Below you will find the **Conversations Specific Event Definitions** with their respective triggers and GA4 Event Properties.

Conversation Started

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	The initial start to the chat tool conversation sending a message	comm_status: 'start', comm_type: 'chat',

Conversation End Confirmed

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	Confirming the end of the conversation	comm_status: 'end', comm_type: 'chat',

Conversation Escalated

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	When the chatbot escalates the conversation to a live employee responder	comm_status: 'escalation', comm_type: 'chat',

Conversation Message Sent

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	When the conversations chat bot or chat employee sending a message	comm_status: 'engage', comm_type: 'chat',

Receive Video Request

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	Video chat starts	comm_status: 'engage', comm_type: 'video',

Accept Video Request

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	User accepts the video share request	comm_status: 'video_start', comm_type: 'video',

Revoke Video Request

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	User removes video share request	comm_status: 'video_end', comm_type: 'video',

Video Chat Disconnected

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	End of video chat	comm_status: 'video_end', comm_type: 'video',

End Chat Dismiss

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	User chooses to return to chat	comm_status: 'return_to_chat', comm_type: 'chat',

Hours Directions Clicked

ASC Event	Trigger	Custom Dimensions
asc_cta_interaction	Hours and directions option is clicked on by the user	element_color: '', element_order: '', element_text: 'get_directions', element_type: 'map', event_action: 'click', event_action_result: 'open', link_url: '',

Launcher Clicked

ASC Event	Trigger	Custom Dimensions
asc_cta_interaction	starts the chat from the chat prompt	element_color: '', element_order: '', element_text: 'launcher', element_type: 'chat_tool', event_action: 'click', event_action_result: 'start', link_url: '',

Messenger Generic Content Clicked

ASC Event	Trigger	Custom Dimensions
asc_cta_interaction	Fires when a PDF or video generic content is clicked on by the visitor	element_type: type, event_action: 'click', event_action_result: 'start',

Messenger Minimized

ASC Event	Trigger	Custom Dimensions
asc_cta_interaction	User minimizes Chat tool	element_color: '', element_order: '', element_text: 'minimize_messenger', element_type: 'chat_tool', event_action: 'click', event_action_result: 'close', link_url: '',

Toggle Sent to Mobile

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	User selects to push chat interactions to their mobile device	comm_status: 'send_to_mobile', comm_type: 'chat',

Unlock Pricing Started

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	Begin to unlock the price option	comm_status: 'start', comm_type: 'unlock_pricing',

Proactive Message Reply Clicked

ASC Event	Trigger	Custom Dimensions
asc_cta_interaction	Chat prompt "reply" clicked	element_color: '', element_order: '', element_text: 'reply', element_type: 'chat_tool', event_action: 'click', event_action_result: 'start', link_url: '',

Submit Trade In (formally conversations sent to crm)

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	When a Trade in flow is completed	comm_status: 'engage', comm_type: 'form', department: 'trade',

Leave A Message Form Engage

ASC Event	Trigger	Custom Dimensions
asc_comm_engagement	Fires when no agent is available and the Leave a Message Form is started	comm_status: 'engage', comm_type: 'form',

** = conversion event

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Leave A Message Form Submit

ASC Event	Trigger	Custom Dimensions
asc_comm_submission	Fires when no agent is available and the Leave a Message Form is submitted	comm_status: 'send_deal', comm_type: 'form', department,
asc_comm_submission_${department}	Fires when no agent is available and the Leave a Message Form is submitted	comm_status: 'send_deal', comm_type: 'form', department,

Send to SMS Long

ASC Event	Trigger	Custom Dimensions
asc_comm_submission	FIres long form event when SMS Long Form is submitted.	comm_status: 'send_deal', comm_type: 'sms', department,
asc_comm_submission_${department}	FIres long form event when SMS Long Form is submitted.	comm_status: 'send_deal', comm_type: 'sms', department,

Send to SMS Short

ASC Event	Trigger	Custom Dimensions
asc_comm_submission	FIres short form event when phone number is submitted.	comm_status: 'send_deal', comm_type: 'sms', department,
asc_comm_submission_${department}	FIres short form event when phone number is submitted.	comm_status: 'send_deal', comm_type: 'sms', department,

Lead Gate

ASC Event	Trigger	Custom Dimensions
asc_comm_submission	Fires when the user's name and phone or email is collected from the bot or agent	comm_status: 'send_deal', comm_type: 'form', department,
asc_comm_submission_${department}	Fires when the user's name and phone or email is collected from the bot or agent	comm_status: 'send_deal', comm_type: 'form', department,

** = conversion event

Parameters

are the additional data points, collected/associated with events, allowing for deeper analysis/insights into the performance of Online Shopper. For example, on a sales form event (asc_form_submission_sales), we will also pass along the vehicle information through parameters (such as vin, make, model, year...) if your website has the asc_datalayer.

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 all the parameters which are associated with Online Shopper events. Parameters notated with a ***** are the parameters DI has registered as custom dimensions in our DI managed GA4 properties.

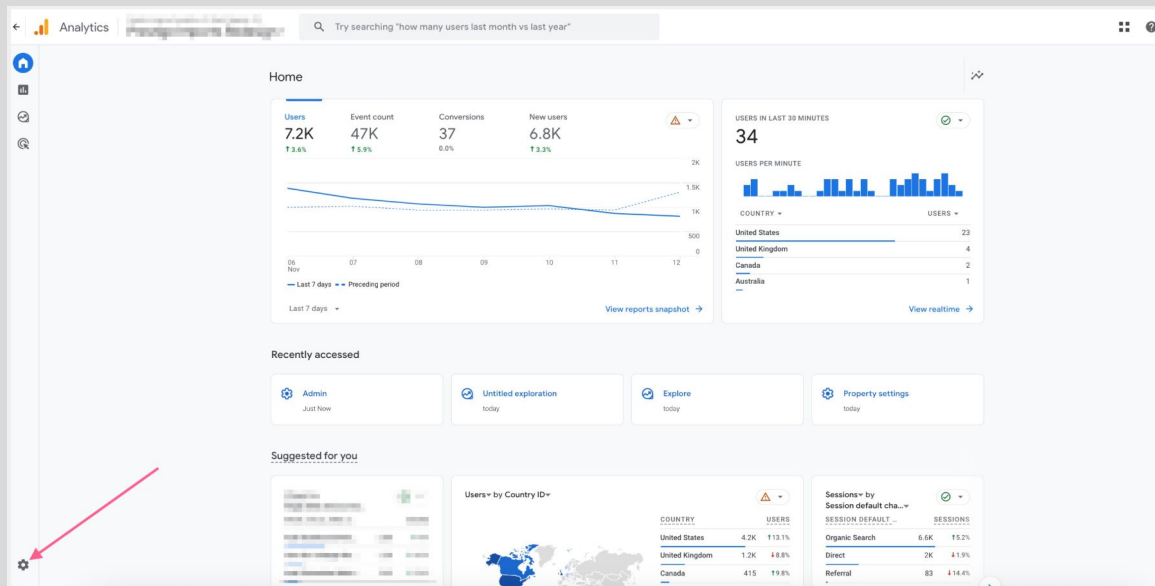| PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
event_owner *	Who is triggering the event	conversations
department *	Department associated with the event	sales
flow_outcome *	If event action resulted in an specific outcome that was part of a flow	Viewed, finished, added
item_payment	Payment shown, or selected which is associated with the event	loan
item_id *	VIN Number	4Y1SL65848Z411439
event_action	What action was taken for the event	click

