

INTEGRATION SETUP

Follow these 2 basic steps and you will start seeing chats and leads in your Google Analytics account. It takes about 24 hours for chat/lead data to show up in Google Analytics.

STEP 1: Provide us with your Google Analytics details

Please provide us with your Google Analytics Account Number. This is the UA number or the Tracking ID which Google Analytics gives you when you create an account.

We also need the Google Analytics Domain. This is the Default URL in the Property Settings of the Google Analytics account.

STEP 2: Configure Chats and/or Lead Goals

If you would like to set up Goals which can be viewed under Conversions, please follow these steps.

Chats

- 1 - Go to Admin-> Goals->New Goal>Custom->Next Step.
- 2 - Give the Goal a name and choose Event under Type.
- 3 - In the next screen, enter these values:
 - Category: Chats
 - Action: chatStarted
 - Label: leave blank
- 4 - Click on the link which says Verify this Goal.

Leads

- 1 - Go to Admin-> Goals->New Goal>Custom->Next Step.
- 2 - Give the Goal a name and choose Event under Type.
- 3 - In the next screen, enter these values:
 - Category: ChatsToLeads
 - Action: Converted
 - Label: leave blank
- 4- Click on the link which says Verify this Goal.

Checking if the visitor came by clicking on an Adwords Ad

Our system is able to determine if the visitor came to your website by clicking on an Adwords Ad.

This is possible if Custom Campaigns are set up using the utm parameters (<https://support.google.com/analytics/answer/1033863>) or Auto-tagging feature is turned on (<https://support.google.com/adwords/answer/1752125>) in Adwords.