

Cylindo 360 HD Viewer and Google Analytics 4

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How to Get Cylindo 360 Viewer Data in Your Google Analytics in 10 Minutes

You can get data from the Cylindo 360 Viewer directly in Google Analytics 4 in a few simple steps. Follow the guide here and you'll be set up in no time! It will enable you to see basic information on how your visitors interact with the 360 Viewer and how that impacts add-to-carts, purchases, and much more.

What the integrations do

Simply put, Cylindo Analytics fires events from the Cylindo 360 Viewer. These events tell your Google Analytics 4 property what interactions were made by the user, including setting custom event values to further analyze their behavior.

The integration supports sending data both through Google Tag Manager, gtm.js (using the dataLayer.push method) and directly to Google Analytics via the Global Site Tag, gtag.js library.

This guide will take you through setting up both options.

Before you turn on the feature

First, you have to determine in what way the connection should be implemented. If you're in doubt, please get in touch with our support team or directly with your Customer Success Manager.

Select one of the two following options:

- 1) Via Google Tag Manager (GTM)
- 2) Directly to Google Analytics Via Global Site Tag (GTAG)

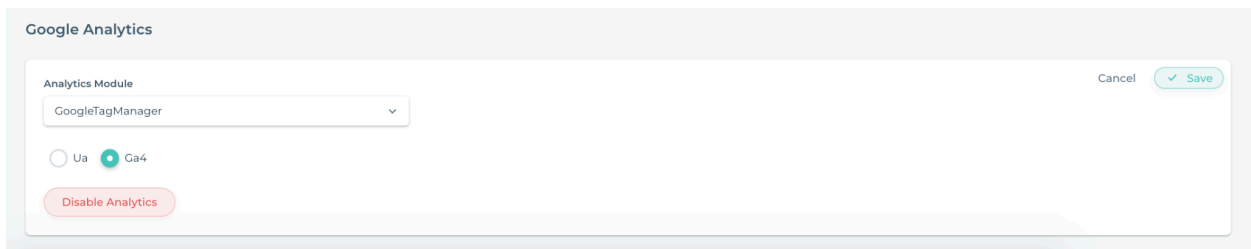
If you use GTM already to handle your analytics implementations, then this is what we would recommend. It will also enable you to use the Cylindo Analytics data in other platforms and applications.

If you do not use Google Tag Manager (either another tag manager or none at all), we recommend you use the Global Site Tag option.

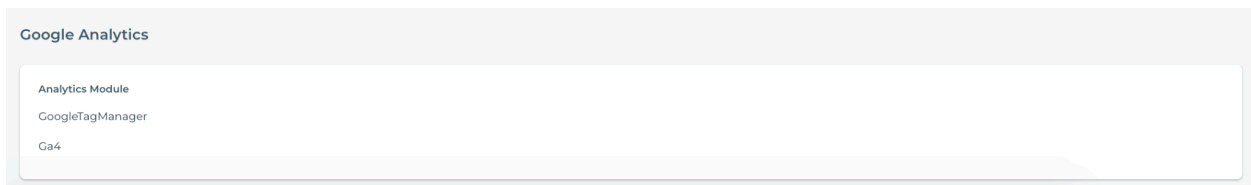
With Google Tag Manager

1. Enable GA4 and GTM in your Cylindo Settings

Now, Google Analytics 4 offers the possibility to use dynamic keys and values for the events, so Cylindo Users are no longer forced to set and use static values for the dimension and metrics. This means that we don't have to map them in order to make sure the right data gets to the right dimension/metric, now it is enough to enable the GTM library in the Cylindo Settings along with the GA4 property from the props menu.



Remember to press "Save" and you're ready to move on.



3. Route Cylindo Events in Google Tag Manager (GTM)

Now open up your Google Tag Manager. Just like when setting up other things in GTM, we need to create variables, triggers, and tags to get things running.

Create variables for custom definitions

Navigate to "Variables" in the left-side menu.

Create the below Custom Data Layer variables corresponding to the information you need to track in Google Analytics, some other variables are needed to configure Google Tag Manager tags and triggers.

Name: Cylindo Event

Description: Main flag to indicate it is a cylindo event.

Variable type: Data Layer Variable

Data Layer Variable Name: event

Name: Cylindo Event Name

Description: Event name (ie Cylindo Viewer Loaded, Seen, Engaged, etc).

Variable type: Data Layer Variable

Data Layer Variable Name: event_name

Name: Cylindo Engagement Type

Description: Engagement type, (ie Spin, Feature changed, Thumbnail clicked, etc).

Variable type: Data Layer Variable

Data Layer Variable Name: viewer_engagement_type

Name: Cylindo Model Code

Description: Product code.

Variable type: Data Layer Variable

Data Layer Variable Name: model_code

Name: Cylindo Model Version

Description: Product version.

Variable type: Data Layer Variable

Data Layer Variable Name: model_version

Name: Cylindo Feature Type Code X (*ie Cylindo Feature Type 1*)

Description: Feature type codes.

Variable type: Data Layer Variable

Data Layer Variable Name: feature_type_code_X (*ie feature_type_code_1*)

Name: Cylindo Option Code X (*ie Cylindo Option Code 1*)

Description: Option code used for each feature type.

Variable type: Data Layer Variable

Data Layer Variable Name: option_code_X (*ie option_code_1*)

Repeat the above two variables, 2, 3, 4 as needed.

Name: Cylindo Device

Description: Device where the 360 viewer has been loaded.

Variable type: Data Layer Variable

Data Layer Variable Name: device

Name: Cylindo AR Desktop Enabled

Description: Flag that indicates if AR is enabled in desktop.

Variable type: Data Layer Variable

Data Layer Variable Name: ar_desktop_enabled

Name: Cylindo AR Banner Enabled

Description: Flag that indicates if AR Banners are enabled in the AR view.

