



GOOGLE ANALYTICS 4 (GA4)

USERS IN LAST 30 MINUTES

106

USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES

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Google Analytics 4 (GA4)

Written by Himanshu Sharma, Founder of OptimizeSmart.com

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About the author

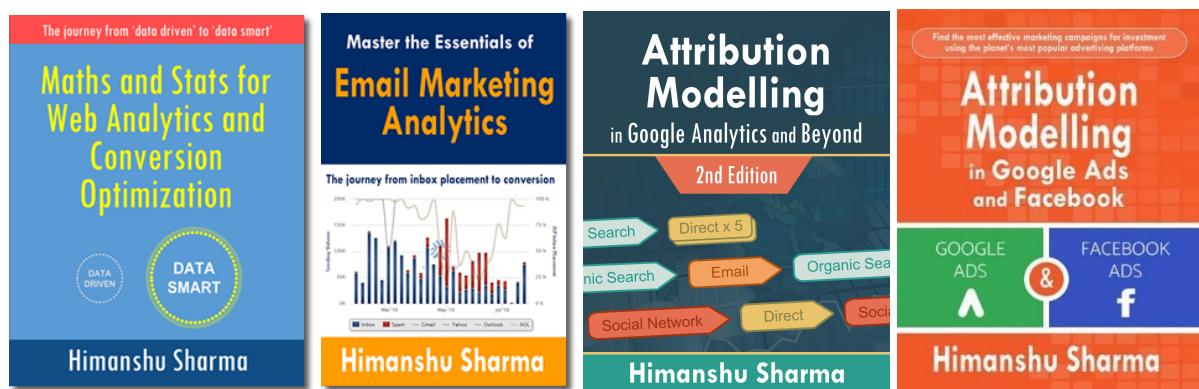


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Introduction to Google Analytics 4 (GA4)

Google Analytics 4 or GA4 is the latest version of Google Analytics.

Since it is the 4th version, it is called GA4.

Following are the other three versions:

The first version of Google Analytics (GA1) is the Classic Google Analytics ([ga.js JavaScript library](#)).

The second version of Google Analytics (GA2) is the Universal Analytics ([analytics.js JavaScript library](#))

The third version of Google Analytics (GA3) is also Universal Analytics but it uses the [gtag.js JavaScript library](#).

Note: GA4 also uses the gtag.js library but uses a new measurement model called 'Event+Parameter' model.

Introduction to GA4 property

In the past, if you wanted to measure your website usage data then you would need to use the GA property meant for tracking website data.

If you want to measure your mobile app usage data then you would need to use *Google Analytics for Firebase* or *Google Analytics APP view* (created via separate GA property).

There was no easy way to combine mobile app and website usage data for unified reporting and analysis.

However, this has all changed with the advent of GA4 property (formerly known as '**Apps and Web**' property).

Google Analytics allows you to integrate mobile app and website usage data into a single GA Property.



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This new property is called ‘Google Analytics 4 (or GA4)’. This property is available in your GA account when you create a new property.

Even if you don't have a mobile app, Google still recommends that you create and use the GA4 property and run in parallel with your GA3 property as eventually, Google will discontinue support for GA3 and other older GA versions.

In case you don't have a mobile app, your GA4 property can be used just to measure your website performance.

However,

GA4 has not yet become a 100% replacement for your GA3 property. It lacks robust ecommerce reporting and attribution modelling features. So keep your GA3 tracking intact for as long as possible.

Note(1): The reporting view that you create in the GA4 property is called the **GA4 reporting view**.

Note(2): You can create only one reporting view in a GA4 property.

FAQ: How do I transfer my Universal Analytics (GA3) data into GA4?

Both GA3 and GA4 use different data schemas. Because of that, it is not possible to transfer your GA3 data into your GA4 property.

But there is a workaround. You can transfer both your GA3 and GA4 data into BigQuery and then manipulate it there.

GA4 provides a free connection to BigQuery but GA3 does not (unless you use GA360).

With the help of a third-party solution/connector, it is possible to send data from GA3 to BigQuery without using GA 360.

For step by step instructions, check out this article: [Sending data from Google Analytics to BigQuery without 360](#)

FAQ: How do I save my Universal Analytics data from being deleted?

As you know with the sunset of Universal Analytics next year, Google will most likely delete all of your historical analytics data.

If you want to save your historical GA3 (Universal Analytics) data from being deleted then import it into BigQuery.

By backfilling Google Analytics data in BigQuery, you can export historical data into your BigQuery project.

‘Supermetrics for BigQuery’ connector allows you to backfill up to six months’ worth of data at one time.

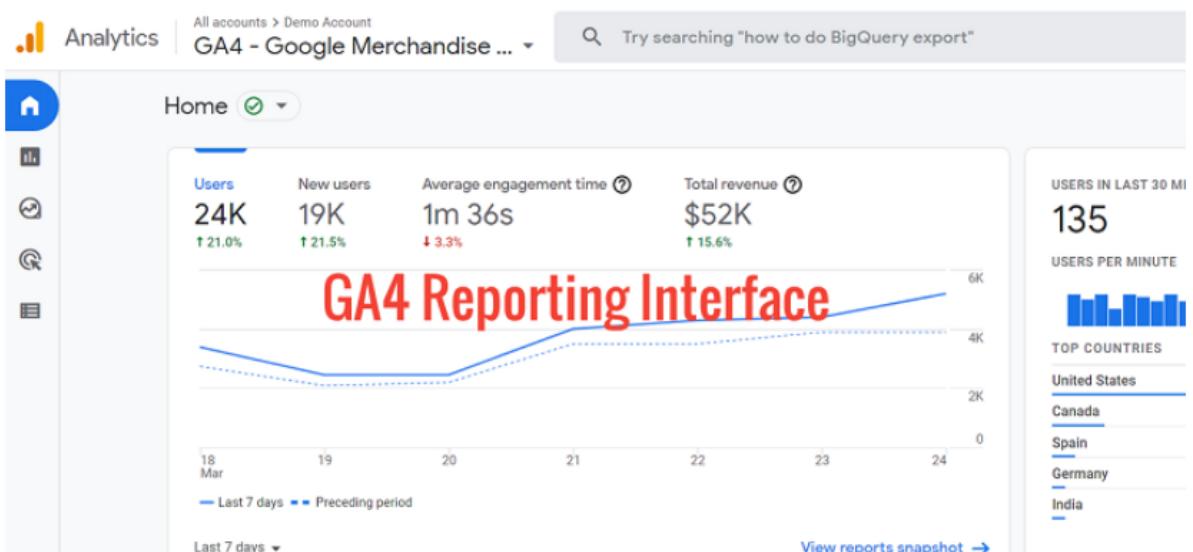
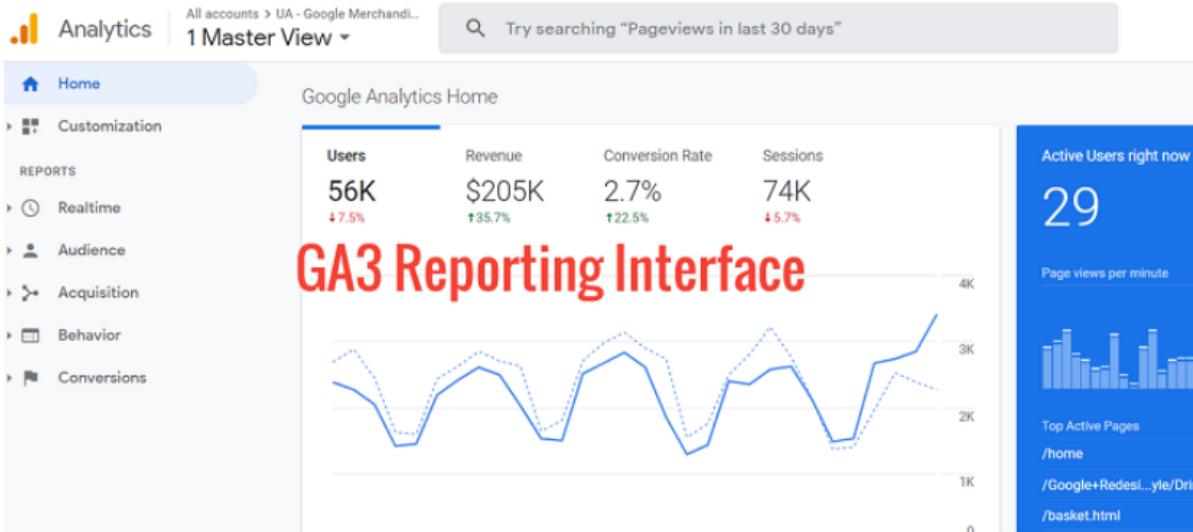
If you want to backfill more data then you would need to do it in separate batches of six months sized.

For step by step instructions, check out this article: [How to backfill Google Analytics data in BigQuery](#)

Key differences between GA4 and GA3 (and earlier versions)

#1 Reporting Interface

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At first glance, the GA4 reporting view may look intimidating as many of the reports and metrics that you have been familiar with are not there.

They have either been removed or replaced.

You are going to see different sets of reports in your GA4 view and you are not going to see many reports.

This is because many of the reports are generated only when you start tracking events.

The reporting interface of the GA4 view looks similar to that of Google Analytics for firebase (because GA4 is built on firebase analytics).

But it is quite different from any GA3 reporting view.

#2 Measurement Model

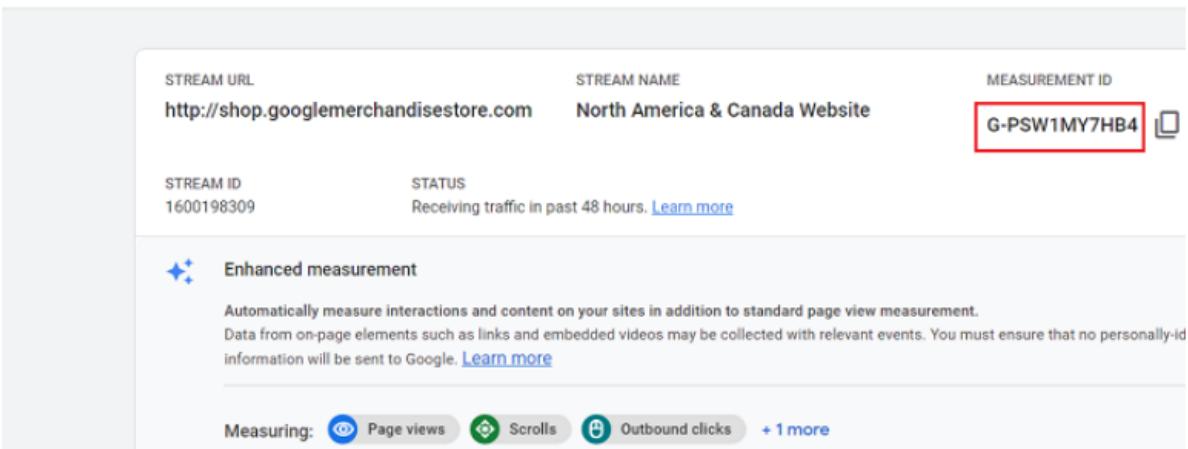
GA3 (aka Universal Analytics') uses the measurement model which is based on sessions and pageviews.

Whereas, GA4 uses the measurement model which is based on events and parameters. In GA4 even a 'pageview' is considered an event.

#3 Tracking IDs

In order to set up any type of tracking in GA4 via GTM, we use the **measurement ID**.

× Web stream details



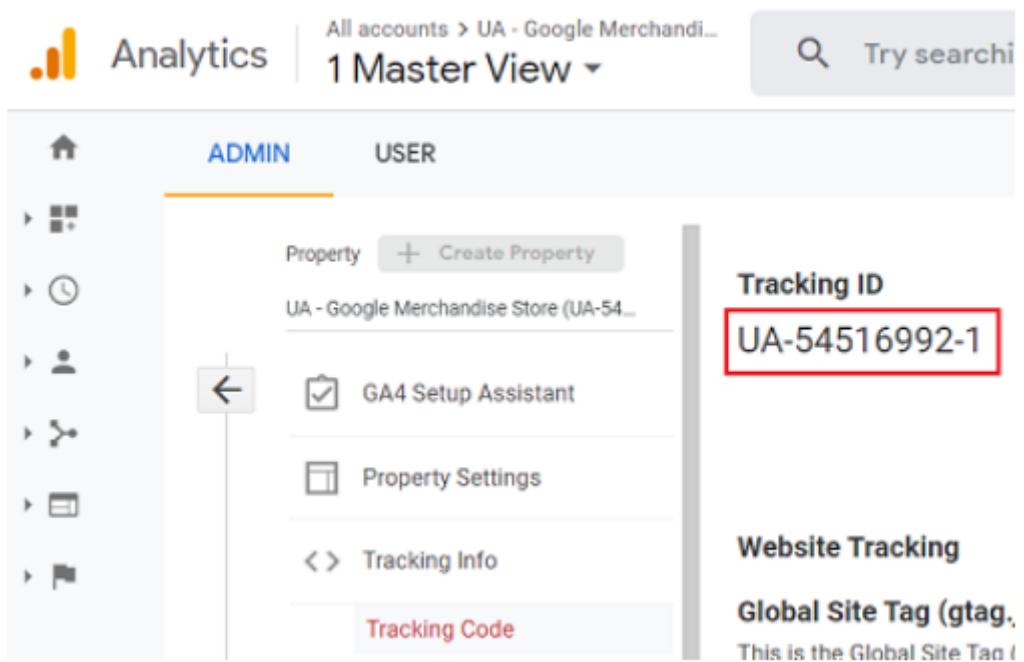
The screenshot shows the 'Web stream details' page in Google Analytics. It displays the following information:

STREAM URL	STREAM NAME	MEASUREMENT ID
http://shop.googlemerchandise.com	North America & Canada Website	G-PSW1MY7HB4
STREAM ID	STATUS	
1600198309	Receiving traffic in past 48 hours. Learn more	

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 1 more

Whereas, in order to set up any type of tracking in GA3 via GTM, we use the **tracking ID**:



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes the Analytics logo, the account name "All accounts > UA - Google Merchandis...", a dropdown for "1 Master View", and a search bar. Below the navigation is a menu bar with "ADMIN" selected (highlighted in blue) and "USER". On the left is a sidebar with various icons. The main content area shows a "Property" section for "UA - Google Merchandise Store (UA-54516992-1)". A red box highlights the tracking ID "UA-54516992-1". To the right of the tracking ID, there are sections for "Website Tracking" and "Global Site Tag (gtag.js)".

If you have set up a GA4 property with a web data stream, then your measurement ID begins with the characters 'G-'.

For example *G-SV0HS12BXZ*

If you have set up a GA3 property then it uses the tracking ID (and not measurement ID) and this tracking ID begins with characters 'UA-'.

For example *UA-1509844-8*

#4 Event Tracking set up

The events are tracked differently in GA4 than in GA3.

When you are using GA3, all the tracked events must follow the ***category-action-label-value*** schema:

Category	Equals to ▾	Videos
Action	Equals to ▾	Play
Label	Equals to ▾	Spiderman
Value	Greater than ▾	Value

This is not the case with GA4 which provides a much more flexible event tracking setup. In the case of GA4, additional information is supplied to an event via parameters:

Event Name [?](#)

+

▼ Event Parameters

Parameter Name	Value
Play	<input type="text" value="{{Play}}"/> + -
Video name	<input type="text" value="{{Video Name}}"/> + -
Add Row	

#5 Event Tracking Automation

 Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:
Page views
Scrolls
Outbound clicks
Site search
Video engagement
File downloads
⚙️



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A GA4 property has the '**enhanced measurement**' feature built-in which allows automatic tracking for certain types of events (like scroll tracking, video tracking, exit tracking, site search tracking, etc) without any additional coding/tagging.

This is something not possible with GA3.

#6 User and event data retention

Through the '*User and event data retention*' feature, you can set the amount of time for which Google Analytics retains user-specific data (i.e. data that is associated with cookies, user identifiers, or advertising identifiers) for an inactive website user, before automatically deleting it.

In the case of GA3, you can set the amount of time setting to *14 months, 26 months, 38 months, 50 months* or '*Do not automatically expire*':

A screenshot of the Google Analytics Admin interface. The left sidebar shows navigation options like Home, Admin, and User. Under Admin, the 'Data Retention' section is selected. The main content area is titled 'User and event data retention'. It explains that users can change the retention period for data based on aggregated data. A dropdown menu shows 'User and event data retention: 26 months'. Below it, a section for 'Reset on new activity' is set to 'ON'. A modal window is open, listing retention options: '14 months', '26 months' (which is checked), '38 months', '50 months', and 'Do not automatically expire'. The '26 months' option is highlighted with a red border.

All accounts > Optimize Smart Demo ...

All Web Site Data ▾

Analytics

Try searching "Worst pages by load speed"

ADMIN

USER

Property + Create Property

Optimize Smart Demo Account (UA-15...)

GA4 Setup Assistant

Property Settings

Property Access Management

Tracking Info

Tracking Code

Data Collection

Data Retention

User and event data retention

You may change the retention period for data you send that is associated based on aggregated data. Google signals data (if enabled) is retained ac
[more](#)

User and event data retention: 26 months

Reset on new activity: ON

Save Cancel

14 months

✓ 26 months

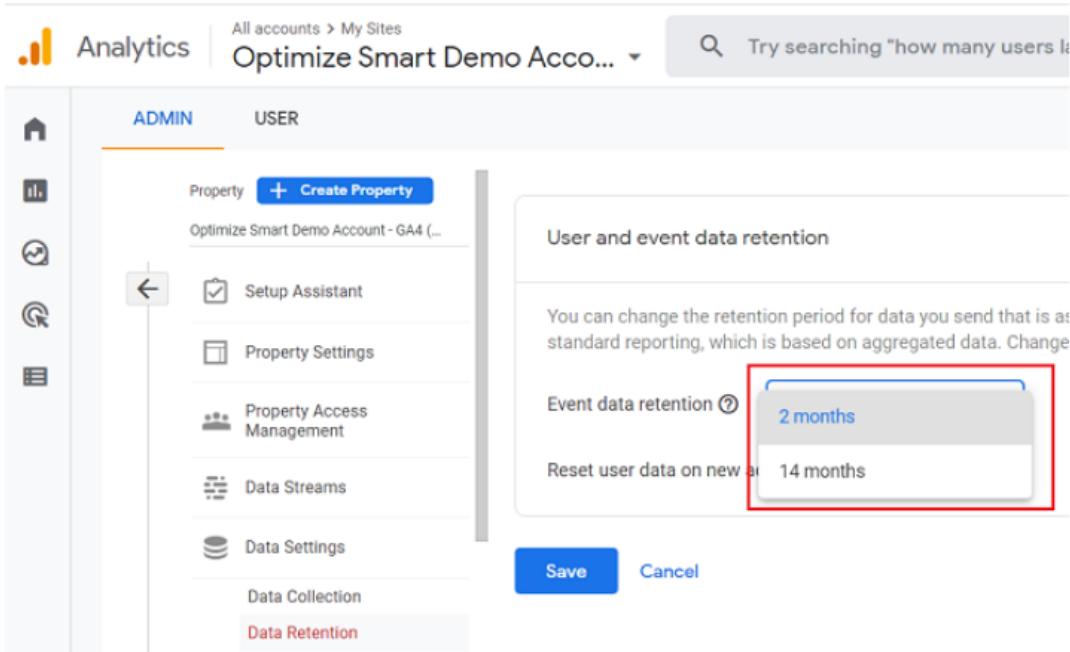
38 months

50 months

Do not automatically expire

But in the case of GA4, you can set the amount of time setting to either *2 months* or *14 months*.

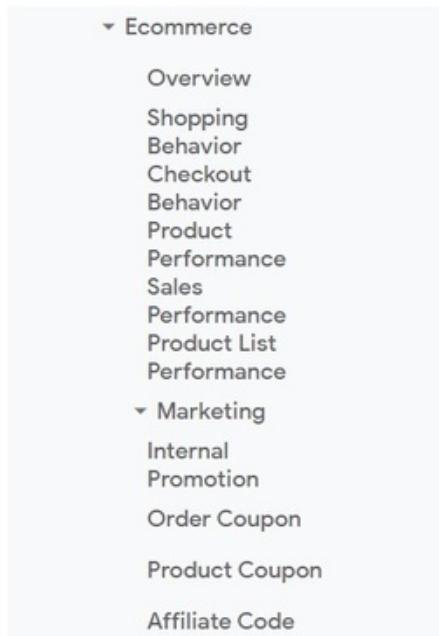
There are no other options available:



The screenshot shows the Google Analytics Admin interface under the 'Data Retention' section. On the left, there's a sidebar with icons for Home, Overview, Reports, Properties, and Admin. The main area shows a list of properties: 'Optimize Smart Demo Account - GA4 (...)' with a checkmark next to it. To the right, a panel titled 'User and event data retention' displays the current setting: 'Event data retention' is set to '2 months'. There are two options: '2 months' (selected) and '14 months'. At the bottom are 'Save' and 'Cancel' buttons.

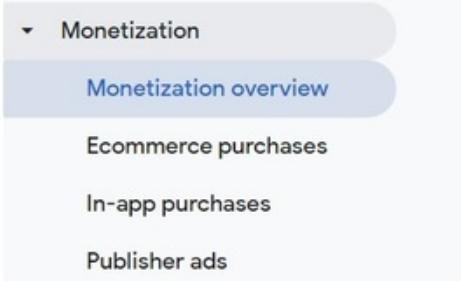
#7 E-commerce Tracking

Ecommerce Reports in GA3



The screenshot shows the Google Analytics 360 interface. The left sidebar has a dropdown menu for 'Ecommerce' which is expanded, showing sub-options like Overview, Shopping Behavior, Checkout, Behavior Product, Performance Sales, Performance Product List, and Performance. Below this, there's a 'Marketing' section with Internal Promotion, Order Coupon, Product Coupon, and Affiliate Code.

Ecommerce Reports in GA4



The screenshot shows the Google Analytics 4 interface. The left sidebar has a dropdown menu for 'Monetization' which is expanded, showing sub-options like Monetization overview, Ecommerce purchases, In-app purchases, and Publisher ads.

The e-commerce tracking capabilities provided by GA4 are still in their infancy.

They are nowhere as powerful as the e-commerce tracking capabilities provided by GA3.

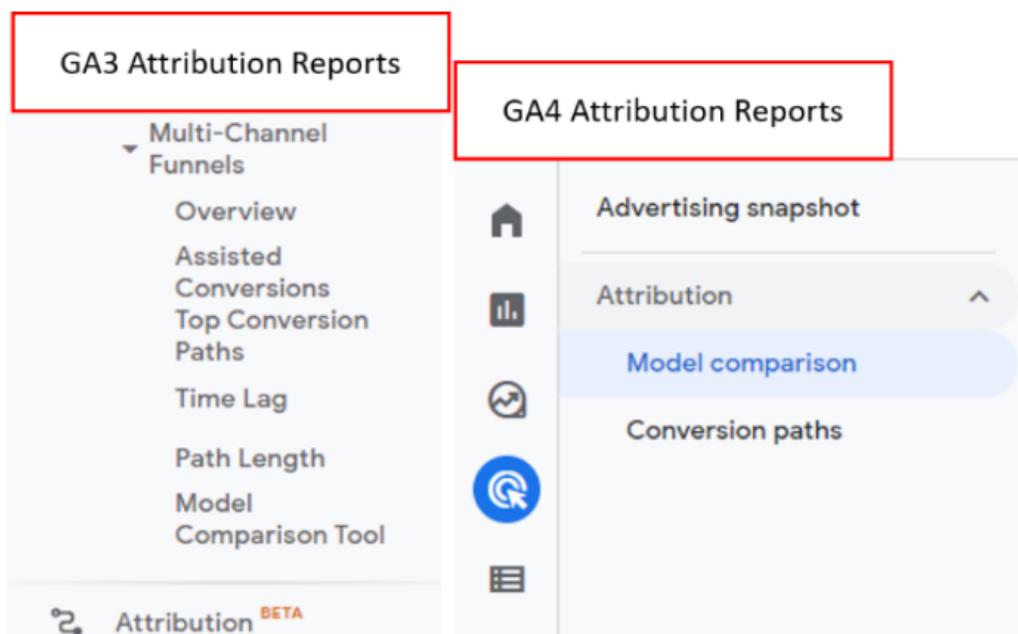
#8 Cross-device and cross-platform tracking

In the case of GA4, both the web and app data use the same schema.

Whereas in the case of GA3, this is not the case.

Because of this reason, GA4 provides much more robust and reliable cross-device and cross-platform tracking than GA3.

#9 Attribution Modelling



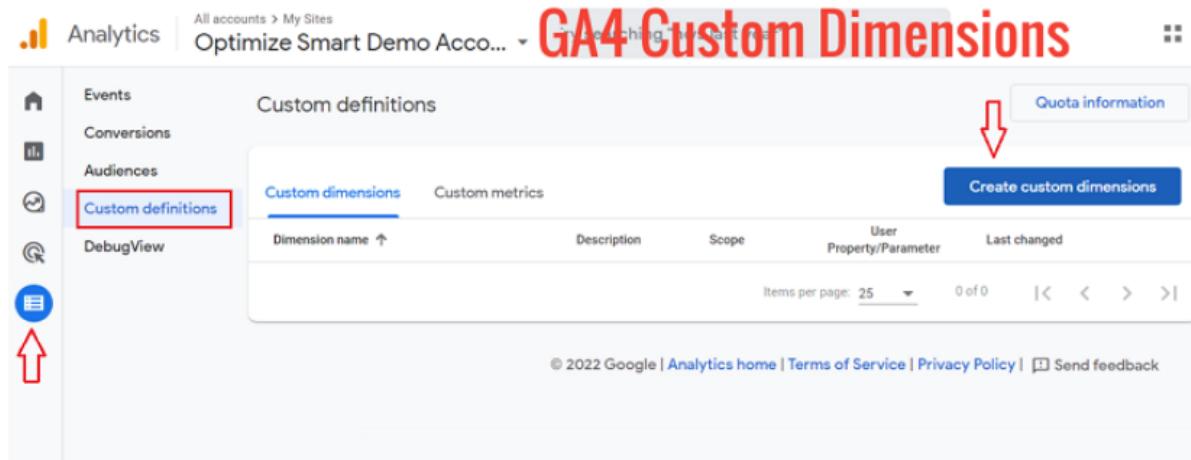
GA3 provides powerful attribution modelling capabilities via multi-channel funnels and attribution reports.

Such attribution modelling capabilities do not exist in GA4.

This is yet another powerful reason why GA4 is not yet ready for commercial consumption.

