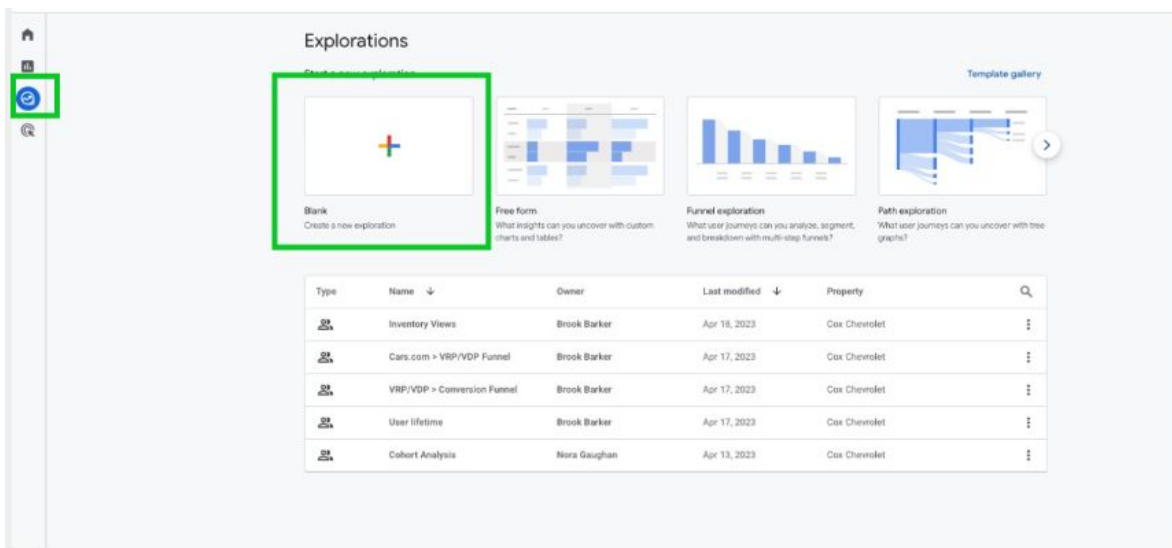


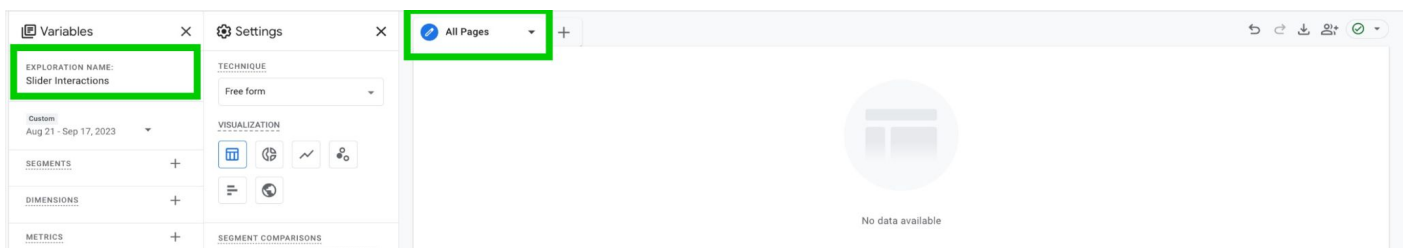
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building reports.

Sliders can be found on many pages of your website. The following documentation shows you a way to view interactions with those sliders. Below will show you how to view slider clicks and interactions broken out by slider names. It will also show you how consolidate sliders on particular site pages. 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



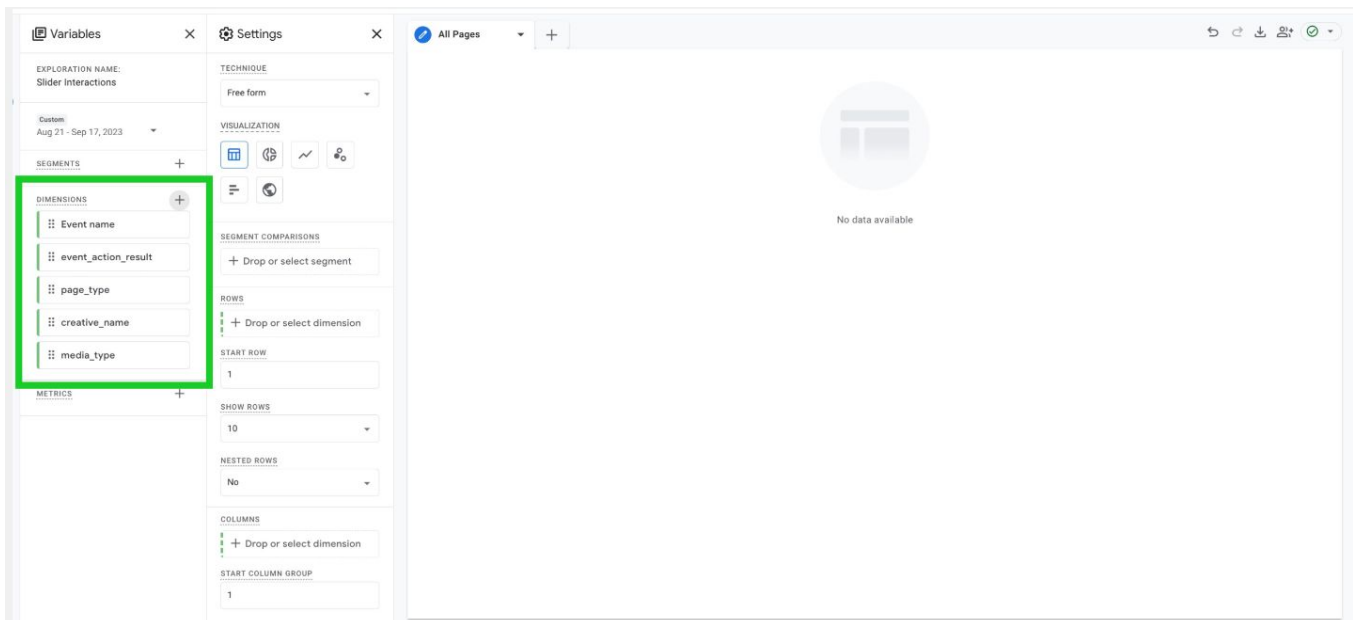
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Slider Interactions'). After naming the report, name the page (in this example we will name it 'All Pages')



