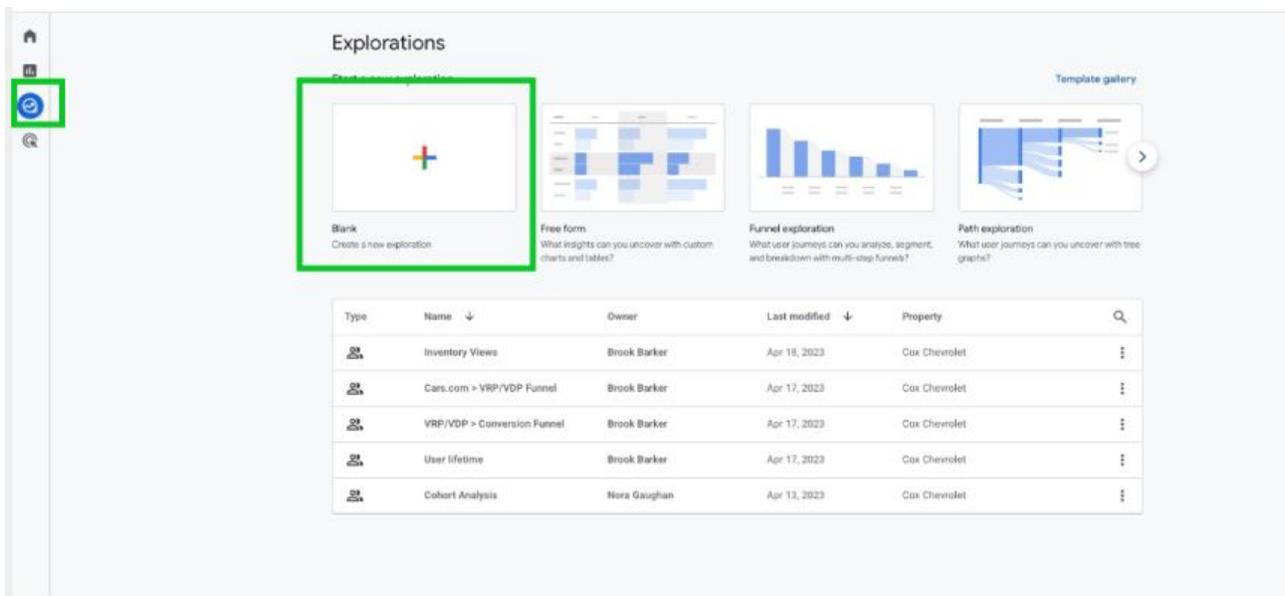


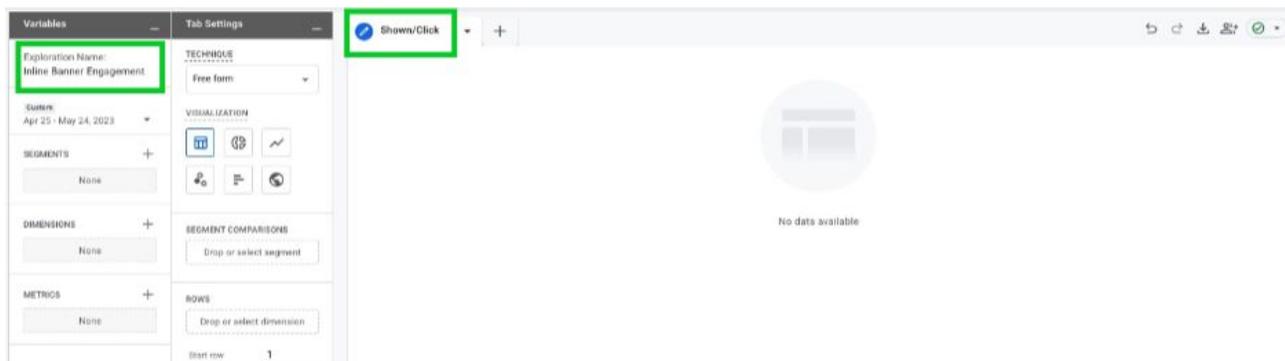
Once your Google Analytics 4 (GA4) property is receiving the DI/ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

