

News Tagging Guide Playbook

News Tagging Guide (NTG)

Playbook

News Tagging Guide is a free tool that helps you make the most of Google Analytics by capturing better data. You will be able to:

- Identify the key metrics that you should be capturing from your readers.
- Simplify Google Analytics technical implementation with tags ready to copy-paste on your site.
- Amplify the recommendations and insights you'll obtain from News Consumer Insights and Realtime Content Insights

The GNI Tagging Playbook takes a deeper dive into your Google Analytics implementation for more accurate and correct data collection.

Inside the Playbook,
you will find:

- Complete instructions of all the tags featured in the NTG
- Additional insights and considerations for events implementation
- In depth Google Analytics Goals setup for better business KPI measuring
- Additional information and resources to make most of all features offered by Google Analytics



About Adswerve

As a leading Google Marketing and Cloud Platform consultancy and partner, Adswerve is a team of 200+ industry veterans who believe smart marketing is built on data discovery. Some of us are data scientists and analytics experts, others are media mavens. We're all obsessed with bringing life to data and illuminating connections for hundreds of agencies, thousands of digital marketers and some of the world's biggest brands.

Learn more at www.adswerve.com

Connect with Adswerve

Achieve more with your marketing by using media and analytics technology - together.

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Playbook Structure

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News Tagging Guide Video Analytics

What makes NTG Video Analytics special?

"NTG's video analytics software powered by Adswerve is a lightweight, flexible, plug-and-play application that is designed to measure video engagement in any web environment.

Seamlessly send video engagement data to your Google Analytics account where you can create reliable reporting based on actual user behavior. We provide world class data integrity, something other 3rd party measurers cannot claim, by interpreting (not just exposing) the calls from each video platform's API and maintaining the state of the videos.

Our application also provides users with deeper insights when paired with other Google News Initiative tools."

- Adswerve Development Team

For further demonstration as to how to implement video analytics on your website, be sure to visit [Adswerve's Video Insights Demo site](#). It provides you with examples of each video player platform as well as the expected content sent to Google Analytics.





Video

YouTube

YouTube (IFrame and For Publishers) with analytics.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded YouTube iframe of YouTube for Publishers videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Youtube as your video player
- Follow the instructions to copy and paste the script in your code base.

Things to Consider

- Setting multiple listeners on the YouTube API's onStateChange event can create race conditions for measuring video events. This can cause events to go unmeasured in your implementation.
- Short videos (less than 20 seconds) will cause inconsistent measurement.
- Click-to-play and autoplay events should fire before adroll.
- Rapid movement between playlist videos will cause inconsistent measurement
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



YouTube (IFrame and For Publishers) with gtag.js

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YouTube (IFrame and For Publishers) with GTM

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To measure these events for your embedded YouTube iframe of YouTube for Publishers videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Youtube as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- Setting multiple listeners on the YouTube API's onStateChange event can create race conditions for measuring video events. This can cause events to go unmeasured in your implementation.
- Short videos (less than 20 seconds) will cause inconsistent measurement.
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Video

Vimeo

Vimeo with analytics.js

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To measure these events for your embedded Vimeo videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Vimeo as your video player
- Follow the instructions to copy and paste the script in your code base.

Things to Consider

- Vimeo showcases cannot be measured using this tool. This is because [Vimeo restricts API support](#) for this player type.
- Vimeo players use local storage to share volume between all players in all tabs. This means if multiple Vimeo players are on a page and a user mutes one, all players will register mute events.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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Vimeo with gtag.js

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To measure these events for your embedded Vimeo videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Vimeo as your video player
- Follow the instructions to copy and paste the script in your code base.

Things to Consider

- Vimeo showcases cannot be measured using this tool. This is because [Vimeo restricts API support](#) for this player type.
- Vimeo players use local storage to share volume between all players in all tabs. This means if multiple Vimeo players are on a page and a user mutes one, all players will register mute events.
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To measure these events for your embedded Vimeo videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Vimeo as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- Vimeo showcases cannot be measured using this tool. This is because [Vimeo restricts API support](#) for this player type.
- Vimeo players use local storage to share volume between all players in all tabs. This means if multiple Vimeo players are on a page and a user mutes one, all players will register mute events.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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Video

HTML 5

HTML5 Standard with analytics.js

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Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded HTML5 Standard videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select HTML5 Standard as your video player
- Follow the instructions to copy and paste the script in your code base.

Things to Consider

- This measurement tool is meant for HTML5 Standard video only. Plugins, frameworks, and custom video players built on top of HTML5 Standard may give inconsistent measurement.
- HTML5 Standard videos without a title attribute will send the URL page path as the title to Google Analytics.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



HTML5 Standard with gtag.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded HTML5 Standard videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select HTML5 Standard as your video player
- Follow the instructions to copy and paste the script in your code base.

Things to Consider

- This measurement tool is meant for HTML5 Standard video only. Plugins, frameworks, and custom video players built on top of HTML5 Standard may give inconsistent measurement.
- HTML5 Standard videos without a title attribute will send the URL page path as the title to Google Analytics.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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HTML5 Standard with GTM

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Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded HTML5 Standard videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select HTML5 Standard as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- This measurement tool is meant for HTML5 Standard video only. Plugins, frameworks, and custom video players built on top of HTML5 Standard may give inconsistent measurement.
- HTML5 Standard videos without a title attribute will send the URL page path as the title to Google Analytics.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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- Check out our [live demo site](#) to see an example of how events will be triggered.



Video

JW Player

JW Player with analytics.js

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Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded JW Player videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select JW Player as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using Javascript embed code for your JW Player videos instead of embedding via iframe.
- Click-to-play and autoplay events should fire before adroll.
- JW Player videos that are embedded via iframe will be converted to Javascript embedded players. This is because content within an iframe cannot be consistently measured.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



JW Player with gtag.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded JW Player videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select JW Player as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using Javascript embed code for your JW Player videos instead of embedding via iframe.
- Click-to-play and autoplay events should fire before adroll.
- JW Player videos that are embedded via iframe will be converted to Javascript embedded players. This is because content within an iframe cannot be consistently measured.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.

JW Player with GTM

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded JW Player videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select JW Player as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- NTG recommends using Javascript embed code for your JW Player videos instead of embedding via iframe.
- Click-to-play and autoplay events should fire before adroll.
- JW Player videos that are embedded via iframe will be converted to Javascript embedded players. This is because content within an iframe cannot be consistently measured.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
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Video

Anvato

Anvato with analytics.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Anvato videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Anvato as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- This tool measures videos that use the [Universal Web Player SDK Version 3](#).
- Click-to-play and autoplay events should fire before adroll.
- Be sure to [include the video's title within the metadata](#) when initializing Anvato players.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



Anvato with gtag.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Anvato videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Anvato as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- This tool measures videos that use the [Universal Web Player SDK Version 3](#).
- Click-to-play and autoplay events should fire before adroll.
- Be sure to [include the video's title within the metadata](#) when initializing Anvato players.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to [consult this guide](#).
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Anvato with GTM

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Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Anvato videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Anvato as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- This tool measures videos that use the [Universal Web Player SDK Version 3](#).
- Click-to-play and autoplay events should fire before adroll.
- Be sure to [include the video's title within the metadata](#) when initializing Anvato players.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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Video

Brightcove

Brightcove with analytics.js

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Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Brightcove videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Brightcove as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using the Brightcove Advanced player for embedding your published videos.
- To properly account for adroll, please use an IMA3 standard plugin.
- Click-to-play and autoplay events should fire before adroll.
- Brightcove Standard players that are embedded via iframe will be converted to Advanced players. This is because content within an iframe cannot be consistently measured.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
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Brightcove with gtag.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Brightcove videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Brightcove as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using the Brightcove Advanced player for embedding your published videos.
- To properly account for adroll, please use an IMA3 standard plugin.
- Click-to-play and autoplay events should fire before adroll.
- Brightcove Standard players that are embedded via iframe will be converted to Advanced players. This is because content within an iframe cannot be consistently measured.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
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- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Brightcove as your video player
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Video

Video.js

Video.js with analytics.js

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To measure these events for your embedded Video.js videos, follow the instructions to copy the script provided in the NTG:

- Select analytics.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Video.js as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using the Video.js standard player when published video. The integrity of data from customized players or players built on top of Video.js cannot be guaranteed.
- To properly account for adroll, please use an IMA3 standard plugin.
- Click-to-play and autoplay events should fire before adroll.
- Make sure the [Video.js API](#) is accessible within the window element. We should be able to access [videojs\(\) player API functions](#) from window.videojs().
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



Video.js with gtag.js

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Video.js videos, follow the instructions to copy the script provided in the NTG:

- Select gtag.js as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Video.js as your video player
- Follow the instructions to copy and paste the script in your code base

Things to Consider

- NTG recommends using the Video.js standard player when published video. The integrity of data from customized players or players built on top of Video.js cannot be guaranteed.
- To properly account for adroll, please use an IMA3 standard plugin.
- Click-to-play and autoplay events should fire before adroll.
- Make sure the [Video.js API](#) is accessible within the window element. We should be able to access [videojs\(\) player API functions](#) from `window.videojs()`.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



Video.js with GTM

This component will measure specific events to better understand how your readers are consuming videos on your site to unlock growth opportunities.

The complete list of events measured are: Initial Click to Play, Autoplay, Pause, Resume, Video Milestones (25%, 50%, 75%), Video Complete, Seek, Full Screen, Mute/Unmute, Player Loaded.

Implementing this component will also unlock extended insights and recommendations in News Consumer Insights and Realtime Content Insights.

To measure these events for your embedded Video.js videos, follow the instructions to copy the script provided in the NTG:

- Select GTM as your implementation
- Input your Google Analytics UA-ID (Property ID)
- Select the Video Module
- Select Video.js as your video player
- Follow the instructions to create a Custom HTML tag and input the code snippet in the HTML field

Things to Consider

- NTG recommends using the Video.js standard player when published video. The integrity of data from customized players or players built on top of Video.js cannot be guaranteed.
- To properly account for adroll, please use an IMA3 standard plugin.
- Click-to-play and autoplay events should fire before adroll.
- Make sure the [Video.js API](#) is accessible within the window element. We should be able to access [videojs\(\) player API functions](#) from `window.videojs()`.
- Video measuring is designed to measure one video player platform at a time (YouTube, Vimeo, etc).
- If you are already measuring Video events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For troubleshooting issues with video analytics, be sure to consult [this guide](#).
- Check out our [live demo site](#) to see an example of how events will be triggered.



User Engagement

analytics.js

Newsletter Acquisition Strategy with analytics.js

This component will measure specific events to better identify users who successfully viewed a newsletter sign up prompt and signed up for a newsletter.

Things to Consider

- If you are already measuring Newsletter events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Newsletter

Sign Up

When the user successfully signs up for a newsletter, an event will be measured to capture the details.

- Within your codebase create* or locate the code associated with the Newsletter Signup action. For example, this would be the code block that allows the user to add their email to your newsletter list for recurring updates or news.
- Add the following Javascript code snippet just after the point of validating that the user has successfully signed up for your newsletter:

```
ga('send', 'event', {  
  eventCategory: 'NTG newsletter',  
  eventAction: 'newsletter signup',  
  eventLabel: 'success',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Newsletter

Prompts

When the user views a newsletter sign up prompt (toaster, lightbox, form etc..), an event will be measured to capture the details.

- Within your codebase create* or locate the code associated with the view of Newsletter Sign Up Prompts. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your newsletter.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (1, 2, 3) to each type of newsletter sign up prompt (toast, lightbox, form etc..) available on your site, and change the <number> variable to match that respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG newsletter',  
  eventAction: 'newsletter modal impression <number>',  
  eventLabel: '<article title>',  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Login with analytics.js

This component will measure specific events to better identify users who successfully logged in to the site.

Things to Consider

- If you are already measuring Login events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Login

Login

When a user successfully logs in, an event will be measured to capture the details.

- Within your codebase create* or locate the code associated with the login action. For example, this would be the code block that allows the user to login with an email address and password to access members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully logged into their account:

```
ga('send', 'event', {  
  eventCategory: 'NTG account',  
  eventAction: 'login',  
  eventLabel: 'success',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Scroll Depth with analytics.js

This component will measure specific events to better identify users that reached specific article completion milestones.

Best practice is to implement milestones at 25%, 50%, 75%, and 100%.

Things to Consider

- If you are already measuring Scroll Depth events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- A scroll depth script will need to be implemented to send when the milestones are visible on page.
- Viewport sizes change with devices.



Scroll Depth

Milestone 25%

When a user scrolls to 25% of the article, an event will be measured to capture the article milestone of 25% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 25% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 25% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', {  
  hitType: 'event',  
  eventCategory: 'NTG article milestone',  
  eventAction: '25%',  
  eventLabel: '<article title>',  
  eventValue: 25,  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Scroll Depth

Milestone 50%

When a user scrolls to 50% of the article, an event will be measured to capture the article milestone of 50% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 50% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 50% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', {  
  hitType: 'event',  
  eventCategory: 'NTG article milestone',  
  eventAction: '50%',  
  eventLabel: '<article title>',  
  eventValue: 50,  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Scroll Depth

Milestone 75%

When a user scrolls to 75% of the article, an event will be measured to capture the article milestone of 75% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 75% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 75% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', {  
  hitType: 'event',  
  eventCategory: 'NTG article milestone',  
  eventAction: '75%',  
  eventLabel: '<article title>',  
  eventValue: 75,  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Scroll Depth

Milestone 100%

When a user scrolls to 100% of the article, an event will be measured to capture the article milestone of 100% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 100% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 100% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', {  
  hitType: 'event',  
  eventCategory: 'NTG article milestone',  
  eventAction: '100%',  
  eventLabel: '<article title>',  
  eventValue: 100,  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Social Sharing with analytics.js

This component will measure specific events to better identify users who are sharing articles on specific social platforms.

Things to Consider

- If you are already measuring Social Sharing events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Social Sharing

Facebook

When a user clicks to share an item on Facebook, an event will be measured to capture the platform type of Facebook.

- Within your codebase create* or locate the code associated with the Facebook Share action. For example, this would be the code block surrounding a button click of the Facebook sharing icon.
- Add the following Javascript code snippet to your code block:

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'social share',  
  eventLabel: 'facebook',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Whatsapp

When a user clicks to share an item on Whatsapp, an event will be measured to capture the platform type of Whatsapp.

- Within your codebase create* or locate the code associated with the Whatsapp Share action. For example, this would be the code block surrounding a button click of the Whatsapp sharing icon.
- Add the following Javascript code snippet to your code block:

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'social share',  
  eventLabel: 'whatsapp',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

LinkedIn

When a user clicks to share an item on LinkedIn, an event will be measured to capture the platform type of LinkedIn.

- Within your codebase create* or locate the code associated with the LinkedIn Share action. For example, this would be the code block surrounding a button click of the LinkedIn sharing icon.
- Add the following Javascript code snippet to your code block:

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'social share',  
  eventLabel: 'linkedin',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Messenger

When a user clicks to share an item on Messenger, an event will be measured to capture the platform type of Messenger.

- Within your codebase create* or locate the code associated with the Messenger Share action. For example, this would be the code block surrounding a button click of the Messenger sharing icon.
- Add the following Javascript code snippet to your code block:

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'social share',  
  eventLabel: 'messenger',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Twitter

When a user clicks to share an item on Twitter, an event will be measured to capture the platform type of Twitter.

- Within your codebase create* or locate the code associated with the Twitter Share action. For example, this would be the code block surrounding a button click of the Twitter sharing icon.
- Add the following Javascript code snippet to your code block:

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'social share',  
  eventLabel: 'twitter',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Copy Article Link Click

When a user clicks a button to copy and share an article link, an event will be measured to capture the social share type of copy article and the article title.

- Within your codebase create* or locate the code associated with the Copy Article Link Click action. For example, this would be the code block surrounding a button click that would copy the on-page article URL to the user's clipboard.
- Add the following Javascript code snippet to your code block. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG social',  
  eventAction: 'copy article',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Registration with analytics.js

This component will measure specific events to better identify users that successfully registered for the site.

