Unlock the Future of Analytics

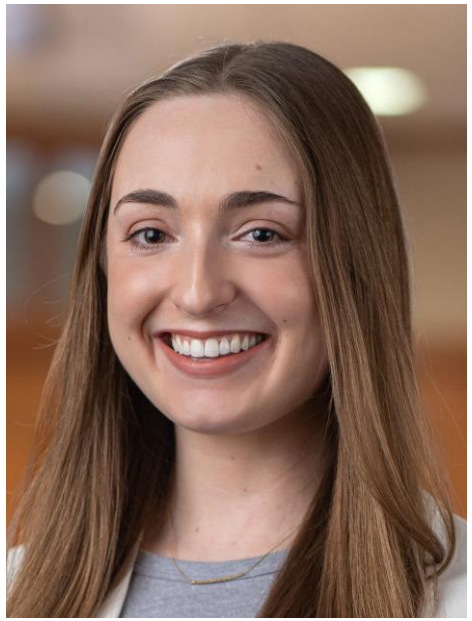


Introductions



Tim Christian

Owner



Madeline Collins

UX Designer



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Senior UX Designer

What You'll Learn

We’ll walk through the following over the next hour:

- Get familiar with GA4 and its features
- How to overcome the initial hurdles
- Techniques to get the most out of GA4
- Closing Q&A

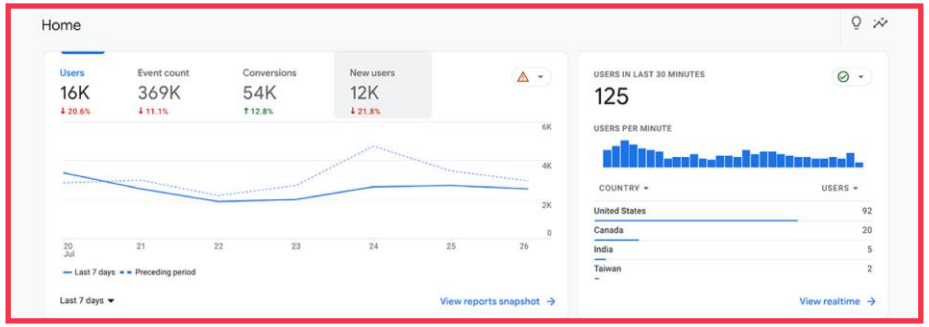
GET TO KNOW
GA4'S FEATURES

Differences in Data Modeling

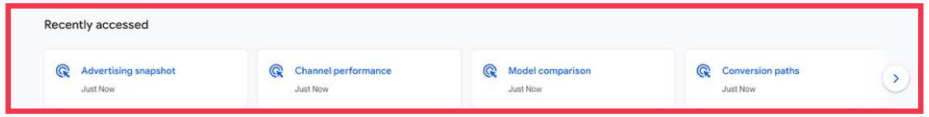
	Google Universal Analytics	Google Analytics 4
Measurement	Session-based data model	Flexible event-based data model
Reporting	Limited cross-devise and cross-platform reporting	Full cross-devise and cross-platform reporting
Automation	Limited automation	Machine learning throughout to improve and simplify insight discovery

