

MENTORÍA ESTRATEGIA 360° ETSY

**GOOGLE ANALYTICS**

**PARA ETSY**

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AGOSTO 2024

# **INSTALAR GOOGLE ANALYTICS EN ETSY**

Escribe <https://analytics.google.com/>



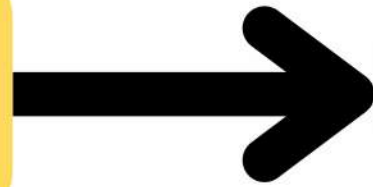
Google Search I'm Feeling Lucky

Google offered in: [Español \(Latinoamérica\)](#)

# Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Clic en “Comenzar a medir/start measuring”



Start measuring

## Complete information

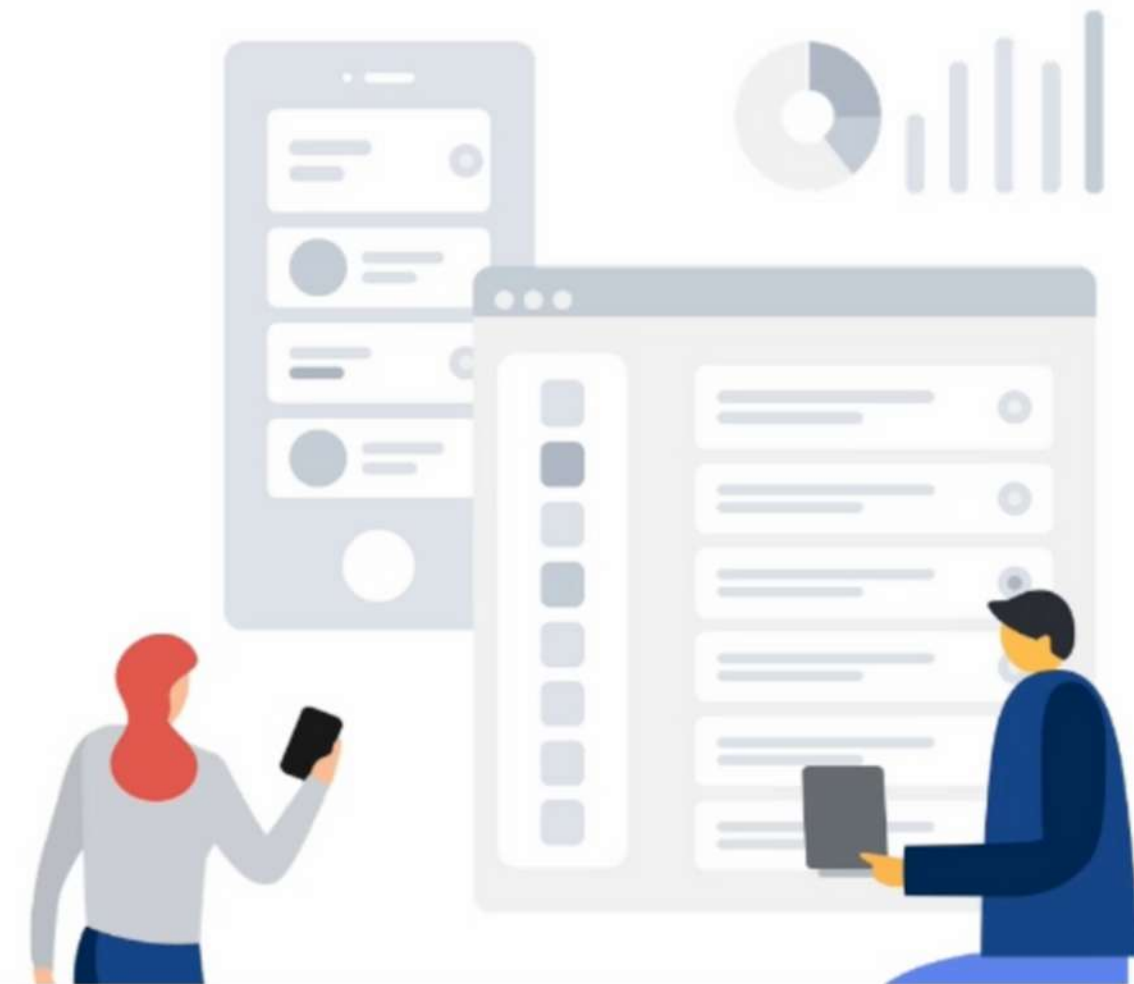
Understand your site and app users to better check the performance of your marketing, content, products, and more.

## Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

## Connect your insights to results

Analytics works with Google's advertising and publisher products, so





## Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

### Account details

Account name (Required)

Accounts can contain more than one measurement ID.

Mi tienda Etsy

**Poner un nombre de cuenta**



Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ

The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

**Google products & services**

If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

**Modeling contributions & business insights**

Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)

**Technical support**

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

**Recommendations for your business**

Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how

siguiente

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next



## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

### Property details

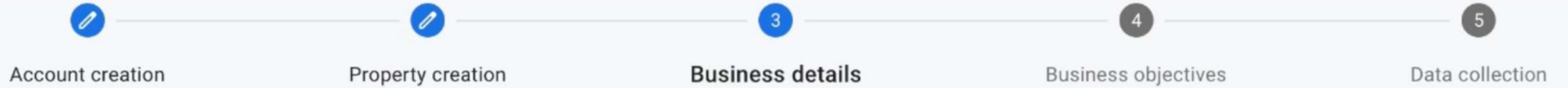
Property name (Required)

Reporting time zone <sup>?</sup>

Currency

You can edit these property details later in Admin

**Pon un nuevo nombre,  
escoge tu país, tu zona  
horaria y tu moneda. Luego  
clic en "next/continuar"**



## Describe your business

Help us better understand your business by answering the following.  
Your input helps improve Google Analytics.

### Business details

Industry category (Required)

Shopping ▾

Business size (Required)

- Small** - 1 to 10 employees
- Medium** - 11 to 100 employees
- Large** - 101 to 500 employees
- Very Large** - 501+ employees

Escoge la categoría de tu negocio y el tamaño

Back

Next



For reports that are personalized to your business,  
select the topics most important to you.



**Generate leads**

Analyze visitor metrics and attract new customers



**Drive online sales**

Analyze purchase behavior and get more sales



**Raise brand awareness**

Spread the word about your business



**Examine user behavior**

Learn how people use your site or app



**Get baseline reports**

Multiple types of reports (this option can't be combined with other options)

Back

Create

Escoge al menos un objetivo de negocio y luego clic a crear



For reports that are personalized to your business,  
select the topics most important to you.

### Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

Spain ▾

Google Marketing Platform

### Términos del Servicio de Google Analytics

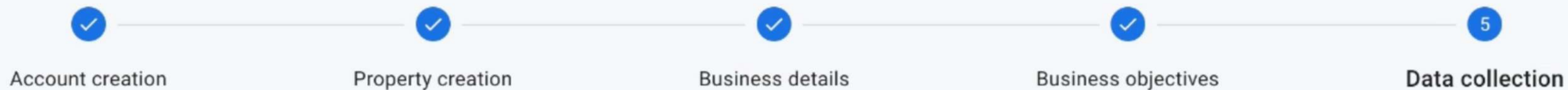
Estos Términos del Servicio de Google Analytics (el presente "**Contrato**") se establecen entre Google Ireland Limited ("**Google**") y la entidad que formaliza este Contrato ("**Usted**"). El presente Contrato regula el uso que Usted haga del servicio estándar de Google Analytics (el "**Servicio**"). AL HACER CLIC EN EL BOTÓN "ACEPTO", COMPLETAR EL PROCESO DE REGISTRO O USAR EL SERVICIO, CONFIRMA QUE HA REVISADO Y ACEPTA ESTE CONTRATO, Y QUE

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I Accept

I Do Not Accept

Escoge primero tu país, luego tilda el casillero y finalmente clic en Aceptar



## Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

**Clic en WEB**

[Learn more about data collection](#) 

Choose a platform



 Android app

 iOS app

[Skip for now](#)

1. pon la web de tu tienda con este formato  
`www.etsy.com/shop/tutienda`

2. escoge un nombre


Website URL

Stream name

**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks + 4 more



3. clic aquí

Set up your web stream

Website URL

Stream name



https://

www.etsy.com/shop/gemmajewelrybcn

gemma

Enhanced measurement


Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks + 4 more

clic aquí


Enhanced measurement


Save

**Page views**  
 Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.


[Show advanced settings](#)

