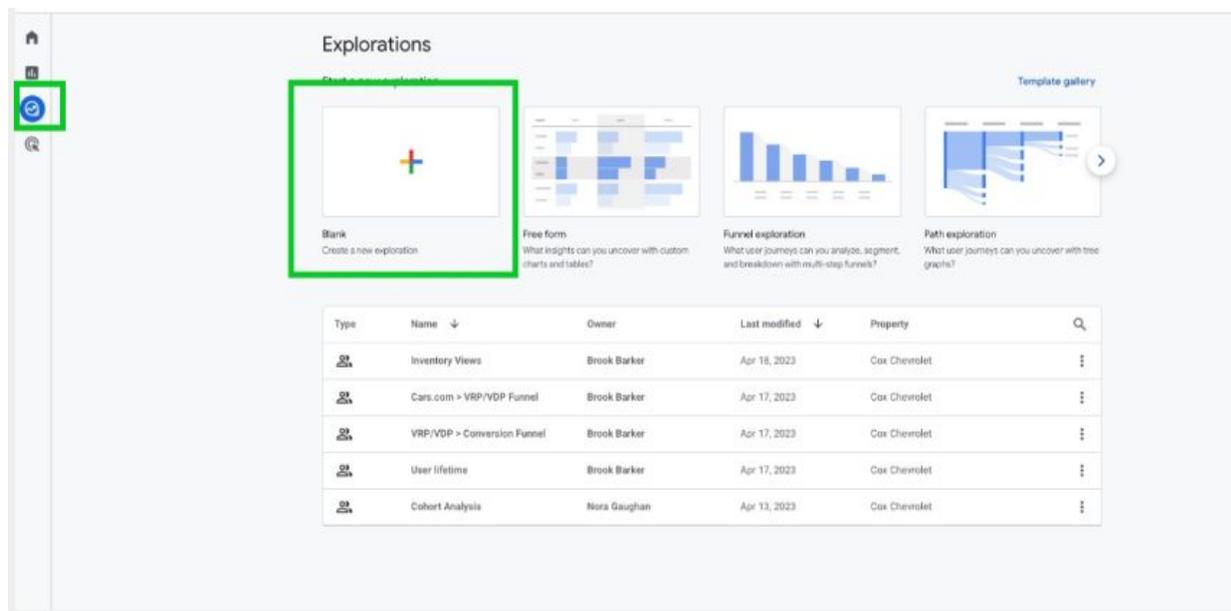


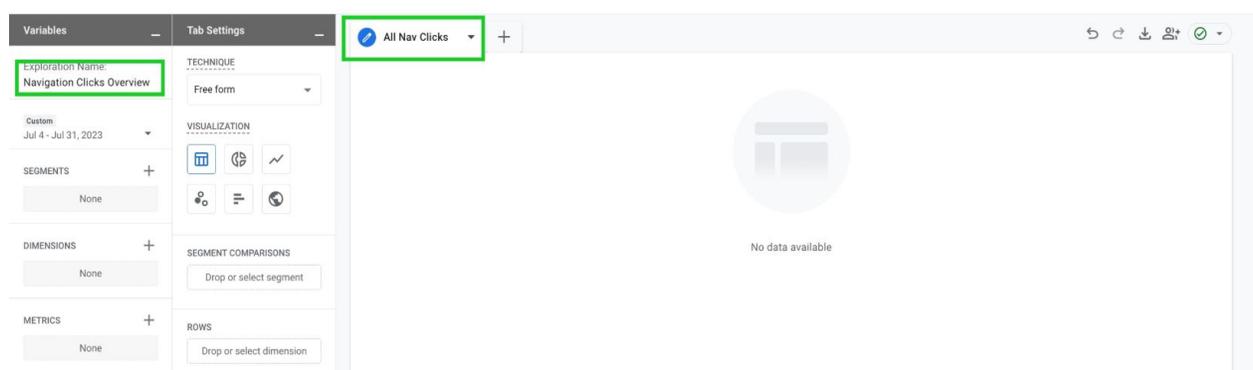
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

