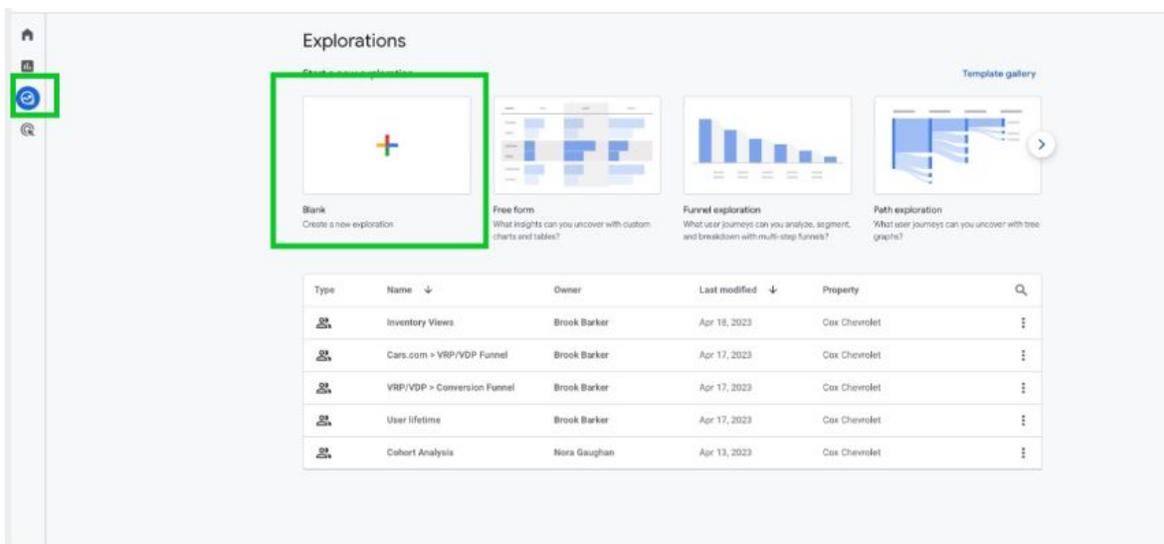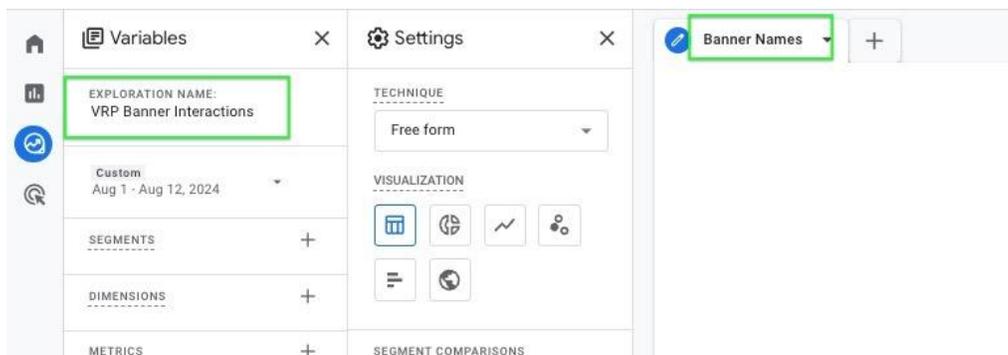# How-To: VRP Banner Interactions

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

The following documentation shows you a way to view interactions with VRP Banners. Below will show you how to view banner interactions broken out by the unique banner names. To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

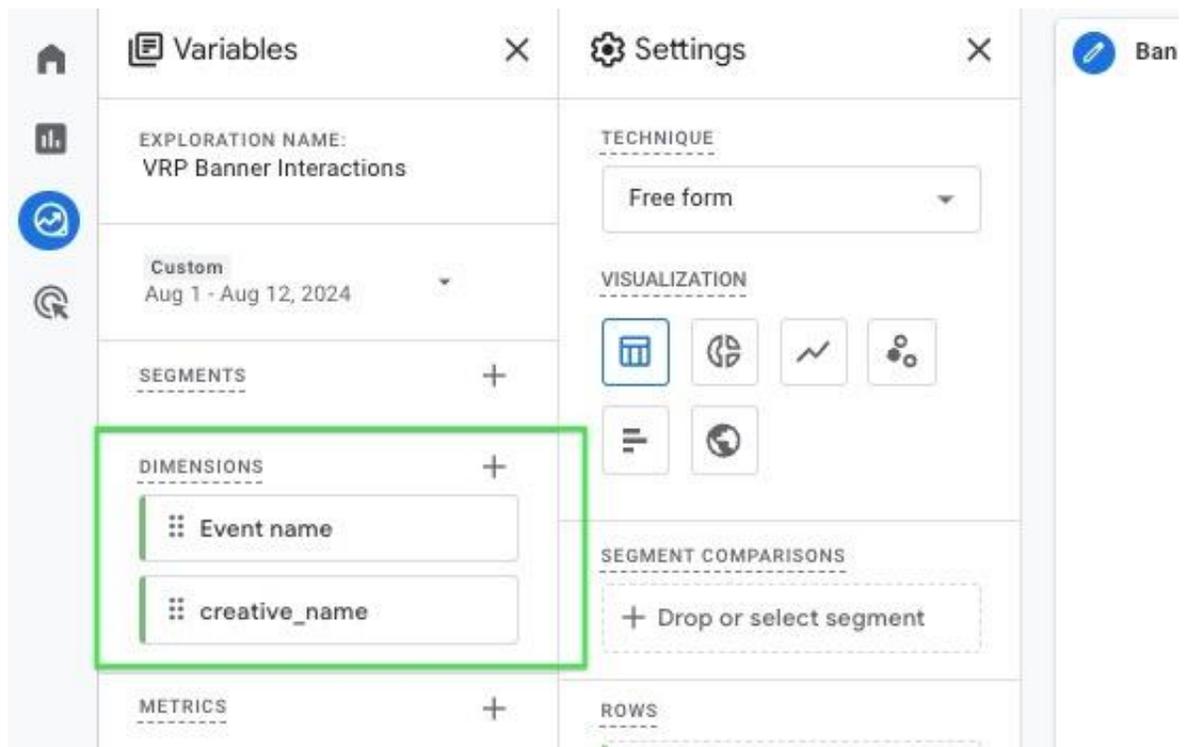**STEP 1:** Click on the 'Blank' report template option

STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'VRP Banner Interactions"). After naming the report, name the page (in this example we will name it 'Banner Names)

STEP 3: Click the '+' Next to 'DIMENSIONS" and select:
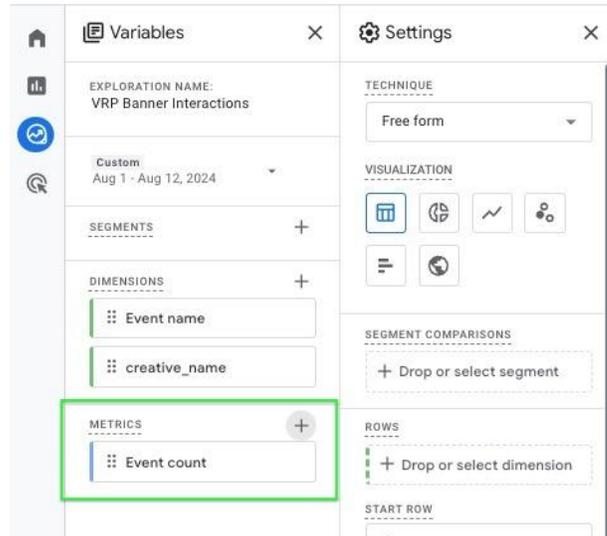
      a. Event name

      d. creative_name

Click 'Import' when done. You should now see the two dimensions under 'DIMENSIONS"
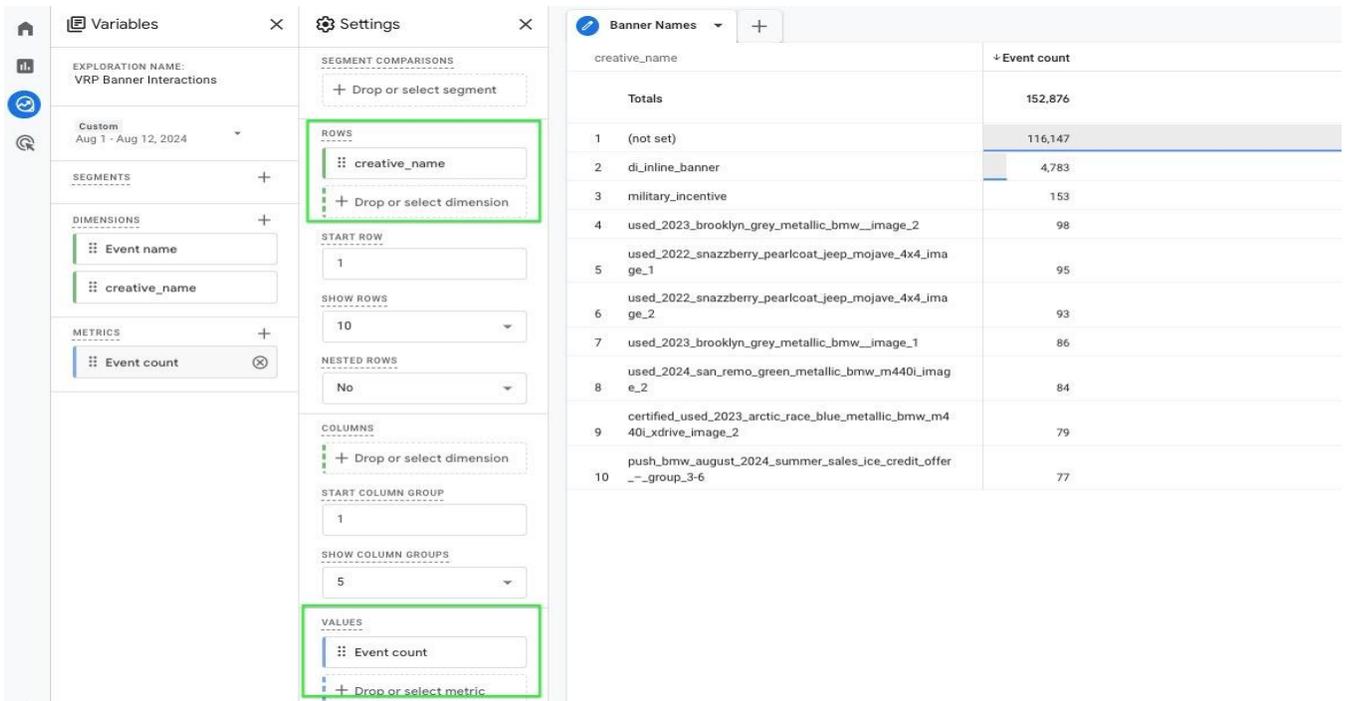
STEP 4: Click the '+' Next to 'METRICS' and select:

a. Event Count

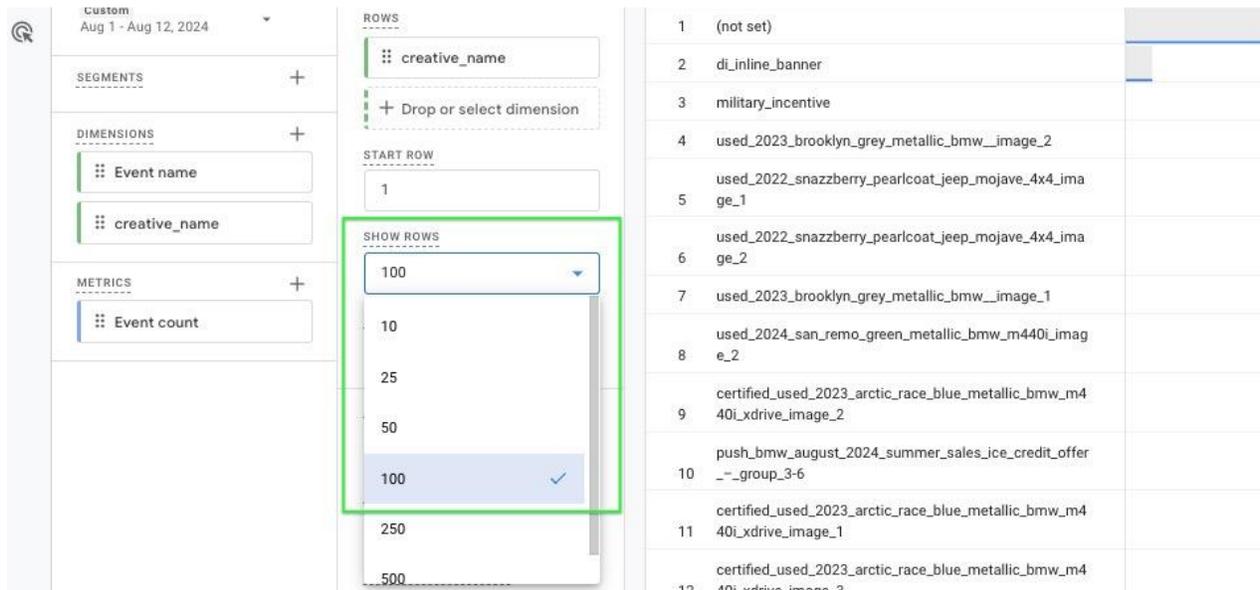Click 'Import' when done. You should now see the one metric under 'METRICS"

STEP 5: Drag the dimension 'creative_name' under 'ROWS'. Drag the metric 'Event Count' under 'VALUES'. Now 'creative_name' and 'Event count' should show in the right column and data will populate.
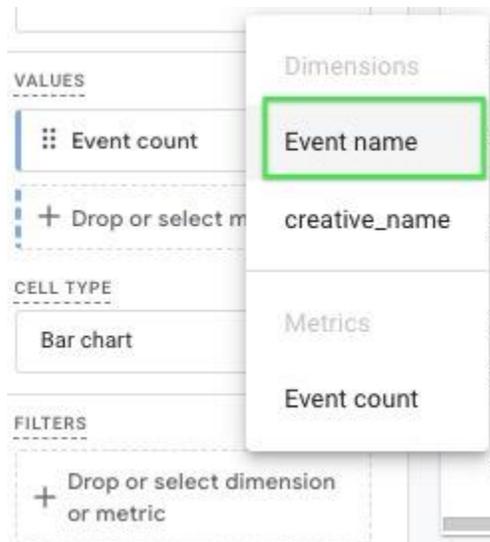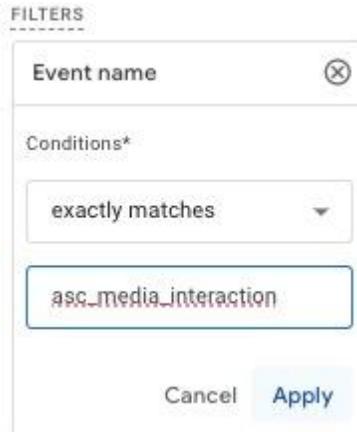
STEP 6: In the 'ROWS' section next to 'Show rows' change the number from 10 to 100

STEP 7: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'Event Name'

STEP 8: Under 'Select match type' select 'exactly matches' and type 'asc_media_interaction' in the 'Enter expression' line. Click Apply
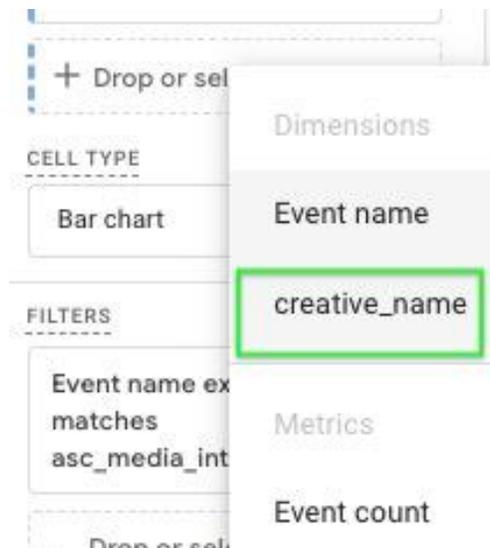
FILTERS

Event name ⊗

Conditions*

exactly matches ▼

asc_media_interaction

Cancel   Apply

STEP 9: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'creative_name'

+ Drop or sel

Dimensions

CELL TYPE

Bar chart   Event name

FILTERS   creative_name

Event name ex
matches   Metrics
asc_media_int

Event count

Drop or sel

STEP 10: Under 'Select match type' select 'contains' and type 'banner_' in the 'Enter expression' line. Click Apply

STEP 11: You will now see VRP Banner interactions on your site