

Introduction to Google Analytics



4



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What Will We Cover Today?

1

Archive UA Data

Your data in UA will be deleted by Jan 2024

2

Track Events in GA4

Bye-bye Event Category, Action & Label

3

Conversions in GA4

Goodbye Goals, Hello Conversions!

4

Reporting in GA4

They've rearranged the damned Grocery Store!

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Introduction

Google Analytics 4 now needs to be your primary source of Analytics **TRUTH** As of July, UA will no longer collect data and by January of 2024, your Universal Analytics data will be deleted. I know it's painful, but the sooner you get used to the new platform the better off you will be. And there are some really cool and exciting things in GA4 that can help us as marketers.



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1

Archive UA Data



Your data in UA will be deleted by Jan 2024

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Make a Plan to Archive Your UA data

- Make a list of the specific reports you refer to often
- Download the data in the intervals you typically use (MOM, YOY, QOQ, etc.)
- Multiple ways to download or export the data
<https://support.google.com/analytics/answer/11583528?hl=en#export&zippy=%2CHow-can-i-export-data-from-my-universal-analytics-property>
- My Recommendation:
 - PDF's, so they look like you are used to analyzing them
 - Google Sheets to manipulate the data however you choose later

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Exporting from UA

Traffic

All Users
+0.00% Users

+ Add Segment

Explorer

Primary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users VS: Select a metric

g 1, 2022 - Oct 31, 2022: Users

g 1, 2021 - Oct 31, 2021: Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	49.27%	50.35%	42.54%	136.99%	2.85%	26.95%	0.69%	43.53%	0.00%

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Welcome to adulthood. You get mad when
they rearrange the grocery store now.



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Major Differences

- Annotations are not (yet?) available in GA4
- Different Views are not (yet?) available in GA4
- No Custom Channel Groupings in GA4
- No Scheduled emails in GA4
- Full list of features comparison:
<https://support.google.com/analytics/answer/10845666?hl=en>

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2

Track Events in GA4

Bye-bye Event Category, Action & Label

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Introduction



One important thing to note is that Universal Analytics is based on sessions and pageviews (browser cookies). In contrast the GA4 data model is based on events and parameters (1st party data and "Google signals"). Thus both UA and GA4 collect, process and report data very differently.

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Session-Based Model



In UA properties, Analytics groups data into sessions, and these sessions are the foundation of all reporting. A session is a group of user interactions with your website that take place within a given time frame.

During a session, Analytics collects and stores user interactions, such as pageviews, events, and eCommerce transactions, as hits. A single session can contain multiple hits, depending on how a user interacts with your website.

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Event-Based Model



In GA4 properties, you can still see session data, but Analytics collects and stores user interactions with your website or app as events. Events provide insight on what's happening in your website or app, such as pageviews, button clicks, user actions, or system events.

Events can collect and send pieces of information that more fully specify the action the user took or add further context to the event or user. This information could include things like the value of purchase, the title of the page a user visited, or the geographic location of the user.

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Category, Action & Label?



Compared to Universal Analytics, the data model in Google Analytics 4 is much more flexible. This means that there are fewer restrictions and required fields/parameters compared to the UA.

The most notable difference regarding events is 4 parameters that you could send together with every event to Universal Analytics (excluding custom dimensions):

- Event Category (required)
- Event Action (required)
- Event Label (optional)
- Event Value (optional)

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Events in UA

In Universal Analytics, it is possible to measure events like button clicks, scroll depth, and downloads but these all require the help of Google Tag Manager.

When you open the Universal Analytics event reports, you'd first see the Event Category. Then you can click it and drill down deeper (to see action and then label).

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Events in G4

In Google Analytics 4, the naming convention is much more flexible and it solely depends on the person who is implementing the tracking setup.

In GA4, there is a parameter called Event Name, and then everything else depends on what you have planned. If you wish, you can send no additional parameters. Or you can send 4 additional parameters that better describe the context of that event.

In GA4, there are certain events that we do need Google Tag Manager to create (these are called "recommended events" and "custom events"), but there are other events that are measured by default with only GA4. The events that are tracked by default fall into 2 categories: "automatically collected events" and "enhanced measurement events."



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4 Categories of Events in GA4

In GA4 Events can be split up into 4 categories:

- Automatically collected events
- Enhanced Measurement events
 - Recommended events
 - Custom events

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Category 1- Auto Collected Events

These events are collected out of the box with GA4:

- `First_visit` - this is the first time a user visits a site or app
- `Session_start` - when a user engages a site or app and starts a new session
- `User_engagement` - this is fired 10 seconds after a visitor has stayed on a page

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Category 2- Enhanced Measurement Events

Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Page views



Scrolls



Outbound clicks



Site search



Video engagement



File downloads



Form interactions

Measuring:

[Show less](#)



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Category 2- Enhanced Measurement Events

These events are collected when you turn on Enhanced Measurement:

- Page views - each time a page loads or the browser state is changed
- Scrolls - the first time a user reaches the bottom of each page (90%)
- Outbound Clicks (Clicks) - each time a user clicks a link that leads away from the current domain
- Site Search - each time a user performs a site search, indicated by the presence of a URL query parameter
- Video Engagement - % of time a user watches a video on your site (YouTube only)
- File Download - when a user clicks a link leading to a file
- Form Interactions - when a user interacts with a form on your site and also when they complete it.

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Category 3- Recommended Events

First take a look at automatically tracked events, then check the Enhanced Measurement events. If none of those events cover your case, take a look at the list of recommended events. For most of us, these won't be events we use much. We will use auto, enhanced and then custom for other things we want to track. Recommended events will require a developer to activate a `dataLayer.push` code. Like ecommerce, or login events.

Google has published several pages for different industries:

<https://support.google.com/analytics/answer/9267735>

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Category 4- Custom Events

If you want to send an event and it is not mentioned among the automatically tracked events, Enhanced Measurement, or Recommended events, then you can create custom events. The only difference is that you will need to come up with your own event names. Again, this will require some help from someone with data layer knowledge. For example, if you want to track form submissions of a contact form, the name of the event can be any of these:

- form_submission
- contact_form
- contact_form_submission

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Category 4- Custom Events

Let's create a custom event for a form submission together!

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Conversions in GA4

3

Goodbye Goals, Hello Conversions!

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What Is A Conversion?

A conversion is an important interaction that you want your visitors/users to complete. Conversions can be split into micro- and macro-conversions. An example of a micro-conversion can be a newsletter subscription, a download of a whitepaper, etc.

Micro-conversions are usually described as conversions that put your visitors/users one step closer to the main (macro) conversion.

Macro-conversions are the most important interactions, such as a form submission, booking or purchase.

Those who have worked with the previous versions of Google Analytics are familiar with the term "Google Analytics Goal". Well, with the rise of GA4, the concept of Google Analytics goals is gone. Now, the most important interactions are called conversions.



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What Is Different?

It's all about the event now. It's your job to send them and mark the most important ones as conversions.

- The way we have to configure them is different
- The types of conversions are different (no more out-of-the-box destination, session-duration, or number-of-pageviews goals)

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Predefined Conversions

There is a bunch of predefined conversions that you cannot disable

- first_open (applies to mobile applications)
- app_store_subscription_convert (applies to mobile applications)
- app_store_subscription_renew (applies to mobile applications)
- in_app_purchase (applies to mobile applications)
- purchase (applies to websites and mobile applications)

Ecommerce data is way too complicated to get into today, but here is a guide by Simo Ahava that explains the entire implementation process in great detail for those of you with dev or coding knowledge.

<https://www.simoahava.com/analytics/google-analytics-4-ecommerce-guide-google-tag-manager/>

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Conversions That Can Be Switched On

Now, if you want to mark an event as a conversion, you just have to go to the list of Configure > Events (on the left sidebar) and then switch the toggle next to the event that's important for your business.

Events

Conversions

Audiences

Custom definitions

DebugView

Last 28 days: Oct 27 - Nov 23, 2022
Compare: Sep 29 - Oct 26, 2022

Modify event Create event

Existing events

Event name ↑	Count	% change	Users	% change	Mark as conversion
click	123	↑ 24.2%	73	↑ 14.1%	<input checked="" type="checkbox"/>
contact_form	34	-	33	-	<input type="checkbox"/>
file_download	1	-	1	-	<input type="checkbox"/>
first_visit	1,109	↑ 17.6%	1,108	↑ 17.5%	<input type="checkbox"/>

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Plan Out Your Event Names

Imagine that you track various form submissions with the event name `form_submission` but you want to treat only certain types of forms as conversions. Let's say that you track contact form submissions, search form submission, and registration form submission events, but you only want to treat the registration form submission as a conversion.

