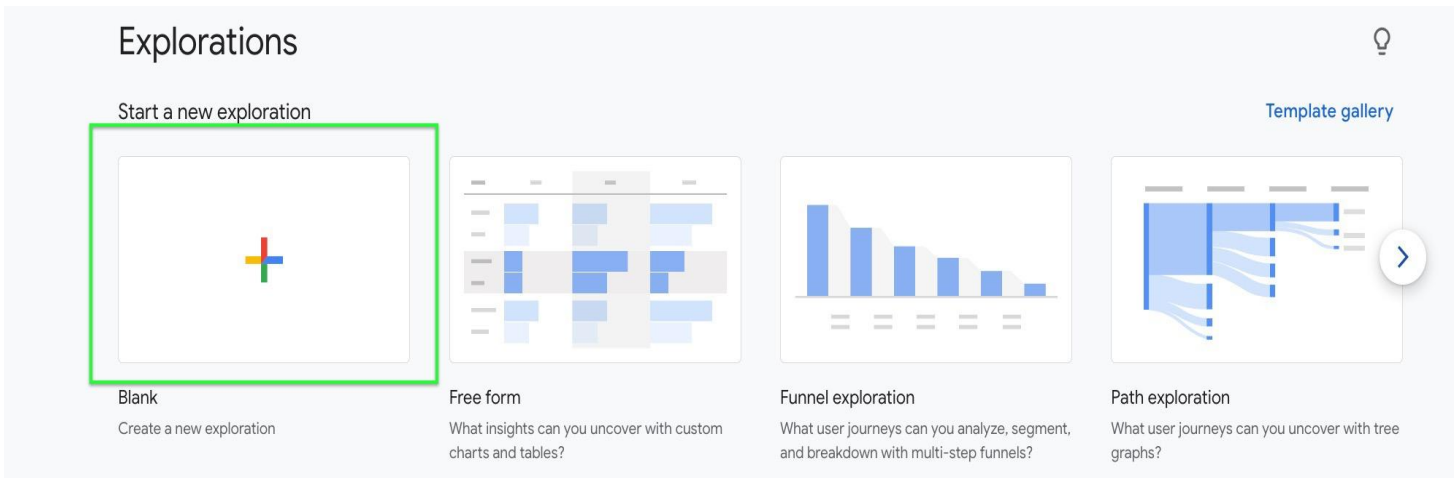


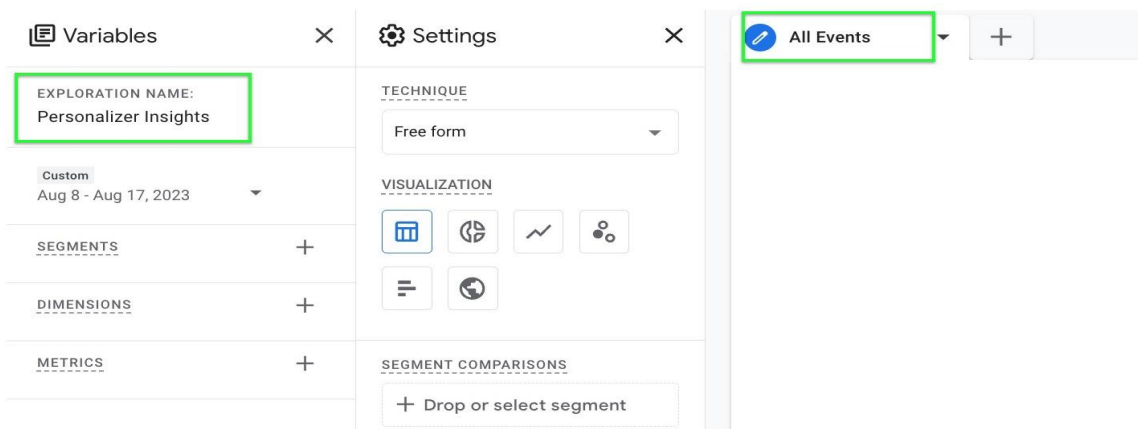
Once your Google Analytics 4 (GA4) property is receiving the DI/ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

This resource will provide you step-by-step instructions on how to create a Personalizer Insights report. The example report will show you how many times your Personalizers were shown and how many times it was clicked:

STEP 1: Click on the 'Blank' report template option



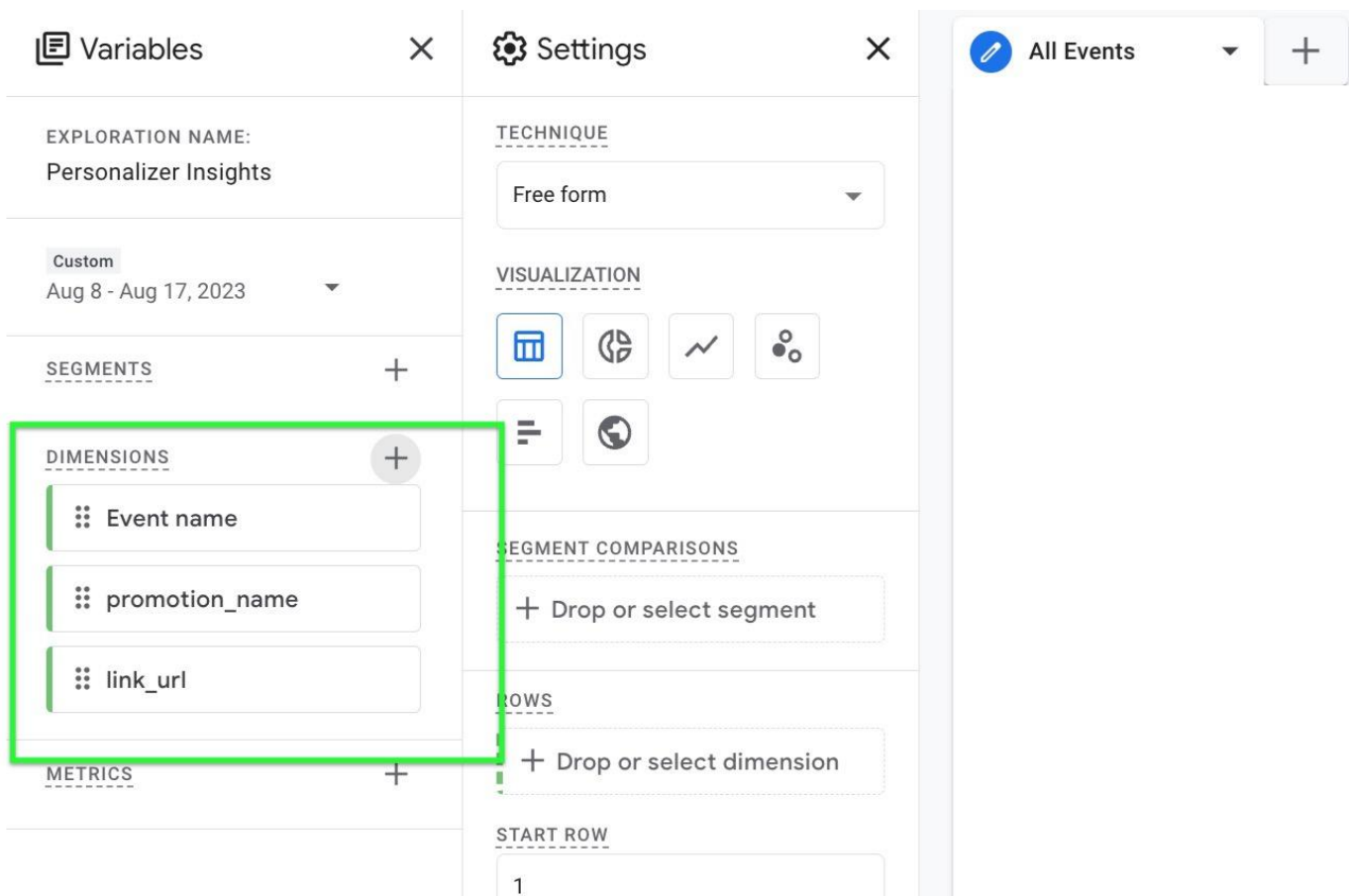
STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Personalizer Insights'). After naming the report, name the page (in this example we will name it 'All Events')



