



Analyzing Vehicle Gallery Interactions

There is a reason the saying “A picture is worth a thousand words” has stuck around as long as it has. The impact of images cannot be underestimated. Photos can be especially impactful in marketing when the product being viewed is probably one of, if not the, largest purchase a consumer will make in a year.

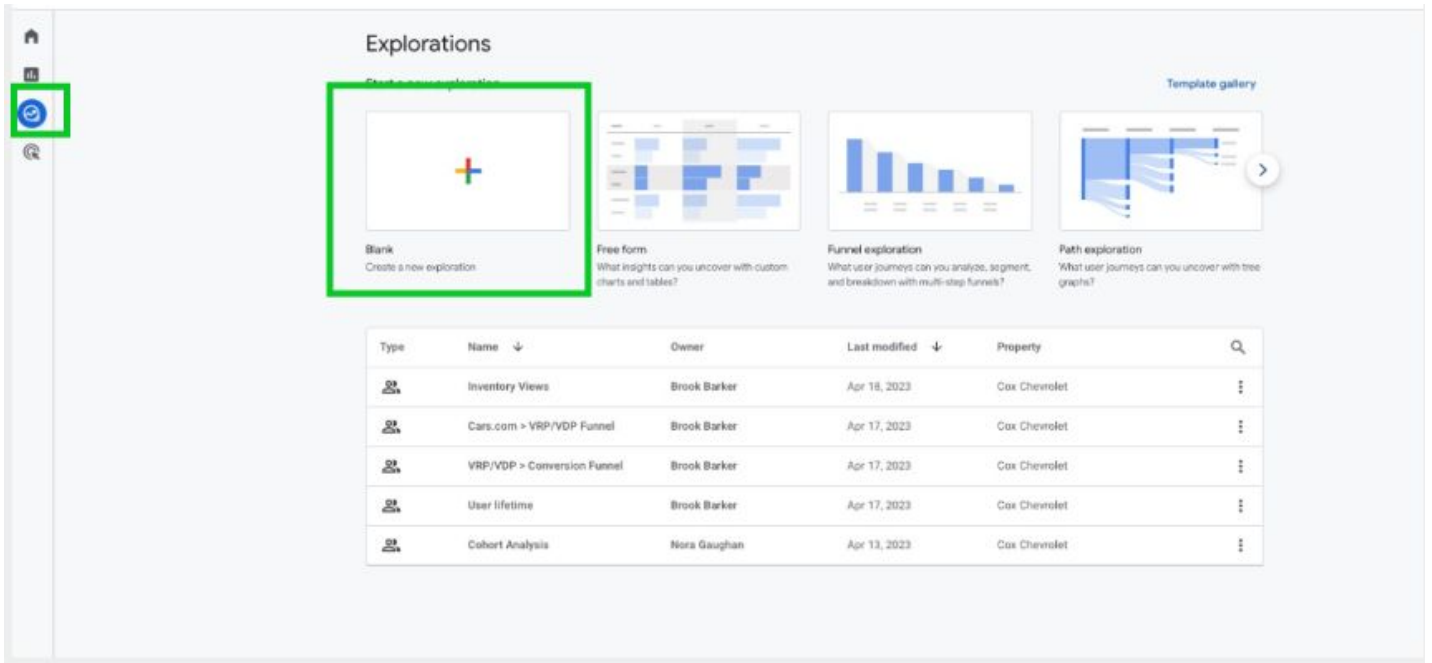
Many dealers are interested in knowing how consumers are interacting with product images on their sites. The following documentation is a guide to view interactions with VDP gallery images.

This report can help answer the following questions:

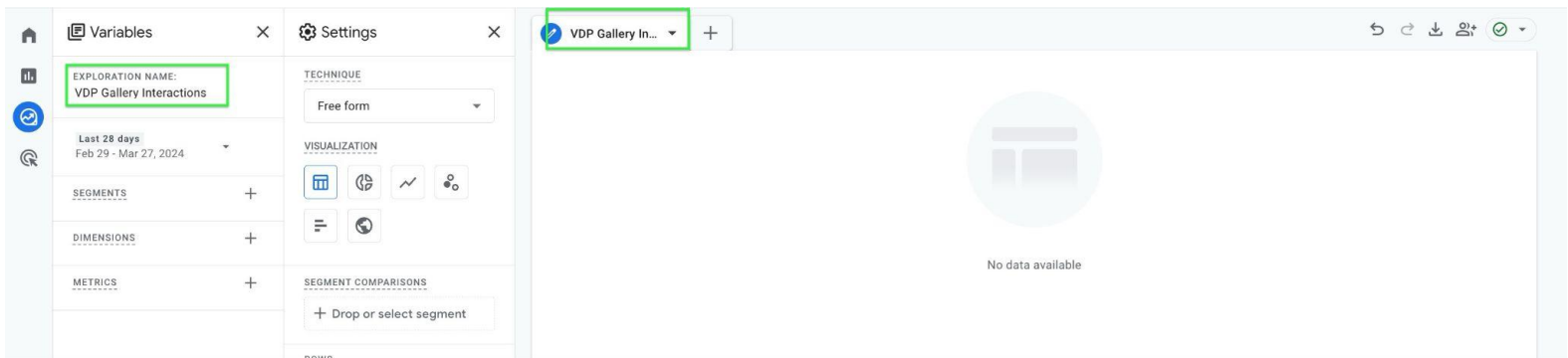
- Which vehicle photos have the most interaction?
- Are users engaging with images on my VDPs?
- Do new or used VDPs get more image engagement?
- Which make or model photos get the most interaction?
- Are users looking at all photos for a vehicle listing?
- How many photos are users viewing?
- What is the relationship between how long a vehicle has been in my inventory and photo engagement?

