Advanced configuration and custom reporting in Google Analytics 4

James Akers, Wednesday 21 June 2023
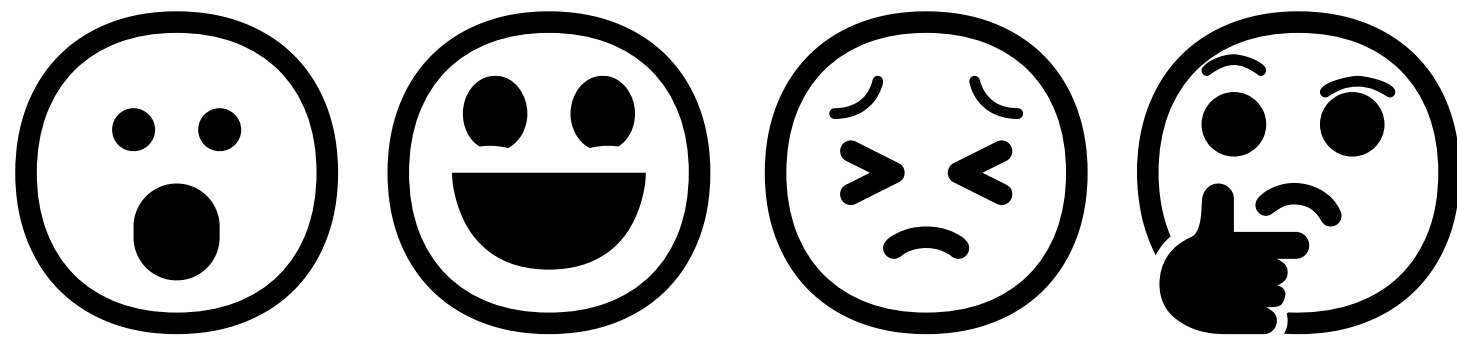
Digital Culture Network | ARTS COUNCIL ENGLAND

#DigitalCultureNetwork
@ace_dcn

Session outline

Today we will cover:

1. Navigating the reporting interface
2. Building custom reports
3. Events, Parameters and Conversions
4. Configuring GA4 to match your objectives

Analytics Debugger

『デバッガ』

Your **Single Source of Truth** (SSOT)

for debugging analytics implementations

START DEBUGGING

v2.3.4

- How to track AMP Pages with Google Analytics 4
- Universal Analytics Migration Library – Custom task
- Google Tag Manager: Google Analytics 4 [GA4] Events Setup with a single Tag
- Google Analytics 4 Measurement Protocol CheatSheet
- HTML Media Elements Tracking Library

Google Analytics 4 (GA4) - Dimensions and Metrics Cheatsheet v1.2

Search   All Data   ☑ Dimensions   ☑ Metrics   ⊞ Expand   👍 Feedback

Attribution

Campaign ID	DIMENSION
Is manual campaign	DIMENSION
Campaign	DIMENSION
CM360 account ID	DIMENSION
CM360 account name	DIMENSION
CM360 advertiser ID	DIMENSION
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CM360 default channel group	DIMENSION

Ecommerce

Currency	DIMENSION
Item affiliation	DIMENSION
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Item category 2	DIMENSION
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Item category 4	DIMENSION
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Item coupon	DIMENSION
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Item location ID	DIMENSION
Item name	DIMENSION
Item variant	DIMENSION
Item list ID	DIMENSION

Cohort

Cohort	DIMENSION
Daily cohort	DIMENSION
Monthly cohort	DIMENSION
Weekly cohort	DIMENSION
Cohort active users	METRIC
Cohort total users	METRIC

General

A/B testing experiment event	DIMENSION
Experiment - variant name	DIMENSION
Experiment - variant ID	DIMENSION
Experience - variant ID	DIMENSION
Experiment impression ID	DIMENSION
File extension	DIMENSION

Demographics

Age	DIMENSION
Interests	DIMENSION
Interest IDs	DIMENSION
Gender	DIMENSION
In-market interest ID	DIMENSION

Geography

City	DIMENSION
City ID	DIMENSION
Continent ID	DIMENSION
Continent	DIMENSION
Country	DIMENSION
Country ID	DIMENSION
Latitude	DIMENSION

Part 1:

Navigating the GA4 reporting interface

Analytics

Digital Culture Network - G... ▾

🔍 Try searching "...

Home

Reports ← Overview and Detail reports

Explore ← Explorations for deeper analysis

Advertising

Admin ← Configuration and integration options

① Property creation   ② Business details   ③ Business objectives   ④ Data collection