This resource will provide you step-by-step instructions on how to create a 'Navigation Clicks Overview' by utilizing the asc\_menu\_event. This report will give you insight as to what elements are being clicked within the navigation of the site. 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



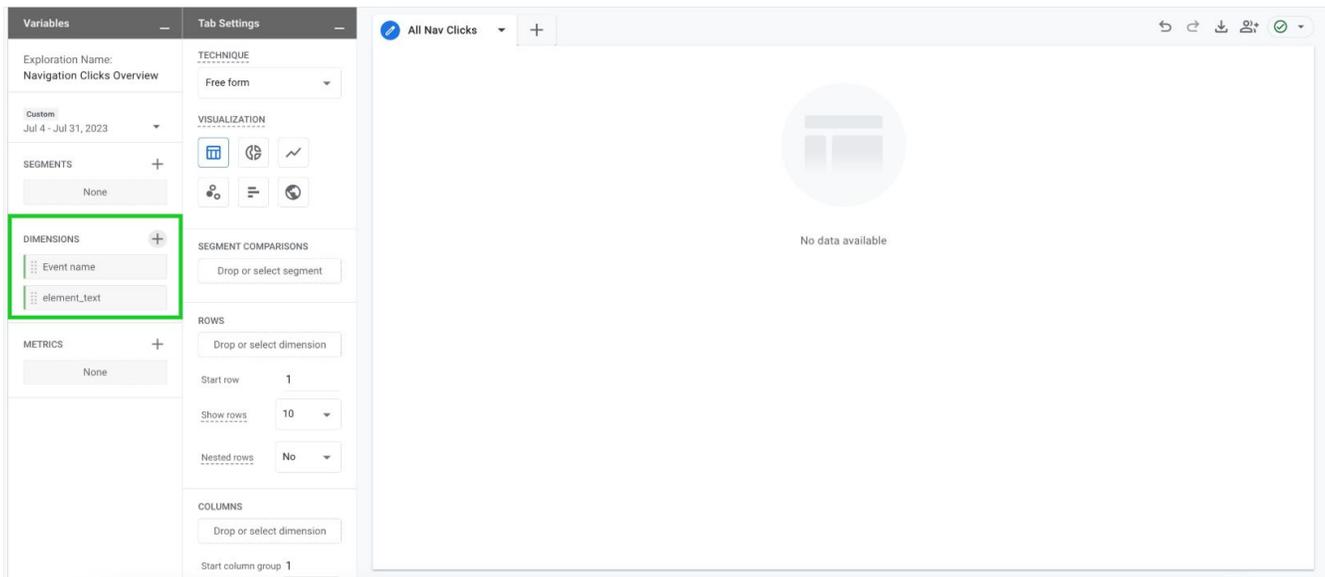
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Navigation Clicks Overview'). After naming the report, name the page (in this example we will name it 'All Nav Clicks')



