

GETTING THE MOST OUT OF GA4 (UPDATE)



Ed Truman | Anicca Digital



AGENDA

1. GA4 what to expect
2. GA4 Setup Checklist
3. Conversion Tracking
4. Reporting What You Need

**RECAP - WHAT YOU
NEED TO KNOW...**

1 JULY 2023

UNIVERSAL ANALYTICS WILL STOP
COLLECTING DATA

REPORTS

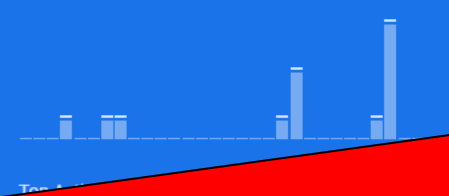
Users	Revenue	Conversion Rate	Sessions
4K	£0.00	0%	5.4K
↑45.6%	-	-	↑39.1%



Active users in last 5 minutes

3

Page views per minute



Increase performance by promoting campaign uk_srch - ppc

Apr 1 - 30, 2022

13.83% of the cpc traffic from uk_srch - ppc. This campaign performs worse than the others.

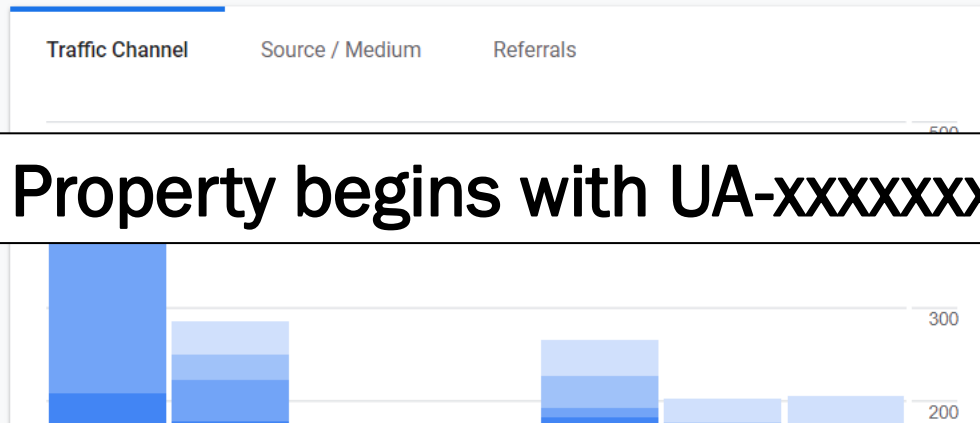
Metric	This Campaign	Other Campaigns in cpc
	13.83%	75.05%
	00:00:49	

RIP UNIVERSAL ANALYTICS

Last 30 days

AUDIENCE OVERVIEW

How do you acquire users?



Where are your users?



Property begins with UA-xxxxxxxx-x



Property [+ Create Property](#)

Select Property

- GA4 - Flood-It! (153293282)
- GA4 - Google Merchandise Store (213025502)
- UA - Google Merchandise Store (UA-54516992-1)**

3 Properties

JAN 2024

WHEN YOU **WONT** BE ABLE TO **ACCESS**
UNIVERSAL ANALYTICS*

GA4 Verdict - Ok but not Fantastic....

The Good

- ✓ Higher data collection limits and quotas
- ✓ Better cross device capabilities
- ✓ Better engagement metrics
- ✓ Improved custom reporting
- ✓ Powerful audience building
- ✓ More flexible event based model
- ✓ Improved custom reporting
- ✓ Improved conversion tracking and attribution

GA4 Verdict - Ok but not Fantastic....

The Not So Good

- ▶ Lack of account level and report level filters
- ▶ Default Reports not great
- ▶ No content grouping
- ▶ No customisable channel groupings
- ▶ Metrics can be confusing
- ▶ Limited ecommerce reporting

Reporting Differences to Expect

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.

Glossary 1

- **Session** = Visit (aka session_start) is the period of time a user is actively engaged with your website or app). A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings)
- **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.

