

Advanced Analytics Setup Bundle

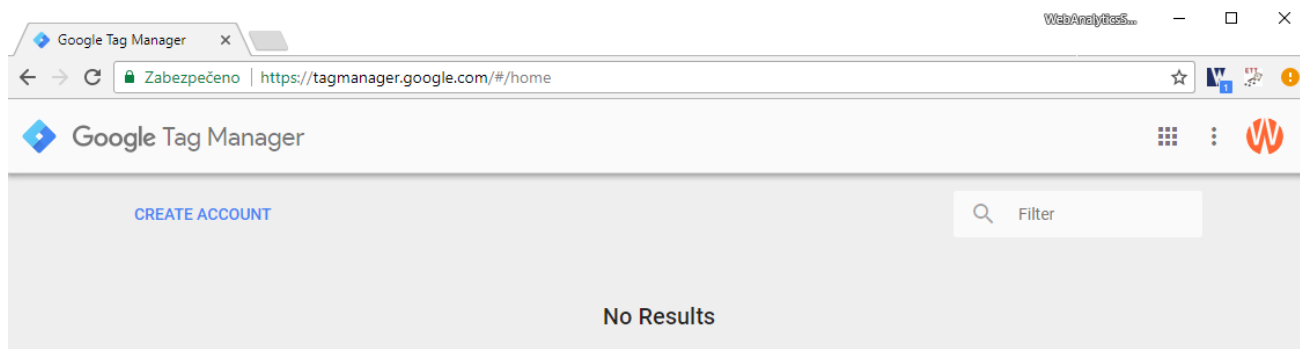
10 Minutes Setup Guide

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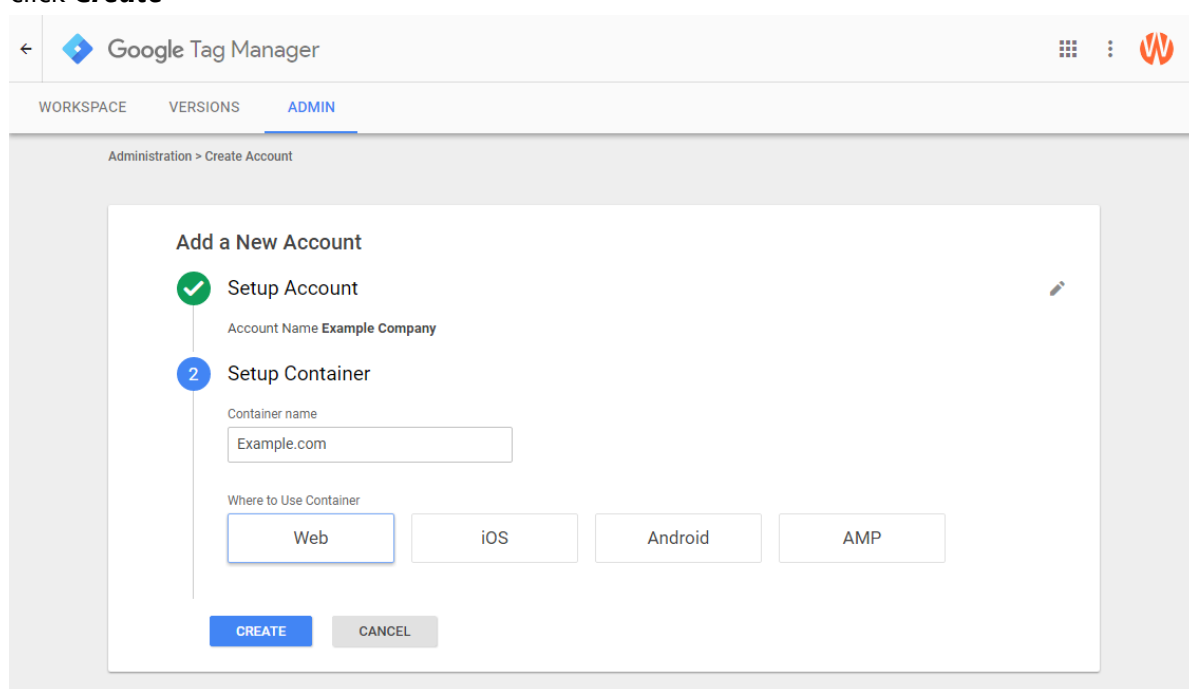
Analytics Setup Import

Follow the steps below.

