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

	-	r E F	Dr.		TE.
Blarik Oreste a new ev	ploration Prove for What ins charts and	m sghts can you uncover with custom nd tables?	Furnel exploration What user journeys can you and and breakdown with multi-step f	Path exploration (res. sognent, unnis?) Path exploration What user journeys (preint?)	can you uncover with tree
Туре	Name 🕹	Owner	Last modified 🛛 🕹	Property	٩
뽔	Inventory Views	Brook Barker	Apr 18, 2023	Cox Chevrolet	1
盎	Cars.com > VRP/VDP Funnel	Brook Barker	Apr 17, 2023	Cax Chevrolet	I
꼺	VRP/VDP > Conversion Funnel	Brook Barker	Apr 17, 2023	Cox Chevrolet	1
	User lifetime	Brook Barker	Apr 17, 2023	Cax Chevrolet	1
8	Cohort Analysis	Nora Gaughan	Apr 13, 2023	Cas Chevrolet	1

**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.

Variables	Tab Settings	🥖 All Nav Clicks 👻 🕂	
Exploration Name: Navigation Clicks Overview	Drop or select segment	element_text	↓Event count
Custom	ROWS	Totals	967.265 100% of total
Jul 4 - Jul 31, 2023 🔹	ii element_text	1 (not set)	704,307
segments +	Drop or select dimension	2	145,195
None	Start row 1	3 family-owned since 1926	30,096
		4 family-owned since 1926 -used	27,507
DIMENSIONS +	Show rows 10 -	5 new	4,983
Event name	Nested rows No 👻	6 used	3,551
element_text		7 search	3,169
METRICS +	COLUMNS	8 view all used vehicles	2,469
Event count	Drop or select dimension	9 Chevrolet	1,663
	Start column group 1	10 crossovers/suvs	1,479
	Show column groups 5 -		
	VALUES		
	Event count		
	Drop or select metric		

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

Variables	Tab Settings		🥖 All Nav Clicks 👻 🕂	
Exploration Name:			element_text	↓ Event count
Navigation Clicks Overview	Start row		Totals	967,265
Custom Jul 4 - Jul 31, 2023	Show rows	10 👻		100% of total
	Nested rows	No -	1 (not set)	704,307
SEGMENTS +			2	145,195
None	COLUMNS		3 family-owned since 1926	30,096
	Drop or sele	ct dimension	4 family-owned since 1926 -used	27,507
	Start column or	un 1	5 new	4,983
Event name	Oberensleers		6 used	3,551
element_text	show column groups 5 👻		7 search	3,169
METRICS +	VALUES		8 view all used vehicles	2,469
Event count	Event coun		9 Chevrolet	1,663
	n arom ocon	Dimensions	10 crossovers/suvs	1,479
	Drop or se	Event name 🗲		
	Cell type	element_text		
		Metrics		
	FILTERS	Event count		
	Drop or select me	dimension or tric		



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

FILTERS			
Eve	nt name		
Filter			
exac	tly match	es	•
asc_	menu_int	eractio	n
C	ANCEL	APP	LY
Drop	or select o metr	limensi ic	ion or

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

Variables _	Tab Settings		🖉 All Nav Clicks 👻 🕂	
Exploration Name:	Drop or select	segment	element_text	↓Event count
Hangaton oneks over new	ROWS		Totals	26,011 100% of total
Custom Jul 4 - Jul 31, 2023	ii element_te>	10	1 new	4,983
segments +	Drop or selec	25	2 used	3,551
None	Start row	50	3 view all used vehicles	2,469
	Show rows	100 ┥	4 erossovere/cuve-	1,479
Event name	Nested rows	250	5 trucks	1,021
ii element_text		500	6 chevrolet	953
••	COLUMNS		7 cars	689
METRICS +	Drop or select o	limension	8 priced under 20k	652
Event count	Start column group	1	9 view all new vehicles	619 596
	Show column groups	5 👻	11 specials	595
	VALUES		12 trax	523
	Event count		13 tahoe	493
	Drop or selec	t metric	14 service & parts	460