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

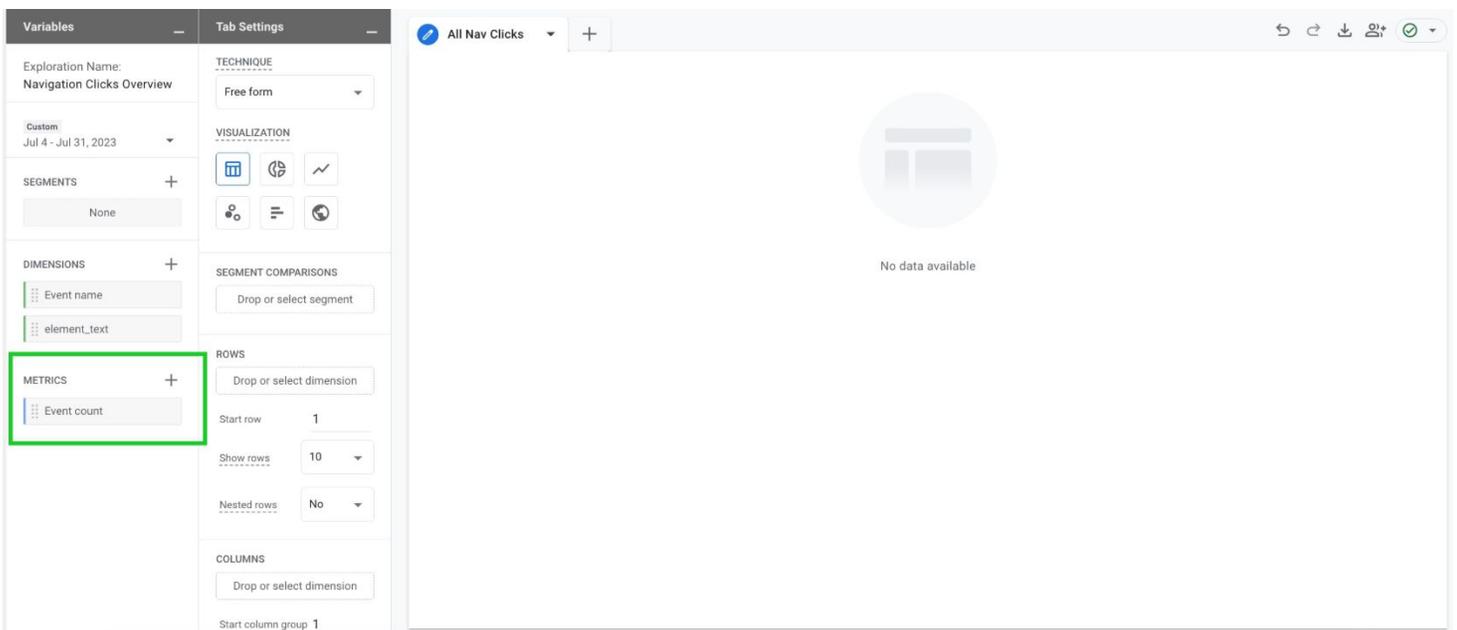
- a. Event name
- b. element\_text

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'

