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About Events

Use *Events* to collect data about interactions with your content.

Events are user interactions with content that can be measured independently from a web page or a screen load. Downloads, link clicks, form submissions, and video plays are all examples of actions you might want to analyze as Events.

In this article:

See Event data in reports

You need to add code to your site or app in order to see data in your Events reports. Read Set up event measurement.

To see Events reports:

1. Sign in to Google Analytics.
2. **Navigate to your view** .
3. Open **Reports** .
4. Select **Behavior > Events**.

Anatomy of Events

An Event has the following components. An Event hit includes a value for each

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English ▾

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