



Reporting for Duty, Google Analytics 4

Why You Need to Get Started TODAY

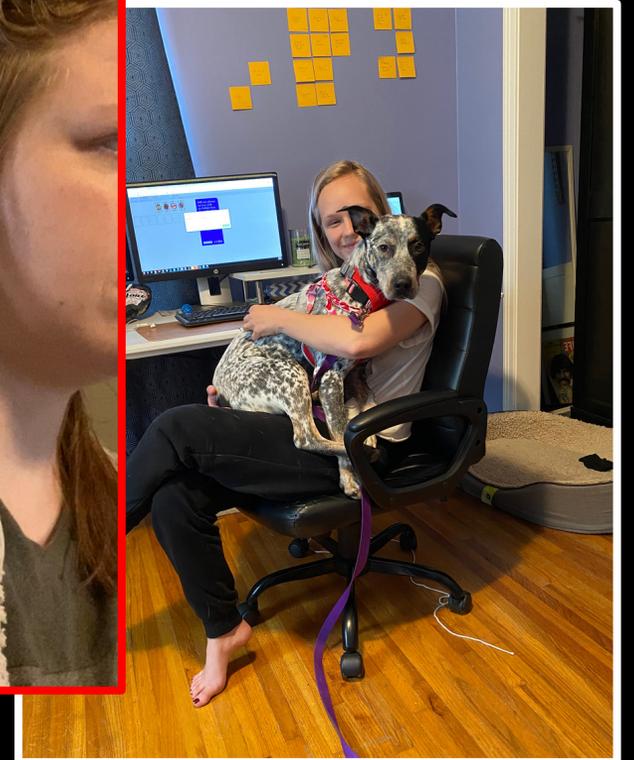
Brie E Anderson

Founder, BEAST Analytics

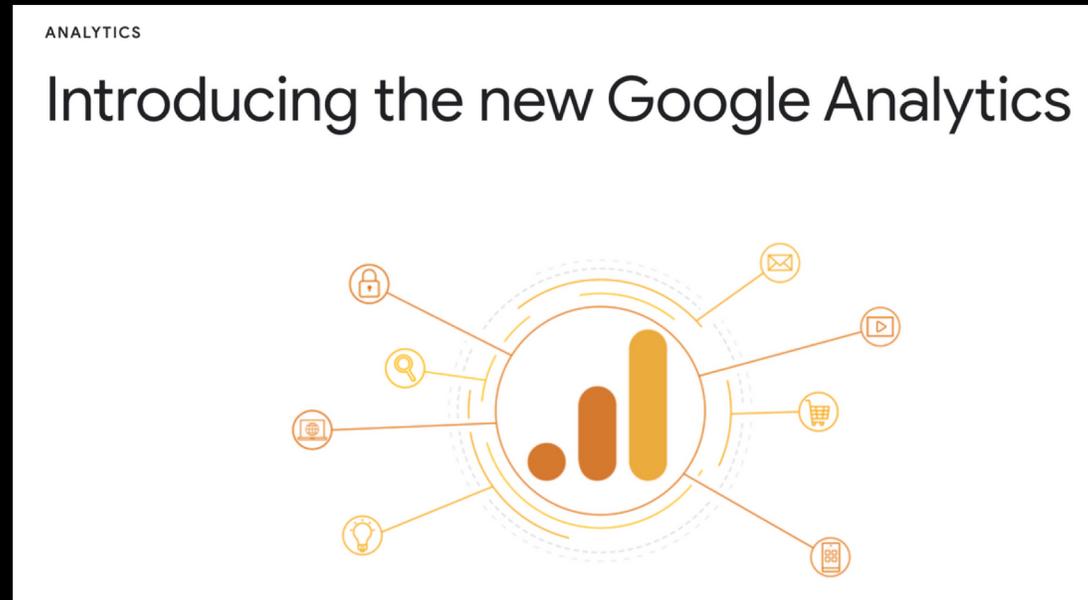
@brie_e_anderson



2020 WAS A
LITTLE (A LOTTLE)
CRAZY



AND GOOGLE SAID, "CHAOS? **I GOT YOU.**"



Smarter insights to improve your marketing decisions and get better ROI

A more complete understanding of how customers interact with your business

Built for the long term

The future of Google Analytics

IT'S FINE.
JUST FINE.

Create property

1 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
**Navigate to your [Firebase account](#) if you want to create a new property for an existing Firebase project.*

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

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

Currency

US Dollar (USD \$) ▾

You can edit these property details later in Admin

[Show advanced options](#)

97 more properties can be created on this account.

YOU CAN GET TO IT.



Show advanced options

Hide advanced options

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.

Website URL

https://

www.mywebsite.com

Create both a Google Analytics 4 and a Universal Analytics property

This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)

Enable enhanced measurement for Google Analytics 4 property

Automatically measure interactions on your sites in addition to standard screen 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](#)

Create a Universal Analytics property only



**& I KNOW
WHAT YOU'RE
THINKING**

**BUT HERE IS
THE THING...**

YOU'RE GONNA WANNA.