Glossary 2

- **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):** Primary user metric in GA4: Number of distinct users who visited your website or application. An active user is any user who has an engaged session or when Analytics collects:



SETTINGS CHECK

Link Other Google Products

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

PRODUCT LINKS



Google Ads Links



Ad Manager Links



BigQuery Links



Display & Video 360 Links



Merchant Center



Search Ads 360 Links



Search Console Links

Product Linking – Ones To Do Now



Google Ads



Search Console

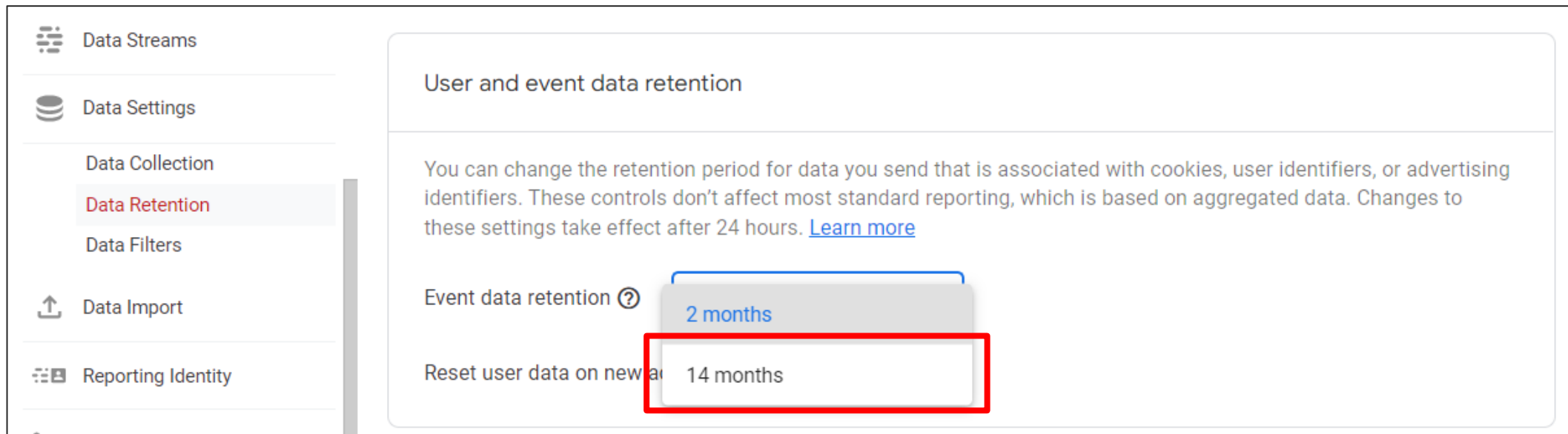


Merchant Centre

- Bring in cost metrics, clicks and impressions
- Share Audiences and Conversions from Google Analytics automatically. No more importing!
- See Landing pages, search queries, clicks, search impressions, ctr and more
- See your conversions from free product listings

Adjust Data Retention Settings

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



The screenshot shows the 'Data Retention' settings page in the Anicca 15 interface. The left sidebar contains a menu with the following items: Data Streams, Data Settings, Data Collection, Data Retention (highlighted in red), Data Filters, Data Import, and Reporting Identity. The main content area is titled 'User and event data retention' and contains the following text: '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 text, there are two settings: 'Event data retention' with a question mark icon and a dropdown menu showing '2 months', and 'Reset user data on new app install' with a dropdown menu showing '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)



Enable Enhanced Measurement

- 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



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](#)

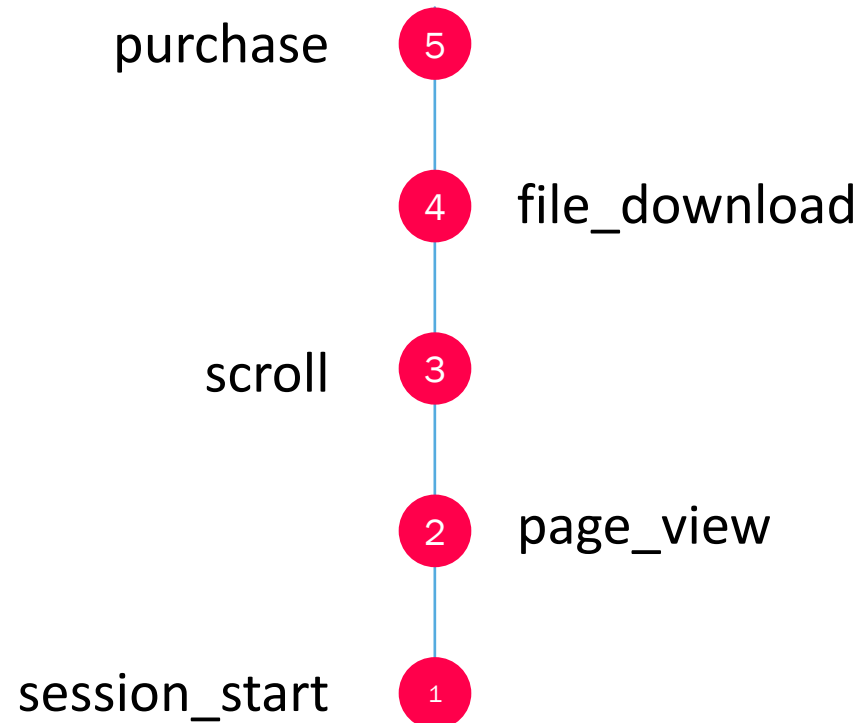




CONVERSION TRACKING

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

Get Familiar with GA4 Events

Automatically Collected Events

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

Recommended & Custom Events

purchase
add_to_cart
begin_checkout
login
sign_up
Share
view_promotion

& any custom event

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

Where to See Events- Example 1

Reports snapshot

Realtime

Life cycle ^

- Acquisition
- Engagement
- Overview
- Events**
- Conversions
- Pages and screens
- Monetization
- Retention

User ^

- Demographics
- Tech

Events: Event name

● video_progress ● video_start ● video_complete ● page_view ● user_engagement

EVENT C

Q Search...

	Event name +	↓ Event count	Total users
		257,776 100% of total	3,891 100% of total
1	video_progress	150,621	599
2	video_start	38,342	624
3	video_complete	36,909	266
4	page_view	10,665	3,872
5	user_engagement	7,303	2,282
6	session_start	5,675	3,877
7	first_visit	3,663	3,656
8	scroll	2,455	1,109
9	viewed_blog_article	1,287	730
10	click	454	290

Where to See Events – Example 2

Reports snapshot

Traffic acquisition: Session default channel grouping ✓ A + Last 28 days 4 May - 31 May

Real-time

Life cycle ^

- Acquisition
 - Acquisition overview
 - User acquisition: First user ...
 - User acquisition
 - Traffic acquisition**
- Engagement
 - Overview
 - Events
 - Conversions: Event name
 - Pages and screens
- Monetisation
 - Overview
 - E-commerce purchases
 - In-app purchases

Search...

Rows per page: 10 Go to: 1




Session default channel grouping +	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events
Totals	1m 08s Avg 0%	0.82 Avg 0%	23.28 Avg 0%	58.97% Avg 0%		
1 Direct	1m 16s	0.84	25.02	65.9%		
2 Organic Search	1m 06s	0.87	21.29	60.13%		
3 Unassigned	0m 47s	0.03	36.56	2.86%		
4 Cross-network	0m 33s	0.52	9.79	46.39%		
5 Display	0m 20s	0.50	11.64	35.57%		
6 Paid Search	1m 20s	0.76	20.63	62.08%		
7 Referral	1m 51s	1.15	31.04	70.34%	90,003	1,457.00
8 Paid Video	0m 47s	0.90	19.90	85.21%	24,898	1,180.00
9 Organic Social	1m 59s	1.10	35.07	75.23%	38,370	646.00
10 Organic Video	0m 49s	0.75	18.79	66.76%	13,400	612.00

Event count dropdown menu:

- All events
- add_payment_info
- add_shipping_info
- add_to_cart
- android_lovers
- begin_checkout
- campus_collection_user
- click
- data_import_success

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"/>	

Send in Extra Event Info


- 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}} 

Do I have to Upgrade My Ecommerce Tracking?

Most Likely Yes ..

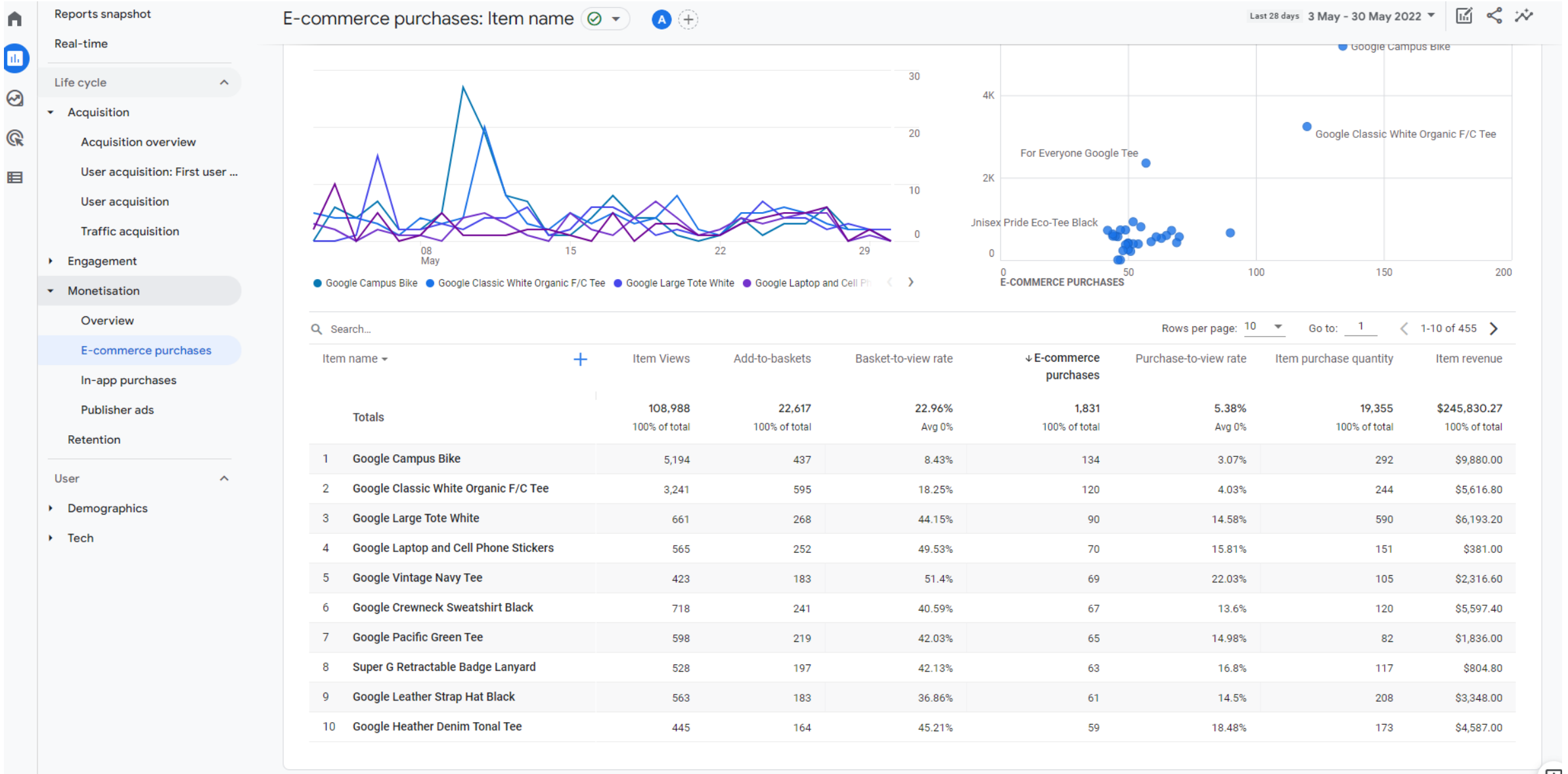
1. However if using existing ecommerce implemented through Google Tag Manager Datalayer = You can use GTM to convert universal schema into GA4 version, without having to upgrade on page code*
2. If not leave your UA implementation unchanged & install GA4 in addition to your existing Universal analytics

