



***Gravity Forms
Conversion Tracking
with Google Tag Manager***

CONTENTS

01

Gravity Forms
Conversion Tracking
with Google Tag
Manager

02

How to Set Up
Gravity Forms
Conversion Tracking
with Google Tag
Manager

Gravity Forms is a Word Press plugin that allows site owners to create simple or complex forms to collect information. To understand the visitor's behavior, it is must to track these form submissions. It is an important part of any digital marketing campaign. There are different approaches you can take to start tracking this data and you need to check how your form works after the successful submission. If it:-

- 1) Refreshes the page or redirects a visitor to a 'thank you' page
- 2) If the page does not refresh after the successful submission

In my case, the form refreshes itself and displays "thank you" message every time a form is successfully submitted. So I need to implement an auto-event listener with a Custom HTML tag. A Gravity Form listener is a function/java script code which listens to particular interactions on a page.



HOW TO SET UP GRAVITY FORMS CONVERSION TRACKING WITH GOOGLE TAG MANAGER

STEP 1: GRAVITY FORMS LISTENER

Create a Custom HTML tag with the following code. I named it GravityFormSubmission

× gravityFormSubmission 📁 SAVE

Tag Configuration

Tag type

<> Custom HTML
Custom HTML Tag

HTML 🔗

```
1 <script>
2 jQuery(document).ready( function() {
3   jQuery(document).bind('gform_confirmation_loaded', function(event, formId){
4     window.dataLayer.push({
5       'event' : 'gravityFormSubmission',
6       'gformID' : formId
7     });
8   });
9   })
10 </script>
```

Triggering

Firing Triggers

👁 All Pages
Page View

Fire it on all pages that have the Gravity form embedded (like contact us). This code technically listens to the `gform_confirmation_loaded` event which occurs when the confirmation messages is loaded and fire a Data Layer Event, called “`gravityformSubmission`.”

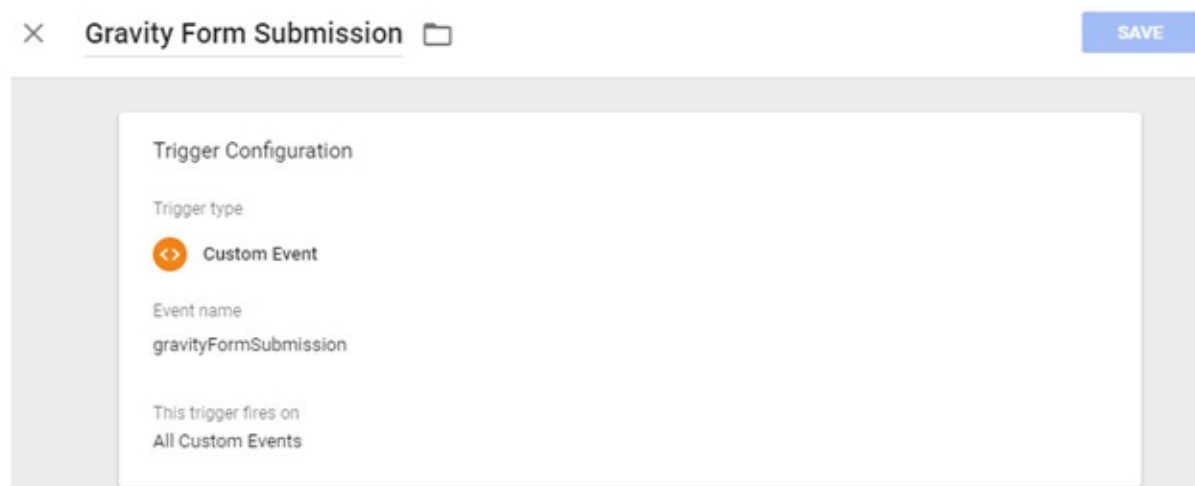
STEP 2: CREATE A GTM TRIGGER

Next is to create a Trigger for the Tag you have created above. In your GTM account, go to Triggers > New > Custom Events

Trigger Type: Pick the “custom event” from the default list.

Event Name: Enter your custom event value as the event name, e.g `gravityFormSubmission`.

This Trigger Fires On: All Custom Events.



