

The State of Google Analytics & GA4 in 2022

Ed Truman
Head of Analytics

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About Me – Ed Truman

- GA specialist for 6 years
- 10 Years at Anicca
- 17 years marketing experience
- Hundreds of GA setups carried out
- Google Data Studio ambassador
- Proficient in gathering user insights from GA
- Enjoy surfacing user insight



About Anicca

2007

Est

27

Crew

45+

Clients

- Supporting your digital ambitions.
- **No Ego and No Bull**, we invest in relationships with businesses and brands to drive growth and succeed in what we do.
- Our multi award winning agency in the heart of Leicester speaks for itself.



We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?



Introduction



The changing landscape of privacy

- Rise of **ad blocking** technologies and blocking of 3rd Party Cookies
- **Privacy features** introduced into some browsers (eg DuckDuckGo)
- **Privacy Regulations** **GDPR (EU & UK)**, California Consumer Privacy Act (**CCPA**) as well as other drafted up and coming regulations e.g. Brazil General Data Protection Law (**LGPD**)
- **Browser Privacy Controls** introduced eg Safari ITP (Intelligent Tracking Prevention), Firefox, Microsoft's MTP (Microsoft Threat Protection)
- **Safari ITP** (Intelligent Tracking Prevention) and the blocking and restrictions of cookies (Since 2020)
- **iOS Safari app tracking transparency** update made to apps (since May 2021)
- Google announces that in 2023 all **Chrome browsers** will block third-party cookie tracking
- Jan 2022 - Austrian **court case** ruling against Google deeming the “transferring of Europeans’ personal data to the US for processing” to be illegal

GDPR & Global Privacy Regulation

- **2018 European wide data regulation** affecting the collection, processing and management of personal data including online cookies i.e. **personally identifiable information or PII**
- Google Analytics subject to GDPR due to use of **id and Ip address** tracking
- Website owners must **seek explicit user consent** for the use of Google Analytics and other pixels on websites.
- Collecting PII as part of your analytics program, and then mismanaging the information, can risk a **data breach for improper use of PII**.
- To ensure this doesn't happen, your company should have a **clear policy** or guidelines in place detailing how the analytics data you collect is used and managed.
- Under GDPR **Google is both "controller" and "processor"**. As a user of Google Analytics, you act as '**Joint Controller**' under GDPR



Safari Intelligent Tracking Prevention (ITP)

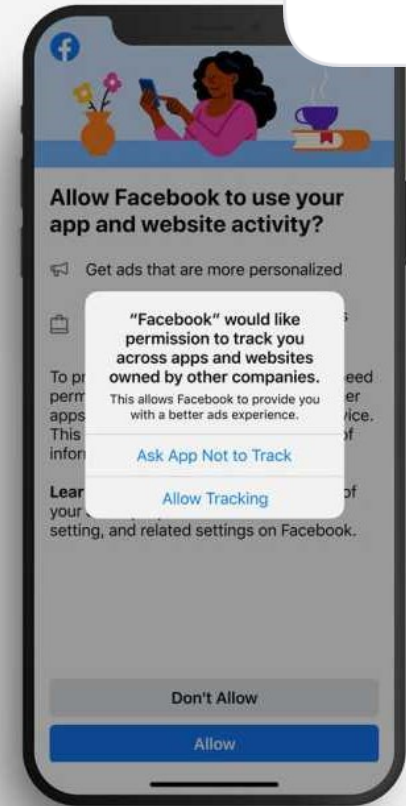
- Browser privacy feature by Apple introduced in **2019**
- Designed to improve the privacy for Safari users by restricting or blocking the use of cross-platform cookie sharing, mainly third-party cookies
- Update later brought in to restricts the lifespan of other types of web browser storage that can be used to identify users, such as first-party cookies and local storage.
 - **First Party Cookies Cross Site (via “link decoration”)** limited to **24 Hours** (affecting Facebook, Google ads etc)
 - **First Party Cookies and local storage limited to 7 Days** (affecting Google Analytics and other similar tools)



Apple IOS App Transparency

ios

- Apple Releases new Opt-in for tracking for tracking users with Apps (since **May 2021**)
- Stops Apples ID (IDFA) being automatically shared with third parties across apps without express consent from users
- Impacts felt largely on Facebook conversion tracking
- Work arounds put in place by providers to combat some of this data loss i.e Facebook conversion API



End of Third Party Cookies

- Google has announced it will be ending all third party cookies in 2023
- New Privacy innovations being worked on that protect anonymity while still delivering results for advertisers and publishers.
- User consent will always be required before any PII data can be stored and processed



Issues of Global Storing of Data

- An Austria lawsuit won against a health website, as regulator found that IP address and other cookie identifiers which had been exporting visitors' data to the US as a result of implementing Google Analytics had violated parts of the EU's General Data Protection Regulation (GDPR), which deals with data transfers out of the EU.
- Based on the premise that data sent to the US could be accessed by U.S. government surveillance
- Current protection measures taken by Google deemed insufficient to prevent re-identification. This results in far-reaching implications.
- New German Cookie Law TTDSG introduced Dec 2021



Actions & Solutions



Obtaining User Consent for Analytics

1. Understand what cookies your site sets, and what they are used for,
2. Ask for and obtain end-user consent for all Google Analytics cookies on your website prior to their activation and operation using a cookie control management tool.
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.
5. Provide a clear method to enable **users to opt out of tracking** at any time

Cookies

We would like to collect data from your device while you use this website. We do this using cookies. You can find out more in our [cookie policy](#). Collecting this data helps us provide the best experience for you, keeps your account secure, helps us provide social media features and allows us to personalise advert and service message content. Please select 'Accept all' to consent to us collecting your data in this way. To see other data collection options, select 'Preferences'

Anonymise IP Addresses in Google Analytics

Within Gtag

```
gtag('config', '<GA_MEASUREMENT_ID>', { 'anonymize_ip': true });
```

Within Google Tag Manager

Fields to Set

Field Name

Value

anonymizelp



true



Disable Advertising Reporting Features

The screenshot shows the Google Analytics 'Property Settings' page for '2. Qdos Contractor (UA-30810457-1)'. The left sidebar lists various settings, with 'Tracking Info' expanded and 'Data Collection' selected. The main content area has a blue header stating: 'Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices.' with a 'GET STARTED' button.

Data Collection for Advertising Features

By enabling Advertising Features, you enable Google Analytics to collect data about your traffic in addition to data collected through a standard Google Analytics implementation. Before enabling Advertising Features, ensure that you review and adhere to the applicable policies. Data collection for remarketing also requires that data collection for advertising reporting features is enabled. [Learn more](#)

Remarketing

Enables data collection for Display and Search Remarketing. This includes data from Google's signed-in users who have chosen to enable Google to associate their web and app browsing history with their Google account, and to use such information from their Google account to personalize ads. Google Analytics temporarily joins these identifiers to your Google Analytics data in order to support your audiences. When you enable this setting, you must adhere to the [Google Analytics Advertising Features Policy](#), including rules around sensitive categories and the necessary privacy disclosures to your end users about the data you collect and share with Google.

