

DM2004 Online Advertising and Analytics

Google Analytics

The Purpose of Web Analysis

When we talk about an organization's web strategy, basically it refers to a method used to analyze and interpret data related to its *online presence* and *web activities*.

The purpose of Web Analysis



Understand and evaluate
digital efforts



Identify areas for
improvement



Making data-driven decisions
to achieve business goals

Technology in Analytics Tools (Platforms with Built-in Analytics)

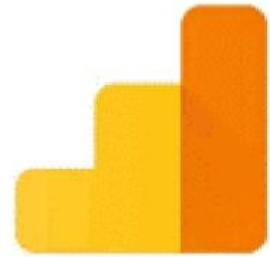
In-built



Web Tools



Technology in Analytics Tools (Platforms with Built-in Analytics)



Google Analytics



Google Analytics

Website

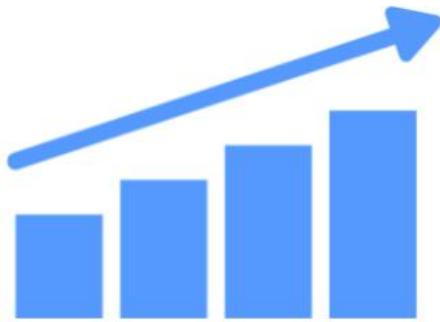
Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin. Wikipedia

Date launched: 14 November 2005

Type of site: Web analytics

Created by: Google, Wesley Chan

Technology in Analytics Tools (Value of Digital Data)



Immediate
data
daily, weekly ...



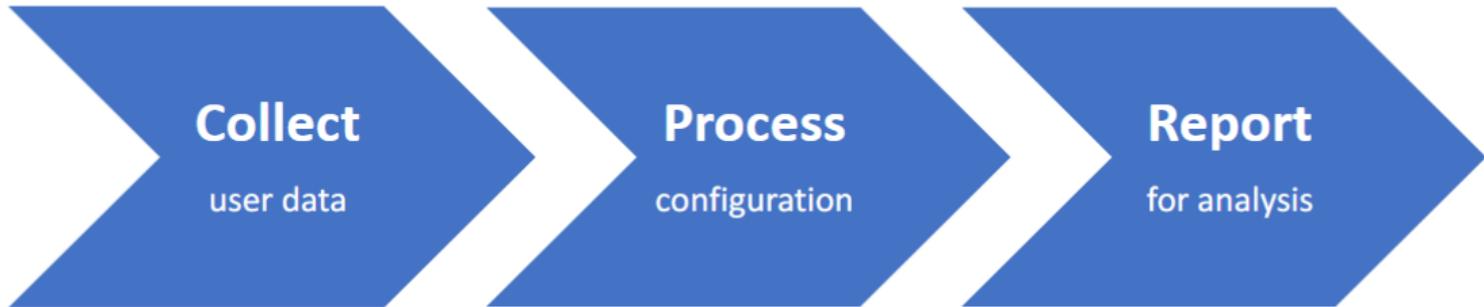
Measurable
SMART goals
analysis



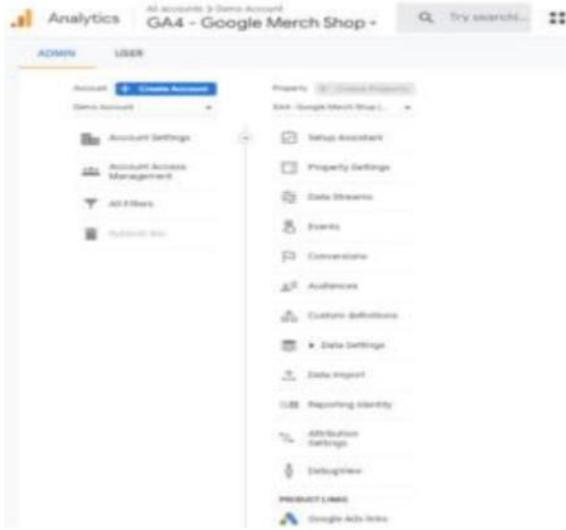
Responsive
User &
Company

Technology Trend in Google Analytics

(How Google Analytics Works)



Technology Trend in Google Analytics (Google Analytics Account Structure)



- + Create
- Account
- Property
- Data streams
- Data collection
- Data import
- Data retention
- Data filters
- Data deletion requests
- Consent settings

Technology Trend in Google Analytics

(Set-up Google Analytics Account)

The screenshot shows a web browser window for analytics.google.com. The address bar displays the URL. The page content starts with a large "Welcome to Google Analytics" heading. Below it, a paragraph explains the tool's purpose: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A blue "Start measuring" button is centered below this text. To the left, a section titled "Complete information" includes a brief description and a link to "products and more". To the right, there is a light gray illustration featuring a smartphone, a pie chart, and a bar chart.

analytics.google.com/analytics/web/provision/#/provision

Paused

8 Essential Elements... Programming Posts... The Basics of Good... Gmail Gmail YouTube Maps Personal Cloud Stor...

Analytics

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information

Understand your site and app users to better check the performance of your marketing, content, products and more

Technology Trend in Google Analytics

(Set-up Google Analytics Account)

The screenshot shows a web browser window for Google Analytics account creation. The URL is analytics.google.com/analytics/web/provision/#/provision/create. The page is titled "Create an account". A progress bar at the top indicates five steps: 1. Account creation (highlighted), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection.

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

Demo the Setting-Up of Google Analytics Account

Google Tag

The screenshot shows the Google Analytics interface for managing a web stream. The left sidebar is collapsed, showing various icons for different Google services like Ads, Analytics, and Search Console. The main content area is titled "Web stream details" for the stream "www.genetic.edu.sg".

Stream details:

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
www.genetic.edu.sg	www.genetic.edu.sg	4630616390	G-F6R8RK6MEK

Events:

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.

Measuring: Page views, Scrolls, Outbound clicks, + 4 more

Data Analytics Measurement Strategy

The screenshot shows the homepage of the Google Merchandise Store. The URL in the address bar is shop.googlemerchandise.com. The page features a large banner with the text "Put some cork in it" and "New styles and trends for our lifestyle items." Below the banner is a "Shop now" button. The main content area displays several Google-branded lifestyle products, including a black water bottle, a cork notebook, and a glass travel mug, all with the "Google" logo. The navigation menu at the top includes links for New, Apparel, Lifestyle, Stationery, Shop by Brand, Sale, and Campus Collection. The top right corner shows a shopping cart icon with a red notification bubble containing the number "0".

Put some cork in it

New styles and trends for our lifestyle items.

Shop now

Google

official merchandise store

New Apparel Lifestyle Stationery Shop by Brand Sale Campus Collection

Customer Support

1-855-300-2945

Email Us

Data Analytics Measurement Strategy

Demo – Google Merchandise Store

<https://analytics.google.com/analytics/web/demoAccount>

This demo account shows live data from the [Google](#)
[Merchandise Store](#)

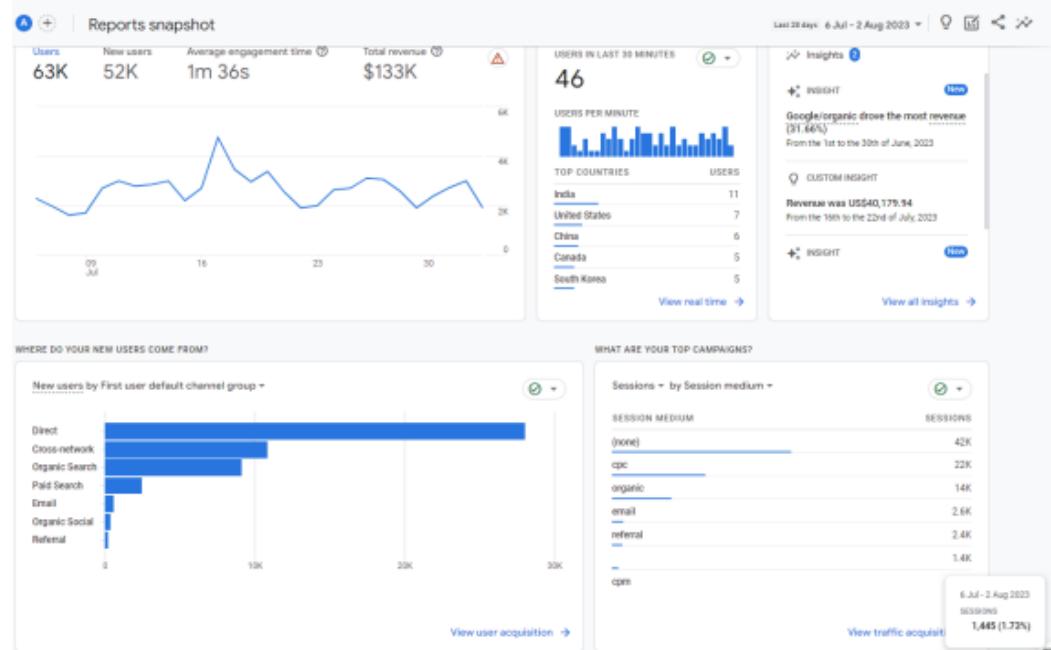
Report Format



Report Format

Reports Snapshots

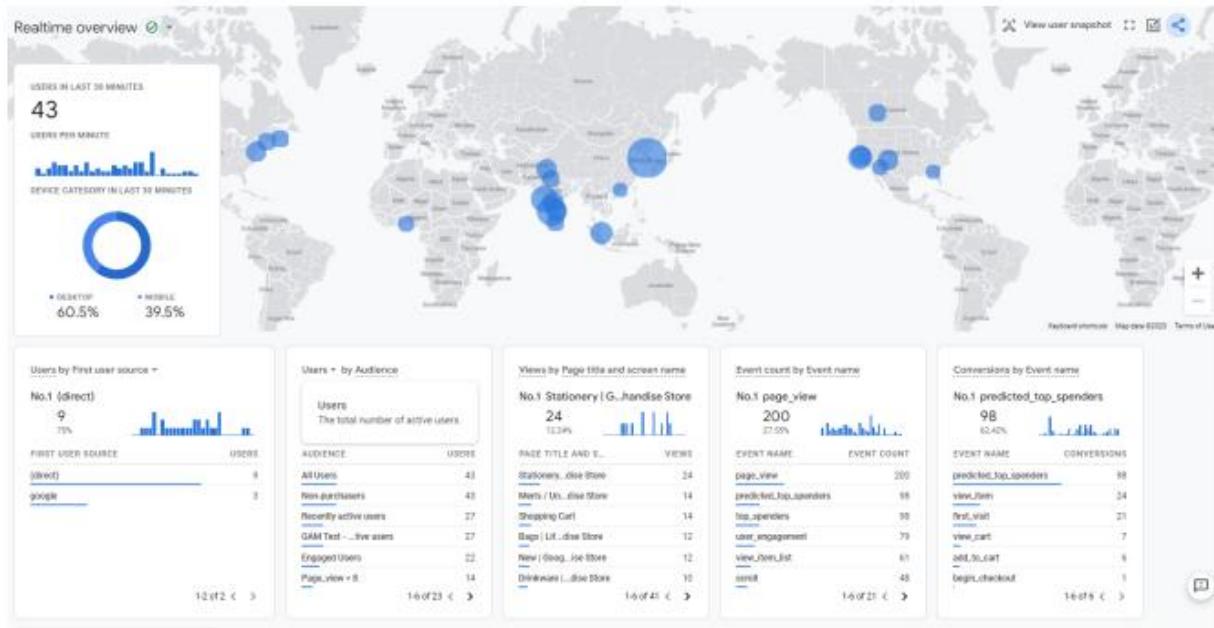
The purpose of this report is to offer a concise summary of important data and performance indicators without the need to navigate through various sections or create custom reports.



