In order to track the performance of your website, Dealer Inspire supports pushing events to Google Analytics 4 (GA4). These events adhere to the Automotive Standards Council (ASC) events as well as some additional events which capture engagement points that are specific to the Dealer Inspire platform.

These events are user interactions with elements on a web page, such as; form submissions, banner clicks, CTA clicks, video plays, clicks on navigation items and so forth. These events are available to be sent to any requested GA4 property which is currently tracking on a website.

The events below are tracking in Dealer Inspire managed GA4 accounts, however, these events can be sent to other GA4 measurement ID's by request (to request, please contact your Performance Manager or Dealer Inspire support)

This document will provide:

- Table detailing each event and the trigger for the event
- Table detailing each parameter and the type of data passed with the parameter
- Instructions on setting up Custom Dimensions along with the Dealer Inspire recommended Custom Dimensions
- Table detailing each events along with the event's associated parameters

ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_pageview	Fires once on every single page	ASC Event
asc_item_pageview	Page load of a Vehicle Details Page (VDP)	ASC Event
asc_itemlist_pageview	Page load of a Vehicle (Search) Results Page (VRP)	ASC Event
asc_cta_interaction	Engagement with CTA buttons and hyperlinked text on all website pages	ASC Event
asc_click_to_call	When a mobile click to call was started (unable to determine if the call connected)	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_element_configuration	The completed vehicle information from the Build & Price tool has loaded, also when filters on the VRP are utilized, also when there is engagement on the search bar in nav or HERO	ASC Event
asc_media_interaction	When user views images, videos, or sliders on any page.	ASC Event
asc_special_offer	Clicks on FIXED OPS offers & Incentives	ASC Event
asc_form_engagement	During a form fill process for each consumer engagement point	ASC Event
asc_form_submission	Anytime any form containing PII is submitted	ASC Event
asc_form_submission_sales	When a sales form (excluding sales appt form) is submitted	ASC Event
asc_form_submission_sales _appt	When a sales appt form is submitted	ASC Event
asc_form_submission_servic e	When a service form (excluding service appt form) is submitted	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_form_submission_servic e_appt	When a service appt form is submitted	ASC Event
asc_form_submission_parts	When a parts form is submitted	ASC Event
di_form_submission_other	When a form submitted which can't be categorized as Sales, Service or Parts	DI Specific Event
asc_menu_interaction	Any Item in the navigation is clicked on	ASC Event
build_and_price_load	Vehicle Configurator tool page loads	DI Specific Event
vdp_sharetools_click	Click on the "share" icons on Vehicle Detail Pages (VDPs)	DI Specific Event
action_bar_click	On click of an element on the Action Bar	DI Specific Event
personalizer_shown	When a personalizer is displayed/shown	DI Specific Event
personalizer_click	On click of a personalizer	DI Specific Event



Parameters

The additional data points, collected/associated with events, allowing for deeper analysis/insights into the performance of your website. For example, on a sales form event (asc_form_submission_sales), we are also passing along the vehicle information through parameters (such as vin, make, model, year...)

While parameters are being passed with the events, they need to be registered as **Custom Dimensions** within GA4 in order to have access to the additional data within the GA4 interface.

Below is a table of all the parameters which are associated with different Dealer Inspire website events. Parameters notated with a * are the parameters DI has registered as custom dimensions in our DI managed GA4 properties.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
page_type *	Type of page event took place on	directions
action_location *	High level description of the Element type where the event action took place	digital_retailing_tool
event_owner *	Who is triggering the event	dealer inspire
element_color	Color of the element (button, text, object) associated with the event	#FFC0CB
element_order	Order of element starting at 0 and counted from left to right, top to bottom.	6
link_url *	The destination URL if event action results in a new page render	https://www.google.com/ newcar
event_action_result *	Result form the initial action that triggered the event	start
element_text *	Text on the cta button, hyperlink, menu, or message on image.	Get ePrice



