



Navigating Google Analytics 4

Google Analytics 4 is Google's latest tool for website Analytics.

Follow this guide to navigate GA4.



JELLY
ACADEMY

What is the difference between Universal Google Analytics and Google Analytics 4?

Over the last few years, Google has introduced a new analytics called [Google Analytics 4, or GA4](#). The biggest difference between the two is the platform interface: they are vastly different.

Another key difference is that GA4 is focused on website engagement and engaged users (10 second sessions or longer). You will no longer see a Bounce Rate in GA4 (ie. percentage of visitors who land on one page of your website then leave).

Since it focuses on engagement, GA4 will automatically detect events such as video plays, scroll depth, clicks, and file downloads, giving you even more insight into your visitors' behaviour on your website. Historically, these are events that you would have to manually set up yourself in Google Tag Manager to send to Universal Google Analytics (AKA the old Google Analytics).

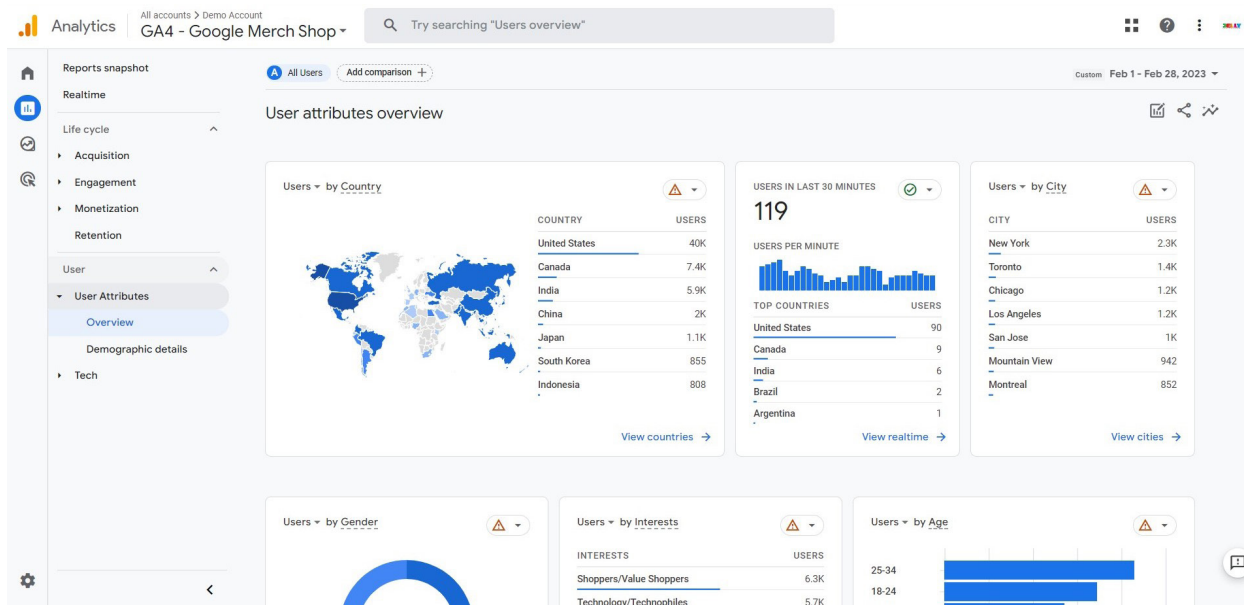
Navigating the GA4 Platform

User Reports (was Audience Reports in Universal Analytics)

User reports are detailed reports on WHO is visiting your website. Such as their age range, gender, interests and where in the world they are located.

To find User Reports in GA4, go to User. This section tells you how many people have visited your site each day. This report is very important to track. Keeping an eye on your visitor count will tell you if your visitors are increasing or decreasing, if you have specific days that always bring in the most traffic, or if you have months that bring in the most traffic.

