Google Analytics 4

Beginner Guideline (hopefully a more entertaining version)

April 2023

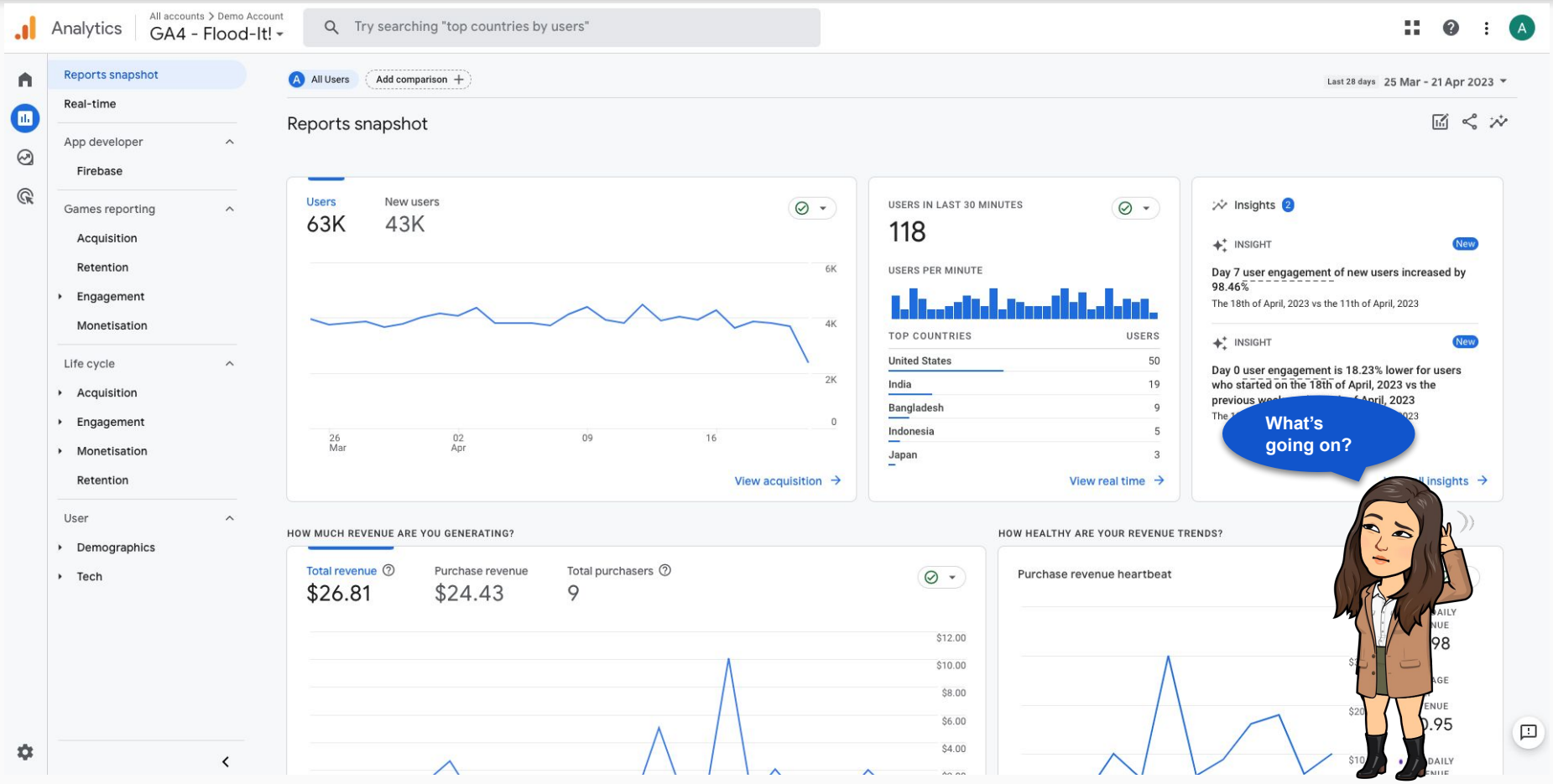
It can be quite overwhelming sometimes to learn a new tool, especially for users who don't work with it on a daily basis.

This guide is designed for users who already have some experience in using Google Universal Analytics but would like to start learning more about GA4. It's a high-level view of the tool, I've selected the areas that I think are the most valuable (based on my personal preferences) to include in this guide. The aim is to give users a direction to start & make it easier to understand!

Outline

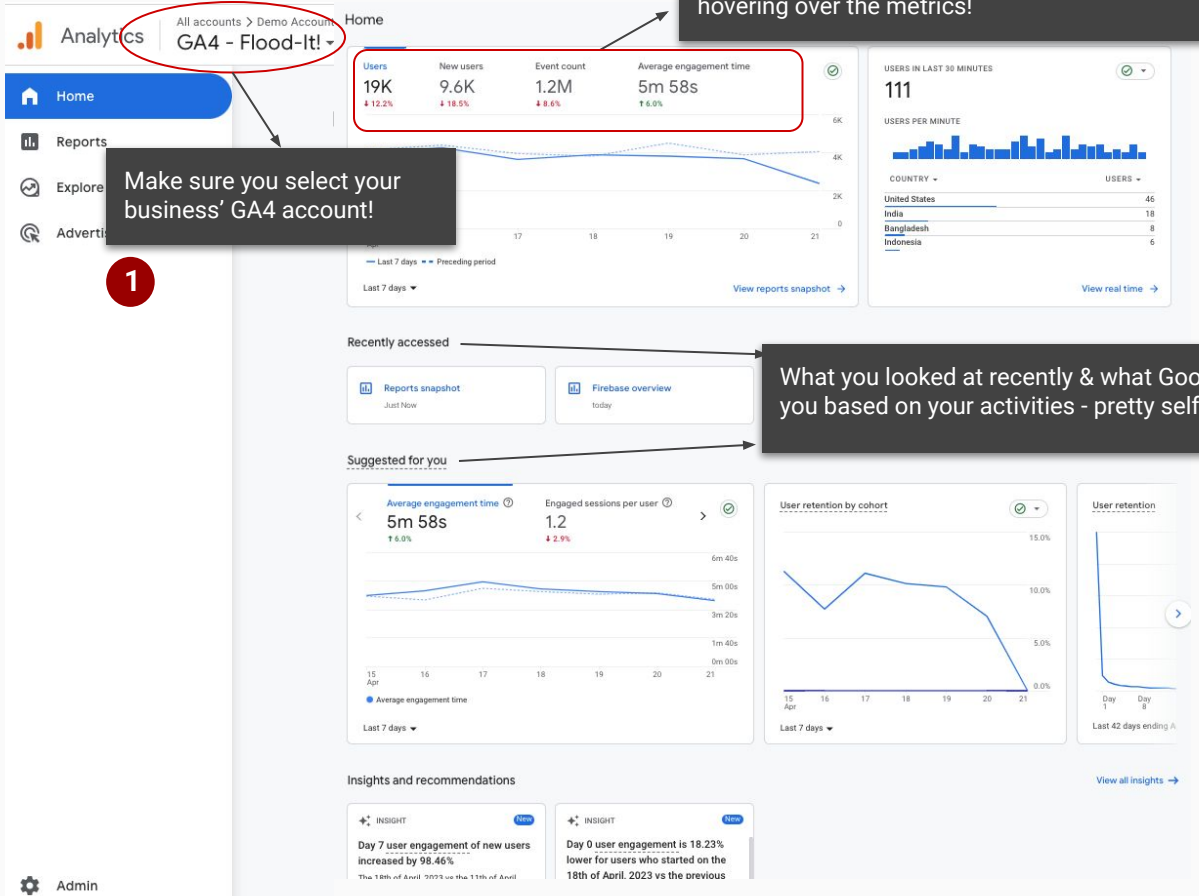
- Homepage
- Report
  - Report > Acquisition report
  - Report > Engagement report
  - Report > Monetisation report
  - Report > Retention report
- Exploration
  - Exploration > Free form template
- Building comparison & filter
- Advertising
- Building segment & audience

