

## **Install Google Analytics 4**

## Introduction

Google is introducing the next generation of Analytics, **Google Analytics 4**. From 01 July 2023, standard Universal Analytics properties will no longer process data. You will be able to see your Universal Analytics reports for some time after 1 July. However, new data will only flow into GA 4 properties.

**STAAH is GA 4** ready across our booking engines. Contact your web developer to install GA 4 with Google Tag Manager.

## To get started

- 1. Contact your web developer to install GA 4 with Google Tag Manager.
- 2. We have prepared a setup guide to assist. You may want to share with your web developer.
- 3. Provide Google Tag Manager ID to your STAAH designated Partner Services team member to configure in channel manager.

## Prepare and be ready for 01 July 2023.

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- 1. Install GA 4 with Google Tag Manager
  - 1. Create a Google Analytics 4 property and a data stream
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  - 4. Publish the changes in Google Tag Manager
  - 5. Google Analytics 4 real time reports

#### 2. Google Tag Manager setup

- 1. Import pre-config Container.
- 3. Cross Domain setup
- 4. Quick guide for setting up GA 4

## Install GA 4 with GTM

#### **1.** Create a Google Analytics 4 property and a data stream

If you want to create a new GA 4 property, go to the *Admin* section of your Google Analytics interface (by clicking the *Admin* at the bottom-left corner) and then (in the *Property* section) click **Create Property**.

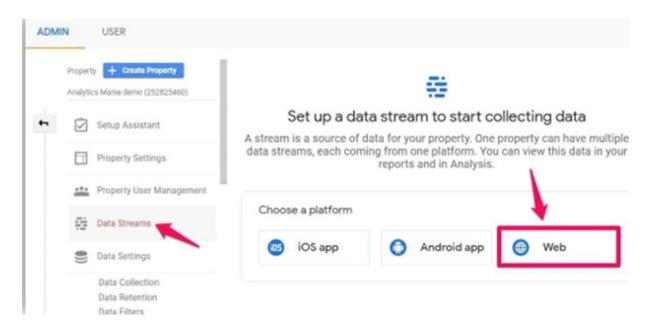
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		Account STAAH Te	+ Create	Account		•		Property	h.net GA4 Demo (328669999)
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a li Ano	intices.	home literns of t	Service (Rei		<u> </u>				9/2526/5605

Then enter the name of your property. It might be the name of your website, of your company, a brand etc. Choose your company's country, reporting time zone, and the main currency that your business operates in.

Property details
A property represents a business's web and/or app data. An account can contain one or more *Navigate to your Firebase account if you want to create a new property for an existing Fireba
Create a Google Analytics 4 property to measure your web and/or app data.
My business
Reporting time zone
United States 👻 (GMT-08:00) Los Angeles Time 👻
Currency
US Dollar (USD \$) 👻

Then press *Next*, and answer several questions, click *Create* and your new property will be ready. The next step to complete is to configure your first data stream. It is a data source from which events will be sent to your Google Analytics 4 property. You can have multiple data sources in a single property. For example, 3 web properties, 1 for Android app and 1 for an IOS app.

We are going to setup Web stream. Select Web stream.



Then enter the URL of your website (for example, https://www.mywebsite.com). Note, that the protocol (*https*) is already selected. After that, enter the name of your website.

When you create a web data stream in GA 4, you have the option to enable/ disable Enhanced Measurement. It is designed to help marketers get as many events in the reports as possible without the need to cooperate with developers or configure them in Google Tag Manager.

UAT	AM NAME BE	STREAM URL https://uat.staah.net/	STREAM ID 4007152410	G-V3Q0QL37KX
Event	ts			
+:	Data from on-page	urement asure interactions and content on your sites in add elements such as links and embedded videos may able information will be sent to Google. <u>Learn more</u>	be collected with relevant events. Y	
	Measuring: 🧿	Page views Scrolls (3) Outbound clic	ks + 1 more	۲
B	Modify events Modify incoming e	vvents and parameters. Learn more		>
iik.	Create custom e Create new events	events from existing events. <u>Learn more</u>		>
07		rotocol API secrets ret to enable additional events to be sent into this s	tream through the Measurement Pro	tocol. Learn more

By default, this feature is enabled and will automatically track the following events:

- 1. Page view (event name: *page\_view*)
- 2. Scroll (event name: *scroll*)
- 3. Outbound link click (event name: *click* with the parameter *outbound: true*)
- 4. Site search (event name: *view\_search\_results*)
- 5. Video Engagement (events: *video\_start, video\_progress, video\_complete*)
- 6. File Download (event name: *file\_download*)

If you want, you can disable/ enable events individually. You can do that by clicking the gear icon in the Enhanced Measurements section and then clicking toggle buttons.

	measure interactions and content on your sites in addition to eview measurement.
collected with	page elements such as links and embedded videos may be relevant events. You must ensure that no personally-identifiable
information w	III be sent to Google. Learn more
information w	Page views     Scrolls     Outbound clicks

When you are ready, press the **Create stream** button.

