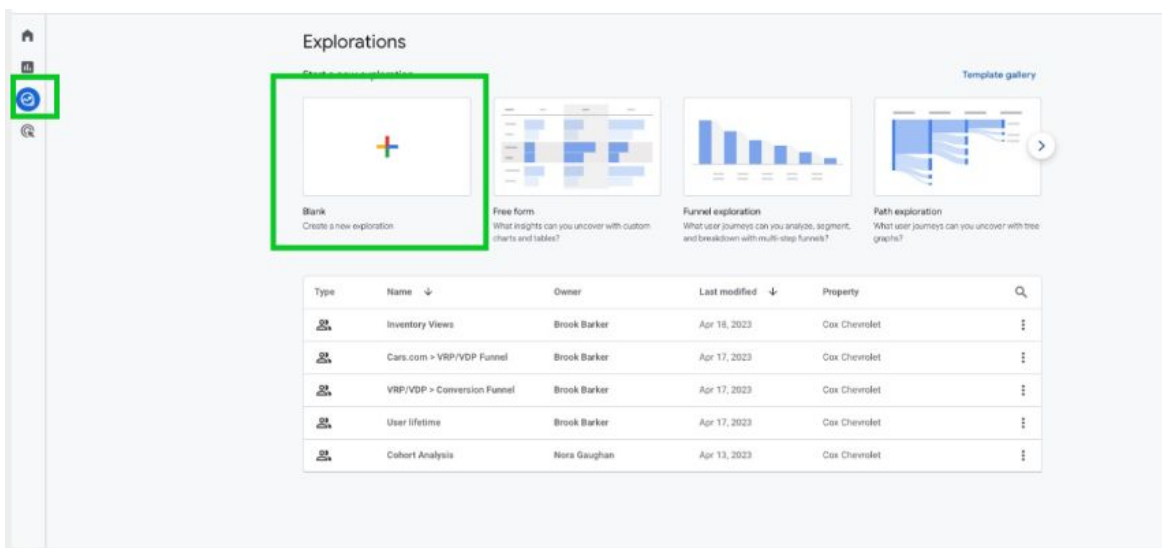


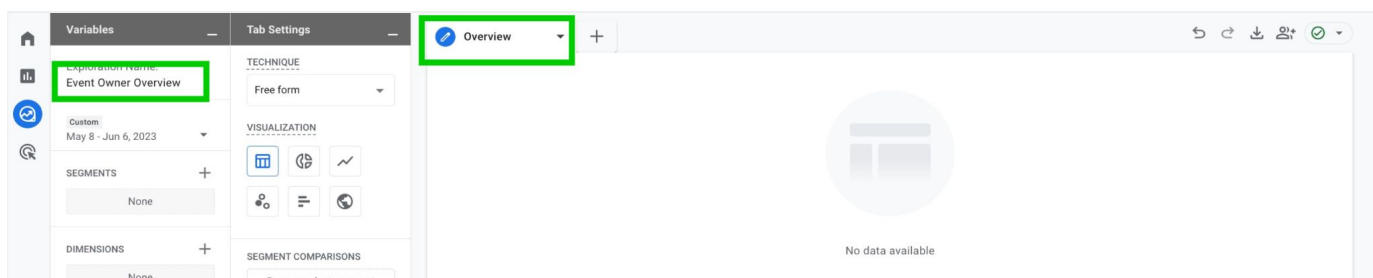
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building reports.

ASC Events are a way to unify naming conventions across different website providers and 3rd parties. Website providers and 3rd parties that are ASC complicit will be passing the parameter of event_owner with each event which will help us see who sent it. This resource will provide you step-by-step instructions on how to create an Event Owner Overview Report in GA4. The example report will show you how to view all events and their owners, along with steps on how to isolate events from specific event_owner. To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

STEP 1: Click on the 'Blank' report template option



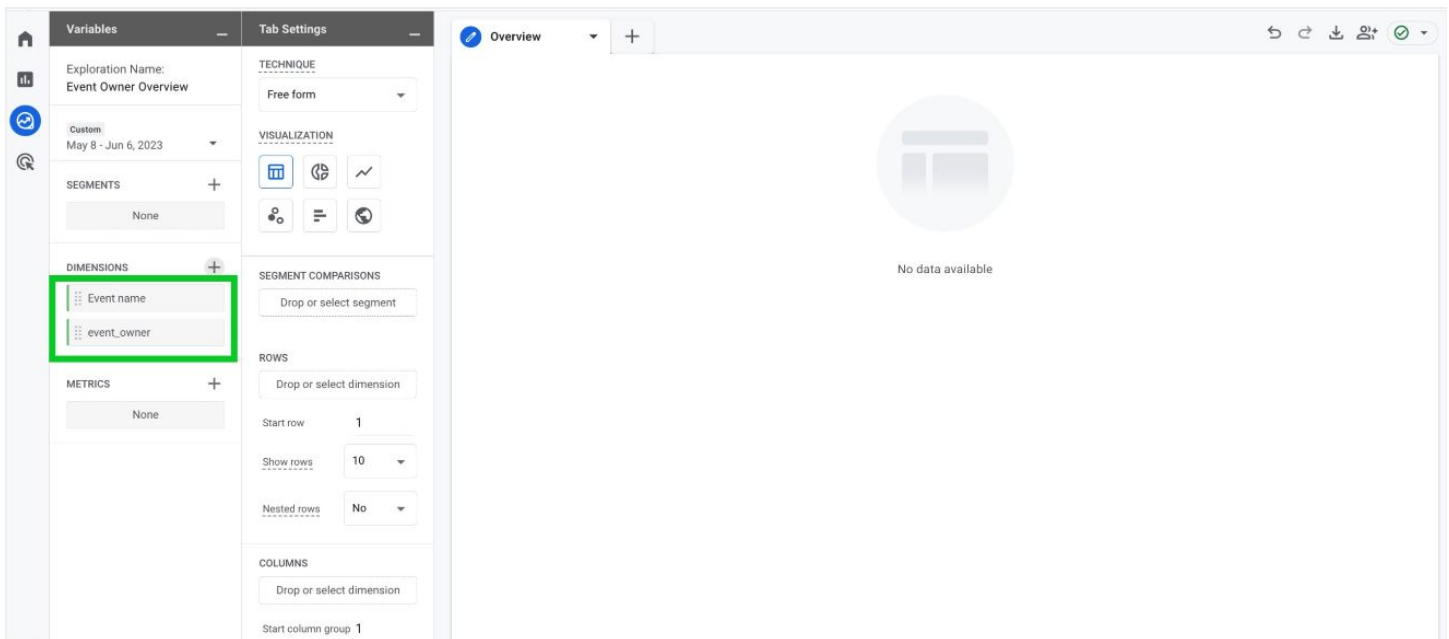
STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Event Owner Overview'). After naming the report, name the page (in this example we will name it 'Overview')