Overview of the GA4 Interface

1



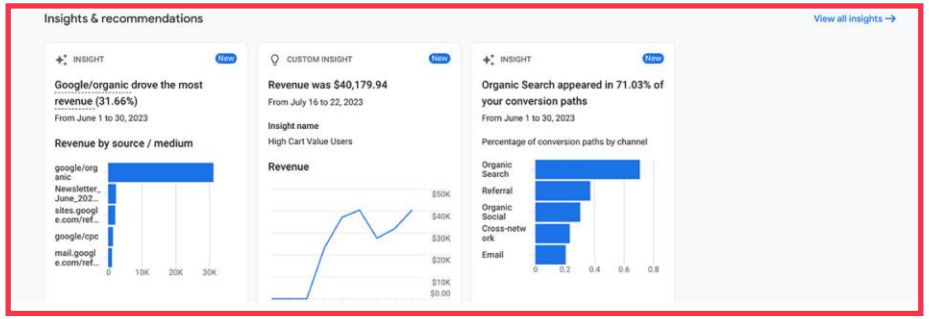
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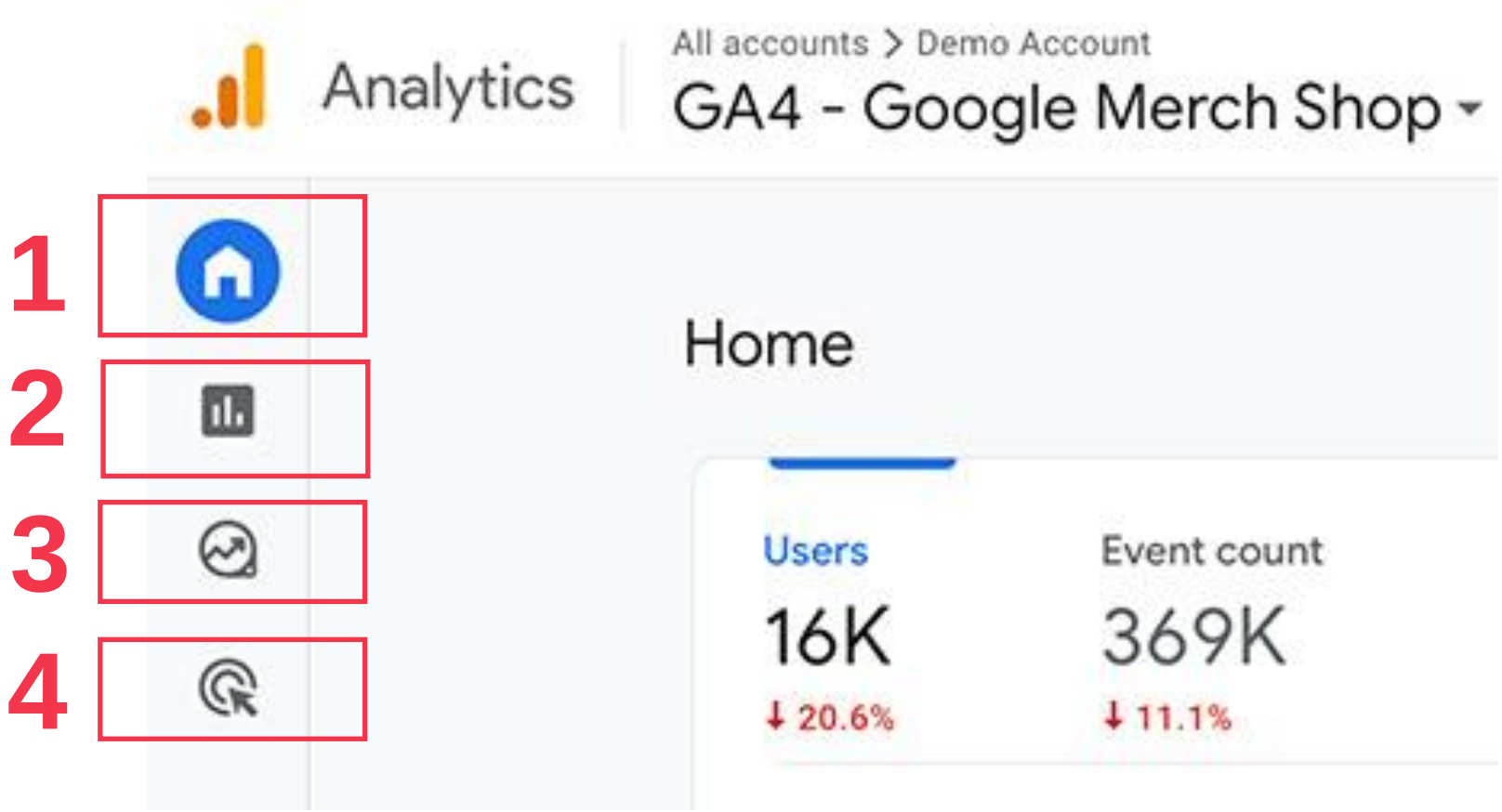
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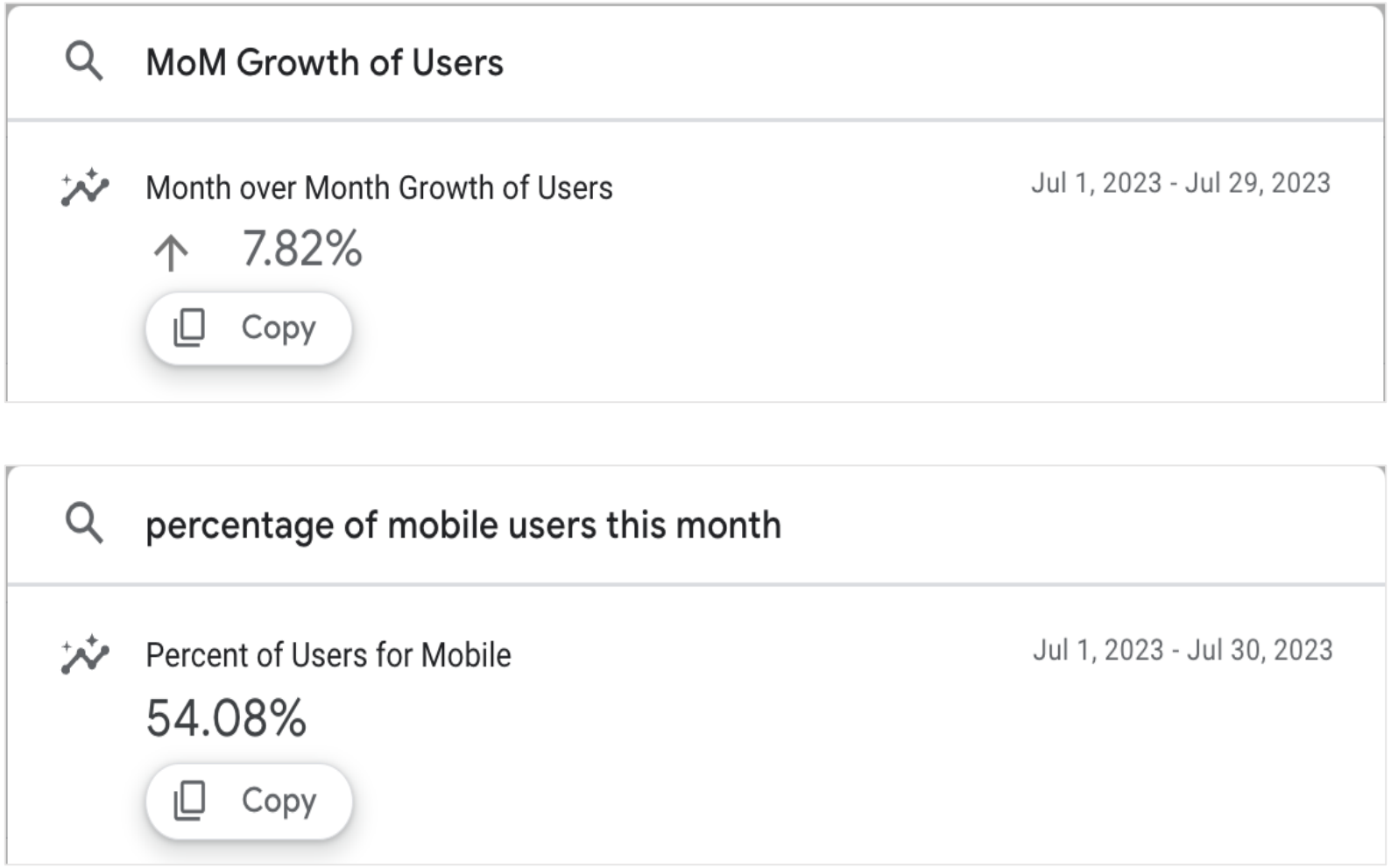
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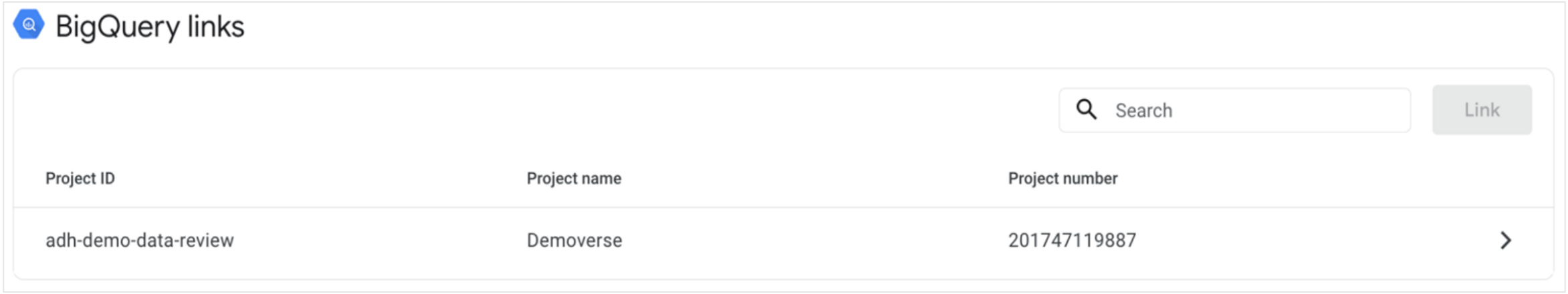
Overview of the GA4 Interface



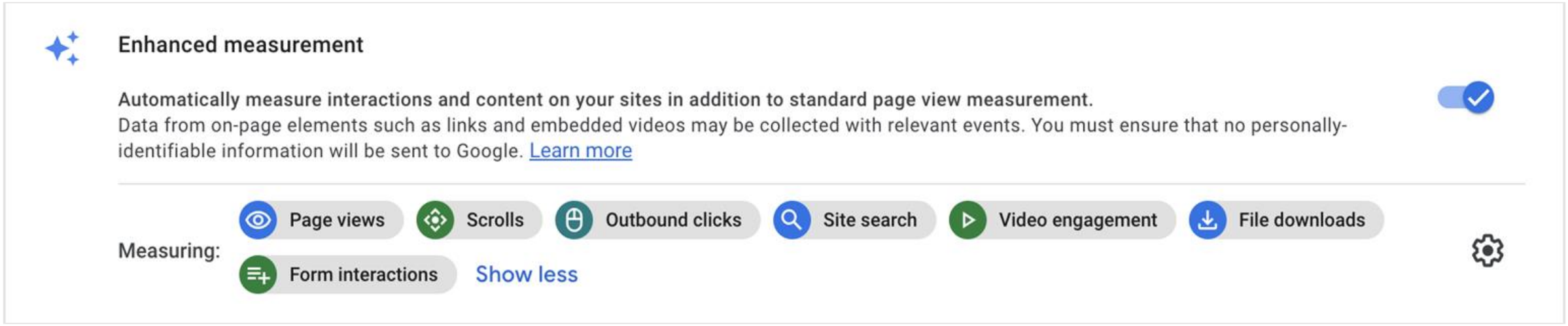
New Features of GA4: Search Bar



New Features of GA4: Product Links



New Features of GA4: Enhanced Measurement



New Features of GA4: Predictive Metrics

Metric	Definition
Purchase probability	The probability that a user who was active in the last 28 days will log a specific conversion event within the next 7 days
Churn probability	The probability that a user who was active on your app or site within the last 7 days will not be active within the next 7 days
Predicted revenue	The revenue expected from all the purchase conversions within the next 28 days from a user who was active in the last 28 days

