



# 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

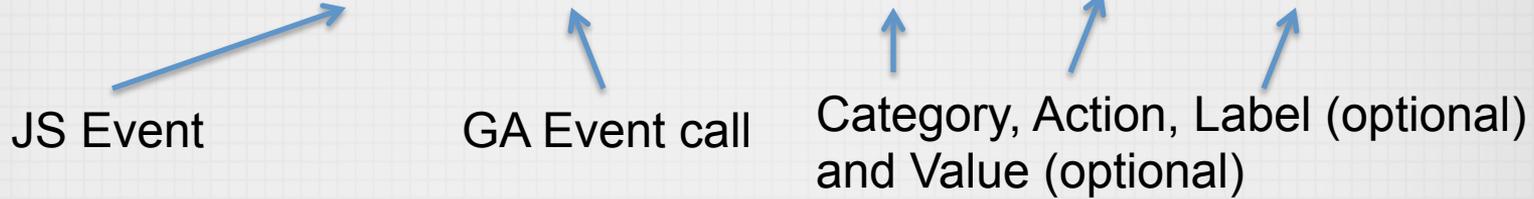
Category: Events	
<b>jQuery</b> Attach an handler to an event for the elements.	Also in: <a href="#">Events</a>   <a href="#">Event Handler Attachment</a>
<b>jQuery</b> Bind an event handler to the "blur" JavaScript event, or trigger that event on an element.	Also in: <a href="#">Events</a>   <a href="#">Form Events</a>   <a href="#">Forms</a>
<b>jQuery</b> Bind an event handler to the "change" JavaScript event, or trigger that event on an element.	Also in: <a href="#">Events</a>   <a href="#">Form Events</a>   <a href="#">Forms</a>
<b>jQuery</b> Bind an event handler to the "click" JavaScript event, or trigger that event on an element.	Also in: <a href="#">Events</a>   <a href="#">Mouse Events</a>
<b>jQuery</b> Bind an event handler to the "dblclick" JavaScript event, or trigger that event on an element.	Also in: <a href="#">Events</a>   <a href="#">Mouse Events</a>
<b>jQuery</b> 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.	Also in: <a href="#">Events</a>   <a href="#">Event Handler Attachment</a>
<b>jQuery</b> Narrow event handlers previously attached using jQuery from the elements.	Also in: <a href="#">Deprecated</a>   <a href="#">Deprecated 1.8</a>   <a href="#">Events</a>   <a href="#">Event Handler Attachment</a>   <a href="#">Removed</a>
<b>jQuery</b> Bind an event handler to the "error" JavaScript event.	Also in: <a href="#">Events</a>   <a href="#">Browser Events</a>   <a href="#">Deprecated</a>   <a href="#">Deprecated 1.8</a>
<b>event.currentTarget</b> The current DOM element within the event bubbling phase.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.data</b> An optional object of data passed to an event method when the current executing handler is bound.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.delegateTarget</b> The element where the currently-called jQuery event handler was attached.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.isDefaultPrevented()</b> Returns whether event.preventDefault() was ever called on this event object.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.isImmediatePropagationStopped()</b> Returns whether event.isPropagationStopped() was ever called on this event object.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.isPropagationStopped()</b> Returns whether event.stopPropagation() was ever called on this event object.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.metaKey</b> Indicates whether the META key was pressed when the event fired.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.namespace</b> The namespace specified when the event was triggered.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.pageX</b> The mouse position relative to the left edge of the document.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>
<b>event.pageY</b> The mouse position relative to the top edge of the document.	Also in: <a href="#">Events</a>   <a href="#">Event Object</a>

