

Getting Started With GA4

Ann Stanley | Anicca Digital

 Ann Stanley



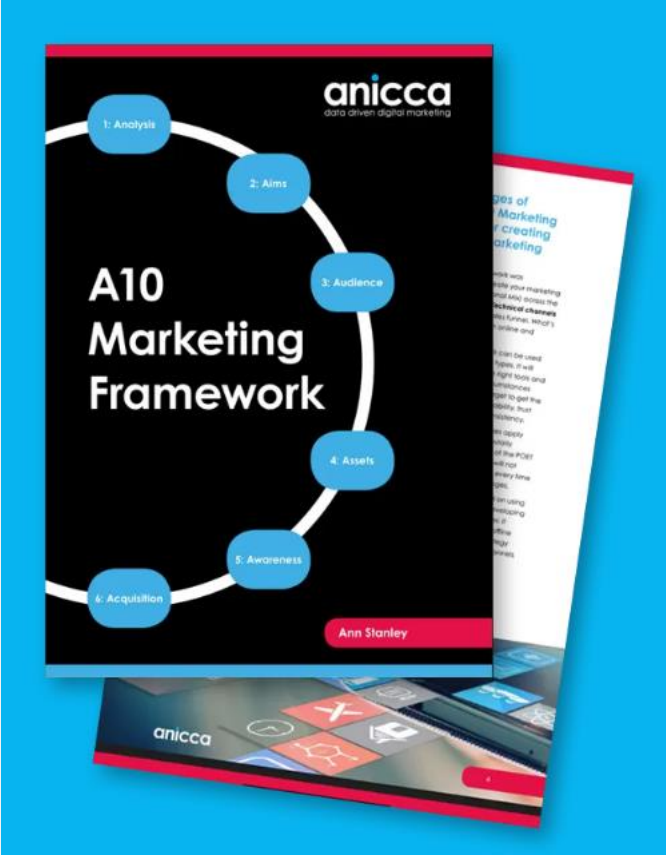
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About Ann Stanley – ann@anicca.co.uk

- Founder and CEO of Anicca Digital
- 21 years in digital marketing, 16 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
 - The A10 Marketing Framework
 - Integrate – Creating an Integrated Marketing Strategy
 - Podcast host – <https://aniccast-marketing-podcast.buzzsprout.com/>
 - Free weekly webinar – <https://anicca.co.uk/resources-webinars/>
- Socials
 - [Linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
 - [Twitter.com/annstanley](https://twitter.com/annstanley)



Check out my books



<https://anicca.co.uk/A10-marketing-framework/>



<https://anicca.co.uk/integrate-book/>

Video of this (& other presentations



bit.ly/anicca-GA4



bit.ly/anicca-webinars



17 years of data-driven digital marketing
for ecommerce & established brands

Search

Social

Shopping

Strategy

Skills

Part 1 – Demo of platform

1. GA4 Interface
2. Reports (+ Library)
3. Exploration
4. Advertising
5. Admin & Settings
6. Lookers Studio Visualisation

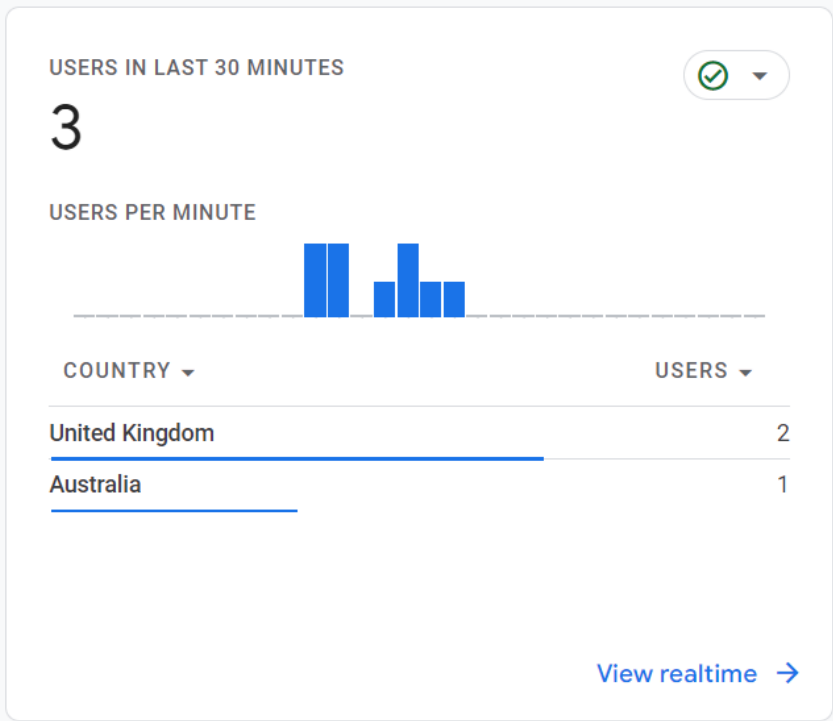
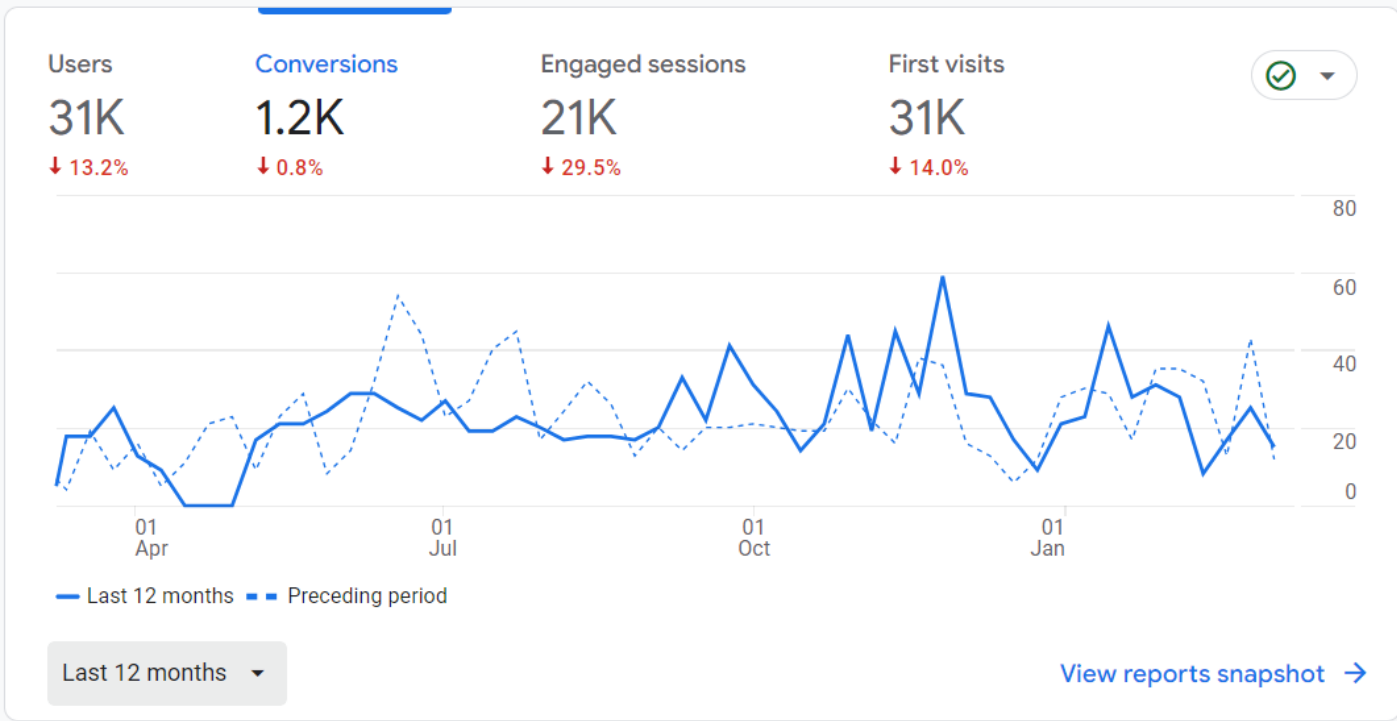
Accessing reports, setting & data



Home page



Home

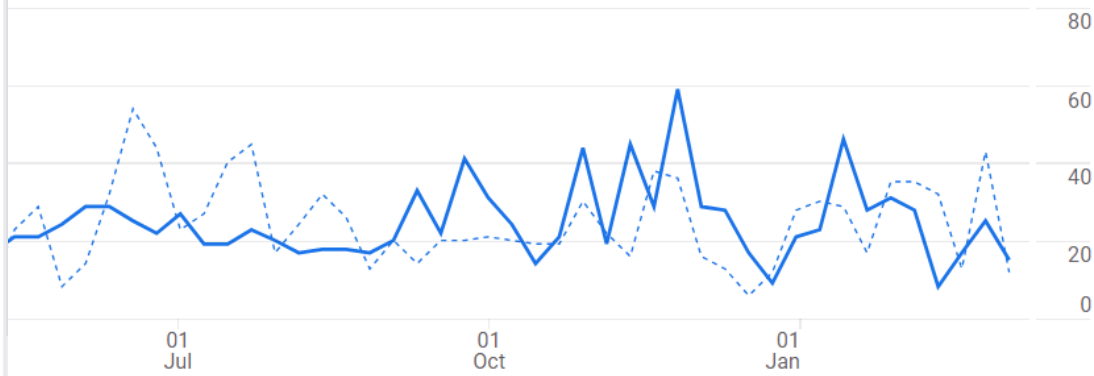


Recently accessed

- Admin
yesterday
- Data streams
2 days ago
- Data streams
2 days ago
- Data collection
2 days ago

- Home
- Reports
- Explore
- Advertising

Conversions: .2K (0.8%)
 Engaged sessions: 21K (↓ 29.5%)
 First visits: 31K (↓ 14.0%)



[View reports snapshot](#) →

USERS IN LAST 30 MINUTES

3

USERS PER MINUTE



COUNTRY ▾

USERS ▾

United Kingdom	2
Australia	1

[View realtime](#) →

Admin

Data streams 2 days ago

Data streams 2 days ago

Data collection 2 days ago

Reports menu

Reports snapshot

Realtime

Business objectives ^

- ▶ Generate leads
- ▶ Drive online sales
- ▶ Raise brand awareness
- ▶ Examine user behavior

Life cycle ^

- ▶ Acquisition
- ▶ Engagement

Search Console ^

- ▶ Search Console

User ^

- ▶ User attributes
- ▶ Tech

Library

- Home
- Reports snapshot
- Realtime
- Business objectives
 - Generate leads
 - Drive online sales
 - Raise brand awareness
 - Examine user behavior
- Life cycle
 - Acquisition
 - Engagement
- Search Console
 - Search Console
- User
 - User attributes
 - Tech
- Library

- Home
- Generate leads
 - Overview
 - Audiences
 - User acquisition
 - Traffic acquisition
 - Landing page
- Drive online sales
 - Overview
 - Ecommerce purchases
 - Promotions
 - Purchase journey
 - Checkout journey
- Raise brand awareness
 - Overview
 - Demographic details
 - Pages and screens
- Examine user behavior
 - Overview
 - Events
 - Conversions
 - Pages and screens

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 - Events
 - Conversions
 - Pages and screens

- Home
- Life cycle
 - Acquisition
 - Acquisition overview
 - Users by Hostname (Custo...
 - Session Acquisition
 - User acquisition
 - Google Ads
 - Google Organic
 - Google Organic Keywords
 - Tech details: Device categ...
 - Engagement
 - Overview
 - Pages and screens
 - Landing pages (Custom)
 - Promotions
 - Landing page
 - Conversions
 - Overview
 - Events
 - Conversions
 - Purchase journey
 - Retention

Reports snapshot

Realtime

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- Drive online sales
- Raise brand awareness
- Examine user behavior
- Life cycle
 - Acquisition
 - Engagement
 - Conversions
 - Retention
- Search Console
 - Search Console
 - Queries
 - Google organic search traf...
- User
 - User attributes
 - Overview
 - Demographic details
 - Users by Hostname (Custo...
 - Tech
 - Tech overview
 - Tech details: Device categ...

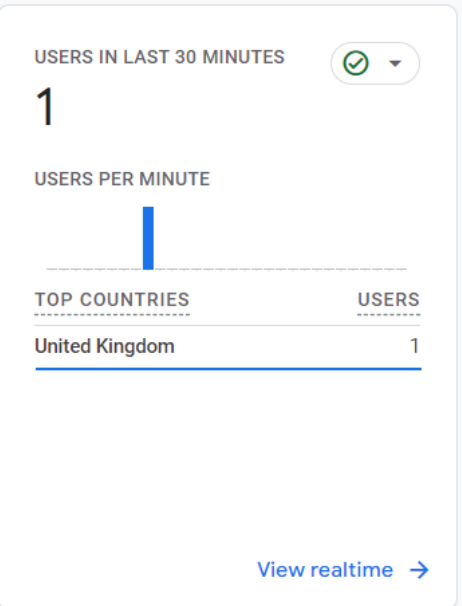
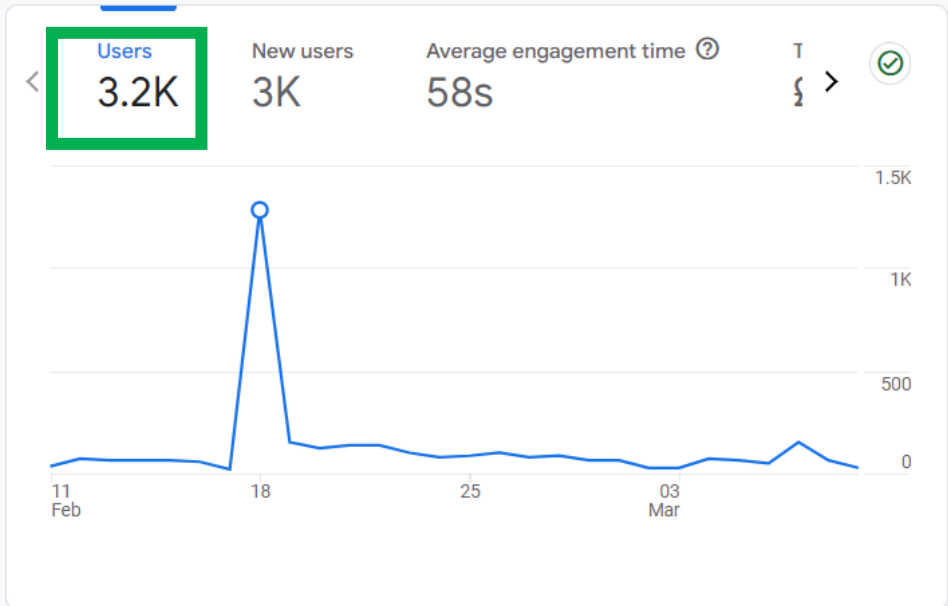
Library

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- User
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 - Overview
 - Demographic details
- Library

Reports snapshot Add comparison +

Last 28 days Feb 11 - Mar 9, 2024

Reports snapshot



Insights 2

CUSTOM INSIGHT New

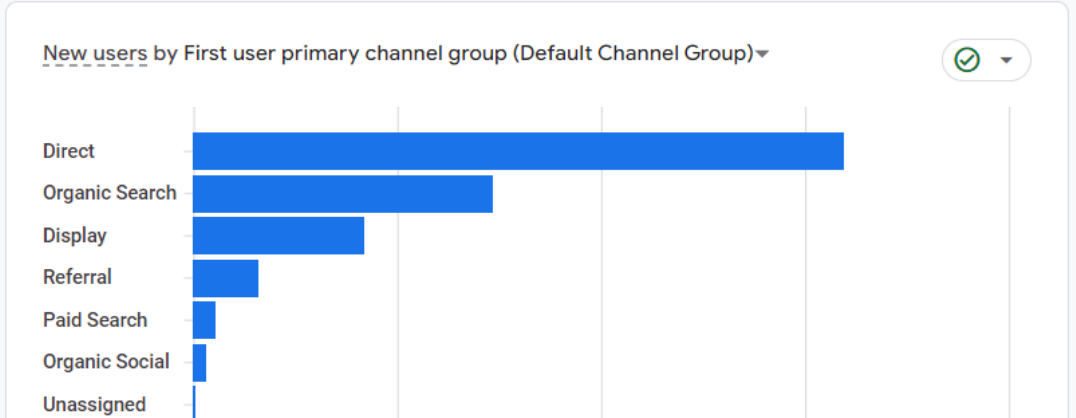
Views spiked On March 7, 2024

RECOMMENDATION New

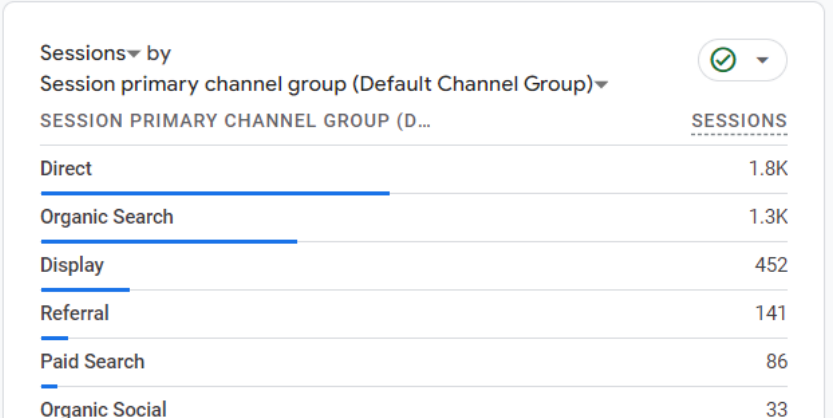
Stay connected to your business on the go

View all insights →

WHERE DO YOUR NEW USERS COME FROM?



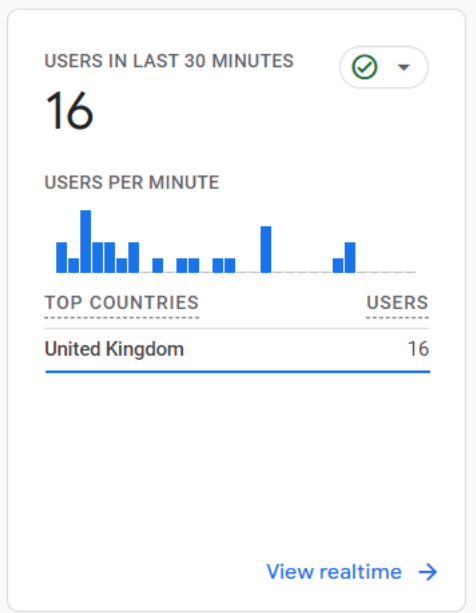
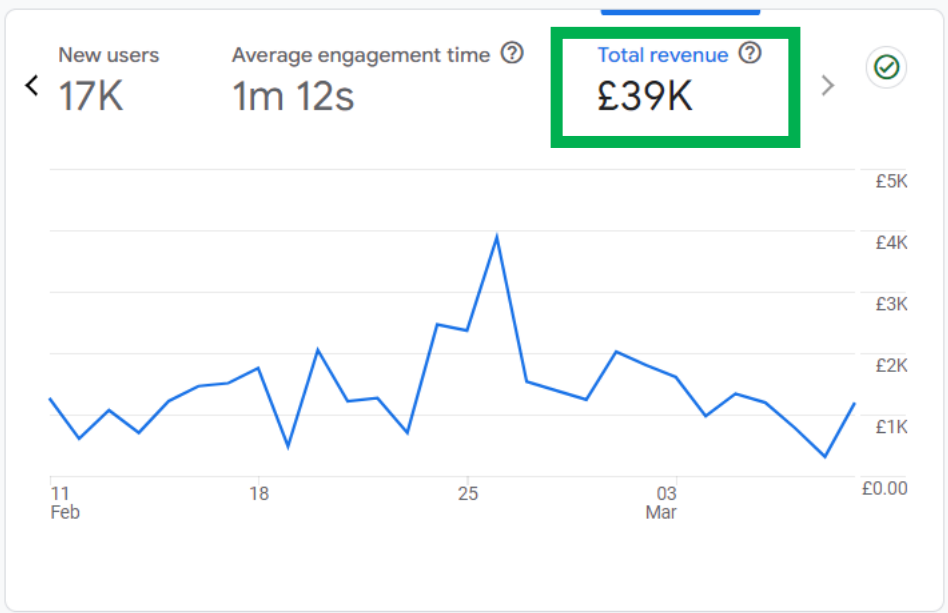
WHAT ARE YOUR TOP CAMPAIGNS?



- Reports snapshot
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 - Engagement
 - Monetization
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- Library

All Users | Add comparison + | Last 28 days | Feb 11 - Mar 9, 2024

Reports snapshot



Insights

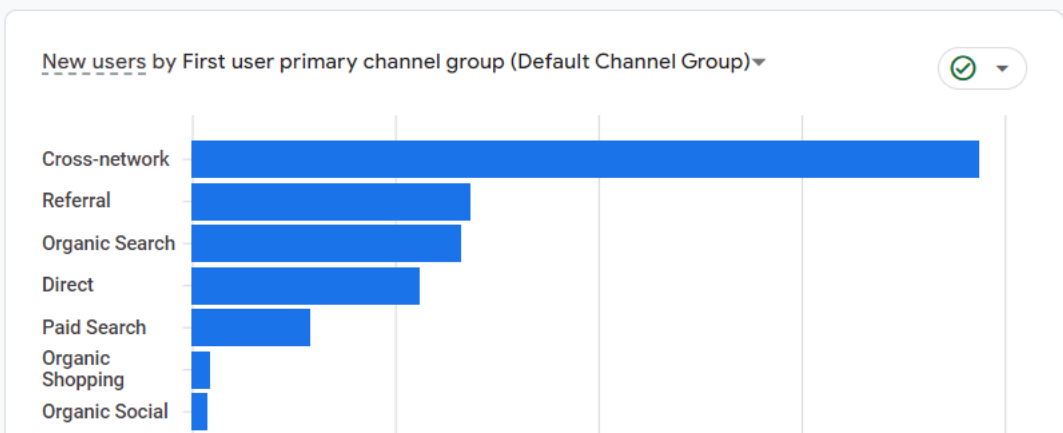
Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#)

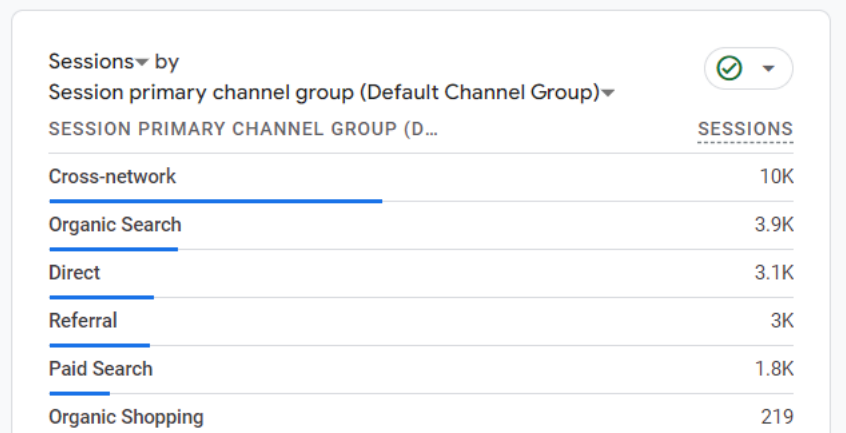
[Create](#)

[View all insights](#)

WHERE DO YOUR NEW USERS COME FROM?



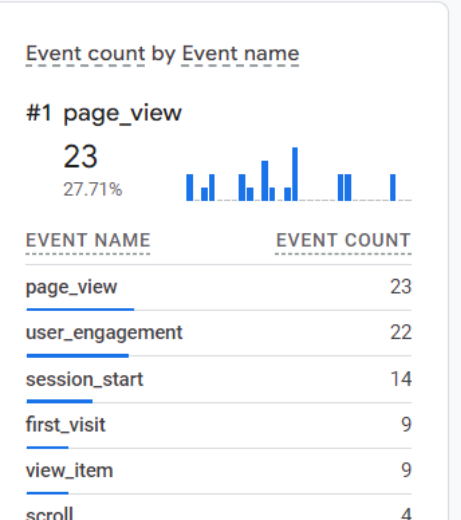
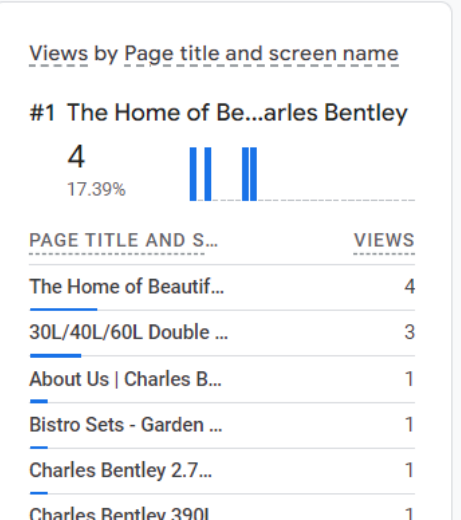
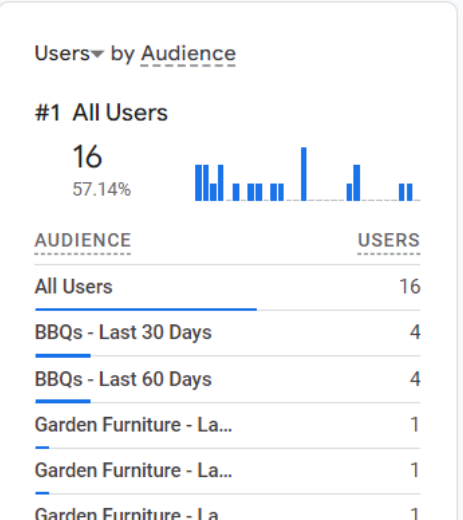
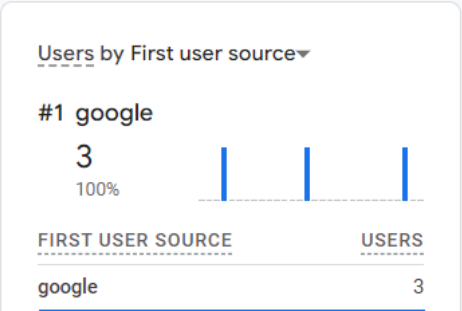
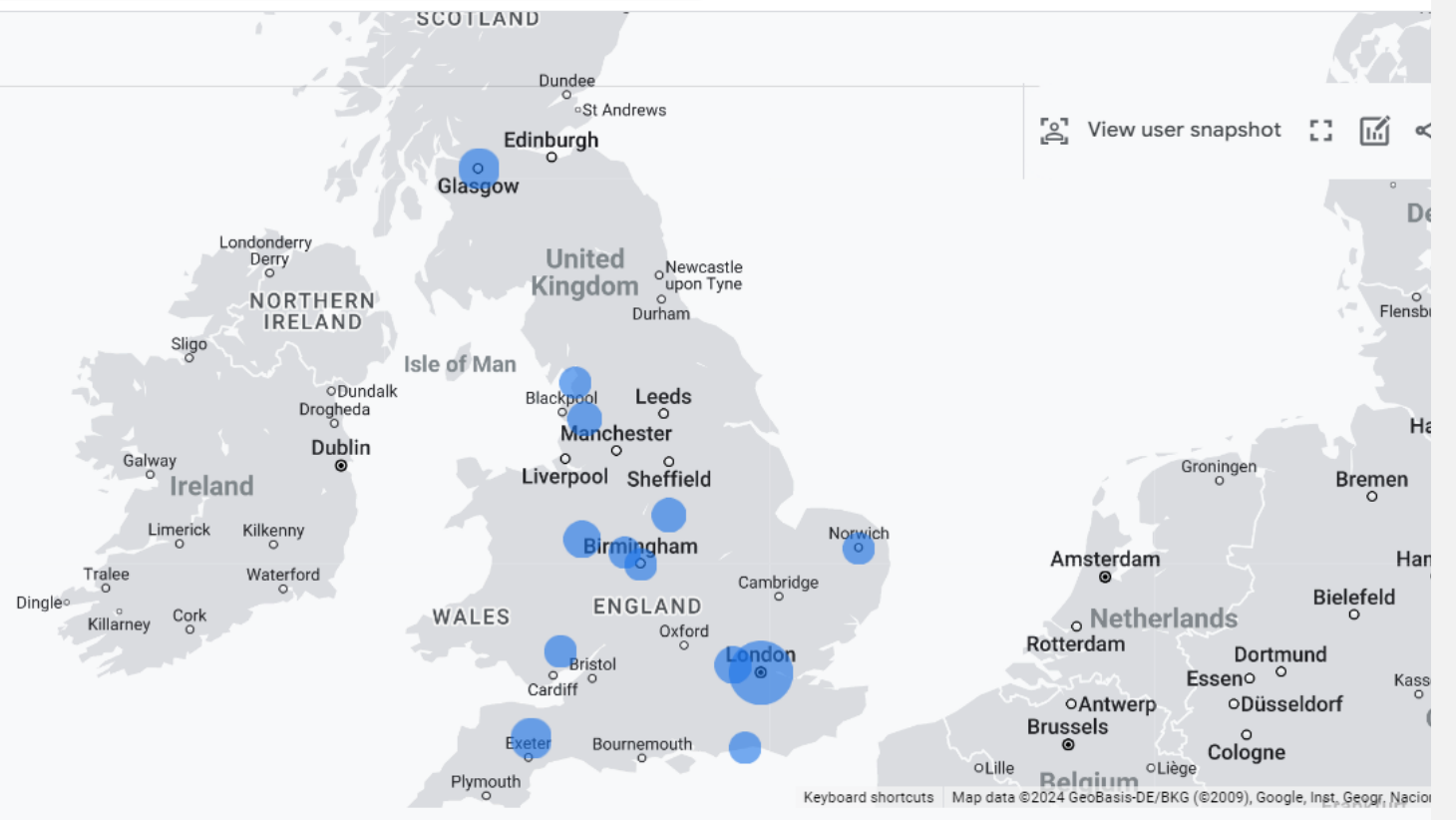
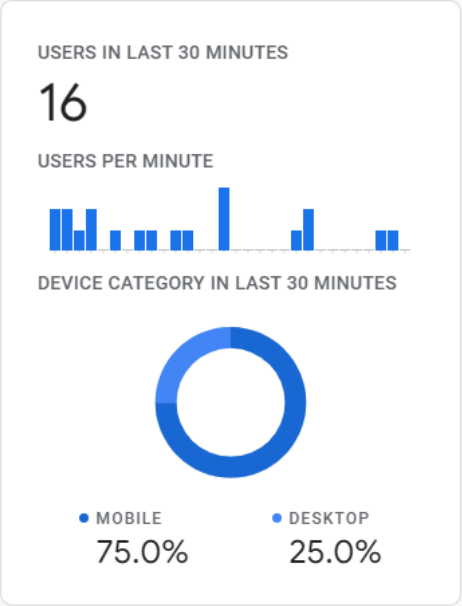
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All Users Add comparison +

Realtime overview

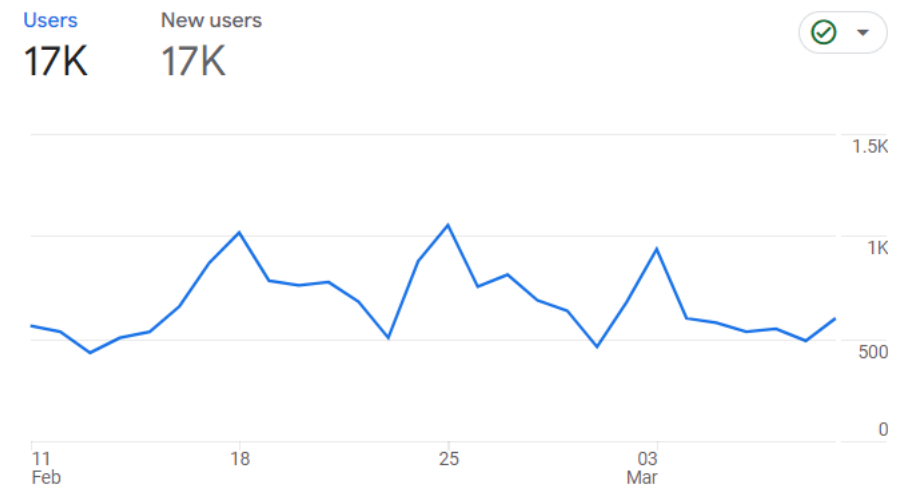




- Reports snapshot
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 - Acquisition overview**
 - User acquisition
 - Traffic acquisition: Session...
 - Engagement
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Acquisition overview

Last 28 days Feb 11 - Mar 9, 2024



New users by First user primary...

FIRST USER PRIMA...	NEW USERS
Cross-network	7.7K
Referral	2.7K
Organic Search	2.6K
Direct	2.2K
Paid Search	1.2K
Organic Shopping	177
Organic Social	156

Sessions by Session default channel group

SESSION DEFAULT CHANN...	SESSIONS
Cross-network	10K
Organic Search	3.9K
Direct	3.1K
Referral	3K
Paid Search	1.8K
Organic Shopping	219
Organic Social	178

Sessions by Session Google Ads campaign

SESSION GOOGLE ADS CA...	SESSIONS
Performance Max - Home Li...	5.1K
Performance Max - Garden L...	2.8K
UK - Search - Brand - Charles...	1.7K
Performance Max - Outdoor ...	832
Performance Max - Toys & G...	749
Performance Max - Garden ...	375
Performance Max - Pets - Sh...	83





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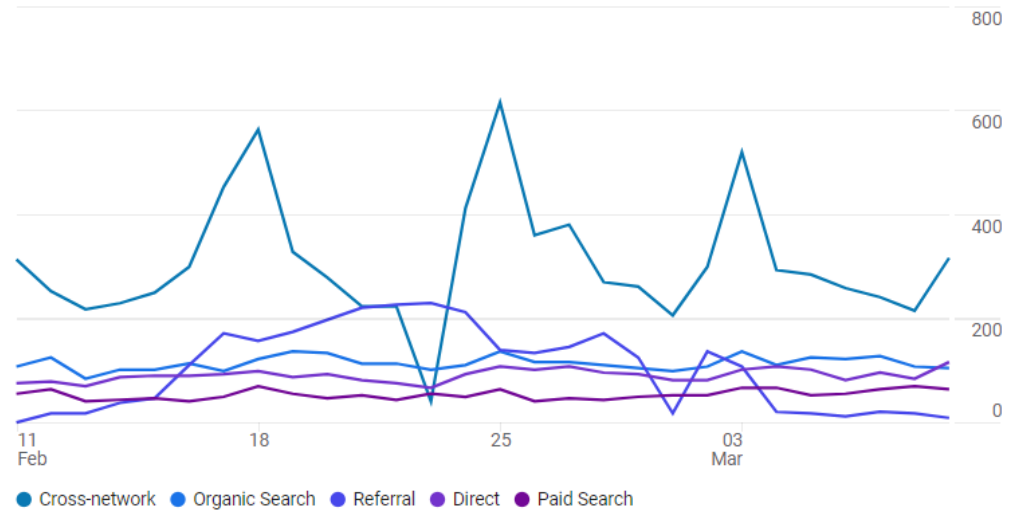
All Users Add comparison +

Last 28 days Feb 11 - Mar 9, 2024

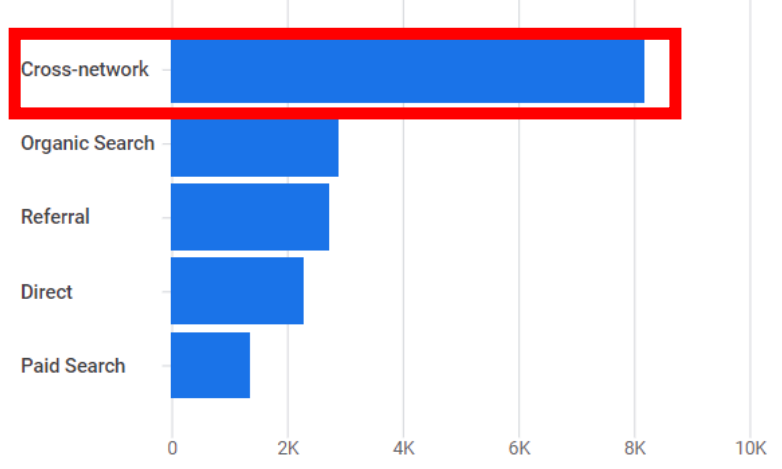
Traffic acquisition: Session default channel group



Users by Session primary channel group (Default Channel Group) over time



Users by Session primary channel group (Default Channel Group)



Search...

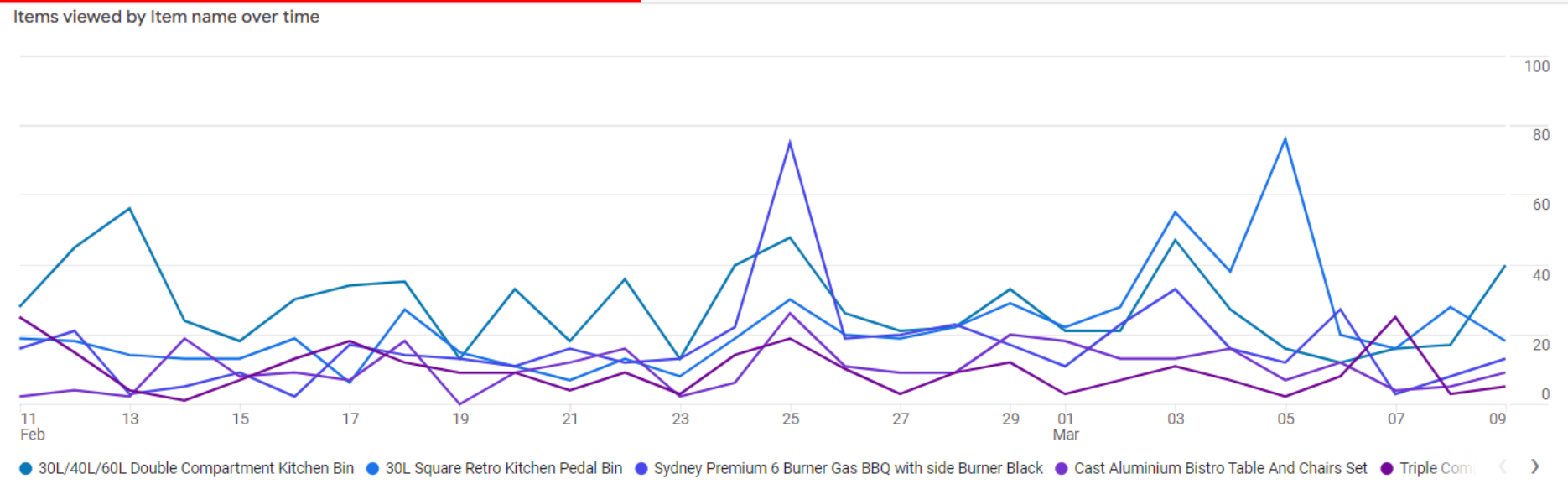
Rows per page: 10 1-10 of 10

	Session primary...Channel Group) +	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event c All even
		17,375 100% of total	22,663 100% of total	13,049 100% of total	55s Avg 0%	0.75 Avg 0%	7.54 Avg 0%	57.58% Avg 0%	1 100%
1	Cross-network	8,176	10,094	6,150	44s	0.75	5.98	60.93%	
2	Organic Search	2,900	3,893	2,660	1m 03s	0.92	8.38	68.33%	

- ▶ Raise brand awareness
- ▶ Examine user behavior
- Life cycle ^
- ▼ Acquisition
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 - Traffic acquisition: Session...
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- ▶ Search Console
- User ^
- ▶ User attributes
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Ecommerce purchases: Item name

Last 28 days Feb 11 - Mar 9, 2024



Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	14,989 100% of total	1,158 100% of total	388 100% of total	£41,302.86 100% of total
1 30L/40L/60L Double Compartment Kitchen Bin	790	43	21	£1,838.84
2 30L Square Retro Kitchen Pedal Bin	623	78	29	£1,304.71
3 Sydney Premium 6 Burner Gas BBQ with side Burner Black	474	26	10	£3,999.90
4 Cast Aluminium Bistro Table And Chairs Set	286	13	5	£849.95
5 Triple Compartment 62L Sensor Bin	267	10	3	£389.97
6 6ft Premium Pool Table	230	22	3	£755.97
7 Wrought Iron Feminine Bistro Set - Grey/White	215	3	0	£0.00

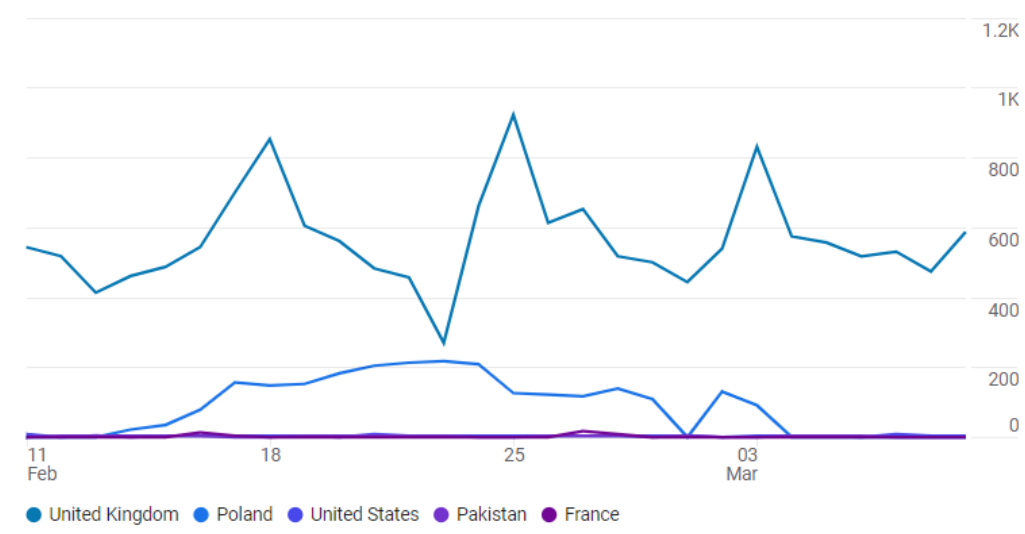
- Acquisition
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 - Demographic details**
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All Users Add comparison +

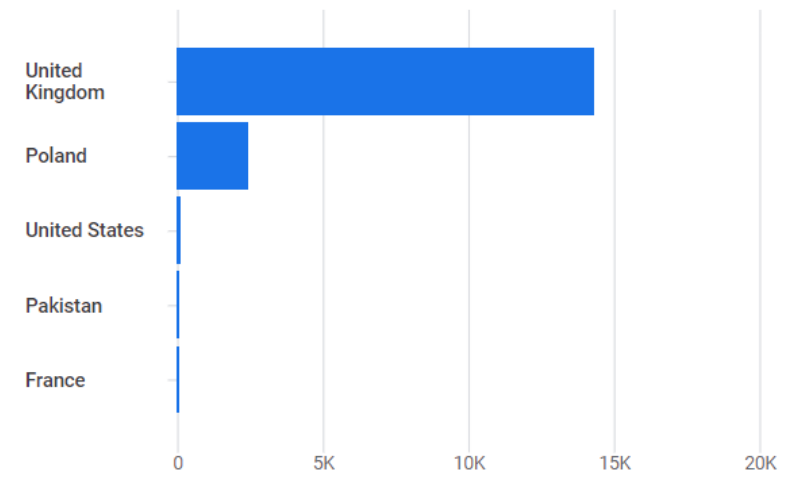
Demographic details: Country +

Last 28 days Feb 11 - Mar 9, 2024

Users by Country over time



Users by Country



Search... Rows per page: 10 Go to: 1 < 1-10 of 81 >

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events
United Kingdom	17,375 100% of total	16,872 100% of total	13,049 100% of total	57.58% Avg 0%	0.75 Avg 0%	1m 12s Avg 0%	170,954 100% of total	315.00 100% of total
1 United Kingdom	14,343	13,891	12,632	65.23%	0.88	1m 21s	153,616	312.00
2 Poland	2,447	2,447	0	0%	0.00	0s	9,772	0.00
3 United States	107	103	76	64.41%	0.71	1m 20s	1,084	0.00

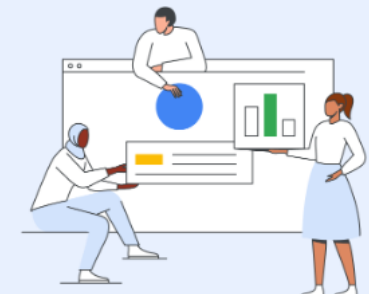
Use of the Library & customised reports

- Reports snapshot
- Realtime
- Business objectives
 - Drive online sales
 - Raise brand awareness
 - Examine user behavior
- Life cycle
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 - Demographic details
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Library

All of your collections and reports organized in one place where you can customize them and create more. Collections allow administrators to customize the presentation of reports in the left navigation.

[Learn more](#)



Collections



Create new collection

Business objectives Published

- Drive online sales
- Raise brand awareness
- Examine user behavior

[Edit collection](#)

Life cycle Published · Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

[Edit collection](#)

Search Console Published · Search Console

- Search Console

[Edit collection](#)

Reports

[+ Create new report](#)

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collection	Description
<input type="checkbox"/>		Acquisition overview	Anicca Digital *	Sep 4, 2023	Anicca Digital *	Life cycle	Dashboard overview of user count and the sources, mediums and cam...
Traffic acquisition:							

Library



Create new



Blank

Add dimensions, metrics, and other cards.

Start from a template



User acquisition

User count by medium, along with engagement, event-count, conversion, and revenue metrics.

Dimensions: First user default channel group, First user medium, First user source, First user ...



Traffic acquisition

User count by source/medium, along with engagement, event-count, conversion, and revenue metrics.

Dimensions: Session default channel group, Session source / medium, Session medium, Ses...



Events

Event count by event name, along with total users that triggered the event, event count per user, and revenue per event.

Dimensions: Event name



Conversions

Dimensions: Event name



Pages and screens

Web pages and app screens by total views, number of users who viewed each page/screen, average engagement time, and ...

Dimensions: Page title and screen class, Page path and screen class, Page title and screen na...



Landing page

Landing Page by Views, New users, Conversions, and Total Revenue.

Dimensions: Landing page



Ecommerce purchases

Item purchases by views, cart activity, and revenue.

Dimensions: Item name, Item ID, Item category, Item category 2, Item category 3, Item category ...



Checkout journey

Dimensions: Device category, Country, Region, City, Language, Age, Gender, Browser



In-app purchases

Product purchases by quantity and revenue.

Dimensions: Product ID

- Reports snapshot
- Realtime
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 - Drive online sales
 - Raise brand awareness
 - Examine user behavior
 - Developer
 - Firebase
 - Life cycle
 - Acquisition
 - Engagement
 - Monetization
 - Retention
 - Revenue
 - Revenue
 - Products bought
 - Search Console
 - Search Console
 - User
 - Library

Collections ?

Create new collection

Business objectives ⓘ
✔ Published · 🔄 Business object...

- Generate leads
- Drive online sales
- Raise brand awareness
- Examine user behavior

Edit collection

Developer ⓘ ⋮
✔ Published · 🔄 App developer

- Firebase

Edit collection

Life cycle ⓘ ⋮
✔ Published · 🔄 Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

Edit collection

Reports

+ Create new report

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collection	Description
<input type="checkbox"/>		Source/medium (event scope)	Elevor Analytics	Aug 10, 2023 Elevor Analytics	Traffic acquisition	Life cycle	⋮
<input type="checkbox"/>		Traffic acquisition: Session default channel group	James Ward	Jun 29, 2023 PPC Geeks	Traffic acquisition	Business objectives, Life cycle	⋮
<input type="checkbox"/>		Examine user behavior overview	James Ward	Jun 28, 2023 James Ward	Examine user behavior overview	Business objectives	⋮
<input type="checkbox"/>		Drive online sales overview	James Ward	Jun 28, 2023 James Ward	Drive online sales overview	Business objectives	⋮
<input type="checkbox"/>		Reports snapshot Current Reports sn...	James Ward	Jun 28, 2023 James Ward			⋮
<input type="checkbox"/>		Google traffic acquisition	James Ward	Jun 23, 2023 James Ward	Traffic acquisition	Business objectives	⋮
<input type="checkbox"/>		Landing page:				Business	

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All Users Add comparison +

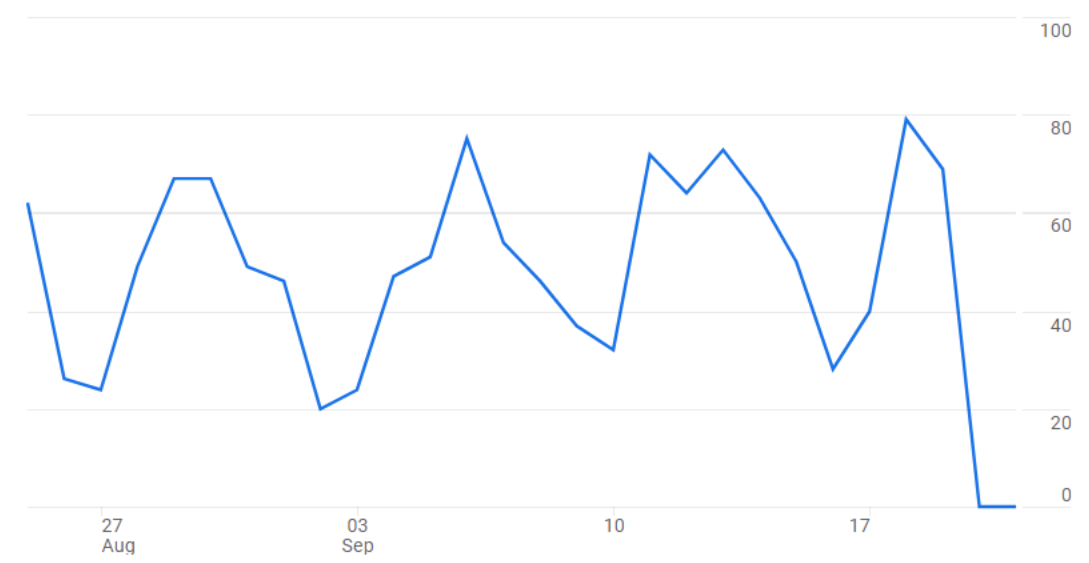
Last 28 days Aug 25 - Sep 21, 2023

Queries: Organic google search query

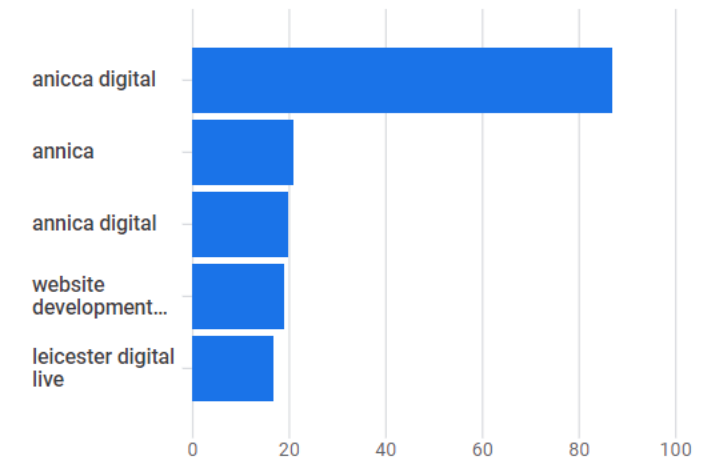
Stream ID exactly matches '...' x



Organic google search clicks over time



Organic google search clicks by Organic google search query



Search... Rows per page: 10 Go to: 1 < 1-10 of 16109 >

Organic google search query	Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position
	425 100% of total	409,660 100% of total	0.1% Avg 0%	60.85 100% of total
1 anicca digital	87	219	39.73%	1.36
2 annica	21	314	6.69%	3.49

Explore menu & Explorations

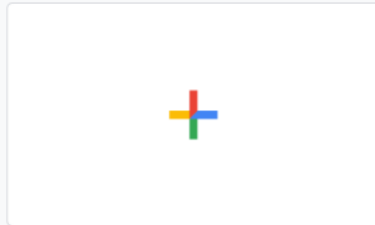
- Home
- Reports
- Explore**
- Advertising

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	Search
------	--------	-------	-----------------	----------	--------

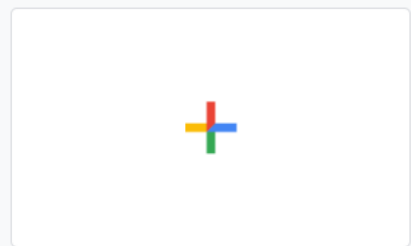
No explorations to show.

- Home
- Reports
- Explore
- Advertising
- Admin

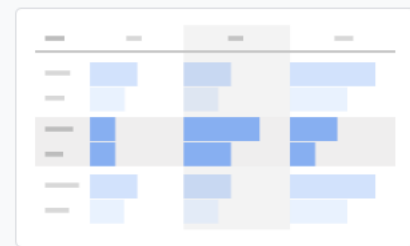
Explorations

Start a new exploration

[Template gallery](#)



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

Type	Name ↓	Owner	Last modified ↓	Property	🔍
👤	Monthly metrics	Anicca Digital *	5:01 AM	1. Anicca.co.uk - GA4 ✓	⋮
👤	Blog Pages by Metrics	Anicca Digital *	Aug 31, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Segment overlap	Anicca Digital *	Jul 31, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Conversion	Anicca Digital *	Jul 31, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Path exploration TEST	Anicca Digital *	Jul 31, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Path exploration	Anicca Digital *	Jul 31, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Untitled exploration	Anicca Digital *	Jul 17, 2023	1. Anicca.co.uk - GA4 ✓	⋮
👤	Untitled exploration	Anicca Digital *	Jul 4, 2023	1. Anicca.co.uk - GA4 ✓	⋮

Advertising menu

Advertising snapshot

Performance

- All channels
- Google Ads

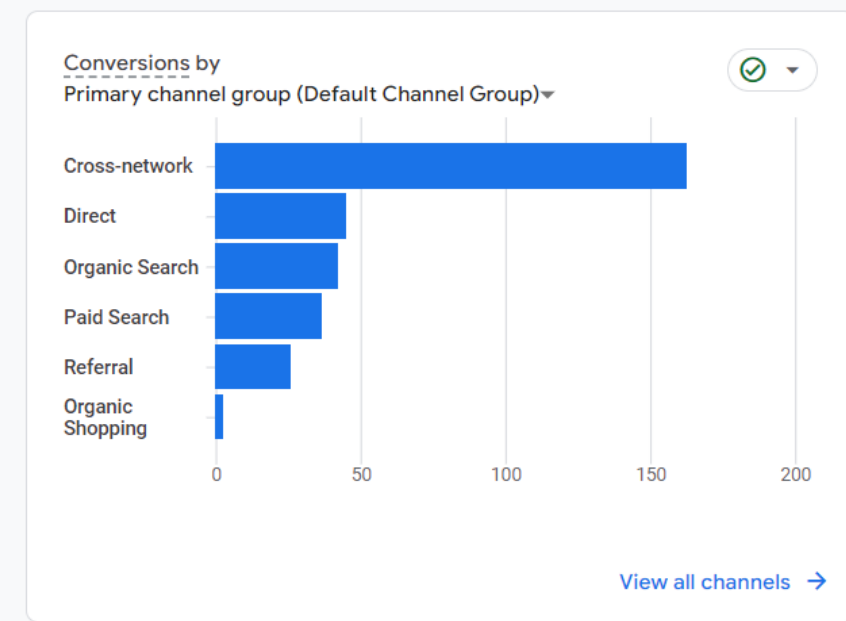
Attribution

- Model comparison
- Conversion paths

1/1 conversion events | Add filter + | Last 28 days | Feb 11 - Mar 9, 2024

Advertising snapshot

WHICH CHANNELS DRIVE THE MOST CONVERSIONS?



Insights

Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#)

[Create](#)

[View all insights](#)

Learn about the Advertising section

Measure the impact of your advertising with the powerful attribution capabilities of Google Analytics 4.

Identify key moments in your customers' purchase journeys using Conversion paths and Model comparison reports.

[Read more](#)

WHAT TOUCHPOINTS DO CUSTOMERS TAKE TO CONVERT?

Conversion paths

PRIMARY CHANNEL GROUP PATH	CONVERSIONS
Cross-network	112
Direct	45
Paid Search	22
Cross-network × 2	20
Organic Search × 2	13

Admin menu

Account
These settings affect your analytics account [What's an account?](#)

Account details	Account change history
Account access management	Trash
All filters	

- Account settings
- Account
 - Account details
 - Account access management...
 - All filters
 - Account change history
 - Trash

- Property settings
- Property
 - Property details
 - Property access management...
 - Property change history
 - Scheduled emails
 - Analytics Intelligence sear...

- Data collection and modifica...
 - Data streams
 - Data collection
 - Data import
 - Data retention
 - Data filters
 - Data deletion requests

PROPERTY SETTINGS

Property
These settings affect your property [What's a property?](#)

Property details	Property change history
Property access management	Scheduled emails
Analytics Intelligence search history	

Data collection and modification
These settings control how data is collected and modified

Data streams	Data collection
Data import	Data retention
Data filters	Data deletion requests

Data display
These settings control how data is shown in your reports

Events	Conversions
Audiences	Custom definitions
Channel groups	Attribution settings
Reporting identity	DebugView

Product links
These settings control which products link to this property

- Google AdSense links
- Google Ads links
- Ad Manager links
- BigQuery links
- Display & Video 360 links
- Floodlight links
- Merchant Center links
- Google Play links

+ Create

Admin

My preferences

Setup Assistant

- Account settings
 - Account
 - Account details
 - Account access managem...
 - All filters
 - Account change history
 - Trash
 - Property settings
 - Property
 - Property details
 - Property access managem...
 - Property change history
 - Scheduled emails
 - Analytics Intelligence sear...
 - Data collection and modifca...

