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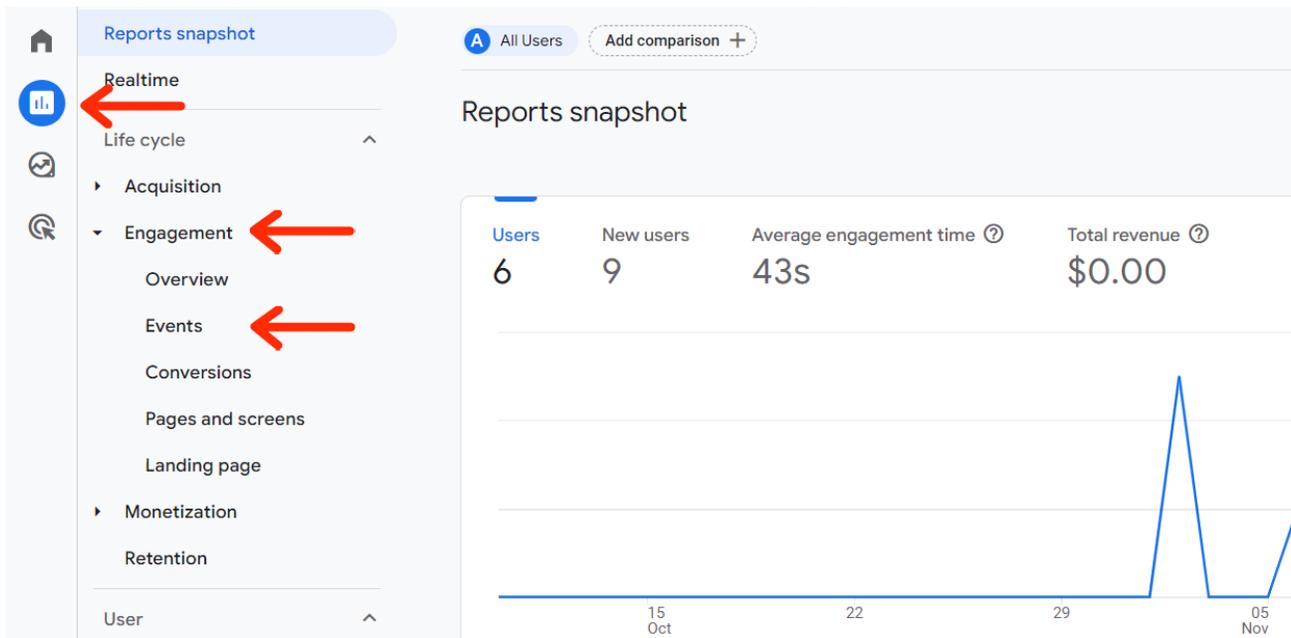
Ngage events are located at the bottom of the page under the Event Category "Event name".

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

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.

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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.

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.

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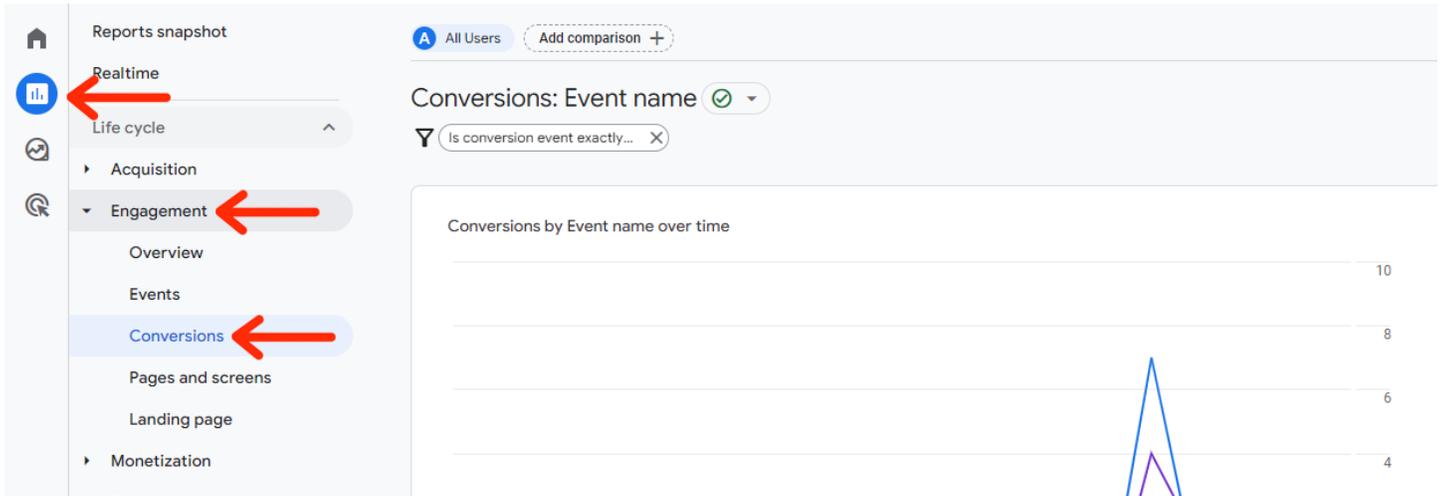
The next section will show you how to turn events into conversions using a different method.