#### 2. Create a Google Analytics 4 property and a data stream

When you create a data stream (web), you will see a Measurement ID. It is at the topright corner. You will need to use it in Google Tag Manager.

Strea	im details			0
STRE	AM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
UAT	BE	https://uat.staah.net/	4007152410	G-V3Q0QL37KX
ven	ts			
•:	Data from on-page	urement sure interactions and content on your sites in add elements such as links and embedded videos may able information will be sent to Google. <u>Learn more</u>	be collected with relevant events. Yo	
	Measuring: 🧿	Page views 💿 Scrolls 🕒 Outbound clici	ts + 1 more	(3)

If you ever get lost in the GA 4 interface and you need to revisit this page, go to *Admin* > *Data Streams* > choose your most recent created stream, and then you will return to the same window that is displayed in the screen shot above.

Then go to your GTM container > *Tags* > *New* and choose GA 4 configuration.



In the Measurement ID field, enter the ID that you copied in the GA 4 interface. Keep the *Send a page view event when this configuration loads* if you want to automatically track pageviews.

Usually, it is not a problem to keep it enabled but, in some situations, e.g. on single-page applications, it is more recommended to disable the pageview checkbox and create just a standalone configuration tag.

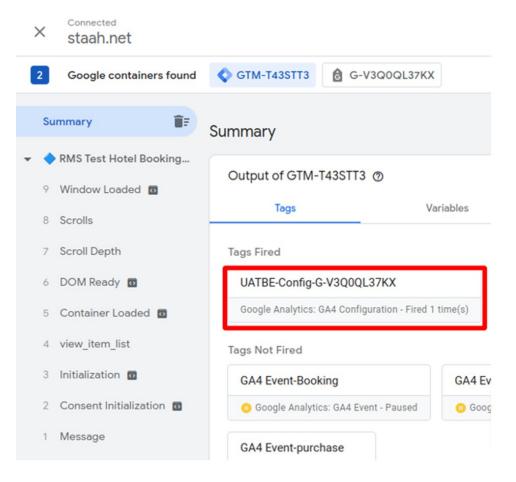
In the Triggering section, select *All Pages* and then name the tag, e.g *GA4-Pageview* 

### 3. Debug view in Google Analytics 4

Enable the GTM preview mode to test your changes.

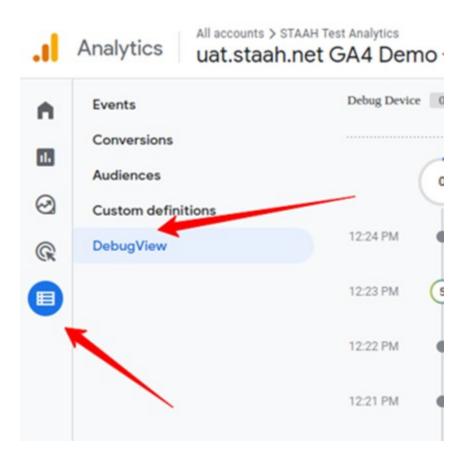
🔷 🔷 Tag Manager	All accounts > UATBE-GTM uat.staah.net/ - Q Se	arch workspace			:: 0	E (
Workspace Versions /	Admin		GTM-T43STT3	Workspace Changes: 0	Preview	Submit
CURRENT WORKSPACE	Tags			٩	New	
	Name 🕈	Туре	Fixing Triggers	Last Edited		
Overview	GA4 Event-Booking	Google Analytics	s: GA4 Event 💿 custom booking	14 days ag	• •	
Tegs	C AA Cuart Bushing Caard	Coords Applica	r GAA Event 🙉 customa bookineessed	1.6 days an	• •	

Once you enable the preview mode, you should see the new GA 4 tag among tags that fired.