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



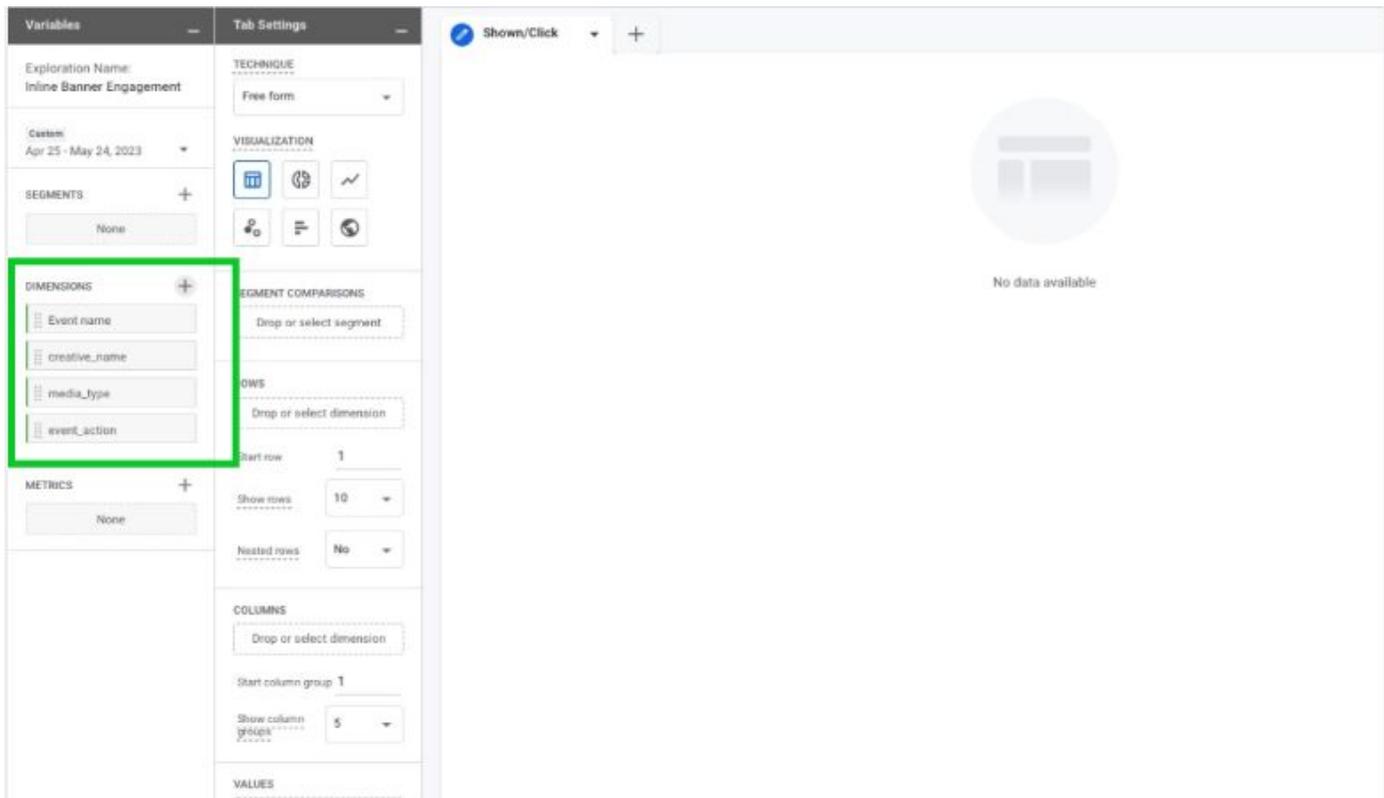
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Inline Banner Engagement'). After naming the report, name the page (in this example we will name it 'Shown/Clicks')



