

# Google Tag Manager Google Analytics

Setup Guide – Web Activity Gadget

Updated April 2025



# Objective

This guide describes the steps involved in setting up the Google Tag Manager and Google Analytics in order to support the Web Activity Gadget related functionality of the AdIntel App for Salesforce

# Setup

- The setup involves the following steps:
  - Create the relevant variables
    - property\_id
    - measurement\_id
    - CK - Client ID
    - JS – Client ID
  - Create tags
    - Pageview – GA4
    - PDF Clicks – GA4
    - datalayer – Set Property Id
  - Create a trigger
    - Trigger - PDF Clicks
  - Publish the changes
  - Google Analytics Setup
  - GTM script on the website

# Variables

- property\_id
- measurement\_id
- CK - Client ID
- JS – Client ID
- JS – user\_properties



# Variables

## Property Id (1/2) – Create the variable

CURRENT WORKSPACE

Default Workspace >

- Overview
- Tags
- Triggers
- Variables**
- Folders
- Templates

Built-In Variables ⓘ

| Name ↑        | Type                |
|---------------|---------------------|
| Click URL     | Data Layer Variable |
| Event         | Custom Event        |
| Page Hostname | URL                 |
| Page Path     | URL                 |
| Page URL      | URL                 |
| Referrer      | HTTP Referrer       |

User-Defined Variables

| <input type="checkbox"/> Name ↑ | Type | Last Edited |
|---------------------------------|------|-------------|
|---------------------------------|------|-------------|

Configure

New

Select **Variables** and then click the **New** button

# Variables

Property Id (2/2) – Provide your GA4 web site property Id

× property\_id  Save

Variable Configuration

Variable Type

Constant

Value

Ensure that you provided the appropriate GA4 property id for the **property\_id** field and then click the **Save** button

# Variables

Measurement Id – Create the variable to store GA4 measurement id value

× measurement\_id

Save

Variable Configuration

Variable Type

 Constant

Value

Ensure that you provided the appropriate GA4 measurement id for the **measurement\_id** field and then click the **Save** button

# Variables

CK – Client ID – Create the cookie variable

× CK - Client ID  Save

Variable Configuration

Variable Type

 1st Party Cookie

Cookie Name  
\_ga

References to this Variable

 JS - Client ID  
Variable

# Variables

## JS – Client ID – Create the JavaScript variable (1/2)

× JS - Client ID 

Save

Variable Configuration 

Variable Type

 Custom JavaScript

Custom JavaScript 

```
1 // Extract Client ID from the cookie string
2
3 function() {
4   return {{CK - Client ID}}.slice(6);
5 }
```

# Variables

## JS – Client ID – Create the JavaScript variable (2/2)

Copy the following JavaScript code in the Custom JavaScript section and click the **Save** button

```
// Extract Client ID from the cookie string  
function() {  
    return {{CK - Client ID}}.slice(6);  
}
```

# Variables

## JS – user\_properties – Create the JavaScript variable (1/2)

× JS - user\_properties

Added in this workspace

Abandon changes

Variable Configuration

Variable Type

Custom JavaScript

Custom JavaScript

```
1 function() {  
2   return {  
3     client_id: '{{JS - Client ID}}'  
4   };  
5 }
```

References to this Variable

Pageview - GA4  
Tag

# Variables

## JS – user\_properties – Create the JavaScript variable (2/2)

Copy the following JavaScript code in the Custom JavaScript section and click the **Save** button

```
function() {  
  return {  
    client_id: '{{JS - Client ID}}'  
  };  
}
```