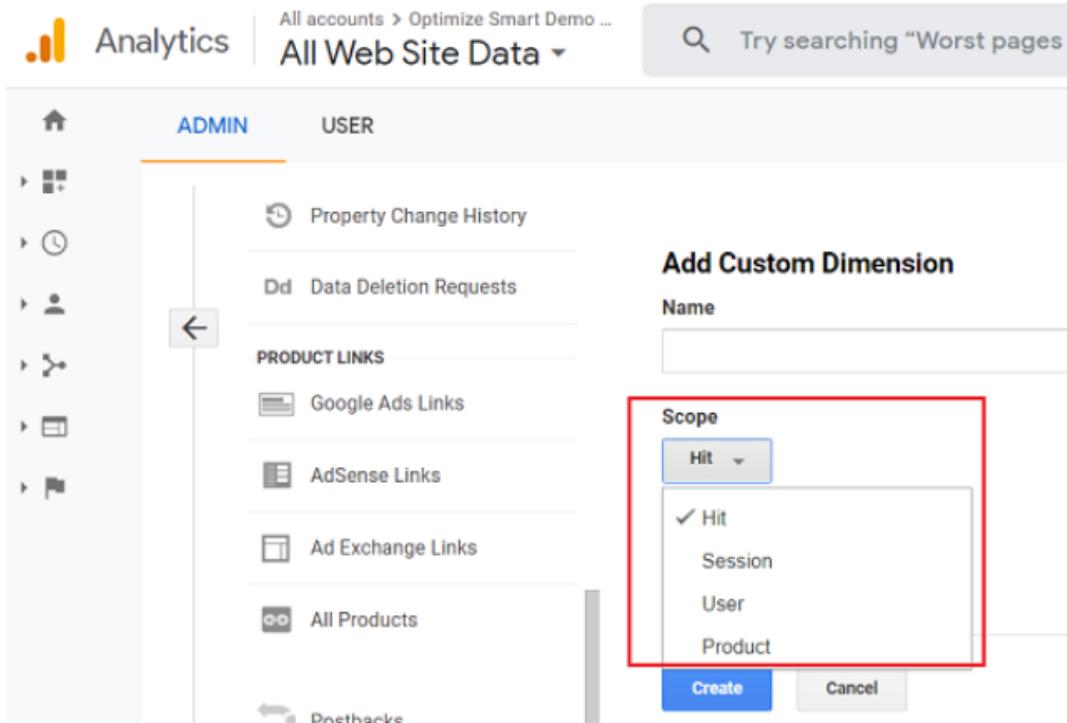
#10 Custom dimensions

In GA4, custom dimensions are created differently than in GA3:



The screenshot shows the 'Custom definitions' page in GA4. The sidebar on the left has a red box around the 'Custom definitions' icon. The main area shows a table with columns: Dimension name, Description, Scope, User Property/Parameter, and Last changed. At the top right of the main area is a blue button labeled 'Create custom dimensions'. A red arrow points from the text 'GA4 Custom Dimensions' at the top right towards this button.

If you are using GA3, you can set/change the scope of your custom dimension to 'Hit', 'Session', 'User' or 'Product'.



The screenshot shows the 'Add Custom Dimension' dialog in GA3. On the left, there's a sidebar with various icons. The main area has tabs for 'ADMIN' and 'USER'. Under 'ADMIN', there are sections for 'Property Change History', 'Data Deletion Requests', and 'PRODUCT LINKS' (Google Ads Links, AdSense Links, Ad Exchange Links, All Products). To the right of these is the 'Add Custom Dimension' dialog. It has fields for 'Name' (with a placeholder) and 'Scope' (with a dropdown menu). The 'Scope' dropdown is highlighted with a red box and shows four options: 'Hit' (selected), 'Session', 'User', and 'Product'. At the bottom of the dialog are 'Create' and 'Cancel' buttons.



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There are no ‘Hit’ and ‘Session’ scopes in the case of GA4. It has been replaced by the ‘event’ scope.

For now, you can not create a custom dimension with the ‘product’ scope in GA4. You would need to use e-commerce parameters.

You can create a custom dimension in GA4 with either the ‘event’ scope or ‘user’ scope:

X New custom dimension Save

<p>Dimension name <small>?</small></p> <input type="text"/> <p>Description <small>?</small></p> <input type="text"/> <p>Event parameter <small>?</small></p> <div style="border: 1px solid #ccc; padding: 5px; width: 150px; margin-top: 5px;">Select an event parameter</div>	<p>Scope <small>?</small></p> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9; border-radius: 5px; width: 150px; margin-bottom: 5px;">Event</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff; border-radius: 5px; width: 150px;">User</div>
--	---

In GA4, the value of custom dimensions and custom metrics are supplied by logged event parameters and user properties.

This is not the case with GA3.

#11 Custom metrics

In GA4, custom metrics are created differently than in GA3.

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The screenshot shows the 'Custom definitions' section in Google Analytics. A red box highlights the 'Custom metrics' tab. A red arrow points to the 'Create custom metrics' button at the top right of the table area.

If you are using GA3, then you can set/change the scope of your custom metric to 'Hit' or 'Product':

The screenshot shows the 'Add Custom Metric' form in the Google Analytics Admin interface. A red box highlights the 'Scope' dropdown, which shows 'Hit' selected. Other options like 'Product' are also listed.

In the case of GA4, it is not possible to set/change the scope of your custom metric. A GA4 custom metric has only one scope and that is 'event' scope.

New custom metric

Metric name ? Save

Scope ? **Event** ▼

Description ?

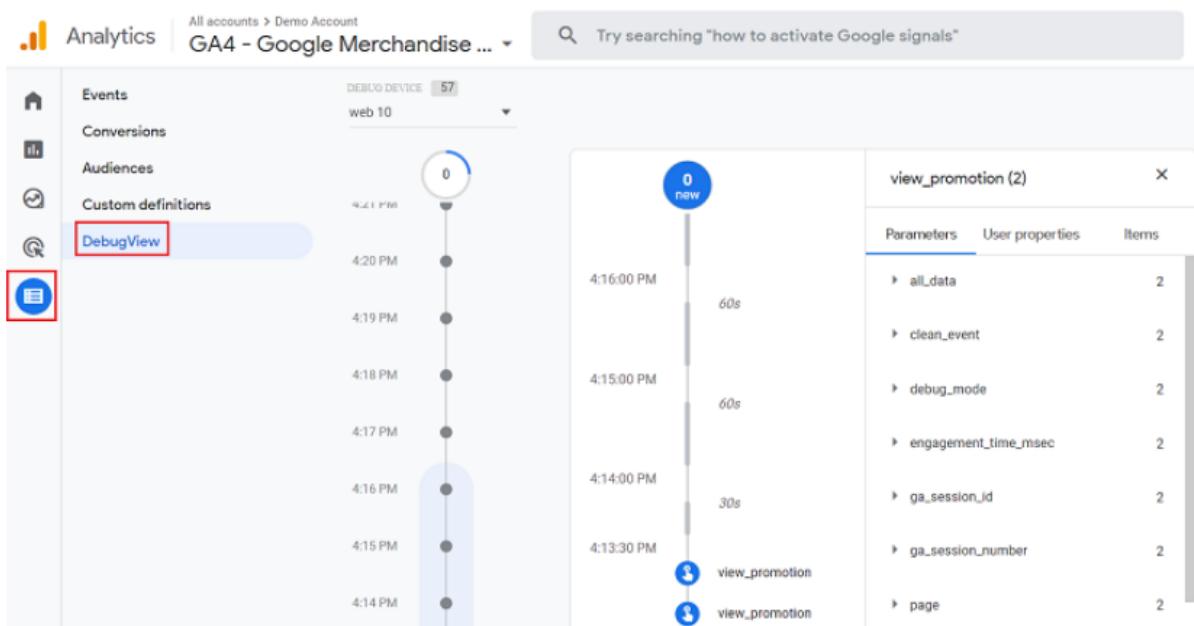
Event parameter ? **Select an event parameter** ▼

Unit of measurement ?



#12 Debugging

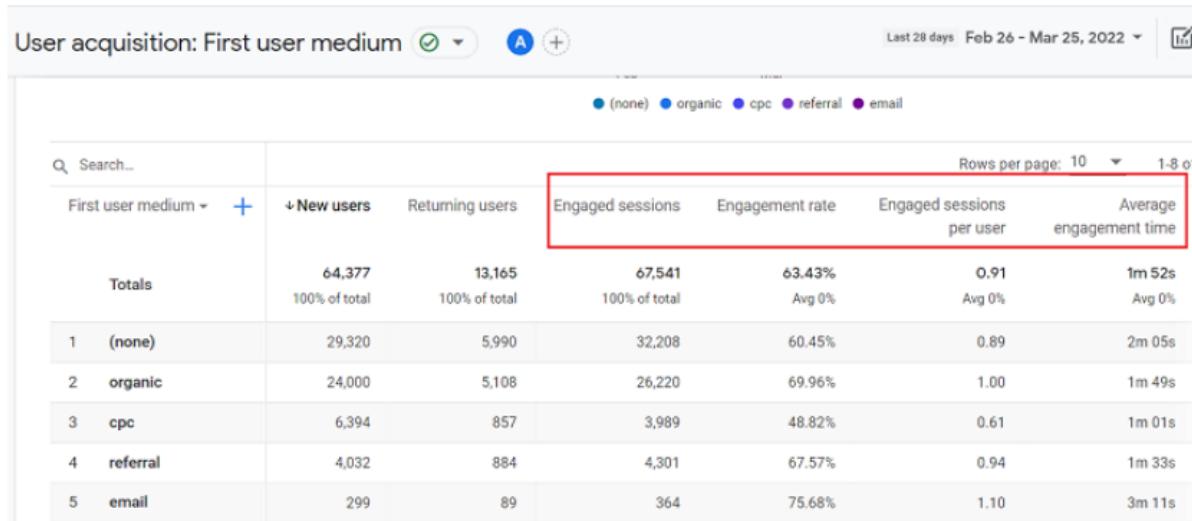
The GA4 reporting view provides the **debugView report** through which you can validate your analytics configuration from within the reporting interface:



This is impossible with a GA3 reporting view as there is no DebugView report available.

#13 Engagement metrics

GA4 reporting view provides a new set of engagement metrics that can track users' engagement with your website/app much more accurately than the pageviews and bounce rate metrics used by GA3.



The screenshot shows a Google Analytics 4 reporting view titled "User acquisition: First user medium". The date range is set to "Last 28 days Feb 26 - Mar 25, 2022". The table displays engagement metrics for different user mediums. A red box highlights the header row of the table, which includes columns for "Engaged sessions", "Engagement rate", "Engaged sessions per user", and "Average engagement time".

First user medium	New users	Returning users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals	64,377 100% of total	13,165 100% of total	67,541 100% of total	63.43% Avg 0%	0.91 Avg 0%	1m 52s Avg 0%
1 (none)	29,320	5,990	32,208	60.45%	0.89	2m 05s
2 organic	24,000	5,108	26,220	69.96%	1.00	1m 49s
3 cpc	6,394	857	3,989	48.82%	0.61	1m 01s
4 referral	4,032	884	4,301	67.57%	0.94	1m 33s
5 email	299	89	364	75.68%	1.10	3m 11s

Following are examples of GA4 engagement metrics:

1. Engaged Sessions
2. Engagement Rate
3. Engaged Sessions per User
4. Average Engagement Time

Note: There is no concept of bounce rate in GA4.

#14 IP Anonymization

Under GDPR, an IP address is considered personal data.



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Google Analytics tracks and stores the IP addresses of your website users in order to report on geolocation data.

However, GA does not report on IP addresses in its reports.

If your privacy policy or local privacy laws prevent the storage of full IP addresses then you can use the IP anonymization feature to anonymize/mask website visitors' IPs.

When you anonymize visitor IP, the last three digits from your website visitor's IP address are automatically dropped/deleted.

In other words, the IP anonymization feature sets the last octet of IPv4 user IP addresses and the last 80 bits of IPv6 addresses to zeros.

For example,

if a website visitor has a public IP of 12.214.31.144 then as soon as the IP data is received by the Analytics Collection Network, Google will anonymize/mask the IP to 12.214.31.0

If you are using the GA3 property then you have the option to enable or disable IP anonymization:

The screenshot shows the 'Google Analytics Settings' configuration in Google Tag Manager. It includes a dropdown for 'Select Settings Variable...', a checked checkbox for 'Enable overriding settings in this tag', a tracking ID input field containing 'UA-1588844-24', and a 'More Settings' section. Under 'Fields to Set', there is a row with two items: 'anonymizelp' set to 'true'. The 'anonymizelp' item is highlighted with a red rectangle.

The IP anonymization is disabled by default in GA3.

However,

If you are using a GA4 property then the IP anonymization feature is built-in, is enabled by default and you can not disable it.

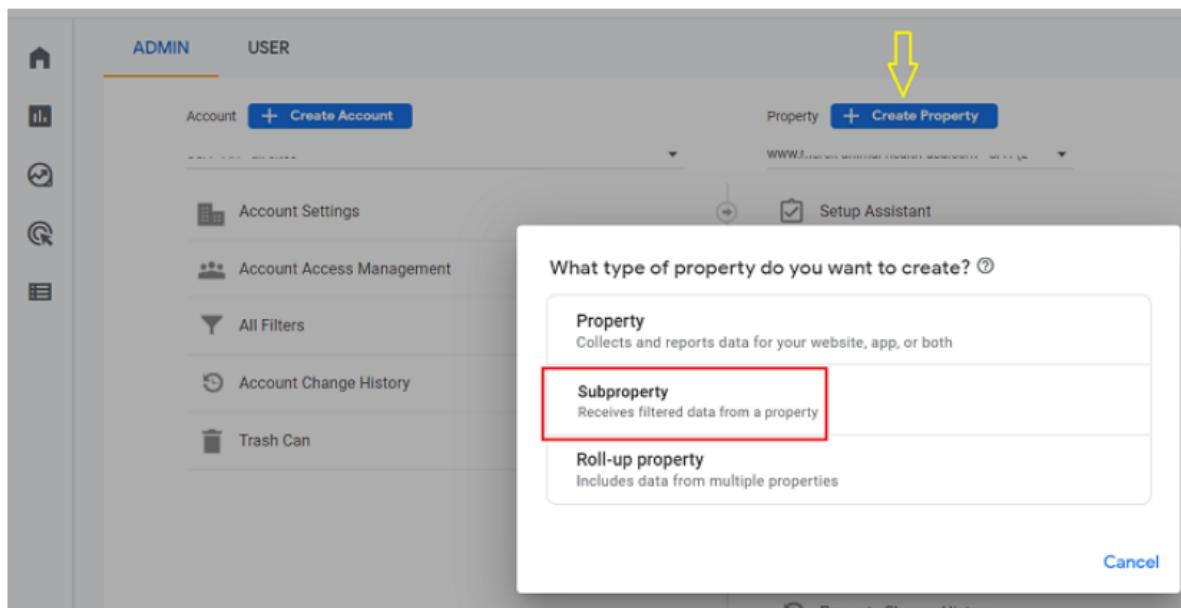
#15 Reporting views

If you are using GA3, you can create up to 25 reporting views per property. But in the case of GA4, you can use only one reporting view.

Currently, there is no option to create additional views in the standard GA4 property.

However,

If you are using GA4 360, you can create replicate some of the functionality of a reporting view by creating a new sub-property.



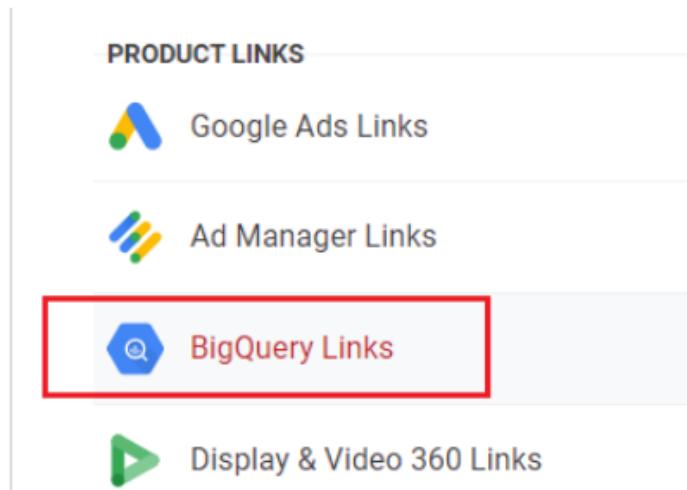
There are workarounds available for creating additional views in GA4 standard.

You can create new ‘Audiences’ or ‘Data Streams’ and use them in place of filtered views.

#16 BigQuery

GA4 comes with a free connection to Big Query. So you can access the raw GA4 data and can run SQL queries on it.

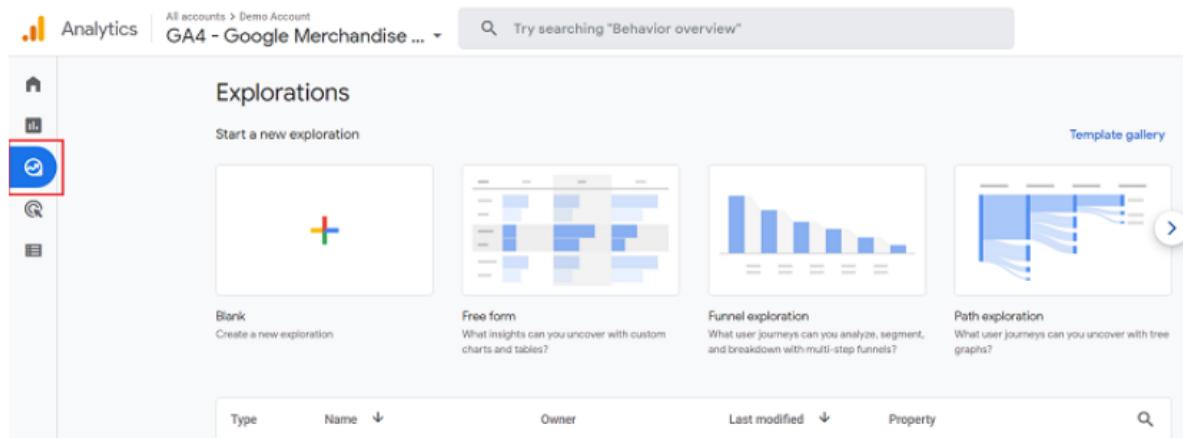
This helps in more precise and multilevel data analysis of your users so that it is easy to understand the user activities on the website.



GA3 does not come with a free connection to BigQuery (unless you are using GA 360).

#17 Explorations Reports

The reporting view of a GA4 property comes with a new set of report templates called ‘Explorations’ through which you can do advanced data analysis:

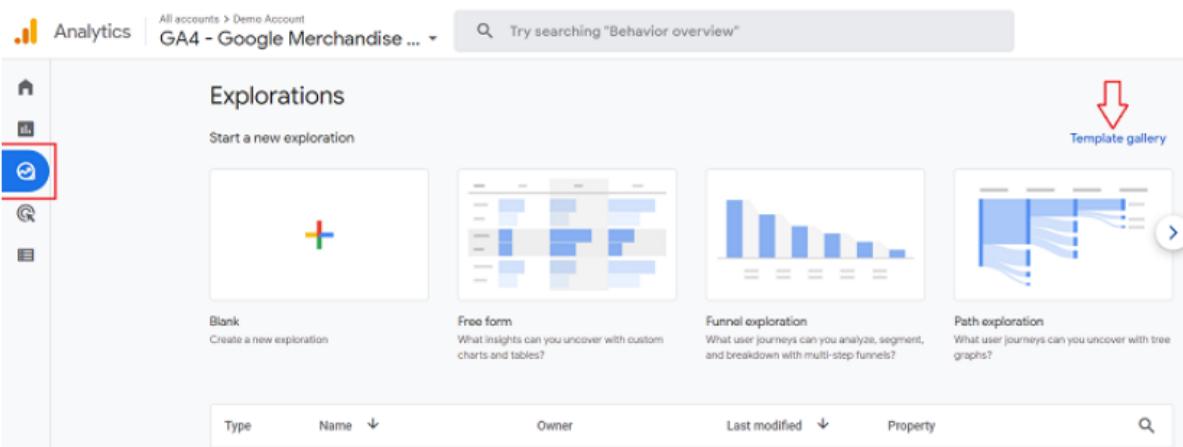


The screenshot shows the 'Explorations' section in Google Analytics. It features four template cards: 'Blank' (Create a new exploration), 'Free form' (What insights can you uncover with custom charts and tables?), 'Funnel exploration' (What user journeys can you analyze, segment, and breakdown with multi-step funnels?), and 'Path exploration' (What user journeys can you uncover with tree graphs?). Below the cards is a search bar and a filter bar with columns for Type, Name, Owner, Last modified, Property, and a search icon.

Following are the various GA4 Exploration report templates:

1. Blank report
2. Free form report
3. Funnel exploration report
4. Path exploration report
5. Segment overlap report
6. User explorer report
7. Cohort exploration report
8. User lifetime report

You can see the full list of the GA4 exploration report templates by clicking on the '**Template Gallery**' link:



This screenshot is identical to the one above, showing the 'Explorations' section in Google Analytics. The 'Template gallery' link is again highlighted with a red arrow. The interface includes the same four template cards and the same search/filter functionality.

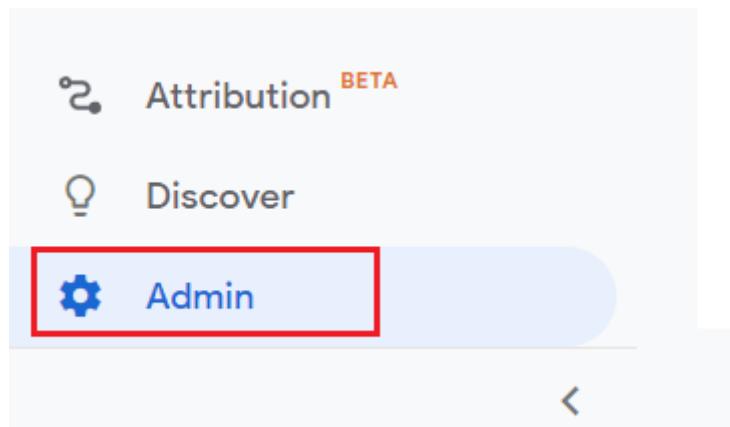


In the case of GA3, only GA 360 customers can access the exploration reports.

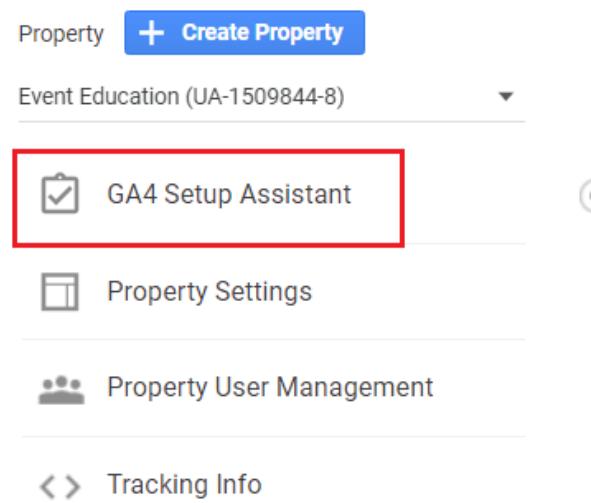
How to create and use the GA4 property?

Follow the steps below to create and use the GA4 property:

Step-1: Navigate to the admin section of your reporting view in your GA property:



Step-2: Click on the 'GA4 Setup Assistant' link under the 'Property' column:



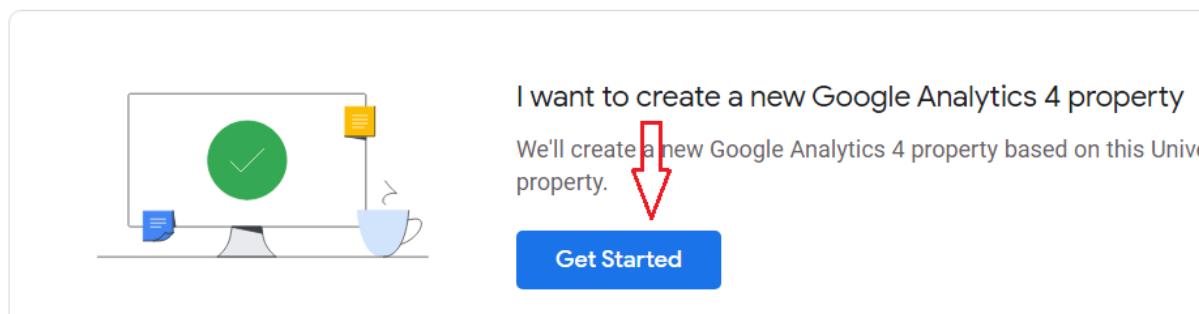
Optimize Smart

Step-3: Click on the '**Get Started**' button under the section '**I want to create a new Google Analytics 4 property**':

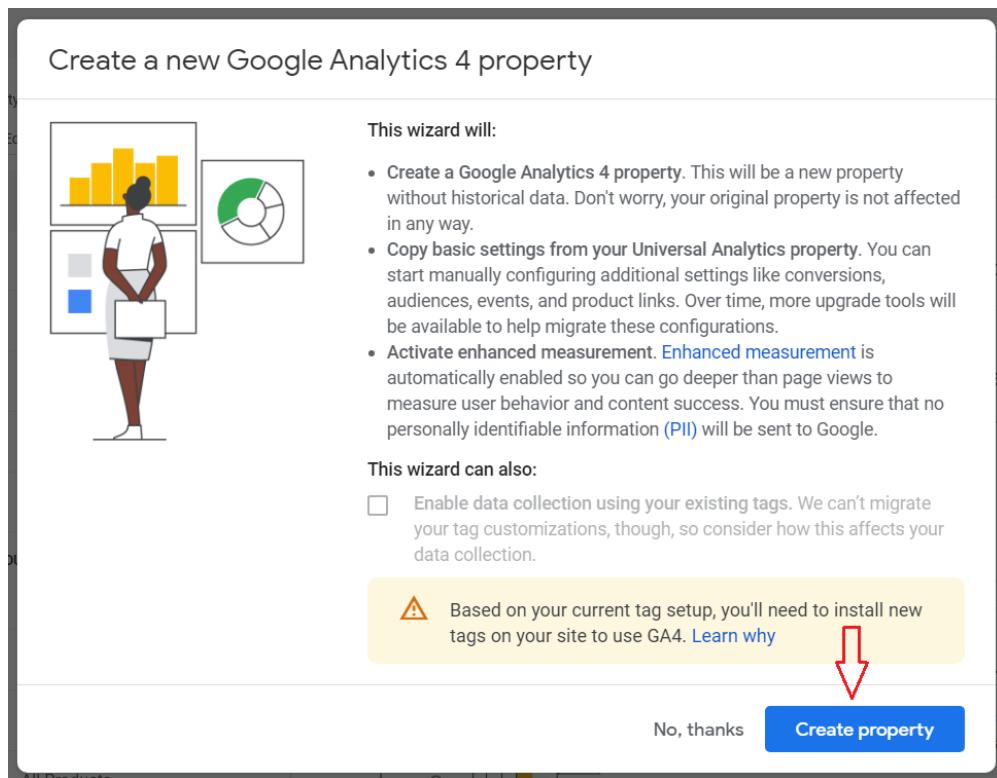
Google Analytics 4 Property Setup Assistant Not Connected

You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google property below. [Learn more about GA4](#)

This Universal Analytics property remains unchanged and continues to collect data.



Step-4: Click on the '**Create Property**' button:





Google Analytics will now automatically create the new GA4 property:

Google Analytics 4 Property Setup Assistant Connected

You have successfully connected your properties.

[Learn more about Google Analytics 4 properties](#)



Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

[See your GA4 property](#)



Connected Property

You can disconnect your properties at any time.

[Disconnect](#)

GA4 PROPERTY NAME

Event Education - GA4

PROPERTY ID

263184755

This new property will open up in a different browser tab and you will be automatically redirected to it.

Your existing GA3 property will remain intact.

So now you have access to at least two GA properties. One is your existing GA3 property and the other one is your new GA4 property.

However, this new GA4 property will not automatically start collecting data. You would need to configure your GTM so that the data starts following in your new property.

Step-5: Click on the '**See your GA4 property**' button:



Google Analytics 4 Property Setup Assistant

Connected

You have successfully connected your properties.

[Learn more about Google Analytics 4 properties](#)



Explore and set up your GA4 property.

Feel free to take next steps for setup or simply ex



[See your GA4 property](#)

You should now see a new tab opened up in your browser window with the following similar screen:

Setup Assistant Connected to Event Education

Get the most out of your new property by reviewing the following settings and features. By configuring these now, you'll have more complete data for your future analyses.

[Learn more about this Google Analytics 4 property](#)



ⓘ This is your new GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

Collection

Tag installation

Add the global site tag to your web pages or the Firebase SDK to your app so you can collect event data in your new property. [Learn more](#)



Custom event measurement

Measure custom events that are important to your business. [Learn more](#)

User ID

If your business generates user IDs, use them for cross-platform, cross-device reporting in Analytics. [Learn more](#)

Enhanced measurement

Automatically measure deep website user behavior and content success. [Learn more](#)



Step-6: Click on the 'Tag Installation' button:



Setup Assistant Connected to Event Education

Get the most out of your new property by reviewing the following settings and features. By configuring these now, you'll have more complete data for your future analyses.

[Learn more about this Google Analytics 4 property](#)



This is your new GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

Collection

Tag installation
Add the global site tag to your web pages or the Firebase SDK to your app so you can collect event data in your new property. [Learn more](#)

Step-7: Click on your web data stream:

Data Streams

All iOS Android Web

ABC
<http://www.abc.com>

No data received in past 48 hours. >

A red arrow points downwards from the "Web" tab to the "ABC" data stream entry.

Step-8: Click on '*Use existing on-page tag*' under the section 'Tagging Instructions':



× Web stream details

STREAM URL: http://www.abc.com STREAM NAME: ABC MEASUREMENT ID: G-BYVHDVB1XZ

STREAM ID: 2121316325 STATUS: No data received in past 48 hours. [Learn more](#)

Enhanced measurement Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks [+ 3 more](#)

Tagging Instructions Configure your website with one of the following methods to have data flow into this stream.

[Add new on-page tag](#)

[Use existing on-page tag](#)

Step-9: Click on the 'Google Tag Manager' drop-down menu:

Tagging Instructions Configure your website with one of the following methods to have data flow into this stream.

[Add new on-page tag](#) [Use existing on-page tag](#)

SELECT THE PRODUCT THAT CONTROLS YOUR EXISTING ON-PAGE TAG. How do I find out?

Google Analytics

Google Tag Manager

You will now see the instructions for setting up a tag for tracking your website data in the new GA4 property via GTM:

Add new on-page tag Use existing

SELECT THE PRODUCT THAT CONTROLS YOUR EXISTING ON-PAGE TAG. How do I find out?

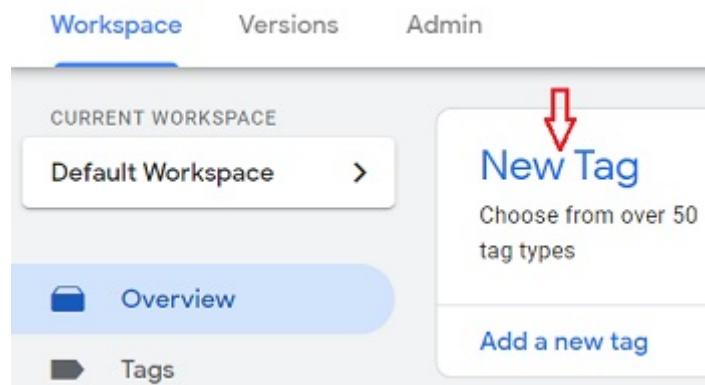
▼  Google Analytics

^  Google Tag Manager

1. Open the Google Tag Manager container that's implemented on your page.
2. Click **Tags > New**.
3. Click **Tag Configuration** and select **GA4 Configuration**.
4. Enter this Measurement ID: **G-BYVHDVB1XZ**. G-BYVHDVB1XZ
5. Select to trigger the tag on All Pages (or on the subset of pages you want to measure).
6. Save and publish your tag configuration.

Step-10: Take a note of the measurement ID.

Step-11: Navigate to your GTM account and then click on the 'New Tag' link:



Step-12: Name your new tag something like **G4 tracking - All pages** and set the tag type to '**Google Analytics: GA4 Configuration**':



X G4 tracking - All pages ⏮

Save

⋮

Tag Configuration

Tag Type

 Google Analytics: GA4 Configuration
Google Marketing Platform 

Measurement ID [?](#)



Send a page view event when this configuration loads

Fields to Set

User Properties

Advanced Settings

Step-13: Enter the measurement ID you recorded earlier in the '**Measurement ID**' text box:

Tag Configuration

Tag Type

 Google Analytics: GA4 Configuration
Google Marketing Platform 

Measurement ID 



Send a page view event when this configuration loads

› Fields to Set

› User Properties

› Advanced Settings

Step-14: Set your trigger to fire on all pages:

X G4 tracking - All pages ⏺ Save ⋮

Tag Configuration

Tag Type

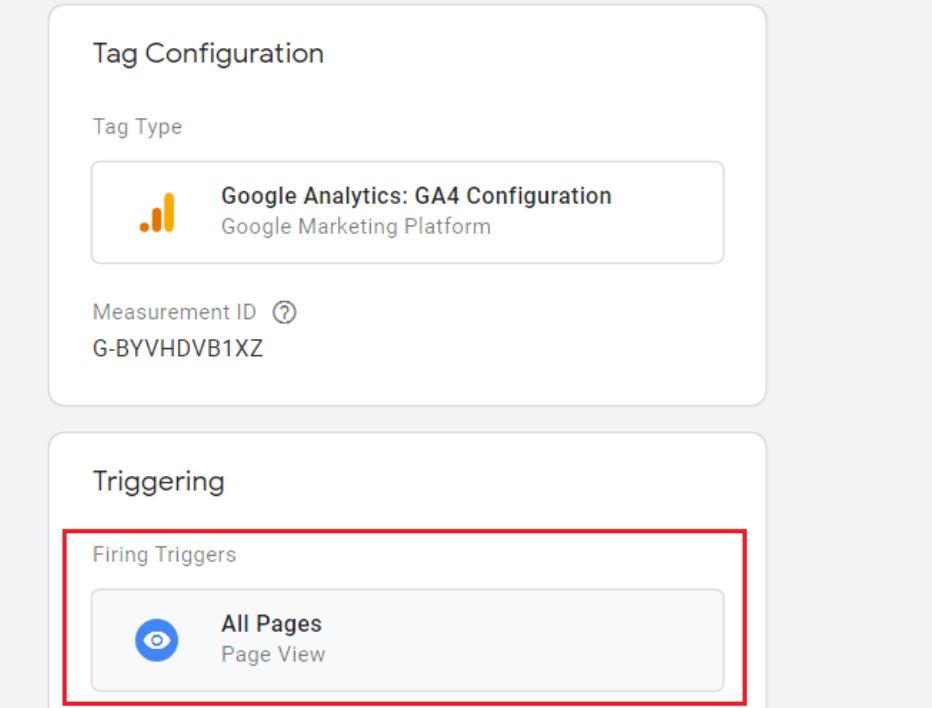
Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID ⓘ
G-BYVHDVB1XZ

Triggering

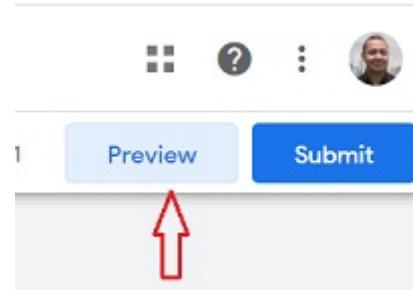
Firing Triggers

All Pages
Page View



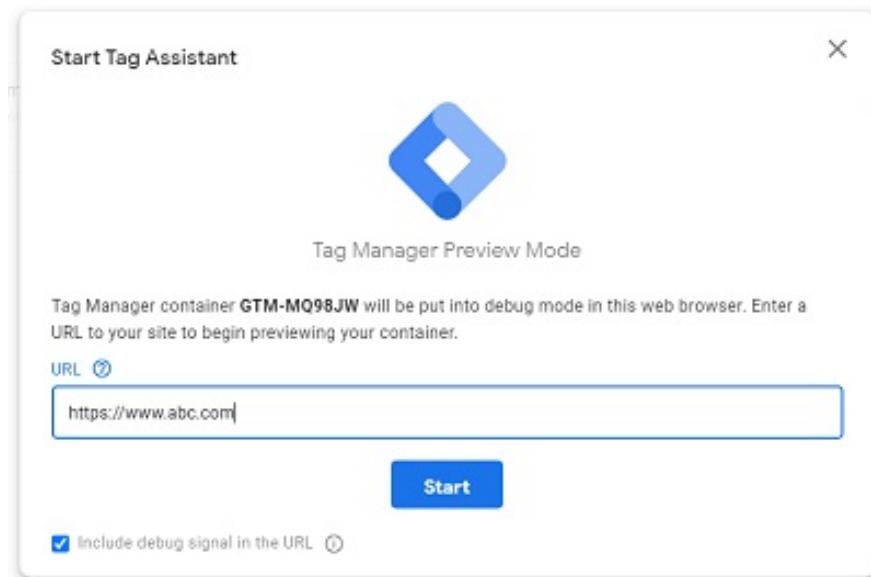
Step-15: Click on the 'Save' button.

Step-16: Click on the 'Preview' button at the top right-hand side:



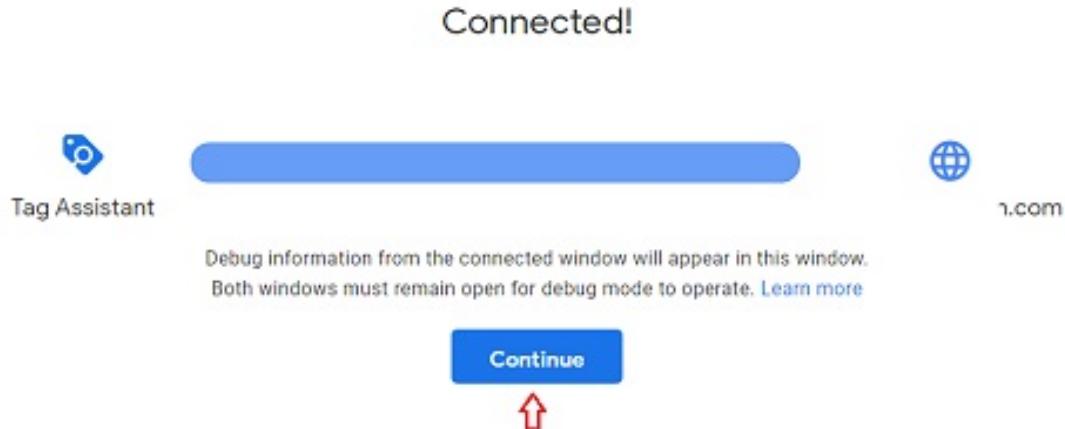
The tag manager preview mode window would open in a new browser tab. If it doesn't then it means your browser is blocking the window.

Step-17: Enter your website URL and then click on the 'Start' button:



Once you click on the 'Start' button, one new tab will open up in your browser window which shows your website.

Step-18: Switch back to the browser tab which shows your tag manager preview mode window and then click on the 'Continue' button:



Step-19: If you see the tag **G4 tracking - All pages** under the **Tags Fired** section then it means your tag is firing correctly:



Output of GTM-MQ98JW ②

Tags

Variables

Tags Fired

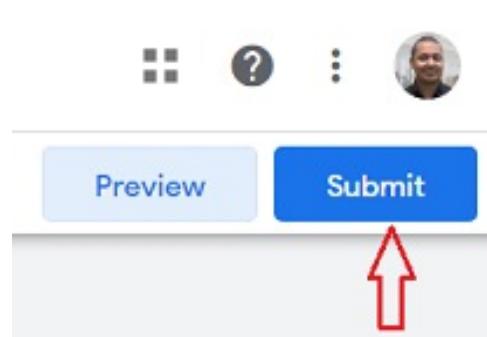
Google Analytics Tracking - All Pages

Google Analytics: Universal Analytics - Fired 1 time(s)

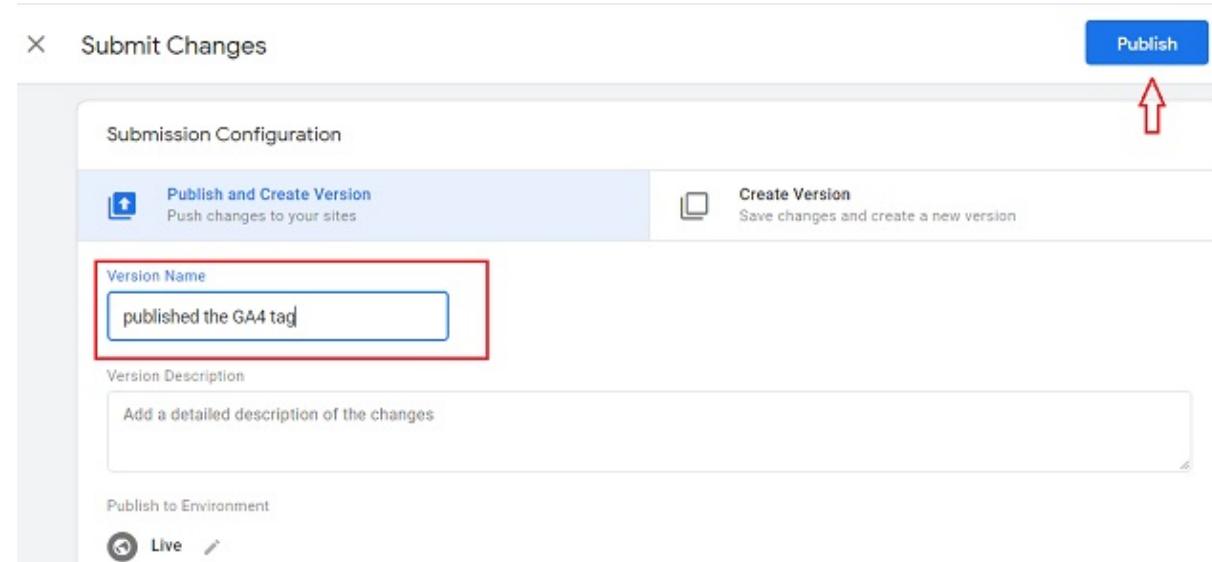
G4 tracking - All pages

Google Analytics: App + Web Configuration - Fired 1 time(s)

Step-20: Navigate back to your GTM account and then click on the 'Submit' button:



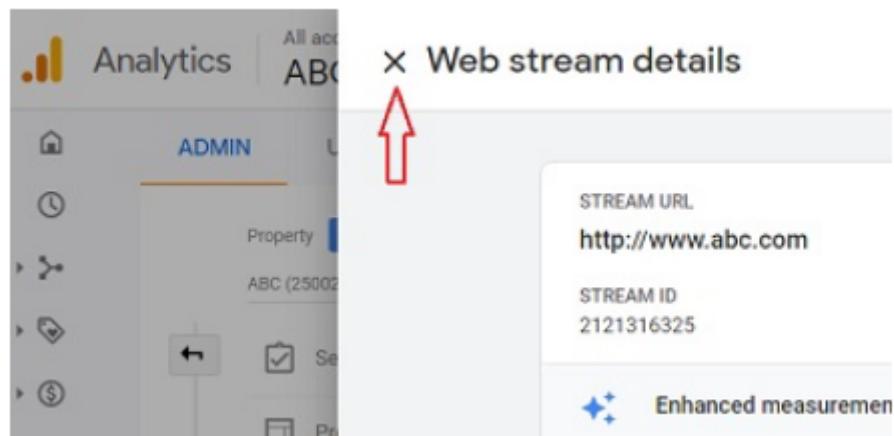
Step-21: Give your version a name and then click on the 'Publish' button:



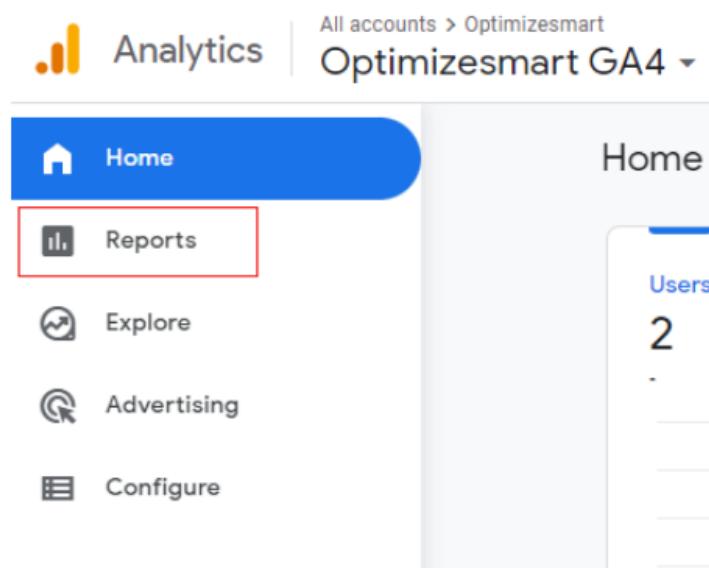
Optimize Smart

Step-22: Navigate back to your website and visit a couple of pages.

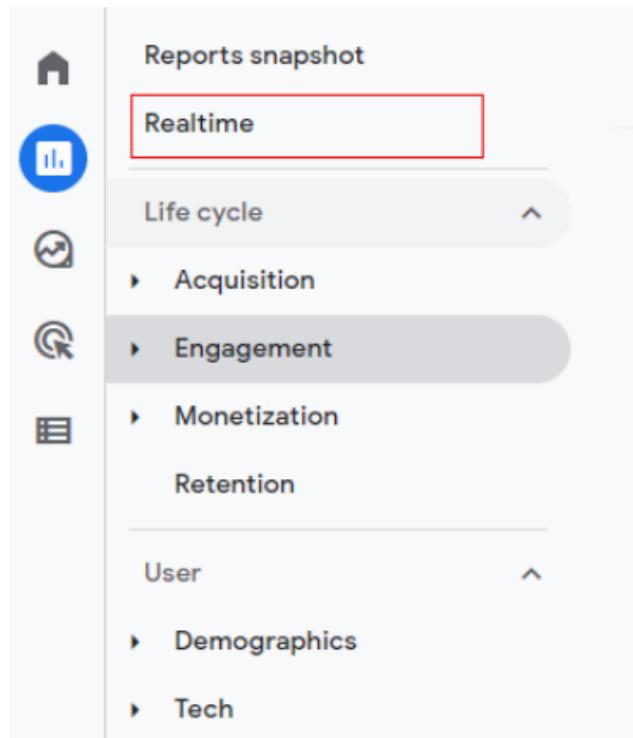
Step-23: Navigate back to your GA4 property and then click on the cross button next to '**Web stream details**':



Step-24: Click on the '**Reports**' icon from the left-hand side navigation:

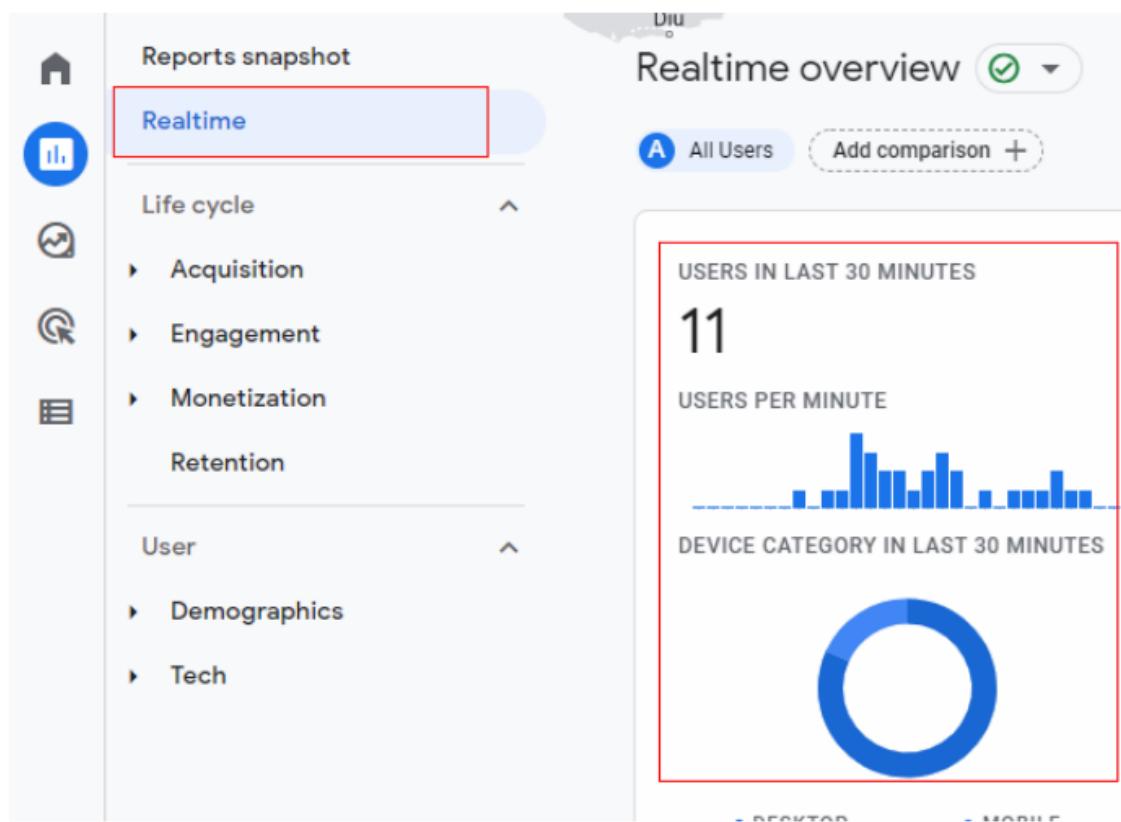


Step-25: Click on the '**Realtime**' report:



You should now be able to see new data flowing in your real-time report:

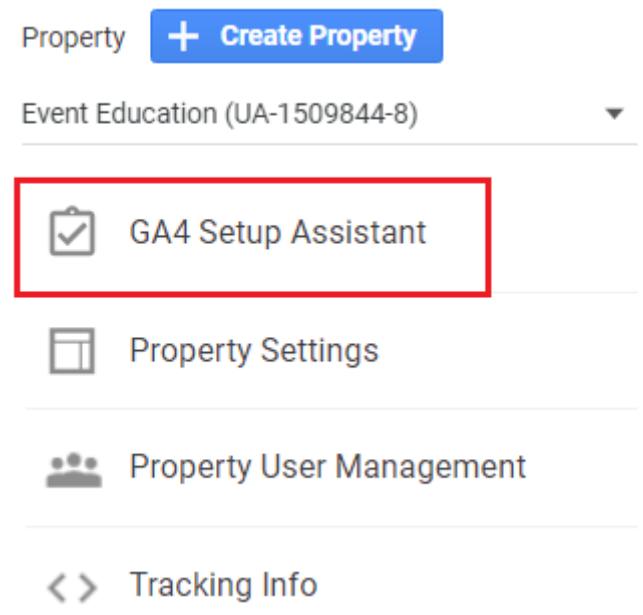
Optimize Smart



Note: When you create a new property from within an existing GA3 property, the GA4 property is now the default option:

The screenshot shows the Google Analytics Admin interface under 'Event Education Main View'. The left sidebar has 'ADMIN' selected. A 'Create property' section is visible. In the center, a 'Property setup' step is shown with a red box highlighting the instruction 'Create a Google Analytics 4 property to measure your web and/or app data.' Fields for 'Property name' (empty), 'Reporting time zone' (United States - (GMT-08:00) Los Angeles Time), and 'Currency' (US Dollar (USD \$)) are also visible.

Note: Even after you have created your new GA4 property, you would continue to see the 'GA4 Setup Assistant' option in your GA3 property:



However, when you again click on the '**GA4 Setup Assistant**' link, you should see the option to 'See your GA4 property' which confirms that you have successfully set up the GA4 property and also connected it with your old GA3 property:

Google Analytics 4 Property Setup Assistant

Connected

You have successfully connected your properties.

[Learn more about Google Analytics 4 properties](#)



Explore and set up your GA4 property.

Feel free to take next steps for setup or simply exit.



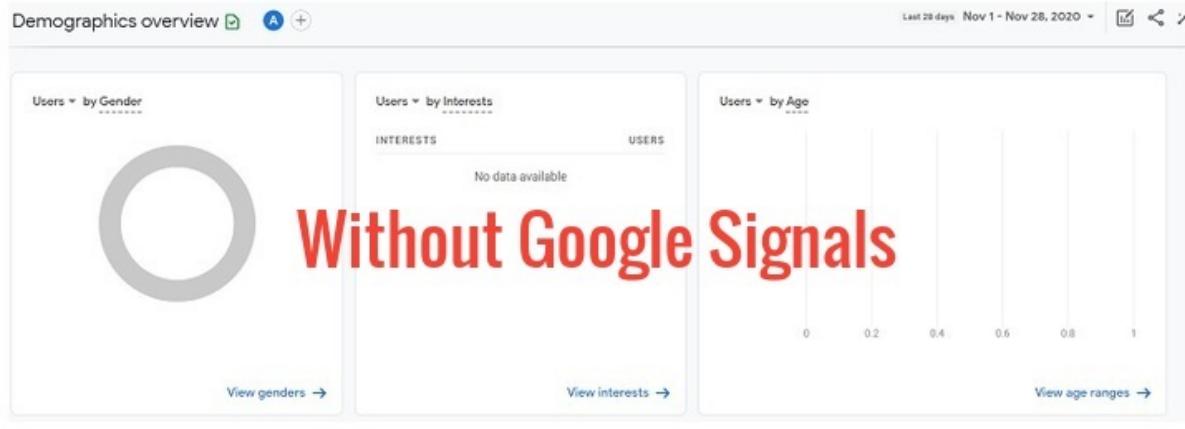
[See your GA4 property](#)

Google signals for GA4

Google Signals is an advertising reporting feature through which GA4 can collect cross-device data from those website users who have signed in to one of their Google accounts (Gmail, YouTube, etc) and have turned on [ad personalization](#).

When you activate Google Signals for your GA4 property, you can:

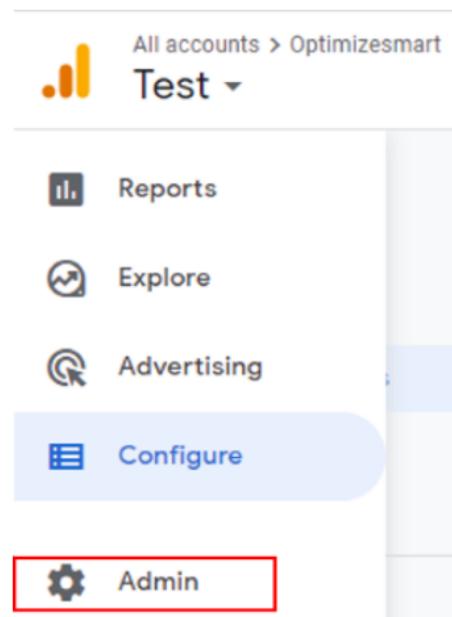
1. More accurately track users across different devices and platforms.
2. Remarket to more website users across devices.
3. Analyze users' data by age, gender and interest.



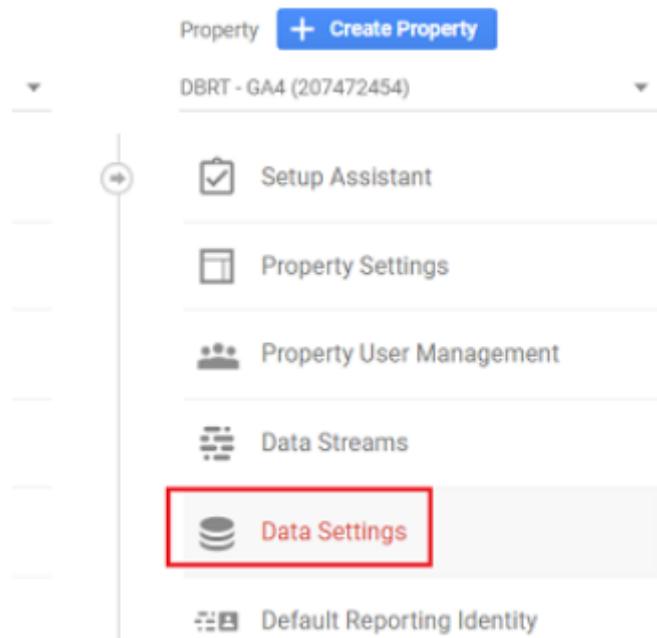
Note: Google signals is not enabled by default in GA4.

To activate Google Signals for your GA4 property, follow the steps below:

Step-1: Navigate to the 'Admin' section of your GA4 property:



Step-2: Click on 'Data Settings' under the Property column:



Step-3: Click on 'Data Collection':

Property [+ Create Property](#)

IRT - GA4 (

- Setup Assistant
- Property Settings
- Property User Management
- Data Streams
- Data Settings
- Data Collection**
- Data Retention
- Data Filters
- Default Reporting Identity

Step-4: Click on the '[Google Advertising Features Policy](#)' link and then go through the policy:

Enable Google signals data collection

i Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remark devices.

Analytics features are being enhanced to help you better understand your customers across devices using Google data.

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), in categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data is users via [My Activity](#).

In Google's own words:



Optimize Smart

"By activating the Google Signals features, you acknowledge you adhere to the Google Advertising Features Policy, including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via My Activity"

If your company can not agree with the Google Advertising features policy then you should not activate Google Signals.

Step-5: If you agree with the Google Advertising policy then click on the 'Get Started' button:

The screenshot shows a user interface for enabling Google signals data collection. At the top, there is a message: "Changes made in Firebase admin to the Google signals setting are not exposed in GA change history." Below this, there is a section titled "Enable Google signals data collection". A red arrow points from the text "Analytics features are being enhanced to help you better understand your customers across devices using Google data." down to the "Get started" button. The "Get started" button is highlighted with a blue background and white text. There is also a note: "Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices."

Step-6: Click on the 'Continue' button:

Activate Google signals

Analytics features are being enhanced to help you better understand your customers across devices using Google data. This new setting will enable:



New Cross Device capabilities

Including new Cross Device reporting and remarketing.



More insights using Google data

Provides deeper insights on your customers using Google data such as enhanced Audience and Demographics reporting.



All existing Advertising Features

Includes all existing advertising features such as demographics & interests reports and remarketing.

[Learn more about Google signals.](#)

CONTINUE



Step-7: Click on the 'Activate' button:

Activate Google signals BETA

Analytics features are being enhanced to help you better understand your customers across devices using Google's signed-in data. This new setting will enable:



New Cross Device capabilities



More insights using Google data



All existing Advertising Features

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

Note: Google signals will activate in full for app streams in Google Analytics 4 (GA4) properties. Only demographics and interests reporting (based on advertising identifiers) is available at this time for web streams in GA4 properties, though other features will launch soon.

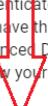
Clicking 'Activate' will activate Google signals for **this property** only.

REVIEW YOUR DATA SHARING SETTINGS

You **have** enabled data sharing to help improve Google's products and services. The data sharing setting will also apply to authenticated visitation data collected by Google signals which is associated with Google user accounts. You acknowledge that you have the necessary rights from your end users, including disclosures in your privacy policy to share this data with Google. Enhanced Demographics and Interests Reporting is available only if you have enabled data sharing with Google. Click [here](#) to review your data sharing settings.

ACTIVATE

DECIDE LATER



You should now see a screen like the one below:

i Changes made in Firebase admin to the Google signals setting are not exposed in GA change history.

Enable Google signals data collection

By activating Google signals, you enable Google Analytics to collect data about your traffic in addition to data implementation in order to provide additional features like cross-device audiences and insights.

When enabled, Google Analytics will collect visitation information and associate it with Google information for this association for the purpose of ads personalization. This Google information may include end user location that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross-device audiences. You acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories from your end users for such association, and that such data may be accessed and/or deleted by end users.

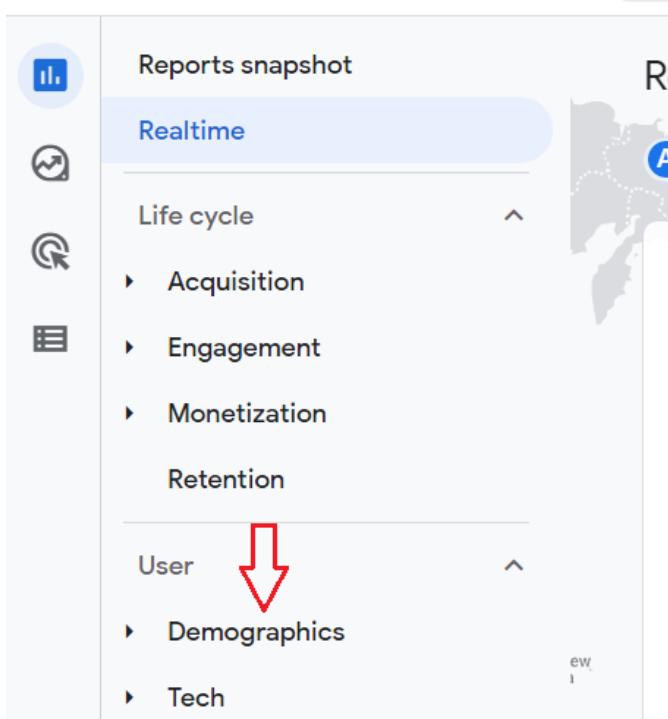
Note: Enabling the above toggle causes Google Analytics to automatically collect additional data about your Google signals, you should disable the toggle above as well as ensure that you have not [manually enabled](#) any AdSense tags.

If in the future, you want to disable Google Signals then you should switch off the setting '*Enable Google Signals data collection*'.

Step-8: After 24 hrs have elapsed, navigate to the home page of your GA4 reporting view.

Step-9: Click on the '**Demographics**' drop-down menu:

All accounts > My Sites
DBRT - GA4 ▾



A screenshot of the Google Analytics Realtime report. On the left, there's a sidebar with icons for Home, Overview, Audience, Behavior, and Content. The main area shows a 'Reports snapshot' with a 'Realtime' tab selected. Below it is a 'Life cycle' section with 'Acquisition', 'Engagement', and 'Monetization' items. Under 'Retention', there's a 'User' section with a red arrow pointing down to the 'Demographics' item. To the right is a map of the United States with a blue circle labeled 'A' over the Northeast.

- Reports snapshot
- Realtime
- Life cycle
 - ▶ Acquisition
 - ▶ Engagement
 - ▶ Monetization
- Retention
- User
 - ▶ Demographics
 - ▶ Tech

Step-10: Click on the '**Demographics Overview**' link:

Analytics | All accounts > My Sites DBRT - GA4 | Search

Reports snapshot

Realtime (highlighted)

Life cycle

- ▶ Acquisition
- ▶ Engagement
- ▶ Monetization

Retention

User

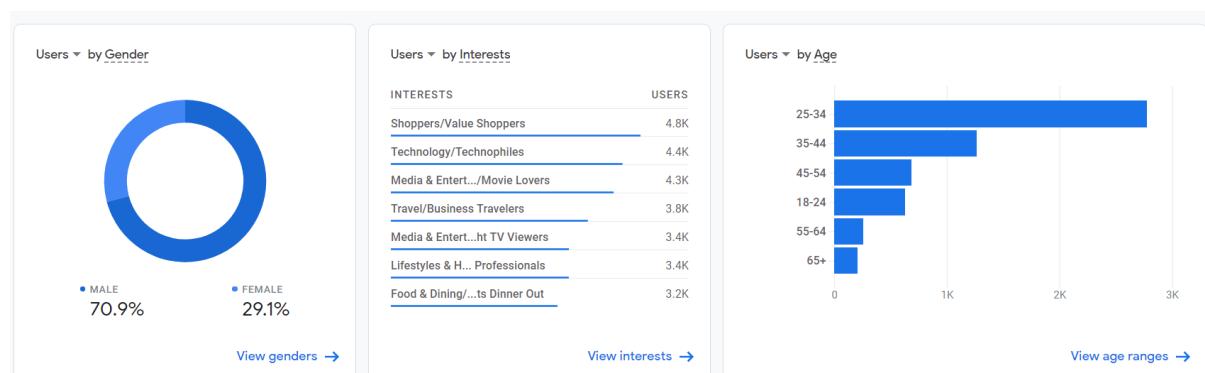
▼ **Demographics** (highlighted)

- Demographics overview** (highlighted with red border)
- Demographic details

▶ Tech

You should now see the 'Demographics overview' report.

If you can see users' data by gender, interest and age then it means, Google Signals data has started flowing in your GA4 reports:





How to connect your GA4 property with Google Ads?

Follow the steps below to connect your GA4 property with Google Ads:

Step-1: Make sure that you have the 'edit' permission on the GA4 property you want to link to your Google Ads account(s).

Step-2: Make sure that you have the 'admin' access to the Google Ads account(s) you want to link to your GA4 property.

Note: You can link all your GA4 properties to individual Google Ads account and Google Ads Manager account as well. As far as limits are concerned you can create up to 400 links per property.

Step-3: Navigate to your Google Analytics 4 property.

Step-4: Scroll down and then click on 'Admin'

Step-5: Click on '*Google Ads Linking*' under the 'Property' column:



Optimize Smart

Analytics | All accounts > My Sites DBRT - GA4 ▾ Try searching "how to set up Analyt

ADMIN **USER**

- Account Change History
- Trash Can
- Data Streams
- Data Settings
- Data Import
- Default Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests

PRODUCT LINKING

- Google Ads Linking**
- Ad Manager Linking

An overlay will appear like the one below:

 Google Ads Linking

Account Name	Account ID	Account type	Personalized Advertis	Date linked	Linked by
No links yet. Click "Link" to create one.					

Items per page: 5 ▾ 0 of 0 |< < > >|



Optimize Smart

Step-6: Click on the 'Link' button.

Step-7: Click on '*Choose Google Ads Account*':

Create a link with Google Ads

The screenshot shows a 'Link setup' interface. At the top, there's a descriptive text about linking Google Analytics to Google Ads. Below it, a numbered step '1 Choose Google Ads accounts' is shown. A list of accounts is displayed, with one account named 'Link to Google Ads accounts I manage'. To the right of this list is a blue button labeled 'Choose Google Ads accounts', which is enclosed in a red rectangular box, indicating it is the next action to be taken. A 'Next' button is located at the bottom left of the list area.

Step-8: Select one or more Google Ads account you want to link to your GA4 property and then click on the 'Confirm' button:



Optimize Smart

X Link to Google Ads accounts I manage Search Confirm

To link a GA property to a Google Ads account, you must have "edit" permissions on the GA property and admin access on the Google Ads account. Google Ads accounts for which you have admin access are listed here.

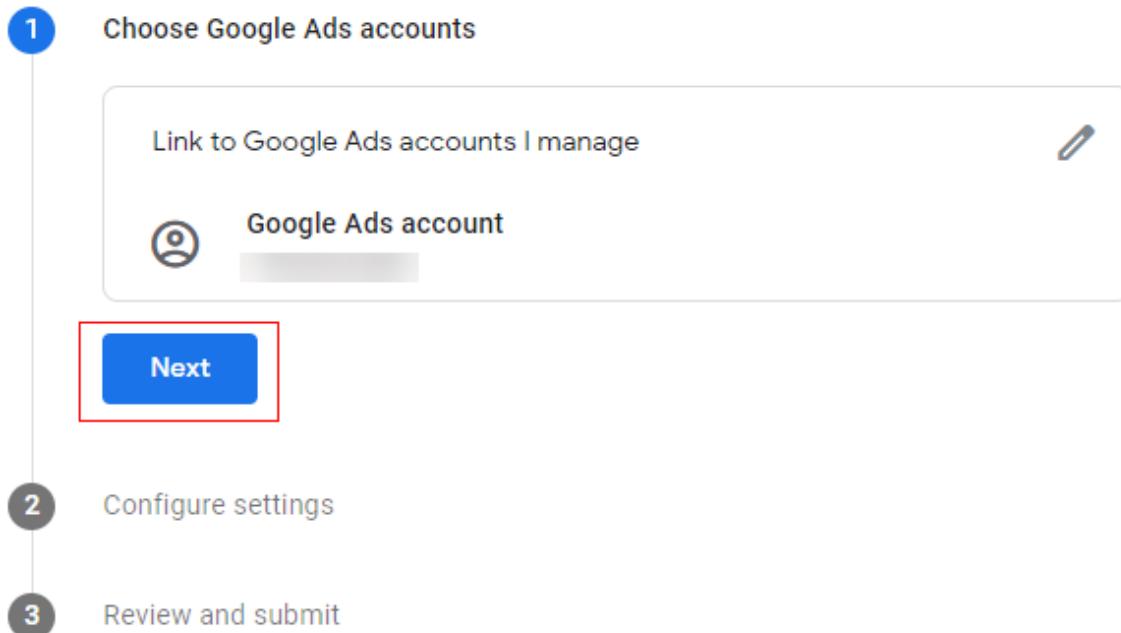
Account name	Account ID	Account type
<input checked="" type="checkbox"/> Google Ads account	[REDACTED]	Account

Items per page: 20 1 – 1 of 1 |< < > >|

Selected: 1 (maximum: 20)
You have selected a Google Ads account. You may not complete links to manager accounts and sub-accounts at the same time. You may create separate links to manager accounts once this link is completed.

