

Beyond page views: measure what matters with Google Analytics 4

James Akers, Thursday 16 November 2023





Digital Culture Network

Slides and resources:



digitalculturenetwork.org.uk/ama-digital-day/



Google
Analytics

You chose GA4 because:

- 1. AI and machine learning capabilities**
- 2. Cookie-less future**
- 3. It's free!**
- 4. I didn't, Google made it for me**

Common issues:

1. **Using old Universal Analytics code**
2. **Out of date training material**
3. **24-48 hour processing time**



How can you make GA4 useful?

1. Track your important things
2. Customise your reports



Measure what matters

GA4 can automatically track:

- **Page views**
- **File downloads**
- **Form interactions**
- **Outbound clicks**
- **Scroll depth**
- **Site search**
- **Video engagement**

GA4 can automatically track:

- Page views
- File downloads
- ~~Form interactions~~
- Outbound clicks
- Scroll depth
- Site search
- Video engagement

THE HEPWORTH WAKEFIELD

Open today - 10am - 5pm ▾

Café

Families

Hire

Membership

News

Shop

Support us

Account

Basket

What's on

Your visit

Book tickets

Our story

Art & artists

Garden



Open Tuesday - Sunday, 10am - 5pm (Closed Mondays except bank holidays and Wakefield school holidays)

Exhibition entry is £12 / £10. FREE for Members, Wakefield District residents and under 18s. The Hepworth Wakefield Garden is open daily, free. — [Read more](#)



Example Gallery

- **Collections**
- **Exhibitions**
- **Programming**
- **Schools & Learning**
- **Shop**
- **Support us**
- **Venue hire**
- **Visit us**

