



Tips to Leverage GA4's Full Potential

Lightning Talk, Fall 2023

Quick Introduction

- As you can see, I was sort of born to be an analyst 🧐
- Senior Strategist of Data and Analytics based in Boston
- 12 Years experience both in-house and in an agency setting
- Began with OHO November 2019 as a part-time contractor, full-time since July 2020
- Why Data Analytics?




Agenda

We Can't Deny It...GA4 is here

- **Biggest Differences**

The Shiny Features You Need to be Using

- **Exploration Reports**
 - **Reporting Library**
 - **Conversion Paths and Touchpoints**
 - **Search Feature**
- 

— **It's Been Real UA**



Difference: Data Model

Data Collection

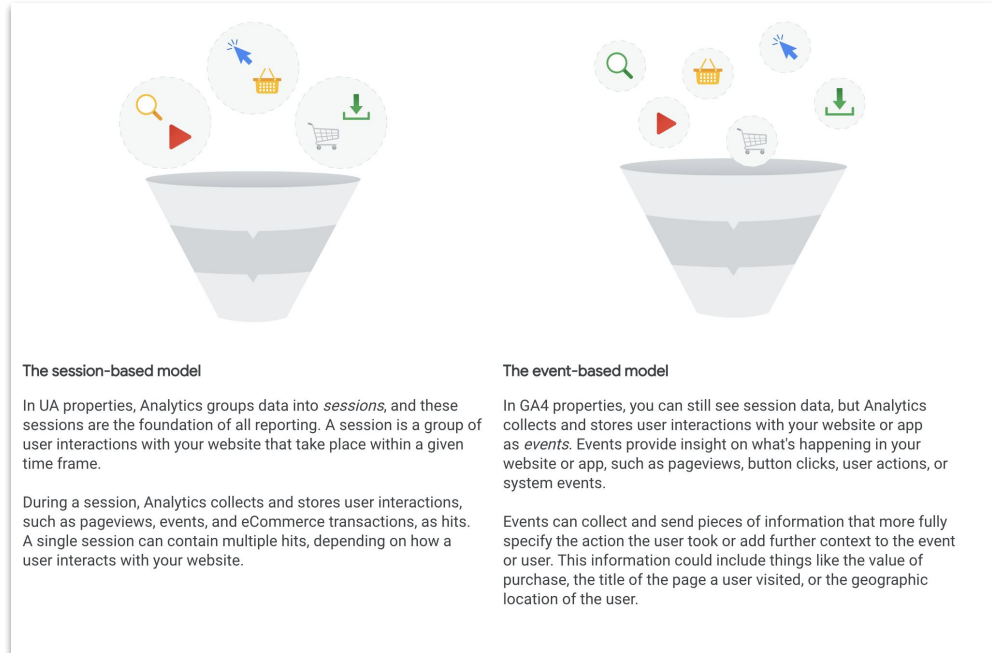
Session-Based Model → Event-Based Model

In UA:

- Data was grouped into sessions, which were the foundation of all reporting.

In GA4:

- Sessions are still collected, but the platform stores every interaction with your website (or app) by event.
- Events collect and send pieces of information that better specify the full journey of the user, including every action and deeper context.



