Once your Google Analytics 4 (GA4) property is receiving the DI/ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

This resource will provide you step-by-step instructions on how to create a Inline Banner Engagement report. The example report will show you how many times your inline banners were shown and how many times it was clicked:

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

| - | and the second se | | | | Template gallery |
|--------------------------|---|---|---|--|--------------------------|
| | + | THE | Im | - 1 | F o |
| Biank Create a new ex | pioration Wi ch | ee form hat insights can you uncover with custom wits and tables? | Funnel exploration What user journeys con you are and breakdown with multi-step | Path exploration lyze, segment, What user journeys o graphs? | an you uncover with tree |
| Туре | Name 4 | Owner | Last modified 🛛 🕹 | Property | ٩ |
| 쓰 | Inventory Views | Brook Barker | Apr 18, 2023 | Cox Chevrolet | 1 |
| 뽌 | Cars.com > VRP/VDP Funne | el Brook Barker | Apr 17, 2023 | Cox Chevrolet | I. |
| 욄 | VRP/VDP > Conversion Fun | nel Brook Barker | Apr 17, 2023 | Cax Chevrolet | 1 |
| 22 | User lifetime | Brook Barker | Apr 17, 2023 | Cax Chevrolet | 1 |
| | | | | | |

STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Inline Banner Engagement'). After naming the report, name the page (in this example we will name it 'Shown/Clicks')





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

- a. Event name
- b. creative_name
- c. media_type
- d. event_action

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

| Variables — | Tab Settings _ | ⊘ Shown/Click + + |
|---|--|-------------------|
| Exploration Name: Inline Banner Engagement | TECHNIQUE Frèe form • | |
| Caestoni Apr 25 - May 24, 2023 * | VIBUALIZATION | |
| SEGMENTS + | | |
| NONE | •0 - 0 | |
| DIMENSIONS + | EGMENT COMPARISONS Drop or select segment | No data available |
| i creative_name i media_type i event_action | ows Drop of select dimension | |
| METRICS + | Show rows 1 | |
| | No v | |
| | COLUMNS | |
| | Drop or select dimension | |
| | Start column group 1 | |
| | VALUES | |





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 'media_type' and 'event_action' under 'ROWS'. Drag the metric 'Event Count' under 'VALUES'. 'media_type', 'event_action" and 'Event Count' should now show in the right column and data will populate.

| Variables — | Tab Settings | Shown/Click + + | | 5 0 2 2 2 0 |
|-----------------------------------|----------------------------|------------------------------|---------------|-------------|
| Exploration Name: | TECHNIQUE | media_type event_action | *Event count | |
| Inline Banner Engagement | Free form | Totals | 280,740 | |
| Custom Apr 25 - May 24, 2023 * | VISUALIZATION | | Table in them | |
| 24 | 🖬 @ ~ | 1 (not set) (not set) | 221,590 | |
| SEGMENTS + | | 2 sider | 30,348 | |
| None | *o = 0 | 3 (not set) click | 13,360 | |
| 1 | | 4 (not set) add | 7,345 | |
| | SEGMENT COMPARISONS | 5 image | 3.121 | |
| [] Event name | Drop or select segment | 6 2023 buick encore gx shown | 2,203 | |
| 1 creative_name | | 7 2023 gmc terrain shown | 2,085 | |
| ii media_type | Ti media tena | 8 (not set) remove | 654 | |
| event_action | 1 meanage | 9 2023 buick encore gx click | 32 | |
| | E event_action | 10 2023 gmc terrain click | 12 | |
| METRICS + | Drop or select dimension | | | |
| Event count | Start row 1 | • | | |
| | 10 - | | | |
| | SION IOWS | | | |
| | Nexted rows No + | | | |
| | COLUMINS | | | |
| | Drop or select dimension | | | |
| | Start column group 1 | | | |
| | Show columns 9/5002 5 w | | | |
| | VALUES | | | |
| | Event count | | | |
| | Drop or select metric | | | |
| | The second second second | | | |

STEP 6: Click 'Drop or select dimension or metric' under 'FILTERS.' Select 'Event name'

| Variables | Tab Settings | 🔗 Shown/Click 🔹 🕂 | | 5 0 2 |
|-------------------------|--|------------------------------|---------------|-------|
| Exploration Name: | SEGMENT COMPARISONS | media_type event_action | * Event count | |
| mane panter chysystem | Drop or select segment | Totals | 280.740 | |
| Apr 25 - May 24, 2023 * | ROWS | 1 (not set) (not set) | 221 560 | |
| SEGMENTS + | 🗏 media_type | 2 slider | 30,348 | |
| None | event_action | 3 (not set) click | 13,360 | |
| | Drop or select dimension | 4 (not set) add | 7,345 | |
| DIMENSIONS + | Start row 1 | 5 image | | |
| Event name | Show mans 10 + | 6 2023 buick encore gx shown | 2,203 | |
| creative_name | | 7 2023 gmc terrain shown | 2,085 | |
| ii media_type | Nested rows No + | 8 (not set) remove | 654 | |
| event_action | COLUMNS | 9 2023 buick encore gx click | 32 | |
| METRICS + | Drop or select dimension | Tu 2023 grie terrain Elick | 12 | |
| Event count | Start column group 1 | | | |
| | Show column groups 5 - | | | |
| | VALUES Dimensions | | | |
| | Drop or a creative_name media_type | | | |
| | PLTERS Metrics Drop or sells These | - | | |



STEP 7: Under 'Select match type' select 'exactly matches' and type 'asc_media_interaction' on the 'Enter expression' line. Click Apply

| Event name | |
|---------------|-----------|
| Filter | |
| exactly match | es " |
| asc_media_in | teraction |
| CANCEL | APPLY |
| | |

