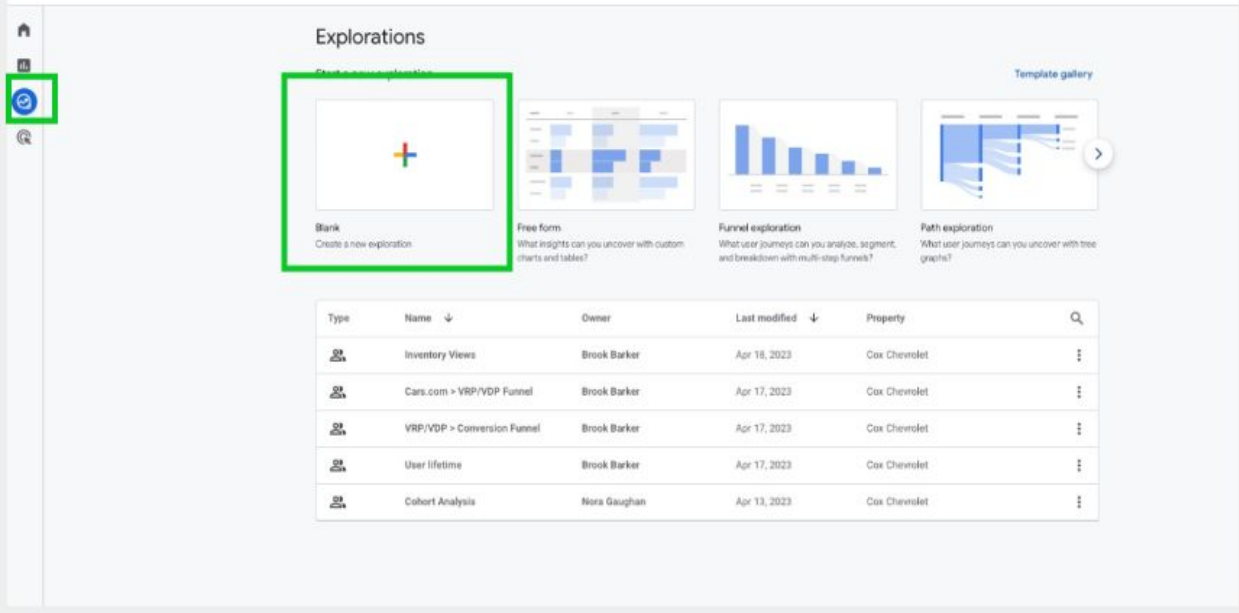
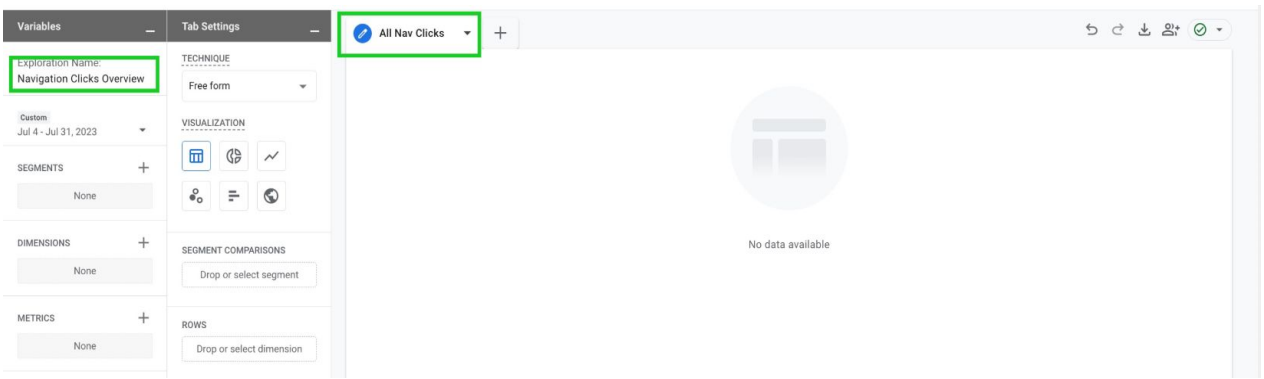
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