In that case, you could track 3 separate events:

- `contact_form_submission`
- `search_form_submission`
- `sign_up`

And then mark only the `sign_up` event as a conversion. This, of course, requires more thorough planning upfront but every solid setup starts with one.



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Event Planning Sheet

Here is an example of the spreadsheet with events that you could prepare yourself and then try to pick the right naming convention. You can use it as an example/inspiration to come up with your own spreadsheet.

https://docs.google.com/spreadsheets/d/1og3900vhc1jcU0Xt_tAamFWMnGRD8fyE_wrioANOX0/copy

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Check Data In G4 DebugView

I won't take the time to go through this here, but it was covered in my webinar to prepare for today. You can find it in section 3.



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Reporting in GA4

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They've rearranged the damned Grocery Store!

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Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Campaigns

Behavior

Conversions

UA: Source/Medium Report

Source / Medium ?	Acquisition			Behavior			Conversions	All Goals ▾	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	2,482,989 % of Total: 100.00% (2,482,989)	1,168,645 % of Total: 100.00% (1,168,645)	4,935,224 % of Total: 100.00% (4,935,224)	33.70% Avg for View: 33.70% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)	3.27% Avg for View: 3.27% (0.00%)	161,567 % of Total: 100.00% (161,567)	\$2,086.00 % of Total: 100.00% (\$2,086.00)
1. (direct) / (none)	1,172,864 (46.17%)	638,155 (54.61%)	2,276,966 (46.14%)	43.58%	1.92	00:02:50	2.21%	50,273 (31.12%)	\$1,014.00 (48.61%)
2. google / organic	667,389 (26.27%)	247,417 (21.17%)	1,284,720 (26.03%)	22.96%	2.90	00:03:39	4.24%	54,524 (33.75%)	\$751.00 (36.00%)
3. clever.com / referral	240,724 (9.48%)	103,707 (8.87%)	474,145 (9.61%)	21.01%	2.04	00:03:17	5.28%	25,030 (15.49%)	\$10.00 (0.48%)
4. classroom.google.com / referral	152,592 (6.01%)	54,830 (4.69%)	295,451 (5.99%)	18.68%	2.80	00:03:25	2.79%	8,242 (5.10%)	\$141.00 (6.76%)
5. launchpad.classlink.com / referral	118,515 (4.66%)	55,714 (4.77%)	224,581 (4.55%)	50.92%	1.92	00:02:54	3.21%	7,220 (4.47%)	\$1.00 (0.05%)
6. bing / organic	18,742 (0.74%)	5,785 (0.50%)	35,486 (0.72%)	21.04%	2.94	00:04:12	5.00%	1,773 (1.10%)	\$26.00 (1.25%)
7. docs.google.com / referral	13,357 (0.53%)	2,733 (0.23%)	35,010 (0.71%)	26.95%	1.90	00:03:05	1.74%	608 (0.38%)	\$3.00 (0.14%)
8. apps.gwinnett.k12.ga.us / referral	9,434 (0.37%)	5,424 (0.46%)	12,594 (0.26%)	19.38%	2.66	00:03:02	4.61%	581 (0.36%)	\$0.00 (0.00%)
9. twitter / organic-social	9,236 (0.36%)	6,032 (0.52%)	16,386 (0.33%)	72.15%	1.85	00:02:49	0.46%	75 (0.05%)	\$0.00 (0.00%)
10. colegia.org / referral	5,753 (0.23%)	2,762 (0.24%)	13,066 (0.26%)	57.35%	1.75	00:04:32	1.23%	161 (0.10%)	\$1.00 (0.05%)

