



GRAVITY

Gravity Forms Event Tracking Testing Guide

Gravity Forms Event Tracking is an *unofficial add-on* for Gravity Forms. All support inquiries should be directed to Ronald Huereca <ronald@mediaron.com> and not the Gravity Forms support team.

Guide last updated: November 5th, 2021. Note: for GA4, [please follow this free video series](#).

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Introduction

While Gravity Forms does provide a convenient conversion rate metric in WordPress, it's better to have events tracked in Google Analytics for its reporting functionality.

Some tools track form submissions by attaching a JavaScript event to the submit button or load a script on a "Thank You" page. While this works for some cases, there is the potential for false positives in the conversion rate.

Gravity Forms Event Tracking only sends events upon successful form submission by hooking into Gravity Forms' feed functionality. This ensures that events are sent only on a successful form submission.

Gravity Forms Event Tracking allows you to set up per-form events and send this data using Google Analytics. You can choose to use Google Analytics, the Measurement Protocol, or Google Tag Manager to pass data to Google Analytics.

What is the Measurement Protocol?

The Measurement Protocol is a server-to-server connection with Google Analytics. It is the most reliable mechanism for event tracking, but it does not include data such as AdWords, Remarketing, or tracking variables.

What is Google Analytics Mode?

The Event Tracking plugin will attempt to utilize your existing gtag setup to send an event category, action, label, and value to your Google Analytics account. Google Analytics does a good job of allowing reporting based on these values when you set up a matching goal within analytics.

There are some downsides to Google Analytics mode, such as the inability to track UTM variables that come from your campaign.

What is Google Tag Manager?

Google Tag Manager allows you to set up variables (called Data Layer variables) that can be captured via Gravity Forms. A tag for Universal Analytics needs to be created and will trigger when a Gravity Form has been submitted.

If you need more control after a form has been submitted, such as setting up a remarketing tag, then Google Tag Manager may be the best option.

Why Use Google Analytics Mode Instead of the Measurement Protocol?

The Measurement Protocol is an offline mechanism for sending data to Google Analytics. It's the most reliable mechanism for sending events as it is server-to-server and does not require Google Analytics to be installed on the site and does not require JavaScript to work. The downside of the Measurement Protocol is it [does not send nearly as much data](#) to Google Analytics as opposed to a traditional Google Analytics setup.

Google Analytics mode will send data such as Source/Medium (e.g., the page leading to a conversion). Additionally, Google Analytics mode will send information about your user such as location, language, browser information, and AdWords/Remarketing information.

In short, if you crave data, use Google Analytics mode.

Why use Google Tag Manager instead of Google Analytics Mode?

Google Tag Manager allows you to subscribe to form submission events. In Tag Manager, this is called a Trigger. With the Trigger, you can:

- Set up a Universal tag to send data to Google Analytics (v3 or v4).
- Track UTM variables and send those on to Google Analytics.
- Trigger AdWords and/or remarketing tags based on the passed data layer variables.
- Execute other tags such as a Facebook pixel, custom JavaScript, or any of the available Tag Manager tags.

Pre-installation

Gravity Forms Event Tracking requires Gravity Forms 2.5 or greater. Event Tracking will still work for Gravity Forms versions 2.0 or greater, but a warning message will be present until the preferred Gravity Forms version is installed.

