CanadaHelps x Google

Google Analytics & GA4

Allison Everhart & Ben Wise

May 17, 2023

Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

Trouble hearing us?

- Turn up your computer's volume.

- Click Sound Check under Audio in your GoToWebinar Panel.

- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.
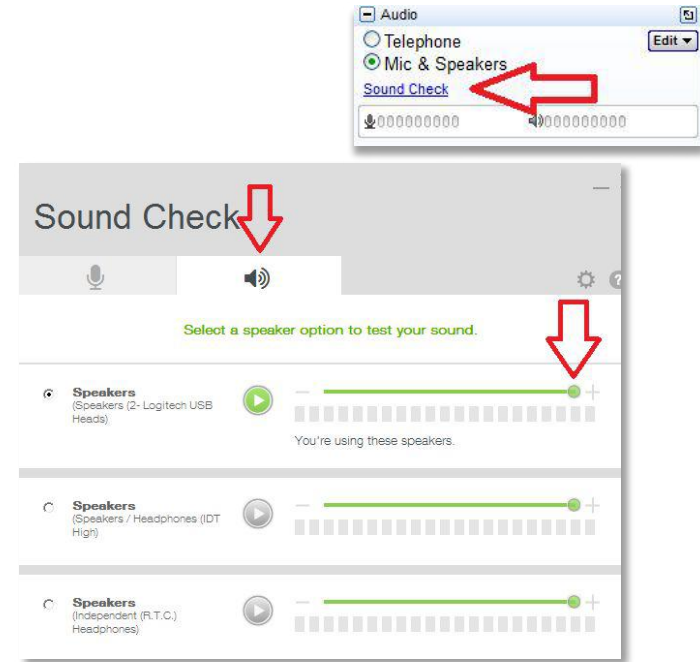
For the best webinar experience, close all other applications.

Yes!

The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.
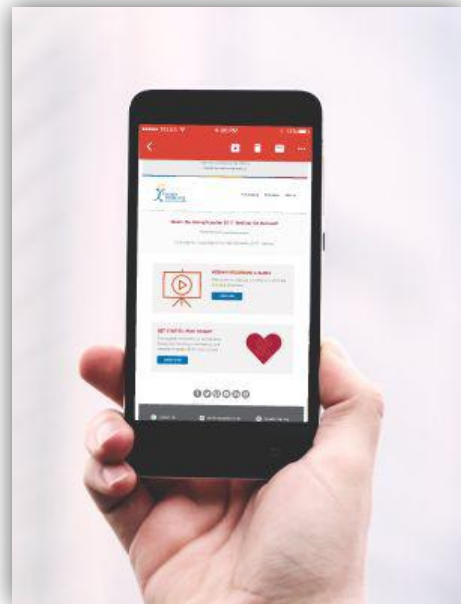
You can hear us, we can't hear you.

Have questions?
Type them into the
Questions Log at anytime.

**Allison
Everhart**

*Analytical Lead,
CPG*

**Ben
Wise**

*Head of
Programmatic Media*

Google

Agenda

00:00	**Introductions**
00:05	Google for Nonprofits
00:10	Mastering Google Analytics for Nonprofits
00:50	**Closing Comments, Q&A**

Nonprofits are changing the world

Photo credit: charity:water

But this comes with a unique set of challenges

Organizing and collaborating
Managing volunteers
Raising awareness and storytelling
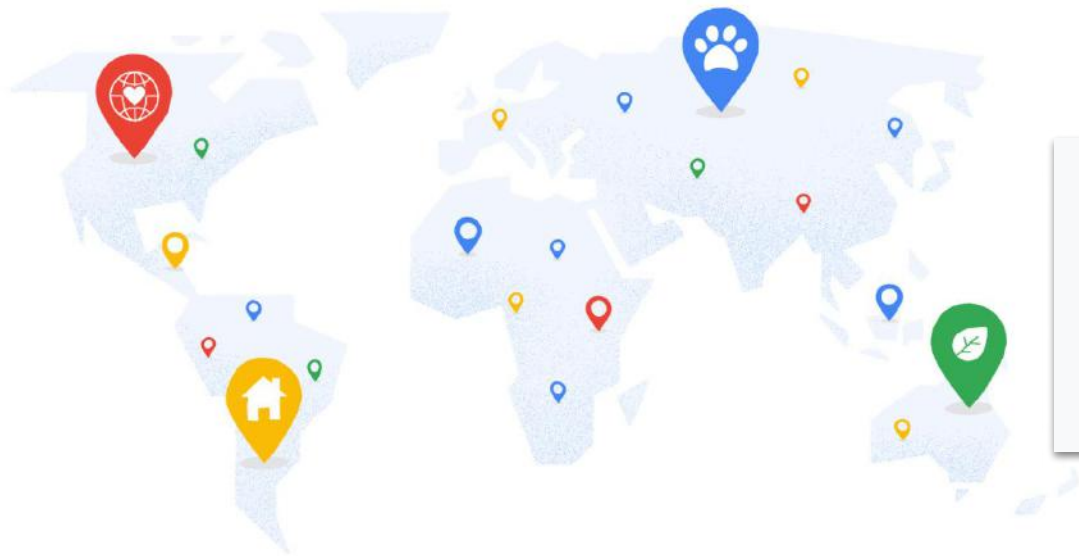Driving donations

