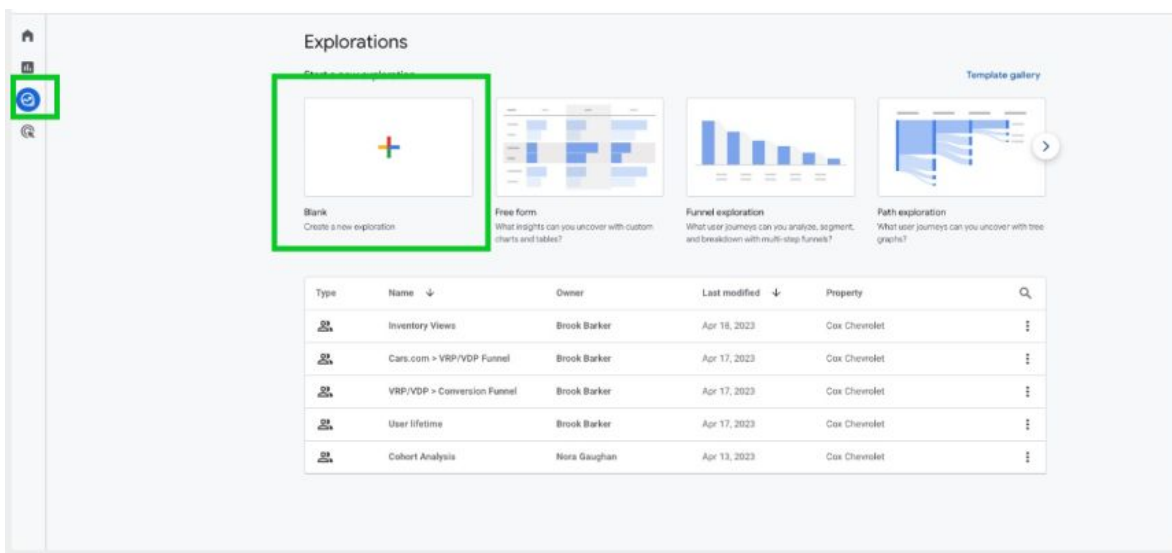


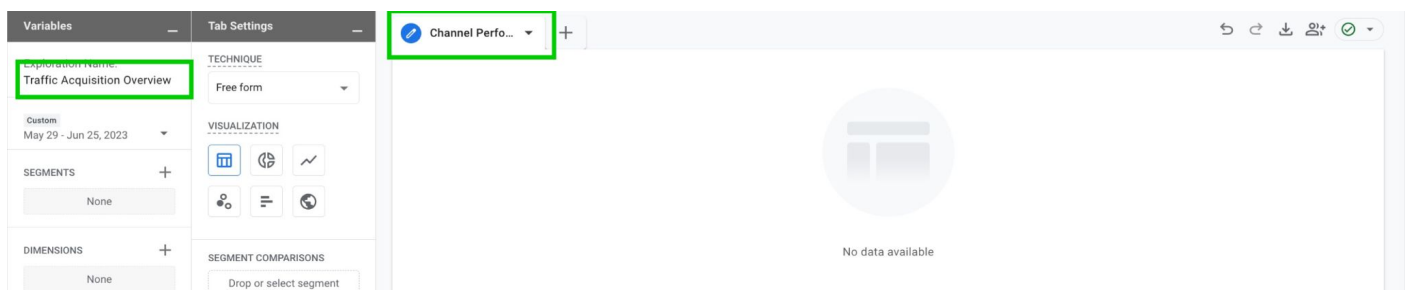
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building reports.

Within the GA4 interface there is already a report named 'Traffic Acquisition'. This is a standard report and can be located by clicking on Reports>Acquisition>Traffic Acquisition. While this report is given, you are likely experiencing thresholding while looking at that report. A way to work around thresholding is by creating an exploration report like the one we will outline below. This example report will show you how to view the default channel groupings, session source/mediums, and campaigns. To begin, log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

