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:

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Blank Croste a new exploration	Free form What insign charts and	nts can you uncover with custom tables?	Furnel exploration What user journeys can you analys and breakdown with multi-stage fu	Path exp se, segment, What use proces? graphs?	akoration r journeys can you uncover with the
Type Narr	• ÷	Owner	Last modified 🛛 🕹	Property	٩
운. inve	itory Views	Brook Barker	Apr 16, 2023	Cox Chevrolet	I
ය. Can	.com > VRP/VDP Funnel	Brook Barker	Apr 17, 2023	Cax Chevrolet	I
2. VRP	VDP > Conversion Funnel	Brook Barker	Apr 17, 2023	Cox Chevrolet	I
왕. User	lifetime	Brook Barker	Apr 17, 2023	Cax Chevrolet	I
	et Anabesia	Nora Gauchan	Apr 13, 2023	Cas Chevrolet	1

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.

n.	Variables _	Tab Settings	Overview - 64% +	5 2 3 2 0 .
-	Exploration Name:	TECHNIQUE	Event name	
	Event Owner Overview	Free form 👻	989,053	
0	Custom	VISUALIZATION	100.0% of total	
R	may 0 - 341 0, 2023	□ ③ ~	1 asc_pageview dealer inspire 205,414	
	SEGMENTS +		2 asc_media_interaction dealer inspire 197,896	
	None	°° ≞ ©	3 page_view (not set) 161,329	
			4 asc_itemlist_pageview dealer inspire 79,632	
	DIMENSIONS +	SEGMENT COMPARISONS	5 session_start (not set) 60,513	
	Event name	Drop or select segment	6 user_engagement (not set) 59,117	
	iii event_owner		7 personalizer_shown dealer inspire 43,931	
	METRICS +	ii Event name	8 first_visit (not set) 42,545	
	E fuert equal		9 asc_menu_interaction dealer inspire 30,199	
	E EVEN COUNT	event_owner	10 asc_item_pageview dealer inspire 29,151	
		Start new 1 Dear mere 10		
٥		Event count		



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

Variables	Tah Settings —	🕗 Overslew 👻 🕂		5 3 4 8 0
Exploration Name: Exact Owner Occurring	TECHNIQLE	Event name event, owner	+ Event count	
Lates	Free form +	Totals	989,053 100 0% of total	
May 8 - Jun 6, 2223		1 asc_pageview dealer inspire	205,414	
BEGMENTS +		2 ssc_media_interaction dealer inspire	197,856	
None	₽₀ ≕ ⑤	3 page_view (not set)	161,329	
		4 asc_Itemlist_pageview dealer inspire	78,622	
DIMENSIONS +	SEGMENT COMPRESSIONS	5 session_start (not set)	60.518	
Exintname	Drop or select segment	6 user, engagement (not set)	59,117	
ii event_owner		7 personalizer_shown dealer inspire	42,901	
urnes 4	Rows	8 first_visit (not set)	42,545	
Li barrent	U STOTE CARTIN	9 asc.menu.interaction dealer inspire	30.159	
C train coan	T avent"owner	10 asc,item.pegeview dealer inspire	28,151	
	Drop or select dimension			
	Itation 1			
	5100 TH2 10			
	Nettec rows 50			
	001.044VS 100			
	Drop or seles 250			
	Start column.grg 500			
	Shave column 5 +			

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'

Variables	-	Tab Settings	🔗 Overview 👻 🕂		5 C + 2; 0 ·
Exploration Name: Event Owner Overview	w	TECHNIQUE Free form	Event name Delete	event_owner	+Event count
Custom		VISUALIZATION	Totals Duplicate		989,053 100.0% of total
May 8 - Jun 6, 2023			1 asc_pageview	dealer inspire	205,414
SEGMENTS	+		2 asc_media_interaction	dealer inspire	197,896
None		°. = ©	3 page_view	(not set)	161,329
			4 asc_itemlist_pageview	dealer inspire	79,632
DIMENSIONS	+	SEGMENT COMPARISONS	5 session_start	(not set)	60,513
🗄 Event name		Drop or select segment	6 user_engagement	(not set)	59,117
ii event_owner			7 personalizer_shown	dealer inspire	43,931
		ROWS	8 first_visit	(not set)	42,545
METRICS	+	Event name	9 asc_menu_interaction	dealer inspire	30,199
Event count		🗄 event_owner	10 asc_item_pageview	dealer inspire	29,151
		Drop or select dimension	11 asc_element_configuration	dealer inspire	21,331
		Start row 1	12 asc_cta_interaction	dealer inspire	20,322
			13 scroll	(not set)	18,666
		Show rows	14 asc_element_texts	dealer inspire	4,966
		Nested rows No +	15 asc_element_configuration	(not set)	2,517
			16 asc_retail_process	online_shopper	2,437
		COLUMNS	17	annorationa	1.620

