Google Analytics

Getting to grips with GA4

KRM Digital Marketing

GA4 Training

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About Me

→ GA4 since 2020

→ Charity Focused Analytics

→ Favourite Film: Ghostbusters

→ Live in the Orkney Islands

What we will look at

Understanding GA4

01	**Getting to know the interface**
02	**How to use the report section**
03	**Time for Questions**

Let's take a look at GA4

Dimensions and Metrics

Dimensions & Metrics

01 Dimension

Age, Gender, City, Default Channel Grouping, Source / Medium

02 Metrics

Sessions, Users, Views, Engagement Rate, Conversions, Revenue

Standard Marketing Reports
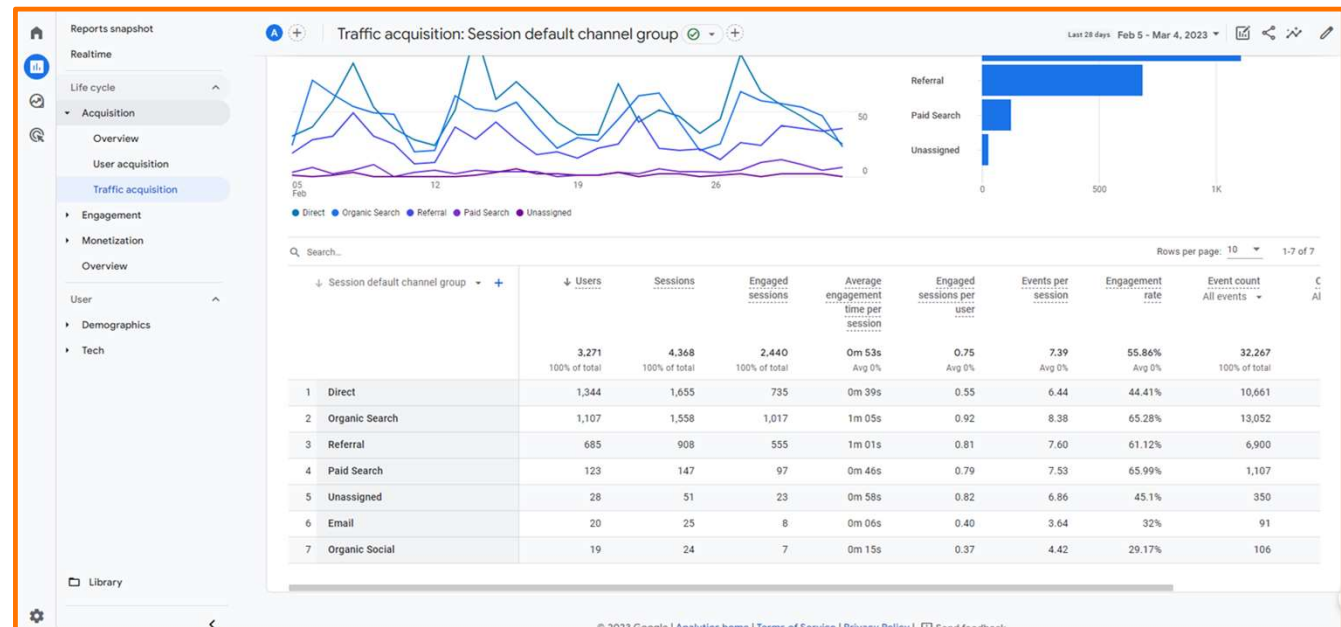
GA4 Reports you used to see in UA

Finding useful data

→ Default Channel Group

→ All Pages Report

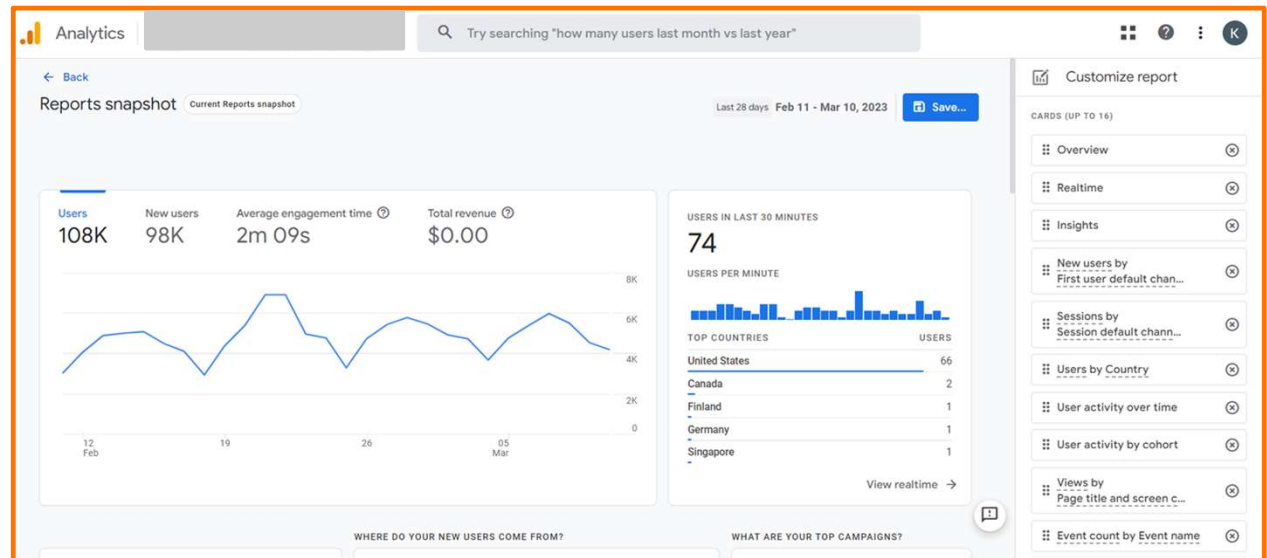→ Demographics Data

→ Technology Data

Customising a report

Show data you want

In GA4, reports can be customised and made bespoke by including:

- Dimensions
- Metrics
- Filters
- Charts
- Summary Cards

This allows you to create reports specifically targeting certain aspects of the business that are important to you.

Top Tips

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Understand what you want to track – and how you can use that information

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Ensure set up is correct – from both a set-up and reporting perspective

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If something is manual in your organisation - can it be automated?

Need Further Information?

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Thank you for watching.

Questions?