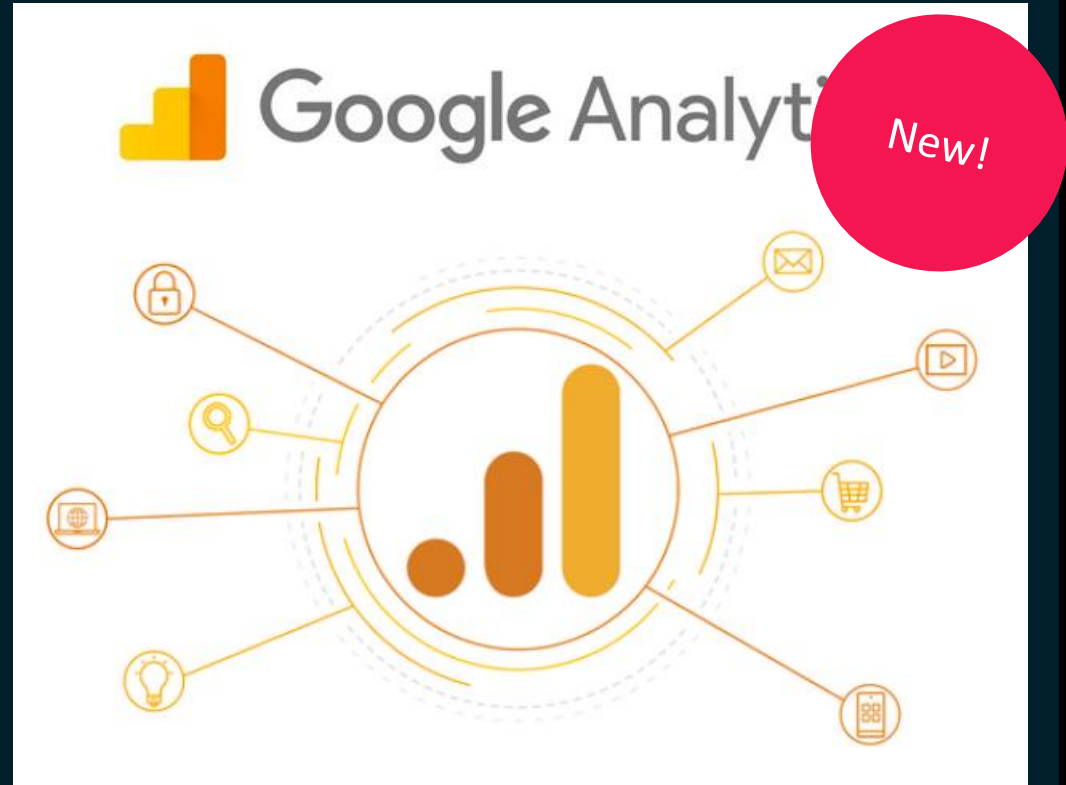




# Stepping into Google Analytics 4 for the first time

**Ed Truman**  
Head of Analytics



# What is Google Analytics 4

- ▶ Launched in October 2020 – but still in development
- ▶ Google Analytics rebuilt from the ground up!
- ▶ Mobile & App under a single platform
- ▶ Brand new interface and reporting
- ▶ New Event based model
- ▶ Brand new conversion tracking (requires new id)
- ▶ Improved cross device and user tracking capabilities
- ▶ Greater use of AI as well as better automated insights
- ▶ Enhanced Visualisations and custom reporting
- ▶ No sampling of data (within standard reports)



