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

-					Template gallery
	+	TFE	lin,		
Blank Create a new e	vploration Pro	e form at insights can you uncover with custom rts and tables?	Funnel exploration What user journeys can you anal and breakdown with multi-step	Pa R/2e, segment, Wi furnels? gr	th exploration hat user journeys can you uncover with the aprils ¹⁷
Туре	Name ψ	Owner	Last modified 🛛 🕹	Property	٩
뽔	Inventory Views	Brook Barker	Apr 18, 2023	Cox Chevrolet	1
器	Cars.com > VRP/VDP Funnel	Brook Barker	Apr 17, 2023	Cax Chevrolet	E.
器	VRP/VDP > Conversion Funn	el Brook Barker	Apr 17, 2023	Cox Chevrolet	I
靐	User lifetime	Brook Barker	Apr 17, 2023	Cox Chevrolet	I.
23	Cohort Analysis	Nora Gaughan	Apr 13, 2023	Cox Chevrolet	1

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)

n.	E Variables X	Settings X	🖉 Banner Names 👻 🕂
	EXPLORATION NAME: VRP Banner Interactions	TECHNIQUE Free form	
R	Custom Aug 1 - Aug 12, 2024	VISUALIZATION	
	segments +		
	DIMENSIONS +	₽	
	METRICS +	SEGMENT COMPARISONS	



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.

			-
EXPLORATION NAME:	SEGMENT COMPARISONS	creative_name	↓Event count
VRP Banner Interactions	+ Drop or select segment	Totals	152,876
Custom Aug 1 - Aug 12, 2024	ROWS	1 (not set)	116,147
segments +	II creative_name	2 di_inline_banner	4,783
	+ Drop or select dimension	3 military_incentive	153
DIMENSIONS +	START ROW	4 used_2023_brooklyn_grey_metallic_bmwimage_2	98
# Event name	1	used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_ima 5 ge_1	95
II creative_name	SHOW ROWS	used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_ima	93
METRICS +	10 -	7 used 2022 brooklyn grey metallic hmyr, imaga 1	
II Event count	NESTED ROWS	y used 2024 con some areas metallic how m440i imag	00
	No 👻	8 e_2	84
	COLUMNS	certified_used_2023_arctic_race_blue_metallic_bmw_m4 9 40i_xdrive_image_2	79
	+ Drop or select dimension	push_bmw_august_2024_summer_sales_ice_credit_offer 10group_3-6	77
	START COLUMN GROUP		
	1		
	SHOW COLUMN GROUPS		
	5 👻		
	VALUES		
	II Event count		



STEP 6: In the 'ROWS' section next to 'Show rows' change the number from 10 to 100

R	Aug 1 - Aug 12, 2024	ROWS	1 (not set)
	segments +	II creative_name	2 di_inline_banner
		+ Drop or select dimension	3 military_incentive
	DIMENSIONS +	START ROW	4 used_2023_brooklyn_grey_metallic_bmwimage_2
	II Event name	1	used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_ima 5 ge_1
	treative_name	SHOW ROWS	used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_ima
	METRICS +	100 🗸	7 used_2023_brooklyn_grey_metallic_bmwimage_1
	# Event count	10	used_2024_san_remo_green_metallic_bmw_m440i_imag
		25	certified_used_2023_arctic_race_blue_metallic_bmw_m4
		50	9 40i_xdrive_image_2
		100 🗸	push_bmw_august_2024_summer_sales_ice_credit_offer 10group_3-6
		250	certified_used_2023_arctic_race_blue_metallic_bmw_m4 11 40i_xdrive_image_1
			certified_used_2023_arctic_race_blue_metallic_bmw_m4

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

Event name	8
Conditions*	
exactly matches	Ŧ
asc_media_interacti	9N
Cancel	Apply

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





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

creative_name	\otimes
Conditions*	
contains	*
banner_	;

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

•	E Variables ×	Settings ×	🧭 Banner Names 🔻 🕂
	EXPLORATION NAME:	COLUMNS	creative_name + Event count
R	VRP Banner Interactions	+ Drop or select dimension	Totals 1
	Custom Aug 1 - Aug 12, 2024	START COLUMN GROUP	1 banner 2024 hummer edmonton 1
		1	
	SEGMENTS +	SHOW COLUMN GROUPS	
	DIMENSIONS +	5 👻	
	# Event name	VALUES	
	:: creative_name	# Event count	
	METRICS +	+ Drop or select metric	
	# Event count	CELL TYPE	
		Bar chart 👻	
		FILTERS	
		Event name exactly matches asc_media_interaction	
		creative_name contains banner_	