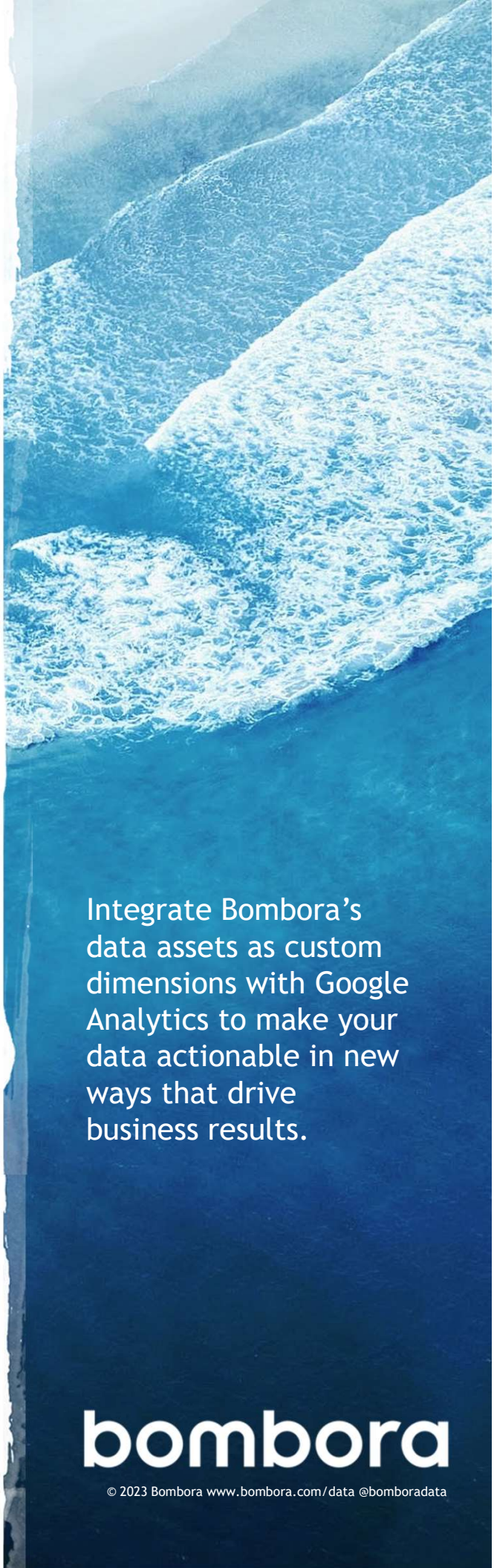
Google Analytics 4 Sync with Real-Time Tag

Set-Up Guide for Google Analytics 4

April 2023



Integrate Bombora's data assets as custom dimensions with Google Analytics to make your data actionable in new ways that drive business results.

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Pre-Requisite Requirements

Bombora's Google Analytics (GA) Sync is only compatible with the Google Analytics 4. Our solution mainly works in the web environment, so this would be applicable for the GA 4 web data stream. We currently do not support NATIVE iOS or Android streams.

How to Identify Which Version of Google Analytics You are Using

You can confirm which version by checking your Google Analytics account.

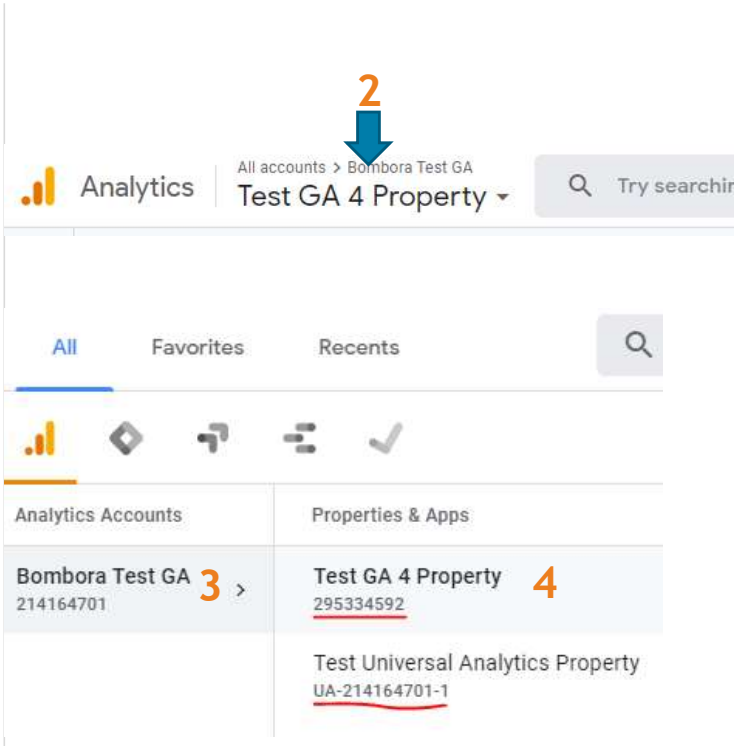
1 Login to your Google Analytics Account.

2 Click on the "All accounts" button on the top left corner, next to the logo.

3 Find and select your "Analytics Account"

4 Under "Properties & Apps" is a list of all the properties. Look at the property ID under the name.

Universal Analytics properties starts with "UA-" and GA 4 properties are just numbers.



Here are additional references for Google Analytics 4:
https://support.google.com/analytics/answer/10089681

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Google Analytics 4 Sync Setup

Setting Up Custom Dimensions/User Properties

GA Sync works by pairing Bombora's firmographic, demographic, and predictive data to the data collected in your Google Analytics. Before setting up your custom dimensions, please note that the free version of Google Analytics only allows a **maximum of 25** uniquely named user-scoped custom dimensions. Please refer to the table below that lists all the available Bombora dimensions and select those that are most appropriate.

Bombora Dimension Name	Definition
Bombora_Domain	Indicates the domain name for the companies visiting your website. Note: *Bombora's data is paired to Google's, so please note that **Google does not remove ISP data**.*
Bombora_Company_Name	Indicates the name of companies visiting your website.
Bombora_Industry	Indicates the industry of the companies visiting your website.
Bombora_Revenue	Indicates the revenue of the companies visiting your website.
Bombora_Size	Indicates the company size of the companies visiting your website.
Bombora_B2B_Interest	Indicates intent in Bombora Company Surge® topics that are associated to your website visitors. Note: This dimension offers a more granular view than the Interest Group dimension.
Bombora_Interest_Group	Indicates intent in general topic categories. Each interest group is comprised of several related topic (i.e. Accounting includes companies that have shown an interest in several related topics).
Bombora_Install_Data	Indicates the type of technology that is installed at the companies visiting your website.
Bombora_Seniority	Indicates the job level associated with your website visitors (i.e. Management, C-suite, etc.).
Bombora_Decision_Maker	Indicates the decision making authority of your website visitors.
Bombora_Job_Function	Indicates the job function (i.e. HR, Finance, Marketing, etc.) of your website visitors.
Bombora_Prof_Group	Indicates the profession of your website visitors (i.e. Business Professional, IT Professional, etc.).

