

# Google Analytics Sync

## Set-Up Guide for Google Analytics and Google Tag Manger

July 2020

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

**bombora**

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# Pre-Requirement Requirements

Bombora's Google Analytics (GA) Sync is only compatible with the Google Analytics Tag (analytics.js) and Global Site Tag (gtag.js) version of Google Analytics at this time. If you are using an earlier version of Google Analytics (ga.js), please upgrade your tag placement.

## How to Identify Which Version of Google Analytics You are Using

### Using Google Tag Manager

Google Tag Manager uses Universal Analytics (analytics.js) by default. If you have already set up Google Analytics in Tag Manager, your configuration is compatible with this set up guide.

### Viewing Source Code

Locate the tracking code by viewing your source code:

- 1 Navigate to a page on your website where you currently use Google Analytics.
- 2 Right click on the page and select the option to "View page source"
- 3 Select "View page source" - look for a reference to either "ga.js", identifying the old Google Analytics tracking code or a reference to "analytics.js" or "gtag.js", identifying the supported versions.

**Tip:** When viewing the "Source code page", pressing "Ctrl F" to open up a search box (where you can type in either ".js" reference) is a faster way to locate either ".js" reference

If you are using Classic Google Analytics, please refer to the Universal Analytics upgrade guide here: <https://developers.google.com/analytics/devguides/collection/upgrade/>

# Google Analytics Sync setup for Universal Analytics

## Setting Up Custom Dimensions For GA Sync

GA Sync works by pairing Bombora's demographic and predictive data to the data collected in your Google Analytics. Before setting up your custom dimensions, please note that Google only allows a **maximum of 20 custom dimensions per account**. Please refer to the table below that lists all the available Bombora dimensions and select those that are most appropriate.

Bombora Dimension	Definition
Bombora_Topic	Indicates intent in Bombora Company Surge® topics that are associated to your website visitors. Note: This dimension offers a more granular view than the predictive category dimension.
Bombora_Company_Revenue	Indicates the revenue of the companies visiting your website.
Bombora_Company_Size	Indicates the company size of the companies visiting your website.
Bombora_Domain	Indicates the domain name for the companies visiting your website. <i>Note: Bombora's data is paired to Google's, so please note that Google does not remove ISP data.</i>
Bombora_Predictive_Category	Indicates intent in general topic categories. Each predictive signal 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_Functional_Area	Indicates the job function (i.e. HR, Finance, Marketing, etc.) of your website visitors.
Bombora_Professional_Group	Indicates the profession of your website visitors (i.e. Business Professional, IT Professional, etc.).
Bombora_Education	Indicates the education level of your website visitors (i.e. Undergraduate Degree, Graduate Degree, etc.).



# Create Your Custom Dimensions Using Google Tag Manager

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

- 1 Log in to your Google Universal Analytics account. You will need to create custom dimensions to receive Bombora's data.
- 2 Click **Admin** from the bottom left of the sidebar menu.
- 3 From the dropdown menus, select an account and a property to which you want to add the custom dimensions.
- 4 Under the *Property* column, click **Custom Definitions**, then **Custom Dimensions**.
- 5 Click **New Custom Dimension**.
- 6 Add the **Name** for the custom dimension you wish to add.
- 7 Select the **Scope**.
- 8 Click **User**.
- 9 Check the **Active** box.
- 10 Click **Create**.
- 11 Repeat steps 5 through 11 for each additional dimension.

- 12 You should note the index value for each custom dimension you create as that value will be critical later in this process.

Figure 1.1

Custom Dimension Name	Index ↓	Scope
Bombora_Topic	1	User
Bombora_Company_Revenue	2	User
Bombora_Company_Size	3	User
Bombora_Domain	4	User
Bombora_Predictive_Category	5	User
Bombora_Seniority	6	User
Bombora_Decision_Maker	7	User
Bombora_Functional_Area	8	User
Bombora_Install_Data	9	User
Bombora_Professional_Group	10	User
Bombora_Education	11	User

# Bombora Tag Placement Using Google Tag Manager (GTM)

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

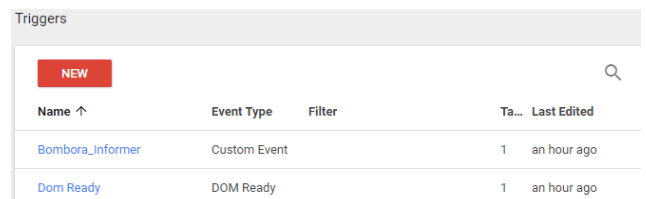
## GTM: GA Universal Analytics

Confirm GA is one of the tags in the container.

## 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**.
  - a. Set the Name to **Dom Ready**.
  - b. Click on **Trigger Configuration**.
  - c. Select **Dom Ready**.
  - d. Set trigger to fire on “**All DOM Ready Events**”
  - e. Click **Save**.
- 5 Click **New**.
  - a. Set the Name to **Bombora\_Informer**.
  - b. Click on **Trigger Configuration**.
  - c. Under “Other”, select **Custom Event**.
  - d. Set **Bombora\_Informer** as the **Event name**.
  - e. The checkbox for **regex matching** should be left **unchecked**.
  - f. Set trigger to fire on “**All Customer Events**”.
  - g. Click **Save**.

Figure 1.2



Name ↑	Event Type	Filter	Ta...	Last Edited
<a href="#">Bombora_informer</a>	Custom Event		1	an hour ago
<a href="#">Dom Ready</a>	DOM Ready		1	an hour ago

# GTM: Add Variables

- 1 On the left nav, click on **Variables**.
- 2 Under “User-Defined Variables”, click on **NEW**.
  - a. Add a name, e.g. **Bombora\_Topic**.  
**Note:** It is critical that the **User-Defined Variables** match up exactly to the label for the **Data Layer Variable**.
  - b. Click on **Variable Configuration**.
  - c. Select **Data Layer Variable**.
  - d. Put in **Bombora\_Topic** as **Data Layer Variable Name**.
  - e. Make sure **Data Layer Version** is set to “Version 2”.
  - f. Do not check “Set Default Value”.
  - g. Hit **Save**.  
(Figure 1.3)
- 3 Repeat step 2 for all the **Custom Dimensions** you’ve created in Google Analytics.

Figure 1.3

The screenshot shows the 'Variable Configuration' window for a variable named 'Bombora\_Topic'. The 'Variable type' is set to 'Data Layer Variable'. The 'Data Layer Variable Name' field contains 'Bombora\_Topic'. The 'Data Layer Version' dropdown is set to 'Version 2'. The 'Set Default Value' checkbox is unchecked. A blue 'SAVE' button is visible in the top right corner.

- 4 Make sure the Data Layer Variables Name matches this list:
  - a. Bombora\_Topic
  - b. Bombora\_Company\_Revenue
  - c. Bombora\_Company\_Size
  - d. Bombora\_Domain
  - e. Bombora\_Seniority
  - f. Bombora\_Predictive\_Category
  - g. Bombora\_Decision\_Maker
  - h. Bombora\_Functional\_Area
  - i. Bombora\_Install\_Data
  - j. Bombora\_Professional\_Group
  - k. Bombora\_Education

