

In order to track the performance of your website, Dealer Inspire supports pushing events to Google Analytics 4 (GA4). These events adhere to the Automotive Standards Council (ASC) events as well as some additional events which capture engagement points that are specific to the Dealer Inspire platform.

These events are user interactions with elements on a web page, such as; form submissions, banner clicks, CTA clicks, video plays, clicks on navigation items and so forth. These events are available to be sent to any requested GA4 property which is currently tracking on a website.

The events below are tracking in Dealer Inspire managed GA4 accounts, however, these events can be sent to other GA4 measurement ID's by request (to request, please contact your Performance Manager or Dealer Inspire support)

This document will provide:

- Table detailing each event and the trigger for the event
- Table detailing each parameter and the type of data passed with the parameter
- Instructions on setting up Custom Dimensions along with the Dealer Inspire recommended Custom Dimensions
- Table detailing each events along with the event's associated parameters

ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_pageview	Fires once on every single page	ASC Event
asc_item_pageview	Page load of a Vehicle Details Page (VDP)	ASC Event
asc_itemlist_pageview	Page load of a Vehicle (Search) Results Page (VRP)	ASC Event
asc_cta_interaction	Engagement with CTA buttons and hyperlinked text on all website pages	ASC Event
asc_click_to_call	When a mobile click to call was started (unable to determine if the call connected)	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
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 Event
asc_media_interaction	When user views images, videos, or sliders on any page.	ASC Event
asc_special_offer	Clicks on FIXED OPS offers & Incentives	ASC Event
asc_form_engagement	During a form fill process for each consumer engagement point	ASC Event
asc_form_submission	Anytime any form containing PII is submitted	ASC Event
asc_form_submission_sales	When a sales form (excluding sales appt form) is submitted	ASC Event
asc_form_submission_sales_appt	When a sales appt form is submitted	ASC Event
asc_form_submission_service	When a service form (excluding service appt form) is submitted	ASC Event



ALL EVENTS	TRIGGER	ASC/DI EVENT
asc_form_submission_service_appt	When a service appt form is submitted	ASC Event
asc_form_submission_parts	When a parts form is submitted	ASC Event
asc_form_submission_other	When a form submitted which can't be categorized as Sales, Service or Parts  <i>NOTE: This event was historically tracked as di_form_submission_other events in Dealer Inspire managed GA4 properties</i>	ASC Event
asc_menu_interaction	Any Item in the navigation is clicked on	ASC Event
build_and_price_load	Vehicle Configurator tool page loads	DI Specific Event
vdp_sharetools_click	Click on the "share" icons on Vehicle Detail Pages (VDPs)	DI Specific Event
action_bar_click	On click of an element on the Action Bar	DI Specific Event
personalizer_shown	When a personalizer is displayed/shown	DI Specific Event
personalizer_click	On click of a personalizer	DI Specific Event

## Parameters

The additional data points, collected/associated with events, allowing for deeper analysis/insights into the performance of your website. For example, on a sales form event (asc\_form\_submission\_sales), we are also passing along the vehicle information through parameters (such as vin, make, model, year..)

While parameters are being passed with the events, they need to be registered as **Custom Dimensions** within GA4 in order to have access to the additional data within the GA4 interface.

Below is a table of all the parameters which are associated with different Dealer Inspire website events. Parameters notated with a \* are the parameters DI has registered as custom dimensions in our DI managed GA4 properties.

PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
page_type *	Type of page event took place on	directions
action_location *	High level description of the Element type where the event action took place	digital_retailing_tool
event_owner *	Who is triggering the event	dealer inspire
element_color	Color of the element (button, text, object) associated with the event	#FFC0CB
element_order	Order of element starting at 0 and counted from left to right, top to bottom.	6
link_url *	The destination URL if event action results in a new page render	https://www.google.com/newcar
event_action_result *	Result form the initial action that triggered the event	start
element_text *	Text on the cta button, hyperlink, menu, or message on image.	Get ePrice

\* = parameter is recommended to be set up as a Custom Dimension



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_phone_number *	Tracking or listed phone number associated with event (Not the customer phone number)	+18152867357
department *	Department associated with the event	service
phone_number_type	Number clicked comma separated with type of click	18142863743,service
affiliation	Name of the company/employee associated with event, but not the event owner	jd_power
promotion_name *	Name of the promotional offer that was displayed to consumer	10% off oil change
product_name	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	Spin Car
element_position	Position of the element in relation to the page	top_right
flow_outcome *	If event action resulted in an specific outcome that was part of a flow	unlock
submission_id	Lead ID number	1231231
form_name *	Name of the form that was filled out	get e-price
page_location	URL of page where the event was fired	https://www.google.com/home
form_type *	Category or type of form	service_appointment

\* = parameter is recommended to be set up as a Custom Dimension



PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_status *	Status of the communication at time of event	answered
comm_type *	Type of communication that took place	chat
element_state *	Status of an element associated with event action	active
element_type *	Where the event action took place	pagination
element_subtype	A more detailed description of the type of element integrated within the event.	dropdown
element_title *	Name of the data field or adjacent text	milage
element_value *	Value of itemlist filter, search terms, and universal field values. Users sometimes enter PII into search boxes and form fields. Be sure to remove PII from user-entered information before it is sent to Analytics	Any Model
item_id *	VIN Number	1G7B92562345824155
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

\* = parameter is recommended to be set up as a Custom Dimension



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

\* = parameter is recommended to be set up as a Custom Dimension

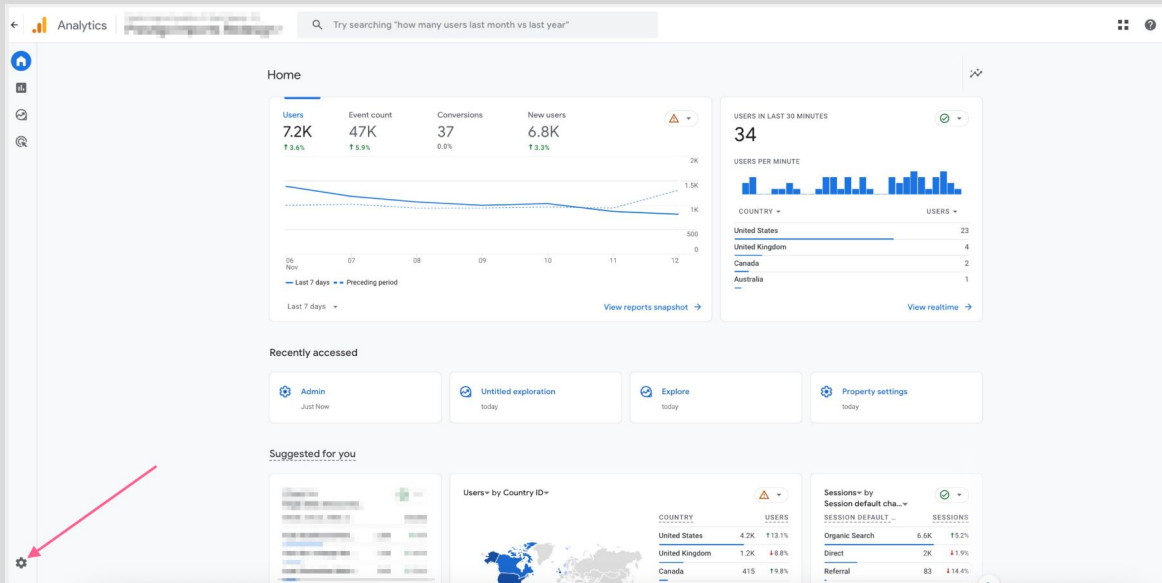


PARAMETERS/ CUSTOM DIMENSION	PARAMETER DEFINED	EXAMPLE VALUE
comm_outcome *	The outcome of the communication	appt_booked
event_action *	Type of action that triggered the event	click
item_results *	Number of results returned on the screen from a search query (Not total results returned from search)	12
media_type *	Type of media interacted with	image
creative_name *	The name of the media, if individually named, like in a gallery (as displayed)	Ford Lightning Video
flow_name *	The name of the flow interacted with if individually named	contact_info