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
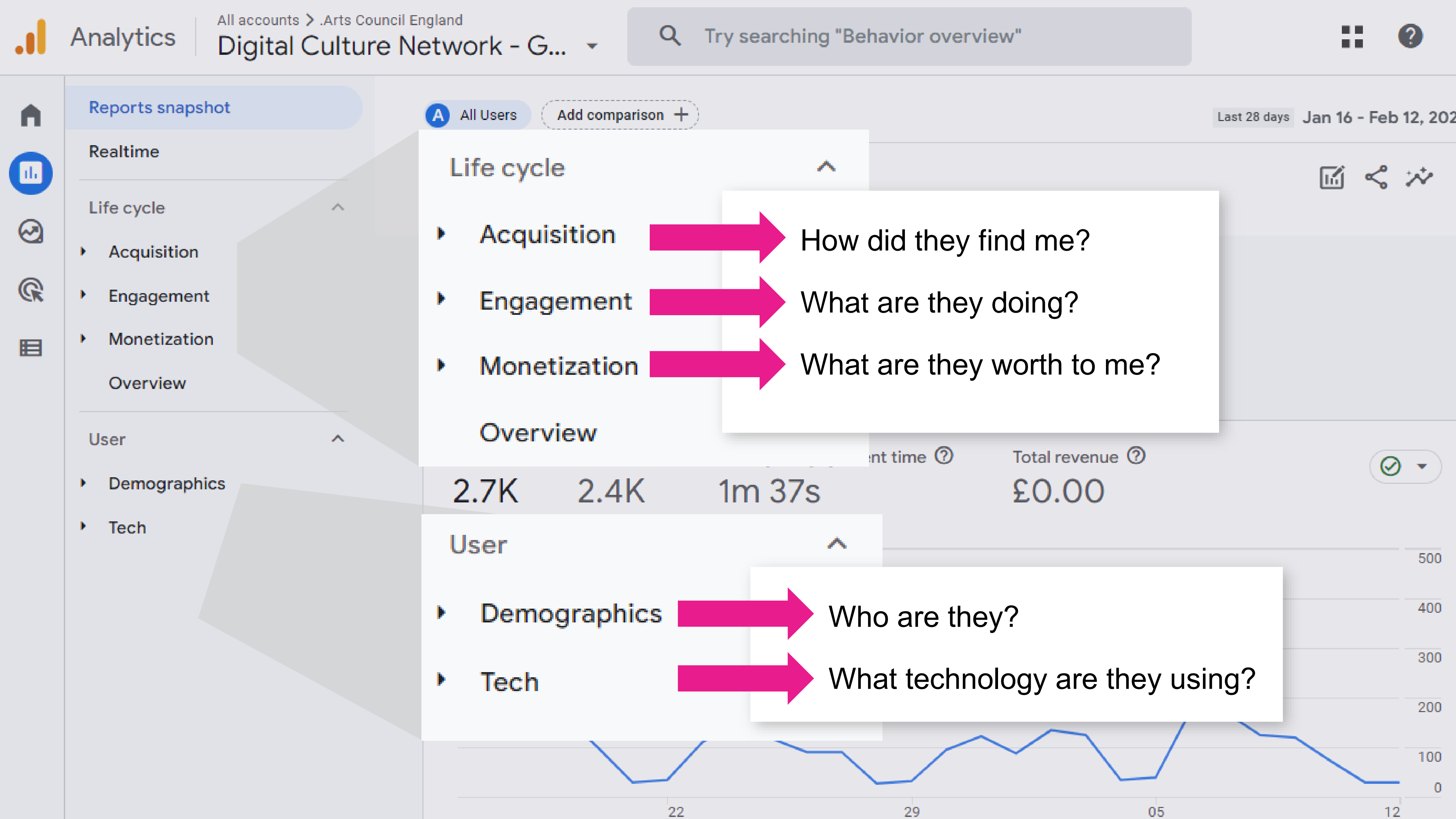Spread the word about your business ☐

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

Q Try searching "Behavior overview"

Reports snapshot

Realtime

Life cycle
- Acquisition
- Engagement
- Monetization
- Overview
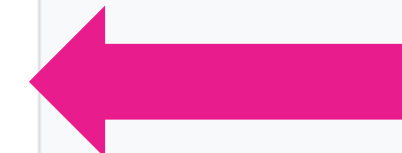
User
- Demographics
- Tech

A All Users   Add comparison +   Last 28 days Jan 16 - Feb 12, 202

Life cycle

▸ Acquisition   ➡️ How did they find me?

▸ Engagement   ➡️ What are they doing?
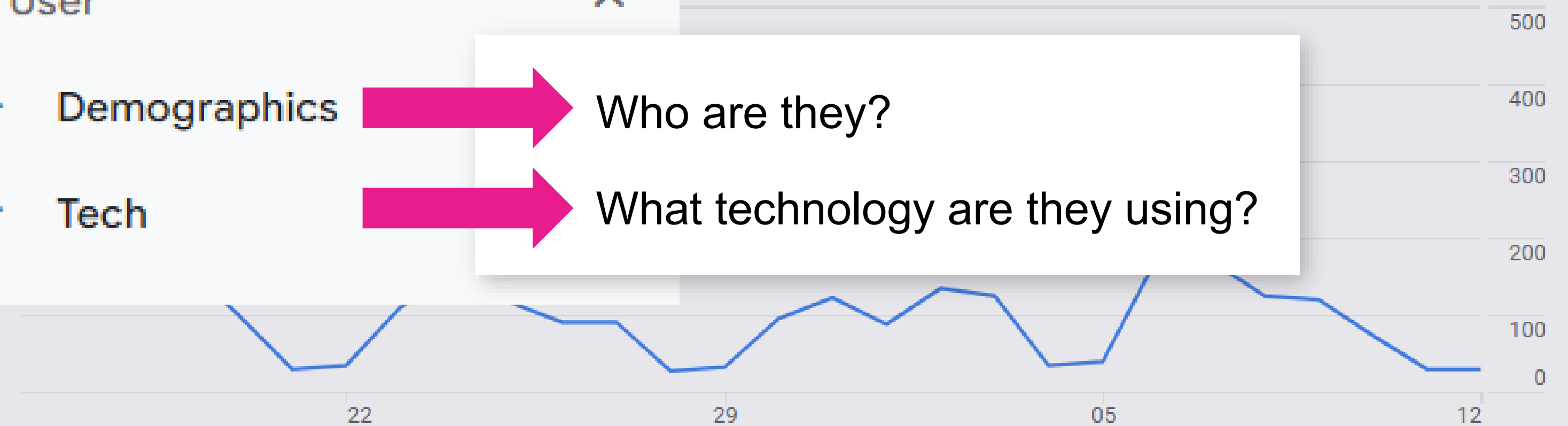
▸ Monetization   ➡️ What are they worth to me?