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GA4: Source/Medium Report

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

Demographics

Tech

Session default channel grouping

↓ Users

Sessions

Engaged sessions

Average engagement time per session

Engaged sessions per user

Totals

29,386
100% of total

34,488
100% of total

25,272
100% of total

0m 24s
Avg 0%

0.86
Avg 0%

1 Direct

20,896

24,621

18,155

0m 23s

0.87

2 Organic Search

4,769

5,399

3,876

0m 24s

0.81

3 Referral

3,314

3,994

3,093

0m 29s

0.93

4 Organic Social

291

324

128

0m 13s

0.44

5 Unassigned

127

128

4

0m 25s

0.03

6 Email

8

9

4

0m 12s

0.50

7 Paid Search

7

7

7

0m 27s

1.00

8 Organic Video

3

3

2

0m 15s

0.67

9 Organic Shopping

2

2

2

0m 14s

1.00

10 Paid Social

1

1

1

0m 24s

1.00

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GA4: Source/Medium Report

Search	g +	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
First user default channel grouping						
First user medium		29,667	25,310	73.38%	0.86	0m 2s
First user source		100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%
First user source / medium		21,274	18,202	73.33%	0.87	0m 2s
First user source platform		7	3	37.5%	0.43	0m 1s
First user campaign		4,783	3,868	72.2%	0.82	0m 2s
First user Google Ads ad network type		2	2	100%	1.00	0m 1s
First user Google Ads ad group name						
5 Organic Social		289	126	39.38%	0.44	0m 1s
6 Organic Video		3	2	66.67%	0.67	0m 1s
7 Paid Search		7	7	100%	1.00	0m 2s
8 Paid Social		1	1	100%	1.00	0m 2s
9 Referral		3,299	3,099	78.1%	0.94	0m 3s
10 Unassigned		2	0	0%	0.00	0m 0s

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GA4: Source/Medium Report - UTM's

Q Search...

Rows per page: 10 Go to: 1 < 1-10 of 165

Session source / medium	Session campaign	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
		10,200 100% of total	12,225 100% of total	5,408 100% of total	0m 28s Avg 0%	0.53 Avg 0%	4.49 Avg 0%	44.24% Avg 0%	54,911 100% of total
1 google / organic	(organic)	4,071	5,305	2,871	0m 41s	0.71	4.55	54.12%	24,139
2 (direct) / (none)	(direct)	2,452	2,881	1,230	0m 22s	0.50	4.87	42.69%	14,043
3 linkedin / cpc	conversions	775	795	91	0m 02s	0.12	3.17	11.45%	2,522
4 linkedin / cpc	brandawareness	744	759	220	0m 06s	0.30	3.39	28.99%	2,571
5 google / cpc	Xcite Web Dev_Xcite_Build_031820	503	580	313	0m 32s	0.62	4.93	53.97%	2,862
6 (not set)	(not set)	376	447	0	0m 25s	0.00	4.21	0%	1,884
7 linkedin / cpc	content-download	277	282	37	0m 02s	0.13	3.18	13.12%	896
8 clutch.co / referral	(referral)	143	158	122	0m 22s	0.85	6.10	77.22%	964
9 linkedin / cpc	conversion-contentdownload	120	139	15	0m 01s	0.13	3.09	10.79%	429
10 facebook.com / referral	(referral)	82	82	53	0m 03s	0.65	3.70	64.63%	303

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GA4: Default Channel Grouping Issues

- Google automatically includes traffic ALL GOOGLE properties as "Organic Search":

Organic Search

Source matches a list of search sites

OR

Medium exactly matches organic

- There is NO WAY to correct this.
- <https://support.google.com/analytics/answer/9756891?hl=en>

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GA4: Default Channel Grouping Issues

organic search

Rows per page: 25 1-6 of 6

Session default channel group ▾		Session source ▾ ×	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
			493 44.62% of total	642 47.66% of total	363 51.27% of total	0m 38s Avg +22.62%	0.74 Avg +14.92%	5.10 Avg -1.17%	56.54% Avg +7.57%
1	Organic Search	google	485	629	357	0m 38s	0.74	5.09	56.76%
2	Organic Search	bing	4	4	1	0m 23s	0.25	4.00	25%
3	Organic Search	mail.google.com	2	4	2	1m 30s	1.00	8.50	50%
4	Organic Search	ads.google.com	1	1	0	0m 00s	0.00	3.00	0%
5	Organic Search	docs.google.com	1	1	1	0m 11s	1.00	10.00	100%
6	Organic Search	yahoo	1	3	1	0m 35s	1.00	2.67	33.33%

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Traffic Acquisition vs. User Acquisition

▼ Acquisition

Acquisition overview

User acquisition

Traffic acquisition

After browsing Acquisition reports for a bit, you might be wondering what the difference is between User Acquisition and Traffic Acquisition reports. The answer is that they attribute conversions to different parts of a user journey.

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Traffic Acquisition vs. User Acquisition

Search

First user default channel group

First user medium

1 First user source

2 First user source / medium

3 First user source platform

4 First user campaign

5 First user Google Ads ad network type

6 First user Google Ads ad group name

7

User acquisition report focuses on the first traffic source that led a visitor to your website. [First Click]

That is why if you look at the dimension names in the dropdown of those reports, you will notice that the User acquisition report's dimensions start with First user...

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Traffic Acquisition vs. User Acquisition

Search

Session default channel group

Session source / medium

Session medium

Session source

Session source platform

Session campaign

Traffic acquisition report focuses on the most recent traffic source that led a visitor to your website. [Last Click]
That is why if you look at the dimension names in the dropdown of those reports, you will notice that the Traffic Acquisition's start with Session...

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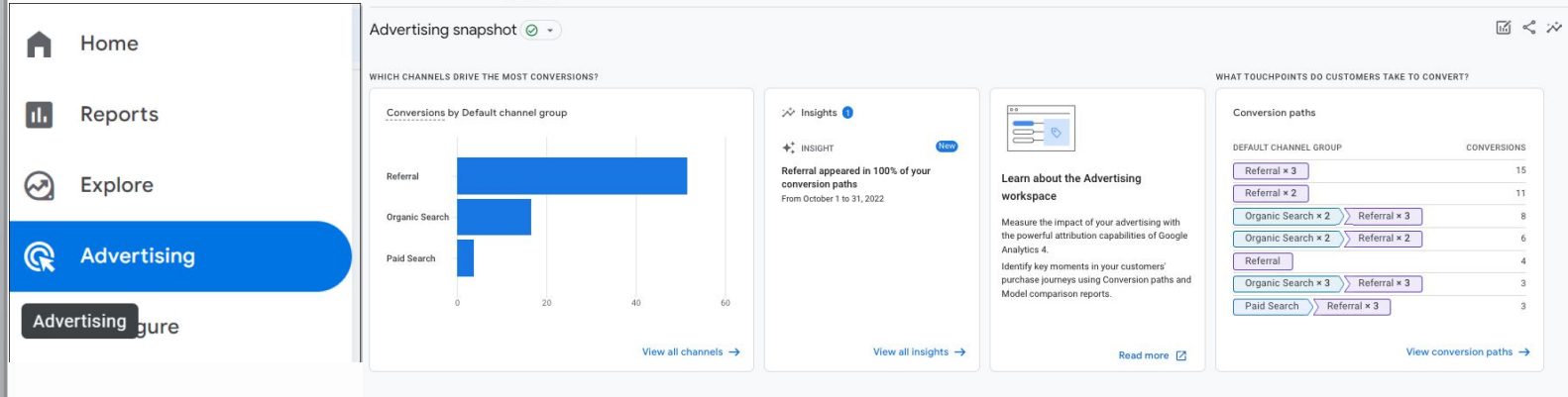
UA: Google Ads Reporting

Campaign / Campaign ID		Acquisition					Behavior		Conversions <small>eCommerce</small>		
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		4,858 <small>% of Total: 100.00% (4,858)</small>	\$7,554.00 <small>(7,554.00)</small>	\$1.55 <small>Avg for View: 1.55 (0.00%)</small>	768 <small>% of Total: 25.69% (2,990)</small>	1,238 <small>% of Total: 24.18% (5,120)</small>	5.17% <small>Avg for View: 5.49% (-5.81%)</small>	9.07 <small>Avg for View: 9.55 (-5.00%)</small>	30.05% <small>Avg for View: 29.61% (1.48%)</small>	372 <small>% of Total: 24.54% (1,516)</small>	\$257,816.49 <small>(986,835.93)</small>
1.		1,198 (24.66%)	\$3,687.09 (48.81%)	\$3.08	324 (40.86%)	513 (41.44%)	5.26%	9.10	31.58%	162 (43.55%)	\$140,048.86 (54.32%)
2.		463 (9.53%)	\$1,192.05 (15.78%)	\$2.57	1 (0.13%)	1 (0.08%)	0.00%	7.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.		425 (8.75%)	\$265.82 (3.52%)	\$0.63	73 (9.21%)	101 (8.16%)	2.97%	9.49	43.56%	44 (11.83%)	\$22,817.33 (8.85%)
4.		348 (7.16%)	\$136.36 (1.81%)	\$0.39	65 (8.20%)	84 (6.79%)	3.57%	9.17	19.05%	16 (4.30%)	\$4,770.59 (1.85%)
5.		300 (6.18%)	\$682.68 (9.04%)	\$2.28	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.		264 (5.43%)	\$132.73 (1.76%)	\$0.50	47 (5.93%)	70 (5.65%)	7.14%	8.79	31.43%	22 (5.91%)	\$8,173.90 (3.17%)
7.		240 (4.94%)	\$322.84 (4.27%)	\$1.35	59 (7.44%)	89 (7.19%)	7.87%	8.34	34.83%	31 (8.33%)	\$25,625.52 (9.94%)
8.		221 (4.55%)	\$47.27 (0.63%)	\$0.21	17 (2.14%)	44 (3.55%)	11.36%	9.80	13.64%	6 (1.61%)	\$3,776.50 (1.46%)
9.		215 (4.43%)	\$116.70 (1.54%)	\$0.54	24 (3.03%)	50 (4.04%)	10.00%	8.70	18.00%	9 (2.42%)	\$7,291.76 (2.83%)
10.		185 (3.81%)	\$298.55 (3.95%)	\$1.61	38 (4.79%)	67 (5.41%)	1.49%	8.76	28.36%	19 (5.11%)	\$12,582.29 (4.88%)