Once you configure your events, it is time to test them. The primary feature built for debugging GA 4 data is the *DebugView* section. You can find it by going to Configure.

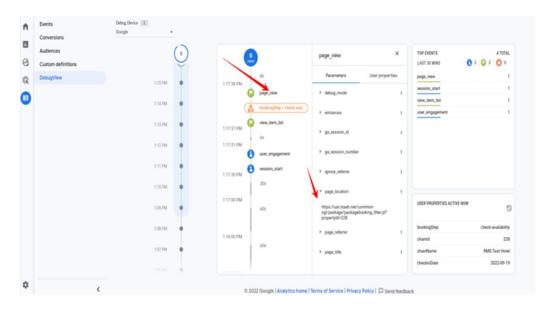
Debug view on the left side of the GA 4 interface. Click on it. Data in the Debug View is visible ONLY when the debug mode in GA 4 is enabled.



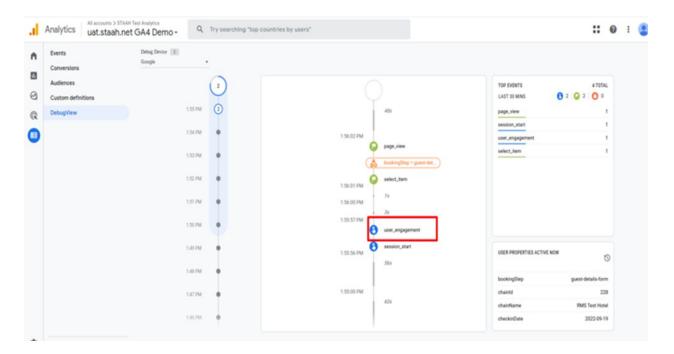
With Google Tag Manager, having the **GTM Preview mode** enabled, the data will start appearing in the GA 4 DebugView.

When you start seeing data in the DebugView, you can click on every individual event and then a list of parameters will be displayed.

Click on that parameter to see the value that was received by GA 4.



If multiple visitors have enabled the debug view, you will see multiple devices there and it might require some time to find yourself.

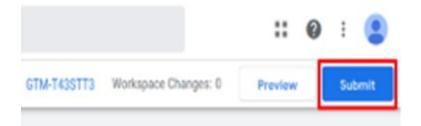


Once you start seeing data in **DebugView**, things will look like this.

#### 4. Publish your changes in Google Tag Manager

Once you made sure that the data is coming in and it is displayed property, you should submit your GA 4 changes in the GTM container and publish it.

You can do that by clicking the SUBMIT button in the top right corner and then complete all the other steps that the user interface asks you to do.



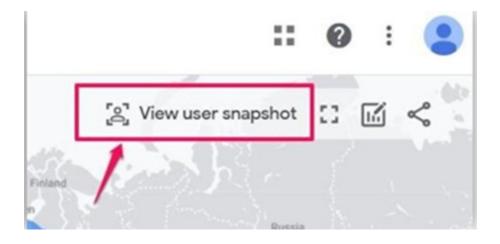
After that, you should soon start seeing the new data coming in your real-time reports as well.

#### 5. Google Analytics 4 Realtime Reports

On the left sidebar of the Google Analytics 4 interface, go to *Reports > Realtime*. This is where you will see the data coming into your reports. Unlike in the previous version (Universal Analytics), the new report offers you capabilities to see the data on a much more granular level.

First, you will see a map and a bunch of cards with traffic sources, most popular events, and the number of users in the last 30 minutes (by the way, Universal Analytics realtime report shows the number of users in the last 5 minutes).

You can also take a look at the snapshots of an individual user. You can do that by clicking the **View user snapshot** button in the top right corner.



## Google Tag Manager Setup

The simplest approach to configure your Google Tag Manager container is to utilize our per-config JSON import file, which streamlines the process by importing and auto-generating all of your GTM container's tags, events, and variables.

**Note:** If you are using an existing Google Tag Manager account, we strongly recommend that you publish all changes and export a backup of your current container before proceeding.

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	очит <b>4</b> АН +	CONTA	JER GTM-TWJHVDS	+	
	Account Settings		Container Settings		
Ð	Account Activity	9	Container Activity		
*	User Management		User Management		
		\$	Install Google Tag Manager		
		<b>±</b>	Import Container 2	>	
		<u>+</u>	Export Container		
		\$	External Account Links		

#### -Open Google Tag Manager Admin.

#### -Navigate to Admin > Container > Import Container.

Click Choose container file and select the JSON file(**GTM-STAAH\_enhanced-ecommerce.json**).