To set up this custom report, a step-by-step guide is provided on the following pages. Additional steps for adding vehicle data, such as make, model, and condition (used, new) as well as the date the vehicle was added to inventory follow the basic setup instructions.

STEP 1: Log in to your GA4 property. Navigate to the **Explore** tab and click on the **Blank** report template option to create a new exploration report.



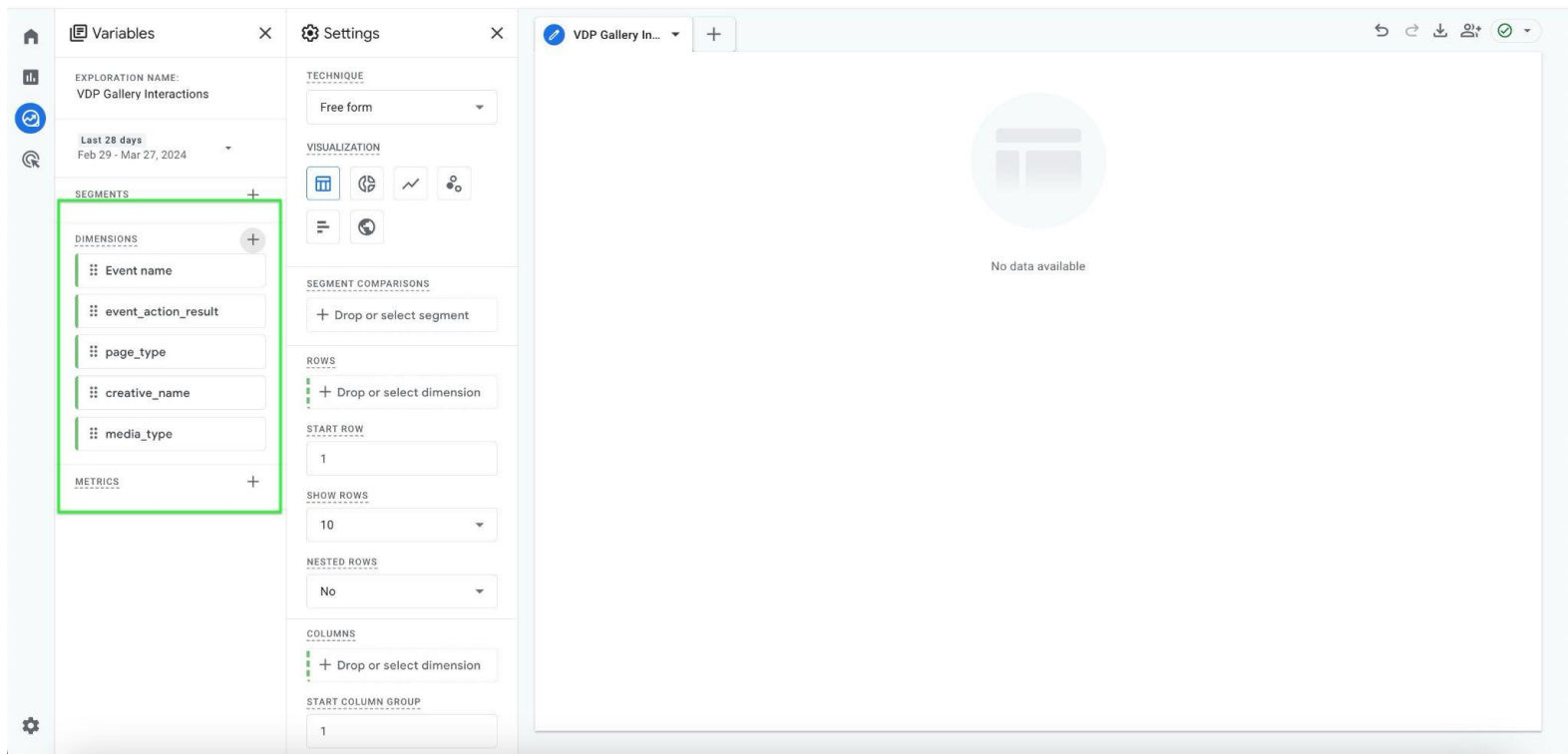
STEP 2: Under **Exploration Name** name your report. For our example, we named it VDP Gallery Interactions. After naming the report, name the tab. This will help differentiate what data is being displayed on each page.



