



Google Analytics

Familiarisation Guide II

Part 1

- *Clearly define the objectives of your campaign. What specific goals are you aiming to achieve through Google Analytics?*
- *Outline the key performance indicators (KPIs) you will use to measure the success of your campaign.*

Part 2

- *Configure your account settings, ensuring they align with the goals and objectives of your campaign in GA4.*
- *Set up relevant goals and events in GA4 that correspond to the KPIs defined in your campaign planning.*

Part 3

- *Generate and implement the GA4 tracking code on the website of your chosen business.*
- *Ensure that the tracking code is correctly placed on all relevant pages to capture essential user interactions in GA4.*

Part 4

- *Monitor the real-time data in GA4 to track the immediate impact of your campaign.*
- *Analyse the data to identify any immediate insights or trends that may inform adjustments to your campaign strategy within GA4*

Part 5

- *Implement UTM parameters for your campaign URLs to track source, medium, campaign name, and other relevant information.*
- *Set up enhanced measurement to automatically track key interactions related to your campaign*
- *Configure and implement conversion events in GA4 to track conversions aligned with your campaign objectives.*

Part 6

- *Generate custom reports in GA4 to present key metrics related to your campaign.*
- *Analyse the data to identify areas of improvement and optimization.*
- *Propose at least three actionable insights or changes based on your analysis to enhance the campaign performance.*

Part 7

- *Set up a new GA4 configuration with relevant settings and objectives tailored to the campaign.*
- *Ensure proper integration with other relevant tools, such as Google Ads or other advertising platforms if applicable.*

From the Google Merchandise Store Demo Account:

- ***Clearly define the objectives of your campaign. What specific goals are you aiming to achieve through Google Analytics?***
- ***Outline the key performance indicators (KPIs) you will use to measure the success of your campaign.***

Examples of Goals to Achieve

Objective

Awareness: Increase brand visibility for Google-branded merchandise and drive traffic to the online store.

SMART Goal

I want to increase unique page views of the Google Merchandise Store by 10% in the next month.

What to Measure

- 📄 **Sessions:** Total number of website visits.
- 📄 **New Users:** Number of first-time visitors.
- 📄 **Impressions:** Number of times your ads or content are displayed.
- 📄 **Reach:** Number of unique users who saw your ads or content.

Objective

Engagement: Encourage more interactions with product pages and increase average session duration.

SMART Goal

I want to increase average session duration on product pages by 15 seconds within two weeks.

What to Measure

- 📄 **Average Engagement Time:** Time users spend actively interacting with your site.
- 📄 **Pages per Session:** Average number of pages viewed per session.
- 📄 **Event Count:** Number of specific actions users take (e.g., adding to cart, playing a video).
- 📄 **Scroll Depth:** How far down the page users scroll.

Objective

Conversion: Drive sales of specific product categories (e.g., apparel, drinkware) or increase overall revenue.

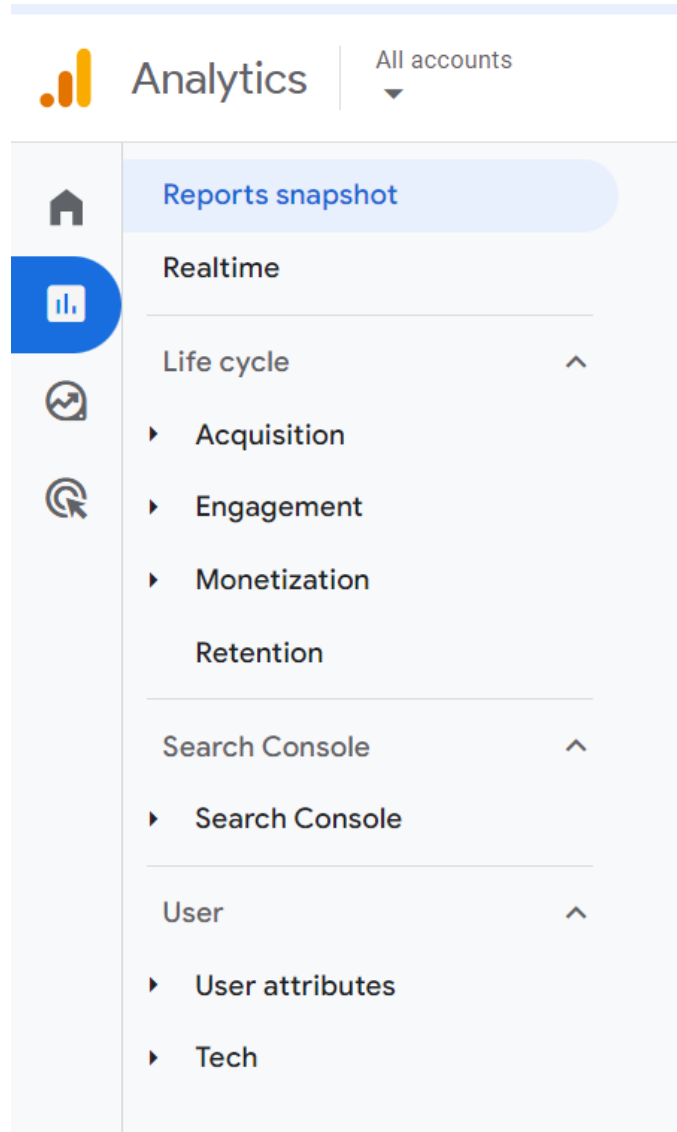
SMART Goal

I want to achieve a 5% conversion rate for the "Dino Bricks" merchandise category in the next quarter

What to Measure

- 📄 **Ecommerce Conversion Rate:** Percentage of sessions that result in a purchase.
- 📄 **Transactions:** Total number of purchases made.
- 📄 **Revenue:** Total revenue generated from sales.
- 📄 **Average Order Value (AOV):** Average amount spent per order.

Examples of Key Performance Indicators



Acquisition Report

SMART Goal

I want to increase unique page views of the Google Merchandise Store by 10% in the next month.

Awareness KPI:

- ▮ Sessions: Total number of website visits.
- ▮ New Users: Number of first-time visitors.
- ▮ Traffic Sources: Channels driving traffic (e.g., organic search, social media, referrals).

Engagement Report

SMART Goal

I want to increase average session duration on product pages by 15 seconds within two weeks.

Engagement KPI:

- ▮ Average Engagement Time: Time users spend actively interacting with the website.
- ▮ Pages per Session: Average number of pages viewed per session.
- ▮ Event Count: Number of specific actions users take (e.g., product views, add to cart).
- ▮ Scroll Depth: How far down the page users scroll.

Monetization Report

SMART Goal

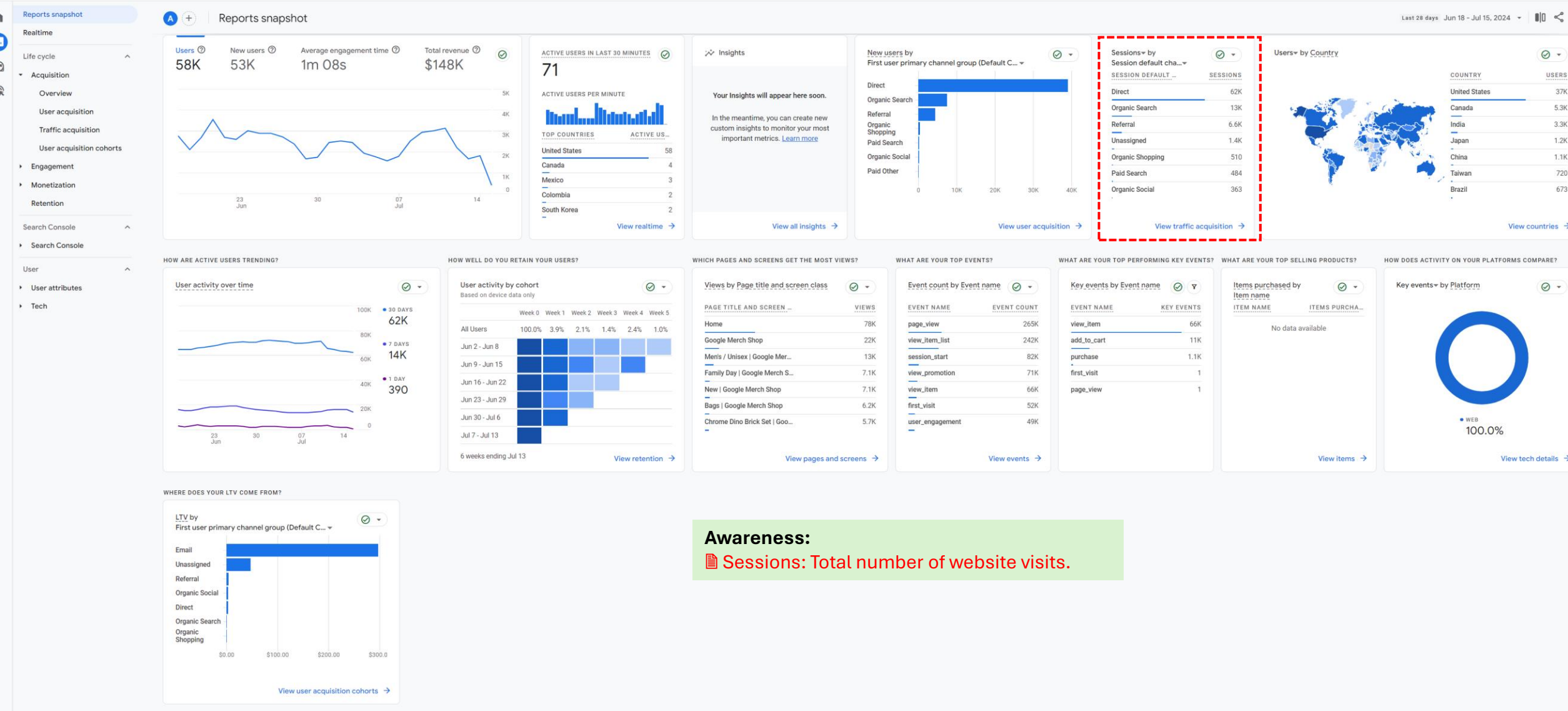
I want to achieve a 5% conversion rate for the "YouTube" branded merchandise category in the next quarter

Conversion KPI:

- ▮ Ecommerce Conversion Rate: Percentage of sessions that result in a purchase.
- ▮ Transactions: Total number of purchases made.
- ▮ Revenue: Total revenue generated from sales.
- ▮ Average Order Value (AOV): Average amount spent per order.

From the Google Merchandise Store demo account:

- ***Configure your account settings, ensuring they align with the goals and objectives of your campaign in GA4.***
- ***Set up relevant goals and events in GA4 that correspond to the KPIs defined in your campaign planning.***



Awareness:

■ Sessions: Total number of website visits.

Life cycle

Acquisition

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Engagement

Monetization

Retention

Search Console

User

User attributes

Tech

All Users

Add comparison

Last 28 days

Jun 18 - Jul 15, 2024

Acquisition overview

Users

58K

New users

53K

ACTIVE USERS IN LAST 30 MINUTES

69

ACTIVE USERS PER MINUTE

TOP COUNTRIES

United States

Canada

Mexico

Colombia

South Korea

New users by First user primary

Direct

Organic Search

Referral

Organic Shopping

Paid Search

Organic Social

Paid Other

Sessions by Session primary ch

Direct

Organic Search

Referral

Unassigned

Organic Shopping

Paid Search

Organic Social

Sessions by Session Google Ad

No data available

Lifetime value

Day 14

Day 44

Day 75

Day 105

Organic Google Search L

by Landing page + q

ORGANIC GOO

/certificationperks/

/signin.html

/gpsapac/store-police

/certificationperks/st

/perksportal/store-p

/store.html?vid=201

/basket.html?vid=20

Organic Google Search cl

by Organic Google Sea

ORGANIC GOOGLE

google cloud certifi

google cloud certifi

google cloud certifi

google merchandise

google cloud mercha

google certification p

google cloud perks

Sessions by Session DV360 ca

Google Merch Shop

[Do Not Edit - TW On

[Do Not Edit - TW on

Sessions by Session manual so

google

9to5google.com

art-analytics.appspot

googleads.g.doublec

baldu

s0.2mdn.net

sites.google.com

Awareness:

New Users: Number of first-time visitors.

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Analytics home

Terms of Service

Privacy Policy

Send feedback

Life cycle

Acquisition

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Engagement

Monetization

Retention

Search Console

User

User attributes

Tech

All Users

Add comparison

Acquisition overview

Users

58K

New users

53K

ACTIVE USERS IN LAST 30 MINUTES

69

TOP COUNTRIES

ACTIVE US...

United States	56
Canada	4
Mexico	3
Colombia	2
South Korea	2

New users by First user primary...

FIRST USER PRIMA...	NEW USERS
Direct	40K
Organic Search	7.6K
Referral	4.5K
Organic Shopping	409
Paid Search	286
Organic Social	213
Paid Other	136

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Direct	62K
Organic Search	13K
Referral	6.6K
Unassigned	1.4K
Organic Shopping	510
Paid Search	484
Organic Social	363

Sessions by Session Google Ad...

No data available

Lifetime value

Organic Google Search L...

LANDING PAGE + Q...	ORGANIC GOO...
/certificationperks/	16K
/signin.html	5.5K
/gpsapac/store-police...	3.1K
/certificationperks/st...	1.8K
/perksportal/store-p...	1.5K
/store.html?vid=201...	1.4K
/basket.html?vid=20...	1K

Organic Google Search cl...

ORGANIC GOOGLE ...	ORGANIC GOO...
google cloud certifi...	54
google cloud certifi...	32
google cloud certifi...	25
google merchandise ...	25
google cloud mercha...	14
google certification p...	8
google cloud perks	8

Sessions by Session DV360 ca...

SESSION DV360 CA...	SESSIONS
Google Merch Shop ...	79
[Do Not Edit - TW Onl...	47
[Do Not Edit - TW onl...	29

Sessions by Session manual so...

SESSION MANUAL ...	SESSIONS
google	13K
9to5google.com	3K
art-analytics.appspot...	2K
googleads.g.doublec...	873
baldu	375
s0.2mdn.net	238
sites.google.com	181

Awareness:

■ Sessions: Total number of website visits.

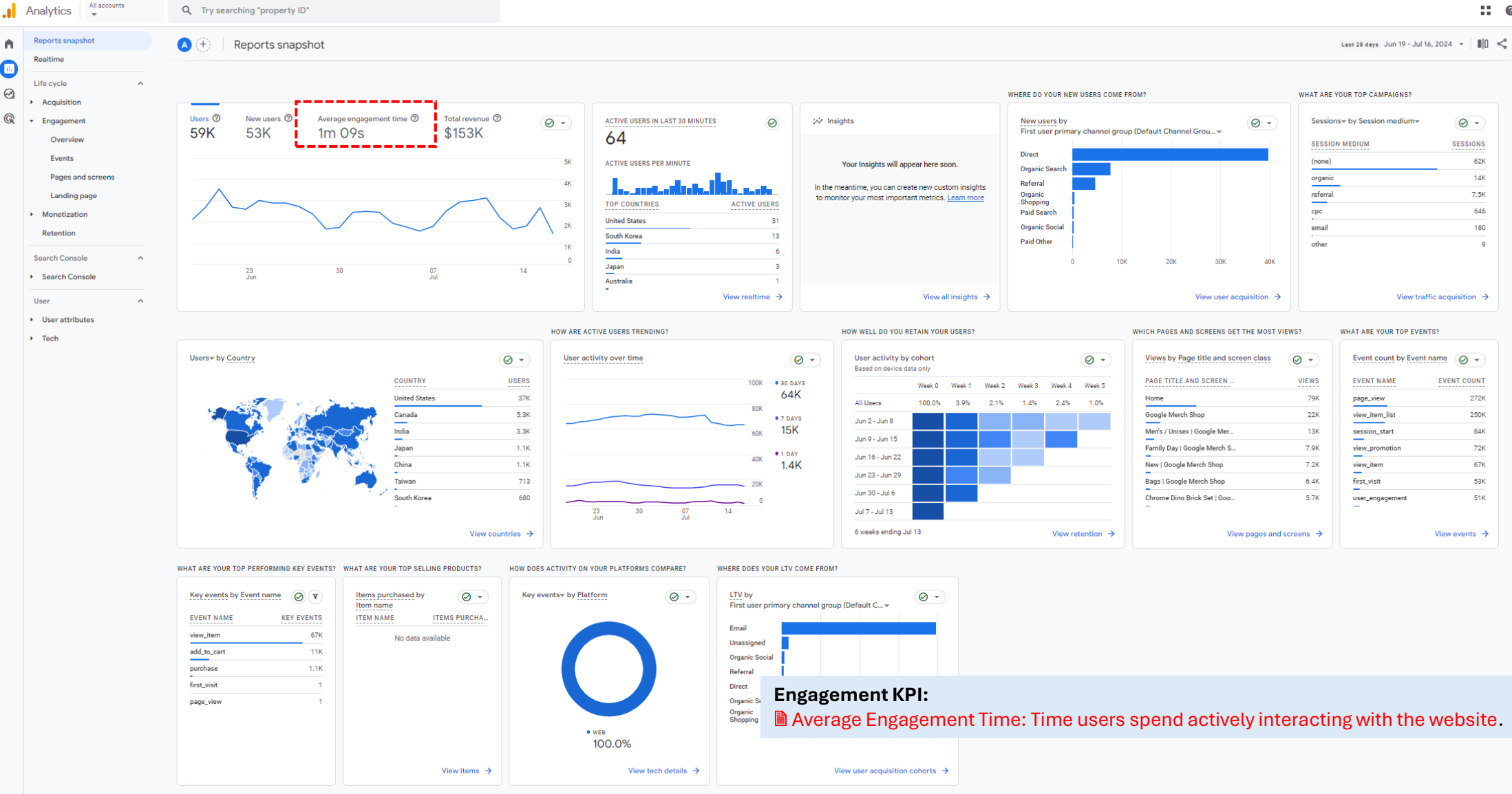
■ New Users: Number of first-time visitors.

■ Traffic Sources: Channels driving traffic (e.g., organic search, social media, referrals).

© 2024 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback



Life cycle
Engagement



Step 1:

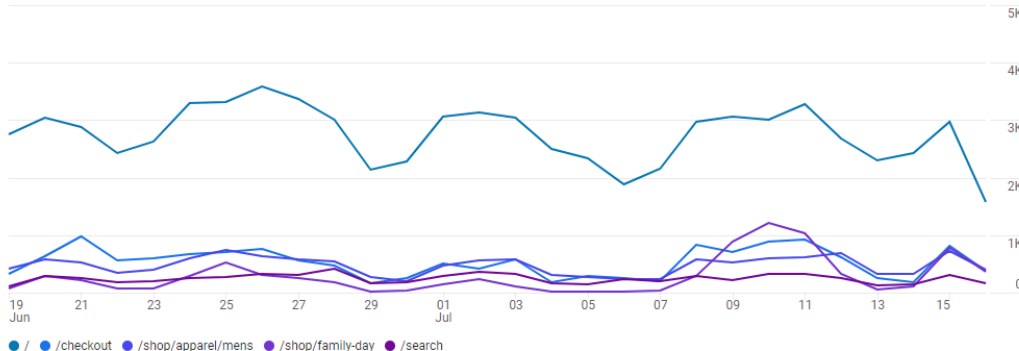
Engagement KPI:

📄 Pages per Session: Average number of pages viewed per session.

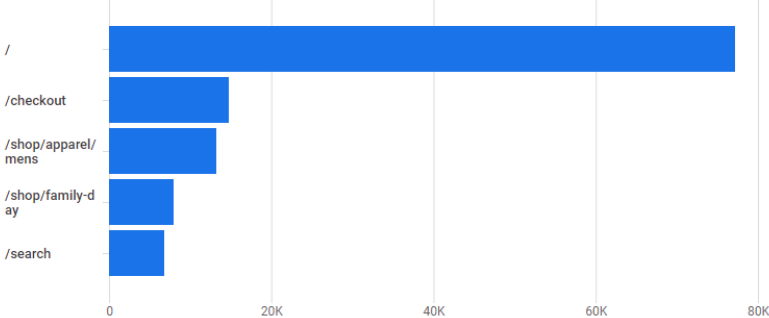
Pages and screens: Page path and screen class

Last 28 days Jun 19 - Jul 16, 2024

Views by Page path and screen class over time



Views by Page path and screen class



Search...

Rows per page: 10 Go to: 1 1-10 of 877

Page path and screen class

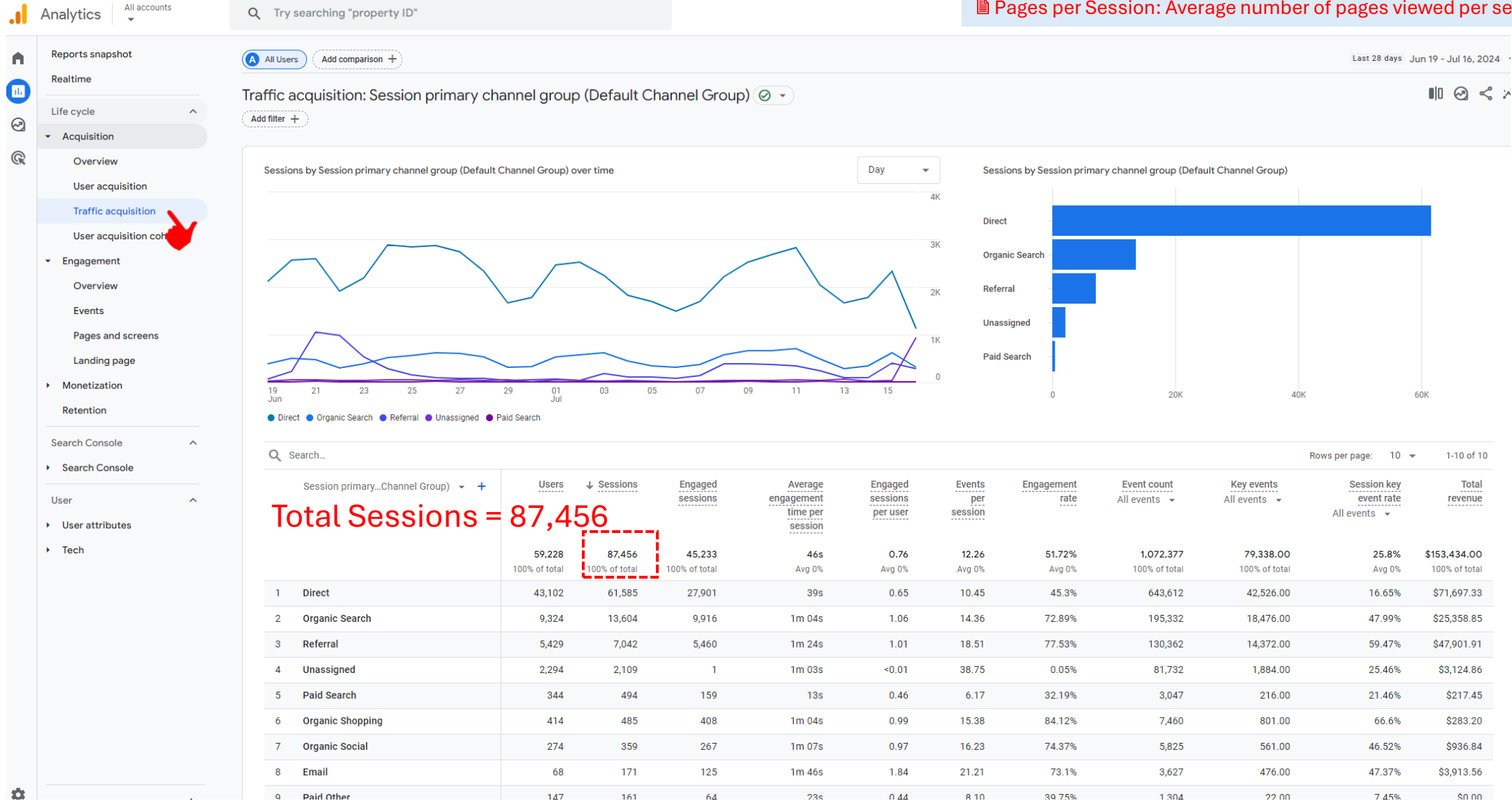
Total Views = 271,914

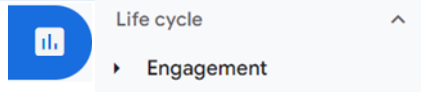
		Views	Users	Views per user	Average engagement time	Event count All events	Key events All events	Total revenue
		271,914 100% of total	59,228 100% of total	4.59 Avg 0%	1m 09s Avg 0%	1,072,377 100% of total	79,338.00 100% of total	\$153,434.00 100% of total
1	/	77,138	43,519	1.77	12s	276,358	1.00	\$0.00
2	/checkout	14,719	2,949	4.99	2m 20s	40,381	1,087.00	\$148,945.91
3	/shop/apparel/mens	13,259	6,046	2.19	1m 03s	68,485	4.00	\$0.00
4	/shop/family-day	7,947	3,555	2.24	41s	40,683	4.00	\$0.00
5	/search	6,845	2,554	2.68	49s	17,149	0.00	\$0.00
6	/shop/new	6,813	3,763	1.81	47s	28,747	2.00	\$0.00
7	/shop/lifestyle/bags	6,258	3,358	1.86	39s	26,557	2.00	\$0.00
8	/product/lifestyle/chrome-dino-brick-set-ggoegfnh228499	5,771	4,041	1.43	13s	23,888	6,202.00	\$0.00
9	/shop/clearance	5,753	3,685	1.56	33s	21,552	0.00	\$0.00
10	/shop/lifestyle/drinkware	5,303	2,915	1.82	41s	22,417	2.00	\$0.00

Step 2:

Engagement KPI:

📄 Pages per Session: Average number of pages viewed per session.





Session

Refers to a period of time a user is actively engaged with your website. It's a way to group together a user's interactions within a given timeframe.

Starts:

- A session begins when a user opens your app in the foreground.
- Views a page or screen on your website

Ends (Times Out):

By default, a session ends after 30 minutes of inactivity. However, you can adjust the session timeout period in your GA4 settings. There's no limit to how long a session can last if the user remains active.

Step 3:

Total Views = 271,914

Total Sessions = 87,456

= Average number of pages viewed per session = 3.1

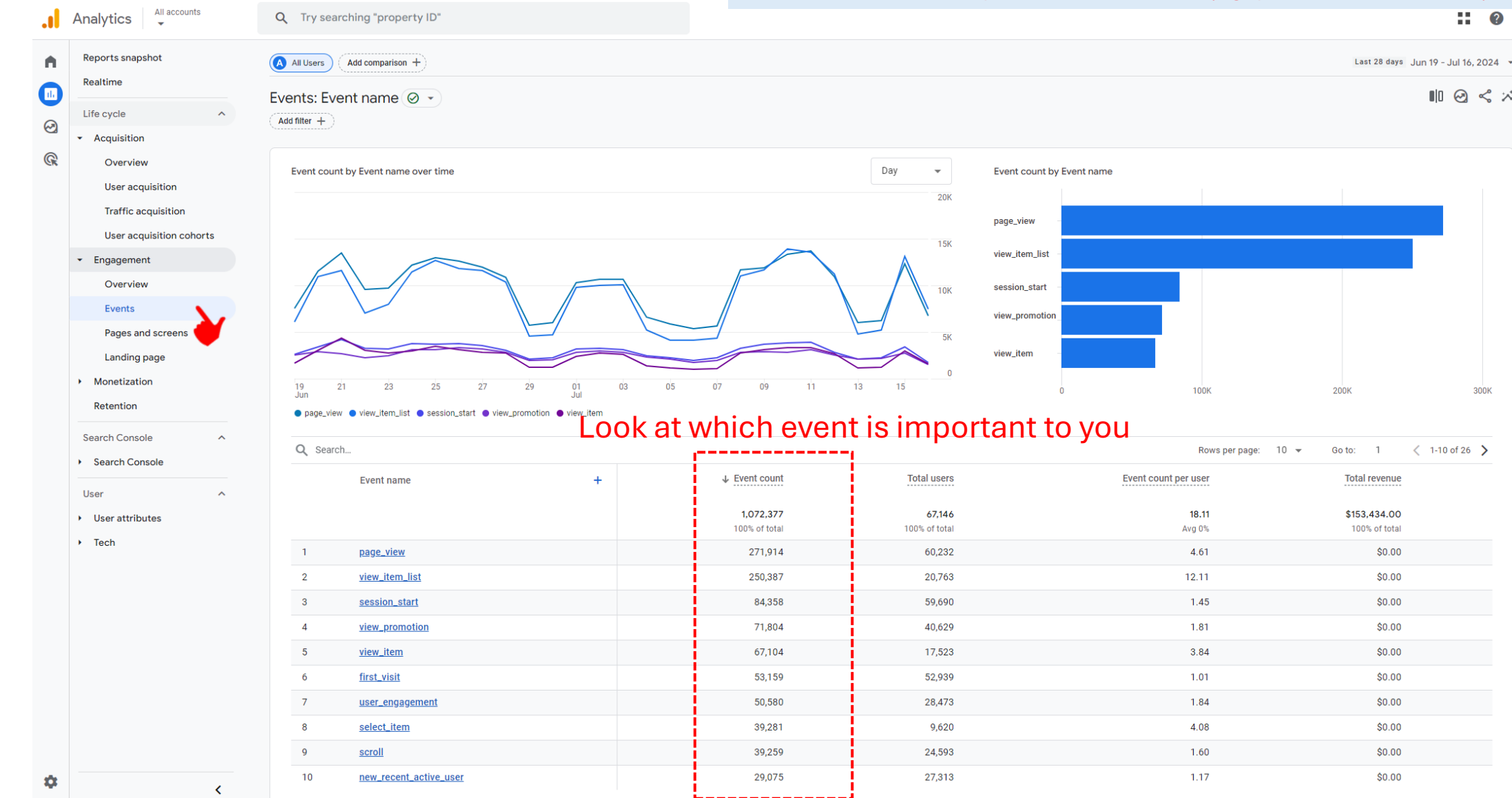
If you do not want to make a custom report, you can easily estimate in this manner.

Engagement KPI:

■ Pages per Session: Average number of pages viewed per session.

Engagement KPI:

📄 Event Count: Number of specific actions users take (e.g., product views, add to cart).



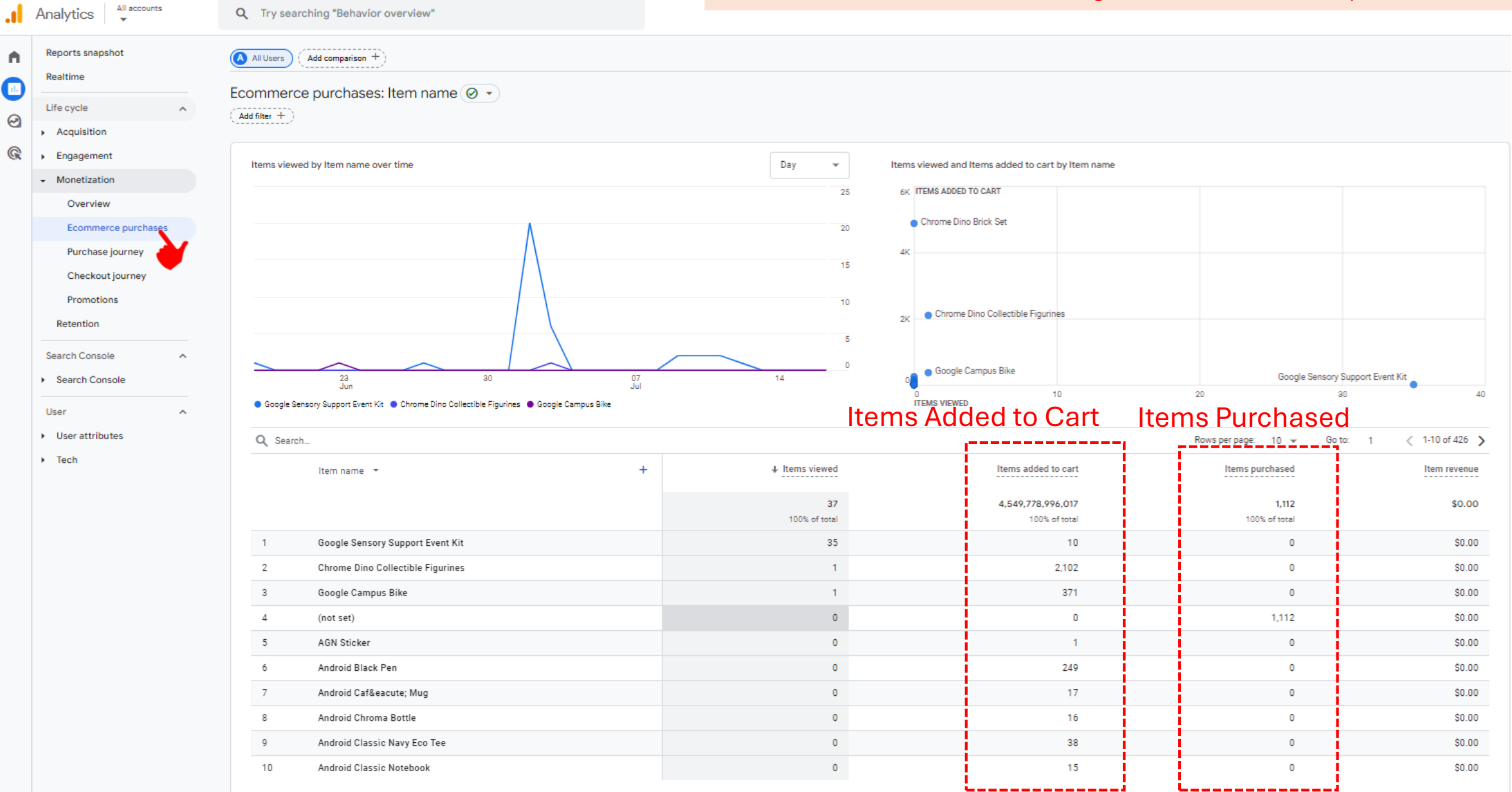
Events

Actions people take on your website, like clicking a button, watching a video, or buying something.

Step 1:

What to Measure

📄 **Ecommerce Conversion Rate:** Percentage of sessions that result in a purchase.



Step2:

Calculate Conversion Rate for Specific Products

For each product, divide the "Items purchased" by "Items added to cart" and multiply by 100%.

$$\frac{\text{Items Purchased} = 10}{\text{Items Added to Cart} = 900} = \text{Average number of pages viewed per session} = 3.1$$

If you do not want to make a custom report, you can easily estimate in this manner.

Engagement KPI:

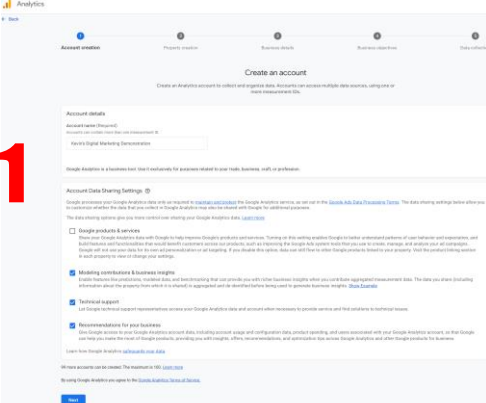
📄 Pages per Session: Average number of pages viewed per session.

Start Your Own Property

- ***Generate and implement the GA4 tracking code on the website of your chosen business.***
- ***Ensure that the tracking code is correctly placed on all relevant pages to capture essential user interactions in GA4.***

Google Analytics Starting a New Account, Property & Getting a Google Tag

1



Create an account

Create a new account to collect and organize data. Accounts can contain multiple data streams, ranging from individual websites to your entire organization.

Account details

Account name (required)

Account email (required)

Account type (required)

Google Analytics is a service that is used to help you understand your business better. It is used to help you understand your business better. It is used to help you understand your business better.

Account Data Sharing Settings

Google Analytics uses your Google Analytics data to help improve Google Analytics products and services. To help you understand Google Analytics better, we've created a new page called the Google Analytics Data Sharing Settings page. This page shows settings before you create your account.

☐ Share analytics & services

Google Analytics uses your Google Analytics data to help improve Google Analytics products and services. To help you understand Google Analytics better, we've created a new page called the Google Analytics Data Sharing Settings page. This page shows settings before you create your account.

☐ Marketing analytics & business insights

Google Analytics uses your Google Analytics data to help improve Google Analytics products and services. To help you understand Google Analytics better, we've created a new page called the Google Analytics Data Sharing Settings page. This page shows settings before you create your account.

☐ Technical support

Google Analytics uses your Google Analytics data to help improve Google Analytics products and services. To help you understand Google Analytics better, we've created a new page called the Google Analytics Data Sharing Settings page. This page shows settings before you create your account.

☐ Recommendations for your business

Google Analytics uses your Google Analytics data to help improve Google Analytics products and services. To help you understand Google Analytics better, we've created a new page called the Google Analytics Data Sharing Settings page. This page shows settings before you create your account.

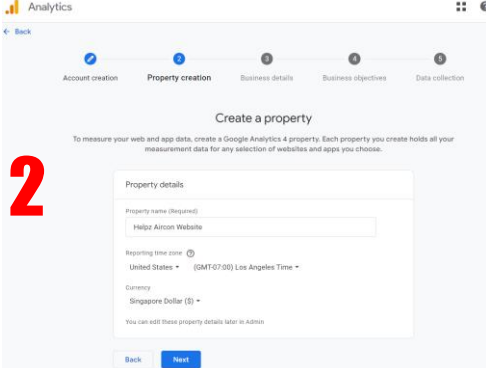
Learn how Google Analytics works

When you create an account, the system will create a new Google Analytics account for you. This account will be used to collect and organize data. It will be used to help you understand your business better.

Review Google Analytics usage for the Google Analytics Data Sharing Settings page

Create

2



Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (required)

Help2 Aircon Website

Reporting time zone

United States (GMT-07:00) Los Angeles Time

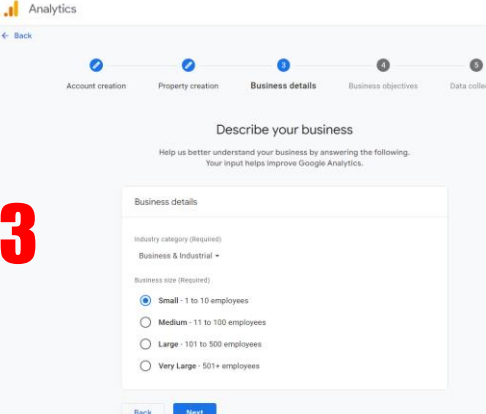
Currency

Singapore Dollar (S\$)

You can edit these property details later in Admin

Back Next

3



Describe your business

Help us better understand your business by answering the following. Your input helps improve Google Analytics.

Business details

Industry category (required)

Business & Industrial

Business size (required)

☒ Small - 1 to 10 employees

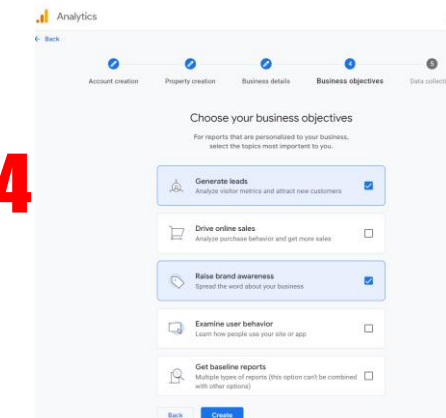
☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

☐ Very Large - 501+ employees

Back Next

4



Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

Generate leads

Analyze visitor metrics and attract new customers

Drive online sales

Analyze purchase behavior and get more sales

Raise brand awareness

Spread the word about your business

Examine user behavior

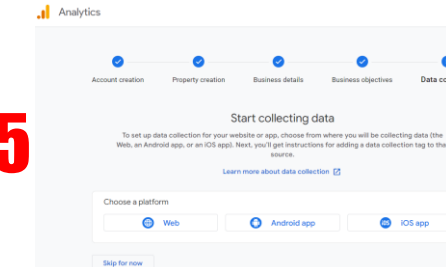
Learn how people use your site or app

Get baseline reports

Multiple types of reports (this option can't be combined with other options)

Back Create

5



Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection

Choose a platform

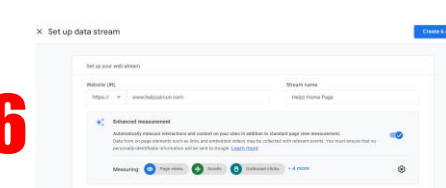
Web

Android app

iOS app

Skip for now

6



Set up data stream

Set up your web stream

Website (PC)

https://www.help2aircon.com

Stream name

Help2 Aircon Page

Enhanced measurement

Automatically measure interactions and content on your site or app to help you understand your business better. This feature is available for all properties. To learn more, see the Google Analytics Data Sharing Settings page.

Measuring

Page views

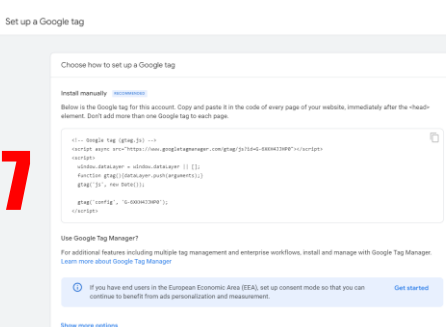
Events

Enhanced data

4 more

Create & continue

7



Set up a Google tag

Choose how to set up a Google tag

Install manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google Tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-6XKH4JJHP0"></script>
<script>
  (function(w,d,s,l,i){w[l]=w[l]||[];
    function(g){w[d].sum||(w[d].sum={});
      gtag('js',new Date());
      gtag('config','G-6XKH4JJHP0');
    }
  })(window,document,'script','dataLayer','G-6XKH4JJHP0');
```

Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. Learn more about Google Tag Manager.

If you have and users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalization and measurement.

Get started

Show more options

Copy and Paste this Code on every page of your website, Immediately after the **<head>** element

```
<!-- Google tag (gtag.js) -->
<script async
src="https://www.googletagmanager.com/gtag/js?id=G-6XKH4JJHP0"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'G-6XKH4JJHP0');
</script>
```

```
<!DOCTYPE html>
<html>
<head>
<title>Helpz Air-Con Cleaning Singapore</title>
<meta name="description" content="Singapore's trusted 24/7 aircon servicing.">
</head>
<body>
<header> <h1>Helpz Air-Con Cleaning</h1>
</header>

<main>
<h2>Breathe Easy with Clean Air</h2>
<p>Expert aircon servicing, cleaning, and repair.</p>

</main>

<footer>
<p>&copy; 2024 Helpz Air-Con Cleaning</p>
</footer>
</body>
</html>
```

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
6XKH4JJHP0"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-6XKH4JJHP0');
</script>
```

```
<!DOCTYPE html>
<html>
<head>
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
6XKH4JJHP0"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-6XKH4JJHP0');
</script>
<title>Helpz Air-Con Cleaning Singapore</title>
<meta name="description" content="Singapore's trusted 24/7 aircon servicing.">
</head>
<body>
<header> <h1>Helpz Air-Con Cleaning</h1>
</header>

<main>
<h2>Breathe Easy with Clean Air</h2>
<p>Expert aircon servicing, cleaning, and repair.</p>

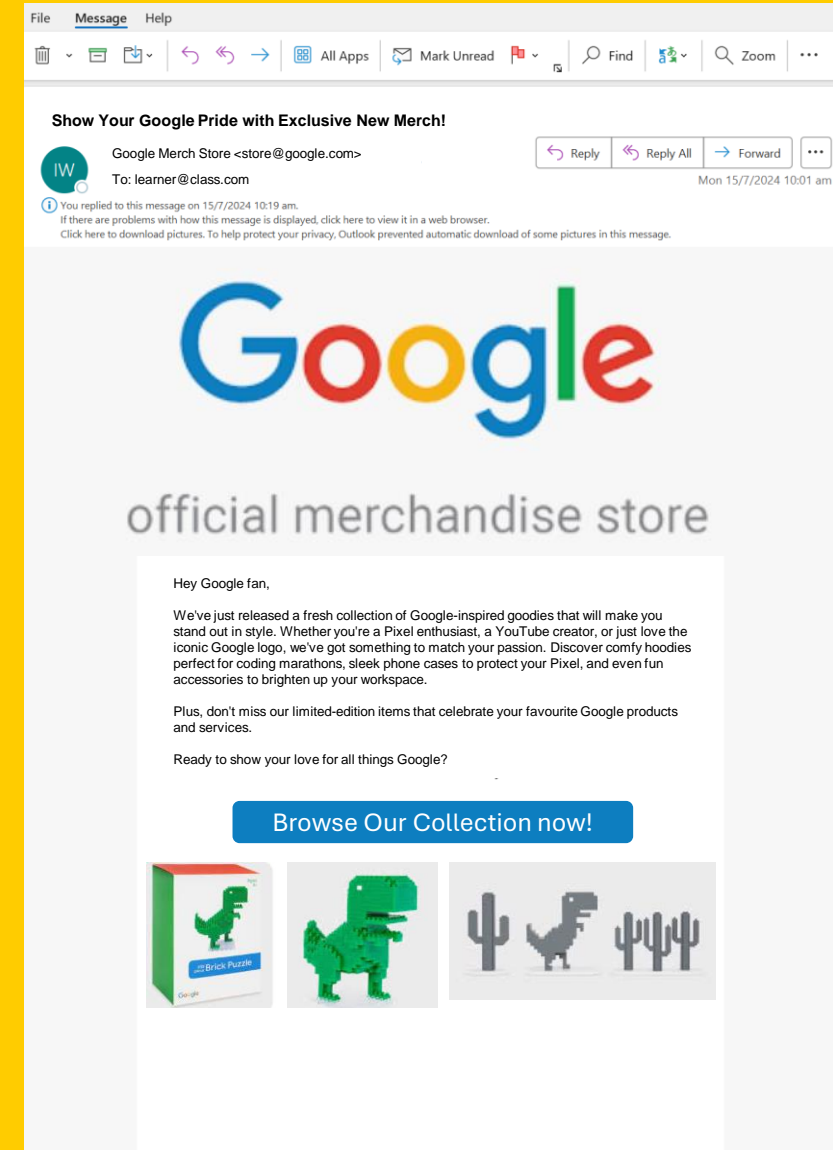
</main>

<footer>
<p>&copy; 2024 Helpz Air-Con Cleaning</p>
</footer>
</body>
</html>
```

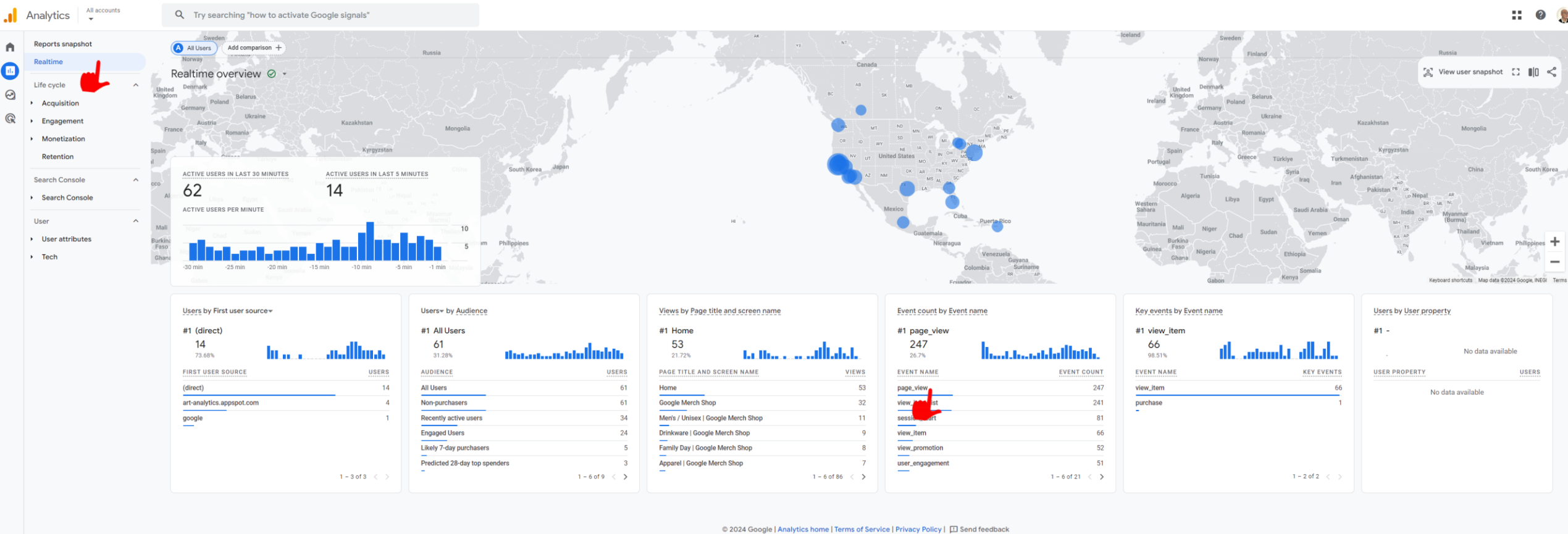
Using Email Campaign as an example:

- ***Monitor the real-time data in GA4 to track the immediate impact of your campaign.***
- ***Analyse the data to identify any immediate insights or trends that may inform adjustments to your campaign strategy within GA4***

This email campaign was sent out to your database list of customers



Google Analytics Access Realtime Report



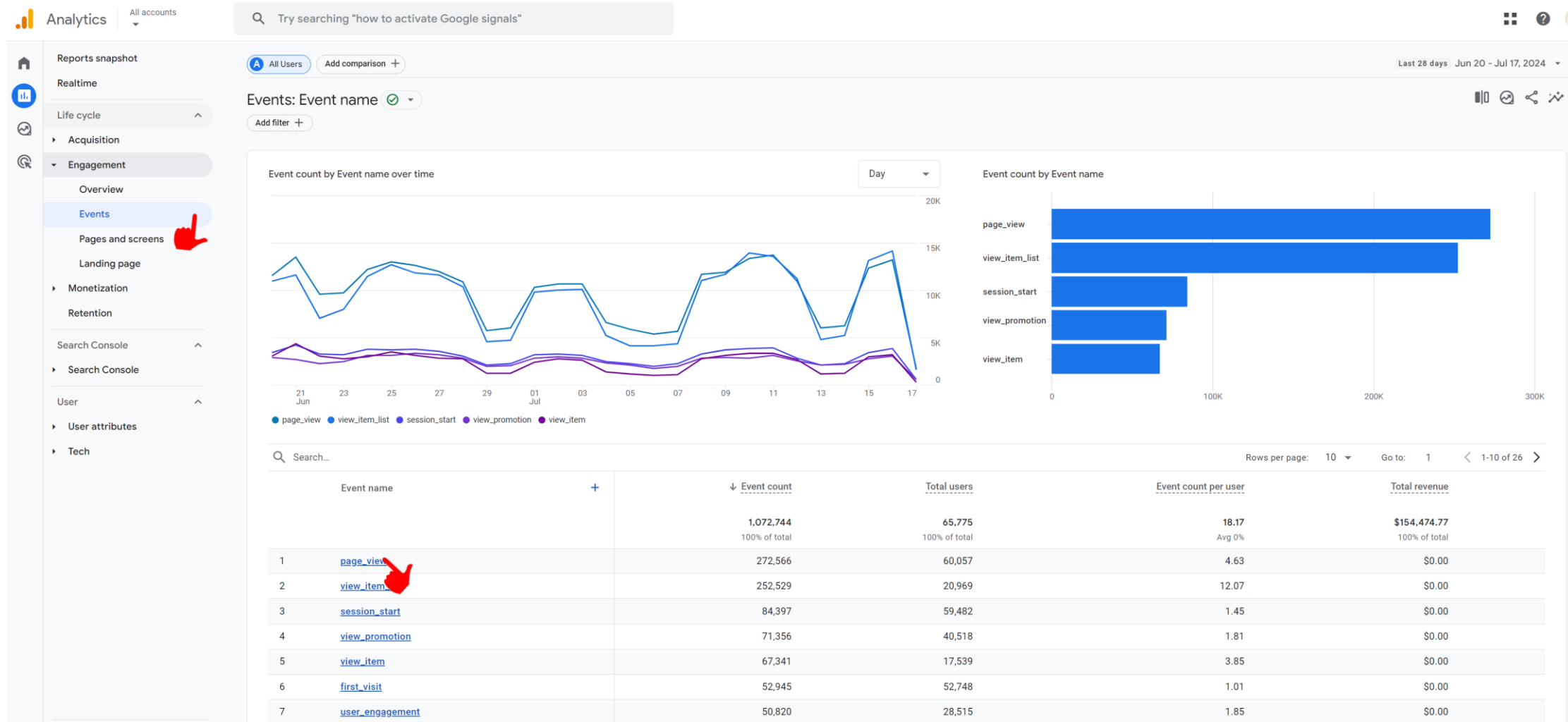
✉ We visualise that we have sent a Marketing Email

✉ In the email, we redirect users to “Google Merch Shop” [Browse Our Collection now!](#)

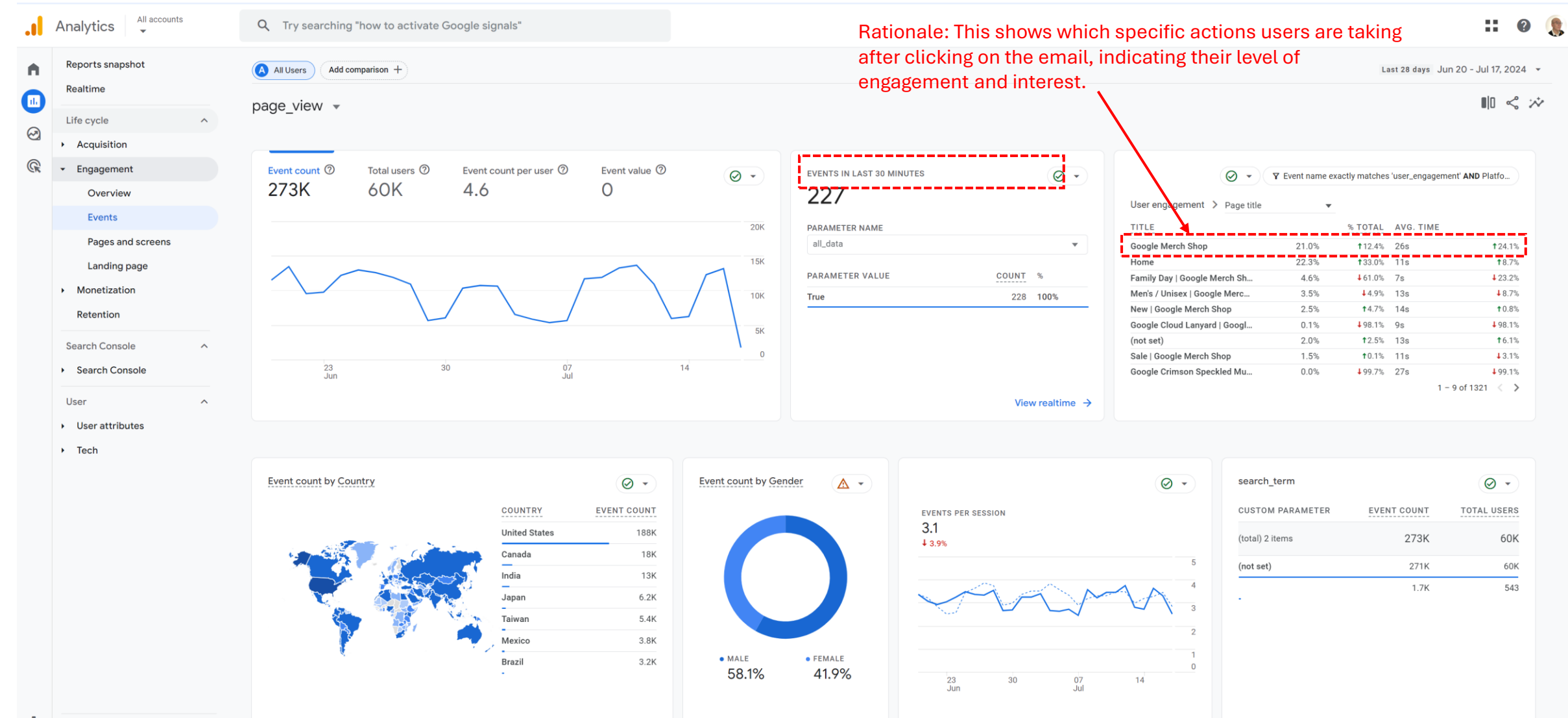
🕒 Now we access our Real Time Report in GA4.

🕒 Look for specific product or landing page linked in the email in “Page View”

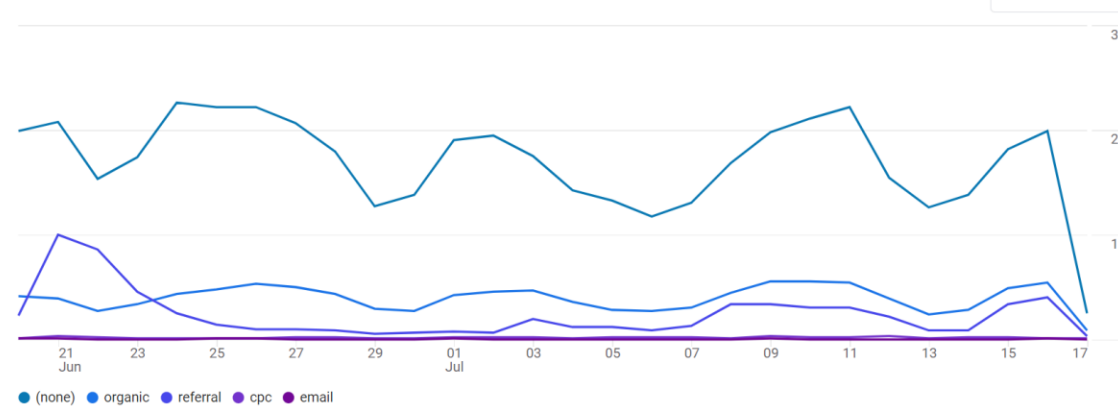
Google Analytics Access Realtime Report



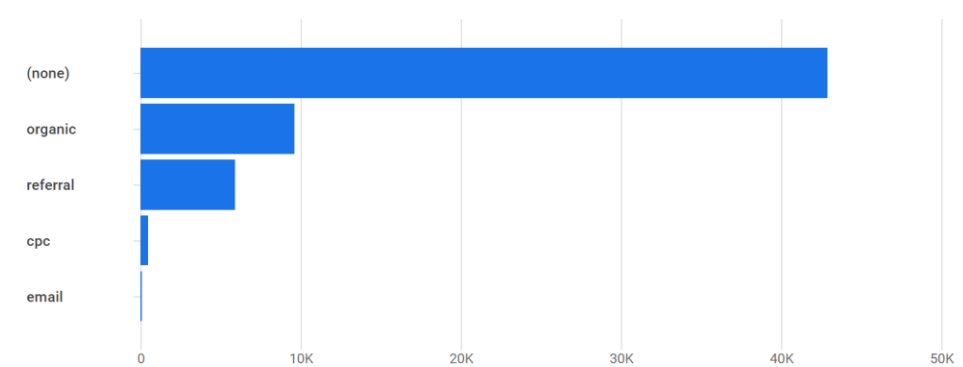
- ✉ We visualise that we have sent a Marketing Email 15 minutes ago.
- 🕒 Now we access our Real Time Report in GA4.
- 🕒 Look for specific product or landing page linked in the email in “Page View”



Users by Session medium over time



Users by Session medium



Search...

Rows per page: 10 1-7 of 7

Session medium		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Key events All events	Session key event rate All events	Total revenue
		59,029 100% of total	86,717 100% of total	45,532 100% of total	47s Avg 0%	0.77 Avg 0%	12.37 Avg 0%	52.51% Avg 0%	1,072,744 100% of total	79,367.00 100% of total	25.99% Avg 0%	\$154,474.77 100% of total
1	(none)	42,882	61,624	28,147	39s	0.66	10.44	45.68%	643,526	42,200.00	16.57%	\$71,575.20
2	organic	9,618	14,075	10,374	1m 04s	1.08	14.45	73.71%	203,348	19,400.00	49.14%	\$25,936.58
3	referral	5,922	7,729	5,999	1m 25s	1.01	18.82	77.62%	145,457	15,761.00	58.13%	\$49,866.76
4	(not set)	1,815	1,484	1	1m 05s	<0.01	48.70	0.07%	72,264	1,286.00	23.11%	\$2,281.96
5	cpc	482	640	212	16s	0.44	6.75	33.13%	4,322	232.00	17.03%	\$434.28
6	email	71	177	132	1m 38s	1.86	21.20	74.58%	3,753	488.00	46.33%	\$4,379.99
7	other	13	14	4	6s	0.31	5.29	28.57%	74	0.00	0%	\$0.00

Data to identify any immediate insights

- Users: The number of unique users who first came to your site from an email.
- Sessions: The total number of sessions that originated from email.
- Engagement Rate: The percentage of Engaged Sessions vs. Sessions from email.
- Revenue: The total revenue generated from users who first came to your site from an email.

- ***Implement UTM parameters for your campaign URLs to track source, medium, campaign name, and other relevant information.***
- *Set up enhanced measurement to automatically track key interactions related to your campaign (e.g., clicks on specific buttons, form submissions, etc.)*
- *Configure and implement conversion events in GA4 to track conversions aligned with your campaign objectives.*

UTM Parameters

UTM (Urchin Tracking Module) parameters are tags added to URLs to track the source, medium, and other details of where website traffic is coming from.

Google Ads:

https://shop.googlemerchandisestore.com/product/dinobricks?utm_source=google&utm_medium=cpc&utm_campaign=dino_bricks_launch

Facebook Ads:

https://shop.googlemerchandisestore.com/product/dino-bricks?utm_source=facebook&utm_medium=paid_social&utm_campaign=dino_bricks_launch

Email Campaign:

https://shop.googlemerchandisestore.com/product/dino-bricks?utm_source=email&utm_medium=newsletter&utm_campaign=dino_bricks_launch

Explanation of UTM Parameters

utm_source: Identifies the source of traffic (e.g., google, facebook, email)

utm_medium: Identifies the medium or category of the source (e.g., cpc for cost-per-click, paid_social, newsletter)

utm_campaign: Identifies the specific campaign name (e.g., dino_bricks_launch).

UTM can be manually generated at wherever you are creating the ad campaign

When creating a new ad campaign in Google Ads, you have the option to add UTM parameters to the "Final URL" field of your ad. You can manually add the parameters by typing them directly into the URL field after the question mark (?).

×

Google Ads

New campaign

🔍

Search for a page or campaign

📄

Appearance

?

Help

🔔

Notification

📷

✓

✓

○

○

○

○

○

Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA


Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

🔗 Final URL

https://shop.googlemerchandisestore.com/product/dinobrick?utm_source=google&utm_medium=cpc&utm_campaign=dino_bricks_launch



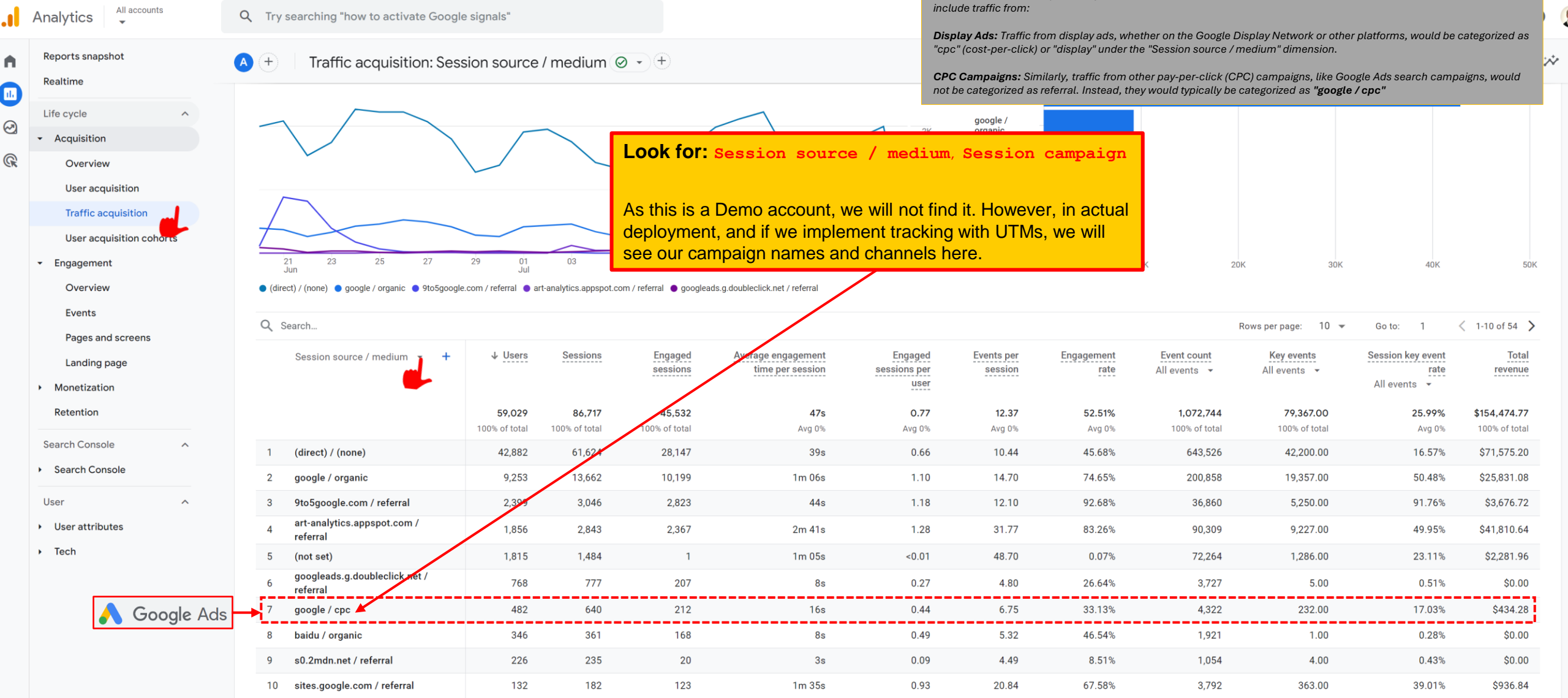
Skip

Back

Generate

- *Implement UTM parameters for your campaign URLs to track source, medium, campaign name, and other relevant information.*
- ***Set up enhanced measurement to automatically track key interactions related to your campaign (e.g., clicks on specific buttons, form submissions, etc.)***
- ***Configure and implement conversion events in GA4 to track conversions aligned with your campaign objectives.***

Google Analytics Acquisition: Ads Relevant KPIs



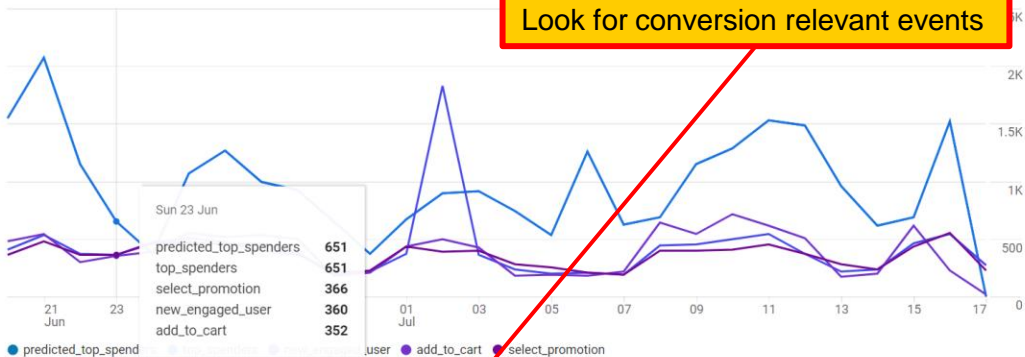
- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
 - User acquisition cohorts
- Engagement
 - Overview
 - Events
 - Pages and screens
 - Landing page
- Monetization
- Retention
- Search Console
- User
 - User attributes
 - Tech

All Users Add comparison +

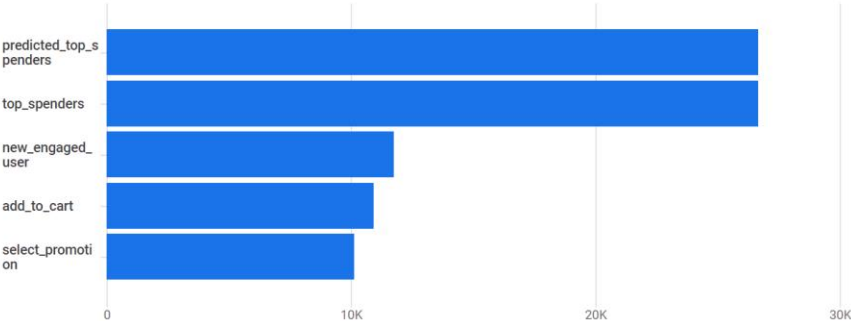
Events: Event name

Add filter +

Event count by Event name over time



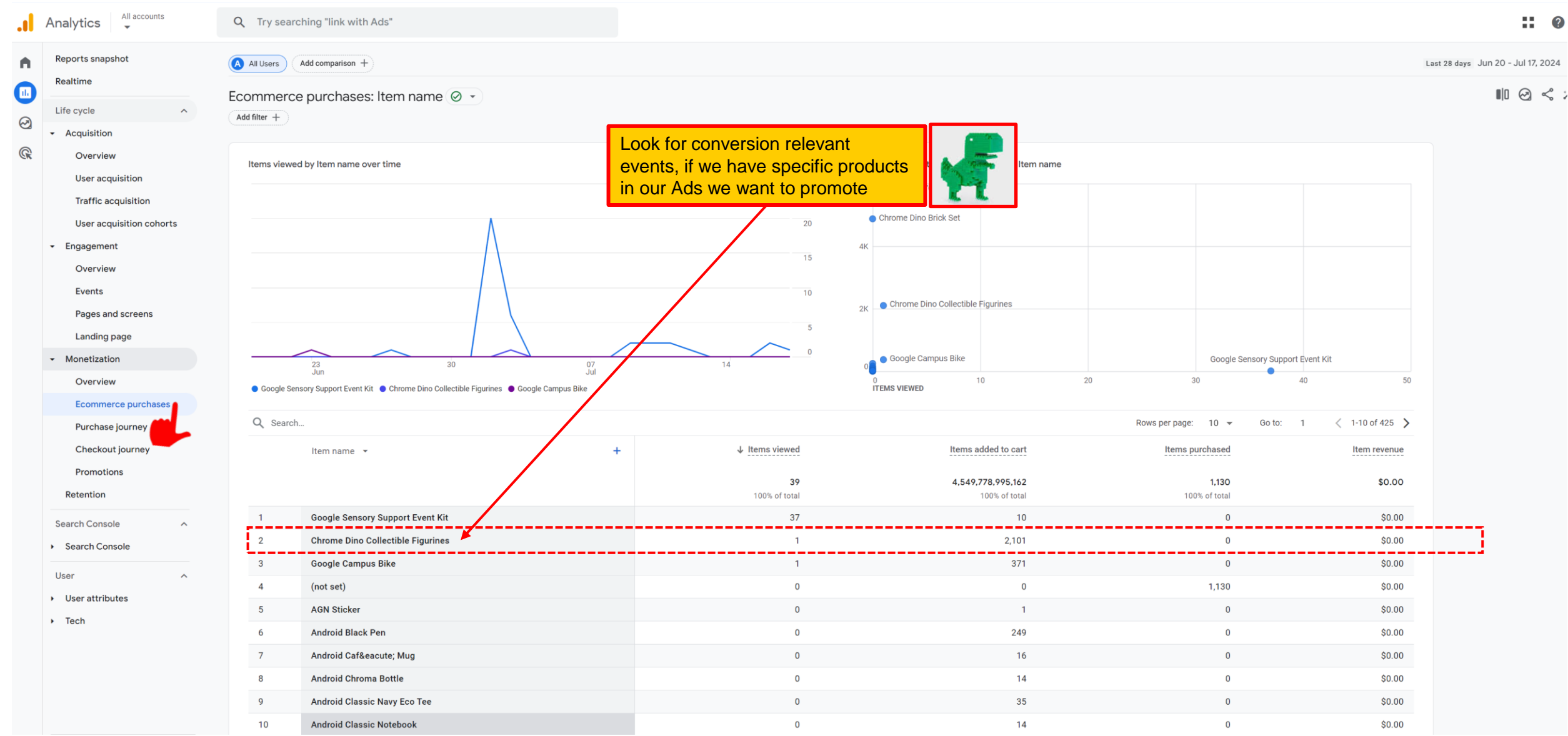
Event count by Event name




Search...

Rows per page: 10 Go to: 11 11-20 of 26





	Event name	Event count	Total users	Event count per user	Total revenue
		1,088,525 100% of total	66,540 100% of total	18.21 Avg 0%	\$157,525.50 100% of total
11	predicted_top_spenders	26,646	16,902	22.74	\$0.00
12	top_spenders	26,646	16,902	22.74	\$0.00
13	new_engaged_user	11,747	11,097	1.18	\$0.00
14	add_to_cart	10,930	3,644	3.00	\$0.00
15	select_promotion	10,126	6,154	1.65	\$0.00
16	view_cart	5,728	2,996	1.91	\$0.00
17	begin_checkout	4,084	2,151	1.90	\$0.00
18	non_purchasers	3,910	3,731	1.12	\$0.00
19	add_shipping_info	3,893	2,149	1.81	\$0.00
20	add_payment_info	3,835	1,545	2.48	\$0.00



- ***Generate custom reports in GA4 to present key metrics related to your campaign.***
- ***Analyse the data to identify areas of improvement and optimization.***
- ***Propose at least three actionable insights or changes based on your analysis to enhance the campaign performance.***


 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](#)

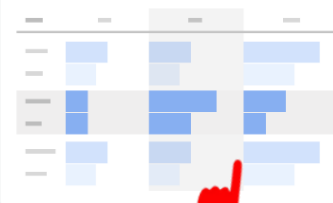


Explorations


Start a new exploration



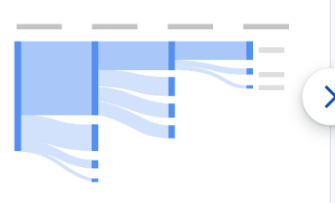
Blank
Create a new exploration



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?



Path exploration
What user journeys can you uncover with tree graphs?

[Template gallery](#)

Type	Name ↓	Owner	Last modified ↓	Property	
	Untitled exploration	Kevin Chua	Jul 17, 2024	GA4 - Google Merch Shop	
	Untitled exploration	Kevin Chua	Jul 7, 2024	GA4 - Google Merch Shop	
	Untitled exploration	Kevin Chua	Jul 7, 2024	GA4 - Google Merch Shop	

Google Analytics Campaign Tracking Simulation

The screenshot shows the Google Analytics interface for a 'Free form' exploration. The left sidebar contains several sections: 'SEGMENTS' with a list including 'Paid traffic' (highlighted with a red checkmark and a red arrow pointing to the 'Drop or select segment' field in the 'SEGMENT COMPARISONS' section), 'DIMENSIONS' with 'Event name', 'Gender', 'Country', 'Device category', 'First user medium', and 'City', and 'METRICS' with 'Active users', 'Event count', and 'Transactions'. The main area shows the 'Free form 2' exploration template. The 'TECHNIQUE' is set to 'Free form'. The 'VISUALIZATION' is set to 'Bar chart'. The 'SEGMENT COMPARISONS' section has a '+ Drop or select segment' field. The 'ROWS' section has a '+ Drop or select dimension' field. The 'START ROW' is set to '1'. The 'SHOW ROWS' is set to '10'. The 'NESTED ROWS' is set to 'No'. The 'COLUMNS' section has a '+ Drop or select dimension' field. The 'START COLUMN GROUP' is set to '1'. The 'SHOW COLUMN GROUPS' is set to '5'. The 'VALUES' section has a '+ Drop or select metric' field. The 'CELL TYPE' is set to 'Bar chart'. The 'FILTERS' section has a '+ Drop or select dimension or metric' field. The main area displays 'No data available'.

Access Explore: Go to the "Explore" section in the left-hand navigation menu.

Choose a Template: Select the "Free Form" exploration template to start with a blank canvas.

Start Analyzing

1. Choose Your Segments: These are the segments you want to analyse, helping you understand where the traffic is coming from Drag and drop these items into the **"SEGMENT"** section:

1. Paid Traffic

2. Choose Your Dimensions: These are the categories you want to analyse. Drag and drop these from the left sidebar into the **"ROWS"** section:

1. Event name
2. First User Medium
3. Device category

3. Choose Your Metrics: These are the numerical values you want to track. Drag and drop these into the **"VALUES"** section:

1. Event count
2. Active users

Google Analytics Campaign Tracking Simulation

The screenshot displays the Google Analytics interface for a 'Free form' exploration. The left sidebar is organized into three main sections: Segments, Dimensions, and Metrics. The Segments section lists 'US', 'Direct traffic', 'Paid traffic', 'Mobile traffic', and 'Tablet traffic'. The Dimensions section lists 'Event name', 'Gender', 'Country', 'Device category', 'First user medium', and 'City'. The Metrics section lists 'Active users', 'Event count', and 'Transactions'. The main area shows configuration options for the exploration. The 'TECHNIQUE' is set to 'Free form'. The 'VISUALIZATION' is set to 'Bar chart'. The 'SEGMENT COMPARISONS' section has a '+ Drop or select segment' button. The 'ROWS' section has a '+ Drop or select dimension' button. The 'START ROW' is set to '1'. The 'SHOW ROWS' is set to '10'. The 'NESTED ROWS' is set to 'No'. The 'COLUMNS' section has a '+ Drop or select dimension' button. The 'START COLUMN GROUP' is set to '1'. The 'SHOW COLUMN GROUPS' is set to '5'. The 'VALUES' section has a '+ Drop or select metric' button. The 'CELL TYPE' is set to 'Bar chart'. The 'FILTERS' section has a '+ Drop or select dimension or metric' button. A red dashed arrow points from the 'Event name' dimension in the sidebar to the 'Rows' section.

Access Explore: Go to the "Explore" section in the left-hand navigation menu.

Choose a Template: Select the "Free Form" exploration template to start with a blank canvas.

Start Analyzing

1. Choose Your Segments: These are the segments you want to analyse, helping you understand where the traffic is coming from Drag and drop these items into the

“SEGMENT” section:

1. Paid Traffic

2. Choose Your Dimensions: These are the categories you want to analyse. Drag and drop these from the left sidebar into the **"ROWS"** section:

1. Event name
2. First User Medium
3. Device category

3. Choose Your Metrics: These are the numerical values you want to track. Drag and drop these into the **"VALUES"** section:

1. Event count
2. Active users

Google Analytics Campaign Tracking Simulation

The screenshot shows the Google Analytics interface for a 'Free form' exploration. The left sidebar contains the following sections:

- SEGMENTS:** US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic.
- DIMENSIONS:** Event name, Gender, Country, Device category, First user medium, City.
- METRICS:** Active users (checked), Event count (checked), Transactions.

The main area shows the configuration for the exploration:

- TECHNIQUE:** Free form
- VISUALIZATION:** Bar chart
- SEGMENT COMPARISONS:** + Drop or select segment
- ROWS:** + Drop or select dimension
- COLUMNS:** + Drop or select dimension
- CELL TYPE:** Bar chart
- VALUES:** + Drop or select metric

A red dashed arrow points from the 'Active users' metric in the 'METRICS' section to the 'VALUES' section in the main area.

Access Explore: Go to the "Explore" section in the left-hand navigation menu.

Choose a Template: Select the "Free Form" exploration template to start with a blank canvas.

Start Analyzing

1. Choose Your Segments: These are the segments you want to analyse, helping you understand where the traffic is coming from Drag and drop these items into the

“SEGMENT” section:

1. Paid Traffic

2. Choose Your Dimensions: These are the categories you want to analyse. Drag and drop these from the left sidebar into the **"ROWS"** section:

1. Event name
2. First User Medium
3. Device category

3. Choose Your Metrics: These are the numerical values you want to track. Drag and drop these into the **"VALUES"** section:

1. Event count
2. Active users

Analytics

GA4 - Google Merch Shop

GA4 - Google Merch Shop

Try searching "Users overview"

Variables

Settings

EXPLORATION NAME: Free form

Last 28 days
Jun 21 - Jul 18, 2024

SEGMENTS

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

Event name

Country

Device category

First user medium

City

Gender

METRICS

Active users

Event count

Transactions

Paid traffic

+ Drop or select segment

PIVOT

First column

ROWS

Event name

Device category

First user medium

+ Drop or select dimension

START ROW

1

SHOW ROWS

10

NESTED ROWS

No

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5

VALUES

Active users

Event count

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

+ Drop or select dimension or metric

Free form 2

Segment			Paid traffic		Totals	
Event name	Device category	First user medium	Active users	Event count	Active users	Event count
Totals			418 100.0% of total	2,690 100.0% of total	418 100.0% of total	2,690 100.0% of total
1	page_view	desktop	148	335	148	335
2	page_view	mobile	258	309	258	309
3	session_start	mobile	258	280	258	280
4	view_item_list	desktop	60	278	60	278
5	first_visit	mobile	256	256	256	256
6	session_start	desktop	148	170	148	170
7	view_promotion	mobile	134	155	134	155
8	first_visit	desktop	148	148	148	148
9	view_promotion	desktop	108	130	108	130
10	new_recent_active_user	desktop	66	72	66	72

Firstly, this report is primarily focused on what happens when we run CPC.

Primarily Mobile

The majority of users (258 out of 418) are accessing the website through mobile devices. This suggests that mobile optimization is crucial for user experience and conversion.

Effectiveness in Engagement

view_item_list Active Users: 60
view_item_list Event Count: 278

This means that on average, each of those 60 users viewed approximately 4.6 product lists (278 events / 60 users ≈ 4.6). This indicates repeated engagement with product listings by these users.

View promotions

Desktop: 130 events / 108 users ≈ 1.2 views per user
The view_promotion event was triggered 130 times on desktop. This means that, on average, each user on desktop viewed slightly more than one promotion.

Mobile: 155 events / 134 users ≈ 1.15 views per user
The view_promotion event was triggered 155 times on mobile. This means that, on average, each user on mobile viewed slightly more than one promotion

Actionable Insights: Prioritize Mobile Optimization

- Implement responsive design** - Ensure your website adapts to different screen sizes and devices.
- Simplify navigation** - Make it easy for users to find what they're looking for on mobile.
- Optimize page load speed** - Compress images, minify code, and leverage browser caching to improve mobile page load times.
- Test on various devices** - Use a mobile emulator or test on different mobile devices to identify and fix any issues.

Actionable Insights: Maximize the Impact of Promotional Content

- Analyse promotion placement** - Determine the most effective locations for displaying promotions (e.g., homepage banners, product pages).
- A/B test different promotions** - Experiment with various offers, visuals, and messaging to identify what resonates best with your audience.
- Track engagement and conversions** - Measure the click-through rate and conversion rate of each promotion to assess its effectiveness.
- Personalize promotions** - Tailor offers based on user behavior and preferences (e.g., recommend products based on browsing history).

Actionable Insights: Enhance Landing Page Experience

- Clear Call to Action** - Ensure a prominent and compelling call to action (e.g., "Shop Now," "Learn More") on the landing page.
- Streamlined Checkout Process** - Simplify the checkout process to reduce friction and make it easier for users to complete their purchase.
- Clear Product Information** - Provide detailed product descriptions, high-quality images, and customer reviews to help users make informed decisions.
- Mobile-Friendly Design** - Ensure the landing page is optimized for mobile devices to cater to the majority of users

- *Navigate to the "Admin" section and create a new GA4 property specifically for your campaign.* (Not Possible if using GA4 Demo Account)
- ***Set up a new GA4 configuration with relevant settings and objectives tailored to the campaign.***
- ***Ensure proper integration with other relevant tools, such as Google Ads or other advertising platforms if applicable.***

Report Configuration with Setting Relevant to You

GA4 - Google Merch Shop

GA4 - Google Merch Shop

Try searching "how to do BigQuery export"

Variables

EXPLORATION NAME: Free form

Last 28 days
Jun 21 - Jul 18, 2024

SEGMENTS

US

Direct traffic

✓

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

Event name

Gender

Country

Device category

First user medium

City

METRICS

Active users

Event count

Transactions

Settings

TECHNIQUE

Free form

VISUALIZATION

Table

Bar chart

Line chart

Map

Table

Table

SEGMENT COMPARISONS

+ Drop or select segment

ROWS

+ Drop or select dimension

START ROW

1

SHOW ROWS

10

NESTED ROWS

No

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5

VALUES

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

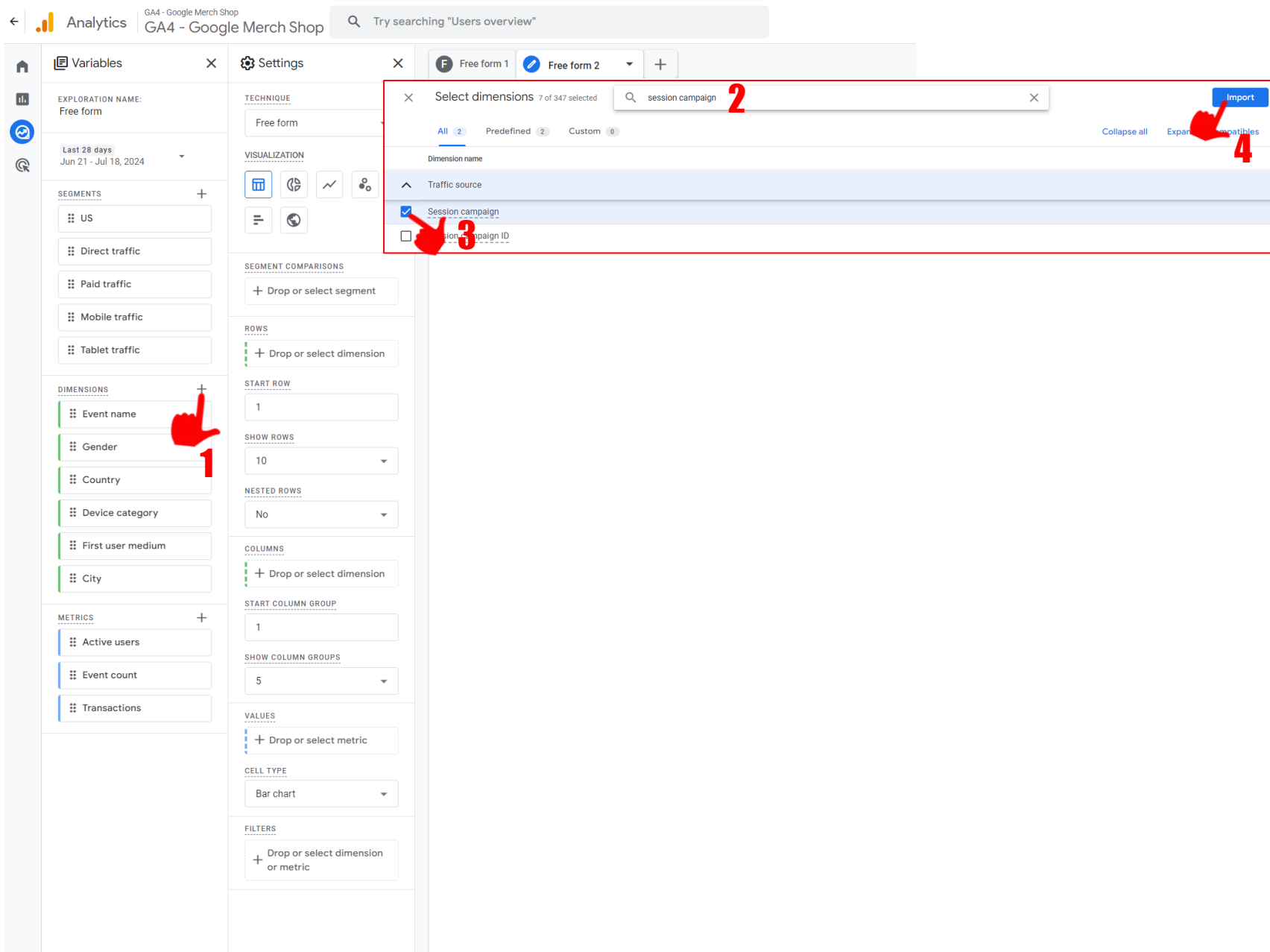
+ Drop or select dimension or metric

Free form 2

+

Let's Assume we want to analyze "Paid Traffic"

Report Configuration with Setting Relevant to You



The screenshot shows the Google Analytics interface for 'GA4 - Google Merch Shop'. The left sidebar contains sections for Segments, Dimensions, and Metrics. A red arrow labeled '1' points to the '+' icon next to the Dimensions section. The main content area shows the 'Free form' report configuration. A modal window titled 'Select dimensions' is open, showing a search bar with 'session campaign' (labeled '2') and a list of dimensions. A red arrow labeled '3' points to the 'Session campaign' dimension, which is checked. A red arrow labeled '4' points to the 'Import' button in the top right corner of the modal. The modal also shows 'Traffic source' as a dimension and 'Session campaign ID' as a metric.

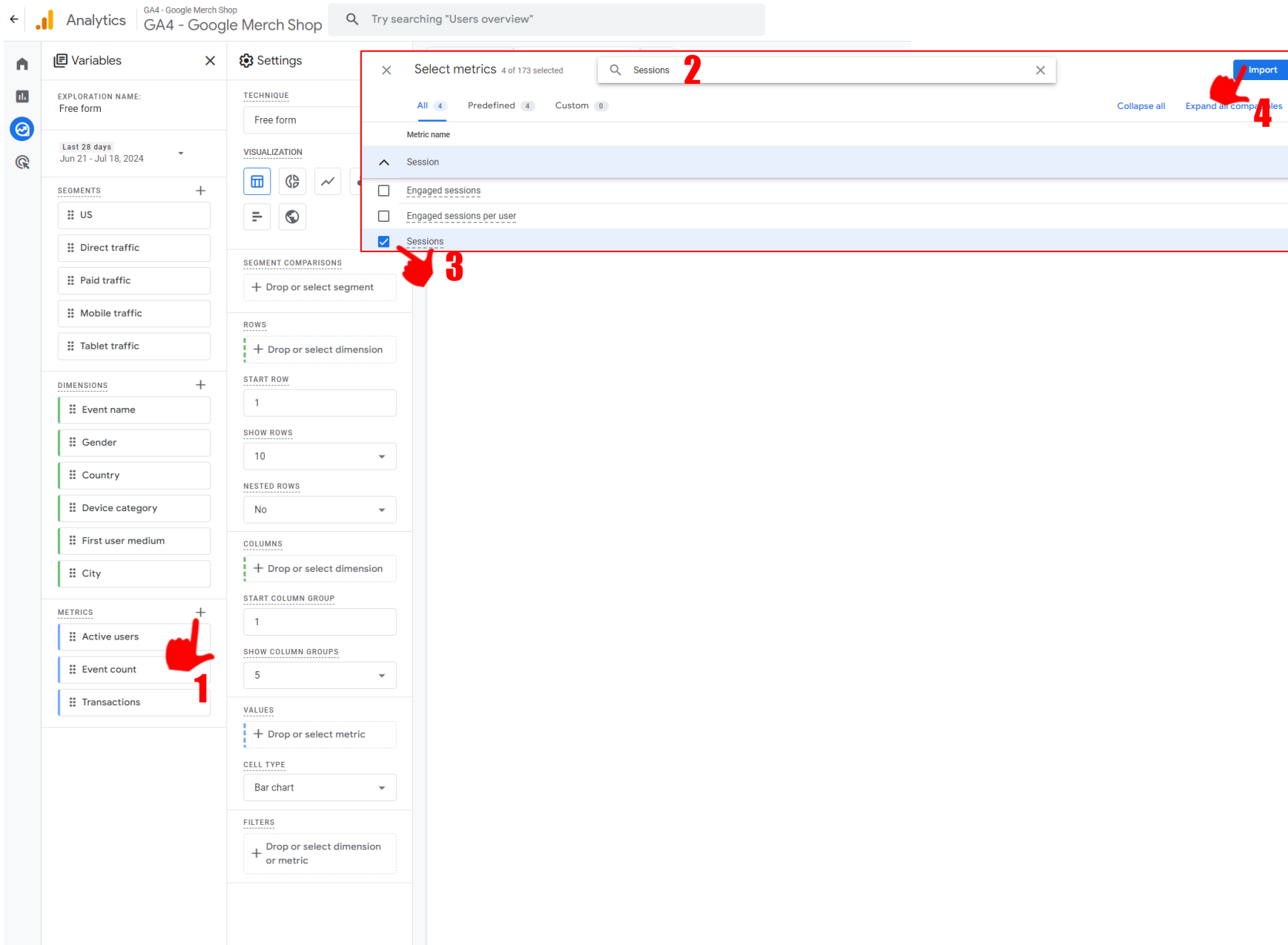
Using the **+** function in Dimensions & Metrics

Add New Dimensions

Use the Search Function for:

- Session campaign
- Session source / medium
- Page title and screen class

Report Configuration with Setting Relevant to You



The screenshot shows the Google Analytics GA4 interface for 'Google Merch Shop'. The left sidebar contains sections for Segments, Dimensions, and Metrics. The 'Metrics' section is highlighted with a red arrow and the number 1. The 'Select metrics' dialog is open, showing a search bar with 'Sessions' entered (indicated by a red arrow and the number 2). The 'Sessions' metric is selected (indicated by a red arrow and the number 3). The 'Import' button is highlighted with a red arrow and the number 4.

Using the **+** function in Dimensions & Metrics

Add New Metrics

Use the Search Function for:

- Sessions
- New Users
- Transactions
- Product Revenue
- Add to Cart
- Items Viewed

Variables

EXPLORATION NAME: Free form

Last 28 days Jun 21 - Jul 18, 2024

SEGMENTS

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

Event name

Country

Device category

First user medium

City

Session campaign

Session campaign ID

Session source / medium

Page title and screen class

Gender

METRICS

Active users

Event count

Sessions

Transactions

New users

Product revenue

Add to carts

Items viewed

Settings

Paid traffic

+ Drop or select segment

PIVOT

First column

ROWS

Session campaign

Session campaign ID

Session source / medium

Page title and screen class

+ Drop or select dimension

START ROW

1

SHOW ROWS

10

NESTED ROWS

No

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5

VALUES

Sessions

New users

Transactions

Product revenue

Add to carts

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

+ Drop or select dimension or metric

Free form 2														
				Segment	Paid traffic					Totals				
Session campaign	Session campaign ID	Session source / medium	Page title and screen class	Sessions	New users	Transactions	Product revenue	Add to carts	↓Sessions	New users	Transactions	Product revenue	Add to carts	
Totals				469 100.0% of total	420 100.0% of total	0	\$0.00	1 100.0% of total	469 100.0% of total	420 100.0% of total	0	\$0.00	1 100.0% of total	
1	(not set)	google / cpc	Home	153	147	0	\$0.00	0	153	147	0	\$0.00	0	
2	(not set)	google / cpc	Meris/Unisex Google Merch Shop	95	84	0	\$0.00	0	95	84	0	\$0.00	0	
Google Merch Shop Trueview for shopping evergreen 02/01/2023														
3	53046187	google / cpc	Home	72	67	0	\$0.00	0	72	67	0	\$0.00	0	
[Do Not Edit - TW Only] Merch Shop Youtube VAC optimized targeting 03/27/2027														
4	53228522	google / cpc	Home	51	46	0	\$0.00	0	51	46	0	\$0.00	0	
5	(not set)	google / cpc	Google Heather Forest Tee Google Merch Shop	39	36	0	\$0.00	0	39	36	0	\$0.00	0	
Google Merch Shop Trueview for shopping evergreen 02/01/2023														
6	53046187	google / cpc	(not set)	35	0	0	\$0.00	0	35	0	0	\$0.00	0	
[Do Not Edit - TW only] Merch Shop Display & Video evergreen 01/03/2023														
7	52962520	google / cpc	Home	31	27	0	\$0.00	0	31	27	0	\$0.00	0	
[Do Not Edit - TW Only] Merch Shop Youtube VAC optimized targeting 03/27/2027														
8	53228522	google / cpc	(not set)	24	0	0	\$0.00	0	24	0	0	\$0.00	0	
9	(not set)	google / cpc	(not set)	23	0	0	\$0.00	0	23	0	0	\$0.00	0	
[Do Not Edit - TW only] Merch Shop Display & Video evergreen 01/03/2023														
10	52962520	google / cpc	(not set)	20	0	0	\$0.00	0	20	0	0	\$0.00	0	

I want to understand.... Overall Paid Traffic Campaign Performance

Sessions, New Users, Transactions

These metrics will provide a comprehensive overview of my campaign's performance,

- i) showing how many people it reached
- ii) how many of them were new users
- iii) how many of those users converted into customers.

Add to carts & Product Revenue

This will allow me to understand the impact of the campaign on specific user actions such as

- i) Adding items to their cart
- ii) Generation of revenue.

Comparison across Channels

By analyzing the data for different Session source / medium and Session campaign combinations, I can identify which channels and campaigns are most effective in driving traffic, engagement, and ultimately, conversions.

Website Performance

Analyzing the data by Page title and screen class can help me understand which pages are most popular and which ones might need improvement in terms of user experience or conversion optimization.

Why did I configure my Report like this?