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_phone_number *	Tracking or listed phone number associated with event (Not the customer phone number)	+18152867357
department *	Department associated with the event	service
phone_number_type	Number clicked comma separated with type of click	18142863743,service
affiliation	Name of the company/employee associated with event, but not the event owner	jd_power
promotion_name *	Name of the promotional offer that was displayed to consumer	10% off oil change
product_name	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	Spin Car
element_position	Position of the element in relation to the page	top_right
flow_outcome *	If event action resulted in an specific outcome that was part of a flow	unlock
submission_id	Lead ID number	1231231
form_name *	Name of the form that was filled out	get e-price
page_location	URL of page where the event was fired	https://www.google.com/ home
form_type *	Category or type of form	service_appointment



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_status *	Status of the communication at time of event	answered
comm_type *	Type of communication that took place	chat
element_state *	Status of an element associated with event action	active
element_type *	Where the event action took place	pagination
element_subtype	A more detailed description of the type of element integrated within the event.	dropdown
element_title *	Name of the data field or adjacent text	milage
element_value *	Value of itemlist filter, search terms, and universal field values. Users sometimes enter PII into search boxes and form fields. Be sure to remove PII from user-entered information before it is sent to Analytics	Any Model
item_id *	VIN Number	1G7B92562345824155
Item_inventory_date *	Date the vehicle was added to inventory	2021/11/30
item_price *	Price of the vehicle	35000
item_category *	Category of item associated with event	accessories





PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
item_fuel_type	Fuel Type of item associated with event	nitrogen
item_package	Package chosen when creating a vehicle	cold weather package
item_interior_color	Interior color of the vehicle created	black
item_power_train	Power Train of the vehicle created	front wheel drive
item_make *	Make (Brand) of item associated with event	Ford
item_model *	Model of item associated with event	f-150
item_type *	Body style of vehicle	sedan
item_variant *	Specific trim of the vehicle	sport
item_color *	Color of item associated with event	red
item_year *	Year of the vehicle	2022
item_number *	Stock Number	AE956788
item_condition *	Industry condition of item associated with event	new



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_outcome *	The outcome of the communication	appt_booked
event_action *	Type of action that triggered the event	click
item_results *	Number of results returned on the screen from a search query (Not total results returned from search)	12
media_type *	Type of media interacted with	image
creative_name *	The name of the media, if individually named, like in a gallery (as displayed)	Ford Lightning Video
flow_name *	The name of the flow interacted with if individually named	contact_info





Please follow these steps to set up custom definitions in a GA4 property:

• Go to admin

	Home			>>	
	Users Event count	Conversions New users	USERS IN LA	T 30 MINUTES	
	7.2K 47K	37 6.8K	34	<u> </u>	
	† 3.6% † 5.9%	0.0% 13.3%	2K USERS PER N	INITE	
			1.58	a ana antara	
			1K COUNTRY	USERS -	
			500 United States		
	06 07 08 Nov	09 10 11	0 United Kingdi	m 4 2	
	Nov — Last 7 days – – Preceding period		Australia	1	
			-		
	Last 7 days 👻	Vie	w reports snapshot →	View realtime →	
	Recently accessed	Untitled exploration	Explore today	Property settings	
_	Suggested for you				
	Salar and			Session default cha+	
	Terr di -		COUNTRY USE United States 4.2% 1113	Session default cha+ RS SESSION DEFAULT	

Under 'Data display' click 'Custom Definition'

