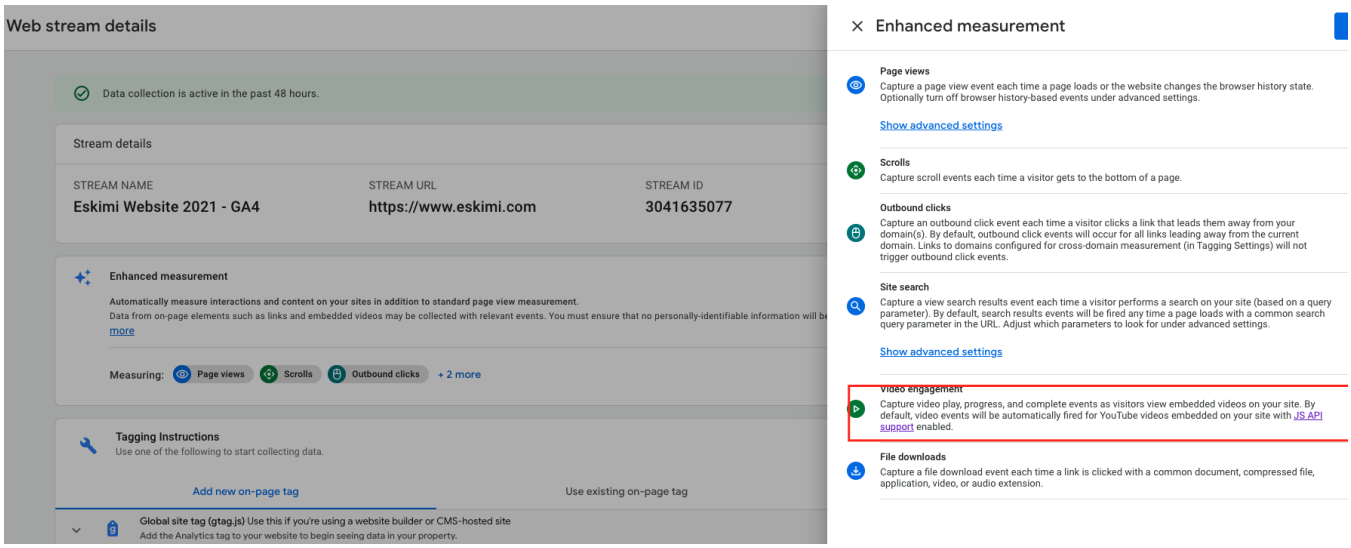
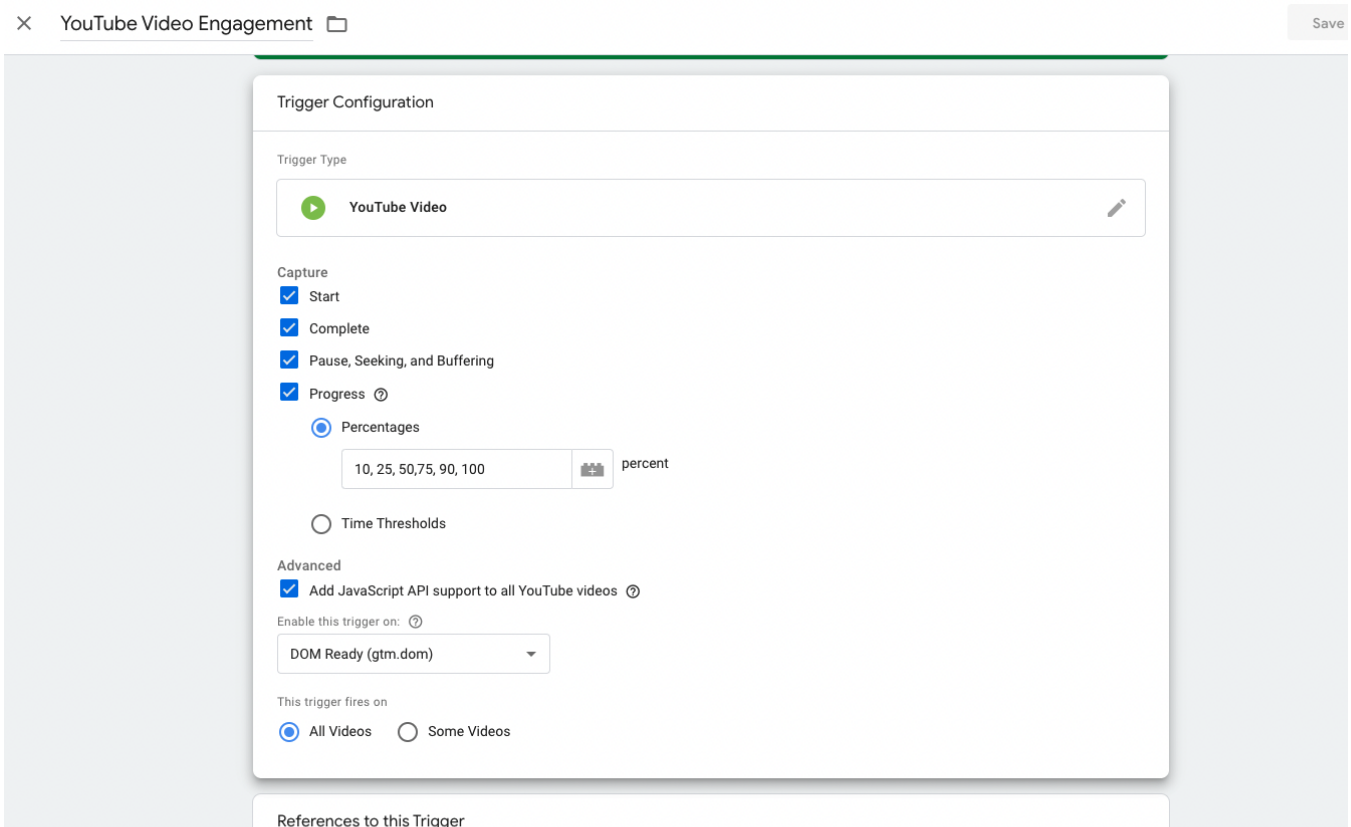
GTM + GA4: How to Track Videos on a Website