Photo credit: Direct Relief

In 2011, we launched Google for Nonprofits

We exist to help empower nonprofits to focus on their mission, and on the people and causes they are committed to helping.
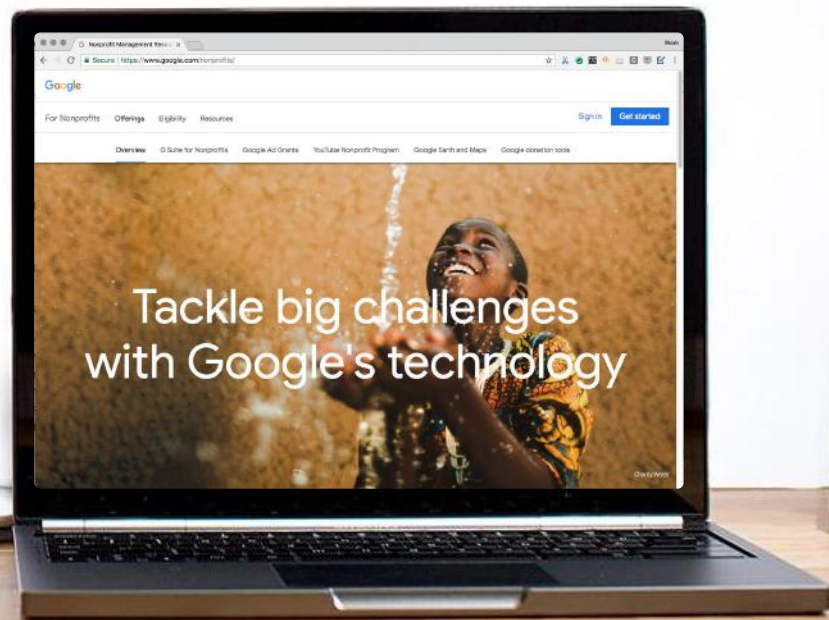
Google

Our program is global, like the nonprofits we serve

350,000+
nonprofits
across
67+ countries

Google

Our solutions are aimed at tackling nonprofit challenges

Google Workspace for Nonprofits	Ad Grants	YouTube Nonprofit Program	Google Earth and Maps
Nonprofits get **Google Workspace for Nonprofits at no charge,** and **Google Workspace Business and Enterprise** at a discounted, nonprofit-only, rate	Nonprofits get **$10,000/month** in Google Ads budget to create text-only ads that run on Google Search	**Engage audiences with video** and direct traffic to your website using **Link Anywhere cards** Nonprofits also get **access to shoot or edit videos** at YouTube Spaces	Nonprofits get access to **$250/month additional Google Maps Platform credit** to use on maps developer products

Mastering Google Analytics for Nonprofits
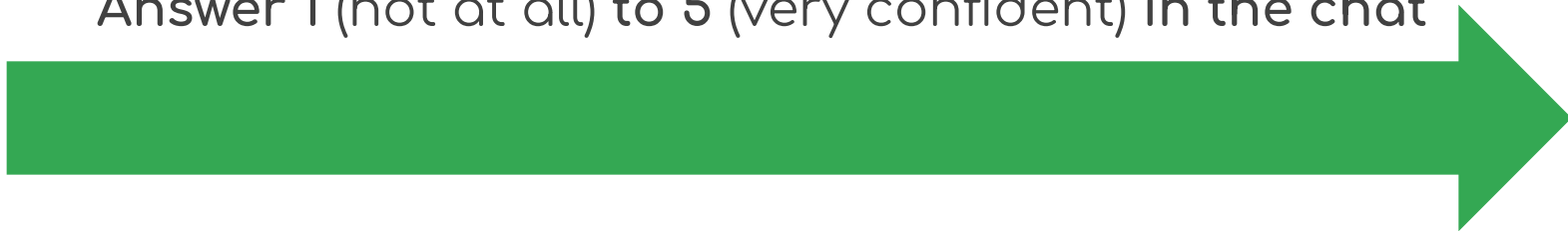
May 17, 2023
CanadaHelps x Google

