



## How are visitors interacting with content?

Total Events	Unique Events	Sessions with Event	Events/Session with Event
76.3K	34.6K	15.0K	5.1
↓ -21.3%	↓ -19.1%	↓ -14.1%	↓ -8.4%

Events are user interactions with content that can be tracked independently from a web page or a screen load. Downloads, button clicks and video plays are all examples of actions you might want to track as Events.

You need to add Event tracking code to your site or app in order to see data in your Events reports.

1. For tracking setup with Google Tag Manager click [here](#)
2. For tracking setup for websites click [here](#)
3. For tracking setup for apps click [here](#)

Read more: [Set up Event Tracking.](#)

- User Type
- Device Category
- Default Channel Grouping
- Campaign
- Country



# Events Overview

1 Jan 2020 - 31 Jan 2020

Total Events  
**76.3K**

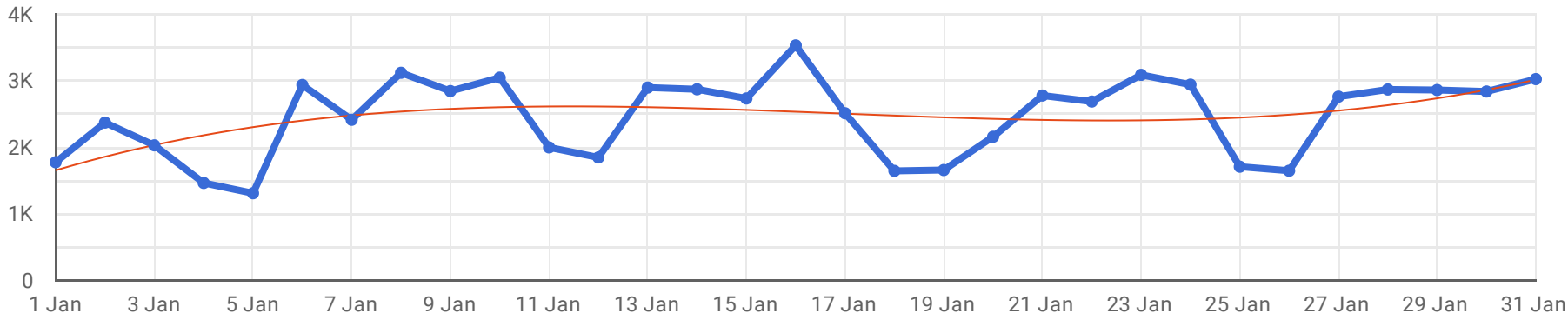
Unique Events  
**34.6K**

Sessions with Event  
**15.0K**

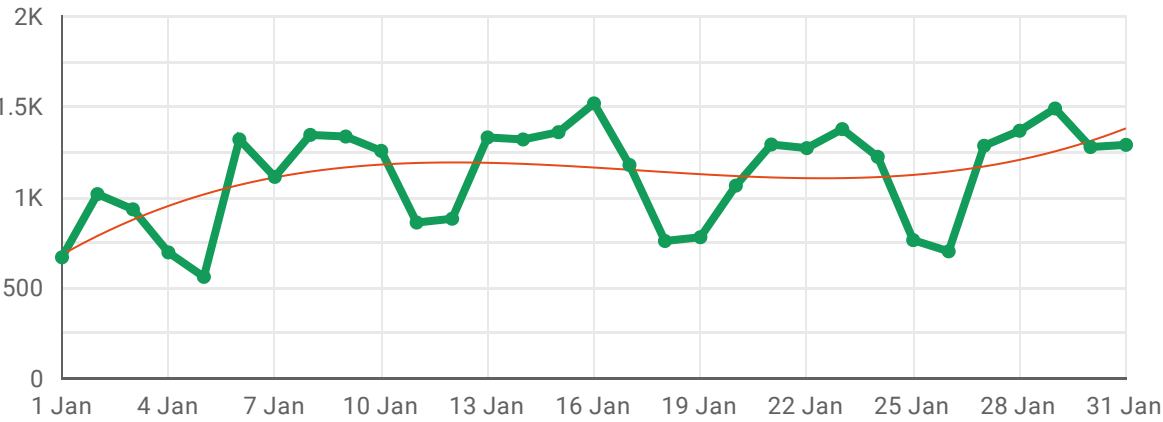
Events/Session with Event  
**5.1**

- User Type
- Device Category
- Default Channel Grouping
- Source
- Campaign
- Country