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

- a. Event name
- b. creative\_name
- c. media\_type
- d. event\_action

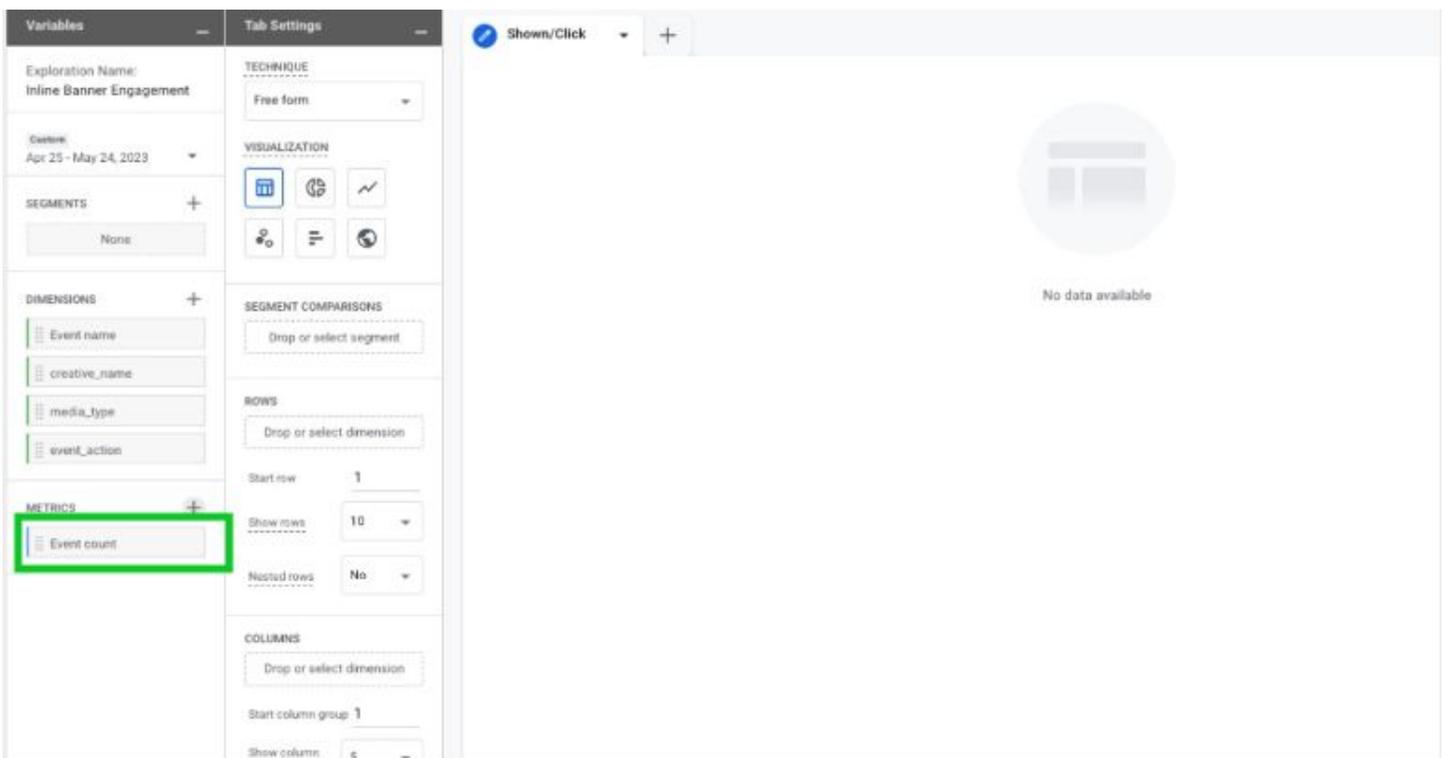
Click 'Import' when done. You should now see the four dimensions under 'DIMENSIONS'



The screenshot displays the Dealer Inspire interface. On the left, the 'Variables' panel shows the exploration name 'Inline Banner Engagement' and a date range of 'Apr 25 - May 24, 2023'. Below this, the 'DIMENSIONS' section is highlighted with a green box, containing a list of dimensions: 'Event name', 'creative\_name', 'media\_type', and 'event\_action'. The 'METRICS' section below it is currently empty. The 'Tab Settings' panel on the right shows 'TECHNIQUE' set to 'Free form' and 'VISUALIZATION' options. The main visualization area is empty, displaying 'No data available'.

