Product Recommendation Quiz Analytics Data Model (Advanced)

Last Modified on 06/24/2026 12:29 pm EDT

This document is for users already familiar with Digioh's Google Analytics integration, who need to perform custom reporting *within Google Analytics itself*, or who cannot use the Digioh GA Tracking App.

By default, Digioh will stream Quiz engagement data via an installed Tracking App as real time events. Analytics destinations supported by Tracking Apps include GA4, Google Tag Manager, Amplitude, and RudderStack. In general, Digioh can support any analytics platform that allows named events with arbitrary key/value properties. Without a Tracking App installed, no detailed quiz data will be tracked, other than what we send to your email or CRM platform.

When tracking to Google Analytics 4, the same tracking data is used to power engagement reports for Digioh HQ Reporting > Quiz Analytics. If you want to analyze raw data for your own purposes, e.g. quiz attribution for purchases, here is the data model.

Named Events with Properties

Quiz Events are sent **in addition** to Standard Events sent for the Campaign, and Quiz Events have the same set of common properties as Standard Events. These Standard Events are worth noting as particularly relevant for Quiz Analytics:

- digioh_box_display: quiz displayed
- digioh_box_engaged: user engaged with quiz
- digioh_collected_email: collected email

Event **digioh_quiz_answer** with properties:

- digioh_quiz_question : text of the question for this page (configured page name or main CTA)
- digioh_quiz_answer : the data value for the answer, same as sent to your CRM or email platform

Answer events show the breakdown of specific answers given to each question.

Event **digioh_quiz_result** with properties:

- digioh_quiz_result_1 : name of the *first* product result
- digioh_quiz_result_2 : name of the *second* product result
- ... Digioh will add properties for as many results as are calculated/shown, create as many dimensions as you care to receive

Each quiz completion will generate one result event, which records the fact that Digioh generated a recommendation and have properties for each recommended product.

Event **digioh_quiz_funnel** with properties:

- digioh_quiz_question : text of the question for this page

Funnel events give you an aggregate view into quiz "drop off", how far users get through the quiz. Note that this event is essentially identical to the standard event digioh_box_pageview, and so may be

deprecated and removed in future.

Google Tag Manager

The GTM data model is conceptually similar to Google Analytics, with differences to account for GTMs Event + Var model vs GAs Event with Category, Action, and Label. Digioh will inject GTM Events into the DataLayer, after setting GTM Variables for event context.

Digioh will set a "global" Variable **DigiohQuizBoxID** that is the 5 digit campaign ID. Use this to identify the specific quiz if you have more than one.

Custom Event Trigger Event Names:

- **DigiohQuizStart** - quiz impression
- **DigiohQuizComplete** - quiz completion
- **DigiohQuizPage** + Variable **DigiohQuizPageVal** = the name of the page, typically the question
- **DigiohQuizAnswer** + Variable **DigiohQuizAnswerVal** = the form submit answer
- **DigiohQuizResult** + Variables **DigiohQuizResultNum**, **DigiohQuizResultVal** = the recommended result

While all the same data is available in GA and GTM, typically in GTM you would focus on the DigiohQuizResult event, and the DigiohQuizResultVal Variable. These are the products that were ultimately recommended to the user, and so useful for retargeting purposes. You may also want to use DigiohQuizAnswer and DigiohQuizAnswerVal to segment your users based on preferences. Note that like GA, if there are multiple answers or results, these will trigger multiple events with different associated Variable values.

Running into an issue or have a question? Reach out to our support team via support@digioh.com and we'll be happy to help!