Report Format

Real-time

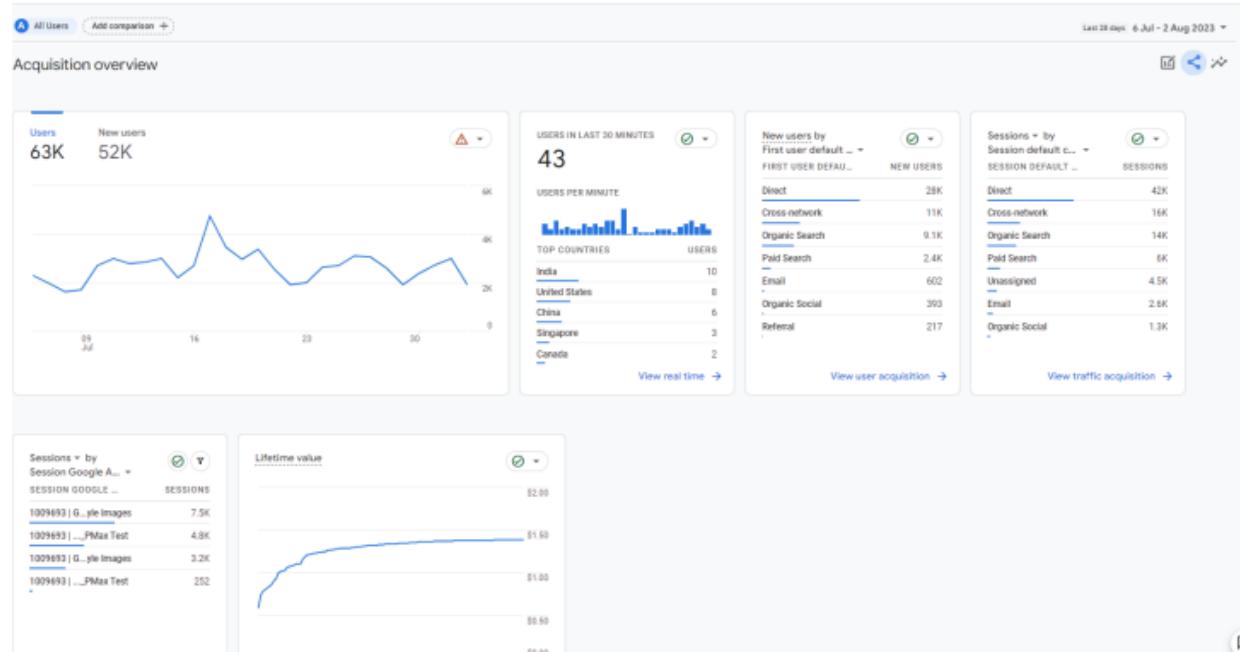
It monitors how users are interacting with your website in real-time, enabling you to respond quickly to changing trends, events, or issues.



Report Format

Acquisition Overview

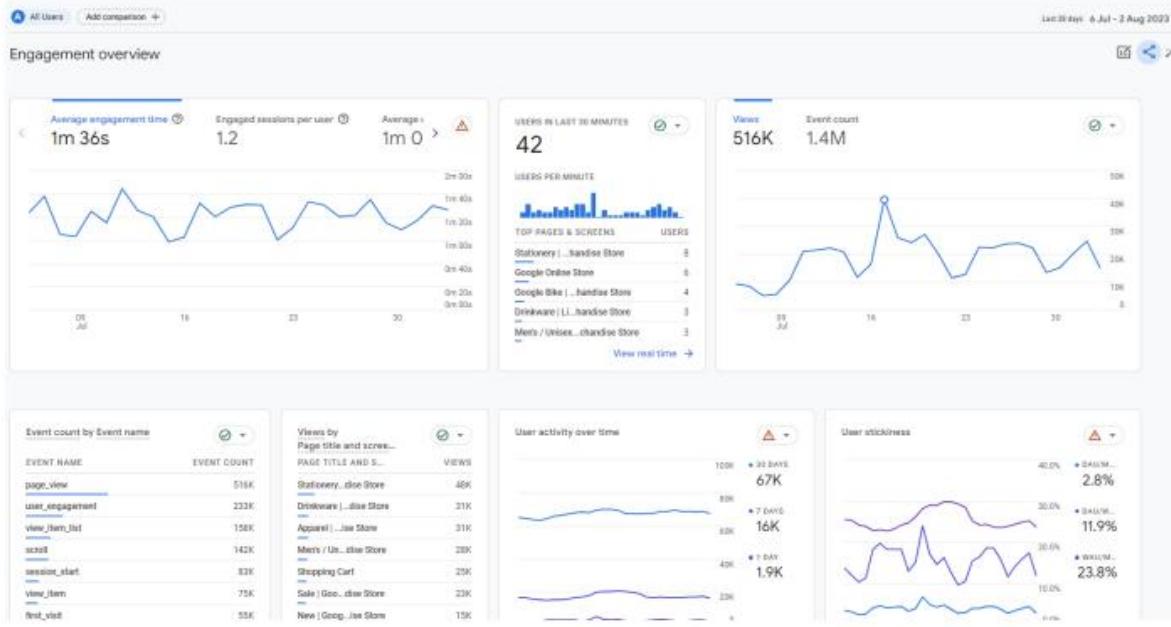
It helps to understand where the users from the website come from and how they discover and interact with the content.



Report Format

Engagement Overview

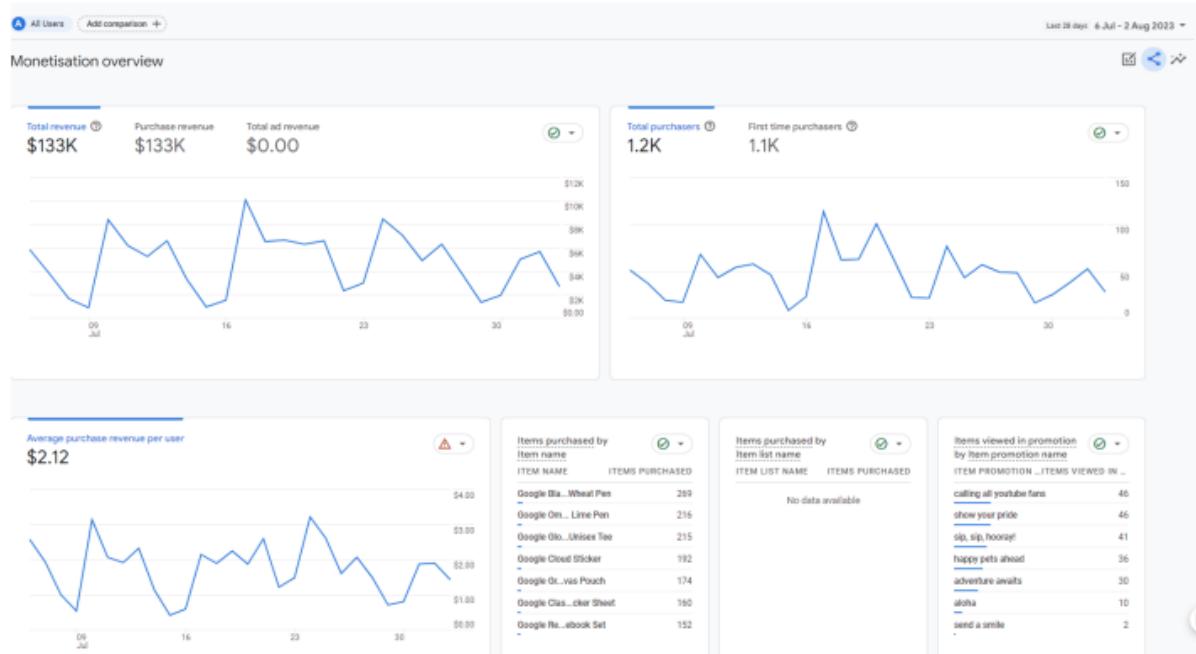
These reports focus on tracking user engagement metrics, helping to understand how users are interacting with the content and the overall user experience.



Report Format

Monetization Overview

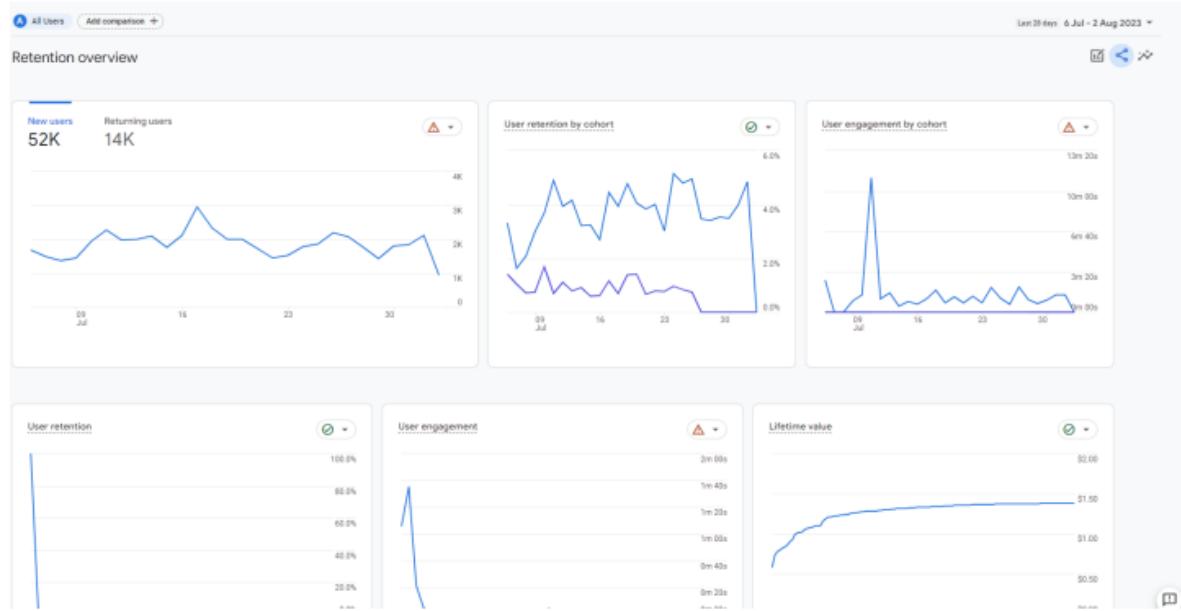
It helps business to understand the financial impact of the website and track key revenue related metrics.



Report Format

Retention Overview

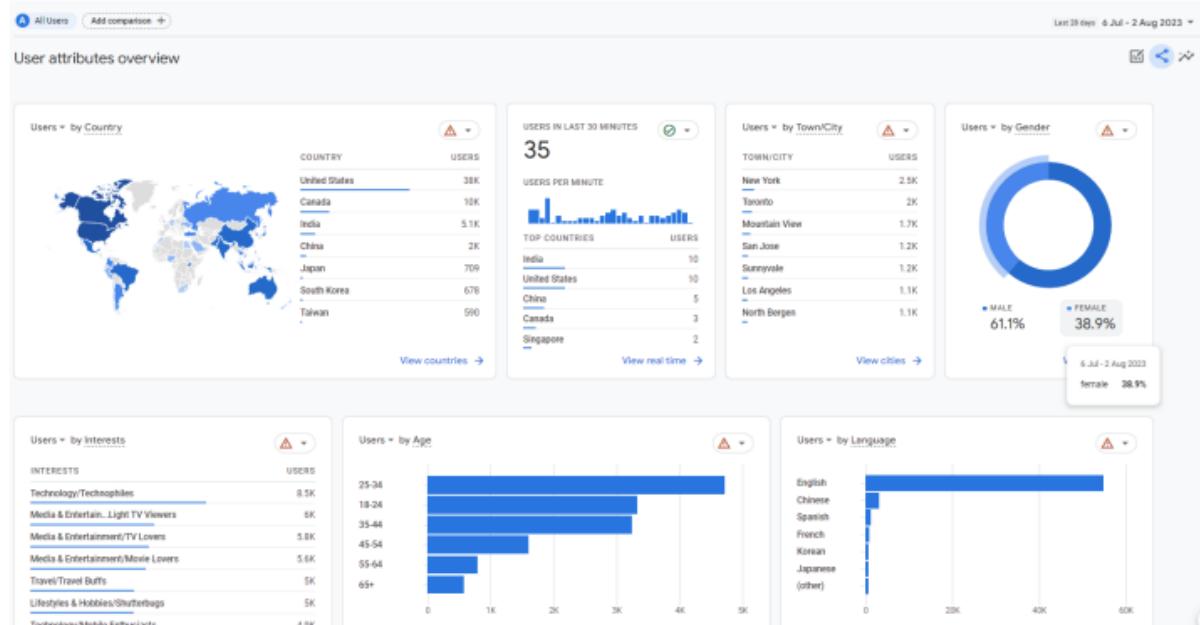
It helps businesses assess user loyalty and the effectiveness of their efforts in keeping users engaged and coming back for repeated interactions.



