

# Google Analytics 4

Visual Tracking Specification



## Events & Goals

# Form tracking events & goals

Event Name = `form_start`  
Event Parameter = `form_type,`  
`form_subtype`  
`development,`  
`viewing`

Example Values = `newsletter-signup,`  
`newsletter`  
`keybridge,`  
`false`

## Goal 7

Keep me in the loop

Email

☐ Communications about updates and new homes? Count me in.

We'll contact you to see if we can help with your property search and occasionally share Mount Anvil news and promotions. We'll always treat your personal details with care and never sell them to third parties.

You can opt-out of hearing from us at any point by clicking "unsubscribe" in our communications or via [info@mountanvil.com](mailto:info@mountanvil.com).

SUBMIT

Newsletter Sign-ups

e.g. `/find-your-home/keybridge/`

Event Name = `generate_lead`  
Event Parameter = `form_type,`  
`form_subtype,`  
`development,`  
`viewing`

Example Values = `download-a-brochure,`  
`brochure,`  
`eden-house,`  
`false`

## Goal 8

Eden House - Register your interest

First Name

Last Name

Email

☐ Communications about updates and new homes? Count me in.

SUBMIT

Download a brochure

e.g. `/eden-house/`

Event Name = `generate_lead`  
Event Parameter = `form_type,`  
`form_subtype,`  
`development,`  
`form-heading`

Example Values = `speak-to-the-team-generic`  
`generic,`  
`""`  
`false`

## Goal 2

Speak to our team

First Name

Last Name

Country Phone Number

Email

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SUBMIT

Speak to the Team - Generic

e.g. `/buying-with-us/why-new-build/`

# Form tracking events & goals

Event Name = `form_start`  
Event Parameter = `form_type,`  
`form_subtype`  
`development,`  
`viewing`  
  
Example Values = `register-interest,`  
`interest,`  
`""`  
`false`

SUBMIT

First Name

Last Name

Email

Country

Phone Number

☐ Communications about updates and new homes? Count me in.

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SUBMIT

Register Interest

e.g. `/invest-with-us/`

Event Name = `generate_lead`  
Event Parameter = `form_type,`  
`form_subtype,`  
`development,`  
`viewing`  
  
Example Values = `speak-to-the-team-apartment`  
`apartment,`  
`the-verdean,`  
`true`

Arrange a viewing

First Name

Last Name

Country

Phone Number

Email

☐ Communications about updates and new homes? Count me in.

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SUBMIT

Goal 3 & 20

Speak to the Team - Apartment

e.g. `/find-a-property/?budget=600000`

Event Name = `generate_lead`  
Event Parameter = `form_type,`  
`form_subtype,`  
`development,`  
`viewing`  
  
Example Values = `speak-to-the-team-development`  
`development,`  
`queens-cross,`  
`true`

Arrange a viewing

First Name

Last Name

Country

Phone Number

Email

Your budget

Number of bedrooms

☐ Communications about updates and new homes? Count me in.

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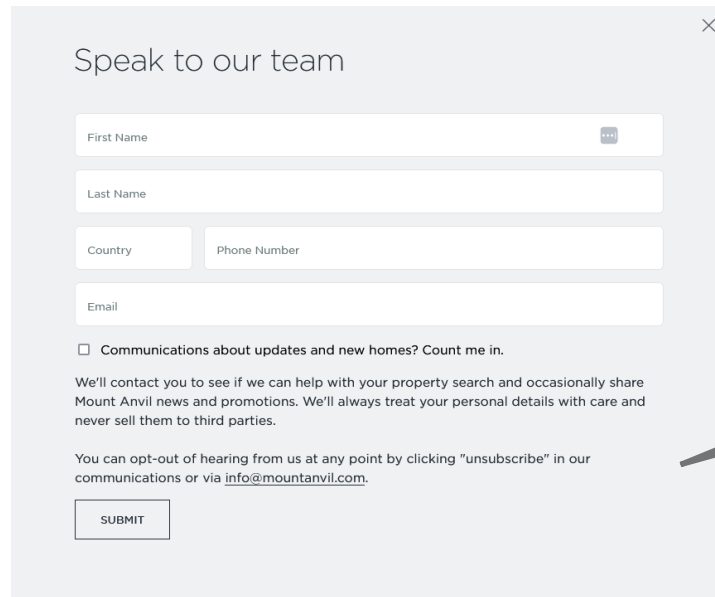
SUBMIT

Goal 4 & 20

Speak to the Team - Development

e.g. `/find-a-property/?budget=600000`

# Form tracking events & goals



Speak to our team

First Name

Last Name

Country Phone Number

Email

☐ Communications about updates and new homes? Count me in.

