

Hi Chris, I've been working on this all day and can't get it to generate the event in GA.

Everything seems to look fine; the Contact Form 7 Submission tag is fired, the wpcf7successfulsubmit event created, the data being passed through the data layer and is contained in the variable, but no event or conversion is generated in Google Analytics.

Although one can never be sure, I'm believe to have followed your instructions closely and also went through the troubleshooting guide.

I have [no IP filters in GA](#), tested it with Chrome and Firefox and also from a mobile phone, having switched off Wi-Fi.

I have created a PDF document where you can see captures of my results and settings.

<https://awk-support.s3.amazonaws.com/ContactForm7-EventTracking-with-GTM-SUPPORT.pdf>

If you could give me a helping hand on this, I would appreciate it very much.

Best regards,

André Klein

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## Results

My test URL <https://internetbusiness-howto.com/contact>

### Initial GTM debug screen after refreshing the page with CTRL+F5

The screenshot shows the Google Tag Manager interface with the 'Tags' tab selected. On the left, a 'Summary' sidebar lists three events: '3 Window Loaded', '2 DOM Ready', and '1 Page View'. The main content area is titled 'Summary' and is divided into two sections: 'Tags Fired On This Page' and 'Tags Not Fired On This Page'. Under 'Tags Fired On This Page', there are two boxes: 'IBH Google Analytics - Universal' (with a sub-entry 'Universal Analytics - Fired 1 time(s)') and 'wpcf7mailsent' (with a sub-entry 'Custom HTML - Fired 1 time(s)'). Under 'Tags Not Fired On This Page', there is one box: 'Contact Form 7 Submission' (with a sub-entry 'Universal Analytics').

### GTM debug screen after submitting the form

The screenshot shows the Google Tag Manager interface after a form submission. At the top, a green-bordered box contains the message: 'Thank you for your message. It has been sent.' Below this, the GTM interface is visible with the 'Tags' tab selected. The left sidebar 'Summary' now lists four events: '4 wpcf7successfulsubn', '3 Window Loaded', '2 DOM Ready', and '1 Page View'. The main content area 'Summary' shows 'Tags Fired On This Page' with three boxes: 'Contact Form 7 Submission' (with 'Universal Analytics - Fired 1 time(s)'), 'IBH Google Analytics - Universal' (with 'Universal Analytics - Fired 1 time(s)'), and 'wpcf7mailsent' (with 'Custom HTML - Fired 1 time(s)'). The 'Tags Not Fired On This Page' section now shows 'None'.

## Data layer of wpcf7successfulsubmit

Google Tag Manager [Tags](#) [Variables](#) [Data Layer](#)

Summary

4 wpcf7successfulsubmit

3 Window Loaded

2 DOM Ready

1 Page View

wpcf7successfulsubmit

```
wpcf7successfulsubmit:
1 {event: 'wpcf7successfulsubmit', CF7formID: '24030', gtm.uniqueEventId: 4}
```

Data Layer values after this Message:

```
1 {
2   gtm: {start: 1521494721750, uniqueEventId: 4},
3   event: 'wpcf7successfulsubmit',
4   CF7formID: '24030'
5 }
```

## Variables of wpcf7successfulsubmit

Summary	wpcf7successfulsubmit			
	Variable	Variable Type	Return Type	Value
4 wpcf7successfulsubmit	<code>_event</code>	Custom Event	string	'wpcf7successfulsubmit'
3 Window Loaded	<code>CF7formID</code>	Data Layer Variable	string	'24030'
2 DOM Ready	<code>Click Classes</code>	Data Layer Variable	undefined	undefined
1 Page View	<code>Click Element</code>	Data Layer Variable	undefined	undefined
	<code>Click ID</code>	Data Layer Variable	undefined	undefined
	<code>Click Target</code>	Data Layer Variable	undefined	undefined
	<code>Click Text</code>	Auto-Event Variable	undefined	undefined
	<code>Click URL</code>	Data Layer Variable	undefined	undefined
	<code>element</code>	Auto-Event Variable	undefined	undefined
	<code>element classes</code>	Auto-Event Variable	undefined	undefined
	<code>element id</code>	Auto-Event Variable	undefined	undefined
	<code>element target</code>	Auto-Event Variable	undefined	undefined
	<code>element text</code>	Auto-Event Variable	undefined	undefined
	<code>element url</code>	Auto-Event Variable	string	"
	<code>event</code>	Custom Event	string	'wpcf7successfulsubmit'
	<code>Event</code>	Custom Event	string	'wpcf7successfulsubmit'



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## Events

### Right now

# 1

active users on site

DESKTOP

100%

### Events

Per minute

1.5

1.0

0.5

min -26 min -21 min -16 min -11 min -8 ..