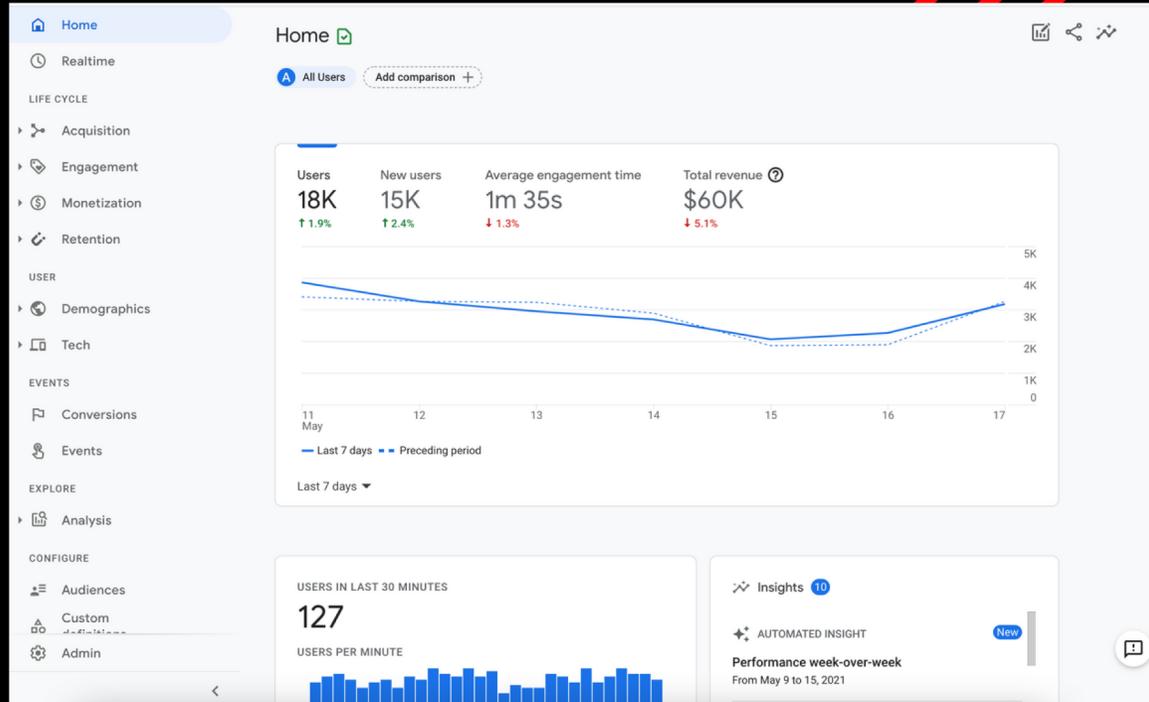
IN GOOGLE ANALYTICS 4

EASY ADVANCED TRACKING

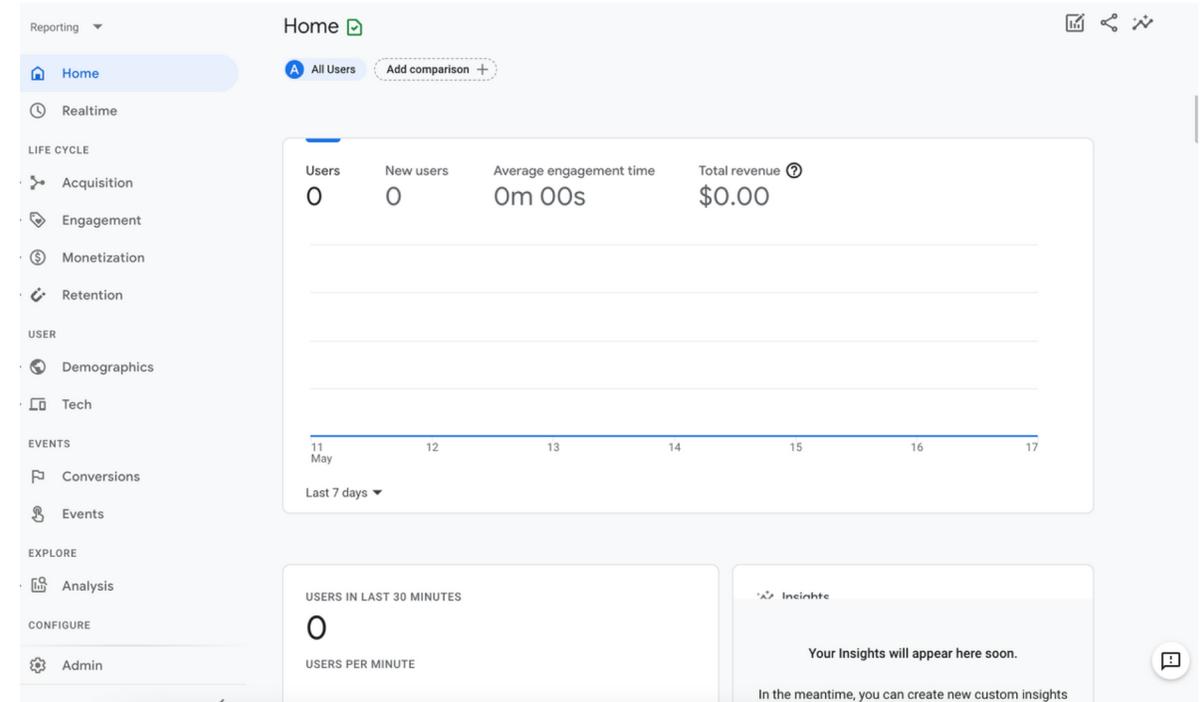
BADASS (& CUSTOM) VISUALS

GOOGLE MAY TELL US SECRETS

IF YOU WANT THIS



INSTEAD OF THIS



YOU GOTTA DO IT, NOW!

The screenshot shows the Google Analytics 4 interface. At the top, it says 'Analytics' and 'All accounts > Brie E Anderson'. Below that, it says 'All Web Site Data'. There is a search bar with the text 'Try searching for "site content"'. On the left, there is a navigation menu with 'ADMIN' and 'USER' tabs. Under 'ADMIN', there is a 'Property' section with a '+ Create Property' button. Below that, there is a list of items: 'GA4 Setup Assistant' (checked), 'Property Settings', 'Property User Management', 'Tracking Info', 'Property Change History', and 'Data Deletion Requests'. The main content area shows 'Google Analytics 4 Property Setup Assistant' with a 'Connected' status. Below that, it says 'You have successfully connected your properties.' and 'Learn more about Google Analytics 4 properties'. There is an illustration of a person pointing at a screen with charts. Below the illustration, it says 'Explore and set up your GA4 property.' and 'Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.' There is a blue button that says 'See your GA4 property'.



THERE IS **NO** RETROSPECTIVE DATA

Tag Configuration

Tag Type

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

Measurement ID 



Send a page view event when this configuration loads

& HONESTLY, IT DOESN'T REPLACE UA.

SO, LET'S TALK TRACKING

Use a single tag to measure clicks

You can simplify your container with a single trigger that uses a [regular expression](#) to fire on the correct pages, and a single tag that uses a Tag Manager [variable](#) for the Label field:

1. Add a [Google Analytics pageview tag](#) if one does not already exist. This tag must fire on all pages.
2. Enable Tag Manager to capture clicked URL values:
 - a. Click **Variables**.
 - b. In the **Built-In Variables** section, click **Configure**.
 - c. Select the **Click URL** built-in variable.
3. Create a single trigger to handle link clicks for each item in the table above:
 - a. Click **Triggers** > **New**.
 - b. Click **Trigger Configuration** > **Click - Just Links**
 - c. Configure the trigger with these settings:
 - **Wait for tags:** *Enable*
 - **Max wait time:** *2000ms*
 - **Check Validation:** *Disable*
 - **Enable this trigger when all of these conditions are true:** *Page URL* > *contains* > */*
 - **This trigger fires on:** *Some Clicks* > *Click URL* > *matches RegEx* > *contact\.html|buy\.html|about\.html*
 - d. Name the trigger "*Trigger - Nav Clicks*" and save.
4. Create a single Tag to handle all clicks:
 - a. Click **Tags** > **New**.
 - b. Click **Tag Configuration** > **Google Analytics - Universal Analytics**.
 - c. Set **Track Type** to **Event**.
 - d. Complete the **Event Tracking Parameters**:
 - **Category:** *Nav*
 - **Action:** *Select*
 - **Label:** *{{Click URL}}*
 - e. Click **Triggering** and select the trigger that you created in step 3, titled "*Trigger - Nav Clicks*".
 - f. Save the tag.
5. Publish the container.

