

How to track your Ngage events



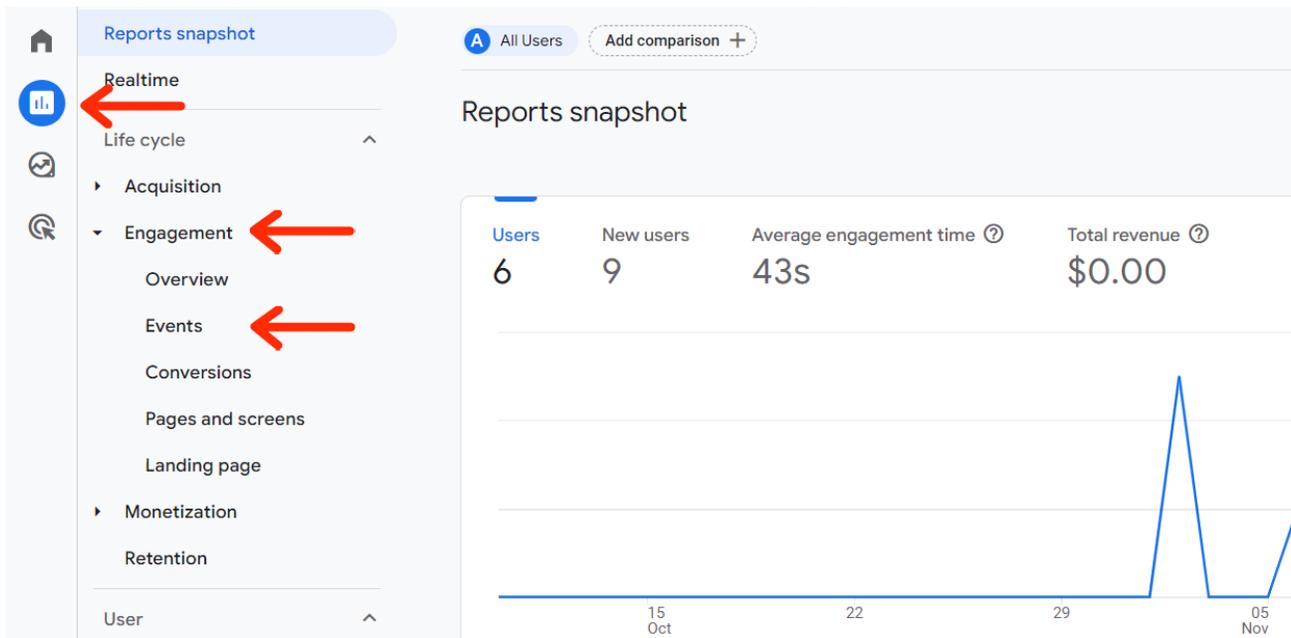
This short guide will help you understand the different Ngage events that Google Analytics will track and how to set up Ngage Conversions in the Admin dashboard of GA.

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

Event name	Event count	Total u
	430	100% of
	100% of total	100% of
1 user_engagement	65	
2 session_start	35	
3 scroll	65	
4 page_view	125	
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 first_visit	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.

The screenshot shows the Google Analytics home dashboard. At the bottom left, there is a gear icon representing the 'Admin' button, which is highlighted with a red arrow. The dashboard includes several widgets: a summary card with metrics for Users (9), Event count (331), New users (10), and Conversions (15); a line chart showing user trends over time; a 'USERS IN LAST 30 MINUTES' widget showing 1 user; and a 'Recently accessed' section with buttons for Admin, Events, Reports snapshot, and Realtime overview. At the bottom, there is a 'Suggested for you' section with various report cards.

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

Account settings

- Account
- Property settings
- Property
- Data collection and modifica...
- Data display**
 - Events**
 - Conversions
 - Audiences
 - Custom definitions
 - Channel groups
 - Attribution settings
 - Reporting identity
 - DebugView
- Product links

These settings affect your analytics account [What's an account?](#)

- Account details
- Account access management
- All filters
- Trash

PROPERTY SETTINGS

Property

These settings affect your property [What's a property?](#)

- Property details
- Property access management
- Property change history
- Analytics Intelligence search history

Data collection and modification

These settings control how data is collected and modified

- Data streams
- Data collection
- Data import
- Data retention
- Data filters
- Data deletion requests

Data display

These settings control how data is shown in your reports

- 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.