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



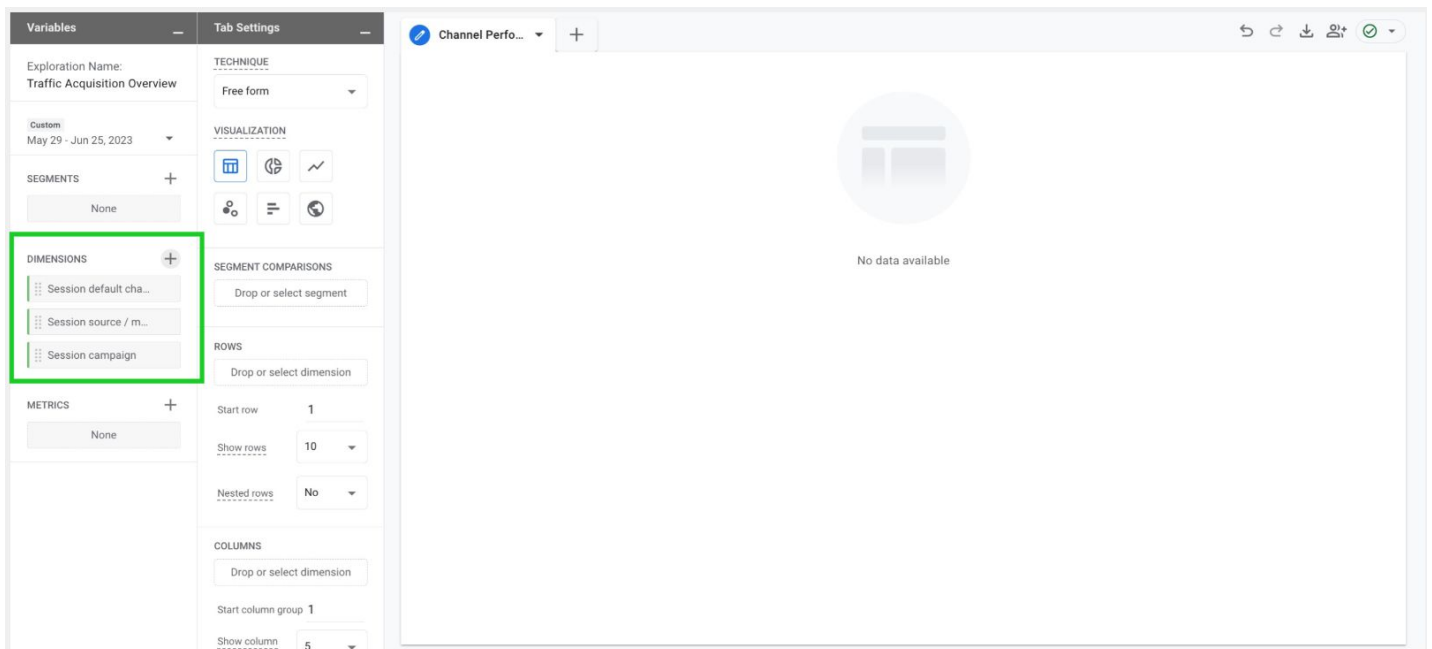
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Traffic Acquisition Overview'). After naming the report, name the page (in this example we will name it 'Channel Performance Overview')



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

- a. Session default channel group
- b. Session source / medium
- c. Session campaign

