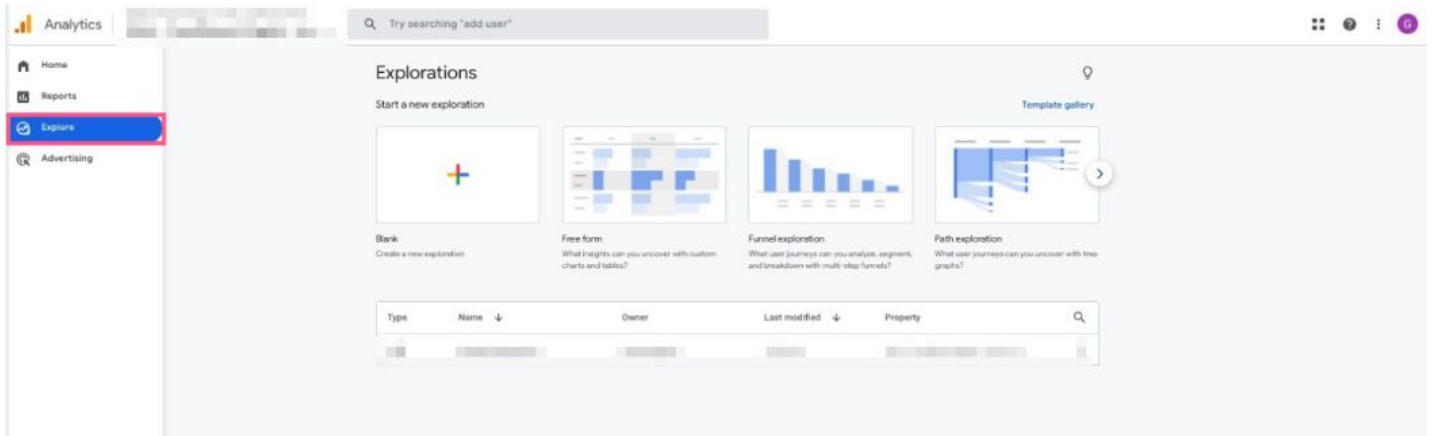
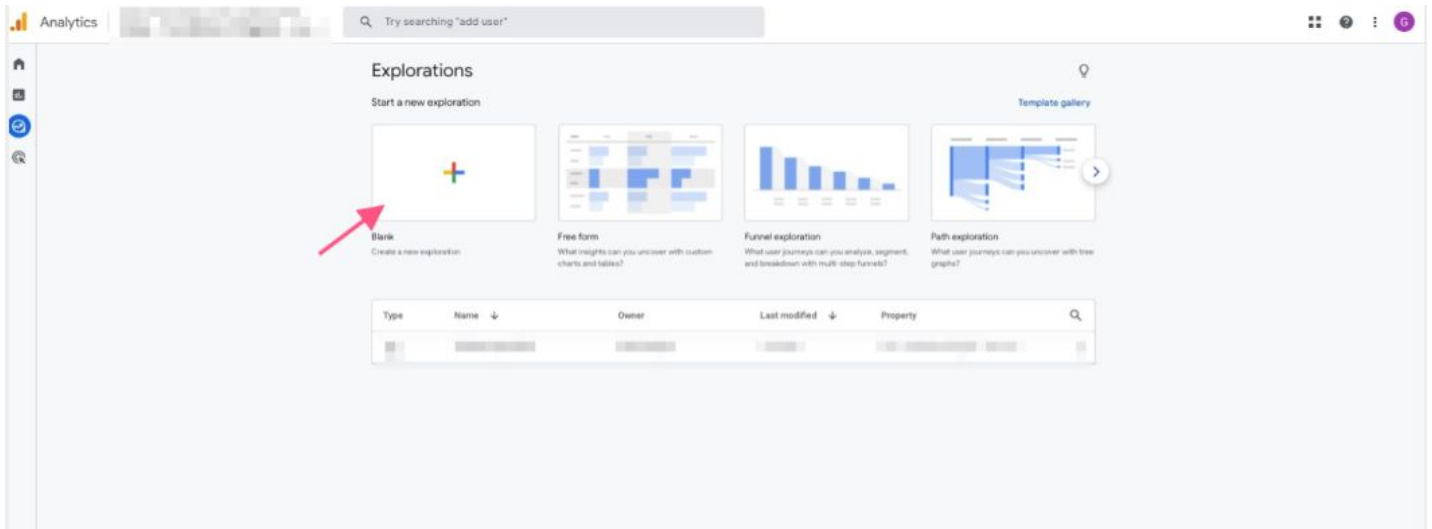


