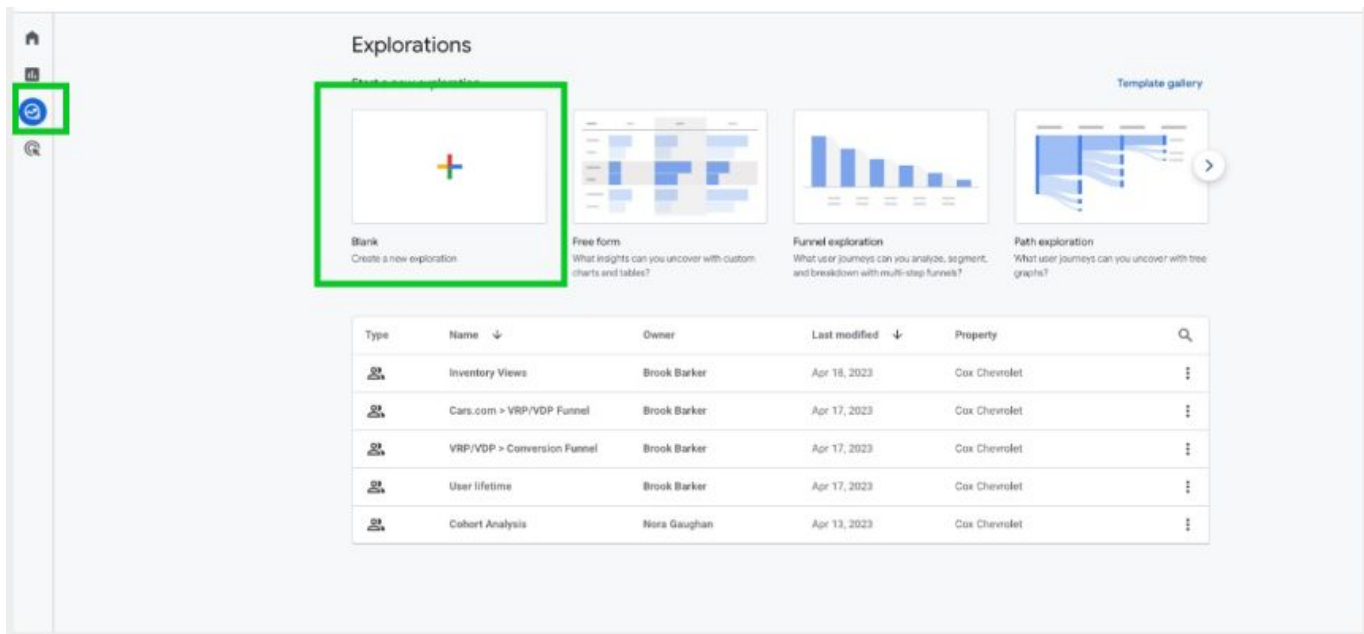


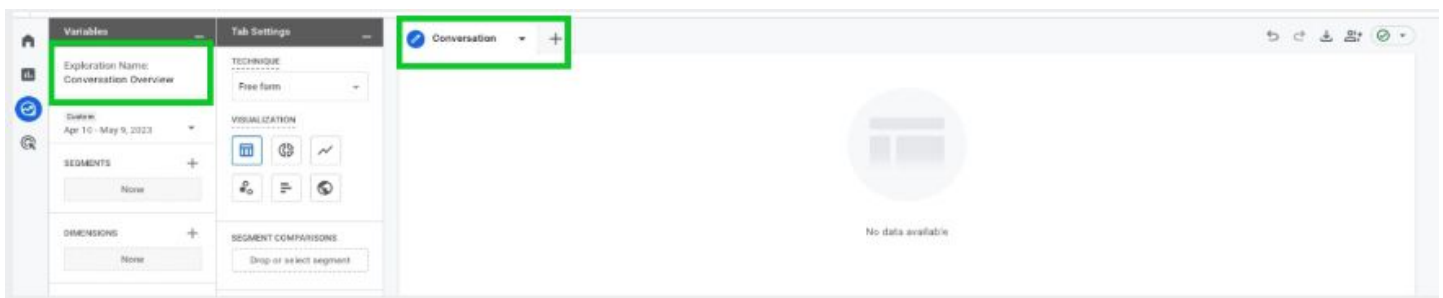
Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

