

# ➤ **Web Analytics & Conversion Tracking Implementation Portfolio**

## **Facebook Pixel Integration & Event Configuration**

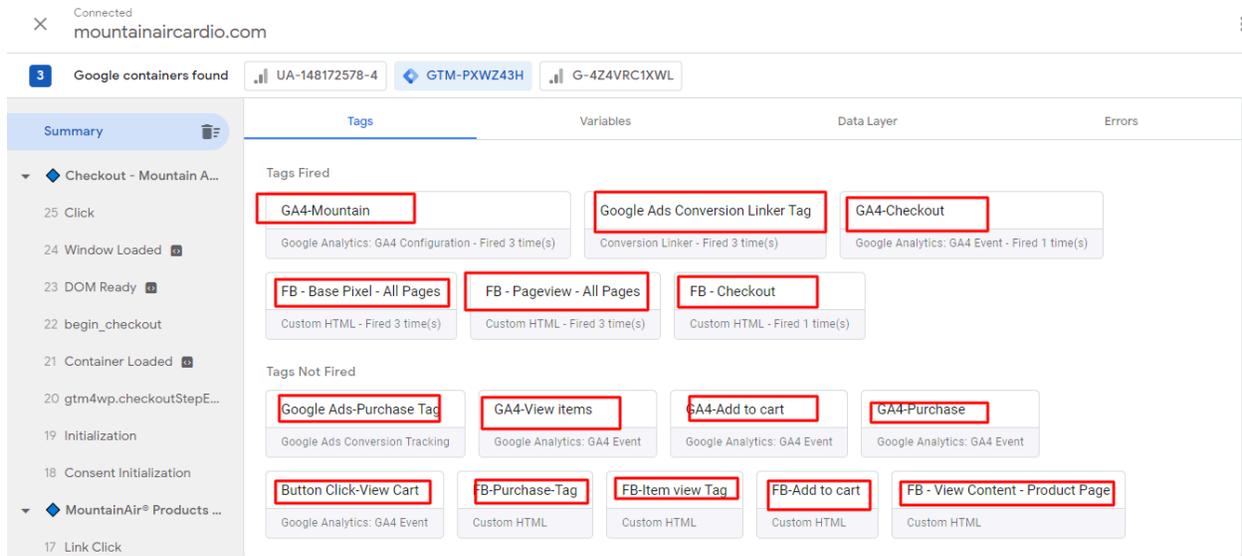
### **Scope of Work:**

Implemented and customised Facebook Pixel to enable granular tracking of user interactions and ecommerce activity for advanced remarketing and performance optimisation.

### **Key Deliverables:**

- **Pixel Installation:** Deployed Facebook Pixel across the site via Tag Manager.
  
- **Event Tracking Setup:**
  - Standard Events: Configured **AddToCart** and **Purchase** events using **GTM** triggers.
  
  - Custom Parameters: Utilised dynamic values via the Data Layer for event accuracy.
  
- **Enhanced Ecommerce Attributes Captured:**
  - Transaction Revenue
  - Transaction Affiliation