Variable type: Data Layer Variable

Data Layer Variable Name: ar_banner_enabled

For cases where customers add alternative content to the viewer, we send some events and information related to the images shown through the viewer.

Now we've two different event types depending on the alternative content. If the content is distributed by Cylindo, for example, a detail shot or a room scene image, then the below information will be added to the GTM tag.

Name: Cylindo Alt Model Code

Description: Product code of the product used as alternative image.

Variable type: Data Layer Variable

Data Layer Variable Name: alt_model_code

Name: Cylindo Alt Model Version

Description: Product version of the alternative image.

Variable type: Data Layer Variable

Data Layer Variable Name: alt_model_version

Name: Cylindo Alt Frame Number

Description: Frame number, (ie, 1, 2, ... 32).

Variable type: Data Layer Variable

Data Layer Variable Name: alt_frame_number

Name: Cylindo Alt Image Name

Description: Name assigned for the alternative image, (ie, image.JPG, etc).

Variable type: Data Layer Variable

Data Layer Variable Name: alt_image_name

Name: Cylindo Alt Feature Type X (*ie Cylindo Alt Feature Type 1*)

Description: Feature type codes.

Variable type: Data Layer Variable

Data Layer Variable Name: alt_feature_type_code_X (*ie feature_type_code_1*)

Name: Cylindo Alt Option Code X (*ie Cylindo Alt Option Code 1*)

Description: Option code used for each feature type.

Variable type: Data Layer Variable

Data Layer Variable Name: alt_option_code_X (*ie option_code_1*)

Repeat the above two variables, 2, 3, 4 as needed.

The events for the Cylindo content and the external content added through the alternative content will contain the following information

Name: Cylindo Alt Cylindo Content (*ie Cylindo Alt Option Code 1*)

Description: Flag that indicates if alternative content is served by Cylindo.

Variable type: Data Layer Variable

Data Layer Variable Name: alt_cylindo_content

Name: Cylindo Alt Image

Description: Image url

Variable type: Data Layer Variable

Data Layer Variable Name: alt_image

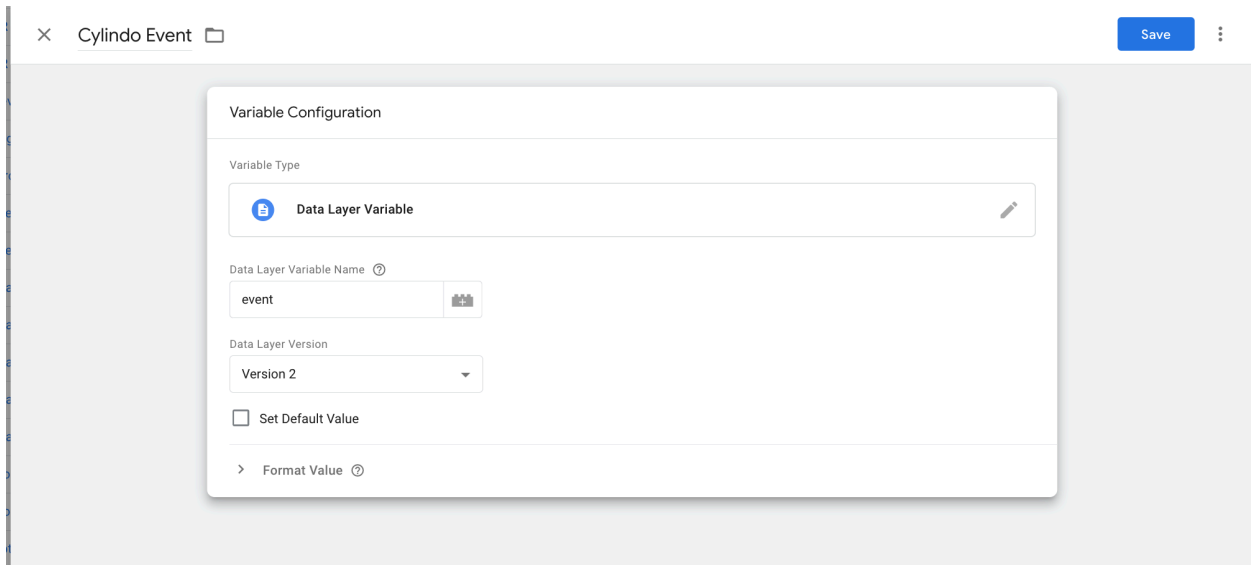
Name: Cylindo Error Description

Description: Error description.

Variable type: Data Layer Variable

Data Layer Variable Name: error_description

In the example screenshot below, we created a variable for the Cylindo Event:



In total, you now have at least 19 custom variables for Custom definitions.

