FOCUSPOINTSAP / GA4 INTEGRATION GUIDE

FOCUSPOINTSAP / GOOGLE ANALYTICS 4

INTEGRATION GUIDE

In this document, we tried to explain step by step how to configure GA4 settings. We will explain more about the configuration on the GA4 side. Because it will be enough to paste only a few scripts on the FocusPoint's side through the admin panel. If there is an expert you work with, it would be more appropriate for that person to do these steps.

First of all, if you want to browse Google's own official documentation, the links below will be useful.

GA4 Setup For Web and Mobile App:

https://support.google.com/analytics/answer/9304153?hl=en&ref_topic=9303319

Purchase Conversions Events:

https://developers.google.com/analytics/devguides/collection/ga4/ecommerce?client_type=gtm#make_a_purchase_or_issue_a_refund

Google Tag Manager:
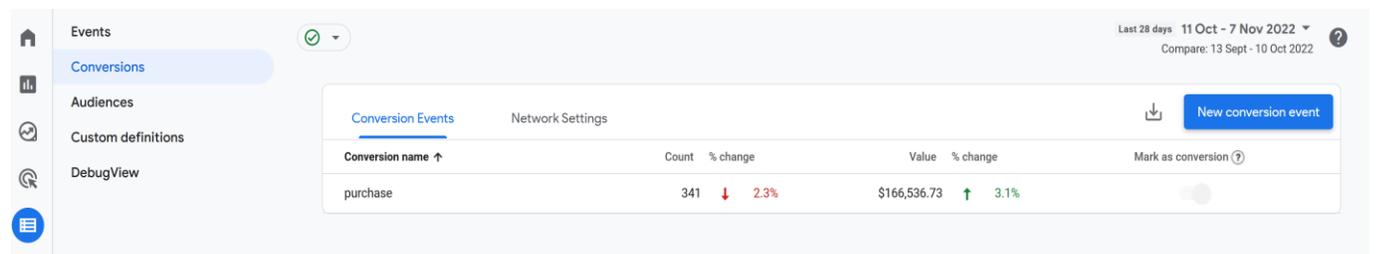
https://tagmanager.google.com

CONFIGURATION STEPS FOR GA4

1. Purchase Conversion Event

Under configure tab (left side) click the Conversions tab and please be sure "purchase" conversion defined, if not create a new one with same name.

2. Audiences

Under configure tab (left side) click the Audiences tab and please be sure "**Purchasers**" and "**All Users**" defined, if not create a new one with clicking the "New Audience" button.

Last 28 days 11 Oct - 7 Nov 2022 ▼
Compare: 13 Sept - 10 Oct 2022

New audience

Audience name	Description	Users ⑦	% change	Created on ↓
All Users	All users	33,763	↑ 10.1%	17 Mar 2022
Purchasers	Users who have made a purchase	317	↑ 1.0%	17 Mar 2022

✕ **Build new audience**

Start from scratch

👤 Create a custom audience

Suggested audiences
Additional audience suggestions for you to consider

GENERAL   TEMPLATES   ✨ PREDICTIVE

👤 **Recently active users**
Users that have been active in a recent period

✕ **Non-purchasers**
Users that haven't made a purchase

$ **Purchasers**
Users that have made a purchase

🚫 **7-day lapsed users**
Users who were once active, but have not been active for the last 7 days.

🚫 **7-day lapsed purchasers**
Purchasers who were once active, but have not been active for the last 7 days.

🚫 **7-day unnotified users**
Users who have not received push notifications in the past 7 days.

3. Data Steam (Web)

Under the Admin setting (setting icon bottom of the left menu) click the "Data Streams" tab and be sure a data stream defined for Web. If not please create a new one for Web. After this we need to enable "Enhanced Measurement" and select these items;

- Page Views, Scrolls, Outbound Clicks, Site Search, File Downloads, Video Engagement

ADMIN   USER

Property   + Create Property

UA-ADVANCE_ADAPTERS · GA4 (3073...

←

Setup Assistant

Property Settings

Data Streams

▼ Data Settings

    Data Collection
    Data Retention
    Data Filters

Data Import

Reporting Identity

Attribution Settings

Property Change History

Dd Data Deletion Requests

PRODUCT LINKS

Data Streams

All	iOS	Android	Web			Add stream ▾

🌐 UA-FOCUSPOINTSAP
https://b2b.focuspointsap.com   3350914755   Receiving traffic in past 48 hours.   ›

✕ Web stream details   ⋮

⊘ Data collection is active in the past 48 hours.