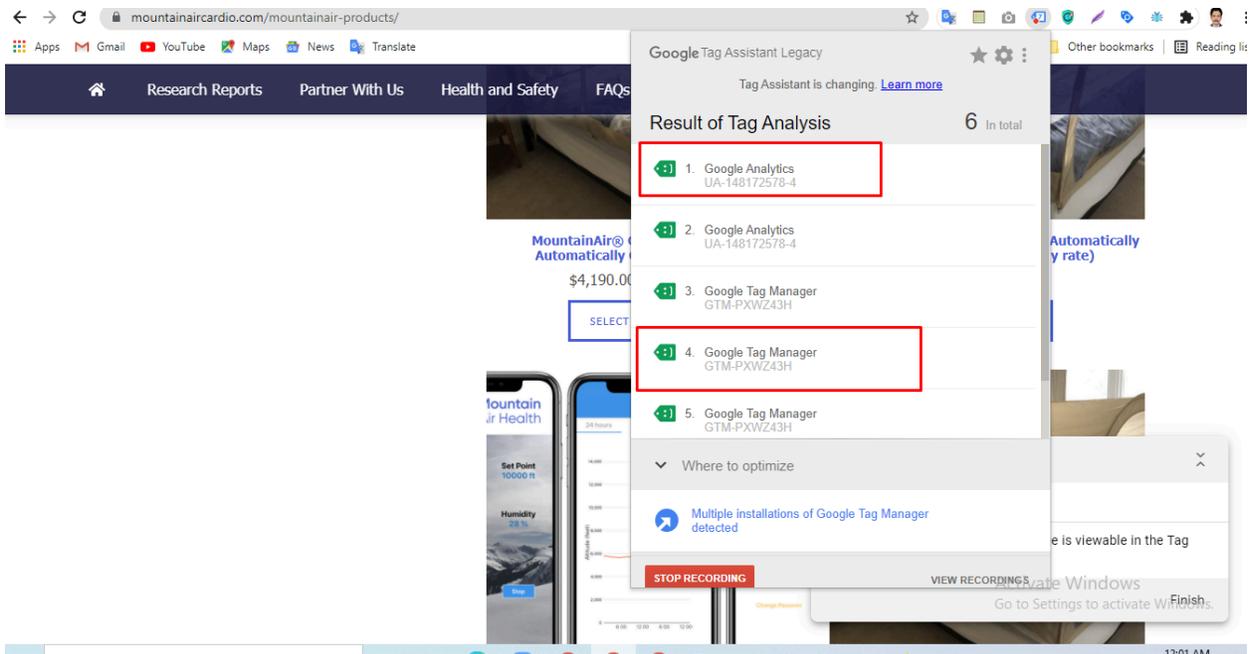
- ★ Setup Google Analytics 4 Measurement ID in GA4 With Tag Manager
- ★ Install Google Tag Manager on a Website via GTM
- ★ GTM Built-in & User Defined Variables
- ★ GTM Built-in & User Defined Variables
- ★ Data Layer in GTM for Dynamic Parameters
- ★ Set up event tracking in Google Analytics 4
- ★ Setup Custom events in Google Analytics 4
- ★ Setup Enhanced measurement tracking in Google Analytics 4
- ★ Setup Recommended events in Google Analytics 4

## E-commerce:

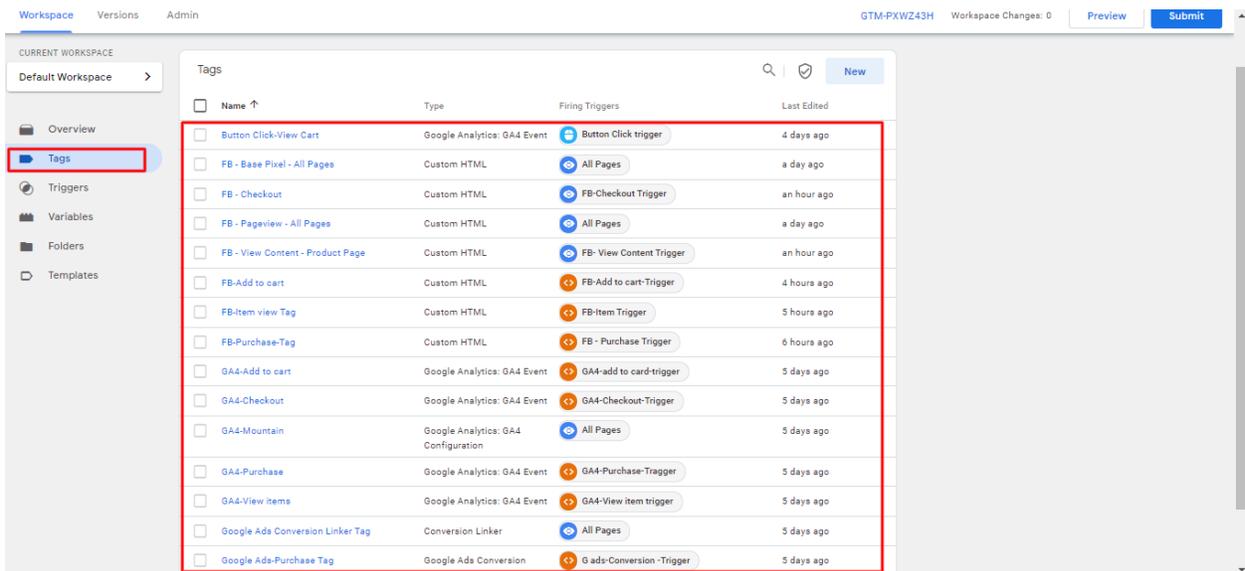
- ★ Setup Ecommerce tracking in GA4 via GTM with data layer
- ★ E-commerce tracking reports in Google Analytics
- ★ Set up Conversion tracking in Google Analytics
- ★ Import conversions from GA4 property to website
- ★ Google Analytics 4 Reporting
- ★ Set up Conversion tracking in Google Analytics
- ★ Import conversions from GA4 property to website
- ★ Google Analytics 4 Reporting



