ALGOFY

Google Analytics 4

Guide

Introduction

GA4 - What is it?

Why should you care?

The clock is ticking for Universal Analytics. It won't be long until Google's flagship analytics product will no longer track any new data. This sunset will happen on **July 1st, 2023**.
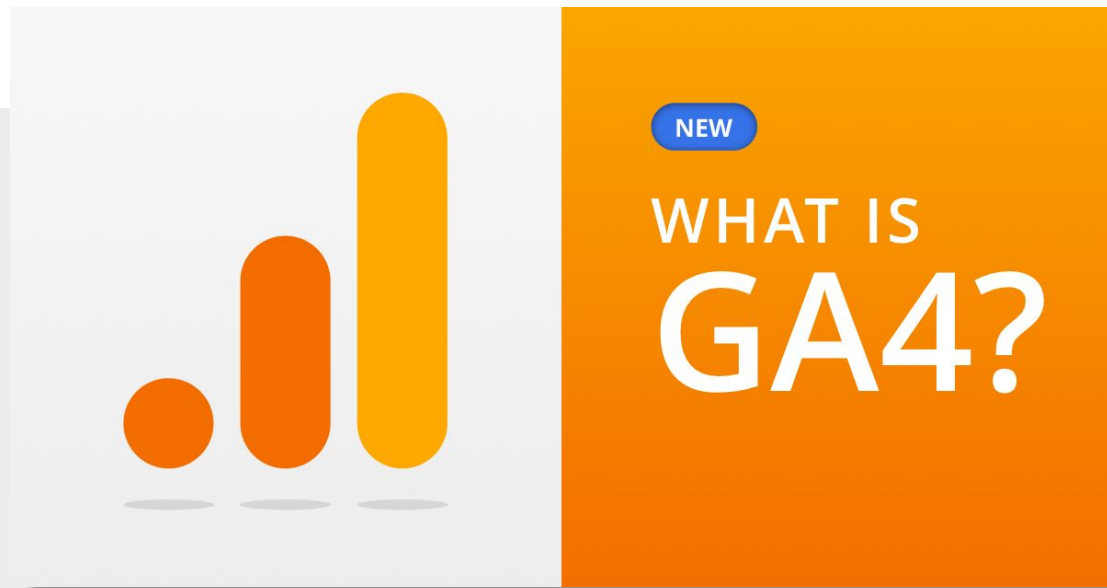
So what do we do now?
How do we prepare?

Let us guide you.

GA4 - What is it?

Google Analytics 4 (GA4) is the latest version of Google Analytics, a web analytics tool provided by Google that helps businesses and organizations track and analyze how users interact with their websites.


NEW

WHAT IS GA4?

Do I need it?

There are a few key reasons why businesses may choose to use GA4 instead of the previous version, Google Analytics (GA3) or another Analytical tool. Some of the main advantages of GA4 include:

1. **Machine learning-based insights:** GA4 uses machine learning to provide more detailed and accurate insights into user behavior. This can help businesses better understand how users interact with their website and make more informed decisions about their digital marketing efforts.
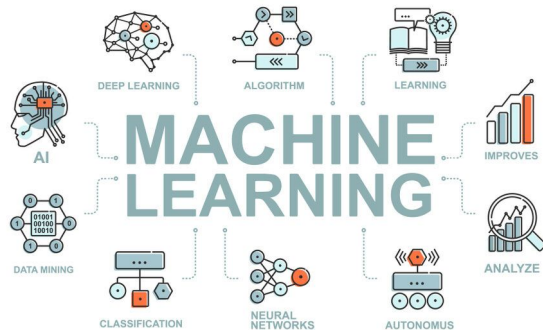
Do I need it?

2.   Cross-device reporting: GA4 allows businesses to see how users interact with their website across different devices, such as desktop computers, tablets, and smartphones. This can be especially useful for businesses that have a significant mobile presence.
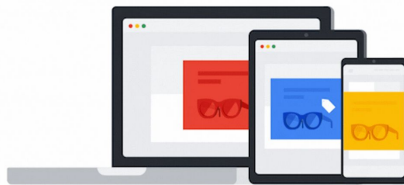
Do I need it?

3.   Enhanced e-commerce tracking: GA4 includes improved e-commerce tracking capabilities, allowing businesses to better understand how users interact with their online store and make more informed decisions about their e-commerce strategy.

Differences

GA3 to GA4, what changed?

Privacy

GA4 includes a number of features designed to protect user privacy, including the ability to limit data collection and the use of aggregated data in reports.

Hit Types

First you may be asking yourself, what is a '**hit type'**? That is a good question, and the two Google Analytics platforms define it differently.

Here is our definition - A **hit type** is a specific interaction between a user and your website that is tracked by Google Analytics.

Like we said earlier, the two platforms define their hit types differently. To Universal Analytics, a hit type includes page hits, event hits, ecommerce hits, and social interaction hits.

In a Universal Analytics property,

a hit type ...

Page View

Event

Social

Transaction/e-commerce

User timing

Exception

App/screen view

Hit Types

So we covered what they are in Universal, but what are they in Google Analytics 4?

Well, in GA4 all data is **event-based**, with the principle that any interaction can be captured as an event.

As such, Universal Analytics property hit types translate to events in a Google Analytics 4 property.

In a Universal Analytics property, a hit type …	is captured in a Google Analytics 4 property as an …
Page View	Event
Event	Event
Social	Event
Transaction/e-commerce	Event
User timing	Event
Exception	Event
App/screen view	Event

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Hit Types

In GA4 if you want to track pageviews, purchases, clicks and so on, you will need to **create an event** for it.

This may sound like a pain (and it is) but it also comes with its benefits. You now have the option to define what hit types you want to track and see.

Additionally, for each event you create, you can also send any desired parameters such as page title, product id, revenue, etc....

In a Universal Analytics property, a hit type …	is captured in a Google Analytics 4 property as an …
Page View	Event
Event	Event
Social	Event
Transaction/e-commerce	Event
User timing	Event
Exception	Event
App/screen view	Event

Bounce Rate and Engagement Rate

First, what is a Bounce rate? A **Bounce rate** represents the percentage of visitors who **enter the site** and then **leave** ("bounce") rather than continuing to view other pages within the same site. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Then there is **Engagement rate**, this is the metric that GA4 is concerned with. Engagement Rate is an engaged session that lasts longer than 10 seconds, has a conversion event, or has at least two pageviews or screenviews.
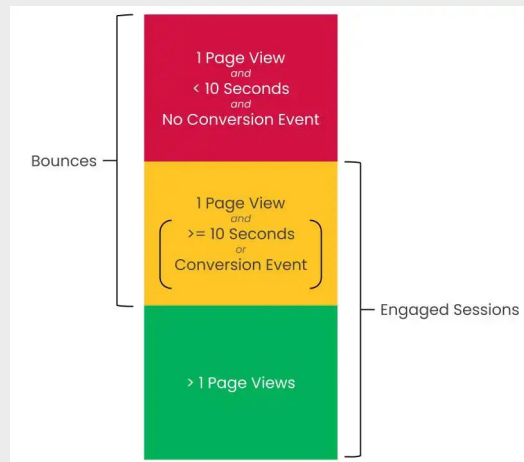
Bounce Rate
and Engagement rate

Engagement rate is the percentage of sessions that were engaged sessions. **Bounce rate** is the percentage of sessions that were **not** engaged sessions. Bounce rate is the **inverse** of Engagement rate.

BigQuery Linking

Another huge difference between GA4 and GA3, is that GA4 **natively connects** to **BigQuery**.

Previously, this was only available to paying users of Google Analytics.
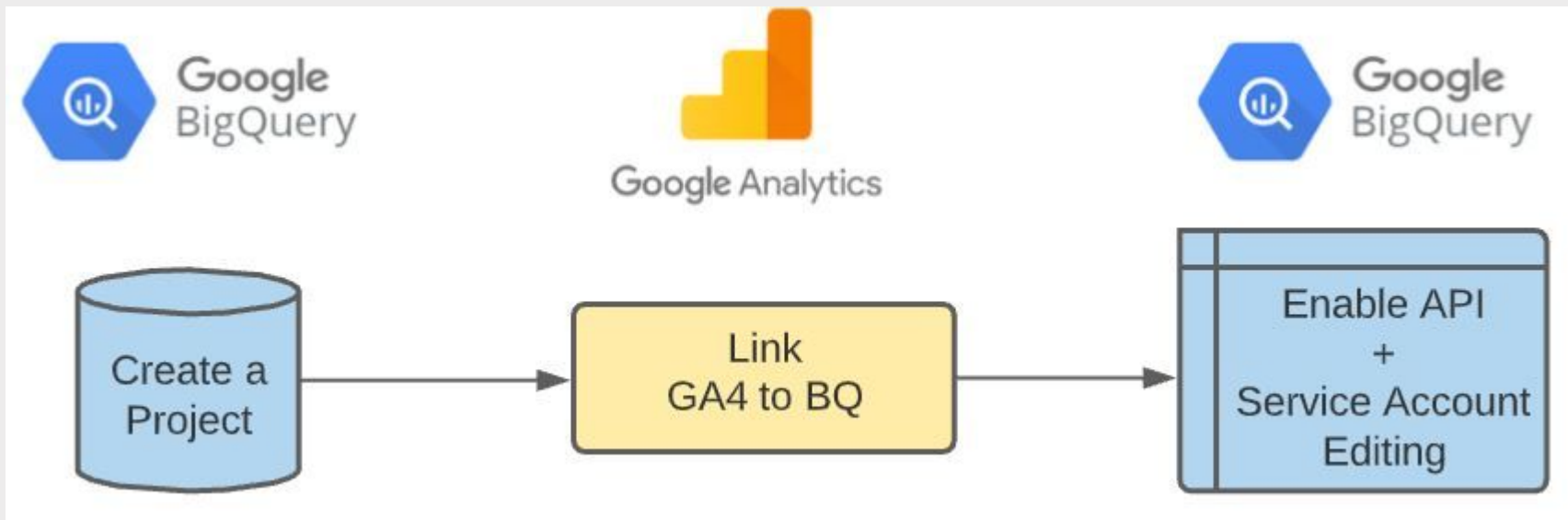
BigQuery Linking

Why do we care about that? We care because **BigQuery** is a fully managed enterprise data warehouse that helps you manage and analyze your data with built-in features like machine learning, geospatial analysis, and business intelligence.

It is a platform that supports querying using ANSI SQL. Trust us, this is a very good thing.

Data Retention

Data retention (AKA the duration of time that information is stored in Google Analytics) is different now too.