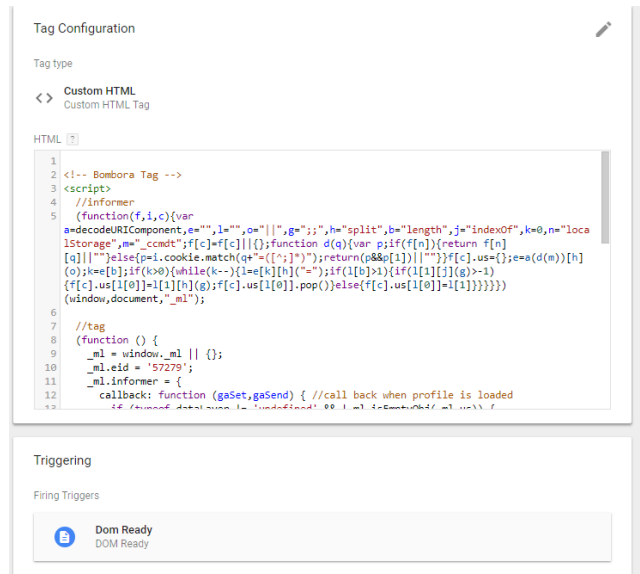
# GTM: Add Bombora Tag

You should have received a Bombora Tag along with this set of instructions.

If you do not have the tag, please contact [support@bombora.com](mailto:support@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 file **Bombora\_PublisherName\_12345.tx** into the HTML block.
  - c. **Advanced Settings** should be ignored.
- 5 Click on **Triggering**.
  - a. Choose the **Dom ready** that you've added in the prior steps.
- 6 Click **Save**.  
(Figure 1.4)

Figure 1.4





## GTM: Add Bombora Tag (cont.)

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

```
dataLayer.push({
  'event': 'Bombora_Informer',
  'Bombora_Topic': (_ml.us.tp && _ml.us.tp.length > 0) ? _ml.us.tp[0] : '',
  'Bombora_Company_Revenue': _ml.us.cr,
  'Bombora_Company_Size': _ml.us.cs,
  'Bombora_Domain': _ml.us.dm,
  'Bombora_Seniority': _ml.us.sn,
  'Bombora_Predictive_Category': (_ml.us.pc && _ml.us.pc.length > 0) ? _ml.us.pc[0]:'',
  'Bombora_Decision_Maker': _ml.us.dcm,
  'Bombora_Functional_Area': (_ml.us.fa && _ml.us.fa.length > 0) ? _ml.us.fa[0] : '',
  'Bombora_Install_Data': (_ml.us.ins && _ml.us.ins.length > 0) ? _ml.us.ins[0] : '',
  'Bombora_Professional_Group': (_ml.us.pg && _ml.us.pg.length > 0) ? _ml.us.pg[0]: '',
  'Bombora_Education': _ml.us.edu
});
```

Please note the following correspondences for the Bombora properties:

- `_ml.us.tp` is for Topics.
- `_ml.us.pc` is for Predictive Category.
- `_ml.us.cr` is for Company Revenue.
- `_ml.us.cs` is for Company Size.
- `_ml.us.dm` is for Domain.
- `_ml.us.fa` is for Functional Area.
- `_ml.us.pg` is for Professional Groups.
- `_ml.us.sn` is for Seniority.
- `_ml.us.dcm` is for Decision Maker
- `_ml.us.ins` is for Install Data
- `_ml.us.edu` is for Education

# GTM: Add GA 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**.
  - a. Choose **Bombora\_Informer** added in the prior steps.
- 5 Click on **Tag Configuration**.
  - a. Select **Universal Analytics**.
  - b. Change **Track Type** to **Event**.
  - c. Enter **Bombora** in the **Category** field, and **Profile Load** in the **Action** field.
  - d. Skip the fields for **Label** and **Value**.
  - e. Set **Non-Interaction Hit** to **True**.
  - f. Set **Google Analytics Settings** to your inherited settings, typically `{{Google Analytics Settings}}`.
  - g. Click **Enable overriding settings in this tag**.
  - h. Expand **More Settings > Custom Dimensions**.
  - i. Click **+ Add Custom Dimensions**

Figure 1.5 - See next page

The screenshot shows the 'Bombora GA Event' tag configuration in Google Tag Manager. The tag is set to 'Google Analytics - Universal Analytics' with a track type of 'Event'. The category is 'Bombora' and the action is 'Profile Load'. The non-interaction hit is set to 'True'. The Google Analytics settings are inherited from a settings variable. Under 'More Settings', the 'Custom Dimensions' section is expanded, showing 11 dimensions with their respective values, such as {{Bombora\_Topic}}, {{Bombora\_Company\_Revenue}}, and {{Bombora\_Education}}.

