**CHARAN N**

Create an Event by using all Built-In Variables of Pages and Scrolling.

Event:

An event allows you to measure a distinct user interaction on a website or app. For example, loading a page, clicking a link, and completing a purchase are all interactions you can measure with events.

Steps to creating an event using built in variables:

1. The first step is to open Tag Manager and choose the account where the event needs to be created. To construct the event, we have here selected the sample.
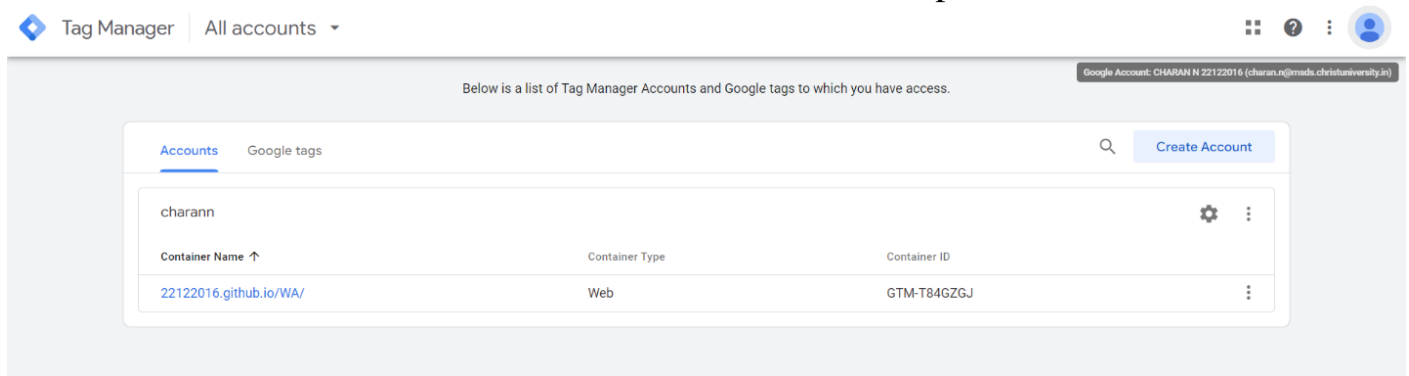
2. Select the necessary built-in variables from the panel by going to Variables > Configure on the left panel.
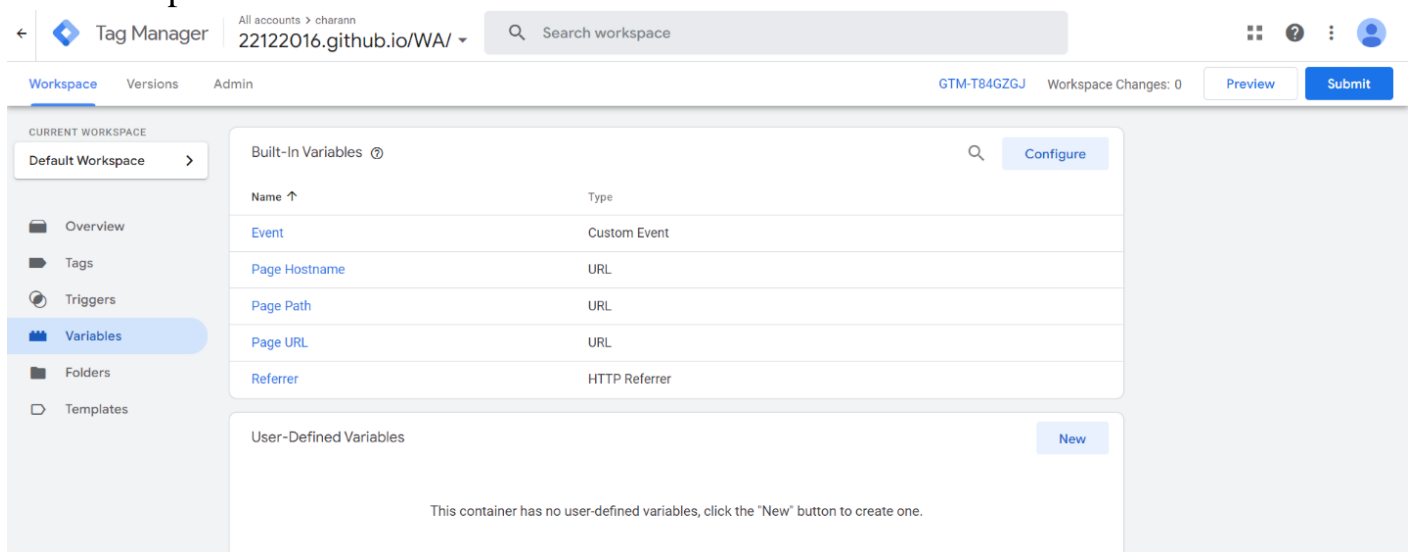
3. There are several built-in variables in Google Tag Manager that have already been made for you. However, because these variables cannot be altered, you must utilise them exactly as they are. You can construct your own variables known as user-defined variables if you

need to further customize or process these built-in variables. Depending on the needs of our business, we can customize and add any new factors.

4. We choose the Pages and scroll variables for the event in this experiment. Save the variables, then use them.

5. Here we can see the variables have been added

6. Go to reports and then engagement and events. Using the necessary variables, we can view the event that we generated. The first visit, page views, session starts, and other information are shown in the report below.

7. The connection will then be established after you click on the preview, paste the website's URL, and hit submit.
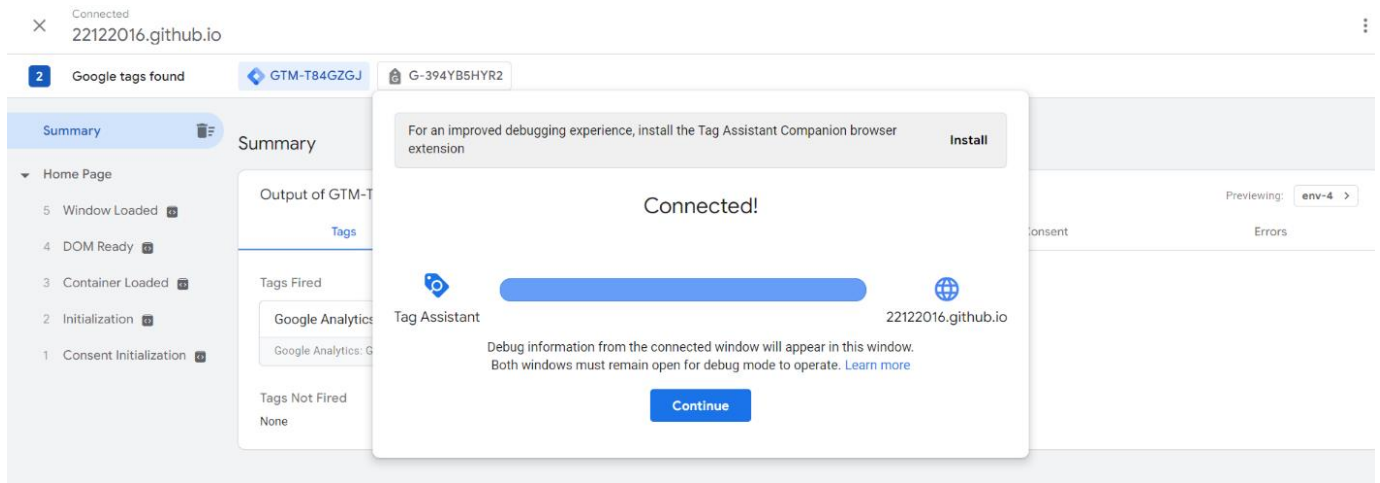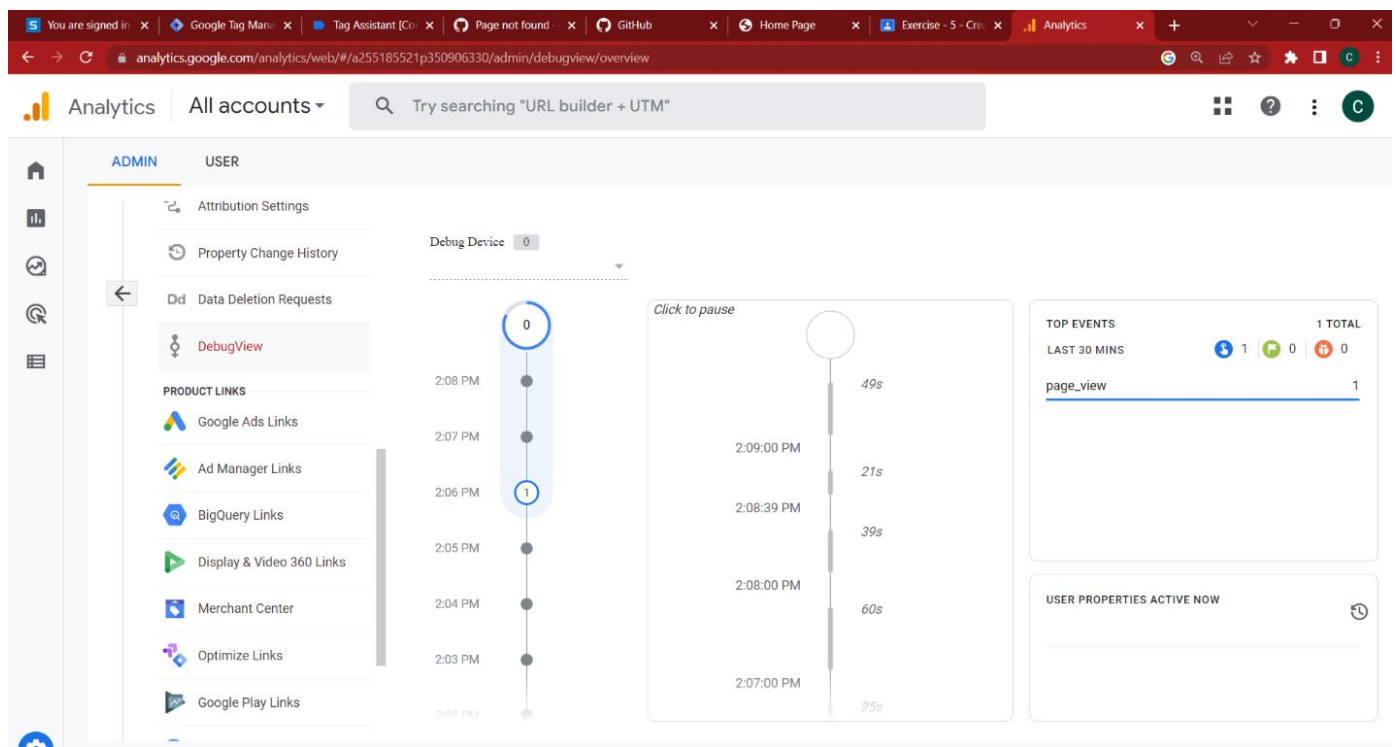

