

Google Analytics 4

Dealer.com Quick Reference Guide



Overview

This document is intended to provide a step-by-step guide for configuring Google Analytics 4 (GA4) for the Automotive Standards Council (ASC) implementation on the Dealer.com website platform.

Step 1) Migrate your Google Universal account to Google Analytics 4. The latest migration instructions can be found here: <https://support.google.com/analytics/answer/13392826>

Step 2) Provide your Measurement ID to your Performance Manager or the Dealer.com Technical Support team: <https://www.dealer.com/support/requestform/>. Instructions for finding your Measurement ID can be found here: <https://support.google.com/analytics/answer/9539598>

There are 33 Custom Dimensions and one Custom Metric included in the GA4 Automotive Standard, each requiring setup in Google Analytics. **Expect 20-30 Minutes Per GA4 Property to configure.** If you would like assistance configuring Custom Dimensions and Metrics for your GA4 property, please contact your Performance Manager or the Dealer.com Technical Support team: <https://www.dealer.com/support/requestform/>.

Dealer.com will need Administrative Access to your GA4 account to set up the Custom Dimension and Metrics. We will provide a User once your request has been assigned. **Please remove the assigned User once this work is complete to prevent unnecessary access to your data.**



For the latest updates, additional training material and a network of supporting companies, please visit the Automotive Standards Council website at: <https://automotivestandardscouncil.com/>



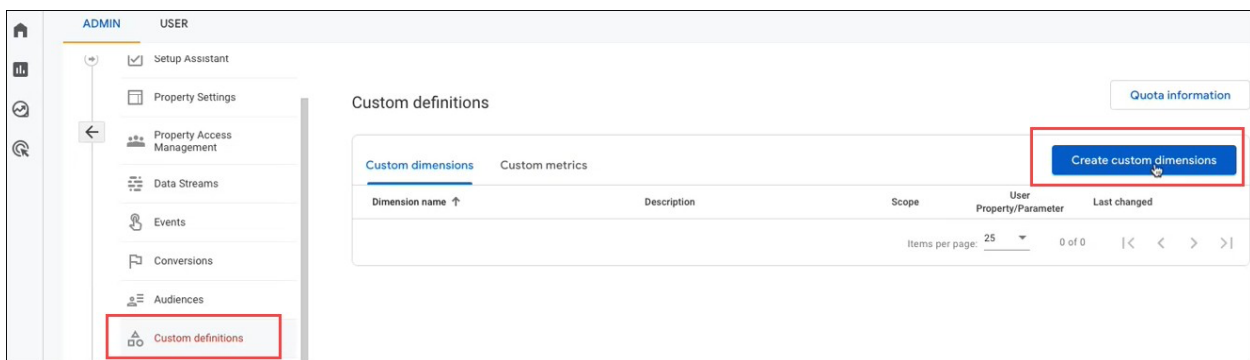
Setup Custom Dimensions for Dealer.com Properties

A custom dimension is an attribute or characteristic of an event, product or consumer, that you want to track. They can be event-scoped, user-scoped or item-scoped.

- **User Scoped Custom Dimensions** track information about the user, such as user ID, age, gender, and location. It should be something that stays with the consumer over time and across many website visits.
- **Event Scoped Custom Dimensions** track information about user interactions, such as button clicks, form submissions, and pageviews.
- **Item Scoped Custom Dimensions** would capture details of the product or inventory item. For example, the vehicle Model name or color of the vehicle.
 - **NOTE:** At this time, we are not recommending Item Scoped Custom Dimensions as Item Scoping increases complexity of your reporting. You can always apply Item Scoping to your data in the future once a solid use case is identified.

Custom Dimensions Setup Steps

1. In Google Analytics 4, click Admin.
2. Make sure you are in the correct account and property.
3. In the Properties column, click Custom Definitions.
4. In the Custom Dimensions tab, click Create Custom Dimensions.



5. Complete the following information:
 - **Dimension name:** Enter a unique name for the dimension. You can't use hyphens in the name, but you can use underscores and spaces instead.
 - **Scope:** Choose a scope for the Custom Dimension (below we provide scope for each CD).
 - **Description:** Enter a memorable description for the Custom Dimension.
 - **Event parameter/User property:** Parameters and User Properties describe an event. If the Event is a 'page view' a 'parameter' could be the 'page_type', where 'page_type' defines the type of page (Homepage, SRP, VDP, etc.). The ASC members have agreed on parameters for each event that we send to GA4. We'll provide specifics in the following sections.
6. Click "Save" in the upper right.



Example Custom Dimension: Item Type

In the below example, each input field has a corresponding number to a column in the Custom Dimension Table. Copy the values from the table into the New custom dimension tool of Google Analytics 4.

Event Parameter: Within Google Analytics 4 the Event Parameter field is typically a drop-down list of parameters that have been sent to your reporting property. However, if you have just installed Google Analytics 4 on your website, some of the parameters might not have been sent in yet, as no one visiting your website has generated that data. If that is the case, copy and paste the 'Event Parameter' as listed in the table below. Be sure to maintain case sensitivity (all lower-case letters, use underscores for spaces).

New custom dimension [Save]

1 Dimension name [?] 2 Scope [?]

Item Type Event

Description [?]

3 Type of item associated with event, Body Style of vehicle

Event parameter [?]

