



Google Analytics 4

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On this course we'll cover...

1. Introduction to GA4
2. Overview of the NEW GA4 Dashboard
3. Reports Snapshot & Real-time Data
4. Life Cycle Reporting
5. Explorations
6. Advertising Performance
7. Configure
8. Supporting tools: Campaign URL Builder, Google Search Console



Google Analytics 4

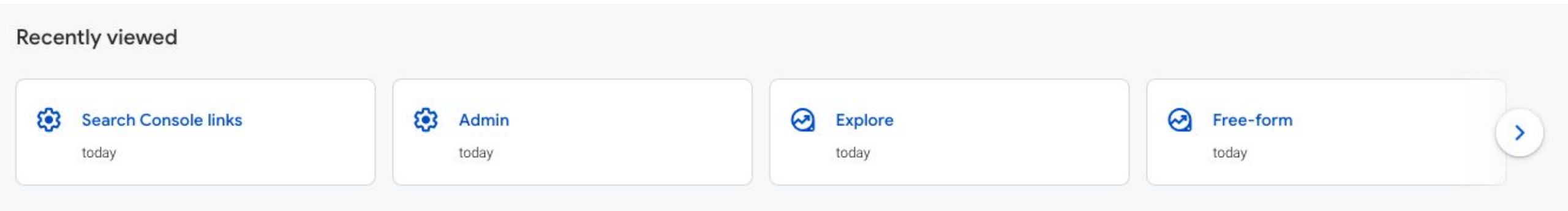
Section 1 Introduction

What's changed?

- GA4 uses a very different data structure intended to make it more flexible and better able to predict behaviour.
- Everything is now built around **Users** (visitors) and **Events** (interactions) on your site, rather than sessions.
For example, **Bounce Rate** is replaced with **Engaged Sessions** that:
 - Lasts longer than 10 seconds
 - Contains more than one page view
 - Contains at least one conversion event

What's changed?

- New features also include **Recently Viewed** areas to help you navigate back to areas of interest more easily.

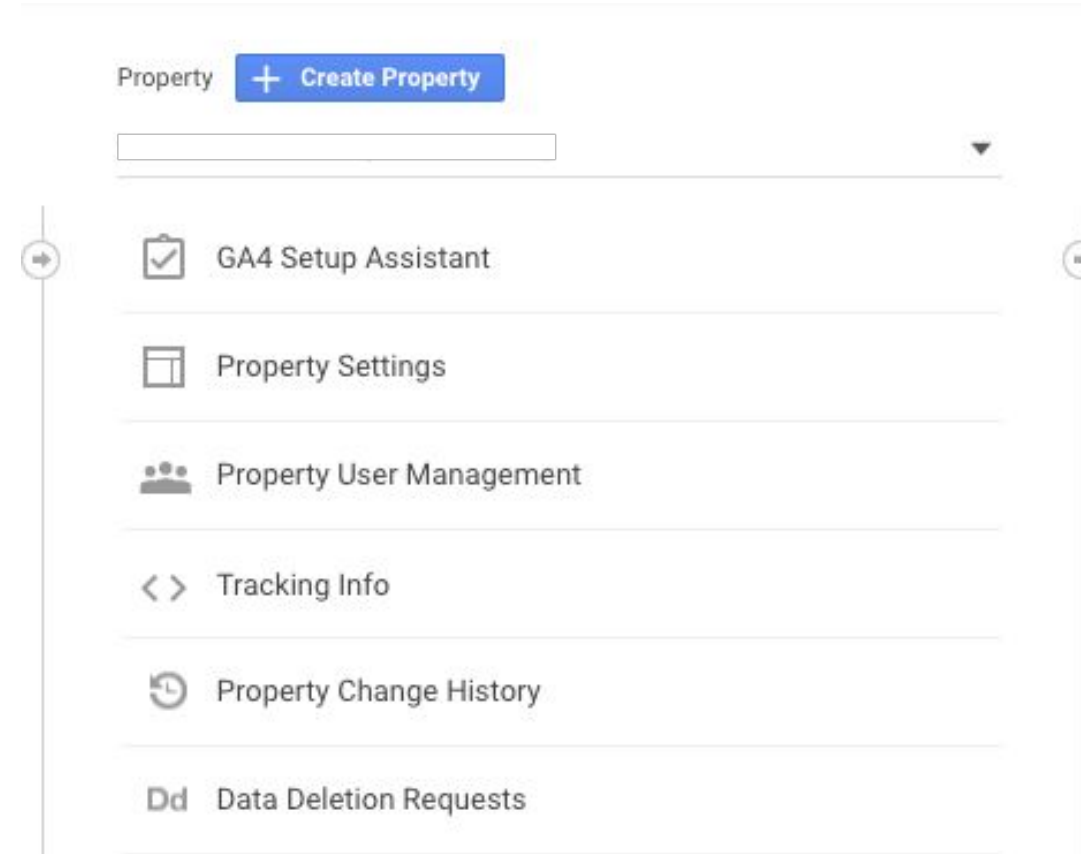


When can I make the switch to GA4?

- The deadline is **1 July 2023** when Universal Analytics will cease gathering new data.
- You can run both both GA4 and Universal Analytics in parallel until the deadline, provided you maintain both tracking cookies.
- Historical Universal Analytics data will be available for a period of time after 1 July 2023.

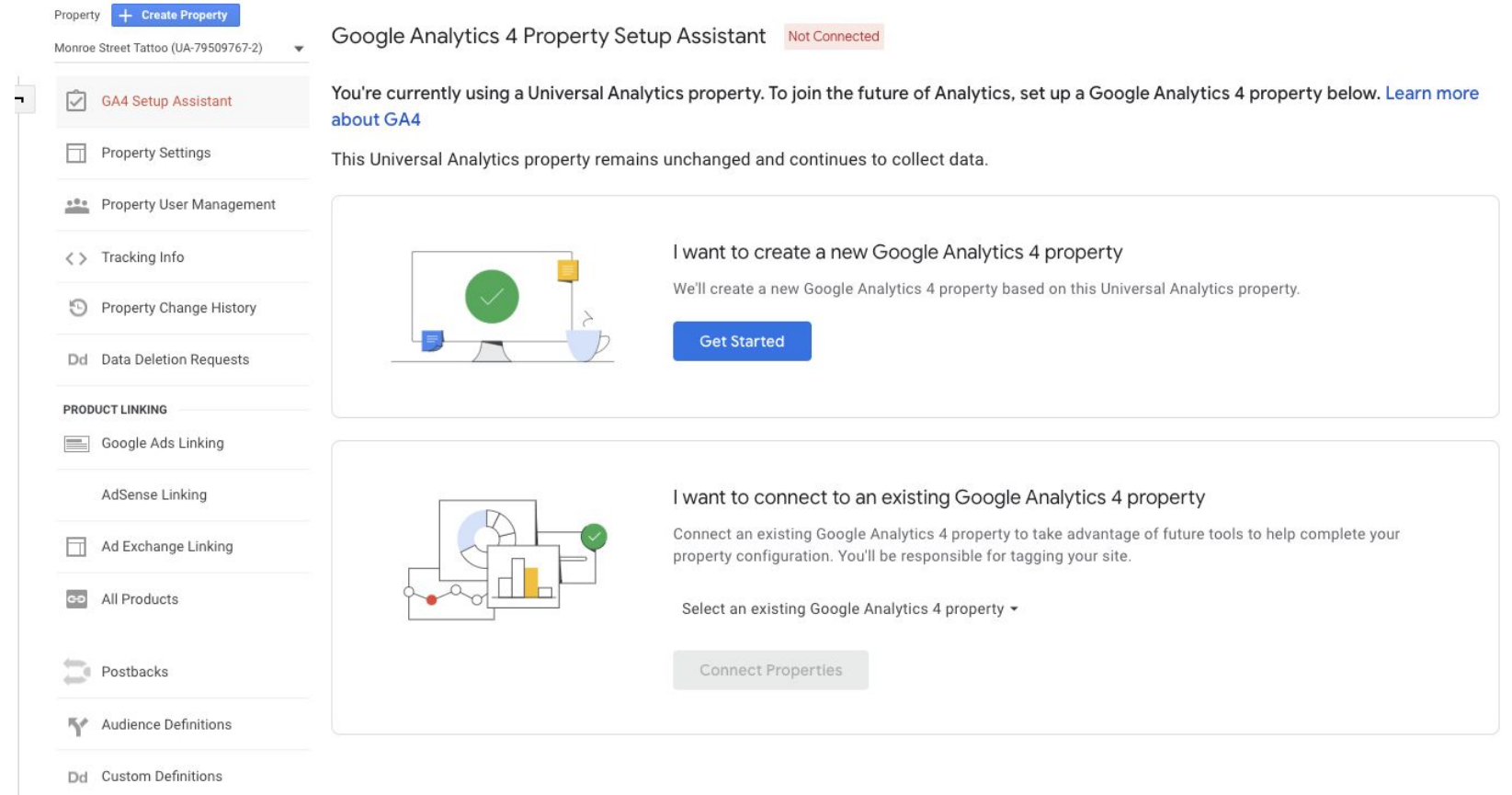
How do I make the switch to GA4?

- Login to your Google Analytics Account.
- Click on 'Admin' (Gear icon, bottom left navigation).
- Confirm that your desired account is selected.
- Confirm the desired property is selected.
- Click **GA4 Setup Assistant**, the first option in the **Property** column.



How do I make the switch to GA4?

- Click the blue **Get Started** button



The screenshot shows the Google Analytics 4 Property Setup Assistant interface. On the left is a sidebar menu with the following items: GA4 Setup Assistant (highlighted with a checkmark), Property Settings, Property User Management, Tracking Info, Property Change History, Data Deletion Requests, and a section for PRODUCT LINKING including Google Ads Linking, AdSense Linking, Ad Exchange Linking, All Products, Postbacks, Audience Definitions, and Custom Definitions. The main content area is titled 'Google Analytics 4 Property Setup Assistant' with a 'Not Connected' status. It contains two main options: 'I want to create a new Google Analytics 4 property' with a 'Get Started' button, and 'I want to connect to an existing Google Analytics 4 property' with a 'Connect Properties' button. The 'Get Started' button is blue and prominent, while the 'Connect Properties' button is greyed out.

How do I make the switch to GA4?

- Click the blue **Create Property** button
- The GA4 setup assistant works automatically with gtag.js.
- If you use a website platform such as WordPress, Wix, etc., you will need to add the new Analytics tag yourself.

Create a new Google Analytics 4 property



This wizard will:

- Create a Google Analytics 4 property. This will be a new property without historical data. Don't worry, your original property is not affected in any way.
- Copy basic settings from your Universal Analytics property. You can start manually configuring additional settings like conversions, audiences, events, and product links. Over time, more upgrade tools will be available to help migrate these configurations.
- Activate enhanced measurement. [Enhanced measurement](#) is automatically enabled so you can go deeper than page views to measure user behavior and content success. You must ensure that no personally identifiable information (PII) will be sent to Google.

This wizard can also:

- ☒ Enable data collection using your existing tags. We can't migrate your tag customizations, though, so consider how this affects your data collection.

No, thanks

Create property

What are the benefits of GA4?

- Users (visitors) move across multiple platforms and devices – getting a complete data picture is challenging!
- GA4 uses machine learning techniques to help fill in the missing data gaps and create a single user journey.
- The simpler, clutter-free, GA4 dashboard presents summary cards that you click on for more depth.
- The GA4 dashboard enables you to more easily spot key trends and irregularities in data.

What information can't GA4 provide?

- Data remains non-personal and anonymous so cannot indicate the behaviour of specific individuals.

Remember: You can get familiar with GA4 before switching by using the Google Analytics Demo:

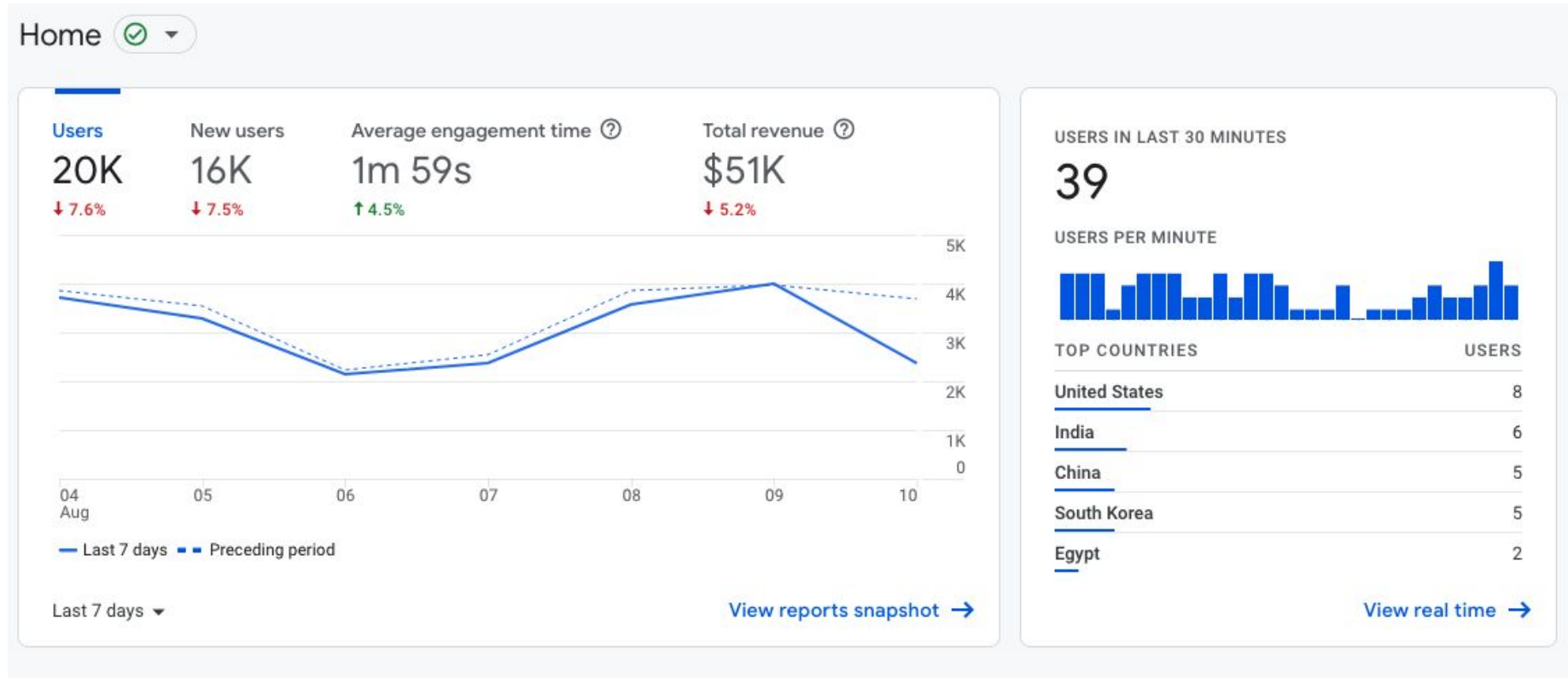
<https://support.google.com/analytics/answer/10993011?hl=en>