This resource will provide you step-by-step instructions on how to create a Conversion/Key Event Overview report in GA4. The example report will show the events that you have marked as conversions and the name of the form filled (if applicable to the event). 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



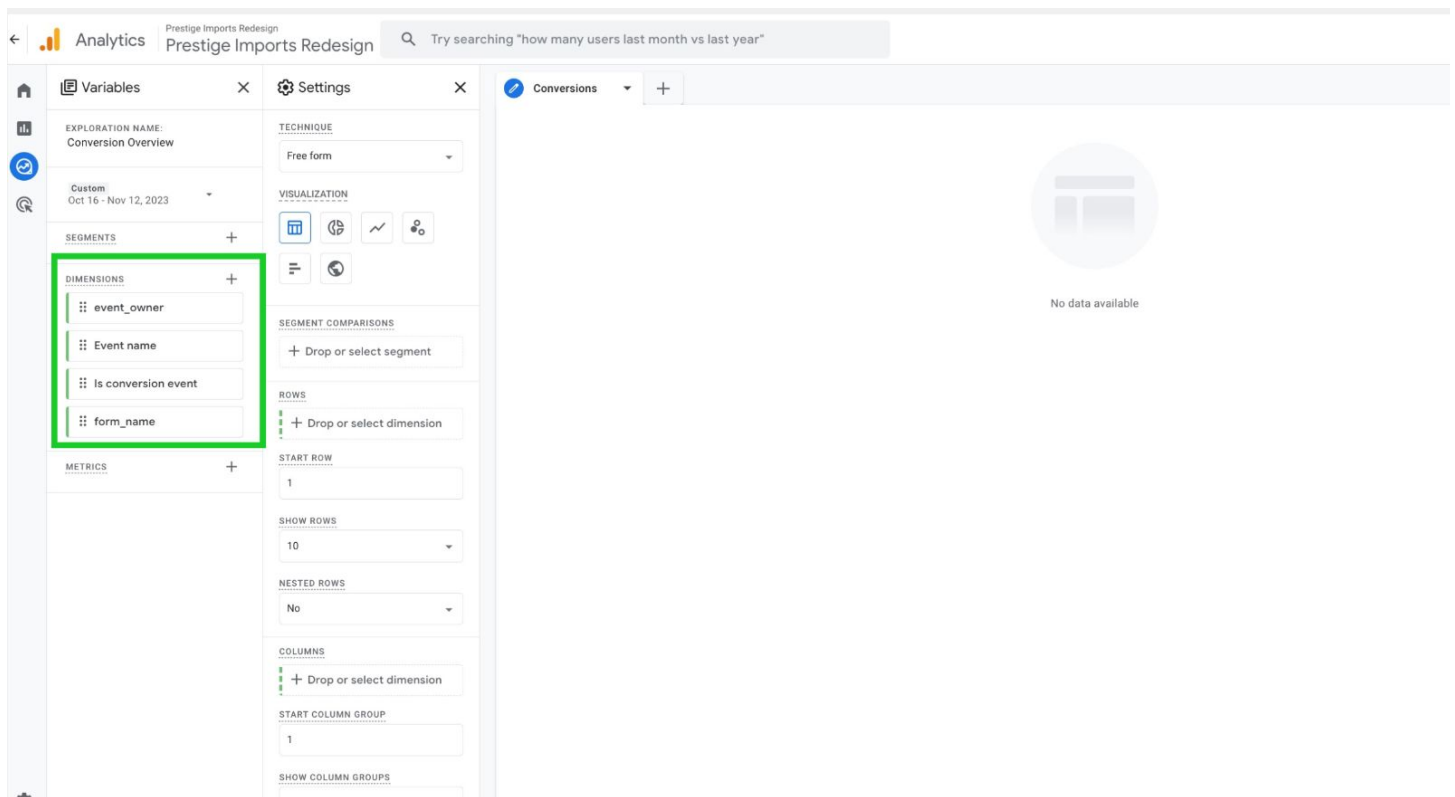
STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Conversion Overview'). After naming the report, name the page (in this example we will name it 'Conversions')



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

- a. event_name
- b. Is conversion event (May also reflect as 'Is key event')
- d. event_owner
- e. form_name

