

Tracking Survey Responses to Google Analytics

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When creating Digioh Campaigns for survey use cases, you want the aggregate data in an easily analyzable form. With a little [metadata configuration](#) on your campaign, you can send survey question & answer data to Google Analytics 4, using the Digioh extension "Survey Response Tracking". In the Digioh HQ, go to your profile menu top right, click "Extensions", under the "Tracking" section, find and install the extension, then Publish to activate it.

You will need to create some Custom Dimensions in your GA4 Property to receive the data. You can do this from the "Google Analytics Integration" page, linked from your profile menu in the Digioh HQ, top right. This extension uses Quiz tracking dimensions, which you may already have if you are using Digioh Quizzes, but in any case, ensure that your GA4 has the dimensions **digioh_quiz_question** and **digioh_quiz_answer**:

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 identity 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 ✓

Once you have these dimensions created, you configure your Campaign using metadata:

- **track_survey_question** : 1 (on text element) or *question text* (on page)
- **track_survey_answer** : 1 (on input fields or buttons)

This extension assumes that Campaign pages have exactly one or zero questions. It does not support more than one question on a single page, but can support multiple answers.

Page-level Question configuration, with the question in metadata:

Page Name

Color

Page Metadata

Key	Value
ga_survey_quest	What is your fav

Page Branching Logic

Favorite Color

Select an option

Submit

Text-element-level Question configuration, the logged question is the text itself. This is the recommended best practice as logging is "wysiwyg":

Element Metadata

Key	Value
ga_survey_quest	1

width: 375 height: 40 x: 1 y: 22

Favorite Fruit

☐ Apple
☐ Banana
☐ Pear

Form-input Answer configuration:

Drop Down Choices

Submitted Value	Display Text
	Select an option
green	green
red	red
blue	blue

Field Metadata

Key	Value
ga_survey_answer	1

Favorite Color

Select an option

Submit

Button Answer configuration:

Apply Design Settings To

Choose Pages Choose Elements Set

Integration ID

Element Metadata

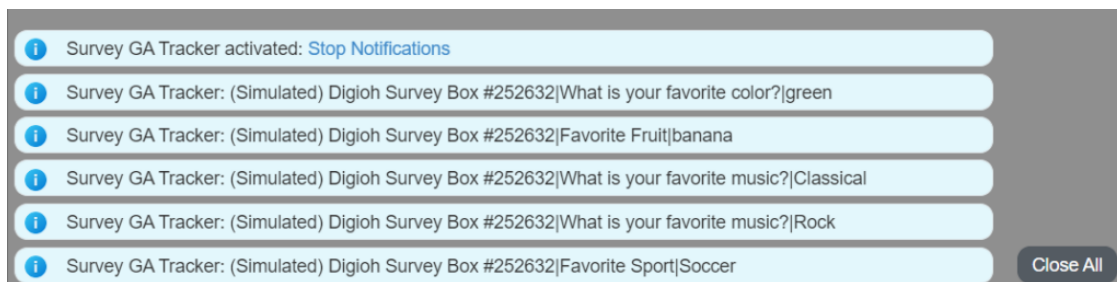
Key	Value
ga_survey_answer	1

Favorite Sport
(Page Transition Buttons)

Soccer

Football

When using Campaign Preview or [boxqamode](#), the extension will show notifications of *simulated* activity to help you test before sending real data to your analytics system.



Tracking Behavior

We re-use the existing quiz dimensions to avoid creating new ones in your GA4 property. The dimensions carry survey answers when the source event is `digioh_survey_response`.

The extension will log events to your analytics system in the following format:

Event Name: **digioh_survey_response** Event Properties:

- `digioh_box_name` : *The name of the campaign as shown in campaign list*
- `digioh_box_id`: *The ID of the campaign as shown in campaign list, e.g. 12345*
- `digioh_quiz_question`: *The question text, from metadata or text element*
- `digioh_quiz_answer`: *The answer text, from form input submit values, or button text*

If there are multiple answers on a page, e.g. with multiple form inputs or select buttons, the extension will log a separate event for each.

Questions? Comments? Let us know at support@digioh.com
