

GTM + GA4: How to Track Videos on 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 for 'Eskimi Website 2021 - GA4' is visible, showing the stream URL 'https://www.eskimi.com' and stream ID '3041635077'. The 'Enhanced measurement' section is expanded, showing options for Page views, Scrolls, Outbound clicks, and 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 shown with their respective toggle switches.

2. GTM > Create a Youtube Video trigger

The screenshot shows the GTM Trigger Configuration interface for a 'YouTube Video' trigger. 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 'Progress' option is set to 'Percentages' with a range of '10, 25, 50, 75, 90, 100' percent. Under the 'Advanced' section, the 'Add JavaScript API support to all YouTube videos' option is checked. The 'Enable this trigger on:' dropdown is set to 'DOM Ready (gtm.dom)'. At the bottom, the 'This trigger fires on' section shows '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

Eskimo

ide - GTM Cont

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GA4 event - video events

□

Save

⋮

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

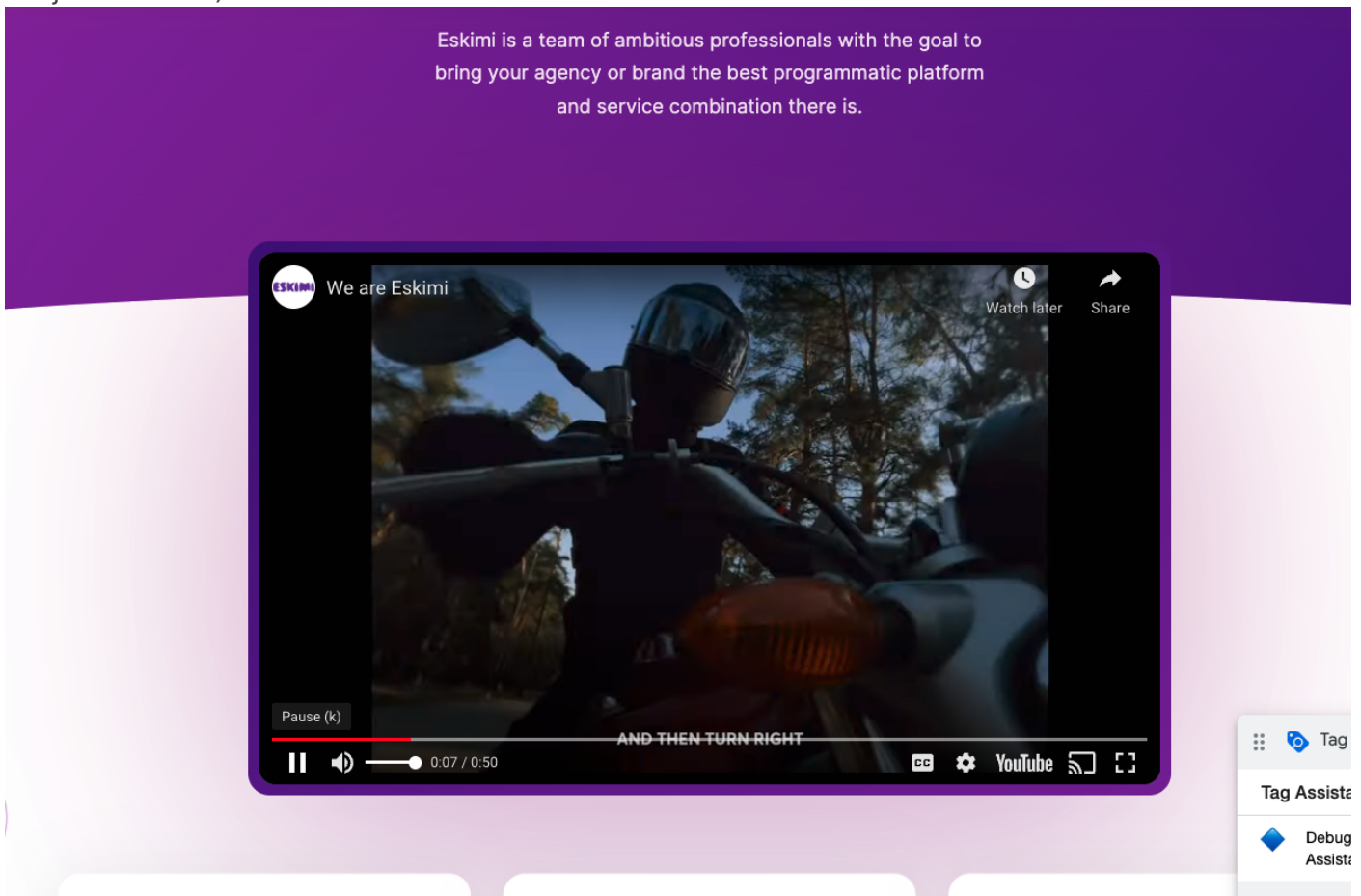
5. Test the setup in debug view

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

Connected
eskimi.com

3 Google containers found GTM-TN6QFDV G-XMZCFXY1TF AW-768640230