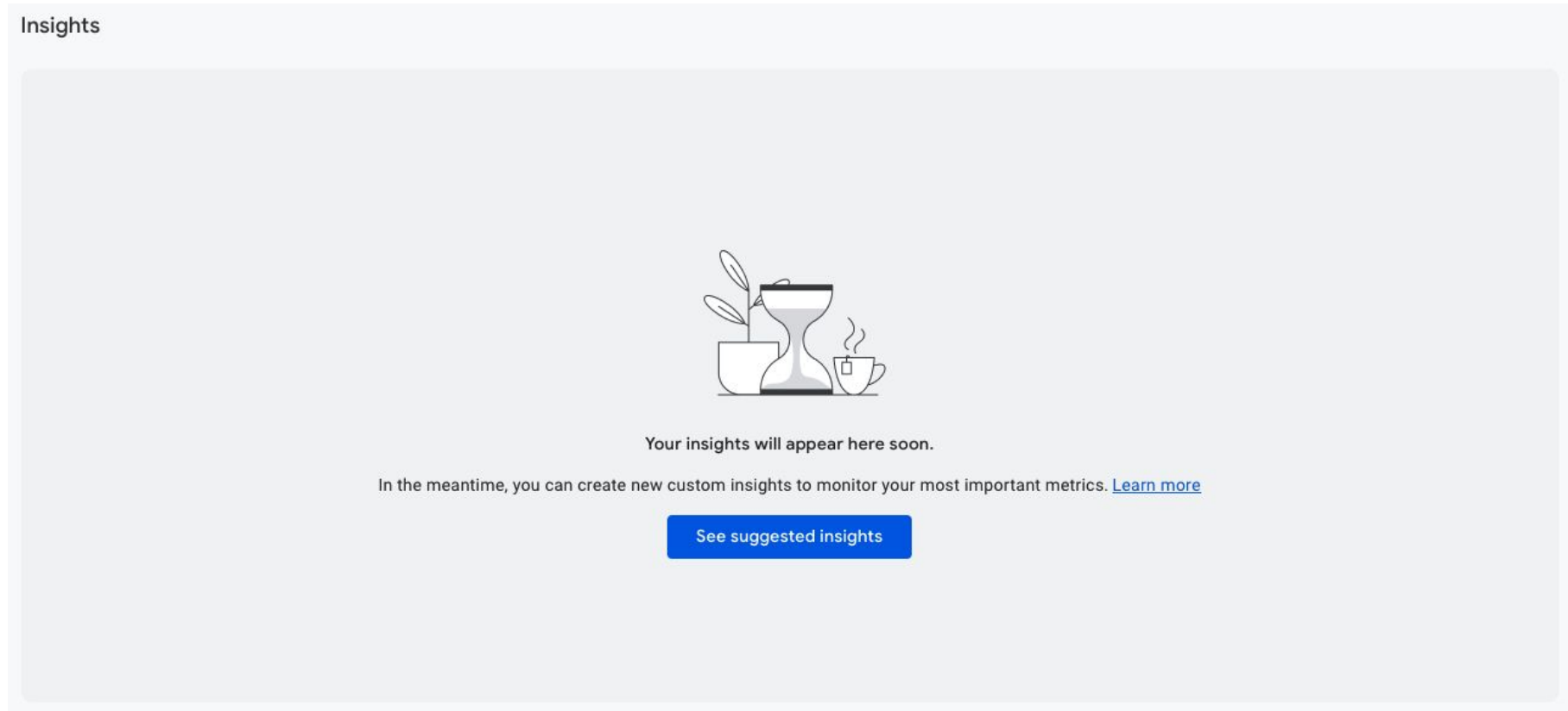
Google Analytics 4

Section 2 The New GA4 Dashboard

The New GA4 Dashboard: Home



The New GA4 Dashboard: Insights



The New GA4 Dashboard: Insights



The New GA4 Dashboard: Insights

Creating & Adding Custom Insights

- On the Insights card, click View all insights.
- Click Create.
- To use one of the suggested custom insights: ...
- To create your own insight, under Start from scratch, click Create new.
- Set the condition that generates the insight: ...
- Enter a name for the insight.
- Manage notifications.

× Create Custom Insight

Custom Insights let you automatically monitor performance of your property. All users in this property will see insights in the Insights dashboard when the conditions are triggered. Users can also subscribe to receive these insights via email.

Set Conditions

Evaluation frequency

Daily

Segment



All Users

[Change](#)

Metric

Condition

Has anomaly

Choose insight name

This is the name you'll see in the notifications, so use a descriptive name.

For example 'daily – revenue is

0/100

Manage notifications

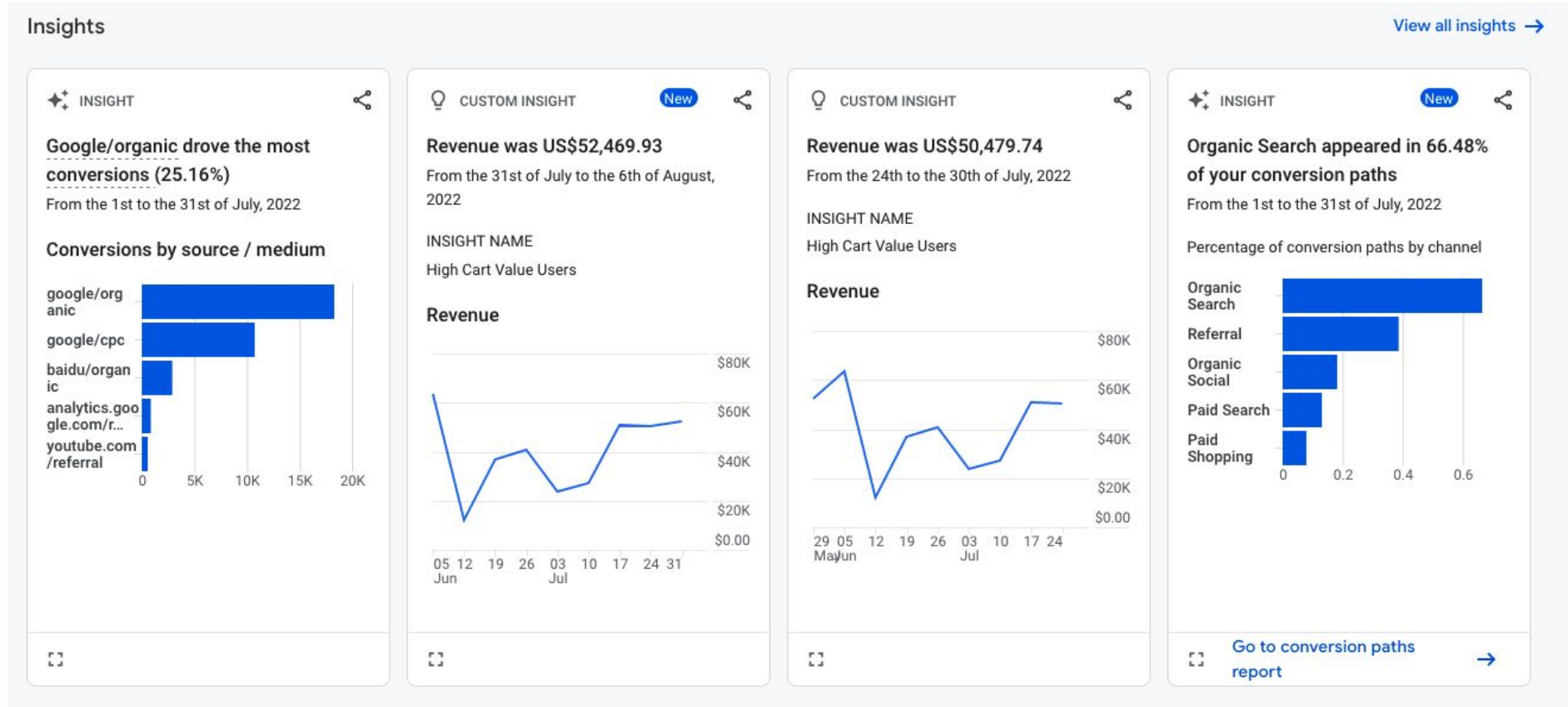
When this insight is triggered, all users on this property can see it in the Insights dashboard. Users you list below will also receive an email notification, if they have access to the property.

Send email notifications to (separate emails by commas)

your email address|



The New GA4 Dashboard: Insights





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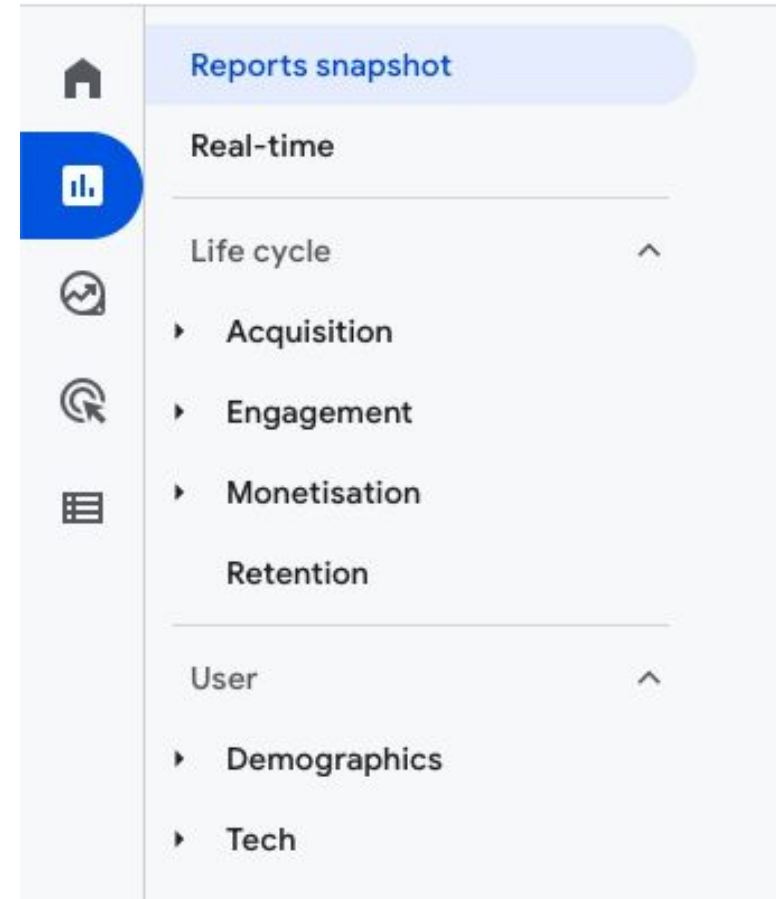
Section 3

Reports Snapshot & Real-time Data

Reports Snapshot

This first **Reports** tab is where you'll find a lot of essential information including:

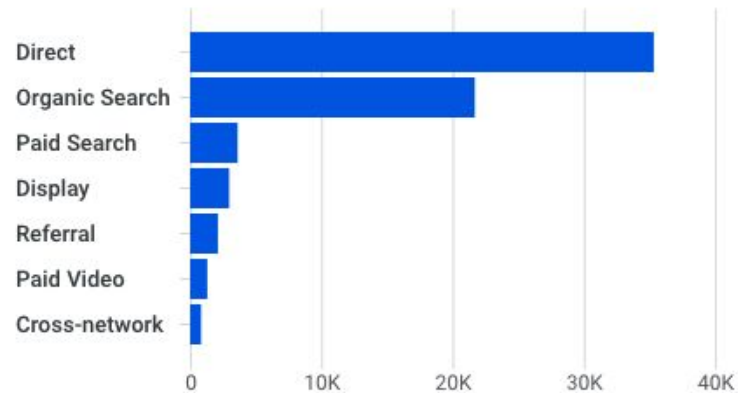
- What source do new users come from?
- Which countries do users come from?
- What are your top-performing campaigns?
- Which pages and screens get the most views?
- How well do you retain users?



Reports Snapshot

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel grouping ▼



[View user acquisition →](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▼ by Session medium ▼ SESSION MEDIUM

SESSION MEDIUM	SESSIONS
(none)	53K
organic	36K
cpc	11K
referral	10K
affiliate	206
email	138

[View traffic acquisition →](#)

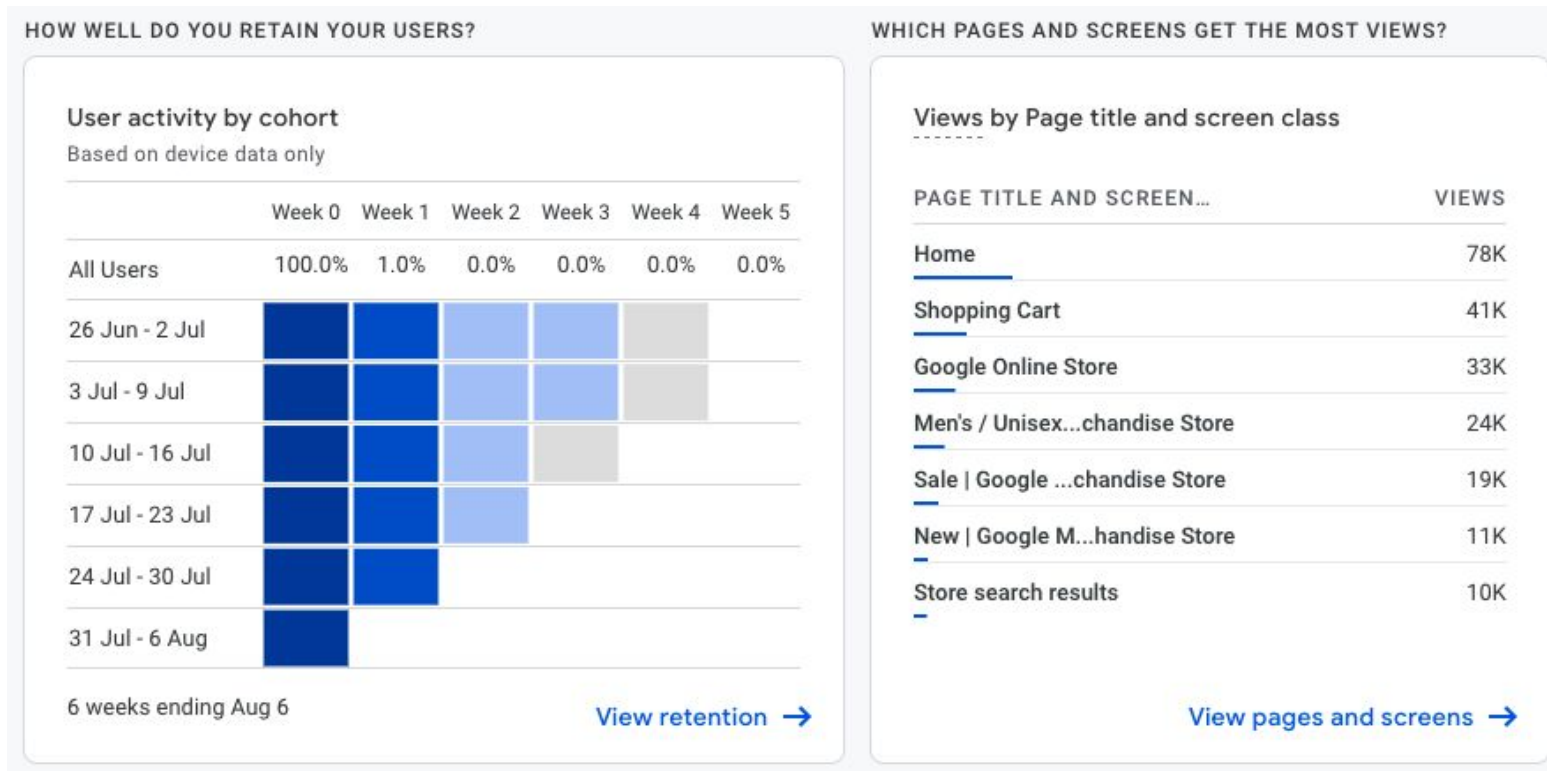
Users ▼ by Country



COUNTRY	USERS
United States	39K
China	14K
India	6.1K
Canada	3.5K
Japan	2.1K
Taiwan	1.3K
Hong Kong	1.3K

