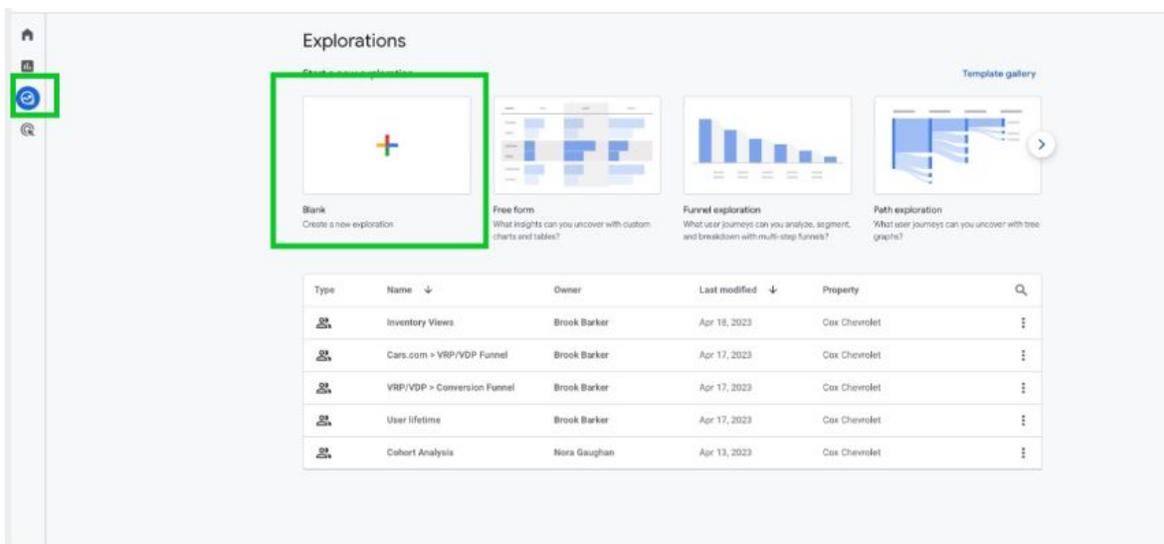


# How-To: VRP Banner Interactions

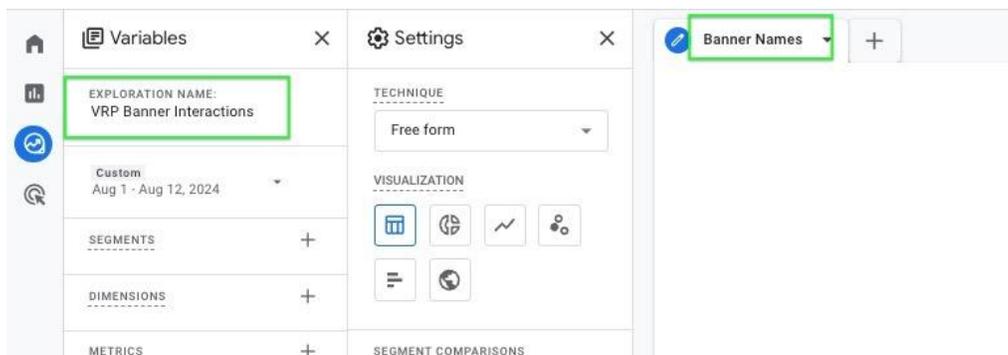
Once your Google Analytics 4 (GA4) property is receiving ASC website events and you have configured the custom dimensions, you're ready to look into building reports.

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



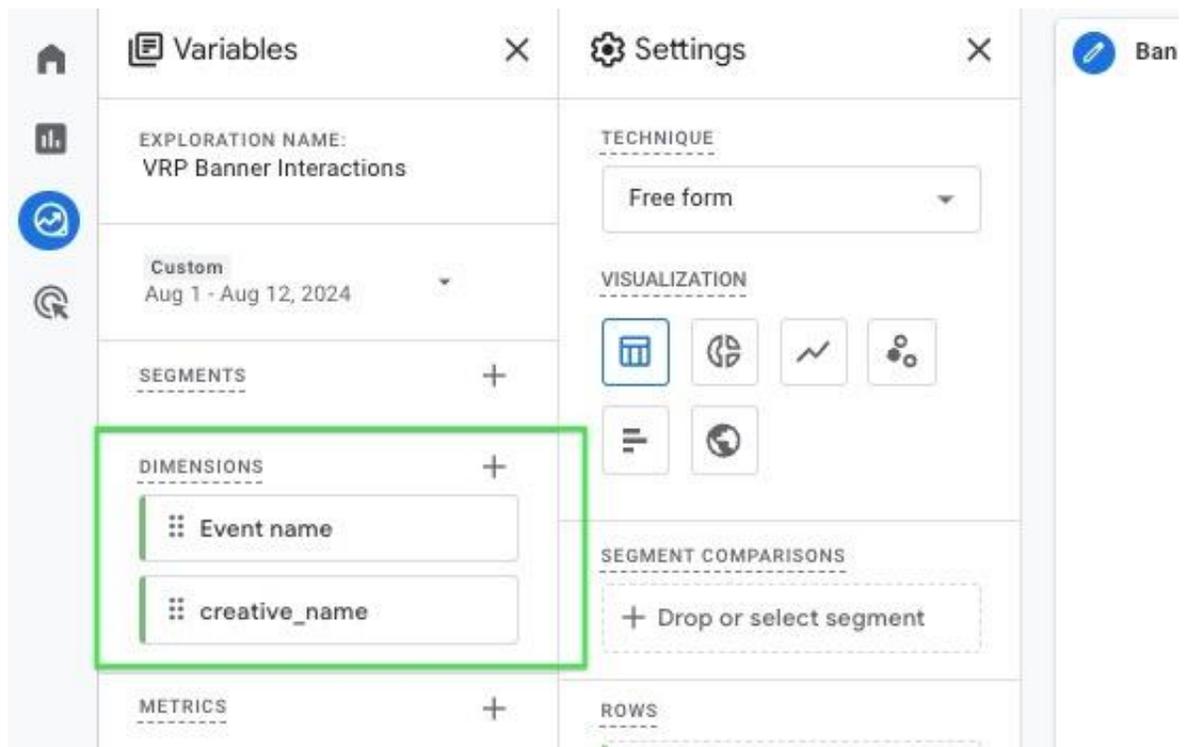
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'VRP Banner Interactions'). After naming the report, name the page (in this example we will name it 'Banner Names')



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

- a. Event name
- d. creative\_name

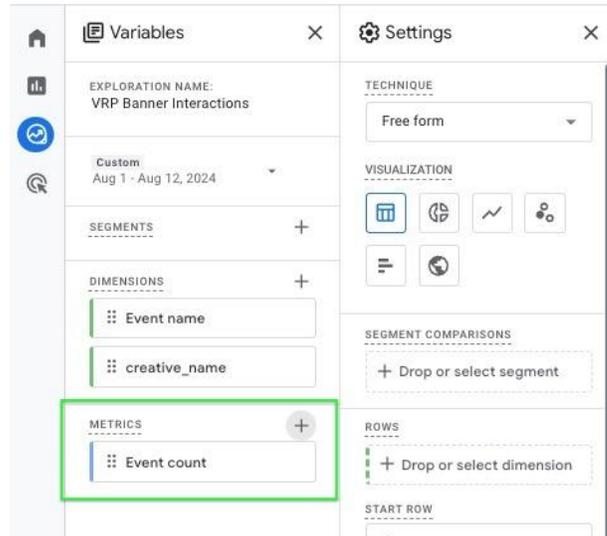
Click 'Import' when done. You should now see the two dimensions under 'DIMENSIONS'