# 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



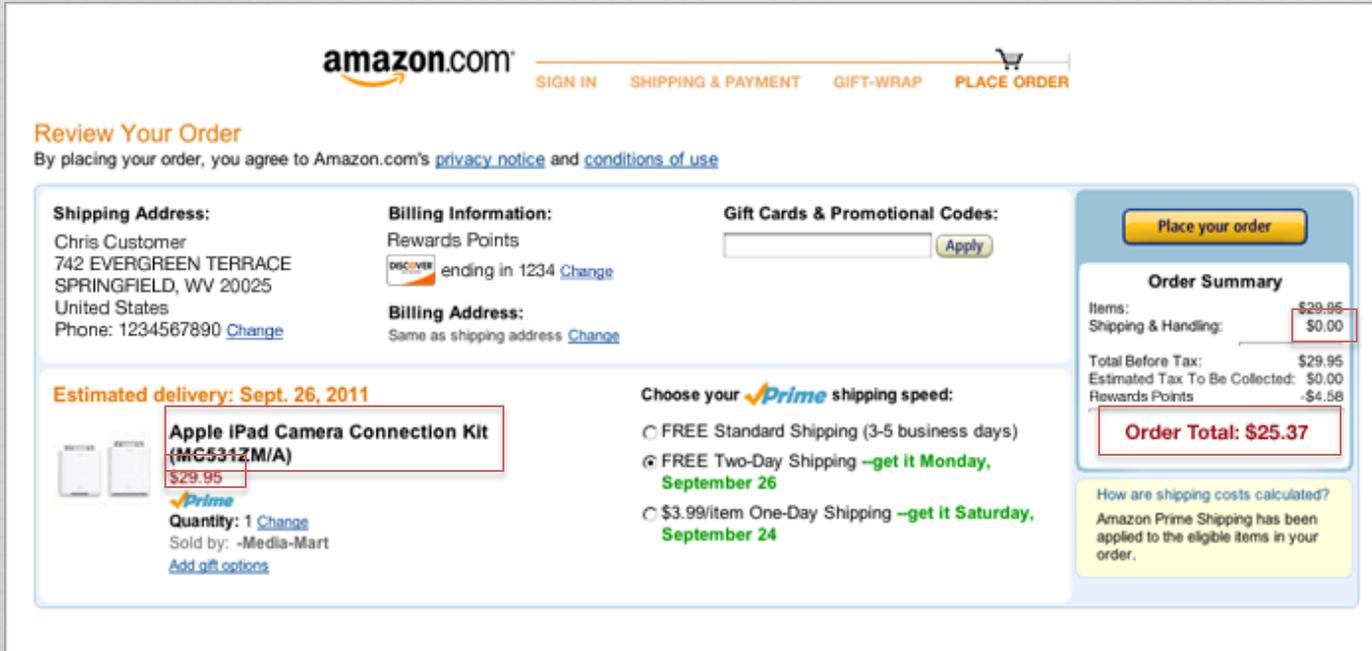
(ENHANCED) E-COMMERCE TRACKING



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



# E-COMMERCE TRACKING



amazon.com [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](#)