Account

These settings affect your analytics account [What's an account?](#)

- Account details
- Account access management**
- All filters
- Account change history
- Trash

PROPERTY SETTINGS

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These settings affect your property [What's a property?](#)

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- Property access management
- Property change history
- Scheduled emails
- Analytics Intelligence search history

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- Data retention
- Data filters
- Data deletion requests

Data display

These settings control how data is shown in your reports

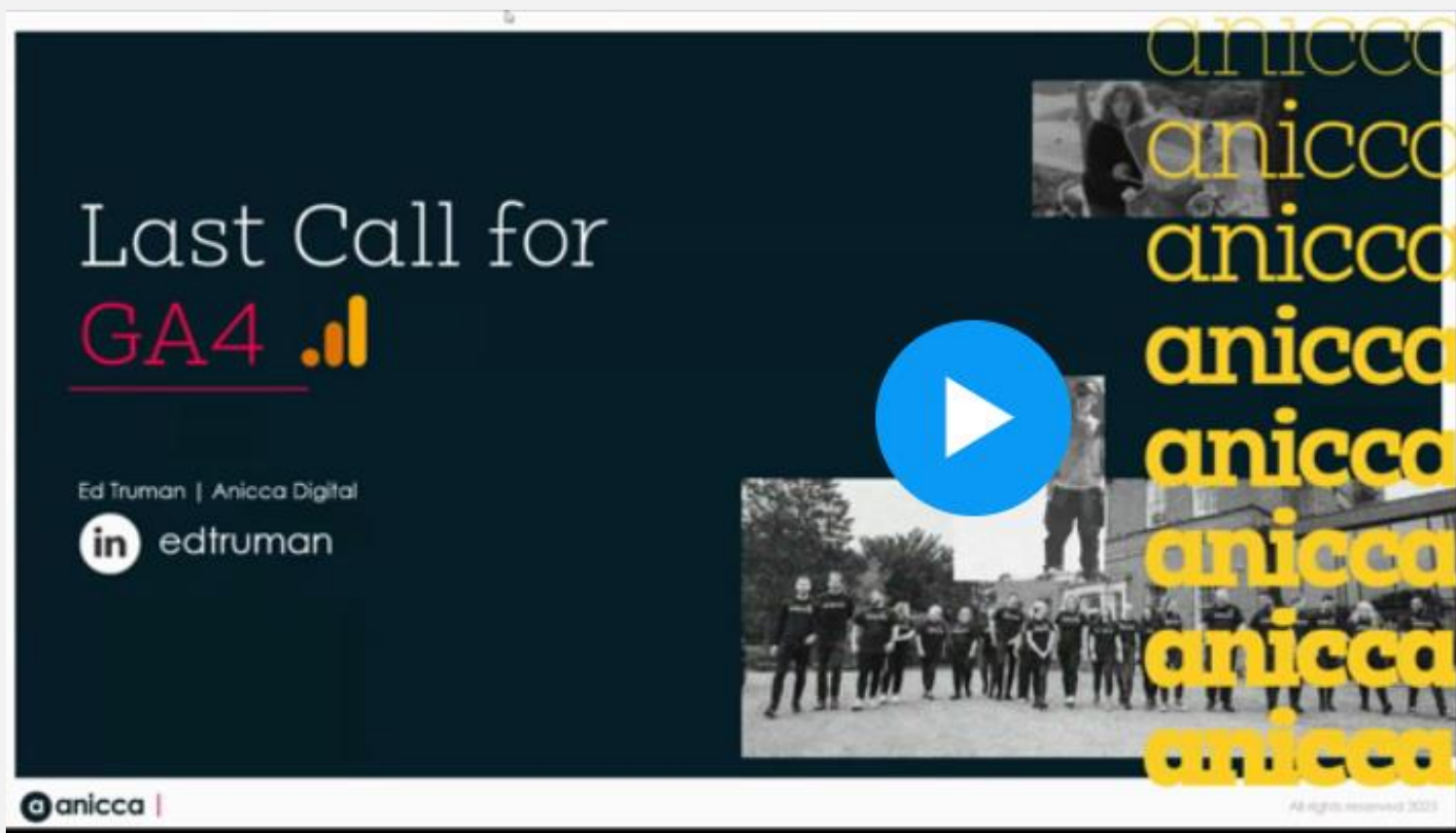
- Events**
- Conversions
- Audiences**
- Custom definitions
- Channel groups
- Attribution settings
- Reporting identity
- DebugView

Product links

These settings control which products link to this property

- Google AdSense links
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- Ad Manager links
- BigQuery links
- Display & Video 360 links
- Floodlight links
- Merchant Center links
- Google Play links

Webinar on set-up & settings



<https://www.bigmarker.com/anicca-digital/Your-last-call-for-GA4-What-to-do-next-Friday-23rd-June-9-00am-10-00am>

Lookers Studio

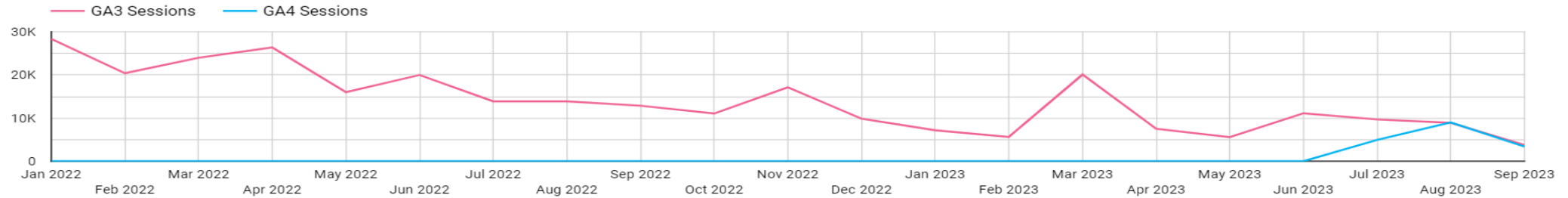
Discovery & Analytics Audit

TEMLATE

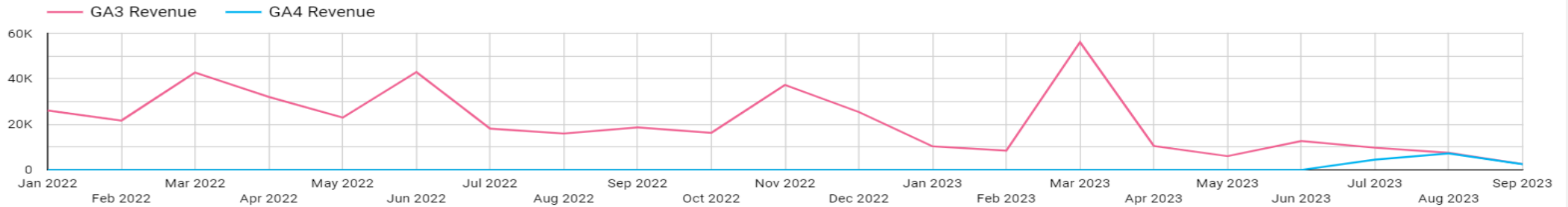
Ann Stanley
August 2023



Sessions GA3 (pink) vs GA4 (blue)



Revenue GA3 (pink) vs GA4 (blue)



Monthly data for GA3 (pink) vs GA4 (blue)

Month of Year	GA3 Users	GA4 Users	GA3 Sessions	GA4 Sessions	GA3 Revenue	GA4 Revenue	GA3 AOV	GA4 AOV	GA3 Ecom Rate	GA4 Ecom Rate
Sep 2023	3,648	2,901	3,758	3,377	£2,531.02	£2,505.02	£41.71	£36.58	1.59%	2.26%
Aug 2023	8,079	7,396	8,897	8,974	£7,478.5	£7,208.7	£41.55	£43.33	2.06%	2.64%
Jul 2023	8,558	4,218	9,674	4,923	£9,721.63	£4,529.7	£39.85	£45.61	2.62%	2.67%
Jun 2023	9,502	null	11,119	null	£12,656.05	null	£40.3	null	2.68%	null
May 2023	4,988	null	5,586	null	£6,066.25	null	£42.32	null	2.52%	null
Apr 2023	6,618	null	7,524	null	£10,544.9	null	£47.13	null	2.63%	null
Mar 2023	16,659	null	20,102	null	£56,089.35	null	£42.01	null	4.17%	null

Part 2 - Agenda

Section 1: Introduction

- Introduction to Google Analytics
- User Privacy & Cookies

Section 2: What you can measure

- Introducing Dimensions, Metrics, Events & Conversions
- Key Features of GA4

Section 3: Actions & outcomes

- Tracking Events & Conversions
- ~~• Ecommerce Tracking~~

Section 4: Reports

- Acquisition Reporting
- Campaign Tracking
- ~~• Custom Dimensions & Metrics~~
- ~~• Attribution Reporting~~

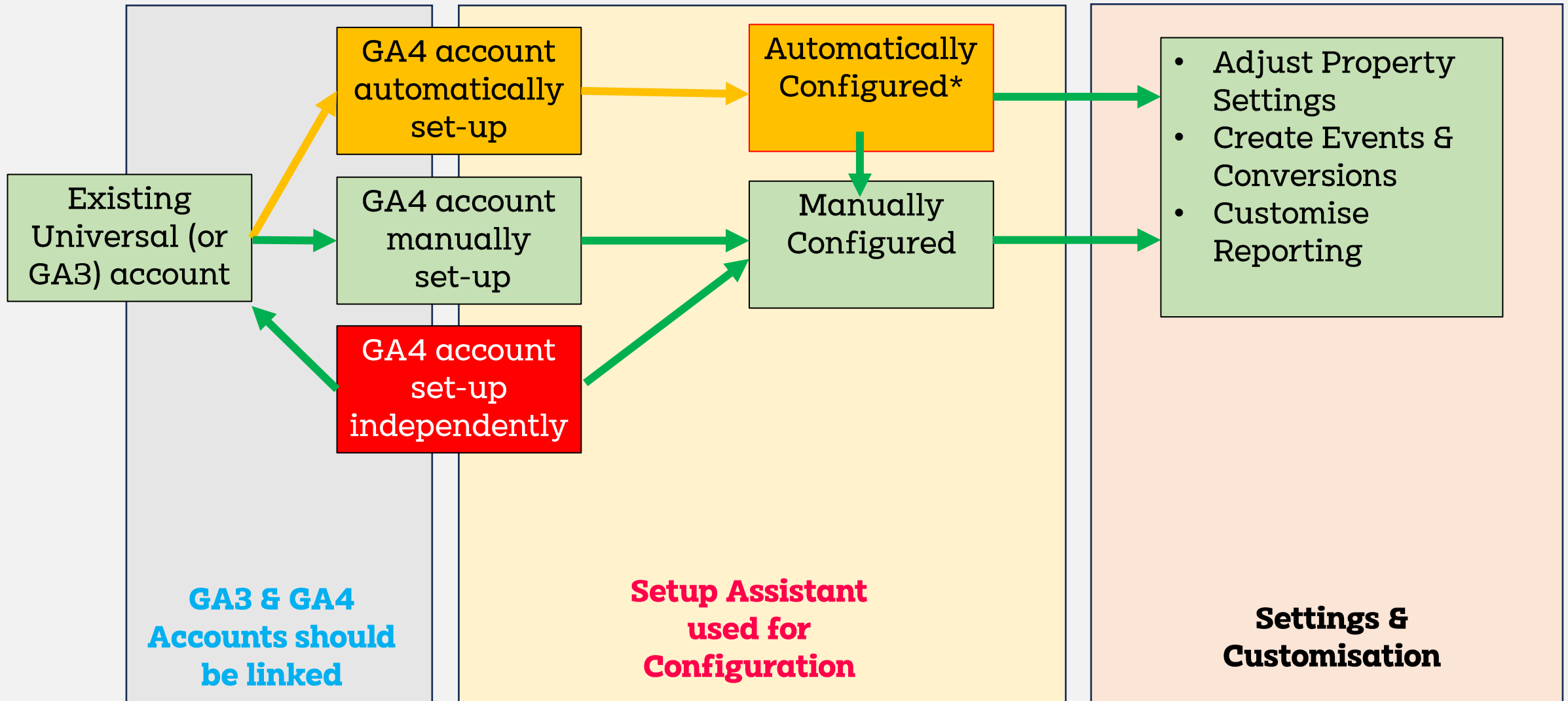
Section 5: Custom Reporting

- Library
- Explorer

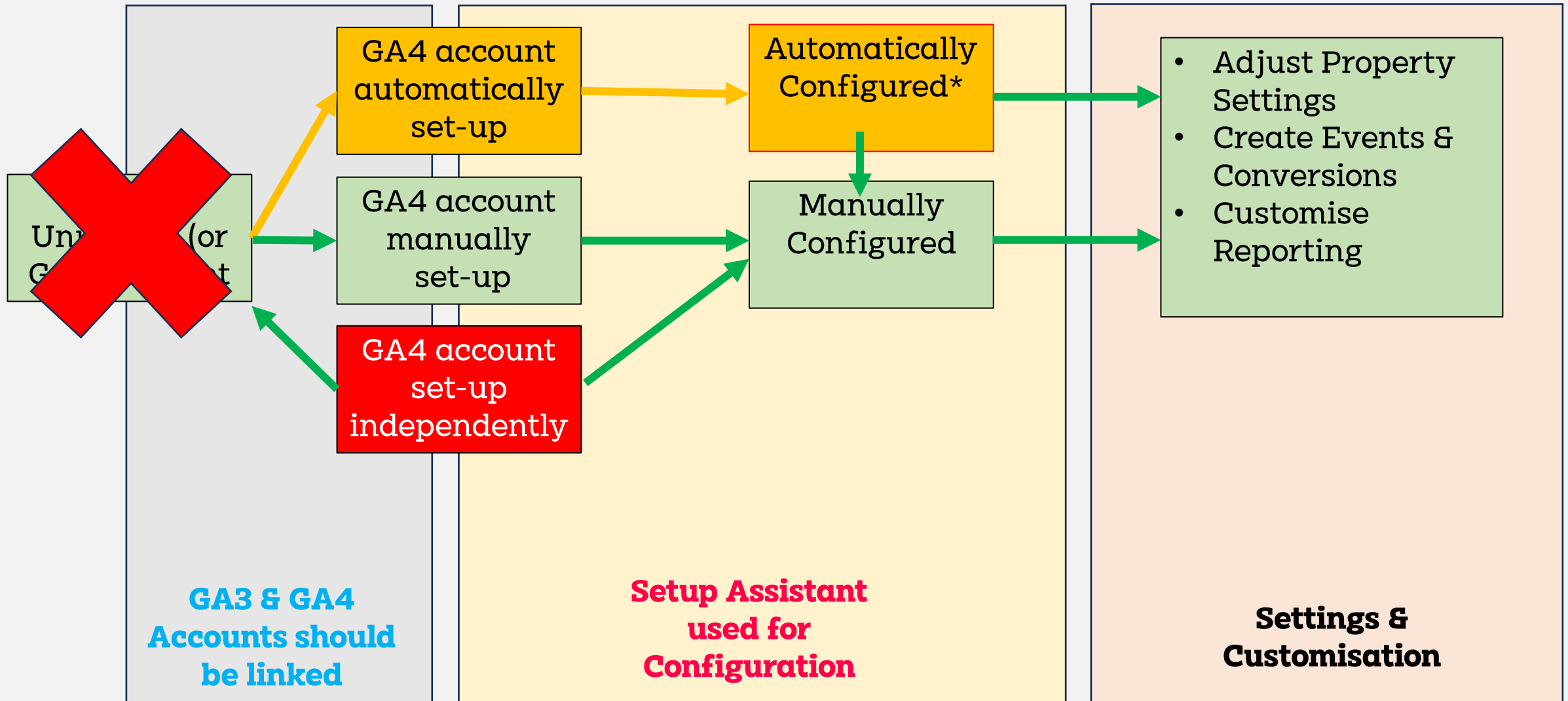
~~Section 6: Building GA4 Audiences~~

~~Section 7: Correct Set-up & implementation~~

What's your current Analytics status



What's your current Analytics status



How to export your GA3 data

1. Google Analytics Interface
 - Standard Reports
 - Custom Reports
2. Google Sheets (Analytics plugin)
3. Looker Studio
 - Reporting
 - Archiving
 - Use with connectors for max data input e.g. Supermetrics
4. Third-party Tools e.g. GA3-exporter
5. More technical users
 - Google Analytics API
 - Google BigQuery Export (For Google Analytics 360 Users)

Section 1: Introduction



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What is Web Analytics?

*Web analytics involves the **collection, measurement, and analysis** of **website data**. Web analytics tools can provide lots of useful information about the origin of website traffic, how website users navigate and interact throughout a website, what content and web pages they're most engaged with, and how they exit the site.*

A black and white photograph of a man in a dark suit and tie standing in a conference room, gesturing with his hands as if speaking. He is facing a group of men seated around a large conference table. The room has a large window with a grid pattern in the background. The text "If you can't measure it, how can you improve it?" is overlaid on the image in a dark blue box with white text. Below the text is the attribution "- Peter Drucker".

**If you can't
measure it, how can
you improve it?**

- Peter Drucker

Benefits of Web Analytics

- 1 Informed data led decision making
- 2 Understand your audience and customers better
- 3 Ability to forecast using trends and patterns in customer behaviour
- 4 Accountability of media spend and resource allocation
- 5 Stronger focus and prioritisation of resources
- 6 Understand barriers to conversion
- 7 Higher conversion rates and enhanced return on investment

Web Analytics Tool Examples



Adobe
Analytics

Introduction to Google Analytics

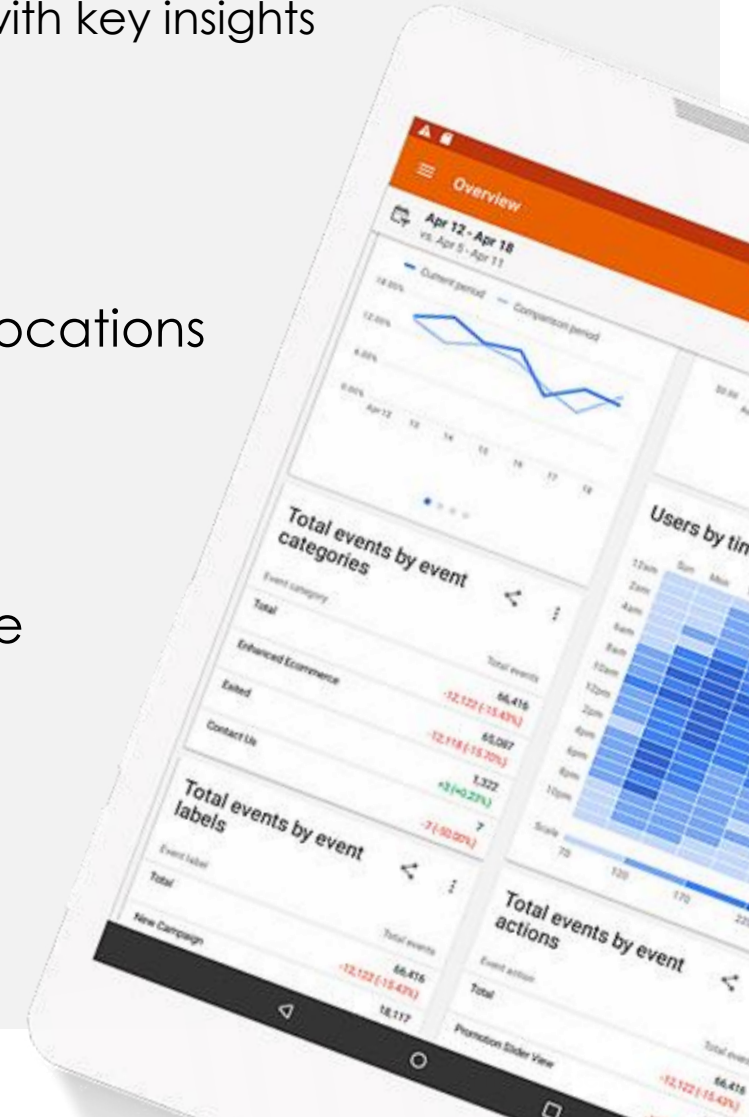
What is Google Analytics?



Google Analytics is a web analytics product from Google that provides you with key insights into customer behaviour across websites, apps and other devices.

It can provide you with answers to the following:

- **Where Visitors come from** – Channel Sources & Keywords, User Locations
- **What they do** – Time spent on site, Bounce Rate, What they click
- **How they behave on-site** – Onsite Searches, Conversions, Exits
- **Technology Used** eg Browser Type, Screen Resolution , Language
- **Where users go** – Funnels, visitor paths, Abandonment rates
- **Revenue & ROI** – Revenue, Ecommerce, Sales Attribution



Which Version of Google Analytics?



2007 – Classic Google Analytics (Async)



2012 – Universal Analytics (GA3)



2017 – Universal Analytics (Gtag version)



2020 – Google Analytics 4 (GA4) – **Latest Version**

Types of things you can track in GA:

- Visits and Page views
- User Demographics
- Ecommerce Transactions
- Form Submissions
- Add to Carts
- Product Views
- Browser & Device Info
- New & Returning Visits
- PDF downloads
- New Account Signups
- Newsletter signups
- Social Shares
- Video plays
- And lots more.....



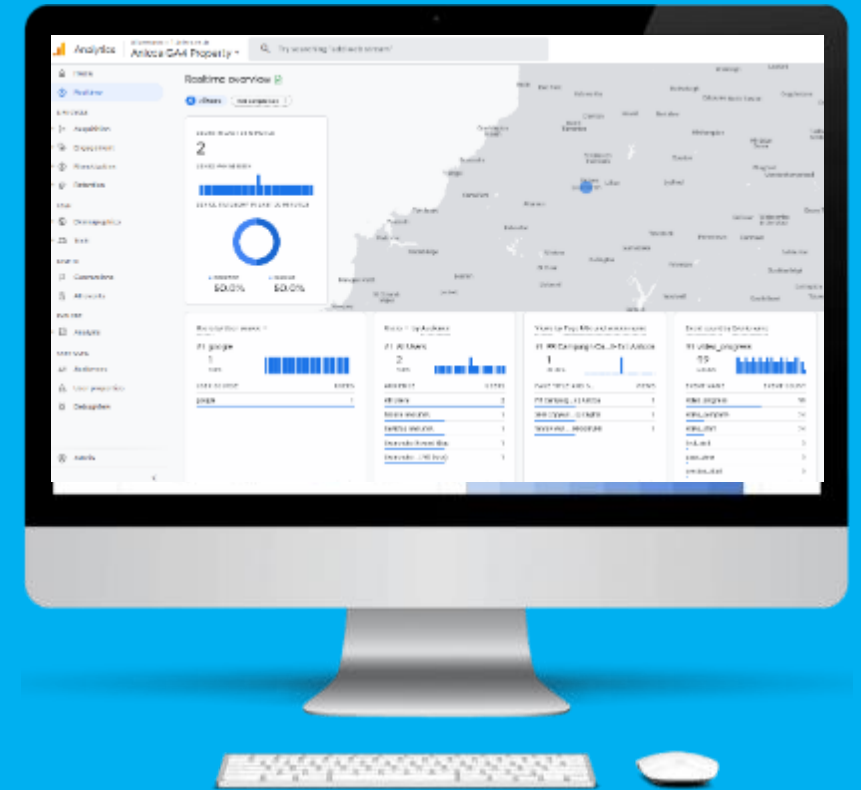
What Google Analytics is NOT



1. A Customer Management System for storing customer data
2. A system for reporting on all ad spend and costs
3. A platform for serving advertising
4. A system for obtaining personal information

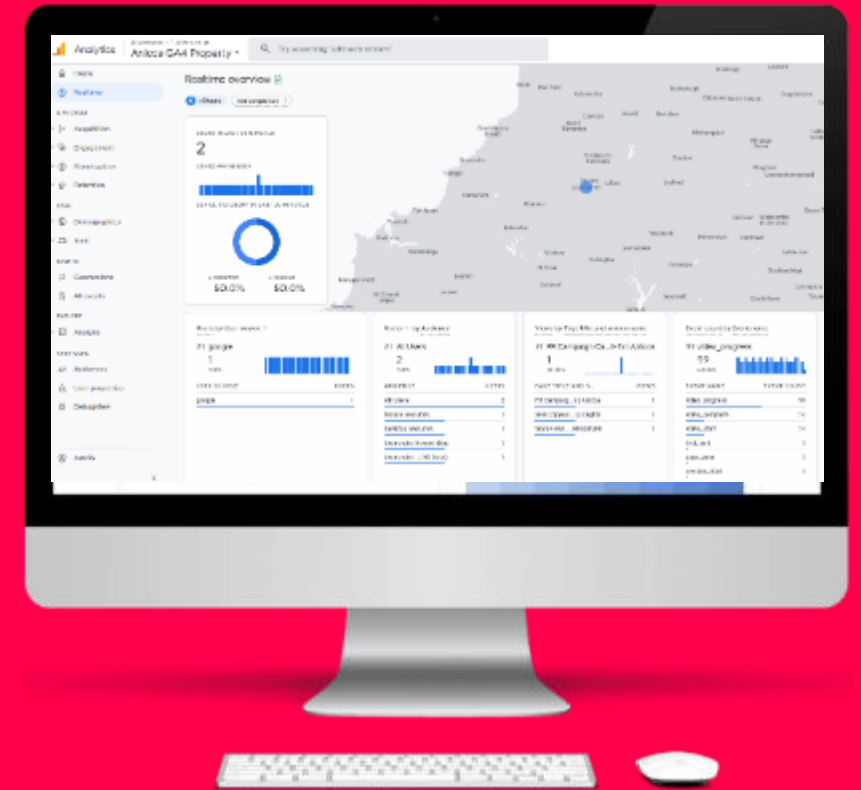
GA4 Benefits Summary

- ▶ Google Analytics rebuilt from the ground up!
- ▶ Mobile & App under a single platform
- ▶ Brand new interface and reporting
- ▶ New flexible 'event based' model
- ▶ Improved conversion tracking & attribution
- ▶ Improved cross device and user tracking capabilities
- ▶ Greater use of AI as well as better automated insights
- ▶ Enhanced Visualisations and custom reporting
- ▶ Higher data collection limits and quotas (less sampling)
- ▶ Powerful audience building



GA4 Negatives

- ▶ Still being worked on and still buggy
- ▶ Default Reports not great and still limited
- ▶ Often awkward to report what you need
- ▶ Thresholds and limitations still applied to data
- ▶ Lack of account level and report level filters
- ▶ No content grouping
- ▶ Metrics can be confusing
- ▶ No direct replacement of 'views'
- ▶ GA4 API for reporting is problematic



User Privacy & Cookies

GDPR Considerations for GA4

- Audience Demographic Data (Google Signals)
- Data for ads personalisation
- Client ID and User ID cookie identifiers
- Data Sharing with other Google products
- Data storing locations i.e EU – US Privacy Shield



Is GA4 Fully GDPR compliant? Answer = No

Privacy Features in Google Analytics 4

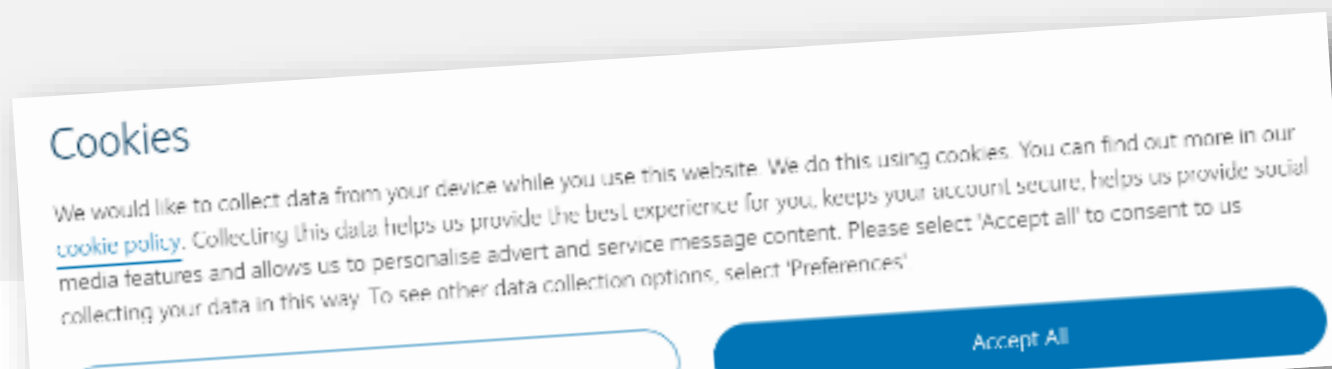
GA4 has introduced a number of new data privacy features and controls to give businesses more granular control over data collection and sharing.

- Built in automatic IP anonymization feature.
- Data Retention controls
- Data Deletion Mechanisms
- Reduced Data Storage Duration
- Data Sharing controls for other products
- Google Consent Mode



GDPR & Privacy Laws Requirements


1. **Get Permission to Drop Cookies** - As a result of regulations like **GDPR** in the EU, tracking personally identifiable information – or **PII** – now requires explicit consent from the consumer.
2. **Provide Cookie Controls** - provide controls to users to opt out anytime.
3. Provide transparent information in your **website's cookie policy** about the details of all Google Analytics cookies in operation – including their provider, technical details, duration and purpose. This is important as consent is only valid under the GDPR if it constitutes an informed choice on behalf of the users.
4. Compile detailed information in your website's **privacy policy** about all Google Analytics cookies on your domain, and what personal data your website processes in general.



Cookie Banner Example

Our use of cookies

We use necessary cookies to make our site work. We'd also like to set analytics cookies that help us make improvements by measuring how you use the site. These will be set only if you accept.

For more detailed information about the cookies we use, see our [Cookies page](#). 


[Accept all cookies](#) [Reject all cookies](#)

Necessary cookies

Necessary cookies enable core functionality such as security, network management, and accessibility. You may disable these by changing your browser settings, but this may affect how the website functions.

Analytics cookies off

We'd like to set Google Analytics cookies to help us improve our website by collecting and reporting information on how you use it. The cookies collect information in a way that does not directly identify anyone. For more information on how these cookies work please see our 'Cookies page'.



The UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

[For organisations](#) [Make a complaint](#) [Action we've taken](#) [About the ICO](#)

[Take action](#)

- [Pay fee, renew fee or register a DPO](#)
- [Report a breach](#)
- [Make a complaint](#)
- [Meet the Commissioner](#)

The certainty of change: regulation in a time of political and social challenges.
26 November 2021

ICO calls on Google and other companies to eliminate existing privacy risks posed by adtech industry
25 November 2021

[More news and blogs](#)

[For organisations](#)
Guidance and resources for public bodies, private sector organisations and sole traders

[Data Protection and the EU](#) [Guide to Data Protection](#)

The Consent Process



1. Obtain the user's choice to grant or deny consent for storing information about their behaviour.



2. Communicate the user's consent choice to tags & pixels.**




3. Ensure that tags that store or read cookies comply with the user's choice at all times along with ability to change consent settings anytime.

