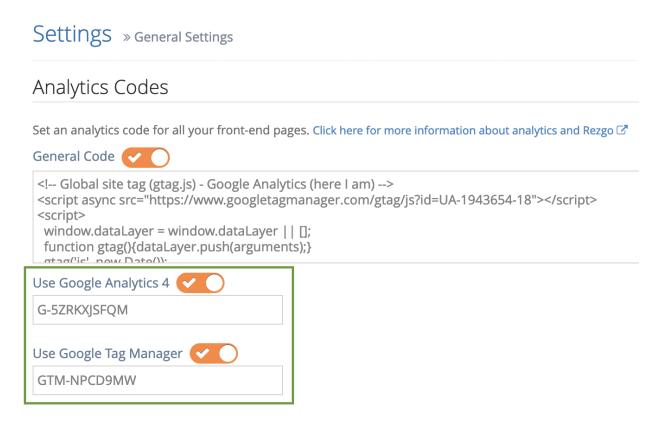**Rezgo - GA4 Integration**

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

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

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*