Report Format

User Attributes Overview

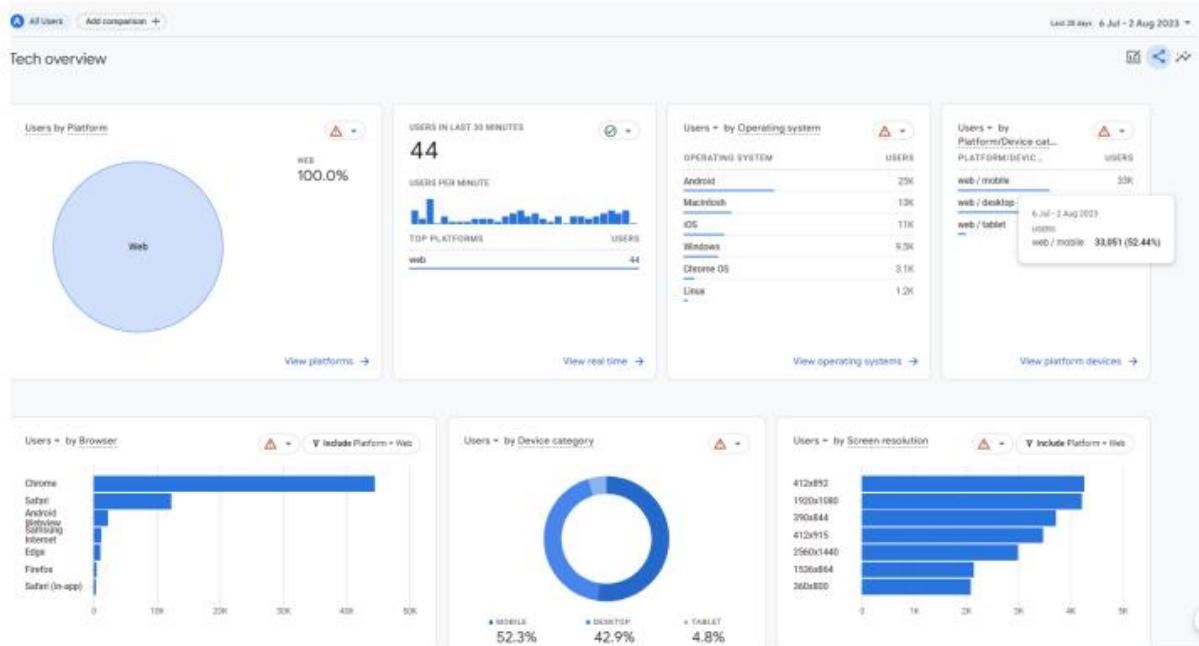
These attributes provide additional context and insights into user behavior, allowing businesses to better understand their audience and tailor marketing strategies.



Report Format

Tech Overview

It helps businesses understand the technical characteristics of their audience and optimize their website accordingly.



Dimensions and Metrics

In Google Analytics, the dimensions and metrics are fundamental elements used to organize and analyze data.

Dimensions



These are attributes or characteristics associated with user interactions or sessions.



It describes the "what" and include qualitative data points.



E.g., Traffic Source, Country, Age, etc.

Metrics



Quantitative measurements of user interactions, behavior, and performance.



They represent the "how much" and provide numerical data for analysis.

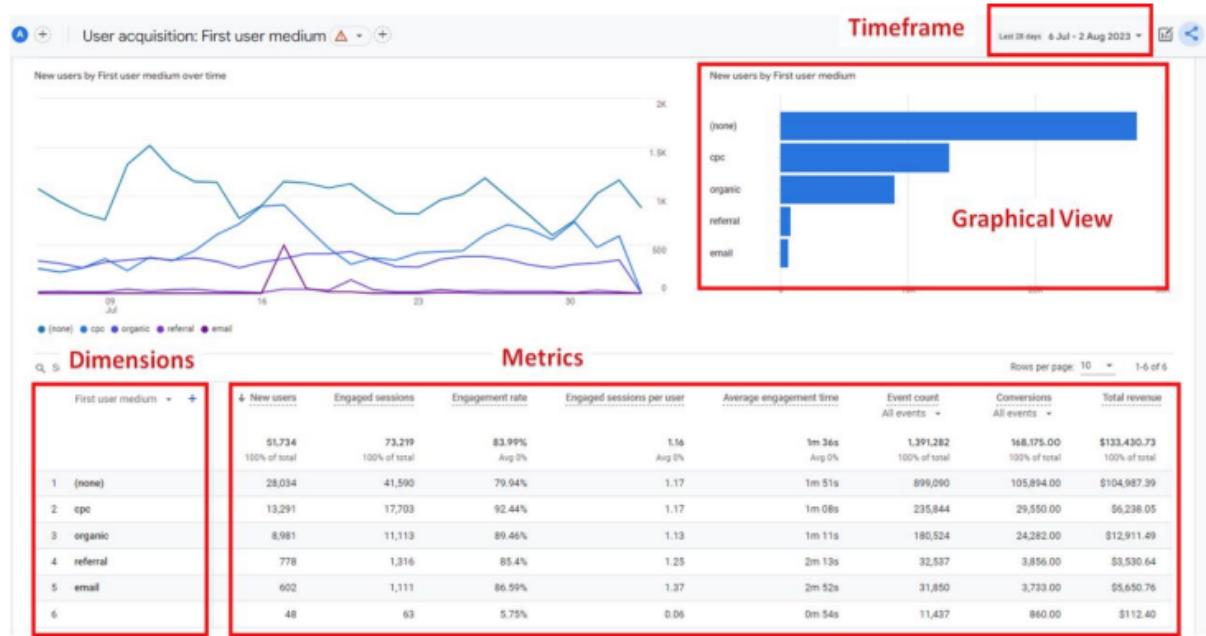


E.g., New Users, Engaged Sessions, Engagement rate, etc.

3.3 Dimensions and Metrics

Dimensions		Metrics							
First user source	+ View users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue	
		51,550 100% of total	72,836 100% of total	83.9% Avg 0%	1.16 Avg 0%	1m 35s Avg 0%	1,381,368 100% of total	167,048.00 100% of total	\$132,227.53 100% of total
1 (direct)		28,034	41,590	79.94%	1.17	1m 51s	899,090	105,894.00	\$104,987.39
2 google		20,553	27,278	91.61%	1.17	1m 13s	402,460	51,921.00	\$19,149.54
3 baidu		1,564	1,470	90.57%	0.93	0m 13s	10,947	1,568.00	\$0.00
4 Newsletter_July_2023		590	789	88.45%	1.34	2m 39s	22,003	2,673.00	\$4,443.92
5 sites.google.com		237	468	86.35%	1.43	3m 27s	14,581	1,601.00	\$1,577.20
6 bing		135	145	86.93%	1.04	1m 30s	2,624	305.00	\$0.00
7 groups.google.com		114	167	83.92%	1.23	1m 23s	3,118	472.00	\$307.88
8 m.baidu.com		111	97	85.84%	0.87	0m 08s	745	111.00	\$0.00
9 art-analytics.appspot.com		88	220	83.02%	1.35	3m 29s	7,526	895.00	\$1,113.56
10		48	63	5.75%	0.06	0m 54s	11,437	860.00	\$112.40

Dimensions and Metrics



Both dimensions and metrics are essential for gaining valuable insights into your website or app's performance and user behavior. They are used in reporting, custom analysis, audience segmentation, and in setting up various goals and conversions within Google Analytics.

Dimensions and Metrics

Relevant business questions that can be answered through the dimensions and metrics:

Questions				Answers					
How did visitors get to my website?				“Source” and “Medium” are the dimensions that answer this question					
First user source	+/-	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
91,026	100% of total	72,969	100% of total	86.07% Avg %	1.18 Avg %	1m 36s Avg %	1,372,555	165,507.00 100% of total	\$129,984.43 100% of total
1 (direct)		27,313	41,631	81.66%	1.20	1m 53s	891,938	104,356.00	\$101,524.07
2 google		20,766	27,801	93.02%	1.19	1m 13s	406,474	52,447.00	\$19,122.24
3 baidu		1,567	1,490	91.81%	0.94	0m 13s	11,026	1,571.00	\$0.00
4 Newsletter_July_2023		591	795	88.83%	1.34	2m 38s	22,070	2,686.00	\$4,443.92
5 sites.google.com		240	470	87.04%	1.43	3m 29s	14,948	1,633.00	\$1,577.20
6 bing		138	155	87.05%	1.08	1m 35s	2,866	346.00	\$0.00
7 m.baidu.com		116	103	87.29%	0.89	0m 08s	779	116.00	\$0.00
8 groups.google.com		114	169	84.92%	1.24	1m 23s	3,123	473.00	\$307.88
9 art-analytics.appspot.com		91	215	84.31%	1.33	3m 47s	7,771	956.00	\$2,496.68
First user medium	+/-	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
91,206	100% of total	73,269	100% of total	86% Avg %	1.18 Avg %	1m 36s Avg %	1,382,312	166,412.00 100% of total	\$131,187.63 100% of total
1 (none)		27,313	41,631	81.66%	1.20	1m 53s	891,938	104,356.00	\$101,524.07
2 cpc		13,513	18,257	94.3%	1.19	1m 09s	241,905	30,158.00	\$6,352.05
3 organic		8,977	11,190	90.52%	1.14	1m 11s	160,792	24,243.00	\$12,770.19
4 referral		787	1,318	86.26%	1.25	2m 16s	33,064	3,937.00	\$4,913.76
5 email		602	1,109	87.12%	1.37	2m 52s	31,657	3,708.00	\$5,627.56
6		13	24	8.11%	0.08	0m 46s	2,956	210.00	\$0.00

Acquisition → User Acquisition → Select dimension “First user source” or “First user medium”

Dimensions and Metrics

Which country is my website or app being accessed from?

There is also a “Country” dimension

Country	+ ↓ Users 100% of total	New users 100% of total	Engaged sessions 100% of total	Engagement rate Avg 0%	Engaged sessions per user Avg 0%	Average engagement time Aug 0%	Event count All events 100% of total	Conversions All events 100% of total	Total revenue 100% of total
1 United States	37,225	28,636	45,900	85.93%	1.17	1m 36s	1,406,174	184,990.00	\$130,849.03
2 Canada	9,850	8,657	10,414	86.04%	1.06	0m 40s	126,075	15,110.00	\$82,294.80
3 India	5,022	4,579	5,226	87.86%	1.04	0m 58s	76,414	11,034.00	\$228.00
4 China	1,977	1,924	1,831	88.71%	0.98	0m 16s	14,806	2,076.00	\$75.00
5 Japan	707	575	803	79.58%	1.14	2m 28s	20,399	1,710.00	\$117.20
6 (not set)	682	679	599	87.45%	0.88	0m 08s	44,823	21,536.00	\$17.60
7 South Korea	672	550	834	73.16%	1.24	1m 27s	17,485	1,713.00	\$314.00
8 Taiwan	590	463	780	83.6%	1.32	3m 29s	26,015	2,934.00	\$692.40
9 Singapore	485	406	591	79.44%	1.22	2m 03s	13,355	1,601.00	\$521.60
10 Australia	473	405	582	88.67%	1.12	1m 29s	9,348	1,182.00	\$104.20

User → User Attributes → Demographic Details → Select dimension “Country”

Dimensions and Metrics

Which devices are used?