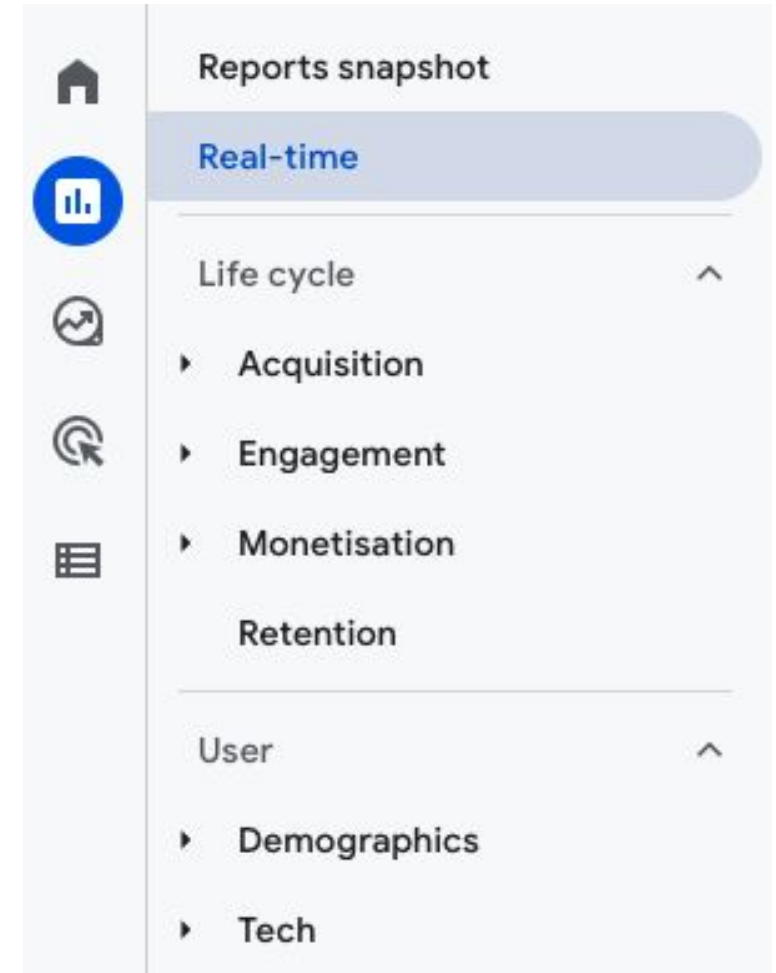
[View countries →](#)

Reports Snapshot

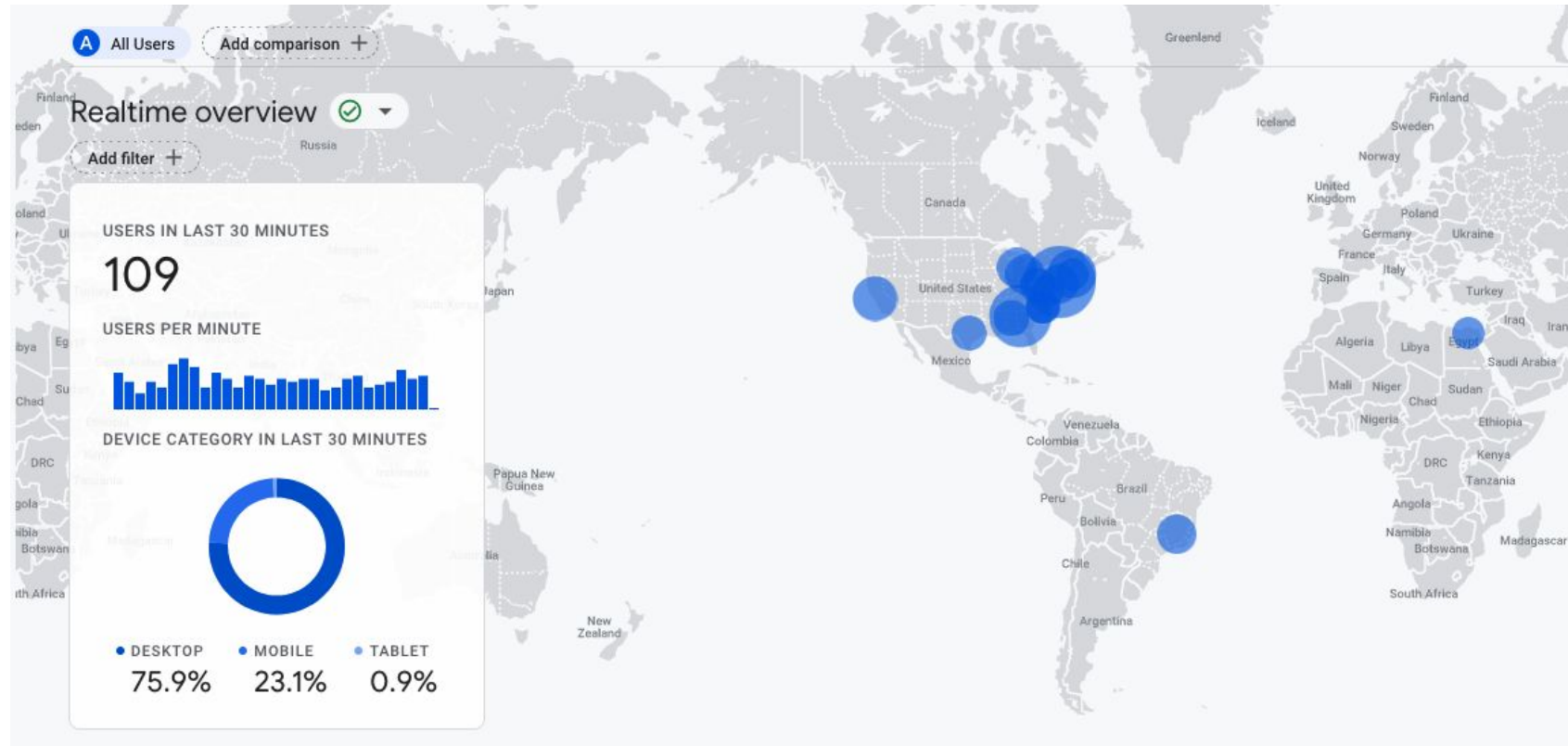


Realtime Report

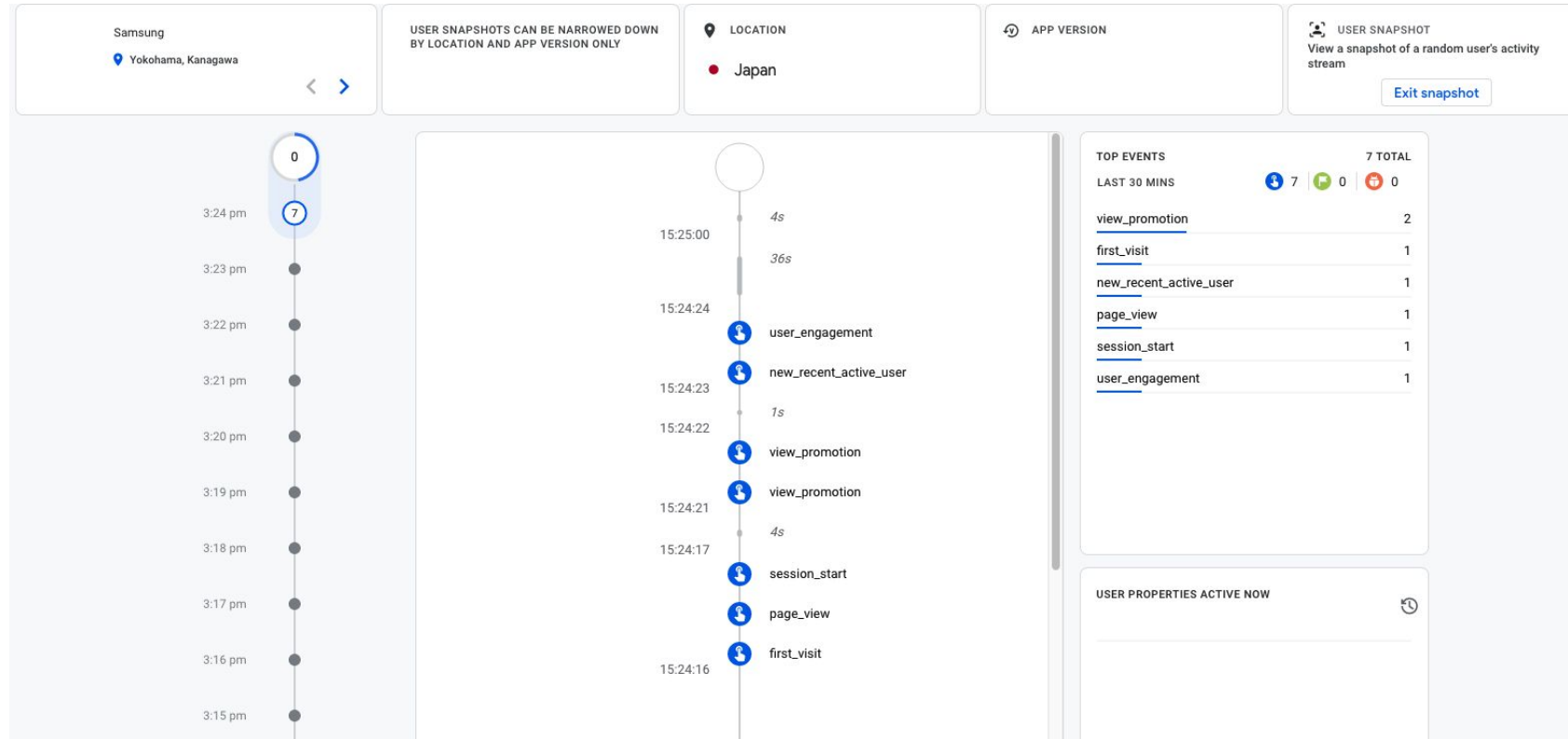
- Realtime report is the next default report in the left navigation, and it shows events that happened within the past 30 minutes.
- Use it to check your tracking cookie is working!
- Click **View user snapshot** in the top right corner of the Realtime report to see a snapshot for a single user, including device, location, and real-time engagement with the site (or app) through events triggered.



Realtime Report: Overview



Realtime Report: Snapshot



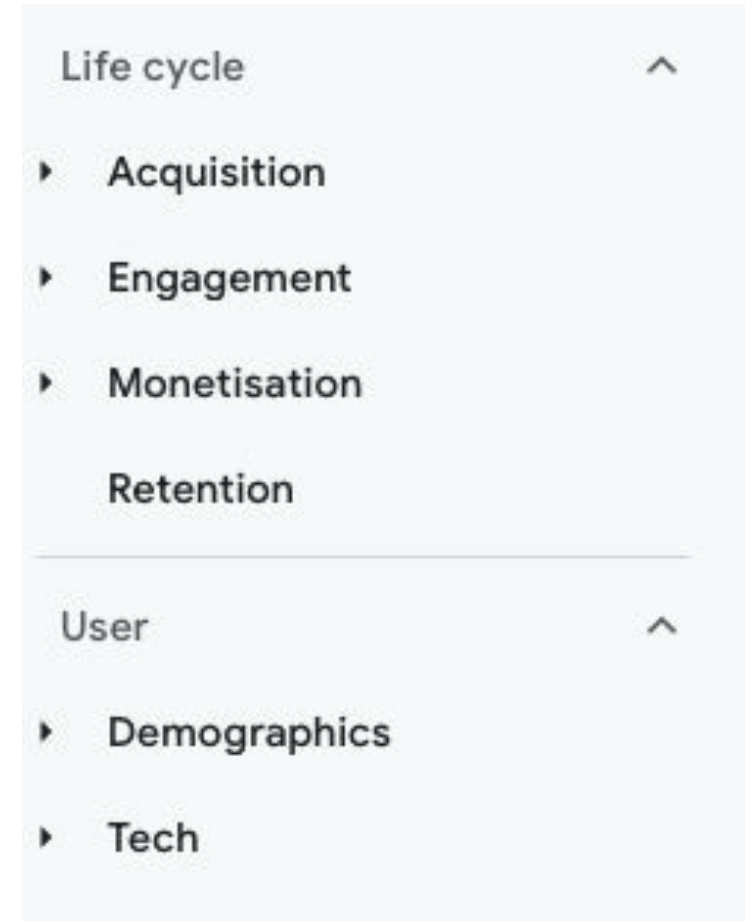


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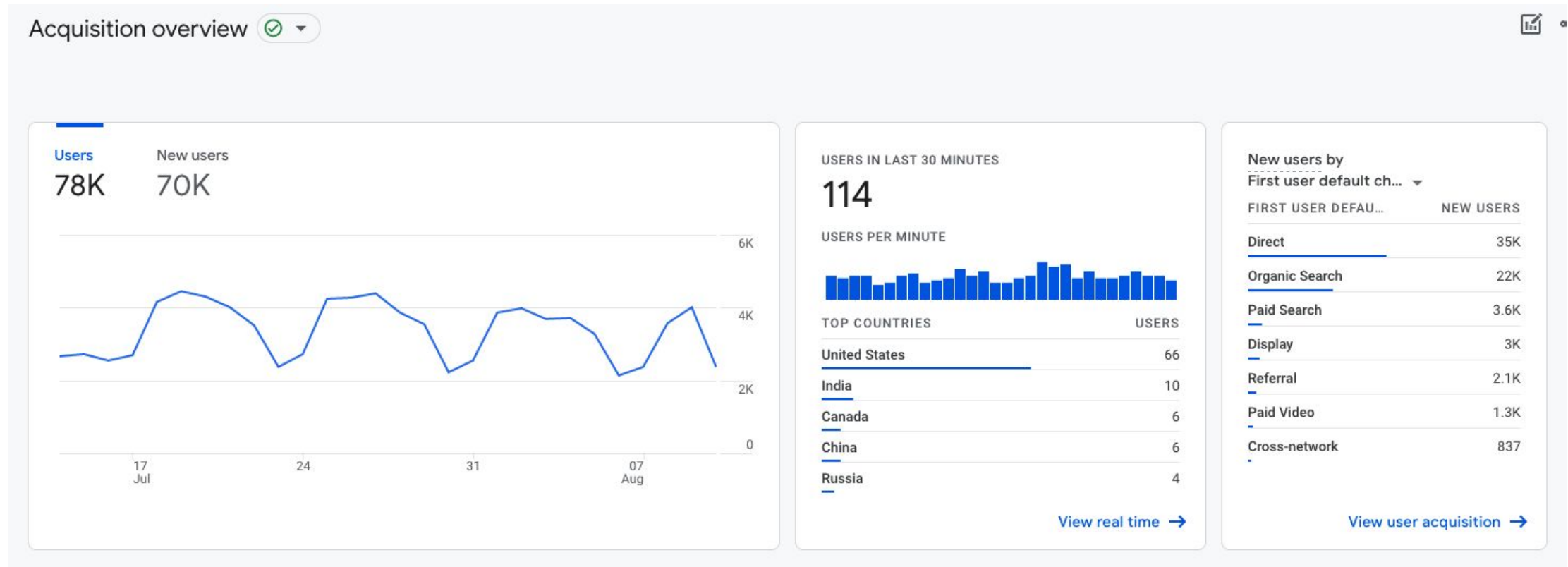
Section 4 Lifecycle Reporting