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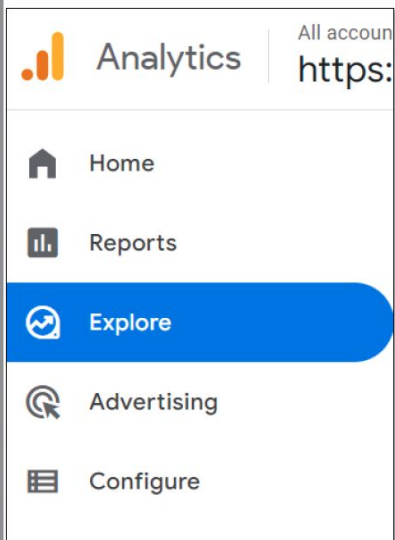
GA4: Google Ads Reporting



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GA4: Explorations Reports



In addition to the default reports we are used to looking at in UA, there's some exciting capabilities in GA4. Explorations Reports make it easy to create custom reports with advanced visualizations. To find these in navigation, you are going to go to Explore on the right side.

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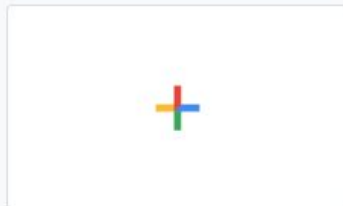
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Explorations

Start a new exploration

GA4: Explorations Reports

[Template gallery](#)



Blank

Create a new exploration



Free form

What insights can you uncover with custom charts and tables?



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?



Path exploration

What user journeys can you uncover with tree graphs?

There are multiple types of custom explorations reports you can scroll through to use. We don't have the time to go through all of them today, but I'll go through a couple of my favorites.

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GA4: Freeform Explorations



Free form

What insights can you uncover with custom charts and tables?

- Create custom tables and graphs and organize how you like
- <https://support.google.com/analytics/answer/9327972>

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GA4: Freeform Explorations

Variables

Exploration Name:
Free form

Query
Aug 15 - Sep 13, 2022

SEGMENTS +

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS +

Event name

Gender

Country

Device category

First user medium

City

METRICS +

Active users

Event count

Transactions

Tab Settings

TECHNIQUE
Free form

VISUALIZATION
Bar chart

SEGMENT COMPARISONS
Drop or select segment

ROWS
City
Drop or select dimension

Start row
1

Show rows
10

Nested rows
No

COLUMNS
Device category
Drop or select dimension

Start column group
1

Show column group
5

VALUES
Active users
Drop or select metric

Cell type
Bar chart

Devices by Lo...