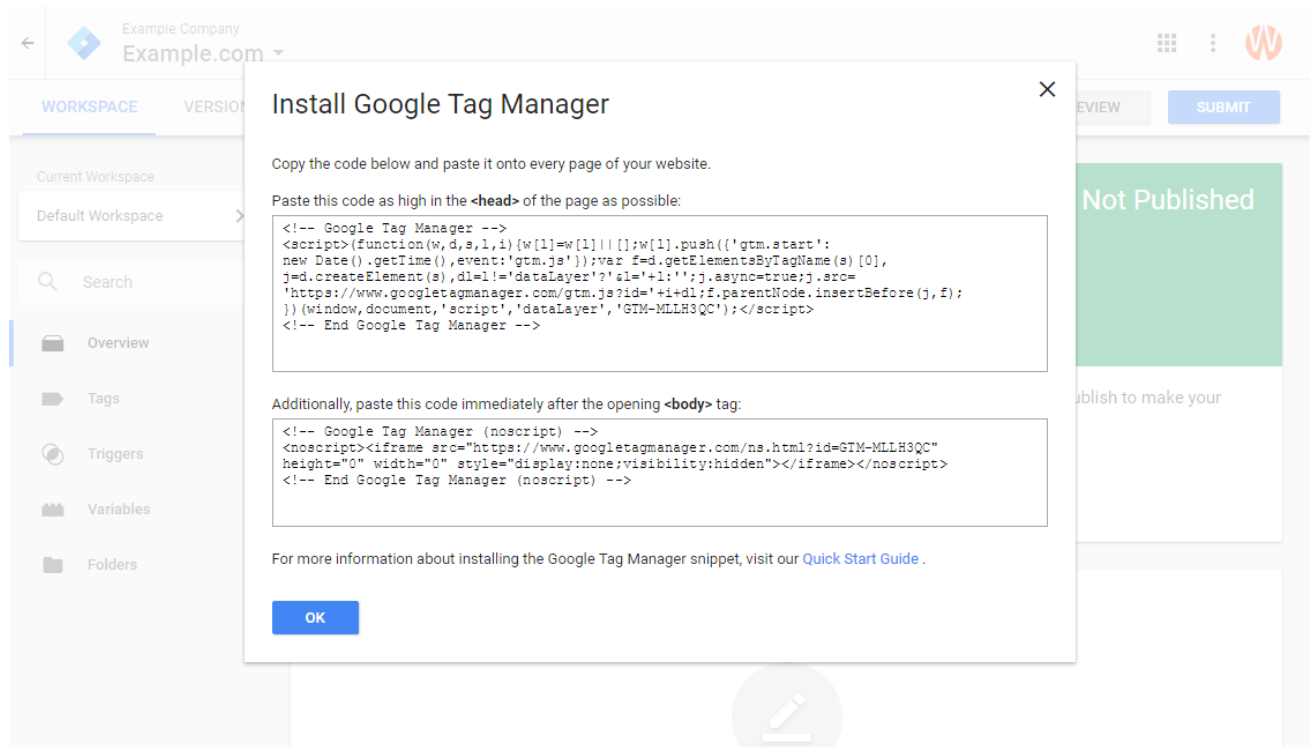
1. I assume that you have never used Google Tag Manager (GTM). So, go to <https://tagmanager.google.com> and sign in with your Google Account.
2. Click **Create Account** button.



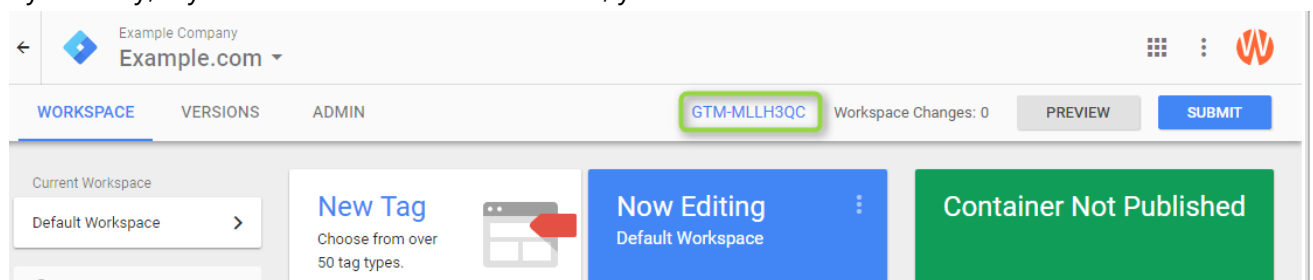
3. On the **Add a New Account** page
 - a. fill in **Account name** – the name of your company/website/group of websites
 - b. fill in **Container name** – the name of your website
 - c. click the button **Web**
 - d. click **Create**



4. Accept GTM Terms of Service Agreement.
5. In the **Install Google Tag Manager** window, you will get the code you should **give to your web developer or webmaster**. This code has two parts:
 - a. The first part must be placed within the `<head>` tag in the HTML source code.
 - b. The second part must be placed just after the opening `<body>` tag in the HTML source code.

