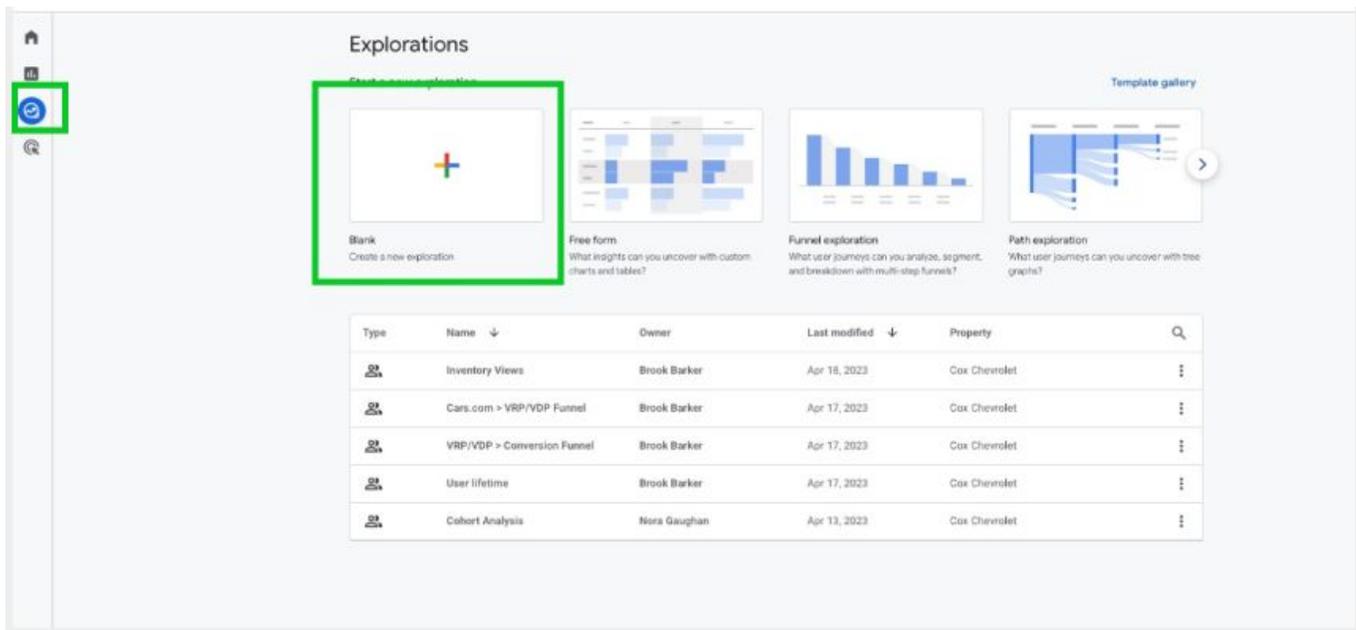


Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, you're ready to look into building out the same reports you relied on in Universal Analytics.

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 key events 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