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",
```

GA4 Ecommerce Reporting





CUSTOM REPORTS

GOOGLE GA4 DEMO STORE

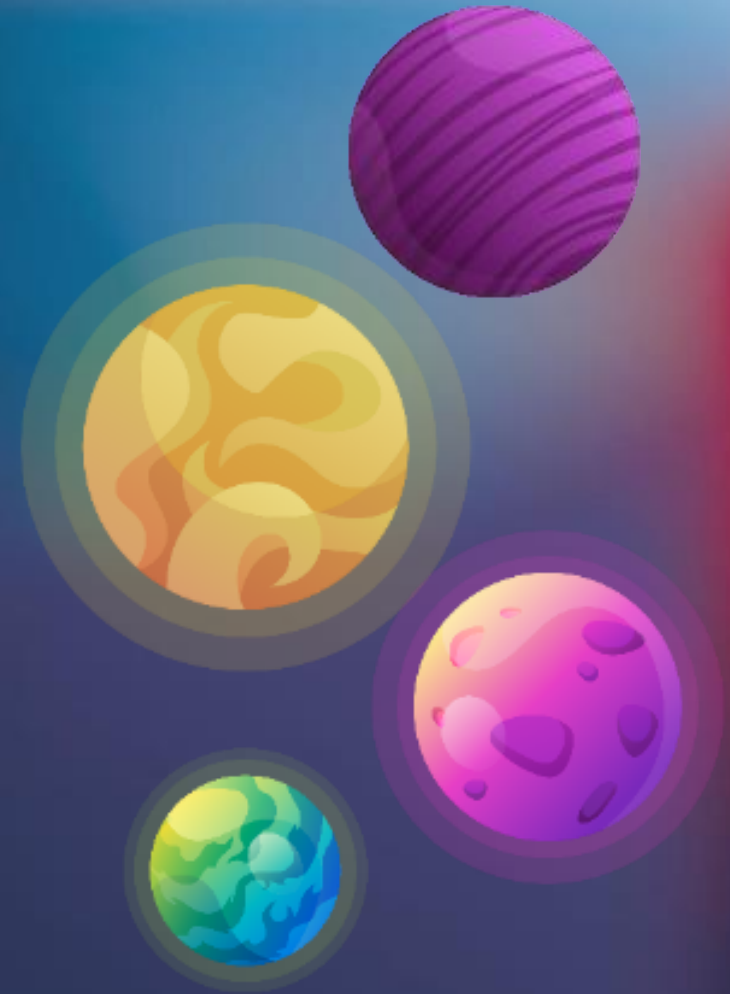
YOUR GA4 ROADMAP

1. **Install Basic GA4 All Pages Pixel with Enhanced Measurement**
2. Integrate Products (Ads, Search Console)
3. Migrate Existing Goals from Universal to GA4
4. Enrich Tracking with Custom Dimensions & Ecommerce
5. Prepare to export historical reports from Universal analytics

Thank you

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That's all Folks!

Recommendations

- Duel Tag Your website - run GA4 in Parallel with your Existing Universal (GA3) Analytics– best of both worlds!
- Use Google Tag Manager!
- Start small and build up.
- Decide on what custom events you need and be organised
- Challenge yourself to start using and learning GA4
- Try the GA4 Demo account (search GA4 Demo account)

Custom Reports

- 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





2. LINK TO GOOGLE ADS & SEARCH CONSOLE

Where to Access Google Ads and Search Console

The screenshot shows the Google Analytics 'Acquisition overview' report. A red box highlights the 'Acquisition overview' link in the left-hand navigation menu. A yellow box with the text 'Click to access reports' has three arrows pointing to three red-bordered buttons at the bottom of the report: 'View Google Ads campaigns', 'View Google organic traffic acqu...', and 'View Google organic search quer...'. The main report area includes a line chart for acquisition over time, a table of top countries, a table of acquisition sources, and three summary cards for organic search traffic and queries.

Reports snapshot

Realtime

Life cycle

- Acquisition
- Acquisition overview**
- User acquisition
- Traffic acquisition

Engagement

Monetization

Retention

User

Demographics

Tech

Library

Acquisition overview

Last 28 days Apr

01 May 08 15 22

TOP COUNTRIES

COUNTRY	USERS
United Kingdom	9
Pakistan	1
Vietnam	1

View realtime →

Paid Search 493

Organic Social 407

Email 346

Referral 101

Paid Social 80

View user acquisition →

Sessions by Session default channel group

SESSION DEFAULT ...	SESSIONS
Organic Search	2.2K
Direct	1.4K
Paid Search	667
Organic Social	523
Email	421
Referral	263
Paid Social	83

View traffic acquisition →

Sessions by Session Google Ads campaign