STEP 3: Click the '+' Next to 'DIMENSIONS' and select:

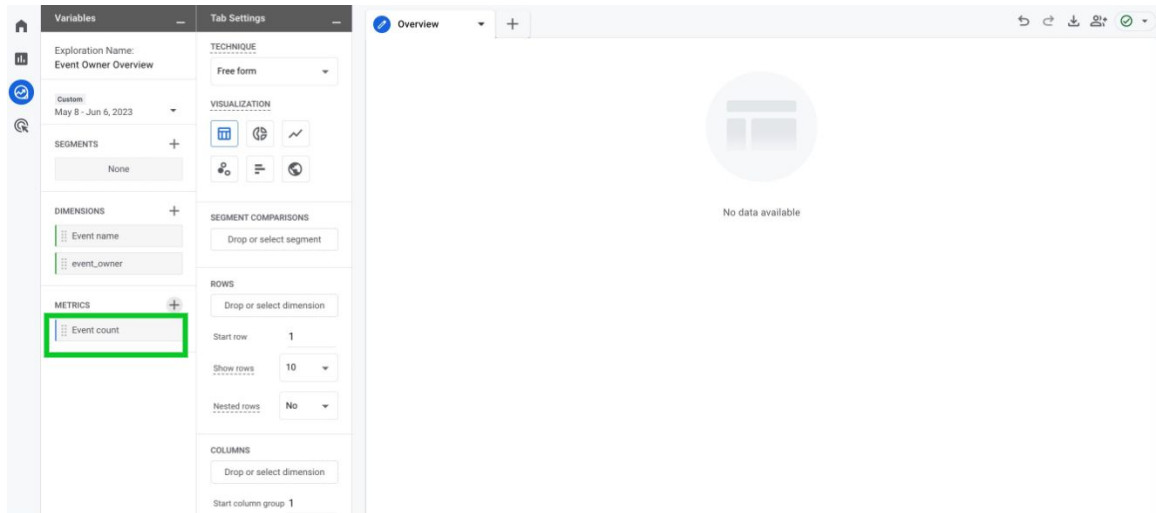
- a. Event name
- b. event_owner

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

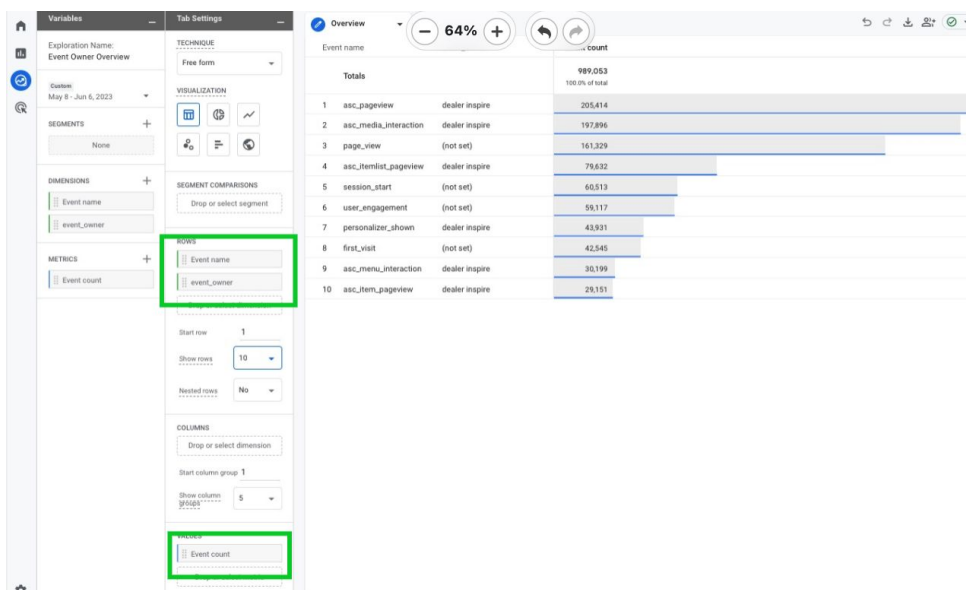


STEP 4: Click the ‘+’ Next to ‘METRICS’ and select:
a. Event Count

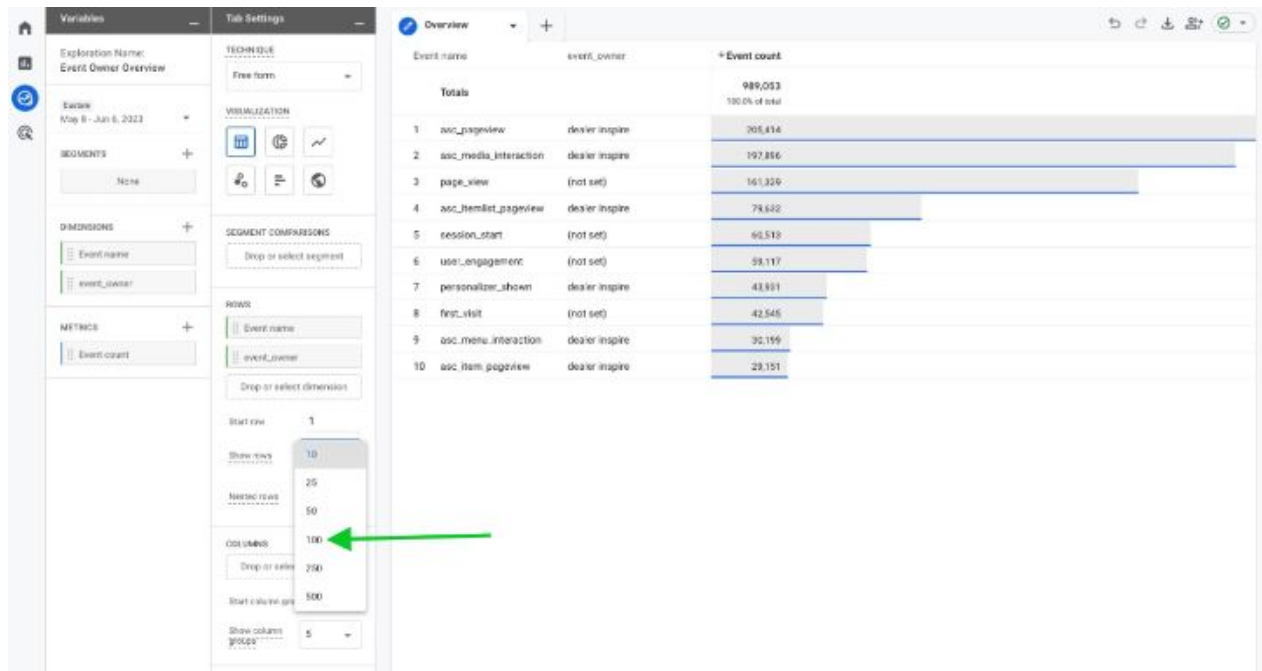
Click ‘Import’ when done. You should now see the one metrics under ‘METRICS’



STEP 5: Drag the dimensions of ‘Event Name’ and ‘event_owner’ under ‘ROWS’. Drag the metric ‘Event Count’ under ‘VALUES’. ‘Event Name’, ‘event_owner’ and ‘Event Count’ should now show in the right column and data will populate.



STEP 6: In 'ROWS' section next to 'Show rows' change the number from 10 to 100

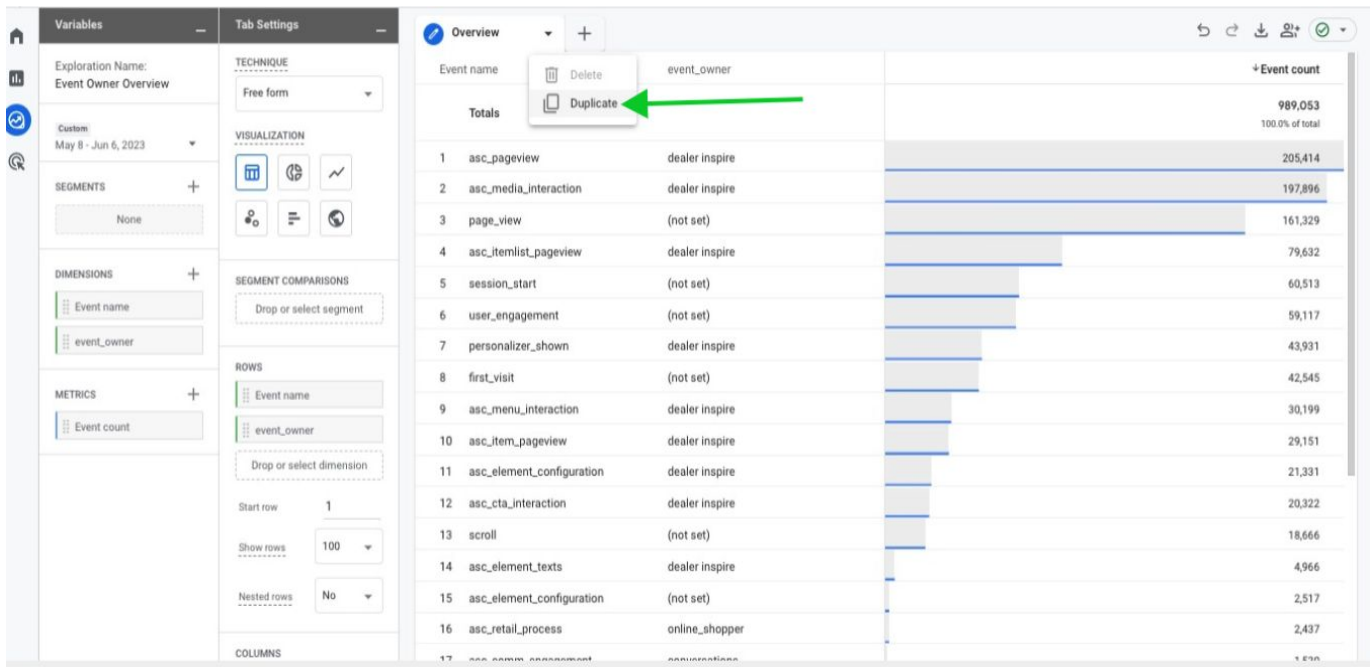


The screenshot shows the Dealer Inspire interface with the 'ROWS' section expanded. The 'Show rows' dropdown menu is open, and the number '100' is selected, indicated by a green arrow. The main table displays event data with columns for Event name, event_owner, and Event count.

