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# Google Analytics 4 Custom Events Overview



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**December 2022**

## GA4 Event Considerations

Google Analytics 4 measurement model is event-based, meaning every tracked activity by a user in the interface is considered an event.

These events are classified into (4) categories:

Event Category	Description
<b>Automatically Collected Events</b>	Events that are automatically collected when you setup data collection and are trigger by basic interactions with your website.
<b>Enhanced Measurement Events</b>	Events that are automatically collected when you enable enhanced measurement at a data-stream level. These events collect more data out of the box.
<b>Recommended Events</b>	Pre-defined events that are grouped by business categories. Still need to be implemented as a custom event.
<b>Custom Events</b>	Events that you create from scratch.

When it comes to the creation of custom events for Google Analytics 4, there are two approaches a business can take. The first and **recommended approach** is to setup GA4 Custom Events via a tag management system like Google Tag Manager. The second approach is to create events via the user interface.

## How should you plan the structure of your events?

Once you have decided the preferred platform to setup custom event tracking. You must determine which of the (4) event categories your event belongs to. To do so, follow the instructions below:

1. Check if the event that you want to track is among the [automatically collected events](#).
2. If not, then check if you event is mentioned among the [Enhanced Measurement Events](#) (e.g., file\_download).
3. If not, then check the [recommended events](#) and their naming convention.
4. If none of the above categories apply to the event you want to track, proceed to create a [custom event](#).

If you decided to create a custom event via Google Tag Manger, click [here](#)

If you decided to create a custom event via the user interface, click [here](#)

## Need More Help?

Contact MoreVisibility at [info@morevisibility.com](mailto:info@morevisibility.com) or (800) 787-0497.