☐ OFF

Advertising Reporting Features

Enables Advertising Reporting features like Audience Demographics and Interests Reporting, Campaign Manager 360 reporting, Display & Video 360 reporting, and Google Display Network Impression Reporting that help you better understand your users. [Learn more](#)

☐ OFF

Advanced Settings to Allow for Ads Personalization

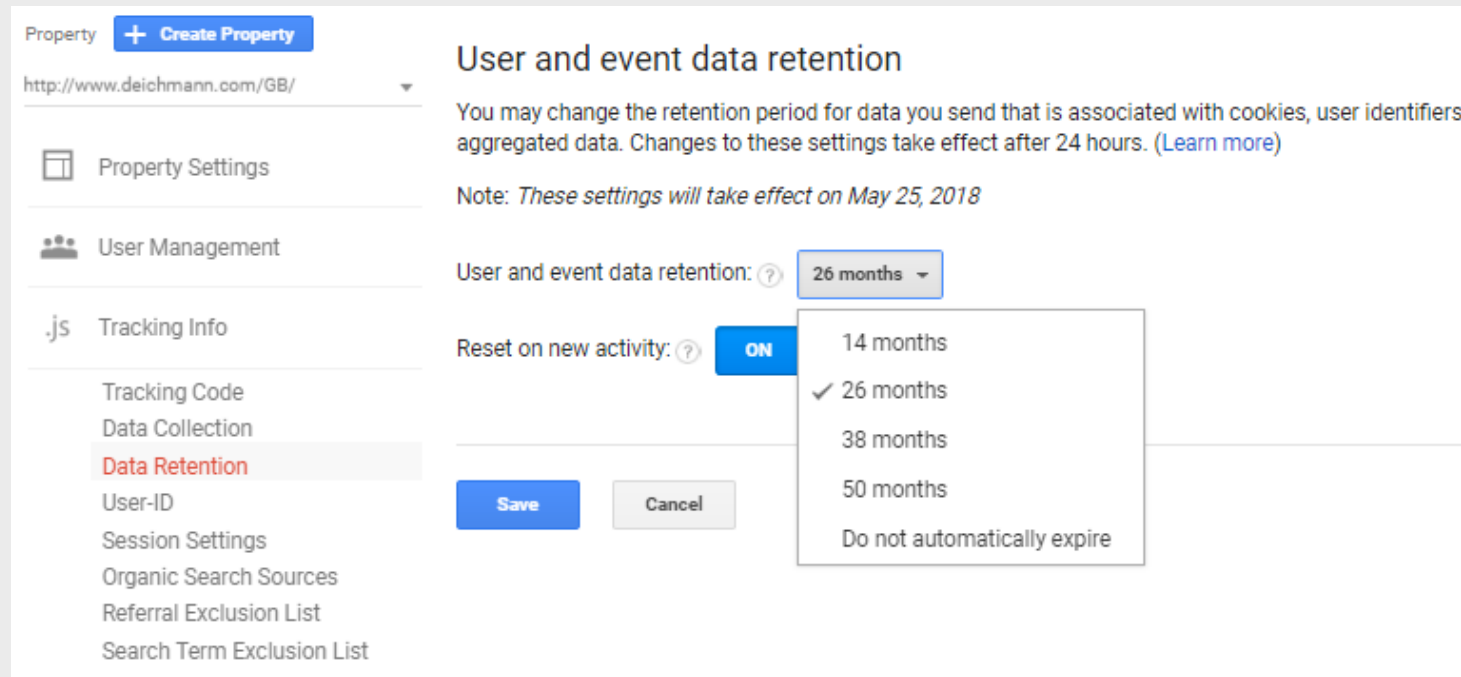
When ads personalization is allowed, you may export your Google Analytics audiences and conversions to your linked Ads accounts for the purpose of delivering relevant, personalized experiences to your end users.

You may configure Google Analytics at the property level to collect data for ads personalization purposes, in addition to measurement, in connection with your use of such features as Google signals, User ID, ads integrations, and/or if you enable data sharing with Google. Disabling Ads Personalization means that existing audience lists are marked as inactive, no new users will be accrued via audience lists, and any exported data, whether audiences exported via a linking integration or data shared under the Google products & services sharing setting, will be designated as not for use in ads personalization. [Learn more](#)

Ads personalization is allowed in 306 of 306 regions.

Data Retention Settings

- The Google Analytics Data Retention controls give you the ability to set the amount of time before user-level and event-level data stored by Google Analytics is automatically deleted from Analytics' servers.
- Keep in mind that standard aggregated Google Analytics reporting is not affected.
- The user and event data managed by this setting is needed only when you use certain advanced features such as segments and custom reporting.



The screenshot shows the Google Analytics 'Property Settings' page for the property 'http://www.deichmann.com/GB/'. The left sidebar contains a menu with 'Property Settings', 'User Management', and 'Tracking Info'. Under 'Tracking Info', there are sub-items: 'Tracking Code', 'Data Collection', 'Data Retention' (highlighted in red), 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', and 'Search Term Exclusion List'. The main content area is titled 'User and event data retention'. It includes a description: 'You may change the retention period for data you send that is associated with cookies, user identifiers aggregated data. Changes to these settings take effect after 24 hours. (Learn more)'. A note states: 'Note: These settings will take effect on May 25, 2018'. Below this, there are two settings: 'User and event data retention:' with a dropdown menu currently set to '26 months', and 'Reset on new activity:' with a toggle switch set to 'ON'. A dropdown menu is open for the 'User and event data retention' setting, showing options: '14 months', '26 months' (selected with a checkmark), '38 months', '50 months', and 'Do not automatically expire'. At the bottom of the settings area are 'Save' and 'Cancel' buttons.

Property [+ Create Property](#)

<http://www.deichmann.com/GB/>

Property Settings

User Management

Tracking Info

- Tracking Code
- Data Collection
- Data Retention**
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

User and event data retention

You may change the retention period for data you send that is associated with cookies, user identifiers aggregated data. Changes to these settings take effect after 24 hours. ([Learn more](#))

Note: These settings will take effect on May 25, 2018

User and event data retention: 26 months

Reset on new activity: ON

14 months

✓ 26 months

38 months

50 months

Do not automatically expire

Save Cancel


Data Deletion within Google Analytics

Universal GA3

Create a new data deletion request

Property ID
39010829

Data deletion requests are run in UTC. [Learn more](#)

Start date * 

- ☐ All
- ☐ URL
- ☐ Page Title
- ☐ Event Label
- ☐ Event Category
- ☐ Event Action

GA4

× Schedule data deletion request

Data deletion requests occur in the property's timezone. [Learn more](#)
[Learn more](#) about how data deletions can impact campaign attribution.

