ClientsthatpreviouslyintegratedaversionofGoogleAnalyticspredatingGoogleAnalytics4(GA4)withMonetatebeforeApril11,2023,andthatuseGoogleTagManager(you'rereusing platform/tag-manager/web/dataylayer.js)andthatownneedtoupdatethatintegrationaftercreatingaGoogleAnalytics4propertyClientsthathaveneverintegratecup-googles-analytics-4integration(using-google-tag).

Ifyou'veneverintegratedyourGoogleAnalyticssetupwithMonetateandusegoogletag,thenfollowtheinstructionsintheMonetateKnowledgeBase'sintegratewithGoogleAnalyticswith-google-analytics).

WhenyouuseGoogleTagManager(GTM)tointegrateyoursitewithGoogleAnalytics,youconfigurehowtoextractanalyticsdatausingitsinterface.UnfortunatelyforGTUsers,Google

Furthermore,becauseyoucannotmodifyclient'sGTconfigurationinterfaceandbecauseyoucannotaccountforthefactthatallGTsettingsicials'mighthave,MonetatehasdevelopedplatformssothatitsclientsusingGTManconfigureaMonetate–GA4integrationwithjustafewclicks.

However,youcanstillconfigureaMonetate–GA4integrationusingamulti-stepapproach:

1. CreateandtestacustomGA4reportintheMonetateplatformthatusesadodotopushexperiencedatatoGTM'sdataylayer.
2. ConfigureGTMtoextractexperiencedatafortaggingfromhttps://docs.monetate.com/docs/integrations-third-party-analytics-overview#the-campaigns-variable
3. AddthecustomGA4reporttopollactiveexperiencesinMonetate.

IfyouhaveanexistingGoogleAnalyticsintegrationintheMonetateplatform,thenyoumustcompletethesetaskstocontinuousexperiencedatatoGoogleAnalyticsafterJuly1

Prerequisites

YoumusthaveaGA4propertybeforeyoucancreateacustomreportinMonetate.Refer toreGoogle'sMaketheswitchtoGoogleAnalytics4(https://support.google.com/analytics/

Whilenotmandatorytododo,youshouldconsiderconfiguringinGTMtheGoogleAnalytics:GA4ConfigurationtagforyourGA4propertybeforefollowingthestepsinConfiguringEventsandTriggersinGoogleTagManager.

IfyouaccountasacustomGoogleAnalyticsintegrationcreatedbyMonetate'sDevelopmentServiceteam,thenyoumustsubmitarequestusingtheKiboTechnicalSupportporteurope Account

CreatingtheCustomReport

FollowthefollowingstepstocreatethecustomGoogleAnalyticsreportthatusesdataylayerpollingintheMonetateplatform.

1. Clicktheintegrationsontheleft-handnavigationbarandthenselectIntegration.
2. OntheThird-Party-Analyticsstab,takeoneofthefollowingactions:
   - Iftheaccountdoesn'thaveanythird-partyanalyticscustomreports,thenclickSELECTforCustomReporting.
   - Iftheaccountalreadyhasathird-partyanalyticsreport,thenclickADDERPORTandthen,ifnecessary,selectCustom.


   ```javascript
   function pollForDatayLayer(){
     if(typeof(dataylayer.push)==='function'){
       //TheDataylayer.pushfunctionisdefined,soyoucanrunthere
       for(var i=0;i<campaigns.length;i++){
         varcampaign=campaigns[i];
         dataylayer.push(
           'event':MonetateExpLoad,
           'event_category':'Monetate',
           'event_action':campaign.key,
           'event_label':campaign.split
         );
       }
       console.log("pollingforDatayLayer.");
     }else{
       console.log("DatayLayerFound.");
       setTimeout(pollForDatayLayer,5000);
       }
   }pollForDatayLayer();
   
   LeaveEnablebydefaultforallnewexperiencessettO.
   6. ClickCREATE.
   7. Testthereport.
   8. Openyoursteinanewbrowsertabwindow,thenopenyourbrowser'sdevelopertools,andthenswitchtoitsconsole.

   * IntheMonetateplatform,setEnablebydefaultforallnewexperiencessettO.Y,andthenclickSAVE.SettingEnablebydefaultforallnewexperiencessettOdoesn'taddthefirstcampaignvariable.

IfyoupreviouslyconfiguredaGoogleAnalyticsintegrationintheMonetateplatformandhavemultiplelegacyGoogleAnalyticsreportsinonedomain,ensurethatyoucreateandtesttheimportedreportsoforderforthem.

ConfiguringEventsandTriggersinGoogleTagManager

FollowthefollowingstepstocreatetheeventstotriggerinanddraggingGTMrequiredtoextractdatatractomynewreportfromMonetate'scampaignsvariable.

1. LaunchGTM,then,ifnecessary,selecttheappropriateworkspace.
2. Createanewtriggerbasedonaautosevent.
3. ClickTriggersintheleft-handnavigation.
4. ClickNew.
5. Clicknewtriggerandthennameitthetrigger.
6. ClicktheiconInTheTriggerConfigurationpanel,thenselectCustomEventfromChosetriggertype.
8. LeaveAllCustomEventsselectedforThistriggerfiresonifyou'reunsureoftherulestouse.
9. Click **Save**.

- Create the variable(s) that will pass to the data layer.
- Click **Variables** in the left-hand navigation.
- Click **New**.
- Click on the tag and name the variable.
- Click the icon in the Variable Configuration panel, and then select **Data Layer Variable** from **Choose variable type**.
- Give the variable a name that matches exactly the parameter you’re sending in the custom report that you set up in Monetate.
- Click **Save**.
- Repeat steps 3 through 5 as necessary so that you have a variable for each parameter you’re sending in the custom report.
- Create a Google Analytics event tag.
- Click **Tags** in the left-hand navigation.
- Click **New**.
- Click on the tag and name the tag.
- Click the icon in the Tag Configuration panel, and then select **Google Analytics: GA4 Event** from **Choose tag type**.
- Select from **Configuration Tag** either the Google Analytics: GA4 Configuration tag for your GA4 property that you previously created, or select **None-Manually Set ID** and then input your Google tag ID in **Measurement ID**. If you haven’t configured the Google Analytics: GA4 Configuration tag for your GA4 property, then follow the instructions [here](https://support.google.com/analytics/answer/9539598#find-G-ID) for assistance in finding this ID.
- Give the event the same name as the event name that you input in step 2 to even creating the trigger.
- Expand the Event Parameters section, and then click **Add Row**.
- Click the brick icon for **Parameter Name**, and then select the data layer variable that you defined in step 3.
- As necessary, click **Add Row** and then repeat the previous steps to add an event parameter for each variable that you pushed to the data layer.
- Click the icon in the Triggering panel, and then select the custom event that you created in step 3.
- Click **Save**.
- Publish the changes.
- Click **Submit**.
- Name the version, input a brief description of the changes you made to the workspace, and then click **Publish**.

**Typically within 5 minutes, the changes you published are live on your site.**

### Enabling the New Report in Active Experiences

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

If you have never configured a Google Analytics integration in the Monetate platform, skip to step 5.

1. Click the settings icon in the top navigation bar and then select **Integration**.
2. Click **GOOGLE ANALYTICS** in the list of third-party analytics reports.
3. Scroll down to the View Associated Experiences tab.
4. Click the name of an experience in the Table to open it in Experience Editor.
5. Click the Additional Options menu (...), then select **Third-Party Analytics** in the Experience Editor page, and then click **Enable**.
6. Find the new report in the Third-Party Analytics modal, and then toggle the switch to **YES**.
7. If you've already configured a Google Analytics report and you don't plan to archive it, report it as currently enabled for this experience, and then toggle it to **NO**. If you plan to archive the report, click **Enable**.
8. If you want to use a specific string for the report, click the **Third-Party Analytics** tab and then input the string in the **Report Label** text field. If you don’t want to use a specific string, click **None**.
9. Click **SAVE** to close the modal.

**Typically within 5 minutes, the changes you published are live on your site.**

### Archiving Legacy Google Analytics Reports

After you’ve enabled the new GA4-compatible report for an 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 only to prevent your users from potentially confusing the legacy report with the GA4 property. If you choose to archive the legacy report, it will be disabled 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.
2. Click the archive icon.

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

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

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