

How To Use Webhooks With Google Analytics

Brief Overview

Webhooks (AKA callbacks) allow you to trigger 3rd party APIs and/or add WalkMe Event data into your analytics platform. The webhook is triggered by a designated WalkMe Event, for example, a ShoutOut being displayed. The webhook integrates between WalkMe and your chosen 3rd party platform.

This article explains how to define webhooks for Google Analytics.

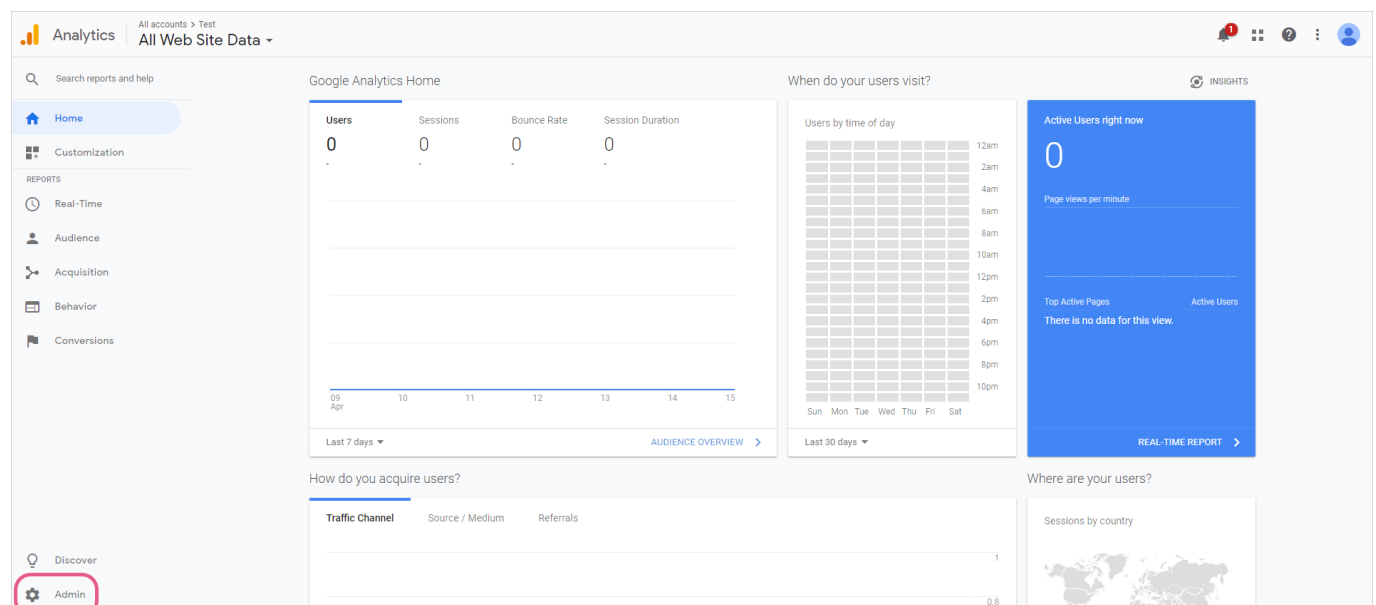
Steps for Using Webhooks With Google Analytics

NOTE: Steps 1-6 are optional, and only need to be completed if you have not yet set up a Google Analytics account. If you already have a Google Analytics account, log into your account and skip to Step 7 and copy the Tracking ID for use in defining your webhook.

