

GA4 Configuration in GTM

Google Tag Manager allows you to set up and manage GA4 events all in one place. To send event data from Google Tag Manager to GA4, you need two tags that work together:

Google Analytics: GA4 Configuration

The GA4 Configuration tag ensures data flow from your website to Google Analytics.

Create one configuration tag on every page where you want to collect analytics data.

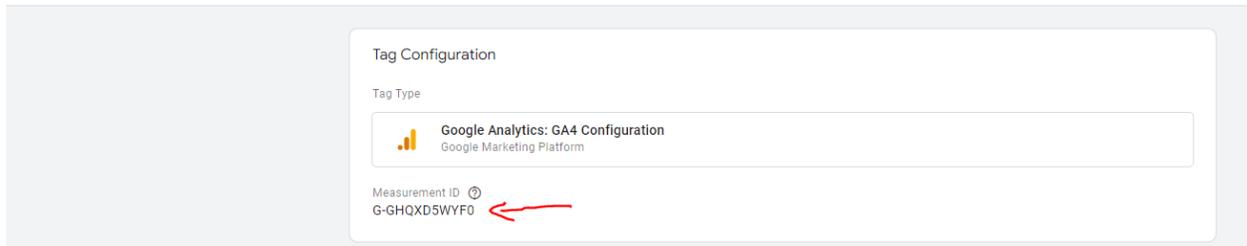
Step 1: Create a GA4 Configuration tag

Start by creating a Google Analytics: GA4 Configuration tag to send data to your Analytics property.

1. In Google Tag Manager, click Tags > New.
2. Enter a name for the tag at the top (e.g., "GA4 Configuration - example.com").
3. In the Tag Configuration box, select Google Analytics: GA4 Configuration.
4. Configure your tag:
 - In the field Measurement ID, enter your "G-" ID.
 - Keep the Send a page view event when this configuration loads option checked to automatically send pageview events.
 - Custom properties: Add any custom user properties that you'd like to configure in User Properties.

Note: Analytics automatically collects some user dimensions so you don't have to define user properties for them. You can set up to 25 additional user properties per Google Analytics 4 property.

GA4 - All Page  



You can find your measurement ID in GA4 property under 'Admin' section under 'Data Streams'.

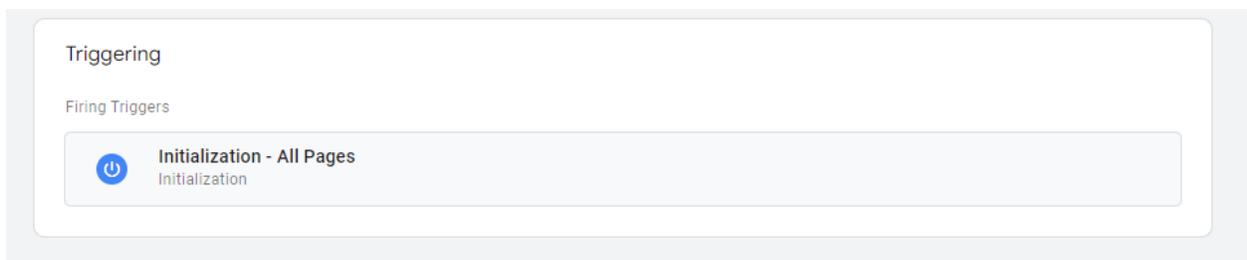
You can find your measurement ID in the 'Admin' section under '*Data Streams*'.

STREAM URL	STREAM NAME	MEASUREMENT ID
https://[REDACTED].com	[REDACTED]	G-TXKT959827 
STREAM ID	STATUS	
2149110952	No data received in past 48 hours. Learn more	