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Create Your Custom Dimensions

To begin, we need to configure Custom Dimensions in Google Analytics 4.

1. Log in to your Google Analytics account. You will need to create custom dimensions to receive Bombora's data.
2. From the Account dropdown menus, select an account and an analytics property to which you want to add the custom dimensions.
3. Click Custom definitions under Configure (in the left navigation), then click Create custom dimensions:
4. Add the Dimension Name, we recommend using the names from the previous page.
5. Set Scope to "User".
6. Description is optional.
7. Add the User Property, please paste in the Bombora Dimension Name as is from the previous page. We'll be connecting the data based on this value.
8. Click Save.
9. Repeat Steps 4 to 8 to add all the necessary Dimensions.

Google's reference document for managing custom dimensions:
https://support.google.com/analytics/answer/10075209?hl=en

Here's an example after Custom Dimensions are created

Dimension name	Description ↑	Scope	User Property/Parameter	Last changed	
Bombora_Prof_Group		User	Bombora_Prof_Group	Dec 2, 2021	⋮
Bombora_Job_Function		User	Bombora_Job_Function	Dec 2, 2021	⋮
Bombora_Decision_Maker		User	Bombora_Decision_Maker	Dec 2, 2021	⋮
Bombora_Seniority		User	Bombora_Seniority	Dec 2, 2021	⋮
Bombora_Install_Data		User	Bombora_Install_Data	Dec 2, 2021	⋮
Bombora_Interest_Group		User	Bombora_Interest_Group	Dec 2, 2021	⋮
Bombora_B2B_Interest		User	Bombora_B2B_Interest	Dec 2, 2021	⋮
Bombora_Size		User	Bombora_Size	Dec 2, 2021	⋮
Bombora_Revenue		User	Bombora_Revenue	Dec 2, 2021	⋮
Bombora_Industry		User	Bombora_Industry	Dec 2, 2021	⋮
Bombora_Domain		User	Bombora_Domain	Dec 2, 2021	⋮

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Bombora Tag Placement

Before placing our tag, we need to determine how you are launching Google Analytics 4. There are two options provided by Google, and the next step will depend on how you are including GA 4 on your site. We support both integration points, however Google Tag Manager requires some additional configuration steps.

The two options are:

1. Global Site Tag (gtag.js) – This is a standalone solution.
2. Google Tag Manager (gtm.js) – This is a tag container solution. If you are using this, then we'll need to perform additional configuration steps.

You should have received a Bombora tag that support one of the above options. If you do not have the correct tag, then please contact support@bombora.com for assistance.

GA 4 Sync via Global Site Tag (gtag.js)

Edit the tag and remove any dimension you did not configure in the previous steps. Save the tag and deploy across all website pages.

Here's an example of the gtag configuration:

```
gtag('set', 'user_properties', {
  'Bombora_Domain': data.domain,
  'Bombora_Company_Name': data.company_name,
  'Bombora_Industry': data.industry,
  'Bombora_Revenue': data.revenue,
  'Bombora_Size': data.size,
  'Bombora_B2B_Interest': (data.topic && data.topic.length > 0) ? data.topic[0] : null,
  'Bombora_Interest_Group': (data.interest_group && data.interest_group.length > 0) ? data.interest_group[0] : null,
  'Bombora_Install_Data': (data.install_data && data.install_data.length > 0) ? data.install_data[0] : null,
  'Bombora_Seniority': data.seniority
  'Bombora_Decision_Maker': data.decision_maker,
  'Bombora_Job_Function': data.functional_area,
  'Bombora_Prof_Group': (data.professional_group && data.professional_group.length > 0) ? data.professional_group[0]
});
gtag('event', 'bombora_profile_load');
```

HTML Location: You must ensure that gtag configuration lines are placed prior to the Bombora tag.

You can debug tag placement by checking Real-Time traffic report in GA 4. Look under the user property widget for confirmation.

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GA 4 Sync via Google Tag Manager (gtm.js)

In order to pass data from Bombora to GTM to GA, we will utilize GTM's Data Layer to streamline the dataflow.

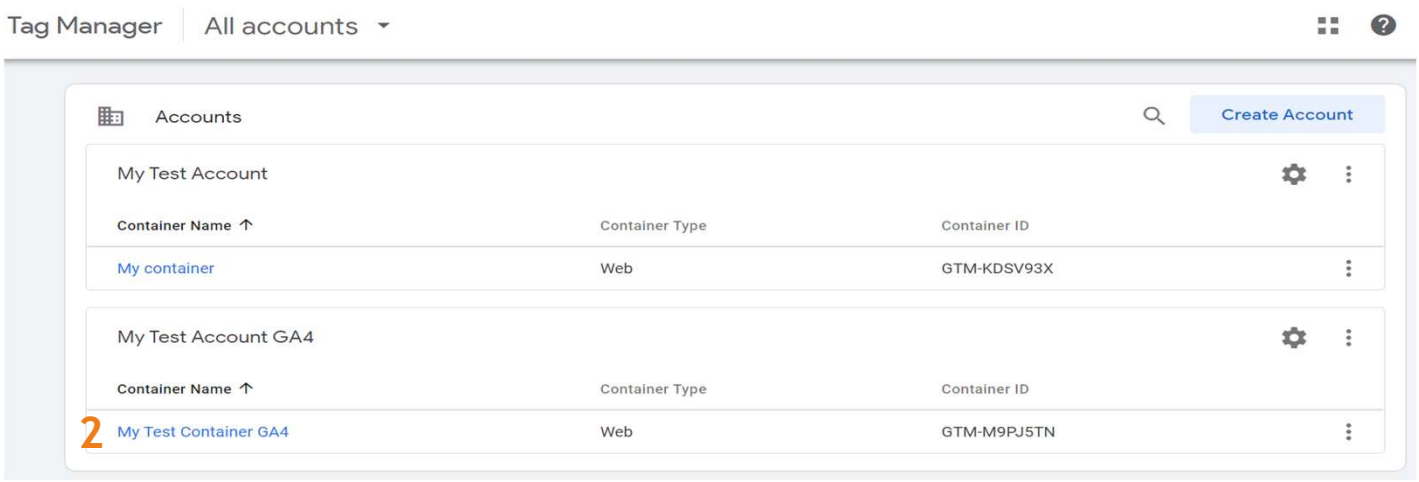
Confirming GA4 Tag is in your GTM container