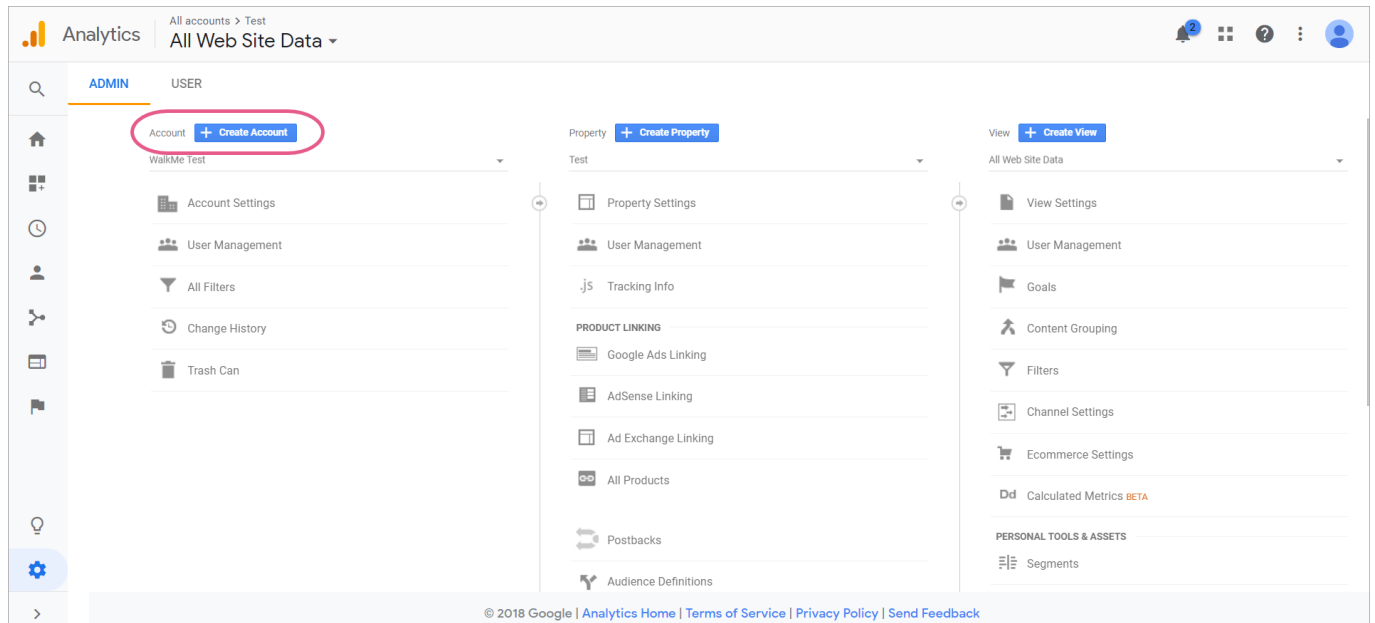
Step 1: Open an account or log into Google Analytics

- Website address is: <https://analytics.google.com/analytics/web>.

Step 2: Click Admin

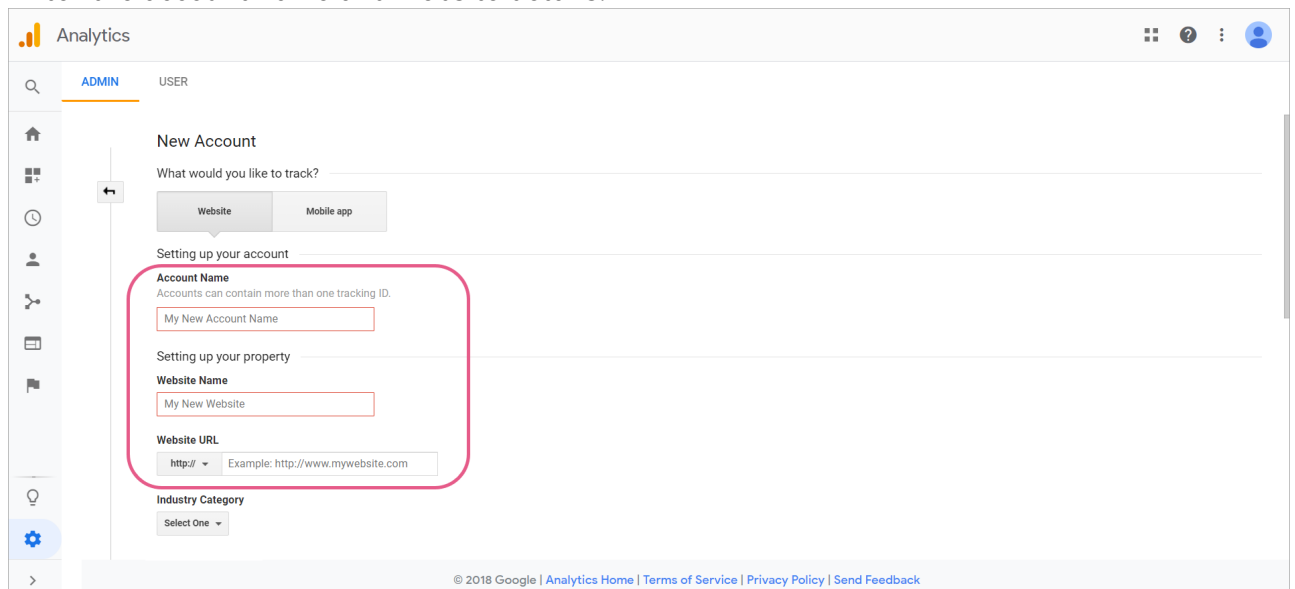


Step 3: Click Create Account



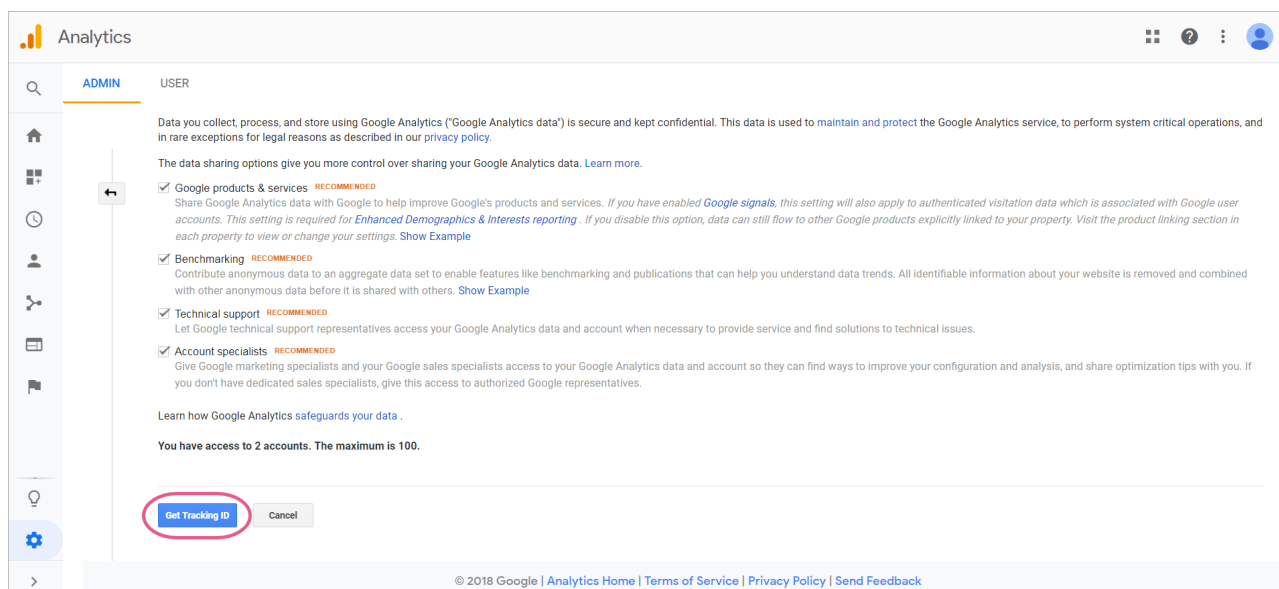
Step 4: Fill in account details

- Enter the account name and website details.



Step 5: Click *Get Tracking ID*

- Scroll down and click *Get Tracking ID*:



Step 6: Accept Google's terms of service

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "*Agreement*") are entered into by Google LLC ("Google") and the entity executing this



also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

Additional Terms Applicable to Data Shared with Google

You indicated you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data you share with Google under the GDPR.

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Google Measurement Controller-Controller Data Protection Terms

The Measurement Services customer agreeing to these terms ("**Customer**") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "**Agreement**") through which services user interface Customer has enabled the Data Sharing Setting.