STEP 8: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'creative_name'

| Variables - | Tab Settings | Shown/Click + + | |
|---|--------------------------------------|------------------------------|-------------------------|
| Exploration Name: Inline Banner Engagement | SEGMENT COMPARISONS | media_type event_action | *Event count |
| Parties | Drop or select segment | Totals | 37,801 100% of total |
| Apr 25 - May 24, 2023 * | ROWS | 1 slider | 30.348 |
| SEGMENTS + | media_type | 2 image | 3,121 |
| None | <pre>iii event_action</pre> | 3 2023 buick encore gx shown | 2,203 |
| | Drop or select dimension | 4 2023 gmc terrain shown | 2,085 |
| DIMENSIONS + | Start row 1 | 5 2023 buick encore gx click | 32 |
| Event name | 10 | 6 2023 gmc terrain click | 12 |
| ii creative_name | Show tows | | |
| iii media_type | Nested rows No + | | |
| event_action | | | |
| | COLUMNIS | | |
| METRICS + | Drop or select dimension | | |
| Event count | Start column group 1 | | |
| | Show column 5 + | | |
| | VALUES | | |
| | Event coun* | | |
| | Dimensions Drop or si | | |
| | Event name | | |
| | Cell type creative_nai media_type | me - | |
| | FILTERS event_action | 1 | |
| | Event name Metrics | | |
| | Drop or selec Event count | | |
| | | | |
| | | | |



STEP 9: Under 'Select match type' select 'exactly matches' and type 'di_inline_banner' on the 'Enter expression' line. Click Apply

| Event nam | e exactly . | |
|--------------|-------------|----|
| creative_n | ame | |
| Filter | | |
| exactly mat | tches | Ŧ |
| di_inline_b | anner | |
| CANCE | APPL | Y |
| Drop or sele | ct dimensi | on |

STEP 10: Next to 'Show rows' change the number from '10' to '50'

| Variables - | Tab Settings | Shown/Click + + | |
|---|---|------------------------------|---------------------|
| Exploration Name: Inline Banner Engagement | °₀ ∓ © | media_type event_action | +Event cou |
| Custom | SEGMENT COMPARISONS | Totals | 37,84 100% of to |
| Apr 25 - May 24, 2023 * | Drop or select segment | 1 slider | 30,34 |
| SEGMENTS + | 20012 | 2 image | 3,12 |
| None | media_type | 3 2023 buick encore gx shown | 2,20 |
| Daugustana L | I event action | 4 2023 gmc terrain shown | 2,04 |
| | Drop or salert dimension | 5 2023 buick encore gx click | 1 |
| - | | 6 2023 gmc terrain click | 1 |
| I media_type | Show rows 10 Nexted rows 25 Octop or aske 250 Drop or aske 500 Show column 5 Show column 5 Show column 5 VALUES Event count Drop or select metric | | |
| | Collins Barah - | | |



STEP 11: Drag and move 'event_action' under 'COLUMNS' to see the 'Click' and "Shown' action side by side

| Variables — | Tab Settings 🛛 🗕 | 🧭 Shown/Click 👻 - | _ | _ | |
|--------------------------------|---------------------------------|------------------------|------------------------|---------------------|----------------------|
| Exploration Name: | SEGMENT COMPARISONS | event_action | shown | click | Totala |
| Intere Banner Engagement | Drop or select segment | media_type | Event count | Event count | +Event count |
| Damen Apr 25 - May 24, 2023 | ROWS | Totals | 319 99.38% of total | 2 0.62% of total | 321 105% of tatal |
| SEGMENTS + | 📋 med a_type | 1 2023 buick encore gx | 161 | 1 | 162 |
| None | Drop or select dimension | 2 2023 gmc terrain | 158 | 1 | 159 |
| DIMENSIONS + | Start row 1 | | | | |
| Event name | Show rows 50 + | | | | |
| E creative_name | Netted ITakt No + | | | | |
| ii media,type | 1. Contraction (1. Contraction) | | | | |
| E event_action | coLUMNS | | | | |
| METRICS + | Drop or select dimension | | | | |
| Event count | Start column group 1 | | | | |
| | Show column phoops | | | | |
| | VALUES | | | | |
| | Event count | | | | |
| | Drop or select metric | | | | |
| | Coll type Barch. + | | | | |
| | FILTERS | | | | |
| | Event name exactly | | | | |
| | creative_name exac | | | | |
| | Doop or select dimension or | | | | |

STEP 12: You have now completed your Inline Banner Engagement report

| ariables — | Tab Settings | Shown/Click 👻 🕂 | - | | |
|-----------------------------------|---------------------------------------|------------------------|------------------------|---------------------|----------------------|
| xploration Name: | SEGMENT COMPARISONS | event_action | shown | click | Totals |
| aline Banner Engagement | Drop or select segment | media_type | Event count | Event count | + Event count |
| Custom spr 25 - May 24, 2023 🔹 | ROWS | Totals | 319 99.38% of total | 2 0.62% of total | 321 100% of total |
| EGMENTS + | ii media_type | 1 2023 buick encore gx | 161 | 1 | 162 |
| None | Drop or select dimension | 2 2023 gmc terrain | 158 | 1 | 159 |
| IMENSIONS + | Start row 1 Show rows 50 - | | | | |
| ii creative_name | Nested rows No + | | | | |
| event_action | COLUMNS | | | | |
| METRICS + | Drop or select dimension | | | | |
| Event count | Start column group 1 | | | | |
| | Show column groups 5 + | | | | |
| | VALUES | | | | |
| | Event count | | | | |
| | Drop or select metric | | | | |
| | Cell type Bar ch 👻 | | | | |
| | FILTERS | | | | |
| | Event name exactly | | | | |
| | creative_name exac_ | | | | |
| | Drop or select dimension or metric | | | | |

