

ENGRAIN



Add **SightMap Metrics** to your Web Analytics Environment

Quick Start Guide

January 19, 2024

Version 1.0

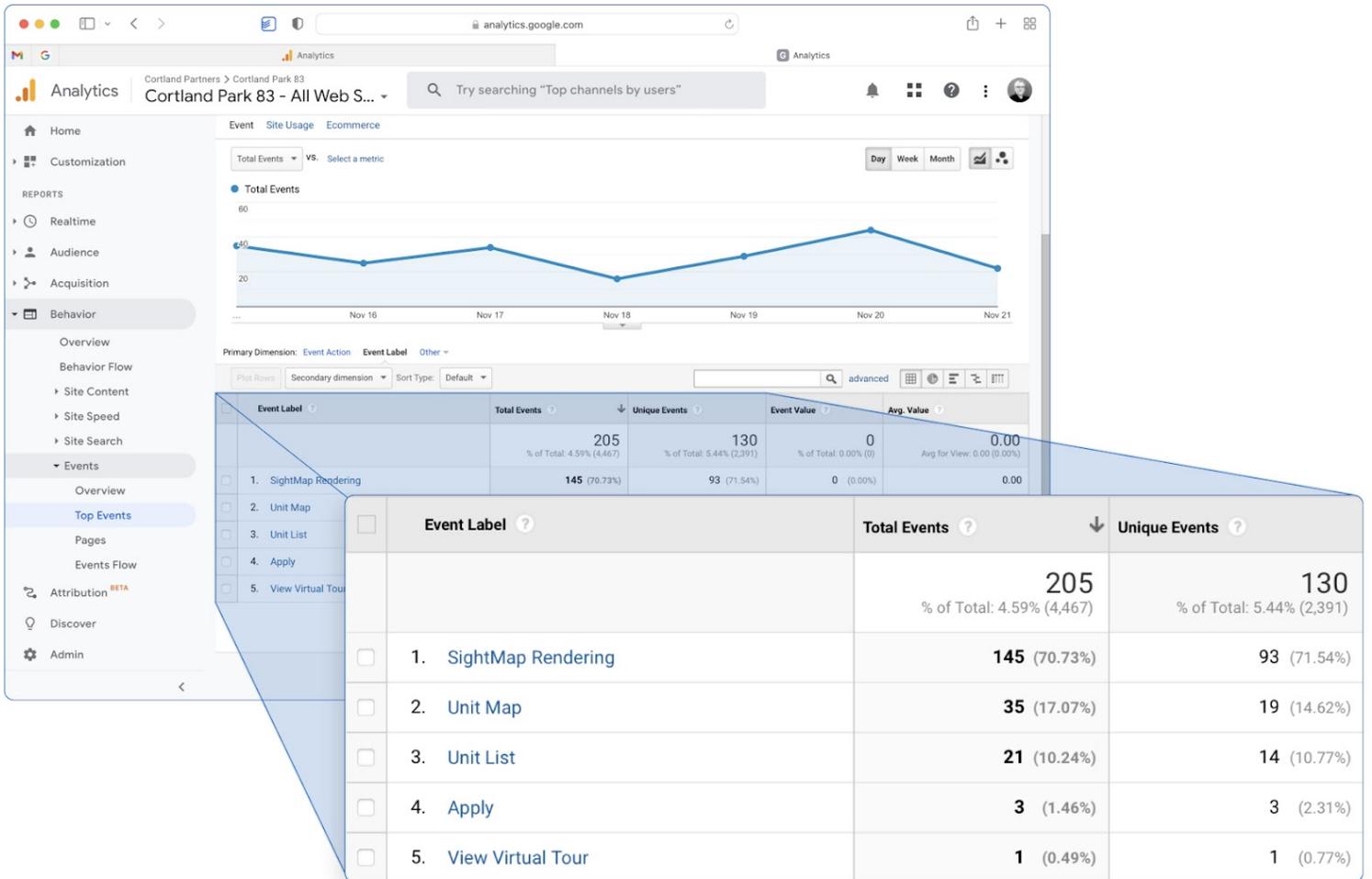
Add **SightMap Metrics** to your Web Analytics Environment

See how renters interact with your website's SightMap

Leverage the SightMap Metrics API to make SightMap click events visible in your web analytics environment. Gain insights like:

- What **filters** do prospective renters use most?
- What **units** do they select and **apply** for?
- What **units** and **floor plans** are most popular?

Put all your analytics together



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Quick start set-up

The SightMap Metrics API makes it easy to integrate SightMap analytics into your **Google Analytics (GA4)** environment

Work with your website developer to implement our code template below. The following guidance works best with GA4. Using a different web analytics tool? No problem — please reference our [developer documentation](#) instead.

Use our [example Code Sandbox](#)

Simply find and replace these items with your own values:

- Insert your Google Tag **Measurement ID** over the example one: “G-OJXFPKZHVY”
- Update the source and origin query parameter of the SightMap iframe:
 - Change “https://sightmap.com/embed/yzvgdok1vln” to your **SightMap embed link**
 - Change “https://4jxstf.csb.app/” to your **website URL**

Configure and customize

Get the most out of your metrics with the resources below

The SightMap Metrics API is versatile by design — you can use it with any analytics platform. You can also customize it to track specific objectives. Learn more with our [developer documentation](#) or contact analytics@engrain.com to schedule a tailored training.

Having trouble?

We’re here to help. Contact [support](#).