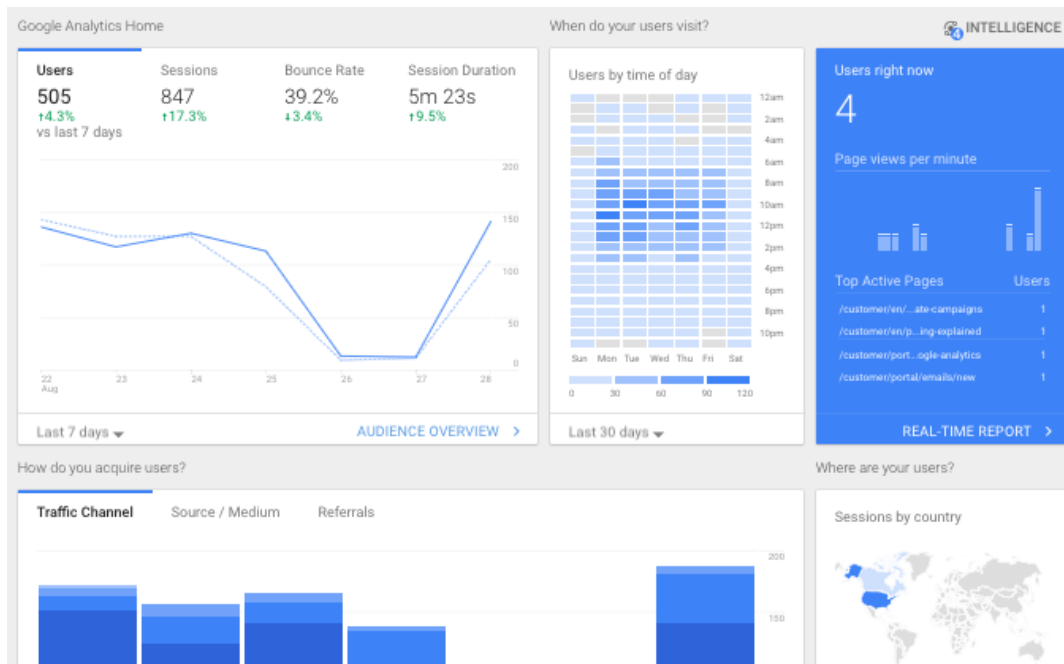


# Setting Up Google Analytics

Last Modified on 06/02/2022 8:51 am PDT

You want to know how well your activities are doing. You want to get information on your supporters and donors. You may use Google Analytics with your organization's webpage. You can also use Google Analytics and eCommerce Tracking to get more information from your GiveSmart Fundraise account.



To enable Google Analytics in your GiveSmart Fundraise account, all you need to do is enter a Universal Analytics Code (UA Code) from your Google Analytics account into the **Integrations > Analytics** section of the GiveSmart Fundraise **Settings**.

**Note:** The code you enter needs to include the "UA-" in front of it. For example, enter UA-123456789, not just 123456789

To add the UA Code to your GiveSmart Fundraise account:

- Click on **Settings** (the Gear icon)



- Click on the **Integrations** category on the left, then the **Analytics** section in the middle.

## Settings

Users

Fundraisers

Organization

Receipts and Notifications

Remittance

Billing

**Integrations**

Order History

### Integrations

Power up your MobileCause account by connecting to a suite of powerful tools

Payments

Social Media

Email Marketing

Corporate Donation Matching

Analytics

- Once in Analytics, paste the **UA code** in the box and click out of the box to automatically save it.

### Analytics

 Google Analytics

e.g UA-1234567-1

Paste your Google Analytics tracking ID

For more information about Google Analytics, you can read about the options and capabilities here: <https://support.google.com/analytics/>.

## Getting your Google Analytics UA Code

[New to Google Analytics](#)

[Existing Google Analytics Account](#)

### New to Google Analytics

If you do not have a Google Analytics account, you will need to create one, by signing up at <https://analytics.google.com/>.

