



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 viewed media files
- ✓ amount of checked check-boxes
- ✓ 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
- ✓ differences between traffic from different sources
- ✓ amount of technical errors
- ✓ number and places of the so-called rage clicks (when a frustrated user cannot perform an action)
- ✓ help in identifying the most popular categories
- ✓ 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 or key store addresses
- ✓ segmentation of affiliate partners in terms of sales and the type of generated traffic
- ✓ key exit pages tracking
- ✓ tracking of popular queries in the internal search engine
- ✓ tracking the number of visits to pages with a 404 error
- ✓ tracking the number of visits to pages with currently unavailable products
- ✓ the number of registrations and the number of visits with logging into accounts
- ✓ a list of users who performed certain actions but did not complete a purchase
- ✓ a list of users who have spent a certain period of time on the site but have not registered

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