations
22    window._gaq.push([eventString, "Monetate", campaign.key, campaign.split, null, true]);
23  }
24 }
```

At the bottom right of the code editor is a 'CANCEL' button.

4. Click **ADD REPORT** and, if necessary, select **Custom**.

The screenshot shows the 'Integration' page with tabs for 'Third-Party Analytics', 'Tag', 'Inspector', 'API', 'SSO', and 'First-Party Proxy'. The 'Third-Party Analytics' tab is active. Below the tabs is a section titled 'Third-Party Analytics' with a text description: 'Monetate provides analytics for all experiences but can also push experience data to third-party platforms. by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.' To the right of this text is a red arrow pointing to a dropdown menu. The dropdown menu has an 'ADD REPORT' button at the top and two options: 'Contentsquare' and 'Custom'. The 'Custom' option is highlighted in purple.

5. Give the report a name that differentiates it from the existing Google Analytics report.

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

## Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS  
SITECATALYST  
DECIBEL INSIGHT  
COREMETRICS  
HOTJAR  
CUSTOM REPORT 5

### Custom Report 5 Configuration

Title  
Custom Report 5

JavaScript`1 // The `campaigns` variable is an array of experiences active on the page.  
2 for (var i = 0; i < campaigns.length; i++) {  
3 console.log("%s: %s", campaigns[i].key, campaigns[i].split);  
4 }`

Enable by default for all new experiences  NO

CREATE CANCEL

- Copy one of the code samples for GA4 from [Google Analytics 4 Code Samples](#), and then paste it into the code editor.

Third-Party Analytics Tag Inspector API SSO First-Party Proxy

## Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS  
SITECATALYST  
DECIBEL INSIGHT  
COREMETRICS  
HOTJAR  
CUSTOM REPORT 5

### Custom Report 5 Configuration

Title  
GA4

JavaScript`1 // The `campaigns` variable is an array of experiences active on the page.  
2 for (var i = 0; i < campaigns.length; i++) {  
3 console.log("%s: %s", campaigns[i].key, campaigns[i].split);  
4 }`

Enable by default for all new experiences  NO

CREATE CANCEL

- Leave **Enable by default for all new experiences** set to **NO**.

## Third-Party Analytics

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.


[ADD REPORT](#)

- GOOGLE ANALYTICS
- SITECATALYST
- DECIBEL INSIGHT
- COREMETRICS
- HOTJAR
- CUSTOM REPORT 5**

### Custom Report 5 Configuration

Title:

JavaScript1 // The `campaigns` variable is an array of experiences active on the page.
2 if (typeof(window.gtag) === "function") {
3 for (var i = 0; i < campaigns.length; i++) {
4 var campaign = campaigns[i];
5 window.gtag('event', campaign.key, {
6 'event\_category': 'Monetate',
7 'event\_label': campaign.split,
8 'non\_interaction': true
9 });
10 }
11 }

Enable by default for all new experiences  NO 

[CREATE](#) [CANCEL](#)

8. Click **CREATE**.

## Third-Party Analytics

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

[ADD REPORT](#)

- GOOGLE ANALYTICS
- SITECATALYST
- DECIBEL INSIGHT
- COREMETRICS
- HOTJAR
- CUSTOM REPORT 5**

### Custom Report 5 Configuration

Title:

JavaScript1 // The `campaigns` variable is an array of experiences active on the page.
2 if (typeof(window.gtag) === "function") {
3 for (var i = 0; i < campaigns.length; i++) {
4 var campaign = campaigns[i];
5 window.gtag('event', campaign.key, {
6 'event\_category': 'Monetate',
7 'event\_label': campaign.split,
8 'non\_interaction': true
9 });
10 }
11 }

Enable by default for all new experiences  NO

[CREATE](#) [CANCEL](#)

Test the new report configuration to ensure it works as expected. *Do not* add it to any active Web experiences nor enable it for all new Web experiences until you test it.

If you have multiple legacy Google Analytics reports in one domain, ensure that you create and test a new GA4-compatible report for each of them.

## Google Analytics 4 Code Samples

Copy and paste one of these code samples into the code editor in step 6 of [Creating the Custom Report](#).