**Start using Google Analytics**

**Sign up**

**Sign up now, it's easy and free!**

**Still have questions? [Help Center](#)**

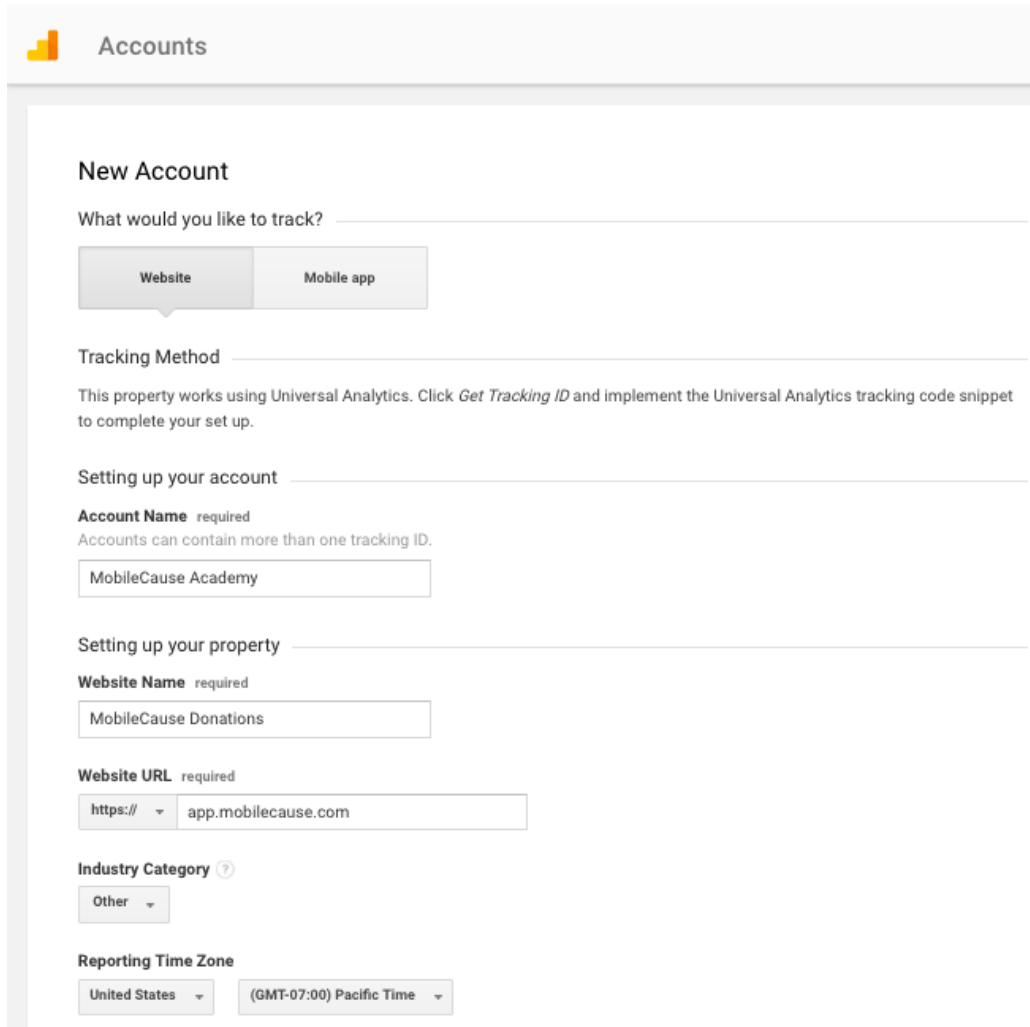
You need to fill in:

1. **What would you like to track?** - Choose **Website**
2. **Account Name** - Name your account, likely something like your organization's name
3. **Website Name** - This is just a title that you can review that data for. For this, you

likely will want to name it something like GiveSmart Fundraise Donations. If you decide you also want to track information about your organization's webpage, you can have that as a separate item (Property)

4. **Website URL** - Make sure to change it, using the pull down, from http:// to https:// and put in app.mobilecause.com

- The other items on the page are optional, so add or review as you desire.



**Accounts**

### New Account

What would you like to track? \_\_\_\_\_

**Website** **Mobile app**

**Tracking Method** \_\_\_\_\_

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

**Setting up your account** \_\_\_\_\_

**Account Name** required  
Accounts can contain more than one tracking ID.

MobileCause Academy

**Setting up your property** \_\_\_\_\_

**Website Name** required

MobileCause Donations

**Website URL** required

https://

**Industry Category** ?

Other

**Reporting Time Zone**

United States  (GMT-07:00) Pacific Time

Read and accept the Terms of Service to start using Google Analytics.

## Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United States

Google Analytics

### Google Analytics Terms of Service

These Google Analytics Terms of Service (this "Agreement") are entered into by Google Inc. ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service"). BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON BEHALF OF, AND BIND TO THIS

I Accept

I Do Not Accept

## Existing Google Analytics Account

If you already have a Google Analytics account, you should create a new Property of your GiveSmart Fundraise account. We say this so you can keep the numbers of people viewing your site separate from those accessing or donating to one of your forms:

1. Log into your Google Analytics account
2. Click on **Admin**



ADMIN



3. Click the **Property** menu and choose **Create New Property**

PROPERTY

Desk

Search

Demo Account for Documentation

UA-

Desk

UA-

United

UA-

User

UA-

Create new property

Using 4 out of 50

4. At minimum, you need to **name** the new Property and provide a **URL**. We recommend using <https://app.mobilecause.com> as the URL.
5. If you want to add **Industry**, there isn't an option for "Non-Profit" under Industry Category, so you can leave it blank or select **Other**.

Setting up your property

Website Name

My New Website

A name is required for your property

Website URL

http:// Example: http://www.mywebsite.com

A url is required for your property

Setting up your property

Website Name

MobileCause Donation

Website URL

https:// app.mobilecause.com


Industry Category ?