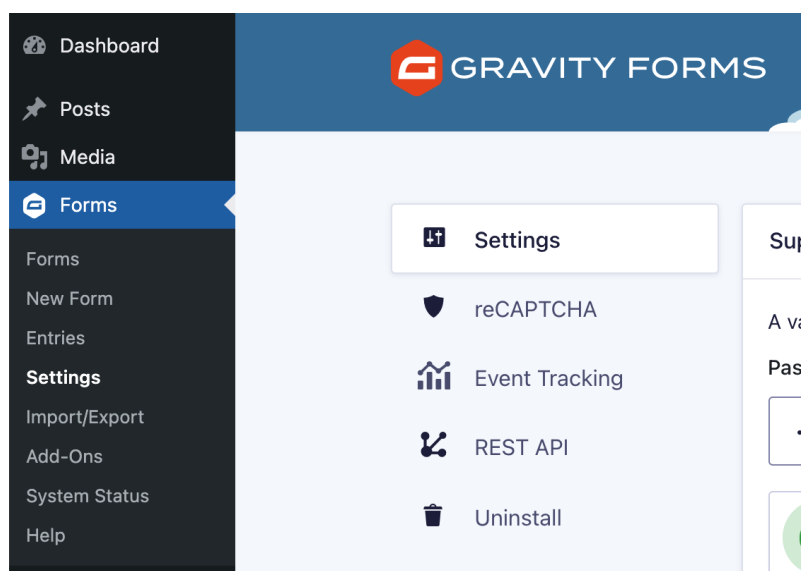
A Google Analytics *version 3 account is required* for the Measurement Protocol and Google Analytics mode. You can have both version 3 and 4 installed at the same time. If you need Google Analytics version 4 compatibility, it is recommended to use Tag Manager.

Since Google Analytics version 4 is not quite ready for production use, there are no plans to currently integrate Event Tracking with version 4.

Installation

When you first install Gravity Forms Event Tracking, you'll want to head to the Settings screen and enter a Google Analytics Universal Analytics tracking code.

You'll want to navigate to **Forms->Settings** and then click on the **Event Tracking** menu item.



The Measurement Protocol will be selected by default. You can enter your Universal Analytics UA Tracking ID.

Retrieve Your UA Tracking ID




If you are using Tag Manager, you can skip the step of entering the Analytics tracking code.

Google Analytics and Google Tag Manager

By default, events are sent using the measurement protocol. You can change to using pure Google Analytics and Google Tag Manager if your forms are Ajax only.

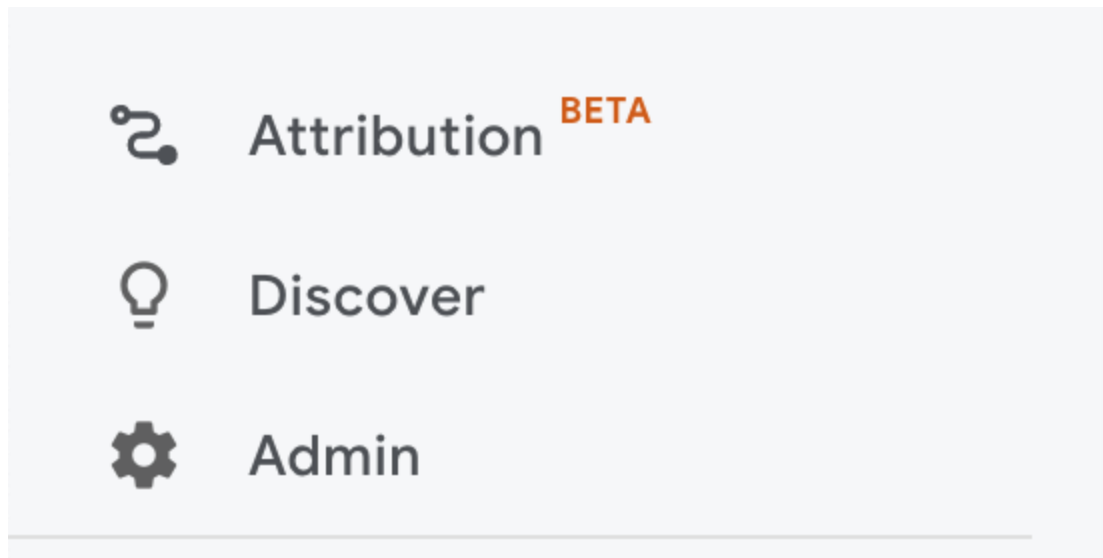
Need help? [See our guide.](#)

How would you like to send events?