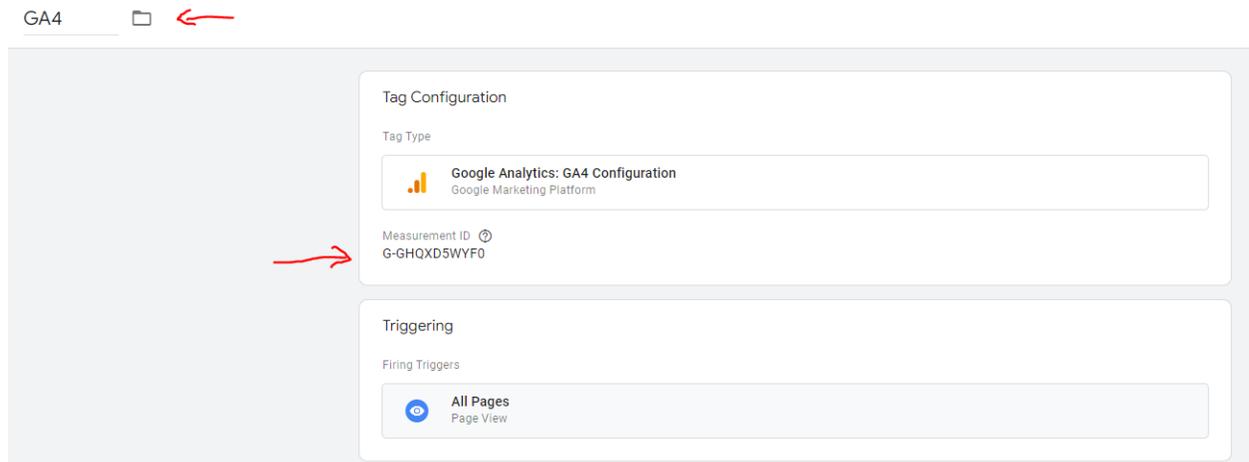
Step 2: Create a trigger

Next, set up a trigger to load the **Google Analytics: GA4 Configuration** when someone loads your website.

1. To ensure that the **Google Analytics 4 Configuration** tag fires before other triggers, click **Triggering** and use the **Initialization - All pages** trigger. Learn more about Page triggers.
2. Save the tag configuration.



Configuration must match below:



Google Analytics: GA4 Event – Custom Events using GTM

The GA4 Event tag lets you set up events on your website without writing code. The event data shows up in your GA4 reports.

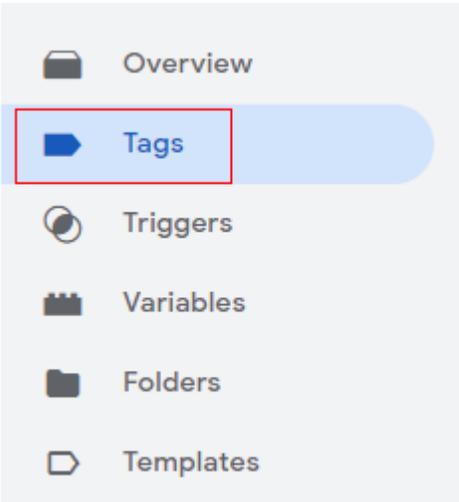
Create as many event tags as you need to measure your recommended or custom events.

To set up an event using Google Tag Manager, you will configure a Google Analytics: GA4 Event tag and then create a trigger that specifies when you want to send the event.

The following steps show you how to send a custom event to a Google Analytics 4 property when a user clicks a button to sign up for your newsletter. The steps show you how to implement the event using Tag Manager and don't require you to implement a data layer object.

Create a GA4 Event tag – Conversion

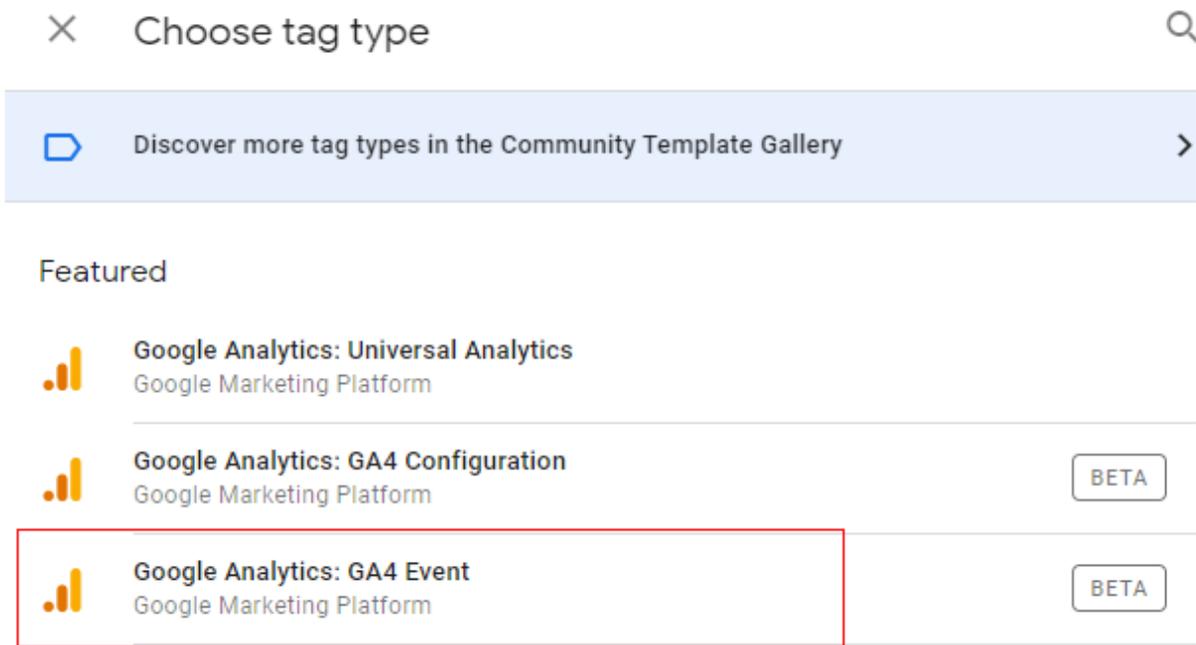
STEP-1: click on 'Tags' in the left-hand side menu:



Step-2: Click on the 'New' button to create a new tag:

Step-3: Name your tag 'GA4 Conversion Event' and click on 'tag Configuration'.

An overlay will appear on the right-hand side with a list of tag templates:



Step-4: click on 'Google Analytics: GA4 Event'.

Step-5: Click on the 'Select Configuration Tag' drop-down menu:

Tag Type

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

 This tag type is in beta

Configuration Tag 

Select Configuration Tag... 

Event Name 

Step-6: If you have set up a configuration tag, then select that tag;

Tag Configuration 

Tag Type

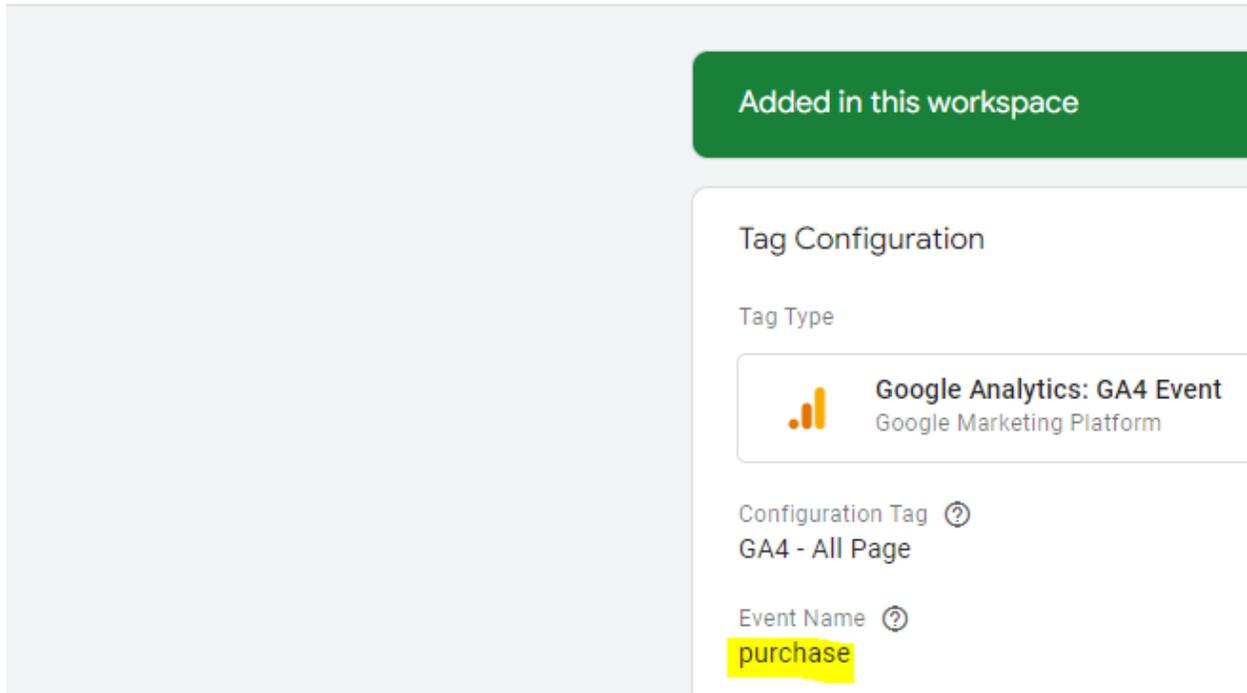
**Google Analytics: GA4 Event**
Google Marketing Platform

