



LIVE Q&A

# Five Panelists Take On Your Hottest GA4 Questions

# Who you'll be hearing from ...

*Our panelists  
leading discussion*



**JAMES CORR**  
*Sr. Analytics Lead*



**EMMILLY BEST**  
*Analytics Manager*



**STEPHEN HARRIS**  
*Sr. Analytics Developer*

*Our panelists available  
for Live Chat + Q&A*



**CATHERINE BLAKE**  
*Analytics Developer*



**WINTER SCHWEIBOLD**  
*Sr. Analytics Associate*

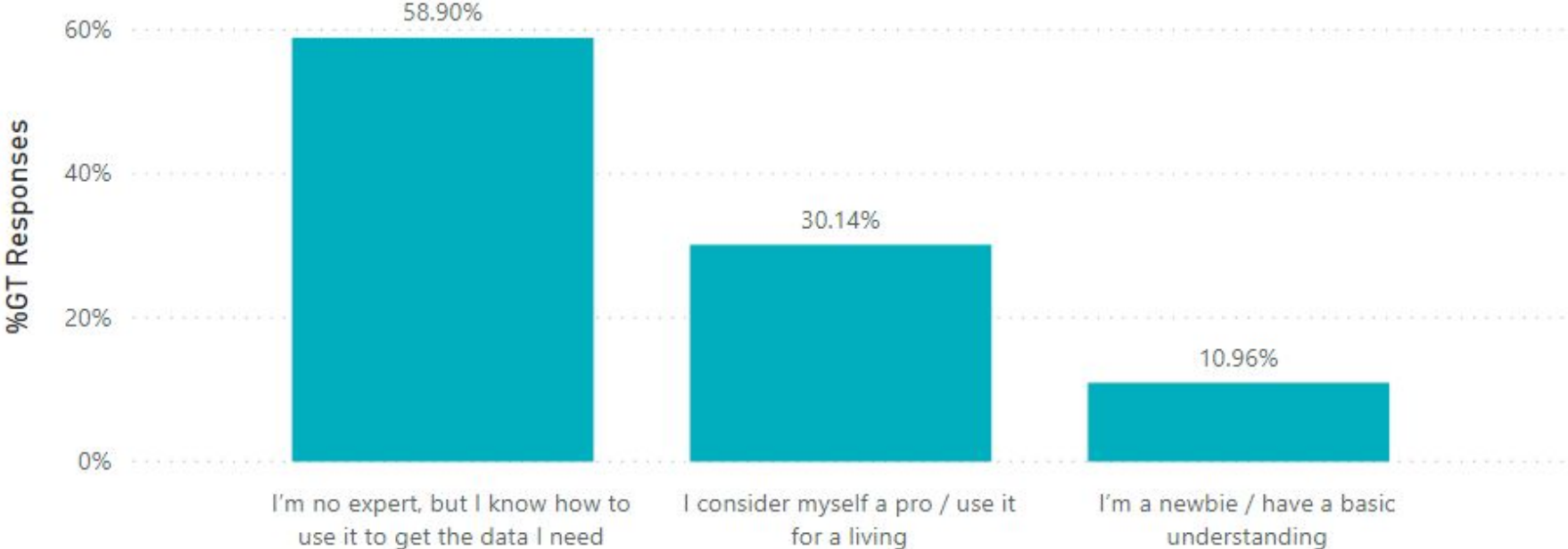




# Poll #1

# Poll #1 - Live Responses

Overall, how would you rate your Google Analytics knowledge?





