

GA4 Parameter Descriptions per Event

Here you can find a list of GA4 events, their parameters, parameter descriptions, and example values for parameters.

Event Name	Name	Param Desc	Param Example Value	Visual Aid for Params
<i>AEM Contact Forms</i> <i>Pardot Contact Forms</i> <i>Salesforce Contact Forms</i>	action	Form type (and optionally previous page name)	Form type: general-enquiry, specific-enquiry.. Prev page name: Building Finishing, Concrete Admixtures..	
	label	Form source page - the page form was filled out	Form source: contentpage, homepage.. Form prev param: /content/fr/main/fr/contact/professionnels.html, /en/Contact-Us.html	
<i>Time On Site > 60s</i> <i>Time On Site > 120s</i> ...	label	Category of the page that the action took place	Content Page, Campaign Page, ..	
<i>video_start</i> <i>video_pause</i> <i>video_complete</i> <i>video_progress</i>	video_id	ID of the video content		
	video_percent	Percentage of the video play progress (only with _progress		

		event)		
	video_provider	Static text: Video provider name	qumu	
BuyNow CTA	action	Text of the clicked component		
	buy_type	Type of the buy-now action	online, offline, combined	
	component_function	Functionality or purpose of the interacted component	trigger_buynow	
	label	Category of the page that the action took place		
	product_id	Product id of the buy-now item		
	product_name	Product name of the buy-now item		
	provider	Provider of the buy-now functionality on the page		
Calculator	application_name	Calculator application name from the calculator iframe	consumption-calculator-levelling-compounds_jan-23-2, schonox-tile-adhesives-2, etc..	
	calculator_name	Chosen calculator name	consumption calculator	
	label	Category of the page that the action took place	Content Page, Campaign Page, ..	
	product_id	Product ID of the item that the calculator was used for	139096, 7272, etc	
	product_name	Product name of the item that the calculator was used for	SCHÖNOX® HS 50, SCHÖNOX® SHP, etc	

Choose application - desktop Choose application - mobile	action	Text of the clicked component	Concrete, Gebäudeelemente, ..	
	label	Target url of the clicked element	https://usa.sika.com/en/construction/concrete.html , https://deu.sika.com/de/industrie/gebaeudeelemente.html , ..	
Contact ^[1]	action	Static text	Email Click	
	label	Clicked contact email address		
Contact ^[2]	action	Static text	Phone number Click	
	label	Text of the clicked component		
Contact ^[3]	action	Static text	Contact Us Section	
	label	Text of the clicked component		
Country Selector	action	Selected country name		
	label	Clicked url (Country url)		
Country Switch	action	Selected option on country switch banner	Stay On, Go To, Select A Country	
	label	(If available) Clicked url (Country url)		
CTA	action	Text of the clicked component		

	label	Category of the page that the action took place		
Download	action	"document type"-"document format"-"document language"		
	label	url of the clicked document		
Download Cart [1]	action	Static text	Add to	
	label	(If available: clicked document url)# document type - document format - document language	https://tha.sika.com/dam/dms/th01/h/GHSSDS_T_SikaGrout®-212GP_2024.pdf#safety_data_sheet-PDF-th ..	
Download Cart [2]	action	Action of download from document cart	Download Selected, Merge PDF	 Merge PDF
			Download Selected	 Download Selected
	label	Selected number of documents	All Docs or Docs: ## (selected count/all docs count)	
FAQ Item	action	Static text	Click	
	label	Text of the clicked component		
Helpbox Click	action	Text of the clicked component		
	label	Target url of the clicked element		

Hotspot Item	action	Static text	Click	
	label	Text of clicked element		
Outgoing Link	action	Static text	Click	
	label	Target url of the clicked element		
Prefooter	action	Text of the clicked component		
	label	Target url of the clicked element		
Product ^[1]	action	Clicked link type	Click PDF	
	label	URL of the page that the action took place		
Product ^[2]	action	Static text	Favorize	
	label	URL of the page that the action took place		
Product page	action	Static text	Tab Click	
	label	Clicked tab name		
Rage Clicks	action	DOM tree of the clicked element	html>body>div>main>div>div>div>div..	
	label	Click frequency	3 clicks in 0.107 seconds..	
Scroll	action	What percentage of the page did the user scroll to?		
	label	Category of the page that the action took place		
Scroll 50%	action	What percentage of the page did the user scroll to?		

	label	Category of the page that the action took place		
Sidebar	action	Static text	Click Icon	
	label	Text attribute of the clicked element		
Site Depth > 2	label	Number of pageviews in the session		
Site Search - HelpBox ^[1]	action	Static text	Results OR Autocomplete OR Recommendation	
	label	Text of the clicked component		
Site Search - HelpBox ^[2]	action	Static text	Search	
	label	Search term		
Site Search - Resultpage ^[1]	action	Static text	Autocomplete	
	label	Text of the clicked component		
Site Search - Resultpage ^[2]	action	Static text	Recommendation OR Results	
	label	Target url of the clicked element		
Site Search - Resultpage ^[3]	action	Static text	Search	
	label	Search term		
Site Search - Top ^[1]	action	Static text	Autocomplete	

	label	Text of the clicked component		
Site Search - Top ^[2]	action	Static text	Recommendation <i>OR</i> Results	
	label	Target url of the clicked element		
Site Search - Top ^[3]	action	Static text	Search	
	label	Search term		
Social Media	action	Name of the shared social media platform		
	label	URL of the page that the action took place		