Event name	event_owner	Event count
Totals		989,053 100.0% of total
1 asc_pageview	dealer inspire	205,414
2 asc_media_interaction	dealer inspire	197,886
3 page_view	(not set)	161,326
4 asc_itemlist_pageview	dealer inspire	78,682
5 session_start	(not set)	66,518
6 user_engagement	(not set)	58,117
7 personalizer_shown	dealer inspire	41,831
8 first_visit	(not set)	42,545
9 asc_menu_interaction	dealer inspire	30,159
10 asc_item_pageview	dealer inspire	29,151

You will now see all events and their owners. Steps 7-11 show how to isolate events based off a specific event_owner. These next steps are dependent on what third parties you have and which are sending events. For the purpose of this example we will show how to isolate Conversation events.

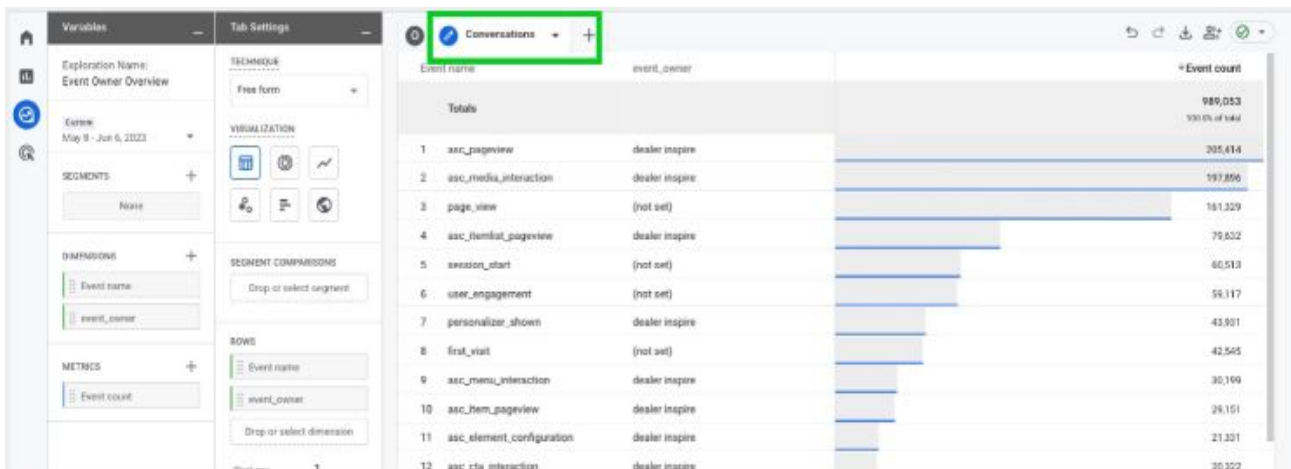
STEP 7: On the first page of the report (for this example we named it 'Overview') click the arrow and select 'Duplicate'



The screenshot shows the Dealer Inspire interface with the 'Overview' report. The left sidebar contains configuration options for variables, segments, dimensions, and metrics. The main area displays a table with columns for 'Event name', 'dealer inspire', and 'Event count'. A context menu is open over the 'event_owner' column, with a green arrow pointing to the 'Duplicate' option.

Event name	dealer inspire	Event count
Totals		989,053 100.0% of total
1 asc_pageview	dealer inspire	205,414
2 asc_media_interaction	dealer inspire	197,896
3 page_view	(not set)	161,329
4 asc_itemlist_pageview	dealer inspire	79,632
5 session_start	(not set)	60,513
6 user_engagement	(not set)	59,117
7 personalizer_shown	dealer inspire	43,931
8 first_visit	(not set)	42,545
9 asc_menu_interaction	dealer inspire	30,199
10 asc_item_pageview	dealer inspire	29,151
11 asc_element_configuration	dealer inspire	21,331
12 asc_cta_interaction	dealer inspire	20,322
13 scroll	(not set)	18,666
14 asc_element_texts	dealer inspire	4,966
15 asc_element_configuration	(not set)	2,517
16 asc_retail_process	online_shopper	2,437

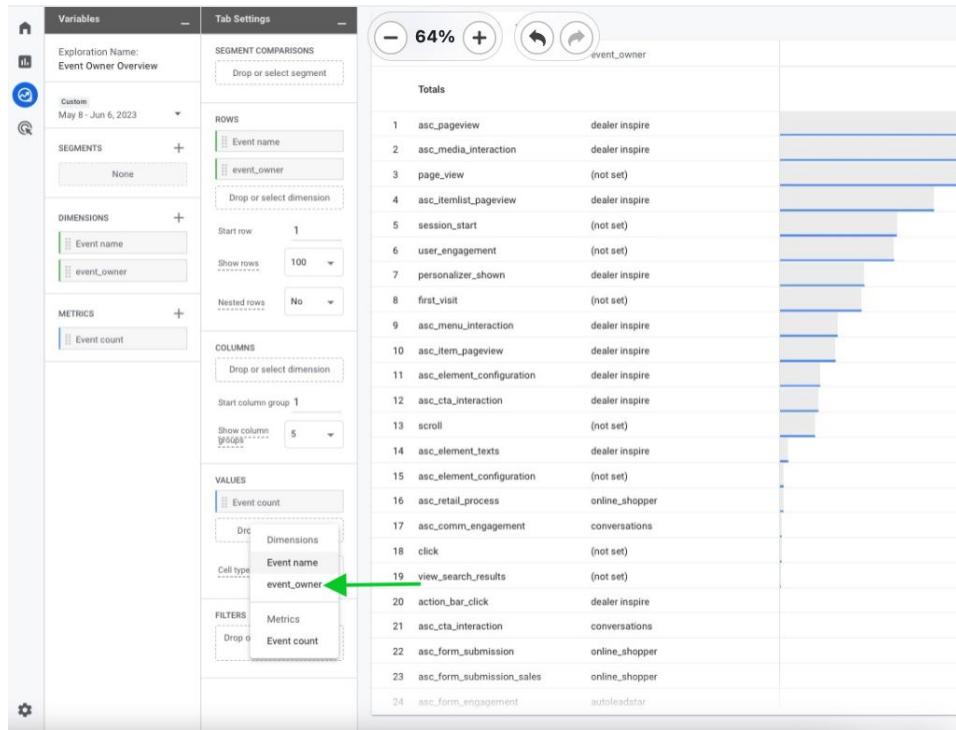
STEP 8: Click on the second page of the report and rename the page 'Conversations' (Or name of event_owner you are trying to isolate)



