

BRUNCH & LEARN: DEMYSTIFYING GA4.



UNLEASH YOUR DIGITAL PERFORMANCE >>

PURPOSE OF THIS SESSION.



**Default
Reports**

**Exploration
with custom
reports**

**Presentation
options**



Build confidence in using GA4 as a reporting tool

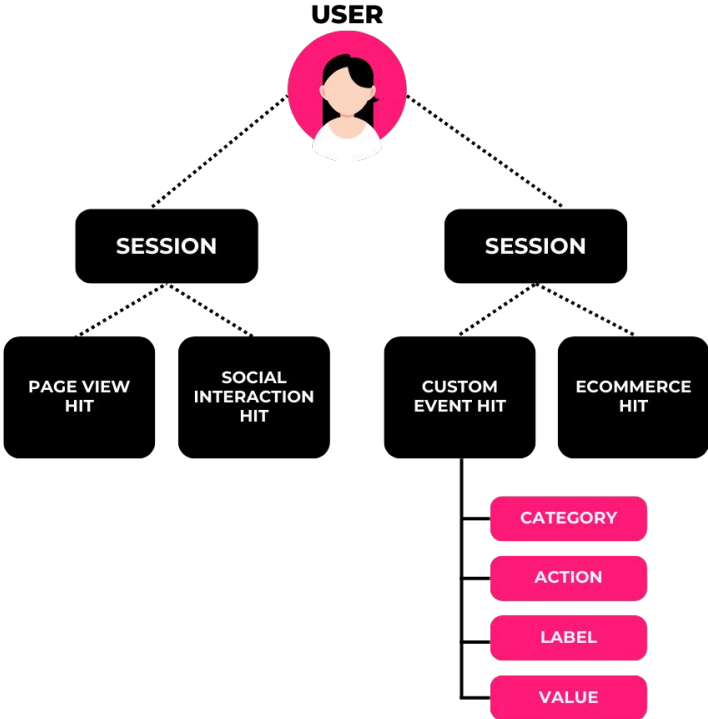
GA4 VS UNIVERSAL ANALYTICS.



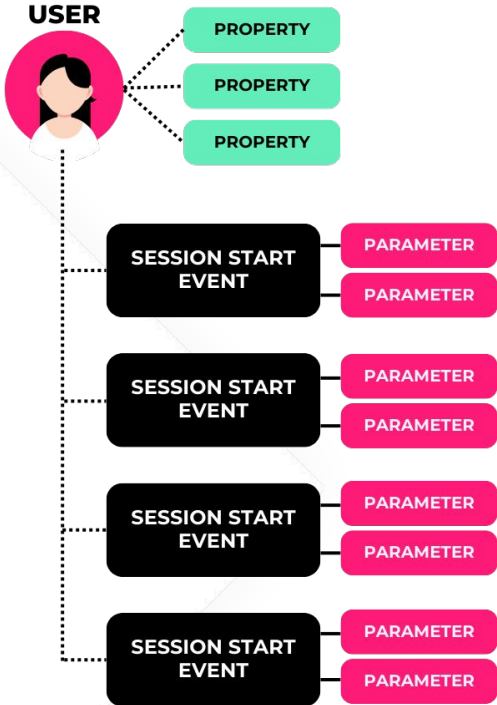
GA4 IS 'EVENT BASED'.



GOOGLE ANALYTICS 3



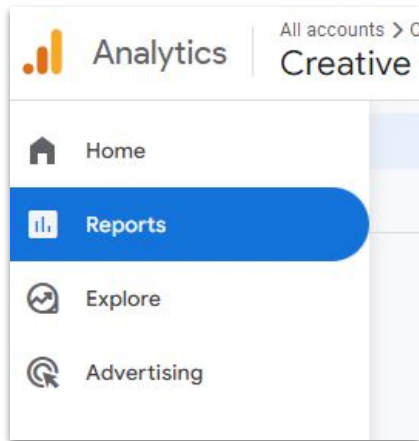
GOOGLE ANALYTICS 4



DEFAULT REPORTS.



DEFAULT REPORTS - OVERVIEW.



Acquisition

“Where do the users come from?”

Engagement

“What do they do once they’re here?”

User Attributes

“Who are the people coming to our site?”

Monetisation

“How are they converting to paid customers?”

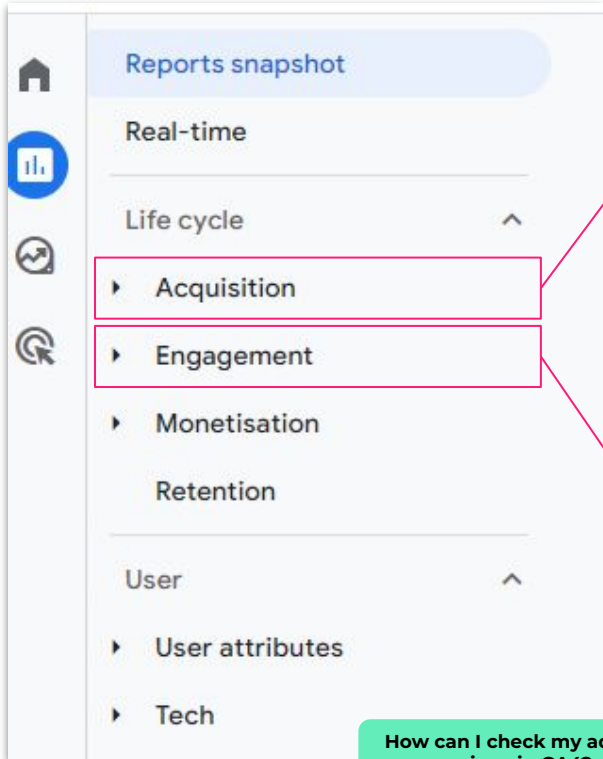
Retention

“How well are we keeping them entertained once here?”