How many of you are on <mark>Google Analytics 4</mark> today?
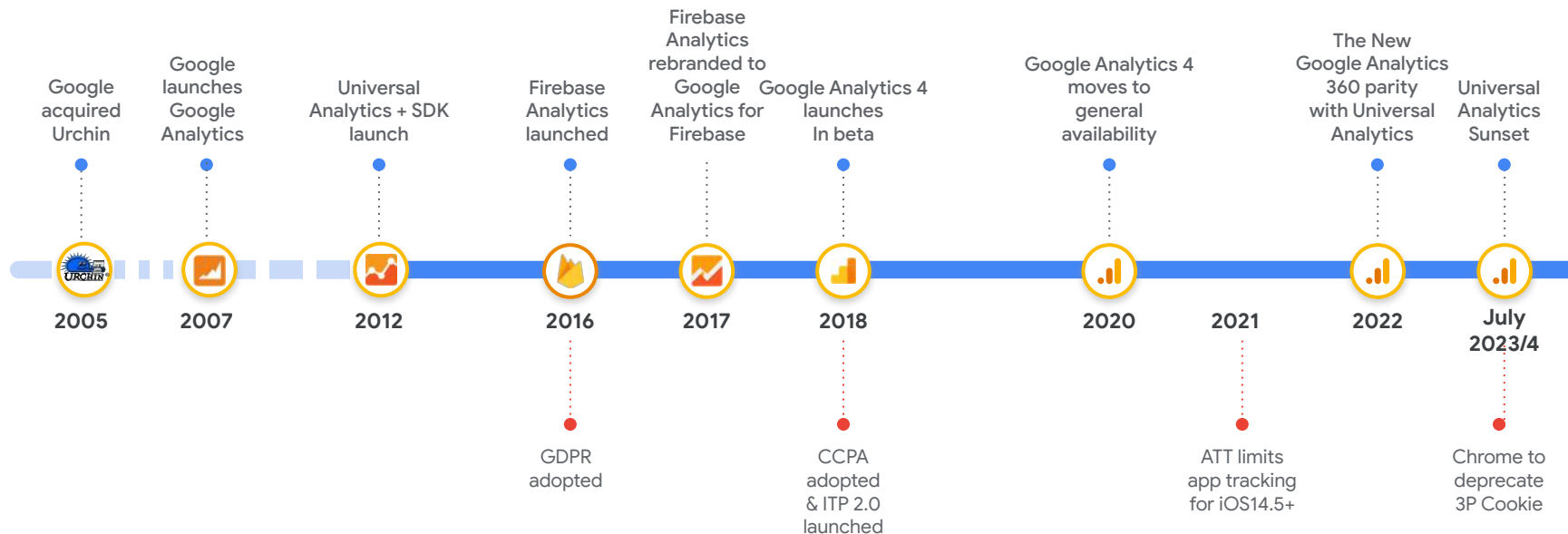
Answer 'yes' or 'no' in the chat to the side

Google

How well do you feel you know Google Analytics 4 today?

Answer 1 (not at all) **to 5** (very confident) **in the chat**

Google

Google Analytics Has Evolved

Alongside changes in regulations, technical standards, and user expectations...

2005 — Google acquired Urchin

2007 — Google launches Google Analytics

2012 — Universal Analytics + SDK launch

2016 — Firebase Analytics launched
GDPR adopted

2017 — Firebase Analytics rebranded to Google Analytics for Firebase

2018 — Google Analytics 4 launches In beta
CCPA adopted & ITP 2.0 launched

2020 — Google Analytics 4 moves to general availability

2021 — ATT limits app tracking for iOS14.5+

2022 — The New Google Analytics 360 parity with Universal Analytics

July 2023/4 — Universal Analytics Sunset
Chrome to deprecate 3P Cookie

With Universal Analytics sunsetting very soon, <mark>we will be talking about Google Analytics 4</mark>
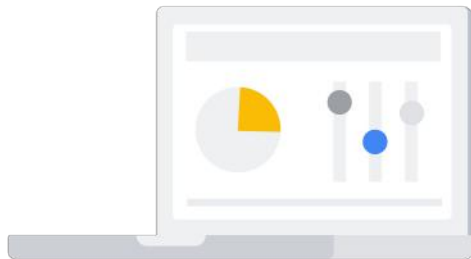
Let's get you equipped for the future!

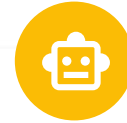Google

Our three main goals for you today

How GA4 can help with your nonprofit's goals

How to navigate GA4

Key reports, metrics, & definitions

Learning Outcome

At the end of the session you will be able to confidently navigate around the Google Analytics interface and read reports to understand the most important metrics from your website.

How GA4 can help with your nonprofit's goals

How to navigate GA4

Key reports, metrics, & definitions

What are the key differences between GA4 and UA?

DATA COLLECTION

Event-based now instead of session-based.

Privacy focused and with user consent in mind.

Why event-based versus sessions?
1. Flexible... How do measure a session on mobile?
2. Privacy-safe as you can collect without cookies
3. Future proof since it is so flexible and device agnostic

How is GA4 more privacy-focused?
1. No cookies by default
2. More control for user over their data with features to opt out of tracking or delete data
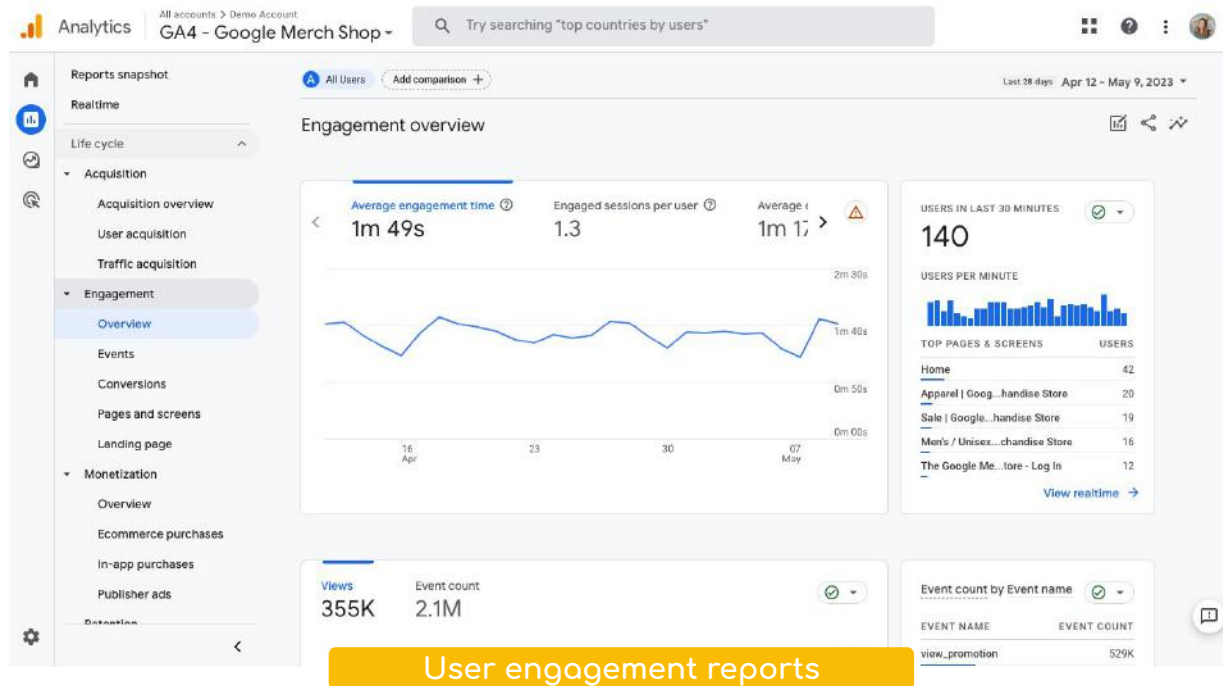3. Compliant with global privacy laws such as GDPR (General Data Protection Regulation)

Google

What are the key differences between GA4 and UA?

REPORTING

Different reports,
ex: user engagement reports

Different metrics,
ex: lifetime value metric

Different ways to view data,
ex: new explorer custom reporting
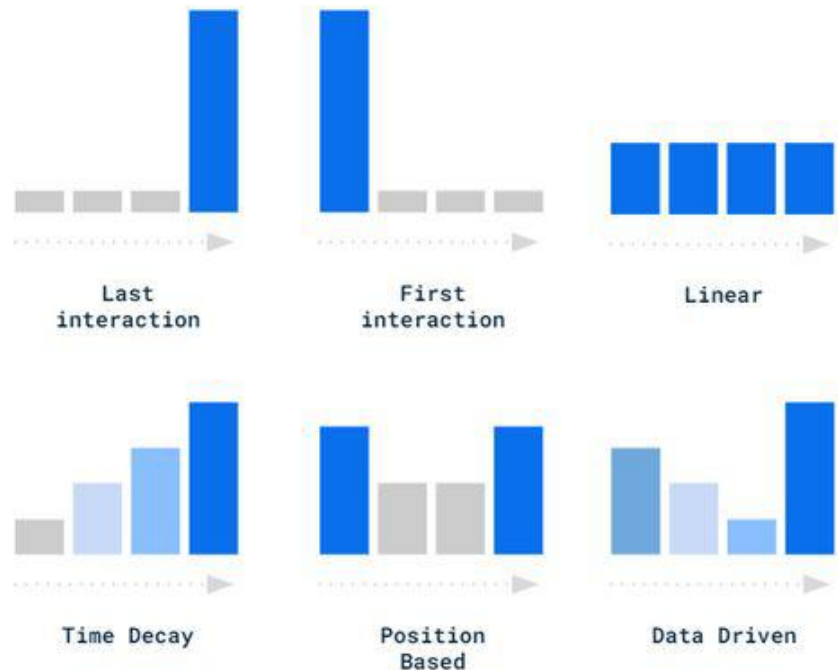
User engagement reports

Google

What are the key differences between GA4 and UA?

ATTRIBUTION

New default attribution model,
Data driven attribution

Use multiple attribution models,
DDA, last-click, first click, etc.

Custom attribution

Last interaction

First interaction

Linear

Time Decay

Position Based

Data Driven

Source: stacktonic.com

Google

Innovating for a future that is:

CONSENTED

Adapt to privacy demands and control how data is collected and used based on user's consent

- User Privacy Expectations
- Regulatory Changes
- Platform Updates

FIRST-PARTY

Enable you to collect and use first-party data to understand and engage your users

By understanding users' behavior throughout their journey, you will be able to tailor the right experience based on their needs

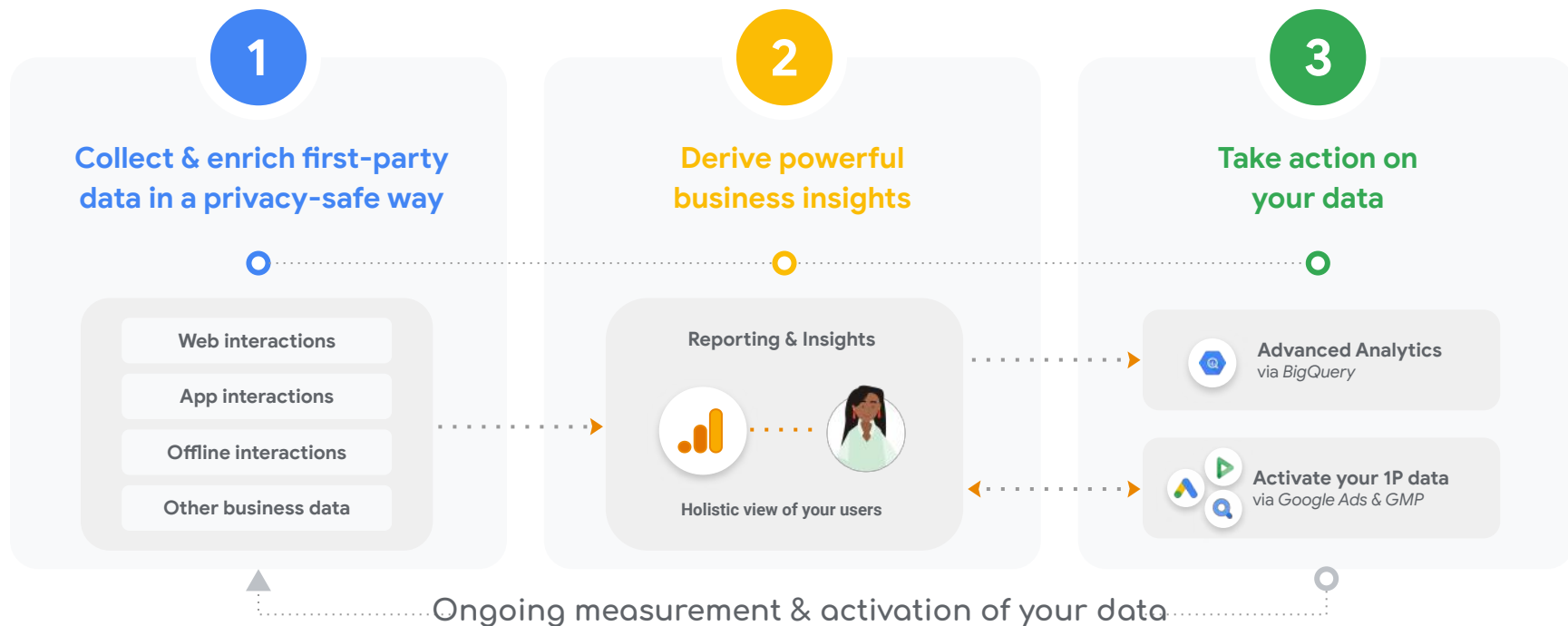**71%** of consumers now expect to receive personalized interactions[1]

MODELED

Enhance your first-party data with modeling to fill in the gaps from cookie loss and measurement restrictions

Marketers need to preserve behavioral measurement while respecting user privacy

IS MORE IMPORTANT THAN EVER SO YOU CAN PROPERLY MEASURE THE SUCCESS OF YOUR BUSINESS

Google

Google Analytics 4 enables you to answer strategic questions in innovative ways and drive impact

1

Collect & enrich first-party data in a privacy-safe way

Web interactions

App interactions

Offline interactions

Other business data

2

Derive powerful business insights

Reporting & Insights

Holistic view of your users

3

Take action on your data

Advanced Analytics
via *BigQuery*

Activate your 1P data
via *Google Ads & GMP*

Ongoing measurement & activation of your data

Google

How can Google Analytics 4 help your non-profit?

Understand your audience

demographics, interests, & behavior

Measure your impact

website traffic, donations, newsletter sign-ups
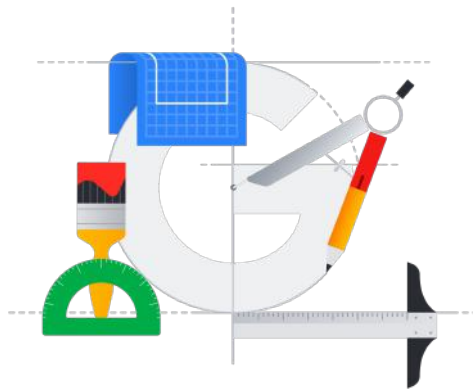
Make more informed decisions

Make more informed decisions about how to allocate your resources by providing insights into the effectiveness of your marketing campaigns and the impact of your programs. This can be used to make sure that your non-profit is using its resources in the most effective way possible.

Google

Don't have your own GA4 property yet?

1

Google

ga4 demo account ✕ 🎤 📷 🔍

🔍 All · 📰 News · 🏷️ Shopping · ▶️ Videos · 🖼️ Images · ⋮ More · · · · · · · · · Tools

About 244,000 results (0.34 seconds)

G Google
https://support.google.com › analytics › answer ⋮

[GA4] Demo account - Analytics Help

The Google Analytics **demo account** is a fully functional Google Analytics account that any Google user can access. It contains one Universal Analytics ...

[GA4] Switch between... · About Search Console · User Explorer

2

[GA4] Demo account

Learn by experimenting with data from the Google Merchandise Store and Flood-It!

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains one Universal Analytics property and two Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.

In this article: ⌃

Access the demo account
Where the data comes from
Ways to use the demo account
Limitations
Remove access to the demo account

3
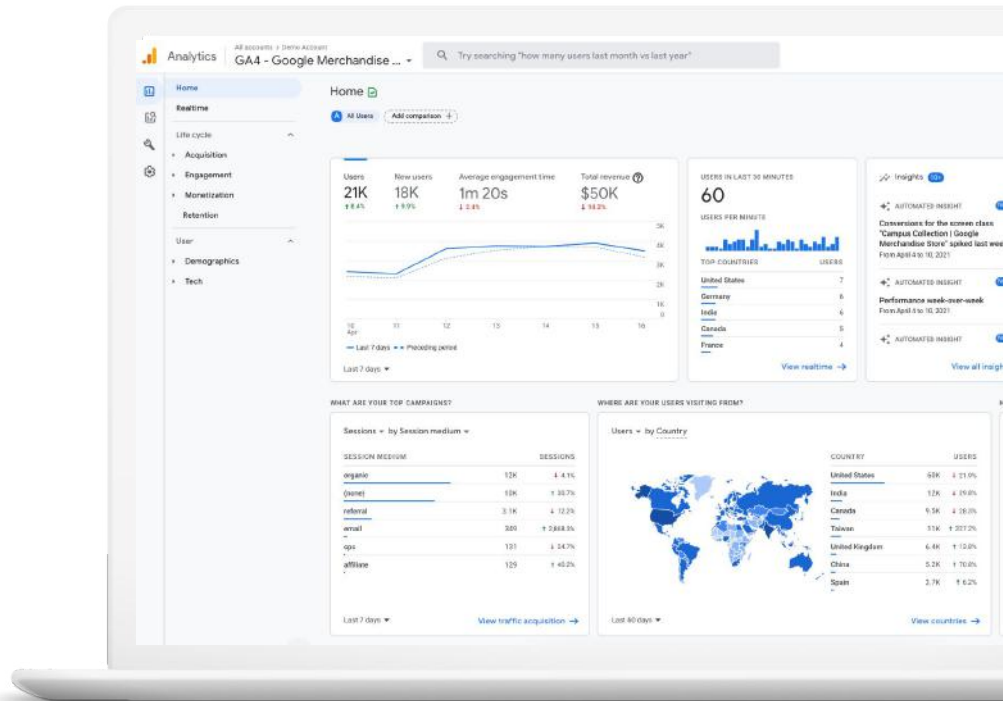
- Google Analytics 4 property: Google Merchandise Store (web data) ⧉
- Google Analytics 4 property: Flood-It! (app and web data) ⧉
- Universal Analytics property: Google Merchandise Store (web data) ⧉

Google

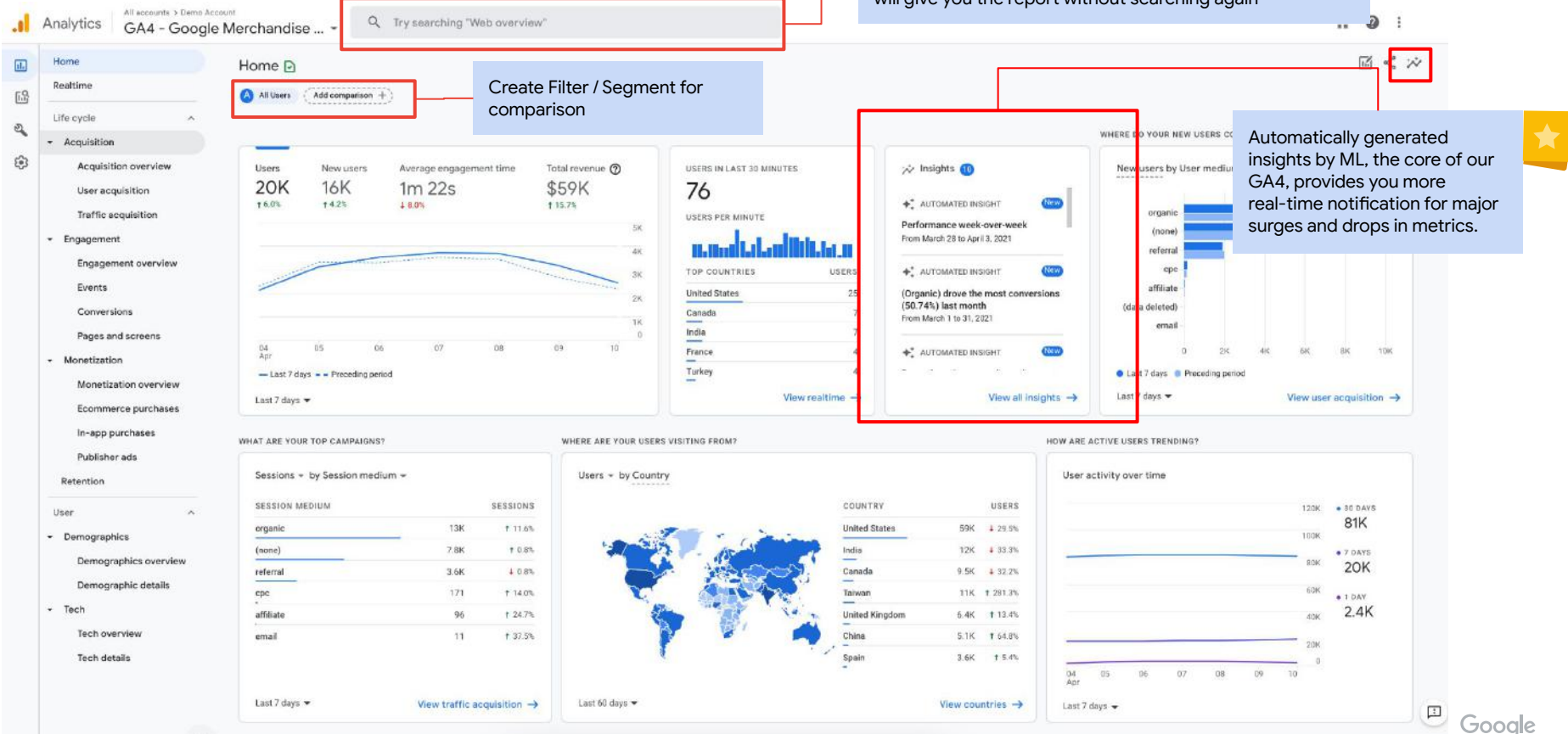# Introduction to GA4 User Interface

GA4 Properties offer unique insights into the customer journey across platforms and devices.

They allow utilizing 1st party data and Google's proprietary data for use in audiences, behavioral insights and to see customer journeys and x-device insights.

- **Measure customer journeys that span devices and platforms,** allowing for a full picture of how users interact with content, based both on Google's data and a flexible event collection and data model.

