



Example #3 of the GA implementation instructions: tracking closed deals in the client's CRM as Google Analytics events.

Case: tracking closed deals in the client's CRM as Google Analytics events.

The business goal

The client sells auto parts on the website and utilizes Zoho CRM, which includes deal statuses "lead" and "sale".

The goal was to track closed deals (when the "lead" status changes to "sale" in CRM), attribute this data with Google Ads campaigns, and use it as a conversion in Google Ads for campaign optimization.

The solution

We implemented the following approach:

- Collect the client ID on the website and use it as a hidden field on the lead form. This allowed us to have the ClientID in CRM.
- Then we instructed the client's developer to use the ClientID in the Measurement Protocol script to send a "signal" to Google Analytics when the deal was closed in the CRM.

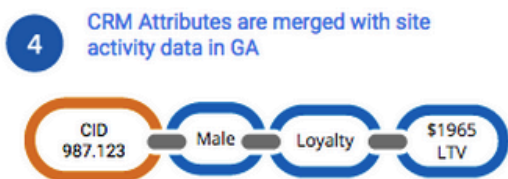
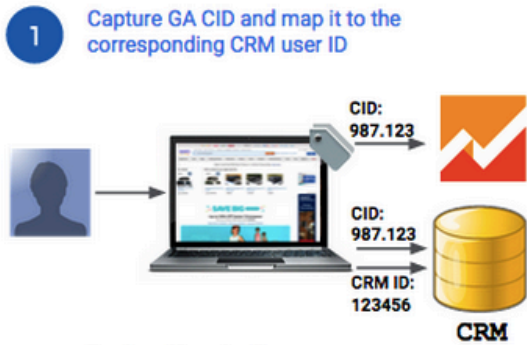
Note: This case is for Universal Analytics(GA4). We have also handled similar projects for Google Analytics 4, where Measurement Protocol tracking became more complex.

How it works

Client ID - is the unique identifier, automatically created by Google Analytics. It identifies a certain browser.

Here is an example of how Client ID looks like: 1123610245.1652861360

1. We capture Google Analytics Client ID(CID) via Google Tag Manager and save it to a cookie(called "*ga_client_id_cookie*"). *This part is completed*(Although, would be great to double-check that we have the client ID in the cookie before step 2).
2. Then we take the CID value from the cookie and put it into the hidden value in the forms that we send to Zoho CRM and/or DB;
3. After the deal is closed(product/service sold), we need to send the HTTP request to Google Analytics via Measurement Protocol. This request needs to include the CID value.
4. After that, Google Analytics will merge its own data with CRM data using the CID identifier.



Capturing GA Client ID

This part *is done* and we store Google Analytics ClientID in the cookie named ***ga_client_id_cookie***.

Although, it would be great to double-check if CID exists in the cookie and looks as in the format below.

The format of the ClientID is a string like that:
1123610245.1652861360

Sending the ClientID to CRM

You need to take the GA Client ID from the cookie(***ga_client_id_cookie***) and keep it in the hidden field in website forms.

(Probably you don't need a hidden field for that and can just take it from the cookie and send it to CRM somehow else with the lead).

When a user submitted a form - we send his CID to our CRM/DB to associate this certain lead with the ClientID.

Sending the data from CRM to Google Analytics

After the deal is closed, we need to take the ClientID, attributed to that lead, and send HTTP-request to the Google Analytics server.

POST /collect HTTP/1.1

Host: www.google-analytics.com

Hit payload:

v=1&t=event&tid=UA-12345678-1&cid=1123610245.1652861360&ec=CRM&ea=Deal%20closed(form%20leads)&el=ab*****cd%40mail.com&cd4=1123610245.1652861360

Parameters

| Parameter | Value | Meaning |
|-----------|-----------------------------|--|
| v | 1 | Version. |
| t | event | The type of hit, "event" in our case. |
| tid | UA-12345678-1 | Google Analytics tracker ID |
| cid | XXXXXXXXXX.YYYYYYYYYY | The dynamic value of the ClientID, that we took from Google Analytics and sent to CRM |
| ec | CRM | Event category, static(in this case) |
| ea | Deal%20closed(form%20leads) | Event action, static(in this case) |
| el | sa*****th@gmail.com | <p>Event Label, the dynamic value.</p> <p>We need to take the user's email and in part before @: - leave the first 2 letters(in the - leave the last 2 letters in - hide other letters using * symbol.</p> <p>Example: Let's say we have a user's email <i>sarahsmith@gmail.com</i></p> <p>We need to send to GA the following value: <i>sa*****th@gmail.com</i></p> |
| cd4 | XXXXXXXXXX.YYYYYYYYYY | <p>Custom Dimension number 4, dynamic.</p> <p>We need to use the same value as for ClientId above</p> |

Google Analytics Event parameters

- Event Category: CRM
- Event Action: Deal closed(form leads)
- Event Label: ab*****cd@mail.com

Links

[Google Analytics - Client ID](#)

[GA and CRM integration\(by Google Analytics\)](#)

[Universal Analytics - Measurement Protocol Overview](#)

[Universal Analytics - Measurement Protocol hits Builder](#)

Want Google Analytics 4 properly configured for your website?

Please, contact me on Upwork, and let's discuss the details!