User Attributes Overview in User Report in GA4

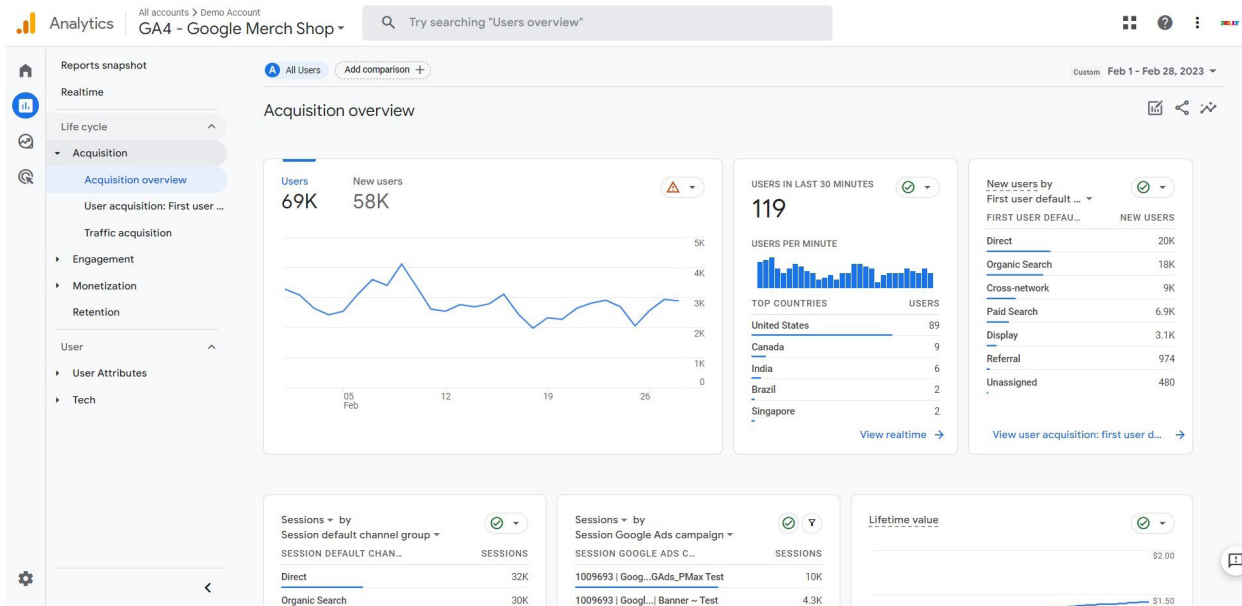


Acquisition Reports (was Acquisition Reports in Universal Analytics)

Acquisition reports contain information on HOW visitors came to your website. It will tell you if they came directly to your website, found it via an organic search, or from ads or social media.

Under Acquisition in GA4 is a Acquisition Overview. This section gives you an overview of each digital channel that is bringing traffic to your website. This will help you define which marketing tactics are bringing in the most traffic.

