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Tracking Link Clicks & File Downloads using Google Analytics 4 (GA4)

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You can track link clicks and file downloads by integrating Google Analytics 4 with MemberNova. This setup will provide you with better visibility into how users interact with your documents, links, and resources.

Google Analytics Integration Information

The following Google Analytics information is required for integration:

- **Measurement ID:** Used to send events
- **API Secret:** Required for sending Measurement Protocol events.
- **Property ID:** Needed to query GA4 data.
- **JSON Formatted Credentials:** Used for authenticating queries via the GA4 Data API.

How to Locate Your Google Analytics Credentials

1. Measurement ID

1. Log in to Google Analytics.
2. Click Admin (bottom-left corner).
3. Under Property settings -- Data Collection and Modification, click Data Streams.
4. Select your Web Data Stream.
5. Your Measurement ID (starts with G-) is displayed in the stream details.

2. API Secret

1. In the Web Data Stream, scroll to Events.
2. Click Measurement Protocol API Secrets.
3. Create a new secret or copy an existing one.

3. Property ID

1. In Admin, under Property Settings, click Property Details.

2. You'll see the Property ID listed on the right.

4. JSON Credentials File

1. Follow Google's GA4 Data API v1 [Quickstart](#) to create a service account and download the .json file.
2. Locate the following within the file:
 1. client_email
 2. private_key
 3. project_id
3. In GA4, go to Admin -- Property Access Management.
4. Add the client_email and assign it the Analyst role.

How to Set Up Custom Dimensions in GA4

1. Navigate to Admin -- Custom Definitions (under Data Display).
2. Click Create Custom Dimensions.
3. Add the following dimensions:
 1. document_name
 2. member_entity_id
 3. member_entity_name
4. Set the scope to Event for each dimension.

How to Create a Custom Report for Downloads

Use these steps to build a report that shows which documents are being downloaded:

1. In the GA4 sidebar, go to Reports -- Library.
2. Click Create New Report -- select Create Detail Report.
3. Choose the Events template.
4. On the right:
 1. Under Dimensions, set Primary Dimension to document_name.
 2. Under Metrics, remove Total Revenue.

5. Click Save and name the report.

Add Custom Reports to the Main Navigation

1. In Reports -- Library, locate the Lifecycle collection.
2. Click the 3-dot menu next to it -- Edit Collection.
3. Click Create New Topic, give it a name (e.g., "Downloads").
4. Drag your new report into this topic.
5. Save your changes, and your report is now accessible via the sidebar.

Note

By default, reports show data for all users. To see activity by a specific member, apply a filter for `member_entity_name` or `member_entity_id`.

How to Create a Report Showing Download Counts by Member

1. Follow the steps from How to Create a Custom Report.
2. When choosing Dimensions, select `member_entity_name`.
3. Leave other steps the same. You will now see a breakdown by member and download activity.