FINTACTIX · FINANCIAL CALCULATORS

GA4 Integration Guide

Configure Google Analytics 4 to capture every meaningful interaction on your Financial Calculators.

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1. Overview

Financial Calculators includes built-in GA4 event tracking that fires automatically as your visitors use each calculator. The tracker sits on top of the google_tag Drupal module on the Fintactix calculators' platform — GA4 property configuration (Measurement IDs, GTM container IDs) lives entirely in google_tag, and the calculator tracker simply pushes events through whatever properties you've configured there. Every GA4 property receives the events simultaneously, with no per-calculator or per-property setup required.

This guide covers what the tracker sends, what you need to configure in your GA4 property to make the data usable in reports, and the suggested reports and key events to get value from the data quickly.

Important — configuration is managed by Fintactix

The GA4 tracker is enabled or disabled on the Fintactix calculators platform through an admin toggle at /admin/config/fintactix/ga4, which Fintactix customers do not have direct access to. Your Fintactix contact enables the tracker and registers your GA4 property (or GTM container) in the google_tag module on your behalf.

Your role is to: (1) provide Fintactix with your GA4 Measurement ID (or GTM container ID), (2) confirm when Fintactix tells you tracking is live, and (3) complete the GA4-side configuration in this guide — custom dimensions, key events, and the reports you want. Steps 1 and 2 take about 10 minutes; step 3 takes 10–15 minutes inside your GA4 property.

All Calculator event names and parameters are prefixed with "calculator_" so they stay entirely separate from any other analytics on your website, including Financial Navigator events, which use the "navigator_" prefix. Calculator data does not interfere with your other GA4 tracking.

2. Before You Begin

Before starting the GA4-side configuration in Section 3, complete the following. The first three steps involve you and your Fintactix contact; the rest is GA4-side preparation.

1. Create a GA4 property for your website at analytics.google.com if you don't already have one.
2. Locate your GA4 Measurement ID (format: G-XXXXXXXXXX) at Admin → Data Streams → your web stream. If you use Google Tag Manager instead, locate your GTM Container ID (format: GTM-XXXXXXX).
3. Send your Measurement ID or Container ID to your Fintactix contact. Fintactix will add it to the google_tag module on the calculators platform and enable the tracker at /admin/config/fintactix/ga4.
4. Wait for confirmation from Fintactix that tracking is live.
5. Activate your events by visiting at least one Financial Calculator page and interacting with it — change an input, click a results tab, click the print link, and click a CTA if one is present. GA4 only shows event names in its admin UI after each event has been recorded at least once.

GA4 or GTM — either works

The google_tag Drupal module accepts both GA4 Measurement IDs and GTM Container IDs. Fintactix configures whichever you send. There is no customer-facing difference in how the tracker behaves — both routes deliver the same events to your GA4 property.

3. What You Will Configure in GA4

Once Fintactix confirms tracking is live, there are three GA4-side tasks. All are performed inside your GA4 property and take about 10–15 minutes together.

- **Custom dimensions —** so GA4 recognizes and stores Calculator-specific parameters (calculator ID, category, tab name, CTA details).
- **Key events —** to mark email submissions and CTA clicks as conversions for reporting and audience building.
- **Suggested reports —** ready-to-build Explore reports that surface engagement, conversion, and CTA performance across your calculator library.

4. Step 1 — Register Custom Dimensions

Custom dimensions tell GA4 to recognize and store the Calculator-specific parameters attached to each event. Without this step, the parameters are collected but don't appear in reports.

How to register each dimension

1. In GA4, go to Admin → Custom definitions.
2. Click the Custom dimensions tab.
3. Click Create custom dimension.
4. Enter the Dimension name, set Scope to "Event", and enter the exact Event parameter from the table below.
5. Click Save.
6. Repeat for all six dimensions.

Dimensions to register

Dimension Name	Event Parameter	Description
Calculator ID	`calculator_id`	Machine name of the specific calculator (e.g. a01, m01, r06).
Calculator Category	`calculator_category`	Calculator series the user is on (e.g. Auto, Mortgage, Retirement).
Tab Name	`calculator_tab_name`	Which results tab was clicked: Chart, Table, or Amortization.
CTA Label	`cta_label`	The visible text or data-ga4-label of the CTA link clicked.
CTA URL	`cta_url`	The destination URL of the CTA link clicked.
CTA Position	`cta_position`	1-based position of the link within its CTA block.
Source	`source`	Placement label from the ?source= parameter on the calculator URL. Present only on embeds that set one.

