

Transition to Google Analytics 4

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What's happened with
Google Analytics?

What's happened?

- Universal Analytics (UA) has gone away and replaced with Google Analytics 4 (GA4)
- On July 1st 2023, properties with UA has stopped collecting data from websites
- Data will be available to view for 6 months after the cutoff but eventually we will lose the ability to see any historical data in analytics

What is GA4? What has changed?

- **New setup:** GA4 combines app and website data
- **New data model:** uses event based data instead of session based. GA4 is focused on engagement over pageviews
- **New privacy controls:** has predictive capabilities to work around increased privacy restrictions such as cookie-less measurement, and behavioral and conversion modeling
- **New reporting:** This is a new collection of advanced techniques that go beyond standard reports to help you uncover deeper insights about behavior.

What does this mean for us?

- New metrics available to track engagement like scrolls, outbound clicks, video engagement and file downloads
- GA4 comparisons to historical data in UA might be skewed. There are key changes to the way the following metrics are collected: **Users, Pageviews, Sessions and Bounce Rate.**
- Learning a new reporting interface.

Key Changes

- **New setup**

- Combines data from both apps and websites
- No longer has property “views”

- **New data model and event tracking**

- GA4 properties use a more flexible, event-based model focused on engagement versus the session-based, pageview model used in UA
- Has predictive capabilities to work around increased privacy restrictions
- Automatically tracks certain events

- **New reporting tools**

GA4 Setup & Organization

GA4 Organization



- **Accounts** are the containers for the analytics properties.
- **Properties** are the containers for the reports on the data collected.
- **Data streams (NEW!)** are flows of data from a customer touchpoint (web user journey) to Analytics.

Note: User Permissions can be set at the property or account levels.

Account Setup Example

Tip: If common web journeys span multiple domains or apps but should be analyzed and reported together, use data streams under one property.

Admissions website example:

- There are three admissions websites/apps that track the admissions journey: Admissions website, Portal (slate), and the Admitted Students site are all part of the admissions process.

Two ways to setup this property:

Admissions (Property)

- Admissions website (data stream 1)
- Admitted portal (data stream 2)
- Admitted students (data stream 3)

Admissions (Property)

- One data stream (measurement ID)
 - Admissions website
 - Admitted portal
 - Admitted students

Data Model & Events Tracking

GA4 Events

In UA, an event was its own hit type that had a category, action and label.

In GA4, there is no category, action or label. **Every hit** (even page views and social interactions) **is an event**. These events allow you to measure user interactions like loading a page, scrolling on a page and clicking a link.

In a Universal Analytics property, a hit type ...	is captured in a Google Analytics 4 property as an ...
Page View	Event
Event	Event
Social	Event
Transaction/e-commerce	Event
User timing	Event
Exception	Event
App/screen view	Event

Types of Events

- **Automatically collected events**
 - Includes first visit, page views, sessions, and user engagement
- **Enhanced measurement events** (NEW!)
 - Includes scrolls, file downloads, video engagement, and outbound clicks
- **Recommended events**
 - Includes ad impressions, shares, sign-ups, online sales and gaming events
- **Custom events**

Understanding event parameters

Events can contain parameters provide context on user interactions.

Parameters help describe a user's activity on your website.

Example of event + parameters :

Event	Parameters
Pageview	Page_location (Page URL)
	Page_referrer (previous page URL)
	Page_title
Purchase	transaction_id
	value
	currency

Key Metric Changes Between UA & GA4

If you want to compare results in your Google Analytics 4 property against those in your Universal Analytics property, you should be aware that there are changes to the following metrics that may skew your data:

Users

Pageviews

Sessions

Bounce
rate

Users

The primary user metric has changed from **Total Users** to **Active Users**.

UA

Two user metrics: *Total Users* and *New Users*

- **Total Users**: This is the total number of users. This is the primary user metric in UA.
- **New Users**: Number of users who interacted with your site for the first time

GA4

Three User metrics: *Total Users*, *Active Users*, and *New Users*.

- **Total Users**: This is the total number of users.
- **New Users**: Number of users who interacted with your site or app for the first time
- **Active Users**: Number of distinct users who visited your website or application. An active user is any user who has an engaged session. This is the primary user metric in GA4.

Pageviews

Pageviews should be fairly close between UA and GA4 (within a few percentage points as long as no filters are applied to UA).

UA

Two metrics: *Pageview* and *Unique Pageview*

- **Pageview:** Total number of pages viewed. Repeated views of a single page are counted.
- **Unique Pageview:** Total number of pages viewed but duplicates are not counted

GA4

One metric: *Pageview (aka Views)*

- **Pageview:** Total number of app screens/web pages your users saw. Repeated views of a single screen or page are counted.
- **Unique pageviews do not exist in GA4!**

Sessions

There are slight changes to session calculations that COULD affect session numbers.

UA

- Period of time a user is actively engaged with your website or app
- Session will end when there has been more than a 30-minute period of inactivity (depending on timeout settings), cut off at midnight or new campaign parameters are encountered.
- If a user comes back after a session timeout, it will start a new session
- If the user is on the website at midnight, a new session will be started
- If a user picks up new campaign parameters while on the website, a new session will be started

GA4

- To determine the session that each event comes from, the `session_start` event generates a session ID and Analytics associates the session ID with each subsequent event in the session
- A session will end when there has been more than a 30-minute period of inactivity (depending on the timeout settings)
- Sessions are not restarted at midnight or when new campaign parameters are encountered
- If a user comes back after a session timeout, it will start a new session

Bounce Rate

UA

Bounce rate is the percentage of all sessions on your site in which users viewed only one page and triggered only one request to the Analytics server.

GA4

Bounce rate is the percentage of sessions that were not engaged sessions*. Bounce rate is the inverse of Engagement rate.

GA4 FOCUS ON ENGAGEMENT

For example, if you operate a blog, you might not mind if customers visit your site to read an article and then leave. You probably care more about the number of customers who visit your site, don't find what they were looking for or read the post, and then quickly leave.

*where engaged sessions is the number of sessions that last longer than 10 seconds, experience a conversion event, or have a minimum of 2 pageviews

Reporting & Exploring Data

Reports

Analytics provides a set of default reports geared towards common reporting use cases.

These are split into **Lifecycle** reports and **User** reports.

Lifecycle reports include acquisition, engagement and retention information

User reports include demographics and technology information



Reports snapshot



Realtime



Life cycle



Acquisition



Engagement



Engagement overview



Events



Conversions

Pages and screens



Monetization



Retention



User



Demographics



Tech



Library

All Users

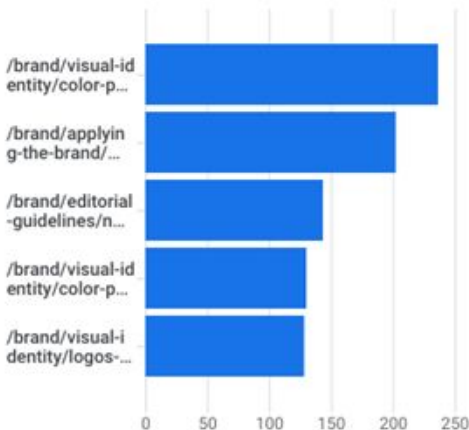
Add comparison

Last 28 days Jun 29 - Jul 26, 2022

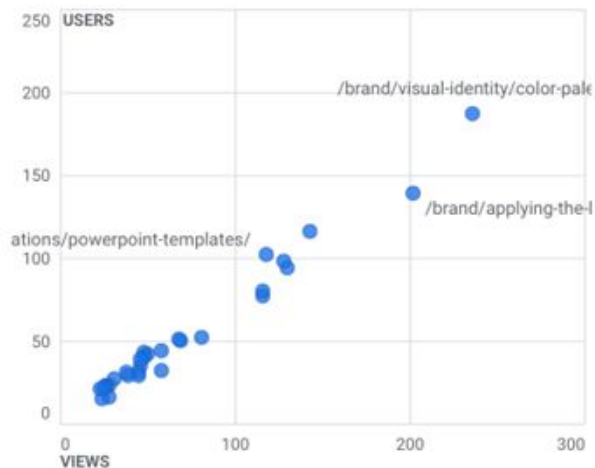
Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class



Views and Users by Page path and screen class



Search...

Rows per page: 500 1-131 of 131

Page path and screen class



Views

Users

New users







Views per user

Explorations

This is a new collection of advanced techniques that go beyond standard reports to help you uncover deeper insights about behavior.

This allows you to explore the data in more detail, but requires a deeper understanding of analytics metrics and dimensions.

Variables and tab settings found in explorations. Filter and segment data by different metrics and dimensions. Explorations can be saved and shared out with others.

Variables	Tab Settings
Exploration Name: Untitled exploration	TECHNIQUE Free form
Custom Aug 2 - Aug 31, 2022	VISUALIZATION      
SEGMENTS + None	SEGMENT COMPARISONS Drop or select segment
DIMENSIONS + None	ROWS Drop or select dimension
METRICS + None	Start row: 1 Show rows: 10 Nested rows: No
	COLUMNS Drop or select dimension

Metrics and Dimensions in GA4

Metrics are quantitative measurements of the data. The value of a metric is numerical. The scope of the metric is “event”.

Dimensions provide context to a metric. The scope of a dimension can be “user” or “event.” The value of a dimension is text. These are descriptions or parameters of the data. These help describe and understand the data. Examples: device, source/medium, language, OS, etc.

Pageviews:

metric = “views”

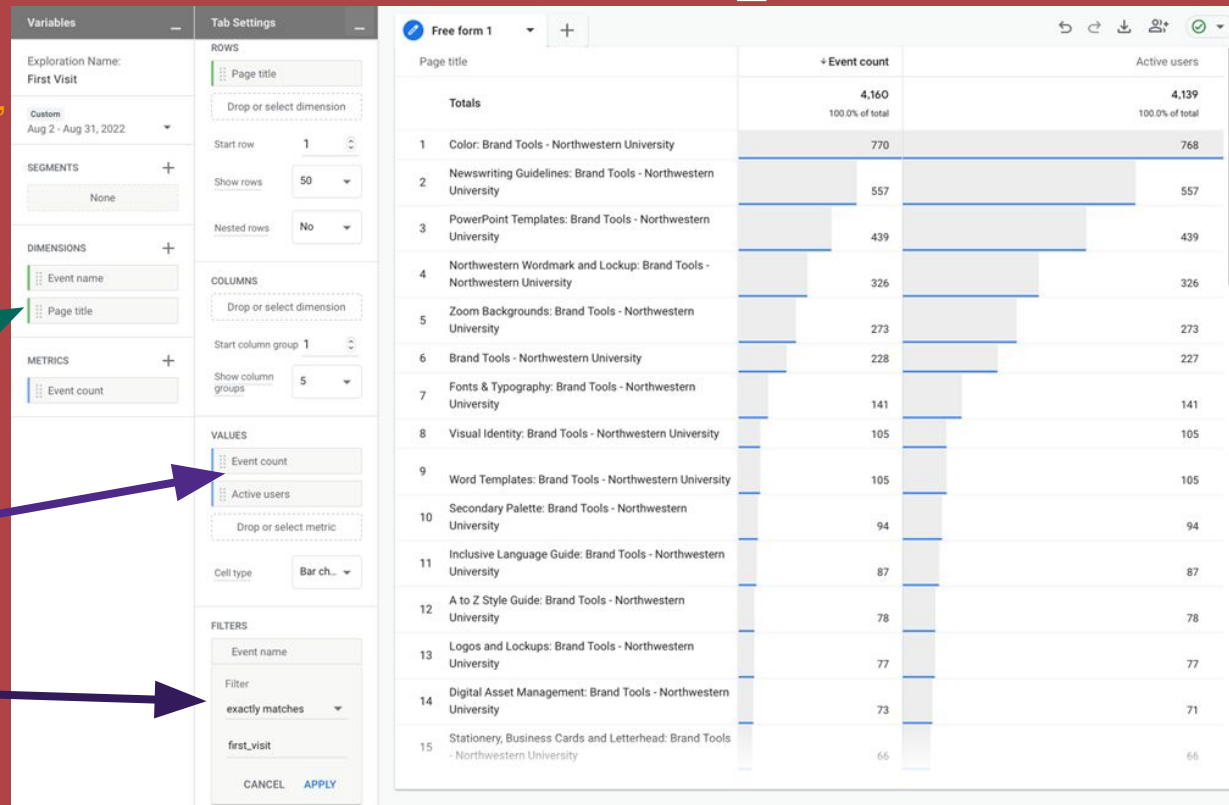
dimension = “page title”

Explorations Example:

Scenario: I want to see the page, engaged people are visiting on their first visit.

Since first visits are tracked as events. I chose **Event name** and **Page title** as my dimensions and **Event Count** and **Active users** as my metrics.

Since I am not interested in seeing all events, I narrowed the **Event name** to **first_visit** to see only the top pages that triggered a first_visit event.



Thank
you!