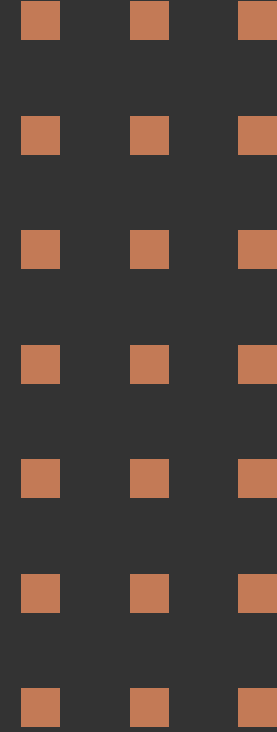


ZappyPeople's



MULTI-SECTOR GA4 EVENTS GUIDE

“Must have” &
“Next level” events by field

Check it out >>>



Healthcare



GA4 Events Guide

Must have

login: Tracks user logins, useful for tracking against portal OKRs

search: Monitors searches conducted within the platform, also useful for tracking against UX goals

Next level

view_item: For tracking views of detailed information pages about healthcare services or products -- these can be encoded to remove PHI

select_content: Tracks when a user has made a selection, such as choosing a doctor's profile or healthcare plan





Publishers



GA4 Events Guide

Must Have

view_content: Track when a user expresses interest in a service, such as filling out a contact form

engagement_time: Track user logins, essential for services offering customer/user portals

sign_up: Track signups for newsletters and other digital periodicals

purchase: Track subscriptions and other purchases

⚡ Next Level

scroll: Tracking the depth of content accessed can be useful in page orientation planning

video_start and video_complete: Video interactions should be tracked, if they aren't automatically covered!





CPG / brands



GA4 Events Guide

Must Have

view_item: For tracking views of specific products

select_content: For tracking when users interact with content related to products or campaigns

Next Level

add_to_wishlist: Tracks when users add products to a wishlist or save them to a profile

share: Tracks when users share content or products on new media platforms, signaling engagement and promoting visibility



4

B2B services



GA4 Events Guide

Must Have

generate_lead: Track when a user expresses interest in a service, such as filling out a contact form

login: Track user logins, essential for services offering customer/user portals

Next Level

sign_up: Tracks new user registrations, useful for signup processes to access content/trials/etc.

view_promotion: Tracking when a promotion or offer is viewed, useful for various B2B service categories



5

E-commerce



GA4 Events Guide

Must Have

add_to_cart: Tracks when a user adds items to their shopping cart.

purchase: Captures when a purchase is completed.

⚡ Next Level

view_item: Tracks views of product details.

view_item_list: Tracks views of lists of products or categories.

begin_checkout: Captures when a user begins the checkout process.



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