HOW TO OVERCOME THE INITIAL HURDLES

Data Loss During Transition

Options for saving UA historical data:

- Export data from UA
- Import UA data into BigQuery or another data warehouse platform
- Leverage Google Analytics extensions like the extension for Google Sheets to connect UA data to Looker Studio

Data Loss During Transition

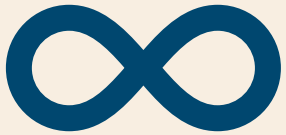
Important note:

Before pursuing any of these options, take inventory of your organization’s analytics needs. Does preserving historical data make sense for your future analytics roadmap?

Data Retention: Storage

2 months or 14 months

Exploration Reports



indefinitely

Standard Reports

Data Retention: Why?



Raw event
and user-level data

Exploration Reports



User-identifying
information

Standard Reports

Data Retention: Why?



Compliance



Cost

Differing Metrics

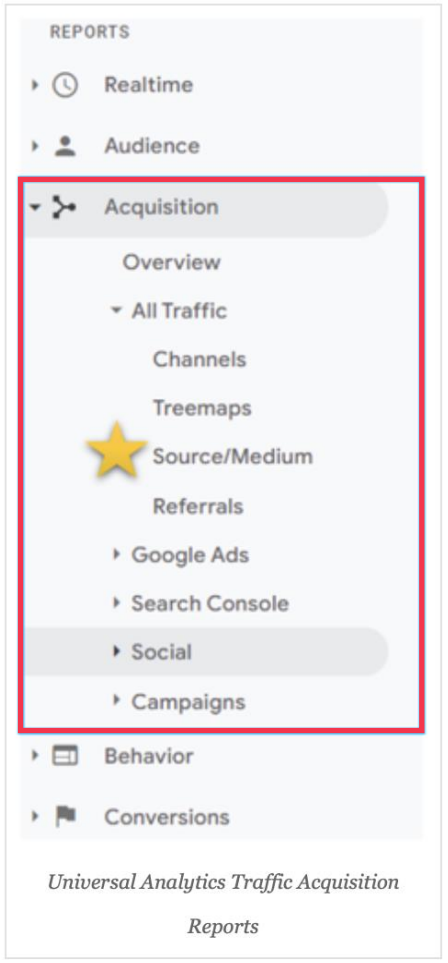
Metric	UA Definition	GA4 Definition
Bounce rate	The percentage of single page sessions where there was no interaction with the page	The percentage of sessions that were not ***engaged*** sessions
Average session duration	Total recorded duration* of each session / total number of recorded sessions**	Total recorded duration of all ***engaged*** sessions / total number of recorded sessions

Differing Metrics

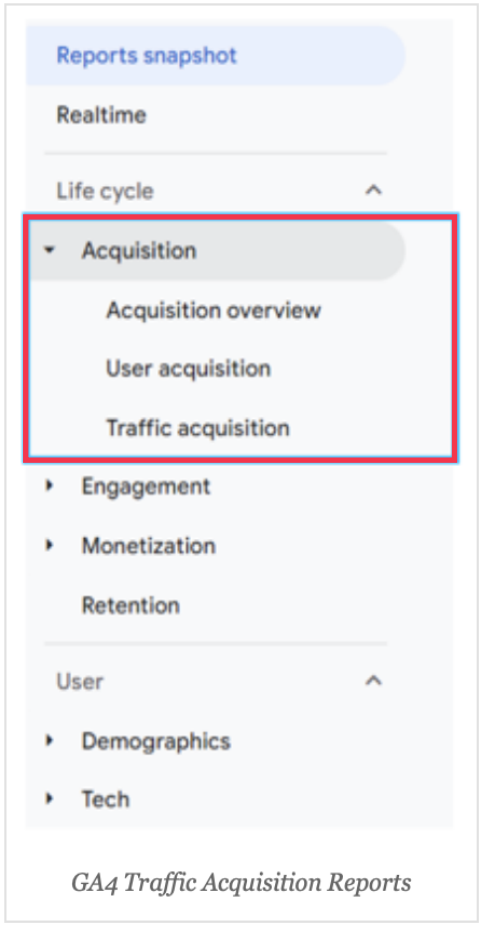
Important note:

While these metrics have finally been added into GA4, they are not defined in the same way, and will therefore look quite different in their values.