Overview

2.7K   2.4K   1m 37s   £0.00

User

▸ Demographics   ➡️ Who are they?

▸ Tech   ➡️ What technology are they using?

Event

A specific interaction with your website.

Users

The total number of active users.

Engaged sessions

The number of sessions that lasted **longer than 10 seconds**,
or had a **conversion event**,
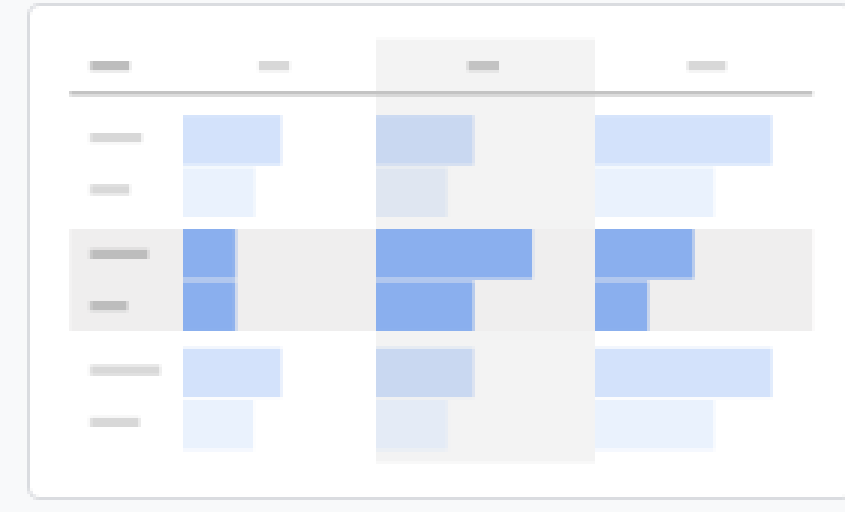or had or had **2 or more page views**.

Analytics

Digital Culture Network - G... ▼

Try searching "Behavior overview"

Explorations

Start a new exploration

Template gallery
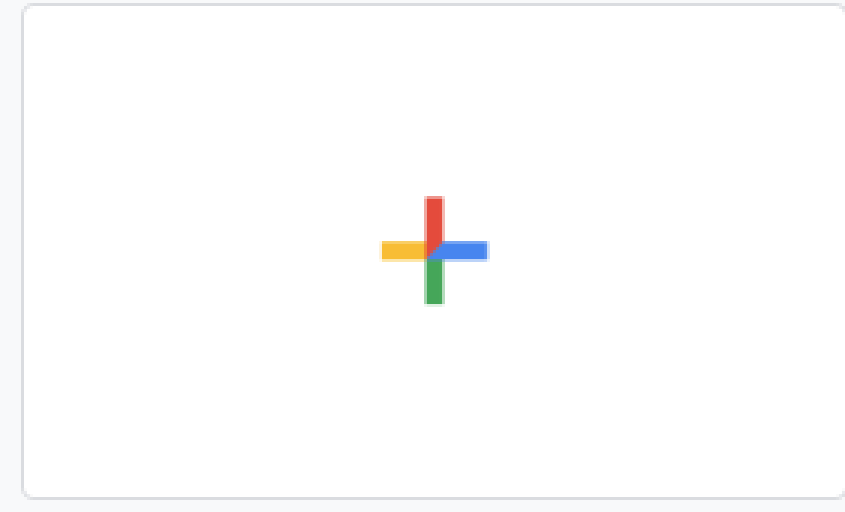
Blank

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?

Type	Name ↓	Owner	Last modified ↓	Property	
👥	**File Downloads**	**Digital Culture Network**	Feb 2, 2023	Digital Culture Network - Google ...	⋮
👤	**Funnel**	**Digital Culture Network**	Jan 24, 2023	Digital Culture Network - Google ...	⋮
👤	**YouTube Plays**	**Digital Culture Network**	Dec 7, 2022	Digital Culture Network - Google ...	⋮
👤	**Path exploration**	**Digital Culture Network**	Aug 17, 2022	Digital Culture Network - Google ...	⋮

