



# **Analytics Reimagined:** **Conquering Google Analytics 4 and Leaving Universal Analytics Behind**

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# Introduction

Welcome to our guide on transitioning from Universal Analytics (UA) to Google Analytics 4 (GA4). We're about to dive into the intricate world of these powerful digital tools, and our goal is simple - to equip you with the knowledge and the skills required to smoothly navigate this significant shift in the landscape of digital analytics.

We recognize that new technology can sometimes seem daunting. That's why we've curated this eBook as your reliable reference throughout this transition. Whether you're a seasoned digital marketer or a newcomer just starting to explore Google Analytics, this guide is here to provide consistent support and clear guidance every step of the way.

This eBook is derived from a series of four blog articles that we initially created to delve into different aspects of this transition.

If you prefer an online format, you can access these articles directly:

1. [The Fundamentals and Differences between UA and GA4](#)
2. [Transitioning from UA to GA4 Step-by-Step \(Google Tag Manager\)](#)
3. [Exploring the Google Analytics 4 Interface and Reports](#)
4. [Crafting Your Google Analytics 4 Reports with Ease](#)

Alternatively, you can continue with this eBook that consolidates all the information from the articles, conveniently packaged in one place.

In the upcoming sections, we'll discuss the key differences between UA and GA4, guide you through the migration process in a systematic manner, introduce the GA4 interface, and demonstrate how to create your own custom reports. Our approach is to provide precise, practical guidance, fortified with real-world examples.

By the conclusion of this eBook, you'll have more than just a basic understanding of GA4. You'll be fully prepared to utilize its features effectively and apply data-driven insights to your digital marketing strategies.

So, let's begin this journey. Welcome to the comprehensive guide on transitioning to Google Analytics 4.

Let's dive in.

# Part 1 – The Fundamentals and Differences between Universal Analytics and Google Analytics 4

The first step in transitioning from Universal Analytics to Google Analytics 4 is understanding the core differences between these two systems. Each of them has its unique set of features and functionalities, and GA4 presents a substantial shift from the familiar terrain of UA.

In this section, we'll take a deep dive into the basics of both systems. We'll discuss the key differences and why they matter, including the shift from session-based to event-based tracking, and the new approach to user data privacy.

By the end of this section, you will have a clear understanding of the fundamental differences between UA and GA4. You'll also get to know why Google decided to revamp its analytics system.

## From UA to GA4. Goodbye and Hello!

As a digital marketer, I was concerned when Google announced the **discontinuation of UA**. What impact will it have on data collection and analysis? What are the time and resources required for transitioning? Should I be concerned?

I was relieved to discover that eWay had already migrated to GA4. It lessened the stress for me a lot. It gave me more time to plan and focus on creating content instead.

For those who haven't migrated yet, **it's crucial to act quickly**. The transition process can be daunting, but it's a necessary step forward.

Event	Date
Google announces sunseting of UA	March 2023
Standard properties stop processing new hits	July 1, 2023
Deadline for enterprise users to migrate to GA4	January 1, 2024

## Google Won't Keep Your UA Data Forever

Good news is your historical data won't simply vanish on July 1, 2023. Instead, your UA properties will shift to "read-only" mode. This will enable you to access your valuable historical data for analysis even after July 1.

Beware that Google has announced they **won't keep your UA data indefinitely**. They currently plan to store the data **for at least 6 months**. This timeframe may be subject to change though. As a result, **after January 2024, data from UA will no longer be accessible**.

## Make Use of Data Warehouse

As we move towards transitioning from UA to GA4, it's crucial to **export your UA data to a data warehouse**. I will name BigQuery, MySQL, or MS SQL. This will help you preserve valuable historical data and analyze it later.

**You cannot directly migrate historical data when transitioning to GA4.** Thus, exporting it to a data warehouse is an important step.

You can do it manually, **via Google Sheets, programmatically through API**, or with tools like Hevo or Dataddo. It's worth noting that only the data you select in UA will be copied. There's no way to combine UA data with GA4 data because the services use different data models.

## Understanding the Differences: GA4 Outperforms UA

GA4 offers more **intuitive and precise control over personal data collection**. Machine learning algorithms that generate predictive metrics are a big plus as well. There are also more options for **segmentation and analyzing user engagement**.

One of the key features is the **improved control over personal data collection**. This means we can be even more precise about what data we collect and how we use it, while also respecting user privacy.

Besides, GA4 makes it easier to track data across both web and app and offers **more options for segmenting**. With **event-based tracking**, it counts every user activity as an event. This will give us even more insights into **how people are interacting with our site**.

Finally, GA4 allows us to **create custom audiences** for showing ads with Google Ads. This will help you reach the right people with the right message.

Benefits of GA4
More intuitive and precise control over personal data collection
Utilizes machine learning algorithms to generate predictive metrics
Easier tracking data across both and app
More options for segmentation and analyzing user engagement
Event-based tracking allows for counting every user activity
Audiences can be created for showing ads with Google Ads

## Your UA and GA4 Numbers Won't Match

One of the main differences between UA and GA4 is the data model used by each platform. **UA collects data at the property level** with a tracking ID. GA4 collects data at the stream level via a unique data stream ID.

In practice, the difference between UA and GA4 user metrics lies in their primary focus. UA primarily uses Total users, while GA4 uses **Active users**. Active users are defined as users who have engaged with a website over a specific period. It's also used in the default reports available in the GA4 User Interface.

The rationale behind GA4's preference for active users over total users is that active users can be detected automatically. **UA total users require identification through unique identifiers** like cookies or user\_ids. That's why **your numbers don't need to exactly match if you compare your UA reports with GA4**.

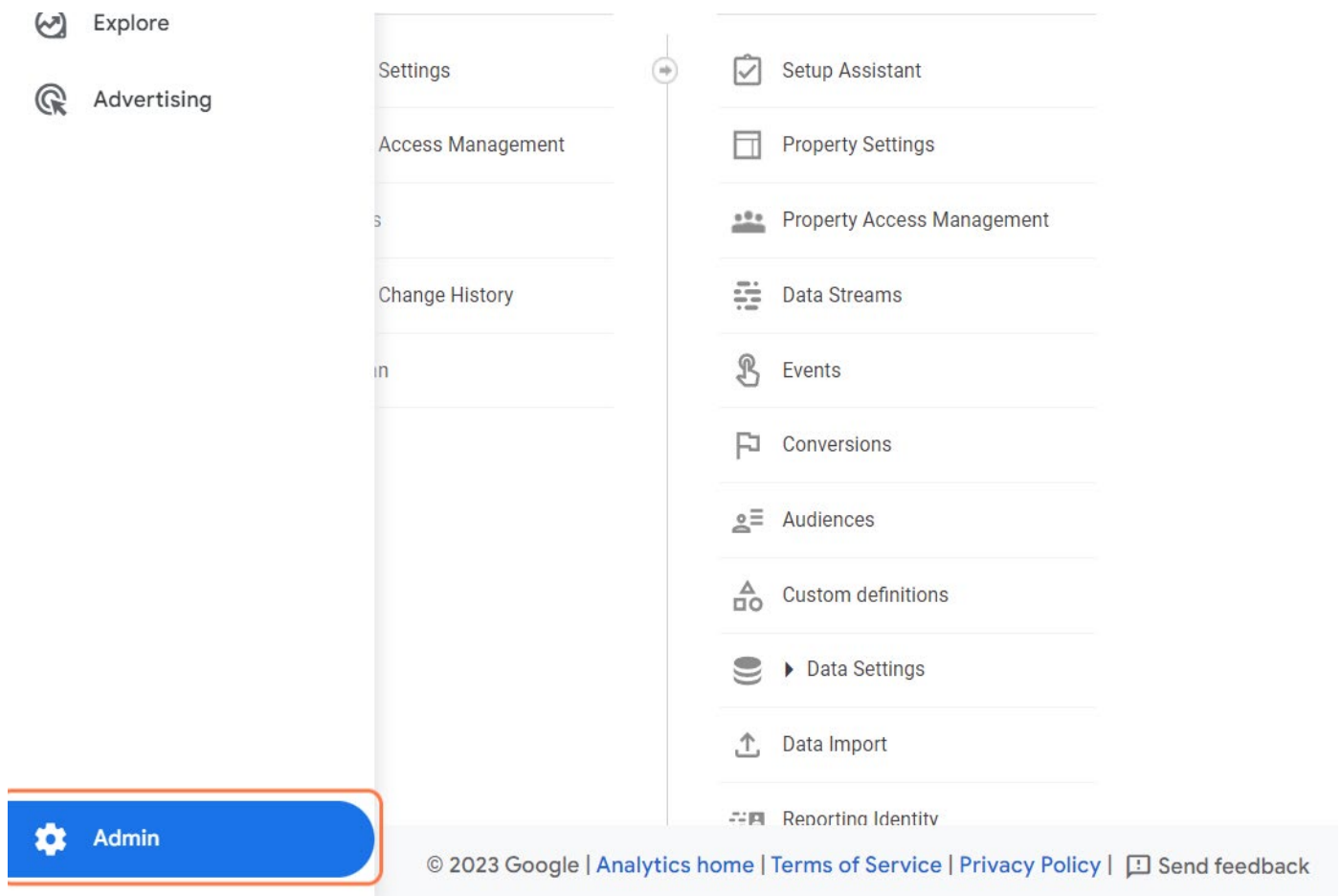
## Part 2 – Transition from UA to GA step by step (Google Tag Manager)

Once you understand the differences between Universal Analytics and Google Analytics 4, it's time to make the transition. Transitioning from UA to GA4 can seem daunting, but we've broken it down into manageable steps. In this section, we'll take a hands-on approach, walking you through the migration process step by step.

*Important note: This guide is tailored specifically for those of you using Universal Analytics and Google Tag Manager.*

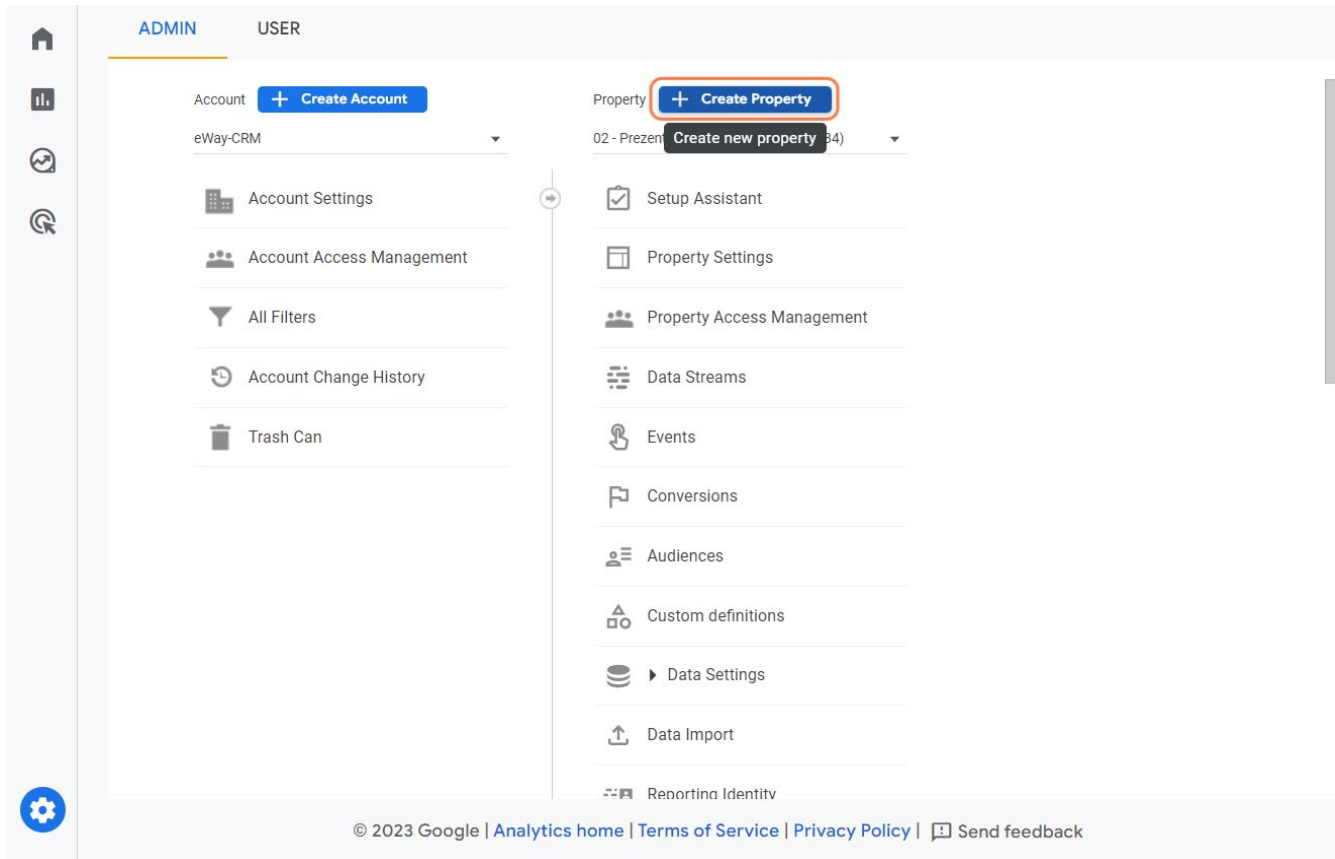
### Step 1 - Configure Google Analytics 4

1. Click on Admin (In your Google Analytics account).

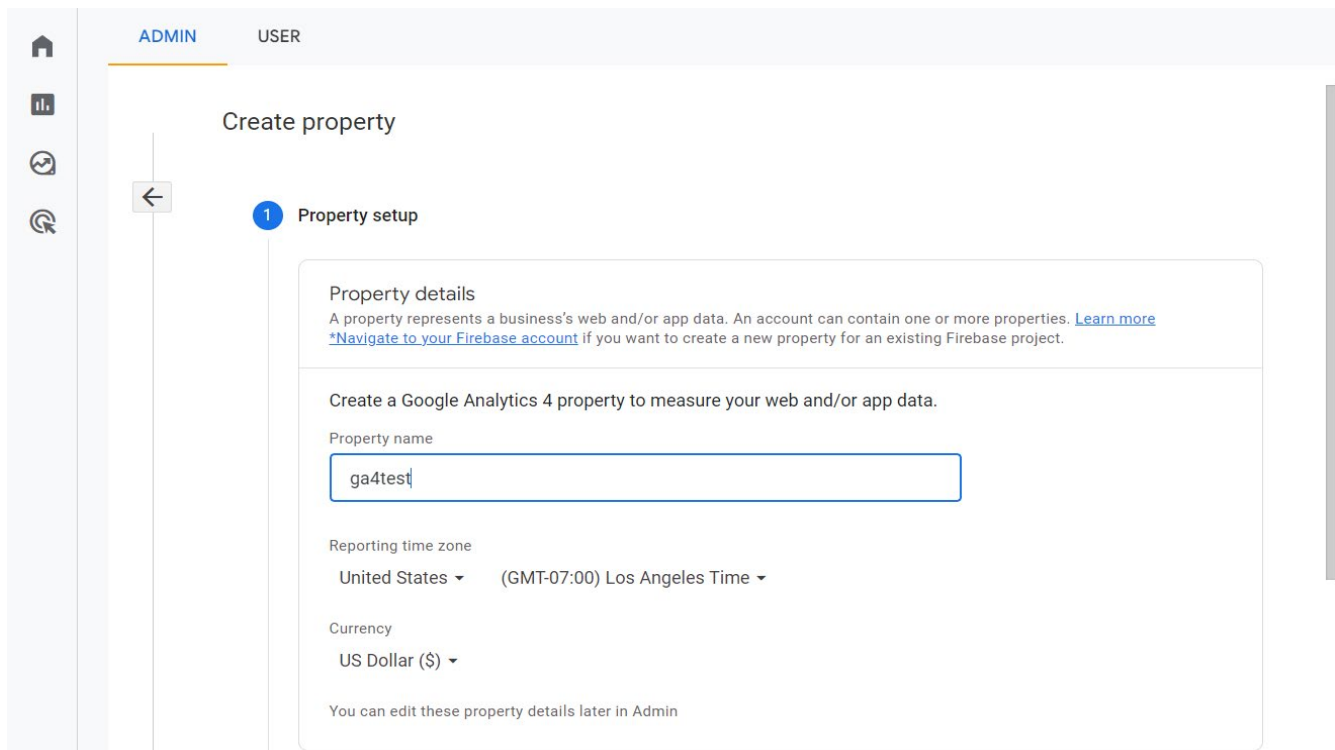




2. Create a new property.



3. Go through the property setup. It's easy to navigate.



4. After filling in your property details, click on Next. Alternatively, you can edit your property details later in the admin section.

The screenshot shows the 'About your business' step of the Google Analytics 4 property creation process. The interface has a top bar with 'ADMIN' and 'USER' tabs. A left sidebar contains a back arrow and a progress indicator for step 2. The main content area is titled 'Create a Google Analytics 4 property to measure your web and/or app data.' It contains a 'Property name' field with 'ga4test', a 'Reporting time zone' dropdown set to 'Czechia (GMT+02:00) Czechia Time', and a 'Currency' dropdown set to 'Czech Koruna (Kč)'. Below these fields is a note: 'You can edit these property details later in Admin'. A blue link 'Show advanced options' is present. A status message says '1,969 more properties can be created on this account.' A blue 'Next' button is highlighted with a red rectangle. At the bottom, a progress indicator shows '2 About your business'.

5. “Business information” window will pop up. Try answering these questions. It’s easy to navigate.

The screenshot shows the 'Business information' window within the Google Analytics 4 property creation process. The interface has a top bar with 'ADMIN' and 'USER' tabs. A left sidebar contains a back arrow and a progress indicator for step 2. The main content area is titled 'Business information' and contains the text 'Help us tailor your experience by answering the following.' Below this is an 'Industry category' dropdown menu with 'Select one' highlighted by a red rectangle. Underneath is a 'Business size' section with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom, there is a section titled 'How do you intend to use Google Analytics with your business? (Check all that apply)' with five checkboxes: 'Measure customer engagement with my site or app', 'Optimize my site or app experience', 'Measure data across multiple devices or platforms', 'Optimize my advertising cost', and 'Increase my conversions'. At the very bottom, there is a footer with copyright information and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and a 'Send feedback' button.

6. Mark what is relevant to your business and hit "Create".

The screenshot shows the 'ADMIN' tab in Google Analytics. Under the 'USER' sub-tab, there are four radio button options for business size: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. Below these is a section titled 'How do you intend to use Google Analytics with your business? (Check all that apply)' with ten checkboxes: 'Measure customer engagement with my site or app', 'Optimize my site or app experience', 'Measure data across multiple devices or platforms', 'Optimize my advertising cost', 'Increase my conversions', 'Measure content monetization', 'Analyze my online sales', 'Measure app installs', 'Measure lead generation', and 'Other'. At the bottom, there are two buttons: 'Create' (highlighted with a red border) and 'Previous'. The footer shows '© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

7. Choose a platform. We want to collect data from the Web.

The screenshot shows the 'Start collecting data' screen in Google Analytics. The top navigation bar includes the 'Analytics' logo, 'All accounts > eWay-CRM', and a search bar with the text 'Try searching "Behavior overview"'. The left sidebar shows the 'ADMIN' tab with a list of options: 'Property' (with a '+ Create Property' button), 'ga4test (359379179)', 'Setup Assistant', 'Property Settings', 'Property Access Management', 'Data Streams' (highlighted with a red background), 'Events', 'Conversions', 'Audiences', 'Custom definitions', and 'Data Settings'. The main content area has a heading 'Start collecting data' with a subheading 'To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.' Below this is a link 'Learn more about data collection'. At the bottom, there is a 'Choose a platform' section with three buttons: 'Web' (highlighted with a red border), 'Android app', and 'iOS app'.

8. "Set up your web stream" window will pop up. Fill in your website's URL.