Missing Reports



Universal Analytics Traffic Acquisition Reports



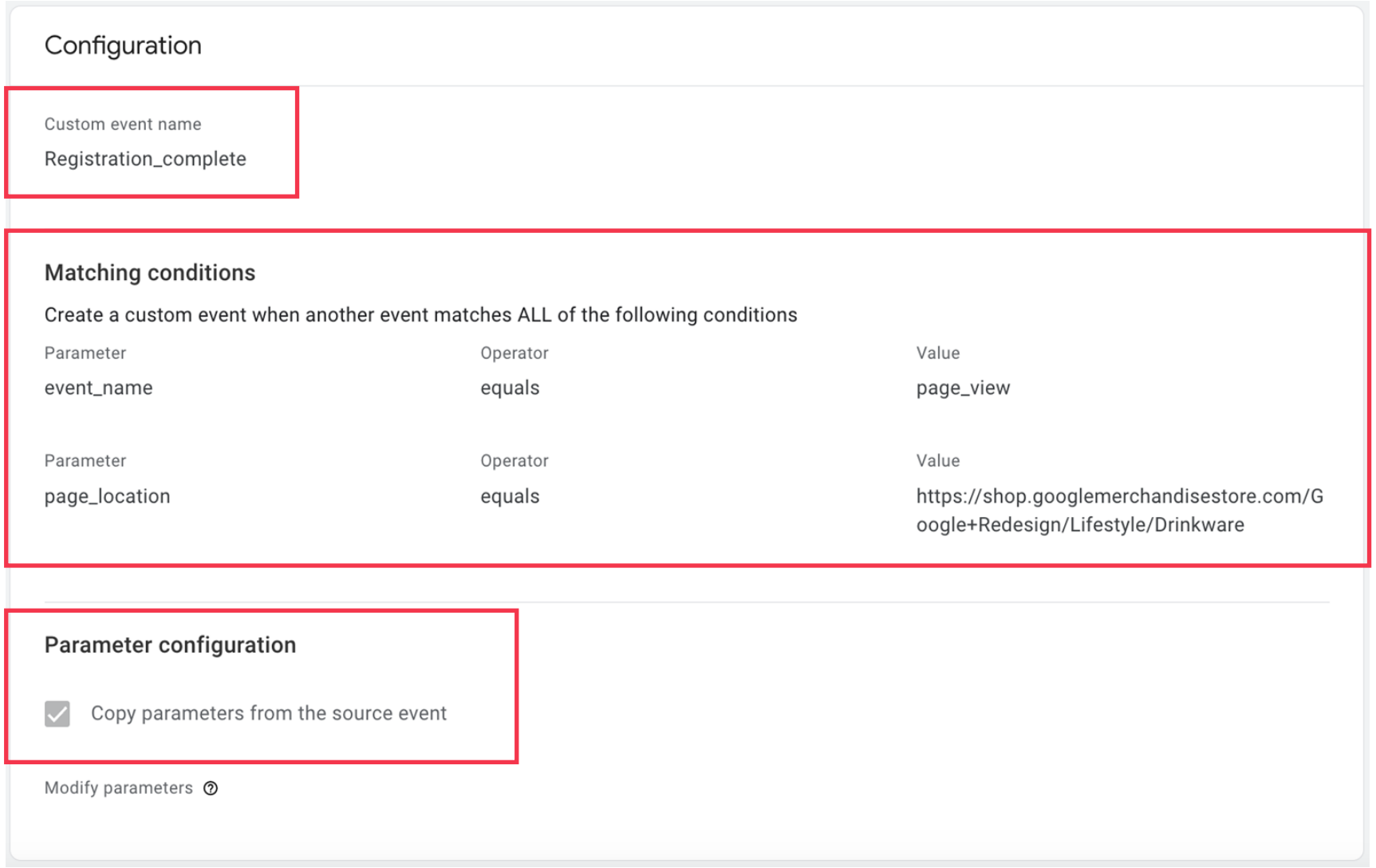
GA4 Traffic Acquisition Reports

Missing Reports

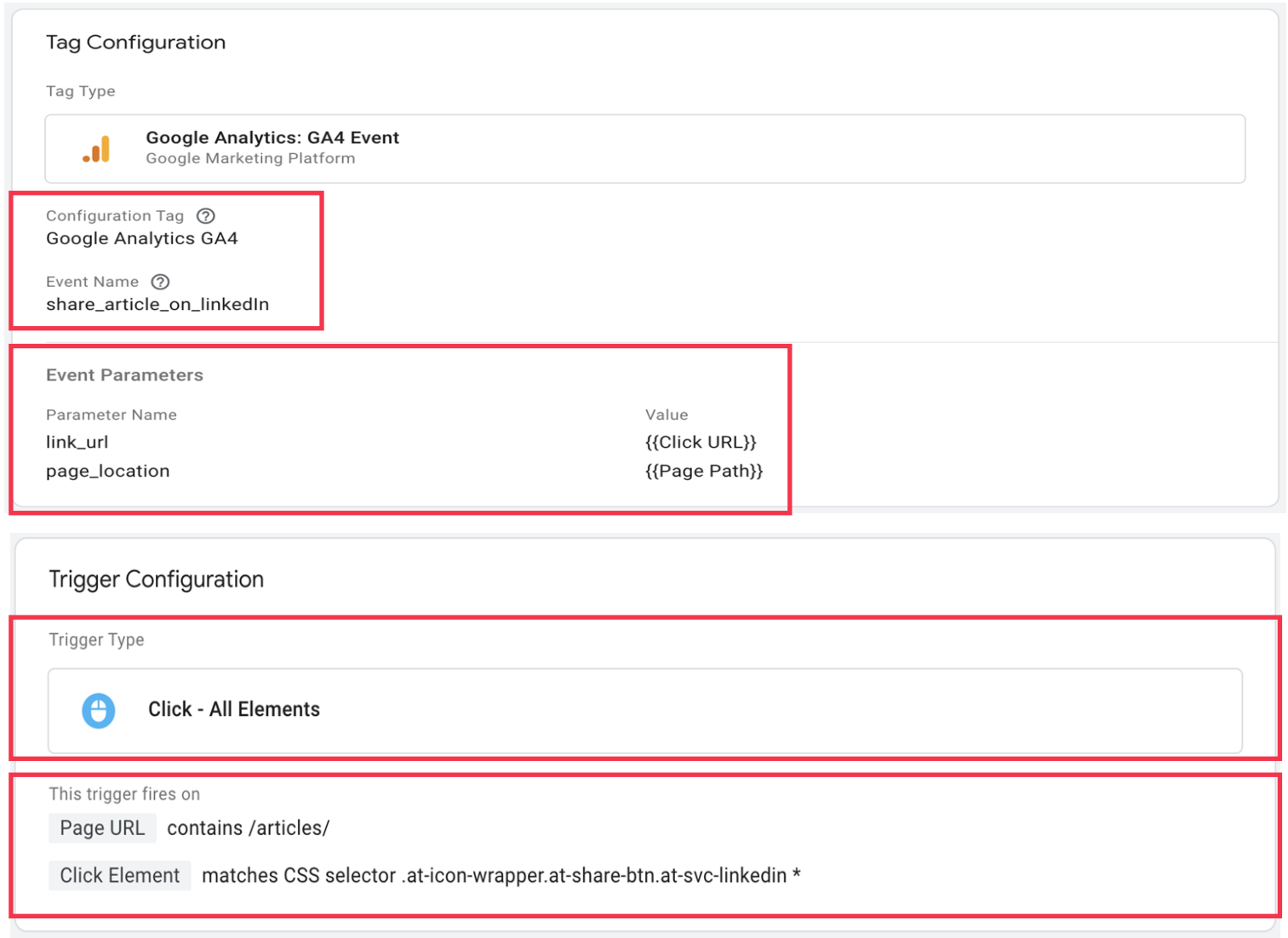
1. **Customize** GA4 standard reports
2. **Integrate** Google Search Console data with GA4
3. **Build** a campaign traffic report for your traffic tagged with UTM parameters
4. **Use** GA4 Explorations to create reports (e.g. Path Exploration)