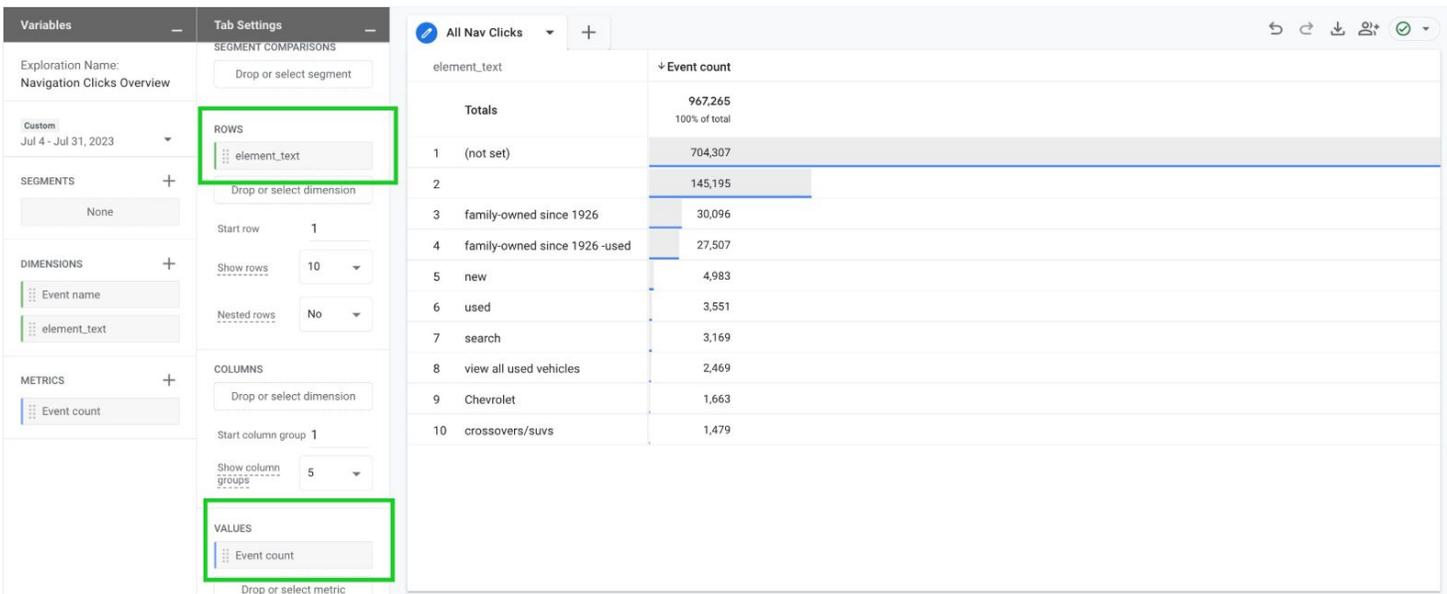


The screenshot shows the Dealer Inspire interface with the following configuration:

- Variables:** Exploration Name: Navigation Clicks Overview; Custom: Jul 4 - Jul 31, 2023; SEGMENTS: None; DIMENSIONS: Event name, element\_text; METRICS: Event count (highlighted with a green box).