A lot of people freak out when they see so many things going on on the UI…



Let’s start with the first tab! - Home (is where my cat is…)

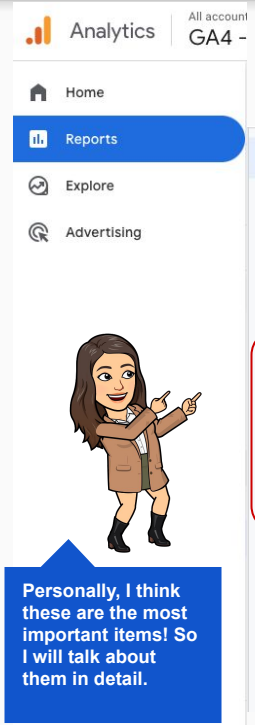
Don’t worry - I gotchu, let’s break it down!



Official GA4 support page

The RTD (ready to ~~drink~~ dig) - Reports

Reports that are already built for users to use.



Reports snapshot — Your "custom report" - you can customise this report to see the metrics you check regularly so you don't need to go through the different reports

More details on Report snapshot

Real-time — This report shows you the data from your users in the past 30 mins

More details on Real-time report

App developer

Firebase — This report shows your app data, including active users in past 30 mins, conversion etc.

More details on Firebase report

Life cycle

- Acquisition
- Engagement
- Monetisation
- Retention

Life cycle section shows you how your users go through each stage of the journey- from acquisition to retention. You can find your answers to the questions below from the this section:

- How did users land on your web/app?
- What did users do on your web/app?
- What and how much did users spend on your web/app?
- How many of your users are new vs. returning users?

More details on Life cycle report

User

- Demographics — This report shows you the key metrics split by demographics such as gender, age and location

More details on Demographics report

- Tech — This report shows you the devices users use to access your web/app

More details on Tech report

Personally, I think these are the most important items! So I will talk about them in detail.

Click on "Google link" to see more details for each report!

Report > Acquisition

Additional resources
Channel definitions
GA4 Metrics & dimension definition

How did you get here?!
(In a friendly tone)

1 There are User & Traffic acquisition reports. They look identical the only difference is that one is user centric and one is session centric

2 **User centric** -See where your new users came to your web/app

Google link

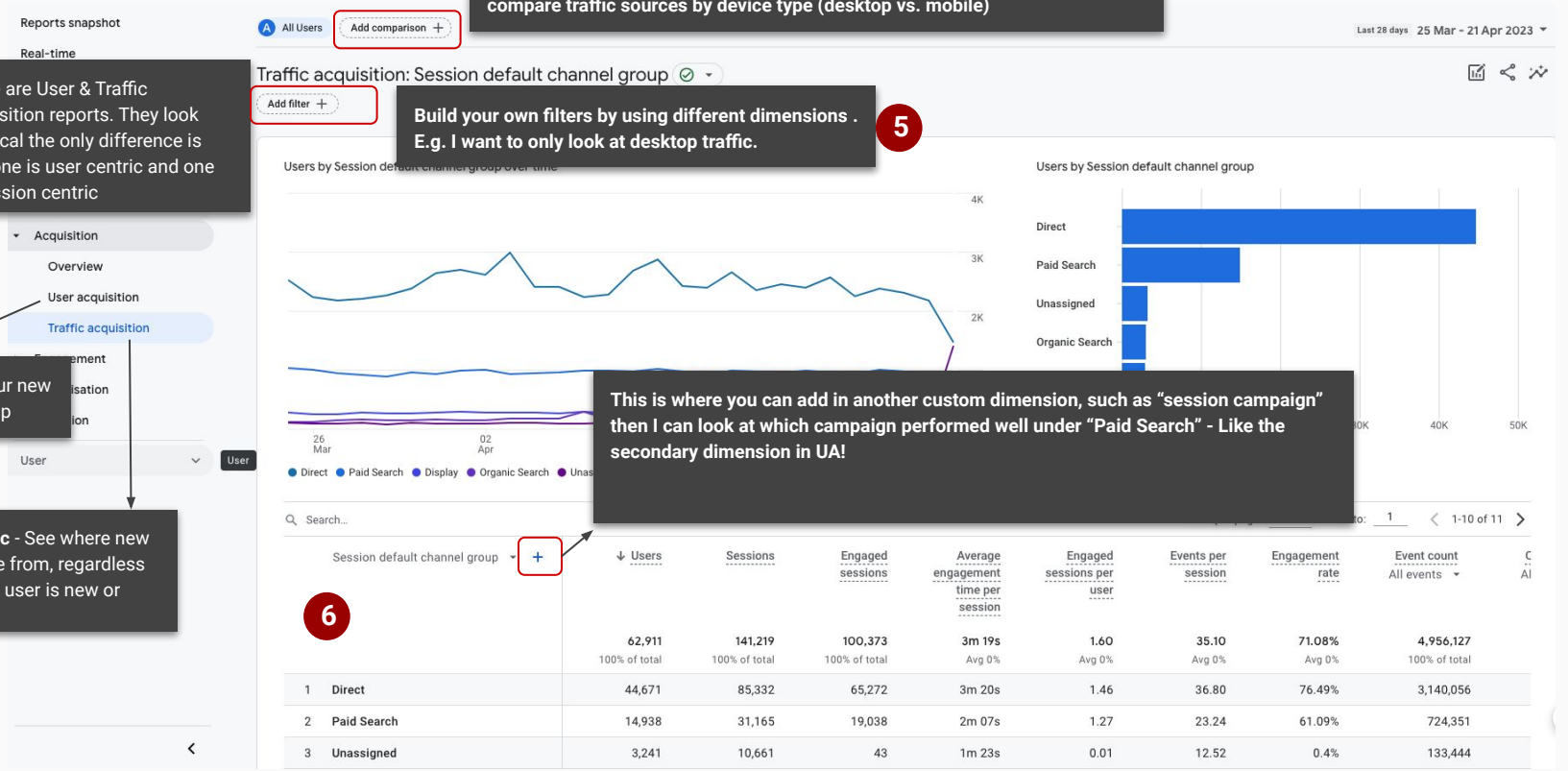
3 **Session centric** - See where new sessions came from, regardless of whether the user is new or returning

