



Using Google Analytics in campusM

Liam Bennett – Mobile Solutions Architect


a ProQuest Company



Pocket Guide

ExLibris[®]
a ProQuest Company

1. Copy the following JavaScript and paste it as close to the opening `<head>` tag as possible on every page of your website, replacing `GTM-XXXX` with your container ID:

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-XXXX');</script>  
<!-- End Google Tag Manager -->
```

2. Copy the following snippet and paste it immediately after the opening `<body>` tag on every page of your website, replacing `GTM-XXXX` with your container ID:


```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXX"  
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

```
1 <!-- Google Tag Manager (noscript) -->
2 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-W5SLXZV"
3 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
4 <!-- End Google Tag Manager (noscript) -->
5 <!-- Google Tag Manager -->
6 <script>
7   (function(w, d, s, l, i) {
8     w[l] = w[l] || [];
9     w[l].push({
10      'gtm.start': new Date().getTime(),
11      event: 'gtm.js'
12    });
13    var f = d.getElementsByTagName(s)[0],
14        j = d.createElement(s),
15        dl = l != 'dataLayer' ? '&l=' + l : '';
16    j.async = true;
17    j.src =
18      'https://www.googletagmanager.com/gtm.js?id=' + i + dl;
19    f.parentNode.insertBefore(j, f);
20  })(window, document, 'script', 'dataLayer', 'GTM-W5SLXZV');
21 </script>
22 <!-- End Google Tag Manager -->
```

Google Tag Manager


Tag Configuration

Tag type

 **Universal Analytics**
Google Analytics


Triggering

Firing Triggers

 **All Pages**
Page View

NEW



Name ↑	Type	Firing Triggers	Last Edited
GA Pageview	Universal Analytics	 All Pages	7 minutes ago

View About Page

The screenshot shows a mobile application interface. At the top, there is a navigation bar with a back arrow on the left, the text "campusM Demo App" in the center, and a close "X" icon on the right. Below the navigation bar, the main content area displays a "Welcome to campusM" heading in blue. Underneath the heading is a paragraph of text: "The campusM App is designed to showcase the power and flexibility of the campusM solution. The app provides universities and other educational institutions with a platform for delivering a personalized and high-value mobile service. This app takes the user from Prospect through to Alumni providing a needs based unique experience whatever the platform." Below the text is the ExLibris campusM logo, with "ExLibris" in black and "campusM" in red. At the bottom of the screen, a Google Tag Manager overlay is visible. It features the Google Tag Manager logo on the left, followed by the text "Google Tag Manager". To the right of this text are four tabs: "Tags" (which is selected and highlighted with a blue underline), "Variables", "Data Layer", and "GTM-W5SLXZV" with a dropdown arrow. Below the tabs, there is a "Summary" section with a vertical scrollbar on the right. The word "Summary" is visible in the main content area of this section, and "Tags Fired On This Page" is partially visible below it.

Google Analytics

Overview

Create Shortcut **BETA** 

Right now

1

active users on site

DESKTOP

100%

Pageviews

Per minute

1.5

1.0

0.5

-26 min

-21 min

-16 min

-11 min

-6 min

-1

...

Per second

1.5

1

0.5

-80 sec

-45 sec

-30 sec

-15 sec

Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Active Pages:

Active Page	Active Users	↓
1. /campusm/home	1	100.00%

Google Analytics

Metric Total: 1

	Country	Active Users	↓
1.	Australia	1	100.00%



A complex network diagram with numerous nodes and connecting lines in various colors (blue, red, yellow, green, black) on a light blue background. A large dark grey rectangle is overlaid on the left side of the image.

AEK

A multi-colored arc above the text "ExLibris".

ExLibris[®]
a ProQuest Company

react-google-tag-manager

This repository contains a react based implementation for Google's Tag Manager snippet.