+ Create +	ese settings affect your analytics account What's an ac	count?			
	Account details	0	Account change history	0	
	Account access management	0	II Trash	0	
My preferences Setup Assistant	7 All filters	0			
Account settings ^ PROPE	RTY SETTINGS				
Account	roperty		Data collection and modification		
Property settings	ese settings affect your property What's a property?		These settings control how data is collected an	d modified	
Property	Property details	0	Data streams	0	
Data collection and modifica 24	Property access management	0	Data collection	0	
Data display	Property change history	0	1 Data import	0	
Product links	Analytics Intelligence search history	0	Data retention	0	
			↓ Data filters	0	
	ata display ese settings control how data is shown in your reports		Data deletion requests	0	
	Events	0			
	Conversions	0	Product links These settings control which products link to th	is property	
	E Audiences	0	Google AdSense links		
	Custom definitions	0	Google Ads links		
	Channel groups	0	Ad Manager links		
	Attribution settings	0	BigQuery links		
	Reporting identity	0	Display & Video 360 links		
	DebugView	0	Floodlight links		
<			Merchant Center links		
`			Google Play links		



• Click on "Create Custom Dimensions" button

	nalytics	Q Try sear	ching "how many users last month vs last y	'ear"					0
h (+	Create -	Custom definitions				Quota info	rmation		
2	nin preferences up Assistant	Custom dimensions Custom m	etrics Description	Scope	User	Create custom dime	nsion		
()K	ount settings	action_location		Event	Property/Parameter action_location	Nov 22, 2022			
 Ac 	ccount	comm_outcome		Event	comm_outcome	Nov 22, 2022	:		
	perty settings ^	comm_phone_number		Event	comm_phone_num ber	Nov 22, 2022	:		
	operty ata collection and modifica	comm_status		Event	comm_status	Nov 22, 2022	:		
- Da	ata display	comm_type		Event	comm_type	Nov 22, 2022	1		
	Events Conversions	creative_name		Event	creative_name	May 24, 2023	1		
	Audiences	department		Event	department	Nov 22, 2022	1		
	Custom definitions	element_state		Event	element_state	Nov 22, 2022	÷		
	Channel groups Attribution settings	element_text		Event	element_text	Nov 22, 2022			
	Reporting identity	element_title		Event	element_title	Nov 22, 2022	1		
	DebugView	element_type		Event	element_type	Nov 22, 2022	1		
• Pr	oduct links	element_value		Event	element_value	Nov 22, 2022	1		
		event_action		Event	event_action	Nov 22, 2022	1		
		event_action_result		Event	event_action_resul t	Nov 22, 2022	1		
		event_owner		Event	event_owner	Nov 22, 2022	1		
	<	flow_name		Event	flow_name	Jul 24, 2023	1		

• Fill out the dimension name (in this example we are using 'price') and choose the parameter that correlates. Then click 'Save'

+ Create *	Custom definitions			Creating a custom dimension with a high numt impact your reports. Be sure to follow best pra- dimensions.	er of unique values may negatively ctices when creating custom	Learn more about best practice
Admin My preferences	Custom dimensions Custom metrics			Dimension name 1	Scope 🕲	
Setup Assistant	Dimension name 🛧 Descrip	tion Scope	User Property/Parameter	price	Event	-
Account settings	action_location	Event	action_location	Description @		
 Account 	comm_outcome	Event	comm_outcome		_	
Property settings	comm_phone_number	Event	comm_phone_num ber	Event parameter 🕲		
Property Data collection and modifica	comm_status	Event	comm_status	price	·	
Data conection and modifica Data display	comm_type	Event	comm_type			
Events	creative_name	Event	creative_name			
Conversions	department	Event	department			
Custom definitions	element_state	Event	element_state			
Channel groups	element_text	Event	element_text			
Attribution settings Reporting identity	element_title	Event	element_title			
DebugView	element_type	Event	element_type			
Product links	element_value	Event	element_value			
	event_action	Event	event_action			
		Event	event_action_resul			
	event_action_result		1			
	event_owner	Event	event_owner			
<	flow_name	Event	flow_name			



Below are the different events you'll receive from a Dealer Inspire Website and the associated parameters.