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

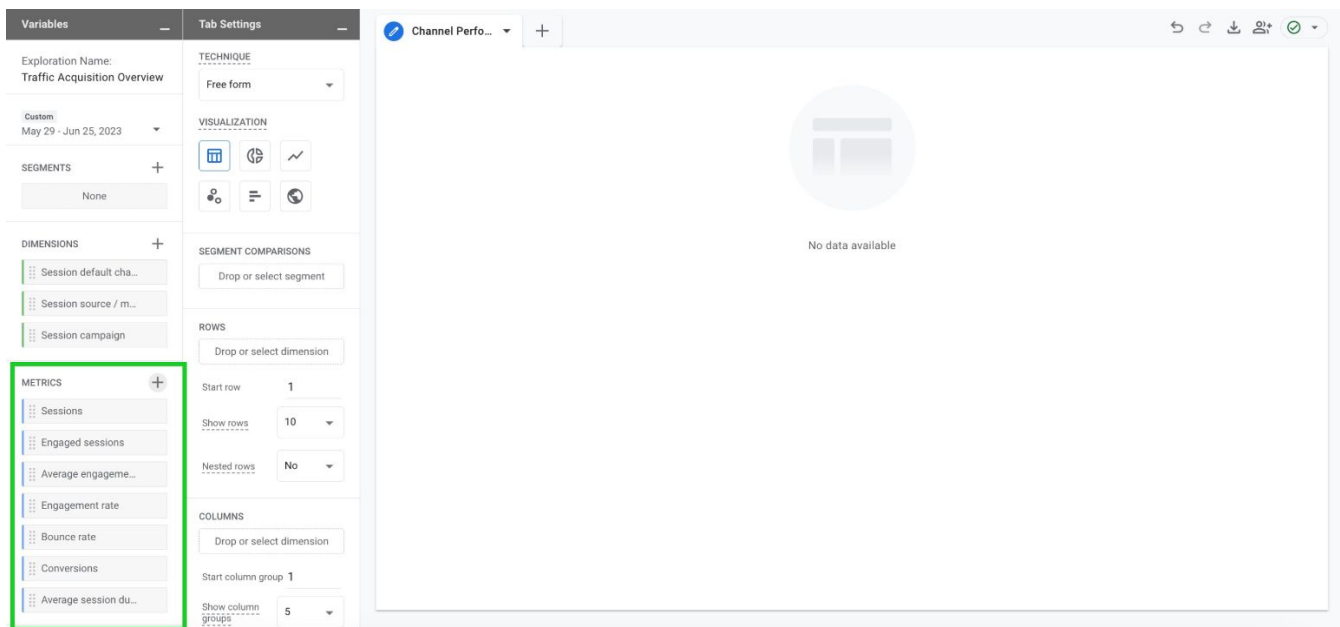


The screenshot displays the Dealer Inspire interface. On the left, the 'Variables' panel is visible, showing the 'DIMENSIONS' section highlighted with a green box. This section contains three items: 'Session default cha...', 'Session source / m...', and 'Session campaign'. The 'Tab Settings' panel on the right shows various configuration options like 'TECHNIQUE' (Free form), 'VISUALIZATION' (Table, Chart, Map), and 'ROWS' (Start row, Show rows, Nested rows). The main content area on the right is titled 'Channel Perfo...' and displays a placeholder for a visualization with the text 'No data available'.

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

- a. Sessions
- b. Engaged sessions
- c. Average engagement time per session
- e. Engagement rate
- f. Bounce rate
- g. Conversions
- h. Average session duration

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

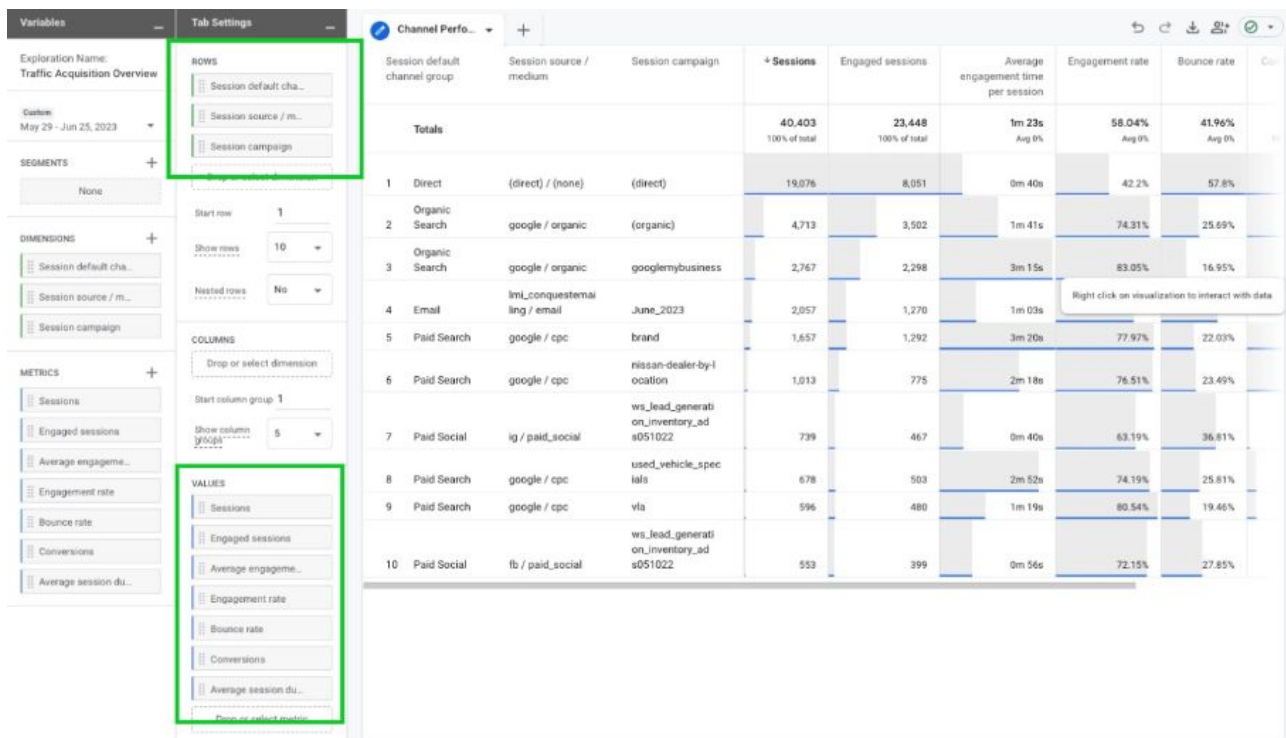


The screenshot displays the Dealer Inspire interface. On the left, the 'Variables' panel is visible, with the 'METRICS' section highlighted by a green box. The 'METRICS' section contains a list of seven metrics: Sessions, Engaged sessions, Average engagement time per session, Engagement rate, Bounce rate, Conversions, and Average session duration. The 'Tab Settings' panel on the right shows the 'Channel Performance' tab selected. The main visualization area is currently empty, displaying 'No data available'.

**STEP 5:** Drag the dimensions of ‘Session default channel group’, ‘Session source / medium’, and ‘Session campaign’ under ‘ROWS’.