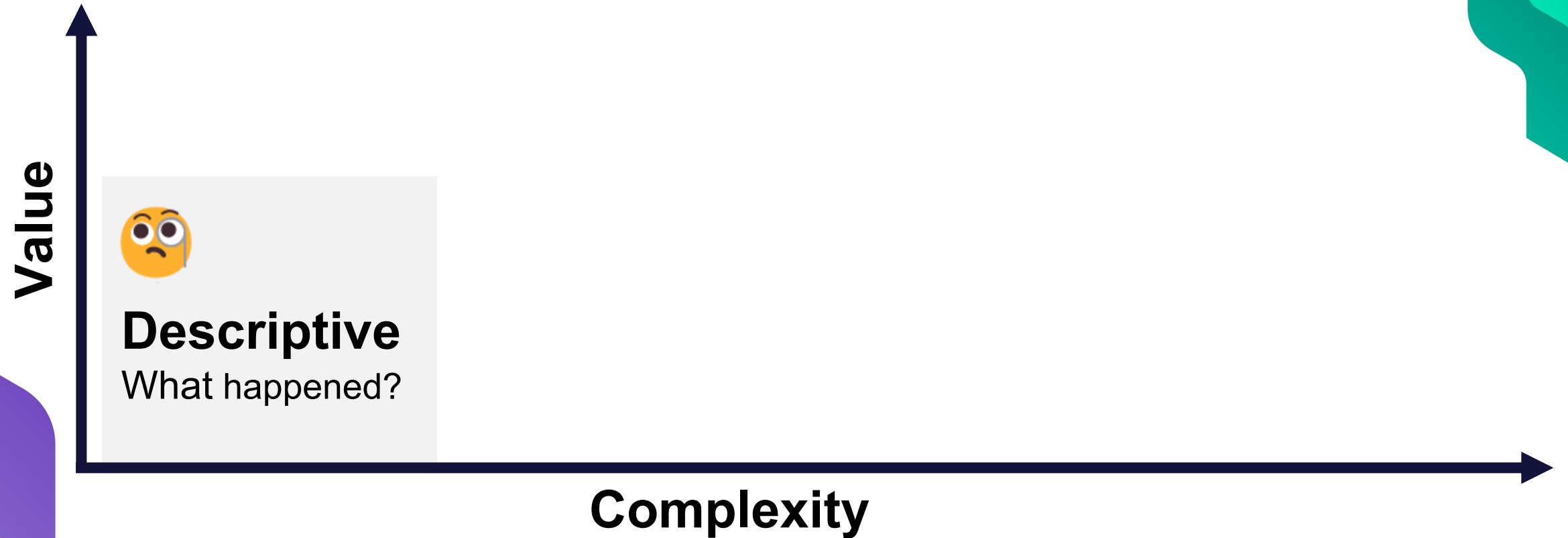
Example Gallery

- **Collections**  **Popular items**
- **Schools & Learning**  **Engaging content**
- **Visit us**  **Predict visitor peaks**



Reporting


Types of data analytics



Venture Arts

Through our studio programmes, exhibitions and collaborative projects, we remove barriers to the arts, we put artists in the lead, we champion neurodiversity and provide pathways for every individual to develop their creative identity.

Website overview

Select date range 

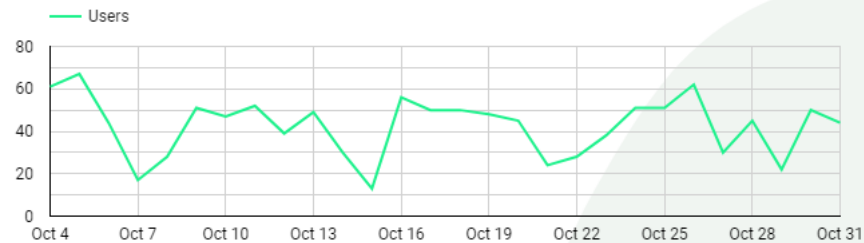
[Change the date here](#)

