Customizing Digioh Tracking to GA4

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Configuring the GA4 App

Digioh tracks behavioral data to your GA4 Property via the app: **"Google Analytics 4 Event Tracking (Plugin)"**. If you went through the Digioh Google Analytics Integration process, it was installed for you automatically. The app is responsible for event tracking, while connecting Digioh to GA4 enables reporting of GA4 data inside the HQ, as well as automatic setup of the necessary Custom Dimensions and Audiences for Digioh Analytics.

Custom Conversion Tracking

Another configurable aspect of the app is the ability to explicitly track *Conversions*. Digioh will automatically track submissions and redirects, but these may not correspond to what you would define as a Campaign Conversion. For example, you might have a campaign with 3 separate forms, and you consider the Campaign Interaction as "converted" only on submitting the last form. Or, you might have redirect buttons for "I Agree" and "No Thanks", and you want to track a Conversion only on one of them.

To track Conversion events, add metadata to either Campaign pages or buttons:

conversion : *yourConversionLabel*



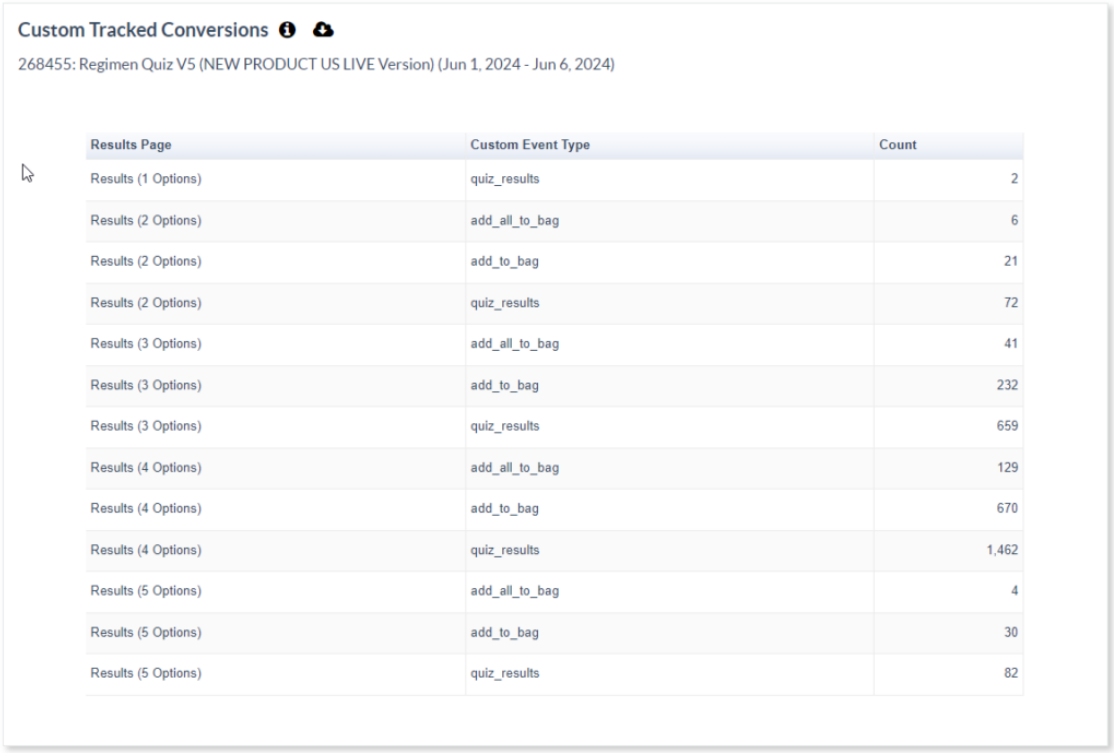
Prerequisite: For the custom conversions to be tracked properly to GA4, you must have created the (optional) *conversion_label* Custom Dimension in your GA4 instance. You can do this from Digioh Google Analytics Settings (available under the profile menu, top right):

Dimensions for Box Analytics	Description	Type	Status
digioh_box_id	Box identitity dimension; ID is fixed for life of the Box	**Required**	Found
digioh_box_name	Box name; may change over life of the Box	**Required**	Found
digioh_box_page	Box page name (title); may be set in Editor, or default main, thx, ep1, etc	**Required**	Found
digioh_collected_email	True/false based on whether this box collected email	**Required**	Found
digioh_collected_phone	True/false based on whether this box collected phone number	**Required**	Found
digioh_traffic_context	Tracks the immediate traffic source using dctx URL param, e.g. nav link or redirect from box	Optional	Not Found: Create
digioh_box_conversion	Configured label for Box custom conversion tracking	Optional	Found
digioh_box_redirect_domain	Domain of a redirect from the Box	Optional	Not Found: Create
digioh_box_redirect_path	URL path of a redirect from the Box	Optional	Not Found: Create
digioh_tpau_error_detail	Tracks 'in the wild' exceptions for troubleshooting	Optional	Not Found: Create

If you want to track a conversion after a form has submitted attach the metadata to the *following* page(s). Don't attach it to the submit button, because that will track immediately, before the form input is validated, and may result in false positive conversions. The main use case for conversion tracking on button clicks is for redirect URLs.

Custom Conversion Reporting

Custom conversions are tracked at the Campaign level, and the report is available at under Reporting > Campaign Analytics and Quiz Analytics (if the Campaign is a Quiz).