Configuration Tag 

GA4 - All Page

Event Name 

Step-7: Enter **'homepage' / 'category' / 'pdp' / 'Addtocart' / 'Purchase' / 'Button Click'** for button click events



The screenshot shows the GA4 Tag Configuration interface. At the top right, there is a green button labeled "Added in this workspace". Below this, the "Tag Configuration" section is visible. Under "Tag Type", there is a card for "Google Analytics: GA4 Event" from the "Google Marketing Platform". The "Configuration Tag" is set to "GA4 - All Page". The "Event Name" is set to "purchase", which is highlighted in yellow.

The event name you provided here will appear in your GA4 reports.

Step-8: Click on the 'Event Parameters' drop-down menu:

Tag Configuration

Tag Type



Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag

GA4 - All Page

Event Name

purchase



Event Parameters

Step-9: Click on the 'Add Row' button:

Event Parameters

Parameter Name

Add Row

You should now see the two new text boxes: 'Parameter Name' and 'value':

Event Parameters

Parameter Name

Value



Add Row

Step-10: Add the Event Parameters and in value field click on the '+' button to choose a Variable like below:

Event Parameters

Parameter Name		Value		
eventpage_location		{{Event}}		
transaction_id		{{dl - ecommerce.transaction_id}}		
value		{{dl - OrderTotal}}		
currency		{{dl - currency}}		
item_name		{{dl - ecommerce.items.0.item_name}}		
item_id		{{dl - ecommerce.items.0.item_id}}		

[Add Row](#)

Your final setup may look like the one below:

Modified in this workspace View changes Abandon changes

Tag Configuration

Tag Type

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

Configuration Tag ⓘ
ga4 - configuration

Event Name ⓘ
purchase

Event Parameters

Parameter Name	Value
eventpage_location	{{Event}}
transaction_id	{{dl - ecommerce.transaction_id}}
value	{{dl - OrderTotal}}
currency	{{dl - currency}}
item_name	{{dl - ecommerce.items.0.item_name}}
item_id	{{dl - ecommerce.items.0.item_id}}

Ecommerce

Send Ecommerce data

Data source
Data Layer

Tag Sequencing ⓘ

Setup Tag
ga4 - configuration

Step-11: click on the trigger button to create a new trigger:

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

Step-12: Click on the '+' button at the top right-hand side of your screen:

Choose a trigger 🔍 +

Name ↑	Type	Filter
All Pages	Page View	--
Carousel Click	All Elements	Click Classes matches RegEx arrow ar... ⓘ
Consent Initialization - All Pages	Consent Initialization	--
GA Button Click	All Elements	Click Classes contains qodef-btn qode... ⓘ Click URL contains around-the-city
Initialization - All Pages	Initialization	--

Step-13: Name your trigger 'Event Purchase' and then click on the 'Choose your trigger type' button and select 'Custom Event' and name it as "purchase"

✕ event - purchase 📁

Trigger Configuration

Trigger Type

<> **Custom Event**

Event name

purchase

Click on 'some page views' and set the following trigger condition:

This trigger fires on

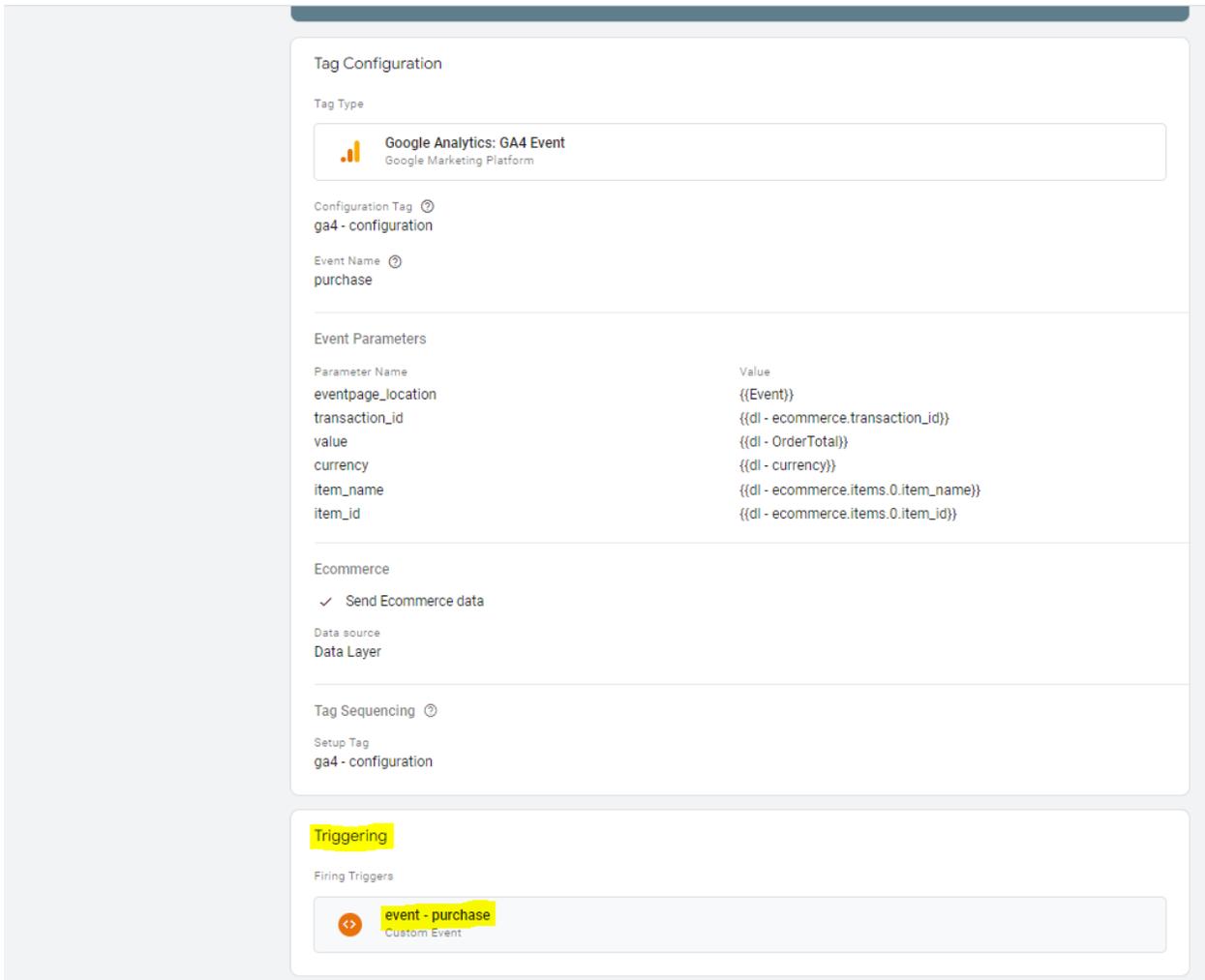
Page URL contains confirmation

dl - page.pageCategory equals Order Confirmation

Step-14: Click on the 'save' button to save your new trigger.

Your entire tag setup may look like the one below:

tag - template - ga4 - purchase 



The screenshot shows the configuration for a Google Analytics: GA4 Event tag. The tag type is 'Google Analytics: GA4 Event' from the 'Google Marketing Platform'. The configuration tag is 'ga4 - configuration' and the event name is 'purchase'. The event parameters are listed in a table below.

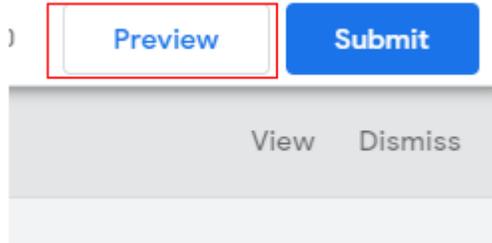
Parameter Name	Value
eventpage_location	{{Event}}
transaction_id	{{dl - ecommerce.transaction_id}}
value	{{dl - OrderTotal}}
currency	{{dl - currency}}
item_name	{{dl - ecommerce.items.0.item_name}}
item_id	{{dl - ecommerce.items.0.item_id}}

The Ecommerce section is checked for 'Send Ecommerce data' and the data source is 'Data Layer'. The tag sequencing is 'Setup Tag' and the setup tag is 'ga4 - configuration'. The triggering section is highlighted in yellow and shows a firing trigger for 'event - purchase' (Custom Event).

Click on '**save**' button to save your new tag.