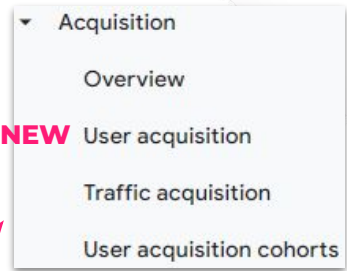
Tech

“What devices are people using to visit us?”

DEFAULT REPORT TYPES.

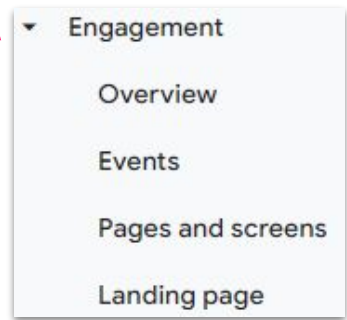


How can I check my ad campaigns in GA4?



How do I look at views and dwell time like in UA?

Can I create custom reports for specific pages?



Which acquisition reports do I use?

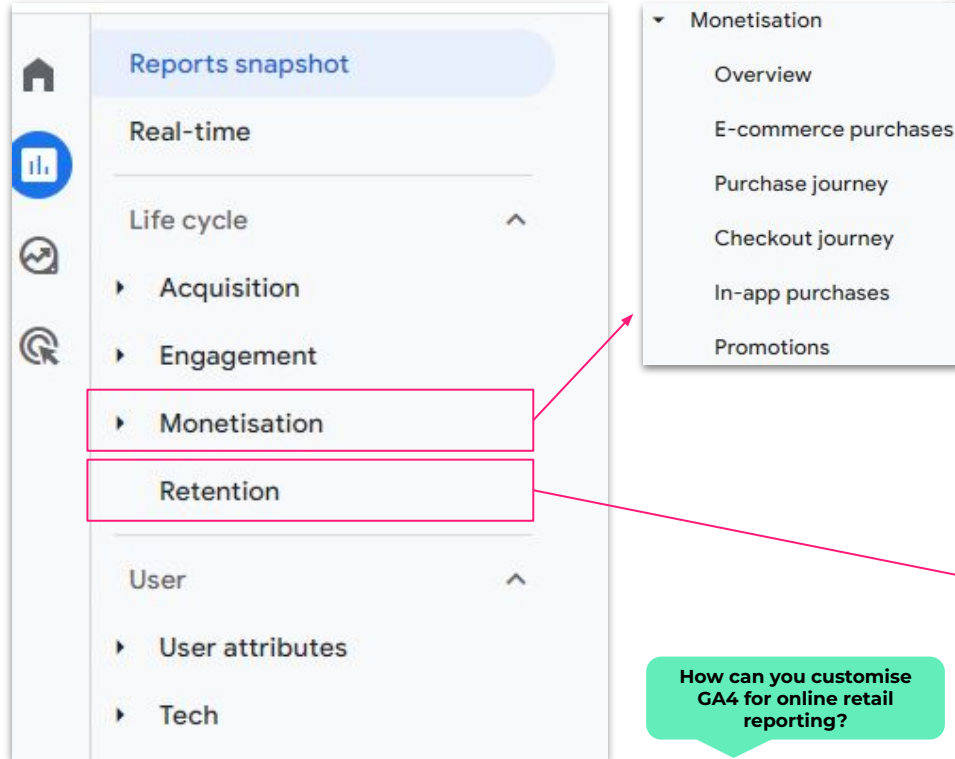
Which channels have users arrived through?

- **User acquisition** - Focuses on first clicks. It attributes credit to the channel that brought a user to your site or app for the first time. Uses 'First User' channel groups.
- **Traffic acquisition** - Focuses on the most recent traffic source. It attributes credit to the channel that last referred a user to your site or app, regardless if they're new or returning. Uses 'Session Primary' channel groups.
- **User acquisition cohorts** - Users in a specific timeframe and analyses behaviour over time.

Once acquired, how do users interact with the site?

- **Events** - Focuses on specific actions users take across the site, such as button clicks, video views or form submissions.
- **Pages & screens** - Focuses on user activity across different pages or screens on the website or app, such as page views, time spent on the site and user journeys.
- **Landing page** - Focuses on the performance of specific landing pages, such as entrance source, bounce rate, conversion rate and time spent on the page.

DEFAULT REPORT TYPES.



How do visitors convert to paying customers?

- **E-commerce purchases** - Granular breakdown of transactions, showing product names, prices, quantities purchased and revenue.
- **Purchase journey** - Answers questions around the customer journey, from what pages they visit, what actions they complete and how they convert. The e-comm version of the 'Events' report in Engagement.
- **Checkout journey** - More granularity into the checkout process. Best used for optimising the checkout experience (bottom of the funnel).
- **Promotions** - How promos and coupons have influenced sales, revenue and conversion rates.

Once we attract a user to the site, how well do we keep them engaged?

- Identifying churn rates.
- Optimising acquisition channels by analysing retention rates across activity (an indicator of quality of audience).
- Shows user behaviour based on acquisition time frame (last 1, 7, 30 days for example).
- Engagement by cohort, are users from different channels engaging for longer? How does this drop off over time?
- Lifetime value - looking at total revenue over the lifecycle.

How can you customise GA4 for online retail reporting?

DEFAULT REPORT TYPES.



Who are these people on my website?

Demographic details - Allows demographic analysis such as:

- Country
- Location
- Gender
- Interests
- Age
- Language

Audiences - Allows custom audiences to be analysed.

What tech are customers using to get to our site?

Can be used to look at emerging trends, optimise towards the tech most users are on, tailor content and elements on devices, compatibility issues and more.



HOW TO USE THE DEFAULT REPORTS.



USING DEFAULT REPORTS.



