

# Tracking Conversions to Facebook, Google Ads, LinkedIn using Google Tag Manager

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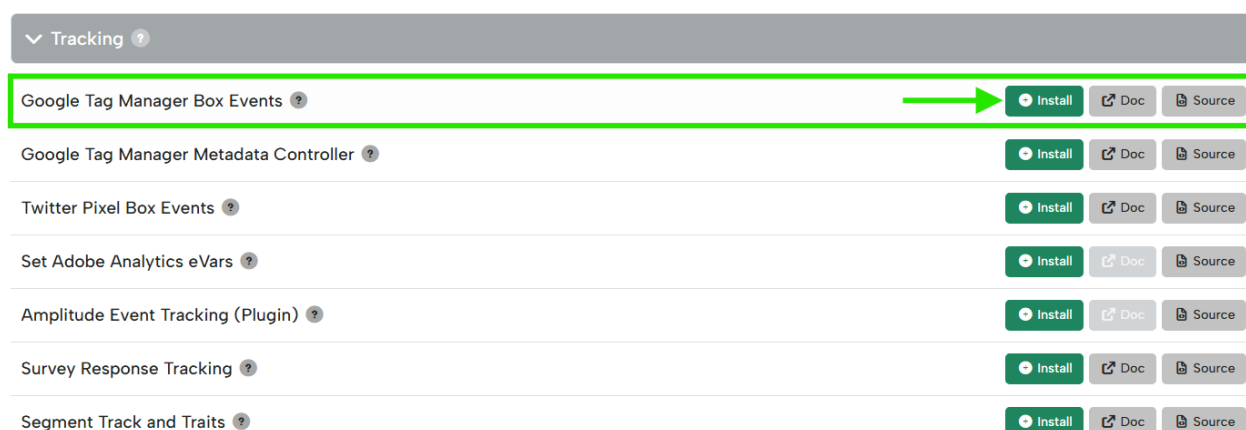
Digioh supports tracking of conversion and other engagement events back to advertising platforms such as Facebook, Google Ads, and LinkedIn.

This help article shows how to do this using Google Tag Manager (GTM). If you use another tag manager, such as Tealium, or need to track conversions directly to an advertising platform, please contact Digioh support.

## Installing the GTM Tracking Extension in Digioh

To start, open your profile menu, top right, and select Extensions.

Go to the **Tracking** section and install the **Google Tag Manager Box Events**



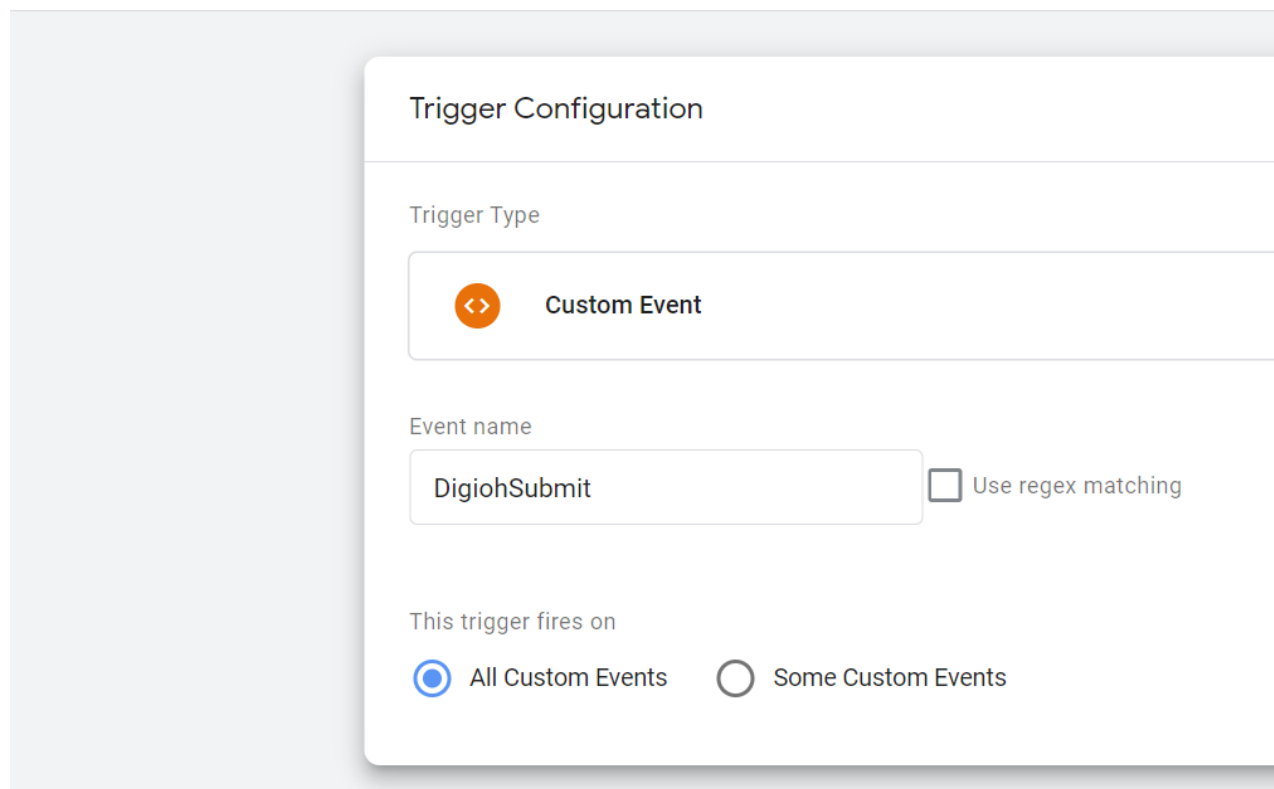
This extension will fire GTM "custom events" on various Digioh Campaign activities that you handle with a Custom Event Trigger:

- **DigiohDisplay:** Digioh campaign displays. This would not typically be considered a conversion, but you may want to track these events to help calculate the conversion rate.
- **DigiohSubmit:** User submits a Digioh form. This is a common conversion event. Note that for multi-step forms, an event will trigger on each submission.
- **DigiohRedirect:** User clicks a CTA on a Digioh campaign and is redirected elsewhere. This may or may not be a conversion event, based on your use case.
- **DigiohClose:** User explicitly closes the campaign. This is an "anti-conversion" that you may want to track.
- **DigiohDownload:** User downloads a file, e.g. an eBook. You may want to consider this a conversion if there is no form submission associated with the download.

## Handling Digioh Events in GTM

GTM is extremely flexible so we cannot cover all situations. At a high level, you need to create GTM Triggers for each Digioh event where you want to take action, and then attach it to the relevant tracking tag for the ad platform.

## ✕ Digioh Box Submitted 📁



The screenshot shows the 'Trigger Configuration' dialog box in Google Tag Manager. The 'Trigger Type' is set to 'Custom Event'. The 'Event name' field contains 'DigiohSubmit' and the 'Use regex matching' checkbox is unchecked. Under 'This trigger fires on', the 'All Custom Events' radio button is selected.

Trigger Configuration

Trigger Type

Custom Event

Event name

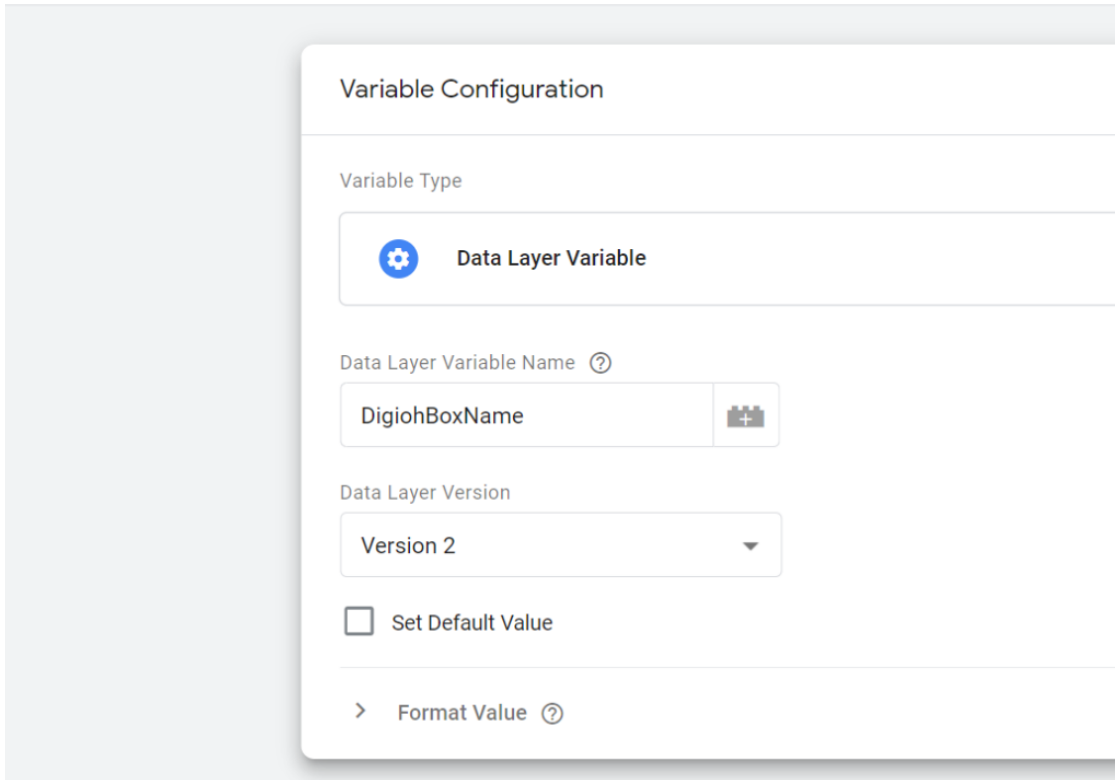
DigiohSubmit  Use regex matching

This trigger fires on

All Custom Events  Some Custom Events

In addition to the event itself, Digioh also passes "DigiohBoxName" in the dataLayer. If you want to take a different (or no action) based on the particular Campaign, you can create a GTM dataLayer Variable. Go to Variables, then click "New User-Defined Variable", then select "Data Layer Variable".

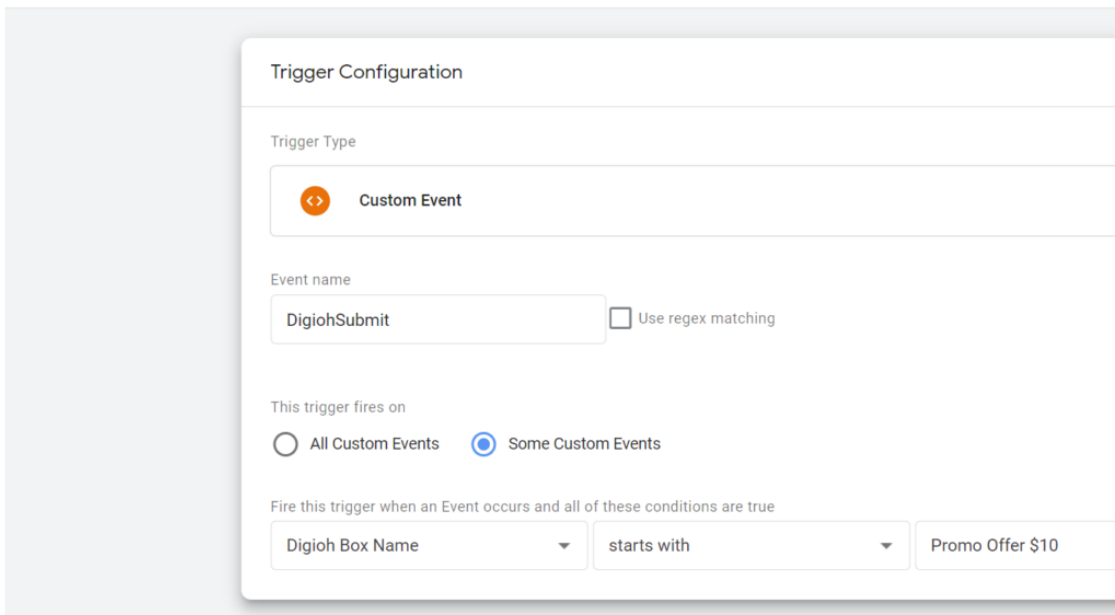
× Digioh Box Name 📁



The screenshot shows a 'Variable Configuration' dialog box. It has a title bar with a close button (X) and a folder icon. The main content area is titled 'Variable Configuration'. Under 'Variable Type', there is a single option 'Data Layer Variable' with a gear icon. Below that, 'Data Layer Variable Name' is set to 'DigiohBoxName' with a help icon and a plus icon. 'Data Layer Version' is set to 'Version 2' with a dropdown arrow. There is an unchecked checkbox for 'Set Default Value'. At the bottom, there is a right-pointing arrow and 'Format Value' with a help icon.

With this variable, you can configure the Digioh custom event Trigger for "some events", based on the value of this variable:

× Digioh Conversion 📁



The screenshot shows a 'Trigger Configuration' dialog box. It has a title bar with a close button (X) and a folder icon. The main content area is titled 'Trigger Configuration'. Under 'Trigger Type', there is a single option 'Custom Event' with a code icon. Below that, 'Event name' is set to 'DigiohSubmit' with a checkbox for 'Use regex matching'. Under 'This trigger fires on', there are two radio buttons: 'All Custom Events' (unchecked) and 'Some Custom Events' (checked). At the bottom, there is a text label 'Fire this trigger when an Event occurs and all of these conditions are true'. Below this, there are three fields: a dropdown menu set to 'Digioh Box Name', a dropdown menu set to 'starts with', and a text field containing 'Promo Offer \$10'.

In this example, we use "starts with" as the matching criteria. For Digioh GTM events, the DigiohBoxName value will be the campaign name as shown in the Digioh interface.

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