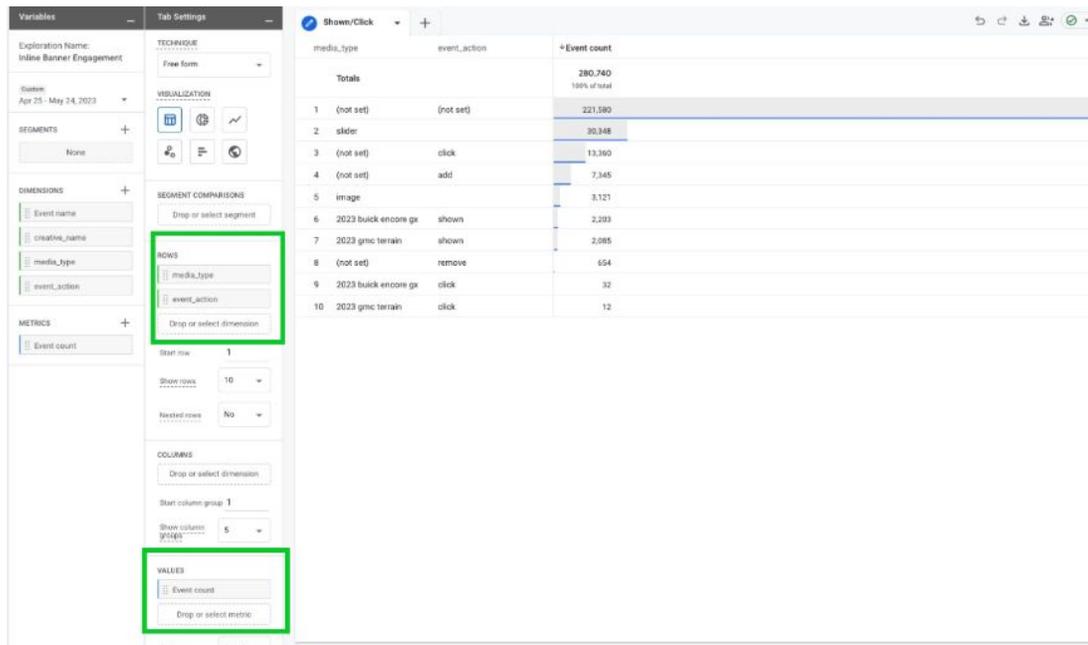
**STEP 4:** Click the '+' Next to 'METRICS' and select:  
a. Event Count

