

[GA4] Enhanced event measurement


Discover how to enable and disable enhanced event measurement and learn more about which parameters are collected for each event.

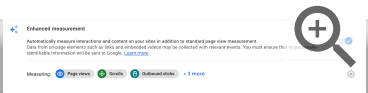
Enhanced measurement lets you measure interactions with your content by enabling options (events) in the Google Analytics interface. No code changes are required. When you enable these options for a web data stream, your Google Analytics tag starts sending events right away.

Before turning on the enhanced measurement feature, be sure you understand each option and what enhanced data will be collected. You can also turn off specific measurement options in settings.

You're required to ensure that no [personally identifiable information](#) is collected.

Enable or disable enhanced event measurement

1. In [Google Analytics](#) , click [Admin](#) .
2. [Make sure you are in the correct account and property.](#)
3. In the *Property* column, click **Data Streams > Web**.
4. Under *Enhanced measurement*, slide the switch **On** to enable all options.
Click  to edit individual options as needed.



If you use [the Google tag](#) on your website, you also need to make sure that each event is enabled for automatic event detection for your Google tag. By default, all event types are enabled. [Learn more about your Google tag settings](#)

Events measurement and parameters

The following table explains when events are triggered, and which parameters are collected for each event. You can find enhanced data about each triggered event in the Events report within [the Engagement topic](#). Click the event name in the report for more information on the event.

Measurement option / event	Triggered...	Parameters
Page views page_view	<p>each time the page loads or the browser history state is changed by the active site</p> <p>This event is collected automatically. You cannot turn off collection.</p> <p>An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState.</p> <p>The event populates the Views metric. The parameters populate the following dimensions:</p> <ul style="list-style-type: none">• Page location (from page_location)• Page referrer (from page_referrer)	<p>page_location (page URL), page_referrer (previous page URL)</p>

Measurement option / event	Triggered...	Parameters
Scrolls scroll	<p>the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)</p> <p>The event populates the <i>Percent scrolled</i> dimension.</p>	No parameters are collected
Outbound clicks click	<p>each time a user clicks a link that leads away from the current domain</p> <p>By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for <i>cross-domain measurement</i> will not trigger outbound click events.</p> <p>The parameters populate the following dimensions:</p> <ul style="list-style-type: none"> • <i>Link classes</i> (from link_classes) • <i>Link domain</i> (from link_domain) • <i>Link ID</i> (from link_id) • <i>Link URL</i> (from link_url) • <i>Outbound</i> (from outbound) 	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	<p>each time a user is presented with a search results page, as indicated by the presence of a URL query parameter</p> <p>By default, the event is triggered based on the presence of one of the following 5 query parameters in the URL:</p> <ul style="list-style-type: none"> • q • s • search • query • keyword <p>You can optionally configure this event to look for other URL query parameters.</p> <p>The search_term parameter populates the <i>Search term</i> dimension.</p>	<p>search_term, optionally 'q_<additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings).</p> <p>Note: This event only sends the unique_search_term parameter when it has a value of 1 (i.e. when the string is unique to that session).</p>
Video engagement video_start video_progress video_complete	<p>For YouTube embedded videos that have <i>JS API support</i> enabled, the following events are triggered:</p> <ul style="list-style-type: none"> • video_start: when the video starts playing • video_progress: when the video progresses past 10%, 25%, 50%, and 75% duration time • video_complete: when the video ends <p>The parameters populate the following dimensions:</p> <ul style="list-style-type: none"> • <i>Video provider</i> (from video_provider) • <i>Video title</i> (from video_title) • <i>Video URL</i> (from video_url) • <i>Visible</i> (from visible) 	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible (boolean)

Measurement option / event	Triggered...	Parameters
File downloads file_download	<p>when a user clicks a link leading to a file (with a common file extension) of the following types:</p> <ul style="list-style-type: none"> • document • text • executable • presentation • compressed file • video • audio <p>File extensions that match the following regex will trigger the event:</p> <pre>pdf lsx? docx? txt rtf csv exe key pp(s t tx) 7z pkg rar gz zip avi mov mp4 mpe?g wmv midi? mp3 wav wma</pre> <p>The parameters populate the following dimensions:</p> <ul style="list-style-type: none"> • File extension (from file_extension) • File name (from file_name) • Link classes (from link_classes) • Link ID (from link_id) • Link text (from link_text) • Link URL (from link_url) 	<p>file_extension, file_name, link_classes, link_id, link_text, link_url</p>
Form interactions form_start form_submit	<p>'form_start': the first time a user interacts with a form in a session</p> <p>'form_submit': when the user submits a form</p> <p>You can use these two events to see how many users started to fill out a form and compare the information to users who submitted the form.</p> <p>Note: You can only use the parameters in your reports if you create custom dimensions for them.</p>	<p>form_start</p> <ul style="list-style-type: none"> • form_id: HTML id attribute of the <form> DOM element • form_name: HTML name attribute of the <form> DOM element • form_destination: URL to which the form is being submitted <p>form_submit</p> <ul style="list-style-type: none"> • form_id: HTML id attribute of the <form> DOM element • form_name: HTML name attribute of the <form> DOM element • form_destination: URL to which the form is being submitted • form_submit_text: text of the submit button, if present

Need more help?

Try these next steps:

[Post to the help community](#)

Get answers from community members

Contact us

Tell us more and we'll help you get there