

Using Google Analytics Tracking

Last Modified on 01/28/2025 12:58 pm EST

Please Note: GiveSmart Support does not assist with setting up or configuring your organization's Google Analytics account. See [here](#) for what type of information Google Analytics will capture by default or visit their support portal for more information: <https://support.google.com/analytics/>

Analyze user engagement, such as the number of users who visit the site, number of page views, source clicks, device views, and more by including your **Google Tag ID** from your Google Analytics 4 properties. Tracking on all new or existing campaigns begins once your ID is applied. All donor-facing campaign pages are tracked except for user profiles, forgot/reset password page, terms & conditions, privacy policy, terms of use, and event website pages.

Add your Google Tag ID

1. Visit your **Org Hub > Campaigns**.
2. Click **Settings**.
3. Enter your **Google Tag ID**.

Settings

Recurring Donations

Allow supporters to choose if they want their monetary donation to be a one-time transaction or a monthly recurring transaction. This option can be managed per campaign within the campaign's donation settings. [Learn more](#).

Show ▼

Google Analytics Tracking

Analyze your supporters engagement by including your Google Analytics tracking number. By default, tracking will begin once a tracking number is provided and apply to all new and existing campaigns. [Learn more](#).

Google Analytics 4

G-XXXXXXXXXX

Paste your Google Analytics 4 Measurement ID

Cancel

Save

4. Click **Save**.

Tip: The tag ID you enter needs to include the "G-" in front of it. For Example: G-123456789. Need assistance locating your Google Tag ID? Click [here](#).

What is a Google Tag ID?

The Google Tag ID is a string similar to G-123456789. It must be added to your Org Hub to tell Analytics which account and property to send data to.

Find your Google Tag ID

1. Sign in to your **Analytics** account.
2. Click **Admin**.
3. At the top of the Property Column, select the property.
4. Select a property from the menu in the **Property** column.
5. In the Property column, click **Data Streams**.
6. Click the data stream.
7. In the Google Tag section at the bottom of the Web Stream Details page, click **Configure Tag Settings**.
8. In your Google Tag section on the Google tag page, copy the ID that starts with "G-".

For more information on locating your Google Tag ID or converting from a UA account to a GA-4 account, click [here](#).

Please Note: GiveSmart Support does not assist with setting up or configuring your organization's Google Analytics account. See [here](#) for what type of information Google Analytics will capture by default or visit their support portal for more information:
<https://support.google.com/analytics/>

Don't see a Google Tag ID?

If you do not have a Google Tag ID, then your account needs to be upgraded to a GA-4 account (which is the new default). As of July 1st, 2023 all UA accounts stopped processing data, and require the upgrade to a GA-4 account in order to continue processing. Learn how to upgrade your account [here](#).