## Google Analytics 4 with Google Tag

Use this code if you've transitioned to Google Analytics 4 and the Google tag (`gtag.js`), formerly called the global site tag.

This code requires no special modifications.

```
var max = 50;
setTimeout(function() {
  if (typeof(window.gtag) === "function") {
    for (var i = 0; i < campaigns.length; i++) {
      var campaign = campaigns[i];
      window.gtag('event', campaign.key, {
        'event_category': 'Monetate',
        'event_label': campaign.split,
        'non_interaction': true
      });
    }
  } else if (max--) {
    setTimeout(arguments.callee);
  }
}, 100);
```

## Google Analytics 4 with Google Tag (Minimal)

This code is the most basic one for implementing Google Analytics 4 and the Google tag (`gtag.js`), formerly called the global site tag.

```
// The `campaigns` variable is an array of experiences active on the page.
if (typeof(window.gtag) === "function") {
  for (var i = 0; i < campaigns.length; i++) {
    var campaign = campaigns[i];
    window.gtag('event', campaign.key, {
      'event_category': 'Monetate',
      'event_label': campaign.split,
      'non_interaction': true
    });
  }
}
```

## Google Analytics 4 with Universal Analytics Compatibility

Use this code if you have already created a GA4 property but are still using Universal Analytics for reports.



On July 1, 2023, Google's standard Universal Analytics properties stopped processing data.

```
// The `campaigns` variable is an array of experiences active on the page.
if (typeof(window.gtag) === "function") {
  for (var i = 0; i < campaigns.length; i++) {
    var campaign = campaigns[i];
    window.gtag('event', campaign.key, {
      'event_category': 'Monetate',
      'event_label': campaign.split,
      'non_interaction': true
    });
  }
} else if (typeof(window.ga) === "function") {
  // Universal Analytics (analytics.js)
  var trackers = window.ga.getAll ? window.ga.getAll() : [];
  var trackerName = trackers.length && trackers[0].get ? trackers[0].get("name") : "t0";
  for (var i = 0; i < campaigns.length; i++) {
    var campaign = campaigns[i];
    var options = {nonInteraction: 1};
    window.ga(trackerName + ".send", "event", "Monetate", campaign.key, campaign.split, o
  }
} else {
  // Legacy Analytics (ga.js)
  // Initialize Google Analytics object
  window._gaq = window._gaq || [];
  var trackers = window._gat && window._gat._getTrackers ? window._gat._getTrackers() : [];
  var trackerName = trackers.length && trackers[0]._getName ? trackers[0]._getName() : "";
  var eventString = trackerName ? trackerName + "_trackEvent" : "_trackEvent";
  // Report _trackEvent for each campaign
  for (var i = 0; i < campaigns.length; i++) {
    var campaign = campaigns[i];
    // Non-interaction events are excluded in bounce rate calculations
    window._gaq.push([eventString, "Monetate", campaign.key, campaign.split, null, true]);
  }
}
```

## Testing the New Report

You can ensure the new GA4 report works from the report configuration page by adding the JavaScript `console.log()` method to whichever GA4 report code you input into the code editor.

The following example is the Google Analytics 4 with Google Tag (Minimal) code with the `console.log()` method added.

```
if (typeof(window.gtag) === "function") {
  for (var i = 0; i < campaigns.length; i++) {
    var campaign = campaigns[i];
    window.gtag('event', campaign.key, {
      'event_category': 'Monetate',
      'event_label': campaign.split,
      'non_interaction': true
    });
  }
  console.log("Google Analytics 4");
}
```

Follow these steps to test the new report.

1. Add the `console.log()` method to the GA4 report code.

**Third-Party Analytics** ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

**GOOGLE ANALYTICS** **GA4 Configuration**

**SITECATALYST**

**DECIBEL INSIGHT**

**COREMETRICS**

**HOTJAR**

**GA4**

Title  
GA4

JavaScript

```
1 // The 'campaigns' variable is an array of experiences active on the page.