**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)

Variables	-	Tab Settings	0 O Conversations + +		5 4 8 6
Exploration Name Exert Owner Overview		TECHNIQLE	Event name	event, owner	*Event count
Larme		Free form +	Totals		989,053 300 Uk of Isla
May 9 - Juli 6, 2023	- C.		1 ant_pageview	dealer inspire	205,414
SEGMENTS-	+		2 asc_media_interaction	dealer inspire	197,856
None		&₀ ₽ ©	3 page_view	(not set)	161,329
			4 asc_itemlist_pageview	dealer inspire	79,633
DIMENSIONS	+	SEGMENT COMPARISONS	5 sension_start	(not set)	60,513
Event name		Drop of select segment	6 user_engagement	(nst set)	59,31
event_corner			7 personalizer_shown	dealer inspire	43,93
		ROWS	8 first_visit	(not set)	42,543
METRICS	+	Evert name	9 asc_menu_interaction	dealer inspire	30,164
Event count		event_ownet	10 asc_hem_pageview	dealer inspire	29,15
		Drop or select dimension	11 asc_element_configuration	dealer inspire	21.30
			12 asc cta interaction	dealer inspire	30.357



**STEP 9:** Click on 'Drop or select dimension or metric' under 'FILTERS' and select

'event\_owner' \_ Tab Settings \_ n. - 64% + SEGMENT COMPARISONS Exploration Name: Event Owner Overview 16 Drop or select segment Totals 0 Custom May 8 - Jun 6, 2023 \* ROWS C 1 asc\_pageview dealer inspire Event name + SEGMENTS 2 asc\_media\_interaction dealer inspire ii event\_owner None 3 page\_view (not set) 4 asc\_itemlist\_pageview Drop or select dimension dealer inspire DIMENSIONS Start row 1 5 session\_start (not set) Event name 6 user\_engagement (not set) Show rows 100 + E event\_owner 7 personalizer\_shown dealer inspire Nested rows No + 8 first\_visit (not set) METRICS + 9 asc\_menu\_interaction dealer inspire Event count COLUMNS dealer inspire 10 asc\_item\_pageview Drop or select dimension 11 asc\_element\_configuration dealer inspire 12 asc\_cta\_interaction dealer inspire Start column group 1 13 scroll (not set) Show column 5 + 14 asc\_element\_texts dealer inspire 15 asc\_element\_configuration (not set) 16 asc\_retail\_process online\_shoppe Event count 17 asc\_comm\_engagement conversations Drc Dimensions 18 click (not set) Event name Cell type 19 view\_search\_results (not set) event\_owne 20 action\_bar\_click dealer inspire FILTERS Metrics 21 asc\_cta\_interaction conversations Drop o Event count 22 asc\_form\_submission online\_shopped 23 asc\_form\_submission\_sales online\_shoppe ۵

**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

event_owner	
Filter	
exactly matches	-
conversations	
CANCEL A	PPLY



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

Asuntries -	Tab Settings	-	🙆 🧭 Conservations 👻 🕂			5 년 호 왕 (
Exploration Name	SEGMENT COM	NAMESON S	Event name	www.pwner	* Event count	
Event Owner Over new	Drop or se	eci segment			2,589	
Ealer)			IGTBO		106.2% of tata	
Mahie - annoi stess	ROWS		1 asz.comm.engagement	conversations	1,530	
serments +	E Exercitaria	6	2 asc_sta_interaction	conversations.	689	9
Norte	ii sant_own	s.	8 aso_form_submission	conversations	104	
111111111111	Drop at sets	ct cimencian	4 ast comm submission	conversations	92	
DIMENSIONS +	Start Fave	1	5 usc_comm_admission_aske	conversations	42	
Event rome	Shine test	100 +	6 ass form submission sales	conversations	64	
event owner			<ol> <li>usc_form_submission_other</li> </ol>	conversations	17	
MITTING -	Bedeciman	No v	I asc_comm_submission_sales	conversationa.		
D Part mat			9 asc_comm_submitsion_auto body	conversations	2	
1. WHILE SHORE	COLUMINS		10 asz.comm.submission.other	conversations	3	
	Dvop or sele	of emersion	11 asc_comm_submission_service	conversations		
	blari esturno pr	oup 1	12 aso_form_submission_sales	conversations	1	
	Show solution Phones	5 w	13 ass form submission auto body	conversations	1	
	Course .		14 asc_form_automassion_astroce	conversations	1	
	WILLER					
	]] Event coun	R				
	Drop or se	diect metric				
	<u>Outbox</u>	Barch, +				
	PILITERS					
	EVERT_OWN	er eracit				
	Orop or selec	t dimension of				

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'