All Users **Add comparison +**

Traffic acquisition: Session primary ch

Add filter +

Build filter

CONDITIONS (BUILD UP TO FIVE)

Dimension

Select dimension

Cross-channel filters

Custom

- number_clicked
- email_clicked
- action

Apply a comparison

Search

+ Create new Apply

All Users

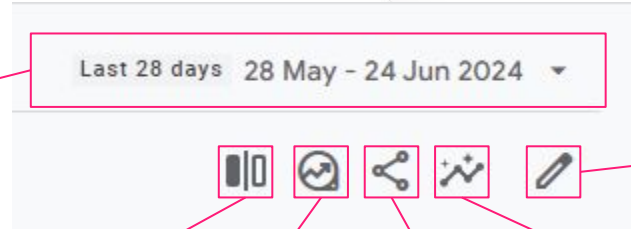
Name	Description	Summary
<input checked="" type="checkbox"/> All Users	Includes all your data.	
<input type="checkbox"/> Direct traffic	Sessions acquired directly.	Session default channel group exactly matches 'Direct'
<input type="checkbox"/> Organic traffic	Sessions acquired via organic channels.	Session default channel group exactly matches 'Organic Search Organic Video Organic Social Organic Shopping'
<input type="checkbox"/> Paid traffic	Sessions acquired via paid channels.	Session default channel group exactly matches 'Paid Shopping Paid Search Paid Social Paid Other Paid Video Display Cross-network Audio'
<input type="checkbox"/> Referral and affiliates traffic	Sessions acquired via referrals or affiliates.	Session default channel group exactly matches 'Referral Affiliates'
<input type="checkbox"/> Email, SMS and push notifications traffic	Sessions acquired via emails, SMS or push notifications.	Session default channel group exactly matches 'Email SMS Mobile Push Notifications'
<input type="checkbox"/> Mobile traffic	Traffic on mobile phones.	Device category exactly matches 'mobile'
<input type="checkbox"/> Web traffic	Traffic on desktop computers.	
<input type="checkbox"/> Tablet traffic	Traffic on tablet devices.	

Apply up to 5 audiences to compare sessions, for example, organic vs. paid traffic, mobile vs. tablet vs. desktop traffic, demographics and so on.

Add filters to the data using an array of dimensions to suit your exploration, e.g. specific events, devices, time, city and so on.

Uses standard logic (exactly matches, contains, does not contain, RegEx etc.)

CONTROL BUTTON FUNCTIONS.



Change the date range of the charts and tables. Also, add a comparison date range to the data (MoM or YoY for example).

Customise the page with different visualisations, dimensions and more. The default ones are perfectly adequate most of the time, and I would recommend using Explore for custom visualisations.

Edit the comparison audiences (or click on the comparison at the top of the page; see previous slide)

Export the report to the Analytics Explore environment (more on that later). This **does not** export to Excel, Google Sheets etc.

Share the report. This is where you can export to Excel (.csv), Google Sheets, PDF etc. You can also share the report.

Google AI insights. This is pretty basic, but it does help you with some starter ideas. You can also type questions about the data into the search bar, such as "What day of the week do I get most visitors?"

CUSTOMISING THE TABLE.



Anywhere you see a chevron, you can edit what is shown in the column. For example, rather than 'All events' you can choose a specific event you are interested in.

Search... *Filter results here* Rows per page: 10 1-10 of 10

First user prim...channel group)	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Key events All events	Total revenue	User key event rate All events
100% of total	8,554	7,846	91.8%	0.91	37s	70,412	8,310.00	£0.00	40.22%
1 Paid Search	3,200	2,419	75.6%	0.76	34s	24,961	2,869.00	£0.00	49.4%
2 Cross-network	2,367	2,028	85.7%	0.86	22s	17,450	2,713.00	£0.00	61.47%
3 Organic Search	1,774	892	50.3%	0.50	52s	12,416	405.00	£0.00	9.81%
4 Direct	1,034	590	57.1%	0.57	51s	14,112	2,275.00	£0.00	22.78%
5 Organic Social	104	19	17.92%	0.18	10s				0%
6 Email	33	41	70.69%	1.24	2m 06s				30.3%
7 Referral	20	22	75.86%	1.05	54s				28.57%
8	17	11	61.11%	0.65	1m 26s				11.76%
9	4	4	66.67%	1.00	24s				25%
10	2	1	1.1%	0.01	36s				4.44%

Use this button to add a secondary dimension. For example, if you wanted to break down channel by device category used, you can select it here.

Change the primary dimension by clicking the chevron. **NOTE - options here will depend on the report screen you are in. If the desired dimension isn't present, you're in the wrong report!**

First user prim...channel group)	Device category	New users	Engaged sessions	Engagement rate
1 Paid Search	mobile	2,793	2,419	77.7%
2 Cross-network	mobile	2,171	2,028	82.4%
3 Organic Search	mobile	1,174	892	63.3%
4 Organic Search	desktop	532	590	78.9%
5 Direct	desktop	512	659	51.3%
6 Direct	mobile	505	485	55.1%
7 Paid Search	desktop	272	531	86.4%
8 Paid Search	tablet	136	141	103.7%
9 Cross-network	desktop	106	152	84.9%
10 Organic Social	mobile	92	12	12.1%