Viewing: Active Users Events (Last 30 min)

Active Users with Events: 0 (0% of total)

Event Category

Event Action

There is no data for this view.

# Setup


Chris's [Instructions page](#) + [troubleshooting page](#)

## Tag 1 wpcf7mailed

wpcf7mailed 

### Tag Configuration

Tag type

 **Custom HTML**  
Custom HTML Tag

HTML 

```
1 <script>
2 document.addEventListener( 'wpcf7mailed', function( event ) {
3     dataLayer.push({
4         'event' : 'wpcf7successfulsubmit',
5         'CF7formID' : event.detail.contactFormId
6     });
7     }, false );
8 </script>
```

### Triggering

Firing Triggers



**All Pages**  
Page View

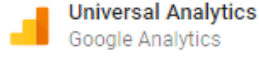
# Tag 2 Contact Form 7 Submission

## Contact Form 7 Submission

SAVE

### Tag Configuration

Tag type



Track Type

Event

Category

contact-form

Action


successful-form-submission-mailsent

Label

{{CF7formID}}



Google Analytics Settings 

Enable overriding settings in this tag 

Tracking ID 

{{IBH GA Tracking Code}}

### Triggering

Firing Triggers




**Contact Form 7 Trigger**  
Custom Event

## Trigger - Contact Form 7

### Contact Form 7 Trigger

#### Trigger Configuration

Trigger type

 **Custom Event**

Event name

wpcf7successfulsubmit

This trigger fires on

All Custom Events

#### References to this Trigger



**Contact Form 7 Submission**  
Tag

## Variable CF7formID

CF7formID 

### Variable Configuration

Variable type

 **Data Layer Variable**

Data Layer Variable Name 

CF7formID

Data Layer Version

Version 2

### References to this Variable

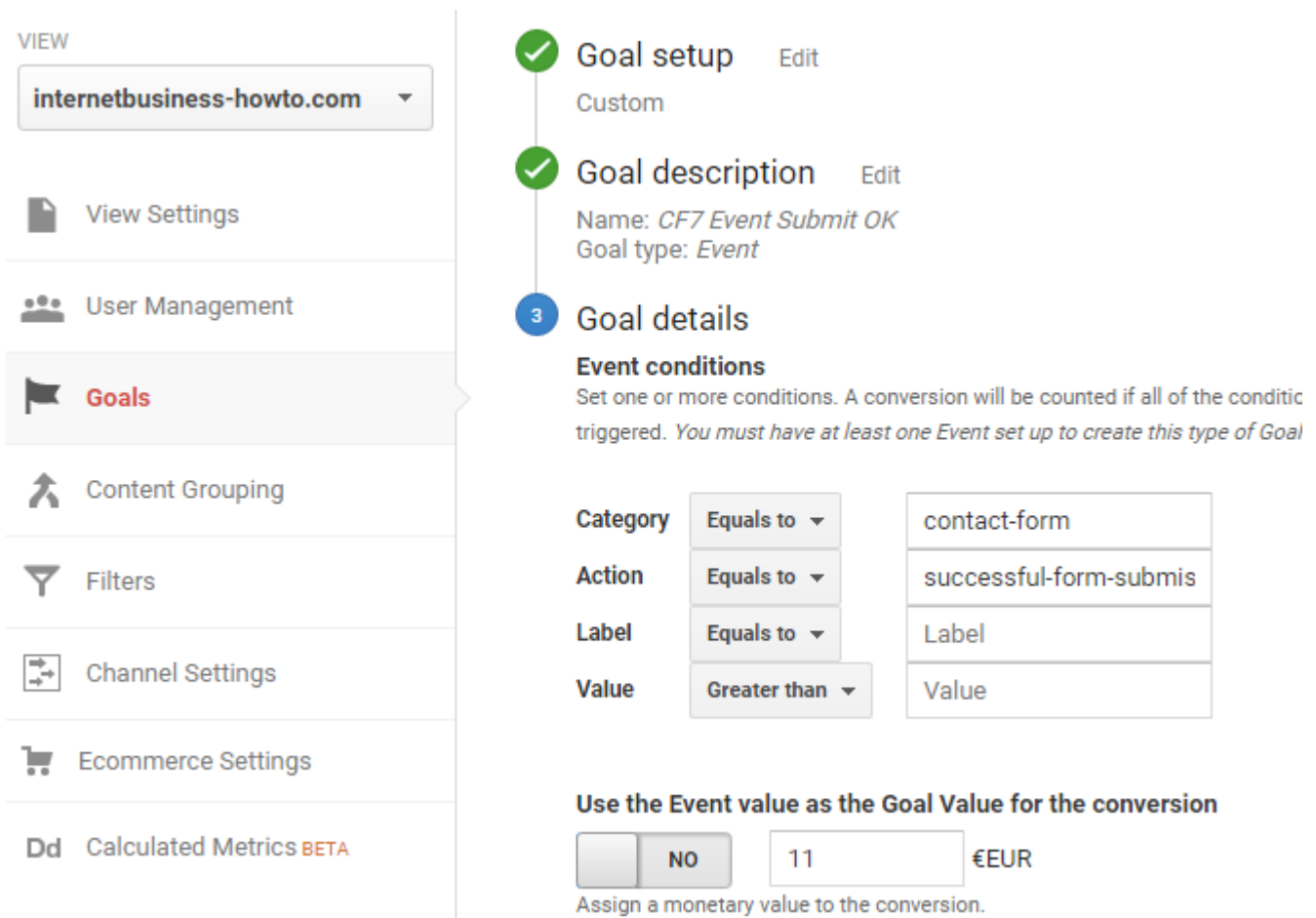