TECHNIQUES TO GET THE MOST OUT OF GA4

Event Tracking: Creating Events



Event Tracking: Creating Events in GTM



Event Tracking: Registering Event Parameters

Dimension name

page_title

Scope

Event

Description

The title of the page

Event parameter

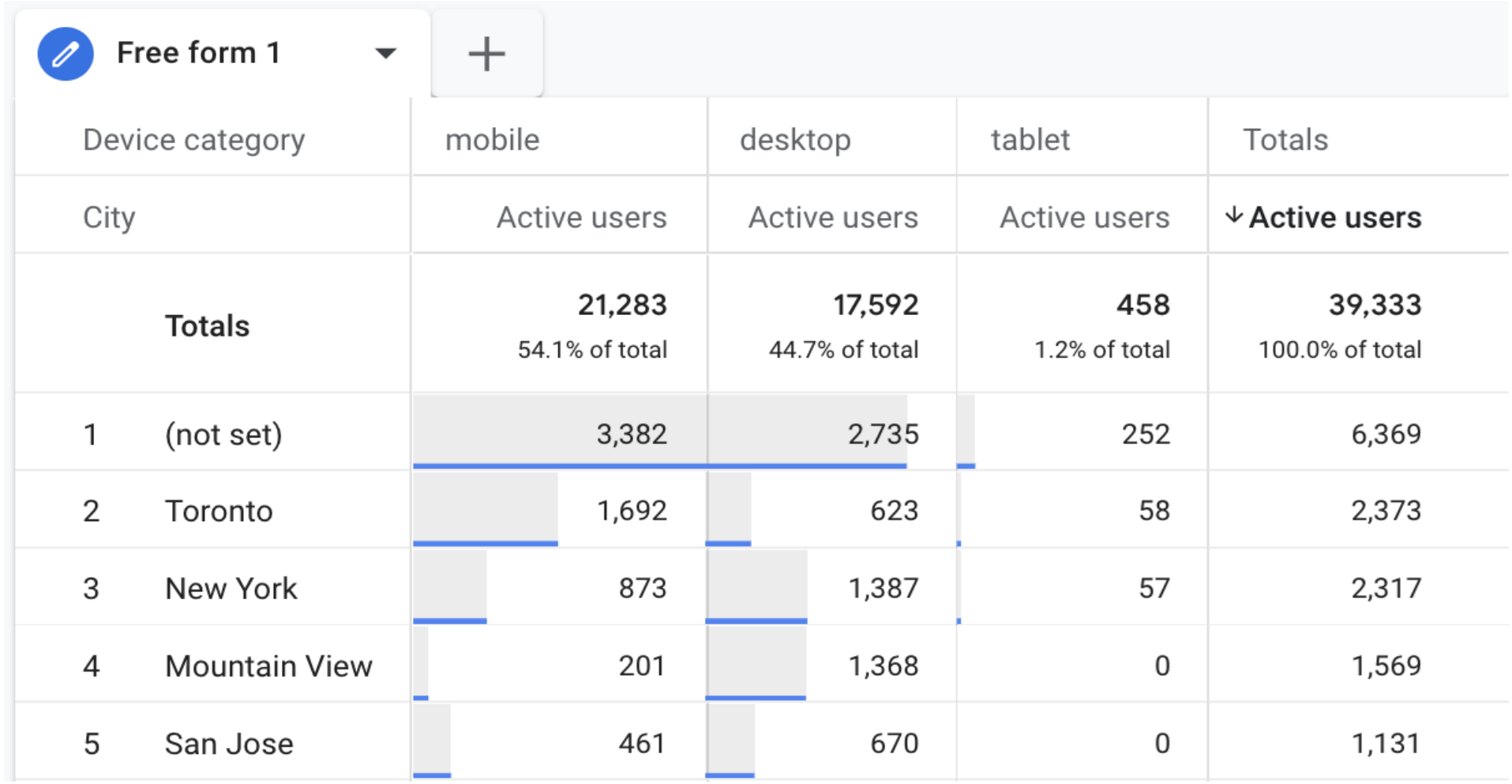
page_title



page_title

CUSTOM PARAMETER	EVENT COUNT	TOTAL USERS
(total) 70 items	7.1K	3.4K
Shopping Cart	662	418
Google Campus Bike	434	113
Google Global 5K Unisex Tee	243	202
New | Google M...handise Store	239	175
Apparel | Goog...handise Store	226	159
Men's / Unisex...chandise Store	226	172