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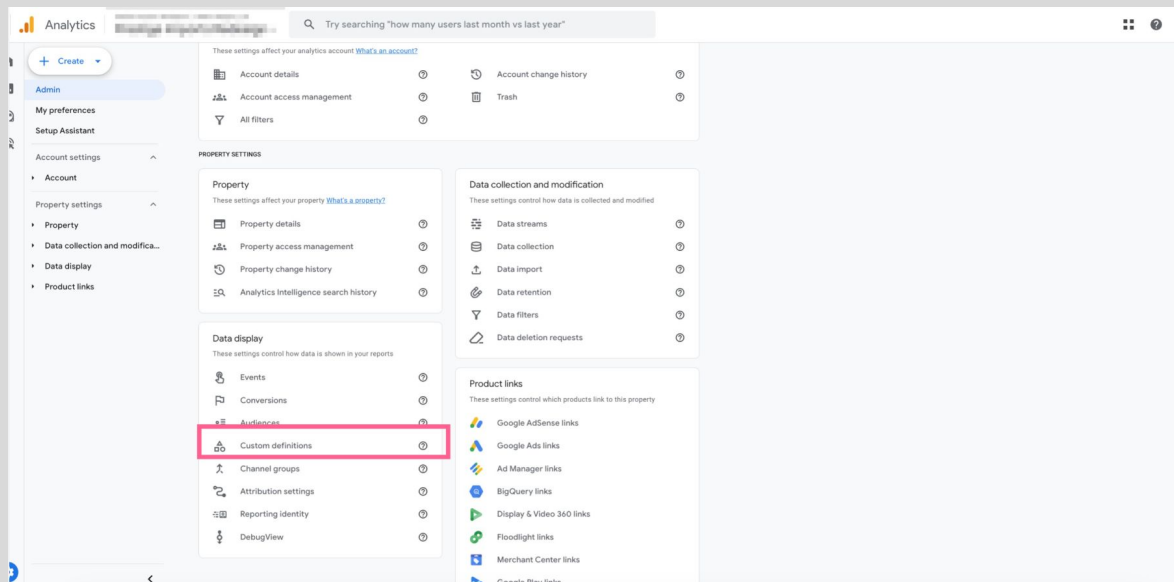** = conversion event

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_type *	Body style of vehicle	sedan
comm_type *	Type of communication that took place	form
form_name *	Name of the form that was filled out	conversations
comm_status	Communication stage	engage
element_text	The value of what was interacted with	minimize_messenger
element_type	What is being interacted with	chat_tool
event_action_result	What is the result of the action that took place	close

