

How can we help you today?

Analytics | How to track widget drop off using Google Analytics?

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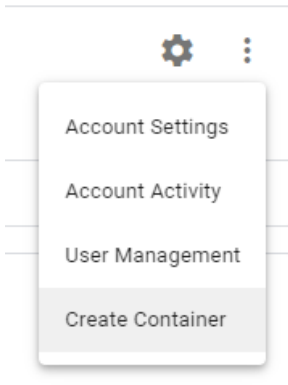
This guide will show how to trigger events for each of the widget steps. In turn, these events, will be used for sending page views for Google Analytics.

Before we start...

It is important that your widget is embedded in a standard way. If it uses the IFrame method, you won't get correct sources for bookings.

1. Create a new GTM Container

Log in to your Tag Manager account at tagmanager.google.com (<http://tagmanager.google.com>), where you will be presented with a list of your current Containers. Click on the three dots at the top right hand corner and choose 'Create Container'.



Enter a Container name of your choice and choose the "Web" type.

←

Create Container

Container name

www.restaurant.com

Target platform



Web
For use on desktop and mobile web pages

✓



iOS
For use in iOS apps



Android
For use in Android apps



AMP
For use in Accelerated Mobile Pages

Create

Cancel

Click Create and you should see the code Google Tag Manager wants you to embed. We won't need the whole code, so you can close this window.

Instead, copy the ID that is shown on the top right corner which will look something like this GTM-xxxxxx.

2. Add the Google container ID to your diary settings

Note the ID of your new Container (GTM-xxxxxx) and in your diary go to:

Settings > Reservations > Widget Tracking

Choose Tag Manager as the Tracking Type and enter the ID of your new container:

GOOGLE ANALYTICS TRACKING

CONVERSION TRACKING

Settings / Widget Tracking

Widget Tracking

GOOGLE ANALYTICS TRACKING

Trigger widget tracking at each step of the booking process.

Google Analytics Type

Please Select

CONVERSION TRACKING

Trigger widget tracking only on the confirmation page.

Google AdWords ID

Google AdWords Label

Facebook Ads ID (pixel)

627227292

Twitter Ads ID

3. Create custom variables

Return to Google Tag Manager and click on the newly created Container in your Containers list to go to the Container workspace.

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace

Search

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag

Choose from over 50 tag types.

