

Trigger an Event (Conversion) in Google Analytics (GA) based on Custom Event

Create 4 Data Layer variables

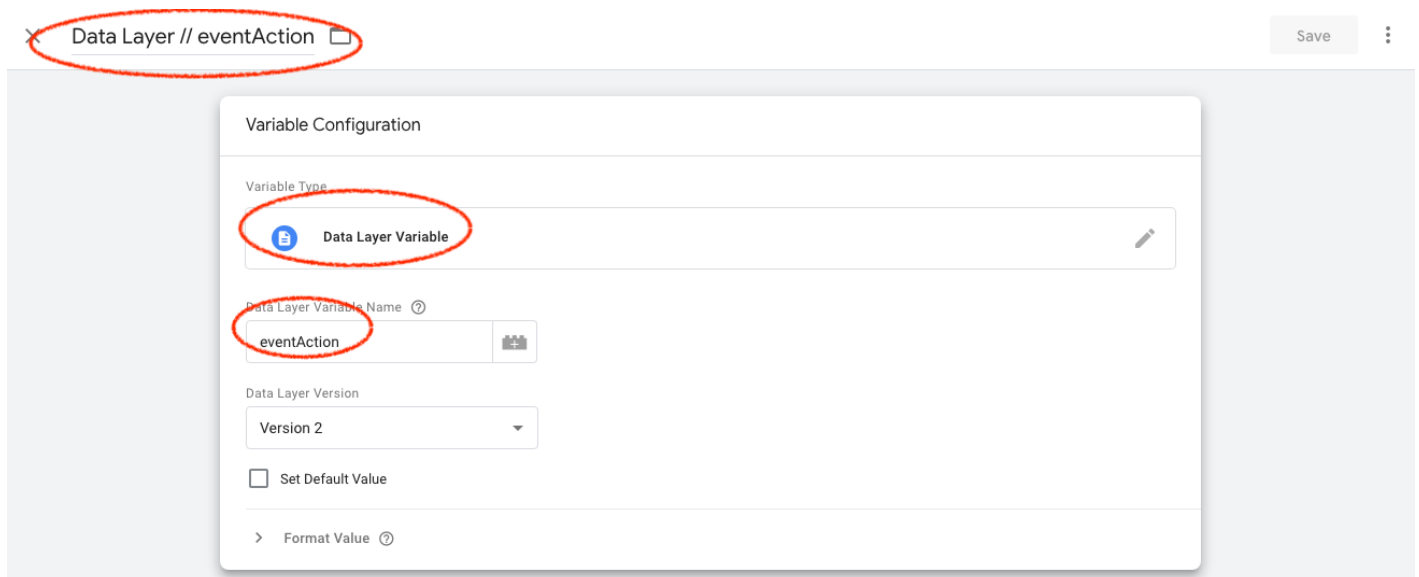
eventAction

eventValue

eventCategory

eventLabel

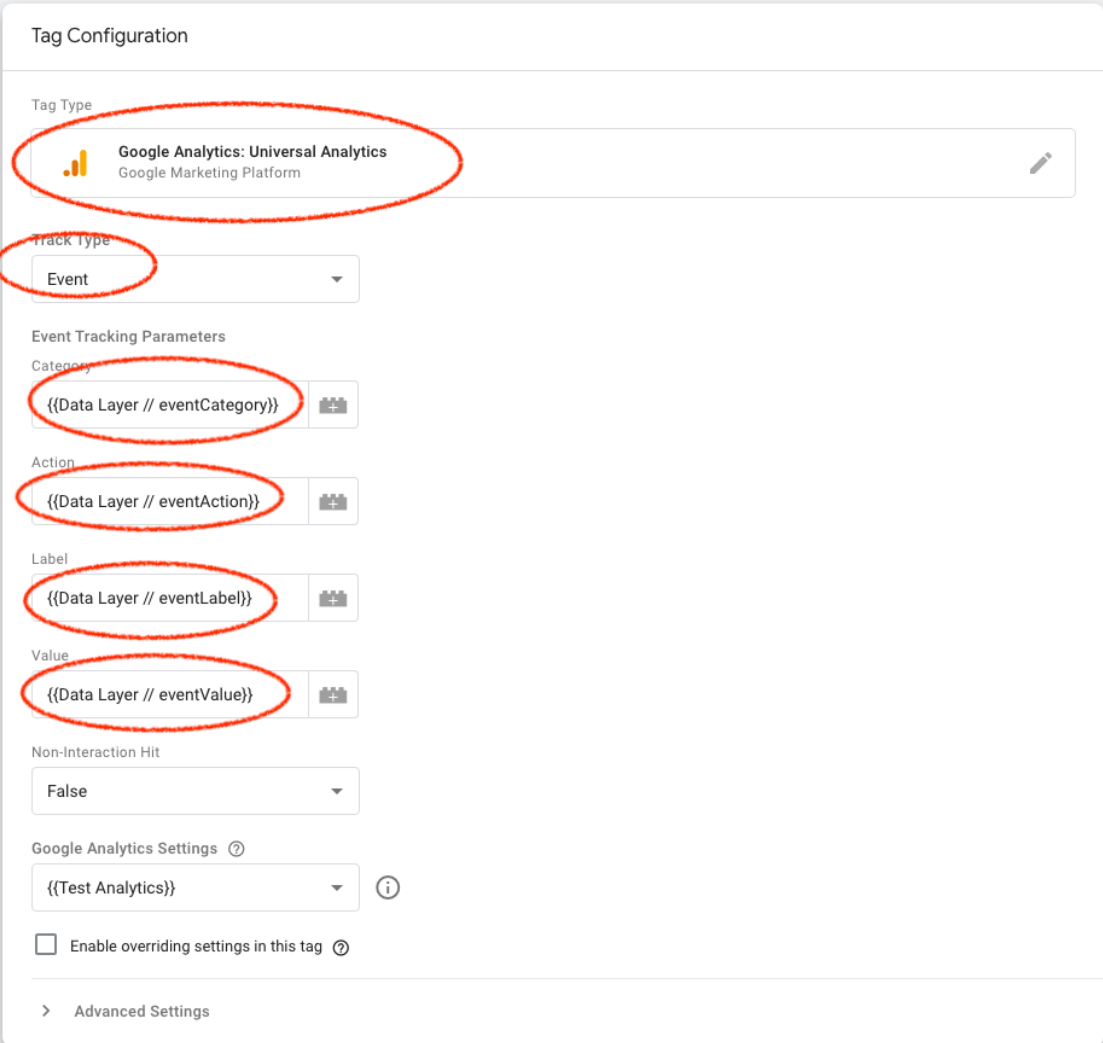
Here is one example, repeat this for all the variables above.



Configure your Event in GTM



Create your conversion event tag and use the above variables to autofill your event as shown in the image.

× Conversion via Event 



Tag Configuration

Tag Type

 **Google Analytics: Universal Analytics**
Google Marketing Platform 

Track Type

Event

Event Tracking Parameters

Category

{{Data Layer // eventCategory}}

Action

{{Data Layer // eventAction}}

Label

{{Data Layer // eventLabel}}

Value

{{Data Layer // eventValue}}

Non-Interaction Hit

False

Google Analytics Settings

{{Test Analytics}}

☐ Enable overriding settings in this tag

> Advanced Settings

Set event based trigger

As shown below. We used "new_subscriber" as event name, you can use anything you want.

× Event based trigger

Trigger Configuration

Trigger Type

Custom Event

Event name

new_subscriber

☐ Use regex matching

This trigger fires on

☒ All Custom Events ☐ Some Custom Events

Add the trigger to your page (Method 1)

Add the following dataLayer code ABOVE your GTM script on your thank you page.

```
<script>
  window.dataLayer = window.dataLayer || [];
</script>
<script>
  // dataLayer.push({' amount': 11})
  window.dataLayer.push( {
    'event': 'new_subscriber',
    'eventCategory': 'testcat2',
    'eventAction': 'myaction2',
    'eventLabel': 'mylabel2',
    'eventValue': 23,
  });

</script>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXXX');
```

