Analyzing CTA Clicks in Google Analytics 4 (GA4)

Step 1 - Begin by navigating to the "Explore" tab, located in the left-hand menu of your Google Analytics 4 (GA4) interface.

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Step 2 - To initiate the reporting process, click on "Blank Report"

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Step 3: Click the '+' Next to 'DIMENSIONS" and select:

- a. Event name
- b. element_text
- c. page_type

Click 'Import' when done. You should now see the three dimensions under 'DIMENSIONS"





Step 4: Click the '+' Next to 'METRICS'" and select: a. Event Count

Click 'Import' when done. You should now see the one metric under 'METRICS"



Step 5: Drag the dimensions of 'element_text' and 'page_type' under 'ROWS'. Drag the metric 'Event Count' under 'VALUES'.

'element_text', 'page_type' and 'Event Count' should now show in the right column and data will populate.





Step 6: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'Event Name'

	Settings ×	🧭 Free fo	em 1 *	+	
EXPLORATION NAME:	+ Drop or select segment	element_b	ext	page_type	+Event count
Untitled exploration	3	Tota	da .		803.824
Custom Oct 30 - Nov 25, 2023	E element_text	1 (not	set)	(not set)	283,096
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Step 7: Under 'Select match type' select 'exactly matches' and type 'asc_cta_interaction' on the 'Enter expression' line. Click Apply

Event name	
Conditions*	
exactly matches	×
asc_cta_interaction	
Cancel	Apply



Page_type for VRP and VDP:

Step 1 - Begin by navigating to the "Explore" tab, located in the left-hand menu of your Google Analytics 4 (GA4) interface.

item = VDP Page

- How to filter down to just viewing VDP
 - Navigate to Filters
 - Select "page_type" as the dimension
 - Next select "exactly matches" for match type
 - then click on "item" as the expression

item_list = VRP Page

- How to filter down to just viewing VDP
 - Navigate to Filters
 - Select "page_type" as the dimension
 - Next select "exactly matches" for match type
 - then click on "item-list" as the expression

page_type		
onditions*		
exactly m	atches	×
item		
	Cancel	Apply

page_type	
Conditions*	
exactly matches	Ť
item-list	
Cancel	Apply

NOTE: If the 'element_text' is blank this means the CTA did not pass a text value. This can be from:

- Third Parties
- iFrames within the CTA