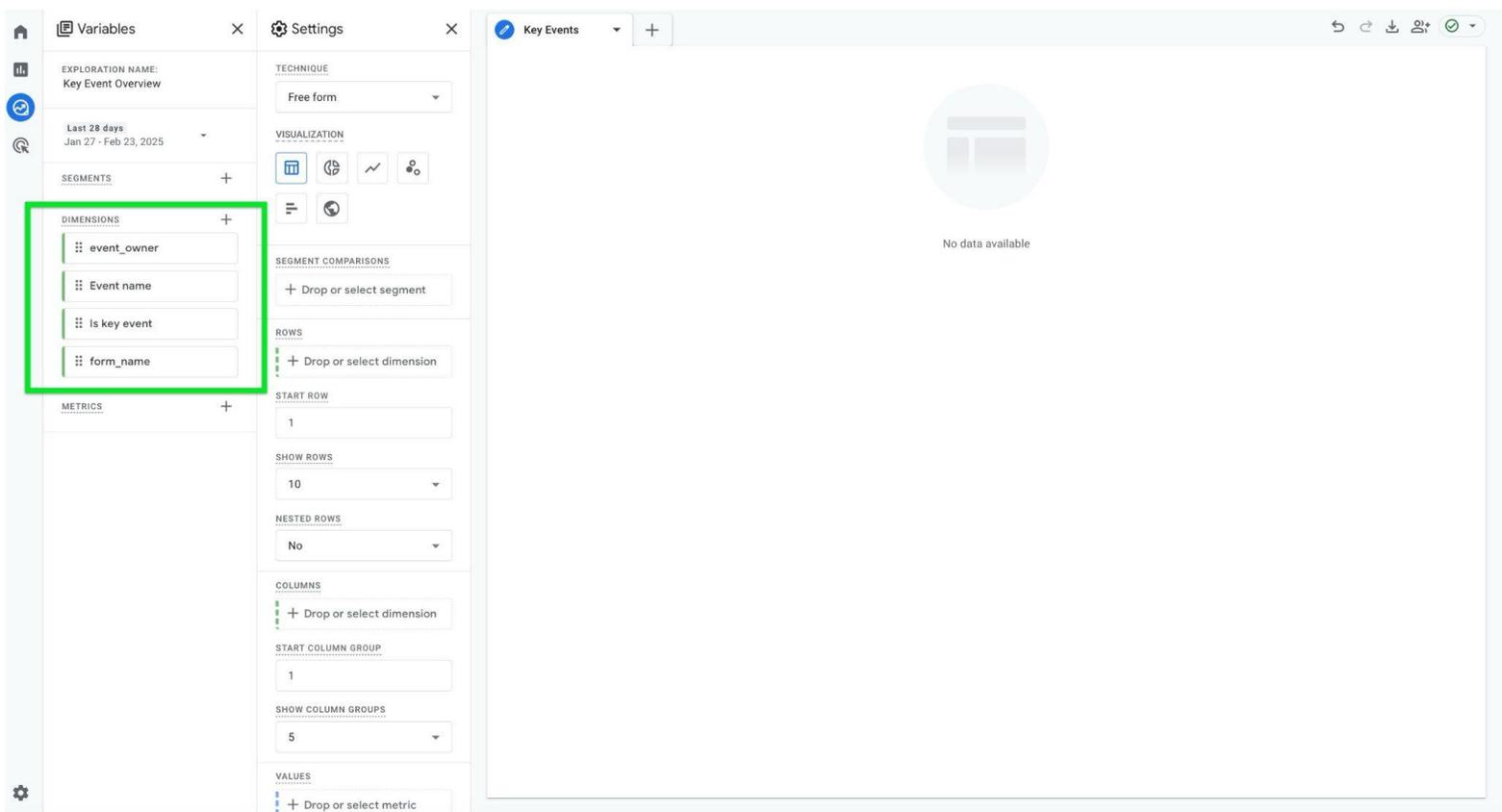
**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Key Event Overview'). After naming the report, name the page (in this example we will name it 'Key Events')