## Analyzing CTA Clicks in Google Analytics 4 (GA4)

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



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



**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’”



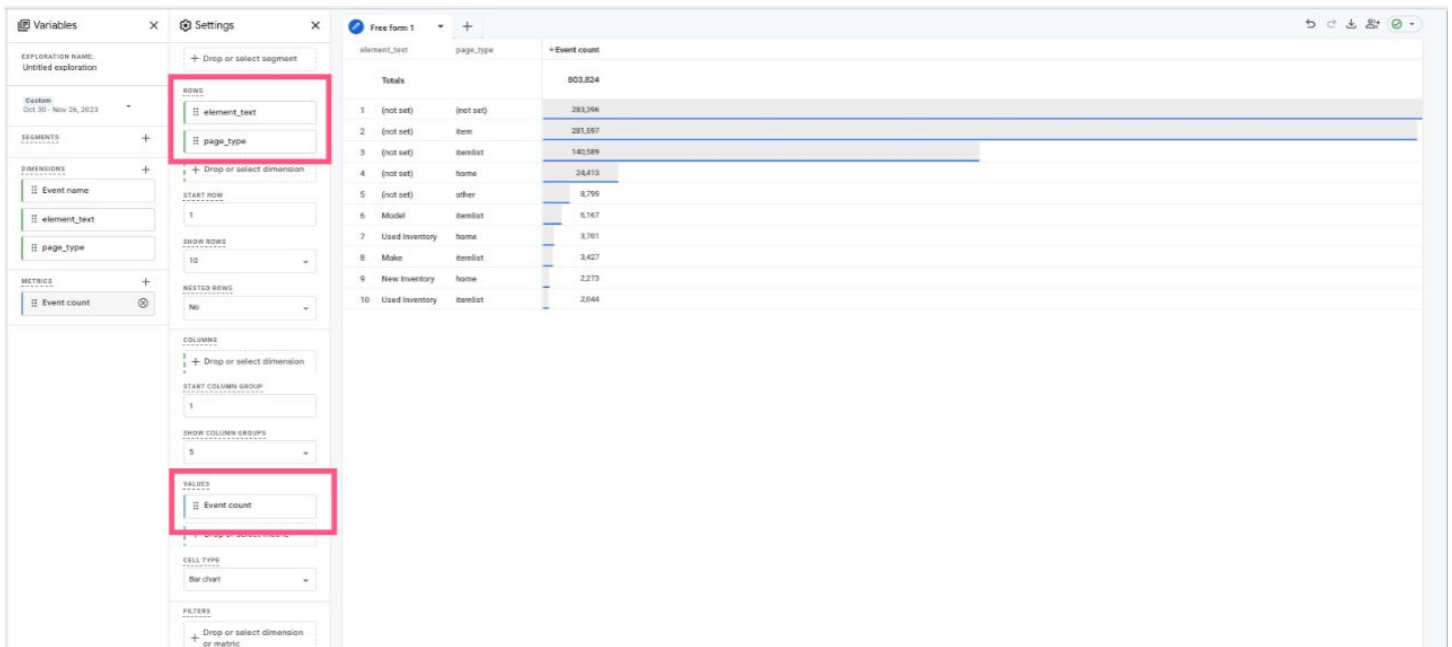
**Step 4:** Click the ‘+’ Next to ‘METRICS’” and select:  
a. Event Count

Click ‘Import’ when done. You should now see the one metric under ‘METRICS’”

