

# Google Analytics (4)



This article describes how excentos can track your Product Guide's usage data into **your Google Analytics instance**.

## What is tracked

To avoid extensive configuration on your side, we aim to reuse existing [recommended events](#) in GA4, as well as their corresponding dimensions and metrics, as much as possible. Whenever a custom definition is used, it's marked with a warning symbol (⚠️).

### The following events are tracked:

- The product guide was loaded ⚠️
  - event name: "load"
  - dimensions:
    - duration - the amount of time in milliseconds it took to load the product guide. This includes the time for downloading all the required resources and is therefore also dependent on the network connection of the end user.
- A stage in the product guide was seen
  - event name: "page\_view"
  - dimensions:
    - page\_title - the title of the stage, as seen by the end user. This can alternatively be configured to use the internal stage IDs.
  - see <https://developers.google.com/analytics/devguides/collection/ga4/views>
- An answer to a question in the product guide was selected
  - event name: "select\_content"
  - dimensions:
    - content\_type - the internal ID of the question
    - content\_id - the internal ID of the answer
  - see [https://developers.google.com/analytics/devguides/collection/ga4/reference/events?sigid=7309740710168604693-EU&client\\_type=gtag#select\\_content](https://developers.google.com/analytics/devguides/collection/ga4/reference/events?sigid=7309740710168604693-EU&client_type=gtag#select_content)
- The user transitioned to the previous (/ the next / a selected) stage
  - event name: "select\_content" (/ "navigate\_to\_next\_stage" / "navigate\_to\_stage")
  - dimensions:
    - content\_type - "navigation"
    - content\_id - "previous" / "next" / "direct"
  - These events should help you better understand the user's journey through the guide. The corresponding stages are separately tracked as "page\_view" events, so you can use the default analytics reports provided by Google.
- A list of recommendations was seen
  - event name: "view\_item\_list"
  - dimensions for each recommendation:
    - item\_list\_id - the internal id of the recommendation group the recommendation was contained in (top, recommendations, alternative, cross\_selling)
    - item\_list\_name - the label of the recommendation group, as seen by the end users, e.g. "Your top recommendation"
    - item\_id - the product id
    - item\_name - the label of the product, as seen by the end users
    - item\_brand (if available)
    - item\_price
  - shown as "Items viewed in list" in GA4's reports
  - see <https://support.google.com/analytics/answer/9143382#ecommerce-metrics&zippy=%2Cecommerce>
- The product details page was opened
  - event name: "select\_item"
  - dimensions (as above)
    - item\_id
    - item\_name
    - item\_brand
    - item\_price
  - shown as "Items clicked in list" in GA4's reports
- A lead generation form was submitted (if applicable)
  - event\_name: "generate\_lead"
- The product guide was restarted
  - event name: "select\_content"
  - dimensions:
    - content\_type: "administration"
    - content\_id: "restart"

### The following user dimensions are set:

These are all custom and need to be configured in your GA4 property to be visible ⚠️ See <https://support.google.com/analytics/answer/12370404>

- application - the name of the product guide
- locale
- channel - if defined, see <https://www.excentos.com/en/channel-solutions>

## What you need to provide to excentos

If you want excentos to track the Product Guide's usage data into your Google Analytics instance, please provide us with the following:

- your Property Stream's Measurement ID (starts with G-, see <https://support.google.com/analytics/answer/9539598>)
- preferably at least reading/viewing access to your analytics for the user **analytics.excentos@gmail.com** for the property with said tracking ID
  - this email address is maintained by excentos and will provide access to the front-end dev and project management staff only
  - for adding a user/granting access for a property or view, see <https://support.google.com/analytics/answer/9305788>

## Tipps and tricks

### You want to track to Google Analytics, but don't have an own GA instance?

If you want to track your Product Guide's usage data into Google Analytics (GA), but **don't have an own GA instance** (or don't want to use it for the Product Guide usage data for whatever reason), your usage data can be tracked **into a GA instance provided by excentos**. Please contact support to setup this feature.

## FAQ

### Do I need the Google Tag Manager (GTM) to track to Google Analytics?

No, you don't need the Google Tag Manager to track usage data of your Product Guides into Google Analytics. The excentos client takes care of tracking the usage data into your GA instance once you've provided us with the above-mentioned information.