The screenshot shows the Dealer Inspire interface with the 'Conversations' report. The left sidebar contains configuration options for variables, segments, dimensions, and metrics. The main area displays a table with columns for 'Event name', 'dealer inspire', and 'Event count'. The 'Conversations' tab is highlighted with a green box.

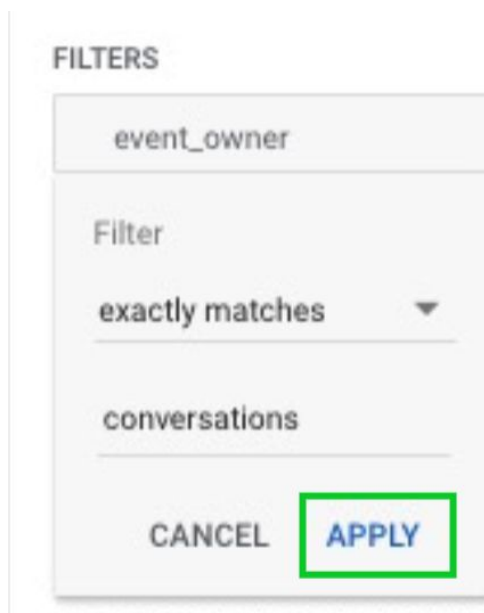
Event name	dealer inspire	Event count
Totals		989,053 100.0% of total
1 asc_pageview	dealer inspire	205,414
2 asc_media_interaction	dealer inspire	197,896
3 page_view	(not set)	161,329
4 asc_itemlist_pageview	dealer inspire	79,632
5 session_start	(not set)	60,513
6 user_engagement	(not set)	59,117
7 personalizer_shown	dealer inspire	43,931
8 first_visit	(not set)	42,545
9 asc_menu_interaction	dealer inspire	30,199
10 asc_item_pageview	dealer inspire	29,151
11 asc_element_configuration	dealer inspire	21,331
12 asc_cta_interaction	dealer inspire	20,322

STEP 9: Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘event_owner’



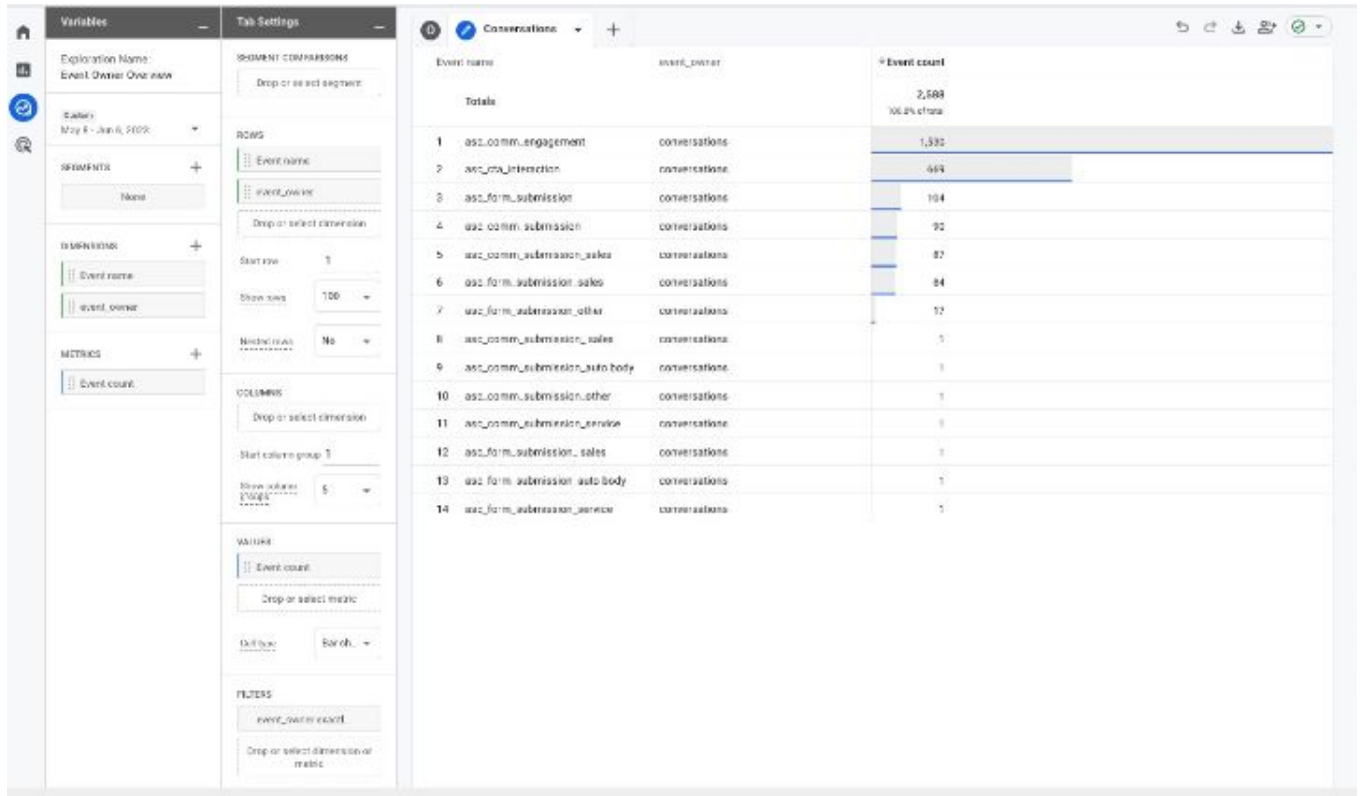
The screenshot shows the Dealer Inspire interface. On the left, there are sections for SEGMENTS, DIMENSIONS, and METRICS. The DIMENSIONS section has 'Event name' and 'event_owner' selected. The FILTERS section has 'Event count' selected. A green arrow points to the 'event_owner' filter in the 'FILTERS' section. The main area shows a table with 24 rows of event metrics. The table has columns for 'Totals', 'Event name', and 'event_owner'. The 'event_owner' column is highlighted in blue. The table shows various event types like 'asc_pageview', 'asc_media_interaction', 'page_view', etc., and their corresponding 'event_owner' values like 'dealer inspire', '(not set)', 'online_shopper', 'conversations', etc.

