



Advertising
Specialty
Institute®

[What's New](#) > [What's New in ESP](#) > [What's New in ESP](#)

What's New in ESP

2023-05-17 - Jennifer M - What's New in ESP

ESP Websites Updates

- [Updates to Google Analytics Support](#)
 - [Enhancements to the Check-Out Process](#)
-

Updates to Google Analytics Support

Google is updating the tracking ID for Google Analytics. ESP Websites have been enhanced to update using the new [GA4 tracking ID](#) that Google is planning to release on July 1, 2023.

[Return to the Top](#)

Enhancements to the Check-Out Process

During check-out on an ESP Website or Company Store, customers will now be brought directly to the payment processor's secure page via modal window. Once the customer is finished entering their payment information, validations will be performed by the payment processor. If everything is successful, the customer will be directed to a Thank You/Confirmation page.

Note: The Request Payment option will provide the same functionality.

[Return to the Top](#)