The screenshot shows the 'Trigger Configuration' window in Google Tag Manager. At the top, there is a tab labeled 'Gravity Form Submission' with a close icon (X) on the left and a 'SAVE' button on the right. The main configuration area contains the following fields:

- Trigger type:** A dropdown menu showing 'Custom Event' with an orange icon containing a code symbol (<>).
- Event name:** A text input field containing the value 'gravityFormSubmission'.
- This trigger fires on:** A dropdown menu showing 'All Custom Events'.

STEP 3: CONFIGURE DATA VARIABLE

Navigate to the Variables section in your workspace, click the Configure button and make sure every page and form variable box is checked.

× **Configure Built-In Variables** ?

Pages

☒ Page URL

☒ Page Hostname

☒ Page Path

☒ Referrer

Forms

☒ Form Element

☒ Form Classes

☒ Form ID

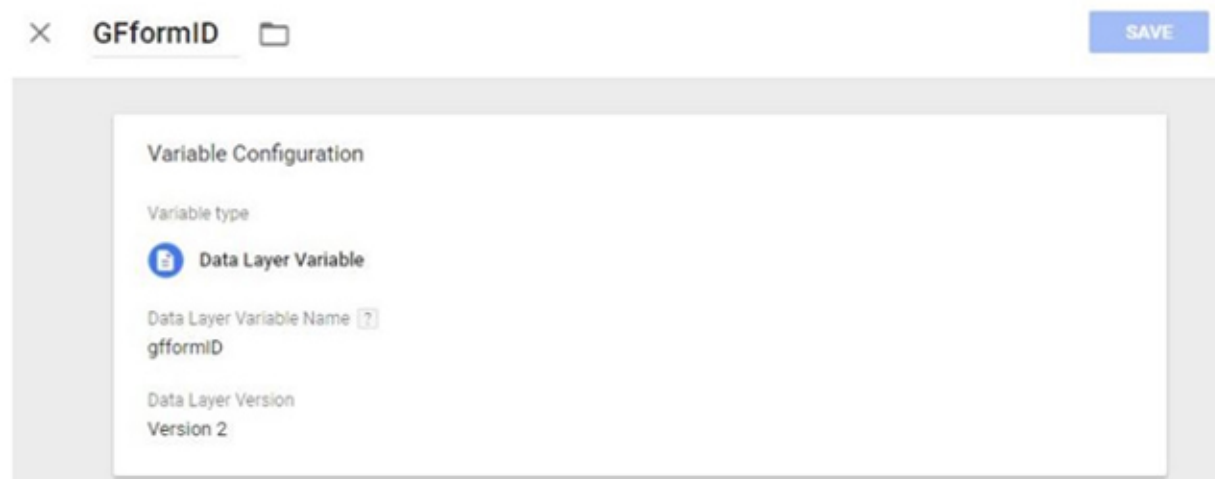
☒ Form Target

☒ Form URL

☒ Form Text

Create a Data Layer variable called formID to pass its value to Google Analytics. It's useful if you have more than one gravity forms on a page or a website.

Go to Variables > New > Choose variable Type>>Choose built-in Data Layer variable name



The screenshot shows the 'Variable Configuration' window for a variable named 'GFformID'. The window has a title bar with a close button (X), the variable name 'GFformID', and a folder icon. A 'SAVE' button is in the top right corner. The main content area is titled 'Variable Configuration' and contains the following fields:

- Variable type:** A dropdown menu with 'Data Layer Variable' selected, indicated by a blue icon.
- Data Layer Variable Name:** A text input field containing 'gfformID'.
- Data Layer Version:** A dropdown menu with 'Version 2' selected.

Next, create Google Analytics Event tag and set it to fire on the GravityFormSubmission trigger created above

STEP 4: GOOGLE ANALYTICS EVENT TAG

Now, navigate to the Tag section and add a new tag. Choose a name for your tag and select Universal Analytics as the tag type.

Select Event as the track type.

For category, use a name to describe your form whatever you want. I named it "contact form."

Set the Label as form-id-{{GFformID}}, if you want to track different forms separately.


For Action, I choose the name gfsuccessful-form-submission.
(it can be any name)

The Google Analytics Tag will look like this after filling all the values:-

× Gravity Form Submission 📁 SAVE

Tag Configuration

Tag type

 Universal Analytics
Google Analytics

Track Type

Event

Event Tracking Parameters

Category

contact-form

Action

gfsuccessful-form-submission

Label

form-id-{{GFformID}}

Value

Non-Interaction Hit

False

Google Analytics Settings

Select Settings Variable...