STEP 10: Under ‘Select match type’ select ‘exactly matches’ and type ‘conversations’ (Or name of event_owner you are trying to isolate) on the ‘Enter expression’ line. Click Apply



The screenshot shows the FILTERS dialog box. The filter name is 'event_owner'. The match type is 'exactly matches'. The expression is 'conversations'. The 'APPLY' button is highlighted with a green box.

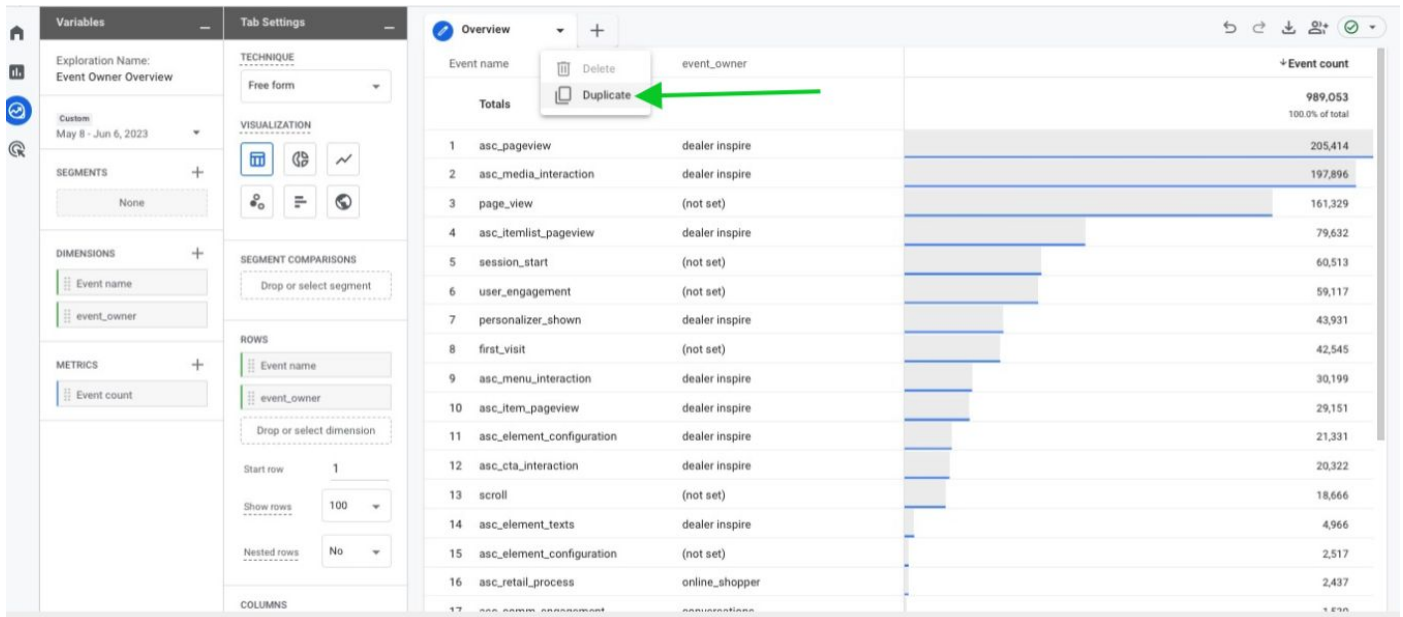
STEP 11: Now, you are looking at events with the event_owner of Conversations only!



You can replicate steps 7-11 and create a page specific for each event_owner who is sending events to your GA4 property.

