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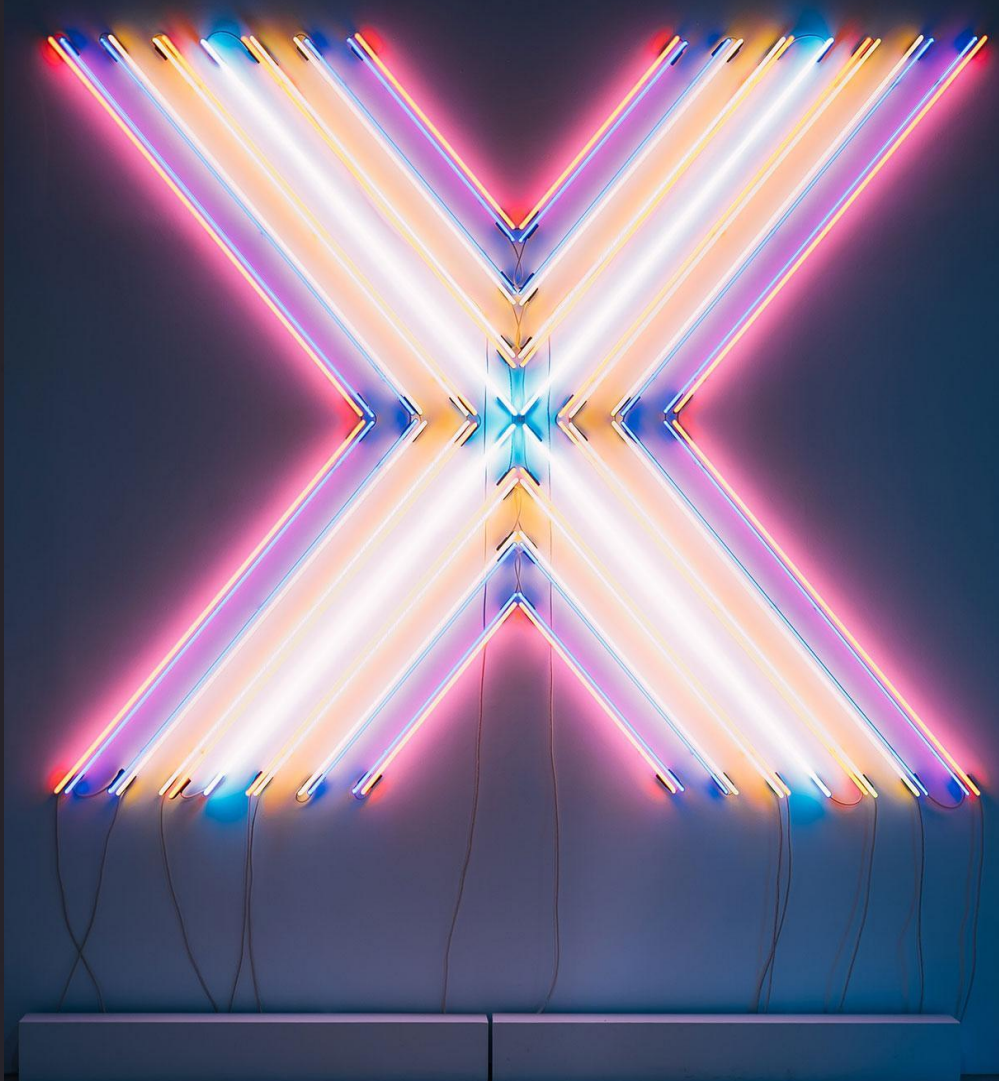
GA4 Overview

Optimize Digital Experience for Seamless Journeys

01. **GA4 vs GAU Differences**

02. **GA4 Limitations**

03. **Questions**

01.GA4 VS GAU DIFFERENCES

ACCOUNT STRUCTURE

Google Universal Analytics

Account

Data collection happens at the property level

Property

Reporting happens at the view level

View

Google Analytics 4

Account

Property

Data collection (via data streams) and reporting happen at the property level

- Pageviews are considered events (metric is "views").
- Sessions are still the same but de-emphasized in favor of events/users.
  - Sessions are no longer updated at midnight nor if UTM parameters change.
  - Thus sessions in GA4 will be most likely be lower than in GAU.

DATA COLLECTION: EVENTS AND PARAMETERS

Google Universal Analytics

Event Category

Event Action

Event Label

Custom Dimensions

Pages and Other Reports
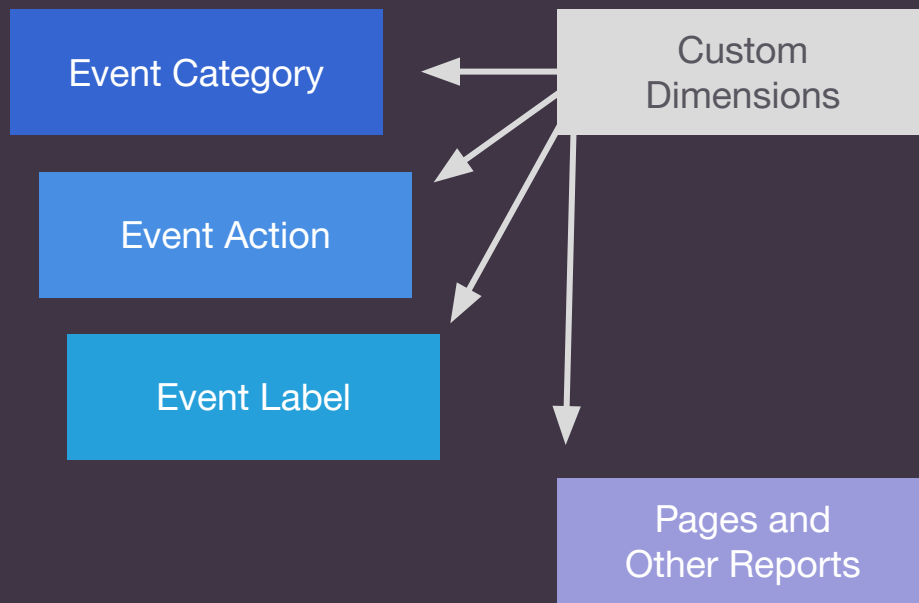
Google Analytics 4

Event Name

Event Names: the actions a user can take that you want to track

Parameters and Custom Dimensions

Parameters and Custom Dimensions

Parameters and Custom Dimensions

Parameters (also called custom dimensions in GA4) are all the details of the actions you want to know.

You have up to 25 parameters per event (100 for 360 users)

DATA COLLECTION: EVENTS AND PARAMETERS

Google Analytics Universal	Google Analytics 4
Pageviews	Event: "page_views"
Events	Event: Custom based on strategy
Sessions	Event: "session_start" Metrics: "engaged sessions"* and "sessions"
Bounce Rate	Metric: "bounce_rate" - Percentage of sessions that were not engaged sessions
New User	Event: "first_visit" Metric: "new users"

* An engaged session are sessions that last 10 seconds or longer (can be adjusted up to 60 seconds), have one or more conversion events, or have two or more views.

- Enhanced Measurement automatically tracks beyond scrolling to the bottom of the page, site search usage and terms, outbound link clicks (noted as "clicks" in GA4 events), file downloads, and embedded Youtube video engagement (these can each be turned off in favor of custom events as well).

- Values for any enhanced measurement/ecommerce events (item name, item brand, etc.) are automatically forced lowercase (however this is currently not an option for custom parameters/dimensions).

- Bots are automatically removed from data (in GAU you need to select the checkbox option for this).

- Goals in GA4 are called conversions and each event can be marked as a conversion with a limit of 30 conversions per property.

02. GA4 LIMITATIONS

NO VIEWS

- GA4 does not have any views - all configurations are done at the property level.
- Sub-properties and roll-up properties are available for 360 users but have an additional cost of half a hit. For example if each pageview or event hit costs $1 in the source property, they will cost $0.50 in the sub-property (to see if this would impact billing, more details will need to be reviewed).

- Settings will be able to be managed for each sup-property; this can include what areas of the site are reported on in each sub-property and currency settings.

- Property filters are only IP based.
  - No filters based on domain or screen resolution, search and replace, force case changing (you will have some of these in sub-properties, but not all of them may be there).

- GA4 does not have savable segments. Segments are available in explorer reports; however, they are only savable inside that explorer report collection. You can add segment comparisons in canned reports; however, they are not savable and will need to be configured each time.
  - You can create audiences (which are savable) that are similar to segments; however, they are only user based, not session based.

CANNED DIMENSIONS AND METRICS SCOPES

- Currently the only dimension scopes are event and user.

- Product and session level dimension scopes are most likely going to be added as a future feature but are currently not available in GA4.

CUSTOM ECOMMERCE EVENTS

- Since product level scoped dimensions and metrics are currently not available in GA4 custom ecommerce events will be limited to implement.
- Enhanced ecommerce parameters are not able to be added to custom events.

- GA4 has limited canned reporting ability, the majority of reporting is done in explorer reports and configured manually.

- Shopping/checkout funnels are currently not available out-of-the-box and must be configured via the funnel report in the explorer section. These reports may be added in the future.

03. QUESTIONS

THANK YOU

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