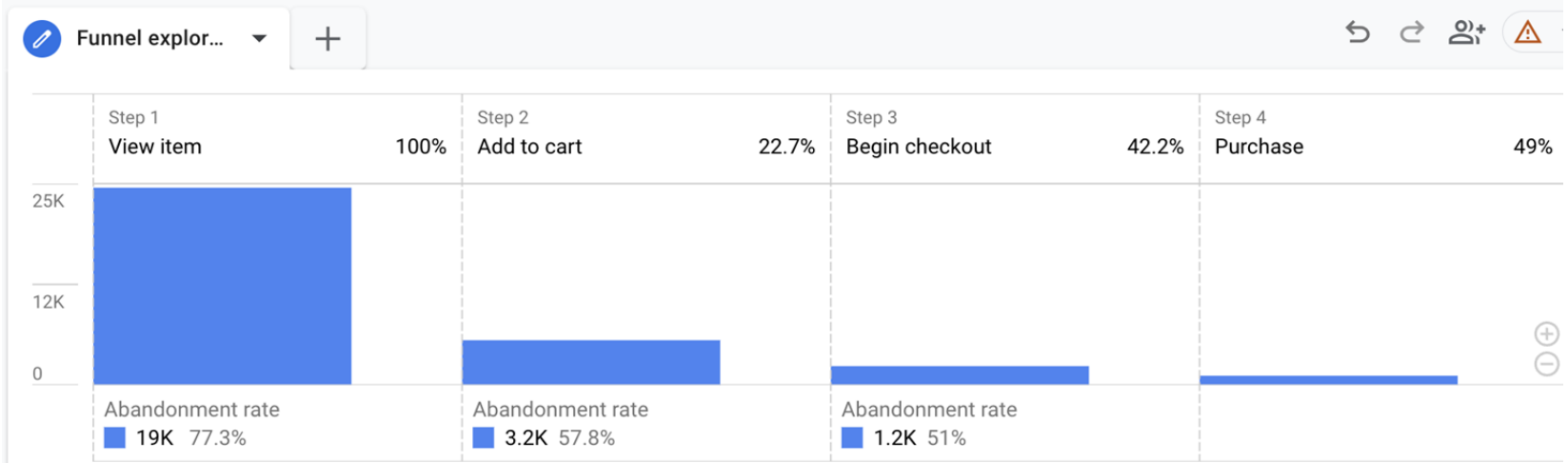
Exploration Techniques: Free Form



Free form 1

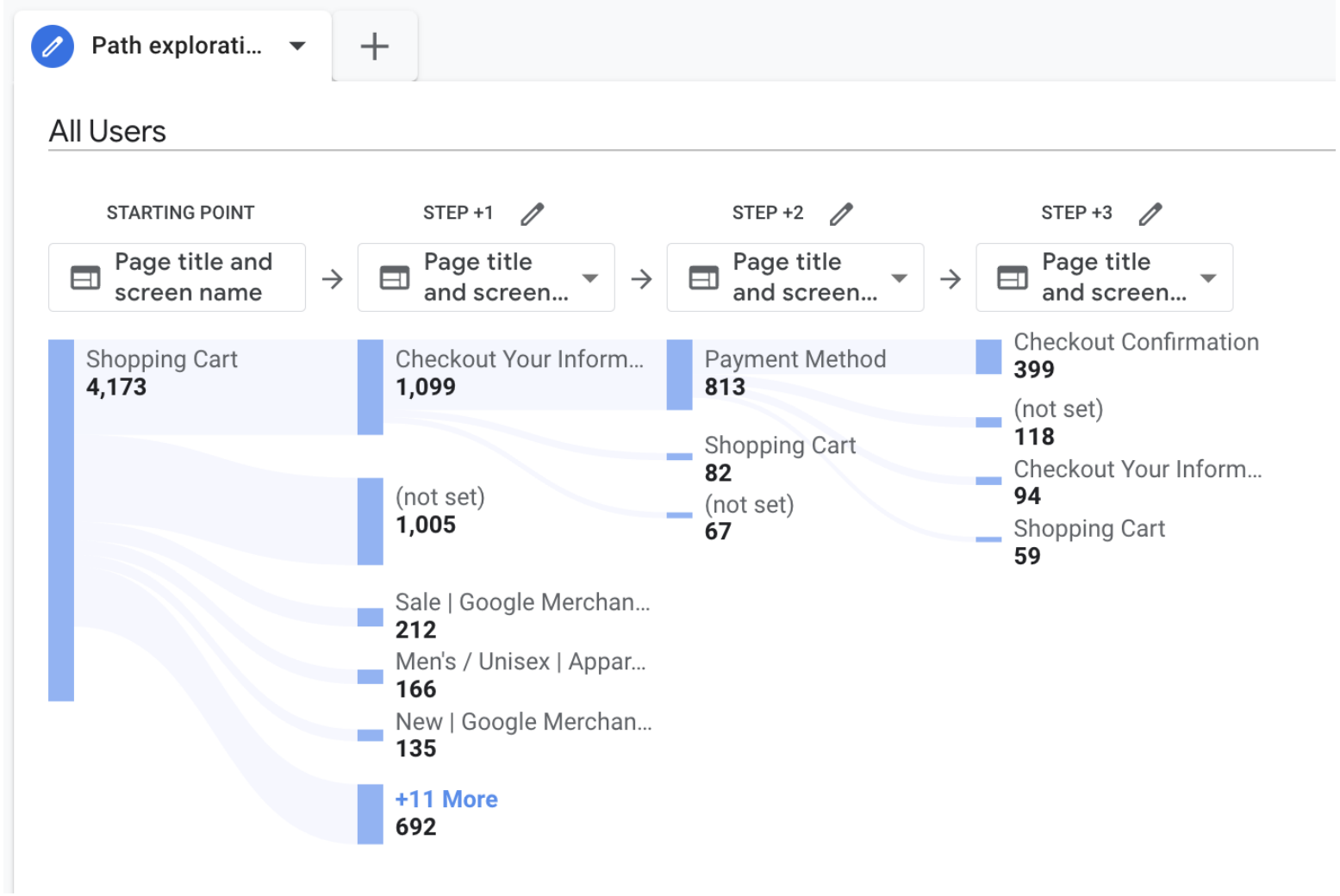
Device category		mobile	desktop	tablet	Totals
City		Active users	Active users	Active users	↓ Active users
	Totals	**21,283** 54.1% of total	**17,592** 44.7% of total	**458** 1.2% of total	**39,333** 100.0% of total
1	(not set)	3,382	2,735	252	6,369
2	Toronto	1,692	623	58	2,373
3	New York	873	1,387	57	2,317
4	Mountain View	201	1,368	0	1,569
5	San Jose	461	670	0	1,131

Exploration Techniques: Funnel Exploration

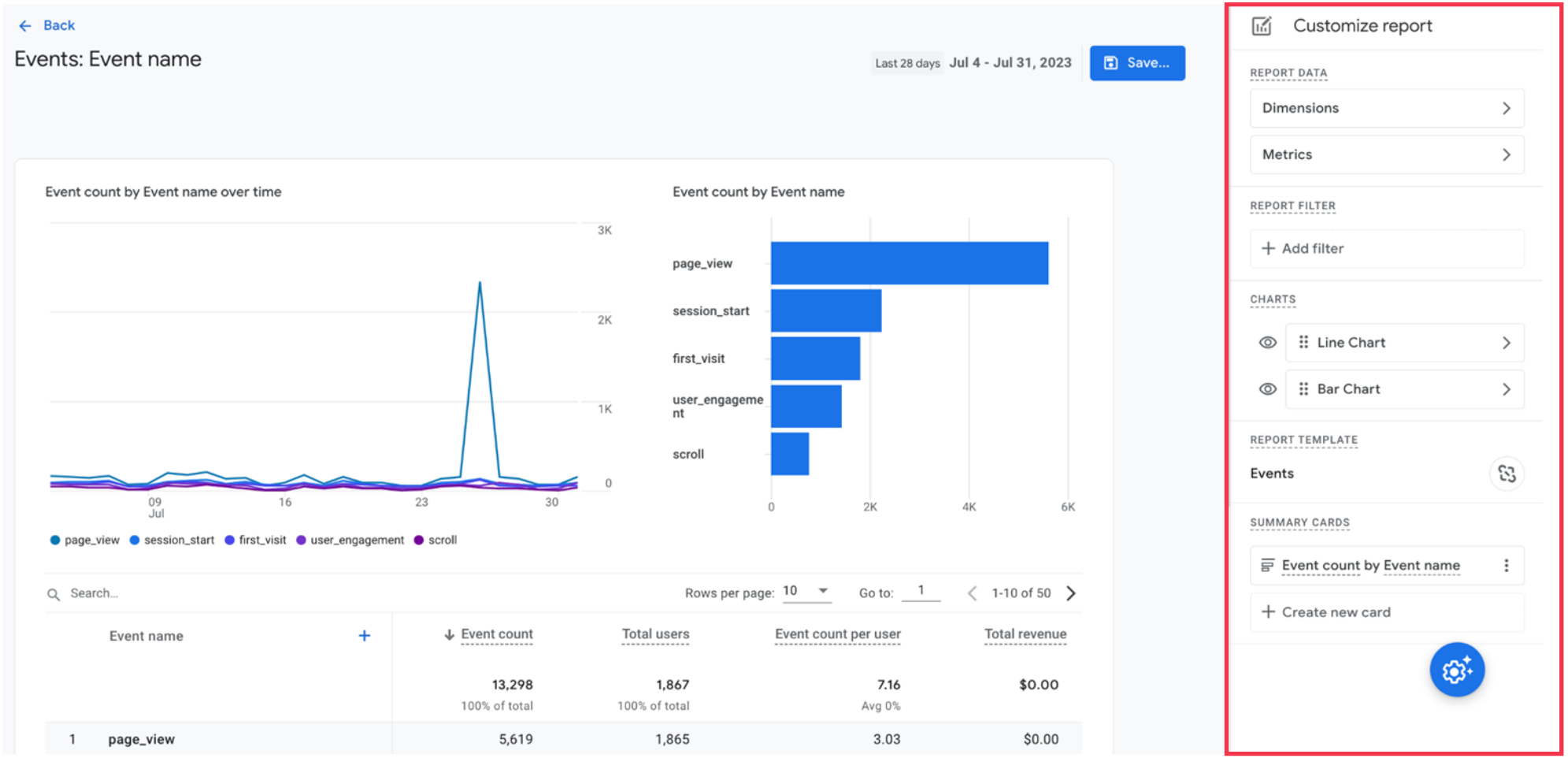


Step	Device category	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. View item	**Total**	**24,080 (100.0%)**	**22.7%**	**18,614**	**77.3%**
	desktop	13,427 (100.0%)	30.0%	9,405	70.0%
	mobile	10,337 (100.0%)	13.6%	8,934	86.4%
	tablet	358 (100.0%)	11.7%	316	88.3%
2. Add to cart	**Total**	**5,466 (22.7%)**	**42.2%**	**3,157**	**57.8%**
	desktop	4,022 (30.0%)	46.7%	2,144	53.3%
	mobile	1,403 (13.6%)	29.5%	989	70.5%
	tablet	42 (11.7%)	0.0%	42	100.0%

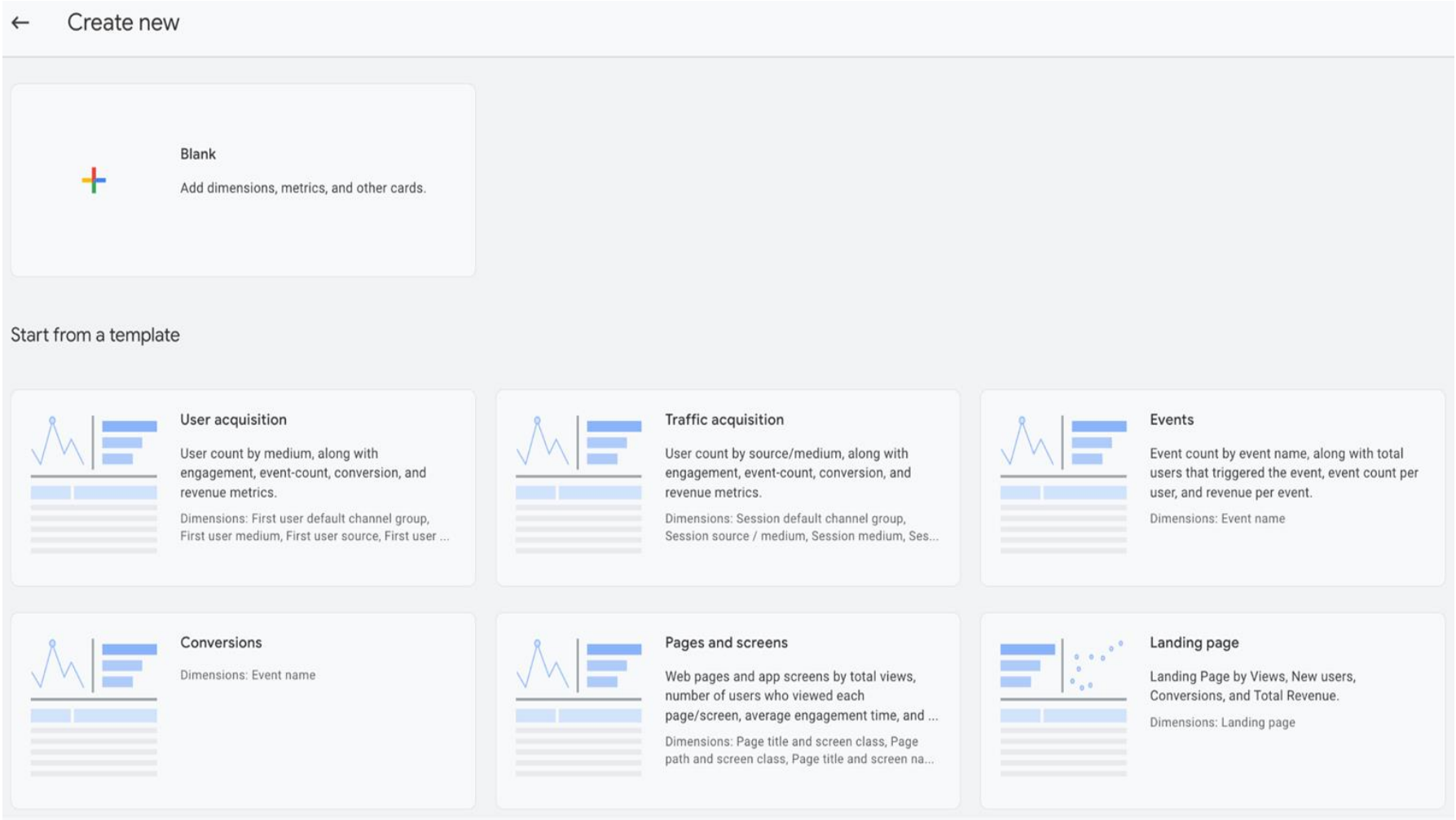
Exploration Techniques: Path Exploration



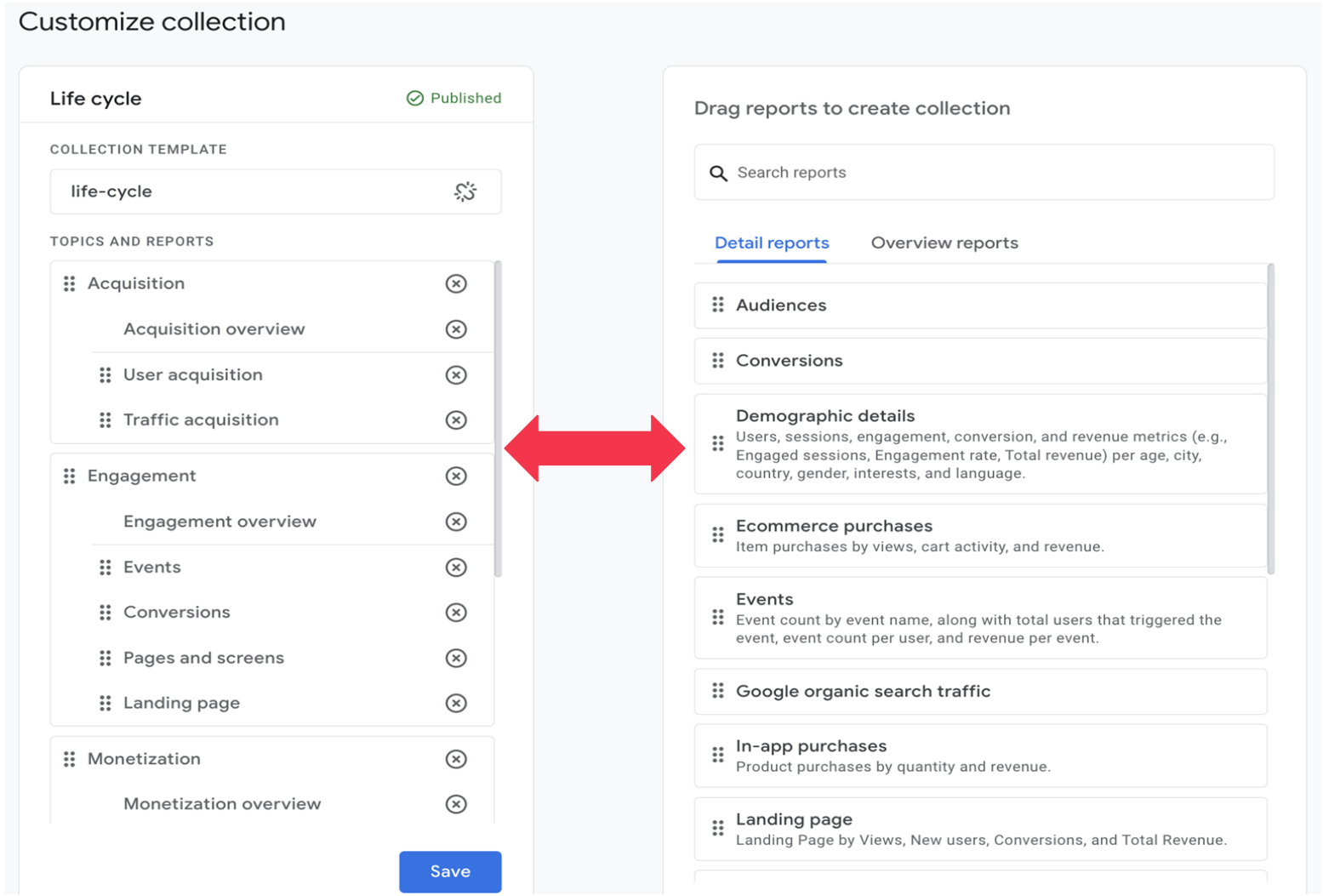
Customize Reports: Edit Existing Detail Report