- ★ Setup Google Analytics 4 Measurement ID in GA4 With Tag Manager
- ★ Install Google Tag Manager on a Website via GTM



## ★ Setup Google Tag Manager (Tags, Triggers & Variables)



## ★ GTM Built-in & User Defined Variables

<input type="checkbox"/> Name ↑	Type	Last Edited
<input type="checkbox"/> dlw - fb - product id	JavaScript Variable	6 hours ago
<input type="checkbox"/> dlw - FB - Purchase Product	Data Layer Variable	6 hours ago
<input type="checkbox"/> dlw - FB - Purchase value	Data Layer Variable	6 hours ago
<input type="checkbox"/> Dlv - GA4 - ecommerce coupon	Data Layer Variable	5 days ago
<input type="checkbox"/> Dlv - GA4 - ecommerce currency	Data Layer Variable	5 days ago
<input type="checkbox"/> Dlv - GA4 - ecommerce Items	Data Layer Variable	5 days ago
<input type="checkbox"/> Dlv - GA4 - ecommerce shipping	Data Layer Variable	5 days ago
<input type="checkbox"/> Dlv - GA4 - ecommerce tax	Data Layer Variable	5 days ago
<input type="checkbox"/> dlw - GA4 - ecommerce transaction ID	Data Layer Variable	5 days ago
<input type="checkbox"/> dlw - GA4 - ecommerce value	Data Layer Variable	5 days ago
<input type="checkbox"/> dlw - fb - product name	JavaScript Variable	5 hours ago
<input type="checkbox"/> dlw - fb - product price	JavaScript Variable	5 hours ago
<input type="checkbox"/> dlw-fb-currency	Data Layer Variable	an hour ago
<input type="checkbox"/> Dlv-Google ads -purchase Id	Data Layer Variable	5 days ago
<input type="checkbox"/> Dlv-Google ads -purchase value	Data Layer Variable	5 days ago
<input type="checkbox"/> jsv - FB - Purchase Product - AR	JavaScript Variable	6 hours ago

## ★ Data Layer in GTM for Dynamic Parameters

Connected  
mountainaircardio.com

3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

- 22 Consent Initialization
- 21 Message
- MountainAir® Complet...
- 20 Link Click
- 19 Click
- 18 Click
- 17 Window Loaded
- 16 DOM Ready
- 15 view\_item
- 14 gtm4wp.changeDetailVi...
- 13 Container Loaded

Output of GTM-PXWZ43H

Tags Variables Data Layer Errors

Data Layer values after this Message:

```
1 {
2   pagePostType: "product",
3   pagePostType2: "single-product",
4   pagePostAuthor: "Jonathan Jonis",
5   productRatingCounts: [],
6   productAverageRating: 0,
7   productReviewCount: 0,
8   productType: "variable",
9   productIsVariable: 1,
10  ecomm_prodid: "6468",
11  ecomm_pagetype: "product",
12  ecomm_totalvalue: 4190,
13  ecommerce: {
14    impressions: [
15      {
16        name: "Replacement Filters",
17        id: 6479,
18        price: "59.00",
19        category: "MountainAir",
20        position: 1,
21        list: "Related Products",
22        stocklevel: "",
23        brand: ""
```

Activate Windows  
Go to Settings to activate Windows.

3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

- Checkout - Mountain A...
- 54 Scroll Depth
- 53 Window Loaded
- 52 DOM Ready
- 51 purchase
- 50 Container Loaded
- 49 gtm4wp.orderComplete...
- 48 Initialization
- 47 Consent Initialization
- Checkout - Mountain A...

