

Guide to the Digital Analytics Program (DAP)

# Custom Event Tracking in DAP GA4

Implementation Example

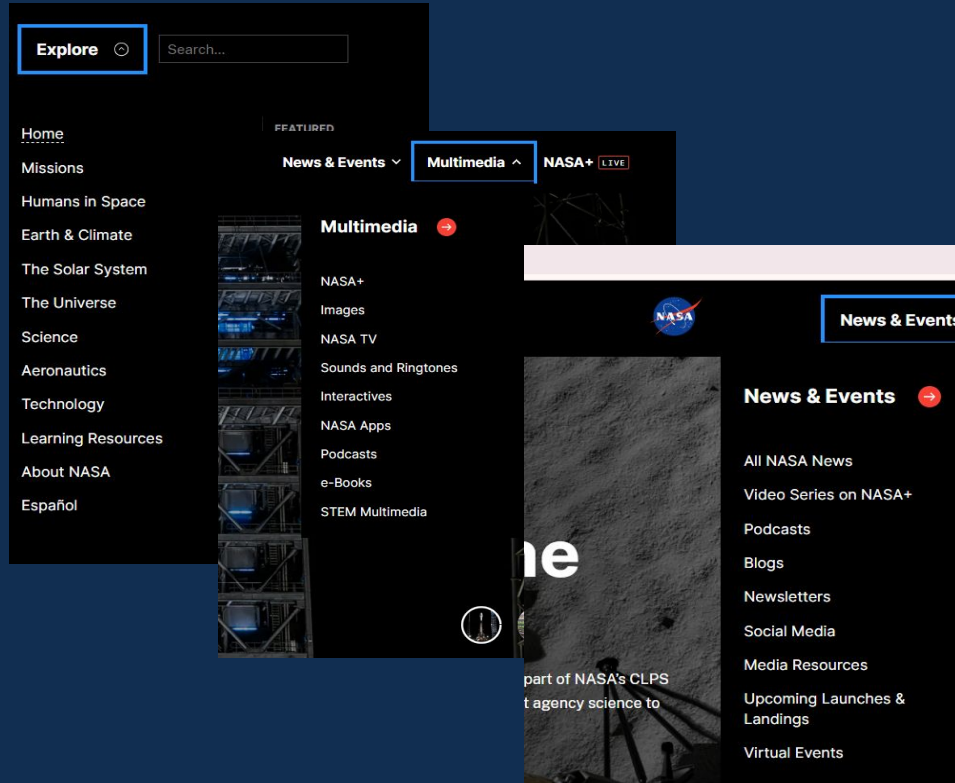
February 2024



# Guide to the Digital Analytics Program (DAP)

URL:

## 1. Identify your tracking element (see example below)



### Implementation Notes

Identify the element selector to be tracked on the website.

### Tracking Element Example

nasa.gov - Primary Menu :

```
'#global-navigation > div > div >
div.global-nav__primary.global-nav__col.
grid-col-3 > div > ul > li > a'
```

nasa.gov - Sub Menu :

```
'hds-nav__submenu > li > a'
```

# Guide to the Digital Analytics Program (DAP)

URL:

## 2. addEventListener()

### Implementation Notes

The `addEventListener()` method is used to set up functions to be called when a specified event happens, such as when a user clicks on an element.

Add the function `addEventListener()` to target the click event on the element to be tracked.

### Code Snippet (Example)

```
var dap_selector;

dap_selector = document.querySelectorAll('.hds-nav__submenu > li > a')

for (var i = 0; i < dap_selector.length; i++) {
  dap_selector[i].addEventListener("click", function() {
    //gas() function will be added here
  });
}
```

## Guide to the Digital Analytics Program (DAP)

### 3. Event Tracking - gas()

Event tracking is not controlled with a parameter, but rather with a function called gas().

All custom events must have this structure:

```
gas('send', 'event', 'category', 'action', 'label', value,
noninteraction);
```

Here is the breakdown of these values:

- event: Required, must not be changed.
  - Specifies that this is an event rather than a pageview.
- category: Required, should be customized.
  - Must be a string in quotes. Example: 'social-icons'
- action: Optional, should be customized.
  - Must be a string in quotes. Example: 'facebook'
- label: Optional, should be customized.
  - Must be a string in quotes. Example: 'footer'
- value: Optional, should be customized. Sets a currency value for the event.
  - Must be an integer without quotes. Example: 4

## Guide to the Digital Analytics Program (DAP)

### 3. Event Tracking - gas() - *CONT'D*

The table below shows how the Universal Analytics events are reporting in GA4:

Event	UA Naming Convention	GA4 Naming Convention
Custom Events (GAS)	Event Category: event_category Event Action: event_action Event Label: event_label Event Value: event_value	Event Name: dap_event Parameters: event_category event_action event_label event_value non_interaction

# Guide to the Digital Analytics Program (DAP)

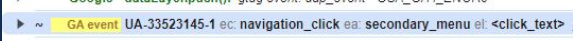

## 3. Event Tracking - gas() - CONT'D

**Example : How to setup the gas function for secondary navigation click**

```
gas('send', 'event', 'navigation_click', 'secondary_menu', '<click_text>', 0, true);
```

\*<click\_text> : Click Text refers to the exact text on the button

**Screenshots of UA and GA4 event hits:**

Event	UA Naming Convention	GA4 Naming Convention
Navigation Click - Custom Events (GAS)	<p>Event Category: <b>navigation_click</b> Event Action: <b>secondary_menu</b> Event Label: <b>&lt;click_text&gt;</b> Event Value: <b>0</b></p> 	<p>Event Name: <b>dap_event</b> Parameters: <b>event_category</b> : navigation_click <b>event_action</b> : secondary_menu <b>event_label</b> : &lt;click_text&gt; <b>event_value</b> : 0 <b>non_interaction</b> : true</p> 

## Guide to the Digital Analytics Program (DAP)

### 4. Add gas() function to the Event Listener

#### Code Snippet

```
var dap_selector;

dap_selector = document.querySelectorAll('<Element Selector>')

for (let i = 0; i < dap_selector.length; i++) {
  dap_selector[i].addEventListener("click", function() {
    gas('send', 'event', 'category', 'action', 'label', value, noninteraction);
  });
}
```