

**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)

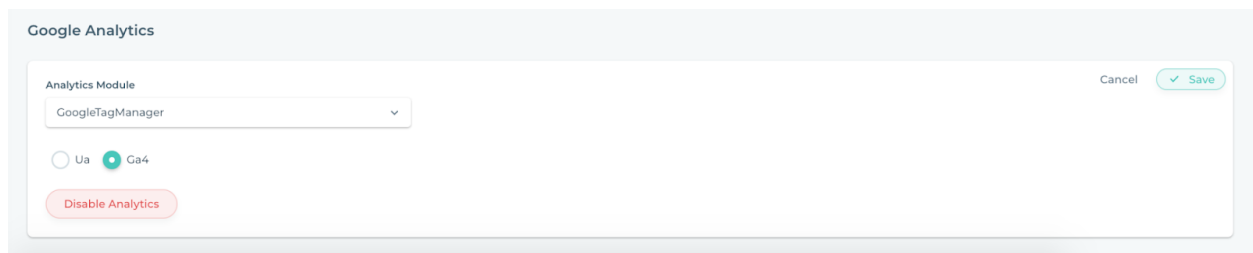
If you use GTM already to handle your analytics implementations, then this is what we would recommend. It will also enable you to use the Cylindo Analytics data in other platforms and applications.

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.

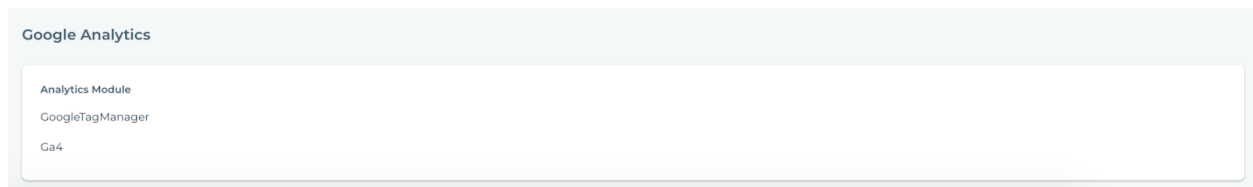
## With Google Tag Manager

### 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.

Replace X with the corresponding index numbers.

**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

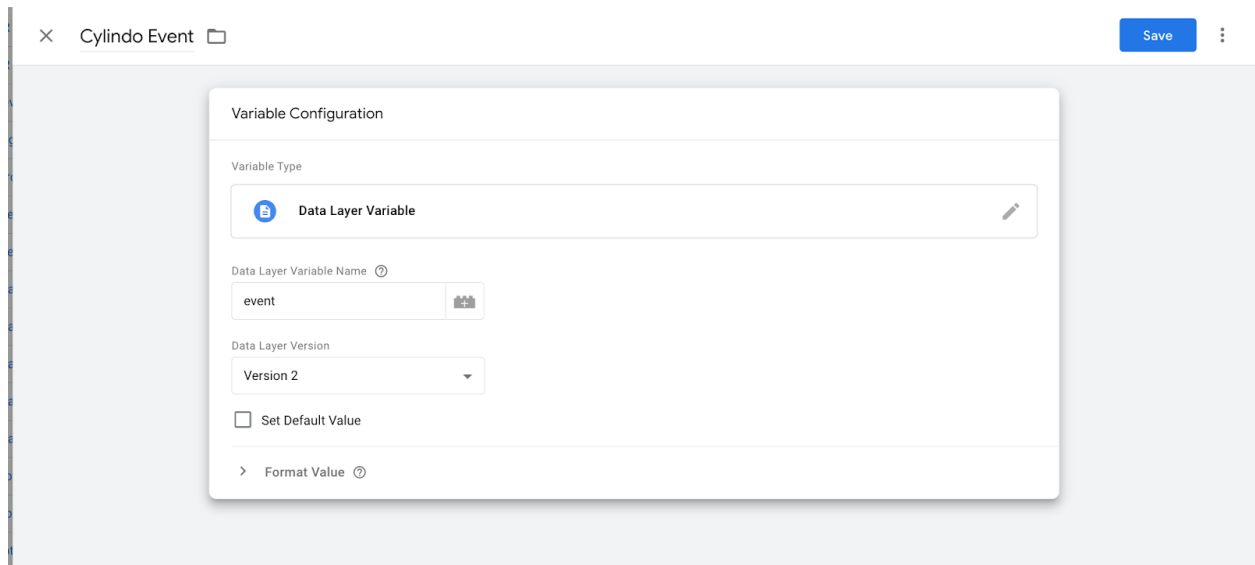
**Name:** Cylindo Error Description

**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

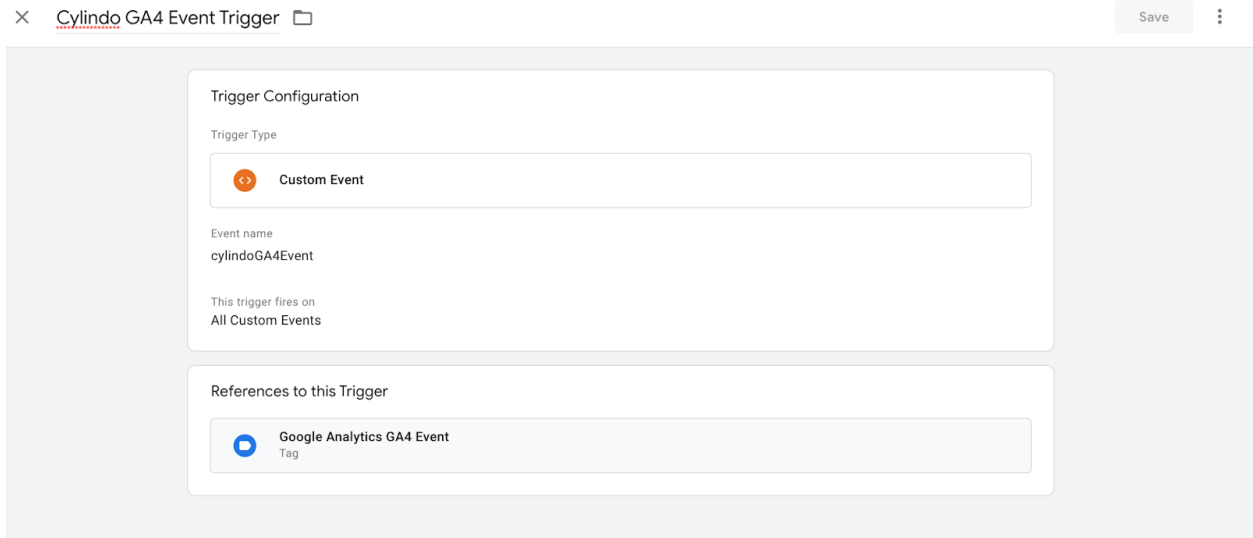
We only use one trigger for the Cylindo Analytics implementation.

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 - Universal 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.

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### Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Marketing Platform