Users

1,019

↓ -17.1% from previous 28 days

This chart shows users over time



Newsletter sign ups

11

↑ 37.5%

Contact

10

↓ -23.1%

Shop purchases

3

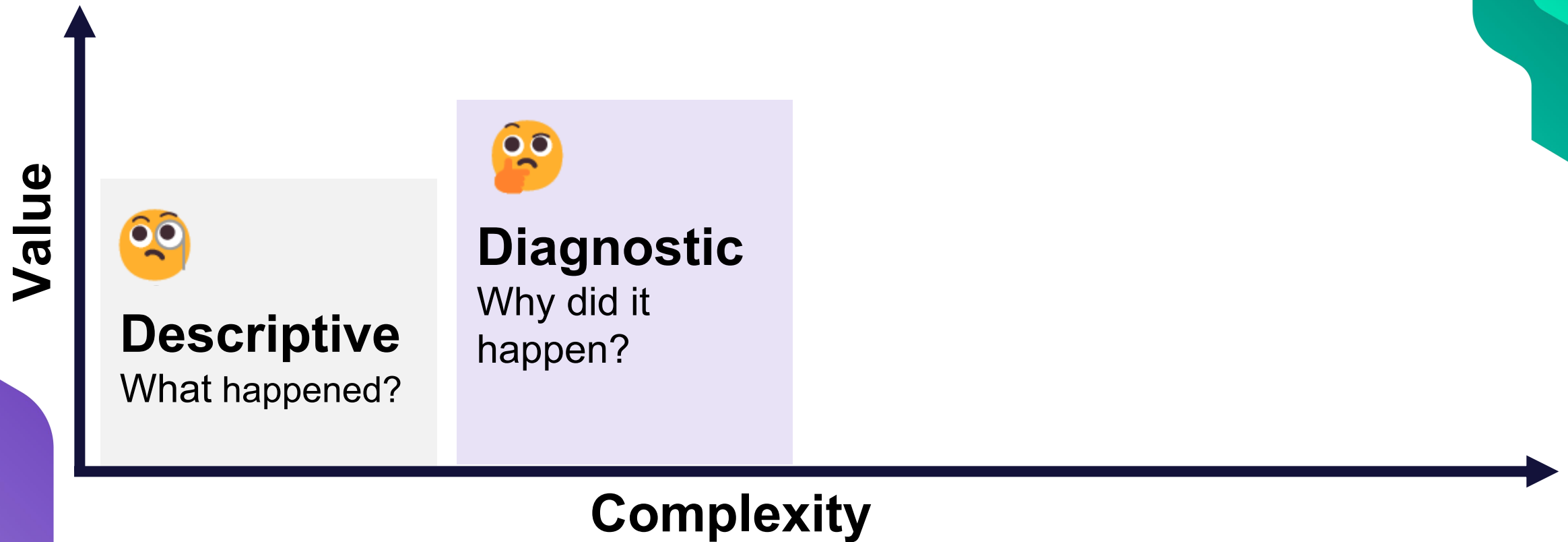
↑ 50.0%

Total revenue

£102.98

↑ 139.5%

Types of data analytics



Search...