Set up your web stream

Website URL:

Stream name:

**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. ☒

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

Create stream

9. Choose a name for your data stream.

Set up your web stream

Website URL:

Stream name:

**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. ☒

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

Create stream

10. Click on "Create stream".

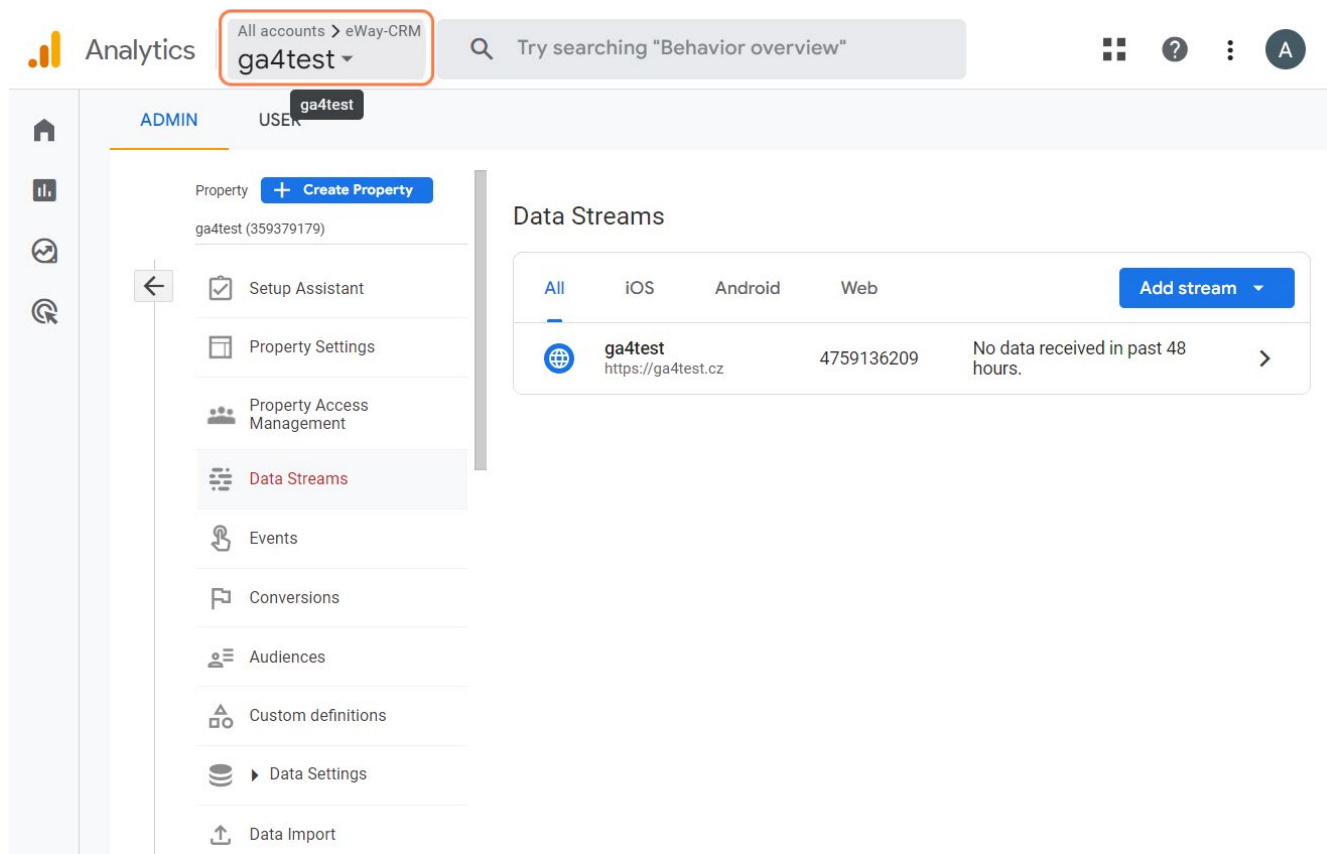
The screenshot shows the 'Set up data stream' interface. At the top, there's a title 'Set up data stream' with a close button. Below it, the section 'Set up your web stream' contains two input fields: 'Website URL' with a dropdown set to 'http...' and a text field containing 'ga4test.cz', and 'Stream name' with a text field containing 'ga4test'. Below these is the 'Enhanced measurement' section, which is turned on (indicated by a blue toggle switch with a checkmark). It includes a description: 'Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)'. At the bottom of this section, it says 'Measuring:' followed by icons and labels for 'Page views', 'Scrolls', 'Outbound clicks', and '+ 4 more'. A gear icon is to the right. At the very bottom, there is a blue button labeled 'Create stream' which is highlighted with a red rectangle.

11. Voila! Copy the MEASUREMENT ID. We will need it! Also "Enhanced measurement" is set by default. Leave it as it is.

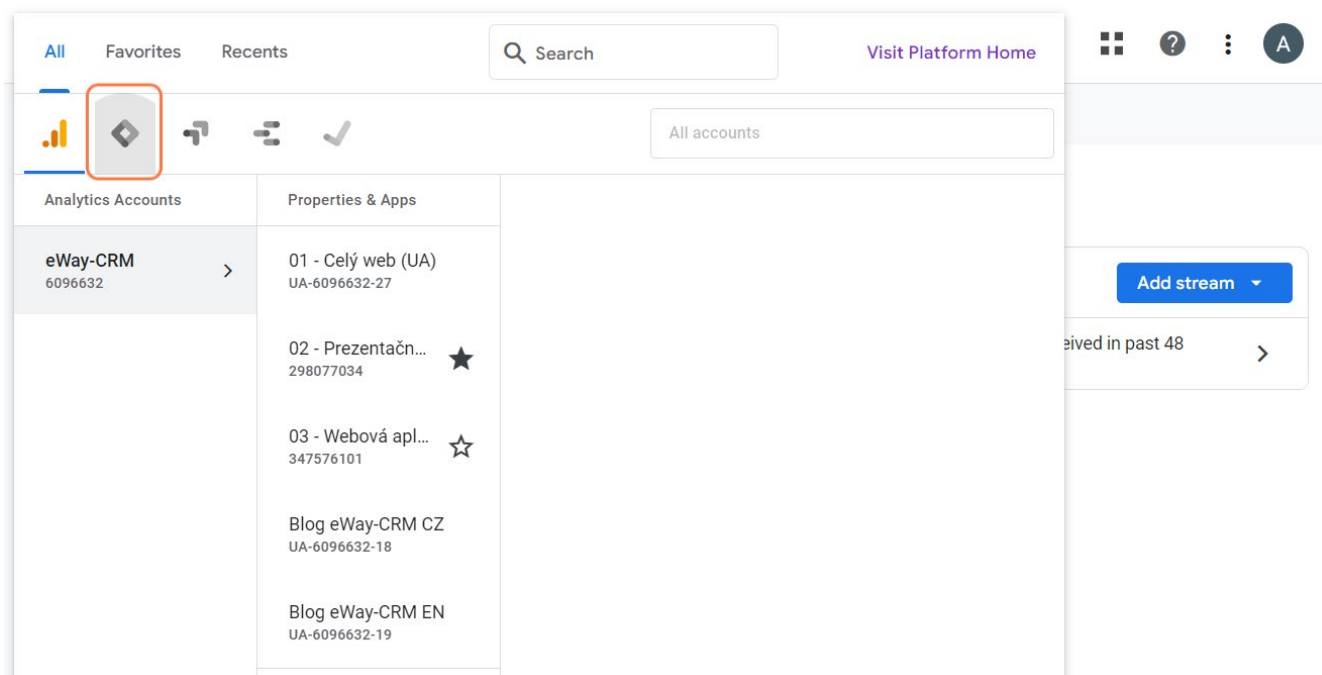
The screenshot shows the 'Web stream details' page. At the top, there's a title 'Web stream details' with a close button and a menu icon. Below the title is a yellow warning box with a triangle icon and the text: 'Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.' Below this is a brown button labeled 'View tag instructions'. The main content area is divided into sections. The first section is 'Stream details' with an edit icon. It contains three rows of information: 'STREAM NAME' with the value 'ga4test', 'STREAM URL' with the value 'https://ga4test.cz', and 'STREAM ID' with the value '4759136209'. Below these is the 'MEASUREMENT ID' section, which contains the value 'G-NJHYT33DT0' and a copy icon; this entire section is highlighted with a red rectangle. Below the 'Stream details' section is the 'Events' section, which contains the 'Enhanced measurement' toggle, which is turned on (indicated by a blue toggle switch with a checkmark). It includes the same description as in the previous screenshot: 'Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)'.

## Step 2 - Set up Your Tag Manager

12. We need to head over to Google Tag Manager now. Click on All accounts.



13. Click on the Google Tag Manager icon.



14. Head over to "Tags".

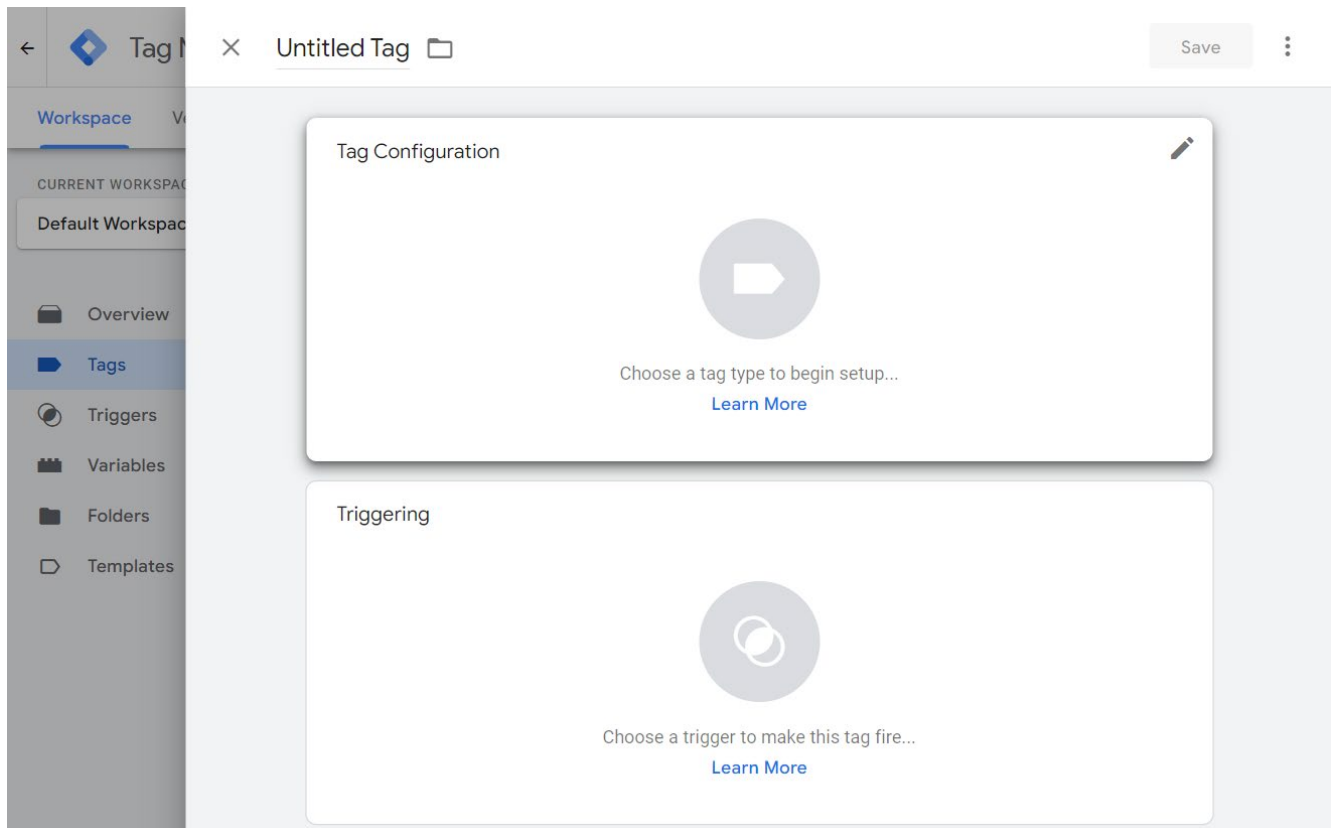
The screenshot shows the Google Tag Manager interface. At the top, the header includes the Tag Manager logo, account information (All accounts > ga4test), the website URL (www.ga4test.cz), a search bar, and user profile icons. Below the header, the 'Workspace' tab is selected, showing tabs for 'Workspace', 'Versions', and 'Admin'. The workspace ID 'GTM-5533X5C' is displayed, along with 'Preview' and 'Submit' buttons. On the left sidebar, the 'Tags' option is highlighted with a red rectangle. The main content area is titled 'Now Editing Default Workspace'. It features a 'Workspace Changes' section with three counters: 'Modified' (0), 'Added' (0), and 'Deleted' (0), with a 'Manage workspaces' link. To the right is a green box labeled 'Changes Not Published' with the text 'Add tags and publish to make your changes live.' Below these are two sections: 'New Tag' (with a 'Choose from over 50 tag types' message and an 'Add a new tag' link) and 'Description' (with an 'Edit description' link). At the bottom, there is a 'Workspace Changes' section.

15. Click on New.

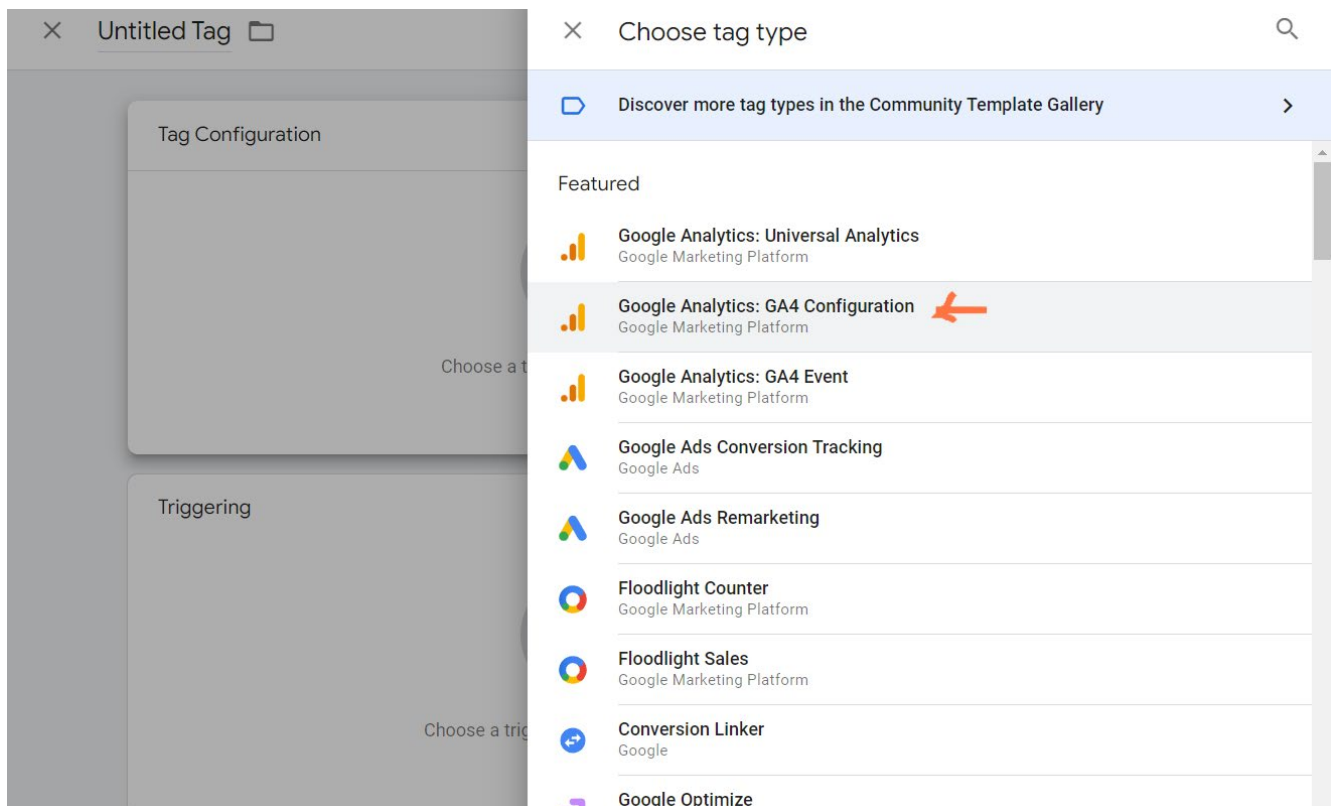
This screenshot shows the same Google Tag Manager interface as the previous one, but now the 'Tags' page is active. The left sidebar shows 'Overview' and 'Tags' (highlighted with a blue bar). The main content area is titled 'Tags' and contains the message 'This container has no tags, click the "New" button to create one.' A blue 'New' button is highlighted with a red rectangle in the top right corner of the main content area. The header and sidebar elements remain the same.



16. Click on Tag Configuration.



17. Click on Google Analytics: GA4 Configuration.





18. Paste the Measurement ID you have copied to your clipboard before.

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration  
Google Marketing Platform

Measurement ID ⓘ

G-NJHYT33DT0

☒ Send a page view event when this configuration loads

☐ Send to server container ⓘ

> Fields to Set

> User Properties

> Advanced Settings

Triggering

19. Click on Save.

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration  
Google Marketing Platform