**Scrolls**  
 Capture scroll events each time a visitor gets to the bottom of a page.

**Outbound clicks**  
 Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

**Site search**  
 Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Show advanced settings](#)

**Form interactions**  
 Capture a form interaction event each time a visitor interacts with a form on your website.

# Set up data stream

Set up your web stream

Website URL

https://

www.etsy.com/shop/gemmajewelrybcn

Stream name

gemma



## Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more

1. Borro el contenido

the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)



## Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



## Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



## Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Hide advanced settings](#)

## Search Term Query Parameter ?

Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

q,s,search,query,keyword

## Additional Query Parameters ?

Specify up to 10 parameters separated by commas. (Case insensitive)

Set up your web stream

Website URL

https://

www.etsy.com/shop/gemmajewelrybcn

Stream name

gemma



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more

2. Escribo ga\_search\_query

3. clic en guardar

Save



Page views

Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)



Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



Outbound clicks

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Site search

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[Hide advanced settings](#)

Search Term Query Parameter ?

Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

ga\_search\_query

Additional Query Parameters ?

Specify up to 10 parameters separated by commas. (One instance)

clic en crear y continuar

Create & continue

Set up your web stream

Website URL

https://

www.etsy.com/shop/gemmajewelrybcn

Stream name

gemma



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more

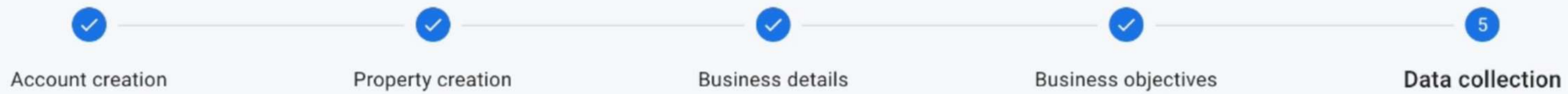


Account creation

Choose a p

Skip for now





## Start collecting data

Data collection may take up to 48 hours to get started. [Learn more](#)

All	iOS	Android	Web	Add stream ▾	
	<b>gemma</b>	8520982804	No data received in past 48 hours.	>	

Next

**hago clic para ingresar**



Web stream details

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

View tag instructions

Stream details



STREAM NAME	STREAM URL	STREAM ID
<b>gemma</b>	<b>https://www.etsy.com/shop/tiendas</b>	<b>8520982804</b>

MEASUREMENT ID  
**G-22CBEPExxk**



clic en el icono para copiar el código

Consent settings



Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Account creation


All iOS

gemma  
https://www.etsy.com/shop/tiendas

Next

# 1. Vamos a nuestra tienda. Configuración/Opciones/Web Analytics

 Administrador de la tienda ▾

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Web Analytics

Descargar datos

Cerrar la tienda

## Web Analytics desarrollado por Google Analytics

¿Ya tienes una cuenta de Google Analytics?

- Lee nuestra guía: [Etsy Web Analytics, con tecnología de Google Analytics.](#)
- Crea un perfil en [Google Analytics](#)
- Introduce tu ID de propiedad web de Google Analytics

ID de propiedad web

Guardar

2. Pegamos el código aquí y guardamos

Google Analytics es una herramienta que puede recopilar información sobre el uso de tu tienda. No hacemos promesas u ofrece garantías de precisión. Google Analytics es un servicio de Google LLC. Etsy, Inc. no asume ninguna obligación ni responsabilidad por el uso del servicio.

La asistencia para Google Analytics se proporciona TAL CUAL y el servicio puede ser interrumpido en cualquier momento, con o sin previo aviso. Etsy, Inc. no está de ninguna manera respaldado por, ni trabaja en asociación con Google Analytics. Aceptas que el uso que hagas de este servicio no infringirá las condiciones de uso ni ninguna política del sitio de Etsy.

 Administrador de la tienda ▾

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## Web Analytics desarrollado por Google Analytics

Para ver los informes accede a [Google Analytics](#).

Se han guardado los cambios en tu tienda.

ID de propiedad web de Google Analytics

- Si acabas de guardar tu Web Property ID, no podrás ver ningún dato por 24 horas.

