DIGITAL NINJAS

GOOGLE ANALYTICS 4 INTRO WEBINAR

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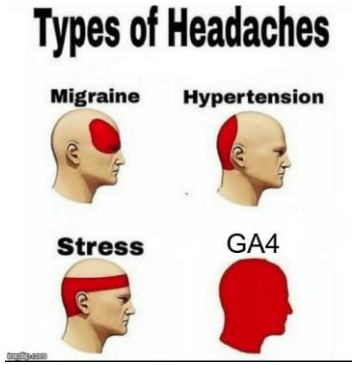

Fiona Hawley – Head of Digital Strategy

20+ year career in marketing and fundraising

9 years working with nonprofits

Deep understanding of the digital marketing landscape

Masters, Digital Marketing (UTS)

AGENDA

Tracking

- Why is it important
- What is it used for

UA vs GA4

- What are the key differences
- Why are we being forced to move to GA4?

GA4

- New metrics
- Key reports
- Configuration

Summary

- What next

TRACKING

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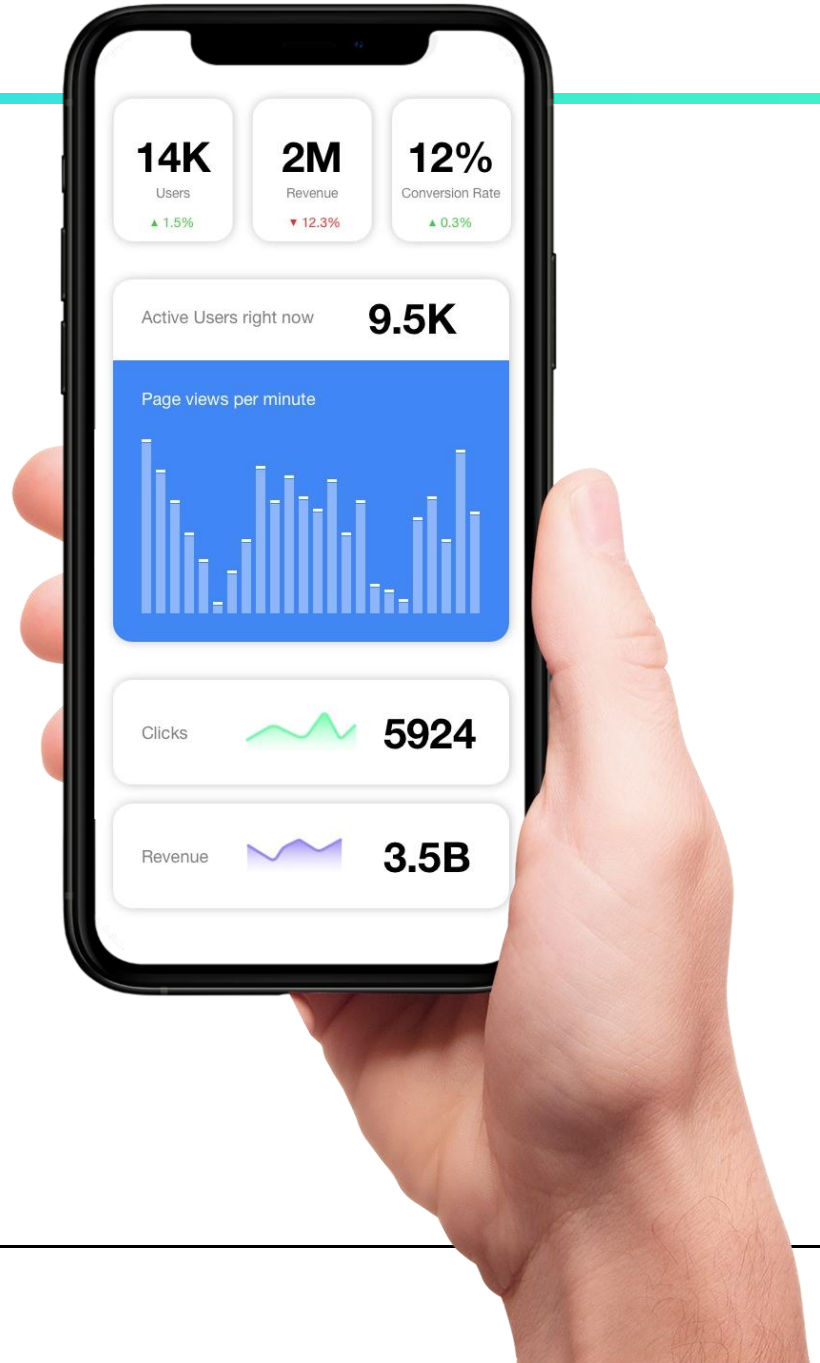
TRACKING IS CRITICALLY IMPORTANT!

Tracking is often an afterthought for marketing campaigns, it is really the most important bit.

Make sure you:

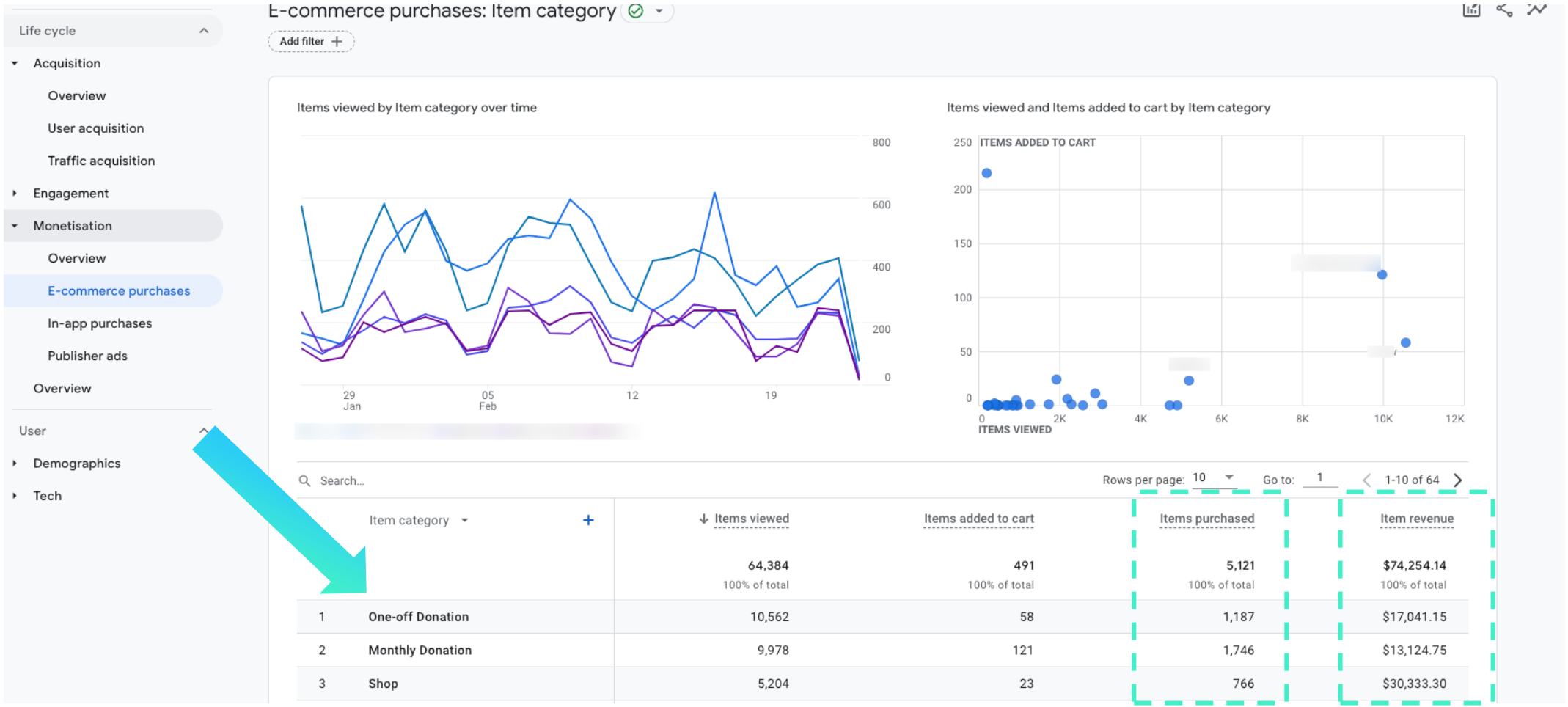
Use Google Analytics to measure and monitor results across multiple channels

Use Ad Platform specific pixels/analytics to optimise your media buys



TRACKING - ECOMMERCE

If you can’t see this, then you need to revisit!



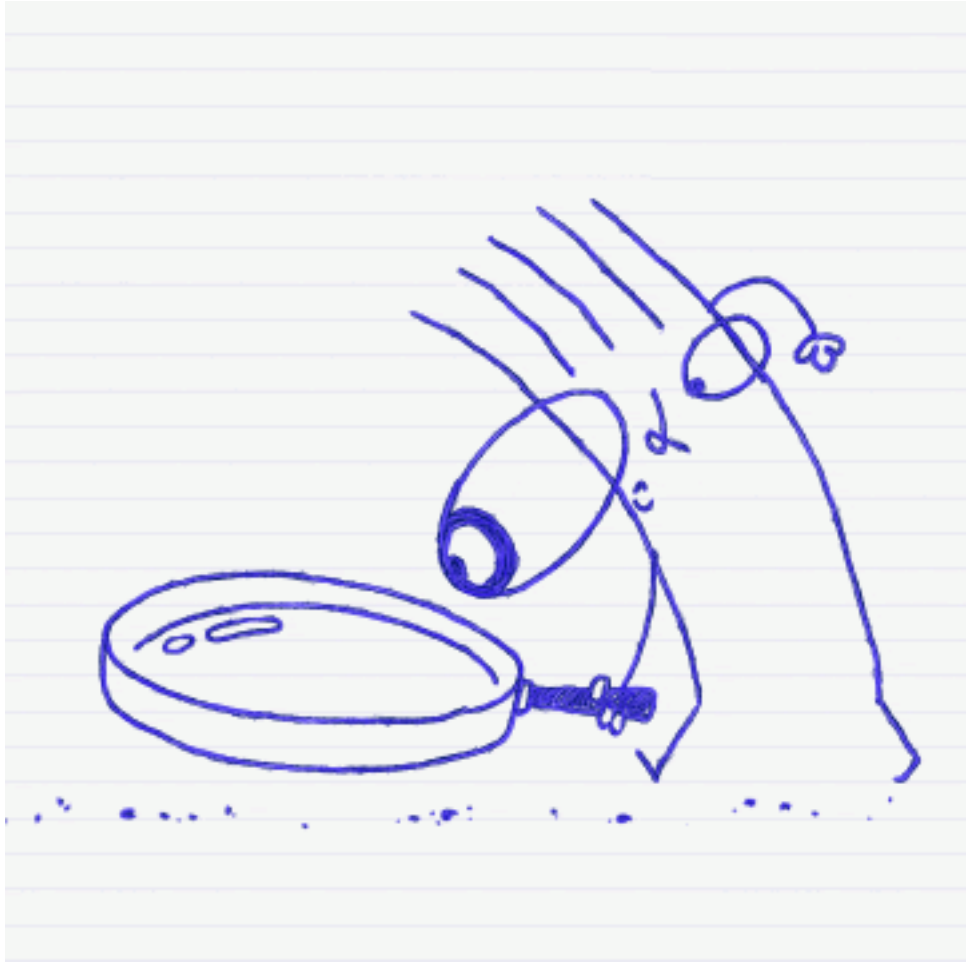
TRACKING: THE OTHER BITS

Third party pixels

- Facebook
- TikTok
- Taboola

Make sure they're all tracking

- Volume
- Value
- Type - one-off, monthly, p2p, shop etc.



UA VS GA4

SPOT THE DIFFERENCE

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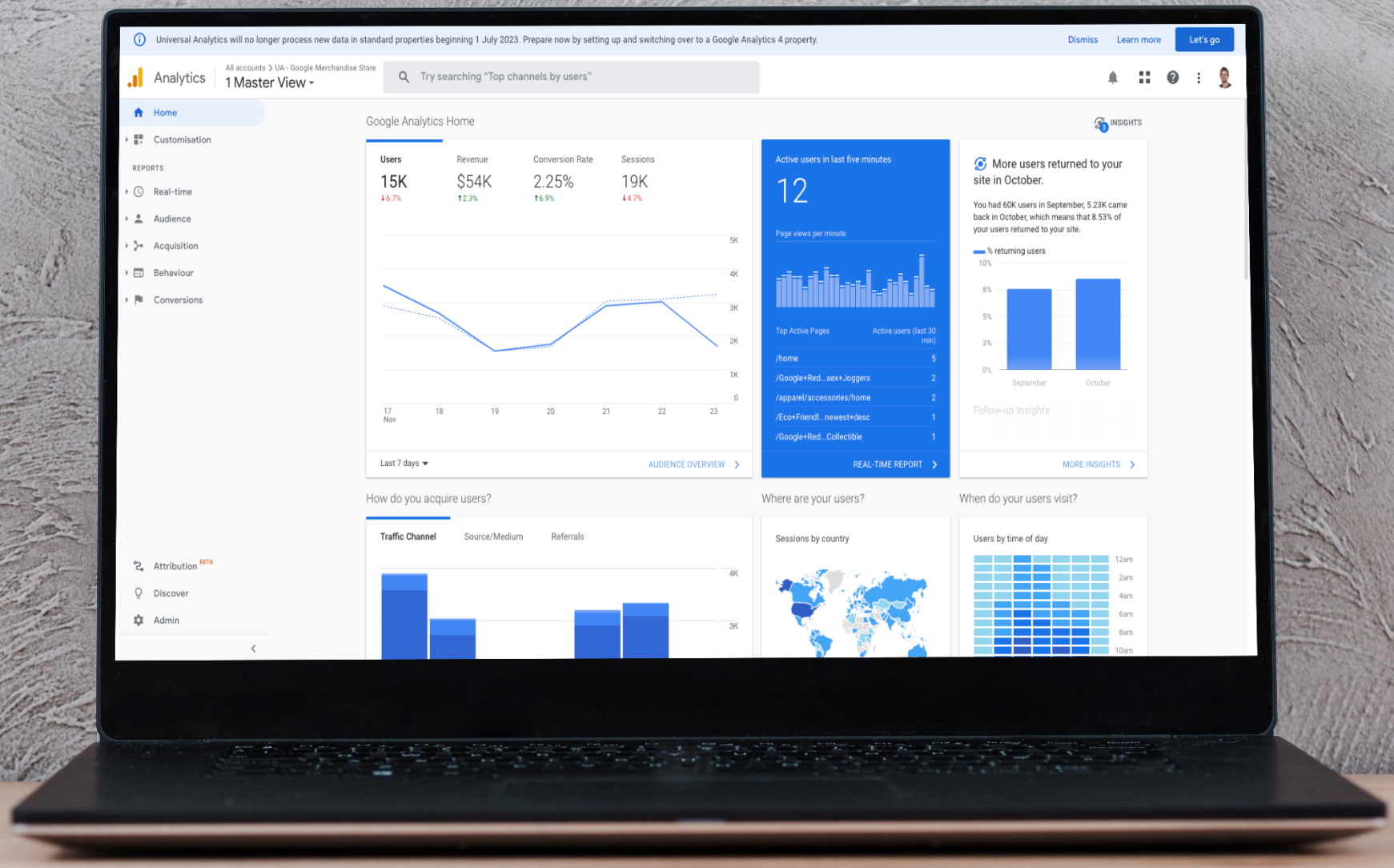
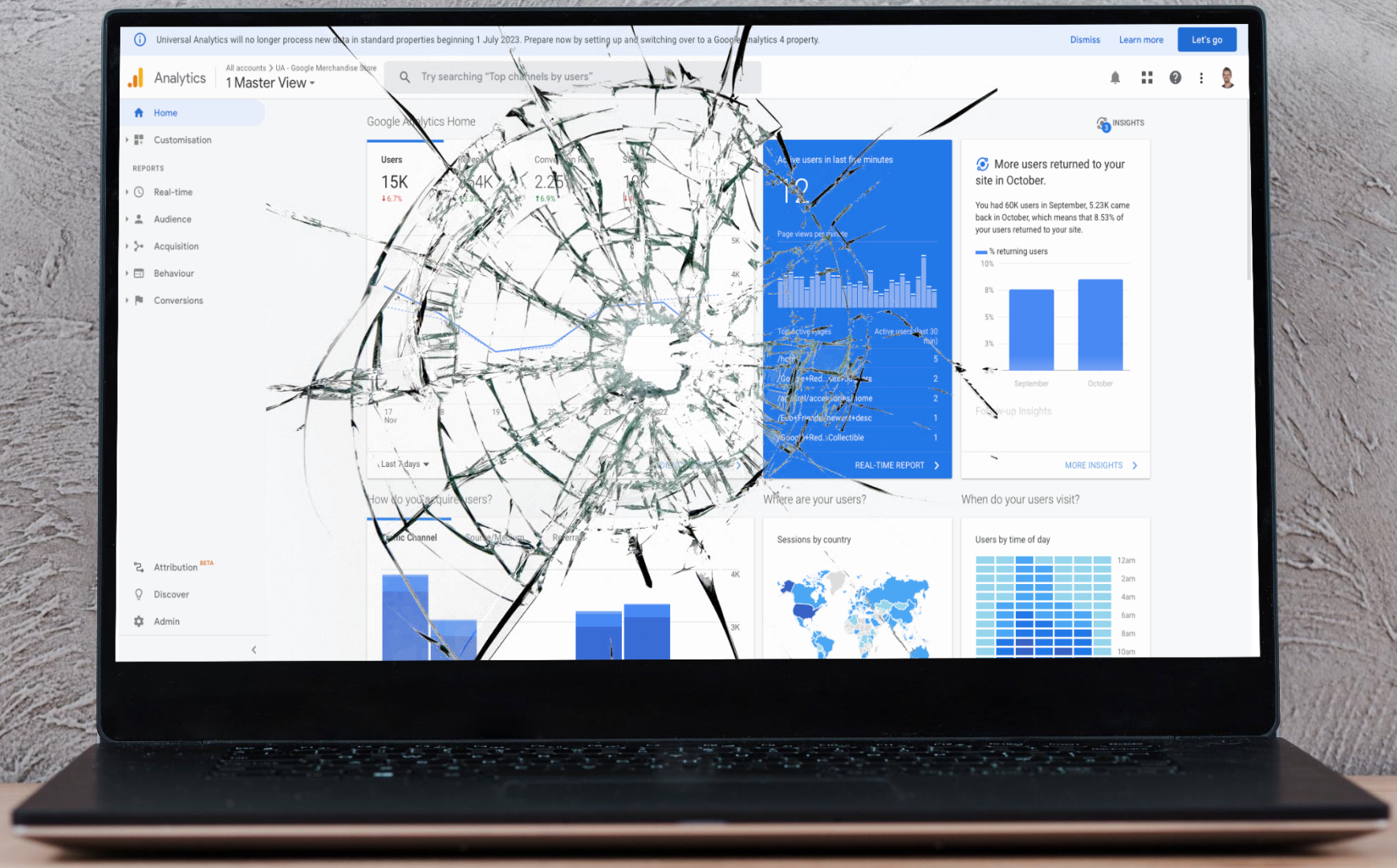
UA VS GA4


Universal Analytics will no longer process new data in standard properties beginning 1 July 2023. Prepare now by setting up and switching over to a Google Analytics 4 property.
Dismiss
Learn more
Let's go
Analytics
All accounts > UA - Google Merchandise Store
1 Master View
Try searching "Top channels by users"
Home
Customisation
REPORTS
Real-time
Audience
Acquisition
Behaviour
Conversions
Attribution BETA
Discover
Admin
Google Analytics Home
INSIGHTS
Users
15K
Revenue
$54K
Conversion Rate
2.25%
Sessions
19K
Active users in last five minutes
12
Page views per minute
Top Active Pages
Active users (last 30 min)
/home 5
/Google+Red...sex+Joggers 2
/apparel/accessories/home 2
/Eco+Friendl...newest+desc 1
/Google+Red...Collectible 1
REAL-TIME REPORT
More users returned to your site in October.
You had 60K users in September, 5.23K came back in October, which means that 8.53% of your users returned to your site.
% returning users
September
October
Follow-up Insights
MORE INSIGHTS
Last 7 days
AUDIENCE OVERVIEW
How do you acquire users?
Traffic Channel
Source/Medium
Referrals
Where are your users?
Sessions by country
When do your users visit?
Users by time of day

UA VS GA4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INSIGHTS
Users
15K
Active users in last five minutes
Page views per minute
REAL-TIME REPORT
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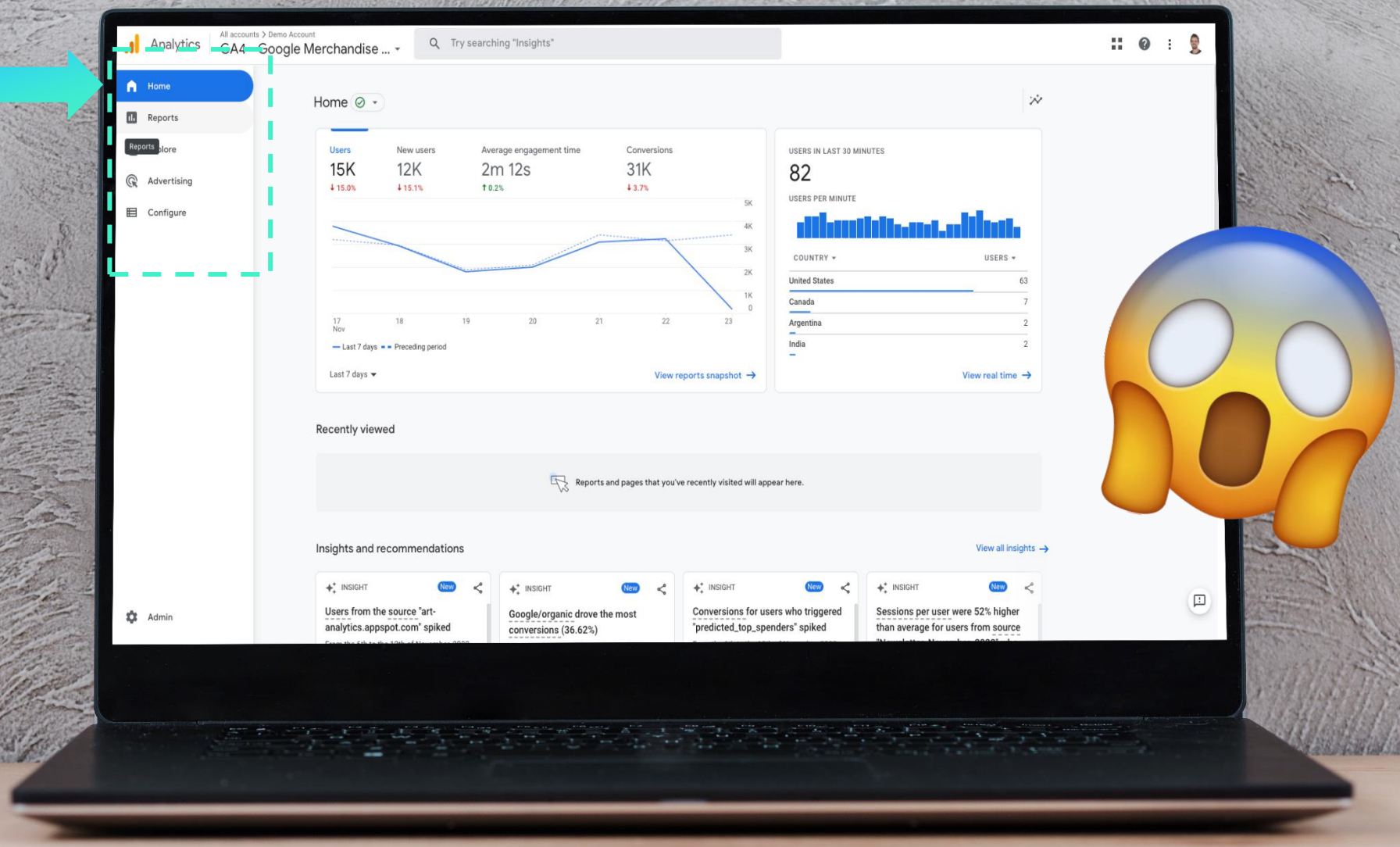
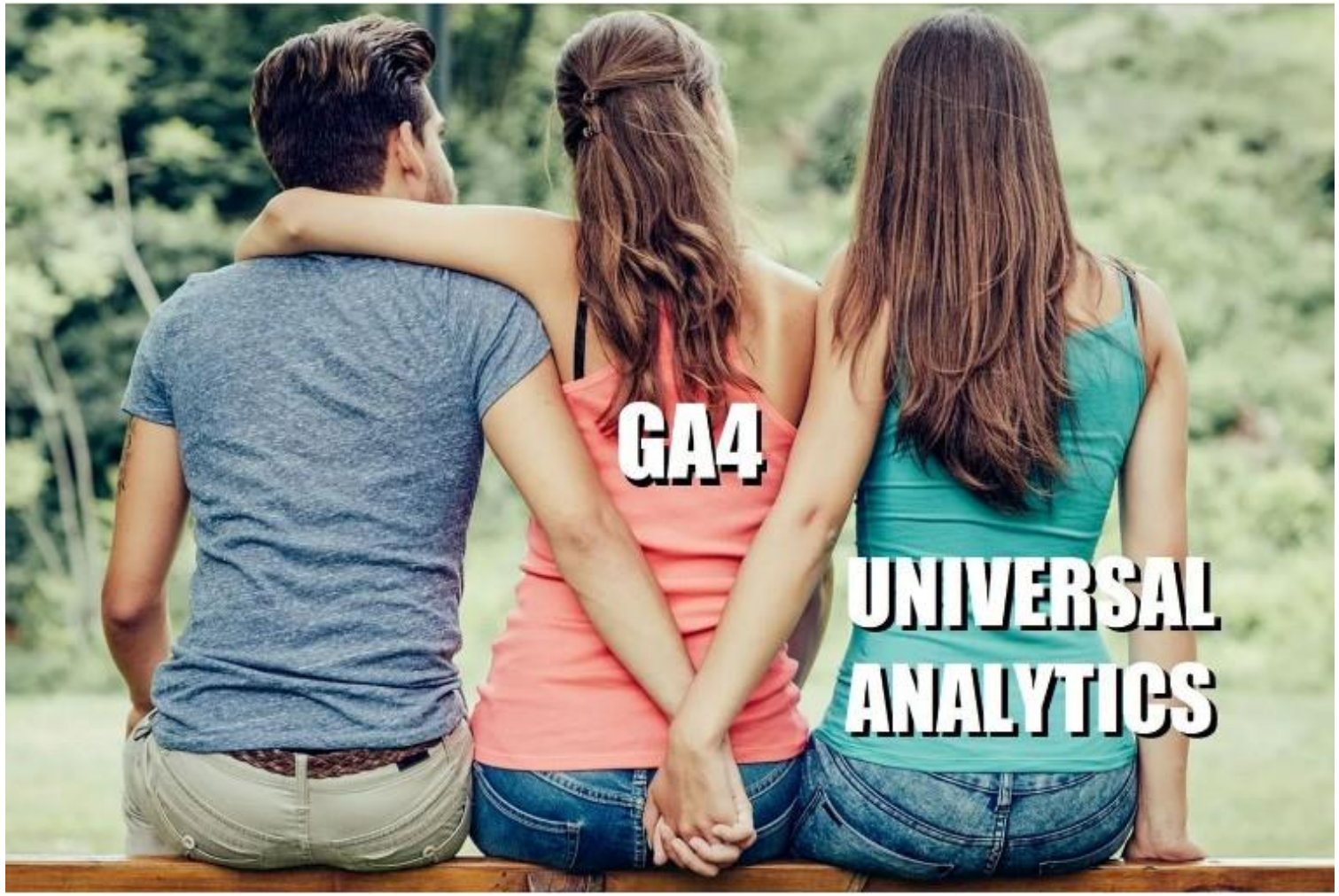

Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "Insights"
Home
Reports
Explore
Advertising
Configure
Admin
Home
Users
15K
15.0%
New users
12K
15.1%
Average engagement time
2m 12s
0.2%
Conversions
31K
3.7%
Last 7 days
Preceding period
View reports snapshot
USERS IN LAST 30 MINUTES
82
USERS PER MINUTE
COUNTRY
USERS
United States 63
Canada 7
Argentina 2
India 2
View real time
Recently viewed
Reports and pages that you've recently visited will appear here.
Insights and recommendations
View all insights
INSIGHT
New
Users from the source "art-analytics.appspot.com" spiked
Google/organic drove the most conversions (36.62%)
Conversions for users who triggered "predicted_top_spenders" spiked
Sessions per user were 52% higher than average for users from source

UA VS GA4

Universal Analytics is going away – 1st July 2023 it'll stop recording data (unless you're a paid Analytics 360 customer)



KEY DIFFERENCES

	Universal Analytics	Google Analytics 4
Navigation & Terminology	Quite different between the two – more on this later!	
Measurement	Session-based data model	Flexible event-based data model
Reporting	Limited cross-device and cross-platform reporting	Full cross-device and cross—platform reporting
Automation	Limited automation	Machine learning throughout to improve and simplify insight discovery
Cookies	Relies on cookies as primary means of tracking sessions across users.	Yes, uses first-party cookies when they're available. Also started incorporating machine learning to fill potential data gaps.

MISSING BITS

- Bounce rate
- Specific reports – likely to get added within next 12 months
- If you don't install GA4 you don't get the data and can't easily do comparative analysis in the future – better to get it now but imperfect as opposed to missing out and not collecting data
- GA4 data doesn't match UA – data in UA isn't accurate either, this can be due to:
  - Javascript not executed
  - Blockers in place
  - Mobile devices closed before loads
  - Thank you pages closed before loaded
  - Sessions based on pageviews
  - Data never been perfect it's directional
- Front-end not good – back-end is enterprise level, likely to see rapid innovation with front-end
- No product scoped custom dimensions – likely to be by July
- Views – almost always used incorrectly – achieve views via user-interface (360 will have views)

METRICS IN GA4 VS. UA

There are 3 new metrics we'll see in our GA4 reports:

Engaged session:

count of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.

Average engagement time per session:

the User engagement duration per session. In other words, the amount of time the user is actually engaging with the page (scrolling, etc) and the page is the primary window being viewed on the screen.

Engagement rate:

Engagement rate is the ratio of Engaged sessions relative to total sessions. If you had 1,000 total sessions and 130 of them qualified as Engaged sessions (per Google's definition above), the Engagement rate would be 13%.

GOOGLE ANALYTICS 4

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SOME TIPS

Deploy your GA4 tracking script via Google Tag Manager (GTM)

If you haven’t already configured GTM for your site – get it set up today

Before you deploy produce a measurement plan

As a minimum think about your organisational objectives and how these translate to your website/mobile apps

TOP 5 – MOST USEFUL REPORTS

1. What is the most popular content on my site?

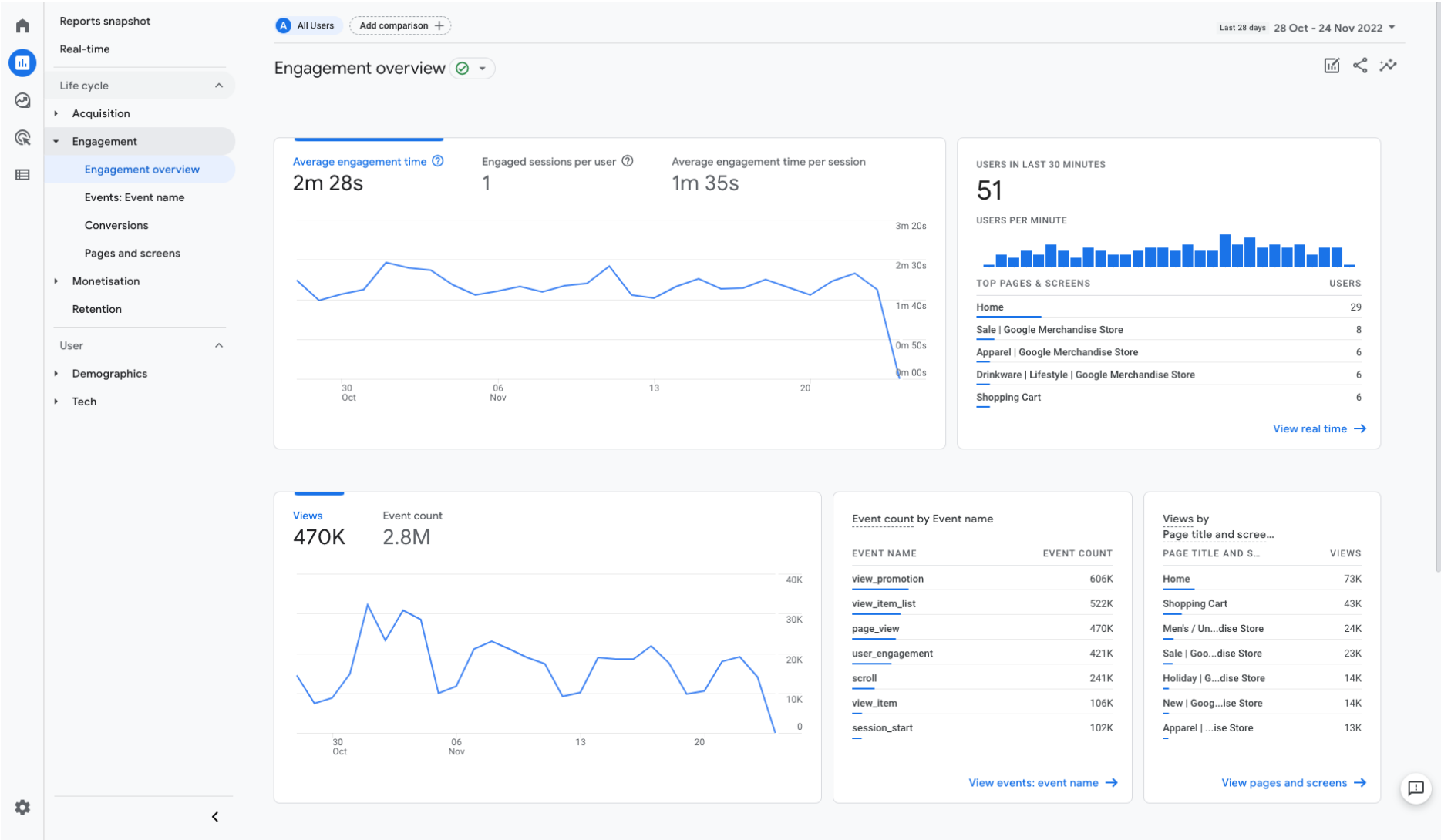
2. What is the most popular arrival page(s) on my site?

3. Where is my traffic coming from and how is it performing?

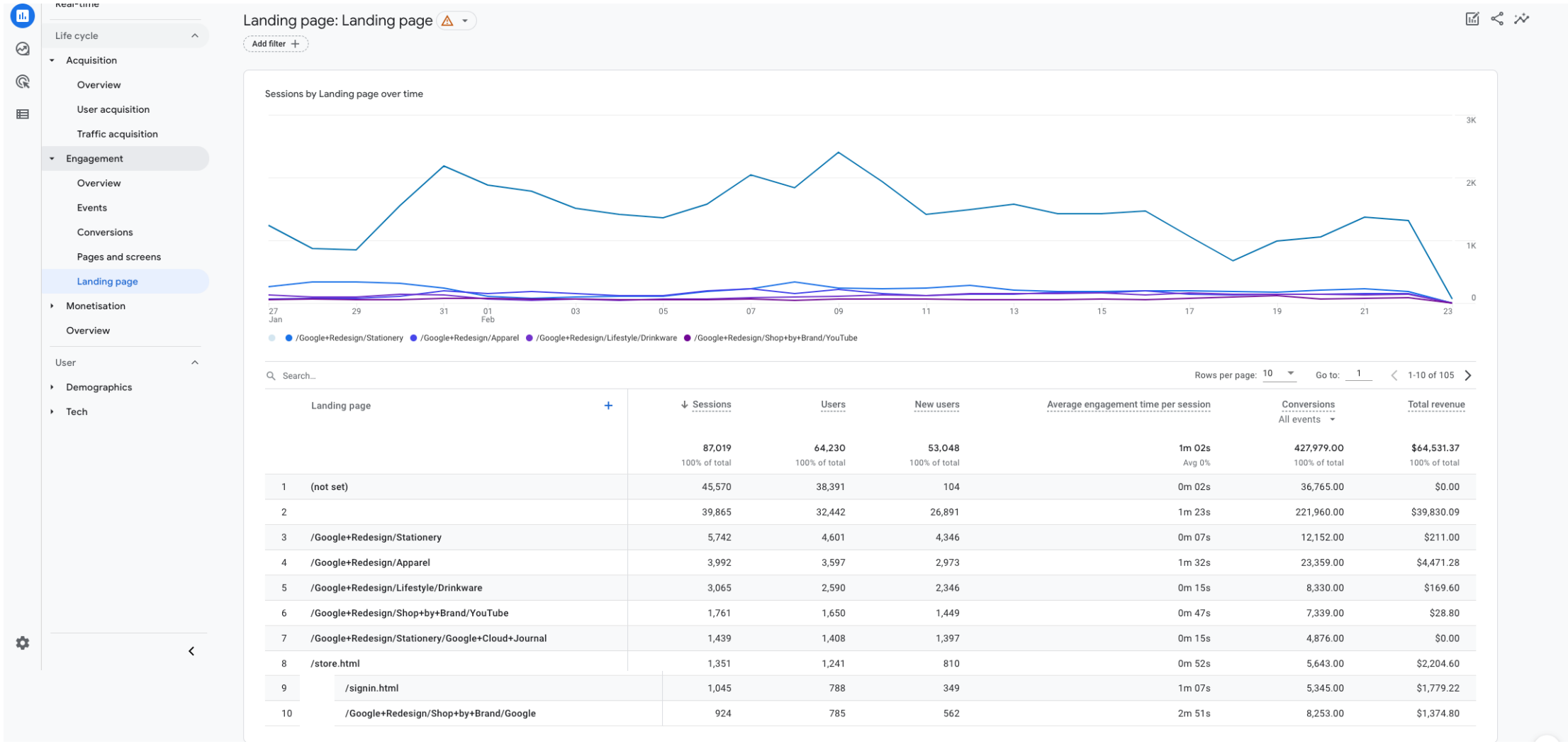
4. Which paid search/grant keywords are driving traffic/results?

5. Which goals/eCommerce transactions are driving the most value?

1. WHAT'S THE MOST POPULAR CONTENT ON MY SITE?

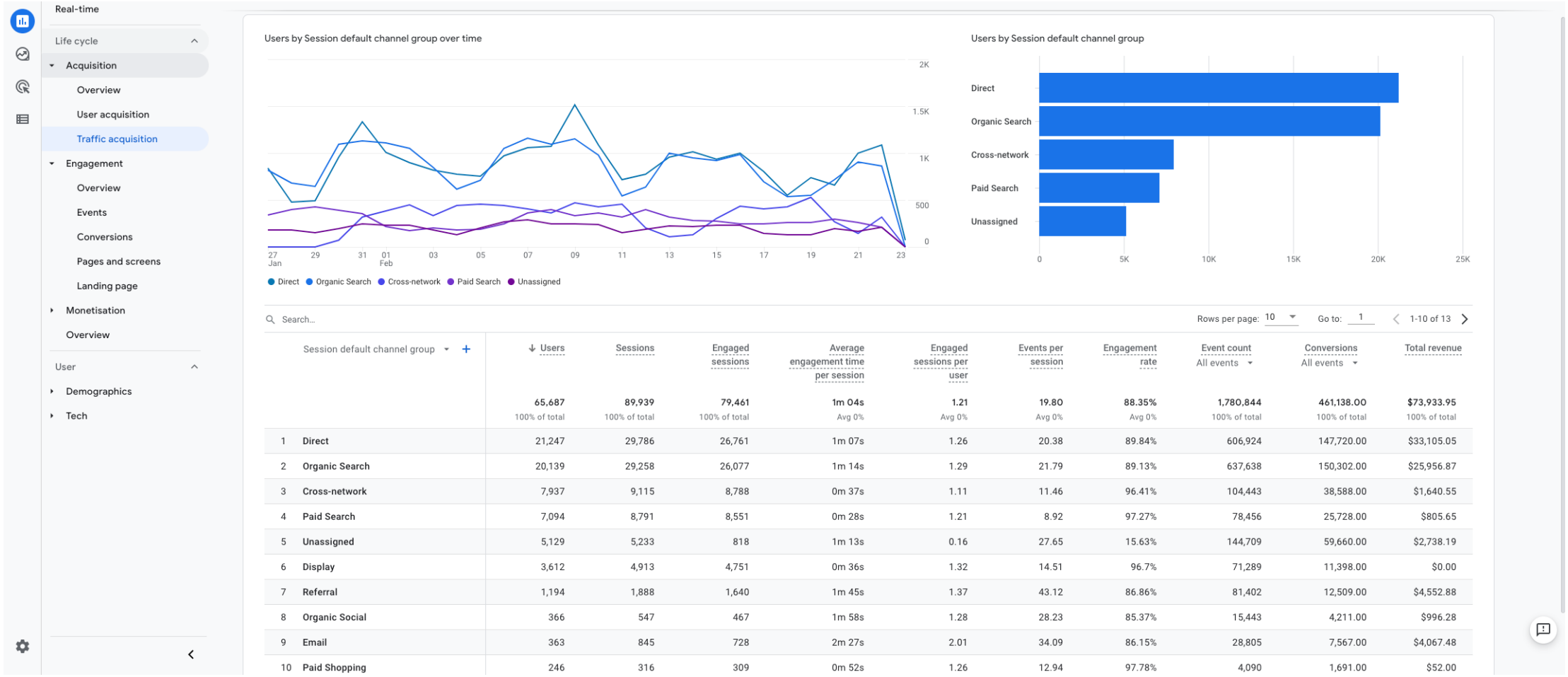


2. WHAT ARE THE MOST POPULAR ARRIVAL PAGE(S) ON MY SITE?



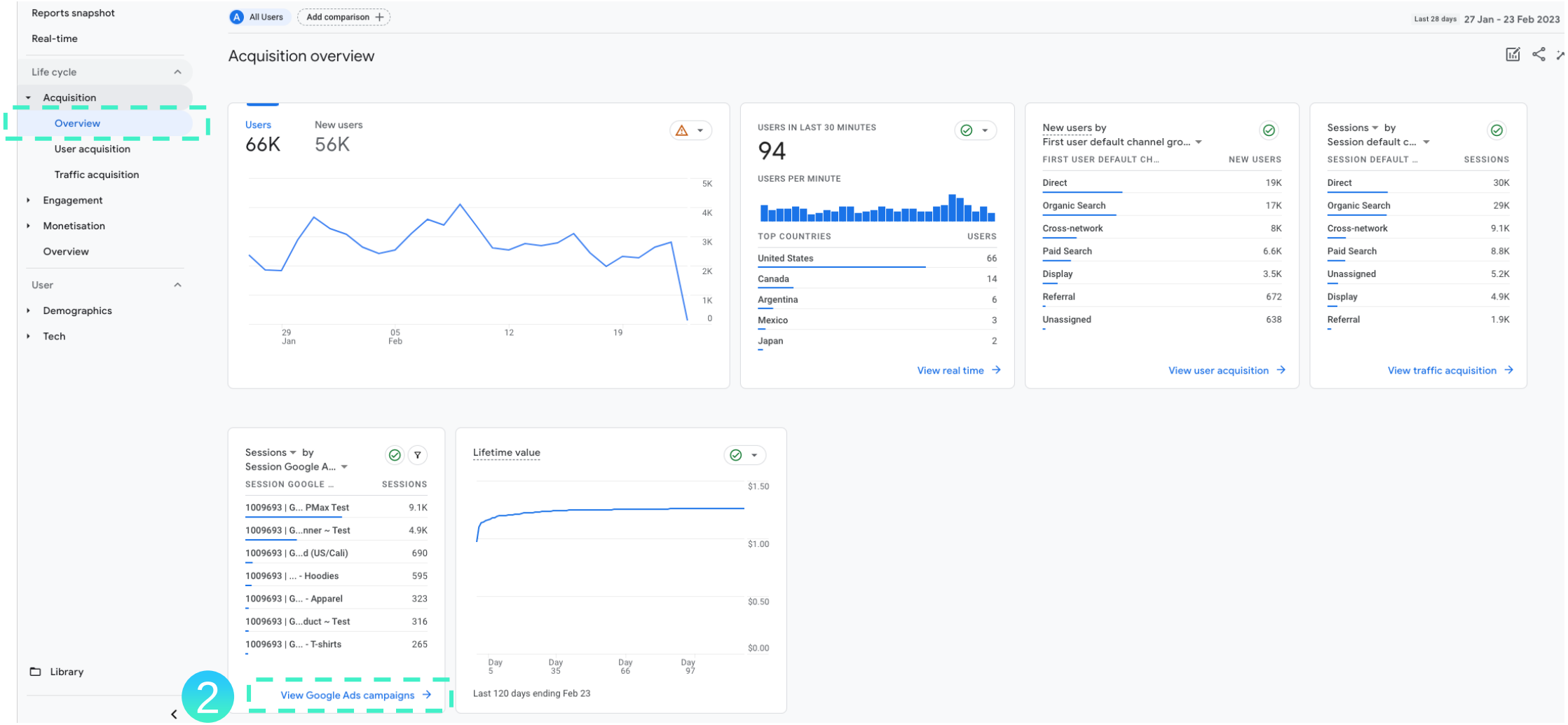
	Landing page	Sessions	Users	New users	Average engagement time per session	Conversions (All events)	Total revenue
		87,019 100% of total	64,230 100% of total	53,048 100% of total	1m 02s Avg 0%	427,979.00 100% of total	$64,531.37 100% of total
1	(not set)	45,570	38,391	104	0m 02s	36,765.00	$0.00
2		39,865	32,442	26,891	1m 23s	221,960.00	$39,830.09
3	/Google+Redesign/Stationery	5,742	4,601	4,346	0m 07s	12,152.00	$211.00
4	/Google+Redesign/Apparel	3,992	3,597	2,973	1m 32s	23,359.00	$4,471.28
5	/Google+Redesign/Lifestyle/Drinkware	3,065	2,590	2,346	0m 15s	8,330.00	$169.60
6	/Google+Redesign/Shop+by+Brand/YouTube	1,761	1,650	1,449	0m 47s	7,339.00	$28.80
7	/Google+Redesign/Stationery/Google+Cloud+Journal	1,439	1,408	1,397	0m 15s	4,876.00	$0.00
8	/store.html	1,351	1,241	810	0m 52s	5,643.00	$2,204.60
9	/signin.html	1,045	788	349	1m 07s	5,345.00	$1,779.22
10	/Google+Redesign/Shop+by+Brand/Google	924	785	562	2m 51s	8,253.00	$1,374.80

3. WHERE IS MY TRAFFIC COMING FROM AND HOW IS IT PERFORMING?



	Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Total revenue
		65,687 100% of total	89,939 100% of total	79,461 100% of total	1m 04s Avg 0%	1.21 Avg 0%	19.80 Avg 0%	88.35% Avg 0%	1,780,844 100% of total	461,138.00 100% of total	$73,933.95 100% of total
1	Direct	21,247	29,786	26,761	1m 07s	1.26	20.38	89.84%	606,924	147,720.00	$33,105.05
2	Organic Search	20,139	29,258	26,077	1m 14s	1.29	21.79	89.13%	637,638	150,302.00	$25,956.87
3	Cross-network	7,937	9,115	8,788	0m 37s	1.11	11.46	96.41%	104,443	38,588.00	$1,640.55
4	Paid Search	7,094	8,791	8,551	0m 28s	1.21	8.92	97.27%	78,456	25,728.00	$805.65
5	Unassigned	5,129	5,233	818	1m 13s	0.16	27.65	15.63%	144,709	59,660.00	$2,738.19
6	Display	3,612	4,913	4,751	0m 36s	1.32	14.51	96.7%	71,289	11,398.00	$0.00
7	Referral	1,194	1,888	1,640	1m 45s	1.37	43.12	86.86%	81,402	12,509.00	$4,552.88
8	Organic Social	366	547	467	1m 58s	1.28	28.23	85.37%	15,443	4,211.00	$996.28
9	Email	363	845	728	2m 27s	2.01	34.09	86.15%	28,805	7,567.00	$4,067.48
10	Paid Shopping	246	316	309	0m 52s	1.26	12.94	97.78%	4,090	1,691.00	$52.00

4. WHICH PAID SEARCH/GRANT KEYWORDS ARE DRIVING TRAFFIC/RESULTS?



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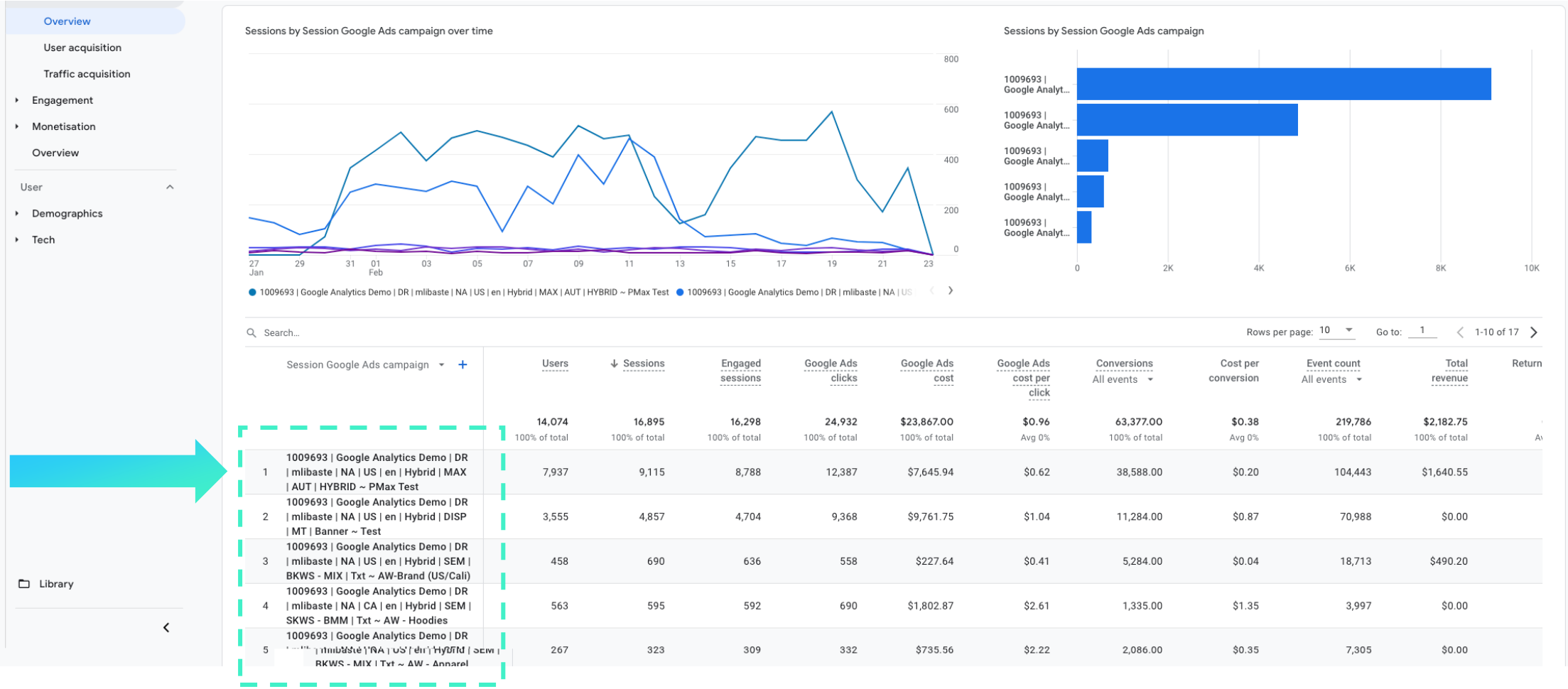
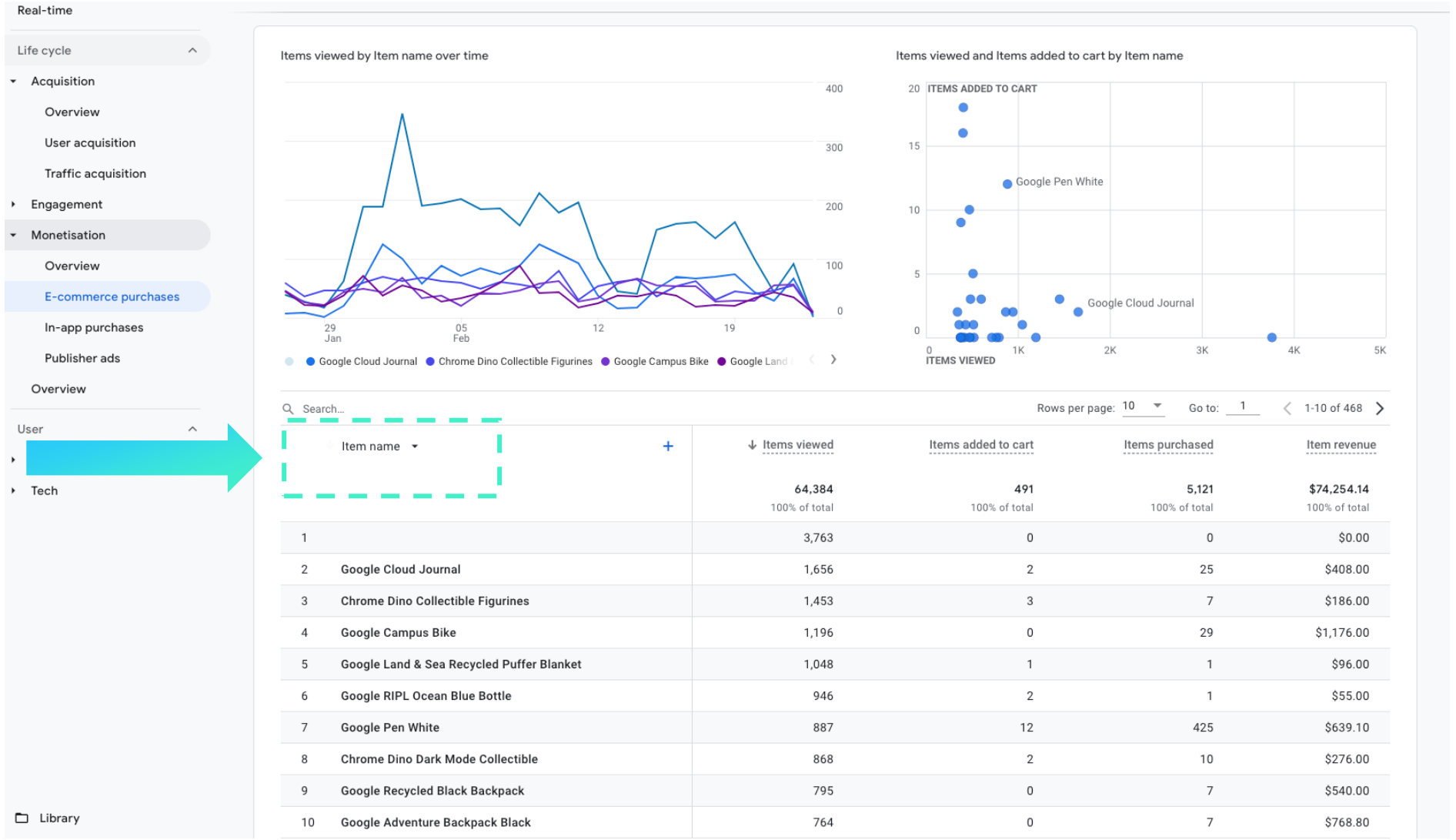


	Session Google Ads campaign	Users	Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click	Conversions All events	Cost per conversion	Event count All events	Total revenue	Return
		14,074 100% of total	16,895 100% of total	16,298 100% of total	24,932 100% of total	$23,867.00 100% of total	$0.96 Avg 0%	63,377.00 100% of total	$0.38 Avg 0%	219,786 100% of total	$2,182.75 100% of total	
1	1009693 | Google Analytics Demo | DR | mlibaste | NA | US | en | Hybrid | MAX | AUT | HYBRID ~ PMax Test	7,937	9,115	8,788	12,387	$7,645.94	$0.62	38,588.00	$0.20	104,443	$1,640.55	
2	1009693 | Google Analytics Demo | DR | mlibaste | NA | US | en | Hybrid | DISP | MT | Banner ~ Test	3,555	4,857	4,704	9,368	$9,761.75	$1.04	11,284.00	$0.87	70,988	$0.00	
3	1009693 | Google Analytics Demo | DR | mlibaste | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt ~ AW-Brand (US/Cali)	458	690	636	558	$227.64	$0.41	5,284.00	$0.04	18,713	$490.20	
4	1009693 | Google Analytics Demo | DR | mlibaste | NA | CA | en | Hybrid | SEM | SKWS - BMM | Txt ~ AW - Hoodies	563	595	592	690	$1,802.87	$2.61	1,335.00	$1.35	3,997	$0.00	
5	1009693 | Google Analytics Demo | DR | mlibaste | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt ~ AW - Apparel	267	323	309	332	$735.56	$2.22	2,086.00	$0.35	7,305	$0.00	

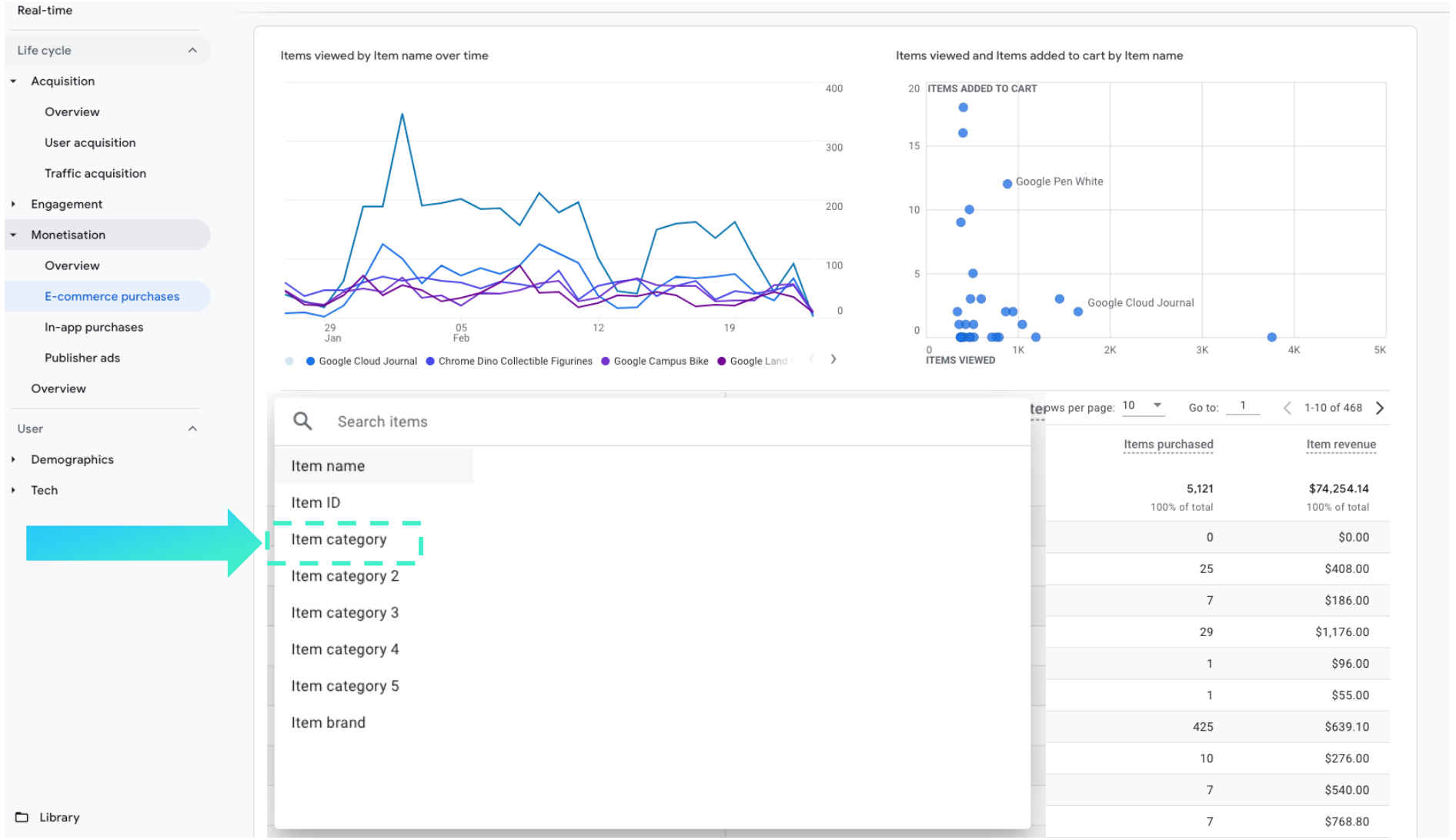
4. WHICH PAID SEARCH/GRANT KEYWORDS ARE DRIVING TRAFFIC/RESULTS?

5. WHICH GOALS/ECOMMERCE TRANSACTIONS ARE DRIVING THE MOST VALUE?



	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
		64,384 100% of total	491 100% of total	5,121 100% of total	$74,254.14 100% of total
1		3,763	0	0	$0.00
2	Google Cloud Journal	1,656	2	25	$408.00
3	Chrome Dino Collectible Figurines	1,453	3	7	$186.00
4	Google Campus Bike	1,196	0	29	$1,176.00
5	Google Land & Sea Recycled Puffer Blanket	1,048	1	1	$96.00
6	Google RIPL Ocean Blue Bottle	946	2	1	$55.00
7	Google Pen White	887	12	425	$639.10
8	Chrome Dino Dark Mode Collectible	868	2	10	$276.00
9	Google Recycled Black Backpack	795	0	7	$540.00
10	Google Adventure Backpack Black	764	0	7	$768.80

5. WHICH GOALS/ECOMMERCE TRANSACTIONS ARE DRIVING THE MOST VALUE?



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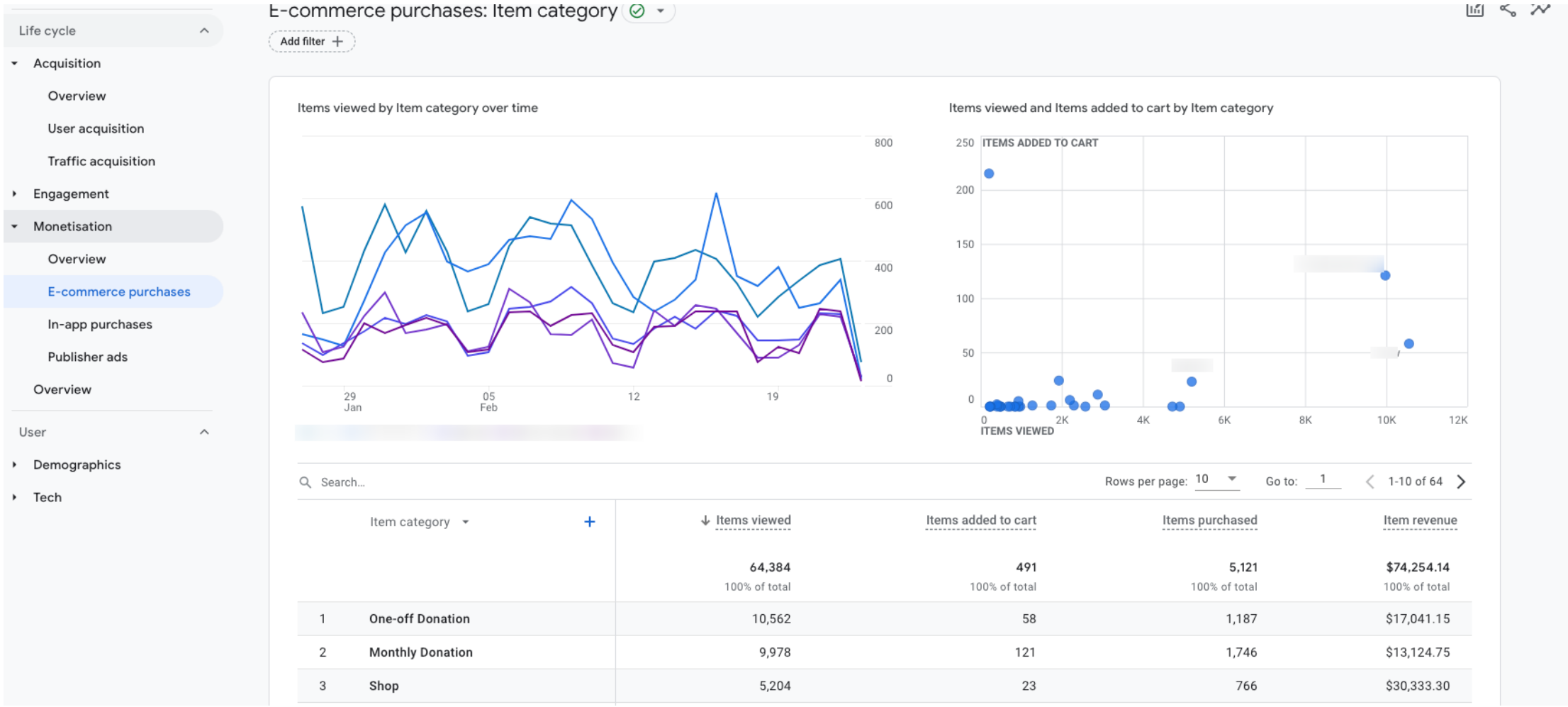

	Item category	Items viewed	Items added to cart	Items purchased	Item revenue
		64,384 100% of total	491 100% of total	5,121 100% of total	$74,254.14 100% of total
1	One-off Donation	10,562	58	1,187	$17,041.15
2	Monthly Donation	9,978	121	1,746	$13,124.75
3	Shop	5,204	23	766	$30,333.30

THANK YOU - CONTACT INFO@DIGITALNINJAS.COM WITH ANY QUESTIONS

Download your free **GA4 configuration check-list** bonus content by visiting:

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or scan the QR code below:

Set up GA4 as soon as you possibly can

Test your setup. Revenue discrepancies with Universal analytics and amend.

Familiarise yourself with the new terminology

It will get easier to work with over time