Acquisition Overview in GA4

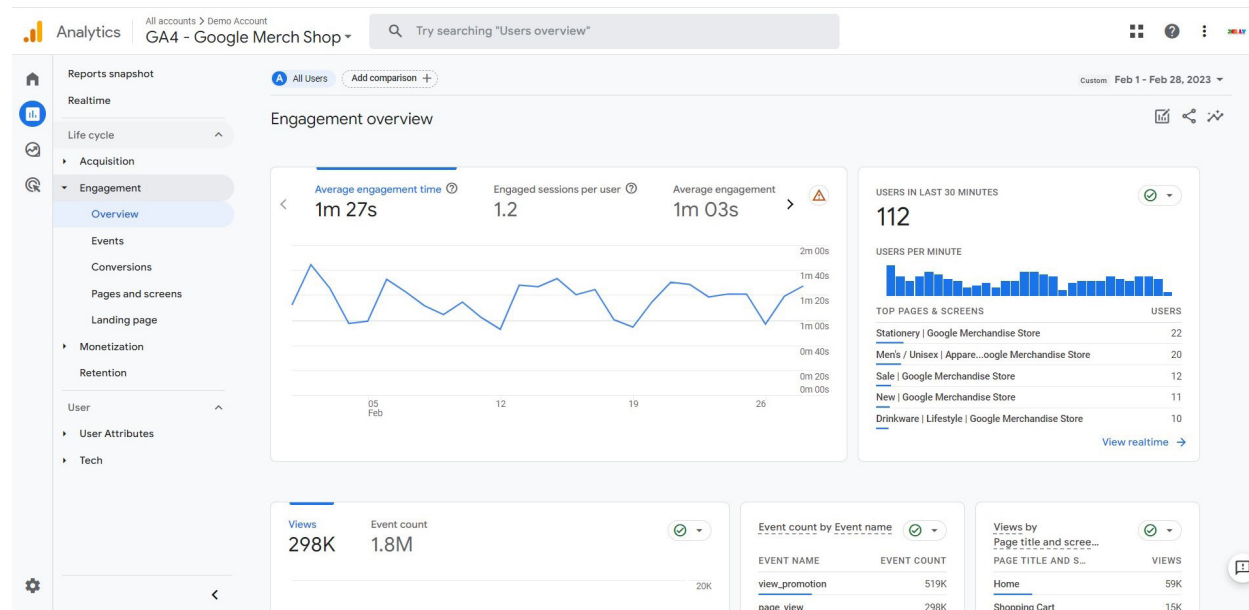


Engagement Reports (was Behaviour Reports in Universal Analytics)

Engagement reports give you insights on WHAT your visitors are doing once they get to your website. You will find your most popular pages here as well as a flow chart visualizing how visitors are interacting with your website.

The Engagement Overview is a breakdown of your website performance via Pageviews, Average Time on Page and Average Engagement Time. It will also show you your top 10 pages. In GA4 you will find this overview under Engagement. Events and Conversions will also be under the Engagement tab.

Engagement Overview in GA4

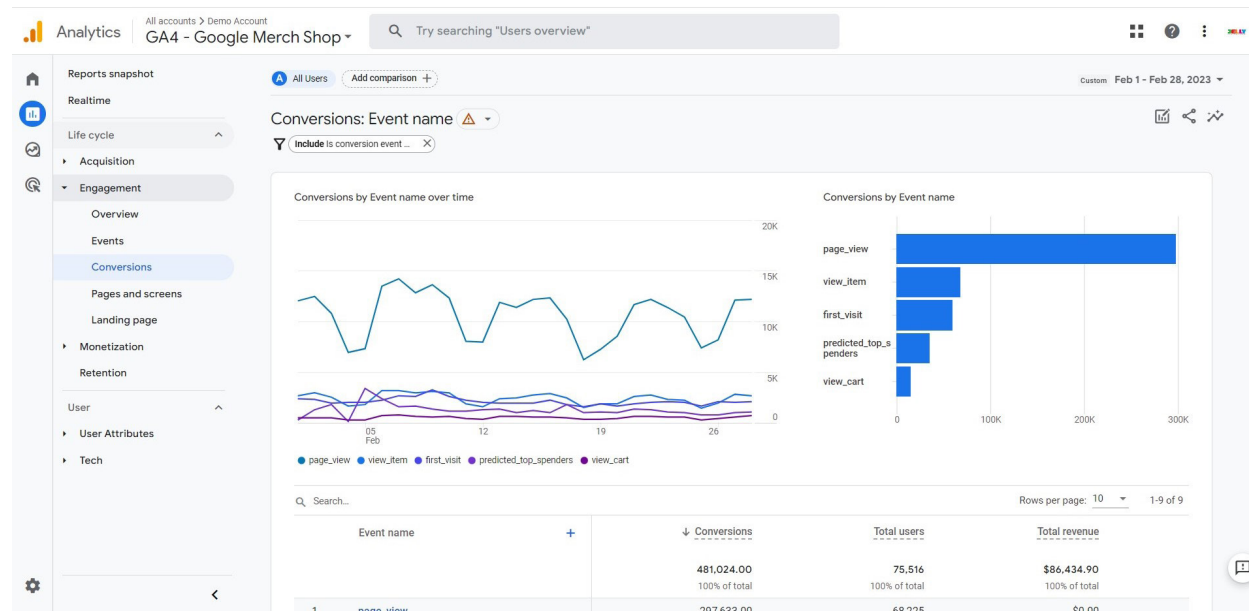


Engagement Reports (was Conversion Reports in Universal Analytics)

Conversion reports report on any ACTION that is happening on your website that is important to your business. Once someone is interacting with your website, you can find out if they are contacting you, purchasing a product, signing up for a newsletter, and more.

In the Engagement Report under Conversions there is a snapshot of all of your conversions you have set up. It's a great place to quickly see how many conversions your visitors have completed within a period of time.

