

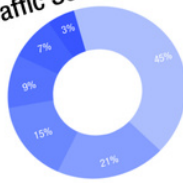
# Website Traffic Analytics

- Dashboard
- Audience
- Acquisition
- Trends
- Revenue
- Marketing
- Behaviour
- Reports
- Settings

## Audience Overview

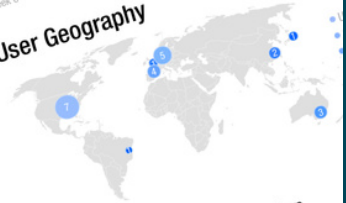


## Traffic Sources



- Social Media
- Online
- E-mail
- Referral
- Direct
- Other

## User Geography



## New Users



## Page Views



## Avg. Session



# GOOGLE ANALYTICS 4:

an In-Depth Guide for Marketers

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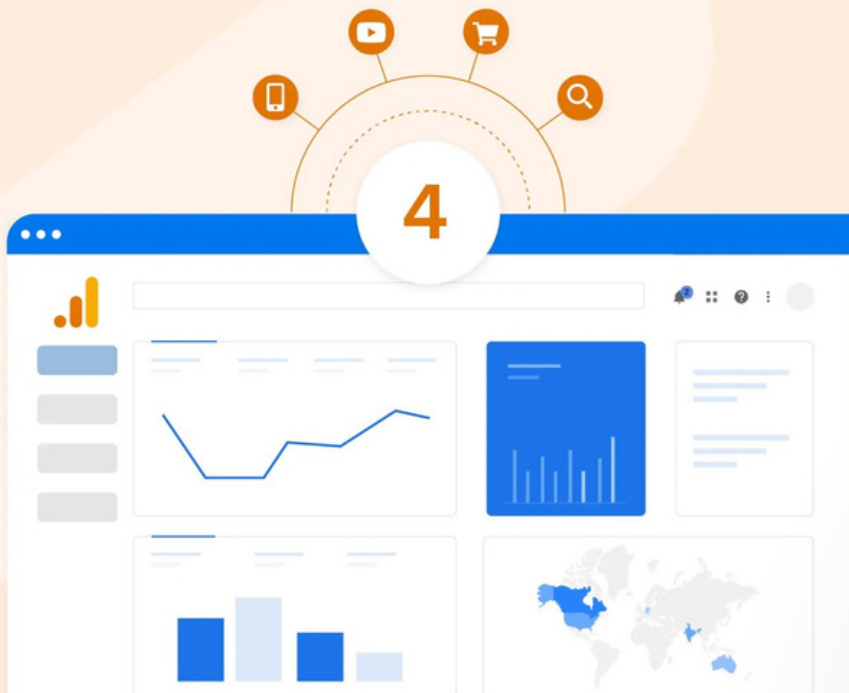
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CONCLUSION

# INTRODUCTION

**03**



# INTRODUCTION

Google announced in 2022 that it is replacing Universal Analytics (the standard version of Google Analytics) in June 2023 - meaning, all standard Universal Analytics properties will stop processing new hits on July 1, 2023. This means if you've yet to switch over to Google Analytics 4, your time is now, my friends, and we're here to help!

We get it; change is never fun. However, this switch will allow marketers the ability to gain access to a ton of new data and customize their data based on their goals. In today's analytical landscape, marketers need to navigate new challenges to understand the complex, multi-platform journeys of their leads and customers. The release and enforcement of migration over to GA4 addresses these evolving analytic standards and helps marketers succeed.

This in-depth guide will provide a blueprint on everything a marketer needs to know to understand why Universal Analytics is being sunsetted, how to make the switch successfully, and how to get started on the new platform.

**LET'S GET  
STARTED!**



**WHAT IS GOOGLE  
ANALYTICS 4?**

**05**



# WHAT IS GOOGLE ANALYTICS 4?

Google Analytics 4 is the newest version of Google Analytics. This platform provides a whole new world of website analytics that will allow marketers to effectively and efficiently analyze important customer usage metrics, not only website traffic.

GA4 is focused on providing more data throughout the entire lifecycle of the customer journey. More data is now accessible after a consumer has been acquired, including their level of engagement, monetization, and retention. The current Google Analytics solution does not provide a complete overview of the customer journey, which is a cross-platform experience.

Google Analytics 4 provides a machine learning-based approach to both surfacing [cross-platform insights](#) and a privacy-centric approach.

Customer privacy has become a keen focus within the marketing world due to the [release of privacy laws](#) such as GDPR and CCPA.

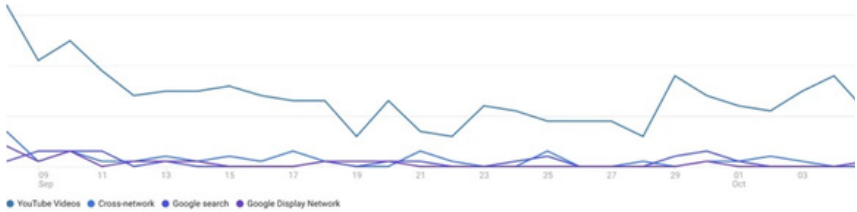
Google Analytics 4 provides a machine learning-based approach to both surfacing cross-platform insights and a privacy-centric approach. Customer privacy has become a keen focus within the marketing world due to the release of privacy laws such as GDPR and CCPA.

“It has machine learning at its core to surface helpful insights automatically and gives you a complete understanding of your customers across devices and platforms. It’s privacy-centric by design, so you can rely on Analytics even as the industry changes like restrictions on cookies and identifiers create gaps in your data.”

**NEW FEATURES  
& BENEFITS  
OF GA4**

**07**

# Application Reporting



Google Analytics 4 allows users the ability to report on activity on their website, as well as applications. The new integration will enable you to see in-app and web conversions for Google Ads, YouTube Ads, and other non-Google paid channels like Meta. Marketers can now measure the entire impact of their marketing investments, no matter the acquisition channel.

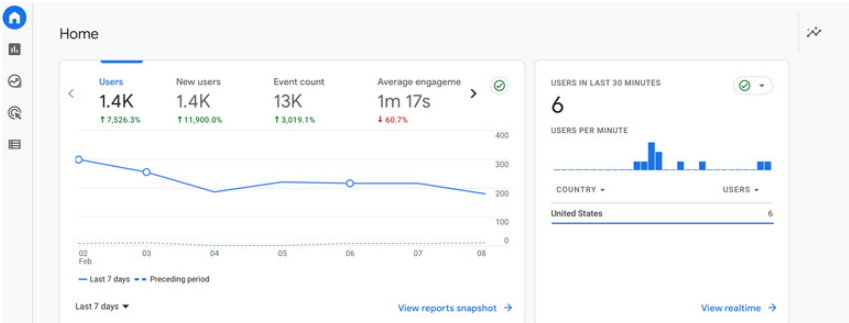
Seeing conversions from...(multiple sources) helps you understand the combined impact of all your marketing efforts.



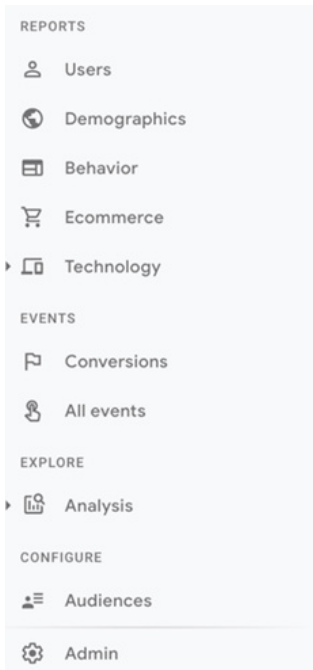
“Because the new Analytics can measure app and web interactions together, it can include conversions from YouTube-engaged views that occur in-app and on the web in reports. Seeing conversions from YouTube video views alongside conversions from Google and non-Google paid channels, and organic channels like Google Search, social, and email, helps you understand the combined impact of all your marketing efforts.” ([Source](#))



# New Dashboard



The first time you log in to the new tool, the initial change you'll notice is an entirely different dashboard format. The new dashboard layout is streamlined, with many of the usual reports you're used to seeing either moving or removed.

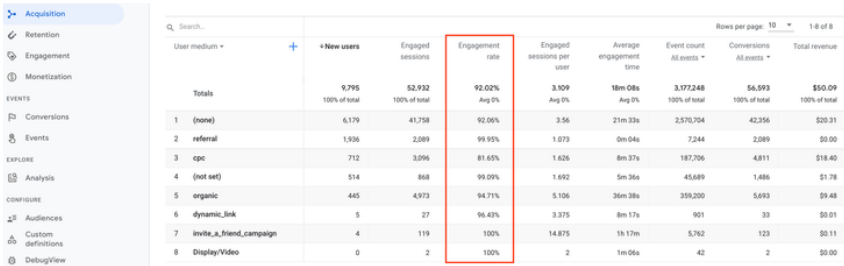


When you scroll to the left-hand side of the dashboard, a simplified navigation will pop up that includes tabs for home, reports, explore, advertising, configure, and library. At the bottom of the dashboard layout, you will see new predictive insights based on Google's AI.

Your home page dashboard will quickly answer the following:

- Where do new users come from?
- What are your top-performing campaigns?
- Which pages and screens get the most views?

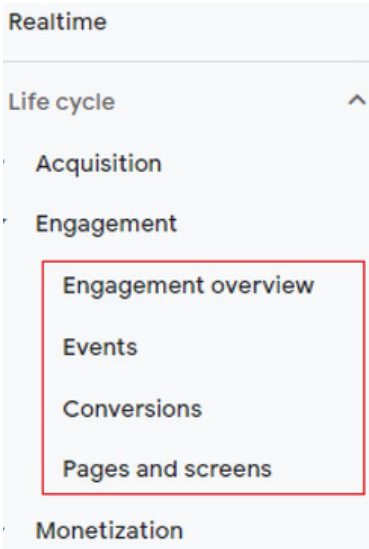
# Measurements are Now Featured as Events



User medium	+ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
Totals	9,792 100% of total	82,932 100% of total	92.02% Avg 0%	3,509 Avg 0%	18m 06s Avg 0%	3,772,248 100% of total	86,993 100% of total	\$50.09 100% of total
1 (none)	6,179	41,758	92.06%	3.56	21m 33s	2,570,704	42,356	\$20.31
2 referral	1,936	2,089	99.95%	1.073	0m 04s	7,244	2,089	\$0.00
3 cpc	712	3,096	81.65%	1.626	6m 37s	187,706	4,811	\$18.40
4 (not set)	514	868	99.09%	1.692	5m 36s	45,689	1,486	\$1.78
5 organic	445	4,973	94.71%	5.106	36m 38s	359,200	5,693	\$9.48
6 dynamic_link	5	27	96.40%	3.375	6m 17s	901	33	\$0.01
7 invite_a_friend_campaign	4	119	100%	14.875	1h 17m	5,762	123	\$0.11
8 Display/Video	0	2	100%	2	1m 06s	42	2	\$0.00

With Google Analytics 4, all measurements are now events. Of course, you can still review necessary measurements like sessions. However, you'll now be able to break these metrics down even further and gain a more holistic understanding of how users engage with your app and website.

An events-based model processes each user interaction as a standalone event. Therefore, we will no longer rely on a session-based model that groups user interactions within a given time frame.

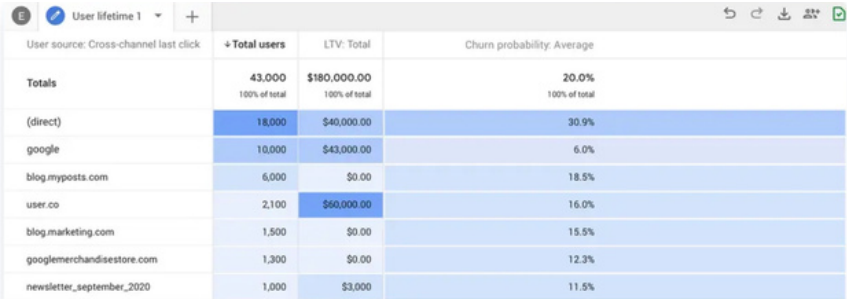


Moving away from sessions to events provides significant benefits to marketers, such as cross-platform analysis. In addition, the event-based model allows you to predict user behavior.

New [Engagement Measurements](#) include:

- Engaged sessions
- Engagement rate
- Engagement time

# New Predictive Insights



User source: Cross-channel last click	→ Total users	LTV: Total	Churn probability: Average
<b>Totals</b>	<b>43,000</b> <small>100% of total</small>	<b>\$180,000.00</b> <small>100% of total</small>	<b>20.0%</b> <small>100% of total</small>
(direct)	18,000	\$40,000.00	30.9%
google	10,000	\$43,000.00	6.0%
blog.myposts.com	6,000	\$0.00	18.5%
user.co	2,100	\$60,000.00	16.0%
blog.marketing.com	1,500	\$0.00	15.5%
googlemerchandisestore.com	1,300	\$0.00	12.3%
newsletter_september_2020	1,000	\$3,000	11.5%

With GA4's new predictive insights, marketers can make proactive, data-driven decisions. New analytics like purchase probability, churn probability, and revenue prediction will help guide marketing efforts like retargeting ad campaigns.

When utilizing the insights feature, marketers can create audiences based on the predicted behaviors provided by GA4. For example, creating audiences around users who are likely to purchase in the next week or those who are likely to spend more than \$1,000 on one purchase.

## PREDICTIVE



### 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 



### Likely 7-day churning purchasers

Purchasing users who are likely to not visit your property in the next 7 days.

#### ELIGIBILITY STATUS



Ready to use 

Marketers can then develop Google Ads or social media ads that hit these individuals based on where they are in the purchasing funnel. Another way to utilize these insights is for the brand's website by creating custom funnels for different audiences based on their behaviors, wants, and needs.

# Gives Marketers More Control

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GA4 allows the ability to customize the dashboard reports based on what matters most to your brand. [Google Looker Studio](#) integrates with the dashboard, allowing you to create custom visualizations based on the data collected.

Marketers can also develop custom segments based on trigger events which are a subset of events that occurred on your website or app. This enables you to track customer interactions more accurately.

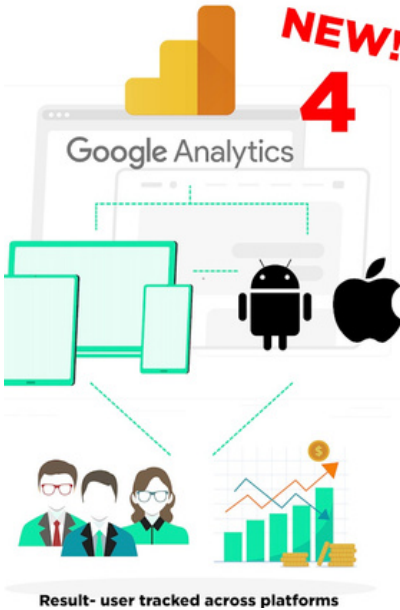
For example, you can create segments on all conversion events that occurred in a specific location. These features allow marketers to take a more granular view of users and their interactions.

# Multi-Platform Reporting



With the push for user privacy, it's becoming increasingly difficult to track users as they travel across multiple platforms, using multiple devices.

GA4 is a forward-thinking solution using enhanced machine-learning techniques to help fill in the missing data gap, creating a single user journey for all data linked to the same identity.



By utilizing cross-platform tracking, you gain a comprehensive understanding of the customer journey, spanning acquisition, engagement, monetization, and retention. This allows you to track the user experience seamlessly across platforms, from the beginning to the end.

This feature is done through [unique user IDs](#) assigned during the application or website login. With the gtag.js, the user ID for each logged-in session will be sent from either the website or the app to GA4. When the user logs in on an alternative platform, the reports will connect the user's data to their unique ID and continue reporting the user metrics.

**H O W T O S E T  
U P G A 4**

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# How to Set Up GA4



If you currently have a Universal Analytics property for your website, then a GA4 property can be set up with the [GA4 Setup Assistant](#).

## Follow These Steps To Set Up Alongside Existing Property:

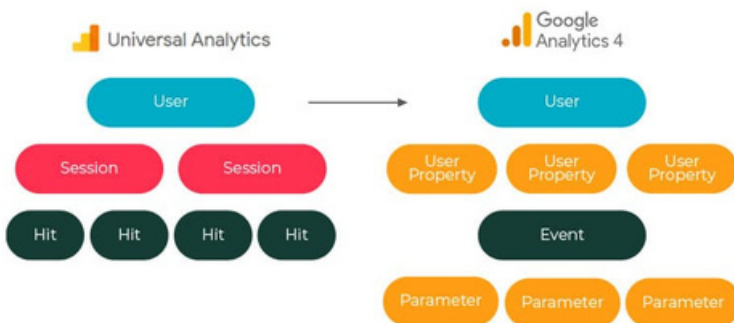
1. In Google Analytics, click “Admin” on the lower left of the screen
2. In the Account column, select the desired account
3. In the Property column, select the Universal Analytics property that currently collects data for your website
4. In the Property column, select GA4 Setup Assistant
5. Click “Get started” under “I want to create a new Google Analytics 4 property.”
6. If your site uses the gtag.js tag, you can select “Enable data collection using your existing tags.”
7. Click “Create Property.”
8. If you are unable to “Enable data collection using your existing tags,” it’s for one of three reasons:
  - Your website builder/CMS doesn’t yet support the gtag.js tag
  - You use Google Tag Manager
  - Your website is tagged with analytics.js
  - NOTE: In all 3 cases above, you’ll need to add the tag.

**It truly is this easy!**

# How Marketers Can Implement GA4

If you're a marketer, here are some tips on how to implement GA4 and start using it to gain insights and drive growth:

- 1. Define your goals and metrics:** Before you start analyzing your data, it's important to define your goals and metrics. What do you want to achieve with your website or app? What metrics are most important to your business? By defining your goals and metrics, you can focus your analysis and gain more meaningful insights.
- 2. Use custom events and parameters:** GA4 allows you to create custom events and parameters that can help you track specific user actions, such as form submissions or button clicks. By using custom events and parameters, you can gain more granular insights into user behavior and engagement.
- 3. Use machine learning insights:** GA4 includes built-in machine learning capabilities that can help you identify patterns and trends in your data. By using these insights, you can make more informed decisions about your marketing and website strategies, and optimize your user experience to drive growth.
- 4. Stay up to date with new features:** GA4 is a new platform that is still evolving. As new features and enhancements are introduced, it's important to stay up to date and explore how these features can benefit your business.





**CAN YOU  
MIGRATE YOUR  
DATA TO GA4?**

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# Can You Migrate Your Data to GA4?

Migrating your data to GA4 is not currently possible and is also not likely a feature that will be added in the coming months, but we'll see. A potential reason might be that the two platform versions use completely different data models. Another is how dimensions and metrics are defined and calculated in GA4 compared to UA.

Google does empathize and encourages users to export their historical data. The good news is while we cannot migrate our data, we can still save it. Here's what you can do to prepare before the 2023 deadline.

## **How To Manually Export Your UA Historical Data:**

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1. Open the GA standard report you want to keep. For example, Acquisition > All Traffic > Source/Medium
2. Set any customizations you want, such as a segment for a particular country, a filter for a particular page grouping, or a secondary dimension for the landing page
3. Click EXPORT in the top right corner.
4. Select the file format from the drop-down menu. You can choose PDF, Google Sheets, Excel (xlsx), or CSV

If you need more robust information and reporting capabilities of historical data, look into a data warehouse like [BigQuery](#).

# CONCLUSION

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## CONCLUSION

In summary, Google Analytics 4 is designed to help marketers with several key outcomes, like unifying cross-platform data and providing more customer analytics after the initial acquisition. The new platform also offers more access to machine learning insights and data science analysis.

Although Universal Analytics isn't going away until July 2023, it's recommended to create the new GA4 property as soon as possible and start gathering data alongside your existing property. This allows you to start getting used to the upgrade, stay ahead of your competition, and take advantage of the latest insights as they're implemented.

Remember, an analytics tool is one of your most powerful marketing assets. Once you get through the learning curve, you'll find GA4's flexibility and enhanced insights are more than worth it.

### MIGRATE TO GA4 TODAY

to easily plan your  
ad spend tomorrow!

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