

GA4 Conversion Tracking

Work Sample



GA4 Event Tag Setup



The screenshot displays the Google Tag Manager (GTM) interface for configuring a Google Analytics (GA4) event tag. The left sidebar shows the 'Tags' section selected under 'CURRENT WORKSPACE'. The main panel is titled 'Google Analytics | GA4 | Conversion' and contains the following sections:

- Tag Configuration:** (Highlighted with a red border)
 - Tag Type: Google Analytics: GA4 Event (Google Marketing Platform)
- Configuration Tag:** Google Analytics | GA4
- Event Name:** generate_lead
- Event Parameters:**

Parameter Name	Value
value	10
currency	USD
page_location	{{Page URL}}
- Advanced Settings:**
 - Tag firing options: Once per page
- Triggering:**
 - Firing Triggers: Any Thank You Page (Page View)

A 'Loading...' button is visible in the bottom left corner of the interface.

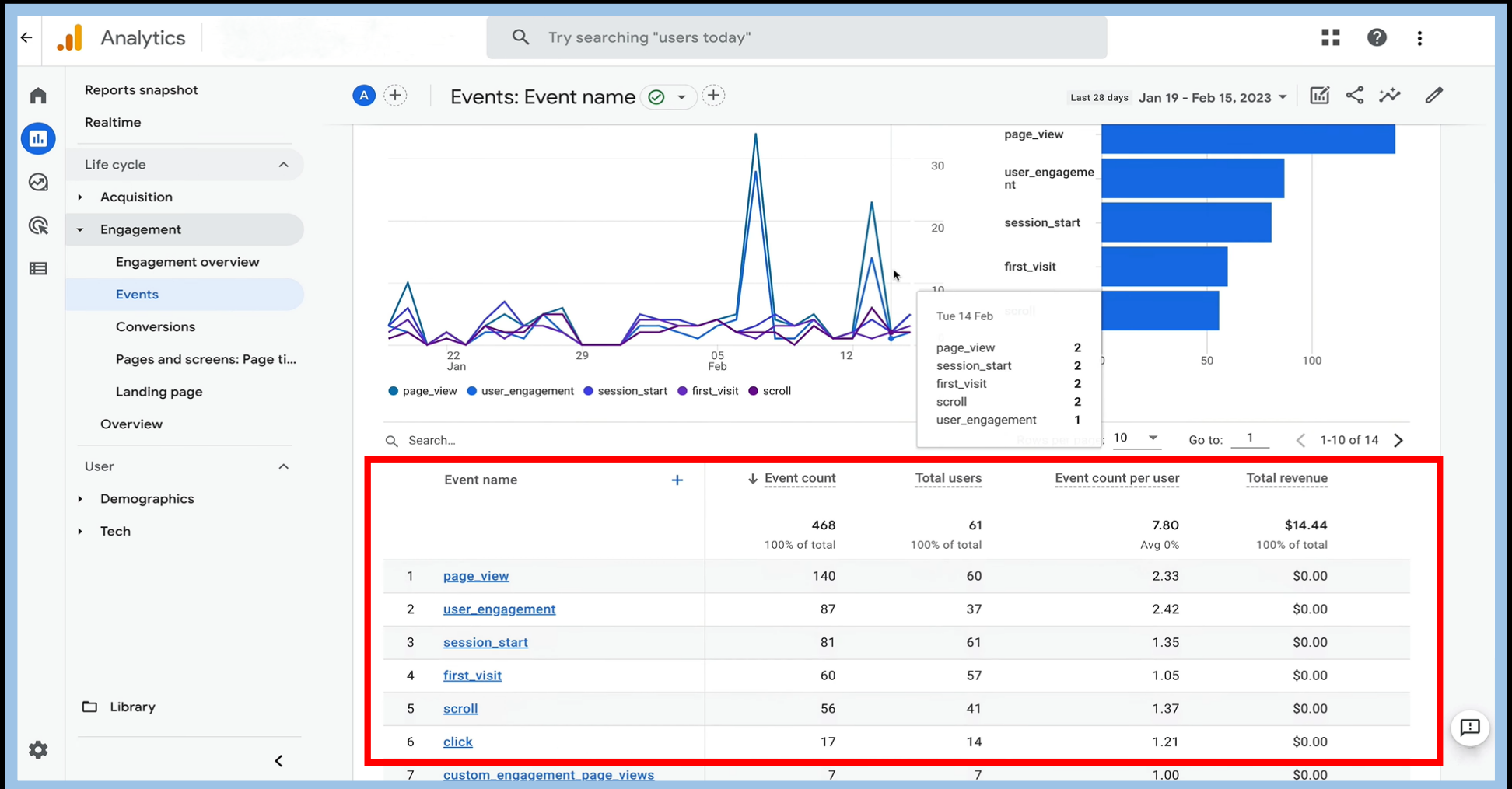
GA4 Conversion Setup

The screenshot displays the GA4 'Events' page in the Admin section. The left sidebar contains the navigation menu with 'Events' selected. The main content area shows a table of existing events. The 'form_submit' event is highlighted, and its 'Mark as conversion' toggle is turned on. The table columns are: Event name, Count, % change, Users, % change, and Mark as conversion. The 'form_submit' event has a count of 1, a 0% change, and 1 user. The 'page_view' event has a count of 140, a 20.7% increase, and 60 users. The 'purchase' event has a count of 2, a 0% change, and 2 users. The 'Register Now' event has a count of 1, a 0% change, and 1 user. The 'click' event has a count of 17, a 15.0% decrease, and 14 users. The 'custom_engagement_page_views' event has a count of 7, a 58.8% decrease, and 7 users. The 'custom_engagement_time' event has a count of 6, a 500.0% increase, and 5 users. The 'file_download' event has a count of 0, a 100.0% decrease, and 0 users. The 'first_visit' event has a count of 60, a 13.0% decrease, and 57 users. The 'form_start' event has a count of 6, a 500.0% increase, and 2 users. The 'generate_lead' event has a count of 2, a 0% change, and 1 user. The 'page_view' event has a count of 140, a 20.7% increase, and 60 users. The 'purchase' event has a count of 2, a 0% change, and 2 users. The 'Register Now' event has a count of 1, a 0% change, and 1 user.

Event name	Count	% change	Users	% change	Mark as conversion
click	17	↓ 15.0%	14	↓ 0.0%	<input type="checkbox"/>
custom_engagement_page_views	7	↓ 58.8%	7	↓ 46.2%	<input type="checkbox"/>
custom_engagement_time	6	↑ 500.0%	5	↑ 400.0%	<input type="checkbox"/>
file_download	0	↓ 100.0%	0	↓ 100.0%	<input type="checkbox"/>
first_visit	60	↓ 13.0%	57	↓ 5.0%	<input type="checkbox"/>
form_start	6	↑ 500.0%	2	↑ 100.0%	<input type="checkbox"/>
form_submit	1	-	1	-	<input checked="" type="checkbox"/>
generate_lead	2	-	1	-	<input type="checkbox"/>
page_view	140	↑ 20.7%	60	↑ 4.8%	<input type="checkbox"/>
purchase	2	-	2	-	<input type="checkbox"/>
Register Now	1	-	1	-	<input type="checkbox"/>

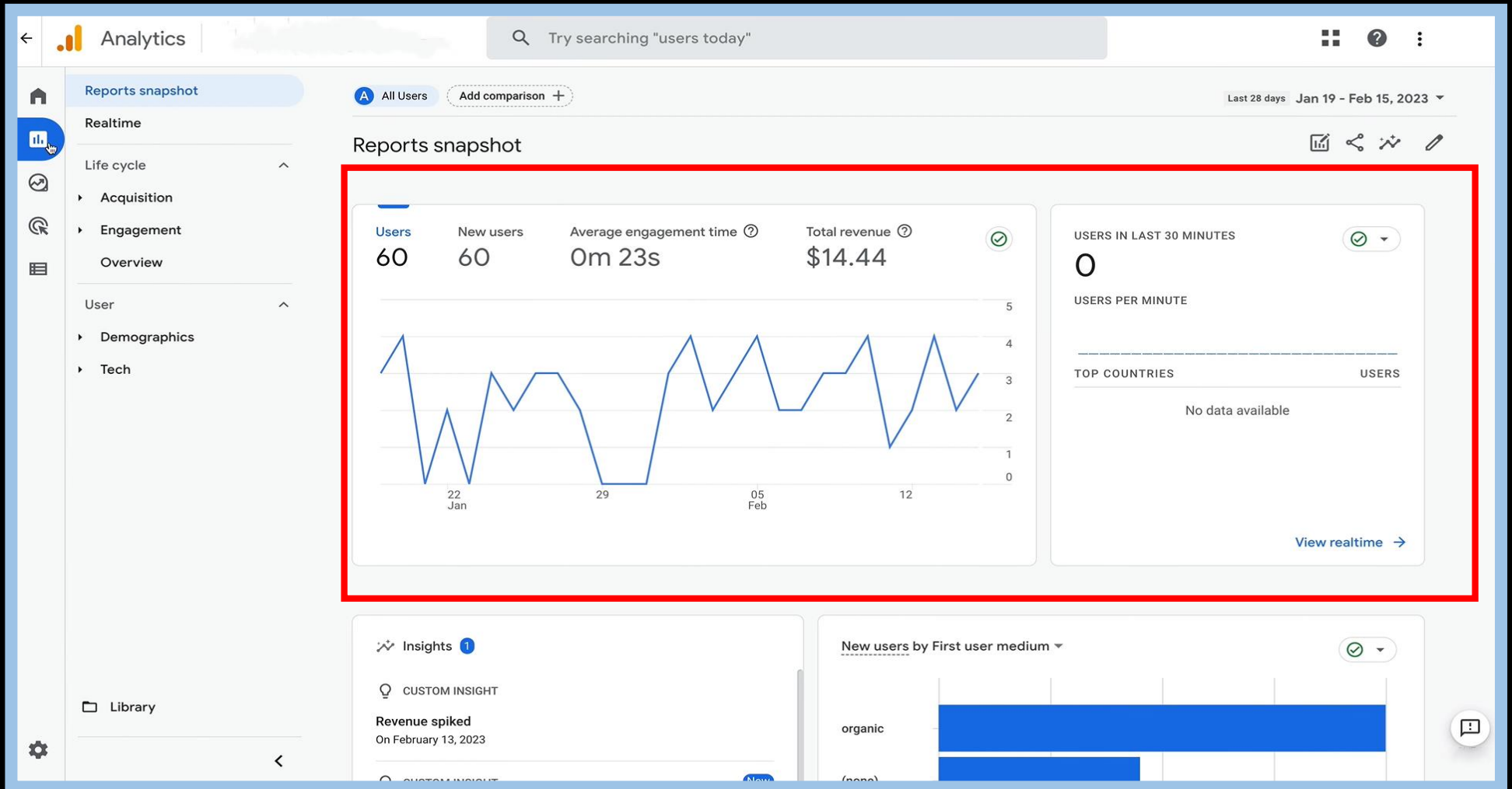


GA4 Conversion



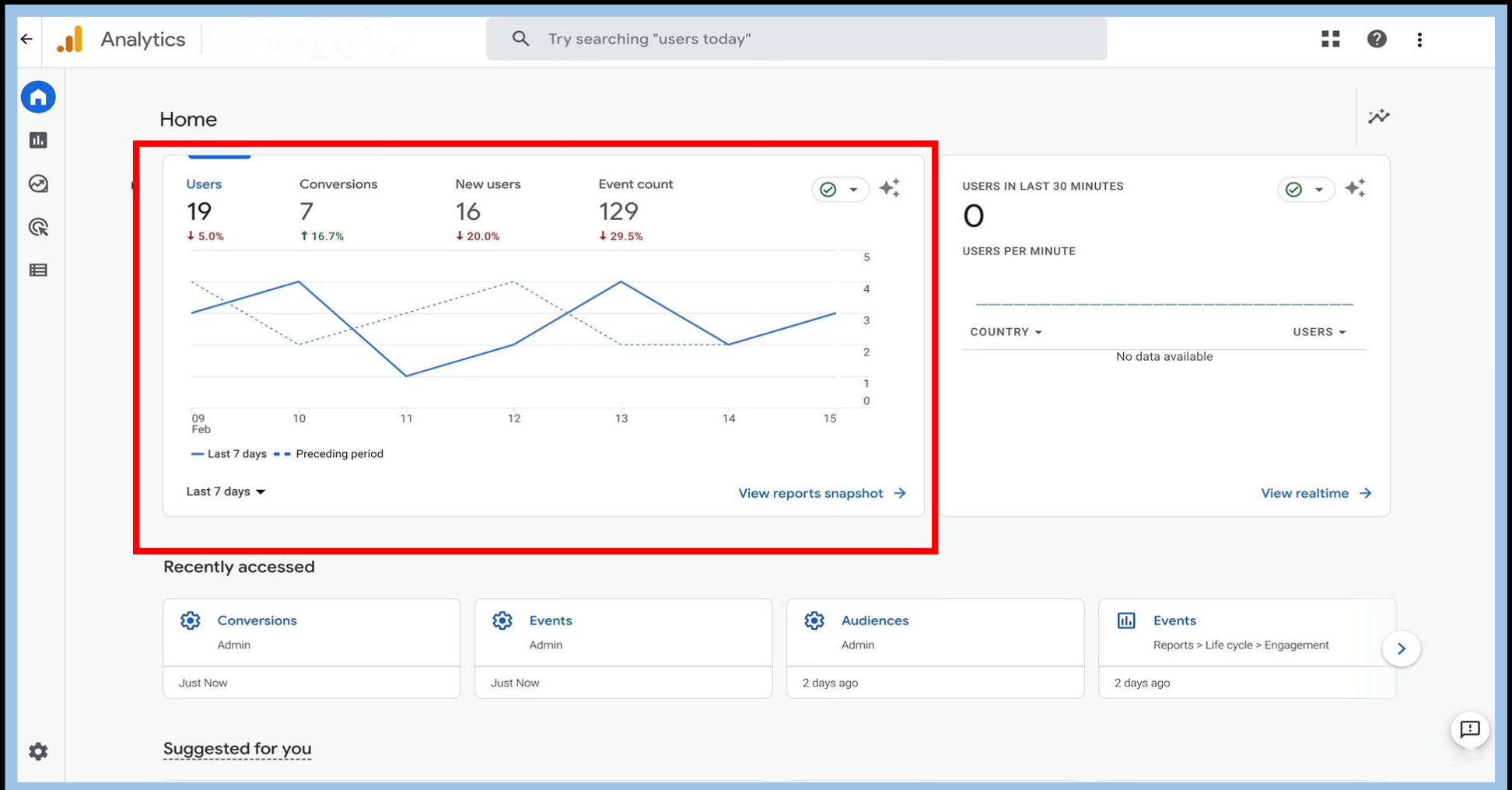


GA4 Report





GA4 Dashboard





GA4 Conversion