Part 2:
Building custom reports

Option 1:
GA4 Reports
Useful marketing reports

- Acquisition: Referral
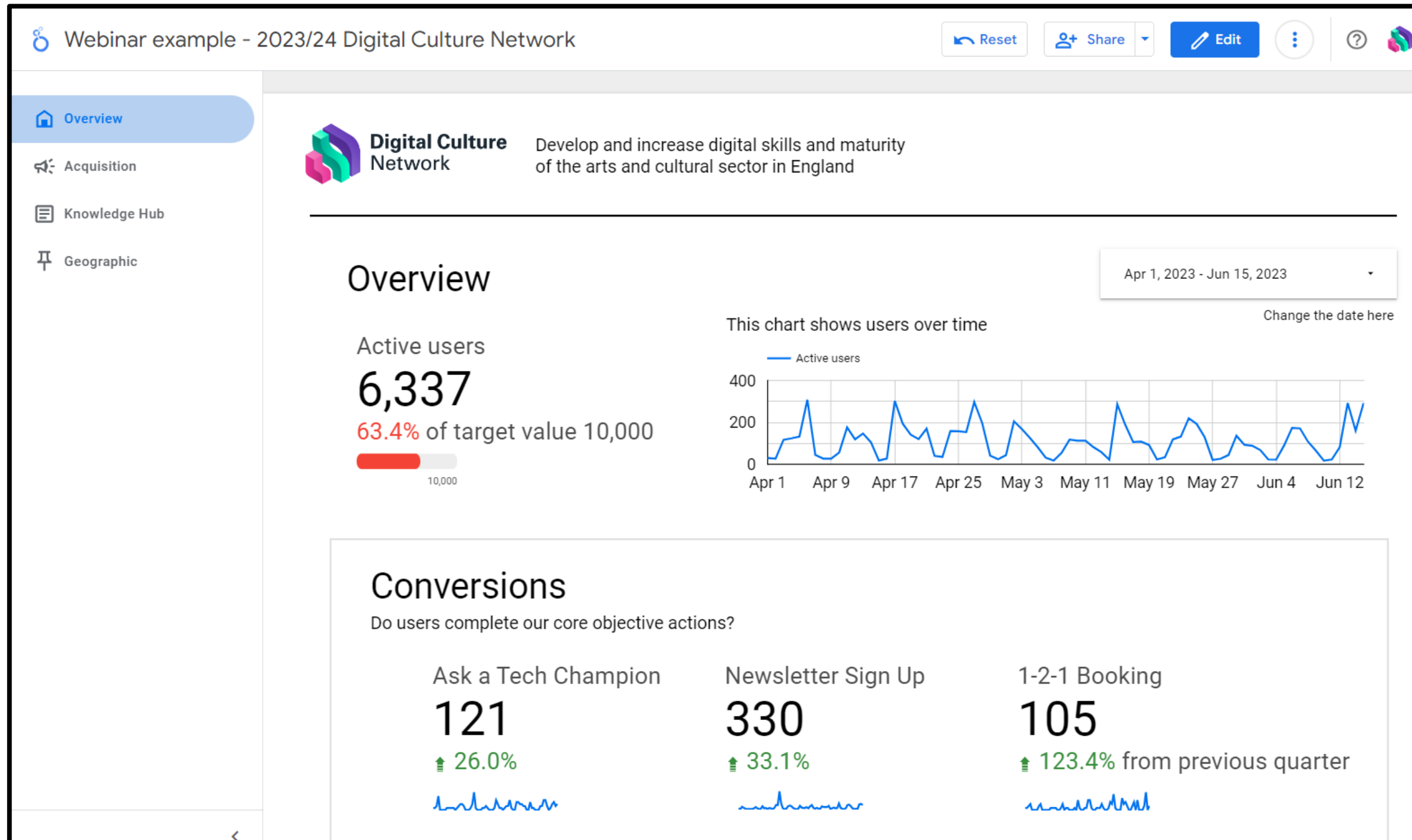- Acquisition: Email campaign

Option 2:
GA4 Explorations
Dive deeper into engagement data

- File downloads
- Site search

Custom Reports

When building reports consider:

- Who is the audience?
- How often will it be accessed?
- What level of detail is needed?
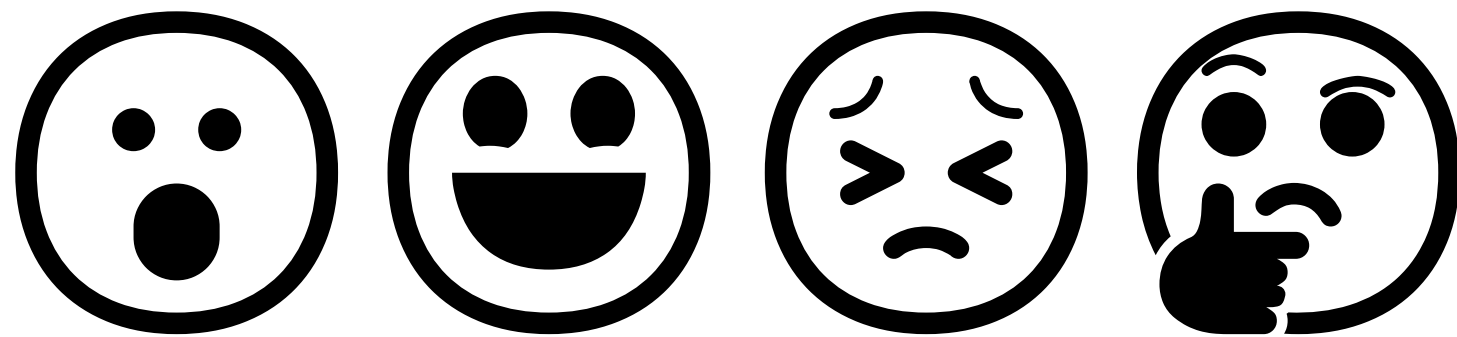
What functionality do you need?

	Maps	Funnels	Commentary	Share with others	Scheduled email
GA4 Reports		✔		✔*	
GA4 Explorations		✔		✔*	
Looker Studio	✔		✔	✔	✔

* limited access control

Session outline
Today we will cover:

1. ~~Navigating the reporting interface~~
2. ~~Building custom reports~~
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Part 3:

Events, Parameters and Conversions

Event

A specific interaction with your website

Parameter

Additional information about an Event that is sent along with the Event

Conversion

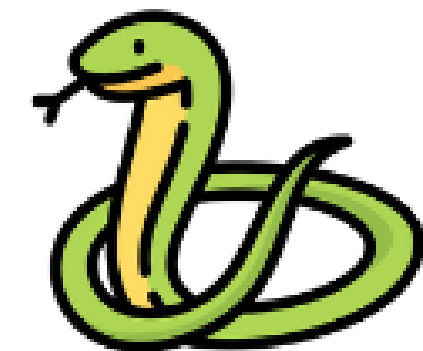Any user action that is valuable to you

Events power GA4

Standard events:

- first_visit
- page_view
- session_start
- user_engagement
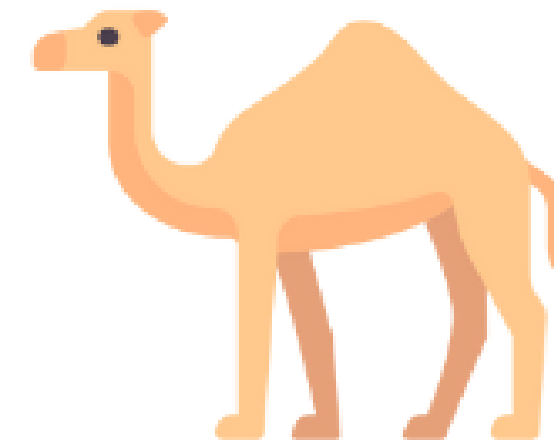
camelCase
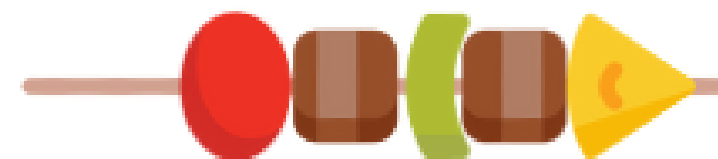
kebab-case

snake_case

Enhanced Measurement
Events for additional actions:

- click
- file_download
- form_start, form submit
- scroll
- view_search_results
- video_start, video_progress, video_complete

Data collection is active in the past 48 hours.

Stream details

STREAM NAME
digitalculturenetwork.org.uk

STREAM URL
https://digitalculturenet

MEASUREMENT ID
G-RZF2R7PBE4 📋

Events

✨ Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page
Data from on-page elements such as links and embedded videos may be collected with rele
personally-identifiable information will be sent to Google. Learn more

Measuring: 👁 Page views ✛ Scrolls 🔒 Outbound clicks **+ 3 more**

Modify events
Modify incoming events and parameters. Learn more

Create custom events
Create new events from existing events. Learn more

✕ **Enhanced measurement**   **Save**

Page views
👁 Capture a page view event each time a page loads or the website changes the
browser history state. Optionally turn off browser history-based events under
advanced settings.

Show advanced settings

Scrolls
✛ Capture scroll events each time a visitor gets to the bottom of a page.

Outbound clicks
🔒 Capture an outbound click event each time a visitor clicks a link that leads them
away from your domain(s). By default, outbound click events will occur for all links
leading away from the current domain. Links to domains configured for cross-
domain measurement (in Tagging Settings) will not trigger outbound click events.

Site search
🔍 Capture a view search results event each time a visitor performs a search on your
site (based on a query parameter). By default, search results events will be fired any
time a page loads with a common search query parameter in the URL. Adjust which
parameters to look for under advanced settings.

Show advanced settings

Form interactions
Capture a form interaction event each time a visitor interacts with a form on your
website.

Video engagement
▶ Capture video play, progress, and complete events as visitors view embedded
videos on your site. By default, video events will be automatically fired for YouTube
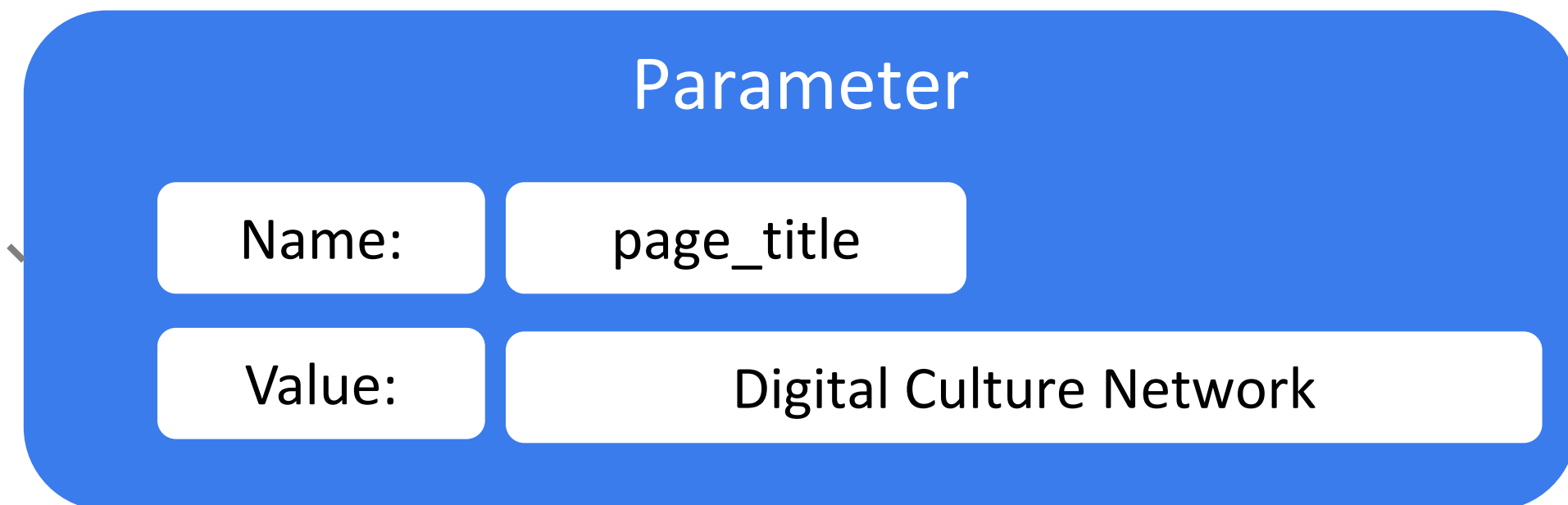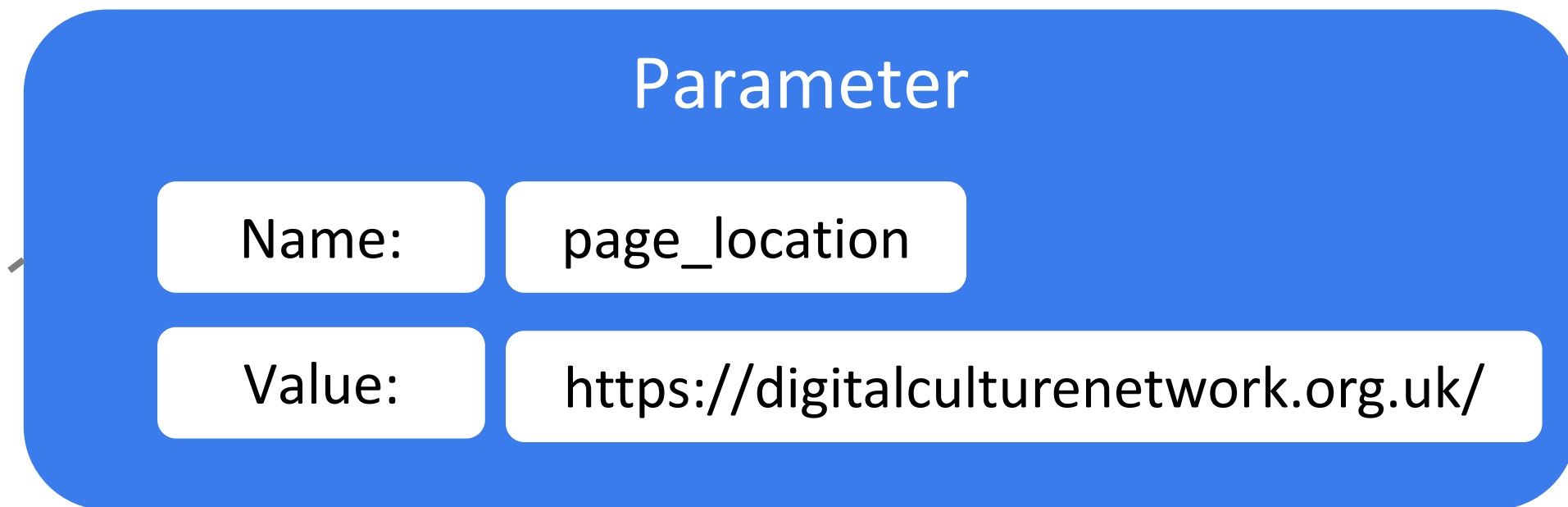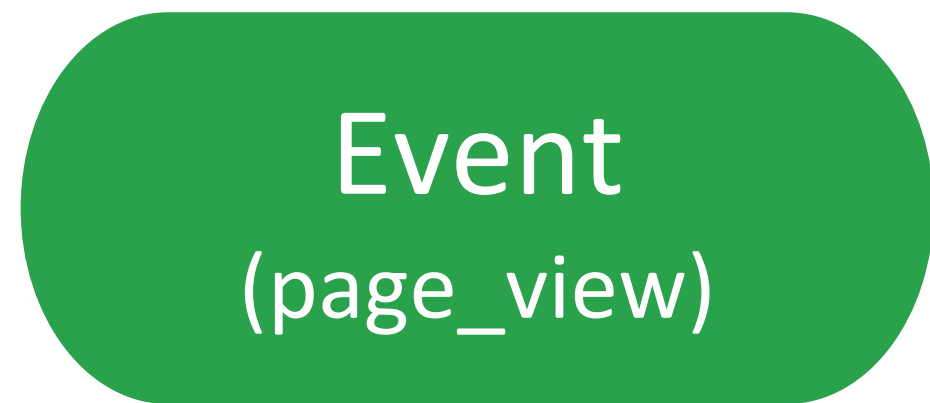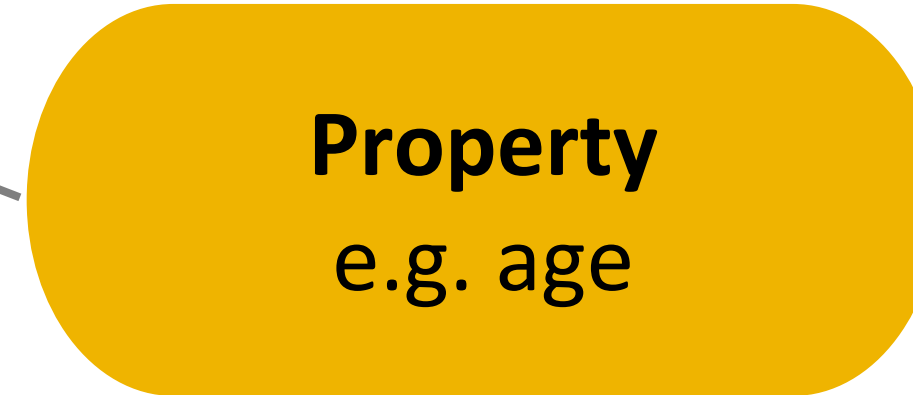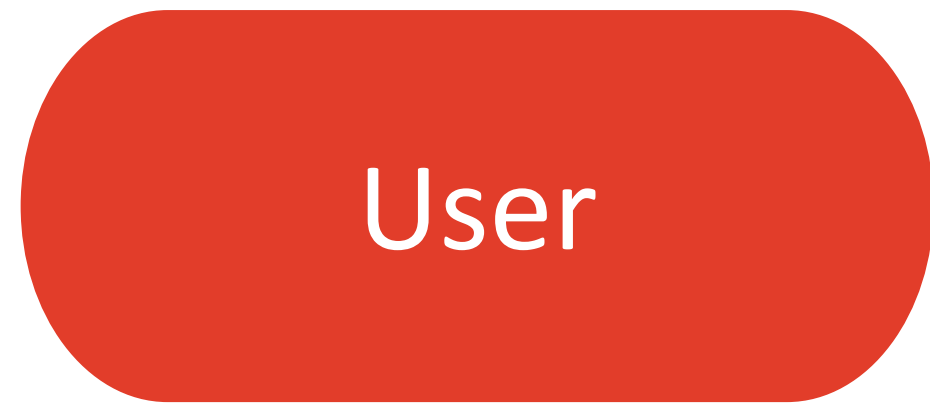videos embedded on your site with JS API support enabled.

File downloads
⬇ Capture a file download event each time a link is clicked with a common document,
compressed file, application, video, or audio extension.

Parameters
Each Event passes the good stuff
in parameters

- **file_download**
  - **file_extension** – the extension of a file download (for example, 'pdf' or 'txt').
  - **file_name** – the page path of a file download (for example, '/menus/dinner-menu.pdf').

Google Analytics 4 (GA4) - Dimensions and Metrics Cheatsheet v1.2

Search | All Data ▾ | ☑ Dimensions   ☑ Metrics   ⊞ Expand   👍 Feedback

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Cohort

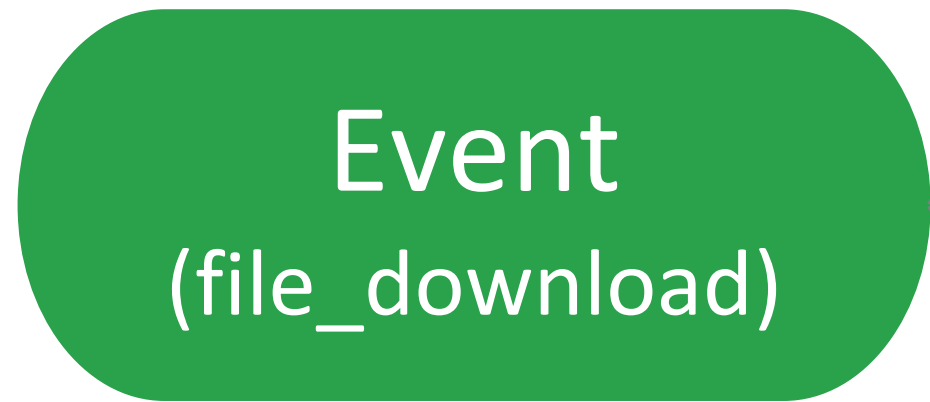|	
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Continent ID	DIMENSION
Continent	DIMENSION
Country	DIMENSION
Country ID	DIMENSION
Latitude	DIMENSION

Parameters tell us more

Default collected Parameters:

- language
- page_location
- page_referrer
- page_title
- screen_resolution

Dimensions

Parameters feed Dimensions:

- language   ⟶   • Language
- page_location   ⟶   • Page location
- page_referrer   ⟶   • Page referrer
- page_title   ⟶   • Page title
- screen_resolution ⟶ • Screen resolution

(The names you see in GA4 reports)

GA4 help: Definitions

Screenshot 1 (Analytics Help)

Analytics Help — Describe your issue

Learn the most common reasons why (not set) values appear and how to troubleshoo

Analytics dimensions

Expand all | **Co**

Attribution

Demographics

Dimension	What it is	How it's populated
Age	The age of the user by bracket. Brackets include '18-24', '25-34', '35-44', '45-54', '55-64', and '65+'.	This dimension is populated automatically when you activat Google signals; however, data thresholds may be applied.
Gender	The gender of the user (i.e., 'Male' or 'Female').	This dimension is populated automatically when you activat Google signals; however, data thresholds may be applied.
Interests	The interests of the user (such as Arts & Entertainment, Games, Sports). Users can be counted in multiple interest categories. This is the same concept as affinity segments in Google Ads.	This dimension is populated automatically when you activat Google signals; however, data thresholds may be applied.

Ecommerce

Event

Screenshot 2 (Analytics Help)

Analytics Help — Describe your issue

scroll	each page (i.e., when a 90% vertical depth becomes visible) The event populates the *Percent scrolled* dimension.	
Outbound clicks click	each time a user clicks a link that leads away from the current domain By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement will not trigger outbound click events. The parameters populate the following dimensions: • *Link classes* (from link_classes) • *Link domain* (from link_domain) • *Link ID* (from link_id) • *Link URL* (from link_url) • *Outbound* (from outbound)	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	each time a user is presented with a search results page, as indicated by the presence of a URL query parameter By default, the event is triggered based on the presence of one of the following 5 query parameters in the URL: • q • s • search • query	search_term, optionally 'q_<additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings). Note: This event only sends the unique_search_term parameter when it has a value of 1 (i.e. when the string is unique to that session).