Step 1: Obtaining Consent




1. Clear notice about cookie usage, with link to further details

2. Opt-in and Opt-Out Options presented

 **This website uses cookies**

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

[Show details >](#)

Powered by  **Cookiebot**
by Usercentrics

[Allow all](#)

[Customize >](#)

No cookies fired until consent is granted!

Cookie Consent Mode 2

From March 2024 Google will require all advertisers* to utilize its latest version of 'Consent Mode' if you want to make use of audience targeting!

*Within EU/EEA and UK

What is being affected?

1. Google remarketing and audience building capabilities (eg in-market audiences and interest categories)
2. Google demographic and Interest reports
3. GA4 audience & conversion exporting to google Ads and Big Query
4. Potential Data Modelling Benefits

Note: Ad delivery and conversion tracking will continue to work as normal provided you have consent for **ad_storage!**



Search Ads 360

Award-Winning Marketing Sim

Let us prove it

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted



This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Customize >

Getting Started with Consent Mode

If you need to engage in personalized advertising:

1. [Set up a consent banner](#) on your website:
2. If you use a [Google-certified consent management platform \(CMP\)](#), make sure you enable consent mode in the banner settings. Your CMP provider will automatically update to the newest version of consent mode. (RECOMMENDED OPTION)
3. If you maintain your own banner, [implement consent mode v2](#) via Google scripts.





Cookie Management Platforms (CMP)




See Googles recommended Consent Partners
<https://cmppartnerprogram.withgoogle.com/>


Go to Data stream to check your consent mode

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
securein Web Stream		4002433784	G-WPHFCW1FH6 


Consent settings 

Set up your consent signals (it may take 48 hours for those updates to show up here):

 Ads measurement consent signals not detected

To verify that your business is collecting end-user consent before sending personal data to Google for [advertising purposes](#), implement ads measurement consent signals. You can do this using a consent management platform or the consent mode API. [Learn more about consent signals](#)


Consent mode Certified Consent Management Platforms

 Ads personalization consent signals not detected


To verify that your business is collecting consent from end users in the EEA before sending personal data to Google for use in ads personalization, implement ads personalization consent signals. If personal data is not labeled with end-user consent, EEA-based visitors will not be included in the audience lists exported to Google Ads and will affect ads personalization. To configure consent signals, use a consent management platform or the consent mode API. [Learn more about consent signals](#)


Consent mode Certified Consent Management Platforms


Choose how to use your consented data:

 Verify data consent settings


Review which Google services can receive consented personal data from the European Economic Area (EEA). [Learn more about data usage across Google services](#)

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
anicca.co.uk	https://anicca.co.uk/	1598427166	G-SSEWB22ZYT 


Consent settings 

Set up your consent signals (it may take 48 hours for those updates to show up here):

 Ads measurement consent signals active

To verify that your business is collecting end-user consent before sending personal data to Google for [advertising purposes](#), implement ads measurement consent signals. You can do this using a consent management platform or the consent mode API. [Learn more about consent signals](#)


Consent mode Certified Consent Management Platforms

 Ads personalization consent signals active

To verify that your business is collecting consent from end users in the EEA before sending personal data to Google for use in ads personalization, implement ads personalization consent signals. If personal data is not labeled with end-user consent, EEA-based visitors will not be included in the audience lists exported to Google Ads and will affect ads personalization. To configure consent signals, use a consent management platform or the consent mode API. [Learn more about consent signals](#)

Consent mode Certified Consent Management Platforms

Choose how to use your consented data:

 Verify data consent settings

Review which Google services can receive consented personal data from the European Economic Area (EEA). [Learn more about data usage across Google services](#)

Section 2: What you can measure

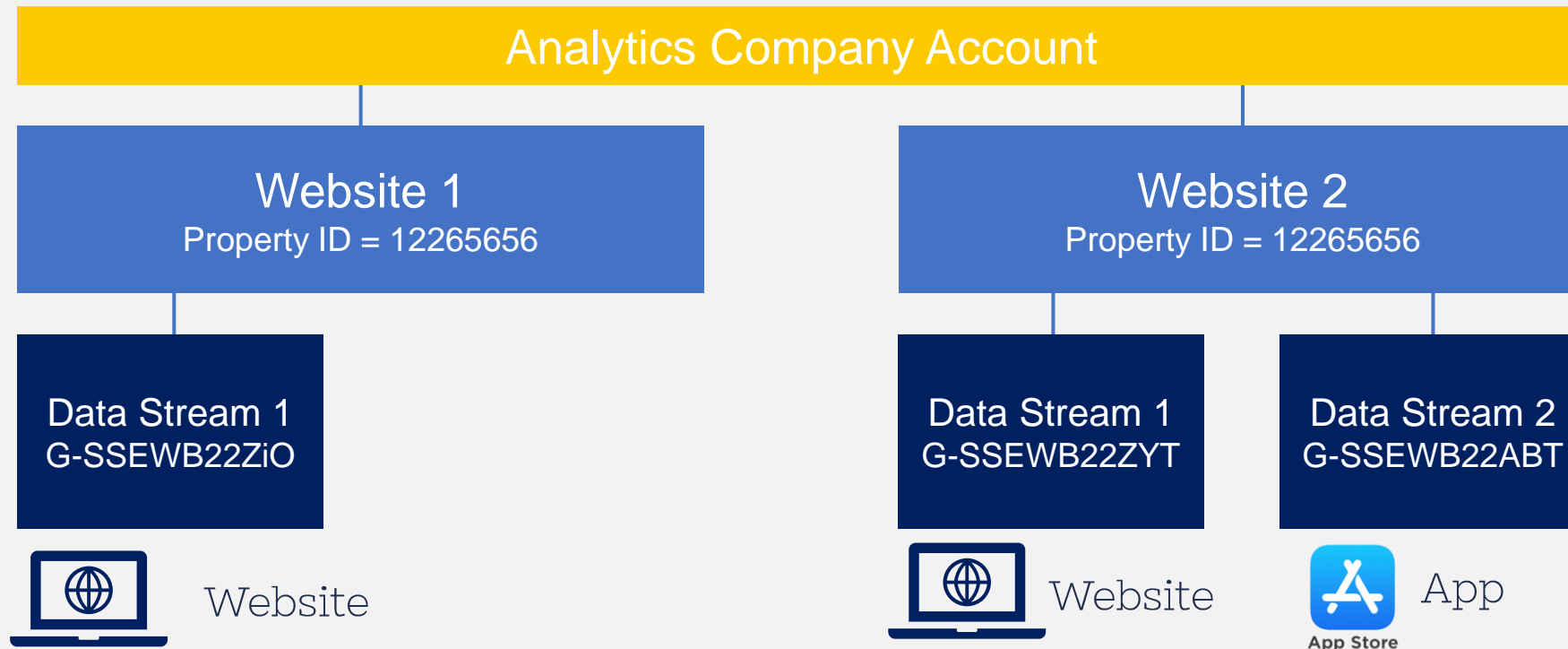


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Account, property & data streams

Account Structure

- It is recommended that each business have a single Google Analytics account
- It is recommended that each website you own have its own GA4 property, in order to report separately.
- It is recommended that additional data streams are created only if you have a website app.



Data Streams & Accessing Tag Details (Measurement ID)

The screenshot shows the Google Analytics interface for the property '1. Anicca.co.uk - GA4'. The left sidebar contains a navigation menu with the following items: Admin, My preferences, Setup Assistant, Account settings, Account, Property settings, Property, Property details, Property access managem..., Property change history, Scheduled emails, Analytics Intelligence sear..., Data collection and modifika..., Data streams (highlighted with a red box and a red circle with the number 1), Data collection, Data import, Data retention, and Data filters. The main content area is titled 'Data streams' and shows a table with one entry for 'anicca.co.uk' with a Measurement ID of '1598427166'. The entry is receiving traffic in the past 48 hours. A red box highlights the right side of the table entry, containing a right-pointing chevron icon, with a red circle containing the number 2 next to it. The top navigation bar includes a search bar with the text 'Try searching "where did my users come from"'. The bottom right corner of the page shows the text 'ved 2023'.

Analytics All accounts > 1 Anicca.co.uk
1. Anicca.co.uk - GA4 ✓

Try searching "where did my users come from"

Data streams

All iOS Android Web Add stream

	anicca.co.uk https://anicca.co.uk/	1598427166	Receiving traffic in past 48 hours.	>
--	---------------------------------------	------------	-------------------------------------	---



1

2

Access existing tag details by going to Admin > Property > Data Collection and modification > Data Streams

ved 2023

Grab Your Measurement ID

Stream details 			
STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID 
anicca.co.uk	https://anicca.co.uk/	1598427166	G-SSEWB22ZYT

Installing the GA4 Tag

3 Main Methods



1. Install via **Google Tag Manager (GTM)****
(recommended)



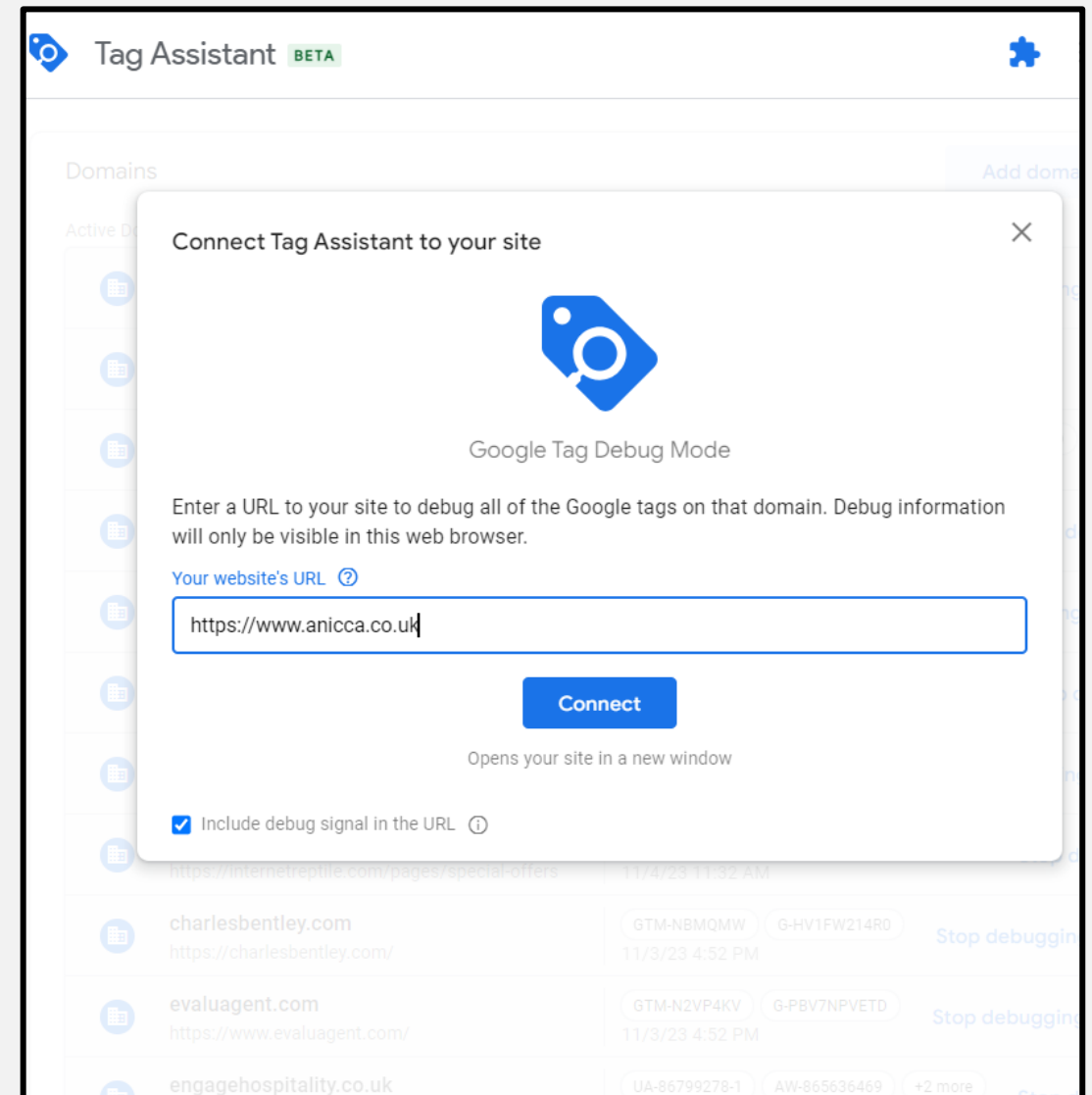
2. Implement via plugin
(WordPress, Shopify)



3. Install GA4 pixel manually directly on page (HTML)

Google Tag Assistant

- Google Tag Assistant helps you identify and troubleshoot Google tags on your website.
- Can be downloaded as a chrome extension or accessed via the following link:
<https://tagassistant.google.com/>



Google Tag Assistant

The screenshot shows the Google Tag Assistant interface. At the top, there are three tags: GTM-T938G6, AW-973036153, and G-SSEWB22ZYT (highlighted with a red box). The main content area shows the page title "Page: Digital Marketing Agency based in Leicester | Anicca Digital" and the URL "https://anicca.co.uk/?gtm_debug=1709911227296". A left sidebar lists various events, with "Digital Marketing Agen..." selected. The "Tag Details" section shows the tag name "anicca.co.uk", source "Tag in container GTM-T938G6", tag ID "G-SSEWB22ZYT", and destination ID "G-SSEWB22ZYT". The "Output of G-SSEWB22ZYT" section shows a table with columns "Hits Sent", "Data Layer", and "Consent". The "Hits Sent" column contains the URL "https://stats.g.doubleclick.net/g/collect" and the event "gtag Hit". The "Data Layer" column contains "Page View" and "Google Analytics Hit".

3 Google tags found

GTM-T938G6 AW-973036153 G-SSEWB22ZYT

Summary

Page: Digital Marketing Agency based in Leicester | Anicca Digital
https://anicca.co.uk/?gtm_debug=1709911227296

▼ Digital Marketing Agen...

- 18 Window Loaded
- 17 Message
- 16 Config
- 15 cookie_consent_update
- 14 Set
- 13 Consent
- 12 cookie_consent_marketi...
- 11 cookie_consent_statistics
- 10 cookie_consent_prefere...
- 9 Set

Tag Details

Tag Name	Tag ID
anicca.co.uk	G-SSEWB22ZYT
Source	Destination ID
Tag in container GTM-T938G6	G-SSEWB22ZYT

Output of G-SSEWB22ZYT

Hits Sent	Data Layer	Consent
https://stats.g.doubleclick.net/g/collect	Page View	
gtag Hit	Google Analytics Hit	

Set Account and Property Level Permissions

The screenshot shows the Google Analytics Admin interface for the account '1. Anicca.co.uk - GA4'. The left sidebar contains navigation options: Home, Create, Admin (selected), My preferences, Setup Assistant, Account settings (expanded), Property settings, and Property (expanded). Under 'Account settings', 'Account' is selected, and 'Account access management' is highlighted with a red box and a red circle containing the number '1'. Under 'Property settings', 'Property' is selected, and 'Property access management' is highlighted with a red box and a red circle containing the number '2'. The main content area is titled 'Admin' and contains sections for 'ACCOUNT SETTINGS' (Account details, Account change history, Trash, All filters) and 'PROPERTY SETTINGS' (Property details, Property change history, Scheduled emails, Analytics Intelligence search history, Data collection and modification, Data display, Product links).

- Add users at account level to give access to all properties OR Add users at a property level to give access to a single property.
- Note you will need a Google associated email address to access GA4!

GA4 User Permissions

Administrator

Full control of Analytics. Can manage users (add/delete users, assign any role or data restriction). Can grant full permissions to any user, including themselves, for any account or property for which they have this role. Includes permissions of the Editor role. (Replaces Manage Users permission.)

Editor

Full control of settings at the property level. Cannot manage users. Includes permissions of the Analyst role.

Marketer

Can create, edit, and delete audiences, conversions, attribution-models, events, and conversion windows. Includes permissions of the Analyst role.

Analyst

Can create, edit, and delete certain property assets. Can collaborate on shared assets. Includes permissions of the Viewer role. Property assets include things like [Explorations](#).

Viewer

Can see settings and data; can change which data appears in reports (e.g., add comparisons, add a secondary dimension); can see shared assets via the user interface or the [APIs](#). Cannot collaborate on shared assets. For example, shared explorations can be viewed, but not edited, by those with a Viewer role.


Permissions

Click Cast Stone Analytics > Click Cast Stone - GA4 🍌

Add roles and data restrictions

Add

Email addresses

 Ed@anicca.co.uk

Notify new users by email

Direct roles and data restrictions ⓘ

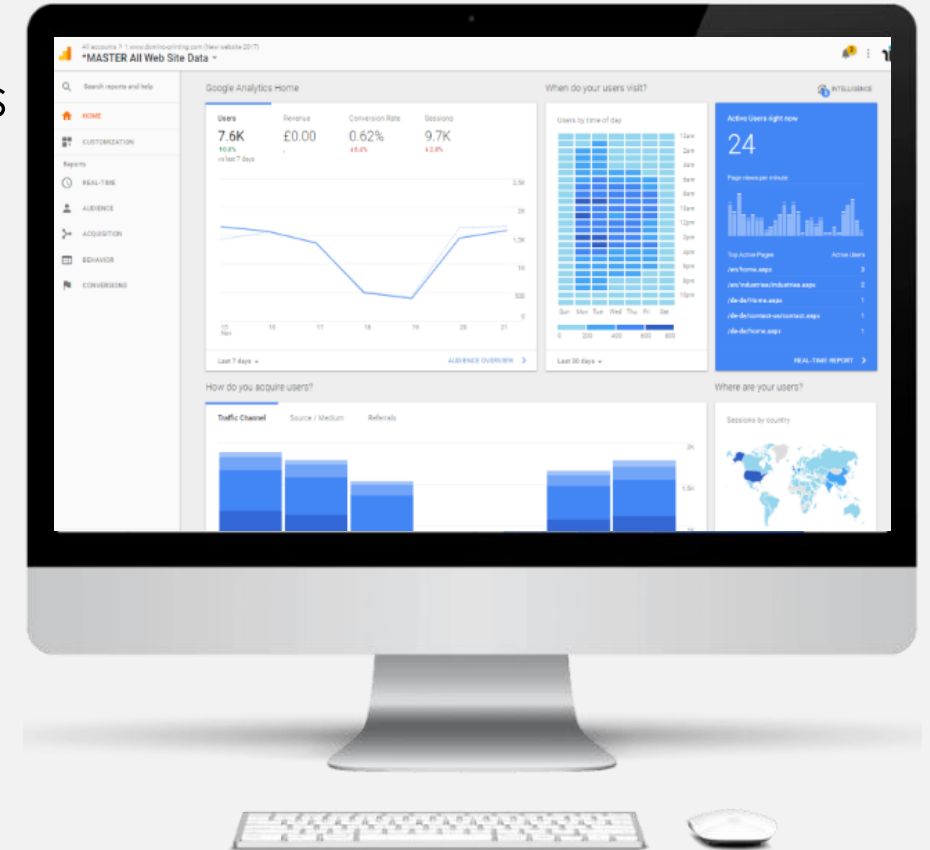
Standard roles

- Administrator
Full control of property. [Learn more](#)
- Editor
Edit all data and settings for property. Cannot manage users. [Learn more](#)
- Marketer
Edit audiences, conversions, attribution models, lookback windows, and events for property. Includes Analyst role. GA4 only. [Learn more](#)
- Analyst
Create and edit shared assets like dashboards and annotations for property. Includes Viewer role. [Learn more](#)
- Viewer
See report data and configuration settings for property. [Learn more](#)
- None
No role assigned. [Learn more](#)

Introducing dimension, metrics, events & conversions

Types of things you can track in GA:

1. **About the user** - who they are & where they came from (**dimensions**)
 2. **About their session** - where did they go on your site/app and what did they do) (**metrics & events**)
 3. **The actions they took** – measuring **conversions**
 4. Comparing **metrics, events & conversions** against specific **dimensions** or characteristics
- Visits and Page views
 - User Demographics
 - Ecommerce Transactions
 - Form Submissions
 - Add to Carts
 - Product Views
 - Browser & Device Info
 - New & Returning Visits
 - PDF downloads
 - New Account Signups
 - Newsletter signups
 - Social Shares
 - Video plays
 - And lots more.....



Understanding Reporting Tables

Session default channel group ▾ +		↓ <u>Users</u>	<u>Sessions</u>	<u>Engaged sessions</u>	<u>Average engagement time per session</u>	<u>Engaged sessions per user</u>	<u>Events per session</u>	<u>Engagement rate</u>	<u>Event count</u> All events ▾
Dimension		2,589 100% of total	3,937 100% of total	2,330 100% of total	Metrics Avg 0%	Avg 0%	6.59 Avg 0%	59.18% Avg 0%	25,933 100% of total
1	Organic Search	1,236	1,871	1,241	0m 48s	1.00	6.62	66.33%	12,387
2	Direct	878	1,142	575	0m 43s	0.65	6.93	50.35%	7,919
3	Email	130	226	129	1m 09s	0.99	6.13	57.08%	1,386
4	Organic Social	113	157	72	0m 23s	0.64	6.11	45.86%	959
5	Referral	112	217	148	0m 30s	1.32	7.16	68.2%	1,553
6	Paid Search	86	126	93	0m 55s	1.08	7.65	73.81%	964
7	Paid Other	49	49	28	0m 10s	0.57	5.96	57.14%	292
8	Unassigned	40	91	39	0m 36s	0.98	5.04	42.86%	459
9	Organic Video	2	2	2	0m 19s	1.00	5.00	100%	10

Each row of the table represents data related to a particular dimension and each column contains different metrics for each dimension!

Dimensions and Metrics

- **Every report in Analytics is made up of dimensions and metrics so it is helpful to understand the differences:**
- **Metrics** are quantitative measurements (or numbers). The metric *Sessions* is the total number of sessions. The metric *Pages/Session* is the average number of pages viewed per session
- **Dimensions** are attributes of your data and provide context to metrics. For example, the dimension 'City' indicates the city, for example, "London" or "Nottingham", from which a session originates.

Example of Dimensions

Age
Country
Transaction Id
Session source
Session campaign
Date
Page Location
Page Title
Vide URL

Example of Metrics

Views
Active Users
Sessions
Engagement Rate
Add to carts
Items Viewed
Purchases
User conversion rate
Total Revenue

Quick Fire Test – Dimension or Metric?

Sessions	=	Metric
New Users	=	Metric
Landing Page	=	Dimension
Transactions	=	Metric
Device Category	=	Dimension
Engagement Rate %	=	Metric
Page Load Time	=	Metric
Session Source	=	Dimension

Levels of Reporting in GA

- Different Dimensions and Metrics also fall under different levels of reporting. This is called '**Scope**'.
- There are 4 Levels of scope. Here are some examples of dimensions and metrics for each.
- There are restrictions on which metrics and dimensions can be combined.

User Data

Dimensions
Country Location
Audience Name
First User Source

Metrics
Total Users
New Users
Sessions Per User

Session Data

Dimensions
Landing Page
Source/Medium
Campaign Name

Metrics
Sessions
Pages per Session
Engagement Rate %

Event Data

Dimensions
Page Path
Event Name
Transaction ID

Metrics
Views
Conversions
Event Count

Product Item Data

Dimensions
Item Category
Item ID
Item Name

Metrics
Items Purchased
Item Revenue
Item Quantity

Key Features of GA4

A Brand New & Customisable Interface

Analytics | All accounts > 1 Anicca.co.uk | 1. Anicca.co.uk - GA4 ✓

Try searching "where did my users come from"

Reports snapshot | All Users | Add comparison + | Last 28 days Feb 11 - Mar 9, 2024

Users 3.2K | **New users** 3K | **Average engagement time** 58s | **Total revenue** £0.00

USERS IN LAST 30 MINUTES 2

USERS PER MINUTE

TOP COUNTRIES

COUNTRY	USERS
United Kingdom	2

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default C...)

Channel	Users
Direct	~1.5K
Organic Search	~1.0K
Display	~0.5K
Referral	~0.2K
Paid Search	~0.1K

WHAT ARE YOUR TOP CAMPAIGNS?

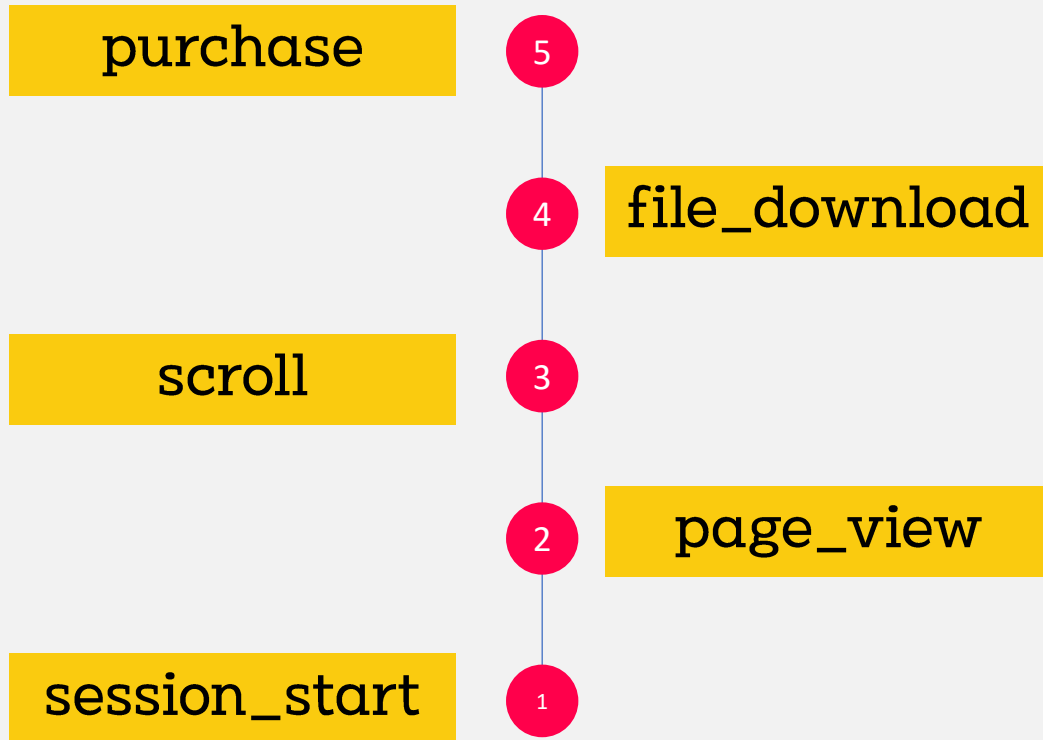
Sessions by Session primary ch...

Session Primary Channel	SESSIONS
Direct	1.8K
Organic Search	1.3K
Display	452
Referral	141

Click on Library to access customisation settings

Library

GA4 as an Event Based Model



All interactions are now events!

Event name	+	↓ Event count	Total users
Totals		26,360 100% of total	2,687 100% of total
1	page_view	9,009	2,662
2	user_engagement	6,916	1,597
3	session_start	4,093	2,672
4	first_visit	2,480	2,480
5	scroll	2,311	677
6	blog_article_view	1,004	588
7	click	201	131
8	view_search_results	179	54
9	file_download	130	72
10	form_submission	31	22

Enhanced Measurement Events (Auto Tracking)



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Page views



Scrolls



Outbound clicks



Site search



Video engagement



File downloads



Measuring:

[Show less](#)

- Auto tracking included by default!
- Smart pixel automatically listens for **clicks & scrolls, site searches, video plays & downloads, form interactions**
- Advanced users may want to use Google Tag Manager instead

User Metrics Examples

Total Users = Total number of users (aligns with Universal Analytics)

New Users = Number of Active Users who have 0 previous sessions

Active Users (aka Users) = total number of users who have an engaged session or are new users.

Session = Visit (aka session_start) is the period of time a user is actively engaged with your website or app).

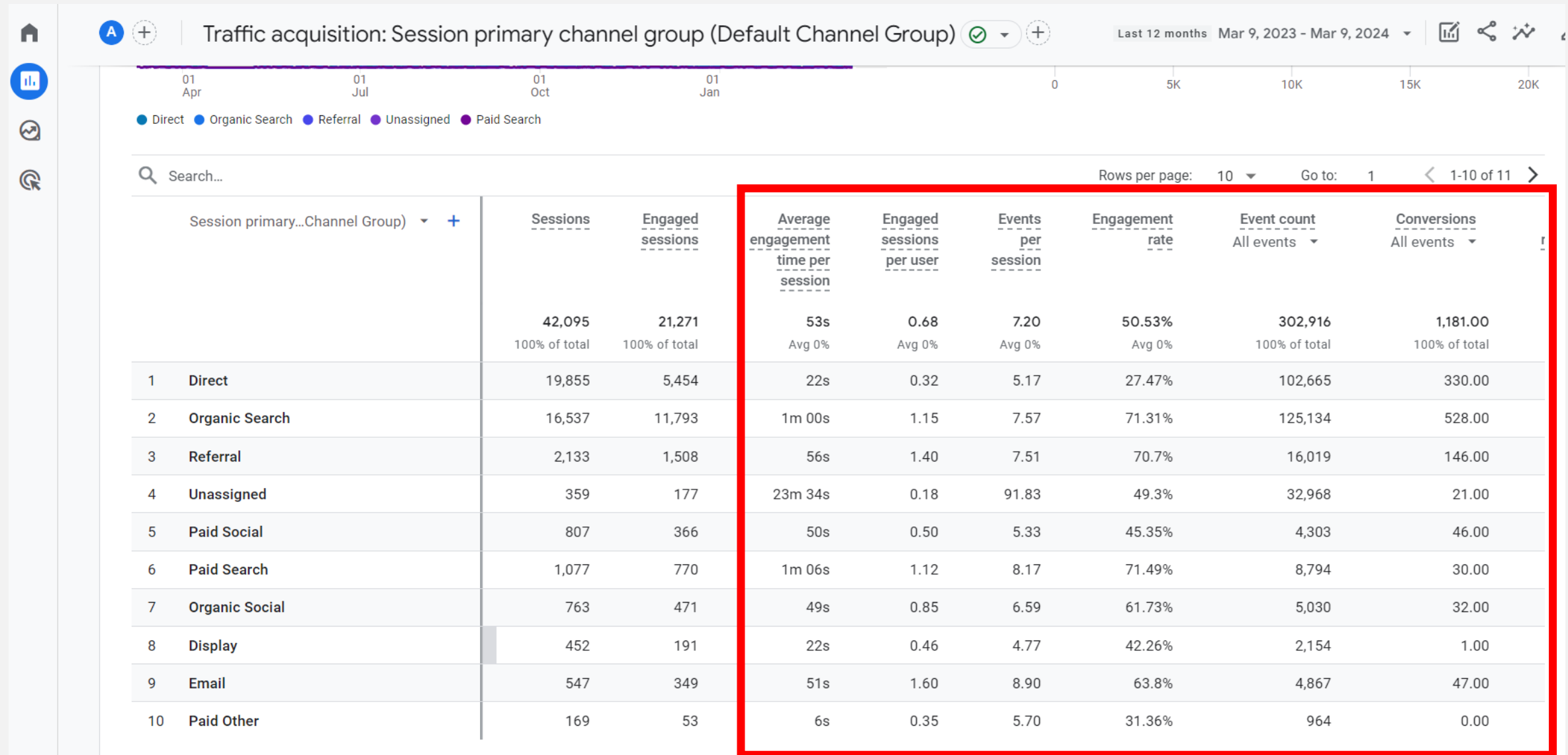
New Engagement Based Metrics

- ↗ Engagement rate
- ↗ Engaged sessions
- ↗ Engagement time
- ↗ Engaged Sessions Per User
- ↗ Scroll

Bounce rate still available within GA4



New Engagement Based Metrics



Where to See Events- Example 1

Analytics

All accounts > 1 Anicca.co.uk

1. Anicca.co.uk - GA4 ✓

Try searching "where did my users come from"



- Session Acquisition
- User acquisition
- Google Ads
- Google Organic
- Google Organic Keywords
- Tech details: Device categ...
- Engagement**
 - Overview
 - Pages and screens**
 - Landing pages (Custom)
 - Promotions
 - Landing page
- Conversions
- Retention
- Search Console
- User
- User attributes
- Tech

Pages and screens: Page path and screen class



Search... Rows per page: 10 Go to: 1 1-10 of 1562

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	98,821 100% of total	31,348 100% of total	3.15 Avg 0%	1m 12s Avg 0%	302,916 100% of total	1,181.00 100% of total	£0.00
1 /	41,459	7,199	5.76	1m 44s	77,667	51.00	£0.00
2 /free-grant-funded-digital-skills-bootcamps/	3,956	2,745	1.44	1m 14s	15,335	28.00	£0.00
3 /resources-webinars/	2,547	991	2.57	51s	7,103	1.00	£0.00
4 /meet-the-team/	2,250	1,213	1.85	50s	6,155	4.00	£0.00
5 /free-grant-funded-12-day-digital-skills-boot-camps-leicestershire/	1,770	965	1.83	1m 36s	5,643	0.00	£0.00
6 /contact/	1,607	1,204	1.33	33s	5,404	344.00	£0.00
7 /careers-vacancies/	1,460	999	1.46	49s	4,985	1.00	£0.00
8 /training-qualifications/	1,308	782	1.67	41s	6,466	5.00	£0.00
9 /leicester-digital-live/	1,198	574	2.09	59s	8,372	0.00	£0.00
10 /blog/	1,178	483	2.44	40s	4,200	3.00	£0.00

Where to See Events - Example 2

Analytics | All accounts > 1 Anicca.co.uk | 1. Anicca.co.uk - GA4 ✓

Try searching "where did my users come from"

Pages and screens: Page path and screen class

Last 12 months | Mar 9, 2023 - Mar 9, 2024

0 10K 20K 30K 40K 50K

● / /free-grant-funded-digital-skills-bootcamps/ ● /resources-webinars/ ● /meet-the-team/ ● /free-gr...

Search...

Rows per page: 10 | Go to: 1 | 1-10 of 1562

Page path and screen class	Views	Users	Views per user	Search items	Conversions	Total revenue
	98,821 100% of total	31,348 100% of total	3.15 Avg 0%	All events	All events	
1 /	41,459	7,199	5.76	404_error_response	1,181.00	£0.00
2 /free-grant-funded-digital-skills-bootcamps/	3,956	2,745	1.44	academy_free_access	100% of total	
3 /resources-webinars/	2,547	991	2.57	academy_free_access_form_submitted	51.00	£0.00
4 /meet-the-team/	2,250	1,213	1.85	blog_article_view	28.00	£0.00
5 /free-grant-funded-12-day-digital-skills-boot-camps-leicestershire/	1,770	965	1.83	click	1.00	£0.00
6 /contact/	1,607	1,204	1.33	contact_link_click	4.00	£0.00
7 /careers-vacancies/	1,460	999	1.46	engaged_pageview	0.00	£0.00
8 /training-qualifications/	1,308	782	1.67	file_download	344.00	£0.00
9 /leicester-digital-live/	1,198	574	2.09	first_visit	1.00	£0.00
10 /blog/	1,178	483	2.44			

Search items

- All events
- 404_error_response
- academy_free_access
- academy_free_access_form_submitted
- blog_article_view
- click
- contact_link_click
- engaged_pageview
- file_download
- first_visit

41s 6,466

59s 8,372

40s 4,200

Engagement Metrics

Views = Pageviews

Engaged sessions = The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement rate % = The percentage of sessions that were engaged sessions.

Average engagement time = Average time on page or time on site by users

Conversion Rate = Total % of users that completed a conversion marked event

Ecommerce Metrics

For Transactions

- **Transactions** = count of purchases that had a transaction ID
- **Ecommerce Purchases** = count of purchase events
- **Gross purchase revenue** = The sum of revenue from purchases made in your app or site. Purchase revenue is specified by the 'value' parameter in tagging.

For Products

- **Gross item revenue** (The total revenue from items only, excluding tax and shipping)
- **Items purchased** – i.e quantity of items sold
- **Item revenue** – same as gross revenue but minus item refunds

Reporting Differences vs Universal Analytics

User Counts

GA4 uses 'active users' instead

Session Counts

Different calculation used. Often lower.

Attribution

Data driven campaign attribution set by default

Data Retention

Data retention limited to max 14 months

Bounce Rate

Different calculation used

Conversion Counts

Counts each event as opposed to once per visit.

Big Query Export

- Export Raw data to Google Big Query for further analysis & usability
- Previously only available to 360 enterprise users. Now FREE!
- Store data beyond 14 months
- Highly Recommended

PRODUCT LINKS



Google Ads Links



Ad Manager Links



BigQuery Links



BigQuery

Section 3: Actions & outcomes



anicca
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anicca

Tracking Events & Conversions

GA4 Events

GA4 events fall under 3 categories:

Automatically Collected Events:

page_view
first_visit
session_start
in_app_purchase
screen_view
user_engagement
first_open

Enhanced Events*

click
file_download
view_search_results
scroll
video_start
video_complete

Custom / Recommended Events

purchase
add_to_cart
begin_checkout
login
sign_up
Share
view_promotion

& any custom event

See Google's full list of events

Send in Event Parameters


- Send in extra info with your events
- Upto 25 parameters
- Some parameters automatically collected by default

Events and parameters





The following table explains when events are triggered, and which parameters are collected for each event. You can find data about each triggered event in the Events report within [the Engagement topic](#). Click the event name in the report for more information on the event.

Measurement option / event	Triggered...	Parameters
Page views page_view	each time the page loads or the browser history state is changed by the active site This event is collected automatically. You cannot turn off collection. An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState.	page_location (page URL), page_referrer (previous page URL)
	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	No parameters are collected
	each time a user clicks a link that leads away from the current domain	link_classes, link_domain, link_id,

Event Name ?

video_start 

Event Parameters

Parameter Name	Value
video_title 	{{video title}} 
video_url 	{{video url}} 

GA4 Event Parameters

- ↗ Send in upto 25 parameters with each event
- ↗ Some parameters automatically collected by default

GA4 Event Name

Event Parameters (Dimensions)

page_view



page_location (page URL),
page_title

file_download



file_extension, file_name, link_domain, link_url

form_submit



form_id, form_name, form_destination

Sending in Events Into GA4

Option 1 = Use Google Tag Manager (GTM) to send in new events

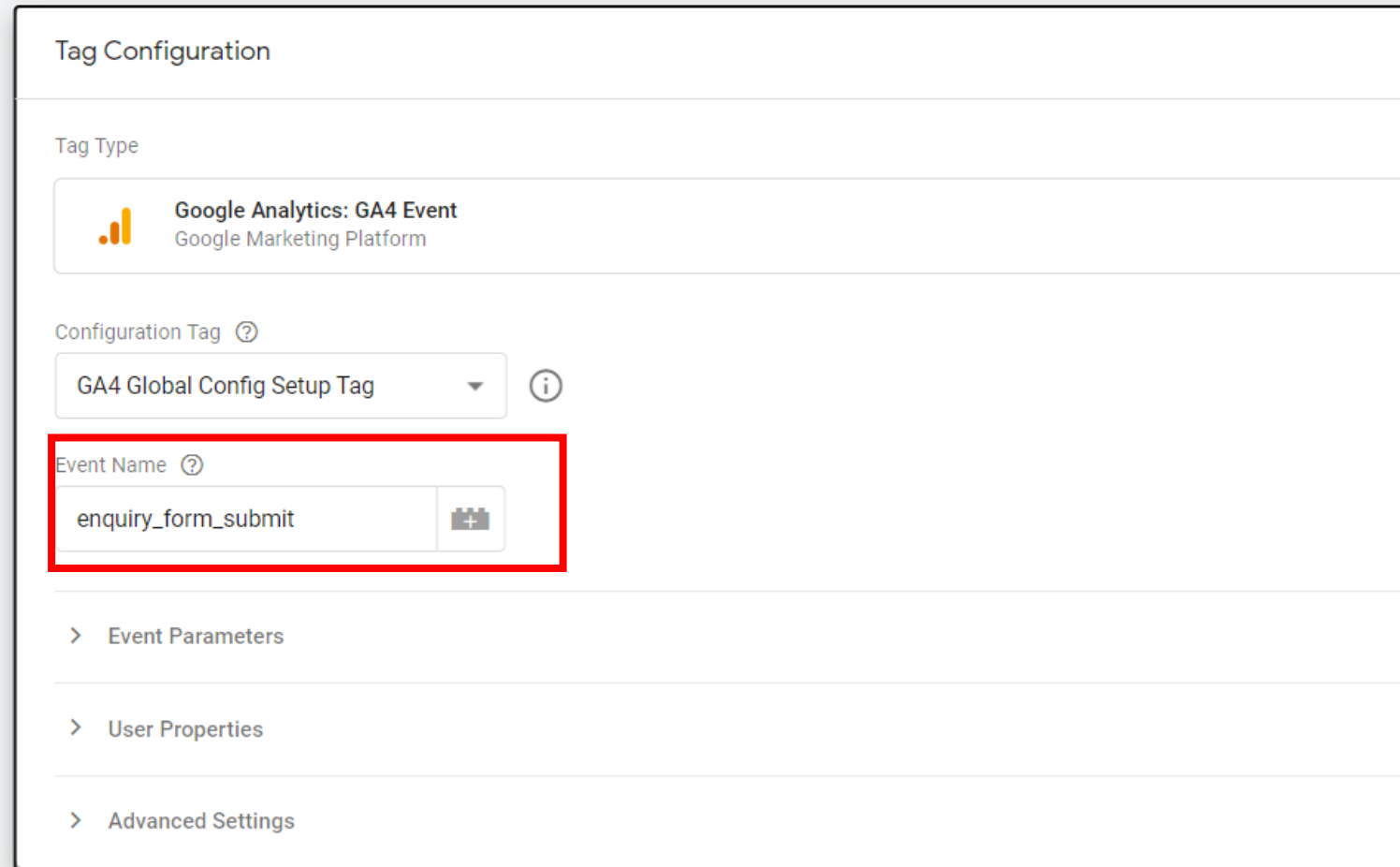
Option 2 = Create directly within GA4 by piggy backing off of existing events (fallback option)

Option 1: Using GTM* to Send in Events

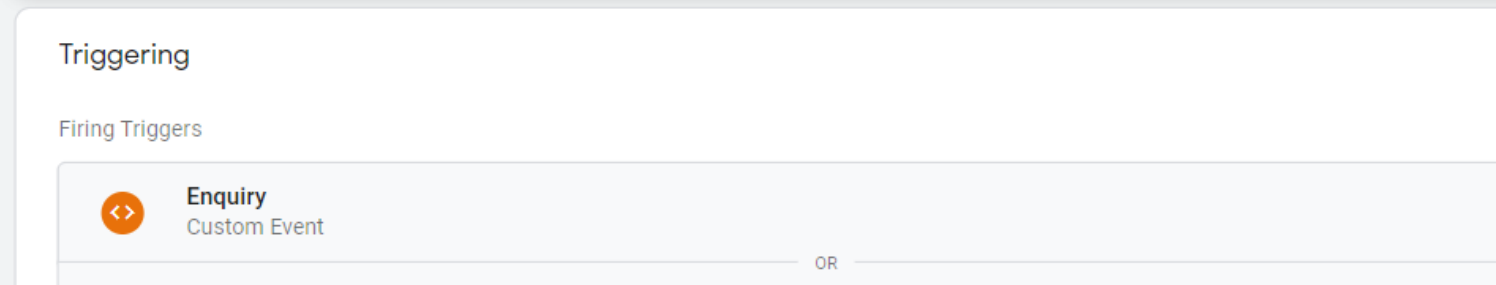
Do this when an existing event doesn't exist within your current Google Analytics

OR

If you want to have more control over which types of event get fired



The screenshot shows the 'Tag Configuration' interface in Google Tag Manager. The 'Tag Type' is set to 'Google Analytics: GA4 Event'. The 'Configuration Tag' is set to 'GA4 Global Config Setup Tag'. The 'Event Name' field is highlighted with a red box and contains the text 'enquiry_form_submit'. Below the 'Event Name' field are three expandable sections: 'Event Parameters', 'User Properties', and 'Advanced Settings'.



The screenshot shows the 'Triggering' interface in Google Tag Manager. The 'Firing Triggers' section is visible, showing a trigger named 'Enquiry' of type 'Custom Event'.

*GTM = Google Tag Manager

Option 2: Create from Existing Events

Configuration

Give your new event a name

Custom event name [?]

blog_article_view

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value
event_name	equals	page_view
page_location	contains	/blog/

Add condition

Parameter configuration

Copy parameters from the source event

Modify parameters [?]

Add modification

Specify the existing event you want to piggy back off

Set your conditions for new event

Track Promotions & Banners

Track website banners and callouts in order to measure clicks and impressions

GA4 parameter	Description
promotion_id	<i>ID of the promotion.</i>
promotion_name	<i>Name of the promotion.</i>
creative_name	<i>Name of the creative associated with the promotion.</i>
creative_slot	<i>Name of the slot where the creative was shown.</i>
location_id	<i>The physical location associated with the item. It's recommended to use the Google Place ID that corresponds to the location.</i>



Convert Events into 'Conversions'

- More Flexible event based conversion Model
- Choose & define which events you want as conversions directly within the interface
- No longer session based - counted on every event.
- Select **upto 30** events
- Conversions are not retroactive

Existing events					🔍	📄
Event name ↑	Count	% change	Users	% change	Mark as conversion ?	
a10_form_submitted	55	↑189.5%	43	↑186.7%	<input checked="" type="checkbox"/>	
academy_free_access	6	↑50.0%	5	↑66.7%	<input checked="" type="checkbox"/>	
blog_article_view	2,053	↑43.3%	1,507	↑44.5%	<input checked="" type="checkbox"/>	
click	634	↑88.1%	399	↑105.7%	<input type="checkbox"/>	
contact_form_submitted	10	↑42.9%	10	↑42.9%	<input checked="" type="checkbox"/>	
core_service_page_view	468	↑51.5%	319	↑170.3%	<input checked="" type="checkbox"/>	
file_download	97	↑86.5%	76	↑90.0%	<input checked="" type="checkbox"/>	
first_visit	4,936	↑162.3%	4,934	↑162.4%	<input type="checkbox"/>	
form_submit	0	↓100.0%	0	↓100.0%	<input type="checkbox"/>	
outbound_link_click_twitter	16	↑300.0%	13	↑225.0%	<input type="checkbox"/>	

Benefits of turning 'Events' into 'Conversions'

- ✓ Get access to conversion metrics within reports i.e conversion totals and conversion rates
- ✓ Ability to import conversions into Google Ads
- ✓ Ability to use metrics within attribution reporting
- ✓ Conversions report will populate

Session default channel group	↓ Session conversion rate	Conversions	First-time purchaser conversion	User conversion rate
Totals	1.54% 100% of total	301 100% of total	1.75% Avg 0%	1.89% 100% of total
1 Referral	13.51%	13	20%	30%
2 Email	4.76%	1	0%	9.09%
3 Unassigned	2%	4	1.11%	2.22%
4 Direct	1.94%	135	1.86%	1.91%
5 Paid Search	1.5%	87	2.26%	2.62%
6 Organic Search	1.31%	56	1.27%	1.48%
7 Paid Shopping	0.32%	3	0.5%	0.5%
8 Organic Social	0.22%	2	0%	0.44%

GA4 Conversions vs Universal Analytics Goals

Universal Analytics

Session based Goals counted ONCE per visit

Select up 20 Goals

4 Types of goal conversions

Last click attribution

GA4

Event based Conversions counted EVERY time action OCCURS * option to change this

Select upto 30 Conversions active

1 Type of conversion only

Data driven attribution by default

Expect some attribution & count differences between GA and Universal Analytics

Importing GA4 Conversions into Google Ads

To import your Analytics conversions into Google Ads, you must:

- [Link Analytics and Google Ads](#)
- [Enable auto-tagging in your Google Ads account](#)

Import conversions

1. Sign in to your [Google Ads](#) account.
2. In the top right, click **Tools and Settings**.
3. Go to *Measurement > Conversions*.
4. In the top left, click **+ New conversion action**.
5. Click **Import**, select **Google Analytics 4 properties**, then click **Continue**.
6. Select each conversion event you want to import, then click **Import and continue**.
7. Click **Done**.



Importing GA4 Audiences into Google Ads

If you have [linked your Analytics account to Google Ads](#) and keep the default option to *Enable Personalized Advertising*, then your audiences are automatically shared with Google Ads for use in [remarketing lists for search ads](#). You will need to have enabled Google Signals in order

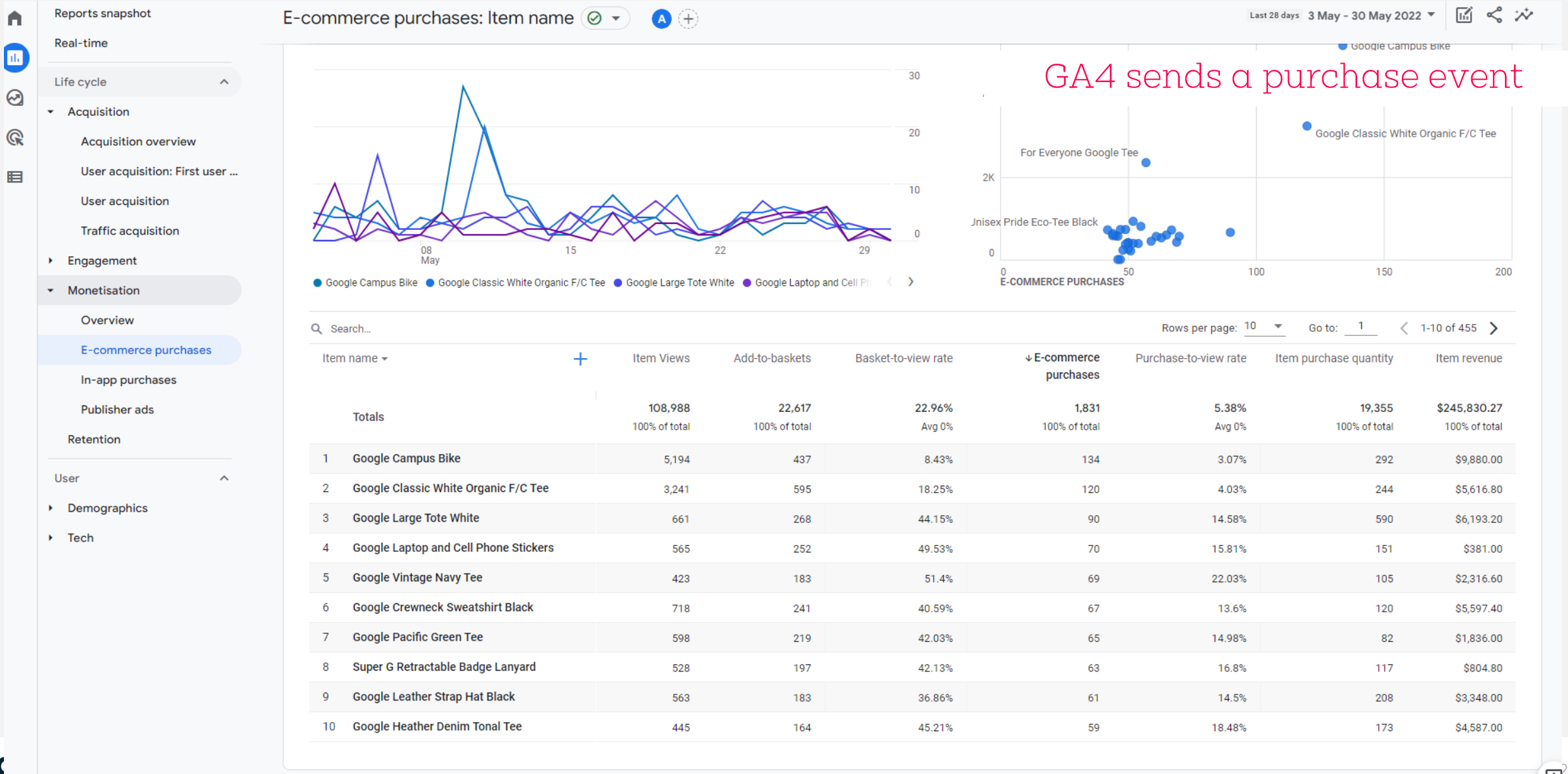
Go to Audience Manager within Google Ads to view full list

Add an audience segment by going to campaign > audiences



Ecommerce Tracking

Track Ecommerce Transactions



Events for Ecommerce

You will need to implement ecommerce tracking and send in the following events in order to report fully

- View_promotion
- View_item
- Add_to_cart
- add_to_wishlist
- view_cart
- begin_checkout
- add_shipping_info
- add_payment_info
- Purchase
- Refund



Q Search...		Item views	Add-to-carts	Cart-to-view rate	↓ Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
Item name ▾ +		48	24	50.00%	12	25.00%	52	€153.00
Totals		100% of total	50% of total	Avg 50%	100% of total	Avg 25%	100% of total	100% of total
1	T-Shirt	12	3	25%	3	25%	3	€20.00

Send in Product Details

A typical ecommerce implementation measures any of the following actions:

- Item_id
- Item_name
- coupon
- Item category
- discount
- Item variant
- price
- quantity
- Affiliation
- Item list name

```
dataLayer.push({
  event: "purchase",
  ecommerce: {
    transaction_id: "T_12345",
    value: 25.42,
    tax: 4.90,
    shipping: 5.99,
    currency: "USD",
    coupon: "SUMMER_SALE",
    items: [
      {
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        affiliation: "Google Merchandise Store",
        coupon: "SUMMER_FUN",
        discount: 2.22,
        index: 0,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_list_id: "related_products",
        item_list_name: "Related Products",
        item_variant: "green",
        location_id: "ChIJIQBpAG2ahYAR_6128GcTUEo",
        price: 9.99,
        quantity: 1
      }
    ]
  }
})
```

*Send in
product
data with
each event*

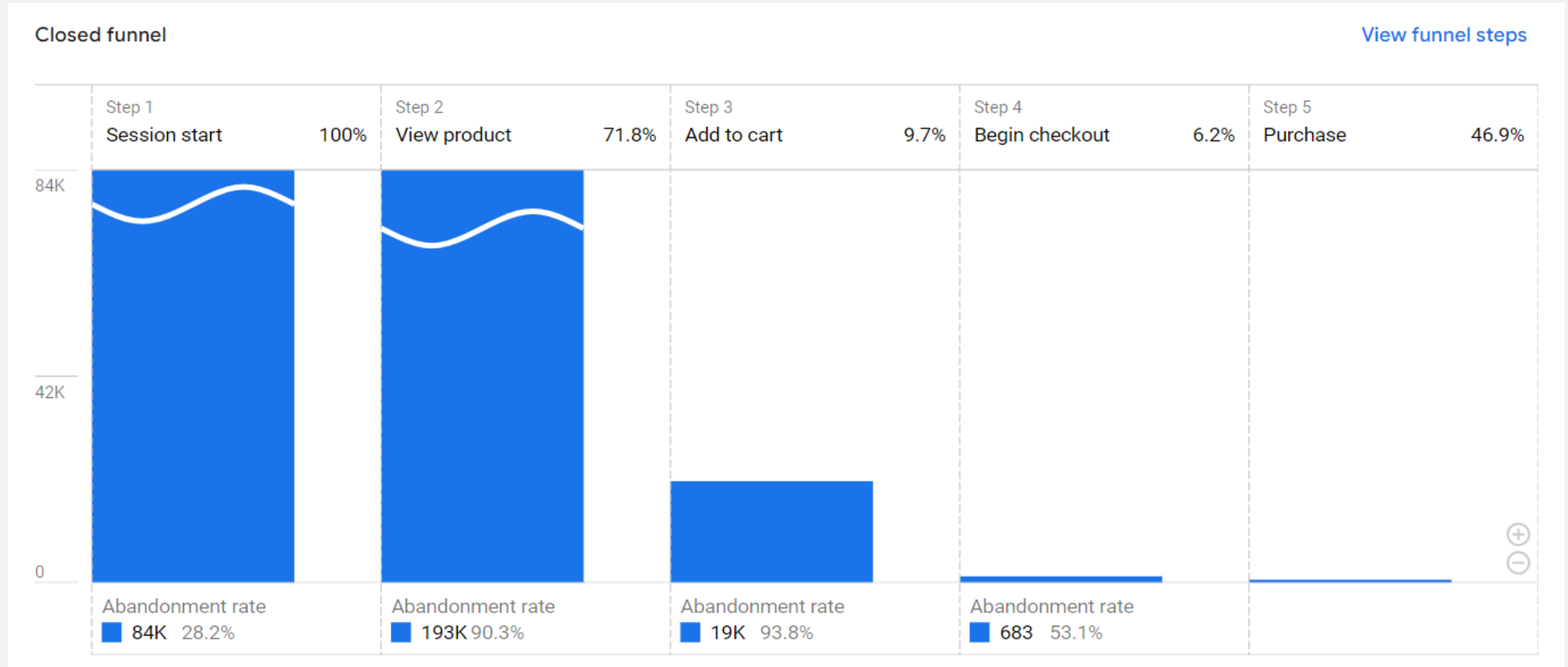
Ecommerce Product Reporting

E-commerce purchases: Item ID 📌 + 📅 Last 28 days Aug 15 - Sep 11, 2023 📊 🔗 📈 ✎

🔍 Search... Rows per page: 10 Go to: 1 < 1-10 of 29755 >

Item name	↓	Items purchased	Item revenue	First time purchasers	Items viewed	Items added to cart
		17,940 100% of total	£350,787.36 100% of total	7,265 100% of total	408,014 100% of total	1,100,323 100% of total
1 Lift the Flap Hidden World Series 3 Books Collection Set By Libby Walden, Stephanie Fizer Coleman -		496	£14,529.96	14	422	106
2 Never After Series by Emily McIntire 4 Books Collection Set - Fiction - Paperback		315	£10,466.90	45	1,356	982
3 Off-Campus Series By Elle Kennedy 5 Books Collection Set - Fiction - Paperback		228	£14,755.09	46	929	681
4 Briar U Series by Elle Kennedy 4 Books Collection Set - Fiction - Paperback		150	£4,821.65	32	393	419
5 Priest Trilogy Series by Sierra Simone 3 Books Collection Set - Fiction - Paperback		144	£3,622.06	34	610	531
6 Shatter Me Series By Tahereh Mafi 7 Books Collection Set - Ages 12+ - Paperback		133	£7,437.89	22	1,023	786
7 A Court of Thorns and Roses Series by Sarah J. Maas 5 Books Box Set - Fiction - Paperback		125	£5,681.67	34	1,922	981
8 Gift Wrap		119	£356.21	107	43	562
9 Numberblocks Friends Six to Ten By Learning Resources - Ages 3+		99	£2,192.80	95	1,666	304
10 Wipe Clean Learn to Write Activity 10 Book Set Collection Pack - Ages 3+ - Paperback		97	£990.41	88	1,230	368

User Purchase Funnel (For Ecom Sites)



Do I have to Upgrade My Ecommerce Tracking?

Most Likely Yes ..