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



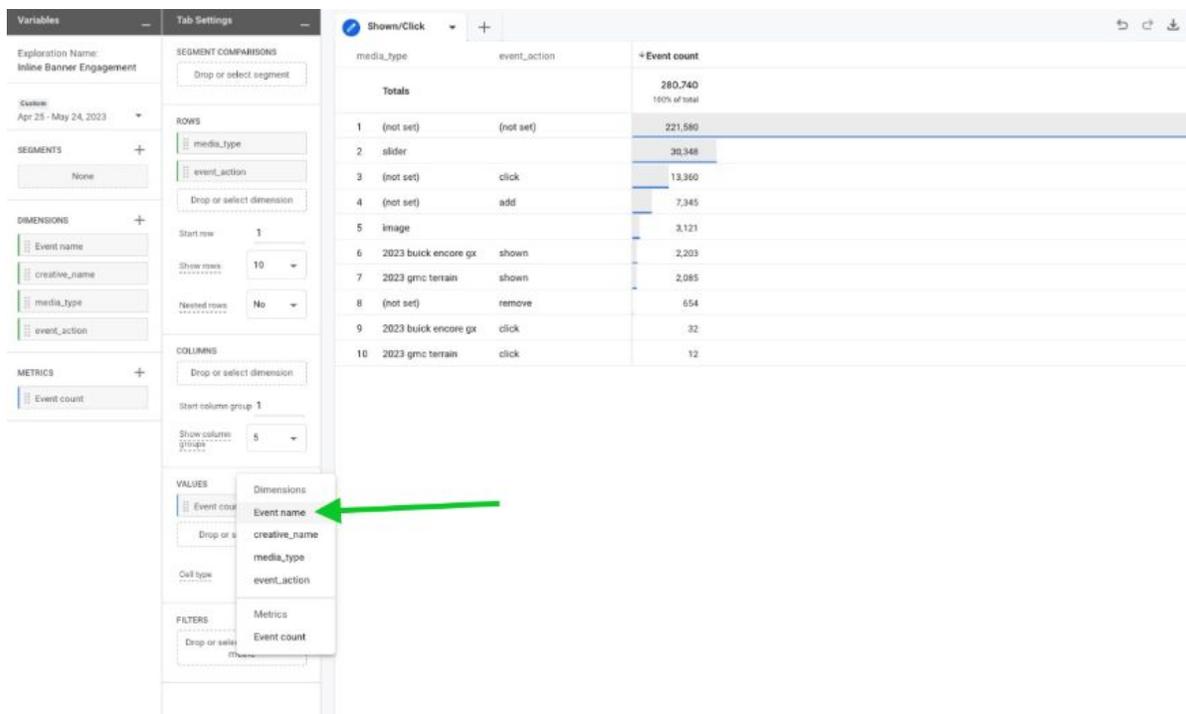
The screenshot displays the Dealer Inspire configuration interface. On the left, the 'Variables' panel shows the exploration name 'Inline Banner Engagement' and the date range 'Apr 25 - May 24, 2023'. Below this are sections for 'SEGMENTS' (None), 'DIMENSIONS' (Event name, creative\_name, media\_type, event\_action), and 'METRICS' (Event count, highlighted with a green box). The 'Tab Settings' panel on the right includes sections for 'TECHNIQUE' (Free form), 'VISUALIZATION' (Free form, Bar, Line, Pie, Stacked, Horizontal bar, Map), 'SEGMENT COMPARISONS' (Drop or select segment), 'ROWS' (Drop or select dimension, Start row: 1, Show rows: 10, Nested rows: No), and 'COLUMNS' (Drop or select dimension, Start column group: 1, Show column: 5). The main visualization area on the right shows a 'Shown/Click' metric with a '+', a placeholder icon, and the text 'No data available'.

**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.



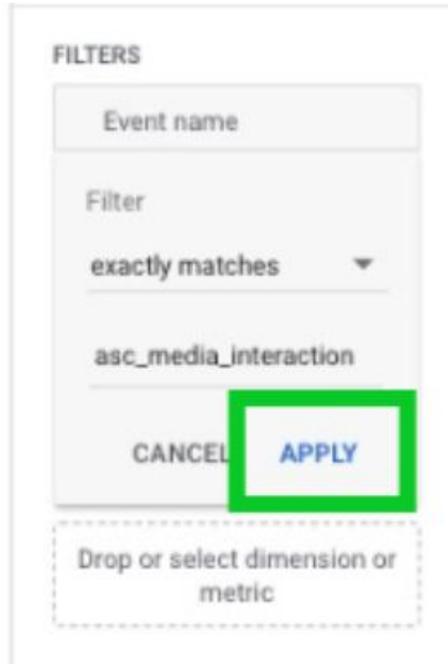
media_type	event_action	Event count
<b>Totals</b>		280,740 100% of total
1 (not set)	(not set)	221,580
2	slider	30,348
3 (not set)	click	13,360
4 (not set)	add	7,345
5	image	3,121
6	2023 buick encore gx shown	2,203
7	2023 gmc terrain shown	2,085
8 (not set)	remove	654
9	2023 buick encore gx click	32
10	2023 gmc terrain click	12

