



CUSTOMIZATIONS



EVENT TRACKING

(ENHANCED) E-COMMERCE TRACKING

DASHBOARDS / REPORTS





EVENT TRACKING



Track Interactions that don't generate a Page View



WHAT CAN BE TRACKED?

- click
- FormSubmit
- Form focus, blur
- Keyboard-Actions
- Scrolling
- Active
- etc....

JavaScript / jQuery

Category: Events		
These methods are used to register behaviors to take effect when the user interacts with the browser, and to further manipulate those registered behaviors.		
<code>bind()</code>	Also in: Events > Event Handler Attachment	
Attach a handler to an event for the elements.		
<code>blur()</code>	Also in: Events > Form Events > Form	
Bind an event handler to the "blur" JavaScript event, or trigger that event on an element.		
<code>change()</code>	Also in: Events > Form Events > Form	
Bind an event handler to the "change" JavaScript event, or trigger that event on an element.		
<code>click()</code>	Also in: Events > Mouse Events	
Bind an event handler to the "click" JavaScript event, or trigger that event on an element.		
<code>clicks()</code>	Also in: Events > Mouse Events	
Bind an event handler to the "clicks" JavaScript event, or trigger that event on an element.		
<code>delegate()</code>	Also in: Events > Event Handler Attachment	
Attach a handler to one or more events for all elements that match the selector, now or in the future, based on a specific set of root elements.		
<code>die()</code>	Also in: Deprecated > Deprecated 1.8 > Events > Event Handler Attachment > Deprecated	
Narrow event handlers previously attached using <code>bind()</code> from the elements.		
<code>event</code>	Also in: Events > Browser Events > Deprecated > Deprecated 1.8	
Bind an event handler to the "event" JavaScript event.		
<code>event.currentTarget</code>	Also in: Events > Event Object	
The current DOM element within the event bubbling phase.		
<code>event.data</code>	Also in: Events > Event Object	
An optional object of data passed to an event method when the current executing handler is found.		
<code>event.delegateTarget</code>	Also in: Events > Event Object	
The element where the currently-called jQuery event handler was attached.		
<code>event.isDefaultPrevented()</code>	Also in: Events > Event Object	
Return whether <code>event.preventDefault()</code> was ever called on this event object.		
<code>event.isImmediatePropagationStopped()</code>	Also in: Events > Event Object	
Return whether <code>event.stopImmediatePropagation()</code> was ever called on this event object.		
<code>event.isPropagationStopped()</code>	Also in: Events > Event Object	
Return whether <code>event.stopPropagation()</code> was ever called on this event object.		
<code>event.metaKey</code>	Also in: Events > Event Object	
Indicates whether the META key was pressed when the event fired.		
<code>event.namespace</code>	Also in: Events > Event Object	
The namespace specified when the event was triggered.		
<code>event.pageX</code>	Also in: Events > Event Object	
The mouse position relative to the left edge of the document.		
<code>event.pageY</code>	Also in: Events > Event Object	
The mouse position relative to the top edge of the document.		

EVENT TRACKING

- Manual

```
<a href="http://website.com" onClick="ga('send', 'event', 'Category', 'Action', 'Label');">abc</a>
```

JS Event



GA Event call

Category, Action, Label (optional)
and Value (optional)

- Google Tag Manager




(ENHANCED) E-COMMERCE TRACKING



E-COMMERCE TRACKING (THANK YOU PAGE)
ENHANCED E-COMMERCE TRACKING



E-COMMERCE TRACKING




[SIGN IN](#) [SHIPPING & PAYMENT](#) [GIFT-WRAP](#) [PLACE ORDER](#)



Review Your Order


By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#)

Shipping Address:
Chris Customer
742 EVERGREEN TERRACE
SPRINGFIELD, WV 20025
United States
Phone: 1234567890 [Change](#)

Billing Information:
Rewards Points
 ending in 1234 [Change](#)
Billing Address:
Same as shipping address [Change](#)

Gift Cards & Promotional Codes:
 [Apply](#)

Estimated delivery: Sept. 26, 2011

\$29.95

Quantity: 1 [Change](#)
Sold by: -Media-Mart
[Add gift options](#)

Choose your  shipping speed:
☐ FREE Standard Shipping (3-5 business days)
☒ FREE Two-Day Shipping **--get it Monday, September 26**
☐ \$3.99/item One-Day Shipping **--get it Saturday, September 24**

[Place your order](#)

Order Summary

Items:	\$29.95
Shipping & Handling:	\$0.00
Total Before Tax:	\$29.95
Estimated Tax To Be Collected:	\$0.00
Rewards Points	-\$4.58
Order Total:	\$25.37

How are shipping costs calculated?
Amazon Prime Shipping has been applied to the eligible items in your order.

