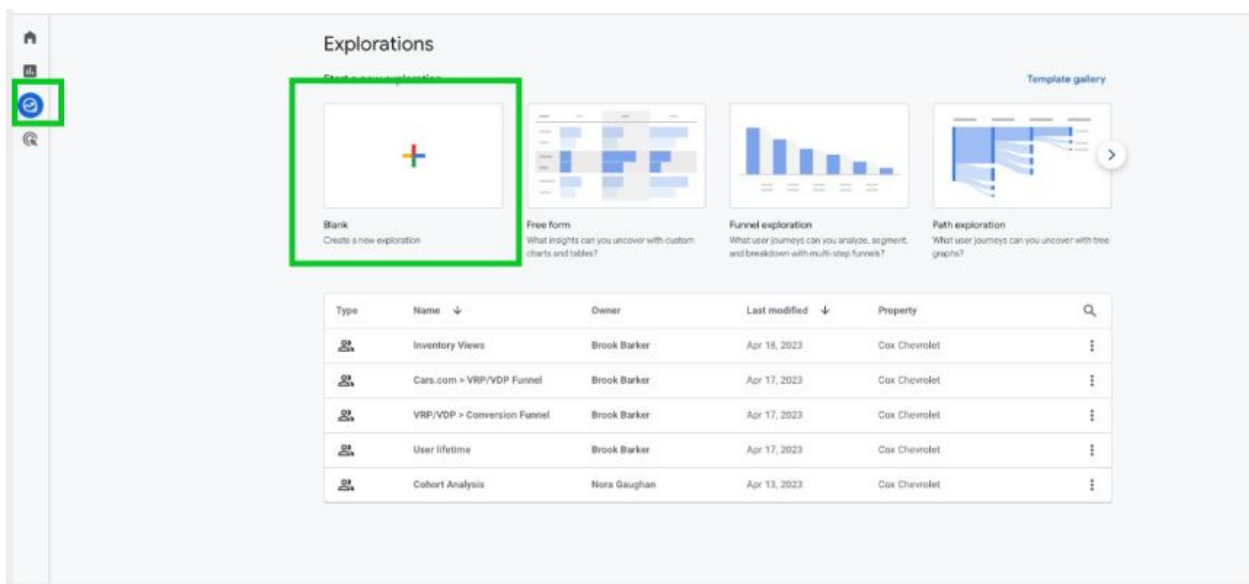


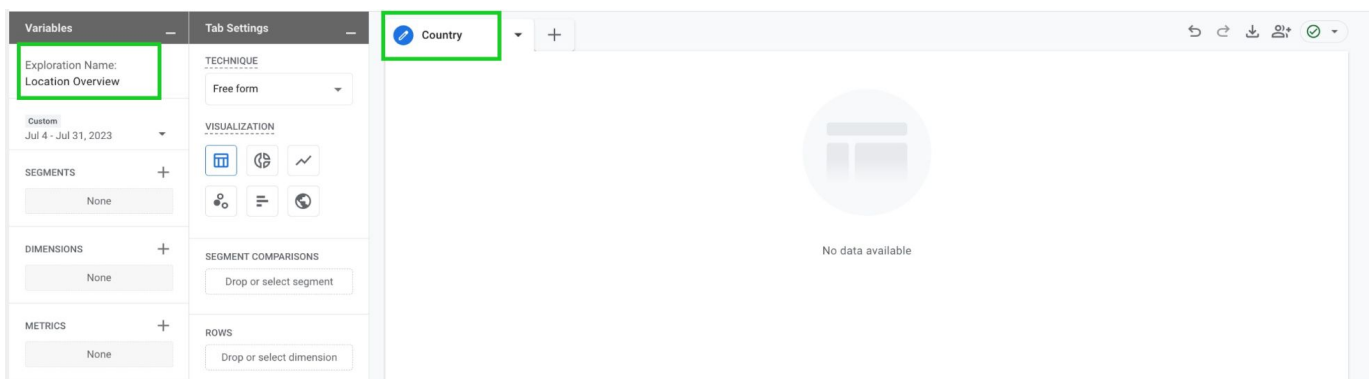
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

This resource will provide you step-by-step instructions on how to create a 'Location Overview'. This report will give you insight as to what the location of users are and what city, region, or country has the most conversions. This how-to will also show how to see source/medium and campaign broken out by top 10 cities. 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



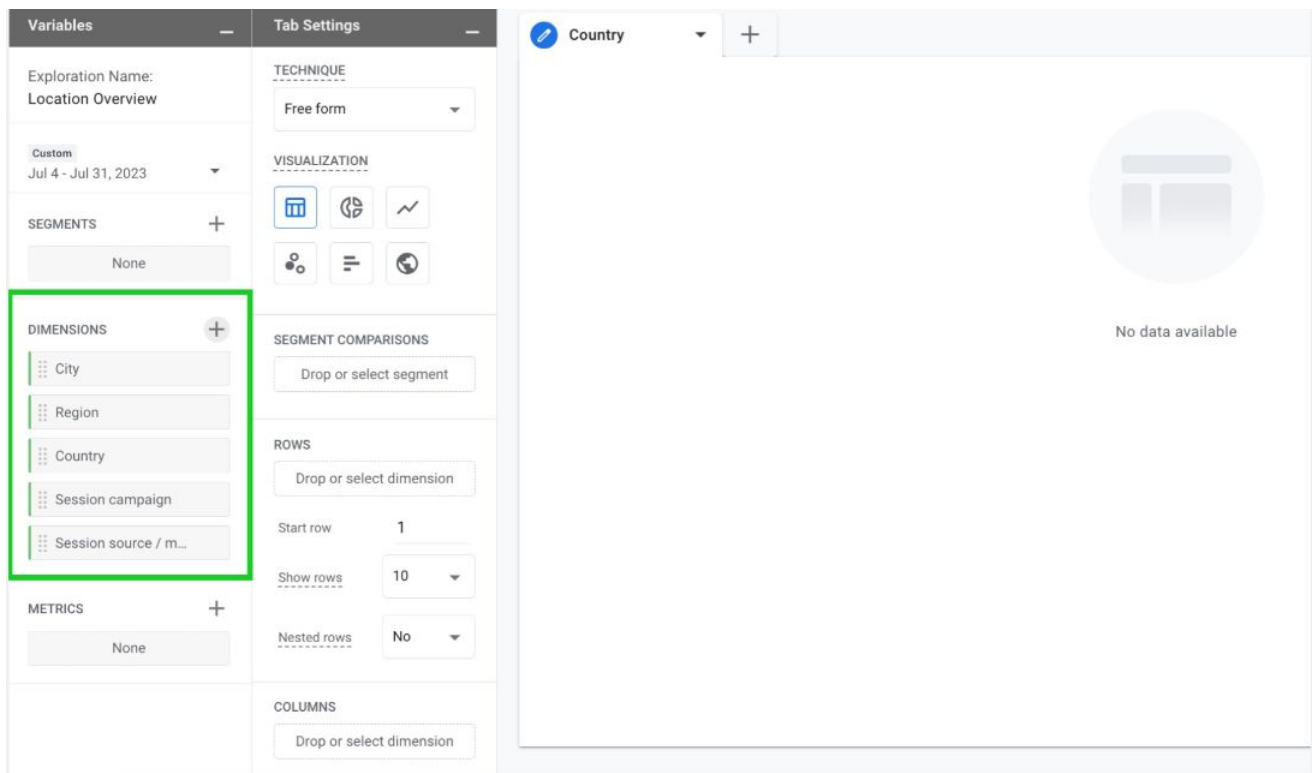
STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Location Overview'). After naming the report, name the page (in this example we will name it 'Country')



STEP 3: Click the ‘+’ Next to ‘DIMENSIONS’ and select:

- a. City
- b. Region
- c. Country
- d. Session campaign
- e. Session source / medium

Click ‘Import’ when done. You should now see the five dimensions under ‘DIMENSIONS’

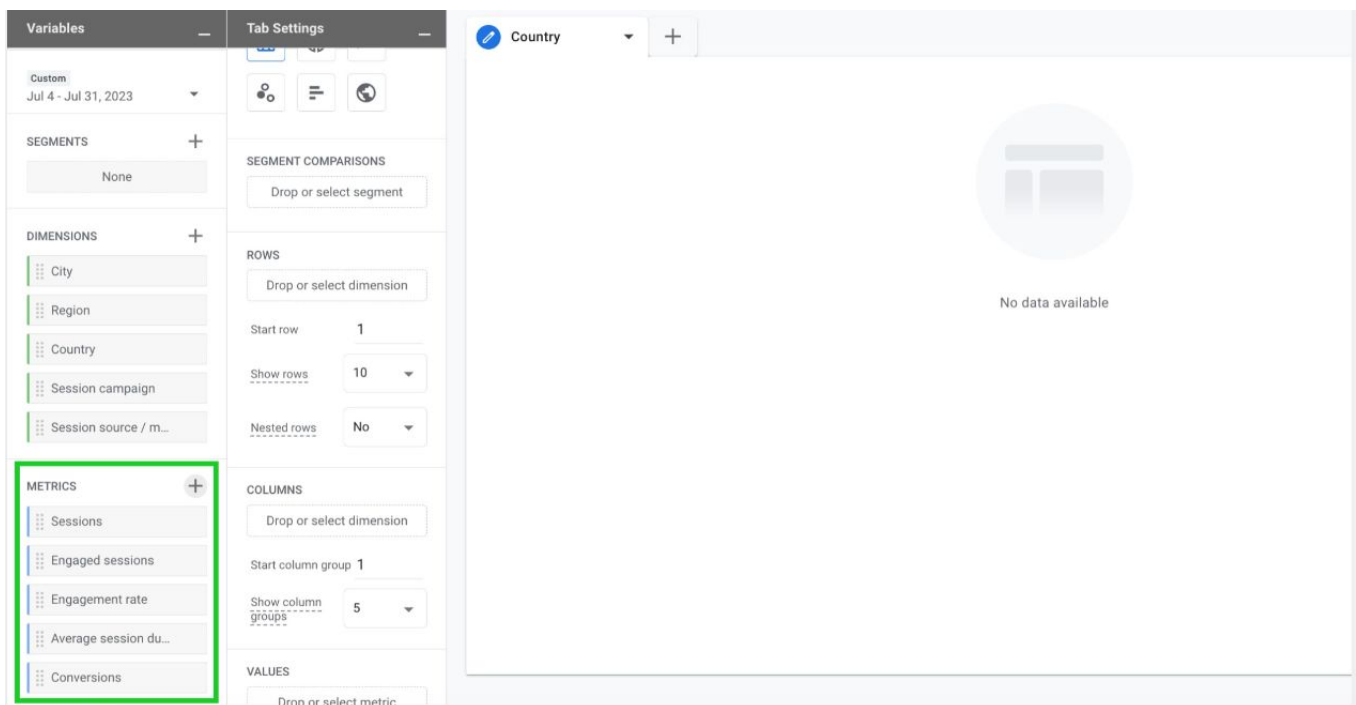


The screenshot displays the Dealer Inspire interface. On the left, the 'Variables' panel is open, showing 'Exploration Name: Location Overview' and 'Custom Jul 4 - Jul 31, 2023'. Below this, the 'SEGMENTS' section is empty. The 'DIMENSIONS' section is highlighted with a green box and contains five items: 'City', 'Region', 'Country', 'Session campaign', and 'Session source / m...'. Below 'DIMENSIONS' is the 'METRICS' section, which is also empty. On the right, the 'Tab Settings' panel is open, showing 'TECHNIQUE' set to 'Free form' and 'VISUALIZATION' options. The main content area on the right shows a 'Country' dropdown menu and a '+ ' button, with a large circular icon and the text 'No data available' below it.

STEP 4: Click the ‘+’ Next to ‘METRICS’ and select:

- a. Sessions
- b. Engaged sessions
- c. Engagement rate
- d. Average session duration
- e. Conversions

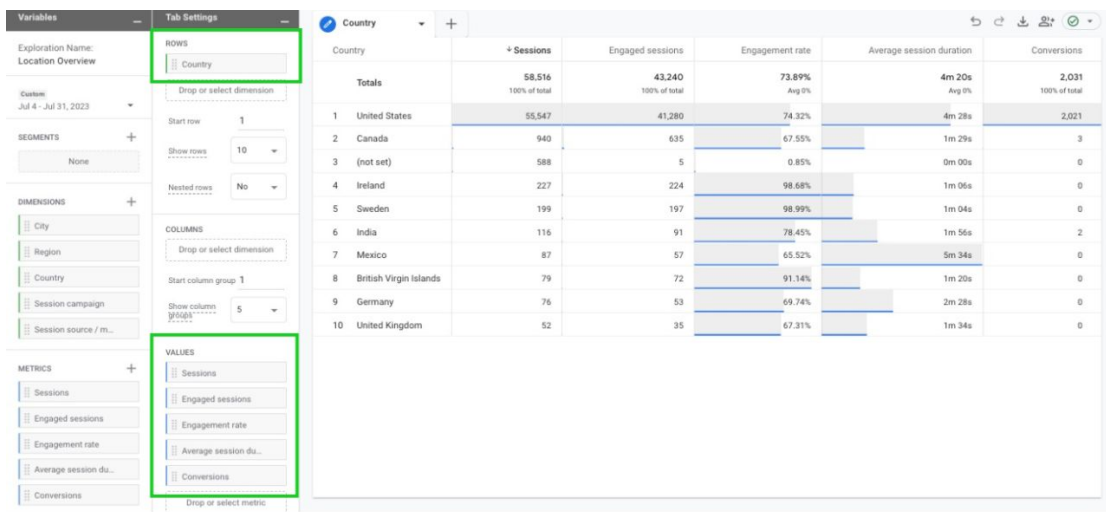
Click ‘Import’ when done. You should now see the five metrics under ‘METRICS’



The screenshot displays the Dealer Inspire dashboard configuration interface. On the left, the 'Variables' panel is expanded to show the 'METRICS' section, which is highlighted with a green border. The 'METRICS' section contains five items: 'Sessions', 'Engaged sessions', 'Engagement rate', 'Average session du...', and 'Conversions'. The 'Tab Settings' panel on the right shows various configuration options for the dashboard tab, including 'SEGMENT COMPARISONS', 'ROWS', 'COLUMNS', and 'VALUES'. The main dashboard area on the right shows a 'Country' dropdown menu and a large empty space with a 'No data available' message.