Measurement ID ⓘ

4759136209

Triggering

Firing Triggers

All Pages  
Page View

Add Exception

20. Don't forget to name your tag.

Tag Configuration

Tag Type

**Google Analytics: GA4 Configuration**  
Google Marketing Platform

Measurement ID ⓘ  
4759136209

Triggering

Firing Triggers

**All Pages**  
Page View

21. We need to choose a trigger to make our tag fire. Click on Triggering.

Triggering

☐ Enable custom tag firing schedule

☐ Only fire this tag in published containers. ⓘ

Tag firing options

Once per event ▼

> Tag Sequencing ⓘ

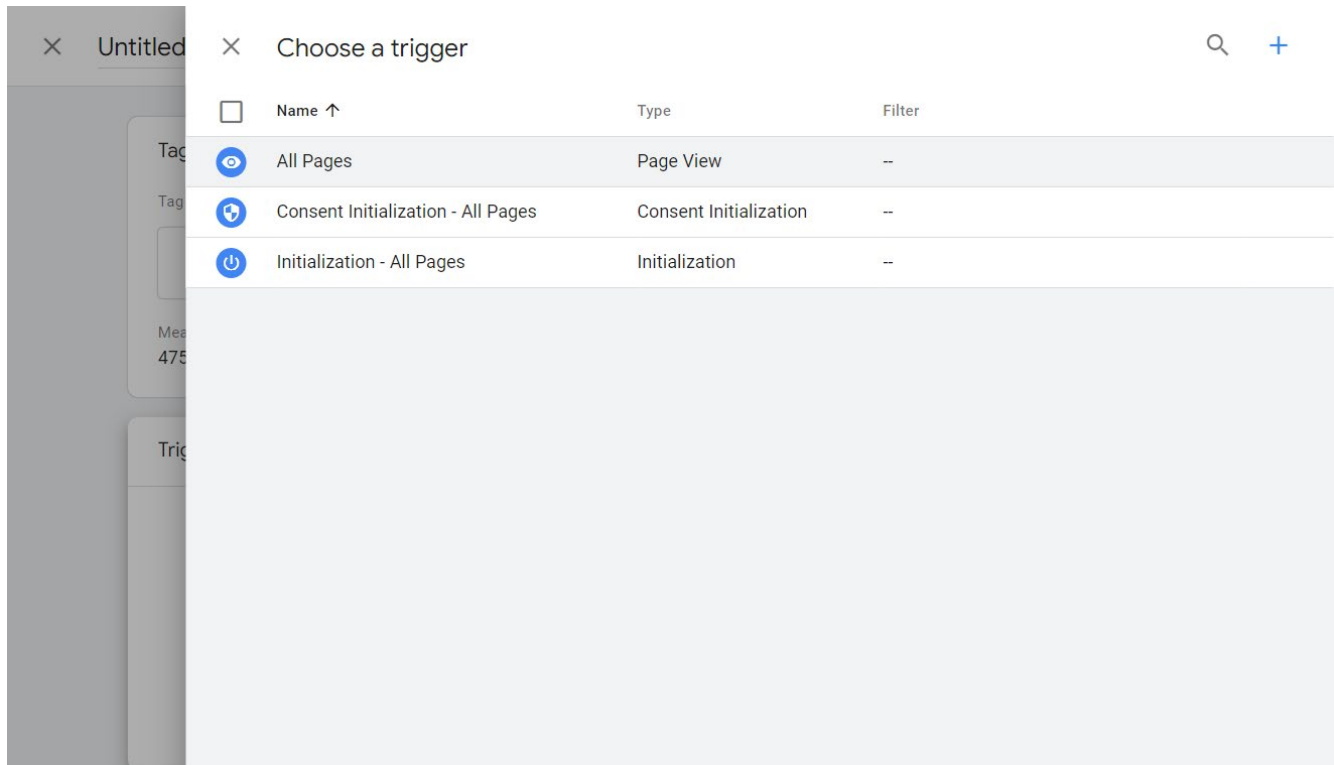
> Additional Tag Metadata ⓘ

> Consent Settings (BETA) ⓘ

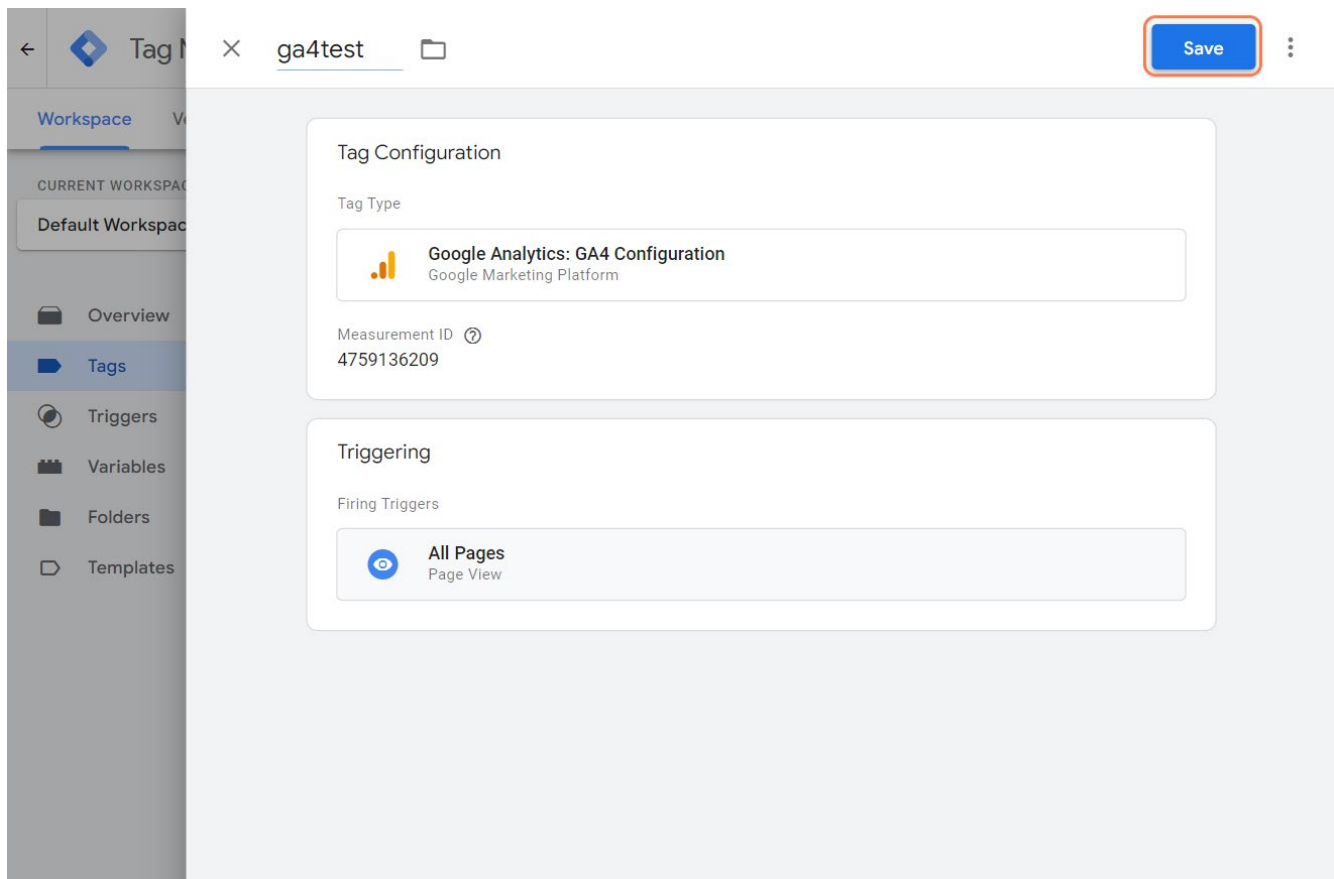
Choose a trigger to make this tag fire...

[Learn More](#)

22. Click on "All Pages".



23. Click on Save.



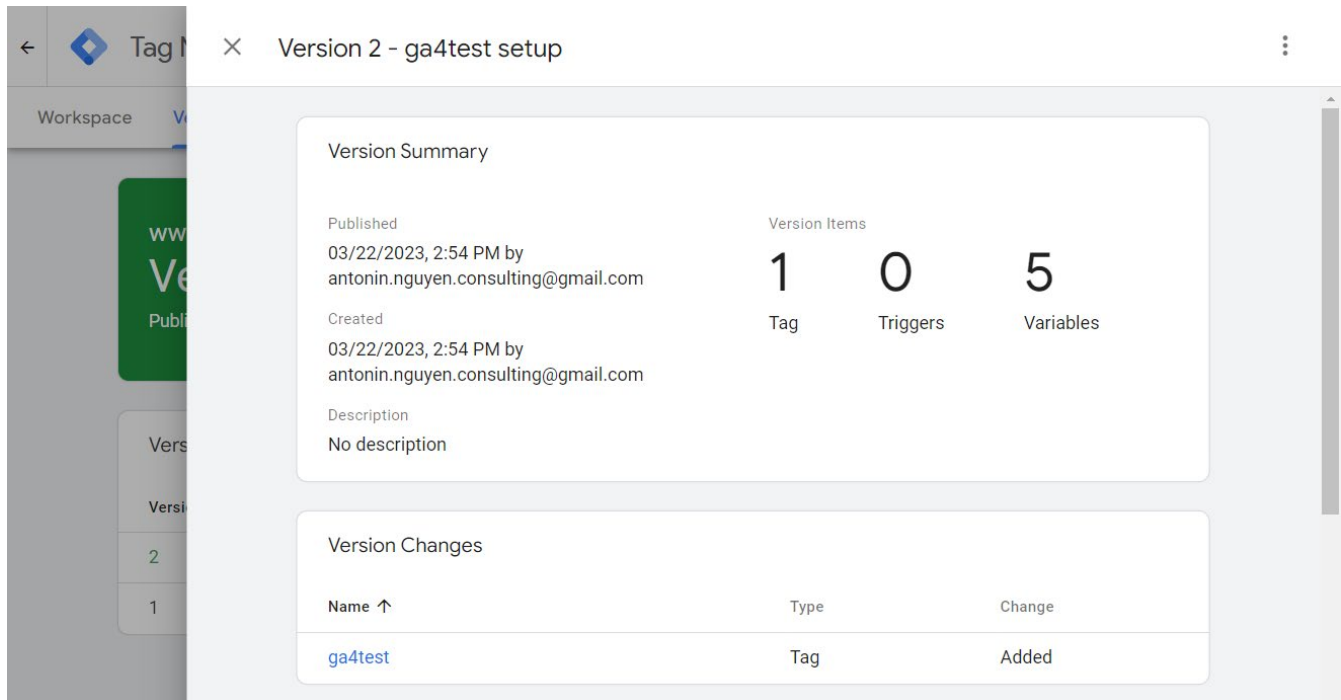
24. Our tag is set! Click on Submit.

The screenshot shows the Google Tag Manager interface. At the top, there's a navigation bar with 'Tag Manager' and 'www.ga4test.cz'. Below it, there's a 'Workspace' tab and a 'Submit' button highlighted with a red box. The main area shows a list of tags, including 'ga4test' which is set to 'Google Analytics: GA4 Configuration' and 'All Pages' trigger. The 'Submit' button is located at the top right of the interface.

25. The "Submission Configuration" window will pop up. Name it and hit Publish.

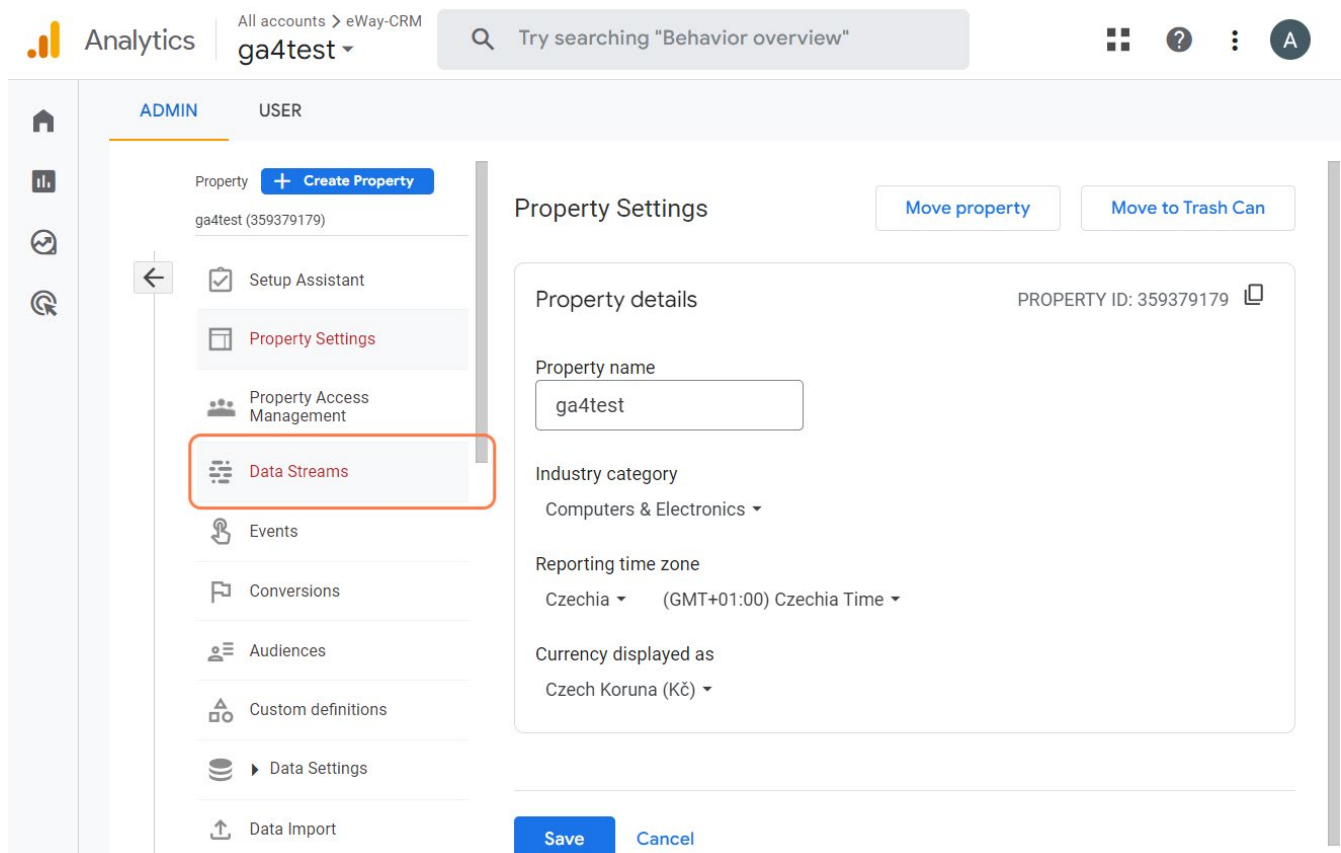
The screenshot shows the 'Submission Configuration' window in Google Tag Manager. The window has a 'Publish' button highlighted with a red box. Below the button, there are two tabs: 'Publish and Create Version' (selected) and 'Create Version'. The 'Version Name' field is filled with 'ga4test setup'. The 'Version Description' field is empty. At the bottom, there's a 'Publish to Environment' section with a 'Live' button. The background shows the 'Tags' section of the Tag Manager interface.

26. You've made it! Your website will now start collecting important data.

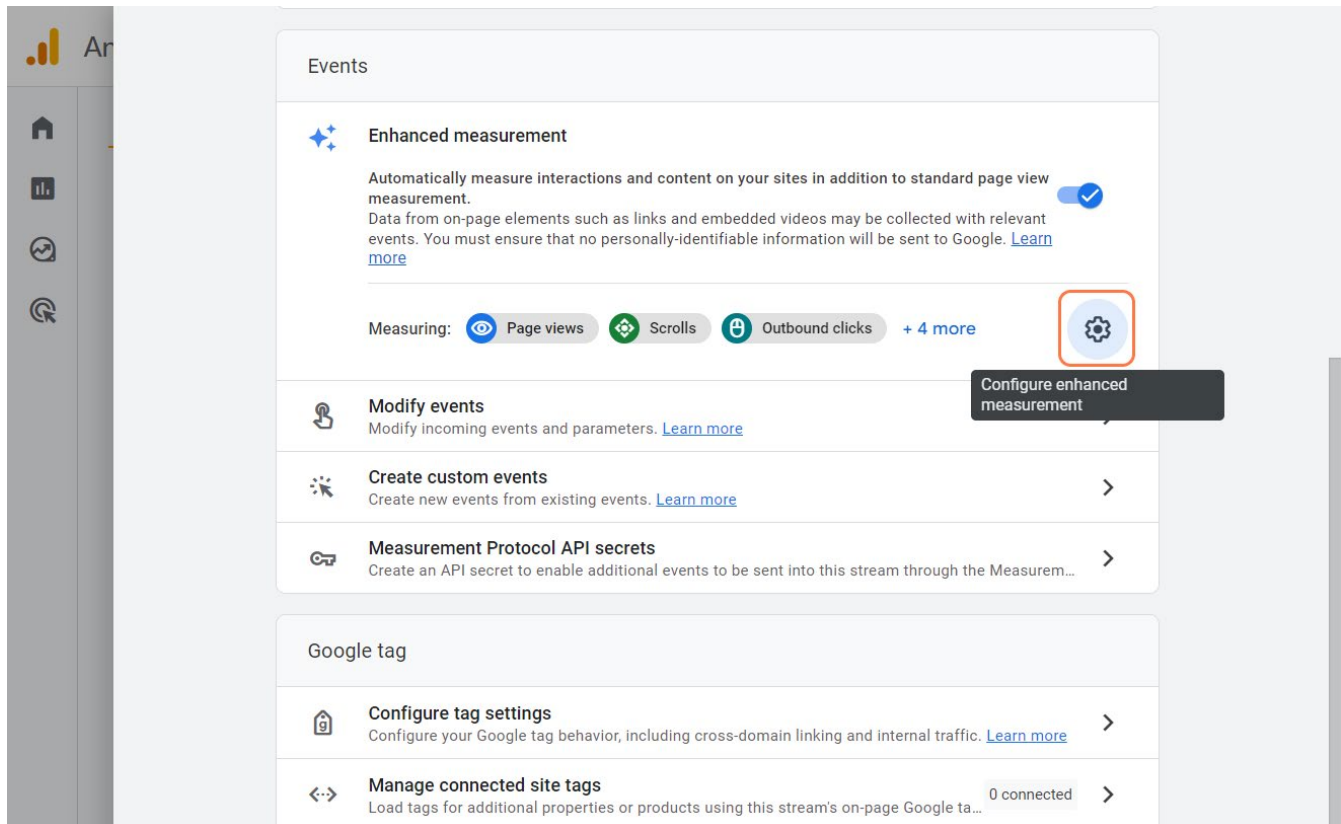


### Step 3 - Verify That You Measure Data

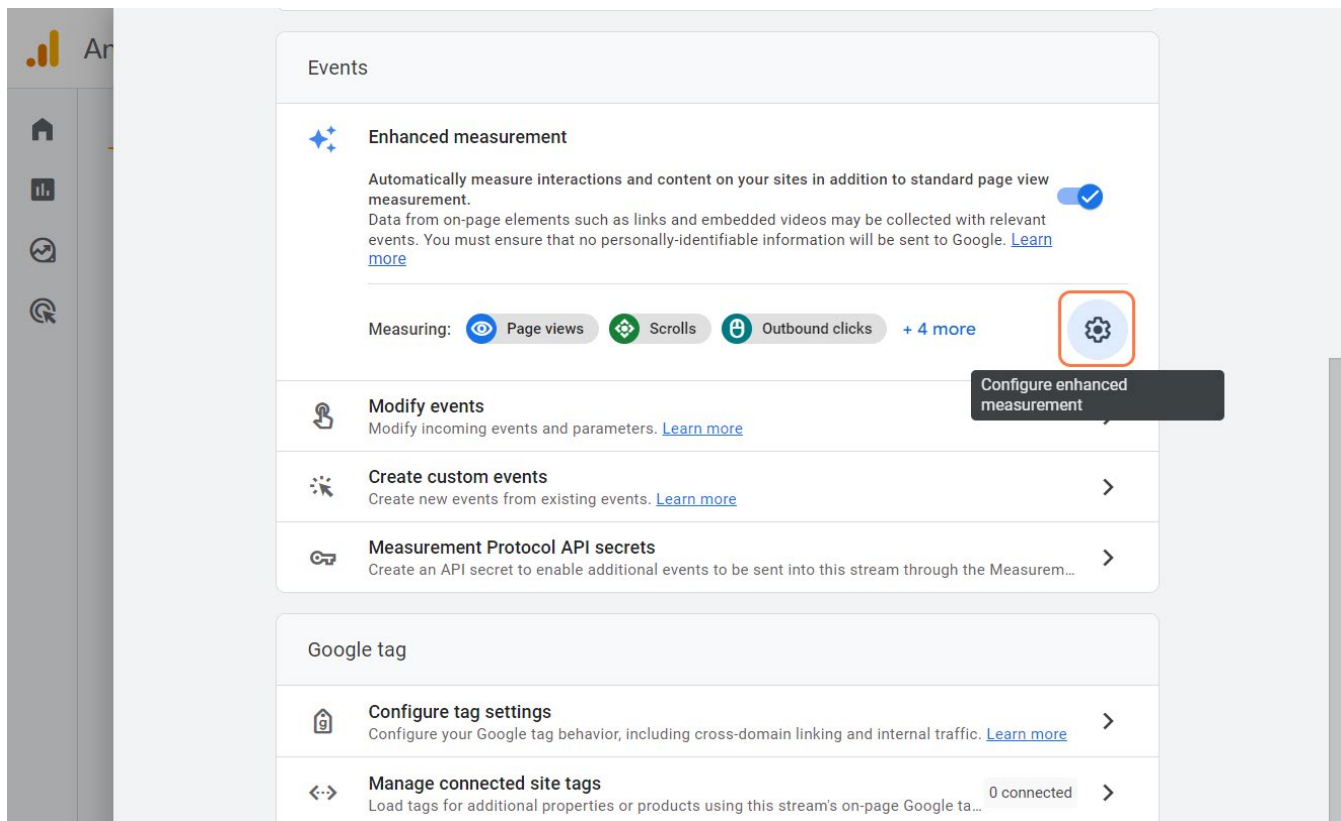
27. Go back to GA4 interface and head over to Data Streams.



