

1. Accessing and Creating a New Exploration Report

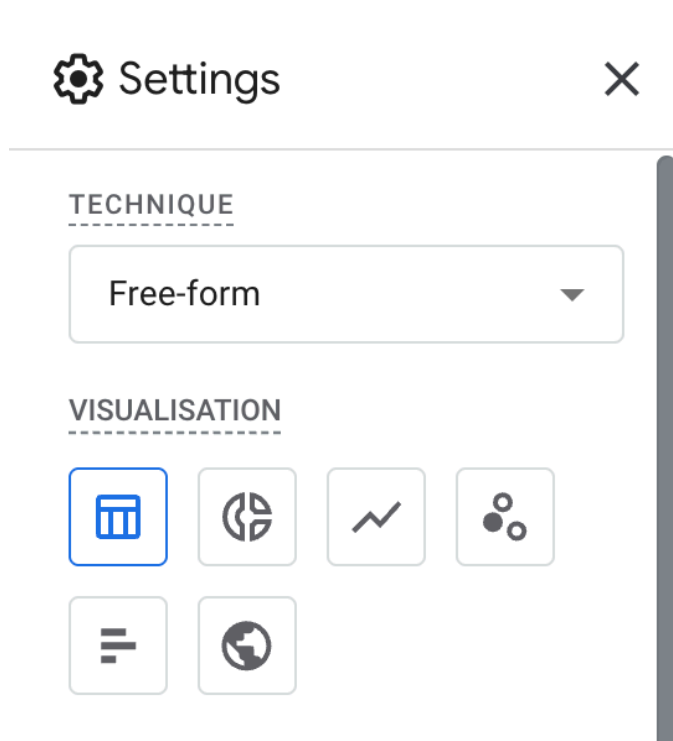
The Explore section in GA4 is where you build custom reports for advanced analysis.

Step 1.1: Navigate to the Explore Tab

1. Log into your Google Analytics 4 property.
2. In the left-hand navigation menu, click on Explore (the compass icon).
3. Click the + Blank template to start a new report from scratch, or choose Free-form if available.

Step 1.2: Name and Configure the Tab

1. In the Variables column on the left, give your Exploration a descriptive name, such as: Event tracking - date, city, region.
2. Ensure your Technique is set to Free form in the Tab Settings column.



2. Importing Dimensions and Metrics

Dimensions are the descriptive attributes (like City or Event Name), and Metrics are the quantitative data (like Event Count). You must first import them into the Variables column before you can use them.

Step 2.1: Import Required Dimensions

1. In the Variables column, next to Dimensions, click the + icon
2. Search for and select the following dimensions. Click Import when finished:
 - Event name

- Session source / medium (be sure to select the correct one as there are multiple source/medium)
- City (or Town/City)
- Region
- Date
- Hour (this will give you the hour of the day the event occurred)

DIMENSIONS +

⋮ Date

⋮ Hour

⋮ Region

⋮ Town/City

⋮ Event name

⋮ Session source/medium

Step 2.2: Import Required Metrics

1. In the Variables column, next to Metrics, click the + icon
2. Search for and select the following metric. Click Import when finished:
 - Event count

METRICS +

⋮ Event count

3. Building the Report and Adding Dimensions


Now, you will drag the imported items from the Variables column into the Tab Settings column to build your report table.


Step 3.1: Set up Rows and Columns


1. In the Variables column, drag the following dimensions to the Rows box under Tab Settings to create the report breakdown:
 - Town/City
 - Region
 - Date


- Hour
- Session source/medium


ROWS

 Date

 Hour


 Town/City


 Region

 Session
source/medium

2. In the Variables column, drag the event count metrics to the Values box under Tab Settings.


VALUES


 Event count

 Drop or select metric

3. In the Variables column, drag the event name metrics to the Columns box under Tab Settings.

COLUMNS

 Event name

 Drop or select dimension

Your report will now display the number of events and users broken down by city, region, date, and hour, but for *all* events and *all* traffic sources.

4. Applying Filters for Specific Event and Source

This step focuses the report specifically on the "contact_thank_you" event and the "thomasnet" source/medium traffic.

Step 4.1: Filter by Event Name

1. In the Tab Settings column, find the Filters box at the bottom.
2. Drag the Event name dimension from the Variables column into the Filters box.
3. Configure the filter:
 - Select dimension: Event name
 - Match type: Exactly matches
 - Expression: contact_thank_you
4. Click Apply. This ensures the report only shows data for this specific event.

Note: if you want to include multiple event names, you can use match type "contains" and use expression "thank_you". This will include any event that contains "thank_you".

Step 4.2: Filter by Session Source / Medium

1. In the Tab Settings column, drag the Session source / medium dimension from the Variables column into the Filters box.
2. Configure the filter:
 - Select dimension: Session source / medium
 - Match type: Contains
 - Expression: thomasnet
3. Click Apply. This now restricts the data to only include sessions where the traffic source/medium *contains* "thomasnet".

FILTERS

Event name contains
thank_you

Session source/medium
contains thomasnet

+ Drop or select dimension
or metric