Property ID
249774178

Deletion type

- Delete all parameters on all events
- Delete all registered parameters on selected events
- Delete selected parameters on all events
- Delete selected registered parameters on selected events
- Delete selected user properties

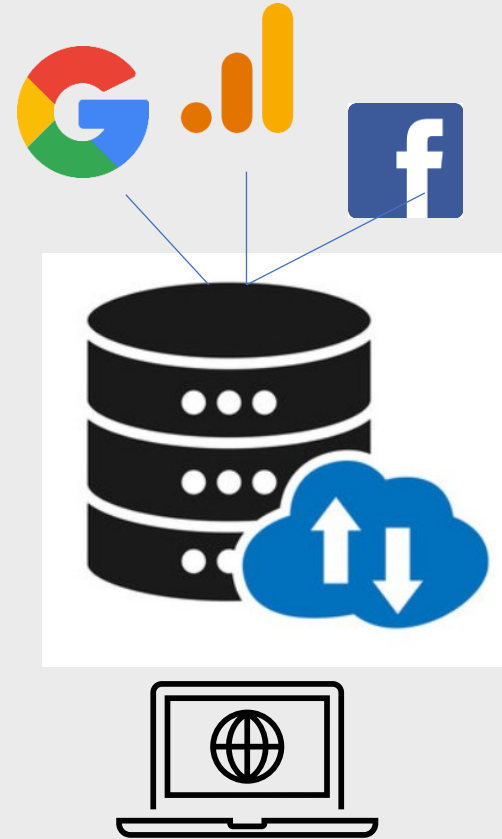
Google Consent Mode (still in beta)

- Allows you to adjust how your Google tags behave based on the consent status of your users.
- Google Analytics, GTM, Google Ads, Floodlight
- Tracks conversions without ads cookies at an aggregate level.
- No personal data sent to Google
- Works with consent popup tools



Server Side Analytics

- Connect ad tech platforms directly with your cloud servers
- By-passes browser and negates reliance on browser side cookies and pixel storage
- Fills in part of the gap left from ad blocking
- Reduces load on pages – improved load speeds
- Mitigates ITP and Extends cookie life beyond 7 day (for now)
- Improved data security
- Opportunities to enrich data before sending to vender
- In future websites will not be able to set trackers on the user's browser
- Google and Facebook Options including Conversions API for tracking ads purchased through Facebook

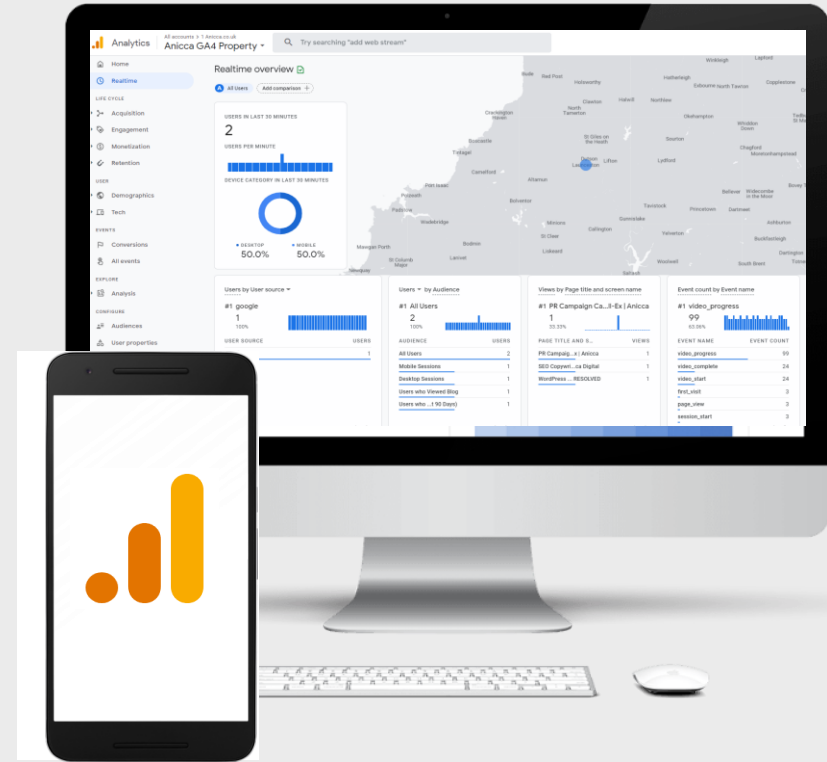


Google Analytics 4 Update 2022



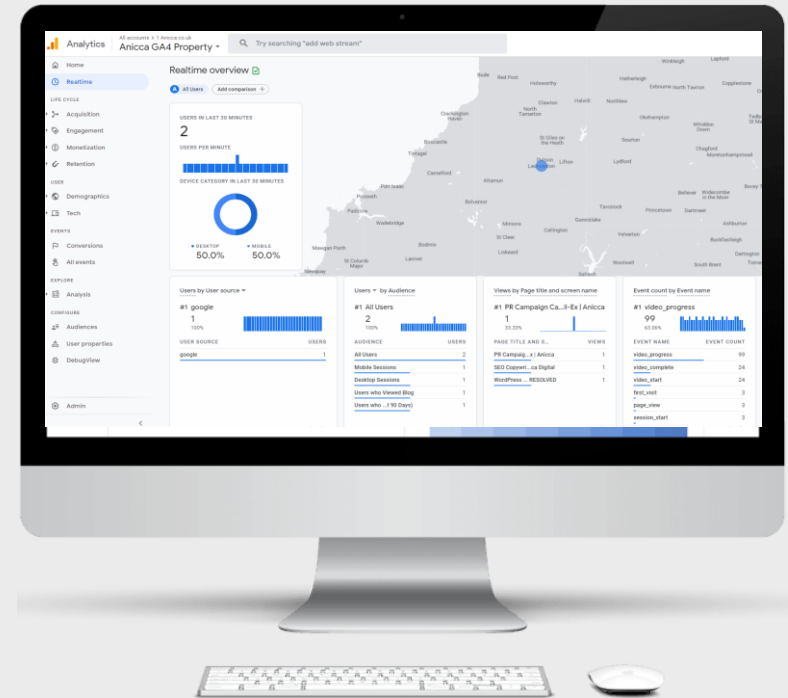
A Quick Recap on the Features GA4

- Launched in October 2020 - Google Analytics rebuilt from the ground up! Now the default option when setting up Analytics
- Integrates website & app tracking under a single platform
- Brand new interface and reporting
- Higher data collection limits with no sampling!
- Improved cross device and user tracking capabilities
- Greater use of AI as well as better automated insights
- Enhanced Visualisations and custom reporting



Main differences of GA4 vs GA3 (i.e. Universal Analytics)

- Brand new interface and large scale changes to reports
- Less focus on sessions (visits) – more focus on users & events
- Reporting views are no longer
- Brand new Metrics introduced
- Brand new schema for tracking events & Ecommerce
- Goals are now event-based Conversions
- Limited filtering options
- Limited Ecommerce Reporting
- User data held to a maximum of 14 months
- Attribution Modelling still not available



Recent GA4 Updates

- Display & Video 360 Integration
- Search Console Integration
- New Attribution Settings at account level
- Default Groupings Expanded
- New Attribution Reports
- Last Engagement Depreciated
- Further session-based metrics introduced

Can I still Create a Universal Property?

Yes.

Reporting time zone

United States ▾ (GMT-08:00) Los Angeles Time ▾

Currency

US Dollar (USD \$) ▾

You can edit these property details later in Admin

Show advanced options

96 more properties can be created on this account.

Next

Create a Universal Analytics property ☒

The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Do I need to Re-Tag My Site?

Most Likely Yes. (but it depends on your setup).

You have 3 main options:

1. Use existing on page Gtag and then link it to GA4
2. Install a brand new GA4 gtag using code
3. Install via Google Tag Manager (recommended option)

What about Conversion Tracking?

GA4 is an event based model. All interactions are now events.

