

# GTM + GA4: How to Track Videos (in a website)

## Youtube video tracking with GTM trigger and GA4

### 1. Disable Video Engagement tracking features in Enhanced Measurement.

Otherwise, there's a high risk of occasional duplicate data.

How to disable Video Engagement tracking in GA4:

GA4 Admin > Data Streams > Gear Icon > disable Video Engagement tracking.

The screenshot shows the GA4 Admin interface. On the left, the 'Web stream details' panel is visible, showing the stream name 'Eskimi Website 2021 - GA4', the stream URL 'https://www.eskimi.com', and the stream ID '3041635077'. Below this, the 'Enhanced measurement' section is expanded, showing options for 'Page views', 'Scrolls', 'Outbound clicks', and '+ 2 more'. On the right, the 'Enhanced measurement' settings panel is open, showing various tracking features. The 'Video engagement' feature is highlighted with a red box, and its toggle switch is turned off. Other features like 'Page views', 'Scrolls', 'Outbound clicks', 'Site search', and 'File downloads' are also visible with their respective toggle switches.

### 2. GTM > Create a Youtube Video trigger

× YouTube Video Engagement ☐

The screenshot shows the 'Trigger Configuration' dialog in GTM. The 'Trigger Type' is set to 'YouTube Video'. Under the 'Capture' section, the following options are checked: 'Start', 'Complete', 'Pause, Seeking, and Buffering', and 'Progress'. The 'Percentages' option is selected, with a value of '10, 25, 50, 75, 90, 100' entered in the input field. The 'Advanced' section has 'Add JavaScript API support to all YouTube videos' checked. The 'Enable this trigger on:' dropdown is set to 'DOM Ready (gtm.dom)'. At the bottom, the 'This trigger fires on' section has 'All Videos' selected.

Put the details as you see it above and then hit > SAVE

### 3. GTM > Enable built-in video variables

GTM > Variables > Configure > Select all variables that refer to videos

**Configure Built-In Variables** ⓘ

- New History Fragment
- Old History Fragment
- New History State
- Old History State
- History Source

**Videos**

- Video Provider
- Video Status
- Video URL
- Video Title
- Video Duration
- Video Current Time
- Video Percent
- Video Visible

**Scrolling**

- Scroll Depth Threshold
- Scroll Depth Units

### 4. GTM > Create a GA4 tag

GTM > Tags > New > GA4 Event Tag as you see it below

GA4 event - video events

Added in this workspace Abandon changes

**Tag Configuration**

Tag Type

Google Analytics: GA4 Event  
Google Marketing Platform

Configuration Tag ⓘ  
GA4 - Configuration - G-XMZCFXY1TF

Event Name ⓘ  
video\_{{Video Status}}

Event Parameters

Don't forget to SAVE

## 5. Test the setup in debug view

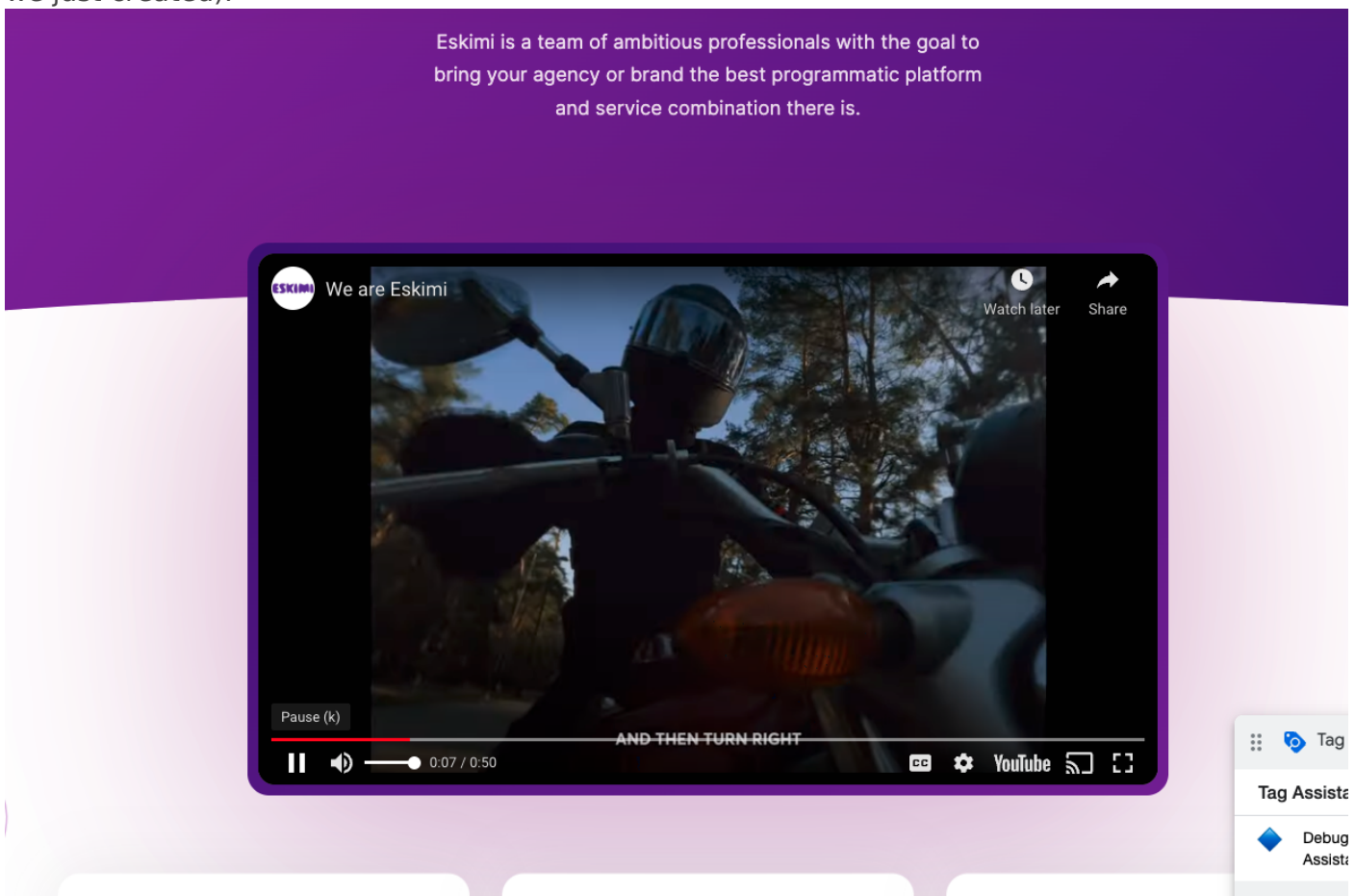
5.1 Go to your website and find a page that contains a Youtube player, for example

