



Example #2 of the Google Analytics 4  
Strategy(for SaaS service)

# Example of the Google Analytics 4 Strategy

Below, you can see the actual example of a Google Analytics 4 strategy we developed for our client, a SaaS provider specializing in consent management.

Some details and numbers have been altered for privacy reasons, but you can still grasp our approach and attention to detail from it.

Additionally, please be aware that this document includes GTM dataLayers. Typically, we provide these in a separate document during the implementation phase.

If you would like to receive a Google Analytics 4 Strategy, please contact us:

- Submit any contact form on our website: <https://triodox.com/contact/>
- Or simply send an email to [ceo@triodox.com](mailto:ceo@triodox.com)

# Measurement strategy for clientdomain.com

## UTM-tagging plan

**Important note:** Please, **don't use** UTM-tagging in internal links(from \*.clientdomain.com to \*.clientdomain.com).

[UTM-tagging](#) - is adding campaign parameters to destination URL, which helps to track custom campaigns in Google Analytics.

We have the following traffic sources:

- SEO Organic Traffic
- Organic Social Media:
  - Facebook
  - Instagram
  - LinkedIn
  - Twitter
  - Youtube(not yet)
- Paid Ads:
  - Google Ads
  - LinkedIn(not running yet but soon)
  - Reddit(not running yet but soon)
  - Facebook(maybe)
  - Shopify App store
- Affiliate & Partnerships Program
- Email
- App backlinks

## SEO traffic

For organic traffic, we don't need to have UTM-tagging.

## Organic Social Media

Organic Social Media:

- Facebook

- Instagram
- LinkedIn
- Twitter
- Youtube

UTM-parameter	Value	Comments
utm_source	One of the following: <ul style="list-style-type: none"> <li>● facebook</li> <li>● instagram</li> <li>● linkedin</li> <li>● twitter</li> <li>● youtube</li> <li>● shopify-growth-community</li> </ul>	Source, in lowercase.
utm_medium	social	Medium, in lowercase.
utm_campaign	campaign-name	You can use the name/id of a post, video, tweet here.

## Paid Ads

We will have the following PPC sources:

- Google Ads
- LinkedIn
- Reddit
- Facebook
- Shopify App store

### Google Ads

For Google Ads, we don't need to use UTM-tagging.

But we need:

- Connect Google Analytics and Google Ads accounts;
- Make sure [auto-tagging](#) is enabled in Google Ads.

## Other Paid Sources

UTM-parameter	Value	Comments
utm_source	Use one of the following: <ul style="list-style-type: none"><li>• linkedin</li><li>• reddit</li><li>• facebook</li><li>• instagram</li><li>• shopify-app-store</li></ul>	Source, in lowercase.  In case of using a new source - add this to the list in lowercase.
utm_medium	cpc	Medium, in lowercase.
utm_campaign	campaign-name	You can use the name of the paid campaign here

## Affiliate & Partnerships Program

UTM-parameter	Value	Comments
utm_source	\${affiliate.id}	The dynamic parameter allows analysis of the traffic from certain affiliates
utm_medium	tapaffiliate	The static parameter will allow us to see all affiliate traffic.
utm_campaign	Affiliate campaign id	Affiliate campaign id

## Email

UTM-parameter	Value	Comments
utm_source	newsletter	Traffic source, in lowercase
utm_medium	email	The static parameter will allow us to see all email traffic.
utm_campaign	newsletter-july-24	Email campaign, dynamic

## Backlinks (Referral)

UTM-parameter	Value	Comments
utm_source	One of the following: <ul style="list-style-type: none"><li>• ppa</li><li>• tos</li><li>• cba</li></ul>	The type of the backlink, based on placement: <ul style="list-style-type: none"><li>• Privacy Policy</li><li>• in the Terms of Service</li><li>• in the Cookie Manager</li></ul>
utm_medium	<ul style="list-style-type: none"><li>• backlink</li></ul>	The static parameter will allow us to see all affiliate traffic.
utm_campaign	<ul style="list-style-type: none"><li>• poweredby</li></ul>	Campaign name
hsa_acc	<ul style="list-style-type: none"><li>• 7041263711</li></ul>	HubSpot Account Name
hsa_cam	<ul style="list-style-type: none"><li>• TBD</li></ul>	To be provided by Brian

# Users' actions

Following actions should be measured as Google Analytics events:

- Pageviews(for React SPA)
- User created an account(Registration)
- User logged in(Login)
- User canceled account
- Dashboard - Start
- Upgrade Plan
- Downgrade Plan
- Onboarding - Start
- Onboarding - Finished
- Signups:
  - Cookie Banner
  - Privacy Policy (Free Plan)
  - Privacy Policy (Paid Plan)
  - Terms of Service (Free Plan)
  - Terms of Service (Paid Plan)
  - [Create Account Generic](#) (No onboarding)
- Funnels

## Funnel 1: Cookie banner

- Step 1: Banner Design
- Step 2: Banner Configuration
- Step 3: Banner text
- Step 4: No, thanks, I am done
- Step 5: About your website
- Step 6: Sign Up or Login(?)

## Funnel 2: Privacy Policy(Free Plan)

- Step 1: Company Info
- Step 2: Policy Style
- Step 3: Privacy Laws
- Step 4: No, thanks, I am done
- Step 5: About your website
- Step 6: Sign Up or Login(?)

### Funnel 3: Privacy Policy(Paid Plan)

- Step 1: Company Info
- Step 2: Policy Style
- Step 3: Privacy Laws
- Step 4: Regions
- Step 5: Website Cookies
- Step 6: Personal Data
- Step 7: Special Data
- Step 8: Usage information
- Step 9: Google Analytics
- Step 10: Minimum Age
- Step 11: No, thanks, I am done
- Step 12: Sign Up or Login(?)

### dataLayers for GTM-events tracking

[DataLayer](#) - is the JavaScript object, which we can use to pass the information from the website to Google Tag Manager and then use it for GTM tags, triggers, and variables.

We need to use it to send information about events on the website and their parameters.

**Note:** please, run the `dataLayer.push(...)` codes **after** Google Tag Manager basic snippet for all dataLayers below.



## Page viewed(React SPA)

We have React SPA(single-page application) on the sub-domain <https://app.clientdomain.com/>.

This means that Google Analytics isn't tracking pageviews by default(as on "normal" websites), and we need to simulate this.

### Google Tag Manager dataLayer

Run the following JavaScript-code when the URL changes on a single-page application.

Include this code *after* basic Google Tag Manager snippet(but before other dataLayer events):

```
dataLayer.push({'event': 'pageViewed', 'dlPageURL':'https://app.clientdomain.com/login',  
'dlPagePath': '/login', 'dlPageTitle': 'Ezzz - Login'});
```

Parameters:

dataLayers parameter name	Meaning and value
event	pageViewed Event name, static.
dlPageURL	The full URL of the viewed page(including port, hostname, page path, query string, hash string).
dlPagePath	Page Path, For example: /login
dlPageTitle	The title of the page

## User created an account(Registration)

### Google Analytics event configuration

Event Category	Account
Event Action	User registered
Event Label	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user successfully created an account:

```
dataLayer.push({'event': 'UserRegistered', 'dlRegistrationMethod':'Google',  
'dlUserId':'df213j234h234'});
```

Parameters:

dataLayers parameter name	Meaning and value
event	<i>UserRegistered</i> Event name, static
dlRegistrationMethod	Dynamic value of the registration method, for example: <ul style="list-style-type: none"><li>• Google</li><li>• Facebook</li><li>• Email</li><li>• Shopify</li></ul>
userId	Dynamic, unique user identifier(we shouldn't use email here).

User logged-in

### Google Analytics event configuration

Event Category	Account
Event Action	User logged-in
Event Label	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user logged-in:

```
dataLayer.push({'event': 'UserLoggedIn', 'dlRegistrationMethod':'Google',  
'userId':'df213j234h234'});
```

Parameters:

dataLayers parameter name	Meaning and value
event	<i>UserLoggedIn</i> Event name, static
dlRegistrationMethod	Dynamic value of the registration method, for example: <ul style="list-style-type: none"><li>● Google</li><li>● Facebook</li><li>● Email</li><li>● Shopify</li></ul>
userId	Dynamic, unique user identifier(we shouldn't use email here).

User canceled an account

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User canceled an account
<b>Event Label</b>	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user canceled an account:

```
dataLayer.push({'event': 'UserCanceledAccount', 'dlUserId':'df213j234h234'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>UserCanceledAccount</i> Event name, static
dlUserId	Dynamic, unique user identifier(we shouldn't use email here).

User started using the dashboard

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User started using the dashboard
<b>Event Label</b>	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user started using dashboard:

```
dataLayer.push({'event': 'DashboardStart', 'userId':'df213j234h234'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>DashboardStart</i> Event name, static
userId	Dynamic, unique user identifier(we shouldn't use email here).