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')

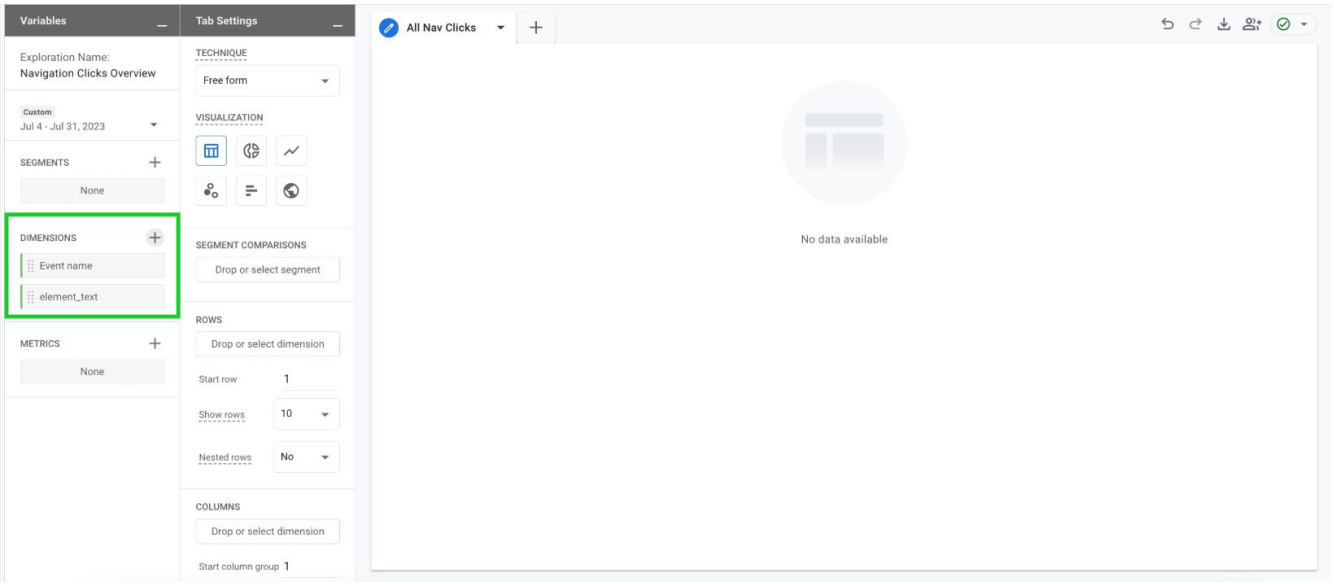


STEP 3: Click the '+' Next to 'DIMENSIONS" and select:

a. Event name

b. element_text

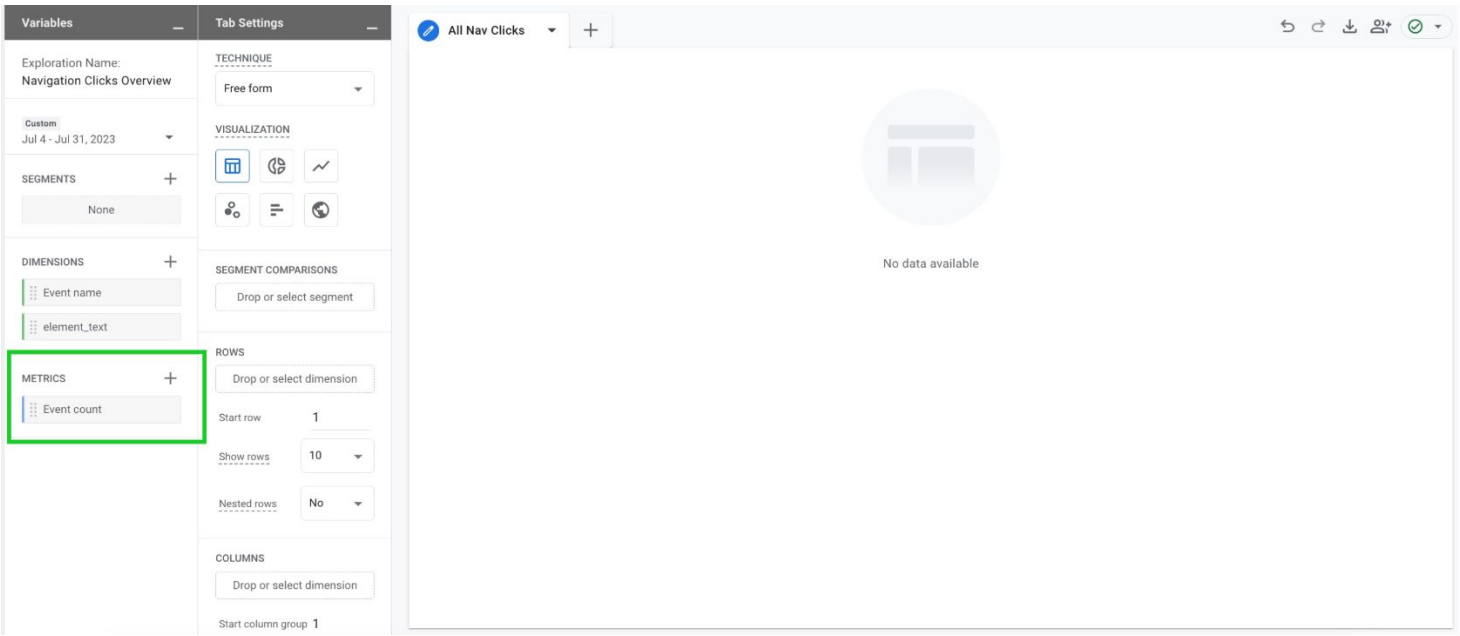
Click 'Import' when done. You should now see the two dimensions under 'DIMENSIONS"



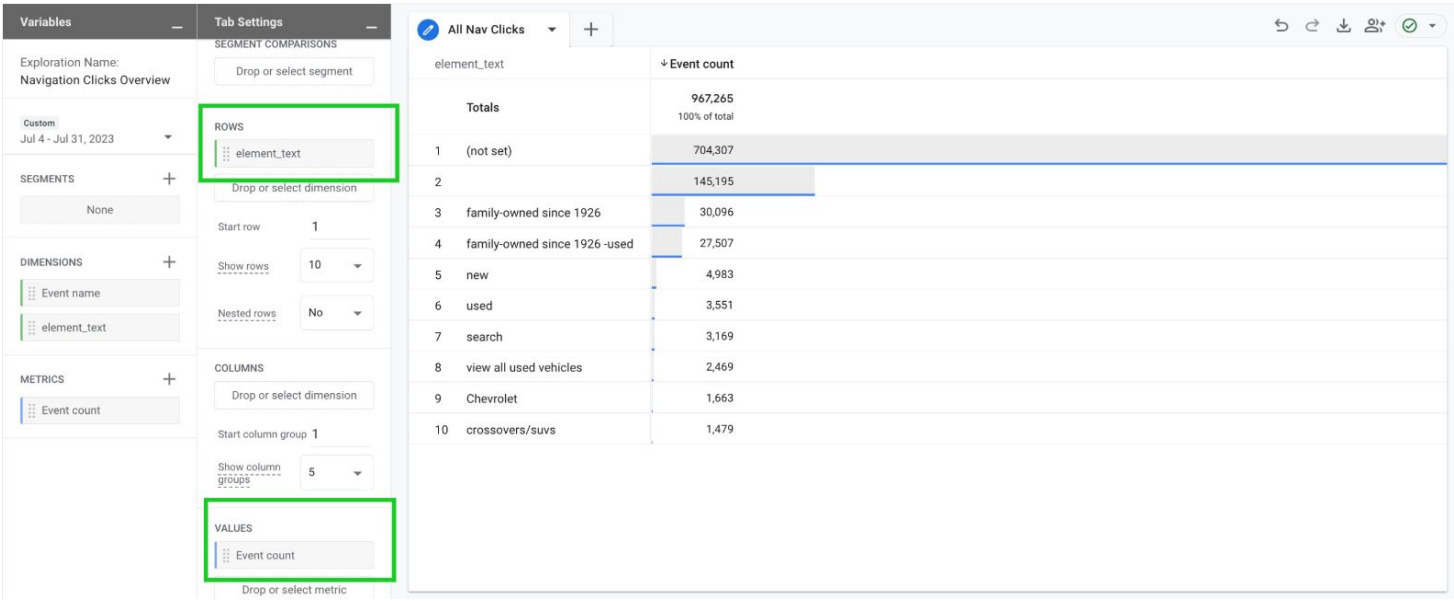
STEP 4: Click the '+' Next to 'METRICS' and select:

a. Event count

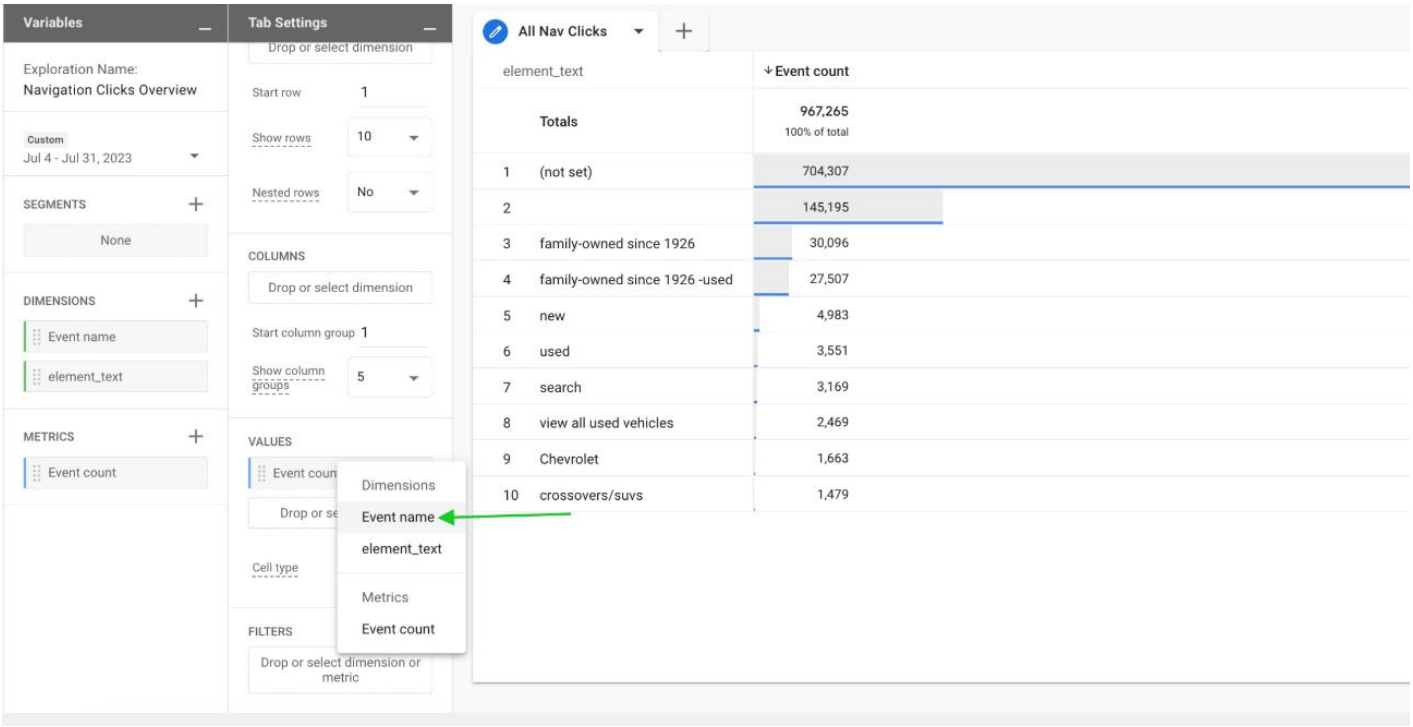
Click 'Import' when done. You should now see the one metrics under 'METRICS"