4 item_type

1 Dimension Name	2 Scope	3 Description	4 Event Parameter
Item Type	Event	Type of item associated with event, Body Style of vehicle	item_type



Custom Dimension Table

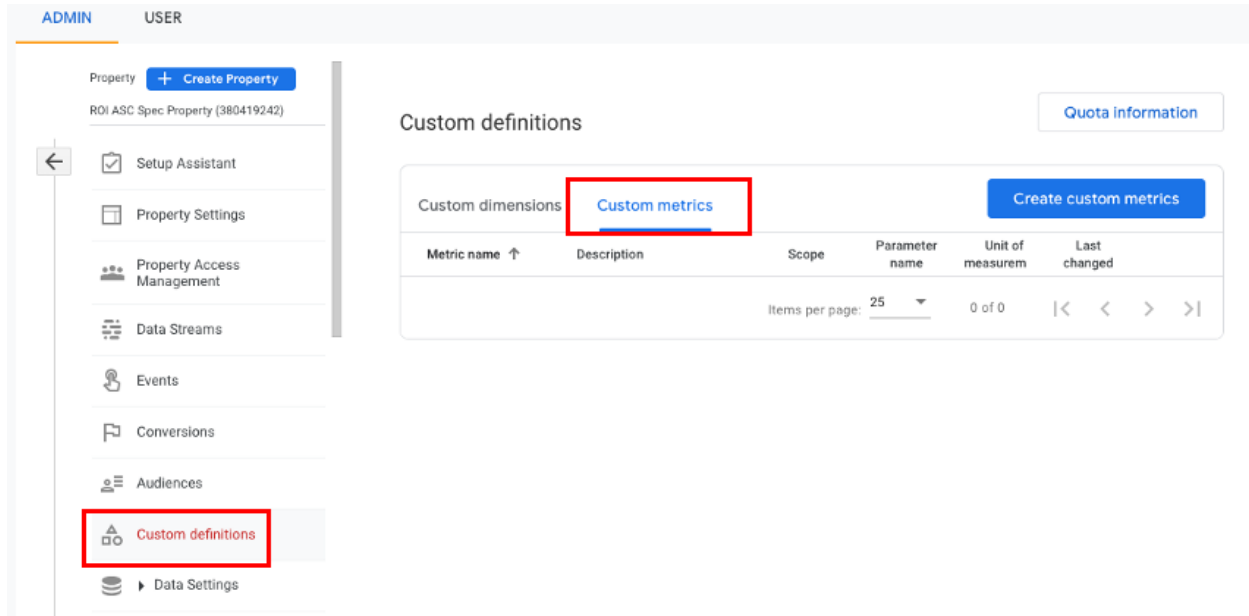
Below is a table of the recommended Custom Dimension supported by the Dealer.com website platform. Upon request Dealer.com can configure these for your GA4 website property.

Dimension Name	Scope	Description	Event Parameter
Affiliation	Event	Name of company associated with event	affiliation
Comm Outcome	Event	The outcome of the communication	comm_outcome
Comm Status	Event	Current status of the communication at time of event	comm_status
Comm Type	Event	Type of communication that took place	comm_type
Currency	Event	Currency code used to display price	currency
Department	Event	Department associated with the event (sales, service, parts, etc.)	department
Element Text	Event	Text visually displayed to the user on a given element, this includes text displayed in an image, accessible via alt text	element_text
Element Type	Event	High level description of the Element type where the event action took place	element_type
Element Value	Event	Value of item-list 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	element_value
Event Action	Event	Type of action that triggered the event	event_action
Event Action Result	Event	What resulted for the initial action that triggered the event	event_action_result
Event Owner	Event	The name of the company who sends the events into GA4.	event_owner
Flow Name	Event	If event action is part of a predicted user flow, user readable name of that flow	flow_name
Flow Outcome	Event	If event action resulted in an specific outcome that was part of a flow	flow_outcome
Form Name	Event	Name of the form provided by the form owner	form_name
Form Type	Event	Category / Type of Form (Contact, ePrice, etc)	form_type

Item Category	Event	Industry Category of item associated with event	item_category
Item Color	Event	Standard human readable color of item associated with event	item_color
Item Category	Event	Industry Condition of item associated with event (New, Used, CPO, etc)	item_category
Item Fuel Type	Event	Industry Fuel Type of item associated with event	item_fuel_type
Item ID	Event	Unique vehicle identification number, serial number, which is assigned by manufacturer	item_id
Item Make	Event	Industry Make (Brand) of item associated with event	item_make
Item Model	Event	Industry Model of item associated with event	item_model
Item Number	Event	Unique inventory stock number assigned by the dealer	item_number
Item Payment	Event	Payment shown, or selected which is associated with the event	item_payment
Item Type	Event	Type of item associated with event, Body Style of vehicle	item_type
Item Variant	Event	Variant name of item associated with event, Trim if vehicle	item_variant
Item Year	Event	Manufactured year of the item	item_year
Media Type	Event	Type of media interacted with	media_type
Page Location	Event	URL of page where the event was fired	page_location
Page Type	Event	Type of page event took place on. (Index, SRP, etc.)	page_type
Product Name	Event	Name of the product that is displaying the offer, rendering a widget, or is a separate marketable tool	product_name
Promotion Name	Event	Name of the promotional offer that was displayed to consumer	promotion_name

Custom Metric

There is also one Custom Metric recommended to set up 'Item Price'. From the same 'Custom Definitions' window used to setup Custom Dimensions, select the 'Custom Metrics' tab, directly to the right of 'Custom Dimensions'



Same as before use the table below to fill out the corresponding fields in the Custom Metric setup wizard. The only difference is that there is a now a 'Unit of measurement' field set to 'Currency'.

Metric Name	Scope	Description	Event Parameter	Unit of Measurement
Item Price	Event	MSRP of item associated with event	item_price	Currency

You've now configured Google Analytics 4 for data generated by the Dealer.com platform!

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