

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

Garage Event

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the garage is viewed	flow_name: compare flow_outcome: viewed

Payment Calculator Events

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the payment calculator is viewed or completed	flow_name: payment_calculator flow_outcome: viewed, finished

Trade In Form (MTI and Accu-Trade)

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the trade in form is viewed or completed	flow_name: trade flow_outcome: viewed, finished

Lead Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the lead form becomes visible	flow_name: contact_info flow_outcome: viewed
asc_form_submission asc_form_submission_sales **	Event fires upon successful completion of the lead form	form_type: contact_info

Test Drive Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the test drive form becomes visible	flow_name: test_drive flow_outcome: viewed
asc_form_submission asc_form_submission_sales_appt **	Event fires upon successful completion of the test drive form	form_type: test_drive

Reserve Vehicle Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the reserve vehicle form becomes visible	flow_name: reserve_vehicle flow_outcome: viewed
asc_form_submission asc_form_submission_sales **	Event fires upon successful completion of the reserve vehicle form	form_type: reserve_vehicle

** = conversion event

Schedule Pickup or Delivery Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the Schedule Pickup Or Delivery form becomes visible	flow_name: delivery flow_outcome: start
asc_form_submission asc_form_submission_sales_appt **	Event fires upon successful completion of the Schedule Pickup Or Delivery form	form_type: delivery

Soft Credit Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the soft credit form becomes visible	flow_name: soft_pull flow_outcome: start
asc_form_submission asc_form_submission_sales **	Event fires upon successful completion of the soft credit form	form_type: soft_pull

Hard Credit Form

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the hard credit form becomes visible	flow_name: credit_app flow_outcome: start
asc_form_submission asc_form_submission_sales **	Event fires upon successful completion of the hard credit form	form_type: credit_app

** = conversion event

Upgrades

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the accessories page becomes visible	flow_name: accessories flow_outcome: viewed
asc_retail_process	Event fires when the user navigates away from the accessories page	flow_name: accessories flow_outcome: finished

F&I

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the F&I page becomes visible	flow_name: accessories flow_outcome: viewed
asc_retail_process	Event fires when the user navigates away from the F&I page	flow_name: accessories flow_outcome: finished

Service & Protection

ASC Event	Trigger	Custom Dimensions
asc_retail_process	Event fires when the F&I page becomes visible	flow_name: service_plans flow_outcome: start
asc_retail_process	Event fires when the user navigates away from the F&I page	flow_name: service_plans flow_outcome: submit

Parameters

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_datlayer.

While parameters are being passed with the events, they 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 parameters DI has registered as custom dimensions in our DI managed GA4 properties.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
form_type *	Category or type of form	soft_pull
flow_name *	If event action is part of a predicted user flow, user readable name of that flow	payment_calculator
event_owner *	Who is triggering the event	online_shopper
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
flow_stage	A numeric value associated with the flow_name data field	4
item_id *	VIN Number	4Y1SL65848Z411439

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

** = conversion event

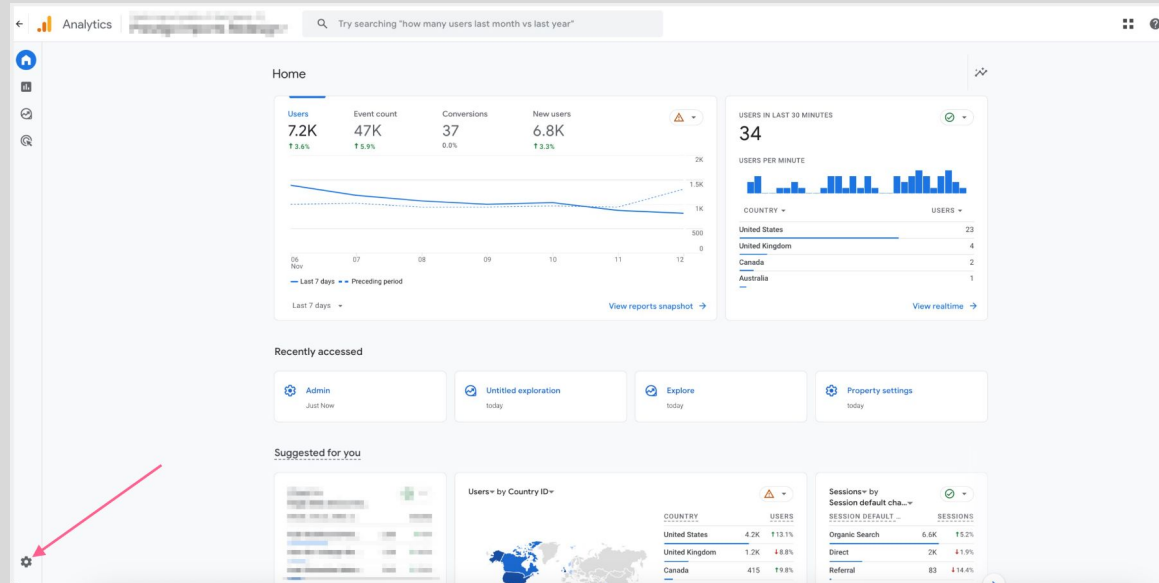
Table continued...