2 if (typeof(window.gtag) === "function") {
3   for (var i = 0; i < campaigns.length; i++) {
4     var campaign = campaigns[i];
5     window.gtag('event', campaign.key, {
6       'event_category': 'Monetate',
7       'event_label': campaign.split,
8       'non_interaction': true
9     });
10  }
11  console.log("Google Analytics 4");
12 }
```

Enable by default for all new experiences  NO

SAVE 👁️ 🗑️

2. Click the preview icon.



## Third-Party Analytics ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

GOOGLE ANALYTICS

SITECATALYST

DECIBEL INSIGHT

COREMETRICS

HOTJAR

**GA4**

### GA4 Configuration

Title

JavaScript

```

1 // The `campaigns` variable is an array of experiences active on the page.
2 if (typeof(window.gtag) === "function") {
3   for (var i = 0; i < campaigns.length; i++) {
4     var campaign = campaigns[i];
5     window.gtag('event', campaign.key, {
6       'event_category': 'Monetate',
7       'event_label': campaign.split,
8       'non_interaction': true
9     });
10  }
11  console.log("Google Analytics 4");
12 }

```

Enable by default for all new experiences  NO

SAVE 👁️ 🗑️

- While viewing the new browser tab or window in which your site loaded in Preview Mode, open your browser's developer tools and then switch to its console.

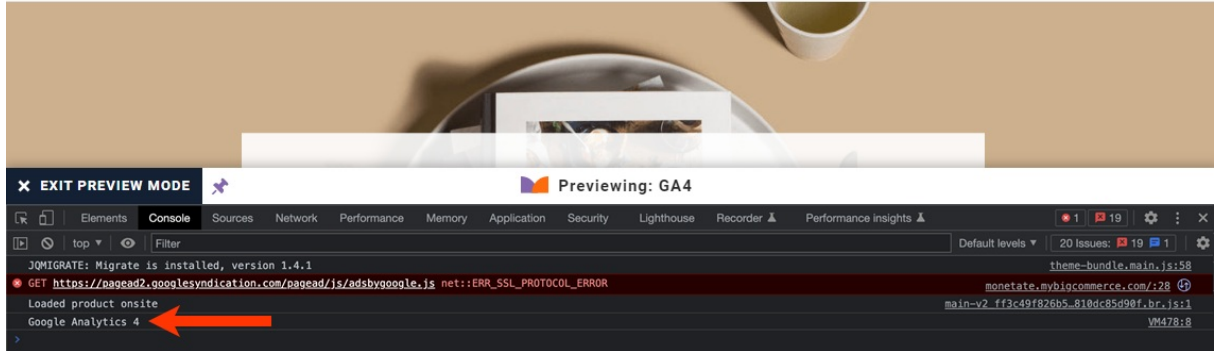
[SEARCH](#) [GIFT CERTIFICATES](#) [SIGN IN or REGISTER](#) [CART](#)

# MONETATE

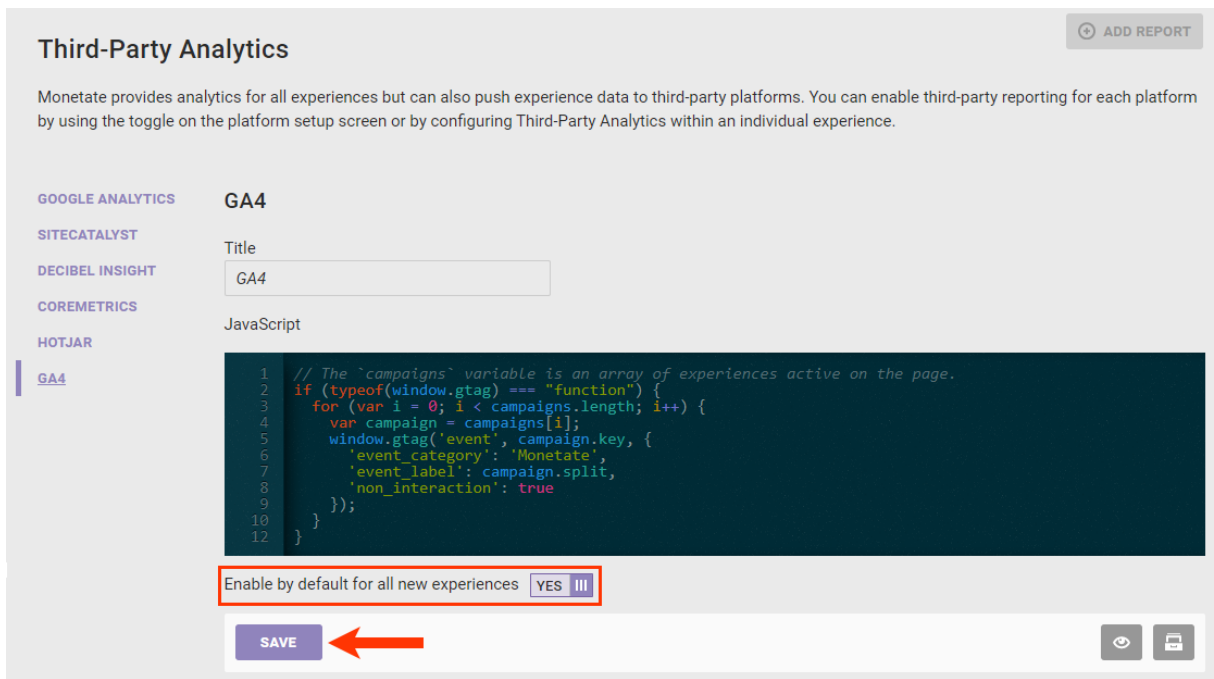
[SHOP ALL](#) [BATH](#) [GARDEN](#) [KITCHEN](#) [PUBLICATIONS](#) [UTILITY](#) [SHIPPING & RETURNS](#) [CONTACT US](#) [BLOG](#) [RSS SYNDICATION](#)

- Ensure the message that you used with the `console.log()` method in the GA4 report code is present in the console.

# MONETATE



5. In the Monetate platform, remove the `console.log()` method from the GA4 report code, set **Enable by default for all new experiences to YES**, and then click **SAVE**.



After you've created and tested the new GA4-compatible report, you can enable it for each active Web experience for which the legacy Google Analytics report is enabled.

## Enabling the New Report in Active Experiences

Follow these steps to add the new GA4 report to an individual Web experience.