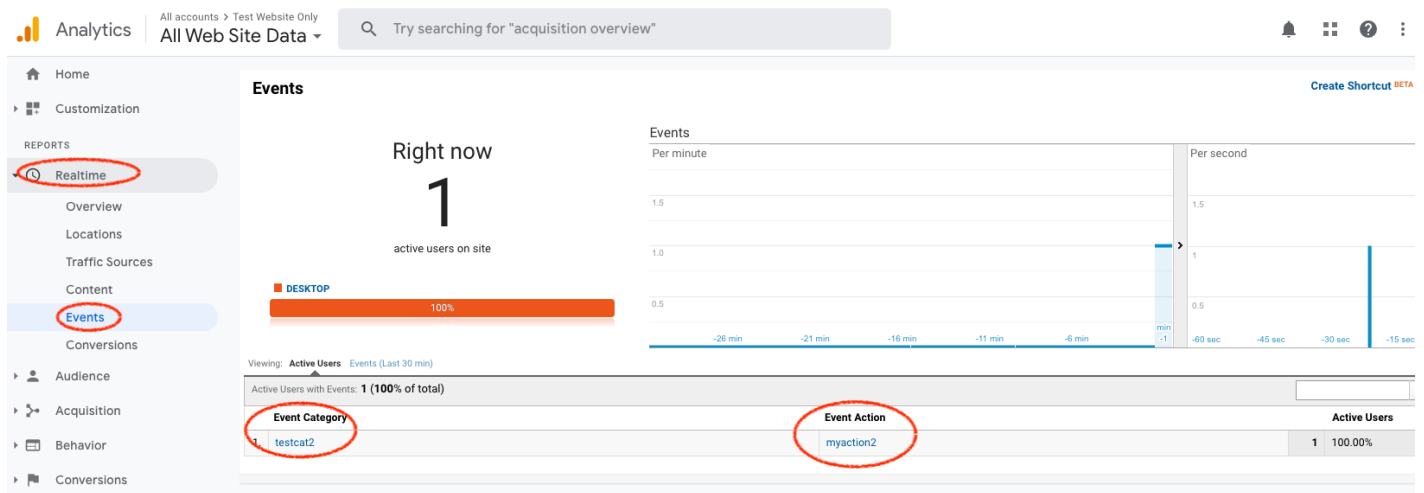
Add the trigger to your page (Method 2)

If you want to trigger this event with a button click.

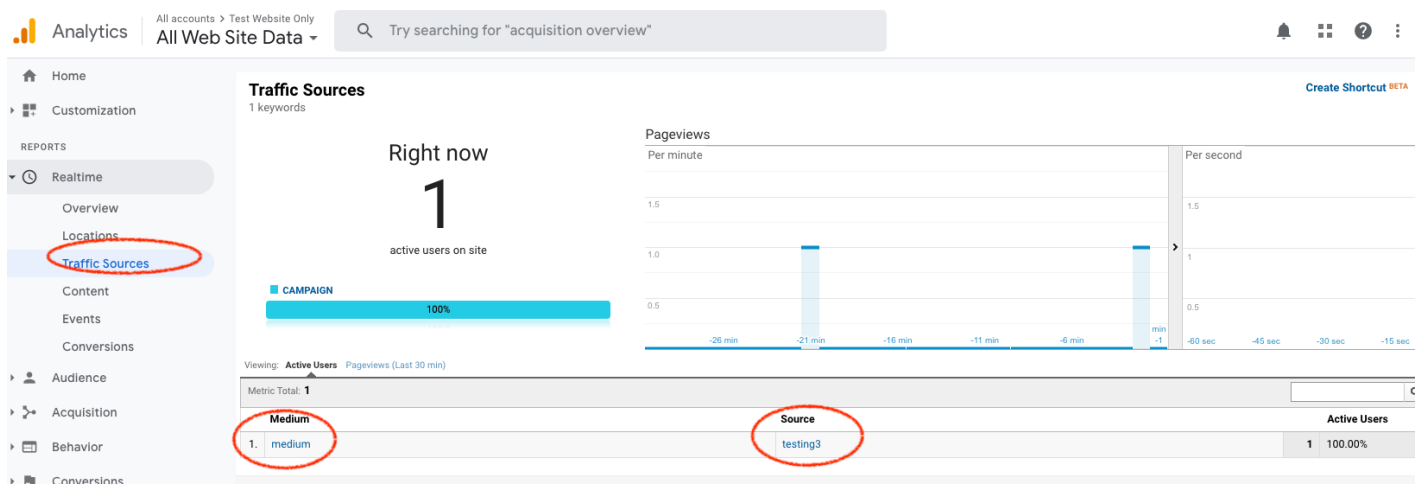
You can use the following code.

```
<button onclick="window.dataLayer.push({  
  'event': 'new_subscriber',  
  'eventCategory': 'testcat2',  
  'eventAction': 'myaction2',  
  'eventLabel': 'mylabel2',  
  'eventValue': 23,  
});">Signup</button>
```