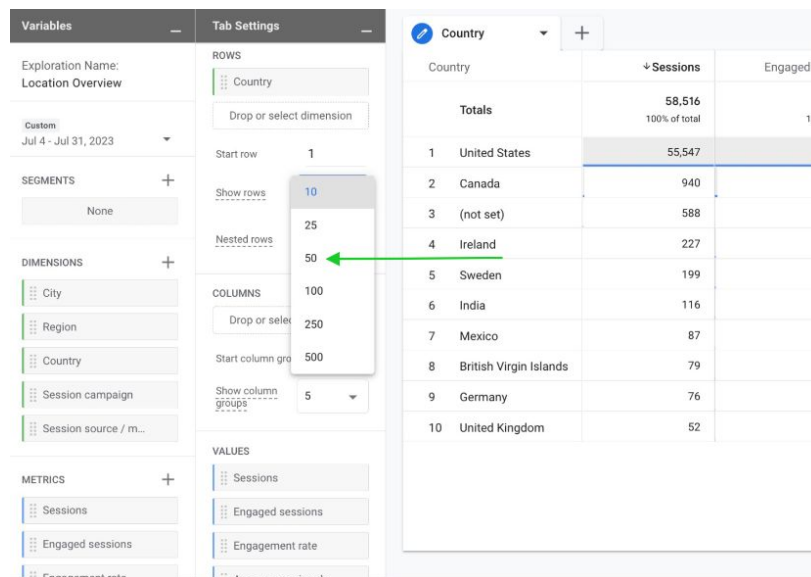
STEP 5: Drag the dimension of 'Country' under 'ROWS'. Drag the metrics of 'Session', 'Engaged session', 'Engagement rate', 'Average session duration', and 'Conversions' under 'VALUES'.

'Country', 'Session', 'Engaged session', 'Engagement rate', 'Average session duration', and 'Conversions' should now show in the right column and data will populate.



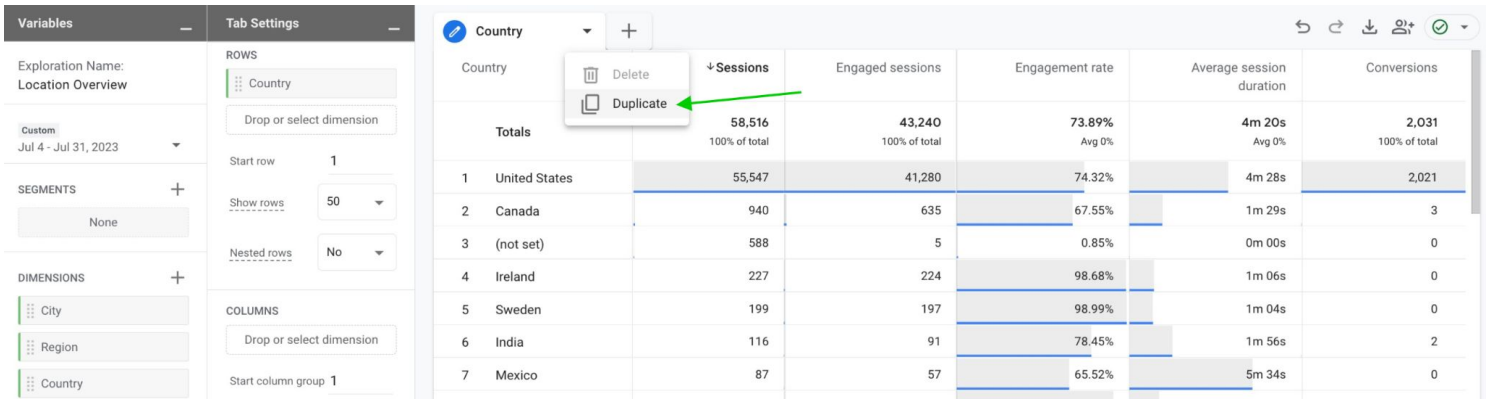
Country	Sessions	Engaged sessions	Engagement rate	Average session duration	Conversions
Totals	58,516 100% of total	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 United States	55,547	41,280	74.32%	4m 28s	2,021
2 Canada	940	635	67.55%	1m 29s	3
3 (not set)	588	5	0.85%	0m 00s	0
4 Ireland	227	224	98.68%	1m 06s	0
5 Sweden	199	197	98.99%	1m 04s	0
6 India	116	91	78.45%	1m 56s	2
7 Mexico	87	57	65.52%	5m 34s	0
8 British Virgin Islands	79	72	91.14%	1m 20s	0
9 Germany	76	53	69.74%	2m 28s	0
10 United Kingdom	52	35	67.31%	1m 34s	0

STEP 6: In 'ROWS' section next to 'Show rows' change the number from 10 to 50



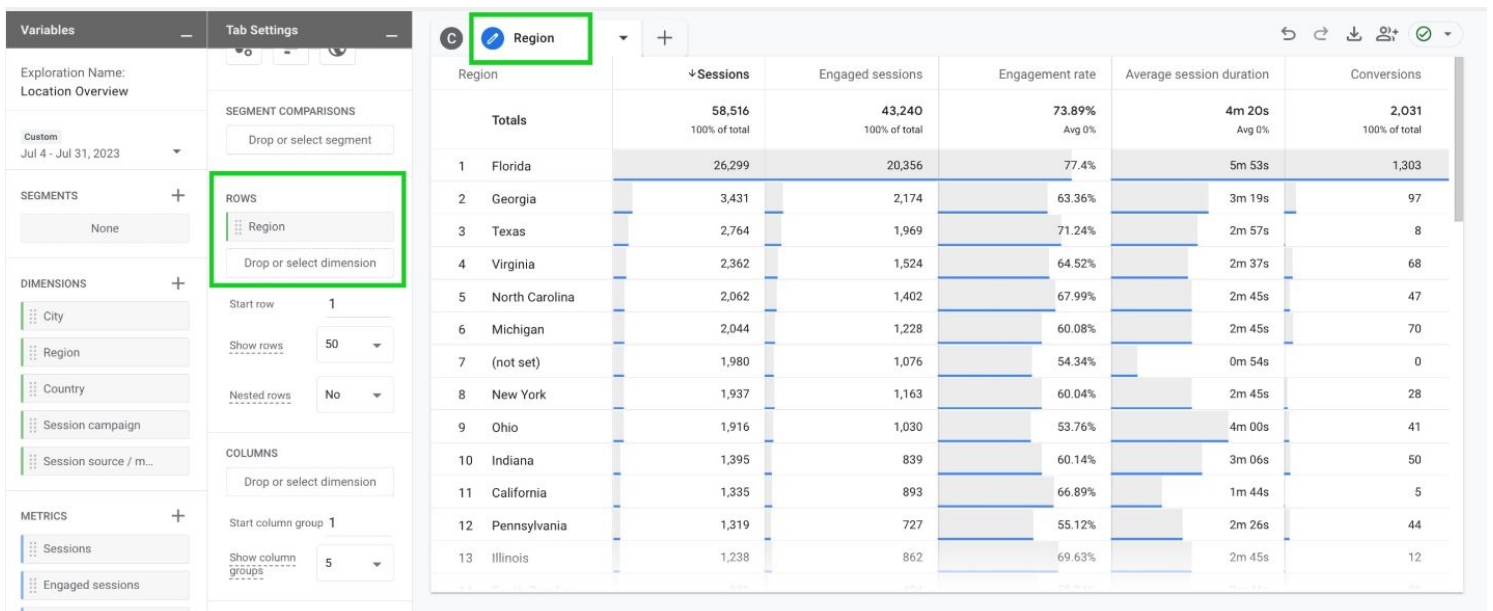
Country	Sessions	Engaged s
Totals	58,516 100% of total	10
1 United States	55,547	
2 Canada	940	
3 (not set)	588	
4 Ireland	227	
5 Sweden	199	
6 India	116	
7 Mexico	87	
8 British Virgin Islands	79	
9 Germany	76	
10 United Kingdom	52	