1. However if using existing ecommerce implemented through Google Tag Manager Datalayer = You can use GTM to convert universal schema into GA4 version, without having to upgrade on page code*
2. If not leave your UA implementation unchanged & install GA4 in addition to your existing Universal analytics

New GA4 Ecommerce Schema

- Extra product categories provided and ability to track in app purchases
- New metrics added eg add_to_wishlist, view_cart, discount, currency

```
dataLayer.push({ ecommerce: null }); // Clear the
dataLayer.push({
  event: "purchase",
  ecommerce: {
    transaction_id: "T_12345",
    affiliation: "Google Merchandise Store",
    value: 25.42,
    tax: 4.90,
    shipping: 5.99,
    currency: "USD",
    coupon: "SUMMER_SALE",
    items: [
      {
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        affiliation: "Google Merchandise Store",
        coupon: "SUMMER_FUN",
        currency: "USD",
        discount: 2.22,
        index: 0,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_list_id: "related_products",
        item_list_name: "Related Products",
```


Section 4: Reports



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Acquisition Reporting

Acquisition Reporting

1. By Channel Grouping

Channels in the Acquisition reports are rule-based groupings of the most-common sources of traffic, and include:

- **Organic Search:** The search engines from which traffic originated
- **Social :** Any referral site automatically recognised as being from a social site
- **Referral:** Any referring domain other than that identified as being not organic, paid or social
- **Paid Search:** Any paid traffic source identified by (cpc | ppc)
- **Display:** The display-ad content and campaigns from which traffic originated
- **Email:** Email campaigns identified by the medium of 'email'
- **Direct:** Source exactly matches Direct AND Medium exactly matches (not set) OR Medium exactly matches (none)

2. By Source = The name of the source eg Google, Facebook, Bing, Spring Email Every visit to your site has a source, or point of origin – for example, a search engine (e.g. google, yahoo, bing), a referring site (e.g. youtube.com, zazzle.com), one of your newsletters (spring_newsletter), or users enter your URL or have it bookmarked (direct).

3. By Medium: = The type of traffic or Method in which users reached you eg Organic, PPC, Email, Direct, Affiliate, Referral

4. By Campaign = the specific campaign details of the traffic source identified by a campaign parameter eg “FB Spring Sale Campaign 001”

5. By Keyword: The paid and organic search terms that brought users to your site. For Google organic searches, when SSL search is enabled, Keyword has the value (not provided).

Session Acquisition

The session acquisition report shows you where both new and returning users are coming from when they start new sessions.

↓ Session default channel group ▾ +	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾
	392,607 100% of total	354,981 100% of total	0m 58s Avg 0%	1.18 Avg 0%	12.70 Avg 0%	90.42% Avg 0%	4,986,449 100% of total	1,707,458.00 100% of total
1 Unassigned	10,440	7,765	1m 15s	0.94	15.12	74.38%	157,831	49,544.00
2 Referral	3,000	2,365	0m 53s	0.93	11.66	78.83%	34,985	11,363.00
3 Paid Social	53,080	52,599	0m 28s	1.34	9.31	99.09%	494,345	225,138.00
4 Paid Shopping	2,365	2,235	1m 10s	1.12	10.62	94.5%	25,121	10,144.00
5 Paid Search	17,832	16,124	1m 39s	1.30	18.28	90.42%	325,972	101,072.00
6 Paid Other	6,693	6,441	0m 46s	1.09	7.51	96.23%	50,273	23,414.00
7 Organic Video	251	212	1m 47s	1.08	18.24	84.46%	4,578	1,311.00
8 Organic Social	7,792	6,586	1m 16s	1.00	15.50	84.52%	120,744	38,239.00
9 Organic Shopping	4,241	3,966	0m 46s	2.16	11.10	93.52%	47,070	15,786.00
10 Organic Search	79,891	69,055	1m 28s	1.17	15.60	86.44%	1,246,132	381,753.00

User Acquisition

Use the User acquisition report to see which channels are bringing in first time (**New**) users. Choose from a range of user dimensions:

First user default channel group +		Event count All events	Conversions All events	Total revenue
		4,986,449 100% of total	1,707,458.00 100% of total	£316,928.09 100% of total
1	Direct	1,563,353	478,762.00	£117,655.61
2	Cross-network	902,142	365,215.00	£84,026.69
3	Organic Search	1,237,192	379,962.00	£25,684.39
4	Paid Social	489,626	222,049.00	£23,461.25
5	Paid Search	300,246	94,069.00	£19,188.04
6	Organic Social	116,672	37,395.00	£2,618.38

- First user default channel group
- First user medium
- First user source
- First user source / medium
- First user source platform
- First user campaign
- First user Google Ads ad network type
- First user Google Ads ad group name
- First user Expanded channel groups

Cross-network is from Google Ads (Performance Max Ads)

Google Ads & Search Console

The screenshot displays the Google Analytics Acquisition Overview report. The left sidebar shows navigation options: Reports snapshot, Realtime, Life cycle, Acquisition (highlighted with a red box), User acquisition, Traffic acquisition, Engagement, Monetization, Retention, User, Demographics, and Tech. The main content area features an 'Acquisition overview' line chart showing user acquisition from May 1st to May 22nd. To the right of the chart is a 'TOP COUNTRIES' table listing United Kingdom (9 users), Pakistan (1 user), and Vietnam (1 user). Further right is a table of acquisition channels: Paid Search (493), Organic Social (407), Email (346), Referral (101), and Paid Social (80). Below the chart and tables are three sections: 'Sessions by Session default channel group' (listing Organic Search, Direct, Paid Search, Organic Social, Email, Referral, Paid Social), 'Sessions by Session Google Ads campaign' (listing UK_SRCH ...& CONTENT, UK_SRCH - ...cca Brand, UK_SRCH - ... Marketing, UK_SRCH - PPC, UK_SRCH - SEO & Tech, UK_SRCH - Social, UK_SRCH - ...+30km Only), and 'Organic google search impressions by Landing page' and 'Organic google search clicks by Organic google search query'. A yellow callout box with the text 'Click to access reports' has three arrows pointing to red-bordered boxes containing the links: 'View Google Ads campaigns', 'View Google organic traffic acquisition', and 'View Google organic search queries'. The bottom left corner shows a 'Library' icon, and the bottom right corner shows the date 'd 2023'.

Where to Access Google Ads and Search Console

Click to access reports

View Google Ads campaigns →

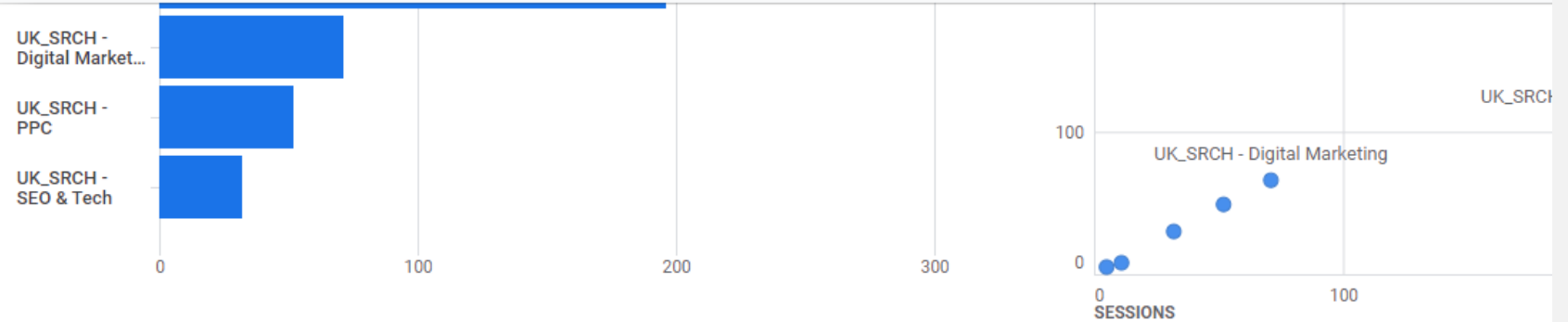
View Google organic traffic acquisition →

View Google organic search queries →

Google Ads Reporting

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition
- Engagement
- Monetization
- Retention
- User
 - Demographics
 - Tech

Google Ads campaigns: Session Google Ads campaign



Session Google Ads campaign	Users	↓ Sessions	Engaged sessions	Google Ads clicks	Google Ads cost
Totals	508 100% of total	646 100% of total	380 100% of total	656 100% of total	£2,306.40 100% of total
1 UK_SRCH - PR & CONTENT	246	279	144	328	£1,115.41
2 UK_SRCH - Anicca Brand	106	196	138	140	£141.73
3 UK_SRCH - Digital Marketing	66	71	48	77	£461.71
4 UK_SRCH - PPC	49	52	20	59	£285.12
5 UK_SRCH - SEO & Tech	30	32	20	37	£216.94
6 UK_SRCH - Social	8	11	8	9	£59.39
7 UK_SRCH - PPC PPC - Leicestershire +30km Only	5	5	2	6	£26.10

Google Search Console Reporting

Search...		Rows per page: 10		Go to: 1 < 1-10 of 902 >		
Landing page ▾	+	↓ Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position	Users
Totals		1,859 100% of total	591,259 100% of total	0.31% 100% of total	53.95 100% of total	1,377 100% of total
1	/images/Web-development-proposal-Anicca-Solutions.pdf	399	9,550	4.18%	34.45	0
2	/	289	110,855	0.26%	54.05	278
3	/blog/free-social-audit-tools/	165	5,810	2.84%	53.12	164
4	/leicester-digital-live-2022/	142	4,190	3.39%	33.28	132
5	/pricing-rate-card/	117	6,295	1.86%	21.18	107
6	/?UTM_source=GMB_listing&UTM_medium=organic	74	8,995	0.82%	4.00	99
7	/blog/wordpress-site-hacked-fake-spam-urls-resolved/	69	1,965	3.51%	51.85	65
8	/blog/ppc-agency-costs-to-manage-adwords-pay-per-click/	46	26,542	0.17%	68.51	47
9	/blog/creating-a-google-shopping-feed-from-scratch-using-googl...	35	6,452	0.54%	47.11	35
10	/grant-funded-digital-skills-bootcamps/	35	2,501	1.4%	28.93	40

What does Direct / None mean

1	(direct) / (none)	29,881	40,544	30,985
---	-------------------	--------	--------	--------

Direct/none means Analytics can't determine an entrance source for a particular user. It has received no referral information for this user and can't tell you exactly how their [session on your site](#) started.

1. User typed directly in browser or came via bookmark
2. Any untagged or improperly tagged source without referrer information
3. Mobile applications that don't send a referrer.
4. Word/PDF documents that don't send a referrer.
5. '302 redirects' that sometimes cause the referrer to be dropped.
6. During http to https redirect (or vice versa) the referrer is not passed because of security reasons.
7. All such traffic is treated as direct traffic by Google.
8. Can include Dark Social link clicks from Email, Text messages/SMS, Messaging apps like WhatsApp !

What does 'Not Set' mean

(not set)		2,284	1,695
-----------	--	-------	-------

(not set) is a placeholder name that Analytics uses when it hasn't received any information for a dimension.

- Session source / medium will report (not set) for sessions where the [automatically collected event](#) session_start is missing.
 - Not set can appear in Google Ads reports when:
 - Google Ads account and Analytics property are not linked
 - Auto-tagging is not enabled
 - Traffic from unlinked Google Ads accounts
 - Manually tagged destination URLs with incomplete or incorrect UTM parameters
 - (other) is the value Analytics uses for an aggregated row due to cardinality limits.
- *Unassigned* is the value Analytics uses when there are no other channel rules that match the event data

Channels & Campaign Tracking

GA4 Default Channel Definitions

Reports snapshot

Real-time

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Library

Session default channel group	Users
	14,336 100% of total
1 Organic Search	6,028
2 Direct	4,026
3 Display	3,086
4 Referral	1,045
5 Organic Social	188
6 Paid Search	134
7 Unassigned	92
8 Email	2
9 Organic Video	2
10 Paid Social	1

- See which digital channels are driving visits and conversions to your website
- Channels group / bundle traffic sources together
- Review conversion rates and revenue for each channel
- **Unassigned** is the value Analytics uses when there are no other channel rules that match the event data.
- **(other)** is the value Analytics uses for an aggregated row due to system defined limits over the amount of rows that can be reported

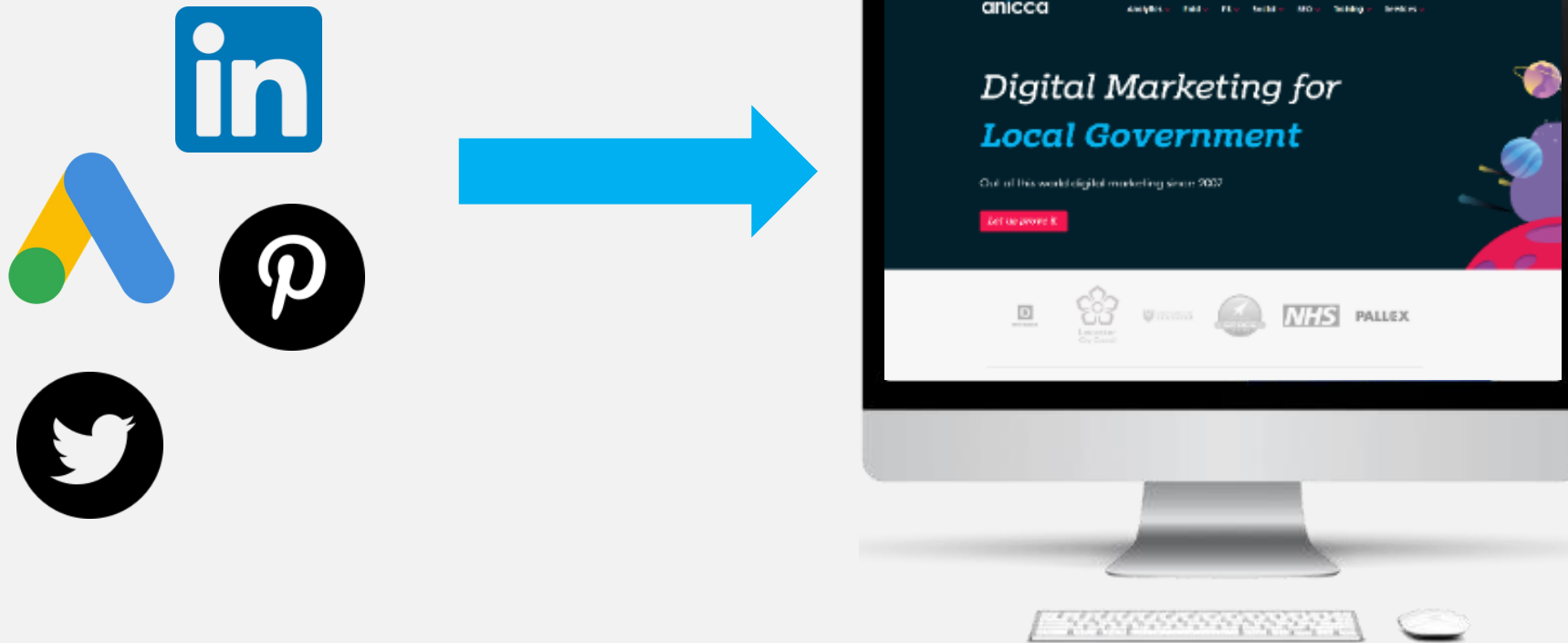
GA4 Default Channel Definitions

- GA4 will group traffic based on its own rule based classification.
- You need to be aware of this when you are setting your UTM campaign source and mediums
- You can find the rule definitions [here](#)

Channel	Analytics definition
Channels for Google Ads traffic	
Paid Shopping	Source platform is "Google Ads" AND Google Ads campaign type is "Shopping"
Paid Search	Source platform is "Google Ads" AND Google Ads ad network type is one of ("Google Search", "Google Partners")
Paid Video	Source platform is "Google Ads" AND Google Ads ad network type is one of ("YouTube Search", "YouTube Videos")
Display	Source platform is "Google Ads" AND Google Ads ad network type is one of ("Google Display Network")

Track Campaigns with UTM Tracking Codes

Allow campaigns to be recognised within Google Analytics by adding utm parameters to your campaign links



https://anicca.co.uk/?utm_source=facebook&utm_medium=paidsocial&utm_campaign=winter_sale_2020

UTM Builder Tool

Use the Google Analytics free builder tool to help you create your utm links

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *

The full website URL (e.g. https://www.example.com)

campaign ID

The ads campaign id.

campaign source *

The referrer (e.g. google, newsletter)

campaign medium *

Marketing medium (e.g. cpc, banner, email)

campaign name *

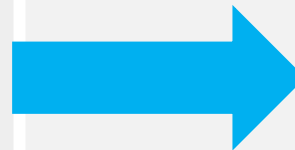
Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content

Use to differentiate ads



Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL

 Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL

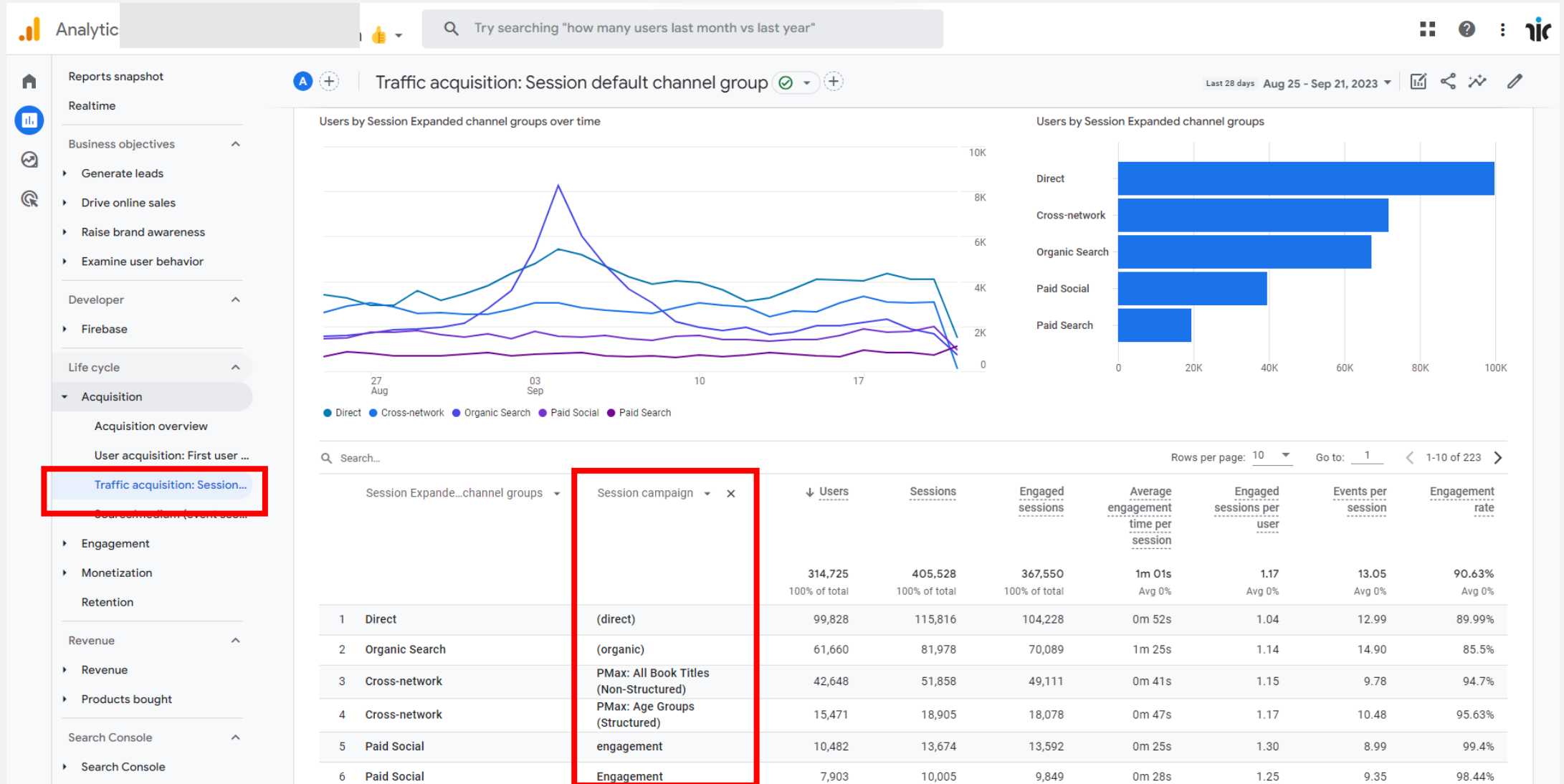
GA4 UTM Parameters

* = strongly recommended

Parameter	Dimension name within GA4
utm_source * (i.e the platform sending the traffic)	Source, First user source, Session source
utm_medium * (i.e the general type of traffic think of this as a category)	Medium, First user medium, Session medium
utm_campaign * (i.e the campaign name)	Campaign, First user campaign, Session campaign
utm_term (i.e the keyword, ad headline, email subject line)	Manual term, Session manual term, First user manual term
utm_content (i.e Use utm_content to differentiate ads or links that point to the same URL.)	Manual ad content, Session manual ad content, First user manual ad content
utm_id (Used to identify a specific campaign or promotion)	Source platform, Session source platform, First user source platform

Failure to not include UTM tracking will result in **campaign information** not being passed and **source data** not accurately being identified in GA.

Use “secondary dimension” for campaigns



Campaign UTM Examples:

Keep naming conventions lowercase and use _underscores for spaces. These are just some recommended examples, however campaign naming and tagging should be based around your own business and reporting needs.

utm_source*

facebook
google
youtube
newsletter
linkedin
twitter
instagram
pinterest

utm_medium*

organic (organic search)
cpc (paid search)
email
affiliate
webinar
podcast
guest_post
event
paid_display
organic_social
paid_social

utm_campaign

back2school
academy_launch
certification005
conference_launch

utm_content

advertorial
advert
carousel_ad
message_ad
web_banner_ad_120x900

utm_term

win20off
signup
learnmore

Campaign Naming Structure

Using a consistent and proper naming structure for your campaigns will help you easily filter and identify your campaigns. There are many ways to do this.

By Product Variable: eg Brand, category, Sub Category, Product Name

By Offer: eg Promotion name / sale name

By Targeting Variable: eg Location, Ad type, Campaign Objective, Audience, Placement, Traffic Source

Example Campaign Naming

us_nike_running_pegasus_10off_remarketing

[Geo] [Brand] [Category] [Sub-category] [promotion] [objective]

Recommendations

- Pick a standard delimiter (e.g., underscore, dash, or pipe) to mark where one variable ends and the next begins.
- Use all lowercase to prevent against capitalisation
- Do not include blank spaces

Custom Dimensions & Metrics

Create Custom Dimensions & Metrics

Admin > Custom Definitions

For dimensions and metrics that don't exist within GA4, you can choose to create your own 'custom dimensions' based on things that are relevant to your needs. This can help you with understanding and analysis based on data tailored to your business analysis needs. Set at a User level, event level, or product level. You can set up to 50 custom dimensions* and 50 custom metrics*

Custom definitions

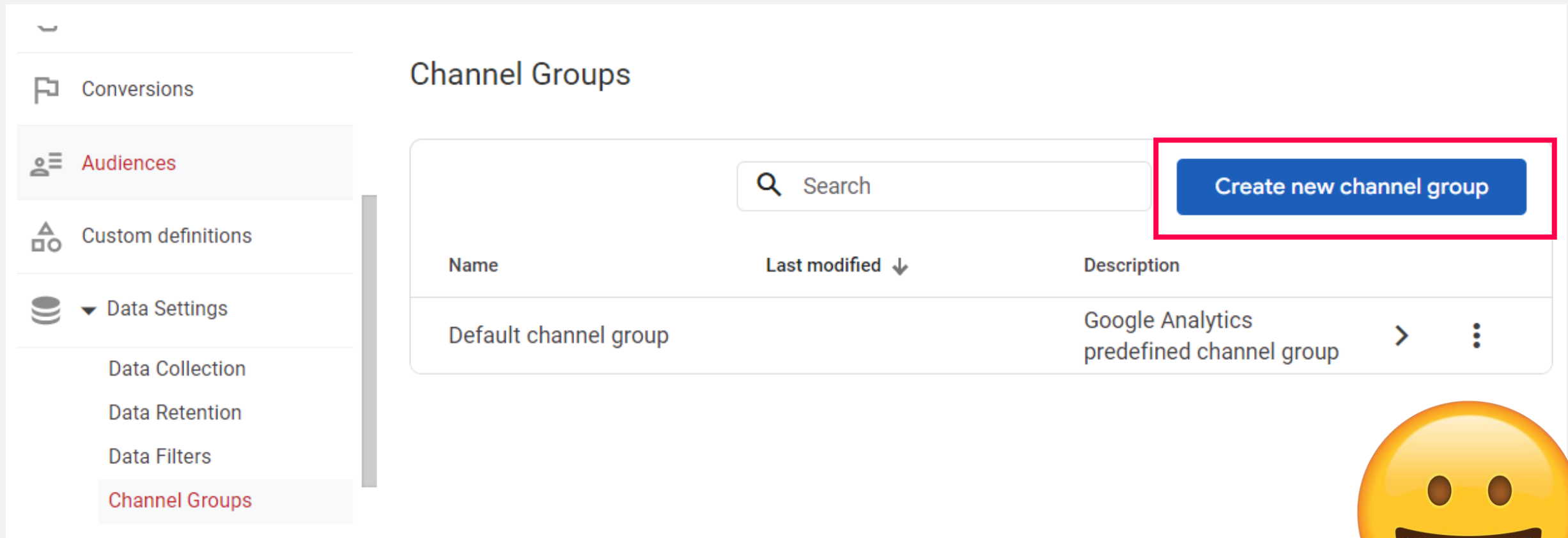
[Quota information](#)

Custom dimensions Custom metrics [Create custom dimensions](#)

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed	
Author Name		Event	author_name	16 Mar 2023	⋮
Member Renewal Date		Event	member_renewal_date	16 Mar 2023	⋮
Subscription Type		Event	subscription_type	16 Mar 2023	⋮
User ID		User	userID	16 Mar 2023	⋮

Define your own Custom Channel Groups

Custom channel groups are available to all clients and you can use them across standard and custom reports and explorations to see current and historical views of your campaign channels.

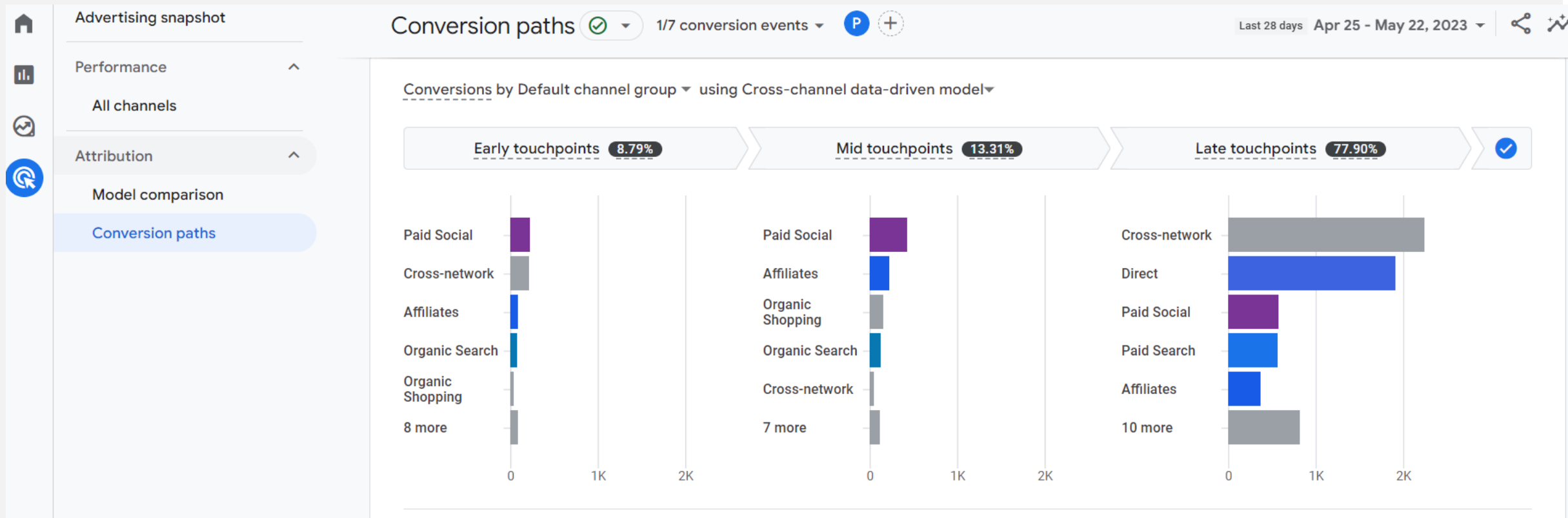


The screenshot shows the Google Analytics interface. On the left is a navigation sidebar with the following items: 'Conversions', 'Audiences', 'Custom definitions', 'Data Settings' (with a dropdown arrow), and 'Channel Groups' (highlighted in red). The main content area is titled 'Channel Groups' and features a search bar with a magnifying glass icon and the text 'Search'. To the right of the search bar is a blue button with the text 'Create new channel group', which is enclosed in a red rectangular box. Below the search bar is a table with the following columns: 'Name', 'Last modified' (with a downward arrow), and 'Description'. The table contains one row with the following data: 'Default channel group' in the 'Name' column, 'Last modified' in the 'Last modified' column, and 'Google Analytics predefined channel group' in the 'Description' column. To the right of the description text are a right-pointing chevron and a vertical ellipsis menu icon. In the bottom right corner of the screenshot is a large yellow smiley face emoji.

Attribution Reporting

Attribution Reporting

You will need to have at least one conversion event in order to use attribution reporting.