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.

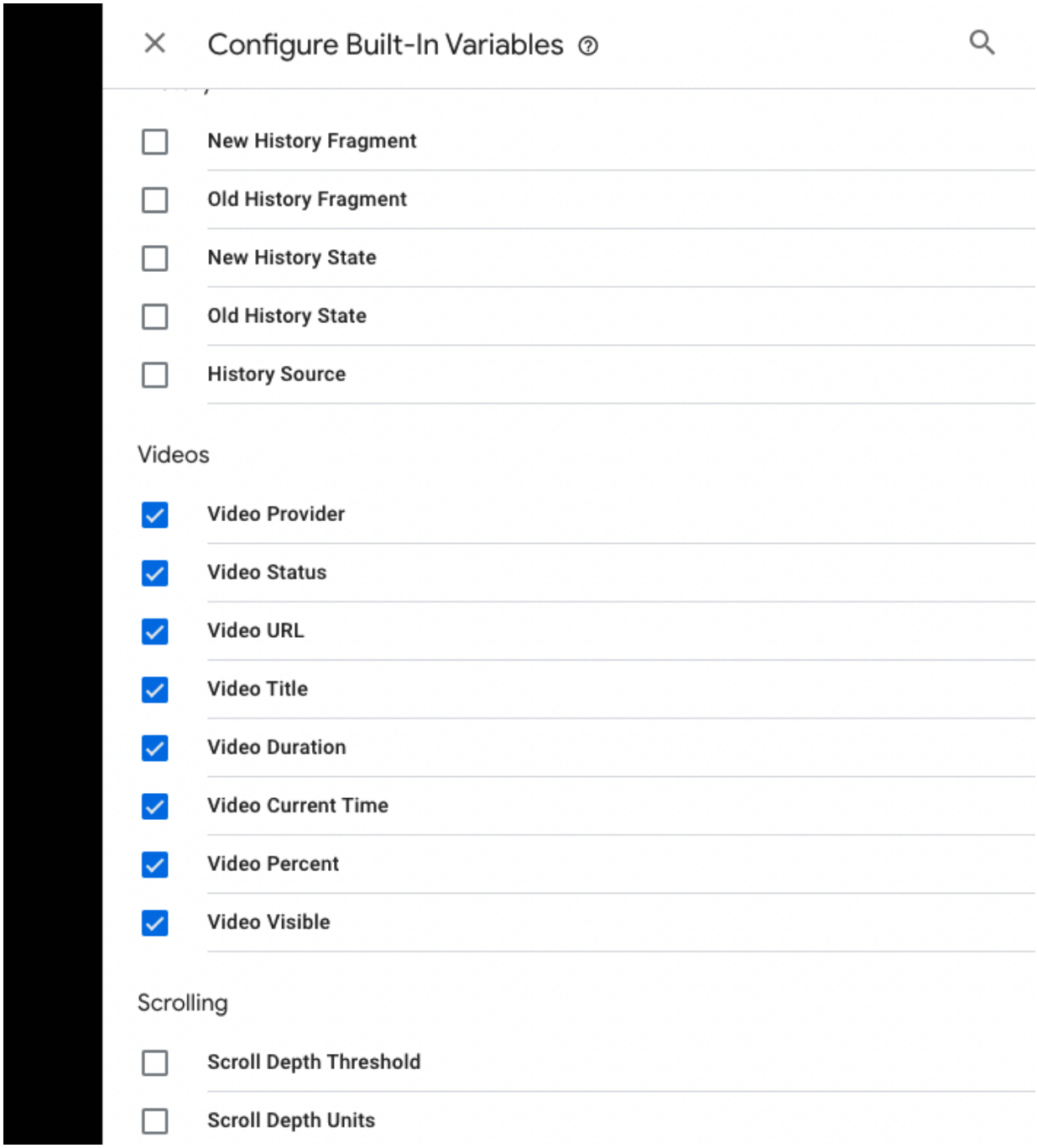


2. **GTM > Create a Youtube Video trigger**

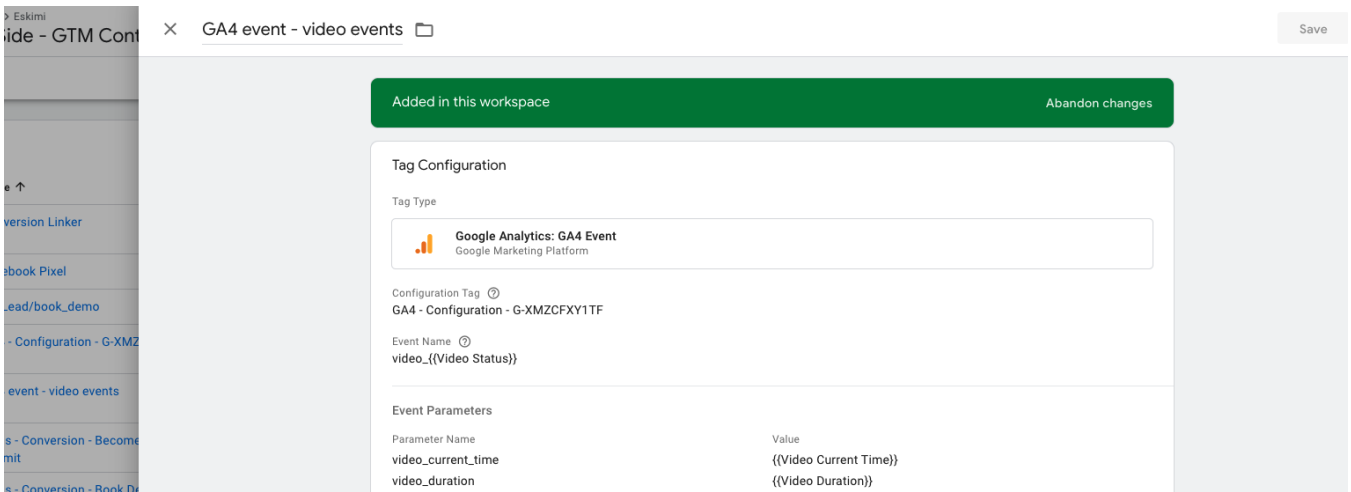


Put the details as you see it above and then hit > SAVE

3. **GTM > Enable built-in video variables**
   GTM > Variables > Configure > Select all variables that refer to videos