STEP 7: On the first page of the report (for this example we named it 'Country') click the arrow and select 'Duplicate'. Rename the new page 'Region'



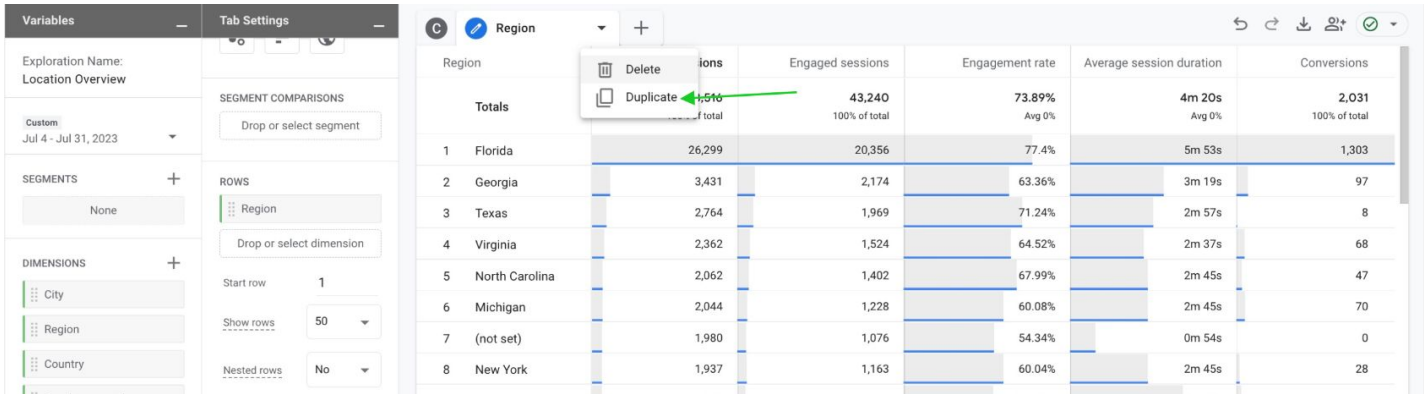
Country	Sessions	Engaged sessions	Engagement rate	Average session duration	Conversions
Totals	58,516 100% of total	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 United States	55,547	41,280	74.32%	4m 28s	2,021
2 Canada	940	635	67.55%	1m 29s	3
3 (not set)	588	5	0.85%	0m 00s	0
4 Ireland	227	224	98.68%	1m 06s	0
5 Sweden	199	197	98.99%	1m 04s	0
6 India	116	91	78.45%	1m 56s	2
7 Mexico	87	57	65.52%	5m 34s	0

STEP 8: On the new page named 'Region', drag the dimension of 'Region' under 'ROWS'. Then click the 'X' on 'Country' to delete it so 'Region' is now the only dimension under 'ROWS'



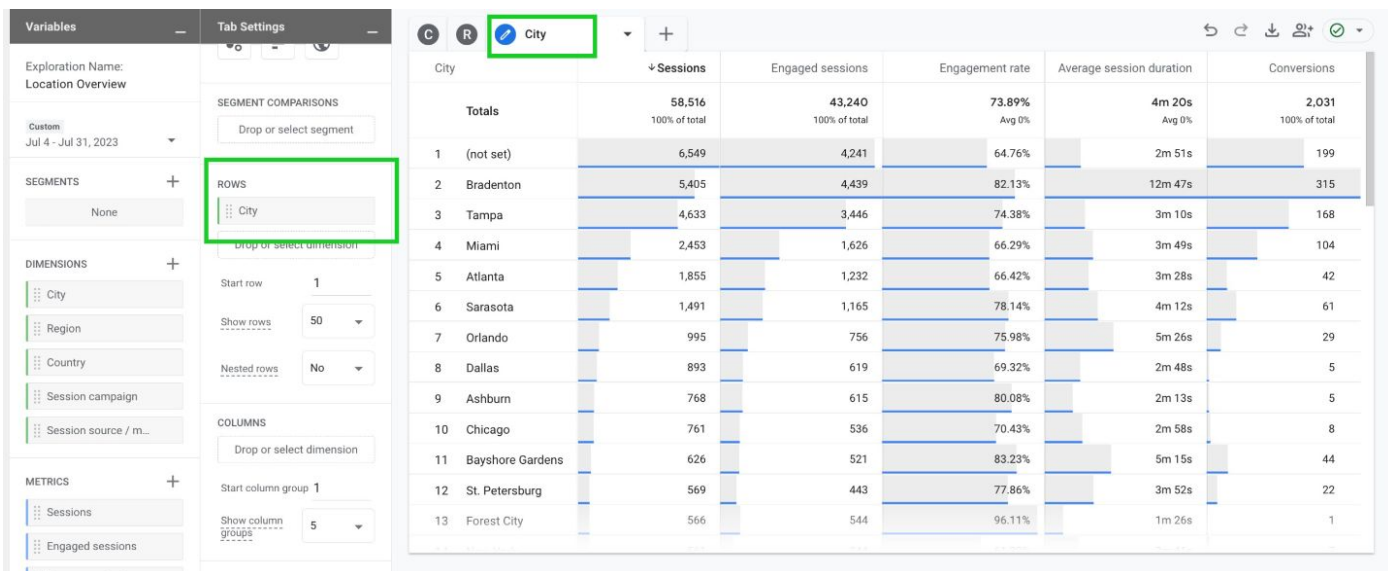
Region	Sessions	Engaged sessions	Engagement rate	Average session duration	Conversions
Totals	58,516 100% of total	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 Florida	26,299	20,356	77.4%	5m 53s	1,303
2 Georgia	3,431	2,174	63.36%	3m 19s	97
3 Texas	2,764	1,969	71.24%	2m 57s	8
4 Virginia	2,362	1,524	64.52%	2m 37s	68
5 North Carolina	2,062	1,402	67.99%	2m 45s	47
6 Michigan	2,044	1,228	60.08%	2m 45s	70
7 (not set)	1,980	1,076	54.34%	0m 54s	0
8 New York	1,937	1,163	60.04%	2m 45s	28
9 Ohio	1,916	1,030	53.76%	4m 00s	41
10 Indiana	1,395	839	60.14%	3m 06s	50
11 California	1,335	893	66.89%	1m 44s	5
12 Pennsylvania	1,319	727	55.12%	2m 26s	44
13 Illinois	1,238	862	69.63%	2m 45s	12

