

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.

The screenshot shows the 'Tag Configuration' interface for a 'Conversion' tag. The tag is currently 'Paused in this workspace'. The configuration is as follows:

- 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:** (Expanded)

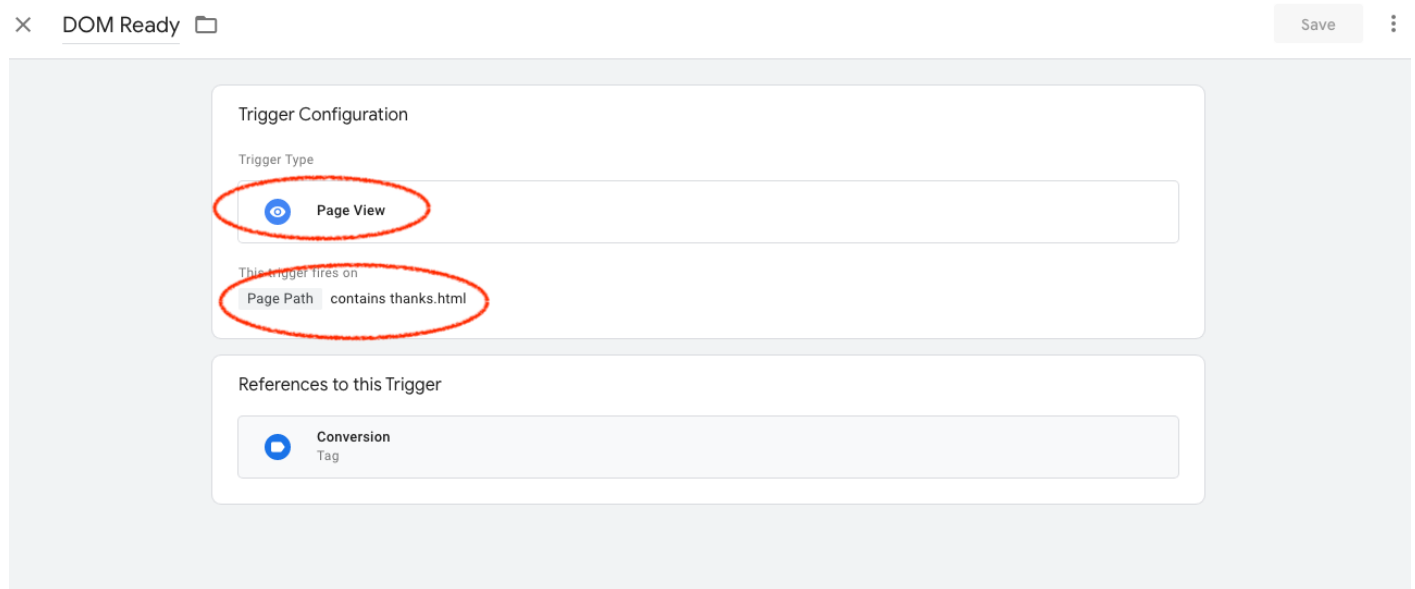
Triggering: Paused

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 setting 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.



That's it!

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