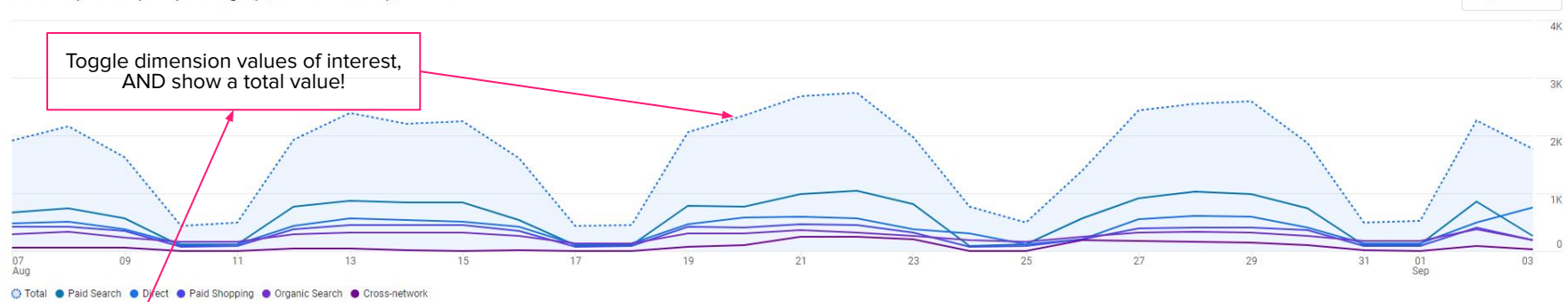
**STOP
PRESS**



TOGGLES AND TOTALS.



Total users by first user primary channel group (Default Channel Group) over time

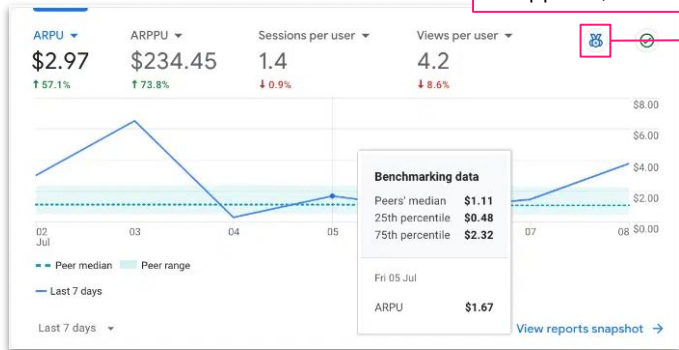


Plot rows		Search...	Rows per page: 10	Go to: 1	< 1-10 of 11 >					
<input type="checkbox"/>	First user prim...Channel Group	+	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
			All events	All events	All events	Avg 0%	Avg 0%	All events	All events	All events
<input checked="" type="checkbox"/>	Total		39,684 100% of total	33,674 100% of total	7,176 100% of total	2m 04s Avg 0%	0.90 Avg 0%	1,342,797 100% of total	3,814.00 100% of total	7.36% Avg 0%
<input checked="" type="checkbox"/>	1 Paid Search		14,760	13,352	2,384	1m 31s	0.83	389,189	762.00	4.38%
<input checked="" type="checkbox"/>	2 Direct		7,924	4,430	1,907	3m 38s	1.02	462,206	1,865.00	15.48%
<input checked="" type="checkbox"/>	3 Paid Shopping		7,304	6,414	1,338	2m 02s	0.99	221,682	700.00	8.92%
<input checked="" type="checkbox"/>	4 Organic Search		6,480	6,027	941	1m 17s	0.82	149,175	247.00	3.02%
<input checked="" type="checkbox"/>	5 Cross-network		1,917	1,826	278	1m 24s	0.92	53,527	100.00	4.86%

INDUSTRY BENCHMARKING.



When this logo appears, turn it on



Benchmarking data on: On

Benchmarking peer group: Apparel

Your peer group is currently set to 'Apparel' and your benchmarks are calculated accordingly.

[Learn more about Benchmarking](#)

Ensure this correct

Account settings

- Account
 - Account details
 - Account access managem...
 - Account change history
 - Bin
- Property settings
 - Property
 - Data collection and modifica...
 - Data display
 - Product links

Country of business: United Kingdom

Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

These data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

Google products and services
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behaviour and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage and analyse your ad campaigns. Google will not use your data for its own ad personalisation or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

The controller-controller data protection terms for data shared from this account were accepted on 5 September 2019

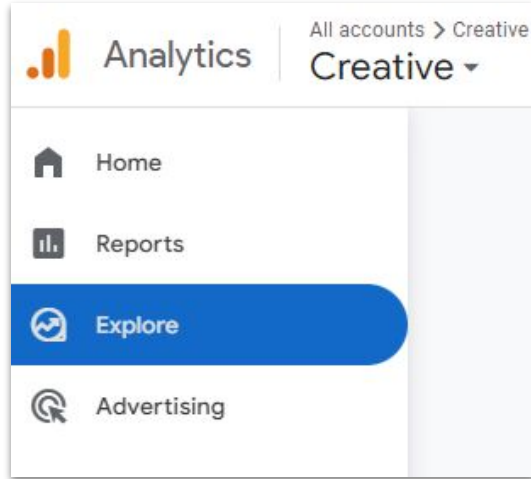
Modelling contributions & business insights
Enable features like predictions, modelled data and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data that you share (including information about the property from which it's shared) is aggregated and de-identified before being used to generate business insights. [Show example](#)

Ensure this is ticked

CUSTOM REPORTS.

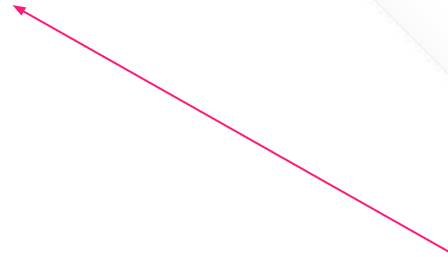


EXPLORE REPORTS - OVERVIEW.



Any explore report you build will automatically be saved to the list, so name them clearly!

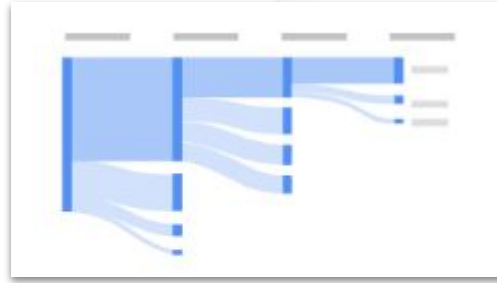
Type	Name ↓	Owner	Last modified ↓	Property	Q
	Untitled exploration	Analytics Access	15:33	https://www.reflectdigital.co.uk - ...	



EXPLORE REPORT TEMPLATES.



Free-form



Path - what journeys take place on our website?



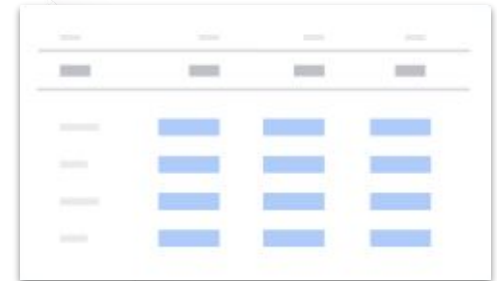
Cohort - How is our user retention over time?



Funnel - How do users drop off through the funnel?

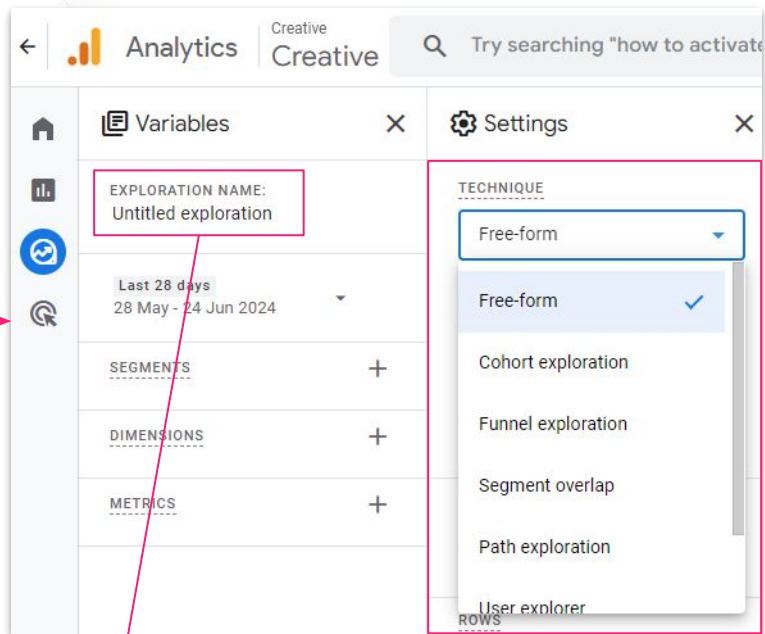
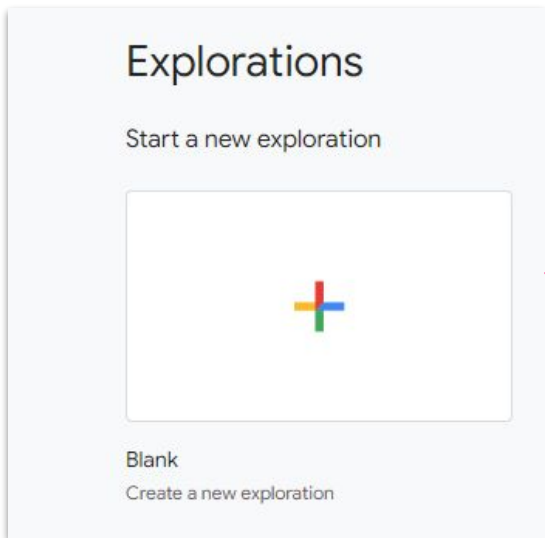


Overlap - How do different devices overlap?



User lifetime - What is the average lifetime value by channel?

USING THE BLANK TEMPLATE.



Ultimately, though, all these templated reports can be built from the 'Blank' template, and more besides, which is why this is the route I would recommend.

Name your report here!

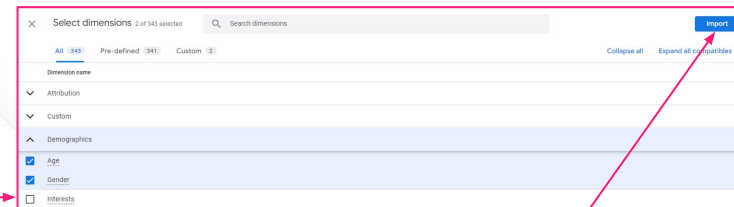
Here's where you would choose the layout of the report to match the templates.

USING THE BLANK TEMPLATE.



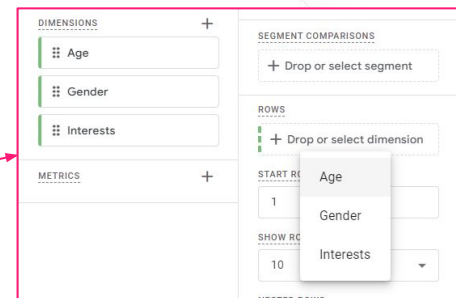
To get to grips with the Explore reports in GA4, it's important to understand a few concepts.

You need to **'import'** dimensions and metrics into the report before you start applying them to your data visualisation.



This opens up a dialog box containing all of the options available. Select those relevant to you, and click 'Import'.

Not all options are 'cross compatible', meaning if you select one dimension, some others become unavailable.



You need to populate the visualisation with the dimensions and metrics you've chosen.

SETTINGS TAB.



Settings

TECHNIQUE

Free-form

VISUALISATION

SEGMENT COMPARISONS

+ Drop or select segment

ROWS

Age

+ Drop or select dimension

START ROW

1

SHOW ROWS

10

NESTED ROWS

No

Type of analysis (free-form or a templated layout such as funnel analysis).

Type of chart (defaults to table but other options are available).

