

Tracking VDP
Media
Engagements in
Google Analytics

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Setting up photo engagement measurement requires 2 major steps:

1. **Set up a Google Analytics event goal** to determine what you are capturing.
2. **Configure your website** to tell Google Analytics when a goal has been completed.

Step 1. Setting up Event Goals in Google Analytics

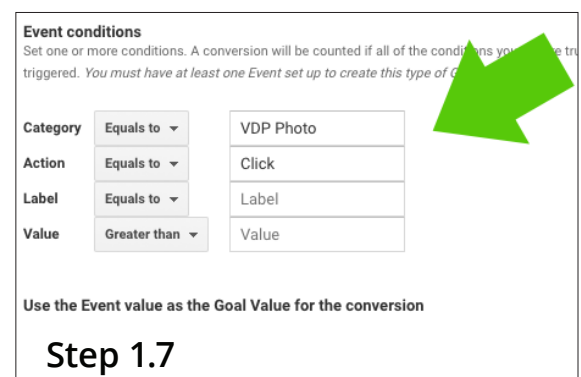
To tell Google Analytics what goals to capture, you need to create an event goal in Google Analytics.

To set up a Google Analytics event goal:

- 1.1. Go to your **Google Analytics** instance
- 1.2. Click on the **Admin** tab
- 1.3. In the View section, click on **Goals**
- 1.4. Click on **+New Goal**
- 1.5. In the goal setup area, select **Media Play** then click on **Continue**
- 1.6. Give your goal a name. We suggest you use *VDP Photo Engagement*. Click on **Continue**
- 1.7. Fill in your goal details. I suggest you use:
Category: *VDP Photo*
Action: *Click*
And leave the rest blank.

Click **Save**

You have now created an event goal in Google Analytics to track your media engagement.



Step 2. Configuring Your Website

Now that your goal is set up in Google Analytics, you now need to set up your website to tell Google Analytics that a VDP Photo Engagement Goal has been completed every time someone clicks on a photo.

Note: this section is quite advanced and you may need a web developer to assist.

To do this:

- 2.1. Determine the photo div element on the website.

For example, on most dealer.com sites, the div element is #photo.

The screenshot shows a code editor on the left with HTML and CSS for a photo element. A green arrow points to the `#photo` div in the code. On the right, a website snippet shows a red Toyota Corolla with a price of \$13,888. Another green arrow points to the photo on the website.

If you are unsure you may need to talk to your website vendor or web developer.

- 2.2. Create a script for your website to tell Google Analytics that a goal has been completed. For example:

```
<script type="text/javascript">
$( document ).ready(function() {
    $("#photo").click(function(){
        ga('send', 'event', 'VDP Photo', 'Click');
    });
});
</script>
```

Note:

Replace #photo with the div id of your photo container and VDP Photo and Click with the category and action that were specified in step 1.7 in the previous Setting up Event Goals in Google Analytics section

This script assumes your website is using the jQuery javascript library.
Resource: Google Event Tracking Documentation.

- 2.3. Upload this script to your VDP template.
Note: This step varies by website provider.