Case sensitivity

Event parameter values are case-sensitive and must match the table exactly, including the "calculator_" and "cta_" prefixes. GA4 silently ignores mismatched parameter names — your dimension will save, but it will never populate with data.

5. Step 2 — Mark Key Events (Conversions)

Key events tell GA4 which events represent meaningful business outcomes. Marking Calculator events as key events enables conversion tracking in your reports and allows you to build conversion-based audiences for remarketing.

How to mark key events

1. Go to Admin → Events.
2. Click the Recent events tab.
3. Find each event listed below and click the star icon to mark it as a key event.

Events to mark

Event	What It Means
`calculator_email_results`	A user submitted the Email Results form on a calculator. This is your primary Calculator conversion event — it captures a named lead with contact information.
`calculator_cta_click`	A user clicked a Call-to-Action link inside a calculator. This indicates intent to proceed to apply, view rates, find a branch, or take whatever action the CTA directs them to.

Events won't appear until someone has used a calculator

Calculator events only reach GA4 after a real user interacts with a calculator on your site. After the first interaction, events typically appear within seconds in the Realtime report, and within 24–48 hours in the Events admin list. If you just completed onboarding and the Recent events tab is empty, that's expected — walk through one calculator yourself to populate the list.

6. Event Reference

This section documents every event the Calculator tracker fires. Six events in total. Every event includes calculator_id and calculator_category as standard parameters, plus source when the calculator URL carries a ?source= value.

Event	When It Fires	Additional Parameters
`calculator_view`	Calculator page loads.	—
`calculator_interact`	User changes any input field for the first time on this page load. Fires once per page load.	—
`calculator_tab_change`	User clicks the Chart, Table, or Amortization tab inside the results area.	`calculator_tab_name`
`calculator_print`	User clicks the printer-friendly version link.	—
`calculator_email_results`	User clicks the Email Results submit button.	—
`calculator_cta_click`	User clicks any link inside a CTA block.	`cta_label`, `cta_url`, `cta_position`

About the calculator_interact event

The calculator_interact event fires on the first input change of each page load. It does not fire again for subsequent input changes in the same session. This intentionally captures the "this visitor engaged with the tool" signal rather than the "this visitor moved a slider" signal — if you report on calculator_interact counts, you are measuring unique engaged sessions, not total interactions.

7. CTA Block Tracking

Call-to-Action blocks are placed on calculators via Drupal's block layout system on the Fintactix platform and can be scoped to an individual calculator, a category, or the entire

site. The tracker captures every CTA click automatically — no per-client or per-calculator configuration is required.

How CTA scope is identified in GA4

The cta_label parameter naturally segments CTA scope in reporting, so you don't need a separate taxonomy field:

- **Same label across all calculators —** cross-calculator CTA (e.g. "Find a Branch", "Contact Us").
- **Same label only on one category —** category CTA (e.g. "View Mortgage Rates" on all Mortgage calculators).
- **Unique label on one calculator —** calculator-specific CTA (e.g. "Apply for Auto Loan" on a01 only).

Label resolution priority

The tracker resolves the cta_label value in the following priority order. The first source that returns a non-empty value wins.

1. data-ga4-label attribute on the <a> tag (explicit override).
2. Visible anchor text, with any icon markup (FontAwesome <i>, SVG) stripped out.
3. alt attribute of the first <img> inside the anchor.
4. Fallback: the literal string "CTA".

Image and icon-only CTAs

Text-based CTAs are tracked automatically with no changes needed. For CTAs where the clickable element is an image or icon with no visible text, add a data-ga4-label attribute to the anchor tag in your CTA block HTML so the analytics label is meaningful rather than falling back to alt text or "CTA":

```
<a href="/apply" data-ga4-label="Apply for Auto Loan">
  <img src="arrow.png" alt="Apply">
</a>
```

Keep alt text for accessibility

When building CTA blocks with images, always include meaningful alt text even if you also add data-ga4-label. The alt text serves accessibility (screen readers, image-loading failures); data-ga4-label serves analytics. They are not substitutes for each other.