Summary

Summary

Output of GTM-TN6QFDV

Tags

Tags Fired

Conversion Linker

Conversion Linker - Fired 1 time(s)

Hubspot Custom HTML

Custom HTML - Fired 1 time(s)

Tags Not Fired

GAds - Conversion - Book Demo Submit

GAds - Conversion - Contact Form Submit

GAds - Conversion - Creative Guide Download

GAds - Conversion - Become P

Connected!

Tag Assistant

eskimi.com

Debug information from the connected window will appear in this window. Both windows must remain open for debug mode to operate. [Learn more](#)

Continue

Consent

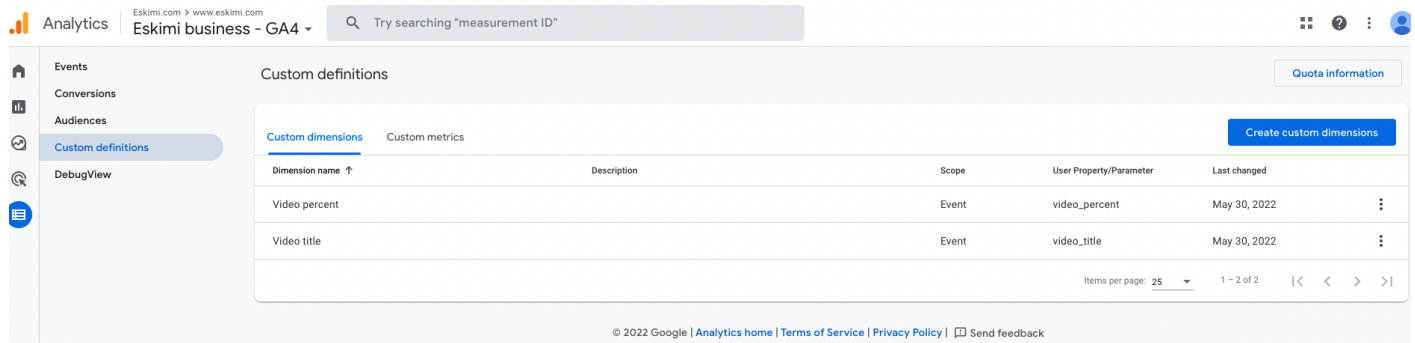
GA4 event - vid

Google Analytics:

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 links: Home, Events, Conversions, Audiences, Custom definitions (selected), and DebugView. The main content area is titled 'Custom definitions' and has a 'Quota information' button in the top right. Below the title are two tabs: 'Custom dimensions' (active) and 'Custom metrics'. A 'Create custom dimensions' button is located to the right of the tabs. A table lists the custom dimensions:

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 right of the table, there is a pagination control showing 'Items per page: 25' and '1 - 2 of 2'. The footer of the page includes copyright information: '© 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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