

Trigger an Event (Conversion) in Google Analytics (GA) on Thank You Page

Set up your Tag

First step is setting up your Event in Tag. Configure your event as it fits your need. You can see our example below. We highlighted the important fields.

Conversion

Save

⋮

Paused in this workspace – This tag is paused and will not fire once published

Unpause

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type

Event

Event Tracking Parameters

Category

Testing

Action

PurchaseMade

Label

Testing

Value

{{Data Layer // amount}}

Non-Interaction Hit

False

Google Analytics Settings ⓘ

{{Test Analytics}} ⓘ

☐ Enable overriding settings in this tag ⓘ

> Advanced Settings

Triggering

Paused

Firing Triggers

DOM Ready
Page View

As you can see from our example, we set the amount to read from Data Layer, you can hard code this value as well.

Second step is settin up an event trigger using your thank you page URL

For this, select "Page View" as Trigger Type and add Page Path exception for your thank you page URL. Check our example below.

Trigger Configuration

Trigger Type



Page View

This trigger fires on

Page Path

contains thanks.html

References to this Trigger



Conversion
Tag

That's it!

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