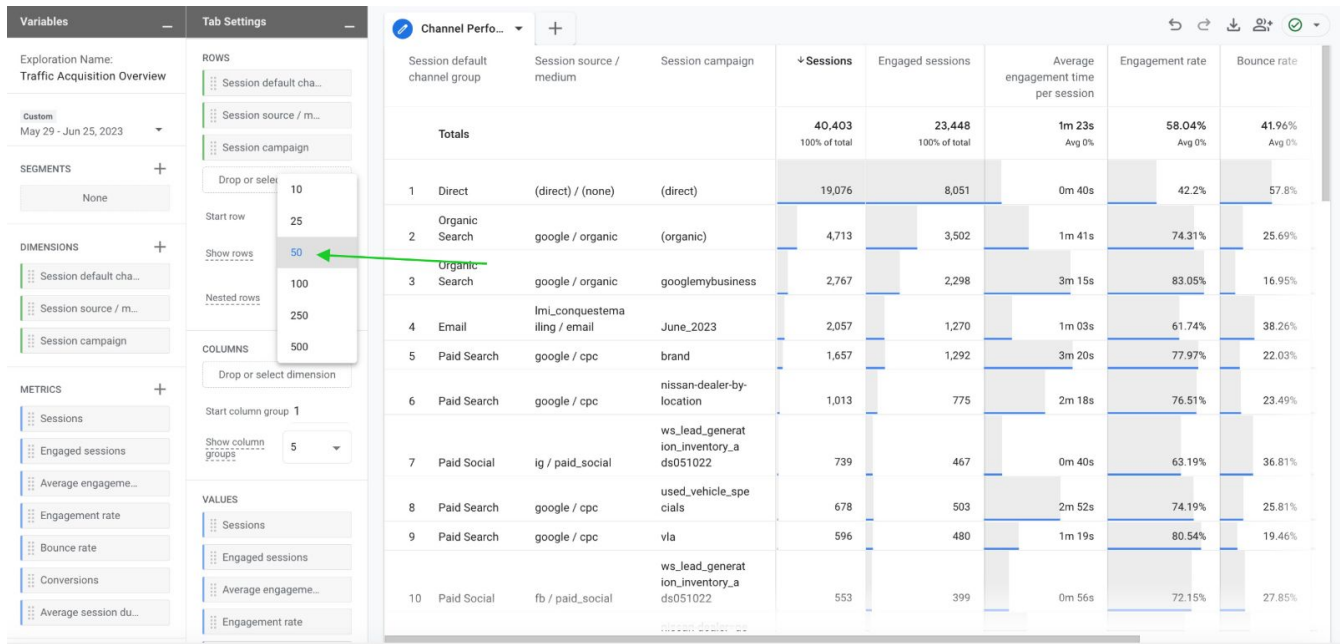
Drag the metrics ‘Sessions’, ‘Engaged sessions’, ‘Average engagement time per session’, ‘Engagement rate’, ‘Bounce rate’, ‘Conversions’, and ‘Average session duration’ under ‘VALUES’.

‘Session default channel group’, ‘Session source / medium’, ‘Session campaign’, ‘Sessions’, ‘Engaged sessions’, ‘Average engagement time per session’, ‘Engagement rate’, ‘Bounce rate’, ‘Conversions’, and ‘Average session duration’ should now show in the right column and data will populate.



Session default channel group	Session source / medium	Session campaign	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
<b>Totals</b>			40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
1 Direct	(direct) / (none)	(direct)	19,076	8,051	0m 40s	42.2%	57.8%
2 Organic Search	google / organic	(organic)	4,713	3,502	1m 41s	74.31%	25.69%
3 Organic Search	google / organic	googlemybusiness	2,767	2,298	3m 15s	83.05%	16.95%
4 Email	lml_conquestmailing / email	June_2023	2,057	1,270	1m 03s		
5 Paid Search	google / cpc	brand	1,657	1,292	3m 20s	77.97%	22.03%
6 Paid Search	google / cpc	nissan-dealer-by-location	1,013	775	2m 18s	76.51%	23.49%
7 Paid Social	ig / paid_social	ws_lead_generation_inventory_ad s051022	739	467	0m 40s	63.19%	36.81%
8 Paid Search	google / cpc	used_vehicle_specials	678	503	2m 52s	74.19%	25.81%
9 Paid Search	google / cpc	vla	596	480	1m 19s	80.54%	19.46%
10 Paid Social	fb / paid_social	ws_lead_generation_inventory_ad s051022	553	399	0m 56s	72.15%	27.85%