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

- a. event\_name
- b. Is key event
- d. event\_owner
- e. form\_name

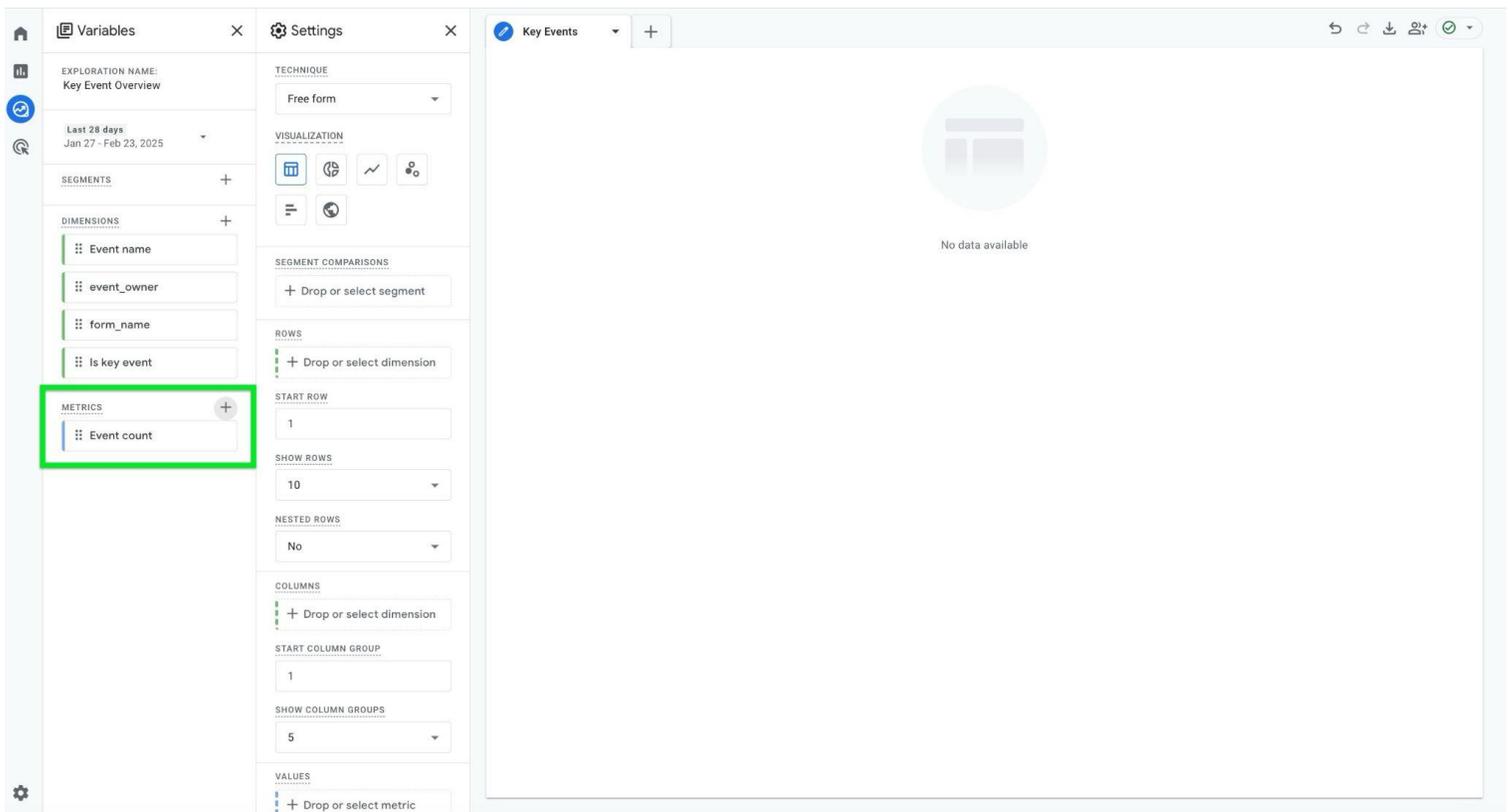
Click 'Import' when done. You should now see the four dimensions under 'DIMENSIONS'



The screenshot displays the Dealer Inspire interface for configuring an exploration named 'Key Event Overview'. The left sidebar contains several sections: 'EXPLORATION NAME' (Key Event Overview), 'Last 28 days' (Jan 27 - Feb 23, 2025), 'SEGMENTS' (empty), 'DIMENSIONS' (highlighted with a green box, containing event\_owner, Event name, Is key event, and form\_name), and 'METRICS' (empty). The right sidebar contains configuration options for 'TECHNIQUE' (Free form), 'VISUALIZATION' (Free form), 'SEGMENT COMPARISONS' (Drop or select segment), 'ROWS' (Drop or select dimension), 'START ROW' (1), 'SHOW ROWS' (10), 'NESTED ROWS' (No), 'COLUMNS' (Drop or select dimension), 'START COLUMN GROUP' (1), 'SHOW COLUMN GROUPS' (5), and 'VALUES' (Drop or select metric). The main visualization area is empty with the text 'No data available'.

