



Greg Bilke <webcoordinator@sfzc.org>

Fwd: Classy Transaction Tracking for GA4

3 messages

Dan Belsky <dan.belsky@sfzc.org>

Mon, May 5, 2025 at 12:53 PM

To: Greg Bilke <webcoordinator@sfzc.org>

Hey Greg - I just got this email from the consulting firm that assisted us with integrating FaceBook Ads with Classy. I believe this happened through GTM and GA. I feel like the odd spikes you've seen in GA could be related to this so I wanted to forward you this email. We can chat more about this tomorrow...

Thanks,
Dan

----- Forwarded message -----

From: **Zoey Brown** <zoey@communityboost.org>

Date: Mon, May 5, 2025 at 3:50 PM

Subject: Classy Transaction Tracking for GA4

To: Dan Belsky <dan.belsky@sfzc.org>Cc: Dezhay Caraway <dezhay@communityboost.org>

Hi Dan,

Hope you're doing well! As promised, Dezhay and I looked into why Classy transactions are not appearing in your GA4 ecommerce report and wanted to share our findings with you.

We first reviewed the configuration of the "GA4 Event - Classy Transaction Completion" tag and found that it was using the event parameter *amount*, which GA4 does not recognize by default. We updated the parameter to *value*, which GA4 recognizes and requires to properly display revenue in the ecommerce report. Additionally, we noticed a duplicate GA4 Configuration tag and removed it. These changes have been published.

However, after making these updates and testing a couple of donations, we noticed that the purchase event still wasn't firing in GA4. We checked the browser console and saw that many events on the Classy subdomain are being blocked, as GA4 requests are being rejected by the server. We also noticed there are four Facebook Conversions API tags in the GTM container. Since those tags send data server-side, we temporarily paused them and tested a donation again. This time, the event was successfully sent to GA4.

In order to send Classy transaction events to your GA4 property, we recommend **pausing or deleting the FB_CONVERSIONS_API tags** if they are no longer in use. If those tags are still needed, we can explore potential workarounds.

Please let us know if you are aligned or have any questions!

All the best,
Zoey

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Zoey BrownAssociate Digital Specialist, Data Intelligence | [Community Boost](https://communityboost.org)zoey@communityboost.org

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Dan Belsky
Operations and IT Director
San Francisco Zen Center

Greg Bilke <webcoordinator@sfzc.org>
To: Dan Belsky <dan.belsky@sfzc.org>

Mon, May 5, 2025 at 6:03 PM

Added to the agenda.

Just to clarify, the traffic spike GA issue is solved, the one we are working on now are the 404s. It's a separate issue from the spikes.

There is a chance the GTM issues above may be causing the 404s (their source is GA related).

-- gb

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Greg Bilke
Web Systems Operations Manager | San Francisco Zen Center

Dan Belsky <dan.belsky@sfzc.org>
To: Greg Bilke <webcoordinator@sfzc.org>

Fri, May 9, 2025 at 10:00 AM

Hi Greg, this was the response regarding the question about the Google tags, please see below. We can check in about this when we meet next week....

Thanks,
Dan

Dan Belsky
Operations and IT Director
San Francisco Zen Center

----- Forwarded message -----

From: **Zoey Brown** <zoey@communityboost.org>
Date: Thu, May 8, 2025 at 3:10 PM
Subject: Re: Classy Transaction Tracking for GA4
To: Dan Belsky <dan.belsky@sfzc.org>
CC: Dezhay Caraway <dezhay@communityboost.org>

Hey Dan,

Thank you for your response. It looks like the Facebook Conversions API tags are not actively sending data on the primary domain either. The same error codes displayed on the Classy subdomain are also present on the main sfzc.org site.

Elements Console Sources Network Performance Memory Application Omnibug >>					12	15	395			
Navigated to https://www.sfzc.org/										
Library Load	Microsoft Clarity	rftykzgfcs			5/8/2025, 2:02:23 PM					
Page View	Google Universal Analytics	UA-1720237-1			5/8/2025, 2:02:23 PM					
Page View	Facebook Pixel	1062378757459509			5/8/2025, 2:02:23 PM					
cookie_cons...	Facebook Pixel	1062378757459509			5/8/2025, 2:02:23 PM					
cookie_cons...	Facebook Pixel	1062378757459509			5/8/2025, 2:02:23 PM					
cookie_cons...	Facebook Pixel	1062378757459509			5/8/2025, 2:02:23 PM					
cookie_cons...	Facebook Pixel	1062378757459509			5/8/2025, 2:02:23 PM					
Page View	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
Page View	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
gtm.dom	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
cookie conse...	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
cookie conse...	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
cookie conse...	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
cookie conse...	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
Conversion	Google Ads	AW-711521567/CHaoCJe8ksQZEJ_qo9MC			5/8/2025, 2:02:24 PM					
gtm.scrollde...	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:24 PM					
event	Google Universal Analytics	UA-1720237-1			5/8/2025, 2:02:24 PM					
gtm.scroll De...	Facebook Pixel	1062378757459509			5/8/2025, 2:02:24 PM					
event	Google Universal Analytics	UA-1720237-1			5/8/2025, 2:02:38 PM					
nonidle	Google Analytics 4	G-BRXZCXMZP5			5/8/2025, 2:02:38 PM					

Since this issue extends beyond Classy, it falls outside the scope of our engagement. We recommend aligning with whoever implemented the API tags and server setup, as they will be better equipped to troubleshoot this.

Best,
Zoey

On Wed, May 7, 2025 at 2:00 PM Dan Belsky <dan.belsky@sfzc.org> wrote:

Hi Zoey,

Thanks for the update and for making those changes. Could you help me verify if the Facebook Conversions API tags are still actively sending data, or if we're just experiencing an issue with the tags firing on the Classy donation pages? I want to ensure we're aligned on whether these tags are still in use or if we can safely remove or pause them.

Thanks again for your help!

Best,
Dan

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