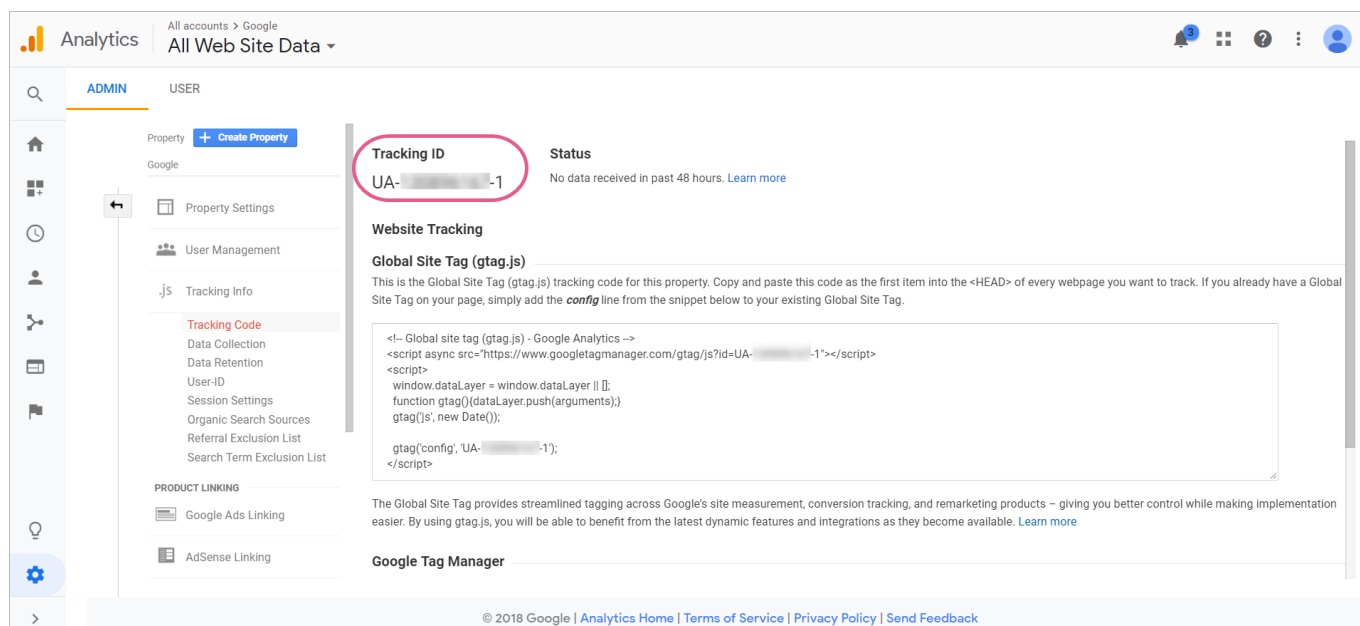


I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

I Accept

I Do Not Accept

Step 7: Copy Tracking ID



The screenshot shows the Google Analytics 'All Web Site Data' page. The 'Tracking ID' is highlighted in a red circle. The status indicates 'No data received in past 48 hours. [Learn more](#)'. The 'Website Tracking' section shows the 'Global Site Tag (gtag.js)' code snippet.

Tracking ID
UA-...-1

Status
No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)
This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-...-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-...-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Tag Manager

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Step 8: Review 'How to Set Up a Webhook' article

- Please review the steps provided in our [How To Send WalkMe Event Data To 3rd Party Systems Using Webhooks](#) article;
- The steps that follow are specific to setting up webhooks for Google Analytics.

Step 9: Set up your Webhook in Insights using the Wizard

Wizard Step 1: Define event

Steps

1. Select a WalkMe Event that will trigger your webhook;
2. Select the Event Properties you would like to send to Google Analytics in the **Advanced** section;
3. You can select from the pre-defined properties on the top and rename them (make sure to mark the event as selected), or click **ADD PROPERTY** to send a property with specific value; **For example**, we've sent the **wm.euId** as uid and the **env.url** as 'dl':

New Webhook

×

Esc

1

Define Event

2

Set Destination

☒

wm.euld ?

