

Google Analytics (GA4) and Google Tag Manager Tracking in Muse

Learn how Muse supports Google Tag Manager on your online purchase site — what the integration does today, why GA4 conversion counts won't match Muse transaction counts, how to test your container correctly, and what's coming in a future release.

Muse supports Google Tag Manager (GTM) on your online purchase site, allowing your team to track visitor behavior through the checkout flow using your own GA4 property.

This article explains what the integration does today, how to test it, and why the numbers in GA4 will not match the numbers in Muse.

How the Integration Works

You paste your **GTM Container ID** into your Muse settings, and Muse loads your container on the online purchase site.

That is the full scope of the current integration. Muse loads your container — it does not send purchase, cart, or revenue events to it.

Tracking is instead driven by **URL changes**. As a visitor moves through checkout, the URL updates at each step:

Checkout stage	URL contains
Step one of a purchase	mode=General Admission&step=1
Subsequent steps	step=2, step=3, etc.
Completed purchase	mode=Confirmation

Your team sets up rules in GTM that watch for these address changes. When the address changes, their rules send the data to Google Analytics.

This works for **every kind of purchase** - tickets, memberships, donations, gift cards, and programs.

How to Test It

⚠️ **Test the /purchase page. Do not test the main page.**

Here's why this matters.

When someone visits your main ticket address (like [tickets.yourmuseum.org/](#)), Muse shows a wrapper page. The real Muse app runs inside a box on that page called an iframe. Your GTM container loads inside that box.

Because of this, if you check the page code on the main address, you will not see your GTM tag. It looks like it's missing. It isn't — it's just inside the box.

If you go to [tickets.yourmuseum.org/purchase](#) instead, the app loads on its own. No box.

To test: Use Google Tag Assistant on the /purchase address. If you test the main address, you'll get a wrong answer.

Why GA4 and Muse Numbers Won't Match

This is the most common question about this integration, and in nearly every case **nothing is broken**. The two systems are counting different things.

Your funnel may leave people out

Many funnels only count people who clicked over from your main museum website. Everyone else gets left out.

Here's an example. Say you had **6 online orders** over a weekend:

How they got to your ticket site	Does the funnel count them?
2 clicked a link in an email	No
2 used a saved bookmark	No
1 came from your website with an ad blocker on	No
1 came from your website with no ad blocker	Yes

Your funnel shows **1 order**. Muse shows **6 orders**. Both are right. They're just counting different groups of people.

Ad blockers and cookie pop-ups

Some visitors use ad blockers. Others say no to cookies. Google can't count those people.

Because of this, Google Analytics usually shows **10% to 30% fewer sales** than you really had. This happens with every website that uses Google Analytics. It is not a Muse problem.

The right way to compare

To compare fairly, look at these two things:

In Google Analytics: Count every event where the web address includes mode=Confirmation. Turn off any funnel rules.

In Muse: Count your online sales for the same days.

Even then, Google will likely show a smaller number because of ad blockers and cookie pop-ups.

What Muse Is Responsible For

Muse guarantees three things:

1. Your GTM container **loads on every step of every purchase type** — tickets, memberships, donations, gift cards, and programs
2. Each checkout step produces a **URL change** that GTM can detect
3. Every successful purchase lands on a URL containing **mode=Confirmation**

If any of these three are not working, that's a Muse issue — contact support.

What Sits Outside Muse

The following are configured and owned within your own Google properties, which Muse cannot see into:

- Setting up Google Analytics or Google Ads
- Building rules and tags in GTM
- Creating funnels and choosing who they count
- Deciding which visits get credit for a sale
- Making your Google numbers match your Muse numbers

If your numbers aren't matching and the three items above are working correctly, the next step is to review your Google setup with whoever manages those accounts.

Coming in a Future Release

In a future update, Muse will send purchase details straight to your container. This will include the order number and the dollar amount.

When that happens, Google Analytics will get your sales data directly. Your numbers should line up much better.