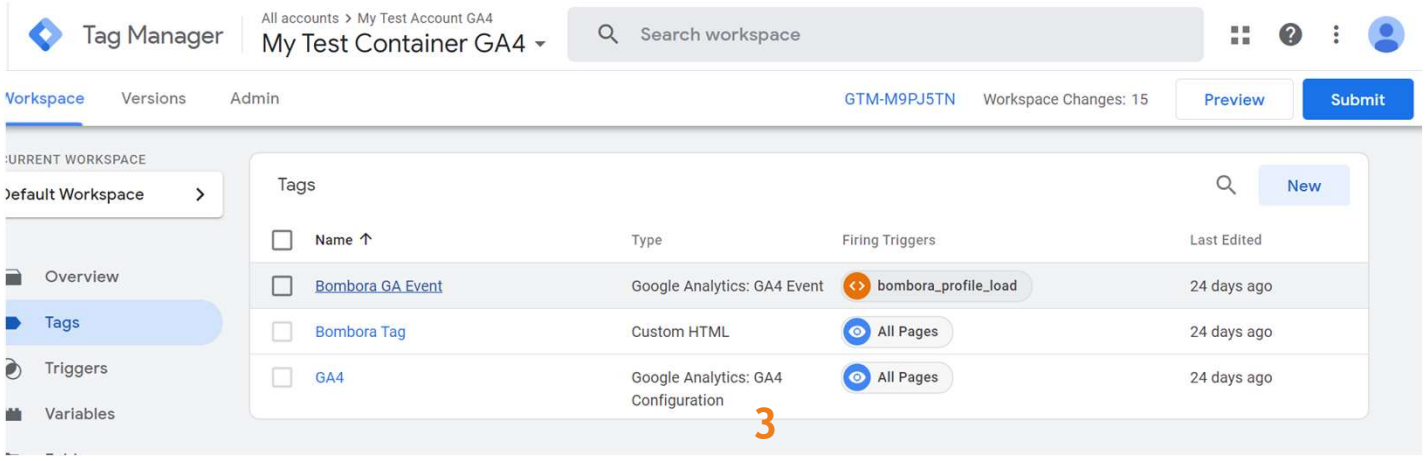
Confirm "Google Analytics: GA4 Configuration" is one of the tags in your GTM container.

1. Log in to your GTM account.

2. Select the container where you want to include the Bombora tag.

3. On the left nav, click on **Tags.** Confirm "Google Analytics: GA4 Configuration" is one of the tags.





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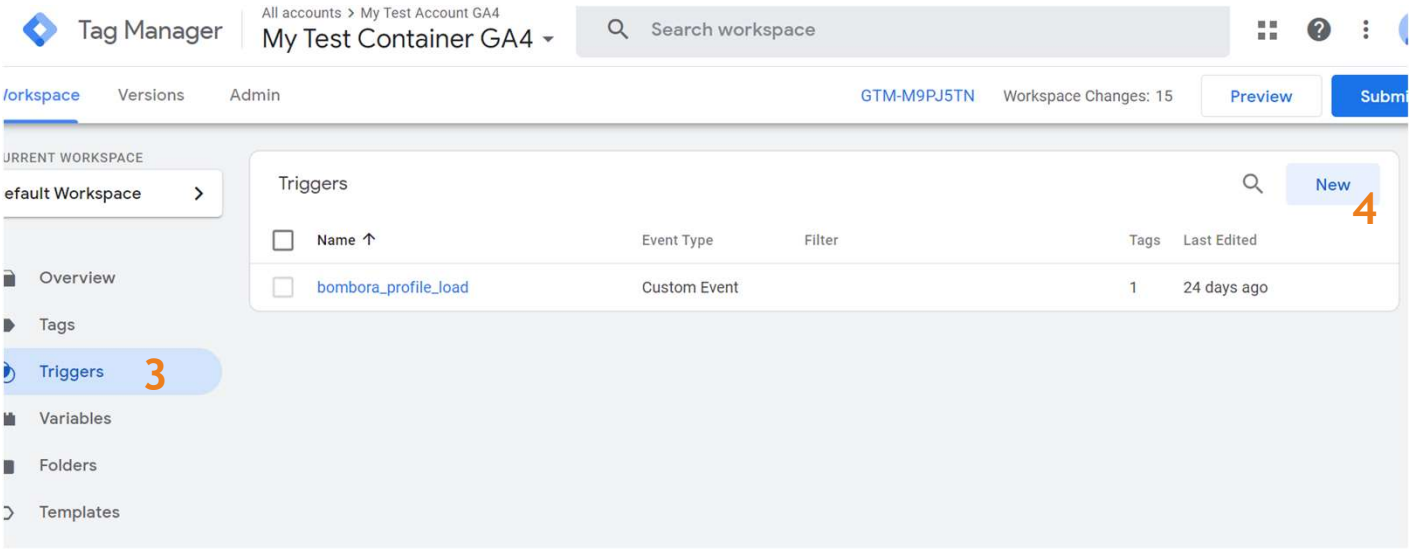
GA 4 Sync via Google Tag Manager (gtm.js)

GTM: Add Triggers

1. Log in to your GTM account.
2. Select the container where you want to include the Bombora tag.
3. On the left nav, click on **Triggers.**
4. Click “New”

More steps on next page.