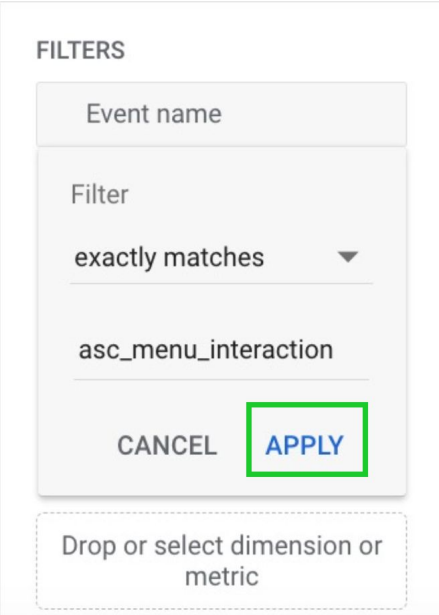
STEP 5: Drag the dimension of ‘element_text’ under ‘ROWS’. Drag the metric ‘Event count’ under ‘VALUES’. ‘element_text’ and ‘Event count’ should now show in the right column and data will populate.



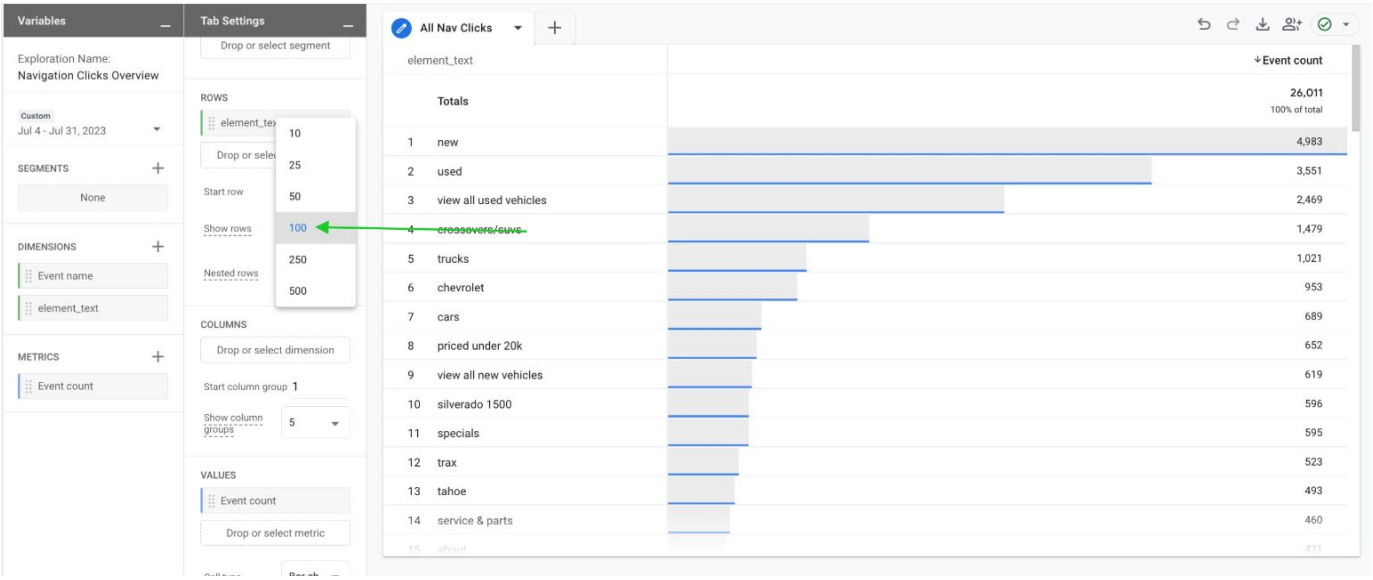
STEP 6: Click ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘Event name’