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

Variables	Tab Settings	🖉 All Nav Clicks 🔻 🕂	· · · · · · · · · · · · · · · · · · ·
Exploration Name:	Drop or select segment	element_text	↓Event count
Custom	ROWS	Totals	26,011 100% of total
Jul 4 - Jul 31, 2023 🔹	ii element_text	1 new	4,983
SEGMENTS +	Drop or select dimension	2 used	3,551
None	Start row 1	3 view all used vehicles	2,469
	Show rows 100 -	4 crossovers/suvs	1,479
DIMENSIONS +	No.	5 trucks	1,021
Event name	Nested rows No •	6 chevrolet	953
element_text	COLUMNS	7 cars	689
METRICS +	Drop or select dimension	8 priced under 20k	652
Event count	Start column group 1	9 view all new vehicles	619
		10 silverado 1500	596
	groups 5 -	11 specials	595
	VALUES	12 trax	523
	Event count	13 tahoe	493
	Drop or select metric	14 service & parts	460
	brop or select metric		

## 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"

Variables _	Tab Settings	🧭 All Nav Clicks 🔻 🕂	5 C + 2 0
Exploration Name:	Drop or select segment	element_text	♦Event count
Custom	ROWS	Totals	26,011 100% of total
Jul 4 - Jul 31, 2023 👻	Drop or select dimension	1 new	4,983
SEGMENTS +	Start row 1	2 used 3 view all used vehicles	3,551
	Show rows 100 👻	4 crossovers/suvs	1,479
II Event name	Nested rows No -	5 trucks	1,021
Device category	COLUMNS	7 cars	689
element_text	Drop or select dimension	8 priced under 20k	652
METRICS +	Start column group 1	9 view all new vehicles 10 silverado 1500	619
Event count	Show column 5 +	11 specials	595
	VALUES	12 trax	523
	Event count	13 tanoe 14 service & parts	493
	Drop or select metric		431



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

Variables _	Tab Settings	🥖 All Nav Clicks 👻 🕂					5 ♂ ± ≗* ⊘ •
Exploration Name:		Device category	desktop	mobile	tablet	smart tv	Totals
Navigation Clicks Overview	ROWS	element_text	Event count	Event count	Event count	Event count	
Custom Jul 4 - Jul 31, 2023 🔹	Drop or select dimension	Totals	16,503 63.45% of total	9,112 35.03% of total	<b>395</b> 1.52% of total	1 <0.01% of total	26,011 100% of total
SEGMENTS +	Start row 1	1 new	3,611	1,305	67	0	4,983
None	100	2 used	2,089	1,405	57	0	3,551
	Show rows	3 view all used vehicles	1,607	835	27	0	2,469
DIMENSIONS +	Nested rows No 👻	4 crossovers/suvs	1,192	273	14	0	1,479
Event name		5 trucks	712	298	11	0	1,021
Device category	COLUMNS	6 chevrolet	59	875	19	0	953
ii element_text	E Device category	7 cars	531	148	10	0	689
	Drop or select dimension	8 priced under 20k	302	347	3	0	652
METRICS +	Start column group 1	9 view all new vehicles	244	374	1	0	619
Event count	Show column 5	10 silverado 1500	437	144	15	0	596
	groups	11 specials	302	278	15	0	595
	VALUES	12 trax	417	99	7	0	523
	iii Event count	13 tahoe	388	99	6	0	493
	Drop or select metric		239	217			

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

Variables _	Tab Settings	🥖 All Nav Clicks 🔹 🕂					5 C ± 2; ⊘ ·
Exploration Name:		Device category	desktop	mobile	tablet	smart tv	Totals
Navigation Clicks Overview	ROWS	element_text	Event count	Event count	Event count	Event count	↓ Event count
Custom Jul 4 - Jul 31, 2023	Drop or select dimension	Totals	16,503 63.45% of total	9,112 35.03% of total	<b>395</b> 1.52% of total	1 <0.01% of total	26,011 100% of total
segments +	Start row 1	1 new	3,611	1,305	67	0	4,983
None	100	2 used	2,089	1,405	57	0	3,551
	Show rows	3 view all used vehicles	1,607	835	27	0	2,469
DIMENSIONS +	Nested rows No 👻	4 crossovers/suvs	1,192	273	14	0	1,479
Event name		5 trucks	712	298	11	0	1,021
Device category	COLUMNS	6 chevrolet	59	875	19	0	953
iii element_text	Device category	7 cars	531	148	10	0	689
	Drop or select dimension	8 priced under 20k	302	347	3	0	652
METRICS +	Start column group 1	9 view all new vehicles	244	374	1	0	619
Event count	Show column 5 -	10 silverado 1500	437	144	15	0	596
	groups	11 specials	302	278	15	0	595
	VALUES	12 trax	417	99	7	0	523
	Event count	13 tahoe	388	99	6	0	493
	Drop or select metric	14 service & parts	239	217	4	Ő	460