In the Tech Report, device category appears in the dimension, and the “Engaged Sessions” indicates how many times the device is used to access the website.

Device category	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	62,257 100% of total	51,217 100% of total	73,269 100% of total	86% Avg 0%	1.18 Avg 0%	1m 36s Avg 0%	1,423,506 100% of total	187,171.00 100% of total	\$131,187.63 100% of total
1 mobile	32,846	29,218	36,697	91.44%	1.12	0m 54s	454,470	62,541.00	\$7,683.40
2 desktop	26,572	19,411	32,875	80.43%	1.24	2m 34s	937,040	120,923.00	\$123,088.73
3 tablet	2,951	2,588	3,474	84.88%	1.18	0m 26s	31,996	3,707.00	\$415.50

Tech → Tech Details → Select Dimension “Device Category”

Dimensions and Metrics

DEMO the following:

- Date Selection
- Report → Realtime
- Acquisition → Overview
- Acquisition → User Acquisition
- Acquisition → Traffic Acquisition
- Engagement → Overview
- Engagement → Events
- Engagement → Conversions
- Engagement → Landing Page

Dimensions and Metrics

DEMO the following:

- Engagement → Pages and Screens
- Monetization → Overview
- Monetization → E-commerce purchases
- Monetization → User purchase journey
- Monetization → Promotions
- Retention
- User Attributes → Overview
- User Attributes → Demographic Details
- Technology → Overview
- Technology → Technology Details

4.1 What is Segmentation?

In Google Analytics 4, things are different. Even though you can technically compare different data subsets (by using comparison), segments can be created/used only in exploration reports, such as Free Form, Funnel Explorations, Path Exploration etc.

The screenshot shows the Google Analytics 4 interface. At the top, it displays "Analytics All accounts > Demo Account GA4 - Google Merch Shop". Below the header, there are three main navigation buttons: "Home", "Reports", and "Explore". The "Explore" button is highlighted with a red box and a red arrow pointing to it from the left. To the right of these buttons is a sidebar titled "Explorations" with the sub-header "Start a new exploration". 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 analyse, segment and breakdown with multi-step funnels?), and "Path exploration" (What user journeys can you uncover with tree graphs?). Below the templates is a table listing existing explorations:

Type	Name	Owner	Last modified	Property	More
Funnel	Mackies Tutorials	Mackies Tutorials	16:14	GA4 - Google Merch Shop	...
Untitled exploration	Mackies Tutorials	Mackies Tutorials	16:13	GA4 - Google Merch Shop	...
Transaction IDs	Nikki Vinuya	Nikki Vinuya	28 Jan 2023	GA4 - Google Merch Shop	...
User lifetime Marc			18 Nov 2022	GA4 - Google Merch Shop	...
Untitled exploration			9 Nov 2022	GA4 - Google Merch Shop	...

[About segments - Analytics Help \(google.com\)](#)

System and Custom Segment

You can apply two different types of segments to your report. Built-in segment and custom segments that you or another Google Analytics (GA) has defined.

Types of Segments in GA4

User Segments	<p>It would give a subset of all the users based on the conditions and include all events and sessions of those specific users.</p> <p>Example: Users who have previously purchased a product.</p>
Session Segments	<p>Only look at the subset of all sessions that match the criteria and would include all the users and events in those sessions.</p> <p>Example: All sessions originating from Campaign A</p>
Event Segments	<p>It will show data for the specific events that match the defined conditions and include all those events regardless of sessions and users.</p> <p>Example: All events that took place at a particular location</p>

System and Custom Segment

× Build new segment

The screenshot shows a user interface for creating a custom segment. At the top, it says "Create a custom segment" and "Select the type of segment you want to create". Below this are three options:

- User segment**: For example, users who have previously purchased a product.
- Session segment**: For example, all sessions originating from Campaign A.
- Event segment**: For example, all events that took place at a particular location.

It can get confusing very quickly, especially if you are new to the whole segmenting game. So let us try to simplify with an example of the below user journey over two sessions:

Session 1 – page_view (event) → scroll (event) → add_to_cart (event) → purchase (event)

Session 2 – page_view (event) → click (event) → page_view (event)

System and Custom Segment

Segment Type	Segment Condition	Result
User	Show users with 'purchase' event	Both sessions and all seven events will be included
Session	Show sessions that include 'purchase'	Only the first session will be included
Event	Show results for the 'page_view' event	Only specific events, i.e., three in both sessions will be included

To summarize it up, the user segment will include everything the user has done (all sessions and events)

System and Custom Segment

Demo on how to create and manage segments in GA4

4.3 Analyzing Growth & Churn

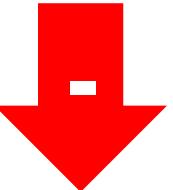
Growth Rate The percentage change of a specific measurable variable over a specific time period; e.g., increase in users

Churn Rate The percentage of individual leaving a group over a specific time period; e.g., loss in subscription

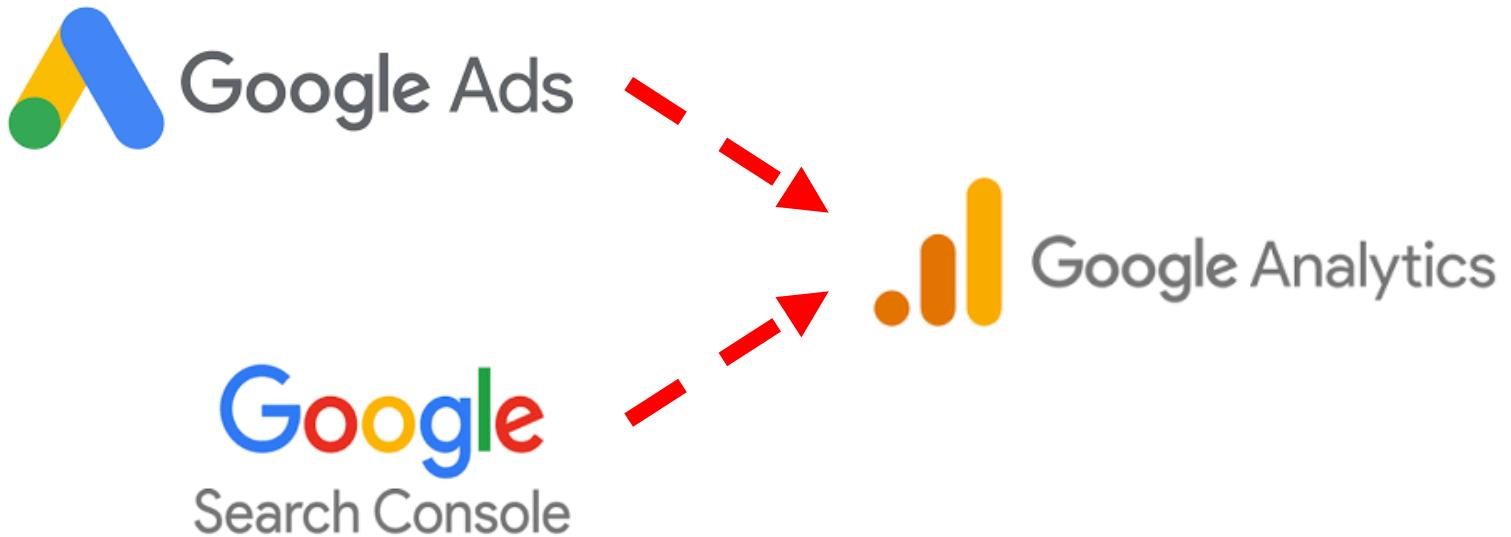
Rates Calculation

$$\frac{\text{Current Value} - \text{Past Value}}{\text{Past Value}} \times 100\%$$

 **Growth**

 **Churn**

4.4 Linking Google Services



Linking Google Services

To see the linking of Google Products:

Step 1: Click 'Admin' (the gear icon at the lower left corner) > Product Links

The screenshot shows the Google Analytics Admin interface. On the left, there's a sidebar with 'ADMIN' selected. A red box highlights the 'Google Ads links' section under 'PRODUCT LINKS'. Another red box highlights the gear icon at the bottom-left of the sidebar, which is also highlighted by a red arrow from the bottom-left corner of the image. The main content area displays three Google Ads accounts linked to the property:

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
[dat]dagmarao	377-784-5111	Account	Enabled	27 Sept 2022	dagmarao@google.com >
Google Ads sandbox account	937-409-8696	Account	Disabled	29 Apr 2022	dee@google.com >
analytics_googlestore_NA	471-738-4083	Account	Disabled	11 Aug 2020	dee@google.com >

At the bottom of the page, there's a footer with links to 'Analytics home', 'Terms of Service', 'Privacy policy', and 'Send feedback'.

Linking Google Services

Step 2: Check the Google Ads account being linked to the Google Merchandise Store Property

The screenshot shows the 'Completed link details' page in Google Analytics. At the top, it displays the account name ([GA]agencero), Account ID (377-984-8111), and Account type (Account). Below this, it shows the user who linked the account (dgenread@google.com) and the date it was linked (27 Sept 2022, 01:11:13). Under 'Data configurations', there is a section for 'Enable Personalised Advertising' which is turned off. In the 'User access' section, there is a table with two rows: 'Name' and 'Roles and data restrictions'. At the bottom, a note says 'It may take up to 24 hours for your Google Ads link to begin displaying data.' There are two options: 'Import conversions into Google Ads' (which is selected) and 'Create a remarketing audience in Analytics'.

Note:

- You cannot amend any links to the Demo account of Google Merchandise Store. Let's link your own Property to your Google Ads.

Linking Google Services

Acquisition → Overview → Google Ads Campaign

The screenshot shows the Google Analytics Acquisition overview page. On the left, the navigation menu is visible with 'Overview' selected under 'Acquisition'. The main area displays a line chart of sessions over time, with values 63K and 52K shown at the top. Below the chart is a table of sessions by source:

SESSION	SESSIONS
1009693 0...yle Images	7.8K
1009693 ...PMax Test	5K
1009693 0...yle Images	3.4K
1009693 ...PMax Test	157

A red box highlights the first row of the table, and a red arrow points to the 'View Google Ads campaigns' button at the bottom. The button text is also highlighted in red.

Click to view details

View Google Ads campaigns →

Linking Google Services

Linking your Google Ads to Google Analytics

Step 1: Select your own Property → Admin → Google Ads Linking.

As both your Analytics and Ads account are all managed by your gmail account, Analytics automatically identify your Google Ads account. Tick and click 'Continue'.

The screenshot shows the Google Analytics Admin interface. On the left, the navigation menu is open, showing various sections like Property Settings, Data Access Management, and Reporting Identity. A red box highlights the 'Google Ads links' option under the 'PROPERTY LINKS' section at the bottom of the menu. The main content area is titled 'Google Ads links' and contains a table with columns: Account Name, Account ID, Account type, Personalised Advertising, Date linked, and Linked by. A message at the top of the table says 'No links yet. Click "Link" to create one.' A red box highlights the 'Link' button at the top right of the table. At the very bottom of the page, another red box highlights the 'Google Ads links' link in the footer.