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SUBMIT

Event Name = `generate_lead`  
Event Parameter = `form_type,`  
`form_subtype,`  
`development,`  
`form-heading`  
Example Values = `speak-to-the-team-shortlist`  
`shortlist,`  
`""`  
`false`

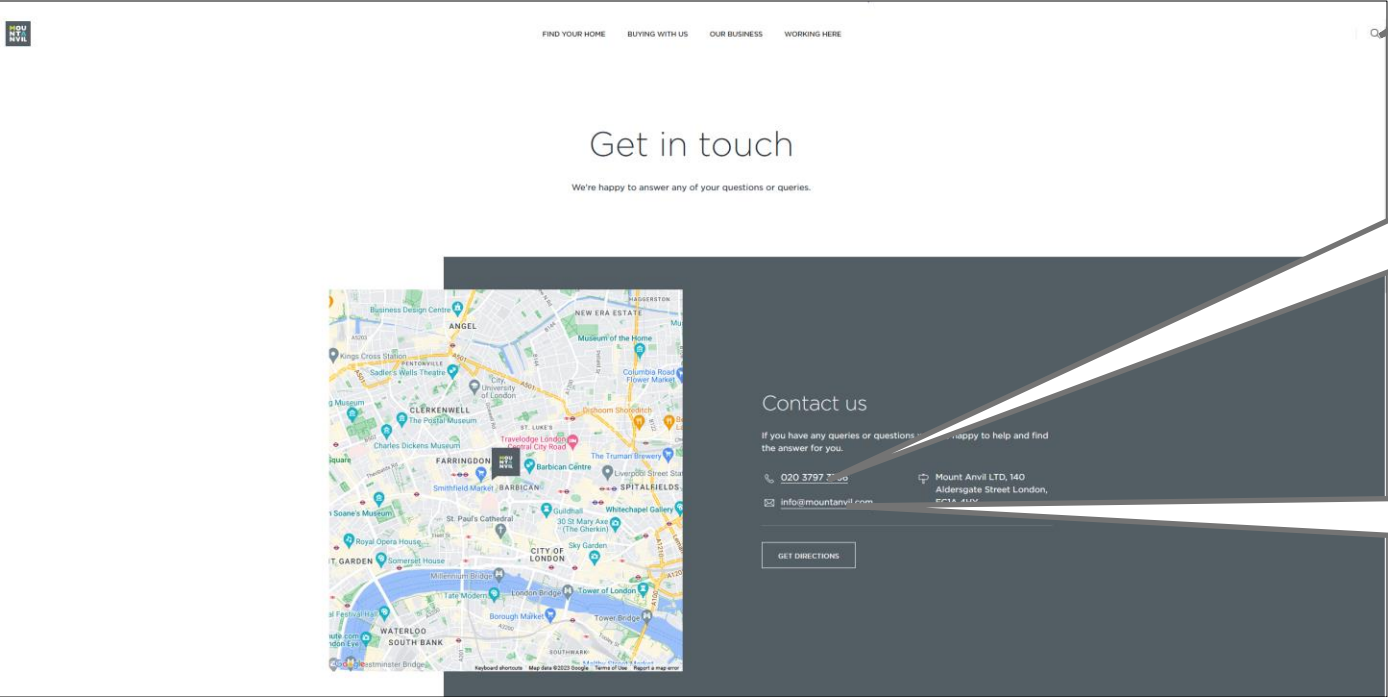
Speak to the Team - Shortlist

e.g. `/buying-with-us/shortlist/`

# Phone, email and search tracking events & goals

Event Name = `view_search_results`  
Event Parameter = `query`  
Example Values = `keybridge`

Goal not needed



Event Name = `phone_click`  
Event Parameter = `clicktext`  
Example Values = `02037973756`

Event Name = `infinity_call`  
Event Parameter = `tracking_pool_name`  
Example Values = `SingleNumbers: Other`

Goal 6

Event Name = `email_click`  
Event Parameter = `clicktext`  
Example Values = `info@mountanvil.com`

Goal 9

# Video tracking events (YouTube only)

*Sold out development*

## Keybridge



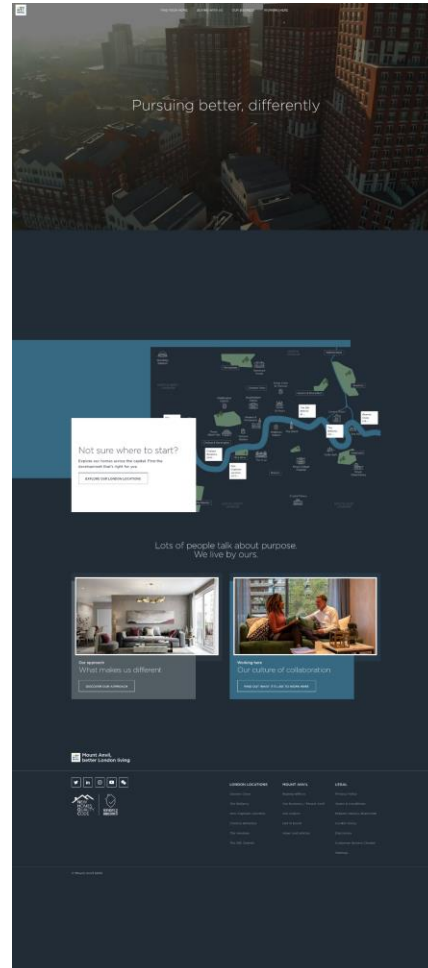
Event Name = `video_start,`  
`video_progress,`  
`video_complete`

Event Parameter = `video_title,`  
`video_url,`  
`video_duration,`  
`video_current_time,`  
`video_percent`

Example Values = `visit-keybridge-development,`  
`https://mountanvil.com/keybridge,`  
`300,`  
`30,`  
`10`

**Goal not needed**

# Scroll tracking events



Event Name = `scroll`  
Event Parameter = `percent_scrolled`  
Example Values = `90`

**Goal not needed**

Events fires on  
90% pageview





Other Questions  
& Discussions