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Send Custom Events to Google Analytics in GLM

Tom Regier - 2026-08-25 - [Paid Ads](#)

The **Google Analytics workflow action** lets you fire a custom event into your Google Analytics account whenever a workflow runs, so you can track specific interactions and behaviors from your website or app directly in Google Analytics. It's for gym owners and staff who want a clearer picture of how their paid marketing and lead activity connect to real Google Analytics data.

What you can do with the Google Analytics action

- Fire a custom event in Google Analytics from any Gym Lead Machine workflow
- Track interactions like form submissions, page visits, tag changes, appointment bookings, or purchases
- Pass an optional event value, such as a revenue amount, along with the event
- Trigger the action from almost any point in a workflow, so events line up with the moments that matter to your marketing

Before you begin

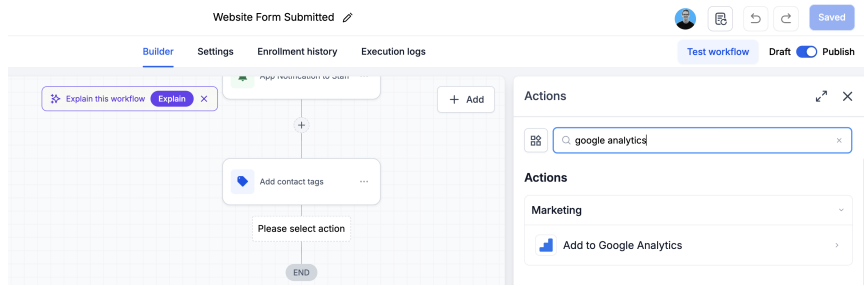
You'll need a **Google Analytics 4 (GA4)** property connected to your Gym Lead Machine account before this action will send data anywhere. If GA4 isn't integrated yet, connect it first under your account's Integrations settings.

You'll also want the following from your Google Analytics account on hand:

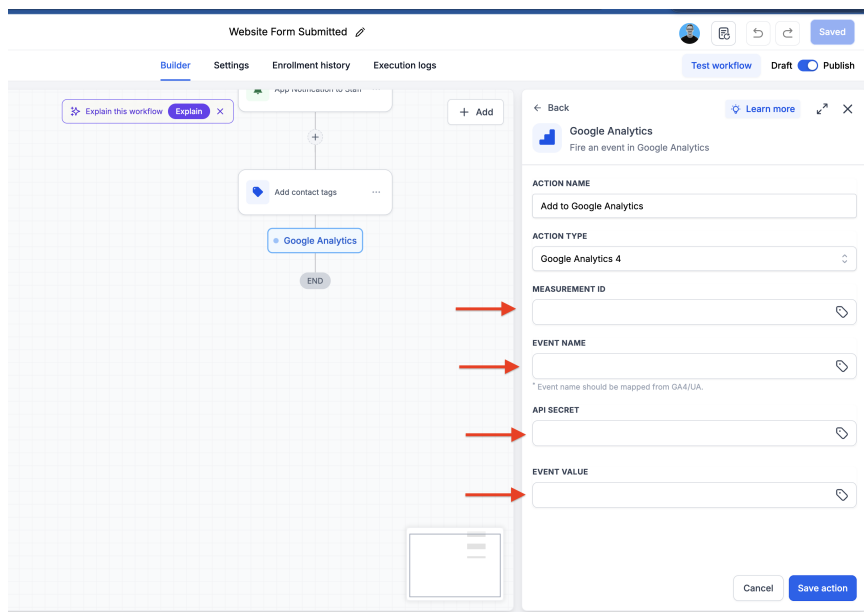
- Your **Measurement ID**
- An **API Secret** generated in Google Analytics

How do I add a Google Analytics action to a workflow?

1. Open the workflow you want to add the action to.
2. Click **Add Action** and select **Google Analytics**.



3. Name the action so it's easy to identify later, for example "Track Form Submission."
4. Choose an **Action Type: Google Analytics 4**.
5. Enter your **Measurement ID** for the GA4 property.
6. Enter an **Event Name** for the event as it will appear in Google Analytics, such as "form_submitted" or "purchase."
7. Enter your **API Secret** so the event data can be sent securely.
8. If you want to pass along a value with the event, such as a revenue amount, enter it in **Event Value**. This step is optional.



9. Click **Save**.

Note

Both the Measurement ID and API Secret are required for the event to send successfully. The Event Value is the only optional field.

Where should I use this action in a workflow?

The Google Analytics action works well anywhere in a workflow where you want a moment to show up in your reporting. Common places to add it:

- After a form submission, to track how many leads a specific form generates
 - After a page visit, to track interest in a specific page
 - After a tag is added to a contact, to track a status change like a new lead
 - After an appointment is booked, to track how many bookings come through your system
 - After a purchase, so you can pass the purchase value as the event value
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Frequently asked questions

What's the difference between Measurement ID, Event Name, and API Secret?

The Measurement ID identifies which Google Analytics property the event belongs to, the Event Name is what the event will be called inside your reports, and the API Secret is a key from Google Analytics that authorizes the data to be sent securely. All three come from your Google Analytics account, not from Gym Lead Machine.

Do I need to set up anything in Google Analytics before using this action?

Yes. You'll need a GA4 property with a Measurement ID and an API Secret generated before you can configure the action. Both are created in your Google Analytics account settings.

Can I pass a value along with the event, like a dollar amount?

Yes, using the optional Event Value field. This is useful for events like purchases, where you want the revenue amount to show up alongside the event in your reporting.

Why isn't my event showing up in Google Analytics?

Double-check that your Measurement ID and API Secret are entered correctly and match an active GA4 property. An incorrect or mismatched ID or secret is the most common reason an event won't appear in your reports.

Helpful tips

- Name each Google Analytics action clearly so it's easy to tell workflows apart when you have several sending events.
 - Use consistent event names across workflows so your Google Analytics reports stay easy to filter and compare.
 - Pair this action with a trigger you already use often, like a form submission or tag added, so tracking becomes part of your existing workflow structure rather than a separate project.
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When this feature is most helpful

- Measuring how many leads a specific form or landing page generates
- Tracking appointment bookings alongside your other paid marketing metrics
- Passing purchase or membership value into Google Analytics for revenue reporting
- Building a clearer picture of which marketing channels drive real gym leads and sales

If you have questions about the Google Analytics action in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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