-Under Choose workspace, click Existing or New (Enter a title and description, then click Save).

-Select one of the following actions to import the file:

Tag Manager O  Workspace Versions Admin	X Import Container	son				
ACCOUNT STAAH Account Sette Account Activ User Manager	6 Merge Merge selected workspace	ace with content of imported container	TM-TWJHVDS			
User Manage	<u> </u>	icting tags, triggers and variables. ting tags, triggers and variables.				
	Tags	Triggers 📀	) Variables	-	Templates	
	4 0 0 New Modified Delete	3 0 0 d New Modified Delete	24 0 New Modified	0 Deleted	0 0 New Modified	0 Deleted
	View Detailed Changes 7 Confirm Canc	el				

The **Overwrite** option should be selected for the new container. The **Merge** option should be selected is you are using an existing container. Click Preview to review the tags, triggers, and variables.

To edit the **Google Analytics: GA4 Configuration** that is referenced in **Tags**, do the following:

Navigate to **Tags** 

Choose " **GA4-Config**". Then, update the Measurement ID with your own Measurement ID.

Click **Confirm** when complete.

agoa.co. × GA4-Config 🗖		Save
	Added in this workspace Abandon changes	
S Name ↑ Booking Se GA4 Events GA4 Events	Tag Configuration Tag Type Google Analytics: GA4 Configuration Google Marketing Platform Measurement ID  G-FJJBP1B03T	
GA4-Config GA4-Config	Triggering Firing Triggers	

Follow Google's instructions to publish the new container.

## **Cross Domain Tracking**

If you would like to track different websites that belong to the same domain (e.g.blog.yourwebsite.com and *www.yourwebsite.com*), Google Analytics 4 will handle this automatically.

- 1. Go to the Admin of Google Analytics > Data Streams and select web data stream
- 2. Go to Configure tag settings

UAT	BE https://uat.staah.net/	4007152410	G-V3Q0QL37KX	٥
Even	ts			
+:	Enhanced measurement Automatically measure interactions and content on your sites in addition to standard p Data from on-page elements such as links and embedded videos may be collected with Google. Learn more		dentifiable information will be sent to	9
	Measuring:  Page views			۲
3	Modify events Modify incoming events and parameters. Learn more			>
iii	Create custom events Create new events from existing events. Learn more			>
69	Measurement Protocol API secrets Create an API secret to enable additional events to be sent into this stream through the	Measurement Protocol. Learn more		>
Good	ale tag		-	
٥	Configure tag settings Configure your Google tag behavior, including cross-domain linking and internal traffic.	Learn more		>
<i>&lt;</i> · <i>&gt;</i>	Manage connected site tags Load tags for additional properties or products using this stream's on-page Google tag.	Learn more	0 connected	>
¢,	View tag instructions Get instructions for how to implement your Google Tag for this data stream. Learn more		🗸 Data flowing	>

#### 3. Click Configure your domains

UATBE	X Google tag	
Events	Configuration History Admin	
Enhanced measurement     Assessment of measurements     See the opposite of the opposite		w the Google tag. With this change, new and existing capabilities to help you do more, improve data quality, and
8 Modify events Modify economy events and p	Your Google tag	Installation Instructions
Create custom events Create rose events from existe	Georgie tag 🗇	Destinations @
Construction of API secret to enable	EXTER EN-0-9306L37KK, 01-48703K	O KIBE
Google tag	Settings Enter toy articly apply only to specific decidations	Show all 🐱
Configure tag settings     Configure your Congle tag tail	Manage substratic event detection	to measurement is associated destinations
C-> Manage connected site to Load tags for additional proper	Configure your domains Sparsh, a fait of domains for event domain reactivement	>
View tag instructions	Include user-provided data trans your website transmembers and per more analytic with data that people provide to p	

4. Enter all domains that are to be included in the cross-domain tracking setup. Then hit save.

Below are the domains that are to be added:

## IMPORTANT: If you have white labeled your booking engine, please add your domain name

CSBE (MyBookingSite Booking Engine)