Things to Consider

- If you are already measuring Registration events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Registration

Site Registration

When a user successfully registers, an event will be measured to capture the registration success count

- Within your codebase create* or locate the code associated with the Registration Signup action. For example, this would be the code block that allows the user to create a username and password to gain access to members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully registered their account:

```
ga('send', 'event', {  
  eventCategory: 'NTG account',  
  eventAction: 'registration',  
  eventLabel: 'success',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Created a Comment with analytics.js

This component will measure specific events to better identify users who left a comment on an article.

Things to Consider

- If you are already measuring Comment Creation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Created a Comment

Comment

When a user successfully leaves a comment, an event will be measured to capture the user interaction of leaving a comment and the article title.

- Within your codebase create* or locate the code associated with the Created Comment action. For example, this may be a code block that executes when a user clicks submit on a comment form.
- Add the following Javascript code snippet to the point in your code block where the user has successfully commented. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG user',  
  eventAction: 'comment added',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Push Notification Subscription with analytics.js

This component will measure specific events to better identify users who clicked on a push notification subscription offer.

Things to Consider

- If you are already measuring Push Notification events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/push-notifications>

Push Notification Subscription

Click

When a user successfully subscribes to push notifications, an event will be measured to capture the interaction of click and the article title where the push notification is clicked.

- Within your codebase create* or locate the code associated with the Push Notification Subscription action. For example, this may be a code block that executes when a user clicks a button to subscribe to future push notifications.
- Add the following Javascript code snippet to the point in your code block where the user has successfully subscribed to push notifications. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG push notification',  
  eventAction: 'click',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Add to Homescreen with analytics.js

This component will measure specific events to better identify users who added a Progressive Web App to their homescreen.

Things to Consider

- If you are already measuring Progressive Web App events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/app-install-banners>



Add to Homescreen

Add

When a user adds a Progressive Web App to their homescreen, an event will be measured to capture the user interaction of add to homescreen and the page url where the interaction took place.

- Within your codebase create* or locate the code associated with the Push Notification Subscription action. For example, this may be a code block that executes when a user clicks a button to subscribe to future push notifications.
- Add the following Javascript code snippet to the point in your code block where the user has successfully subscribed to push notifications. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG user',  
  eventAction: 'add to homescreen',  
  eventLabel: '<page url>',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

User Engagement

gtag.js

Newsletter Acquisition Strategy with gtag.js

This component will measure specific events to better identify users who successfully viewed a newsletter sign up prompt and signed up for a newsletter.

Things to Consider

- If you are already measuring Newsletter events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Newsletter

Sign Up

When the user successfully signs up for a newsletter, an event will be measured to capture the details.

- Within your codebase create* or locate the code associated with the Newsletter Signup action. For example, this would be the code block that allows the user to add their email to your newsletter list for recurring updates or news.
- Add the following Javascript code snippet just after the point of validating that the user has successfully signed up for your newsletter:

```
gtag('event','newsletter signup', {  
  'event_category': 'NTG newsletter',  
  'event_label': 'success',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Newsletter

Prompts

- When the user views a newsletter sign up prompt (toast, lightbox, form etc..), an event will be measured to capture the details.
- Within your codebase create* or locate the code associated with the view of Newsletter Sign Up Prompts. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your newsletter.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
- **Assign a number (1, 2, 3) to each type of newsletter sign up prompt (toast, lightbox, form etc..) available on your site, and change the <number> variable to match that respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','newsletter modal impression <number>', {  
  'event_category': 'NTG newsletter',  
  'event_label': '<article title>',  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Login with gtag.js

This component will measure specific events to better identify users who successfully logged in to the site.

Things to Consider

- If you are already measuring Login events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Login

Login

When a user successfully logs in, an event will be measured to capture the details.

- Within your codebase create* or locate the code associated with the login action. For example, this would be the code block that allows the user to login with an email address and password to access members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully logged into their account:

```
gtag('event', 'login', {  
  'event_category': 'NTG account',  
  'event_label': 'success',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Scroll Depth with gtag.js

This component will measure specific events to better identify users that reached specific article completion milestones.

Best practice is to implement milestones at 25%, 50%, 75%, and 100%.

Things to Consider

- If you are already measuring Scroll Depth events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- A scroll depth script will need to be implemented to send when the milestones are visible on page.
- Viewport sizes change with devices.



Scroll Depth

Milestone 25%

When a user scrolls to 25% of the article, an event will be measured to capture the article milestone of 25% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 25% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 25% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','25%', {  
  'event_category': 'NTG article milestone',  
  'event_label': '<article title>',  
  'event_value': 25,  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Scroll Depth

Milestone 50%

When a user scrolls to 50% of the article, an event will be measured to capture the article milestone of 50% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 50% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 50% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','50%', {  
  'event_category': 'NTG article milestone',  
  'event_label': '<article title>',  
  'event_value': 50 ,  
  'non_interaction' : true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Scroll Depth

Milestone 75%

When a user scrolls to 75% of the article, an event will be measured to capture the article milestone of 75% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 75% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 75% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','75%', {  
  'event_category': 'NTG article milestone',  
  'event_label': '<article title>',  
  'event_value': 75,  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Scroll Depth

Milestone 100%

When a user scrolls to 100% of the article, an event will be measured to capture the article milestone of 100% and the article title.

- Within your codebase either locate or create* an action that will execute when a user scrolls to the 100% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 100% of article's length is within the user's viewport.
- Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','100%', {  
  'event_category': 'NTG article milestone',  
  'event_label': '<article title>',  
  'event_value': 100 ,  
  'non_interaction' : true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Social Sharing with gtag.js

This component will measure specific events to better identify users who are sharing articles on specific social platforms.

Things to Consider

- If you are already measuring Social Sharing events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Social Sharing

Facebook

When a user clicks to share an item on Facebook, an event will be measured to capture the platform type of Facebook.

- Within your codebase create* or locate the code associated with the Facebook Share action. For example, this would be the code block surrounding a button click of the Facebook sharing icon.
- Add the following Javascript code snippet to your code block:

```
gtag('event', 'social share', {  
  'event_category': 'NTG social',  
  'event_label': 'facebook',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Whatsapp

When a user clicks to share an item on Whatsapp, an event will be measured to capture the platform type of Whatsapp.

- Within your codebase create* or locate the code associated with the Whatsapp Share action. For example, this would be the code block surrounding a button click of the Whatsapp sharing icon.
- Add the following Javascript code snippet to your code block:

```
gtag('event', 'social share', {  
  'event_category': 'NTG social',  
  'event_label': 'whatsapp',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

LinkedIn

When a user clicks to share an item on LinkedIn, an event will be measured to capture the platform type of LinkedIn.

- Within your codebase create* or locate the code associated with the LinkedIn Share action. For example, this would be the code block surrounding a button click of the LinkedIn sharing icon.
- Add the following Javascript code snippet to your code block:

```
gtag('event', 'social share', {  
  'event_category': 'NTG social',  
  'event_label': 'linkedin',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Messenger

When a user clicks to share an item on Messenger, an event will be measured to capture the platform type of Messenger.

- Within your codebase create* or locate the code associated with the Messenger Share action. For example, this would be the code block surrounding a button click of the Messenger sharing icon.
- Add the following Javascript code snippet to your code block:

```
gtag('event', 'social share', {  
  'event_category': 'NTG social',  
  'event_label': 'messenger',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Twitter

When a user clicks to share an item on Twitter, an event will be measured to capture the platform type of Twitter.

- Within your codebase create* or locate the code associated with the Twitter Share action. For example, this would be the code block surrounding a button click of the Twitter sharing icon.
- Add the following Javascript code snippet to your code block:

```
gtag('event', 'social share', {  
  'event_category': 'NTG social',  
  'event_label': 'twitter',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Copy Article Link Click

When a user clicks a button to copy and share an article link, an event will be measured to capture the social share type of copy article and the article title.

- Within your codebase create* or locate the code associated with the Copy Article Link Click action. For example, this would be the code block surrounding a button click that would copy the on-page article URL to the user's clipboard.
- Add the following Javascript code snippet to your code block. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'copy article', {  
  'event_category': 'NTG social',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Registration with gtag.js

This component will measure specific events to better identify users that successfully registered for the site.

Things to Consider

- If you are already measuring Registration events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Registration

Site Registration

When a user successfully registers, an event will be measured to capture the registration success count

- Within your codebase create* or locate the code associated with the Registration Signup action. For example, this would be the code block that allows the user to create a username and password to gain access to members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully registered their account:

```
gtag('event', 'registration', {  
  'event_category': 'NTG account',  
  'event_label': 'success',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Created a Comment with gtag.js

This component will measure specific events to better identify users who left a comment on an article.

Things to Consider

- If you are already measuring Comment Creation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Created a Comment

Comment

When a user successfully leaves a comment, an event will be measured to capture the user interaction of leaving a comment and the article title.

- Within your codebase create* or locate the code associated with the Created Comment action. For example, this may be a code block that executes when a user clicks submit on a comment form.
- Add the following Javascript code snippet to the point in your code block where the user has successfully commented. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'comment added', {  
  'event_category': 'NTG user',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Push Notification Subscription with gtag.js

This component will measure specific events to better identify users who clicked on a push notification subscription offer.

Things to Consider

- If you are already measuring Push Notification events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/push-notifications>



Push Notification Subscription

Click

When a user successfully subscribes to push notifications, an event will be measured to capture the interaction of click and the article title where the push notification is clicked.

- Within your codebase create* or locate the code associated with the Push Notification Subscription action. For example, this may be a code block that executes when a user clicks a button to subscribe to future push notifications.
- Add the following Javascript code snippet to the point in your code block where the user has successfully subscribed to push notifications. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'click', {  
  'event_category': 'NTG push notification',  
  'event_label': '<article title>',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Add to Homescreen with gtag.js

This component will measure specific events to better identify users who added a Progressive Web App to their homescreen.

Things to Consider

- If you are already measuring Progressive Web App events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/app-install-banners>

Add to Homescreen

Add

When a user adds a Progressive Web App to their homescreen, an event will be measured to capture the user interaction of add to homescreen and the page url where the interaction took place.

- Within your codebase create* or locate the code associated with the Push Notification Subscription action. For example, this may be a code block that executes when a user clicks a button to subscribe to future push notifications.
- Add the following Javascript code snippet to the point in your code block where the user has successfully subscribed to push notifications. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'click', {  
  'event_category': 'NTG push notification',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

User Engagement

GTM

Newsletter Acquisition Strategy with GTM

This component will measure specific events to better identify users who successfully viewed a newsletter sign up prompt and signed up for a newsletter.

Things to Consider

- If you are already measuring Newsletter events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Newsletter

Sign Up

When the user successfully signs up for a newsletter, an event will be measured to capture the details.

- In Google Tag Manager you will need to create an associated trigger and tag for the Newsletter Signup event. Setup your trigger and tag in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: newsletter-signup

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG newsletter

Action: newsletter signup

Label: success

Non-interaction: False

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Newsletter Signup action. For example, this would be the code block that allows the user to add their email to your newsletter list for recurring updates or news. Add the following Javascript code snippet just after the point of validating that the user has successfully signed up for your newsletter:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'newsletter-signup'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Newsletter

Prompts

When the user views a newsletter sign up prompt (toaster, lightbox, form etc..), an event will be measured to capture the details.

- In Google Tag Manager you will need to create an associated trigger, tag, and variables for the Newsletter Prompts event. Setup your trigger, tag, and variables in GTM with the following attributes:

```

Trigger:
Type: Custom Event
Event Name: newsletter-impression
Tag:
Tag Type: Google Analytics: Universal Analytics
Track Type: Event
Category: NTG newsletter
Action: newsletter modal impression {{newsletter_number}}
Label: {{article_title}}
Non-interaction: True
Variable 1
Type: Data Layer Variable
Data Layer Variable Name: newsletter_number
Variable 2
Type: Data Layer Variable
Data Layer Variable Name: article_title

```

- After establishing your associated GTM trigger, tag, and variables, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the view of Newsletter Sign Up Prompts. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your newsletter. In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - Assign a number (1, 2, 3) to each type of newsletter sign up prompt (toast, lightbox, form etc..) available on your site, and change the <number> variable to match that respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'newsletter-impression',
  'newsletter_number': '<number>',
  'article_title': '<article title>'
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Login with GTM

This component will measure specific events to better identify users who successfully logged in to the site.

Things to Consider

- If you are already measuring login events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Login

Login

When a user successfully logs in, an event will be measured to capture the details.

- In Google Tag Manager you will need to create an associated trigger and tag for the login event. Setup your trigger and tag in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: login

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG account

Action: login

Label: success

Non-interaction: False

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the login action. For example, this would be the code block that allows the user to login with an email address and password to access members-only content and features. Add the following Javascript code snippet just after the point of validating that the user has successfully logged into their account:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'login'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Scroll Depth with GTM

This component will measure specific events to better identify users that reached specific article completion milestones.

Best practice is to implement milestones at 25%, 50%, 75%, and 100%.

Things to Consider

- If you are already measuring Scroll Depth events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- A scroll depth script will need to be implemented to send when the milestones are visible on page.
- Viewport sizes change with devices.



Scroll Depth

Milestone 25%

When a user scrolls to 25% of the article, an event will be measured to capture the article milestone of 25% and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the 25% article milestone event. If you have already created the "article_title", "scroll_measure_percent", or "scroll_measure_value" variable below for a previous scroll depth event, you do not need to create it again. Setup your trigger, tag, and variable in GTM with the following attributes:

Trigger:

Type: Custom Event
 Event Name: article-milestone
 Tag:
 Tag Type: Google Analytics: Universal Analytics
 Track Type: Event
 Category: NTG article milestone
 Action: {{scroll_measure_percent}}
 Label: {{article_title}}
 Value: {{scroll_measure_value}}
 Non-interaction: True

Variable 1

Type: Data Layer Variable
 Data Layer Variable Name: article_title

Variable 2

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_percent

Variable 3

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_value

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase either locate or create* an action that will execute when a user scrolls to the 25% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 25% of article's length is within the user's viewport. Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'article-milestone',
  'article_title': '<article title>',
  'scroll_measure_percent': '25%',
  'scroll_measure_value': 25
});
  
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Scroll Depth

Milestone 50%

When a user scrolls to 50% of the article, an event will be measured to capture the article milestone of 50% and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the 50% article milestone event. If you have already created the "article_title", "scroll_measure_percent", or "scroll_measure_value" variable below for a previous scroll depth event, you do not need to create it again. Setup your trigger, tag, and variable in GTM with the following attributes:

Trigger:

Type: Custom Event
 Event Name: article-milestone
 Tag:
 Tag Type: Google Analytics: Universal Analytics
 Track Type: Event
 Category: NTG article milestone
 Action: {{scroll_measure_percent}}
 Label: {{article_title}}
 Value: {{scroll_measure_value}}
 Non-interaction: True

Variable 1

Type: Data Layer Variable
 Data Layer Variable Name: article_title

Variable 2

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_percent

Variable 3

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_value

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase either locate or create* an action that will execute when a user scrolls to the 50% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 50% of article's length is within the user's viewport. Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'article-milestone',
  'article_title': '<article title>',
  'scroll_measure_percent': '50%',
  'scroll_measure_value': 50
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Scroll Depth

Milestone 75%

When a user scrolls to 75% of the article, an event will be measured to capture the article milestone of 75% and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the 75% article milestone event. If you have already created the "article_title", "scroll_measure_percent", or "scroll_measure_value" variable below for a previous scroll depth event, you do not need to create it again. Setup your trigger, tag, and variable in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: article-milestone

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG article milestone

Action: {{scroll_measure_percent}}

Label: {{article_title}}

Value: {{scroll_measure_value}}

Non-interaction: True

Variable 1

Type: Data Layer Variable

Data Layer Variable Name: article_title

Variable 2

Type: Data Layer Variable

Data Layer Variable Name:

scroll_measure_percent

Variable 3

Type: Data Layer Variable

Data Layer Variable Name:

scroll_measure_value

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase either locate or create* an action that will execute when a user scrolls to the 75% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 75% of article's length is within the user's viewport. Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'article-milestone',
  'article_title': '<article title>',
  'scroll_measure_percent': '75%',
  'scroll_measure_value': 75
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Scroll Depth

Milestone 100%

When a user scrolls to 100% of the article, an event will be measured to capture the article milestone of 100% and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the 100% article milestone event. If you have already created the "article_title", "scroll_measure_percent", or "scroll_measure_value" variable below for a previous scroll depth event, you do not need to create it again. Setup your trigger, tag, and variable in GTM with the following attributes:

Trigger:

Type: Custom Event
 Event Name: article-milestone
 Tag:
 Tag Type: Google Analytics: Universal Analytics
 Track Type: Event
 Category: NTG article milestone
 Action: {{scroll_measure_percent}}
 Label: {{article_title}}
 Value: {{scroll_measure_value}}
 Non-interaction: True

Variable 1

Type: Data Layer Variable
 Data Layer Variable Name: article_title

Variable 2

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_percent

Variable 3

Type: Data Layer Variable
 Data Layer Variable Name:
 scroll_measure_value

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase either locate or create* an action that will execute when a user scrolls to the 100% article milestone of the current article, an event will be measured to capture the details. For example, this would be a code block that listens for whether 100% of article's length is within the user's viewport. Add the following Javascript code snippet to this event. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'article-milestone',
  'article_title': '<article title>',
  'scroll_measure_percent': '100%',
  'scroll_measure_value': 100
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Social Sharing with GTM

This component will measure specific events to better identify users who are sharing articles on specific social platforms.

Things to Consider

- If you are already measuring Social Sharing events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Social Sharing

Facebook

When a user clicks to share an item on Facebook, an event will be measured to capture the platform type of Facebook.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Facebook Share event. If you have already created these GTM elements for another social platform, you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: social-share  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG social  
Action: social share  
Label: {{social_platform}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: social_platform
```