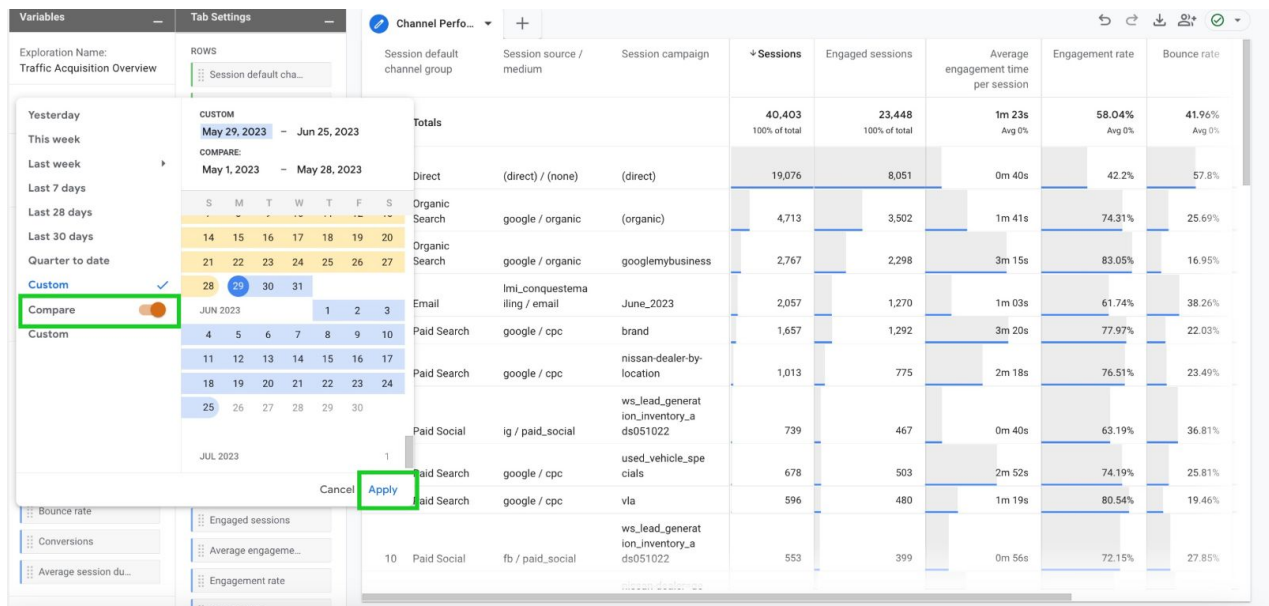
**STEP 6:** In 'ROWS' section next to 'Show rows' change number from 10 to 50



The screenshot shows the 'Channel Performance' report in Dealer Inspire. On the left, the 'ROWS' settings panel is open, showing a dropdown menu for 'Show rows' with the value '50' selected. The main table displays performance metrics for various session sources and campaigns.

Session default channel group	Session source / medium	Session campaign	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
<b>Totals</b>			40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
1 Direct	(direct) / (none)	(direct)	19,076	8,051	0m 40s	42.2%	57.8%
2 Organic Search	google / organic	(organic)	4,713	3,502	1m 41s	74.31%	25.69%
3 Organic Search	google / organic	googlemybusiness	2,767	2,298	3m 15s	83.05%	16.95%
4 Email	lmi_conquestemailing / email	June_2023	2,057	1,270	1m 03s	61.74%	38.26%
5 Paid Search	google / cpc	brand	1,657	1,292	3m 20s	77.97%	22.03%
6 Paid Search	google / cpc	nissan-dealer-by-location	1,013	775	2m 18s	76.51%	23.49%
7 Paid Social	ig / paid_social	ws_lead_generation_inventory_ads051022	739	467	0m 40s	63.19%	36.81%
8 Paid Search	google / cpc	used_vehicle_specials	678	503	2m 52s	74.19%	25.81%
9 Paid Search	google / cpc	vla	596	480	1m 19s	80.54%	19.46%
10 Paid Social	fb / paid_social	ws_lead_generation_inventory_ads051022	553	399	0m 56s	72.15%	27.85%