-mybookingsite.io

-securepay.staah.net

#### **INSTANT (Instant Convert Direct Booking Engine)**

-secure.staah.com -securepay.staah.net

#### MAX (MAX Booking Engine and Follow The Eye Booking Engine)

-maxbe.staah.net

-ftebe.staah.net

_	A Changes made here could affect of	ver Google tags on the same page. Learn more	
8	Specify all of your domains that use this tag. Outbound Click events when using enhanced	his last enables create-domain measurement and further defines w reasonement. Learn more	hich links on your site do not trigger
	Configuration		
	Include domains that match the following	conditions	
ur Google tag	Marchitype	Doman	
	Contains	<ul> <li>www.mybookingsite.io</li> </ul>	Θ
	Contains	+ satistaah.net	Θ
C SALE-VADOD	Contains	* securepay stash net	Θ
	Contains	-	Θ
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a red encode many a	Add condition		

## Quick guide to setup GA 4

1. Create a GA 4 property

ADM	AIN USER		0	
	Property + Create Preparty est atout set GA4 Derve (328669991)	Data Streams	Google Marketing Platform	
+	😥 Setup Assessment	All IOS Android Web	# Platform Home	Add stream
	Property Settings	UATBE 4007152410	Analytics	
	Property Access Management		- Data Studio	
	🔯 Data Dreams		Tag Manager	
	Cata Settings		Explore more products 🗸 🗸	

#### 2. Take note of the Measurement ID from Google Analytic property setup

Stream det	s		1
STREAM NA <b>UATBE</b>	E STREAM URL https://uat.staah.net/	STREAM ID 4007152410	MEASUREMENT ID G-V3Q0QL37KX
Events			
Auton Data f	ed measurement ically measure interactions and content on your sites in m on-page elements such as links and embedded videos ly-identifiable information will be sent to Google. <u>Learn r</u>	may be collected with relevant events. You mu	
Meas	ng: 💿 Page views 💿 Scrolls 🖰 Outbound	clicks + 1 more	÷
	events ncoming events and parameters. <u>Learn more</u>		>
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Events			
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	events ncoming events and parameters. <u>Learn more</u>		>

< 🔷 Tag Manage	All accounts > UATBE-GTM uat.staah.net/ -	Search workspace		: 0	:
Workspace Versions	Admin		GTM-T43STT3	Workspace Changes: 0 Preview	Sub
i You can now view you	r Tag Coverage to make sure Tag Manag	er is installed on all the pages yo	ou want to measure.	Go to Tag Coverage	e D
CURRENT WORKSPACE	Tags			Q New	
	□ Name ↑	Туре	Firing Triggers	Last Edited	
Overview	GA4 Event-Booking	Google Analytic	cs: GA4 Event 📀 custom-booking	15 days ago 🛛 🕕	
Tags	GA4 Event-Booking Searc	Google Analytic	cs: GA4 Event 📀 custome-bookingsearch	15 days ago 🛛 🕕	
Triggers	GA4 Event-purchase	Google Analytic	cs: GA4 Event 📀 custome-purchase	15 days ago	
<b>Wariables</b>	GA4 Event-view_item	Google Analytic	cs: GA4 Event 📀 custome-view_item	15 days ago	
Folders	GA4 Event-view_item_list	Google Analytic	cs: GA4 Event 📀 custome-view_item_list	14 days ago	
Templates	GA4 Events-select_item	Google Analytic	cs: GA4 Event 📀 custome-select_item	15 days ago	
			A.L.		

#### 3. Navigate to your GTM account and the click on the 'New tag' link:

4. Name your new tag, **example GA4-Config and set the tag type to** 'Google Analytics: GA4 Configuration':

×U	ATBE-Config-G-V3Q0QL37KX 🗖 🔶	_	Save
	Tag Configuration		
	Google Analytics: GA4 Configuration Google Marketing Platform		
	Measurement ID ⑦ G-V3Q0QL37KX		
	User Properties		
	Property Name	Value	
	bookingStep	{{dlv-bookingStep}}	
	hName	{{dlv-hName}}	
	botolld	((dly hotal(d))	

# 5. Enter the measurement ID you recorded earlier in the **'Measurement ID'** text box:

#### Tag Configuration Tag Type **Google Analytics: GA4 Configuration** ... Google Marketing Platform Measurement ID ⑦ G-V3Q0QL37KX **User Properties** Property Name Value bookingStep {{dlv-bookingStep}} hName Send all events associated with this GA4 configuration to hotelld the specified Server Container URL for use with a Tag chainName Manager server container, instead of directly to Google chainId Analytics. Learn more languageCode