Life Cycle Reporting

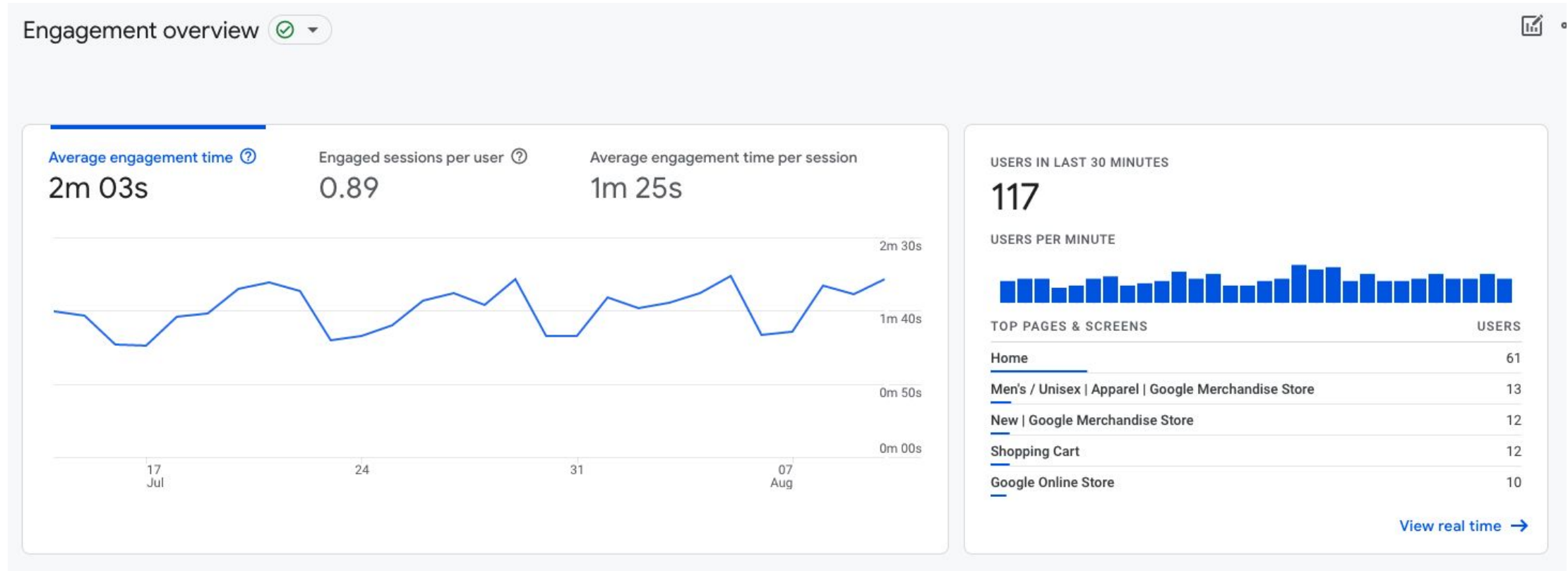
- Follows the funnel of **acquiring**, **engaging**, **monetising** and **retaining** users.
- Analyse how users enter the conversion funnel and how they behave once they're in the funnel.
- Life Cycle Reports will quickly answer:
 - How do users enter the conversion funnel?
 - How do users behave once they're in the funnel?
- GA4 also includes user reports on demographics and technology, as well as events and conversions.



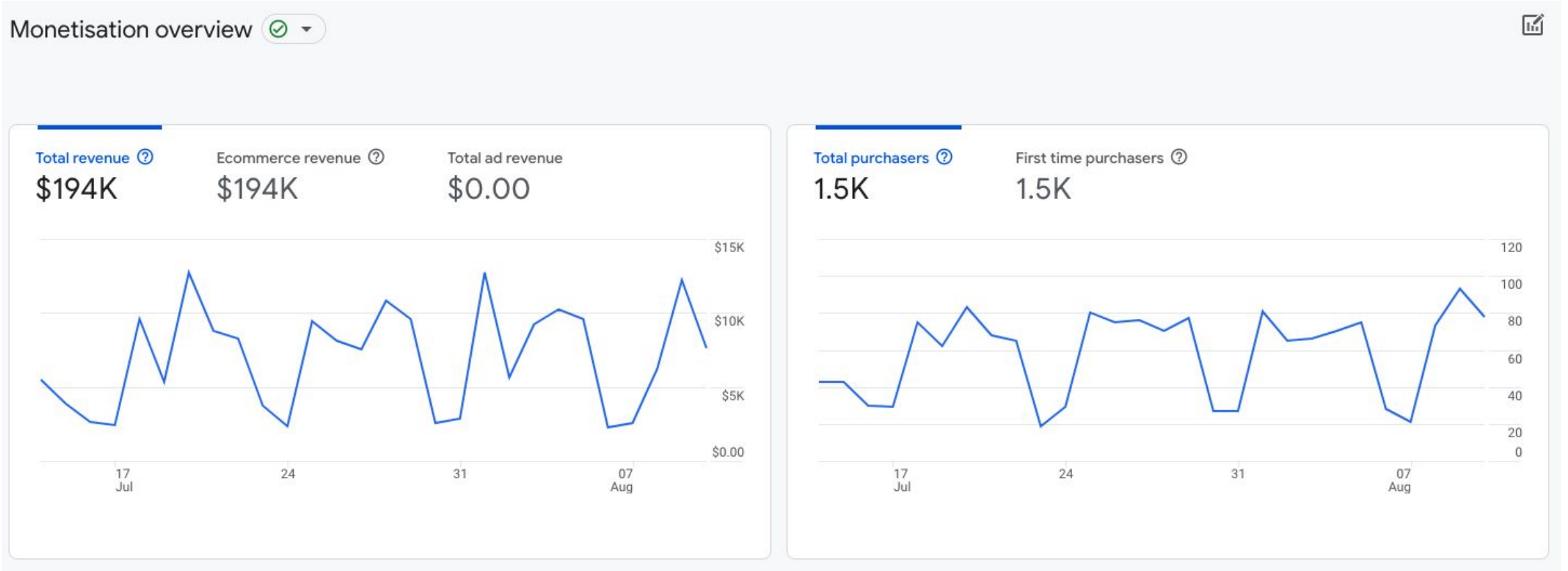
Life Cycle Reporting: Acquisition



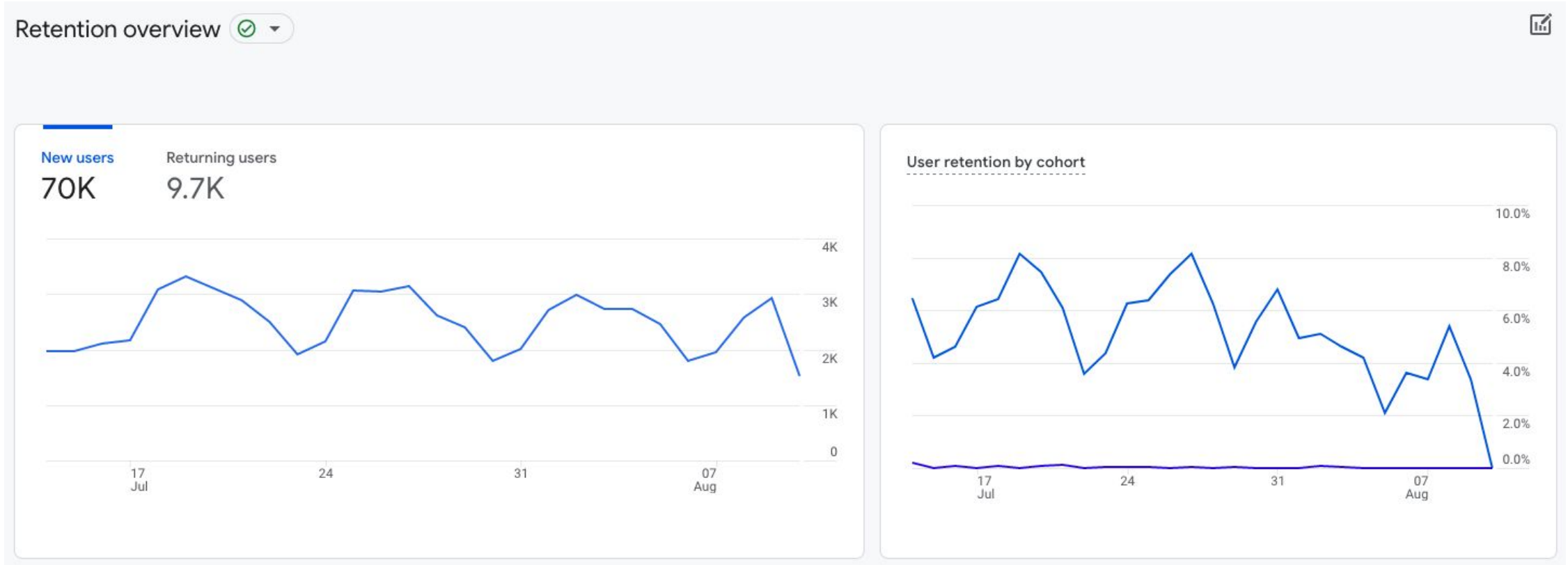
Life Cycle Reporting: Engagement




Life Cycle Reporting: Monetisation



Life Cycle Reporting: Retention



Demographics Overview

Demographics overview 



Users ▾ by Country



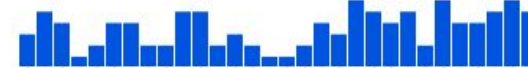
COUNTRY	USERS
United States	40K
China	13K
India	6K
Canada	3.5K
Japan	2K
Taiwan	1.4K
Hong Kong	1.3K

[View countries →](#)

USERS IN LAST 30 MINUTES

42

USERS PER MINUTE



TOP COUNTRIES

	USERS
United States	13
India	11
South Korea	4
China	3
Russia	3

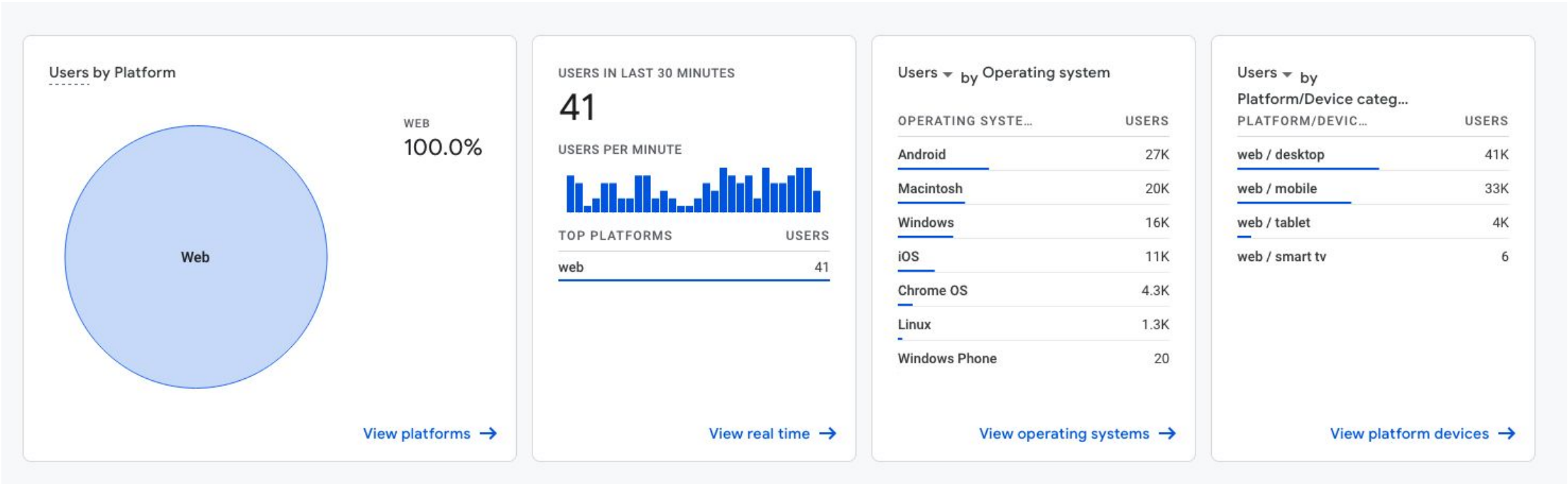
[View real time →](#)

Users ▾ by Town/City

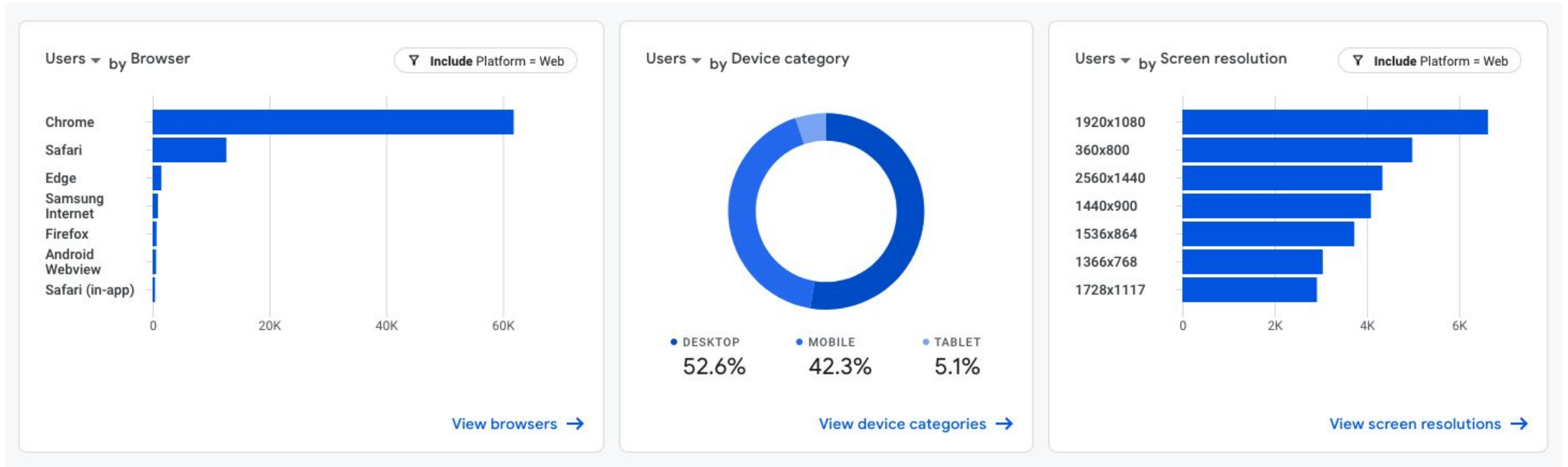
TOWN/CITY	USERS
New York	4.3K
Mountain View	2.4K
Los Angeles	2.2K
Sunnyvale	1.8K
Chicago	1.7K
San Jose	1.7K
San Francisco	1.5K

