

First get access to the **Demo Google Analytics 4 Property** by using the **link below** and then **use the data** within the **Demo property** to find the answers below

<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>

## Traffic Sources and Campaign Performance

- How many users came from Paid Search in the first half of 2023?
- How many sessions were generated from Organic search in July 2023
- What was the total revenue generated from Organic search in July 2023

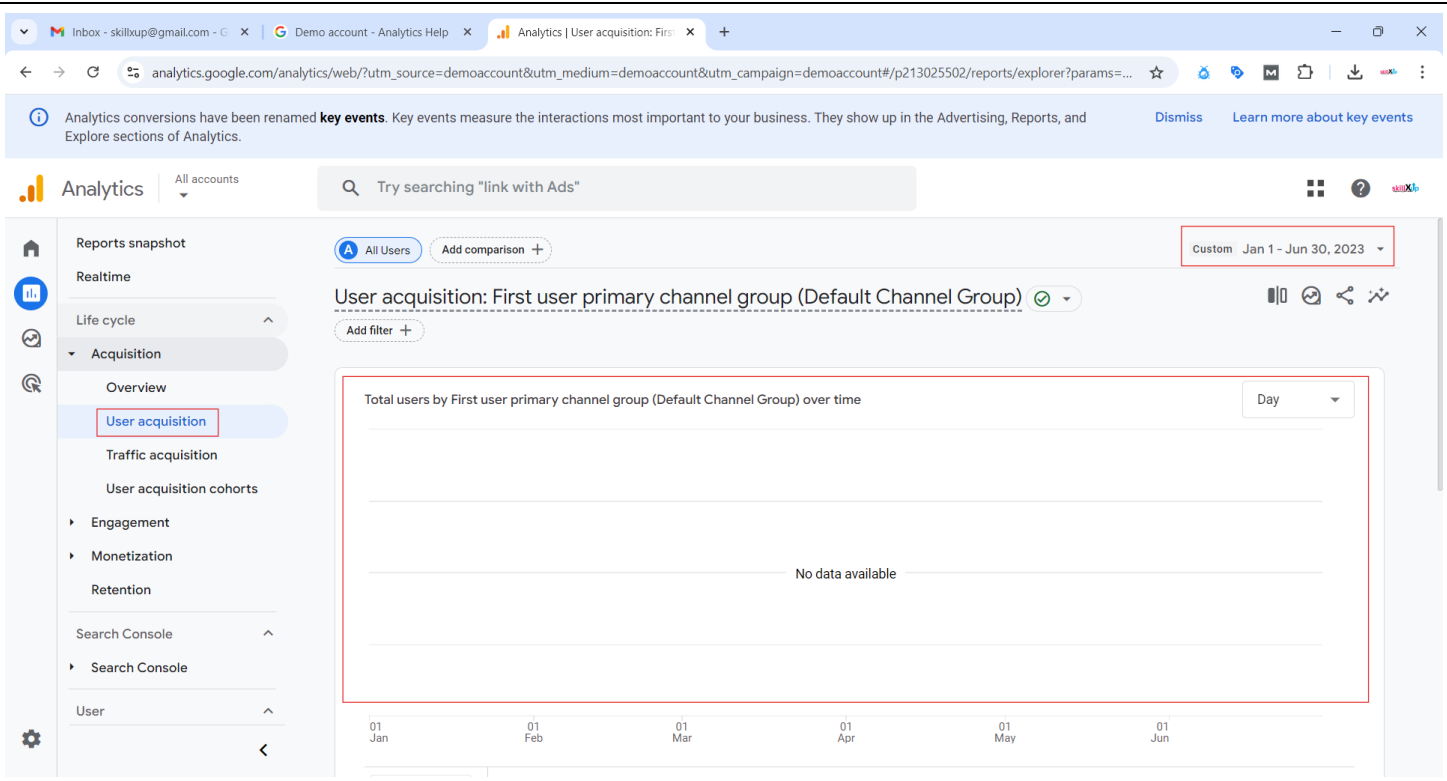
## How many users came from Paid Search in the first half of 2023?

Step 1 – Highlight the User Acquisition, Selecting the Date Range (Jan 1, 2023 – June 30, 2023) & Applying

The screenshot shows the Google Analytics 4 interface. The left sidebar has the 'User acquisition' report selected. The main content area displays the 'User acquisition: First user primary channel' report. A date range filter is applied, showing 'Jan 1, 2023' to 'Jun 30, 2023'. The table below shows the results for various acquisition channels.

Channel	Users	Sessions	Engaged sessions	Engagement rate	Revenue
Total	75,751	1,416,443	947,925	66.99%	260,812
1 Direct	53,561	1,016,443	668,925	65.82%	220,812
2 Organic Search	13,791	260,812	170,812	65.53%	55,491
3 Referral	2,181	55,491	36,491	65.78%	16,401
4 Cross-network	2,131	61,401	40,401	65.79%	17,321
5 Email	1,961	68,091	45,091	66.23%	18,321
6 Paid Search	1,061	7,321	4,821	65.86%	5,994
7 Organic Social	312	5,994	3,994	66.63%	2,020
8 Unassigned	289	2,020	1,320	65.35%	5,184
9 Organic Shopping	238	5,184	3,424	66.07%	1,320

Step 2 – Based on the selection of User Acquisition, Date Range, Showing the Results (but no data available)



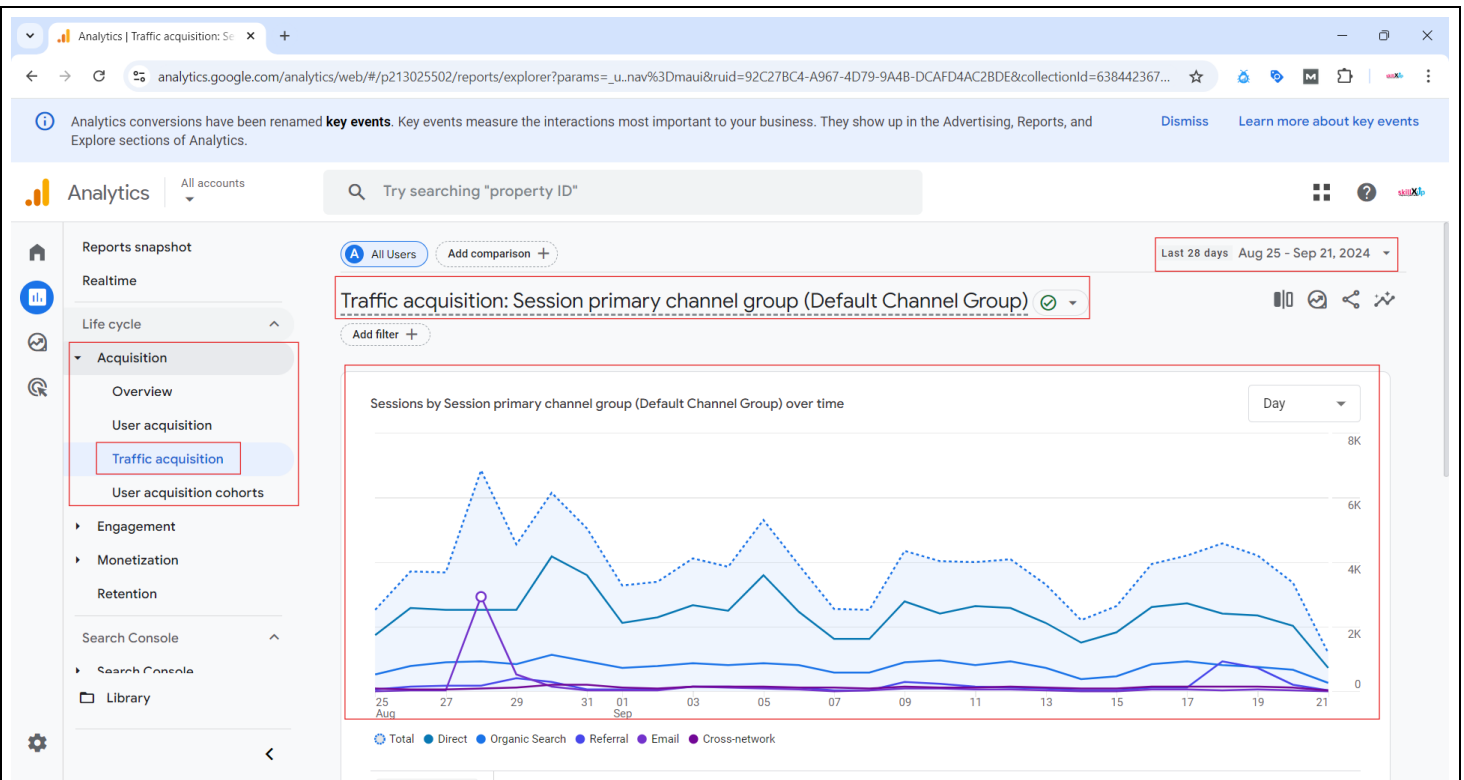
Step 3 – Showing the Table Results (but no data available, according to given question / input)

The screenshot shows the Google Analytics interface with the report view set to 'Table'. The table has the following columns: First user prim...Channel Group, Total users, New users, Returning users, Average engagement time per active user, Engaged sessions per active user, and Event count All events. The 'Total' row shows all values as 0.

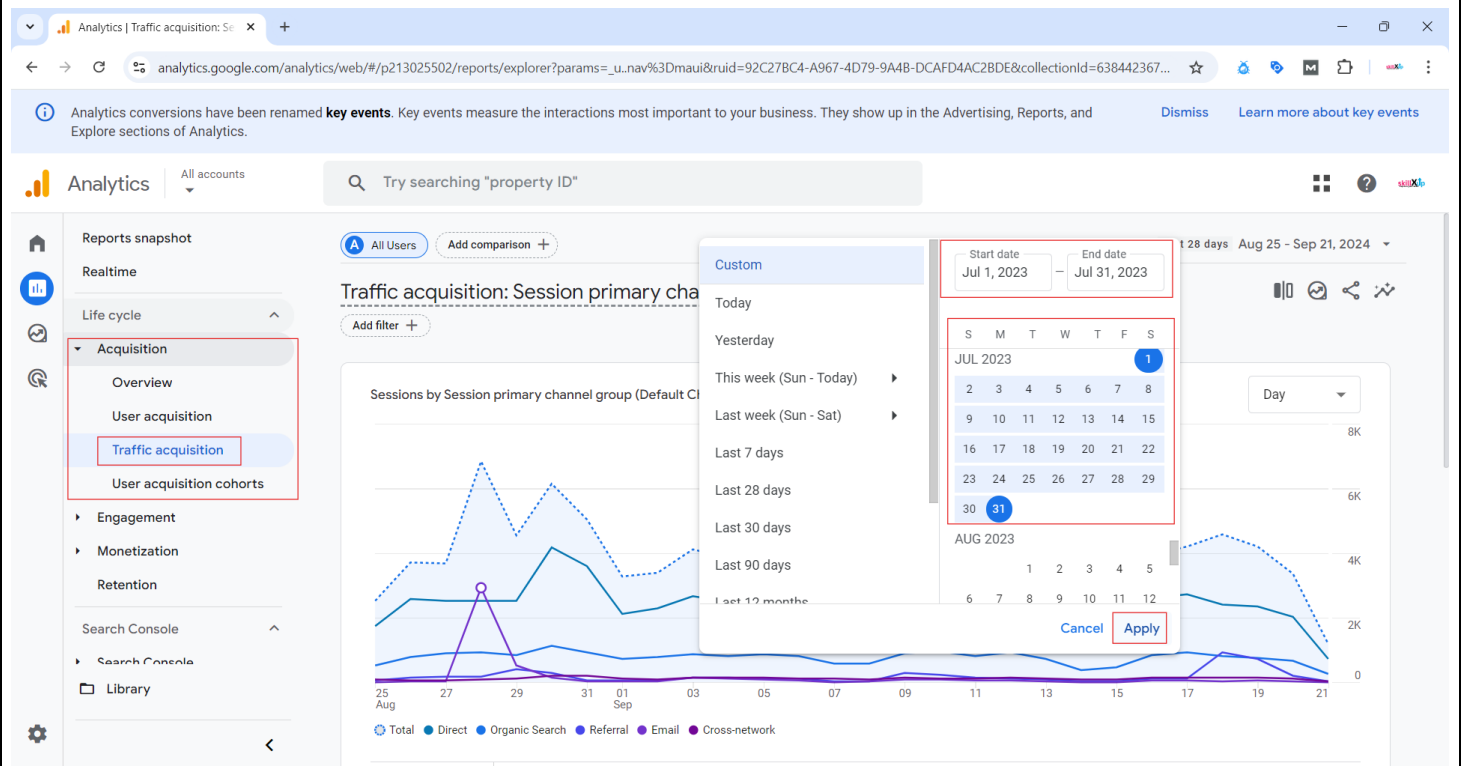
First user prim...Channel Group	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total	0	0	0	0s	0.00	0

How many sessions were generated from Organic search in July 2023

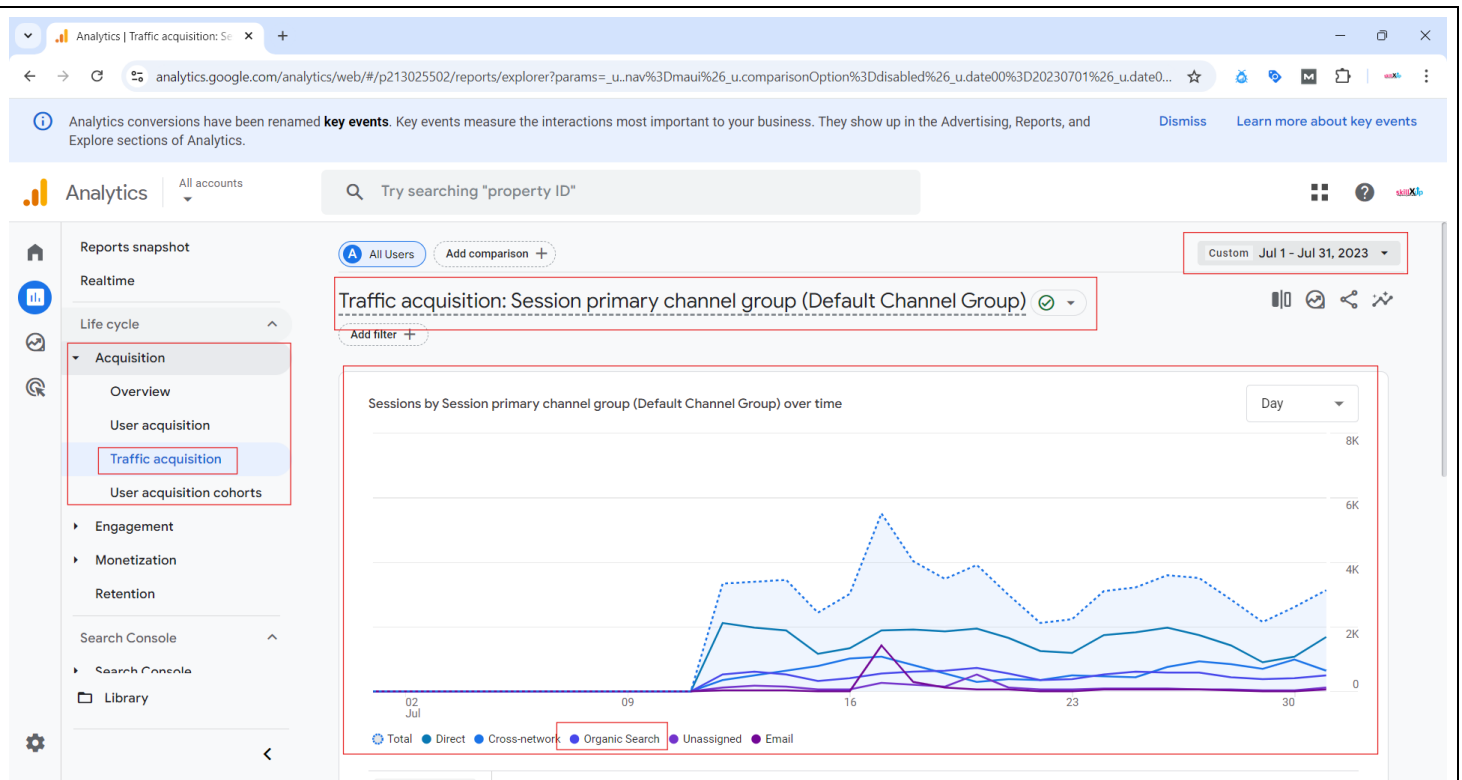
Step 1 – Selecting Acquisition under that, Select -Traffic Acquisition,



## Step 2 – Selecting Date Range (Jul 1, 2023 – Jul 31, 2023)



## Step 3 – Fetching the Graph Results of Organic Search according to Selected Date Range



## Step 4 – Fetching the Table (rows & cols) Results of Organic Search Results from the given Date Range

Analytics | Traffic acquisition: Sessions

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230701%26\_u.date0...

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics All accounts Try searching "property ID"

Reports snapshot  
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Traffic acquisition  
User acquisition cohorts  
Engagement  
Monetization  
Retention  
Search Console  
Search Console  
Library

Traffic acquisition: Session primary channel group (Default Channel Group) [Add filter](#)

Custom Jul 1 - Jul 31, 2023

Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 11

	Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
							All events
<input checked="" type="checkbox"/>	Total	63,590 100% of total	57,281 100% of total	90.08% Avg 0%	1m 12s Avg 0%	17.78 Avg 0%	1,130 100% of
<input checked="" type="checkbox"/>	1 Direct	32,633	30,026	92.01%	1m 13s	17.33	565
<input checked="" type="checkbox"/>	2 Cross-network	12,837	12,481	97.23%	1m 09s	14.82	190
<input checked="" type="checkbox"/>	3 Organic Search	9,932	9,194	92.57%	57s	15.49	153
<input checked="" type="checkbox"/>	4 Unassigned	2,429	11	0.45%	1m 49s	45.14	109
<input checked="" type="checkbox"/>	5 Email	2,378	2,115	88.94%	1m 50s	24.85	59
<input type="checkbox"/>	6 Paid Search	2,191	2,147	97.99%	6s	6.04	13
<input type="checkbox"/>	7 Organic Social	1,045	932	89.19%	1m 47s	24.62	25
<input type="checkbox"/>	8 Referral	593	538	90.73%	1m 36s	21.91	12

## Step 5 – Highlighting the row & col of Fetched Organic Search Results according to Selected Date Range (Jul 1, 2023 – Jul 31, 2023) from the Traffic Acquisition under Acquisition

Analytics | Traffic acquisition: Se x +

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230701%26\_u.date0...

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Analytics All accounts Try searching "property ID"

Reports snapshot Realtime Life cycle

Acquisition Overview User acquisition **Traffic acquisition** User acquisition cohorts

Engagement Monetization Retention Search Console Search Console Library

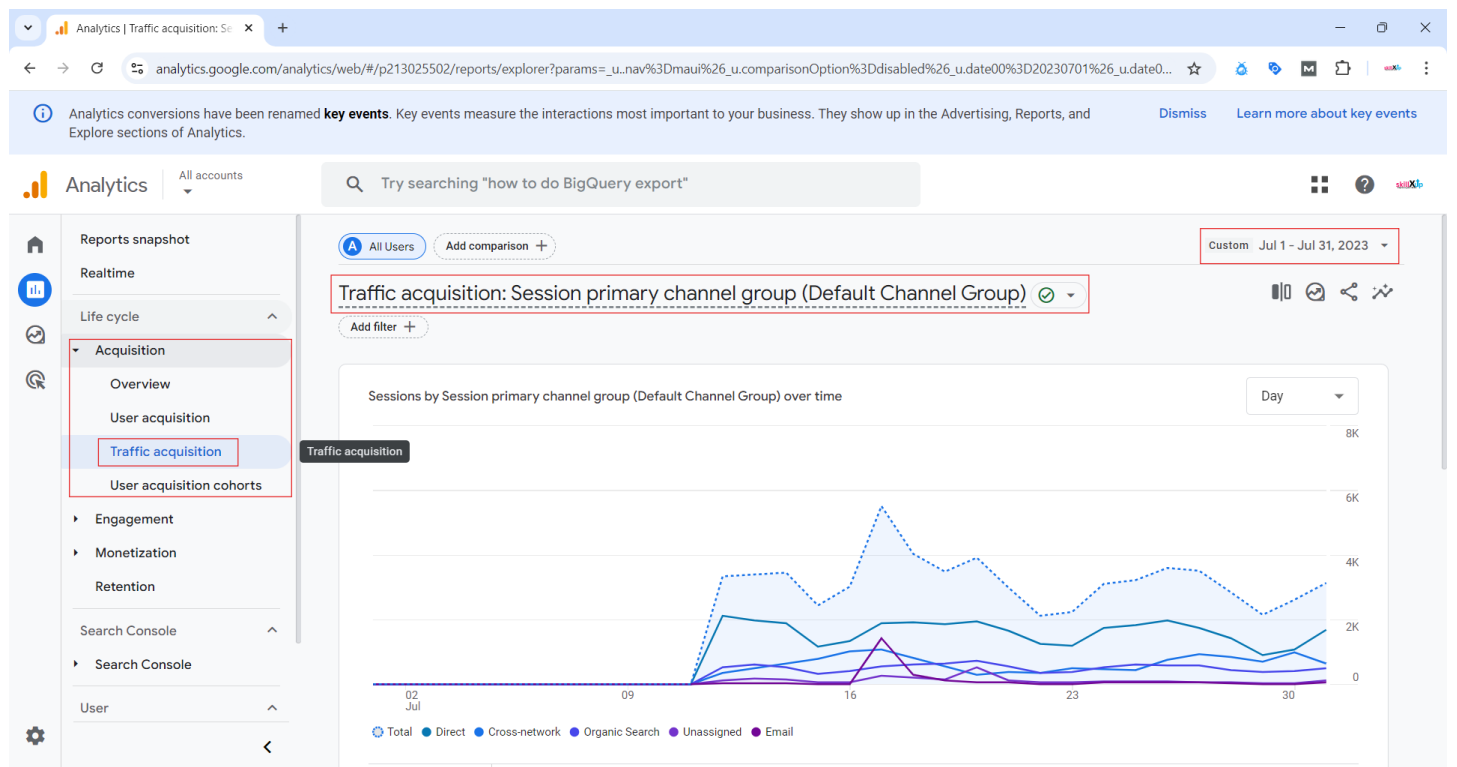
Traffic acquisition: Session primary channel group (Default Channel Group) Custom Jul 1 - Jul 31, 2023

Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 11

	Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event cou All events
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## What was the total revenue generated from Organic search in July 2023

Step 1 – Select Acquisition, under that Select – Traffic Acquisition, based upon previous Question, Date Range already Selected (Jul 1, 2023 – Jul 31, 2023)



Step 2 – Scroll down to see the Table with Rows & Cols, Find Organic Search, -> Scroll Horizontal Bar below the Table till to End

Analytics | Traffic acquisition: Session primary channel group (Default Channel Group) Custom Jul 1 - Jul 31, 2023