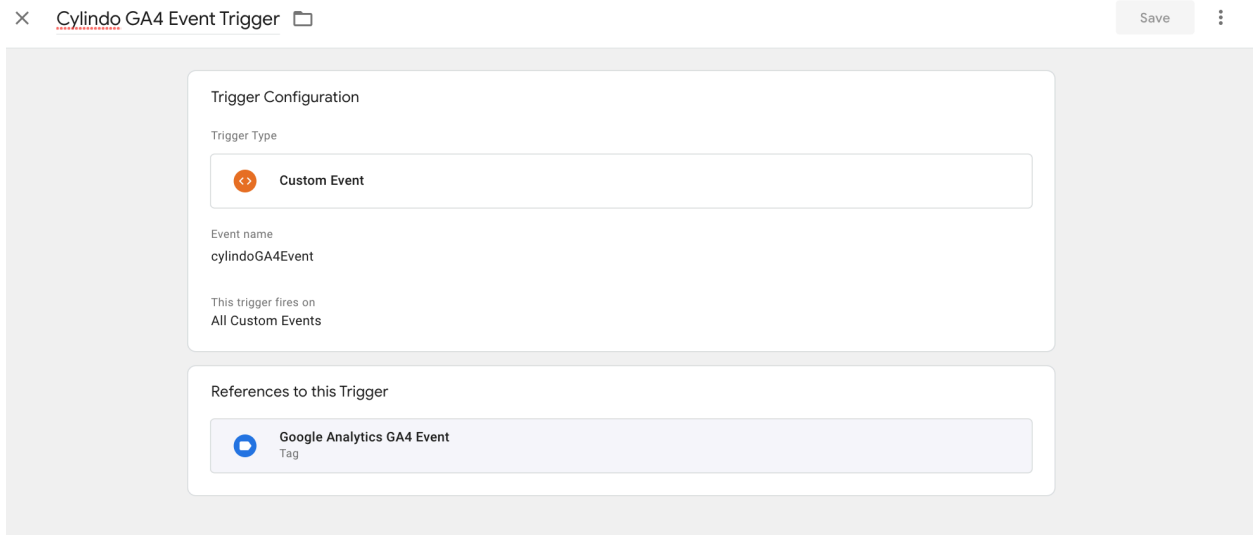
Create Triggers

We only use one trigger for the Cylindo Analytics implementation.

Navigate to “Triggers” in the left-side menu. Then start creating a new trigger by clicking the “New” button.

Select trigger type “*Custom Event.*”

In the *Event name* field type *cylindoGA4Event*, give it the same name, and press “Save.”



Create Tags

In order to pass the data to your Google Analytics account, we must create a tag.

Navigate to the “Tags” panel using the left-side menu.

Create a new tag, and name it *GA - Cylindo Event Router*.

Tag type: Google Analytics: GA4 Event

Track type: Event

Event parameters: Choose your GA tracking variables (*that you configured earlier*).

Trigger: Select the *Cylindo GA4 Event Trigger* trigger that you set up in the previous step.

Modified in this workspace

View changes Abandon changes

Tag Configuration

Tag Type



Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag

None - Manually Set ID

Measurement ID

G-8RR6E1WES6

Event Name


{{Cylindo Event Name}}

Event Parameters

Parameter Name	Value
model_code	{{Cylindo Model Code}}
model_version	{{Cylindo Model Version}}
device	{{Cylindo Device}}
feature_type_code_1	{{Cylindo Feature Type Code 1}}
feature_type_code_2	{{Cylindo Feature Type Code 2}}
feature_type_code_3	{{Cylindo Feature Type Code 3}}
feature_type_code_4	{{Cylindo Feature Type Code 4}}
feature_type_code_5	{{Cylindo Feature Type Code 5}}
option_code_1	{{Cylindo Option Code 1}}
option_code_2	{{Cylindo Option Code 2}}
option_code_3	{{Cylindo Option Code 3}}
option_code_4	{{Cylindo Option Code 4}}
option_code_5	{{Cylindo Option Code 5}}
ar_desktop_enabled	{{Cylindo AR Desktop Enabled}}
ar_banner_enabled	{{Cylindo AR Banner Enabled}}
alt_model_code	{{Cylindo Alt Model Code}}
alt_model_version	{{Cylindo Alt Model Version}}
alt_frame_number	{{Cylindo Alt Frame Number}}
alt_image_name	{{Cylindo Alt Image Name}}
alt_cylindo_content	{{Cylindo Alt Cylindo Content}}
alt_feature_type_code_1	{{Cylindo Alt Feature Type Code 1}}
alt_feature_type_code_2	{{Cylindo Alt Feature Type Code 2}}
alt_feature_type_code_3	{{Cylindo Alt Feature Type Code 3}}
alt_option_code_1	{{Cylindo Alt Option Code 1}}
alt_option_code_2	{{Cylindo Alt Option Code 2}}
alt_option_code_3	{{Cylindo Alt Option Code 3}}
error_description	{{Cylindo Error Description}}
event_name	{{Cylindo Event Name}}
alt_image	{{Cylindo Alt Image}}
event	{{Cylindo Event}}
viewer_engagement_type	{{Cylindo Engagement Type}}