STEP 9: On the second page of the report (for this example we named it 'Region') click the arrow and select 'Duplicate'. Rename the new page 'City'



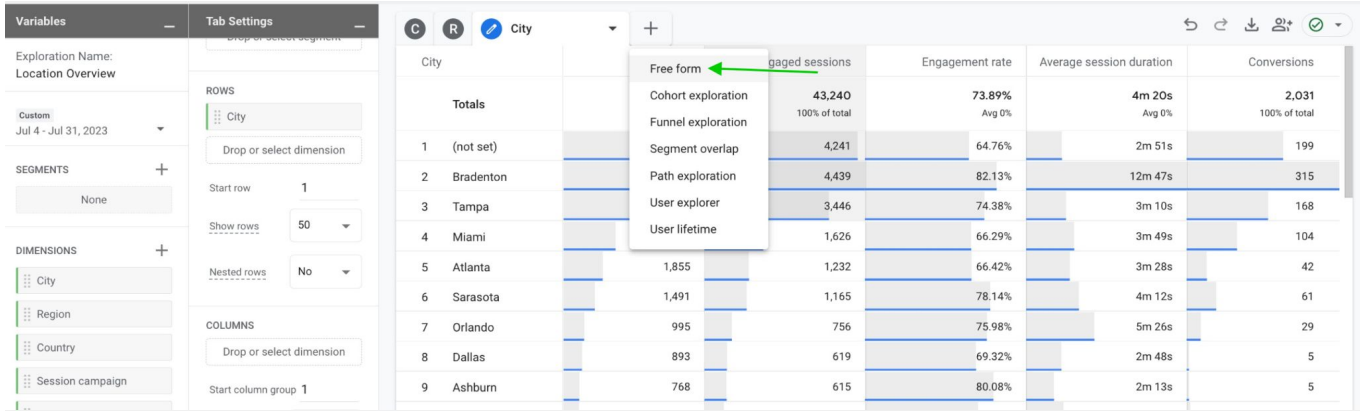
Region	Sessions	Engaged sessions	Engagement rate	Average session duration	Conversions
Totals	58,516 100% of total	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 Florida	26,299	20,356	77.4%	5m 53s	1,303
2 Georgia	3,431	2,174	63.36%	3m 19s	97
3 Texas	2,764	1,969	71.24%	2m 57s	8
4 Virginia	2,362	1,524	64.52%	2m 37s	68
5 North Carolina	2,062	1,402	67.99%	2m 45s	47
6 Michigan	2,044	1,228	60.08%	2m 45s	70
7 (not set)	1,980	1,076	54.34%	0m 54s	0
8 New York	1,937	1,163	60.04%	2m 45s	28

STEP 10: On the new page named 'City', drag the dimension of 'City' under 'ROWS'. Then click the 'X' on 'Region' to delete it so 'City' is now the only dimension under 'ROWS'



City	Sessions	Engaged sessions	Engagement rate	Average session duration	Conversions
Totals	58,516 100% of total	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 (not set)	6,549	4,241	64.76%	2m 51s	199
2 Bradenton	5,405	4,439	82.13%	12m 47s	315
3 Tampa	4,633	3,446	74.38%	3m 10s	168
4 Miami	2,453	1,626	66.29%	3m 49s	104
5 Atlanta	1,855	1,232	66.42%	3m 28s	42
6 Sarasota	1,491	1,165	78.14%	4m 12s	61
7 Orlando	995	756	75.98%	5m 26s	29
8 Dallas	893	619	69.32%	2m 48s	5
9 Ashburn	768	615	80.08%	2m 13s	5
10 Chicago	761	536	70.43%	2m 58s	8
11 Bayshore Gardens	626	521	83.23%	5m 15s	44
12 St. Petersburg	569	443	77.86%	3m 52s	22
13 Forest City	566	544	96.11%	1m 26s	1

STEP 11: Click on the '+' to add a new page to the report. Select 'Free form'. Name the page 'Source/medium'



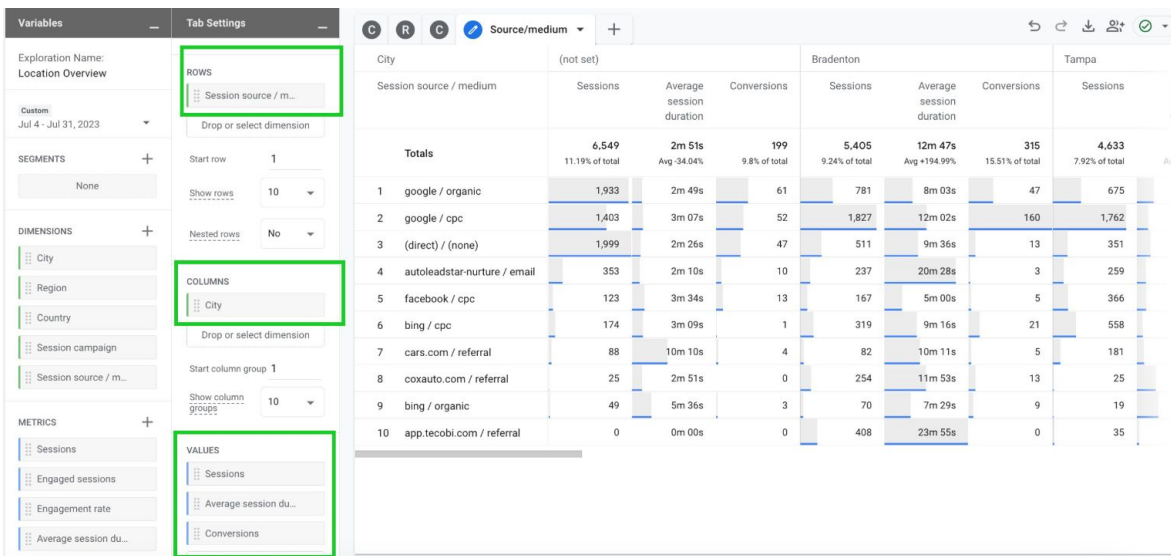
City	Engaged sessions	Engagement rate	Average session duration	Conversions	
Totals	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total	
1 (not set)					
2 Bradenton	4,241	64.76%	2m 51s	199	
3 Tampa	4,439	82.13%	12m 47s	315	
4 Miami	3,446	74.38%	3m 10s	168	
5 Atlanta	1,855	1,232	66.42%	3m 28s	42
6 Sarasota	1,491	1,165	78.14%	4m 12s	61
7 Orlando	995	756	75.98%	5m 26s	29
8 Dallas	893	619	69.32%	2m 48s	5
9 Ashburn	768	615	80.08%	2m 13s	5

STEP 12: On the new page named 'Source/medium', drag the dimension of 'Session source/medium' under 'ROWS'.