Please follow these steps to set up custom definitions in a GA4 property:
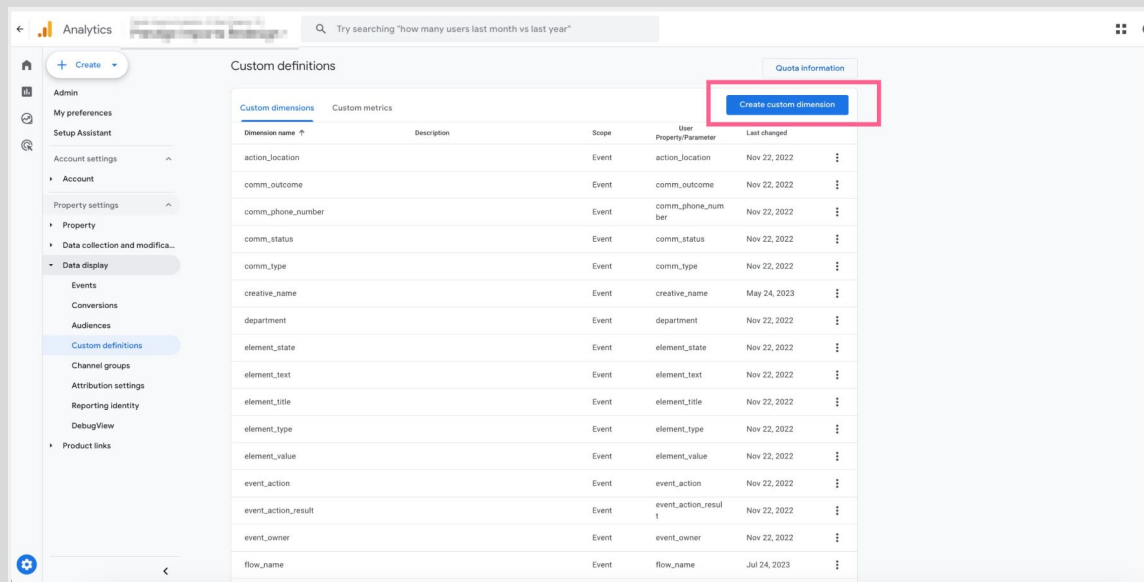
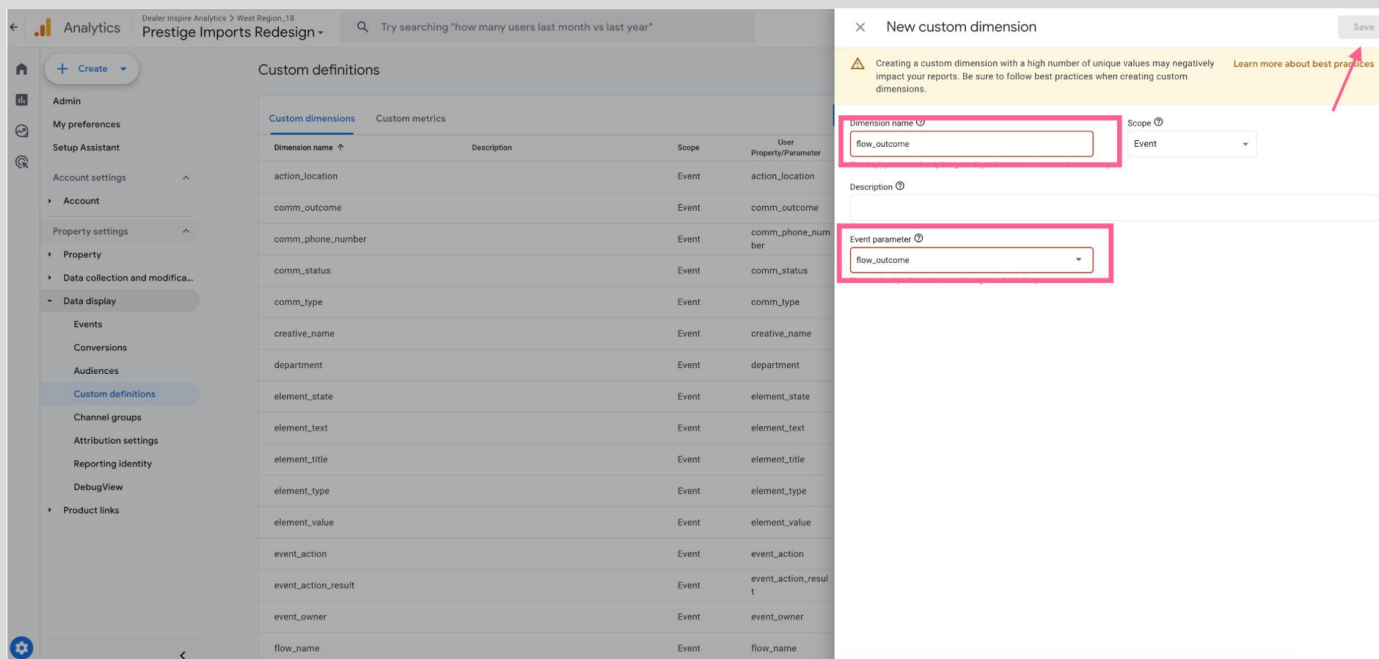- Go to admin

- 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'

Dealer Inspire

Below are the events you'll receive from Online Shopper 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.

EVENT	ASSOCIATED PARAMETERS
asc_cta_interaction	event_owner page_type element_text element_color element_order element_type event_action event_action_result link_url 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
asc_comm_engagement	event_owner page_type comm_type affiliation element_position department affiliation_id comm_status 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_comm_submission	event_owner page_type comm_type affiliation element_position department affiliation_id comm_status 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
asc_comm_submission_${department}	event_owner page_type comm_type affiliation element_position department affiliation_id comm_status 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