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	Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
<input checked="" type="checkbox"/>	Total	63,590 100% of total	57,281 100% of total	90.08% Avg 0%	1m 12s Avg 0%	17.78 Avg 0%	1,130 100% of
<input checked="" type="checkbox"/>	1 Direct	32,633	30,026	92.01%	1m 13s	17.33	565
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<input type="checkbox"/>	7 Organic Social	1,045	932	89.19%	1m 47s	24.62	25
<input type="checkbox"/>	8 Referral	593	538	90.73%	1m 36s	21.91	12
<input type="checkbox"/>	9 Organic Shopping	25	17	68%	19s	7.16	

Step 3 – As said in the Step 2, Scroll the Table Horizontal Bar till to End

Analytics | Traffic acquisition: Session primary channel group (Default Channel Group) Custom Jul 1 - Jul 31, 2023

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	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of
<input checked="" type="checkbox"/>	1 Direct	32,633	30,026	92.01%	1m 13s	565
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<input type="checkbox"/>	7 Organic Social	1,045	932	89.19%	1m 47s	25
<input type="checkbox"/>	8 Referral	593	538	90.73%	1m 36s	12
<input type="checkbox"/>	9 Organic Shopping	25	17	68%	19s	
<input type="checkbox"/>	10 Organic Video	13	11	84.62%	1m 19s	17.77

Step 4 – Once you scrolled Till to the End, later Scroll the Vertical Bar bit up to see the Table Columns

Analytics | Traffic acquisition: Se x +

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230701%26\_u.date0...

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Traffic acquisition: Session primary channel group (Default Channel Group) Custom Jul 1 - Jul 31, 2023

		Avg 0%	100% of total	100% of total	Avg 0%	100% of total
<input checked="" type="checkbox"/>	1 Direct	17.33	565,523	66,325.00	79.95%	\$58,023.65
<input checked="" type="checkbox"/>	2 Cross-network	14.82	190,190	23,340.00	88.88%	\$5,350.95
<input checked="" type="checkbox"/>	3 Organic Search	15.49	153,871	19,569.00	83.99%	\$14,876.72
<input checked="" type="checkbox"/>	4 Unassigned	45.14	109,643	33,431.00	61.34%	\$3,906.60
<input checked="" type="checkbox"/>	5 Email	24.85	59,103	6,431.00	67.49%	\$11,087.12
<input type="checkbox"/>	6 Paid Search	6.04	13,225	404.00	10.22%	\$621.00
<input type="checkbox"/>	7 Organic Social	24.62	25,728	2,873.00	70.33%	\$2,535.44
<input type="checkbox"/>	8 Referral	21.91	12,992	1,421.00	70.32%	\$1,798.64
<input type="checkbox"/>	9 Organic Shopping	7.16	179	22.00	48%	\$55.00
<input type="checkbox"/>	10 Organic Video	17.77	231	16.00	76.92%	\$0.00

Step 5 – Now, You can see the Organic Search (Row), Total Revenue (Column) which is \$14,876.72 – Which is High-lighted according to the Question – Acquisition -> Traffic Acquisition; Date Range (Jul 1, 2023 – Jul 31, 2023), Finding the Organic Search -> Total Revenue in the Table

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	Session primary...Channel Group	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
<input checked="" type="checkbox"/>	Total	17.78	1,130,728	153,839.00	79.58%	\$98,255.12
<input checked="" type="checkbox"/>	1 Direct	17.33	565,523	66,325.00	79.95%	\$58,023.65
<input checked="" type="checkbox"/>	2 Cross-network	14.82	190,190	23,340.00	88.88%	\$5,350.95
<input checked="" type="checkbox"/>	3 Organic Search	15.49	153,871	19,569.00	83.99%	\$14,876.72
<input checked="" type="checkbox"/>	4 Unassigned	45.14	109,643	33,431.00	61.34%	\$3,906.60
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<input type="checkbox"/>	8 Referral	21.91	12,992	1,421.00	70.32%	\$1,798.64
<input type="checkbox"/>	9 Organic Shopping	7.16	179	22.00	48%	\$55.00