Steps 12-16 show how to look at the event_owner of conversion events only (events you see may differ then the images depending on your marked conversions)

STEP 12: On the first page of the report (for this example we named it ‘Overview’) click the arrow and select ‘Duplicate’. Rename the new page ‘Conversions’

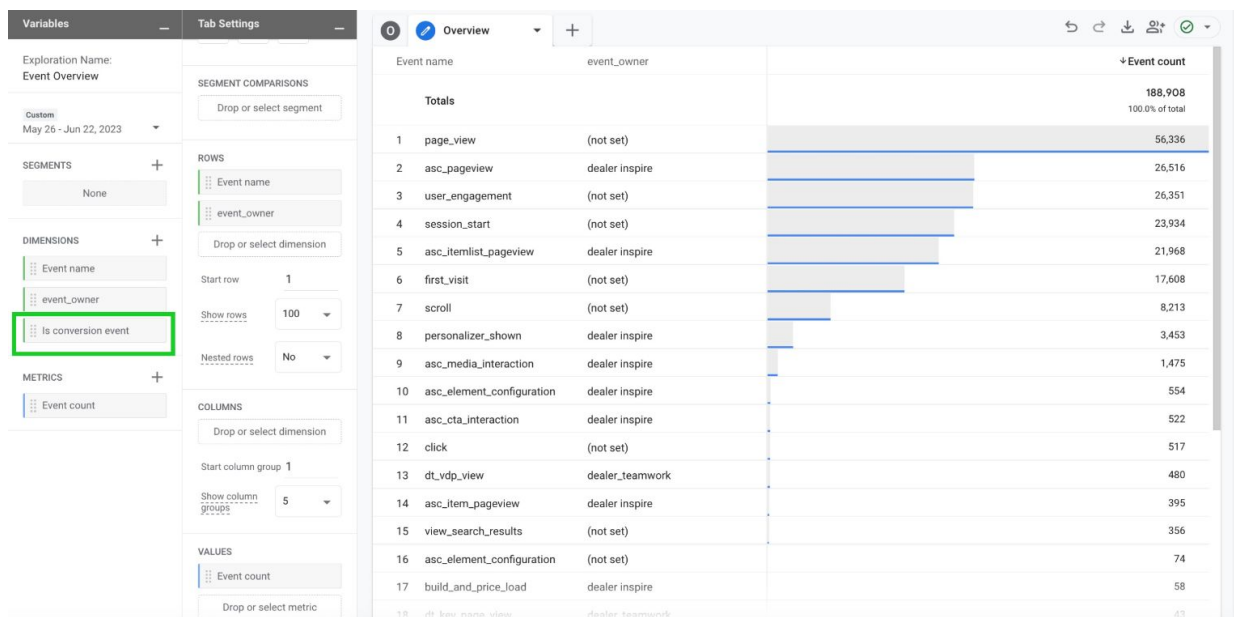


The screenshot shows the 'Overview' report with a table of event data and a bar chart. A green arrow points to the 'Duplicate' button in the top right corner of the report area.

Event name	event_owner	Event count	
Totals		989,053 (100.0% of total)	
1	asc_pageview	dealer inspire	205,414
2	asc_media_interaction	dealer inspire	197,896
3	page_view	(not set)	161,329
4	asc_itemlist_pageview	dealer inspire	79,632
5	session_start	(not set)	60,513
6	user_engagement	(not set)	59,117
7	personalizer_shown	dealer inspire	43,931
8	first_visit	(not set)	42,545
9	asc_menu_interaction	dealer inspire	30,199
10	asc_item_pageview	dealer inspire	29,151
11	asc_element_configuration	dealer inspire	21,331
12	asc_cta_interaction	dealer inspire	20,322
13	scroll	(not set)	18,666
14	asc_element_texts	dealer inspire	4,966
15	asc_element_configuration	(not set)	2,517
16	asc_retail_process	online_shopper	2,437
17	asc_page_configuration	dealer inspire	1,916

STEP 13: Click the ‘+’ Next to ‘DIMENSIONS’ and select:
a. is conversion event

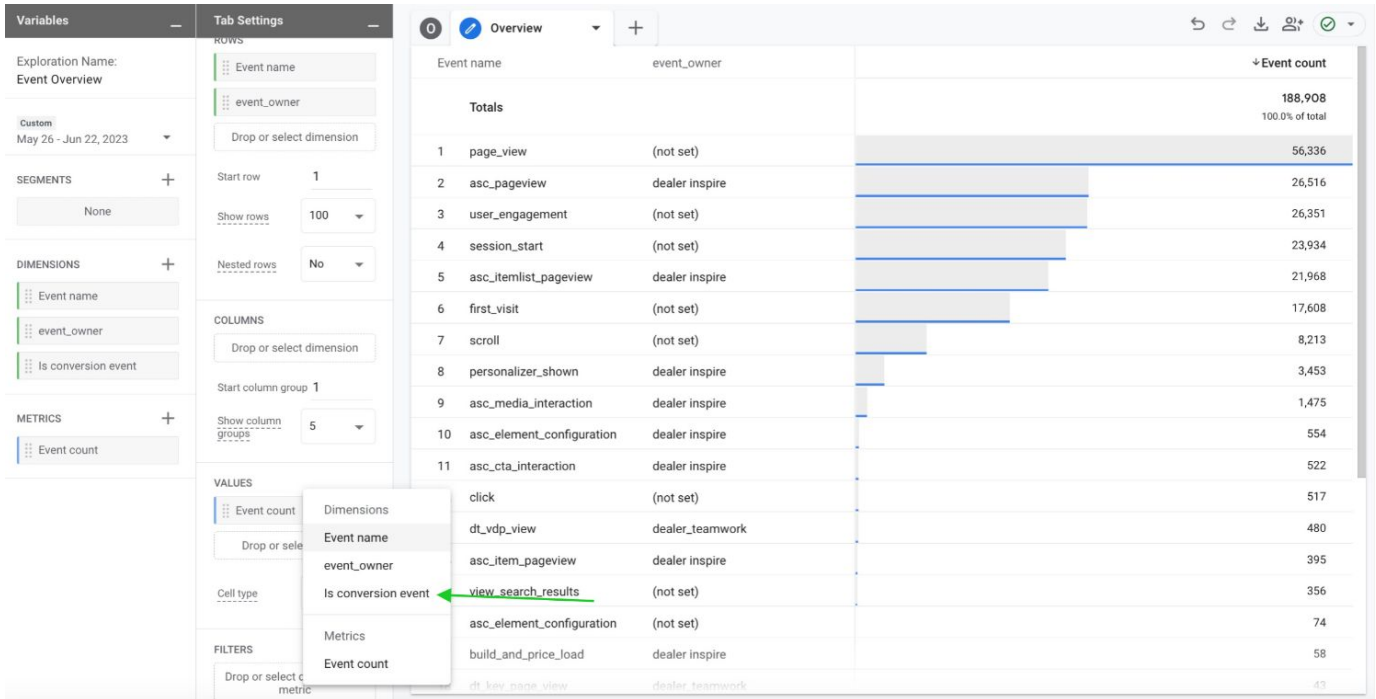
Click ‘Import’ when done. You should now see ‘is conversion event’ added to the dimensions previously imported under ‘DIMENSIONS’