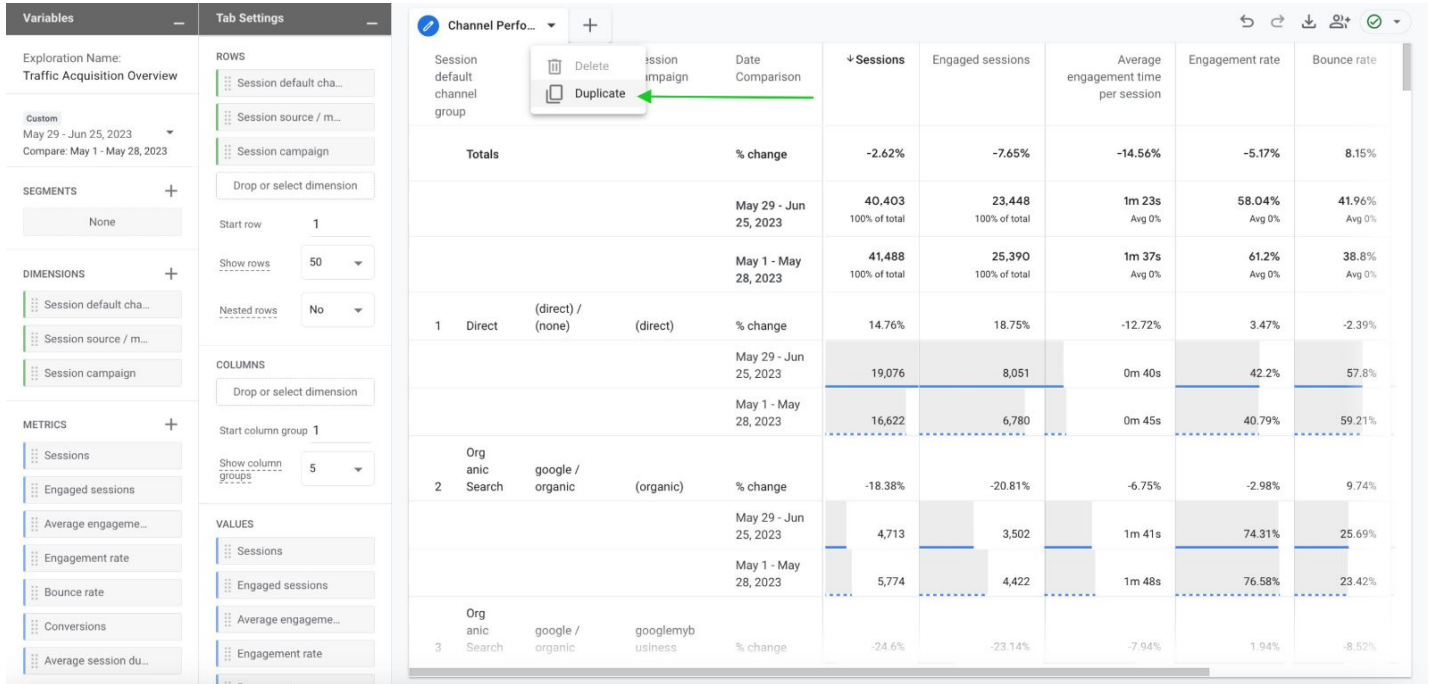
**STEP 7:** Under where we named the report, click the date range selector. Toggle on 'Compare' and click 'Apply'



The screenshot shows the date range selector in the Dealer Inspire interface. The 'Compare' toggle is turned on, and the 'Apply' button is highlighted with a green box. The main table from the previous screenshot is visible in the background.

**Steps 8-12 show how to isolate traffic based off the 'Session default channel group'**

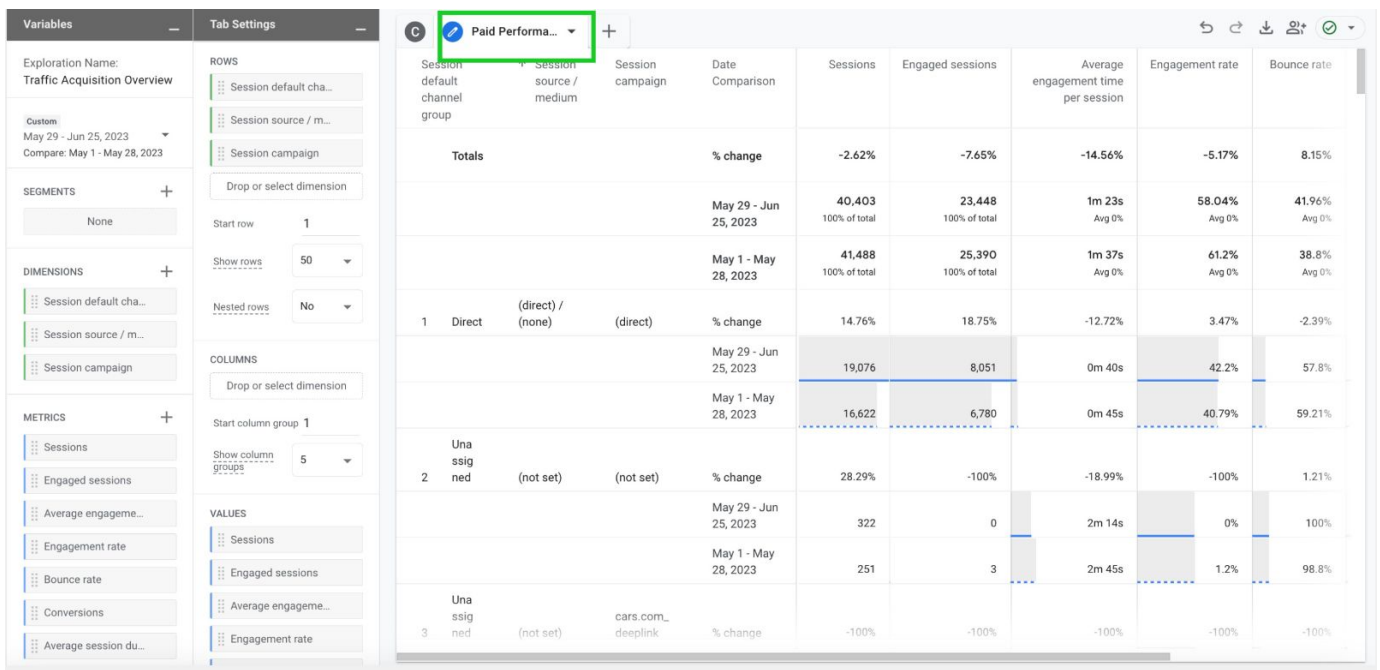
**STEP 8:** On the first page of the report (for this example we named it 'Traffic Acquisition Overview') click the arrow and select 'Duplicate'