**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
<b>Order Total:</b>	<b>\$25.37</b>

**Estimated delivery: Sept. 26, 2011**

**Apple iPad Camera Connection Kit (MG531ZM/A)**  
\$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**

**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

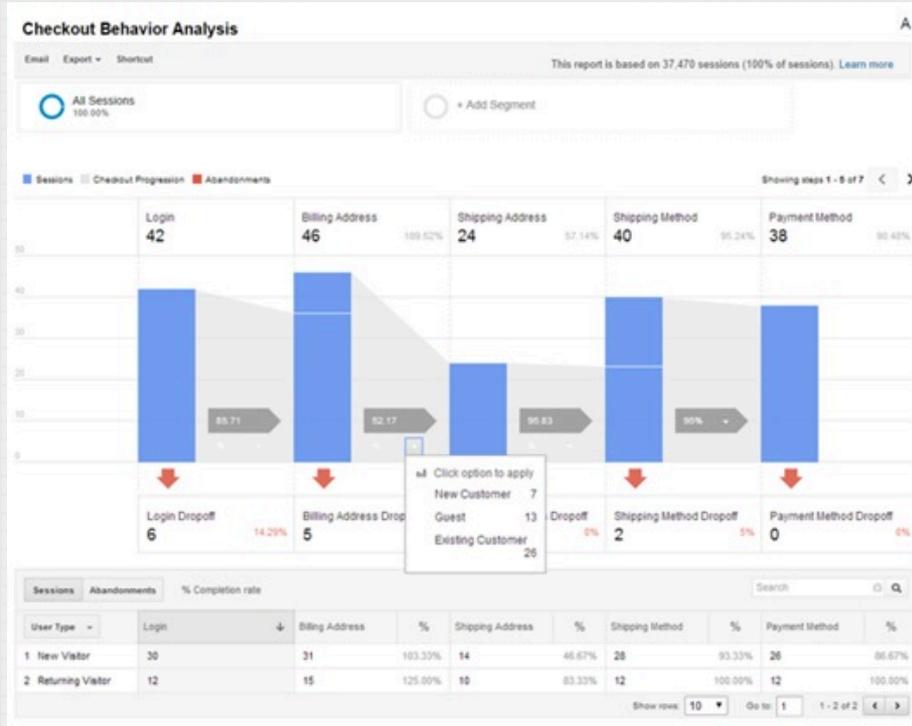
- Change of Quantity
- Promo code

## CONVERSION

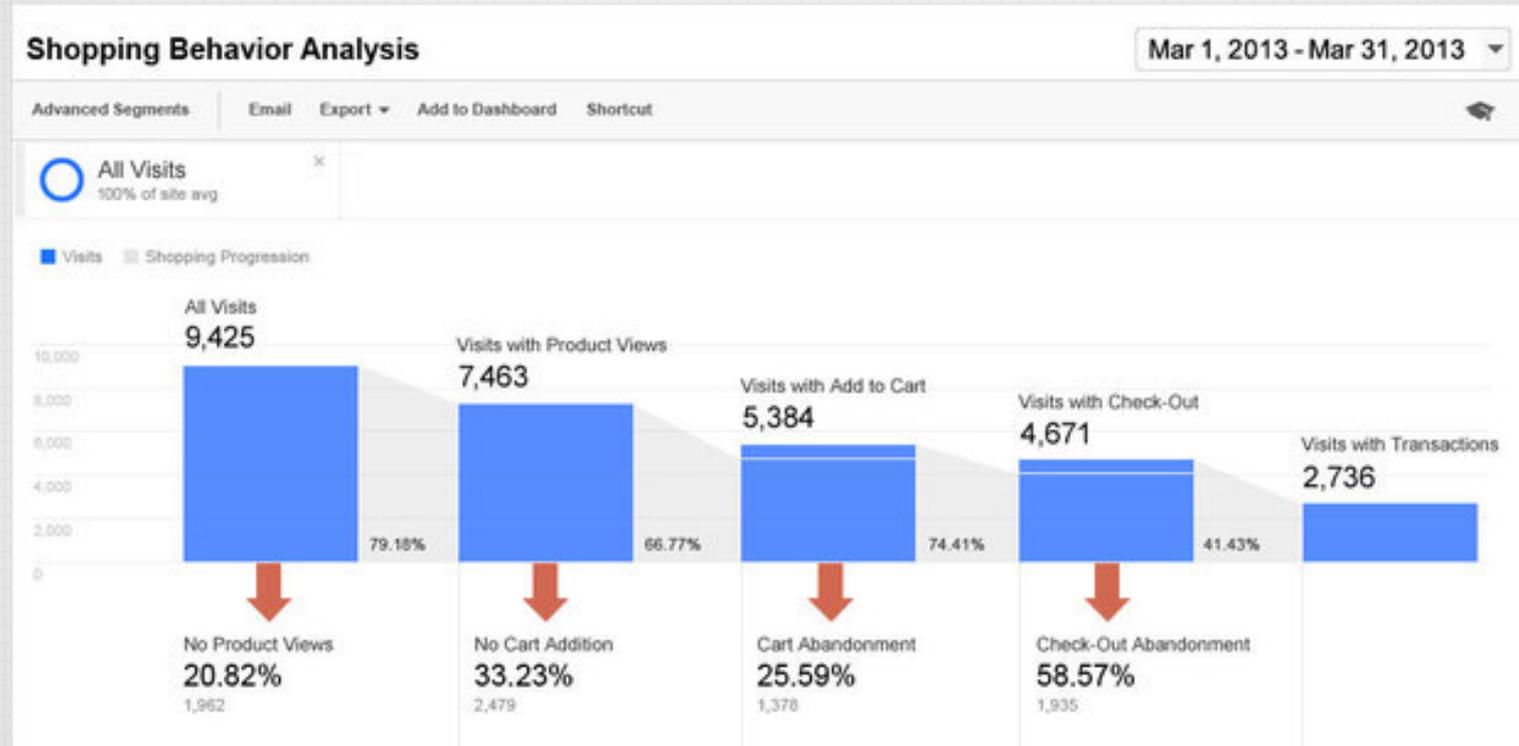
- E-Commerce Tracking
- Order cancellation



# 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 ▼  Q advanced 📊 🌐 ☰ 🔍 ⌵

Product <span>?</span>	Product in List Views <span>?</span>	Product Detail Views <span>?</span>	Products Added <span>?</span>	Products Removed <span>?</span>	Unique Purchases <span>?</span> <span>↓</span>	Cart-to-Detail Ratio <span>?</span>	Buy-to-Detail Ratio <span>?</span>
	862 <small>% of Total: 100.00% (862)</small>	57 <small>% of Total: 100.00% (57)</small>	13 <small>% of Total: 100.00% (13)</small>	0 <small>% of Total: 0.00% (0)</small>	7 <small>% of Total: 100.00% (7)</small>	22.81% <small>Site Avg: 22.81% (0.00%)</small>	12.28% <small>Site Avg: 12.28% (0.00%)</small>
1. <a href="#">Nine West Women's Lucero Pump</a>	70	8	2	0	2	25.00%	25.00%
2. <a href="#">Olympus Stylus 750 7.1MP Digital Camera</a>	78	4	1	0	1	25.00%	25.00%
3. <a href="#">Canon PowerShot A630 8MP Digital Camera with 4x Optical Zoom</a>	10	2	1	0	1	50.00%	50.00%
4. <a href="#">Crucial 512MB PC4200 DDR2 533MHz Memory</a>	5	2	1	0	1	50.00%	50.00%
5. <a href="#">Nokia 2610 Phone</a>	17	6	1	0	1	16.67%	16.67%
6. <a href="#">Sony VAIO VGN-TXN27N/B 11.1" Notebook PC</a>	75	10	4	0	1	40.00%	10.00%





# DASHBOARDS / REPORTS





# CUSTOMIZATIONS



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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...