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>	<p>page_location (page URL), page_referrer (previous page URL)</p>
Scrolls scroll	<p>the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)</p>	<p>No parameters are collected</p>
Outbound clicks click	<p>each time a user clicks a link that leads away from the current domain</p>	<p>link_classes, link_domain, link_id, link_url, outbound (boolean)</p>
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"> • q • s • search • query • keyword <p>You can optionally configure this option to look for search terms in other parameters.</p>	<p>search_term, optionally 'q_<additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings)</p>

ENHANCED MEASUREMENT COLLECTS PRE-DEFINED EVENTS



USE PRE-DEFINED EVENTS

Create new events from existing events. [Learn more](#)

Configuration

Custom event name ⓘ

Matching conditions

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

Parameter	Operator	Value
<input type="text" value="event_name"/>	<input type="text" value="equals"/>	<input type="text"/>

[Add condition](#)

Parameter configuration

Copy parameters from the source event

Modify parameters ⓘ

Parameter	New value
<input type="text"/>	<input type="text" value="Example: [[source_parameter_name]] or 1234"/>

[Add modification](#)

TO CREATE CUSTOM EVENTS

USING ONLY CONDITIONS

Configuration

Custom event name [?](#)

view_promotion

Matching conditions

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

Parameter	Operator	Value	
page_title	contains	Daily Deals	-

[Add condition](#)

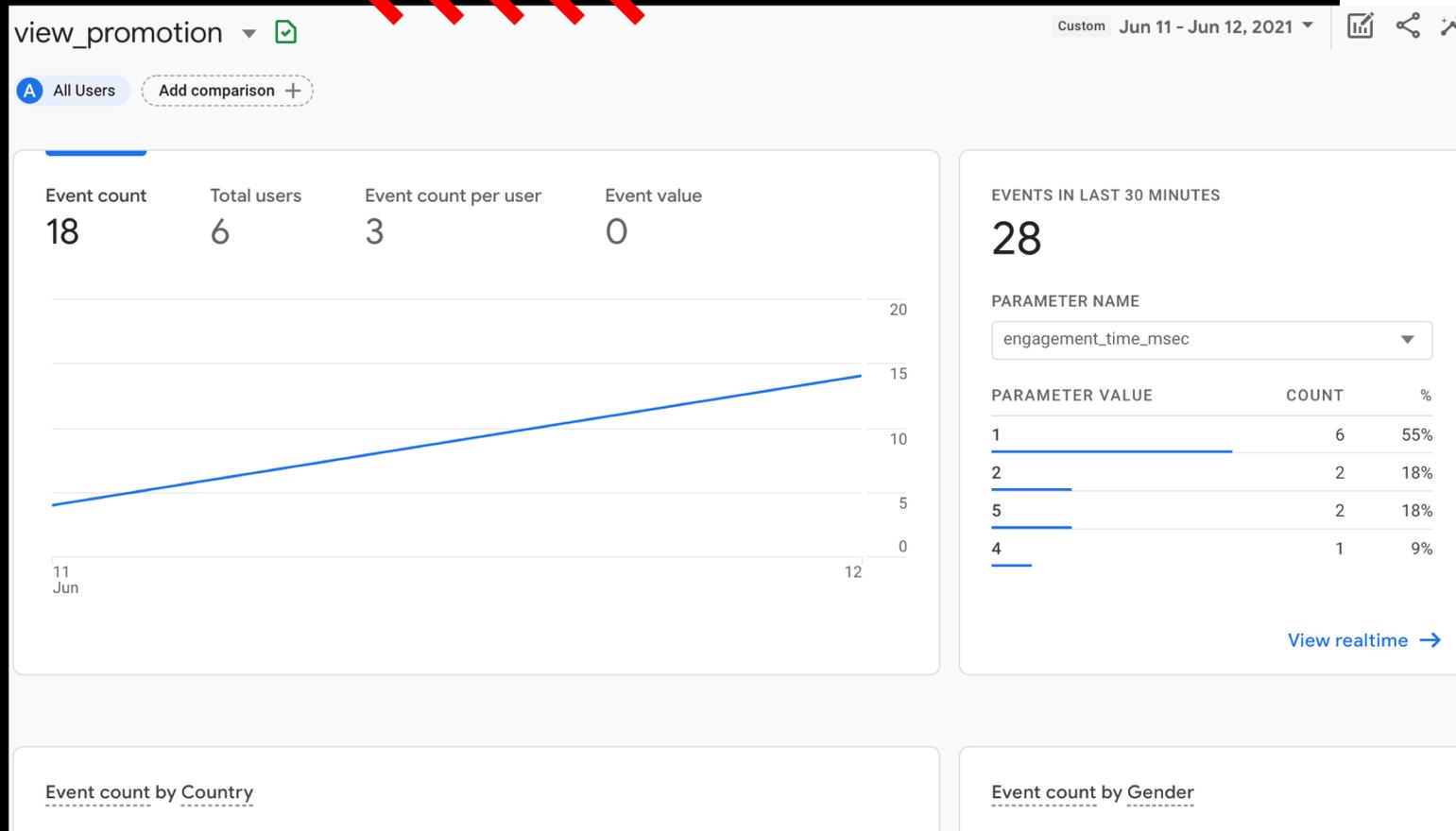
Parameter configuration

Copy parameters from the source event

Modify parameters [?](#)

[Add modification](#)

EVENT SPECIFIC DASHBOARDS



USE EVENTS THROUGHOUT



User medium	+	Sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
Totals		680 % of total	71.88% Avg 0%	0.76 Avg 0%	1m 44s Avg 0%	view_pro...
1	organic	554	74.36%	0.78	1m 41s	search
2	(none)	96	63.16%	0.65	1m 50s	first_visit
3	referral	27	58.7%	0.73	1m 59s	login
4	Social	2	100%	1.00	1m 03s	page_view
5	cpc	1	100%	1.00	0m 11s	scroll

session_start

user_engagement

view_promotion

view_search_results

TRACK MICRO AND MACRO EVENTS

AND CONVERSIONS

✓ Goal setup [Edit](#)

Template: *Place an order*

✓ Goal description [Edit](#)

Name: *Place an order*
Goal type: *Event*

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. *You must have at least one Event set up to create this type of Goal.* [Learn more](#)

Category	Equals to ▾	<input type="text" value="Category"/>
Action	Equals to ▾	<input type="text" value="Action"/>
Label	Equals to ▾	<input type="text" value="Label"/>
Value	Greater than ▾	<input type="text" value="Value"/>

Use the Event value as the Goal Value for the conversion

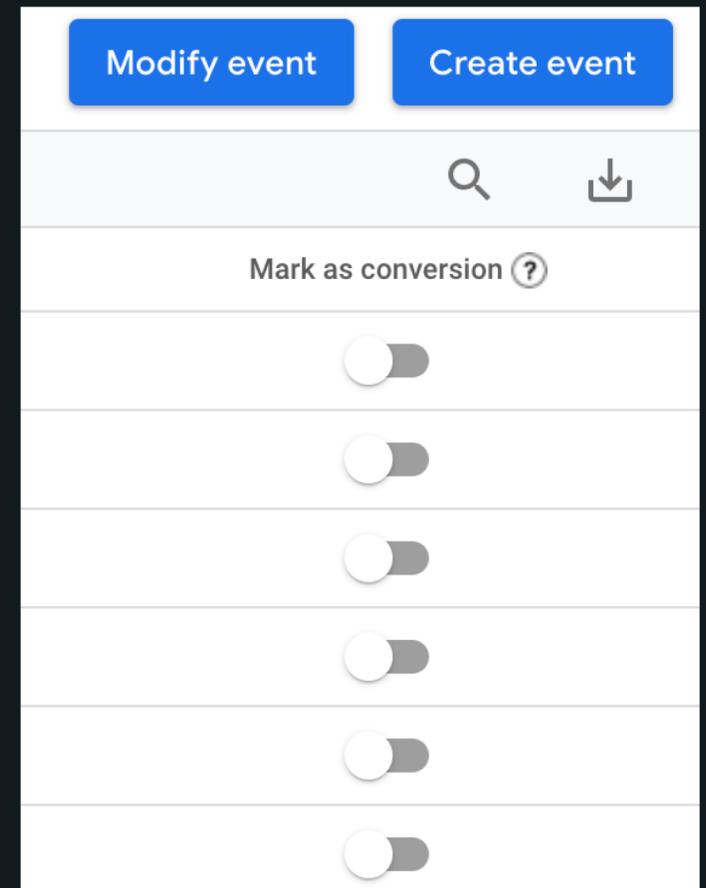
YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

NO MORE OF THIS...