[View cities →](#)

Tech Overview



Tech Overview





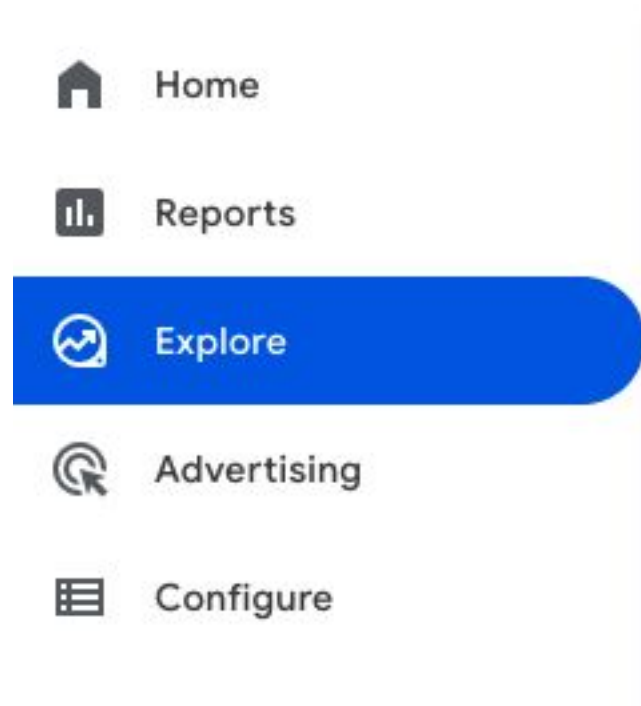
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Section 5 Explorations

Explorations

- What insights can you uncover with **custom charts and tables**?
- What **user journeys** can you analyse, segment and breakdown with **multi-step funnels**?
- What user journeys can you uncover with **tree graphs**?
- What do **intersections of your segments** of users tell you about their behaviour?
- What insights can you get from your **user cohorts behaviour** over time?
- What can you learn by analysing the entire **lifetime of your users**?

Free-form Explorations



Free-form 1

Device category	desktop	mobile	tablet	smart tv	Totals
Town/City	Active users	Active users	Active users	Active users	↓ Active users
Totals	42,881 52.3% of total	34,831 42.5% of total	4,043 4.9% of total	7 <0.1% of total	82,013 100.0% of total
1 (not set)	4,868	13,294	547	0	18,822
2 New York	2,574	1,607	309	0	4,485
3 Mountain View	2,186	273	3	0	2,462
4 Los Angeles	923	1,303	139	0	2,362
5 Sunnyvale	1,657	138	6	0	1,800
6 Chicago	853	754	149	0	1,755
7 San Jose	1,024	641	36	1	1,702
8 San Francisco	1,212	354	19	0	1,582
9 Toronto	646	516	20	0	1,181
10 Seattle	724	268	20	0	1,010

Variables

Exploration Name: Free-form

Custom 12 Jul - 10 Aug 2022

SEGMENTS

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

DIMENSIONS

- Event name
- Gender
- Country
- Device category
- First user medium
- Town/City

METRICS

- Active users
- Event count
- Transactions

Tab settings

TECHNIQUE

Free-form

VISUALISATION

SEGMENT COMPARISONS

Drop or select segment

ROWS

Town/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 groups 5

VALUES

Explorations Guide: Variables Column

- The variables column is where you select the data you want to use in your analysis:
 - Date range
 - Segments
 - Dimensions
 - Metrics

Variables

—

Exploration Name:
Free-form

Custom
12 Jul - 10 Aug 2022

SEGMENTS +

US

Direct traffic

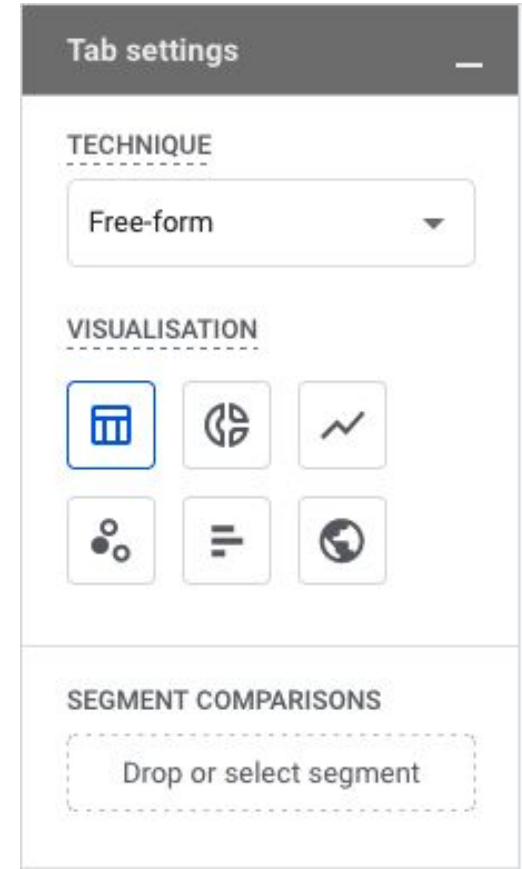
Paid traffic

Mobile traffic

Tablet traffic

Explorations Guide: Tab Settings Column

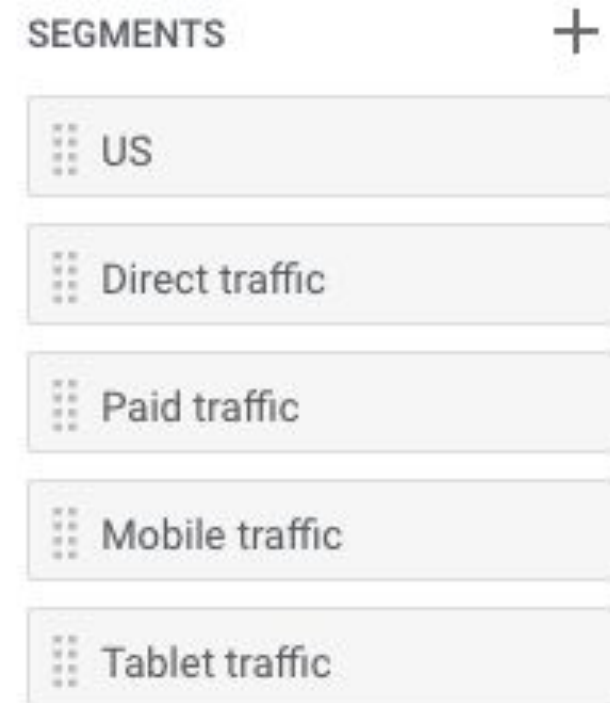
- The tab settings column is where you specify the analysis technique, add dimensions, metrics and apply segments.



The screenshot shows a 'Tab settings' panel with a dark header. Below the header, there are three sections: 'TECHNIQUE' with a dropdown menu set to 'Free-form'; 'VISUALISATION' with a grid of six icons (bar chart, pie chart, line graph, scatter plot, horizontal bar chart, and globe); and 'SEGMENT COMPARISONS' with a dashed box containing the text 'Drop or select segment'.

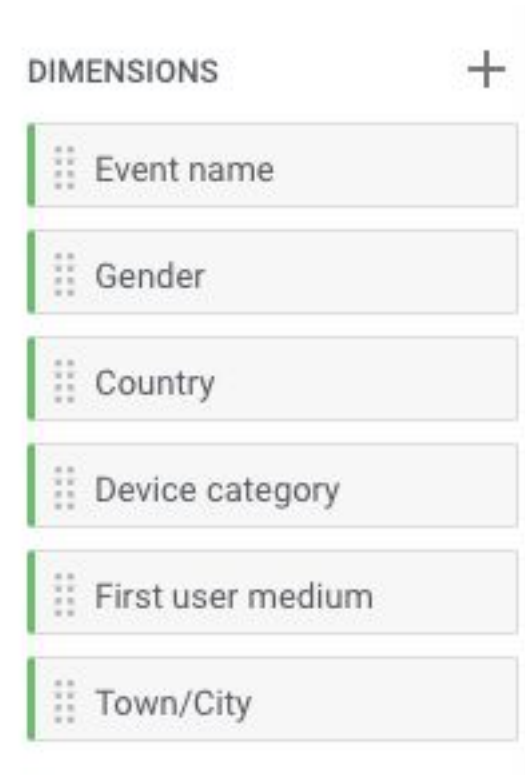
Explorations Guide: Segments

- Segments are different groups of users.
- Drag and drop different groups of users to your report to compare and contrast how they are behaving.
- If you don't see the segment you want to use, add your own by clicking on the plus icon.



Explorations Guide: Dimensions

- Dimensions are the things you want to analyse. For example, event count, active users, transactions, etc.
- Drag and drop dimensions as rows or columns in the Tab Settings area.



Explorations Guide: Metrics

- Metrics provide the numbers in your analysis.
- Add metrics to the Values area in Tab Settings.



Explorations Guide: Visualization

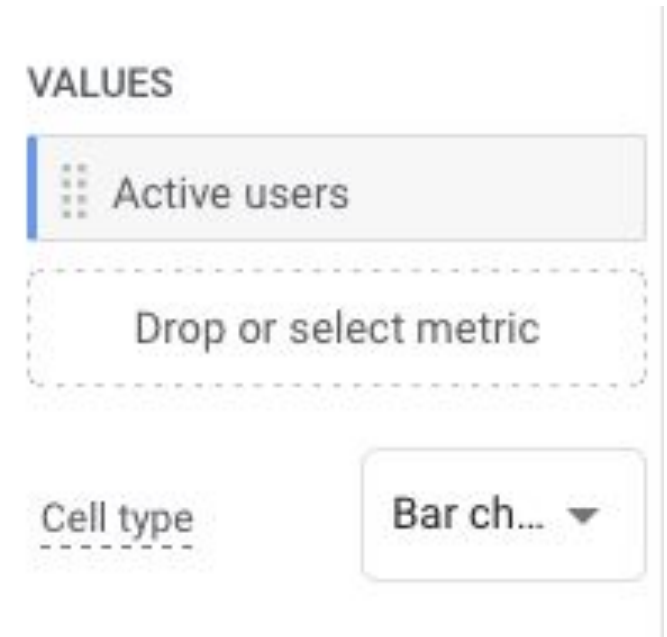
- Choose what the report will look like.
- Exploration options include table, pie chart, line graph and more.

VISUALISATION



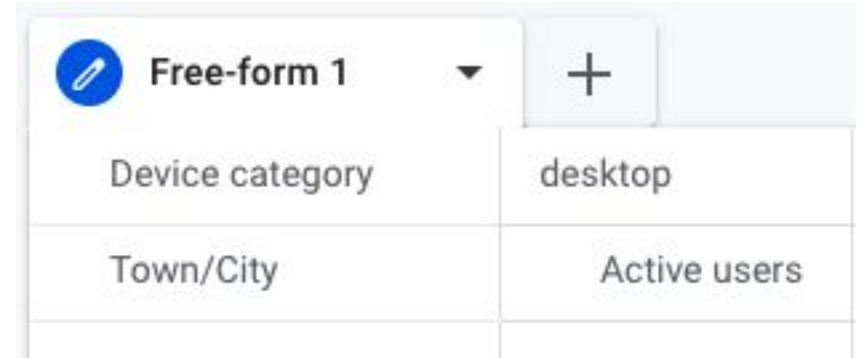
Explorations Guide: Values

- Drag the metrics that you want to display as columns in the report.
- Cell type can be displayed as a bar chart, plain text or heat map.



Explorations Guide: Tabs

- Tabs display your visualizations.
- An analysis can contain up to 10 tabs.
- To add a new tab, click the plus icon.



Explorations Guide: Display

- Interact with the data by right-clicking a data point in the visualization.

Free-form 1					
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Totals	42,881 52.3% of total	34,831 42.5% of total	4,043 4.9% of total	7 <0.1% of total	82,013 100.0% of total
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9 Toronto	646	516	20	0	1,181
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Other Explorations

Explorations

Start a new exploration

Template gallery NEW



Free-form

What insights can you uncover with custom charts and tables?



Funnel exploration

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



Path exploration

What user journeys can you uncover with tree graphs?

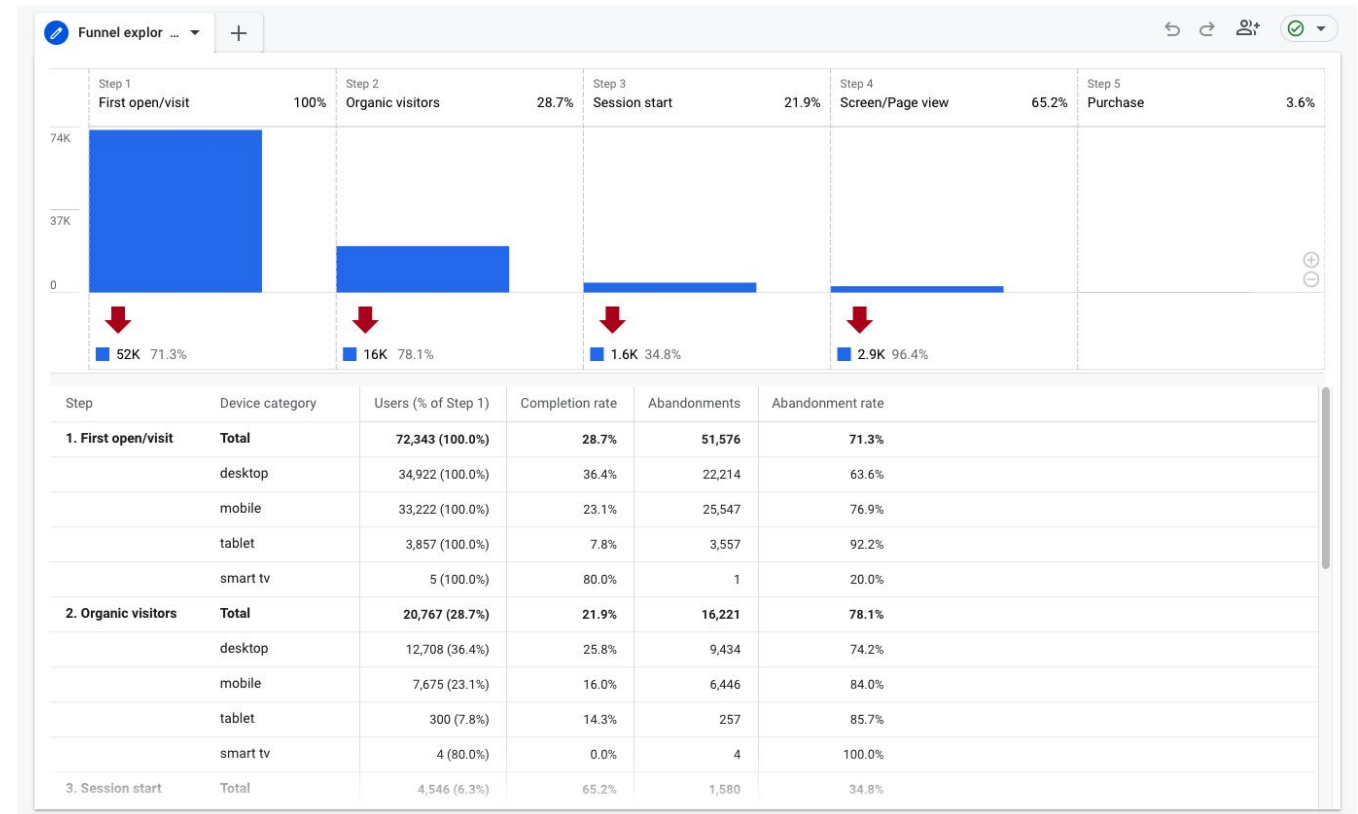


Segment overlap

What do intersections of your segments of users tell you about their behaviour?