Why CTA click counts are reliable even across iframe navigation

Financial Calculators are embedded in customer websites via iframe. CTAs commonly use target="_parent" to navigate the embedding page rather than the iframe itself. A standard GA4 hit sent at the moment of click would normally be aborted when the parent frame navigates away, before the hit reaches Google's servers.

The tracker handles this by intercepting the click, firing the cta_click event, then navigating the parent frame 150 milliseconds later — long enough for the hit to be dispatched, short enough that the consumer doesn't perceive a delay. CTAs opening in a new tab (target="_blank") don't need this treatment because opening a tab doesn't destroy the iframe. The upshot: your cta_click counts are accurate regardless of how the CTAs are configured to navigate.

8. Suggested Reports

Once your custom dimensions and key events are configured, these four reports provide immediate insight into Calculator performance. All are built in GA4's Explore section using the Free-form technique.

Report 1 — Calculator engagement funnel

Measures how many calculator pageviews actually produce a user interaction.

- **Rows:** Calculator Category, then Calculator ID.
- **Values:** Event count for calculator_view and calculator_interact.
- **Filter:** None.

The interact-to-view ratio tells you which calculators engage visitors and which are receiving traffic but not engagement. Low ratios suggest the calculator isn't matching visitor intent on the page it's embedded in, or that the tool is too complex for a first-pass visitor.

Report 2 — Email results conversion

Identifies which calculators generate the most named leads.

- **Rows:** Calculator Category and Calculator ID.
- **Values:** Event count.

- **Filter:** Event name = calculator_email_results.

Compare each calculator's calculator_email_results count against its calculator_view count from Report 1 to get a per-calculator lead conversion rate. Calculators with high lead conversion but low view counts are prime candidates for additional promotion on your site.

Report 3 — CTA performance

Reveals which CTAs drive the most clicks and how performance varies across calculator categories.

- **Rows:** CTA Label.
- **Columns:** Calculator Category (optional breakdown).
- **Values:** Event count.
- **Filter:** Event name = calculator_cta_click.

A label that appears across all categories is a cross-site CTA; one appearing in a single category is a category-level CTA; one appearing on a single calculator is calculator-specific. Use this to understand which call-to-action copy resonates in which product context.

Report 4 — Tab engagement

Shows how users engage with Chart, Table, and Amortization tabs inside calculator results.

- **Rows:** Tab Name and Calculator ID.
- **Values:** Event count.
- **Filter:** Event name = calculator_tab_change.

High Amortization tab usage on a mortgage calculator indicates deeply engaged users exploring repayment details. High Chart tab usage suggests visitors preferring visual over tabular output — a useful signal when deciding which calculator to feature on a landing page.

Report 5 — Print engagement

Print clicks indicate high-intent users who want to save or share their results — they're typically farther along the decision path than someone who just views a result.

- **Rows:** Calculator Category and Calculator ID.
- **Values:** Event count.
- **Filter:** Event name = calculator_print.

Calculators with high print rates are strong candidates for CTA placement — a user who just printed a mortgage amortization is primed for a "Ready to apply?" button.

9. Data Privacy

The Calculator tracker is designed with a privacy-first architecture. It captures only interaction signals — no personally identifiable information and no financial input or output values are ever sent to GA4.

What is sent to GA4

- **Calculator identity —** which calculator (calculator_id) and which category (calculator_category).
- **Interaction signals —** that a view, first input change, tab click, print, or email submit occurred.
- **CTA engagement —** which CTA was clicked, its destination URL, and its position within its CTA block.

What is never sent to GA4

- **Input field values —** loan amounts, incomes, interest rates, purchase prices, or any financial values a user enters.
- **Personal information —** names, email addresses, or any data submitted through the Email Results form.
- **Result values —** calculated payments, balances, timelines, or any output values the calculator produces.

If you have a compliance review process for analytics tracking, this section gives your privacy or security team what they need to confirm no regulated data leaves the calculator environment.

Consent opt-out and its effect on your data

Calculator analytics can be halted for visitors who opt out of data collection on your website. The mechanism is delivered through the embed code itself rather than configured in GA4, so the setup instructions live in the Smart Embed and Category Hub implementation guides. What follows is what it does to the data you see here.

When a visitor has not granted consent, the calculator tracker is never loaded for that visitor and a Google Consent Mode default of denied is set inside the calculator frame. No calculator events are sent and no analytics cookie is written. The calculator itself works normally — only the measurement stops. A visitor who changes their decision mid-session is picked up immediately.