**Bombora GA Event**  SAVE

Tag Configuration

Tag Type

Google Analytics - Universal Analytics  
Google Marketing Platform

Track Type  
Event

Event Tracking Parameters

Category  
Bombora

Action  
Profile Load

Label

Value

Non-Interaction Hit  
True

Google Analytics Settings  
{{Google Analytics Settings}}

Enable overriding settings in this tag

Tracking ID  
Inherited from settings variable


More Settings

- Fields to Set
- Custom Dimensions

Index	Dimension Value
1	{{Bombora_Topic}}
2	{{Bombora_Company_Revenue}}
3	{{Bombora_Company_Size}}
4	{{Bombora_Domain}}
5	{{Bombora_Predictive_Category}}
6	{{Bombora_Seniority}}
7	{{Bombora_Decision_Maker}}
8	{{Bombora_Functional_Area}}
9	{{Bombora_Install_Data}}
10	{{Bombora_Professional_Group}}
11	{{Bombora_Education}}

+ ADD CUSTOM DIMENSION

## GTM: Add GA Event Tracker (cont.)

- i. Enter the **Dimension Index Number** that correspond to the **Dimension Value** from the **Custom Dimensions** table in Google Analytics that you set up earlier in the process.
- ii. E.g. **Index: 1** and **Dimension Value: {{Bombora\_Topic}}** select from  .
  
- j. Repeat step h to map all **Custom Dimensions** you have created in the first page.

(Figure 1.5) See previous page

6 Hit Save.

7 Preview/Publish your tag.

Here's a sample reference for Custom Dimension indexes to Data Layer Variables.

- dimension2 corresponds to Topics, called Bombora\_Topic.
- dimension3 corresponds to Company Revenue, called Bombora\_Company\_Revenue.
- dimension4 corresponds to Company Size, called Bombora\_Company\_Size.
- dimension5 corresponds to Domain, called Bombora\_Domain.
- dimension6 corresponds to Predictive Category, called Bombora\_Predictive\_Category.
- dimension7 corresponds to Seniority, called Bombora\_Seniority.
- dimension8 corresponds to Decision Maker, called Bombora\_Decision\_Maker.
- dimension9 corresponds to Functional Area, called Bombora\_Functional\_Area.
- dimension10 corresponds to Install Data, called Bombora\_Install\_Data.
- dimension11 corresponds to Professional Group, called Bombora\_Professional\_Group.
- dimension12 corresponds to Education, called Bombora\_Education.

# Configuring Custom Reports

Now that you have GA Sync installed and configured, the next step is to build the reports that will help make your data actionable in ways that drive business results.

To make it easy, we have created a template package with the top 5 reports to get you started.

Setting up the reports is very easy. Once you are signed in to your Google Analytics account, all you have to do is **click the link provided** with the report description and **save it** to your reports. Once you have your basic reports saved, you can clone or edit them to better suit your needs.

## Demographics - Pages/Session vs Completions

Learn how your website performance goals match your website audience composition and intent topics to tailor existing content or identify new vertical markets.

- **Description:** Includes data for pages/session vs goal completions by predictive category, topic, and company size.
- **Link:** <https://analytics.google.com/analytics/web/template?uid=MvnWl4ghS8SXTujl79X4cA>

## Overall Performance KPIs by Demographics

Understand how your website audience performs against your KPIs to optimize AdWords and other digital marketing campaigns.

- **Description:** This report shows commonly tracked performance KPIs that can be viewed by predictive category and topic.
- **Link:** <https://analytics.google.com/analytics/web/template?uid=SwT6KWIQQaevYQUQ97pQlw>



# Configuring Custom Reports (cont.)

## Performance Metrics by Website Domain

Close the loop on the impact of your Account-Based Marketing initiatives in driving website visitors and engagement.