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



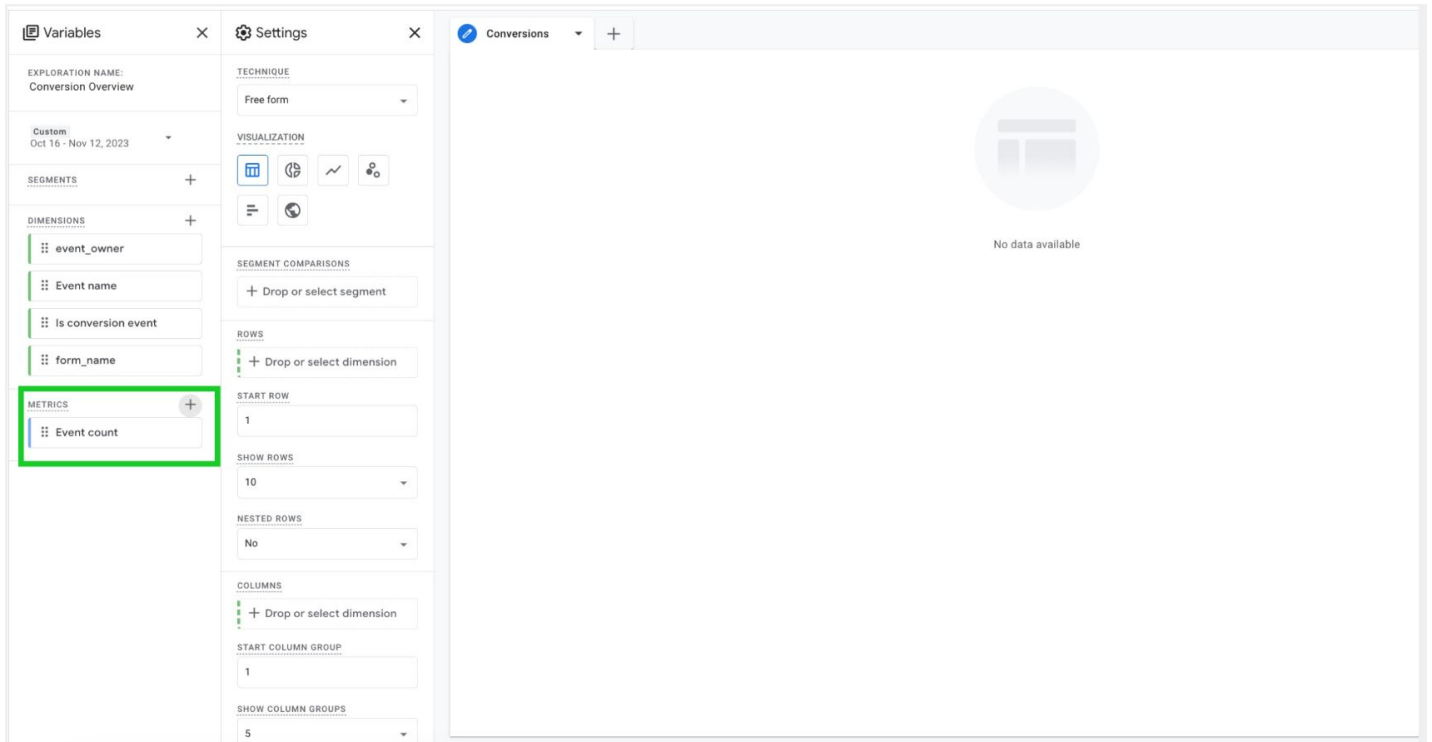
The screenshot shows the Dealer Inspire Analytics interface. The main panel displays the 'Conversion Overview' exploration. The 'DIMENSIONS' section is highlighted with a green box and contains the following items:

- event_owner
- Event name
- Is conversion event
- form_name

The interface also shows other sections like 'SEGMENTS', 'METRICS', 'TECHNIQUE', 'VISUALIZATION', 'SEGMENT COMPARISONS', 'ROWS', 'START ROW', 'SHOW ROWS', 'NESTED ROWS', 'COLUMNS', 'START COLUMN GROUP', and 'SHOW COLUMN GROUPS'. The main visualization area is currently empty, displaying 'No data available'.

