

GA4 now has an enhanced measurement option for Form interactions

Google has added an enhanced measurement option for Form interactions. Now you can not only see when a form has been submitted, but you can also see when one has been **started** by a new user.

Lead gen marketers rejoice!

Measure form interactions automatically

To help you measure when users interact with and submit forms on your website, Google Analytics now provides a new **Form interactions** enhanced measurement option. When enabled, the new measurement option collects the following events:

- **form_start** shows you the first time a user interacts with a form in a session
- **form_submit** shows you when a user submits a form

The new option is enabled automatically for all newly created web data streams. If you already have a web data stream, you can turn this on by navigating to Enhanced Measurement. [Learn more](#)

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Enable enhanced measurement. Enhanced measurement should be enabled automatically if you already have a web data stream created. If not, check your analytics account and turn this on.

Dig deeper. You can read the announcement from Google [here](#).

Why we care. With so many new shopping products being released lately, it's nice to see one for lead gen. The new enhanced

measurement feature will let you see visitors to your website who started filling out forms but did not complete them for some reason. With that information, advertisers can create remarketing campaigns with unique messages to entice visitors to come back and complete the form.

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About The Author



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