Variables	-	Tab Settings	🔗 Overview 👻 🕂		5 2 2 2 2
Exploration Name:		TECHNIQUE	Event name	event_owner	+Event count
Event Owner Overview	iw	Free form 👻	Totals		989,053
Custom May 8 - Jun 6, 2023	*	VISUALIZATION			100.0% of total
SEGMENTS	+	□ () ~	2 asc_media_interaction	dealer inspire	205,414
None		°o = 🕲	3 page_view	(not set)	161,329
			4 asc_itemlist_pageview	dealer inspire	79,632
DIMENSIONS	+	SEGMENT COMPARISONS	5 session_start	(not set)	60,513
Event name		Drop or select segment	6 user_engagement	(not set)	59,117
ii event_owner			7 personalizer_shown	dealer inspire	43,931
		ROWS	8 first_visit	(not set)	42,54
METRICS	+	III Event name	9 asc_menu_interaction	dealer inspire	30,19
H Event count		event_owner	10 asc_item_pageview	dealer inspire	29,15
		Drop or select dimension	11 asc_element_configuration	dealer inspire	21,33
		Start row 1	12 asc_cta_interaction	dealer inspire	20,32
		Show rows 100 -	13 scroll	(not set)	18,66
			14 asc_element_texts	dealer inspire	4,96
		Nested rows No +	15 asc_element_configuration	(not set)	2,51
			16 asc_retail_process	online_shopper	2,43
		COLUMNS	17 see comm onessement	anuscations	1 500

**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"

Variables _	Tab Settings	Overview - +	5 C L 2; O -
Exploration Name:		Event name event_owner	✓Event count
Event Overview	SEGMENT COMPARISONS		188.908
Custom	Drop or select segment	Totals	100.0% of total
May 26 - Jun 22, 2023 *		1 page_view (not set)	56,336
segments +	ROWS	2 asc_pageview dealer inspire	26,516
None	Event name	3 user_engagement (not set)	26,351
	ii event_owner	4 session_start (not set)	23,934
DIMENSIONS +	Drop or select dimension	5 asc_itemlist_pageview dealer inspire	21,968
Event name	Start row 1	6 first_visit (not set)	17,608
ii event_owner	Show rows 100 -	7 scroll (not set)	8,213
Is conversion event		8 personalizer_shown dealer inspire	3,453
	Nested rows No 💌	9 asc_media_interaction dealer inspire	1,475
		10 asc_element_configuration dealer inspire	554
:: Event count	COLUMNS	11 asc_cta_interaction dealer inspire	522
	brop of select dimension	12 click (not set)	517
	Start column group 1	13 dt_vdp_view dealer_teamwork	480
	Show column groups 5 👻	14 asc_item_pageview dealer inspire	395
		15 view_search_results (not set)	356
	VALUES	16 asc_element_configuration (not set)	74
	Event count	17 build_and_price_load dealer inspire	58
	Drop or select metric		



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

Variables	-	Tab Settings	-	0 🖉 Overview 🗸	+		5 C L 2; 0 -
Exploration Name: Event Overview		Event name		Event name	event_owner		↓Event count
Custom		event_owner		Totals			188,908 100.0% of total
May 26 - Jun 22, 2023	•	Drop or select	t dimension	1 page_view	(not set)		56,336
SEGMENTS	+	Start row	1	2 asc_pageview	dealer inspire		26,516
None		Show rows	100 👻	3 user_engagement	(not set)		26,351
DIMENSIONO		Nestedance	Na	4 session_start	(not set)		23,934
	÷	Nested rows	NO ¥	5 asc_itemlist_pageview	dealer inspire		21,968
:: Event name		COLUMNS		6 first_visit	(not set)		17,608
ii event_owner		Drop or select dimension		7 scroll	(not set)		8,213
Is conversion event		Start column grou	up 1	8 personalizer_shown	dealer inspire		3,453
METRICS	+	Show column		9 asc_media_interaction	dealer inspire	_	1,475
Event count		groups	2 4	10 asc_element_configurat	tion dealer inspire		554
		VALUES		11 asc_cta_interaction	dealer inspire		522
		Event count	Dimensions	click	(not set)		517
		Drop or sele	Event name	dt_vdp_view	dealer_teamwork		480
			event_owner	asc_item_pageview	dealer inspire		395
		Cell type	Is conversion	event view_search_results	(not set)		356
		FILTERS	Metrics	asc_element_configurat	tion (not set)		74
		Drop or select of	Event count	build_and_price_load	dealer inspire		58
		metr	ric	THE OT REV DADE VIEW	dealer_reamWork		4.3

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

ls	conversi	on	event	
Filt	er			
exa	actly mat	che	s 🔻	
tru	e			
	CANCEL	-	APPLY	
Droj	o or selec	t di	mension	10



## **STEP 16:** You will now see your marked conversions and the event\_owner

Variables _	Tab Settings	O Conversions - +	5 C 7 8, 0 .
Exploration Name: Event Overview	iii event_owner	Event name event_owner + Event count	
Custom	Drop or select dimension	Totals         14           100.0% of total         100.0% of total	
May 26 - Jun 22, 2023 🔻	Start row 1	1 asc_form_submission_sales dealer inspire 7	
segments +	Show rows 100 -	2 asc_click_to_call dealer inspire 6	
None	Nested rows No -	3 di_form_submission_other dealer inspire 1	
DIMENSIONS +			
Event name	COLUMNS		
iii event_owner	Drop or select dimension		
Is conversion event	Start column group 1		
	groups 5 -		
Event count	VALUES		
	Event count		
	Drop or select metric		
	Cell type Bar ch 👻		
	FILTERS		
	Is conversion event		
	Drop or select dimension or metric		