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Facebook Share action. For example, this would be the code block surrounding a button click of the Facebook sharing icon. Add the following Javascript code snippet to your code block:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'social-share',  
  'social_platform': 'facebook'  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Whatsapp

When a user clicks to share an item on Whatsapp, an event will be measured to capture the platform type of Whatsapp.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the WhatsApp Share event. If you have already created these GTM elements for another social platform, you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: social-share  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG social  
Action: social share  
Label: {{social_platform}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: social_platform
```

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the WhatsApp Share action. For example, this would be the code block surrounding a button click of the WhatsApp sharing icon. Add the following Javascript code snippet to your code block:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'social-share',  
  'social_platform': 'whatsapp'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Social Sharing

LinkedIn

When a user clicks to share an item on LinkedIn, an event will be measured to capture the platform type of LinkedIn.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the LinkedIn Share event. If you have already created these GTM elements for another social platform, you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: social-share  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG social  
Action: social share  
Label: {{social_platform}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: social_platform
```

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the LinkedIn Share action. For example, this would be the code block surrounding a button click of the LinkedIn sharing icon. Add the following Javascript code snippet to your code block:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'social-share',  
  'social_platform': 'linkedin'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Social Sharing

Messenger

When a user clicks to share an item on Messenger, an event will be measured to capture the platform type of Messenger.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Messenger Share event. If you have already created these GTM elements for another social platform, you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: social-share  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG social  
Action: social share  
Label: {{social_platform}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: social_platform
```

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Messenger Share action. For example, this would be the code block surrounding a button click of the Messenger sharing icon. Add the following Javascript code snippet to your code block:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'social-share',  
  'social_platform': 'messenger'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Social Sharing

Twitter

When a user clicks to share an item on Twitter, an event will be measured to capture the platform type of Twitter.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Twitter Share event. If you have already created these GTM elements for another social platform, you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: social-share  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG social  
Action: social share  
Label: {{social_platform}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: social_platform
```

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Twitter Share action. For example, this would be the code block surrounding a button click of the Twitter sharing icon. Add the following Javascript code snippet to your code block:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'social-share',  
  'social_platform': 'twitter'  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Social Sharing

Copy Article Link Click

When a user clicks a button to copy and share an article link, an event will be measured to capture the social share type of copy article and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Copy Article Link Click event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

Trigger:

Type: Custom Event

Event Name: article-button-click

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG social

Action: copy article

Label: {{article_title}}

Non-interaction: False

Variable:

Type: Data Layer Variable

Data Layer Variable Name: article_title

- Once your associated GTM trigger, tag, and variable are established, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Copy Article Link Click action. For example, this would be the code block surrounding a button click that would copy the on-page article URL to the user's clipboard. Add the following Javascript code snippet to your code block. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event' : 'article-button-click',  
  'article_title': '<article title>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Registration with GTM

This component will measure specific events to better identify users that successfully registered for the site.

Things to Consider

- If you are already measuring Registration events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Registration

Site Registration

When a user successfully registers, an event will be measured to capture the registration success count

- In Google Tag Manager you will need to create an associated trigger and tag for the Registration Signup event. Setup your trigger and tag in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: registration  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG account  
Action: registration  
Label: success  
Non-interaction: False
```

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Registration Signup action. For example, this would be the code block that allows the user to create a username and password to gain access to members-only content and features. Add the following Javascript code snippet just after the point of validating that the user has successfully registered their account:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event' : 'registration'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Created a Comment with GTM

This component will measure specific events to better identify users who left a comment on an article.

Things to Consider

- If you are already measuring Comment Creation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Created a Comment

Comment

When a user successfully leaves a comment, an event will be measured to capture the user interaction of leaving a comment and the article title.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Created Comment event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: comment  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG user  
Action: comment added  
Label: {{article_title}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: article_title
```

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Created Comment action. For example, this may be a code block that executes when a user clicks submit on a comment form. Add the following Javascript code snippet to the point in your code block where the user has successfully commented. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event' : 'comment',  
  'article_title': '<article title>  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Push Notification Subscription with GTM

This component will measure specific events to better identify users who clicked on a push notification subscription offer.

Things to Consider

- If you are already measuring Push Notification events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/push-notifications>



Push Notification Subscription

Click

When a user successfully subscribes to push notifications, an event will be measured to capture the interaction of click and the article title where the push notification is clicked.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Push Notification Subscription event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variable in GTM with the following attributes.

```
Trigger:  
Type: Custom Event  
Event Name: push-notification-click  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG push notification  
Action: click  
Label: {{article_title}}  
Non-interaction: False  
Variable:  
Type: Data Layer Variable  
Data Layer Variable Name: article_title
```

- After establishing your associated GTM trigger, tag and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Push Notification Subscription action. For example, this may be a code block that executes when a user clicks a button to subscribe to future push notifications.
 - Add the following Javascript code snippet to the point in your code block where the user has successfully subscribed to push notifications. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'push-notification-click',  
  'article_title': '<article title>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Add to Homescreen with GTM

This component will measure specific events to better identify users who added a Progressive Web App to their homescreen.

Things to Consider

- If you are already measuring Progressive Web App events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- For additional resources, refer to:
<https://developers.google.com/web/fundamentals/app-install-banners>

Add to Homescreen

Add

When a user adds a Progressive Web App to their homescreen, an event will be measured to capture the user interaction of add to homescreen and the page url where the interaction took place.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Add to Homescreen event. Setup your trigger and tag in GTM with the following attributes.

Trigger:

Type: Custom Event

Event Name: add-to-homescreen

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG user

Action: add to homescreen

Label: {{Page URL}}

Non-interaction: False

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Add to Homescreen action. For example, this may be a code block that executes when a user clicks to install a Progressive Web App on their mobile or desktop device.
 - Add the following Javascript code snippet to the point in your code block where the user has successfully added the Progressive Web App to their homescreen. Use the built-in GTM 'Page URL' for the event label:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'add-to-homescreen'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

User Engagement

AMP

Newsletter Acquisition Strategy with AMP

This component will measure specific events to better identify users who successfully viewed a newsletter sign up prompt and signed up for a newsletter.

Things to Consider

- If you are already measuring Newsletter events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for `<amp-form>` elements only. Confirm that your Newsletter events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an `<amp-img>`.



Newsletter Sign Up

When the user successfully signs up for a newsletter, an event will be measured to capture the details.

- Add the following code above the <amp-form> to measure successful Newsletter Signup.
 - **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-form-id> variable to the CSS id selector to your <amp-form> element.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 0
      },
      "triggers": {
        "newsletterSignup": {
          "selector": "#<amp-form-id>",
          "on": "amp-form-submit-success",
          "vars": {
            "event_category": "NTG newsletter",
            "event_name": "newsletter signup",
            "event_label": "success"
          }
        }
      }
    }
  </script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Newsletter Prompts

When the user views a newsletter sign up prompt (toaster, lightbox, form etc..), an event will be measured to capture the details.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure newsletter signup impressions.
 - **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your AMP HTML newsletter impression element on the page. Assign a number (1, 2, 3) to each type of newsletter sign up prompt (toast, lightbox, form etc..) available on your site, and change the `<number>` variable to match that respective prompt. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "newsletterImpression": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG newsletter",
          "event_name": "newsletter modal impression <number>",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Login with AMP

This component will measure specific events to better identify users who successfully logged in to the site.

Things to Consider

- If you are already measuring Login events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for [<amp-form>](#) elements only. Confirm that your Login events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an [<amp-img>](#).



Login

Login

When a user successfully logs in, an event will be measured to capture the details.

- Add the following code above the <amp-form> to measure successful Login.
 - **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-form-id> variable to the CSS id selector to your <amp-form> element.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "loginSuccess": {
      "selector": "#<amp-form-id>",
      "on": "amp-form-submit-success",
      "vars": {
        "event_category": "NTG account",
        "event_name": "login",
        "event_label": "success"
      }
    }
  }
}
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Scroll Depth with AMP

This component will measure specific events to better identify users that reached specific article completion milestones.

Best practice is to implement milestones at 25%, 50%, 75%, and 100%.

Things to Consider

- If you are already measuring Scroll Depth events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- A scroll depth script will need to be implemented to send when the milestones are visible on page.
- Viewport sizes change with devices.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for `<amp-form>` elements only. Confirm that your Scroll Depth events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an `<amp-img>`.



Scroll Depth

Milestone 25%

When a user scrolls to 25% of the article, an event will be measured to capture the article milestone of 25% and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure scrolling.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "scrollMeasure": {
        "on": "scroll",
        "scrollSpec": {
          "verticalBoundaries": [25]
        }
      }
    },
    "vars": {
      "event_category": "NTG article milestone",
      "event_name": "25%",
      "event_label": "<article title>",
      "value": 25
    }
  }
  </script>
</amp-analytics>
```



Scroll Depth

Milestone 50%

When a user scrolls to 50% of the article, an event will be measured to capture the article milestone of 50% and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure scrolling.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 1
      },
      "triggers": {
        "scrollMeasure": {
          "on": "scroll",
          "scrollSpec": {
            "verticalBoundaries": [50]
          }
        }
      },
      "vars": {
        "event_category": "NTG article milestone",
        "event_name": "50%",
        "event_label": "<article title>",
        "value": 50
      }
    }
  </script>
</amp-analytics>
```



Scroll Depth

Milestone 75%

When a user scrolls to 75% of the article, an event will be measured to capture the article milestone of 75% and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure scrolling.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "scrollMeasure": {
        "on": "scroll",
        "scrollSpec": {
          "verticalBoundaries": [75]
        }
      },
      "vars": {
        "event_category": "NTG article milestone",
        "event_name": "75%",
        "event_label": "<article title>",
        "value": 75
      }
    }
  }
</script>
</amp-analytics>
```

Scroll Depth

Milestone 100%

When a user scrolls to 100% of the article, an event will be measured to capture the article milestone of 100% and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure scrolling.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "scrollMeasure": {
        "on": "scroll",
        "scrollSpec": {
          "verticalBoundaries": [100]
        },
        "vars": {
          "event_category": "NTG article milestone",
          "event_name": "100%",
          "event_label": "<article title>",
          "value": 100
        }
      }
    }
  }
</script>
</amp-analytics>
```



Social Sharing with AMP

This component will measure specific events to better identify users who are sharing articles on specific social platforms.

Things to Consider

- If you are already measuring Social Sharing events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for [<amp-form>](#) elements only. Confirm that your Social Sharing events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an [<amp-img>](#).



Social Sharing

Facebook

When a user clicks to share an item on Facebook, an event will be measured to capture the platform type of Facebook.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure Facebook shares.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your Facebook share element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "facebookShare": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG social",
        "event_name": "social share",
        "event_label": "facebook"
      }
    }
  }
}
</script>
</amp-analytics>
```



Social Sharing

Whatsapp

When a user clicks to share an item on Whatsapp, an event will be measured to capture the platform type of Whatsapp.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure WhatsApp shares.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your HTML WhatsApp share element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "whatsappShare": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG social",
        "event_name": "social share",
        "event_label": "whatsapp"
      }
    }
  }
}
</script>
</amp-analytics>
```



Social Sharing

LinkedIn

When a user clicks to share an item on LinkedIn, an event will be measured to capture the platform type of LinkedIn.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure LinkedIn shares.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your HTML LinkedIn share element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "linkedinShare": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG social",
        "event_name": "social share",
        "event_label": "linkedin"
      }
    }
  }
}
</script>
</amp-analytics>
```



Social Sharing

Messenger

When a user clicks to share an item on Messenger, an event will be measured to capture the platform type of Messenger.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure Messenger shares.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your HTML Messenger share element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "messengerShare": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG social",
        "event_name": "social share",
        "event_label": "messenger"
      }
    }
  }
}
</script>
</amp-analytics>
```



Social Sharing

Twitter

When a user clicks to share an item on Twitter, an event will be measured to capture the platform type of Twitter.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure Twitter shares.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your HTML Twitter share element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "twitterShare": {
        "selector": "#<amp-element-id>",
        "on": "click",
        "vars": {
          "event_category": "NTG social",
          "event_name": "social share",
          "event_label": "twitter"
        }
      }
    }
  }
</script>
</amp-analytics>
```



Social Sharing

Copy Article Link Click

When a user clicks a button to copy and share an article link, an event will be measured to capture the social share type of copy article and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure copy article clicks.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your HTML copy article element on the page. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "copyArticle": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG social",
        "event_name": "copy article",
        "event_label": "<article title>"
      }
    }
  }
}
</script>
</amp-analytics>
```



Registration with AMP

This component will measure specific events to better identify users that successfully registered for the site.

Things to Consider

- If you are already measuring Registration events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for [<amp-form>](#) elements only. Confirm that your Registration events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an [<amp-img>](#).



Registration

Site Registration

When a user successfully registers, an event will be measured to capture the registration success count

- Add the following code above the `<amp-form>` to measure successful Registration Signup.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-form-id>` variable to the CSS id selector to your `<amp-form>` element.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 0
      },
      "triggers": {
        "registrationSuccess": {
          "selector": "#<amp-form-id>",
          "on": "amp-form-submit-success",
          "vars": {
            "event_category": "NTG account",
            "event_name": "registration",
            "event_label": "success"
          }
        }
      }
    }
  </script>
</amp-analytics>
```



Created a Comment with AMP

This component will measure specific events to better identify users who left a comment on an article.

Things to Consider

- If you are already measuring Comment Creation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for [<amp-form>](#) elements only. Confirm that your Created Comment events HTML form is setup as an [<amp-form>](#).
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a [<div>](#) that nests an [<amp-img>](#).



Created a Comment

Comment

When a user successfully leaves a comment, an event will be measured to capture the user interaction of leaving a comment and the article title.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure adding comment clicks.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your HTML add comment element on the page. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "addComment": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG user",
        "event_name": "comment added",
        "event_label": "<article title>"
      }
    }
  }
}
</script>
</amp-analytics>
```



Push Notification Subscription with AMP

This component will measure specific events to better identify users who clicked on a push notification subscription offer.

Things to Consider

- If you are already measuring Push Notification events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- Because AMP analytics has a [limited number of events](#) that can be measured and the subscribe to push notifications click may be outside of the DOM, we must use one of the available events in a creative way.
- We recommend using the visibility event, either attaching your tag's trigger to a page that you send your user to upon successfully subscribing to push notifications, or attaching it to an AMP UI element that is dynamically written to your document upon success.
- Here we detail the [UI element appearance measuring](#), the more difficult of the two examples. If you wish to send your user to a success page, simply remove the 'selector' key/value in the JSON below and add the code to your success page.
- For additional resources, refer to: <https://developers.google.com/web/fundamentals/push-notifications>



Push Notification Subscription

Click

When a user successfully subscribes to push notifications, an event will be measured to capture the interaction of click and the article title where the push notification is clicked.

- Otherwise, add a code block within the validating flow of your subscribe to push notifications function that will write an AMP HTML element to the web page, for example use `document.write()` to add an `<amp;img>` that sources a blank 1x1 image. The below code would then recognize the visibility of this newly written element on the page, firing the tag.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp;element-id>` variable to the CSS id selector for your AMP HTML element on the page. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 0
      },
      "triggers": {
        "pushNotificationSubscribe": {
          "selector": "#<amp;element-id>",
          "on": "visible",
          "vars": {
            "event_category": "NTG push notification",
            "event_name": "click",
            "event_label": "<article title>"
          }
        }
      }
    }
  </script>
</amp-analytics>
```



Add to Homescreen with AMP

This component will measure specific events to better identify users who added a Progressive Web App to their homescreen.

Things to Consider

- If you are already measuring Progressive Web App events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- Because AMP analytics has a [limited number of events](#) that can be measured and the add to homescreen click may be outside of the DOM, we must use one of the available events in a creative way.
- We recommend using the visibility event, either attaching your tag's trigger to a page that you send your user to upon successfully adding to homescreen, or attaching it to an AMP UI element that is dynamically written to your document upon success.
- Here we detail the [UI element appearance measuring](#), the more difficult of the two examples. If you wish to send your user to a success page, simply remove the 'selector' key/value in the JSON below and add the code to your success page.
- For additional resources, refer to: <https://developers.google.com/web/fundamentals/app-install-banners>



Add to Homescreen

Add

When a user adds a Progressive Web App to their homescreen, an event will be measured to capture the user interaction of add to homescreen and the page url where the interaction took place.

- Otherwise, add a code block within the validating flow of your add to homescreen function that will write an AMP HTML element to the web page, for example use `document.write()` to add an `<amp-img>` that sources a blank 1x1 image. The below code would then recognize the visibility of this newly written element on the page, firing the tag.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your AMP HTML element on the page. Change the `<Page URL>` variable to the URL where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 0
      },
      "triggers": {
        "addToHomescreen": {
          "selector": "#<amp-element-id>",
          "on": "visible",
          "vars": {
            "event_category": "NTG user",
            "event_name": "add to homescreen",
            "event_label": "<Page URL>"
          }
        }
      }
    }
  </script>
</amp-analytics>
```



Reader Revenue

analytics.js

Subscription Model with analytics.js

This component will measure specific events to better identify users that successfully subscribed to the site, viewed a subscription marketing message, clicked on a subscription marketing message, viewed a paywall prompt, and clicked on a link from the paywall prompt.

Things to Consider

- If you are already measuring Subscription events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Subscription Model

Conversion

When a user successfully subscribes to the site, an event will be measured to capture the subscription success count.

- Within your codebase create* or locate the code associated with the Subscription Conversion action. For example, this would be the code block that is executed when a user successfully subscribes to subscribers-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
ga('send', 'event', {  
  eventCategory: 'NTG subscription',  
  eventAction: 'submit',  
  eventLabel: 'success',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription Model

Marketing Message Click

When a user clicks on a subscription marketing message (form, anchor, lightbox, toaster etc..) an event will be measured to capture the interaction of click and the article title where the subscription marketing message is clicked.

- Within your codebase create* or locate the code associated with the Subscription Marketing Message Click action. For example, this would be the code block that is executed when a user clicks on a subscription message.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change <article title> to the actual article title respective to where the event is going to fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG subscription',  
  eventAction: 'marketing modal click',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription Model

Marketing Message Impression

When the user views a subscription marketing message (embedded, anchor, lightbox, toaster etc.), an event will be measured to capture the type of subscription marketing message viewed and the article title where the subscription marketing message is viewed.

- Within your codebase create* or locate the code associated with the view of Subscription Marketing Message Impression. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your subscription.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet. .
 - **Assign a number (ex: 1, 2, 3) to each subscription marketing modal (toast, lightbox, form) available on your site, and change the <number> variable to match the respective modal. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG subscription',  
  eventAction: 'marketing modal impression <number>',  
  eventLabel: '<article title>',  
  nonInteraction: true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription Model

Paywall Prompt Click

When a user clicks on the paywall, an event will be measured to capture the interaction of click and the article title where the paywall is clicked.

- Within your codebase create* or locate the code associated with the Paywall Prompt Click action. For example, this would be the code block that allows the user to click some element of the paywall.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG paywall',  
  eventAction: 'click',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription Model

Paywall Prompt Impression

When the user views a paywall prompt impression, an event will be measured to capture the type of paywall impression viewed (i.e. soft paywall or hard paywall) and the article title where the paywall prompt is viewed.

- Within your codebase create* or locate the code associated with the view of Paywall Prompt Impression. For example, this would usually be a Javascript popup or HTML element that would allow users to view the paywall after reaching their article limit.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (ex: 1, 2, 3) to each type of paywall prompt (i.e. soft paywall or hard paywall) available on your site, and change the <number> variable to match the respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG paywall',  
  eventAction: 'paywall modal impression <number>',  
  eventLabel: '<article title>',  
  nonInteraction: true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model with analytics.js

This component will measure specific events to better identify users that successfully paid for membership offer, viewed a membership marketing message, and clicked on a membership marketing message.

Things to Consider

- If you are already measuring Membership events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Membership/Contributions Model

Conversions

When a user successfully pays for a membership offering, an event will be measured to capture the membership success count.

- Within your codebase create* or locate the code associated with the Membership / Contributions Conversions action. For example, this would be the code block that allows the user to subscribe to gain access to members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
ga('send', 'event', {  
  eventCategory: 'NTG membership',  
  eventAction: 'submit',  
  eventLabel: 'success',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Membership/Contributions Model

Marketing Message Click

When a user clicks on a membership marketing message, an event will be measured to capture the interaction of marketing message click and the article title where the marketing message is clicked.

- Within your codebase create* or locate the code associated with the Membership / Contributions Marketing Message Click action. For example, this would be the code block that executes when the user clicks on the membership modal.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG membership',  
  eventAction: 'marketing modal click',  
  eventLabel: '<article title>',  
  nonInteraction: false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model

Marketing Message Impression

When the user views a membership marketing message impression (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of membership marketing message viewed and the article title where the membership marketing message is viewed.

- Within your codebase create* or locate the code associated with where you serve users Membership / Contributions Marketing Message Impressions action. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your membership.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (ex: 1, 2, 3) to each type of membership marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the <number> variable to match the respective message. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
ga('send', 'event', {  
  eventCategory: 'NTG membership',  
  eventAction: 'membership modal impression <number>',  
  eventLabel: '<article title>',  
  nonInteraction: true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.



Affiliation Model with analytics.js

This component will measure specific events to better identify users who viewed and clicked on an affiliate link.

Things to Consider

- If you are already measuring Affiliation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Affiliation Model

Link Click

When a user clicks on an affiliate link, an event will be measured to capture the interaction of click and the affiliate name clicked.

- Within your codebase create* or locate the code associated with the Affiliate Link Click action. For example, this would be the code block that executes when a user clicks on an affiliate link.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change <affiliate name> to the actual affiliate name that the user clicks:**

```
ga('send', 'event', {  
  eventCategory: 'NTG affiliation',  
  eventAction: 'click',  
  eventLabel: '<affiliate name>',  
  nonInteraction: false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Affiliation Model

Link Impression

When the user views an affiliate link, an event will be measured to capture the interaction of impression and the affiliate name viewed.

- Within your codebase create* or locate the code associated with where you serve users Affiliate Link Impressions action. For example, this would usually be a Javascript popup or HTML element that would allow users to view the affiliation.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet. **Change <affiliate name> to the actual affiliate name that the user views:**

```
ga('send', 'event', {  
  eventCategory: 'NTG affiliation',  
  eventAction: 'impression',  
  eventLabel: '<affiliate name>',  
  nonInteraction: true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Adblock with analytics.js

This component will measure specific events to better identify users who have an adblocker and those who have whitelisted the site for ads.

Things to Consider

- If you are already measuring Adblock events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Adblock

Detected

When you detect that a user is blocking ads on your site, an event will be measured to capture an adblock detection.

- Within your codebase create* or locate the code associated with Adblock Detection. For example, this [Javascript-based adblock detector](#) will return 'found' when an adblocker is detected on a page.
- Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
ga('send', 'event', {  
  eventCategory: 'NTG adblock',  
  eventAction: 'detected',  
  eventLabel: '<page url>',  
  nonInteraction: true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Adblock

Whitelisted

When you detect that an adblock user has whitelisted ads on your site (as a result of your messaging strategy or [Funding Choices](#)), an event will be measured to capture an adblock whitelist.

- Within your codebase create* or locate the code associated with the Adblock Detection action. For example, in the <head> of your webpage you may source your own local file named 'ads.js' ('ads.js' specifically is blocked across all modern ad blockers) that sets a variable to true on the window object. If after setting this variable it returns anything other than undefined when referencing it on the webpage, ads are not being blocked on this page.)
- Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
ga('send', 'event', {  
  eventCategory: 'NTG adblock',  
  eventAction: 'whitelisted',  
  eventLabel: '<page url>',  
  nonInteraction: true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Reader Revenue

gtag.js

Subscription Model with gtag.js

This component will measure specific events to better identify users that successfully subscribed to the site, viewed a subscription marketing message, clicked on a subscription marketing message, viewed a paywall prompt, and clicked on a link from the paywall prompt.

Things to Consider

- If you are already measuring Subscription events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Subscription Model

Conversion

When a user successfully subscribes to the site, an event will be measured to capture the subscription success count.

- Within your codebase create* or locate the code associated with the Subscription Conversion action. For example, this would be the code block that is executed when a user successfully subscribes to subscribers-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
gtag('event', 'submit', {  
  'event_category': 'NTG subscription',  
  'event_label': 'success',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription Model

Marketing Message Click

When a user clicks on a subscription marketing message (form, anchor, lightbox, toaster etc..) an event will be measured to capture the interaction of click and the article title where the subscription marketing message is clicked.

- Within your codebase create* or locate the code associated with the Subscription Marketing Message Click action. For example, this would be the code block that is executed when a user clicks on a subscription message.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change <article title> to the actual article title respective to where the event is going to fired:**

```
gtag('event', 'marketing modal click', {  
  'event_category': 'NTG subscription',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription Model

Marketing Message Impression

When the user views a subscription marketing message (embedded, anchor, lightbox, toaster etc.), an event will be measured to capture the type of subscription marketing message viewed and the article title where the subscription marketing message is viewed.

- Within your codebase create* or locate the code associated with the view of Subscription Marketing Message Impression. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your subscription.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (ex: 1, 2, 3) to each subscription marketing modal (toast, lightbox, form) available on your site, and change the <number> variable to match the respective modal. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','marketing modal impression <number>', {  
  'event_category': 'NTG subscription',  
  'event_label': '<article title>',  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription Model

Paywall Prompt Click

When a user clicks on the paywall, an event will be measured to capture the interaction of click and the article title where the paywall is clicked.

- Within your codebase create* or locate the code associated with the Paywall Prompt Click action. For example, this would be the code block that allows the user to click some element of the paywall.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'click', {  
  'event_category': 'NTG paywall',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription Model

Paywall Prompt Impression

When the user views a paywall prompt impression, an event will be measured to capture the type of paywall impression viewed (i.e. soft paywall or hard paywall) and the article title where the paywall prompt is viewed.

- Within your codebase create* or locate the code associated with the view of Paywall Prompt Impression. For example, this would usually be a Javascript popup or HTML element that would allow users to view the paywall after reaching their article limit.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (ex: 1, 2, 3) to each type of paywall prompt (i.e. soft paywall or hard paywall) available on your site, and change the <number> variable to match the respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','paywall modal impression <number>', {  
  'event_category': 'NTG paywall',  
  'event_label': '<article title>',  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model with gtag.js

This component will measure specific events to better identify users that successfully paid for membership offer, viewed a membership marketing message, and clicked on a membership marketing message.

Things to Consider

- If you are already measuring Membership events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Membership/Contributions Model

Conversions

When a user successfully pays for a membership offering, an event will be measured to capture the membership success count.

- Within your codebase create* or locate the code associated with the Membership / Contributions Conversions action. For example, this would be the code block that allows the user to subscribe to gain access to members-only content and features.
- Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
gtag('event', 'submit', {  
  'event_category': 'NTG membership',  
  'event_label': 'success',  
  'non_interaction' : false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Membership/Contributions Model

Marketing Message Click

When a user clicks on a membership marketing message, an event will be measured to capture the interaction of marketing message click and the article title where the marketing message is clicked.

- Within your codebase create* or locate the code associated with the Membership / Contributions Marketing Message Click action. For example, this would be the code block that executes when the user clicks on the membership modal.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event', 'marketing modal click', {  
  'event_category': 'NTG membership',  
  'event_label': '<article title>',  
  'non_interaction': false  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model

Marketing Message Impression

When the user views a membership marketing message impression (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of membership marketing message viewed and the article title where the membership marketing message is viewed.

- Within your codebase create* or locate the code associated with where you serve users Membership / Contributions Marketing Message Impressions. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your membership.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Assign a number (ex: 1, 2, 3) to each type of membership marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the <number> variable to match the respective message. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
gtag('event','membership modal impression <number>', {  
  'event_category': 'NTG membership',  
  'event_label': '<article title>',  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Affiliation Model with gtag.js

This component will measure specific events to better identify users who viewed and clicked on an affiliate link.

Things to Consider

- If you are already measuring Affiliation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Affiliation Model

Link Click

When a user clicks on an affiliate link, an event will be measured to capture the interaction of click and the affiliate name clicked.

- Within your codebase create* or locate the code associated with the Affiliate Link Click action. For example, this would be the code block that executes when a user clicks on an affiliate link.
- Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change <affiliate name> to the actual affiliate name that the user clicks:**

```
gtag('event', 'click', {  
  'event_category': 'NTG affiliation',  
  'event_label': '<affiliate name>',  
  'non_interaction': false  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Affiliation Model

Link Impression

When the user views an affiliate link, an event will be measured to capture the interaction of impression and the affiliate name viewed.

- Within your codebase create* or locate the code associated with where you serve users Affiliate Link Impressions. For example, this would usually be a Javascript popup or HTML element that would allow users to view the affiliation.
- In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - **Change <affiliate name> to the actual affiliate name that the user views:**

```
gtag('event','impression', {  
  'event_category': 'NTG affiliation',  
  'event_label': '<affiliate name>',  
  'non_interaction' : true  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Adblock with gtag.js

This component will measure specific events to better identify users who have an adblocker and those who have whitelisted the site for ads.

Things to Consider

- If you are already measuring Adblock events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Adblock Detected

Detected

When you detect that a user is blocking ads on your site, an event will be measured to capture an adblock detection.

- Within your codebase create* or locate the code associated with Adblock Detection. For example, this [Javascript-based adblock detector](#) will return 'found' when an adblocker is detected on a page.
- Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
gtag('event', 'detected', {  
  'event_category': 'NTG adblock',  
  'event_label': '<page url>',  
  'non_interaction' : true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Adblock Detected

Whitelisted

When you detect that an adblock user has whitelisted ads on your site (as a result of your messaging strategy or [Funding Choices](#)), an event will be measured to capture an adblock whitelist.

- Within your codebase create* or locate the code associated with the Adblock Detection action. For example, in the <head> of your webpage you may source your own local file named 'ads.js' ('ads.js' specifically is blocked across all modern ad blockers) that sets a variable to true on the window object. If after setting this variable it returns anything other than undefined when referencing it on the webpage, ads are not being blocked on this page.)
- Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
gtag('event', 'whitelisted', {  
  'event_category': 'NTG adblock',  
  'event_label': '<page url>',  
  'non_interaction' : true  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Reader Revenue

GTM

Subscription Model with GTM

This component will measure specific events to better identify users that successfully subscribed to the site, viewed a subscription marketing message, clicked on a subscription marketing message, viewed a paywall prompt, and clicked on a link from the paywall prompt.

Things to Consider

- If you are already measuring Subscription events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Subscription Conversion

When a user successfully subscribes to the site, an event will be measured to capture the subscription success count.

- In Google Tag Manager you will need to create an associated trigger and tag for the Subscription Conversion event. Setup your trigger and tag in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: subscription-submit

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG subscription

Action: submit

Label: success

Non-interaction: False

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Subscription Conversion action. For example, this would be the code block that is executed when a user successfully subscribes to subscribers-only content and features.
 - Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'subscription-submit'  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription

Marketing Message Click

When a user clicks on a subscription marketing message (form, anchor, lightbox, toaster etc..) an event will be measured to capture the interaction of click and the article title where the subscription marketing message is clicked.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Marketing Message Click event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger and tag in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: marketing-modal-click  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG subscription  
Action: marketing modal click  
Label: <article title>  
Non-interaction: False  
Variable 1  
Type: Data Layer Variable  
Data Layer Variable Name: article_title
```

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Marketing Message Click action. For example, this would be the code block that is executed when a user clicks on a subscription modal.
 - Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal. Change the <article title> variable to the actual article title present where the measuring event is fired:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'marketing-modal-click',  
  'article_title': '<article-title>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription

Marketing Message Impression

When the user views a subscription marketing message (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of subscription marketing message viewed and the article title where the subscription marketing message is viewed.