Difference: Reporting

Out of the Box Reporting

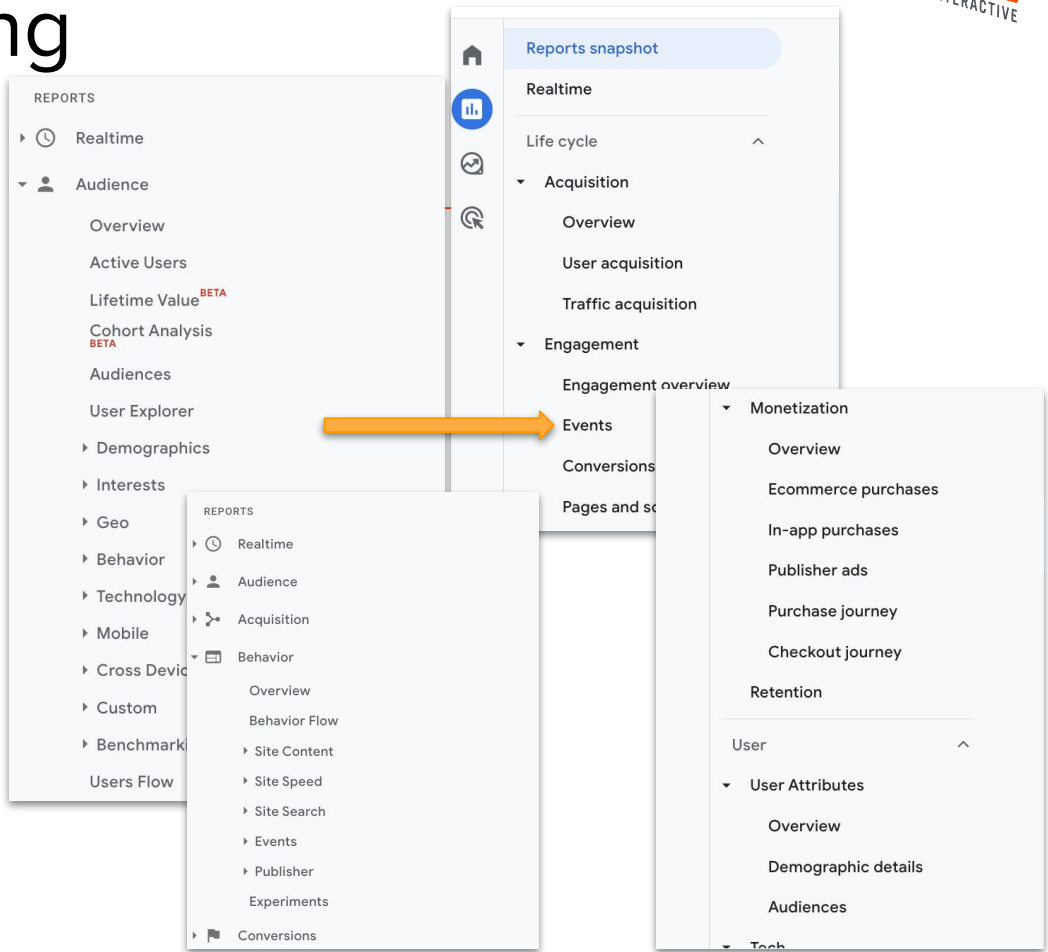
Fewer Default Reports, but More Customizable

In UA:

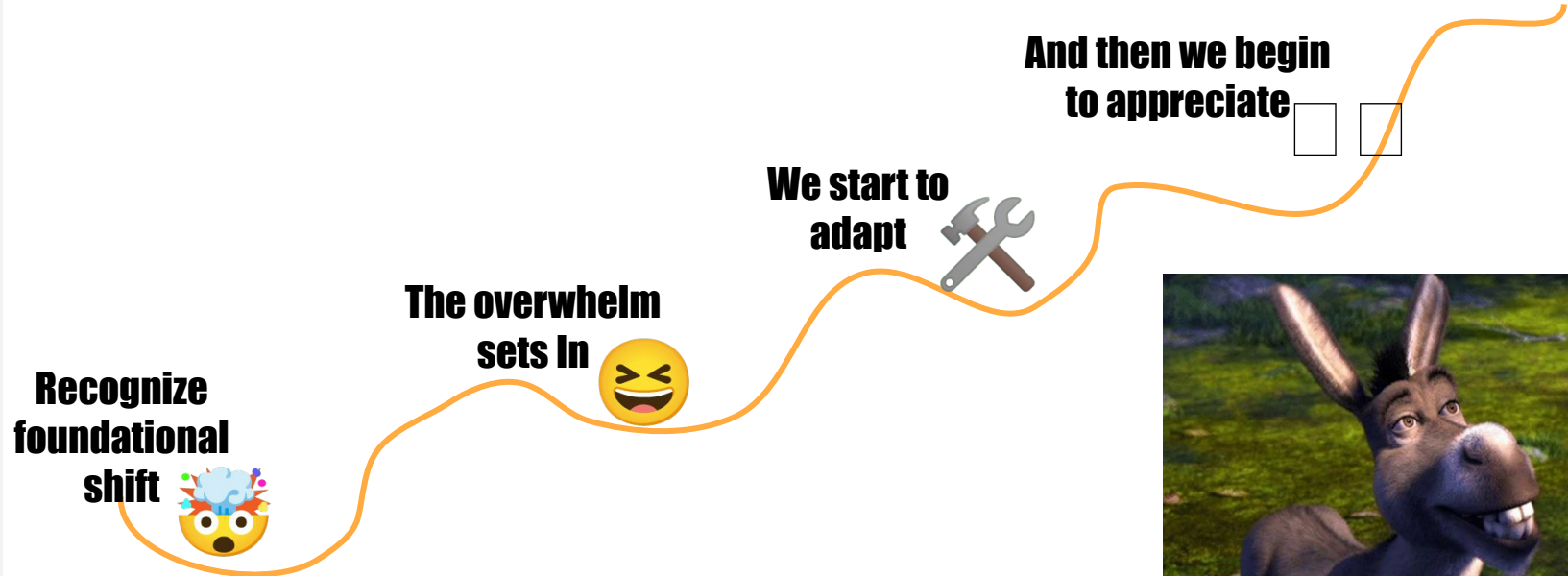
- ~110 reports from set-up

In GA4:

- ~22 reports from set-up
- However, (spoiler alert) there are explorations and the reporting library that can fill in the gap.



