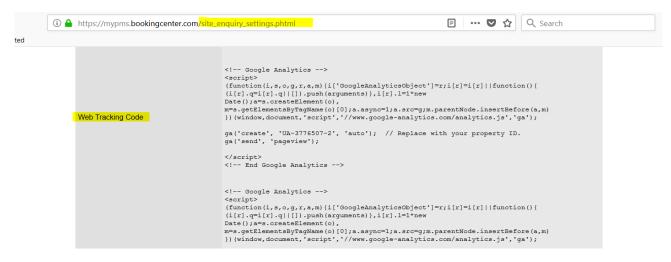
Google Analytics and Last Page Tracking Code / w BookingEngine (XML)

#1 - Google Analytics

Analytics resides above the head (</head>) tag of the HTML file.

In BookingCenter we store this in the Setup Area.

Setup Area: Settings -> Booking Engine Settings



XML BookingEngine:

When the page renders on the XML BookingEngine you will see the following:

```
<!DOCTYPE html>
<html lang="en">
<html lang="en">
<html lang="en">
<html lang="en">
<html lang="en">
<html lang="en">
<html>
<html lang="en">
<html>
<html lang="en">
<html>
<html lang="en">
<html lang="en"
<html
```

#2 - Last Page Tracking Code

In BookingCenter we store this in the Setup Area.

Setup Area: Settings -> Booking Engine Settings

```
■ … ▼ ☆
                                                                                                                                                     Q Search
i https://mypms.bookingcenter.com/site_enquiry_settings.phtml
                                                      <!-- End Google Analytics -->
                                                      <!-- Google Analytics -->
                                                      (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
                                                      (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),
                                                      m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
                                                      }) (window,document,'script','//www.google-analytics.com/analytics.js','ga');
                                                      ga('create', 'UA-3776507-2', 'auto'); // Replace with your property ID.
ga('send', 'pageview');
ga('require', 'ecommerce');
        Web Tracking Code Last Page
                                                      ga('ecommerce:addTransaction', {
                                                        ('ecommerce:addTransaction', //
'id': '%%$booking_id%', //
'affiliation': 'Booking', // Affiliation or s
'revenue': '%%$total_price%', //
'revenue': '%%$total_price%', // Shipping.
                                                                                                                   // Transaction ID. Required.
                                                                                            // Affiliation or store name.
                                                         'shipping': '0',
'tax': '0'
                                                                                                // Tax.
                                                      ga('ecommerce:send');
                                                      </script>
```

XML BookingEngine (source code)