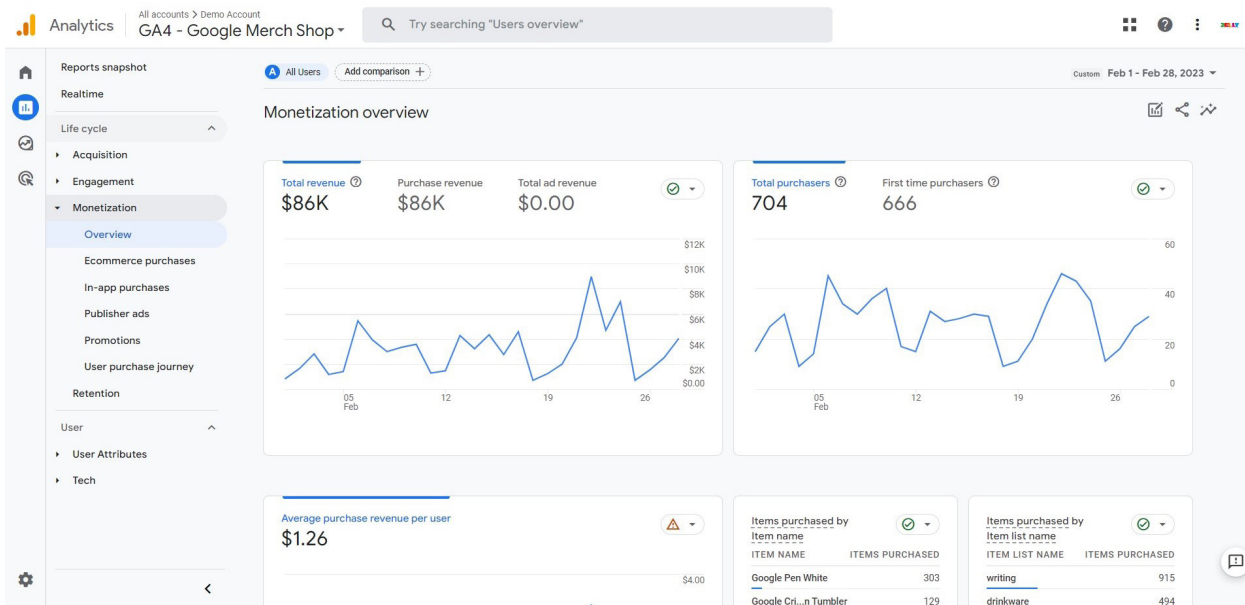
Conversions Report in GA4



Monetization Report (was Ecommerce Reports in Universal Analytics)

If you have an ecommerce website, the Monetization Report is where you will have all of your data on revenue, product sales, etc.

Monetization Report in GA4



Explorations

The Explorations tab is the third one down in the main menu in GA4. Here is where you can create more in depth reports on the information you want to report on. When you are in the Explorations section, you have the option to create your Exploration via templates or from a blank page.

Type	Name ↓	Owner	Last modified ↓	Property	
	LWGMP CC Funnel	Taylor Abramowitz	Feb 13, 2023	GA4 - Google Merch Shop	⋮
	Transaction IDs	Nikki Vinuya	Jan 28, 2023	GA4 - Google Merch Shop	⋮
	User lifetime Marc		Nov 17, 2022	GA4 - Google Merch Shop	⋮
	Untitled exploration		Nov 8, 2022	GA4 - Google Merch Shop	⋮
	marc test		Nov 8, 2022	GA4 - Google Merch Shop	⋮
	Free form	Gamma Parks	Jun 28, 2022	GA4 - Google Merch Shop	⋮
	Free form	Gamma Parks	Jun 28, 2022	GA4 - Google Merch Shop	⋮


There are 6 different templates that you can choose from. All are used to report on different user behaviour. You have Free form, Funnel exploration, Path exploration, Segment overlap, Cohort exploration and User lifetime. Each of these templates has a description for you to best pick the one for your report.

Analytics | All accounts > Demo Account | GA4 - Google Merch Shop


Try searching "Users overview"

Explorations


Start a new exploration




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?



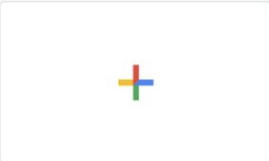
Path exploration
What user journeys can you uncover with tree graphs?

Template gallery


Type	Name ↓	Owner	Last modified ↓	Property	
	LWGMP CC Funnel	Taylor Abramowitz	Feb 13, 2023	GA4 - Google Merch Shop	⋮
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	Free form	Gamma Parks	Jun 22, 2022	GA4 - Google Merch Shop	⋮

As you scroll down in the Template Gallery, you will also see Use Cases and Industries. These are pre-built explorations. These are great options to pick if you are new to explorations and aren't sure the data you are wanting captured in your exploration reports.