Device category

desktop

mobile

tablet

Totals

City	Active users	Active users	Active users	Active users
Totals	2,376 62.8% of total	486 16.9% of total	11 0.4% of total	2,868 100.0% of total
1 (not set)	278	71	0	349
2 Ashburn	72	17	1	90
3 London	76	11	0	87
4 Chicago	63	4	0	67
5 New York	49	2	0	51
6 Singapore	41	2	0	43
7 Mumbai	28	12	0	40
8 Bengaluru	30	7	0	37
9 Delhi	20	15	0	35
10 San Jose	31	2	0	33

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GA4: Freeform Explorations

✕ Select dimensions 4 of 159 selected [Import](#)

[All](#) 159 [Predefined](#) 139 [Custom](#) 8 [Collapse all](#) [Expand all compatibles](#)

Dimension name
^ Attribution
^ Demographics
<input type="checkbox"/> Age
<input checked="" type="checkbox"/> Gender
<input type="checkbox"/> Interest
^ Ecommerce
^ Event
<input checked="" type="checkbox"/> Event name
<input type="checkbox"/> Is conversion event
^ Gaming
^ General
^ Geography
<input checked="" type="checkbox"/> City
<input type="checkbox"/> City ID
<input type="checkbox"/> Continent
<input type="checkbox"/> Continent ID
<input checked="" type="checkbox"/> Country
<input type="checkbox"/> Country ID
<input type="checkbox"/> Region
<input type="checkbox"/> Region ID
<input type="checkbox"/> Subcontinent
<input type="checkbox"/> Subcontinent ID

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GA4: Freeform Explorations

ROWS

Event name

Drop or select dimension

Start row 1

Show rows 10

Nested rows No

COLUMNS

Device category

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GA4: Freeform Explorations

Free form 1 +

Device category	desktop		mobile		tablet		Totals	
Event name	Event count	Active users	Event count	Active users	Event count	Active users	Event count	Active users
Totals	12,342 83.7% of total	1,935 81.3% of total	2,349 15.9% of total	441 18.5% of total	61 0.4% of total	9 0.4% of total	14,752 100.0% of total	2,380 100.0% of total
1 page_view	3,771	1,930	750	439	21	9	4,542	2,376
2 session_start	2,465	1,930	490	437	9	9	2,964	2,375
3 first_visit	1,901	1,901	435	434	9	9	2,345	2,344
4 user_engagement	2,837	1,329	358	214	14	4	3,209	1,545
5 scroll	962	660	134	90	7	2	1,103	752
6 click	116	85	132	63	1	1	249	149
7 form_submission	77	76	7	6	0	0	84	82
8 form_start	85	52	9	8	0	0	94	60
9 form_submit	85	52	9	8	0	0	94	60
10 contact_form	30	30	6	5	0	0	36	35

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GA4: Freeform Explorations

Type	Name ↓	Owner	Last modified ↓	Property	🔍
👤	Free form	Klint Rudolph	10:46 AM	The Xcite Group	⋮
👤	Free form	Klint Rudolph	Nov 23, 2022	The Xcite Group	⋮
👤	Free form	Klint Rudolph	Nov 23, 2022	The Xcite Group	⋮

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GA4: Freeform Explorations - Lifetime Metrics

▼ User lifetime

<input type="checkbox"/>	Lifetime ad revenue
<input type="checkbox"/>	10th percentile
<input type="checkbox"/>	50th percentile
<input type="checkbox"/>	80th percentile
<input type="checkbox"/>	90th percentile
<input type="checkbox"/>	Average
<input type="checkbox"/>	Total
<input type="checkbox"/>	Lifetime engaged sessions
<input type="checkbox"/>	10th percentile
<input type="checkbox"/>	50th percentile
<input type="checkbox"/>	80th percentile
<input type="checkbox"/>	90th percentile
<input type="checkbox"/>	Average
<input type="checkbox"/>	Total
<input type="checkbox"/>	Lifetime engagement duration
<input type="checkbox"/>	10th percentile
<input type="checkbox"/>	50th percentile
<input type="checkbox"/>	80th percentile
<input type="checkbox"/>	90th percentile
<input type="checkbox"/>	Average
<input type="checkbox"/>	Total

Only starts from the moment you created your GA4 Property.

From Google:

"Lifetime data is available for users who have been active on your site or app after August 15, 2020. For these users the scope of data in the user lifetime technique includes all of their data since they first visited your site or app. For example, a user who first visited your site in December 2019 but who was last active on August 14, 2020 is not included. If that same user was active on August 16, 2020, then all their data going back to last year is included."

