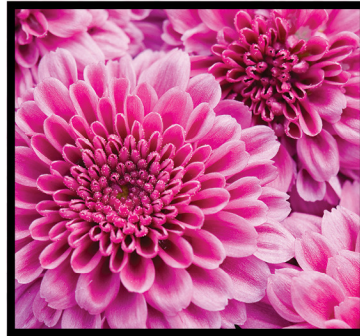# Preferred
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Quick Start: Integrating Google Analytics with SBE

Presentation Purpose

This presentation will help you set up a basic Google Analytics (GA) site using Google Tag Manager (GTM) in the SynXis Booking Engine (SBE):
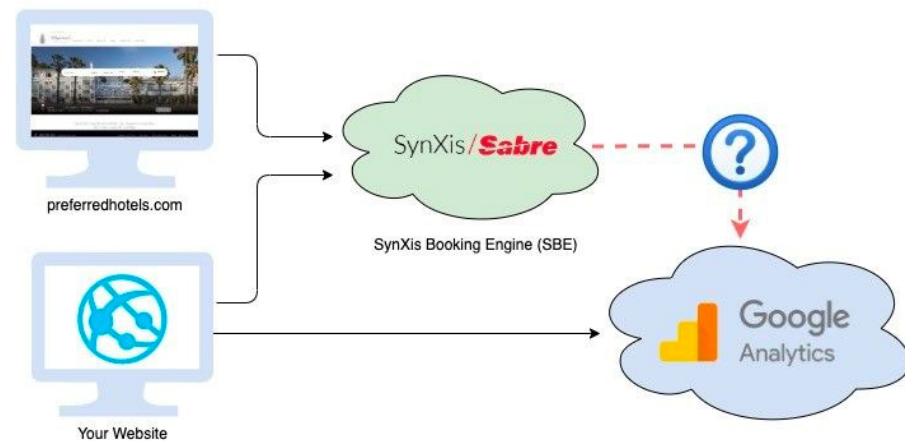
1. Integration Overview
2. Create a Google Tag Manager (GTM) Account
3. Add, Update and Publish Tags
4. Integrate GTM into your own web site
5. Integrate GTM into the SynXis Booking Engine (SBE)
6. Install the SBE GTM Container
7. Configure GA to receive SBE Data
8. Get your first report

Integration Overview

In order to track your customer's journey from your own web site through to the booking engine, we need to track across multiple sites.

But how can that work?

The problem with SynXis and Google Analytics

preferredhotels.com

Your Website

SynXis / Sabre

SynXis Booking Engine (SBE)

Google Analytics

Integration Overview

Through the use of Google Tag Manager (GTM), a free service offered from Google, you can connect tracking data across multiple web sites and review results in one Google Analytics (GA) account.

This is done by depositing a Cookie across all of the sites that should be linked together.

How Google Tag Manager Connects Across Sites

Tag Manager

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SynXis/*Sabre*

SynXis Booking Engine (SBE)

Your Website

Google Analytics
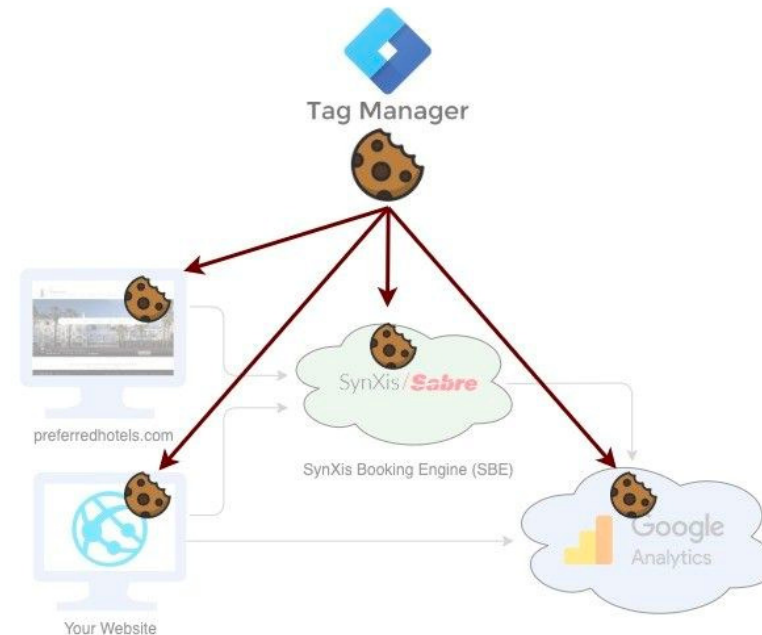
Integration Overview

Google Tag Manager (GTM) is highly complex. But at its core, it's quite simple.