- Tab Settings:** TECHNIQUE: Free form; VISUALIZATION: Free form; SEGMENT COMPARISONS: Drop or select segment; ROWS: Drop or select dimension, Start row: 1, Show rows: 10, Nested rows: No; COLUMNS: Drop or select dimension, Start column group: 1.

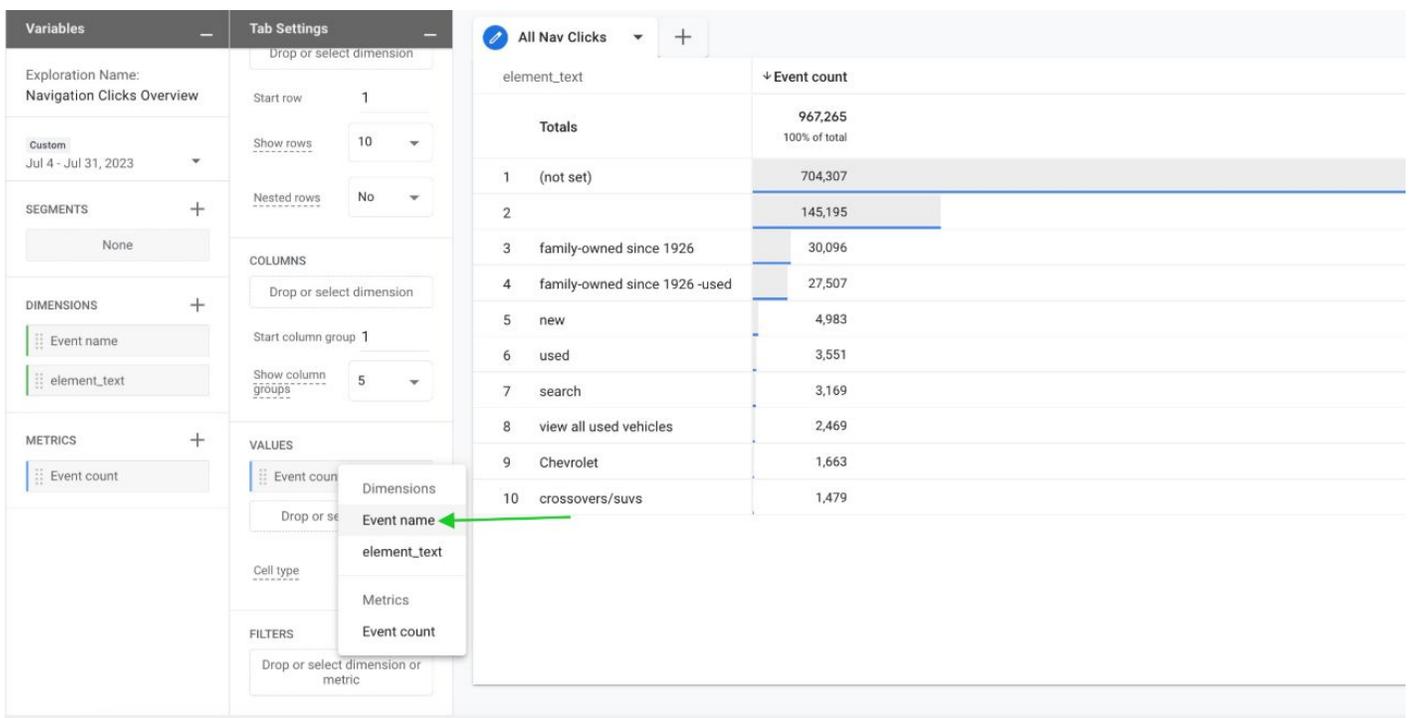
The main visualization area displays "No data available" with a placeholder icon.