1. Click the settings icon in the top navigation bar and then select **Integration**.

The screenshot shows the Monetate dashboard for 'monetate.mybigcommerce.com'. The top navigation bar includes 'DASHBOARD', 'EXPERIENCES', 'AUDIENCES', 'COMPONENTS', 'DATASETS', and 'ANALYTICS'. A settings gear icon is highlighted in the top right. A dropdown menu is open, showing options under 'ACCOUNT' (Sites, API Documentation, Users, Script Revision, Integration, Compliance Tools, Default Metrics, Email, Seasonality, Engine Context) and 'CONTENT' (Experience Tags). The 'Integration' option is highlighted with a red arrow. The main dashboard area displays three experience cards: 'Auto Personalization experiences' (2), 'Dynamic Test experiences' (1), and 'Standard' (8). A table below shows a table header with 'METRIC' and 'VALUE' columns.

2. Click the entry for the legacy Google Analytics report in the list of third-party analytics reports.

The screenshot shows the 'Integration' page with a sub-section for 'Third-Party Analytics'. The page has tabs for 'Tag', 'Inspector', 'API', 'SSO', and 'First-Party Proxy'. A green 'ADD REPORT' button is visible. The 'Third-Party Analytics' section contains a list of reports: 'SITECATALYST', 'GOOGLE ANALYTICS', 'COREMETRICS', and 'HOTJAR'. The 'GOOGLE ANALYTICS' report is highlighted with a red box. A yellow warning box states: 'This report is currently in use. Since this report is currently being used, it cannot be edited or deleted.'

3. Scroll down to the View Associated Experiences table.

## Third-Party Analytics ➔ ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

ⓘ This report is currently in use.  
 Since this report is currently being used, it cannot be edited or deleted.

**GOOGLE ANALYTICS**

SITECATALYST

DECIBEL INSIGHT

COREMETRICS

HOTJAR

GA4

### Google Analytics Configuration

Enable by default for all new experiences YES IIII

Data will be reported in the following formats:

No Control: "Experience Name"

Experiment: "Experience Name - Experiment"  
"Experience Name - Control"

Split: "Experience Name - A:Split A Name"  
"Experience Name - A:Control"  
"Experience Name - B:Split B Name"  
"Experience Name - B:Control"

SHOW THE CODE BEING USED TO REPORT DATA.

