Looking to recreate event reports that I created in my Google Analytics event report in Adobe Analytics. What is the best way to do this? Should I create a tag or a saint classification or a data layer to best accomplish this task?
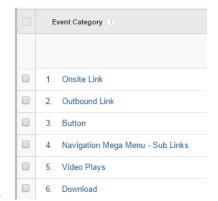
**In Google:**

I created a tag that collected and grouped page event data into 3 groups when someone triggers the tag rule. Additionally, the tag allows the viewer to drill into the event report starting from event category → event action → event label.

I created a tag that sets a rule that if the download ends with a file extension then group it under event category in "Download" folder.

Calculation: element url matches regex
\.(pdf|txt|doc|docx|ppt|pptx|xls|xlsx|zip|rar|mp4|exe)$

<span style="color:green">This makes it easy to identify page events and compare them against each other or to find events easily in the report.</span>

| | Event Category ? |
|---|---|
| ☐ | 1. Onsite Link |
| ☐ | 2. Outbound Link |
| ☐ | 3. Button |
| ☐ | 4. Navigation Mega Menu - Sub Links |
| ☐ | 5. Video Plays |
| ☐ | 6. Download |

I then configured the tag that if the download ends with PDF then group it under event action "PDF Download" and so on for other download types by creating a file type lookup variable. (See example→)

<span style="color:green">This allows me to compare what download file types get downloaded most often. It also allows me to prioritize file updates according to how popular they are with site visitors.</span>

| | Event Action ? |
|---|---|
| ☐ | 1. PDF Download |
| ☐ | 2. Software Download |
| ☐ | 3. ZIP Compressed File Download |

Lastly, the event label gives me the actual file download url when I drill into the above PDF download link from event action.

<span style="color:green">This allows us to quickly identify the top downloads within each file type group and helps us compare PDF files against each other.</span>

| Event Label ? |
|---|
| 1. http://www.esri.com/~/media/Files/Pdfs/library/brochures/pdfs/arcgis1021-desktop-functionality-matrix.pdf |
| 2. http://www.esri.com/~/media/Images/Content/training/Course%20Catalog%20in%20Print/G67109_CourseCatalog2015.pdf |
| 3. http://media.esri.com/mapbook/volume29.pdf |
| 4. http://ec2-23-23-199-244.compute-1.amazonaws.com:3012/generatePdf?url=http://webapps-cdn-dev.esri.com/tools/UC-QandA/04/last-year.html?year=2015&filename=esri_uc_q_and_a_2015.pdf |

With all the above, the data team can quickly organize page events and report on them efficiently. We can also add a second dimension to the event label to find out the page the event was downloaded or triggered from.