Compare Attribution Models

Model comparison ✓ 1/7 conversion events R + Last 28 days Apr 25 - May 22, 2023

Default channel group +	Attribution model (non-direct) Cross-channel last click model		Attribution model (non-direct) Cross-channel data-driven model		% Change	
	↓ Conversions	Revenue	Conversions	Revenue	Conversions	Revenue
	8,322 100% of total	£286,170.87 100% of total	8,322.00 100% of total	£286,170.86 100% of total	0%	>-0.01%
1 Cross-network	2,442	£73,581.67	2,513.70	£75,981.98	2.94%	3.26%
2 Direct	1,914	£64,053.58	1,914.00	£64,053.58	0%	0%
3 Paid Social	1,224	£33,261.95	1,222.45	£33,361.07	-0.13%	0.3%
4 Paid Search	677	£26,820.86	610.82	£24,005.15	-9.78%	-10.5%
5 Affiliates	621	£26,404.61	683.57	£29,541.95	10.08%	11.88%
6 Organic Shopping	557	£26,874.52	544.54	£26,447.30	-2.24%	-1.59%
7 Organic Search	445	£19,068.42	421.65	£18,379.12	-5.25%	-3.61%
8 Unassigned	130	£4,908.24	128.82	£4,682.14	-0.9%	-4.61%
9 Paid Shopping	100	£3,181.10	79.53	£2,293.52	-20.47%	-27.9%
10 Organic Social	71	£2,178.62	65.71	£1,921.69	-7.44%	-11.79%

Section 5: Custom Reporting (Library & Explorer)



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Library

Home icon

Reports snapshot

Realtime

Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

User

- User Attributes
 - Overview
 - Demographic details
 - Audiences
- Tech
 - Overview
 - Tech details

Collections

Create new collection

Business objectives

Unpublished · Business object...

- Generate leads
- Drive online sales
- Raise brand awareness
- Examine user behavior

Edit collection

Life cycle

Published · Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

Edit collection

User

Published · User

- User Attributes
- Tech

Edit collection

Reports

[+ Create new report](#)

Create overview report


Create detail report

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collection	Description	
<input type="checkbox"/>		Generate leads overview	-	-	Generate leads overview	Business objectives		
<input type="checkbox"/>		Audiences	-	-	Audiences	Business objectives, User		
<input type="checkbox"/>		User acquisition	-	-	User acquisition	Business objectives, Life cycle	User count by medium, along with engagement, event-count, conversion,...	
<input type="checkbox"/>		Traffic acquisition	-	-	Traffic acquisition	Business objectives, Life cycle	User count by source/medium, along with engagement, event-count, conver...	
<input type="checkbox"/>		Landing page	-	-	Landing page	Business objectives, Life cycle	Landing Page by Views, New users, Conversions, and Total Revenue.	
<input type="checkbox"/>		Drive online sales overview	-	-	Drive online sales overview	Business objectives		

Library


Building a custom report

← Create new




Blank
Add dimensions, metrics, and other cards.


Start from a template




User acquisition
User count by medium, along with engagement, event-count, conversion, and revenue metrics.
Dimensions: First user default channel group, First user medium, First user source, First user ...




Traffic acquisition
User count by source/medium, along with engagement, event-count, conversion, and revenue metrics.
Dimensions: Session default channel group, Session source / medium, Session medium, Ses...




Events
Event count by event name, along with total users that triggered the event, event count per user, and revenue per event.
Dimensions: Event name




Conversions
Dimensions: Event name




Pages and screens
Web pages and app screens by total views, number of users who viewed each page/screen, average engagement time, and ...
Dimensions: Page title and screen class, Page path and screen class, Page title and screen na...




Landing page
Landing Page by Views, New users, Conversions, and Total Revenue.
Dimensions: Landing page



Ecommerce purchases
Item purchases by views, cart activity, and revenue.
Dimensions: Item name, Item ID, Item category, Item category 2, Item category 3, Item category ...



Checkout journey
Dimensions: Device category, Country, Region, City, Language, Age, Gender, Browser



In-app purchases
Product purchases by quantity and revenue.
Dimensions: Product ID

Select a template



Create new collection



Blank

Create a blank collection and add topics and reports.

Start from a template

Firebase

App developer

Ideal for Android and iOS app developers; focuses on the in-app user experience.

- Acquisition
- Retention
- Engagement
- Monetization

Games reporting

Ideal for game developers and marketers; utilizes dimensions and metrics relevant to app-based games.

- Acquisition
- Engagement
- Monetization
- Retention

Life cycle

Helps you understand your customer's full experience from acquisition to retention.

Search Console

Search Console

For Search Console integrations.

- User Attributes
- Tech

User

Helps you understand your customer's demographics and the technology they use.

- Generate leads
- Drive online...
- Raise brand...
- Examine user...

Business objectives

These reports are customized to your business objectives, such as sales targets, customer metrics, and more.

Search Queries report

Analytics | All accounts > 1 Anicca.co.uk | 1. Anicca.co.uk - GA4 ✓ | Try searching "link with Ads"

← Back | Google Organic Keywords | Last 28 days: Aug 25 - Sep 21, 2023 | Save...

Stream ID exactly matches 'anicca.co.uk'

Organic google search clicks over time

Organic google search clicks by Organic google search query

Query	Clicks
anicca digital	87
annica	21
annica digital	20
website development proposal sample	20
leicester digital live	17

Organic google search query	Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position
	425 100% of total	409,660 100% of total	0.1% Avg 0%	60.85 100% of total
1 anicca digital	87	219	39.73%	1.36
2 annica	21	314	6.69%	3.49
3 annica digital	20	48	41.67%	1.00
website development proposal sample	20	48	41.67%	1.00

Customize report

REPORT DATA

- Dimensions >
- Metrics >

REPORT FILTER

- Stream ID exactly matches 'anicca.co.uk' ✕

CHARTS

- Line Chart >
- Bar Chart >

REPORT TEMPLATE

Queries

SUMMARY CARDS

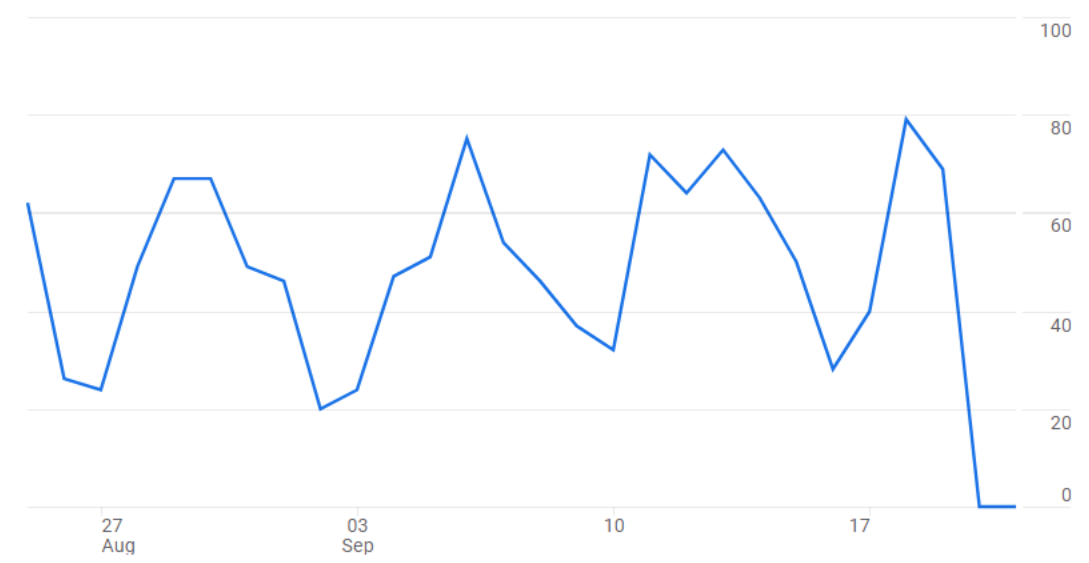
- Organic google search clicks by Organic google search ...
- + Create new card

- Reports snapshot
- Realtime
- Business objectives
 - Generate leads
 - Drive online sales
 - Raise brand awareness
 - Examine user behavior
- Life cycle
 - Acquisition
 - Engagement
- Search Console
 - Search Console
 - Queries**
 - Google organic search traf...
- User
 - User Attributes
 - Tech
- Library

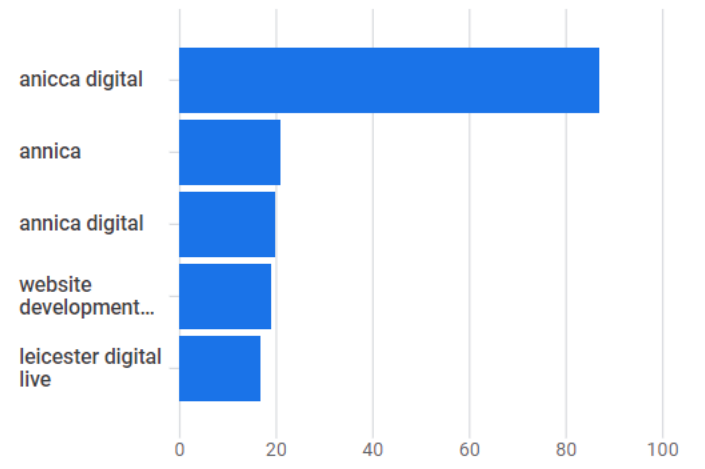
All Users Add comparison + Last 28 days Aug 25 - Sep 21, 2023

Queries: Organic google search query ✓

Organic google search clicks over time



Organic google search clicks by Organic google search query



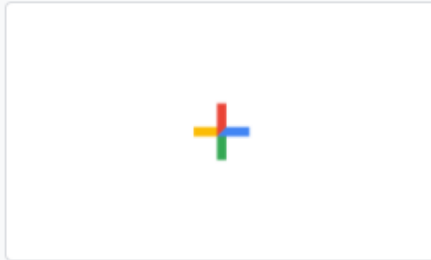
Search... Rows per page: 10 Go to: 1 < 1-10 of 16109 >

	Organic google search query	Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position
		425 100% of total	409,660 100% of total	0.1% Avg 0%	60.85 100% of total
1	anicca digital	87	219	39.73%	1.36
2	annica	21	314	6.69%	3.49

Explorer

New Explorer Area

Techniques



Blank
Create a new exploration



Free form
What insights can you uncover with custom charts and tables?



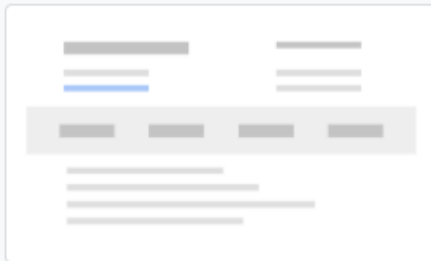
Funnel exploration
What user journeys can you analyze, segment and breakdown with multi-step funnels?



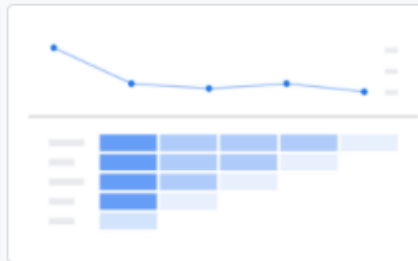
Path exploration
What user journeys can you uncover with tree graphs?



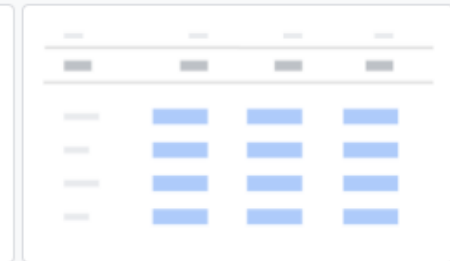
Segment overlap
What do intersections of your segments of users tell you about their behavior?



User explorer
What individual behaviors can you uncover by drilling into individual user activities?



Cohort exploration
What insights can you get from your user cohorts behavior over time?



User lifetime
What can you learn by analyzing the entire lifetime of your users?

Funnel Analysis – Build Your Own

Analysis Name: Checkout Behavior Fu... (read-only)

Dec 28, 2020 - Jan 24, 2021

SEGMENTS

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

DIMENSIONS

- Event name
- Gender
- Country
- Device category
- User medium: Cros...

METRICS

- Active users
- Event count
- Transactions

TECHNIQUE

Funnel analysis

Visualization

Standard funnel

MAKE OPEN FUNNEL

SEGMENT COMPARISONS

STEPS

- Begin Checkout
- Billing & Shipping
- Review
- Purchase

BREAKDOWN

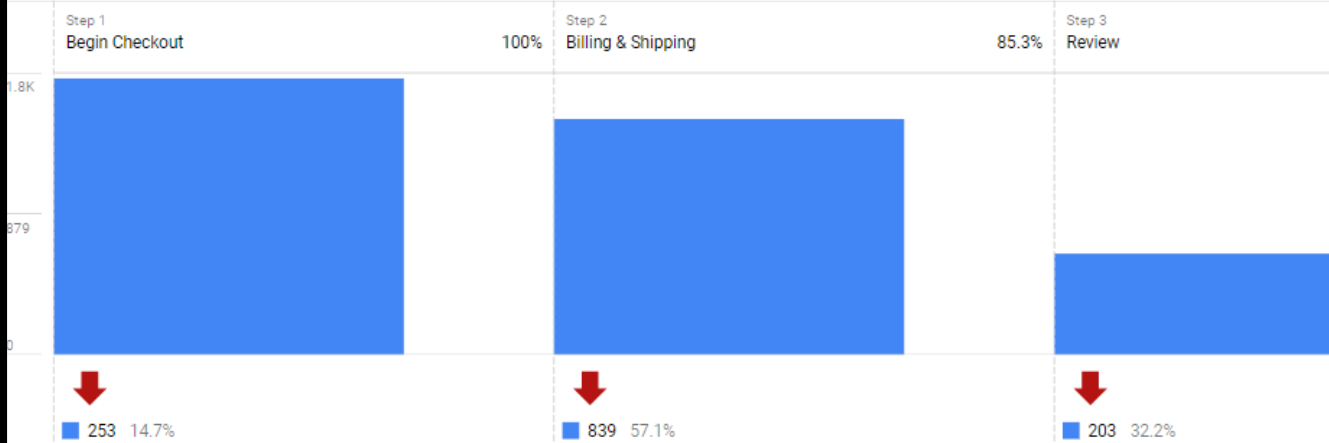
Device category

Rows per dimension: 5

SHOW ELAPSED TIME

NEXT ACTION

FILTERS



Step	Device category	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Begin Checkout	Total	1,722 (100.0%)	85.3%	253	14.7%
	desktop	1,511 (100.0%)	86.6%	203	13.4%
	mobile	205 (100.0%)	75.6%	50	24.4%
	tablet	6 (100.0%)	100.0%	0	0.0%
2. Billing & Shipping	Total	1,469 (85.3%)	42.9%	839	57.1%
	desktop	1,308 (86.6%)	43.5%	739	56.5%
	mobile	155 (75.6%)	38.7%	95	61.3%
	tablet	6 (100.0%)	16.7%	5	83.3%
3. Review	Total	630 (36.6%)	67.8%	203	32.2%
	desktop	569 (37.7%)	70.1%	170	29.9%
	mobile	60 (29.3%)	46.7%	32	53.3%
	tablet	1 (16.7%)	0.0%	1	100.0%
4. Purchase	Total	427 (24.8%)	-	-	-

Step 1: First open/visit

first_open

OR

first_visit

AND

is indirectly followed by

Step 2: Organic visitors

User acquired campaign ... contains organic

AND

is indirectly followed by

Step 3: Session start

session_start

AND

Path Analysis

Variables

Analysis Name:
*Page Path Analysis

Custom
Dec 16, 2020 - Feb 8, 2021

SEGMENTS

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

DIMENSIONS

- Event name
- Gender
- Country
- Device category
- User medium: Cros...

METRICS

- Active users
- Event count
- Total users

Tab Settings

TECHNIQUE
Path analysis

SEGMENT
Drop or select segment

NODE TYPE

- Event name
- Page title and scree...
- Page title and scree...

VIEW UNIQUE NODES ONLY

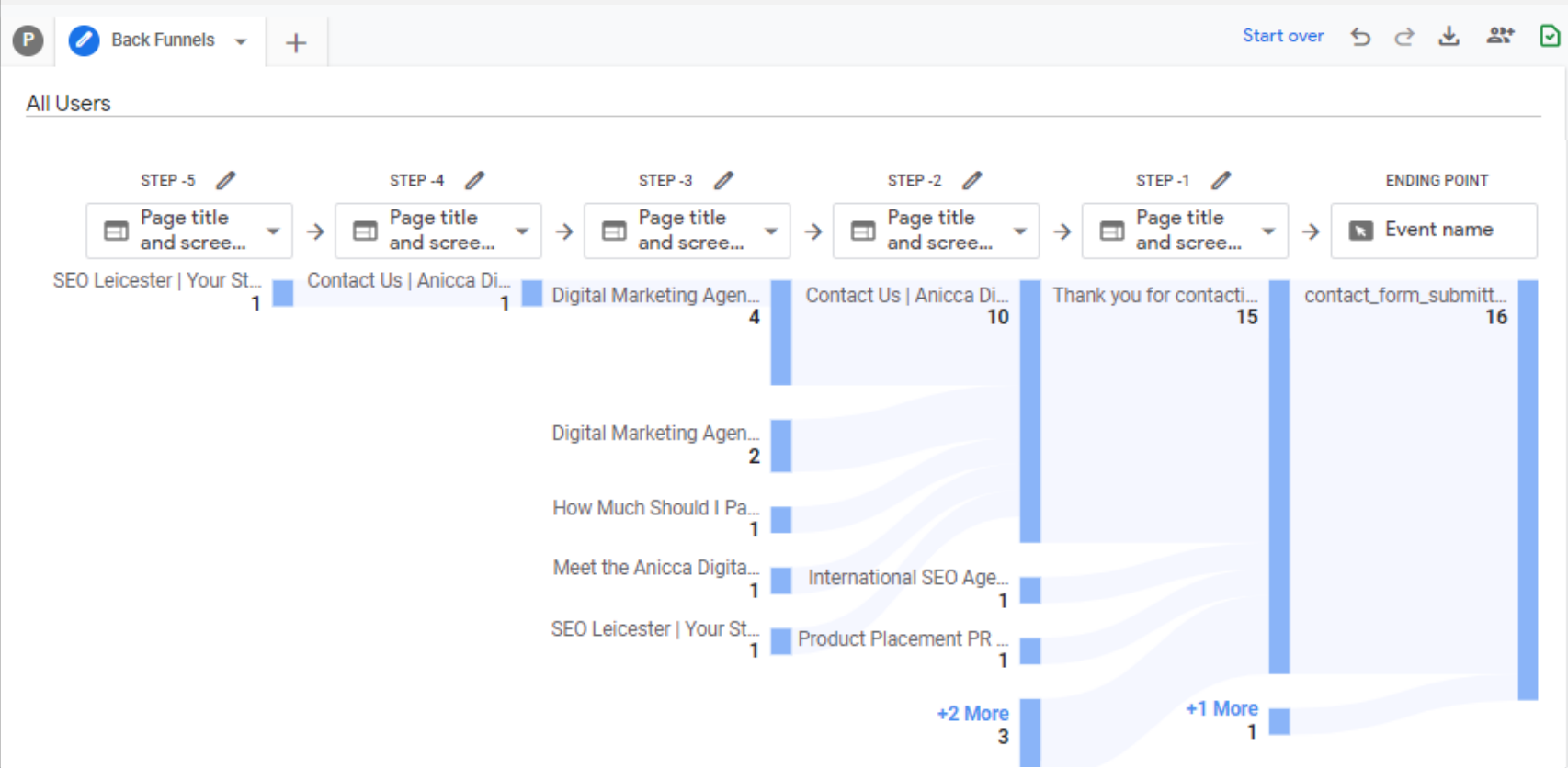
BREAKDOWN
Drop or select dimension

VALUES

- Event count

FILTERS
Drop or select dimension or metric

NODE FILTERS
No node filters applied.



Options to choose from starting point or end point

User Lifetime Reporting

Available only in Explore.

First user source	Total users	↓ LTV: Total	Lifetime transactions: Total
Totals	851,655 100.0% of total	£735,526.14 100.0% of total	18,159 100.0% of total
1 google	760,025	£661,431.19	16,398
2 bing	47,036	£52,887.07	1,077
3 facebook	46,708	£20,704.57	664
4 instagram	1,181	£503.32	20

Custom Reports Examples

- Acquisition Report
- Top Page Report
- Landing Page Report
- User Lifetime Acquisition by Traffic
- User Lifetime Acquisition by Date
- Search Term Report
- Google Ads
- Search Console (Data NOT AVAILABLE IN EXPLORATIONS)
- Site Search Report
- Video Plays
- Video Completions
- file_download
- Create a funnel exploration report for checkout (Google Merch Store Example)
- Bonus - Path exploration

Section 6: Building GA4 Audiences

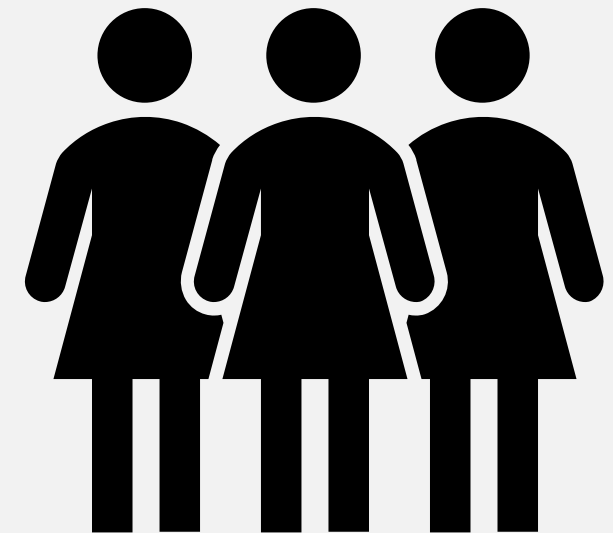


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Creating Audiences within GA4

Audiences let you segment your users in the ways that are important to your business. You can segment by dimensions, metrics, and events to include practically any subset of users.

- Set at a user, session, or event level
- Set based on demographic, age, gender, location
- Set based on level engagement or activity carried out
- Set by time period i.e same day, past 7 days etc
- Set by sequence of activities carried out
- Audiences can update dynamically
- Choose to exclude temporarily or permanently



Example Audiences

- Users that added item to basket but didn't convert
- Users who downloaded content and engaged within last 30 days
- Users who came from social media
- Users who subscribed to email
- High value spenders who spent X amount

Choose from Prebuilt Audiences and Custom Audiences.

Audiences: Group Users By Engagement



Non- Engagers – users who immediately abandoned

Engaged Users - users who viewed 2 pages or more and hung around for 1 minute or more?

Repeat Engagers – users who have come back to the site

High Intent users – showed signs of being interested in product or service

Converted Users – users who purchased or signed up



Create An Audience in GA4

Admin > Audiences > New Audiences


The screenshot displays the Google Analytics 4 Admin interface. On the left, the 'ADMIN' tab is active, and the 'Audiences' menu item is highlighted with a red box. The main content area shows the 'Audiences' page with a 'New audience' button also highlighted with a red box. Below the button is a table with columns for Audience name, Description, Users, % Change, and Created On.

Audience name	Description	Users	% Change	Created On
---------------	-------------	-------	----------	------------

Create Your Audience

Start from scratch

Define an audience with whatever conditions you would like.


 [Create a custom audience](#)


Use a reference


Prebuilt audience suggestions for you to consider.


General


Templates


 Predictive

 **Recently active users**
Users that have been active in a recent period

 **Non-purchasers**
Users that have not made a purchase

 **Purchasers**
Users that have made a purchase

 **7-day inactive users**
Users who were once active, but have not been active for the last 7 days

 **7-day inactive purchasers**
Purchasers who were once active, but have not been active for the last 7 days

Example: Users Who came via Organic Search



← First Visit Organic Search [Help center](#) Cancel Save

Provide a short description

● Include users when: Person icon Trash icon

First user default channel group Or Close icon

And

+ Add condition group to include

○ Add group to exclude

Condition*

contains

Organic Search

At any point in time

Cancel Apply

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

+ Create new

One of your filter definitions is not complete.

Summary

USERS IN THIS AUDIENCE

-

Audiences membership can be set to a max limit of 540 days (17 Months)

Example: Users Who Viewed Specific Content



← Users who viewed Blog Page

[Help center](#) Cancel **Save**

Provide a short description

Include users when:



page_view

page_location

page_location

Or



And

Condition*

contains

/blog

Cancel **Apply**

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

[+ Create new](#)

Summary

USERS IN THIS AUDIENCE

11K

99.8% of all users

Audiences membership can be set to a max limit of 540 days (17 Months)

Users who carried out specific event



← Users who Downloaded Help center Cancel Save

Provide a short description

Include users when: Person icon Trash icon

Search items

- Events ▶
 - file_download
 - first_open
 - first_visit
 - hubspot_form_catch_all
 - hubspot_form_contact
 - hubspot_form_demo_request
 - hubspot_form_free_trial
 - hubspot_form_quote_request
 - hubspot_form_webinar
 - in_app_purchase
- Dimensions ^
- Attribution ▶
- Custom ▶
- Demographics ▶
- Ecommerce ▶
- Event ▶
- Gaming ▶
- General ▶
- Geography ▶

Or ✕

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

[+ Create new](#)

Summary

USERS IN THIS AUDIENCE

22


0.2% of all users

INCLUDE 22 EXCLUDE -

Example: Users Who spent more than 3 minutes



← Session Duration More than 3 mins (60 Days)**

 Viewed more than 3 pages but didn't complete any form

Include users when:



Session
duration

> 180

Set session duration in seconds

AND

user_engage
ment

Repeat Visitors

The screenshot shows a user filter configuration interface. At the top, it says "Include users when:" with a user icon and a trash icon. Below this, there is a field for "session_start" with a dropdown arrow. To the right of this field is a "value" input field. A modal dialog is open over the "value" field, showing a "Condition*" dropdown set to "≥" and a text input field containing the number "3". Below the modal, there are buttons for "Cancel" and "Apply". To the right of the modal, there is a text box containing the text "i.e more than 3 sessions".

i.e more than 3 sessions

Multi Step Conditions



Ability to build sequences based on steps and time taken

Add a description

Include **Users** when:

Sequence 1

Step 1

page_view

page_location contains **blog**

Add parameter

Or

And

is indirectly followed by

Within 5 Minutes

Step 2

file_download

Add parameter

Or

And

Membership duration

30 days

Set to maximum limit

Audience Trigger

[+ Create new](#)

Summary

Users in this audience

5

0.13% of all users

Include

5

Exclude

-



GA4 Audience Limitations

As with any new feature, there are a few limitations to consider when working with GA4 Audiences. Current limitations include:

Audience Limits:

- A limit of 100 audiences per property
- A limit of 20 audience-trigger events per property

Note: If these limits are reached, audiences can be archived.