Stream details   ✎

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
UA-FOCUSPOINTSAP	https://b2b.focuspointsap.com	3350914755	G-WCDMK87SG1 ⧉

Events

✦ **Enhanced measurement**   🔵
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google.Learn more

Measuring: 👁 Page views   ⊕ Scrolls   🔗 Outbound clicks   + 3 more   ⚙

✋ **Modify events**   ›
Modify incoming events and parameters. Learn more

✛ **Create custom events**   ›
Create new events from existing events. Learn more

⚿ **Measurement Protocol API secrets**   ›
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. Learn more

Google tag

🔖 **Configure tag settings**   ›
Configure your Google tag behaviour, including cross-domain linking and internal traffic.Learn more

‹·› **Manage connected site tags**   1 connected ›
Load tags for additional properties or products using this stream's on-page Google tag. Learn more

⟨⟩ **View tag instructions**   ✓ Data flowing ›
Get instructions for how to implement your Google Tag for this data stream.Learn more

4. Generating Google Tags Script

In the Web Stream Details Page click the "View tag instructions" (last one) and then click the Install manually tab section and copy the script to your computer.

5. Event Definitions

In the Web Stream Details Page click the "Create Custom Events" and define following events. Under the matching conditions, for all events **Value** should be same name with **Equals** operator. Also parameter name should be "event_name"

- add_to_cart
- refund
- view_cart
- purchase
- view_item
- begin_checkout
- select_item
- add_payment_info
- add_to_wishlist
- view_item_list
- remove_from_cart
- add_shipping_info

As an example, you can see a screenshot for a purchase event definition below
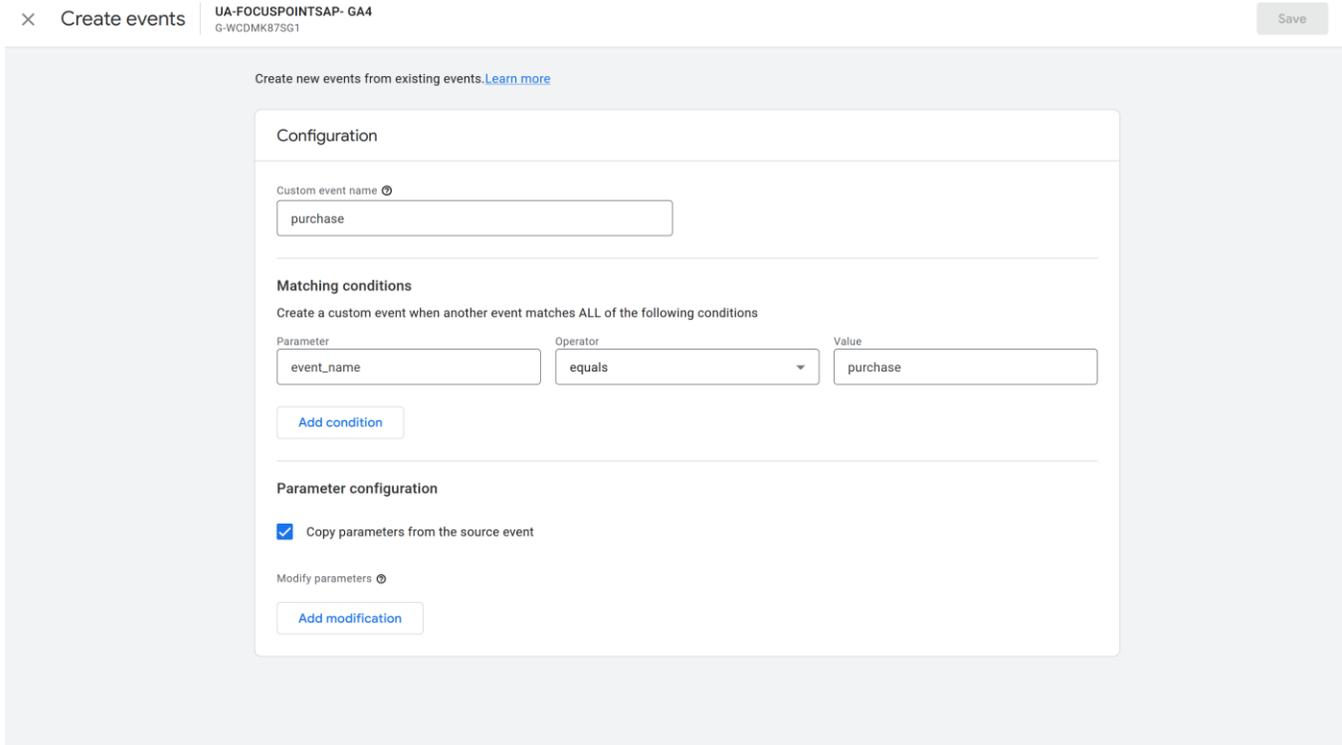
6. Google Tag Manager