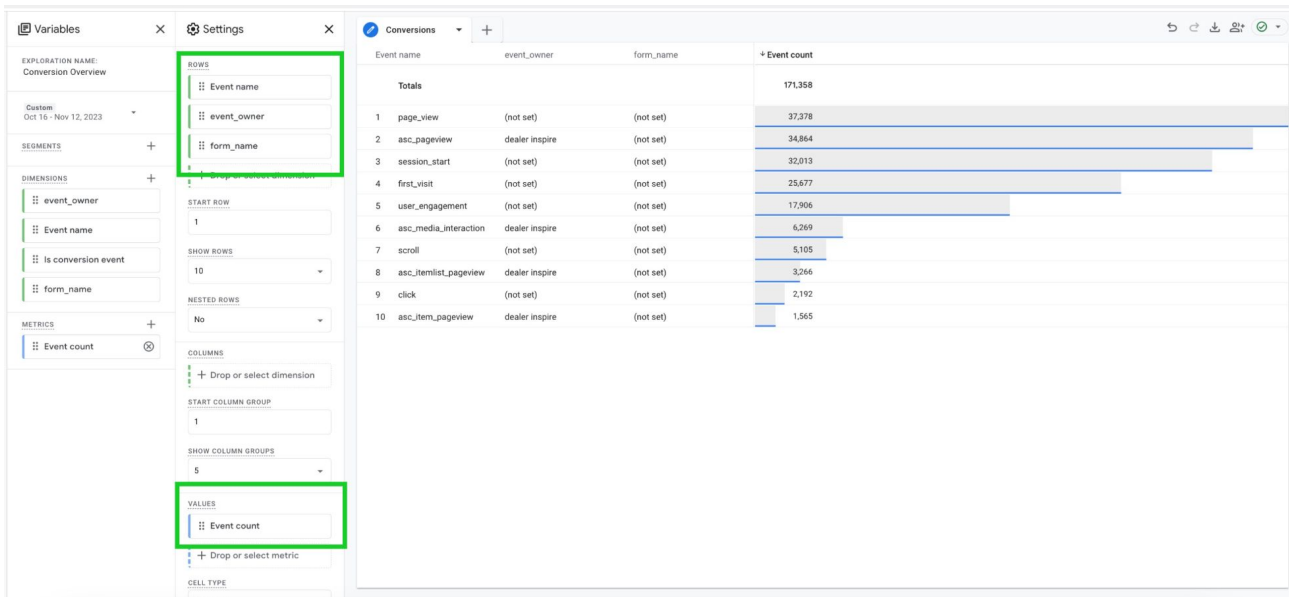
STEP 4: Click the ‘+’ Next to ‘METRICS’ and select:
a. Event Count

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



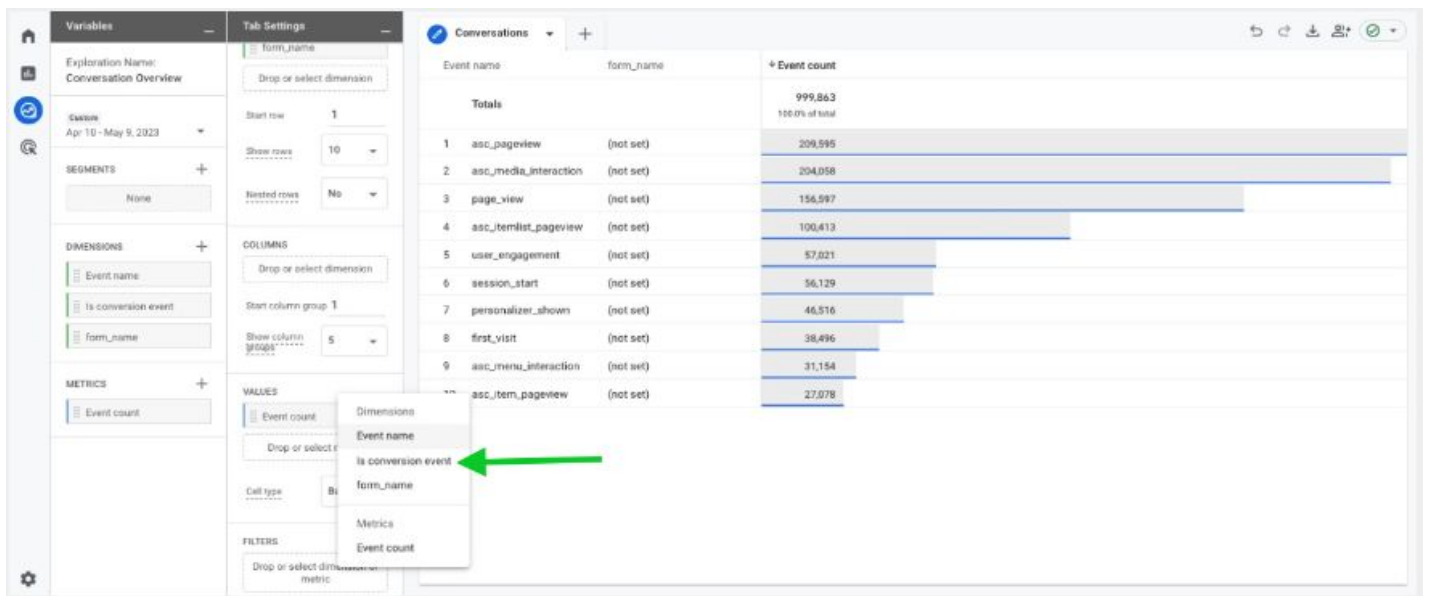
The screenshot displays the Dealer Inspire interface for configuring a report. On the left, the 'Variables' panel is open, showing the 'METRICS' section with a green box around the 'Event count' metric. The 'Settings' panel on the right shows various configuration options like 'TECHNIQUE' (Free form), 'VISUALIZATION' (Free form), and 'ROWS' (1). The main report area on the right is currently empty, displaying 'No data available'.