Google link

4 This is similar to the Segments in UA - you can build it on the fly! E.g. I want to compare traffic sources by device type (desktop vs. mobile)

5 Build your own filters by using different dimensions . E.g. I want to only look at desktop traffic.

6 This is where you can add in another custom dimension, such as “session campaign” then I can look at which campaign performed well under “Paid Search” - Like the secondary dimension in UA!



Report > Engagement

Read more on Engagement report

You already know the drill! Go and master your comparison & filter building skill! Not sure how? I got you buddy - check this out

Reports snapshot
Real-time
App developer
Firebase
Games reporting
Life cycle
Acquisition
Engagement
Overview
Events
Conversions
Pages and screens
Monetisation
Retention

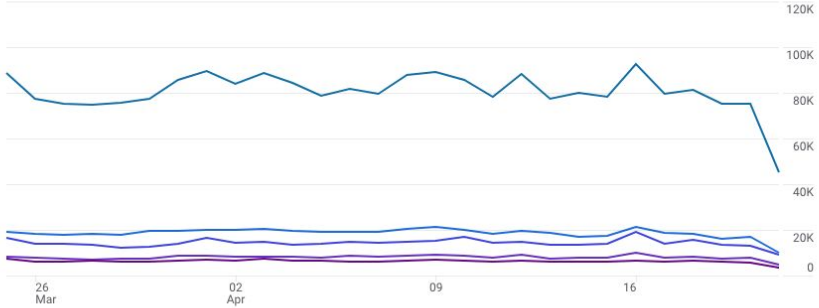
All Users | Add comparison

Last 28 days 25 Mar - 21 Apr 2023

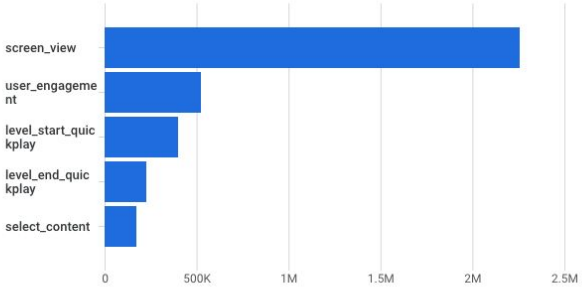
Events: Event name

Add filter

Event count by Event name over time



Event count by Event name



What were the actions users took on my web/app?

You can see all your tracked events here - Again, you can slice and dice your event data by adding in an additional dimension

Search...