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

- a. Event name
- b. event\_action\_result
- c. page\_type
- d. creative\_name
- e. media\_type

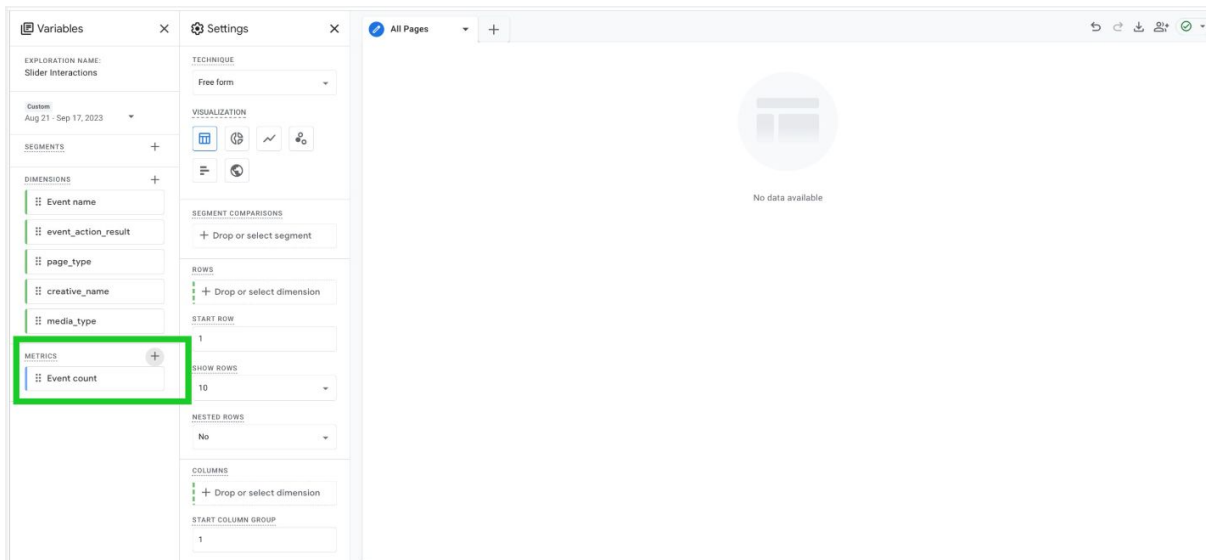
Click 'Import' when done. You should now see the five dimensions under 'DIMENSIONS'



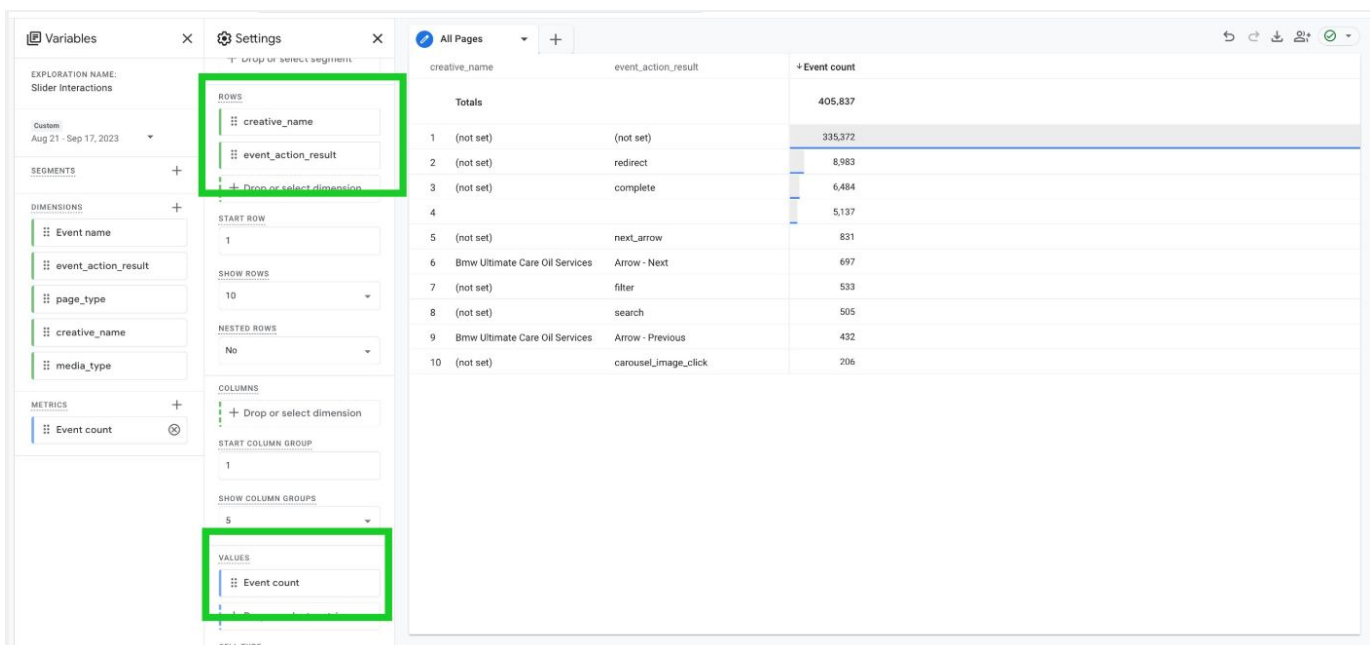
**STEP 4:** Click the ‘+’ Next to ‘METRICS’ and select:

- a. Event Count

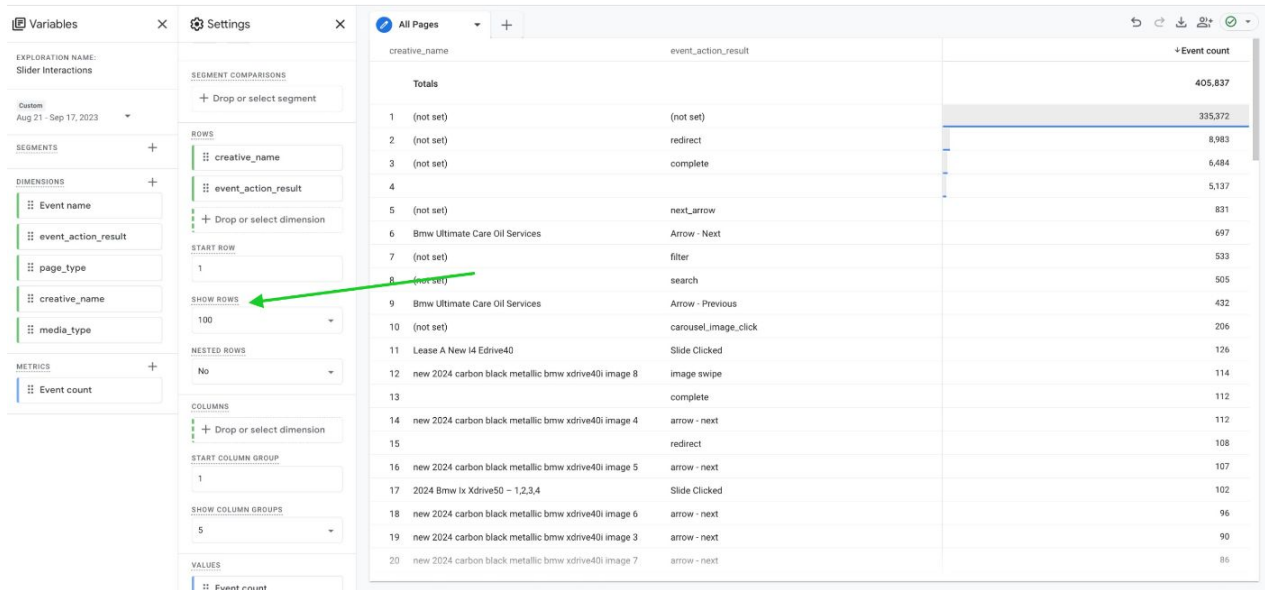
Click ‘Import’ when done. You should now see the one metrics under ‘METRICS’



**STEP 5:** Drag the dimensions of ‘creative\_name’ and ‘event\_action\_result’ under ‘ROWS’. Drag the metric ‘Event Count’ under ‘VALUES’. Now ‘creative\_name’, ‘event\_action\_result’, and ‘Event count’ should show in the right column and data will populate.