Drag the dimension of 'City' under 'COLUMNS'

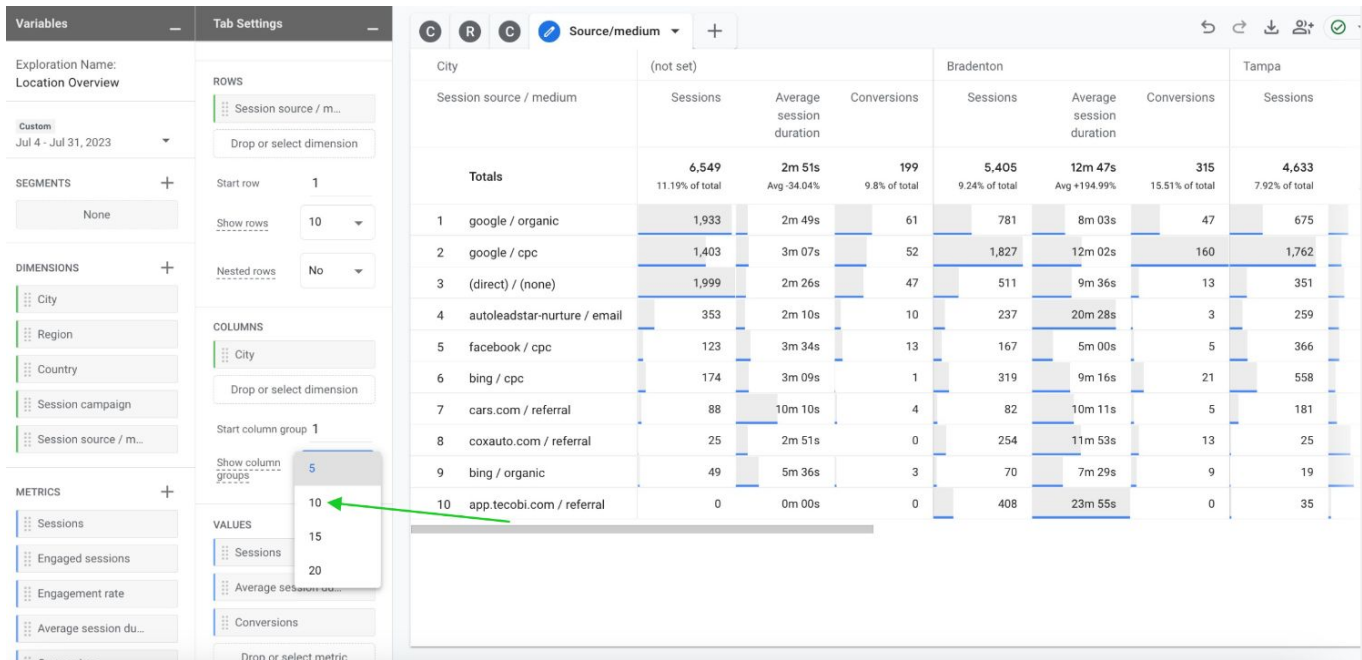
Drag the metrics of 'Sessions', 'Average session duration', and 'Conversions' under 'VALUES'

'Session source/medium', 'City', 'Session', 'Average session duration', and 'Conversions' should now show in the right column and data will populate.



City	(not set)	Bradenton	Tampa
Session source / medium	Sessions	Average session duration	Conversions
Totals	6,549 11.19% of total	2m 51s Avg 34.04%	199 9.8% of total
1 google / organic	1,933	2m 49s	61
2 google / cpc	1,403	3m 07s	52
3 (direct) / (none)	1,999	2m 26s	47
4 autoleadstar-nurture / email	353	2m 10s	10
5 facebook / cpc	123	3m 34s	13
6 bing / cpc	174	3m 09s	1
7 cars.com / referral	88	10m 10s	4
8 coxauto.com / referral	25	2m 51s	0
9 bing / organic	49	5m 36s	3
10 app.tecobi.com / referral	0	0m 00s	0

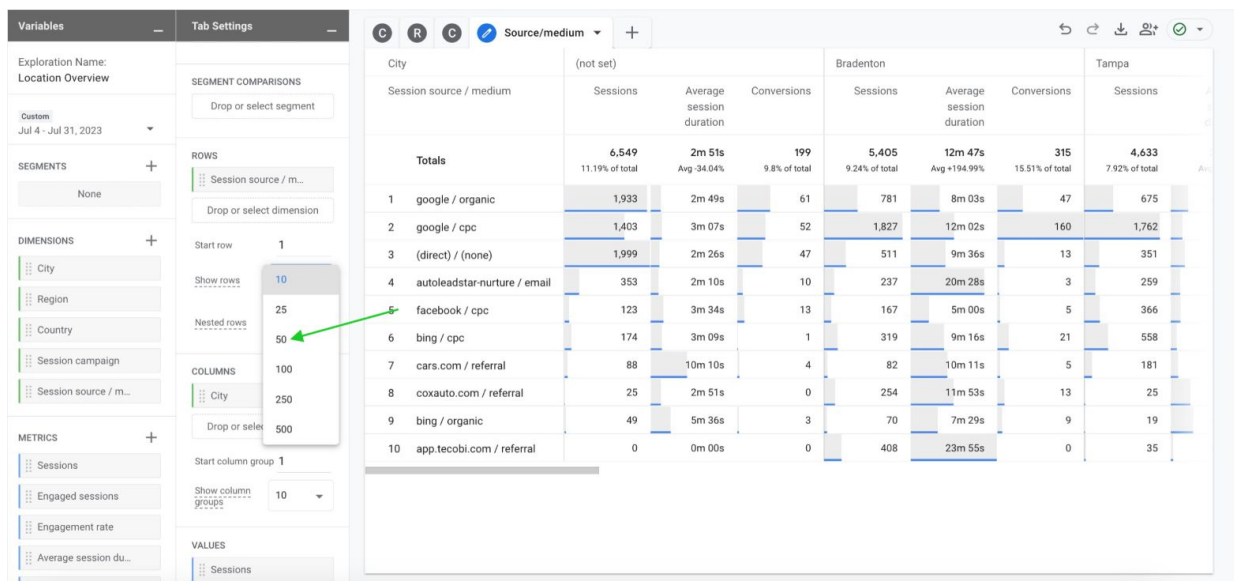
STEP 13: In the 'COLUMNS' section next to 'Show column groups' change the number from 5 to 10. This will allow you to see the source/mediums for the top 10 cities.



The screenshot shows the Dealer Inspire interface with the 'COLUMNS' section expanded. The 'Show column groups' dropdown is set to 10, indicated by a green arrow. The main table displays data for various source/mediums across different cities, including Bradenton and Tampa.