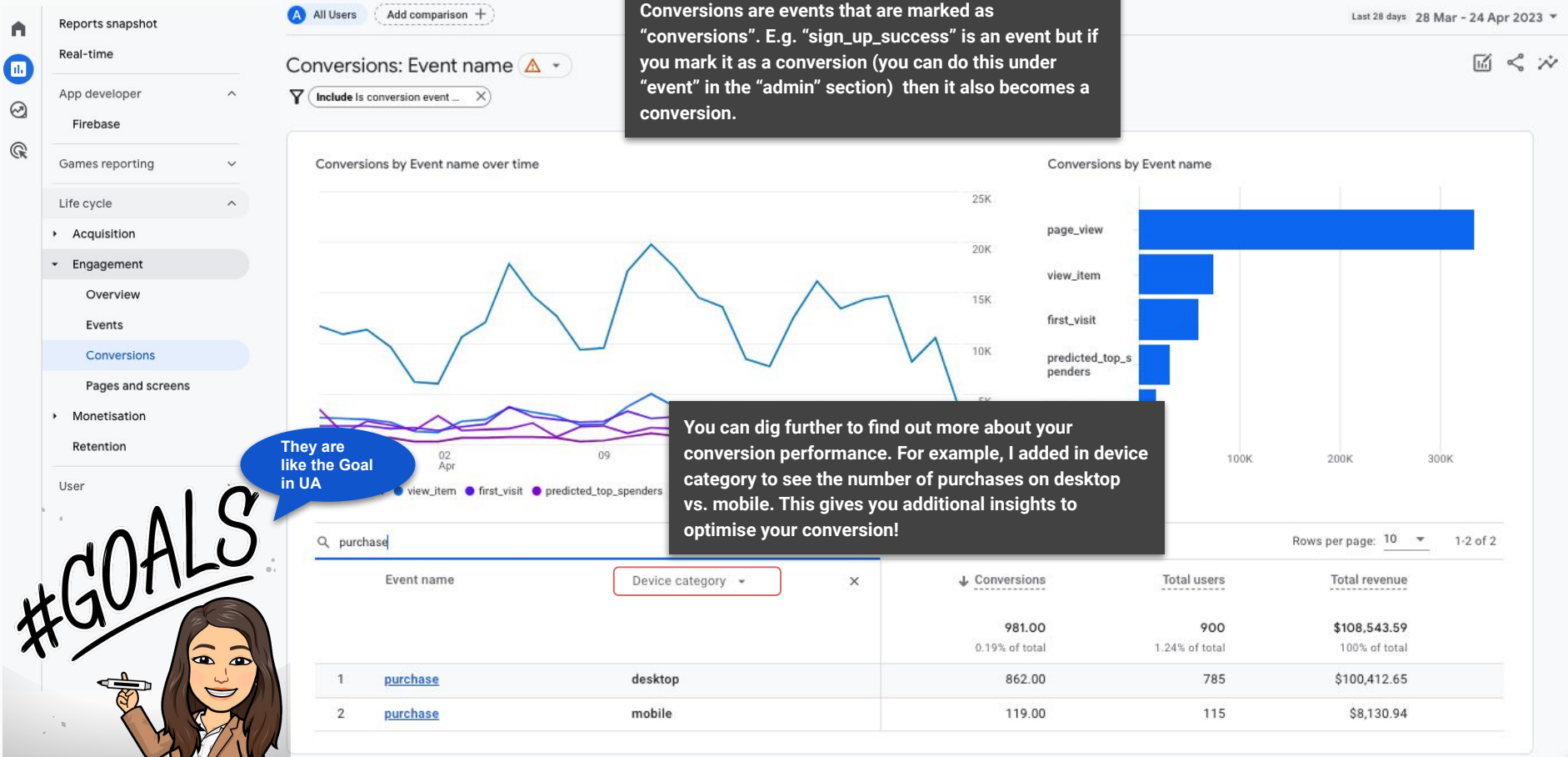
Rows per page: 10 Go to: 1 1-10 of 43

	Event name	+		Event count per user	Total revenue
		4,956,127 100% of total	68,310 100% of total	78.78 Avg 0%	$26.81 100% of total
1	screen_view	2,255,197	58,103	38.84	$0.00
2	user_engagement	521,506	53,578	9.73	$0.00
3	level_start_quickplay	400,966	28,627	14.01	$0.00
4	level_end_quickplay	224,643	9,674	23.22	$0.00

Report > Engagement > Conversion

Read more on Conversion report

Conversions are events that are marked as “conversions”. E.g. “sign_up_success” is an event but if you mark it as a conversion (you can do this under “event” in the “admin” section) then it also becomes a conversion.



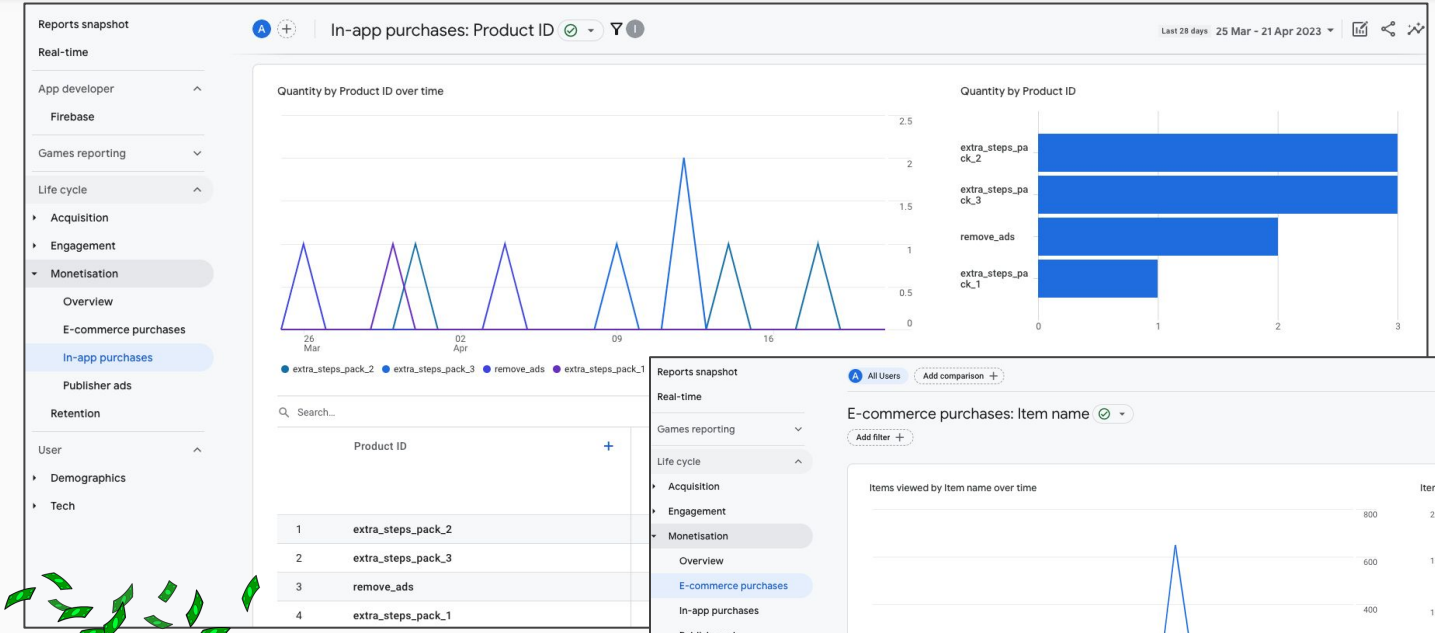
They are like the Goal in UA

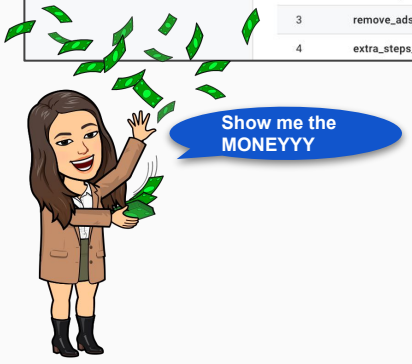
You can dig further to find out more about your conversion performance. For example, I added in device category to see the number of purchases on desktop vs. mobile. This gives you additional insights to optimise your conversion!