So What? The Learning Curve is Real



— **Where it Gets Good**



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Elevate Data Analysis With...

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Better Reporting

While GA4 has fewer default, “out-of-the-box” reports, the platform introduced a more detailed, flexible and customizable reporting structure compared to Universal Analytics. This includes:

- Exploration Reports
- Reporting Library
- Conversion Paths and Touchpoints
- Search Feature


Explorations

Looking to go deeper? Explorations let you easily configure and switch between a number of powerful techniques to better understand your data. Explorations include:


- Free form exploration
- Funnel exploration
- Path exploration
- Segment overlap
- User exploration
- Cohort exploration

Explorations


Start a new exploration Template gallery



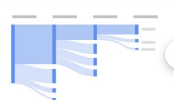
Blank
Create a new exploration














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?



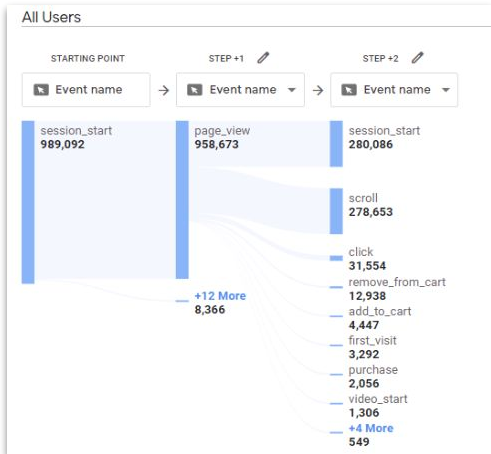
Path exploration
What user journeys can you uncover with tree graphs?

Type	Name ↓	Owner	Last modified ↓	Property	Q
	Transaction IDs	Nikki Vinuya	Jan 28, 2023	GA4 - Google Merchandise Store	⋮
	User lifetime Marc	Marc Girod	Nov 17, 2022	GA4 - Google Merchandise Store	⋮
	Untitled exploration	Marc Girod	Nov 8, 2022	GA4 - Google Merchandise Store	⋮
	marc test	Marc Girod	Nov 8, 2022	GA4 - Google Merchandise Store	⋮
	Free form	Brett Sneed	Apr 15, 2022	GA4 - Google Merchandise Store	⋮
	Untitled exploration	Adwords OHO	Apr 13, 2022	GA4 - Google Merchandise Store	⋮
	My path exploration	Brett Sneed	Jan 11, 2022	GA4 - Google Merchandise Store	⋮
	Shopping Behavior Funnel	Demo	Jan 29, 2021	GA4 - Google Merchandise Store	⋮
	Mobile / Paid / Direct Segment Overlap Demo	Demo	Jan 29, 2021	GA4 - Google Merchandise Store	⋮
	Checkout Behavior Funnel	Demo	Jan 29, 2021	GA4 - Google Merchandise Store	⋮
	Behavior Flow Path	Demo	Jan 29, 2021	GA4 - Google Merchandise Store	⋮

My Favorite Explorations

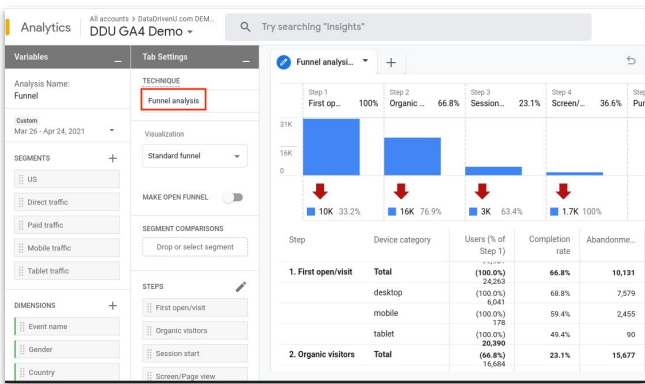
Path Analysis

- This report lets you visualize the most common paths users take through your content or the actions they take in a sequence.
- It provides insights into user behavior flow.



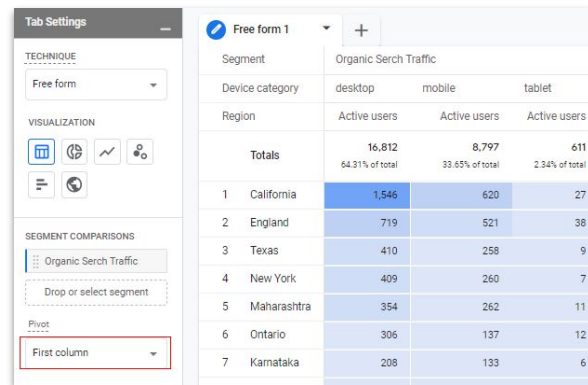
Funnel Analysis

- Funnels aren't limited to predefined steps. You can create ad-hoc funnels using any events as steps and immediately see conversion rates and drop-offs.
- Funnels can be open or closed, allowing users to enter at any stage or requiring them to start from the first step.



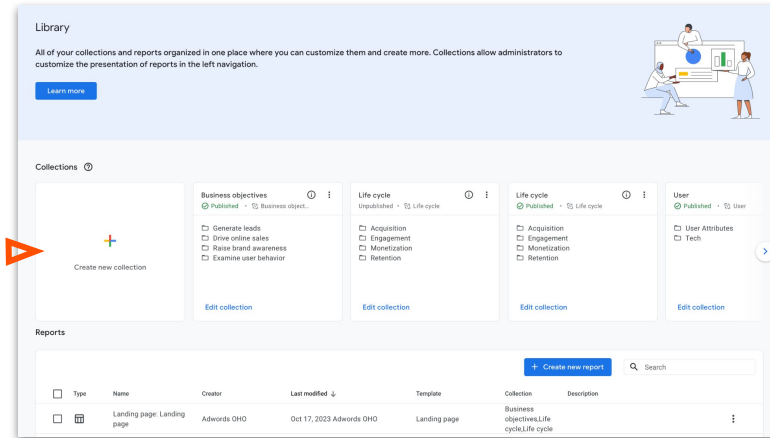
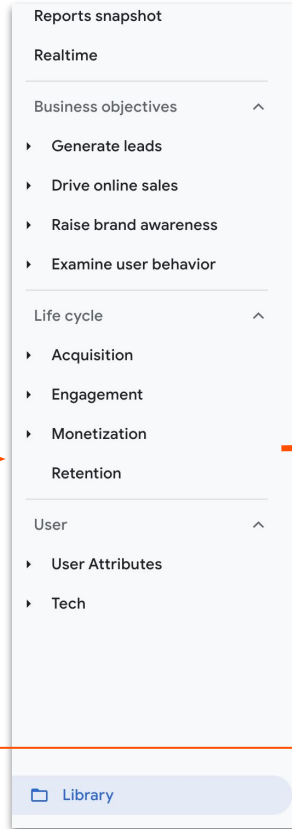
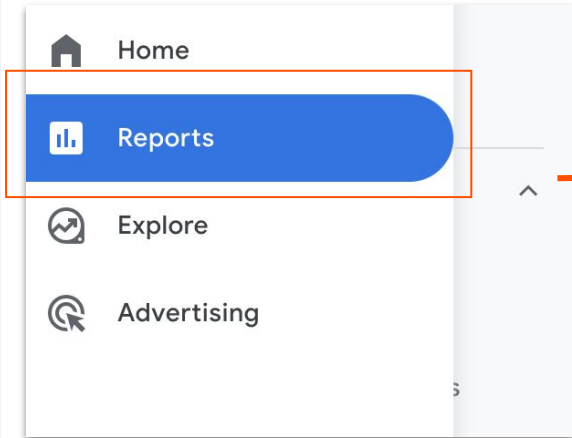
Free-form Analysis

- The exploration interface allows for deep ad-hoc analysis. You can add or remove dimensions/metrics and instantly see the updated results.
- Use a free form report to examine landing page user behavior free form report for landing pages will help you use these types of segments and give you more context about your traffic's behavior.