City	(not set)	Bradenton	Tampa
Session source / medium	Sessions	Average session duration	Conversions
Totals	6,549 11.19% of total	2m 51s Avg -34.04%	199 9.8% of total
		5,405 9.24% of total	315 15.51% of total
		12m 47s Avg +194.99%	4,633 7.92% of total
1 google / organic	1,933	2m 49s	61
2 google / cpc	1,403	3m 07s	52
3 (direct) / (none)	1,999	2m 26s	47
4 autoleadstar-nurture / email	353	2m 10s	10
5 facebook / cpc	123	3m 34s	13
6 bing / cpc	174	3m 09s	1
7 cars.com / referral	88	10m 10s	4
8 coxauto.com / referral	25	2m 51s	0
9 bing / organic	49	5m 36s	3
10 app.tecobi.com / referral	0	0m 00s	0

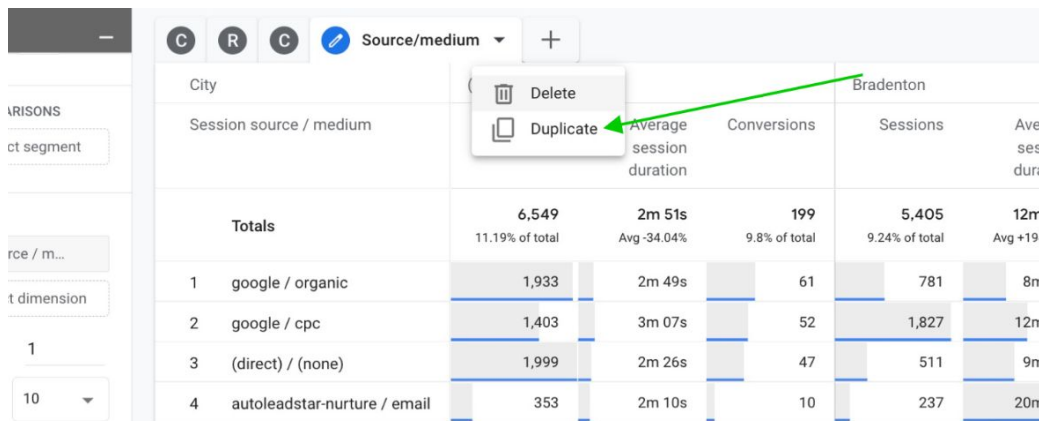
STEP 14: In 'ROWS' section next to 'Show rows' change the number from 10 to 50



The screenshot shows the Dealer Inspire interface with the 'ROWS' section expanded. The 'Show rows' dropdown is set to 50, indicated by a green arrow. The main table displays data for various source/mediums across different cities, including Bradenton and Tampa.

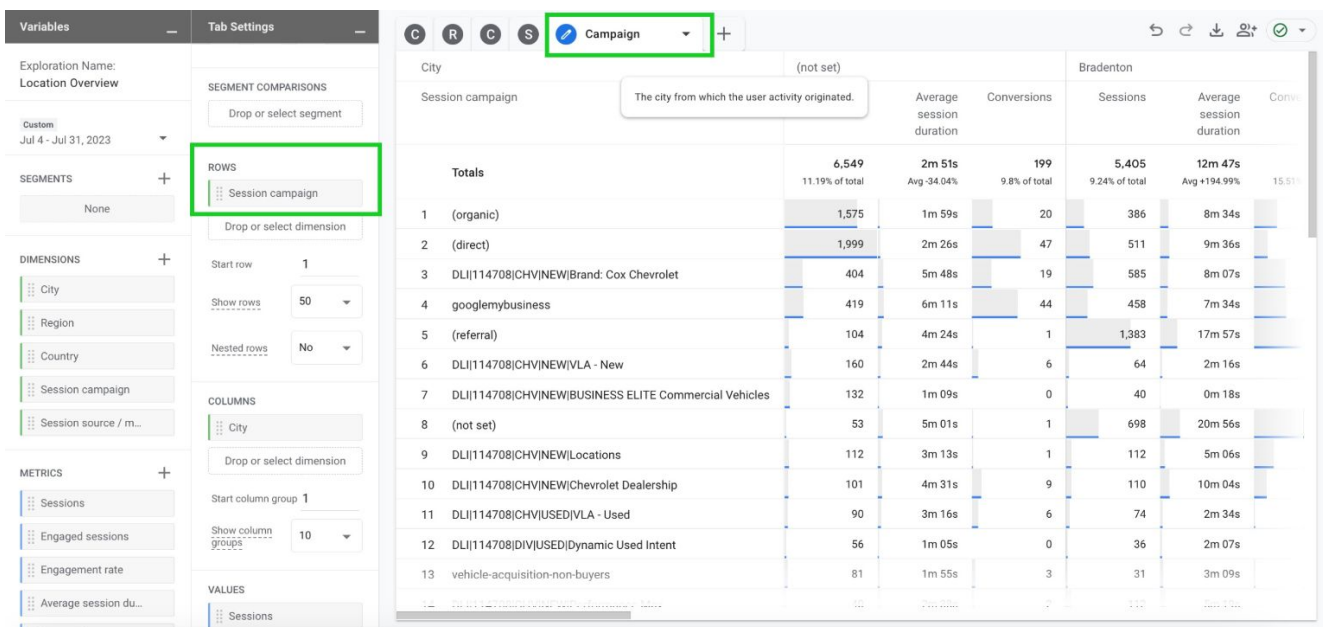
City	(not set)	Bradenton	Tampa
Session source / medium	Sessions	Average session duration	Conversions
Totals	6,549 11.19% of total	2m 51s Avg -34.04%	199 9.8% of total
		5,405 9.24% of total	315 15.51% of total
		12m 47s Avg +194.99%	4,633 7.92% of total
1 google / organic	1,933	2m 49s	61
2 google / cpc	1,403	3m 07s	52
3 (direct) / (none)	1,999	2m 26s	47
4 autoleadstar-nurture / email	353	2m 10s	10
5 facebook / cpc	123	3m 34s	13
6 bing / cpc	174	3m 09s	1
7 cars.com / referral	88	10m 10s	4
8 coxauto.com / referral	25	2m 51s	0
9 bing / organic	49	5m 36s	3
10 app.tecobi.com / referral	0	0m 00s	0

STEP 15: On the fourth page of the report (for this example we named it ‘Source/medium’) click the arrow and select ‘Duplicate’. Rename the new page ‘Campaign’



City	Session source / medium	Average session duration	Conversions	Sessions	Average session duration	
Totals		6,549 11.19% of total	2m 51s Avg -34.04%	199 9.8% of total	5,405 9.24% of total	12m Avg +19
1	google / organic	1,933	2m 49s	61	781	8m
2	google / cpc	1,403	3m 07s	52	1,827	12m
3	(direct) / (none)	1,999	2m 26s	47	511	9m
4	autoleadstar-nurture / email	353	2m 10s	10	237	20m

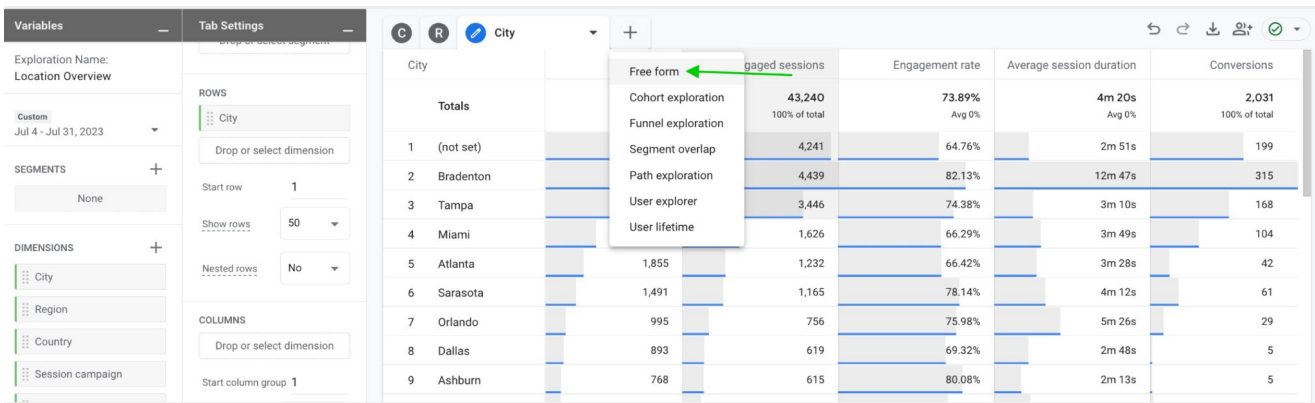
STEP 16: On the new page named ‘Campaign’, drag the dimension of ‘Session campaign’ under ‘ROWS’. Then click the ‘X’ on ‘Session source/medium’ to delete it so ‘Session campaign’ is now the only dimension under ‘ROWS’



