# How to track your Ngage events



This short guide will help you understand the different Ngage events that Google Analytics will track and how to set up Ngage Conversions in the Admin dashboard of GA.

If you have not yet had Ngage integrated into your Google Analytics account, please contact your Ngage Representative and they will get the process started.

Now that Ngage has been integrated into your Google Analytics account you may be wondering what is being tracked and how to view the data.

Your GA account will now track "**Events**" that correspond to certain interactions a visitor has with Ngage Live Chat on your site. Please be aware that it can take up to 24 hours for events to appear.

From your Google Analytics home screen, click on "Reports" > "Engagement" > "Events".

	Reports snapshot		A All Users	Add comparison	+							
	Reports snapshot											
	Life cycle	^		haponot								
	Acquisition											
R	- Engagement	-	Users	New users	Average engagement time ⑦	Total revenue ⑦						
	Overview		6	9	43s	\$0.00						
	Events	-										
	Conversions					٨						
	Pages and screens											
	Landing page											
	<ul> <li>Monetization</li> </ul>											
	Retention											
	User	^		15 Oct	22	29 05 Nov						

Ngage events are located at the bottom of the page under the Event Category "Event name".

ngage\_no\_click - Visitor clicked X to close Popup Invite ngage\_yes\_click - Visitor clicked "Yes" button on Popup Invite on Mobile ngage\_requested\_chat - Visitor clicked on an Ngage button to initiate a chat ngage\_visitor\_chats - Visitor started chatting (The chat was NOT blank) ngage\_email\_recieved - Visitor left a phone number or email

Events	Q Search				
Conversions	4	Event name	+	Event count	Total ι
Pages and screens					
Landing page				<b>430</b> 100% of total	100% of
Monetization	1	user_engagement		65	
Retention	2	session_start		35	
User ^	3	scroll		65	
• User Attributes	4	page_view		125	
• Tech	5	ngage_yes_click		1	
	6	ngage_visitor_chats		8	
	7	ngage_requested_chat		11	
	8	ngage_no_click		11	
	9	ngage_email_received		2	
	10	firet vieit		20	

If you are content with simply tracking the "Event" numbers, there is no other action needed.

If you would like to turn Ngage Events into "**Conversions**" so that you can easily compare them to other metrics, you will need to follow the steps in the next section.

## Setting up Ngage Events as "Conversions" in Google Analytics (Method 1)

**1.)** From your Google Analytics home screen click the "**Admin**" button in the bottom left of the screen. It will appear as a gear symbol.

	Home							2
© ®	Users 9 † 28.6%	Event count 331 †234.3%	New users 10 0.0%	Conversions 15 † 1,400.0%	Ø • 8	USERS IN LAST 30 MI 1 USERS PER MINUTE	INUTES	Ø •
	07 Nov — Last7 days	08 09 0 == Preceding period	10	11	6 4 2 12 13	COUNTRY - United States		USERS <del>v</del> 1
	Last 7 days	eessed			View reports snapshot →		Vie	w realtime →
	Admin Just Now		ti. Events today		today	shot	Realtime overview     6 days ago	
	Suggested fo	or you						
× ←	Views by Page title an PAGE TITLE A	ad scree ND S VIEW	Users <del>v</del> by C	Country ID+	COUNTRY	Ø ▼ USERS	Sessions by Session default ch SESSION DEFAULT	SESSIONS

 Account settings	These settings affect your analytics account What's an ac					
Account	Account details	0		Y	All filters	?
Property settings	<b>ះឧះ</b> Account access management	0		ĪĪ	Trash	0
<ul><li>Property</li><li>Data collection and modifica</li></ul>	PROPERTY SETTINGS					
Data display	Property These settings affect your property What's a property?		[	collection and modification		
Conversions	Property details	0			Data streams	0
Audiences	<b>ং</b> Property access management	0		8	Data collection	0
Custom definitions	S Property change history	0		£	Data import	0
Channel groups	EQ. Analytics Intelligence search history	0		C	Data retention	0
Attribution settings				Y	Data filters	0
Reporting identity	Data display			$\mathcal{D}$	Data deletion requests	0
DebugView	These settings control how data is shown in your reports					
Product links	R Events	0				

2.) Click the "Data Display" dropdown on the left side of the screen, and then click "Events".

**3.)** Here you will see a list of all existing events. You will want to find the events starting with "ngage" and click the slider in the "**Mark as Conversion**" column to mark them as conversions.