Customize Reports: Create a New Detail Report



Customize Reports: Customize Navigation



Cross-Domain Tracking: Sub-Domain

www.mywebsite.com

blog.mywebsite.com

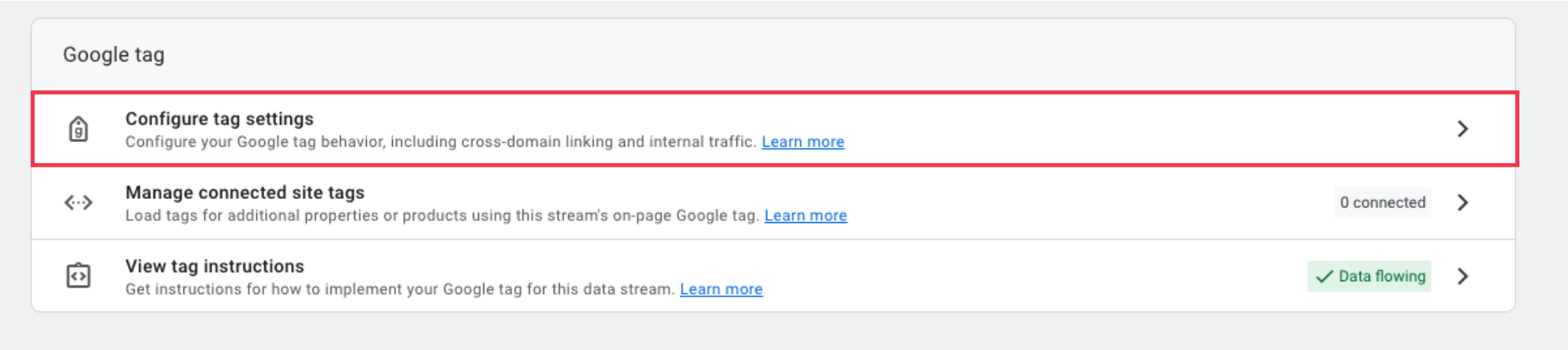
- Sub-domains don’t need cross-domain tracking
  - GA4 handles this automatically

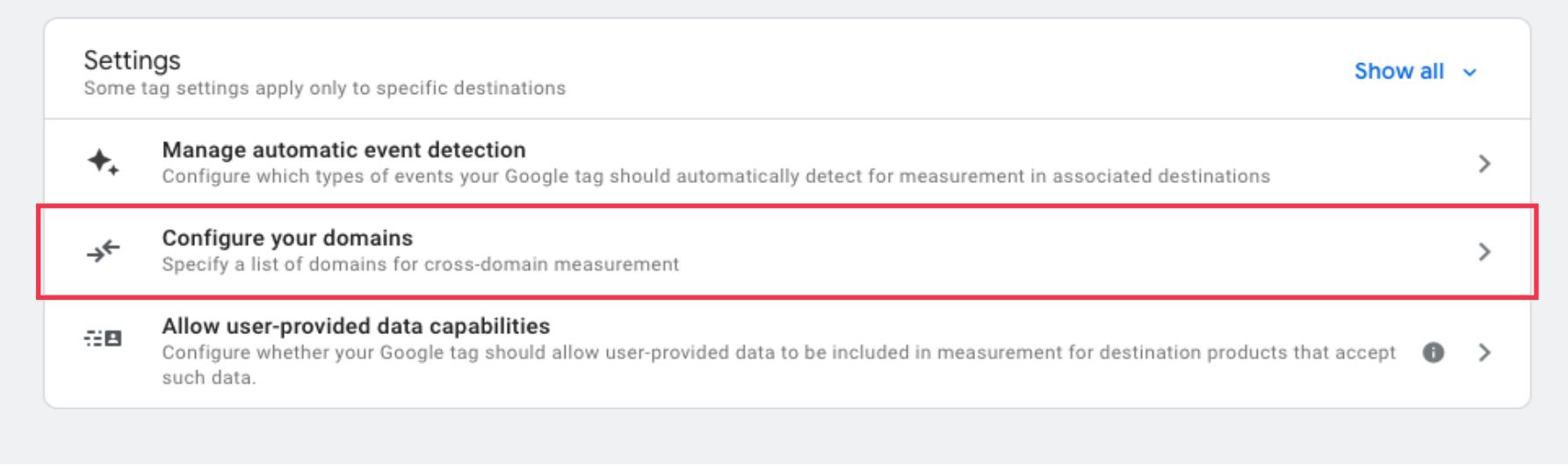
Cross-Domain Tracking: Multiple Domains

www.**mywebsite.com** www.**otherwebsite.com**

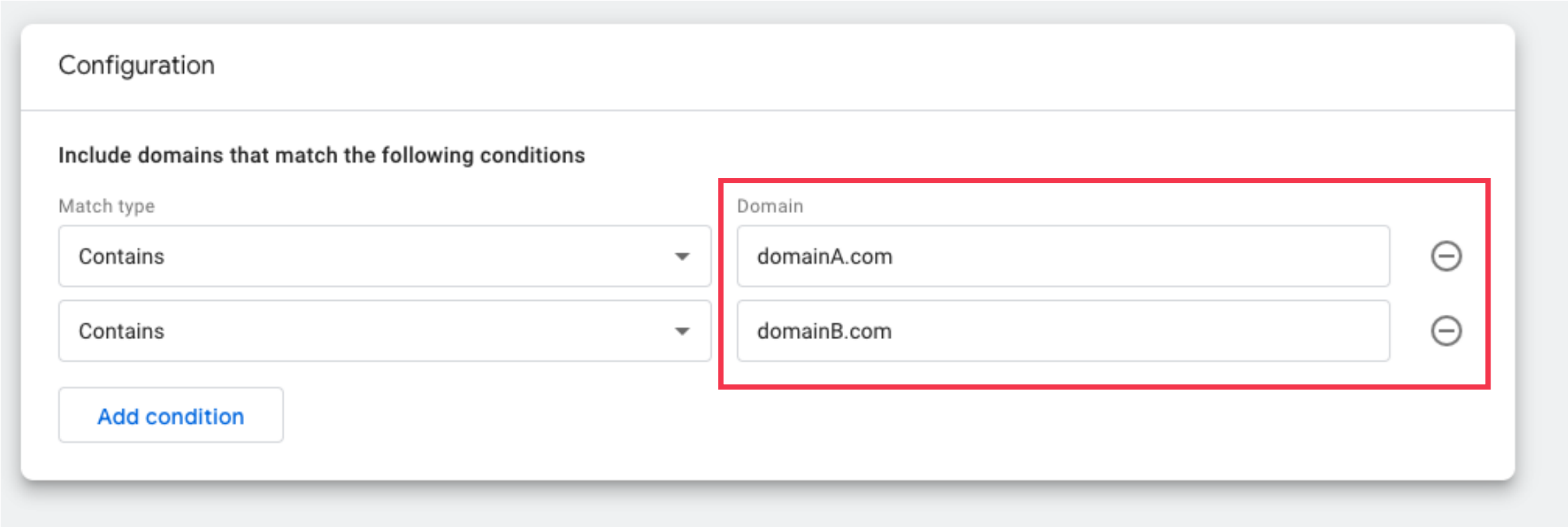
- Different domains need cross-domain tracking
  - GA4 does not handle this automatically

Cross-Domain Tracking: Configuration





Cross-Domain Tracking: Configuration



QUESTIONS AND ANSWERS

Reminders

- Link to recording of webinar will be sent to your email address
- KW2's next webinar in Mid-November:

How to attract and retain early career employees for mission-based organizations