Understand events

- [GA4] About events
- [GA4] Automatically collected events
- [GA4] Enhanced event measurement
- [GA4] Recommended events
- [GA4] Custom events

NATIONAL DANCE COMPANY

PEASANT PARTY

The best bit in most movies and TV programmes is when the common folk get together for a good old knees up! We think so - our mission is to bring the joy of peasant parties to the world through themed dance events.

JOIN THE PARTY

Part 4:

Configuring GA4 to match your objectives

Admin > Property > Product Links

Link this ➡️ Google Ads Links

(if using Google Ads)

Ad Manager Links

BigQuery Links ⬅️ Consider setting this up

Display & Video 360 Links

Merchant Center

Search Ads 360 Links

Link this ➡️ Search Console Links

Build your own Events
to track your objectives

1. Use the GA4 admin interface
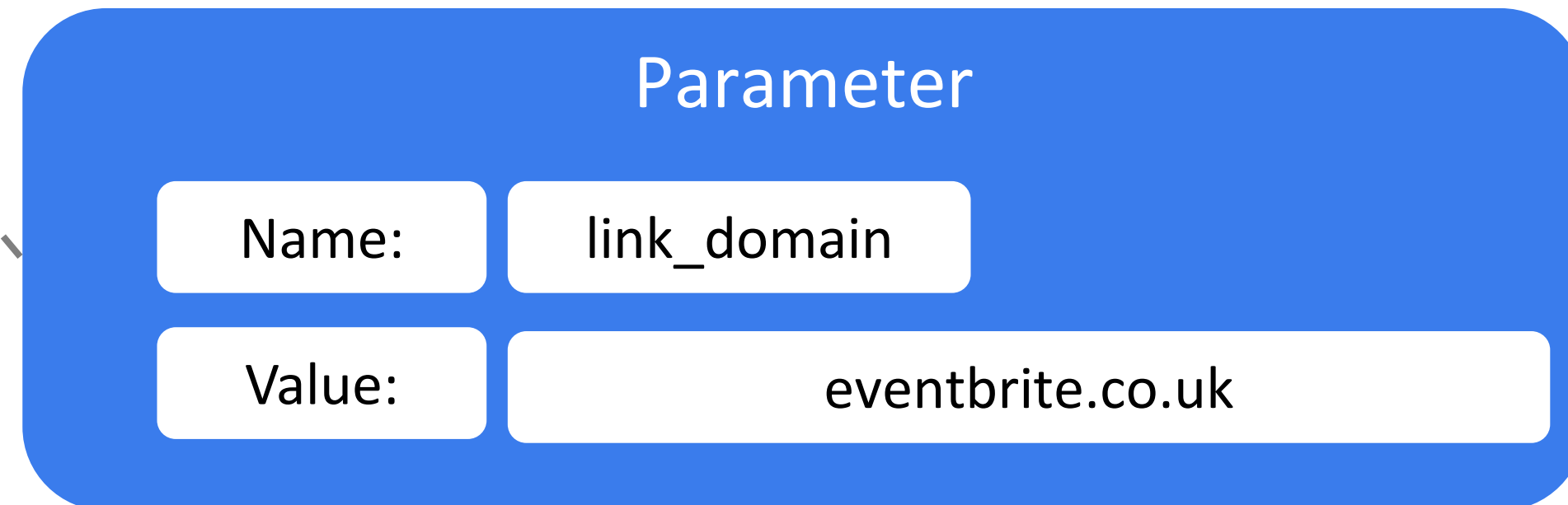2. Ask a developer to add relevant tags
3. Use Google Tag Manager

Custom Events
When building new Events consider:

- Can I get this data from existing GA4 Events?
- Do I need **additional** Parameters?

book_now

New Event

Event
(book_now)

Parameter

Name:	link_url
Value:	https://www.eventbrite.co.uk/e/how...

Parameter

Name:	link_domain
Value:	eventbrite.co.uk

Reusing the same
Parameters from **click**

Recap

Advanced configuration and custom reporting in Google Analytics 4

You are not alone, we are here to help

Digital Culture Network | ARTS COUNCIL ENGLAND

James Akers

Google Analytics 4

🕐 1 hr

In this session we can review your current Google Analytics 4 set up, outline important actions you wish to track, and explore relevant reports and analysis.

These **free 1-2-1 sessions** are only for people who work in the creative and cultural sector in **England.**

Cookie settings

Select a Date & Time

‹ July 2023 ›

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Time zone

🌐 UK, Ireland, Lisbon Time (12:52pm) ▾

🔧 Troubleshoot

Google Analytics

Q&A

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Next steps

Recommended actions:

1. Create a measurement plan – what needs tracking?
2. Attend the Google Tag Manager webinar
3. Book a free 1-2-1 support session

Further resources

Available on our website

James Akers · Beginner Read · Typical R

Webinar reco
are you meas

Attachments:

⬇ DCN – why are you measuring that – Sept 2022

Why are you measuring that? | D

Why are you
measuring th

James Akers · Intermediate Read · Typical Reading Time 3 mins

How to use UTM Parameters to track marketing activity

In this article we explain what UTM Parameters are and why they're useful for cultural organisations and individuals to consider using.

What are UTM Parameters?

UTM Parameters are tags you can add to the end of the links you share on di platforms, email campaigns and QR codes. When added to the end of your U clicks one of the links can then be tracked in your analytics software (such as **Analytics**). It is a great way for marketers to see the impact of their own activi

James Akers · Beginner Read · Typical Reading Time 9 mins

🖨

Getting started with Google Looker Studio

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Digital Culture Network

digitalculturenetwork.org.uk

#DigitalCultureNetwork
@ace_dcn

Digital Culture Network