JUST SWITCH IT ON!

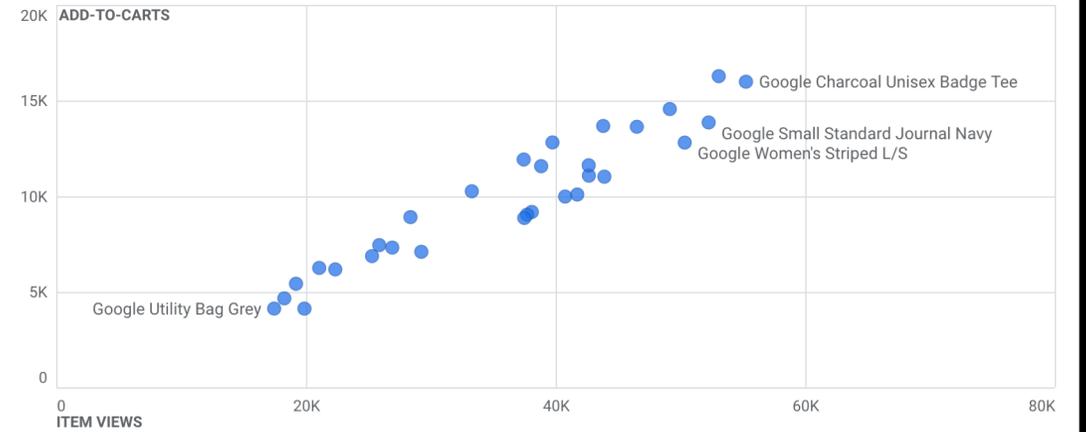


**& DON'T FORGET THE
VISUALIZATIONS**

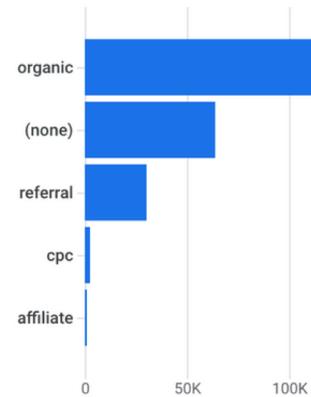


YOU'LL SEE **FAR** **MORE** GRAPHS

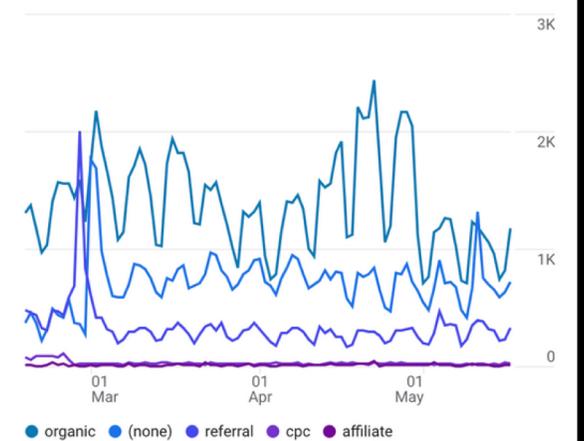
Item views and Add-to-carts by Item name



New users by User medium



New users by User medium over time



Realtime overview

All Users Add comparison +

USERS IN LAST 30 MINUTES

94

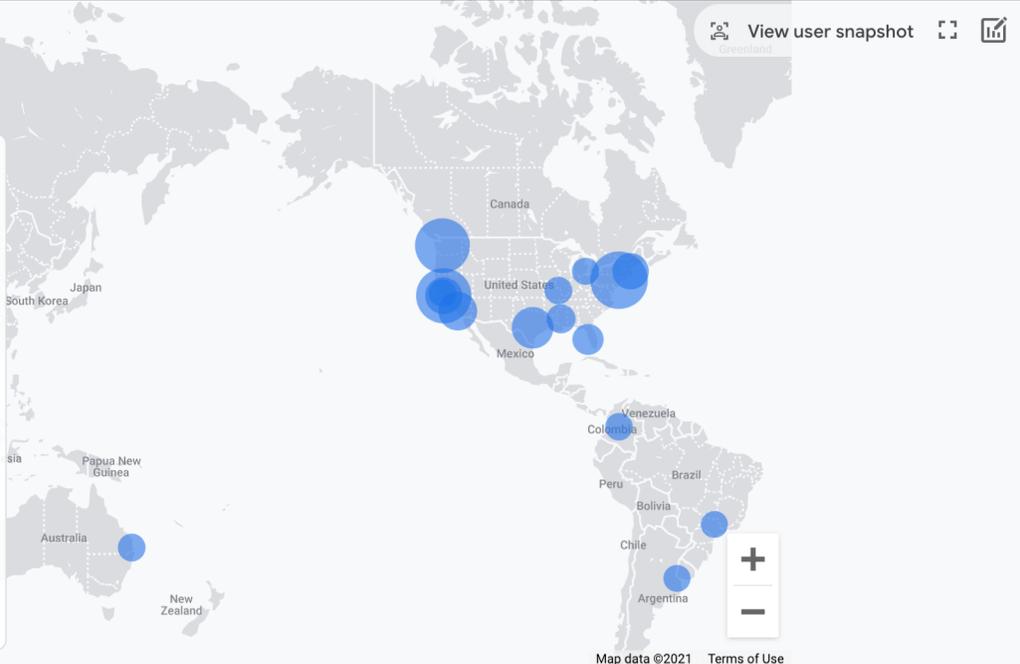
USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



DESKTOP 80.9% MOBILE 18.1% TABLET 1.1%



View user snapshot

Map data ©2021 Terms of Use

Users by User source

#1 (direct)

19

52.78%



USER SOURCE USERS

(direct) 19

(data deleted) 7

Users by Audience

#1 All Users

95

100%



AUDIENCE USERS

All Users 95

Recently active users 82

Views by Page title and screen name

#1 Home

142

16.21%



PAGE TITLE AND S... VIEWS

Home 142

Shopping Cart 110

THEY'RE CUTER



Overview

Create Shortcut BETA

Right now

32

active users on site

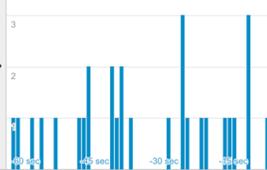


Pageviews

Per minute



Per second



Top Referrals:

Source	Active Users
There is no data for this view.	

Top Social Traffic:

Source	Active Users
There is no data for this view.	

Top Keywords:

Keyword	Active Users
There is no data for this view.	