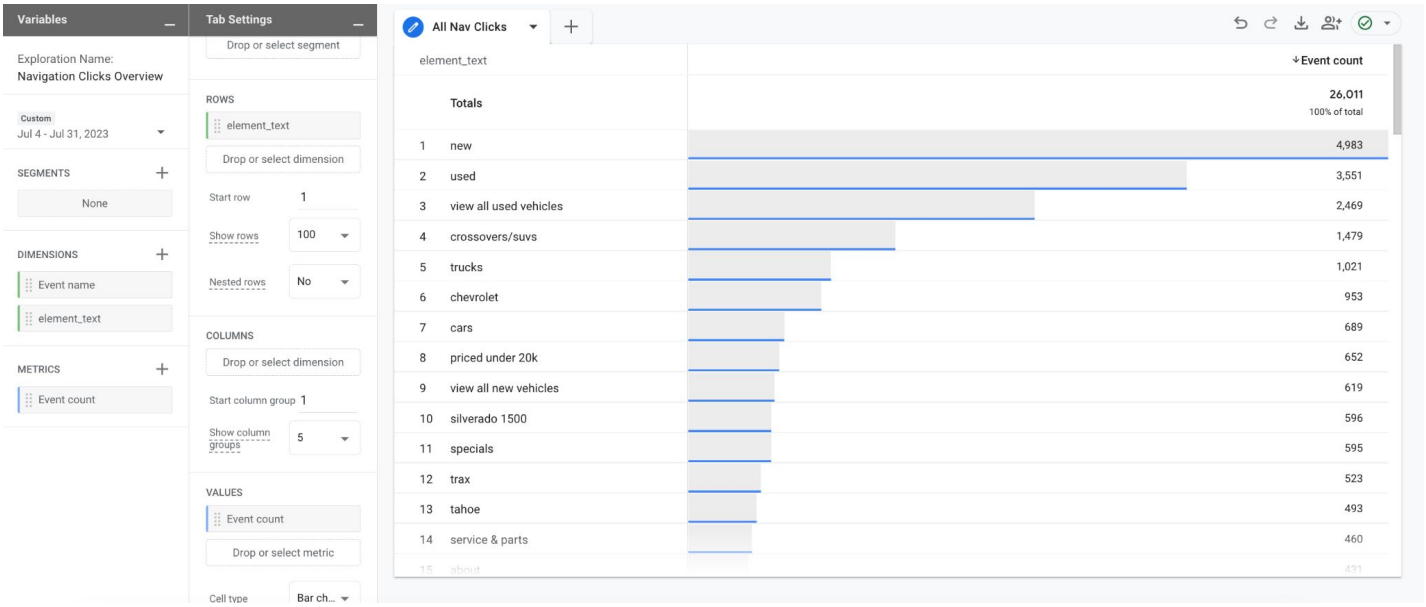
STEP 7: Under ‘Select match type’ select ‘exactly matches’ and type ‘asc_menu_interaction’ on the ‘Enter expression’ line. Click Apply



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



STEP 9: You have completed your ‘Navigation Clicks Overview’ set-up!

