Tracking Survey Responses to Google Analytics

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The Survey Response Tracking extension sends the questions and answers from your survey campaigns to Google Analytics 4 (GA4) as events. You configure it with metadata on your campaign pages and elements, so no custom code is needed.

What you'll learn

- How to install the Survey Response Tracking extension
- How to create the GA4 custom dimensions that receive question and answer data
- How to mark questions and answers with metadata
- What events and properties the extension sends
- What each notification means and how to fix common problems

New to metadata? See How do I add metadata?

Before you start

The Survey Response Tracking extension finds your questions and answers, but a separate tracking extension delivers the events. To send data to GA4, install the **Google Analytics 4 Event Tracking Plugin** from the same **Tracking** section of Extensions.

> **Important:** if no tracking extension is installed, Survey Response Tracking stops and shows this message in the notification panel: *A tracking app needs to be installed. Cannot find boxapi.trackEvent function.*

Install the extension

1. Click your account name in the top right corner and select **Extensions**.
2. Under the **Tracking** section, find **Survey Response Tracking** and click **Install**.
3. Click **Publish to Your Site** to activate the extension.

Create the GA4 custom dimensions

Before question and answer data shows up in your GA4 reports, your GA4 property needs two **event-scoped** custom dimensions. You can create them from the **Google Analytics Integration** page, linked from your profile menu in Digioh.

Custom dimension	What it receives
digioh_quiz_question	The survey question text
digioh_quiz_answer	The answer text

If you are using Digioh Quizzes, create at least the "Required" dimensions for Quiz Analytics.

Dimensions for Quiz Analytics	Description	Type	Status
digioh_box_id	Box identitity dimension; ID is fixed for life of the Box	**Required**	Found
digioh_quiz_question	Question asked, this is either the Box page title or the first text CTA on the box	**Required**	Found
digioh_quiz_answer	Answer input by user, button text or form input	**Required**	Found
digioh_quiz_result_1	Highest score recommended result	**Required**	Found

Note: Digioh Quizzes use the same two dimensions. If you already track quizzes in GA4, these dimensions may already exist.

Set up your questions and answers

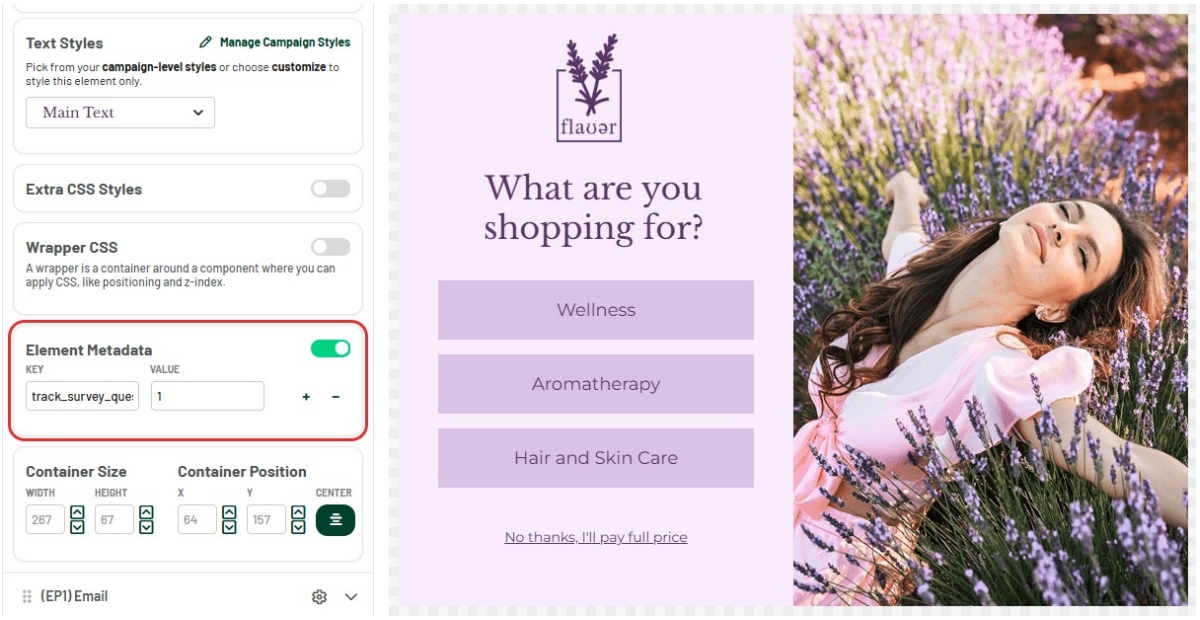
Each survey question needs its own campaign page. Add the question and answer metadata to that page:

Metadata key	Where to add it	Value
track_survey_question	The page, **or** the text element that shows the question	Page: the question text. Text element: `1`
track_survey_answer	Each form field or button that is an answer choice	`1`

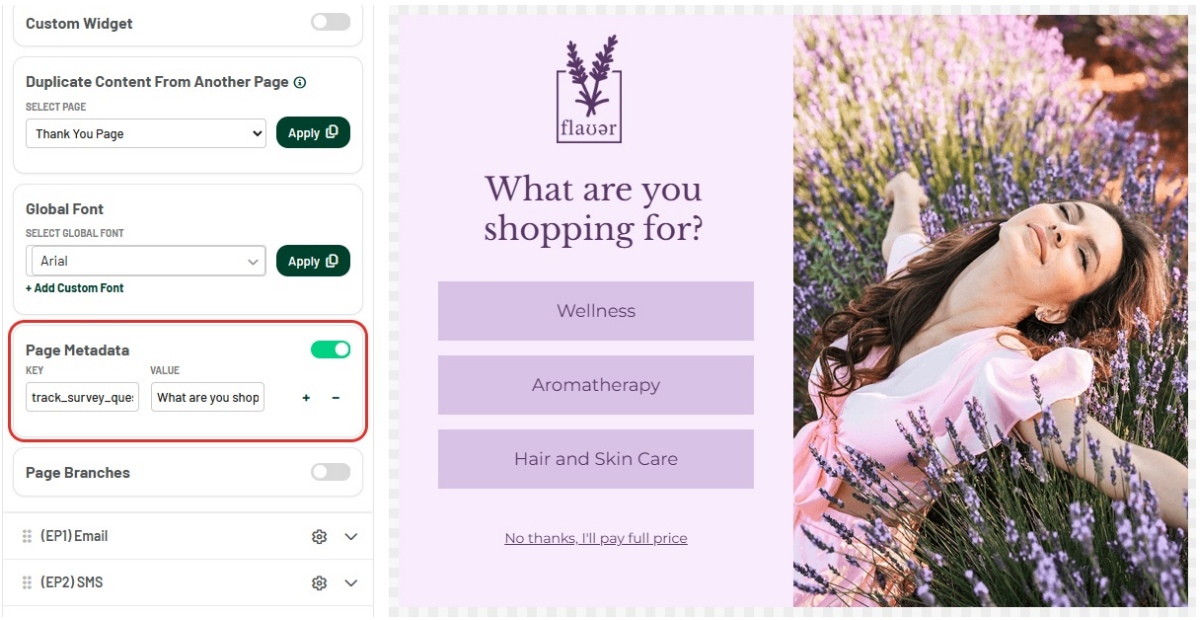
Step 1: Add the question

Add **one** question per page, in either of these places:

On a text element (recommended). Add `track_survey_question` with the value `1` to the **Element Metadata** of the text element that shows the question. The extension uses the element's visible text as the question, so what appears in GA4 matches what visitors see.