Techniques




Blank
Create a new exploration



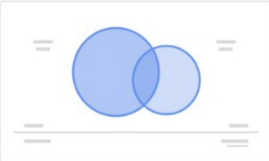
Free form
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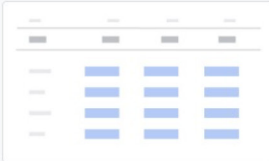
Path exploration
What user journeys can you uncover with tree graphs?



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



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?

Template gallery

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?



Predict top spenders

Which marketing channels will help me find my top spenders?

NEW

Industries



Ecommerce

How are your ecommerce platforms doing?



Gaming

How are your games performing?

Once you've selected your template, a new exploration will appear. All explorations are set up similarly with a Variables and Tab Settings section and then the right side with the exploration. The Variables include all of the dimensions, metrics and segments that you may want to include in your exploration. The Tab Settings is where you will drag and drop any of the variables and they will then populate into the exploration on the right.

In the example, we were able to create an exploration to report on the top US cities with the most conversions.

GA4 - Google Merch Shop

Try searching "Users overview"

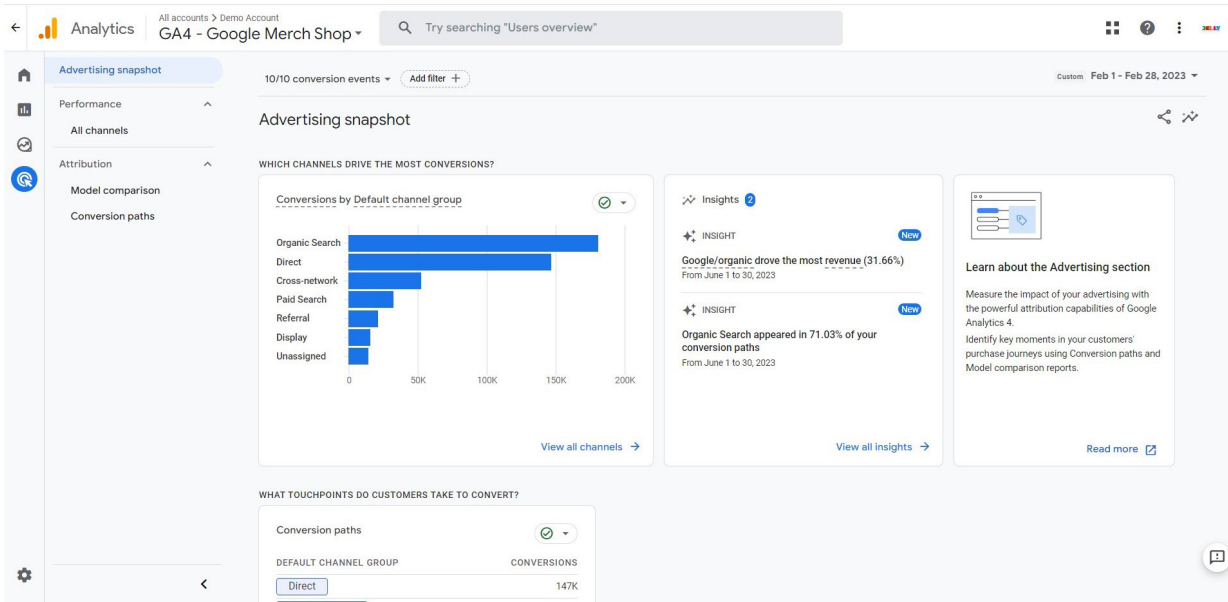
Free form 1

Device category	mobile	desktop	Totals
Event name	page_view	session_start	first_visit
City	Active users	Active users	Active users
Totals	23,409 62.0% of total	22,988 60.9% of total	21,646 57.3% of total
1 (not set)	3,123	3,042	2,885
2 Toronto	3,263	3,256	3,014
3 New York	610	591	546
4 Mountain View	137	134	123
5 Montreal	1,213	1,207	1,119
6 Vancouver	1,127	1,125	1,050
7 Sunnyvale	77	73	59
8 San Jose	345	324	282
9 San Francisco	219	204	175
10 Calgary	945	940	865
			1,684
			2,306
			492
			1,069
			1,052
			195
			108
			762
			522
			497
			0
			947

