

Rezgo - GA4 Integration

You can track either using a Google tag or Tag Manager

https://developers.google.com/analytics/devguides/collection/ga4/ecommerce?client_type=gtag

In the clients [general settings in Rezgo](#), they will see the following new toggles

Settings » General Settings

Analytics Codes

Set an analytics code for all your front-end pages. [Click here for more information about analytics and Rezgo](#)

General Code ☒

```
<!-- Global site tag (gtag.js) - Google Analytics (here I am) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-1943654-18"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
```

Use Google Analytics 4 ☒

G-5ZRKXJSFQM

Use Google Tag Manager ☒

GTM-NPCD9MW

In Tag Manager, the following Tags and Triggers will then need to be set up

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

Name ↑	Type	Firing Triggers
Add to Cart	Google Analytics: GA4 Event	<> add_to_cart
Begin Checkout	Google Analytics: GA4 Event	<> begin_checkout
Purchase	Google Analytics: GA4 Event	<> purchase
Remove from Cart	Google Analytics: GA4 Event	<> remove_from_cart
Select Promotion	Google Analytics: GA4 Event	<> select_promotion
View Item List	Google Analytics: GA4 Event	<> view_item_list

CURRENT WORKSPACE

Default Workspace >

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Triggers

Name ↑	Event Type	Filter
add_to_cart	Custom Event	
begin_checkout	Custom Event	
purchase	Custom Event	
remove_from_cart	Custom Event	
select_promotion	Custom Event	
view_item_list	Custom Event	

Rezgo currently supports the following six events:

1. *View_item_list*
2. *Add_to_cart*
3. *Remove_from_cart*
4. *Select_promotion*
5. *begin_checkout*
6. *purchase*