



# GaggleAMP®



## Google Analytics

# Integration

This guide will help you locate and track the traffic that is coming into your database from GaggleAMP posts.



# Connect Google Analytics

Perform the following steps

1. Navigate to the “Manage” section in the lefthand menu of your Gaggle Manager view
2. Select “Integrations”
3. Once on this page you’ll see the option to “Connect Marketing Automation”
4. Select Google Analytics from the drop down.
5. Make sure to click “Update Integrations” before leaving this page

Expand All Collapse All

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## Integrations

**Connect Marketing Automation**

Google Analytics

**Salesforce Integration**

Unlink Salesforce Account (GaggleAMP)

**Send new message announcements to this Chatter Group**

(none)

Announcements will be posted to the selected Chatter Group whenever new messages are available.

Update Integrations




# Enable Tracking

Now that Google Analytics and GaggleAMP can communicate, you'll want to ensure that the right parameters are being applied to messages you would like to track.

Make sure that the "enable tracking" check box is selected when creating messages you would like to track in Google Analytics.

Adding a campaign to your post will also allow you to further segment Gaggle traffic in Google Analytics.

### New Activity ✕

 **Share Message**


**Message:**

Characters: 700 🔗 Shorten URLs Enabled


**Filter by Tag:**

\*Post only for members tagged with the above, or leave empty for all.


**Also Post To:**

 **Twitter**



\*Also Post To\* will only post the Message

**Starts:** Now 

**Ends:**



**Points:** 5

**Campaign:**  Social Analytics 

Allow editing?

**Enable Tracking?**

# Locate Traffic In Google Analytics

1. Select “Acquisition” from the menu on the left hand side in Google Analytics
2. Choose “Campaigns” below the Acquisition section
3. Select “All Campaigns” in the Campaigns section

The screenshot displays the Google Analytics interface for the 'GaggleAMP Marketing Site'. The top navigation bar includes 'HOME', 'REPORTING', 'CUSTOMIZATION', and 'ADMIN'. The left sidebar shows the 'Acquisition' menu with 'All Campaigns' highlighted in a red box. The main content area is titled 'Campaigns' and shows a line chart for 'All Users' (9.30% Sessions) from Jul 30, 2016 to Aug 29, 2016. The chart shows sessions over time, with a peak around August 19th. The primary dimension is set to 'Campaign'.

Date	Sessions
Jul 30	20
Jul 31	25
Aug 1	75
Aug 2	90
Aug 3	70
Aug 4	65
Aug 5	45
Aug 6	50
Aug 7	60
Aug 8	85
Aug 9	105
Aug 10	65
Aug 11	55
Aug 12	15
Aug 13	20
Aug 14	35
Aug 15	35
Aug 16	35
Aug 17	35
Aug 18	35
Aug 19	95
Aug 20	25
Aug 21	15
Aug 22	35
Aug 23	40
Aug 24	35
Aug 25	35
Aug 26	25
Aug 27	15
Aug 28	15
Aug 29	50