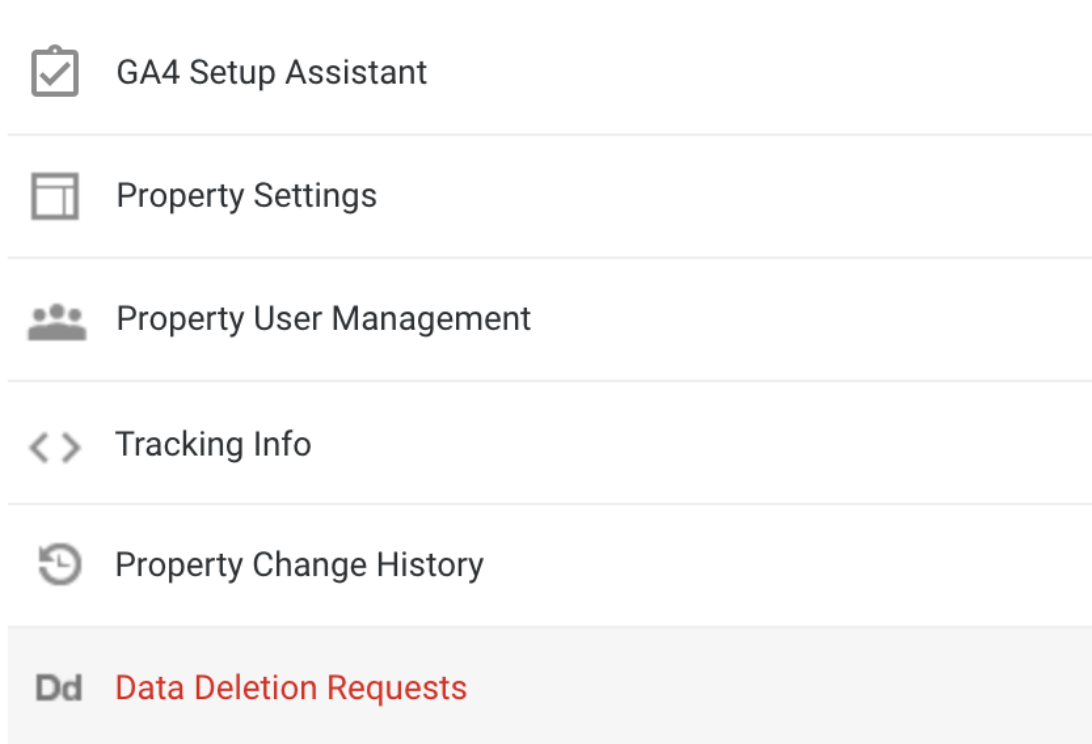
 Measurement Protocol (Default) <input checked="" type="radio"/>	 Google Analytics (Ajax only forms) <input type="radio"/>	 Google Tag Manager (Ajax only forms) <input type="radio"/>
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UA Tracking ID ?

Within Google Analytics, head to the admin screen.



Once in the Admin of Google Analytics, find the Property Settings.



Once in Property Settings, you will be presented with your UA Tracking ID.

Property Settings

Basic Settings

Tracking Id

UA- -1

Property Name

Ronalfy.com


Default URL

http:// ▼ www.ronalfy.com


Once you have the UA Tracking ID, you can enter it in the Gravity Forms Event Tracking settings.

Using the Measurement Protocol


How would you like to send events?



Measurement Protocol (Default)



Google Analytics (Ajax only forms)



Google Tag Manager (Ajax only forms)

The default selected way to send events is the Google Measurement Protocol. The Measurement Protocol is set by default as it is the most reliable way to send events to Google Analytics as it doesn't require any JavaScript for it to work.

Using the Measurement Protocol, enter your UA Tracking ID and save the settings.

Google Analytics and Google Tag Manager will be covered in a separate section.

The next step is creating a feed, which is applicable for all modes.