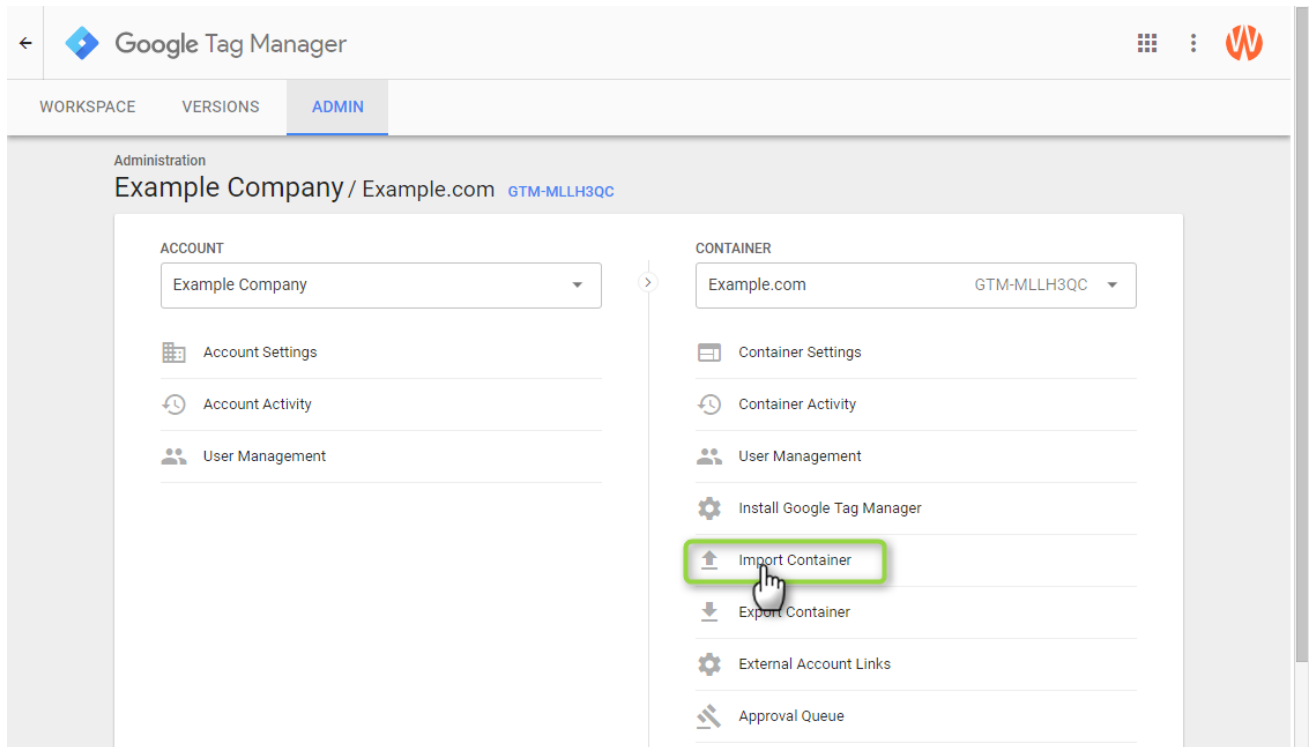


By the way, if you want to show the code later, you can click the GTM ID in the menu bar.



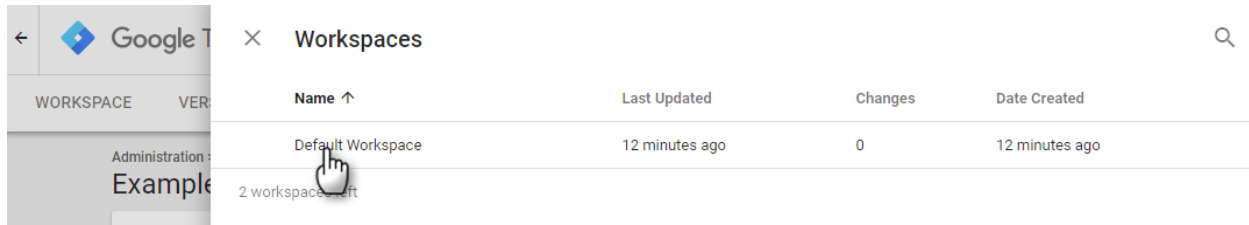
6. If you already have Google Analytics code on your website, this code must be removed to avoid duplicate tracking.
7. In the main menu go to **Admin** section.

8. Click **Import Container**



9. In **Select File to Import** select the **WAS_GTM_setup.json** file which is part of the *Advanced Web Analytics Setup Bundle*.

- a. Under **Choose workspace** click **Existing**
- b. Then click **Default Workspace**



- c. Let the **Overwrite** option selected.

d. And then click **Confirm**.

Administration > Import Container
Example Company / Example.com GTM-MLLH3QC

Import Container

Overwrite or merge with the latest container version by importing a json file in the correct format.

Select file to import

1 **WAS_GTM_SETUP.JSON**

Choose workspace

2 **DEFAULT WORKSPACE**

Choose an import option ?