Linking Google Services

Step 2: Click “Choose Google Ads accounts”

Create a link with Google Ads

Link setup

By linking your Analytics property to your Google Ads account, you will enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

1 Choose Google Ads accounts

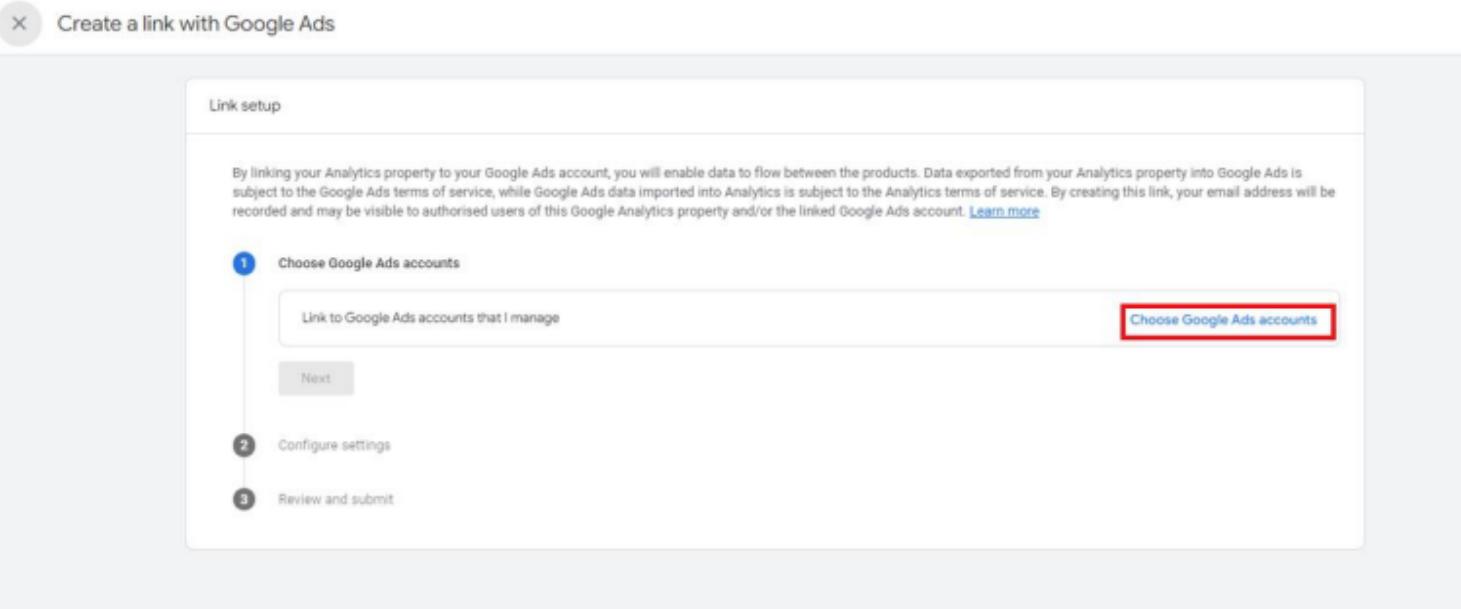
Link to Google Ads accounts that I manage

Choose Google Ads accounts

Next

2 Configure settings

3 Review and submit



Linking Google Services

Step 3: Select the Google Ads Account and click “Confirm”

Note: If you do not have a Google Ads account, you may setup at

<https://ads.google.com>.

The screenshot shows a user interface for linking Google Ads accounts. At the top, there is a header with a back button, a search bar, and a 'Confirm' button. Below the header, a note explains the requirements for linking accounts. A table lists accounts with columns for name, ID, and type. One account, 'Google Ads account', is selected and highlighted with a blue border. At the bottom, a message indicates the selection and provides a note about managing accounts.

Account name	Account ID	Account type
Google Ads account	372-892-2015	Account

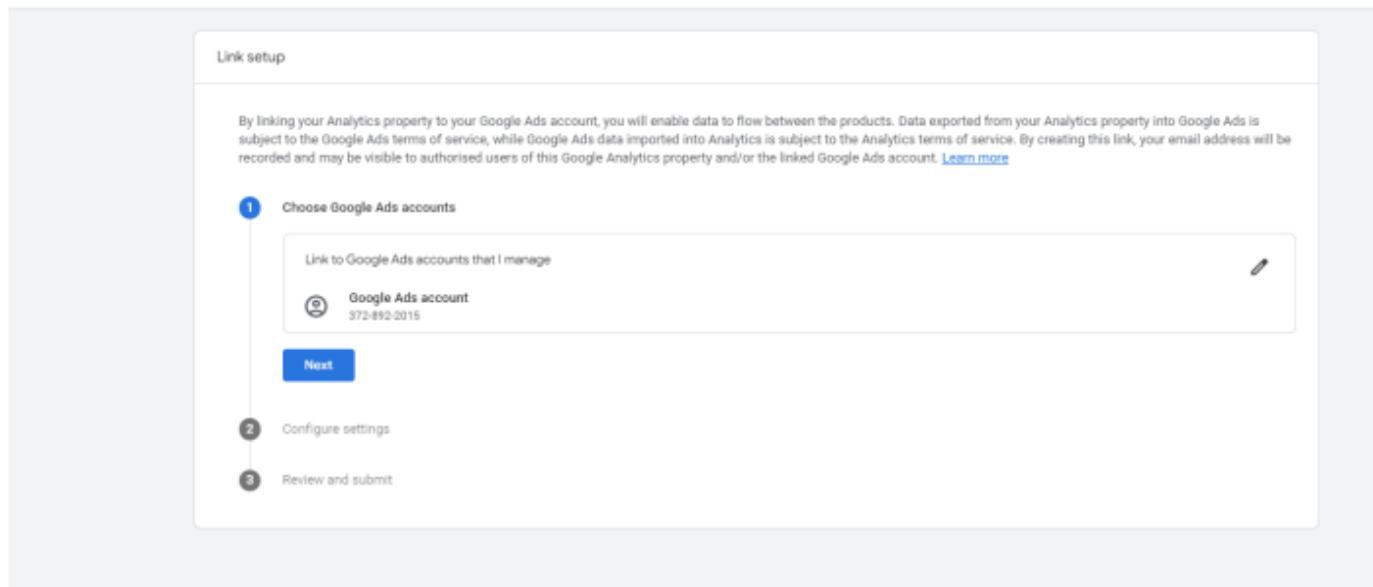
Items per page: 20 1 – 1 of 1 | < < > >|

Selected: 1 (maximum: 20)
You've 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.

Linking Google Services

Step 4: Click “Next”

 Create a link with Google Ads



The screenshot shows the 'Link setup' page in Google Analytics. At the top, there's a heading 'Link setup' and a note about linking Analytics to Google Ads accounts. Below this, a numbered list indicates the steps: 1. Choose Google Ads accounts, which is currently active and shows a list of accounts; 2. Configure settings; and 3. Review and submit. A 'Next' button is visible at the bottom of the first step.

Link setup

By linking your Analytics property to your Google Ads account, you will enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

1 Choose Google Ads accounts

Link to Google Ads accounts that I manage

Google Ads account
372-892-2015

Next

2 Configure settings

3 Review and submit

Linking Google Services

Step 5: Configure Settings on “Enable Personalised Advertising, etc.

[X](#) Create a link with Google Ads

The screenshot shows a 'Link setup' interface for creating a link between a Google Analytics property and a Google Ads account. The process is divided into two main steps: 'Choose Google Ads accounts' (completed) and 'Configure settings' (current step). Under 'Configure settings', three options are listed:

- Enable Personalised Advertising**: A toggle switch is turned on. Description: "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**: A toggle switch is turned off. Description: "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."
- Allow access to Analytics features from within Google Ads**: A toggle switch is turned on. Description: "Google Ads users with Standard or higher access levels in this Google Ads account will be able to make changes to this Analytics property using embedded Analytics features, such as audience builder, from within Google Ads. You can change these access settings at any time. [Learn more about Ads integration](#).

At the bottom left are 'Back' and 'Next' buttons. At the bottom right is a 'Review and submit' button with an info icon.

Linking Google Services

Step 6: Review and Submit

3 Review and submit

Link to Google Ads accounts that I manage

Google Ads account
372-892-2015

Data configurations

Enable Personalised 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. ON

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. ▼

Allow access to Analytics features from within Google Ads
Google Ads users with Standard or higher access levels in this Google Ads account will be able to make changes to this Analytics property using embedded Analytics features, such as audience builder, from within Google Ads. You can change these access settings at any time. [Learn more about Ads integration.](#) ON

[Back](#) [Submit](#)

Linking Google Services

You will see the “Link Created” status as shown below.

X Create a link with Google Ads

Results

	Google Ads account 372-992-2015	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're 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 about importing conversions](#)

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 about creating audiences](#) | [Get started](#)

Dashboard and Custom Report

Customizing Reports and Collections

When creating a report, there are two main types available in Google Analytics 4. **Overview** and **Detail** reports.

They both have access to the same data but do display information differently.

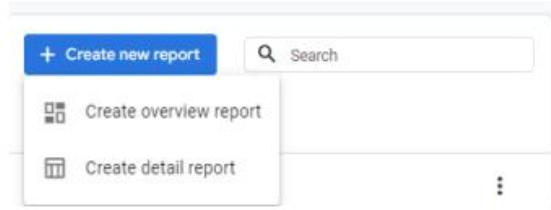
Overview Reports

- Like Dashboards from Universal Analytics, an Overview Report is a collection of information cards, each housing a dimension and a couple of metrics.
- The purpose of the Overview Report is to provide you with information briefly.
- As reports in Google Analytics can be shared, the Overview Report is ideal for presenting a top-level review of online performance in that area of the business.

Detail Reports

- These reports may seem significantly more familiar if you have used Universal Analytics before.
- Detail Reports are traditional reports that can include up to 2 charts to help visualize the data.
- They also include a table that includes dimensions and a variety of metrics to give an in-depth view of performance.

Dashboard and Custom Report



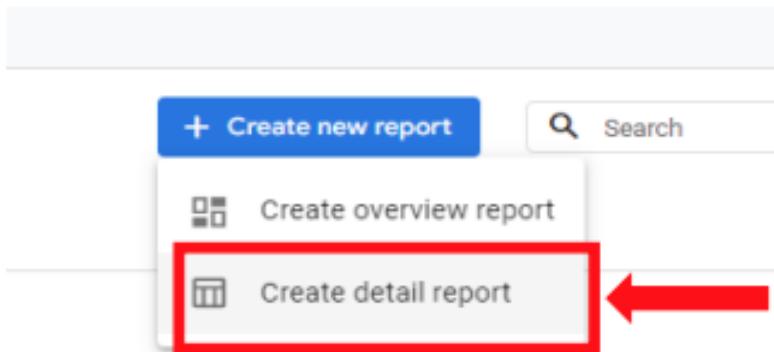
Together these reports can be combined into a Collection, a grouping of reports for a specific aspect of the business. By default, Google Analytics 4 comes with just a few Collections, the Life Cycle reports and User Reports.

A screenshot of the Google Analytics Collections interface. The title 'Collections' is at the top left, followed by a question mark icon. Below the title are three collection cards. The first card, 'Business objectives', is published and contains four items: 'Generate leads', 'Drive online sales', 'Raise brand awareness', and 'Examine user behaviour'. The second card, 'Life cycle', is unpublished and contains four items: 'Acquisition', 'Engagement', 'Monetisation', and 'Retention'. The third card, 'User', is published and contains two items: 'User Attributes' and 'Tech'. Each card has an 'Edit collection' link at the bottom right.

