

THE ABC OF GA4 · ALL ROLES

The GA4 Tracking Request Kit

Question banks, templates and checklists to ask for, build and check Google Analytics 4 tracking, for product, design, engineering and marketing

A · Ask

Question banks for product managers, designers, developers and marketers

B · Brief

Event spec, naming, ticket, Figma legend, dataLayer spec, UTM convention

C · Check

QA checklist, tracking-plan sheet, lifecycle and RACI

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BEFORE YOU START

How to use this kit

Sixteen printable templates that go with our four learning paths *The ABC of GA4*. Every template is taken from one article, named in the page footer.

Start from the question.

Use your role's question bank (templates 2 to 5) before you write any spec. Questions GA4 cannot answer need research or a test, not tracking.

Brief in a shared format.

Every role writes its request as event spec rows (templates 6 and 7) that end up in one tracking plan (template 15).

Check before you trust.

No request is done until it passes the QA checklist (template 14) and the plan is updated.

NO.	TEMPLATE	USE IT TO	MAINLY FOR
01	The ABC spine and the three sentences	Link every request to a decision, a question and a metric before anyone names an event	All roles
02	Question bank: product managers	Ten product questions and the GA4 report or exploration that answers each	Product
03	Question bank: UX & product designers	Ten design questions, from drop-offs to form errors, mapped to GA4	Design
04	Question bank: developers	Ten implementation questions and the GA4 or browser tool that answers each	Developers
05	Question bank: marketers	Ten acquisition questions mapped to GA4 reports, dimensions and metrics	Marketing
06	Event spec template	Specify one event in eight fields a developer can build and a tester can check	Product
07	Event spec: worked example	A filled spec for a "save for later" feature, from question to acceptance	Product
08	Naming convention cheat-sheet	GA4's naming rules, its limits and the house rules to add on top	Product
09	Tracking request ticket and definition of done	Put tracking in the user story and in the team's definition of done	Product
10	Figma annotation legend	Annotate events on frames and states so designs become buildable requests	Design
11	dataLayer spec template	Triage a request, then write the dataLayer contract for each event	Developers
12	UTM naming convention	Approved sources, mediums and campaign pattern aligned with GA4's channel rules	Marketing
13	UTM governance sheet and marketing asks	Create every link in one sheet, then brief key events, links and audiences	Marketing
14	QA checklist	Check tracking before, during and after every release	Developers
15	Tracking-plan sheet layout	Set up the shared plan: columns, tabs, statuses, change log and retirement	All roles
16	Lifecycle and RACI	Give every stage of a request one accountable owner and a gate	All roles

Print what you need. One page per template. Empty boxes, lines and cells are for your answers. Blue text in the worked example (template 7) shows how a filled template reads.

GA4 changes often. Limits, report names and interface paths quoted here were checked against Google's documentation in October 2026, as cited in the articles. Check the current help pages before you rely on a limit.

TEMPLATE 01

The ABC spine and the three sentences

Every path of The ABC of GA4 follows the same spine: Ask the questions GA4 can answer, Brief the tracking you need, Conclude with the analyses that turn data into decisions.

WHEN TO USE IT Before any tracking ticket is opened. If you cannot write the decision, park the request: tracking added “just in case” still has to be built, tested and maintained.

1. The spine, by role The articles behind each step; the shared tracking plan is step 6 of every path

ROLE	A · ASK	B · BRIEF	C · CONCLUDE
Product	GA4 for Product Managers	How Product Managers Should Ask for GA4 Tracking	Measuring Feature Adoption in GA4 How to Measure a Product Launch in GA4
Design	GA4 for UX and Product Designers	How Designers Should Ask for GA4 Tracking	Finding UX Friction in GA4 Combining GA4 with Qualitative Research and Measuring a Redesign
Developers	GA4 for Developers	From Tracking Request to dataLayer Spec	Debugging and QA for GA4 GA4 BigQuery Export and Measurement Protocol for Developers
Marketing	GA4 for Marketers	How Marketers Should Ask for GA4 Tracking	Attribution in GA4 for Marketers GA4 E-commerce Reports for Marketers and Merchandisers

2. Six links from a decision to a report Write one box per link; the product example is in grey

1 Decision

What will we do differently?

e.g. Keep, improve or remove the feature

2 Question

What do we need to know?

e.g. Do cart users save items?

3 Metric

Which number answers it?

e.g. % of cart users who save an item

4 Event spec

Name, trigger, parameters

e.g. add_to_wishlist + save_location

5 Acceptance

How do we know it is right?

e.g. Fires once per save, seen in DebugView

6 Report

Where will we read it?

e.g. Funnel exploration, weekly review

The requester owns links 1 to 3 and writes the acceptance criteria; the analyst or developer usually refines the event spec.

3. Write the three sentences Pick the threshold before launch, so nobody moves the goalposts later

THE DECISION: WHAT WILL WE DECIDE, AND WHEN?

THE QUESTION, AS PEOPLE WOULD ASK IT IN A REVIEW

THE METRIC AND THE THRESHOLD

4. Four tests before an event goes into a spec An event that fails two of them usually does not belong in GA4

TEST	QUESTION TO ASK	RESULT
Question test	Does it answer a written question with a decision attached?	☐ Pass ☐ Fail
Reuse test	Could an existing event plus a parameter answer it?	☐ Pass ☐ Fail
Read test	Will a named person read it in a named report this quarter?	☐ Pass ☐ Fail
Privacy test	Can it be specified without personal data or user-typed free text?	☐ Pass ☐ Fail

TEMPLATE 02

Question bank: product managers

The ten questions most product teams ask GA4, mapped to the report or exploration that answers them and the trap that most often misleads.

WHEN TO USE IT When you plan a feature, prepare a roadmap review or before you write a tracking request. Every question GA4 cannot answer because an event or parameter is missing becomes a tracking request.

