The Explore in Google Analytics 4 (GA4), allows you build out custom reports in order to see the data that is most relevant and important for your business. This document will walk you through creating an Inventory Engagement report, allowing you see the the most and least viewed Inventory pages by VIN, year, condition, make, model, price and/or stock.

If working in your own GA4 property, it is assumed you have completed the setup and configuration of custom dimensions allowing you to see particular parameters in your GA4 instance. If you have not, you will need to complete the setup prior to being able to build this report. Instructions on 'How To: Complete GA4 Setup and Configuration' can be found at: https://training.dealerinspire.com/analytics/ and navigate to the 'How To' Section

Please reach out to support@dealerinspire.com if you have any questions after following these step-by-step instructions.

1. Navigate to the Explore section in GA4 and select to create a new 'Blank' report
2. Update the Exploration Name. For this example, we'll name it 'Inventory Engagement'
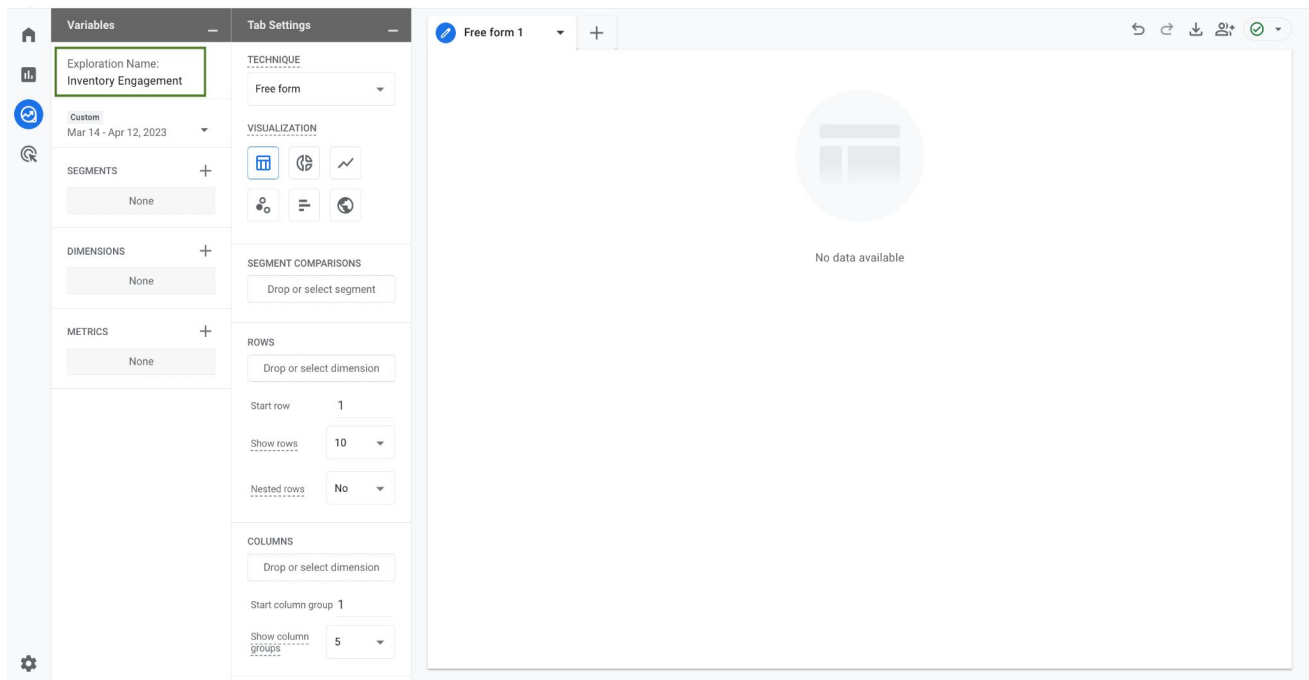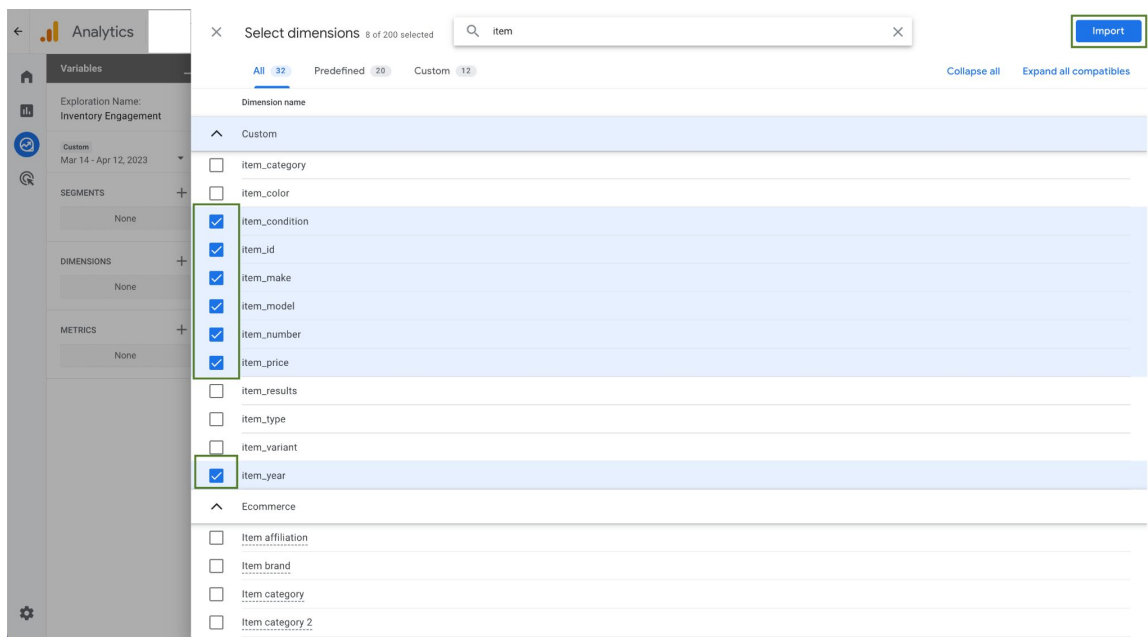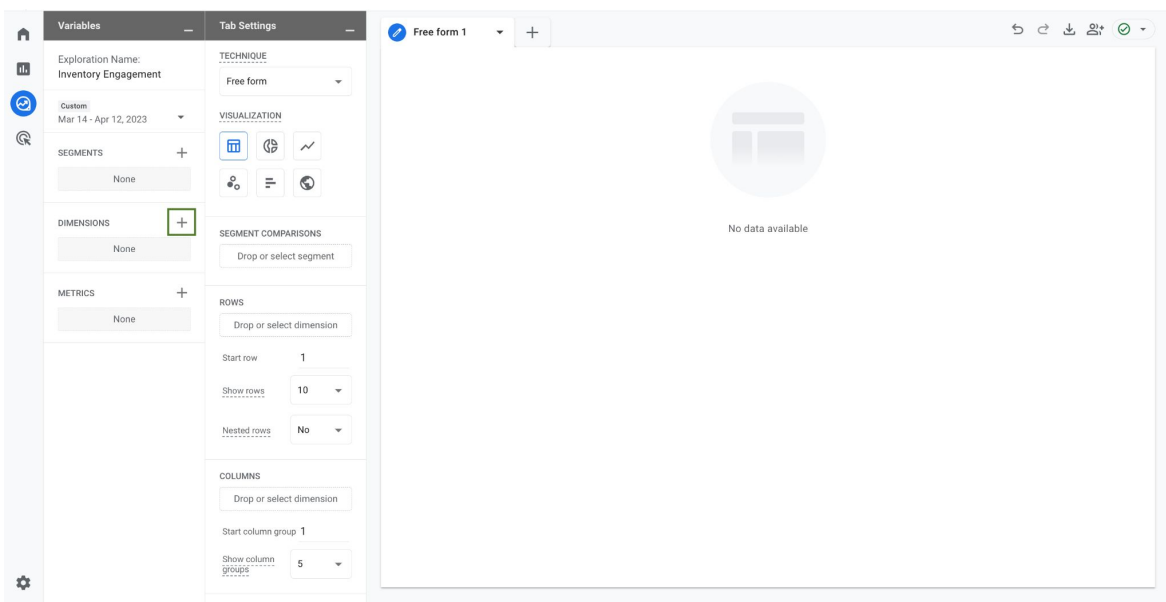
3. Click the '+' Next to Dimensions and Select:

a. item_id
b. item_year
c. item_condition
d. Item_make

a. item_model
e. item_price
f. item_number
g. Event Name
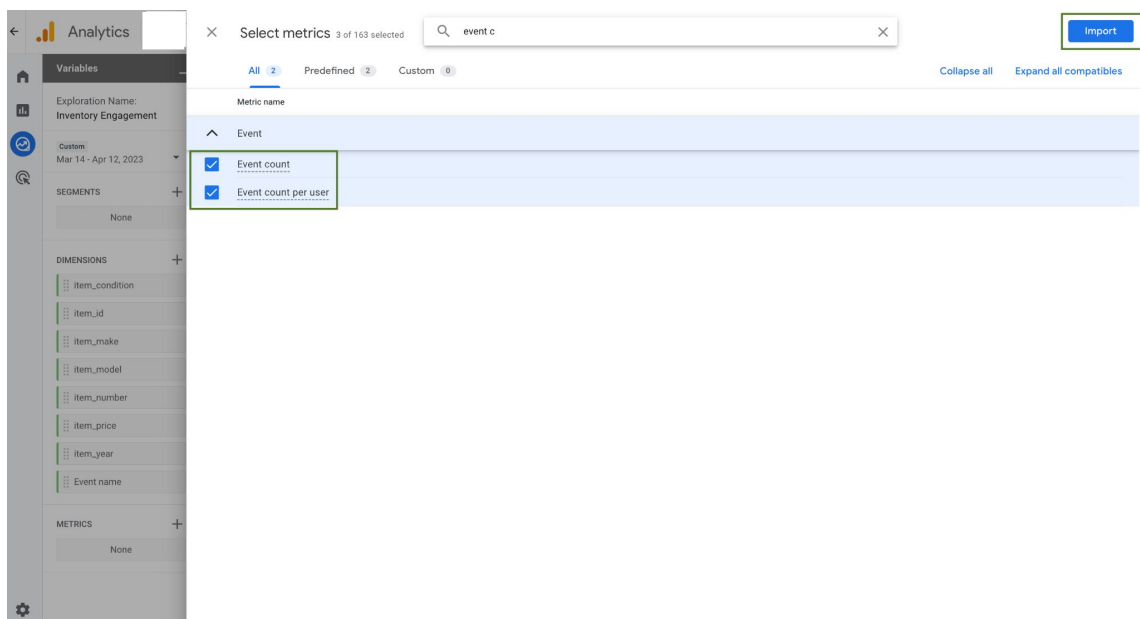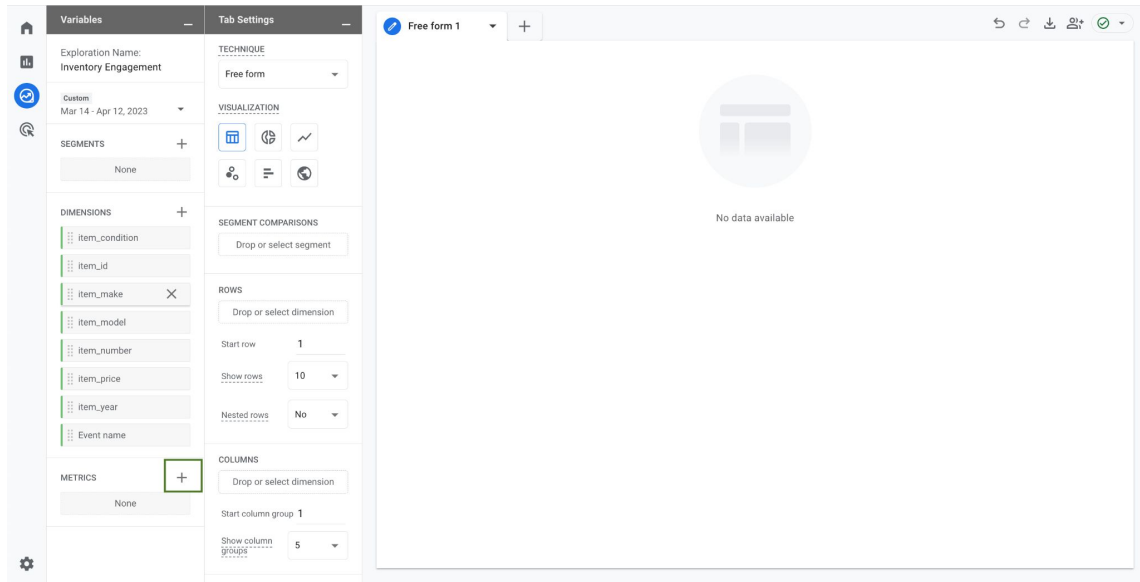
4. Click Import

