How to Track Betty Engagement in Google Tag Manager

This guide will help you set up Google Tag Manager (GTM) to capture clicks on any links inside the embedded Betty Widget on your website.

Enable Built-In Click Variables in GTM

1. In your Google Tag Manager (GTM) workspace, go to Variables.
2. Click Configure (in the "Built-In Variables" section).
3. Enable the following:
    a. Click URL, Click Text, Click Classes, Click Element, Click ID, Click Target

Step 2 **Create a Link Click Trigger Scoped to the Widget**

1. Go to Triggers > New
2. Name it something like: Betty Widget Link Click
3. Choose Trigger Type: Click – Just Links
4. Under Trigger Configuration:
    a. Set This trigger fires on → Some Link Clicks
    b. Add a condition to target the widget, for example:
5. Click Element matches CSS selector betty-bot. (This ensures the trigger only fires when a link inside the <betty-bot> web component is clicked.)
6. Save the trigger.

Step 3 **Create a Tag to Send the Event to Google Analytics 4**

1. Go to Tags > New
2. Name it: GA4 – Betty Widget Link Click
3. In Tag Configuration, choose Google Analytics and then choose Tag Type: Google Analytics: GA4 Event
4. Set:
    a. Event Name: betty_link_click
5. Under Event Parameters, add:
    a. link_url → {{Click URL}}, link_text → {{Click Text}} , (Optional) widget_class → {{Click Classes}}
6. Under Triggering, choose the Betty Widget Link Click trigger you just created.
7. Save and publish.

Step 4 — Test in GTM Preview Mode

1. Click Preview in GTM
2. Open your site with the widget embedded
3. Click one of the links in the Betty Bot response
4. You should see the event fire in the preview debugger

Where to See the Click Data in GA4

Step 1 — Go to GA4 → Reports → Engagement → Events

- Look for your custom event name: betty_link_click
- If it's there, congrats — it's firing correctly!

Step 2 — Click into betty_link_click

Here you can explore event parameters like:
- link_url
- link_text
- widget_class (if you added it)

Step 3 — Go to Reports → Engagement → Pages and Screens

You can add a secondary dimension like Event name or Link URL to see what pages are generating Betty widget clicks.

Step 4 — Bonus: Use the Realtime Report

Go to Reports → Realtime
- Interact with the widget on your site in another tab
- See if the event shows up in real time under "Events by name"