STEP 3: Click on the plus sign + next to **DIMENSIONS** and select the following dimensions:

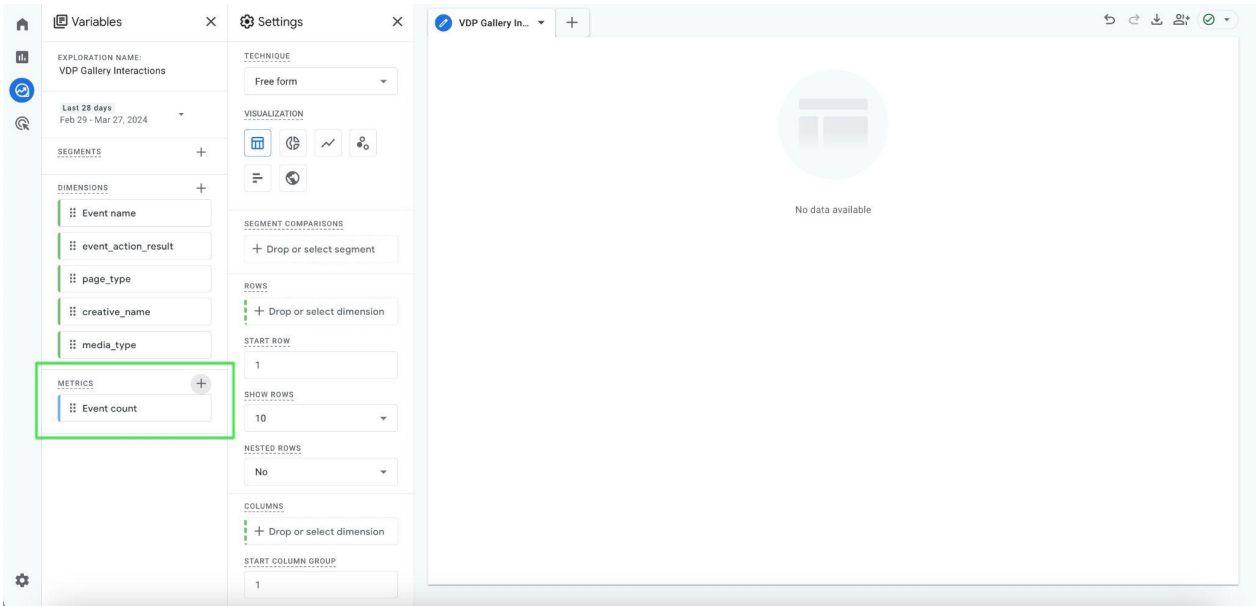
- **Event name**
- **event_action_result**
- **page_type**
- **creative_name**
- **media_type**

Click **Import** when done. You should now see the five dimensions you selected under **DIMENSIONS**.

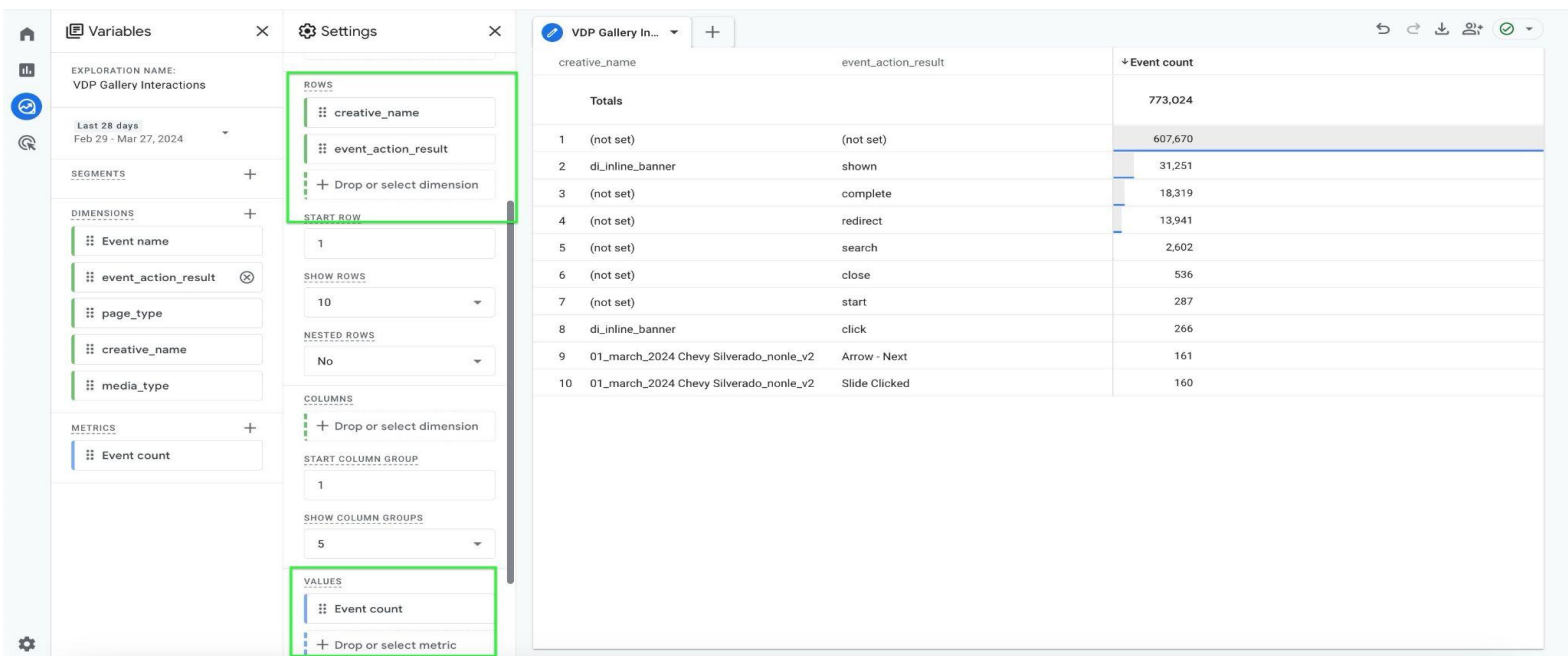


The screenshot displays the Dealer Inspire interface for configuring an exploration. The left sidebar shows the 'Variables' and 'Settings' panels. The 'Settings' panel is expanded to show the 'DIMENSIONS' section, which is highlighted with a green box. The 'DIMENSIONS' section contains five selected dimensions: 'Event name', 'event_action_result', 'page_type', 'creative_name', and 'media_type'. The 'SEGMENTS' section is also visible, showing a plus sign to add segments. The main area of the interface shows the exploration name 'VDP Gallery In...' and a plus sign to add more explorations. The visualization area is currently empty, displaying 'No data available'.

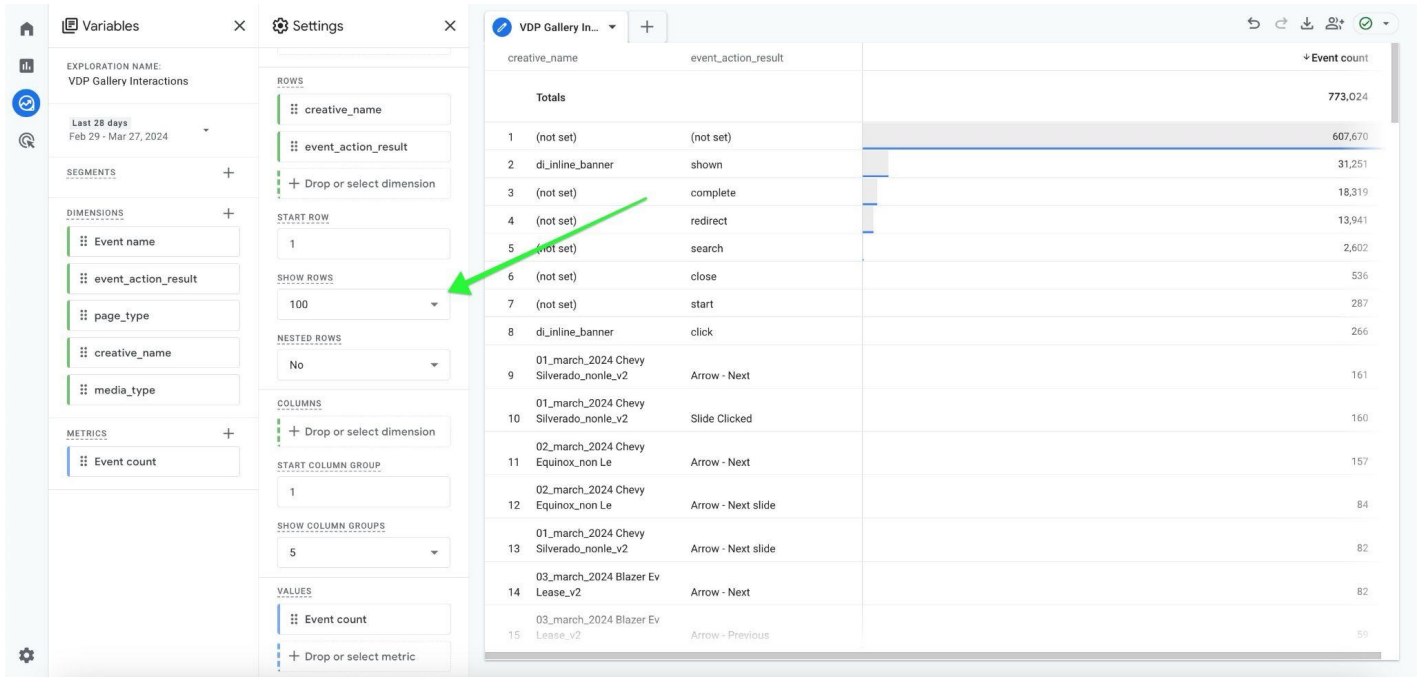
STEP 4: Click the plus sign + next to **METRICS** and search for **Event count**. Select this metric. Click **Import** when done. You should now see the one metric listed under **METRICS**.



STEP 5: Drag the dimensions of **creative_name** and **event_action_result** under **ROWS**. Drag the metric **Event count** under **VALUES**. Now **creative_name**, **event_action_result**, and **Event count** should populate and display on the screen to the right.



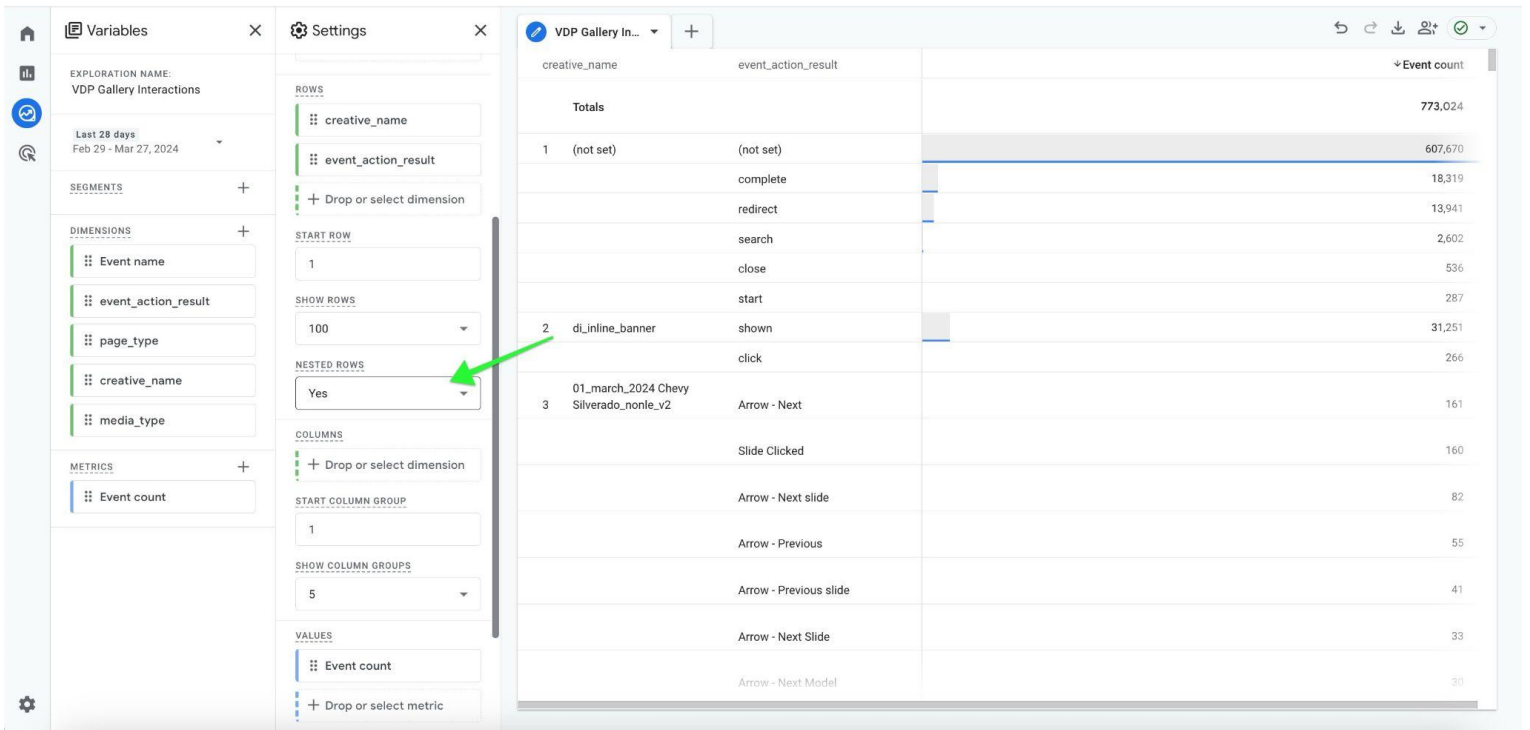
STEP 6: In the **ROWS** section next to **Show rows** change the number from 10 to 100.



The screenshot shows the 'Settings' panel on the left with the 'ROWS' section expanded. The 'SHOW ROWS' dropdown menu is set to '100'. A green arrow points to this dropdown. The main table on the right displays a list of rows with columns for 'creative_name', 'event_action_result', and 'Event count'. The table is currently showing 15 rows, with a 'Totals' row at the top.

creative_name	event_action_result	Event count
Totals		773,024
1 (not set)	(not set)	607,670
2 di_inline_banner	shown	31,251
3 (not set)	complete	18,319
4 (not set)	redirect	13,941
5 (not set)	search	2,602
6 (not set)	close	536
7 (not set)	start	287
8 di_inline_banner	click	266
01_march_2024 Chevy Silverado_nonle_v2	Arrow - Next	161
01_march_2024 Chevy Silverado_nonle_v2	Slide Clicked	160
02_march_2024 Chevy Equinox_non Le	Arrow - Next	157
02_march_2024 Chevy Equinox_non Le	Arrow - Next slide	84
01_march_2024 Chevy Silverado_nonle_v2	Arrow - Next slide	82
03_march_2024 Blazer Ev Lease_v2	Arrow - Next	82
03_march_2024 Blazer Ev Lease_v2	Arrow - Previous	88

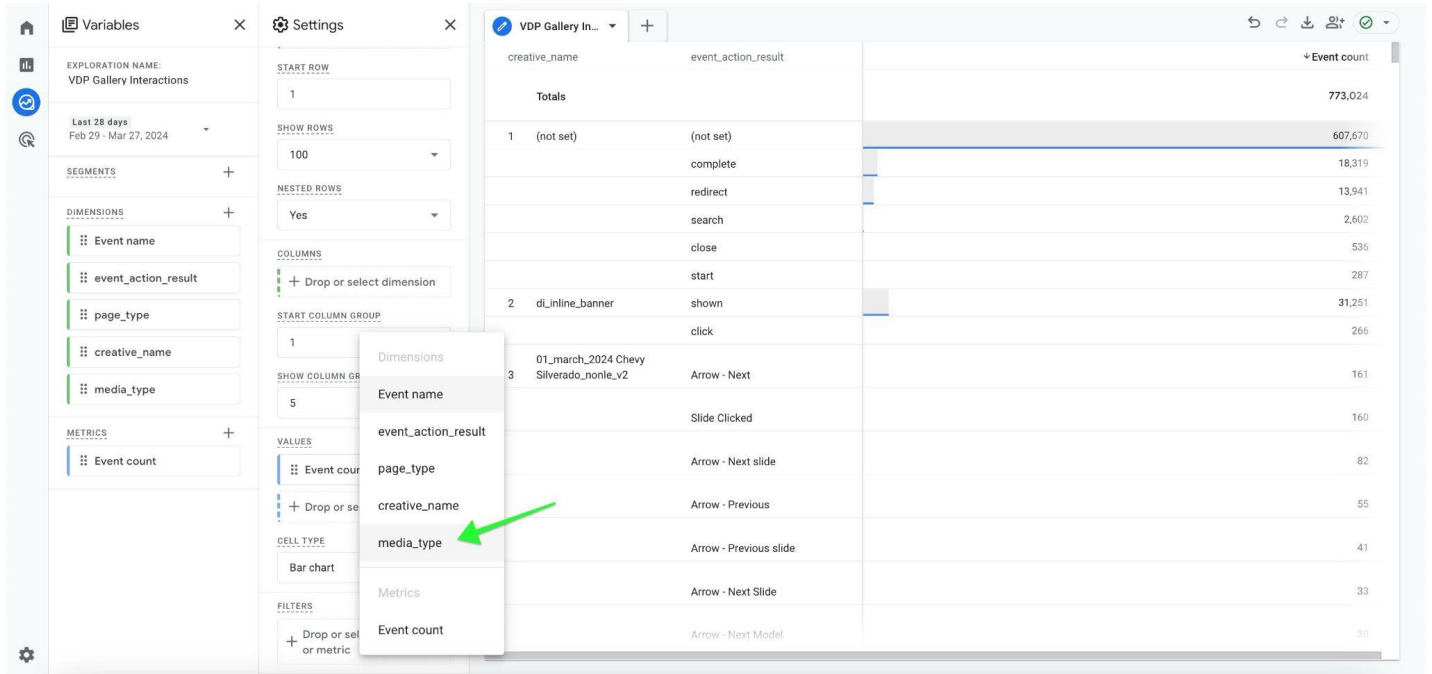
STEP 7: In the **ROWS** section under **NESTED ROWS** toggle to **Yes**. This will organize the data and make it easier to read.



The screenshot shows the 'Settings' panel on the left with the 'ROWS' section expanded. The 'NESTED ROWS' dropdown menu is set to 'Yes'. A green arrow points to this dropdown. The main table on the right displays a list of rows with columns for 'creative_name', 'event_action_result', and 'Event count'. The table is now organized with nested rows, showing a total of 30 rows.

creative_name	event_action_result	Event count
Totals		773,024
1 (not set)	(not set)	607,670
	complete	18,319
	redirect	13,941
	search	2,602
	close	536
	start	287
2 di_inline_banner	shown	31,251
	click	266
3 01_march_2024 Chevy Silverado_nonle_v2	Arrow - Next	161
	Slide Clicked	160
	Arrow - Next slide	82
	Arrow - Previous	55
	Arrow - Previous slide	41
	Arrow - Next Slide	33
	Arrow - Next Model	30

STEP 8: Click on **Drop or select dimension or metric** under **FILTERS** and select **media_type**.



The screenshot shows the Dealer Inspire interface with a table of event data. The table has columns for creative_name, event_action_result, and Event count. A settings panel is open on the left, and a dropdown menu is open over the 'FILTERS' section, with 'media_type' selected and highlighted by a green arrow.

creative_name	event_action_result	Event count
Totals		773,024
1 (not set)	(not set)	607,670
	complete	18,319
	redirect	13,941
	search	2,602
	close	536
	start	287
2 di_inline_banner	shown	31,251
	click	266
3 01_march_2024 Chevy Silverado_nonle_v2	Arrow - Next	161
	Slide Clicked	160
	Arrow - Next slide	82
	Arrow - Previous	55
	Arrow - Previous slide	41
	Arrow - Next Slide	33
	Arrow - Next Model	30

STEP 9: Under **Select match type** select **exactly matches** and type **gallery** in the **Enter expression** line. Click **Apply**.