*Please note that if a parameter is not available or does not apply for that specific event, it will be passed as a blank value (for example a click to call which fires the asc_click_to_call event, may not have vehicle info associated with the click, therefore the vehicle information for that event would be blank

EVENT	ASSOCIATED PARAMETERS
asc_pageview	<pre>event_owner * page_type * error_code item_condition * item_make * item_model * item_type * item_type * item_color * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type</pre>
asc_item_pageview	<pre>event_owner * page_type * error_code item_condition * item_make * item_make * item_model * item_type * item_variant * item_color * item_var * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type</pre>
asc_itemlist_pageview	event_owner * itemlist_type ltem_results * item_make * item_type * item_variant * item_model * item_color * item_year *



EVENT	ASSOCIATED PARAMETERS
asc_cta_interaction	<pre>element_text * page_type * action_location * event_owner * element_color element_order link_url * event_action_result * element_type * event_action * item_condition * item_make * item_model * item_type * item_variant * item_olor * item_number * item_inventory_date item_price * item_fuel_type</pre>
asc_click_to_call	<pre>comm_phone_number * department * phone_number_type event_owner * page_type * affiliation item_condition * item_makeitem_model item_type * item_variant * item_color * item_user * item_number * item_inventory_date item_price *</pre>



EVENT	ASSOCIATED PARAMETERS
asc_element_configuration	<pre>page_type * event_owner * event_action_result * event_action * product_name element_state * element_type * element_type * element_title * element_title * element_twalue * element_color element_order item_package item_interior_color item_color * item_power_train item_type * item_variant * item_make * item_make * item_model * item_price * item_category * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_media_interaction	<pre>event_action_result * event_owner * page_type * affiliation media_type * link_url * creative_name * item_condition * item_make * item_model * item_type * item_type * item_variant * item_olor * item_number * item_inventory_date item_inventory_date item_category * item_fuel_type</pre>
asc_special_offer	element_text * page_type * promotion_name * event_owner * department * product_name element_position flow_outcome *



EVENT	ASSOCIATED PARAMETERS
asc_form_engagement	<pre>form_name * department * event_owner * page_type * comm_type * comm_outcome * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_umber * item_number * item_id * item_fuel_type item_inventory_date item_price *</pre>
asc_form_submission	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_over * item_wodel * item_model * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_number * item_number * item_inventory_date item_price * item_fuel_type</pre>
asc_form_submission_sales_appt	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_odel * item_number * item_number * item_inventory_date item_price * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_type * item_odel * item_odel * item_number * item_id * item_inventory_date item_price * item_fuel_type</pre>
asc_form_submission_sales_appt	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_type * item_type * item_odel * item_odel * item_number * item_id * item_inventory_date item_price * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_parts	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * Item_type * item_model * item_model * item_number * item_number * item_inventory_date item_price * item_category * item_fuel_type</pre>
di_form_submission_other	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * Item_type * item_model * item_model * item_number * item_number * item_inventory_date item_price * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
action_bar_click	element_text * event_owner *
asc_menu_interaction	element_text * action_location * event_owner * page_type * element_subtype element_type * event_action *
build_and_price_load	page_type * event_owner *
vdp_sharetools_click	element_text * event_owner *
personalizer_shown	promotion_name * action_location * event_owner *
personalizer_click	promotion_name * action_location * element_text * link_url * event_owner *



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These events are user interactions with elements on a web page, such as; form submissions, banner clicks, CTA clicks, video plays, clicks on navigation items and so forth. These events are available to be sent to any requested GA4 property which is currently tracking on a website.

