Automotive Standards Council for GA4

Specification & Discussion Guide

Last Edited 11/17/2022

Table of Contents

LATEST WORKING DOCUMENTS

EVENT NAMES   PARAMETERS   DATALAYER

Introduction

This document has been created to support the GA4 Specification created by the **Automotive Standards Council (ASC)**. This document will be updated periodically as revisions to the specification are made. The update history will be listed in the Appendix section of this document and the latest version of the specification can always be downloaded on the official ASC website: https://automotivestandardscouncil.com/.

The GA4 Specification was created to support the needs of automotive, RV, motorsports, and marine dealers and the companies that support the retail network. That includes manufacturers, software developers, agencies, and management consultants.

The creation of this specification would not be possible without the combined resources and expertise of over 75 companies serving the dealer community. We recognize the hard work that the Founding Members of the Automotive Standards Council invested in this effort to streamline the use of GA4 as a reliable data source for consumer activity on dealership websites and retailing platforms.

The ASC specification can facilitate consistent data reporting and greater interoperability between software products that exist on dealership websites. The ASC specification is not a replacement for thoughtful preparation and installation of GA4 events, conversion metrics, and customized reporting. The Council strongly recommends that dealers consult with their website provider on how they are supporting and maintaining the ASC Specification.

Suggestions for the ASC Specification can be sent to:
submissions@automotivestandardscouncil.com

ASC Specification Framework

The ASC Specification outlines the events, parameters, and parameter values that members of Council pledge to support in their software applications. Founding Council members are responsible for developing and maintaining the integrity of the GA4 Specification.

Software products which adhere to the ASC Specification can be submitted to the Council each year for certification. Software applications that demonstrate support for the ASC Specification will receive an *ASC Certified Badge* that can be used in their sales presentation and marketing campaigns.

Details on the certification process will be released in Q1 of 2023. Software companies do not have to be a member of the Council to have their products certified. A sample of the certification badge is shown below, however the official certification badge will vary slightly, include the product name, and show 2023 as the certification year.

Software companies are not limited to sending only ASC events into GA4 nor are they required to use the reporting templates that will be offered to the public. Over time, additional events will likely be added to the specification to allow it to be a scalable, robust framework to document the activities of consumers who shop online or in the dealership. Council members are required to update their applications in a timely manner when major changes to the ASC Specification are released.

Implementation Considerations

In the current version of GA4, implementation of the ASC Specification will require manual configurations for each dealer's GA4 property. We hope, over time, Google will provide multi-site administrative tools that will allow certain maintenance functions to be centralized or executed via their API.

While ASC event names will be present in GA4 properties, if the dealer is using ASC Certified products, a trained Google analytics professional must still:

- Mark which events will be considered conversions by the Council
- Create the event-scoped custom dimensions, limited to 50
- Create the user-scoped custom dimensions, limited to 25
- Create custom events, if needed, based on ASC event parameters
- Create custom events based on unique events created by software developers
- Create reporting templates based on ASC events

Note: Not all ASC event parameters will be recommended to be named as custom dimensions for reporting purposes. There are over 50 event parameters in the ASC specification, so the most important parameters should be selected as custom dimensions. The good news is that all event parameters, and the data they contain, can be exported to a third-party database for more complex analysis and reporting that is not easily supported in GA4.

This document will outline events that the Council believes should be considered conversion events, but each dealer may want to add additional conversion events for their reporting. The Council has intentionally limited the number of events considered to be a conversion. This was done to reduce the need to manually update thousands of dealer GA4 accounts when a new conversion event name is created. The use of event parameters will allow for scalable growth and reduce maintenance time, while still allowing dealers to differentiate conversions by vendor, department, and location.

It is common for dealers to change website providers or some of the software tools that enhance their online experience. The specification will reduce the loss of data issues associated with changing vendor products, as long as each company being used for dealership operations is ASC Certified.

GA4 Online Training and Live Workshops

There are a number of resources that are available online for general GA4 training. Google has a rich library of information on GA4 which starts on this page: https://bit.ly/3sWAnEa

If you prefer video training on general GA4 principles, LinkedIn has a great training library that is for free on this page: https://bit.ly/3T7Mdpw

Check With Your Website Company

Most automotive website platforms are developing GA4 support programs and training. Dealers should check to first see if their website company is a member of the Council. If not, encourage them to support this industry specification. If their website provider is an ASC member, ask about the support packages that they offer to further support and customize GA4 for your business.

Customized Automotive Industry Training for GA4

Training on the ASC Specification will be offered both online and at regional one-day workshops. A number of the Automotive Standards Council members, with deep experience with GA4, will be involved in training agencies and dealers.

Please visit the official ASC website for dates for training: https://automotivestandardscouncil.com/.

Digital Marketing Strategies Conference (DMSC) in Austin

The next large-scale GA4 training event will be at the Digital Marketing Strategies Conference (DMSC) which will be held on May 21-23rd in Austin Texas. Dealers should mark their calendar to attend and lock in early bird tickets by visiting https://digitalmarketingstrategies.org/.

By May 2023, the Council should have numerous examples of custom reporting, dashboards, and advertising performance improvements as a result of the new specification.

Analytic Refresher: Event-Based Measurement

GA4 is a measurement platform that uses events to track what consumers do on a website or mobile app. Every time a consumer visits a dealership website and clicks/swipes/hovers on page elements, an event **can** fire into GA4.

In the current implementations of Google Analytics (called Universal Analytics), website companies and members of the vendor community have different levels of support for Google Analytics. Not all click/swipe/hover actions are sent into Google Analytics, and when they are sent, each vendor has their own naming convention.

