

GA4 Key Event Metrics

Metric	Meaning	Examples
Automatically Collected Events	These events provide basic information about how users interact with your website or app, such as the pages they visit, the actions they take, and the time they spend on your site.	first_visit, session_start, file_download, form_start, form_submit, page_view, scroll, click (outbound link), video_start, video_complete
Enhanced Measurement Events	Enhanced measurement events can be enabled or disabled. Also, enhanced measurement events provide more detailed information about how users interact with your website or app.	Video Engagement (start, progress, complete), file_download, Form Interactions (form_start, form_submit), Outbound Links (click), Site Search (view_search_results), Scrolls
Recommended Events	Recommended events are a set of events that Google recommends tracking for specific types of businesses. These events provide valuable information about how users interact with your website or app and can help you improve your marketing campaigns and website design.	generate_lead, login, purchase, search, select_content, sign_up, add_to_cart, begin_checkout, select_item, select_promoton
Custom Events	A custom event is an event whose name and parameters you define. A custom event lets you collect data that Analytics doesn't otherwise collect automatically or recommend.	These events also require custom coding to enable them.