

In order to track the performance of your website, Accu-Trade supports pushing events to Google Analytics 4 (GA4). These events adhere to the Automotive Standards Council (ASC) events and are intended to provide transparent insights as to what interactions are occurring on the platform.

These events are user interactions with elements on a web page, such as; CTA clicks and form engagement, and form submissions. These events are available to be sent to any requested GA4 property which is currently tracking on a website.

The events below are tracking in Dealer Inspire managed GA4 accounts, however, these events can be sent to other GA4 measurement ID's by request (to request, please contact your Performance Manager or Accu-Trade support)

This document will provide you:

- Table detailing each event and the trigger for the event
- Table detailing each parameter along with the type of data passed with the parameter
- Instructions on setting up Custom Dimensions along with the Accu-Trade recommended Custom Dimensions
- Table detailing each events along with the event's associated parameters

ALL EVENTS	TRIGGER	ASC/AT EVENT
asc_special_offer	Fires when the Accu-Trade tool is initiated	ASC Event
asc_form_engagement	Engagement with CTA buttons on all Accu-Trade pages	ASC Event
asc_cta_interaction	During the form fill process for every consumer engagement point	ASC Event
asc_form_submission	Anytime a form containing PII is submitted	ASC Event
asc_form_submission_sales	Anytime a form containing PII is submitted	ASC Event

**Parameters** are the additional data points, collected/associated with events, allowing for deeper analysis/insights into the performance of your website. For example, on a sales form event (asc\_form\_submission\_sales), we are also passing along the vehicle information through parameters (such as vin, make, model, year...)

While parameters are being passed with the events, they (parameters) need to be registered as **Custom Dimensions** within GA4 in order to have access to the additional data within the GA4 interface.

Below is a table of all the parameters which are associated with different Dealer Inspire website events. Parameters notated with a \* are the parameters DI has registered as custom dimensions in our DI managed GA4 properties.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
department *	Department associated with the event	service
element_position	Position of the element in relation to the page	top_right
element_text *	Text on the cta button, hyperlink, menu, or message on image.	trade_vehicle
event_owner *	Who is triggering the event	accutrade
flow_outcome *	If event action resulted in an specific outcome that was part of a flow	proceed
page_type *	Type of page event took place on	trade_in
product_name	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	accutrade
promotion_name *	Name of the promotional offer that was displayed to consumer	trade_in

\* = parameter is recommended to be set up as a Custom Dimension

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
item_number *	Stock Number	1234567890
item_price *	Price of the vehicle	28000
item_condition *	Industry condition of item associated with event	new
item_year *	Year of the vehicle	2023
item_make *	Make (Brand) of item associated with event	ford
item_model *	Model of item associated with event	f-150
item_variant *	Specific trim of the vehicle	sport
item_color *	Color of item associated with event	red
item_type *	Body style of vehicle	sedan
item_category *	Category of item associated with event	accessories
item_fuel_type	Fuel Type of item associated with event	nitrogen
item_inventory_date	Date the vehicle was added to inventory	2023/7/1
comm_type *	Type of communication that took place	form
comm_outcome *	The outcome of the communication	appt_booked
form_name *	Name of the form that was filled out	trade_in

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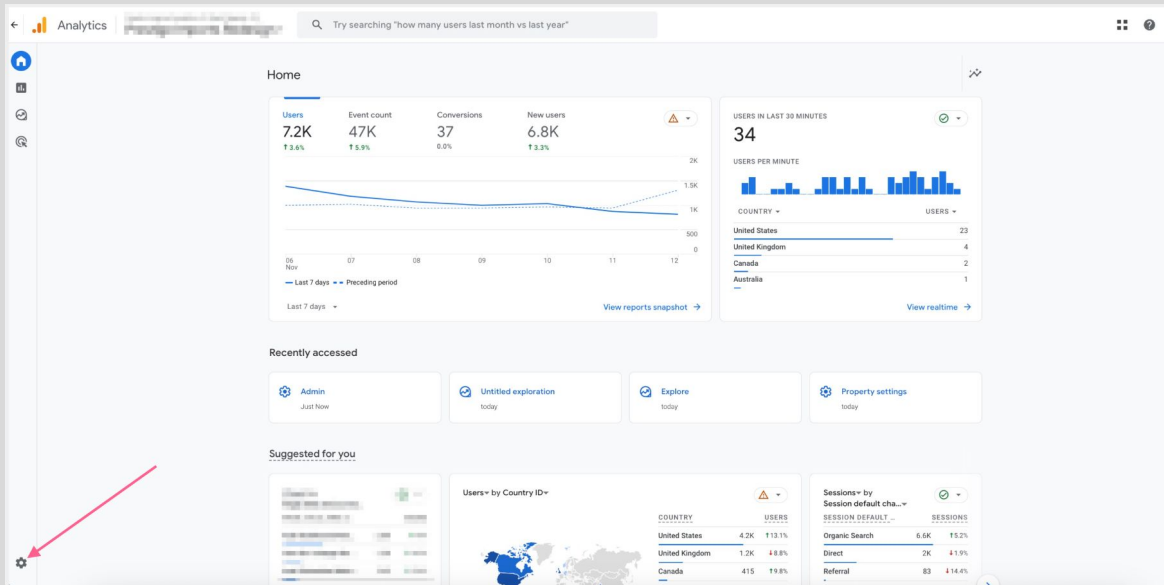
\* = parameter is recommended to be set up as a Custom Dimension