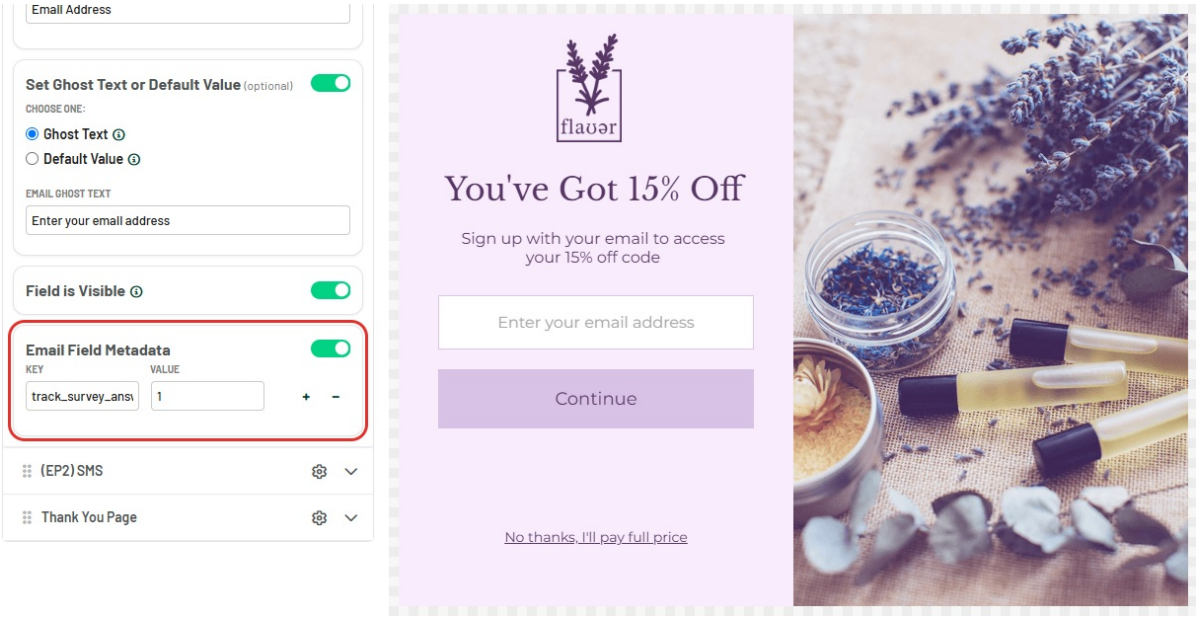
On the page. Open the page's **Layout** tab, turn on **Page Metadata**, and add `track_survey_question` with the question text as the value, for example *What are you shopping for?*



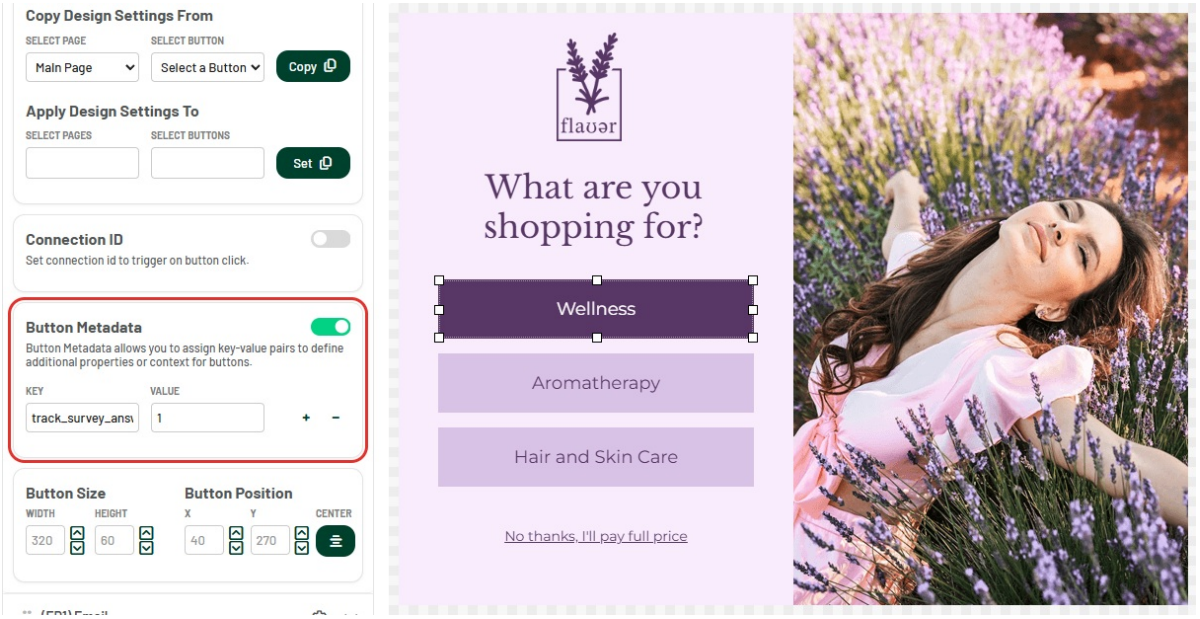
Step 2: Add the answers

Add `track_survey_answer` with the value `1` to each answer element on the same page:

Form fields (dropdowns, radio buttons, checkboxes and text fields): add it under the field's **Field Metadata**.