Top Active Pages:

Active Page	Active Users
1. /home	10 33.33%
2. /Google+Redesign/Apparel/...me1_en&sortci=newest+desc	3 10.00%
3. /Google+Redesign/Shop+by+Brand/YouTube	2 6.67%
4. /Google+Redesign/Apparel/...s/Mens+T+Shirts/quickview	1 3.33%
5. /Google+Redesign/Apparel?...me1_en&sortci=newest+desc	1 3.33%
6. /Google+Redesign/Campus+Collection	1 3.33%
7. /Google+Redesign/Lifestyle/Small+Goods	1 3.33%
8. /Google+Redesign/Lifestyl...me1_en&sortci=newest+desc	1 3.33%
9. /Google+Redesign/New?tp...me1_en&sortci=newest+desc	1 3.33%

& MORE SOPHISTICATED

Total revenue ?

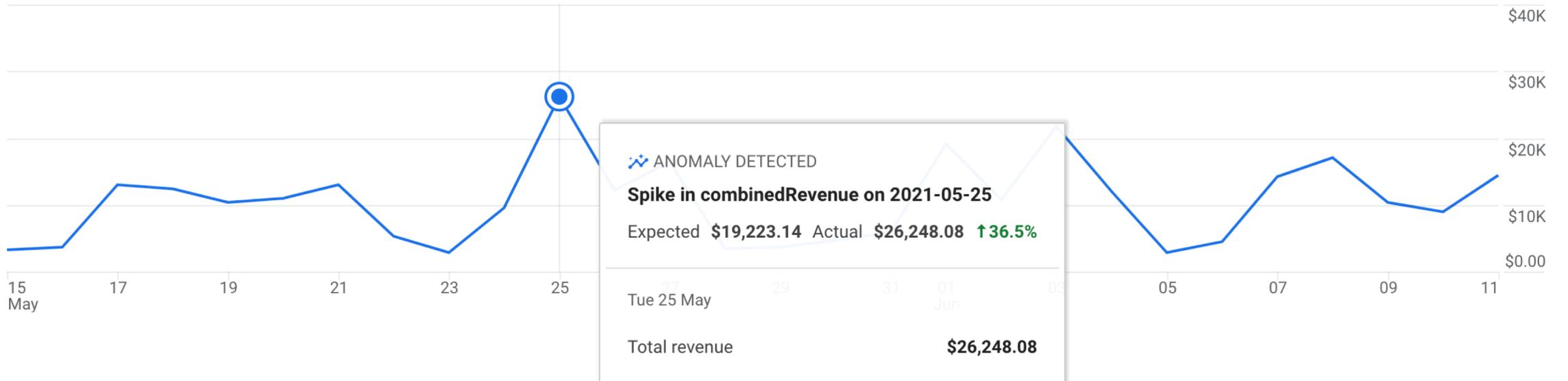
\$293K

Ecommerce revenue ?