Note: You will see only those Google Ads accounts for which you have 'admin' access.

Step-9: Click on the 'Next' button:



You should now see a screen like the one below:



Optimize Smart

1 Choose Google Ads accounts

2 Configure settings

Enable Personalized Advertising

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.



Enable Auto-Tagging

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.



Previous

Next

3 Review and submit

At this point, you can disable 'Personalized Advertising' and 'Auto-Tagging'.

When you disable 'Personalized Advertising', GA4 audience list and remarketing events/parameters will not be published to the linked Google Ads account. When you disable 'Auto-Tagging', Google Analytics will not automatically associate Google Ads data with customer clicks.

To disable 'Personalized Advertising', click the toggle button to 'OFF':

2 Configure settings



Enable Personalized Advertising

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.



To disable auto-tagging, click on the down arrow button:



Optimize Smart

2 Configure settings

Enable Personalized Advertising

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.



Enable Auto-Tagging

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.



[Previous](#)

[Next](#)

Select the option '***Leave my auto-tagging settings as they are***':

Enable Auto-Tagging

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.



Enable auto-tagging on selected Google Ads accounts (recommended)

This option appends a unique ID to the end of the destination URL. This ID lets Analytics report the details of each click. If this option is selected when linking to a manager account, auto-tagging will be enabled on all Google Ads Accounts directly linked to the manager account. [Learn more](#)

Leave my auto-tagging settings as they are

For accounts where auto-tagging is disabled, your data will appear as Google organic traffic until you manually add specific tags. [Learn more](#)

[Previous](#)

[Next](#)

I like to keep both 'Personalized Advertising' and 'auto-tagging' enabled:



Optimize Smart

1 Choose Google Ads accounts

2 Configure settings

 **Enable Personalized Advertising** 

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.

 **Enable Auto-Tagging**

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

Enable auto-tagging on selected Google Ads accounts (recommended)
This option appends a unique ID to the end of the destination URL. This ID lets Analytics report the details of each click. If this option is selected when linking to a manager account, auto-tagging will be enabled on all Google Ads Accounts directly linked to the manager account. [Learn more](#)

Leave my auto-tagging settings as they are
For accounts where auto-tagging is disabled, your data will appear as Google organic traffic until you manually add specific tags. [Learn more](#)

[Previous](#) [Next](#)

3 Review and submit

Step-10: Click on the 'Next' button.

Step-11: Review all of your configuration settings and then click on the 'Submit' button:



Optimize Smart

3 Review and submit

Link to Google Ads accounts | manage

Google Ads account

Data configurations

 **Enable Personalized Advertising**
Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.

 **Enable Auto-Tagging**
Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

[Previous](#) [Submit](#)

You should now see a notification like the one below which confirms that your GA4 property is linked to your selected Google Ads account(s):

 Create a link with Google Ads

Results

 **Optimize Smart**
404 121 7700

 LINK CREATED

What's next?

It may take up to 24 hours for your Google Ads link to begin displaying data.

 **Import conversions into Google Ads**
You can easily import your Analytics Conversions into Google Ads, allowing you to make more informed refinements to your campaigns without ever leaving your Google Ads account. If you are using Google Ads Smart Bidding to manage your bids, it will automatically start using Analytics Conversions once you have imported them into Google Ads.
[Learn more](#)

 **Create a remarketing audience in Analytics**
Remarketing with Google Analytics lets you segment your audience of past users and deliver relevant ads for your Google campaigns based on the actions that people have taken on your site and in your app. Take advantage of Analytics data to identify those users' interests (e.g. which product pages they visited) and build audiences focused on those users.
[Learn more](#) | [Get started](#)

Note: It may take up to 24 hours for your Google Ads link to begin displaying data.

GA4 Articles for further reading...

#1 Google Analytics 4 Intro

1. [What is GA4 \(Google Analytics 4\) – The Apps + Web Property?](#)
2. [Key Benefits of Using Google Analytics 4 \(GA4\)](#)
3. [How to upgrade to GA4 \(Google Analytics 4\)](#)
4. [Google Analytics 4 \(GA4\) vs Universal Analytics – What is the difference?](#)
5. [Google Signals GA4 – See demographics \(gender, age\) in Google Analytics 4](#)
6. [Understanding Google Analytics Measurement ID \(GA4\)](#)
7. [Google Analytics 4 training & tutorial with FREE GA4 ebook](#)
8. [Using the GA4 \(Google Analytics 4\) Test Property](#)

#2 Google Analytics 4 Integrations

1. [How to connect GA4 \(Google Analytics 4\) with Google Data Studio](#)
2. [How to link GA4 \(Google Analytics 4\) with Google Ads](#)
3. [How to link Google Search Console to Google Analytics 4 \(GA4\)](#)
4. [How to Install Google Analytics 4 on Shopify](#)



#3 Google Analytics 4 Events

1. [GA4 \(Google Analytics 4\) Event Tracking Setup Tutorial](#)
2. [Understanding Event Parameters in Google Analytics 4 \(GA4\)](#)
3. [Recommended events in Google Analytics 4 \(GA4\)](#)
4. [Enhanced measurement events in Google Analytics 4 \(GA4\)](#)
5. [Automatically collected events in Google Analytics 4 \(GA4\)](#)
6. [How to set up GA4 Custom Events via Google Tag Manager](#)
7. [Events Report in Google Analytics 4 \(GA4\)](#)
8. [How to rename events in Google Analytics 4 \(GA4\)](#)
9. [How to use Google Analytics 4 Event Builder](#)

#4 Google Analytics 4 Conversions

1. [Google Analytics 4 Conversion Tracking Guide – GA4 Goals](#)
2. [How to import conversions from GA4 property to your Google Ads account](#)

#5 Google Analytics 4 Dimensions

1. [GA4 \(Google Analytics 4\) Dimensions Tutorial](#)
2. [GA4 \(Google Analytics 4\) Custom Dimensions Tutorial](#)
3. [GA4 User Properties \(User Scoped Custom Dimensions\) – Tutorial](#)
4. [Event Scoped Custom Dimensions in GA4 – Tutorial](#)

#6 Google Analytics 4 Metrics

1. [GA4 \(Google Analytics 4\) Metrics Tutorial with Free Google Analytics 4 Ebook](#)
2. [GA4 \(Google Analytics 4\) Custom Metrics Tutorial](#)
3. [What are predictive metrics in Google Analytics 4 \(GA4\)](#)

#7 Google Analytics 4 Ecommerce

1. [GA4 \(Google Analytics 4\) Ecommerce Tracking via GTM – Tutorial](#)

#8 Google Analytics 4 Specialized Tracking

1. [GA4 \(Google Analytics 4\) Enhanced Measurement Tracking Tutorial](#)
2. [Cross Domain Tracking in GA4 \(Google Analytics 4\) Setup Guide](#)
3. [GA4 Site Search – Tracking Site Search in Google Analytics 4](#)
4. [GA4 \(Google Analytics 4\) Scroll Tracking Tutorial](#)
5. [Self-referral Google Analytics 4 – Referral exclusion GA4](#)
6. [GA4 \(Google Analytics 4\) Data Import Tutorial](#)
7. [Google Analytics 4 Content Grouping – Create Content Groups in GA4](#)
8. [How to track single-page apps in Google Analytics 4 \(GA4\)](#)

#9 Google Analytics 4 filters

1. [GA4 filters – Understanding data filters in Google Analytics 4](#)

2. [How to create and test filters in Google Analytics 4 \(GA4\)?](#)
3. [Exclude internal traffic in GA4 \(Google Analytics 4\) via IP filter](#)

#10 Google Analytics 4 Explorations

1. [Free Form Report in GA4 \(Google Analytics 4\) – Exploration Report](#)
2. [How to use the user lifetime report in Google Analytics 4 \(GA4\)](#)
3. [How to use Path exploration report in GA4 \(Google Analytics 4\) – Path analysis](#)
4. [How to use Segment Overlap Report in Google Analytics 4 \(GA4\)](#)
5. [How to use the Funnel Exploration Report in Google Analytics 4 \(GA4\) – Funnel Analysis](#)
6. [Cohort Exploration Report in Google Analytics 4 \(GA4\)](#)
7. [How to Create Landing Pages Report in Google Analytics 4 \(GA4\)](#)

#11 Google Analytics 4 Advanced

1. [Understanding Google Analytics 4 Sessions](#)
2. [GA4 \(Google Analytics 4\) Measurement Protocol Tutorial](#)
3. [How to build comparisons \(advanced segments\) in Google Analytics 4 \(GA4\)](#)
4. [Understanding Automated Insights in Google Analytics 4 \(GA4\)](#)
5. [Understanding Channel Groupings in Google Analytics 4 \(GA4\)](#)
6. [Understanding Data Sampling in Google Analytics 4 \(GA4\)](#)

#12 Google Analytics 4 Reporting

1. [How to create custom insights in Google Analytics 4 \(GA4\)](#)
2. [How to use Debug View report in Google Analytics 4 \(GA4\)](#)

#13 Google Analytics 4 Attribution

1. [Guide to Attribution Models in GA4 \(Google Analytics 4\)](#)
2. [How to Change Attribution Models in GA4 \(Google Analytics 4\)?](#)
3. [GA4 \(Google Analytics 4\) Conversion Paths Report in Attribution](#)
4. [GA4 \(Google Analytics 4\) Model comparison report in Attribution](#)
5. [Advertising Snapshot in GA4 \(Google Analytics 4\) Attribution](#)

#14 Google Analytics 4 Audiences

1. [GA4 Audiences – Creating custom audience in Google Analytics 4](#)
2. [How to create a remarketing audience in Google Analytics 4 \(GA4\)](#)
3. [Understanding Audience Triggers in Google Analytics 4 \(GA4\)](#)
4. [Google Analytics 4 \(GA4\) Predictive Audiences – Tutorial](#)

#15 Google Analytics 4 BigQuery

1. [GA4 BigQuery – Connect Google Analytics 4 with BigQuery](#)
2. [How to connect and export data from GA4 to BigQuery](#)

3. events_ & events_intraday_ tables in BigQuery for GA4 (Google Analytics 4)

You are doing Google Analytics all wrong. Here is why...

I have dealt with hundreds of Google Analytics accounts in my career.

I have seen many issues, from incorrect tracking code, and selecting the wrong KPIs, to analyzing data without using custom reports or advanced segments.

But do you know the biggest issue of all in Google Analytics?....

It is the “misinterpretation of analytics data”.

Many marketers make the mistake of crediting conversions to the wrong marketing channel.

And they seem to be making this mistake over and over again.

They give the credit for conversions to the last touchpoint (campaign, ad, search term...).

They can't help themselves because they believe that the Google Analytics reports are 'what you see is what you get'.

But they are actually 'what you interpret is what you get'.

This has resulted in marketers making wrong business decisions and losing money.



All the data you see in Google Analytics reports today lies to you unless you know exactly how to interpret it correctly.

For example, let's talk about direct traffic.

All untagged or incorrectly tagged marketing campaigns, from display ads to emails, could be reported as direct traffic by Google.

Whenever a referrer is not passed, the traffic is reported as direct traffic by Google.

Mobile applications don't send a referrer. Word/PDF documents don't send a referrer.

'302 redirects' sometimes cause the referrer to be dropped. Sometimes browsers don't pass the referrer.

During an HTTP to HTTPS redirect (or vice versa), the referrer is not passed because of security reasons.

All such traffic is reported as direct traffic by Google.

So on the surface, it may look like most people are visiting your website directly, but this is not usually the case.

But this analysis does not end here because you are still not looking at the complete picture.

People do not always access your website directly and then make a purchase straight away.

They are generally exposed to multiple marketing channels (display ads, social media, paid search, organic search, referral websites, email, etc.) before they access your website directly.

Before they make a purchase.

So if you are unaware of the role played by prior marketing channels, you will credit conversions to the wrong marketing channels.

Like in the present case, to direct traffic.

To get this type of understanding, you need to understand and implement web analytics.

But you learn data analysis and data interpretation from web analytics and not from Google Analytics.

The direction in which your analysis will move will determine the direction in which your marketing campaigns will move.

You get that direction from ‘web analytics’ and not from ‘Google Analytics’.

Web/digital analytics is not about Google Analytics (GA) or Google Tag Manager (GTM). It is about analyzing and interpreting data, setting up goals, strategies and KPIs.

It's about creating a strategic roadmap for your business.

That's why the knowledge of web/digital analytics is so important.



So what I have done is put together an ebook for you.

This ebook will teach you what digital analytics really is and how I have been able to leverage it to generate floods of new sales and customers.

You can literally copy what I have done to get similar results.

You can download this ebook from here:

<https://learn.optimizesmart.com/sales-roi-accelerator-ebook>

I hope you find it helpful.

All the best,
Himanshu