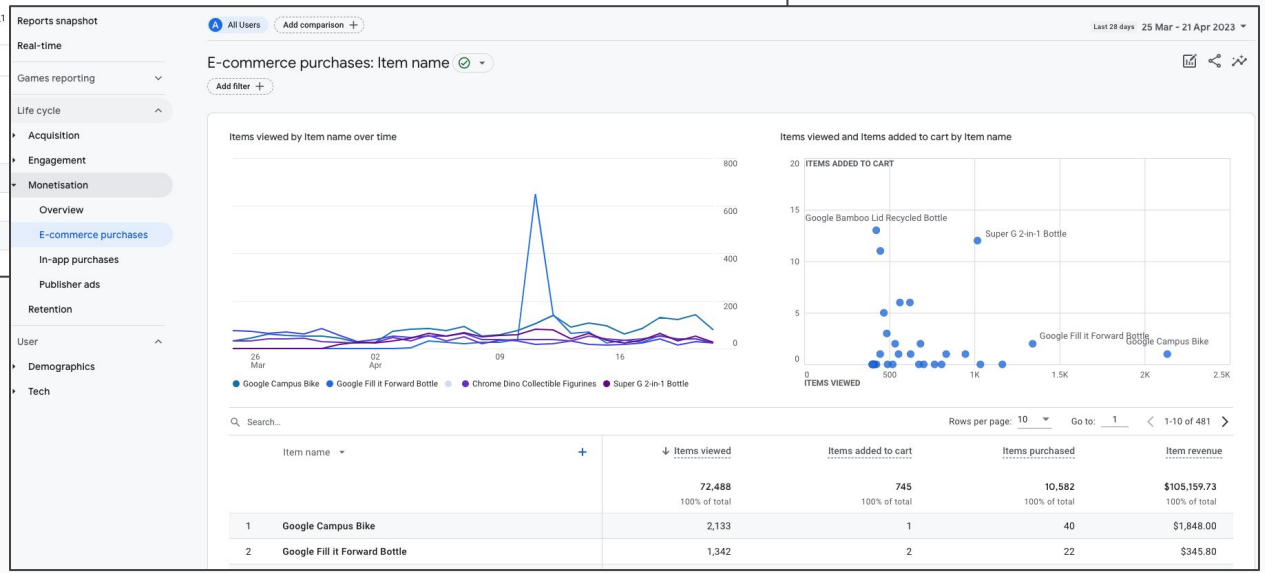
Report > Monetisation

[Read more on Monetisation report]

The Monetisation report is pretty similar to UA's ecommerce report.

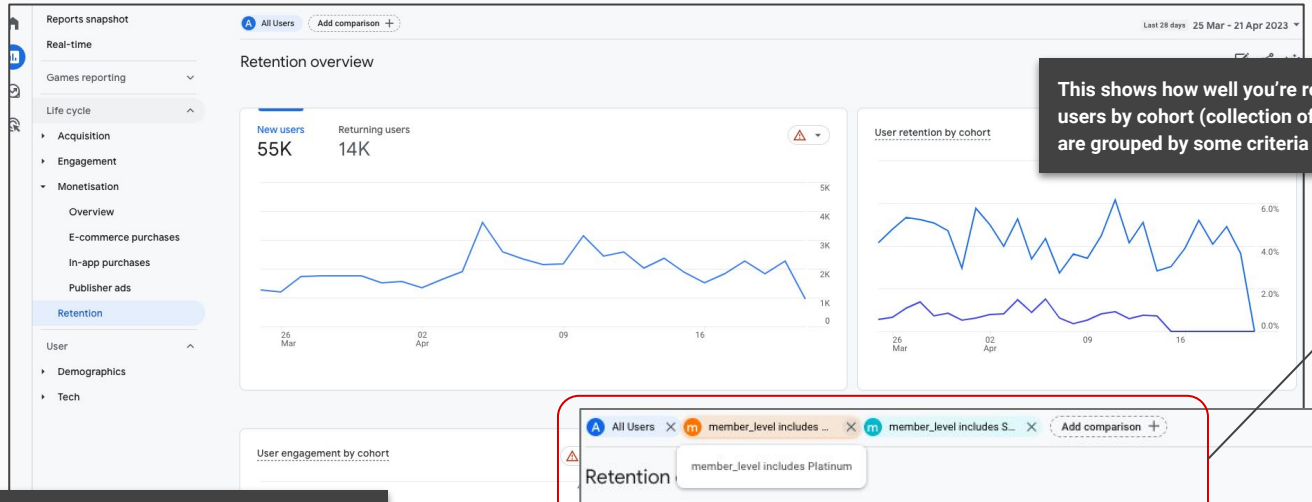






Report > Retention

Read more on Retention report



This shows how well you're retaining your users by cohort (collection of users who are grouped by some criteria

This is when Comparison will come in handy! I.e. I created comparisons based on membership level to see whether membership level has an impact on retention

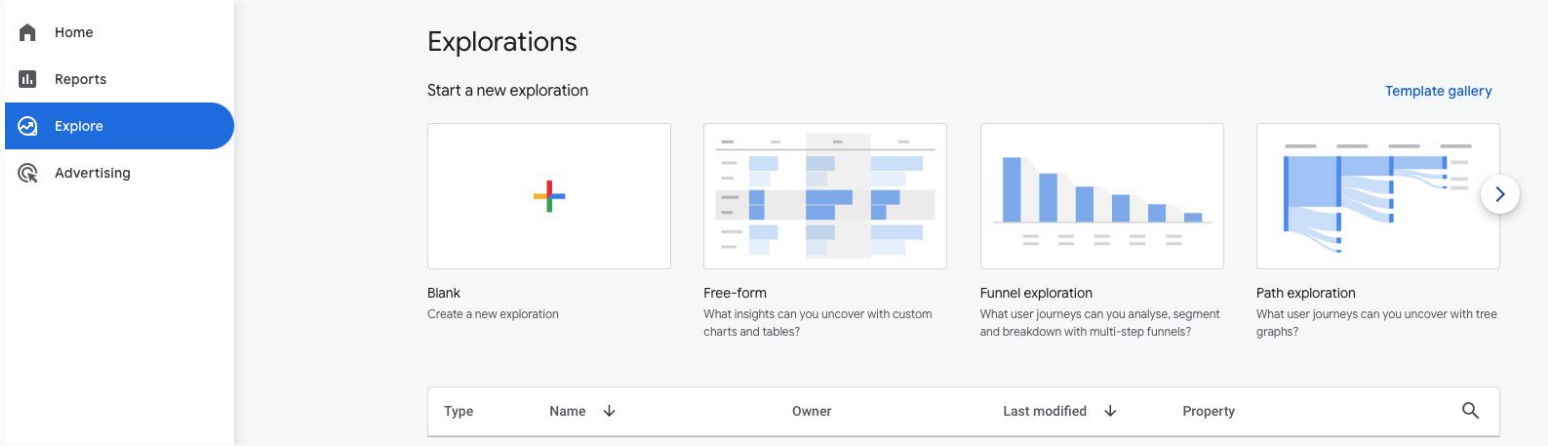
This shows the average amount of time users spend engaged on your web or app after they were first acquired

Hello new friends, welcome back old pals!

The witchcraft and wizardry - Explore

Read more on Explore section

The Explore section allows users to create custom reports and slice & dice their web/app data. It's designed to give you more flexibility to leverage your data that standard reports cannot support.



An example of a more complex question would be - I want to find out the number of events & users performed by users who visited my store, split by gender.

Explore > Free form

Not sure how to create a segment? CLICK ME

1

Create a segment for users who have visited the merchandise store

2

Actions performed on site & gender as the dimensions.

Event count & users as the metrics

Variables

Exploration Name:
Merch Shop Analysis

Custom
24 Mar - 22 Apr 2023

SEGMENTS
- Merchandise store t...

