06.03.2025

edialog

DIGITAL SNACKS

GA4 & Dataform

Wie Dataform den BigQuery-Export besser macht.

EURE EXPERTIN

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SHORT AGENDA

01

Daten verstehen

02

Der GA4 Export

03

Google’s Pipelines

Daten verstehen

Daten verstehen

Datenquellen

Google

Google Ads

YouTube Ads

Google Analytics

Firebase

Display & Video 360

First Party Data Sets

CRM
Social
Consumer Service
Product
Content
E-commerce
Email
Sales

Google Cloud Platform

BigQuery

Pipelines

Vertex AI

Insights and Activation

Looker Studio

- Google Analytics
- Customer Match
- Google Cloud Storage
- Server Side GTM

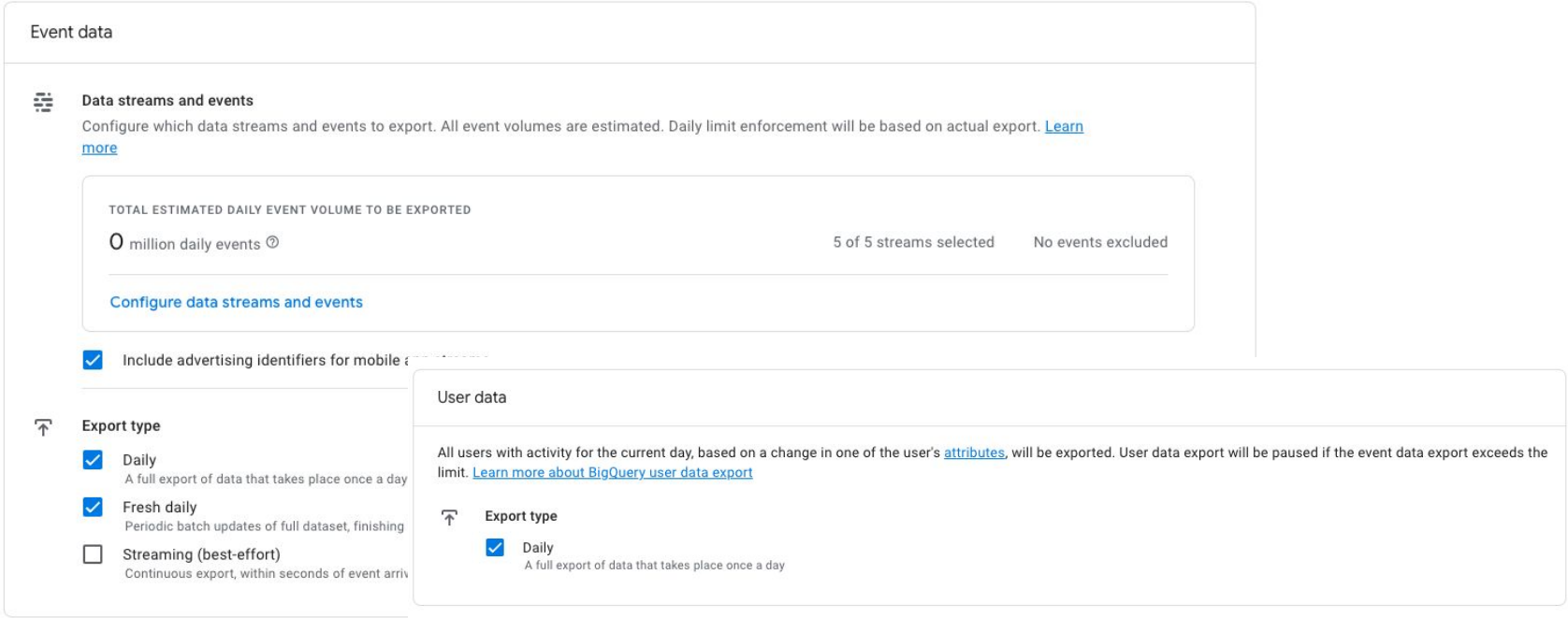
Custom Connectors

salesforce

Adobe Campaign

and many more...

Einfach BigQuery Export aktivieren…



und Daten visualisieren?!

Table

pseudonymous_users_YYYYMMDD

events_YYYYMMDD

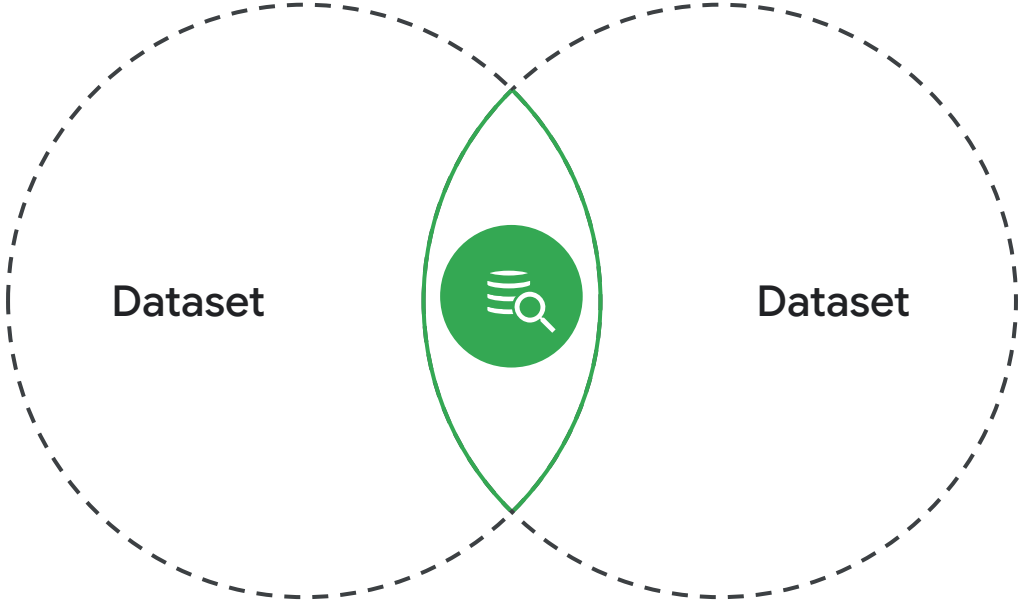
events_intraday_YYYYMMDD

Configuration

Firebase Template Level

Events

Wie lassen sich Daten sinnvoll nutzen?



Der GA4 Export

GA4 & Looker Studio Herausforderung

GA4 & GA4 Export

- Verzögerungen beim “normalen” Export
- Hohe Kosten, wenn jeder seine eigene Query schreibt
- Keine einheitliche Definition von Metriken
- Keine eigenen Session-Dimensionen
- Unterschiede zwischen Auto und eigenen Events
- Google Ads, CM360 & DV360 “collected_traffic_source” werden als “organic” angezeigt
- Timestamps nicht immer “korrekt”
- Session & User IDs müssen selbst summiert werden

Looker Studio

- Sampling
- Kardinalität
- API Quota Limits

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Looker Studio

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- Kardinalität
- imits

Lösung: Eigene Tabellen für bestimmte Use Cases

- Marketing
- Page Reports
- Ecommerce
- etc.

Eigene Tabellen für bestimmte Use Cases

- Marketing
- Page Reports
- Ecommerce
- etc.

SCHEMA | DETAILS | PREVIEW | TABLE EXPLORER PREVIEW

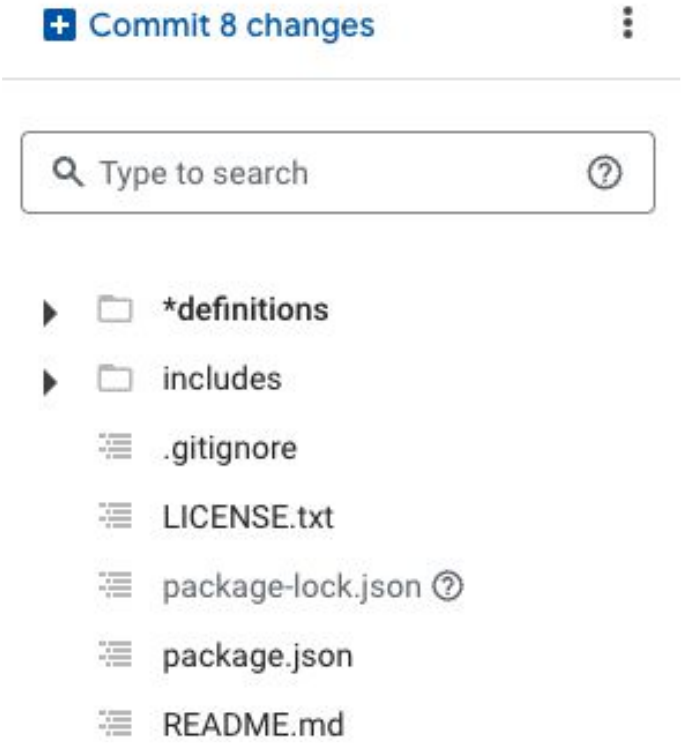
Field name	Type	Mode
session_date	DATE	NULLABLE
is_final	BOOLEAN	NULLABLE
session_type	STRING	NULLABLE
is_direct_session	BOOLEAN	NULLABLE
device_category	STRING	NULLABLE
country	STRING	NULLABLE
platform	STRING	NULLABLE
page_path	STRING	NULLABLE
item_id	STRING	NULLABLE
item_name	STRING	NULLABLE
item_brand	STRING	NULLABLE
last_click_google_ads_campaign	STRING	NULLABLE
last_click_campaign_name	STRING	NULLABLE
last_click_source	STRING	NULLABLE
last_click_medium	STRING	NULLABLE
last_click_term	STRING	NULLABLE

Google’s Pipeline

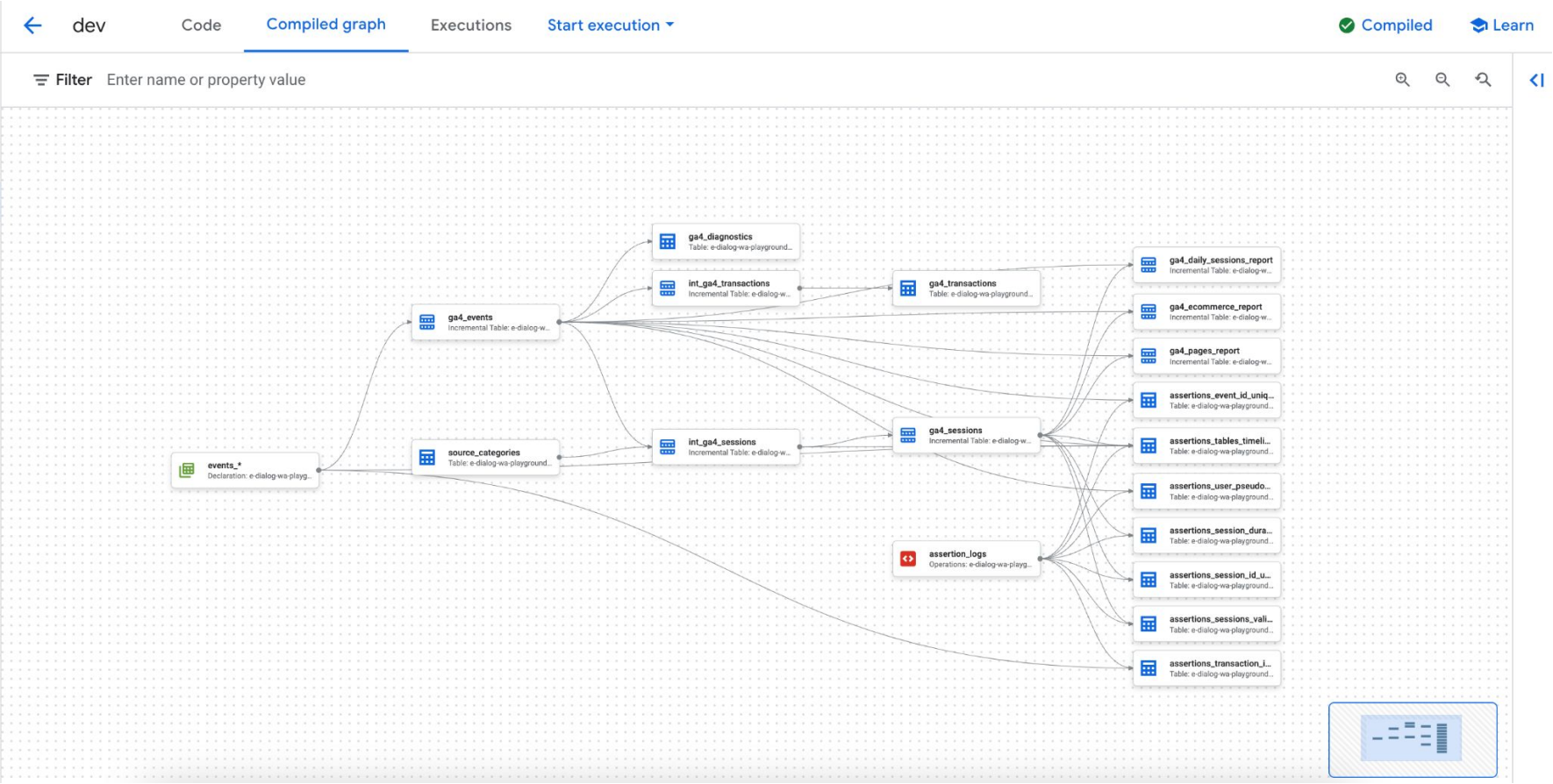
(ex. Dataform)

Wie hilft Pipelines dabei?

- Abhängigkeiten zwischen einzelnen Bestandteilen
- Inkrementelle Updates
- Queries können von Triggern gesteuert werden
- Javascript Funktionen
- Datenqualität (Assertions)
- Dokumentierbarkeit über Gits
- Open Source Packages verfügbar
- Einheitliches Datenmodell



Google's Pipelines



Google's Pipelines

Google Cloud | Digital Analytics Playground | Search (/) for resources, docs, products, and more | Search

dev | Code | Compiled graph | Executions | Start execution | Compiled | Learn

Files

Commit 8 changes

Type to search

- 02_intermediate
- *03_outputs
  - *ga4_events.sqlx
  - ga4_sessions.sq...
  - ga4_transaction...
- assertions
- extra
- *custom
  - *ga4_daily_session...
  - *ga4_diagnostics.s...
  - *ga4_ecommerce_r...
  - *ga4_pages_report....
- includes
- .gitignore
- LICENSE.txt

_se... qlx | ga4_dai...qlx | ga4_dia...qlx | ga4_ec... qlx

definitions/custom/ga4_ecommerce_report.sqlx | Run | Format

```
config {
  type: "incremental",
  description: "Output sessions table with last non direct logic added",
  schema: dataform.projectConfig.vars.OUTPUTS_DATASET,
  tags:[dataform.projectConfig.vars.GA4_DATASET,"sessions","outputs"],
  bigquery: {
    partitionBy: "session_date"
  },
  columns: require("includes/core/documentation/helpers.js").ga4Sessions
}

js {
    const { helpers } = require("includes/core/helpers");
    const config = helpers.getConfig();
}

/* incrementality */
pre_operations {
  declare date_checkpoint DATE;
  ---
  set date_checkpoint = (
    ${when(incremental(),
    `select max(session_date)+1 from ${self()} where is_final = true`,
    `select date('1970-01-01')`)}   /* the default, when it's not incremental */
  );

  -- delete some older data, since this may be updated later by GA4
  ${
```

Metadata | Compiled queries

ga4_ecommerce_report

Full name	e-dialog-wa-playground.ga4_pipelines_outputs_3446982115.ga4_ecommerce_report
Type	Incremental Table
Tags	galeria_ga4_20250208, sessions, outputs
Dependencies	ga4_pipelines_outputs_3446982115.ga4_sessions ga4_pipelines_outputs_3446982115.ga4_events

Google's Pipelines

e-commerce

Marketing

edialog

Select date range

View Item Lists	Select Item	View Item	Add to cart	Checkout	Purchase	EC Rate
2,899,144	54,153	118,067	11,193	48,296	2,040	1.48%

Source	Medium	Item	Sessions	View Item List	Select Item	View Item	Add to Cart	Checkouts	Purchase	Preis	Revenue
google	cpc	adagio, Poloshir...	1,442	1,734	13	12	10	16	0	25.99 €	0 €
google	cpc	LIEBESKIND, Ar...	986	1,357	7	36	2	10	1	106.8...	129.9 €
(direct)	(none)	adagio, Poloshir...	984	1,163	7	8	0	0	0	25.99 €	0 €
google	cpc	mavi, Jeans, Wa...	865	1,128	9	34	5	35	3	45.07 €	94.48 €
google	cpc	Crazy Days, Kos...	903	1,095	18	109	8	7	2	27.38 €	54.98 €
google	cpc	sloggi, 24/7 Cot...	926	1,092	21	25	2	3	1	12.99 €	12.99 €
google	cpc	Vera Mont, Abe...	883	1,052	20	27	0	0	0	212.8...	0 €
		Grand total	**2,319,776**	**2,708,013**	**50,498**	**113,864**	**10,864**	**45,657**	**1,951**	**115.4...**	**96,418.6...**

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Source	Medium	Sessions ▾	Pageviews	Add to Cart	Checkouts	Transactions	Revenue
google	cpc	19,214	151,541	2,883	4,400	372	39,568.12 €
(direct)	(none)	15,668	109,725	1,582	3,005	223	24,075.49 €
google	organic	12,689	79,480	1,159	1,999	144	15,540.57 €
kundenkarte	newsletter	2,891	15,853	235	555	23	2,764.8 €
guenstiger_pla	psm	1,830	5,426	220	306	37	3,057.63 €
(not set)	(not set)	1,608	13,261	113	218	6	346.5 €
kundenkarte	automation	978	7,145	160	321	12	1,463.02 €
parcellab	email	673	3,115	82	124	11	1,757.19 €
	Grand total	**59,326**	**413,718**	**6,959**	**11,859**	**905**	**96,418.86 €**

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LET'S BUILD PIPELINES!

GET IN TOUCH!

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GOOGLE Analytics Conference

27.03. - 03.04.2025

-20% auf alle Tickets
mit dem Code:
GACon25-DS-rpasx

Noch mehr Know-How zu Big Query-Export & GA4?

Tool Training | online

28.03. von 09.00 bis 12.00 Uhr

mit Andreas Schiefer

- Exportarten & Anwendungsfälle
- Enthaltene Daten & Nutzungsmöglichkeiten
- Hilfreiche Tools
- Praxisübungen

(Grundkenntnisse in SQL von Vorteil)

analytics-conference.net