<https://www.eskimi.com/about-us>

Then go back to GTM, refresh, select Preview and paste the link of the website.

Choose CONNECT.

Then, you will see that a new tab will open. Activate the video (in order to trigger the events that we just created).



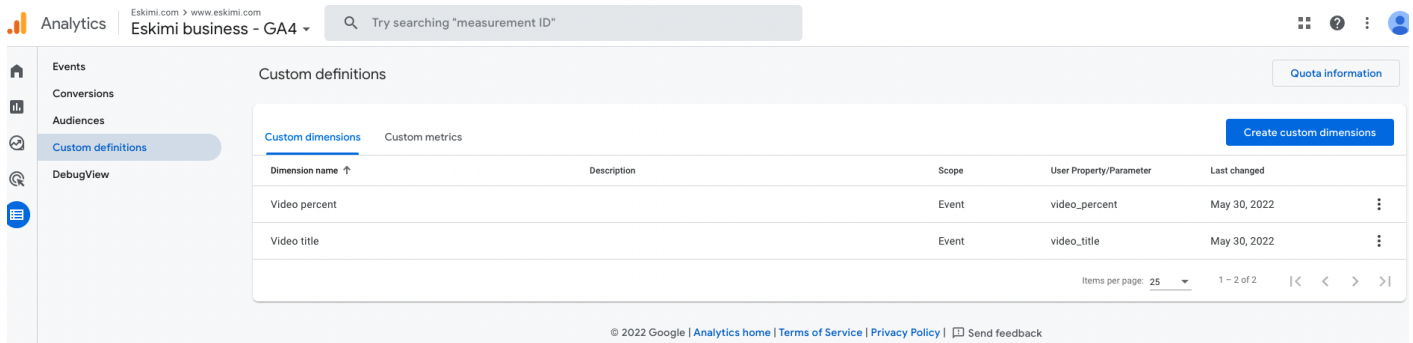
Go back to GTM and see that the tag is fired :D

A screenshot of the Google Tag Manager interface. At the top, it shows "Connected eskimi.com". Below that, there are several tabs: "Google containers found", "GTM-TN6QFDV", "G-XMZCFXY1TF", and "AW-768640230". The main area is divided into "Summary" and "Tags". In the "Summary" section, "About Us | Eskimi" is selected, and "YouTube Video" is circled in red. In the "Tags" section, "Tags Fired" is circled in red, and a "Connected!" message is circled in red. The "Tags Fired" section shows "Conversion Linker" and "Hubspot Custom HTML" tags, both of which have fired 1 time(s). The "Tags Not Fired" section shows several "GAds - Conversion" tags. A red arrow points to a "GA4 event - vid" tag in the "Consent" section.

## 5.2 GA4 > Debug view

GA4 > Configure > DebugView > see the events

Also, don't forget to add the events in the Custom Dimensions [in order to be able to add these dimensions into your reports (Explorations)]



The screenshot shows the Google Analytics interface for 'Eskimi business - GA4'. The left sidebar contains navigation options: Events, Conversions, Audiences, Custom definitions (selected), and DebugView. The main content area is titled 'Custom definitions' and has two tabs: 'Custom dimensions' (active) and 'Custom metrics'. A 'Create custom dimensions' button is visible in the top right of the main area. Below the tabs is a table with the following data:

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed	
Video percent		Event	video_percent	May 30, 2022	⋮
Video title		Event	video_title	May 30, 2022	⋮

At the bottom of the table, there is a pagination control showing 'Items per page: 25' and '1 - 2 of 2' with navigation arrows. The footer of the page includes '© 2022 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

See how to make a [Custom Report for Video Engagement Metrics here.](#)

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