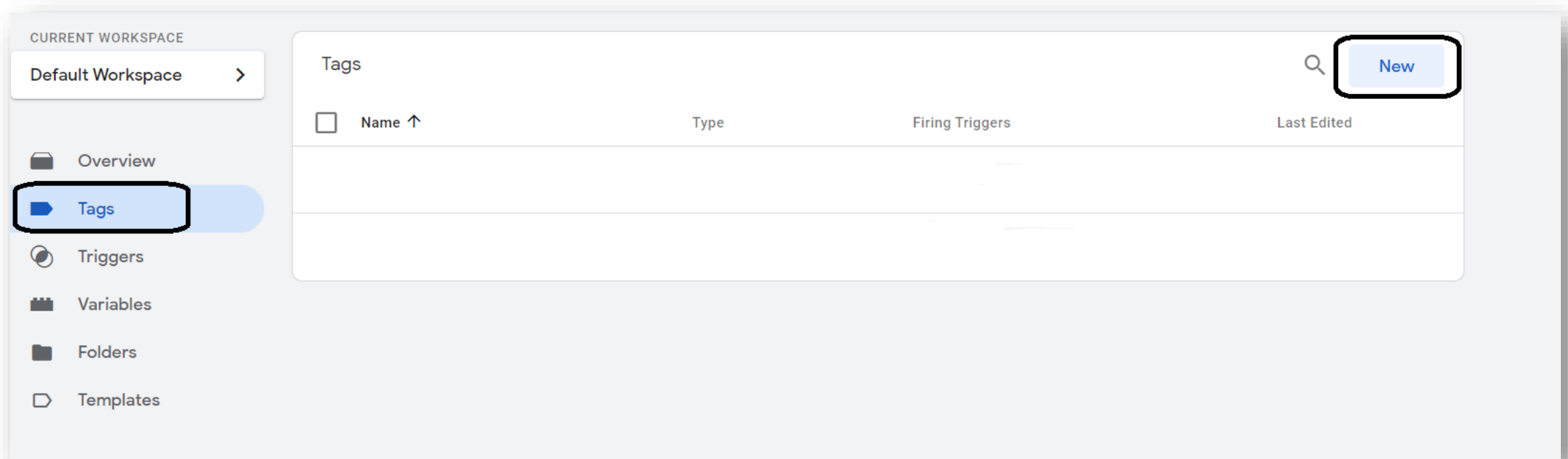
# Tags

- Pageview – GA4
- PDF Clicks – GA4
- datalayer – Set Property Id



# Tags

## Pageview – GA4 : Create the tag (1/2)



CURRENT WORKSPACE

Default Workspace >

Overview

**Tags**

Triggers

Variables

Folders

Templates

Tags

Search

New

| <input type="checkbox"/> Name ↑ | Type | Firing Triggers | Last Edited |
|---------------------------------|------|-----------------|-------------|
|                                 |      |                 |             |
|                                 |      |                 |             |

Select **Tags** and click the **New** button

# Tags

## Pageview – GA4 : Create the tag (2/2)

× Pageview - GA4 📁

Save

Tag Configuration

Tag Type

 **Google Tag**  
Google

Tag ID ⓘ  
{{measurement\_id}}

Configuration settings

| Configuration Parameter |   | Value |
|-------------------------|---|-------|
| send_page_view          | ✓ | true  |

Shared event settings

| Event Parameter |   | Value                    |
|-----------------|---|--------------------------|
| user_properties | ✓ | {{JS - user_properties}} |

Triggering

Firing Triggers

 **All Pages**  
Page View

Define the Tag Configuration as shown above and click the **Save** button

# Tags

## PDF Clicks – GA4 : Create the tag

× PDF Clicks - GA4 

Save

Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Marketing Platform

Configuration Tag 

Pageview - GA4

Event Name 

{{Click URL}}

Define the Tag Configuration as shown above and click the **Save** button

# Tags

## datalayer – Set Property Id : Create the custom HTML tag (1/2)

× datalayer - Set Property Id 📁

Save

Tag Configuration

Tag Type

<>

Custom HTML

Custom HTML Tag

HTML ?

```
1 <script>
2 window.dataLayer = window.dataLayer || [];
3 window.dataLayer.push({
4   'propertyId' : {{property_id}}
5 });
6 </script>
```

Triggering

Firing Triggers

👁

All Pages

Page View

# Tags

## datalayer – Set Property Id : Create the custom HTML tag (2/2)

Copy the following JavaScript code in the Custom HTML section and click the **Save** button

```
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'propertyId' : {{property_id}}
});
</script>
```

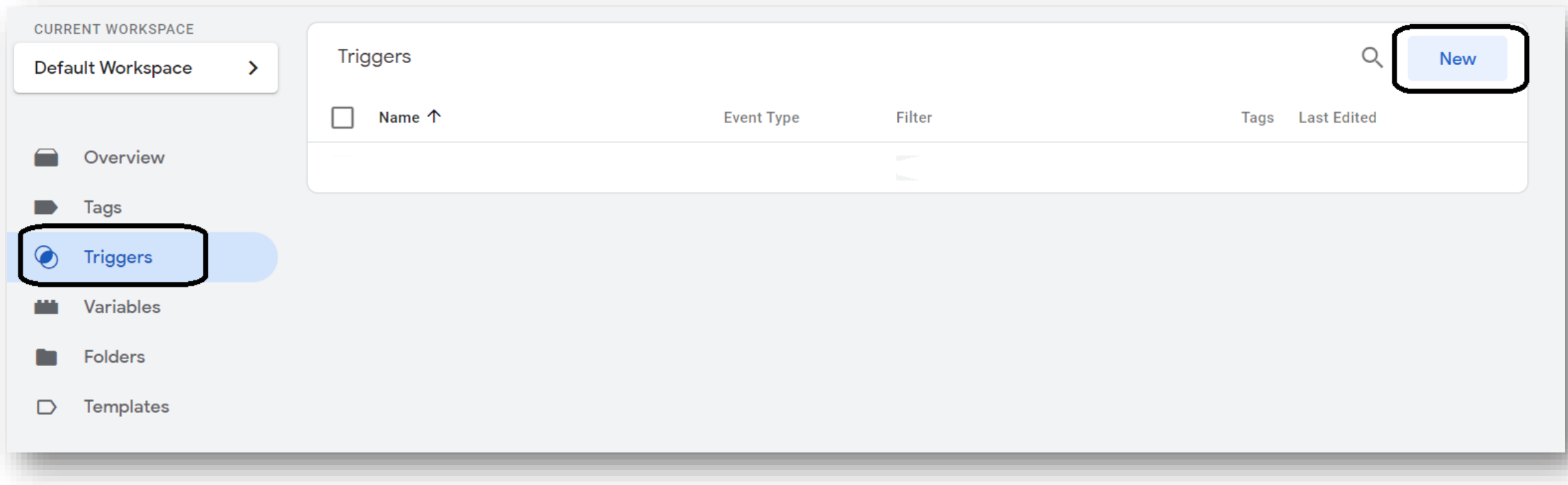
# Triggers

- Trigger - PDF Clicks



# Triggers

## Trigger - PDF Clicks : Create the trigger (1/2)



The screenshot shows the Success Software interface. On the left sidebar, under 'CURRENT WORKSPACE', there is a 'Default Workspace' dropdown. Below it, a list of menu items includes 'Overview', 'Tags', 'Triggers' (which is highlighted with a blue bar and a black box), 'Variables', 'Folders', and 'Templates'. The main area displays the 'Triggers' section. At the top right of this section is a search icon and a 'New' button (highlighted with a black box). Below the header, there is a table with columns: 'Name ↑', 'Event Type', 'Filter', 'Tags', and 'Last Edited'. The table is currently empty.

