

How-To: Google Tag Manager / Google Analytics



Follow

Subscribe to receive notifications from this article.

Marketing

- Tracking Pixel or Booking Confirmation Tracker
- referrer - Tracking referrer codes
- Checkout Page: Passenger/Guest 1 Promotional/Newsletter Email Sign-up
- How-To: Google Tag Manager / Google Analytics
- Meta Search Engines - are they supported?

[← Back to search](#)

[Note: Feature support varies by client template and may not be available.]

Google Tag Manager:

This feature allows you to setup the google tag manager account in Odysseus booking engine. As a pre-requisite, you must create an account with google tag manager, please visit the following link for more details

Google Tag Manager Link: <https://www.google.com/analytics/tag-manager/>

Once you have an account number of google tag manager, please update the following site preference with the same to include the script with google tag manager account number on every page of the booking flow for tracking and reporting website traffic and analyzing website statistics.

The eCommerce data tracked will be as per the default script executed at Google.

Site Preference: [GoogleTagManagerAccountNumber](#)

Google Analytics:

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google analytics account number is setup at the time of creating an affiliate or parent site. You can use different analytics account for different affiliates, if you do not enter the google analytics account at the time of creating an affiliate then, the default account of parent site is used.

⚠ If you will setup both google analytics account number as well as google tag manager account number in Odysseus booking engine then, by default, Odysseus booking engine will consider google tag manager account number for tracking purposes i.e. google tag manager account number will override google analytics account number and it will be included in the script on every page of the booking flow.

Adding the google tag manager account number does not simply start sending data to the data layer.

Updated: 4 years ago

Helpful?



Still can't find an answer?

Send us a ticket and we will get back to you.

Submit a ticket



Powered by Zoho Desk