The lack of standards has created countless hours of work for dealers, website companies, and agencies that have to support 50+ implementations of event names and conversion goals. The potential of the ASC Specification is that if the majority of vendors that serve dealers support the specification, event naming will be standardized and reporting templates can work for all website platforms and the secondary tools that sit on top of the website.
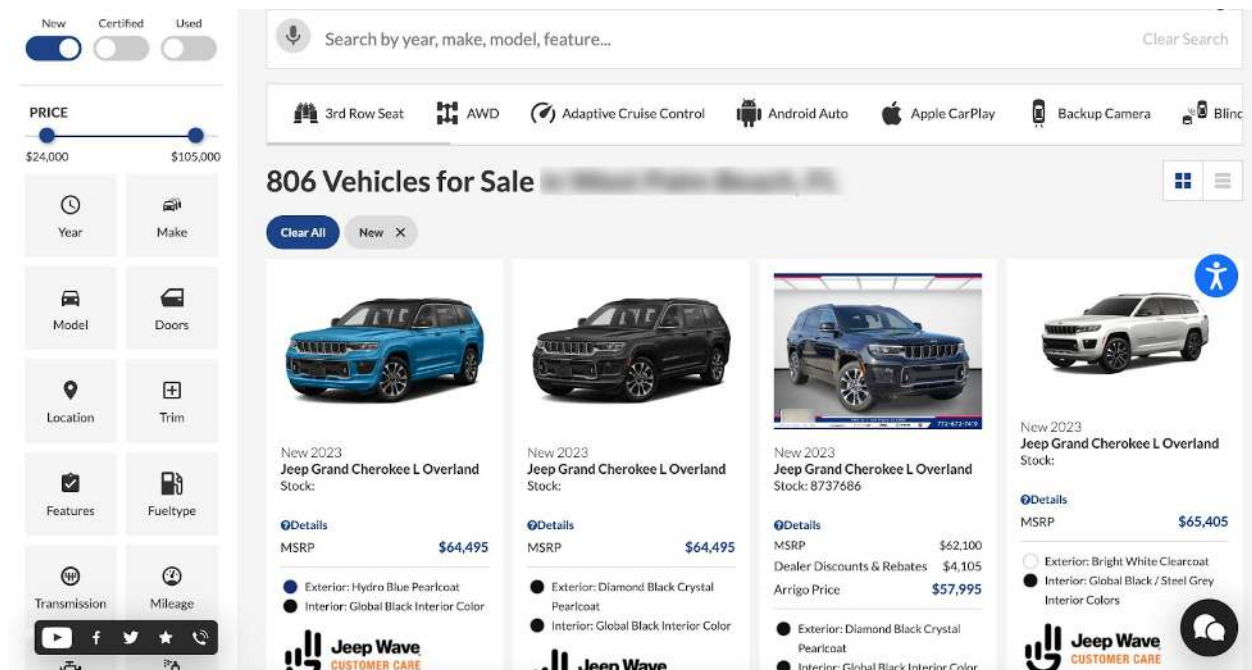
In the example above, there are dozens of places that consumers can click, swipe, slide, or play based on this website design. There is a menu system on the left, a search bar at the top, and buttons/photos for each vehicle. Every time something changes on this page, an event can be sent into GA4. Website platforms, which are **ASC Certified**, will send events with the names the Automotive Standards Council has defined in this document.

ASC Conversion Events Framework

The events that the ASC is recommending to be labeled as conversion events are in green below. Keep in mind that the four core engagement events (red) like **asc_comm_engagement**, **asc_form_engagement**, **asc_video_call_engagement**, and **asc_voice_engagement** are the basis for the specific conversion events (green) that can be surfaced in dealer reports.

asc_comm_engagement
asc_comm_submission
asc_comm_submission_parts
asc_comm_submission_sales
asc_comm_submission_sales_appt
asc_comm_submission_service
asc_comm_submission_service_appt
asc_click_to_call
asc_cta_interaction
asc_element_configuration
asc_form_engagement
asc_form_submission
asc_form_submission_parts
asc_form_submission_sales
asc_form_submission_sales_appt
asc_form_submission_service
asc_form_submission_service_appt
asc_login
asc_media_interaction
asc_menu_interaction
asc_pageview
asc_purchase
asc_retail_process
asc_special_offer
asc_video_call_engagement
asc_video_call_submission
asc_video_call_submission_sales
asc_video_call_submission_service
asc_voice_engagement
asc_voice_engagement_30
asc_voice_submisson
asc_voice_submission_parts
asc_voice_submission_sales
asc_voice_submission_sales_appt
asc_voice_submission_service
asc_voice_submission_service_appt

ASC Event Example: Form Submissions

One great example of why the ASC Specification will help dealers optimize their advertising campaigns is how the specification documents **conversion outcomes**. In the past, with Universal Analytics, a dealer may have had a conversion goal configured when a lead form on their website was completed. In many implementations, the form goal did not specify the form type. Was the form for sales, service, parts, or a general inquiry? Knowing the conversion outcome, by department, is critical for optimizing Google Ads.

In the example above, when a lead form is completed and the CTA submission button is clicked, website companies who support the ASC Specification will send a CTA button click event (**asc_cta_interaction**). Then, they will send into GA4 a general form conversion event (**asc_form_submission**) and a department conversion event (**asc_form_submission_sales**).

Website companies who are following the ASC Specification should also send an event when the consumer completes each field of the form, using the **asc_form_engagement** event. This way, dealers and programmers can see where the consumer stopped typing in information if the form was not completed and submitted.

Engagement Events vs Conversion Events

In the ASC Specification, we have defined over 35 event names, and a select number of events are to be marked in Google Analytics 4 (GA4) as conversion events. Conversion events are used to optimize advertising campaigns and to build custom KPI reports.

There are four "core" engagement events that produce most of the ASC conversion events. These four core events are:

1. asc_comm_engagement   (chat, messaging, and SMS applications)
2. asc_form_engagement   (standard website / application forms)
3. asc_video_call_engagement   (future support for video collaboration tools)
4. asc_voice_engagement   (voice / telephony platforms that support GA4)

These events fire many times during a consumer visit to a dealer's website, and each time they are sent into GA4, the parameters will likely change. If we build on the previous example, when a form opens on a website page, the **asc_form_emgagement** event will be sent into GA4 with a parameter **comm_status** = start. Each time a field on the form is completed, the event can fire again with **comm_status** = engage.

When the form is completed, and let's use a service appointment form, and the "submit" button is clicked, a series of events will fire into GA4:

1. **asc_cta_interaction** with parameters that include **element_text** = submit
2. **asc_form_engagement** with parameters that include **comm_status** = crm_update
3. **asc_form_submission** with parameters that include **department** = service and **comm_status** = crm_update
4. **asc_form_submission_service_appt** with parameters that include **department** = service and **comm_status** = appt_booked

You might see from this example that the **asc_form_engagement** event includes conversion and NON conversion activities so that is why it is NOT set as a conversion event. We created detailed conversion events, by department, based on the four "core" engagement events. By calling out specific event outcomes, as new conversion events, we have reduced the support time required to manually create conversion events in each dealer's GA property.

Why? As of the creation of this specification, there is no easy way to propagate new events based on existing event names.

Chat Service Conversion Event Example

The **asc_comm_engagement** event has a parameter for the department and a parameter called **comm_status**. These two parameters are the primary drivers for the chat or SMS conversions events in the specification.

If a dealer report needed to know how many chat sessions resulted in a service appointment, the report would use **asc_comm_submission_service_appt** and tally these events over the reporting range. This event would be labeled as a conversion and not the core event called **asc_comm_engagement**.

So, the number of chat service appointments is the **asc_chat_engagemen**t event with the following key parameters:

    comm_type = chat
    department = service
    comm_status = appt_booked

We expect all companies that are ASC Certified to send into GA4 all engagement and conversion events in the specification. For example, all chat platforms will be expected to send the "chat" related events, but they don't have to worry about the website events.

Handling Digital Retailing Events

Digital retailing tools on dealership websites will trigger a number of ASC events when they are started. Once started, the digital retailing software providers will be sending the **asc_retail_process** event, many times, as the consumer works their way through the online sales process. They will use other ASC events when they present forms, chat windows, or other standard tools that are mapped to ASC events.
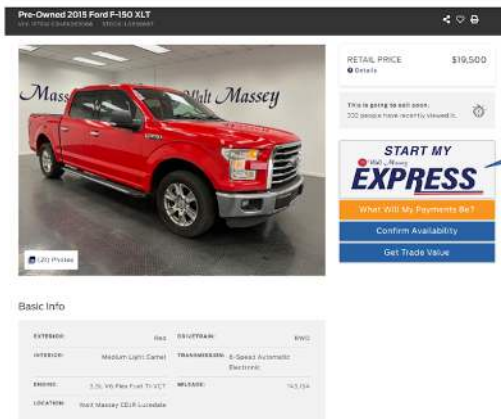
When this CTA button is clicked, it starts the dealer's digital retailing software

The ASC Certified **website provider** will send this event:
asc_cta_interaction with parameter element_text = start my express

The ASC Certified **DR provider** will start with these events:

asc_retail_process with parameter flow_name = start and event_owner = (company name)

In the example above, the website company would be responsible for sending the **asc_cta_interaction** event into GA4 with parameters that include **element_text** = **start my express** and **element_type** = **digital_retailing**. The website provider would not be responsible for buttons that are generated on a website page using javascript which would then become the responsibility of the digital retailing company to send the **asc_cta_interaction** event.

Then the digital retailing software provider will start sending **asc_retail_process** events every time a consumer clicks on their online sales workflow. In a real shopping session, the digital retailing provider could be sending 20-40 **asc_retail_process** events into GA4, with different parameters. The digital retailing company will always set the event_owner parameter with their company name. Larger companies, with many products (i.e., Cox Automotive) would set the event_owner parameter to the product solution (i.e., Dealer.com).

What about Digital Retailing forms?

When digital retailing tools use forms, to unlock information or to collect data for trade or finance workflows, the digital retailing company must use the same **asc_form_engagement** and **asc_form_submission** event names.

Notes On The Word "Lead"

The ASC members have decided to avoid the use of the word "lead" because it can imply different things to dealers. For example, each form submission will be tracked with the **asc_form_submission** event with parameters that will give dealers the ability to sort consumer data by department and vendor.

A form submission to check availability is often referred to as a "lead," but a form submission for a job application would not be called a lead. The specification will allow dealers to tally form submissions for the business departments that best apply to the objective of their report design.

Weighting of GA4 Events

Engagement and conversion events are not meant to imply equal weight. For example, the **asc_click_to_call** event does not know if the call was connected with the dealership's telephony system. The actual number of connected calls will be much lower. However, with an ASC certified telephony partner, reporting will show how many calls, originating from a website, were connected using the **asc_voice_submission** event.

Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

ASC Data Layer - Powering Shared Parameter Data

To enable all applications running on dealership websites to submit the correct ASC event parameters into GA4, the Council has proposed the creation of a specification for a common data layer (i.e. asc_data_layer) which would include all the proper tagging specifications and variables. This separate scope of work will allow a common set of variable names to be surfaced in the data layer to allow event parameters to be filled.

For example, many ASC events have the capacity to send information regarding a specific vehicle of interest in the parameter fields shown below in yellow:

department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product

The website company that is publishing the vehicle detail page (VDP) will know many of these values since they are displaying them on the HTML page. However, for a chat company, they

might have to scrape the page to get this information. To reduce error and simplify the GA4 event parameter data streams, we are suggesting that many of the event parameters be surfaced as variables in the **asc_data_layer**. ASC Council members are working on the initial draft and those details will be included in this document as well.

ASC Data Layer Structure

DataLayer Name: **asc_datalayer**

Values should be in all lowercase. If necessary, multiple values should be separated by a pipe character (|), empty values should populate an empty string.

Parameter	Definition	Example
store_name	Legal name of website customer	abc dealer of anytown
oem_code	Code assigned by the manufacturer to the dealer	23563
oem_brand	Legal name of manufacturer tied to the website customer	ford
affiliation	Name of the company associated with event, but not the event owner	dealer_eprocess, dealer_inspire, dealer_venom, dealer_dot_com, dealeron
language	The current language of the page being viewed	en, es, fr
currency	Currency code used to display price	usd, cad, eur, gbp, frf
page_type	Type of page event took place on.	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
items	Array of item (vehicle) parameters to be populated anywhere vehicle details are available (srp/vdp)	array of multiple items on srp or array of single item on vdp
{key}.item_category	Industry Category of item associated with event	luxury
{key}.item_color	Standard human readable color of item associated with event	black, red, blue, green
{key}.item_condition	Industry Condition of item associated with event	new, used, cpo, dealer_cpo, oem_cpo
{key}.item_fuel_type	Industry Fuel Type of item associated with event	gas, ev, electric, diesel

{key}.item_id	Unique vehicle identification number, serial number, which is assigned by manufacturer	1FMCU9G63NUB47778
{key}.item_inventory_date	Date the vehicle was added to the inventory	2022-04-05
{key}.item_make	Industry Make (Brand) of item associated with event	ford
{key}.item_model	Industry Model of item associated with event	escape
{key}.item_number	Unique inventory stock number assigned by the dealer	NUB47778
{key}.item_payment	Payment shown, or selected which is associated with the event	finance
{key}.item_type	Type of item associated with event, Body Style if vehicle	coupe
{key}.item_variant	Variant name of item associated with event, Trim if vehicle	se
{key}.item_year	Year of item that is associated with event was manufactured, Year marketed if vehicle	2022
{key}.item_price	MSRP of item associated with event	38674
events	array of ASC events having taken place since previous page load - reverse order	all events should be pushed to "window.asc_datalayer.events" in the same way you would push to the Google "dataLayer"
measurement_ids	arrays of measurement IDs	
platform_custom	parameters specific to each web site provider that may be used	Unregulated - use this as an array, a string, or however is needed for provider to populate necessary information

View The Latest Data Layer Details

Use this QR Code to visit the latest details and resources on the ASC data layer that may be more updated than this document.