- In Google Tag Manager you will need to create an associated trigger, tag, and variables for the Subscription Marketing Message Impression event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variables in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: marketing-modal-impression

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG subscription

Action: marketing modal impression

{{marketing_modal_number}}

Label: {{article_title}}

Non-interaction: True

Variable 1

Type: Data Layer Variable

Data Layer Variable Name:

marketing_modal_number

Variable 2

Type: Data Layer Variable

Data Layer Variable Name: article_title

- After establishing your associated GTM trigger, tag, and variables, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the view of Subscription Marketing Message Impression. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your subscription.
 - In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - Assign a number (ex: 1, 2, 3) to each type of subscription marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the <number> variable to match the respective message. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'marketing-modal-impression',
  'marketing_modal_number': '<number>',
  'article_title': '<article title>'
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription

Paywall Prompt Click

When a user clicks on the paywall, an event will be measured to capture the interaction of click and the article title where the paywall is clicked.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Paywall Prompt Click event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger and tag in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: paywall-click  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG paywall  
Action: click  
Label: <article title>  
Non-interaction: False  
Variable 1  
Type: Data Layer Variable  
Data Layer Variable Name: article_title
```

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Paywall Prompt Click event. For example, this would be the code block that allows the user to click some element of the paywall.
 - Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event' : 'paywall-click',  
  'article_title' : '<article-title>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Subscription

Paywall Prompt Impression

When the user views a paywall prompt impression, an event will be measured to capture the type of paywall impression viewed (i.e. soft paywall or hard paywall) and the article title where the paywall prompt is viewed.

- In Google Tag Manager you will need to create an associated trigger, tag, and variables for the Paywall Prompt Impressions event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variables in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: paywall-impression

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: paywall

Action: paywall modal impression

{{paywall_modal_number}}

Label: {{article_title}}

Non-interaction: True

Variable 1

Type: Data Layer Variable

Data Layer Variable Name:

paywall_modal_number

Variable 2

Type: Data Layer Variable

Data Layer Variable Name: article_title

- After establishing your associated GTM trigger, tag, and variables, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the view of Paywall Prompt Impressions. For example, this would usually be a Javascript popup or HTML element that would allow users to view the paywall after reaching their article limit.
 - In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - Assign a number (ex: 1, 2, 3) to each type of paywall prompt (i.e. soft paywall or hard paywall) available on your site, and change the <number> variable to match the respective prompt. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'paywall-modal-impression',
  'paywall_modal_number': '<number>',
  'article_title': '<article title>'
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model with GTM

This component will measure specific events to better identify users that successfully paid for membership offer, viewed a membership marketing message, and clicked on a membership marketing message.

Things to Consider

- If you are already measuring Membership events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.

Membership/Contributions Model

Conversion

When a user successfully pays for a membership offering, an event will be measured to capture the membership success count.

- In Google Tag Manager you will need to create an associated trigger and tag for the Membership / Contributions Conversions event. Setup your trigger and tag in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: membership-submit

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG membership

Action: submit

Label: success

Non-interaction: False

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Membership / Contributions Conversions action. For example, this would be the code block that allows the user to subscribe to gain access to members-only content and features.
 - Add the following Javascript code snippet just after the point of validating that the user has successfully subscribed:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'membership-submit'  
});
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Membership/Contributions Model

Marketing Message Click

When a user clicks on a membership marketing message, an event will be measured to capture the interaction of marketing message click and the article title where the marketing message is clicked.

- In Google Tag Manager you will need to create an associated trigger, tag, and variable for the Membership / Contributions Marketing Message Click event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger and tag in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: marketing-modal-click  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG membership  
Action: marketing modal click  
Label: <article title>  
Non-interaction: False  
Variable 1  
Type: Data Layer Variable  
Data Layer Variable Name: article_title
```

- After establishing your associated GTM trigger, tag, and variable, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Membership / Contributions Marketing Message Click action. For example, this would be the code block that executes when the user clicks on the membership modal.
 - Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal. **Change the <article title> variable to the actual article title present where the measuring event is fired:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'marketing-modal-click',  
  'article_title': '<article-title>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Membership/Contributions Model

Marketing Message Impression

When the user views a membership marketing message impression (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of membership marketing message viewed and the article title where the membership marketing message is viewed.

- In Google Tag Manager you will need to create an associated trigger, tag, and variables for the Membership / Contributions Marketing Message Impressions event. If you have already created the GTM variable for "article_title", you do not need to do so again. Setup your trigger, tag, and variables in GTM with the following attributes:

Trigger:

Type: Custom Event

Event Name: marketing-modal-impression

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG membership

Action: membership modal impression

{{membership_modal_number}}

Label: {{article_title}}

Non-interaction: True

Variable 1

Type: Data Layer Variable

Data Layer Variable Name:

membership_modal_number

Variable 2

Type: Data Layer Variable

Data Layer Variable Name: article_title

- After establishing your associated GTM trigger, tag, and variables, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with where you serve users Membership / Contributions Marketing Message Impressions. For example, this would usually be a Javascript popup or HTML element that would allow users to signup for your membership.
 - In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet.
 - Assign a number (ex: 1, 2, 3) to each type of membership marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the <number> variable to match the respective message. Change the <article title> variable to the actual article title present where the measuring event is fired:**

```

window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  'event': 'marketing-modal-impression',
  'membership_modal_number': '<number>',
  'article_title': '<article title>'
});

```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Affiliation Model with GTM

This component will measure specific events to better identify users who viewed and clicked on an affiliate link.

Things to Consider

- If you are already measuring Affiliation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Affiliation Model

Link Click

When a user clicks on an affiliate link, an event will be measured to capture the interaction of click and the affiliate name clicked.

- In Google Tag Manager you will need to create an associated trigger and tag for the Affiliate Link Click event. If you have already created the GTM variable for "affiliate_name", you do not need to do so again. Setup your trigger and tag in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: affiliate-link-click  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG affiliation  
Action: click  
Label: {{affiliate_name}}  
Non-interaction: False  
Variable 1  
Type: Data Layer Variable  
Data Layer Variable Name: affiliate_name
```

- Within your codebase create* or locate the code associated with the Affiliate Link Click action. For example, this would be the code block that executes when a user clicks on an affiliate link.
 - Add the following Javascript code snippet just after the point of validating that the user has clicked on the modal.
 - **Change <affiliate name> to the actual affiliate name that the user clicks:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event' : 'affiliate-link-click',  
  'article_title' : '<affiliate name>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Affiliation Model

Link Impression

When the user views an affiliate link, an event will be measured to capture the interaction of impression and the affiliate name viewed.

- In Google Tag Manager you will need to create an associated trigger, tag, and variables for the Affiliate Link Impressions event. If you have already created the GTM variable for "affiliate_name", you do not need to do so again. Setup your trigger, tag, and variables in GTM with the following attributes:

```
Trigger:  
Type: Custom Event  
Event Name: affiliate-link-impression  
Tag:  
Tag Type: Google Analytics: Universal Analytics  
Track Type: Event  
Category: NTG affiliation  
Action: impression  
Label: {{affiliate_title}}  
Non-interaction: True  
Variable 1  
Type: Data Layer Variable  
Data Layer Variable Name: affiliate_title
```

- After establishing your associated GTM trigger, tag, and variables, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with where you serve users Affiliate Link Impressions. For example, this would usually be a Javascript popup or HTML element that would allow users to view the affiliation.
 - In the code block that initiates this popup or within an event listener that activates upon the HTML element becoming visible, add the following Javascript code snippet. **Change <affiliate name> to the actual affiliate name that the user views:**

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'affiliate-link-impression',  
  'affiliate_title': '<affiliate name>'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Adblock with GTM

This component will measure specific events to better identify users who have an adblocker and those who have whitelisted the site for ads.

Things to Consider

- If you are already measuring Adblock events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.



Adblock

Detected

When you detect that a user is blocking ads on your site, an event will be measured to capture an adblock detection.

- In Google Tag Manager you will need to create an associated trigger and tag for the Adblock Detection event. Setup your trigger, tag, and variable in GTM with the following attributes.

Trigger:

Type: Custom Event

Event Name: adblock-detected

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG adblock

Action: detected

Label: Page URL

Non-interaction: True

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with Adblock Detection. For example, this [Javascript-based adblock detector](#) will return 'found' when an adblocker is detected on a page.
 - Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'adblock-detected'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Adblock

Whitelisted

When you detect that an adblock user has whitelisted ads on your site (as a result of your messaging strategy or [Funding Choices](#)), an event will be measured to capture an adblock whitelist.

- In Google Tag Manager you will need to create an associated trigger and tag for the Adblock Detection event. Setup your trigger, tag, and variable in GTM with the following attributes.

Trigger:

Type: Custom Event

Event Name: adblock-detected

Tag:

Tag Type: Google Analytics: Universal Analytics

Track Type: Event

Category: NTG adblock

Action: whitelisted

Label: Page URL

Non-interaction: True

- After establishing your associated GTM trigger and tag, add the code below to your codebase to align with GNI reporting standards and get deeper insights into your user engagement.
 - Within your codebase create* or locate the code associated with the Adblock Whitelisted action. For example, in the <head> of your webpage you may source your own local file named 'ads.js' ('ads.js' specifically is blocked across all modern ad blockers) that sets a variable to true on the window object. If after setting this variable it returns anything other than undefined when referencing it on the webpage, ads are not being blocked on this page.)
 - a. Add the following Javascript code snippet to the code block that checks to see if an adblock is setup:

```
window.dataLayer = window.dataLayer || [];  
window.dataLayer.push({  
  'event': 'adblock-whitelisted'  
});
```

*A code snippet must be set up to reflect the action mentioned above to configure the measuring event.

Reader Revenue

AMP

Subscription Model with AMP

This component will measure specific events to better identify users that successfully subscribed to the site, viewed a subscription marketing message, clicked on a subscription marketing message, viewed a paywall prompt, and clicked on a link from the paywall prompt.

Things to Consider

- If you are already measuring Subscription events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for `<amp-form>` elements only. Confirm that your Subscription events HTML form is setup as an `<amp-form>`.
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a `<div>` that nests an `<amp-img>`.



Subscription

Conversion

When a user successfully subscribes to the site, an event will be measured to capture the subscription success count.

- Add the following code above the <amp-form> to measure successful Subscription Conversion.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-form-id> variable to the CSS id selector to your <amp-form> element.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
    {
      "vars": {
        "gtag_id": "<GA_Measurement_ID>",
        "config": {
          "<GA_Measurement_ID>": { "groups": "default" }
        }
      },
      "extraUrlParams": {
        "ni": 0
      },
      "triggers": {
        "subscriptionSuccess": {
          "selector": "#<amp-form-id>",
          "on": "amp-form-submit-success",
          "vars": {
            "event_category": "NTG subscription",
            "event_name": "submit",
            "event_label": "success"
          }
        }
      }
    }
  </script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription

Marketing Message Click

When a user clicks on a subscription marketing message (form, anchor, lightbox, toaster etc..) an event will be measured to capture the interaction of click and the article title where the subscription marketing message is clicked.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure subscription marketing clicks.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your HTML subscription marketing element on the page. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars": {
    "gtag_id": "<GA_Measurement_ID>",
    "config": {
      "<GA_Measurement_ID>": { "groups": "default" }
    }
  },
  "extraUrlParams": {
    "ni": 0
  },
  "triggers": {
    "subscriptionClick": {
      "selector": "#<amp-element-id>",
      "on": "click",
      "vars": {
        "event_category": "NTG subscription",
        "event_name": "marketing modal click",
        "event_label": "<article title>"
      }
    }
  }
}
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Subscription

Marketing Message Impression

When the user views a subscription marketing message (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of subscription marketing message viewed and the article title where the subscription marketing message is viewed.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure subscription marketing impressions.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your AMP HTML subscription marketing element on the page. Assign a number (ex: 1, 2, 3) to each type of subscription marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the <number> variable to match the respective message. Change the <article title> variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "subscriptionImpression": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG subscription",
          "event_name": "marketing modal impression <number>",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Subscription

Paywall Prompt Click

When a user clicks on the paywall, an event will be measured to capture the interaction of click and the article title where the paywall is clicked.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure paywall clicks.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your HTML paywall element on the page. Change the <article title> variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "paywallClick": {
        "selector": "#<amp-element-id>",
        "on": "click",
        "vars": {
          "event_category": "NTG paywall",
          "event_name": "click",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Subscription

Paywall Prompt Impression

When the user views a paywall prompt impression, an event will be measured to capture the type of paywall impression viewed (i.e. soft paywall or hard paywall) and the article title where the paywall prompt is viewed.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure paywall impressions.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your AMP HTML paywall element on the page. Assign a number (ex: 1, 2, 3) to each type of paywall prompt (i.e. soft paywall or hard paywall) available on your site, and change the `<number>` variable to match the respective prompt. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "paywallImpression": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG paywall",
          "event_name": "paywall modal impression <number>",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Membership/Contributions Model with AMP

This component will measure specific events to better identify users that successfully paid for membership offer, viewed a membership marketing message, and clicked on a membership marketing message.

Things to Consider

- If you are already measuring Membership events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics as seen here, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- AMP analytics supports form submission measuring for [<amp-form>](#) elements only. Confirm that your Membership events HTML form is setup as an [<amp-form>](#).
- AMP analytics supports [UI element appearance measuring](#) for HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a [<div>](#) that nests an [<amp-img>](#).

Membership/Contributions Model

Conversion

When a user successfully pays for a membership offering, an event will be measured to capture the membership success count.

- Add the following code above the <amp-form> to measure successful Membership / Contributions Conversions.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-form-id> variable to the CSS id selector to your <amp-form> element.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "membershipSuccess": {
        "selector": "#<amp-form-id>",
        "on": "amp-form-submit-success",
        "vars": {
          "event_category": "NTG membership",
          "event_name": "submit",
          "event_label": "success"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Membership/Contributions Model

Marketing Message Click

When a user clicks on a membership marketing message, an event will be measured to capture the interaction of marketing message click and the article title where the marketing message is clicked.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure membership marketing link clicks.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your HTML membership marketing element on the page. Change the <article title> variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "membershipClick": {
        "selector": "#<amp-element-id>",
        "on": "click",
        "vars": {
          "event_category": "NTG membership",
          "event_name": "marketing modal click",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Membership/Contributions Model

Marketing Message Impression

When the user views a membership marketing message impression (embedded, anchor, lightbox, toaster etc..), an event will be measured to capture the type of membership marketing message viewed and the article title where the membership marketing message is viewed.

- Add the following code as close as possible to the closing `</body>` tag of the HTML page to measure affiliate link impressions.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your AMP HTML marketing element on the page. Assign a number (ex: 1, 2, 3) to each type of membership marketing message (embedded, anchor, lightbox, toaster etc..) available on your site, and change the `<number>` variable to match the respective message. Change the `<article title>` variable to the actual article title present where the measuring event is fired.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "membershipImpression": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG membership",
          "event_name": "membership modal impression <number>",
          "event_label": "<article title>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Affiliation Model with AMP

This component will measure specific events to better identify users who viewed and clicked on an affiliate link.

Things to Consider

- If you are already measuring Affiliation events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics as seen here, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- HTML-based [AMP extended elements](#) only. Confirm that your Impression Events HTML element is setup as an AMP element or nests an AMP element, such as a <div> that nests an [<amp-img>](#).



Affiliation Model

Link Click

When a user clicks on an affiliate link, an event will be measured to capture the interaction of click and the affiliate name clicked.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure affiliate link clicks.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your HTML affiliate element on the page. Change the <affiliate name> variable to the name of the affiliate the impression links to.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "affiliateClick": {
        "selector": "#<amp-element-id>",
        "on": "click",
        "vars": {
          "event_category": "NTG affiliation",
          "event_name": "click",
          "event_label": "<affiliate name>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*

Affiliation Model

Link Impression

When the user views an affiliate link, an event will be measured to capture the interaction of impression and the affiliate name viewed.

- Add the following code as close as possible to the closing </body> tag of the HTML page to measure affiliate link impressions.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your AMP HTML affiliate element on the page. Change the <affiliate name> variable to the name of the affiliate the impression links to.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 1
    },
    "triggers": {
      "affiliateImpression": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG affiliation",
          "event_name": "impression",
          "event_label": "<affiliate name>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Adblock with AMP

This component will measure specific events to better identify users who have an adblocker and those who have whitelisted the site for ads.

Things to Consider

- If you are already measuring Adblock events, edit the category, action, and label to match our taxonomy in order to unlock further insights from other GNI data tools.
- Before implementing AMP analytics, confirm that your current usage is aligned with [Google's AMP platform standards](#).
- Because AMP analytics has a limited number of events that can be measured, we must use one of the available events in a creative way.
- We recommend using the visibility event, either attaching your tag's trigger to an AMP UI element that is dynamically written to your document upon detection.



Adblock Detected

When you detect that a user is blocking ads on your site, an event will be measured to capture an adblock detection.

- Add a code block within the validating flow of your adblock detection function that will write an AMP HTML element to the web page, for example use `document.write()` to add an [<amp-img>](#) that sources a blank 1x1 image. The below code would then recognize the visibility of this newly written element on the page, firing the tag.
- **Change the <GA_Measurement_ID> to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the <amp-element-id> variable to the CSS id selector for your AMP HTML element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "adblockDetected": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG adblock",
          "event_name": "detected",
          "event_label": "<Page URL>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*



Adblock

Whitelisted

When you detect that an adblock user has whitelisted ads on your site (as a result of your messaging strategy or [Funding Choices](#)), an event will be measured to capture an adblock whitelist.

- Add a code block within the validating flow of your adblock whitelisted function that will write an AMP HTML element to the web page, for example use `document.write()` to add an `<amp-img>` that sources a blank 1x1 image. The below code would then recognize the visibility of this newly written element on the page, firing the tag.
- **Change the `<GA_Measurement_ID>` to the Google Analytics web property ID where you're sending hits (ex: "UA-12345-1"). Change the `<amp-element-id>` variable to the CSS id selector for your AMP HTML element on the page.**