28. Select your newly created data stream.



29. Let's check what data we collect by default.



30. GA4 automatically measures all these data, unlike the old UA.

STREAM NAME: ga4test  
STREAM URL: https://ga4test.cz  
STREAM ID: 4759136209

Events

**Enhanced measurement**  
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

**Modify events**  
Modify incoming events and parameters. [Learn more](#)

**Create custom events**  
Create new events from existing events. [Learn more](#)

**Measurement Protocol API secrets**  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Google tag

**Configure tag settings**  
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

**Manage connected site tags**  
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

**Enhanced measurement**

**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, image, audio, or video file extension.

## Step 4 - Additional Configuration

31. We need to configure a few more things. Click on “Configure tag settings”.

Events

**Enhanced measurement**  
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

**Modify events**  
Modify incoming events and parameters. [Learn more](#) >

**Create custom events**  
Create new events from existing events. [Learn more](#) >

**Measurement Protocol API secrets**  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#) >

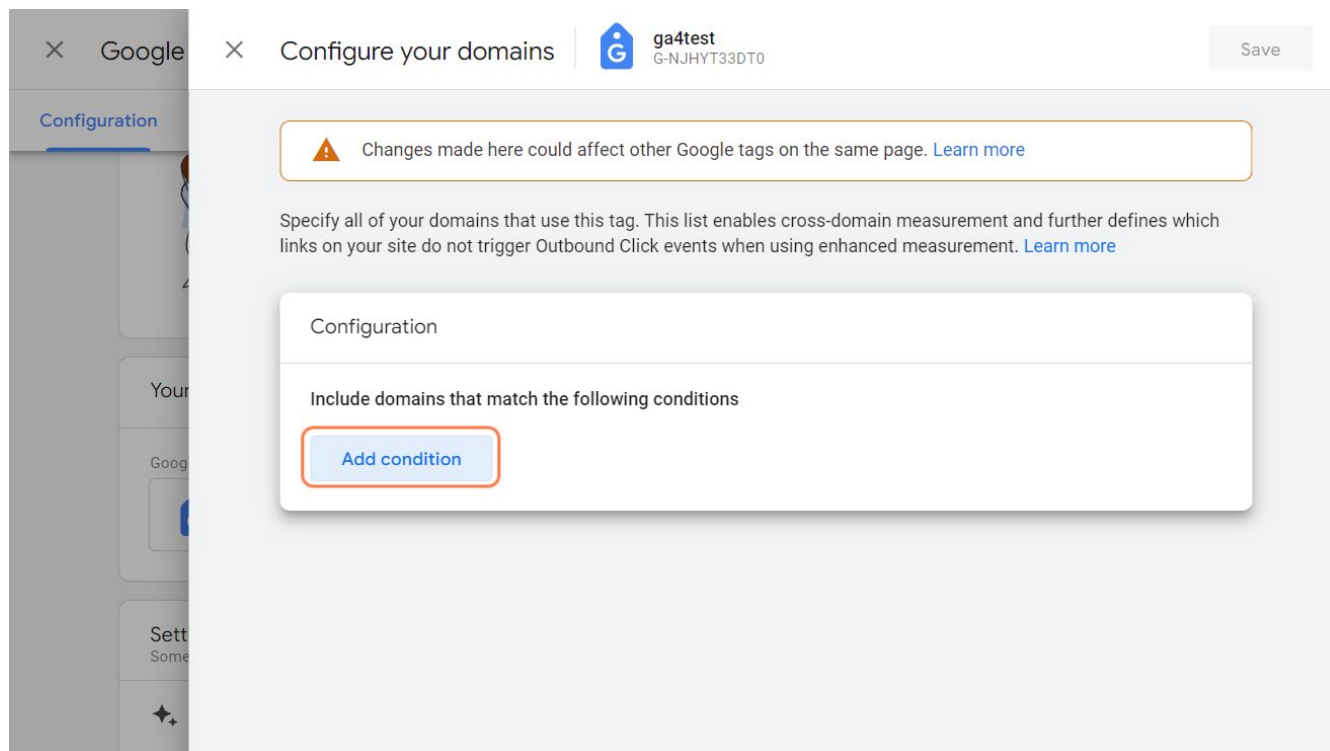
Google tag

**Configure tag settings**  
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#) >

**Manage connected site tags**  
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) >

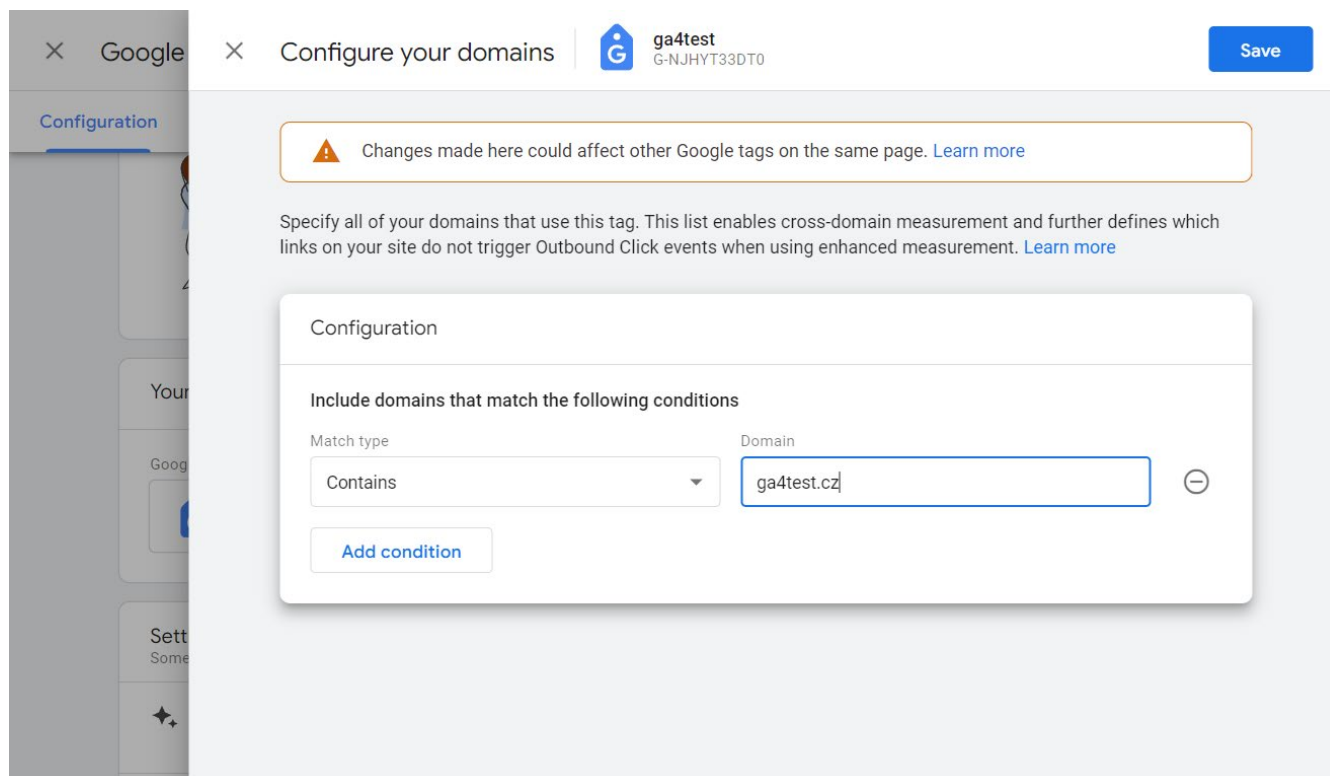


32. Click on “Domain Configuration” and Add condition.



33. Specify all of your domains that will use this tag.

**Note:** This “website list” enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement.





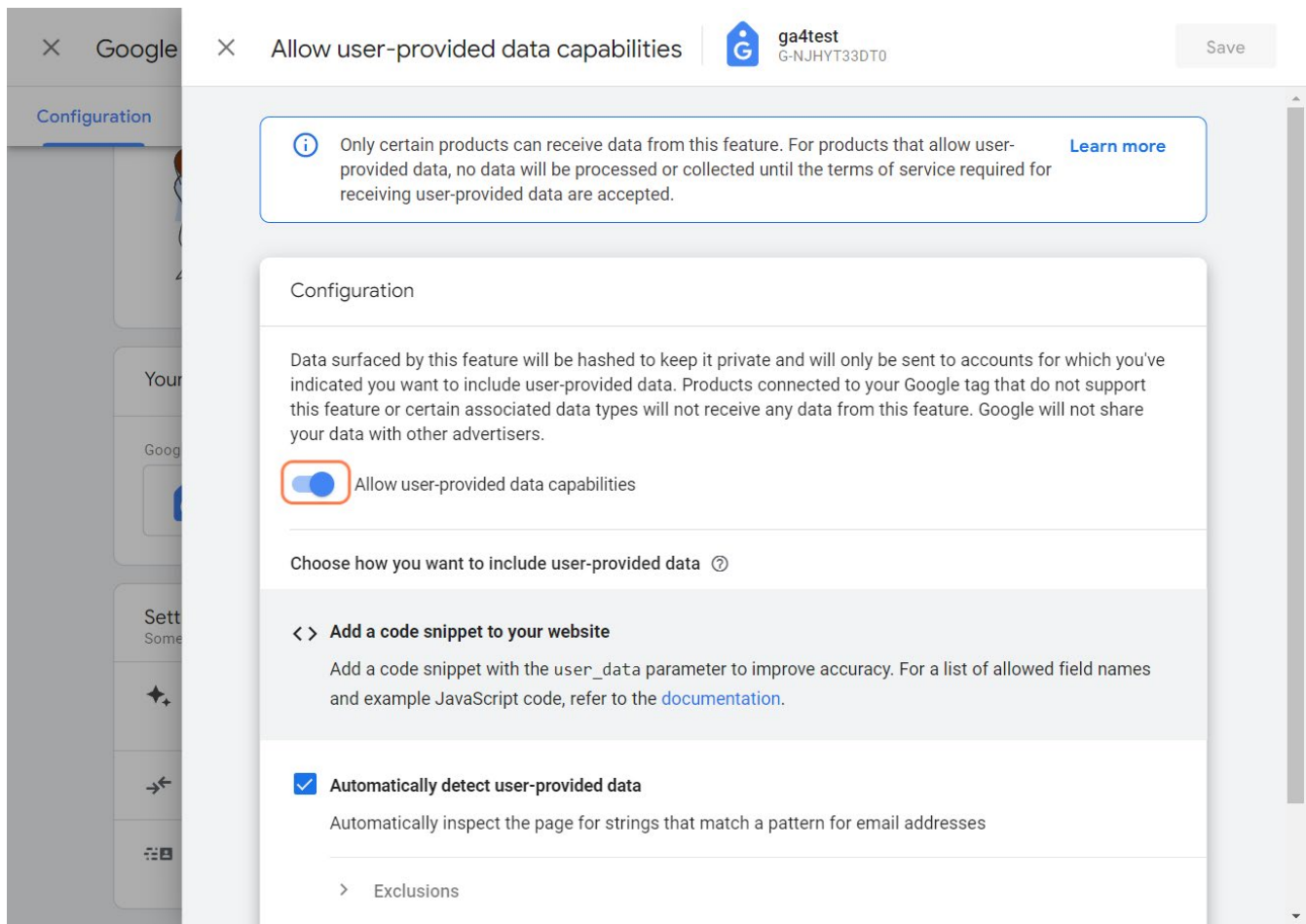
34. Click on Save.

The screenshot shows the 'Configure your domains' dialog in Google Tag Manager. At the top, there's a warning message: 'Changes made here could affect other Google tags on the same page. [Learn more](#)'. Below this, a blue box contains the text: 'Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)'. The main section is titled 'Configuration' and 'Include domains that match the following conditions'. It features a 'Match type' dropdown set to 'Contains' and a 'Domain' input field containing 'ga4test.cz'. There is an 'Add condition' button below the input field. A 'Save' button is visible in the top right corner of the dialog.

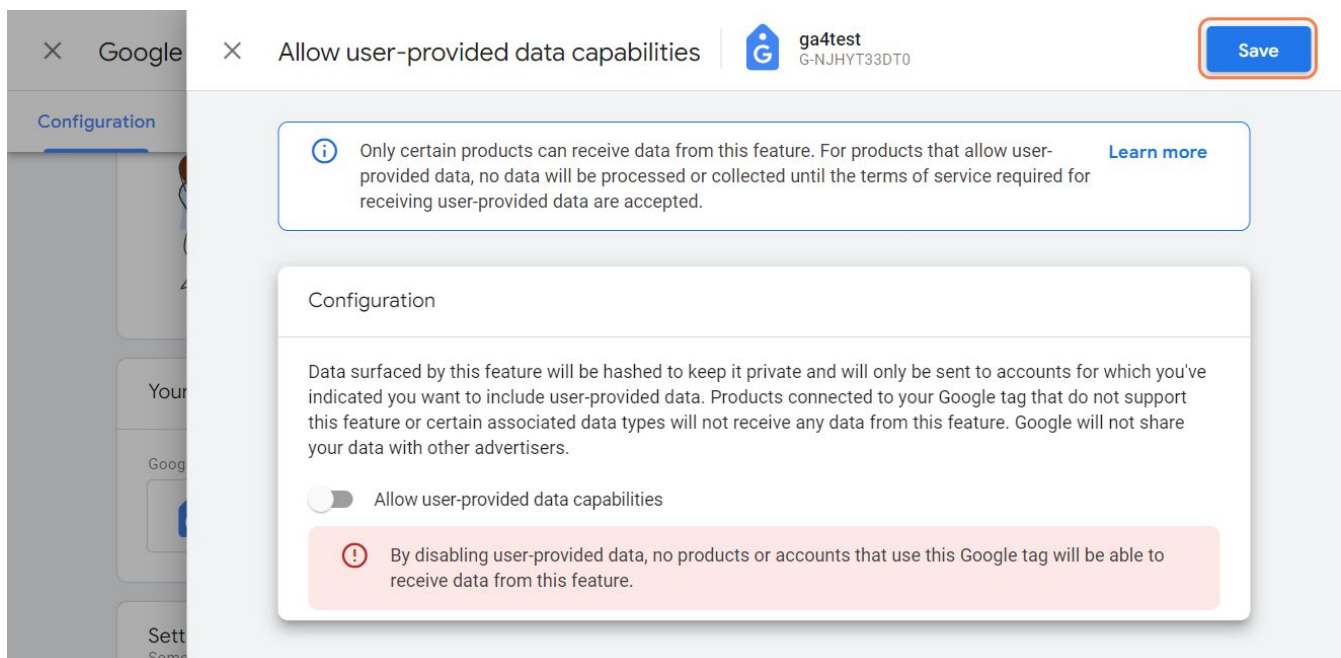
35. Now head over to user-provided data capabilities.

The screenshot shows the 'Configuration' tab in Google Tag Manager. At the top, there's a notification about the global site tag (gtag.js) being the new Google tag. Below this, the 'Your Google tag' section shows the 'ga4test' tag with its IDs (G-NJHYT33DT0, GT-K4ZZWJC) and a link to 'Installation instructions'. The 'Settings' section is expanded, showing three options: 'Manage automatic event detection', 'Configure your domains', and 'Allow user-provided data capabilities'. The 'Allow user-provided data capabilities' option is highlighted with a red box. It includes a description: 'Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.' and a 'Show all' link.

36. If you turn off this feature, none of the things you use with Google will be able to get your private information automatically. We recommend turning it off for now.



37. Click on Save.



38. Head over to Data Settings.

The screenshot shows the Google Analytics Admin interface. At the top, there's a header with 'Analytics', 'All accounts', and a search bar. Below the header, there's a navigation bar with 'ADMIN' and 'USER' tabs. The left sidebar contains a list of admin settings: Property Access Management, Data Streams, Events, Conversions, Audiences, Custom definitions, Data Settings (highlighted with a red box), Data Import, Reporting Identity, Attribution Settings, and Property Change History. The main content area is titled 'Data Streams' and shows a table with columns for platform (All, iOS, Android, Web), stream name (ga4test), and status (No data received in past 48 hours). There's an 'Add stream' button in the top right of the table.

39. Click on Data Retention.

The screenshot shows the Google Analytics Admin interface, similar to the previous one. The left sidebar now shows the 'Data Settings' section expanded, with sub-options: Data Collection, Data Retention (highlighted with a red box), and Data Filters. The main content area is still titled 'Data Streams' and shows the same table with columns for platform, stream name, and status. The 'Add stream' button is still present in the top right of the table.

40. Change event data retention from 2 to 14 months.

The screenshot shows the Analytics interface with the 'ADMIN' tab selected. The left sidebar lists various settings, including 'Data Settings' which is expanded to show 'Data Retention'. The main content area is titled 'User and event data retention' and contains a description of the retention period. Below the description, there are two dropdown menus: 'Event data retention' and 'Reset user data on new activity'. The 'Event data retention' dropdown is open, showing three options: '2 months', '14 months', and '2 months'. The '14 months' option is highlighted with a red box. The 'Reset user data on new activity' dropdown is also open, showing '2 months' and '14 months'. The '14 months' option is highlighted with a red box. At the bottom of the settings panel, there are 'Save' and 'Cancel' buttons. The 'Save' button is highlighted with a red box.

41. Click on Save.

The screenshot shows the Analytics interface with the 'ADMIN' tab selected. The left sidebar lists various settings, including 'Data Settings' which is expanded to show 'Data Retention'. The main content area is titled 'User and event data retention' and contains a description of the retention period. Below the description, there are two dropdown menus: 'Event data retention' and 'Reset user data on new activity'. The 'Event data retention' dropdown is set to '14 months'. The 'Reset user data on new activity' dropdown is also open, showing '2 months' and '14 months'. The '14 months' option is highlighted with a red box. At the bottom of the settings panel, there are 'Save' and 'Cancel' buttons. The 'Save' button is highlighted with a red box.

## Completed. You have moved from UA to GA4!

From now on, your website will start collecting important data.

You will be able to record:

<b>Page views</b>	Capture a page view event each time a page loads or the website changes the browser history state. You can turn off browser history-based events under advanced settings.
<b>Scrolls</b>	Capture scroll events each time a visitor reaches a page's bottom.
<b>Outbound clicks</b>	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.
<b>Site search</b>	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.
<b>Site search</b>	Capture a form interaction event each time a visitor interacts with a form on your website.
<b>Form interactions</b>	Capture a form interaction event each time a visitor interacts with a form on your website.
<b>Video engagement</b>	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.
<b>File downloads</b>	Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

## Part 3 – Google Analytics 4 Interface and Reports

With your GA4 property set up and your tracking configured, it's time to familiarize yourself with the Google Analytics 4 Interface and Reports.

In this section, we will take a deep dive into the GA4 interface. We'll explore the new GA4 dashboard and its features and discuss the various default reports available in GA4.

We will also guide you on how to use these reports to analyze your website or app performance, user behavior, and marketing campaign effectiveness.

### Navigate Google Analytics 4 User Interface

To truly benefit from GA4, we need to get to know its user interface. Once we understand how it works, we can find data fast and make important decisions.



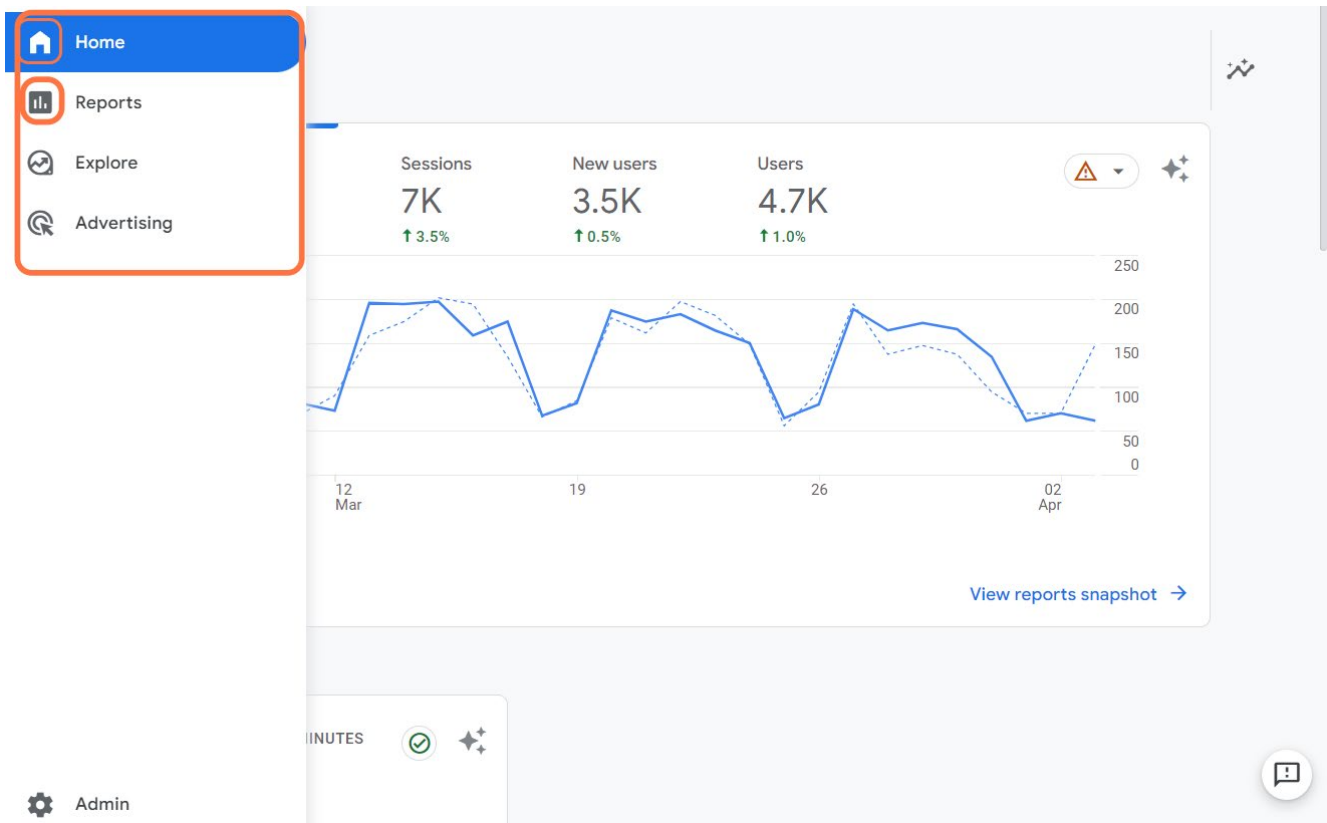
#### Why I Love Google Analytics 4

GA 4 is even simpler to use than Universal Analytics – it has a neat layout and super cool tools. It even uses machine learning (ML) to fill in gaps in information. However, UA has more customization options and can be used for more complex tracking scenarios.