# GA4 Introduction:

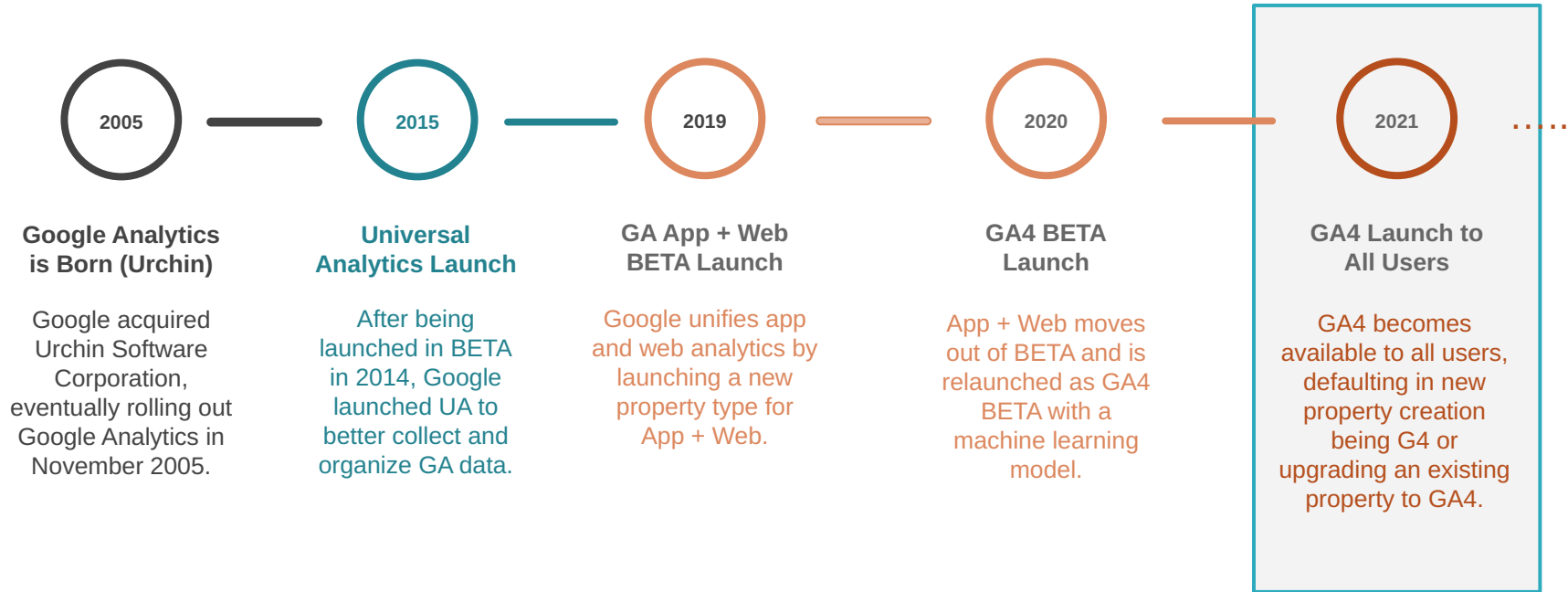
What is it? Why now?

What are the main benefits?

Simply put, Google Analytics 4 (GA4)  
represents a paradigm shift.



# What led to Google's decision to replatform the product now?

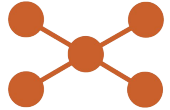


# What are the main benefits of GA4?



**Leverage a user-centric data model.** Understand user journey across devices and platforms with unified, deduplicated data using your 1st party data and Google's.

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**Get quicker insights.** Use the power of Google's Machine Learning to get the most value from your data.

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**Take action with advanced analysis.** Capabilities once exclusive to GA 360 are now available in GA4 like Segment Overlap, Explorer, Pathing, and more.

