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_datalayer.

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

← 📑 Analytics	Q Try searching "how many	users last month vs last year"			
•	Home			*	
© ©	Users Event count CC 7.2K 47K 3 13.6% 15.9% 0.0		USERS IN LAST 30 34		
			2K USERS PER MINUT	USERS +	
	06 07 08 Nov Last 7 days Preceding period	09 10 11	500 United States 0 United Kingdom 12 Canada Australia	23 4 2 1	
	Last 7 days 🐱	View re	= sports snapshot →	View realtime →	
	Recently accessed				
	Admin Just Now	O Untitled exploration today	Explore today	Property settings today	
	Suggested for you				
	ilaria Maria di Santa di Santa Maria di Santa	Users+ by Country ID+	COUNTRY USERS	Sessions by Or Session default cha+ SESSION DEFAULT	
*			United States 4.2K 113.1% United Kingdom 1.2K 4.88% Canada 415 19.8%	Organic Search 6.6K 15.2% Direct 2K 41.9% Referral 83 414.4%	

Under 'Data Display' click 'Custom Definition'

•	Analytics			ers last month vs last year"	
	+ Create +	These settings affect your analytics account What's an a	©	3 Account change history	0
1	Admin	22. Account access management	0	III Trash	1
3	My preferences Setup Assistant	Y All filters	0		
i.	Account settings	PROPERTY SETTINGS			
	Account	Property		Data collection and modification	
	Property settings	These settings affect your property What's a property?		These settings control how data is collected and modified	
	Property	Property details	0	Data streams	0
	Data collection and modifica	관측: Property access management	0	Data collection	0
	 Data display 	Property change history	0		0
	Product links	EQ Analytics Intelligence search history	0	C Data retention	0
				♀ Data filters	0
		Data display These settings control how data is shown in your reports		Data deletion requests	0
		B Events	0	Product links	
		Conversions	0	These settings control which products link to this propert	c
		• Audiences	@	🧞 Google AdSense links	
		Custom definitions	۲	🔥 Google Ads links	
			٢	🍫 Ad Manager links	
		2 Attribution settings	0	BigQuery links	
		在田 Reporting identity	0	Display & Video 360 links	
		DebugView	0	Ploodlight links	
				Merchant Center links	
2	<			Soogle Play links	



• Click on 'Create Custom Dimensions' button

	Analytics	Q Try searching "how many users last month vs	last year				3
n	+ Create •	Custom definitions			Quota inf	ormation	
	Admin My preferences	Custom dimensions Custom metrics		User	Create custom dim	ension	
R	Setup Assistant		Scope	Property/Parameter	Last changed		
	Account settings ^	action_location	Event	action_location	Nov 22, 2022	1	
		comm_outcome	Event	comm_outcome	Nov 22, 2022	:	
	Property settings Property	comm_phone_number	Event	comm_phone_num ber	Nov 22, 2022	:	
	Data collection and modifica	comm_status	Event	comm_status	Nov 22, 2022	1	
	 Data display 	comm_type	Event	comm_type	Nov 22, 2022		
	Events	creative_name	Event	creative_name	May 24, 2023	1	
	Conversions Audiences	department	Event	department	Nov 22, 2022	1	
	Custom definitions	element_state	Event	element_state	Nov 22, 2022	:	
	Channel groups Attribution settings	element_text	Event	element_text	Nov 22, 2022	1	
	Reporting identity	element_title	Event	element_title	Nov 22, 2022	1	
	DebugView	element_type	Event	element_type	Nov 22, 2022	1	
	Product links	element_value	Event	element_value	Nov 22, 2022	1	
		event_action	Event	event_action	Nov 22, 2022	1	
		event_action_result	Event	event_action_resul t	Nov 22, 2022	1	
		event_owner	Event	event_owner	Nov 22, 2022	1	

• Fill out the dimension name (in this example we are using 'flow_outcome') and choose the parameter that correlates. Then click 'Save'

+ Create +	Custom definitions			Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.	nore about best practices
My preferences	Custom dimensions Custom metrics			Dimension name 🔍 Scope 🕲	
ietup Assistant	Dimension name 🛧 Description	Scope	User Property/Parameter	flow_outcome Event +	
Account settings	action_location	Event	action_location	Description 💿	
Account	comm_outcome	Event	comm_outcome		
Property settings	comm_phone_number	Event	comm_phone_num ber	Event parameter 🕲	
Property Data collection and modifica	comm_status	Event	comm_status	flow_outcome •	
Data display	comm_type	Event	comm_type		
Events	creative_name	Event	creative_name		
Conversions Audiences	department	Event	department		
Custom definitions	element_state	Event	element_state		
Channel groups Attribution settings	element_text	Event	element_text		
Reporting identity	element_title	Event	element_title		
DebugView	element_type	Event	element_type		
Product links	element_value	Event	element_value		
	event_action	Event	event_action		
	event_action_result	Event	event_action_resul t		
	event_owner	Event	event_owner		
<	flow_name	Event	flow_name		



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_price * item_condition * item_year * item_make * item_model * item_variant * item_type *
asc_form_submission	<pre>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 *</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	<pre>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_type *</pre>
asc_form_submission_sales_appt	<pre>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_type *</pre>