Using the Report Library, it is possible to customize these existing default reports, as well as build your own reports to add into Google Analytics 4. Building your own

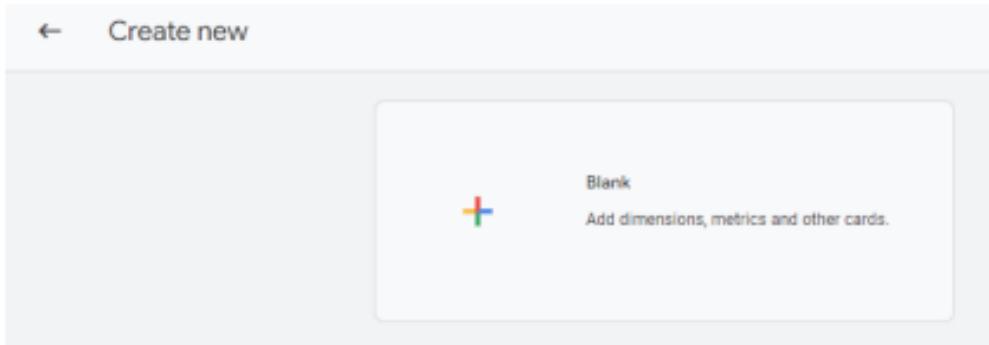
Dashboard and Custom Report (Creating a Detailed Report)

Step 1: Click “Create New Report” → “Create Detailed Report”.



Dashboard and Custom Report (Creating a Detailed Report)

Step 2: Select “Blank” instead of the pre-defined template.



Dashboard and Custom Report (Creating a Detailed Report)

Step 3: Add report data (Dimensions, Metrics), report filter and charts.

User acquisition: First user default channel group

Last 28 days: 10 Jul - 6 Aug 2023

New users by First user default channel group over time

New users by First user default channel group

Organic Search: ~280 users

Direct: ~150 users

Paid Search: ~80 users

Organic Social: ~10 users

Display: ~5 users

REPORT DATA

Dimensions >

Metrics >

REPORT FILTER

+ Add filter

CHARTS

Line Chart >

Bar Chart >

REPORT TEMPLATE

User acquisition

SUMMARY CARDS

New users by First user default chan...
New users by First user default chan...

+ Create new card

First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
1 Organic Search	194	235	74.37%	1.07	2m 22s	8,930	259.00	\$0.00
2 Direct	156	218	62.11%	1.21	2m 49s	4,177	192.00	\$0.00
3 Paid Search	96	90	66.67%	0.92	2m 01s	1,288	80.00	\$0.00
4 Organic Social	7	7	87.5%	0.88	2m 25s	86	2.00	\$0.00
5 Display	1	1	50%	1.00	0m 03s	9	0.00	\$0.00
6 Email	1	1	100%	1.00	1m 35s	10	2.00	\$0.00

Dashboard and Custom Report (Creating a Detailed Report)

The image shows two panels from Google Data Studio: 'Dimensions' on the left and 'Metrics' on the right.

Dimensions Panel:

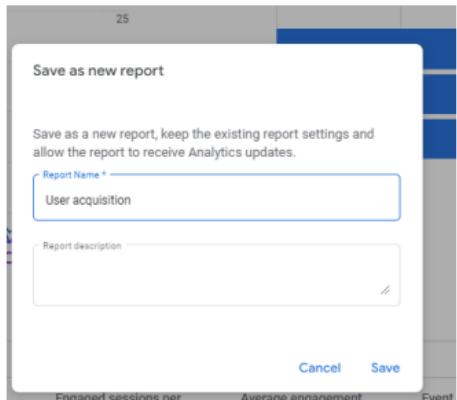
- Header: ← Dimensions
- Section: PRIMARY DIMENSIONS
- Items:
 - First user default channel group (Default ***)
 - First user medium (***)
 - First user source (***)
 - First user source / medium (**)
 - First user source platform (**)
 - First user campaign (**)
 - First user Google Ads ad network type (***)
 - First user Google Ads ad group name (***)
- Text: Add dimension ▾

Metrics Panel:

- Header: ← Metrics
- Section: METRICS (UP TO 12)
- Items:
 - New users ↓ (X)
 - Engaged sessions (X)
 - Engagement rate (X)
 - Engaged sessions per user (X)
 - Average engagement time (X)
 - Event count (X)
 - Conversions (X)
 - Total revenue (X)
- Text: Add metric ▾

Dashboard and Custom Report (Creating a Detailed Report)

Step 4: Click “Save” and provide a name of the report “. For this example, name the report as “User Acquisition”.

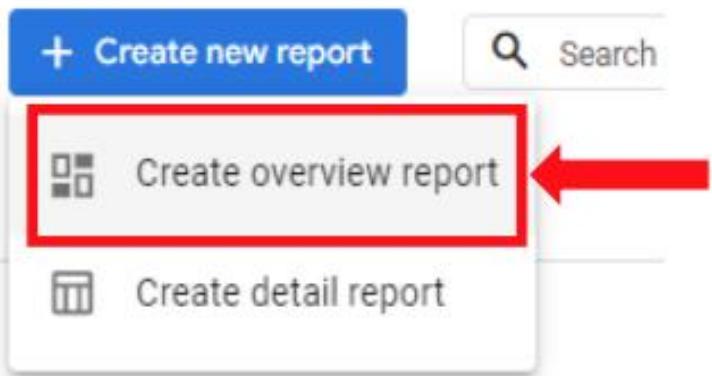


Once created the report will be listed.

	Type	Name	Creator	Last modified	Template	Collection	Description	
<input type="checkbox"/>	Report	User acquisition	Mackies Tutorials	7 Aug 2023 Mackies Tutorials		User acquisition		

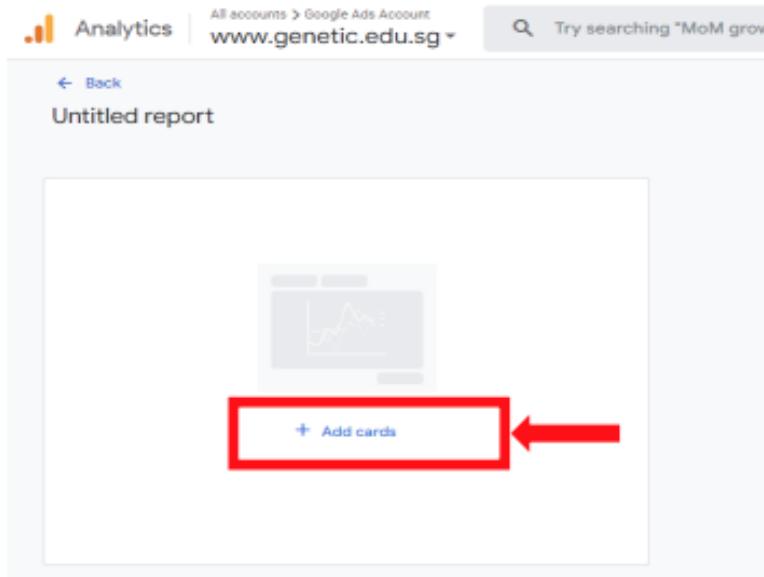
Dashboard and Custom Report (Creating an Overview Report)

Step 1: Click “Create Overview Report”



Dashboard and Custom Report (Creating an Overview Report)

Step 2: Click “Add Card”



Dashboard and Custom Report (Creating an Overview Report)

Step 3: Select the desired card from the list of Cards (Note: Cards are categorized by Business Objectives, Life Cycle, and User)

Add Cards 0 of 16 selected Search

[Summary Cards](#) [Other Cards](#)

Business objectives

<input type="checkbox"/> Users ▾ by Audience DATA TABLE From 'Audiences'	<input type="checkbox"/> New users by First user default channel group ▾ BAR CHART From 'User acquisition'	<input type="checkbox"/> New users by First user default channel group ▾ DATA TABLE From 'User acquisition'	<input type="checkbox"/> Sessions ▾ by Session default channel group ▾ DATA TABLE From 'Traffic acquisition'
<input type="checkbox"/> Items purchased by item name DATA TABLE From 'E-commerce purchases'	<input type="checkbox"/> Items viewed in promotion by item promotion name DATA TABLE From 'Promotions'	<input type="checkbox"/> Users ▾ by Age BAR CHART From 'Demographic details'	<input type="checkbox"/> Users ▾ by Gender DOUGHNUT CHART From 'Demographic details'
<input type="checkbox"/> Users ▾ by Language BAR CHART From 'Demographic details'	<input type="checkbox"/> Users ▾ by Town/City DATA TABLE From 'Demographic details'	<input type="checkbox"/> Users ▾ by Country GEO CHART From 'Demographic details'	<input type="checkbox"/> Users ▾ by interests DATA TABLE From 'Demographic details'
<input type="checkbox"/> Views by Page title and screen class 	<input type="checkbox"/> Event count by Event name 	<input type="checkbox"/> Conversions by Event name 	<input type="checkbox"/> Views by Page title and screen class

Dashboard and Custom Report (Creating an Overview Report)

The selected cards will be displayed in the list of card section of the report.

The screenshot shows a digital marketing dashboard with three main sections: 'Users by Audience', 'New users by First user default channel group', and 'Users by Country'. A red arrow points from the 'Customise report' sidebar on the right towards the 'New users by First user default channel group' section.

Untitled report

Last 28 days: 10 Jul - 6 Aug 2023 [Save...](#)

Customise report

CARDS (UP TO 10)

- Users by Audience
- New users by First user default chan...
- Users by Country

+ Add Cards

REPORT TEMPLATE

No template

Users by Audience

AUDIENCE	USERS
All users	509

[View audiences →](#)

New users by First user default channel group

FIRST USER DEFAULT CHANNEL...	NEW USERS
Organic Search	194
Direct	156
Paid Search	96
Organic Social	7
Display	1
Email	1
Referral	1

[View user acquisition →](#)

Users by Country

COUNTRY	USERS
Singapore	391
Vietnam	23
Philippines	16
United States	15
Indonesia	14
China	12
India	10

[View countries →](#)

Dashboard and Custom Report (Creating an Overview Report)

Don't forget to save the report created using the overview report.

The screenshot shows a dashboard with a modal window open. The modal is titled "Save as new report" and contains fields for "Report Name" (set to "Test") and "Report description". In the background, there is a map of Southeast Asia and a table of user counts by country:

COUNTRY	USERS
Singapore	991
Vietnam	23
Philippines	16
United States	16
Indonesia	14
China	12
India	10

If successfully created, it will be placed on the list of the reports.

The screenshot shows a "Reports" list page. At the top right, there are buttons for "+ Create new report" and a search bar. The main table lists one report entry:

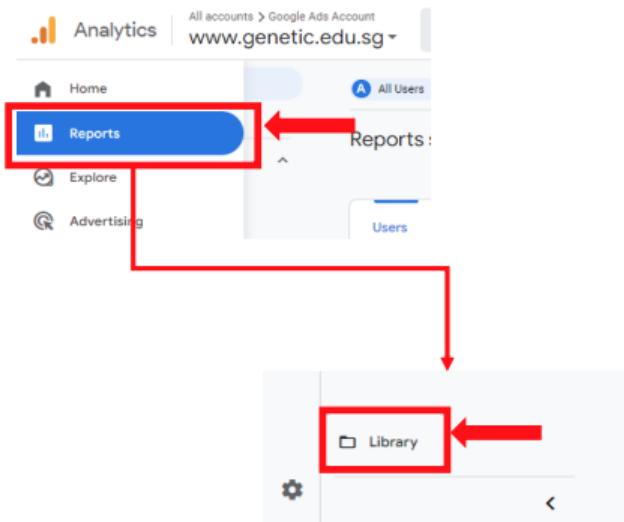
Type	Name	Creator	Last modified	Template	Collection	Description
Report	Test	Mackles Tutorials	7 Aug 2023	Mackles Tutorials		

Dashboard and Custom Report (Creating a Collection)

Creating a Collection

A collection is a set of reports. You can create your own collections. Life cycle and User are predefined collections that appear in the report navigation, by default.

Step 1: Go to Reports → Select "Library" from the lower left corner.



Dashboard and Custom Report (Creating a Collection)

Step 2: Click “Collection”

The screenshot shows a digital marketing dashboard titled "Collections". It features three main categories displayed as cards:

- Business objectives**: Status: Unpublished. Contains four items:
 - Generate leads
 - Drive online sales
 - Raise brand awareness
 - Examine user behaviour
- Life cycle**: Status: Published. Contains four items:
 - Acquisition
 - Engagement
 - Monetisation
 - Retention
- User**: Status: Published. Contains two items:
 - User Attributes
 - Tech

Below the cards, there is a "Create new collection" button with a plus sign icon and a "Reports" section.

Dashboard and Custom Report (Creating a Collection)

Step 3: Select "Blank" or "Start from a Template"

For this example, we will use the "Blank"

The screenshot shows the 'Create new collection' interface. At the top left is a back arrow icon. Next to it, the text 'Create new collection' is displayed above a large rectangular button labeled 'Blank'. This button contains a small Google Sheets icon and the text 'Create a blank collection and add topics and reports.' Below this main button is a section titled 'Start from a template' containing six smaller cards:

- Firebase**: App developer. Ideal for Android and iOS app developers; focuses on the in-app user experience.
- Acquisition**: Retention, Engagement, Monetisation. Games reporting. Ideal for game developers and marketers; utilises dimensions and metrics relevant to app-based games.
- User Attributes**: Tech. Helps you understand your customer's demographics and the technology that they use.
- User**: Helps you understand your customer's demographics and the technology that they use.
- Generate leads**: Drive online, Raise brand, Examine user. Business objectives. These reports are customised to your business objectives, such as sales targets, customer metrics and more.
- Life cycle**: Acquisition, Engagement, Monetisation, Retention. Helps you understand your customer's full experience from acquisition to retention.

Dashboard and Custom Report (Creating a Collection)

Step 4: Customize Collection

Customise collection

The screenshot shows a user interface for creating a custom collection of reports. On the left, there's a sidebar titled "TOPICS AND REPORTS" with a button "+ Create new topic". In the center, a large box says "Drag reports to create collection" with a search bar "Search reports". On the right, there are several categories of reports listed:

- Audiences**: Describes users, sessions, engagement, conversion, and revenue metrics.
- Conversions**: Describes item purchases by views, basket activity, and revenue.
- Demographic details**: Describes users, sessions, engagement, conversion, and revenue metrics per age, city, country, gender, interests, and language.
- E-commerce purchases**: Describes item purchases by views, basket activity, and revenue.
- Events**: Describes event count by event name, along with total users that triggered the event, event count per user, and revenue per event.
- In-app purchases**: Describes product purchases by quantity and revenue.
- Landing page**: Describes landing page by views, new users, conversions, and total revenue.
- Pages and screens**: Describes web pages and app screens by total views, number of users who viewed each page/screen, average engagement time, and scrolls.
- Promotions**: Describes ad performance by impressions, clicks, and revenue.
- Publisher ads**: Describes ad performance by impressions, clicks, and revenue.

At the bottom of the central panel is a "Save" button.

Dashboard and Custom Report (Creating a Collection)

Click on “+ Create a New Topic”

The screenshot shows a user interface for customizing a collection. At the top left is a back arrow labeled "Back". The main title is "Customise collection". Below it, the status is "Unpublished". A section titled "TOPICS AND REPORTS" contains a single report card with a grid icon and an "X" icon. Inside the card, there are two "Drop" instructions: "Drop overview report" and "Drop detail report". At the bottom of the card is a "+ Create new topic" button.

Dashboard and Custom Report (Creating a Collection)

Step 5: Drag and Drop the desired overview report or detail report from the right-most side. (Note: Both built-in and created one will be listed in this section)

The screenshot shows the 'Customise collection' page in Google Analytics. On the left, there's a sidebar titled 'TOPICS AND REPORTS' containing 'User attributes overview' and 'User acquisition'. Below it is a '+ Create new topic' button. A 'Save' button is at the bottom. On the right, a large panel titled 'Drag reports to create collection' lists various reports with descriptions. The 'Overview reports' tab is selected.

Report Type	Report Name	Description
Overview reports	Dashboard overview	Dashboard overview of user engagement with your business from the perspective of engagement time (session duration), and screens and events (e.g. screens viewed most often, events triggered most often).
	Examine user behaviour overview	
	Generate leads overview	
	Monetisation overview	Dashboard of e-commerce activity from the perspective of revenue, purchases, items and coupons.
	Raise brand awareness overview	
	Reports snapshot	
	Retention overview	Dashboard of user retention from the perspective of new vs. returning users, percentage of cohort/users that return each day, and lifetime value.
	Tech overview	Dashboard of the different platforms, devices, browsers, operating systems and app versions by which users engage with your content.
	User attributes overview	Dashboard overview of user traffic to your business from the perspective of user demographics (e.g. age, city, country, gender, interests and language).
	Test	

Note: Don't forget to click the "Save" button.

Dashboard and Custom Report (Creating a Collection)

Step 6: Click "Back" from the upper left corner to go back to the list of Collections created.

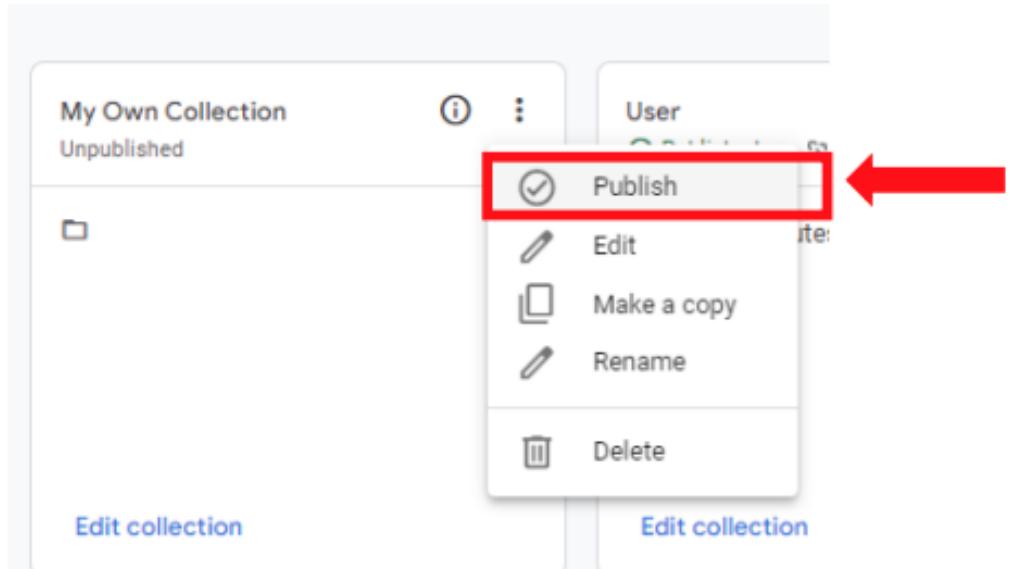
The screenshot shows a user interface for managing collections. At the top left is a 'Back' button. Below it, the title 'Customise collection' is displayed. The main area is titled 'Collections' and contains a list of four items:

- Create new collection**: Contains a plus sign icon and a 'Create new collection' button.
- Business objectives**: Status: Unpublished. Contains a 'Business object...' link. Options include: Generate leads, Drive online sales, Raise brand awareness, Examine user behaviour.
- Life cycle**: Status: Published. Contains a 'Life cycle' link. Options include: Acquisition, Engagement, Monetisation, Retention.
- My Own Collection**: Status: Unpublished. This item is highlighted with a red box and a red arrow pointing to it. It has an empty checkbox field and an 'Edit collection' button.
- User**: Status: Published. Contains a 'User' link. Options include: User Attributes, Tech.

At the bottom left, there is a 'Resources' section.

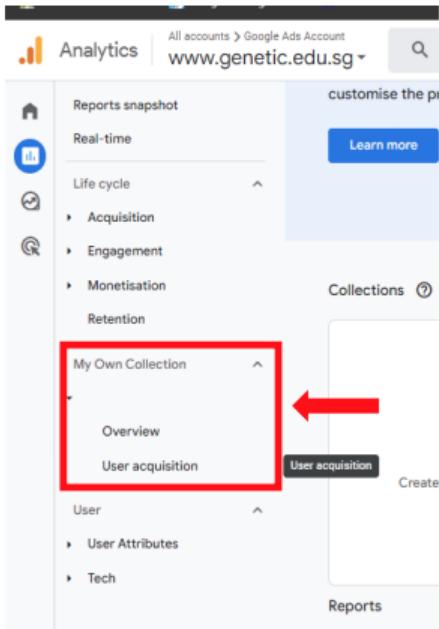
Dashboard and Custom Report (Creating a Collection)

Step 7: Publish the collection to show it in GA4 Property



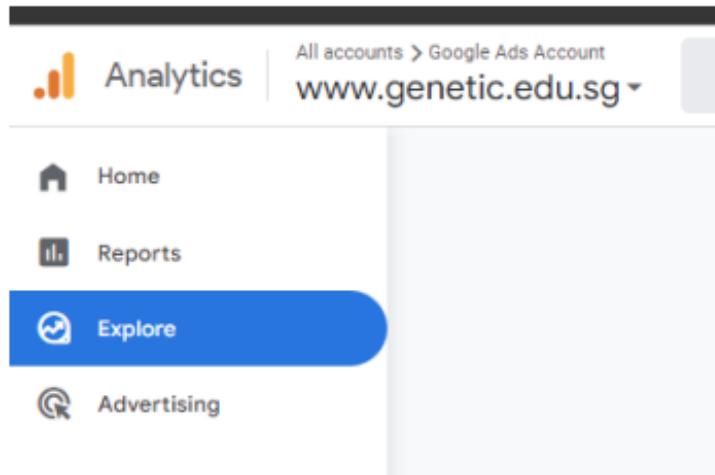
Dashboard and Custom Report (Creating a Collection)

Once it is published, it will be listed in the GA4 Property as shown below:



5.1 Dashboard and Custom Report (GA4 Custom Exploration Report)

In GA4, the creation of the report is now under the “Exploration” in the Dashboard.



5.1 Dashboard and Custom Report (GA4 Custom Exploration Report)

GA4 Explorations: Variables vs. Tab Settings

When you first set up a report, there are two columns in the report editor:

1. Variables
2. Tab Settings

Variables

- This column is where you choose all the variables that might be used in the report.
- You may need to think about all the data you might want to see and add it here.
- These do not show up in the report without being dragged over to the other column.

Tips for Adding Variables:

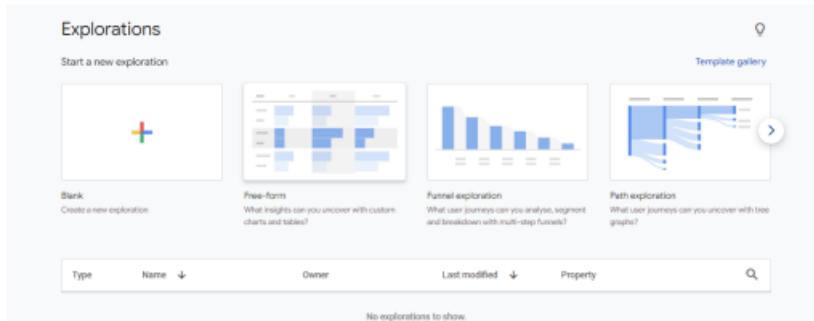
- When adding segments, dimensions, metrics to the report, you will see a long list of available variables, organized under headings.

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 1: Choose Free Form in the Explore Tab

First, go to the Explore tab in the left-hand navigation bar that pops out. Then, select Free form.

You can also use a blank template to create a free form report, but we like the free form option because it populates the report with some data to start. It's often easier to manipulate it when you have the examples there, instead of starting from scratch, especially when you're first starting out.



Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 2: Pick a Date Range

Choose a date range for your report. It defaults to the past 30 days.

The screenshot shows the Google Analytics interface for a 'Free-form' exploration named 'Free-form'. The date range is set from '10 Jul - 6 Aug 2023'. The left sidebar lists segments like 'US', 'Direct traffic', 'Paid traffic', etc., and dimensions like 'Event name', 'Gender', 'Country', 'Device category', etc. The metrics selected are 'Active users', 'Event count', and 'Transactions'. The main table displays data for 10 locations, grouped by 'Device category' (desktop, mobile, tablet) and 'Active users'.

Town/City	desktop	mobile	tablet	Active users
Totals	273 8.6% of total	233 25.8% of total	3 0.6% of total	509 100.0% of total
1 Singapore	183	201	3	387
2 (not set)	31	4	0	35
3 Hanoi	14	2	0	16
4 Makassar	7	3	0	10
5 Manila	3	2	0	5
6 Ho Chi Minh City	4	0	0	4
7 Davao City	0	3	0	3
8 Bacoor	2	0	0	2
9 Bangkok	1	1	0	2
10 Can Tho	1	1	0	2

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 3: Add Segments (Optional)

Segments in GA4 mean just what they meant in Universal Analytics. They're just ways of putting your traffic into buckets so that you can see it alone, or compare it with another segment.

Examples:

- Traffic from a certain country, region, or city
- Mobile traffic or desktop traffic
- Users who made a purchase
- Traffic from a certain channel (paid, organic, social)

The screenshot shows the Google Analytics interface for a custom exploration named "Free-form" from July 10 to August 2, 2023. A red box highlights the "SEGMENTS" section on the left, which contains "US", "Direct traffic", "Paid traffic", "Mobile traffic", and "Tablet traffic". An arrow points from this section to the "SEGMENT COMPARISONS" area, where a button says "Drop or select segment". The main table displays device category data for various cities, with Singapore having the highest number of active users (387). The table includes columns for desktop, mobile, tablet, and totals.

Town/City	Active users	Active users	Active users	Active users
Totals	273 53.6% of total	233 45.8% of total	3 0.6% of total	509 100.0% of total
1 Singapore	183	201	3	387
2 (not set)	31	4	0	35
3 Hanoi	14	2	0	16
4 Makassar	7	3	0	10
5 Manila	3	2	0	5
6 Ho Chi Minh City	4	0	0	4
7 Davao City	0	3	0	3
8 Bacoor	2	0	0	2
9 Bangkok	1	1	0	2
10 Can Tho	1	1	0	2

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 4: Add Dimensions and Metrics

The screenshot shows the Google Analytics "Free-form" report interface. On the left, there's a sidebar with "Variables" (Exploration Name: Free-form, Date: 10 Jul - 6 Aug 2023), "SEGMENTS" (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and sections for "DIMENSIONS" (Event name, Gender, Country, Device category, First user medium, Town/City) and "METRICS" (Active users, Event count, Transactions). A red box highlights the "DIMENSIONS" and "METRICS" sections. Two red arrows point from the "Start row" dropdown (set to 1) and the "Show column grouped" dropdown (set to 5) towards the main report area. The main area displays a table titled "Free-form 1" with data for device categories (desktop, mobile, tablet) across various towns/cities.

Device category	desktop	mobile	tablet	Totals
	Active users	Active users	Active users	+ Active users
Totals	273 55.5% of total	233 48.8% of total	3 0.6% of total	509 100.0% of total
1 Singapore	183	201	3	387
2 (not set)	31	4	0	35
3 Hanoi	14	2	0	16
4 Makassar	7	3	0	10
5 Manila	3	2	0	5
6 Ho Chi Minh City	4	0	0	4
7 Davao City	0	3	0	3
8 Bacoor	2	0	0	2
9 Bangkok	1	1	0	2
10 Can Tho	1	1	0	2

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 5: Drag and Drop Segments

Now that we've selected variables for our report, we can drag and drop them to where we want them to go. If you created any segments, go ahead, and drag those over to the Segment Comparisons box.

The screenshot shows the Google Analytics 4 Custom Exploration Report interface. On the left, there's a sidebar with 'Variables' and 'Dimensions' sections. A red arrow points from the 'SEGMENTS' section in the Variables sidebar to a red-bordered box labeled 'SEGMENT COMPARISONS'. This box contains a list of segments: 'Direct traffic', 'Paid traffic', 'Mobile traffic', 'Drop or select segment', 'Pivot', and 'First column'. The main area displays a table with data for various cities. The table has columns for Segment, Mobile traffic, Direct traffic, Paid traffic, and Totals. The first row shows totals for the entire dataset: 233 (Mobile traffic), 106 (Direct traffic), 73 (Paid traffic), and 378 (Totals). Subsequent rows show data for specific cities like Singapore, Makassar, Hanoi, Davao City, Kuala Lumpur, Bangkok, Columbus, Jalandhar, and Kota Kinabalu.

Segment	Mobile traffic	Direct traffic	Paid traffic	Totals
Device category	mobile	desktop	mobile	mobile desktop
Town/City	Active users	Active users	Active users	Active users Active users
Totals	233 81.6% of total	106 38.0% of total	73 19.3% of total	61 16.1% of total 37 9.8% of total 378 100.0% of total
1 Singapore	201	71	65	59 36 310
2 (not set)	4	21	4	0 0 25
3 Makassar	3	2	2	0 0 5
4 Hanoi	2	2	1	0 0 4
5 Davao City	3	0	0	0 0 3
6 Kuala Lumpur	2	0	0	1 0 2
7 Bangkok	1	0	0	1 0 1
8 Columbus	0	2	0	0 0 2
9 Jalandhar	0	2	0	0 0 2
10 Kota Kinabalu	1	0	1	0 0 1

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 6: Drag and Drop rows and columns

In Universal Analytics, you put dimensions into rows and metrics into columns. In GA4, you can add dimensions to either rows or columns to create the in-depth report you need to understand your data.

For instance, in the example report Google has made, you can see they've added City as a column, then Device category into rows. So, the graph will now show the city and device category for each metric (a.k.a. Value) that's added (Active users in the example graph).

If you're new to GA4 Explore reports, we recommend sticking with adding dimensions to rows only at first, then start playing with columns when you're feeling more confident.

The screenshot shows the Google Analytics interface for a 'Free-form' report titled 'Free-form'. The left sidebar includes sections for Variables (Exploration Name: Free-form, Dates: 10 Jul - 6 Aug 2023), Segments (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and Dimensions (Event name, Gender, Country). The main area displays a table with the following data:

	Segment	Mobile traffic	Direct traffic	Paid traffic	Totals
Device category	mobile	desktop	mobile	mobile	
Town/City	Active users	Active users	Active users	Active users	Active users
Totals	233 61.6% of total	106 28.0% of total	73 19.3% of total	61 16.1% of total	37 9.8% of total
1 Singapore	201	71	65	59	310
2 (not set)	4	21	4	0	25
3 Makassar	3	2	2	0	5
4 Hanoi	2	2	1	0	4
5 Davao City	3	0	0	0	3
6 Kuala Lumpur	2	0	0	1	2
7 Bangkok	1	0	0	1	1
8 Columbus	0	2	0	0	2
9 Jalandhar	0	2	0	0	2
10 Kota Kinabalu	1	0	1	0	1

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 7: Drag and Drop values

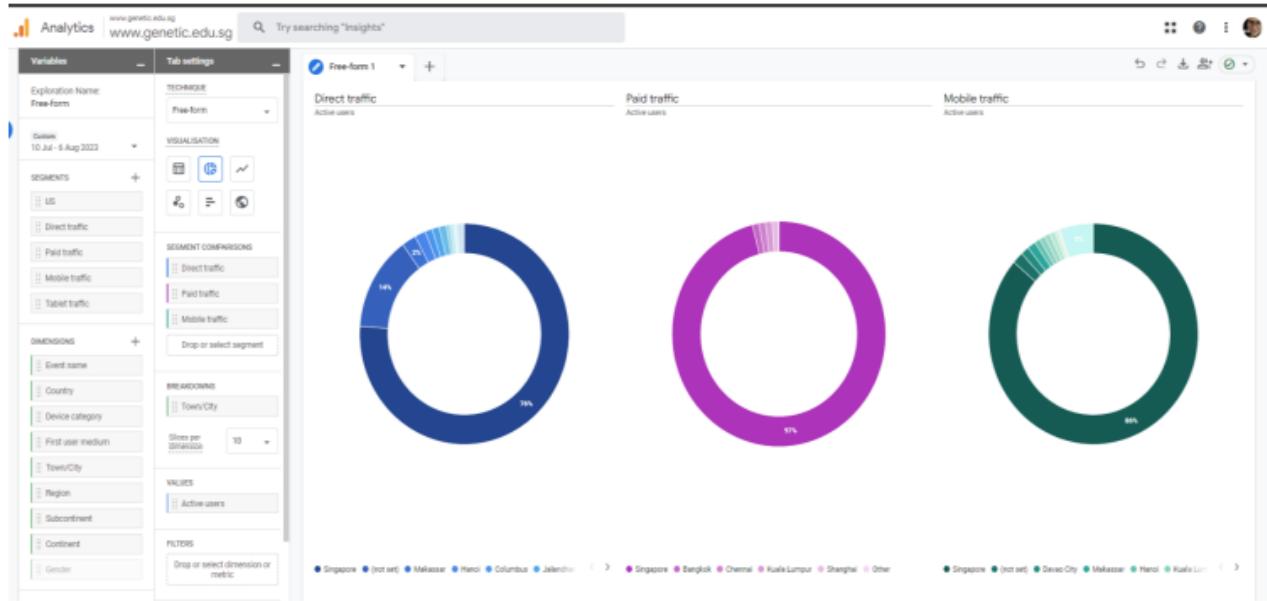
In custom reports in Universal Analytics, you just had metrics. In GA4, this section is called Values. You can only drag and drop metrics into this section. “Values” is a helpful term, since values mean numbers.

So, in Google's example report, active users are the value.

The screenshot shows the Google Analytics 4 Custom Exploration Report interface. On the left, there are two columns: 'DIMENSIONS' and 'METRICS'. Under 'DIMENSIONS', 'Event name', 'Gender', 'Country', 'Device category', 'First user medium', and 'Town/City' are listed. Under 'METRICS', 'Active users', 'Event count', and 'Transactions' are listed. A red arrow points from the 'METRICS' column towards the 'VALUES' section. The 'VALUES' section contains a box labeled 'Active users' with a dashed border, indicating it has been selected. Below this is a box labeled 'Drop or select metric'. At the bottom of the 'VALUES' section is a dropdown menu labeled 'Cell type' with 'Bar ch...' selected. The 'COLUMNS' section above the 'VALUES' section includes a box for 'Device category' and a placeholder 'Drop or select dimension'. There is also a 'Start column group 1' button and a 'Show column groups' dropdown set to '5'. The right side of the interface shows a list of columns numbered 7 through 10, each with a letter and a question mark: Bi, Ci, Ji, Ki.

Dashboard and Custom Report (GA4 Custom Exploration Report)

Step 8: Change Visualization (optional)



Practice Exercise: Creating Reports & Collection

- Create one (1) Overview Report (E.g., users → by Audience, users → by Age, Conversions by Country, etc.)
- Create two (2) Detailed Report (E.g., User Acquisition, Traffic Acquisition, Conversions, etc.)
- Create a new Collection Adding 1 overview report and the 2 detailed reports.