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

- a. Event name
- b. promotion_name
- c. link_url

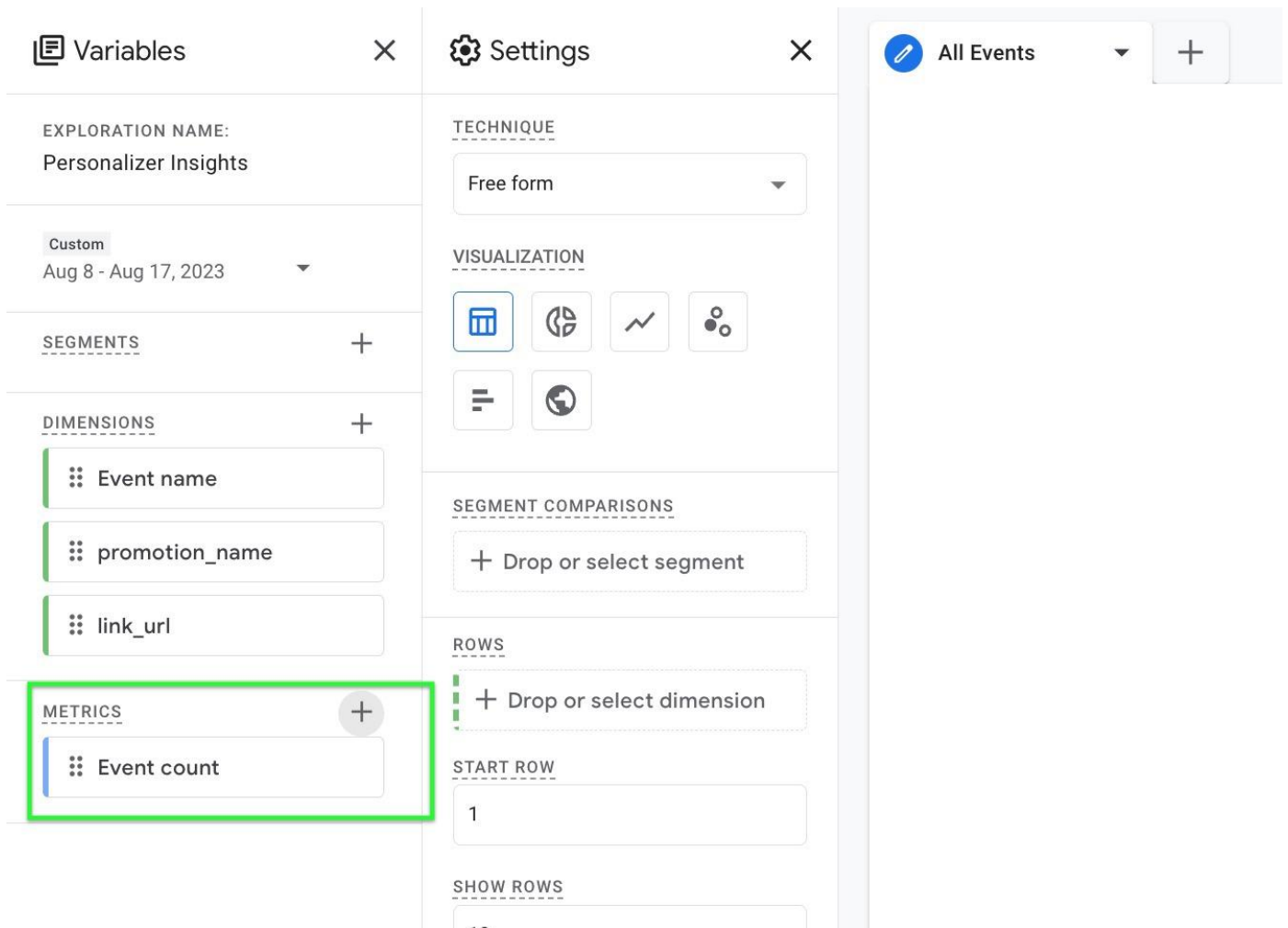
Click ‘Import’ when done. You should now see the three dimensions under ‘DIMENSIONS’



The screenshot displays the Dealer Inspire configuration interface. On the left, the 'Variables' panel shows the exploration name 'Personalizer Insights', a date range of 'Aug 8 - Aug 17, 2023', and a 'SEGMENTS' section with a plus sign. The 'DIMENSIONS' section is highlighted with a green box and contains three items: 'Event name', 'promotion_name', and 'link_url'. Below it is the 'METRICS' section with a plus sign. On the right, the 'Settings' panel includes a 'TECHNIQUE' dropdown set to 'Free form', a 'VISUALIZATION' section with icons for various chart types, a 'SEGMENT COMPARISONS' section with a 'Drop or select segment' button, a 'ROWS' section with a 'Drop or select dimension' button, and a 'START ROW' field set to '1'. A top navigation bar shows 'All Events' with a dropdown arrow and a plus sign.