+ Create

Admin

My preferences

Setup Assistant

Account settings

- Account
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- Product links

Last 28 days Oct 17 - Nov 13, 2023
Compare: Sep 19 - Oct 16, 2023

You can now create and manage custom dimensions and metrics in Custom definitions. [Dismiss](#) [Try it now](#)

Modify event Create event

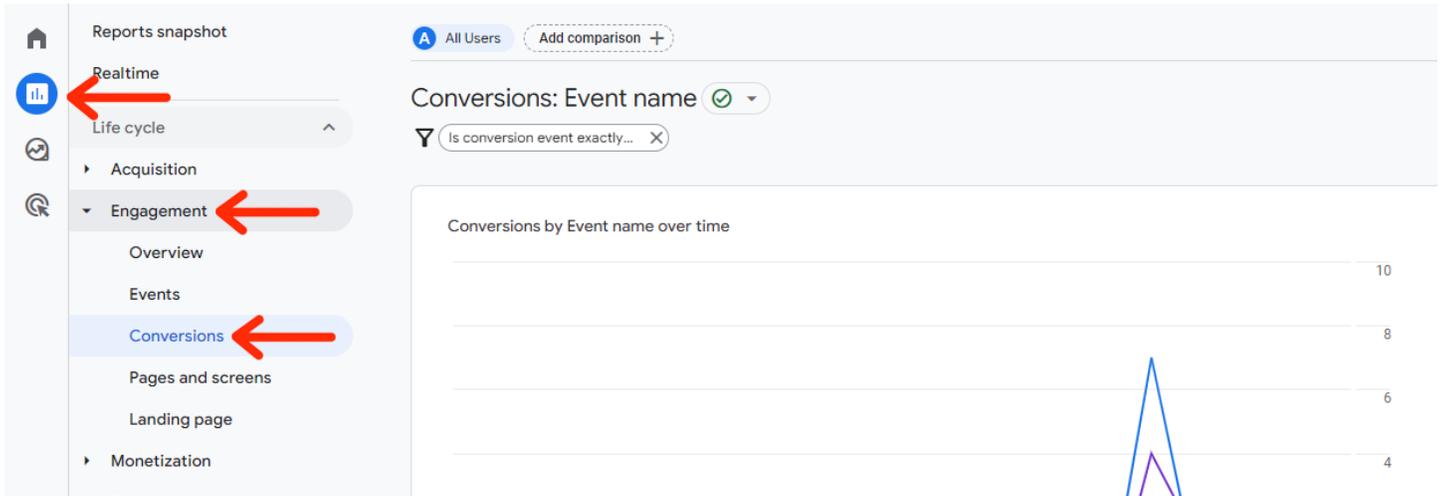
Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	8	-	7	-	<input type="checkbox"/>
create	79	-	10	-	<input type="checkbox"/>
first_visit	20	-	14	-	<input type="checkbox"/>
ngage_email_received	2	-	2	-	<input checked="" type="checkbox"/>
ngage_no_click	11	-	4	-	<input checked="" type="checkbox"/>
ngage_requested_chat	11	-	6	-	<input checked="" type="checkbox"/>
ngage_visitor_chats	8	-	4	-	<input checked="" type="checkbox"/>
ngage_yes_click	1	-	1	-	<input checked="" type="checkbox"/>
page_view	125	-	14	-	<input type="checkbox"/>
scroll	65	-	14	-	<input type="checkbox"/>
session_start	35	-	14	-	<input type="checkbox"/>

