

## What are ASC Events?

ASC events are Google Analytics 4 events developed by the Automotive Standards Council (ASC) in order to create universal standards and guidelines across the automotive industry. These events are currently tracking in Dealer Inspire managed GA4 properties, and can be configured to be sent to other Measurement IDs by request (if applicable).

Disclaimer: While Dealer Inspire will push all eligible ASC events to your property, you may not receive all events if they do not apply to your website. If you have a third party tool that is following ASC, please reach out to them to ensure they are pushing events to your Measurement ID.

This document contains the complete list of ASC events and their definitions:

### Website Engagement Events:

EVENT	DEFINITION
asc_pageview	Fires once on every single page
asc_cta_interaction	Engagement with CTA buttons and hyperlinked text on all website pages
asc_menu_interaction	Any Item in the navigation is clicked on
asc_form_engagement	During a form fill process for each consumer engagement point
asc_form_submission	Anytime any form containing PII is submitted  NOTE: This event will also fire together with an “asc_form_submission_{{dept}}” event, which is based on the lead’s routing department



## Website Engagement Events (continued)

EVENT	DEFINITION
asc_element_configuration	The completed vehicle information from the Build & Price tool has loaded, also when filters on the VRP are utilized, also when there is engagement on the search bar in nav or HERO
asc_media_interaction	When user views images, videos, or sliders on any page
asc_special_offer	Clicks on FIXED OPS offers & Incentives
asc_item_pageview - (optional) <i>(Dealer Inspire uses this event)</i>	Page load of a Vehicle Details Page (VDP)
asc_itemlist_pageview - (optional) <i>(Dealer Inspire uses this event)</i>	Page load of a Vehicle (Search) Results Page (VRP)



## Website Key Events (Previously Known as “Conversions”):

The events below are marked as a “Key Event” in Dealer Inspire managed GA4 properties.

EVENT	DEFINITION
asc_click_to_call *	When a mobile click to call was started (unable to determine if the call connected)
asc_form_submission_sales *	When a sales form (excluding sales appt form) is submitted
asc_form_submission_sales_appt *	When a sales appt form is submitted
asc_form_submission_service *	When a service form (excluding service appt form) is submitted
asc_form_submission_service_appt *	When a service appt form is submitted
asc_form_submission_parts *	When a parts form is submitted
asc_form_submission_other*	<p>When a form is submitted which can't be categorized as Sales, Service, or Parts</p> <p><i>NOTE: This event was historically tracked as di_form_submission_other events in Dealer Inspire managed GA4 properties</i></p>

## Chat/SMS Events

The below events are only applicable for websites who have a Chat, Messaging, or SMS application.

If your website is using Conversations (DI chat tool), we can push “asc\_comm” events to your GA4 property.

If you are using a third party Chat/SMS provider, they will be responsible for pushing ASC events to your property (if following ASC).

EVENT	DEFINITION
asc_comm_engagement	Trigger during a chat/SMS session for each consumer engagement point that the product tracks
asc_comm_submission	Trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM
asc_comm_submission_parts*	In addition to asc_comm_submission - trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM/DMS for the PARTS department
asc_comm_submission_sales*	In addition to asc_comm_submission - trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM/DMS for the SALES department
asc_comm_submission_sales_appt*	In addition to asc_comm_submission - trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM/DMS for a SALES appointment

## Chat/SMS Events (continued)

EVENT	DEFINITION
asc_comm_submission_service*	In addition to asc_comm_submission - trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM/DMS for the SERVICE department
asc_comm_submission_service_appt*	In addition to asc_comm_submission - trigger when a chat/SMS transcript with consumer PII is sent to the customer's CRM/DMS for a SERVICE appointment
asc_comm_submission_other*	<p>In addition to asc_comm_submission - Trigger when a department or appointment cannot be determined</p> <p><i>NOTE: This is a new event that is not currently present in Dealer Inspire managed GA4 properties</i></p>

\* = marked as a key event in Dealer Inspire managed GA4

## Digital Retailing Event

This event will only fire if you have a Digital Retailing tool (ex: Online Shopper) sending events to your property.

EVENT	DEFINITION
asc_retail_process	Trigger when a consumer completes major steps/milestone in Digital Retailing tools, finance apps, trade tools, etc

## Voice Events

If your website utilizes a voice/call tracking provider, you may be able to have ASC events pushed to your property.

Dealer Inspire is currently working with third party call tracking providers to get ASC events pushed to DI-managed GA4 properties.

If you have your own GA4 property that is not managed by DI, please reach out to your third party provider to see if they can push ASC events to your property.

EVENT	DEFINITION
asc_voice_engagement	Trigger during, or directly following a voice call for each comm_status and comm_outcome milestone (i.e. connected, dropped, spam, voice mail)
asc_voice_engagement_30	Trigger during, or directly following a voice call which has reached a 30 second duration
asc_voice_engagement_60 - (optional)	Trigger during, or directly following a voice call which has reached a 60 second duration
asc_voice_engagement_120 - (optional)	Trigger during, or directly following a voice call which has reached a 120 second duration
asc_voice_submission	Trigger after a completed voice call is made

## Voice Events (continued)

EVENT	DEFINITION
asc_voice_submission_parts*	In addition to the asc_voice_submission - Trigger when the call vendor has determined the call to be a PARTS opportunity
asc_voice_submission_sales*	In addition to the asc_voice_submission - Trigger when the call vendor has determined the call to be a SALES opportunity
asc_voice_submission_sales_appt*	In addition to the asc_voice_submission - Trigger when the call vendor has determined the call to have had a SALES appointment booked
asc_voice_submission_service*	In addition to the asc_voice_submission - Trigger when the call vendor has determined the call to be a SERVICE opportunity
asc_voice_submission_service_appt*	In addition to the asc_voice_submission - Trigger when the call vendor has determined the call to have had a SERVICE appointment booked
asc_voice_submission_other*	<p>In addition to the asc_voice_submission - Trigger when a department or appointment cannot be determined</p> <p><i>NOTE: This is a new event not currently present in Dealer Inspire managed GA4 properties</i></p>
asc_voice_sale	In addition to asc_video_submission - trigger when a completed video call is made and the call vendor determines a monetary transaction was made over the phone (i.e. parts)

\* = marked as a key event in Dealer Inspire managed GA4

## Video Call Events

IMPORTANT: These events are **not** available in GA4 at this time and are intended for future use with video collaboration tools.

EVENT	DEFINITION
asc_video_call_engagement	Trigger during a video call session for each consumer engagement point that the product tracks
asc_video_call_submission	Trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS
asc_video_submission_parts	In addition to asc_video_submission - trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS for the PARTS department
asc_video_call_submission_sales	In addition to asc_video_submission - trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS for the SALES department
asc_video_submission_sales_appt	In addition to asc_video_submission - trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS for a SALES appointment



## Video Call Events (continued)

IMPORTANT: These events are **not** available in GA4 at this time and are intended for future use with video collaboration tools.

EVENT	DEFINITION
asc_video_call_submission_service	In addition to asc_video_submission - trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS for the SERVICE department
asc_video_submission_service_appt	In addition to asc_video_submission - trigger when a completed video call is made and the consumer's contact information is sent to the customer's CRM/DMS for a SERVICE appointment
asc_video_submission_other	In addition to asc_video_submission - Trigger when a department or appointment cannot be determined