Utilizing existing events in GA4 can be a great resource when it comes to obtaining insight on how the dealership is performing. If you want to want to take your analysis one step further, you can do so using Custom Events.

Custom events can be easily created using an existing event, with additional conditions that will help you narrow your insights even further. This documentation will provide a very practical example of how this method can be used to break down the 'asc_item_pageview' (which represents VDP views) by 'condition', enabling you to break the event down by new/used/certified. While this example is useful, the possibilities are endless and with slight modifications, you can easily find any of the information you're looking for.

Step 1 - **From the Admin Menu in GA4, Under 'Data display' select 'Events':**
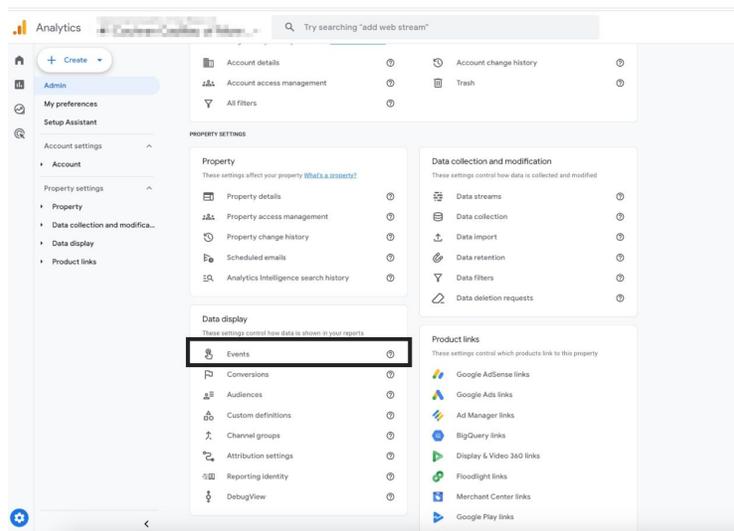
Step 2 - **From the 'Events' menu, click the 'Create Event' button:**
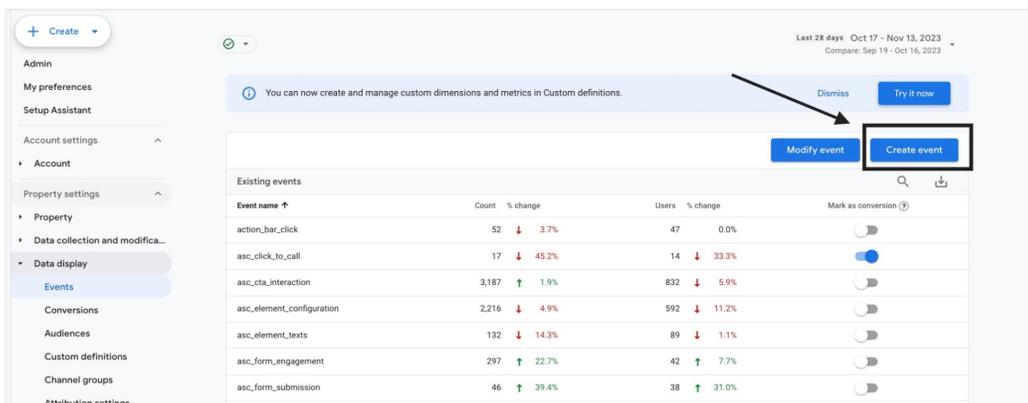
Step 3 - **Select the 'Create' button:**
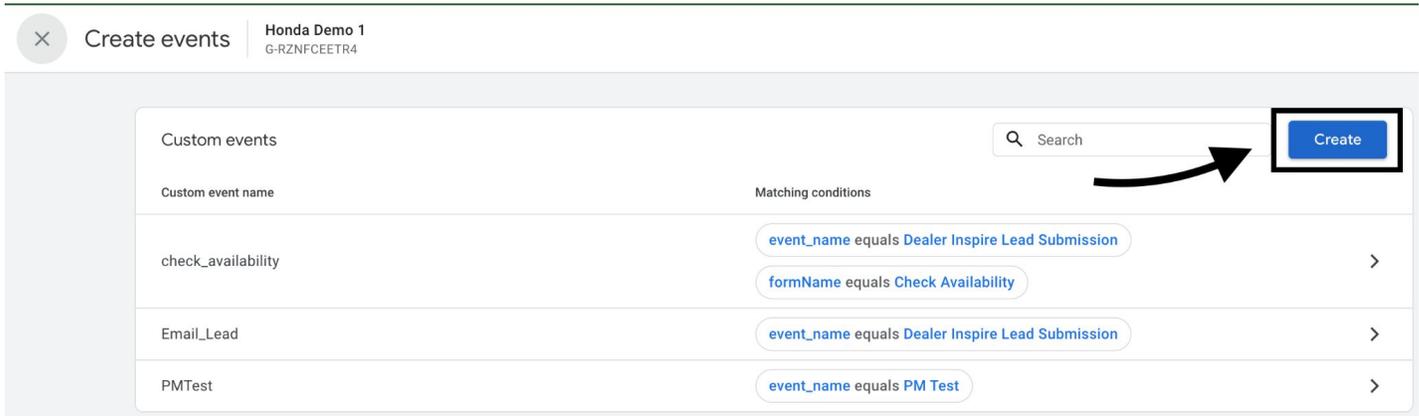
Step 4 - **The 'Create Events' menu will pre-populate a list of suggestions. Name your event accordingly, utilizing lower-case letters and underscores between each word:**