1. Ten questions product managers ask, and where GA4 answers them Tick the questions that need new tracking

#	QUESTION	WHERE IN GA4	METRIC, AND WHAT TO WATCH OUT FOR	NEED TRACKING
1	How many people use the product, and is it growing?	Reports > Engagement > Engagement overview (User activity over time)	Active users over 1, 7 and 30 days. 'Users' means active users, not everyone who visited	☐
2	How sticky is it?	Reports > Engagement > Engagement overview (User stickiness)	DAU/MAU, DAU/WAU, WAU/MAU. GA4 counts browsers and devices unless you send a user ID	☐
3	How many users adopted feature X?	Reports > Engagement > Events, then the feature's event	Total users and event count. The feature needs its own event; custom parameters need registering	☐
4	Who adopts it?	Same report with a comparison, or Explore > Free form	Users who triggered the event, broken down. Demographic breakdowns can trigger thresholding	☐
5	Where do users drop in the key flow?	Explore > Funnel exploration	Completion and abandonment per step. Open vs closed funnel; sampling above 10 million events	☐
6	What do users do before and after X?	Explore > Path exploration	Next and previous events or pages. Paths show sequences, not intent	☐
7	Do users come back?	Reports > Life cycle > Retention, or Explore > Cohort exploration	Day 1, 7, 30 retention by cohort. The retention report covers the first 42 days	☐
8	Which channels bring users who stay or convert?	Reports > Acquisition > User acquisition	First user primary channel group vs key events. First touch differs from session acquisition	☐
9	Which entry pages lead to engaged sessions?	Reports > Engagement > Landing page	Sessions, average engagement time, key events. (not set) when a session has no page_view	☐
10	Did the release change behaviour?	Any report with a date comparison, then Explore > Free form by day	The targeted metric plus guardrails. Seasonality and campaigns move numbers; causal proof needs a test	☐

2. Questions GA4 cannot answer Use another method instead of asking for tracking

Why did they do it? Session replay, surveys, usability tests	Did my change cause the result? A/B tests or feature-flag holdouts	Analysis by account or team (B2B), long raw histories A product analytics tool or the BigQuery export
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3. Add your own

OUR OWN QUESTION	WHERE IN GA4	TRACKING NEEDED?
		☐ Yes ☐ No
		☐ Yes ☐ No

Before you share a number: wait two full days for processing, check the time zone, thresholding, sampling and consent gaps.

TEMPLATE 03

Question bank: UX & product designers

GA4 tells you where and how many; research tells you why. These ten questions are the ones GA4 can answer about a design, some only once you request the right events.

WHEN TO USE IT When you start a redesign, before usability testing (to choose where to look) and when you write a tracking request for a new flow.

1. Ten questions designers ask, and where GA4 answers them Tick the questions that need new tracking

#	QUESTION	WHERE IN GA4	METRIC, AND WHAT TO WATCH OUT FOR	NEED TRACKING
1	Where do people drop out of a journey?	Explore > Funnel exploration, one step per screen; Breakdown: Device category	The step with the largest drop, and whether it is larger on one device	☐
2	Which devices or screen sizes struggle?	Reports > Tech > Tech details (Device category, Browser, Screen resolution)	Engagement rate and key events per device	☐
3	Which pages get little attention?	Reports > Engagement > Pages and screens	Views, average engagement time, views per active user, within one page type	☐
4	What do people search for?	Explore > Free form; rows Search term; filter Event name = view_search_results	Top terms and products people cannot find. Search terms can be thresholded	☐
5	Which entry pages fail new visitors?	Reports > Engagement > Landing page, comparing new vs returning	Many sessions with short engagement time or few key events	☐
6	Which form fields cause the most errors?	Explore > Free form on form_error, rows field_name, Device category	Needs form_error with form_id, field_name, error_type, registered as dimensions	☐
7	Do people use the filters, and do they return zero results?	Explore > Free form on apply_filter by filter_name	Needs apply_filter with filter_name, filter_value and results_count	☐
8	How often does search fail?	Explore > Free form on search where results_count = 0	Needs the search event with search_term and results_count	☐
9	Does the modal help or interrupt?	Explore > Free form on close_modal by close_method	Needs show_modal and close_modal with modal_name and close_method	☐
10	Are hidden contents (accordions, tabs) opened?	Reports > Engagement > Events, select_content by content_type	Needs select_content with content_type and content_id	☐

2. Questions GA4 cannot answer Use another method instead of asking for tracking

Why did people leave this step? Usability tests, exit or on-site surveys	What did they look at or ignore; where did they hesitate? Heatmaps, session replay with frustration signals	Did my redesign cause the change? A controlled experiment (A/B test)
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3. Add your own

OUR OWN QUESTION	WHERE IN GA4	TRACKING NEEDED?
		☐ Yes ☐ No
		☐ Yes ☐ No
		☐ Yes ☐ No

Enhanced measurement scroll fires only at 90% depth, outbound clicks only; form_start and form_submit can misfire on custom forms.

TEMPLATE 04

Question bank: developers

The questions a developer must answer to build tracking that can be trusted, and the GA4 screen or browser tool that answers each.

WHEN TO USE IT When you receive a tracking request, during the build and before every release that touches templates, checkout, consent or the tag container.

1. Ten questions developers ask, and where GA4 answers them Tick the questions that need new tracking

#	QUESTION	WHERE IN GA4	METRIC, AND WHAT TO WATCH OUT FOR	NEED TRACKING
1	Does the event already exist, and in which family?	Admin > Data display > Events; Reports > Engagement > Events	Automatic, enhanced measurement, recommended or custom. Never resend automatic names	☐
2	Is the dataLayer push right?	Tag Manager Preview (Tag Assistant), Data Layer tab	One push per action, keys and types as in the spec, ecommerce cleared first	☐
3	Does the event reach GA4 with the right parameters?	Admin > Data display > DebugView	Events from debug devices, last 60 seconds, archive of 30 minutes	☐
4	What did GA4 actually receive?	Browser Network tab, /g/collect request	en, ep./epn., cu, pr1..., gcs, _dbg. Numbers must go out as epn.	☐
5	Does each route change send exactly one page_view?	DebugView and Network, on a single-page app	One mechanism only: enhanced measurement history setting or your own code	☐
6	Is consent applied before any tag fires?	Tag Assistant > Consent; gcs in /g/collect	All four consent types have a default in the first Consent event	☐
7	Which parameters are registered, and how many slots are left?	Admin > Data display > Custom definitions	50 event-, 25 user-, 10 item-scoped dimensions on a standard property	☐
8	Why does a dimension show (not set)?	The report itself, then the (not set) causes list	Late Google tag, missing page_view, dimension registered under 48 hours ago	☐
9	Is the event live after release?	Reports > Realtime	Volumes appear within minutes; read trends only after 24 to 48 hours	☐
10	Do volumes stay within expected ranges?	Custom insights (alerts); daily BigQuery checks	Compare purchases with the back office after two full days	☐