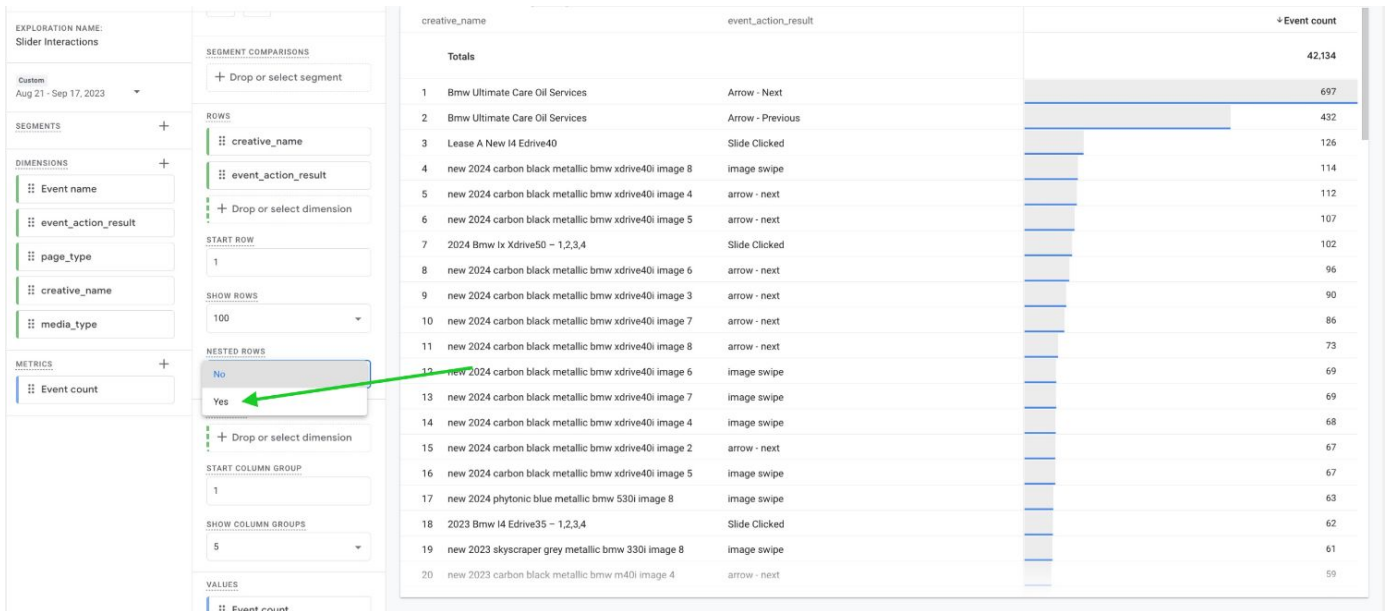
**STEP 6:** In the 'ROWS' section next to 'Show rows' change the number from 10 to 100



The screenshot shows the 'Settings' panel on the left and a data table on the right. In the 'ROWS' section of the settings, the 'SHOW ROWS' dropdown is set to 100. A green arrow points to this dropdown. The data table on the right shows a list of rows with columns for 'creative\_name', 'event\_action\_result', and 'Event count'.

creative_name	event_action_result	Event count
Totals		405,837
1 (not set)	(not set)	335,372
2 (not set)	redirect	8,983
3 (not set)	complete	6,484
4		5,137
5 (not set)	next_arrow	831
6 Bmw Ultimate Care Oil Services	Arrow - Next	697
7 (not set)	filter	533
8 (not set)	search	505
9 Bmw Ultimate Care Oil Services	Arrow - Previous	432
10 (not set)	carousel_image_click	206
11 Lease A New I4 Edrive40	Slide Clicked	126
12 new 2024 carbon black metallic bmw xdrive40i image 8	image swipe	114
13	complete	112
14 new 2024 carbon black metallic bmw xdrive40i image 4	arrow - next	112
15	redirect	108
16 new 2024 carbon black metallic bmw xdrive40i image 5	arrow - next	107
17 2024 Bmw Ix Xdrive50 - 1,2,3,4	Slide Clicked	102
18 new 2024 carbon black metallic bmw xdrive40i image 6	arrow - next	96
19 new 2024 carbon black metallic bmw xdrive40i image 3	arrow - next	90
20 new 2024 carbon black metallic bmw xdrive40i image 7	arrow - next	85

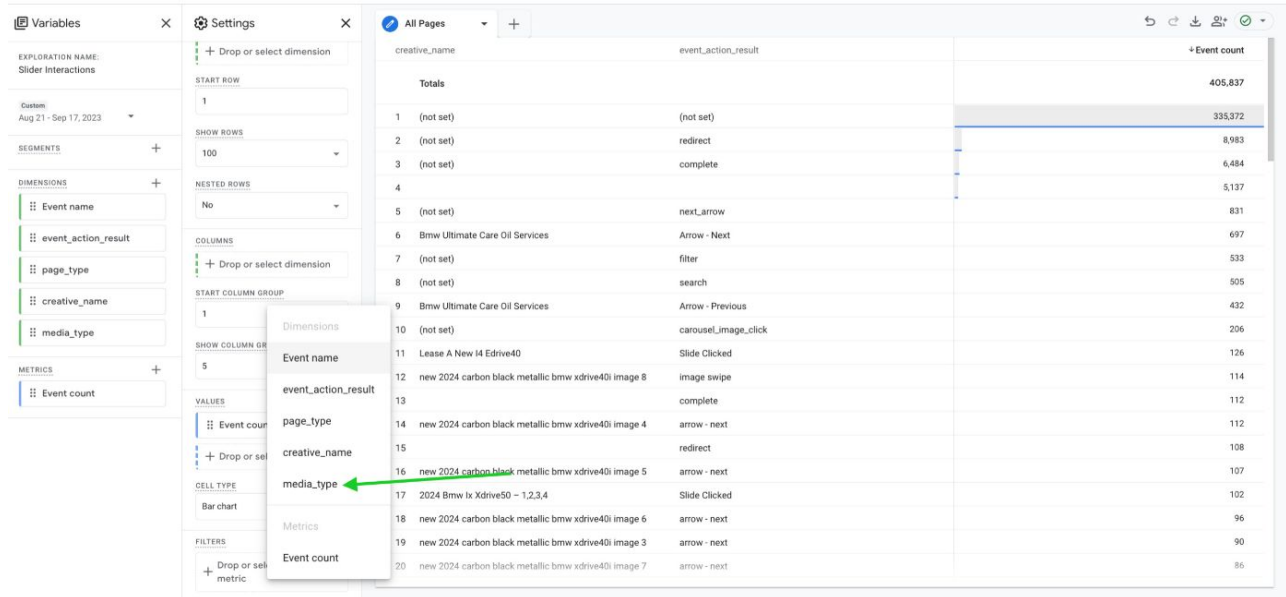
**STEP 7:** In the 'ROWS' section under 'NESTED ROWS' toggle to 'Yes'