<i>Conversion Type</i>	<i>Solution</i>
URL based Goals	<ul style="list-style-type: none">• Create as event within GA4 Interface• OR create as new event within GTM
Event based interactions	<ul style="list-style-type: none">• Use existing on page event code and set GA4 to auto collect if using Gtag• OR create as new event within GTM or on page event via code insertion
Ecommerce Tracking	<ul style="list-style-type: none">• Leave your existing UA implementation unchanged• Use new GA4 schema to create duplicate events for your GA4 property.

Tracking Interactions with GA4 Events

There are 3 types of events:

- 1. Automatically Collected (Standard) Events** e.g. page_view, first_visit, session_start,
- 2. Enhanced Events** eg click, file_download, view_search_results, scroll, video_start, video_complete
- 3. Custom & Recommended Events** eg purchase, add_to_cart, login, signup – see Googles List!

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

Creating Custom Events in GA4

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

Option 2 = Create from scratch using Google Tag Manager (or on page code)

Option 1 - 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 ?

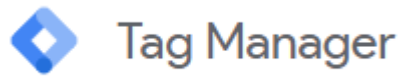
Add modification

Option 2: Create New Events From Scratch

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

A screenshot of the Google Tag Manager 'Tag Configuration' interface. The 'Tag Type' is set to 'Google Analytics: GA4 Event'. The 'Configuration Tag' dropdown is set to 'GA4 Global Config Setup Tag'. The 'Event Name' field contains 'enquiry_form_submit'. A blue arrow points from the 'enquiry_form_submit' text to the 'Google Analytics: GA4 Event' tag type in the 'Featured' list on the right. The 'Triggering' section shows 'Firing Triggers' with 'Enquiry - Custom Event' and 'Enquiry - PPC Landing Page' listed, separated by an 'OR' operator.

Tag Configuration

Tag Type

Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag ⓘ

GA4 Global Config Setup Tag ⓘ

Event Name ⓘ

enquiry_form_submit ⓘ

> Event Parameters

> User Properties

> Advanced Settings

Choose tag type

Discover more tag types in the Community Template Gallery

Featured

Google Analytics: Universal Analytics
Google Marketing Platform

Google Analytics: GA4 Configuration
Google Marketing Platform

Google Analytics: GA4 Event
Google Marketing Platform

Google Ads Conversion Tracking
Google Ads

Triggering

Firing Triggers

Enquiry
Custom Event

OR

Enquiry - PPC Landing Page
Custom Event

GA4 Ecommerce Reporting

Pros

- New streamlined Ecommerce Code and Tracking Schema
- Extra product categories provided and ability to track in app purchases

Cons

- Limited default reports with key metrics missing
- No transaction id report, checkout or shopping funnel report
- Missing Metrics : Ecommerce rate, avg quantity , avg order value metrics
- No product custom dimensions



Create duplicate events for your GA4 property and run in parallel to GA3

Ecommerce Tracking

Still no built-in Ecommerce integration, so you'll need to populate the parameters manually in GTM

Configuration Tag ⓘ

GA4 Base Tag Configuration

Event Name ⓘ

purchase

Include Currency Parameter!

Event Parameters

Parameter Name

items

currency

transaction_id

value

tax

shipping

coupon

Value

{{js - GA4 - purchase}}

{{dlv - Global - Currency Code}}

{{dlv - Thank You Page - Order ID}}

{{dlv - Thank You Page - Order Revenue}}

{{dlv - Thank You Page - Tax}}

{{dlv - Thank You Page - Shipping}}

{{dlv - Thank You Page - Coupon Code Name}}

What about Goal Conversion Tracking?

'Goals' do not exist in GA4 only Conversion events!

- Goals are defined as conversions directly within the interface based on events
- No longer session based - counted on every event.
- Certain events will be marked as conversion automatically e.g. purchase, e.g. in_app_purchase
- Select up to 30 Conversions per property
- 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"/>

No Views

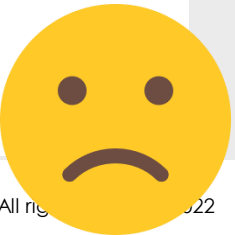
Universal GA3

This screenshot displays the Universal GA3 interface with three main sections: Account, Property, and View. Each section has a '+ Create' button at the top. The Account section for '1 Anicca.co.uk' lists: Account Settings, Account Access Management, All Filters, Account Change History, and Trash Can. The Property section for '1. www.anicca.co.uk (Main) (UA-3325446-1)' lists: GA4 Setup Assistant, Property Settings, Property Access Management, Tracking Info, and Property Change History. The View section for 'www.anicca.co.uk (Master)' lists: View Settings, View Access Management, Goals, Content Grouping, and Filters.

GA4

This screenshot displays the GA4 interface with two main sections: Account and Property. The Account section for '1 Anicca.co.uk' lists: Account Settings, Account Access Management, All Filters, Account Change History, and Trash Can. The Property section for 'Anicca GA4 Property (212912485)' lists: Setup Assistant, Property Settings, Property Access Management, Data Streams, and Data Settings.

No Views!



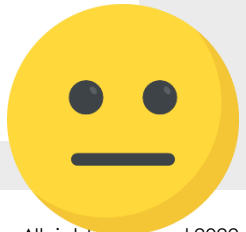
Data Streams Instead of Views...

- Data streams introduced as a means to separate out different data sources.
- Now, you have a single property for each data stream website, Android app, and iOS app
- However for separate brand websites create a separate GA4 property instead!

The screenshot shows the GA4 interface with a sidebar on the left containing navigation options: Setup Assistant, Property Settings, Property User Management, Data Streams (highlighted), Data Settings, and Default Reporting Identity. The main content area is titled 'Data Streams' and features tabs for 'All', 'iOS', 'Android', and 'Web'. The 'All' tab is selected and highlighted with a blue box. Below the tabs, a card for 'anicca.co.uk' is shown, indicating it is 'Receiving traffic in past 48 hours'. A table below this card lists stream details:

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

Below the table, the 'STREAM ID' is 1598427166 and the 'STATUS' is 'Receiving traffic in past 48 hours. [Learn more](#)'. The 'MEASUREMENT ID' 'G-SSEWB22ZYT' is highlighted with a blue box. To the right, an 'Add stream' dropdown menu is open, showing options for 'iOS app', 'Android app', and 'Web'.



Lack of Account Level Filters



- There are no account level view filters (Except IP exclusions)
- No domain or directory filtering
- No url clean-up ability
- No search and replace
- No forcing lowercase on urls and search terms
- No filtering based on custom dimensions

				Create Filter
Name	Filter type	Operation	Current state	
Internal Traffic	Internal Traffic	Exclude	Testing	> ⋮

Limited Content Reporting



- ✗ Limited page reports with limited metrics
- ✗ No Landing Page Report!
- ✗ No pageviews per session, Bounce Rate, exit%, or unique pageviews metric
- ✗ You cannot drill down
- ✗ Cannot use RegEx in search field to filter
- ✗ No Content Grouping
- ✗ No previous page dimension or page path level

New Engagement Metrics introduced;
eg engaged_sessions, engagement
time, Engagement rate, views per user

Page title and screen class ▾	
Totals	8,936 100% of total
1 Award-Winning Digital Marketing Agency Anicca Digital	1,958
2 Webinars Archive - Anicca	287
3 Log In – Anicca Academy	249
4 Meet The Team Anicca Digital	227
5 Anicca Academy	222
6 DMI Quizzes – Anicca Academy	216
7 Blog - Anicca	187
8 9 FREE Tools to Audit your Social Media - Anicca	185
9 Get in touch with us Anicca Digital	148
10 Digital Marketing Case Studies & Success Stories Anicca Digital	137

What's Good?