Add audience segments here

Add rows (usually dimensions) here

Row options:
Start row - table starts at row selected
Show rows - select number of rows desired
Nested rows - nest dimensions (such as gender by age)

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5

VALUES

Key events

Sessions

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

Age does not contain unknown

+ Drop or select dimension or metric

Add columns (usually secondary dimensions) here.

Add values (usually metrics) here.

Add filters to your dataset here.

SIMPLE EXAMPLE.



Free-form 1

+

Undo and redo

Export data

Share report

Age	Gender	Key events	Sessions
Totals		2,152	2,906
1 65+	male	744	531
2 55-64	male	283	285
3 65+	female	251	235
4 45-54	male	167	293
5 25-34	male	157	378
6 35-44	male	102	220
7 25-34	female	101	213
8 55-64	female	86	156
9 45-54	female	82	178
10 35-44	female	79	180

This table shows key events and sessions, broken down by age, then gender, and sorted high to low on Key Events, with bar chart set as the cell type. The data is filtered, excluding 'unknown' age group.

Variables

Settings

EXPLORATION NAME: Example Exploration

Last 28 days: 28 May - 24 Jun 2024

SEGMENTS

DIMENSIONS: Age, Gender, Interests

METRICS: Key events, Sessions

TECHNIQUE: Free-form

VISUALISATION: [Bar chart icon]

SEGMENT COMPARISONS: + Drop or select segment

ROWS: Age, Gender

START ROW: 1

SHOW ROWS: 10

NESTED ROWS: No

EXAMPLE - CUSTOM REPORT.



How can we easily display Website Conversion Rates and AOVs in GA4?

Can I create custom reports for specific pages?



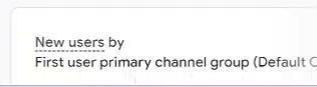
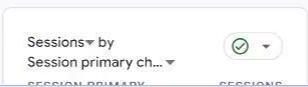
Home



Recently accessed

Reports and pages you recently visited will appear here.

Suggested for you



Variables **Settings**

EXPLORATION NAME:
Google Merch Store Key Re...

Last 90 days
Jun 4 - Sep 1, 2024

SEGMENTS +

DIMENSIONS +
First user campaign

METRICS +
Purchase Conversion Rate
Average purchase revenue

VISUALIZATION

SEGMENT COMPARISONS
+ Drop or select segment

ROWS
First user campaign
+ Drop or select dimension

START ROW
1

SHOW ROWS
10

NESTED ROWS
No

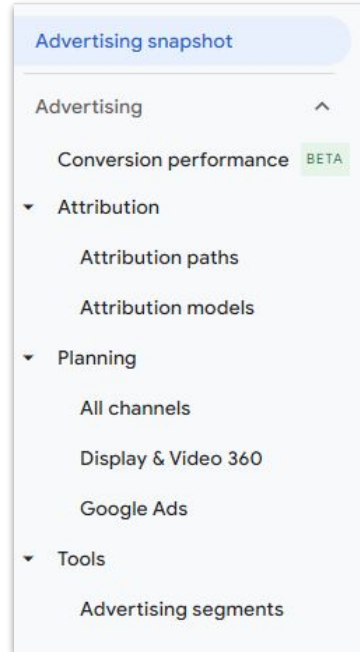
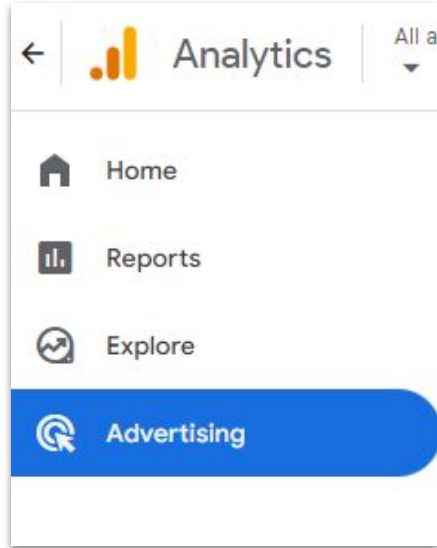
COLUMNS
+ Drop or select dimension

START COLUMN GROUP
1

Campaign Per...

First user campaign	Purchase Conversion Rate	Average purchase revenue
Totals	0.01	\$132.22
1 Sept2023_Global5K_V1	0.5	\$251.58
2 June2024_Summer_V1	0.04	\$227.67
3 (organic)	<0.01	\$138.37
4 (direct)	0.01	\$136.23
5 (referral)	0.03	\$120.61
6 (not set)	<0.01	\$102.39
7 Aug2024_SummerSale_V2	0.02	\$96.30
8 July2024_GreenSummer_V1	0.04	\$91.99
9 Aug2024_SummerSale_V1	0.03	\$91.75
10 May2024_MDW_V1	0.04	\$75.87

ADVERTISING.



Attribution

“How is Google crediting each channel with a key event?”

Advertising Segments

“Where can I reach the audiences I’ve defined in GA4?”