SAVE
👁️ 🖨️

➔ **View Associated Experiences**

When a report is being used it cannot be edited or deleted.

NAME	TYPE
UK Promo	Active
Clearance Banner	Active
Checkout Flow MVT	Active
Homepage Change	Active

- Click the name of an experience in the table to open it in Experience Editor.
- Click the additional options menu (...) on the Experience Editor page, and then click **Third-Party Analytics**.

< BACK TO WEB EXPERIENCES
VIEW ANALYTICS

## Winter Clearance Sale Banner ✎

SPLIT TEST | DRAFT | Created: Feb 22 2023, 2:56 PM

▶ ACTIVATE
👁️ PREVIEW
📄 DUPLICATE
⋮

+ ADD TAGS

**WHY** to measure Conversion rate between 2 splits and control

**WHO** For all visitors

**WHAT**

A	show Tippy Top Banner	25%	Design A
B	show Tippy Top Banner	25%	Design B
-	Control	50%	>

View Experience History...

Third-Party Analytics...

Notes...

Import Actions >

Export Actions >

Promote Experience >

Configure Auto-promotion...

Estimated RPS Value...

Administrator Lock

Delete

- Find the new GA4-compatible report on the Third-Party Analytics modal, and then toggle its setting to **YES**.

## Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Google Analytics	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
SiteCatalyst	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Decibel Insight	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
Coremetrics	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
Hotjar	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
GA4	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

Report Label

Winter-Clearance-Sale-Banner

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*

SAVE

CANCEL

- If you don't plan to [archive the legacy Google Analytics report](#) and if it's currently enabled for this experience, then toggle its setting to **NO**.



If you plan to archive the legacy Google Analytics report, skip this step. Archiving the report on the **Third-Party Analytics** tab of the Integration page automatically removes it from all experiences.

## Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

Google Analytics	<input checked="" type="checkbox"/> YES <input type="checkbox"/> III	
SiteCatalyst	<input checked="" type="checkbox"/> YES <input type="checkbox"/> III	
Decibel Insight	<input type="checkbox"/> III <input checked="" type="checkbox"/> NO	
Coremetrics	<input type="checkbox"/> III <input checked="" type="checkbox"/> NO	
Hotjar	<input type="checkbox"/> III <input checked="" type="checkbox"/> NO	
GA4	<input checked="" type="checkbox"/> YES <input type="checkbox"/> III	

Report Label

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*

SAVE

CANCEL

- If you want to see a specific string for this specific experience in all the third-party analytics platforms enabled for it, enter that string into **Report Label**.



The text in **Report Label** auto-populates with the name of the experience. Monetate reports this string to the integrated third-party platform(s). Monetate also automatically creates labels for holdout variants based on your specified variant labels. For each variant included in the holdout, Monetate appends the label with - Holdout.

## Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

- Google Analytics  YES  III
- SiteCatalyst  YES  III
- Decibel Insight  III  NO
- Coremetrics  III  NO
- Hotjar  III  NO
- GA4  YES  III

Report Label

Winter-Clearance-Sale-Banner

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*

SAVE

CANCEL

9. Click **SAVE** to close the modal.

## Third-Party Analytics



Monetate provides analytics for all experiences, but experience data can additionally be reported to third-party analytics platforms. Additional platforms can be added via the [Integration](#) page.

Report analytics data to the following platforms:

- Google Analytics  YES  III
- SiteCatalyst  YES  III
- Decibel Insight  III  NO
- Coremetrics  III  NO
- Hotjar  III  NO
- GA4  YES  III

Report Label

*Group/split names will be appended automatically. For an experiment/control experience with a Report Label of "New-Experience," the items reported would be "New-Experience - Control" and "New-Experience - Experiment."*



Repeat these steps for each active Web experience in the View Associated Experiences table that you want reported to your GA4 setup. After you've added the new report to all active Web experiences that you want reported to your GA4 setup, you can then [archive the legacy Google Analytics report](#).

You can view a table of experiences that Monetate is reporting to the new GA4-compatible report on its respective custom report configuration screen of the **Third-Party Analytics** tab of the Integration page of the Monetate platform settings.



