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:

+ Create -	Ø •			Last 28 days Oct 17 - Nov 13, 2023 Compare: Sep 19 - Oct 16, 2023
My preferences Setup Assistant	 You can now create and manage cu 	stom dimensions and metrics in Custom defin	itions.	Dismiss Try it now
Account settings				Modify event Create event
Property settings	Existing events	Count % change	Users % change	Q 🛃
 Property Data collection and modifica 	action_bar_click	52 👃 3.7%	47 0.0%	
Data display	asc_click_to_call	17 👃 45.2%	14 👃 33.3%	
Events	asc_cta_interaction	3,187 🕇 1.9%	832 👃 5.9%	
Conversions	asc_element_configuration	2,216 👃 4.9%	592 👃 11.2%	
Audiences	asc_element_texts	132 👃 14.3%	89 👃 1.1%	
Custom definitions	asc_form_engagement	297 🕇 22.7%	42 1 7.7%	
Channel groups	asc_form_submission	46 🕇 39.4%	38 1 31.0%	
Attribution settings				-



Step 3 - Select the 'Create' button:

× Creat	te events Honda Demo 1 G-RZNFCEETR4		
	Custom events Custom event name	Q Search Creat	æ
	check_availability	event_name equals Dealer Inspire Lead Submission formName equals Check Availability	>
	Email_Lead	event_name equals Dealer Inspire Lead Submission	>
	PMTest	event_name equals PM Test	>

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:

Configuration

Custom event name 🕐	
add_payment_info	I —
add_shipping_info	ving cor
add_to_cart	
add_to_wishlist	
begin_checkout	





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 @ asc_item_pageview_used				
Matching conditions Create a custom event when another o	event matches ALL of the foll	owing conditions		
Parameter event_name	Operator equals		Value	\sim

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 event_name	Operator equals	Value asc_item_pageview	\otimes
Parameter item_condition	Operator equals	Value used	\otimes
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.

Create events	hondademo G-YMGW0H8JTQ	Create
	Create new events from existing events. Learn more	
	Configuration	
	Custom event name o ssc_item_pageview_used	
	Matching conditions Create a custom event when another event matches ALL of the following conditions Parameter Operator Value equals value Parameter Operator Value Parameter Operator Value equals value used	0
	Add condition Parameter configuration Copy parameters from the source event Modify parameters Add modification Add modification	

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:



