

ENHANCED MEASUREMENT EVENT: CHEAT SHEET

Enhanced Measurement Event Name (in set up)	Event Name(s) in GA4 Reports	Notes	Resources
<i>Page views</i>	page_view	language page_location page_referrer page_title screen_resolution These 5 event parameters are sent with page_view (and all events)	How to use page_referrer: previous page in Google Analytics
<i>Scrolls</i>	scroll	This enhanced measurement event will fire only when a scroll depth of 90% has been achieved	How to track scroll track at 25%, 50%, 75%, and more: GA4 advanced scroll tracking
<i>Outbound clicks</i>	click	Helpful but will only fire on link clicks that leave your domain.	Here's how to track internal link clicks as well: set up GA4 link click tracking
<i>Site search</i>	view_search_results	Must use event parameter called search_term to actually view the specific search terms (requires creating a custom dimension).	How to register an event parameter as a custom dimension: custom dimensions in GA4
<i>Form interactions</i>	form_start form_complete	Some people have reported issues with this event working as expected. I do not use personally.	You can set up your own form submission tracking: With Google Tag Manager With GA4 Event Interface
<i>Video engagement</i>	video_start video_progress video_complete	Must use event parameter called video_percent to see the % progress along with the video_progress event (requires creating a custom dimension).	Video tutorials showing how to do your own video reporting: Report on all starts + completions Report on video progress
<i>File downloads</i>	download	Automatically tracks all files that are clicked for download	