**STEP 5:** Drag the dimension of 'element\_text' under 'ROWS'. Drag the metric 'Event count' under 'VALUES'. 'element\_text' and 'Event count' should now show in the right column and data will populate.



element_text	Event count
Totals	967,265 100% of total
1 (not set)	704,307
2	145,195
3 family-owned since 1926	30,096
4 family-owned since 1926-used	27,507
5 new	4,983
6 used	3,551
7 search	3,169
8 view all used vehicles	2,469
9 Chevrolet	1,663
10 crossovers/suvs	1,479

**STEP 6:** Click 'Drop or select dimension or metric' under 'FILTERS' and select 'Event name'



element_text	Event count
Totals	967,265 100% of total
1 (not set)	704,307
2	145,195
3 family-owned since 1926	30,096
4 family-owned since 1926-used	27,507
5 new	4,983
6 used	3,551
7 search	3,169
8 view all used vehicles	2,469
9 Chevrolet	1,663
10 crossovers/suvs	1,479

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

**FILTERS**

Event name

---

Filter

exactly matches ▼

---

asc\_menu\_interaction

---

CANCEL APPLY

---

Drop or select dimension or metric

**STEP 8:** In ‘ROWS’ section next to ‘Show rows’ change the number from 10 to 100

**Variables**

Exploration Name: Navigation Clicks Overview

Custom: Jul 4 - Jul 31, 2023

SEGMENTS: None

DIMENSIONS: Event name, element\_text

METRICS: Event count

**Tab Settings**

Drop or select segment

**ROWS**

element\_text: 10

Drop or select: 25

Start row: 50

Show rows: **100** ←

Nested rows: 250, 500

**COLUMNS**

Drop or select dimension

Start column group: 1

Show column groups: 5

**VALUES**

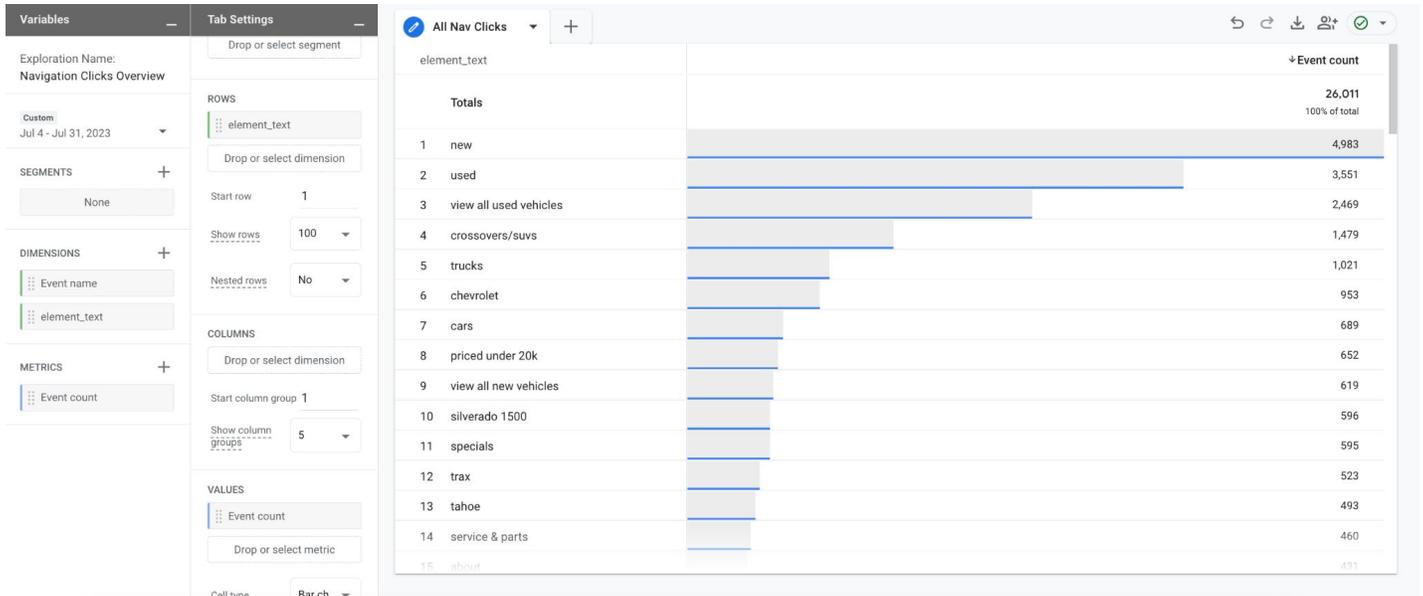
Event count

Drop or select metric

**All Nav Clicks**

element_text	Event count
Totals	26,011 (100% of total)
1 new	4,983
2 used	3,551
3 view all used vehicles	2,469
4 crossovers/suvs	1,479
5 trucks	1,021
6 chevrolet	953
7 cars	689
8 priced under 20k	652
9 view all new vehicles	619
10 silverado 1500	596
11 specials	595
12 trax	523
13 tahoe	493
14 service & parts	460
15 about	431