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



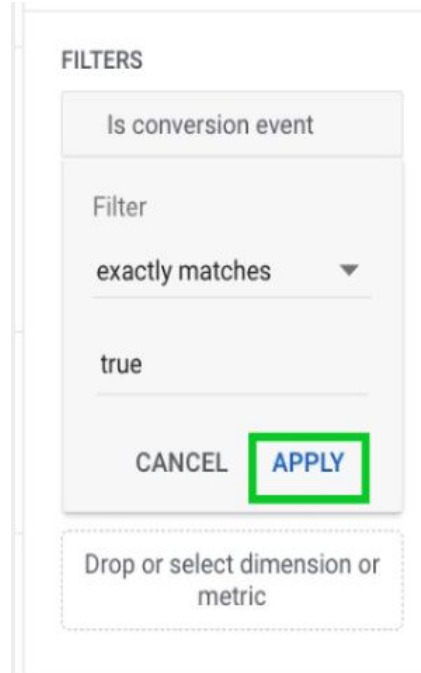
Event name	event_owner	form_name	Event count
Totals			171,358
1	page_view	(not set)	37,378
2	asc_pageview	dealer inspire	34,864
3	session_start	(not set)	32,013
4	first_visit	(not set)	25,677
5	user_engagement	(not set)	17,906
6	asc_media_interaction	dealer inspire	6,269
7	scroll	(not set)	5,105
8	asc_itemlist_pageview	dealer inspire	3,246
9	click	(not set)	2,192
10	asc_item_pageview	dealer inspire	1,565

STEP 6: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'Is conversion event' (May also reflect as 'Is key event')