The screenshot shows the 'Settings' panel on the left and a data table on the right. In the 'ROWS' section of the settings, the 'NESTED ROWS' toggle is set to 'Yes'. A green arrow points to this toggle. The data table on the right shows a list of rows with columns for 'creative\_name', 'event\_action\_result', and 'Event count'.

creative_name	event_action_result	Event count
Totals		42,134
1 Bmw Ultimate Care Oil Services	Arrow - Next	697
2 Bmw Ultimate Care Oil Services	Arrow - Previous	432
3 Lease A New I4 Edrive40	Slide Clicked	126
4 new 2024 carbon black metallic bmw xdrive40i image 8	image swipe	114
5 new 2024 carbon black metallic bmw xdrive40i image 4	arrow - next	112
6 new 2024 carbon black metallic bmw xdrive40i image 5	arrow - next	107
7 2024 Bmw Ix Xdrive50 - 1,2,3,4	Slide Clicked	102
8 new 2024 carbon black metallic bmw xdrive40i image 6	arrow - next	96
9 new 2024 carbon black metallic bmw xdrive40i image 3	arrow - next	90
10 new 2024 carbon black metallic bmw xdrive40i image 7	arrow - next	86
11 new 2024 carbon black metallic bmw xdrive40i image 8	arrow - next	73
12 new 2024 carbon black metallic bmw xdrive40i image 6	image swipe	69
13 new 2024 carbon black metallic bmw xdrive40i image 7	image swipe	69
14 new 2024 carbon black metallic bmw xdrive40i image 4	image swipe	68
15 new 2024 carbon black metallic bmw xdrive40i image 2	arrow - next	67
16 new 2024 carbon black metallic bmw xdrive40i image 5	image swipe	67
17 new 2024 phytionic blue metallic bmw 530i image 8	image swipe	63
18 2023 Bmw I4 Edrive35 - 1,2,3,4	Slide Clicked	62
19 new 2023 skyscraper grey metallic bmw 330i image 8	image swipe	61
20 new 2023 carbon black metallic bmw m40i image 4	arrow - next	59

**STEP 8:** Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘media\_type’



The screenshot shows the Dealer Inspire interface with a table of data. The table has columns for 'creative\_name', 'event\_action\_result', and 'Event count'. A dropdown menu is open over the 'media\_type' dimension, with a green arrow pointing to it. The table data is as follows:

creative_name	event_action_result	Event count
Totals		405,837
1 (not set)	(not set)	335,372
2 (not set)	redirect	8,983
3 (not set)	complete	6,484
4		5,137
5 (not set)	next_arrow	831
6 Bmw Ultimate Care Oil Services	Arrow - Next	697
7 (not set)	filter	533
8 (not set)	search	505
9 Bmw Ultimate Care Oil Services	Arrow - Previous	432
10 (not set)	carousel_image_click	206
11 Lease A New I4 Edrive40	Slide Clicked	126
12 new 2024 carbon black metallic bmw xdrive40i image 8	image swipe	114
13	complete	112
14 new 2024 carbon black metallic bmw xdrive40i image 4	arrow - next	112
15	redirect	108
16 new 2024 carbon black metallic bmw xdrive40i image 5	arrow - next	107
17 2024 Bmw Ix Xdrive50 - 1,2,3,4	Slide Clicked	102
18 new 2024 carbon black metallic bmw xdrive40i image 6	arrow - next	96
19 new 2024 carbon black metallic bmw xdrive40i image 3	arrow - next	90
20 new 2024 carbon black metallic bmw xdrive40i image 7	arrow - next	86

**STEP 9:** Under ‘Select match type’ select ‘exactly matches’ and type ‘slider’ in the ‘Enter expression’ line. Click Apply