Variable Name	Data Layer Variable	Type	Value
Dlv - GA4 - ecommerce Items	Data Layer Variable	array	<pre>[   {     item_id: 6530,     item_name: "Handi+ Handheld Oxygen Meter (not needed for Mountain+ Air automated systems)",     item_brand: "",     price: 295,     item_category: "MountainAir",     quantity: 1,     google_business_vertical: "retail",     id: "6530"   },   {     item_id: 6475,     item_name: "MountainAir® Rental Package ~ Automatically Controlle+ d Altitude (weekly rate)",     item_brand: "",     price: 159,     item_category: "MountainAir",     quantity: 28,     google_business_vertical: "retail",     id: "6475"   } ]</pre>
Dlv - GA4 - ecommerce shipping	Data Layer Variable	number	188
Dlv - GA4 - ecommerce tax	Data Layer Variable	number	0
dlv - GA4 - ecommerce transaction ID	Data Layer Variable	string	"6634"

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## ★ Setup event tracking in Google Analytics 4

Analytics Mountain Air Cardio GA4

Try searching "Behavior overview"

Life cycle

- Acquisition
  - Acquisition overview
  - User acquisition
  - Traffic acquisition
- Engagement
  - Engagement overview
  - Events
  - Conversions
  - Pages and screens
- Monetization
  - Monetization overview
  - Ecommerce purchases
- Library

Events: Event name

Last 28 days Jul 11 - Aug 7, 2021

Event name	Event count	Total users	Event count per user	Total revenue
2 session_start	2,177	2,105	1.03	\$0.00
3 first_visit	2,092	2,092	1.00	\$0.00
4 user_engagement	688	274	2.51	\$0.00
5 scroll	519	343	1.51	\$0.00
6 view_item	10	5	2.00	\$0.00
7 add_to_cart	8	1	8.00	\$0.00
8 file_download	8	8	1.00	\$0.00
9 click	6	4	1.50	\$0.00
10 begin_checkout	3	1	3.00	\$0.00
11 purchase	1	1	1.00	\$4,935.00

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## ★ Setup Enhanced measurement tracking in Google Analytics 4

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3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

Output of GTM-PXWZ43H Previewing: env-4

Tags Variables Data Layer Errors

Tags Fired

- GA4-Mountain  
Google Analytics: GA4 Configuration - Fired 3 time(s)
- GA4-View items  
Google Analytics: GA4 Event - Fired 1 time(s)
- Google Ads-Purchase Tag  
Google Ads Conversion Tracking - Fired 1 time(s)
- Google Ads Conversion Linker Tag  
Conversion Linker - Fired 3 time(s)

Tags Not Fired

- GA4-Add to cart  
Google Analytics: GA4 Event
- GA4-Checkout  
Google Analytics: GA4 Event
- GA4-Purchase  
Google Analytics: GA4 Event
- Button Click-View Cart  
Google Analytics: GA4 Event

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3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

Tags Variables Data Layer Errors

Tags Fired

- GA4-Mountain  
Google Analytics: GA4 Configuration - Fired 3 time(s)
- Google Ads Conversion Linker Tag  
Conversion Linker - Fired 3 time(s)
- GA4-Checkout  
Google Analytics: GA4 Event - Fired 1 time(s)
- FB - Base Pixel - All Pages  
Custom HTML - Fired 3 time(s)
- FB - Pageview - All Pages  
Custom HTML - Fired 3 time(s)
- FB - Checkout  
Custom HTML - Fired 1 time(s)

Tags Not Fired

- Google Ads-Purchase Tag  
Google Ads Conversion Tracking
- GA4-View items  
Google Analytics: GA4 Event
- GA4-Add to cart  
Google Analytics: GA4 Event
- GA4-Purchase  
Google Analytics: GA4 Event
- Button Click-View Cart  
Google Analytics: GA4 Event
- FB-Purchase-Tag  
Custom HTML
- FB-Item view Tag  
Custom HTML
- FB-Add to cart  
Custom HTML
- FB - View Content - Product Page  
Custom HTML

★ Setup Recommended events in Google Analytics 4

Connected  
mountainaircardio.com

3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

- Improving Cardio Perfo...
- 6 Window Loaded
- 5 DOM Ready
- 4 Container Loaded
- 3 Initialization
- 2 Consent Initialization
- 1 Message