2. Questions GA4 cannot answer Use another method instead of asking for tracking

Data before the BigQuery link Nothing: the export only holds data from the day you link it	Reprocessing past events Not possible in the interface: fix forward and annotate	Exact, unsampled logic on raw events BigQuery export (1 million events a day on the standard daily export)
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3. Add your own

OUR OWN QUESTION	WHERE IN GA4	TRACKING NEEDED?
		☐ Yes ☐ No
		☐ Yes ☐ No
		☐ Yes ☐ No

Validate in DebugView before release, confirm in Realtime after release, and compare volumes with the back office after two full days.

TEMPLATE 05

Question bank: marketers

The marketer's ten standard questions, mapped to the report, the dimension and the metric that answer them, and the caveat to state alongside the number.

WHEN TO USE IT Before a campaign review, a channel budget discussion or a briefing to developers. If Unassigned, (not set) or Direct is growing, fix the tagging first.

1. Ten questions marketers ask, and where GA4 answers them Tick the questions that need new tracking

#	QUESTION	WHERE IN GA4	METRIC, AND WHAT TO WATCH OUT FOR	NEED TRACKING
1	Which channels bring the most sessions, key events and revenue?	Reports > Acquisition > Traffic acquisition; Session default channel group	Sessions, key events, total revenue. Untagged links inflate Direct	☐
2	Which channels bring new users and customers?	Reports > Acquisition > User acquisition; First user default channel group	New users, key events. Credit stays with the first channel	☐
3	Which campaigns drive key events?	Traffic acquisition, primary dimension Session campaign	Key events, session key event rate. Only as clean as the UTM tags	☐
4	Is paid traffic engaged or bouncing?	Traffic acquisition; Session source / medium	Engagement rate, engaged sessions. Engaged = over 10 s, a key event or 2+ pages	☐
5	Which landing pages convert campaign traffic?	Explore > Free form; Landing page x Session source / medium	Sessions, session key event rate. Thresholds and sampling can apply	☐
6	How much credit does each channel earn?	Advertising > Attribution > Attribution models	Key events and revenue by model. A model change rewrites history	☐
7	Which paths lead to key events?	Advertising > Attribution > Attribution paths	Key events by channel path. Direct gets no credit unless the path is all direct	☐
8	Is AI assistant traffic growing, and does it engage?	Traffic acquisition; AI Assistant channel	Sessions, engagement rate, key events. Channel exists from 13 May 2026	☐
9	Are our links tagged correctly?	Traffic acquisition; Session source / medium	Sessions in Unassigned, (not set) and Direct. A rising share means a tagging bug	☐
10	Does GA4 revenue match the order system?	Traffic acquisition totals vs back office, by date	Total revenue, transactions. Consent and refunds explain part of the gap	☐

2. Questions GA4 cannot answer Use another method instead of asking for tracking

How many people saw a Meta or TikTok ad? The ad platform: GA4 sees no impressions from other platforms	Did this channel cause extra sales? Incrementality or geo tests, media-mix models	Long-term customer value CRM or the BigQuery export
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3. Add your own

OUR OWN QUESTION	WHERE IN GA4	TRACKING NEEDED?
		☐ Yes ☐ No
		☐ Yes ☐ No
		☐ Yes ☐ No

GA4 and ad platforms differ by design: attribution model, windows, consent, click vs view and time zone. Compare ratios, not raw counts.

TEMPLATE 06

Event spec template

One spec per event: the unit of a tracking request. Eight fields a developer can build without guessing and a tester can check without asking, plus a privacy line.

WHEN TO USE IT For every new or changed event, before refinement. Write one card per event and copy it as a row into the tracking plan (template 15).

PLAN ROW ID	REQUESTED BY / DATE	STATUS	VERSION

1 QUESTION AND DECISION: WHAT WILL WE DECIDE WITH THIS DATA?

2

EVENT NAME (40 CHARACTERS MAX, CASE-SENSITIVE)

EVENT TYPE: CHECK IN THIS ORDER
☐ Automatic ☐ Enhanced measurement ☐ Recommended
☐ Custom

3

TRIGGER: FIRES WHEN... (ON SUCCESS, NOT ON CLICK)

DOES NOT FIRE WHEN... (RELOAD, DOUBLE CLICK, PAGE LOAD, HIDDEN FIELD)

4

PARAMETERS WITH EXAMPLE VALUES (25 PER EVENT MAX; VALUES 100 CHARACTERS MAX)

PARAMETER	EXAMPLE VALUE	ALLOWED VALUES (FIXED LIST)	TYPE	SCOPE	REGISTER
				☐ Event ☐ User ☐ Item	☐
				☐ Event ☐ User ☐ Item	☐
				☐ Event ☐ User ☐ Item	☐
				☐ Event ☐ User ☐ Item	☐
				☐ Event ☐ User ☐ Item	☐
				☐ Event ☐ User ☐ Item	☐

5

KEY EVENT?
☐ No (usual for feature use) ☐ Yes, because:

SCREENS, PAGES OR FIGMA FRAMES

6

OWNER OF THE QUESTION

BUILDS IT

TESTS IT

7

ACCEPTANCE CRITERIA (GIVEN / WHEN / THEN)

Given
When
Then
And
And

8

WHERE IT WILL BE READ (REPORT OR EXPLORATION) AND BY WHOM

CONSENT CATEGORY

Privacy check ☐ No email, name, phone or user ID in any parameter ☐ No text the user typed ☐ No full URLs with query strings

TEMPLATE 07

Event spec: worked example

The template filled in for an online fashion shop adding a “Save for later” link to each cart line. Every action maps to a Google recommended event.

