

Click to verify



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 behavior, such as when an app crashes or an impression is served. Example: A news website might include events like "article read" when a visitor finishes an article, "video play" when they start a video, or "newsletter signu" when they sign up for email updates. Measuring these events helps the website owner understand which content is most popular and how users engage with the site. Types of events The following types of events are collected automatically. You must implement the following types of events in order to see them in Analytics: Recommended events are events that you implement, but that have predefined names and parameters. These events unlock existing and future reporting capabilities. Custom events are events that you define. Make sure you only create custom events when no other events work for your use case. Custom events don't show up in most standard reports so you need to set up custom reports or explorations for meaningful analysis. How it works Let's say someone clicks a link on your tagged website that takes them to an external website. The following illustrates what happens when the user clicks the link: The user visits your website and clicks a link to an external website Analytics receives the click event and surfaces the event and parameters in the Realtime report Analytics fully processes the event Analytics surfaces the data in dimensions and metrics used in reports, audiences, etc. See events in realtime When an event is sent from your website or app, you can use the following to verify that Analytics has collected the event successfully: The Event count by Event name card in the Realtime report shows you each triggered event and the number of times each event was triggered in the last 30 minutes by the users on your website or app. You can click an event to see the event parameters that were sent with the event. The DebugView report shows you all the events that one user triggered. It's useful when you want to verify that you have set up an event and event parameters correctly. Before you can use the report, you must enable debug mode. Understand key events A key event is an event that measures an action that's particularly important to the success of your business. When someone triggers the event by performing the action, the key event is recorded in Google Analytics and surfaced in your Google Analytics reports. Any event you collect can become a key event. To measure a key event, create or identify an event that measures the action and then mark the event as a key event. After you mark the event as a key event, you can see how many users perform the action and evaluate marketing performance across all channels that lead users to perform the action. The following flow shows how to mark an event as a key event. In short, if an event is important to your business's success, you can mark the event as a key event in Analytics. Event Key Event Learn more About key events. Understand event grouping Most of the events that your users trigger on your website or app are not sent one at a time. Instead, most events are grouped together (or batched), where each batch has up to 20 events. Note: Event grouping applies to automatically collected events like session start and page view. If you notice these events being dropped, review your account for potential implementation issues. Events are not batched, however, in some circumstances: Key events are transmitted immediately, although they may be part of a batch Note: Marking events like page view as key events doesn't guarantee that they won't be part of a batch. This approach only ensures that events are transmitted immediately. Containers loaded in debug mode never batch events to facilitate the realtime experience Events that are held by your device are sent when a user leaves a page In browser environments that don't support the fetch API, all events are sent immediately When a user's device goes offline (for example, a user loses internet access while browsing your app), Analytics stores event data on their device and then sends the data once their device is back online. Analytics ignores events that arrive more than 72 hours after the events were triggered. Google Analytics 4 has a 16 KB size limit on event data each time data is sent. The size limit applies to both individual and grouped events. When the limit is exceeded for grouped events, the batch will still be sent to the server, however, the entire batch won't be processed. Tip: You can use the Chrome developer tool to confirm the payload size of grouped events before they're sent to the server. Related links A user sometimes performs an action you want to analyze in your reports that isn't one of the automatically collected or recommended events. In these cases, it may make sense to implement a custom event. A custom event is an event that you define so you can collect information about an interaction that's important to your business. For example, while Google Analytics records when a user views a page, you may want to know when a user makes a donation, interacts with a new feature, lands on a confirmation page, or renames a file. In these cases, you likely want to implement a custom event. Watch a video about custom events Before you create a custom event Before you create a custom event, make sure the event you want to create isn't already collected through an automatically collected event or recommended as a recommended event. It's always better to use an existing event because these events automatically populate dimensions and metrics that are used in your reports. How to implement a custom event You can implement a custom event in a few different ways, depending on how you set up your website or app measurement. These includes: The specific implementation details differ depending on how you set up your website or app measurement. Refer to the developer documentation (linked above) for more details on how to implement a custom event. The anatomy of a custom event A custom event consists of the following parts: The custom event name The custom event parameters associated with the custom event Event name The name of a custom event is whatever name you choose for the event. The name should describe what you intend to measure with the event. For example, if you're measuring donations, the name might be "donate." Before you name a custom event, make sure the name adheres to the event naming rules (e.g., the name is case sensitive, cannot be a reserved name, and starts with a letter) and event naming limits (i.e., the name must be fewer than 40 characters in length) to ensure that Google Analytics collects and processes the event. When someone triggers the custom event on your website or app, the event name is used to count how many times a user performed the action. For example, if someone makes a donation, then the count of the donate event would increase by 1. Any additional information about the donation should be captured as custom event parameters. Event parameters The event parameters of a custom event provide more information about the action that took place. For example, you could measure whether the action was successful, when the event occurred, or choices users made during the interaction. A parameter consists of key-value pairs. Each pair includes these parts: The parameter name, which describes the information you're collecting The parameter value, which is the value associated with the parameter in that interaction The parameter name is the same name used across sessions, while the parameter value should get updated depending on what the user does in the session. For example, if one user makes a donation of \$1.00, then the 'value' parameter would be '1.00', while if another user makes a donation of \$2.00, then the 'value' parameter would be '2.00'. This allows you to consistently measure the same information across sessions. Custom dimensions and metrics To access the different values assigned to an event parameter in your reports, you should create a custom dimension or metric. A custom dimension or metric lets you see the information you collected from an event parameter. For example, if you set up a 'value' event parameter, you could create a custom metric called 'Value' that allows you to see each value assigned to the event parameter. Learn more about custom dimensions and metrics. Cardinality and system limits While you set up a custom event parameter, be mindful of the number of possible values that can be assigned to the parameter. Each parameter can have a number of values assigned to it. For example, a 'mobile' custom event parameter might have two potential values 'true' or 'false'. Other parameters might have any number of values assigned, such as 'page location', which could have a different value for every URL on your website. When you create a custom dimension to see categorical information like page location, the number of possible values matters. Dimensions with more than 500 possible values are considered high-cardinality dimensions. Reports and explorations that contain high-cardinality dimensions may be affected by Google Analytics system limits, which can lead to values getting rolled up in an (other) row or data sampling may get triggered. Additionally, review the number of custom dimensions and metrics you can create before creating custom event parameters. If you send more event parameters than these limits, you will need to choose which of the event parameters you want to use as custom dimensions and metrics. Event collection limits There's no limit on the number of custom dimensions and metrics you can create for a web data stream (i.e., a website). However, you can collect up to 500 distinct events per mobile app user per day. For example, you might see 700 distinct events if you have two different users on different app instances who each trigger different events. The automatically collected and enhanced measurement events don't count towards these limits. Review the other event collection limits before creating your own events. Key events Any custom event can be marked as a key event. For example, if donations are important to the success of your business, you might mark the custom event 'donate' as a key event. Sometimes, the action you want to measure is partially captured through an existing event, but you want to narrow the scope of the event to measure an action that's important to your business. For example, Analytics already measures pageviews automatically, but you may want a separate custom event for when someone views a confirmation page. Instead of creating a custom event in these cases, you could create a copy of the event or modify the event directly, from within Google Analytics. Then, you could mark the event as a key event. This allows you to create events quickly without needing to update your website code. However, make sure to communicate these changes with the person who makes changes to your website code if that isn't you. Otherwise, you may overcount the interaction if they too create a custom event for that interaction. See the events in your reports After you implement a custom event and Google Analytics collects the event, you can use the Events report in the Reports section to see how many times the event was collected and other data about the event in the specified date range. You can also select an event name to open a more detailed report about that event, including details about the parameters, demographics about the users who triggered the event, and how many users triggered each event (and the associated parameters) in realtime.Adding these events to your website or mobile app helps you measure additional features and behavior as well as generate more useful reports, and build suggested