Triggering

Firing Triggers



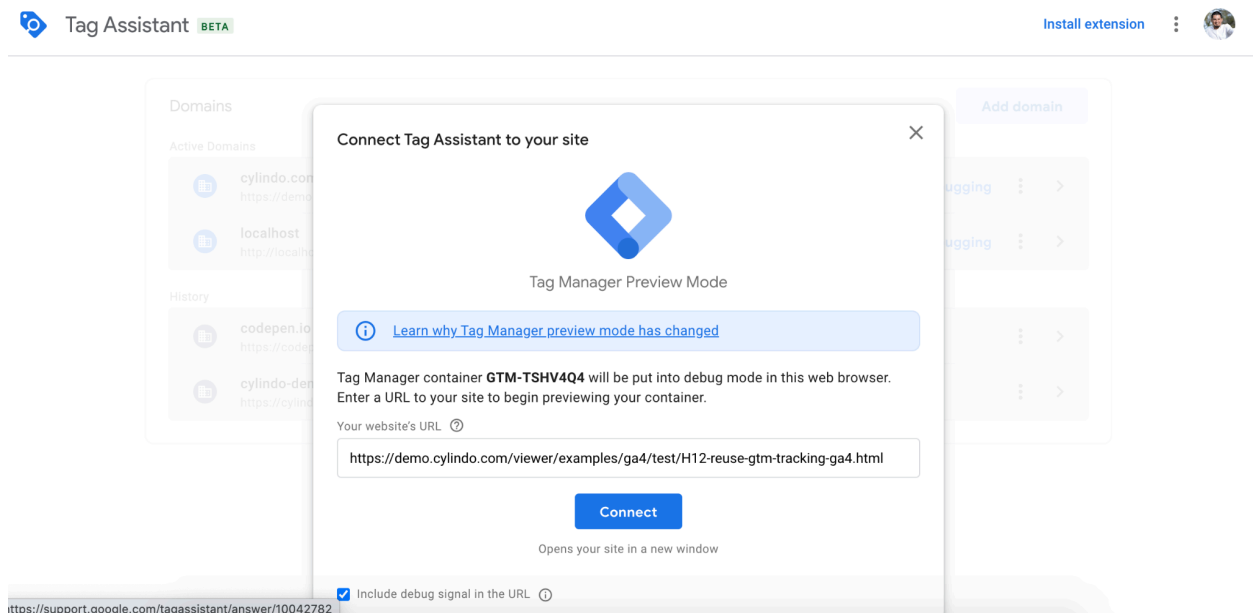
Cylindo GA4 Event Trigger
Custom Event

4. Publish your GTM container

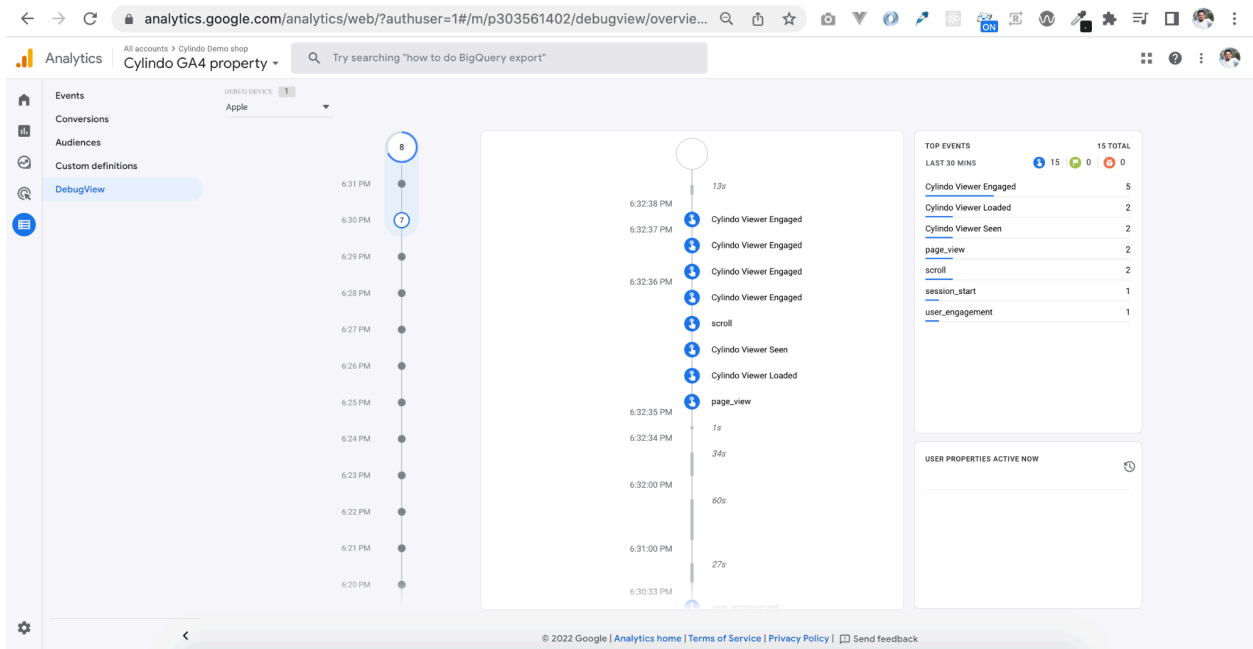
You're almost done now. Publish your new container by pressing "Submit" in the upper right, followed by "Publish." Remember to confirm your changes.

5. Confirming the integration is running smoothly

Enable the preview mode, enter the website URL where a viewer instance is displayed and GTM is enabled and press connect.



When the website is displayed showing the viewer, start playing around with it and events should start displaying in the DebugView from Google Analytics 4.



If you don't know how to Monitor events from a website or mobile app as the events are triggered, please read the article below.

<https://support.google.com/analytics/answer/7201382>

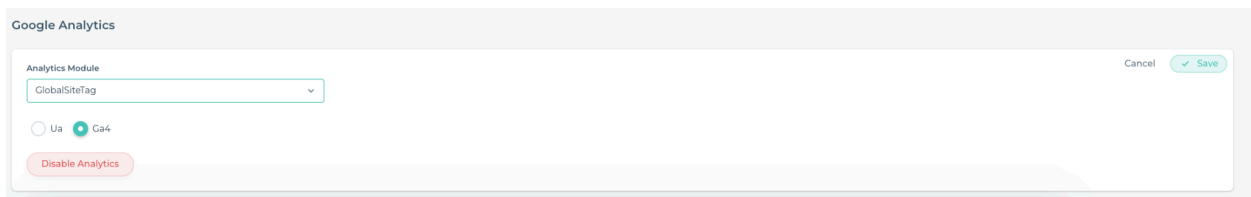
If no events are showing, go through the steps again and double-check that you performed all the steps. Also, navigate to a product on your website using the Cylindo 360 viewer. Perform some interactions (full screen, zoom, spin, etc.) and check back again. Make sure you are not on an IP that is being filtered out of your data.

Do not hesitate to contact your Customer Success Representative if you experience any issues.

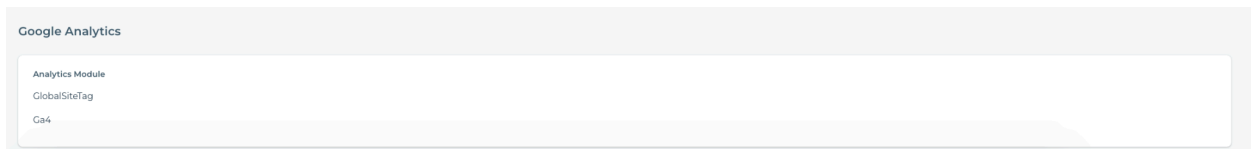
Straight to Google Analytics (Global Site Tag gtag.js)

1. Enable GA4 and GTAG in your Cylindo Settings

Since version 4 of Google Analytics it offers the possibility to use dynamic keys and values for the events, so Cylindo Users are no longer forced to set and use static values for the dimension and metrics. This means that we don't have to map them in order to make sure the right data gets to the right dimension/metric, now it is enough to enable the GTAG library in the Cylindo Settings along with the GA4 property.