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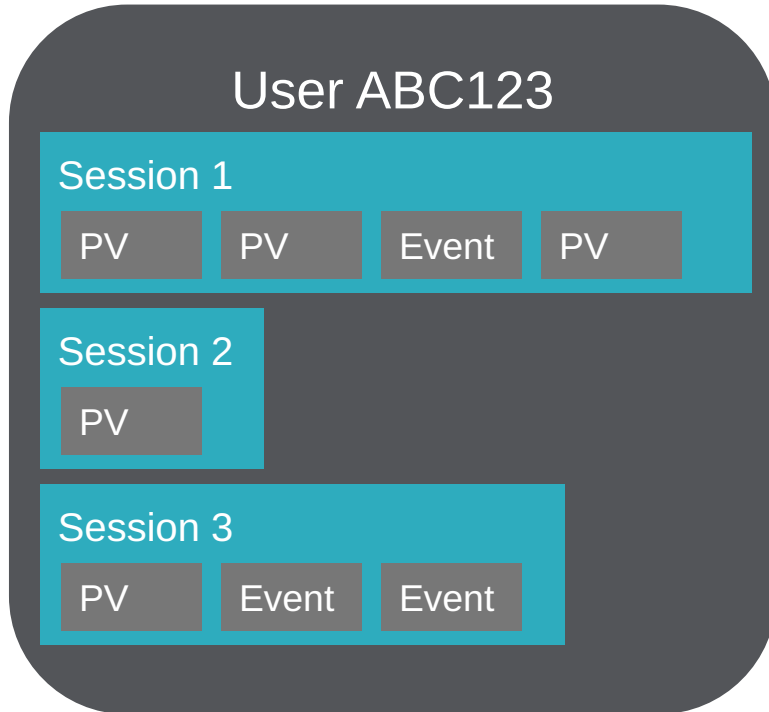
**Invest in a future-focused and privacy-first platform.** GA4 uses Google's industry-leading approach to enhanced data control.





# What is Google Analytics 4?

## Universal Analytics



## Google Analytics 4



# What is Google Analytics 4?

## Universal Analytics

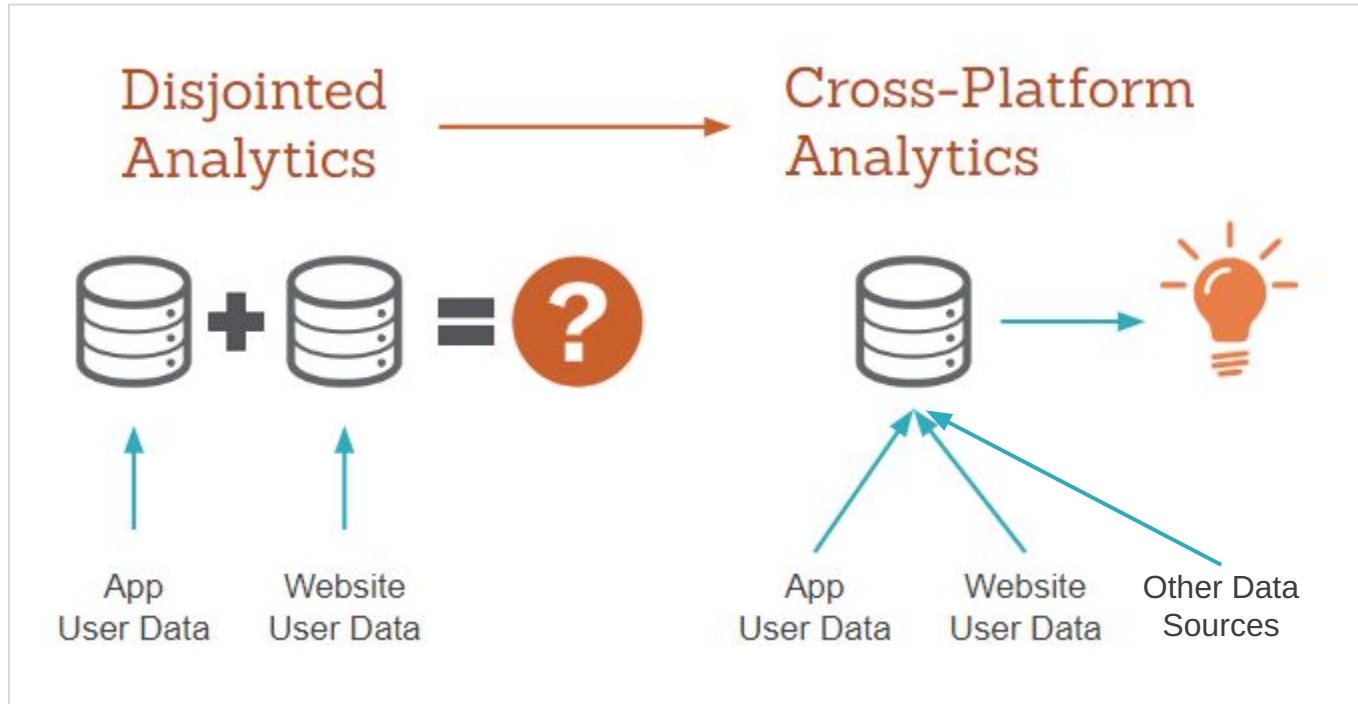
Event Category
Event Action
Event Label
Event Value