Enhanced Measurement

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



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](#)



Choice over 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

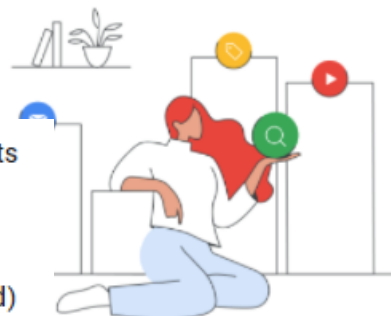
☒ 30 Days (recommended)

All other conversion events

☐ 30 Days

☐ 60 Days

☒ 90 Days (recommended)



Audience Triggers

● 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
- Revenue prediction

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

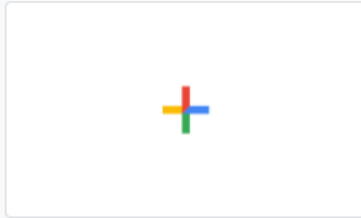
ELIGIBILITY STATUS
 **Ready to use** 

 **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** 

New Analysis Hub 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?



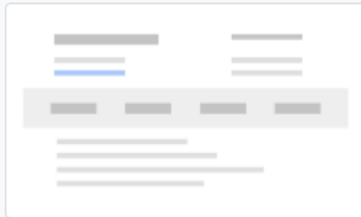
Path exploration

What user journeys can you uncover with tree graphs?



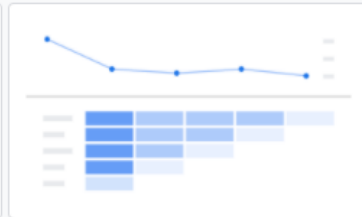
Segment overlap

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



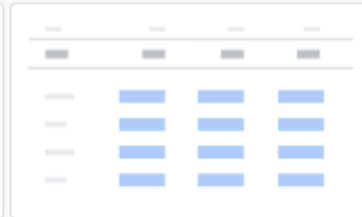
User explorer

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



Cohort exploration

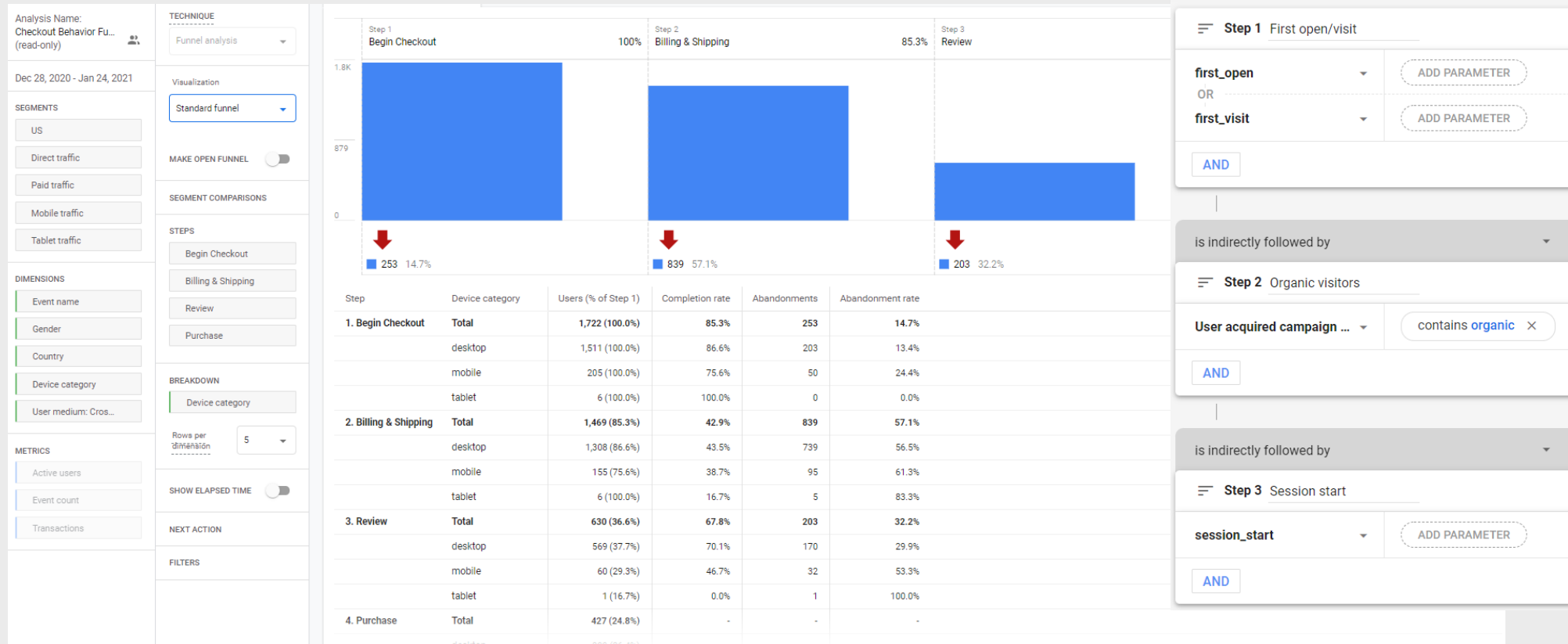
What insights can you get from your user cohorts behavior over time?