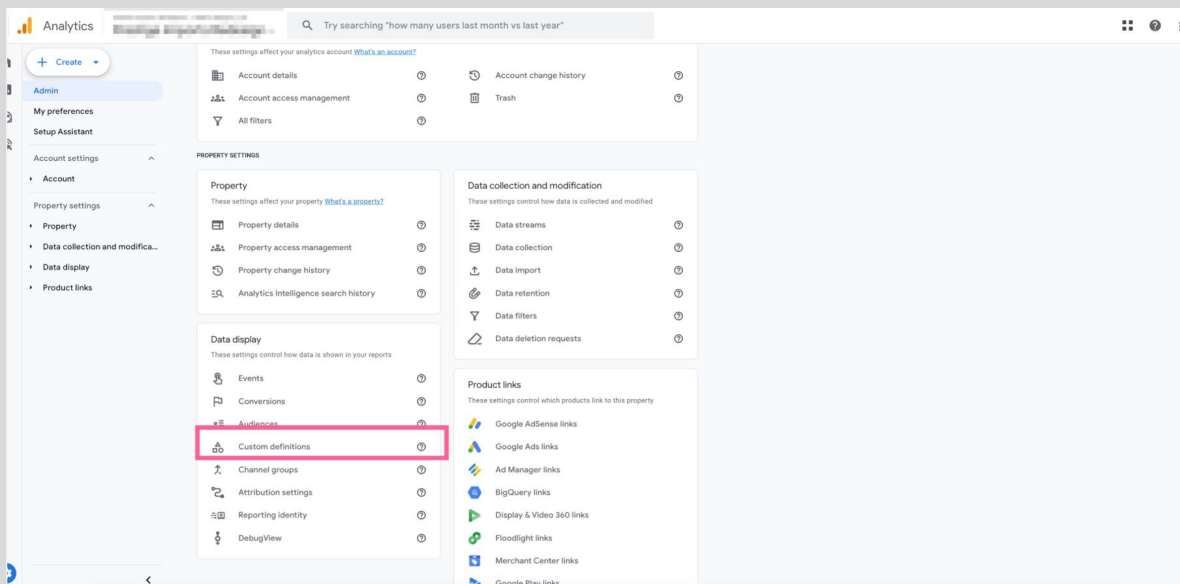
\* = parameter is recommended to be set up as a Custom Dimension