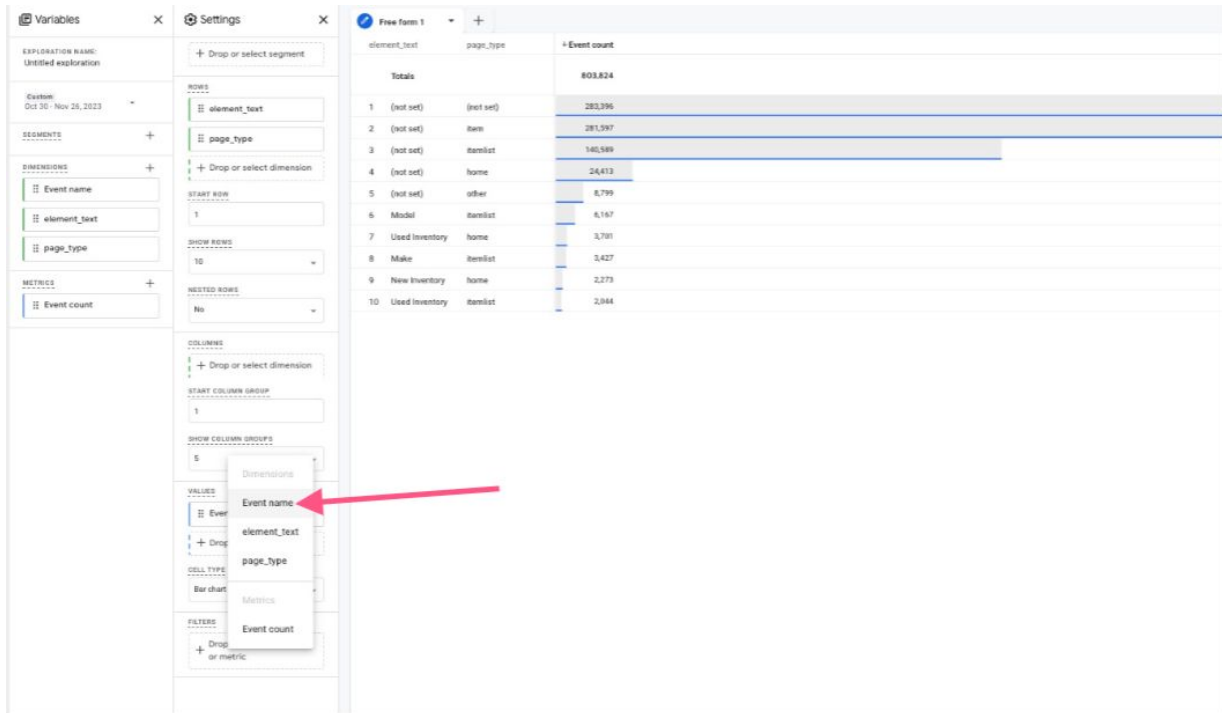


**Step 5:** Drag the dimensions of ‘element\_text’ and ‘page\_type’ under ‘ROWS’. Drag the metric ‘Event Count’ under ‘VALUES’.

‘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’



element_text	page_type	Event count
Totals		803,824
1 (not set)	(not set)	283,396
2 (not set)	Item	281,597
3 (not set)	ItemList	140,589
4 (not set)	home	24,413
5 (not set)	other	8,799
6 Model	ItemList	4,167
7 Used Inventory	home	3,701
8 Make	ItemList	3,427
9 New Inventory	home	2,273
10 Used Inventory	ItemList	2,044

**Step 7:** Under ‘Select match type’ select ‘exactly matches’ and type ‘asc\_cta\_interaction’ on the ‘Enter expression’ line. Click Apply

**FILTERS**

**Event name**

Conditions\*

exactly matches ▼

asc\_cta\_interaction

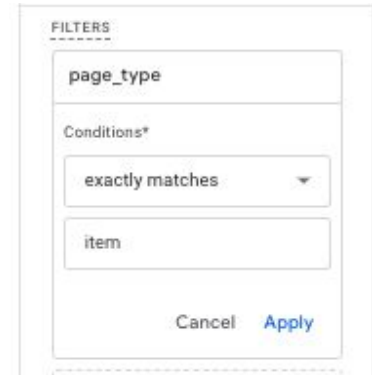
Cancel Apply

## 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

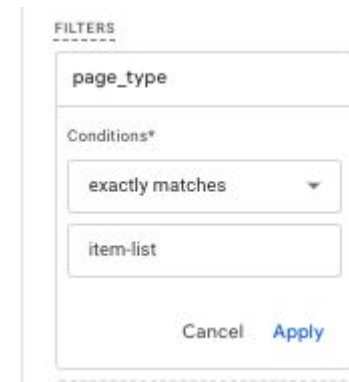
- How to filter down to just viewing VDP
  - Navigate to Filters
  - Select "page\_type" as the dimension
  - Next select "exactly matches" for match type
  - then click on "item" as the expression



The screenshot shows the GA4 Filters dialog box. The dimension selected is 'page\_type'. The match type is set to 'exactly matches'. The expression selected is 'item'. There are 'Cancel' and 'Apply' buttons at the bottom right.

### 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



The screenshot shows the GA4 Filters dialog box. The dimension selected is 'page\_type'. The match type is set to 'exactly matches'. The expression selected is 'item-list'. There are 'Cancel' and 'Apply' buttons at the bottom right.

**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