→

uid

☐

wm.language ?

[Rename property](#)

☐

wm.env ?

[Rename property](#)
☐

time ?

[Rename property](#)
☒

env.url ?

→

dl

CONTINUE >

And configured the following additional properties to match Google Analytics' mandatory properties:

New Webhook

✕

Esc

1
Define Event

2
Set Destination

v	:	1	✕
tid	:	UA-123456-1	✕
t	:	event	✕
ec	:	WalkMe	✕
ea	:	GoalCompleted	✕

CONTINUE >

1. tid - paste the tracking id value from step 6;
2. v = 1;
3. t = the type of hit type you want to map the event to (choose one from: 'pageview', 'screenview', 'event', 'transaction', 'item', 'social', 'exception' or 'timing');
 - Notice that if you're using an 'event' type, you also need to configure the event category (ec) and action (ea), like we've added in our example.
4. cid = client ID

Pro-Tip: See the [Google Analytics Parameters Documentation](#) for more information.

Wizard Step 2: Set destination

Steps

1. Write in the *Destination Platform Name*. This name identifies the destination system (In this case Google Analytics):

1

Define Event

✓

2

Set Destination

Destination Platform Name

Google Analytics

Request Type

POST

Destination URL

https://www.google-analytics.com/collect

Authorization Type

No Auth

< BACK

TEST

SAVE

2. Set Request Type to *POST*:

Edit Webhook

1 Define Event

2 Set Destination

Destination Platform Name

Google Analytics

Request Type

POST

Destination URL

https://www.google-analytics.com/collect

Authorization Type

No Auth

BACK

TEST

SAVE

3. Paste the URL according to your use case (in the following picture the URL is for creating tracker objects). The URL will always begin with "<https://www.google-analytics.com/>":

Edit Webhook

✕ Esc

1 Define Event

2 Set Destination

Destination Platform Name

Request Type

Destination URL

Authorization Type

< BACK
TEST
SAVE

4. Add Headers:
 - Content-Type : text/plain:

1

Define Event

✓

2

Set Destination

POST

https://www.google-analytics.com/collect

Authorization Type

No Auth

Headers

Content-Type : text/plain

< BACK

TEST

SAVE

5. Click *TEST*

- This will send the event that you defined in Wizard Step 1 to your destination platform to ensure that a connection was successfully made;
- You should see the message: "Tested Successfully!"

Edit Webhook ✕ Esc

1 Define Event

2 Set Destination

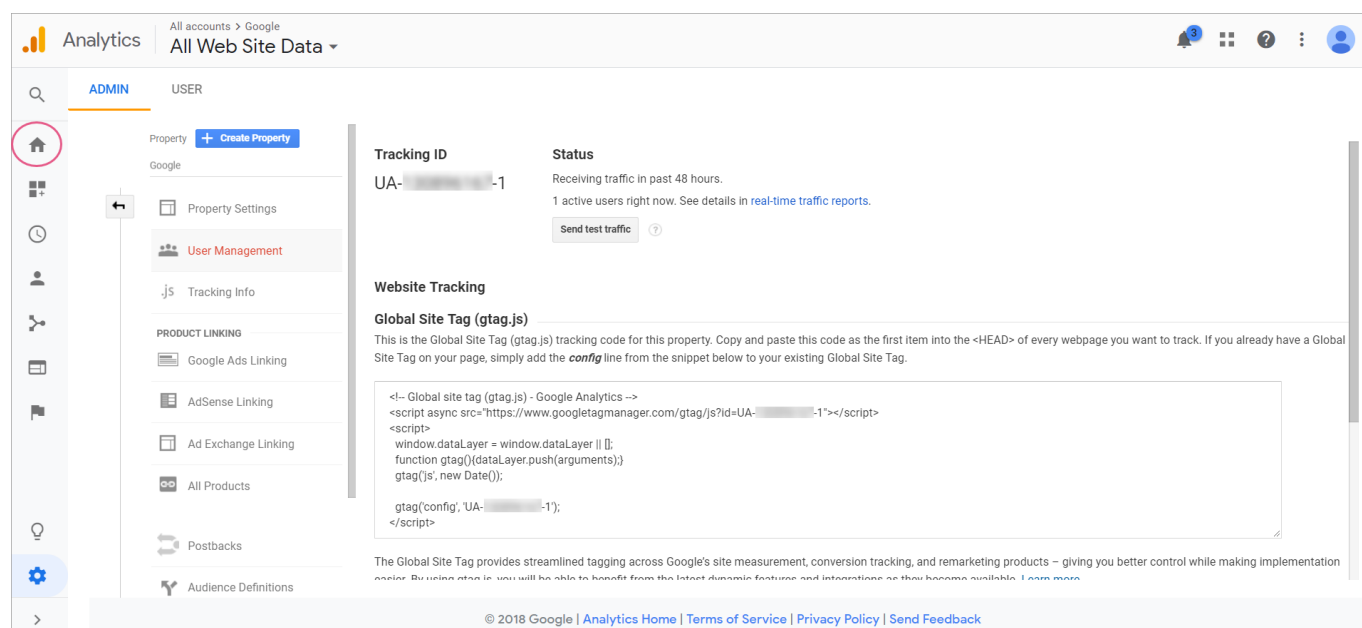
POST
https://www.google-analytics.com/collect