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 displays the Dealer Inspire configuration interface. On the left, the 'Variables' panel is open, showing the following sections:

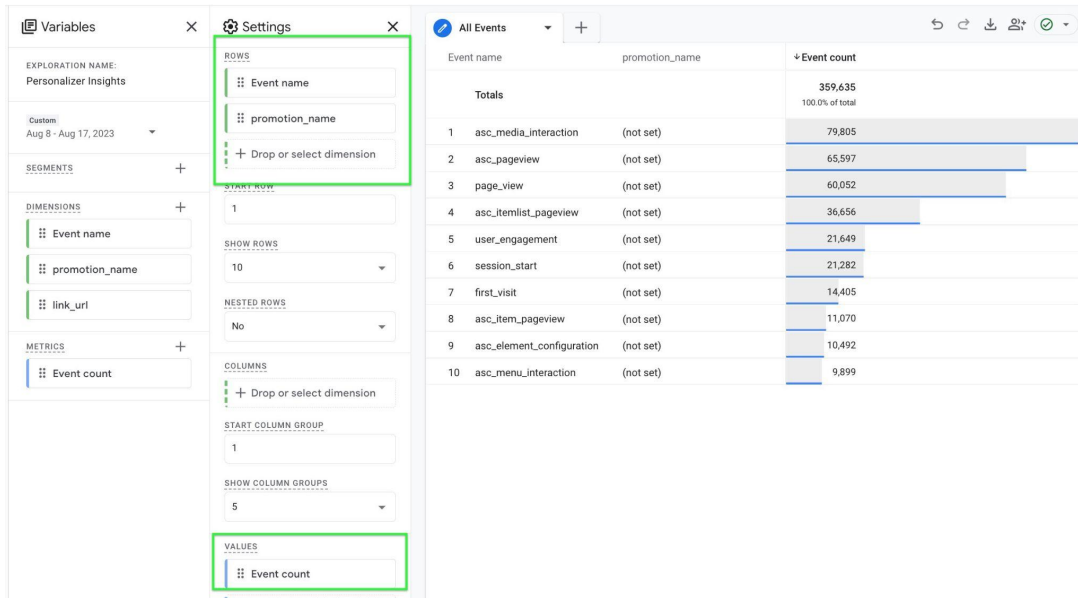
- EXPLORATION NAME:** Personalizer Insights
- Custom** (dropdown): Aug 8 - Aug 17, 2023
- SEGMENTS** (+)
- DIMENSIONS** (+):
 - Event name
 - promotion_name
 - link_url
- METRICS** (+):
 - Event count (highlighted with a green box)

On the right, the 'Settings' panel is open, showing the following sections:

- TECHNIQUE:** Free form
- VISUALIZATION:** Grid, Pie, Line, Scatter, Bar, and Map icons.
- SEGMENT COMPARISONS:** + Drop or select segment
- ROWS:** + Drop or select dimension
- START ROW:** 1
- SHOW ROWS:** 10