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

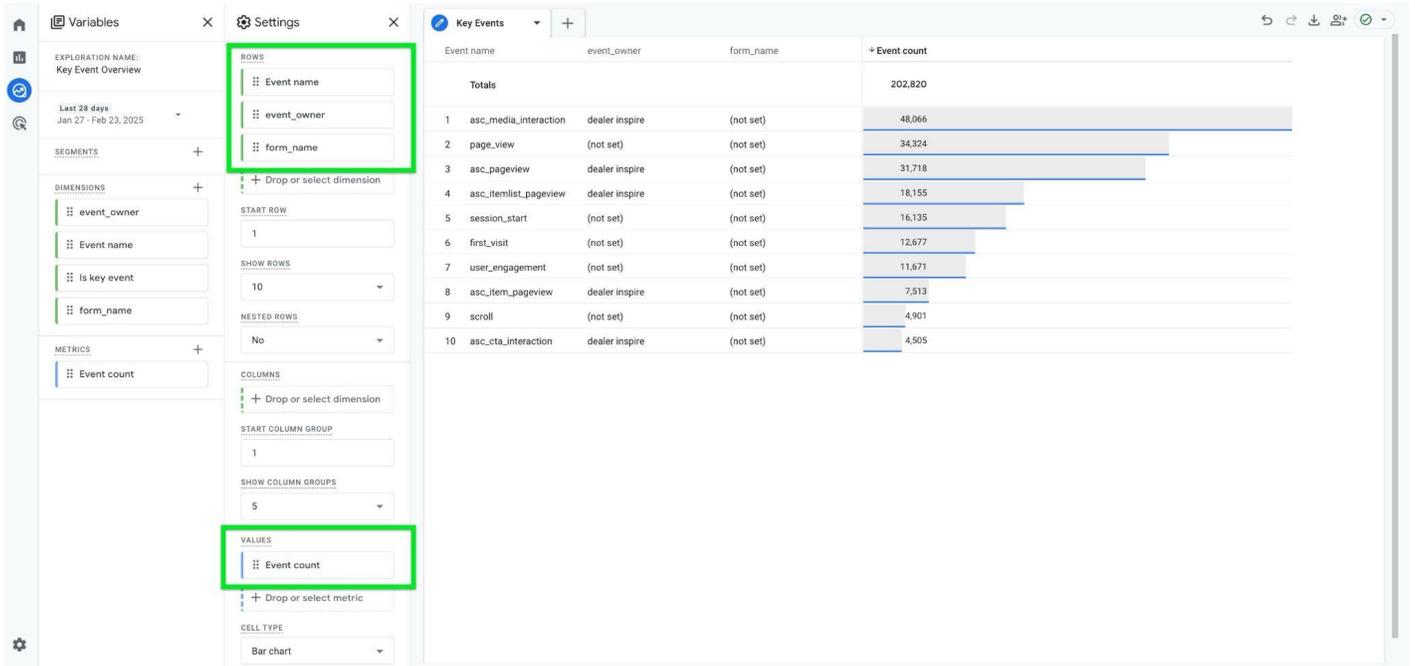
Click ‘Import’ when done. You should now see the one metric under ‘METRICS’



The screenshot displays the Dealer Inspire interface for an exploration named 'Key Event Overview'. The interface is divided into several sections:

- Variables:** Shows the exploration name, date range (Last 28 days, Jan 27 - Feb 23, 2025), and lists dimensions: Event name, event\_owner, form\_name, and Is key event.
- METRICS:** A section highlighted with a green box, containing a plus sign and the text 'Event count'.
- Settings:** Includes sections for TECHNIQUE (Free form), VISUALIZATION (grid, line, bar, pie), SEGMENT COMPARISONS, ROWS, START ROW (1), SHOW ROWS (10), NESTED ROWS (No), COLUMNS, START COLUMN GROUP (1), SHOW COLUMN GROUPS (5), and VALUES.
- Key Events:** The main visualization area, currently empty with the text 'No data available'.