- **Description:** This report shows the overall performance by website domain paired with multiple other segments including revenue range and employee range.
- **Link:**  
<https://analytics.google.com/analytics/web/template?uid=4G35wcl5RIWvUdX34xZ11A>

## Organic Traffic Insights

Discover which topics and predictive categories are driving organic traffic to your website to improve ad campaigns, site content and SEO performance.

- **Description:** This leverages the reporting from Google Analytics to give insight on organic web visitors relative to Bombora's predictive categories and topics.
- **Link:**  
<https://analytics.google.com/analytics/web/template?uid=qHfSLkkrSougdh0JNr-0Bw>

## AdWords Keyword Performance

Gain deeper insight into how your keywords and ad campaigns are driving engagement relative to predictive categories and topics, as well as firmographic and demographic data.

- **Description:** This report shows how your keywords are performing relative to the demographics of your website traffic.
- **Link:**  
<https://analytics.google.com/analytics/web/template?uid=qDUEjqEcTYSz0JXmkF8rAg>

# Google Analytics Core Reporting API

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## Google Analytics Core Reporting API

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

The Core Reporting 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 Core Reporting API to query for dimensions and metrics in order to build customized reports.

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

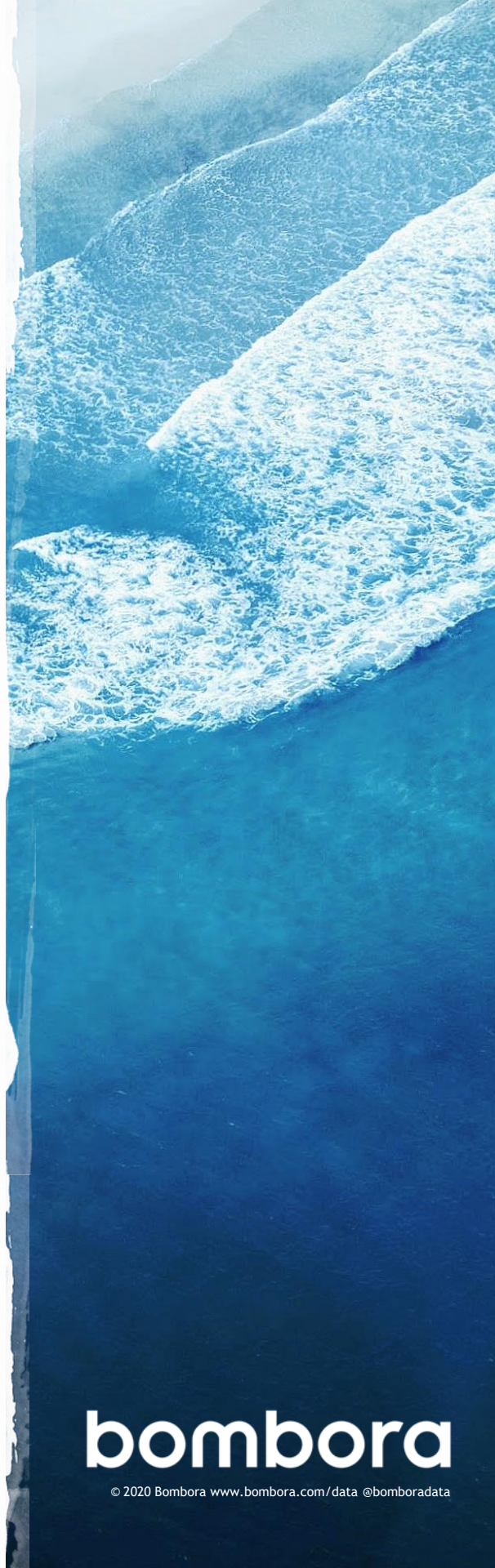
<https://developers.google.com/analytics/devguides/reporting/core/v3/>

*Note: The Google Analytics Core Reporting 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.*

# Surf's up. Let's take off.

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For technical support or questions, please contact us at [support@bombora.com](mailto:support@bombora.com).



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