## STEP 9: You have completed your 'Navigation Clicks Overview' set-up!

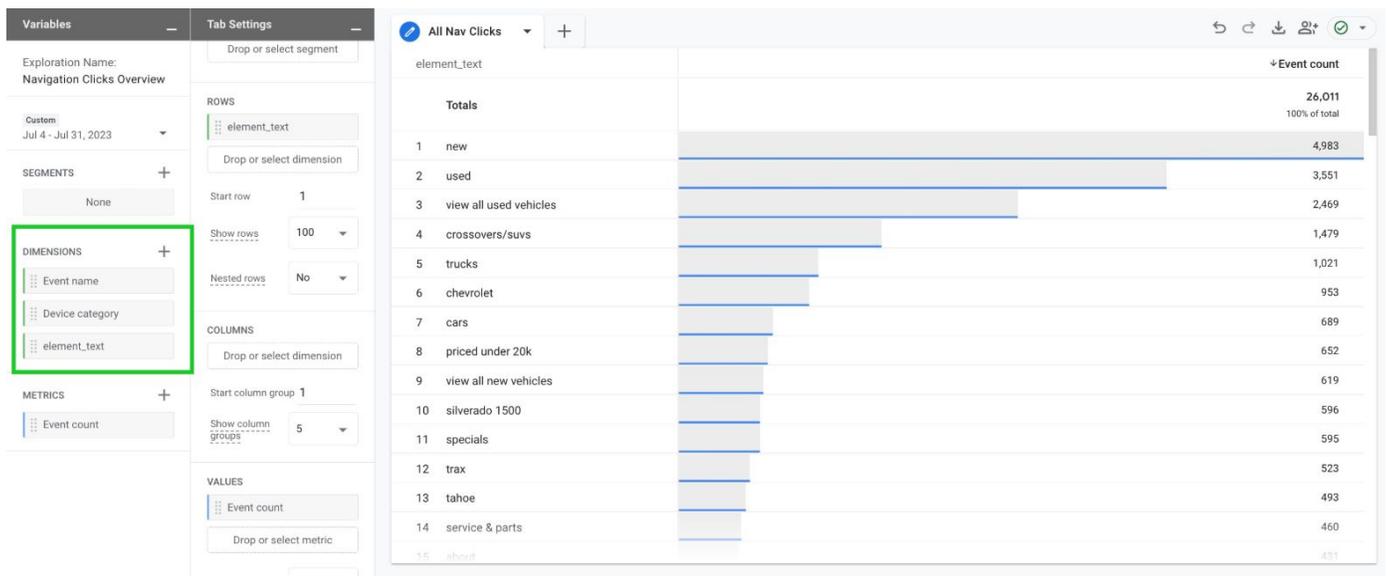


**Steps 10-12 are optional and show how you can add a device breakdown to the clicks**

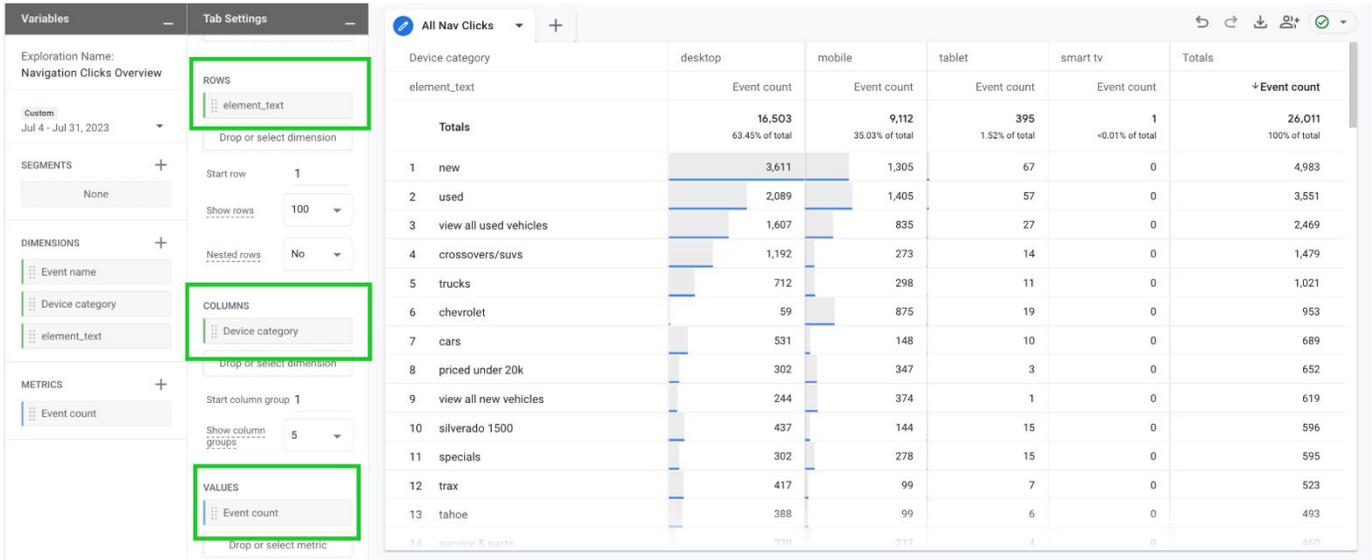
**STEP 10:** Click the '+' Next to 'DIMENSIONS' and select:

- Device category

Click 'Import' when done. You should see the 3 total dimensions under 'DIMENSIONS'



**STEP 11:** Drag the dimension of 'Device category' under 'COLUMNS'. 'element\_text', 'Device category' and 'Event count' should now show in the right column.



**STEP 12:** You will now see navigation clicks broken out by device

