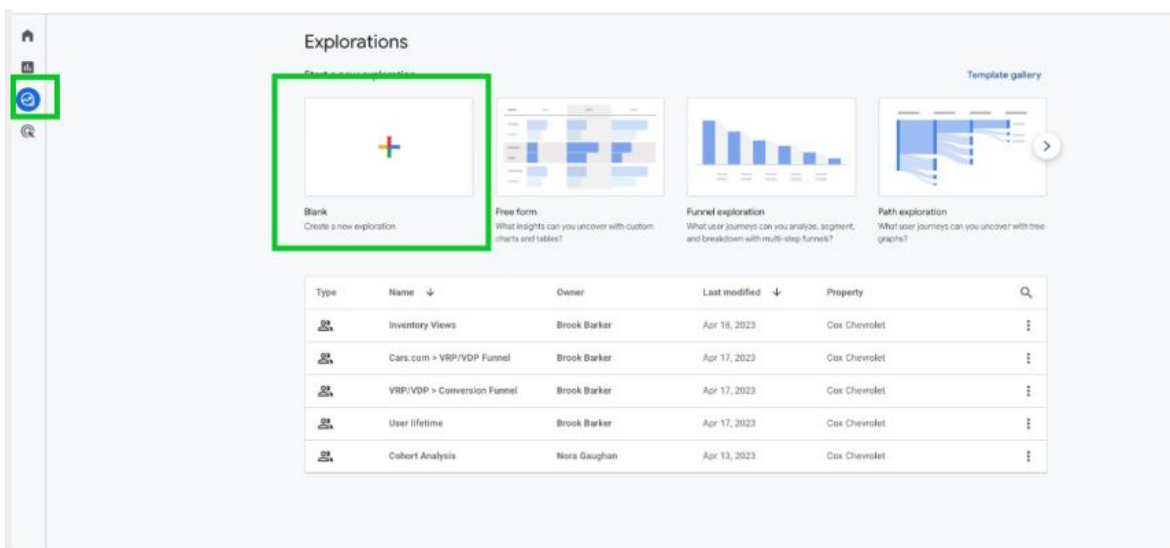


How-To: Site Notice Interactions

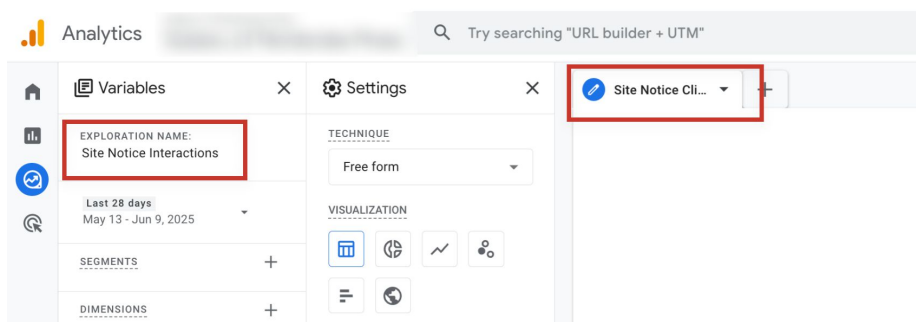
Once your Google Analytics 4 (GA4) property is receiving ASC website events and you have configured the custom dimensions, you're ready to look into building reports.

The following documentation shows you a way to view interactions with Site Notice Banners. Below will show you how to view banner interactions broken out by the unique Site Notice clicks. 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 'Site Notice Interactions'). After naming the report, name the page (in this example we will name it 'Site Notice Clicks')





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

- a. Event name
- b. element_text
- c. element_type
- e. page_type

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

The screenshot shows the Dealer Inspire interface with the 'Variables' panel on the left and the 'Settings' panel on the right. The 'Variables' panel has a tab labeled 'Variables' and a close button 'X'. It contains the following sections:

- EXPLORATION NAME:** Site Notice Interactions
- Time Range:** Last 28 days (May 13 - Jun 9, 2025)
- SEGMENTS:** +
- DIMENSIONS:** + (This section is highlighted with a red border and contains four items: element_text, Event name, page_type, and element_type)
- METRICS:** +

The 'Settings' panel has a tab labeled 'Settings' and a close button 'X'. It contains the following sections:

- TECHNIQUE:** Free form (dropdown)
- VISUALIZATION:** Bar, Pie, Line, Scatter (icons)
- SEGMENT COMPARISONS:** + Drop or select segment
- ROWS:** + Drop or select dimension
- START ROW:** 1

On the far right, there is a 'Site Notice Cli...' tab with a dropdown arrow and a '+' button.



STEP 4: Click the '+' Next to 'METRICS' and select:

- Event Count

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

Variables

EXPLORATION NAME: Site Notice Interactions

Last 28 days
May 13 - Jun 9, 2025

SEGMENTS +

DIMENSIONS +

- element_text
- Event name
- page_type
- element_type

METRICS +

- Event count

TECHNIQUE

Free form

VISUALIZATION

SEGMENT COMPARISONS

+ Drop or select segment

ROWS

+ Drop or select dimension

START ROW

1

SHOW ROWS

STEP 5: Drag the dimension 'element_text' & 'page_type' under 'ROWS'. Drag the metric 'Event Count' under 'VALUES'. Now 'element_text', 'page_type' and 'Event count' should show in the right column and data will populate.