### Main Navigation

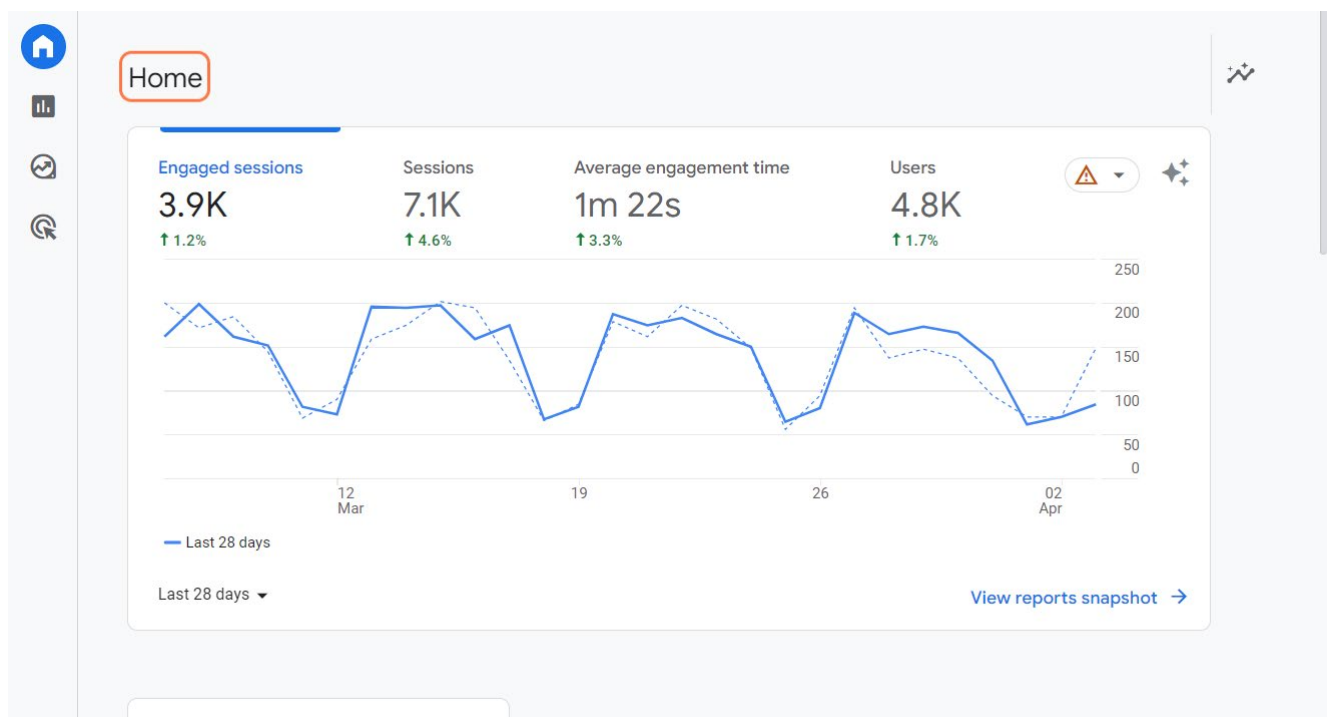
Located on the left side, the main navigation offers access to essential features. Here, you'll find **Home**, **Reports**, **Explore**, and **Advertising** tabs.

**Note:** In this article, we will take a closer look at the Home and Reports sections.



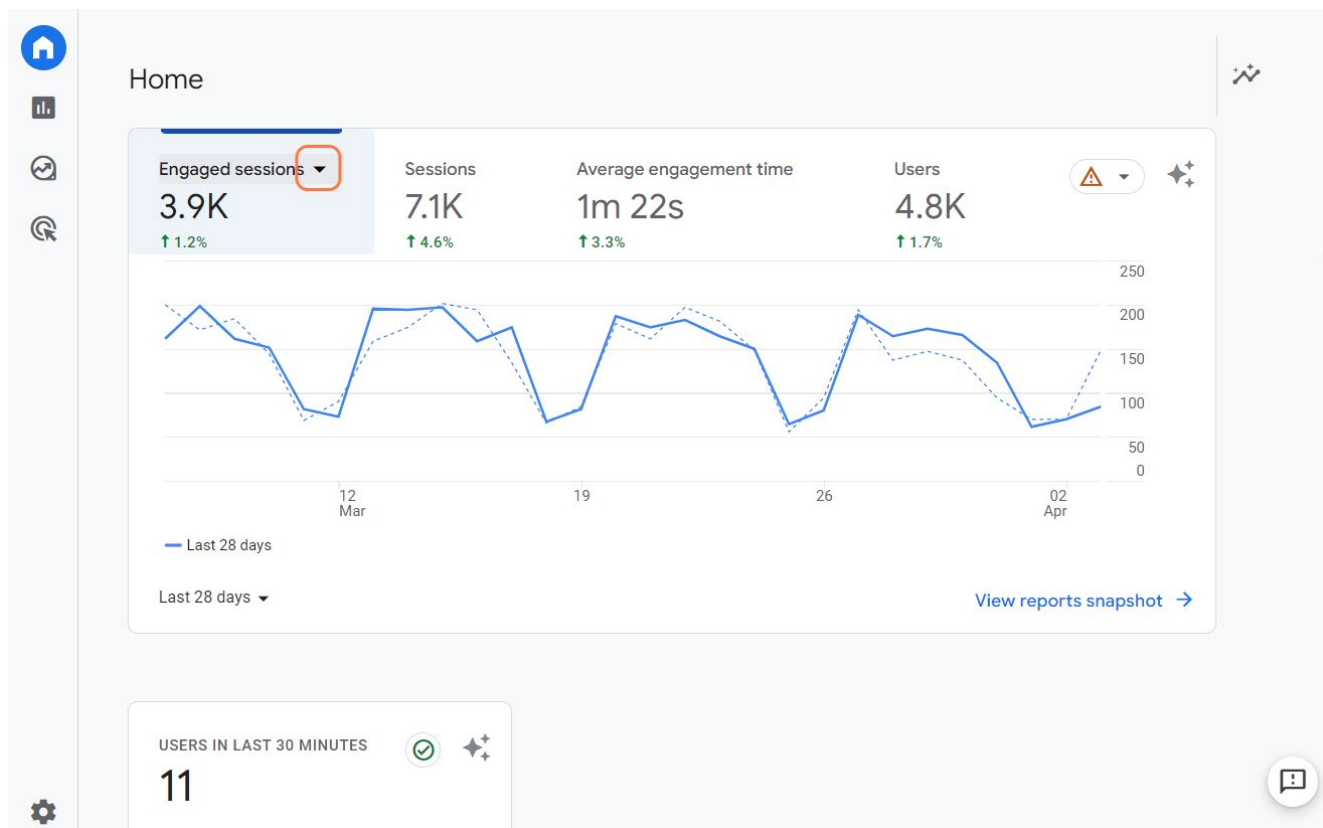
## Home Tab

The Home tab in GA4's user interface is your **one-stop shop for a quick overview** of your website's performance. It provides a snapshot of essential metrics like the number of users, percentage change in users, sessions, and other key data points.

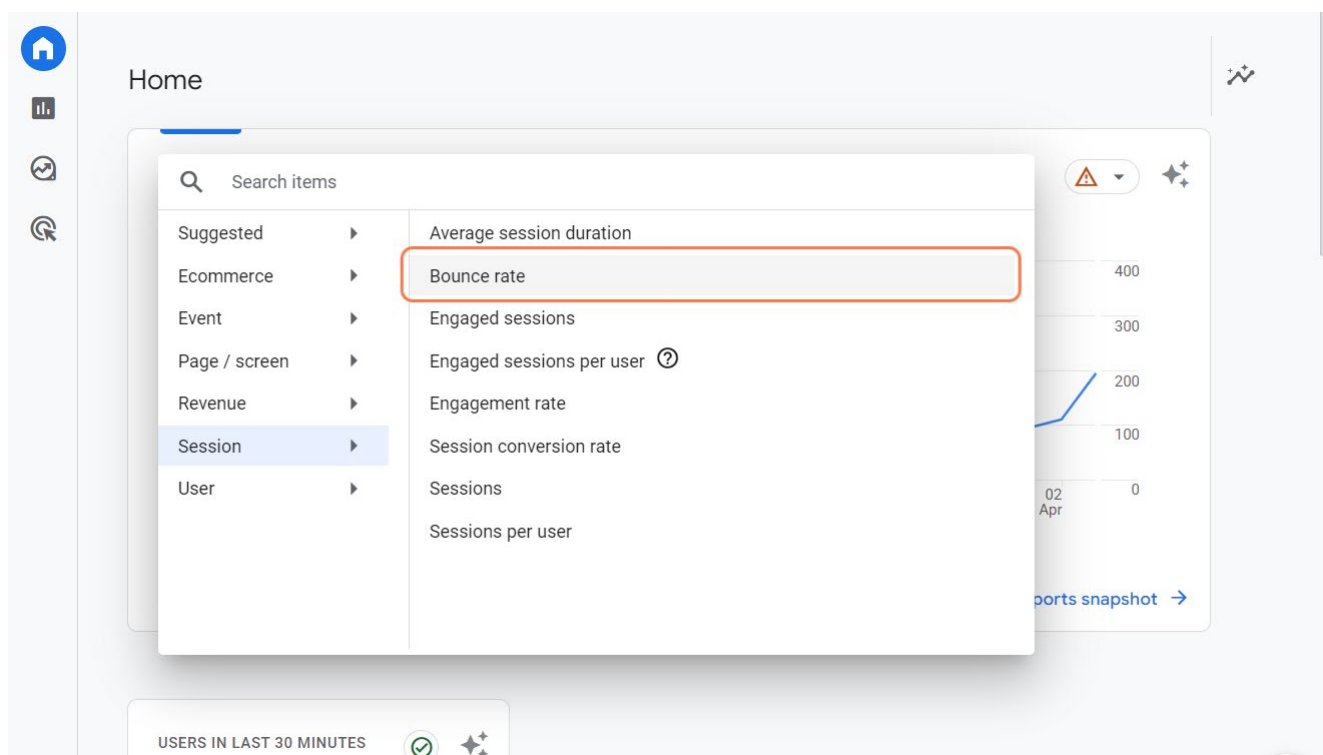




It also offers the handy feature of using filters. Yes, **you can customize the displayed metrics** to focus on the data most relevant to your business with a breeze.



Choose from a variety of metrics to **customize your “Home Page”** easily.





Once you've selected the metrics you want to observe, **you won't have to keep configuring them every time** you log into your GA 4 account.

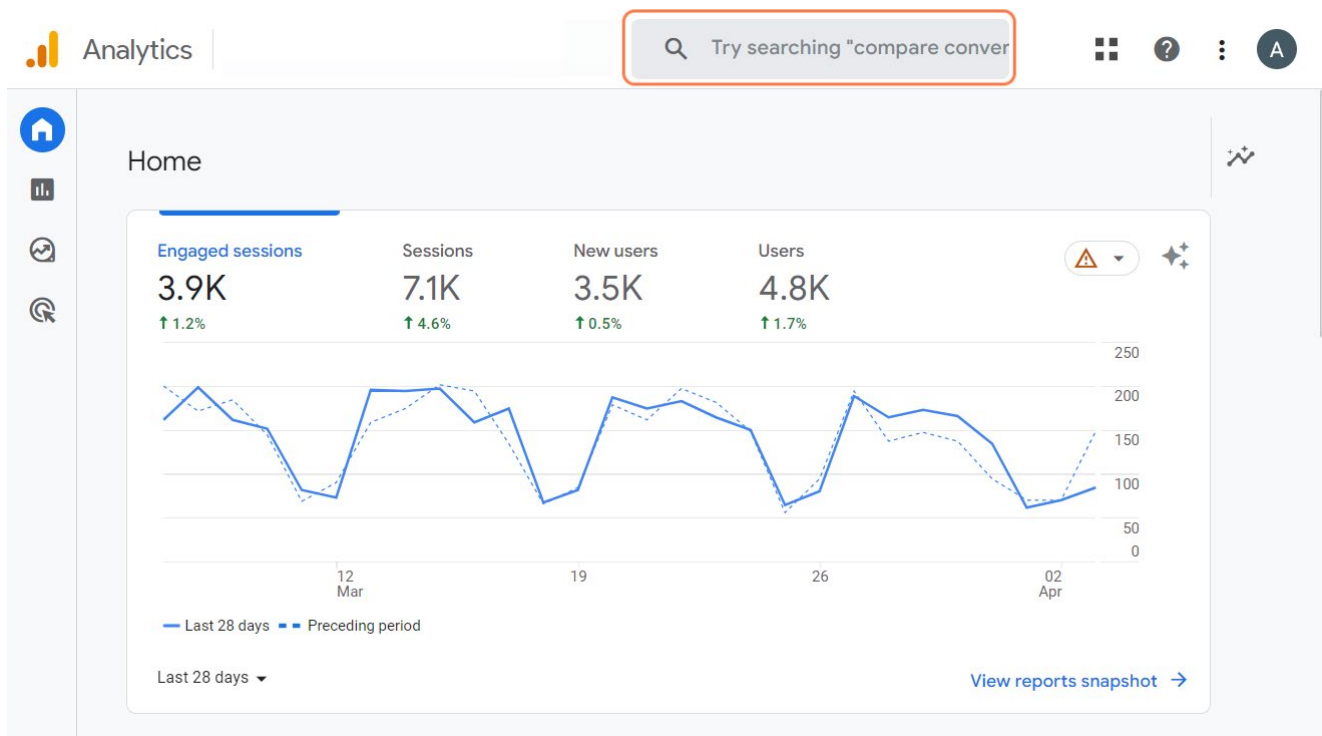


#### Did you know?

GA4 uses events instead of hits to track user interactions with your website or app. Events are user interactions with content that can be measured independently from a web page or screen load.

## Search Bar

At the top of the interface, the search bar **allows you to quickly find specific reports** or settings.



I find this feature **insanely useful**. It even whispers what reports you might be interested in! Simply type in "basic reports" **or even ask a question**.



#### Did you know?

One of the key features of GA 4 is the use of [artificial intelligence](#) (AI). AI in GA 4 can help you:

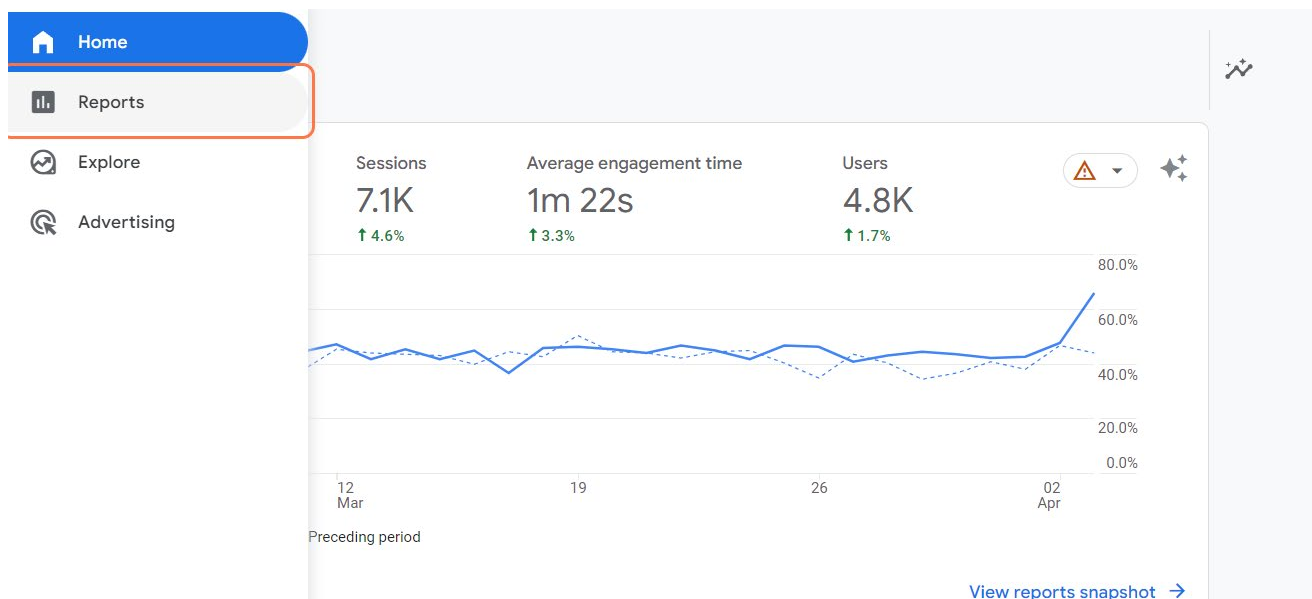
- Understand user behavior across different devices and platforms
- Identify trends and anomalies in your data
- Predict future outcomes and actions

## Explore Default Reports

Now that we have a good grasp of the GA4 user interface, it's time to dive into one of its **key features: reports**.

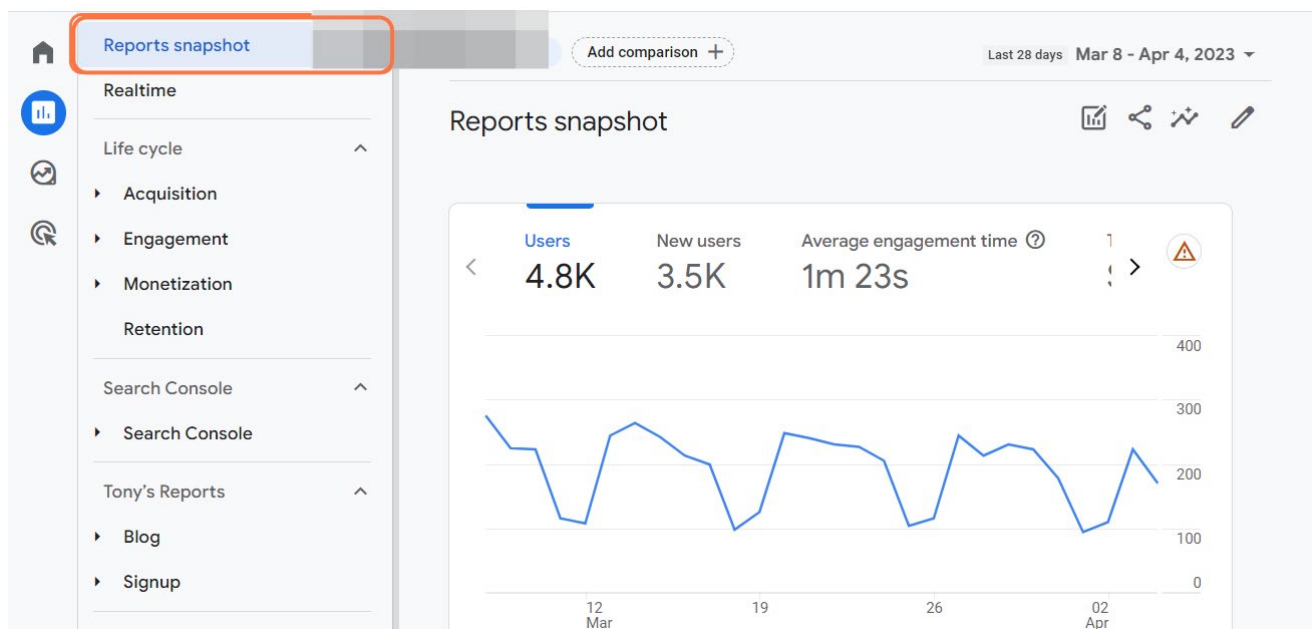
With GA4's advanced reporting capabilities, you will **gain valuable insights** into your audience and their interactions with your platform.