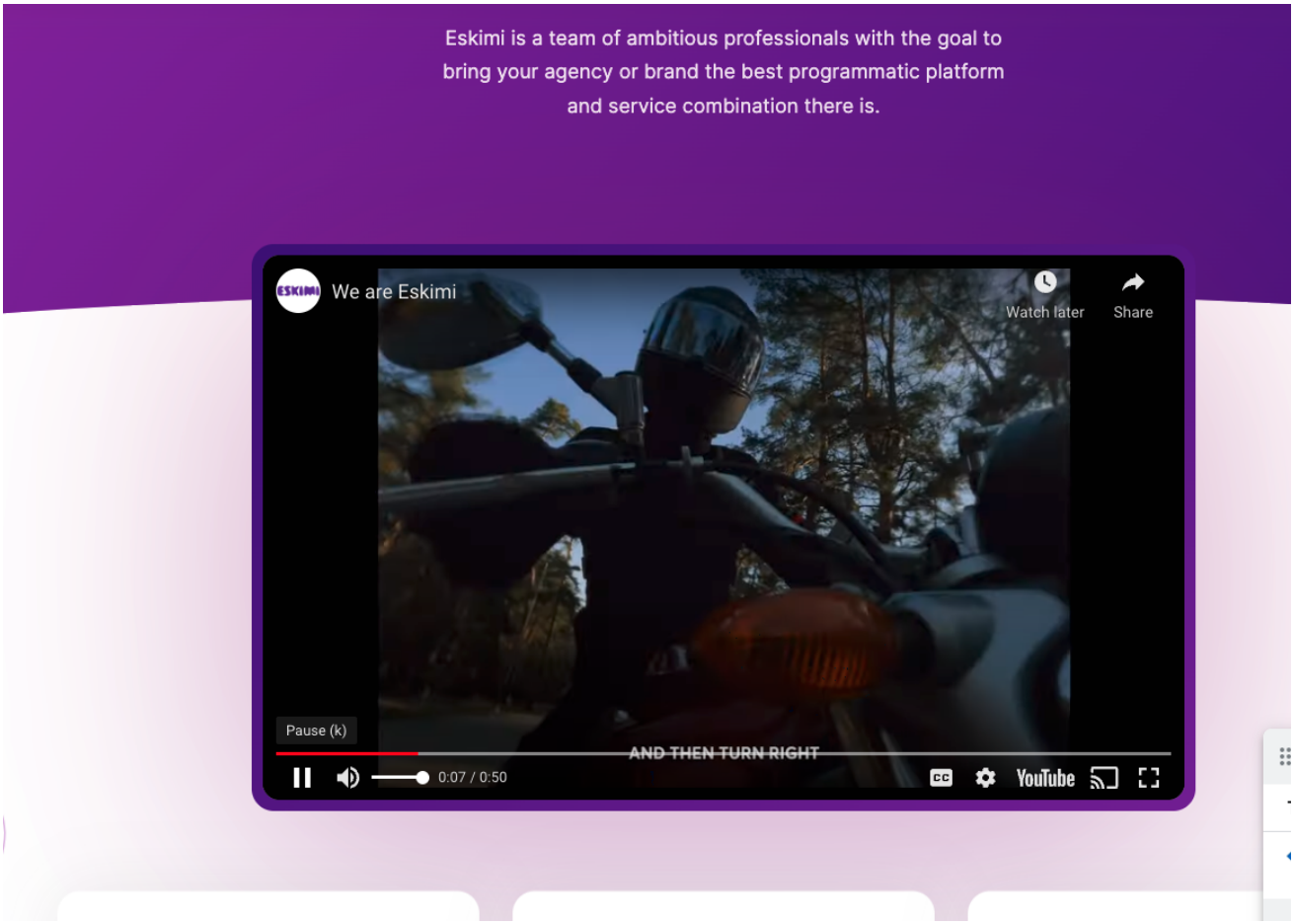


4. **GTM > Create a GA4 tag**
   GTM >Tags > New > GA4 Event Tag as you see it below