Authorization Type
No Auth

Headers
Content-Type : text/plain

< BACK
✓ Tested Successfully!
TEST
SAVE

Step 10: Return to Google Analytics and click the *Home* icon



Analytics All accounts > Google All Web Site Data

ADMIN USER

Property [+ Create Property](#)

Google

Property Settings

User Management

.js Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Tracking ID UA-1

Status

Receiving traffic in past 48 hours.

1 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#) ?

Website Tracking

Global Site Tag (gtag.js)

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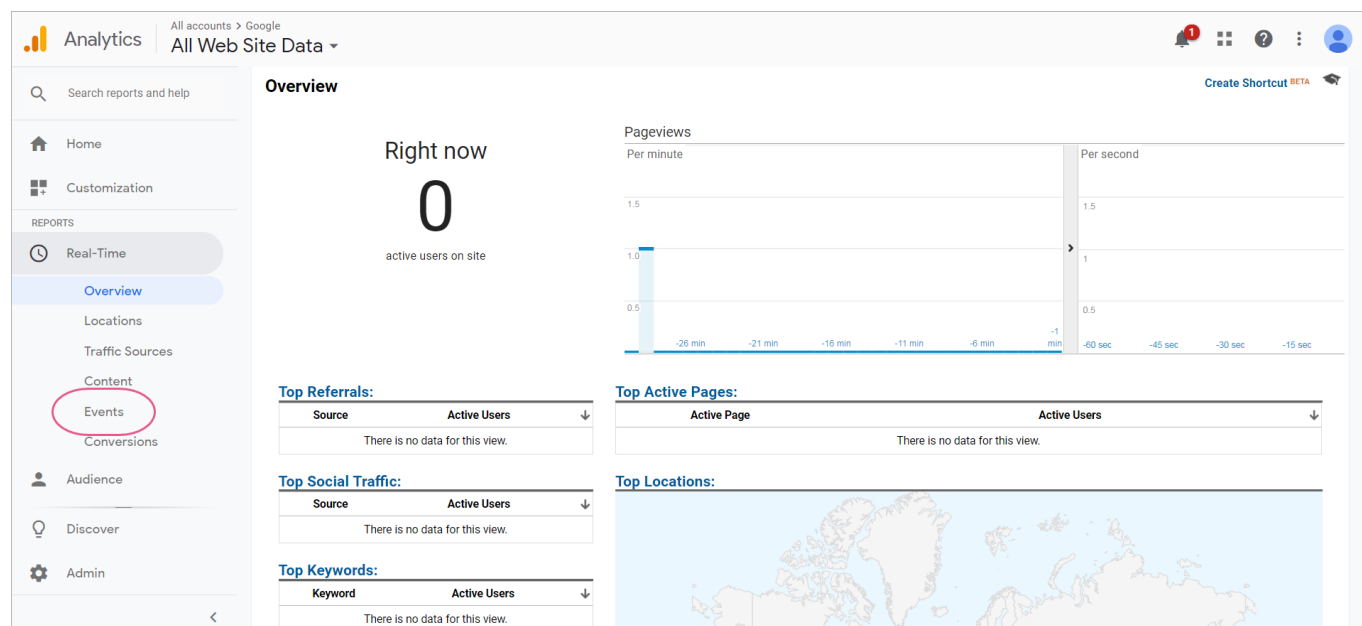
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-1');
</script>
```

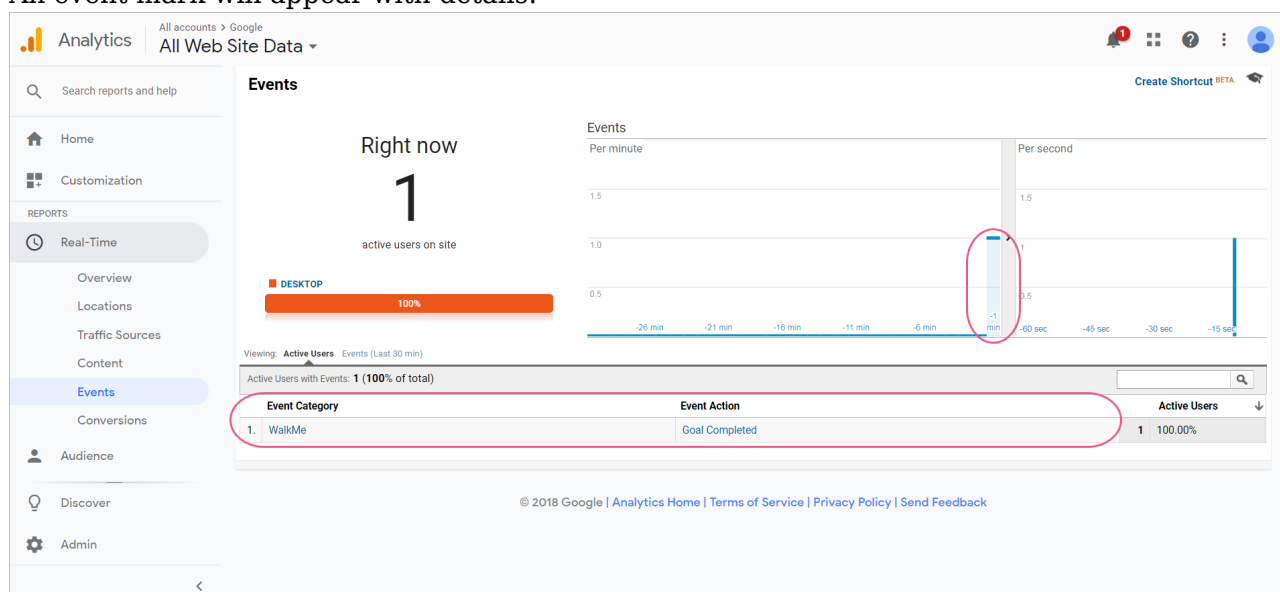
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Step 11: Click *Real-Time* > *EVENTS*



- An event mark will appear with details:



Required Values

Required Values For All Hits

The following parameters must be in each payload:

Name	Parameter	Example	Description
Protocol Version	v	v= 1	The protocol version. The value should be 1.
Tracking ID	tid	tid= UA-123456-1	The ID that distinguishes to which Google Analytics property to send data.
Client ID	cid	cid= xxxxx	An ID unique to a particular user.
Hit Type	t	t= pageview	The type of interaction collected for a particular user.

Pro-Tip: Some parameters may only be sent with specific hit types. For example, the pageview hit type requires the Page Path parameter (“dp”).

Related Resources

- [Google Analytics Measurement Protocol Reference.](#)

Limitations

- Webhooks does not support new structure of data needed for GA4