```
<amp-analytics type="gtag" data-credentials="include">
  <script type="application/json">
  {
    "vars": {
      "gtag_id": "<GA_Measurement_ID>",
      "config": {
        "<GA_Measurement_ID>": { "groups": "default" }
      }
    },
    "extraUrlParams": {
      "ni": 0
    },
    "triggers": {
      "adblockDetected": {
        "selector": "#<amp-element-id>",
        "on": "visible",
        "vars": {
          "event_category": "NTG adblock",
          "event_name": "whitelisted",
          "event_label": "<Page URL>"
        }
      }
    }
  }
</script>
</amp-analytics>
```

**A code snippet must be set up to reflect the action mentioned above to configure the measuring event.*





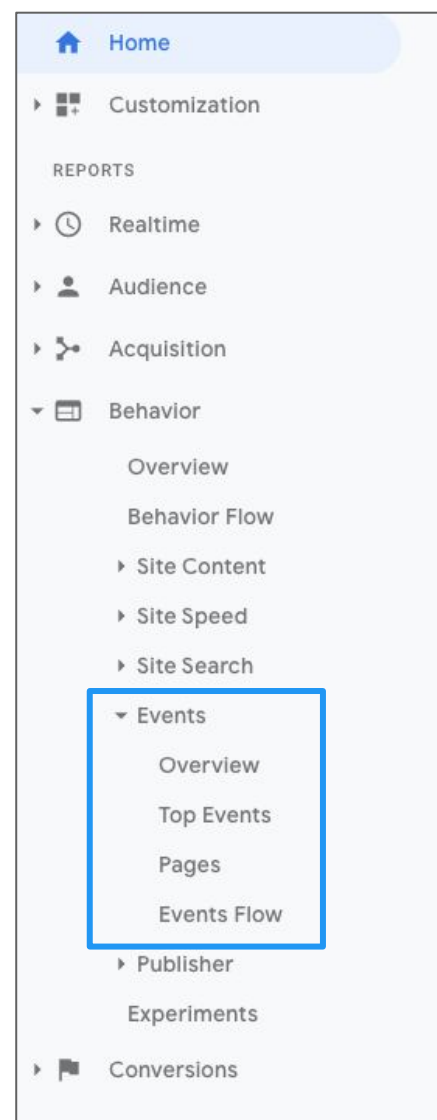
Google Analytics Reports

Where is this new data in Google Analytics?

Events Measuring Reports

Google Analytics provides four built in Events Measuring Reports nested until Behavior Reports. These reports include:

- **Overview** - shows the high level metrics of your events
- **Top Events** - gives you the ability to analyze the event category, event action, and event label of every event implemented on your site. These reports come with the ability to add a secondary dimension to do even more complex analysis with the events data
- **Pages** - shows you where events are triggering on your site
- **Events Flow** - visualizes the order that events are triggered by users on your site. This report can help you uncover popular events and the paths that users take from one event to the next



Things to Consider

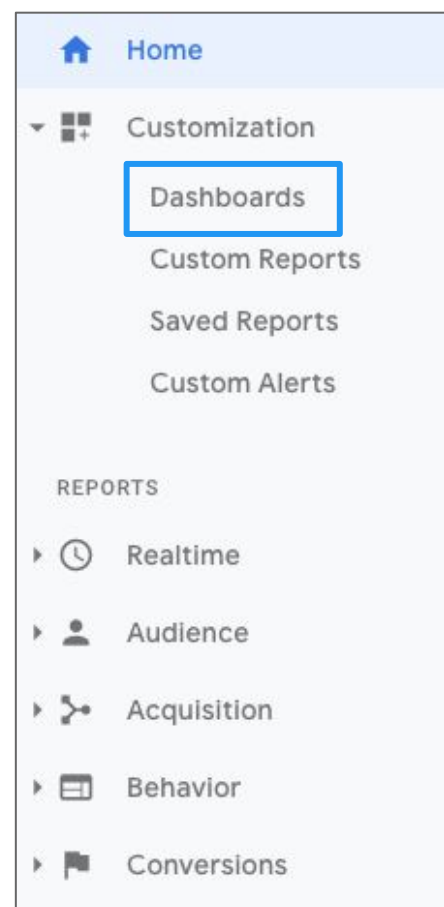
- If a high completion of content event (i.e. events that include content names such as article title video title), then you should consider adding more subscription opportunities on similar content.
- If you see "undefined" in your Event Measuring Reports, please double check your events implementation to ensure that all event categories, actions, and labels are configured according the News Tagging Guide.
 - "undefined" is present when no data is presented in the event data model. This will cause reporting and analysis to become less relevant and actionable.



Where is this new data in Google Analytics?

Dashboards

- [Dashboards](#) lets you configure your own dashboard. You decide what dimensions and metrics are included in each widget to quickly analyze what is the most important.
- NTG has created an [Event Measuring Overview Dashboard](#) that will let you quickly assess the validity of your newly implemented events.
- Accessing the [Event Measuring Overview Dashboard](#) is as easy as clicking the hyperlink link above and selecting the Google Analytics view associated with the Google Analytics UA-ID used to implement your NTG events.



Things to Consider

- If your events are populating invalid values (i.e. more events than hits or vice versa), please double check your events implementation to ensure that all event categories, actions, and labels are configured according the News Tagging Guide.
- Private Dashboards are only available to the Google Analytics user that created them. There are multiple methods available to share a dashboard configuration:
 - [Share Dashboards with the current view](#)
 - [Share Dashboard templates with other views and accounts](#)
 - [Share Dashboards in the Solutions Gallery](#)
 - [Send Dashboards via email](#)
 - [Export Dashboards to PDF](#)





Google Analytics Goals

User Engagement Goals

Google Analytics Goals are used to measure how often users are reaching the site's target objective.

This set of goals will help measure business key performance indicators of newsletter signups, logins, site registrations, push notification subscription, and additions to homescreen.

Things to Consider

- Google Analytics only provides 20 goal slots per view
- Goals are incremented once per session
- They are useful for calculating conversion rates to evaluate the quality of traffic on the site
- Goals are also vital for assessing the effectiveness of your traffic sources and ad campaigns with attribution modeling
- Ensure that your goals are measuring correctly by configuring all event categories, actions, and labels according the News Tagging Guide.



Newsletter Signup

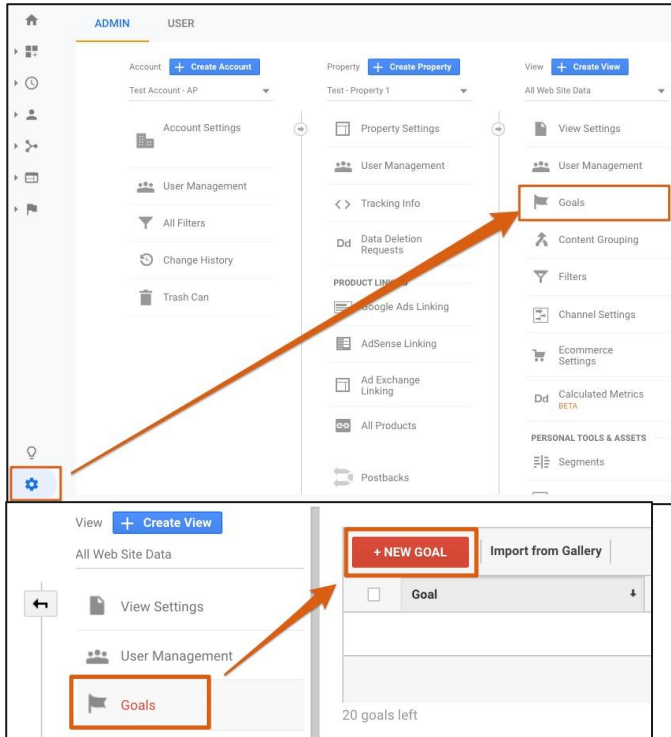
This goal will help to measure the target objective of successful newsletter signups on the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Newsletter Signup
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG user
 - b. Action: newsletter signup
 - c. Label: success
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

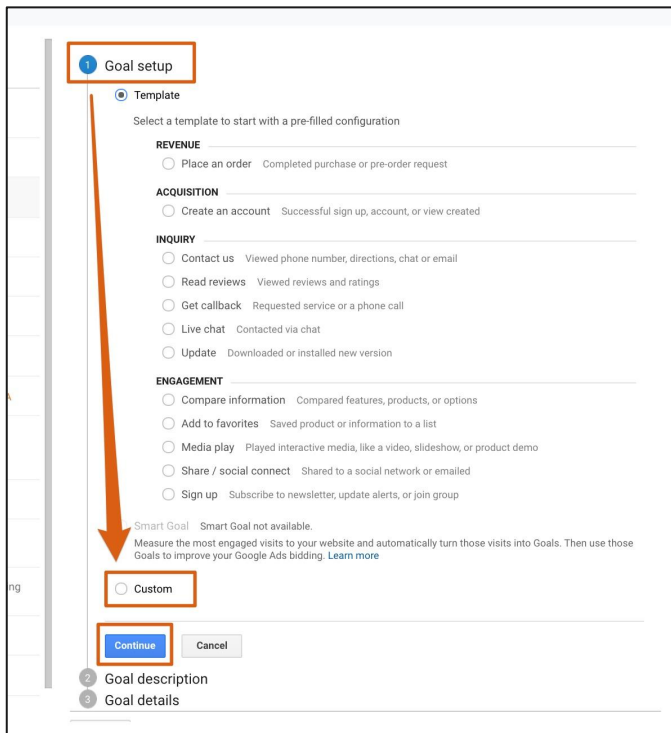
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Newsletter Signup

Step 1:



Step 2:



Newsletter Signup

Step 3:

Goal setup Edit
Custom

2 Goal description

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Goal details Edit

Step 4:

Goal setup Edit
Custom

Goal description Edit
Name: *GA Goal - Newsletter Signup*
Goal type: *Event*

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	<input type="text" value="Equals to"/>	<input type="text" value="NTG user"/>
Action	<input type="text" value="Equals to"/>	<input type="text" value="newsletter signup"/>
Label	<input type="text" value="Equals to"/>	<input type="text" value="success"/>
Value	<input type="text" value="Greater than"/>	<input type="text" value="Value"/>

Use the Event value as the Goal Value for the conversion

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Login

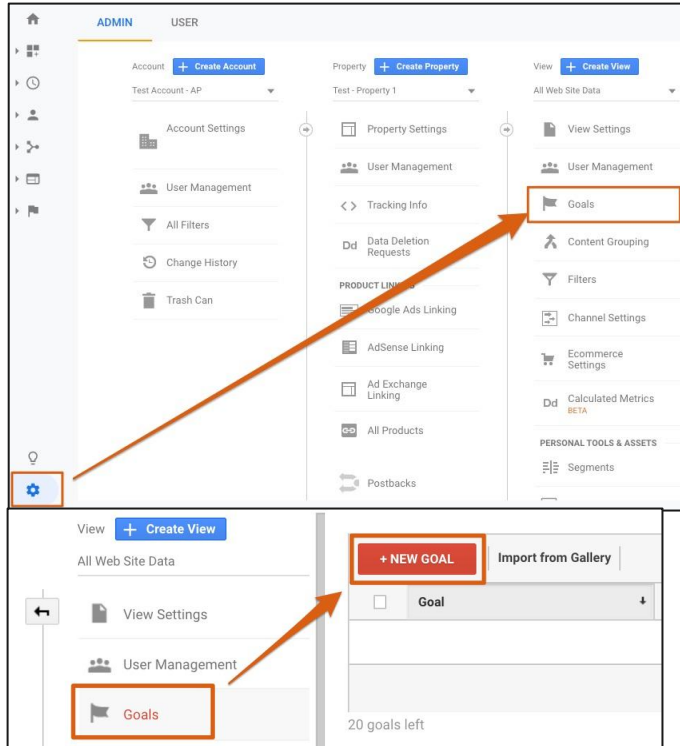
This goal will help to measure the target objective of successful logins on to the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Login
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG account
 - b. Action: login
 - c. Label: success
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

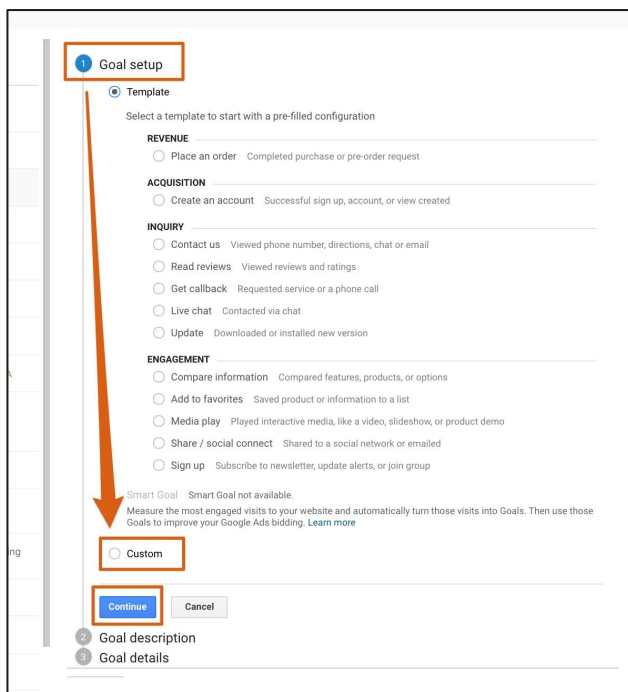
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Login

Step 1:



Step 2:



Login

Step 3:

Goal setup Edit
Custom

2 Goal description

Name
GA Goal - Login

Goal slot ID
Goal Id 1 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue **Cancel**

3 Goal details
Cancel

Step 4:

Goal setup Edit
Custom

Goal description Edit
Name: GA Goal - Login
Goal type: Event

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	NTG account
Action	Equals to	login
Label	Equals to	success
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion
 YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Site Registration

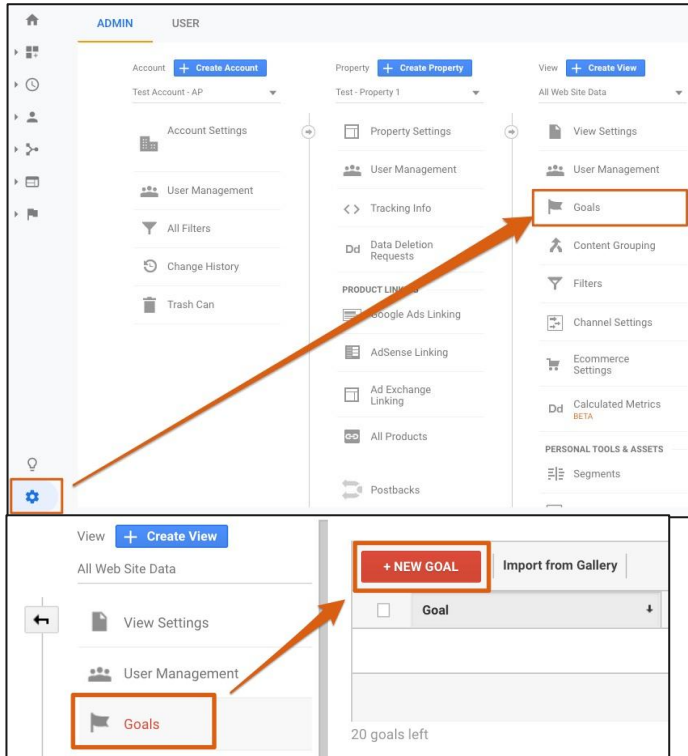
This goal will help to measure the target objective of successful registration on the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Registration
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG account
 - b. Action: registration
 - c. Label: success
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

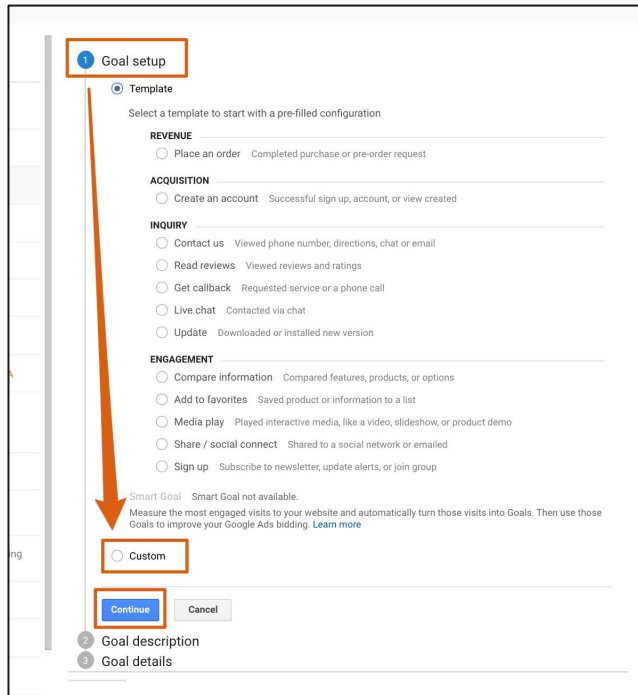
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Site Registration

Step 1:



Step 2:



Site Registration

Step 3:

✔ **Goal setup** Edit
Custom

2 **Goal description**

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 **Goal details**

Step 4:

✔ **Goal setup** Edit
Custom

✔ **Goal description** Edit
Name: GA Goal - Registration
Goal type: Event

3 **Goal details**

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▾	NTG account
Action	Equals to ▾	registration
Label	Equals to ▾	success
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Push Notification Subscription

This goal will help to measure the target objective of clicks on push notifications on the site.

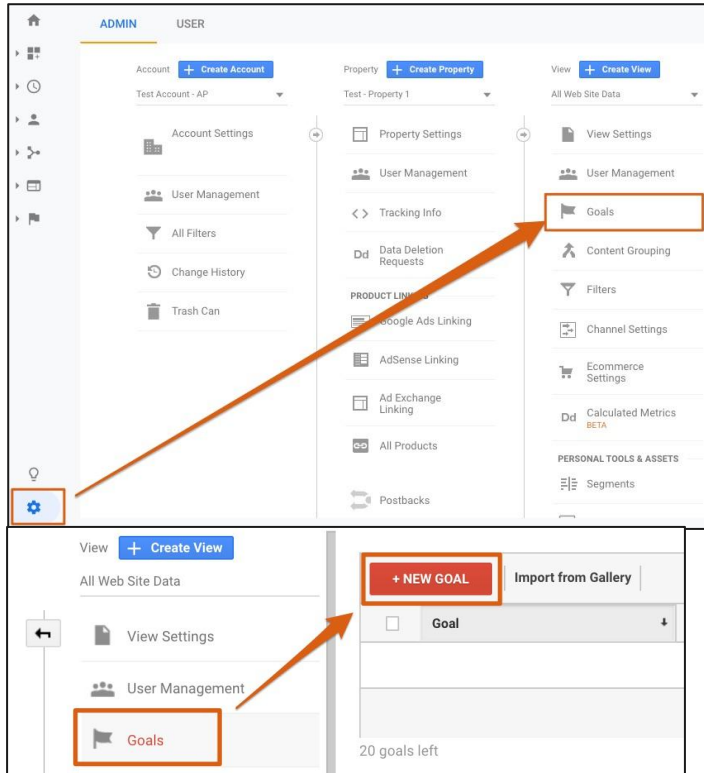
1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Push Notification Click
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG push notification
 - b. Action: click
 - c. Label: ***Leave blank to measure all push notification clicks**
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

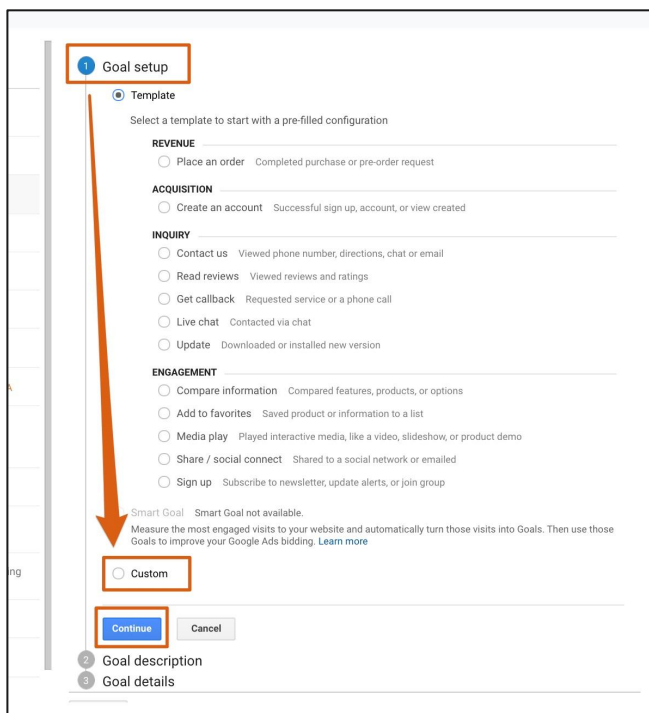


Push Notification Subscription

Step 1:



Step 2:



Push Notification Subscription

Step 3:

Goal setup Edit

Custom

2 Goal description

Name

GA Goal - Push Notification Click

Goal slot ID

Goal Id 1 / Goal Set 1

Type

Destination ex: thanks.html
 Duration ex: 5 minutes or more
 Pages/Screens per session ex: 3 pages
 Event ex: played a video
 Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue **Cancel**

3 Goal details

Step 4:

Goal setup Edit

Custom

Goal description Edit

Name: GA Goal - Push Notification Click
Goal type: Event

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	NTG push notification
Action	Equals to	click
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Add to Homescreen

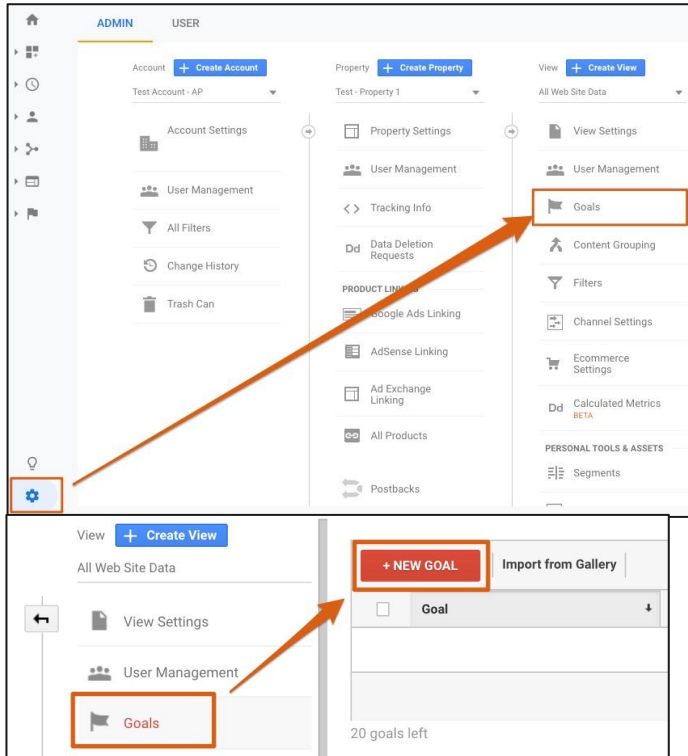
This goal will help to measure the target objective of additions of Progressive Web Apps on to the homescreen from the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL.
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Add to Homescreen
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG user
 - b. Action: add to homescreen
 - c. Label: ***Leave blank to measure all adds to homescreen**
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

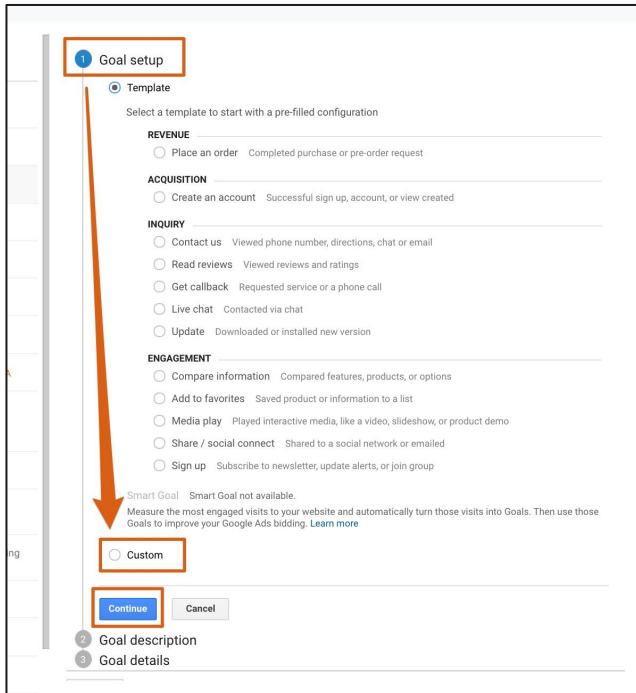
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Add to Homescreen

Step 1:



Step 2:



Add to Homescreen

Step 3:

Goal setup [Edit](#)
Custom

2 Goal description

Name

Goal slot ID

Type

Destination ex: thanks.html
 Duration ex: 5 minutes or more
 Pages/Screens per session ex: 3 pages
 Event ex: played a video
 Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 Goal details

Step 4:

Goal setup [Edit](#)
Custom

Goal description [Edit](#)
Name: GA Goal - Add to Homescreen
Goal type: Event

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	<input type="text" value="Equals to"/>	<input type="text" value="NTG user"/>
Action	<input type="text" value="Equals to"/>	<input type="text" value="add to homescreen"/>
Label	<input type="text" value="Equals to"/>	<input type="text" value="Label"/>
Value	<input type="text" value="Greater than"/>	<input type="text" value="Value"/>

Use the Event value as the Goal Value for the conversion

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Reader Revenue Goals

This set of goals will help measure business key performance indicators of subscription conversion, membership / contributions model, and clicks on affiliate model.

Things to Consider

- Google Analytics only provides 20 goal slots per view
- Goals are incremented once per session
- They are useful for calculating conversion rates to evaluate the quality of traffic on the site
- Goals are also vital for assessing the effectiveness of your traffic sources and ad campaigns with attribution modeling



Subscription Conversion

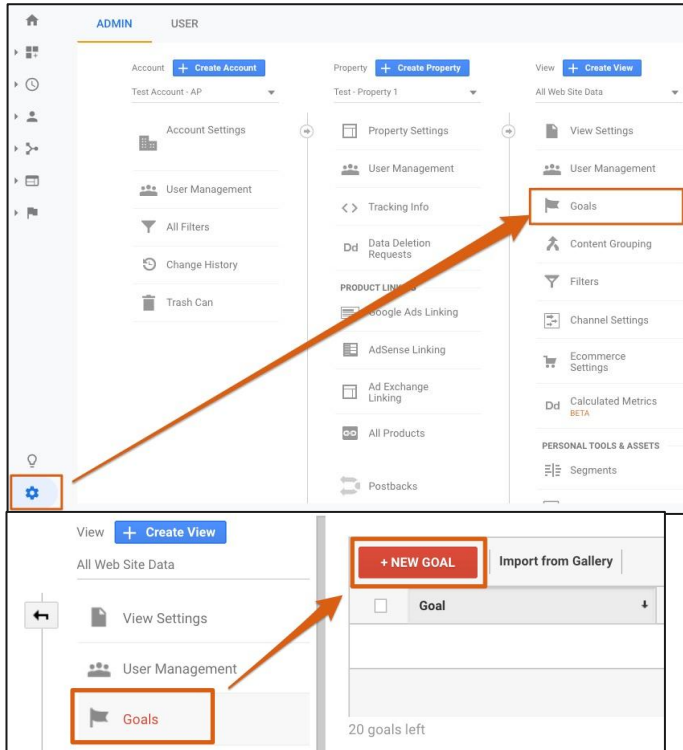
This goal will help to measure the target objective of successful subscription submissions on the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on “Goals”. Then click on +NEW GOAL
2. Once inside the “Goal setup” proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Subscription Conversion
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG subscription
 - b. Action: submit
 - c. Label: success
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

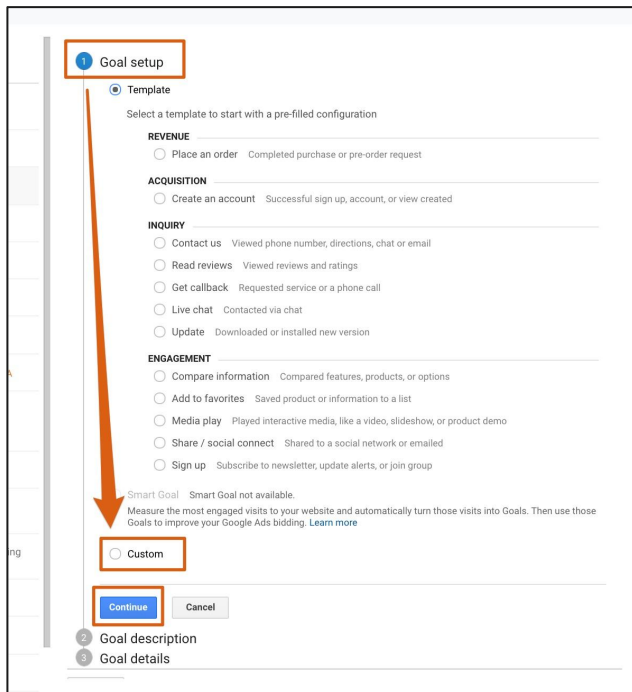
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Subscription Conversion

Step 1:



Step 2:



Subscription Conversion

Step 3:

1 Goal setup Edit
Custom

2 Goal description

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 Goal details

Step 4:

1 Goal setup Edit
Custom

2 Goal description Edit
Name: *GA Goal - Subscription Submit*
Goal type: *Event*

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	NTG subscription
Action	Equals to	submit
Label	Equals to	success
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Membership / Contributions Model

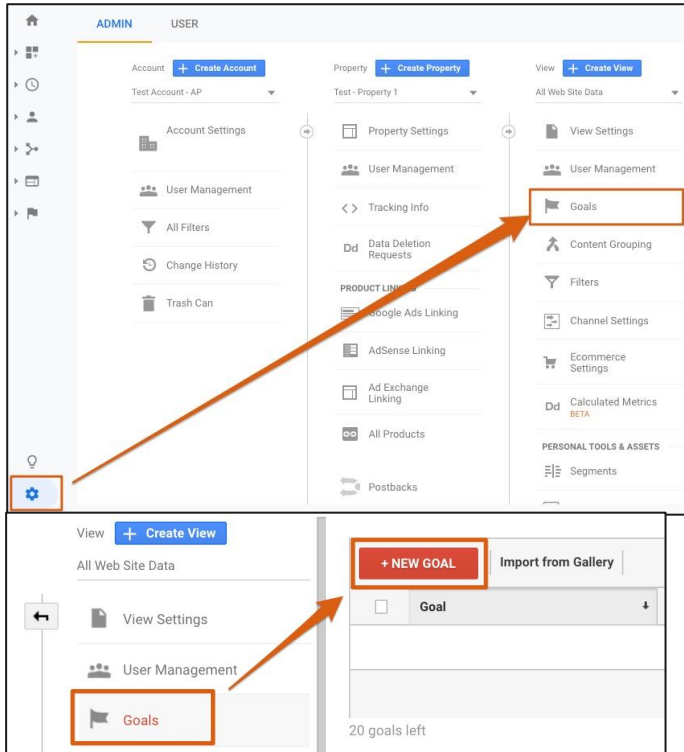
This goal will help to measure the target objective of successful membership submissions on the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on "Goals". Then click on +NEW GOAL
2. Once inside the "Goal setup" proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Membership Submit
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG membership
 - b. Action: submit
 - c. Label: success
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

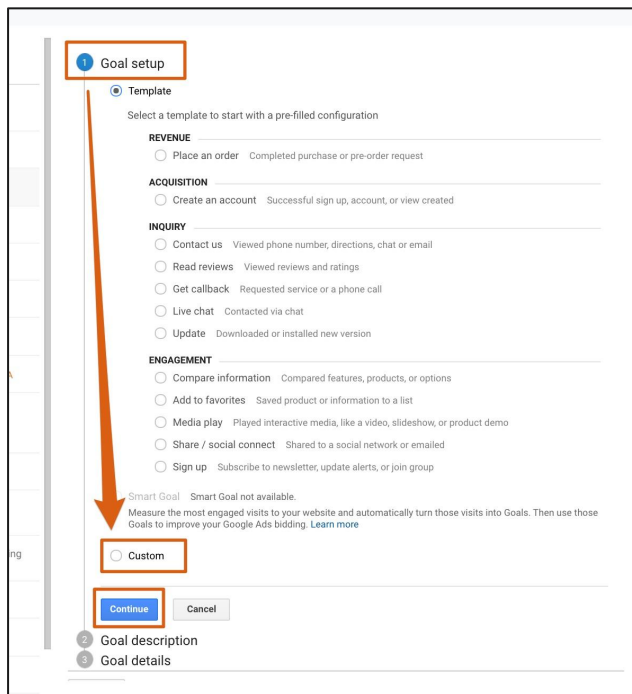
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Membership / Contributions Model

Step 1:



Step 2:



Membership / Contributions Model

Step 3:

✔ **Goal setup** Edit
Custom

2 **Goal description**

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 **Goal details**

Step 4:

✔ **Goal setup** Edit
Custom

✔ **Goal description** Edit
Name: *GA Goal - Membership Submit*
Goal type: *Event*

3 **Goal details**

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. *You must have at least one Event set up to create this type of Goal.* [Learn more](#)

Category	Equals to ▾	NTG membership
Action	Equals to ▾	submit
Label	Equals to ▾	success
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Affiliation Model

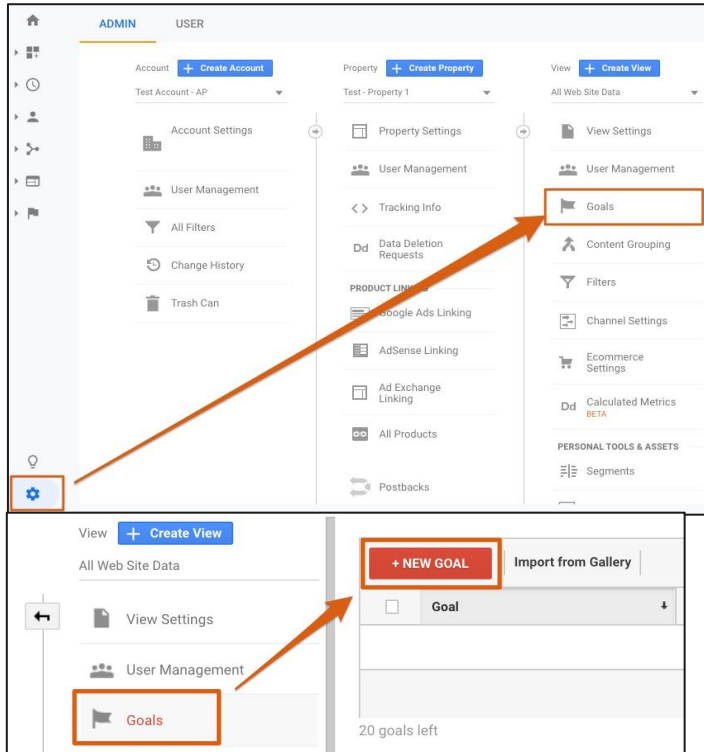
This goal will help to measure the target objective of clicks on affiliate links on the site.

1. Navigate to your Google Analytics View where you would like to set up the goal. Click on “Goals”. Then click on +NEW GOAL
2. Once inside the “Goal setup” proceed to Part 1: picking your goal type, either Template or Custom. In this case, pick Custom.
3. Proceed to Part 2 of the set-up by giving your Goal a descriptive Name.
 - a. Name: GA Goal - Affiliation Click
 - b. Assign the newly named Goal with a Slot ID. This might vary depending on whether or not you have existing goals set up.
 - c. Type: Event
 - d. Click Continue to Part 3.
4. Proceed to Part 3 of the set-up by assigning the Goal Details with Event Conditions.
 - a. Category: NTG affiliation
 - b. Action: click
 - c. Label: ***Leave blank to measure all affiliation clicks**
 - d. Value: **<Dependent on business KPIs>**
5. Finally, click Save. Now your goal setup is complete.

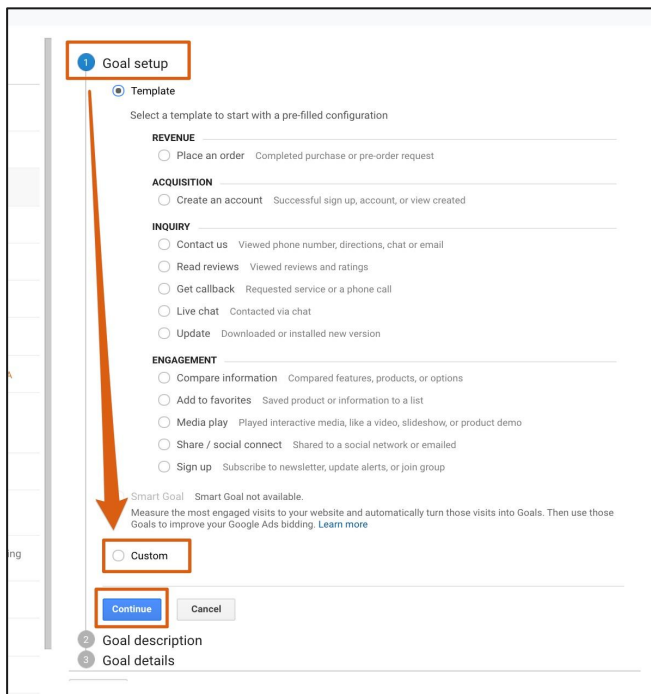
Note: this Goal will not work unless the corresponding GA Event is also set-up and working properly.

Affiliation Model

Step 1:



Step 2:



Affiliation Model

Step 3:

1 Goal setup [Edit](#)
Custom

2 Goal description

Name

GA Goal - Affiliation Click

Goal slot ID

Goal Id 1 / Goal Set 1

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

3 Goal details

Step 4:

1 Goal setup [Edit](#)
Custom

2 Goal description [Edit](#)
Name: GA Goal - Affiliation Click
Goal type: Event

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	NTG affiliation
Action	Equals to	click
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Appendix

Custom Definitions

- *Custom Dimensions*
- *Custom Metrics*

Using custom definitions is a foundational way to dimensionalize data, molding it to be unique to your business and your audience. This allows for richer segmentation of the data for better understanding specific user cohorts. It is often important to capture and report on unique dimensions/metrics that are not immediately available as part of a standard Google Analytics implementation. Custom definitions help capture additional data points and maximize the flexibility of data within both day-to-day and advanced reporting. Possible dimensions and metrics for measuring the meaningful custom data specific to publishers include content data (type, category, tags, rating, author, date/time published), successful submissions (comment, registrations, subscriptions), and user data (devices, login status).

Calculated Metrics

Calculated Metrics are user-defined metrics that are computed from existing metrics which can be even more useful for business specific analysis. Calculated Metrics allows for view/level metric calculations based on existing fields. Calculated Metrics give Publishers the ability to perform mathematical operations on any metrics within Google Analytics. Possible Calculated Metrics for measuring the meaningful custom data specific to publishers include registration/subscription success rate, comment submission rate, video completion rate, and average time on page.



Channel Groupings

- *Default Channel Grouping*
- *Custom Channel Groupings*

Channel Groupings are rule-based groupings of the data's traffic sources. Used in Acquisition Reports in Google Analytics, Channel Groupings show how users enter the site. Default Channel Grouping definitions are applied to incoming data as is processed. This allows the channel groupings data to be accessible via the API but prevents retroactive updates to channel definitions. Custom Channel Groupings definitions, on the other hand, are applied post-processing and updates will apply retroactively to historical data. Leveraging both Channel Grouping features allows for the greatest flexibility in terms of API access and grouping historical data.

Content Grouping

Content Grouping lets Publishers group sections of their site into a logical structure that reflects their unique business structure and view aggregate metrics for each. Content Grouping can be a useful tool to understand how different groups of content on the site perform. Only 5 Content Groupings can be created per View, but within each of those, there is no limit to the number of Content Groups. Possible Content Groupings for measuring the meaningful custom data specific to publishers include category pages (business vs lifestyle vs sports), and content type pages (article pages vs video pages vs photo gallery pages).



User ID View

User ID is a unique value assigned to true users when they sign on. This value can tie user data across devices, browsers, and platforms. You can identify related actions and devices and connect these seemingly independent data points. The result is a more accurate measure of the actual number of users that engage with your business regardless of where the interaction occurs.

Site Search Measuring

Search has naturally become an extension of how the Internet is used. Site Search shows how users are interacting with the search function on the publisher's site by reporting on which search terms were entered and their usage towards more user engagement. Understanding and improving site search will help prevent website exits and wasted marketing spend.



Segments

Segments can be created as a lens to put over reports in order to examine a portion of the data or compare different portions of data against each other. Segments can also be used for audiences remarketing purposes.

Integrations

- **Standard Google Analytics**
 - *Google Ads*
 - *AdSense*
 - *Search Console*
 - *Data Studio*
- **Google Analytics 360**
 - *Google Ads*
 - *AdSense*
 - *Search Console*
 - *Ad Manager*
 - *Display & Video 360*
 - *Search Ads 360*
 - *Campaign Manager*
 - *Big Query*
 - *Google Cloud*
 - *Data Studio*
 - *Salesforce*

When Google Analytics is linked to other product accounts, some data can be shared between that account and Google Analytics. This helps make Google Analytics a central place to analyze data from multiple sources as well as enrich the data experience across all product accounts



onscroll Event

The onscroll event is a standard Javascript-enabled event listener attached to the document element of each web page.

This onscroll event is activated whenever a user scrolls on a webpage.

This onscroll listener allows you to perform actions that you define via callback functions.

So whenever a user scrolls on a page, whatever action you have registered with the onscroll event will be executed.

onclick Event

Every HTML element has Javascript-enabled event listeners.

The onclick event listener is a standard listener that is called when a user clicks on that specific element.

These Javascript-enabled event listeners allow you to perform actions that you define via callback functions.

So whenever a user clicks on an element, whatever action you have registered with the onclick event for that element will be executed.



onvisible Event

There is no standard Javascript event listener that processes whether an element is visible or not on a web page.

Therefore either a custom implementation or use of a library will need to be deployed in order to detect whether an element is visible.

This onvisible event is activated whenever an HTML element is within the user's viewport.

From this event you would perform actions that you define via callback functions.