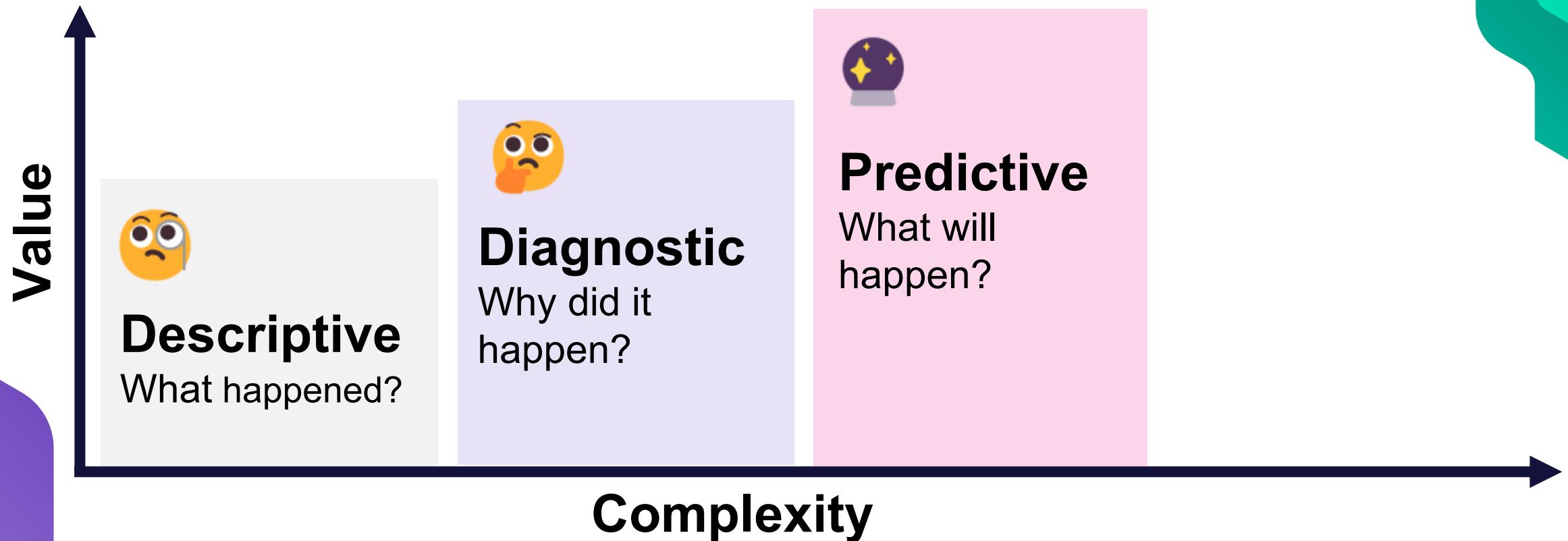
Rows per page: 10

Go to: 1

1-10 of 33

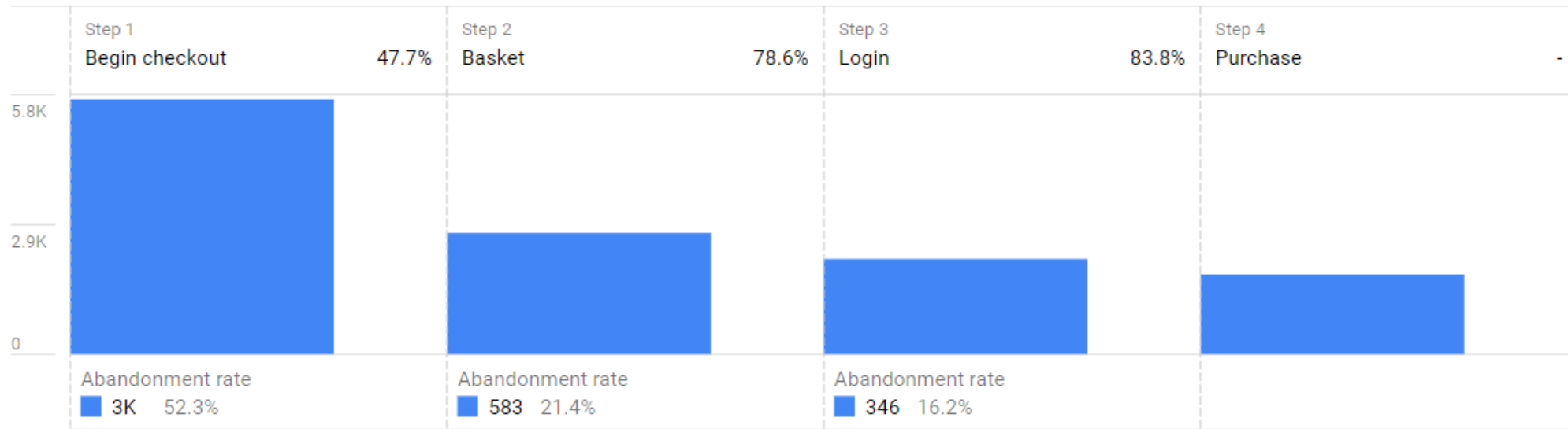
	Session campaign	Session source / medium	Users	Conversions
			↓	All events
			1,098	93.00
			100% of total	100% of total
1	dcn_news_161023	ClickDimensions / email	361	23.00
2	dcn_news_101023	ClickDimensions / email	352	34.00
3	dcn_news_251123	ClickDimensions / email	239	9.00
4	dcn_webinar_follow_up	ClickDimensions / email	76	2.00
5	dcn_news_180923	ClickDimensions / email	30	1.00
6	dcn_gac	ClickDimensions / email	22	0.00
7	dcn_mydcn	ClickDimensions / email	21	6.00
8	order_confirm	eventbrite / email	21	0.00
9	following_published_event	eventbrite / email	16	8.00
10	dcn_news_170723	ClickDimensions / email	12	2.00