Remember to press “Save” and you’re ready to move on.



2. Confirming the integration is running smoothly

Install the Google Analytics Debugger extension from the link below..

<https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofjicijamephohjehhna>

This extension adds a flag on each Google Analytic event to force its visibility in the DebugView from a Google Analytics 4 property.

Open the website where a HD 360 Viewer instance is displayed and GTAG is also enabled and start playing around with the viewer.

Events should start displaying in the DebugView from Google Analytics 4.

If no events are showing, go through the steps again and double-check that you performed all the steps. Also navigate to a product on your website using the Cylindo 360 viewer. Perform some interactions (full screen, zoom, spin, etc.) and check back again. Make sure you are not on an IP that is being filtered out of your data.

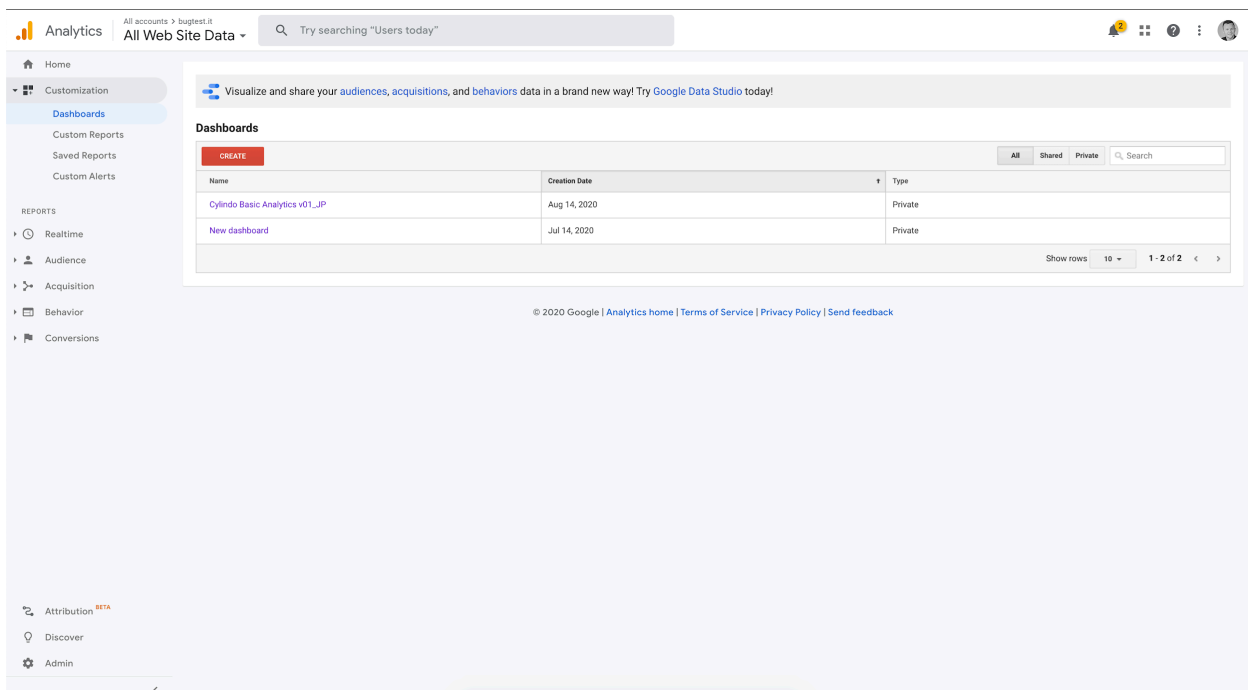
Do not hesitate to contact your Customer Success Representative if you experience any issues.

How to import Cylindo dashboards into your Google Analytics account

Once you have configured your Google Analytics account to get data from the 360 Viewer, you can import the 360 Viewer dashboards from Google Analytics Solutions Gallery. While you could also build dashboards yourself, the pre-configured dashboards provide you with some of the key metrics from the 360 Viewer in just a few minutes.

1. Create a new dashboard

In your Google Analytics account, open the **Customization** menu and click the **Dashboard** submenu. Here you have the option to create a new Dashboard by clicking **Create**.