In summary, Google Tag Manager is a single code snippet you can integrate into your web site (or multiple sites). Once installed, Google does the work of injecting all the tracking pixels and bits of code you may want to use.

Google Tag Manager Example

Create a Google Tag Manager account

Fig 1

Fig 2
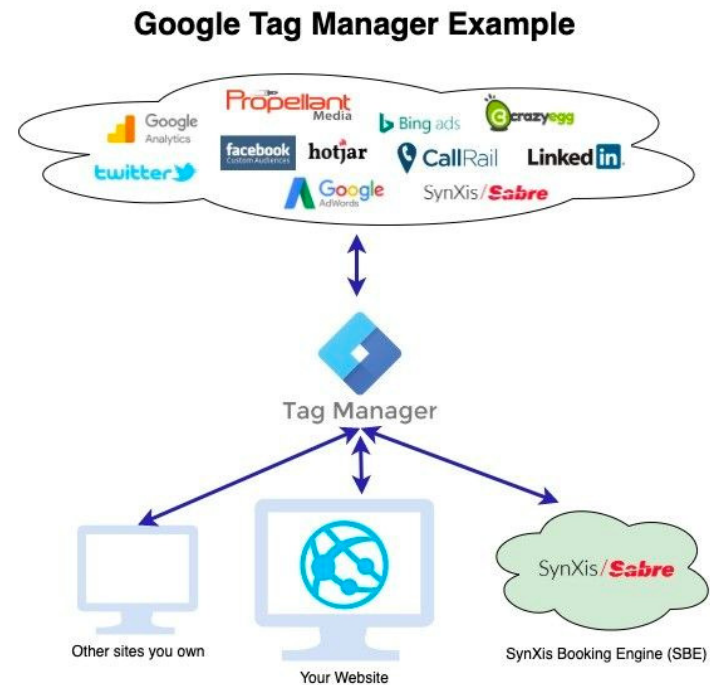
- Navigate to tagmanager.google.com. You'll need to sign in using a Google Account.
- In Tag Manager, click Accounts -> Create account. (Fig 1)
- Enter an **account name** and optionally indicate whether you'd like to share data anonymously with Google and others.
- Click **Continue**.
- Enter a descriptive **container name** and select the type of content as **Web**.
- Click **Create**. (Fig 2)
- Review the Terms of Service and click **Yes** if you agree to those terms.
- When your new container first loads, you will be prompted with the web container installation code snippet. You can copy your code snippet now, or click OK to clear this dialog. We cover this in detail in the next step.
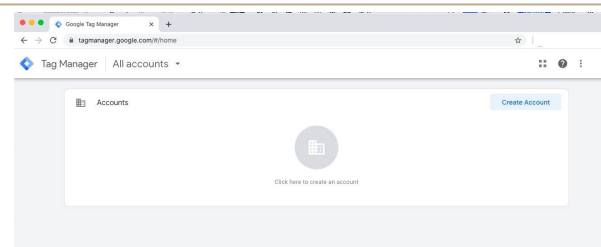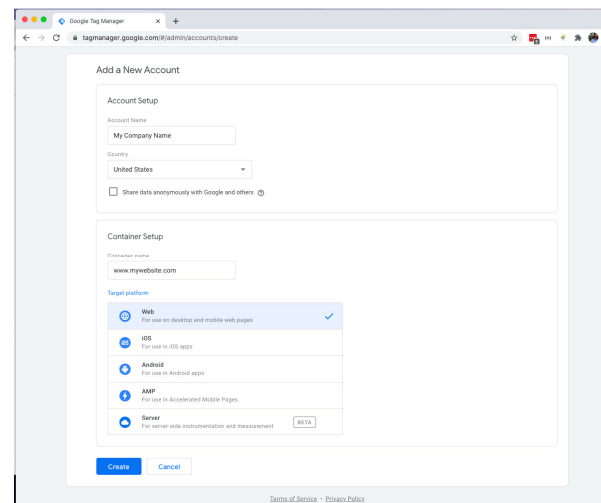
Install GTM into your own web site

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Fig 1

- If you are not experienced with code or do not have access to your website or mobile app code, you may need to enlist the assistance of a developer for this step. Developers can learn more at the [Tag Manager Developer Quick Start Guide](#).

