

Digital Snacks

Lost in GA4?

Where to find the answers you need

@dialog | EMPOWERING DATA-DRIVEN MARKETING
by people for people



“If you're tired of playing the guessing game with your analytics data, join me generate next level insights as we uncover the power of GA4 reports!”

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“Working with GA4 data is fun and intuitive once you feel confident to navigate it!”

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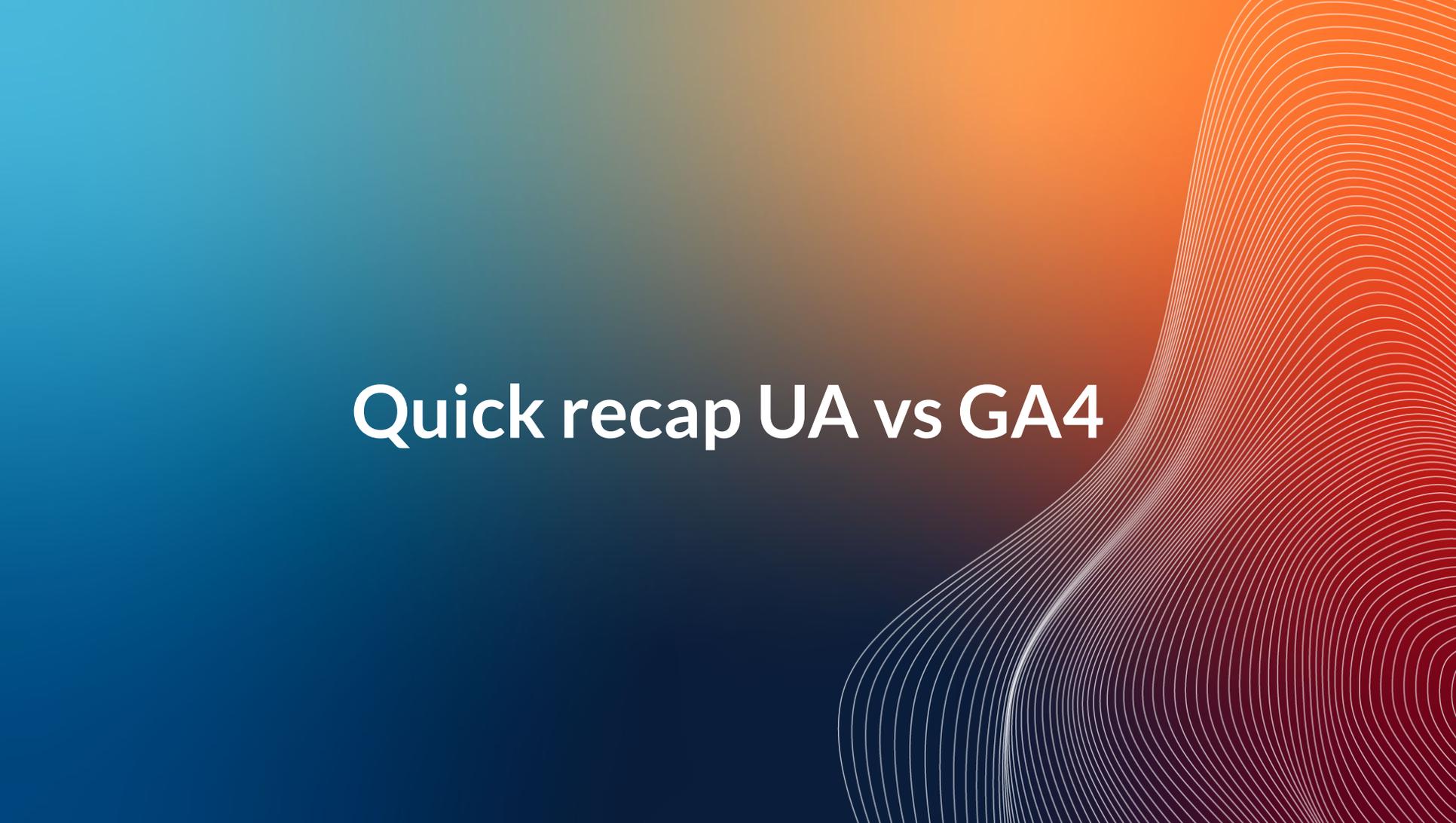