The screenshot shows the 'Channel Performance' report. A green arrow points to the 'Duplicate' button in the context menu for the 'Session default channel group' tab.

Session default channel group	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate	
<b>Totals</b>			<b>% change</b>	<b>-2.62%</b>	<b>-7.65%</b>	<b>-14.56%</b>	<b>-5.17%</b>	<b>8.15%</b>
			May 29 - Jun 25, 2023	40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
			May 1 - May 28, 2023	41,488 100% of total	25,390 100% of total	1m 37s Avg 0%	61.2% Avg 0%	38.8% Avg 0%
1	Direct	(direct) / (none) (direct)	% change	14.76%	18.75%	-12.72%	3.47%	-2.39%
			May 29 - Jun 25, 2023	19,076	8,051	0m 40s	42.2%	57.8%
			May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%
2	Organic Search	google / organic (organic)	% change	-18.38%	-20.81%	-6.75%	-2.98%	9.74%
			May 29 - Jun 25, 2023	4,713	3,502	1m 41s	74.31%	25.69%
			May 1 - May 28, 2023	5,774	4,422	1m 48s	76.58%	23.42%
3	Organic Search	google / organic googlemybusiness	% change	-24.6%	-23.14%	-7.94%	1.94%	-8.52%

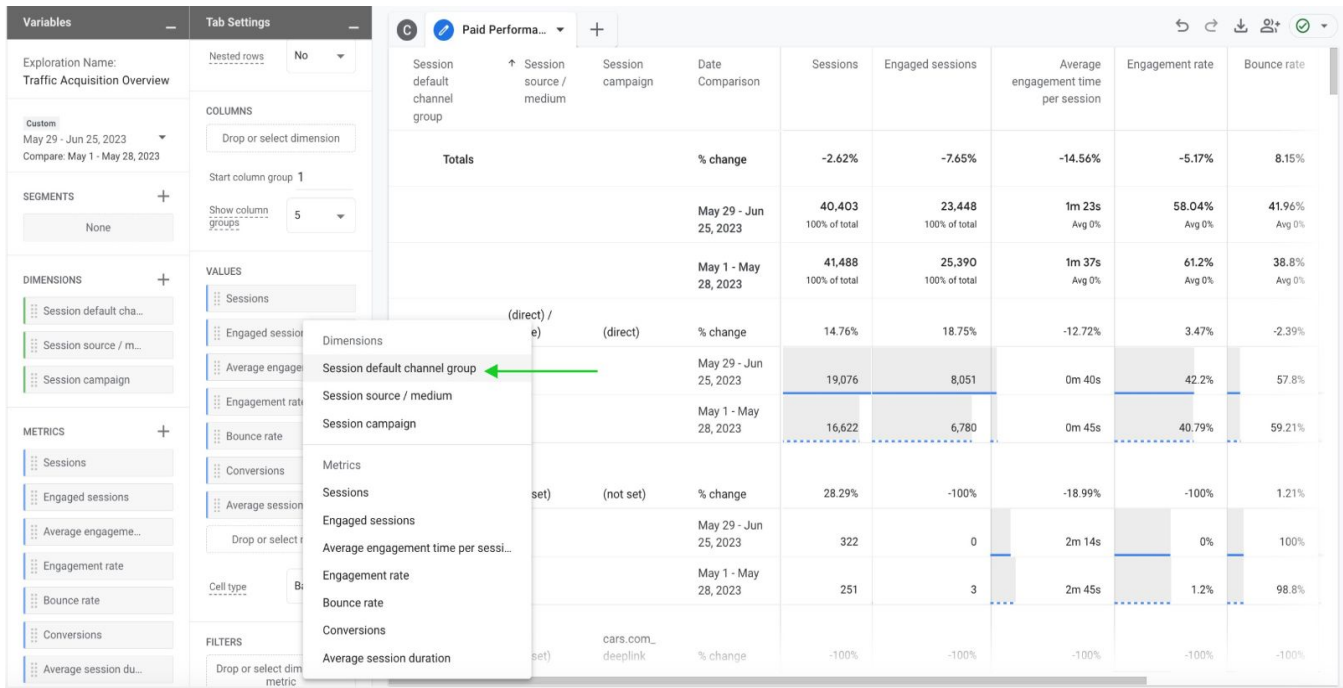
**STEP 9:** Click on the second page of the report and rename the page 'Paid Performance Overview' (Or name of 'Session default channel group' you are trying to isolate)



The screenshot shows the 'Paid Performance' report. The 'Paid Performance' tab is highlighted with a green box.