Add a new tag

Description

Edit description

Workspace Changes

Now

Default

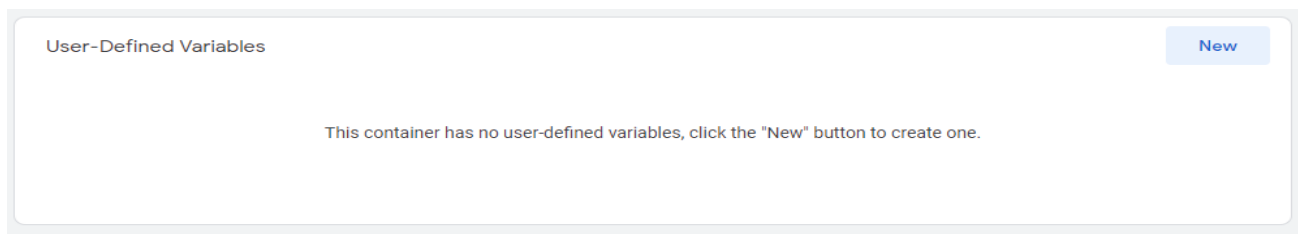
Workspace

0

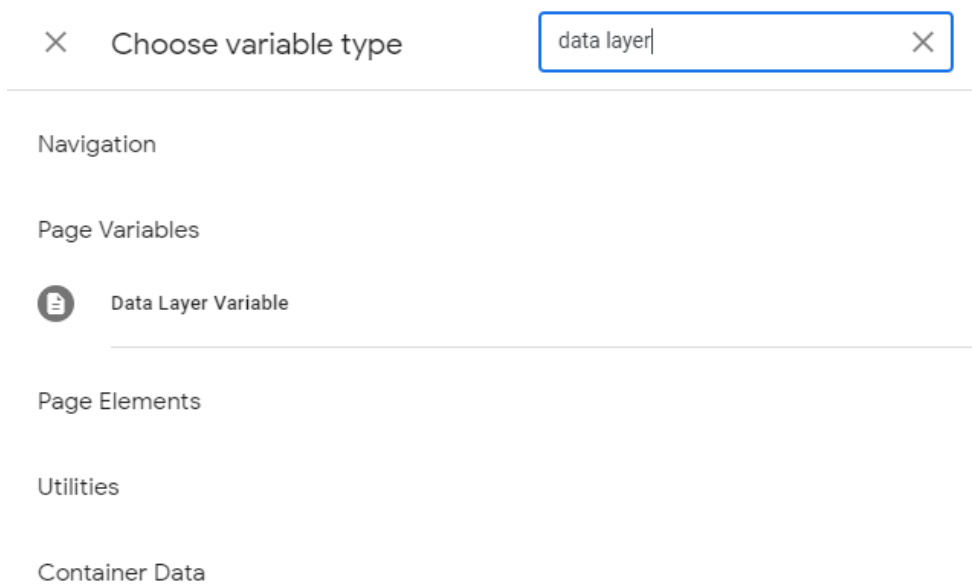
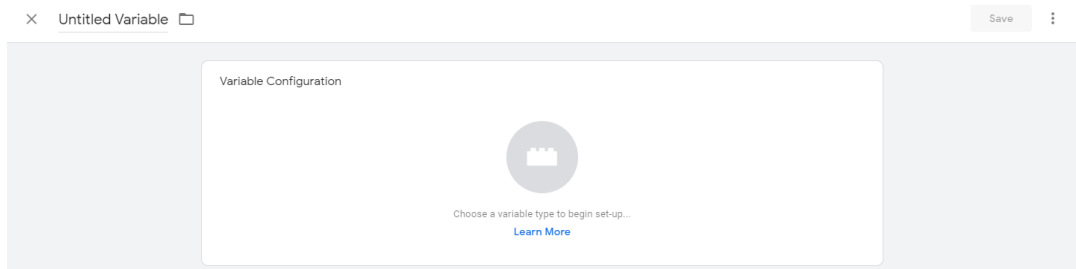
Modified

Manage

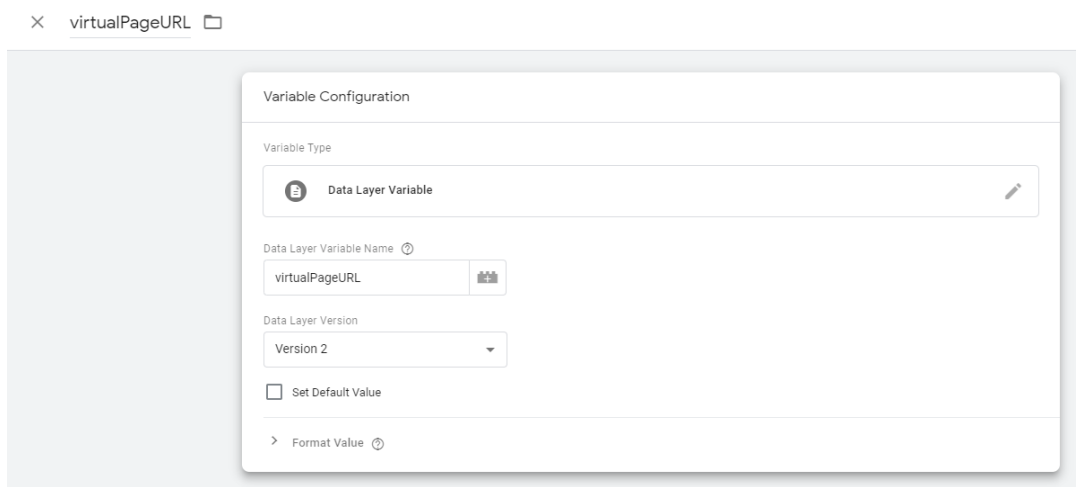
On the left-hand sidebar, click on Variables and then click on the New button in the User-Defined Variables section:



Then click on the icon in the Variable Configuration section and choose a Data Layer Variable from the list of variable types:



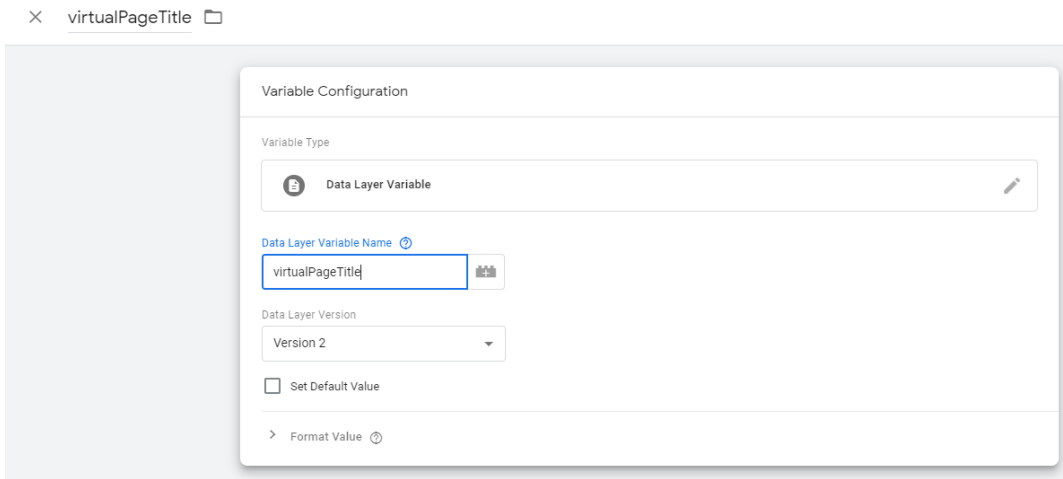
Then configure the variable as follows:



(click on the image to zoom in)

Important: variable names are case sensitive.

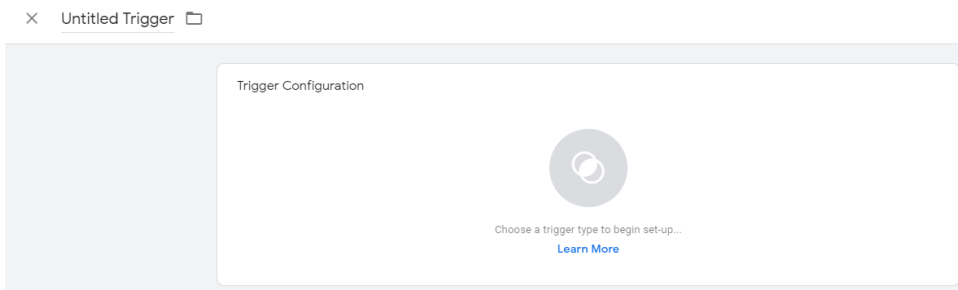
Repeat the steps above to create a second custom variable named "virtualPageTitle".