Creating a Feed

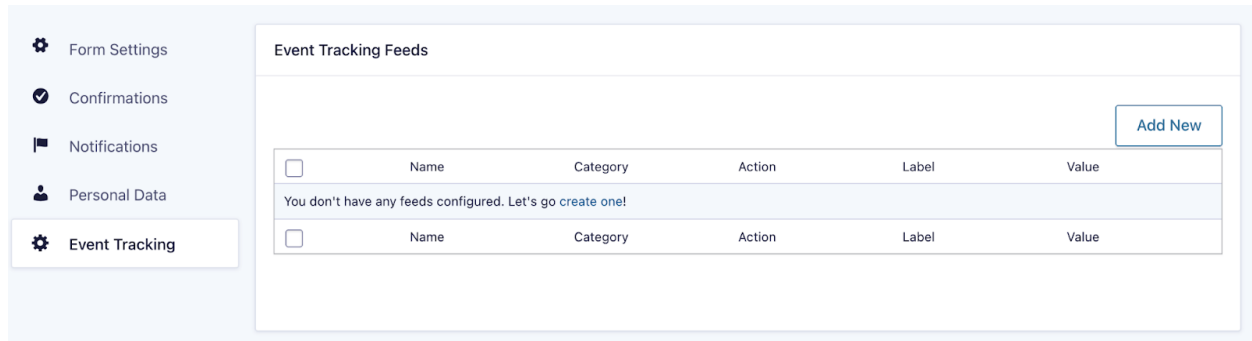
Note: This step is *not* optional. You need a feed so that Gravity Forms can send the data on to Google Analytics or Tag Manager.

Feeds are executed upon successful form completion. Event Tracking uses feeds to pass an event category, action, label, and value on to the selected mode (Measurement Protocol, Google Analytics, or Tag Manager). For Event Tracking to work, *you must create a feed for each form that is to have event tracking.*

To create a feed, navigate to your form and select **Event Tracking** in its settings.

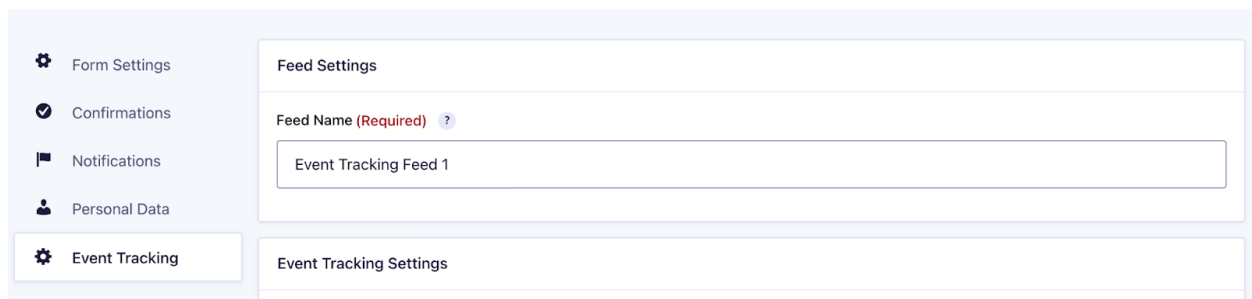
The screenshot displays the Gravity Forms management interface. At the top, there is a 'Forms' header with an 'Add New' button. Below the header, there are filters for 'All (4)', 'Active (4)', 'Inactive (0)', and 'Trash (1)'. A 'Bulk actions' dropdown menu is visible, with an 'Apply' button next to it. The main content area shows a list of forms with columns for 'Status' and 'Title'. One form, 'Conversion Tracking Test', is highlighted. A context menu is open over this form, showing options: 'Form Settings', 'Confirmations', 'Notifications', 'Personal Data', and 'Event Tracking'. The 'Event Tracking' option is highlighted in blue.

Next up is creating the feed.



Click "Add New" or "Create One" to create a new feed.

The Feed Name



The first step is naming your feed. The name of the feed doesn't have to be anything memorable. However, if you have multiple Event Tracking feeds, it's important to name the feed so you can remember the context should you have to tweak the feed settings in the future.

Feed Values

After you have entered a feed name, you will be prompted to enter additional UA codes (comma-separated), an event action, category, label, and value.

Entering these values is optional as the default values for each are as follows: