

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 Unpause

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

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 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.

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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