3 **Overwrite**
Overwrite selected workspace with content of imported container GTM-MLLH3QC

Merge
Merge selected workspace with content of imported container GTM-MLLH3QC

Preview and confirm your import

Tags			
20	0	0	
New	Modified	Deleted	

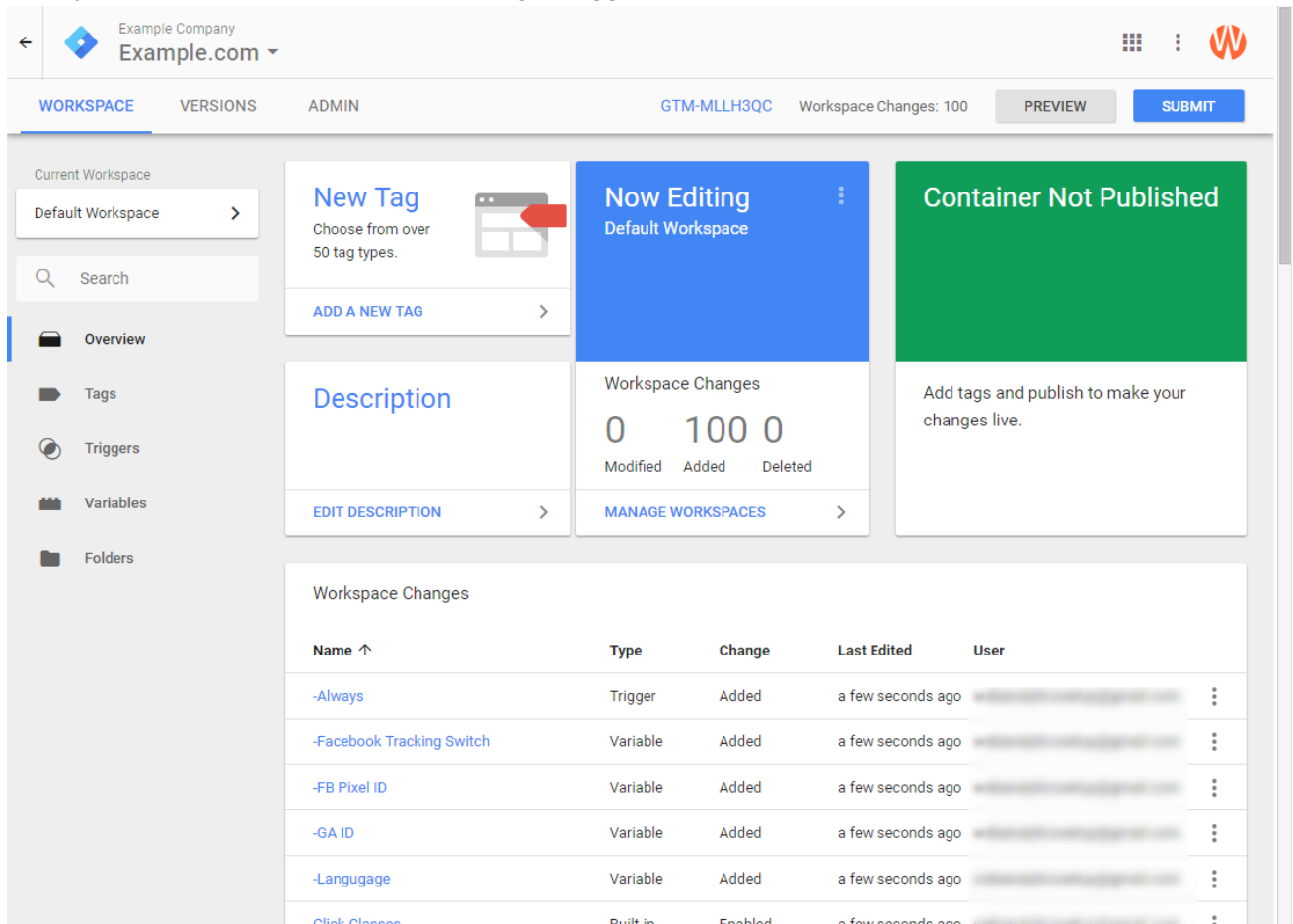
Triggers			
18	0	0	
New	Modified	Deleted	

Variables			
56	0	5	
New	Modified	Deleted	

[View Detailed Changes](#)

4 **CONFIRM** CANCEL

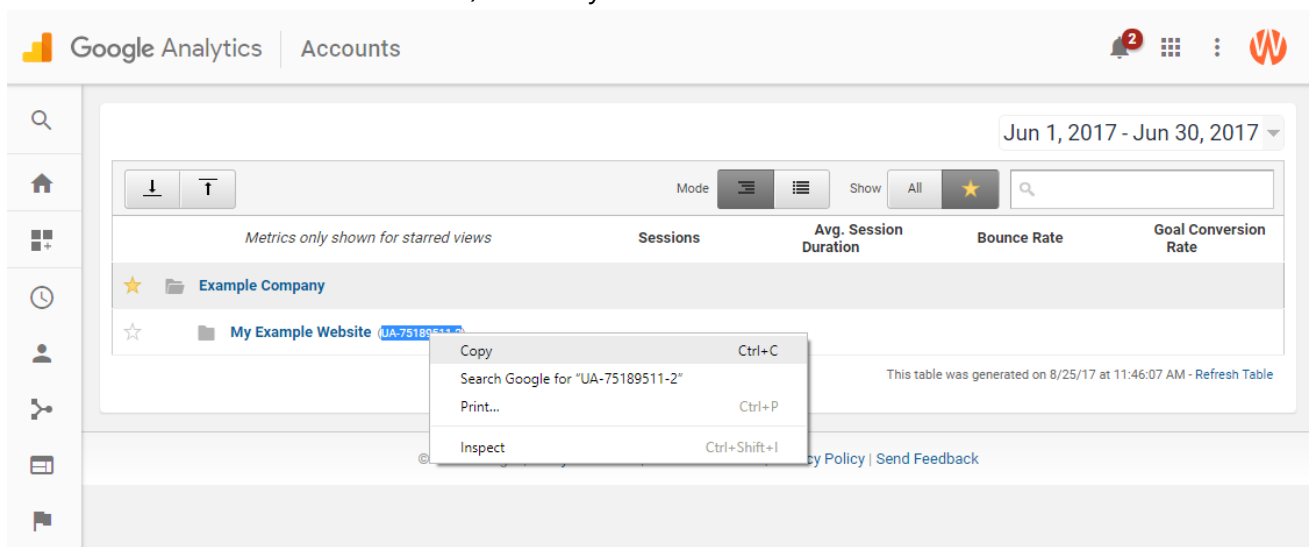
10. Now you should see all the imported *Tags, Triggers, and Variables*.