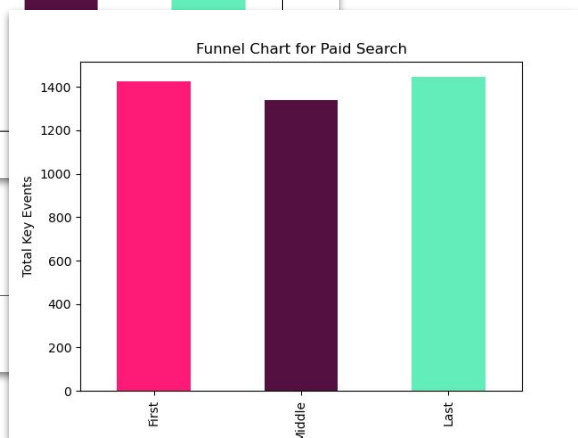
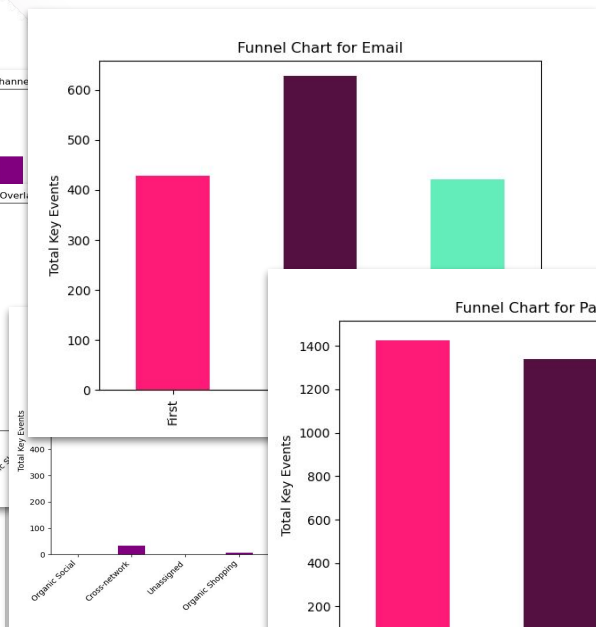
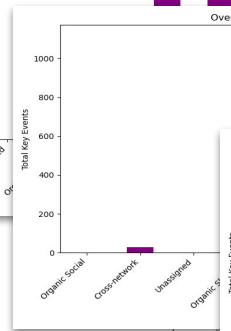
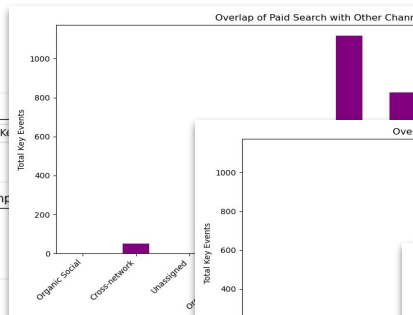
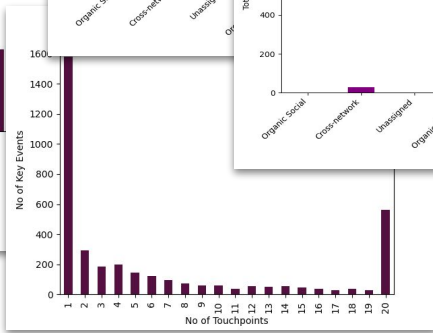
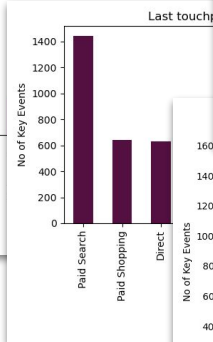
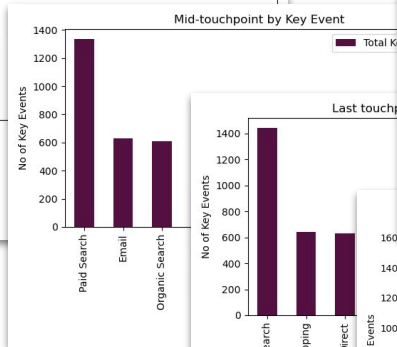
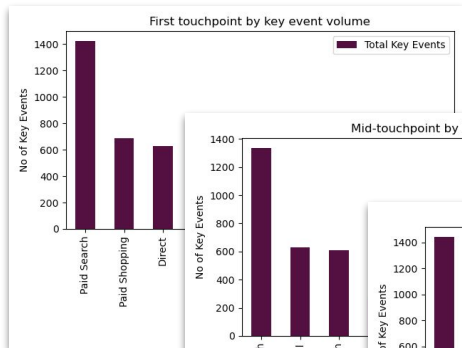
Planning

“What data can I see that helps me to decide which channels to invest in?”

Conversion Performance

“What data can I see from my Google Ads account?”

ATTRIBUTION - PATH TO CONVERSION.



VISUALISATION OPTIONS.



GETTING THE DATA INTO A PRESENTABLE FORMAT.