Step 3 - **Name your event accordingly, and select the standard ASC event that will trigger your custom event.** The 'asc_item_pageview' is utilized to represent 'VDP Views' - since this custom event example is representing Used VDP views (asc_item_pageviews_used), you will align the 'Matching Conditions' to: Event Name -> Equals -> asc_item_pageview. You will have the option to create another condition for 'Used' vehicles in the next Step 4:

Configuration

Custom event name ⑦

asc_item_pageview_used

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value	
event_name	equals ▾	asc_item_pageview	⊗

Step 4 - **Use the 'Add Condition' button to narrow the VDP view by vehicle condition (new/used/certified). Set the fields to item_condition -> equals -> used.** This condition will allow you to use one of your ASC parameters in order to narrow down your custom event. In this example, we went from 'VDP views' to 'Used VDP views' by adding the 'item_condition' of 'used':

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value	
event_name	equals ▾	asc_item_pageview	⊗
item_condition	equals ▾	used	⊗

Add condition

Step 5 - **Check your configuration and select 'Create' to finalize your custom event.** The ASC parameters that correspond to the original asc_item_pageview will carry over to the custom 'asc_item_pageview_used' event in this case, as the 'Parameter Configuration' setting is toggled on (by default) - if you would like to omit the parameters, please uncheck the box and create your event.
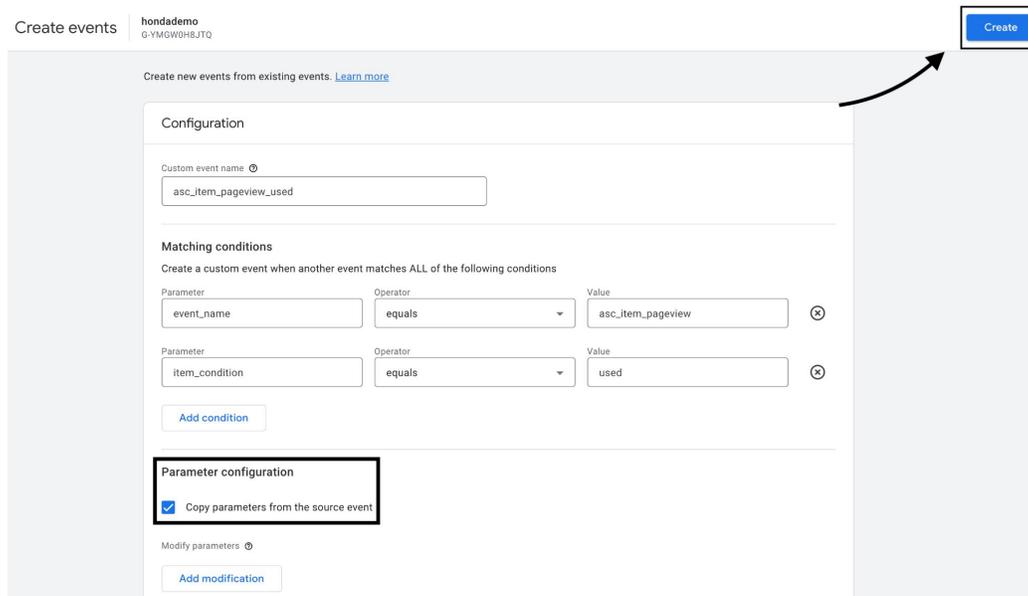
Step 6 - **Validate your custom event.** To ensure proper tracking, you can navigate to: Reports -> Realtime -> Event count by Event Name. Perform the action that corresponds to your custom event on the site, and ensure that the event is actively firing: