

Save and Compare establishes the basis for a more customized and user-focused car-buying experience on dealer websites. It enables all users to save and compare vehicles and enter personal details to enhance payment estimate accuracy. This is meant to boost consumer engagement through the expanded save & compare functionality, increase lead generation for dealers via a lead gate on saved vehicles, and maintain a seamless user experience without disruption from the lead gate.

The Analytics team at Dealer Inspire tracks interactions with the Save & Compare tool. These events capture user interactions, including Clicks, Form Submissions, and Engagement. This data is tracked and available within the Dealer Inspire-managed GA4 property.

Below are ALL GA4 events sending from Save and Compare, as well as the custom dimensions that pass with those events. This documentation can be used to help show what how these events pass, and how they can be organized in reporting. Analytics also has our Save & Compare Looker Studio page on our template here which helps show this data.

** All Save and Compare GA4 events will pass a Custom Dimension of **product_name = 'save_compare'**

Click on My Profile icon in Action Bar

ASC EVENT	TRIGGER	Custom Dimensions
action_bar_click	Event fires when My Profile is clicked in action bar	element_text: My Profile

Click on Create Profile

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when Create Profile is clicked in the pop up window	element_text: Create Profile



Click on Sign in

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when 'Sign In' is clicked inside Profile	element_text: Sign in

Click on Edit Profile

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when 'Edit Profile' is clicked inside Profile	element_text: Edit Profile

Fill in Create Profile Form

ASC EVENT	TRIGGER	Custom Dimensions
asc_form_engagement	Event fires when the user starts filling out their last name	element_text: Create Profile form_name: create profile



Submit Create Profile Form

ASC EVENT	TRIGGER	Custom Dimensions
<code>asc_form_submission</code> <code>asc_form_submission_other*</code>	Events fire when user submits the Create Profile form	<code>element_text: Create Profile</code> <code>form_name: create Profile</code>

Click on Heart Icon

ASC EVENT	TRIGGER	Custom Dimensions
<code>asc_media_interaction</code>	Event fires when user clicks on the Heart Icon to save a vehicle	<code>creative_name:</code> <code>save_compare_heart_icon</code>

Click on Compare Icon

ASC EVENT	TRIGGER	Custom Dimensions
<code>asc_media_interaction</code>	Event fires when user clicks on the Compare Icon to compare a vehicle	<code>creative_name:</code> <code>save_compare_compare_icon</code>



Click on Contact Dealer

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when 'Contact Dealer' is clicked	element_text: Contact Dealer

Form Engagement on Contact Dealer Form

ASC EVENT	TRIGGER	Custom Dimensions
asc_form_engagement	Event fires when the visitor starts filling out their last name	element_text: Contact Dealer form_name: contact dealer

Submit Contact Dealer Form

ASC EVENT	TRIGGER	Custom Dimensions
asc_form_submission asc_form_submission_sales*	Events fires when user submits the Contact Dealer form	element_text: Contact Dealer form_name: contact dealer



Click on Add More Features

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when user clicks on the add more features CTA	element_text: Add More Features

Click on Saved Vehicles

ASC EVENT	TRIGGER	Custom Dimensions
asc_cta_interaction	Event fires when user clicks Saved Vehicles within profile	element_text: Saved Vehicles

Submit Save Vehicle form

ASC EVENTS	TRIGGER	Custom Dimensions
asc_form_submission asc_form_submission_sales*	Events fire when user submits the Save Vehicle form if they are not yet signed into a profile	element_text: Save Vehicles form_name: Save Vehicle



Parameters

The following Parameters are associated with the Events currently firing for Save and Compare.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
event_owner	Who is triggering the event	dealer inspire
event_action	Type of action that triggered the event	click
page_type	Type of page event took place on	itemlist
element_color	Color of the element (button, text, object) associated with the event	#FFC0CB
event_action_result	Result form the initial action that triggered the event	popup
element_text	Text on the cta button, hyperlink, menu, or message on image.	Saved Vehicles
comm_status	Status of the communication at time of event	engaged
comm_type	Type of communication that took place	form
form_type	Category or type of form	research
element_type	Where the event action took place	pagination



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
department	Department associated with the event	sales
creative_name	The name of the media, if individually named, like in a gallery (as displayed)	consumer_profile_heart_icon
product_name	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	save_compare
comm_outcome	The outcome of the communication	appt_booked
media_type	Type of media interacted with	image
submission_id	Lead ID number	1231231
form_name	Name of the form that was filled out	Contact Dealer
page_location	URL of page where the event was fired	https://www.google.com/home
element_subtype	A more detailed description of the type of element integrated within the event.	dropdown
Item_inventory_date	Date the vehicle was added to inventory	2021/11/30
item_price	Price of the vehicle	35000
item_category	Category of item associated with event	accessories



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
item_fuel_type	Fuel Type of item associated with event	nitrogen
item_package	Package chosen when creating a vehicle	cold weather package
item_interior_color	Interior color of the vehicle created	black
item_power_train	Power Train of the vehicle created	front wheel drive
item_make	Make (Brand) of item associated with event	Ford
item_model	Model of item associated with event	f-150
item_type	Body style of vehicle	sedan
item_variant	Specific trim of the vehicle	sport
item_color	Color of item associated with event	red
item_year	Year of the vehicle	2022
item_number	Stock Number	AE956788
item_condition	Industry condition of item associated with event	new
item_id	VIN Number	1G7B92562345824155



Below are the different events you'll receive from the Save and Compare tool and the associated parameters.

EVENT	ASSOCIATED PARAMETERS
asc_cta_interaction	element_text * page_type * action_location * event_owner * element_color element_order link_url * event_action_result * element_type * event_action * item_condition * item_make * item_model * item_type * item_variant * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type
asc_media_interaction	event_action_result * event_owner * page_type * affiliation media_type * link_url * creative_name * item_condition * item_make * item_model * item_type * item_variant * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_inventory_date item_category * item_fuel_type



EVENT	ASSOCIATED PARAMETERS
asc_form_engagement	form_name * department * event_owner * page_type * comm_type * comm_outcome * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_year * item_number * item_id * item_category * item_fuel_type item_inventory_date item_price *
asc_form_submission	submission_id form_name * department * page_location event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_sales	submission_id form_name * department * event_owner * page_type * comm_type * comm_status * element_text * form_type * item_condition * item_make * item_type * item_variant * item_model * item_color * item_year * item_number * item_id * item_inventory_date item_price * item_category * item_fuel_type