- Order #
- Total Amount
- Total Tax
- Shipping Cost
- Discounts
- Product Names
- Product Prices
- Product SKUs
- Product Quantity

ENHANCED E-COMMERCE TRACKING

HOMEPAGE

- Slider Clicks
- Product Clicks
- Promotion Clicks

CATEGORY

- Product Impressions
- Position

PRODUCT

- Product Views
- AddToCart

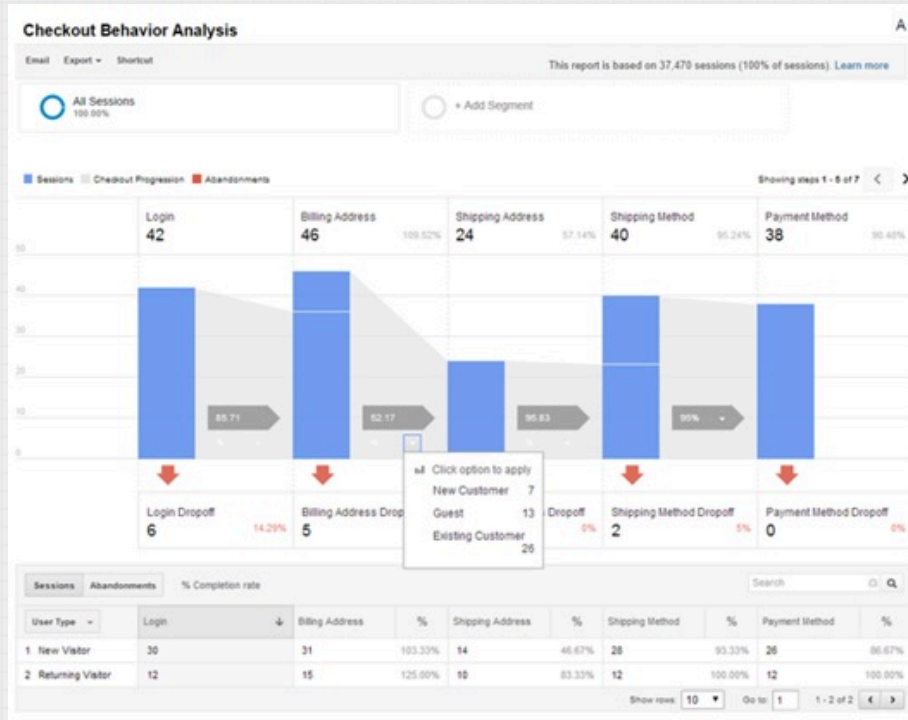
CART

- Change of Quantity
- Promo code

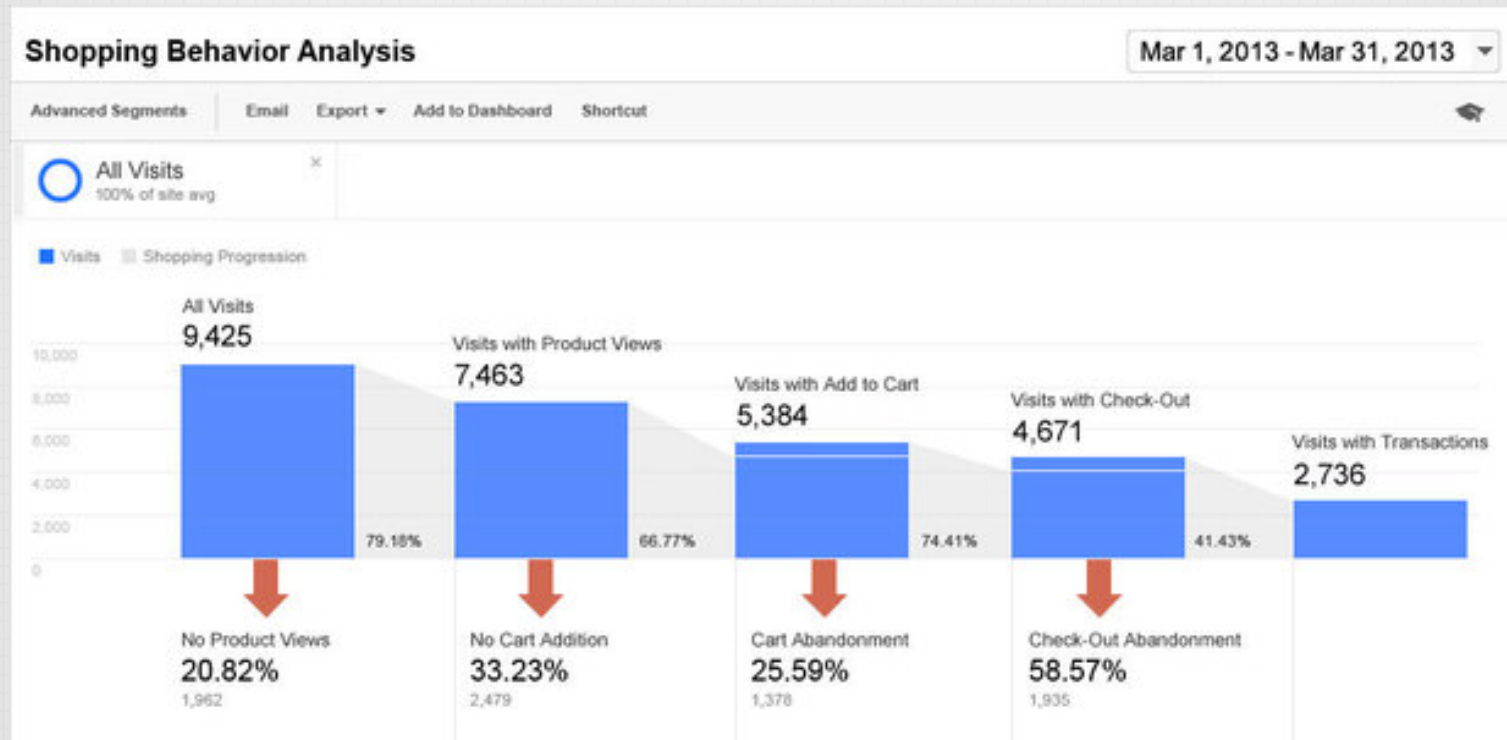
CONVERSION

- E-Commerce Tracking
- Order cancellation

ENHANCED E-COMMERCE TRACKING



ENHANCED E-COMMERCE TRACKING



ENHANCED E-COMMERCE TRACKING

Primary Dimension: Product Product SKU Product Category Product Brand Shopping Stage							
Secondary dimension ▾		<input type="text"/> <input type="button" value="Q"/> <input type="button" value="advanced"/> <input type="button" value="Table"/> <input type="button" value="Chart"/> <input type="button" value="List"/> <input type="button" value="Filter"/> <input type="button" value="Print"/>					
Product [?]	Product in List Views [?]	Product Detail Views [?]	Products Added [?]	Products Removed [?]	Unique Purchases [?] ↓	Cart-to-Detail Ratio [?]	Buy-to-Detail Ratio [?]
	862 % of Total: 100.00% (862)	57 % of Total: 100.00% (57)	13 % of Total: 100.00% (13)	0 % of Total: 0.00% (0)	7 % of Total: 100.00% (7)	22.81% Site Avg: 22.81% (0.00%)	12.28% Site Avg: 12.28% (0.00%)
1. Nine West Women's Lucero Pump	70	8	2	0	2	25.00%	25.00%
2. Olympus Stylus 750 7.1MP Digital Camera	78	4	1	0	1	25.00%	25.00%
3. Canon PowerShot A630 8MP Digital Camera with 4x Optical Zoom	10	2	1	0	1	50.00%	50.00%
4. Crucial 512MB PC4200 DDR2 533MHz Memory	5	2	1	0	1	50.00%	50.00%
5. Nokia 2610 Phone	17	6	1	0	1	16.67%	16.67%
6. Sony VAIO VGN-TXN27N/B 11.1" Notebook PC	75	10	4	0	1	40.00%	10.00%

DASHBOARDS / REPORTS





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GA CUSTOMIZATION ACTIONS



READ & VIEW

Read this post by Anna Lewis (Kozai) about the [Event Tracking Guide](#)



SETUP

Create an event in a Link on your Test site and see if it appears in the Real time Reporting once you click on it
Look through the solutions Gallery and install useful Reports and Dashboards to your GA account



DISCUSS

Having a hard time customizing your GA installation? Let us know about your struggles and we'll answer...