The screenshot shows the 'Overview' report with a table of event data and a bar chart. The 'is conversion event' dimension is highlighted in the 'DIMENSIONS' section on the left.

Event name	event_owner	Event count	
Totals		188,908 (100.0% of total)	
1	page_view	(not set)	56,336
2	asc_pageview	dealer inspire	26,516
3	user_engagement	(not set)	26,351
4	session_start	(not set)	23,934
5	asc_itemlist_pageview	dealer inspire	21,968
6	first_visit	(not set)	17,608
7	scroll	(not set)	8,213
8	personalizer_shown	dealer inspire	3,453
9	asc_media_interaction	dealer inspire	1,475
10	asc_element_configuration	dealer inspire	554
11	asc_cta_interaction	dealer inspire	522
12	click	(not set)	517
13	dt_vdp_view	dealer_teamwork	480
14	asc_item_pageview	dealer inspire	395
15	view_search_results	(not set)	356
16	asc_element_configuration	(not set)	74
17	build_and_price_load	dealer inspire	58
18	dt_low_name_view	dealer teamwork	43

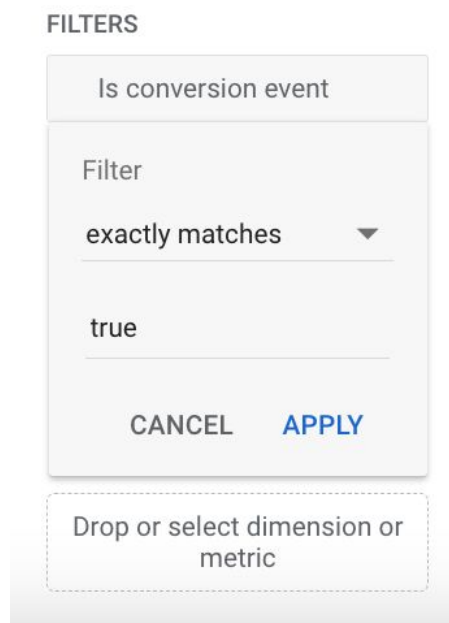
STEP 14: Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘is conversion event’



The screenshot shows the Dealer Inspire interface with a table of event data. The table has columns for 'Event name', 'event_owner', and 'Event count'. A filter configuration menu is open over the 'Is conversion event' dimension, showing options for 'Dimensions', 'Event name', 'event_owner', 'Is conversion event', and 'Metrics'. The 'Is conversion event' option is selected, and a green arrow points to it.

Event name	event_owner	Event count
Totals		188,908 100.0% of total
1	page_view (not set)	56,336
2	asc_pageview dealer inspire	26,516
3	user_engagement (not set)	26,351
4	session_start (not set)	23,934
5	asc_itemlist_pageview dealer inspire	21,968
6	first_visit (not set)	17,608
7	scroll (not set)	8,213
8	personalizer_shown dealer inspire	3,453
9	asc_media_interaction dealer inspire	1,475
10	asc_element_configuration dealer inspire	554
11	asc_cta_interaction dealer inspire	522
	click (not set)	517
	dt_vdp_view dealer_teamwork	480
	asc_item_pageview dealer inspire	395
	view_search_results (not set)	356
	asc_element_configuration (not set)	74
	build_and_price_load dealer inspire	58
	dt_key_page_view dealer_teamwork	43

STEP 15: Under ‘Select match type’ select ‘exactly matches’ and type ‘true’ on the ‘Enter expression’ line. Click Apply



The screenshot shows the filter configuration dialog box. The filter is named 'Is conversion event'. The 'Filter' dropdown is set to 'exactly matches'. The 'Enter expression' field contains the text 'true'. The 'APPLY' button is highlighted in blue.

FILTERS

Is conversion event

Filter

exactly matches

true

CANCEL APPLY

Drop or select dimension or metric

STEP 16: You will now see your marked conversions and the event_owner

Variables

Exploration Name:
Event Overview

Custom
May 26 - Jun 22, 2023

SEGMENTS
None

DIMENSIONS
Event name
event_owner
Is conversion event

METRICS
Event count

Tab Settings

event_owner

Drop or select dimension

Start row 1

Show rows 100

Nested rows No

COLUMNS

Drop or select dimension

Start column group 1

Show column groups 5

VALUES

Event count

Drop or select metric

Cell type Bar ch...

FILTERS

Is conversion event ...

Drop or select dimension or metric

Conversions

Event name	event_owner	Event count
Totals		14 100.0% of total
1	asc_form_submission_sales dealer inspire	7
2	asc_click_to_call dealer inspire	6
3	di_form_submission_other dealer inspire	1