SESSION GOOGLE ...	SESSIONS
UK_SRCH ...& CONTENT	284
UK_SRCH - ...cca Brand	199
UK_SRCH - ... Marketing	
UK_SRCH - PPC	
UK_SRCH - SEO & Tech	
UK_SRCH - Social	13
UK_SRCH - ...+30km Only	5

View Google Ads campaigns →

GOOGLE ORGANIC SEARCH TRAFFIC

Organic google search impressions by Landing page

LANDING PAGE	ORGANIC GOOGLE ...
No data available	

GOOGLE ORGANIC SEARCH QUERIES

Organic google search clicks by Organic google search query

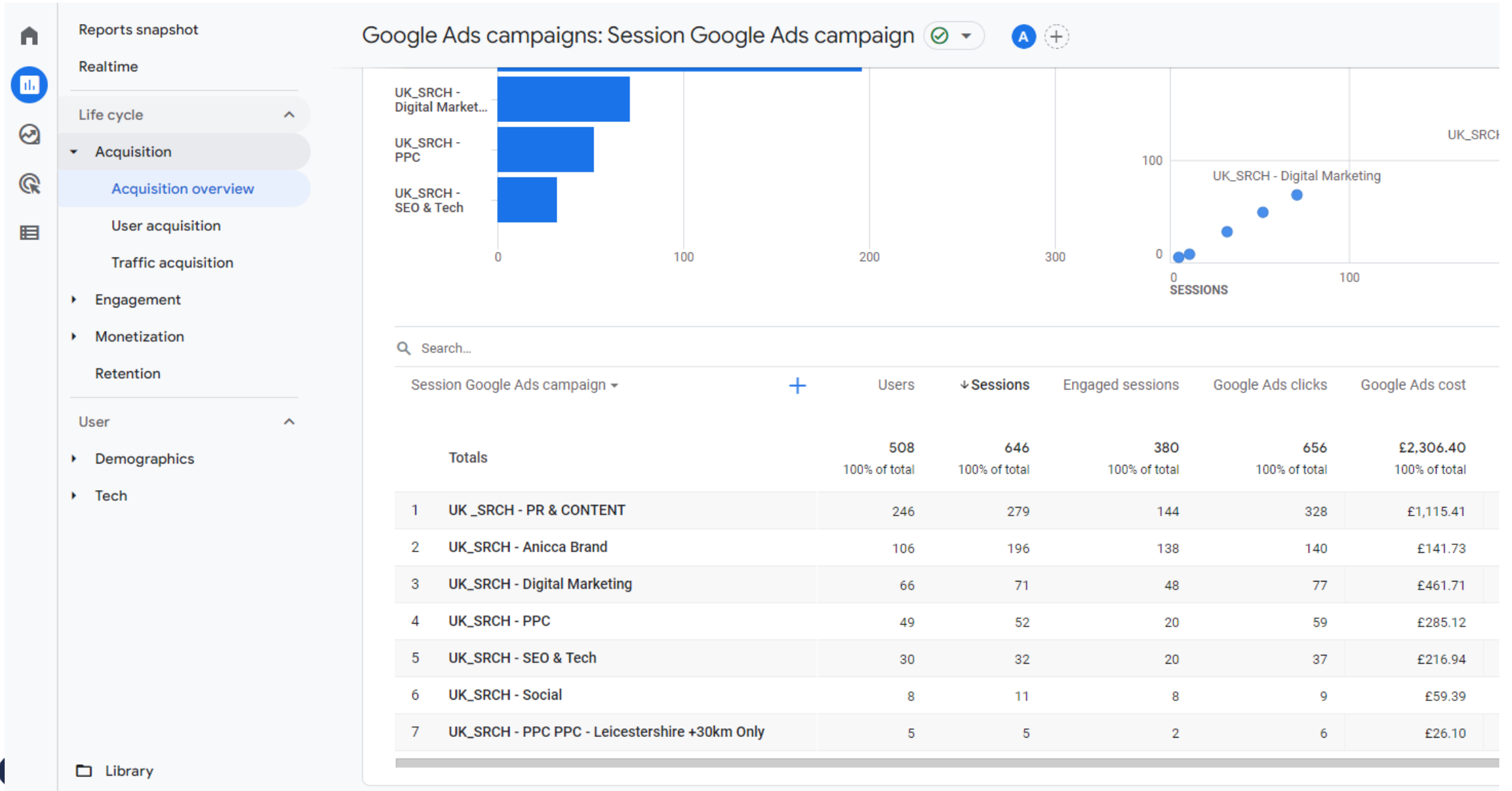
ORGANIC GOOGLE ...	ORGANIC GOOGLE ...
No data available	

View Google organic traffic acqu... →

View Google organic search quer... →

Click to access reports

Google Ads Reporting



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

A Brand New & Customisable Interface

Reports snapshot

Realtime

Life cycle ^

- Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition
- Engagement
- Monetization
- Retention

User ^

- Demographics
- Tech

Library

Acquisition overview ✔ A +

Last 28 days May 4 - May 31, 2022 📊 🔗 ⚙️ ✎

Users
3.9K

Event count
258K

Conversions
77

Total revenue ?
£0.00

USERS IN LAST 30 MINUTES

3

USERS PER MINUTE

TOP COUNTRIES

Country	Users
Australia	1
Ireland	1
United Kingdom	1

NEW USERS BY FIRST USER DEFAULT CHANNEL GROUP

Channel	New Users
Organic Search	1.2K
Direct	1K
Paid Search	442
Organic Social	418
Email	348
Paid Social	120
Referral	102

[View realtime →](#) [View user acquisition →](#)

Sessions by Session default channel group

Session Default Channel Group	Sessions
Organic Search	2.3K
Direct	1.4K
Paid Search	617
Organic Social	538
Email	434
Referral	260

Sessions by Session Google Ads campaign

Session Google Ads Campaign	Sessions
UK_SRCH ...& CONTENT	262
UK_SRCH - ...cca Brand	200
UK_SRCH - ... Marketing	61
UK_SRCH - PPC	44
UK_SRCH - SEO & Tech	34
UK_SRCH - Social	8

GOOGLE ORGANIC SEARCH TRAFFIC

Organic google search impressions by Landing page

Landing Page	Organic Google Impressions
/	104K
/international-seo/	29K
/blog/ppc-...per-click/	25K
/seo/	20K
/link-building/	16K
/local-seo/	16K

GOOGLE ORGANIC SEARCH QUERIES

Organic google search clicks by Organic google search query

Organic Google Search Query	Organic Google Clicks
anicca digital	185
leicester digital live	72
annica digital	47
website de...sample pdf	29
anicca	28
annica	28

Powerful New Audience Builder