**FILTERS**

**media\_type**

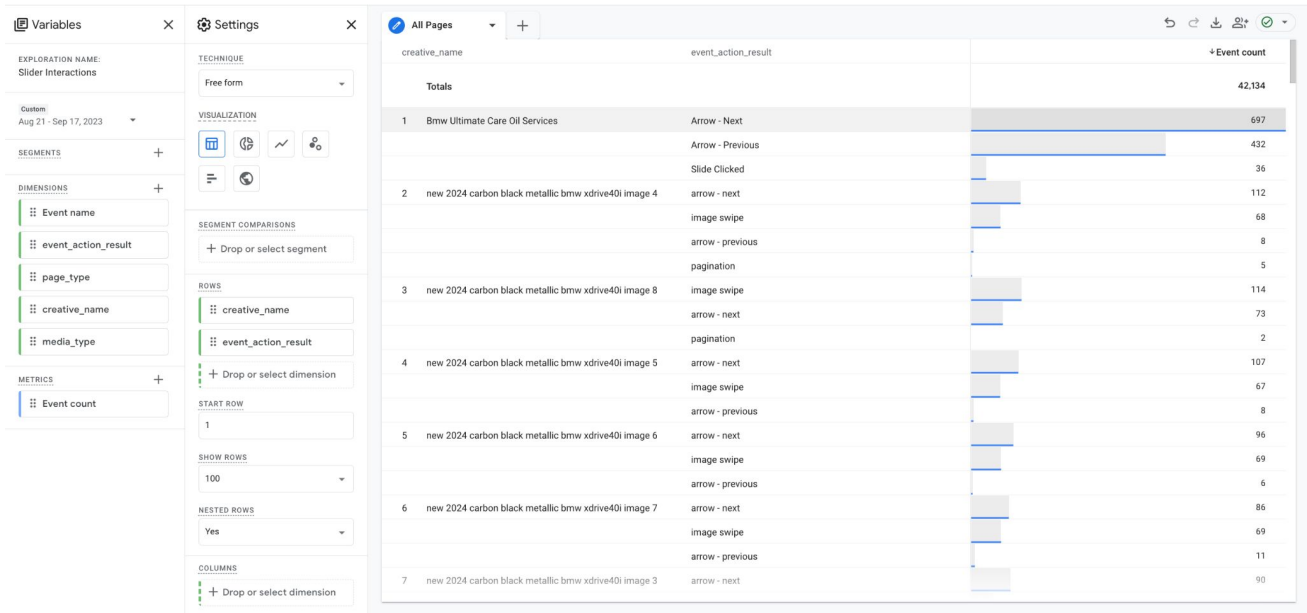
Conditions\*

exactly matches ▼

slider

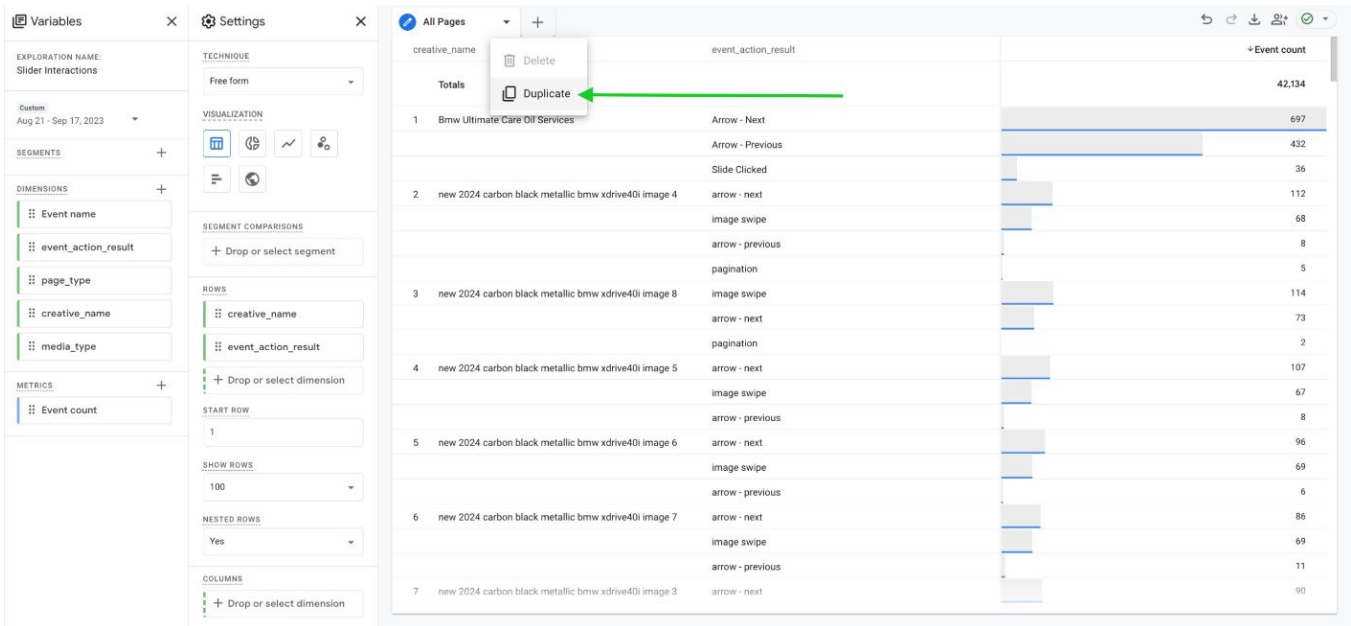
Cancel Apply

**STEP 10:** You will now see slider click interactions for all sliders on the site



**Steps 11-15** show how to isolate slider interactions based off a specific page (page\_type)

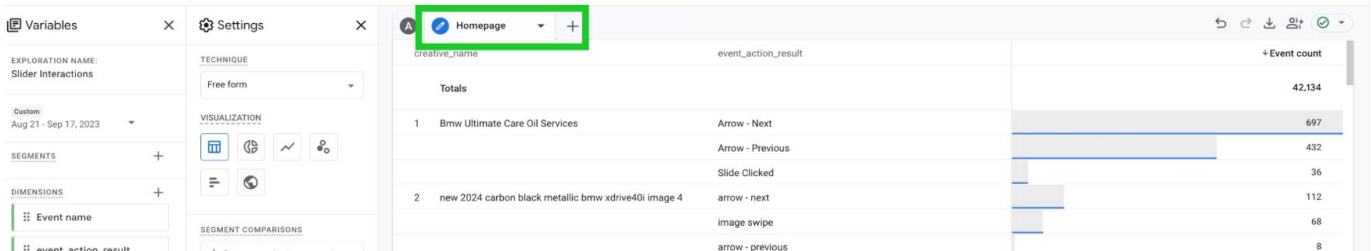
**STEP 11:** On the first page of the report (for this example we named it 'All Pages') click the arrow and select 'Duplicate'