DIMENSIONS
- Event name
- Gender

METRICS
- Event count
- Total users

Tab settings

Show rows: 10

Nested rows: No

COLUMNS
- Gender
- Drop or select dimension

Start column group: 1

Show column groups: 5

VALUES
- Event count
- Total users
- Drop or select metric

Cell type: Bar ch...

Free-form 1

Segment		Merchandise store traffic				Totals	
Gender		unknown		male			
Event name		Event count	Total users	Event count	Total users	↓ Event count	Total use
	Totals	**14,824** 96.9% of total	**623** 91.48% of total	**475** 3.1% of total	**58** 8.52% of total	**15,299** 100% of total	6 100% of to
1	view_promotion	10,571	551	249	47	10,820	5
2	page_view	1,396	609	107	57	1,503	6
3	user_engagement	928	401	74	45	1,002	4
4	scroll	526	298	0	0	526	2
5	view_item_list	514	90	0	0	514	
6	new_recent_active_user	384	384	45	45	429	4
7	session_start	313	210	0	0	313	2
8	first_visit	154	152	0	0	154	1
9	new_engaged_user	38	38	0	0	38	

3

I will pick the one I use most frequently in this guide.

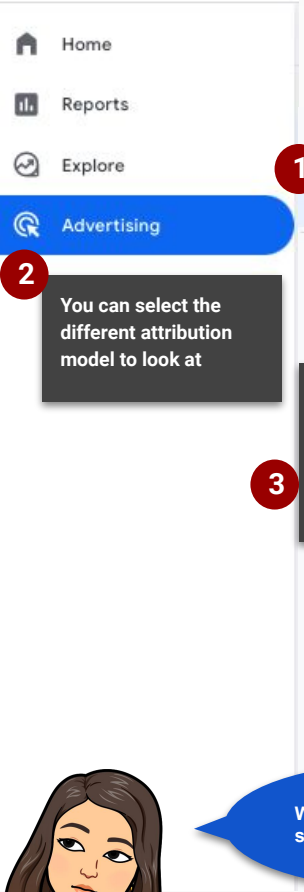
This is where you can design your table - what dimension to be displayed in the row/column

Using the example from the previous slide

The ROI - Advertising

[Read more on Advertising section]

This report helps you better understand the ROI of your media spend across all channels, make informed decisions about budget allocation, and evaluate attribution models.



Advertising snapshot

1

rformance

All channels

Attribution

Model comparison

Conversion paths

2 You can select the different attribution model to look at

3 Conversion paths report shows you the paths users go through before they convert

18/18 conversion events

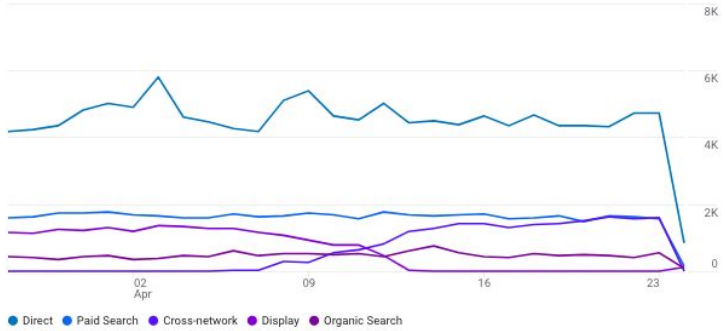
Add filter

4 You can pick a specific conversion to look at

Last 28 days 28 Mar - 24 Apr 2023

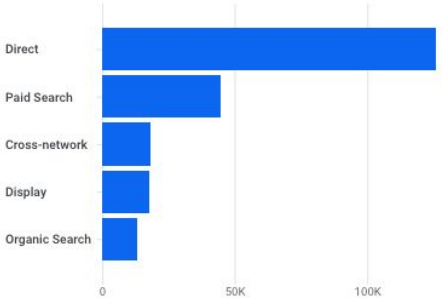
All channels

Conversions by Default channel group over time



Direct Paid Search Cross-network Display Organic Search

Conversions by Default channel group



5 Number of conversions and spend split by channels

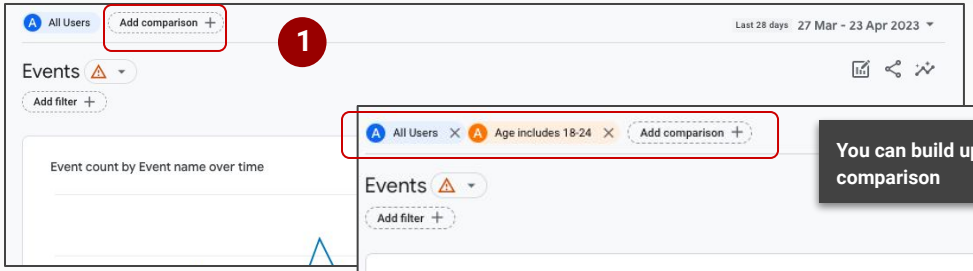
Search...