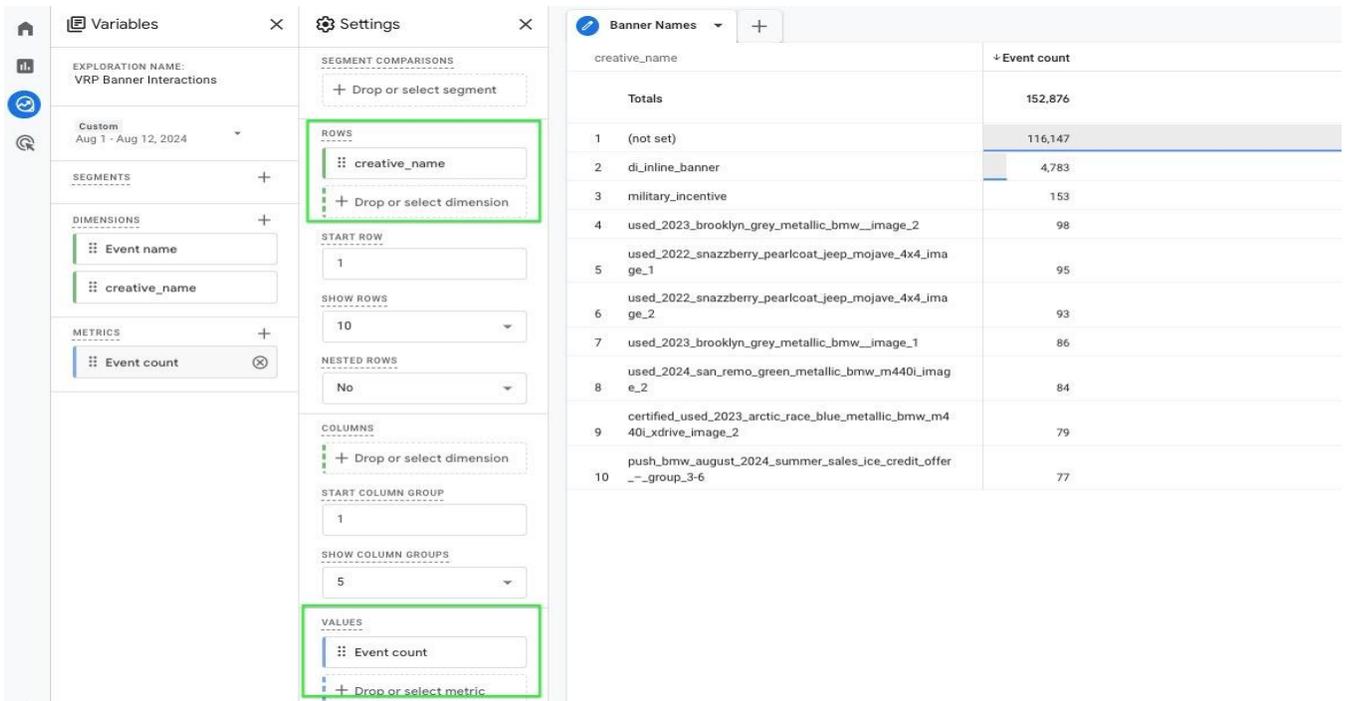
The screenshot shows the Dealer Inspire interface with the 'Variables' panel open. The 'EXPLORATION NAME' is 'VRP Banner Interactions'. The date range is 'Aug 1 - Aug 12, 2024'. The 'DIMENSIONS' section is highlighted with a green box and contains two items: 'Event name' and 'creative\_name'. The 'SEGMENTS' section is empty. The 'METRICS' section is empty. The 'Settings' panel is also visible, showing 'TECHNIQUE' set to 'Free form' and 'VISUALIZATION' options.

**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’

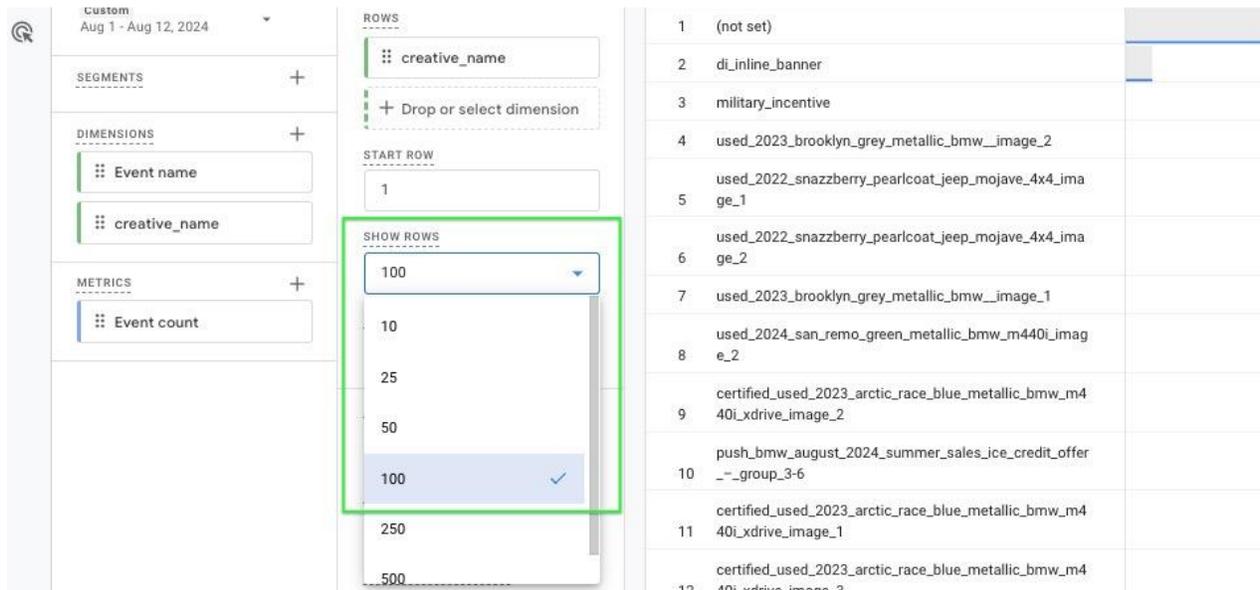


**STEP 5:** Drag the dimension ‘creative\_name’ under ‘ROWS’. Drag the metric ‘Event Count’ under ‘VALUES’. Now ‘creative\_name’ and ‘Event count’ should show in the right column and data will populate.