WHEN TO USE IT

As a model when you write your first specs. The example is illustrative, not a client implementation.

PLAN ROW ID	REQUESTED BY	STATUS	VERSION
SFL-01	PM, checkout squad	Ready for build	v1

1

QUESTION AND DECISION

Do shoppers who reach the cart use save for later, and do saved items get bought later? After eight weeks we keep, improve or remove the feature. Metric: users with add_to_wishlist from the cart ÷ users with view_cart.

2

EVENT NAME

add_to_wishlist

EVENT TYPE

Recommended: use Google's exact name, do not rename

3

TRIGGER: FIRES WHEN...

The user clicks Save for later on a cart line or product page and the save succeeds

DOES NOT FIRE WHEN...

The save fails (out of stock, session expired), on double click or on reload of the cart

4

PARAMETERS WITH EXAMPLE VALUES

PARAMETER	EXAMPLE VALUE	ALLOWED VALUES	TYPE	SCOPE	REGISTER
save_location	“cart”	cart product_page listing	string	Event	Yes
logged_in	“yes”	yes no	string	Event	Yes
currency	“EUR”	ISO 4217 code	string	Built in	No
value	59.90	price × quantity	number	Built in	No
items[]	item_id “SKU-48213”, price 59.90, qty 1	From the product source	array	Built in	No

5

KEY EVENT?

No: purchase stays the key event

OWNERS

PM checkout squad (question); front-end (build); analyst, tracking lead (test)

WHERE IT WILL BE READ

Funnel exploration view_cart → add_to_wishlist → add_to_cart; weekly review

6

ACCEPTANCE CRITERIA

Given a signed-in shopper with 2 items in the cart

When they click “Save for later” on one item and the save succeeds

Then exactly 1 add_to_wishlist event fires

And currency = “EUR” and value = price × quantity of that item

And items[0].item_id equals the product SKU, and save_location = “cart”

And no parameter contains an email, name, phone number or user ID

And reloading the cart does not fire the event again

The tracking plan rows for the whole feature Register save_location, logged_in, remove_reason before release

ID	USER ACTION (ON SUCCESS)	EVENT	KEY PARAMETERS
SFL-01	Saves an item from a cart line or product page	add_to_wishlist	currency, value, items[]; save_location; logged_in
SFL-02	The saved item leaves the cart	remove_from_cart	currency, value, items[]; remove_reason = “saved_for_later”
SFL-03	Moves a saved item back to the cart	add_to_cart	items[] with item_list_id = “saved_for_later”
Existing	Views the cart; starts checkout	view_cart, begin_checkout	Check they exist and are complete before launch

TEMPLATE 08

Naming convention cheat-sheet

GA4 accepts almost any name you send, so the rules have to live in your convention. Write it once, for the whole property, and apply it at every spec review.

WHEN TO USE IT When you set up the tracking plan and at every spec review. Fill in the boxes at the bottom and paste the result on the first tab of the plan.

1. Rules GA4 enforces

- Event names are **case-sensitive**: `sign_up` and `Sign_Up` are two events
- Start with a **letter**; use only **letters, numbers and underscores**; no spaces
- **Reserved event names** on web streams include `page_view`, `session_start`, `first_visit`, `user_engagement`, `click`, `scroll`, `file_download`, `form_start`, `form_submit`, `view_search_results` and `error`
- Parameter names cannot start with `_`, `firebase_`, `ga_`, `google_` or `gtag_`, and cannot be names such as `user_id` or `session_id`
- GA4 never merges spellings for you, and data that breaks a limit is cut or dropped without an error in the browser

2. Limits to design around

LIMIT	STANDARD PROPERTY	ANALYTICS 360
Event name	40 characters	40
Parameter name	40 characters	40
Parameter value	100 characters (<code>page_title</code> 300, <code>page_referrer</code> 420, <code>page_location</code> 1,000)	500 for most values
Parameters per event	25	100
User properties	25; name 24, value 36 characters	—
Items per e-commerce event	200; up to 27 custom item parameters	—
Event-scoped custom dimensions	50	125
User-scoped custom dimensions	25	100
Item-scoped custom dimensions	10	25
Custom metrics	50	125
Key events	30	50

Custom dimensions take 24 to 48 hours to appear and do not apply to data collected before you registered them. Once the limit is reached, wait 48 hours after deleting dimensions before adding new ones.

5. Our convention

CUSTOM EVENT WORD ORDER

☐ `verb_object`
☐ `object_action`

CONVENTION OWNER

WHERE THE CONVENTION LIVES

LAST REVIEWED

3. House rules to add

- ☐ **Recommended events first.** If `add_to_wishlist`, `generate_lead`, `sign_up`, `login`, `search` or `select_content` fits, use it with its documented parameters. Never rename it.
- ☐ **Lowercase snake_case, one word order.** Google's recommended names read `verb_object` (`add_to_cart`); custom names can follow it (`apply_filter`) or `object_action` (`filter_apply`). Either works if you never mix them.
- ☐ **Name the action, not the UI element.** `apply_filter` survives a redesign; `blue_button_click` does not.
- ☐ **Parameters for variants, not new events.** One `form_error` with `form_id` and `field_name` beats twenty events named per form.
- ☐ **Values from fixed lists, as stable codes.** Lowercase English identifiers (`size_s`, not "Small (fits UK 8)"), even on localised sites. Bucket numbers (`50_100`) to keep cardinality low.
- ☐ **A parameter dictionary.** Each parameter defined once with type and allowed values: `value` is always a number, `currency` always an ISO 4217 code.
- ☐ **No personal data, ever.** No emails, phone numbers, names, typed text or full URLs with query strings, in names, parameters, URLs or titles.

4. Good and bad names

RULE	GOOD	BAD
Case	<code>size_guide_open</code>	<code>SizeGuideOpen</code> , <code>size-guide-open</code>
Recommended first	<code>sign_up</code> with <code>method</code>	<code>register_success</code>
Action, not element	<code>apply_filter</code>	<code>blue_button_click</code>
Generic parameters	<code>filter_name</code> , <code>filter_value</code>	<code>colour_filter_value_selected</code>
Values	<code>size_s</code>	<code>Small (fits UK 8)</code>

TEMPLATE 09

Tracking request ticket and definition of done

Tracking kept in a spreadsheet nobody opens during the sprint ships late or not at all. Put the requirements in the story and the checks in the definition of done.