Visual Example of the Datalayer

- asc_datalayer should be used as the standard data layer name and should be defined at the window level
- all values should be in lowercase
- While the current state of this data layer does not require multiple values for any parameters, any future state requiring multiple values for a parameter should be passed as pipe-delimited (|)

- "items" should always be passed as an array regardless of the number of items in the array. If there are no vehicles, "items" should still be passed as an empty array

- asc_datalayer parameters should always match the naming convention of the event parameters they are for when possible

```
> window.asc_datalayer
⟨ ▾ {store_name: 'abs dealer of anytown', oem_code: '23563', oem_brand: 'ford', affiliation: 'dealer_inspire', langua
    ge: 'en', …} 🚹
      affiliation: "dealer_inspire"
      currency: "usd"
    ▾ events: Array(2)
      ▶ 0: {event: 'asc_click_to_call', event_owner: 'marchex', page_type: 'itemlist', comm_phone_number: '+1800333123
      ▶ 1: {event: 'asc_pageview', event_owner: 'dealer_inspire', page_type: 'itemlist', item_results: '5', error_code
        length: 2
      ▶ [[Prototype]]: Array(0)
    ▾ items: Array(5)
      ▾ 0:
          item_category: ""
          item_color: "red"
          item_condition: "new"
          item_fuel_type: "gasoline"
          item_id: "1FMCU9G63NUB47778"
          item_inventory_date: "2022-10-24"
          item_make: "ford"
          item_model: "escape"
          item_number: "11111"
          item_payment: "finance"
          item_price: "38750"
          item_type: "coupe"
          item_variant: "se"
          item_year: "2022"
        ▶ [[Prototype]]: Object
      ▶ 1: {item_category: '', item_color: 'red', item_condition: 'new', item_fuel_type: 'gasoline', item_id: 'XXXXXXX
      ▶ 2: {item_category: 'luxury', item_color: 'red', item_condition: 'new', item_fuel_type: 'gasoline', item_id: 'Y
      ▶ 3: {item_category: '', item_color: 'red', item_condition: 'new', item_fuel_type: 'gasoline', item_id: 'ZZZZZZZ
      ▶ 4: {item_category: 'luxury', item_color: 'red', item_condition: 'new', item_fuel_type: 'gasoline', item_id: 'W
        length: 5
      ▶ [[Prototype]]: Array(0)
      language: "en"
    ▾ measurement_ids: Array(3)
        0: "G-XXXXXXXXX"
        1: "G-YYYYYYYYY"
        2: "G-ZZZZZZZZZ"
        length: 3
      ▶ [[Prototype]]: Array(0)
      oem_brand: "ford"
      oem_code: "23563"
      page_type: "itemlist"
    ▾ platform_custom:
        department: "sales"
        element_position: "2"
      ▶ [[Prototype]]: Object
      store_name: "abs dealer of anytown"
```

Mapping and Formatting ASC Data for Parameters

Developers will want to understand how the data values for ASC event parameters will be formatted. Since the detailed information might be too small to read in a booklet format, everyone is the development community is encouraged to review this Google Sheet, which will always be updated with the latest mapping and formatting requirements:

https://docs.google.com/spreadsheets/d/1DZLmW9Cp5CA8J1py28xYM6SXRIEeEsagCIIEutjGLeU/edit?usp=sharing

Use this QR Code to visit the Google sheet listed above.

ASC Event Names

The following section is the current list of ASC event names in alphabetical order and the parameters associated with each event. We have followed Google's guidelines that event names use lowercase letters and multi-word names are separated by an underscore. We also support the default event names and parameters that are associated with the base installation of GA4.

View The latest data on event names:

Suggestions for the ASC Specification can be sent to:
submissions@automotivestandardscouncil.com

asc_comm_engagement

This event will be sent into GA4 every time a consumer engages with a CHAT or SMS platform. This event will fire each time a consumer replies to a communication. In a long chat/SMS conversation, this event could fire over ten times with different parameters. The parameters for this event include:

event_owner	edmunds	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	sms	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	send_payment	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

When the communication platform is first loaded and visible to the consumer, the event can be sent into GA4 with basic parameters but should include **comm_status = load**.

When the consumer first engages with the platform, then the communication event should be sent into GA4 with the parameter **comm_status = start**.

Every time a consumer sends a message back (via chat or sms) the communication event should be sent into GA4 with the parameter **comm_status = engage**.

If the consumer indicates which department they would like to speak with, the communication event would be sent into GA4 with the parameter **department** set to the correct department.

During a communication session, if a dealership employee (or bot) sends the consumer a deal proposal, appointment scheduler link, payment calculator, etc., then the application should use the other **comm_status** parameters that are shown.

If there is no activity for a given period of time, and the communication platform times out, the communication event should be sent into GA4 with **comm_status = timeout**.

If the communication platform can identify the employee or agent that is handling the communication, their identification number can be placed in the **affiliation** parameter. Employee names should not be placed in this parameter.

asc_comm_submission

This event will be sent into GA4 when a chat/sms session collects consumer information that is deemed worthy (by the company) to crm_update into the dealer's CRM. The parameters for this event include:

event_owner	gubagoo	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

If the chat session was not initiated on a product page, where the item information can be scraped or item parameters retrieved from the data layer, the item parameters should be empty or filled with data (padded) the ASC establishes for a parameter that is intentionally empty.

If the communication platform can identify the employee or agent that is handling the communication, their identification number can be placed in the **afilliation_id** parameter. Employee names should not be placed in this parameter.

In most cases, the **department** parameter should be filled with the appropriate department inside the dealership. If the department can not be determined from the chat session, **department** = **unknown**.

asc_comm_submission_parts

This would follow the same parameter pattern as the **asc_comm_submission** event with the exception that the department would be set to parts or accessories, which is shown below:

event_owner	gubagoo	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	parts | accessories	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model

item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_comm_submission_sales

This would follow the same parameter pattern as the **asc_comm_submission** event with the exception that the department would be set to a sales department, which is shown below:

event_owner	carnow	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales | credit | trade	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product

item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_comm_submission_sales_appt

This would follow the same parameter pattern as the **asc_comm_submission** event with the exception that the department would be set to sales departments and the **comm_status** would indicate that an appointment was set, which is shown below:

event_owner	activengage	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales | credit | trade	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	appt_booked	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_comm_submission_service

This would follow the same parameter pattern as the **asc_comm_submission** event with the exception that the department would be set to service departments, which is shown below:

event_owner	gubagoo	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_comm_submission_service_appt

This would follow the same parameter pattern as the **asc_comm_submission** event with the exception that the **department** would be set to service departments and the **comm_status** would indicate that an appointment was booked, which is shown below:

event_owner	conversations	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	chat	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	appt_booked	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_click_to_call

This event will be sent into GA4 when a consumer clicks on a phone number on a device which triggers a voice call to be initiated. The phone number may be a (static) text number or it can be a dynamic number (DNI) which is presented by a telephony partner using javascript.