April 2005



2008

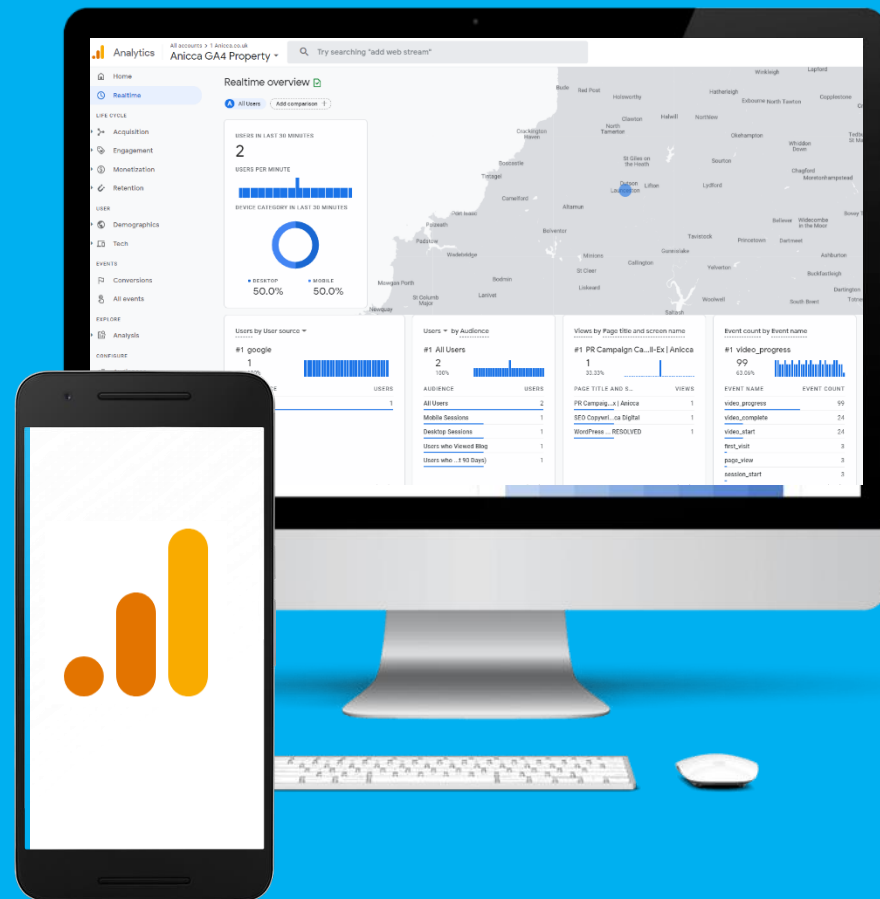


2013



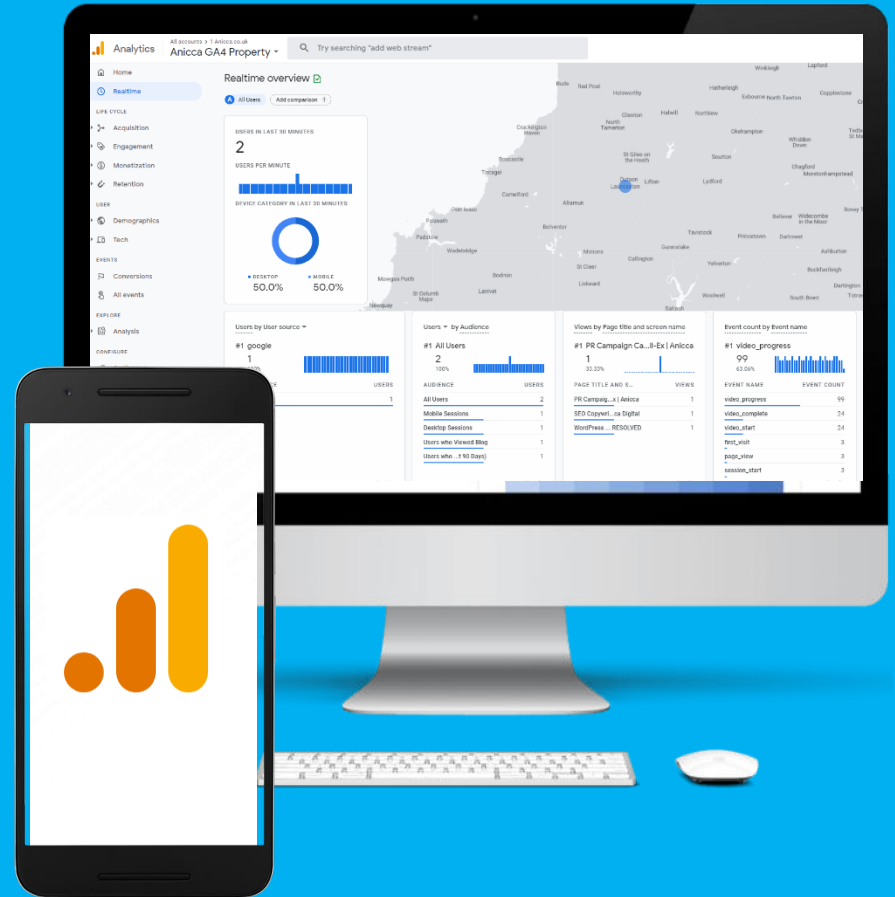
2020

anicca



# Main Noted Differences

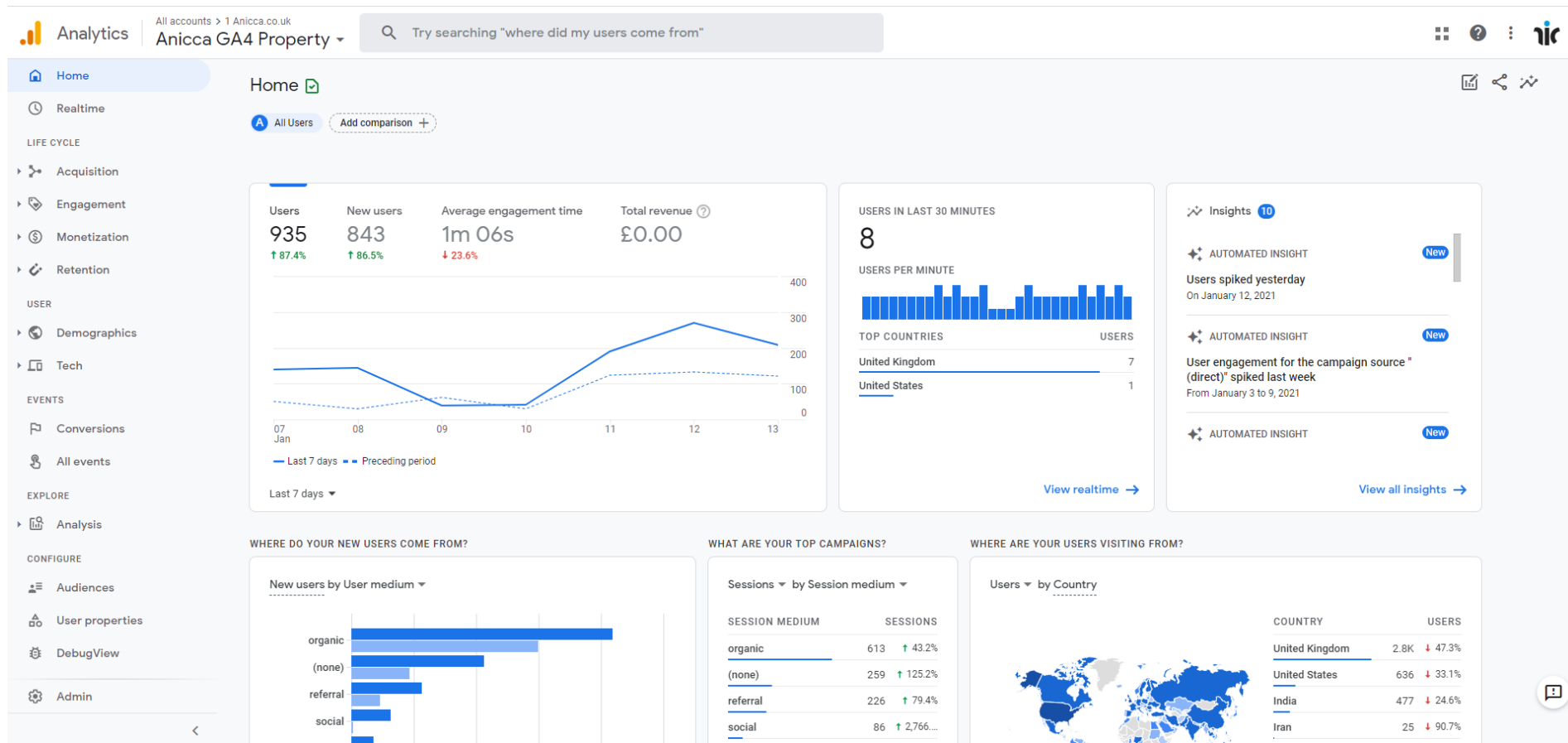
- ▶ Brand new interface and large scale changes to reports & interface
- ▶ Basic reports from previous GA missing in GA4
- ▶ Less focus on sessions (visits) – more focus on users & events
- ▶ Goals are now Conversions
- ▶ Profile Views replaced by Streams
- ▶ Limited filtering options
- ▶ Limited Ecommerce Reporting
- ▶ User data held to a maximum of 14 months
- ▶ Attribution Modelling still not available
- ▶ No Content or Channel Grouping
- ▶ Bounce rate replaced with new Engagement metrics



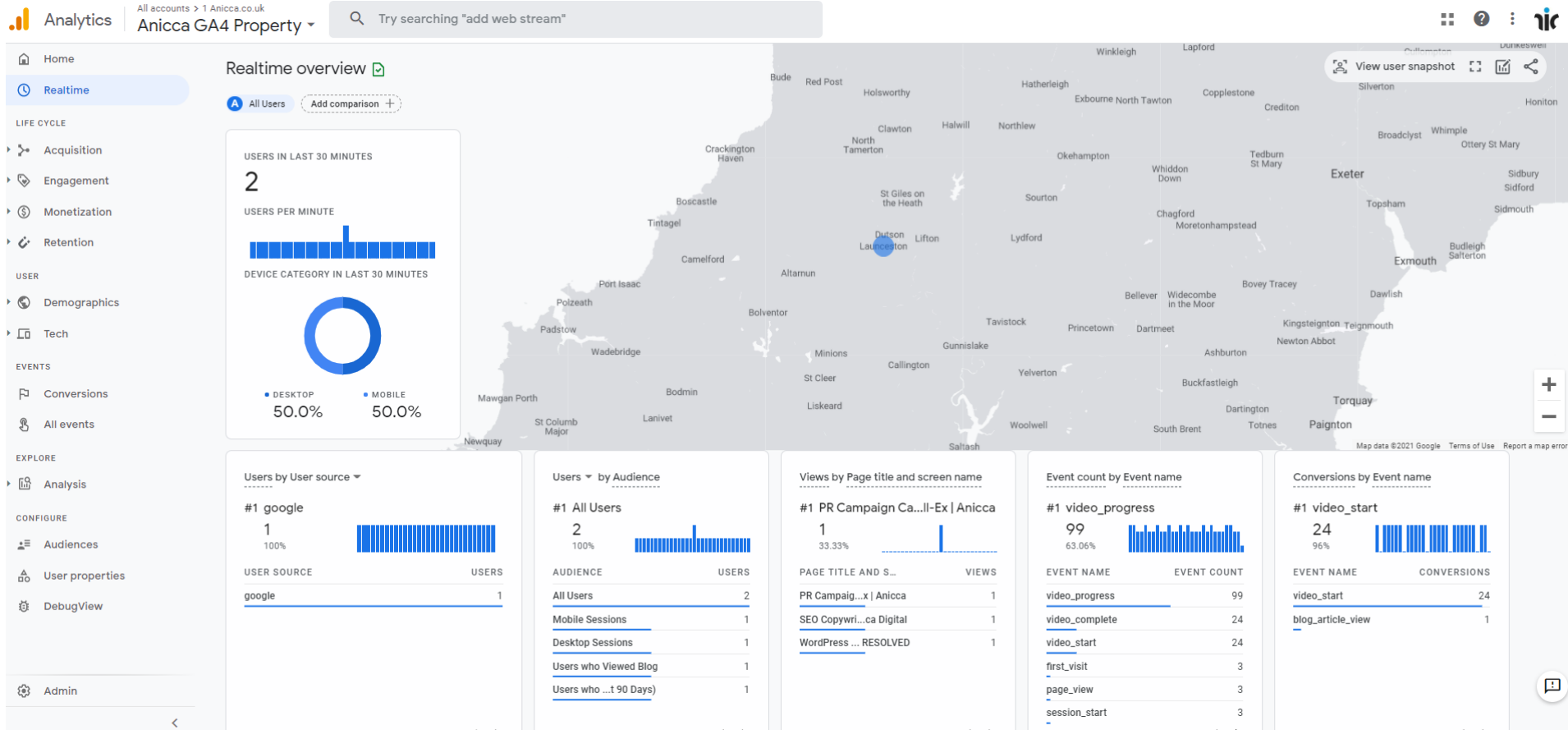
# What's New



# A Brand New User Interface



# Real Time Reports



# New Engagement Metrics

Analytics

All accounts > Demo Account

GA4 - Google Merchandise ...

Try searching "Data Streams"

Home

Realtime

LIFE CYCLE

Acquisition

Engagement

Monetization

Retention

USER

Demographics

Tech

EVENTS

Conversions

Events

EXPLORE

Analysis

CONFIGURE

Audiences

User properties

DebugView

Admin

Traffic acquisition: Session source/medium

Last 28 days Jan 12 - Feb 8, 2021

All Users

Add comparison

Users by Session source/medium over time

Users by Session source/medium

Search...

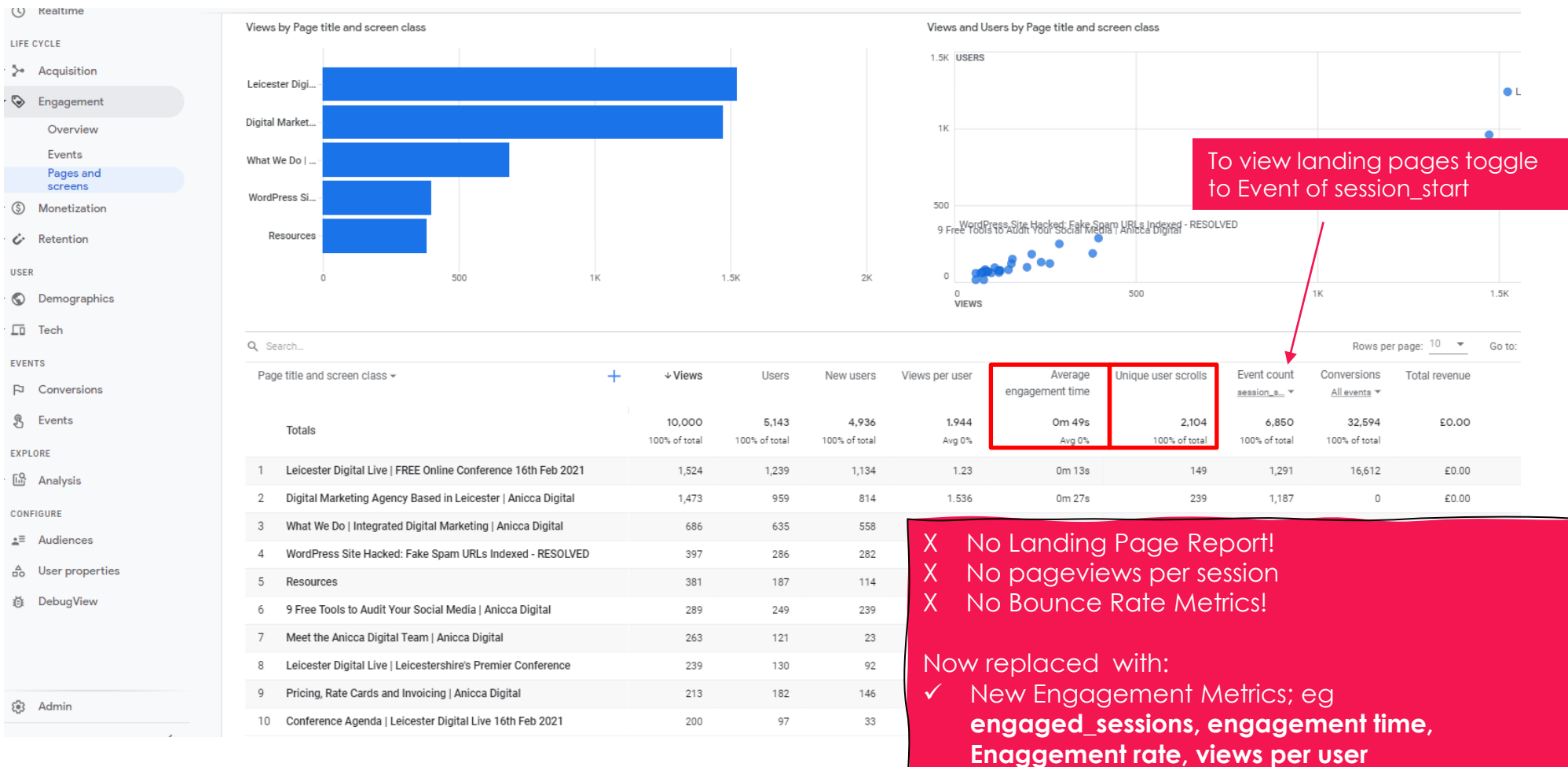
Row per page: 10

Go to: 1

-10 of 92

Session source/medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
Totals	85,922 100% of total	110,622 100% of total	151,436 100% of total	0m 59s Avg 0%	1.762 Avg 0%	16.187 Avg 0%	137.02% Avg 0%	12,709 100% of total	12,709 100% of total	\$70,887.72 100% of total
1 (direct) / (none)	41,347	54,207	69,373	1m 01s	1.678	17.786	127.98%	5,926	5,926	\$15,590.26
2 (not set) / (not set)	16,400	14,733	21,438	0m 26s	1.307	9.692	145.51%	522	522	\$2,923.64
3 google / organic	16,379	18,705	31,158	0m 55s	1.902	14.066	166.58%	1,494	1,494	\$8,413.39
4 google / cpc	6,427	6,872	10,737	0m 38s	1.671	11.517	156.24%	338	338	\$1,238.58
5 shop.googlemerchandisestore.com / referral	4,374	8,203	6,307	1m 51s	1.442	23.438	76.89%	3,255	3,255	\$35,424.86
6 analytics.google.com / referral	1,220	1,639	2,447	0m 32s	2.006	14.531	149.3%	54	54	\$0.00
7 mail.googleplex.com / referral	1,055	1,255	2,182	3m 57s	2.068	44.178	173.86%	853	853	\$5,250.61
8 creatoracademy.youtube.com / referral	835	871	1,482	0m 49s	1.775	11.248	170.15%	10	10	\$0.00

# Page Reporting











# Enhanced Automatic Event Tracking

✕ Enhanced measurement

SAVE

-  **Page views**  
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.  
[Show advanced settings](#)
-  **Scrolls**  
Capture scroll events each time a visitor gets to the bottom of a page.
-  **Outbound clicks**  
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.
-  **Site search**  
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.  
[Show advanced settings](#)
-  **Video engagement**  
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.
-  **File downloads**  
Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

**Auto Tracking Included by default!**

Smart Pixel Automatically listens for clicks & scrolls, site searches, video plays & downloads



# Data Streams instead of Views

Data streams can be used to separate out different sections of your website or app. For separate websites create a separate property instead!

The screenshot displays the Anicca Admin interface. On the left is a sidebar with navigation icons and a menu. The 'ADMIN' tab is selected, and the 'Data Streams' option is highlighted in the menu. The main content area is titled 'Data Streams' and shows a list of streams for the property 'Anicca GA4 Property (212912485)'. A single stream is listed for 'anicca.co.uk' with the URL 'https://anicca.co.uk/'. The stream is receiving traffic in the past 48 hours. The stream ID is '1598427166'. The measurement ID 'G-SSEWB22ZYT' is highlighted with a blue box. A red callout box at the bottom states: 'There are no view filters. Filters are created and applied inside your reports!'. On the right, there is an 'Add stream' button and a dropdown menu showing options for 'iOS app', 'Android app', and 'Web'.

**ADMIN** USER

Property [+ Create Property](#)

Anicca GA4 Property (212912485)

- Setup Assistant
- Property Settings
- Property User Management
- Data Streams**
- Data Settings
  - Data Collection
  - Data Retention
  - Data Filters
- Default Reporting Identity
- Property Change History
- Data Deletion Requests

### Data Streams

[All](#) iOS Android Web

[anicca.co.uk](#)  
https://anicca.co.uk/

Receiving traffic in past 48 hours.

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

STREAM ID	STATUS
1598427166	Receiving traffic in past 48 hours. <a href="#">Learn more</a>

**Add stream**

- iOS app
- Android app
- Web

There are no view filters. Filters are created and applied inside your reports!

# GA4 As An Event Based Model



# GA Events - Get to know them!

## Automatically Collected Events

first\_visit  
session\_start  
language  
page\_location  
page\_referrer  
page\_title  
screen\_resolution  
...

## Enhanced Events

page\_view  
click (outbound clicks)  
file\_download  
view\_search\_results  
scroll  
video\_start  
video\_complete  
.....

## Recommended & Custom Events

Custom event  
purchase  
add\_to\_cart  
begin\_checkout  
login  
sign\_up  
Share  
view\_promotion  
....

See full list here <http://bit.ly/2Z35lvt>

# New Events

Engagement

Monetization

Retention

USER

Demographics

Tech

EVENTS

Conversions

Events

EXPLORE

Analysis

CONFIGURE

Audiences

User properties

DebugView

Admin

Last 28 days Jan 13 - Feb 9, 2021

Compare: Dec 16, 2020 - Jan 12, 2021

?

Modify event

Create event

Manage Custom Definitions

Existing events

Event name ↑

Count

% change

Users

% change

Mark as conversion ?

a10\_form\_submitted

55

↑ 189.5%

43

↑ 186.7%

☒

academy\_free\_access

6

↑ 50.0%

5

↑ 66.7%

☒

blog\_article\_view

2,053

↑ 43.3%

1,507

↑ 44.5%

☒

click

634

↑ 88.1%

399

↑ 105.7%

☐

contact\_form\_submitted

10

↑ 42.9%

10

↑ 42.9%

☒

core\_service\_page\_view

468

↑ 51.5%

319

↑ 170.3%

☒

file\_download

97

↑ 86.5%

76

↑ 90.0%

☒

first\_visit

4,936

↑ 162.3%

4,934

↑ 162.4%

☐

form\_submit

0

↓ 100.0%

0

↓ 100.0%

☐

outbound\_link\_click\_twitter\_test

16

↑ 300.0%

13

↑ 225.0%

☐

page\_view

10,000

↑ 99.4%

5,114


↑ 156.0%


☐

# Send Parameters with Each Event





Send in extra information with each event.

Up to 25 parameters allowed with each event!

Event Name 

Videos 

Event Parameters

Parameter Name	Value
Play 	{{Play}}  -
Video name 	{{Video Name}}  -

[Add Row](#)

Measurement option / event	Triggered...	parameters
Page views page_view	<p>each time the page loads or the browser history state is changed by the active site</p> <p>This event is collected automatically. You cannot turn off collection.</p> <p>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.</p>	page_location (page URL), page_referrer (previous page URL)
Scrolls scroll	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	No parameters are collected
Outbound clicks click	each time a user clicks a link that leads away from the current domain	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	<p>each time a user performs a site search, indicated by the presence of a URL query parameter</p> <p>By default, the event is triggered based on the presence of one of the following 5 parameters in the URL:</p> <ul style="list-style-type: none"><li>• q</li><li>• s</li><li>• search</li><li>• query</li><li>• keyword</li></ul> <p>You can optionally configure this option to look for search terms in other parameters.</p>	search_term, optionally 'q_<additional key=" ">' (where <additional key=" "> matches an additional query parameter you specify to be collected under advanced settings)

# Creating New Events in GA4

**Option 1** = Create Directly within GA4 by piggy backing off of existing events

**Option 2** = Use Google Tag Manager



# Option 1 Creating New Events within GA4

Engagement

Monetization

Retention

USER

Demographics

Tech

EVENTS

Conversions

Events

EXPLORE

Analysis

CONFIGURE

Audiences

User properties

DebugView

Admin

Last 28 days Jan 13 - Feb 9, 2021

Compare: Dec 16, 2020 - Jan 12, 2021

Modify event

Create event

Manage Custom Definitions

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_test	16	↑ 300.0%	13	↑ 225.0%	<input type="checkbox"/>		
page_view	10,000	↑ 99.4%	5,114	↑ 156.0%	<input type="checkbox"/>		

## Example: Firing an event based on specific page

**Configuration**

Give your new event a name

Custom event name <sup>?</sup>

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 <sup>?</sup>

Add modification

Specify the existing event you want to piggy back off

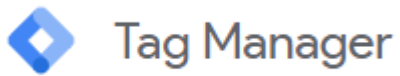
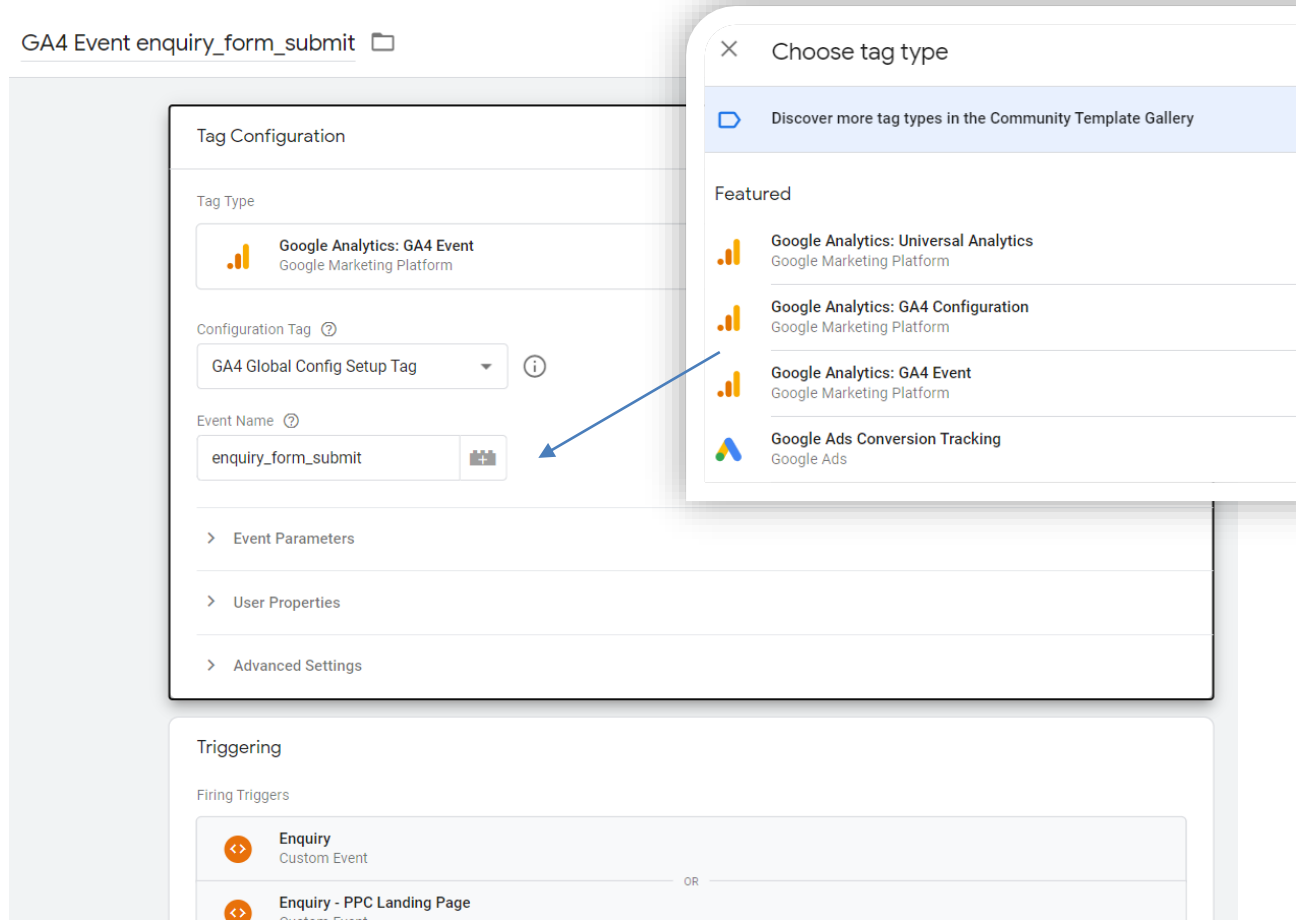
Set your conditions for new event

## Option 2. Creating New GA4 Events Directly within Google Tag Manager

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



# Conversion Tracking



# RIP to Goals !

Goals do not exist in GA4

ADMIN USER

View [+ Create View](#)

1.Main /GB (with Filters)

[←](#) [View Settings](#) [View User Management](#) **Goals** [Content Grouping](#) [Filters](#) [Channel Settings](#) [Ecommerce Settings](#) [Calculated Metrics BETA](#)

PERSONAL TOOLS & ASSETS

[Segments](#) [Annotations](#)

**Goal setup** Edit

Custom

2 **Goal description**

**Name**

**Goal slot ID**

**Type**

☐ Destination ex: thank.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

☐ Smart goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

3 **Goal details**



[Cancel](#)



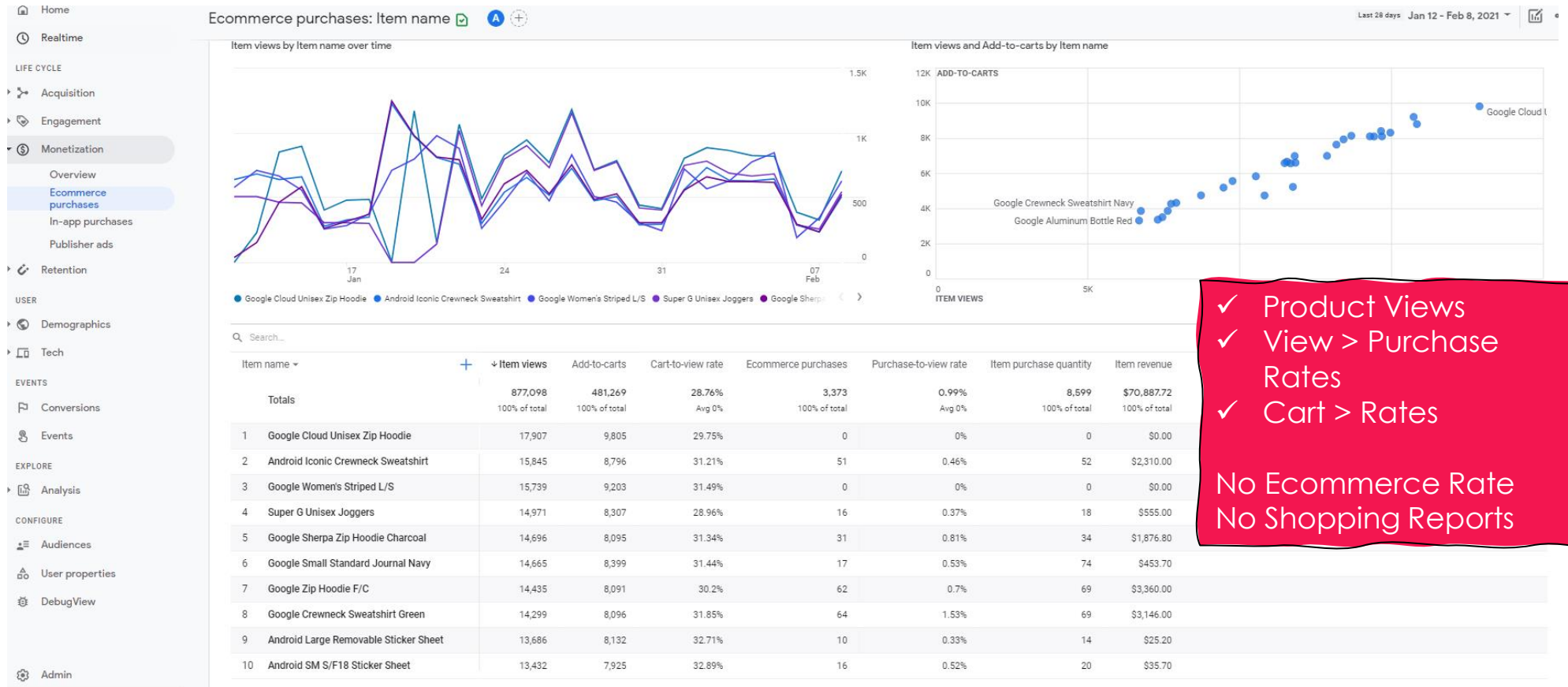
# Say Hello to GA4 Conversion Events

Conversions are important actions you want your visitors to complete

1. Within GA 4 Goals are defined as conversions directly within the interface
2. Conversions can be either defined from existing events, created new or are predefined automatically
3. Certain events will be marked as conversion automatically eg purchase, eg in\_app\_purchase
4. Select upto 30 Conversions per property
5. Conversions are not retroactive
6. Turn on 'Enhanced Measurement' within Your Property Settings

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"/>

# Ecommerce Reporting



# Ecommerce Tracking

- ▶ **New Ecommerce Tracking Schema**
- ▶ New tagging and setup required if you want to be able to use Ecommerce tracking
- ▶ Standard reporting of Ecommerce much more limited in GA4 than in previous version of Google Analytics
- ▶ Use Google Tag Manager where possible to implement – makes updating much less of a headache

Event	Trigger	Parameters
add_payment_info	when a user submits their payment information	coupon, currency, items, payment_type, value
add_shipping_info	when a user submits their shipping information	coupon, currency, items, shipping_tier, value
add_to_cart	when a user adds items to cart	currency, items, value
add_to_wishlist	when a user adds items to a wishlist	currency, items, value
begin_checkout	when a user begins checkout	coupon, currency, items, value
generate_lead	when a user submits a form or request for information	value, currency
purchase	when a user completes a purchase	affiliation, coupon, currency, items, transaction_id, shipping, tax, value (required parameter)
refund	when a refund is issued	affiliation, coupon, currency, items, transaction_id, shipping, tax, value
remove_from_cart	when a user removes items from a cart	currency, items, value
select_item	when an item is selected from a list	items, item_list_name, item_list_id
select_promotion	when a user selects a promotion	items, promotion_id, promotion_name, creative_name, creative_slot, location_id
view_cart	when a user views their cart	currency, items, value
view_item	when a user views an item	currency, items, value
view_item_list	when a user sees a list of items/offerings	items, item_list_name, item_list_id
view_promotion	when a promotion is shown to a user	items, promotion_id, promotion_name, creative_name, creative_slot, location_id



# Audience Segmentation



# New Audience Builder

← Users that Downloaded but didn't Contact

Add a description

Include Users when:

file\_download

Add parameter

Or

And

AND

core\_service\_page\_view

Add parameter

Or

And

+ Add condition group

≡ Add sequence

Permanently exclude Users when:

contact\_form\_submitted

Add parameter

And

+ Add condition group

≡ Add sequence

Build based on multiple criteria

- ▶ Use Session,
- ▶ Event,
- ▶ User metrics

Cancel

Option to fire an event when user is added to list!

Membership duration

☒ 30 days

☐ Set to maximum limit

Audience Trigger

+ Create new

Summary

Users in this audience

4

0.18% of all users

Include

5

Exclude

1



Audiences sent to Google Ads

Sessions in this segment

78

2.34% of all sessions

These figures are an estimate based on the last 30 days. Actual audience size may vary.



# New Predictive Metrics\*

- ▶ Purchase probability
- ▶ Churn probability
- ▶ Revenue prediction

\*Minimum traffic & conversion required

× Build new audience

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](#)



### Likely 7-day purchasers

Target users who are likely to make a purchase in the next 7 days

ELIGIBILITY STATUS

 Not eligible to use 



### Likely first-time 7-day purchasers

Target users who are likely to make their first purchase in the next 7 days

ELIGIBILITY STATUS

 Ready to use 



### Likely 7-day churning purchasers

Target purchasing users who are likely to not visit your property in the next 7 days

ELIGIBILITY STATUS

 Ready to use 



### Likely 7-day churning users

Target active users who are likely to not visit your property in the next 7 days

ELIGIBILITY STATUS

 Ready to use 

# Integration

A person is working on a laptop. The laptop screen displays a web application with a line chart and a pie chart. The person's hands are visible, typing on the keyboard. The background is a blurred office setting with a desk and some papers. The word "Integration" is overlaid in large white text on the left side of the image.

# Big Query & Google Ads Integration



ADMIN USER

Property [+ Create Property](#)

Anicca GA4 Property (212912485)

[←](#)

- ☒ Setup Assistant
- ☐ Property Settings
- ☐ Property User Management
- ☐ Data Streams
- ☐ Data Settings
- ☐ Default Reporting Identity
- ☐ Property Change History
- ☐ Data Deletion Requests

**PRODUCT LINKING**

- Google Ads Linking
- BigQuery Linking**

**ADDITIONAL SETTINGS**

- Analytics Intelligence Search History

### BigQuery Linking

Project ID	Project name	Project number
vaulted-algebra-282508	My First Project	705347180218 >

- ▶ Export Raw data to your own data warehouse for further analysis & usability!
- ▶ Link Google Ads to enable you to export your Analytics audiences and conversion-event data (app and web) to Google Ads.

Currently No Search Console, Double Click, Search Ads Linking

A person is sitting at a desk, using a laptop. The laptop screen displays a web application with a line chart and a pie chart. The text 'Analysis Hub (New)' is overlaid in large white font on the left side of the image. The background is a blurred office setting with a desk, a mouse, and some snacks.

# Analysis Hub (New)

# New Template Gallery

USER

Demographics

Tech

EVENTS

Conversions

Events

EXPLORE

Analysis

CONFIGURE

Audiences


User properties

DebugView

Admin


← | Template gallery

Techniques




Blank

Create a new analysis




Exploration

What insights can you uncover with custom charts and tables?




Funnel analysis

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




Path analysis

What user journeys can you uncover with tree graphs?



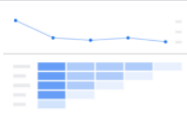
Segment overlap

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



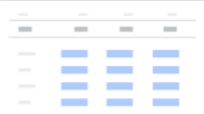
User explorer

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



Cohort analysis


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?

Use cases




Acquisition

How successful are your marketing efforts?



Conversion

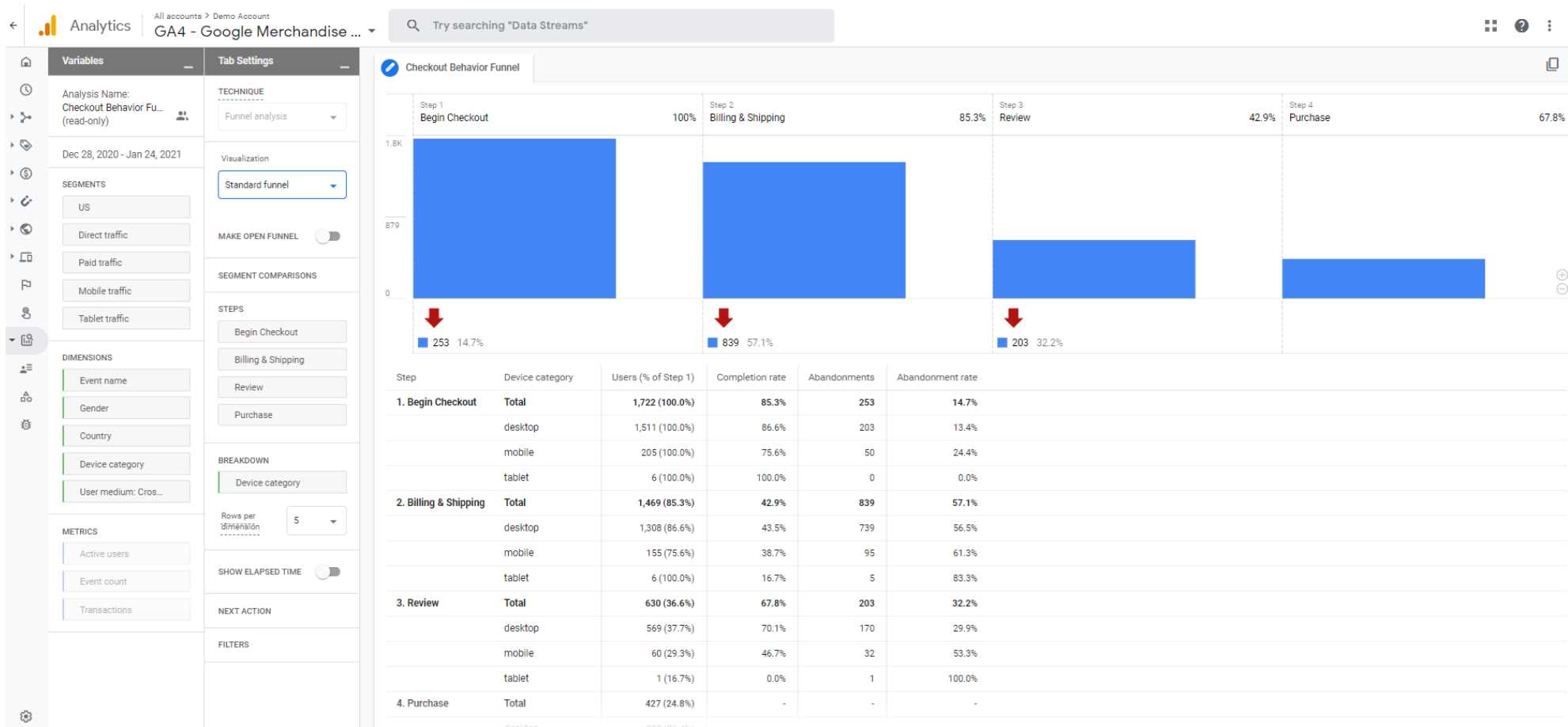
What does your customer journey to conversion look like?



User behavior

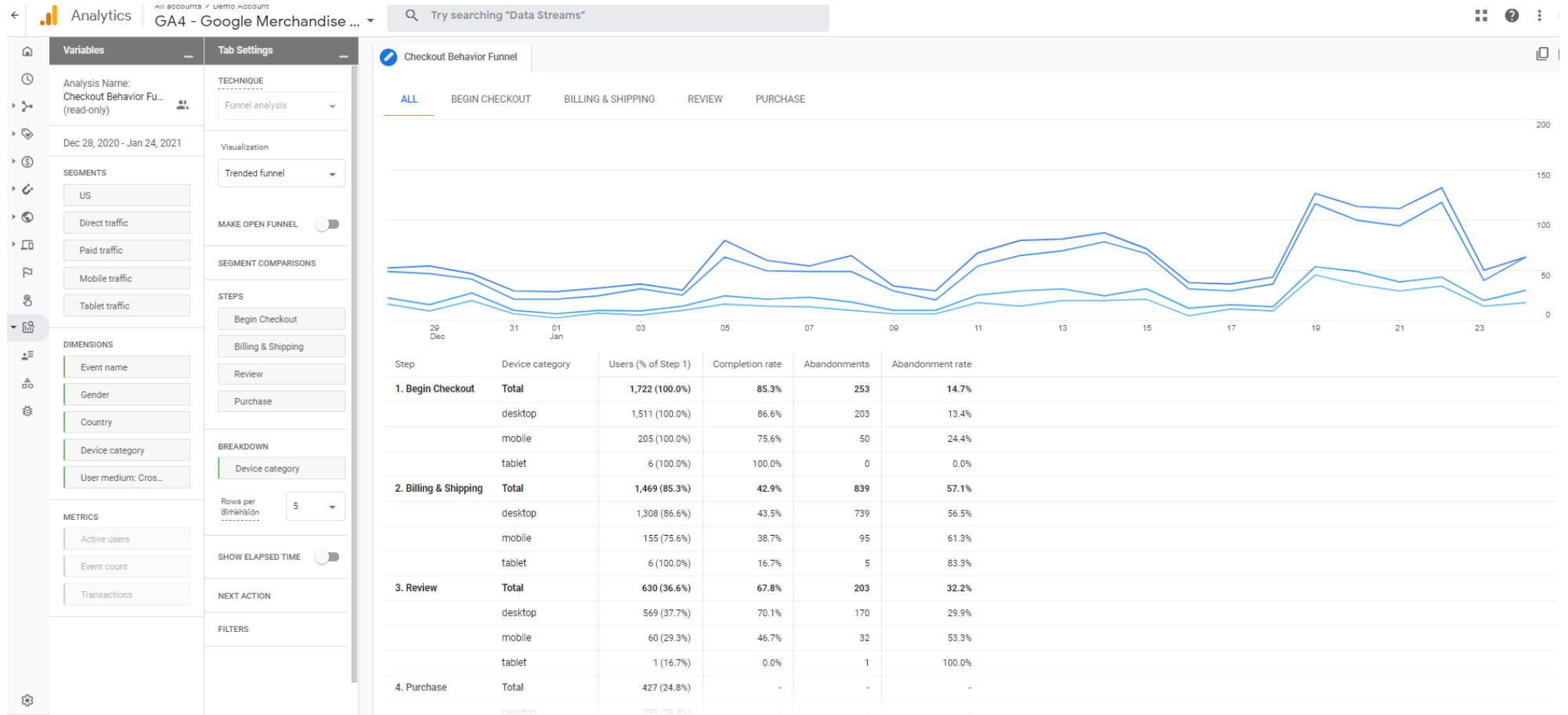
How do your users move through your app or site from where they first land?

# Funnel Analysis – Build Your Own Funnels!

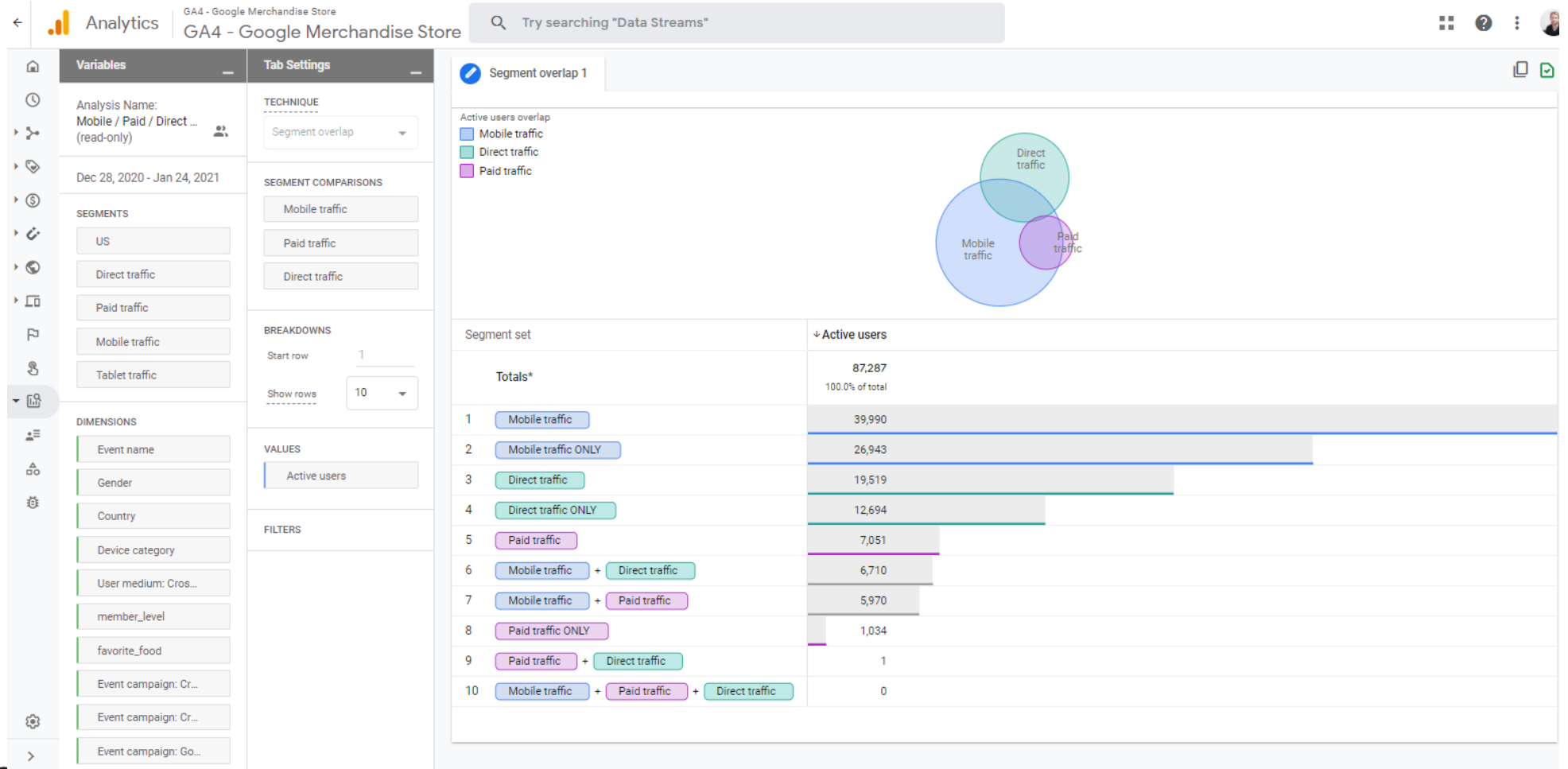




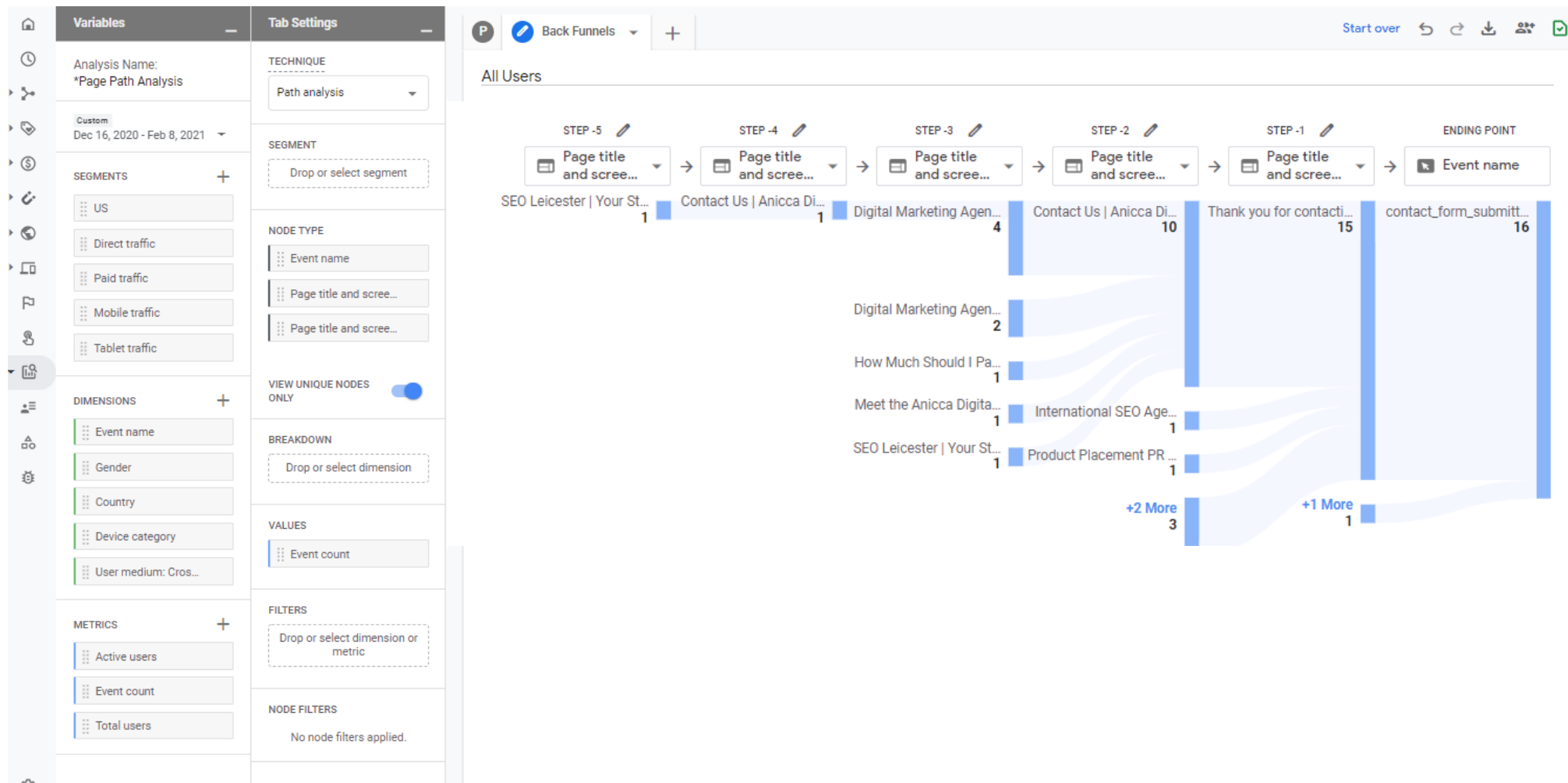
# Funnel Analysis – Ecommerce Example (Trended funnel)



