

Creating a Custom Event

Custom events can be created in order to keep track of when a specified metric varies significantly from the norm, and to send out notifications when such a variation takes place.

As an example, suppose you wanted Google Analytics (GA) to record each time your journal's site receives more than 200 visitors in a single week from the United Kingdom, and that you wanted to receive an email whenever this occurs.

The finished custom event can be seen to the right and will be used as a model throughout this guide.

The screenshot shows the 'Create an Alert' form in Google Analytics. The form is titled 'Create an Alert' and is located under 'Asset > Custom Alerts >'. The form has several sections:

- Alert name:** A text input field containing 'Test Alert'.
- Apply to:** A dropdown menu showing 'jep: Journal of Electronic Publishing and' and '0 other profiles'.
- Period:** A dropdown menu showing 'Week'.
- Send me an email when this alert triggers. Also include:** A checked checkbox and a dropdown menu showing '0 other email addresses'.
- Send a text message when this alert is triggered to:** An unchecked checkbox and a link to '[mobile phone setup]'.
- Alert Conditions:** A table with two rows of conditions.

This applies to	Condition	Value
Country / Territory	Matches exactly	United Kingdom
Alert me when	Condition	Value
Visits	Is greater than	200

At the bottom of the form, there are two buttons: 'Save Alert' and 'Cancel'.

Note: Custom events only consider data from the time that you save them onward; this means that the event will not comb through any past GA data to look for when the specified conditions were met.

1. Getting Started

Intelligence Events Overview

Automatic Alerts **Custom Alerts** ¹

	Metric	Segment
1.	Avg. Visit Duration	Landing Page: /index.html
2.	Avg. Visit Duration	Exit Page: /index.html

Automatic Alerts Custom Alerts ² Manage custom alerts

Alert Name

Assets Users Goals Filters P

Asset >
Custom Alert

Create new alert ³

Name

To create a custom event, first navigate to the **Intelligence Events Overview**. From there, you can click on the **Custom Alerts** tab (1) in order to view any events that were triggered by preexisting custom alerts. By clicking on the **Manage custom alerts** button (2), you can edit any of these alerts or create a new one (3).

2. Setting Up Your Custom Event

You must first name your custom alert (1), and you can choose to apply your custom alert to multiple GA-enabled sites (2) by clicking on the drop-down menu and selecting additional sites from the list that appears (3).

The **Period** option (4) determines the unit of time that will be considered by GA when looking for variations in specified metric, and you may select Day, Week, or Month. In our example, we wanted to know about visitors in a given week, so we will select **Week**.

Finally, the two check boxes (5) allow you to set up automatic email or text alerts that will be sent whenever your custom event is triggered.

For more information on setting up these alerts, see the [Creating Email Alerts](#) guide.

Asset > Custom Alerts >
Create an Alert

Alert name: 1

Apply to: jep: Journal of Electronic Publishing and 0 other profiles 2

Period: Day 4

Send me an email when this alert triggers. 5

Send a text message when this alert is triggered to [mobile phone setup]

Alert Conditions

This applies to
All Traffic

Alert me when
Visits

Condition
Is less than

Value

Save Alert Cancel

jep: Journal of Electronic Publishing and 0 other profiles 3

Day

Send me an email when this alert triggers

Send a text message when this alert is triggered to [mobile phone setup]

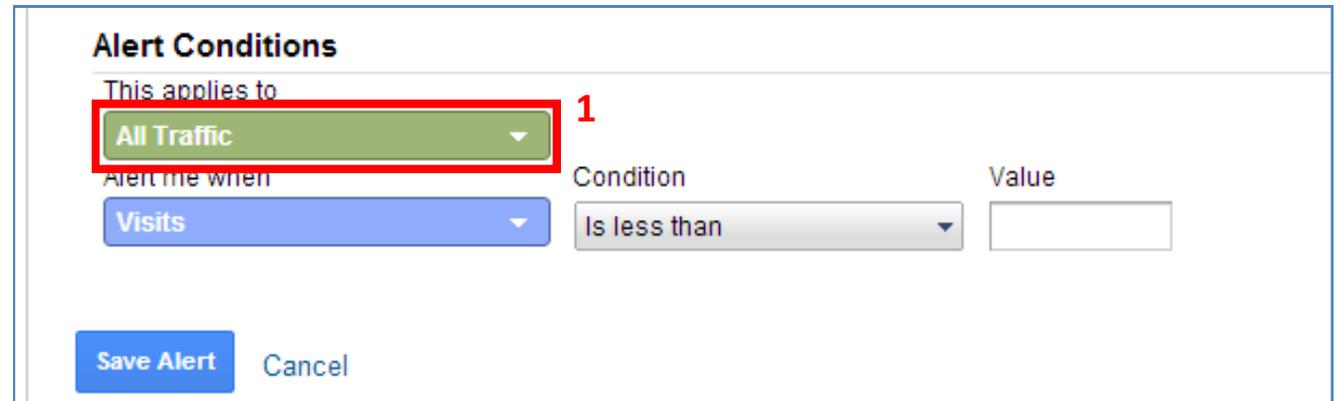
Select all shown (54)

quod.lib publications 2

- flu: The American Influenza Epidemic of 1918-1919: A Digital Encyclopedia
- ij: International Institute Journal
- jsais: Journal of the Southern Association for Information Systems
- dculture: digitalculturebooks

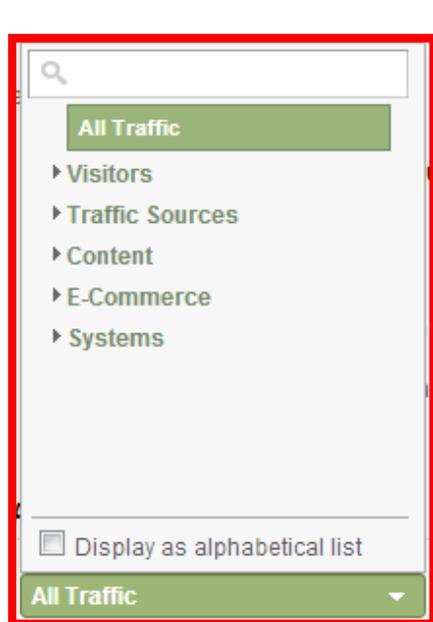
3. Choose to Whom Your Event Applies

The **Alert Conditions** portion of the page, shown here, is where you specify what will actually trigger the custom event.



Alert Conditions
This applies to **All Traffic** 1
Alert me when **Visits** Condition **Is less than** Value
Save Alert Cancel

By default, GA will apply your event to all of your site's traffic(1). You can, however, limit the event so that it only applies to specific segments of your site's traffic by selecting what is called a **dimension**. By clicking on the green box shown above (1), a list of available dimensions will appear (2).



2
All Traffic
▶ Visitors
▶ Traffic Sources
▶ Content
▶ E-Commerce
▶ Systems
 Display as alphabetical list
All Traffic

Dimensions allow you to limit the traffic by region or language (in **Visitors**), how they arrived at your site (in **Traffic Sources**), or other factors. Depending on the option, additional information may be required (3).



This applies to **Country / Territory** 3 Condition **Matches exactly** Value
Alert me when Condition Value

In our example, we wanted the event to only consider traffic coming from the UK, so we will select **Country/Territory**. If we do, the additional boxes you see above (3) will appear so that we can specify which country or territory we'd like to focus on or ignore.

Alert Conditions

This applies to
 Region

Alert me when
 Visits

Condition **3** Value **1**
 Matches exactly

Condition Value
 Is less than

The **Value** field (**1**) is where you can specify the which source of traffic you'd like your event to focus on or exclude. As you type, a list of options will appear based upon the selected dimension (**2**).

From the **Condition** drop-down menu (**3**), several options are available (**4**) which will tell the event to only look at traffic from the source specified in the Value field, to ignore traffic from that source, or to use your specified value in some other way.

Condition Value **4**

Matches exactly

- ✓ Matches exactly
- Does not match exactly
- Matches regular expression
- Does not match regular expression
- Contains
- Does not contain
- Starts with
- Does not start with
- Ends with
- Does not end with

Value **2**

U

- United States
- United Kingdom
- United Arab Emirates
- Ukraine
- Uganda
- Uruguay
- Uzbekistan
- Réunion

For our example, we will enter **United Kingdom** in the value field and select the condition **Matches exactly**. This means that the event will consider traffic which originates in the United Kingdom and nowhere else.

Note: You can only choose one condition and one value, so you might have to get creative for your event to do exactly what you want it to.

4. Choose the Data Your Event Will Track

Once you have specified who the alert applies to, you must select what sort of data you're interested in tracking with the alert. These categories of data are referred to by GA as **metrics**.

This applies to	Condition	Value
Country / Territory	Matches exactly	United Kingdom
Alert me when	Condition	Value
Visits	Is less than	

By default, GA selects number of **Visits** as your metric (1), but you can select your own from the list that appears (2) when you click the blue box.

- Visits
- Visitors
- Pageviews
- Bounce Rate
- Avg. Visit Duration
- % New Visits

Note: You can only choose one metric for each event, so if you wanted to track different types of data on the same type of traffic, you'll need to create multiple events.

Finally, you must choose the conditions under which the event will be triggered. To do this, GA will compare the data from your specified source over your specified time period against a value that you enter (1).

This applies to	Condition	Value
Country / Territory	Matches exactly	United Kingdom
Alert me when	Is less than	

You can choose how you want GA to compare the two by clicking on the **Condition** drop-down menu (2) and choosing one of the six options displayed (3).

For our example, we will leave the metric on **Visits** but will change the condition to **Is greater than** and we will enter 200 as our value. This means the event will trigger whenever the number of visits from the source which we specified (the UK) over the selected time period (a week) is more than 200.

Condition	Value
Is less than	

- Is less than
- Is greater than
- Decreases by more than
- Increases by more than
- % decreases by more than
- % increases by more than

Note: As you saw before, only one condition or value may be entered. In order to compare data in more than one way, you'll have to make more than one alert.

Here again you see the completed custom alert that was displayed on the first page.

To reiterate, this alert will record each time your journal's site receives more than 200 visitors in a single week from the United Kingdom and you will receive an email whenever this occurs.

Assets Users Goals Filters Profile Settings

Asset > Custom Alerts >
Create an Alert

Alert name:

Apply to: jep: Journal of Electronic Publishing and

Period:

Send me an email when this alert triggers. Also include

Send a text message when this alert is triggered to [\[mobile phone setup \]](#)

Alert Conditions

This applies to	Condition	Value
<input type="text" value="Country / Territory"/>	<input type="text" value="Matches exactly"/>	<input type="text" value="United Kingdom"/>
Alert me when	Condition	Value
<input type="text" value="Visits"/>	<input type="text" value="Is greater than"/>	<input type="text" value="200"/>

