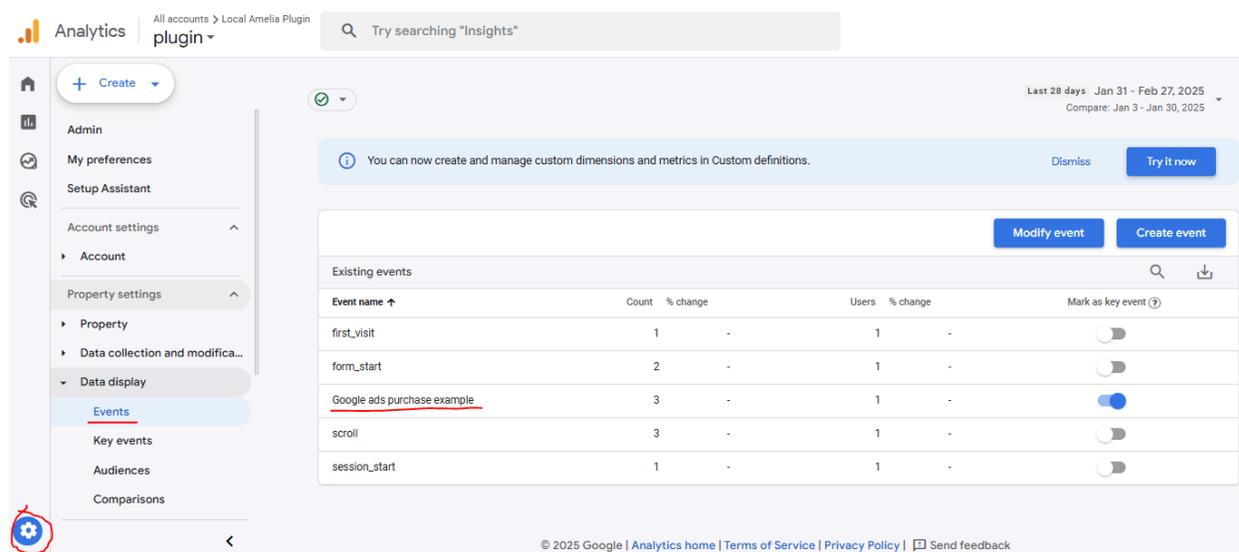


How to create GA4 Exploration AKA Custom report

Verifying GA4 Event Tracking for WP Amelia and Custom definitions settings

To track WP Amelia custom events and Event parameters, you first need to confirm that these events are being recorded by GA4.



The screenshot shows the Google Analytics 4 interface. The left sidebar is expanded to 'Data display' > 'Events'. The main content area shows a table of existing events. A red circle highlights the gear icon in the sidebar. A blue notification banner at the top states: 'You can now create and manage custom dimensions and metrics in Custom definitions.' The table below lists several events with their counts and user counts.

Event name	Count	% change	Users	% change	Mark as key event
first_visit	1	-	1	-	<input type="checkbox"/>
form_start	2	-	1	-	<input type="checkbox"/>
Google ads purchase example	3	-	1	-	<input checked="" type="checkbox"/>
scroll	3	-	1	-	<input type="checkbox"/>
session_start	1	-	1	-	<input type="checkbox"/>

You should also have already created the appropriate Custom definitions. (For details on creating Custom definitions, please see [this article](#), section "Creating Custom definitions").

Creating an Exploration

To create an Exploration, go to the "Explore" section of GA4. We recommend starting with a "Blank" exploration:

Analytics All accounts > Local Amelia Plugin plugin

Try searching "Insights"

Home
Reports
Explore
Advertising

Explorations

Start a new exploration

Template gallery

Blank
Create a new exploration

Free form
What insights can you uncover with custom charts and tables?