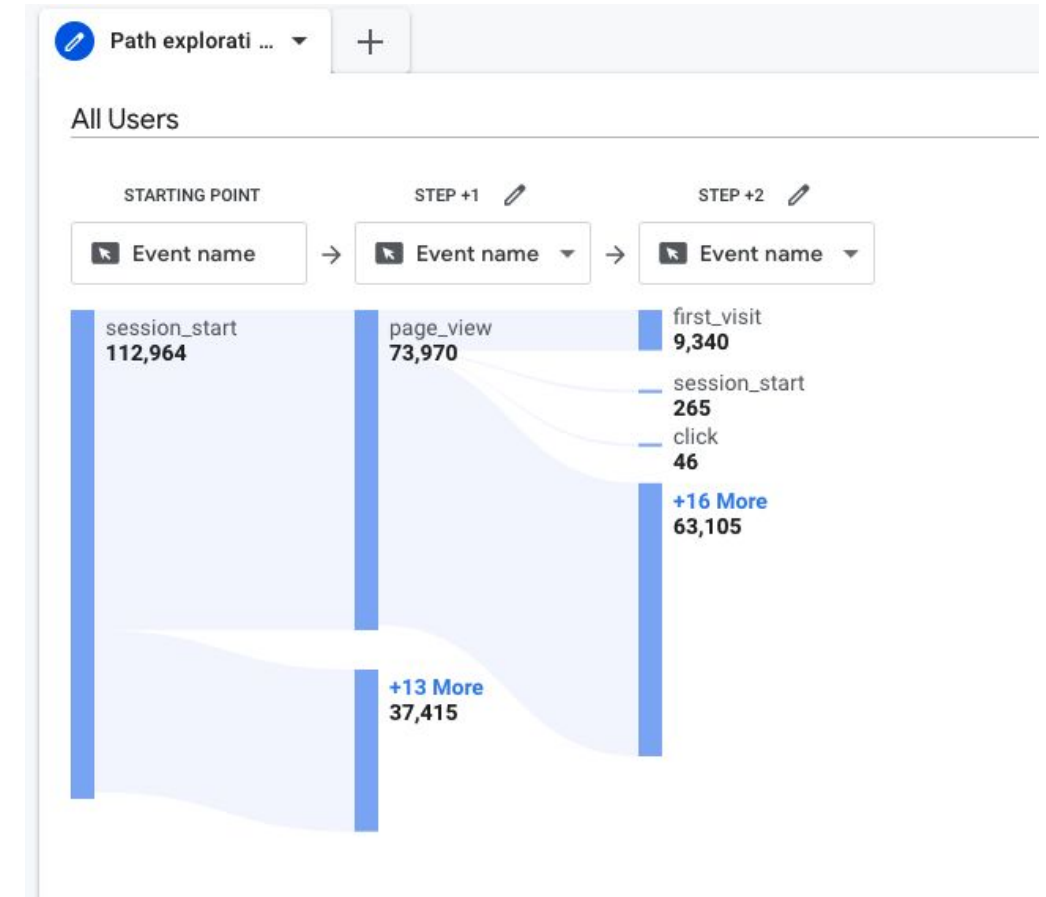
Funnel Exploration

- How do website visitors become one-time shoppers and then how do one-time shoppers become repeat customers?
- Here, you can visualise the steps shoppers take to complete an event and see how well they are succeeding or failing at each step.



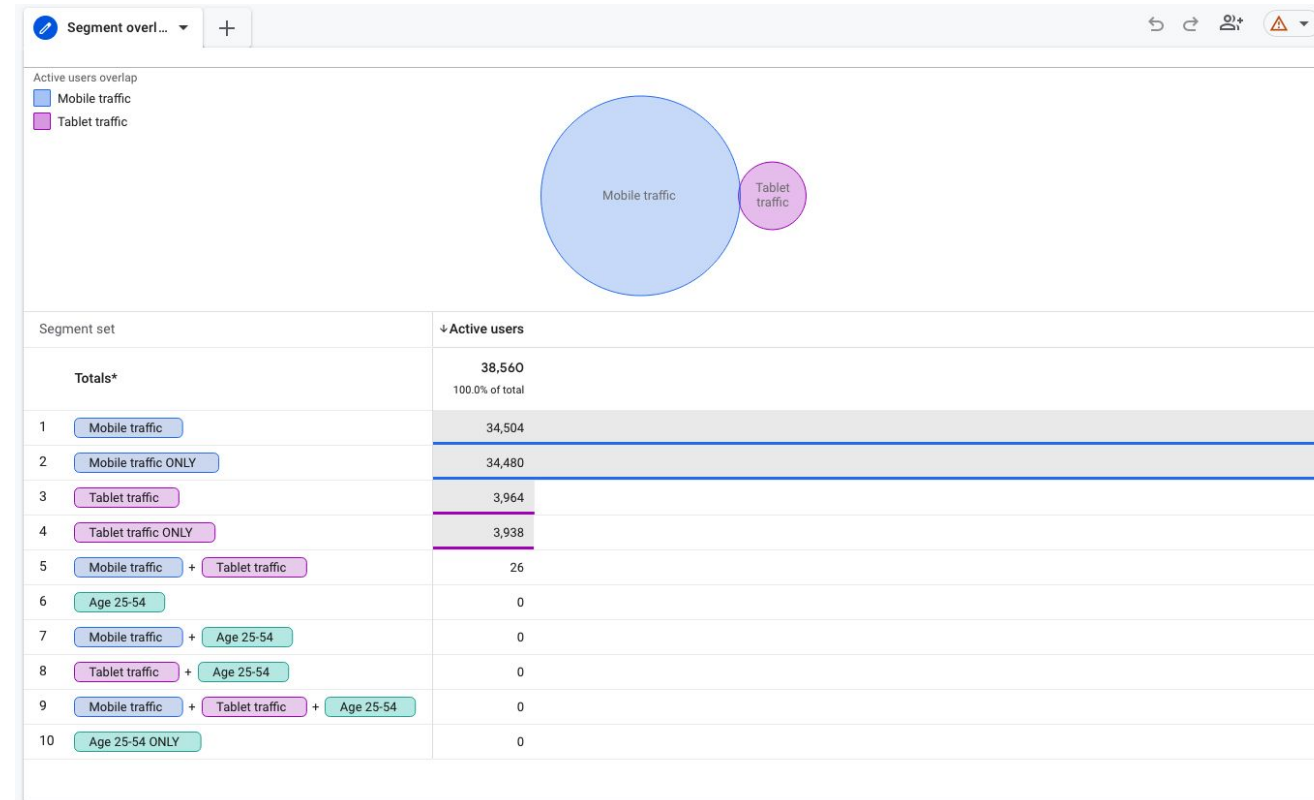
Path Exploration

- Path analysis visualizes the event stream in what is known as a “tree graph.”
- An event stream is the series of events users triggered along their path.
- The path analysis technique helps you uncover looping behaviour which may indicate users getting stuck.




Segment Overlap

- In GA4, segments can be used as user events or sessions.
- You can build segments containing multiple conditions and arrange those into a “condition group.”
- Think of a segment as a specific group of your site users. For example, a segment may be users from a specific city, those who visited a specific page, or users who took a specific action such as purchasing from a particular product category.



Cohort Exploration

- A cohort is a group of users with a common characteristic, such as the same acquisition date, event or conversion.
- For example, you can create a cohort report to see how long it takes people to convert in relation to a specific marketing tactic.



The screenshot shows a 'Cohort explorer' interface. At the top, there's a header bar with a pencil icon, a dropdown menu labeled 'Cohort explor ...', and a plus sign. Below this, a note states: 'Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)'. The table has columns for 'WEEK 0', 'WEEK 1', 'WEEK 2', 'WEEK 3', and 'WEEK 4'. The first row, 'All Users', shows 72,349 active users in Week 0, decreasing to 105 in Week 4. Subsequent rows show cohorts for specific date ranges: '12 Jul - 16 Jul 2022' (9,901 users), '17 Jul - 23 Jul 2022' (18,807 users), '24 Jul - 30 Jul 2022' (18,189 users), '31 Jul - 6 Aug 2022' (17,552 users), and '7 Aug - 10 Aug 2022' (7,454 users). Each cohort row shows the number of active users in each of the five weeks, with values generally decreasing over time.

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
All Users Active users	72,349	3,182	1,111	446	105
12 Jul - 16 Jul 2022 9,901 users	9,901	688	338	229	105
17 Jul - 23 Jul 2022 18,807 users	18,807	1,113	506	217	
24 Jul - 30 Jul 2022 18,189 users	18,189	898	267		
31 Jul - 6 Aug 2022 17,552 users	17,552	483			
7 Aug - 10 Aug 2022 7,454 users	7,454				

User Lifetime

- The user lifetime report is extremely powerful because it lets you create reports that visualize which source is driving users with the highest lifetime revenue — not just revenue for a selected month.
- With GA4, you can uncover the marketing campaigns that are acquiring the most valuable users, with the highest purchase probability and lowest churn probability.

User lifetime 1 +				
First user medium	↓ Total users	LTV: Average	Lifetime engagement duration: Average	Lifetime transactions: Average
Totals	80,147 100.0% of total	\$1.70 100.0% of total	1m 40s 100.0% of total	0.02 100.0% of total
1 (none)	42,445	\$2.36	1m 46s	0.02
2 organic	22,022	\$1.18	1m 52s	0.01
3 cpc	9,368	\$0.33	0m 53s	<0.01
4 referral	5,466	\$1.09	1m 38s	0.01
5 (not set)	213	\$0.00	0m 23s	0
6 affiliate	150	\$0.00	0m 35s	0
7 email	42	\$12.74	3m 45s	0.07



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Section 6 Advertising Performance

Advertising Performance

- Which channels drive the most **conversions**?
- What **touchpoints** do customers take to convert?
- How do you **attribute** channels to conversions?

Advertising Performance

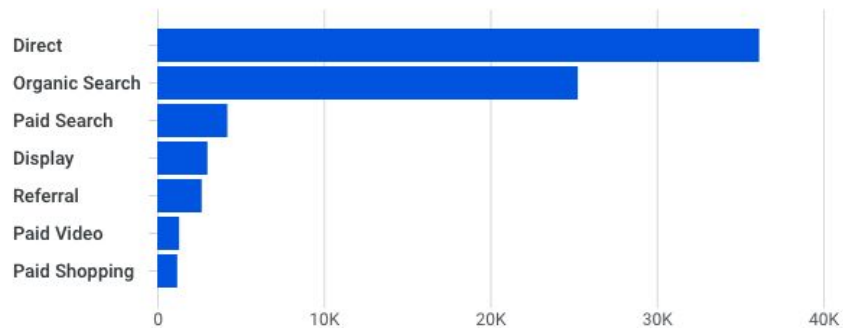
Advertising snapshot



4/4 conversion events

WHICH CHANNELS DRIVE THE MOST CONVERSIONS?

Conversions by Default Channel Grouping



Insights 3

INSIGHT

Google/organic drove the most conversions (25.16%)
From the 1st to the 31st of July, 2022

CUSTOM INSIGHT

New

Revenue was US\$52,469.93

From the 31st of July to the 6th of August, 2022

CUSTOM INSIGHT

Revenue was US\$50,479.74

[View all insights →](#)


WHAT TOUCHPOINTS DO CUSTOMERS TAKE TO CONVERT?