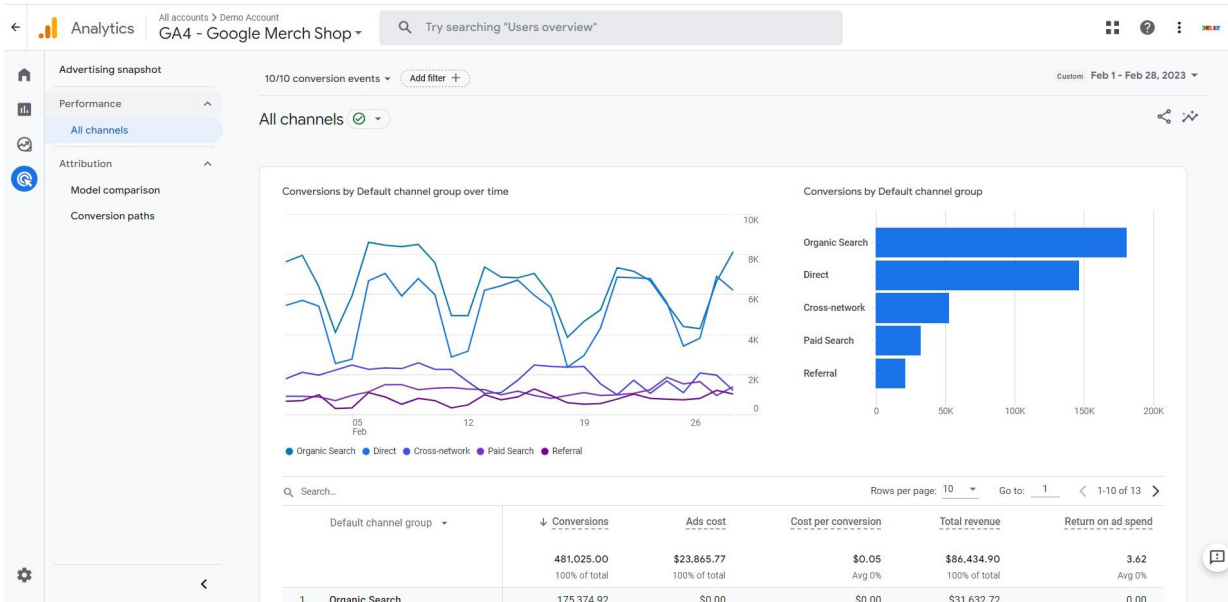
Advertising

The *Advertising* section is the fourth tab down on the main menu in GA4. Here you have an Advertising Snapshot, All channels, Model comparison and Conversion paths.

The *Advertising Snapshot* is a quick overview of your conversion insights and how they were obtained. It also includes insights on which sources, mediums or campaigns are bringing in conversions.



Under Performance is *All channels*. Here is where you will see all conversion data for all marketing channels.