The events below are tracking in Dealer Inspire managed GA4 accounts, however, these events can be sent to other GA4 measurement ID's by request (to request, please contact your Performance Manager or Dealer Inspire support)

This document will provide you:

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asc_click_to_call	When a mobile click to call was started (unable to determine if the call connected)	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_element_configuration	The completed vehicle information from the Build & Price tool has loaded, also when filters on the VRP are utilized, also when there is engagement on the search bar in nav or HERO	ASC Event
asc_media_interaction	When user views images, videos, or sliders on any page.	ASC Event
asc_special_offer	Clicks on FIXED OPS offers & Incentives	ASC Event
asc_form_engagement	During a form fill process for each consumer engagement point	ASC Event
asc_form_submission	Anytime any form containing PII is submitted	ASC Event
asc_form_submission_sales	When a sales form (excluding sales appt form) is submitted	ASC Event
asc_form_submission_sales_appt	When a sales appt form is submitted	ASC Event
asc_form_submission_service	When a service form (excluding service appt form) is submitted	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_form_submission_service_appt	When a service appt form is submitted	ASC Event
asc_form_submission_parts	When a parts form is submitted	ASC Event
di_form_submission_other	When a form submitted which can't be categorized as Sales, Service or Parts	DI Specific Event
asc_menu_interaction	Any Item in the navigation is clicked on	ASC Event
build_and_price_load	Vehicle Configurator tool page loads	DI Specific Event
vdp_sharetools_click	Click on the "share" icons on Vehicle Detail Pages (VDPs)	DI Specific Event
action_bar_click	On click of an element on the Action Bar	DI Specific Event
personalizer_shown	When a personalizer is displayed/shown	DI Specific Event
personalizer_click	On click of a personalizer	DI Specific Event



Parameters are the additional data points, collected/associated with events, allowing for deeper analysis/insights into the performance of your website. For example, on a sales form event (asc_form_submission_sales), we are also passing along the vehicle information through parameters (such as vin, make, model, year...)

While parameters are being passed with the events, they (parameters) need to be registered as **Custom Dimensions** within GA4 in order to have access to the additional data within the GA4 interface.

Below is a table of all the parameters which are associated with different Dealer Inspire website events. Parameters notated with a * are the parameters DI has registered as custom dimensions in our DI managed GA4 properties.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
page_type *	Type of page event took place on	directions
action_location *	High level description of the Element type where the event action took place	digital_retailing_tool
event_owner *	Who is triggering the event	dealer inspire
element_color	Color of the element (button, text, object) associated with the event	#FFC0CB
element_order	Order of element starting at 0 and counted from left to right, top to bottom.	6
link_url *	The destination URL if event action results in a new page render	https://www.google.com/ newcar
event_action_result *	Result form the initial action that triggered the event	start
element_text *	Text on the cta button, hyperlink, menu, or message on image.	Get ePrice



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_phone_number *	Tracking or listed phone number associated with event (Not the customer phone number)	+18152867357
department *	Department associated with the event	service
phone_number_type	Number clicked comma separated with type of click	18142863743,service
affiliation	Name of the company/employee associated with event, but not the event owner	jd_power
promotion_name *	Name of the promotional offer that was displayed to consumer	10% off oil change
product_name	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	Spin Car
element_position	Position of the element in relation to the page	top_right
flow_outcome *	If event action resulted in an specific outcome that was part of a flow	unlock
submission_id	Lead ID number	1231231
form_name *	Name of the form that was filled out	get e-price
page_location	URL of page where the event was fired	https://www.google.com/ home
form_type *	Category or type of form	service_appointment

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_status *	Status of the communication at time of event	answered
comm_type *	Type of communication that took place	chat
element_state *	Status of an element associated with event action	active
element_type *	Where the event action took place	pagination
element_subtype	A more detailed description of the type of element integrated within the event.	dropdown
element_title *	Name of the data field or adjacent text	milage
element_value *	Value of itemlist filter, search terms, and universal field values. Users sometimes enter PII into search boxes and form fields. Be sure to remove PII from user-entered information before it is sent to Analytics	Any Model
item_id *	VIN Number	1G7B92562345824155
item_inventory_date	Date the vehicle was added to inventory	2021/11/30
item_price *	Price of the vehicle	35000
item_category *	Category of item associated with event	accessories