Conversion paths

DEFAULT CHANNEL GROUPING	CONVERSIONS
Direct	36K
Organic Search	23K
Paid Search	4.2K
Display	3K
Referral	2.2K
Paid Video	1.3K
Paid Shopping	1.2K

[View conversion paths →](#)

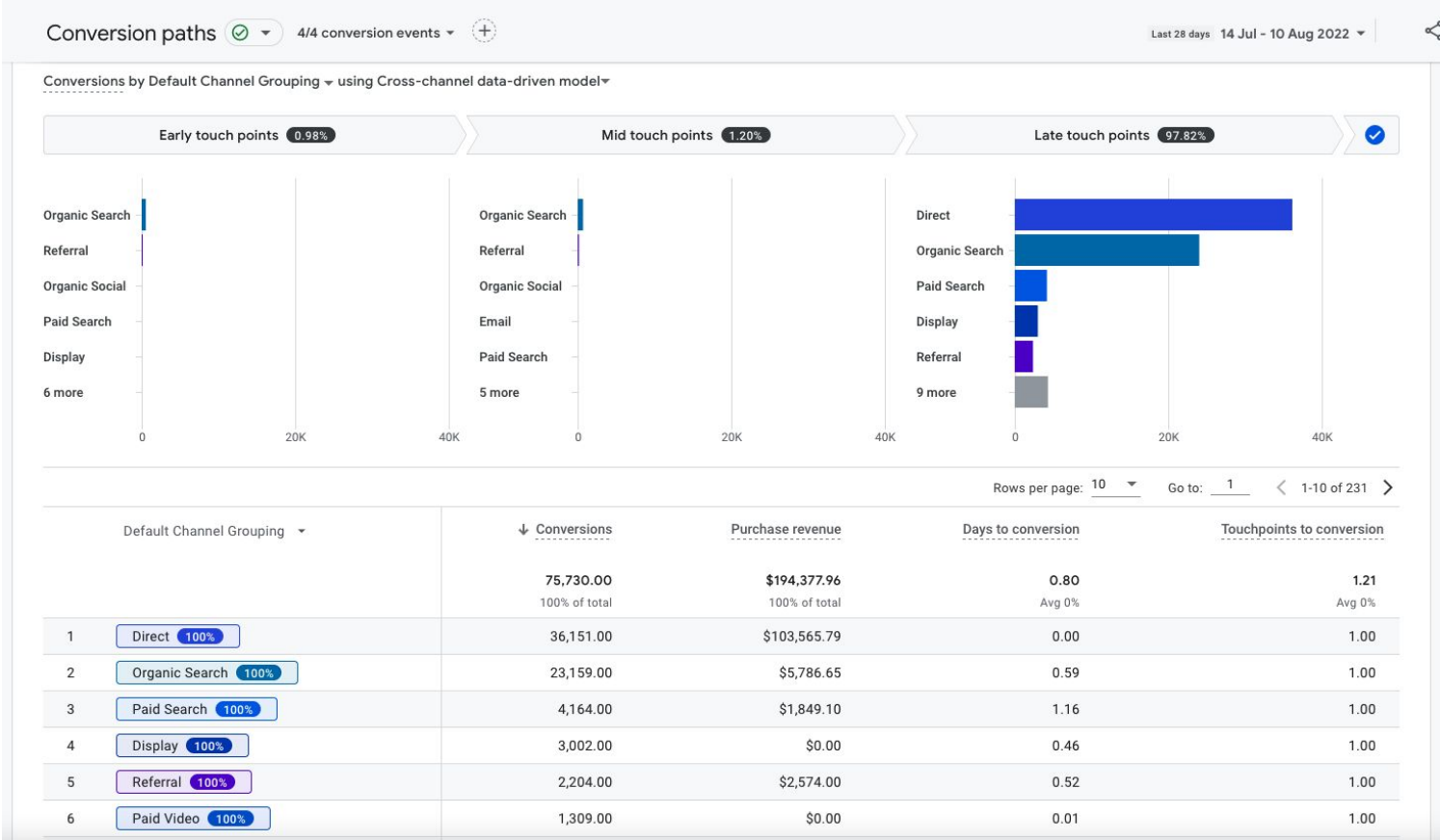
Advertising Performance

Model comparison 

Search... Rows per page: 10 Go to: 1 < 1-10 of 14 >

		Attribution model (non-direct) Cross-channel last click model		Attribution model (non-direct) Cross-channel data-driven model		% Change	
Default Channel Grouping		↓ Conversions	Revenue	Conversions	Revenue	Conversions	Revenue
		75,730 100% of total	\$194,377.96 100% of total	75,730.00 100% of total	\$194,377.96 100% of total	0%	>-0.01%
1	Direct	36,151	\$103,565.79	36,151.00	\$103,565.79	0%	0%
2	Organic Search	25,258	\$68,943.88	25,260.74	\$69,324.67	0.01%	0.55%
3	Paid Search	4,209	\$3,154.30	4,210.63	\$3,191.51	0.04%	1.18%
4	Display	3,016	\$0.00	3,016.00	\$0.00	0%	0%
5	Referral	2,675	\$12,515.24	2,668.19	\$11,212.56	-0.25%	-10.41%
6	Paid Video	1,312	\$0.00	1,312.00	\$0.00	0%	0%
7	Paid Shopping	1,200	\$1,151.25	1,198.49	\$992.52	-0.13%	-13.79%
8	Organic Video	707	\$0.00	707.00	\$0.00	<0.01%	0%
9	Organic Social	671	\$4,238.70	666.89	\$4,284.82	-0.61%	1.09%
10	Unassigned	201	\$0.00	201.00	\$0.00	0%	0%

Advertising Performance

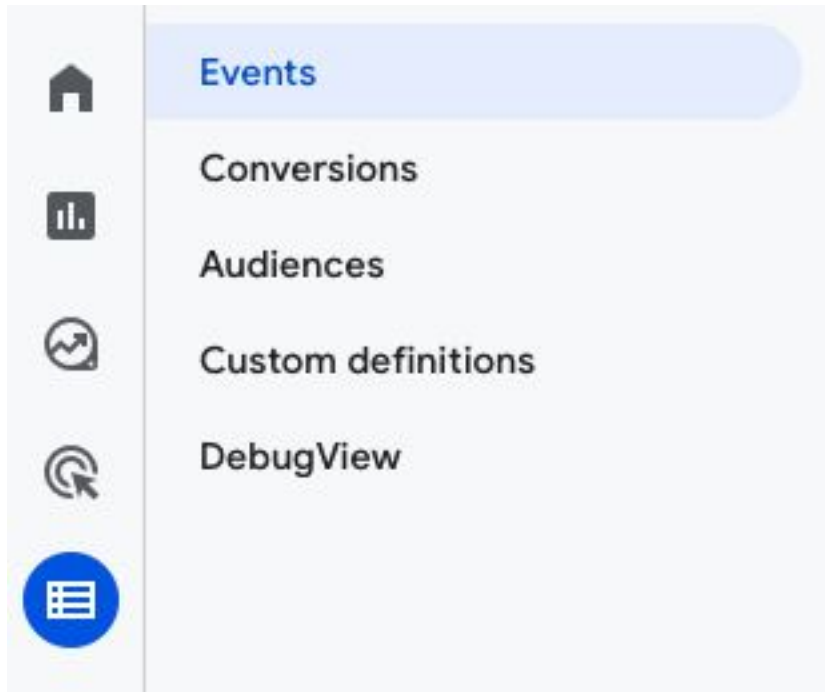




Google Analytics 4

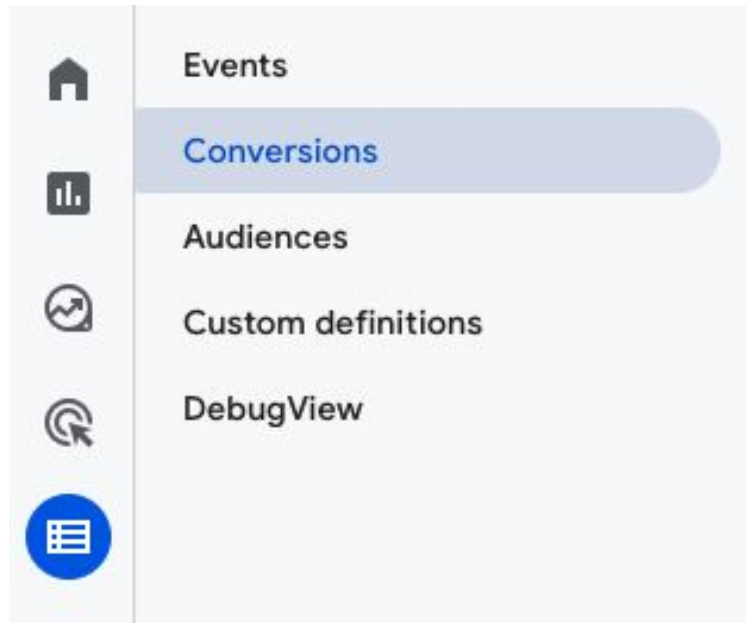
Section 6 Configure

Configure: Events



						Modify event	Create event
Existing events						Search	Download
Event name ↑	Count	% change		Users	% change		Mark as conversion (?)
add_payment_info	5,425	↑	63.4%	2,590	↑	52.6%	<input type="checkbox"/>
add_shipping_info	6,451	↑	55.9%	3,054	↑	46.4%	<input type="checkbox"/>
add_to_cart	22,825	↑	56.1%	6,493	↑	46.8%	<input type="checkbox"/>
android_lovers	1,256	↑	63.5%	1,256	↑	64.0%	<input type="checkbox"/>
begin_checkout	4,407	↑	99.3%	2,279	↑	85.0%	<input type="checkbox"/>
campus_collection_user	1,154	↑	81.7%	1,154	↑	82.3%	<input type="checkbox"/>
click	11,559	↑	70.2%	5,192	↑	54.4%	<input type="checkbox"/>
data_import_success	5	↑	25.0%	5	↑	25.0%	<input type="checkbox"/>
discount_value	1,680	↑	78.0%	1,498	↑	82.9%	<input type="checkbox"/>
errors	3,519	↑	44.8%	1,348	↑	33.6%	<input type="checkbox"/>
experiment_impression	99,572	↑	16.1%	19,685	↑	11.0%	<input type="checkbox"/>

Configure: Conversions




Conversion Events


Network Settings


⌵


Conversion name ↑	Count	% change	Value	% change	Mark as conversion ?
begin_checkout	4,407	↑ 99.3%	-		<input type="checkbox"/>
first_visit	69,619	↑ 37.4%	-		<input type="checkbox"/>
purchase	1,704	↑ 78.4%	\$194,377.96	↑ 66.5%	<input type="checkbox"/>
Test_GD_1	0	0%	0	0%	<input type="checkbox"/>


Configure: Audiences














Events

Conversions

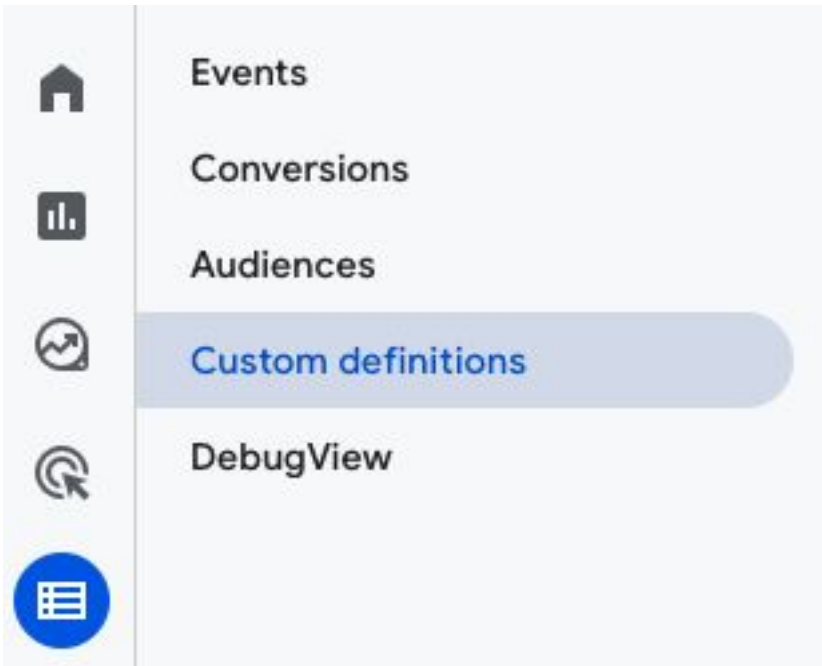
Audiences

Custom definitions

DebugView

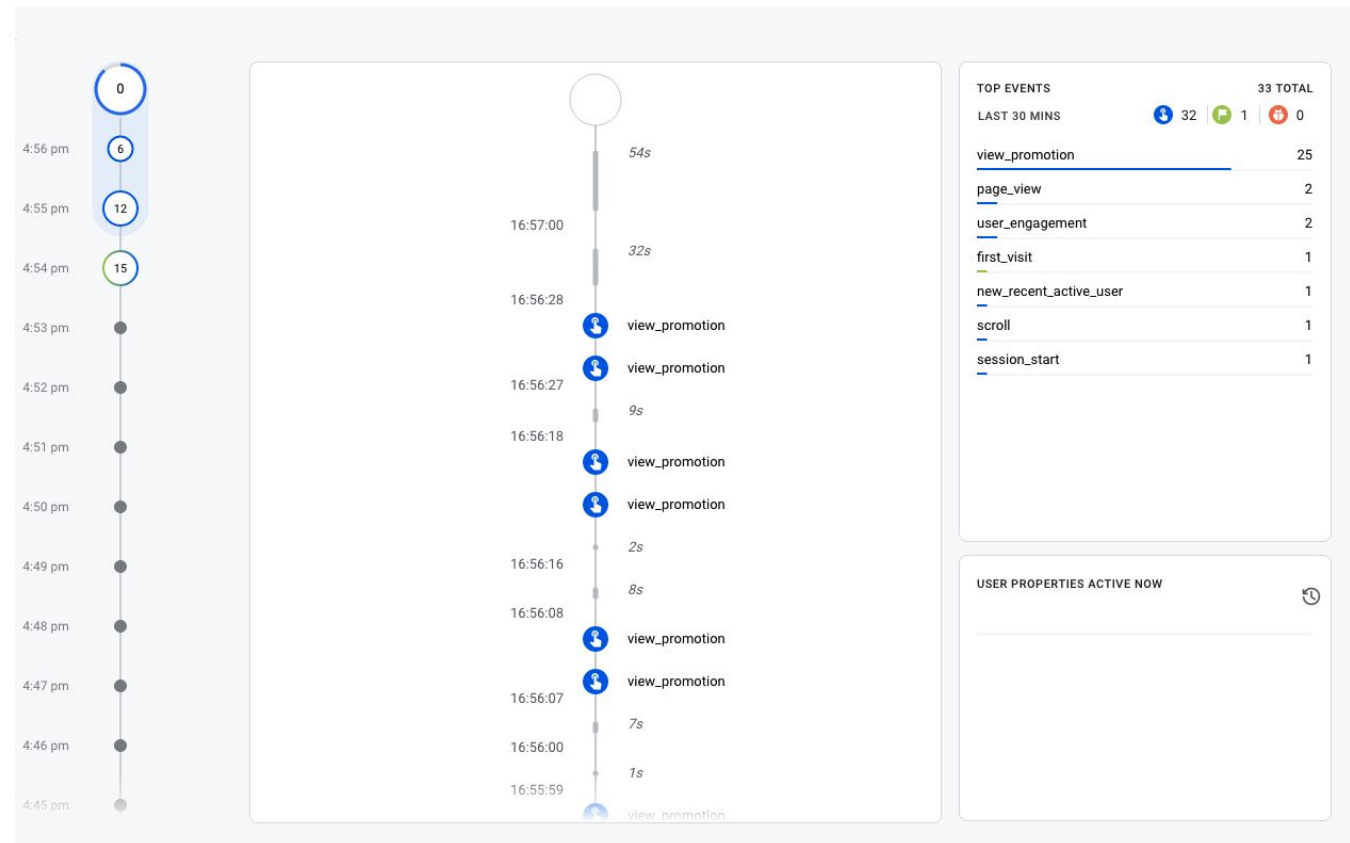
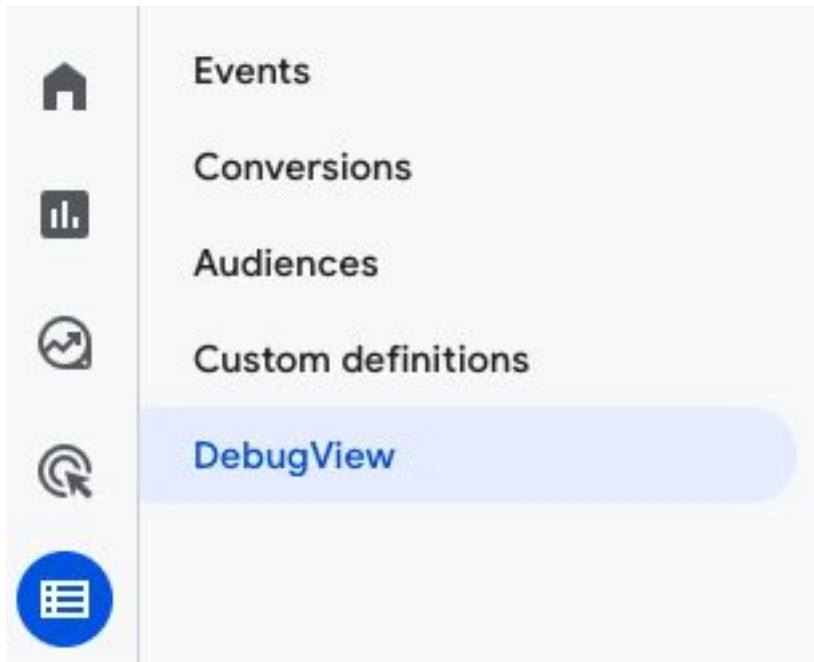
					