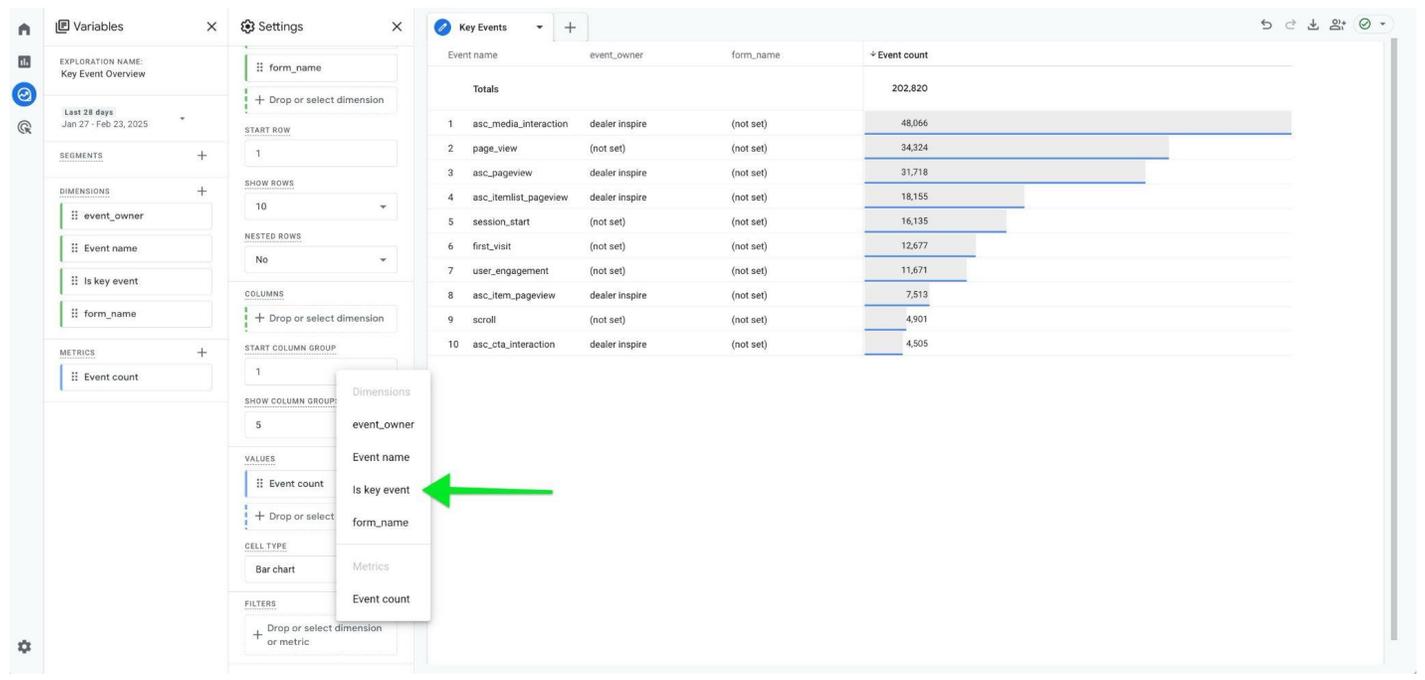
**STEP 5:** Drag the dimensions of 'Event Name', 'event\_owner' and 'form\_name' under 'ROWS'. Drag the metric 'Event Count' under 'VALUES'. 'Event Name', 'event\_owner', 'form\_name' and 'Event Count' should now show in the right column and data will populate.



The screenshot shows the 'Settings' panel for 'Key Events'. The 'ROWS' section contains 'Event name', 'event\_owner', and 'form\_name'. The 'VALUES' section contains 'Event count'. The main view displays a table with 10 rows of event data and a 'Totals' row. The 'Event count' column is highlighted with a bar chart.