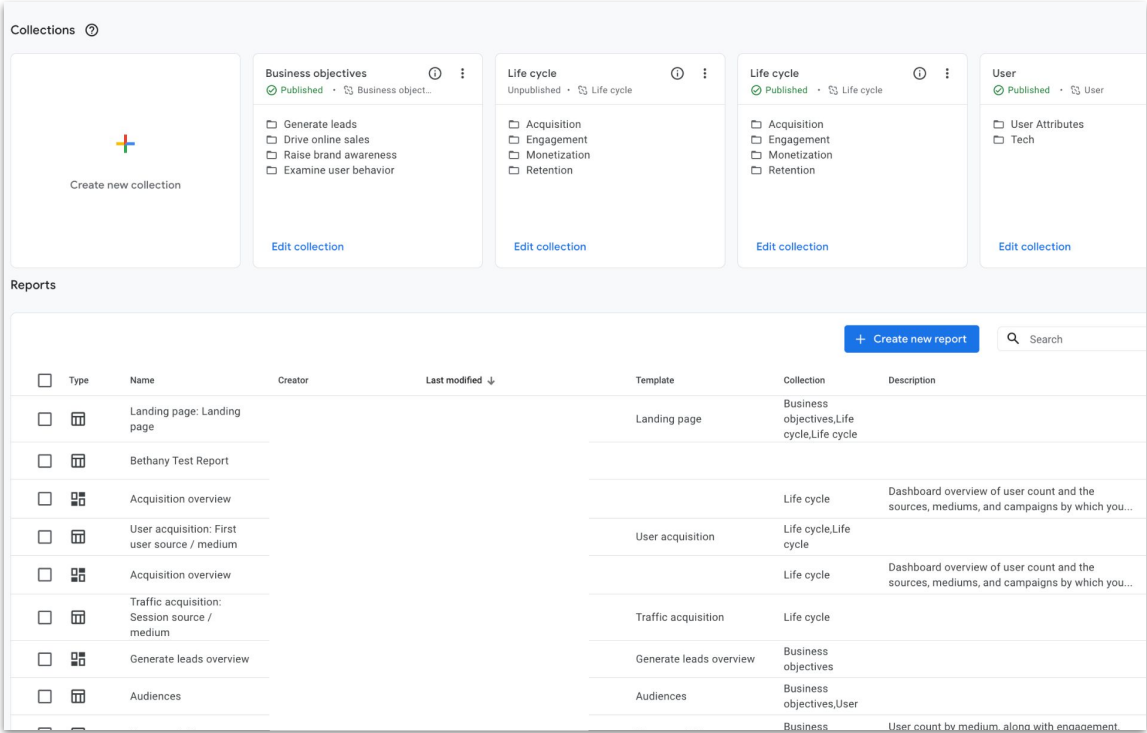
GA4 Reporting Library

You can find it in GA4 – > Reports -> Library.



Customizable Reporting

- From Google: The GA4 Report Library allows you to **manage** and **customize** the reports and navigation in the Reports section of your Google Analytics property.
- GA4 Library consists of three elements:
 - Detail report
 - Overview report
 - Collections



Detail Reports

- Detail reports contain:
 - 1 chart (line, bar, or scatter)
 - Table of data
- While it's bare bones, it can be powerful!
 - You can customize the metrics and dimensions.
 - You can create new "Summary Cards" that will be displayed in your Overview report.
 - These summary cards will play a central role in the Overview report's content.

The screenshot displays a comprehensive reporting interface. At the top, a line chart titled "Sessions by Landing page over time" shows data from Sep 19 to Oct 15. Below the chart is a table with columns for Landing page, Sessions, Users, New users, Average engagement time per session, and Conversions. The table shows data for a single landing page with 97,701 sessions and 17,709 users.

On the right side, there are several configuration panels:

- REPORT DATA:** Includes "Dimensions" and "Metrics" sections, both highlighted with red boxes.
- REPORT FILTER:** Contains an "Add filter" button.
- CHARTS:** Shows "Line Chart" as the selected visualization.
- REPORT TEMPLATE:** Includes a "Landing page" section and a "SUMMARY CARDS" section with a "Create new card" button, also highlighted with a red box.