Other

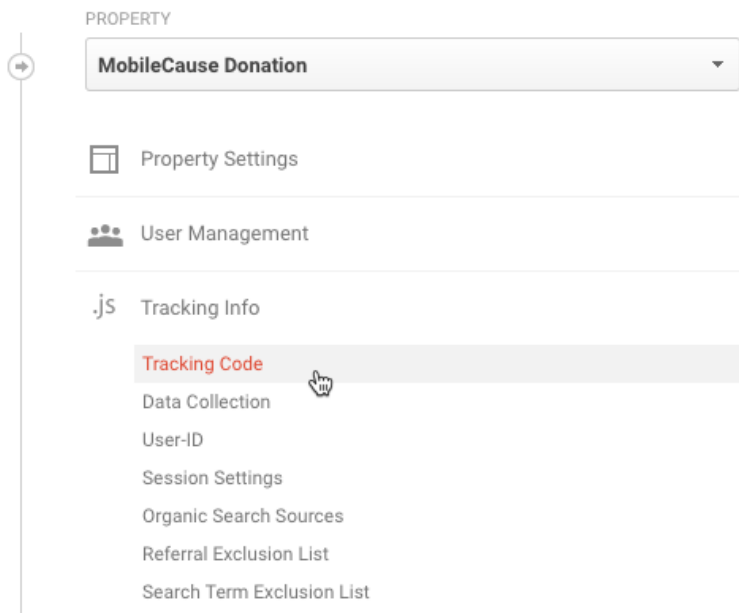
6. Click **Get Tracking ID**

## • Tracking ID

At this point, either with a new account or adding a new Property, you will go to a page with a Tracking ID, Website scripts, PHP scripts, etc. All you need to track your GiveSmart Fundraise Account is that actual Tracking ID. This is the code that you add to your account under **Settings > Analytics**.

Tracking ID	Status
UA- 	No data received in past 48 hours. <a href="#">Learn more</a>

If you quit out of this page, you can get back to it, to retrieve the UA code, by clicking on **Admin** on the left, then **Tracking Info** under **Property** and clicking on **Tracking Code**.

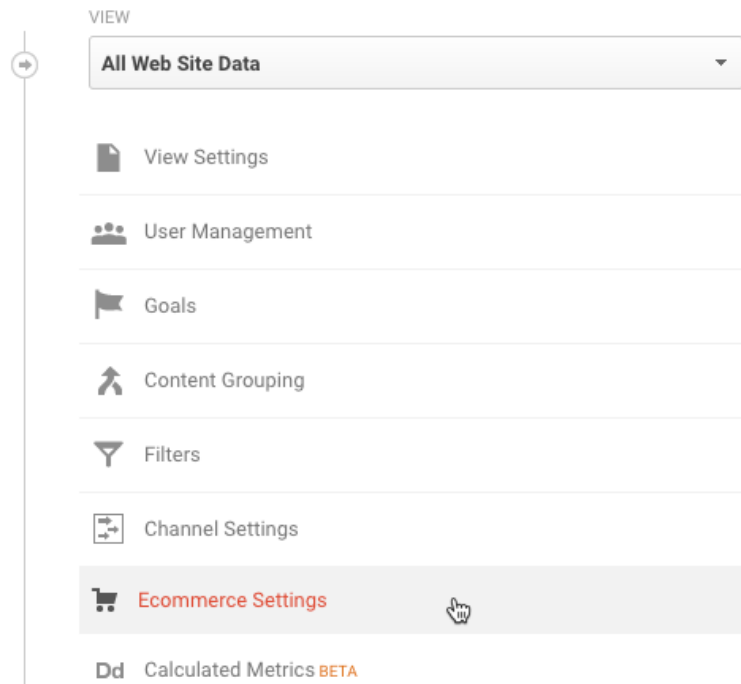


## Add Ecommerce to the Property

1. Click on **Admin**



2. Under the right column, **View**, click on **Ecommerce Settings**



3. Click the switch to turn ON Ecommerce and click Next Step.

### Ecommerce set-up

#### 1 Enable Ecommerce

##### Status

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

 ON

##### Enable Related Products ?

 OFF 

#### 2 Enhanced Ecommerce Settings

4. DO NOT enable Enhanced Ecommerce Settings. Leave it OFF and click Submit.

### Ecommerce set-up

#### ✓ Enable Ecommerce [Edit](#)

Status: ON  
Related Products: OFF

#### 2 Enhanced Ecommerce Settings

##### Enable Enhanced Ecommerce Reporting

 OFF 

- What information can I get from Google

# Analytics in GiveSmart Fundraise?

As we grow with Google Analytics, more information will be available. Right now, you can get information on the Transaction ID and the Amount ("Revenue" in Google Analytics terminology) of a donation.

Your basic Google Analytics account can pull data on:

- The location of your visitors
  - Browser and operating system to see how many are viewing mobile vs. desktop, etc.
  - Referrals - where your visitors came from to get to your page
  - When your visitors visit your page
  - And much, much more.
-