**STEP 6:** Click ‘Drop or select dimension or metric’ under ‘FILTERS.’ Select ‘Event name’

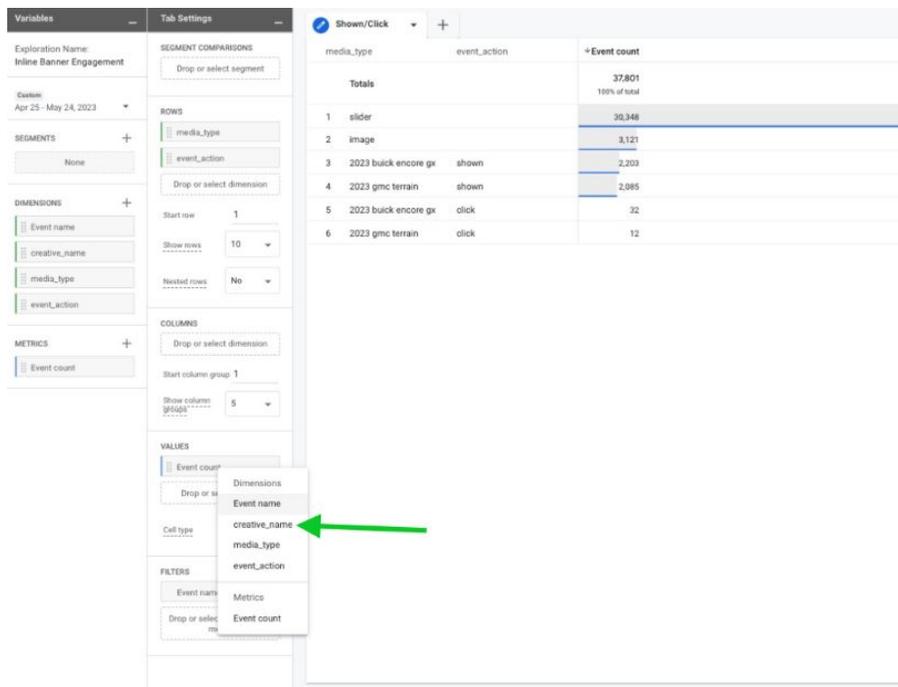


media_type	event_action	Event count
<b>Totals</b>		280,740 100% of total
1 (not set)	(not set)	221,580
2	slider	30,348
3 (not set)	click	13,360
4 (not set)	add	7,345
5	image	3,121
6	2023 buick encore gx shown	2,203
7	2023 gmc terrain shown	2,085
8 (not set)	remove	654
9	2023 buick encore gx click	32
10	2023 gmc terrain click	12

**STEP 7:** Under ‘Select match type’ select ‘exactly matches’ and type ‘asc\_media\_interaction’ on the ‘Enter expression’ line. Click Apply

