

Getting to grips with GA4

About Me

→ GA4 since 2020

→ Charity Focused Analytics

→ Favourite Film: Ghostbusters

→ Live in the Orkney Islands



What we will look at

Understanding GA4



Getting to know the interface



How to use the report section



Time for Questions

Let's take a look at GA4



Dimensions and Metrics

1.51 sec 2,500 4,567

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Dimensions & Metrics



Dimension

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



Metrics

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

Standard Marketing Reports

Cararia San Panahalist

GA4 Reports you used to see in UA

Finding useful data

| | Reports snapshot | 🔕 \oplus 🚽 Traffic acquisition: Session default channel group \oslash \bullet | | | | | | | Lass 28 days Feb 5 - Mar 4, 2023 🔻 🔟 端 🖋 🧷 | | | |
|-------------------------|---|---|---------------------------------|---------------------------------|-------------------------------|--|---------------------------------------|-----------------------|--|-----------------------------------|---------------------|--|
| → Default Channel Group | Realtime Life cycle Acquisition Overview User acquisition Traffic acquisition | 05 12 | 19 | A | | ¥ 50 | Referral Paid Search Unassigned | | 500 | Ж | | |
| → All Pages Report | Engagement Monetization Overview User Demographics | Direct Organic Search Referail Paid Search Q Search | Unassigned | Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Events per session | Rows Engagement rate | Event count All events • | 1-7 of 7 C Al | |
| → Demographics Data | Tech | 1 Direct | 3.271 100% of total 1.344 | 4,368 100% of total 1,655 | 2,440 100% of total 735 | 0m 53s Avg 0% 0m 39s | 0.75 Avg 0% | 7.39 Avg 0% | 55.86% Avg 0% 44,41% | 32,267 100% of total 10,661 | | |
| | | 2 Organic Search | 1,107 | 1,558 | 1,017 | 1m 05s | 0.92 | 8.38 | 65.28% | 13,052 | | |
| | | 3 Referral | 685 | 908 | 555 | 1m 01s | 0.81 | 7.60 | 61.12% | 6,900 | | |
| | | 4 Paid Search | 123 | 147 | 97 | 0m 46s | 0.79 | 7.53 | 65.99% | 1,107 | | |
| | | 5 Unassigned | 28 | 51 | 23 | 0m 58s | 0.82 | 6.86 | 45.1% | 350 | | |
| | | 6 Email | 20 | 25 | 8 | 0m 06s | 0.40 | 3.64 | 32% | 91 | | |
| → Technology Data | Library | 7 Organic Social | 19 | 24 | 7 | 0m 15s | 0.37 | 4.42 | 29.17% | 106 | | |

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





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



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



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

Need Further Information?

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Thank you for watching. Questions?