## Third-Party Analytics

ADD REPORT

Monetate provides analytics for all experiences but can also push experience data to third-party platforms. You can enable third-party reporting for each platform by using the toggle on the platform setup screen or by configuring Third-Party Analytics within an individual experience.

### GOOGLE ANALYTICS


SITECATALYST

DECIBEL INSIGHT

COREMETRICS

HOTJAR

GA4

 This report is currently in use.  
Since this report is currently being used, it cannot be edited or deleted.

### Google Analytics Configuration

Enable by default for all new experiences  YES 

Data will be reported in the following formats:

No Control: "Experience Name"  
Experiment: "Experience Name - Experiment"  
"Experience Name - Control"  
Split: "Experience Name - A:Split A Name"  
"Experience Name - A:Control"  
"Experience Name - B:Split B Name"  
"Experience Name - B:Control"

[SHOW THE CODE BEING USED TO REPORT DATA.](#)

SAVE



### View Associated Experiences

When a report is being used it cannot be edited or deleted.

NAME	TYPE
<a href="#">UK Promo</a>	Active
<a href="#">Clearance Banner</a>	Active
<a href="#">Checkout Flow MVT</a>	Active
<a href="#">Homepage Change</a>	Active

At any time you can remove reporting to the new GA4-compatible report. Click the experience name in this table to open it in Experience Editor, then click the additional options menu (...), and then click **Third-Party Analytics**. In the Third-Party Analytics modal, toggle to **NO** the setting for the GA4-compatible report.

## Archiving a Legacy Google Analytics Report

After you've enabled the new GA4-compatible report for each active Web experience, you can optionally archive the legacy Google Analytics report(s).



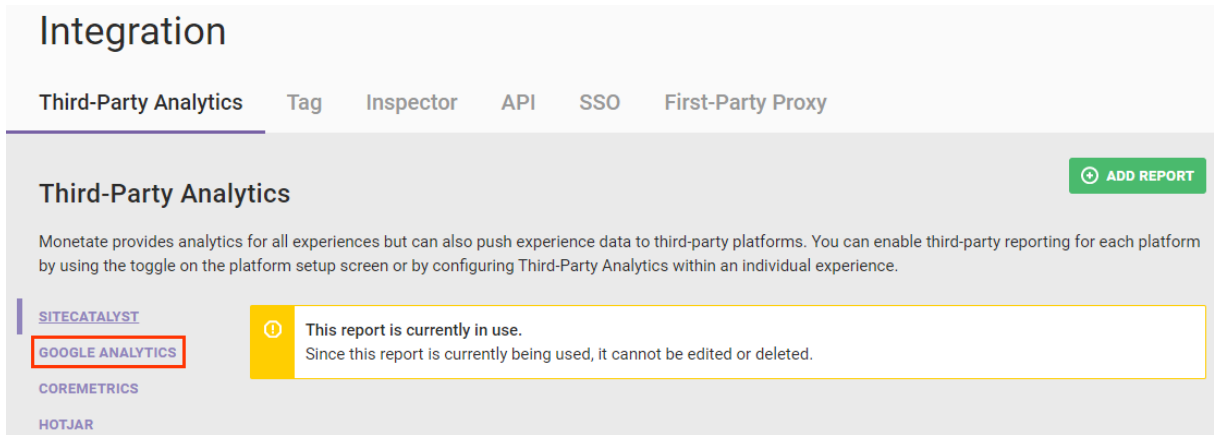
If you choose to archive a report, you cannot reactivate it.



While archiving a legacy Google Analytics report is optional, Monetate recommends doing so not only to prevent your users from potentially confusing the legacy report with the GA4 report if they adjust the enabled third-party analytics for an experience but also to prevent analytics from potentially being skewed by having two different Google Analytics reports enabled for the same experience.