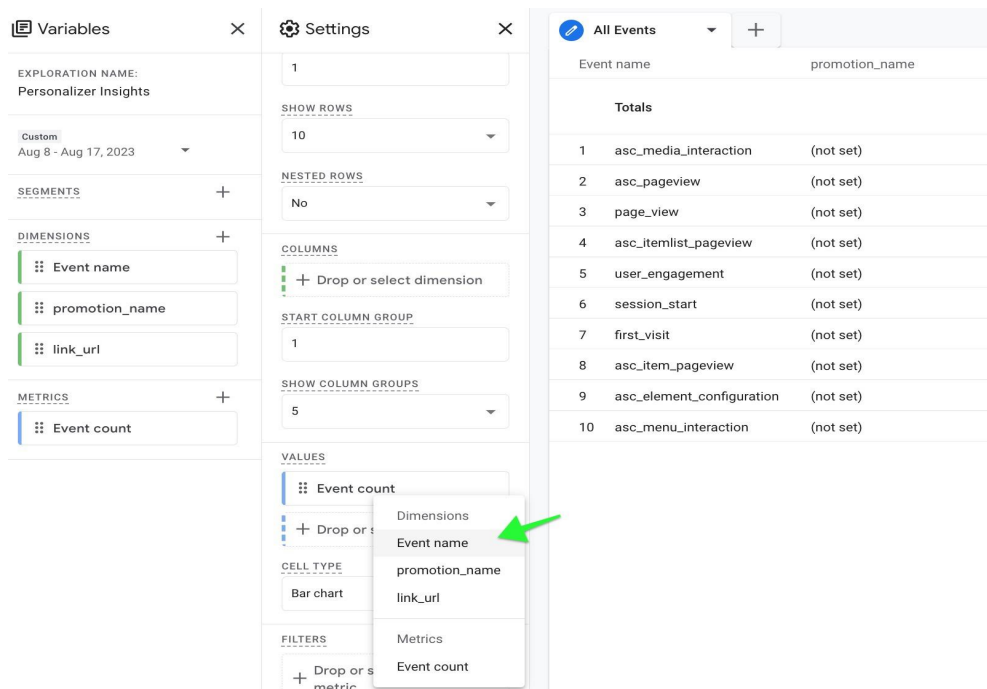
At the top right, there is a 'All Events' dropdown menu with a plus sign next to it.

STEP 5: Drag the dimensions of ‘Event Name’ and ‘promotion_name’ under ‘ROWS’. Drag the metric ‘Event Count’ under ‘VALUES’. ‘Event Name’, ‘promotion_name’ and ‘Event Count’ should now show in the right column and data will populate.



Event name	promotion_name	Event count
Totals		359,635 100% of total
1	asc_media_interaction (not set)	79,805
2	asc_pageview (not set)	65,597
3	page_view (not set)	60,052
4	asc_itemlist_pageview (not set)	36,656
5	user_engagement (not set)	21,649
6	session_start (not set)	21,282
7	first_visit (not set)	14,405
8	asc_item_pageview (not set)	11,070
9	asc_element_configuration (not set)	10,492
10	asc_menu_interaction (not set)	9,899

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



Event name	promotion_name
Totals	
1	asc_media_interaction (not set)
2	asc_pageview (not set)
3	page_view (not set)
4	asc_itemlist_pageview (not set)
5	user_engagement (not set)
6	session_start (not set)
7	first_visit (not set)
8	asc_item_pageview (not set)
9	asc_element_configuration (not set)
10	asc_menu_interaction (not set)

STEP 7: Under ‘Select match type’ select ‘contains’ and type ‘personalizer’ on the ‘Enter expression’ line. Click Apply