If the phone number is fixed, then the website platform will likely be the **event_owner**, otherwise the **event_owner** will be the DNI provider (shown below) or a specialty product that sits on the website which displays a phone number.

The parameters for this event include:

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_phone_number	800-333-1234	Visible phone number that was clicked or the destination phone number
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation	marchex	marchex, callrevu, call_source, interactivetel, carwars
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product

item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_cta_interaction

This event will be sent into GA4 every time a consumer clicks on a call-to-action button, image, or hyperlinked text on a content page. This event is not intended to be used for menus (see **asc_menu_interaction**). This event would also be used in conjunction with forms. When the consumer clicks the "submit" button, this event is used. The parameters for this event include:

event_owner	dealeron	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
element_text	Customize Payments	whatever is shown on the CTA button / image
element_color	green	color of CTA button, if available or applicable
element_order	1	represents the order of the cta buttons, if known
element_type	digital_retailing	header, banner, popup, form, digital_retailing_tool, trade_tool, chat_tool, accessibility_tool, search_tool, scheduling_tool, gallery, map, footer, video, item_details
event_action		
event_action_result	redirect	play, restart, vr_play, spin, popup, slideout, exit, error, search, calc, start, stop, redirect, open, close, increase, decrease, clear, check, uncheck, next_step
link_url	/storefront/ford/2023_ford_stock_562837.aspx	destination URL, if applicable
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus

item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

If the **asc_cta_interaction** was not initiated on a product page, where the item information can be scraped or item parameters retrieved from the data layer, the item parameters should be empty or filled with data (padded) the ASC establishes for a parameter that is intentionally empty.

In some cases, a website platform may not be able to populate **element_color**, **element_order**, and **element_type** if the software being launched is installed by a third party. In other cases, the website company may not be able to populate **element_text** when the CTA is an image. Since the **asc_cta_interaction** event is an important engagement event, all efforts should be made to check these parameters when changes to website pages are made.

There are other cases where a third-party software tool resides on the dealer's website, such as an overlay, which has its own CTA button. A good example would be a persistent chat window with a CTA labeled "start chat". In this case, the chat company would be responsible for sending the **asc_cta_interaction** event into GA4.

The **asc_cta_interaction** event would be used on forms for the final submit button, which sends the form to the dealer's CRM. If the consumer does not complete the required fields, the **asc_cta_interaction** event would fire with the **event_action_result= error**. If all the fields were filled in correctly, then the cta_interaction event would fire with **event_action_result = success**.

asc_element_configuration

event_owner	digital_motors	
page_type	item	
event_action_result	search	
event_action	swipe_left	Determine what triggered the configuration
product_name	impel	To determine if configuration happened on a base website product, or an added product
element_state	active	If toggle or checkbox, was it active or inactive
element_type	digital_retailing_tool	To determine if this was on an item list filter, or search bar, site config, language toggle, or other high level element.
element_subtype	mega_menu	To determine if what was interacted with was a button, or field, or other sub type
element_title	Mileage	To determine what the configuration was called
element_text	Get Price	What the configuration showed to the customer
element_value	Any Model	What was used in the configuration
element_color	#544B45	Useful for AB testing to see what gets higher interaction rates
element_position	center_right	To determine where on the page/tool the configuration took place
element_order	1	To determine how far down a list the configuration was

asc_form_engagement

This event would fire during the consumer engagement with a form element, which will eventually be the event that triggers secondary **asc_form_submission** events, when the **comm_status** = **crm_update**.

event_owner	dealer_eprocess	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_status	start	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
element_text	Get ePrice	CTA text (if available)
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_form_submission

This event would be sent into GA4 when a software platform sends a consumer data record into the dealer's CRM. This event is not designed to know if the consumer had previously submitted their information into the dealer's CRM. The parameters for this event include:

event_owner	dealer_eprocess	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA TEXT (if available)
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus

item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

This event <u>would not</u> fire when a consumer clicks on a CTA button labeled "submit" on a form (see: asc_cta_interaction), and the required fields are incomplete. This event only fires on a successful completion of a form.

The **form_name** parameter would be the name the software platform uses to identify the form design that was presented to the consumer. If testing is being done on required fields or design choices, this field can help differentiate results for A/B testing.

The **form_type** parameter would be used to describe the purpose of the form since there are many forms that can be used for each department.

asc_form_submission_parts

This event is sent into GA4 when a software platform sends a consumer data record into the dealer's CRM for the parts department. This event would fire when the department was equal to sales, credit, or trade. Other departments could also be added to this list as the list is expanded.

event_owner	dealeron	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA text (if available)
department	parts	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus

item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_form_submission_sales

This event is sent into GA4 when a software platform sends a consumer data record into the dealer's CRM for the sales department. This event would fire when the department was equal to sales, credit, or trade. Other departments could also be added to this list as the list is expanded.

event_owner	dealer_dot_com	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA TEXT (if available)
department	credit	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus

item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_form_submission_sales_appt

This event would be sent into GA4 when a software platform sends a consumer data record into the dealer's CRM for the sales department that is associated with an appointment, like a test drive or a b-back visit. This event would fire when the department was equal to sales, credit, or trade. Other departments could also be added to this list as the list is expanded.

event_owner	dealer_eprocess	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	appt_booked	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA text (if available)
department	sales | trade | credit	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda,

		Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_form_submission_service

This event would be sent into GA4 when a software platform sends a consumer data record into the dealer's CRM for the service department. This event would fire when the department was equal to sales, credit, or trade. Other departments could also be added to this list as the list is expanded.

event_owner	dealer_eprocess	Who is pushing the event
page_type	service	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	crm_update	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA TEXT (if available)
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda,

		Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_form_submission_service_appt

This event would be sent into GA4 when a software platform sends a consumer data record into the dealer's CRM for the service department. This event would fire when the department was equal to sales, credit, or trade. Other departments could also be added to this list as the list is expanded.

event_owner	dealer_eprocess	Who is pushing the event
page_type	service	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	form	chat, sms, voice, video, form, email
comm_outcome	appt_booked	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
submission_id	8394	numeric counter (if assigned)
element_text	Get ePrice	CTA TEXT (if available)
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
form_name	inventory_lead	the name of the form your platform uses to identify the form
form_type	consumer_contact	item, consumer_contact, trade, recall, parts, accessories, service_appointment, pre-order, finance_credit, human_resources, body_shop, custom, research, surveys, unknown
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda,

		Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

item_purchase

This event has yet to be defined in version 1.0 of the specification.

Note: this is the reference for the Google "purchase" event:
https://developers.google.com/analytics/devguides/collection/ga4/reference/events#purchase

asc_element_configuration

This event would be sent into GA4 when a consumer clicks on search filters on a product listings page (i.e. SRP) showing multiple products. Each time a checkbox, slider, or value is entered into a search filter, the event would fire.

event_owner	digital_motors	Who is pushing the event
page_type	item	
event_action_result	search	
event_action	swipe_left	Determine what triggered the configuration
product_name	impel	To determine if configuration happened on a base website product, or an added product
element_state	active	If toggle or checkbox, was it active or inactive
element_type	digital_retailing_tool	To determine if this was on an item list filter, or search bar, site config, language toggle, or other high level element.
element_subtype	mega_menu	To determine if what was interacted with was a button, or field, or other sub type
element_title	mileage	To determine what the configuration was called
element_text	Get Price	What the configuration showed to the customer
element_value	Any Model	What was used in the configuration
element_color	#544B45	Useful for AB testing to see what gets higher interaction rates
element_position	center_right	To determine where on the page /tool the configuration took place
element_order	1	To determine how far down a list the configuration was

asc_media_interaction

This event would be sent into GA4 when a consumer views a media element <u>on any page</u>. The media can be a video, slider, gallery, images, 360° spin technology. The event is designed to support any media player and functionality.

The **page_type** will allow us to show which page the media was viewed on.The **media_type** parameter can show what type of media it was, and we have added **media_link** as a parameter in case the media has a hyperlink to move to another page, like at the end of a video or a hyperlink on each image.

We added **creative_name** to allow each item in the gallery, if applicable, to have its own name. Each time a consumer clicks or swipes to advance, stop, or rewind media, the event will fire into GA4.

event_owner	dealer_inspire	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
event_action_result	play	play, restart, vr_play, spin, popup, slideout, exit, error, search, calc, start, stop, redirect, open, close, increase, decrease, clear, check, uncheck, next_step
affiliation	Impel	Name of company if different from website company
media_type	video	video, image, vr, slider, gallery, offer, 360_platform
link_url		allows each image (for example) or video to have a unique hyperlink, if applicable
creative_name		allows each image (for example) to have its own name
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year

item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_menu_interaction

This event would be sent into GA4 when a consumer engages with a menu navigation system on the dealer's website or on a third-party retailing tool (example: Roadster menus). Since a specific menu choice, like Schedule Service, can be on more than one menu tree, we added **element_type** to show the parent tree of the menu choice.

event_owner	dealeron	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
element_text	schedule service	The text on the link that they clicked
element_subtype	hamburger	cta_button, cta_icon, nav_button, nav_icon, nav_tab, hamburger_menu, mega_menu, sidebar_menu, inline_menu, hyperlink, content, share_icon, image, input_field, toggle, dropdown,
element_type	service	The menu tree that this menu item was under, since dealers can duplicate menu choices
event_action	click	click, slide, open, close, exit, increase, decrease, clear, check, uncheck, redirect

asc_pageview

In GA4, there is a standard event named **page_view** which Google can automatically send every time a new page is displayed. Since the ASC Specification has additional parameters that Google does not support by default, **we will overwrite the standard Google event** with these parameters. By doing this, the correct number of page views will fire.

This event will be fired into GA4 on EVERY page.

The two events item_pageview and itemlist_pageview will fire for specific pages, but Google will not see these events as page views, and the **page_views** event will not be corrupted.

event_owner	sincro	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
error_code		Error code if the page does not load properly
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model

item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory
item_results	5	If the page was not intended to show results this value should be set to NULL

asc_retail_process

This event would fire into GA4 multiple times during a sales, trade, or credit application process since they have many steps. The goal of this event is to track the progress of a consumer in the dealer's online sales process. Unlike a simple form, which could be completed in a minute, digital retailing workflows are multi-step and can have many different paths to an eventual sale.

The related concern with this event is: when does the conversion event **form_submission** fire into GA4? Should the event fire each time one major step of the online sales process is completed, or should one event be fired at the end of the consumer's visit? The ASC members generally feel that when each form is completed, a conversion event should be generated.

TRADE START EXAMPLE

There is a button on a Dealer eProcess Vehicle Detail Page (VDP) called "Customize Payments" that fires the CarNow DR tool. The simplified event stream could look like:

1. **asc_cta_interaction** event fires with parameters **element_text = customize payments** and **event_owner = dealer_eprocess.**

2. The **asc_retail_process** event fires with **flow_name = trade** and **flow_outcome=open** and **event_owner=carnow**

Then the consumer starts to fill out some information. Because the previous event was when the software opened, we want to send an event that the consumer started typing in data, to mark engagement with the form.

3. The **asc_retail_process** event fires again with **flow_name = trade** and **flow_outcome=start** and **event_owner=carnow**

When the consumer completes their trade information with all required fields, they will likely click on a "Next" button on the form/page, which would fire two events:

4. Retail_process event fires with **flow_name = trade** and **flow_outcome=success** and **event_owner=carnow**

   asc_cta_interaction event fires with **event_owner=carnow** and **element_text=next** and **event_action_result=next_step**

If the consumer leaves a required field blank, then only one event would be sent; the **asc_cta_interaction** event with these parameters:

asc_cta_interaction event fires with **event_owner=carnow** and **element_text=next** and **event_action_result=error**

If the consumer moves to the next step, which is credit, the next event would be:

5. The **asc_retail_process** event fires with **flow_name = credit** and **event_action_result=open** and **event_owner=carnow**

If the consumer exits, without typing in any credit information, then this event would fire.

6. Retail_process event fires with **flow_name = credit** and **event_action_result=close** and **event_owner=carnow**

If the consumer did start to complete the application, then the event would be:

7. Retail_process event fires with **flow_name = credit** and **event_action_result=start** and **event_owner=carnow**

When the consumer completes their credit application and clicks on the "Submit" button, then two events would be sent:

8. The **asc_retail_process** event fires with **flow_name = credit** and **event_action_result=success** and **event_owner=carnow**

   asc_cta_interaction event fires with **event_owner=carnow** and **element_text=submit** and **event_action_result=next_step** (or it could be a redirect, or one of the other choices)

The **event_action_result=start** parameter would allow reports to be created to see how many people started each sales step, and the **event_action_result=success** parameter would be able to show how many sales steps were completed.

After each **event_action_result** = "success" in the retail process, IF a lead form is sent to the dealer's CRM, then the **asc_form_submission** event would fire.