It's a separated web app for controlling all tags prepared by Google. If you don't have an account on this platform, please create a new one. Main dashboard looks like this;
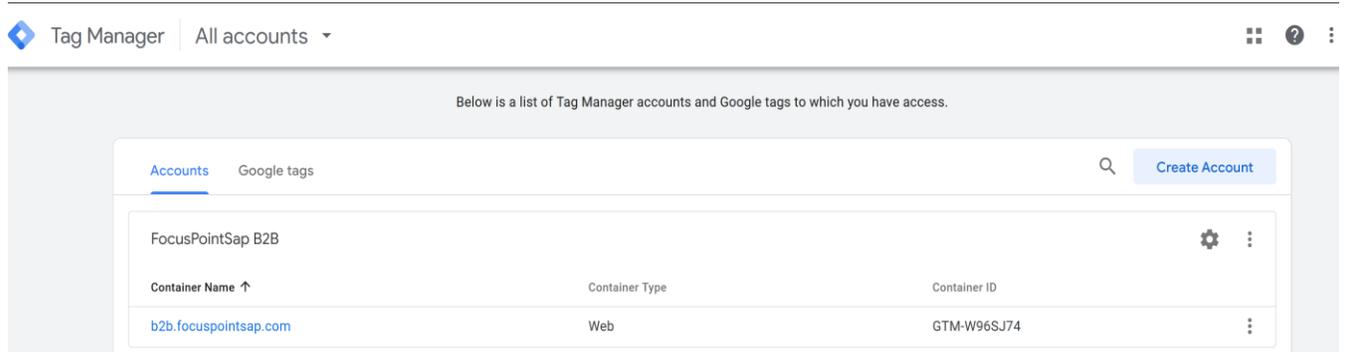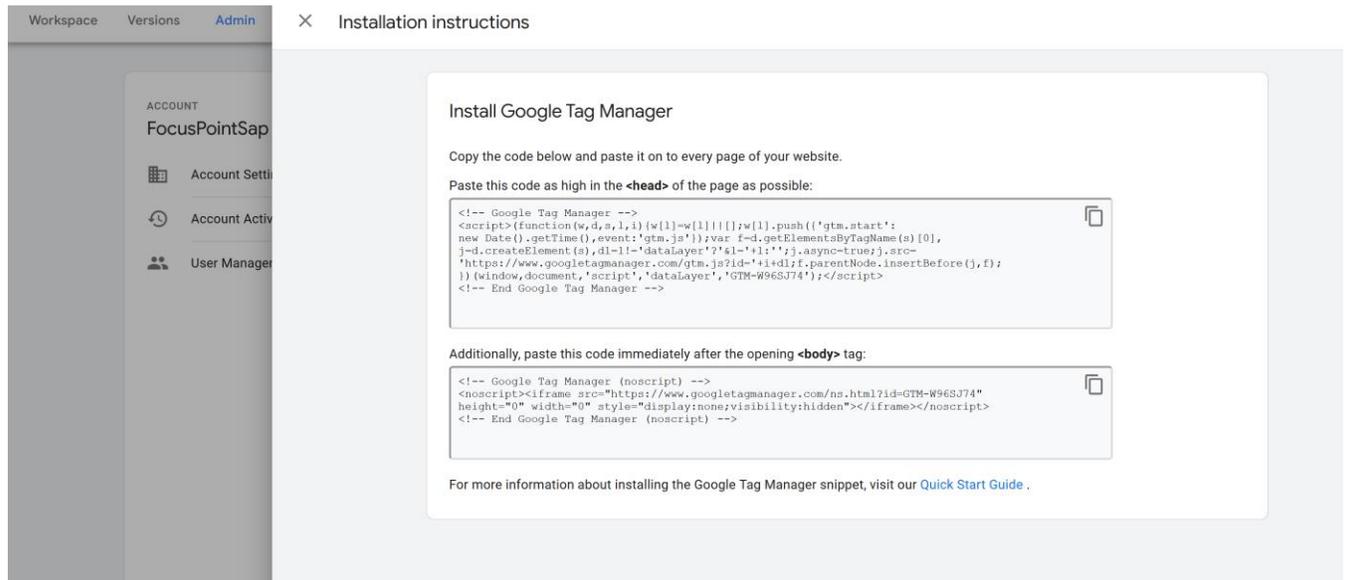