Buttons: add it under **Button Metadata**.



Each question needs **at least 2 answers**. Each option in a dropdown and each radio button counts as one answer, so a single dropdown with several options is enough.

> **Note:** older campaigns may use the keys `ga_survey_question` and `ga_survey_answer`. The extension still accepts them, so you don't need to change existing campaigns.

How tracking works

When an answer is tracked depends on the type of answer element:

- **Form fields.** Events are sent when the form is submitted. The extension sends one `digioh_survey_response` event for each answer field on the page.
- **Checkboxes.** Events are sent on form submission, but only for checked boxes. The answer

is the checkbox's label text. Unchecked boxes are skipped.

- **Buttons.** Events are sent as soon as the button is clicked, without waiting for a form submission. Each click sends **two** events, `digioh_survey_response` and `digioh_quiz_answer`, with the same properties. The second event keeps button answers consistent with Digioh's quiz tracking. The answer is the button's visible text.

Events and properties

Event	When it's sent
digioh_survey_response	Every tracked answer: form fields, checked checkboxes and button clicks
digioh_quiz_answer	Button answers only, in addition to digioh_survey_response

Both events include these properties:

Property	Description
digioh_box_name	The campaign name, as shown in your campaign list
digioh_box_id	The campaign ID, for example 12345
digioh_quiz_question	The question text, from page metadata or the question text element
digioh_quiz_answer	The answer text, from the submitted field value, checkbox label or button text

Test your setup

1. **Preview.** Open the campaign in Digioh Preview. The notification panel shows a simulated message for each question and answer the extension would track, without sending real data. It also shows any setup errors (see Troubleshooting).

2. **QA mode.** Open your live site with `?boxqamode` added to the end of the URL. Answer the survey, and the events are sent to GA4 for real.

3. **GA4.** Check that `digioh_survey_response` (and `digioh_quiz_answer` for buttons) arrive with the right question and answer values in GA4 **DebugView**.

Troubleshooting

The extension checks your setup when the campaign loads. If it finds a problem, it shows an error in the notification panel and stops tracking for that campaign until you fix it.

Message or symptom	What it means and how to fix it

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Invalid use of ... track_survey_answer on [level]: must be a form input field or button element	The answer metadata is on the page or another unsupported spot. Move it to a form field or button.
Invalid config for ... track_survey_question: must be at page or text element level	The question metadata is on something other than the page or a text element. Move it.
Only one ... track_survey_question allowed per page	The page has more than one question. Remove the extra one, or move it to its own page.
Page [page] has ... track_survey_answer but is missing ... track_survey_question	The page has answers but no question. Add question metadata to that page.
Require at least 2 answers for question [question] on page [page]	The question has fewer than 2 answers. Add more answer metadata, or check the dropdown or radio options.
A tracking app needs to be installed. Cannot find boxapi.trackEvent function.	No tracking extension is installed. Install the Google Analytics 4 Event Tracking Plugin and publish.
Button answers send two events	This is expected. Each button click sends both digioh_survey_response and digioh_quiz_answer.
A checkbox answer sends no event	Only checked boxes are tracked. This is expected.
Events arrive in GA4, but the question and answer are blank in reports	The custom dimensions are missing. Create digioh_quiz_question and digioh_quiz_answer as event-scoped custom dimensions.

Best practices

- **Put the question on a text element** where you can, so the tracked question always matches what visitors see.
- **Keep one question per page.** A second question on a page stops tracking for the whole campaign.
- **Use clear answer text.** For buttons and checkboxes, the visible text becomes the answer in GA4, so labels like "Option A" make reports hard to read.
- **Test in Preview first, then QA mode.** Preview catches setup errors without sending anything to GA4.

Questions? Reach out to support@digioh.com.