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 -

A large teal circle representing the audience size, with a line connecting it to the number '5' in the summary section.

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 *

Log an additional event when audience membership refreshes

Cancel Save

Membership duration

30 days

Set to maximum limit

Audience Trigger

+ Create new



1. INSTALL & ACCESS


Access Tag Details (Measurement ID)


The screenshot shows the Anicca GA4 interface. On the left is a sidebar with a navigation menu. A red box labeled '1' highlights the 'Data Streams' menu item. The main content area is titled 'Data Streams' and features a filter bar with tabs for 'All', 'iOS', 'Android', and 'Web'. A red box labeled '2' highlights the first data stream entry in the table below the filter bar. The table entry shows a globe icon, the domain 'anicca.co.uk' with its URL, the measurement ID '1598427166', and the status 'Receiving traffic in past 48 hours.' with a right-pointing arrow.


Platform	Measurement ID	Status
All	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](#)


Google Tag Manager (Recommended Option)

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

> Advanced Settings

Gtag Pixel (Alternative Option)

```
<!-- 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>
```

GA4 Setup Assistant – Here to Help

Property [+ Create Property](#)

1. www.anicca.co.uk (Main) (UA-33254...)

- GA4 Setup Assistant
- Property Settings
- Property Access Management
- Tracking Info
- Property Change History
- Data Deletion Requests

PRODUCT LINKS

- Google Ads Links
- AdSense Links
- Ad Exchange Links
- Optimize and Tag Manager Links
- All Products

Postbacks

Google Analytics 4 Property Setup Assistant Not Connected

You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google Analytics 4 property below. [Learn more about GA4](#)

This Universal Analytics property remains unchanged and continues to collect data.



I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

[Get Started](#)



I want to connect to an existing Google Analytics 4 property

Connect an existing Google Analytics 4 property to take advantage of future tools to help complete your property configuration. You'll be responsible for tagging your site.

Select an existing Google Analytics 4 property ▾

[Connect Properties](#)