Custom reporting with GA4

Main features and use cases
Getting started
Hi 🙋‍♀️ we are back

Here is what you learnt in webinar 1:

- GA4 features & key differences UA vs GA4
- Actions required to create your GA4 account, track data and set it up properly
- How to start playing with built-in events
Today is an advanced GA4 webinar

- How to use and customise the standard reports
- How to use and customise the menu
- How to use UTM
- The three types of Explore reports and how they can help you

Our objective: get you enthusiastic about the possibilities of GA4!

None of these tasks are a ‘must’.

by Pilea.ch & IrinaKudres.com
Duration & Limitation

50 minutes of presentation + 20-30 minutes of Q&A

This is a webinar≠workshop.
We will answer some of the questions you asked via the questionnaire or you will receive short videos.

We don’t have time to do some debugging on individual GA4 (sorry).
Chapter 1
Standard Reports
Let’s understand how and when custom reports are useful
Overview of the standards reports: where are they?
How to customise the standard reports?
Let’s understand how and when custom reports are useful
What’s important

- with reports, you visualise data to understand user behavior
- overview offers you a global vision
- detailed report allows you to dive in 1 or 2 dimensions

→ It’s possible to customise reports according to what you want to know about your users and website.
### What are dimension and metric

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describes your data with text. Ex: Event name: the name of an event that someone triggers on your website or application (click, scroll)</td>
<td>Quantitative measurement (a number): average, ratio, percentage, etc. It's always a number as opposed to text. You can apply mathematical operations to metrics. Ex: Event count, which shows the total number of times an event is triggered.</td>
</tr>
</tbody>
</table>

→ You can apply a metric to a dimension

**Source**

by Pilea.ch & IrinaKudres.com
Examples of dimensions

- Landing page (where the user landed on the website and the session started). For example, /schools/sv/
- Page path or page location (any page user visited during the session). For example: /schools/sv/
- Session source/medium (from where the user came from). For example, google / organic
- File name (the name of the file which can be downloaded from the website). For example, schools/sv/wp-content/uploads/2019/02/Lab-immersion-I.pdf
Examples of metrics

- Event Count (how many times the event happened on the website). For example, by default the event count is the standard reports is SUM of all events during this session including page_view, scrolls, session_starts, user_engagement and others.
- Engagement rate (The engagement rate is the percentage of engaged sessions on your website or mobile app).
- Total Users (Total number of unique users who logged an event)
Example of a use case: internal & external

Views in UA (GA3)

Customised standard reports created for Mediacom and added to the menu
Standard Reports Overview
Where are the standard reports

Go to the main menu on the left —> Click ‘Reports’

In the second menu you will see different types of reports similar to the reporting we had in UA.

Remember that data in GA4 is available in 24 hours, it is totally fine to have zero data about the current day.
Get started with standard reports

- reports snapshot report
- realtime report
- predefined reports

→ Everyone with access to your Analytics account sees the same set of reports.

Read Google documentation about reports by Pilea.ch & IrinaKudres.com

*There is a ‘second’ menu
Where to find UA Acquisition reports

In GA4 Acquisition reports can be found also under Acquisition.

The difference from UA — there are only two: User & Traffic.
Examples of UA & GA4 data (no huge difference)

UA Behaviour

- Overview
- Behaviour Flow
- Site Content
- Site Speed
- Site Search
- Events
- Publisher
- Experiments

GA4 Engagement

- Engagement
  - Engagement overview
  - Events
  - Conversions
  - Pages and screens: Page p...
  - New:Pages and screens: P...
  - Landing page 1

UA Demographics & Tech

- Overview
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behaviour
- Technology
- Mobile

GA4 Demographics & Tech

- Overview
- Demographic details
- Age
- Tech details

by Pilea.ch & IrinaKudres.com
How to use standard report to understand users

There are 4 main things we can do within reports:

- change date range
- apply filters
- change dimensions
- add second dimension
Secondary dimension: example of a use case

Landing Page:
- Where did user land?
- From where did the user come from?

You could add a filter to exclude internal data
💡 Here is what you need to remember

- Standard reports are similar to what we had in Universal Analytics
- One report in GA4 combines multiple reports from UA
- We can change a standard report by using its features (change data range, add second dimensions)

GA4 is more ‘intentional’ than UA: you need to decide what you want to know about your users and website.
Standard Report Customisation
Why would you customise the standard reports

- To recreate a view — Internal & External
- To understand how users find information: where they come from = channel
- To understand how users engage with your website: what they do on different pages/types of pages
- To know if users do what they are expected, for example, do they download the files?
💡 Here is what you can customise

- Apply **filters** to see data only about specific page group, for example, ‘News’ section or to exclude ‘Internal traffic’
- Add additional **metrics and dimensions**
- Hide or add **graphs**
- Choose your favorite type of **charts**
- Save your customisation as a new report or save it on the current report you worked on
How to customise a standard report

- Click on the customise button (pencil) on the right side of any reports
- You will see the Customise menu
- We can change/add dimensions and metrics
- Add filters
- Hide or add charts
Add or delete dimensions & metrics

- We can:
  - add new metrics or dimensions
  - delete metrics / dimensions
- Choose from the drop down menu the dimension or metric
- Click apply
Where to find the dimensions & metrics

- After applying changes we can find dimensions in the first column and choose the main from dropdown menu.
- New metrics will be added as an additional column in the report.
Customise Standard report by applying filters

1) Click 'Add filter'

2) Select dimension

3) Select value

4) Click Apply
Choose your favorite type of charts

- There are three types of charts we can add: bar, scatter and line
- We can add addition chart or hide to keep only one in the report
- Choose chart type or hide the one you do need
- Click ‘Apply’ changes
Two options to save your customisation

After applying the changes we can save the changes to current report or save as a new report.
Click save as a new -> name the report-> click ‘Save’.
Example of a standard report customisation

All Users

<table>
<thead>
<tr>
<th>First user defined channel group</th>
<th>New users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Direct</td>
<td>383</td>
</tr>
<tr>
<td>2 Organic Search</td>
<td>231</td>
</tr>
<tr>
<td>3 Referral</td>
<td>32</td>
</tr>
<tr>
<td>4 Organic Social</td>
<td>2</td>
</tr>
</tbody>
</table>

648
100% of total

Internal Data Excluded

<table>
<thead>
<tr>
<th>First user defined channel group</th>
<th>New users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Direct</td>
<td>354</td>
</tr>
<tr>
<td>2 Organic Search</td>
<td>217</td>
</tr>
<tr>
<td>3 Referral</td>
<td>32</td>
</tr>
<tr>
<td>4 Organic Social</td>
<td>2</td>
</tr>
</tbody>
</table>

605
100% of total
Add internal IP filter

Instead of a view, you can create a customised standard reports including a filter.
The filter is not applied to the whole data stream (it is set on ‘testing’). The filter will apply only to your selected report(s).
Your links to your tutorial videos

Watch the video (EN): Navigating through the custom report use case: Filtering internal data

Regarder la vidéo en français
Chapter 2
Menu Customisation
Why would you customise the menu

Once you have created your reports, you want to access them easily. Customise the menu to easily access your customised reports.

With UA, you used to have different views. View are gone, but you can customise standard reports instead by applying filters and adding your reports in the menu.

The ‘menu’ is called the ‘report navigation’ in Google documentation.
Example: External & Internal Traffic

Library view

Library view

View in the menu

Customise collection

External & Internal Traffic

- External Reports
  - User acquisition / External...
  - Traffic acquisition / External...
  - Pages and screens / External...
  - Landing page / External Only

- Internal Reports
  - User acquisition / Internal...
  - Traffic acquisition / Internal...
  - Pages and screens / Internal...
  - Landing page / Internal Only

Edit collection
New reports are saved in the library

- We can add or delete reports from the menu.
- When you create a new report by customising the current one, it won’t be automatically available in the menu.
- Use ‘Library’ section for menu changes.
Customise menu to access favorite reports easily

We can delete report we do need by clicking on ‘X’ and drag reports from right to left we would like to add. Click ‘Save’ to apply changes and choose ‘Save changes to the current collection’.
Your links to your tutorial videos

Watch the video (EN): [How to customisation the menu/navigation](#)

 REGARDER LA VIDÉO EN FRANÇAIS

by Pilea.ch & IrinaKudres.com
Chapter 3
UTM Data and Tracking
Why would you use UTM

One of the most common case where you can use UTMs is email marketing campaigns.

Example:
https://www.epfl.ch/?utm_campaign=summer&utm_medium=email&utm_source=newsletter_1

We use UTMs to identify traffic source and other parameters.
Here is what you need to remember

- The UTM parameters are not visible in the default channel grouping
- In GA4 you need to customise the report to see the UTM parameters
- You need to follow Google’s best practices to create the UTM right otherwise it will not be grouped by default correctly
- If you don’t add the correct UTM grouping, there are unassigned in the default group channel
How to find the UTM data

- Find the data about UTMs → go to the Acquisition report
- Choose Traffic or User reports
- Choose dimension **Session source/medium** or **Session campaign**
- Use [help page](#) of Google to create UTMs
🔗 Your links to your tutorial videos

Watch the video (EN): [How to find UTM in the default channel grouping](#)

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Chapter 4
Exploration Reports
Content

- Overview of the exploration reports
- Types of exploration reports:
  - Free-form
  - Funnel
  - Path

*This is advanced Analytics*
Exploration Reports — New feature in GA4

Similar to the Looker studio functionality, you can now build your reports within GA4.
Type of Exploration Reports
What are the most used Exploration reports

There are 3 most used types of reports you probably need:

1. free-form,
2. funnel exploration,
3. path exploration.
All reports are stored in the ‘Explorations’

Take a template and customise it.
You find your customised explore reports in the explore section.
Free Form Report
Free Form — Explore your data using tables

Delve into data using free-form exploration technique:

- Visualize data in a table or graph.
- Arrange and order the rows and columns of the table as you like.
- Compare multiple metrics side by side.
- Create nested rows to group the data.
- Refine the free-form exploration using segments and filters.
- Create segments and audiences from selected data.

→ It’s highly customisable and flexible
→ We can download it in CSV or PDF.

Source: by Pilea.ch & IrinaKudres.com
Free Form Report — Overview

- It is like advanced Google Sheet
- Possible to combine different dimensions and metrics
- Example:
  - City & Device Category — dimensions
  - Active users — metric
Free Form Report — Many things to customise

- Add new dimensions or/and metrics using ‘+’
- Drag and drop the dimension or metric to row or column section
- Customise data range
- Add more rows to be shown (10 is shown by default)
- Add filters
  - For example: choose session source/medium contains ‘google’.

by Pilea.ch & IrinaKudres.com
### Example of Free Form Report: #1 Search results

**What are users searching for via 'Search'?**

<table>
<thead>
<tr>
<th>Page referrer</th>
<th>Search term</th>
<th>Event count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td></td>
<td>12,193 (100% of total)</td>
</tr>
<tr>
<td>1 <a href="https://people.epfl.ch/">https://people.epfl.ch/</a></td>
<td>ETU</td>
<td>36</td>
</tr>
<tr>
<td>2 <a href="https://www.epfl.ch/">https://www.epfl.ch/</a></td>
<td>Search</td>
<td>26</td>
</tr>
<tr>
<td>3 <a href="https://www.epfl.ch/">https://www.epfl.ch/</a></td>
<td>logement</td>
<td>27</td>
</tr>
<tr>
<td>4 <a href="https://people.epfl.ch/">https://people.epfl.ch/</a></td>
<td>EPFL</td>
<td>19</td>
</tr>
<tr>
<td>5 <a href="https://www.epfl.ch/">https://www.epfl.ch/</a></td>
<td>sesame</td>
<td>41</td>
</tr>
<tr>
<td>6</td>
<td>CPH</td>
<td>22</td>
</tr>
<tr>
<td>7</td>
<td>text is precious</td>
<td>17</td>
</tr>
<tr>
<td>8 <a href="https://people.epfl.ch/">https://people.epfl.ch/</a></td>
<td>COMPTA</td>
<td>14</td>
</tr>
<tr>
<td>9 <a href="https://people.epfl.ch/">https://people.epfl.ch/</a></td>
<td>IEM</td>
<td>15</td>
</tr>
<tr>
<td>10 <a href="https://www.epfl.ch/">https://www.epfl.ch/</a></td>
<td>emploi</td>
<td>11</td>
</tr>
</tbody>
</table>
Example of Free Form Report — File download

See the data about downloads of the files on our website.
Your links to your tutorial videos

Watch the video (EN): How to find the date of a file download event

Regarder la vidéo en français
Funnel Exploration Reports

You visualize the steps your users take to complete a task and quickly see how well they are succeeding or failing at each step. With this information, you can improve inefficient or abandoned customer journeys.

For example: explore how many users download file.

Source by Pilea.ch & IrinaKudres.com
Funnel Report — Add Dimensions & Metrics

- Add new dimensions or metrics
- Change or add new steps
- Add more rows
- Add filters
Funnel Report — Understand User’s Journey

Funnel report helps to understand the user journey steps and how many of the users make action we expect (downloading the file, filling the form).
Funnel Report — Example

We can see how users are getting through the funnel. For example:

- Step 1: all users landed on the website of the school
- Step 2: users visited the ‘Education’ section of the website
- Step 3: download of the file about the program
Path Exploration
Path Exploration

Why use a Path exploration report?
- Find the top pages that new users open after opening the home page.
- Uncover looping behavior which may indicate users becoming stuck.
- Determine the effects of an event on subsequent users actions.
- Funnel report vs Path report: aggregated data about several users vs detailed data about group of users/one user behaviour

Source

by Pilea.ch & IrinaKudres.com
Path Exploration Report — Overview
Path Exploration Report — Example

We can explore from which pages users are coming to download the file.
💡 Here is what you need to remember

- Explorations reports are shared only in Read-mode
  - To change data in reports (you have not created) first make a copy of it
- Possibility to create unlimited number of Exploration reports
- Use pre-build templates or create reports from ‘Blank’
- If there is no data in the report after you added new dimensions or metrics, try to change data range or metrics/dimensions. Not all metrics/dimension can be combined (!)
- You can download the report in CSV, Pdf or export to Google Sheets

by Pilea.ch & IrinaKudres.com
Thank you

Happy learning!

Irina & Isaline