¡LISTO!

**Recuerda esperar 48 hs para empezar a ver las estadísticas**

Google Analytics es una herramienta de seguimiento de terceros. Etsy, Inc. no hace declaraciones, promesas u ofrece garantías sobre la exactitud, accesibilidad, integridad o adecuación de Google Analytics. Etsy, Inc. no asume ninguna obligación ni responsabilidad por el uso del servicio.

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# **COMO ACTIVAR DATOS DEMOGRÁFICOS**



**Google Analytics redobló la apuesta por la privacidad de los datos en su última iteración GA4.**

- Los datos demográficos están limitados, Google retiene la información de identificación personal (IIP), como la ubicación, los datos demográficos y los intereses.
- Google cree que con pocos usuarios, información como el sexo, la edad, los intereses y las preferencias podrían permitir a los sitios web deducir la identidad de la persona que hay detrás de los datos.
- Por lo tanto retiene información específica, incluidos los datos demográficos del usuario, si el volumen de usuarios es bajo.



+ Create



Admin



My preferences



Setup Assistant



Account settings

Account



Property settings

Property

Data collection and modifica...

Data streams

2

Data collection

Data import

Data retention

Data filters

1



## Admin

These settings apply to all users of this account and property. For settings that apply only to you, go to [My preferences](#) in the left navigation.

## ACCOUNT SETTINGS

## Account



Account change history



Trash



Clic en Admin (icono azul debajo a la izquierda) y luego en Data Collection

## PROPERTY SETTINGS

## Data collection property

These settings affect your property [What's a property?](#)



Property details



Property access management



Property change history



## Data collection and modification

These settings control how data is collected and modified



Data streams



Data collection



Data import



+ Create

- Admin
- My preferences
- Setup Assistant
- Account settings ^
- Account
- Property settings ^
- Property
- Data collection and modifica...
  - Data streams
  - Data collection
  - Data import
  - Data retention
  - Data filters

### Data collection

Clic en este botón



#### Google signals data collection

**Turn on**

Enhance user insights and enable audience list sharing.

Analytics features can be enhanced with data from users who have turned on Ads Personalization and are signed-in to their Google accounts. This provides you with deeper insights about your users, such as aggregated demographics and interests data. When [Ads Personalization](#) is turned on in your Google Analytics property, it also activates audience sharing with your linked advertising accounts. [Learn more about activating Google signals.](#)

When you turn on Google signals, Google Analytics will associate the session data it collects from your site and apps with Google's information from accounts of signed-in, consented users. By turning on Google signals, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and deleted by end users via [My Activity](#).

#### User-ID and user-provided data collection

**Improve measurement and enable additional capabilities with your Google Ads integrations.**

With user-ID and user-provided data, you can use your first-party data to better understand how users are engaging with your website and apps, improve conversion measurement, and supplement audience sharing capabilities when you link your Analytics property to Google Ads accounts. [Learn more about user-ID.](#)







+ Create

- Admin
- My preferences
- Setup Assistant
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- Property
- Data collection and modifica...
- Data streams
- Data collection
- Data import
- Data retention
- Data filters

## Data collection

### Google signals data collection

#### Turn on Google signals data collection

When you turn on Google signals, Google Analytics will associate the user data it measures from your site and apps with Google's information from Google account users who are signed-in and consented.

By turning on these features, you acknowledge you adhere to the [Google Advertising Features](#) necessary privacy disclosures and [Google Advertising Features Policy](#), including

are signed-in to their Google accounts. This data. When [Ads Personalization](#) is turned on in [Learn more about activating Google signals](#). site and apps with Google's information from the [Google Advertising Features Policy](#), including s for such association, and that such data may

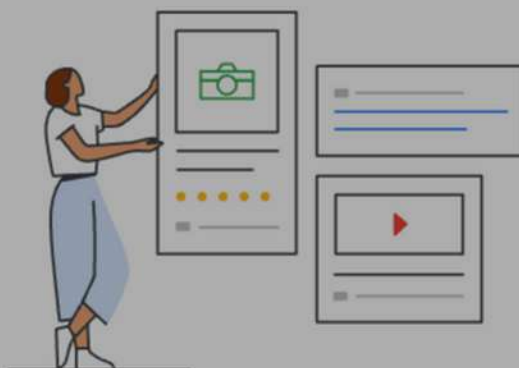
Turn on

Clic en este botón

Cancel

Turn on

### User-ID and user-provided data collection



#### Improve measurement and enable additional capabilities with your Google Ads integrations.

With user-ID and user-provided data, you can use your first-party data to better understand how users are engaging with your website and apps, improve conversion measurement, and supplement audience sharing capabilities when you link your Analytics property to Google Ads accounts. [Learn more about user-ID](#).





