# mediahawk

### Mediahawk to GA4 event workflow

This workflow explains how an event is created in GA4 using the Mediahawk integration and what you need to do vs what will happen automatically

#### Step 1:

Follow the **instructions** on the Mediahawk support site to connect your GA4 account and create your events

Your event(s) will **automatically** appear in GA4 in the **Event** section using the name you specified in Mediahawk e.g. Mediahawk\_dynamic\_calls

(This may take 24hrs to appear)

#### Step 2:

In GA4 create your parameters as custom dimensions. You can simply copy and paste the information from your event in Mediahawk

#### Step 4:

If you want to count this event as a conversion, you can do so by either:

Waiting for the event to appear in the **Event** section in the **Admin** area, and then using the toggle to mark it as a conversion

- or -

You can easily create the conversion event, in the **Conversion** menu in the Admin area. Click **New conversion event,** and either type or copy and paste the name of your event from Mediahawk

Finished - your set up is now complete

**Note:** If you want to report on the parameters, you will need to create them as **Custom Dimensions**. If you don't create them, the event will still work, but you won't be able to see any additional information used in the event in GA4 reports.

**Note:** Waiting for the event to appear in GA4 can take up to 24 hours.

Creating the conversion event manually, and at the same time as your custom dimensions, means you can complete your set up quickly and easily without having to come back at a later time.

When manually creating the conversion event, the name needs to be exactly the same as the one in Mediahawk.



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# **Creating a GA4 conversion event**

Create powerful and precise conversion events using the parameter data from Mediahawk

#### Step 1:

In the **Admin** area of GA4, go to **Events**, click **Create event**, and in the window that opens, click **Create** in the top right corner

#### Step 2:

Give your custom event a name e.g. mh\_dynamic\_calls\_effective

#### Step 3:

In **Matching conditions**, for the first parameter you need to add your event name to the value. The event name is what you called your event in Mediahawk e.g. Mediahawk\_dynamic\_calls

#### Step 4:

Add additional parameters by using the **Add condition** button. Use these parameters to filter the data to only track what you consider a conversion

### E.g.

Parameter: mh\_call\_status Operator: equals Value: effective

In this example, it would create an event for effective calls. You can add multiple parameters to get your desired result

#### Step 5:

Once happy, click the **Create** button in the top right corner

#### Step 6:

Use the conversion toggle to mark your new event as a conversion

**Note:** event names can only consist of letters, digits or underscores (\_) - no spaces are allowed.

It is also best practice for the event names and parameters to only be in lowercase.

#### Handy tip:

At this stage, we recommend having the Mediahawk GA4 integration open with your event setup. This is so you can quickly and easily reference the parameters you're using.

Remember, when adding additional parameters, you need to use the data that the value populates, not the name.

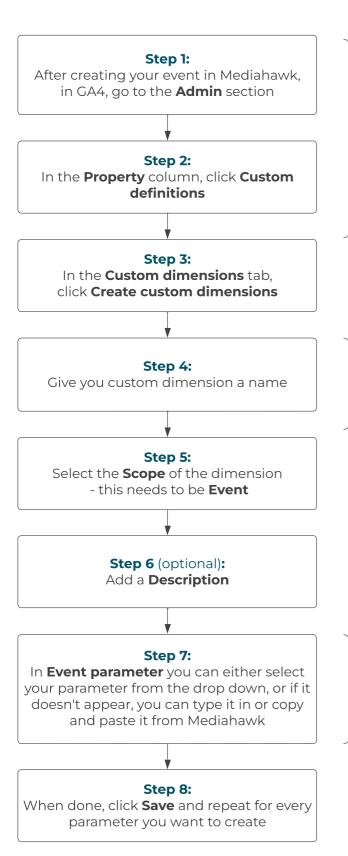
E.g: Don't use 'Call status' as the value, you need to use 'effective' or 'ineffective'.



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### **Creating custom dimensions**

When creating an event, you will need to create the parameters you have used as a custom dimension if you want to report on that data in GA4



### Handy tip:

During this process we recommend having the Mediahawk GA4 integration open with your event setup. This is so you can easily copy and paste the parameter names you have used to complete this step as accurately as possible.

**Note:** whilst the dimension name doesn't need to match the parameter name, to avoid confusion we recommend using the parameter name as the dimension name.

E.g. If in Mediahawk you have given a parameter the name mh\_call\_status - we recommend using mh\_call\_status as the dimension name.

**Note:** Event parameters can only be assigned to one custom dimension