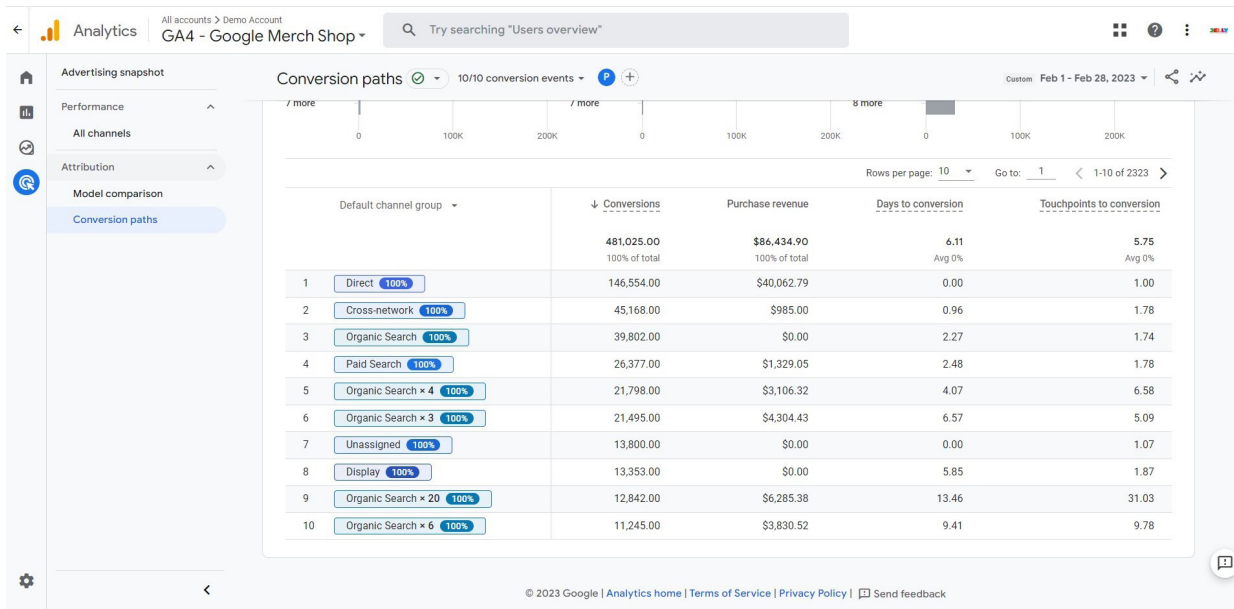


Under Attribution is *Model comparison*. Here you can compare the different attribution models and how they affect your conversion data.

The screenshot shows the Google Analytics GA4 interface for a 'Demo Account' named 'GA4 - Google Merch Shop'. The report is titled 'Model comparison' and is filtered for '10/10 conversion events' with a reporting time of 'Conversions'. The data is presented in a table comparing two attribution models: 'Last click' (non-direct) and 'Data-driven' (non-direct). The table includes columns for 'Conversions' and 'Revenue' for both models, along with a '% Change' column. The data is sorted by 'Conversions' in descending order.

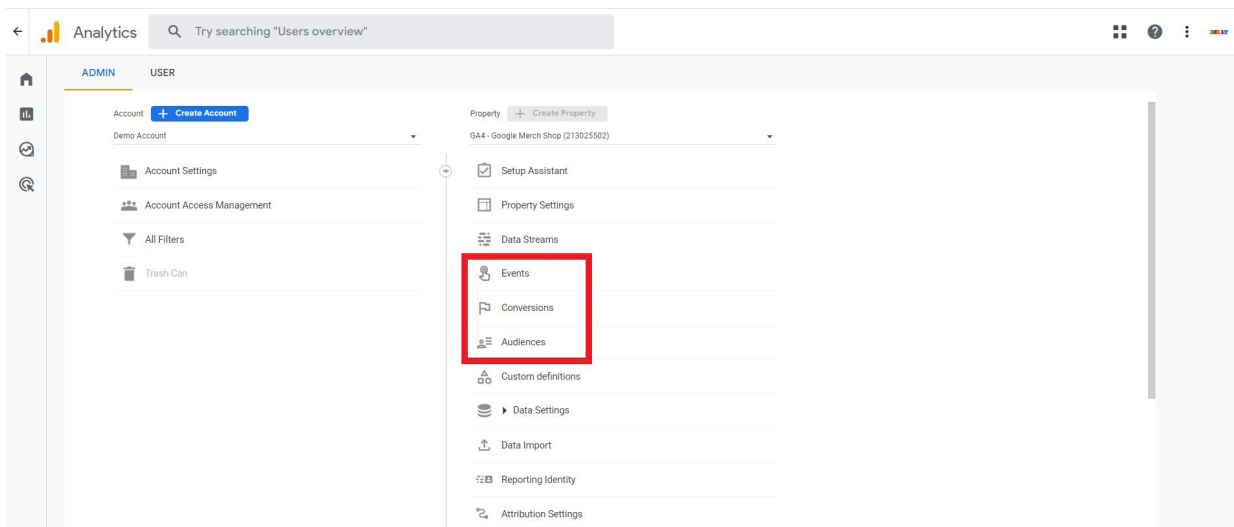
Default channel group	Attribution model (non-direct) Last click Paid and organic channels		Attribution model (non-direct) Data-driven Paid and organic channels		% Change	
	Conversions	Revenue	Conversions	Revenue	Conversions	Revenue
	481,025 100% of total	\$86,434.90 100% of total	481,025.00 100% of total	\$86,434.90 100% of total	0%	>-0.01%
1 Organic Search	181,482	\$31,301.97	180,914.41	\$31,732.72	-0.31%	1.38%
2 Direct	146,554	\$40,062.79	146,554.00	\$40,062.79	0%	0%
3 Cross-network	52,903	\$2,386.50	52,658.72	\$1,825.74	-0.46%	-23.5%
4 Paid Search	32,365	\$1,897.50	32,218.05	\$1,840.95	-0.45%	-2.98%
5 Referral	21,339	\$6,930.98	21,208.43	\$6,544.85	-0.61%	-5.57%
6 Display	15,431	\$0.00	15,457.75	\$0.00	0.17%	0%
7 Unassigned	14,178	\$0.00	14,178.00	\$0.00	0%	0%
8 Email	7,997	\$2,960.36	8,936.71	\$3,391.65	11.75%	14.57%
9 Organic Social	5,308	\$849.80	5,420.14	\$988.47	2.11%	16.32%