5. Click the '+' Next to Metrics and Select :

    a. Event count

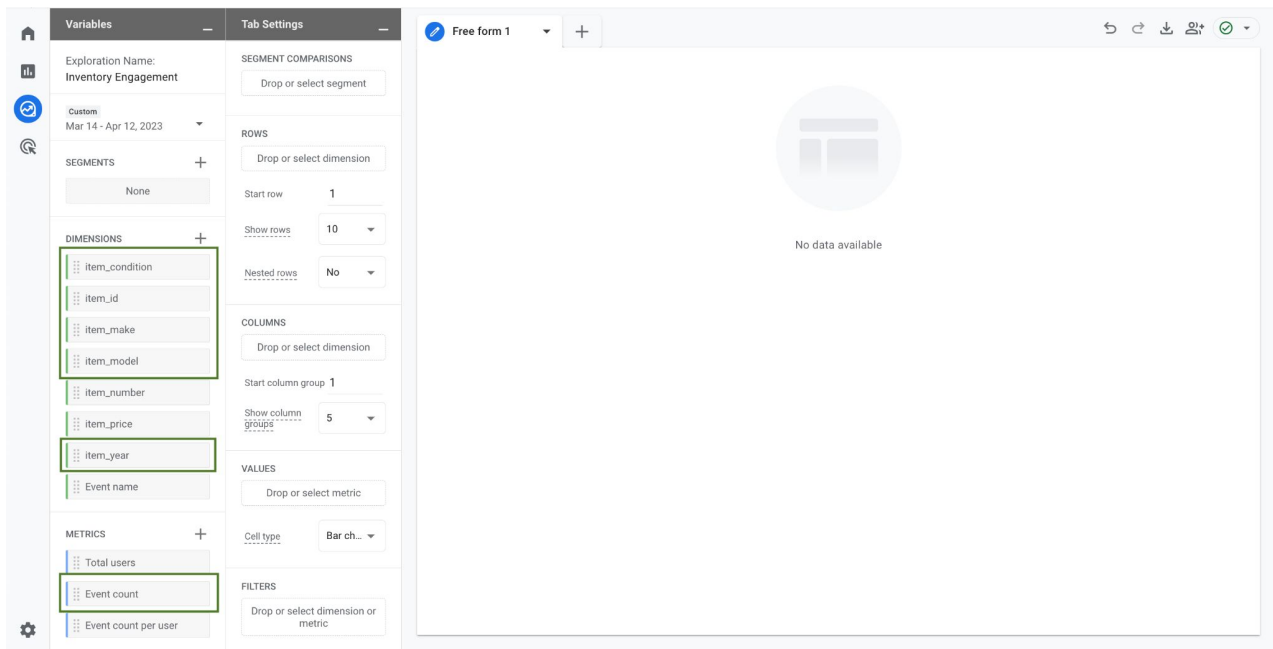   b. *Event count per user

    c. *Total Users

6. Click Import

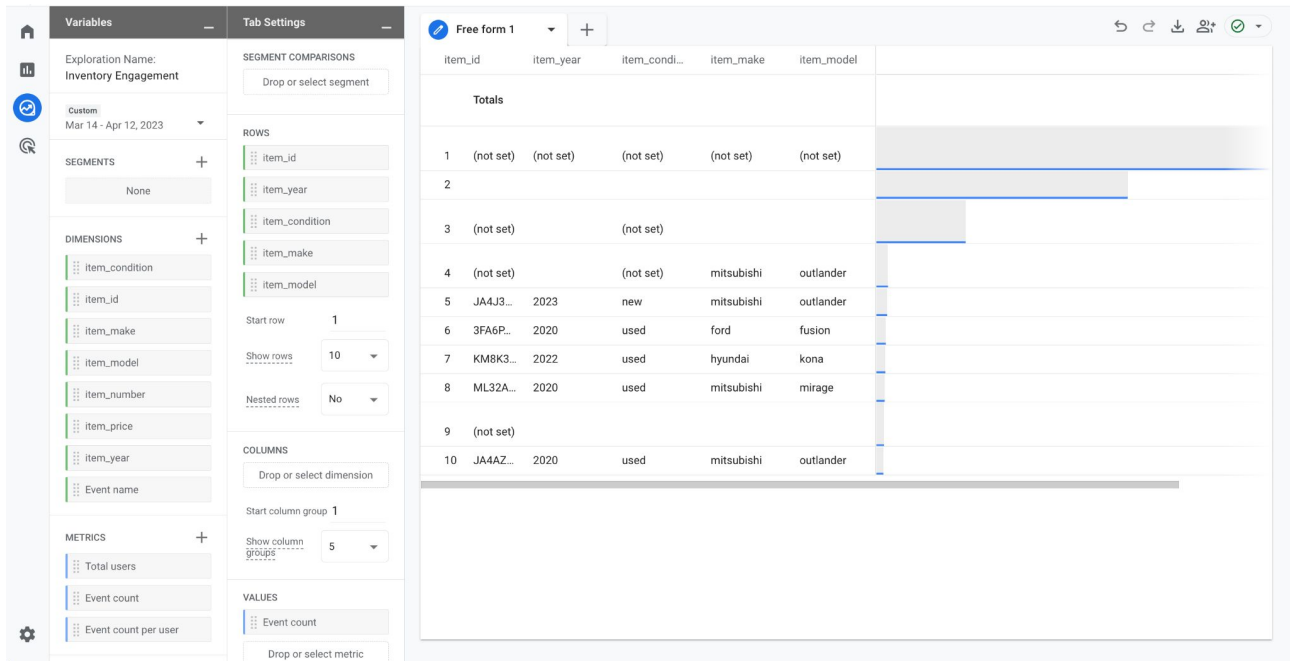*Please Note: When using metrics with 'user' data, you may encounter thresholding

7. In the Dimensions section, double click the following dimensions (note: you can only add 5 dimensions at a time)
    a. item_id
    b. item_year
    c. item_condidtion
    d. item_make
    e. item_model

8. In the Metrics section, double click the following metrics
    a. Event count