City	Session campaign	Average session duration	Conversions	Sessions	Average session duration	
Totals		6,549 11.19% of total	2m 51s Avg -34.04%	199 9.8% of total	5,405 9.24% of total	12m 47s Avg +194.99%
1	(organic)	1,575	1m 59s	20	386	8m 34s
2	(direct)	1,999	2m 26s	47	511	9m 36s
3	DLI 114708 CHV NEW Brand: Cox Chevrolet	404	5m 48s	19	585	8m 07s
4	googlemybusiness	419	6m 11s	44	458	7m 34s
5	(referral)	104	4m 24s	1	1,383	17m 57s
6	DLI 114708 CHV NEW VLA - New	160	2m 44s	6	64	2m 16s
7	DLI 114708 CHV NEW BUSINESS ELITE Commercial Vehicles	132	1m 09s	0	40	0m 18s
8	(not set)	53	5m 01s	1	698	20m 56s
9	DLI 114708 CHV NEW Locations	112	3m 13s	1	112	5m 06s
10	DLI 114708 CHV NEW Chevrolet Dealership	101	4m 31s	9	110	10m 04s
11	DLI 114708 CHV USED VLA - Used	90	3m 16s	6	74	2m 34s
12	DLI 114708 DIV USED Dynamic Used Intent	56	1m 05s	0	36	2m 07s
13	vehicle-acquisition-non-buyers	81	1m 55s	3	31	3m 09s

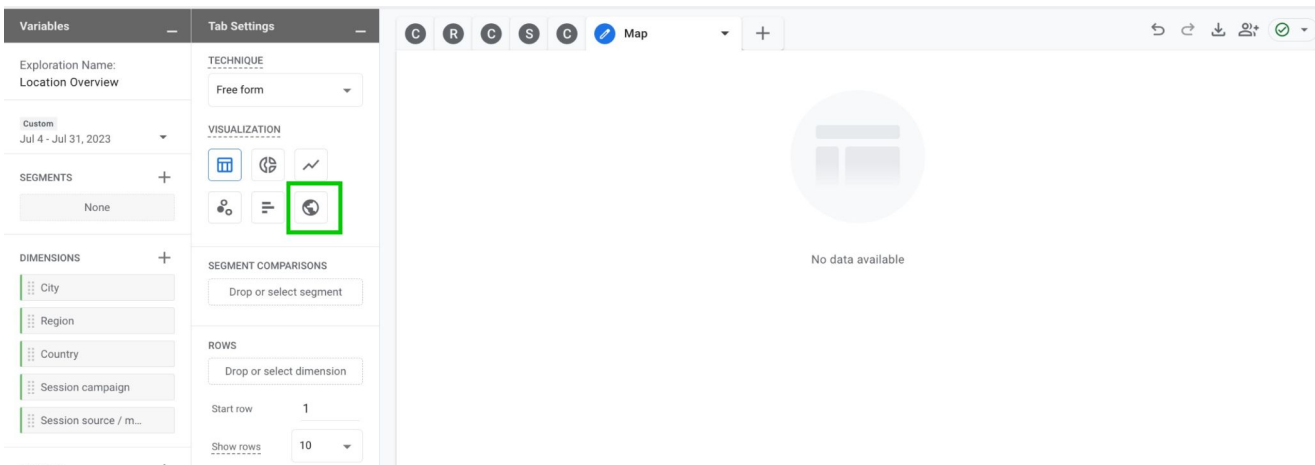
Steps 17-20 show how to create a visual representation of session traffic

STEP 17: Click on the '+' to add a new page to the report. Select 'Free form'. Name the page 'Map'








City	gaged sessions	Engagement rate	Average session duration	Conversions
Totals	43,240 100% of total	73.89% Avg 0%	4m 20s Avg 0%	2,031 100% of total
1 (not set)				
2 Bradenton	4,241	64.76%	2m 51s	199
3 Tampa	4,439	82.13%	12m 47s	315
4 Miami	3,446	74.38%	3m 10s	168
5 Atlanta	1,626	66.29%	3m 49s	104
6 Sarasota	1,855	66.42%	3m 28s	42
7 Orlando	1,491	78.14%	4m 12s	61
8 Dallas	995	75.98%	5m 26s	29
9 Ashburn	893	69.32%	2m 48s	5
	768	80.08%	2m 13s	5

STEP 18: Under 'VISUALIZATION' click the icon of the earth



Exploration Name: Location Overview

Technique: Free form

Visualization:     

Segment Comparisons: Drop or select segment

Rows: Drop or select dimension

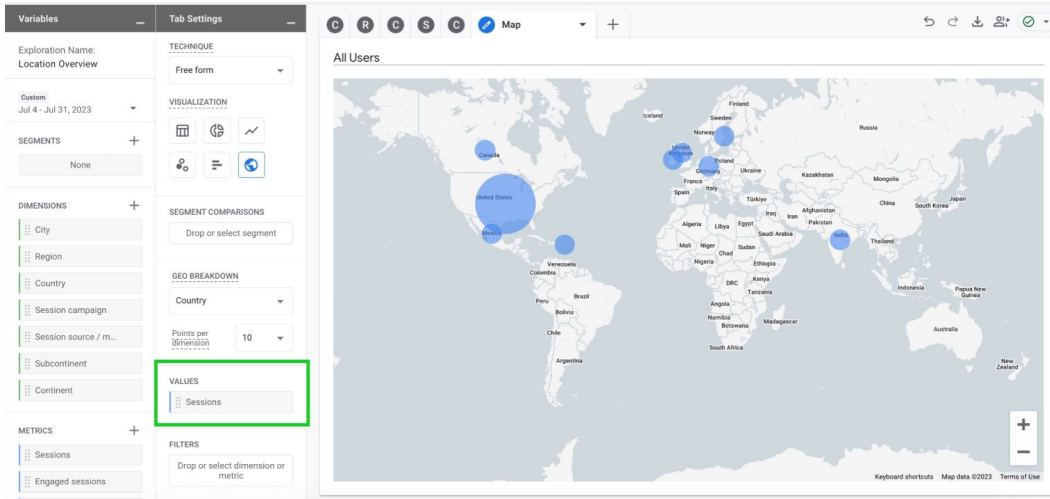
Start row: 1

Show rows: 10

Map

No data available

STEP 19: Drag the metric of ‘Sessions’ under ‘VALUES’. A map will now populate



STEP 20: Select the drop down under ‘GEO BREAKDOWN’ and change it from ‘Country’ to ‘City’. Use the plus and minus signs at the bottom to zoom in and out