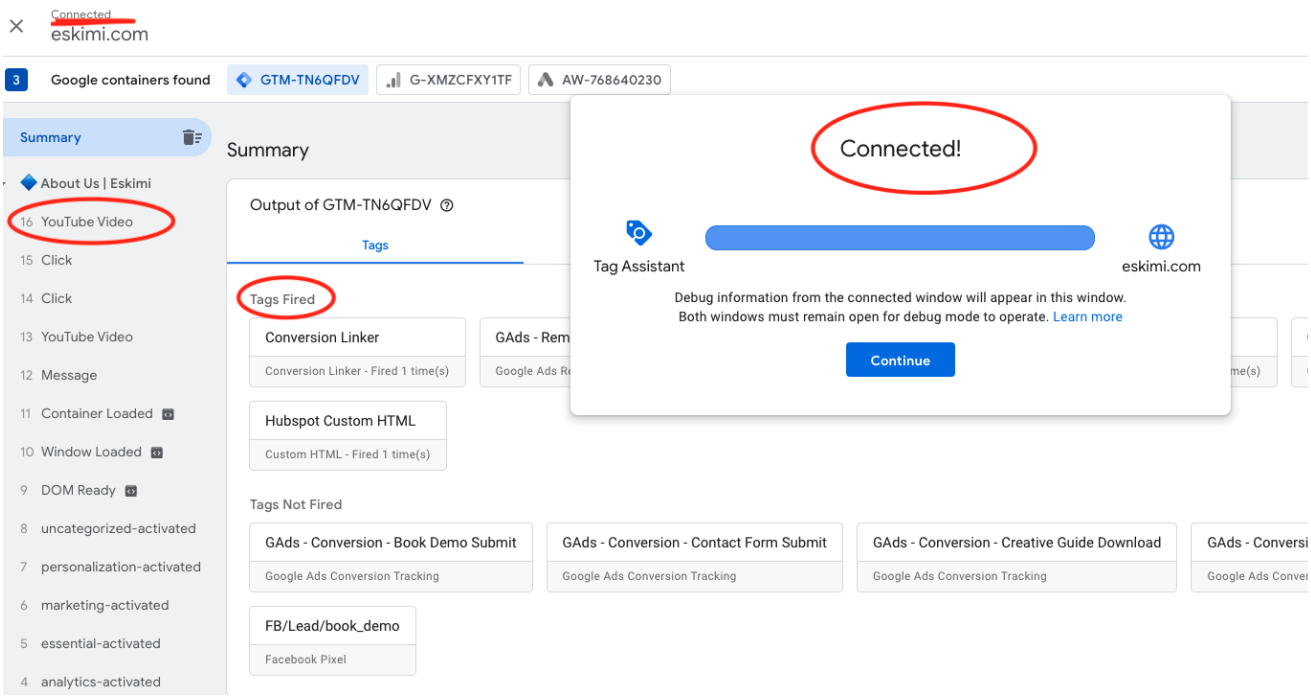


Don't forget to SAVE

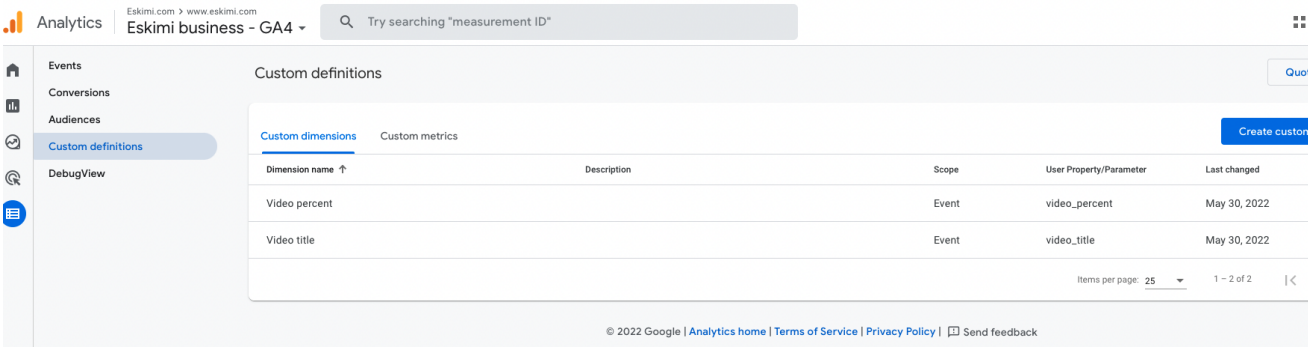
5. **Test the setup in debug view**
    1. Go to your website and find a page that contains a Youtube player, for example https://www.eskimi.com/about-us
    Then go back to GTM, refresh, select Preview and paste the link of the website.
    Choose CONNECT.
    Then, you will see that a new tab will 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



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)]



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

Revision #7
Created 30 May 2022 09:33:13
Updated 8 November 2026 14:45:59 by Roberta Karpoviciute