Variables

EXPLORATION NAME: Site Notice Interactions

Last 28 days
May 13 - Jun 9, 2025

SEGMENTS +

DIMENSIONS +

- element_text
- Event name
- page_type
- element_type

METRICS +

- Event count

TECHNIQUE

Free form

VISUALIZATION

SEGMENT COMPARISONS

+ Drop or select segment

ROWS

- element_text
- page_type

+ Drop or select dimension

START ROW

1

Totals			503,580
1	(not set)	(not set)	288,813
2	(not set)	itemlist	69,985
3		item	64,546
4	(not set)	item	42,121
5	(not set)	home	4,484
6	image	itemlist	3,947
7	(not set)	custom	2,897
8	search	itemlist	2,472
9	(not set)	service	1,857
10	details	itemlist	944



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

The screenshot shows the Dealer Inspire interface with the following configuration:

- Time Range:** Last 28 days (May 13 - Jun 9, 2025)
- SEGMENTS:** (Empty)
- DIMENSIONS:**
 - element_text
 - Event name
 - page_type
 - element_type
- METRICS:**
 - Event count
- ROWS:**
 - element_text
 - page_type
 - + Drop or select dimension
 - START ROW: 1
 - SHOW ROWS: 100 (dropdown menu open showing 10, 25, 50, 100)

Row	element_text	page_type
1	(not set)	(not set)
2	(not set)	itemlist
3	(not set)	item
4	(not set)	item
5	(not set)	home
6	image	itemlist
7	(not set)	custom
8	search	itemlist
9	(not set)	service
10	details	itemlist
11	(not set)	home
12	Forester	itemlist
13	Crosstrek	itemlist

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

The screenshot shows the Dealer Inspire interface with the following configuration:

- COLUMNS:**
 - + Drop or select dimension
- START COLUMN GROUP:** 1
- SHOW COLUMN GROUPS:** 5
- VALUES:**
 - Event count
 - + Drop or select dimension or metric
- CELL TYPE:** Bar chart
- FILTERS:**
 - + Drop or select dimension or metric

A dropdown menu is open from the FILTERS section, showing the following options:

- Dimensions
 - element_text
 - Event name** (selected)
 - page_type
 - element_type
- Metrics
 - Event count



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

The screenshot shows the Dealer Inspire interface. On the left, there are two sections: 'METRICS' and 'CELL TYPE'. The 'METRICS' section has a plus sign and a box containing 'Event count'. The 'CELL TYPE' section has a dropdown menu set to 'Bar chart'. In the center, there is a 'FILTERS' section. It has a title 'Event name' with a close button. Below it, there is a 'Conditions*' section with a dropdown menu set to 'exactly matches'. Below that, there is a text input field containing 'asc_cta_interaction'. At the bottom of the 'FILTERS' section, there are 'Cancel' and 'Apply' buttons. To the right of the 'FILTERS' section, there is a table with 18 rows. The first row is highlighted. The table has two columns: the first column contains numbers 8 through 18, and the second column contains text: 'sei', '(nc', 'del', 'Fol', 'Crc', 'Ou', '(nc', 'Sul', 'Pre', 'Avi'.

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

The screenshot shows the Dealer Inspire interface. On the left, there are three sections: 'VALUES', 'CELL TYPE', and 'FILTERS'. The 'VALUES' section has a plus sign and a box containing 'Event count'. The 'CELL TYPE' section has a dropdown menu set to 'Bar chart'. The 'FILTERS' section has a title 'Event name exactly matches' and a text input field containing 'asc_cta_interaction'. Below the 'FILTERS' section, there is a plus sign and a box containing 'Drop or select dimension or metric'. A dropdown menu is open from this box, showing two categories: 'Dimensions' and 'Metrics'. Under 'Dimensions', there are four options: 'element_text', 'Event name', 'page_type', and 'element_type'. Under 'Metrics', there is one option: 'Event count'. To the right of the dropdown menu, there is a table with 16 rows. The first row is highlighted. The table has two columns: the first column contains numbers 7 through 16, and the second column contains text: 'S', 'P', 'C', 'G', '(r', 's', '(r', 'C', 'N', 'G', 'P', 'V'.



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

The screenshot shows a configuration panel with the following elements:

- A text box containing "Event name exactly matches asc_cta_interaction".
- A section titled "element_text" with a close icon (⊗).
- A label "Conditions*" above a dropdown menu.
- The dropdown menu is set to "contains".
- A text input field containing "Site Notice".
- At the bottom, there are "Cancel" and "Apply" buttons.

STEP 11: Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'element_type'

The screenshot shows a configuration panel with a dropdown menu open. The panel includes:

- A "VALUES" section with an "Event count" item.
- A "+ Drop" button.
- A "CELL TYPE" section with a "Bar chart" option.
- A "FILTERS" section containing:
 - An item with text "Event name matches asc_cta_i".
 - An item with text "element Site Notice".
 - A "+ Drop or met" button.

The dropdown menu, triggered by the "+ Drop or met" button, is open and shows two categories:

- Dimensions:** A list of dimension options including "element_text", "Event name", "page_type", and "element_type". The "element_type" option is highlighted.
- Metrics:** A list of metric options including "Event count".



STEP 12: Under 'Select match type' select exactly matches and type 'banner' in the 'Enter expression' line. Click Apply

FILTERS

Event name exactly matches
asc_cta_interaction

element_text contains
Site Notice

element_type ✕





Conditions*

exactly matches ▼

banner

Cancel Apply

STEP 13: You will now see Site Notice interactions on your site, broken out by page_type

Settings		Site Notice Cli... +	
TECHNIQUE	Free form ▼	element_text	page_type
VISUALIZATION	   	Totals	
SEGMENT COMPARISONS	+ Drop or select segment	1 Site Notice - We Want To Buy Your Vehicle! VALUE YOUR TRADE	home
ROWS	<div>element_text</div> <div>page_type</div> <div>+ Drop or select dimension</div>	2 Site Notice - We Want To Buy Your Vehicle! VALUE YOUR TRADE	itemlist
START ROW	1	3 Site Notice - We Want To Buy Your Vehicle! VALUE YOUR TRADE	item
SHOW ROWS			