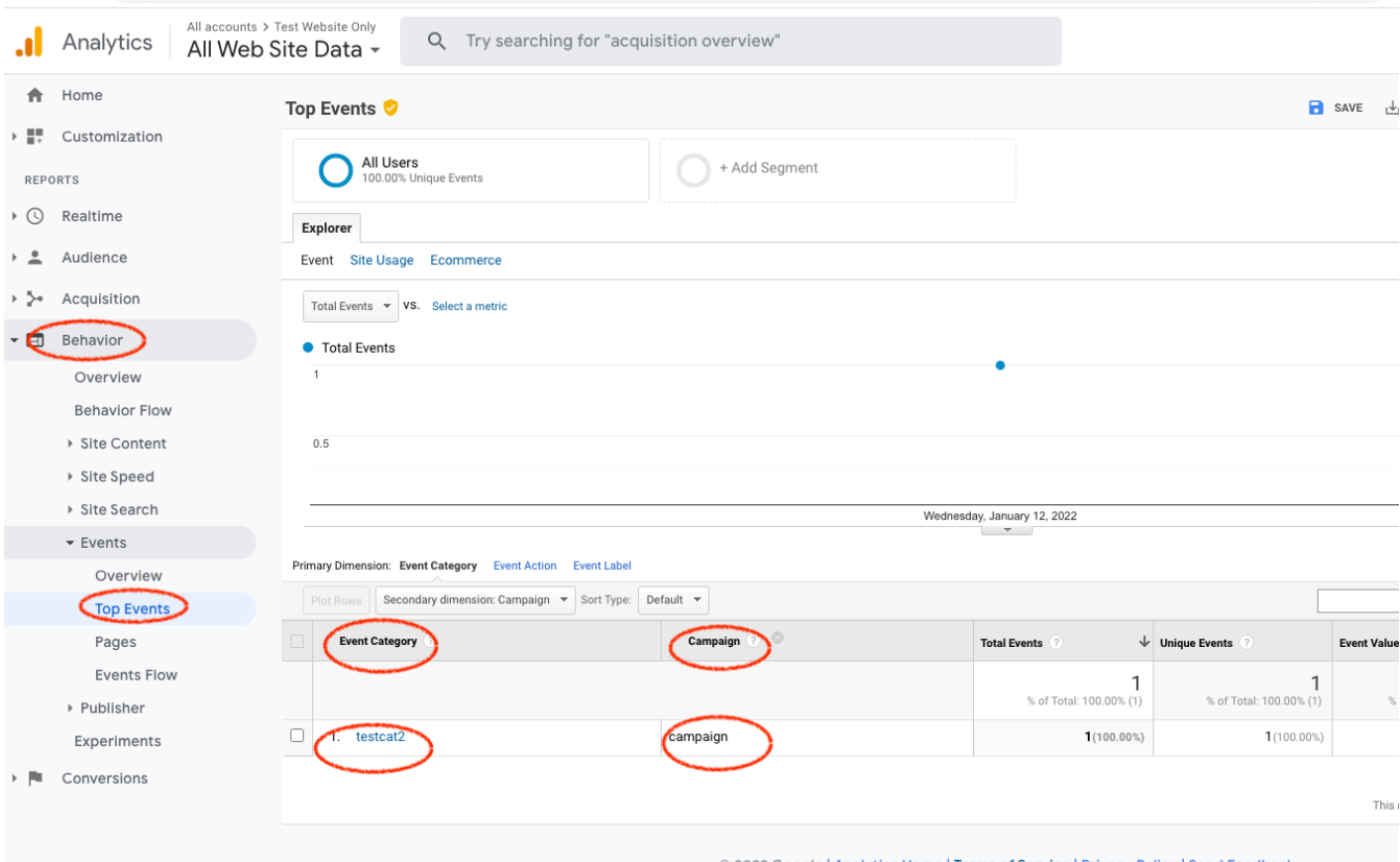
After you implemented, trigger the event on your page and head to GA to see the data in action.



The UTM will be associated with your event as well



Or you can see it under Behavior > Events > Top Events (this may take longer to show up after your test)



Revision #3

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