Types of data analytics



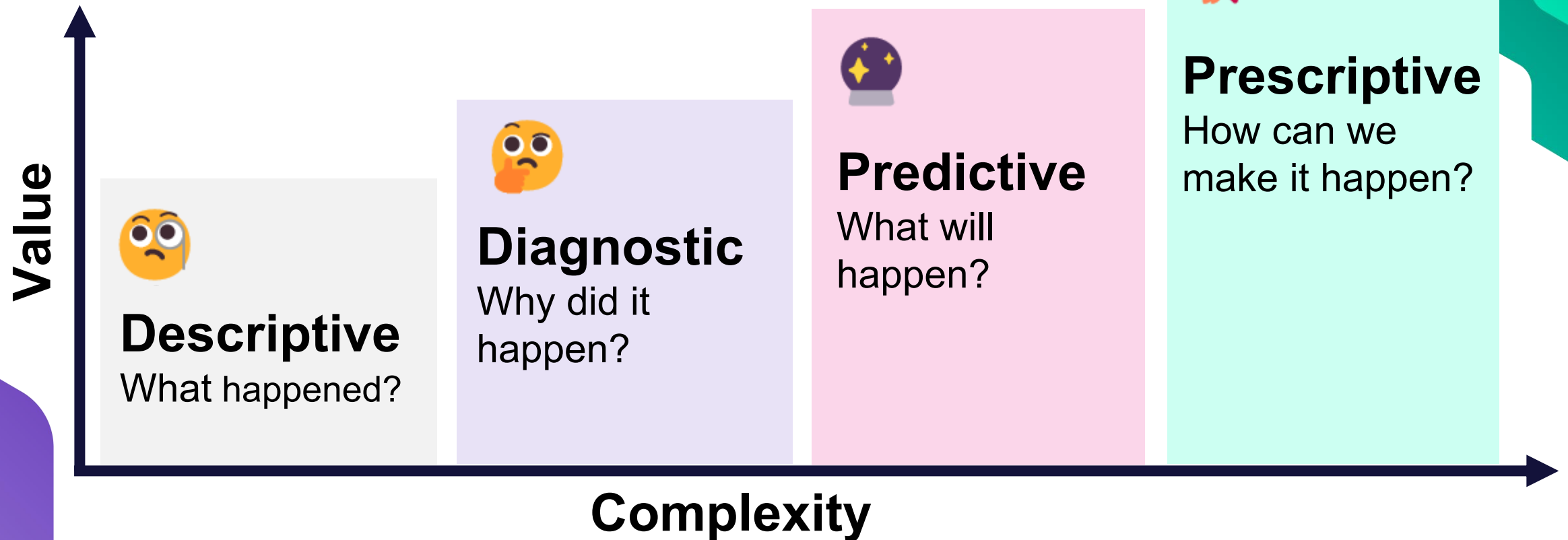


Funnel explor... ▾



Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Begin checkout	5,707 (100.0%)	47.7%	2,986	52.3%
2. Basket	2,721 (47.7%)	78.6%	583	21.4%
3. Login	2,138 (37.5%)	83.8%	346	16.2%
4. Purchase	1,792 (31.4%)	-	-	-

Types of data analytics



Descriptive

What happened?



Diagnostic

Why did it happen?



Predictive

What will happen?



Prescriptive

How can we make it happen?

Customer Journey & Marketing Funnel

Journey

Engage first time (of first for awhile) concert goers and make them aware of Bath Phil for Free.

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Blow their mind with how amazing our concert is!

Send a follow up survey offering them a £5 ticket for their next concert.

Send them a follow up survey with a £10 ticket for their next concert.

Funnel

Create Awareness

Increase Engagement
Consideration

Produce
Conversions

Audience attendance to
average 80% capacity across
the year

Repeat
Booker

Advocate /
Highly Engaged

Goal
Reach 50K

Goal
Grow subscribers by 5%

Goal
Average of 800 BP43 tickets per event at Forum

Goal
£5K revenue per concert (200 paid)

Goal
5% of bookers return

Goal
10% of repeat customers return

How

- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen
- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

- Email those that attended with the £5 ticket offer, another thank you email, plus a survey and an offer for £10 tickets

Measure

- No. of impressions on social adverts
- Total unique website views

- No. of email sign ups
- No. of Bath Phil for Free page views

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated

- No. of £5 ticket buyers
- No. of 2nd ticket buyers

- No. of £10 ticket buyers
- No. of multi-ticket buyers
- No. that donated

Customer Journey & Marketing Funnel

Journey

Engage first time (of first for awhile) concert goers and make them aware of Bath Phil for Free.

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Blow their mind with how amazing our concert is!