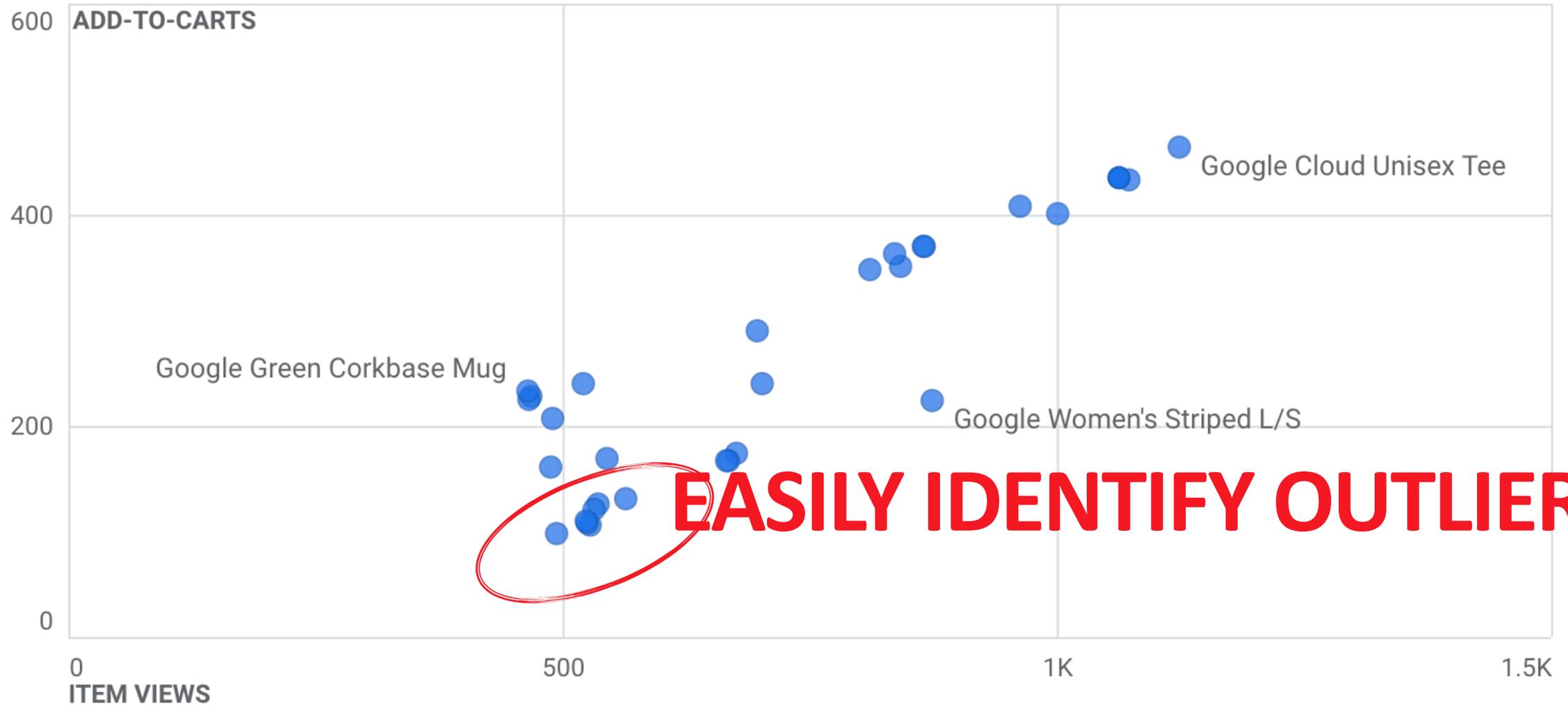
\$293K

Total ad revenue

\$0.00

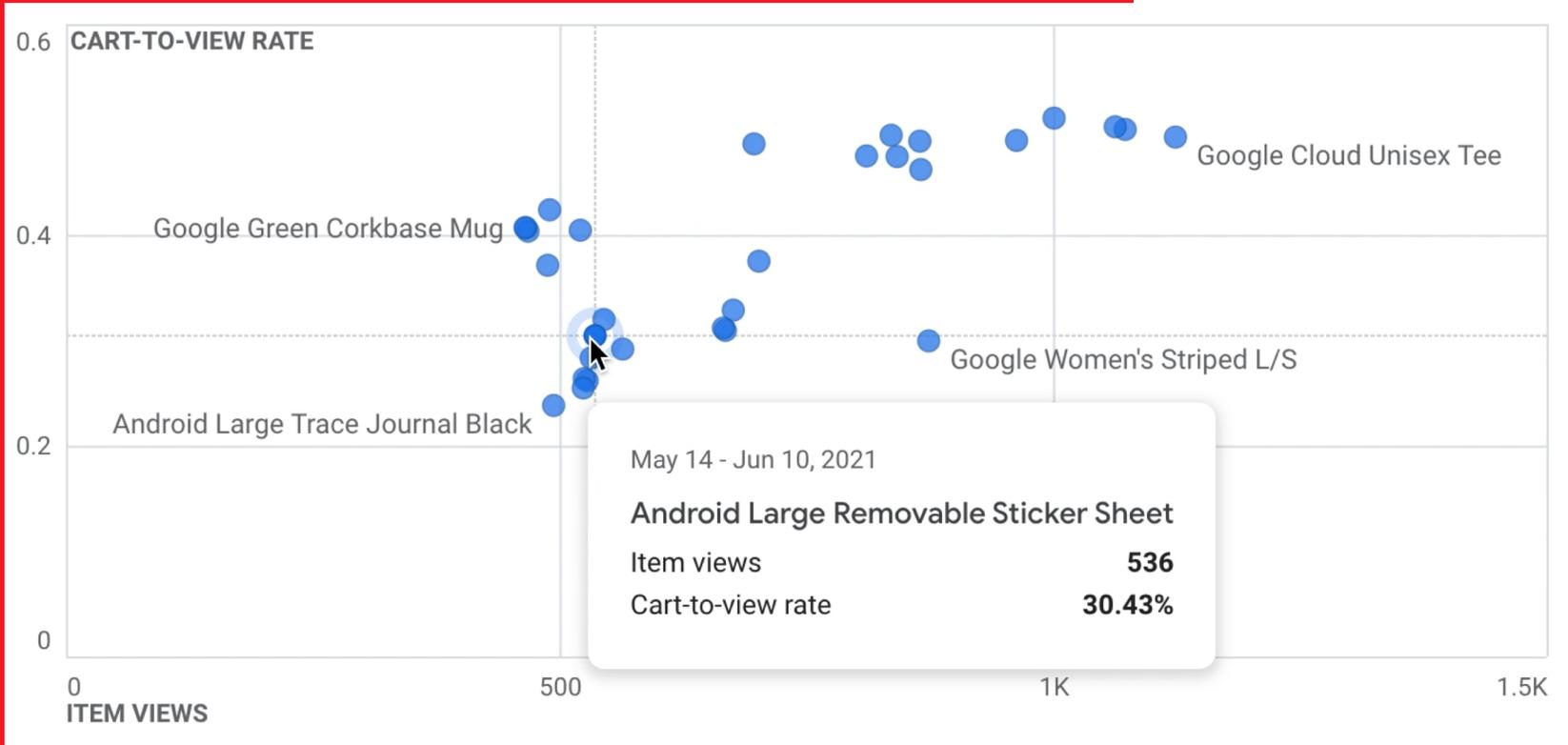


Item views and Add-to-carts by Item name



EASILY IDENTIFY OUTLIERS

WHY NO STATIONARY?



CREATE YOUR OWN VISUALIZATIONS

Analysis Hub

Start a new analysis [Template gallery](#)



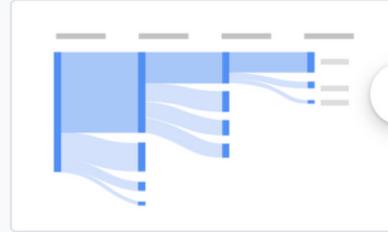
Blank
Create a new analysis



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?

Type	Name ↓	Owner	Last modified ↓	Property	🔍
No analyses to show.					

IF DATA STUDIO

&

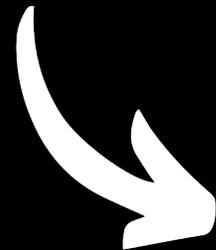
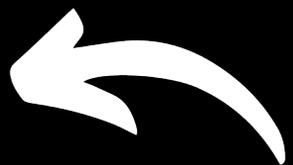
**CUSTOM
DASHBOARDS**



HAD A BABY.

BUILDS LIKE DATA STUDIO

LIVES IN GA4



A screenshot of the Google Analytics 4 interface showing configuration options for an analysis. The 'Variables' panel includes 'Analysis Name: Exploration', a date range of 'Apr 18 - May 17, 2021', a list of segments (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and a list of dimensions (Event name, Gender, Country, Device category). The 'Tab Settings' panel includes a 'TECHNIQUE' dropdown set to 'Exploration', 'VISUALIZATION' icons for table, pie, line, and scatter plots, 'SEGMENT COMPARISONS' with a 'Drop or select segment' field, and 'ROWS' with a 'City' dimension selected, 'Start row' set to 1, 'Show rows' set to 10, and 'Nested rows' set to No.

COMPLETE WITH PREDICTIVE ANALYTICS

Suggested segments

Additional segment suggestions for you to consider

GENERAL TEMPLATES **PREDICTIVE** NEW

Analytics builds predictive audiences based on behaviors such as buying or churning. [Learn more](#)

 **Likely 7-day purchasers**
Users who are likely to make a purchase in the next 7 days.

ELIGIBILITY STATUS
 **Ready to use** 

 **Likely 7-day churning users**
Active users who are likely to not visit your property in the next 7 days.

ELIGIBILITY STATUS
 **Ready to use** 

 **Predicted 28-day top spenders**
Users who are predicted to generate the most revenue in the next 28 days.

ELIGIBILITY STATUS
 **Not eligible to use** 

 **Likely first-time 7-day purchasers**
Users who are likely to make their first purchase in the next 7 days.

ELIGIBILITY STATUS
 **Ready to use** 

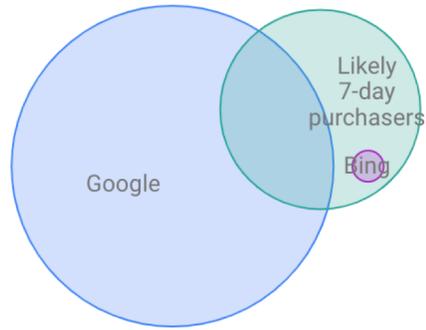


Predictive

- Churn probability: 10th percentile 
- Churn probability: 50th percentile 
- Churn probability: 80th percentile 
- Churn probability: 90th percentile 
- Churn probability: Average 
- In-app purchase probability: 10th percentile 
- In-app purchase probability: 50th percentile 
- In-app purchase probability: 80th percentile 
- In-app purchase probability: 90th percentile 
- In-app purchase probability: Average 
- Predicted revenue: 10th percentile 
- Predicted revenue: 50th percentile 
- Predicted revenue: 80th percentile 
- Predicted revenue: 90th percentile 

Active users overlap

- Google
- Likely 7-day purchasers
- Bing



Segment set	↓ Active users
Totals*	68,215 100% of total
1 Google	30,233
2 Google ONLY	24,843
3 Likely 7-day purchas...	11,694
4 Likely 7-day purcha...	6,490
5 Google + Likely 7-day purchas...	5,251
6 Bing	286
7 Bing ONLY	230

SEGMENT OVERLAP WITH

ANALYTICS

**REMEMBER THAT
STATIONARY?**

CREATE CUSTOM SEGMENT

SEGMENTS +

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



Create a custom segment
Select the type of segment you want to create



-  **User segment**
For example, users who have previously purchased a product.
-  **Session segment**
For example, all sessions originating from Campaign A.
-  **Event segment**
For example, all events that took place at a particular location.

CUSTOM STATIONARY SEGMENTS

← Stationery

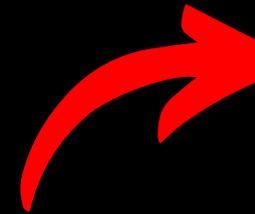
Add a description

● Include **Sessions** when:

Page title	contains	station	OR
------------	----------	---------	----

AND

+ Add condition group



TECHNIQUE

Exploration

VISUALIZATION

SEGMENT COMPARISONS

- Stationary
- NON Stationary

Drop or select segment

Pivot

First column

ROWS

- User medium: Cros...

Drop or select dimension

WHERE IS THE ISSUE?

VALUES

- Add-to-carts
- Transaction
- Drop or se

Cell type

- Bar chart
- Plain text
- Heat map

Segment		NON Stationary		Stationary	
User medium: Cross-channel last click		Item views	Add-to-carts	Item views	Add-to-carts
Totals		698,459 67.5% of total	165,926 61.9% of total	336,196 32.5% of total	102,028 38.1% of total
1	referral	174,282	56,365	141,818	40,385
2	organic	221,788	40,689	82,910	24,140
3	(data deleted)	158,957	33,241	49,199	17,368
4	(none)	127,032	30,880	57,994	18,093

RIGHT CLICK REFERRAL

- ☰ Include only selection
- ☰ Exclude selection
- Create segment from selection

+

ROWS

- ☰ User source: Cross-...
- ☰ User medium: Cros...
- Drop or select dimension

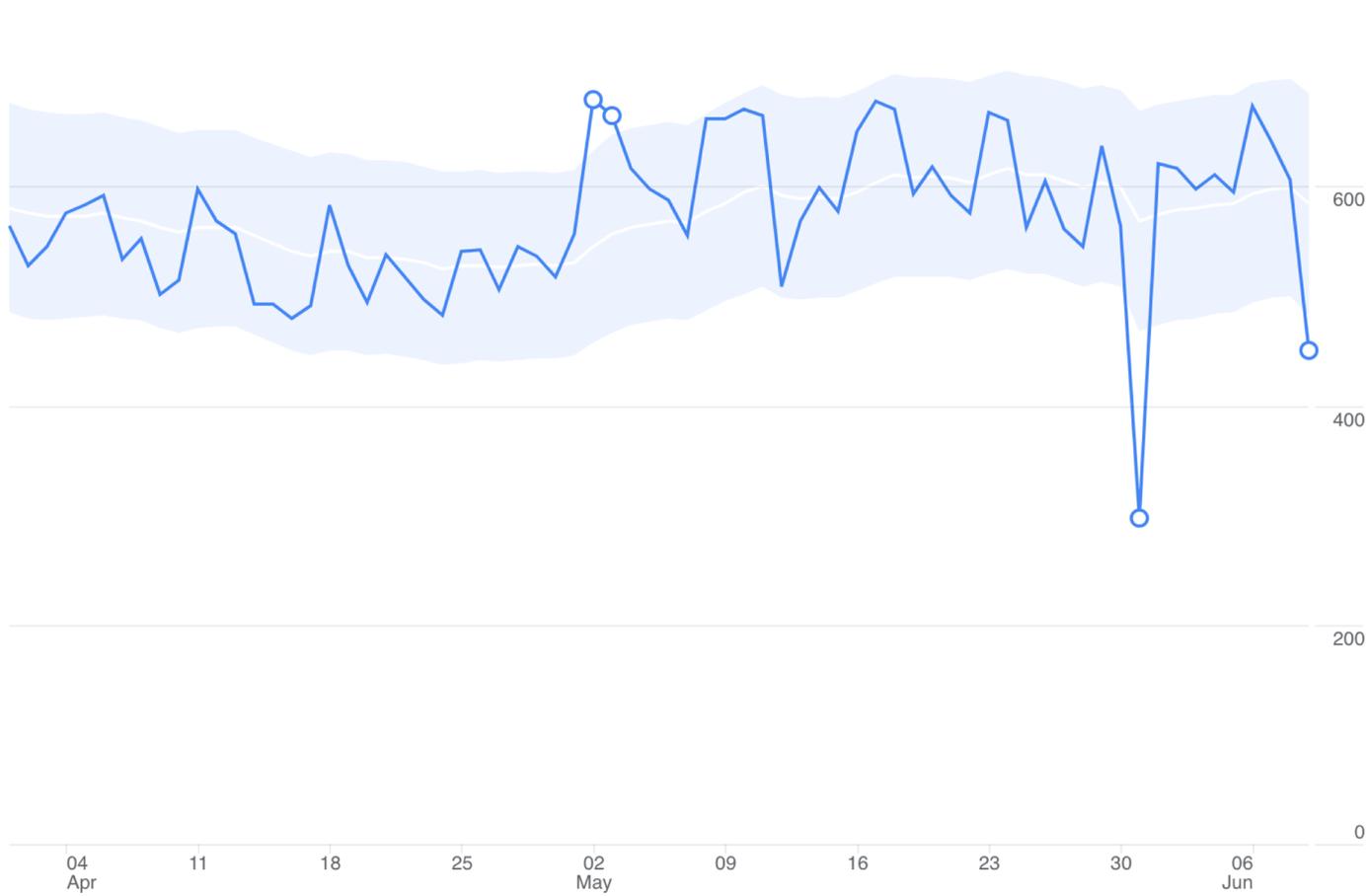
ADD SOURCE

1 & 2 ARE THE ISSUE

Segment		NON Stationary		Stationary		Totals	
User source: Cross-channel last click	User medium: Cross-channel last click	Item views	Add-to-carts	Item views	Add-to-carts	Item views	↓ Add-to-carts
Totals		174,282 55.1% of total	56,370 58.3% of total	141,816 44.9% of total	40,386 41.7% of total	316,098 100.0% of total	96,756 100.0% of total
1	shop.googlemerchandisestore.com referral	68,381	29,851	94,596	24,698	162,977	54,549
2	mall.googleplex.com referral	62,640	19,487	32,702	11,803	95,342	31,290
3	sites.google.com referral	3,968	1,481	2,568	1,197	6,536	2,678
4	creatoracademy.youtube.com referral	19,233	1,534	2,814	370	22,047	1,904
5	analytics.google.com referral	4,669	1,117	1,606	352	6,275	1,469
6	perksatwork.com referral	2,810	831	1,967	494	4,777	1,325
7	mail.google.com referral	1,557	297	1,112	403	2,669	700
8	support.google.com referral	1,589	269	600	178	2,189	447

Organic User

Active users



○ Anomalies ✓ Expected value

MORE AI

ANOMALY DETECTION

Training period (days before timeframe)

0 171

Sensitivity

Low High



IS GOOGLE TELLING US SECRETS?



INDUCTIVE REASONING

WHAT EXACTLY IS GOOGLE TRACKING?