FILTERS

media_type ⊗

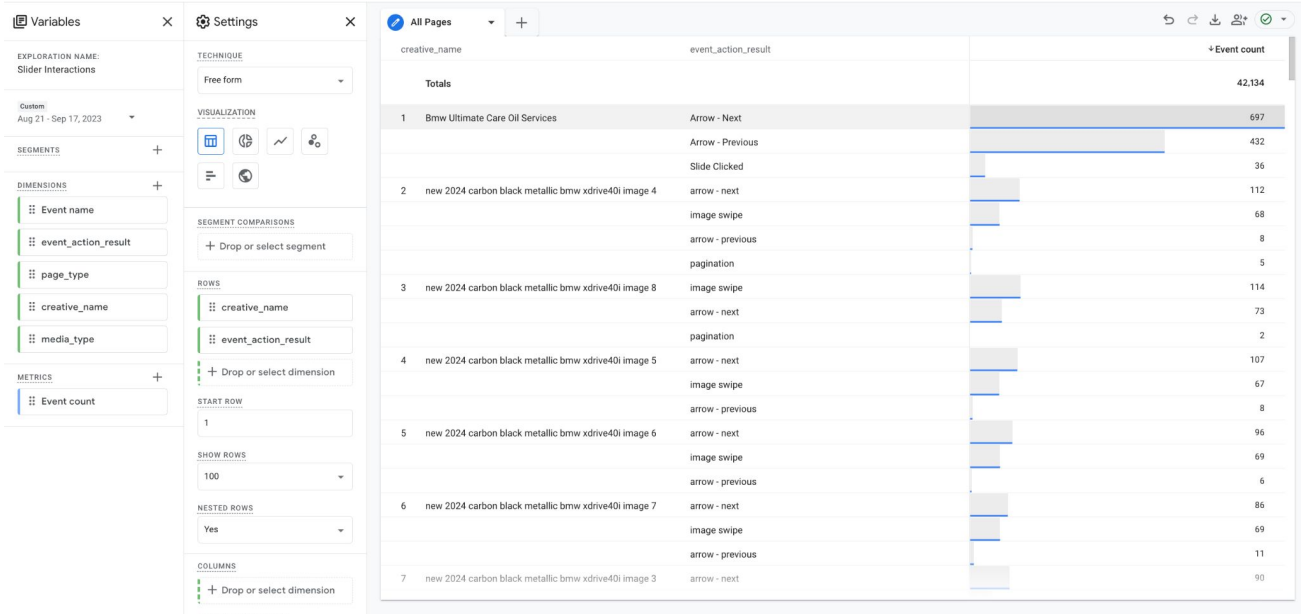
Conditions*

exactly matches ▼

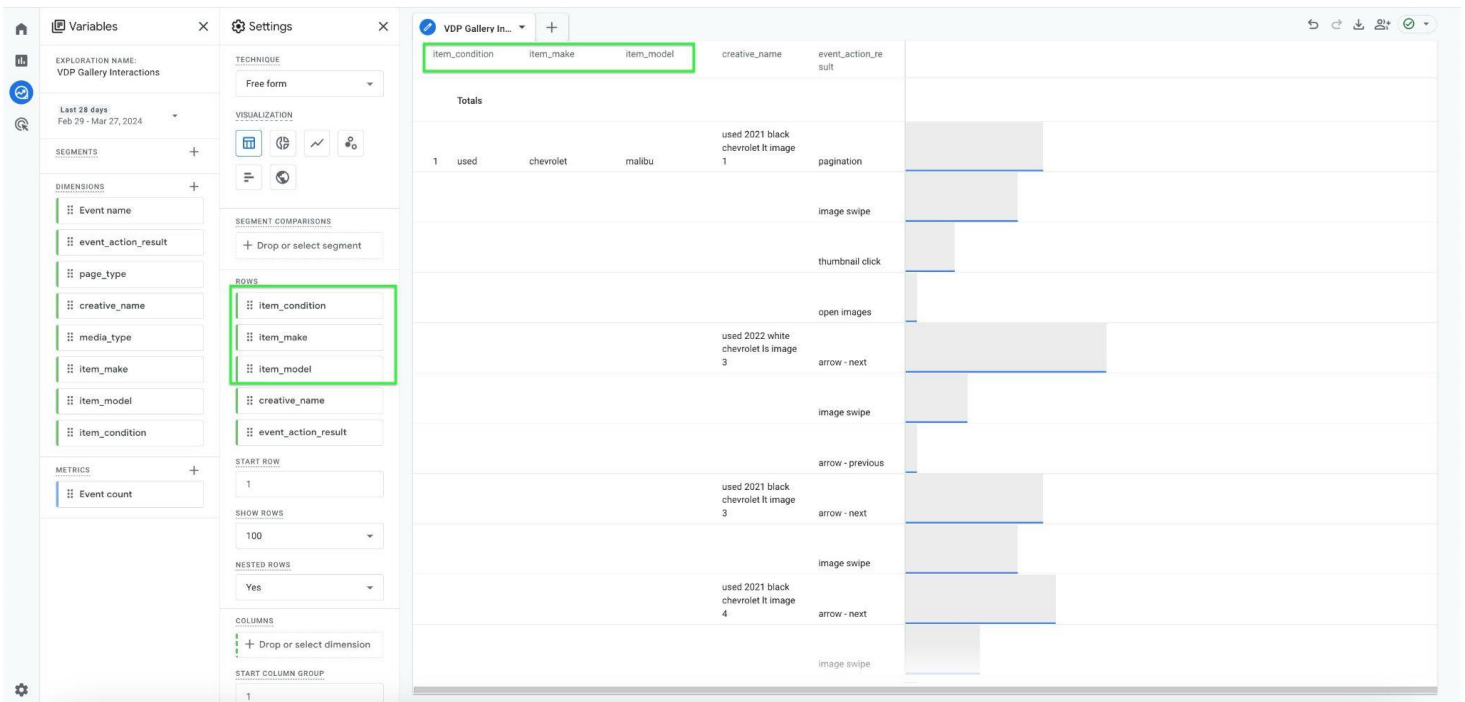
gallery

Cancel Apply

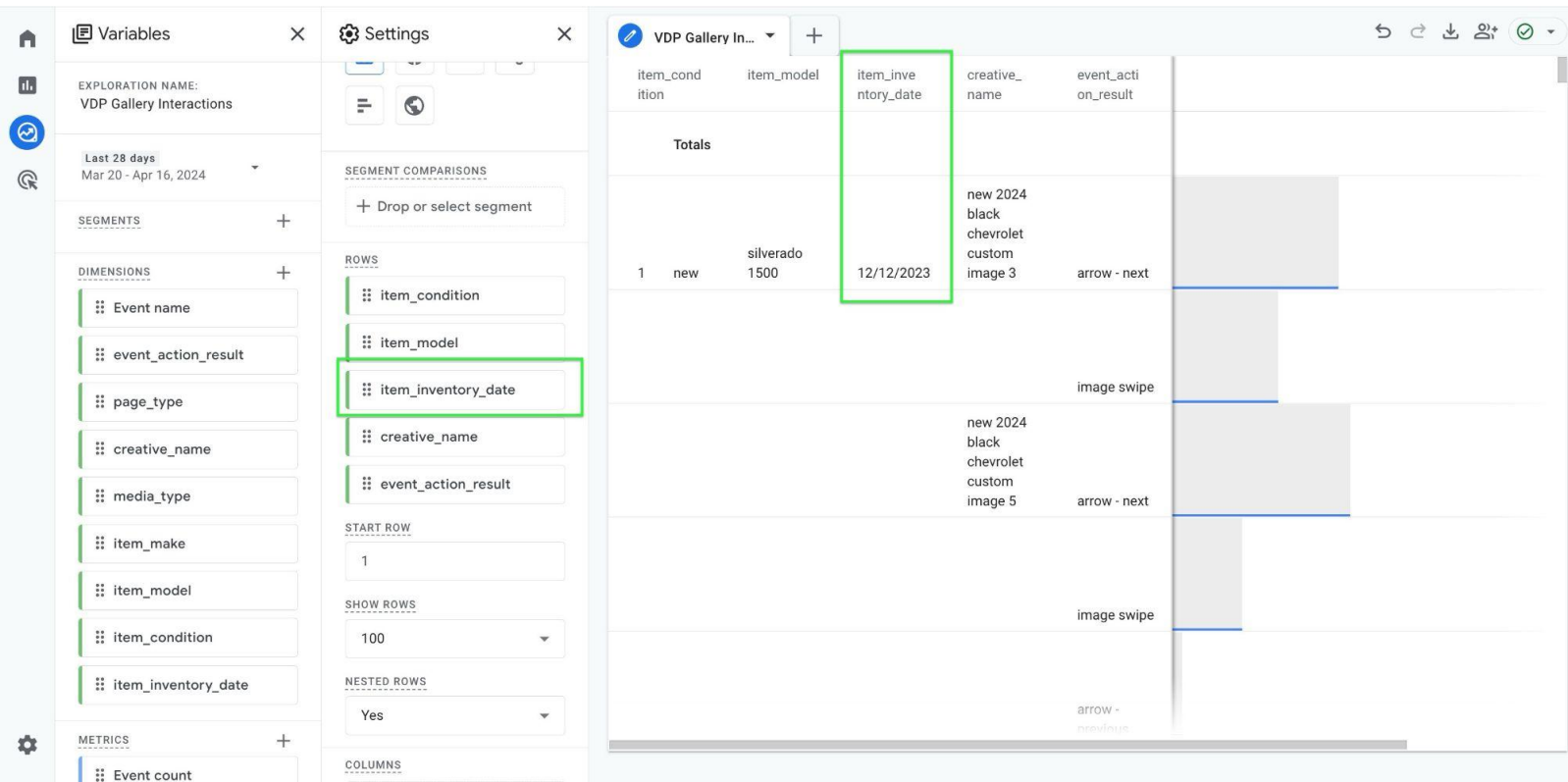
STEP 10: You will now see all VDP Gallery Interactions



STEP 11: If you'd like to see VDP Gallery Interactions with corresponding vehicle data, add the following dimensions, and drag them into the **ROWS** section: **item_condition**, **item_make**, & **item_model**.



STEP 12: Additionally, If you'd like to see VDP Gallery Interactions in relationship to time-to-sale data, add the following dimension and drag it into the **ROWS** section: **item_inventory_date** (displays when the vehicle was added to inventory).



The screenshot displays the Dealer Inspire interface for configuring a dashboard. On the left, the 'Settings' panel is open, showing the 'ROWS' section where 'item_inventory_date' is highlighted with a green box. The main table shows the following data:

item_cond ition	item_model	item_inve ntory_date	creative_ name	event_acti on_result
Totals				
1	new silverado 1500	12/12/2023	new 2024 black chevrolet custom image 3	arrow - next
				image swipe
			new 2024 black chevrolet custom image 5	arrow - next
				image swipe
				arrow - next