Output of GTM-PXWZ43H

Tags Variables Data Layer Errors

Variable	Variable Type	Return Type	Value
_event	Custom Event	string	'gtm.dom'
_url	URL	string	'https://mountainaircardio.com/?gtm_debug=x'
Click Classes	Data Layer Variable	undefined	undefined
Click Element	Data Layer Variable	undefined	undefined
Click ID	Data Layer Variable	undefined	undefined
Click Target	Data Layer Variable	undefined	undefined
Click Text	Auto-Event Variable	undefined	undefined
Click URL	Data Layer Variable	undefined	undefined
Container ID	Container ID	string	'GTM-PXWZ43H'
Container Version	Container Version Number	string	'QUICK_PREVIEW'
Debug Mode	Debug Mode	boolean	true

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## E-commerce:

- ★ Setup E-commerce tracking in GA4 via GTM with data layer
- ★ E-commerce tracking reports in Google Analytics

Analytics All accounts > mountainairhealth Mountain Air Cardio GA4

Try searching "Behavior overview"

Life cycle

- Acquisition
  - Acquisition overview
  - User acquisition
  - Traffic acquisition
- Engagement
- Monetization
  - Monetization overview
  - Ecommerce purchases
  - In-app purchases
  - Publisher ads
  - Retention
- Library

Ecommerce purchases: Item name

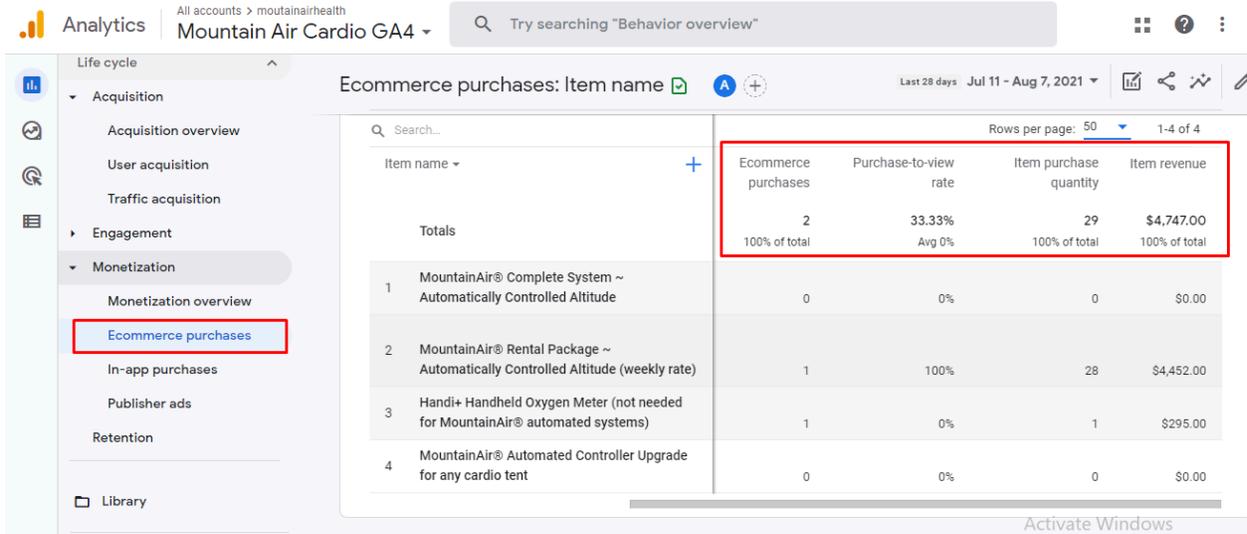
Last 28 days Jul 11 - Aug 7, 2021

Search...

