How to Connect Google Analytics 4 (GA4) to Digioh

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What You'll Learn

In this guide, you'll learn how to connect your **Google Analytics 4 (GA4) property** to Digioh.

Once connected, Digioh will automatically send campaign interaction events to GA4 so you can analyze campaign performance, visitor behavior, and attribution data inside Google Analytics.

After completing this setup, you'll be able to:

- Track Digioh campaign events in GA4
- Analyze campaign engagement in Google Analytics reports
- View Digioh analytics dashboards powered by GA4 data

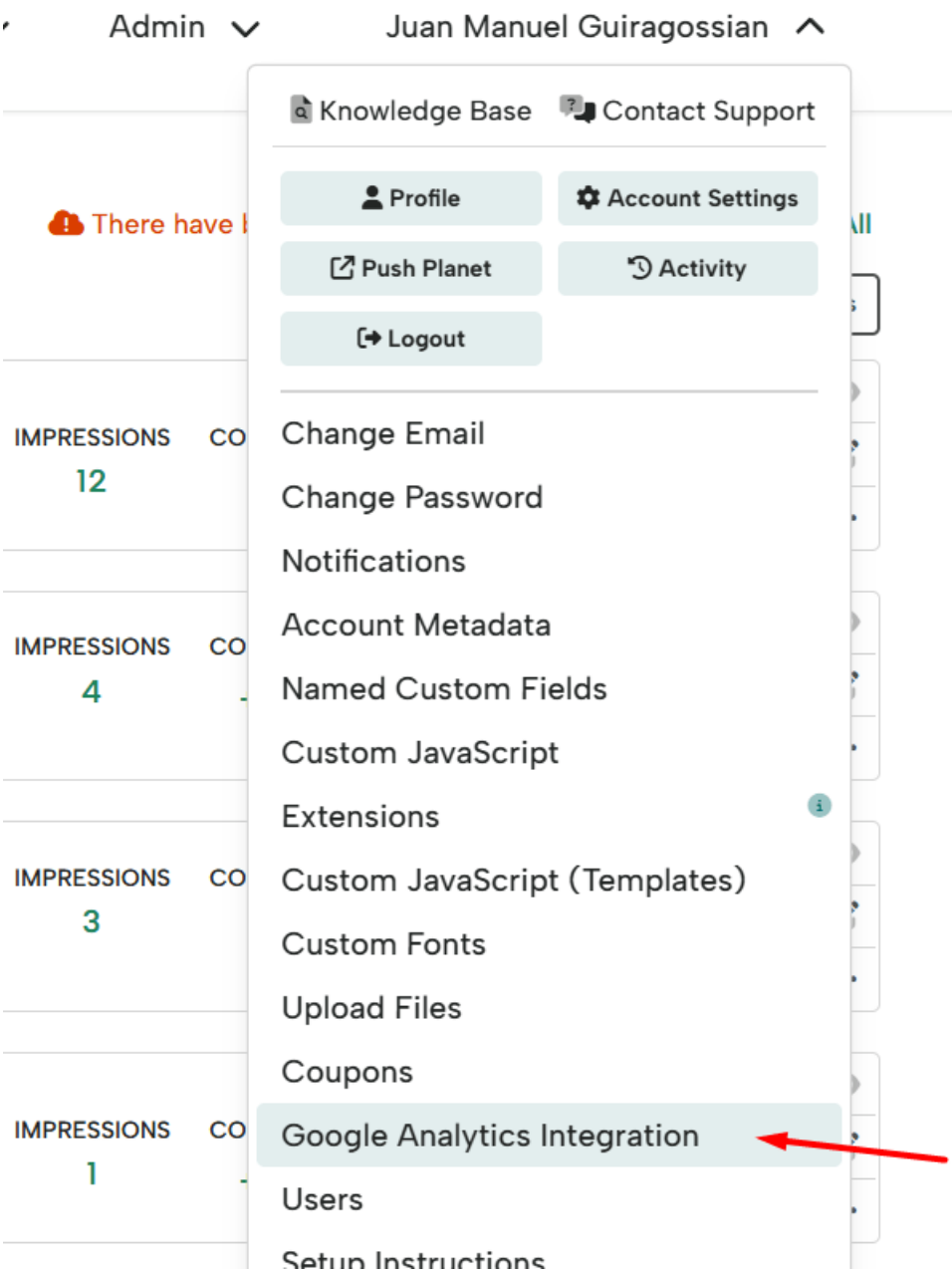
Prerequisites

Before connecting GA4 to Digioh, make sure:

- You have **Admin or Editor access** to the GA4 property you want to connect.
- Your GA4 property already has an **active data stream** collecting website data.
- You are logged into the correct **Google account** that manages your GA4 property.

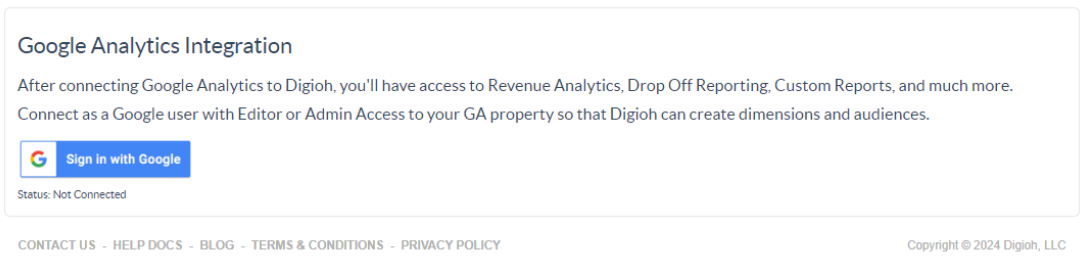
Step 1: Navigate to the Google Analytics Integration

1. Log into your **Digioh account**.
2. Click your **profile name** in the top-right corner.
3. Select **Google Analytics Integration** from the dropdown menu.



This opens the GA4 authentication page.

Step 2: Authenticate Your Google Account



1. Click **Sign in with Google**.

2. Select the Google account associated with your GA4 property.

3. Review the permissions requested by Digioh.

4. Click **Allow** to grant access.

Digioh requires these permissions to:

- Read analytics data from your GA4 property
- Create Digioh-specific **custom dimensions**
- Create **audiences used for attribution tracking**

Once approved, Digioh will automatically connect to your GA4 account.

Step 3: Select Your GA4 Property

After authentication:

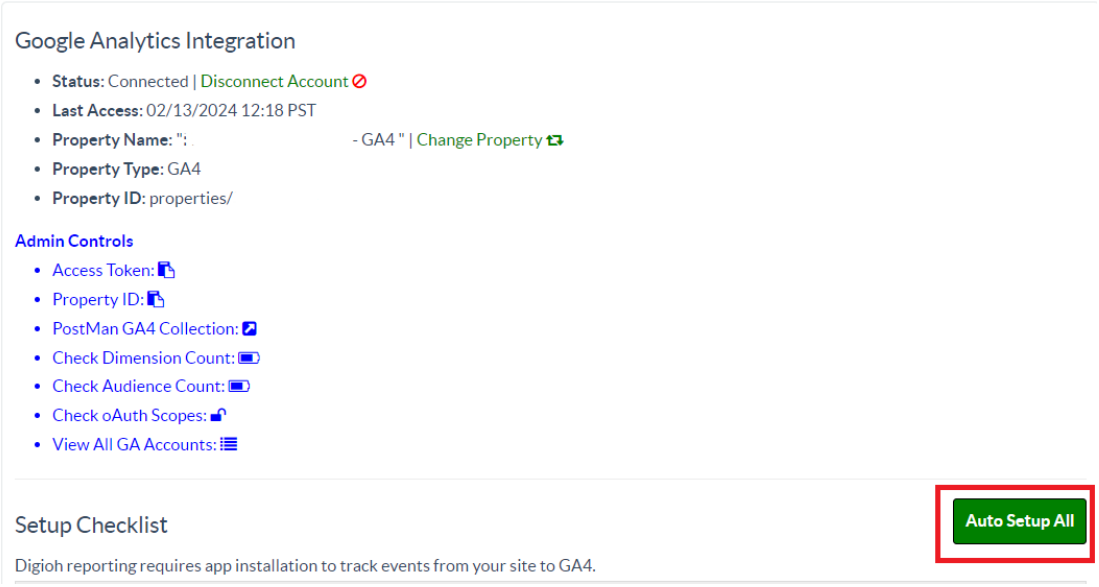
1. Choose the **GA4 property** associated with your website.
    - **Note**: Typically, customers only have 1 property, but make sure it is a GA4 property, and it is the same Google Analytics property that we are servicing. For example, some customers have a US GA4 account and an EU GA4 account. We will want to pick the US one if we are on the US site.

2. Confirm the connection.



Step 4: Run Auto Setup for Dimensions and Audiences

1. Click **Auto Setup all**.
2. Let Digioh automatically create the required GA4 setup items.
3. Review the full list of properties that Digioh attempts to create.
4. If any item was not created automatically, click **Install** next to that item.



Step 5: Publish the Account

Once setup is complete, perform an **account publish**. After publishing, Digioh will begin sending event data to the selected GA4 property.

Note: Routing Events to a Specific GA4 Property

Once published, Digioh will automatically detect the GA4 property on each page and send campaign events to it. If your site has multiple GA4 properties loaded and you want Digioh to track to only a subset, you can configure this with the "ga4_measurement_ids" in account metadata. See Customizing Digioh Tracking to Google Analytics 4 for details.

Digioh Events Sent to GA4

After connecting GA4, Digioh automatically sends campaign interaction events to Google Analytics.

Common events include:

Event Name	Description
`digioh_box_display`	Triggered when a Digioh campaign is displayed
`digioh_box_engaged`	Triggered when a visitor interacts with a campaign
`digioh_box_submit`	Triggered when a visitor submits a form

These events allow you to analyze:

- Campaign impressions
- Engagement rates
- Form submissions
- Campaign-driven revenue and conversions

You can view these events inside **GA4 → Reports → Engagement → Events**.

Troubleshooting GA4 Authentication

If you experience issues connecting GA4 to Digioh, check the following:

Verify Google Account Permissions

Your Google account must have **Admin or Editor access** to the GA4 property.

Confirm the Correct Property

Make sure you select the GA4 property connected to your website's data stream.

Check Popup Blocking

Some browsers block the Google authentication window.
If this happens, allow popups and try again.

Try Logging Out of Google

If the wrong Google account appears during authentication:

1. Log out of Google
2. Restart the connection process
3. Sign in using the correct account