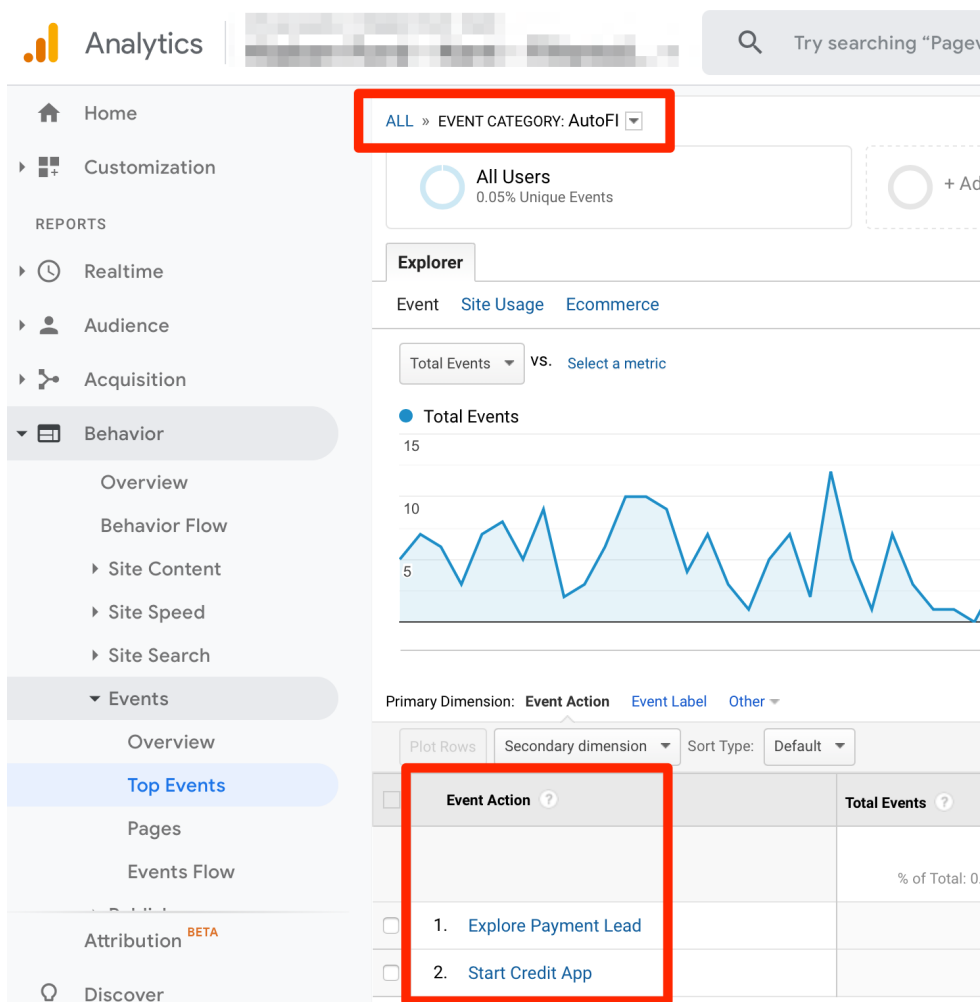


# AutoFi Goal Creation in Google Analytics (from Events)

Updated 11/2021

AutoFi allows the dealer to track three (3) Events in Google Analytics. The Event Category will always be “AutoFi”, and the actions will be these 3 choices:

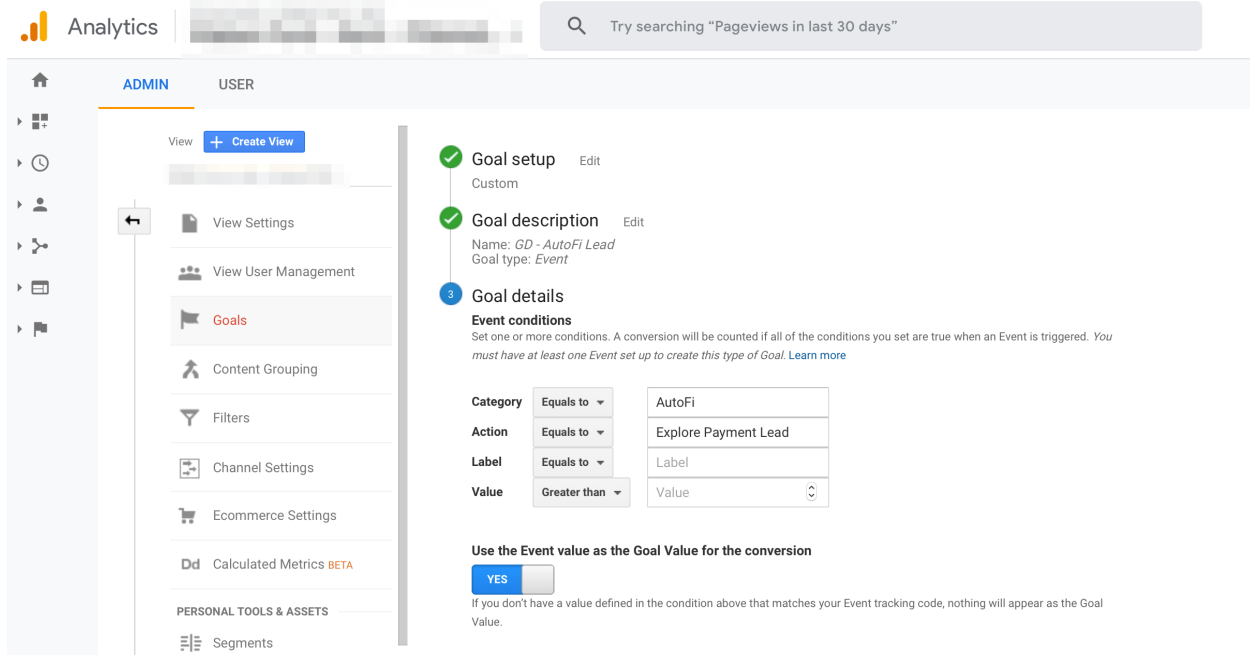
1. Explore payments (lead)
2. Start Credit Application
3. Submit Credit Application



The screenshot shows the Google Analytics interface with the following elements:

- Navigation:** Home, Customization, Reports (Realtime, Audience, Acquisition, Behavior), Events (Overview, Top Events, Pages, Events Flow), Attribution (BETA), Discover.
- Filter:** ALL » EVENT CATEGORY: AutoFi
- Summary:** All Users, 0.05% Unique Events
- Explorer:** Total Events vs. Select a metric
- Chart:** Line chart showing Total Events over time.
- Table:** Table with columns for Event Action and Total Events. The table lists:
 

Event Action	Total Events
1. Explore Payment Lead	
2. Start Credit App	



Above is an example on how to add “Explore Payment Lead” tracking in Google Analytics, using the Event structure above.

**November 2021 – Here is an updated roster of AutoFi Events for Google Analytics. True conversions are in RED:**

- **EXPLORE PAYMENT LEAD** – denotes a customer that has entered and submitted their information on our lead gen form (AutoFi collects name and email; additionally phone number if required)
- **START CREDIT APP** – denotes a customer who has gone through Dealmaker from the Explore Payments pathway and clicked 'Apply Online', sometimes all the way through to Accept Disclosures and Notices (AutoFi may have collected customer-selected FICO range, address for taxes, and other dealmaker terms)
- **REQUESTED INFORMATION FORM SUBMITTED** – denotes a customer that submitted a form under the Request More Info pathway (from a CTA) (AutoFi collects name and email; additionally phone number if required)
- **SCHEDULED TEST DRIVE FORM SUBMITTED** – denotes a customer that submitted a form under the Test Drive pathway (from a CTA) (AutoFi collects name and either email or phone number depending on preferred contact method)
- **SCHEDULED APPOINTMENT FROM QUOTE** – denotes a customer that made an appointment from within Dealmaker (AutoFi collects name and either email or phone number depending on preferred contact method)
- **PRIVATE OFFER LEAD** – denotes a customer that submitted a form under the Private Offer pathway (AutoFi collects name, address, and email; additionally phone number if required)

- SUBMIT CREDIT APP – denotes a customer that submitted a credit application from the Explore Payments pathway and clicked 'Submit' at the end (AutoFi collects all entered information in our credit app -- including address, income, DOB/SSN\*, residence info, etc.)
- STAND ALONE CREDIT APPLICATION – denotes a customer that has completed a standalone credit application (AutoFi collects all entered information in our credit app -- including address, income, DOB/SSN\*, residence info, etc.)