If your account doesn't have a container, please create a new one by click the settings icon and see the Admin tab then create a new container which is located in Container Settings.
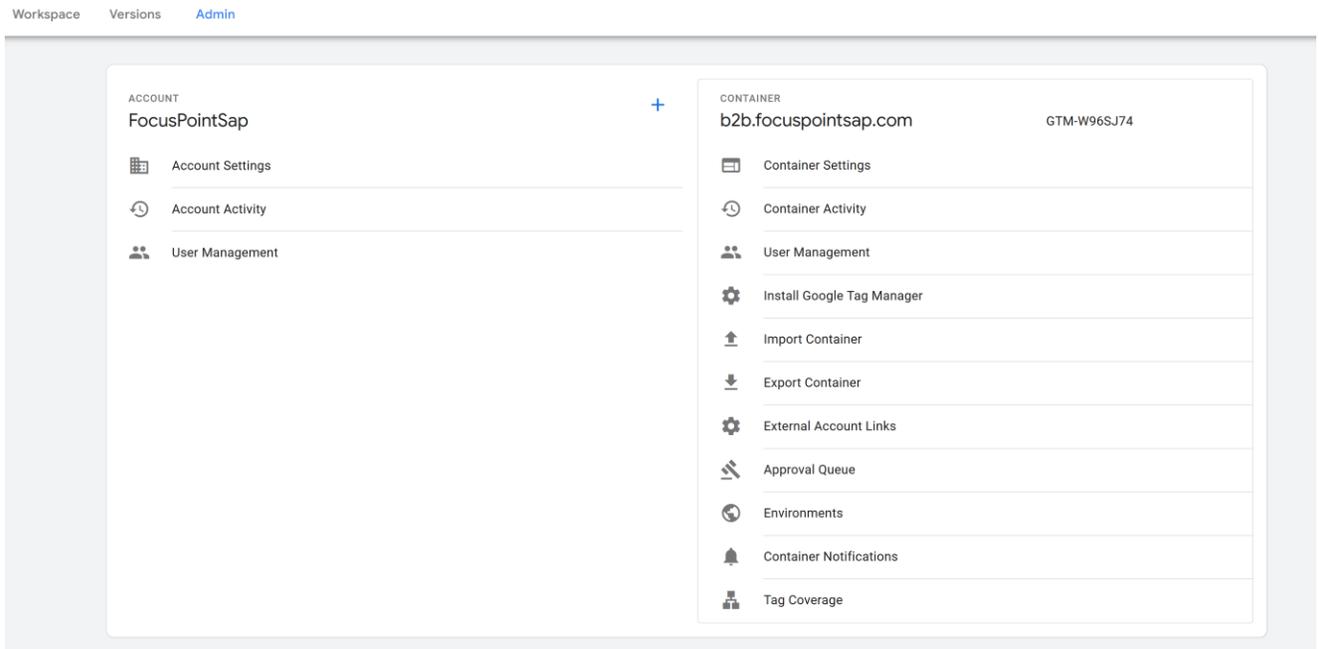
7. Creating Google Tag Manager Scripts

In the same above screen click the "Install Google Tag Manager" and there are two script sections copy these scripts to your computer.


8. Google Tag Manager Workspace

Under the Workspace tab (header menu) be sure Default Workspace exists. If not please create a new one and then click the "Tags" tab (left side menu) and configure tags.