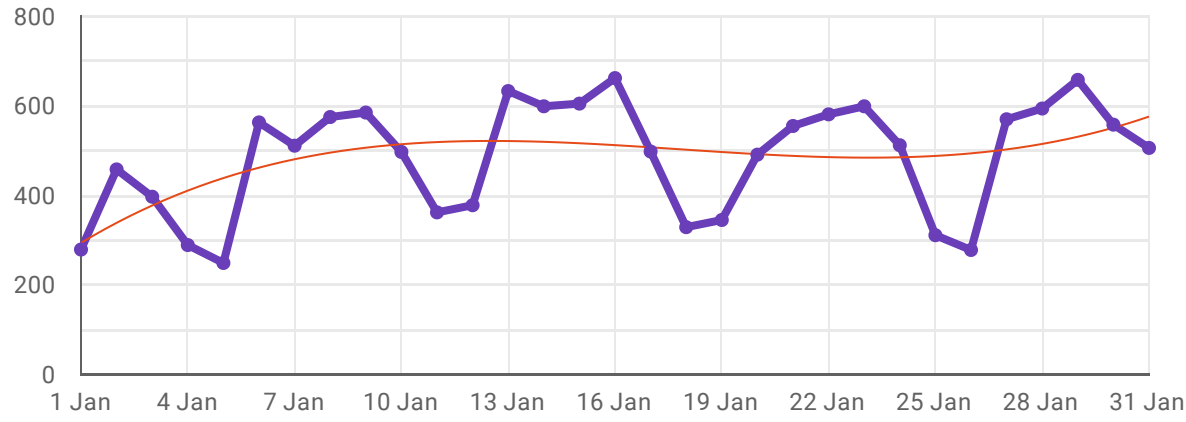
Total Events



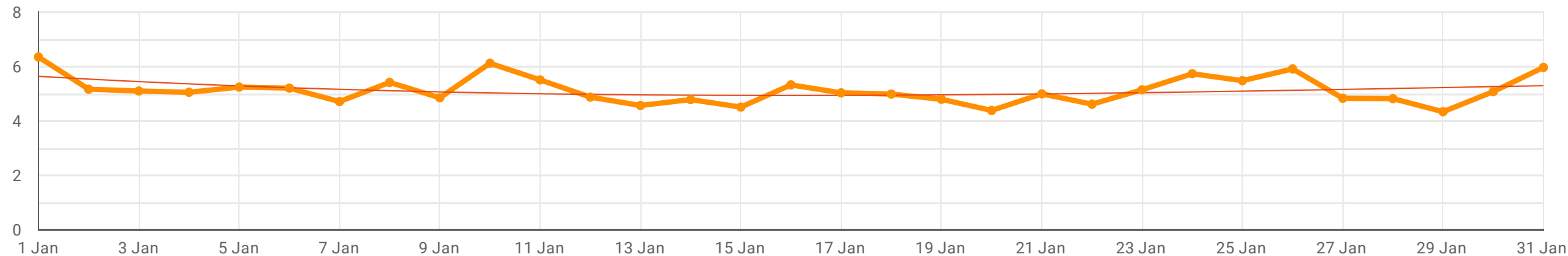
Unique Events



Sessions with Event



Events/Session with Event





# Top Events

1 Jan 2020 - 31 Jan 2020

## Top Event Category

Event Category	Total Events	Unique Events	Event Value	Avg. Value
1. Enhanced Ecommerce	75,710	34,276	0	0
2. Contact Us	581	372	0	0

- User Type ▾
- Device Category ▾
- Default Channel Grouping ▾
- Source ▾
- Campaign ▾
- Country ▾

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## Top Event Label

Event Label	Total Events	Unique Events	Event Value	Avg. Value
1. (not set)	40,131	15,820	0	0
2. Google Tee Grey	1,912	596	0	0
3. Google Zip Hoodie F/C	1,497	515	0	0
4. Google Utility Backpack	1,247	777	0	0
5. Google Crewneck Sweatshirt Grey	979	360	0	0
6. Android Tone Hoodie Black	802	347	0	0

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## Top Event Action

Event Action	Total Events	Unique Events	Event Value	Avg. Value
1. Quickview Click	63,730	26,506	0	0
2. Product Click	7,161	4,805	0	0
3. Add to Cart	3,694	2,117	0	0
4. Remove from Cart	1,123	847	0	0
5. Onsite Click	581	372	0	0
6. Promotion Click	2	1	0	0

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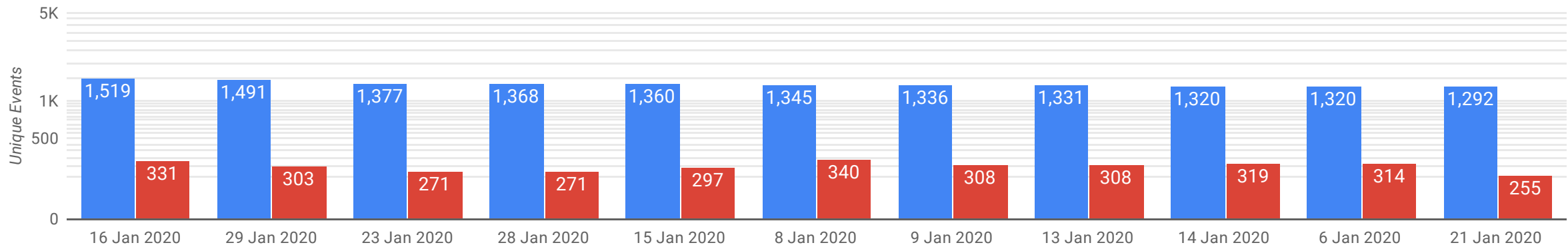
## Page Overview

Page	Total Events	Unique Events	Event Value	Avg. Value
1. /store.html	13,346	6,408	0	0
2. /google+redesign/apparel/mens	12,975	4,184	0	0
3. /google+redesign/lifestyle/bags	4,984	2,795	0	0
4. /google+redesign/new	4,742	2,295	0	0
5. /google+redesign/lifestyle/drinkware	4,218	2,017	0	0
6. /google+redesign/apparel/womens	4,094	1,244	0	0
7. /google+redesign/shop+by+brand/youtube	3,751	2,012	0	0

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- User Type
- Device Category
- Default Channel Grouping
- Source
- Campaign
- Country

Unique Events Goal Completions



## Page Title Overview

Page Title	Total Events	Unique Events	Event Value	Avg. Value
1. Men's / Unisex   Apparel   Google Merchandise Store	17,077	5,950	0	0
2. New   Google Merchandise Store	7,872	4,262	0	0
3. Bags   Lifestyle   Google Merchandise Store	5,144	2,878	0	0
4. Womens   Apparel   Google Merchandise Store	4,797	1,568	0	0
5. Drinkware   Lifestyle   Google Merchandise Store	4,477	2,145	0	0
6. Apparel   Google Merchandise Store	4,271	1,554	0	0

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