GA4 Event Customization & Conversion Dimensions in Digioh

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What You'll Learn

- **How to rename campaign display events** using page metadata
- **How conversion events** are sent with a fixed name plus a custom dimension
- **Example metadata setups** and GA4 configuration
- **Testing steps** to verify your events

Overview

Digioh's GA4 integration lets you align Digioh campaign events with your organization's existing analytics schema. You can rename campaign display events to match your naming conventions, and you can attach custom labels to conversion events for finer-grained reporting in GA4.This is useful when:

- Your analytics team has a strict event-naming convention and the default Digioh event names (digioh_box_display, digioh_box_conversion) do not fit.
- You want to track multiple conversion types (newsletter signup, quiz completion, promo redemption) as distinct values inside a single rollup event in GA4.

Display Events: Renaming the Event

By default, Digioh fires an event called **digioh_box_display** whenever a campaign appears on a page. You can replace this with a custom event name by adding page-level metadata.

- **Metadata key:** page_custom_event
- **Metadata value:** your desired GA4 event name (for example, display_product_quiz)
- **Fires on:** campaign display
- **GA4 event name:** the exact value you set, replacing digioh_box_display

To add the metadata, open the campaign in Digioh, select the page you want the rename to apply to, and add page metadata with the key page_custom_event and your chosen event name as the value.

Conversion Events: Custom Labels on a Fixed Event

All Digioh conversion events (form submits, button-click conversions, and so on) fire under a single fixed GA4 event name: **digioh_box_conversion**. Rather than rename this event, you attach a custom label as a GA4 event parameter. This lets you keep all your conversions under one event in GA4 while still distinguishing between conversion types in your reports.

- **Metadata key:** page_custom_event
- **Metadata value:** your conversion label (for example, promo_signup_complete)
- **GA4 event name:** digioh_box_conversion (fixed, not renamed)

- **GA4 event parameter:** page_custom_event equals your metadata value

In short, the same metadata key drives both behaviors. On a campaign page that fires a display event, page_custom_event renames the event. On a conversion action, it adds the label as a parameter on the digioh_box_conversion event.

Example Setups

Metadata Key	Metadata Value	Result in GA4
page_custom_event	display_product_quiz	Event display_product_quiz fires on display (replaces digioh_box_display)
page_custom_event	promo_signup_complete	Event digioh_box_conversion fires with parameter page_custom_event equal to promo_signup_complete

Setting Up the GA4 Custom Dimension

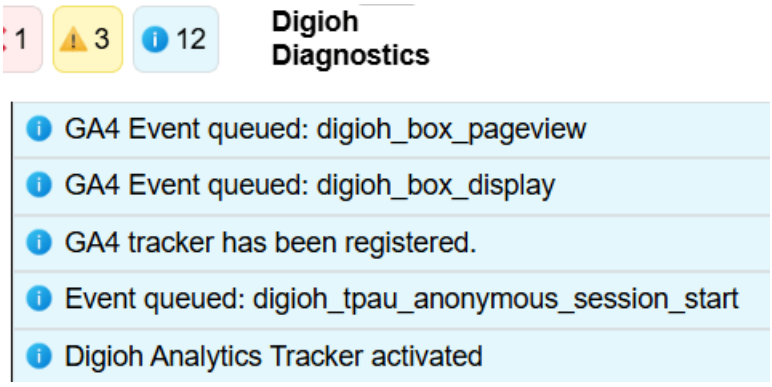
To see your conversion labels in GA4 reports, register page_custom_event as an event-scoped custom dimension. Renamed display events do not need this step, since the event name itself is what appears in GA4.In your GA4 property:

1. Go to Admin, Custom Definitions, Create Custom Dimension.
2. Dimension name: a friendly name like "Digioh Conversion Label".
3. Scope: **Event**.
4. Event parameter name: page_custom_event.
5. Save.

Conversion labels will appear in your GA4 reports the day after the dimension is created. GA4 does not backfill, so values fired before the dimension was created will not appear in this dimension.

Testing Your Setup

1. **Preview** your campaign.
2. The console should already be populated with the events



For live testing, after configuring metadata and publishing your campaign, verify the events are firing as expected. The easiest path is GA4 DebugView:

1. In your GA4 property, navigate to Admin, then DebugView (under the Data Display section).
2. Open your site in Chrome and put your session into debug mode (either install the Google Analytics Debugger Chrome extension or append ?debug_mode=1 to your URL).
3. Trigger the campaign on the page.
4. Watch the event appear in real time in DebugView. Confirm:
    - For a display rename: the event name matches your page_custom_event value.
    - For a conversion label: the event is digioh_box_conversion and the event parameters include page_custom_event with your label.

For technical users, you can also inspect the GA4 network call directly in browser DevTools. Open the Network tab, filter for g/collect, trigger the campaign, and check that the event name (the en parameter) and event parameter (ep.page_custom_event) carry the values you expect.

You can also use Digioh's Preview mode or boxqamode before publishing. In Preview, Digioh logs simulated events to the console rather than firing them to GA4, which is useful for confirming your metadata setup before sending real data.

Next Steps

After confirming the events are firing correctly, build your GA4 reports to use the new event names and dimension values. The Explore report in GA4 is the best place to break down conversions by your custom labels.

Questions or stuck? Contact support@digioh.com.
