Google Analytics – Events Guide

An event allows you to measure a specific interaction or occurrence on your website or app.

For example, you can use an event to measure when someone loads a page, clicks a link, or completes a purchase, or to measure system behaviour, such as when an app crashes or an impression is served.

Event titles and what they mean:

click (web)	each time a user clicks a link that leads away from the current domain.
app_update (app)	when the app is updated to a new version and launched again
os_update (app)	when the device operating system is updated to a new version.
app_remove (app)	when an application package is removed (uninstalled) from an Android device (Android only)
app_clear_data (app)	when the user resets/clears the app data, removing all settings and sign-in data (Android only)
app_exception (app)	when the app crashes or throws an exception
Page views page_view	each time the page loads or the browser history state is changed by the active site This event is collected automatically. You cannot turn off collection.
Site search view_search_results Search	each time a user is presented with a search results page, as indicated by the presence of a URL query parameter
Scrolls scroll	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)
File downloads file_download	when a user clicks a link leading to a file (with a common file extension) of the following types: • document • text • executable • presentation • compressed file • video • audio

Form interactions form_start form_submit	form_start': the first time a user interacts with a form in a session 'form_submit': when the user submits a form You can use these two events to see how many users started to fill out a form and compare the information to users who submitted the form.
first_visit (app, web)	the first time a user visits a website or launches an Android instant app with Analytics enabled
first_open (app)	the first time a user launches an app after installing or re-installing it This event is not triggered when a user downloads the app onto a device, but instead when he or she first uses it. To see raw download numbers, look in Google Play Developer Console or in iTunesConnect.
user_engagement (app, web)	when the app is in the foreground or webpage is in focus for at least one second
Video engagement: video_start video_progress video_complete	For YouTube embedded videos that have JS API support enabled, the following events are triggered: - video_start: when the video starts playing - video_progress: when the video progresses past 10%, 25%, 50%, and 75% duration time - video_complete: when the video ends
Notifications: notification_foreground (app)	when a notification sent by FCM is received while the app is in the foreground
notification_open (app)	when a user opens a notification sent by FCM
notification_receive (app)	when a notification sent by FCM is received by a device when the app is in the background (Android only).
notification_dismiss (app)	when a user dismisses a notification sent by Firebase Cloud Messaging (FCM) (Android only)
session_start (app, web)	when a user engages the app or website A session ID and session number are generated automatically with each session and associated with each event in the session

error (app)	logged in place of an event that can't be logged because it is invalid in some way
ToolkitOpened	This is a custom event set up for our purposes to look at when a toolkit is opened in the IOS and Android Apps. Not measured on web.
ToolkitDownloadRequested	This is a custom event set up for our purposes to look at when a user adds a toolkit within the app to their downloads
ToolkitDeleted	This is a custom event set up for our purposes to look at when a user removes a toolkit from their saved/downloads within the app
PasscodeEntered	This is a custom event set up for our purposes to look at when a password protected toolkit is accessed
BrokenLinkClicked	This is a custom event set up for our purposes to look at when a user clicks on a broken link

Important information to note when using the events page on Google Analytics:

1. In order to see the results for your toolkit specifically, you will need to use the "Add filter +" section at the top of the page just under the page title. For further information on using this please see the training guide.
2. To see events regarding specific pages, simply put the full page URL in the filter section as opposed to just the toolkit page path. This will narrow down the results to a particular page.
3. While it can break down event instances by page, there are some limitations in how specific it can be. For example, when it comes to document downloads, GA does not break down the results by document, only by page, so if you have multiple downloadable documents on one webpage, it cannot be specific as to which has had he most downloads, it can only tell you how many instances there have been of document downloads on that particular webpage.