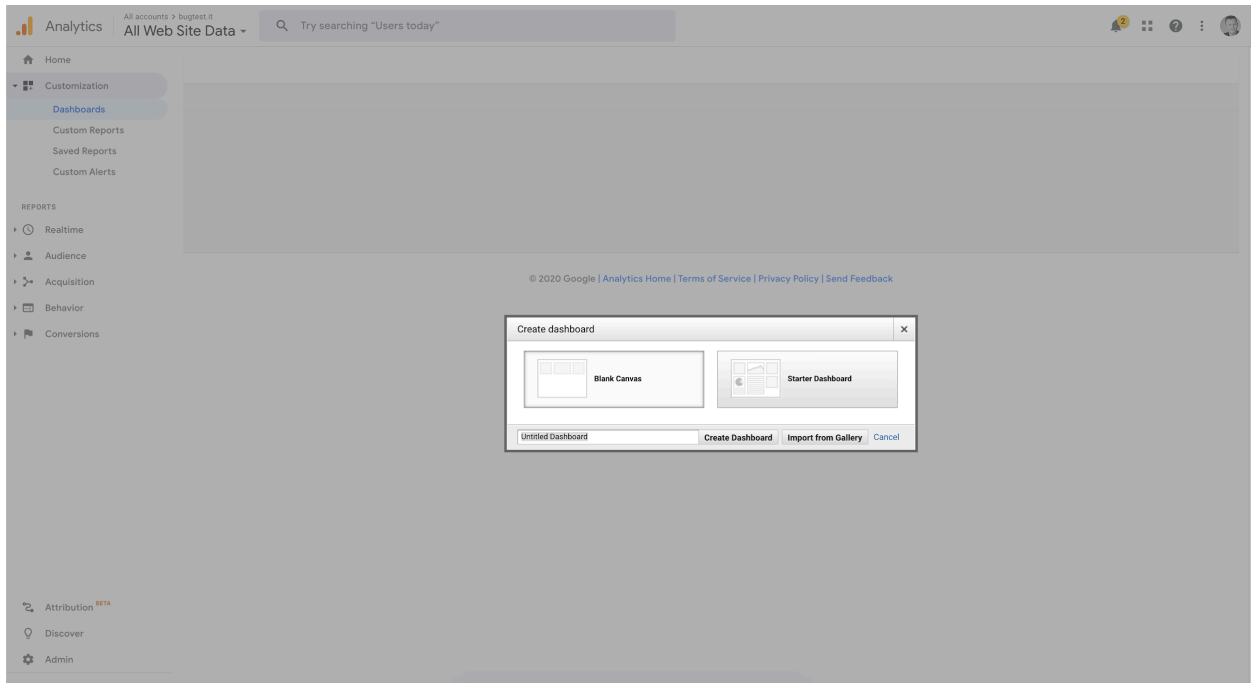
The screenshot shows the Google Analytics interface. The top navigation bar includes the Analytics logo, account information, and a search bar. The left sidebar shows the 'Customization' menu with 'Dashboards' selected. The main content area displays a 'Dashboards' table with a 'CREATE' button and a list of existing dashboards.

Name	Creation Date	Type
Cylindo Basic Analytics v01_JP	Aug 14, 2020	Private
New dashboard	Jul 14, 2020	Private

2. Find Cylindo's dashboard from Google Analytics Solutions Gallery

When you see the dialog to create a new dashboard, click "Import from Gallery" in the bottom-right corner of the window.

When you select Import from Gallery, the Google Analytics Solutions Gallery opens in a new window.



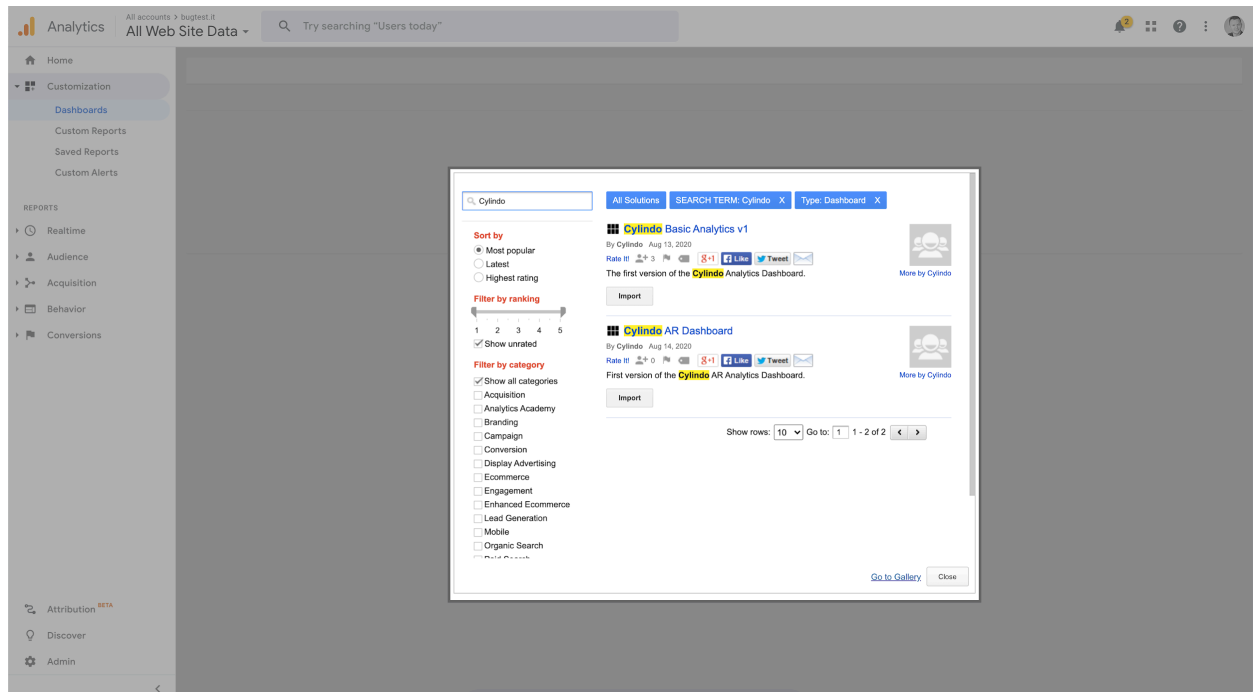
Here you can search for Cylindo to find the two dashboards templates available:

1. **Cylindo Basic Analytics v1** - This dashboard template contains the core metrics for the sessions and interactions with Cylindo 360 HD Viewer.
2. **Cylindo AR Dashboard** - This dashboard contains metrics on usage of Cylindo AR.