Once you've completed the previous step, you'll notice a table in the first tab of the report:

This report is showing all events currently, we need to narrow it down to show just Inventory pageview events (asc_item_pageview).

9. In the second column (tab settings), scroll to the bottom and under Filters click 'Drop or select dimensions or metrics'
10. Select Event Name
11. Select match type 'exactly matches'
12. Enter Expression of 'asc_item_pageview'
13. Click Apply
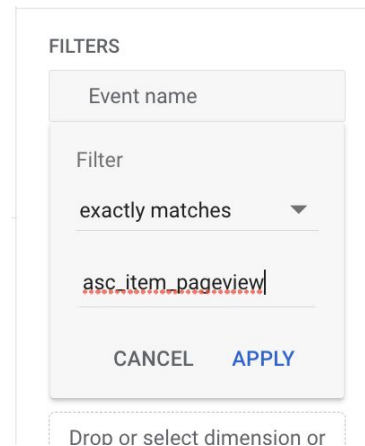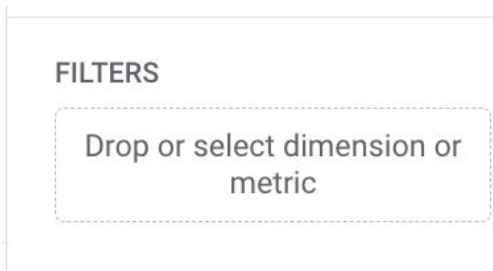
The table is now showing you pageviews for all Inventory pages