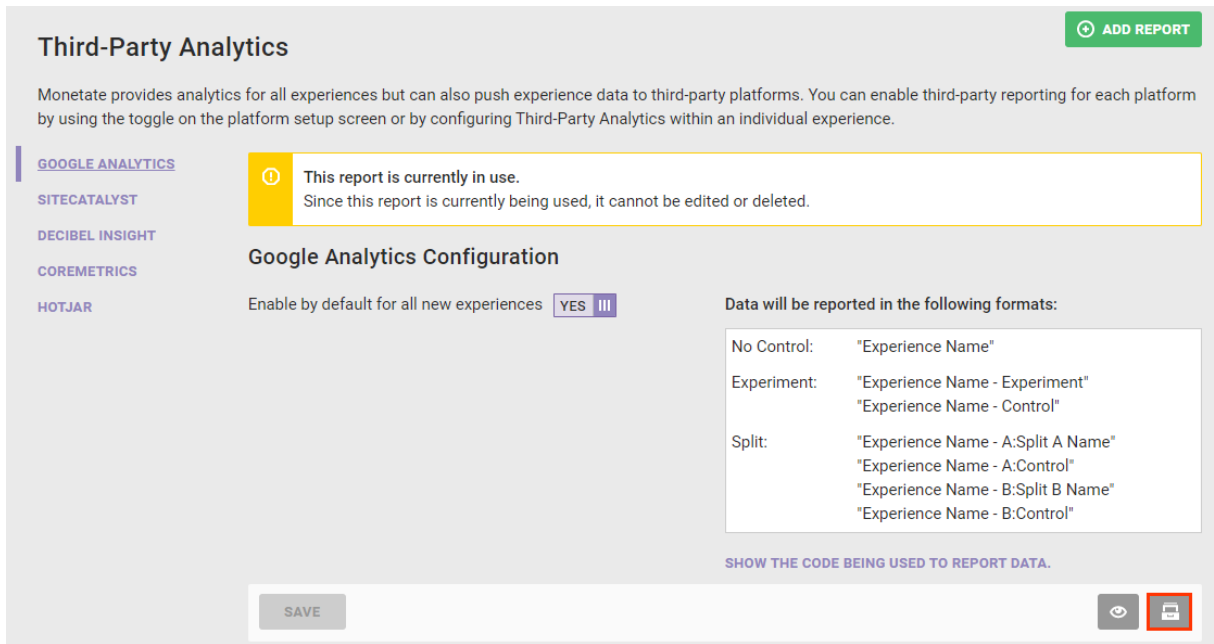
Follow these steps to archive a legacy Google Analytics report.

1. Click the legacy Google Analytics report in the list of third-party analytics reports.



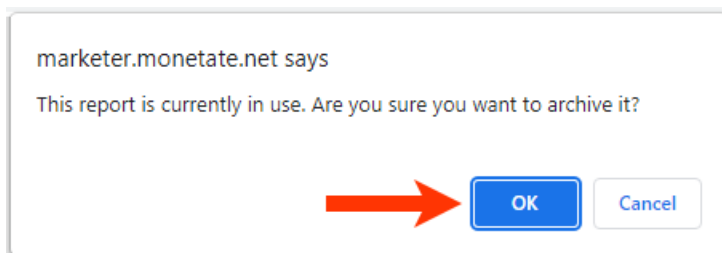
The screenshot shows the 'Integration' page with a sub-section for 'Third-Party Analytics'. A list of analytics providers is on the left: SITECATALYST, GOOGLE ANALYTICS (highlighted with a red box), COREMETRICS, and HOTJAR. A yellow warning box states: 'This report is currently in use. Since this report is currently being used, it cannot be edited or deleted.' A green 'ADD REPORT' button is in the top right.

2. Click the archive icon.



The screenshot shows the 'Google Analytics Configuration' modal. It includes a 'SAVE' button at the bottom left, which is highlighted with a red box. A red 'archive' icon is highlighted with a red box at the bottom right. The modal contains configuration options for Google Analytics, including a toggle for 'Enable by default for all new experiences' set to 'YES', and a table of data reporting formats. A 'SHOW THE CODE BEING USED TO REPORT DATA.' link is also present.

3. Click **OK** to confirm that you want to archive the report.



The screenshot shows a confirmation dialog box with the text: 'marketer.monetate.net says This report is currently in use. Are you sure you want to archive it?'. There are two buttons: 'OK' (highlighted with a red arrow) and 'Cancel'.

After you click **OK**, Monetate disables and removes the legacy Google Analytics report from the Third-Party Analytics modal for all existing experiences.