Configuration Tag

None - Manually Set ID

Measurement ID

G-8RR6E1WE56

Event Name


{{Cyindo Event Name}}

### Event Parameters

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

### Triggering

Firing Triggers

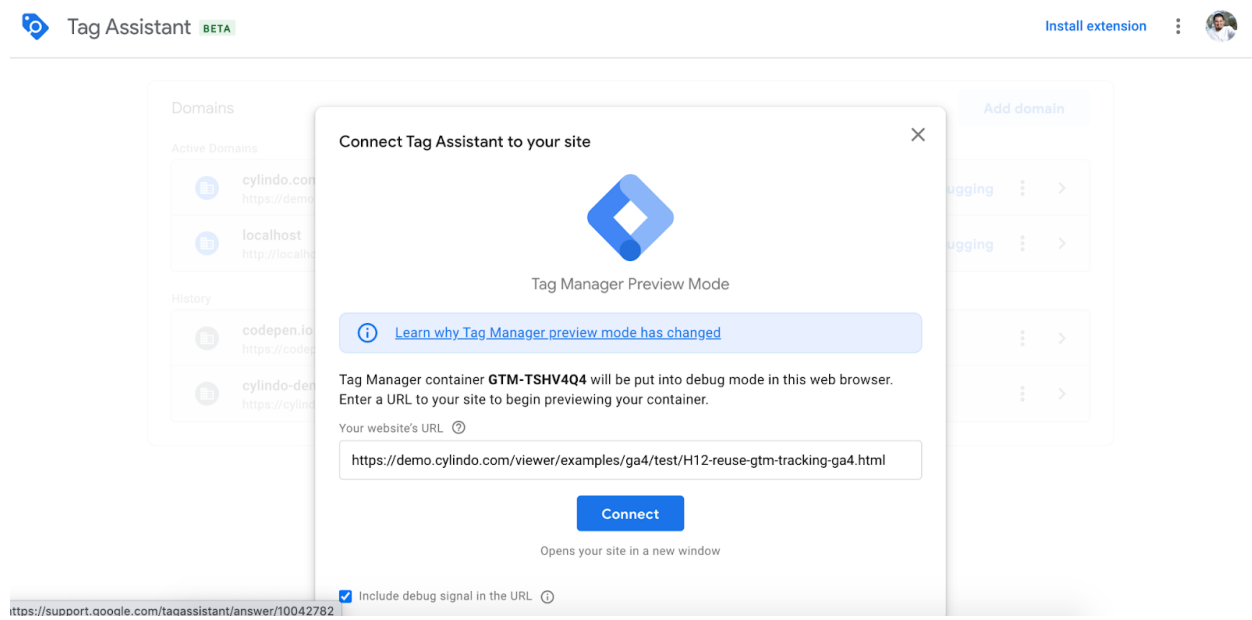
 **Cyindo GA4 Event Trigger**  
Custom Event

## 4. Publish your GTM container

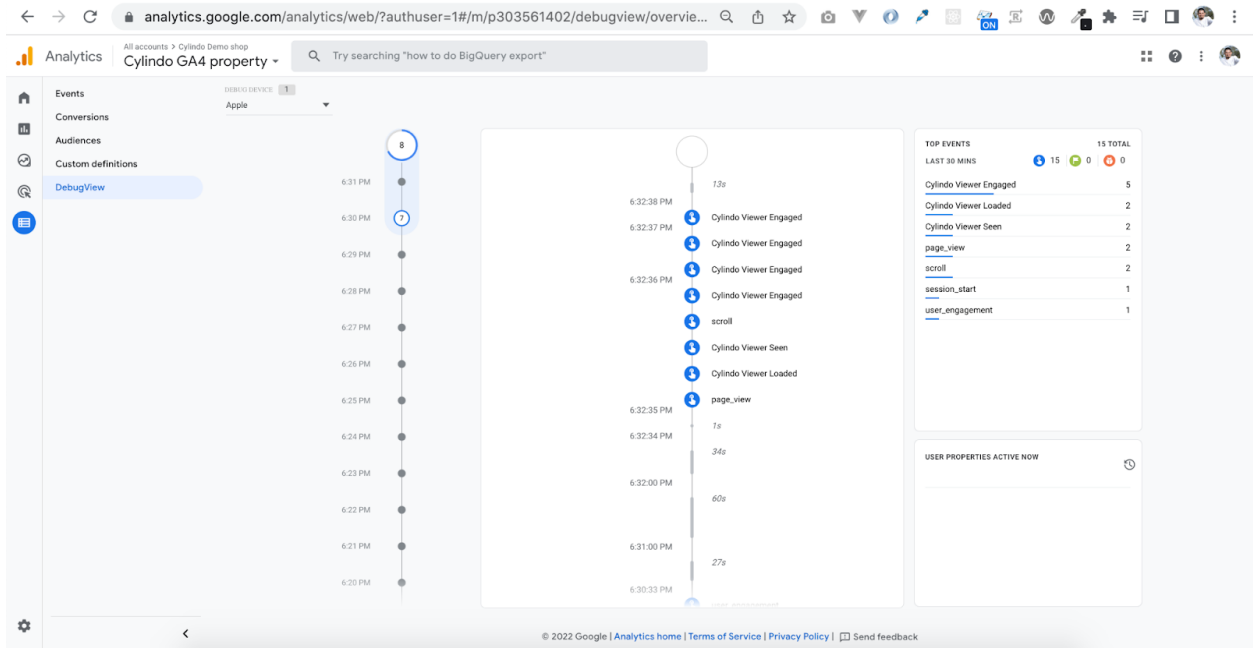
You're almost done now. Publish your new container by pressing "Submit" in the upper right, followed by "Publish." Remember to confirm your changes.

## 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.