## Please follow these steps to set up custom definitions in a GA4 property:

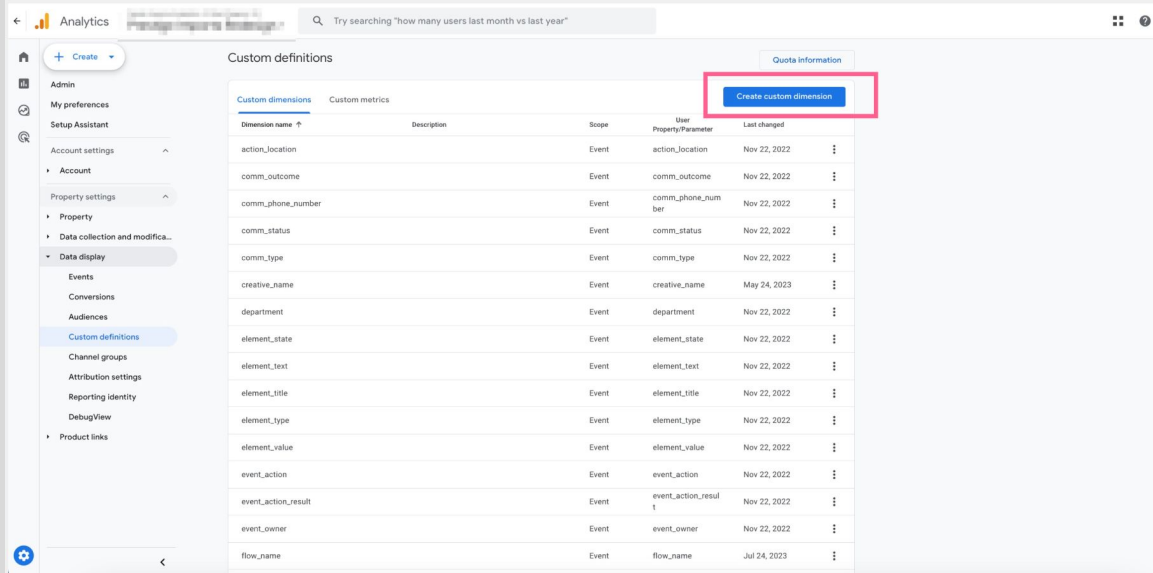
- Go to admin



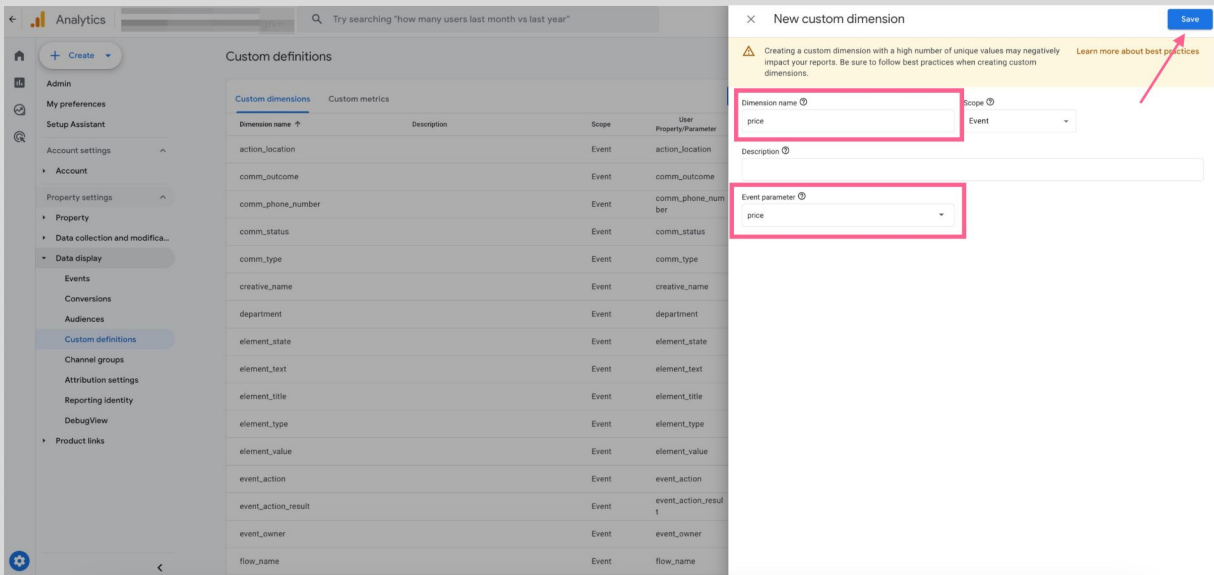
- Under 'Data display' click 'Custom Definition'



- Click on “Create Custom Dimensions” button



- Fill out the dimension name (in this example we are using ‘price’) and choose the parameter that correlates. Then click ‘Save’





Below are the different events you'll receive from a Dealer Inspire Website and the associated parameters.

*\*Please note that if a parameter is not available or does not apply for that specific event, it will be passed as a blank value (for example a click to call which fires the asc\_click\_to\_call event, may not have vehicle info associated with the click, therefore the vehicle information for that event would be blank*

EVENT	ASSOCIATED PARAMETERS
asc_pageview	event_owner * page_type * error_code 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_item_pageview	event_owner * page_type * error_code 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_itemlist_pageview	event_owner * itemlist_type item_results * item_make * item_type * item_variant * item_model * item_color * item_year *



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_click_to_call	comm_phone_number * department * phone_number_type event_owner * page_type * affiliation item_condition * item_makeitem_model item_type * item_variant * item_color * item_year * item_number * item_id * item_inventory_date item_price *



EVENT	ASSOCIATED PARAMETERS
asc_element_configuration	page_type * event_owner * event_action_result * event_action * product_name element_state * element_type * element_subtype element_title * element_text * element_value * element_color element_position element_order item_package item_interior_color item_color * item_power_train item_type * item_variant * item_make * item_model * item_year * item_condition * item_price * item_category * item_fuel_type



EVENT	ASSOCIATED PARAMETERS
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
asc_special_offer	element_text * page_type * promotion_name * event_owner * department * product_name element_position flow_outcome *



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
asc_form_submission_sales_appt	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



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
asc_form_submission_sales_appt	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



EVENT	ASSOCIATED PARAMETERS
asc_form_submission_parts	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
asc_form_submission_other	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
action_bar_click	element_text * event_owner *
asc_menu_interaction	element_text * action_location * event_owner * page_type * element_subtype element_type * event_action *
build_and_price_load	page_type * event_owner *
vdp_sharetools_click	element_text * event_owner *
personalizer_shown	promotion_name * action_location * event_owner *
personalizer_click	promotion_name * action_location * element_text * link_url * event_owner *