## Google Analytics 4

Event Name	
Event Parameter	Event Parameter
Event Parameter	Event Parameter
Event Parameter	Event Parameter
Event Parameter	Event Parameter
Event Parameter	Event Parameter



# What is Google Analytics 4?



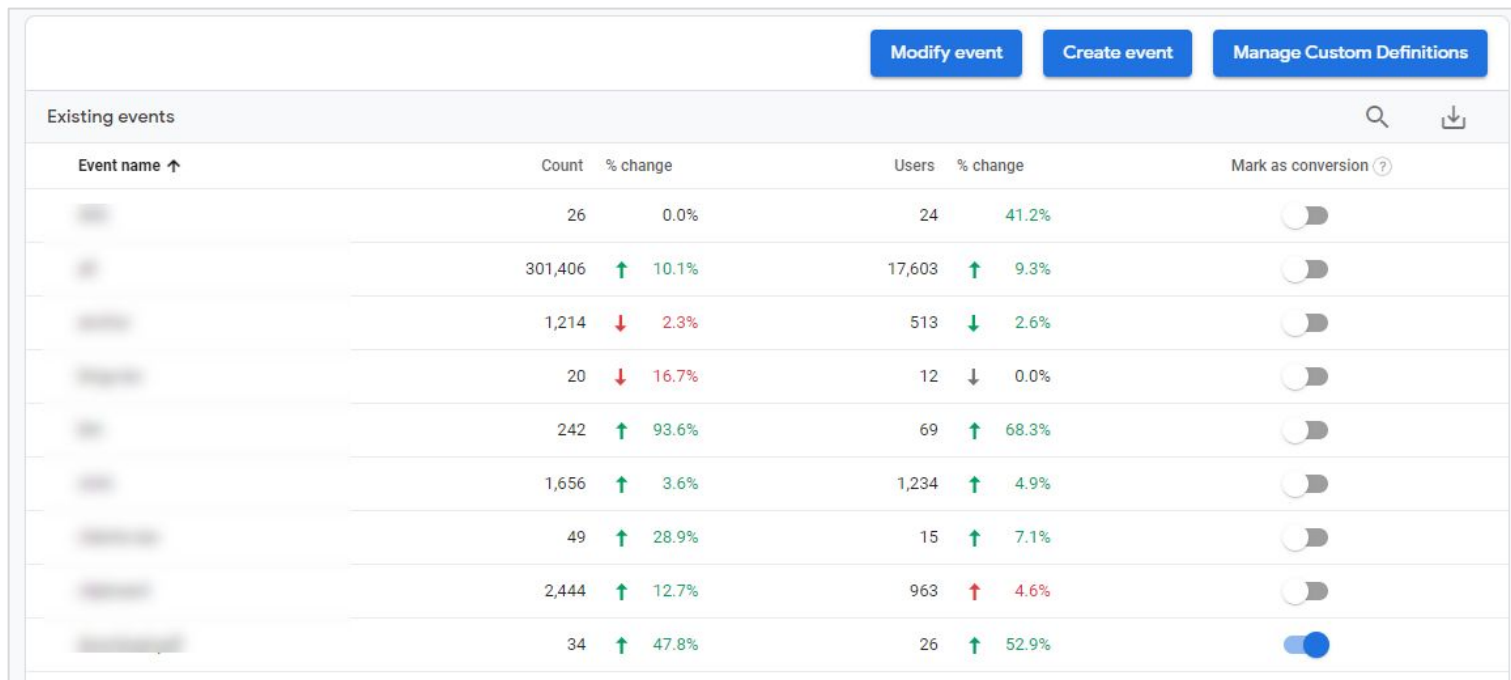


## GA4 vs UA:

What's different? What's new?  
What does it look like?

