

Required Custom Dimensions and Audiences for GA4

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What You'll Learn in This Article:

- Which GA4 custom dimensions and audiences Digioh needs, and which are optional
- What Auto Setup All creates for you, and what you install separately
- How to check that your GA4 setup is complete
- What to do when an item fails to install or reports are empty

Digioh reports on your campaigns using data stored in your GA4 property. For GA4 to keep that data, your property needs a set of Digioh custom dimensions, and revenue reporting also needs a Digioh custom audience. This article lists each item, explains what it records, and shows whether it's required.



Please note: Before you start, connect your GA4 property to Digioh. See [How to Connect Google Analytics 4 \(GA4\) to Digioh](#). The custom dimensions and audiences only appear in the Setup Checklist after you choose a GA4 property.

What Auto Setup All Creates

To open the Google Analytics integration screen, click your account name in the top right corner, then select **Google Analytics Integration**. There, **Auto Setup All** does the following:

- Installs the **GA4 Tracking App**, which sends Digioh campaign events to GA4
- Creates the six required campaign dimensions: `digioh_box_id`, `digioh_box_name`, `digioh_box_page`, `digioh_collected_email`, `digioh_collected_phone`, and `digioh_box_conversion`

Everything else in this article, including the revenue audience and the quiz dimensions, is added from the Setup Checklist by clicking **Install** next to the item. After setup, publish your account so Digioh starts sending data.



Important: Running Auto Setup All alone does not set up revenue reporting. To see revenue in Digioh reports, also install the **Digioh Revenue Attribution Audience** (see below).

Campaign Analytics Dimensions

These dimensions power Digioh's campaign and property reports.

Dimension	What it records	Required?
<code>digioh_box_id</code>	The campaign's ID. It never changes for the life of the campaign.	Required

Dimension	What it records	Required?
<code>digioh_box_name</code>	The campaign's name. It can change if you rename the campaign.	Required
<code>digioh_box_page</code>	The campaign page name, set in the editor, or main, thx, ep1, and so on by default.	Required
<code>digioh_collected_email</code>	Whether the campaign collected an email address (true or false).	Required
<code>digioh_collected_phone</code>	Whether the campaign collected a phone number (true or false).	Required
<code>digioh_box_conversion</code>	The label of a custom conversion you set up on a campaign page or button.	Required
<code>digioh_traffic_context</code>	Where a visit came from, using the <code>dctx</code> URL parameter, such as a navigation link or a redirect from a campaign.	Optional
<code>digioh_box_redirect_domain</code>	The domain a campaign redirected the visitor to.	Optional
<code>digioh_box_redirect_path</code>	The URL path a campaign redirected the visitor to.	Optional
<code>digioh_tpau_error_detail</code>	Error details Digioh uses for troubleshooting.	Optional

Quiz Reporting Dimensions

Install these if you use Digioh quizzes and want to report on quiz questions, answers, and results in GA4. Quiz reports also use `digioh_box_id` from the table above.

Dimension	What it records	Required for quiz reporting?
<code>digioh_quiz_question</code>	The question asked: the campaign page title or the first text on the page.	Required
<code>digioh_quiz_answer</code>	The visitor's answer: the button text or form input.	Required
<code>digioh_quiz_result_1</code>	The top recommended result.	Required
<code>digioh_quiz_result_custom</code>	A spare slot for custom result reporting. Not used by default.	Optional

For the full quiz event model, see [Product Recommendation Quiz Analytics Data Model \(Advanced\)](#).

Revenue Attribution Audiences

These custom audiences let Digioh connect purchases in GA4 back to campaign interactions.

Audience	What it does	Required?
Digioh Revenue Attribution Audience	Lets Digioh attribute revenue to your campaigns.	Required for revenue reporting
Digioh Revenue Attribution Audience (ID Grid)	An extended audience for ID Grid-based attribution.	Optional

Events Digioh Sends to GA4

You don't need to create events in GA4. Once the GA4 Tracking App is installed and your account is published, Digioh sends events such as `digioh_box_display` , `digioh_box_engaged` , `digioh_box_submit` , and `digioh_box_conversion` automatically. The custom dimensions above are what let GA4 keep the details of each event.

For every event and property, see [Standard Event Tracking Data Model for Digioh Campaign Interactions\(Advanced\)](#).

Check Your Setup

In the Google Analytics integration screen (your account name in the top right corner, then Google Analytics Integration):

- Further down the Google Analytics Integration page, under **Setup Checklist**, expand **Manage Digioh Apps** and confirm the **GA4 Tracking App** is installed. If it shows **Old Version**, click **Upgrade**.
- Confirm each required item in the Setup Checklist was created. If any item shows an error or wasn't created, click **Install** next to it.
- Under **Admin Controls**, use **Show Digioh Dimensions** and **Show Digioh Audiences** to list what exists in your GA4 property. Digioh dimensions start with `digioh_` , and Digioh audiences start with `Digioh` .

Troubleshooting

Problem	What to check
The integration screen says your Google account has no available GA4 properties	The connected Google account can't see your GA4 property. Click Disconnect Account , then connect again with a Google account that has access to the property.
An item shows Error after Auto Setup All	Click Install next to it to try again. If it still fails, use Check Dimension Count or Check Audience Count under Admin Controls. Standard GA4 properties allow up to 50 custom dimensions and 100 custom audiences, so a full property can't accept new items.

Problem	What to check
Revenue doesn't appear in Digioh reports	Install the Digioh Revenue Attribution Audience . Auto Setup All doesn't create it.
Quiz questions, answers, or results are missing	Install the quiz reporting dimensions. Auto Setup All doesn't create them.
New dimensions or audiences don't show data yet	GA4 can take 24 to 48 hours to show data for newly created dimensions and audiences. Data is only collected from the time each item is created.
No Digioh events reach GA4	Make sure the GA4 Tracking App is installed and up to date, then publish your account.

Running into an issue or have a question? Reach out to our support team at **support@digioh.com**.
