How to Add Tracking Data from Google Analytics to Your Event

With advanced event- and session-level metrics, you and your customers can assess how each feature of your virtual event is performing in real time and change course more quickly than ever, if needed. We will collect this performance by linking each BigMarker event to its own unique Google Analytics account.

Event hosts can use Google Analytics to collect data from their BigMarker events in two ways.

If the host already has a Google Analytics account, they can create a new Property on that account, then generate their own Global Site Tag (using steps 3-6 below) from that new Property. The BigMarker event producer on the account can then install that code snippet into all of that event's modules.

If the host doesn't already have a Google Analytics account, we can create a new Google Analytics account and property for that host following the steps below:

1. Log into Google Analytics with your team.bigmarker.com email, click your user icon, then click Add Account.
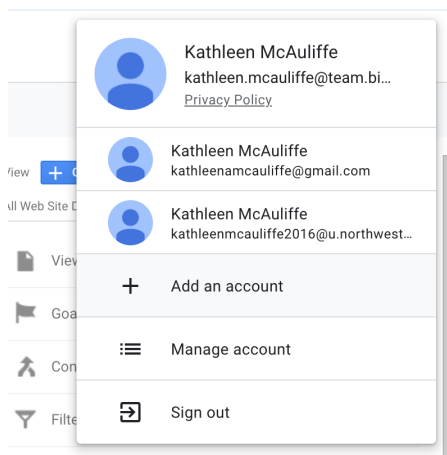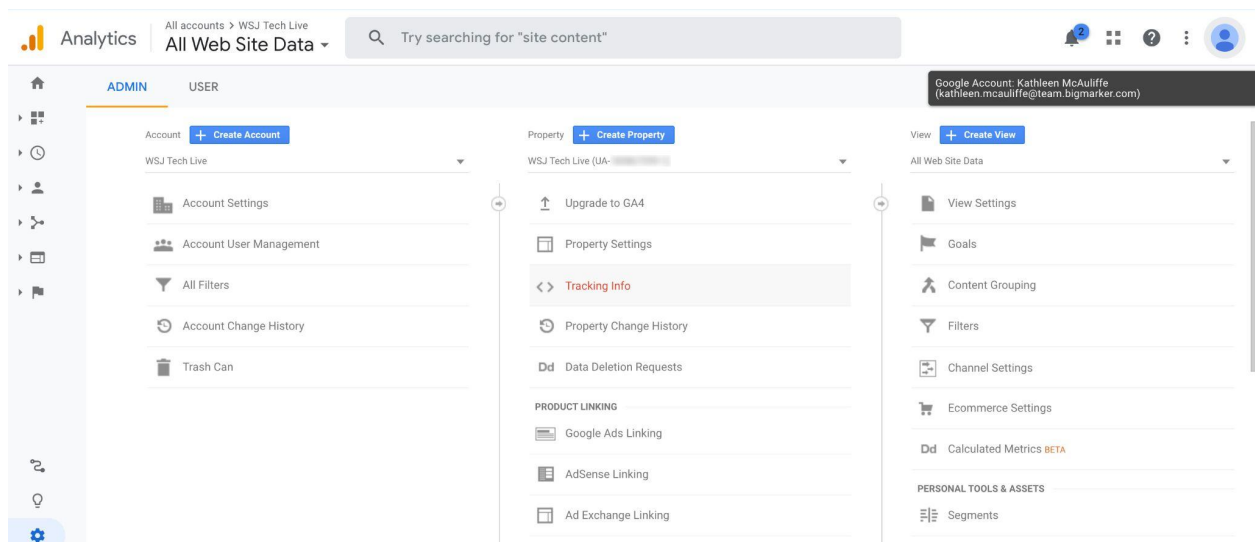

2. Create a new Google Analytics account for the event.

3. Return to your Google Analytics account and on the bottom of the left-hand menu, select Admin (the gear icon).
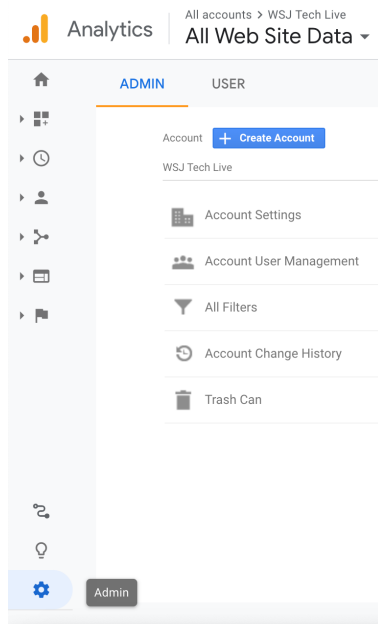
4. In the second column of the Admin page, select Tracking Info.

5. Under Tracking Info, select Tracking Code.

Property   **+ Create Property**

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⤒   Upgrade to GA4

▢   Property Settings

<>   Tracking Info

      Tracking Code
      Data Collection
      Data Retention
      User-ID
      Session Settings
      Organic Search Sources
      Referral Exclusion List
      Search Term Exclusion List

↻   Property Change History

Dd   Data Deletion Requests

6. Copy the string of code under Global Site Tag to your clipboard.

Tracking ID

▓▓▓▓▓▓▓

Status

Receiving traffic in past 48 hours.

6 active users right now. See details in real-time traffic reports.

Send test traffic   ⑦

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the *config* line from the snippet below to your existing Global Site Tag.
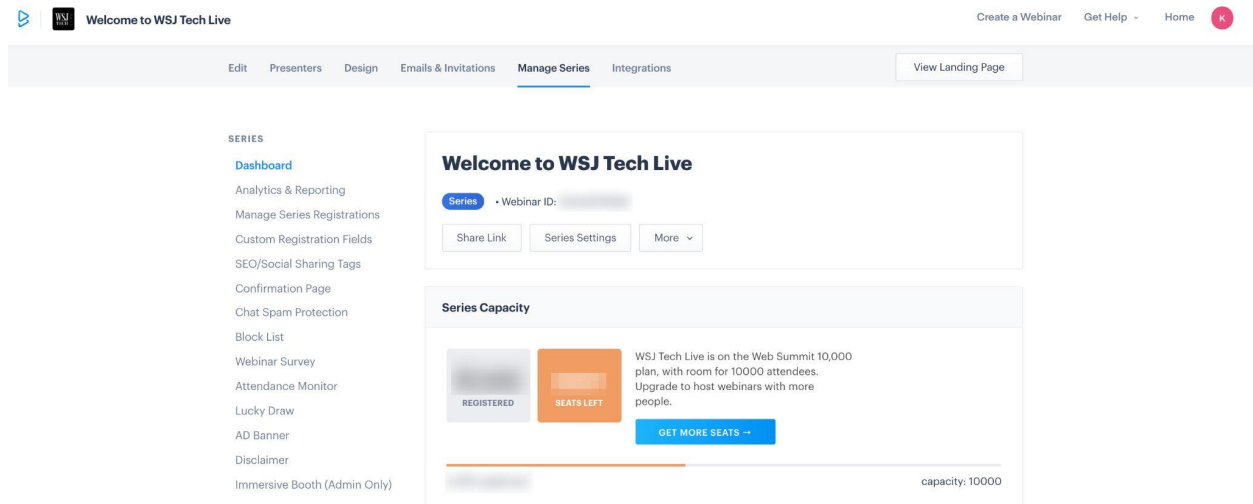
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=▓▓▓▓▓▓"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', '▓▓▓▓▓▓');
</script>
```
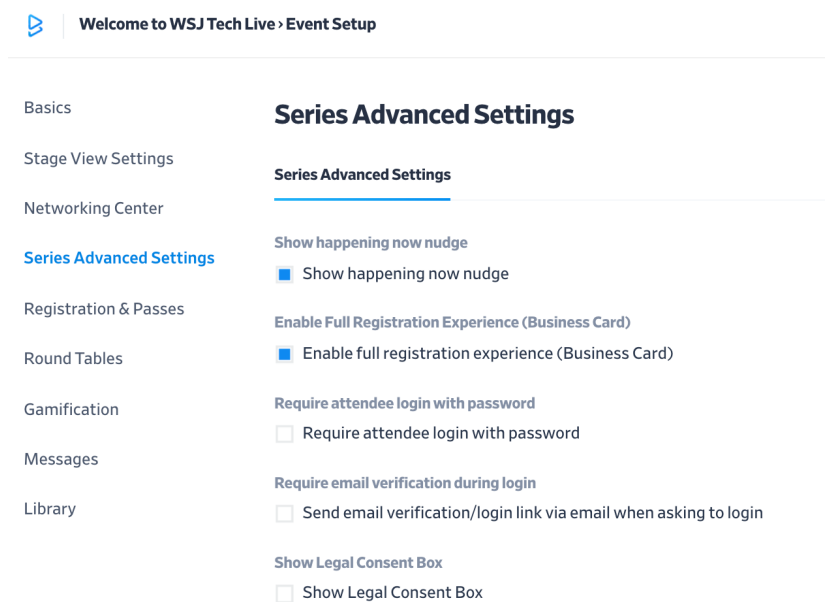
7. Log into your desired BigMarker event and navigate to its series dashboard. Select Series Settings.

8. In the left-hand menu, select Series Advanced Settings.

9. Scroll down to Tracking Code to include both webinar room and micro site IPlease include script tag). Paste the copied Global Site tag into the provided box.

Tracking Codes to include in both webinar room and micro site (Please include Script Tag)

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-
████████"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
```

Use new Retina font(Schedule Page, Enterprise Summit Page)

☑ Use new Retina font

Enable Picture In Picture Preview(Happening Now)

☐ Enable Picture In Picture Preview

Picture In Picture Series

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10.   Hit save, then repeat this process with EVERY series associated with your BigMarker event, so you can collect data for each of your virtual event's modules.

11.   Your event and each of its associated series will then begin collecting tracking data. Invite customers to the event's Google Analytics account so they can view their performance and activity metrics in real time.