MSPI Analytics Configuration Report

Analytics Overview

v2.0.1	**GA4**	**15+**
ANALYTICS VERSION	PLATFORM	EVENT TYPES

Google Analytics 4 Integration

CONFIGURATION	VALUE	STATUS
Measurement ID	`G-TMRRTDCEDD`	**Active**
Property ID	`520230305`	**Active**
Data Stream	mspi_publicwebfrontend	**Sending Data**
Tag Quality	Excellent	**No Issues**

Tracking Features Configured

✓ **Page View Tracking**
Automatic tracking of all page views with load time, referrer, and path data

✓ **UTM Campaign Tracking**
Full UTM parameter capture (source, medium, campaign, content, term)

✓ **Marketing Attribution**
First-touch and last-touch attribution with traffic source detection

✓ **User Journey Tracking**
Session management, visit count, and page path history

✓ **Calculator Interaction Tracking**

ROI calculator input changes, results viewed, and CTA clicks

✓ **FAQ Interaction Tracking**

Accordion open/close events with question text and index

✓ **Scroll Depth Tracking**

Milestones at 10%, 25%, 50%, 75%, 90%, 100%

✓ **Core Web Vitals**

LCP, FID, CLS, TTFB, FCP with rating classification

✓ **Heatmap Data Collection**

Click coordinates with element identification

✓ **Rage Click Detection**

UX issue detection for rapid same-area clicks

✓ **Exit Intent Detection**

Track when users move cursor toward browser controls

✓ **Form Analytics**

Form start, field interactions, submissions, and abandonment

Internal Traffic Exclusion

The following IP addresses are excluded from analytics tracking:

```
EXCLUDED_IPS: [ '72.65.231.125', // Brian's IPv4 '2600:4041:36e:f400:' // Brian's IPv6
prefix ]
```

IP detection is cached in localStorage for 24 hours. To clear, run:
`localStorage.removeItem('mspi_internal_traffic')`

Event Types Tracked

EVENT NAME	TRIGGER	KEY PROPERTIES
page_view	Page load	path, title, load_time, referrer
scroll_depth	Scroll milestones	percentage, max_scroll_depth

cta_click	CTA button click	cta_name, cta_location, text
calculator_interaction	Calculator usage	action, input values
calculator_result	Calculator result view	mrr, technicians, estimated_recovery
faq_interaction	FAQ accordion toggle	action, question, index
form_submit	Form submission	form_name, success, fields_completed
web_vital	Performance metric	vital_name, vital_value, rating
exit_intent	Cursor leaves viewport	time_on_page, max_scroll_depth

Access Your Data

View your analytics data in Google Analytics:

```
https://analytics.google.com/analytics/web/#/p520230305/reports/intelligenthome
```

JavaScript Console Access:

```
// Get analytics summary MSPIAnalytics.getAnalyticsSummary() // Get all stored events
MSPIAnalytics.getStoredEvents() // Export data as JSON MSPIAnalytics.exportData()
```