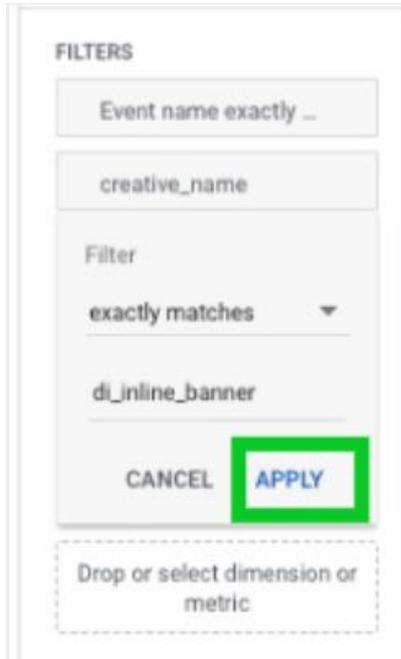


**STEP 8:** Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘creative\_name’

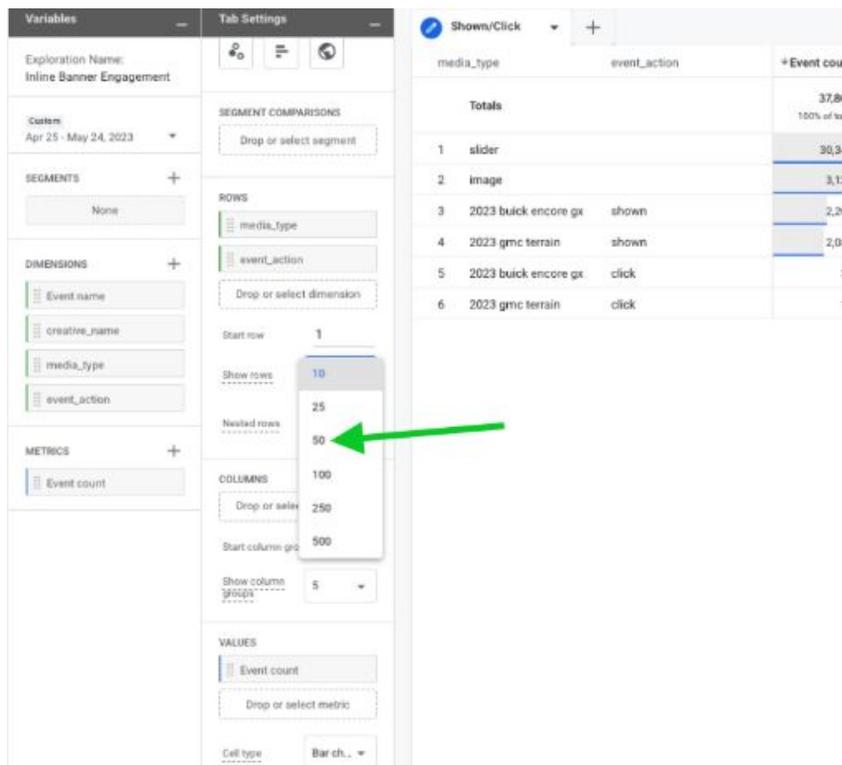


media_type	event_action	Event count
<b>Totals</b>		37,801 100% of total
1	slider	30,348
2	image	3,121
3	2023 buick encore gx shown	2,203
4	2023 gmc terrain shown	2,085
5	2023 buick encore gx click	32
6	2023 gmc terrain click	12

**STEP 9:** Under 'Select match type' select 'exactly matches' and type 'di\_inline\_banner' on the 'Enter expression' line. Click Apply