Whenever an element becomes visible on a page, whatever action you have registered with the onvisible event will be executed.

adblockDetector.js

GitHub is a code sharing and publishing platform that is used by over 40 million developers.

The JavaScript (adblockDetector.js) on Github has been tested to detect the presence of an ad blocker in most major browsers, including:

- Google Chrome
- Mozilla Firefox
- Internet Explorer (8+)
- Safari

Whenever an adblock behavior is detected, whatever action you have registered with the adblockDetector.js will be executed.



NTG Event Taxonomy

		Event Category	Event Action	Event Label	Event Value
NTG Video	Initial Play Click	NTG Video	initial click to play	<video title>	
	Autoplay	NTG Video	autoplay	<video title>	
	Pause	NTG Video	pause	<video title>	
	Resume	NTG Video	resume	<video title>	
	Video Milestone 25%	NTG Video	milestone 25%	<video title>	25
	Video Milestone 50%	NTG Video	milestone 50%	<video title>	50
	Video Milestone 75%	NTG Video	milestone 75%	<video title>	75
	Seek	NTG Video	seek	<video title>	
	Complete	NTG Video	complete	<video title>	100
	Full Screen	NTG Video	full screen	<video title>	
	Click Mute Button	NTG Video	mute	<video title>	
	Click Mute Button	NTG Video	unmute	<video title>	
	Video Player Load	NTG Video	player loaded	<video title>	
NTG User Engagement	newsletter-signup	NTG newsletter	newsletter signup	success	
	newsletter-impression	NTG newsletter	newsletter modal impression <number>	<article title>	
	login	NTG account	login	success	
	registration	NTG account	registration	success	
	article-milestone	NTG article milestone	25%	<article title>	25
	article-milestone	NTG article milestone	50%	<article title>	50
	article-milestone	NTG article milestone	75%	<article title>	75
	article-milestone	NTG article milestone	100%	<article title>	100
	social-share	NTG social	social share	facebook	
	social-share	NTG social	social share	whatsapp	
	social-share	NTG social	social share	linkedin	
	social-share	NTG social	social share	messenger	
	social-share	NTG social	social share	twitter	
	article-button-click	NTG social	copy article	<article title>	
	comment	NTG user	comment added	<article title>	
push-notification-click	NTG push notification	click	<article title>		
add-to-homescreen	NTG user	add to homescreen	<Page URL>		
NTG Reader Revenue	subscription-submit	NTG subscription	submit	success	
	marketing-modal-click	NTG subscription	marketing modal click	<article title>	
	marketing-modal-impression	NTG subscription	marketing modal impression <number>	<article title>	
	paywall-click	NTG paywall	click	<article title>	
	paywall-impression	NTG paywall	paywall modal impression <number>	<article title>	
	membership-submit	NTG membership	submit	success	
	marketing-modal-click	NTG membership	marketing modal click	<article title>	
	marketing-modal-impression	NTG membership	membership modal impression <number>	<article title>	
	affiliate-link-click	NTG affiliation	click	<affiliate name>	
	affiliate-link-impression	NTG affiliation	impression	<affiliate name>	
	adblock-detected	NTG adblock	detected	<Page URL>	
	adblock-detected	NTG adblock	whitelisted	<Page URL>	



NTG Event Taxonomy

Editing your current event category, action, and label to match our taxonomy in Google Analytics will enable you to unlock further insights from other GNI data tools.

NTG event taxonomy guarantees that all relevant data is present in the event data model and matching a global event model structure for you. This ensures that analysis and reporting will become more actionable and set the foundation for new events.

Following the NTG event taxonomy will also enable you to use the [custom dashboards](#) and [goals set up](#) to gain further insights on how users are interacting with your site.

How to test NTG's Video Analytics Capabilities

It is important to ensure that only correct and accurate data is being sent to Google Analytics.

To test that your video analytics implementation is setup correctly on your site, check out [Adswerve's dataLayer Inspector+](#). This is a free Google Chrome extension that will show you the content of your Google Analytics hits within the Developer Console in your Chrome browser.

Steps to Test Your Implementation:

1. Download the [Adswerve - dataLayer Inspector+](#) Chrome extension
2. Navigate to your site.
3. Open up your Developer Tools' console by holding down cmd + opt + j (on Mac) or ctrl + opt + j (on PC)
4. You will be able to test and see all event hits in the Developer Tools' console in real time.



Video Analytics Troubleshooting

General:

- Confirm that you are following standard implementation practices for the video platform you are publishing content with.
- Confirm that you are using the most up-to-date version of your video platform.
- If using Analytics.js or GTAG.js as your measurement platform, confirm that the entire video analytics script is pasted just before the closing `</body>` tag.

Anvato:

- Include the [Anvato API script](#) in the `<head>` of your code.

Brightcove:

- Be sure you are using [Brightcove's Advanced Embedded Player](#) and not their standard iframe player.
- Autoplay events aren't consistent across browsers. Be sure you are [enabling autoplay](#) as per documentation.

HTML5:

- The video analytics script for HTML5 covers HTML5 Standard. Plugins, frameworks, and forks of HTML5 standard can produce inconsistent measurement.
- Video elements without a title will be assigned the source URL as their Google Analytics label .

JW Player:

- Embed videos via the [Dashboard JavaScript embed](#) method.


Vimeo:

- Audio events (mute/unmute) are connected between all Vimeo videos open in the browser. To avoid unwanted audio events from being measured, limit Vimeo videos to 1 per page.
- Vimeo playlists (showcases) cannot be measured at this time as there is no API available for them.

YouTube:

- Confirm you do not have multiple listeners on a video's ['onStateChange' event](#). This has been shown to create race conditions when measuring user behavior.





Frequently Asked Questions

What is the News Tagging Guide tool in one sentence?

News Tagging Guide is a free tool that lives on top of Google Analytics that will allow News publishers to easily identify user behavior measuring best practices, generate measuring codes to be added to their sites and unlock new insights.

Does News Tagging Guide work with the free version of Google Analytics?

News Tagging Guide works with all versions of Google Analytics.

Is News Tagging Guide free?

Yes!

Is News Tagging Guide work relevant for publishers outside the News industry?

If you're publishing content, the tool will be useful to you as well.

Do I need to use News Consumer Insights framework to use News Tagging Guide?

News Tagging Guide is a standalone product. You will be able to enhance News Consumer Insights and Realtime Content Insights reports with the data collected from News Tagging Code codes on your site.



I have implemented events according to the NTG, when will I begin seeing insights?

24 hours after the initial NTG implementation, go into Google Analytics and check the events report to ensure that data is populating into the correct Google Analytics Property and View. A week after the initial NTG implementation, go into Google Analytics and check the events report to ensure the populated data is within expected ranges. Refer to the Google Analytics Reports Section of the Playbook for more reporting tips.

How is the NTG working to prevent inaccurate data from being collected into my Google Analytics Account?

All events in the User Engagement and Reader Revenue components will report to Google Analytics only after implementation from the user of the News Tagging Guide. To ensure that no inaccurate data is being reported back into Google Analytics, please implement according to the provided instructions.

The video engagement measuring component of the NTG contains logic to correctly interpret the behavior of user video interactions on your site. Steps have been taken to remove unexpected or 'noisy' events sent from each video platform's API, enhancing data integrity, and providing you with data you can trust being sent to your Google Analytics account.



What will happen if I meet or exceed the hits limit on my Google Analytics account?

When you are close to meeting the [data limit](#), a warning to appear on the Google Analytics interface.

Meeting or exceeding the hits limit may prevent you from accessing reports and may also prevent excess hits from being processed. You can check the hit count in the Property Settings under Property Hit Volume.

If you are operating under the standard version of Google Analytics, the service is provided without charge to you for up to 10 million hits per month per account. More information is provided in the [Google Analytics Terms of Service](#). Options that are available when your data limit is hit. Sending fewer hits will solve the problem. This can be done by setting a higher sampling rate or removing any extra measuring (like event measuring). Upgrading to Google Analytics 360 will also solve this problem. [GA 360](#) is a paid service that includes a Service Level Agreement and technical, implementation, and higher hit volumes support.



How can I measure content performance?

In order to measure better content conversion, we recommend setting up custom dimensions surrounding content details (i.e. content type (article, video, gallery, etc.), content category (local, politics, sports, global, etc.), content tags (tv, movies, music, etc.), time of publication (published timestamp, day of week published, time of day published), and author) and custom metrics surround content start and completion (video played, video complete, article milestone 100%).

You then, are able to use custom metrics to create calculated metrics of content completion rates (total video completions/total video plays = video completion rate, total pageviews/total article milestone 100% = article completion rates).

Using custom reports, you can easily create your own report to report on content performance.

More information about custom dimensions, custom metrics, calculated metrics, and custom reports can be found in the Appendix and Google Analytics Reports sections of the News Tagging Guide Playbook.



Google News Initiative