Otherwise, when the session is completed, only one **asc_form_submission** event would be fired into GA4. This way, the number of form submission events will match up with the number of leads sent into the dealer's CRM.

event_owner	sincro	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
flow_name	financing	start, contact_info, trade, financing, accessories, pick_bank, finalize_deal, credit_app, soft_pull, compare, upload_photos, upload_video, lease, delivery, service_plans, conditional_incentives
element_title	downpayment	the data field that is associated with this event
flow_outcome	recalc	start, stop, close, recalc, download, submit, unlock, proceed, lead, approved, declined, error, added, removed
item_payment	lease	lease, finance, cash
flow_stage	2500	the data in the field, if applicable, when its entered or changed
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck,

		commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_special_offer

This event would fire into GA4 when a pop-up or overlay offer is displayed on a dealer's website. These offers can pop up automatically, or they can be triggered by a CTA button. As the consumer engages with the offer tool, the software company may send this event multiple times with the parameter **flow_outcome = engage**.

If the offer tool sends a form into the dealer's CRM, then the company would also send the form_submission event.

event_owner	autoleadstar	Who is pushing the event
page_type	item	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
promotion_name	lock-in price	
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
product_name		
element_position	popup	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
flow_outcome	success	start, stop, close, recalc, download, submit, unlock, proceed, lead, approved, declined, error, added, removed

When a button on a special offer form (i.e. submit) is clicked, the software application should always send the **asc_special_offer** event into GA4 with the parameter **flow_outcome = success** before sending the **asc_form_submission** event.

If the form is not filled out correctly, the software company would send the **asc_special_offer** event into GA4 with the parameter **flow_outcome = error.** This is very similar to the logic used for regular application CTA buttons.

asc_video_call_engagement

event_owner	dealer_inspire	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	video	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	engage	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown

item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_video_call_submission

event_owner	dealer_inspire	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	video	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	send_deal	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product

item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_video_call_submission_sales

event_owner	dealer_inspire	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	video	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	send_deal	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown

item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_video_call_submission_service

event_owner	dealer_inspire	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
comm_type	video	chat, sms, voice, video, form, email
affiliation	native	whatsapp, google, wechat, messenger, apple, native
element_position	bottom_right	top, top_left, top_right, bottom, bottom_right, bottom_left, slide_left, slide_right, floating, pop-up
department	service	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id in the messaging system, bot, outsourced, multi-user
comm_status	appt_set	start, close, engage, inject, send_deal, send_payment, send_appt, directions, idle, timeout, load, video_start, video_end, connect, ring, appt_set, crm_update, appt_booked, blocked, failed, connected

item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_engagement

This is the main event that will detail voice engagement between the consumer and the dealer. Conversion events will be built off this event.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	sales	sales, service, parts, body_shop, admin
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication

comm_duration _seconds	145	call duration in seconds
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_segment	session-based, channel-based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type		sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	truck	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_ date	7/2/2022	date item was entered into inventory

asc_voice_engagement_30

This is the main event that will detail voice engagement between the consumer and the dealer. Conversion events will be built off this event.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	>30s	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress	post-connection handling status
comm_outcome	opportunity	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo,

		cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory _date	7/2/2022	date item was entered into inventory

asc_voice_submission

This event would be fired into GA4 with a slight delay as the ASC-certified telephony platform analyzes the call transcript to see if this was a business opportunity and for which department.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	sales	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_nu mber	7328641485	dealer's phone number used in communication

comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	opportunity	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_submission_parts

This event would fire when the post call analysis indicated that the call was a sales opportunity for the parts department.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	parts	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	opportunity	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles	Dealer price for used

item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_submission_sales

This event would fire when the post call analysis indicated that the call was a sales opportunity for the sales department.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	sales | credit | trade	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	opportunity	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover,

		Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_submission_sales_appt

This event would fire when the post-call analysis indicated that the call was a sales opportunity for the sales department, and a firm appointment was set.

event_owner	dealer_inspire	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	sales | credit | trade	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	appt_booked	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used

item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_submission_service

This event would fire when the post call analysis indicated that the call was a sales opportunity for the service department.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	opportunity	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used
item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year

item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

asc_voice_submission_service_appt

This event would fire when the post call analysis indicated that the call was a sales opportunity for the service department and a firm appointment was set.

event_owner	marchex	Who is pushing the event
page_type	home	item, itemlist, contact, directions, service, parts, accessories, body_shop, home, build_to_order, custom, complaint, employment, recall, finance, credit, trade, commercial, showroom
department	service | quick_lube	sales, service, parts, trade, credit, body_shop, admin, accessories, hr, custom_shop, rentals, unknown, quick_lube
affiliation_id	6327	user id or extension in phone system
comm_type	voice	
comm_phone_number	7328641485	dealer's phone number used in communication
comm_duration_seconds	345	call duration in seconds
comm_status	connected	pre-connection and connection status
comm_status	answered	unanswered, ivr_abandon, transfer_abandon, hold_time_abandon, conversation, voicemail, answered, phone_tree_keypress
comm_outcome	appt_booked	appt_booked, vehicle_ordered, parts_ordered, get_back_commitment, not_opportunity, robocall, opportunity, unknown
affiliation_id	109283192	unique identifier for the specific call
comm_segment	session_based, channel_based, static	identify and segment based on Tracking Type in Vendor Platform
item_id	4Y1SL65848Z41	item identification number (i.e. VIN# or Serial#)
item_number	SNT72549	item stock number assigned by dealer
item_price	552643	MSRP for New Vehicles | Dealer price for used

item_condition	new	new, used, salvage, dealer_cpo, oem_cpo, cpo, unknown
item_year	2023	model year
item_make	chevrolet	Chevrolet, Ford, Nissan, Stellantis, Land Rover, Jaguar, Buick, GMC, Volvo, Mercedes-Benz, Audi, BMW, Alfa Romeo, Fiat, MINI, Toyota, Honda, Acura, Lexus
item_model	silverado	model of product
item_variant	SS	trim level of model
item_color	black	color of product
item_type	truck	sedan, coupe, suv, cuv, crossover, truck, commercial_truck, van, trailer, 5th_wheel, luxury, domestic,
item_category	domestic	luxury, domestic, foreign, economy, accessories, unknown
item_fuel_type	diesel	gas, diesel, liquified_natural_gas, electric, propane, nitrogen, methane, unknown
item_inventory_date	7/2/2022	date item was entered into inventory

Master List of ASC Parameters

The ASC specification has defined automotive specific parameters, but not all of these parameters will be set as custom dimensions. All parameters can be exported into Big Query or a private data lake for advanced analysis and historical records but, in practical reporting, not all parameters will be used in reporting.