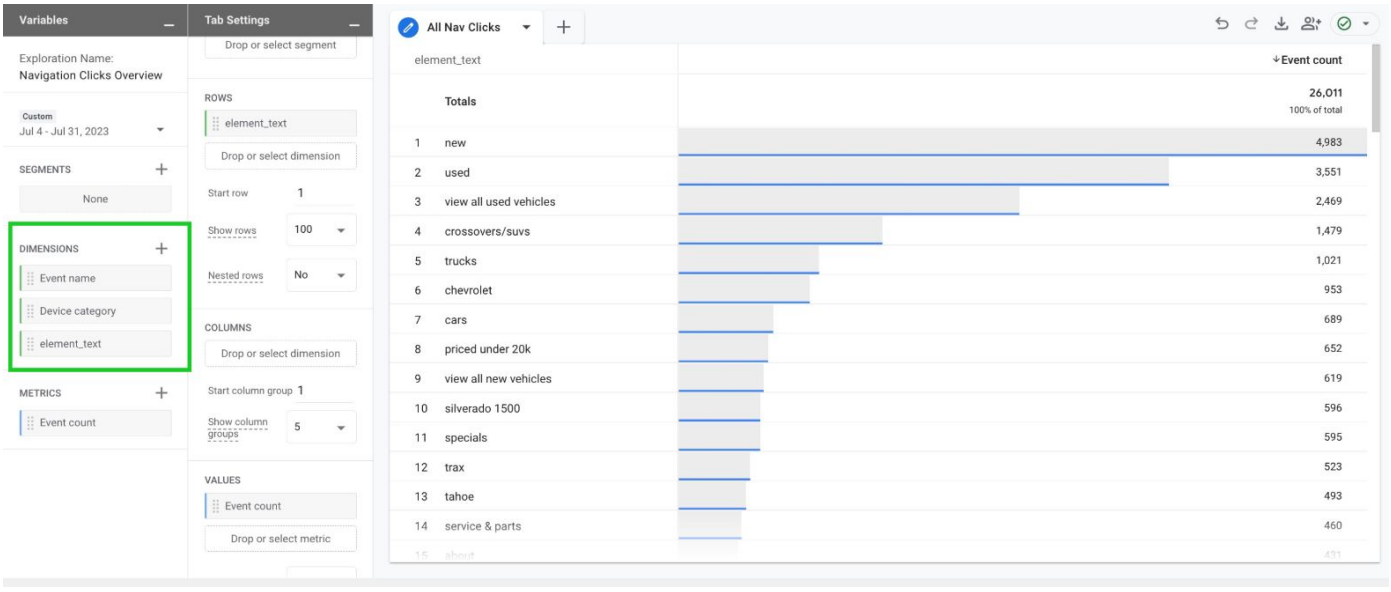


Steps 10-12 are optional and show how you can add a device breakdown to the clicks

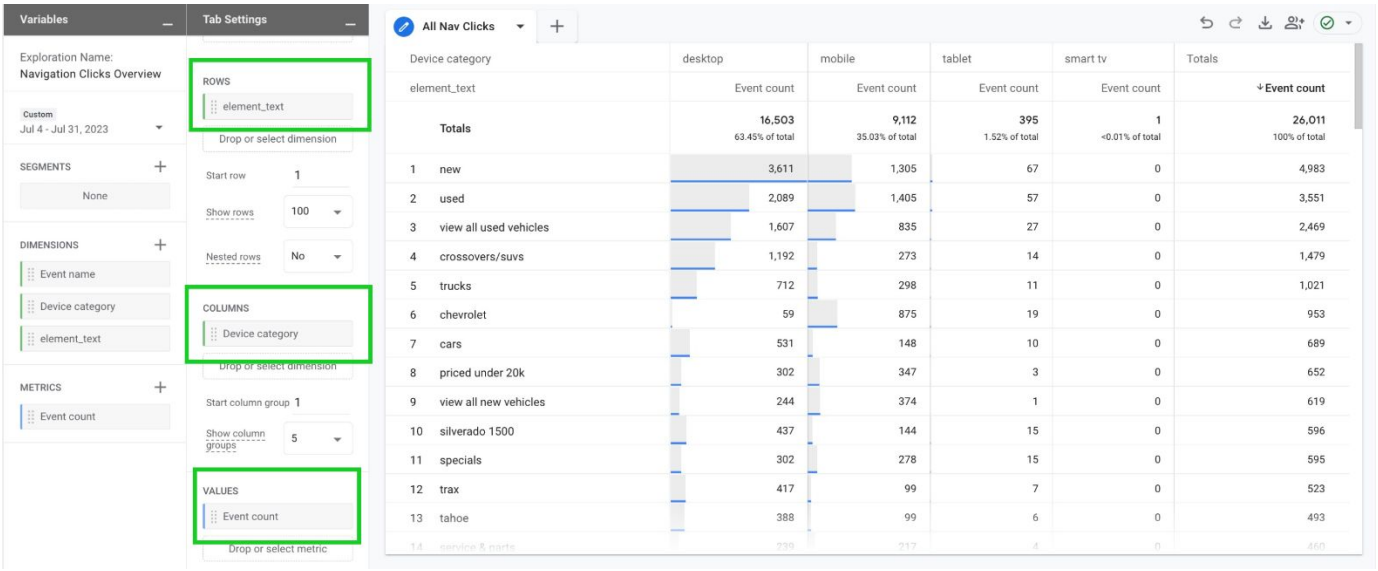
STEP 10: Click the ‘+’ Next to ‘DIMENSIONS” and select:

a. Device category

Click ‘Import’ when done. You should see the 3 total dimensions under ‘DIMENSIONS”