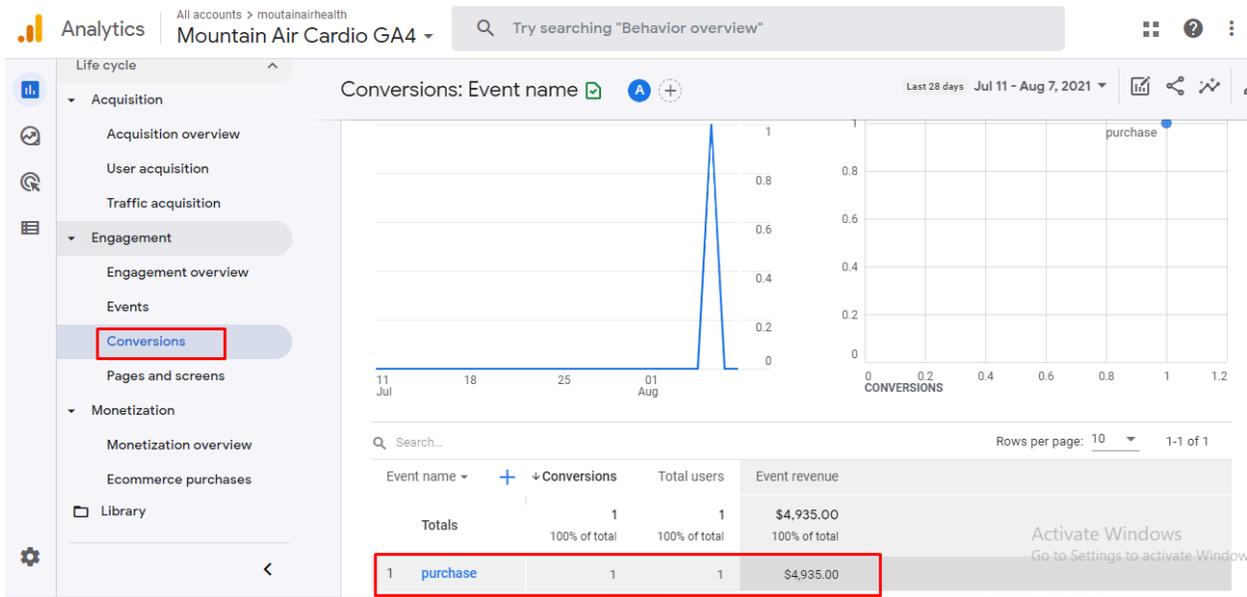
Rows per page: 50 1-4 of 4

Item name	Item views	Add-to-carts	Cart-to-view rate	Ecommerce purchases
Totals	10 100% of total	8 100% of total	33.33% Avg 0%	2 100% of total
1 MountainAir® Complete System ~ Automatically Controlled Altitude	9	0	0%	0
2 MountainAir® Rental Package ~ Automatically Controlled Altitude (weekly rate)	1	7	100%	1
3 Handi+ Handheld Oxygen Meter (not needed for MountainAir® automated systems)	0	0	0%	1
4 MountainAir® Automated Controller Upgrade for any cardio tent	0	1	0%	0

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- ★ Set up Conversion tracking in Google Analytics
- ★ Import conversions from GA4 property to website



★: Google Analytics 4 Reporting

Analytics All accounts > mountainairhealth Mountain Air Cardio GA4

Try searching "property ID"

Reports

Last 28 days Jul 10 - Aug 6, 2021 Compare: Jun 12 - Jul 9, 2021

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
add_to_cart	7	-	1	-	<input type="checkbox"/>
begin_checkout	1	-	1	-	<input type="checkbox"/>
click	7	↓ 30.0%	5	↓ 50.0%	<input type="checkbox"/>
file_download	9	↑ 28.6%	9	↑ 50.0%	<input type="checkbox"/>
first_visit	2,196	↑ 25.4%	2,196	↑ 25.5%	<input type="checkbox"/>
page_view	2,746	↑ 29.0%	2,208	↑ 24.7%	<input type="checkbox"/>
purchase	1	-	1	-	<input type="checkbox"/>
scroll	526	↑ 29.2%	355	↑ 17.5%	<input type="checkbox"/>
session_start	2,281	↑ 24.6%	2,208	↑ 24.7%	<input type="checkbox"/>
view_item	2	-	2	-	<input type="checkbox"/>

Analytics All accounts > mountainairhealth Mountain Air Cardio GA4

Try searching "Behavior overview"