						Modify event	Create event
Existing events						🔍	📄
Event name ↑	Count	% change	Users	% change	Mark as conversion ?		
click	61	↓ 73.4%	53	↓ 47.5%	<input type="checkbox"/>		
first_visit	19,026	↓ 24.3%	18,952	↓ 24.3%	<input type="checkbox"/>		
page_view	130,127	↓ 45.1%	19,713	↓ 27.9%	<input type="checkbox"/>		
scroll	15,685	↓ 54.8%	7,063	↓ 41.7%	<input type="checkbox"/>		
session_start	22,917	↓ 36.8%	19,702	↓ 27.5%	<input type="checkbox"/>		
view_search_results	1,315	↓ 20.7%	447	↓ 31.0%	<input type="checkbox"/>		

WE SEE A FEW NEW METRICS

LIFE CYCLE

- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition**
- Engagement
- Monetization
- Retention

USER

- Demographics
- Tech

EVENTS

- Conversions

Session source/medium	Engaged sessions	Average engagement time per session	Engaged sessions per user
Totals	89,081 100% of total	1m 09s Avg 0%	1.21 Avg 0%
1 google / organic	47,338	1m 01s	1.21
2 (direct) / (none)	25,336	0m 59s	1.19
3 (not set) / (not set)	67	33m 10s	0.02
4 mall.googleplex.com / referral	4,422	3m 32s	1.57
5 analytics.google.com / referral	3,558	0m 30s	1.31
6 creatoracademy.youtube.com / referral	1,607	1m 06s	1.07
7 baidu / organic	1,418	0m 13s	1.01



NOTICE ANYTHING MISSING?

Session source/medium		Engaged sessions	Average engagement time per session	Engaged sessions per user
Totals				
1	google / organic			
2	(direct) / (none)			
3	(not set) / (not set)			
4	mall.googleplex.com / referral			
5	analytics.google.com / referral			
6	creatoracademy.youtube.com / referral			
7	baidu / organic			

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	13,274 % of Total: 100.00% (13,274)	11,370 % of Total: 100.04% (11,365)	16,183 % of Total: 100.00% (16,183)	46.87% Avg for View: 46.87% (0.00%)	5.10 Avg for View: 5.10 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)
1. (direct) / (none)	13,061 (98.21%)	11,166 (98.21%)	15,919 (98.37%)	46.42%	5.15	00:03:23
2. google / cpc	186 (1.40%)	173 (1.52%)	199 (1.23%)	77.89%	1.98	00:00:41
3. Partners / affiliate	30 (0.23%)	22 (0.19%)	34 (0.21%)	76.47%	1.68	00:01:19



Dee P Original Poster

11/12/20



Where is the bounce rate on GA4? 1 Reply

I just started to reuse GA and I cant seem to find the bounce rate per page... can anyone help guide me to it?

Details

[Other Google Analytics Questions](#)

Upvote (10)

Subscribe

Community content may not be verified or up-to-date. [Learn more.](#)

All Replies (1)



Bronwyn V  Bronze Member

11/12/20



It's been replaced..

Good article here regarding bounce rate in ga4

<https://ken-williams.com/guide/overview/where-did-bounce-rate-go-in-google-analytics-4/>

HOW IS "ENGAGED" DEFINED?

Engaged sessions

The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views. [Learn more about sessions.](#)

Average engagement time

Unique user scrolls

Event count

[All events](#) ▼

The average length of time that the app was in the foreground, or the web site had focus in the browser.

NEW KPIs

^ 10 SECOND SESSIONS

^ 2 PAGES/ SESSION

^ CONVERSION

LIFE CYCLE

- ▶ Acquisition
- ▶ Engagement
- ▶ Monetization
- ▶ Retention

LIFE CYCLE

- ▼ Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition



Page title and screen class ▾		Views per user
Totals		10.51 Avg 0%
1	Home	3.46
2	Shopping Cart	7.68
3	Google Online Store	2.95
4	Men's / Unisex Apparel Google Merchandise Store	4.46
5	The Google Merchandise Store - Log In	4.27
6	Sale Google Merchandise Store	3.88
7	New Google Merchandise Store	3.37
8	Apparel Google Merchandise Store	3.23
9	Campus Collection Google Merchandise Store	3.24
10	YouTube Shop by Brand Google Merchandise Store	2.83

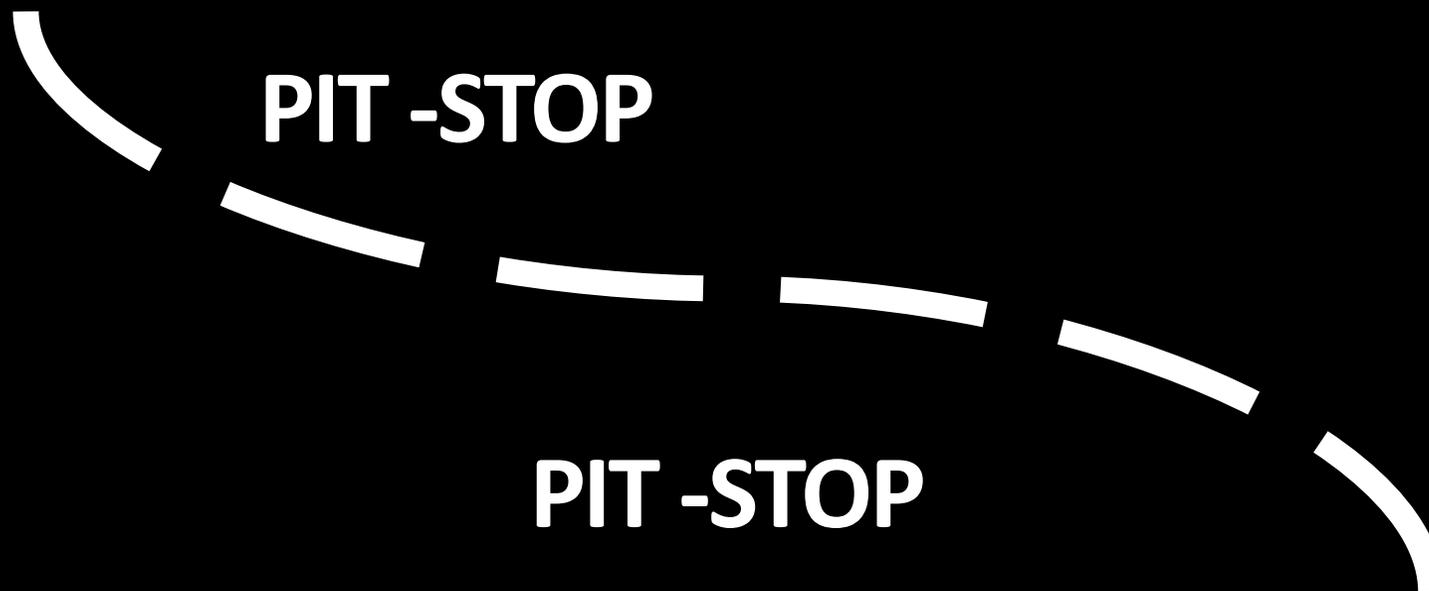
FUTURE OF MARKETING?

>>> OMNI-CHANNEL MONETIZATION

>>> INCREASED FOCUS ON RETENTION

>>> DESTINATION VS. PIT-STOP

PIT -STOP



PIT -STOP

PIT -STOP

DESTINATION

GET STARTED TODAY

START TRACKING GA4 + UA

CREATE CUSTOM REPORTS, EVENTS, &
CONVERSIONS

USE VISUALIZATIONS TO SPOT TRENDS &
OUTLIERS

ADJUST STRATEGY & KPIs



THANKS A BUNCH

GET IN TOUCH

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