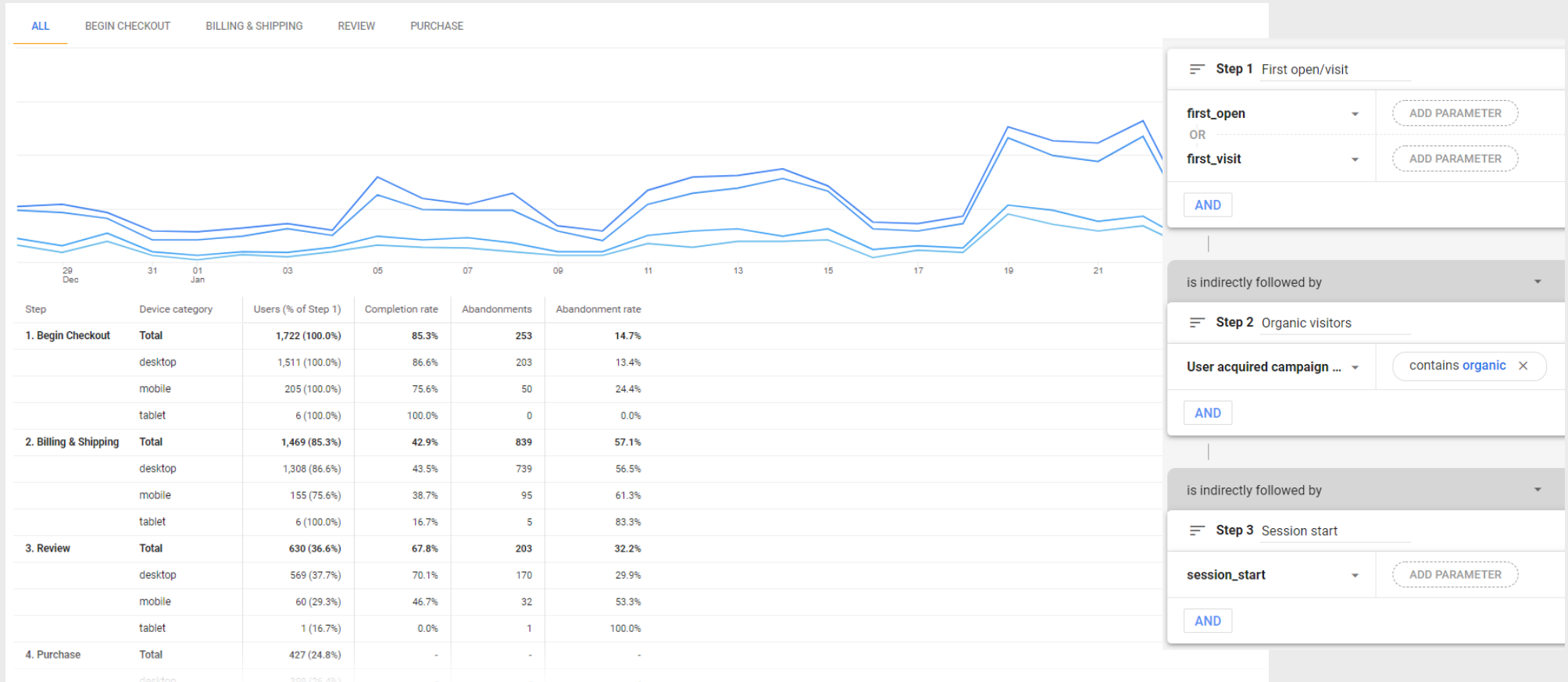
User lifetime

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

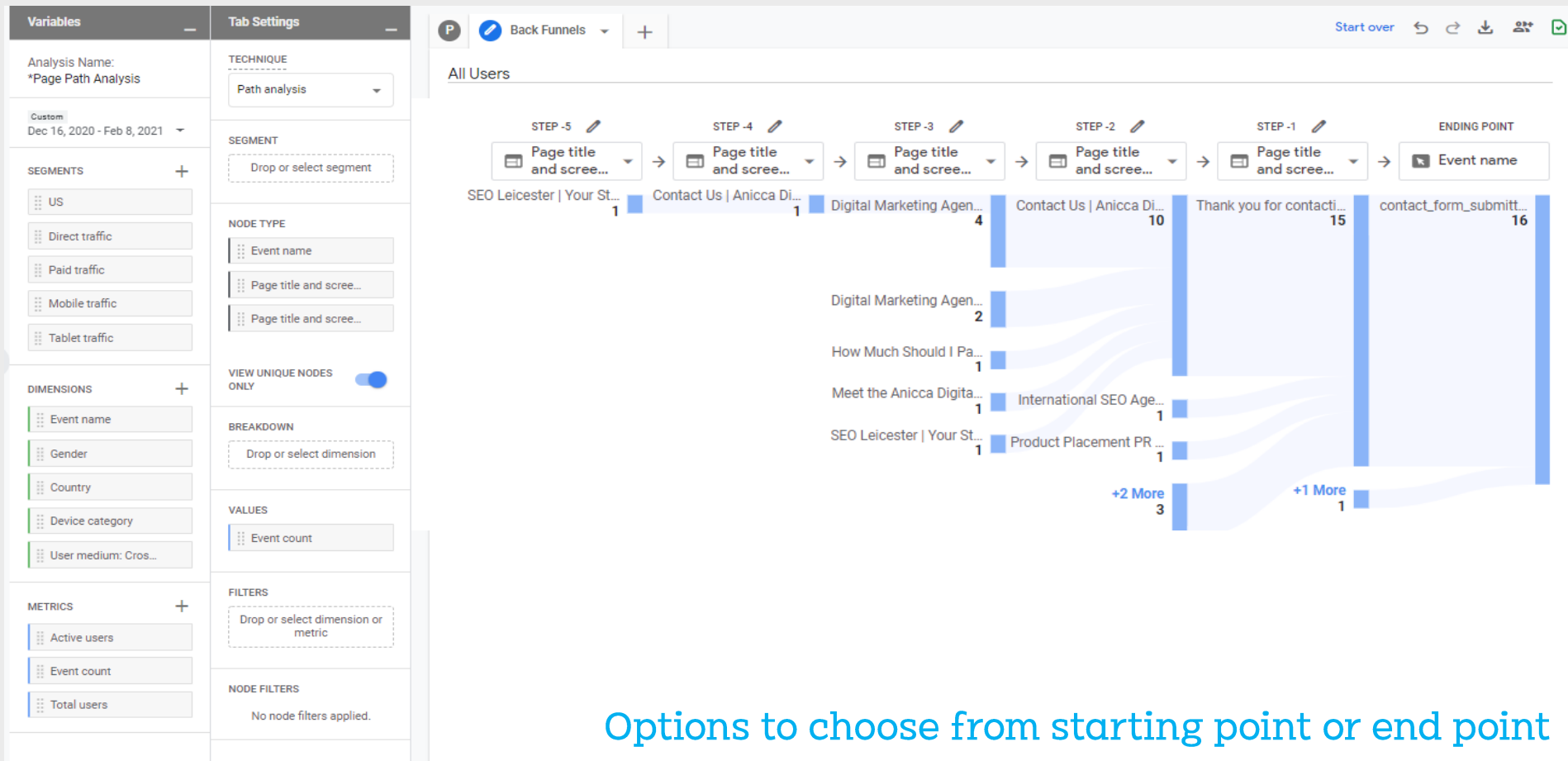
Funnel Analysis – Build Your Own Funnels!



Funnel Analysis (including Trended Funnels)