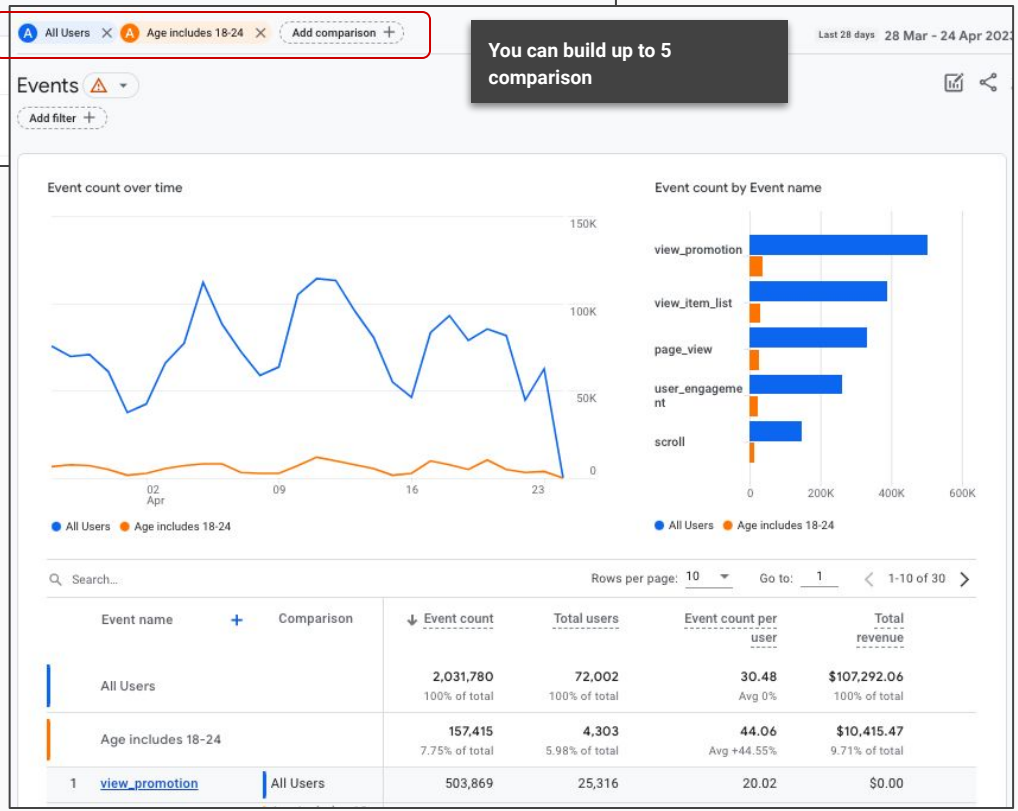
Rows per page: 10 Go to: 1 1-10 of 11

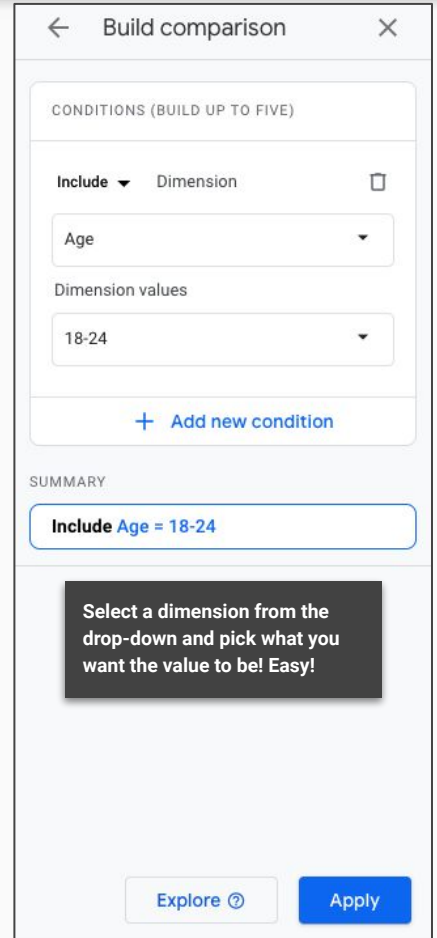
	Default channel group	Conversions	Ads cost	Cost per conversion	Total revenue	Return on ad spend
		222,008.00 100% of total	$0.00	$0.00	$29.42 100% of total	0.00
1	Direct	125,731.00	$0.00	$0.00	$29.42	0.00
2	Paid Search	44,751.52	$0.00	$0.00	$0.00	0.00
3	Cross-network	18,374.79	$0.00	$0.00	$0.00	0.00

Which channel should I spend my money on?

Building Comparison & Filter

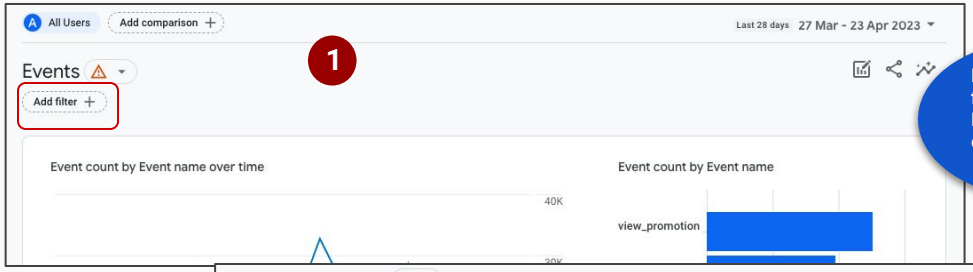




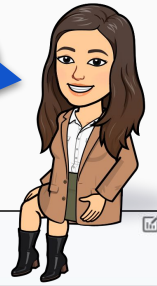


Now you can see the events performed by users aged 18-24 in comparison to users in all age groups.

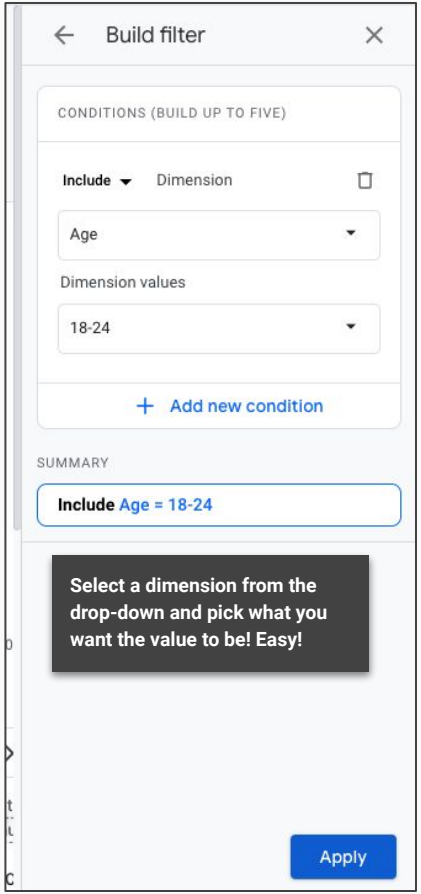
Building Comparison & Filter



Building a filter is just like building a comparison!