Head over to Reports:

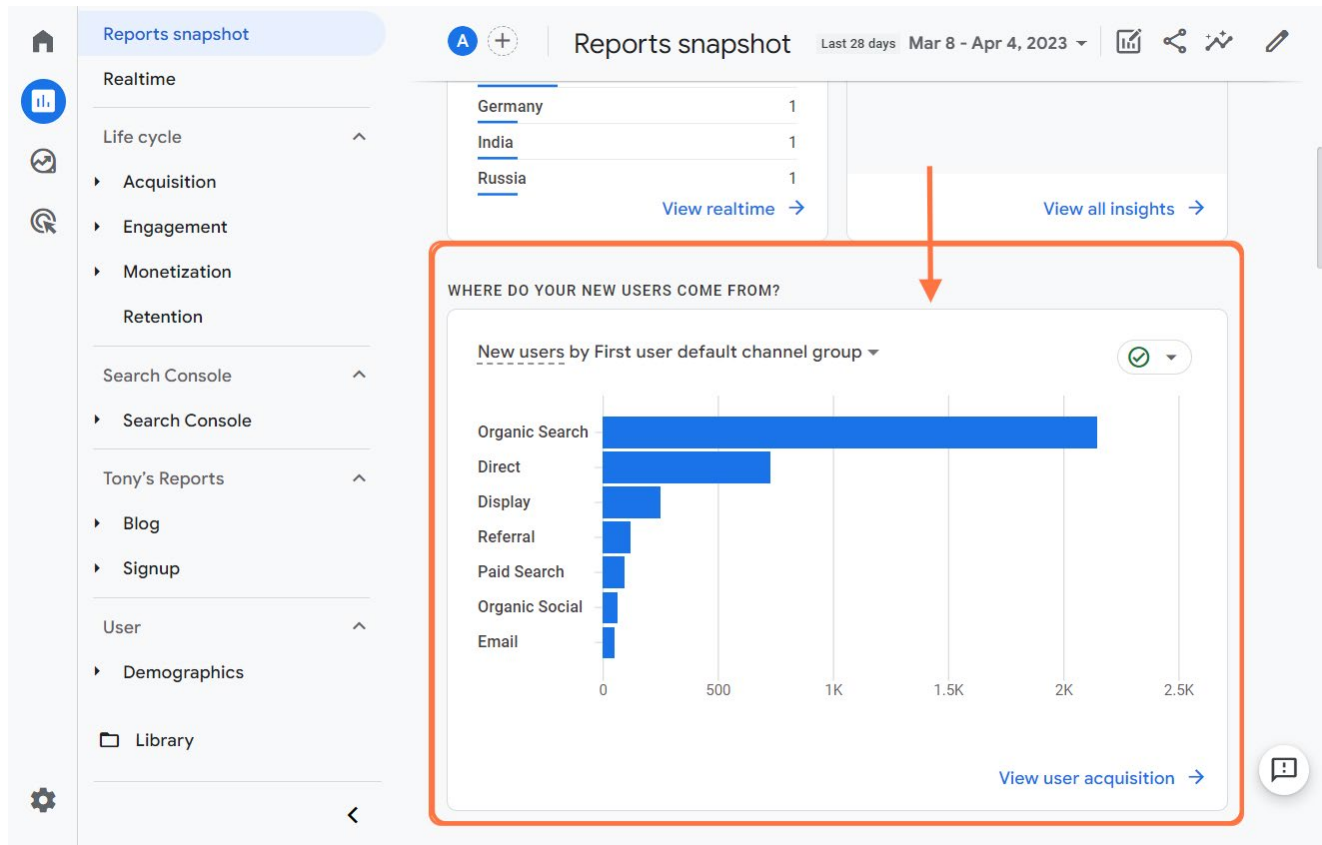


## Reports Snapshot

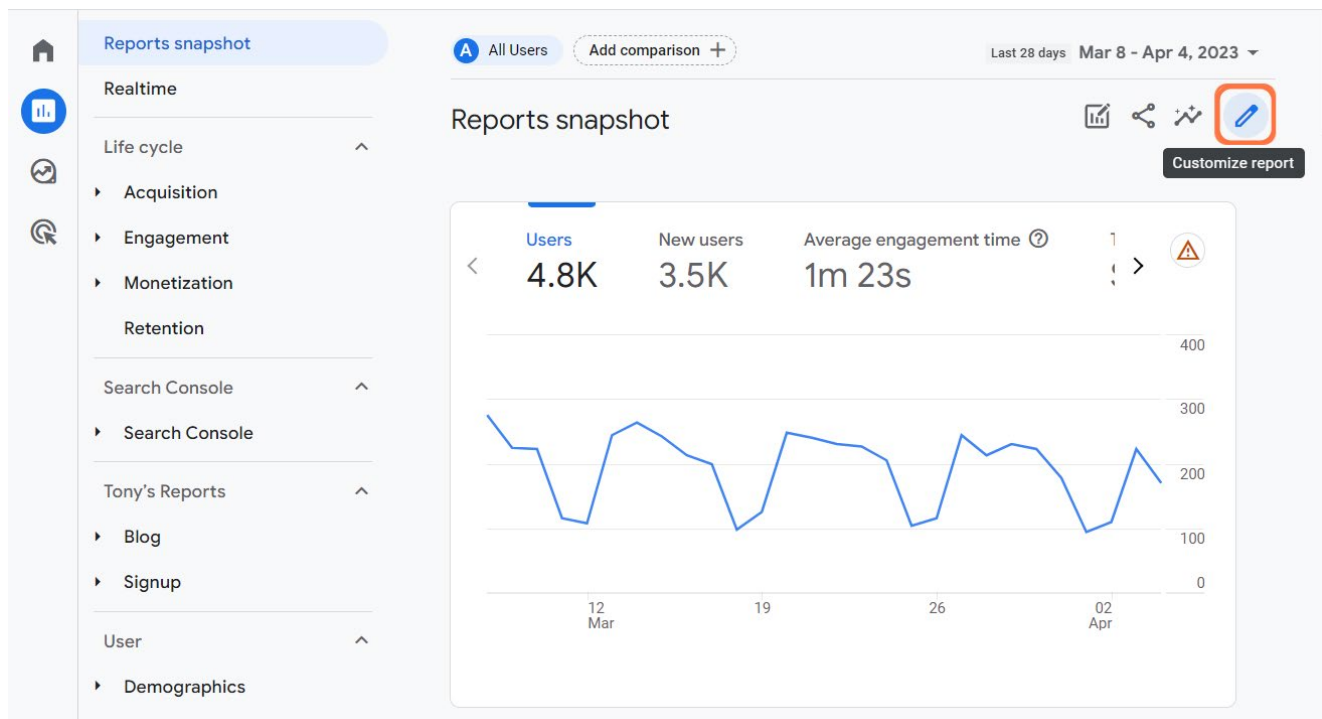
Once you click on Reports in the GA4 menu, you'll land on the Reports Snapshot section. It's a **bird's eye view** of your website's performance.



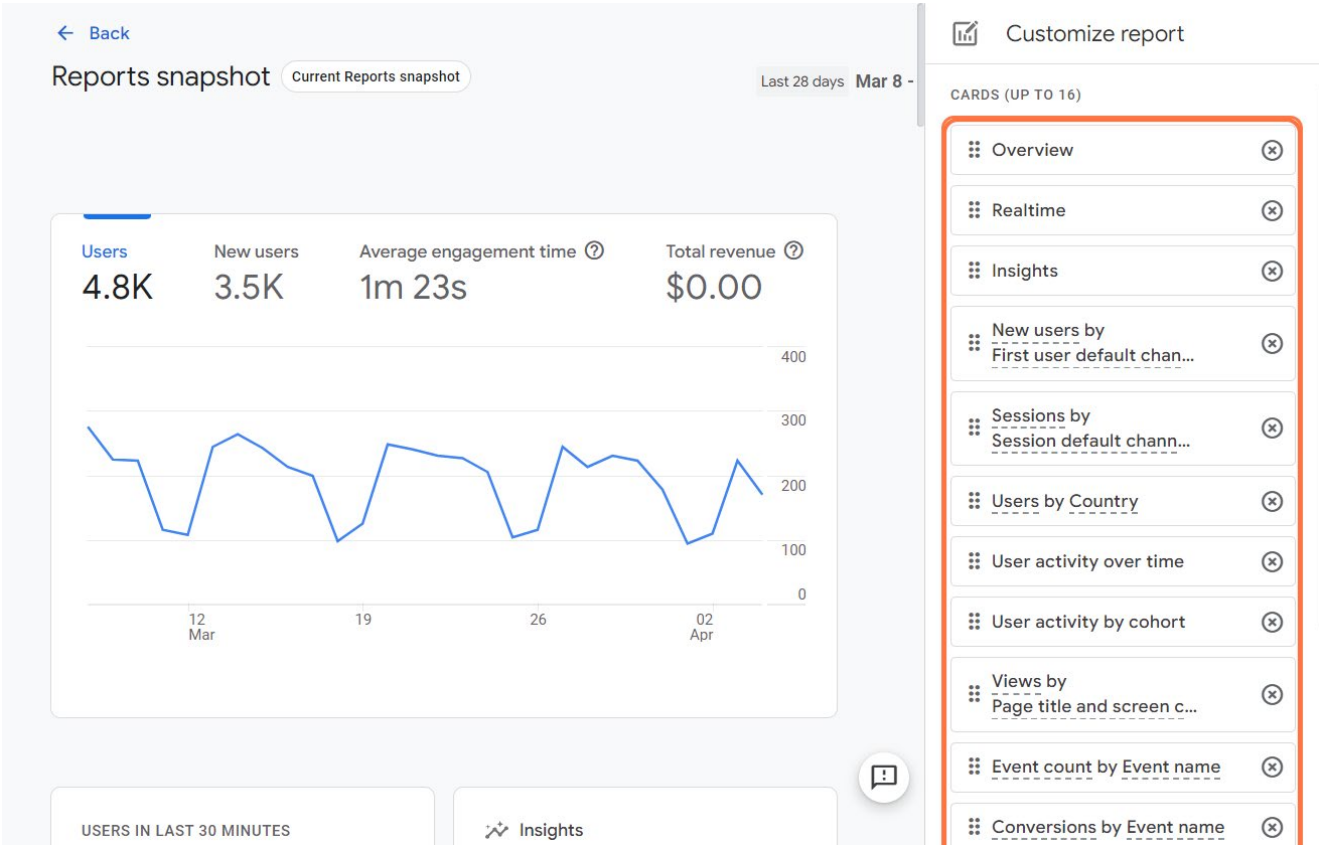
This section comes with **pre-defined metrics**, which are called “cards.”



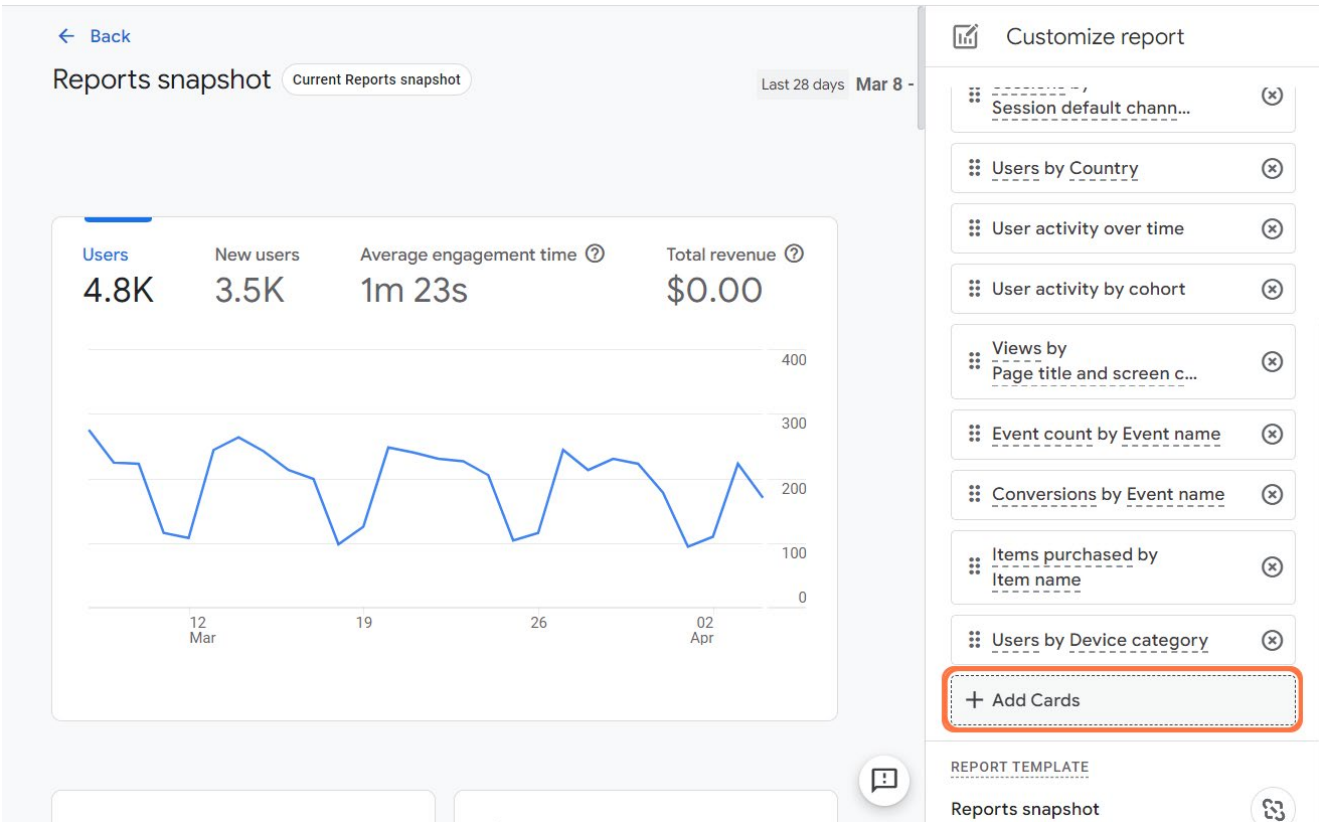
You can **customize the report by setting any overview report as your Reports Snapshot** and using the report builder. This feature is a fantastic way to get a quick glance at your website's overall performance without going too deep into the details.



Here you can **remove...**

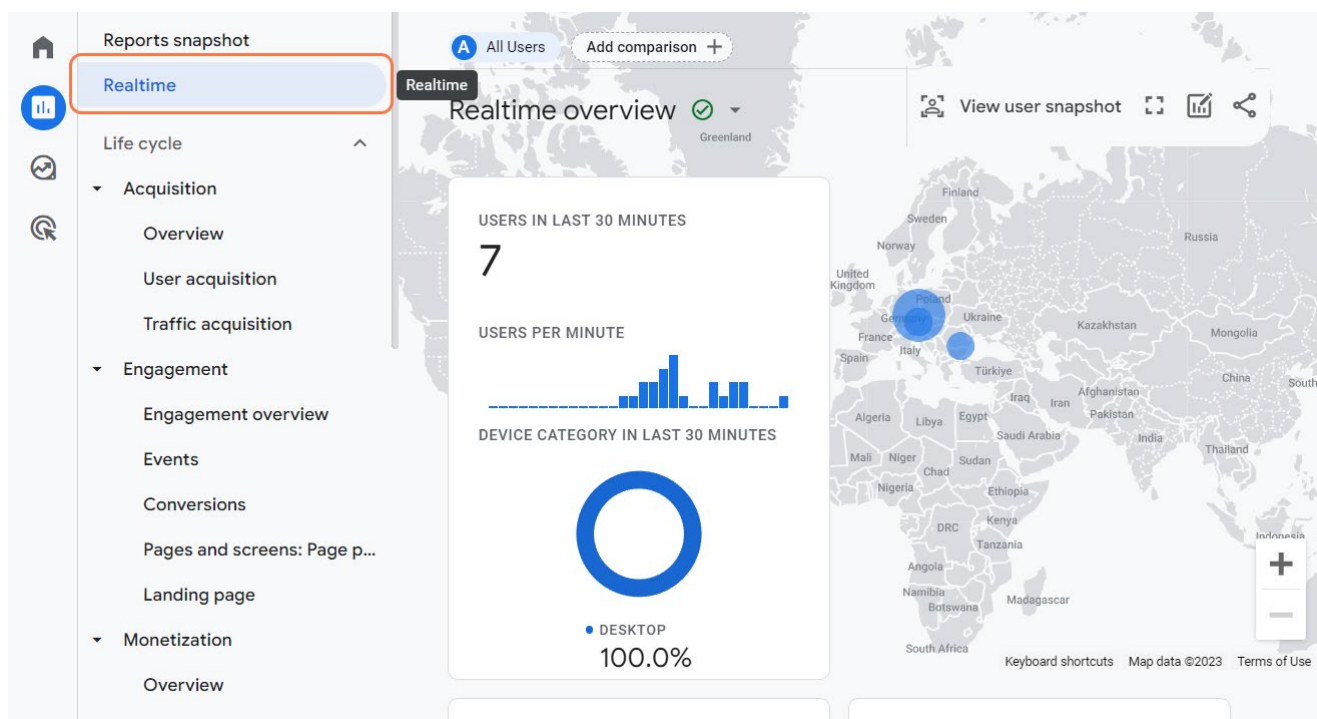


... or **add cards** you are interested in.



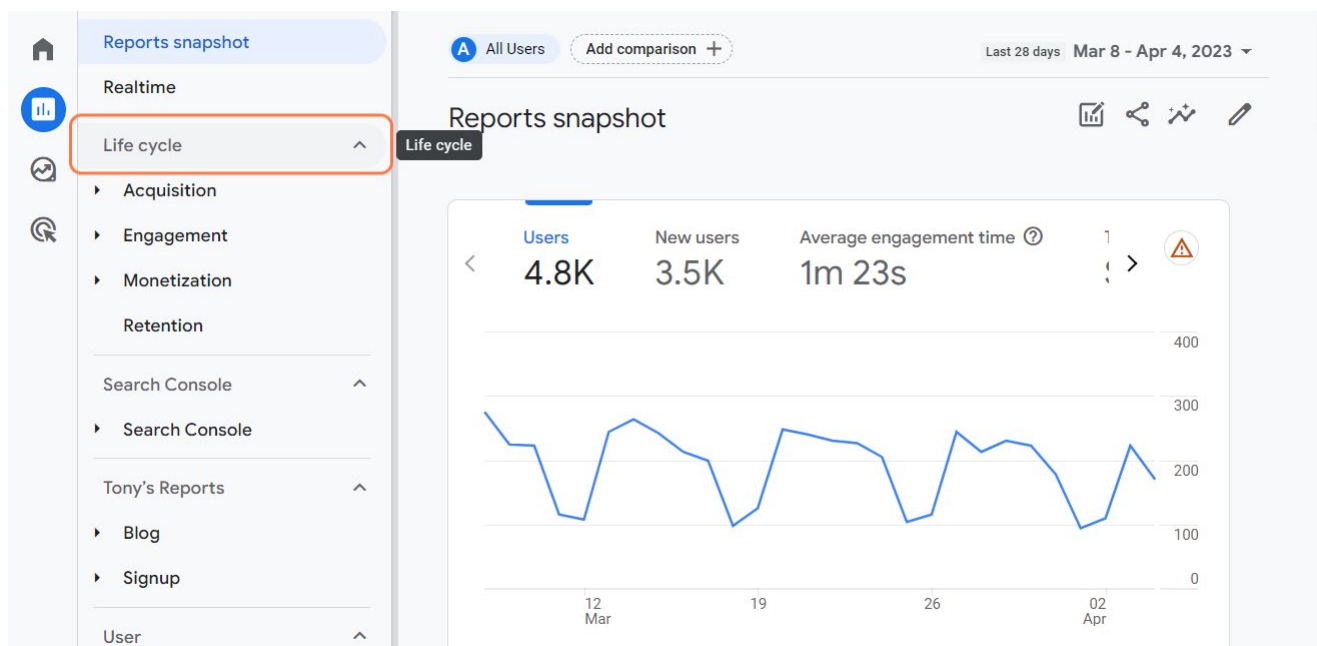
## Realtime Report

If you want to see **how your website is performing right now**, you can use the Realtime report. This report shows you the number and behavior of users who visited your website in the last 30 minutes.



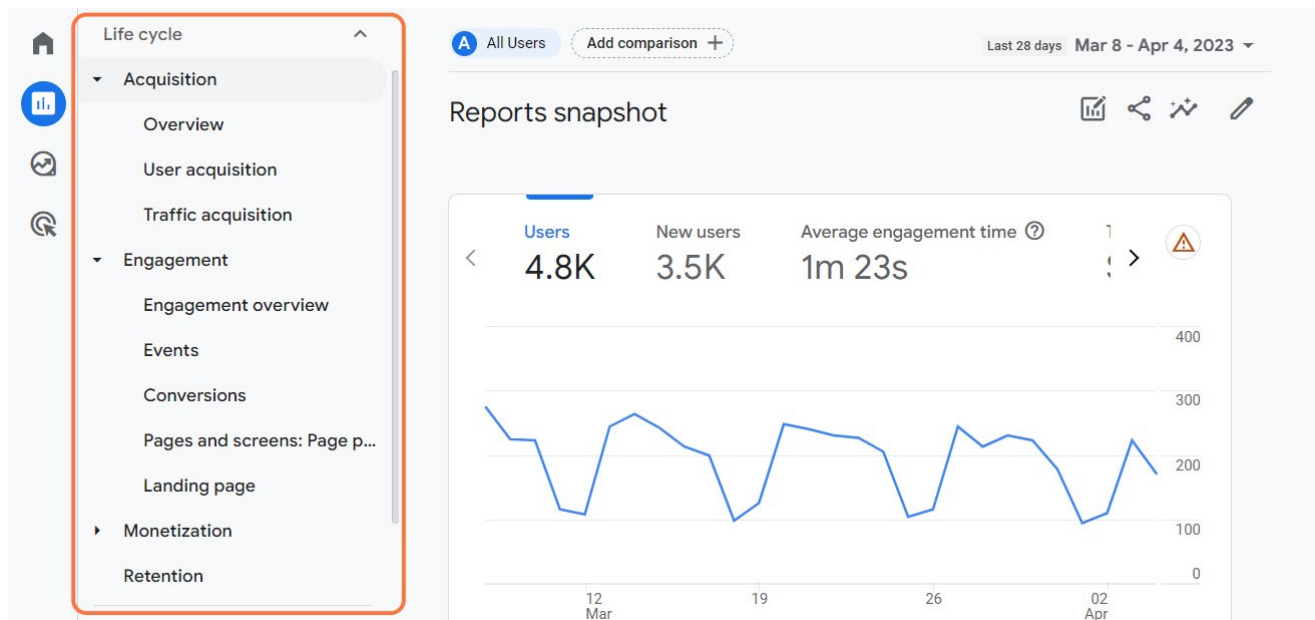
## Life Cycle Reports

These reports are a powerful tool to help you measure and improve your website performance using GA4. The Life Cycle reports provide insights into **how users interact with your website across various stages of their journey**.