Two consequences are worth planning for. Calculator event volume will under-count total usage by roughly your opt-out rate, so engagement ratios remain meaningful but absolute counts do not represent all visitors. And because suppression happens before any tracking code loads, opted-out sessions leave no trace at all in GA4 rather than appearing as a filterable segment.

Embeds that carry no consent attribute are unaffected and continue reporting as they always have. To enable consent handling, see Halting Data Collection on Consent Opt-Out in the Smart Embed Implementation Guide, or data-fintactix-consent in the Category Hub Implementation Guide.

10. Frequently Asked Questions

What happens when a visitor rejects cookies on our site?

By default, nothing — the calculator runs cross-origin and cannot see your consent banner. Once consent handling is enabled on your embed code, a rejection stops calculator events and blocks the analytics cookie inside the calculator frame. The setup is in the implementation guides; Section 9 describes what it does to your data.

Will Calculator events interfere with my existing GA4 tracking?

No. Every Calculator event name and parameter is prefixed with "calculator_" (or "cta_" for CTA parameters), so they are completely separate from any other analytics on your website, including Financial Navigator events, which use the "navigator_" prefix. You can run Calculator tracking alongside your existing site analytics with no overlap.

When will events start appearing in GA4?

Calculator events are only sent when a real user visits and interacts with a Financial Calculator page. Once that happens, events appear in the Realtime report within seconds. The Events admin list and custom dimension dropdowns take 24–48 hours to reflect new

event names after the first occurrence. Standard reports (Explore, overview cards) typically refresh within the same 24–48 hour window.

Can I track multiple GA4 properties simultaneously?

Yes. Contact your Fintactix contact to add additional GA4 Measurement IDs or GTM Container IDs to the google_tag module on your calculators site. Every configured property receives Calculator events simultaneously with no additional setup on your end. This is useful for institutions running separate GA4 properties for retail and commercial lines of business, for example.

What if a CTA has no visible text?

Add a data-ga4-label attribute to the anchor tag in the CTA block HTML. See Section 7 for the exact syntax. Without this attribute, the tracker falls back to the image's alt attribute, then to the literal string "CTA".

Do I need to modify individual calculator JavaScript files?

No. The tracker is loaded as a single Drupal library on the calculators platform and uses delegated event listeners to detect interactions across every calculator. No changes are required to any individual calculator JS file, YAML webform definition, or CTA block.

How do I enable, disable, or update tracking?

Tracking is enabled by your Fintactix contact when you provide your GA4 Measurement ID or GTM Container ID. To disable tracking, update your IDs, or add additional properties, contact your Fintactix account representative. The tracker itself has a single enable/disable toggle on the platform admin side; you do not need to do anything in GA4 to pause tracking.

Does the tracker work differently in iframe embeds versus direct site embeds?

No. The tracker works identically whether your calculators are loaded inside an iframe embed on your site or accessed directly. The 150-millisecond navigation delay on CTA clicks (described in Section 7) specifically protects against hits being lost when an iframe's parent frame navigates away — the only way the iframe context matters.

11. Quick Reference

The six events

Event	Trigger
`calculator_view`	Page load.
`calculator_interact`	First input change (once per page load).
`calculator_tab_change`	Results tab clicked.
`calculator_print`	Printer-friendly link clicked.
`calculator_email_results`	Email submit clicked.
`calculator_cta_click`	Any link inside a CTA block clicked.

Custom dimensions to register

- calculator_id
- calculator_category
- calculator_tab_name
- cta_label
- cta_url
- cta_position
- **source (only on embeds that use the ?source= parameter)**

Key events to mark as conversions

- calculator_email_results — named lead with contact information.
- calculator_cta_click — intent to proceed (apply, rates, branch, etc.).

What to send Fintactix

- Your GA4 Measurement ID (format: G-XXXXXXXXXX), or your GTM Container ID (format: GTM-XXXXXXX).
- Contact information for the person responsible for your GA4 property, in case Fintactix has verification questions.

Where to send questions

Email info@fintactix.com. Your account representative is the fastest path for any GA4 configuration, enablement, or troubleshooting question. For GA4-specific questions

(custom report building, audiences, attribution), Google's documentation at analytics.google.com is the authoritative source.

— End of Guide —