11. In the left menu click **Variables**, find the **-GA ID** variable and click it to edit.

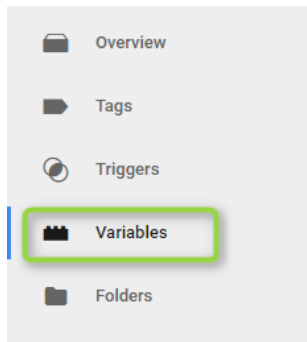
12. You can see value **UA-XXXXXX-YY** in the **Configure Variable** section. This value must be replaced by Google Analytics Tracking ID of your website.

13. You can find Google Analytics Tracking ID in the list of your websites in Google Analytics (in brackets next to the website's name). ID always starts with **UA-**.

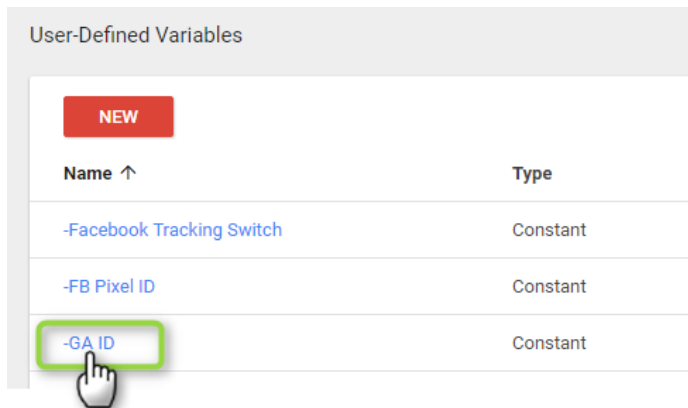


14. Copy this ID to the clipboard and paste it as **-GA ID** variable value in Google Tag Manager.

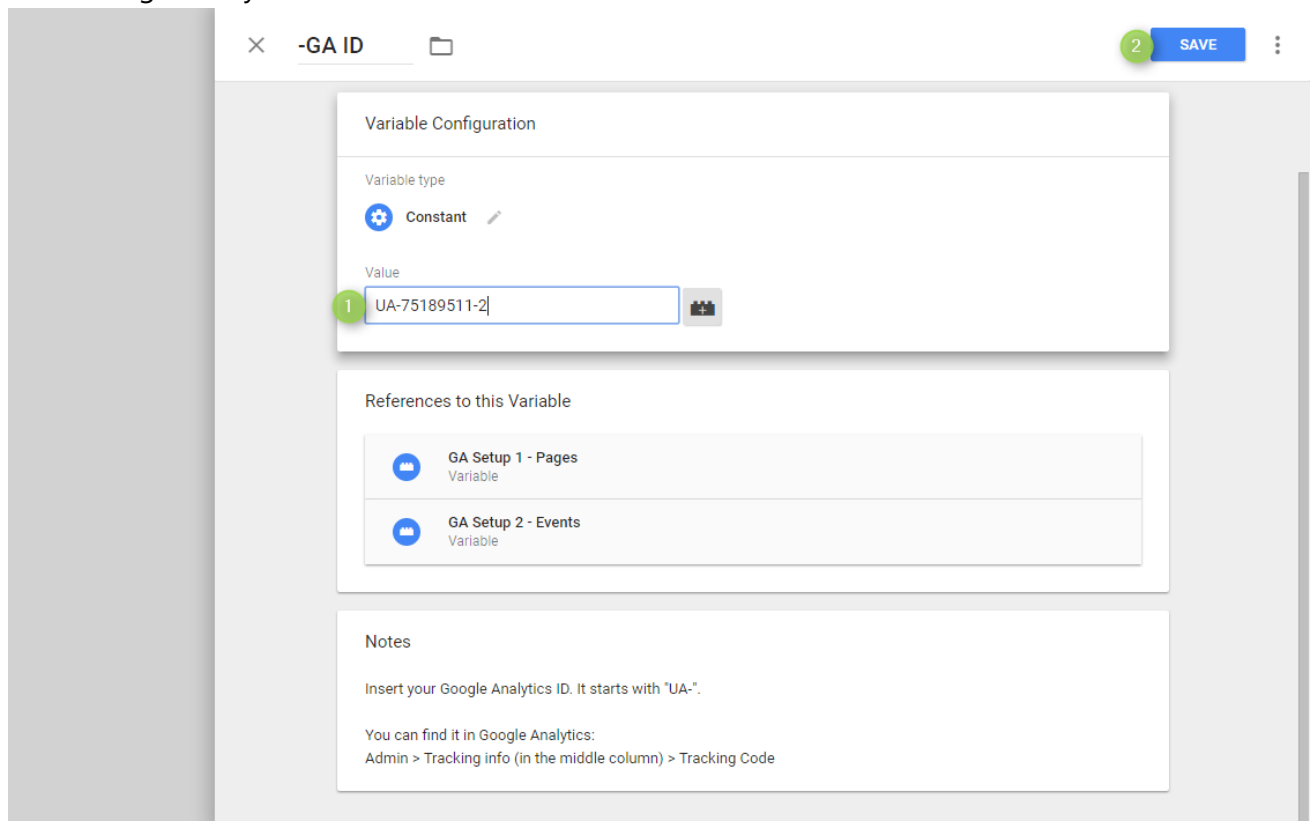
a. In the left menu choose **Variables**.