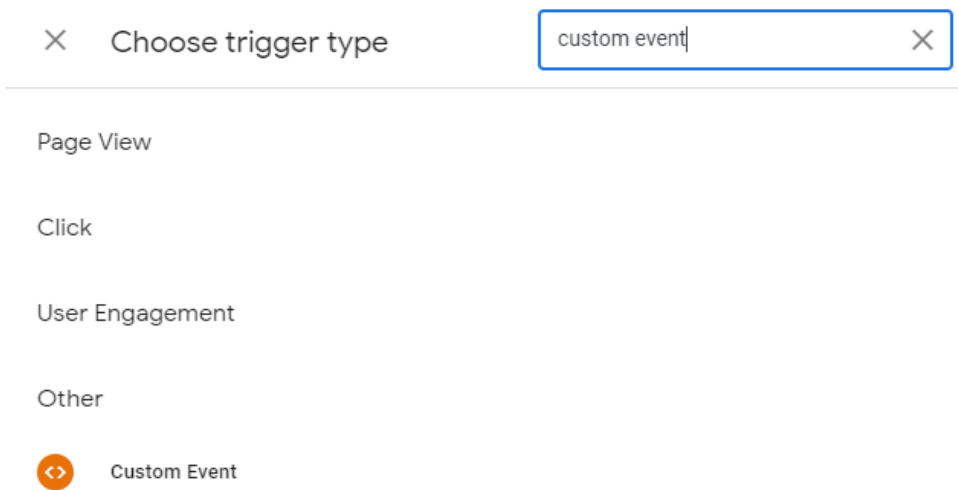
(click on the image to zoom in)

4. Create a custom trigger

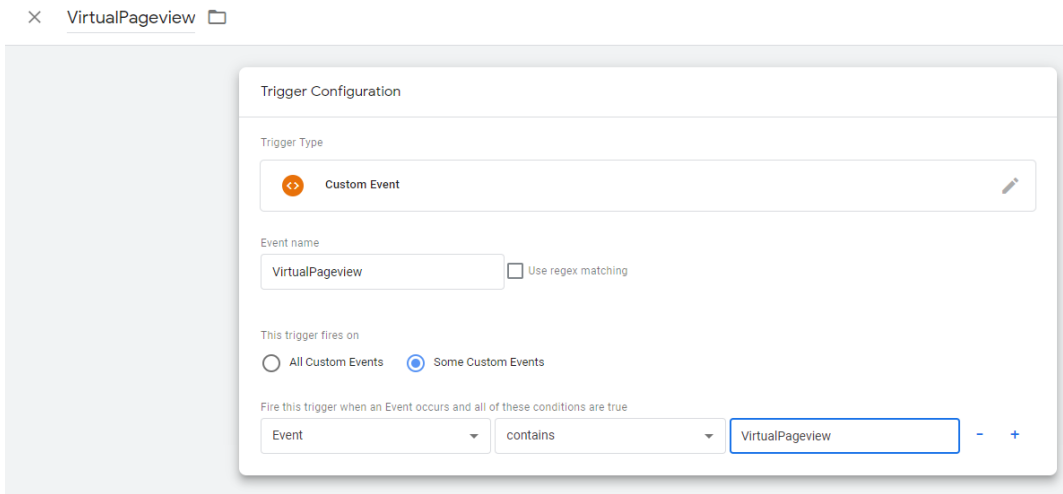
On the left-hand sidebar, click on the Triggers section, then click on the New button and, finally, click on the icon in the Trigger Configuration section:



Choose Custom Event from the list:



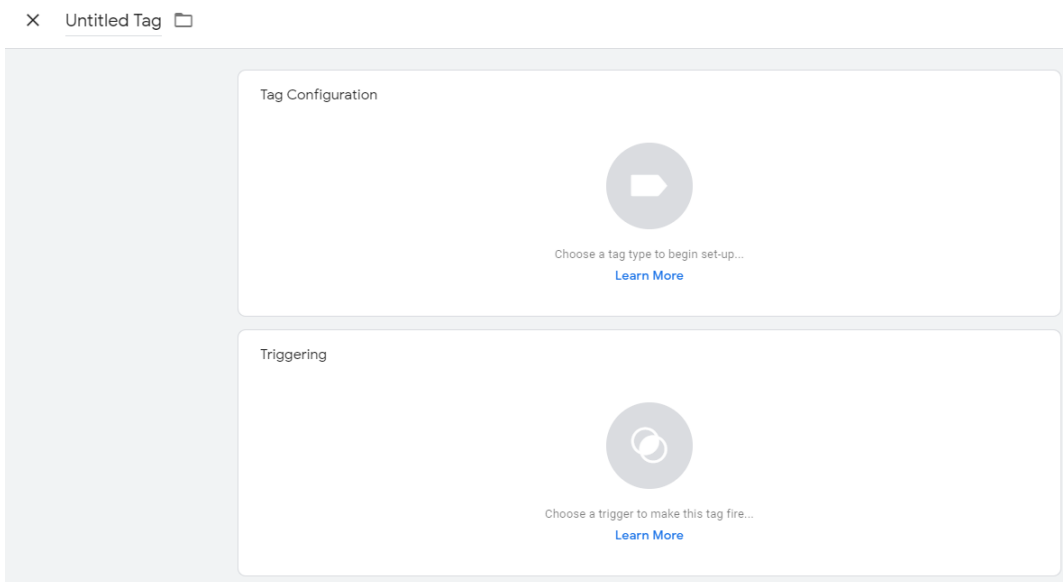
Complete the configuration as follows:



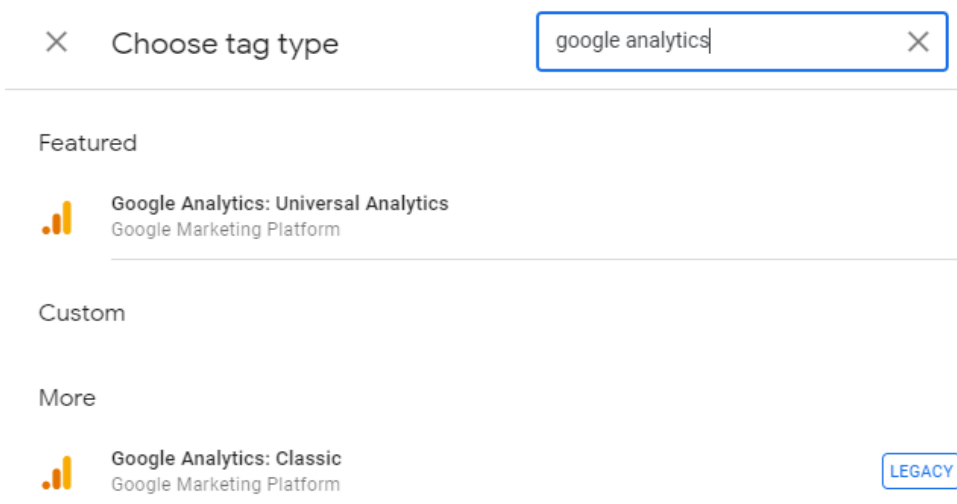
(click on the image to zoom in)

5. Create a new tag

On the left-hand sidebar, click on Tags then click on the New button and, finally, click on the icon in the Tag Configuration section:



Select Universal Analytics from the Tag Types list:



Configure the tag as below, selecting 'New variable...' from the Google Analytics settings dropdown.

Tag Configuration

Tag Type


Google Analytics: Universal Analytics
 Google Marketing Platform

Track Type

Pageview ▼

Google Analytics settings ?

Select Settings Variable... ▼
 Select Settings Variable...

 New Variable...

Configure the new variable as follows, entering your own Analytics Tracking ID:

Important: please specify the actual Analytics Tracking ID (not a user-defined variable) e.g UA-XXXXXXX

× Virtual Page View

Variable Configuration

Variable Type


 Google Analytics settings

Tracking ID ?

UA-XXXXX-X

Cookie Domain ?

auto

More Settings

Fields to Set

Field Name	Value
page	{{virtualPageURL}}
title	{{virtualPageTitle}}

+ Add Field

(click on the image to zoom in)

Finally, click on the Triggering icon and choose the custom VirtualPageview trigger created earlier:

Triggering

Firing Triggers


VirtualPageview
 Custom Event

6. Preview and test

Click on the Preview button in the Tag Manager workspace and then, in another browser window, load the page that contains the widget to be tested. Create a booking in the widget. As you proceed through the booking process, you should see that a Virtual Page View event is fired on each page:

The image shows a preview of the ResDiary widget and the Google Tag Manager interface. The widget is a pink-themed interface for booking a party. It includes a header with the ResDiary logo, a date selector set to '6 December 2017', a user count of '2', and a clock icon showing '12:15'. Below the header is a 'Party Size' input field with the value '2'. The main content area displays a calendar for December 2017, with the 6th highlighted in red. The Google Tag Manager interface is visible below the widget, showing the 'Tags' tab. The 'Summary' section lists four events: '4 Window Loaded', '3 DOM Ready', '2 VirtualPageview', and '1 Page View'. The 'Tags Fired On This Page:' section shows a 'Virtual Page View' tag fired once by Universal Analytics.

The widget has been configured to send virtualPageURLs and virtualPageTitles on each page as follows:

virtualPageURL	virtualPageTitle
/resdiary-widget/venueSelection	Select a venue
/resdiary-widget/initial	Select covers, date and time
/resdiary-widget/promotion	Select a promotion
/resdiary-widget/contact	Enter contact details
/resdiary-widget/confirmation	Confirm booking request details
/resdiary-widget/success	Booking was successful
/resdiary-widget/payment	Enter credit card details
/resdiary-widget/error	Error details

7.a. Set up Google Analytics goal with custom success page

Either do the A or B version of this step as it applies to different cases.

This case applies if you have a custom success page specified on your widget. You can check that by logging in to your diary -> Promotion -> Widget Configurator -> Edit Theme of your widget -> see if "Use custom success page" option is checked. If it is and custom success page url is specified use this version.

Go to your google analytics property > admin panel > Goals > create a new goal with the following parameters:

✓

Goal set-up

Edit

Template: *Reservations*

✓

Goal description

Edit

Name: *Booking Success (funnel)*

Goal type: *Destination*

3

Goal details

Destination

Regular expression

resdiary\widget\success

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value

optional

OFF

Assign a monetary value to the conversion.

Funnel

optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Named	Screen/Page	Required?
1	Select covers, date and time	resdiary\widget\initial	NO
2	Select promotion (optional)	resdiary\widget\promotion	✕
3	Enter contact details	resdiary\widget\contact	✕
4	Confirm booking request details	resdiary\widget\confirmation	✕
5	Enter credit card details (optiona	resdiary\widget\payment	✕

+ Add another Step

(click on the image to zoom in)

7.b. Set up Google Analytics goal without a custom success page

Either do the A or B version of this step as it applies to different cases.

This case applies if you don't have a custom success page specified on your widget. You can check that by logging in to your diary -> Promotion -> Widget Configurator -> Edit Theme of your widget -> see if "Use custom success page" option is unchecked. If it is use this version.

Go to your google analytics property > Admin panel > Goals > create a new goal with the following parameters:

✓

Goal set-up

Edit

Custom

✓

Goal description

Edit

Name: *Booking Success (funnel)*
Goal type: *Destination*

3

Goal details

Destination

Regular expression
booking-successful
☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF
Assign a monetary value to the conversion.

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Named	Screen/Page	Required?
1	Select covers, date and time	resdiary\-\widget\initial	☒ YES
2	Select promotion (optional)	resdiary\-\widget\promotion	☐
3	Enter contact details	resdiary\-\widget\contact	☐
4	Confirm booking request details	resdiary\-\widget\confirmation	☐
5	Enter credit card details (optiona	resdiary\-\widget\payment	☐

+ Add another Step

Verify this Goal
See how often this Goal would have converted based on your data from the past 7 days.

Save
Cancel

(click on the image to zoom in)

The only thing you will need to change is the URL path of your custom success page you have on your widget settings. You don't need to include the full URL, just the page path e.g. "www.restaurant.com/booking-successful (<http://www.restaurant.com/booking-successful>)," would be just "booking-successful".

8. Funnel visualisation

Please give it at least a few days for Google Analytics to gather enough customer data.

Go to your analytics dashboard -> Conversions -> Goals -> Funnel Visualisation -> make sure to select your goal.

You should see something similar to this:

