



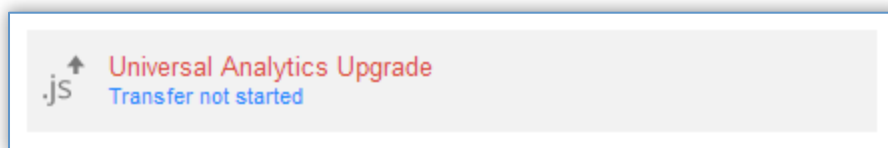
Translate Google Analytics tags to Universal Analytics

Description

Airlock is a JavaScript library that automatically turns your asynchronous Google Analytics calls into Universal Analytics calls, lifting the burden of having to re-implement a site when upgrading to Universal Analytics.

Before You Start

In order to utilize Airlock you must upgrade your classic Google Analytics property to Universal Analytics. From the Admin panel under your Property column:



If you do not see this option you have already upgraded to Universal Analytics or Google has done this for you automatically.

1 Transfer to Universal Analytics

Click **Transfer** to transfer this property to the Universal Analytics processing technology. *This is the only action you need to take to complete this step.*

Google Analytics will take 24 - 48 hours to complete the transfer.

To ensure you continue to collect high quality data, don't make any changes to your tracking code until the transfer is complete.

After the transfer is complete, any data you collect using the old tracking code (*ga.js*) will be processed using the Universal Analytics technology. To get all the benefits of Universal Analytics, implement the new tracking code (*analytics.js*).

Any data collected before the transfer will be saved, and will still be available in your reports.

TransferCancel

Select the Transfer button to complete the upgrade request. It will take up to 48 hours to complete the upgrade to Universal Analytics. **Do not** install Airlock until this upgrade is complete. After your upgrade is complete your classic Google Analytics code will continue to send data to your property reports.



How to Implement Airlock on Your Site

Once your property has been successfully transferred to Universal Analytics, it is time to deploy the code on your site.

Implementing Airlock with On Page Code

To upgrade a vanilla Google Analytics install where you are not using any tag management systems, you will replace the code to include the Google Analytics file with the Airlock code.

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Remove the function that includes the classic Google Analytics ga.js file and include the Airlock JavaScript file. We recommend that the Airlock code be placed in a separate file, which will be hosted on your servers.

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

</script>




<script type="text/javascript" src="[INSERT YOUR PATH]/airlock.min.js"></script>
```

The Airlock JavaScript file must be included on every page that has the classic baseline Google Analytics code. That's it! Everything else is handled from here, even the inclusion of the new Universal Analytics JavaScript file.




Implementing Airlock with Adobe Dynamic Tag Management

First, you have to disable Adobe DTM from including the Google Analytics JavaScript file automatically. After clicking the property you want to use Airlock on, select the Google Analytics tool from your installed tools by clicking on the gear.

Tool Name	Type	Production	Staging	Activation	Status
 Google Analytics	Google Analytics	UA-21895233-2	UA-21895233-3	Active	 

Under the General section, check the box “Google Analytics page code is already present”. This will ensure that the ga.js file does not get included on the page.




General

☐

Enable support for Google Analytics Premium features

☒

Google Analytics page code is already present 

Next, create a new Page Load Rule that will fire on every page. Trigger the rule at the bottom of the page. (If you already have a rule that does this, you do not need to add a new rule, you can just add the code to the existing rule). In the JavaScript/Third Party Tags section, click the Sequential JavaScript tab and click the Add New Script button.

Paste the Airlock code, check the box to execute globally, and click the Save Code button.



New Javascript / Third Party Script

Tag Name

Airlock

Type

Sequential Javascript

☒ Execute Globally

```
1  /* -----
2      d8888 8888888 88888888b. 888 .d888888b. .d88888b. 888 d8P
3      d88888 888 888 Y88b 888 d88P" "Y88b d88P Y88b 888 d8P
4      d88P888 888 888 888 888 888 888 888 888 d8P
5      d88P 888 888 888 d88P 888 888 888 888 888d88K
6      d88P 888 888 8888888P" 888 888 888 888 8888888b
7      d88P 888 888 888 T88b 888 888 888 888 888 Y88b
8      d8888888888 888 888 T88b 888 Y88b. .d88P Y88b d88P 888 Y88b
9      d88P 888 8888888 888 T88b 888888888 "Y88888P" "Y8888P" 888 Y88b
10     -----
11     Airlock v0.1.0
12     by Search Discovery <http://searchdiscovery.com/>
13     -----*/
14     (function (window, document, undefined) {
15
16         // First thing's first; load the new hotness.
17         (function(a, i, r, l, o, c, k) {
18             a.GoogleAnalyticsObject = o;
19             a[o] = a[o] || (function() {
20                 (a[o].q = a[o].q || []).push(arguments);
```

Save Code

Cancel

Click the Save Rule button, Approve and Publish the update. That's it. Airlock will handle everything from this point forward, including the inclusion of the new Universal Analytics code.

Implementing Airlock with Google Tag Manager

In your Google Tag Manager account container create a new tag. Select Custom HTML Tag as the Tag Type. Add the Airlock JavaScript code to the HTML input box, but as it is HTML be sure to enclose it with `<script>` tags.



Tag Name

Tag Type

HTML

```
<script type="text/javascript">
/*
  d0000 0000000 0000000b. 000 .d00000b. .d0000b. 000 d0P
  d00000 000 000 Y00b 000 d00P" "Y00b d00P Y00b 000 d0P
  d00P000 000 000 000 000 000 000 000 d0P
  d00P 000 000 000 d00P 000 000 000 000 000d00K
  d00P 000 000 0000000P" 000 000 000 000 000000b
  d00P 000 000 000 T00b 000 000 000 000 000 Y00b
  d0000000000 000 000 T00b 000 Y00b. .d00P Y00b d00P 000 Y00b
  d00P 000 0000000 000 T00b 0000000 "Y00000P" "Y0000P" 000 Y00b
*/
Airlock v0.1.0
by Search Discovery <http://searchdiscovery.com/>
(function (window, document, undefined) {
```

Click the Add Rule to Fire Tag button and select the All pages Rule.

Add Rule(s) ✕

☒ Choose from existing rules

Rule	Description
<input checked="" type="checkbox"/> All pages	{{url}} matches RegEx .*

☐ Create new rule

Click Save and click Save again. Preview, test and Publish your update. That's it.