

Cross Domain Tracking with Google Tag Manager

This resource will help you set up and implement cross domain tracking via Google Tag Manager.

This resource does not explain the basics of cross domain tracking, we assume that you already have a working knowledge of and know the basics of Google Tag Manager.

There are essentially two different methods you are able to use to deploy cross domain tracking using Google Tag Manager, they are as follows:

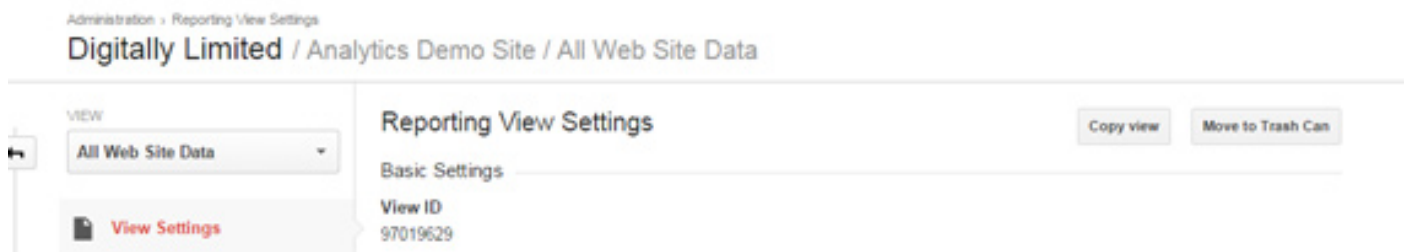
- Decorate link and decorate form tags.
- Auto link domains (can only be used with analytics.js).

For this resource we are going to concentrate on the second method - auto link domains.

In order to explain the cross domain tracking concept we will presume we are linking two sites called 123.com and 456.com. The 123.com site will be the source domain and 456.com will be the destination domain. Both of the domains contain different Universal Analytics accounts and are deemed to be two distinctly separate websites.

Configuring Google Analytics for source domain (123.com)

The first thing you will need to do is create a copy of your main Google Analytics view of 123.com, you can do this by clicking on **Admin > View > View Settings > Copy View** as you can see below:



Once you have copied the view you will need to rename it. Make sure you use a logical name for the view such as '123.com Cross Domain Tracking View', after renaming your view you will need to add some custom advanced filters to the newly renamed view.

Apply the following filter to your new view, it will add the host name (domain name) to the request URI.

Choose method to apply filter to view

Create new Filter
 Apply existing Filter

Filter Information

Filter Name
add host name to the request URI

Filter Type

Predefined Custom

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

Field A -> Extract A

Hostname (*)
This value must be non-empty. (*)

Field B -> Extract B

Hostname (*)

Output To -> Constructor

Request URI
This value must be non-empty. \$A1\$B1

We now need to create a referral exclusion, this can easily be done by going to **Admin > Property > Tracking Info > Referral Exclusion List**, remember this is still in the property for 123.com. Add your 123.com domain to the list.

Configuring Google Tag Manager for the source domain (123.com)

Now we need to move over to Google Tag Manager to do some configuration for the cross domain tracking. Let's start by logging into Tag Manager, make sure this is the account of 123.com and edit the tag you used to deploy Universal Analytics.

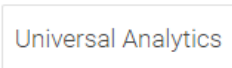
Universal Analytics Tracking Code



Choose Product



Choose a Tag Type



Configure Tag



Tag Type	Universal Analytics						
Tracking ID	UA-48090333-3						
Enable Display Advertising Features	True						
Track Type	Page View						
Fields to Set	<table><thead><tr><th>Field Name</th><th>Value</th></tr></thead><tbody><tr><td>allowLinker</td><td>true</td></tr><tr><td>cookieDomain</td><td>auto</td></tr></tbody></table>	Field Name	Value	allowLinker	true	cookieDomain	auto
Field Name	Value						
allowLinker	true						
cookieDomain	auto						
Auto Link Domains	123.com						
Decorate Forms	True						



Fire On

The next step is to locate the 'more settings' section of the tag, then find the 'fields to set' section and set the first field to allowLinker with the value of true and the second field to cookieDomain and the value to auto as shown in the image below:

Track Type

Page View 

More settings

Fields to Set

Field Name		Value		
allowLinker		true		Delete
cookieDomain		auto		Delete
<p>+ Add Field</p>				

digitally

Now continue to scroll down the page and find the section labelled Cross Domain Tracking, in this section locate the auto link domains (it is under the more settings drop down) and enter the domain for 456.com.

It is also possible to implement the cross domain tracking across multiple domains, just make sure each domain is separated by a comma.

If your domain link is to a destination that is a form you might well want to share the cookie information on the form submission. To do this you will need to set 'Decorate Forms' setting to True as shown below:

The screenshot shows a settings interface with several sections. At the top, there are two input fields: the first contains 'cookieDomain' and the second contains 'auto'. Below these is a '+ Add Field' button. The interface is organized into sections with expandable/collapsible headers:

- > Custom Dimensions
- ∨ Custom Metrics
 - + Add Custom Metric
- ∨ Content Groups
 - + Add Content Group
- > Ecommerce Features
- ∨ Cross Domain Tracking
 - Auto Link Domains ?
 - 123.com
 - Use Hash as Delimiter
 - False
 - Decorate Forms
 - True



Your Universal Analytics tag should now be set up, remember create a new version of the container, test it and publish it.

Configuring Google Analytics for 465.com

Essentially you are replicating what you did in the first part of this resource, so we have just listed the steps in bullet points below:

- Create a copy of the main Google Analytics view for 465.com.
- Name the new view to 456.com Cross Domain Tracking View.
- Apply the custom advanced filter to the new view (append domain name to request URI).
- Add 456.com in the referral exclusion list.

Configuring Google Tag Manager for 456.com

The Google Tag Manager configuration for 456.com are again very similar to those described in the first part of this resource document. The steps you need to take are listed below:

- Login to Google Tag Manager for 456.com.
- Edit tag for Universal Analytics using:
 - allowLinker = true
 - cookieDomain = auto
 - Set cross domain tracking to 123.com.
 - Decorate form = True

Configuring tracking across primary domain and its sub domains

Universal Analytics by default can track visitor data across all sub domains of your website. You will need to configure your Google Analytics and Google Tag Manager platforms so that you can determine the data from different domains within your reports.

The following steps wil allow you to track across primary domain (say 123.com) and its sub domain say blog.123.com.

- Use the Tag Manager Container for 123.com and place it on every one of the pages in blog.123.com.
- Edit the tag you used to deploy Universal Analytics on 123.com and blog.123.com.
- Find the field More Settings > Fields To Set and then set 'cookieDomain' to auto.



Configuration of Google Analytics for 123.com

- Create a copy of the main Google Analytics view of 123.com.
- Rename the new view to 123.com Cross Domain Tracking View.
- Apply the custom advanced filter to the new view.
- Add www.123.com in the referral exclusion list.

Configuring Google Analytics for blog.123.com

- Create a copy of the main Google Analytics view of blog.123.com.
- Rename the new view 123.com Blog Cross Domain Tracking View.
- Apply the custom advanced filter to the new view.
- Add blog.123.com in the referral exclusion list.