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE		
item_fuel_type	Fuel Type of item associated with event	nitrogen		
item_package	Package chosen when creating a vehicle	cold weather package		
item_interior_color	Interior color of the vehicle created	black		
item_power_train	Power Train of the vehicle created	front wheel drive		
item_make *	Make (Brand) of item associated with event	Ford		
item_model *	Model of item associated with event	f-150		
item_type *	Body style of vehicle	sedan		
item_variant *	Specific trim of the vehicle	sport		
item_color *	Color of item associated with event	red		
item_year *	Year of the vehicle	2022		
item_number *	Stock Number	AE956788		
item_condition *	Industry condition of item associated with event	new		

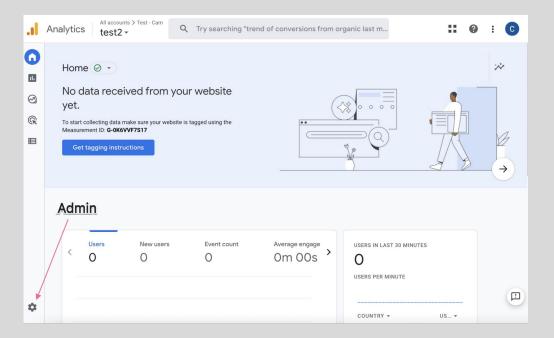


PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_outcome *	The outcome of the communication	appt_booked
event_action *	Type of action that triggered the event	click
item_results *	Number of results returned on the screen from a search query (Not total results returned from search)	12
media_type *	Type of media interacted with	image
creative_name *	The name of the media, if individually named, like in a gallery (as displayed)	Ford Lightning Video



Please follow these steps to set up custom definitions in a GA4 property:

• Go to admin



• Under property settings click 'Custom Definition'

n	ADMIN USER				
1	Account + Create Account		Property + Create Property		
2	Test - Cam		test2 (337459623)		
(Fr	Account Settings	۲	Setup Assistant		
	Account Access Management		Property Settings		
_	Y All Filters		Property Access Management		
	S Account Change History		Data Streams		
	Trash Can		Events Eve		
			Conversions		
			_e≡ Audiences		
			Custom definitions		
			Data Settings		
			① Data Import		



• Click on "Create Custom Dimensions" button

. A	nalytics	5 test2 -	Q Tr	y searching trend of co	onversions from organic las				0 :	C	
n.	ADMI	N USER									
•		Property + Create Property test2 (337459623)	_	Custom definitions	5		G	uota infor	mation		
¢	4	Setup Assistant		Custom dimensions	Custom metrics		Create custo	om dimens	ions		
Ħ		Property Access	-	Dimension name 1	Description	Scope	U Property/	Last changed			
		Management Data Streams		action_location		Even t	action_ locatio n	Oct 14, 2022	:		
	Events carousel_action IP Conversions Z= Audiences click_url		B Events		carousel_action		Even t	carous el_actio n	Oct 14, 2022	:	
			Even t	click_te xt	Oct 14, 2022	:					
		≧≡ Audiences click_url		Even t	click_ur I	Oct 14, 2022	:				
		Custom definitions		event_owner		Even t	event_o wner	Oct 14, 2022	:		
		Data Settings		filter_option		Even t	filter_o	Oct 14, 2022	:		

• Fill out the dimension name (in this example we are using 'price') and choose the parameter that correlates. Then click 'Save'

	ADMI	Propert	USER y + Create Property 337459623)	Custom d		Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.
	4	Ń	Setup Assistant		Dime	ension name 🗇 Scope 👁
(k			Property Settings	Custom di	prie	ice Event -
			Property Access Management	Dimension	Desc	cription 🕲
			Data Streams	action_loc	Even	nt parameter 🕲
		B	Events	carousel_	prie	
		P	Conversions	click_text		
		o¶ ≣	Audiences	click_url		
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			Data Settings	filter_optic		
0		.↑.	Data Import			
U			© 20	023 Google Analytics ho		