On July 1, 2024, Google Analytics 4 replaced Universal Analytics, and all Universal Analytics properties have started being permanently deleted. If you haven't finished setting up your Google Analytics 4 property, use the Setup Assistant to complete your setup.

Dismiss

Go to Setup Assistant



Analytics

All accounts > etsysunny

etsysunny - GA4



Try searching "path analysis"



+ Create

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Property

Data collection and modifica...

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conversion measurement and audience sharing require having linked advertising accounts and [Ads Personalization](#) turned on in your Google Analytics property. User-provided data collection supplements your existing Google Analytics data by allowing you to send your consented, hashed customer data to Google Analytics in a privacy-safe way. [Learn more about user-provided data collection.](#)

By turning on user-provided data collection, you acknowledge you adhere to the [user-provided data feature policy](#) and the need to have the necessary privacy disclosures and rights from your end users for such use. Per our policy, use of this feature is prohibited for customers in sensitive categories.

Granular location and device data collection



Advanced settings to allow for ads personalization

User Data Collection Acknowledgement

I acknowledge that I have the necessary privacy and processing of their data, including the association of such data with the visitation to the property.

I acknowledge

Abrimos el último panel y  
Clic en este botón





+ Create

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By turning on user-provided data collection, you acknowledge you adhere to the [user-provided data feature policy](#) and the need to have the necessary privacy disclosures and rights from your end users for such use. Per our policy, use of this feature is prohibited for customers in sensitive categories.

Granular location and device data collection



Advanced settings to allow for ads personalization

User Data Collection Acknowledgement

Acknowledged

I acknowledge that I have read and understood the [user-provided data feature policy](#) and the necessary privacy disclosures and rights from my end users for the collection and processing of their data, including the association of such data with information Google Analytics collects from my site and/or app property.

Acknowledged



**QUE PASA SI NO ESTÁ MOSTRANDO  
DATOS DESPUÉS DE 48 H DE  
ACTIVAR EL CÓDIGO**



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#)

[Learn more about key events](#)



Analytics

All accounts > etsyhello  
etsyhello - GA4

Try searching "h



¿Qué pasa si no recolecta datos y nos sale este mensaje?



Home

No data received from your website yet.

To start collecting data make sure your website is tagged using the Measurement ID: **G-TEENMFC40T**

[Get tagging instructions](#)



Users ▾

Event count ▾

Key events ▾

New users ▾



0

0

0

0

ACTIVE USERS IN LAST 30 MINUTES



0

ACTIVE USERS PER MINUTE



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#)

[Learn more about key events](#)



Analytics

All accounts > etsyhello

etsyhello - GA4



Try searching "how to create funnel"



Home

No data received from your website yet.

To start collecting data make sure your website is tagged using the Measurement ID: **G-TEENMFC40T**

[Get tagging instructions](#)

Hacemos clic en el botón azul que nos dará la info que necesitamos



Users

Event count

Key events

New users

0

0

0

0



ACTIVE USERS IN LAST 30 MINUTES

0

ACTIVE USERS PER MINUTE



On July 1, 2024, Google Analytics 4 setting up your Google Analytics 4

## Web stream details



Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

[View tag instructions](#)

### Stream details

STREAM NAME

STREAM URL

STREAM ID

etsyhello - GA4

https://www.etsy.com

3296240

MEASUREMENT ID

G-TEENMFC40T



Hacemos clic en el icono para copiar el código que nos da Analytics

### Consent settings

### Events



#### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



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## Web Analytics desarrollado por Google Analytics

Para ver los informes accede a [Google Analytics](#).