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

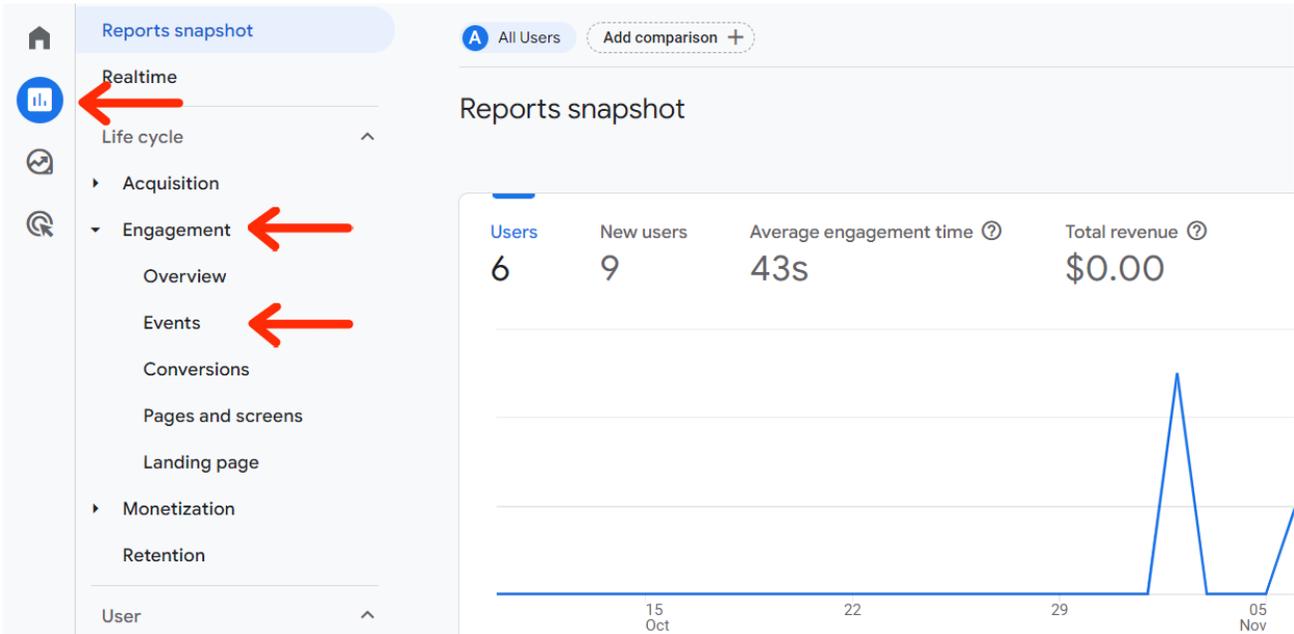
4.) Back on the Google Analytics home screen, you can also view your conversions via **“Reports”** > **“Engagement”** > **“Conversions”**.



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

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”.

The screenshot shows the Events page interface. At the top, there is a line chart titled "Event count by Event name over time" with a legend including page_view, create, scroll, user_engagement, and session_start. Below the chart is a table with the following data:

Event name	Event count	Total users	Event count per user	Total revenue
	435 100% of total	14 100% of total	31.07 Avg 0%	\$0.00
1 page_view	126	14	9.00	\$0.00
2 create	79	10	7.90	\$0.00
3 scroll	66	14	4.71	\$0.00
4 user_engagement	66	14	4.71	\$0.00
5 session_start	37	14	2.64	\$0.00
6 first_visit	20	14	1.43	\$0.00
7 page_no_click	11	4	2.75	\$0.00
8 page_requested_chat	11	6	1.83	\$0.00
9 click	8	7	1.14	\$0.00

A red arrow points to the three vertical dots on the right side of the 'page_no_click' row.

Viewing Traffic and User Sources

1.) On the “Events” page, hit the + symbol next to “Event Name”.

The screenshot shows the Events page interface. On the left is a navigation menu with categories like Engagement, Monetization, and Retention. The 'Events' section is selected. At the top right, there is a line chart titled "Event count by Event name over time" with a legend including page_view, create, scroll, user_engagement, and session_start. Below the chart is a table with the following data:

Event name	Event count
	435

A red arrow points to the plus sign next to the 'Event name' column header.