WHEN TO USE IT Add the block to every user story that changes what users can do, and the checklist to the team's definition of done, so nobody argues case by case.

1. Tracking requirements block

TRACKING REQUIREMENTS · Story _____

Decision What we will decide with this data, and when	
Question The question in plain words	
Metric The number that answers it, and the threshold	
Events Event names, with links to tracking plan rows (e.g. SFL-01)	
Register Custom dimensions to create, with scope; key event yes/no	
Acceptance Given / When / Then statements	
Report Where the metric will be read, and by whom	

2. Definition of ready and done

Ready for sprint when

- ☐ Decision, question and metric written
- ☐ Spec rows agreed, at status "Spec agreed"
- ☐ Acceptance criteria written
- ☐ Analyst confirmed custom dimension slots are free

Done only when

- ☐ Events match the spec: names, triggers and parameters
- ☐ Seen in DebugView or Tag Assistant on staging and on production
- ☐ Fire once per action, including on reload and double click
- ☐ Consent respected: nothing fires before the visitor's choice allows it
- ☐ No personal data in any parameter, URL or title
- ☐ Custom dimensions registered before release; key events marked if agreed
- ☐ Tracking plan updated, with a change log entry

3. Weak and better requests

Rewrite your last three requests in the third column style

WEAK REQUEST	WHY IT FAILS	BETTER REQUEST
"Track all clicks on the cart page"	No question, no names, nothing to test	"What share of cart users save an item for later? Fire add_to_wishlist when a save succeeds."
"Add a conversion for the new feature"	Old term (key events replaced conversions in 2024); confuses feature use with an outcome	"Track feature use as an event. Keep purchase as the key event and compare purchase rates."
"Send the user's email so we can join to CRM"	Google's policy forbids personally identifiable information in GA4	"Send a non-personal logged_in flag; join to CRM in the warehouse with a pseudonymous ID agreed with legal."
"Track the filters"	Which filters, which values, a click or an applied result?	"Fire apply_filter when results refresh, with filter_name and filter_value from a fixed list."

For engineering leads: refuse tracking tickets without acceptance criteria, as you would any feature ticket.

TEMPLATE 10

Figma annotation legend

Put the tracking request where developers already look: a Tracking annotation category, numbered pins on the states where events fire and a spec panel per pin.

WHEN TO USE IT When a frame is nearly ready for development. A frame is not ready for dev if its tracking pins are missing. Set up the category once per file: Shift+T or the Annotation button, then Edit categories...

1. Legend

1

Numbered pin
One pin, one event. Number pins per frame and repeat the number in the spec panel. A component that sends two events gets two pins.

trk · form_error

Layer prefix
Prefix tracked layers with "trk ." plus the event name, so every tracked element is searchable and the layer can be hidden when presenting.

Tracking

Annotation category
A custom Tracking category in a colour no other category uses, so developers can filter it in Dev Mode.

Error state

State frame
Pin the state, not just the component: error, empty and loading states get their own frames. That is where most UX events fire.

2. Starter catalogue: what to request for common components Variation goes in parameters, not event names

COMPONENT	EVENT	SOURCE	PARAMETERS
Form started or submitted	form_start, form_submit	Enhanced measurement	form_id, form_name
Field validation error	form_error	Custom	form_id, field_name, error_type
Lead or sign-up success	generate_lead, sign_up	Recommended	value, currency; method
Filter applied	apply_filter	Custom	filter_name, filter_value, results_count
Sort changed	apply_sort	Custom	sort_option
Search results shown	search	Recommended	search_term, results_count
Accordion, tab or carousel	select_content	Recommended	content_type, content_id
Modal shown or closed	show_modal, close_modal	Custom	modal_name, close_method
Empty state	view_empty_state	Custom	screen_name, empty_reason

3. Spec panel, one per pin Write the trigger in plain words and give example values

#

EVENT

FIRES WHEN

NOT WHEN

PARAMETERS

☐ No typed text in any parameter

#

EVENT

FIRES WHEN

NOT WHEN

PARAMETERS

☐ No typed text in any parameter

#

EVENT

FIRES WHEN

NOT WHEN

PARAMETERS

☐ No typed text in any parameter

4. Privacy: three questions per parameter value Not legal advice

Q1

Does the value come from a fixed list you designed (field names, filter options, error types)?

Send it, as stable lowercase IDs

Q2

Is it free text the user typed or pasted?

Never send the raw value; send a category. Search terms are a reviewed exception

Q3

Could it identify or contact a person, alone or combined?

Do not send it. Data redaction only checks URL-type parameters

TEMPLATE 11

dataLayer spec template

Turn a request into a contract before it becomes code: triage it, push back with a proposal, then specify keys, types and example values that the site, GTM and QA agree on.

WHEN TO USE IT When a tracking request reaches engineering, at refinement rather than during the build. Push back with a proposal, not a refusal.

1. Find five things in the request

FOUND	WHAT YOU NEED	QUESTION TO ASK
☐	Business question	What decision will this data change?
☐	User action and trigger	At what exact moment is this true: click, success response, render?
☐	Data needed	Which attributes, with example values?
☐	Scope	Event, item or user?
☐	Owner	Who will register, read and maintain this?

