

# mediahawk

## Call-to-Action Tracking – Live Chat

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## How does Call-to-Action Tracking work

Call-to-Action tracking uses a snippet of code to send data from your websites straight into the Mediahawk platform which are linked to the Call-to-Action setup in Mediahawk.

Each Call-to-Action is assigned a unique index. This allows us to track each interaction separately and assigns it automatically to the visitor's journey. Each Index can either be a 'Count' or 'Sum' total:

- **Count** = the number of times it was triggered. For example, you had 10 click actions on your email address, Mediahawk totals the number of "clicks" for the date period selected
- **Sum** = the sum of a value. For example, your checkout total was £200 for the interaction, Mediahawk totals the "Sum" for the date period selected. To use 'sum' you need the ability to pick up a value.

Call-to-Action tracking can be set up on multiple websites by using Google Tag Manager (Triggered Tags by event), but the code can also be applied direct to the website by your own development team and track lots more!

Developer documents can be found [here](#):

## How do I set up Call-to-Action Tracking?

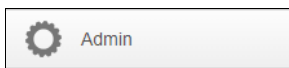
### Please note:

- **there is a limit of 10 Call-to-Actions per Mediahawk account.**
- **Once a Call-to-Action is added it cannot be deleted.**

Firstly, you need to setup the Call-to-Action within the Mediahawk platform.

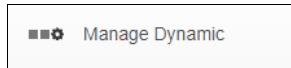
Log in to Mediahawk

Select **Admin**



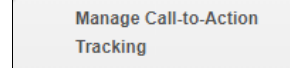
>

Select **Manage Dynamic**

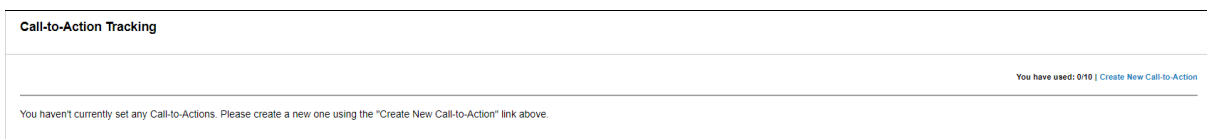


>

Select **Manage Call-to-Action Tracking**



Select **Create New Call-to-Action** on the right-hand side



You will then see the screen below.

In this example, we want to track if a visitor has initiated a **Live Chat** on your website

**Name = Live Chat (This can be any name you wish to use to identify it)**

**Type = Count**

**Enabled = Ticked**

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Name

Type

Enabled/Disabled

Once added click **SAVE**

You will then see the screen below confirming the account has been Setup and has a unique Index.

To copy the required code after adding a call-to-action, please click on the icon in the Code column.

You have used: 1/10 | [Create New Call-to-Action](#)

Call-To-Action Name	Call-To-Action Index	Type	Status	Code
Live Chat	dm1	Count	Enabled	

Once a Call-to-Action is setup you can modify the **Name** or **Enable/Disable** it from appearing in the report.

You can also amend the **Type** (Count / Sum), but **please note: changing the type will result in removing any historic data associated to that individual Call-to-Action. You will receive the warning below before being able to proceed**

### Warning

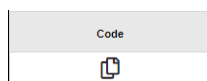
It appears that you have changed the type of this dimension from **Counter** to **Sum**.

If you continue with this change, you will lose any and all data that was previously associated with this dimension and it will no longer be available.

**This action cannot be undone.**

To confirm the change click **Continue & Delete Data**.

Stay logged into Mediahawk as you will need to copy the code after setting the Live Chat in Google Tag Manager



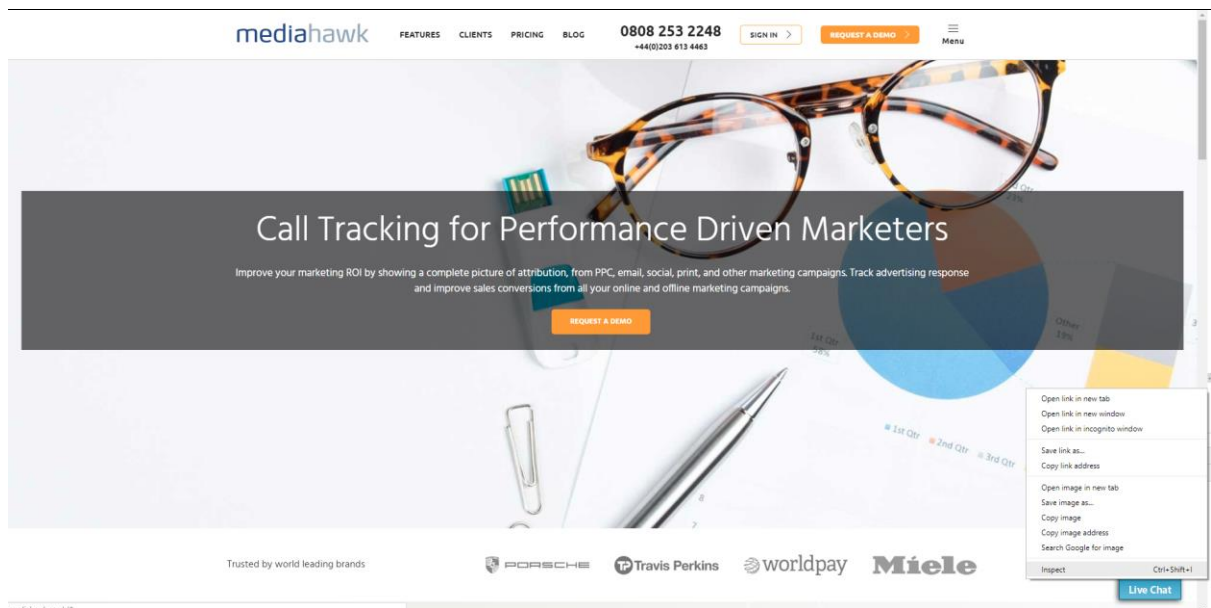
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## Identifying an Element or unique ID within your Chat platform

In order to setup a Trigger in Google Tag Manager you must be able to identify a unique ID or Element within your chat platform. If you are not able to identify the unique ID or Element, please contact your website development team or Chat provider and they will be able to assist further.

In our example we have used our own Website Chat platform (Boldchat), but this would vary depending on the website setup and Chat platform you use.

Within the Mediahawk.co.uk website we right mouse click on our Live chat Image ICON as below and click **Inspect**



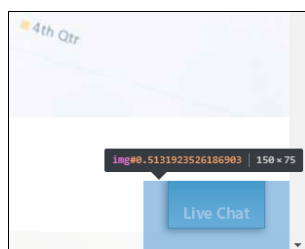
This will open a “dev tools” console window. Identifying in bold the “element” we wish to inspect.

If you hover the mouse over the highlighted section this will show you which section of the website element you are looking at.

### Dev Tools View



### Website View



In this example we are going to use the Image button **Element** to track that a visitor “clicked” the image to start a chat session.

Mediahawk, Powerhouse, Harrison Close, Knowlhill, Milton Keynes, MK5 8PA

[www.mediahawk.co.uk](http://www.mediahawk.co.uk)

Please contact us on 0333 222 8333 or [Clientservices@Mediahawk.co.uk](mailto:Clientservices@Mediahawk.co.uk)

08/11/2018

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The Element we have chosen is <https://www.mediahawk.co.uk/wp-content/uploads/2018/01/HorizontalButtonIconNoBorderLeftBlue.png>

Copy this element as you will need it for setting in GTM

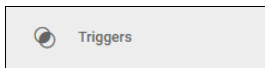
## Setting up tracking Live Chat in Google Tag Manager

Open a new browser window and login to your Google Tag Manager (GTM)

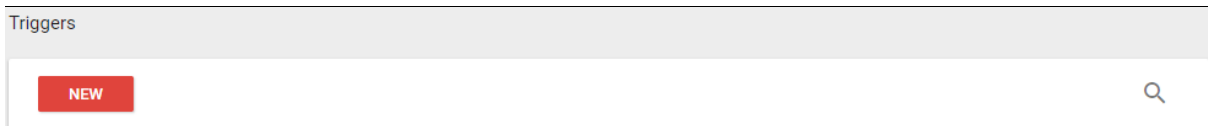
If you do not currently use Google Tag Manager or need help with this part of the setup, please contact your website support or development Team.