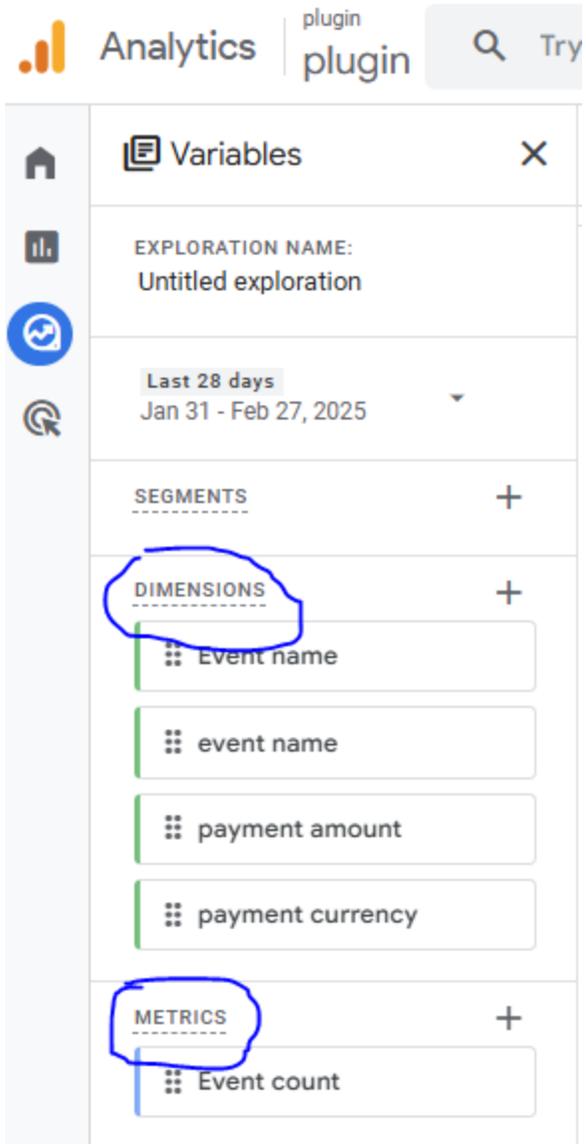
Funnel exploration
What user journeys can you analyze, segment, and breakdown with multi-step funnels?

Path exploration
What user journeys can you uncover with tree graphs?

Type	Name ↓	Owner	Last modified ↓	Property	Q
	Untitled exploration	Vladimir Mirkov	1:43 PM	plugin	⋮

Admin

In the left menu under "Variables," choose the dimensions and metrics you want to analyze.



For this example, we will use the following:

- **Dimension:** 'Event name' (GA4's default dimension – *case-sensitive*)
- **Dimension:** Event parameters from the WP Amelia plugin (for which you should have already set up Custom definitions in GA4)
- **Metric:** Event count

Variables

EXPLORATION NAME: Untitled exploration

Last 28 days
Jan 31 - Feb 27, 2025

SEGMENTS +

DIMENSIONS +

- Event name
- event name
- payment amount
- payment currency

ROWS

- Event
- event
- paym
- paym
- + Drop

START ROW 1

SHOW ROWS 10

SETTING

All 359 Predefined 356 Custom 3

Dimension name

- Attribution
- Custom
 - event name
 - payment amount
 - payment currency
- Demographics
- Ecommerce
- Event
 - Event name

Analytics plugin

Variables

EXPLORATION NAME: Untitled exploration

Last 28 days
Jan 31 - Feb 27, 2025

SEGMENTS +

DIMENSIONS +

- Event name
- event name
- payment amount
- payment currency

METRICS +

- Event count

ROWS

- Event
- event
- paym
- paym
- + Drop

START ROW 1

SHOW ROWS 10

NESTED ROW No

COLUMNS

SETTING

Select metrics 1 of 169 selected

All 169 Predefined 169 Custom 0

Metric name

- Advertising
- Ecommerce
- Event
 - Event count
 - Event count per active user
 - Event value
 - Events per session
 - First opens
 - First visits
 - Key events
- Other
- Page / screen

The next step is to define the Exploration layout. In this example:

- **Rows:** Will display the 'Event name' (GA4's default dimension), followed by the Event parameters sent from WP Amelia (based on your previously created Custom definitions).
- **Values:** Will display the Event count (GA4's default metric).

The screenshot shows the Google Analytics Explorations interface. On the left, the 'Settings' panel is open, showing configuration for an exploration named 'Untitled exploration'. The 'DIMENSIONS' section is circled in blue and contains 'Event name', 'event name', 'payment amount', and 'payment currency'. The 'METRICS' section is also circled in blue and contains 'Event count'. The 'ROWS' section is circled in red and contains 'Event name', 'event name', 'payment amount', and 'payment currency'. The 'VALUES' section is circled in blue and contains 'Event count'. The main table displays the results of the exploration, with columns for 'Event name', 'event name', 'payment amount', 'payment currency', and 'Event count'. The table includes a 'Totals' row and a list of events with their respective counts.

Event name	event name	payment amount	payment currency	Event count
Totals				17
1	form_start	(not set)	(not set)	3
2	scroll	(not set)	(not set)	3
3	user_engagement	(not set)	(not set)	3
4	first_visit	(not set)	(not set)	2
5	session_start	(not set)	(not set)	2
6	Google ads purchase example	(not set)	(not set)	1
7	Google ads purchase example	Test Event	EUR	1
8	Google ads purchase example	Test Event	EUR	1
9	Google ads purchase example	Test Event	EUR	1

Remember, this is just one example of how to set up an Exploration. GA4 Explorations are highly customizable, and the layout you choose should reflect your specific reporting needs and preferences. Feel free to experiment with different dimensions, metrics, and layouts to get the insights that are most valuable to you.

Regards,
WPAmelia team