2. Red flags to push back on

- ☐ Personal data in a parameter (email, phone, name, raw search text)
- ☐ Duplicates an automatic or enhanced measurement event
- ☐ Custom name where a recommended event exists
- ☐ Breaks a collection limit (name over 40 characters, long text value)
- ☐ High-cardinality custom dimension (timestamp, session or user ID)
- ☐ Ambiguous trigger ("when the form is submitted")
- ☐ No owner or no question

3. Spec rows One column per event

FIELD	EVENT 1	EVENT 2
Event name 40 characters max; recommended name if one exists		
Trigger The moment it becomes true, not the click		
Keys and types string, integer, number, array		
Example values Real examples prevent format arguments in QA		
Required If a key can be empty, say what is sent (omit the key)		
GA4 mapping Event parameter, item parameter or user property; what to register		
Question and owner Links the row back to the request		
Acceptance test Becomes the QA case and an automated test		

4. Push skeleton (GTM)

```
// Before the container; never overwrite
window.dataLayer = window.dataLayer || [];

// Clear the previous ecommerce object.
dataLayer.push({ ecommerce: null });
dataLayer.push({
  event: "purchase",
  ecommerce: {
    transaction_id: "____", // unique, never ""
    value: _____, // number: sum of price x qty
    currency: "____", // ISO 4217 when value is sent
    items: [{ item_id: "____", item_name: "____",
              price: _____, quantity: _ }]
  }
});
```

5. Decisions to write in the spec

TAGGING
☐ Google Tag Manager ☐ gtag.js in code
Never both for the same events or measurement ID

WHO SENDS PAGE_VIEW IN THE SINGLE-PAGE APP
☐ Enhanced measurement history setting (gtag.js only)
☐ GTM History Change trigger, history setting off

CONSENT MODE (A LEGAL DECISION)
☐ Basic ☐ Advanced
Defaults set before any measurement command; pushes stay the same whatever the visitor chooses

USER_ID
Never an email; null on sign-out; never a custom dimension

TEMPLATE 12

UTM naming convention

GA4 can only report the campaigns you describe correctly. Your utm_medium values must match Google's default channel rules, or traffic lands in Unassigned. Those rules cannot be edited.

WHEN TO USE IT Write it this week, keep it to one page and share it with every agency. Test one link per campaign in the Realtime report before launch.

1. Parameters

utm_source, utm_medium and utm_campaign are mandatory; utm_creative_format and utm_marketing_tactic are not currently reported

PARAMETER	DESCRIBES	EXAMPLE	OUR RULE
utm_source	Who sends the traffic	meta, google, brevo, awin	Required. Platform name from an approved list
utm_medium	How it arrives	cpc, paid-social, email, affiliate	Required. Must match a default channel rule
utm_campaign	The campaign or promotion	2026-11_fr_black-friday-rt	Required. Built from the fixed pattern below
utm_id	A stable campaign ID	bf26-meta-01	Use it whenever you will import cost data
utm_content	Which creative or link	video-15s-v2	For creative and placement tests
utm_term	The paid keyword	running-shoes	Only for non-Google paid search

2. Approved mediums, aligned with GA4's default channel group

Paid mediums must match ^(.cp.*|ppc|retargeting|paid.*)\$ and a source on Google's list

CHANNEL YOU WANT	UTM_MEDIUM	UTM_SOURCE	COMMON MISTAKE
Paid Social	paid-social (or cpc)	facebook, instagram, linkedin, tiktok	social-paid, SocialPaid, ads
Paid Search (non-Google)	cpc	bing, duckduckgo	search, sem
Display	display	the network or publisher	programmatic, native-ads
Email	email	the tool or list, e.g. brevo	newsletter, crm, edm
Affiliates	affiliate	the network, e.g. awin	partners, affiliation
SMS	sms	the tool	text, whatsapp-campaign
Organic Social	social	the network	influencer, ugc

3. Campaign pattern

yyyy-mm_market_theme_tactic

e.g. 2026-11_uk_spring-sale_prospecting. The tactic replaces the unreported utm_marketing_tactic.

OUR MARKETS (CODES)

OUR TACTICS

UTM_ID FORMAT

4. Six rules

- **Lowercase everything.** Values are case-sensitive: Email and email become two rows.
- **Hyphens inside words, underscores between parts:** black-friday is one idea.
- **Fixed lists for source and medium.** New values only through the owner.
- **No UTM's on internal links;** use view_promotion and select_promotion. Leave Google Ads links to auto-tagging.
- **Never reuse ai-assistant** as a medium; GA4 sets it for AI assistant referrals.
- **No personal data, ever:** no email, name or customer ID in a UTM.

TEMPLATE 13

UTM governance sheet and marketing asks

Conventions decay. Create every tagged link in one shared sheet with dropdowns and a URL formula, reconcile it monthly with GA4, then brief the four other asks.

WHEN TO USE IT Every time a link is created, monthly for the reconciliation, and before each campaign launch for key events, links, audiences and consent.

1. Governance sheet Dropdowns, not free text · a formula builds the URL · one owner per row · monthly reconciliation

UTM_ID	CAMPAIGN	SOURCE	MEDIUM	CONTENT	LANDING PAGE	OWNER	LIVE DATE	STATUS

Monthly reconciliation. Reports > Acquisition > Traffic acquisition, primary dimension Session source / medium, secondary Session campaign.
☐ Values not in the sheet ☐ Unassigned sessions ☐ (not set) campaigns

2. Key events with values to request from developers

30 key events on a standard property: mark only outcomes you report on or bid on

BUSINESS OUTCOME	RECOMMENDED EVENT	PARAMETERS TO ASK FOR	KEY EVENT?
Form or quote request submitted	generate_lead	value, currency, lead_source	☐ Yes ☐ No
Lead qualified by sales	qualify_lead	value, currency, lead_source	☐ Yes ☐ No
Lead became a customer	close_convert_lead	value, currency, lead_source	☐ Yes ☐ No
Account created	sign_up	method	☐ Yes ☐ No
Order completed	purchase	transaction_id, value, currency, items	☐ Yes ☐ No

3. Product links and imports

- ☐ **Google Ads** linked, auto-tagging on, personalised advertising on; primary conversions chosen deliberately
- ☐ **Search Console** linked to the web stream; report collection published
- ☐ **Merchant Center** linked
- ☐ **Campaign data import** for the biggest non-Google platform (source, medium, campaign and date match exactly; currency for cost)

4. Audiences and consent

AUDIENCE	RULE	DURATION	CAMPAIGN
Cart abandoners			
Recent purchasers (to exclude)			
High-value customers			
Engaged non-buyers			
Leads that did not convert			

- ☐ Google signals on; consent platform sends all four signals (EEA users)
- ☐ Accept and reject paths tested in Tag Assistant

TEMPLATE 14

QA checklist

Debug in layers, from the dataLayer to the report, and stop at the first layer that is wrong. Test both consent states, and keep the evidence.