Parameter Name	Recommended for Custom Dimensions	Google Parameter Name	ASC Parameter Name
affiliation	1	1	
affiliation_id			1
comm_duration_seconds			1
comm_outcome	1		1
comm_phone_number			1
comm_segment			1
comm_status	1		1
comm_type	1		1
creative_name			1
currency	1	1	
department	1		1
element_color			1
element_order			1
element_position			1
element_state			1
element_subtype			1
element_text	1		1
element_text_selection			1
element_title			1
element_type	1		1
element_value	1		1
error_code			1
event_action	1		1
event_action_result	1		1

event_owner	1		1
flow_name	1		1
flow_outcome	1		1
flow_stage			1
form_name	1		1
form_type	1		1
item_category	1	1	1
item_color	1		1
item_condition	1		
item_fuel_type	1		1
item_id	1	1	
item_inventory_date			1
item_make	1		1
item_model	1		1
item_number	1		1
item_payment	1		1
item_price	1	1	
item_results			1
item_type	1		1
item_variant	1		1
item_year	1		1
itemlist_filter			1
link_url		1	
media_type	1		1
page_location	1	1	
page_type	1		1
product_name	1		1
promotion_name	1		1
submission_id			1
Totals	33	6	46

ASC Data Layer

The following outline was initially proposed by Dealer Inspire, and we will develop this framework going forward based on feedback from Council members.

Purpose:

The purpose of this document is to outline a standard data layer to be implemented and maintained by website providers. This datalayer is intended to be used by ASC members (but will be publicly accessible) to ensure access to necessary data so that all members have the ability to directly push their events with necessary parameters by simply referencing the data layer rather than having to manually scrape web provider sites for information.

General Rules:

- asc_datalayer should be used as the standard data layer name and should be defined at the window level
- all values should be in lowercase
- While the current state of this data layer does not require multiple values for any parameters, any future state requiring multiple values for a parameter should be passed as pipe-delimited (|)
- "items" should always be passed as an array regardless of the number of items in the array. If there are no vehicles, "items" should still be passed as an empty array
- asc_datalayer parameters should always match the naming convention of the event parameters they are for, when possible

Visual Example


```
>  window.asc_datalayer
<  ▼[store_name: 'ABC Dealer of Anytown', oem_code: '23563', affiliation: 'dealer_inspire', language: 'en', currency: 'usd', …] ℹ
       affiliation: "dealer_inspire"
       currency: "usd"
     ▼items: Array(1)
        ▼0:
           item_category: "suv"
           item_color: "black"
           item_condition: "new"
           item_fuel_type: "gas"
           item_id: "1FMCU9G63NUB47778"
           item_inventory_date: "09/01/2022"
           item_make: "ford"
           item_model: "escape"
           item_number: "nub47778"
           item_varient: "se"
           item_year: "2022"
           price: "38674"
         ▶[[Prototype]]: Object
         length: 1
        ▶[[Prototype]]: Array(0)
       language: "en"
       oem_code: "23563"
       page_type: "itemlist"
       store_name: "ABC Dealer of Anytown"
       length: 0
      ▶[[Prototype]]: Array(0)
```

Appendix

These resources have been compiled and submitted by members of the ASC.

Session Level Automatically Collected Parameters

- **ga_session_id** - https://support.google.com/analytics/answer/9191807
- **ga_session_number** - https://support.google.com/analytics/answer/9191807
- **term** - https://support.google.com/analytics/answer/11242841
- **campaign_id** - https://support.google.com/analytics/answer/11242841
- **campaign** - https://support.google.com/analytics/answer/11242841
- **medium** - https://support.google.com/analytics/answer/11242841
- **source** - https://support.google.com/analytics/answer/11242841
- **page_location** - https://support.google.com/analytics/answer/9234069?hl=en
- **language** - https://support.google.com/analytics/answer/9234069?hl=en
- **page_referrer** - https://support.google.com/analytics/answer/9234069?hl=en
- **page_title** - https://support.google.com/analytics/answer/9234069?hl=en
- **screen_resolution** - https://support.google.com/analytics/answer/9234069?hl=en
- **Age** - https://support.google.com/analytics/answer/9268042
- **Browser** - https://support.google.com/analytics/answer/9268042
- **City** - https://support.google.com/analytics/answer/9268042
- **Continent** - *https://support.google.com/analytics/answer/9268043*
- **Country** - *https://support.google.com/analytics/answer/9268044*
- **Device brand** - *https://support.google.com/analytics/answer/9268045*
- **Device category** - *https://support.google.com/analytics/answer/9268046*
- **Gender** - *https://support.google.com/analytics/answer/9268047*
- **Interests** - *https://support.google.com/analytics/answer/9268048*
- **Operating system** - *https://support.google.com/analytics/answer/9268049*
- **OS version** - *https://support.google.com/analytics/answer/9268050*
- **Platform** - *https://support.google.com/analytics/answer/9268051*
- **Region** - *https://support.google.com/analytics/answer/9268052*
- **Subcontinent** - *https://support.google.com/analytics/answer/9268053*

Revision History

List of Automotive Standards Council Members

Affinitiv Advertising
Auto Genius
AutoFi
AutoLeadStar
Autos On Video
AutoSync
Benchmetrics
Bergeron Automotive
BitMoto
BLVD Agency Inc.
BZ Consultants Group
Car Wars/Callbox
Cardinale Automotive
Carfeine
CarGurus
CarNow, Inc
Carzato
CDK Global
CF Search Marketing
Chromacars
Crown Automotive
Dealer Alchemist
Dealer eProcess
Dealer Insights
Dealer Inspire
Dealer Teamwork
Dealer Venom
Dealer World
Dealeron
WheelsTV

Del Grande Dealer Group
Detroit Trading Company
DOM360, LLC
Drivonic
eDealer Inc
Edmunds
Experience Auto Group
Faricy Boys, The
FlexDealer
FordDirect
Foundation Direct
Fox Dealer
Fuse Autotech
Greenlight Automotive
Solutions
Gasworks Media
Gubagoo
Holm Auto Group
IMOS Consulting
J.D.Power
Jeff Wyler Automotive
LAcarGUY
LaFontaine Automotive
LocaliQ Automotive
LotLinx
Marchex
MJS Advertising
Motivated Marketing
Mudd Advertising
Wikimotive

My Payment Power
Nabthat Inc.
Naked Lime
Neal Advertising
Orbee
Outsell Corp
PCG Digital
Rydell Auto Center
SearchLab Digital
Shift Digital
Sincro Digital
sMedia Ventures
Smilenet S.r.l.
Sokal
Stanley Auto Group
Stream Companies
Stella.ai
Strolid
SurgeMetrix
Team Auto
Team Velocity
The Moran Group
TradePending
Unite Digital
Upstart Network Inc
Vistadash
Walt Massey Auto Group
WebBuy

Notes