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GA4: Cohort Explorations

Each cell is the sum of **Active users** for users who had purchase, in that week after **Add_To_Cart**

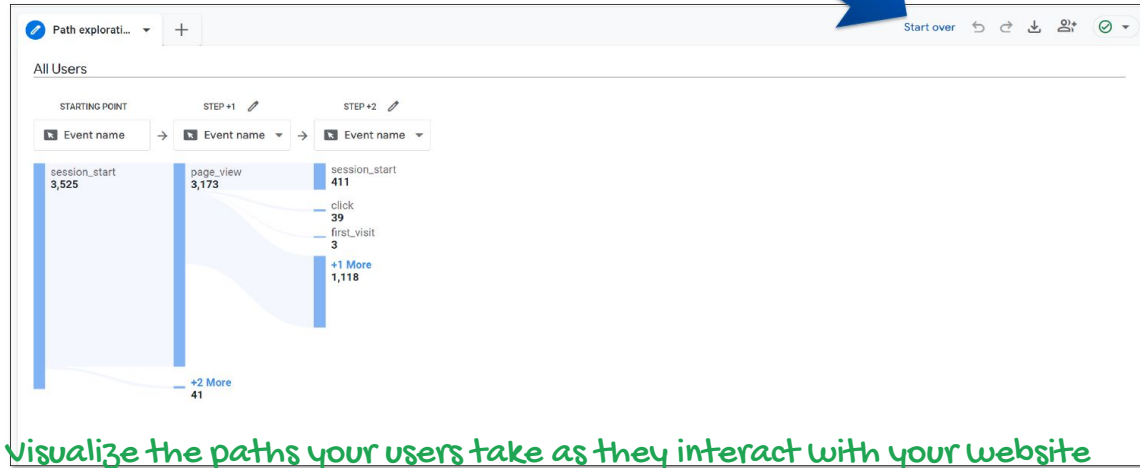
	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
All Users	708	43	26	20	15	9
Active users						
Jul 24 - Jul 30, 2022 375 users	129	9	5	5	8	9
Jul 31 - Aug 6, 2022 368 users	139	9	7	10	7	
Aug 7 - Aug 13, 2022 288 users	99	5	9	8		
Aug 14 - Aug 20, 2022 293 users	106	7	7			
Aug 21 - Aug 27, 2022 418 users	164	18				
Aug 28 - Sep 3, 2022 353 users	126					

Gain insights from the behavior and performance of groups of users related by common attributes

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GA4: Path Explorations








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GA4: Path Explorations

 Path explorati... ▾ +

     ▾

STARTING POINT

Drop or select node

OR

ENDING POINT

Drop or select node

Select a node type or drag and drop one from the Settings panel to one of the two steps.

Visualize the paths your users take as they interact with your website

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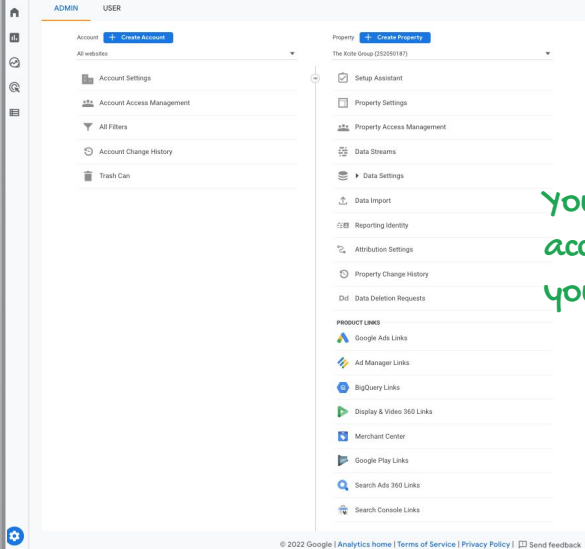
GA4: Path Explorations



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GA4: Final Tip - Search Console



You will have to reconnect Google Search Console to your GA4 account. Go to Admin, then at the bottom of Property Settings, you will see "Search Console Links."

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GA4: Add Search Console Reporting to Sidebar

Let's jump and and show this live!

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GA4: Resources

3 Valuable GA4 Reports

<https://searchengineland.com/3-valuable-google-analytics-4-reports-for-seos-387368>

GA4 Custom reports in 30 seconds

<https://searchengineland.com/google-analytics-4-make-custom-report-388925>

GA4 brings new and familiar concepts to the future of analytics

<https://searchengineland.com/ga4-new-familiar-concepts-386736>

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Thanks!

Does anyone have any questions?

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