User upgraded plan

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User upgraded plan
<b>Event Label</b>	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user upgraded plan:

```
dataLayer.push({'event': 'UpgradedPlan', 'userId':'df213j234h234'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>UpgradedPlan</i> Event name, static
userId	Dynamic, unique user identifier(we shouldn't use email here).

User downgraded plan

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User downgraded plan
<b>Event Label</b>	User ID: {{dlUserId}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user downgraded plan:

```
dataLayer.push({'event': 'DowngradedPlan', 'userId': 'df213j234h234'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>DowngradedPlan</i> Event name, static
userId	Dynamic, unique user identifier(we shouldn't use email here).

User started onboarding

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User started onboarding
<b>Event Label</b>	{{Page URL}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed when user started onboarding:

```
dataLayer.push({'event': 'OnboardingStarted'});
```

Parameters:

dataLayer parameter name	Meaning and value
event	<i>OnboardingStarted</i> Event name, static



User finished onboarding

### Google Analytics event configuration

<b>Event Category</b>	Account
<b>Event Action</b>	User finished onboarding
<b>Event Label</b>	{{Page URL}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user finished onboarding:

```
dataLayer.push({'event': 'OnboardingFinished'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>OnboardingFinished</i> Event name, static

## Signups

Types of signups:

- Cookie Banner
- Privacy Policy (Free Plan)
- Privacy Policy (Paid Plan)
- Terms of Service (Free Plan)
- Terms of Service (Paid Plan)
- [Create Account Generic](#) (No onboarding)

### Google Analytics event configuration

<b>Event Category</b>	Signup
<b>Event Action</b>	Signup Type: {{dlSignupType}}
<b>Event Label</b>	{{Page URL}}

### Google Tag Manager dataLayer

Run the following JavaScript code when a user successfully signed up.

Include this code *after* basic Google Tag Manager snippet:

```
dataLayer.push({'event': 'Signup', 'dlSignupType': 'Cookie Banner', 'dlSignupPlan': 'Starter Plan', 'dlSignupMethod': 'Google', 'dlPageURL': 'https://app.clientdomain.com/onboarding'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>Signup</i> Event name, static.
dlSignupType	The type of signup, dynamic: <ul style="list-style-type: none"><li>● Cookie Banner</li><li>● Privacy Policy (Free Plan)</li><li>● Privacy Policy (Paid Plan)</li><li>● Terms of Service (Free Plan)</li><li>● Terms of Service (Paid Plan)</li><li>● Create Account Generic</li></ul>
dlSignupPlan	Plan, for example, “Starter Plan”

dlSignupMethod	The way of signup, for example: <ul data-bbox="873 275 1052 407" style="list-style-type: none"><li>● Google</li><li>● Facebook</li><li>● Shopify</li><li>● Email</li></ul>
dlPageURL	The URL(including port and domain name), where the signup event was registered:  Example: <a href="https://app.clientdomain.com/onboarding">https://app.clientdomain.com/onboarding</a>

## Paid trial started

### Google Analytics event configuration

<b>Event Category</b>	Paid trial started
<b>Event Action</b>	New billing plan: {{dINewBillingPlan}}
<b>Event Label</b>	{{Page URL}}

### Google Tag Manager dataLayer

Run the following JavaScript code when a user successfully signed up.  
Include this code *after* basic Google Tag Manager snippet:

```
dataLayer.push({'event': 'PaidTrialStarted', 'dINewBillingPlan': '...New billing plan name...',  
dIPageURL: 'https://app.clientdomain.com/some-dynamic-URL'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>PaidTrialStarted</i> Event name, static.
dINewBillingPlan	The billing plan that user is signing up
dIPageURL	The URL(including port and domain name), where the event was registered:  Example: https://app.clientdomain.com/some-dynamic-URL

## Funnel 1: Cookie banner

We need to track the following steps in this funnel:

**Step 1:** Banner Design

**Step 2:** Banner Configuration

**Step 3:** Banner text

**Step 4:** No, thanks, I am done

**Step 5:** About your website

**Step 6:** Sign Up or Login

<b>Event Category</b>	Funnel 1: Cookie banner
<b>Event Action</b>	Funnel step: {{dlFunnelStepName}}
<b>Event Label</b>	{{Page URL}}

### Google Tag Manager dataLayer

Following JavaScript-code should be executed after user successfully passed the funnel step:

```
dataLayer.push({'event': 'FunnelStepPassed', 'dlFunnelName': 'Cookie Banner', 'dlFunnelStepName': 'Banner Design'});
```

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	FunnelStepPassed Event name, static
dlFunnelName	The name of the Funnel: <i>Funnel 1: Cookie banner</i>
dlFunnelStepName	The name of the funnel step, for example: <ul style="list-style-type: none"><li>• <i>Banner Design</i></li><li>• <i>Banner text</i></li></ul>

## Funnel 2: Privacy Policy(Free Plan)

**Step 1:** Company Info

**Step 2:** Policy Style

**Step 3:** Privacy Laws

**Step 4:** No, thanks, I am done

**Step 5:** About your website

**Step 6:** Sign Up or Login

Event Category	Funnel 2: Privacy Policy(Free Plan)
Event Action	Funnel step: {{dlFunnelStepName}}
Event Label	{{Page URL}}

Following JavaScript-code should be executed after user successfully the funnel step:

```
dataLayer.push({'event': 'FunnelStepPassed','dlFunnelName':'Privacy Policy(Free Plan)','dlFunnelStepName':'Banner Design'});
```

### Google Tag Manager dataLayer

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	FunnelStepPassed Event name, static
dlFunnelName	The name of the Funnel: <i>Funnel 2: Privacy Policy(Free Plan)</i>
dlFunnelStepName	The name of the funnel step, for example: <ul style="list-style-type: none"><li>• <i>Banner Design</i></li><li>• <i>Banner text</i></li></ul>

## Funnel 3: Privacy Policy(Paid Plan)

**Step 1:** Company Info

**Step 2:** Policy Style

**Step 3:** Privacy Laws

**Step 4:** Regions

**Step 5:** Website Cookies

**Step 6:** Personal Data

**Step 7:** Special Data

**Step 8:** Usage information

**Step 9:** Google Analytics

**Step 10:** Minimum Age

**Step 11:** No, thanks, I am done

**Step 12:** Sign Up or Login

Event Category	Funnel 3: Privacy Policy(Paid Plan)
Event Action	Funnel step: {{dlFunnelStepName}}
Event Label	{{Page URL}}

Following JavaScript-code should be executed after user successfully the funnel step:

```
dataLayer.push({'event': 'FunnelStepPassed', 'dlFunnelName': 'Privacy Policy(Paid Plan)', 'dlFunnelStepName': 'Policy Style'});
```

### Google Tag Manager dataLayer

Parameters:

<b>dataLayers parameter name</b>	<b>Meaning and value</b>
event	<i>FunnelStepPassed</i>
dlFunnelName	The name of the Funnel: <i>Funnel 2: Privacy Policy(Free Plan)</i>
dlFunnelStepName	The name of the funnel step, for example: <ul style="list-style-type: none"><li>• <i>Special Data</i></li><li>• <i>Google Analytics</i></li></ul>

## Blog content reading tracking

- Article author
- Percent reading tracking

Event Category	Blog reading
Event Action	{{htmlAuthorName}}: {{Page Title}}
Event Label	Percent viewed: {{Scroll Depth Threshold}}


## Blog Call-to-action clicks tracking

Event Category	Blog CTA clicks
Event Action	{{htmlAuthorName}}: {{Page Title}}
Event Label	CTA clicked: {{Click URL}}



## Google Analytics Goals

- Sign up:
  - Cookie banner
  - Privacy Policy(Free Plan)
  - Privacy Policy(Paid Plan)

 Fix your global site tag issues +2.3%

**Make sure you don't miss any conversions by fixing your global site tag issues**

Your global site tag (gtag.js) or Google Tag Manager tag should be on every page so that it can identify the user or click originating from the landing page URL. Since you may need to change which landing pages your ads point to at any time, placing a tag on every page of your site ensures the best possible conversion tracking as your ads evolve.

*Recommended because your global site tag setup may be incorrect or incomplete* ⓘ

[BACK TO RECOMMENDATIONS](#) [DISMISS ALL](#)

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Issue

Over 10% of your pages do not have gtag.js or a Google Tag Manager tag [GET STARTED](#) ×

<https://support.google.com/google-ads/answer/9148089>

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