

Report is a summary of the work done to set up Google Analytics 4

This report is a summary of the work done to set up tags and triggers to track conversions for the following:

- Click on email
- Click on Twitter
- Click on YouTube
- Click on Facebook
- Click on LinkedIn
- Click on phone
- Send form Contact

Tags and Triggers:

The following tags and triggers were set up:

Tag: Click on email

Trigger: When a user clicks on an email link, the "Click on email" tag will be fired.

Tag: Click on Twitter

Trigger: When a user clicks on a Twitter link, the "Click on Twitter" tag will be fired.

Tag: Click on YouTube

Trigger: When a user clicks on a YouTube link, the "Click on YouTube" tag will be fired.

Tag: Click on Facebook

Trigger: When a user clicks on a Facebook link, the "Click on Facebook" tag will be fired.

Tag: Click on LinkedIn

Trigger: When a user clicks on a LinkedIn link, the "Click on LinkedIn" tag will be fired.

Tag: Click on phone

Trigger: When a user clicks on a phone number, the "Click on phone" tag will be fired.

Tag: Send form Contact

Trigger: When a user submits the Contact form, the "Send form Contact" tag will be fired.

Audiences:

The following audiences were created:

Audience: roboticsys.com — All users — 30

Description: This audience includes all users who have visited the roboticsys.com website in the last 30 days.

Audience: roboticsys.com — All users — 14

Description: This audience includes all users who have visited the roboticsys.com website in the last 14 days.

Audience: roboticsys.com — All users — 180

Description: This audience includes all users who have visited the roboticsys.com website in the last 180 days.

Conversion Tracking:

Conversions will be tracked in Google Analytics. The data from the tags and triggers will be imported into Google Ads within 3 days.

Additional Information:

- The tags and triggers were set up using Google Tag Manager.
- The audiences were created in Google Analytics.
- The data from the tags and triggers will be imported into Google Ads using the Google Analytics integration.