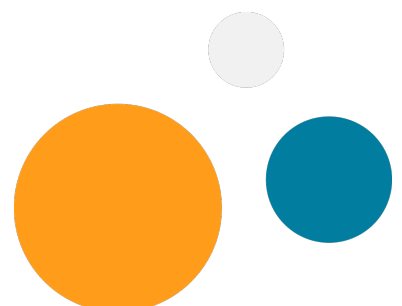
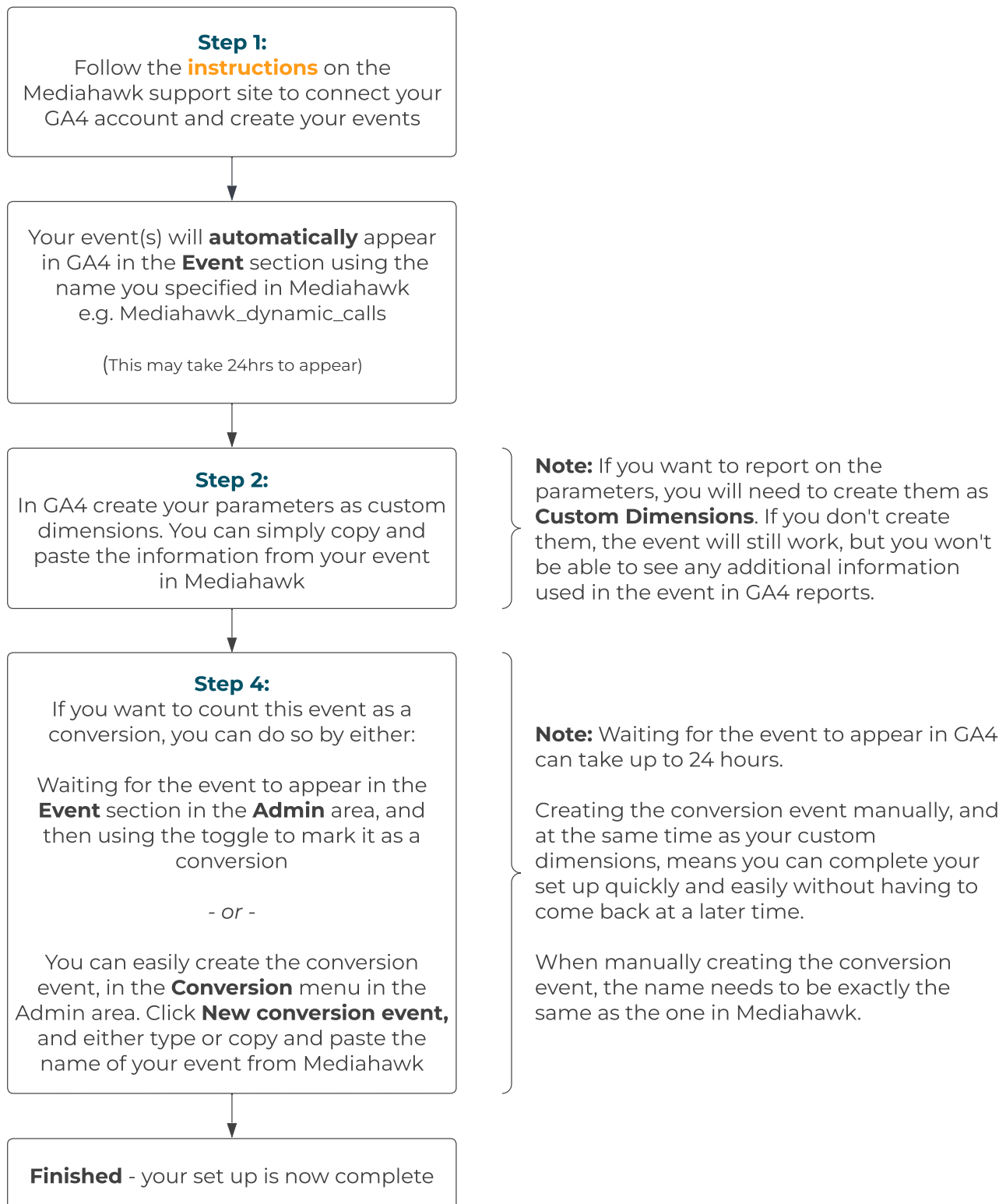


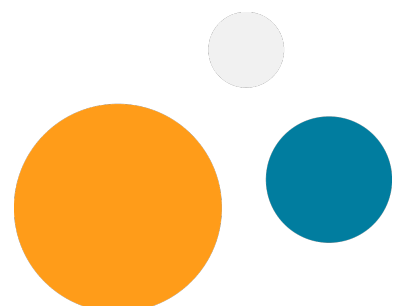
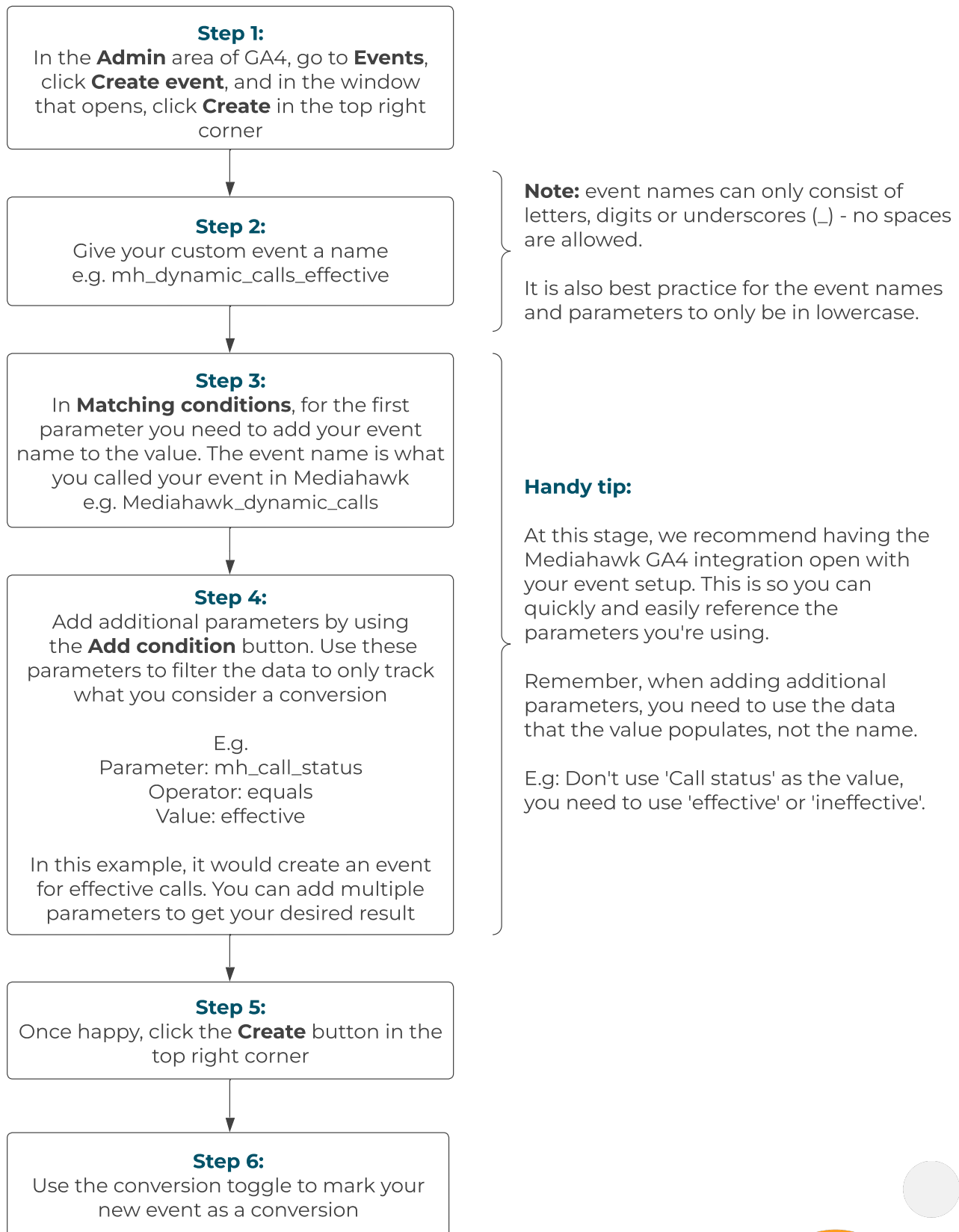
## Mediahawk to GA4 event workflow

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



## Creating a GA4 conversion event

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



## 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