# What's different about GA4?

*Add/edit events directly in the interface, no more Event Category / Action / Label*



The screenshot displays the 'Existing events' section of the Google Analytics 4 interface. At the top right, there are three blue buttons: 'Modify event', 'Create event', and 'Manage Custom Definitions'. Below these buttons is a search icon and a download icon. The main content is a table with the following columns: 'Event name' (with an upward arrow), 'Count', '% change', 'Users', '% change', and 'Mark as conversion' (with a help icon). The table contains eight rows of data, with the last row having its 'Mark as conversion' toggle turned on.

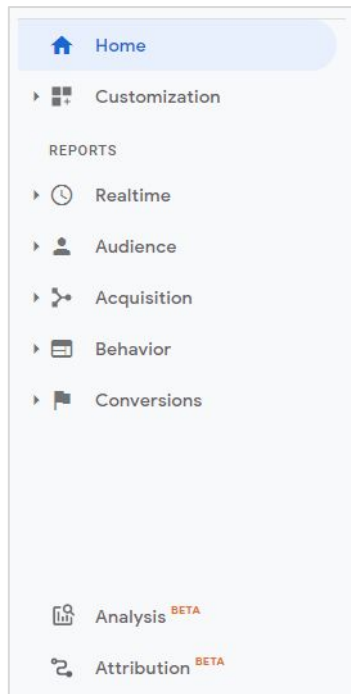
Event name ↑	Count	% change	Users	% change	Mark as conversion (?)
[blurred]	26	0.0%	24	41.2%	<input type="checkbox"/>
[blurred]	301,406	↑ 10.1%	17,603	↑ 9.3%	<input type="checkbox"/>
[blurred]	1,214	↓ 2.3%	513	↓ 2.6%	<input type="checkbox"/>
[blurred]	20	↓ 16.7%	12	↓ 0.0%	<input type="checkbox"/>
[blurred]	242	↑ 93.6%	69	↑ 68.3%	<input type="checkbox"/>
[blurred]	1,656	↑ 3.6%	1,234	↑ 4.9%	<input type="checkbox"/>
[blurred]	49	↑ 28.9%	15	↑ 7.1%	<input type="checkbox"/>
[blurred]	2,444	↑ 12.7%	963	↑ 4.6%	<input type="checkbox"/>
[blurred]	34	↑ 47.8%	26	↑ 52.9%	<input checked="" type="checkbox"/>



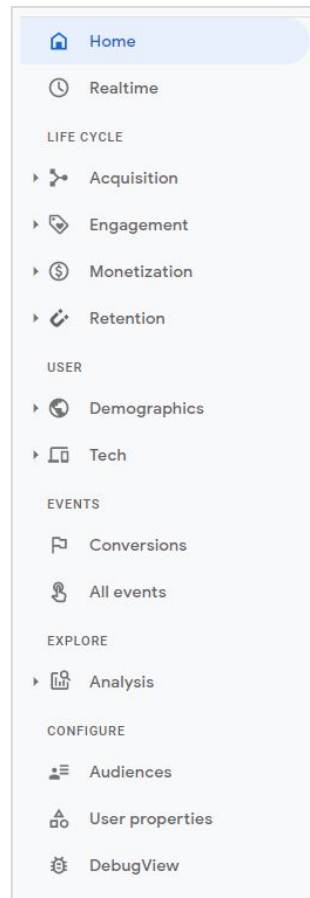
# What's different about GA4?

Overhaul of default reports and UI structure

Current GA  
Reports

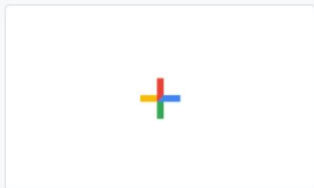


GA4  
Reports



# What's new in GA4?

Access to “Advanced Analysis” (previously only available to GA360 customers)



**Blank**  
Create a new analysis



**Exploration**  
What insights can you uncover with custom charts and tables?



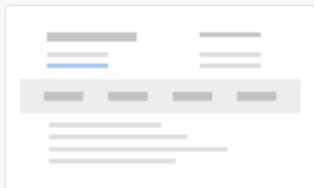
**Funnel analysis**  
What user journeys can you analyze, segment, and breakdown with multi-step funnels?