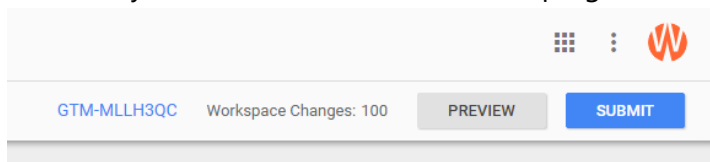
b. Scroll down to a variable called **-GA ID** and click it.



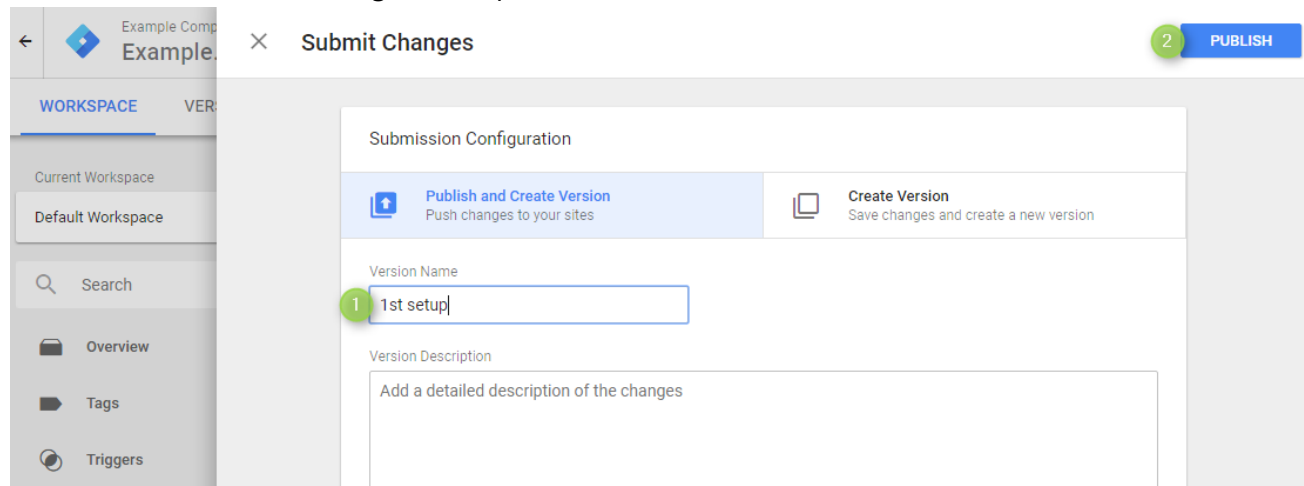
15. Enter Google Analytics ID a then click **Save**.



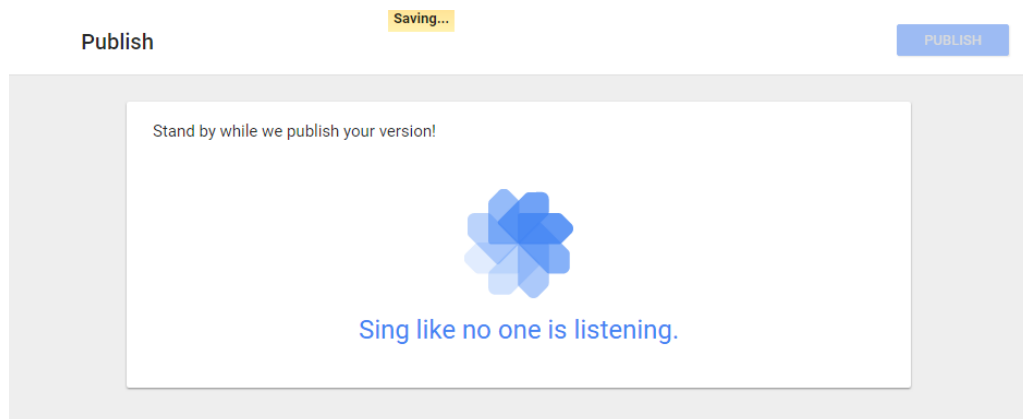
16. And finally, click **Submit** button in the top right corner.



and fill in **Version Name** (e.g. *1st setup*), then click **Publish** button.



