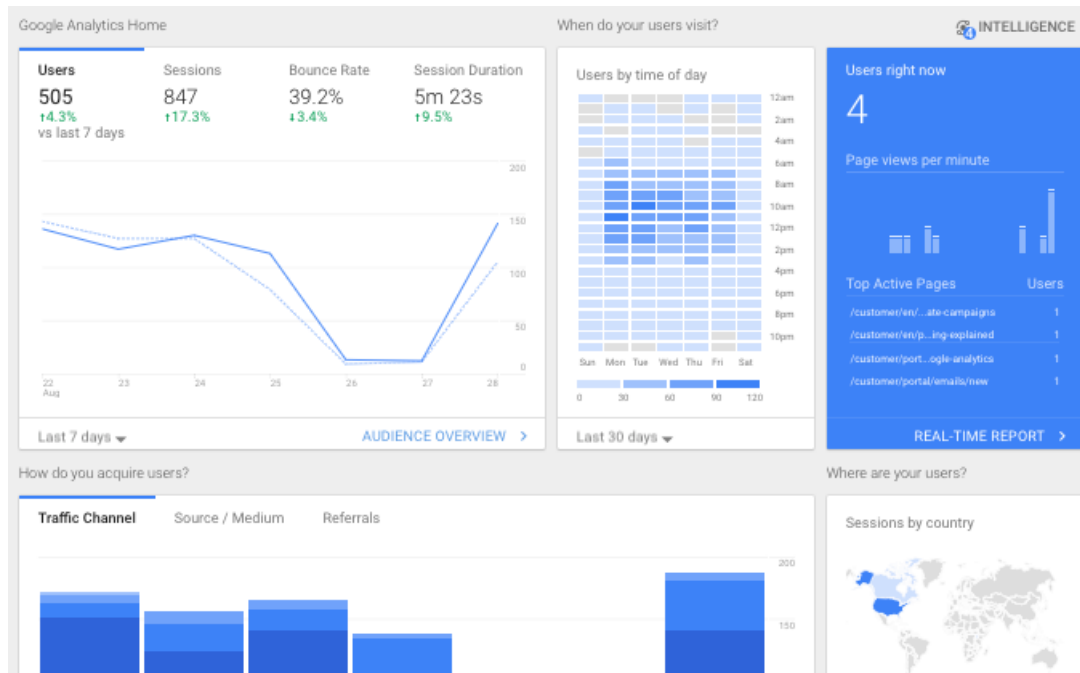


Setting Up Google Analytics

Last Modified on 04/28/2023 2:36 pm PDT

You want to know how well your activities are doing. You want to get information on your supporters and donors. You may use Google Analytics with your organization's webpage. You can also use Google Analytics and eCommerce Tracking to get more information from your GiveSmart Fundraise account.



To enable Google Analytics in your GiveSmart Fundraise account, all you need to do is enter a **Google tag ID** from your Google Analytics 4 properties into the **Integrations > Analytics** section of the GiveSmart Fundraise **Settings**.

Note: The code you enter needs to include the "G-" in front of it. For example, enter G-123456789, not just 123456789

To add the G Tag ID to your GiveSmart Fundraise account:

- Click on **Settings** (the Gear icon)



- Click on the **Integrations** category on the left, then the **Analytics** section in the middle.

Users

Fundraisers

Organization

Receipts and Notifications

Year-End Consolidated Receipts

Remittance

Billing

Integrations

Order History

Shared Settings

QR Codes

◀ Back to Dashboard



Settings

Integrations

Power up your GiveSmart Fundraise account by connecting to a suite of powerful tools

Payments

Social Media

Email Marketing

Matching Donations

Analytics

Community Brands

Once in Analytics, paste the **G tag ID** in the box and click out of the box to automatically save it.

Google Analytics 4

e.g G-XXXXXXXXXX

Paste your Google Analytics 4 Measurement ID

For more information about Google Analytics, you can read about the options and capabilities here: <https://support.google.com/analytics/>.

Getting your Google Analytics G Tag ID

[New to Google Analytics](#)

[Existing Google Analytics Account](#)

What information can I get from Google Analytics in GiveSmart Fundraise?

As we grow with Google Analytics, more information will be available. Right now, you can get information on the Transaction ID and the Amount ("Revenue" in Google Analytics terminology) of a donation.

Your basic Google Analytics account can pull data on:

- The location of your visitors
- Browser and operating system to see how many are viewing mobile vs. desktop, etc.
- Referrals - where your visitors came from to get to your page

- When your visitors visit your page
 - And much, much more.
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