

Google Analytics 4 (GA4): Purchase Journey

In GA4, the purchase journey refers to the series of steps a user takes from first interaction with your website or app to the final purchase (or conversion). GA4 tracks this journey using events and user properties.

Purchase Journey - Key Stages (Events)

1. `view_item_list` - User sees a list of products (e.g., category page or search results).
2. `select_item` - User clicks or taps on a product from a list.
3. `view_item` - User views the product detail page.
4. `add_to_cart` - User adds the product to their cart.
5. `begin_checkout` - User begins the checkout process.
6. `add_shipping_info` - User adds shipping details.
7. `add_payment_info` - User enters payment information.
8. `purchase` - User completes the purchase.

How GA4 Tracks the Journey

- GA4 uses the event-based model, so each interaction (like `add_to_cart`, `purchase`, etc.) is a separate event.
- You can view this journey using funnels in GA4 under: Explore -> Funnel Exploration.
- Funnels help visualize how many users drop off at each stage.

Sample Funnel Example (from GA4):

Step	Users	Drop-off %
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View Item	1000	-
Add to Cart	500	50%
Begin Checkout	400	20%
Add Payment Info	300	25%
Purchase	250	17%

This helps identify where users are abandoning and where to optimize.

Bonus Tip: Event Parameters to Track

Each event can include detailed parameters. For example:

- purchase might include:
 - transaction_id
 - value
 - currency
 - items (list of products purchased)