Custom Tracked Conversions

268455: Regimen Quiz V5 (NEW PRODUCT US LIVE Version) (Jun 1, 2024 - Jun 6, 2024)

Results Page	Custom Event Type	Count
Results (1 Options)	quiz_results	2
Results (2 Options)	add_all_to_bag	6
Results (2 Options)	add_to_bag	21
Results (2 Options)	quiz_results	72
Results (3 Options)	add_all_to_bag	41
Results (3 Options)	add_to_bag	232
Results (3 Options)	quiz_results	659
Results (4 Options)	add_all_to_bag	129
Results (4 Options)	add_to_bag	670
Results (4 Options)	quiz_results	1,462
Results (5 Options)	add_all_to_bag	4
Results (5 Options)	add_to_bag	30
Results (5 Options)	quiz_results	82

Conversion Tracking Best Practices

Typically when tracking conversions you want to calculate a % conversion rate. This means that you would typically configure more than one conversion event for each campaign. For example, if you have a campaign with main page buttons for "Choose Option A" and "Choose Option B", you would want track 3 separate events:

1. Main page metadata - conversion : saw_offer
2. Button A metadata - conversion : took_offer_a
3. Button B metadata - conversion : took_offer_b

With this configuration, you will have all the data you need to calculate the take rate for A, B, and neither (user abandoned).

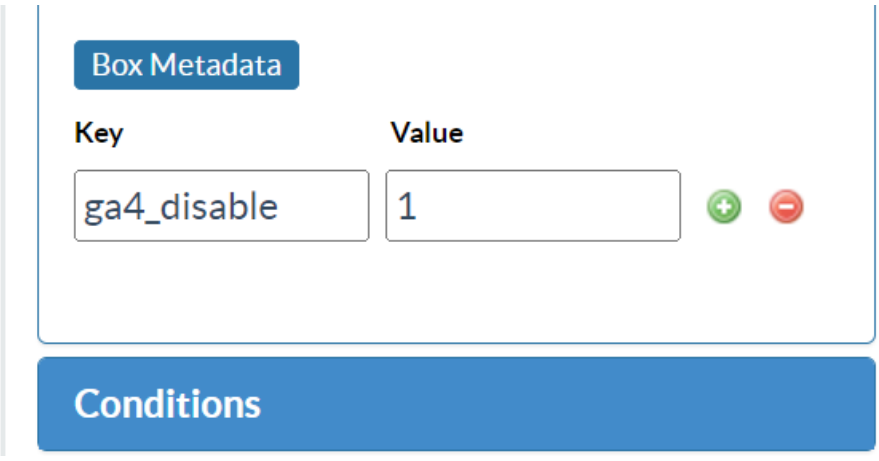
You do not need to reference the campaign or page name in your event label, because the campaign and page for which the event occurred is already tracked and reported automatically. You do, however, need to identify a button in the label if you are tracking events from more than one button on a single page.

Disabling GA4 Event Tracking

The app, when installed, is on by default. You can suppress GA4 tracking for a particular Campaign Campaign, for example if you have a test Campaign you don't want to track, or an Inline Campaign that displays in your footer for every pageview and generates too much event noise.

To disable tracking, configure campaign-level metadata:

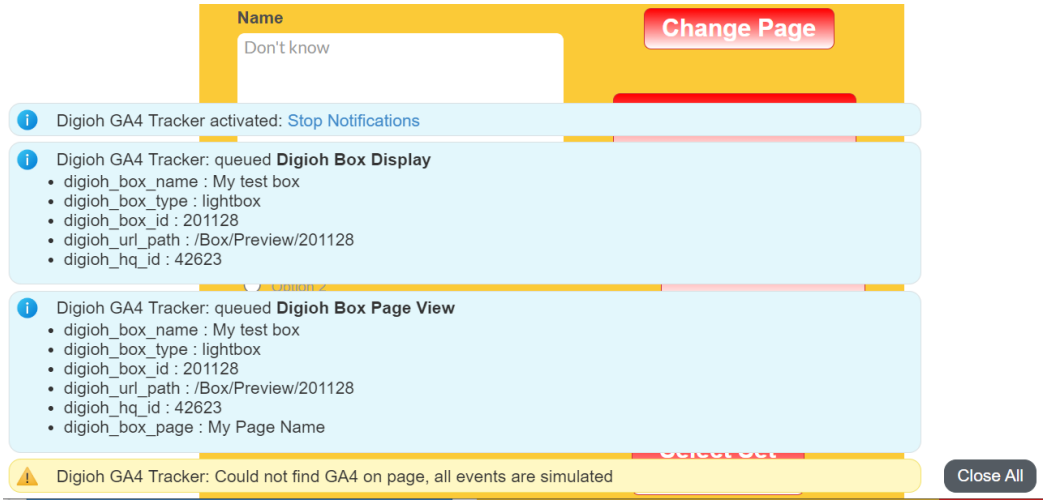
ga4_disable : 1



Testing GA4 Tracking

For general troubleshooting and verification of Google Analytics on your site, we recommend the Google Analytics Debugger Chrome Extension.

When Previewing Campaigns in the Digioh HQ, and when using Digioh in Campaign QA Mode, the GA4 app also notifies you of what it is doing (or would do, if in Preview):



Limiting Which GA4 Properties Digioh Tracks To

By default, Digioh automatically detects every GA4 measurement ID present on the page and sends events to all of them. If your site loads multiple GA4 properties (for example, a brand-level property and a regional property) but you only want Digioh data to land in specific ones, you can restrict tracking using account metadata.

Add the following metadata at the **account level** (Click on your profile name, then "Account Metadata"):

ga4_measurement_ids : G-XXXXXXX,G-YYYYYYY

The value is a comma-separated list of GA4 measurement IDs. Once set, Digioh will only send events to the listed properties; any other GA4 properties detected on the page will be ignored.

This setting also acts as a fallback: if Digioh cannot detect a GA4 install on the page (for example, when GA4 is loaded after Digioh initializes), events will be sent directly to the measurement IDs listed here.

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