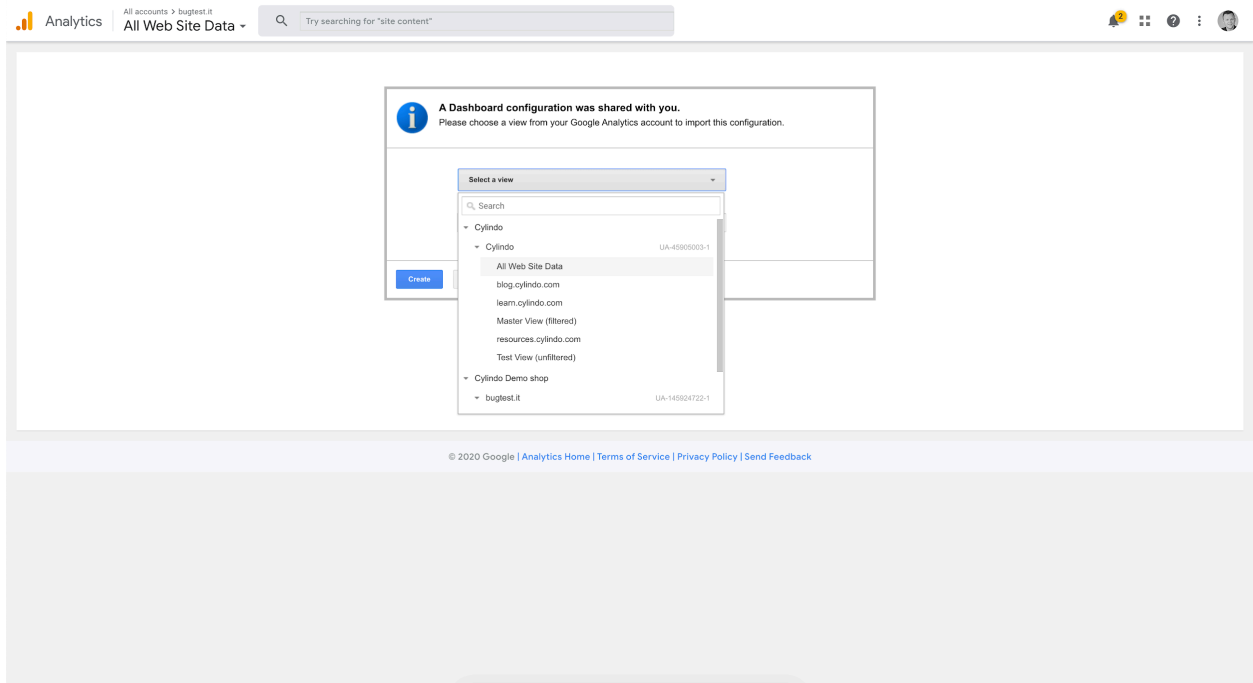
3. Import Cylindo’s dashboard from Google Analytics Solutions Gallery

Import the dashboard by clicking on the import button.

NOTE: Due to a bug in Google Solutions Gallery, you might need to right-click the import button and select “Open in new tab” to import the dashboard.



Once you have selected to import the dashboard, you need to select which View you want the dashboard in and give the dashboard a name.



4. Verify that the dashboard is imported correctly

Once the dashboard is imported, you should verify that you can see the data you expect from the 360 Viewer and potentially the AR solution.

We advise you to set up a call with our Customer Success Team to validate the setup. It will help you get started as smoothly as possible — we're happy to help!

Cylindo 360 Viewer Google Analytics Definitions

The Cylindo Analytics event data

At a basic level, the solutions measure when:

1. The viewer loads.
2. The viewer is seen in the viewport by the visitor.
3. The visitor interacts with the viewer.

The interactions we measure are as follows:

- a. Full screen
- b. Zoom
- c. Spin
- d. Feature Changed

For products where Augmented Reality (AR) is enabled, the solution measures when:

1. Cylindo AR button loads
2. Cylindo AR button is seen in the viewport by the visitor
3. Cylindo AR launched

On top of this, we label the events and user sessions with custom dimensions and custom metrics.

How we send the data to your Google Analytics (GA) property

You can use either the Google Tag Manager (GTM) dataLayer integration, or choose to send the data directly to your GA property using analytics.js.

With GTM, we always use the `window.dataLayer.push` and the event trigger `cylindoEvent`, so that it is easy for you to use in other marketing platforms if you have the need.

An event via the dataLayer looks like this:

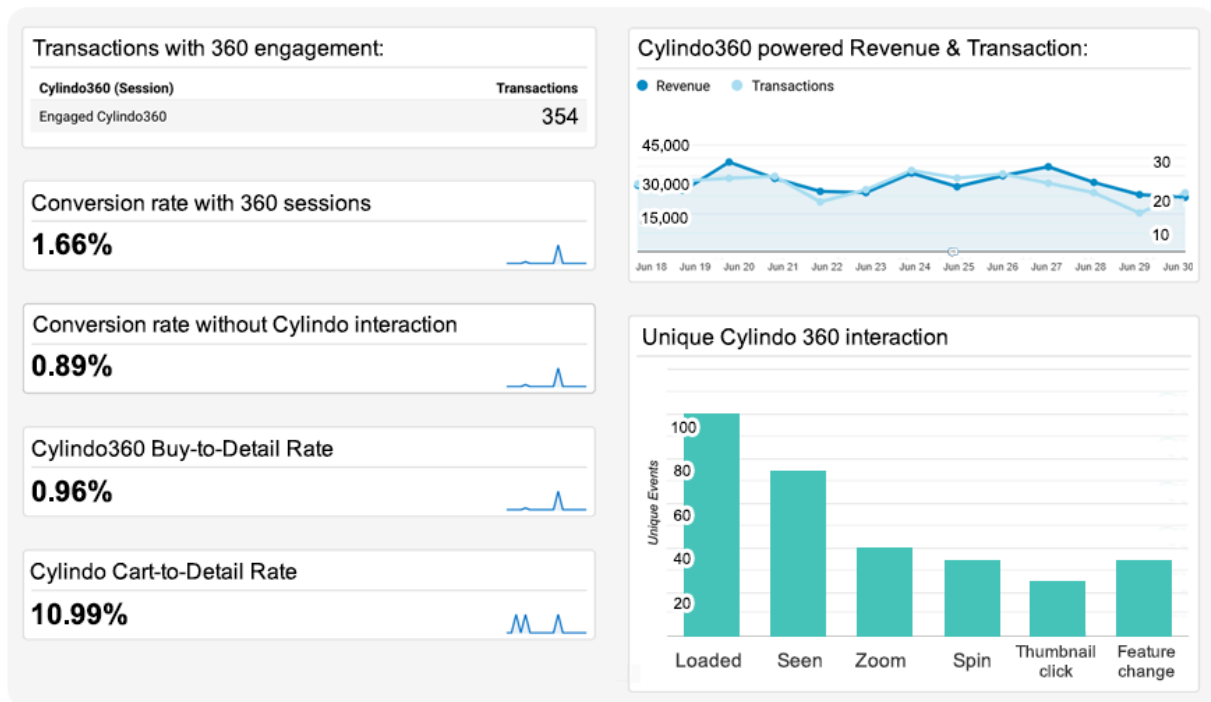
```

window.dataLayer.push({
  'event': 'cylindoEvent',
  'eventCategory': 'Cylindo',
  'eventAction': 'Zoom',
  'eventLabel': 'Cylindo360',
  'eventValue': undefined,
  'dimension1': 'Engaged Cylindo360',
  'metric1': 1
});