The screenshot shows the report interface with the 'All Pages' dropdown menu open. A green arrow points to the 'Duplicate' option. The table below shows the data for the 'All Pages' report.

creative_name	event_action_result	Event count
Totals		42,134
1 Bmw Ultimate Care Oil Services	Arrow - Next	697
	Arrow - Previous	432
	Slide Clicked	36
2 new 2024 carbon black metallic bmw xdrive40i image 4	arrow - next	112
	image swipe	68
	arrow - previous	8
	pagination	5
3 new 2024 carbon black metallic bmw xdrive40i image 8	image swipe	114
	arrow - next	73
	pagination	2
4 new 2024 carbon black metallic bmw xdrive40i image 5	arrow - next	107
	image swipe	67
	arrow - previous	8
5 new 2024 carbon black metallic bmw xdrive40i image 6	arrow - next	96
	image swipe	69
	arrow - previous	6
6 new 2024 carbon black metallic bmw xdrive40i image 7	arrow - next	86
	image swipe	69
	arrow - previous	11
7 new 2024 carbon black metallic bmw xdrive40i image 3	arrow - next	90

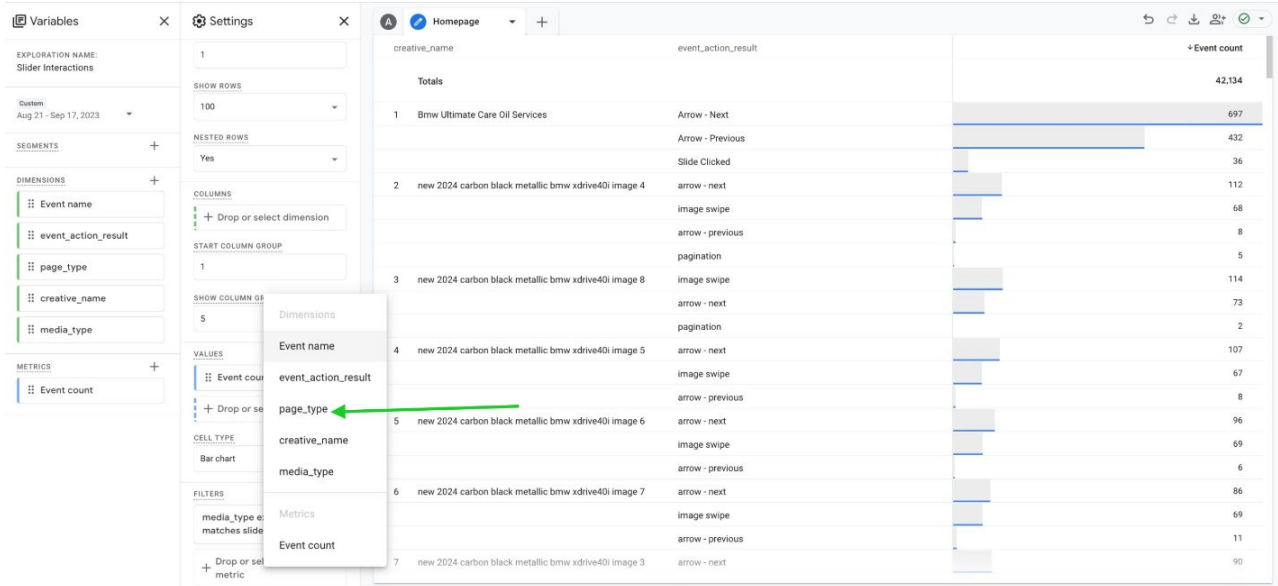
**STEP 12:** Click on the second page of the report and rename the page 'Homepage' (Or name of the page\_type you are trying to isolate)



The screenshot shows the report interface with the 'Homepage' dropdown menu selected. The table below shows the data for the 'Homepage' report.

creative_name	event_action_result	Event count
Totals		42,134
1 Bmw Ultimate Care Oil Services	Arrow - Next	697
	Arrow - Previous	432
	Slide Clicked	36
2 new 2024 carbon black metallic bmw xdrive40i image 4	arrow - next	112
	image swipe	68
	arrow - previous	8

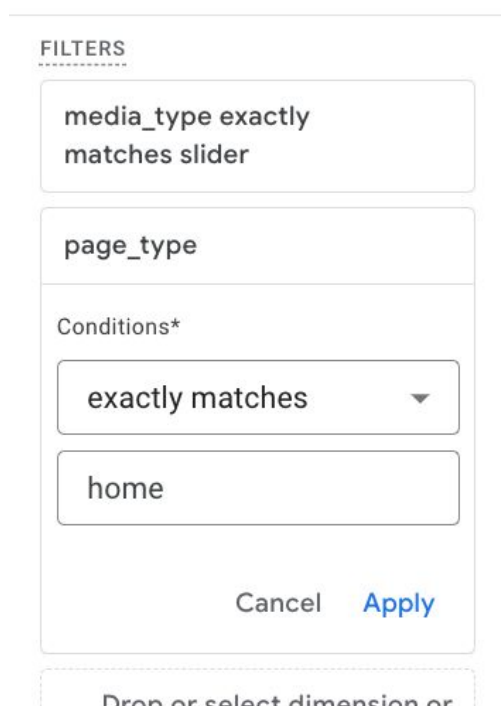
**STEP 13:** Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘media\_type’



The screenshot shows the Dealer Inspire interface with a data table and a settings panel. The settings panel has a 'FILTERS' section with a dropdown menu open. A green arrow points to 'page\_type' in the dropdown menu.

creative_name	event_action_result	Event count
<b>Totals</b>		42,134
1	Bmw Ultimate Care Oil Services	697
	Arrow - Previous	432
	Slide Clicked	36
2	new 2024 carbon black metallic bmw xdrive40i image 4	112
	image swipe	68
	arrow - previous	8
	pagination	5
3	new 2024 carbon black metallic bmw xdrive40i image 8	114
	image swipe	73
	arrow - next	2
	pagination	107
4	new 2024 carbon black metallic bmw xdrive40i image 5	67
	image swipe	8
	arrow - previous	96
5	new 2024 carbon black metallic bmw xdrive40i image 6	69
	image swipe	6
	arrow - previous	86
6	new 2024 carbon black metallic bmw xdrive40i image 7	69
	image swipe	11
	arrow - previous	90
7	new 2024 carbon black metallic bmw xdrive40i image 3	
	arrow - next	

**STEP 14:** Under ‘Select match type’ select ‘exactly matches’ and type ‘home’ (or whatever page\_type you are trying to isolate) in the ‘Enter expression’ line. Click Apply

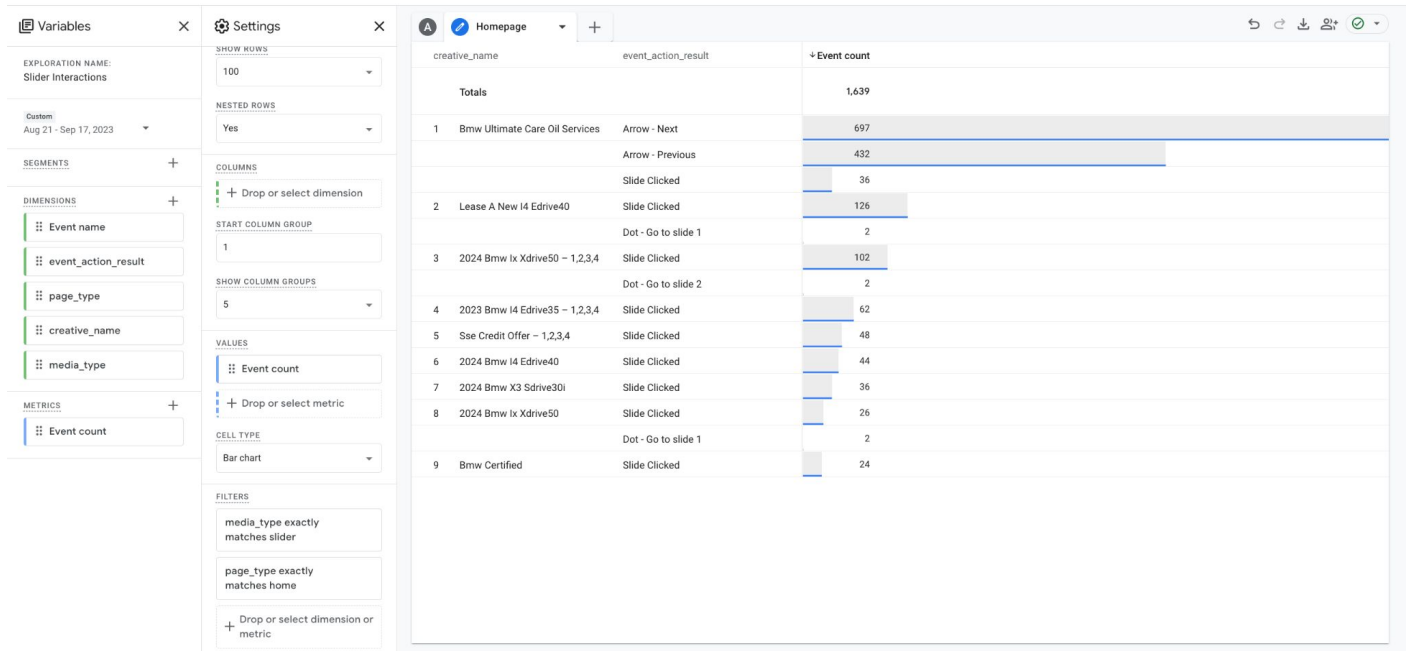


The screenshot shows the 'FILTERS' configuration panel. It contains the following elements:

- FILTERS** (Section Header)
- media\_type exactly matches slider** (Filter Rule)
- page\_type** (Dimension)
- Conditions\*** (Section Header)
- exactly matches** (Dropdown menu)
- home** (Text input field)
- Cancel** and **Apply** (Buttons)



## STEP 15: You will now see slider click interactions for the homepage only



**Repeat steps 11-15 to isolate different pages of your site**