14.   Under Tab Settings, change the 'show rows' to the max of 500
15.   Edit the title of the tab to be 'All VDPs'
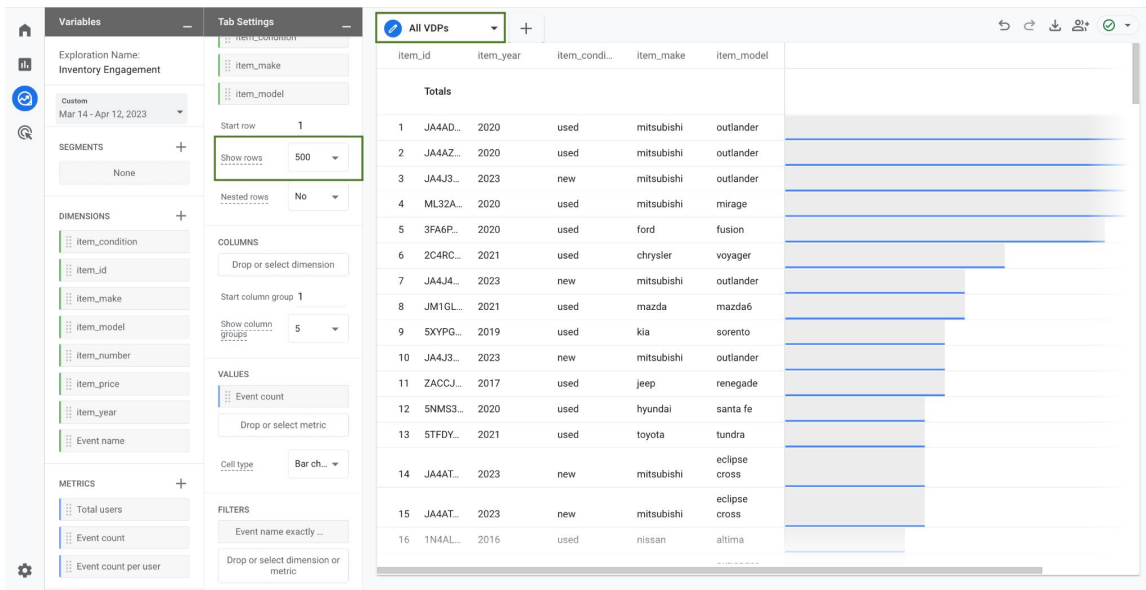
Congratulations, you have successfully created an Inventory engagement report for ALL inventory pageviews. From here, you can change the different dimensions which are being shown by removing (clicking the 'x' next to the dimension) in the Tab Settings section and double clicking (from the first column) a dimension you'd like to see, such as item_price or item_number (stock number)

You may also add in additional metrics such as Total users or Event count per user, but please note, adding user specific metrics may lead to the data thresholding.

If you'd like to filter this report by certain types of traffic, import the dimension of session source/medium or session campaign and create filters on different traffic sources. To see additional metrics in the report, import and double click them to convert to a value.

If the columns to the left are in the way, you can minimize them to see the report and NOT the report settings.

If other users need access to this report, navigate back to the Explore section and share the report. 'How To: Share and Duplicate Explorations' can be found at: https://training.dealerinspire.com/analytics/ and navigate to the 'How To' section..
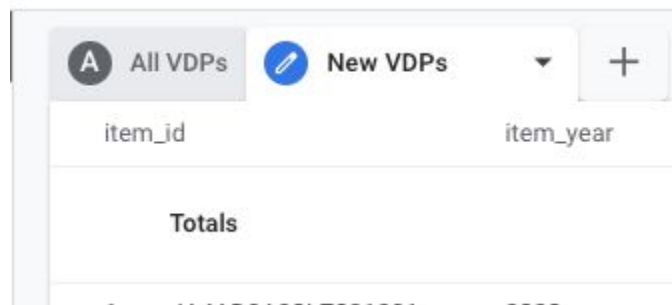
In this next sections, you will be duplicating the previous tab and adding additional filters in order to see Inventory pageviews broken out by New, Used and/or Certified.

Follow the steps below to continue building out this report:

1. Click the down arrow on the first tab and click 'Duplicate'
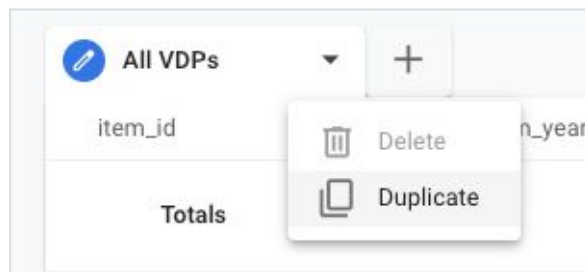
2. You should now have a second tab, which you can rename to 'New VDPs'