Time needed to build lists:

- It can take 24-48 hours for the audience to accumulate users
- It can take 24-48 hours for GA4 to add a new user to an audience based on the specified criteria

Audience Based Events

Include **Users** when:

blog_article_view

Add parameter


AND


academy_free_access


Add parameter

And

Condition scoping

 Across all sessions

 Within the same session

 Within the same event

Audience Trigger

Log the following event when a user becomes a member of this audience

Event Name *
Viewed Blog and Downloaded

Log an additional event when audience membership refreshes

Cancel Save

Membership duration

30 days

Set to maximum limit

Audience Trigger

+ Create new

Predictive Audiences

- Purchase probability
- Churn probability
- Predictive Revenue

Start from scratch

[Create a custom audience](#)

Suggested audiences
Additional audience suggestions for you to consider

GENERAL TEMPLATES **PREDICTIVE** NEW

Analytics builds predictive audiences based on behavior like buying or churning. [Learn more](#)

<p> Likely 7-day purchasers Target users who are likely to make a purchase in the next 7 days</p> <p>ELIGIBILITY STATUS Not eligible to use ?</p>	<p> Likely first-time 7-day purchasers Target users who are likely to make their first purchase in the next 7 days</p> <p>ELIGIBILITY STATUS Ready to use ?</p>	<p> Likely 7-day churning purchasers Target purchasing users who are likely to not visit your property in the next 7 days</p> <p>ELIGIBILITY STATUS Ready to use ?</p>
<p> Likely 7-day churning users Target active users who are likely to not visit your property in the next 7 days</p> <p>ELIGIBILITY STATUS Ready to use ?</p>		

Segmenting & Comparing Data in GA4

3 Main Ways

1. Report **Comparisons** enable you to evaluate subsets of your data side by side similar to segments in UA
2. **Audiences** can be used in Google Ads remarketing campaigns, but segments can't. You can build audiences from segments
3. **Segments** are available only in exploration reports, while audiences are not

Comparisons vs Segments vs Audiences

	Report Comparisons	Segments	Audience
Available in Exploration Reports	✗	✓	✗
Available in Standard Reports	✓	✗	✓
Available in Google Ads	✗	✗	✓
Is retroactive	✓	✓	✗
Reusable	✗	✗	✓

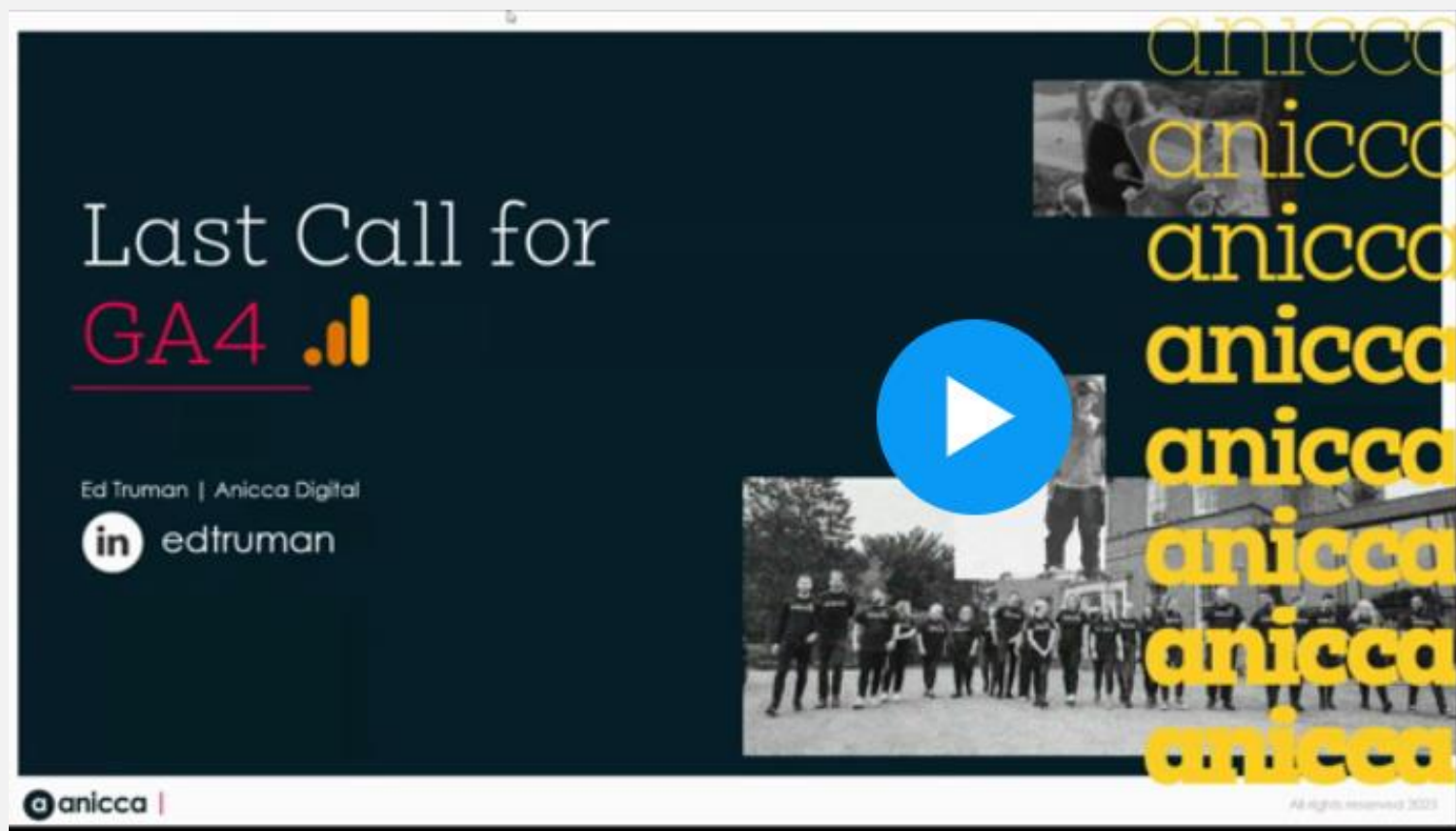
Note Segments can be turned into audiences. Test your audiences as segments first!

Section 7: Correct Set-up & implementation



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Webinar on set-up & settings



<https://www.bigmarker.com/anicca-digital/Your-last-call-for-GA4-What-to-do-next-Friday-23rd-June-9-00am-10-00am>

Installing & Setting up GA4

Creating A New GA4 Property

Property

+ Create Property

1

Property creation

2

Business details

3

Business objectives

4

Data collection

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name

Reporting time zone ?

United States (GMT-07:00) Los Angeles Time


Currency

US Dollar (\$)

You can edit these property details later in Admin



Access Tag Details (Measurement ID)

The screenshot shows the Anicca dashboard interface. On the left is a sidebar menu with the following items: 'Property' with a '+ Create Property' button, '2. Anicca.co.uk - GA4 Property (212912...', 'Setup Assistant', 'Property Settings', 'Property Access Management', 'Data Streams' (highlighted with a red box and a red circle containing the number '1'), 'Data Settings', 'Data Import', 'Reporting Identity', 'Attribution Settings', 'Property Change History', and 'Data Deletion Requests'. The main content area is titled 'Data Streams' and has tabs for 'iOS', 'Android', and 'Web'. A red circle with the number '2' is placed over the 'Web' tab. Below the tabs is a table of data streams. The first row is highlighted with a red border and contains the following information: a globe icon, the domain 'anicca.co.uk' with the URL 'https://anicca.co.uk/', the measurement ID '1598427166', and the status 'Receiving traffic in past 48 hours.' with a right-pointing arrow. A blue 'Add stream' button is located in the top right corner of the table area.

	iOS	Android	Web	
 anicca.co.uk https://anicca.co.uk/			1598427166	Receiving traffic in past 48 hours. >


Access existing tag details by going to Admin > Property > Data Streams

Grab Your Measurement ID

Stream details 			
STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID 
anicca.co.uk	https://anicca.co.uk/	1598427166	G-SSEWB22ZYT



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. 

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



Scrolls



Outbound clicks



Site search



Video engagement



File downloads

[Show less](#)



Installing the GA4 Tag

3 Main Methods



1. Install via **Google Tag Manager (GTM)****
(recommended)



2. Implement via plugin
(WordPress, Shopify)




3. Install GA4 pixel manually directly on page

Google Tag Manager (Recommended Option)


Manual Install

Tag Configuration

Tag Type

 **Google Analytics: GA4 Configuration**
Google Marketing Platform

Measurement ID [?](#)

Send a page view event when this configuration loads

Send to server container [?](#)

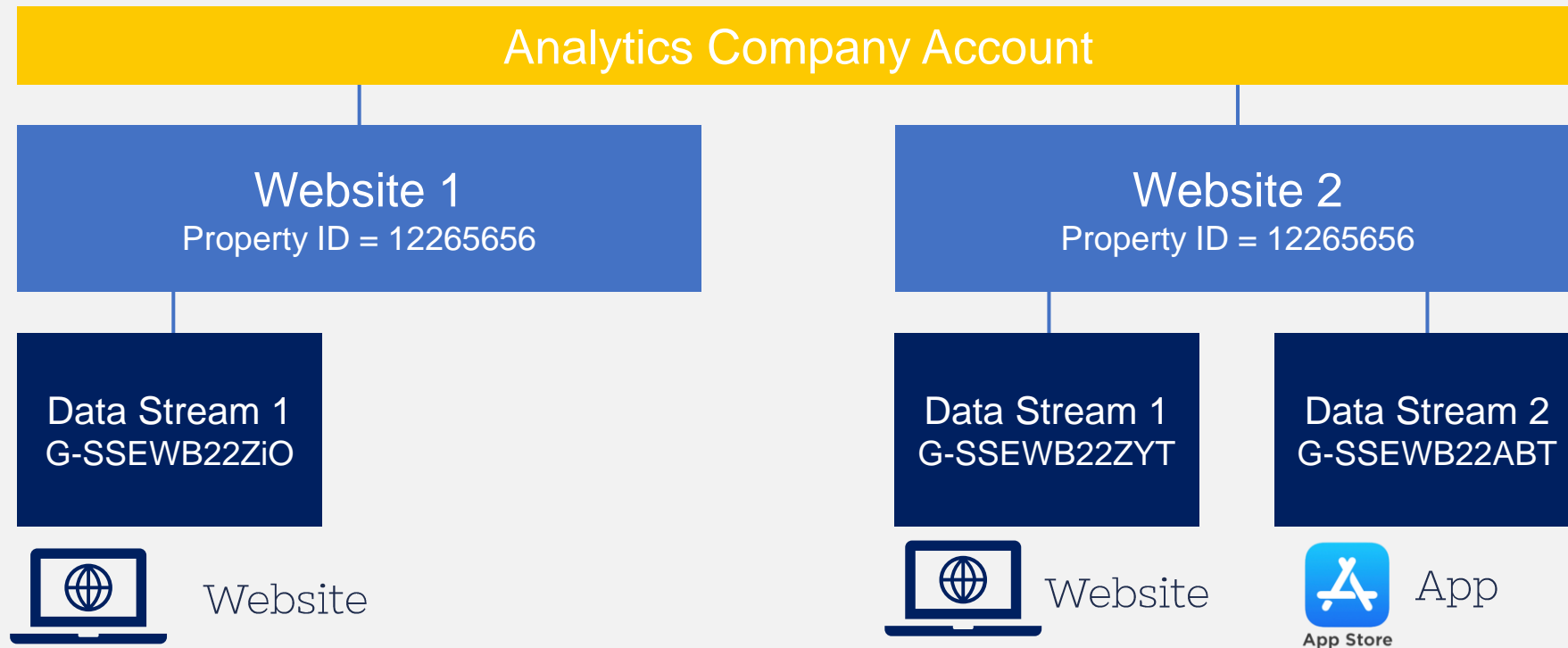
> Fields to Set

> User Properties

```
<!-- Global site tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=G-SSEWB22ZYT"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'G-SSEWB22ZYT');  
</script>
```


Google Analytics Account Structuring

- It is recommended that each business have a single Google Analytics account
- It is recommended that each website you own have its own GA4 property, in order to report separately.
- It is recommended that additional data streams are created only if you have a website app.



Set Account & Property Level Permissions

- Add users at account level to give access to all properties OR Add users at a property level to give access to a single property.
- Note you will need a Google associated email address to access GA4!

The screenshot displays the GA4 Admin interface, divided into two main sections: ADMIN and USER. The ADMIN section is active, showing the 'Account' management area. A red box labeled '1' highlights the 'Account Access Management' option. The USER section shows the 'Property' management area, with a red box labeled '2' highlighting the 'Property Access Management' option. Both sections include a '+ Create Account' or '+ Create Property' button and a dropdown menu for the selected account or property.

ADMIN **USER**

Account **+ Create Account**

1 Anicca.co.uk

1 Account Settings

Account Access Management

All Filters

Account Change History

Trash Can

Property **+ Create Property**

1. Anicca.co.uk - GA4 ✓ (212912485)

2 Setup Assistant

Property Settings

Property Access Management

Data Streams

Events

Conversions

GA4 User Permissions

Administrator

Full control of Analytics. Can manage users (add/delete users, assign any role or data restriction). Can grant full permissions to any user, including themselves, for any account or property for which they have this role. Includes permissions of the Editor role. (Replaces Manage Users permission.)

Editor

Full control of settings at the property level. Cannot manage users. Includes permissions of the Analyst role.

Marketer

Can create, edit, and delete audiences, conversions, attribution-models, events, and conversion windows. Includes permissions of the Analyst role.

Analyst

Can create, edit, and delete certain property assets. Can collaborate on shared assets. Includes permissions of the Viewer role. Property assets include things like [Explorations](#).

Viewer

Can see settings and data; can change which data appears in reports (e.g., add comparisons, add a secondary dimension); can see shared assets via the user interface or the [APIs](#). Cannot collaborate on shared assets. For example, shared explorations can be viewed, but not edited, by those with a Viewer role.


Permissions

Click Cast Stone Analytics > Click Cast Stone - GA4 🍌

Add roles and data restrictions

Add

Email addresses

 Ed@anicca.co.uk

Notify new users by email

Direct roles and data restrictions ⓘ

Standard roles

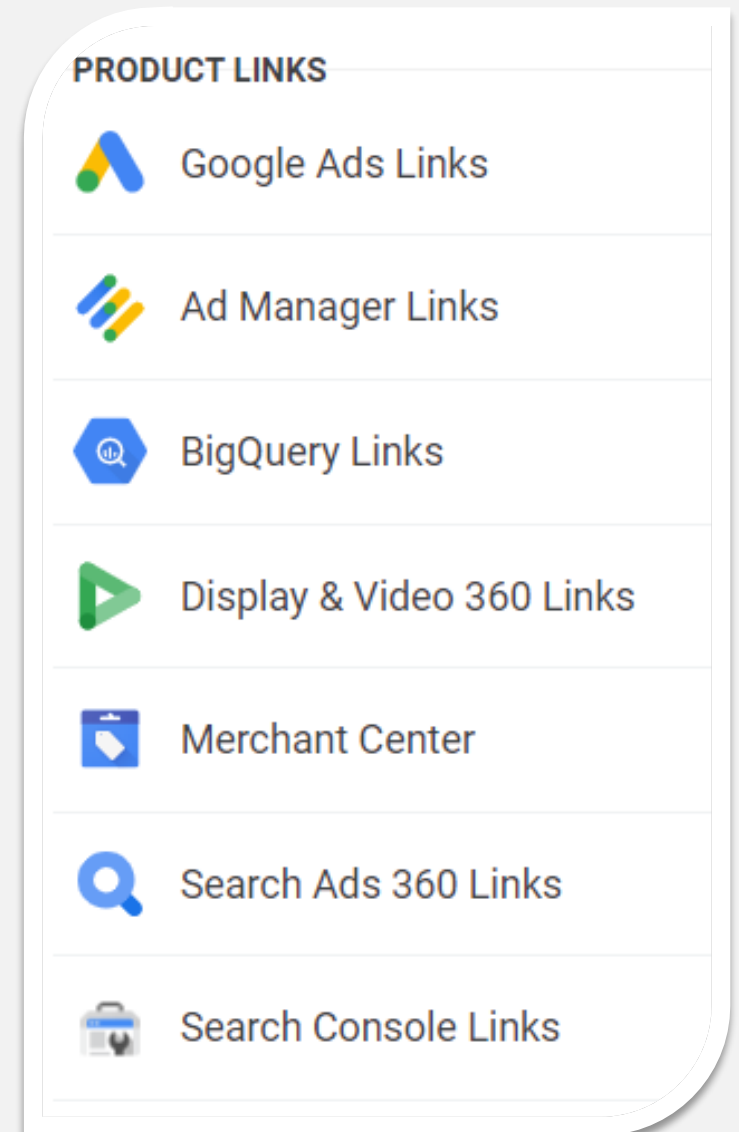
- Administrator
Full control of property. [Learn more](#)
- Editor
Edit all data and settings for property. Cannot manage users. [Learn more](#)
- Marketer
Edit audiences, conversions, attribution models, lookback windows, and events for property. Includes Analyst role. GA4 only. [Learn more](#)
- Analyst
Create and edit shared assets like dashboards and annotations for property. Includes Viewer role. [Learn more](#)
- Viewer
See report data and configuration settings for property. [Learn more](#)
- None
No role assigned. [Learn more](#)

Settings Check

Link Other Google Products

Admin > Property > Product Linking

- New abilities to link to Google products like Search & Display 360, Merchant Centre, BigQuery
- Audience Sharing
- Conversion Importing



Product Linking – Ones To Do Now



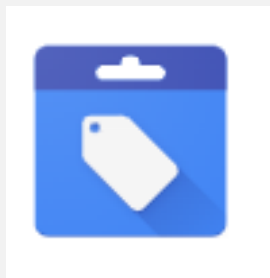
Google Ads

- See Landing pages, search queries, clicks, search impressions, ctr and more
- See your conversions from free product listings



Search Console

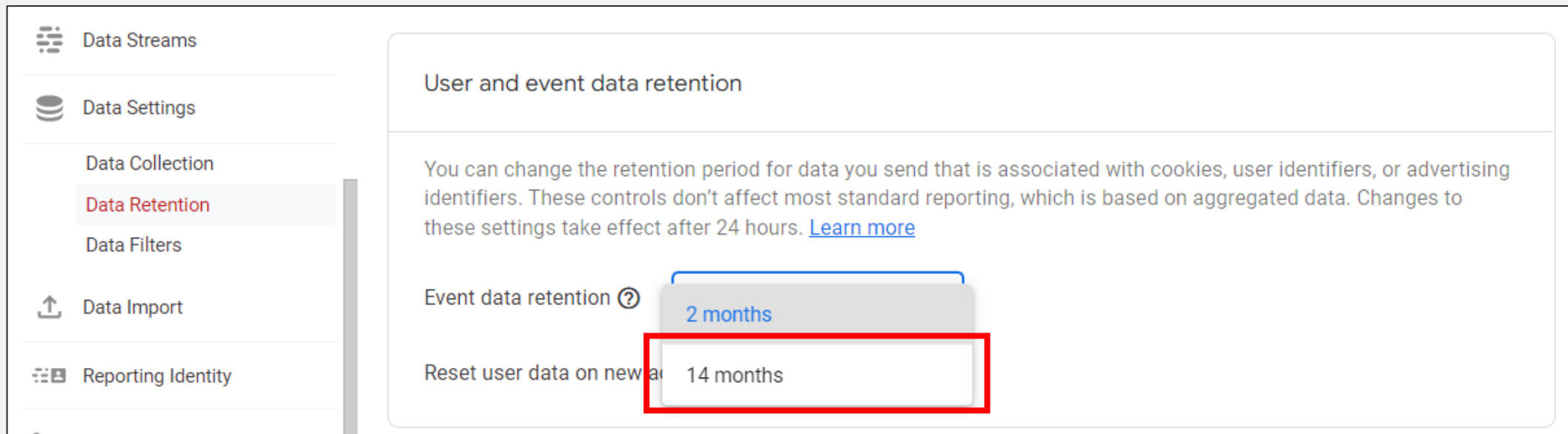
- Bring in cost metrics, clicks and impressions
- Share Audiences and Conversions from Google Analytics automatically. No more importing!



Merchant Centre

Adjust Data Retention Settings

Data retention by default set to 2 months only > change to 14 months!



The screenshot displays the 'Data Retention' settings page. On the left, a navigation menu includes 'Data Streams', 'Data Settings', 'Data Collection', 'Data Retention' (highlighted), 'Data Filters', 'Data Import', and 'Reporting Identity'. The main content area is titled 'User and event data retention' and contains a descriptive paragraph: 'You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more](#)'. Below this, there are two settings: 'Event data retention' with a dropdown menu currently set to '2 months', and 'Reset user data on new app install' with a dropdown menu set to '14 months'. The '14 months' option is highlighted with a red rectangular box.

Check Default Attribution Settings

Attribution Settings

Reporting attribution model

Affects conversion and revenue data

The attribution model used to calculate conversion credit in your reports within this Analytics property. Changing the attribution model will apply to both historical and future data. These changes will be reflected in reports with conversion and revenue data. User and session data will be unaffected. [Learn about how attribution models affect your reporting data](#)

Reporting attribution model

Cross-channel data-driven model ▾

Cross-channel

Data-driven (recommended)

Last click

First click

Linear

Position-based

Acquisition conversion events (i.e., first_open, first_visit)

7 Days

30 Days (recommended)

All other conversion events

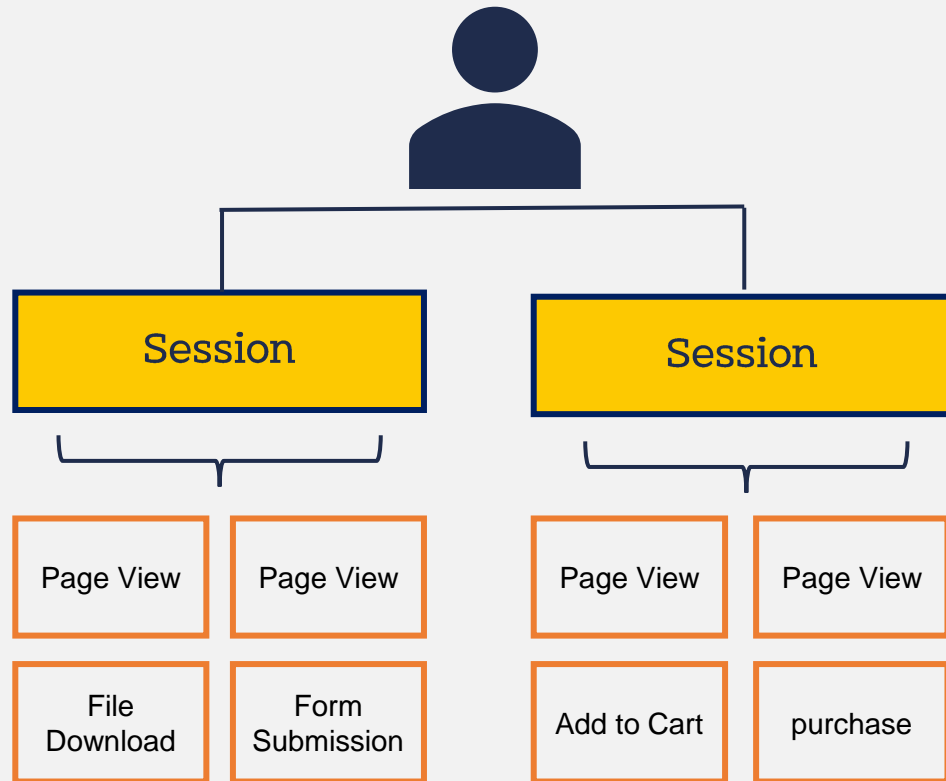
30 Days

60 Days

90 Days (recommended)



Understanding Users, Visits & Interactions



➤ User = Unique Visitor (based on stored cookie id lasting upto 2 years*)

➤ Session = Visits from new or returning users (ends after 30 minutes of inactivity)

➤ Events = the activity a user does during their visit. This can include multiple interactions such as: **page views, events, social interactions, and ecommerce transactions**

All sessions and interactions are tied to a user ID (or client ID to be more accurate). GA4 sets first party cookies as a primary method for tying activity to users. * Most browsers store first party cookies a max of 13 months.

How Does GA4 Identify Users

There are four different ways Analytics can identify visitors on your site and mobile apps:

1. By Cookie & Device - First, Analytics can identify users with their device ID. This is also known as client ID. This ID is set as a random id stored by a first-party cookie, so it's set automatically. It's stored on the user's first visit and set to remain for two years. In the original version of Google Analytics, this was the only way visitors were identified.

2. By User ID (if available): This ID is set by you with a unique identifier. With user ID, after the user has logged into your site, your authentication system can assign them this ID. This should be consistent across your mobile apps and website for the same user.

3. Via Google Signals (if activated) : This is the newest option. It was previously available in Universal Analytics, and you can enable Google signals in GA4 too. Note that Google signals is only available for users who have turned on Ads Personalization. With this feature, Google develops a holistic view of how those users interact with your GA4 property from different browsers and devices. Helps to deduplicate users.

4. By Data Modelling - Estimates user activity when identifiers such as cookies or User ID aren't fully available. Without modeling, your reports won't account for data that can't be directly observed. Helps to deduplicate users.

Choose A GA4 Reporting Identity

How would you like to identify your users?



Blended

This identity evaluates: user ID, Google signals, device ID, modeled data.



1 inactive method



Uses the first available method, in this order:

User ID

Uses a customer-supplied ID to differentiate between users and unify events in reporting and exploration.

Google signals

Uses information from users who are signed in to Google and who have consented to sharing this information.

Device ID

Uses the client ID for websites or the app Instance ID for apps.



Modeling BETA

Estimates user activity when identifiers such as cookies or User ID aren't fully available. Without modeling, your reports won't account for data that can't be directly observed. [Learn more](#)

Attribution and conversion modeling aren't affected by this setting.

Modeling is unavailable for this property. Once it's available, it will be turned on by default in your reports.



Observed

This identity evaluates: user ID, Google signals, device ID.



Device-based

This identity evaluates: device ID only. Your reports may only reflect a subset of users.



Measurement Planning

What Answers Do You Need?

- How are people finding my website?
- What pages do users arrive on?
- What makes people convert
- Where and why do users abandon?
- Is my content engaging?
- What % users return to my website?
- What % users convert?
- What is my best converting traffic source?
- Which traffic sources drive sales?
- Is my website performing well?
- Am I being found in search engines?



Why Measure & Track KPIs

- ↗ Because Google Analytics won't tell you how your business is doing without them!
- ↗ It makes Google Analytics much more relevant to your business
- ↗ Allows you to find out how your website is helping your business
- ↗ Allows you to measure the effectiveness of your marketing channels
- ↗ Attribute credit and ROI to different channels
- ↗ Better understand user behaviour and which audiences convert

**Bottom Line: Whatever your website
- you need KPIs**



Align Metrics with Business Objectives

- 1. Define Business Objectives and Website Purpose** – what is the purpose of the website? eg Direct revenue generation, Lead generation, servicing, education,? How do these align with business objectives?
- 2. Map KPIs to quantifiable website metrics.** How should these goals be measured? What Metrics can I use? What should the Key Performance Indicators be?

Business KPI	Example Web Metrics
Brand Awareness	#New Users #Traffic , #Page views, #Document Views, #Downloads, #brand referrals.
Increase Sales & Enquiries	# Form Submissions, # Ecommerce Transactions # Avg Order Value, # Subscription Signups
Increase Loyalty & Retention	#Logins, #Sales from Returning Users, #Days to purchase, #Renewal Rates
Engagement and Education	# PDF Downloads, # Video Plays, #Blog Views #Likes, Shares, Tweets

Tracking KPIs as Conversions in GA

Within GA, Key Performance Indicators (KPIs) can be tracked as ‘Conversions’

A conversion is a significant & valuable action taken by a visitor on your **website to complete a desired objective**, such as filling out a form or making a purchase

Identify Primary & Secondary KPI

Since not all conversion actions are valued the same - Identify Primary (Macro) Goals and Secondary (Micro)

Primary Conversions

i.e. High level goals cantered around your business objective

Examples:

Form Enquiries
Purchases
Subscriptions

Secondary Conversions

i.e. smaller goals helping you achieve & measure progress to macro goals

Examples:

Signups for webinar
Product Views
Funnel Completion Success
Video Plays
Social media shares
Brochure Requests
White paper download
Completed customer surveys

Ways to Track KPIs in GA

By PAGE URL



When page url
contains /thankyou

view_search_results

BY ACTION*



click
file_download
scroll
video_start
purchase
add_to_cart
begin_checkout
login

*Code required

BY TIME

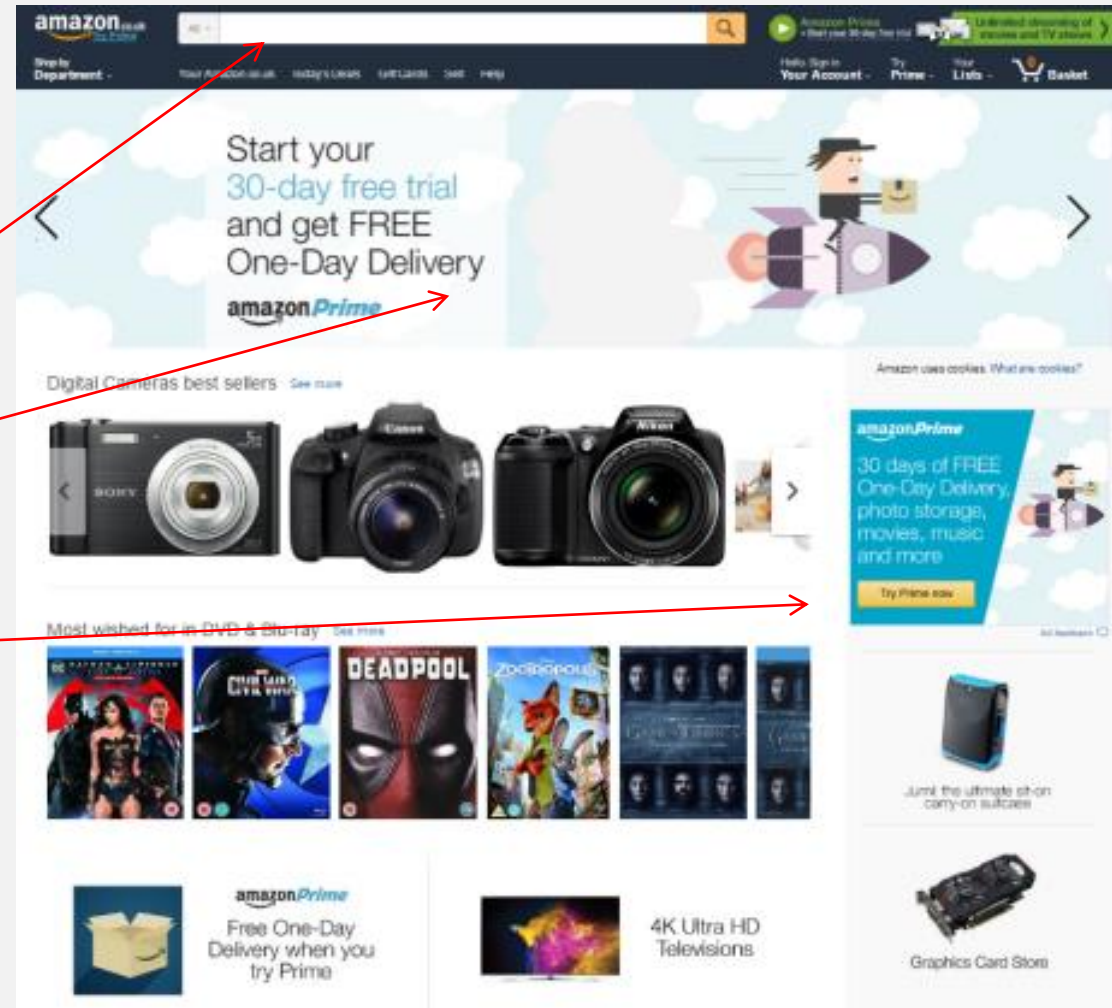


If user is on site for X
amount of time

If user completes
action within X time

Identify what you need to measure

- Spend time going through your website to identify what needs to be tracked.
- Identify primary and secondary conversion types
- Track as much as you can, you may need this data in future!
- **Site search and engagement**
- **Slider interaction**
- **Banner views & clicks**
- **Product Clicks & CTR**
- **Add to carts**
- **Social Shares**



Thank you

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