



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

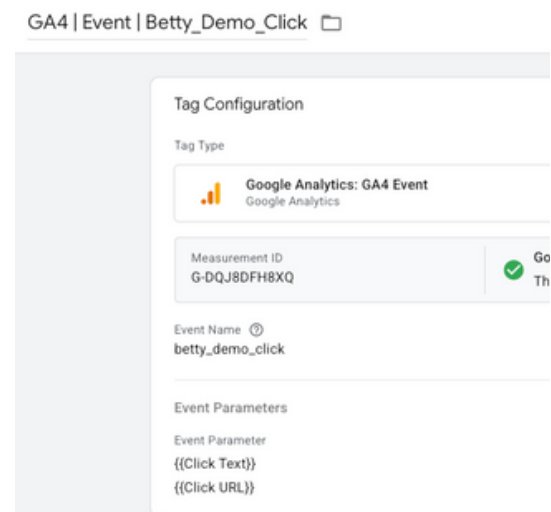
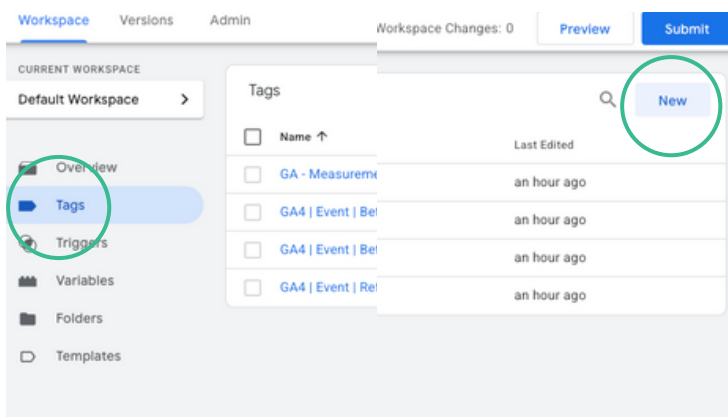
Steps to create an event for *specific click* inside chat widget

The following instructions are for a specific example, but can be followed and used for other use cases. **This use case is for when someone is interacting with your Betty and they click on a specific URL, like "join today."**

Please note - your GTM/GA4 may be set up differently. Following these instructions will help, but you may need to do some trial and error and several rounds of testing new things out.

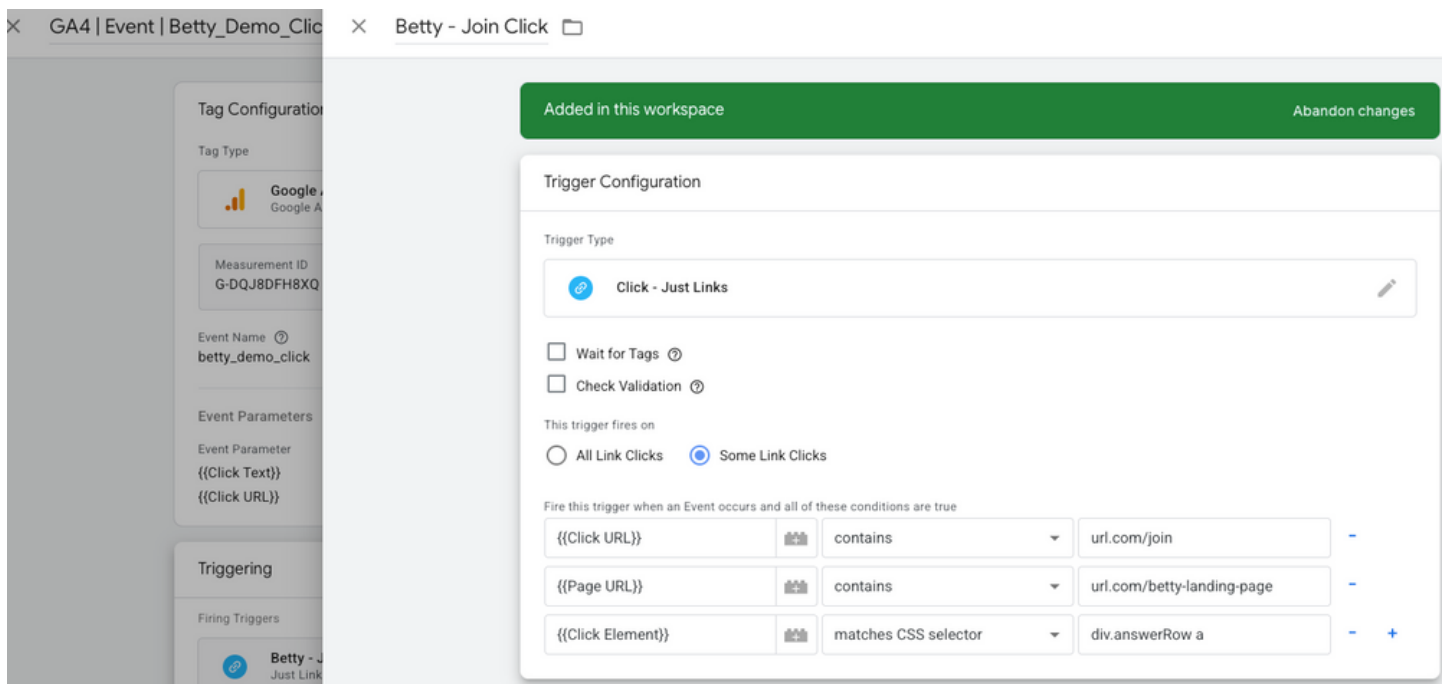
Create tag for specific URL click (Join)

1. Go to Tags > New
2. Name it: GA4 - Event - [Betty] Join Click
3. In Tag Configuration, Tag Type: choose Google Analytics then Google Analytics: GA4 Event
4. Measurement ID: This is your GA4 measurement ID, it is 'G-' followed by a combination of numbers and letters, such as 'G-PSW1MY7HB4.' [Read more here.](#)
5. Event Name (this is what will show up in your GA4 Events section): betty_join_click
6. Enter event parameters: {{Click Text}} and {{Click URL}}



Set up Trigger Configuration

1. Click on "Choose a trigger to make this tag fire..."
2. Click on the blue + sign in the top right corner
3. Title your Trigger: [Betty - Join Click], click on "Choose a trigger type to begin setup..."
4. Choose "Just Links", then choose "Some link clicks"
5. Now, set up the trigger so that it only fires when someone clicks on your "join" link, for example:
 - a. {{Click URL}} - contains - your join page
 - b. {{Page URL}} - contains - your Betty landing page, so that it *only* identifies when someone clicks to the join page *from* your Betty
 - c. {{Click Element}} - matches CSS Selector - "div.answerRow a" (this ensures the user asked Betty a question and then clicked on the link in the response.)



Submit and Publish your changes, then preview your tag!