**Path analysis**  
What user journeys can you uncover with tree graphs?



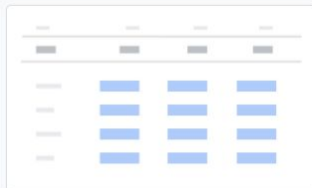
**Segment overlap**  
What do intersections of your segments of users tell you about their behavior?



**User explorer**  
What individual behaviors can you uncover by drilling into individual user activities?



**Cohort analysis**  
What insights can you get from your user cohorts behavior over time?



**User lifetime**  
What can you learn by analyzing the entire lifetime of your users?



# What's new in GA4?

*Enhanced insights and predictive metrics powered by machine learning*

Insights [Send feedback](#) [Manage](#) [Create](#)

**AUTOMATED INSIGHT** New

**Conversions for the segment you specified dropped yesterday**

On December 10, 2020

**AUTOMATED INSIGHT** New

**Performance week-over-week**

From November 29 to December 5, 2020

**AUTOMATED INSIGHT** New

**Engagement time was 78% lower than average for people in Boardman, United States.**

From November 29 to December 5, 2020

**AUTOMATED INSIGHT** New

**Engagement time was 69% lower than average for people in Ashburn, United States.**

From November 29 to December 5, 2020

**AUTOMATED INSIGHT** New

**(Organic) drove 84.56% of conversions last month**

From November 1 to 30, 2020

**AUTOMATED INSIGHT** New

**Google/organic drove 85.58% of conversions last month**

From November 1 to 30, 2020





# What does GA4 look like?

*Let's go through a live walkthrough ...*



**EMMILLY BEST**  
*Analytics Manager*

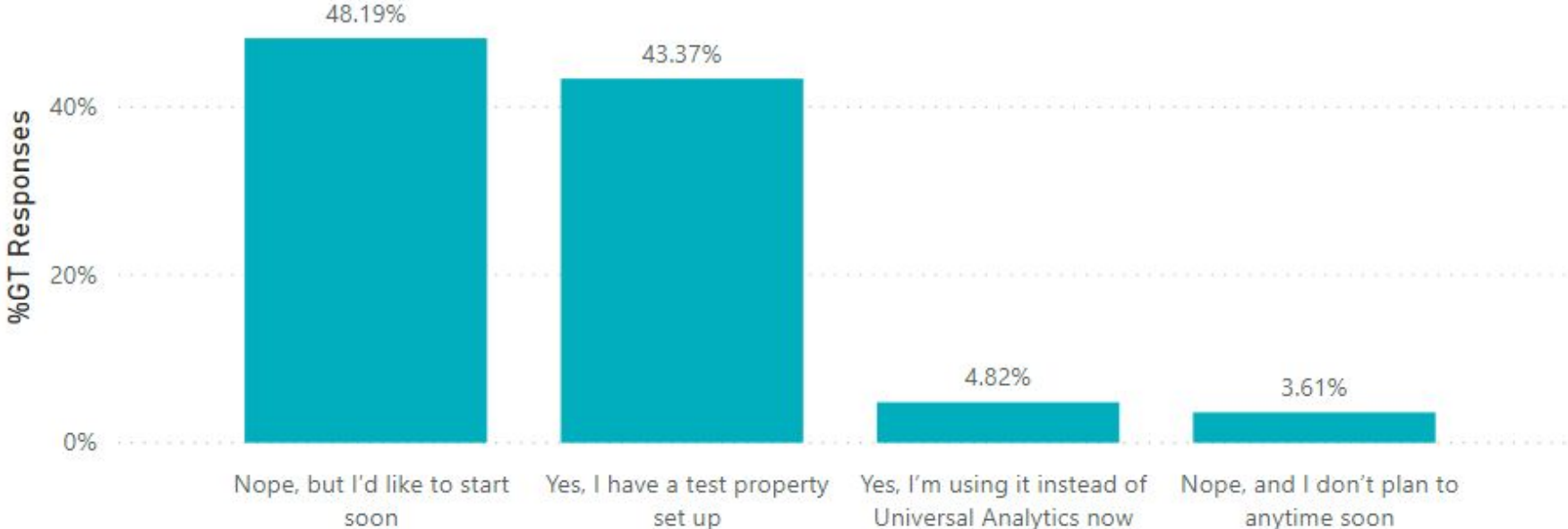




# Poll #2

# Poll #2 - Live Responses

Have you already started preparing for GA4?



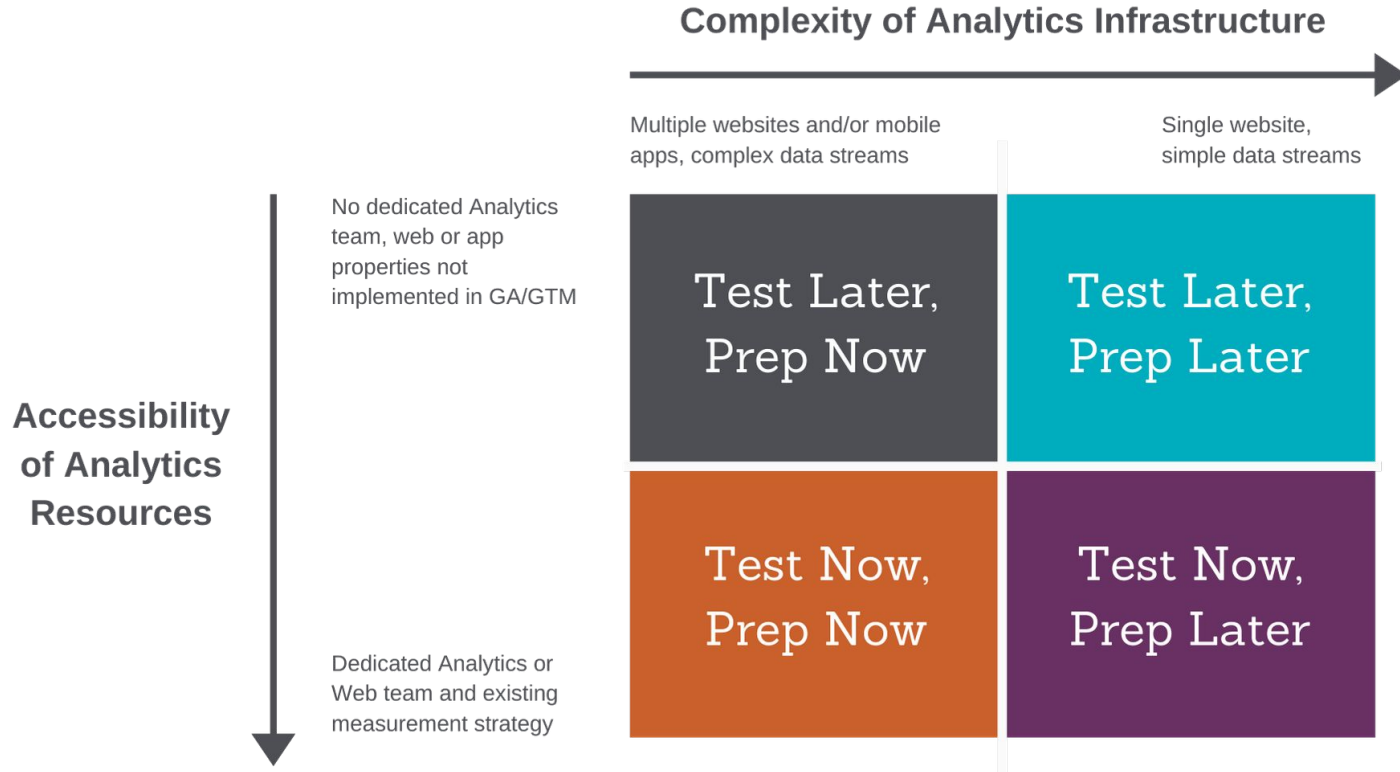


## GA4 Preparation:

Who should be starting to prepare now?  
What's the first step?