Life cycle

Acquisition overview

User acquisition

Traffic acquisition

Engagement

Monetization

Monetization overview

Ecommerce purchases

In-app purchases

Publisher ads

Retention

Library

Ecommerce purchases: Item name

Last 28 days Jul 11 - Aug 7, 2021

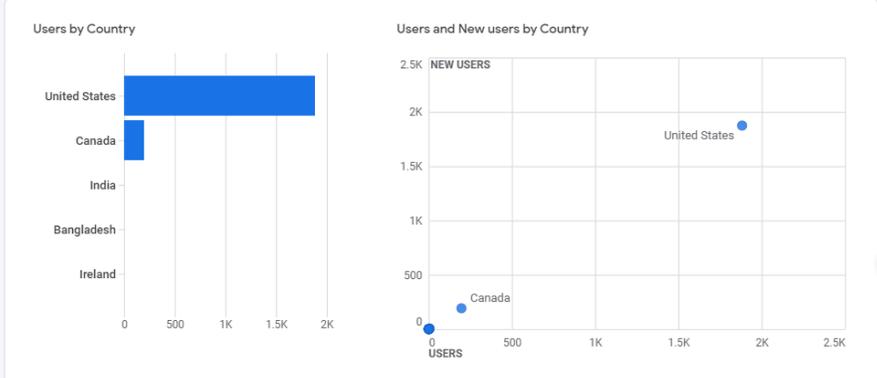
Rows per page: 50 1-4 of 4

Item name	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
Totals	2 100% of total	33.33% Avg 0%	29 100% of total	\$4,747.00 100% of total
1 MountainAir® Complete System ~ Automatically Controlled Altitude	0	0%	0	\$0.00
2 MountainAir® Rental Package ~ Automatically Controlled Altitude (weekly rate)	1	100%	28	\$4,452.00
3 Handi+ Handheld Oxygen Meter (not needed for MountainAir® automated systems)	1	0%	1	\$295.00
4 MountainAir® Automated Controller Upgrade for any cardio tent	0	0%	0	\$0.00

- Monetization overview
- Ecommerce purchases
- In-app purchases
- Publisher ads
- Retention
- User
  - Demographics
    - Demographics overview
    - Demographic details
  - Tech
  - Library

### Demographic details: Country

All Users Add comparison +



Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
Totals	2,105 100% of total	2,092 100% of total	443 100% of total	20.35% Avg 0%	0.21 Avg 0%
1 United States	1,882	1,874	364	18.82%	0.19
2 Canada	197	192	55	27.09%	0.28
3 India	6	6	2	33.33%	0.33
4 Bangladesh	3	3	10	76.92%	3.33



- Research Reports
- Partner With Us
- Health and Safety
- FAQs
- About
- Blog
- Contact
- Buy/Rent Now



MountainAir® is next-generation technology in altitude simulation for cardio improvement

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Tag Manager × FB - Base Pixel - All Pages Save

Connected mountainaircardio.com

3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

- 27 Window Loaded
- 26 DOM Ready
- 25 view\_cart**
- 24 Container Loaded
- 23 Initialization
- 22 Consent Initialization
- 21 Message
- 20 Link Click
- 19 Click

Container Version	Container Version Number	string	"QUICK_PREVIEW"
Debug Mode	Debug Mode	boolean	true
div - fb - product id	JavaScript Variable	undefined	undefined
div - FB - Purchase Product	Data Layer Variable	array	<pre> {   item_id: 6530,   item_name: "Handi+ Handheld Oxygen Meter (not needed for MountainAir+ Air@ automated systems)",   item_brand: "MountainAir",   price: 295,   item_category: "MountainAir",   quantity: 1,   google_business_vertical: "retail",   id: "6530" }, {   item_id: 6479,   item_name: "Replacement Filters",   item_brand: "MountainAir",   price: 59,   item_category: "MountainAir",   quantity: 1,   google_business_vertical: "retail",   id: "6479" } </pre>
div - FB - Purchase value	Data Layer Variable	string	"354.00"
Dlv - GA4 - ecommerce coupon	Data Layer Variable	undefined	undefined

