



Example #4 of the Google Analytics 4
Strategy(for service provider marketplace)

Example of the Google Analytics 4 Strategy

Below, you can see a real example of a Google Analytics 4 Strategy that we created for our client: a website for finding and booking local workers in UK.

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

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

Google Analytics 4 Strategy

Actions that we need to track in GA4

- Whatsapp button clicks
- LiveChat button clicks
- Phone number button clicks
- Forms submissions

Whatsapp button clicks

Mark as conversion in GA4: Yes

Event name: whatsapp_button_clicked

Parameter name	Parameter Value
whatsapp_number	The dynamic number in the Whatsapp link. Now used only one, but other numbers may be added in the future.
page	Tracked automatically by GA4

LiveChat button clicks

Mark as conversion: Yes

Event name: livechat_button_clicked

Parameter name	Parameter Value
page	Tracked automatically by GA4

Phone number button clicks

Mark as conversion: Yes

Event name: phone_number_button_clicked

Parameter name	Parameter Value
phone_number	Phone number in the link, dynamic
page	Tracked automatically by GA4

Forms submissions

Mark as conversion: Yes

1. Booking form: <https://www.website-example.com/availability.php>
2. Quick quote form: bottom of all pages of the main website
3. Join the team form: <https://www.website-example.com/join-the-team>
4. Application form: <https://www.website-example.com/join-application>
5. Landing page 1 form (example parameters in URLs):
<https://www.website-example.com/plmb-services/566/72>
<https://www.website-example.com/drng-services/322/75>
<https://www.website-example.com/hndmn-services/254/80>
<https://www.website-example.com/electrical-services/665/72>
6. Landing page 2 form:
<https://www.website-example.com/plmb-services-v2>
<https://www.website-example.com/electrical-services-v2>
<https://www.website-example.com/hndmn-services-v2>
<https://www.website-example.com/drainage-services-v2>

Form type	Event name
Booking form	form_submitted_booking
Quick quote form	form_submitted_quick_quote
Join the team form	form_submitted_join_the_team
Application form	form_submitted_application

Landing page 1 form	form_submitted_landing_page_1
Landing page 2 form	form_submitted_landing_page_2

UTM-tagging

UTM tagging helps properly identify traffic from different Ad sources.

To use this feature, you need to add a few parameters to the URL.

For example, for Facebook, it may look like that:

https://www.website-example.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=april-2023-test-campaign

Traffic sources where we need UTM-tagging:

- Email
- Facebook
- Twitter
- LinkedIn

Traffic source	utm_source	utm_medium	utm_campaign	utm_content
Email	Mailjet (Mailjet settings, automatically)	email (Mailjet settings, automatically)	[[CAMPAIGN_TITLE]] (Mailjet settings, automatically)	
Facebook communities	facebook	social		
Facebook Ads	facebook	cpc	Facebook Campaign name	Might be used to identify certain ad/creative if GA reports. Optional
Bing Ads	bing	cpc	Bing Campaign name	Might be used to identify certain ad/creative if GA reports. Optional
Twitter	twitter	social		
LinkedIn	linkedin	social		

How to create UTM-tagged links

Some tools (let's say, email-sending tools) have built-in features for UTM-tagging.

For other cases, you need to create links manually, using templates from the table above and [Google's Campaign URL builder](#):

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

<input type="text" value="website URL *"/> https://www.example.com/	Use the link to the actual Landing Page here
<small>The full website URL (e.g. https://www.example.com)</small>	
<input type="text" value="campaign ID"/> <small>The ads campaign id.</small>	
<input type="text" value="campaign source *"/> facebook	Change value for utm_source parameter here
<small>The referrer (e.g. google, newsletter)</small>	
<input type="text" value="campaign medium *"/> cpc	Change value for utm_medium parameter here
<small>Marketing medium (e.g. cpc, banner, email)</small>	
<input type="text" value="campaign name *"/> april-2023-test-campaign	Change value for utm_campaign parameter here
<small>Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.</small>	
<input type="text" value="campaign term"/> <small>Identify the paid keywords</small>	
<input type="text" value="campaign content"/> <small>Use to differentiate ads</small>	

Notes about UTM-tagging

- UTM-tagging is case-sensitive: "Facebook", "facebook" and "faceBook" will be considered as different sources in Google Analytics. For simplicity, you can use lowercase everywhere in UTM-tags.

Facebook Pixel tracking

Actions that we need to track in Facebook Pixel

- Whatsapp button clicks
- LiveChat button clicks
- Phone number button clicks
- Forms submissions

Action	Custom event naming in Facebook
Whatsapp button clicks	WhatsAppClick
LiveChat button clicks	LiveChatClick
Phone number button clicks	PhoneNumberClick
Forms submissions	FormSubmission

Notes

- We don't use custom parameters for Facebook events.
- We don't segregate Facebook forms in events, as we do for Google Analytics 4.

Links

[Facebook tracking for custom events](#)

[Google Analytics URL Builder](#)

Do you want the same results for yourself?

Let's discuss your needs!

Please feel free to contact us in one of the following ways:

- Submit a contact form on our website at https://triodox.com/contact/?utm_source=pdf&utm_medium=case&utm_campaign=ga-strategy
- Alternatively, you can directly email us at ceo@triodox.com