

Google Analytics V4 Property

Google Analytics have launched their Version 4 release of Google Analytics. Alpaca is adding support for this environment in order to provide clients access to their analytics directly.

Supplying a Google Property to integrate

If agreed upon, Alpaca can arrange to leverage a Version 4 Google Analytics property supplied by you. In order for this to happen, you must configure and supply the Measurement ID yourself.

- Ensure that you have a data stream configured in order to obtain the **Measurement ID**. You will need to supply this to Alpaca.
- Add Alpaca users (via the email addresses supplied by Alpaca) to the property, in order to verify the properties. These email addresses need to remain associated.

i In order to support Google Analytics V4, you will need to create a property that is based on the Google Analytics Version 4 release. If you have an existing Google Analytics property, it is likely that you may need to create an additional property in order for Google Analytics to provide a Version 4 Property ID.

Google Analytics Events

The following is a reference table for what events Alpaca propagates from within the application embed.

Event Name	Type	Event Properties
alpaca	Custom	item_id, item_name, content_type, item_category, item_category2, alpaca_*
search (keyword)	Recommended	search_term
select_content	Recommended	content_type, item_id, item_name, item_category, item_category2
share	Recommended	content_type, item_id, item_name, item_category, item_category2
view_item_list	Retail/Ecommerce	item_list_name, item_list_id, items: [{ item_id, item_name, index, alpaca_*, item_category, item_category2 }]
view_item	Retail/Ecommerce	items: [{ item_id, item_name, item_category, item_category2, item_brand, alpaca_* }]
add_to_wishlist	Retail/Ecommerce	items [{ item_id, item_name, item_category, item_category2, quantity: 1 }]

Note: Events can be remapped using Google Tag Manager or from via configuration of Google Analytics. We recommend that you create an Event Mapping in Google Analytics of events matching 'alpaca' and remap the event property of "event_name" to "[alpaca_method_namespaced]" to take all Alpaca custom events and promote them to top-level events in your platform. (Note: This is not done by default so that event spaces are not used up by default).

Custom Alpaca Event Properties

Along with alpaca events fired, the additional parameters can be present when available.

Name	Event Parameter	Description
Alpaca Source Identifier	alpaca_source_id	The journey, locale ID
Alpaca Source Type	alpaca_source_type	The type of content
Alpaca Branding	alpaca_branding	The branding key applied to stylise the interface
Alpaca Method	alpaca_method	The associated method event triggering the alpaca custom event. See below for possible values
Alpaca Method (Namespaced)	alpaca_method_namespaced	Events with the prefix of alpaca_ (Recommended for remapping event names)
Alpaca Map Interaction	alpaca_via_map	An indication if the event was via a map interaction
Alpaca Event Type Label	alpaca_type	A classification associated with the event
Alpaca Title	alpaca_title	A reference title for the content
Alpaca Item Feature ID	alpaca_item_feature_id	A reference to the selected feature ID
Alpaca Item Place ID	alpaca_item_id_place	Alpaca V2 Place Identifier
Alpaca Item External Ref	alpaca_item_attribute_external_ref	External Identifier Attribute Value
Alpaca Item External Source	alpaca_item_attribute_external_source	External Source Attribute Value
Alpaca Item ATDW Product ID	alpaca_item_atdw_product_id	ATDW Product ID
Alpaca Item ATDW Category ID	alpaca_item_atdw_category_id	ATDW Category ID
Alpaca Item ATDW Area Name	alpaca_item_atdw_area	ATDW Area Name
Alpaca Item ATDW Owning Organisation Name	alpaca_item_atdw_owning_organisation_name	ATDW Product Owning Organisation Name
Alpaca Item Locality	alpaca_item_locality	Place Locality
Alpaca Item Postal Code	alpaca_item_postal_code	Place Postal Code
Alpaca Item Region	alpaca_item_region	Place Region
Alpaca Prefilter Tag	alpaca_prefilter	Prefilter / Region Tag
Alpaca Category	alpaca_category	Category Applied
Alpaca Sub Category	alpaca_sub_category	Alpaca Sub Category

These properties can be specified as Dimensions in your data, providing greater ability to explore and work with events inside your platform.

Namespaced Methods

The following table is used to help define the event classification on alpaca custom events.

Name	Summary
alpaca_set_indicated_feature	When a element is indicated on the map, via a rollover, or other trigger
alpaca_set_selected_feature	A selection of an item
alpaca_set_category	Selection of a category
alpaca_set_sub_category	Selection of a sub category
alpaca_set_segment	Selection of a segment
alpaca_set_keywords	Search with keywords
alpaca_map_interaction	An interaction with the map, such as dragging
alpaca_impression	An initial application state event
alpaca_telephone_reveal	Reveal of a phone number of a place
alpaca_email_address_reveal	Reveal of an email address of a place
alpaca_website_click	Click to a website of a place. Note: Standard click events can be used
alpaca_facebook_click	Click to facebook profile of a place
alpaca_instagram_click	Click to instagram profile of a place
alpaca_details_get_directions	Click to get directions to a place
alpaca_booking_url	Click to a booking link on a place/event
alpaca_social_share_click	Click to launch social links
alpaca_share_on_facebook_click	Click to launch share on facebook
alpaca_share_on_twitter_click	Click to launch share on twitter
alpaca_share_on_email_click	Click to share via email
alpaca_send_to_mobile_click	Click on send to mobile
alpaca_copied_link_click	Copy the link

Note: Alpaca offers a variation to the above without the alpaca_prefix, but to assist in seperating out content properties from existing, alpaca by default recommends the namespace variations shown above.

Advanced Itinerary Events

Name	Summary
alpaca_create_itinerary	A new itinerary has been created (end-user)
alpaca_delete_itinerary	An itinerary has been deleted (end-user)
alpaca_create_itinerary_location	A place was added to an itinerary (end-user)
alpaca_delete_itinerary_item	An item of the itinerary was removed (end-user)

Completing a Property Setup

The below guide sets up your Google Analytics Property so that it is consistent for use of events and dimensions.

Setup of Event Mapping

By default, alpaca events are propagated to GA4 properties under the event name of "alpaca". To have these events appear in your platform as standard events, you will need to create an event mapping that will promote alpaca events to standard google events.

1. Click **Configure** → **Events**
2. Click the **Modify event** button
3. Click the **Create** button
4. In *Modification name*, enter "Alpaca Propagation Remapping"
5. Under *Matching conditions*, set to "event_name" → "equals" → "alpaca"
6. Under *Modify parameters*, set to "event_name" → "[[alpaca_method_namespaced]]"
7. Click the **Save** button

Now instead of appearing as "alpaca" events, they will expand to be a number of "alpaca_event_name" variations as indicated in the Namespace Methods above.

Setup Custom Definitions

Alpaca events include a number of properties that can be used as dimensions. You can add dimensions to be able to explore, filter and refine your event selection and reporting.

1. Click **Configure** → **Custom definitions**
2. Click the **Create custom dimensions** button
3. In the *Dimension name*, enter the associated custom alpaca event property name, such as "Alpaca Source Identifier" with the scope "Event"
4. In the *Description*, enter the associated custom alpaca event description
5. In the *Event parameter*, enter the event parameter, such as "alpaca_source_id"
6. Click on the **Save** button