Below are the different events you'll receive from a Dealer Inspire website along with the

associated parameters. *Please note that if a parameter is not available or does not apply for that specific event, it will be passed as a blank value (for example a click to call which fires the asc_click_to_call event, may not have vehicle info associated with the click, therefore the vehicle information for that event would be blank

EVENT	ASSOCIATED PARAMETERS
asc_pageview	<pre>event_owner * page_type * error_code item_condition * item_make * item_model * item_type * item_variant * item_color * item_year * item_number * item_inventory_date item_price * item_category * item_fuel_type</pre>
asc_item_pageview	<pre>event_owner * page_type * error_code item_condition * item_make * item_model * item_type * item_variant * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_fuel_type</pre>
asc_itemlist_pageview	event_owner * itemlist_type ltem_results * item_make * item_type * item_variant * item_model * item_color * item_year *



EVENT	ASSOCIATED PARAMETERS
asc_cta_interaction	<pre>element_text * page_type * action_location * event_owner * element_color element_order link_url * event_action_result * element_type * event_action * item_condition * item_make * item_model * item_type * item_variant * item_olor * item_number * item_id * item_price * item_fuel_type</pre>
asc_click_to_call	<pre>comm_phone_number * department * phone_number_type event_owner * page_type * affiliation item_condition * item_makeitem_model item_type * item_variant * item_color * item_year * item_number * item_inventory_date item_price *</pre>



EVENT	ASSOCIATED PARAMETERS
asc_element_configuration	<pre>page_type * event_owner * event_action_result * event_action * product_name element_state * element_type * element_type * element_title * element_title * element_text * element_value * element_color element_order item_package item_interior_color item_color * item_power_train item_type * item_make * item_make * item_make * item_model * item_price * item_category * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_media_interaction	<pre>event_action_result * event_owner * page_type * affiliation media_type * link_url * creative_name * item_condition * item_make * item_model * item_type * item_type * item_color * item_variant * item_number * item_inventory_date item_inventory_date item_category * item_fuel_type</pre>
asc_special_offer	element_text * page_type * promotion_name * event_owner * department * product_name element_position flow_outcome *



EVENT	ASSOCIATED PARAMETERS
asc_form_engagement	<pre>form_name * department * event_owner * page_type * comm_outcome * element_text * form_type * item_condition * item_make * item_type * item_type * item_variant * item_model * item_odel * item_number * item_number * item_fuel_type item_inventory_date item_price *</pre>
asc_form_submission	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_oter * item_number * item_inventory_date item_price * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_umber * item_inventory_date item_price * item_fuel_type</pre>
asc_form_submission_sales_appt	<pre>submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_unuber * item_inventory_date item_price * item_fuel_type</pre>



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_service	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_oter * item_number * item_id * item_inventory_date item_price item_category * Item_fuel_type</pre>
asc_form_submission_service_appt	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * Item_type * item_variant * item_model * item_number * item_number * item_inventory_date Item_price item_category * item_fuel_type</pre>

EVENT	ASSOCIATED PARAMETERS
asc_form_submission_parts	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * Item_type * item_variant * item_model * item_odel * item_number * item_inventory_date item_price * item_fuel_type</pre>
di_form_submission_other	<pre>submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * Item_type * item_variant * item_model * item_oolor * item_number * item_inventory_date item_price * item_fuel_type</pre>

EVENT	ASSOCIATED PARAMETERS
action_bar_click	element_text * event_owner *
asc_menu_interaction	element_text * action_location * event_owner * page_type * element_subtype element_type * event_action *
build_and_price_load	page_type * event_owner *
vdp_sharetools_click	element_text * event_owner *
personalizer_shown	promotion_name * action_location * event_owner *
personalizer_click	promotion_name * action_location * element_text * link_url * event_owner *