Funnel



How

- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats

Measure

- No. of impressions on social adverts
- Total unique website views

- No. of email sign ups
- No. of Bath Phil for Free page views

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Blow their mind with how amazing our concert is!

Send a follow up survey offering them a £5 ticket for their next concert.

Send them a follow up survey with a £10 ticket for their next concert.

Increase Engagement Consideration

Goal

Grow subscribers by 5%

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- No. of email sign ups
- No. of Bath Phil for Free page views

Produce Conversions

Goal

Average of 800 BP43 tickets per event at Forum

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

Audience attendance to average 80% capacity across the year

Goal

£5K revenue per concert (200 paid)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen
- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated
- No. of £5 ticket buyers
- No. of 2nd ticket buyers

Repeat Booker

Goal

5% of bookers return





- Email those that attended with the £5 ticket offer, another thank you email, plus a survey and an offer for £10 tickets

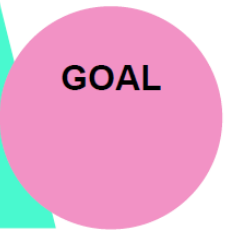
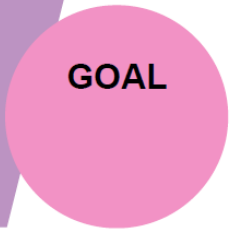
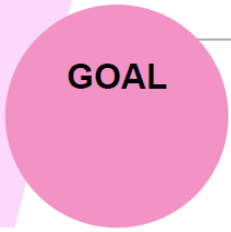
- No. of £10 ticket buyers
- No. of multi-ticket buyers
- No. that donated

Advocate / Highly Engaged

Goal

10% of repeat customers return

JOURNEY		KPI	TACTIC
⋮	 <div data-bbox="843 472 1059 539">Reach</div>	⋮	⋮
⋮	 <div data-bbox="881 708 1021 775">Act</div>	⋮	⋮
⋮	 <div data-bbox="835 946 1065 1013">Convert</div>	⋮	⋮
⋮	 <div data-bbox="861 1196 1039 1263">Retain</div>	⋮	⋮



JOURNEY

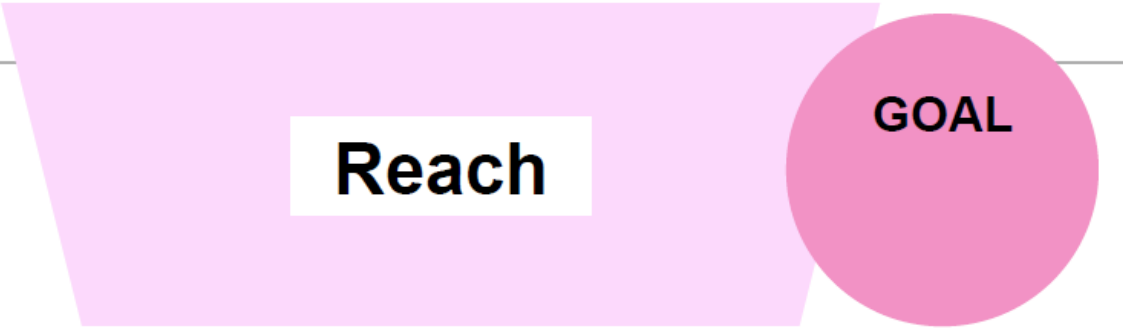
KPI

TACTIC

⋮

⋮

⋮



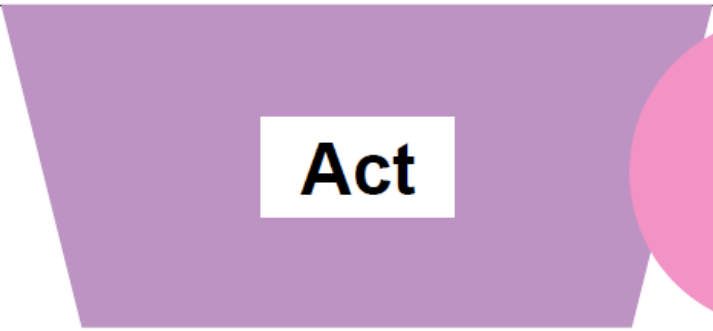
Reach



GOAL

⋮

⋮



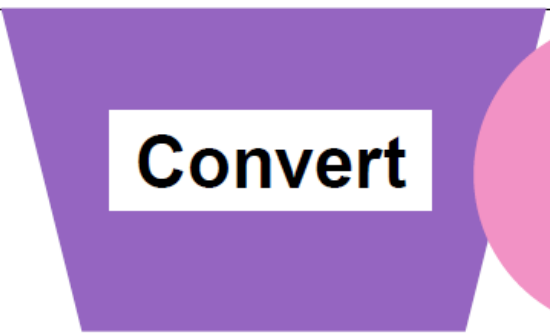
Act



GOAL

⋮

⋮



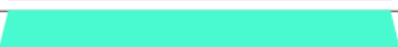
Convert

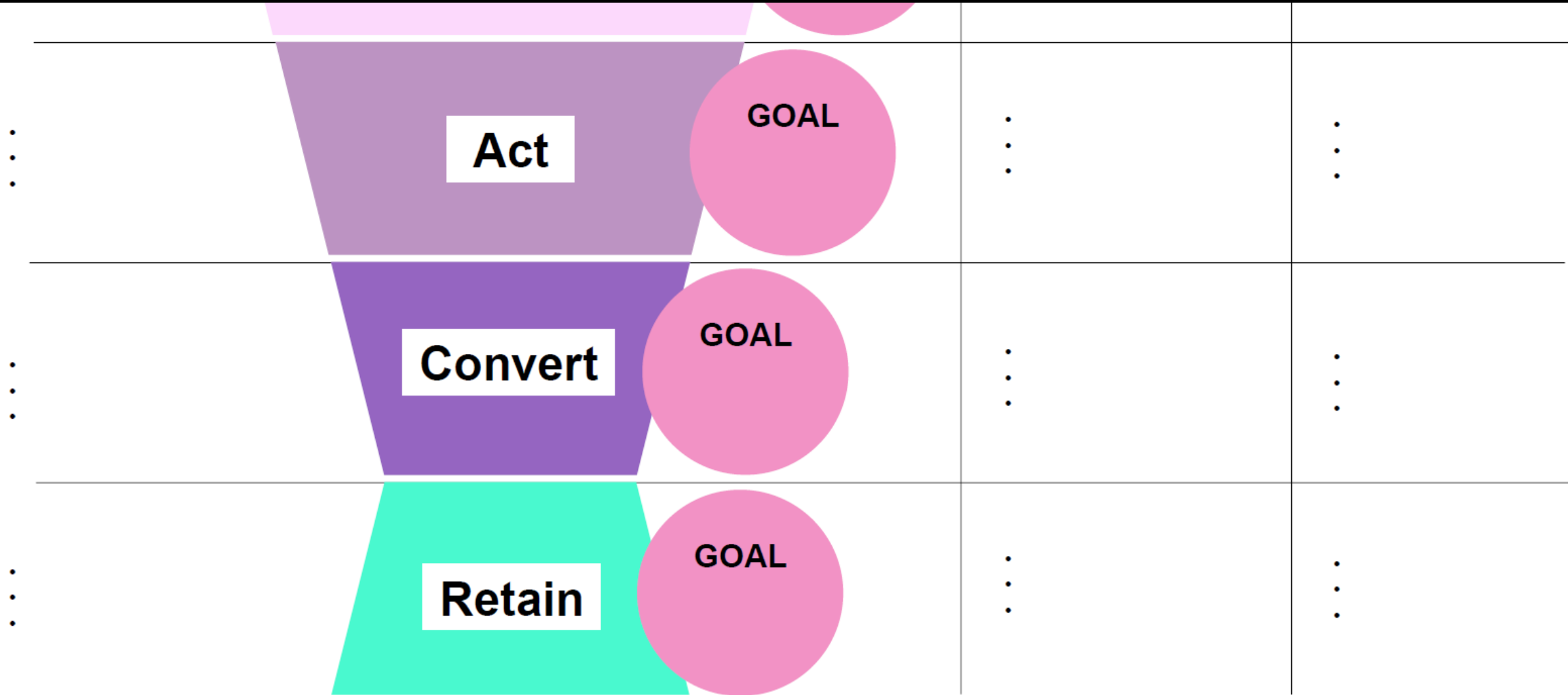


GOAL

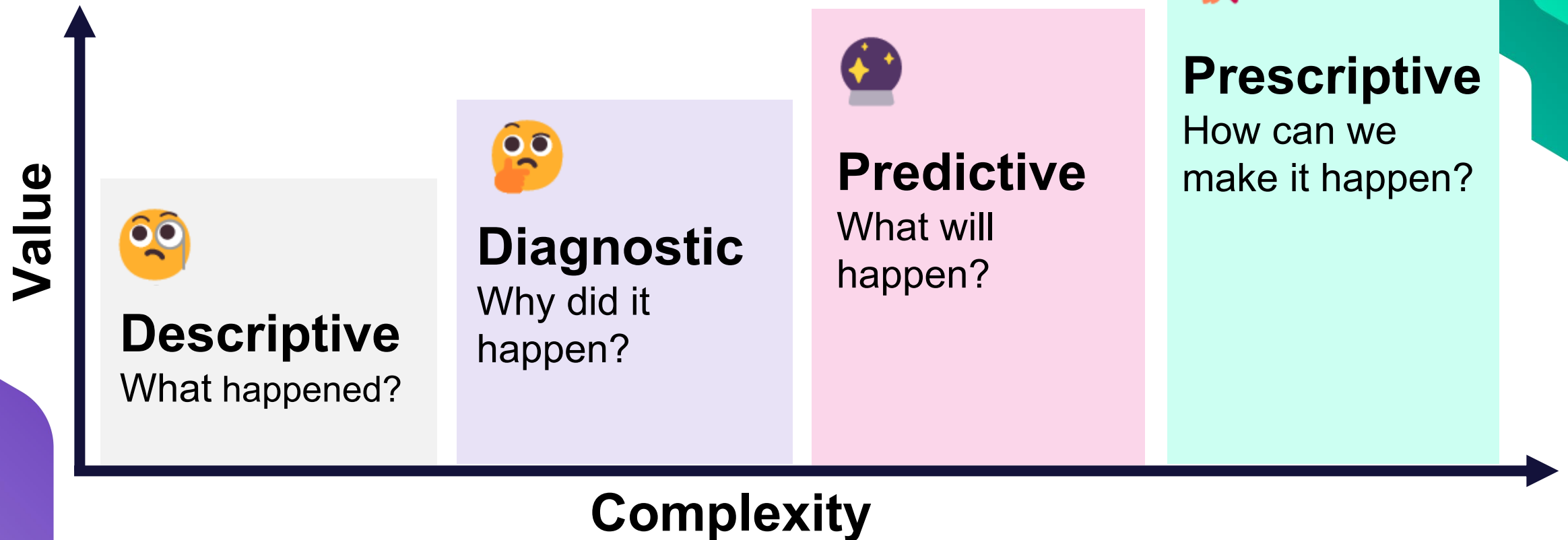
⋮

⋮





Types of data analytics



Descriptive

What happened?



Diagnostic

Why did it happen?



Predictive

What will happen?



Prescriptive

How can we make it happen?

Slides and resources:



digitalculturenetwork.org.uk/ama-digital-day/

Get in touch



digitalnetwork@arts council.org.uk



digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[showcase/digital-culture-network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



Digital Culture Network