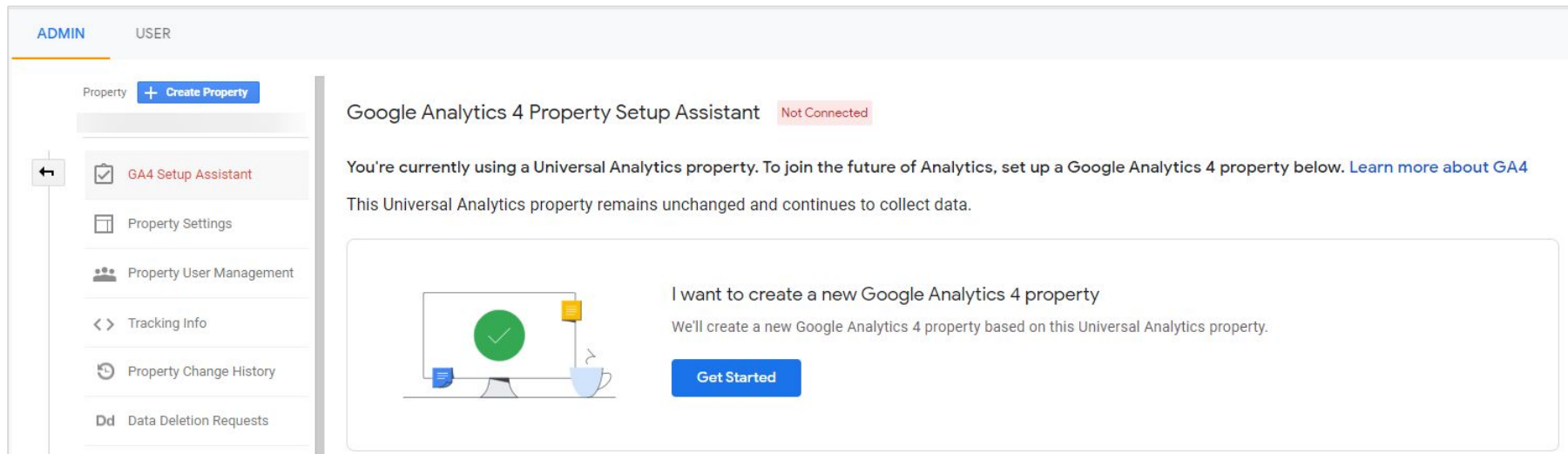
# Who should be starting to prepare now?

*A framework for you to consider:*



# What's the first step?

Create a GA4 test property with [built-in](#) and [enhanced measurement](#). Then, once those events are populating correctly, add [recommended](#) events



The screenshot displays the Google Analytics Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. Below this, a 'Property' section contains a '+ Create Property' button. A left-hand navigation menu includes options like 'GA4 Setup Assistant', 'Property Settings', 'Property User Management', 'Tracking Info', 'Property Change History', and 'Data Deletion Requests'. The main content area features the 'Google Analytics 4 Property Setup Assistant' with a 'Not Connected' status. A message informs the user that they are currently using a Universal Analytics property and encourages them to set up a new GA4 property. A 'Get Started' button is prominently displayed next to an illustration of a computer monitor with a green checkmark and a coffee cup.





# Audience Q&A:

## It's your turn to ask questions!

# Thank you for joining us!

*Here's what you can do now:*



## **Subscribe to Seer's Newsletter:**

Get updates about the new GA4 as they emerge.

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## **Get GA4 Certified:**

Work on levelling up your knowledge about the tool.

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## **Still Have Questions or Need Additional GA4 Support?**

Complete [this form](#) to sign up for :15 GA4 consultations with Seer (starting in January 2021, available for a limited time).

