# Google Analytics 4

## Admin

- GA4 does not use Views, therefore the View column in a GA4 property is gone.

- **Account Column:** This section is the exact same as a UA property since, here, we are looking at the Account level, which includes all GA properties.
    - o Note: Filter option within the Account column only includes filters from UA properties, as GA4 filters are more limited.
- **Property Column Quick Run Down**

    - o **Set Up Assistant:** Utilize this section as a checklist to set up GA4. Here, you will be able to find your Measurement ID for tracking, link other platforms to GA, and adjust or implement configurations such as custom events.
    - o **Data Streams:** defining your source of data for GA4
        - ▪ A single GA4 property can have multiple data streams if you have several websites or apps that are all a part of the user journey and therefore would be beneficial to track within the same property. Even if you are looking to track multiple websites or apps in your GA4 property, evaluate if you need multiple data streams as you can most likely just utilize one data stream for all your sites and apps.
        - ▪ **Tip:** At this time, you cannot change the Data Stream name, so be sure to name it as clearly as possible if you have the option to create a Data Stream.
        - ▪ **Enhanced Measurement:** GA4 tracks additional events, like scrolls or video engagement, unlike UA that is only focused on pageviews. These can be disabled through the gear icon on the right.
        - ▪ **More Tagging Settings Option:** This is where you have the ability to set up cross-domain tracking within the platform (new feature), define internal traffic, or exclude referral traffic.

- o **Data Settings:** Control what data is being collected, how long the data is retained, and set up 2 different filter types (Internal traffic or Developer traffic).

    - ▪ **Tip:** For filters, if your status is TESTING then the filter is not actually excluding the traffic from being collected. This just means you have the ability to filter out that traffic within the report by applying a filter excluding the traffic. The status ACTIVE excludes the traffic from being collected.

- o **Reporting Identity:** How you would like GA to identify users as the same user (for example, if someone starts on mobile then continues on desktop).

- o **Attribution Settings (NEW FEATURE):** GA4 gives you the ability to change the attribution model of your reports. In UA, the attribution model was last click. Learn more about attribution models.

- o **Product Linking:** We highly recommend you link all products or platforms you are able to in the Admin section!

## GA4 Categories

- ● **Reporting:** Overview is a snapshot of many reports you have access to in the Report subsection. To dive deeper into a specific report from this section, click the link on the bottom of the card.

    - o **NEW FEATURE:** You are able to customize the standard reports present within the subsection by clicking Library at the bottom of the subsection. Find the report you would like to adjust and click the 3 dots to the right of the report.

    - o **Real Time:** UA includes only data from the last 5 minutes, whereas GA4 includes data from the last 30 minutes.

        - ▪ **NEW FEATURE:** Add a comparison of a certain group of users along the top of the screen.

    - o **Acquisition:** Includes information on which channel users first come to your site, as well as which channels produce the most sessions.

    - o **Engagement:** Similar to the Conversions category in UA and also the Events subsection (under Behavior) in UA. Here, you will learn more about the actions users take on the website.

- o **Monetization:** Most closely relates to the Ecommerce subsection (under Conversions) and the Google Ads subsection (under Acquisition) in UA. This section is about purchases made on the site and any ads you are running.
- o **Retention:** Similar to the New vs. Returning report in UA (under Audience>Behavior). This section looks at the behaviors of users on the site, such as how often users will come back to the site and how long they are engaged on the site.
- o **Demographics:** Includes reports from the Demographics, Interests, and GEO subsections of UA (under Audience). Here, you can find aggregated information on your users like age, gender, and location (as long as Google Signals is enabled in your Admin settings).
- o **Tech:** This section is from the Technology and Mobile subsections in UA (under Audience). Here, you can see the browsers users are on, the device breakdown, and even screen resolution.
- **Explore:** This section allows you to create custom reports to see the data broken down how you want to see it. Previously, this section was Customization in UA.
   - o Choose from a few templates that Google provides to get your started with a report.
   - o When creating a report there are 2 different columns, and then your report output on the far right.
       - ▪ The left column is where you are defining the dimensions, metrics, and settings of the report including date range. To add a dimension or metric to the report, you must have it listed within this column.
       - ▪ The right column is where you are defining what the report output will look like. Double click a metric or dimension in the left column to bring it to the right column, or drag and drop the dimension or metric, and watch the report output change. This is also where you add a filter
- **Advertising:** This section allows you to compare your data through different attribution models so you are able to see how different default channels play a role in the user journey. You can also dig deeper into which channels are early, mid, and late touchpoints in the journey.
- **Configure:** This section is where you're able to further customize your GA4 property. It includes a full list of events, conversions (high priority events), and even allows you to create events within the GA platform. You're able to create audiences, custom dimensions, custom metrics, and

events. and then define which events are conversions through an easy toggling feature. If you use GTM, you can also use the Debug View to ensure events are registering properly in GA4.

## ADDITIONAL RESOURCES

**Google's Demo GA4 Account:**
https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article

**Attribution Models:**
https://support.google.com/analytics/answer/1662518?hl=en#:~:text=An%20attribution%20model%20is%20the,immediately%20precede%20sales%20or%20conversions

**Dimension and Metrics found in GA4:** https://support.google.com/analytics/answer/9143382?hl=en

**About GA4 Sessions:** https://support.google.com/analytics/answer/9191807?hl=en&ref_topic=11151952

**Differences in User Counts from UA to GA4 Explained:**
https://support.google.com/analytics/answer/9408920?hl=en&ref_topic=11151952