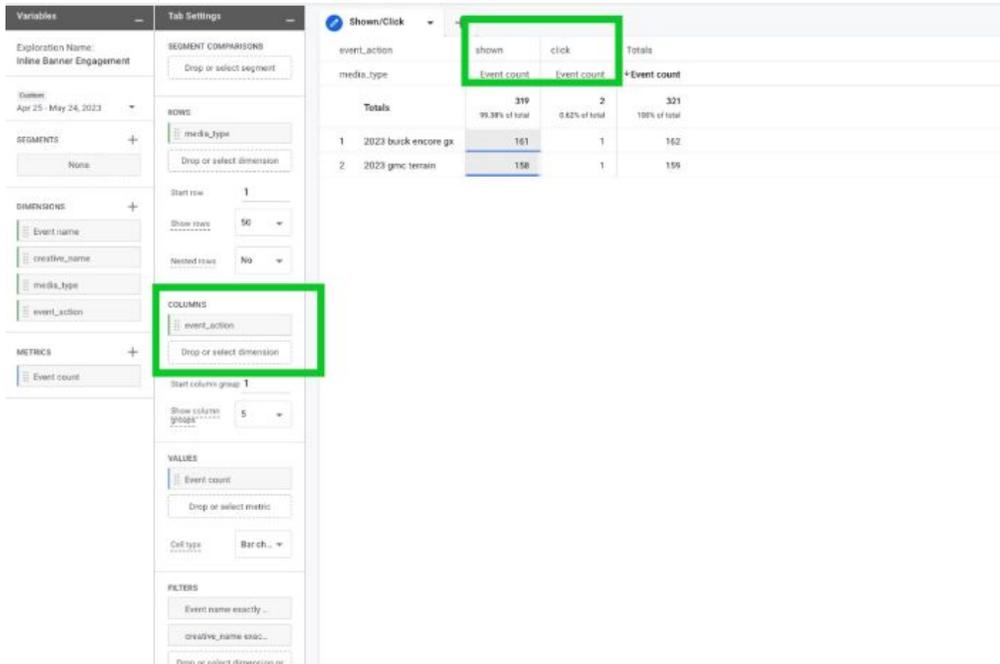


**STEP 10:** Next to 'Show rows' change the number from '10' to '50'



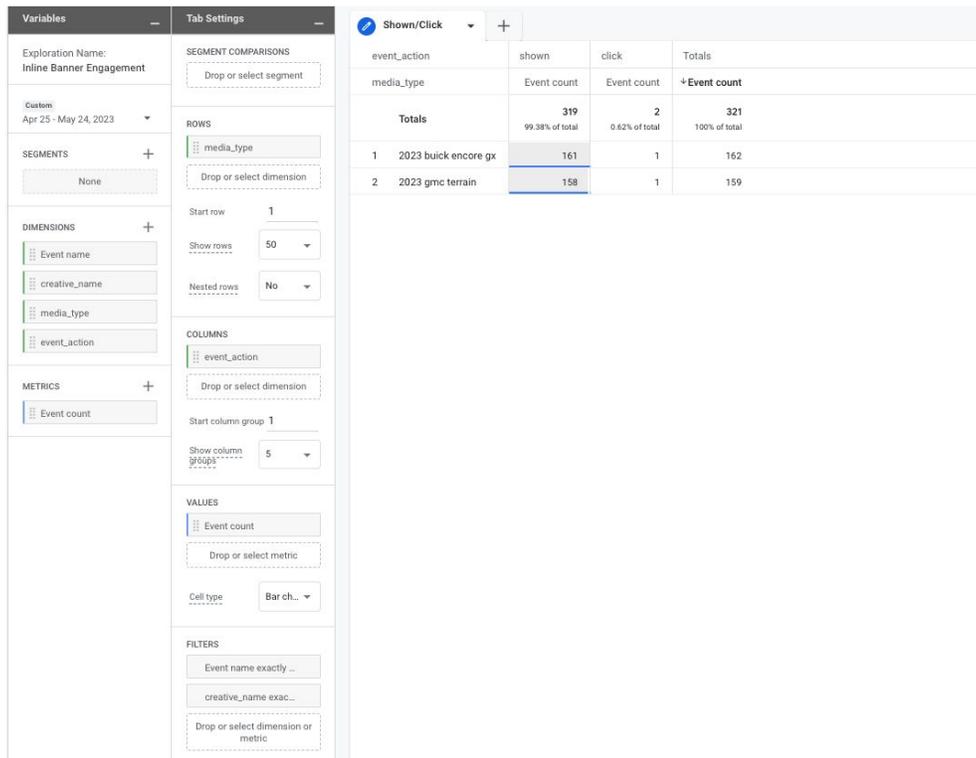
media_type	event_action	+Event cou
<b>Totals</b>		37,84 100% of total
1	slider	30,34
2	image	3,11
3	2023 buick encore gx shown	2,21
4	2023 gmc terrain shown	2,04
5	2023 buick encore gx click	1
6	2023 gmc terrain click	1

**STEP 11:** Drag and move 'event\_action' under 'COLUMNS' to see the 'Click' and "Shown' action side by side



event_action	shown	click	Totals
media_type	Event count	Event count	+ Event count
<b>Totals</b>	<b>319</b> 99.38% of total	<b>2</b> 0.62% of total	<b>321</b> 100% of total
1 2023 buick encore gx	161	1	162
2 2023 gmc terrain	158	1	159

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



event_action	shown	click	Totals
media_type	Event count	Event count	+ Event count
<b>Totals</b>	<b>319</b> 99.38% of total	<b>2</b> 0.62% of total	<b>321</b> 100% of total
1 2023 buick encore gx	161	1	162
2 2023 gmc terrain	158	1	159