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	online_shopper

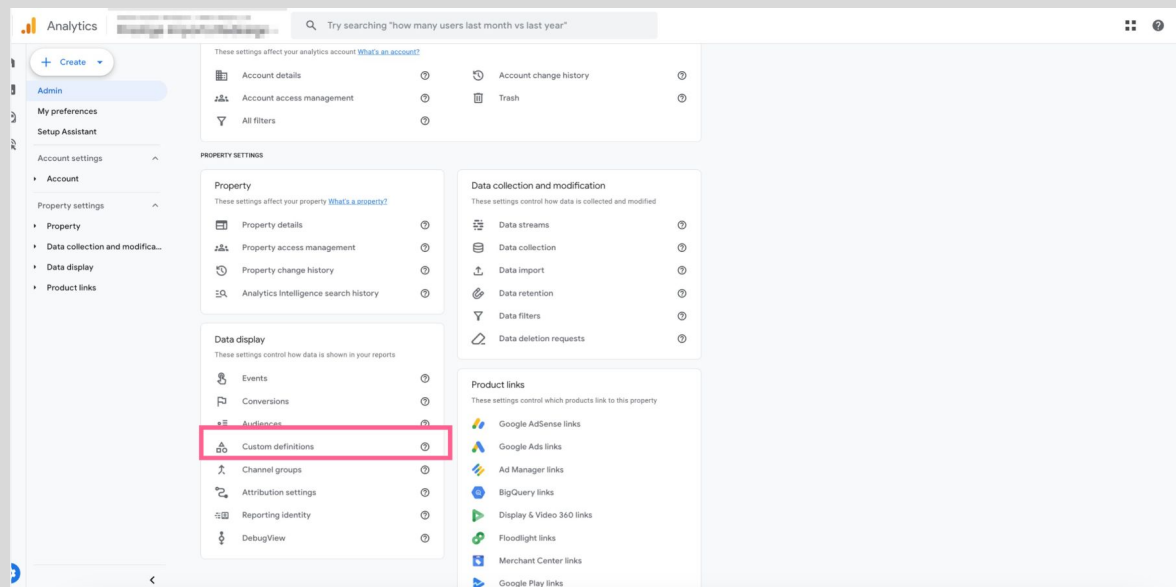
* = parameter is recommended to be set up as a Custom Dimension