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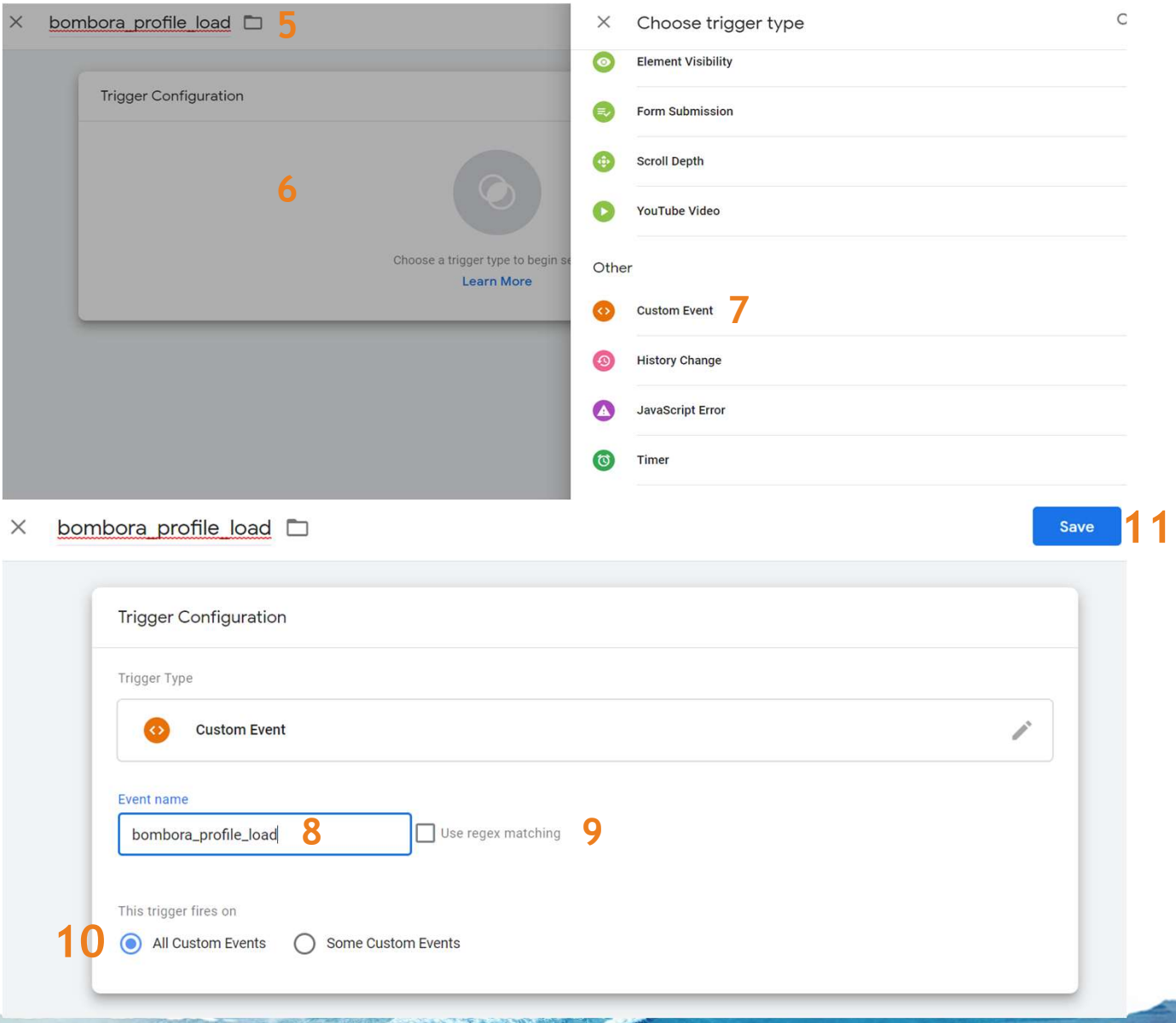
GA 4 Sync via Google Tag Manager (gtm.js)

GTM: Add Triggers (Continued)

5. Set the **Name** to **bombora_profile_load.**
6. Click on **Trigger Configuration.**
7. Under “Other”, select **Custom Event.**
8. Set **bombora_profile_load** as the **Event name.**
9. The checkbox for **regex** matching should be left **unchecked.**
10. Set trigger to fire on **“All Custom Events”.**
11. Click **Save.**



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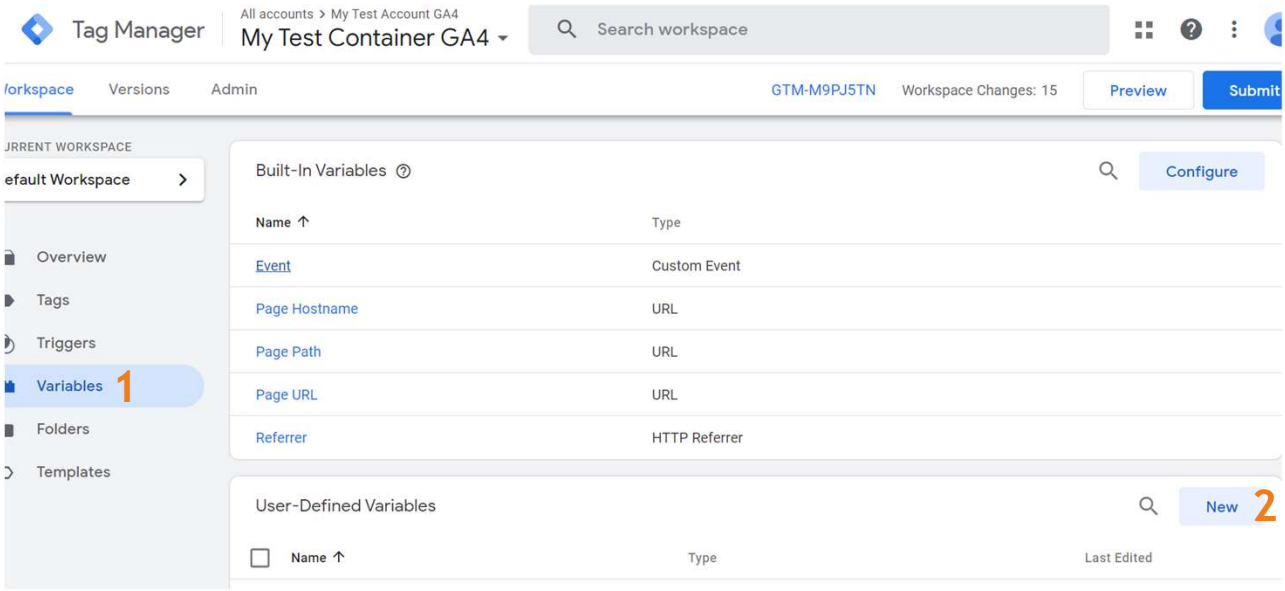
GTM: Add Data Layer Variables

