

Sept 11 2025: Google Tag Manager, Account Integrations Page



Integrations

Google Tag Manager: Unlock Deeper Customer Insights

OnceHub is introducing a new integration that enables you to track OnceHub events with **Google Tag Manager**. This feature allows you to easily get tracking information from Booking Calendars, Routing Forms, and Chatbots. After the information is sent to Google Tag Manager, you can then push it to any platform of your choosing for further analysis or tracking.

Why it matters

This new integration addresses a key need for users who want to better understand how visitors interact with the different guest experiences. Previously, tracking was limited to embedded Booking Calendars and Chatbots. This new integration allows for a **more comprehensive** view of guest behavior across all OnceHub products.

By providing a centralized way to track all OnceHub events, it makes it easier for you to gain valuable insights and optimize your scheduling funnels. This gives greater control over your tracking data and makes it available in one place.

For example, you could see what percentage of people that view your Booking Calendar end up scheduling with you by making use of 2 Booking Calendar events: **oncehub.booking_calendar.loaded** and **oncehub.booking.scheduled**.

For a full list of supported events, please take a look at our respective developer center pages:

- [Supported events and payloads for Booking Calendars and Booking Hubs](#)
- [Supported events and payloads for Chatbots](#)
- [Supported events and payloads for Routing Forms](#)

Who can access it

Plan: Available on **Schedule** plan and above.

Only Administrators and Account Owners can set up and manage the integration.

We're excited for you to explore this new integration! To learn how to get started, please see our help article, [Connect OnceHub to Your Google Tag Manager](#).



Integrations

Account Integrations Page: Access All of Your Account Level Integrations from a Single Location

We've unified all account-level integrations into a single, central location. Previously, integrations like CRM and Zapier were scattered across different menus; now, they're all on one dedicated page. This page focuses on integrations that apply to all users on your OnceHub account, unlike user-level integrations (such as connecting your calendar), which are managed by individual users.

Why it matters

By centralizing all account-level integrations, we've simplified how you manage the integrations you rely on in OnceHub.

- **Categorized by type:** Easily find integrations by filtering through types such as:
 - **Analytics:** Services that help you analyze data related to your OnceHub activities.
 - **Automation:** Automate the transfer of OnceHub activity data to other software and streamline your workflows.
 - **Corporate Mailbox:** Integrate with your company's shared email inbox to manage communications efficiently and help comply with business regulations.
 - **CRM:** Connect to your Customer Relationship Management system to sync contact information and OnceHub activity data.
 - **Payment:** Integrate with payment processors to handle transactions for paid bookings directly through OnceHub.
 - **Room Directory:** Sync with your organization's room management system to display and book physical meeting spaces.
- **Centralized management:** View all of your connected integrations from a single, unified dashboard.

Who can access it

Only Administrators and Account Owners can access the account integrations lobby.

To manage your account-level integrations and view the new Account Integrations Page, click the gear icon in the top right of your account >> **Account Integrations**.