WHEN TO USE IT Pre-release at spec review; the release checklist on staging before every release that touches templates, checkout, consent or the tag container (about 20 minutes); monitoring after go-live.

RELEASE / TICKET	TESTER	DATE	EVIDENCE (HAR, SCREENSHOTS)

1. Pre-release: spec review

- ☐ Question, decision and owner written for every new event

☐ Names follow the convention; recommended events used where they exist

☐ No personal data or typed text in any parameter
- ☐ Within limits: 40-character names, 100-character values, 25 parameters

☐ Custom dimension slots checked; registration planned for release day

☐ Acceptance criteria written; consent category agreed

☐ Changes prepared in a Tag Manager workspace named after the plan row

2. Release: 20-minute checklist on staging Run with consent accepted, then refused

#	CHECK	WHERE	PASS WHEN	PASS
1	Correct container and Measurement ID load	Tag Assistant, Network	One Google tag per ID; staging uses the staging property	☐
2	Consent default set before any GA4 tag	Tag Assistant > Consent	All four types have a default in the first Consent event	☐
3	One page_view per page or virtual route	DebugView	Exactly one, with updated page location	☐
4	Listing and product events	dataLayer, DebugView	Items with item_id or item_name	☐
5	Cart events	dataLayer, Network	Right item, quantity, value and currency	☐
6	Checkout steps	DebugView	begin_checkout, add_shipping_info, add_payment_info fire once each	☐
7	Purchase	Network (Preserve log)	One hit, real transaction ID, numeric value, currency, all items	☐
8	Confirmation reload	Network	No second purchase push, or same transaction ID	☐
9	Consent denied path	Network	gcs reflects refusal; non-essential tags silent	☐
10	No personal data	Network	No email, phone or name in URLs or parameters	☐
11	No debug flag in production	Network	No _dbg, no debug_mode in the published container	☐
12	GTM version documented	GTM > Versions	Version name and notes describe the change	☐

3. Post-release monitoring

WHEN	CHECK	DONE	NOTES
Release day	Event visible in Realtime; custom dimensions registered; key events marked if agreed; change log and annotation written	☐	
After two full days	Volumes compared with the back office; data processing can take 24 to 48 hours	☐	
Weekly	Event volumes within expected ranges; custom insights alert on the events that matter	☐	
Monthly	Tracking review: what broke, what is waiting	☐	
Quarterly	Audit unused events and custom dimensions; retire them (template 15)	☐	

TEMPLATE 15

Tracking-plan sheet layout

The tracking plan is the contract between the people who ask questions and the people who build tracking: one sheet, five tabs, one row per event, every row with an owner, a status and a version.

WHEN TO USE IT Set it up once, with read access for every role and edit rights for the analyst and requesters. Start by exporting the events and custom definitions you already have, even if half the rows say “owner unknown”.

1. The Events tab: columns

COLUMN	WHAT IT HOLDS	WHO FILLS IT
ID and business question	A stable reference (T-014) and the question, with the decision it informs	Requester
Event name	The exact GA4 name, following the convention	Analyst
Trigger	When it fires (“server confirms submission”, not “on submit”)	Requester, checked by developer
Parameters	Each parameter with type, example value and whether it is required	Analyst
Custom definition and scope	Registered as an event-, user- or item-scoped dimension or metric?	Analyst
Key event / audience	Marked as a key event, or feeds an audience?	Marketer or analyst
Platform and page	Web or app; page types or screens	Requester
Consent category	Which consent purpose governs it	Developer, with legal input
Acceptance criteria	Testable statements used in QA	Requester
Owner, status, version, ticket	One named owner; status; container version and date; ticket link	Analyst

2. The five tabs

Events
One row per event, the columns above

Parameters and custom definitions
Each parameter defined once and reused; slots left

Key events and audiences
What is marked, which audiences exist, where shared

Change log
Every change, with the reason and expected impact

Retired
What was removed, when and why

3. Status workflow

A row cannot be Live without having been Spec agreed and In QA first



4. Change log entry

The last column is the one people skip and the one analysts need

DATE	CONTAINER VERSION	ROW IDS	AUTHOR	TYPE (ADD, CHANGE, REMOVE)	REASON AND TICKET	EXPECTED IMPACT ON REPORTS

5. Quarterly tracking-debt score

One point per “no”: 2 or more goes on the retirement list; 4 retires it unless someone claims it

1 Does it have an owner?

2 Is it in the plan?

3 Has someone used it in a report, exploration or audience in the last quarter?

4 Does its volume match expectations?

A Henkan & Partners rule of thumb, not a Google standard. Before retiring: check dependencies, announce with a two-week claim period, remove the tag, archive the custom definition (it cannot be undone), move the row to Retired.

TEMPLATE 16

Lifecycle and RACI

Every request travels the same seven stages, each with one lead, one artefact and one gate. Clear ownership, not more meetings, keeps tracking from decaying.

WHEN TO USE IT When you set up the tracking plan, and whenever a new team starts requesting tracking. Write R, A, C or I in each cell; exactly one A per stage.

1. Seven stages of a tracking request

STAGE	LEAD	ARTEFACT	GATE TO MOVE ON
1. Question	Requester	Business question and decision	Specific, owned; GA4 is the right tool
2. Spec	Requester and analyst	Rows in the tracking plan	Convention followed; acceptance criteria written
3. Build	Developer	dataLayer pushes and tags in a workspace	Code review passed; consent respected; no personal data
4. QA	Developer and requester	Evidence from Tag Assistant and DebugView	Every acceptance criterion passes
5. Publish	Analytics lead	Container version, registrations, change log	Change log and annotation written; status Live
6. Monitor	Analyst	Weekly volume check, custom insights	Volumes stay within expected ranges
7. Retire	Analyst and requester	Row moved to Retired	No report, audience or exploration depends on it

2. RACI

R Responsible: does the work **A** Accountable: signs off, one per stage **C** Consulted **I** Informed

STAGE	PRODUCT MANAGER	UX / PRODUCT DESIGNER	DEVELOPER	MARKETER	ANALYTICS LEAD	REFERENCE A (FROM THE ARTICLE)
1. Question						Requester
2. Spec						Requester
3. Build						Developer
4. QA						Analytics lead (sign-off)
5. Publish						Analytics lead
6. Monitor						Analytics lead
7. Retire						Analytics lead

Designers and marketers are usually consulted on most stages because their requests affect shared events. Give the analytics lead Publish rights in Tag Manager and the Editor or Administrator role in GA4; agencies can hold the R for build and monitoring, but the A for the property stays inside the company.

