Analyzing GA4 Events

While analyzing 'Click to Call' and 'Form Submissions' is a great place to start, there are various other aspects of the ASC events that can provide great insight. With ASC in place, GA4 now holds much more information than they did on the legacy Universal Analytics platform. This document will show you how to obtain some new insights, but it will also help you come up with your own creative reporting methods.

Familiarize Yourself with ASC Events:

To make the most of the reporting available in GA4, it would be beneficial for you to familiarize yourself with the Automotive Standards Council GA4 events, as well as what they represent. The link below showcases a table of all Dealer Inspire ASC events, along with the interaction on the site that activates them:

https://training.dealerinspire.com/analytics/asc-events/asc-events/website-events/

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

The image above is an example of the information that can be found on the linked resource

Simplified GA4 Event Reporting:

There are two primary methods of reporting on GA4 events, the first of these will be found within the general GA4 interface Events Report: **Reports -> Engagement -> Events**
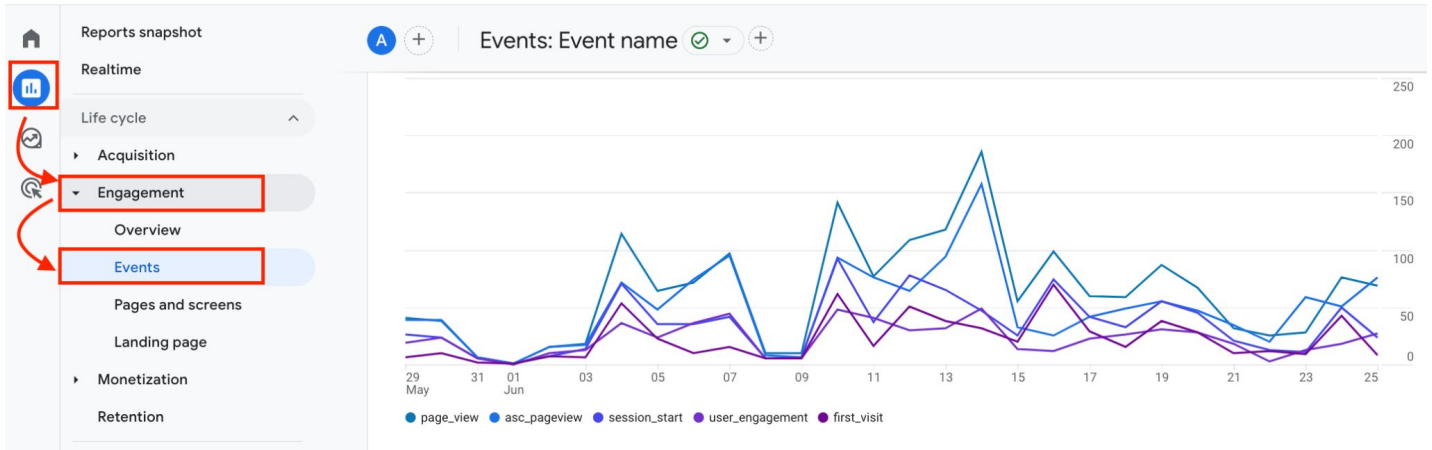
Of the two methods, this is the most simple. The second method can be found within the '**Exploration Reports'**, and will be discussed later in this document.

General GA4 Events Report:

While this report is simple, it can be effective at quickly finding the information you're looking for. Two of the key features on the Events Report will be the **Search Bar** and the **Secondary Dimension** feature (noted with the '+' icon):

Event name	+	↓ Event count	Total users
		8,245 100% of total	693 100% of total
1 page_view		1,774	691
2 asc_pageview		1,396	313
3 session_start		983	682
4 user_engagement		634	205
5 first_visit		624	623
6 asc_retail_process		579	47
7 asc_itemlist_pageview		418	98
8 scroll		333	95
9 asc_menu_interaction		294	89
10 asc_media_interaction		273	57

Using the **Search Bar** in tandem with the **Secondary Dimension** will allow you to query the event you're searching for, while also providing more insight through the scope of a **Secondary Dimension.** The example below showcases the **Search Bar** being utilized to search for the 'asc_cta_interaction' event, while also adding the **Secondary Dimension** of 'Session Source / Medium' to showcase the primary traffic sources contributing to CTA clicks on the website:

	Event name	Session source / medium ▾ ✕	↓ Event count	Total users
			237 2.87% of total	66 9.52% of total
1	asc_cta_interaction	(direct) / (none)	195	49
2	asc_cta_interaction	google / organic	24	10
3	asc_cta_interaction	cars.com / referral	8	3
4	asc_cta_interaction	brandfolder.com / referral	3	1
5	asc_cta_interaction	carscommerce.atlassian.net / referral	3	2
6	asc_cta_interaction	dc1upqprp3u6h.cloudfront.net / referral	2	1
7	asc_cta_interaction	autostoday.com / referral	1	1
8	asc_cta_interaction	cars-commerce.lightning.force.com / referral	1	1

It should be noted that the queries used are flexible and can be used in endless combinations to gather insight. For example, the next image demonstrates the number of menu interactions, and the devices on which these interactions were initiated:

	Event name	Device category ▾ ✕	↓ Event count	Total users
			294 3.57% of total	89 12.84% of total
1	asc_menu_interaction	desktop	254	79
2	asc_menu_interaction	mobile	39	10
3	asc_menu_interaction	tablet	1	1

GA4 Exploration Report:

The **Exploration Report** provides everything that the GA4 Events Report provides, along with additional customization features. To access the **Exploration Report**, simply select 'Explore', on the left-hand side, then select the 'Blank' report to get started:
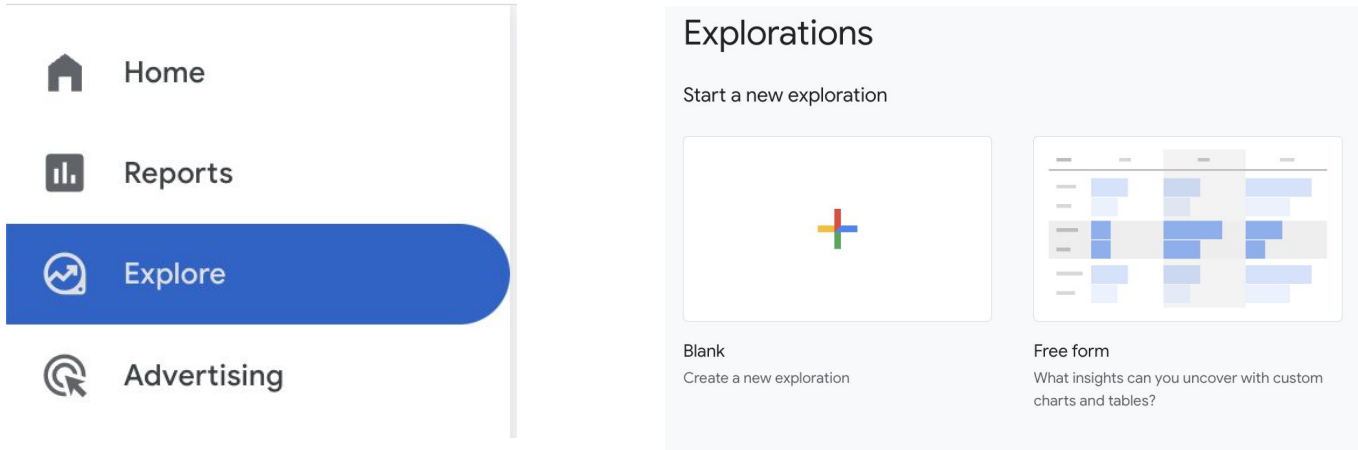
One of the biggest benefits of utilizing the **Exploration Report** is the ability to query multiple items simultaneously. For example, the basic **Events Report** will allow you to apply a Secondary Dimension, but it will not allow you to apply multiple Secondary Dimensions simultaneously, as shown below (shown with **Source / Medium** *and* **Device Category**):

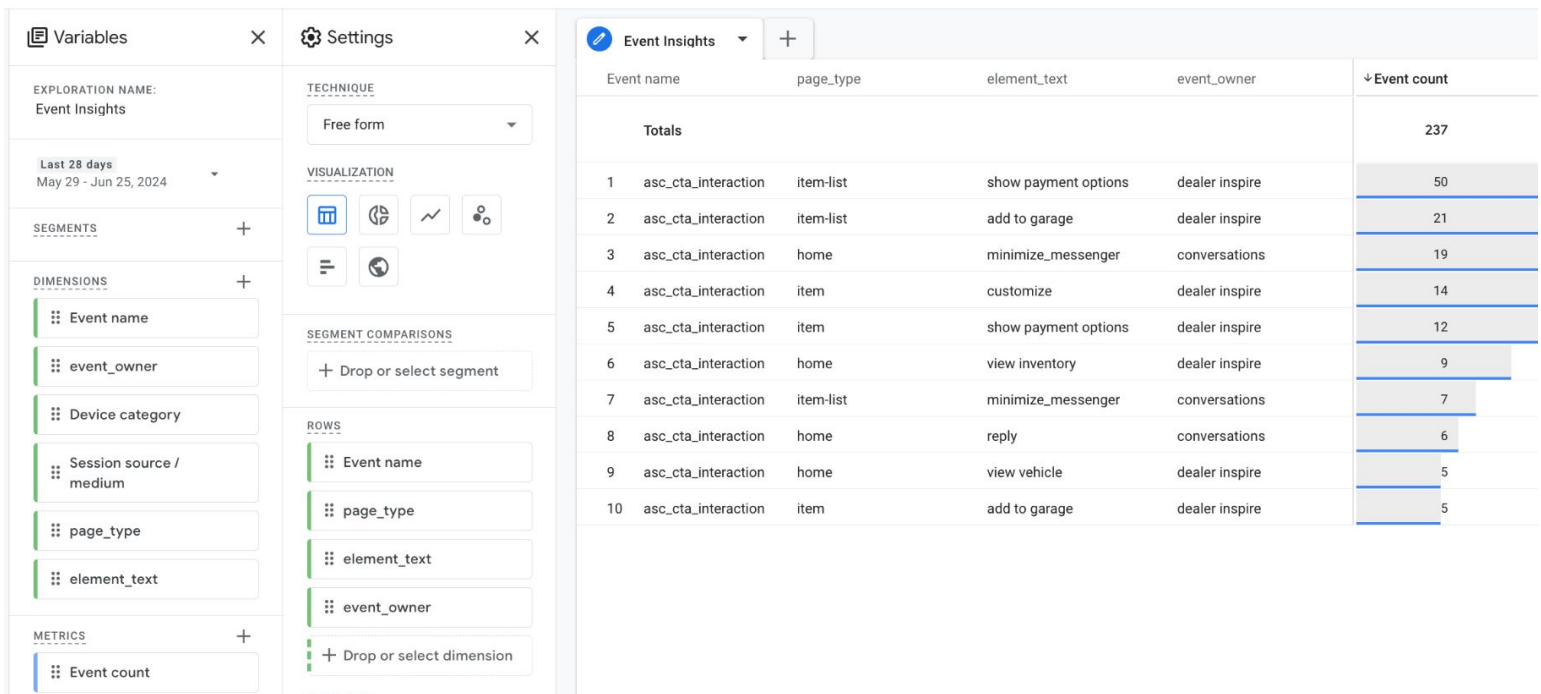|	Event name	Session source / medium	Device category	↓ Event count
	Totals			273
1	asc_media_interaction	(direct) / (none)	desktop	61
2	asc_media_interaction	google / organic	mobile	51
3	asc_media_interaction	google / organic	desktop	46
4	asc_media_interaction	MSStartAutos / (not set)	desktop	39
5	asc_media_interaction	(direct) / (none)	mobile	32
6	asc_media_interaction	cars.com / referral	desktop	23
7	asc_media_interaction	hondademo.dealerinspire.com / referral	desktop	6
8	asc_media_interaction	autostoday.com / referral	tablet	3
9	asc_media_interaction	brandfolder.com / referral	desktop	3
10	asc_media_interaction	dc1upqprp3u6h.cloudfront.net / referral	desktop	3

Setting Up Your GA4 Exploration Report:

The **Exploration Report's** setup is fairly simple, you will simply need to import the **Dimensions** and **Metrics** that you'd like to use. In this case, we will *only* need the '**Event Count**' metric, as we are reporting on Events. We will also need the '**Event Name**' Dimension, and every dimension imported beyond that will be based on which data you'd like to see (For example, Session Source / Medium, Device Category, etc). Once you've made your selection, import the **Dimensions/Metrics** and double-click them (this will import them from **'Variables'** to the **'Settings'** tab, and apply them to the report):

Exploration Report Summary:

It is essential to familiarize yourself with the ASC Events Dealer Inspire provides, as having a fundamental understanding of these Events and their Parameters will ultimately allow you to create the reports with the most insights. While it would be impossible to list all of the possible combinations of **Exploration Reports** that can be made with GA4 events, your familiarity with these Events/Parameters will allow you to pull any Event insights that you're looking for.

Below is an example of what a complete **Exploration Report** may look like, showcasing the **'asc_cta_interaction'** event in tandem with the **'page_type'**, **'element_text'**, and **'event_owner'** parameters.

Additional Resources:

[GA4 Secondary Dimension Definition](#)
[List of GA4 Secondary Dimensions](#)
[Dealer Inspire Website ASC Events](#)