**Contact Form 7 Submission**  
Tag



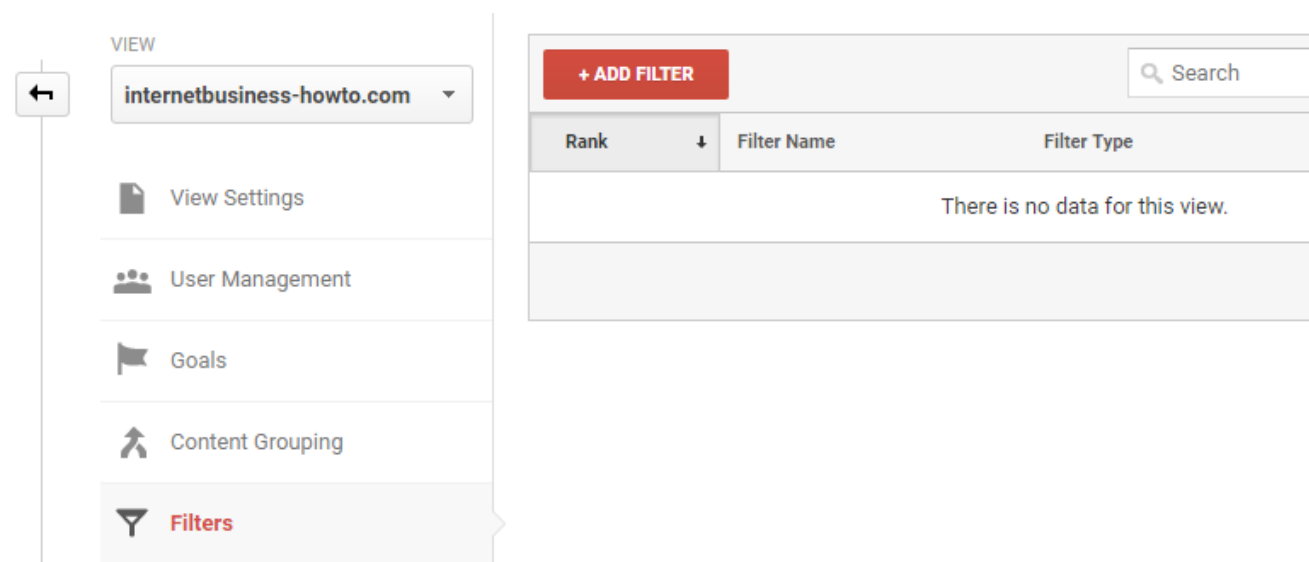
## Google analytics goal

Note. I'm not tracking the individual form ID, for this test.



The screenshot shows the Google Analytics 'Goals' setup interface. On the left is a navigation sidebar with options: View Settings, User Management, Goals (highlighted), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. The main content area is titled 'Goal setup' and includes a progress indicator with three steps: 1. Goal setup (checked), 2. Goal description (checked), and 3. Goal details (active). Under 'Goal details', the 'Event conditions' section explains that a conversion is counted if all conditions are triggered. Below this are four configuration rows: Category (Equals to, contact-form), Action (Equals to, successful-form-submis), Label (Equals to, Label), and Value (Greater than, Value). At the bottom, there is a section 'Use the Event value as the Goal Value for the conversion' with a 'NO' button, a text input containing '11', and a '€EUR' currency selector. A note below states 'Assign a monetary value to the conversion.'

## Google analytics - no filters



The screenshot shows the Google Analytics 'Filters' management page. The left sidebar is identical to the previous screenshot, but 'Filters' is highlighted. The main content area features a '+ ADD FILTER' button and a search box. Below is a table with columns 'Rank', 'Filter Name', and 'Filter Type'. The table is currently empty, displaying the message 'There is no data for this view.'