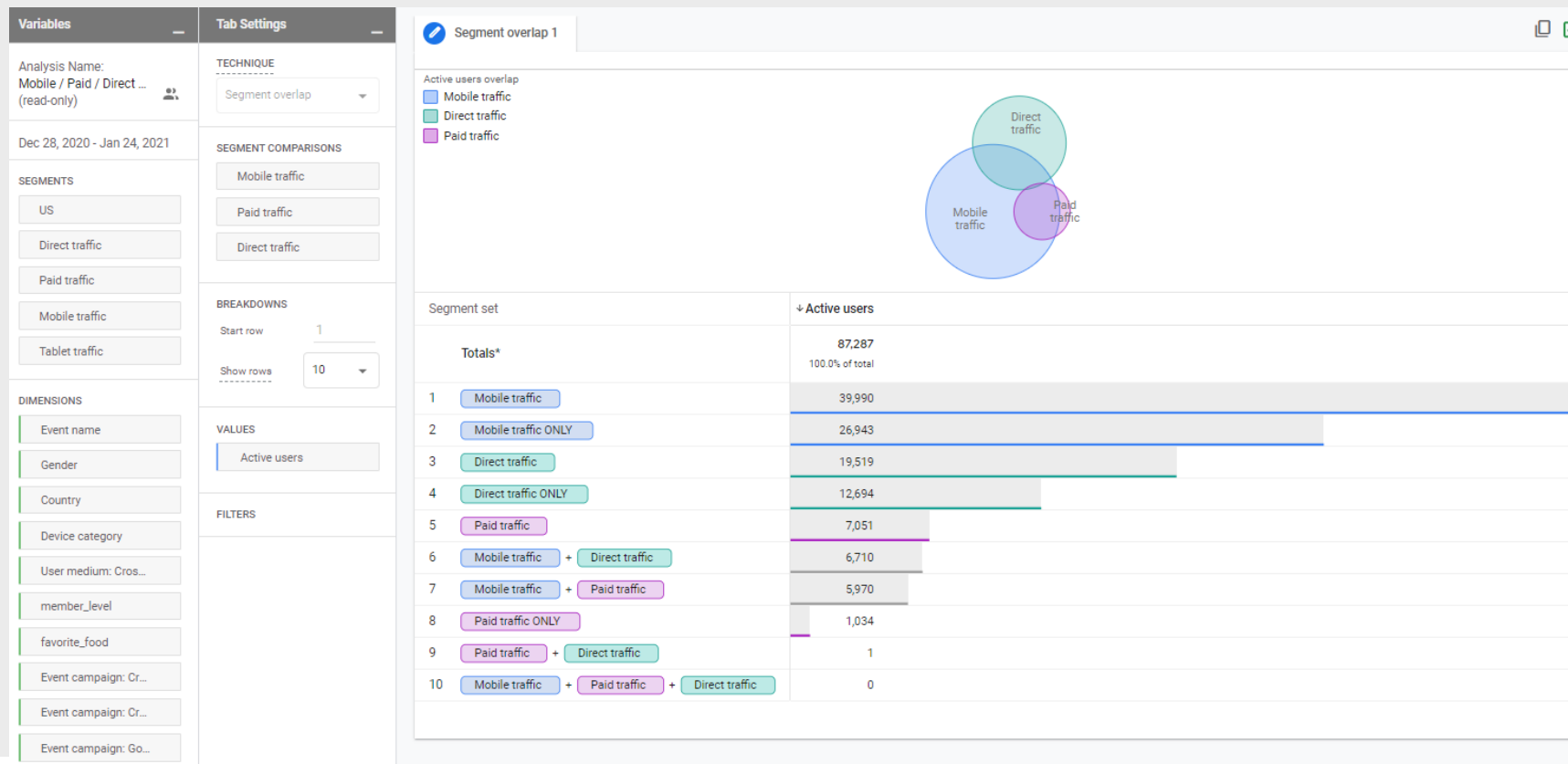


Path Analysis



Options to choose from starting point or end point

Segment Overlap Report – Device Segment Example



User Explorer Report

Analytics

All accounts > 1 Anicca.co.uk

Anicca GA4 Property

Try searching "property ID"

U

User activity 1

+

CREATE SEGMENT

Variables

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

Tab Settings

TECHNIQUE

User explorer

TIMELINE

Select events

4 selected

Display timeline

Expan...

Sort timeline

Desce...

FILTERS

Drop or select dimension or metric

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

27

user_engagement

26

scroll

12

session_start

10

blog_article_view

2

4:05:53 PM

page_view

X

anicca15

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Exploration Reports

Variables

Exploration Name:
Free form

Custom
Feb 8 - Mar 9, 2022

SEGMENTS

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

Event name

Gender

Country

Device category

First user medium

City

Operating system

Tab Settings

ROWS

Device category

Operating system

Drop or select dimension

Start row 1

Show rows 100

Nested rows Yes

COLUMNS

Drop or select dimension

Start column group 1

Show column groups 5

VALUES

Total users

Sessions

Engagement rate

Drop or select metric

Free form 1

Device category	Operating system	↓ Total users	Sessions	Engagement rate
Totals		448,746 100% of total	512,563 100% of total	29.91% Avg 0%
1 desktop	Windows	155,471	160,073	14.54%
	Macintosh	125,295	132,302	9.15%
	Chrome OS	1,733	2,234	59.76%
	Linux	1,074	1,235	28.74%
	(not set)	43	43	23.26%
2 mobile	iOS	85,300	112,347	54.33%
	Android	68,774	97,366	53.34%
3 tablet	iOS	4,471	5,547	48.4%
	Android	3,684	4,646	51.64%

Free form report with 'nested' rows

Big Query Integration

BigQuery links

1 Choose a BigQuery project


Prepare your Google Cloud project prior to setting up this export. [Learn more](#)


Link to a BigQuery project I manage


[Choose a BigQuery project](#)

Next

PRODUCT LINKS

 Google Ads Links

 Ad Manager Links

 BigQuery Links

Free to Export to Google BigQuery. Not Previously Available!

Create Your Own GA4 Landing Page Report

1. Create A Session Based Segment of people that converted

The screenshot shows the Google Analytics 4 interface. On the left, the 'Variables' sidebar is visible with the following settings:

- Exploration Name:** Landing Page Report 1
- Custom:** Jan 1 - Mar 5, 2022
- SEGMENTS:** Sessions with Acad...
- DIMENSIONS:** Page path + query s..., Event name
- METRICS:** Sessions, Views

The 'Tab Settings' sidebar on the right shows:

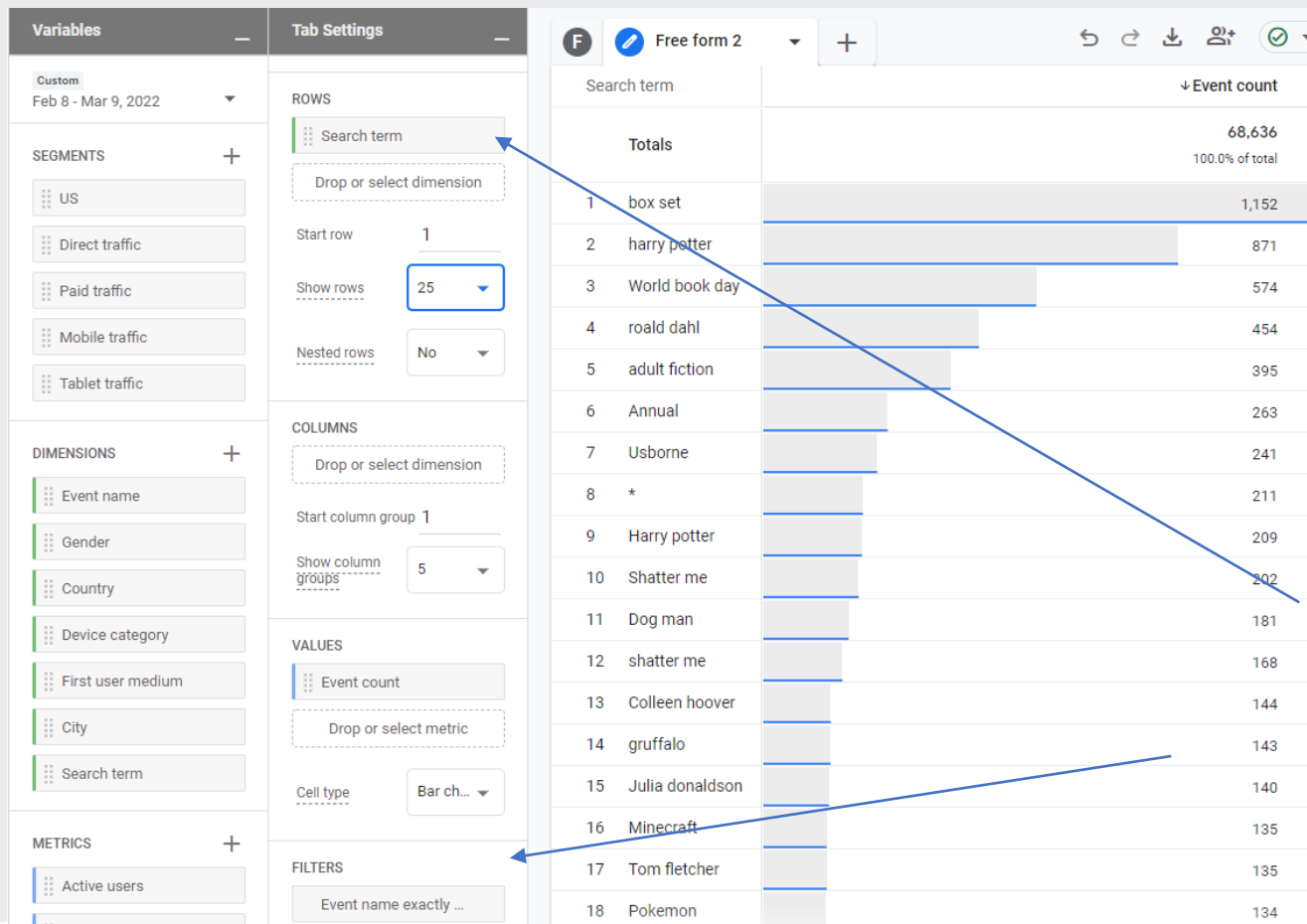
- SEGMENT COMPARISONS:** Sessions with Acad...
- Pivot:** First column
- ROWS:** Page path + query s...
- Start row:** 1
- Show rows:** 100
- Nested rows:** No
- COLUMNS:** Drop or select dimension
- Start column group:** 1
- Show column groups:** 5

