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Integrating KIMBIA form widget data with Google Analytics

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Overview

For many of our customers, the successful submission of a KIMBIA form widget represents the end of a very important chain of events. For others, its a very important step that may initiate other related actions. In either case, individual form submission data can easily be shared with an organization's Google Analytics instance*. Connecting these applications together requires more planning than coding, but is a small investment of time that can reveal a great deal of useful information.

Google Analytics is a robust and affordable (as in free) web analytics package. Its easy to configure and install, and is the analytics tool of choice for KIMBIA.com. Recent upgrades to the Google Analytics feature set allow organizations to track much more than simple page views. The following Google Analytics tracking options can can accept data input from the KIMBIA form widget:

- 1) page views in a funnel towards a defined goal on the organization website
- 2) events that occur within third party apps installed on a web page (flash movies, widgets etc.)
- 3) ecommerce transactions that can be tied into an existing Google AdWords campaign

**NOTE: This configuration only applies to KIMBIA form widgets running on the same domain address as the Google Analytics package. Form widgets installed on third party domains cannot 'share' their data to a Google Analytics package installed on a different domain.*

What's required...

- 1) It is necessary to have the Google Analytics Tracking `<script>` installed on the same page as your form widget snippet.
- 2) In order to trigger Google Analytics tracking, it is necessary to call an external javascript function (ex. `myFunction`) that is executed through the `&oncomplete=` parameter of your form widget snippet.

The following examples require knowledge of the KIMBIA Form Widget Data Object & JavaScript integration. Please contact your KIMBIA Account Manager for more information.

Tracking form submissions as a Google Analytics page view

Using Google Analytics default page tracking model:

http://code.google.com/apis/analytics/docs/gajs/gajsApiBasicConfiguration.html#_gat.GA_Tracker._trackPageview

allows you to track a KIMBIA form widget submission as a page view. This allows an organization to view the form submission as:

- 4) the goal in a page tracking funnel
- 5) a step within an existing funnel

```
function myFunction(object) {  
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID  
  pageTracker._trackPageview("/KIMBIA/formComplete"); // the pageview address to be tracked  
}
```

Tracking form submissions as a Google Analytics event

Using Google Analytics event tracking model:

<http://code.google.com/apis/analytics/docs/tracking/eventTrackerOverview.html>

to capture data about a KIMBIA form widget submission is flexible and straight forward. We recommend that all customers take the time to plan their event tracking scheme in advance following Google's best practices for this feature, outlined in the 'Design Philosophy' section of the link above.

Once you have devised a scheme, please review the Google Analytics Event tracking data model in detail here:

<http://code.google.com/apis/analytics/docs/tracking/eventTrackerGuide.html>.

All of the suggested solutions below are based on the `_trackEvent()` method defined in the standard `ga.js`, and follow the data model outlined above.

Tracking the financial transaction as an event

- 1) map the following widget data object items to its own javascript variable:
 - Initial Charge (ex. `var initCharge`)
- 2) Remove the dollar sign character from `initCharge` variable & convert from string to a decimal:
 - `initCharge = initCharge.replace('$','');`
 - `initCharge = parseFloat(initCharge);`
- 3) call `_trackEvent()` function

```
function myFunction(object) {
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID
  //
  // retrieve data from widget object, map to local variable
  // convert format
  //
  pageTracker._trackEvent('KIMBIA_Transaction', 'Transaction', 'Initial Charge', initCharge);
}
```

Tracking an individual registration as an event

- 1) map the following widget data object items to their own javascript variable:
 - Registration Type (ex. `var regType`)
- 2) call `_trackEvent()` function

```
function myFunction(object) {
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID
  //
  // retrieve data from widget object, map to local variable
  //
  pageTracker._trackEvent('KIMBIA_Registration', 'Registration', regType);
}
```

Tracking an individual donation as an event

- 1) map the following widget data object items to their own javascript variable:
 - Donation Level (ex. `var donationLevel`)
- 2) call `_trackEvent()` function

```
function myFunction(object) {  
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID  
  //  
  // retrieve data from widget object, map to local variable  
  //  
  pageTracker._trackEvent('KIMBIA_Donation', 'Donation', donationLevel);  
}
```

Tracking form submissions as a Google Analytics ecommerce transaction

Using Google Analytics ecommerce transaction model:

<http://code.google.com/apis/analytics/docs/tracking/gaTrackingEcommerce.html>

allows you to track a KIMBIA form widget submission as an individual transaction. This allows an organization to log a form submission as a conversion for an existing Google AdWords advertising Campaign.

- 1) map the following widget data object items to their own javascript variables:
 - Confirmation Code (ex. `var confCode`)
 - Initial Charge (ex. `var initCharge`)
 - Donation or Reg type (ex. `var regType` or `var donationLevel`)
 - City (ex. `var city`)
 - State (ex. `var state`)
 - Zip (ex. `var zip`)
- 2) Remove the dollar sign character from `initCharge` variable & convert from string to a decimal:
 - `initCharge = initCharge.replace('$', '');`
 - `initCharge = parseFloat(initCharge);`
- 3) call `_trackEvent()` function

```

function myFunction(object) {
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID
  //
  // retrieve data from widget object, map to local variables
  // convert formats
  //
  pageTracker._addTrans(
    confCode,
    "KIMBIA transaction",
    initCharge,
    "",
    "",
    city,
    zip,
    country
  );

  pageTracker._addItem(
    confCode, // order ID - necessary to associate item with transaction
    "1",
    "",
    regType or donationLevel,
    "1",
    "1"
  );

  pageTracker._trackTrans(); //submits transaction to the Analytics servers
}

```

Combining multiple tracking models

If your organization would like to track KIMBIA form widget data using multiple models, simply combine any of the above techniques in the same external javascript function (ex. `myFunction`)

```

function myFunction(object) {
  var pageTracker = _gat._getTracker("UA-xxxxx-x"); // Your Google Analytics account ID
  //
  // retrieve data from widget object, map to local variables
  // convert formats
  //
  pageTracker._trackPageview("/KIMBIA/formComplete"); // the pageview address to be tracked
  pageTracker._trackEvent('KIMBIA_Transaction', 'Transaction', 'Initial Charge', initCharge);
  pageTracker._trackEvent('KIMBIA_Registration', 'Registration', regType);
}

```