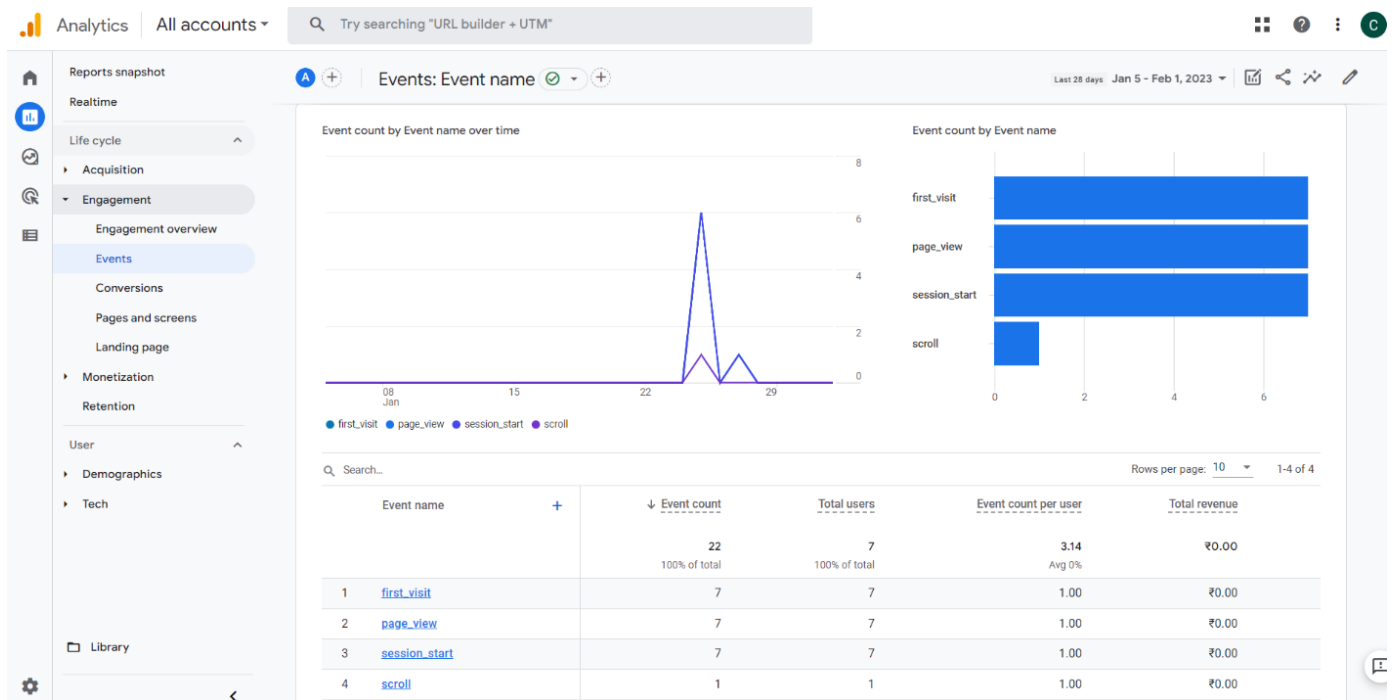8. Then a dialogue box appears showing the current version and the tags added.
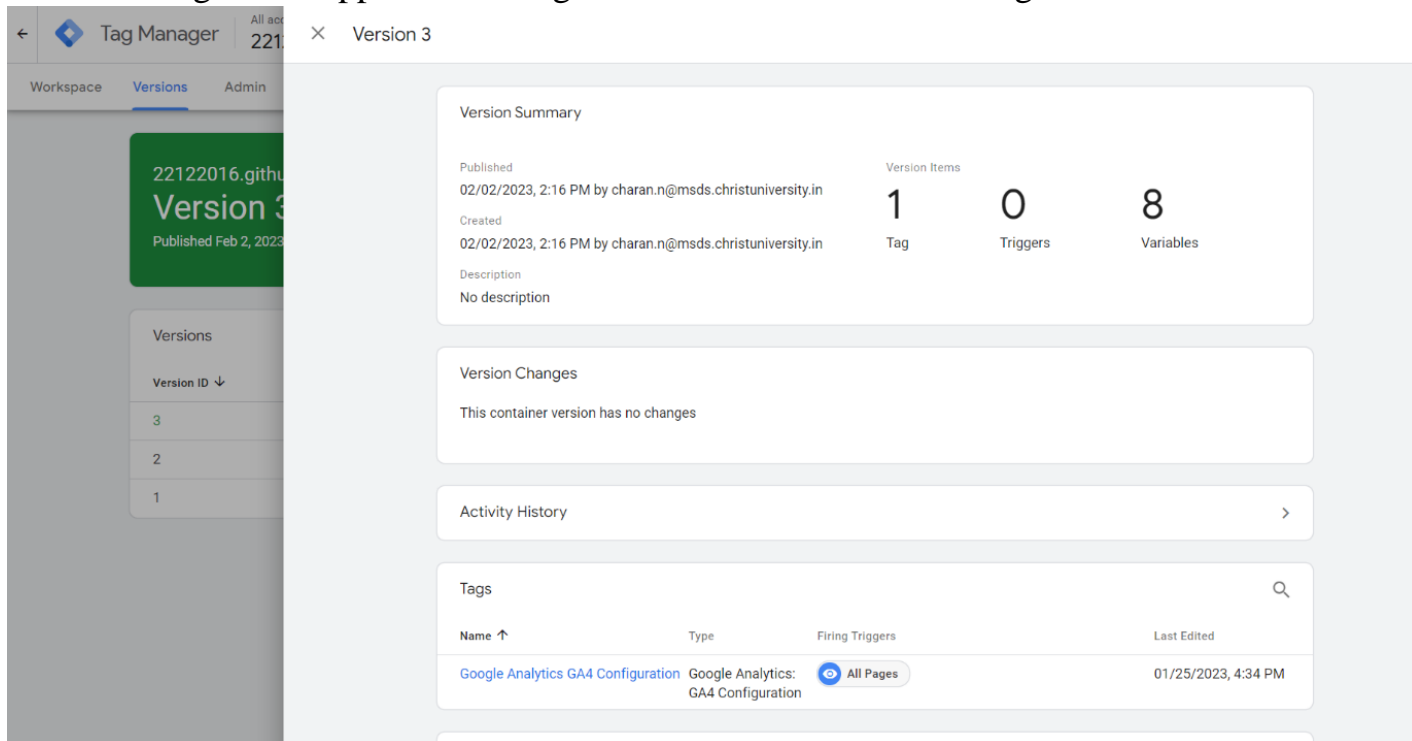
9. Then Open Google analytics. Under admin menu click debug view.
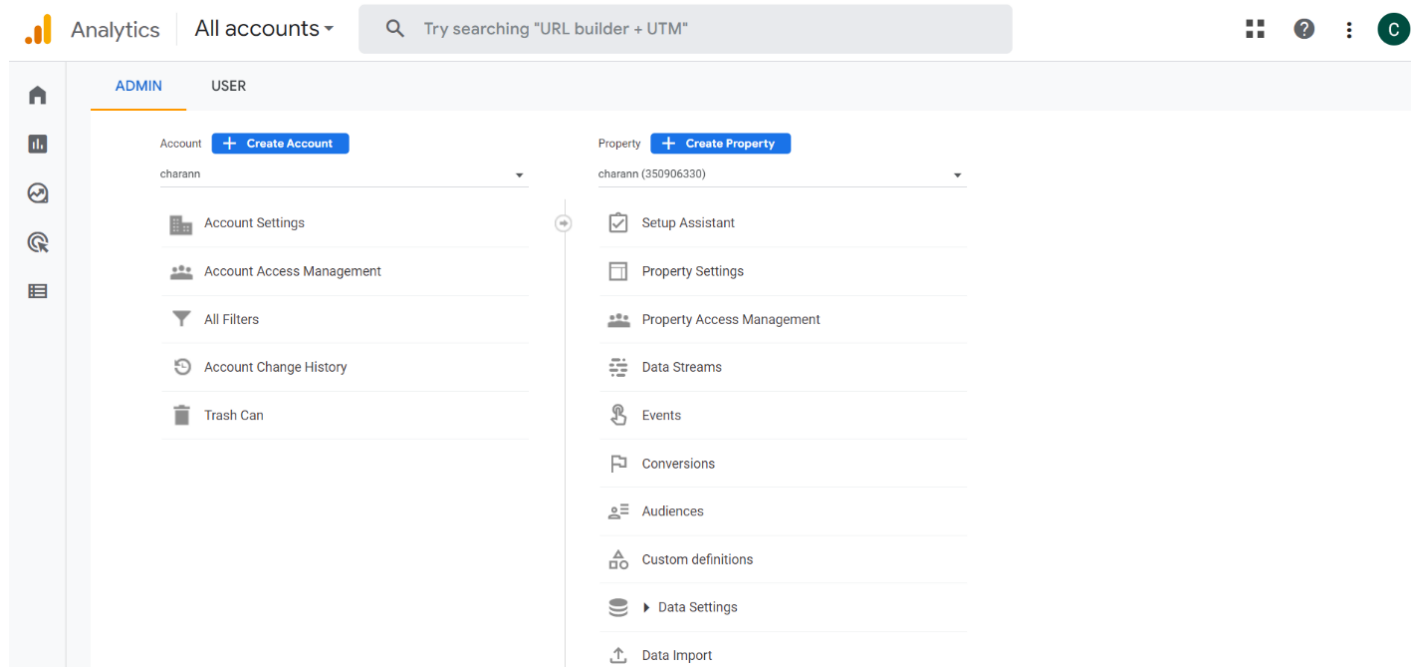
10. This is how it looks inside the debug view:

11. Then in the left side u may find the reports menu. Under that click engagement and click events.

This is the final result how the variables in the events looks like. This is one of the examples to work with In-built variables. We can add some more variables based on the work we do.