### ID de propiedad web de Google Analytics

- Si acabas de guardar tu Web Property ID, no podrás ver ningún dato por 24 horas.
- Más información sobre [Etsy Web Analytics](#), c

ID de propiedad web

G-KR2LLMHFLQ

Guardar

En el Administrador de Etsy vamos a configuración/opciones y clic en la pestaña Web Analytics. Ahí pegamos el código y guardamos.

Google Analytics es una herramienta de seguimiento que no ofrece garantías sobre la exactitud, a Analytics. Etsy, Inc. no asume ninguna obligación

La asistencia para Google Analytics se proporciona en cualquier momento, con o sin previo aviso. Etsy, Inc. no está de ninguna manera respaldado por, ni trabaja en asociación con Google Analytics. Aceptas que el uso que hagas de este servicio no infringirá las condiciones de uso ni ninguna política del sitio de Etsy.

Recuerda esperar al 48 h para que Google lo active



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#) [Learn more about key events](#)

Analytics | All accounts > etsysunny  
etsysunny - GA4

Try searching "how to create funnel"



Reports snapshot

All Users Add comparison +

Last 28 days Jul 2 - Jul 29, 2024

Realtime

Reports snapshot



Users ?	New users ?	Average engagement time ?	Total revenue ?
260	259	29s	\$0.00

ACTIVE USERS IN LAST 30 MINUTES

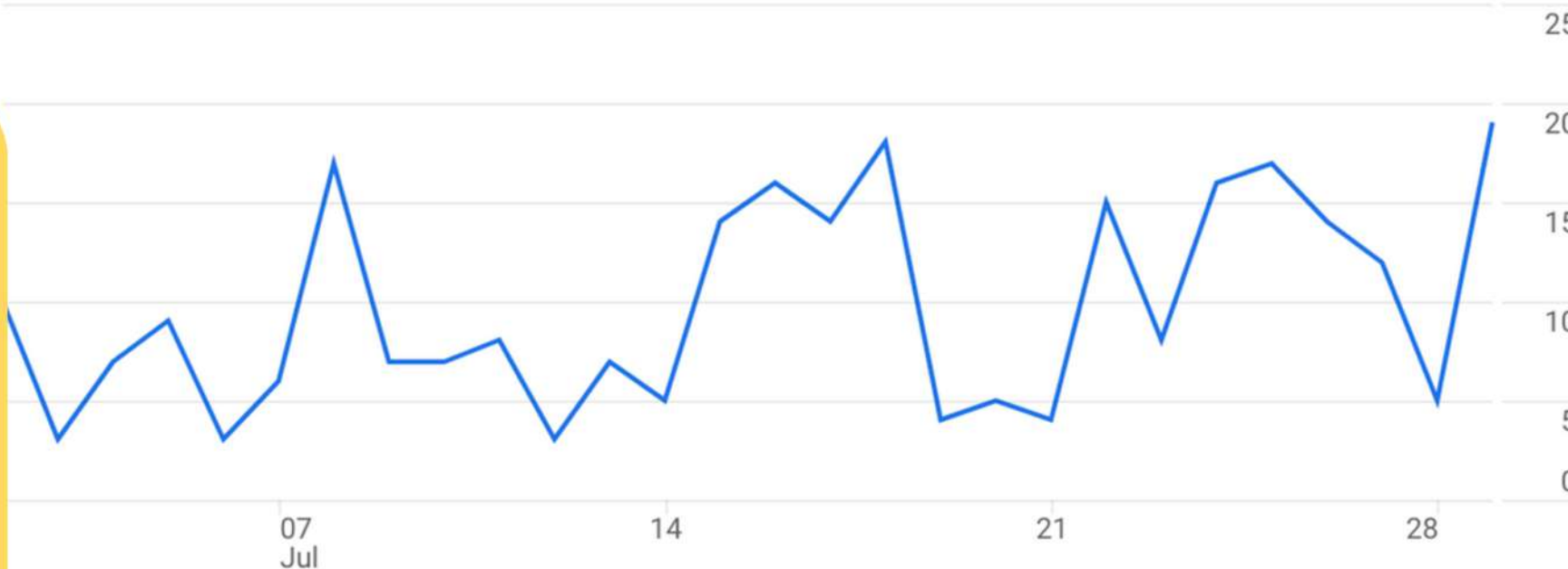
0

ACTIVE USERS PER MINUTE

TOP COUNTRIES ACTIVE USERS

No data available

View realtime



Para ver si ya está activado pasadas las 48h, hacemos click en el icono de gráficos, y nos mostrará el panel de datos con números.