FILTERS

Event name

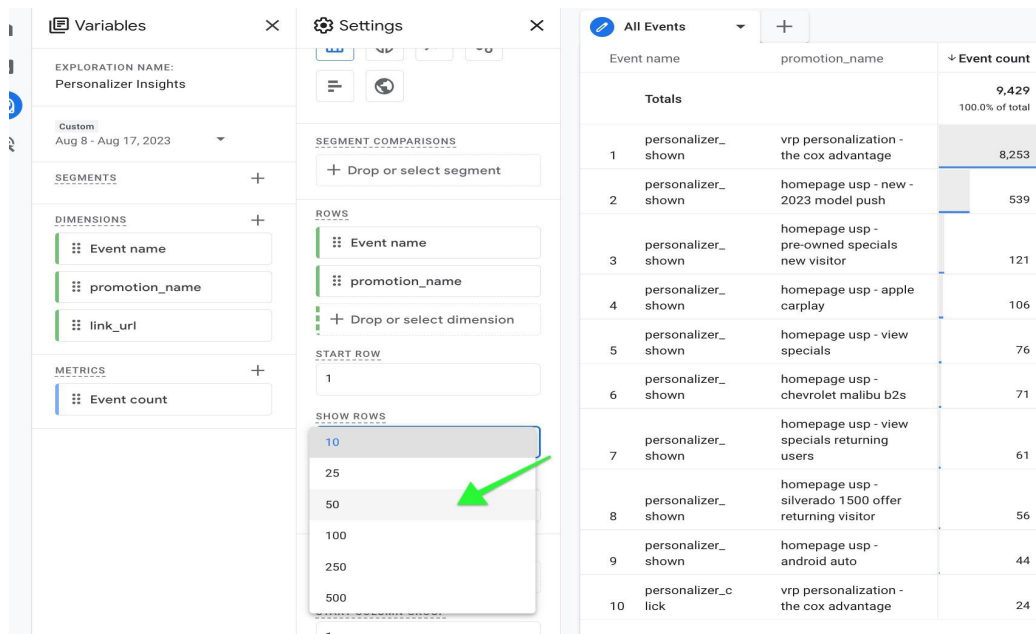
Conditions*

contains

personalizer

Cancel **Apply**

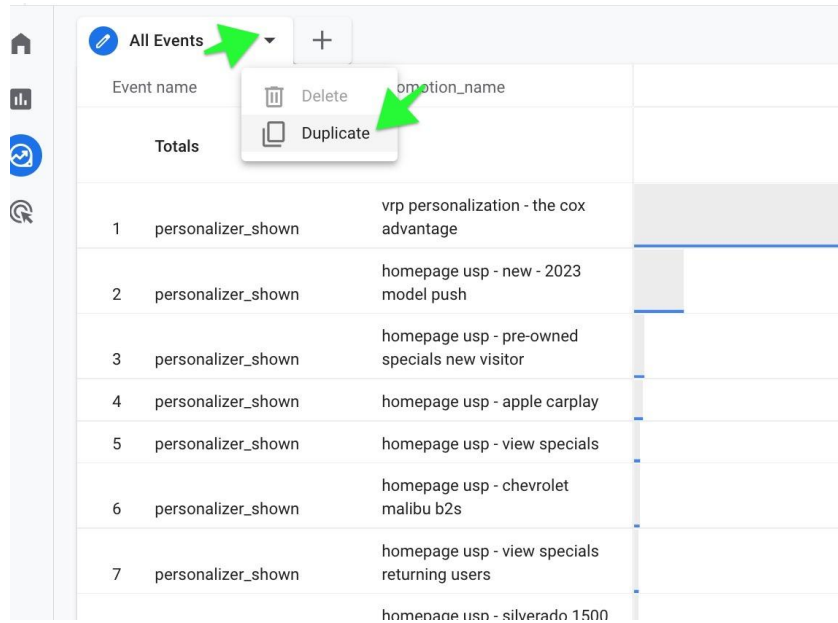
STEP 8: Next to ‘Show rows’ change the number from ‘10’ to ‘50’. This completes the “All Pages Tab”



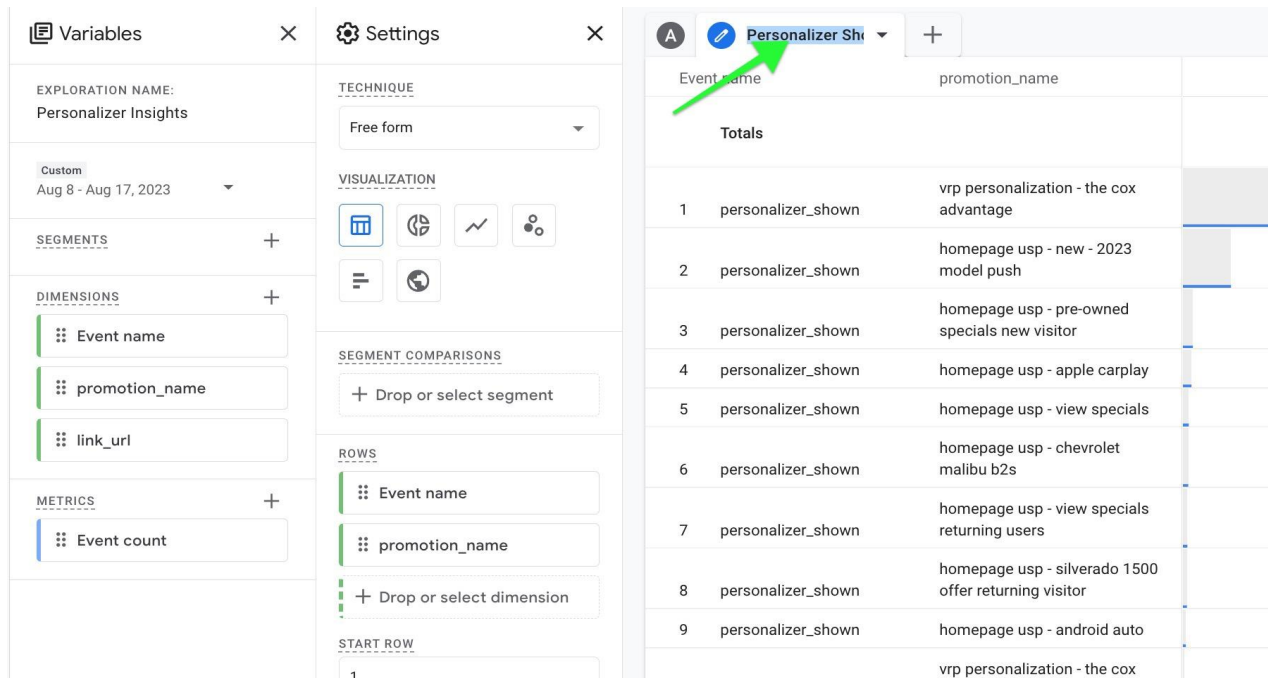
The screenshot shows the 'Settings' panel on the left and a table of event data on the right. The 'Settings' panel includes sections for 'SEGMENT COMPARISONS', 'ROWS', 'START ROW', and 'SHOW ROWS'. The 'SHOW ROWS' dropdown menu is open, showing options: 10, 25, 50, 100, 250, and 500. A green arrow points to the '50' option. The table on the right displays event data with columns for 'Event name', 'promotion_name', and 'Event count'.

