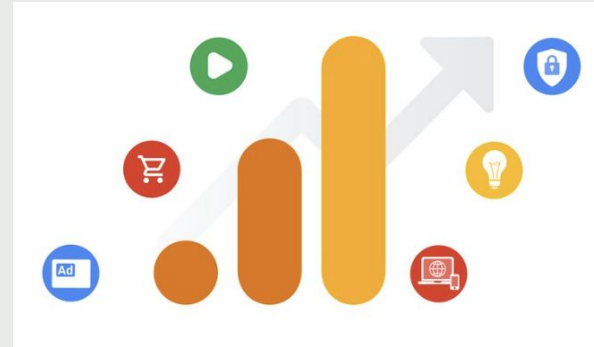# Google Analytics 4 Workshop

Agenda: exploring/answering…

- What is Google Analytics 4 (GA4)?

- Exploring the Google Analytics Demo Account

- Applying GA4 Insights to Your Business/eCommerce Site

Why should I care?

- Interested in digital marketing or e-commerce.

- Build your business: lots of insights into user behavior

- Very powerful tool with easy-to-learn interface

- Get certified! ~ 6 hours

What is Google Analytics 4?

"the next-generation **analytics platform** from Google, designed to track and analyze user behavior across websites and apps using an **event-based** data model."

Events vs Sessions

Google Analytics 4 (event-based):

- In GA4, every interaction is treated as an **event**. This includes page views, clicks, downloads, video plays, and more.
- GA4 has **sessions** too, but its focus is on individual **events** to understand user behavior.

Universal Analytics (session-based):

- UA organized data around **sessions**. A session is a group of user interactions that happen within a given time frame (typically 30 minutes).
- Each **session** can include multiple page views, events, and transactions.

Exploring GA4 + Demo

1. Search "GA4 Demo Account" or link.
2. Under "Access the demo account" click on the "Google Analytics 4 property: Google Merchandise Store (web data)" link.
3. Click on the **?** in the top right, press "start tour" and learn briefly about the different parts.
4. We will briefly go over different parts of "Reports" tab on the left – then people can explore for a bit on their own.

Key Events & Conversions

- **Key Events**: Key events in Google Analytics measure the interactions most important to your business. ex: newsletter subscription

- **Conversions**: Conversions can be created from key events to help measure and optimize your ad campaigns. ex: purchase completion

Acquisition

The Acquisition overview shows where your users are coming from, including new users and returning users.

Engagement

The Engagement overview report shows how users engage with your website or app and lists their most frequent interactions.

Monetization

The Monetization report shows your eCommerce data, including purchases and revenue.

- **Purchase journey**
- E-commerce purchases
- Promotions

Retention

The Retention report shows the amount of time users spend engaged on your website or app and how many users return each day.

Explore

Feel free to explore around the interface for a couple of minutes, play around with different filters and look at more specific reports. If a term is <u>underlined</u> hold your mouse over it for a definition.

Path Explorations

- Find the top pages that new users open after opening the home page.
- Discover what actions users take after an app exception.
- Uncover looping behavior which may indicate users becoming stuck.

Explore → "Path exploration"

Use Cases: Increasing Conversion Rate

Example:

→ Issues:

- High cart abandonment rate.

- High home page bounce rate.

→ Solutions:

- Redesigned and modeled the cart after other brands.

- Redesigned the home page UI to be more minimalistic.

Use Cases: A|B Testing

- **Build Hypotheses:** Identify improvement areas using user behavior data.

- **Segmented Testing:** Test variations on specific audience segments.

- **Real-Time Insights:** Adjust tests based on immediate user feedback.

Use Cases: Identifying Site Errors

- Backtrack on an error to figure out how it is caused (404, broken links).

- Track failed events or interactions to spot issues.

- Pages with high exit rates/drop offs may show that there is something wrong with a web page.

Thank You! → Questions?

Google Analytics 4 Certification

→ Review website tagging with Google Tag and Tag Manager

→ Go over further setup measurements.

→ Explore further explorations (like the path exploration).

→ Understand key terms in GA4 and the digital marketing/eCommerce spaces.