Apps Gmail YouTube Maps News Translate Other bookmarks Reading list

Connected mountainaircardio.com

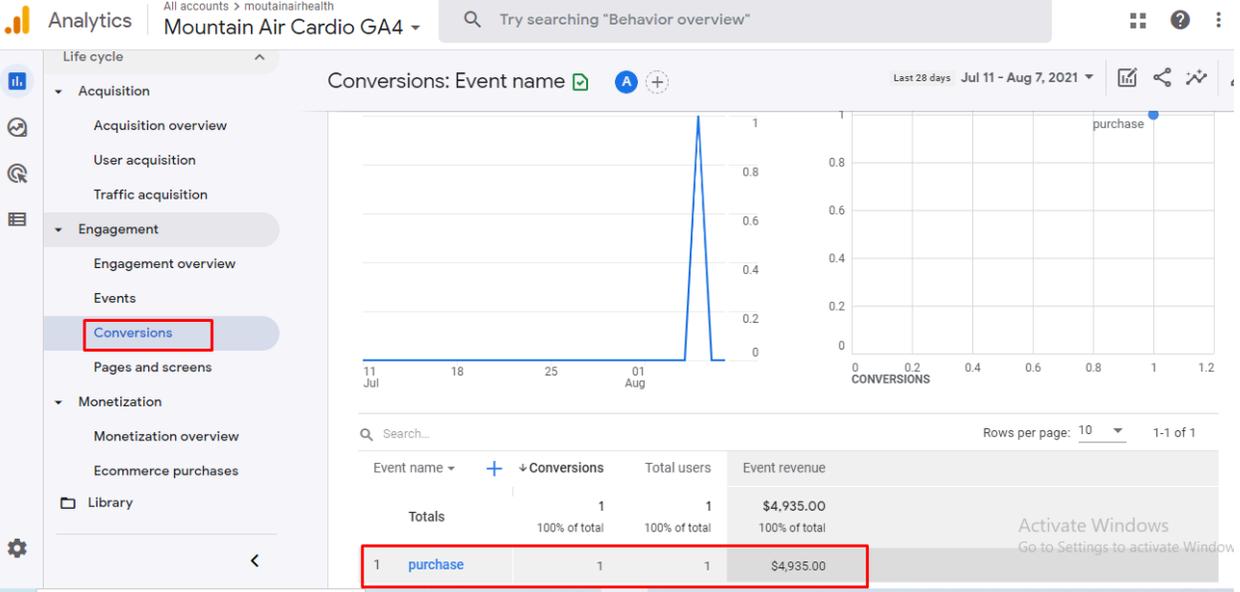
3 Google containers found UA-148172578-4 GTM-PXWZ43H G-4Z4VRC1XWL

Summary

- 63 Scroll Depth
- 62 Click
- 61 Window Loaded
- 60 DOM Ready
- 59 purchase**
- 58 Container Loaded
- 57 gtm4wp.orderComplete...
- 56 Initialization
- 55 Consent Initialization
- Checkout - Mountain A...

Container Version	Container Version Number	string	"QUICK_PREVIEW"
Debug Mode	Debug Mode	boolean	true
div - fb - product id	JavaScript Variable	undefined	undefined
div - FB - Purchase Product	Data Layer Variable	array	<pre> {   item_id: 6479,   item_name: "Replacement Filters",   item_brand: "MountainAir",   price: 59,   item_category: "MountainAir",   quantity: 1,   google_business_vertical: "retail",   id: "6479" } </pre>
div - FB - Purchase value	Data Layer Variable	number	59
Dlv - GA4 - ecommerce coupon	Data Layer Variable	string	"shipping0316"
Dlv - GA4 - ecommerce currency	Data Layer Variable	string	"USD"
Dlv - GA4 - ecommerce items	Data Layer Variable	array	<pre> {   item_id: 6479,   item_name: "Replacement Filters",   item_brand: "MountainAir",   price: 59,   item_category: "MountainAir",   quantity: 1,   google_business_vertical: "retail",   id: "6479" } </pre>

Type here to search 84°F Light rain 8:46 PM 8/10/2021



Analytics All accounts > mountainairhealth Mountain Air Cardio GA4

Try searching "users today"

Last 28 days Jul 14 - Aug 10, 2021  
Compare: Jun 16 - Jul 13, 2021

- Events
- Conversions
- Audiences
- Custom definitions
- DebugView

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
add_to_cart	23	-	2	-	<input type="checkbox"/>
begin_checkout	11	-	2	-	<input type="checkbox"/>
click	6	↓ 40.0%	1	↓ 60.0%	<input type="checkbox"/>
file_download	7	↓ 22.2%	7	↓ 12.5%	<input type="checkbox"/>
first_visit	1,849	↓ 1.3%	1,849	↓ 1.2%	<input type="checkbox"/>
page_view	2,470	↑ 8.6%	1,855	↑ 2.1%	<input type="checkbox"/>
purchase	3	-	1	-	<input type="checkbox"/>
scroll	513	↑ 21.3%	313	↑ 0.9%	<input type="checkbox"/>
session_start	1,939	↓ 0.7%	1,855	↓ 2.1%	<input type="checkbox"/>
view_item	35	-	16	-	<input type="checkbox"/>

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