

**Custom Dimension & Metrics and GA4 Attribution Modelling**

**A custom dimension can have one of the following scopes:**

| **Scope** | **Description** |
| --- | --- |
| **Event** | **An event-scoped dimension provides information about an action that a user performs. For example, the title of the article someone viewed or the name of an event someone triggered would be an event-scoped dimension.** |
| **User** | **A user-scoped dimension provides information about the user who performed the action. For example, the profession of the person who viewed an article would be a user-scoped dimension.** |
| **Item** | **An item-scoped dimension provides information about the products or services that users interact with in an event. For example, when someone makes a purchase, you might want to know the color of the item sold.** |

**Google Analytics 4 Attribution Models**