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

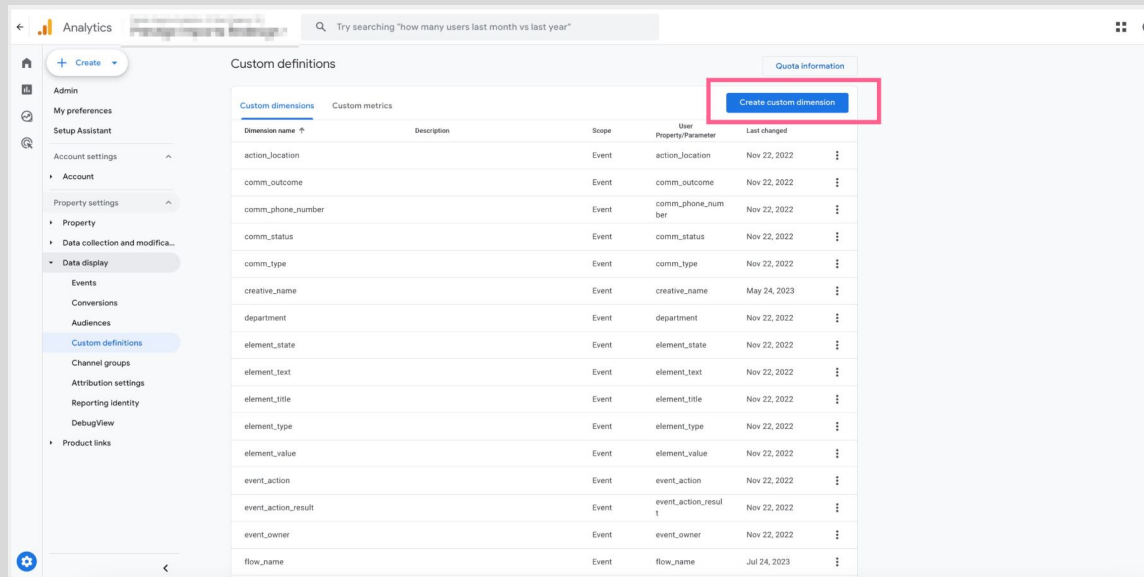
- Go to admin



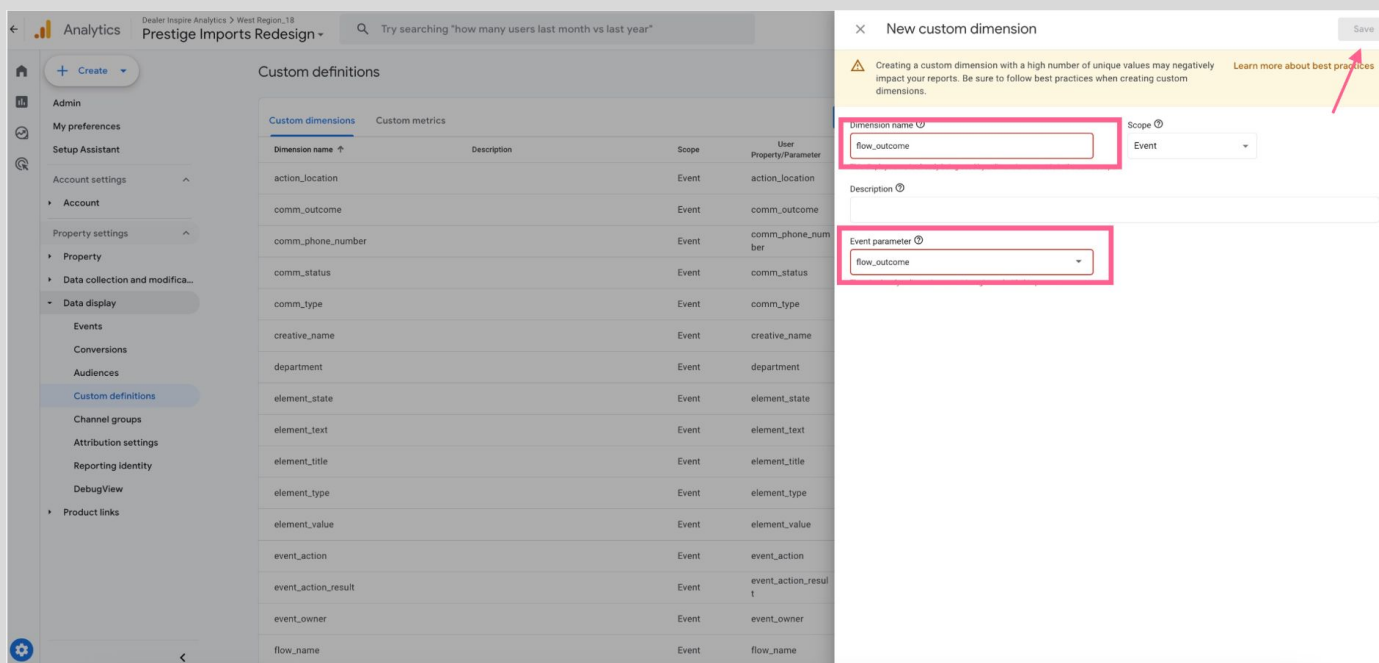
- Under 'Data Display' click 'Custom Definition'



- 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 different events you'll receive from Online Shopper, 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_retail_process	event_owner * flow_name flow_outcome * item_payment flow_stage item_id * item_number * item_price * item_condition * item_year * item_make * item_model * item_variant * item_type *
asc_form_submission	event_owner * 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_type *

EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	event_owner * 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_type *
asc_form_submission_sales_appt	event_owner * 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_type *