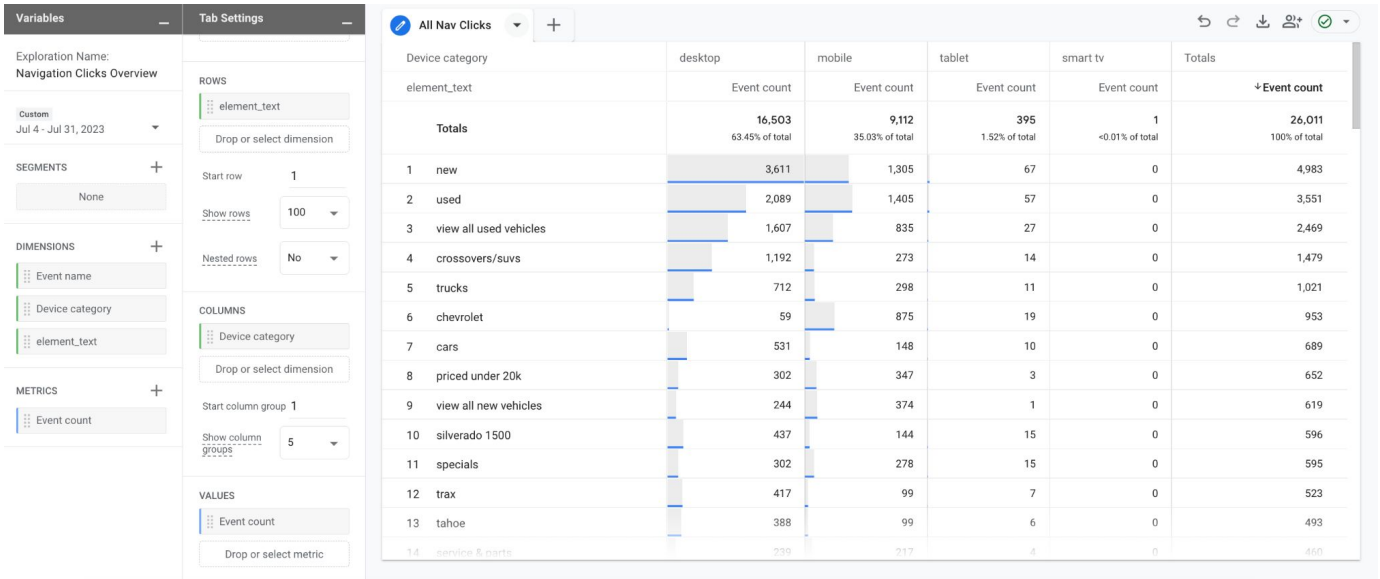


STEP 11: Drag the dimension of ‘Device category’ under ‘COLUMNS’. ‘element_text’, ‘Device category’ and ‘Event count’ should now show in the right column.



Device category	desktop	mobile	tablet	smart tv	Totals
element_text	Event count	Event count	Event count	Event count	↓Event count
Totals	16,503 63.45% of total	9,112 35.03% of total	395 1.52% of total	1 <0.01% of total	26,011 100% of total
1 new	3,611	1,305	67	0	4,983
2 used	2,089	1,405	57	0	3,551
3 view all used vehicles	1,607	835	27	0	2,469
4 crossovers/suvs	1,192	273	14	0	1,479
5 trucks	712	298	11	0	1,021
6 chevrolet	59	875	19	0	953
7 cars	531	148	10	0	689
8 priced under 20k	302	347	3	0	652
9 view all new vehicles	244	374	1	0	619
10 silverado 1500	437	144	15	0	596
11 specials	302	278	15	0	595
12 trax	417	99	7	0	523
13 tahoe	388	99	6	0	493
14 service & parts	239	217	4	0	460

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



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