1. Export to Google Sheets > visualise > link into a Slides deck (better for QBPs / PCAs).

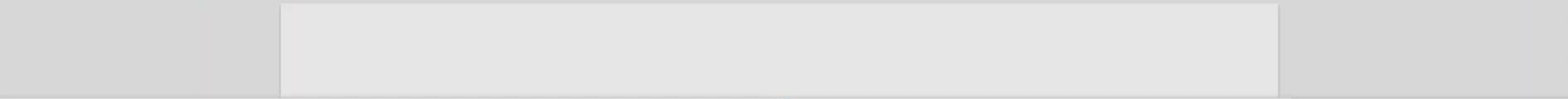
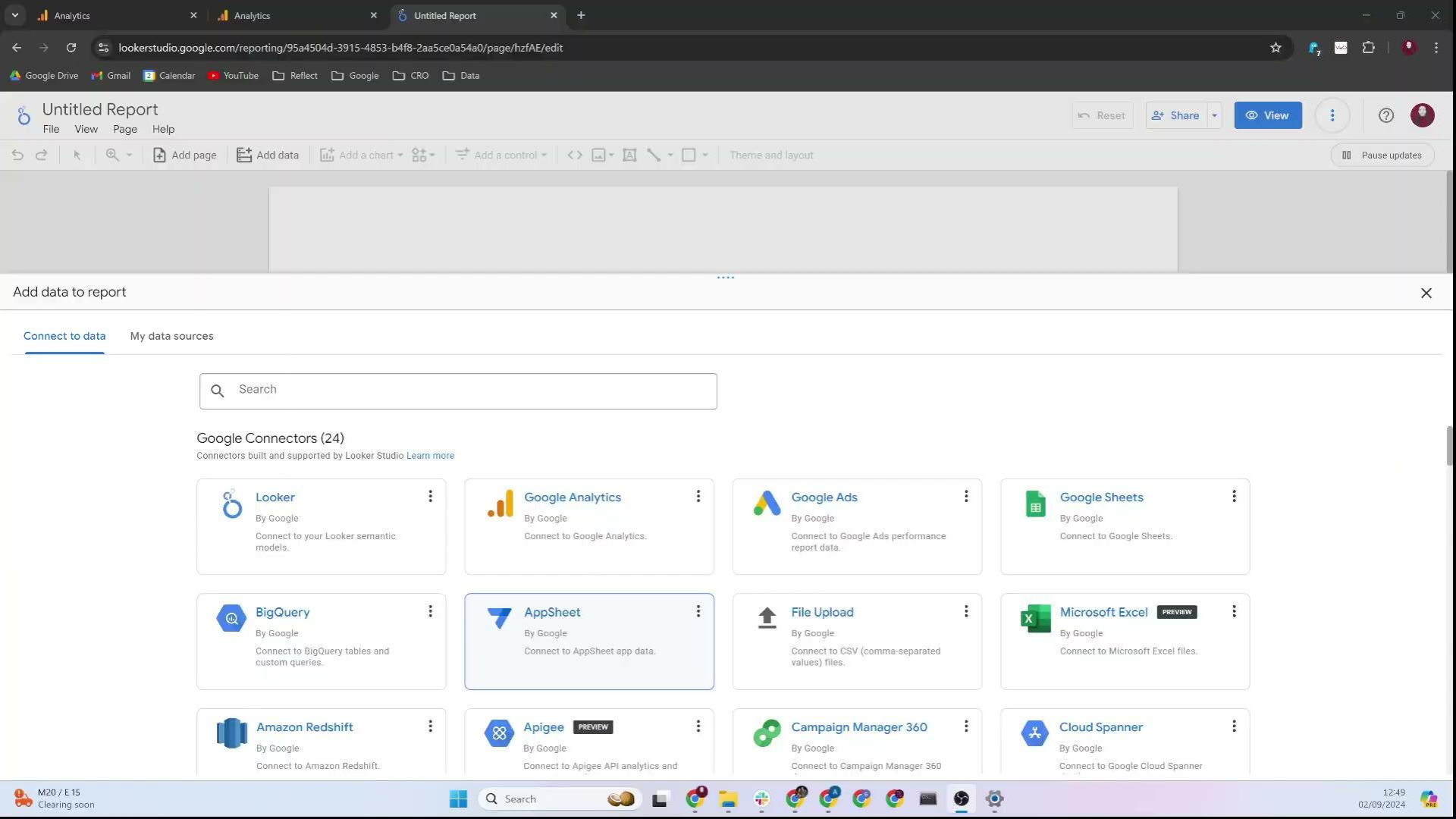
2. Pull the data directly into the Looker Dashboard report (better for weekly reporting).

3. Visualise in GA4 and screenshot charts as they are (ok for QBPs, but limited in terms of branding/presentation options).



EXAMPLE - LOOKER STUDIO.





Add data to report

Connect to data My data sources

Search

Google Connectors (24)
Connectors built and supported by Looker Studio [Learn more](#)

- Looker** By Google
Connect to your Looker semantic models.
- Google Analytics** By Google
Connect to Google Analytics.
- Google Ads** By Google
Connect to Google Ads performance report data.
- Google Sheets** By Google
Connect to Google Sheets.
- BigQuery** By Google
Connect to BigQuery tables and custom queries.
- AppSheet** By Google
Connect to AppSheet app data.
- File Upload** By Google
Connect to CSV (comma-separated values) files.
- Microsoft Excel** By Google **PREVIEW**
Connect to Microsoft Excel files.
- Amazon Redshift** By Google
Connect to Amazon Redshift.
- Apigee** By Google **PREVIEW**
Connect to Apigee API analytics and
- Campaign Manager 360** By Google
Connect to Campaign Manager 360
- Cloud Spanner** By Google
Connect to Google Cloud Spanner

GENERAL TIPS.



- **Think** about what question you are trying to answer. Get it clear in your mind before you start.
- **Sketch out** a data schema (structure of the data) to get a good understanding of what you want the result to look like. Are you going for a table or a chart? How granular do you want it to get? What can you leave out?
- **Examine** past reports or saved Explorations to check you're not duplicating work.
- **Play** about with the interface to see what it can do - you'll learn far more by doing than by reading this deck!

FURTHER READING

[GA4Spy - Your GA4 definitions bible](#)

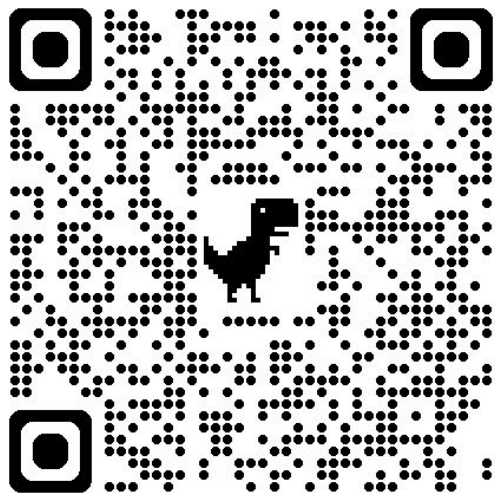




Q&A.



UNLEASH YOUR DIGITAL PERFORMANCE >>



Scan me to register.

RE-PLATFORMING & MIGRATIONS: **ASK THE EXPERTS.**

Focusing on how your brand can improve performance, increase scalability, enhance security and reduce costs.

Joined by our **special guest** from Nido Living.



WED 19TH SEPT



10-11AM



ONLINE VIA ZOOM