- Google Analytics 4's data expires up to **14 months**.
- Google Analytics 3's data expires up to **50 months**.

While year over year comparisons will still be possible, you will no longer be able to access your historic data in the same way.

However, if you start moving your **GA4** data to **BigQuery** early, then you'll be able to retain all of your historical data. This is quite important and highly recommended.

One quick note: Your UA container's historic data will be downloadable until the end of 2023. Otherwise, you can connect your account to BigQuery.
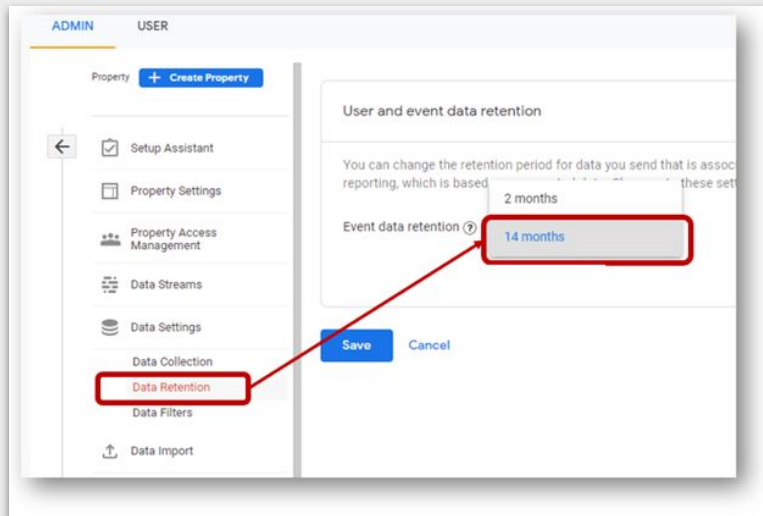
Reports

GA4's reporting interface

Reporting Interface

You'll find a very different set of reports in your GA4 view compared to GA3. On top of this, you will also see far fewer reports in general. This is because **many reports are only generated when you start tracking events**. GA4 also puts the creation of reports in your control. But don't panic, it isn't as bad as it sounds.

GA3

GA4

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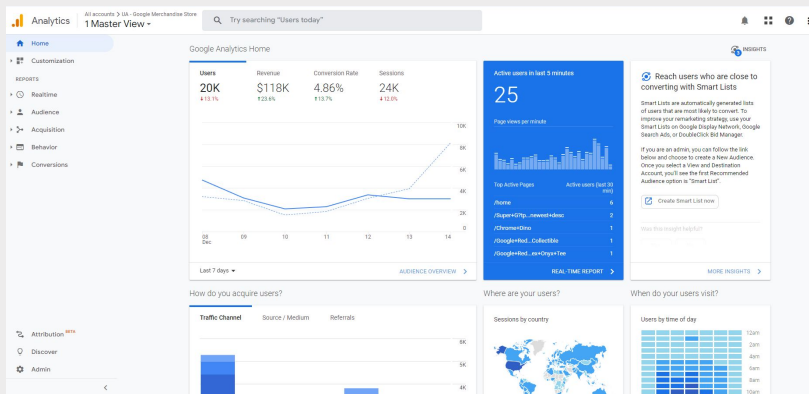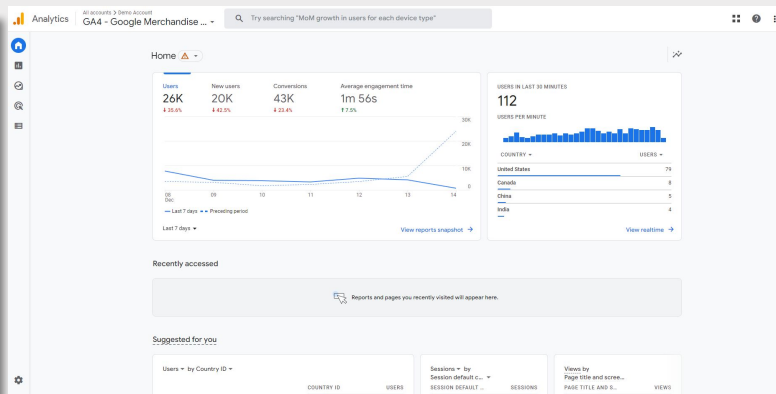
Audience Reports

In **GA3's** reporting interface you can see **Audience section** which shows **Demographics, Interests**, **Geological data and Device data**.
For **GA4** you can access these data under **Reports > User > Demographics** or **Reports > User > Tech**.