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

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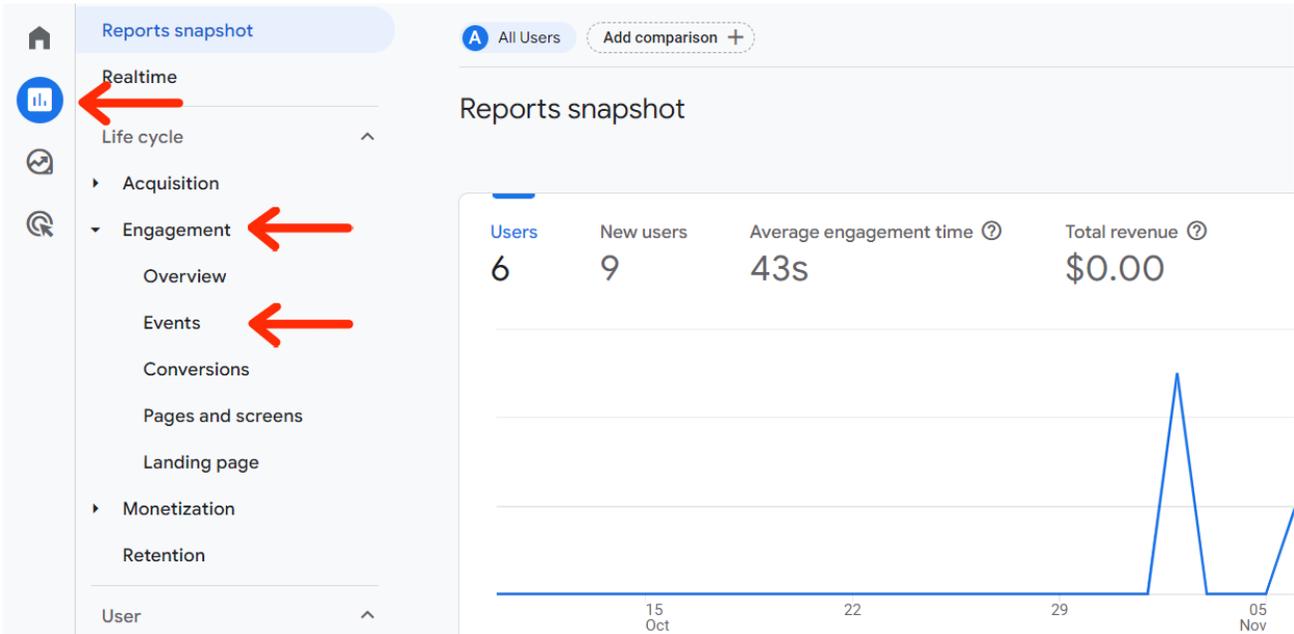
2.) Once on the Events page, find the name of the event you would like to mark as a conversion in the "**Event Name**" column. All the way to the right of that event's row, you will find 3 vertical dots. Click here and click "**Mark as Conversion**".

Viewing Traffic and User Sources

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

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