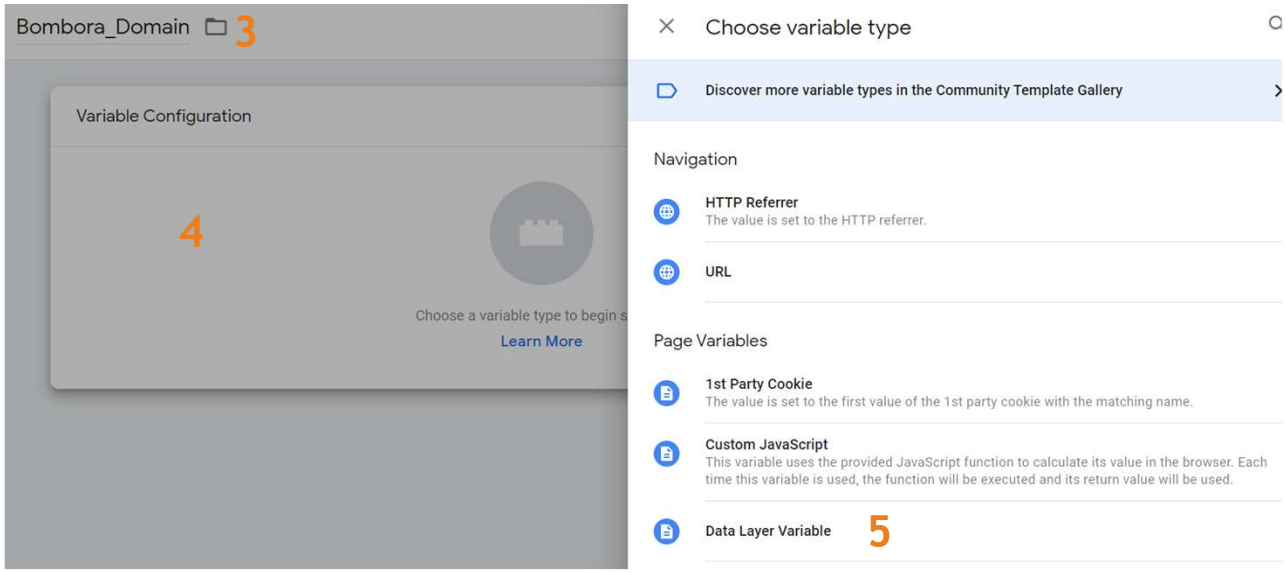
1. On the left nav, click on **Variables.**
2. Under “User-Defined Variables”, click on **NEW.**
3. Add a name, e.g. **Bombora_Domain.**

   Note: It is critical that the **User-Defined Variables** match up exactly to the label for the **Data Layer Variable.**

4. Click on **Variable Configuration.**
5. Select **Data Layer Variable.**

More steps on next page.





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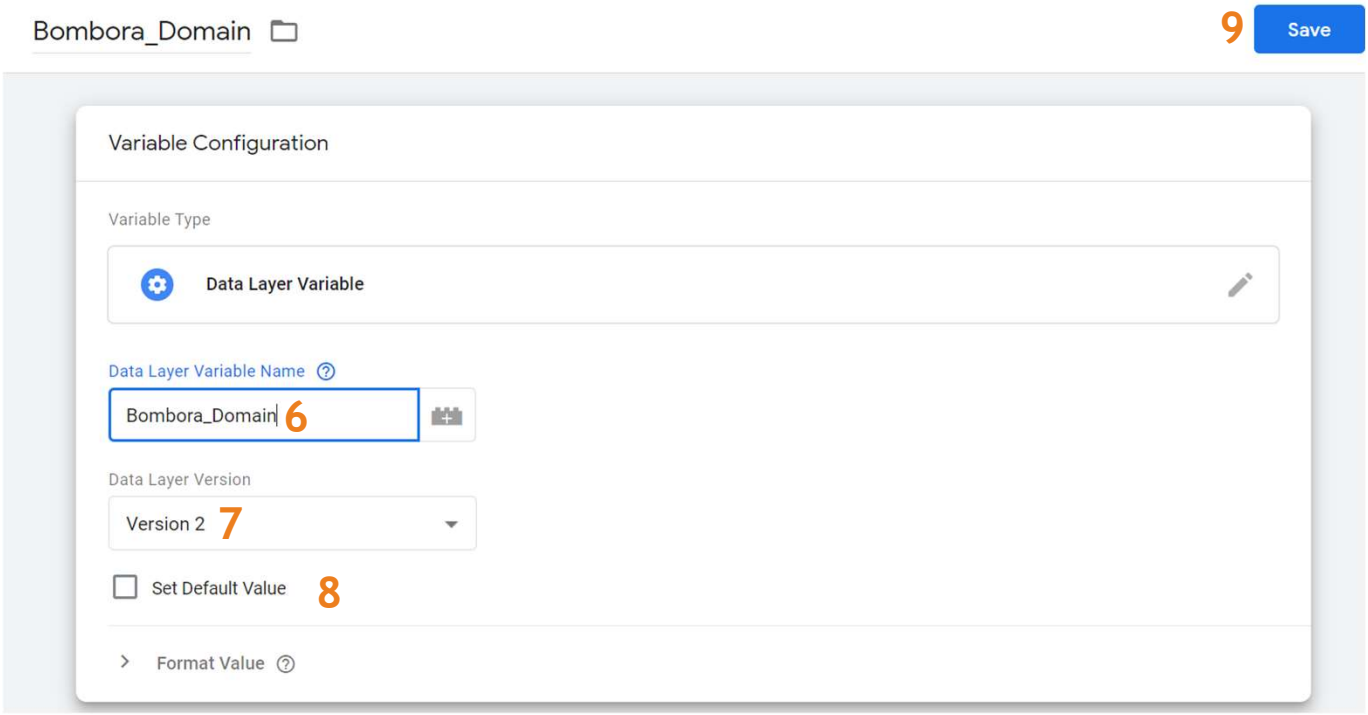
GTM: Add Data Layer Variables (Continued)

6. Put in **Bombora_Domain** as **Data Layer Variable Name.**
7. Make sure **Data Layer Version** is set to **“Version 2”.**
8. Do not check **“Set Default Value”.**
9. Hit **Save.**
10. Repeat step 2 for all the **Custom Dimensions** you’ve created in Google Analytics 4.



Make sure the Data Layer Variables Name matches this list:

Bombora_Domain
Bombora_Industry
Bombora_Revenue
Bombora_Size
Bombora_B2B_Interest
Bombora_Interest_Group
Bombora_Company_Name
Bombora_Seniority
Bombora_Decision_Maker
Bombora_Job_Function
Bombora_Prof_Group
Bombora_Install_Data