Within GTM you need to set a new **Trigger**

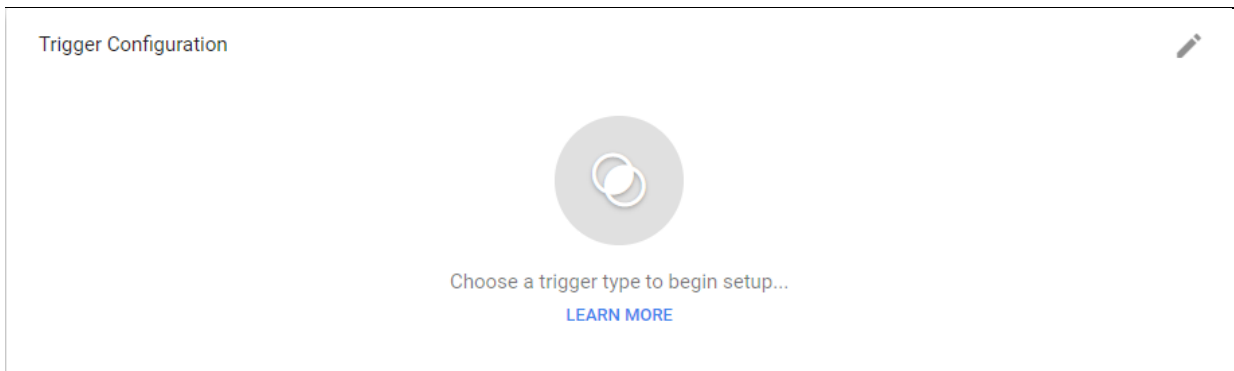
Select **Triggers**



Select **New**



When you see the screen below, hover your mouse over the Trigger Configuration screen until the Edit pencil Icon appears. Then Click the Pencil Icon which will open a **Choose Trigger type** window



Select **All Elements** under the **Click** section



This will open a Trigger Configuration window.

Select the **Some Clicks** radio button



In the drop-down menus, select you can choose **Click ID** or **Element URL** and then **Contains**. You then need to paste the **Element** or **Unique ID** you copied from the website earlier into the text box.

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In our setup we have chosen to track the element.

### Trigger Configuration

Trigger Type

 Click - All Elements 

This trigger fires on

All Clicks  Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click [SAVE](#)

You will be asked to Rename the Trigger. In this example, we have used Live Chat but you can label it anything you like to identify it.

### Rename Trigger ×

You must name your trigger before creation.

Trigger Name

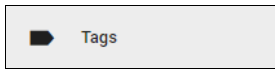
Click [SAVE](#) This will create the trigger and will show you in the list below

<a href="#">NEW</a> <span>🔍</span>						
Name ↑	Event Type	Filter	Folder	Tags	Last Edited	
<a href="#">Live Chat</a>	All Elements	element url	contains https://www...	Unfiled items	1	2 months ago

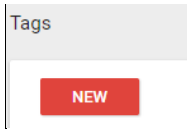
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Now you need to create a Tag to pair with a Trigger

Select Tags

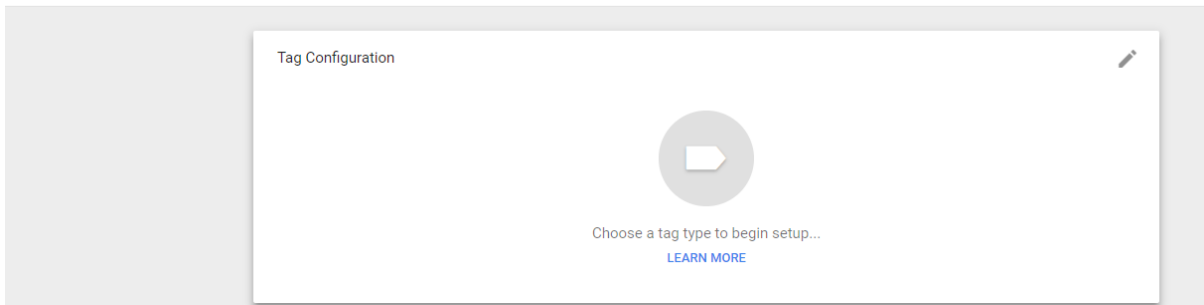


Select **New**



When you see the screen below, hover your mouse over the Tag Configuration screen until the pencil icon appears. Click the Pencil Icon which opens a **Choose Tag type** window.

× Untitled Tag ☐



Select **Custom HTML** (Custom HTML Tag) under the **Custom** section

Custom

<> Custom HTML  
Custom HTML Tag

Now you need to copy the code from your Mediahawk account, so go back to your open Mediahawk browser window where you left it at the start of this process.

Select the Call-to-Action that you want to track and click on the **Code** Icon. This will tell you that it has copied it your clipboard.

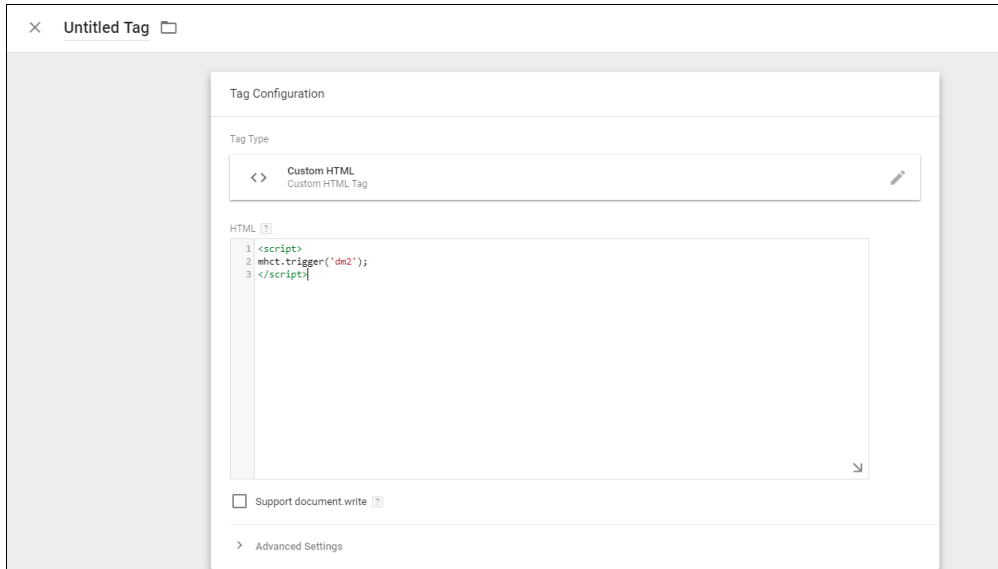
Call-To-Action Name	Call-To-Action Index	Type	Status	Code
Live Chat	dm1	Count	Enabled	

Go back to your GTM account window and paste the copied code into the HTML as per the example below.

Please note: If GTM does not automatically apply the **Script** tags around the pasted value you will need to add these manually, so the full code looks like this

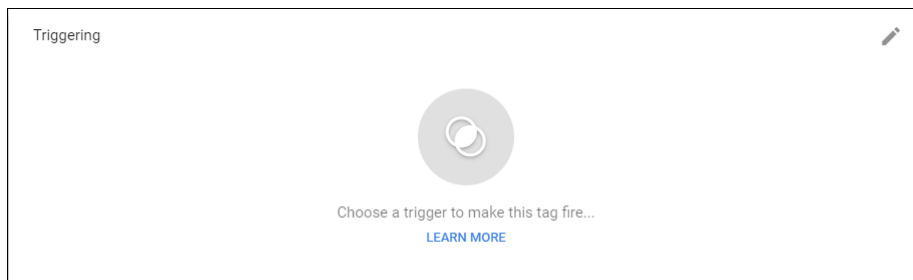
```
<script>  
[trigger code you've copied]  
</script>
```

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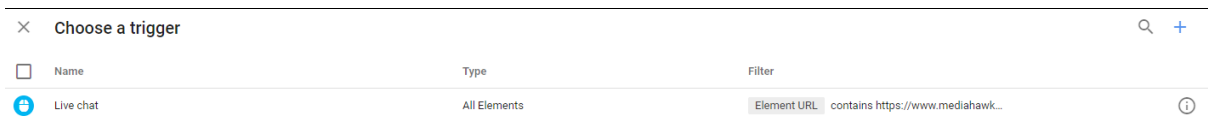
To select the **Trigger** you want to pair with the **Tag**:

Hover your mouse over the Triggering screen until the pencil icon appears. Click the Pencil icon.



This will open a **Choose a trigger** window

Select the Trigger you setup earlier to track (in our example we named it **Live Chat**).



Once the trigger has been selected, it will show the setup below



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### Tag Configuration

Tag Type

<> Custom HTML  
Custom HTML Tag


HTML ?

```
1 <script>
2   mhct.trigger('dm3');
3 </script>
4
```

---

### Triggering

Firing Triggers

 Live chat  
All Elements

Click [SAVE](#)

You will be asked to Rename the **Tag**, in this example we have used '**Mediahawk – Track live chat links**' (but you can use any name you wish)

### Rename Tag

You must name your tag before creation.

Tag Name

[SAVE](#) [CANCEL](#)

Click [SAVE](#).

That's it – all done! You will start to see the Call-to-Actions logged in Mediahawk in both the customer journey and as a Secondary Dimension in reports.