

A Customer Roundtable: The Recap

Nov. 2025 Highlights



What We Learned

Analytics make your Betty measurable.

ISA showed how connecting their Betty (Mimo) to Google Tag Manager, GA4, and HubSpot gives them clear visibility into usage, clicks, and downstream engagement.

GA4 is powerful, but complex.

Clients agreed: setup takes time. Once it's running, the insights are worth it.



Standout Ideas

Real Tracking Inside the Betty Widget (ISA)

ISA tracks:

- Chat submissions, Resource clicks, Login & join CTAs, UTM attribution
 - All inside GA4, tied back to the specific page and session.

Revenue Connections

By pairing Betty events with existing e-commerce tracking, ISA can now see:

- Which Betty users add items to cart
- How many complete checkout
- Actual revenue influenced by Betty

CRM-Level Visibility

ISA sends chat events into HubSpot to:

- See Betty activity on contact timelines
- Trigger automated follow-ups
- Combine website + Betty + marketing behavior

Simple CSS-Based Triggering

ISA uses CSS selectors to fire GTM events for:

- New questions, Response link clicks, Login/join links
 - A straightforward workaround until native event hooks exist.