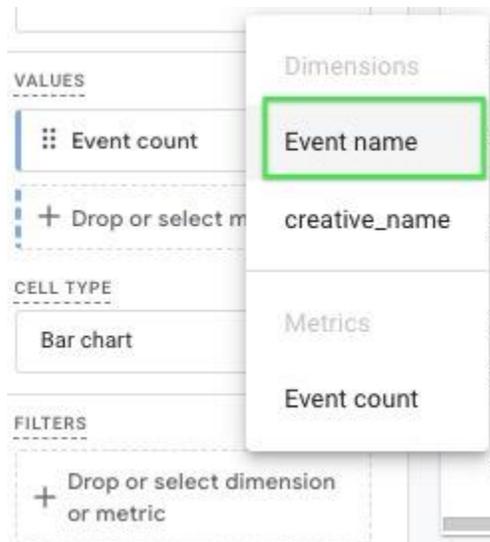


creative_name	Event count
<b>Totals</b>	<b>152,876</b>
1 (not set)	116,147
2 di_inline_banner	4,783
3 military_incentive	153
4 used_2023_brooklyn_grey_metallic_bmw_image_2	98
5 used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_image_1	95
6 used_2022_snazzberry_pearlcoat_jeep_mojave_4x4_image_2	93
7 used_2023_brooklyn_grey_metallic_bmw_image_1	86
8 used_2024_san_remo_green_metallic_bmw_m440_image_2	84
9 certified_used_2023_arctic_race_blue_metallic_bmw_m440_xdrive_image_2	79
10 push_bmw_august_2024_summer_sales_ice_credit_offer_-_group_3-6	77

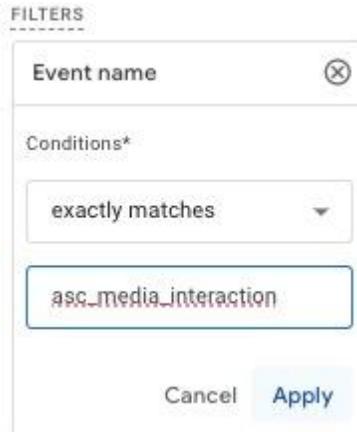
**STEP 6:** In the 'ROWS' section next to 'Show rows' change the number from 10 to 100



**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 ⊗

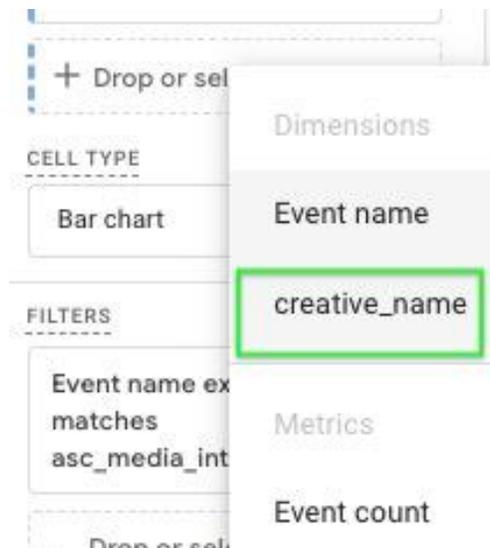
Conditions\*

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 select dimension or metric

CELL TYPE

Bar chart

FILTERS

Event name exactly matches asc\_media\_int

Drop or select

Dimensions

Event name

creative\_name

Metrics

Event count

**STEP 10:** Under ‘Select match type’ select ‘contains’ and type ‘banner\_’ in the ‘Enter expression’ line. Click Apply

matches asc\_media\_interaction

asc\_media\_interaction

---

creative\_name ⊗

---

Conditions\*

contains ▼

banner\_

Cancel Apply

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

**Variables** ×

EXPLORATION NAME:  
VRP Banner Interactions

Custom  
Aug 1 - Aug 12, 2024

SEGMENTS +

DIMENSIONS +

- Event name
- creative\_name

METRICS +

- Event count

**Settings** ×

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5 ▼

VALUES

- Event count

+ Drop or select metric

CELL TYPE

Bar chart ▼

FILTERS

Event name exactly matches asc\_media\_interaction

creative\_name contains banner\_

**Banner Names** +

	creative_name	Event count
<b>Totals</b>		<b>1</b>
1	banner_2024_hummer_edmonton	1