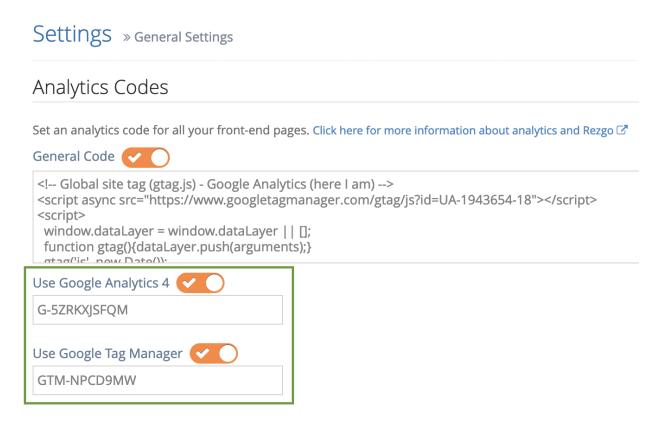
Rezgo - GA4 Integration

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 WORKS	SPACE	Tana		
Default Workspace >		Tags		
		Name 个	Туре	Firing Triggers
Overvie	w	Add to Cart	Google Analytics: GA4 Event	↔ add_to_cart
Tags		Begin Checkout	Google Analytics: GA4 Event	↔ begin_checkout
Triggers		Purchase	Google Analytics: GA4 Event	purchase
Variable	S	Remove from Cart	Google Analytics: GA4 Event	remove_from_cart
Folders		Select Promotion	Google Analytics: GA4 Event	select_promotion
Templat	es	View Item List	Google Analytics: GA4 Event	view_item_list

CURRENT WORKSPACE	Triener		
Default Workspace >	Triggers		
	Name 个	Event Type Filter	
Overview	add_to_cart	Custom Event	
Tags	begin_checkout	Custom Event	
Triggers	purchase	Custom Event	
Wariables	remove_from_cart	Custom Event	
Folders	select_promotion	Custom Event	
Templates	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