Session default channel group	Session source / medium	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
<b>Totals</b>			<b>% change</b>	<b>-2.62%</b>	<b>-7.65%</b>	<b>-14.56%</b>	<b>-5.17%</b>	<b>8.15%</b>
			May 29 - Jun 25, 2023	40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
			May 1 - May 28, 2023	41,488 100% of total	25,390 100% of total	1m 37s Avg 0%	61.2% Avg 0%	38.8% Avg 0%
1	Direct	(direct) / (none) (direct)	% change	14.76%	18.75%	-12.72%	3.47%	-2.39%
			May 29 - Jun 25, 2023	19,076	8,051	0m 40s	42.2%	57.8%
			May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%
2	Unassigned	(not set) (not set)	% change	28.29%	-100%	-18.99%	-100%	1.21%
			May 29 - Jun 25, 2023	322	0	2m 14s	0%	100%
			May 1 - May 28, 2023	251	3	2m 45s	1.2%	98.8%
3	Unassigned	(not set) cars.com_deeplink	% change	-100%	-100%	-100%	-100%	-100%

**STEP 10:** Click on ‘Drop or select dimension or metric’ under ‘FILTERS’ and select ‘Session default channel group’



Session default channel group	↑ Session source / medium	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate	
<b>Totals</b>				% change	-2.62%	-7.65%	-14.56%	-5.17%	8.15%
				May 29 - Jun 25, 2023	40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
				May 1 - May 28, 2023	41,488 100% of total	25,390 100% of total	1m 37s Avg 0%	61.2% Avg 0%	38.8% Avg 0%
(direct) / e	(direct)	% change	May 29 - Jun 25, 2023	14.76%	18.75%	-12.72%	3.47%	-2.39%	
Session default channel group			May 29 - Jun 25, 2023	19,076	8,051	0m 40s	42.2%	57.8%	
Session source / medium			May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%	
Session campaign									
Metrics									
Sessions	set	(not set)	% change	28.29%	-100%	-18.99%	-100%	1.21%	
Engaged sessions			May 29 - Jun 25, 2023	322	0	2m 14s	0%	100%	
Average engagement time per session			May 1 - May 28, 2023	251	3	2m 45s	1.2%	98.8%	
Engagement rate									
Bounce rate									
Conversions									
Average session duration	set	cars.com_deepink	% change	-100%	-100%	-100%	-100%	-100%	

**STEP 11:** Under ‘Select match type’ select ‘contains’ and type ‘Paid’ (Or name of ‘Session default channel group’ you’re trying to isolate) on ‘Enter expression’ line. Click Apply.

**FILTERS**

Session default cha...

---

Filter

contains ▼

---

Paid

---

CANCEL    APPLY

Drop or select dimension or metric

## STEP 12: Now you are looking at only Paid traffic

Session default channel group	Session source / medium	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate	
<b>Totals</b>				% change	-7.98%	-12.05%	-7.12%	-4.43%	14.74%
				May 29 - Jun 25, 2023	7,627 100% of total	5,606 100% of total	2m 05s Avg 0%	73.5% Avg 0%	26.5% Avg 0%
				May 1 - May 28, 2023	8,288 100% of total	6,374 100% of total	2m 15s Avg 0%	76.91% Avg 0%	23.09% Avg 0%
1	Paid Other	an / paid_social	ws_lead_generation_inventory_ads051022	% change	-50%	-50%	3,300%	0%	0%
				May 29 - Jun 25, 2023	1	1	1m 25s	100%	0%
				May 1 - May 28, 2023	2	2	0m 02s	100%	0%
2	Paid Social	facebook / paid	frontier_campaign	% change	-	-	-	-	-
				May 29 - Jun 25, 2023	6	5	0m 05s	83.33%	16.67%
				May 1 - May 28, 2023	0	0	0m 00s	0%	0%
	Paid	facebook /	rk_boosted_may_spe						

You can replicate steps 8-12 and create a page specific for each 'Session default channel group'. Each time you duplicate the page change the filter based on the channel group. Examples below :

**FILTERS**

Session default cha...

Filter

contains

Referral

CANCEL APPLY

Drop or select dimension or metric

**FILTERS**

Session default cha...

Filter

contains

Organic

CANCEL APPLY

Drop or select dimension or metric

**FILTERS**

Session default cha...

Filter

contains

Email

CANCEL APPLY

Drop or select dimension or metric

**FILTERS**

Session default cha...

Filter

contains

Social

CANCEL APPLY

Drop or select dimension or metric