Event name	promotion_name	Event count
Totals		9,429 100.0% of total
1 personalizer_shown	vrp personalization - the cox advantage	8,253
2 personalizer_shown	homepage usp - new - 2023 model push	539
3 personalizer_shown	homepage usp - pre-owned specials new visitor	121
4 personalizer_shown	homepage usp - apple carplay	106
5 personalizer_shown	homepage usp - view specials	76
6 personalizer_shown	homepage usp - chevrolet malibu b2s	71
7 personalizer_shown	homepage usp - view specials returning users	61
8 personalizer_shown	homepage usp - silverado 1500 offer returning visitor	56
9 personalizer_shown	homepage usp - android auto	44
10 personalizer_lick	vrp personalization - the cox advantage	24

STEP 9: Next, click on the dropdown arrow next to “All Events” tab name and select “Duplicate”



STEP 10: Rename the tab to “Personalizer Shown”



STEP 11: Go to the “Filters” section and update your current “Event Name” filter from “contains ‘personalizer’” to “personalizer_shown”

FILTERS

Event name contains ⓧ
personalizer_shown

Conditions*

contains ▾

personalizer_shown

Cancel Apply

STEP 12: Duplicate the tab 1 more time and rename your 3rd and final tab “Personalizer Clicks”

Variables ✕

EXPLORATION NAME:
Personalizer Insights

Custom
Aug 8 - Aug 17, 2023 ▾

SEGMENTS +

DIMENSIONS +

- Event name
- promotion_name
- link_url

METRICS +

Settings ✕

TECHNIQUE
Free form ▾

VISUALIZATION

SEGMENT COMPARISONS
+ Drop or select segment

ROWS
Event name

Personalizer C... +

Event name	promotion_name
Totals	
1 personalizer_shown	vrp personalization - the cox advantage
2 personalizer_shown	homepage usp - new - 2023 model push
3 personalizer_shown	homepage usp - pre-owned specials new visitor
4 personalizer_shown	homepage usp - apple carplay
5 personalizer_shown	homepage usp - view specials
personalizer_	homepage usp -

STEP 13: Go to the “Filters” section and update your current “Event Name” filter from “contains ‘personalizer_shown’” to “personalizer_click”

FILTERS

Event name contains ⓧ
personalizer_click

Conditions*

contains ▾

personalizer_click

Cancel **Apply**

STEP 14: Lastly, add the 3rd and final dimension of “link_url” to your Rows to complete the report

Variables × **Settings** ×

EXPLORATION NAME:
Personalizer Insights

Custom
Aug 8 - Aug 17, 2023 ▾

SEGMENTS +

DIMENSIONS +

- Event name
- promotion_name
- link_url

METRICS +

- Event count

TECHNIQUE
Free form ▾

VISUALIZATION

SEGMENT COMPARISONS
+ Drop or select segment

ROWS

- Event name
- promotion_name
- + Drop or select dimension

link_url

START ROW