- In Tag Manager, click **Workspace**.

- Near the top of the window, find your container ID, formatted as "GTM-XXXXXX".

- Click your container ID to launch the Install Tag Manager box.

- Copy and paste the **code snippets** into your website as instructed in the Install Tag Manager box (Fig 1)

- 5. Verify or troubleshoot your installation with Tag Manager's [Preview Mode](#) and the [Tag Assistant Chrome extension](#).
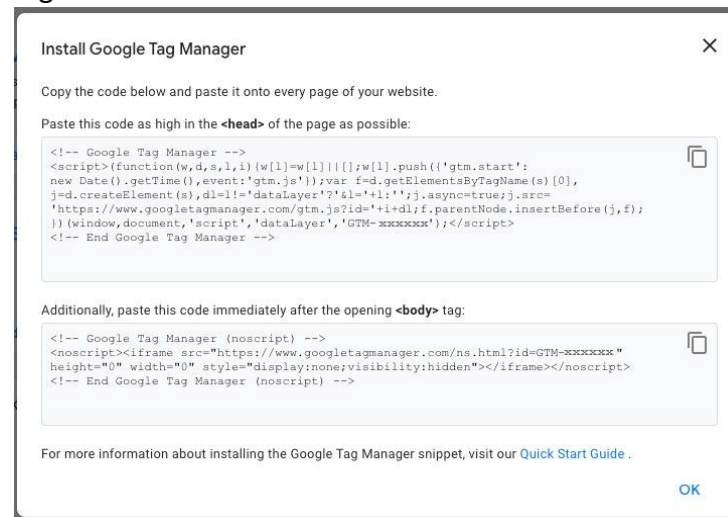
Add, update and publish tags

- Now that a container is installed, you're ready to add new tags.

- Click Tags from the navigation menu.
    - **To add a tag**: Click **New**. Select the tag type and specify triggers for when the tag should fire.
    - **To edit a tag**: Click a tag in the list and make changes on the "Edit Tag" page. For example, you might update the triggers for when the tag should fire.
    - **To delete a tag**: Click a tag in the list. On the "Edit Tag" page, click the menu in the upper right corner of the screen and choose **Delete**.

- **Preview mode** gives you an opportunity to inspect your Tag Manager configuration on your site or app to make sure everything behaves as expected. On the web, you can use the debug option to see which tags fire as you browse and interact with the site.

- From any web page in a workspace with unpublished changes, click **Preview**. Learn more.

- When you're ready, click **Submit** in the upper-right corner of the screen to begin publishing your changes. Add details such as a **Version Name** and **Version description**, then click **Publish**.

- Most Tag Manager implementations start with a Google Analytics page view tag deployment. Get step by step instructions for how to deploy a Google Analytics tag.

Integrate GTM into the SynXis Booking Engine

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You'll need your Google Tag Manager installation script for this step. Obtain this script by signing into your Google Tag Manager account and container and clicking the Container ID.

1. Sign into Booking Engine Designer at https://be-cms.synxis.com/ using your Synxis Central Reservation system username and password.

2. In the top tool bar, select the chain and hotel where the GTM will be applied.

3. Select the **Manage** page in the left navigation.

4. In the Configuration section, select the "pencil" edit icon for the configuration that GTM will be added.

5. In the **Pages** navigation on the left, select the **General** option.

6. In **General**, choose **Tracking Hooks** in the left navigation.

7. Click the pencil icon for the Head section.

8. Paste the GTM container script you made during GTM setup in the text editor on the right.
   1. Do not place the <noscript> portion of the tag in the Head section.