Select **Triggers** and click the **New** button

# Triggers

## Trigger - PDF Clicks : Create the trigger (2/2)

× Trigger - PDF Clicks 📁 Save

### Trigger Configuration

Trigger Type

 Click - Just Links

☒ Wait for Tags  
Max wait time 2000 milliseconds

Enable this trigger when all of these conditions are true

Page URL contains /

This trigger fires on

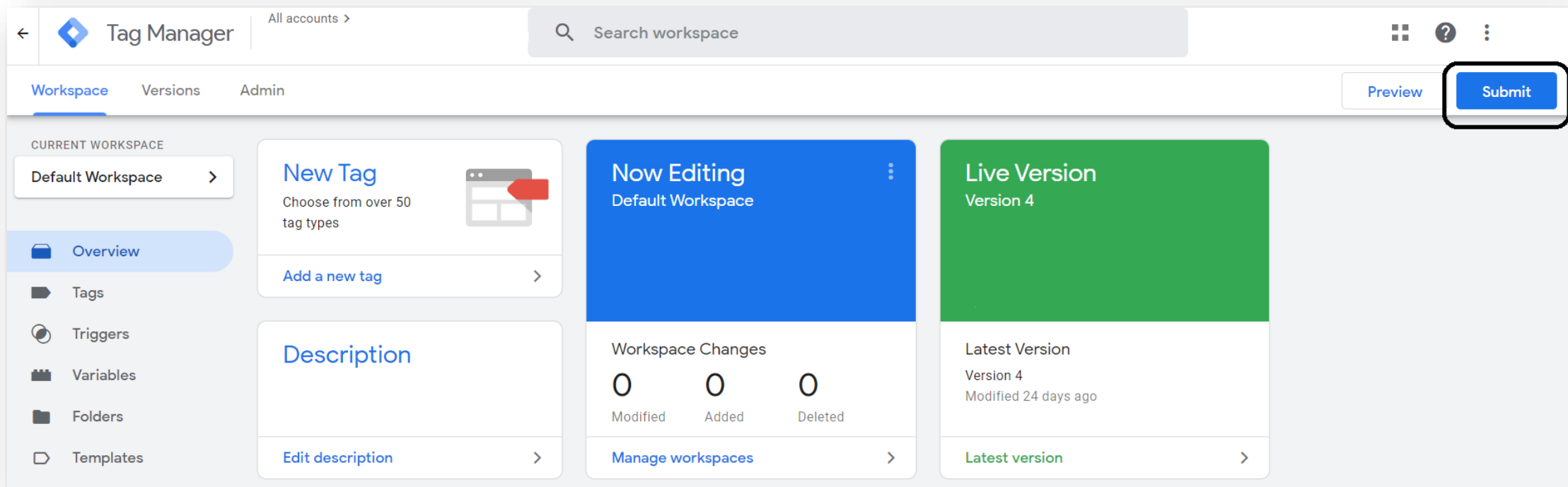
Click URL contains .pdf

### References to this Trigger

 PDF Clicks - GA4  
Tag

Define the Trigger Configuration as shown above and click the **Save** button

# Publish the Updates



Click the **Submit** button to publish the changes

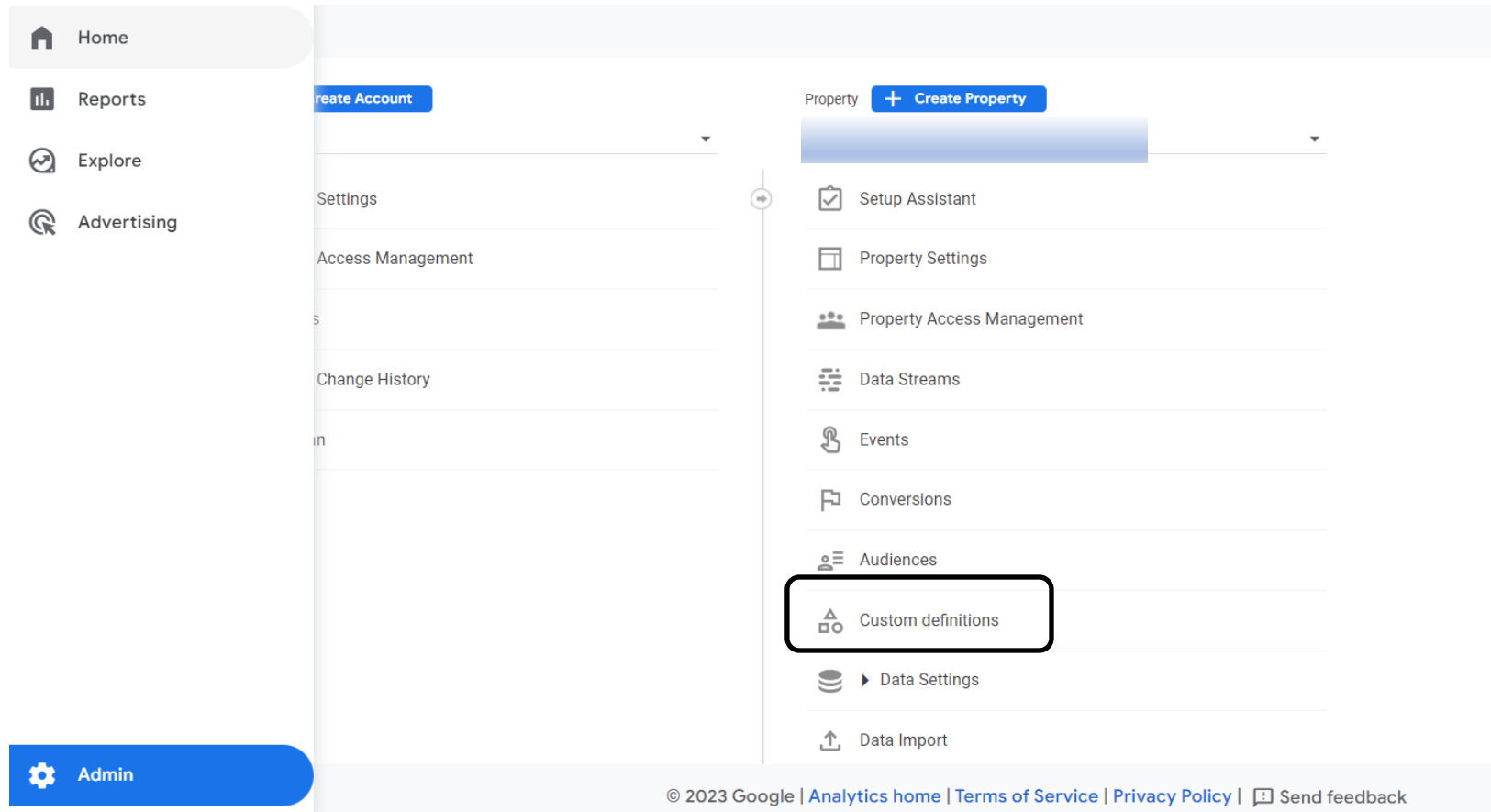
# Google Analytics Setup

- Client ID



# Custom Dimension

Client ID : Create the custom dimension (1/2)



From the **Admin** screen, select **Custom definitions** for your **GA4** property

# Custom Dimension

Client ID : Create the custom dimension (2/2)

Custom definitions

Quota information

Custom dim

Dimension na

×

Edit custom dimension

Save

Dimension name ?

Client ID

Scope ?

User

Description ?

Unique identifier for each device or browser pair, value of "\_ga" cookie

User property ?

client\_id

User

Property/Parameter

Last changed

Create custom dimensions

Select **Create custom dimensions** button and create it as shown above and click the **Save** button

# GTM Script on Website



# GTM Script

Ensure that your website consists the following script

- Paste this code as high in the <head> of the page as possible.
- Note that **GTM-XXXXXX** is a placeholder in the code below. Replace it with your GTM container id.

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
  })(window,document,'script','dataLayer','GTM-XXXXXX');</script>  
<!-- End Google Tag Manager -->
```

- Additionally, paste this code immediately after the opening <body> tag:

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXXXX"  
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

# End