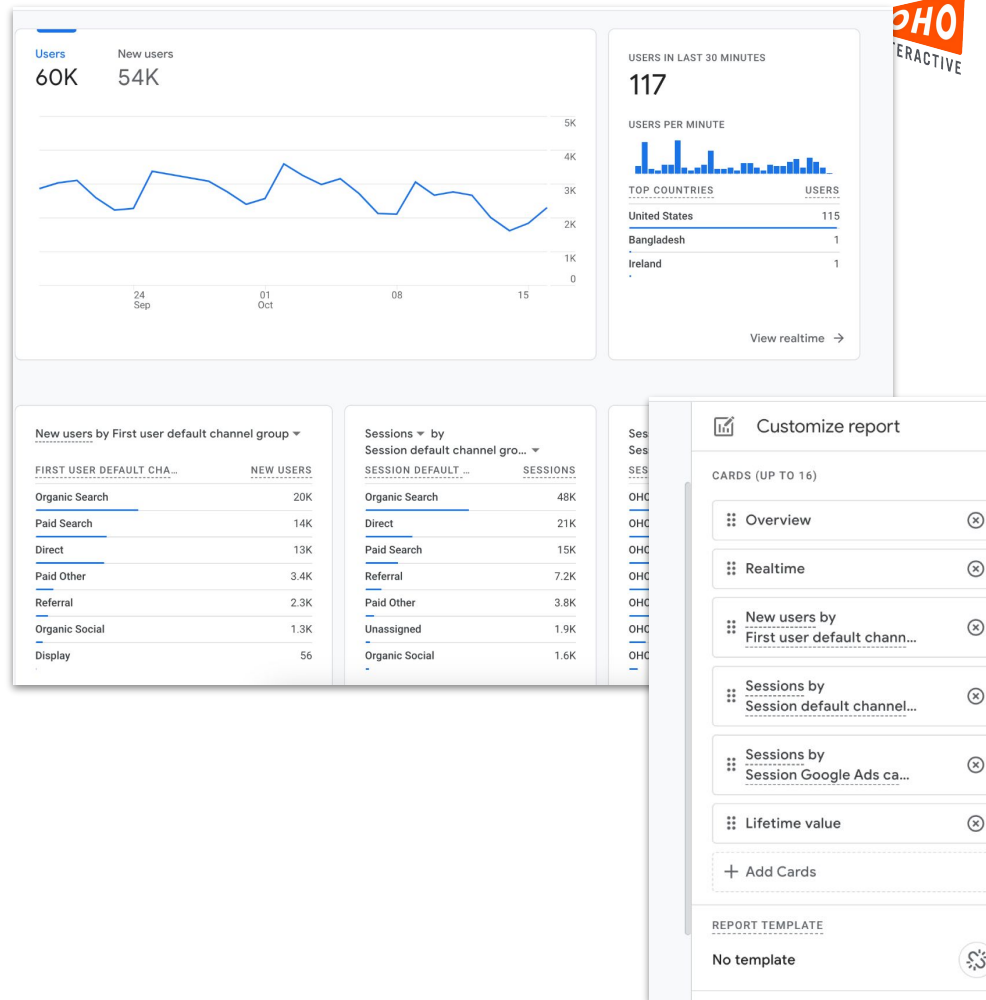
At the bottom, there are two more panels:

- PRIMARY DIMENSIONS:** A dropdown menu for "Add dimension" with options like "Page path + query string and screen class", "Page path and screen class", "Page referrer", "Page title", and "Page title and screen class".
- METRICS (UP TO 12):** A list of metrics including Sessions, Users, New users, Average engagement time per session, Conversions, Total revenue, and Event count. A dropdown for "Add metric" is also visible.

At the bottom right, a "CARD PREVIEW" shows a bar chart titled "Sessions by Landing page" comparing the current report's data to a custom range over the last 28 days.