Audience name	Description	Users (?)	% change	Created on ↓	
Credit Card Page >>> Selected Card		10,604	-	27 Jul 2022	
Non-purchasers	Users that have not made a purchase	56,073	-	22 Jul 2022	
Organic Users >\$20		279	↑ 4,550.0%	12 Jul 2022	
Organic Users		21,306	↑ 39.6%	8 Jun 2022	
 Likely 7-day churning users1	Active users who are likely to not visit your property in the next...	208	↑ 118.9%	7 Jun 2022	
Organic Search Audience		23,171	↑ 40.6%	20 May 2022	
First open/visit AND Last device cate...		35,478	↑ 39.3%	19 May 2022	
7 pro Device users		198	↑ 26.9%	18 May 2022	
 [New] Predicted 28-day top spenders	Users who are predicted to generate the most revenue in the n...	4,553	↑ 68.4%	13 May 2022	
Gold Member Level Data Import		5	↑ 25.0%	27 Apr 2022	

Configure: Definitions



Custom definitions					Quota information
Custom dimensions		Custom metrics			
Dimension name ↑	Description	Scope	User Property/Parameter	Last changed	
Coupon	if a user used a coupon to make a purchase	Event	coupon	24 Aug 2021	
member	If member logs in and views site	User	member	29 Jan 2021	
member_level	Gold, Silver or Bronze level is assigned to members.	User	member_level	29 Jan 2021	
page_click		Event	page_view	28 Jun 2022	
page_location		Event	page_location	29 Jan 2021	
page_referrer		Event	page_referrer	29 Jan 2021	
page_title		Event	page_title	29 Jan 2021	

Configure: Debug View





Google Analytics 4

Section 7 Supporting Tools

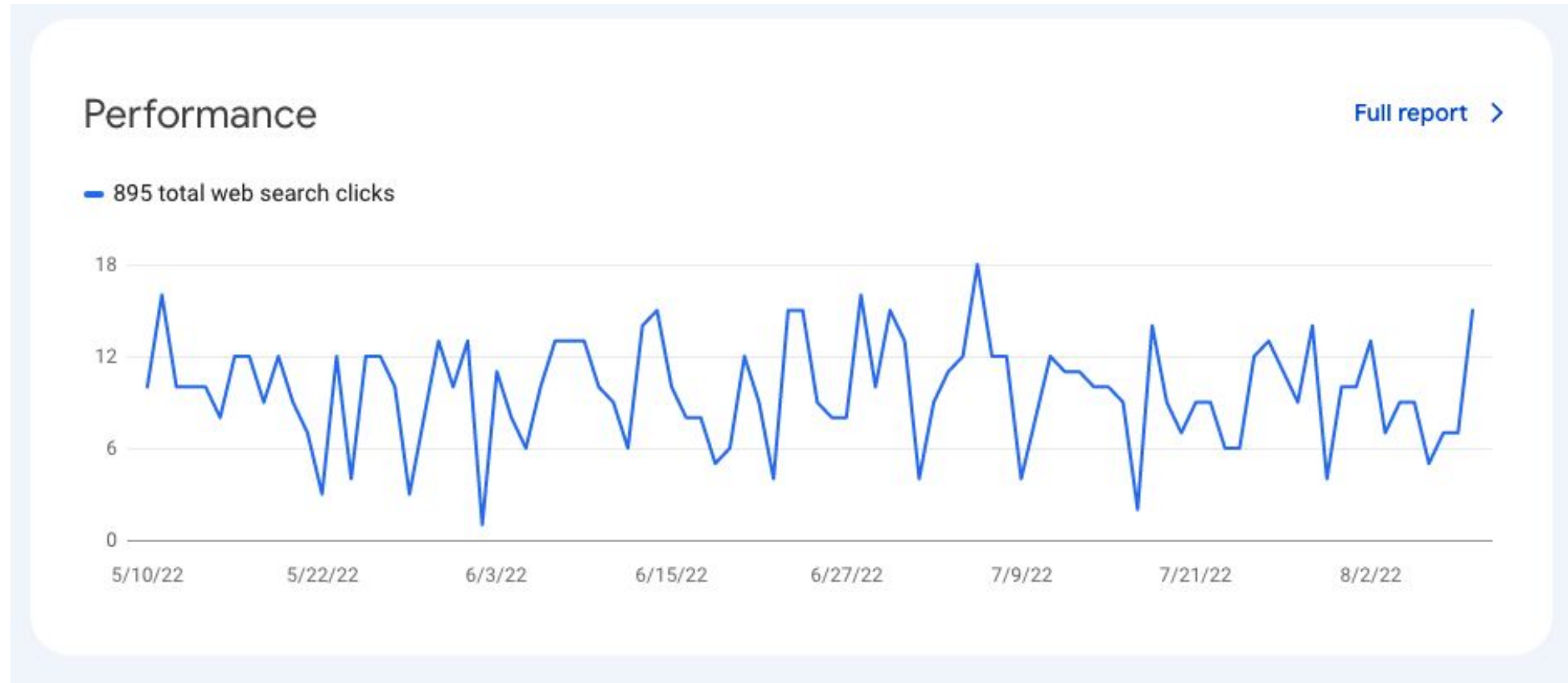
Google Search Console

An invaluable GA4 supporting tool to help you understand:

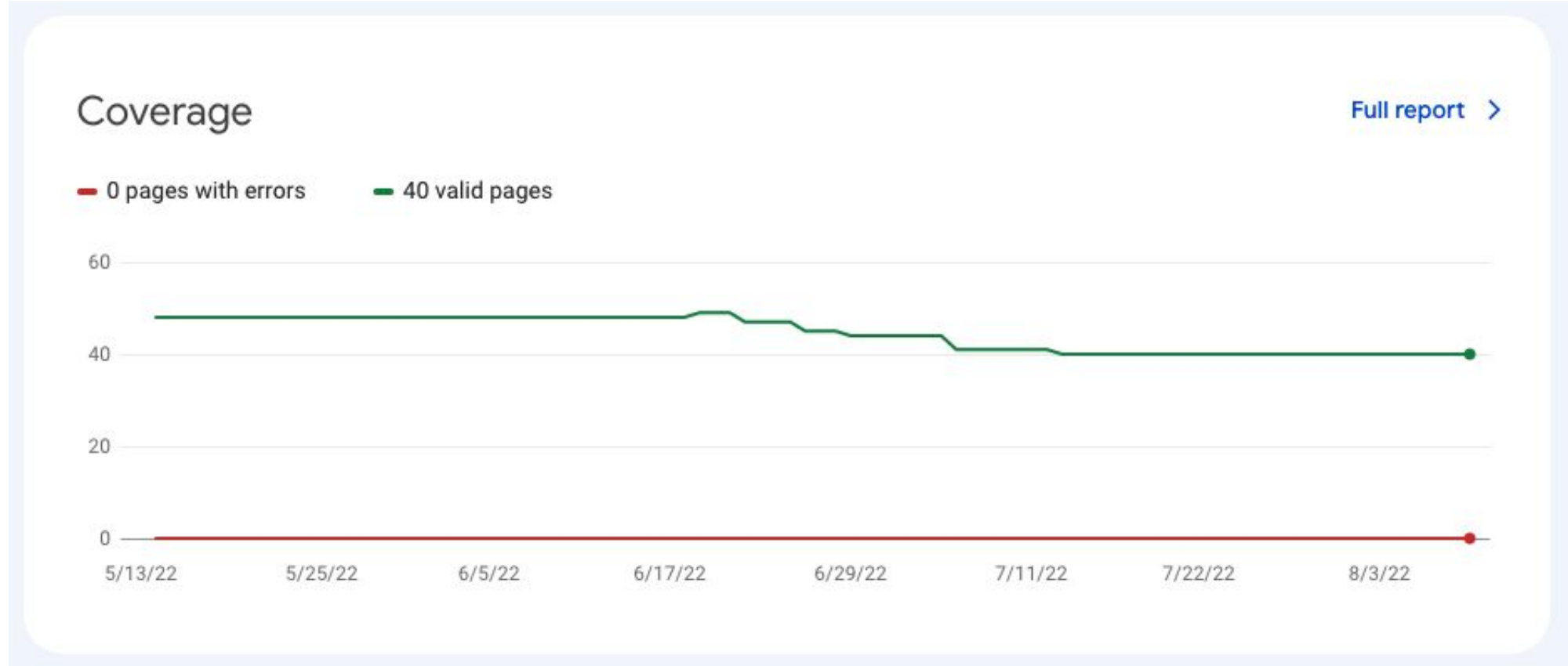
- The **health** and **performance** of your site.
- The **search** terms used to deliver traffic to your site.
- The **Impressions** and **clicks** of your site page links in **Organic Search**.



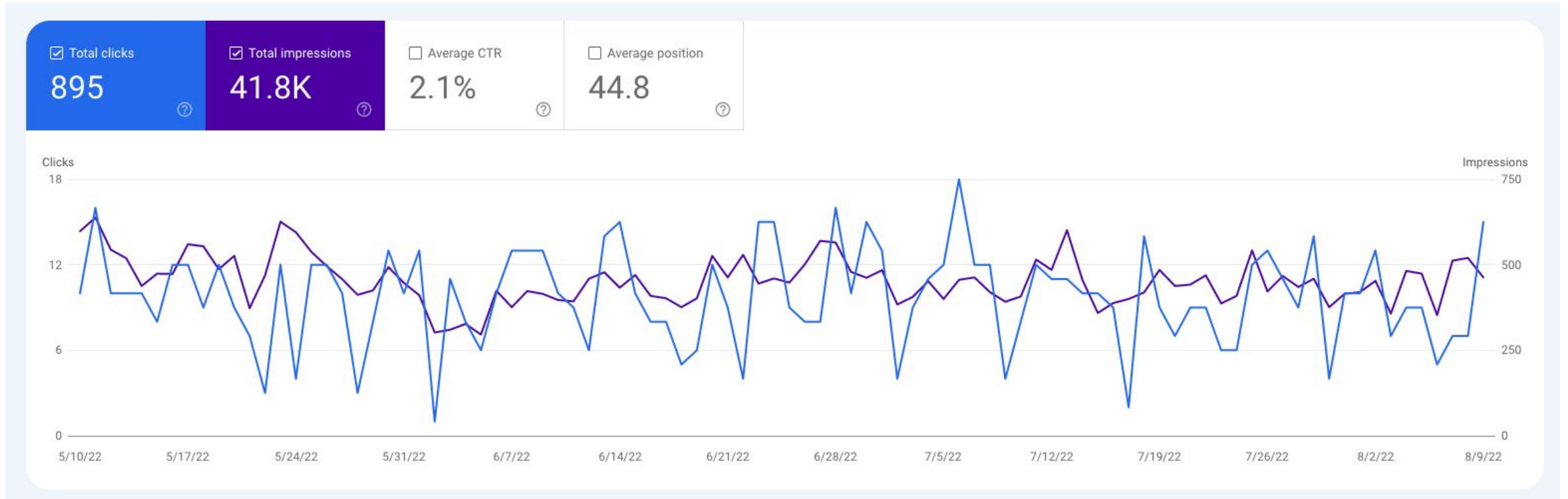
Google Search Console: Overview



Google Search Console: Overview



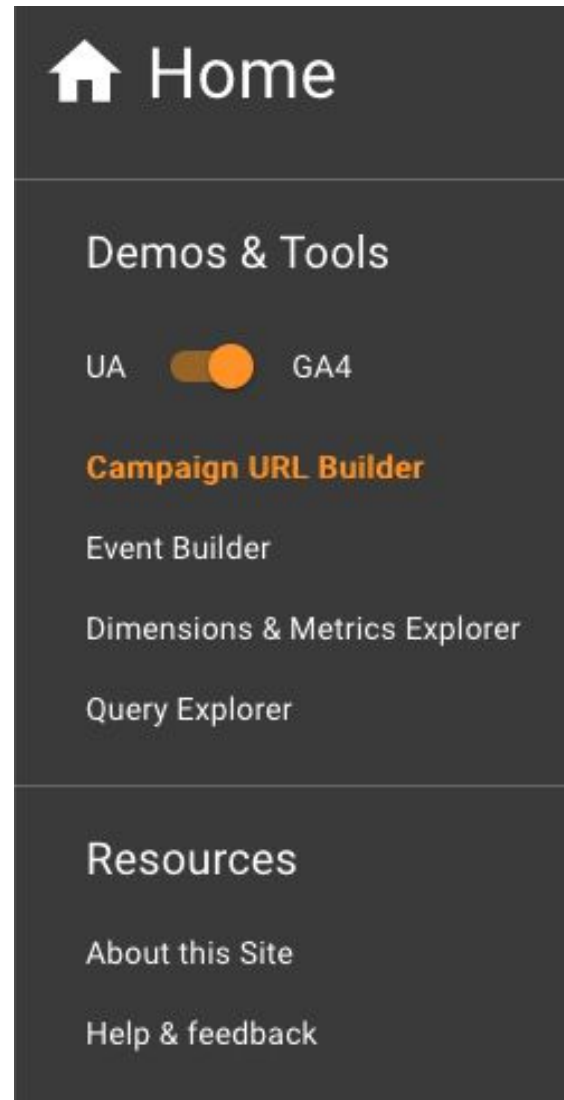
Google Search Console: Performance



URL Builder

This tool allows you to easily add campaign parameters to URLs so you can measure **Custom Campaigns** in Google Analytics.

<https://ga-dev-tools.web.app/ga4/campaign-url-builder/>

The main interface of the Campaign URL Builder tool. It has a header with a bug icon and a user icon, followed by the title 'Campaign URL Builder'. Below the title are two tabs: 'WEB' (selected) and 'PLAY'. A paragraph explains the tool's purpose: 'This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns in Google Analytics.' Below this is a heading 'Enter the website URL and campaign information' and a note: 'Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.' The form contains six input fields: 'website URL *' (with a hint: 'The full website URL (e.g. https://www.example.com)'), 'campaign ID' (with a hint: 'The ads campaign id.'), 'campaign source *' (with a hint: 'The referrer (e.g. google, newsletter)'), 'campaign medium *' (with a hint: 'Marketing medium (e.g. cpc, banner, email)'), 'campaign name *' (with a hint: 'Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.'), and 'campaign term' (with a hint: 'Identify the paid keywords'). At the bottom is a field for 'campaign content' with a hint: 'Use to differentiate ads'.

Thank You

Nick Day

Digital Marketing Trainer