```

Cylindo Basic Dashboard Template Definitions

We are working to provide the most meaningful metrics possible. Take note that the current metrics are limited by the simple fact that the Cylindo 360 Viewer is only present on your product pages.



Transactions With Cylindo 360 Interaction

Counts transactions in sessions where the user both actively interacted with the Cylindo 360 viewer and completed a transaction.

Conversion Rate With Cylindo Interaction

Measures the conversion rate of sessions with users who interacted with the Cylindo 360 viewer and also completed a transaction.

Conversion Rate Without Cylindo Interaction

Measures the conversion rate of sessions with users who did not interact with the Cylindo 360 viewer and completed a transaction.

Cylindo Cart-to-Detail Rate

The Cart-to-Detail rate is the number of products added to a shopping cart per number of product-detail views in sessions that interacted with the Cylindo 360 viewer.

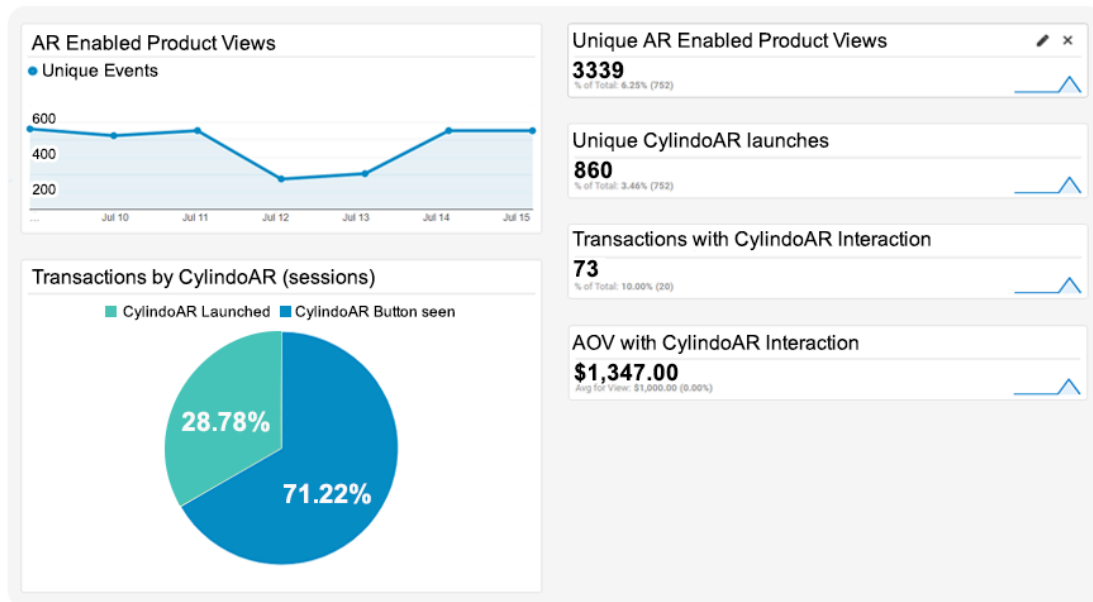
Cylindo 360 Buy-to-Detail Rate

Buy-to-Detail Rate shows the percentage of people who bought an item on a website after viewing that product's page in sessions that interacted with the Cylindo 360 viewer. It is a Bottom of Funnel metric in Google Analytics that essentially shows how successful a product page is at turning a potential buyer into an actual buyer.

Cylindo 360 Powered Revenue & Transactions

Chart with transactions and revenue that was generated in sessions where the user interacted with the Cylindo 360 viewer. This is to indicate that Cylindo 360 was a part of the customer experience that ultimately led to a purchase. Currently also counts other items in the same cart due to technical limitations.

Cylindo AR Dashboard Template Definitions



AR Enabled Product Views

Number of Product Views where AR option was present in the 360 Viewer. AR option is only presented to consumers who use supported devices.

Transactions by Cylindo AR (Session)

Pie chart over the distribution of transactions where Cylindo AR was an option. Differentiates between Cylindo AR launches and if the AR button was present.

Unique AR-Enabled Product Views

Unique number of Product Views where AR option was present in the 360 Viewer. AR option is only presented to consumers who use supported devices.

Unique CylindoAR Launches

Counts unique number of launches of the Cylindo AR Viewer.

Transactions With Cylindo AR Interactions

Counts transactions in sessions where the user both actively launched Cylindo AR and completed a transaction.

AOV With Cylindo AR Interactions

Average Order Value (AOV) for all sessions with Cylindo AR interactions