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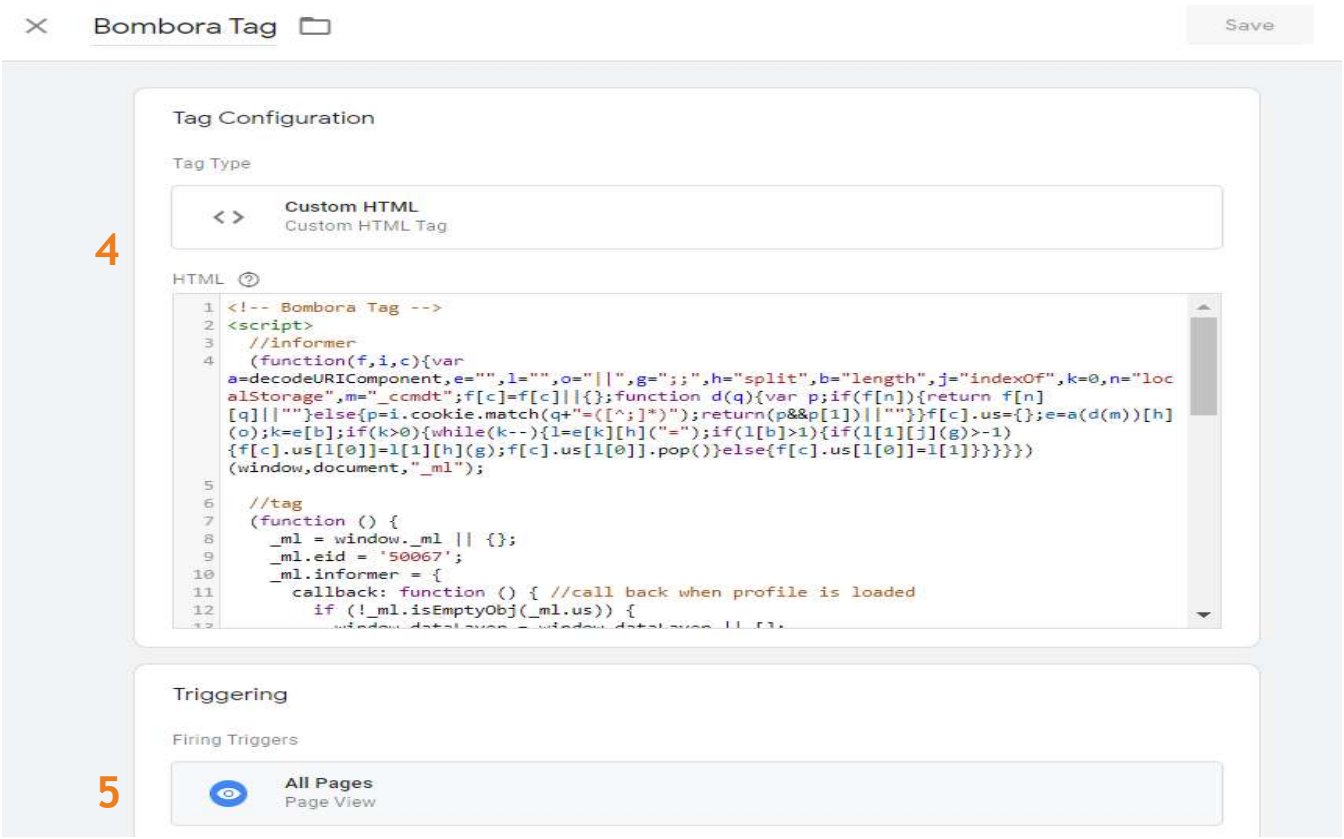
GTM: Add Bombora Tag

You should have received a Bombora Tag along with this set of instructions.
If you do not have the tag, please contact customersupport@bombora.com for assistance.

1. On the left nav, click on Tags
2. Click on New
3. Set the Name to be Bombora Tag
4. Click on Tag Configuration
    a. Select Custom HTML as the Tag Type
    b. Insert the HTML code from the tag file into the HTML block
    c. Advanced Settings should be Ignored
5. Click on Triggering
    a. Choose All Pages
6. Click Save



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GTM: Add Bombora Tag (cont.)

Here's a sample of the Data Layer push that our tag is including.

```
window.dataLayer.push({
  'event' : 'bombora_profile_load',
  'Bombora_Domain': data.domain,
  'Bombora_Company_Name': data.company_name,
  'Bombora_Industry': data.industry,
  'Bombora_Revenue': data.revenue,
  'Bombora_Size': data.size,
  'Bombora_B2B_Interest': (data.topic && data.topic.length > 0) ? data.topic[0] : null,
  'Bombora_Interest_Group': (data.interest_group && data.interest_group.length > 0) ? data.interest_group[0] : null,
  'Bombora_Install_Data': (data.install_data && data.install_data.length > 0) ? data.install_data[0] : null,
  'Bombora_Seniority': data.seniority
  'Bombora_Decision_Maker': data.decision_maker,
  'Bombora_Job_Function': data.functional_area,
  'Bombora_Prof_Group': (data.professional_group && data.professional_group.length > 0) ? data.professional_group[0] : null
});
```

More steps on next page.

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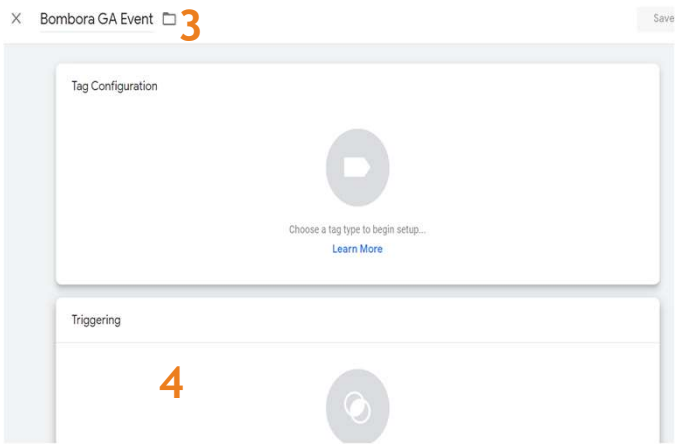
GTM: Add GA4 Event Tracker

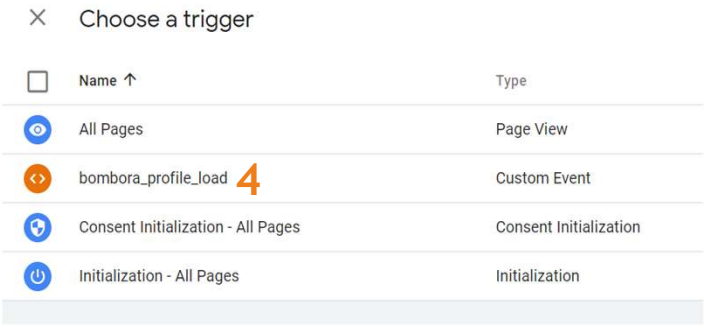
1. Go to the **Tags** section.