The main table displays the following data:

Segment	Sessions with Academy Access Request		Totals	
	Sessions	Views	↓ Sessions	Views
Totals	33 100.0% of total	0	33 100.0% of total	0
1 /	13	0	13	0
2 /free-access-thankyou/	6	0	6	0
3 /a10-marketing-framework/	2	0	2	0
4 /d3-social-media-marketing/	2	0	2	0
5 /1-introduction-to-digital-marketing/	1	0	1	0
6 /a10-marketing-framework/?elementor-preview=32777&ver=1642633393	1	0	1	0
7 /blog/marketing-survey-prize-draw-2021/	1	0	1	0
8 /dmi-cim-qualifications/	1	0	1	0
9 /lostpassword/?error=expiredkey	1	0	1	0
10 /request-free-access/	1	0	1	0
11 /resources-webinars/	1	0	1	0
12 /resources-webinars/whats-new-in-digital-marketing-new-techniques-you-sho...	1	0	1	0
13 /resources-webinars/whats-new-the-latest-stats-in-the-world-of-digital-mark...	1	0	1	0
14 /training-qualifications/	1	0	1	0

2. Filter by event: session_start

Build Your Own Site Search Report



Search Term report filtered
on view_search_results

Should I Upgrade to GA4 Yet?

Yes but in addition to keeping a Universal property – best of both worlds!

- Lack of account level and report level filters could be a deal breaker
- Default reporting can still be quite limited – no content grouping, content reporting
- Missing Attribution / Multichannel funnel components
- Still undergoing heavy development
- Stream level user permissions not available
- Ecommerce still missing some features of Universal Analytics e.g. 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
- **Use Google Tag Manager!**
- Decide on what **custom events** you need and be organised
- **Start small** and build up.
- Try the **GA4 Demo account** - <https://analytics.google.com/analytics/web/demoAccount>

How we can help you?

15% discount on GA4 services (booked before end of March)

- **GA4 Training:**

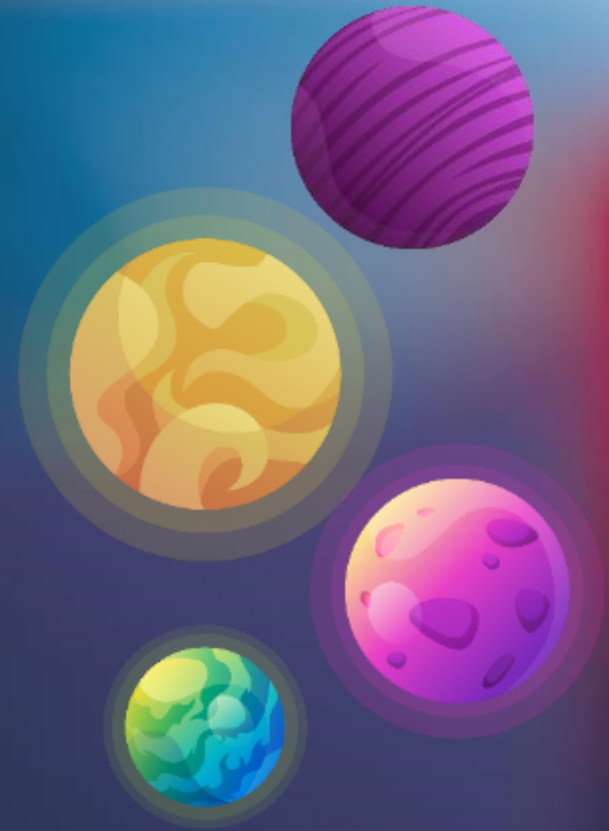
- **Bespoke GA4 training** (in person training for your team - learn how to do GA4 set-ups yourself) - reduced from £1,125+vat to £955+vat
- **Group Training** – in-person (in Leicester) or join online - £600+vat reduced to £500+vat per person)

- **GA4 set-ups by Anicca team:**

- **Standard set-up** - reduced from £1,000+vat to £850+vat
- We can provide a quote for **large and more complex GA4 set-ups** – you will still receive a 15% discount

Thank you

ed@anicca.co.uk



About the digital skills bootcamp

The course consists of a total of **130 hours of guided learning**,
This is equivalent to about **10 hours per week** and includes:

- **10 weeks of lessons** – 1-day live lesson, 1-2 hours of live webinars, plus self-service webinars and access other Anicca and DMI resources.
- **Ongoing communication** (via Slack), enabling communications with other learners and the trainers
- At the end of the course there are **optional vocational sessions** – 1-day guided exam revision, 2 days of guest speakers' sessions/workshops, plus 2-hours of 1-2-1 mentoring etc.
- A **certification of attendance** (after learners have completed the 130 hours)
- Online multi-choice **DMI exam**
- Learners will get **membership to the DMI** & access to DMI resources

Waiting list for next digital bootcamp

- We are waiting for confirmation from D2N2 for the funding for our next digital bootcamp which is due to start mid to end of April
- There are free places for priority groups, such as unemployed, under 24 and over 50
- If you are an employer or employed full-time (and not in a priority group) - you will be required to make a small contribution
- You can find out more at
<https://anicca.co.uk/grant-funded-digital-skills-bootcamps/>
- You can join the waiting list by signing up here
<https://bit.ly/grant-funded-bootcamp2>