

Installing Passport and recommended extensions

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With the base script installed, you're ready to build a campaign. Before you do, it's worth spending a few minutes on two things: Digioh Passport and Google Analytics 4. Neither is required to launch your first campaign, but data won't start flowing into GA4 until the extension is connected, and there's no way to go back and capture anything from before it was installed. The earlier you connect it, the more complete your reporting will be.

Digioh Passport: Persistent Visitor Identity

Most browsers delete tracking cookies within 24 hours. That means a known subscriber who visited yesterday can look like a stranger to your site today - no personalization, no abandon-cart trigger, no targeting based on list or segment membership.

Digioh Passport solves this by building a durable visitor identity that lives outside the browser cookie. Once a visitor is identified - through a Campaign submission, an email click-through, or your ESP's JavaScript SDK - Digioh retains that identity and reuses it on future visits, even after the original cookie is gone. That identity then powers:

- Known-visitor targeting - suppress opt-in Campaigns for existing subscribers, show VIP offers to specific lists or segments, and more, using Display Rules
- Personalization - pull in a visitor's name or other profile fields to customize Campaign text
- Better attribution - more Add to Cart and Checkout events get matched back to a real profile instead of getting lost

Passport requires connecting to your ESP or CRM. Digioh currently supports:

- [Klaviyo](#)
- [Iterable](#)
- [Braze](#)
- [Ometria](#)

Each platform has its own setup guide covering the connection, extension install, and account metadata. Follow the one that matches your ESP.



You don't need Passport to launch your first Campaign. But since Display Rules and Pipelines later in this guide can both use Passport-powered targeting, connecting it early means those steps just work instead of requiring a detour. Plus: Passport starts generating incremental revenue as soon as it's enabled, you don't need to launch a campaign first to see the benefit.

Google Analytics 4: Connect Your Analytics

Connecting Google Analytics 4 (GA4) lets Digioh automatically send **campaign interaction events** (digioh_box_display, digioh_box_engaged, digioh_box_submit) into your GA4 property. Once it's connected, you can analyze campaign impressions, engagement, and submissions right alongside the rest of your site's analytics, and it powers the revenue attribution and conversion-lift reporting covered in Measuring your results.

Note: You'll need Admin or Editor access to the GA4 property you want to connect, and that property needs an active data stream already collecting data from your site.

1. Click your profile name in the top-right corner and select Google Analytics Integration.
2. Click Sign in with Google, choose the Google account tied to your GA4 property, and click Allow on the permissions screen.
3. Select the GA4 property associated with your website. Important: if your organization has more than one GA4 property (for example, separate US and EU accounts), make sure you pick the one that matches the site Digioh is installed on.
4. Click Auto Setup all to let Digioh create the required GA4 dimensions and audiences automatically. Review the list, and click Install next to anything that wasn't created automatically.
5. Publish your account. Digioh starts sending event data to the selected GA4 property as soon as it's published.



Connecting Digioh to more than one GA4 property under the same account? Auto Setup isn't a one-time, account-wide action, you'll need to run through it separately for each GA4 property you connect.

Other Extensions Worth Knowing About

Passport and GA4 are the two we'd recommend setting up before your first Campaign, but they're a small slice of Digioh's full extension library. Extensions add optional functionality you can turn on as you need it, without any developer work. A few that most accounts end up using at some point:

- **UTM and query string tracking**: capture utm_source, utm_campaign, and any other URL parameter alongside a Campaign submission, using first-click or last-click attribution. This runs on top of the Universal Merge Tags extension, so installing that extension is the first step. See [How to pass UTMs with form submissions](#) to set it up.
- **Prevent Common Email Typos**: catches obvious domain typos, like gmial.com instead of gmail.com, before a submission goes through. Turning it on cuts down on bounced welcome emails and bad data downstream. See [How to Prevent Common Email Typos](#).
- **Shopify Cart Targeting**: connects Digioh to your Shopify store's cart data in real time allowing you to

easily create abandon cart campaigns. See [Shopify Cart Targeting and Personalization](#) .

- [HoneyPot Guard](#): blocks bot submissions automatically using invisible honeypot fields, so bot traffic doesn't pollute your Submissions count or get passed to your ESP. See [Prevent Bot Submissions with HoneyPot Guard](#).

To browse everything else available, click your profile icon in the top-right and select Extensions. See [Digioh Extensions](#) for the full library.

What to do next

Neither Passport nor GA4 blocks you from building a Campaign. If you're ready, move on to [Creating your first campaign](#).