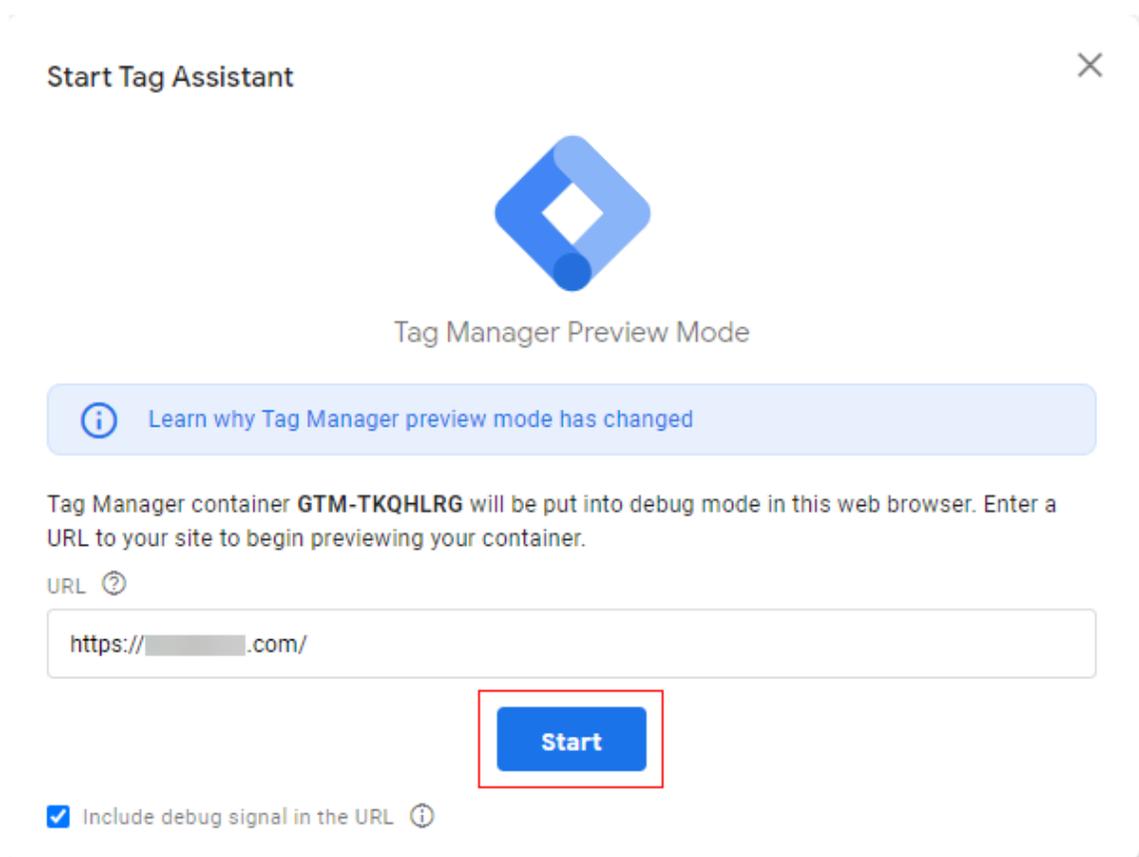
Debugging Custom Events:

1. Click on the 'Preview' button:



A new tag will open with GTM preview mode.

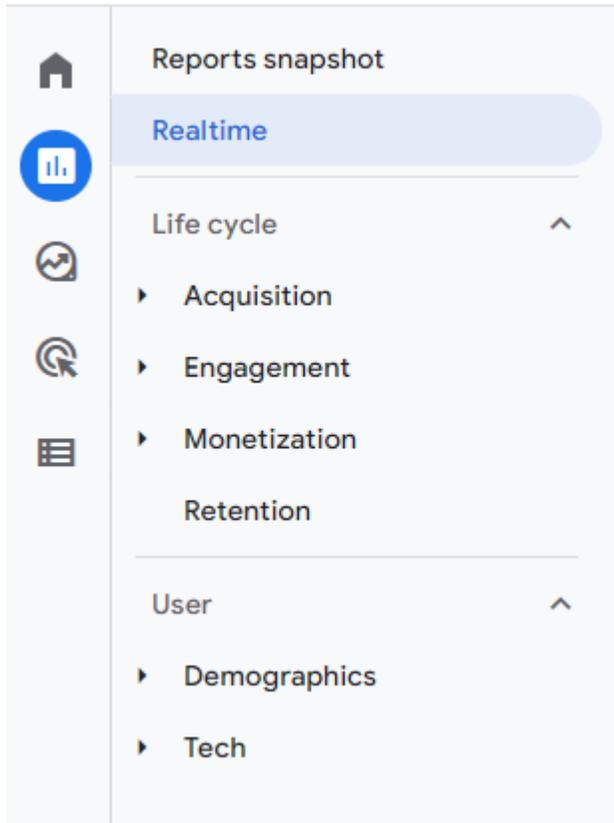
2. Add the URL of the page where the endurance registration starts to track, and then click on the 'start' button