3. Tracking in the rituals you already run Each adds a question, not a meeting

RITUAL	TRACKING QUESTION	OUTPUT
Discovery or kick-off	What will we need to know after launch?	Measurement questions on the epic
Backlog refinement	Which events answer them? Already in the plan?	Rows at Spec agreed
Definition of ready / done	Ready: spec agreed. Done: QA passed, plan updated	Tracking cannot be “done later”
Sprint review	Show new events in DebugView next to the demo	Visible proof the data exists
Monthly tracking review	Did volumes match? What broke?	Fixes and priorities
Quarterly audit	What has nobody used? What do we retire?	Retirement list; freed slots

FURTHER READING

The four paths behind this kit

Each path follows the same spine, Ask, Brief, Conclude, and ends with the same shared article.

The ABC of GA4 for Product Managers

- 1 A · ASK**
GA4 for Product Managers: The Questions It Answers, the Ones It Can't, and How Not to Be Fooled by the Numbers
henkanpartners.ai/en/insights/ga4-for-product-managers
- 2 B · BRIEF**
How Product Managers Should Ask for GA4 Tracking: From User Story to Event Spec
henkanpartners.ai/en/insights/ga4-tracking-request-product-managers
- 3 C · CONCLUDE**
Measuring Feature Adoption in GA4: Funnel, Path, Segment Overlap and Cohort Explorations Step by Step
henkanpartners.ai/en/insights/ga4-feature-adoption-explorations
- 4 C · CONCLUDE**
How to Measure a Product Launch in GA4: Before/After, Annotations and When You Need an A/B Test
henkanpartners.ai/en/insights/ga4-measure-product-launch
- 5 GO FURTHER**
Funnel and Cohort Analysis: How to Find Where Customers Drop Off and Whether They Come Back
henkanpartners.ai/en/insights/funnel-cohort-analysis

The ABC of GA4 for UX & Product Designers

- 1 A · ASK**
GA4 for UX and Product Designers: What the Numbers Can (and Can't) Tell You About Your Design
henkanpartners.ai/en/insights/ga4-for-ux-designers
- 2 B · BRIEF**
How Designers Should Ask for GA4 Tracking: Forms, Filters, Errors and Interactions Annotated in Figma
henkanpartners.ai/en/insights/ga4-tracking-request-ux-designers
- 3 C · CONCLUDE**
Finding UX Friction in GA4: Drop-offs, Devices, Landing Pages and Site Search Step by Step
henkanpartners.ai/en/insights/ga4-ux-friction-analysis
- 4 C · CONCLUDE**
Combining GA4 with Qualitative Research and Measuring a Redesign
henkanpartners.ai/en/insights/ga4-ux-research-redesign
- 5 GO FURTHER**
Mobile UX Audit for E-commerce: A Step-by-Step Method to Find What Costs You Sales
henkanpartners.ai/en/insights/mobile-ux-audit-ecommerce

The ABC of GA4 for Developers

- 1 A · ASK**
GA4 for Developers: The Event Data Model, Limits and Gotchas You Need Before Writing a Line of Tracking
henkanpartners.ai/en/insights/ga4-for-developers-data-model
- 2 B · BRIEF**
From Tracking Request to dataLayer Spec: How Developers Should Implement GA4 Events
henkanpartners.ai/en/insights/ga4-datalayer-spec-developers
- 3 C · CONCLUDE**
Debugging and QA for GA4: DebugView, Tag Assistant, Network Requests and Automated dataLayer Tests
henkanpartners.ai/en/insights/ga4-debugging-qa-developers
- 4 C · CONCLUDE**
GA4 BigQuery Export and Measurement Protocol for Developers: Schema, First Queries and Server-Side Events
henkanpartners.ai/en/insights/ga4-bigquery-export-developers
- 5 GO FURTHER**
Server-Side Google Tag Manager for E-commerce: What It Fixes, What It Costs
henkanpartners.ai/en/insights/server-side-gtm-ecommerce

The ABC of GA4 for Marketers

- 1 A · ASK**
GA4 for Marketers: The Acquisition Questions It Answers and Why Its Numbers Never Match Your Ad Platforms
henkanpartners.ai/en/insights/ga4-for-marketers
- 2 B · BRIEF**
How Marketers Should Ask for GA4 Tracking: UTM Conventions, Key Events and Ad Platform Links
henkanpartners.ai/en/insights/ga4-utm-campaign-tracking
- 3 C · CONCLUDE**
Attribution in GA4 for Marketers: Models, Conversion Paths and How to Judge Channels Fairly
henkanpartners.ai/en/insights/ga4-attribution-marketers
- 4 C · CONCLUDE**
GA4 E-commerce Reports for Marketers and Merchandisers: Products, Promotions, Audiences and Revenue
henkanpartners.ai/en/insights/ga4-ecommerce-reports-marketers
- 5 GO FURTHER**
GA4 Audit Checklist for E-commerce: The Checks That Make Your Data Trustworthy
henkanpartners.ai/en/insights/ga4-ecommerce-audit-checklist

STEP 6 OF EVERY PATH

The GA4 Tracking Plan: How Product, Design, Engineering and Marketing Request, Build and Check Tracking Together

henkanpartners.ai/en/insights/ga4-tracking-plan-collaboration

TALK TO US

henkanpartners.ai/en/contact

Henkan & Partners is a boutique CRO and analytics consultancy (Paris, Casablanca, India). We design and audit GA4 tracking plans, review specs and train teams.

The GA4 Tracking Request Kit · October 2026. Templates and frameworks are Henkan & Partners frameworks; GA4 limits and interface paths are cited to Google's documentation in the articles. You are welcome to use and adapt these templates inside your organisation; please keep the source line on each page.