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
form_type *	Category or type of form	soft_pull
action_location *	High level description of the Element type where the event action took place	trade_in_tool
element_color	Color of the element (button, text, object) associated with the event	#FFC0CB
element_order	Order of element starting at 0 and counted from left to right, top to bottom.	6
element_type *	Where the event action took place	pagination
event_action *	Type of action that triggered the event	click
event_action_result *	Result form the initial action that triggered the event	start
link_url *	The destination URL if event action results in a new page render	<a href="https://www.google.com/newcar">https://www.google.com/newcar</a>
comm_status *	Status of the communication at time of event	answered
comm_type *	Type of communication that took place	chat
submission_id	Lead ID number	1231231

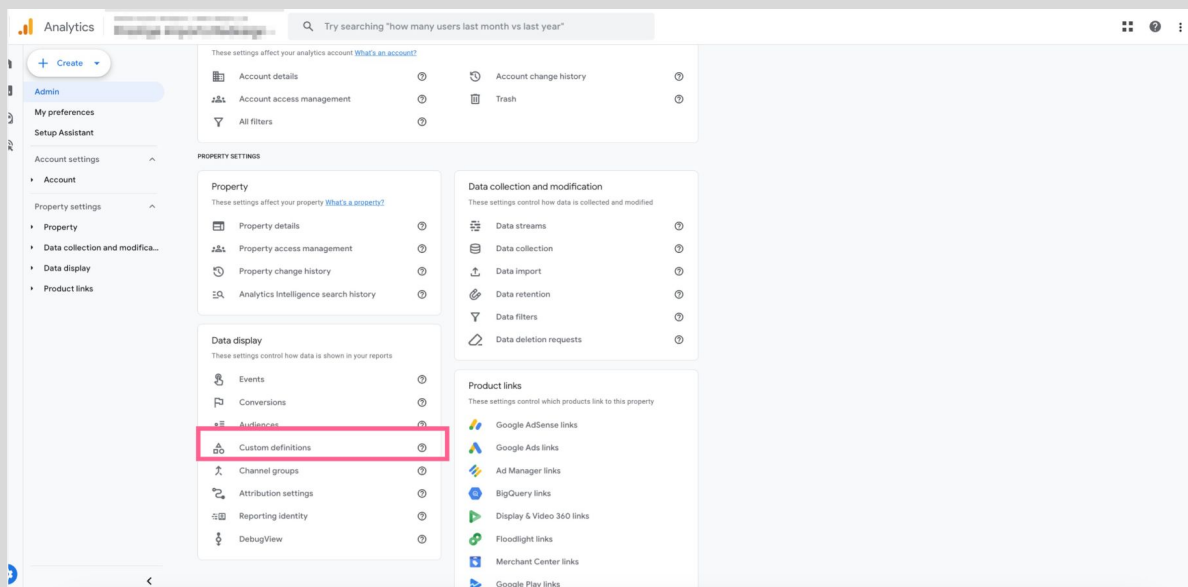
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## Please follow these steps to set up custom definitions in a GA4 property:

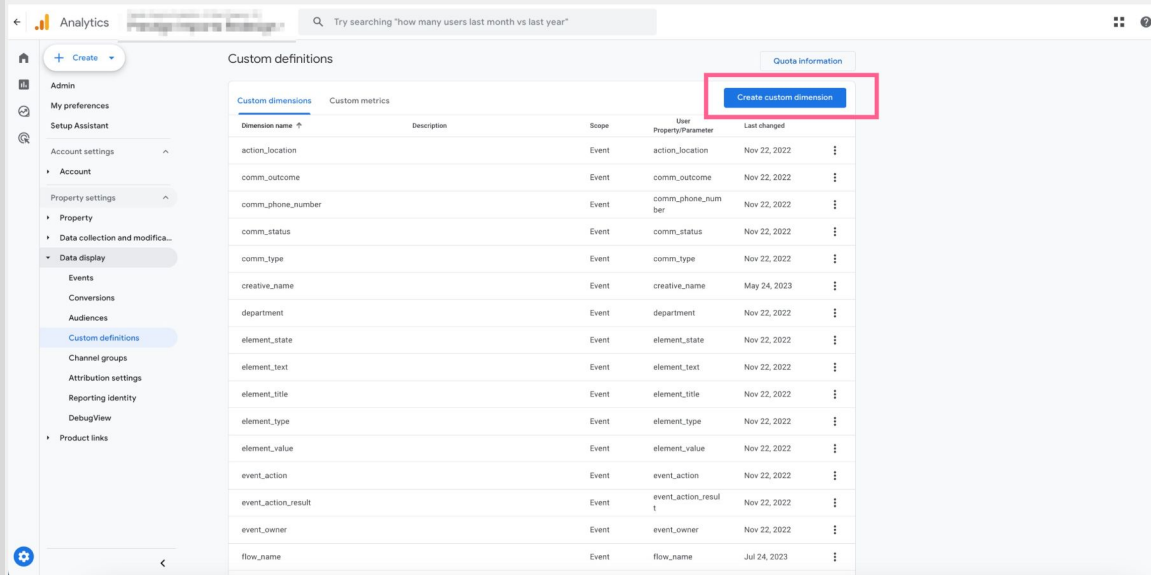
- Go to admin



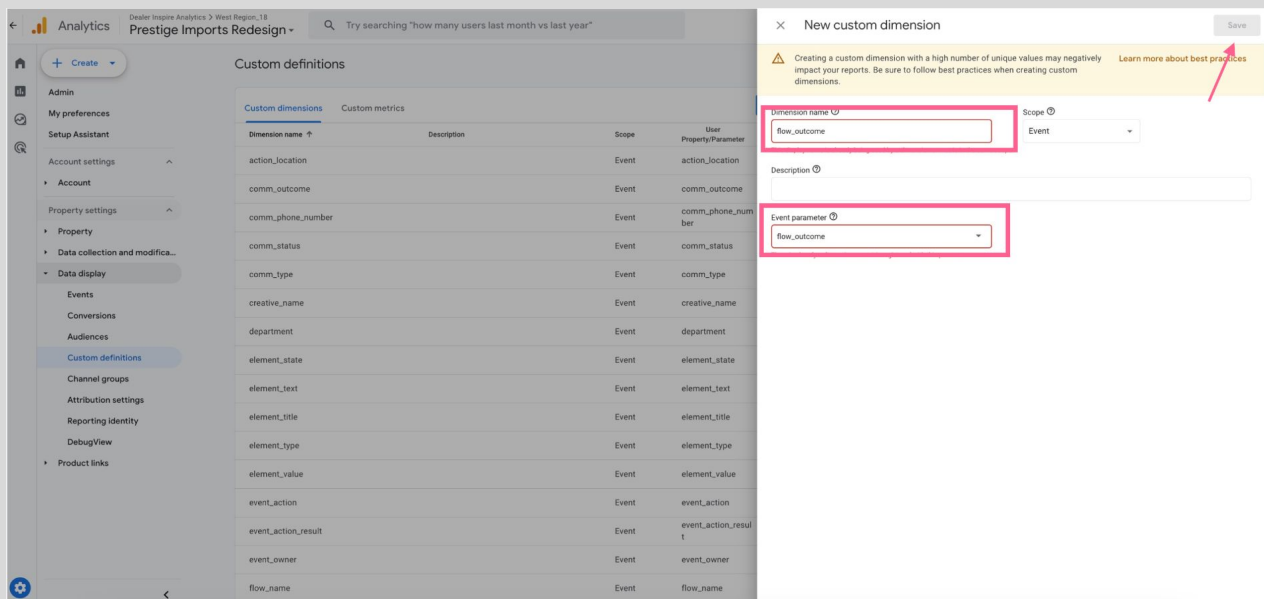
- Under 'Data display' click 'Custom Definition'



- Click on “Create Custom Dimensions” button



- Fill out the dimension name (in this example we are using ‘flow\_outcome’) and choose the parameter that correlates. Then click ‘Save’



Below are the different events you'll receive from a Dealer Inspire website along with the associated parameters.

*\*Please note that if a parameter is not available or does not apply for that specific event, it will be passed as a blank value (for example a click to call which fires the asc\_click\_to\_call event, may not have vehicle info associated with the click, therefore the vehicle information for that event would be blank*

EVENT	ASSOCIATED PARAMETERS
asc_special_offer	element_text * page_type * promotion_name * event_owner * department * product_name element_position flow_outcome
asc_form_engagement	form_name * department * event_owner * page_type * comm_type * comm_outcome * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_year * item_number * item_id * item_category * item_fuel_type item_inventory_date item_price *



EVENT	ASSOCIATED PARAMETERS
asc_cta_interaction	element_text * page_type * action_location * event_owner * element_color element_order link_url * event_action_result * element_type * event_action * item_condition * item_make * item_model * item_type * item_variant * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type
asc_form_submission	event_owner * page_type * comm_type * comm_outcome * submission_id form_name * form_type * department * item_payment item_id * item_number * item_price * item_condition * item_year * item_make * item_model * item_variant * item_color * item_type * item_category * item_fuel_type item_inventory_date

EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	event_owner * page_type * comm_type * comm_outcome * submission_id form_name * form_type * department * item_payment item_id * item_number * item_price * item_condition * item_year * item_make * item_model * item_variant * item_color * item_type * item_category * item_fuel_type item_inventory_date