Lastly, you have *Conversion paths*. On the following page you can see how different marketing channels contributed to conversions. For example, number 8 is showing us that some visitors came to our website twice via display and then converted. Depending on campaigns you are running, you may see different conversion paths such as Paid Search and Organic together before someone completes a conversion. This section can be helpful to determine which of your marketing efforts are helping you achieve the conversions you are looking for.



Admin

Admin tab is the sprocket at the bottom left. Here is where you configure/set up events, conversions and audiences. This information can be found in Admin under Property.



Under *Events*, you will see all of the events that are configured and firing on your website. This is also where you can set specific events as conversions. You will go to the event you want labeled a conversion, toggle the switch to 'Mark as conversion' (when you do the toggle will then be blue) and this event will now start tracking as a conversion and it will show up under Conversions.

The screenshot shows the 'Events' section in Google Analytics GA4. The table below lists existing events with their counts and percentage changes.

Event name	Count	% change	Users	% change	Mark as conversion
add_payment_info	3,243	↓ 6.8%	1,818	↓ 3.0%	<input type="checkbox"/>
add_shipping_info	264	↓ 93.7%	155	↓ 93.3%	<input type="checkbox"/>
add_to_cart	18,069	↑ 388.2%	5,316	↑ 361.9%	<input type="checkbox"/>
android_lovers	960	↑ 0.4%	959	↑ 0.3%	<input type="checkbox"/>
begin_checkout	3,909	↑ 145.8%	2,194	↑ 203.5%	<input type="checkbox"/>
campus_collection_user	47	↓ 35.6%	47	↓ 35.6%	<input type="checkbox"/>
click	12,961	↓ 8.4%	4,290	↓ 8.6%	<input type="checkbox"/>

Conversions is where you will find all of your events that you have marked as conversions. By default, GA4 will always compare your data with the previous period. This allows you to see how your conversions are performing compared to the time period previously.

The screenshot shows the 'Conversions' section in Google Analytics GA4. The table below lists conversion events with their counts and percentage changes.

Conversion name	Count	% change	Value	% change	Mark as conversion
add_to_cart	18,069	↑ 388.2%	-	-	<input checked="" type="checkbox"/>
begin_checkout	3,909	↑ 145.8%	481,544.28	-	<input checked="" type="checkbox"/>
first_visit	54,176	↑ 7.0%	-	-	<input checked="" type="checkbox"/>
Membership	0	0%	0	0%	<input checked="" type="checkbox"/>
unsubscribe_from_email	0	0%	0	0%	<input checked="" type="checkbox"/>

In the Admin section, you can also create *Audiences*. This is similar to when you would create Audience Segments in Universal Analytics. You can use these audiences to see how specific groups of website visitors have behaved.

The screenshot shows the Google Analytics Admin interface for the property 'GA4 - Google Merch Shop'. The 'Audiences' section is active, displaying a table of audience segments. The table includes columns for Audience name, Description, Users, % Change, and Created On. The data is as follows:

Audience name	Description	Users	% Change	Created On
User who saw a product and did not purchase it		1,220	-	Jun 22, 2023
Completes_thankyou_pages		55	-	Jun 21, 2023
pRevenue28DayPilotV3		< 10 Users	-	May 25, 2023
pRevenue28DayPilotV21		< 10 Users	-	Apr 28, 2023
pRevenue28DayPilotV2		< 10 Users	-	Apr 28, 2023
Test audience	Description	821	↑67.6%	Apr 11, 2023
Gold Membership		53	↓14.5%	Mar 15, 2023