

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

Create 4 Data Layer variables

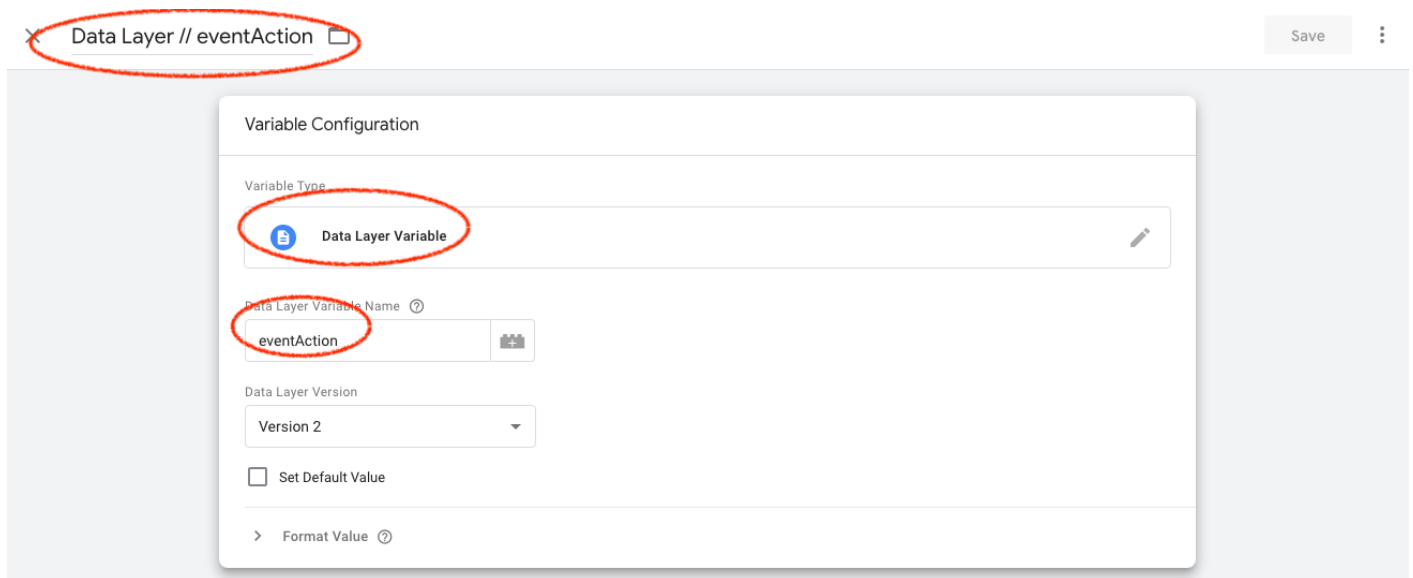
eventAction

eventValue

eventCategory

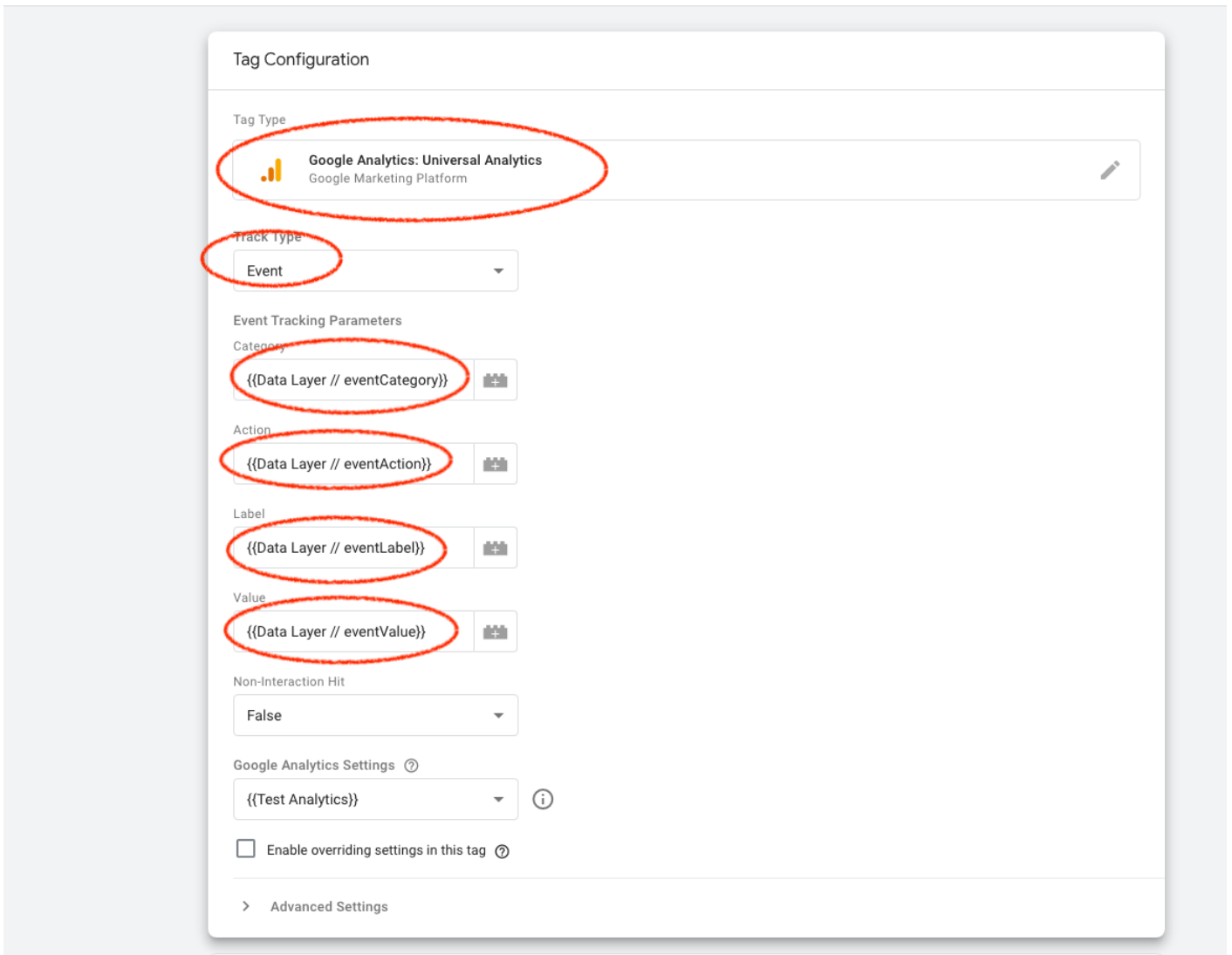
eventLabel

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



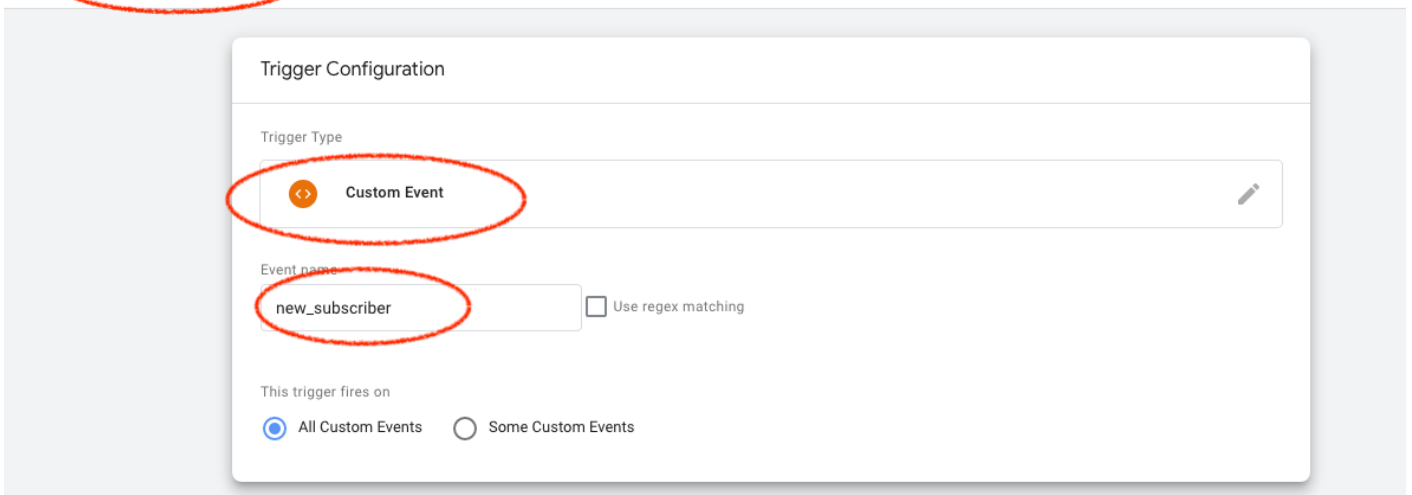
Configure your Event in GTM

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



Set event based trigger

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



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');
```

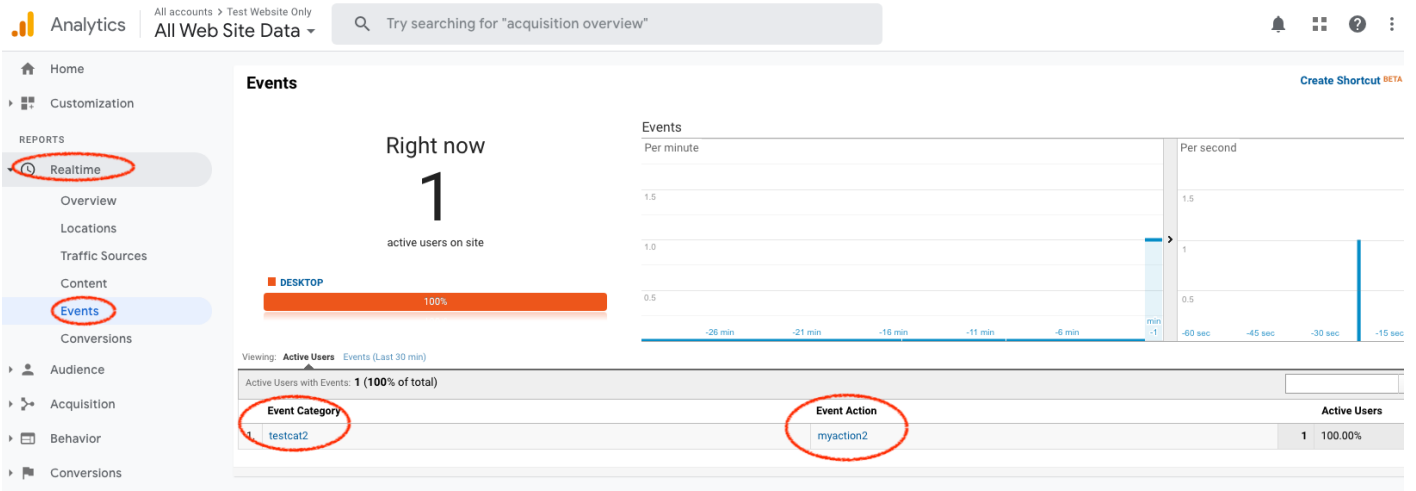