2. Click on **New.**

3. Set the **Name** to be **Bombora GA Event**

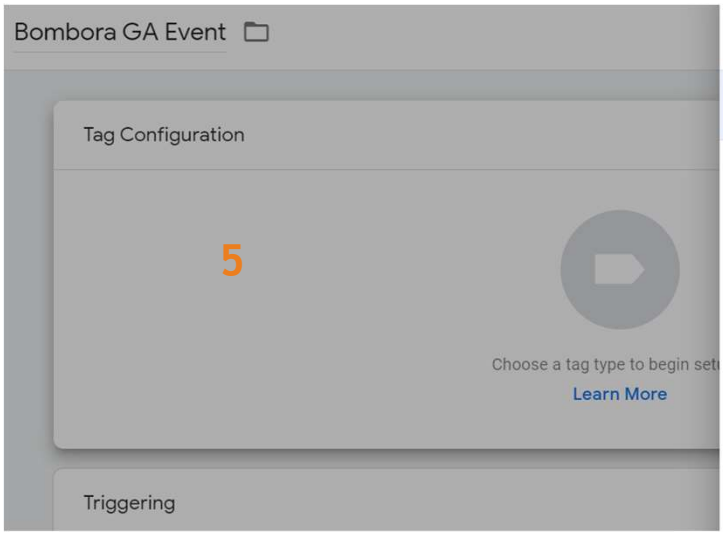
4. Click on **Triggering (bottom section).**
   Choose **bombora_profile_load,** which was added in the prior steps.

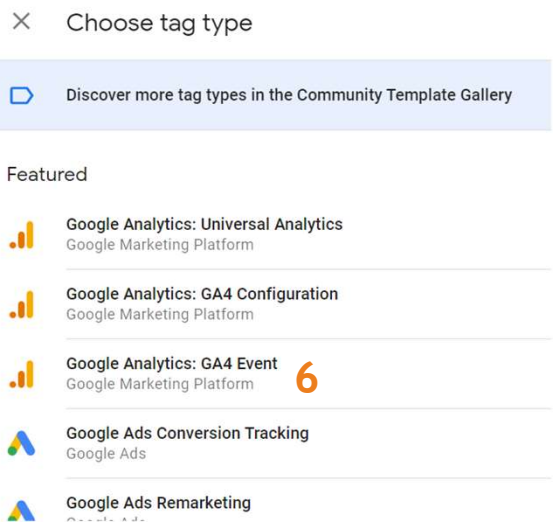




5. Click on **Tag Configuration.**

6. Select **Google Analytics : GA4 Event.**





More steps on next page.

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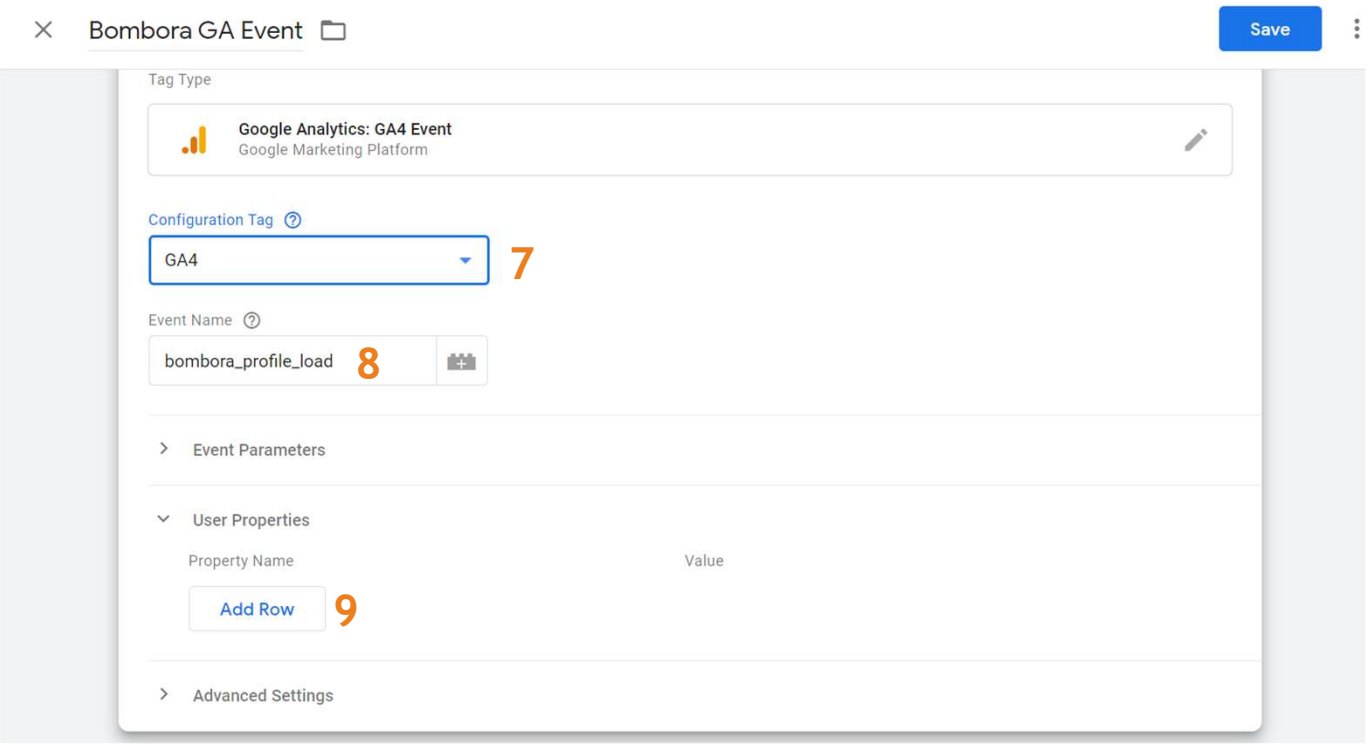
GTM: Add GA4 Event Tracker (Continued)

7. Click on **Configuration Tag** and select your GA4 Configuration tag.
   This is to connect Bombora data to the correct Measurement ID.

8. Set **Event Name** to **bombora_profile_load**.

9. Expand **User Properties** and click **Add Row**



More steps on next page.