#### × UATBE-Config-G-V3Q0QL37KX 🗀

6. Set your trigger to fire on all pages:

Tag Configuration	Name      All Pages     Consent Initialization - All Pages	Type Page View Consent Initialization	Filter	
Tag Configuration				
	Consent Initialization - All Pages	Consent Initialization		
			10.	
	Custom-booking	Custom Event	Ξ.	(
$\sim$	Custome-bookingsearch	Custom Event	-	(
	Custome-purchase	Custom Event	-	(
	custome-select_item	Custom Event		(
	custome-view_item	Custom Event		(
Triggering	custome-view_item_list	Custom Event	12	(
	Initialization - All Pages	Initialization	-	

- 7. Click on the 'Save ' button
- 8. Click on the 'Preview' button located on the top right-hand side

- 🔷 Tag Manager	All accounts > UATBE-GTM uat.staah.net/ -	Q Search workspace			:: 0	: (
Workspace Versions /	Admin		GTM-T43STT3	Workspace Changes: 0	Preview	Submit
CURRENT WORKSPACE	Tags			٩	New	
	Name ↑	Туре	Firing Triggers	Last Edited		
Overview	GA4 Event-Booking	Google Analytics:	GA4 Event 📀 custom-booking	14 days ag	o 🕕	
Tags	CA4 Event-Booking S	Google Analytics:		14 days an	0	

The tag manager preview mode window would open in a new browser tab. If it doesn't then it means your browser is blocking the window.

9. Enter your website URL and then click on the 'Start' button:

ag Manager container <b>GTM-T43STT3</b> will be put into debug mode in this web browser. Inter a URL to your site to begin previewing your container.	Tag Manager Preview Mode	
inter a URL to your site to begin previewing your container.	(i) Learn why Tag Manager preview mode has changed	
	Tag Manager container <b>GTM-T43STT3</b> will be put into debug mode in this Enter a URL to your site to begin previewing your container.	web browser.
	Your website's URL (?)	ortuld=229
	Inters.// uat.staan.net/ common-cgi/ package/ packagebooking_inter.pr: prop	ertylu-220

Once you click on the 'Start' button, a new tab will open in your browser window with your website.

10. Switch back to the browser tab which shows your tag manager preview mode window and then click on the 'Continue' button

ummary	Connected	!!	
Output	6		
Torr	•		ənt
lag	Assistant	staah.net	
Tags Fire	Debug information from the connected windo	ow will appear in this window.	
		ow will appear in this window.	
Tags Fire	Debug information from the connected windo	ow will appear in this window.	
Tags Fire	Debug information from the connected winde Both windows must remain open for debug i	ow will appear in this window.	

11. If you see the tag UATBE-Config -G-V3Q0QL37KX under the Tags Fired section, it means your tag is firing correctly:

$\times$	staah.net		
2	Google containers found	GTM-T43STT3	
S	ummary 📑	Summary	
- <	RMS Test Hotel Booking		
9	Window Loaded 😡	Output of GTM-T43STT3 ⑦	
8	Scrolls	Tags Va	riables
7	Scroll Depth	Tags Fired	
6	DOM Ready 🖸	UATBE-Config-G-V3Q0QL37KX	
5	Container Loaded	Google Analytics: GA4 Configuration - Fired 1	time(s)
4	view_item_list	Tags Not Fired	
3	Initialization 0	GA4 Event-Booking	GA4 Ev
2	Consent Initialization 💀	O Google Analytics: GA4 Event - Paused	😐 Goog
1	Message	GA4 Event-purchase	

12. Navigate back to your GTM account and click on the 'Submit' button:

Reports snapshot Realtime	A All Users	Add comparison	*	
Life cycle ^	Users	Snapshot @	Average engagement time ⑦	Total revenue ⑦
Retention User ^ > Demographics > Tech	61	61	10m 21s	\$3.8K
Submission Configuration           Publish and Create Version           Push changes to your sites		j	Create Version Save changes and create a new vi	ersion
Version Name Published the GA4 tag Version Description				
Add a detailed description of the ch	anges			

Give your version a name and then click on the 'Publish' button

14. Navigate back to your website and visit a couple of pages.

15. Click on the 'Reports' icon on the left-hand side navigation and click on the 'Real-time' report.

You should now be able to see new data flowing in your real-time report.

16. Last but not least, provide the Google Tag Manager ID to STAAH team to configure.