☒ Enable overriding settings in this tag


Tracking ID

{{GA Tracking Code}}

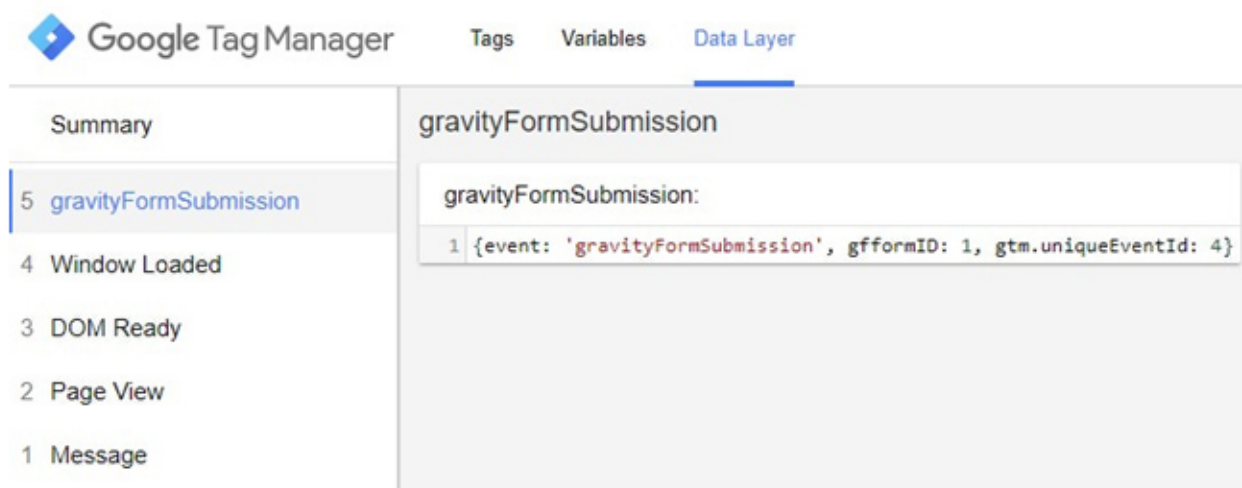
Assign “Gravity Form Submission” event trigger just created above and press save.

Triggering

Firing Triggers

 Gravity Form Submission
Custom Event

Test your forms and make sure your event is triggered properly. Preview your container to make sure the tag fires, when you fill out the form on the site. Once everything is working fine move ahead and Publish.



Now, move on to Google Analytics Goal configuration.

SETTING UP THE GOAL CONVERSION IN GOOGLE ANALYTICS

In Google Analytics navigate to Admin > View > Goals. Click +New Goal and set it up like this:-

1 Goal setup

☐ Template

Select a template to start with a pre-filled configuration

REVENUE

- ☐ Place an order Completed purchase or pre-order request

ACQUISITION

- ☐ Create an account Successful sign up, account, or view created

INQUIRY

- ☐ Contact us Viewed phone number, directions, chat or email
- ☐ Read reviews Viewed reviews and ratings
- ☐ Get callback Requested service or a phone call
- ☐ Live chat Contacted via chat
- ☐ Update Downloaded or installed new version

ENGAGEMENT

- ☐ Compare information Compared features, products, or options
- ☐ Add to favorites Saved product or information to a list
- ☐ Media play Played interactive media, like a video, slideshow, or product demo
- ☐ Share / social connect Shared to a social network or emailed
- ☐ Sign up Subscribe to newsletter, update alerts, or join group

- ☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

- ☒ Custom

Continue

Cancel

GOAL DESCRIPTION:

Name: Name the Goal as I named Gravity Form Submission.

Type: Select Event

Action: Equals to > gfsuccessful-form-submission

Label: Select the form ID of the form you want to track. If you want to track different forms separately, fill the Label field.

✓

Goal setup

Edit

Custom

✓

Goal description

Edit

Name: Gravity Form Submission

Goal type: Event

3

Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category

Equals to

contact-form

Action

Equals to

gfsuccessful-form-subm

Label

Equals to

form-id-2

Value

Greater than

Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Cancel

Save the Goal Conversion and you're done. Repeat the process if you want to set up other goals for different form IDs but need to change the Label in the Goal Conversion.

Don't forget to check Google Analytics Real-time Event reports as all successful form submissions are visible there.

Thank You

For reviewing this document, we are very keen to work with anyone who are looking to generate more and showcase their business in the most serious and credible light. I hope to hear from you soon.

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