You will see...



...and then

The screenshot shows a web analytics dashboard interface. At the top, there is a navigation bar with a back arrow, a company logo for 'Example Company' with the URL 'Example.com', and a user profile icon. Below the navigation bar are tabs for 'WORKSPACE', 'VERSIONS' (which is selected), and 'ADMIN'. The main content area is titled 'Version 1 - 1st setup' and contains two sections: 'Version Summary' and 'Version Changes'. The 'Version Summary' section displays the creation date and time, the creator's email, and a description. It also shows a 'Version Items' summary with 20 Tags, 18 Triggers, and 42 Variables. The 'Version Changes' section is a table listing individual changes.

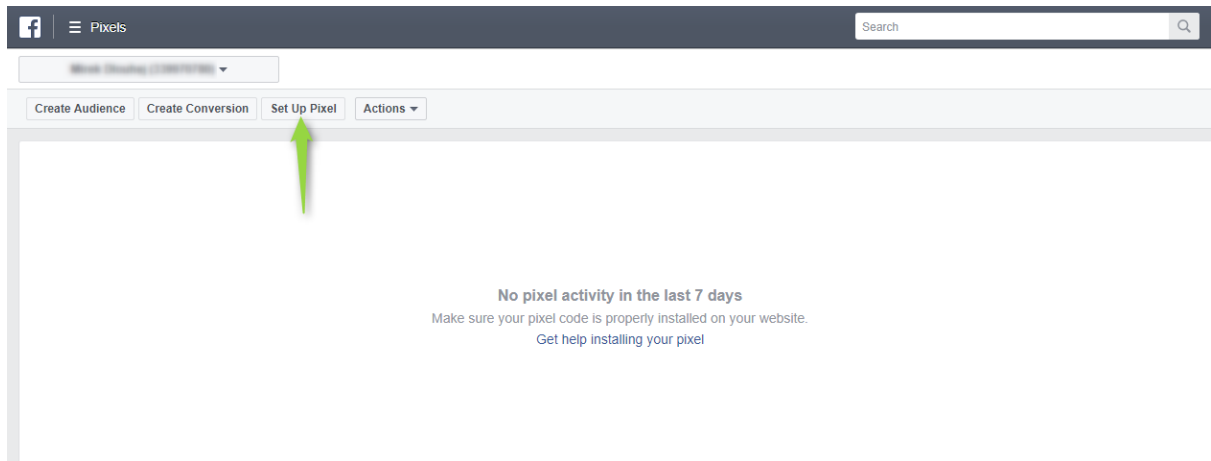
Name ↑	Type	Change
-Always	Trigger	Added
-Facebook Tracking Switch	Variable	Added
-FB Pixel ID	Variable	Added
-GA ID	Variable	Added
-Langugage	Variable	Added
Click Element - data-ga-type - event-cal	Trigger	Added

That is all.

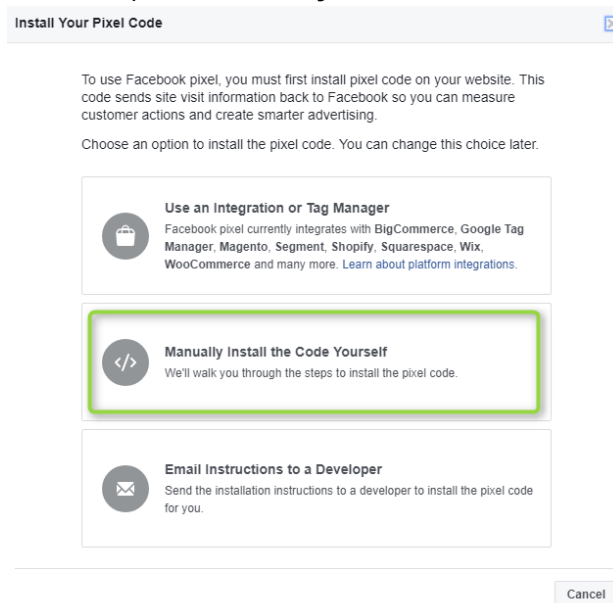
Facebook Pixel Activation

After you have done the Analytics Setup described above, it is easy to switch on the advanced Facebook Pixel tracking.