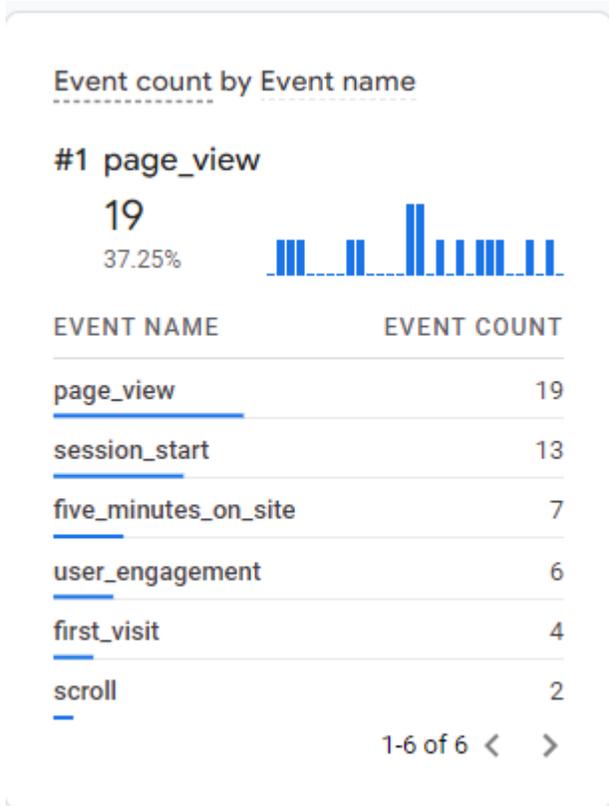
3. You will now be automatically redirected to a new tab in your browser window, which shows the web page whose URL you typed.

GA4 Realtime report view:

1. Navigate to **'Realtime'** report of your GA4 reporting view:



2. You should now be able to see the button click event being reported by GA4.



3. (

Congratulations, you have successfully set up a custom event for GA4 using Google Tag Manager,

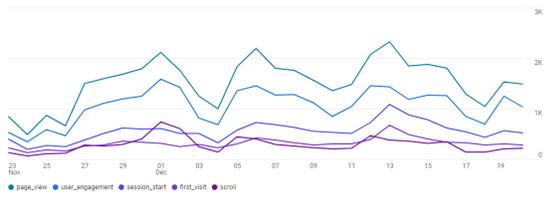
After 12-24 hours have elapsed, your custom events should appear in your **'Events'** report:

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
- Engagement overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
- Monetization
- Retention
- User
 - Demographics
 - Tech

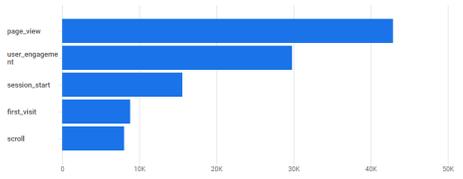
All Users + Add comparison

Events: Event name + Add filter

Event count by Event name over time



Event count by Event name



Q Search...

Rows per page: 10 Go to: 1 < 1-10 of 10 >

Event name	Event count	Total users	Event count per user	Total revenue
	117,525 100% of total	9,432 100% of total	12.38 Avg 0%	\$0.00
1 page_view	42,877	9,598	4.52	\$0.00
2 user_engagement	29,812	6,159	4.92	\$0.00
3 session_start	15,542	9,580	1.65	\$0.00
4 first_visit	8,846	8,722	1.01	\$0.00
5 scroll	8,014	2,871	2.81	\$0.00
6 five_minutes_on_site	6,475	3,651	1.83	\$0.00
7 click	4,332	1,715	2.53	\$0.00
8 button_click_scroll	440	264	1.67	\$0.00
9 view_search_results	398	178	2.24	\$0.00
10 file_download	303	205	1.48	\$0.00

Library