



INTRODUCTION TO GA4

FUNDAMENTAL CONCEPTS

2022

Modernizing Media at the Speed of Change





WELCOME TO GA4

UNDERSTANDING YOUR ANALYTICS IMPLEMENTATION

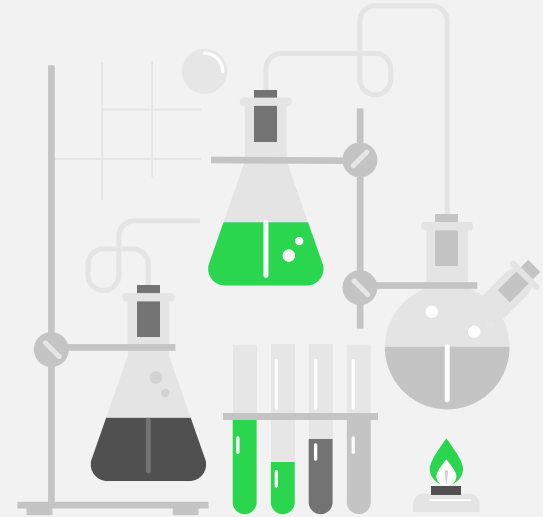
This has been created to help Acceleration customers making the switch to GA4.

As a companion to your new implementation, these modules will provide a global overview of key features in Google Analytics 4 and some common analysis and reporting approaches and techniques.

GA4 IS THE FOUNDATION TO MEDIA MODERNIZATION

KEY STRATEGY: DATA DURABILITY

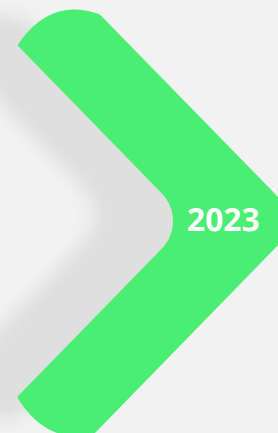
GA4 is a core tactical piece of a much larger owned-data strategy. There is a pressing need for organizations to embrace tools and technologies that will allow them to capture, harmonize, and leverage user data in secure, 1PD environments.



EVOLUTION OF A BEST-IN-CLASS SOLUTION

GA4 Officially Launched

Universal Analytics is being replaced by a more modern analytics tool



The new standard

Google announces that GA4 is the new official version of Google Analytics.

The complete package

All integrations and core functions launched

Server Side Launch

GA4 now supports server-side data collection for extra control and security

Increasing functionality

Full suite of tool integrations and powerful reporting options made available.

GA4 SOLUTION BRIEF

- Faster data processing
- Lower price for GA360 (starts at USD \$50K)
- Granular control over data capture and processing terms
- Provisions identity spaces beyond cookies
- Built for cross-device, modern digital experience



OUTLINE

GA4 OVERVIEW

01 | **GA4 structure and configuration**

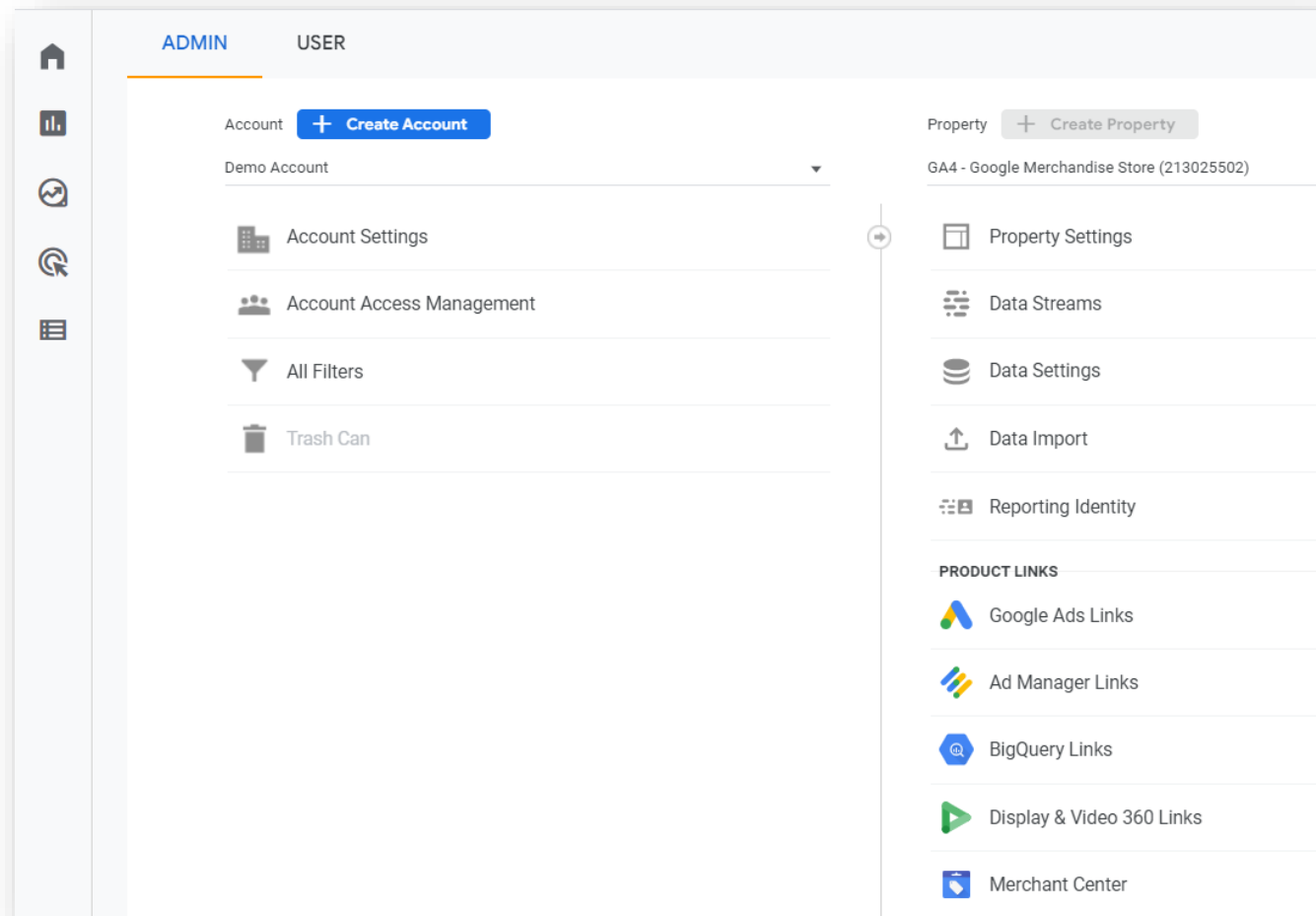
02 | **Default Reports**

03 | **Explorations**



GA4 STRUCTURE AND CONFIGURATION

GA4 STRUCTURE



- Accounts are the top level entity which have one or more properties.
- Properties contain one or more data streams.
- Each property has its own settings for data collection and retention, user identity provision, and GMP links.

EVENTS

The screenshot shows the Google Analytics Events management interface. On the left is a navigation sidebar with options: Home, Events (selected), Conversions, Audiences, Custom definitions, and DebugView. The main content area has a top navigation bar with 'Last 28 days Apr 11 - May 8, 2022' and 'Compare: Mar 14 - Apr 10, 2022'. Below this is a notification banner: 'You can now view custom dimensions and metrics in Custom definitions.' with 'Dismiss' and 'Try it now' buttons. Underneath are 'Modify event' and 'Create event' buttons. The main section is titled 'Existing events' and contains a table with the following data:

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
add_payment_info	5,375	↑ 5.9%	2,485	↑ 1.7%	<input type="checkbox"/>
add_shipping_info	7,000	↓ 0.2%	3,185	↓ 2.4%	<input type="checkbox"/>
add_to_cart	23,752	↑ 1.0%	7,187	↑ 9.3%	<input type="checkbox"/>
android_lovers	1,455	↓ 7.6%	1,330	↓ 14.9%	<input type="checkbox"/>
begin_checkout	6,060	↓ 6.2%	2,883	↓ 6.0%	<input type="checkbox"/>
campus_collection_user	1,232	↑ 0.7%	1,098	↑ 9.3%	<input type="checkbox"/>
click	1,103	↑ 115.9%	650	↑ 80.6%	<input type="checkbox"/>
data_import_success	54	-	51	-	<input type="checkbox"/>

- Events are user activities measured in GA4
- Apply one or more parameters to provide extra information about the user action
- Many common actions available by default, but just about anything can be measured.

CONVERSIONS

- Events can be toggled on and off as conversions.
- 360 properties can collect up to 50 conversions at once.

Events ✓ ▼ Last 28 days **Apr 13 - May 10, 2022** ▼
Compare: Mar 16 - Apr 12, 2022

Conversions

Audiences

Custom definitions

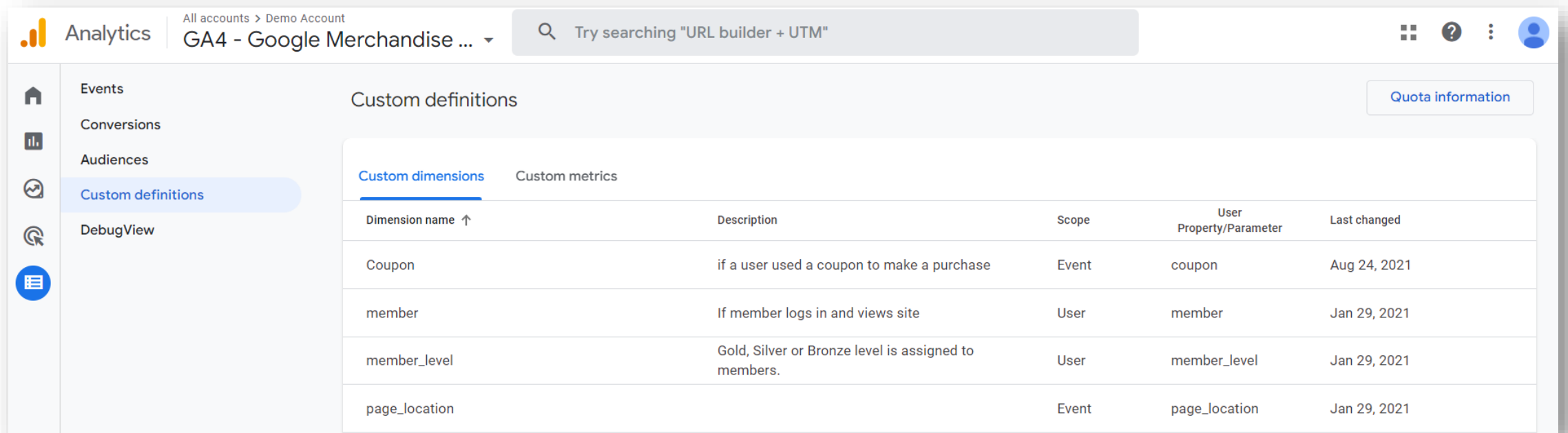
DebugView

Existing events 🔍 📄

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
add_to_cart	513,185	↓ 19.7%	302,267	↓ 18.7%	<input type="checkbox"/>



CUSTOM PARAMETERS



The screenshot shows the Google Analytics GA4 interface. The top navigation bar includes the Analytics logo, account information (All accounts > Demo Account), and a search bar with the text "Try searching 'URL builder + UTM'". The left sidebar contains navigation options: Home, Events, Conversions, Audiences, Custom definitions (highlighted), and DebugView. The main content area is titled "Custom definitions" and has a "Quota information" button in the top right. Below the title are two tabs: "Custom dimensions" (selected) and "Custom metrics". A table lists five custom dimensions with their respective descriptions, scopes, user property/parameter names, and last changed dates.

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed
Coupon	if a user used a coupon to make a purchase	Event	coupon	Aug 24, 2021
member	If member logs in and views site	User	member	Jan 29, 2021
member_level	Gold, Silver or Bronze level is assigned to members.	User	member_level	Jan 29, 2021
page_location		Event	page_location	Jan 29, 2021

- A parameter, known as a dimension in GUA, is a descriptive label that is sent with users and their activities (events).
- Gives context to the numbers
- In GA4, you can provide a description of your custom parameters. This makes it easier for new users, and helps with organizational memory and governance.

DATA COLLECTION

- Provides options for the data you collect by country, opt-ins for ad personalization and Google signals
- An option to confirm if your privacy policy supports user-level data collection

The screenshot shows the Google Analytics Data Collection settings page. On the left is a navigation sidebar with the following items: Property (+ Create Property), PROD - davidyurman.co... (360), Setup Assistant, Property Settings, Subproperty Management, Property Access Management, Data Streams, Data Settings, Data Collection (highlighted), Data Retention, Data Filters, Data Import, and Reporting Identity. The main content area is titled 'Google signals data collection' and contains a blue notification banner stating: 'Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices.' with a 'Get started' button. Below the banner is a paragraph: 'Analytics features are being enhanced to help you better understand your customers across devices using Google data. When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).' Below this are three expandable sections: 'Granular location and device data collection' (with a dropdown arrow and a checked toggle switch), 'Advanced Settings to Allow for Ads Personalization' (with a dropdown arrow), and 'User Data Collection Acknowledgement' (with a dropdown arrow).

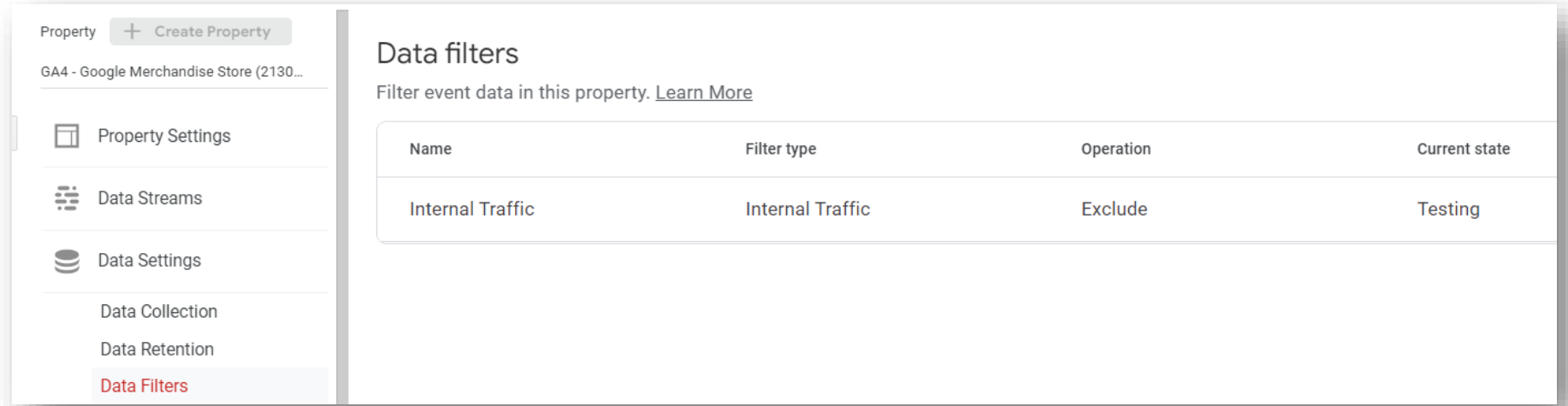
DATA RETENTION

- Options for data retention, only applies to data you are exposing in custom reports and explorations.
- Data in default reports is aggregated and has a longer lookback available.

The screenshot shows the Google Analytics interface for a property named 'PROD - davidyurman.co...' with 360 users. The left sidebar contains a menu with the following items: Setup Assistant, Property Settings, Subproperty Management, Property Access Management, Data Streams, Data Settings, Data Collection, **Data Retention** (highlighted), and Data Filters. The main content area is titled 'User and event data retention' and includes the following text: 'You can change the retention period for data you send that is used in reporting, which is based on aggregated data. Google signals settings take effect after 24 hours. [Learn more](#)'. Below this, there are two settings: 'Event data retention' with a help icon and a dropdown menu, and 'Reset user data on new acquisition'. The dropdown menu is open, showing options: 2 months (selected), 14 months, 26 months, 38 months, and 50 months. At the bottom of the settings area, there are 'Save' and 'Cancel' buttons.

INTERNAL TRAFFIC

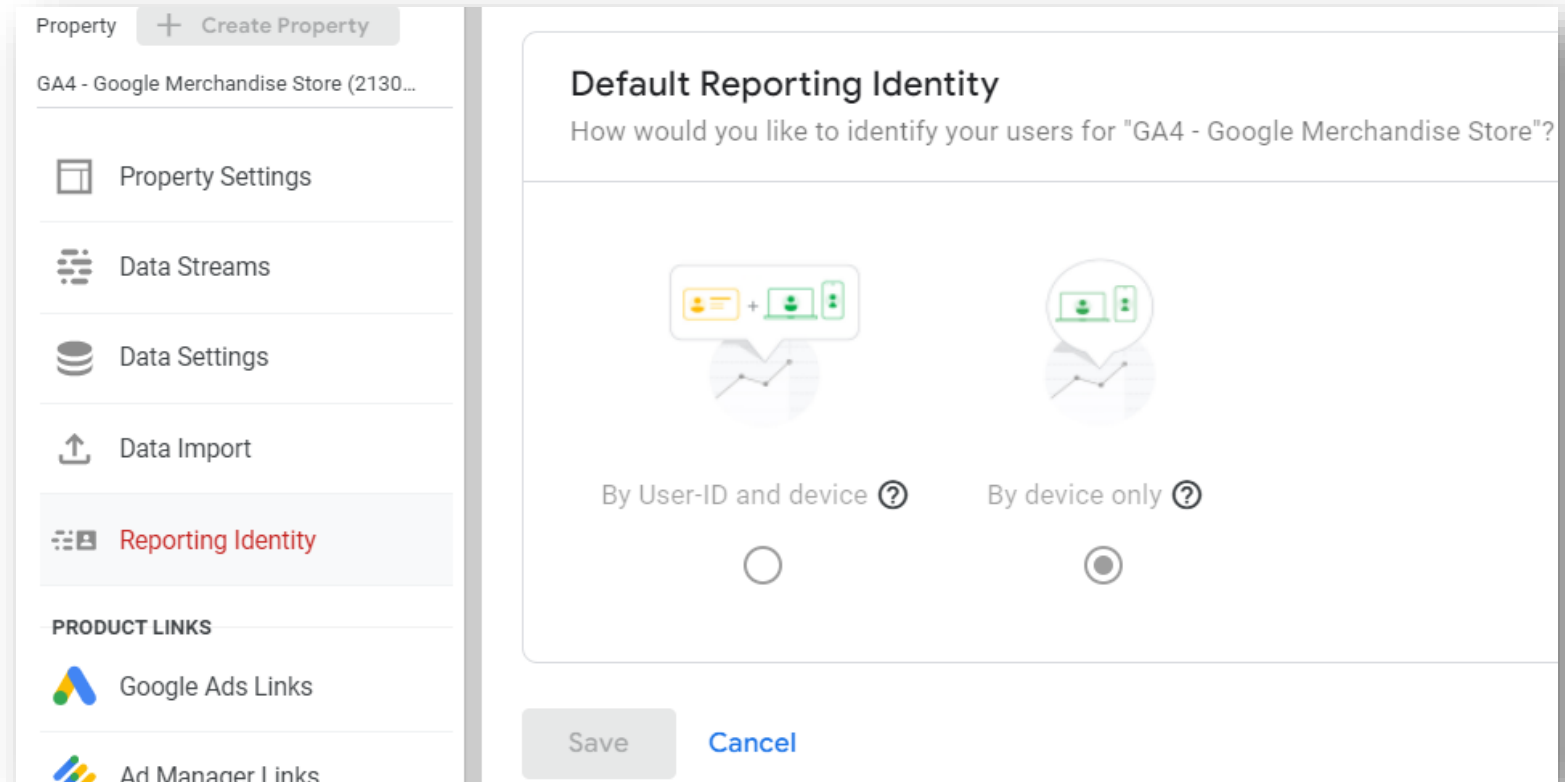
- GA4 does not store or process IP addresses
- As a best practice, we recommend that IPs are evaluated at the server level, sending a non PII flag of 'Internal Traffic' to GA4 where the user's IP matches known ranges.



The screenshot shows the Google Analytics 4 interface for configuring data filters. On the left, a sidebar lists navigation options: Property Settings, Data Streams, Data Settings, Data Collection, Data Retention, and Data Filters (highlighted in red). The main area is titled 'Data filters' and includes a link to 'Learn More'. Below this is a table with one filter rule.

Name	Filter type	Operation	Current state
Internal Traffic	Internal Traffic	Exclude	Testing

REPORTING IDENTITIES



- **User ID:** Tied to logins, high fidelity
- **Google signals:** Tied to Google account data
- **Device ID:** Tied to a specific device, limited fidelity

ATTRIBUTION


Attribution Settings

Reporting attribution model Affects conversion and revenue data

The attribution model used to calculate conversion credit in your reports within this Analytics property. Changing the attribution model will apply to both historical and future data. These changes will be reflected in reports with conversion and revenue data. User and session data will be unaffected. [Learn about how attribution models affect your reporting data](#)


Reporting attribution model

Cross-channel data-driven model ▾



Lookback window Affects all data

Conversions can happen days or weeks after a person interacts with your ad. The lookback window determines how far back in time a touchpoint is eligible for attribution credit. For example, the 30-day lookback window will result in January 30 conversions being attributed only to touchpoints occurring from January 1 - 30.



Changing the lookback window will only apply going forward. These changes will be reflected in all reports within this Analytics property.

Acquisition conversion events
(i.e., first_open, first_visit)

7 Days

30 Days (recommended)

All other conversion events

30 Days

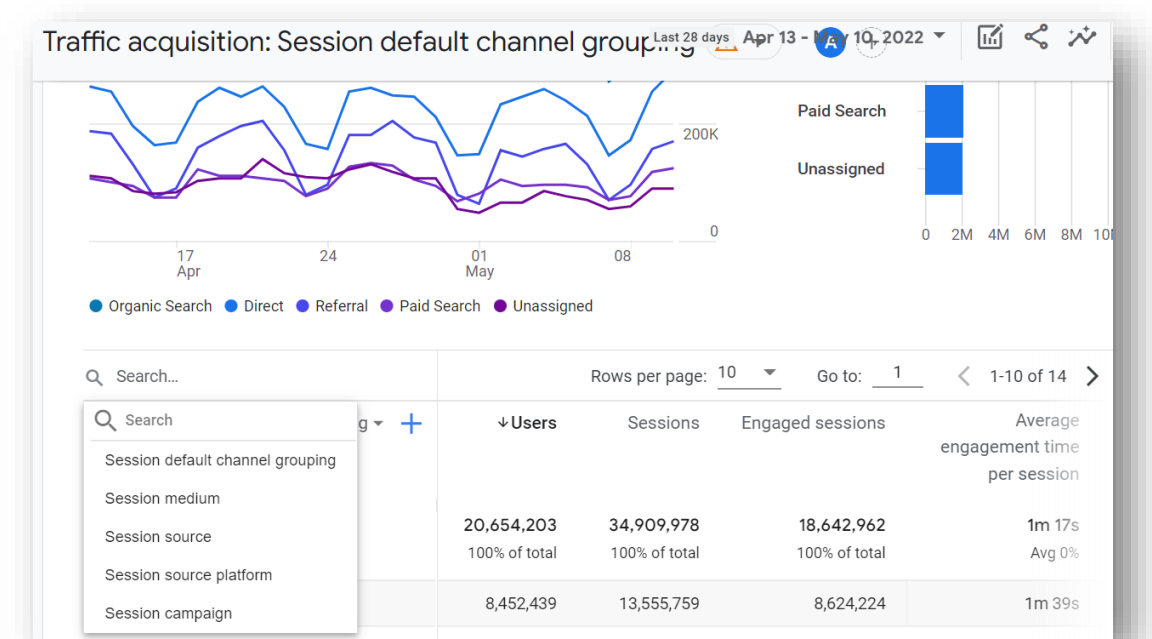
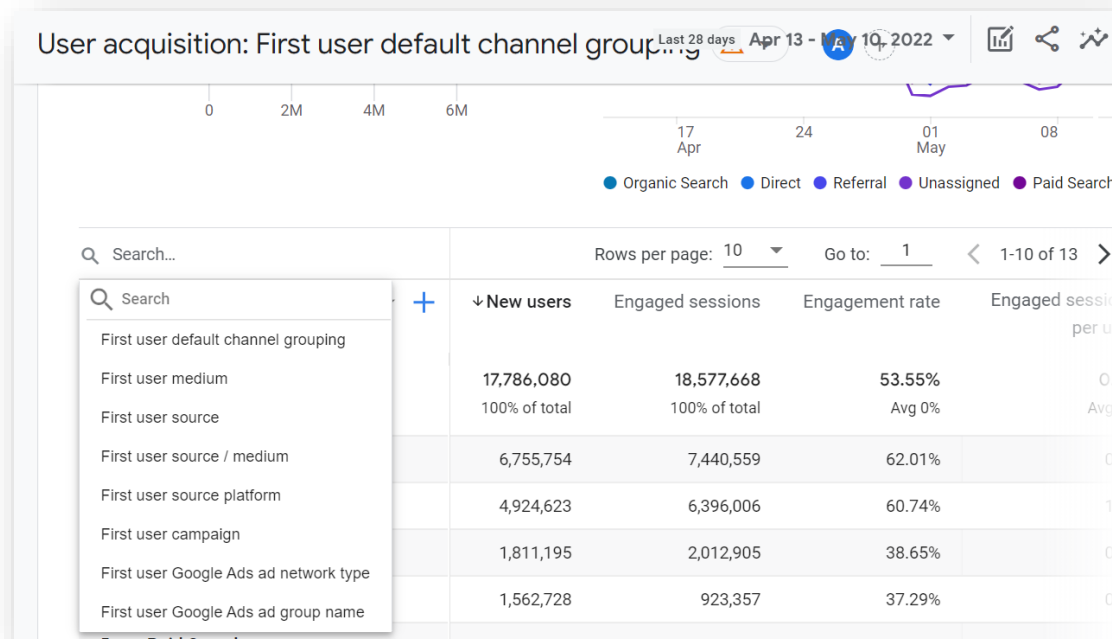
60 Days

90 Days (recommended)

Save Cancel

- Defaults to Data-Driven attribution
- Lookbacks and models are customizable at a property level
- Users with Editor access can also create and apply their own models

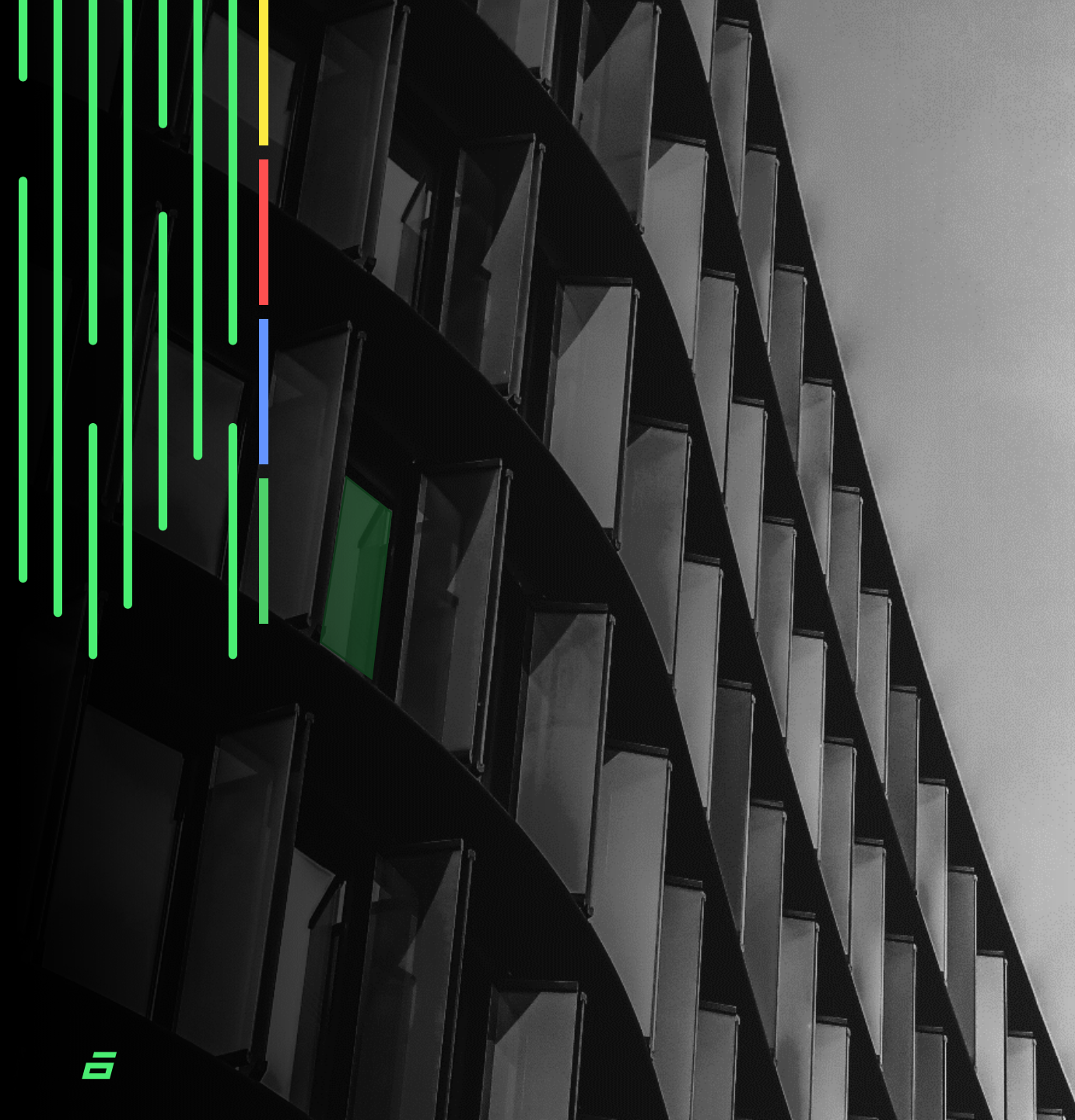
NEW ATTRIBUTION DIMENSIONS



- First user parameters – what effort acquired the user

- Session attribution

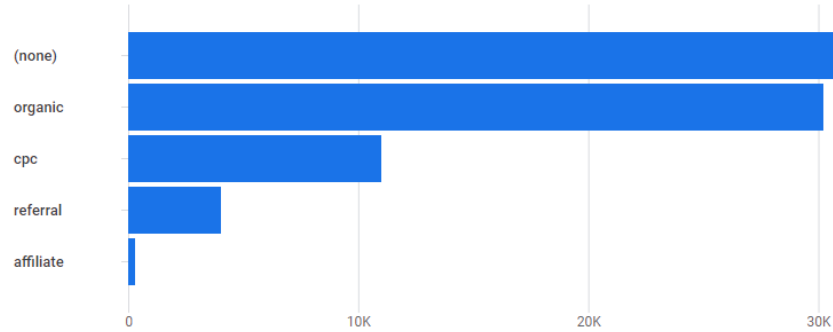




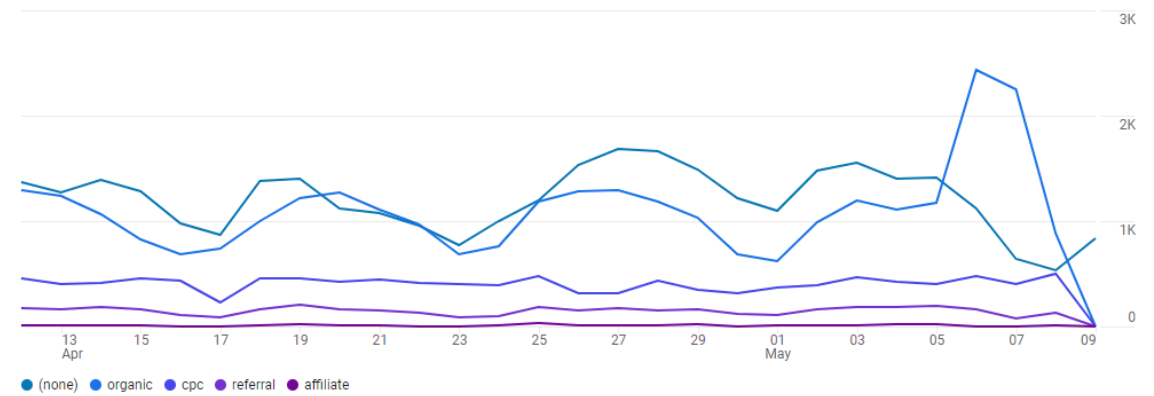
DEFAULT REPORTS

INTERFACE BASICS : DEFAULT REPORTS

New users by First user medium



New users by First user medium over time

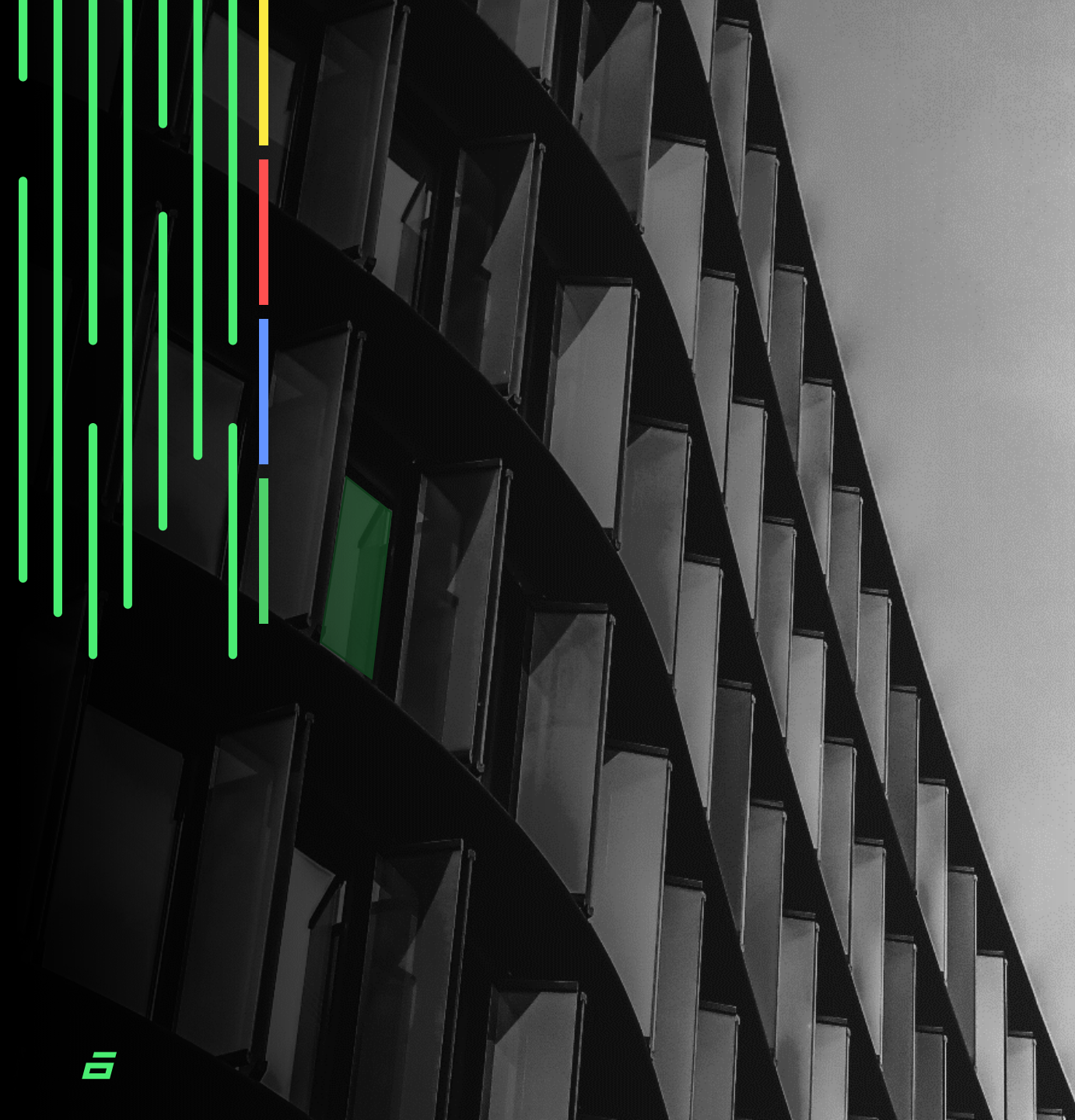


Search...

Rows per page: 10 1-7 of 7

First user medium	New users	Returning users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
Totals	79,320 100% of total	11,383 100% of total	76,376 100% of total	59.72% Avg 0%	0.84 Avg 0%	1m 44s Avg 0%	3,033,874 100% of total	86,990.00 100% of total	\$249,638.65 100% of total
1 (none)	33,726	4,935	37,056	60.53%	0.87	2m 02s	1,595,097	38,770.00	\$190,852.41
2 organic	30,222	4,522	29,020	62.79%	0.89	1m 37s	1,007,465	32,243.00	\$46,320.92
3 cpc	11,022	1,211	5,685	42.08%	0.51	0m 48s	185,685	11,306.00	\$4,951.56
4 referral	4,025	590	4,245	66.89%	0.94	1m 43s	160,998	4,339.00	\$7,268.96
5 affiliate	287	57	282	63.95%	0.93	0m 38s	6,779	287.00	\$0.00
6 email	29	6	82	67.21%	1.21	2m 57s	2,858	36.00	\$244.80
7 (not set)	9	2	6	22.22%	0.40	0m 01s	74,992	9.00	\$0.00





EXPLORATIONS

INTERFACE BASICS : EXPLORATIONS

The screenshot shows the Google Analytics Explorations interface. At the top, there is a navigation bar with the 'Analytics' logo, account information ('All accounts > Demo Account', 'GA4 - Google Merchandise ...'), a search bar containing 'Try searching "where did my users come from"', and utility icons for a grid and help. A left sidebar contains navigation icons for home, reports, explorations, and a menu. The main content area is titled 'Explorations' and includes the text 'Start a new exploration'. A 'Template gallery' button with a 'NEW' badge is located in the top right of the main area. Below this, four exploration templates are presented in a grid:

- Blank**: Represented by a plus sign icon. Description: 'Create a new exploration'.
- Free form**: Represented by a grid icon. Description: 'What insights can you uncover with custom charts and tables?'.
- Funnel exploration**: Represented by a funnel chart icon. Description: 'What user journeys can you analyze, segment, and breakdown with multi-step funnels?'.
- Path exploration**: Represented by a tree graph icon. Description: 'What user journeys can you uncover with tree graphs?'.

A right arrow button is visible on the far right of the Path exploration card.

THANK YOU