3. In the second column under 'Tab Settings' Scroll down to the bottom and under Filters click 'Drop or select dimensions or metrics'
4. Select 'item_condition'
5. Select match type 'exactly matches'
6. Enter Expression of 'new'
7. Click Apply
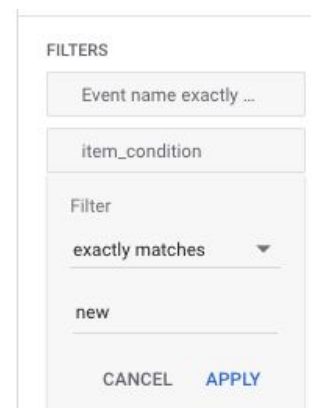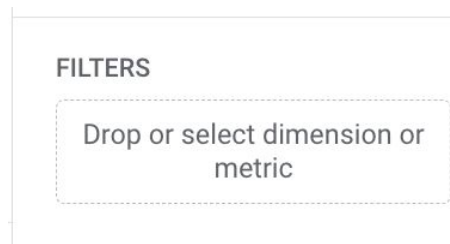
Congratulations, you have successfully created a new tab which is just showing Inventory pageview for only New Vehicles
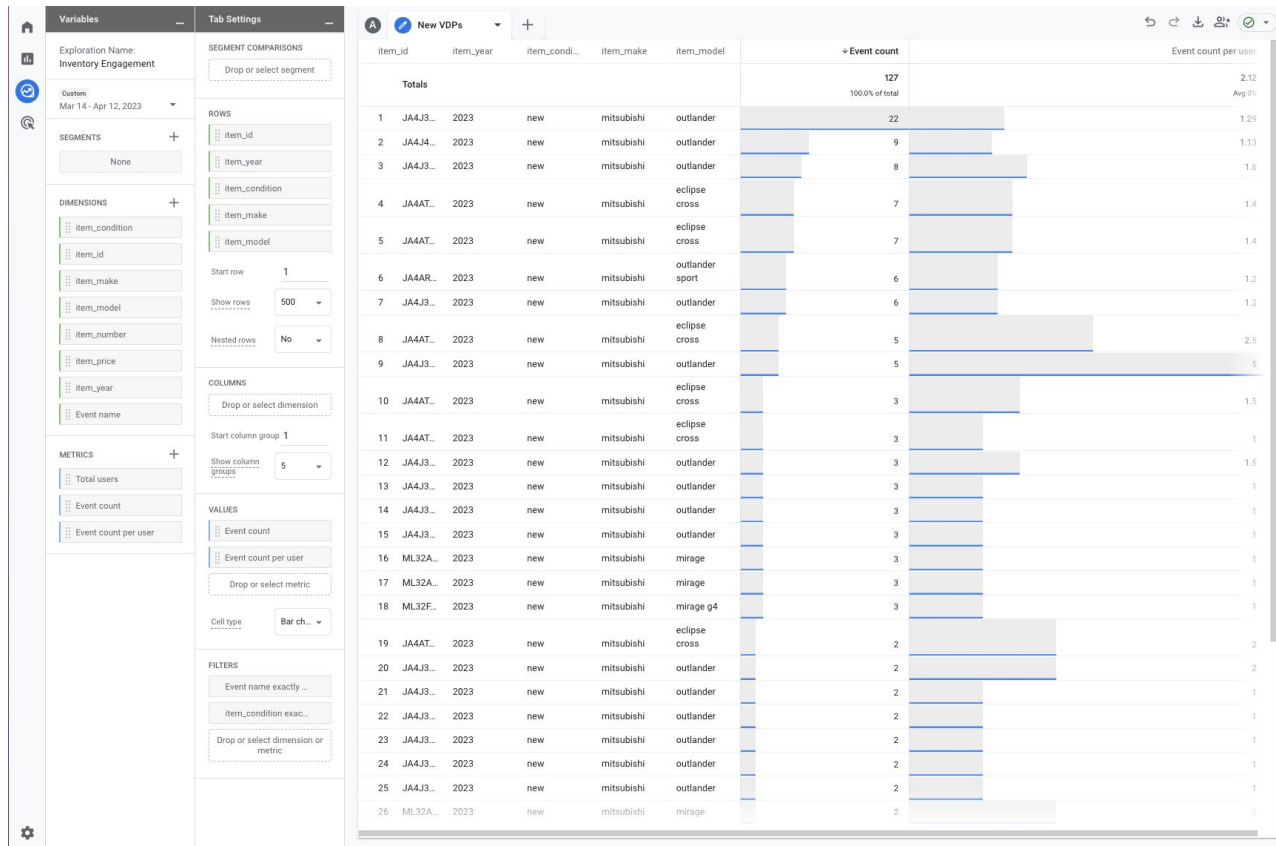
You can repeat these same steps to create a used and/or certified tab. The filters for those tabs would be (these options will be accurate for most websites but could vary, please check how the item_condition parameter comes in for your individual website):

- Exactly matches 'used' for only used vehicles
- Contains 'used' for both used and certified vehicles
- Contains 'certified' for only certified vehicles