

37 examples of your users' activities that you can measure in Google Tag Manager and Google Analytics 4

contact section:

- the number of correctly sent contact forms
- the number of attempts to fill the form when a user encounters an invalid field issue
- the number of technical errors (server/website) when trying to send a form
- the way the form was filled out (for advanced forms, where there's several variants to choose from)
- the number of redirects to Google Maps
- the number of clicks on a phone number (on smart-phones it automatically triggers a phone call)
- if the form is opened in a separate window, the number of views and forms closed with the X icon (useful e.g. for re-marketing)

main page:

- the amount of clicks for every element of the main page
- the number of clicks on CTA targets (call to action)
- the amount of redirect to external domains, like social media pages
- the amount of users that signed up for the newsletter
- the number of correctly and incorrectly completed and closed forms
- tracking user engagement (percentage of page scrolling and time spent)
- collection of demographic data
- a list of users who visited 3 sub-pages and did not achieve the main goals

landing page:

- amount of reservations
- amount of inquiries
- amount of file downloads
- amount of checked check-boxes

amount of viewed media files

- the degree of engagement of users who found the LP

tracking users following the path planned for them to achieve the goal

online store:sales and its values broken down by traffic channels

generated traffic

- differences between traffic from different sources
- amount of technical errors
- cannot perform an action)help in identifying the most popular categories

number and places of the so-called rage clicks (when a frustrated user

- the degree of blog readers' involvement in the store and their further
- activities on the site✓ the effectiveness of individual blog posts in terms of directing users to CTAs
- key exit pages tracking
- tracking the number of visits to pages with a 404 error
- tracking the number of visits to pages with currently unavailable products

tracking of popular queries in the internal search engine

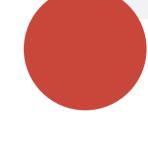
accounts✓ a list of users who performed certain actions but did not complete a

the number of registrations and the number of visits with logging into

purchasea list of users who have spent a certain period of time on the site but have

not registered

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