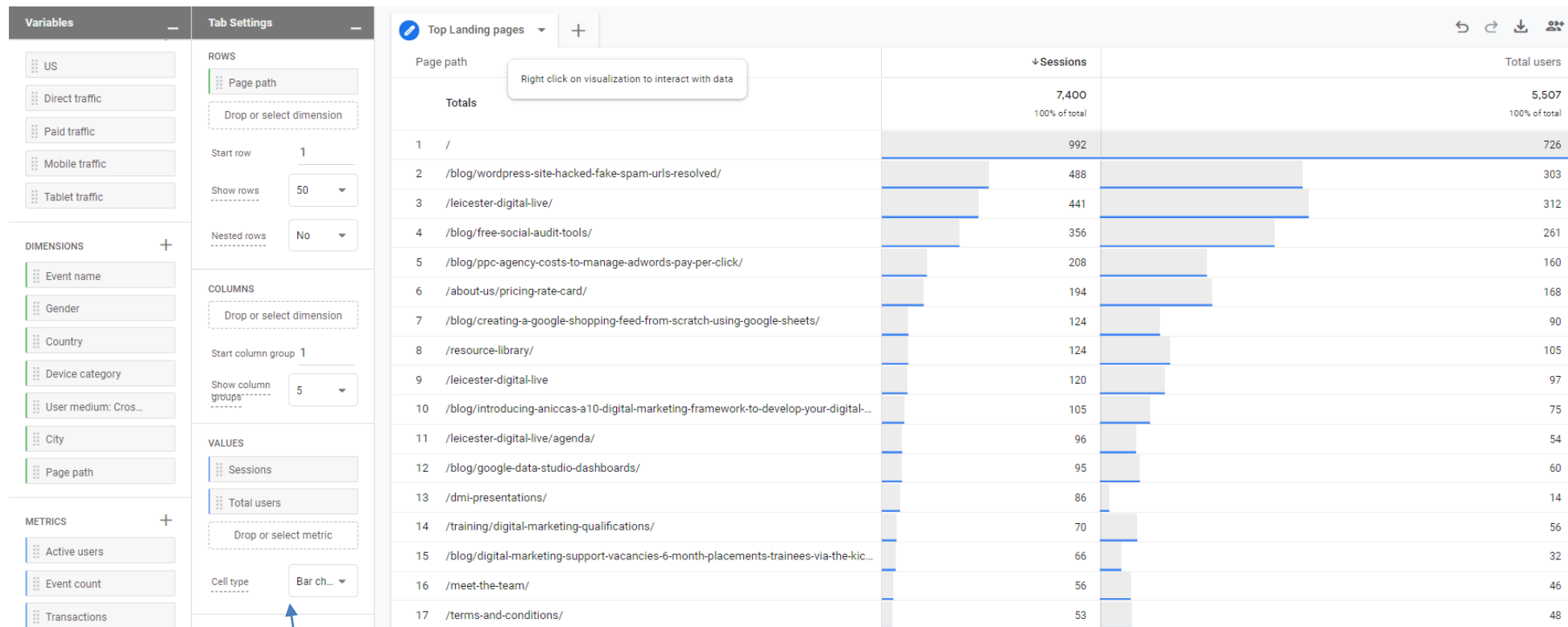
# Segment Overlap Report – Device Segment Example



# Path Analysis – Reverse Funnel Path

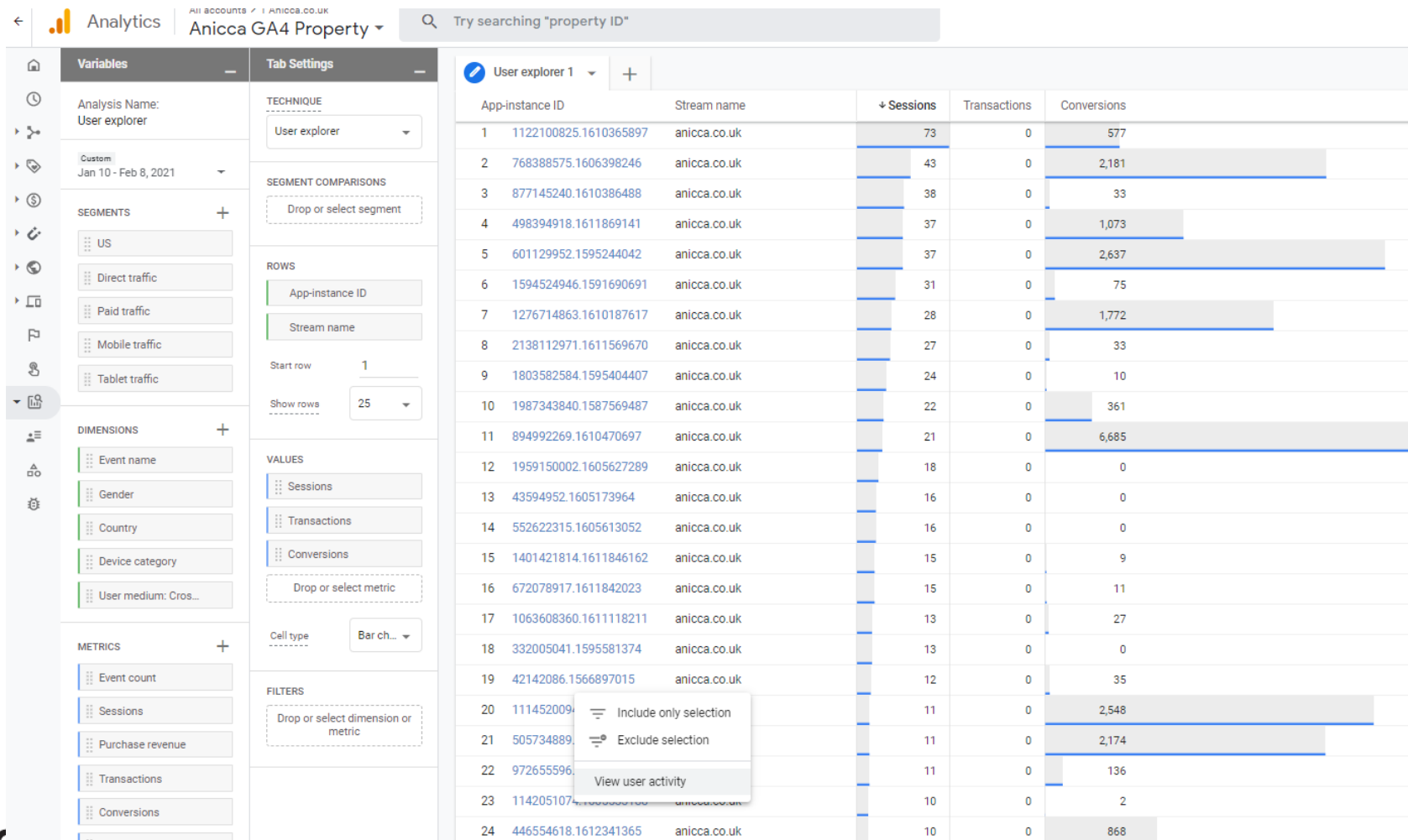


# Exploration Report – Landing Page Report



Filtered by event: session\_start

# User Explorer Report



# User Explorer Report

Analytics

All accounts > 1 Anicca.co.uk

Anicca GA4 Property

Try searching "property ID"

Variables

Tab Settings

Analysis Name:  
User explorer

Custom  
Jan 10 - Feb 8, 2021

SEGMENTS +

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS +

Event name

Gender

Country

Device category

User medium: Cros...

Stream name

METRICS +

Event count

Sessions

Purchase revenue

Transactions

Conversions

TECHNIQUE

User explorer

TIMELINE

Select events 4 selected

Display timeline

Sort timeline

FILTERS

Drop or select dimension or metric

User activity 1

1142051074.1605533188

First seen on Nov 16, 2020  
from Stamford, United Kingdom  
using anicca.co.uk.

VIEW USER PROPERTIES

Event count

Purchase revenue

Transactions

User engagement

blog\_article\_view

77

£0.00

0

3m 11s

2

Jan 29, 2021 | 15 Events

page\_view

scroll

scroll

session\_start

page\_view

Jan 28, 2021 | 4 Events

scroll

page\_view

session\_start

blog\_article\_view

Jan 22, 2021 | 1 Event

session\_start

Jan 21, 2021 | 2 Events

session\_start

Top Events

page\_view

user\_engagement

scroll

session\_start

blog\_article\_view

27

26

12

10

2

anicca

# Should I Upgrade to GA4 Yet?


- ▶ Basic Reporting can still be very challenging – no content grouping, content reporting
- ▶ Missing Attribution / Multichannel funnel components
- ▶ Missing referral exclusion lists
- ▶ Many integrations not available (optimize, campaign manager, SA360, Google Ads Manager, Google Search Console)
- ▶ Still undergoing heavy development
- ▶ Limited Data studio connectors
- ▶ Limited filters available eg rewrites, lowercase etc
- ▶ Stream level user permissions not available
- ▶ Ecommerce still not missing some features of universal eg product level dimensions, pre built funnels etc

# Recommendations

- ▶ **Duel Tag Your website** - run GA4 in Parallel with your Existing Universal Analytics – best of both worlds!
- ▶ **Create A New GA4 Property** within your existing account
- ▶ Add GA4 to your site
- ▶ Even if starting from scratch install Universal analytics (analytics.js)
- ▶ **Use Google Tag Manager!**

ACCESS THE DEMO ACCOUNT HERE <http://bit.ly/3rDapTm>



The background of the slide features a close-up, shallow depth-of-field photograph of a silver microphone with a blue foam windscreen. In the blurred background, a crowd of people is visible, with one person's head and shoulders in focus on the right side. The overall lighting is bright and natural.

Thank you  
***Any Questions?***

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