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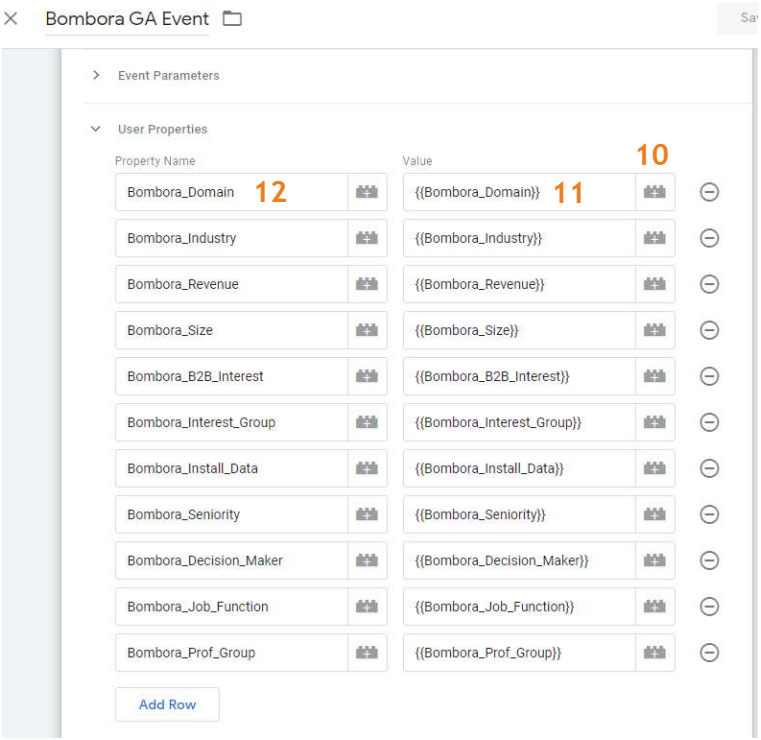
GTM: Add GA4 Event Tracker (Continued)

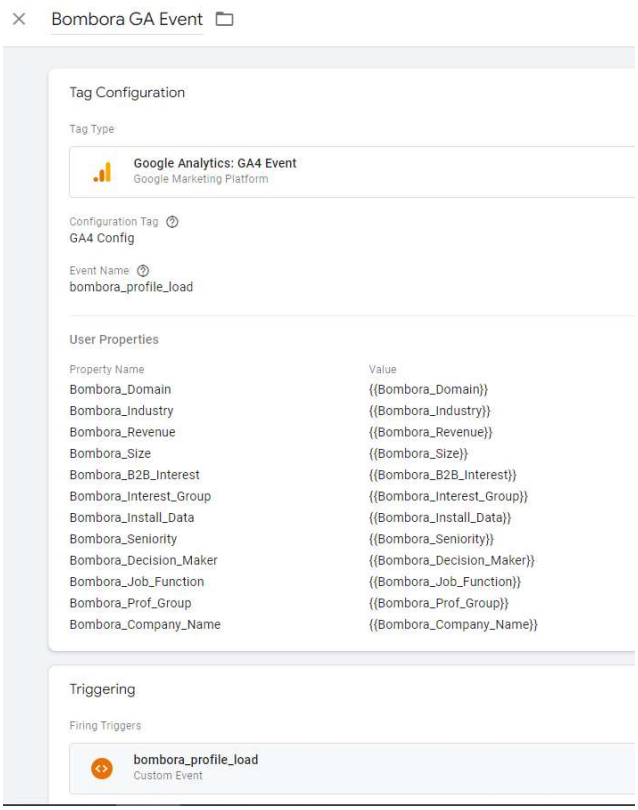
10. Under **Value**, click on
11. Select **Bombora_Domain** as **Data Variable**, and you'll see **{{Bombora_Domain}}** added.
12. Copy the name without the double brackets **Bombora_Domain** and paste it into **Property Name** field (on the left).
13. Repeat steps 9 to 12 to map all **Data Layer Variables** you have created in prior steps.

14. Hit **Save**.

15. **Preview/Publish** your tag.



You can debug the tag configuration and make sure GA4 is receiving all the data points.



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Google Analytics Core Reporting API

Google Analytics Data API

Extend the power of GA Sync to other applications with the Google Analytics Data API.

The Data API returns report data consisting of statistics derived from the data collected by the Google Analytics tracking code. Each report is organized as dimensions and metrics. You use the Data API to query for dimensions and metrics in order to build customized reports.

To learn more about the Data API, you can use the link below to visit Google's developer site.

https://developers.google.com/analytics/devguides/reporting/core/v3/

Note: The Google Analytics Data API is entirely owned and managed by Google. While this API ***is not included*** *as part of GA Sync, nor is it included as part of Bombora's service offerings, clients have the option to leverage Bombora's intent data from GA Sync and build their own applications with Google's API.*

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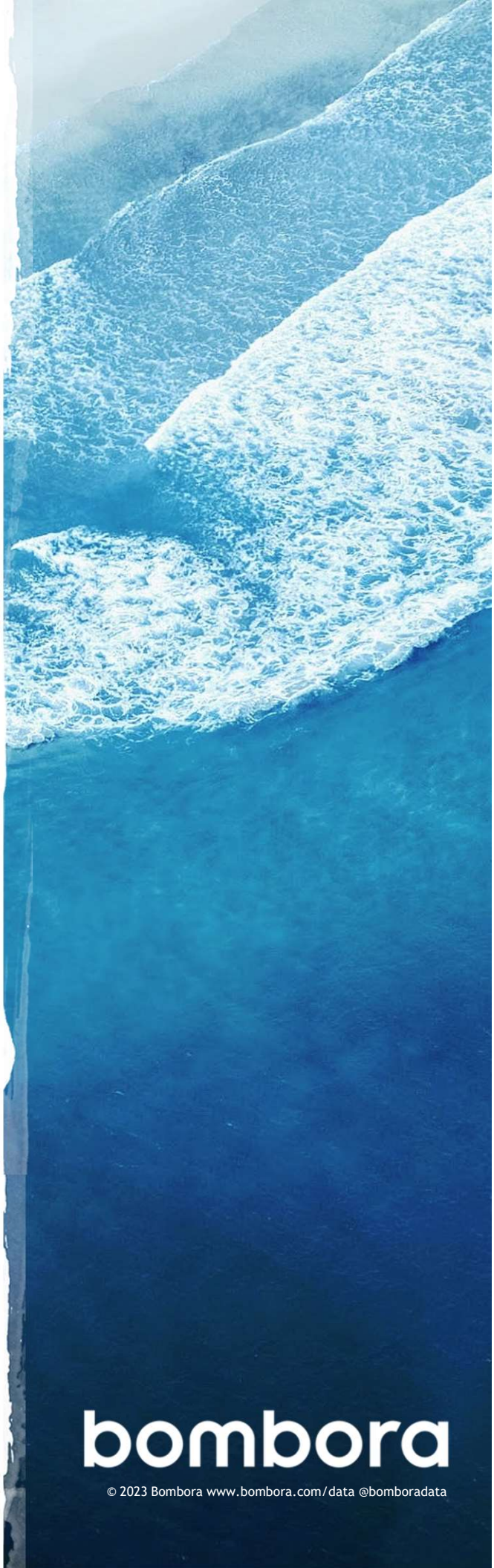
Surf’s up.
Let’s take off.

For technical support or questions, please contact us at customersupport@bombora.com.



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