- In the Tags management page, create a new Tag with "New" button and then select the "Triggering" options in this page. Don't forget to assign a name to your tag configuration such as "B2B Tags"
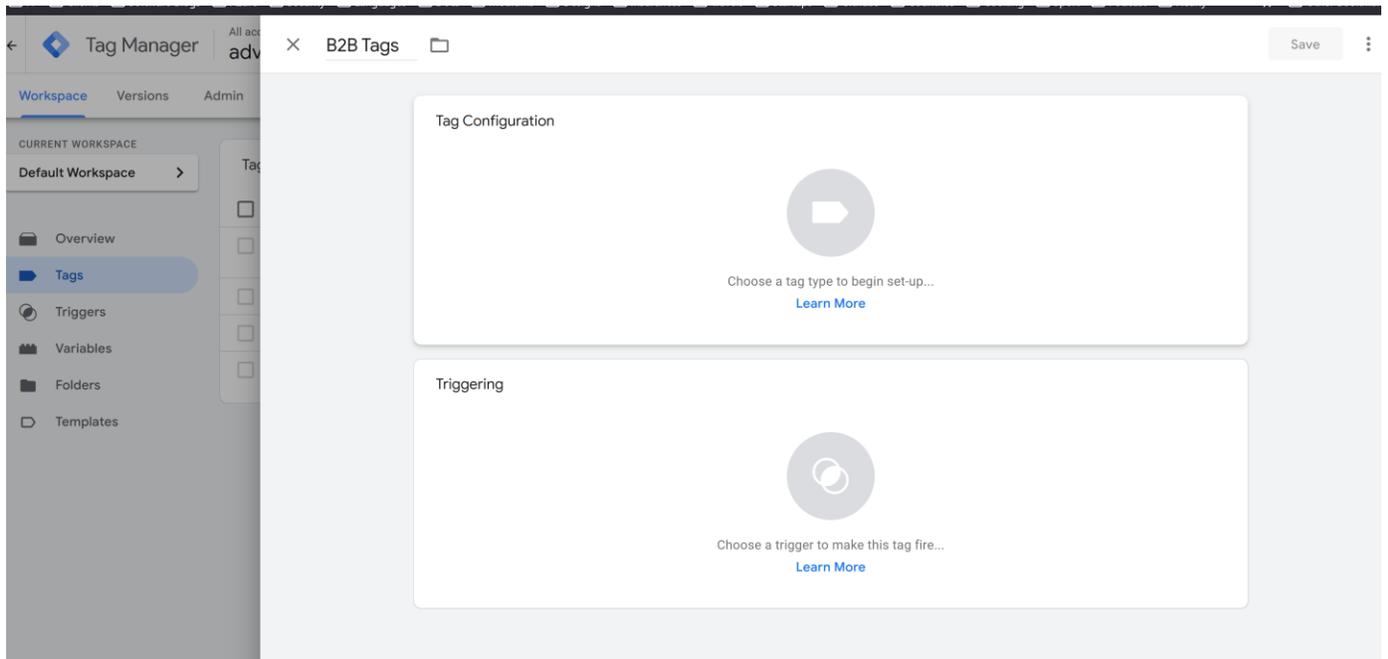
Tag Configurations should be like this;
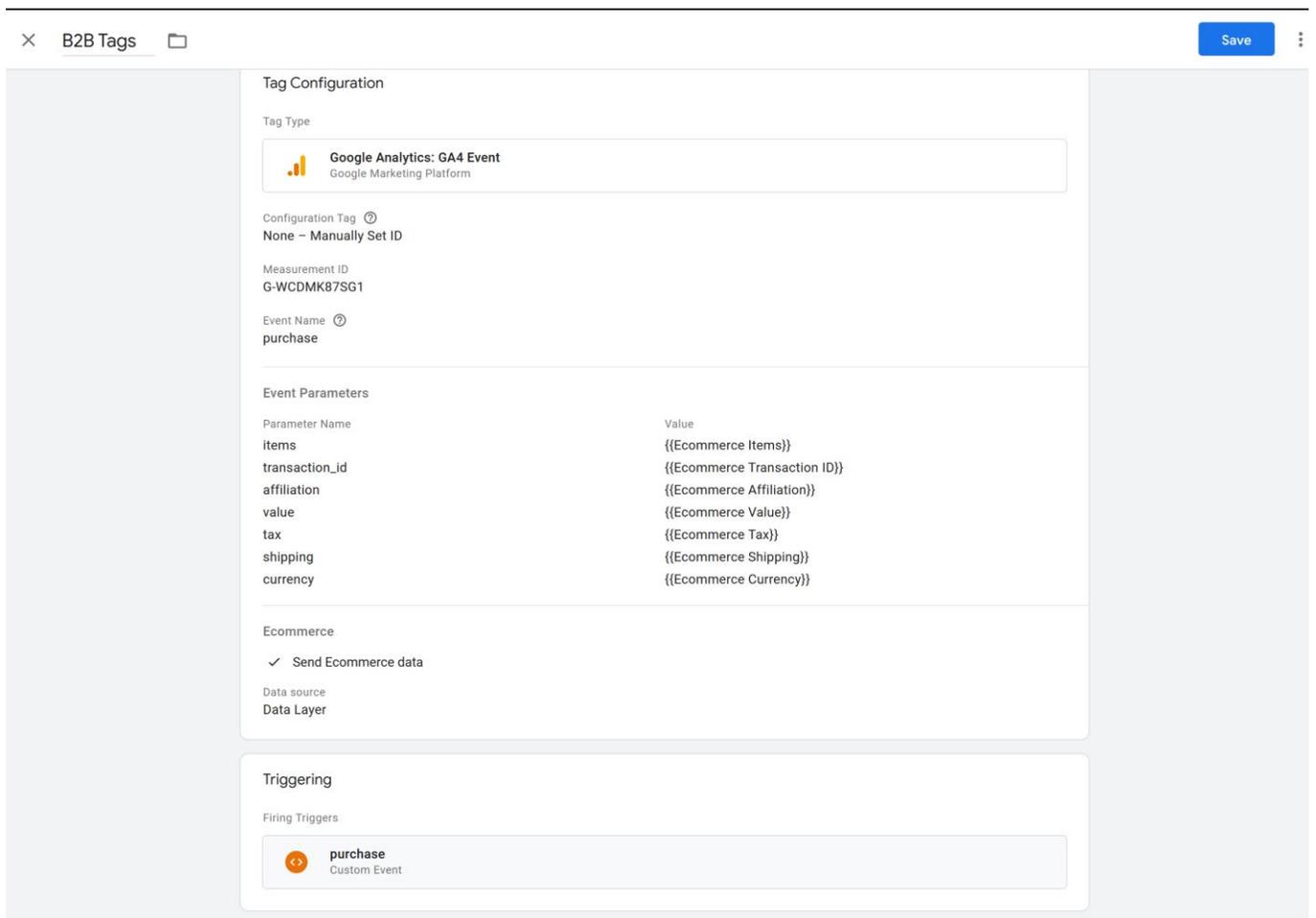
Trigger should be like this (for purchase)