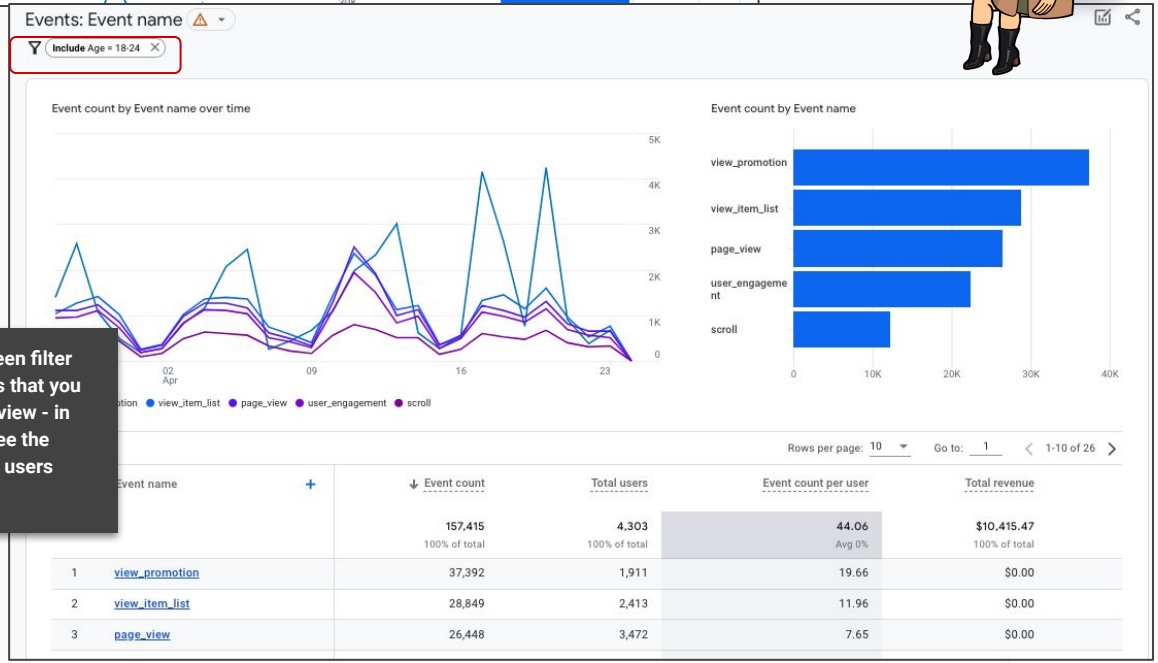


2



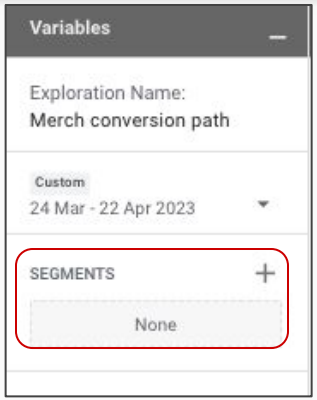
Select a dimension from the drop-down and pick what you want the value to be! Easy!

3



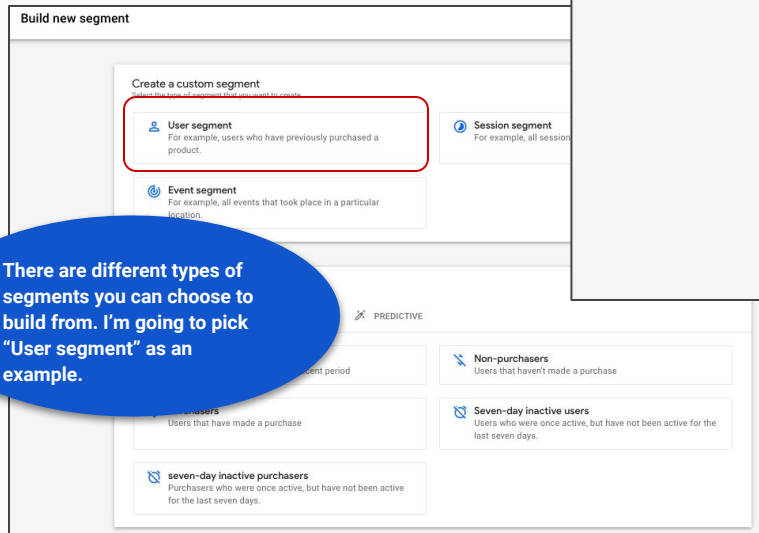
The difference between filter view & comparison is that you only see the filtered view - in this case, you only see the events performed by users aged 18-24

Building Segment & Audience



1

2



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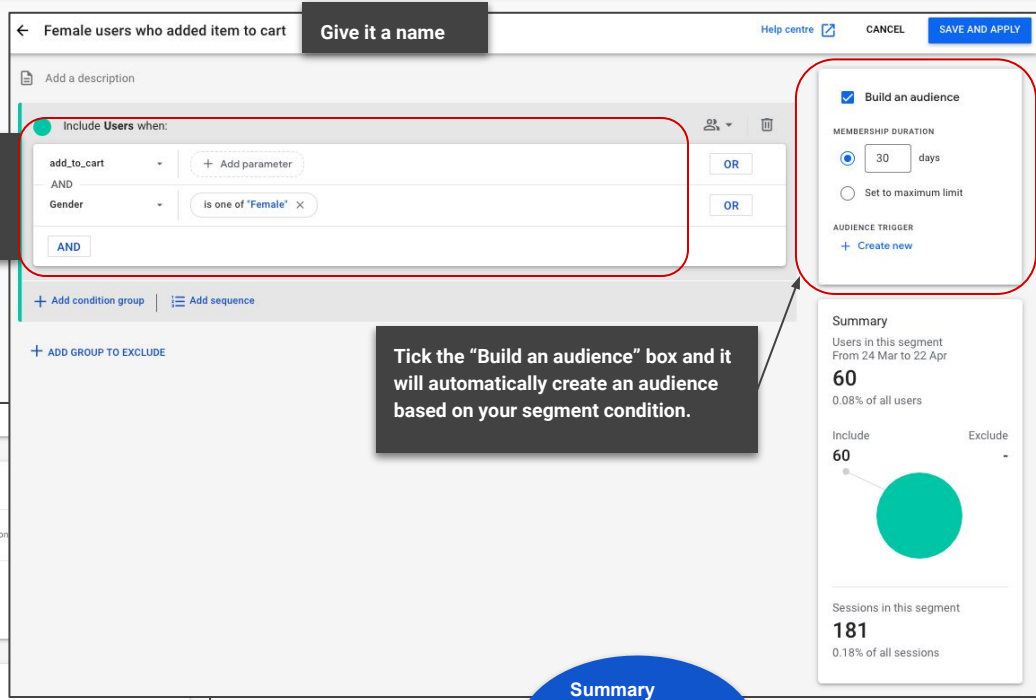


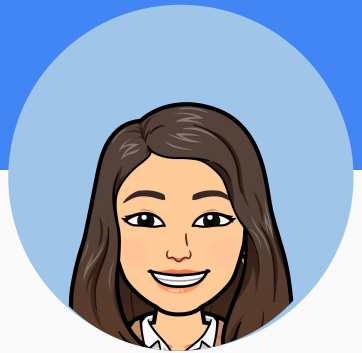
Create your segment by setting conditions on your parameter. You can create a sequence segment too i.e. users who add to cart THEN bounce.

Tick the "Build an audience" box and it will automatically create an audience based on your segment condition.

There are different types of segments you can choose to build from. I'm going to pick "User segment" as an example.

Summary section shows you how many users fall into the segment

Who dat?



April Hungry

Just a foodie who's passionate about digital experience & trying to make the digital world seems less scary and more fun!

Connect with me!

Any feedback or question? aprilhung4@gmail.com

Analytics & Optimisation Auckland