Each stage in GA4 has its own set of subsections that provide a **deeper level of insight** into your data.

You have the **power to choose which metrics are most important** for your specific role or business goals.



The insights from the Engagement section will help you find ways to:

- improve your website,
- create better calls to action,
- and drive more traffic and conversions.

You should be interested in the **Traffic Acquisition** stage as well.

The screenshot shows the GA4 interface with the 'Traffic acquisition' report selected. The report displays a table of traffic sources, with 'Organic Search' and 'Unassigned' being the top sources. The table is titled 'Traffic acquisition: Session default channel group' and shows data for 'Users' and 'Sessions'.

	Users	Sessions	Er se
Session default channel group	4,716 100% of total	7,014 100% of total	100%
1 Organic Search	2,451	3,697	
2 Unassigned	1,078	1,115	
3 Direct	822	1,124	
4 Display	254	263	
5 Referral	167	373	
6 Paid Search	116	158	
7 Email	99	218	
8 Organic Social	71	129	



The Traffic acquisition report shows you **how people find your website and what channels they use to get there.**



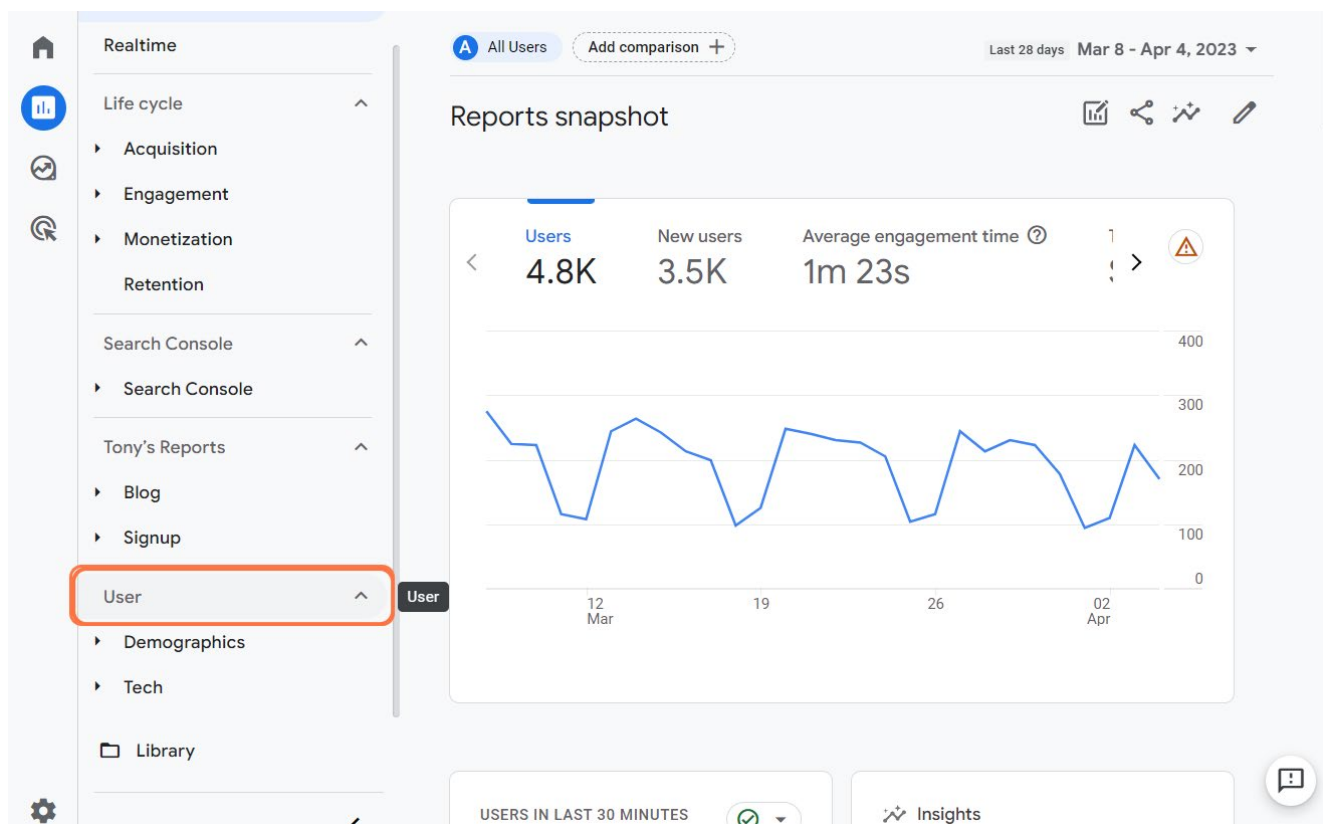
### Interesting Facts

- **Organic search** is usually the largest source of traffic for most websites.
- **Referral traffic** can help you build relationships with other websites and influencers.
- **Direct traffic** indicates that your website has a loyal and returning audience.

## User Reports

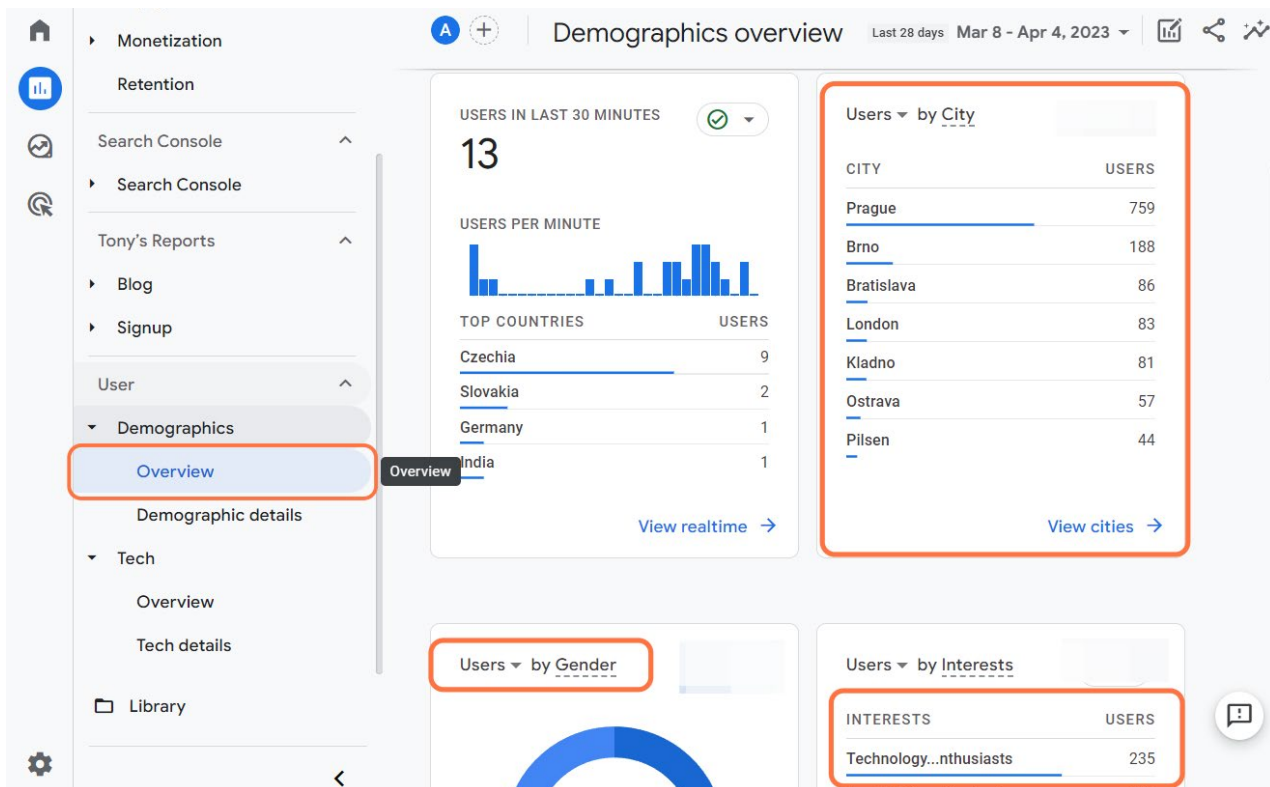
Looking to gain a more comprehensive understanding of your audience? User reports allow you to see:

- who your visitors are,
- where they come from,
- what devices they use,
- and more.



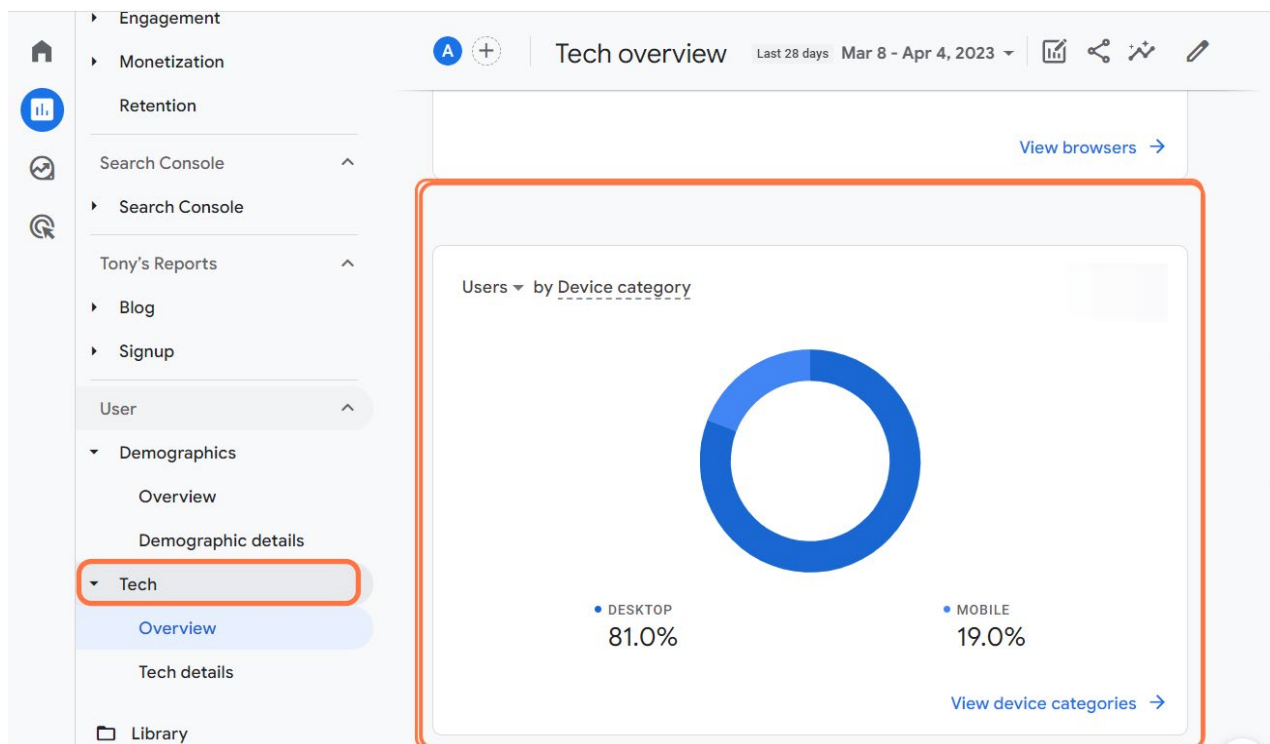
## Demographics

This report shows you the age and gender distribution of your visitors.



## Tech

This report shows you the browser, operating system, and device type of your visitors.



**Note:** User reports allow you to explore a lot of other interesting reports like 'Location,' 'Behavior,' 'Interests,' and 'Custom.' These reports provide you with more insights into your audience's preferences, actions, and goals.



## Part 4 – Create Your Google Analytics 4 Reports with Ease

In this final section, we will provide you with the know-how and hands-on guidance to make the most of Google Analytics 4. We will explore the fundamentals of GA4 reports, including segments, dimensions, and metrics. Then, we will guide you step-by-step through the process of creating a custom report.

You will learn how to use Explore tool to create custom reports and visualizations using your data and dimensions. We will provide examples of two commonly used reports: Source/Medium Report and Landing Page Report.

### The Building Blocks of GA4 Reports

Before we dive into creating a custom report, let's take a moment to **understand the fundamental components of GA4 reports**.

#### Segments

Segments are **subsets of your data that allow you to analyze specific user groups or behaviors**. In GA4, you can create segments based on various criteria such as demographics, device type, or user behavior (e.g., visitors who completed a purchase). By using segments, you can gain deeper insights into the performance of specific user groups and make more informed decisions for your marketing campaigns.



#### Example

Create a segment for mobile users in the USA to analyze their behavior and optimize your mobile marketing strategies.

#### Dimensions

Dimensions are **attributes that describe your data**, such as page title, event name, or source/medium. They provide context to your metrics and allow you to analyze your data from different perspectives. In GA4, you can use dimensions to group, filter, or break down your data in various ways to gain insights into specific aspects of your website or app performance.



### Example

Use the 'source/medium' dimension to analyze the performance of different traffic sources and identify the most effective marketing channels.

## Metrics

Metrics are **quantitative measurements** that represent the performance of your website or app, such as sessions, users, or revenue. In GA4, you can use metrics to evaluate your marketing campaigns, track your progress toward your goals, and identify areas for improvement or optimization.



### Example

Monitor the 'revenue' metric to measure the financial success of your online store and track the ROI of your marketing efforts.

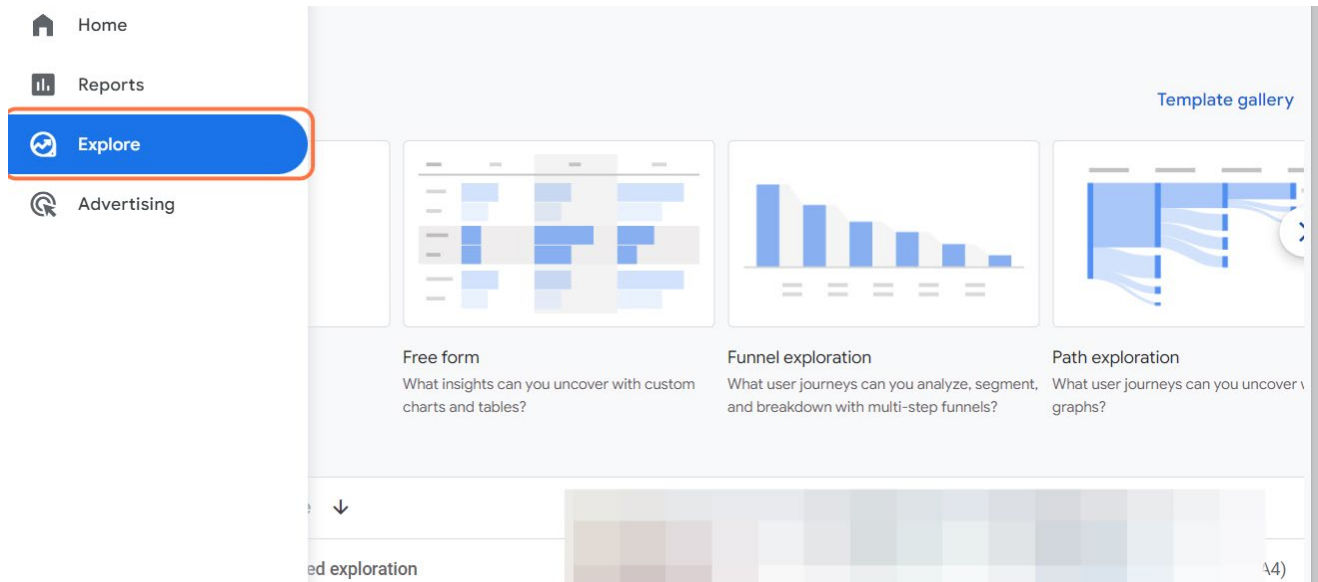
## Exploration Tool

Now that we've covered the basics, let's create a custom report using our own Google Analytics 4 property.

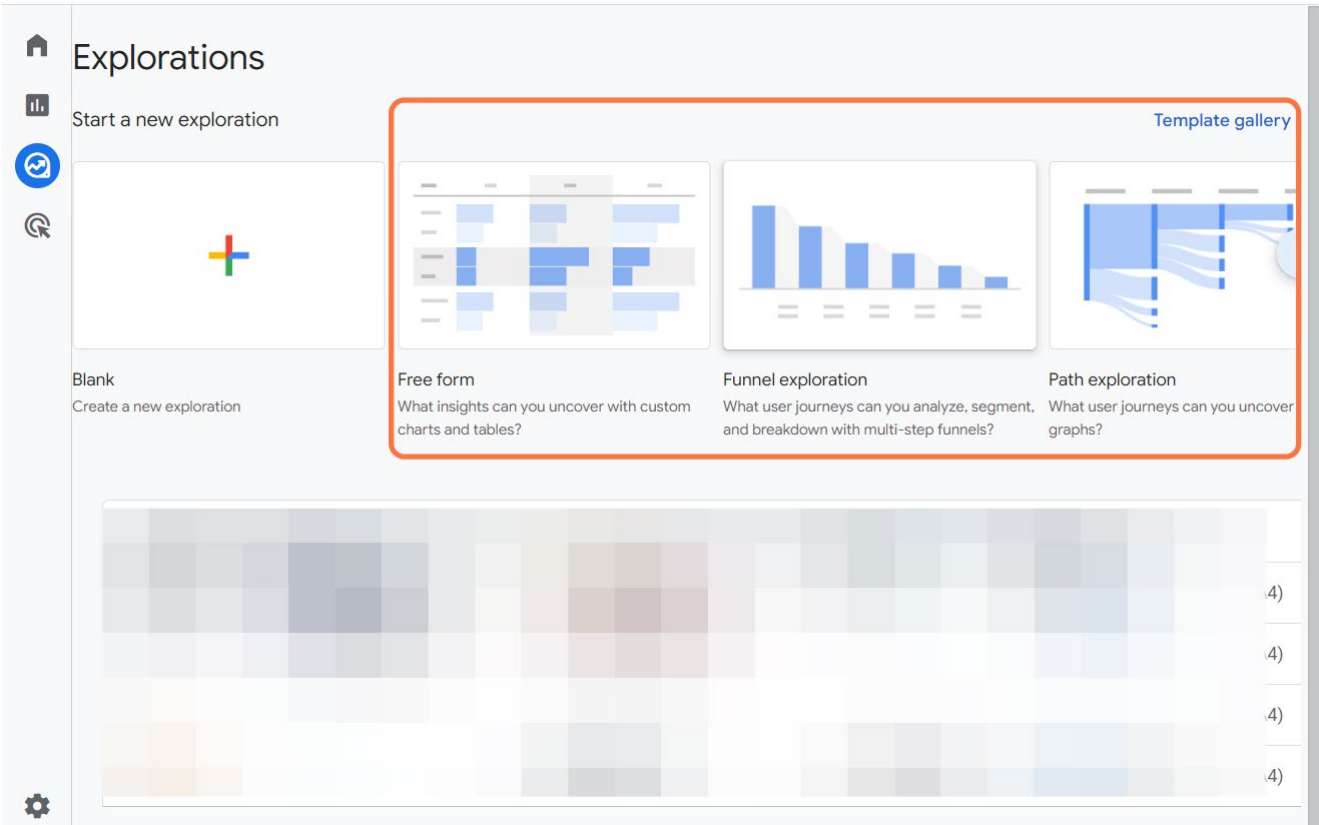
One of the most powerful features of GA4 is the **Explore tool**. It allows you to **create custom reports and visualizations** using your data and dimensions.

To access Explorations, **you need to have a GA4 property set up** for your website or app.