WHERE DO YOUR NEW USERS COME FROM?

**COMO AGREGAR EL PARÁMETRO**

**"GA\_SEARCH\_QUERY"**

**SI NO LO HE HECHO EN UN PRINCIPIO**



+ Create

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## Admin

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### ACCOUNT SETTINGS

#### Account

These settings

Account details

Account access

All filters

change history



Voy abajo a la izquierda y toco la el botón azul de Admin (1), luego "Data collection and..." y luego "Data Streams" (2)

### PROPERTY SETTINGS

#### Property

These settings affect your property [What's a property?](#)

Property details

Property access management

Property change history



#### Data collection and modification

These settings control how data is collected and modified

Data streams

Data collection

Data import



2

1



+ Create

- Admin
- My preferences
- Setup Assistant

Account settings

Account

Property settings

Property

Data collection and modifica...

Data streams

Data collection

Data import

Data retention

Data filters

## Data streams

All iOS Android Web

Add stream

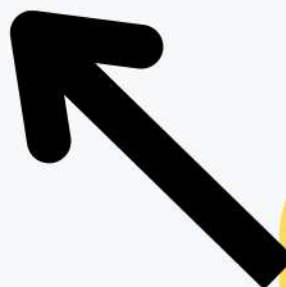


etsysunny - GA4

https://www.etsy.com/shop/SunnyDaysD

5446292696

Receiving traffic in past 48 hours.



me aparece esta pantalla y hago clic en el nombre



On July 1, 2024, Google Analytics 4 setting up your Google Analytics 4

Analytics | All accounts > etsyhello -

+ Create

- Admin
- My preferences
- Setup Assistant
- Account settings
- Account
- Property settings
- Property
- Data collection and modifica..
- Data streams**
- Data collection
- Data import
- Data retention
- Data filters

### Stream details

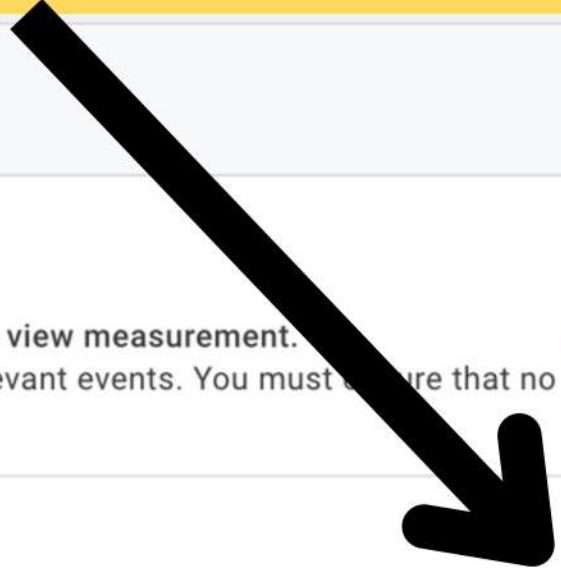
STREAM NAME	STREAM URL	STREAM ID
etsyhello - GA4	https://www.etsy.com/shop/HelloFridayPlanners	8263296240
MEASUREMENT ID		
G-TEENMFC40T		

### Consent settings

### Events

- Enhanced measurement**  
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)
- Measuring:  Page views
- Modify events**  
Modify incoming events and parameters. [Learn more](#)
- Create custom events**  
Create new events from existing events. [Learn more](#)
- Measurement Protocol API secrets**  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

En Events/Enhanced measurement, hago clic en el icono de configuración,



Configure enhanced measurement

## Stream details

STREAM NAME

etsyhello - GA4

STREAM URL

https://www.etsy.com/shop/HelloFridayPlanners

MEASUREMENT ID

G-TEENMFC40T 

## Consent settings

## Events



### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



### Modify events

Modify incoming events and parameters. [Learn more](#)



### Create custom events

Create new events from existing events. [Learn more](#)



### Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



## Enhanced measurement

Save



### Page views

Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)



### Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



### Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



### Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Show advanced settings](#)



### Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.



### Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

## Stream details

STREAM NAME

etsyhello - GA4

MEASUREMENT ID

G-TEENMFC40

Borro el contenido y escribo  
ga\_search\_query

## Consent settings

## Events



### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



### Modify events

Modify incoming events and parameters. [Learn more](#)



### Create custom events

Create new events from existing events. [Learn more](#)



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Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

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Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Hide advanced settings](#)

### Search Term Query Parameter ?

Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

ga\_search\_query

### Additional Query Parameters ?

Specify up to 10 parameters separated by commas. (Case insensitive)

### Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.

### Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

### File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

## Stream details

STREAM NAME

etsyhello - GA4

STREAM URL

https://www.etsy.com/shop/HelloFridayPlanners

MEASUREMENT ID

G-TEENMFC40T

Y lo activo haciendo clic ahi

## Consent settings

## Events

### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views

### Modify events

Modify incoming events and parameters. [Learn more](#)

### Create custom events

Create new events from existing events. [Learn more](#)

### Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Capture scroll events each time a visitor gets to the bottom of a page.

### Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

### Site search

Capture a view search results event each time a visitor performs a search event (with a common search parameter). By default, search results events will be fired any time a page loads with a common search parameter in the URL. Adjust which parameters to look for under advanced settings.

### Hide advanced settings

### Search Term Query Parameter

Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

ga\_search\_query

### Additional Query Parameters

Specify up to 10 parameters separated by commas. (Case insensitive)

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Capture a form interaction event each time a visitor interacts with a form on your website.

### Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

### File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.



## Stream details

STREAM NAME

etsyhello - GA4

STREAM URL

https://www.etsy.com/sh

MEASUREMENT ID

G-TEENMFC40T 

## Consent settings

## Events

### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views

### Modify events

Modify incoming events and parameters. [Learn more](#)

### Create custom events

Create new events from existing events. [Learn more](#)

## Enhanced measurement

Save 

guardo los cambios

### [Show advanced settings](#)



#### Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



#### Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



#### Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

### [Hide advanced settings](#)

#### Search Term Query Parameter

Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

#### Additional Query Parameters

Specify up to 10 parameters separated by commas. (Case insensitive)

## Events



### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Site search



### Modify events

Modify incoming events and parameters. [Learn more](#)



### Create custom events

Create new events from existing events. [Learn more](#)



### Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



### Redact data

Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email active

URL query parameter keys inactive



y aqui vemos agregada la opción que hemos recién activado

**COMO AGREGAR UN NUEVO CÓDIGO  
PARA ETSY SI YA LO TENGO PUESTO EN  
OTROS SITIOS (PÁGINA WEB)**



+ Create



Account

2



Property



Account settings

▶ Account



Property settings

▶ Property

▶ Data collection and modifica...

▶ Data display

▶ Product links



1

## Admin

These settings apply to all users of this account and property. For settings that apply only to you, go to [My preferences](#) in the left navigation.

## ACCOUNT SETTINGS

[What's an account?](#)

Account change history



Trash



All filters



## PROPERTY SETTINGS

## Property

These settings affect your property [What's a property?](#)



Property details



Property access management



Property change history



## Data collection and modification

These settings control how data is collected and modified



Data streams



Data collection

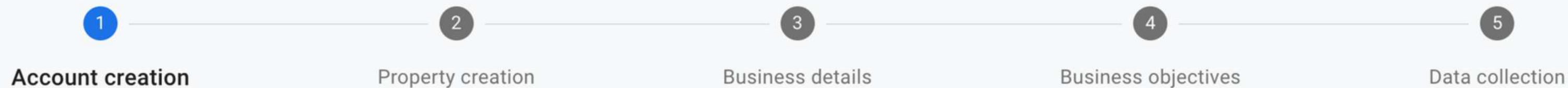


Data import



Voy al Admin (icono azul debajo a la izquierda) y luego a Crear / Cuenta

← Back



## Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

### Account details

Account name (Required)

Accounts can contain more than one measurement ID.

My New Account Name

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

### Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing](#)

**Saldrá esta pantalla que tiene los mismos pasos que he grabado en el video (ver video) o la parte 1 de este manual**