GA3

GA4
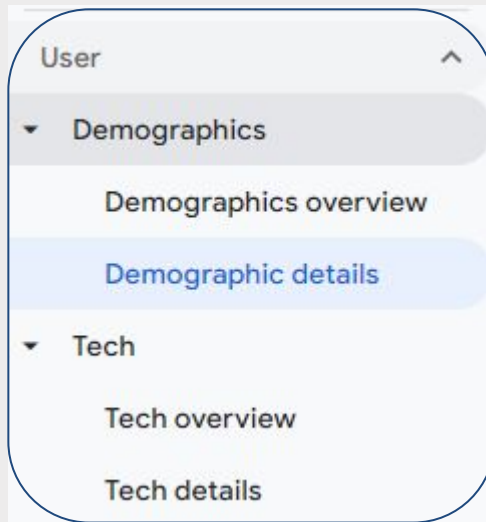
Audience Reports

GA3's Demographic reports shows us the **gender** and **age** distribution.
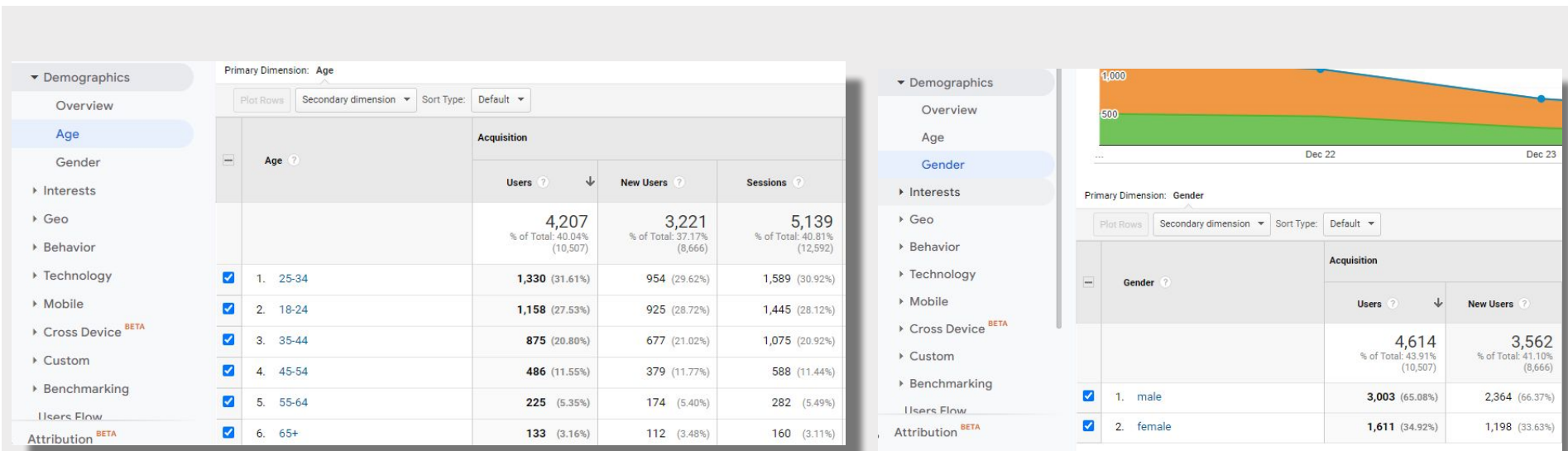
Audience Reports

In GA4 you can access the same **age** and **gender data** by following these steps:
1.   Go through **Reports > User > Demographics > Demographic Details**.
2.   Select Age or Gender from the dropdown in the first column.

Audience Reports

GA3's **Geo Reports** shows us the **language** and **location** data.

Audience Reports

In GA4 you can access the same **language** and **location data** by following these steps:
1. Go through **Reports > User > Demographics > Demographic Details.**
2. Select Country , Region, City or Language from the dropdown in the first column.

Audience Reports

GA3's **Interest reports** categorizes the customers that visited website.

Audience Reports

In GA4 you can access these **Interest reports** by following these steps:
1.   Go through **Reports > User > Demographics > Demographic Details**.
2.   Select Interests from the dropdown in the first column.

Audience Reports

GA3's **Mobile reports** shows us **Device Category** data.

Audience Reports

In GA4 you can access the **Device Category data** by following these steps::
1. Go through **Reports > User > Tech > Tech Details**.
2. Select Device Category from the dropdown in the first column.

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Acquisition Reports

If you want to review channel based traffic data you would go to **Acquisition > All Traffic > Source / Medium** in GA3.

In GA4, you can find this same data in the **Reporting section**, under **Acquisition > Traffic Acquisition**.

Acquisition Reports
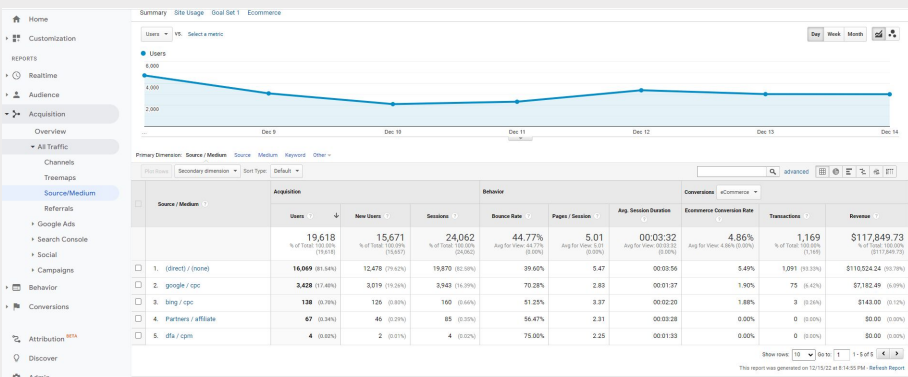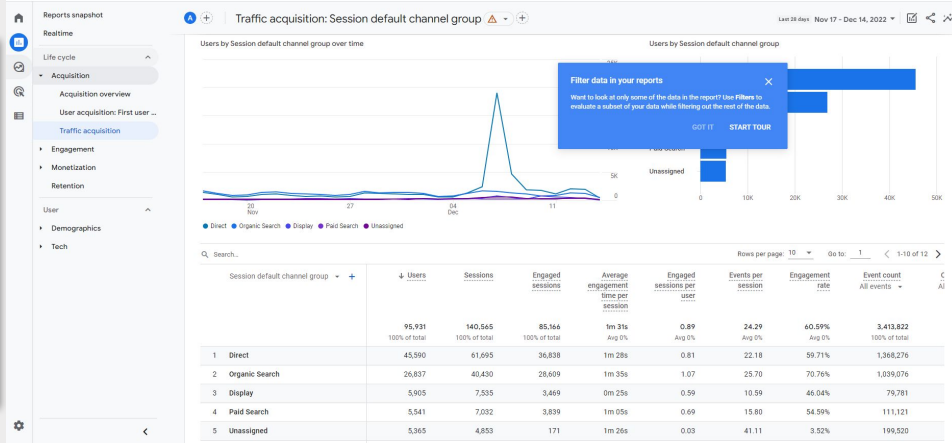
GA3's **Google Ads section** shows campaign data

Acquisition Reports

In GA4 here is how you can access Campaign Data:
1. Go through **Reports > Acquisition > Traffic Acquisition**
2. Select **Session Campaign** on the table shows up

Landing Page

Landing Page reports in UA gives us insight into the pages that customers land on first when they enter a website.
The landing page report in UA can be found under **Behaviour > Site Content > Landing Pages**
On the other hand GA4 doesn't come with built-in Landing Page report and you have to create it.

GA3

Landing Page

How to create landing page report in GA4?:
First go to **Library** under Reports section.

Reports snapshot

Realtime

Life cycle

▸ Acquisition

▸ Engagement

▸ Monetization

Retention

User

▸ Demographics

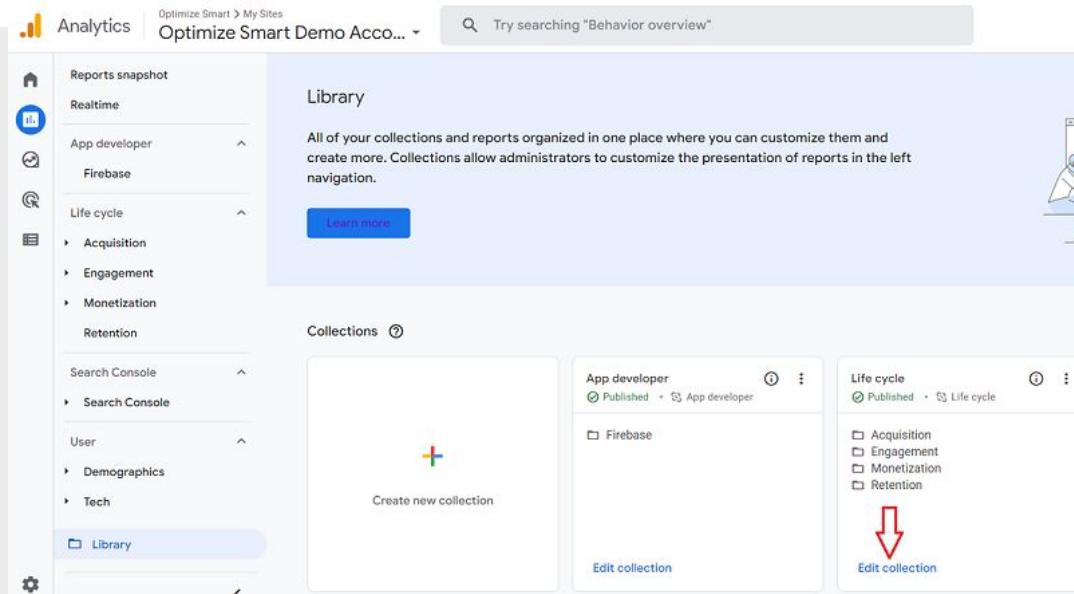▸ Tech

📁 Library

Landing Page

How to create landing page report in GA4?:
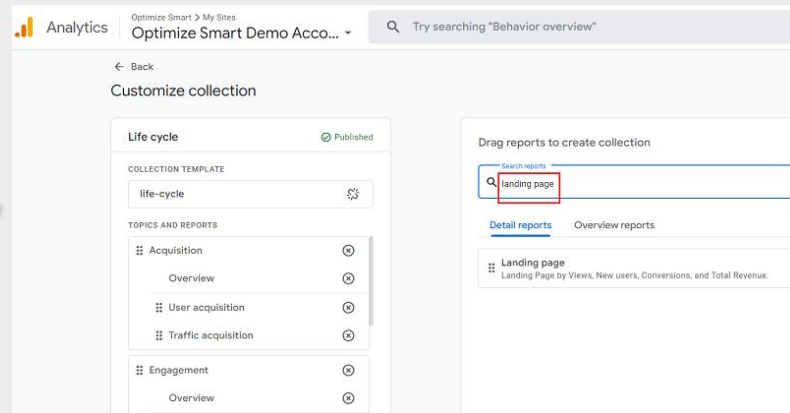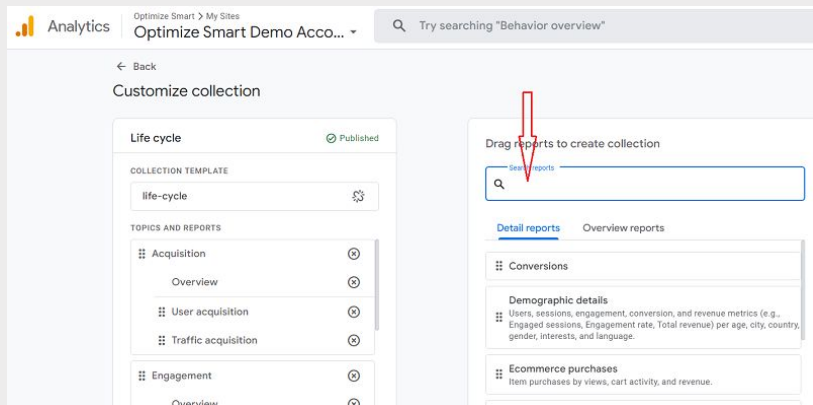Then click **'Edit collection'** button under Life cycle

Landing Page

How to create landing page report in GA4?:
Type '**Landing Page**' at the search bar shown below

Landing Page

How to create landing page report in GA4?:

Drag **'Landing Page'** under **'Pages and screens'** at **'Engagement'** section then save as current report.

After that you will see landing page report under **Reports > Engagement > Landing Page**

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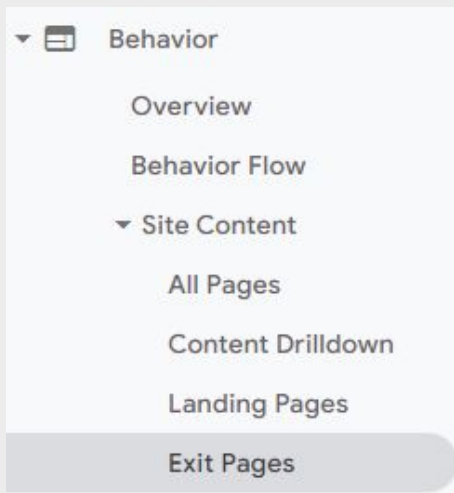Reports   Reporting
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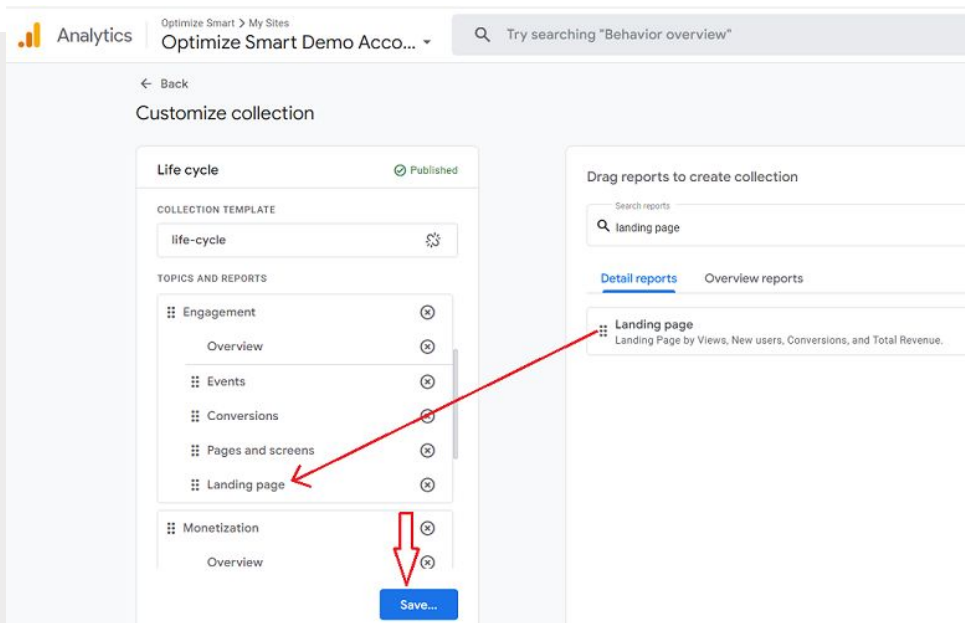
Exit Pages

First, what is an **Exit Page**? An Exit Page is the final page that a viewer sees before leaving the website. For example, if a user is reading your blog content, then visits a product page and leaves your site from there, the exit page is the product page.

The exit page report in UA can be found under **Behaviour > Site Content > Exit Pages**

Unfortunately, GA4 doesn't come with a built-in Exit Page report, so we need to create one.

GA3

Exit Pages

How do you create an exit page report in GA4? Follow these steps:
1. Click on **Explore**.
2. Add **Exits** and any other metrics as your metrics and **Page Title** as the dimension.
3. Now select the wanted date range. And add the metrics to Values and page title to Rows

The following slides will show this process in more detail.

Exit Pages

How to create exit page report in GA4?:
First go to **Explore** section then click on 'Blank' report section.

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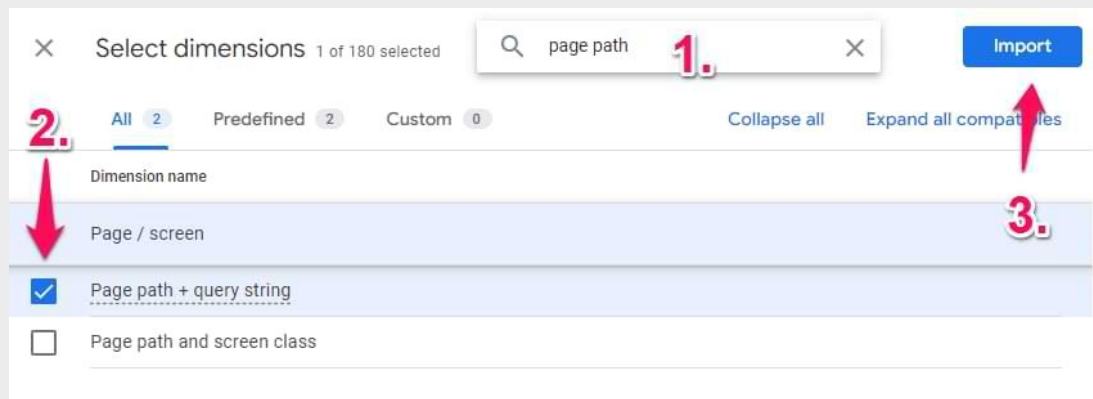Reports   Reporting
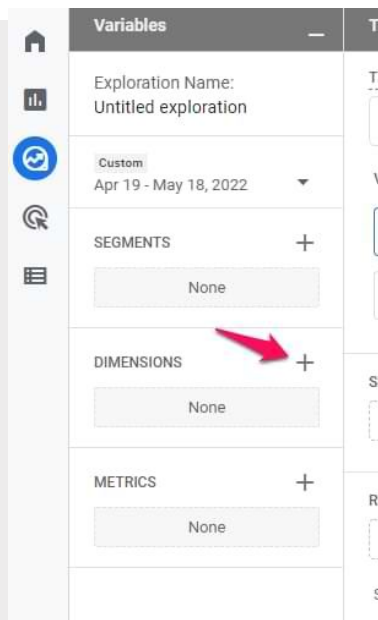General   Conclusion
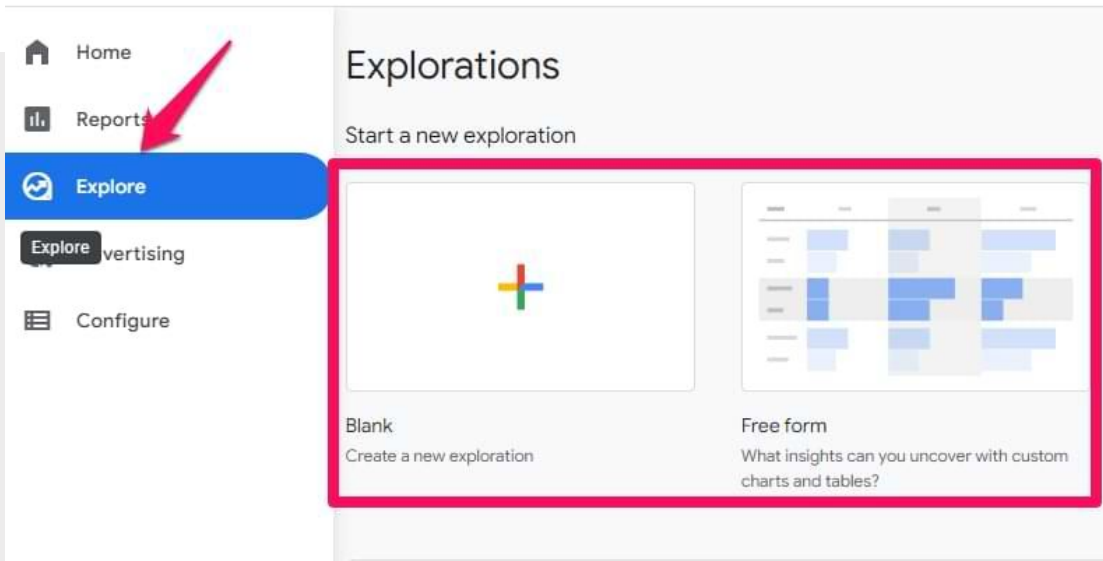
Exit Pages

How to create exit page report in GA4?:

On the opening page click '+' on Dimension section.

On the opening tab search for 'Page Path' then select 'Page Path + Query String' last click 'Import'.

Exit Pages

How to create exit page report in GA4?:
With the same method add 'Exits' and 'Views' at 'Metrics' section then rename your report and that's it.

Double click everything to generate the report

Event (Behavior) Reports

Events parameters differ some between the two platforms as well:
- GA3 events works with Event Category, Event Action, Event Label and Event Value.
- GA4 events works with Event Name and Parameters.

List of automatically collected events for GA4

Conversion Reports

In GA3 you can set up custom goals to track your important events. Since everything is counted as an event in GA4, you are able to easily mark any important events as a conversion. Your events can be found under the **Conversions** tab. There you will find the event and that events parameters and values. While you were limited to 20 goals in GA3, you are capable of having unlimited events in GA4

GA3

GA4

Conversion Reports

In GA3 under Conversions tab you can see **'Multi -Channel Funnels'** this section This section allows you to review all the visit maps made by users on the way to making a conversion.
For example, below we see that the first row shows (direct)/(none)x2 and 313 conversions related with this path. This means people who came the website twice from direct source converted 313 times.

GA3

Conversion Reports

In GA4 you can find conversion paths under **Advertising > Conversion paths** tab

GA4

Data

Adjusting reports in GA4

Picking Date

For every report, the date can be adjusted at **right top corner** of the screen. Here you will also see automatic options such as past 7 and 28 days...
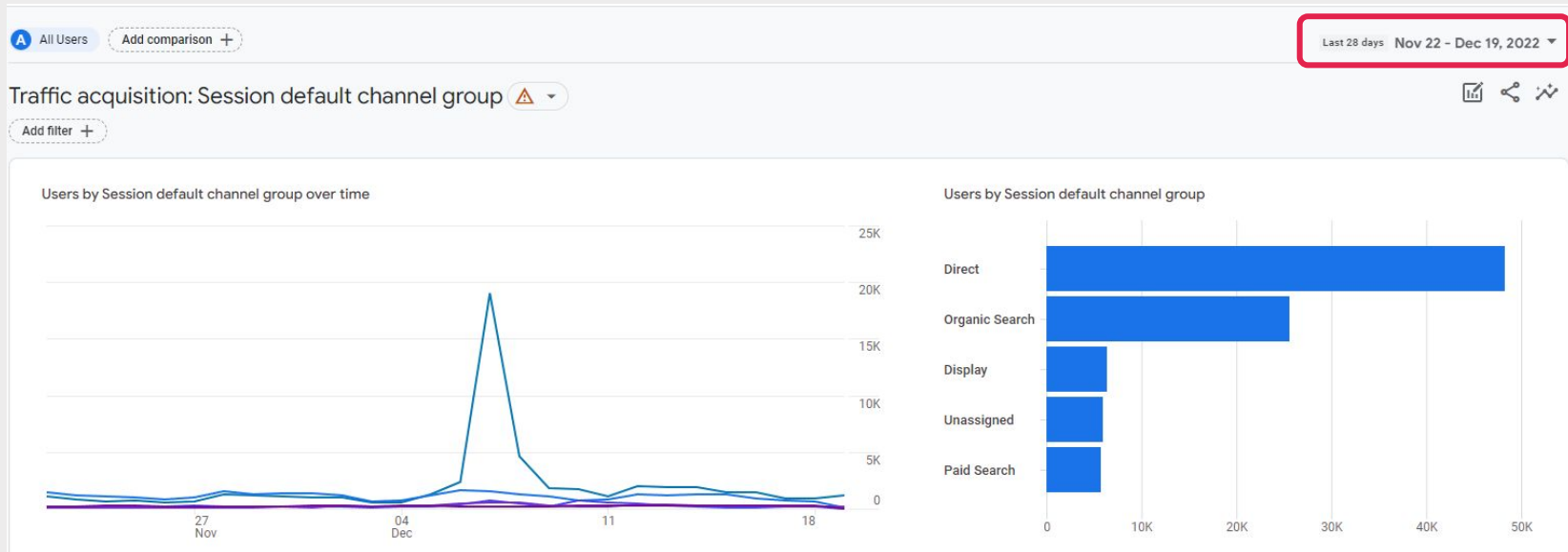
Filtering Reports

For filtering reports in GA4, we can add a filter easily by following these steps:
First, click on the **"Add filter +"** button. Then use the **"Build filter"** pop-up which can be seen at right side of the page. From here you can add the desired dimensions and values to your report.

Before
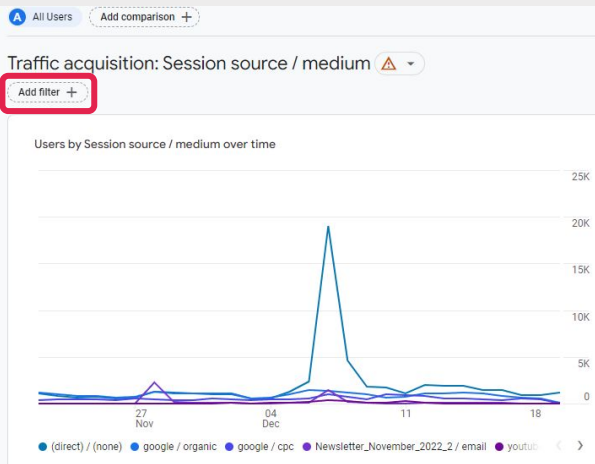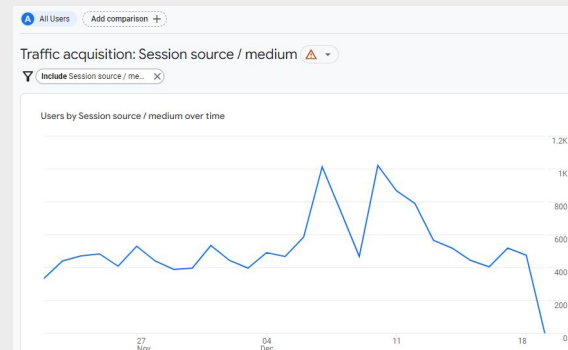
After

Migration

We are here to help

Google Analytics 4

Recap

Universal Analytics final day is rapidly approaching.

Google will be **sunsetting** Universal Analytics on **July 1st, 2023**. After this date, your Google Analytics account will no longer report **any** data whatsoever.

This means that the time to migrate to Google Analytics 4 is **now**.

Let us do the heavy lifting for you. We will have your GA4 container operation in a matter of days.

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Google Analytics 4

Our Process

01	Set up your new GA4 account
02	Begin migration to GA4
03	Analyze and implement event measurement
04	Provide guidance and help you get settled in with your new Google Analytics home
05	Have you and your GA4 container ready for the next era of data analytics within a matter of weeks

Book a call with us today to get started!

THANK YOU

Algofy, your first choice in digital marketing.

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