

Guide to the Digital Analytics Program (DAP)

Custom Event Tracking in DAP GA4

Implementation Example

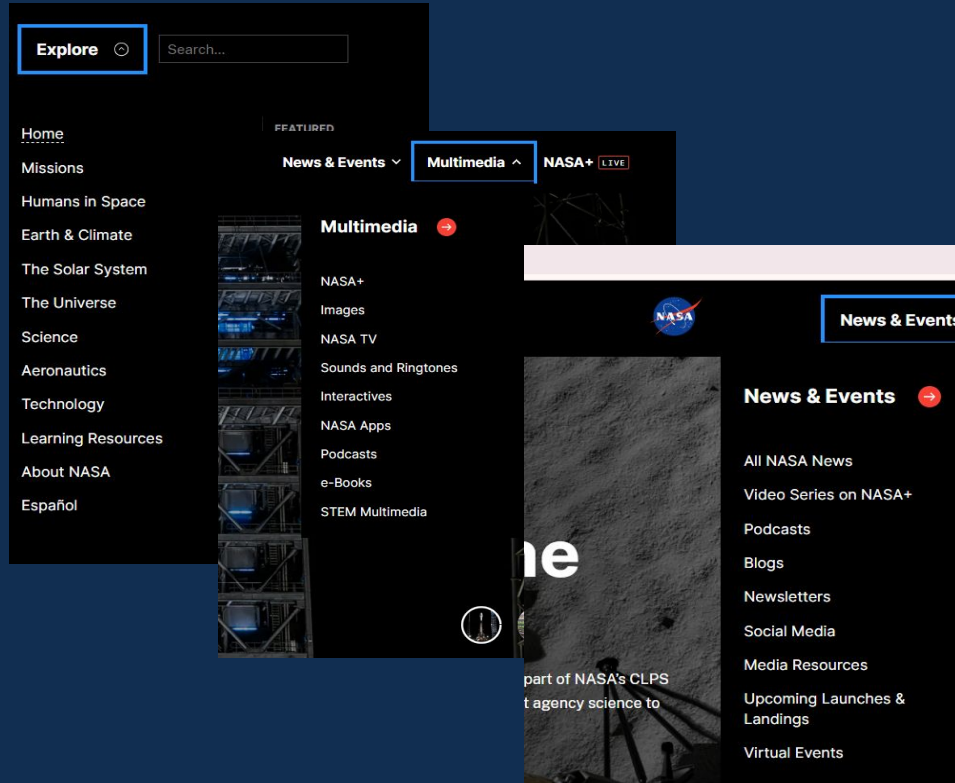
February 2024



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: navigation_click Event Action: secondary_menu Event Label: <click_text> Event Value: 0</p>  <p>GA event UA-33523145-1 ec: navigation_click ea: secondary_menu el: <click_text></p> | <p>Event Name: dap_event Parameters: event_category : navigation_click event_action : secondary_menu event_label : <click_text> event_value : 0 non_interaction : true</p>  <p>GA4 event: dap_event</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);
  });
}
```