Event Parameters:

Event Name: "purchase"

Parameter Name	Value
items	{{Ecommerce Items}}
transaction_id	{{Ecommerce Transaction ID}}
affiliation	{{Ecommerce Affiliation}}
value	{{Ecommerce Value}}
tax	{{Ecommerce Tax}}
shipping	{{Ecommerce Shipping}}
currency	{{Ecommerce Currency}}

Event Name ⑦

| purchase | 🧱 |

∨ Event Parameters

Parameter Name		Value		
items	🧱	{{Ecommerce Items}}	🧱	⊖
transaction_id	🧱	{{Ecommerce Transaction ID}}	🧱	⊖
affiliation	🧱	{{Ecommerce Affiliation}}	🧱	⊖
value	🧱	{{Ecommerce Value}}	🧱	⊖
tax	🧱	{{Ecommerce Tax}}	🧱	⊖
shipping	🧱	{{Ecommerce Shipping}}	🧱	⊖
currency	🧱	{{Ecommerce Currency}}	🧱	⊖

Add Row

9. **Installing all Scripts to FocusPointSap B2B**

   Login your B2B Web App click the FocusPoint > HTML Content > Enter HTML 5 Text
   and then paste the scripts into the input area.

```
<meta name="google-site-verification" content="_8RVR5na8p_w2lHihHR57dqN5K0YHUutHejuiWsyF0U" />

<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-WCDMK87SG1"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'G-WCDMK87SG1', { 'debug_mode': true });
</script>

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=G-WCDMK87SG1" height="0" width="0" style="display:none;visibility:hidden">
</iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-W96SJ74');</script>
<!-- End Google Tag Manager -->

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-W96SJ74"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Sample Script Blocks should be like this;

<meta name="google-site-verification"
content="_8RVR5na8p_w2lHihHR57dqN5K0YHUutHejuiWsyF0U" />

<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-WCDMK87SG1"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'G-WCDMK87SG1', { 'debug_mode': true });
</script>

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=G-WCDMK87SG1"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-W96SJ74');</script>
<!-- End Google Tag Manager -->

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-W96SJ74"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->