audiences. Because these events require additional context to be meaningful, they're not sent automatically. Use the links in this article to see the prescribed parameters for each event. You should send recommended events with their prescribed parameters to get the most details in your reports and to benefit from future features and integrations as they become available. To learn how to set up a recommended event on your website, see Set up events. For your app project, see Log events. The data from these events automatically update predefined dimensions and metrics so you can analyze the data in your reports. For all properties We recommend these events to all customers in all business verticals. Later sections in this article include some of these events when we recommend sending the events for the given use case. For online sales We recommend these events when you want to measure sales on your site or app. They're useful for retail, ecommerce, education, real estate, and travel. Sending the events populates the Ecommerce purchases report. To learn more about these events, see Measure ecommerce for your website. View Measure ecommerce (app) for events in your app project. For lead generation We recommend these events when you want to measure the full lead generation funnel for online and offline activity. They're useful for business-to-business sales, automotive sales, insurance sales, or generally for when conversions occur offline. Sending these events populates the Lead acquisition report. Event Trigger when a user... generate lead submits a form online or submits information offline qualify lead is marked as fitting the criteria to become a qualified lead disqualify lead is marked as disqualified to become a lead for one of several reasons working lead contacts or is contacted by a representative close convert lead became a converted lead (a customer) close_unconverted lead is marked as not becoming a converted lead for one of several reasons For games We recommend these events for games properties. Sending these events populates the games reports. Verify your events Monitor recommended events after setup using the DebugView tool. You can also view the Realtime report to see events coming in from real users as the events are triggered. Event recommendations in Analytics The Events report provides recommendations on events to collect based on the data you already collect or the app category in the Google Play Store or iOS App Store (e.g., ecommerce, travel). Three recommendations appear at the top of the Event table by default. To see the Campaign URL Builder to check whether a URL path is valid. The firebase screen id and firebase screen class parameters are automatically collected unless you disable screenview tracking. Event Automatically triggered... Parameters ad click (app) when a user clicks an ad Publisher events coming from AdMob via the Google Mobile Ads SDK or Ad Manager via the Ad Manager integration This event is not exported to BigQuery. ad_event_id ad_exposure (app) when at least one ad served by the Mobile Ads SDK is on screen This event does not appear in reports and is not exported to BigQuery. firebase screen, firebase screen_id, firebase screen class, exposure time ad_impression (app) when a user sees an ad impression Publisher events coming from AdMob via the Google Mobile Ads SDK or Ad Manager via the Ad Manager integration This event is not exported to BigQuery. ad_impression value or currency is passed with the default integration. ad_event_id, value ad_query (app) when an ad request is made by the Mobile Ads SDK This event does not appear in reports and is not exported to BigQuery. firebase screen, firebase screen_id, firebase screen class, exposure time 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 The event is sent when you integrate Firebase Crashlytics. fatal, timestamp, engagement time msec when an application package is removed (uninstalled) from an Android device Android only This event is different from the Daily uninstalls by device and Daily uninstalls by user metrics, which are both reported by Google Play Developer Console. The app_remove event counts the removal of application packages, regardless of the installation source, and the count changes depending on the date range you are using for the report. The Daily uninstalls by device and Daily uninstalls by user metrics count the removal of application packages only when they were installed from Google Play, and are reported on a daily basis. app_store_refund (app) when an in-app purchase is refunded by Google Play Android only This event is not exported to BigQuery. product_id, price, value, currency, cancellation_reason app_store_subscription_convert (app) when a free-trial subscription is converted to a paid subscription This event is set as a default key event. Requires an initial subscription that was made on or after July 1, 2019. An initial free-trial subscription is logged as an in-app purchase with the subscription parameter set to true. This event is not exported to BigQuery. product_id, price, value, currency, quantity app_store_subscription_renew (app) when a paid subscription is renewed This event is set as a default key event. Requires an initial subscription that was made on or after July 1, 2019. This event is not exported to BigQuery. product_id, price, value, currency, quantity, renewal_count event (app) logged in place of an event that can't be logged because it is invalid in some way err (firebase error), ev (firebase error value), and_el (firebase_error_length) parameters have additional information. This event does not appear in reports and is not exported to BigQuery. firebase_error, firebase_error_value firebase_campaign (app) when the app is launched with campaign parameters source, medium, campaign, term, content, gclid, acclid, cpl, amid, click timestamp, campaign_info source firebase_in_app_message_action (iOS) fiam_action (Android) when a user takes action on a Firebase In-App Message message_name, message_device_time, message_id firebase_in_app_message_dismiss (iOS) fiam_dismiss (Android) when a user dismisses a Firebase In-App Message message_name, message_device_time, message_id firebase_in_app_message_impression (iOS) fiam_impression (Android) when a user sees a Firebase In-App Message message_name, message_device_time, message_id 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. Supports measuring first_open key events for users who accept Apple's iOS 14 app-tracking prompt. previous_gmp_app_id, updated_with_analytics, previous_first_open_count, system_app_update_deferred_analytics_collection, reset_analytics_cause, engagement_time msec first_visit (app, web) the first time a user visits a website or launches an Android instant app with Analytics enabled client_id, ga_session_id, ga_session_number, ignore_referrer, page_location, page_referrer, page_title, traffic_type notification_dismiss (app) when a user dismisses a notification sent by Firebase Cloud Messaging (FCM) Android only message_name, message_time, message_device_time, message_id, topic, label, message_channel_notification_foreground (app) when a notification sent by FCM is received while the app is in the foreground message_name, message_time, message_device_time, message_id, topic, label, message_channel, message_type notification_open (app) when a user opens a notification sent by FCM message_name, message_time, message_device_time, message_id, topic, label, message_channel_notification_receive (app) when a notification sent by FCM is received by a device when the app is in the background Android only message_name, message_time, message_device_time, message_id, topic, label, message_channel, message_type os_update (app) when the device operating system is updated to a new version. The previous operating system version id is passed as a parameter previous_os_version screen_view (app) when a screen transition occurs and any of the following criteria are met: No screen was previously set The new screen name differs from the previous screen-class name The new screen-class name differs from the previous screen-id differs from the previous screen_id firebase_screen, firebase_screen_class, firebase_screen_id, firebase_previous_screen, firebase_previous_class, firebase_previous_id, engagement_time msec 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. Learn more client_id, ga_session_id, ga_session_number, ignore_referrer, page_location, page_referrer, page_title, traffic_type view_search_results (web) each time a user performs a site search, indicated by the presence of a URL query parameter Collected by default via enhanced measurement. search_term, optionally q (where matches an additional query parameter you specify to be collected under advanced settings) Note: This event only sends the unique_search_term parameter when it has a value of 1 (i.e. when the string is unique to that session). pdfjsx?{docx?{txt|rtf|csv|exe|key|pp[s|t|tx]}?{pk|rar|gz|zip|av|mov|mp4|mpeg|g|wmv|midi?|mp3|wav|wma 1. Juli Event 1: Feines Tuch Uhrzeit: 13:00 - 17:00 Uhr Information: Drop von Bossen und Steinen Event 2: Power Mount - Lwen Urkunde Information: Drop von Bossen und Steinen Uhrzeit: 17:00 - 19:00 Uhr Event 3: Pferde Quest Hilfe (lvl 12 -20) (nur Germania und Teutonia) Uhrzeit: 20:00 Uhr Information: Map: Songpa (Chunjo) / Daeyami (Jinno) / Miryang (Shinsoo). 2. Juli Event 1: Cor Draconis (Roh)Uhrzeit: 15:00 - 19:00 Uhr Information: Drop von Bossen und Steinen Event 2: Power Mount - Wolf Urkunde Uhrzeit: 19:00 - 21:00 Uhr Information: Drop von Bossen und Steinen 3. Juli Event 1: Power Mount - Moa Urkunde Uhrzeit: 17:00 - 19:00 Uhr Information: Drop von Bossen und Steinen Event 2: Kleine Segnung Uhrzeit: 20:00 - 0:00 Uhr Information: Drop von Bossen und Steinen Event 3: Erz Event Uhrzeit: 21:00 - 23:00 Uhr Information: Map: Songpa, Daeyami und Miryang 4. Juli Event 1 : Cor Draconis (roh) Uhrzeit: 18:00 - 22:00 Uhr Information: Drop von Bossen und Steinen Event 2: Power Mount - Dragor Urkunde Uhrzeit: 23:00 - 01:00 Uhr Information: Drop von Bossen und Steinen 5. Juli Event 1: Gegenstand verzaubern BÜhrzeit: 16:00 - 20:00 Uhr Information: Drop von Bossen und Steinen Event 2 : Purpur Ebenholzkiste Uhrzeit: 20:00 - 0:00 Uhr Information: Drop von Bossen und Steinen 6. Juli Event 1: Grne Drachenbohne Uhrzeit: 11:00 - 15:00 Uhr Information: Drop von Bossen und Steinen Event 2: Teleportationsring Uhrzeit: 16:00 - 20:00 Uhr Information: Drop von Bossen und Steinen Event 3: Fischpuzzlespiel Uhrzeit: 20:00 - 0:00 Uhr 7. Juli Event 1: Konzentriertes Lesen Uhrzeit: 16:00 - 20:00 Uhr Information: Drop von Bossen und Steinen Event 2: Fischzucht (nur Europe)Uhrzeit: 19:00 - 21:00 Uhr Information: Tauscht eure Karpfen gegen diverseItems!Event 3: Power Mount - Rentier Urkunde (w) Uhrzeit: 21:00 - 23:00 Uhr Information: Drop von Bossen und Steinen 8. 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Juli Event 1: Feines Tuch Uhrzeit: 13:00 - 17:00 Uhr Information: Drop von Bossen und Steinen Event 2: Power Mount - Lwen Urkunde Information: Drop von Bossen und Steinen Uhrzeit: 17:00 - 19:00 Uhr Event 3: Pferde Quest Hilfe (lvl 12 -20) (nur Germania und Teutonia)Uhrzeit: 20:00 Uhr Information: Map: Songpa (Chunjo) / Daeyami (Jinno) / Miryang (Shinsoo). 30. Juli Event 1: Cor Draconis (Roh)Uhrzeit: 15:00 - 19:00 Uhr Information: Drop von Bossen und Steinen Event 2: Power Mount - Wolf Urkunde Uhrzeit: 19:00 - 21:00 Uhr Information: Drop von Bossen und Steinen Event 3: Supersteine Uhrzeit: 20:00 - 23:59 Uhr Information: Event startet ohne Servernachricht. 31. Juli Event 1: Power Mount - Moa Urkunde Uhrzeit: 17:00 - 19:00 Uhr Information: Drop von Bossen und Steinen Event 2: Kleine Segnung Uhrzeit: 20:00 - 0:00 Uhr Information: Drop von Bossen und Steinen

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