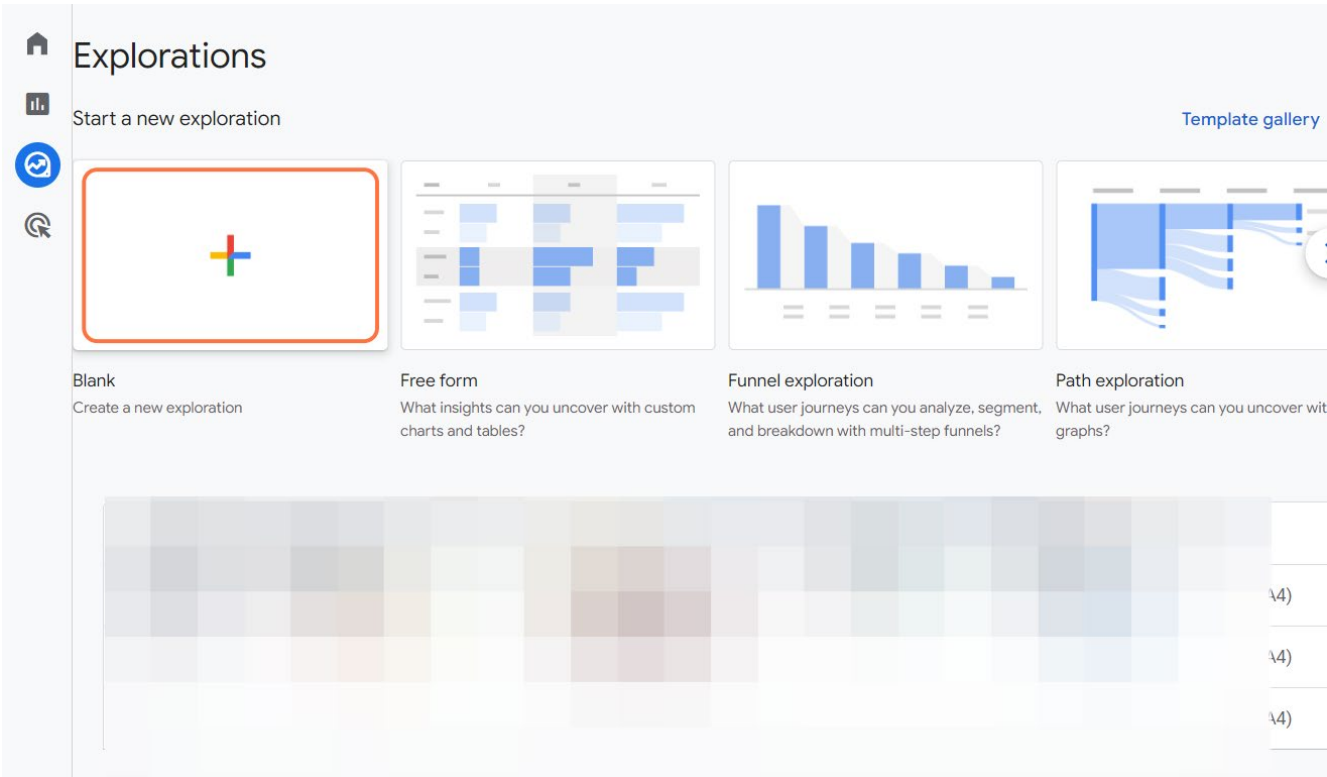
Once you have a GA4 property, you can find the **Explore tool in the main navigation menu on the left**.



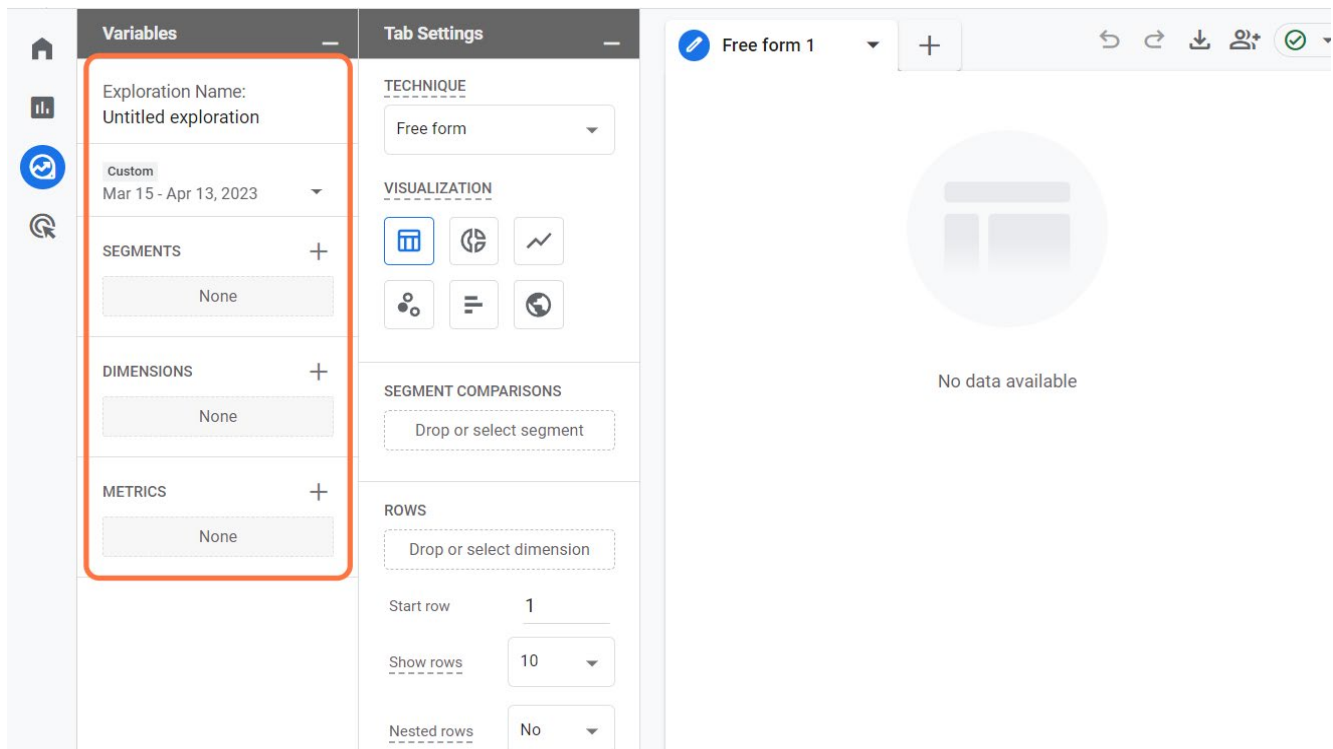
You can **choose from different templates in the gallery**, such as funnel analysis, path analysis, segment overlap, or cohort analysis,



or start from scratch and build your own report using various charts and tables.

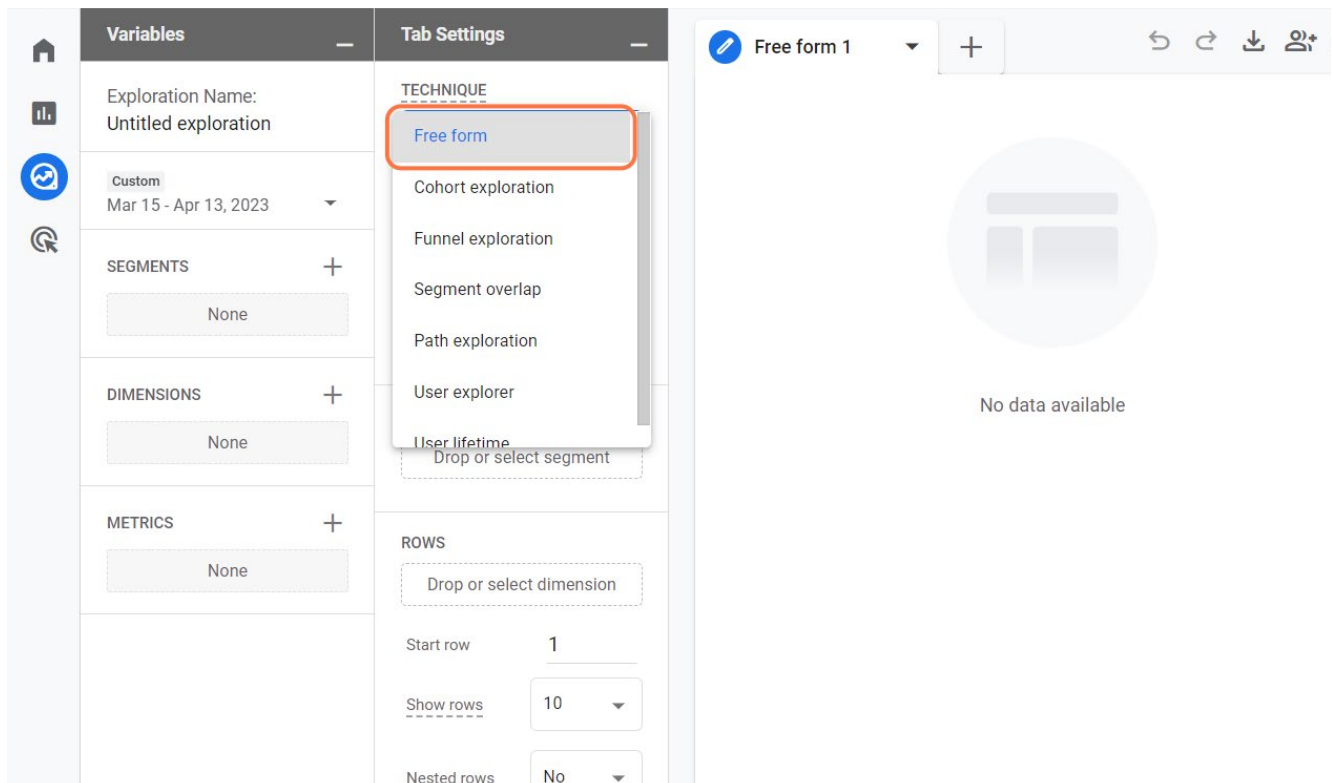


You can **apply filters, segments, and comparisons** to drill down into the details and uncover insights.



## Create Your Report in Google Analytics 4 step-by-step

1. Choose analysis technique.



2. Configure your report settings. Name your report, set period, and add segments, dimensions, and metrics.

The screenshot shows the 'Variables' and 'Tab Settings' panels. The 'Variables' panel is highlighted with a red box and contains the following fields:

- Exploration Name: Untitled exploration
- Custom Mar 15 - Apr 13, 2023
- SEGMENTS: None (+)
- DIMENSIONS: None (+)
- METRICS: None (+)

The 'Tab Settings' panel includes the following sections:

- TECHNIQUE: Free form
- VISUALIZATION: Bar, Pie, Line, Scatter, Map, Table
- SEGMENT COMPARISONS: Drop or select segment
- ROWS: Drop or select dimension, Start row: 1, Show rows: 10, Nested rows: No
- COLUMNS: (empty)

The main visualization area on the right shows 'Free form 1' with a 'No data available' message.

3. Drag each component to the corresponding blocks.

The screenshot shows the 'Variables' and 'Tab Settings' panels. The 'Variables' panel is highlighted with a red box and contains the following fields:

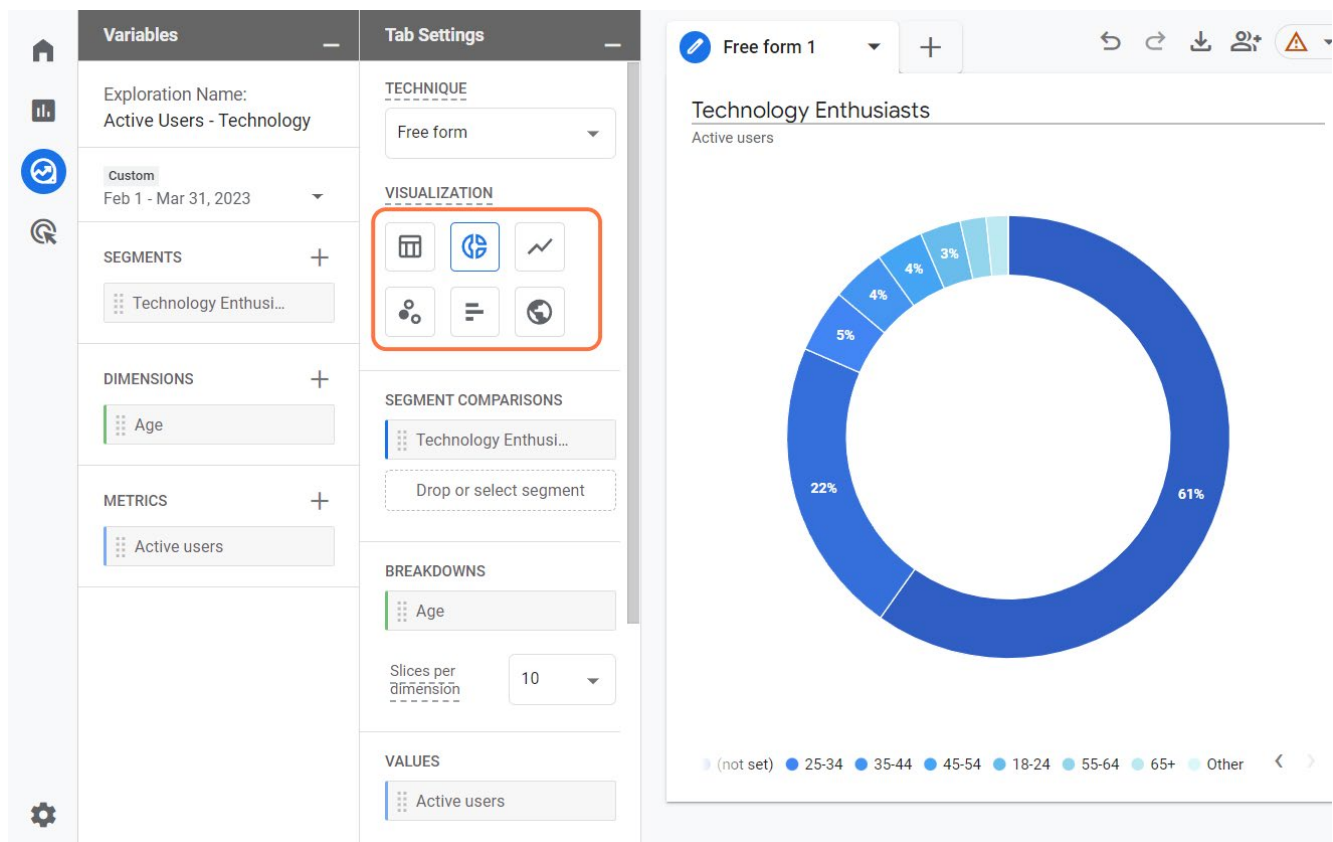
- Exploration Name: Active Users - Technology
- Custom Feb 1 - Mar 31, 2023
- SEGMENTS: Technology Enthusi... (+)
- DIMENSIONS: Age (+)
- METRICS: Active users (+)

The 'Tab Settings' panel includes the following sections:

- TECHNIQUE: Bar, Pie, Line, Scatter, Map, Table
- SEGMENT COMPARISONS: Technology Enthusi... (selected), Drop or select segment
- BREAKDOWNS: Age (selected)
- ROWS: Start row: 1, Bars per dimension: 10
- VALUES: Active users (selected)

Red arrows indicate the drag-and-drop process of components from the 'Variables' panel to the 'Tab Settings' panel. The main visualization area on the right shows 'Free form 1' with a bar chart displaying data for age groups: 25-34, 35-44, 45-54, 18-24, 55-64, and 65+.

#### 4. Customize your report layout and visualization options.



#### 5. Completed! There's no save button. Locate your report on the Explorations page.

The screenshot shows the 'Explorations' page with a sidebar on the left and a main content area. The main content area features a 'Template gallery' with four options: Blank, Free form, Funnel exploration, and Path exploration. Below the gallery is a table listing the created explorations. The first row, 'Active Users - Technology', is highlighted with a red box.

Type	Name	Owner	Last modified	Property
Person icon	Active Users - Technology	Antonín Nguyen	3:50 PM	(4)
Person icon	Page Types - Sessions	Antonín Nguyen	Apr 14, 2023	(4)
Person icon	Page Type - Active Users	Antonín Nguyen	Apr 13, 2023	(4)

## Different Types of GA 4 Reports

Creating tailored reports in Google Analytics 4 is key to understanding your website's performance and boosting its success. Now, I will create two of the many reports I'll review monthly. I encourage you to explore various report types in Google Analytics 4. **Customize them to your objectives** for optimal results.

### Source/Medium Report

The Source/Medium report reveals the **sources that bring visitors to your website**. Use this information to decide where to invest your time and money for the best results.

Name your report and set the period you want to review. Then select the building blocks of this specific report as follows:

**Note:** Full name of the first dimension is Session default channel group

The screenshot shows the Google Analytics 4 report builder interface. On the left, the 'Variables' panel is highlighted with an orange border. It contains the following sections:

- Exploration Name:** Source/Medium
- Custom:** Jan 1 - Apr 20, 2023
- SEGMENTS:** None
- DIMENSIONS:** Session default cha..., Month
- METRICS:** Views, Sessions, Conversions

On the right, the 'Tab Settings' panel is visible, showing the following sections:

- TECHNIQUE:** Free form
- VISUALIZATION:** Bar chart, Pie chart, Line chart, Scatter plot, Table, Map
- SEGMENT COMPARISONS:** Drop or select segment
- ROWS:** Drop or select dimension, Start row: 1, Show rows: 10, Nested rows: No
- COLUMNS:**

The main report area on the right shows a 'Free form 1' tab with a plus sign and a 'No data available' message.

Drag and drop components to the corresponding blocks. To better navigate through these reports, create a new form for each metric we have defined (Views, Sessions, Conversions).



Month	01	03	02
Session default channel group	Views	Views	Vi
<b>Totals</b>	<b>17,425</b> 29.31% of total	<b>17,287</b> 29.08% of total	<b>15</b> 25.74% of total
1 Organic Search	8,744	8,722	7
2 Direct	3,737	3,640	3
3 Unassigned	1,568	1,377	1
4 Referral	816	1,552	
5 Display	872	489	
6 Paid Search	662	509	
7 Email	408	426	
8 Organic Social	396	326	
9 Paid Other	136	153	
10 Paid Video	18	81	

## Landing Page Report

A landing page is the **first page that a user sees when they visit your website**. Optimize your landing pages for conversions, as it can influence the user's decision to stay on your website or leave. Knowing how different landing pages perform enables you to make smart changes that keep users engaged and interested.

Select the building blocks for this specific report. Again, make sure to create a new form for each metric to navigate yourself better.

Month	01	03	02
Landing page + query string	Views	Views	Vi
<b>Totals</b>	<b>17,425</b> 29.31% of total	<b>17,287</b> 29.08% of total	<b>15</b> 25.74% of total
1 /	4,217	4,255	3
2 /cs/	1,394	1,192	1
3 /price/	485	613	
4 /signup/	484	467	

**Pro Tip**

Copywriting is a special way of writing that helps convince people to do something, like buy a product or sign up for a newsletter. It's important for websites, especially on landing pages. It's crucial to make them interesting and exciting! Good copywriting can make people want to learn more, sign up for something, buy something, or even get hired. In a world with so many websites, great copywriting helps a landing page stand out and get more people to act.

# Conclusion and Final Words

Starting this journey, I was like a detective trying to crack the case of Universal Analytics and Google Analytics 4. Then, I had to figure out how to smoothly switch between the two. It was like going on a grand adventure of discovery.

Stepping into my role as the new marketing content manager at eWay-CRM, I felt like I'd just been handed a Rubik's Cube named Google Analytics 4. In my last job, it was different. Whenever I needed data reports, I had a whole squad of analysts who'd swoop in and save the day.

But suddenly, I had to crack the code of this new tool myself. The analysts were gone, and the familiar interface of Universal Analytics was replaced by the new, somewhat daunting layout of Google Analytics 4.

Writing each of the four parts of this series was like climbing a mountain. With every step, I was not just learning to use the tool, but also sharpening my skills and gaining confidence.

This guide is like a travel diary of that journey. It's here to pass on the knowledge and hands-on experience you need to become a Google Analytics 4 (GA4) wizard. Just like the great Albert Einstein said, "The only source of knowledge is experience." So, keep learning, keep trying new things, and keep tweaking your strategies based on what the data tells you.

I want to give a big shout-out to Zdeněk Hejl, a professional data analyst who guided me along this path. Also, hats off to Jan Lalinský, who gave me the chance to create this series, and now this chunky eBook.

As you set off on your own data adventure, I wish you all the luck. Don't shy away from challenges. Instead, treat them like brain teasers that make you smarter. Remember, as the saying goes, "What doesn't kill you, makes you stronger."

To wrap up, remember, your journey, like mine, will have its ups, downs, and aha! moments. It's these experiences that make the journey exciting. In the world of digital marketing, data isn't just a bunch of numbers—it's a story waiting to be told.

As you progress on your path of growth and learning, we kindly invite you to visit our [eWay blog](#) as well. Go ahead and take your time exploring it. I hope it helps you in your quest for knowledge and success.

**Be  
effective.**