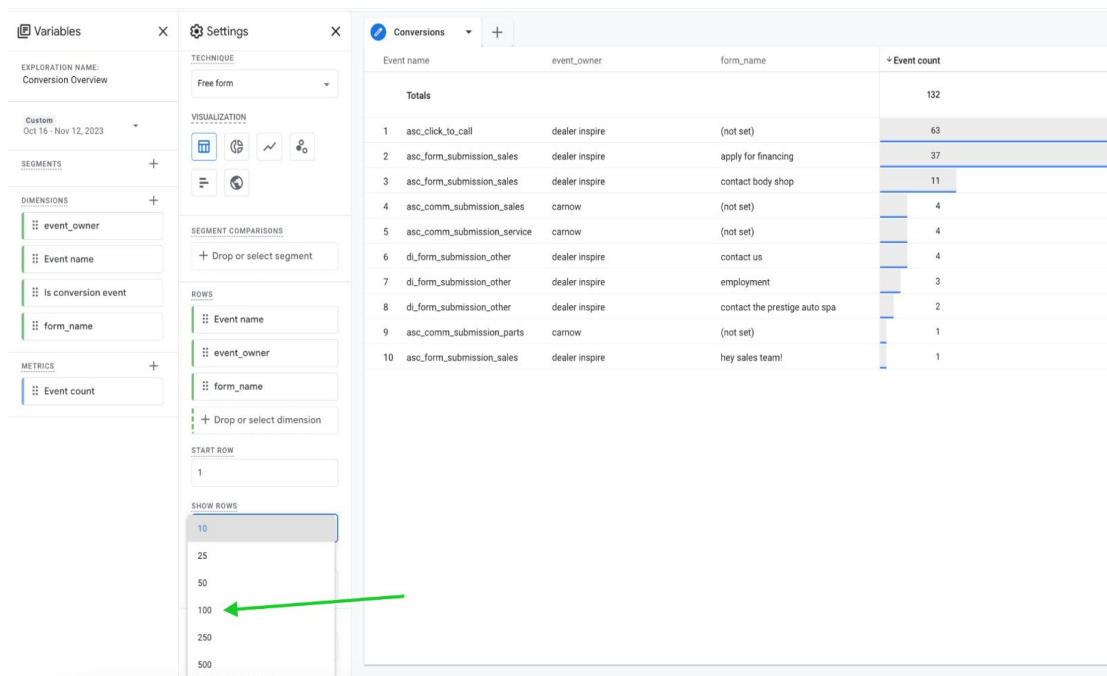


Event name	form_name	Event count
Totals		999,863 100.0% of total
1	asc_pageview	209,595
2	asc_media_interaction	204,058
3	page_view	156,597
4	asc_itemlist_pageview	100,413
5	user_engagement	57,021
6	session_start	56,129
7	personalizer_shown	46,516
8	first_visit	38,496
9	asc_menu_interaction	31,154
10	asc_item_pageview	27,078

STEP 7: Under ‘Select match type’ select ‘exactly matches’ and type ‘true’ on the ‘Enter expression’ line. Click Apply



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



Event name	event_owner	form_name	Event count	
Totals			132	
1	asc_click_to_call	dealer inspire	(not set)	63
2	asc_form_submission_sales	dealer inspire	apply for financing	37
3	asc_form_submission_sales	dealer inspire	contact body shop	11
4	asc_comm_submission_sales	carwow	(not set)	4
5	asc_comm_submission_service	carwow	(not set)	4
6	di_form_submission_other	dealer inspire	contact us	4
7	di_form_submission_other	dealer inspire	employment	3
8	di_form_submission_other	dealer inspire	contact the prestige auto spa	2
9	asc_comm_submission_parts	carwow	(not set)	1
10	asc_form_submission_sales	dealer inspire	hey sales team!	1

STEP 9: You have completed you Conversion Overview set-up!

Variables

EXPLORATION NAME
Conversion Overview

Custom
Oct 16 - Nov 12, 2023

SEGMENTS +

DIMENSIONS +

- event_owner
- Event name
- Is conversion event
- form_name

METRICS +

- Event count

Settings

TECHNIQUE
Free form

VISUALIZATION

SEGMENT COMPARISONS
+ Drop or select segment

ROWS

- Event name
- event_owner
- form_name

+ Drop or select dimension

START ROW
1

SHOW ROWS
100

NESTED ROWS
No

COLUMNS
+ Drop or select dimension

START COLUMN GROUP

Conversions

Event name	event_owner	form_name	+ Event count	
Totals			132	
1	asc_click_to_call	dealer inspire	(not set)	63
2	asc_form_submission_sales	dealer inspire	apply for financing	37
3	asc_form_submission_sales	dealer inspire	contact body shop	11
4	asc_comm_submission_sales	carwow	(not set)	4
5	asc_comm_submission_service	carwow	(not set)	4
6	di_form_submission_other	dealer inspire	contact us	4
7	di_form_submission_other	dealer inspire	employment	3
8	di_form_submission_other	dealer inspire	contact the prestige auto spa	2
9	asc_comm_submission_parts	carwow	(not set)	1
10	asc_form_submission_sales	dealer inspire	hey sales team!	1
11	asc_form_submission_service	dealer inspire	contact service	1
12	asc_form_submission_service	dealer inspire	hey service team!	1