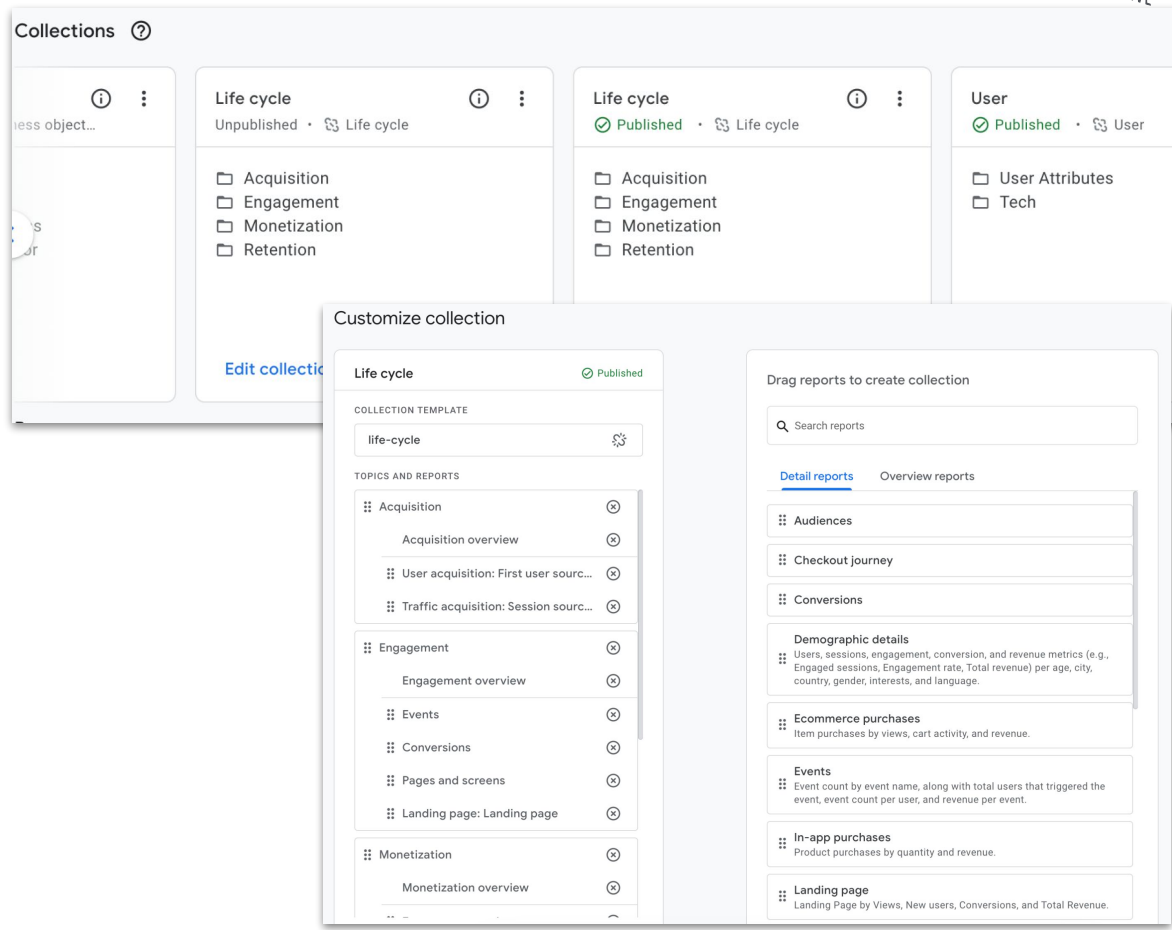
Overview Reports

- The Overview Report offers a peek into how your business is performing. You can highlight the metrics and dimensions that are most important to you your organization.
- Once you notice something exciting or unusual, you can dig deeper into the detailed reports or GA4 Explore reports to investigate and pinpoint the root causes.
- Again, the Overview Report is assembled with “Summary Cards” so use extra care when building summary cards in your Detail reports.



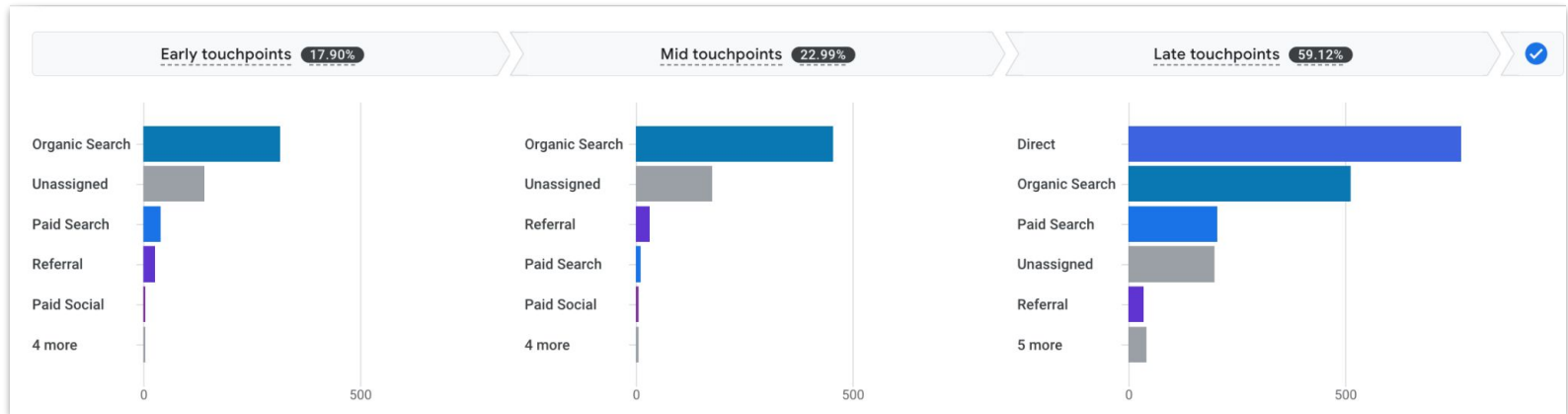
Collections

- The third component of the GA4 library is collections.
- Group of reports you want to have under the same folder, typically focus on one topic (like User metrics or Life Cycle of a User)
- Once you publish your collection, they appear on your left nav under “Reports” - making this whole section customizable.



Touchpoint Report

- The purpose of the touchpoint report is to illustrate how each channel plays a role in both initiating and supporting conversion activities.
- Each category of touchpoints represents a proportion of the conversion credit along a pathway, providing marketers and analysts with insights into how various attribution models allocate credit within those pathways.
- The Touchpoints are broken down into three categories: Early Touchpoints, Mid Touchpoints and Late Touchpoints.



