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Adding these events to your website or mobile app helps you measure additional features and behavior as well as generate more useful reports, and build suggested audiences. Because these events require additional context to be meaningful, they're not sent automatically. Use the links in this article to see the prescribed parameters for each event. You should send recommended events with their prescribed parameters to get the most details in your reports and to benefit from future features and integrations as they become available. To learn how to set up a recommended event on your website, see [Set up events](#). For your app project, see [Log events](#). The data from these events automatically update predefined dimensions and metrics so you can analyze the data in your reports. For all properties We recommend these events to all customers in all business verticals. Later sections in this article include some of these events when we recommend sending the events for the given use case. For online sales We recommend these events when you want to measure sales on your site or app. They're useful for retail, ecommerce, education, real estate, and travel. Sending the events populates the Ecommerce purchases report. To learn more about these events, see [Measure ecommerce for your website](#). View [Measure ecommerce \(app\)](#) for events in your app project. For lead generation We recommend these events when you want to measure the full lead generation funnel for online and offline activity. They're useful for business-to-business sales, automotive sales, insurance sales, or generally for when conversions occur offline. Event Trigger when a user... generate lead submits a form online or submits information offline qualify_lead is marked as fitting the criteria to become a qualified lead disqualify_lead is marked as disqualified to become a lead for one of several reasons working_lead contacts or is contacted by a representative close_convert_lead became a converted lead (a customer) close_unconvert_lead is marked as not becoming a converted lead for one of several reasons For games We recommend these events for games properties. Sending these events populates the games reports. Verify your events Monitor recommended events after setup using the DebugView tool. You can also view the Realtime report to see events coming in from real users as the events are triggered. Event recommendations in Analytics The Events report provides recommendations on events to collect based on the data you already collect or the app category in the Google Play Store or iOS App Store (e.g., ecommerce, travel). Three recommendations appear at the top of the Events table by default. To see more recommendations, click Show All. To display the code snippet to collect an event, click the row for the event. To dismiss a recommendation, hover over the event name and then click . Considerations for updating SDKs to Android 17.2.5 (or later) and/or iOS: 16.20.0 (or later) If you used prior versions of either SDK and are planning to upgrade to Android 17.2.5 (or later) and/or iOS 16.20.0 (or later), you should consider the following: Upon upgrade and from that point forward, you will only be able to access item data within the repeated items array; item data will no longer be available in standard event parameters as it has been prior to these SDK versions. This change was made to support multiple-product analysis. You may need to adjust your references to item/product data as a result. There is a BigQuery schema format change during this upgrade. Item/product data will begin to appear in a repeated field, enabling analysis of multiple products within a single event. You should take care to adjust any query that references item/product data fields during this upgrade