9. Scroll to the bottom and click "Save File".

10. In the top tool bar, click "Save", select This configuration only, add a comment in the Change Comments field and click "Save" again.
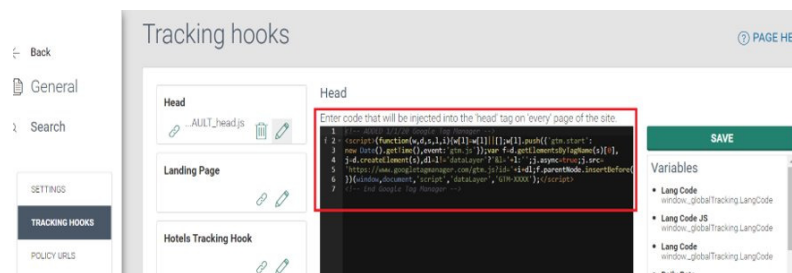
Install the SBE GTM container

You'll need your SynXis BE GTM container file for this step. SynXis makes this file available to all its Booking Engine customers. Once you have it, we recommend storing it in a safe place for easy reference. Contact Sabre if you need to obtain this file.

SBE uses a **native data layer** that is refreshed throughout the booking process via custom events. The standard Synxis BE GTM container file contains all the triggers and common variables mapped to the data layer. It also contains a set of Universal Analytics tags setup with Enhanced Ecommerce. (covered in Step 3).

1. In the Google Tag Manager application, navigate to the container you created earlier.

2. In the top tool bar, select "Admin".

3. In the right column, select "Import Container".

4. Click "Choose Container File" and select the JSON file you retrieved in Step 1.

5. Choose the "Existing" workspace and select the "Default Workspace".

6. Choose Overwrite or Merge option:
    1. If the container is new, select **Overwrite**.
    2. If the container already exists, select **Merge** to integrate SBE tagging along with other pre-existing tags.

7. Click **Confirm**. SBE's standard GTM setup is now available in your GTM container.

Install the SBE GTM container

The imported GTM Container contains SBE's standard setup for Universal Analytics with Enhanced E-commerce. To configure it to work with your Google Analytics account, use the following steps:

1. Navigate back to Google Tag Manager (GTM) at tagmanager.google.com. Click on your Container to view it.

2. In the top toolbar if Google Tag Manager, select "Workspace".

3. In the left navigation, select "Variables".

4. Select the **Google Analytics Property ID** variable.
   1. Insert your Universal Analytics (UA) account number in the Value section and click "Save".

5. Select the **Auto Link - Hotel Domain** variable.
   1. Insert your website domain in the Value section (example: myhotel.com) and click "Save".

6. In the top tool bar, click "Submit" to publish the changes to your GTM Container.

Configure GA to receive SBE data

In this step, we will configure your Google Analytics (GA) account to receive data from the SynXis Booking Engine (SBE). These instructions were pulled from [this article](#).

1. Navigate to your Google Analytics (GA) account at analytics.google.com.
2. [Navigate to the view](#) for which you want to see your SBE data integrated.
3. In the VIEW column, click **Ecommerce Settings**.
4. Under *Step 1, Enable Ecommerce*, set the status to **ON**.
5. Click **Next step**.
6. Under *Step 2, Enhanced Ecommerce Settings*, set the status to **ON**.
   When you turn this option on:
   1. You can then see the Enhanced Ecommerce reports in the Conversions section
   2. The other, older category of Ecommerce reports is no longer visible
   3. You can turn this option off to restore the older category of Ecommerce reports.
7. Enter the labels (variables) that you want to integrate into your View. These labels are for display purposes only, so that Analytics can create a meaningful funnel visualization of your checkout path.
8. Click a funnel step, enter a label name, then click **Done**. Repeat for each step you defined in your tagging.
9. The label names appear in the Checkout Behavior report (e.g., Log In/Create Account, Shipping Address, Billing Information, Review Order, Place Order).
10. Click **Submit**.

FAQs

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- **I've entered all code in the engine, why is it not working? Why is my reporting off?**

  While the tracking code can be referenced in the SBE, it does not guarantee that it will work end to end or according to your preferences. Sometimes there is additional configurations that need to be made by your web team to ensure it is working appropriately, i.e. cross domain setup as well as adhering to the recommended practices by Sabre

- **I have existing coding from using the old (responsive) RBE booking engine, should I use it for the SBE?**

  No, RBE used different programming and is not compatible with the new SBE. Tracking should be setup differently for the SBE and we do not recommend ever copying it over from the old RBE engine

- **Why is GTM the best option?**

  *Sabre has provided step-by-step instructions to set up tracking via Google Tag Manager (GTM). GTM allows you to quickly and easily update tracking codes and related code fragments (collectively known as **tags)** on your website without editing code. It delivers simple, reliable, easily integrated tag management solutions— for free.*

Google Tag Manager Structure