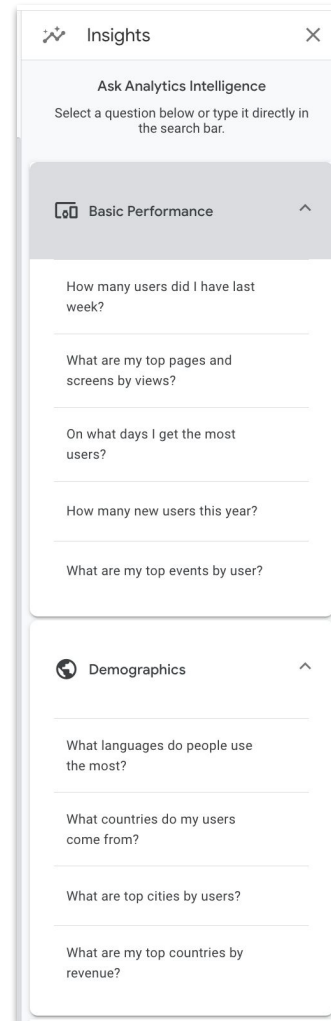
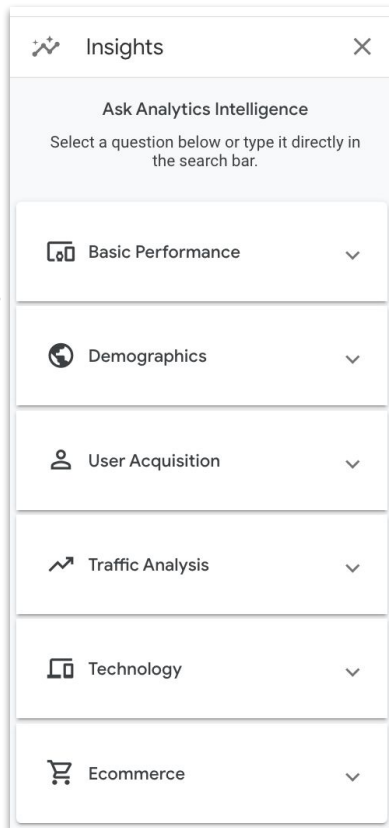
Conversion Path Report

The Conversion Path report in GA4 is designed to help you understand the user journey leading up to conversions. It focuses on the sequence of interactions, the number of touchpoints required, and the time it takes for users to convert.

Default channel group ▾	↓ <u>Conversions</u>	<u>Purchase revenue</u>	<u>Days to conversion</u>	<u>Touchpoints to conversion</u>
	2,981.00 100% of total	\$55,597.22 100% of total	3.72 Avg 0%	4.33 Avg 0%
1 Direct 100%	768.00	\$27,415.57	0.00	1.00
2 Organic Search × 3 100%	546.00	\$5,374.16	0.85	3.00
3 Unassigned × 3 100%	261.00	\$641.84	1.03	3.00
4 Paid Search 100%	139.00	\$2,877.96	4.63	1.00
5 Organic Search × 6 100%	110.00	\$135.16	7.54	6.00
6 Organic Search × 4 100%	108.00	\$2,204.50	0.86	4.00
7 Organic Search × 7 100%	71.00	\$180.00	1.82	7.00
8 Organic Search × 5 100%	65.00	\$1,048.00	0.97	5.00
9 Unassigned × 4 100%	51.00	\$524.00	2.47	4.00
10 Referral × 3 100%	36.00	\$531.81	0.06	3.00


When in Doubt...








- **Utilize Analytics Intelligence** to gain some quick and helpful insights about your data.
- GA4 breaks it down by type of insights, including:
 - Basic Performance
 - Demographics
 - User Acquisition
- Click on any of these areas and see popular questions.




Or, Use Search

- Have a specific question you are trying to answer? Use the search bar to get insights.

 What channel drove the most conversions?

-  Top Session default channel group by Conversions
-  Conversions
-  Reports > Reports snapshot
-  Advertising > Advertising snapshot
-  Admin Settings Tour
 Find important settings to manage your account and property
-  Advertising > Performance > All channels
-  Advertising > Attribution > Model comparison

You asked: What channel drove the most conversions? 

Top Session default channel group by Conversions

SESSION DEFAULT ...	CONVERSIONS
Organic Search	88
Direct	31
Unassigned	28
Paid Search	11
Paid Social	7
Cross-network	4
Referral	2
Email	1



**MARKETERS KEEPING
UP WITH GA4 CHANGES**

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Thank you!

Have a wonderful day

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