Event name	event_owner	form_name	Event count
<b>Totals</b>			<b>202,820</b>
1	asc_media_interaction	dealer inspire	48,066
2	page_view	(not set)	34,324
3	asc_pageview	dealer inspire	31,718
4	asc_itemlist_pageview	dealer inspire	18,155
5	session_start	(not set)	16,135
6	first_visit	(not set)	12,677
7	user_engagement	(not set)	11,671
8	asc_item_pageview	dealer inspire	7,513
9	scroll	(not set)	4,901
10	asc_cta_interaction	dealer inspire	4,505

**STEP 6:** Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'Is key event'



The screenshot shows the 'Settings' panel for 'Key Events'. The 'FILTERS' section is open, and a dropdown menu is displayed with 'Is key event' selected. A green arrow points to the 'Is key event' option in the dropdown menu.

Event name	event_owner	form_name	Event count
<b>Totals</b>			<b>202,820</b>
1	asc_media_interaction	dealer inspire	48,066
2	page_view	(not set)	34,324
3	asc_pageview	dealer inspire	31,718
4	asc_itemlist_pageview	dealer inspire	18,155
5	session_start	(not set)	16,135
6	first_visit	(not set)	12,677
7	user_engagement	(not set)	11,671
8	asc_item_pageview	dealer inspire	7,513
9	scroll	(not set)	4,901
10	asc_cta_interaction	dealer inspire	4,505

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

**FILTERS**

Is key event

Conditions\*

exactly matches ▼

true

Cancel Apply

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

**Variables** × **Settings** ×

EXPLORATION NAME:  
Key Event Overview

Last 28 days  
Jan 27 - Feb 23, 2025

SEGMENTS +

DIMENSIONS +

- event\_owner
- Event name
- Is key event
- form\_name

METRICS +

- Event count

ROWS

- Event name
- event\_owner
- form\_name

START ROW

1

SHOW ROWS

10 ▼

10 ✓

25

50

100 ←

250

500

5 ▼

VALUES

- Event count

**Key Events** +

Event name	event_owner	form_name	Event count
<b>Totals</b>			310
1	asc_click_to_call	dealer inspire	203
2	asc_form_submission_sales_appt	carnow	28
3	asc_form_submission_sales	carnow	18
4	asc_form_submission_sales	carnow	11
5	asc_comm_submission_sales	carnow	9
6	asc_form_submission_sales	carnow	8
7	asc_form_submission_sales_appt	carnow	8
8	asc_form_submission_sales	dealer inspire	4
9	asc_form_submission_service	dealer inspire	4
10	asc_comm_submission_parts	carnow	3

## STEP 9: You have completed your Key Event Overview set-up!

**Variables**

EXPLORATION NAME:  
Key Event Overview

Last 28 days  
Jan 27 - Feb 23, 2025

SEGMENTS +

DIMENSIONS +

- event\_owner
- Event name
- Is key 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

**Key Events**

Event name	event_owner	form_name	+ Event count
<b>Totals</b>			<b>310</b>
1 asc_click_to_call	dealer inspire		203
2 asc_form_submission_sales_appt	carwow		28
3 asc_form_submission_sales	carwow		18
4 asc_form_submission_sales	carwow		11
5 asc_comm_submission_sales	carwow		9
6 asc_form_submission_sales	carwow		8
7 asc_form_submission_sales_appt	carwow		8
8 asc_form_submission_sales	dealer inspire		4
9 asc_form_submission_service	dealer inspire		4
10 asc_comm_submission_parts	carwow		3
11 asc_form_submission_sales	dealer inspire		3
12 asc_form_submission_sales	dealer inspire		3
13 asc_form_submission_sales	carwow		2
14 asc_form_submission_sales	carwow		2
15 asc_form_submission_sales_appt	carwow		2
16 asc_comm_submission_service	carwow		1
17 asc_form_submission_sales_appt	carwow		1