Add the trigger to your page (Method 2)

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

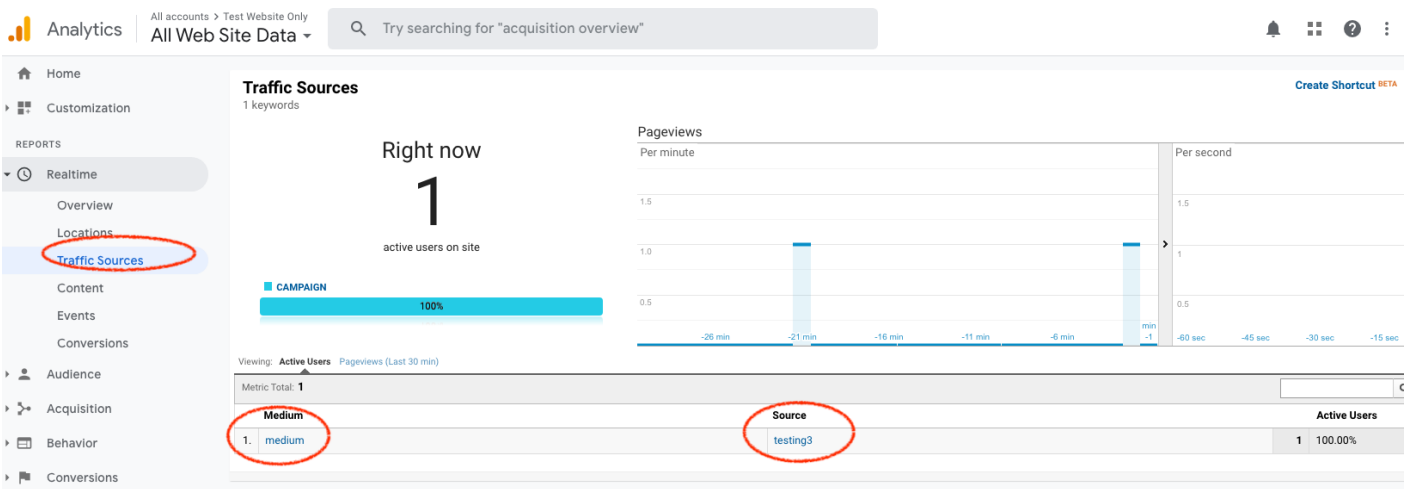
You can use the following code.

```
<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)

Analytics | All accounts > Test Website Only | All Web Site Data | Try searching for "acquisition overview"

Home | Customization | REPORTS | Realtime | Audience | Acquisition | **Behavior** | Events | Overview | **Top Events** | Pages | Events Flow | Publisher | Experiments | Conversions

Top Events | All Users | 100.00% Unique Events | + Add Segment

Explorer | Event | Site Usage | Ecommerce

Total Events vs. Select a metric

Total Events

1

0.5

Wednesday, January 12, 2022

Primary Dimension: Event Category | Event Action | Event Label

Plot Rows | Secondary dimension: Campaign | Sort Type: Default

Event Category	Campaign	Total Events	Unique Events	Event Value
		1	1	%
		% of Total: 100.00% (1)	% of Total: 100.00% (1)	
1. testcat2	campaign	1(100.00%)	1(100.00%)	

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Revision #3

Created 13 January 2022 02:57:17 by UTMSimple

Updated 13 January 2022 03:10:04 by UTMSimple