A	+ Create - Admin	Ø •				Lest 28 days Oct 17 - Nov 13, 2023 Compare: Sep 19 - Oct 16, 2023					
ତ ୍ର	My preferences Setup Assistant	(j) You can now create and mana	ge custom dimensions and metrics in	I Custom defi	nitions.		Dismiss Try it now				
	Account settings ^						Modify event Create event	t			
	Property settings	Existing events	Count & abone		Heere & shane		Q L <u>↓</u>	<b>⊥</b>			
	<ul> <li>Property</li> </ul>	click	Count % change		7	-	maix as conversion (7)				
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	Events	Inst_visit	20	-	14	-					
	Conversions	ngage_email_received	2		2	•	•				
	Audiences	ngage_no_click	11	-	4		•				
	Custom definitions	ngage_requested_chat	11	-	6	-					
	Channel groups	ngage_visitor_chats	8		4		•				
	Attribution settings	ngage_yes_click	1	-	1	-					
	DebugView	page_view	125		14						
	Product links	scroll	65	-	14	-					
		session_start	35	-	14						
~						Rows per	rpage: 25 💌 1-11 of 11 <	>			
0	<		© 2023 Google   Analytics hom	e   Terms of	Service   Privacy Policy   📁	Send feed	back				

You can now click "Conversions" under "Data Display" to view all of your conversions.

**4.)** Back on the Google Analytics home screen, you can also view your conversions via "**Reports**" > "**Engagement**" > "**Conversions**".

A	Reports snapshot	All Users Add comparison +	
	Realtime	Conversions: Event name 🥥 🗸	
	Life cycle	Y (Is conversion event exactly X)	
© ©	Acquisition		
	Engagement	Conversions by Event name over time	
	Overview		10
	Events		10
	Conversions		8
	Pages and screens	Δ	
	Landing page		6
	Monetization		4

The next section will show you how to turn events into conversions using a different method.

### Setting up Ngage Events as "Conversions" in Google Analytics (Method 2)

1.) From your Google Analytics home screen, click on "Reports" > "Engagement" > "Events".

	Reports snapshot	All User	s Add comparisor	<b>+</b>	
	Bealtime Life cycle	Reports	s snapshot		
R	Engagement     Overview	Users 6	New users 9	Average engagement time ⑦ 43s	Total revenue ⑦ \$0.00
	Conversions Pages and screens Landing page				
	Monetization     Retention     User		15 Oct	22	29 05 Nov

**2.)** Once on the Events page, find the name of the event you would like to mark as a conversion in the "**Event Name**" column. All the way to the right of that event's row, you will find 3 vertical dots. Click here and click "**Mark as Conversion**".

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equisition		22	29		12 0		
ngagement		Öct	ent <b>e</b> concion etc	Nov	14	0 50	100
Overview	<ul> <li>page_viet</li> </ul>	Cleate Scioli Suber_engagen	ent ession_ata				
Events	Q Search.					Rows per page: 10 👻	Go to: 1 < 1-10 of 12 >
Conversions		Event name	+	↓ Event count	Total users	Event count per user	Total revenue
Pages and screens							
Landing page				435 100% of total	<b>14</b> 100% of total	31.07 Avg 0%	\$0.00
onetization	1	page_view		126	14	9.00	\$0.00
stention	2	create		79	10	7.90	\$0.00
^	3	scroll		бб	14	4.71	\$0.00
ser Attributes	4	user_engagement		66	14	4.71	\$0.00
ch	5	session_start		37	14	2.64	\$0.00
	6	<u>first_visit</u>		20	14	1.43	\$0.00
	7	ngage_no_click		11	4	2.75	
	8	ngage_requested_chat		11	6	1.83	\$0.00
	9	click		8	7	1.14	\$0.00
				-			

### **Viewing Traffic and User Sources**

#### 1.) On the "Events" page, hit the + symbol next to "Event Name".

G	<ul> <li>Engagement</li> </ul>		Event count by Event name over time		
	Overview				
	Events				
	Conversions				Λ
	Pages and screens				
	Landing page				
	<ul> <li>Monetization</li> </ul>				
	Retention				
	User	^			
	<ul> <li>User Attributes</li> </ul>		22 Oct	29	05 Nov
	▶ Tech		● page_view ● create ● scroll ● user_enq	gagement 🕒 session_start	
			Q Search		
			Event name	+	↓ Event count
					430

**2.)** Click "**Traffic Source**" and then "**First User Source / Medium**". Here you will find a list of your events and their sources.

		EVENIUS. EVENI NAME 🕑 🔹					
Life cycle	^	(Add filter +)					
Acquisition							
✓ Engagement		Event count by Event name over time				Event count by Event name	e
Overview					90		
Events					30		
Conversions			Q Search item	S			
Pages and screens			Demographics	•	First user campaign		
Landing page			General	•	First user default channel group		
<ul> <li>Monetization</li> </ul>			Geography	•	First user Google Ads ad group ID		
Retention			Page / screen	•	First user Google Ads ad group name		
lleer	•		Platform / device	•	First user Google Ads ad network type		
User	~		Time	•	First user manual ad content		
<ul> <li>User Attributes</li> </ul>		Öct	Traffic source	•	First user manual term		
<ul> <li>Tech</li> </ul>		● page_view ● create ● scroll ● user_engagement ● s	user lifetime	•	First user medium		
		Q Search	User	•	First user source	-	Rows
		Event name			First user source / medium	1	t per u