1. I assume you already have your Facebook Pixel. In you Facebook Ads Manager and click **Set Up Pixel**.



2. Choose option **Manually install the Code Yourself**.



3. Copy your Facebook pixel ID (highlighted in the image).

2 Copy the entire pixel code and paste it in the website header

Paste the pixel code at the bottom of the header section, just above the </head> tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

Use Advanced Matching ⓘ

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document, 'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '123456789012345');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

- 4. Open [Google Tag Manager](#).
- 5. In the left menu click **Variables**.
- 6. Scroll to **-Facebook Pixel ID** variable and click it.

User-Defined Variables

NEW 🔍

Name ↑	Type	Folder	Last Edited
-Facebook Tracking Switch	Constant	Facebook	an hour ago
-FB Pixel ID	Constant	Facebook	an hour ago

7. Enter (paste) your Facebook Pixel ID and click **Save**.

× -FB Pixel ID 📁 2 SAVE ⋮

Variable Configuration

Variable type

⚙️ Constant ✎

Value

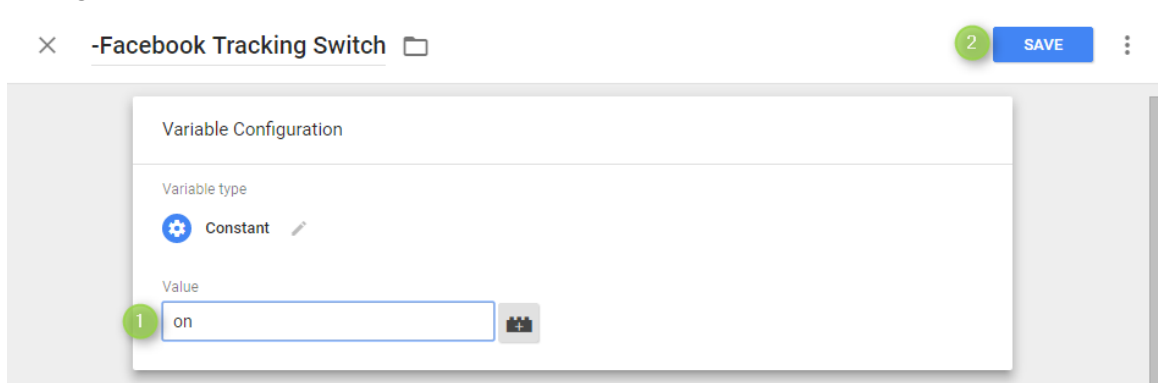
1 🗑️

References to this Variable

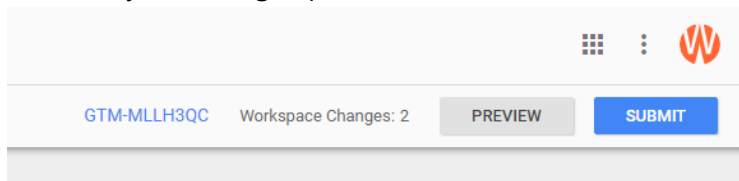
▶️ Facebook Pixel - Basic Code Tag

8. Click variable **-Facebook Tracking Switch**.

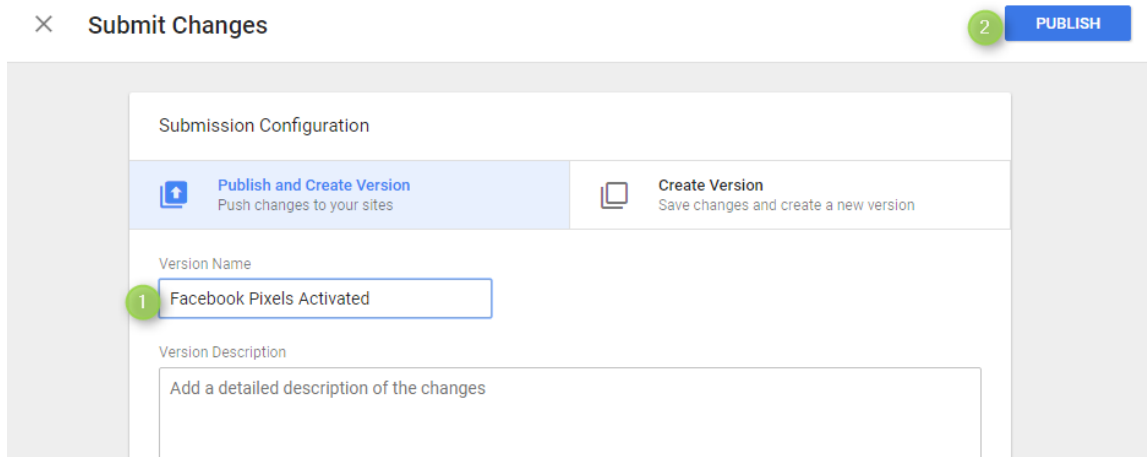
9. Change the value from **off** to **on** and click **Save**.



10. To make your changes public, click Submit button,



then give your Version a name (e.g. *Facebook Pixels Activated*) and click **Publish**.



11. Additionally, you can check if the Facebook Pixel works properly with [Facebook Pixel Helper](#).