<https://github.com/holidaycheck/react-google-tag-manager>

```
import React, { Component } from 'react';
import PropTypes from 'prop-types';
import gtmParts from 'react-google-tag-manager';

class GoogleTagManager extends Component {
  componentDidMount() {
    const dataLayerName = this.props.dataLayerName;
    const scriptId = this.props.scriptId || 'react-gtm';
    if (!window[dataLayerName]) {
      const gtmScriptNode = document.createElement('script');
      // eslint-disable-next-line no-eval
      gtmScriptNode.setAttribute('id', scriptId);
      gtmScriptNode.setAttribute('src', gtmParts.src);
      gtmScriptNode.setAttribute('data-layer-name', dataLayerName);
      eval(gtmScriptNode.textContent);
    }
  }
}
```

```
render() {
  // You do not need to decrease the value here
  return (
    <Container>
      <GoogleTagManager gtmId="GTM-W5SLXZV" />
    </Container>
  );
}
```

Demo

A photograph of a student in a library with her hands raised. She is wearing glasses and a red top. In the background, there are bookshelves filled with books. To the right, another student in a plaid shirt is also visible, holding a book and a phone. A dark grey semi-transparent box is overlaid on the center of the image, containing the text 'Home Page'.

Home Page

ExLibris[®]
a ProQuest Company

Moodle

- Courses ⁴
- Assignments ¹²
- Events
- Forum posts
- Messages

Next activity due
Upload a single file
Friday, January 20, 2017 9:55 PM

LIBRARY

- 1 Loans
- 1 Fees
- 1 Overdue

1 | 0

Days Until Graduation

Moodle

My Grades

About CU

³

Emails

Finance

Agenda

in a day

International Markets Exam
Tomorrow at 8:30 PM - 9:30 PM

Locations

Pocket Guide

Print Credits

Careers

Connect

Sports

Bus Timetable

Scripts

App Config

Config

```
{  
  "headerImage": "https://portal-ap.campusm.exlibrisgroup.com/assets/campusm/campusMAPAC/liamb/branding/logo/twitter-logo.jpg",  
  "backgroundColor": "#ffffff",  
  "scripts": [  
    "https://portal-ap.campusm.exlibrisgroup.com/assets/aek/exlib-vle-livetiles/0.0.56/js/bundle.js",  
    "https://portal-ap.campusm.exlibrisgroup.com/assets/aek/exlibris-apac-user-group-home-gtm/0.0.1/js/gtm.js",  
    "https://portal-ap.campusm.exlibrisgroup.com/assets/aek/exlibris-apac-user-group-home-gtm/0.0.1/js/gtm-click.js"  
  ]  
}
```

```
"https://portal-ap.campusm.exlibrisgroup.com/assets/aek/exlibris-apac-user-group-home-gtm/0.0.1/js/gtm.js",  
"https://portal-ap.campusm.exlibrisgroup.com/assets/aek/exlibris-apac-user-group-home-gtm/0.0.1/js/gtm-click.js"
```


Active Users with Events: **1 (100% of total)**

	Event Category	Event Action
1.	Tile Click	campusm://pocketguide?pg_code=500000844
2.	Tile Click	undefined

Right now

1

active users on site

DESKTOP

100%

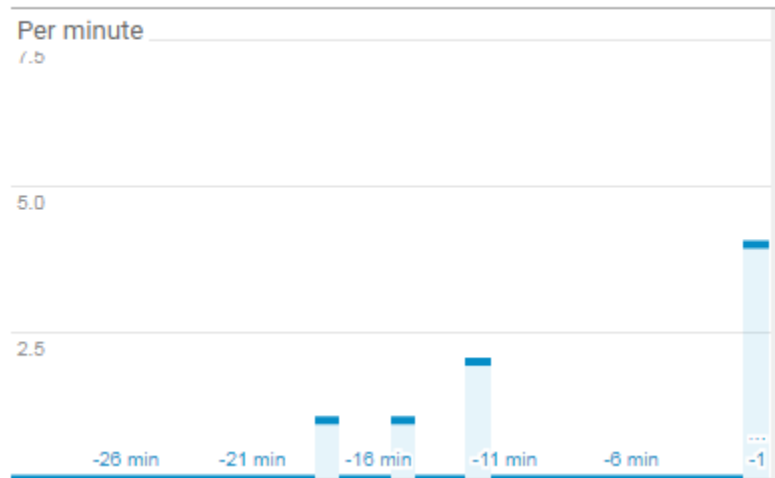
Events

Per minute

1.5

5.0

2.5



Demo

A hand is shown holding a network of white clouds connected by thin white lines. The background is a blurred blue and white scene with a network of nodes and lines. A colorful, wavy ribbon of light (red, orange, yellow, green, blue) flows across the middle of the image. A dark grey horizontal band is overlaid on the bottom half of the image.

Thank you