Help Article

Tracking OnceHub Events in Google Tag Manager [New]

You can use Google Tag Manager to track visitor actions across your booking calendars, booking hubs, routing forms, and chatbots. From GTM, you can send event data to Google Analytics, Google Ads, Meta pixel, Floodlight, and other third-party tags.

How to Track Events for OnceHub Standalone Links

After you connect OnceHub to Google Tag Manager, event tracking will work automatically for any OnceHub links you share. No additional steps are needed.

How to Track Events for OnceHub Embeds

To track events for any OnceHub products that are embedded on your website, you'll need to add a specific script to that page.

Navigating to Google Tag Manager in OnceHub

1. Click on the gear icon in the top-right of the page.
2. Select **Account Integrations** from the dropdown.
3. Filter for **Analytics**.
4. Click on the **Google Tag Manager** tile.

Getting the Script in OnceHub

1. Click on **Set up tracking for embeds**.
2. Click on **Copy & close**.

Adding the Script to Your Website

1. Paste the script in the **Head** or **Body** section of the page where you embedded the OnceHub product.

How to Confirm that the Google Tag Manager Integration is Working

After you've set everything up, it's important to test that GTM is working correctly.

Opening the Preview Mode in Google Tag Manager

1. Click on **Preview** in the top right of Google Tag Manager.
2. Paste the URL of your OnceHub link or the webpage with the embed into the pop-up window.
3. Click on **Connect**.
4. Click **Continue** to open the OnceHub link or your webpage in a new window.

Testing to See If Events Are Appearing

1. In the new window that opened, perform an action like selecting a time slot to schedule an appointment.

2. Switch back to Google Tag Manager and check if events like **oncehub.booking_calendar.time_slot_selected** are now appearing.

If the events are not appearing, ensure that you followed **all of the connection steps**. If it still isn't working, please **reach out to our support team**.

Supported OnceHub Events

For a complete list of supported events and their data, you can visit our developer center:

- **Supported events and payloads for Booking Calendars and Booking Hubs**

- **Supported events and payloads for Chatbots**

- **Supported events and payloads for Routing Forms**

How to Use OnceHub Event Data with Google Tag Manager

After successfully integrating OnceHub with Google Tag Manager, you can use OnceHub Event Data to send information to other applications like Google Analytics.

For specific instructions on how to use this event data within other platforms, we recommend referring to **Google's official documentation** or reaching out to them for support