Overview

What we will cover today

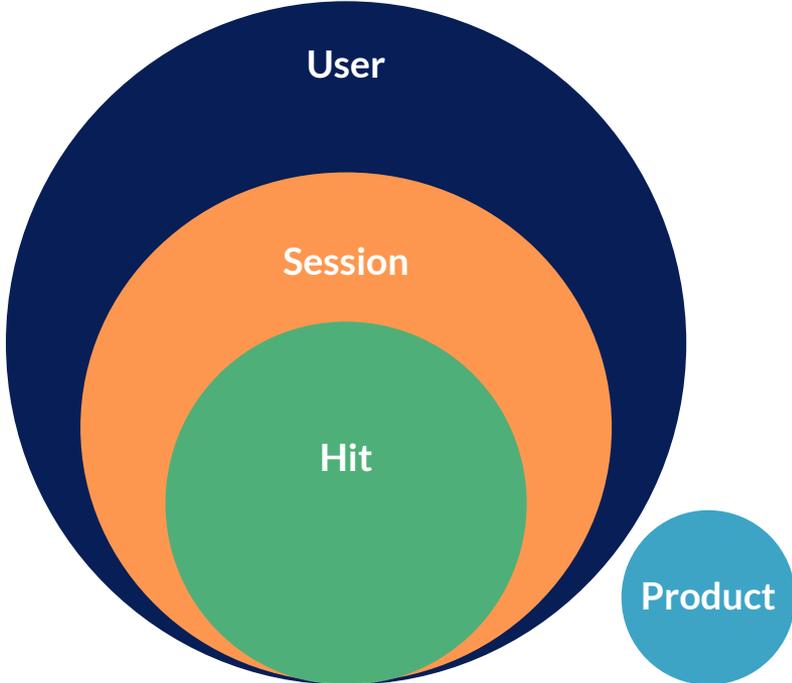
- Quick UA vs GA4 recap
- GA4 reports structure
- Use case 1: Realtime
- Use case 2: SA360 Data
- Use case 3: Custom Ecom Funnel
- Use case 4: Traffic Acquisition
- Use case 5: Share reports

Quick recap UA vs GA4



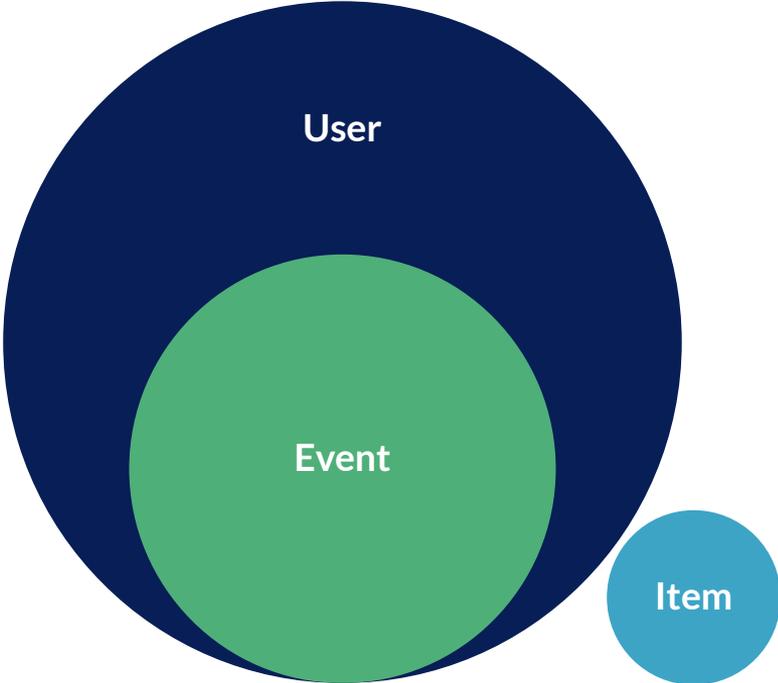
New more flexible data model

Google Universal Analytics



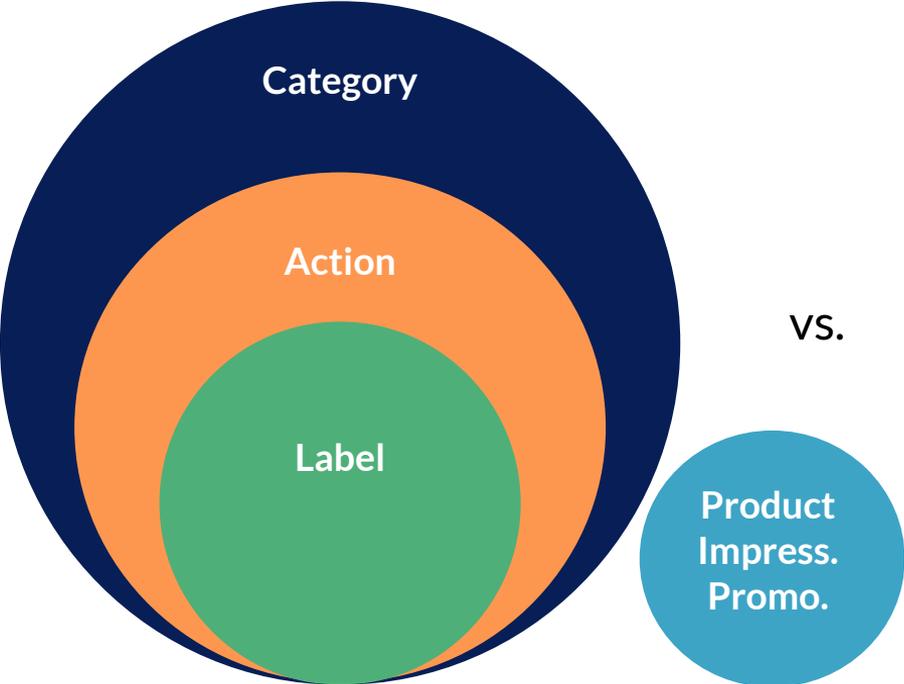
vs.

Google Analytics 4



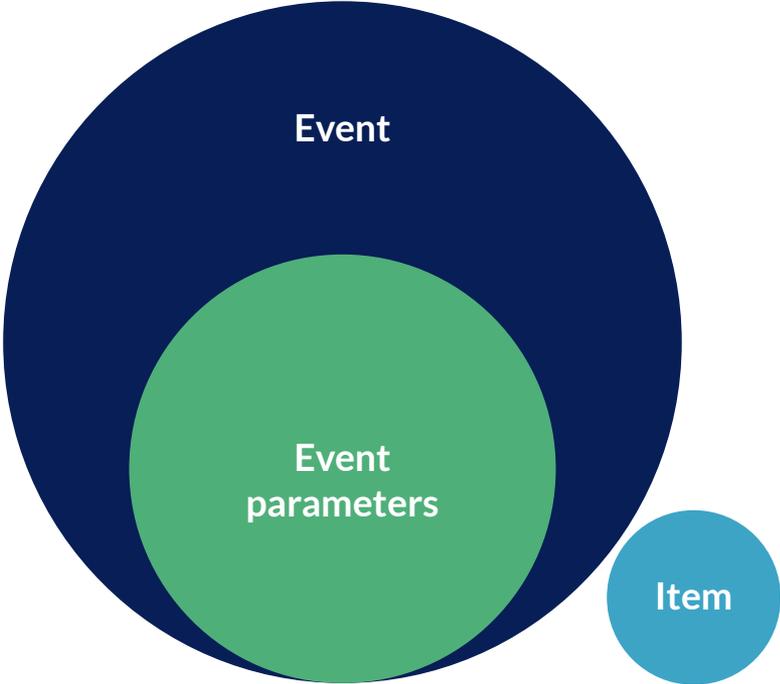
New more flexible event model

Google Universal Analytics



vs.

Google Analytics 4



The background features a gradient from dark blue on the left to bright orange on the right. On the left side, there are numerous thin, white, curved lines that create a sense of motion and depth, resembling a stylized wave or a series of overlapping paths.

Reports structure

Main sections



GA4 Standard Reports: Structure



Reports snapshot

Realtime

Life cycle ^

Acquisition v

- Overview
- User acquisition
- Traffic acquisition

Engagement ▶

Monetization ▶

Retention

User ^

- User attributes ▶
- Tech ▶

Library

Settings <

GA4 vs UA - Standard reports - Comparison

UA

Home
Customization

Realtime
Audience
Acquisition
Behaviour
Conversions

GA4

Home
Explore

Realtime
User
Acquisition
Engagement
Monetization

Page Navigation



Tip

Reports can be customized to fit your business and saved as new reports.

Try searching "add user"

All Users

Add comparison +

Last 28 days Jun 27 - Jul 24, 2023

Events: Event name



Add filter +



Admin

Admin section - Important settings

The screenshot shows the Admin section of Google Analytics. On the left is a navigation sidebar with a '+ Create' button and menu items: Admin (selected), My preferences, Setup Assistant, Account settings, Account, Property settings, Property, Data collection and modification, Data display, and Product links. The main content area is titled 'PROPERTY SETTINGS' and contains four panels:

- Property**: These settings affect your property [What's a property?](#)
 - Property details
 - Property access management
 - Property change history
 - Scheduled emails
 - Analytics Intelligence search history
- Data collection and modification**: These settings control how data is collected and modified
 - Data streams
 - Data collection
 - Data import
 - Data retention
 - Data filters
 - Data deletion requests
- Data display**: These settings control how data is shown in your reports
 - Events
 - Conversions
 - Audiences
 - Custom definitions
 - Channel groups
 - Attribution settings
 - Reporting identity
 - DebugView
- Product links**: These settings control which products link to this property
 - Google AdSense links
 - Google Ads links
 - Ad Manager links
 - BigQuery links
 - Display & Video 360 links
 - Floodlight links
 - Merchant Center links
 - Google Play links

Use Cases



Use your own Google Analytics 4 Account or Access the Demo GA4 Accounts from Google

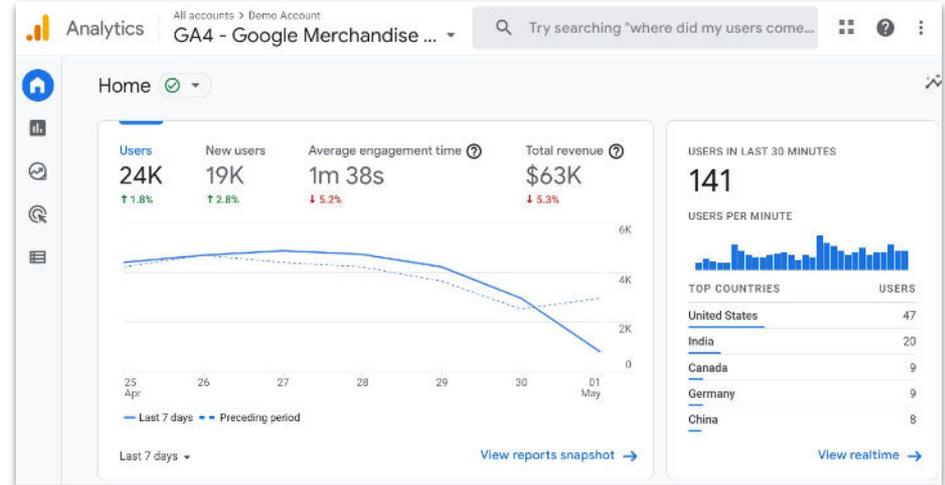
Google: “[Google Analytics Demo Account](#)”

Properties:

GA4 - Google Merchandise Store
(213025502)

or

GA4 - Flood-It! (153293282)

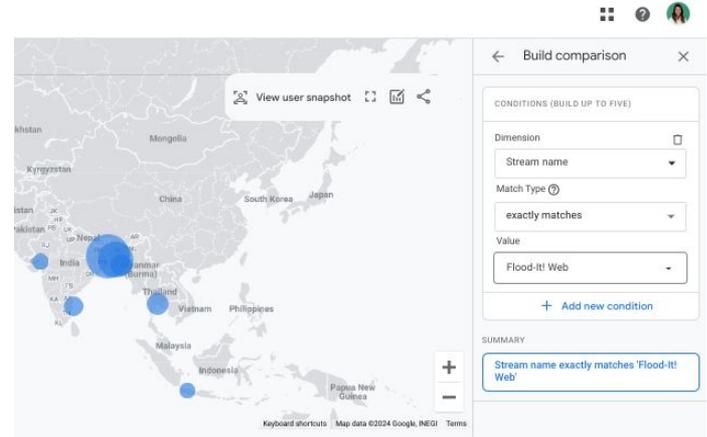
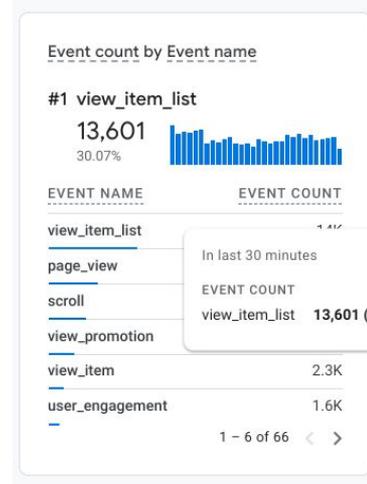


The background features a gradient from light green on the left to bright orange on the right. On the left side, there are numerous thin, white, curved lines that create a sense of motion and depth, resembling a stylized wave or a series of overlapping paths.

Use case 1: Realtime

Realtime report

- Gone from UA
- Event count by Event name → Note that the graph is filtered on the event with the highest event count
- You can drill into the event parameters by clicking on the events in the table
- Apply comparison on data stream (“stream name exactly matches ...” or “device category exactly matches desktop”)





Use case 2: SA360 Data

I want to see data from SA360 in GA4

Find it via reports > acquisition > overview > scroll > find SA360 card > click link

Make your own copy - customize

Add to a collection via library - need edit rights

If you look in Advertising instead of Reports - attribution will be event scoped

Sessions by Session DV360 campaign name

SESSION DV360 CAMPAIGN NAME	SESSIONS
[Do Not Edit - TW only] Merch Shop [...]	3

[View Display & Video 360 campaigns](#)

Customize report

REPORT DATA

Save...

- Save changes to current report
- Save as a new report



Use case 3: Custom Ecommerce Funnel

I want to customize an e-commerce funnel

If you want to have a more advanced or customized report - the Explore section is very useful.

Tip: Start from a detailed report - convert to Explore



Edit comparisons ✕

COMPARISONS (ADD UP TO FOUR)

All Users ⋮

+ Add new comparison

Explore



Use case 4: Traffic Acquisition

I want to explore different scopes for traffic acquisition

Understand where users and traffic are coming from?
How do Users & Traffic find and return to your website?

If you are in Explore - you will see all of them and it helps you which metrics & dimensions can be combined - be careful it is not always correct!

Three scopes: User, Session and Event

If you want to read more: [Akquisitionsberichte in GA4 so werden sie interpretiert](#)

Dimension name	
^	Attribution
<input type="checkbox"/>	Source / medium
<input type="checkbox"/>	CM360 source / medium
<input type="checkbox"/>	DV360 source / medium
<input type="checkbox"/>	Manual source / medium
<input type="checkbox"/>	SA360 source / medium
^	Traffic source
<input type="checkbox"/>	Session source / medium
<input type="checkbox"/>	Session CM360 source / medium
<input type="checkbox"/>	Session DV360 source / medium
<input type="checkbox"/>	Session manual source / medium
<input type="checkbox"/>	First user source / medium
<input type="checkbox"/>	First user CM360 source / medium
<input type="checkbox"/>	First user DV360 source / medium
<input type="checkbox"/>	First user manual source / medium
<input type="checkbox"/>	First user SA360 source / medium

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Use case 5: Share reports

I want to share a report with my colleagues

[Share a copy and send the link to your colleagues.](#)

They can not edit the report, have to make their own copy.

It is possible to use rolling time ranges - e.g. “last 7 days”



Save as a report in the Library

Save this exploration as a custom funnel report in the **Library**, with filters and existing settings applied to it. Once it's in the **Library**, you can add this report to any collection and publish it. [Learn more](#)

Report name*
Purchase journey: Device category - Tab 1

Description
Enter description

Cancel Save

Share with others

This exploration will be shared with all users of the exploration's property in **read-only** mode.

Cancel Share



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CONSULTING

Gaps in GA4 data collection
implementation of consent mode



WORKSHOP

Google Analytics 4
reporting & dashboards with GA4



Further insights
regarding acquisition
reports? 👁️

→ [blog article](#)

QUESTIONS?



YOUR QUESTIONS

»» Could you tell me where I can find the old UA report in the GA4 interface, which shows the number of visitors compared to the time of day? ««

OUR ANSWER

Go to the “Explore” section by opening the “Dimensions” on the left side of the interface, then look for the “Time” section in the drop down window, there you will find several options to tick in order to customise your dashboard.

»» New reports remain static and don’t have a movement anymore, whereas in the UA interface they actually did and changed as well by the adjustment of the timeline. ««

OUR ANSWER

You can add rolling time ranges also to GA4 reports, like for example last 7 days or last 28 days.



YOUR QUESTIONS

»» How do you add an exploration report to the library? ««

OUR ANSWER

The first step is to make sure you have edit access to the property - this may solve the problem already.

The second step is to find the “Save as a report in the Library” icon in the top right corner of your report - it looks like this:



and by clicking on the icon you can save it as a report in your library. However, this only applies to some report types, like the (Standard) Funnel Exploration at the moment.



YOUR QUESTIONS

»» What if I have campaigns that are tagged only with utms, can I see them in reports? ««

OUR ANSWER

If you have only manually tagged campaigns, you should also be able to see them in the “Acquisition overview” as a small summary card with the title “Manual campaigns”.

»» You mentioned that Google Analytics 4 is an event-based data model, how are sessions defined in GA4? ««

OUR ANSWER

Sessions start when the user opens your app or visits your page or website and usually end when they leave. However, and this is a little different from UA, it does not end at midnight or when the campaigns change. The session also ends - and this is the default setting - when the user is inactive for 30 minutes.



YOUR QUESTIONS

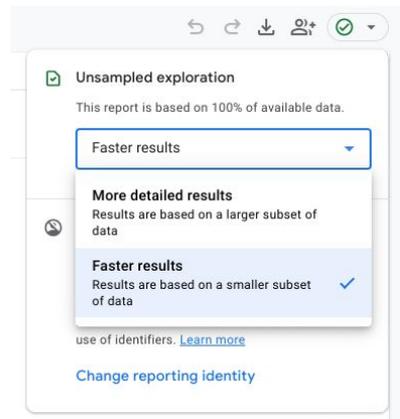
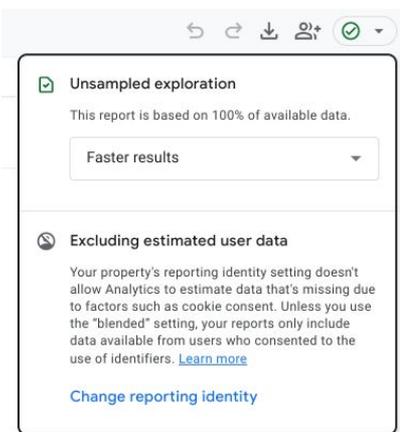
»» When I make an explore report, it is usually sampled heavily. How can I reduce this? ««

OUR ANSWER

There are different scenarios in the explore report - In the one shown in the top screenshot, the report is already based on all available data, sometimes it is shown that it is based on only - let's say 20% of the available data, then the tick in the circle would not be green but rather orange, so it would be unhappy.

In this case you will be able to choose from the drop-down menu whether you want "Faster results", which is usually the default, or "More detailed results", which would include more of your data in your explore report.

Sometimes that won't even be enough... *please go on to the next slide to continue reading.*

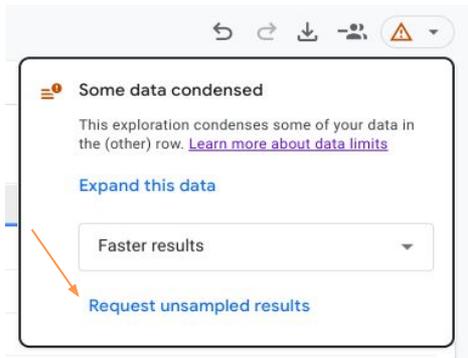


»» When I make an explore report, it is usually sampled heavily. How can I reduce this? ««

OUR ANSWER (continued)

...in this case you can request unsampled results by clicking on the respective button shown in the screenshot below:

It takes a few seconds to generate the new tab with all your unsampled results. So, for example, I got a lot of data that was collected in this other row and I didn't know which data was hidden in this row. So I requested the unsampled results and then I found out that they were all (not set) values. So there wasn't even that much hidden data behind it, but it helps to see that there were no other values apart from (not set). Lastly, you can also extend the data, which is a more permanent measure. Also in the same dropdown you can see if you are not using the most optimal reporting identity.



Request unsampled results BETA

We use tokens to run an unsampled requests. Tokens renew every 24 hours. A new tab will be created in this exploration when the unsampled results are ready. Explorations with unsampled tabs will be shared with the property. [Learn more.](#)



YOUR
QUESTIONS

11.-23. April
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Dashboards



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Privacy | Measurement 2024

Reporting & Insights | u.v.m.



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Privacy Readiness

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Wien, Berlin & Zürich





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21 Jahre Erfahrung & Leidenschaft für digitales, datengetriebenes Marketing

110 erfahrene Spezialisten mit digitaler Begeisterung

Von Kreation bis Data Science

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Unser Fokus - was wir tun

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Programmatic Display, Video & Everything

Social Channels

Search & Shopping

Creativity

Marketing Automation

LEVERAGE MARKETING DATA

Digital Analytics

Consent Management

Data Science & AI in Marketing & Retail

Attribution & MMM

CDP - Customer Data Platform

UX, Testing & Personalisation

GET IN CONTACT



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