- **The reporting infrastructure** is designed to make a quick check of business metrics, and then dig deeper into the areas to explore.
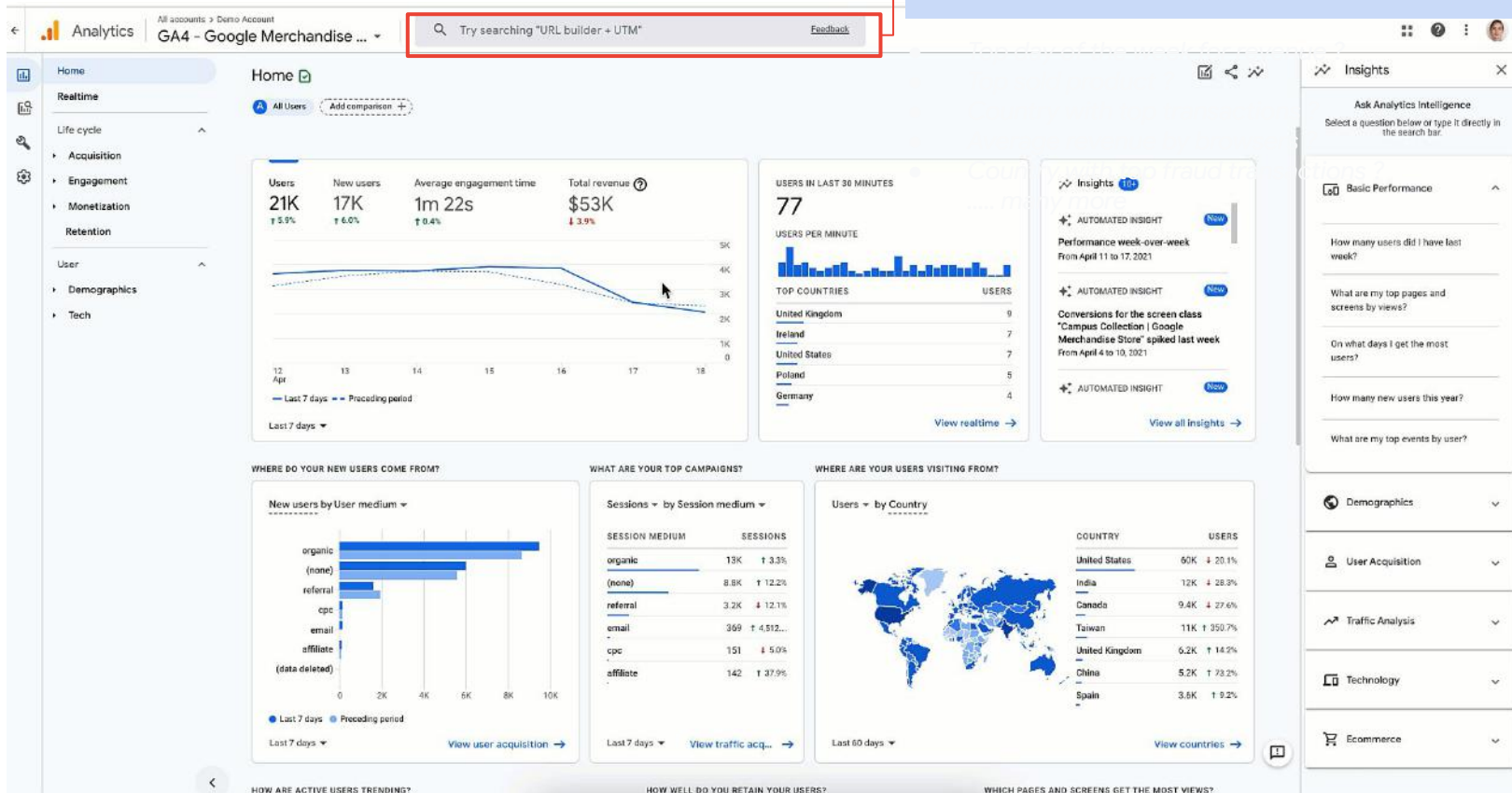

Google

GA4 UI Introduction

You can search what you want to visualize: "traffic report" will give you the report without searching again

Create Filter / Segment for comparison

Automatically generated insights by ML, the core of our GA4, provides you more real-time notification for major surges and drops in metrics.

UI Introduction

Ask Analytics Intelligence questions about different data

Interface walkthrough - Analytics Intelligence

Analytics Intelligence is a set of features that uses machine learning and conditions you configure to help you understand and act on your data.

Analytics Intelligence provides two types of insights:

Automated insights: Analytics Intelligence detects unusual changes or emerging trends in your data and notifies you automatically, on the Insights dashboard, within the Analytics platform.

Custom insights: You create conditions that detect changes in your data that are important to you. When the conditions are triggered, you see the insights on the Insights dashboard, and you can optionally receive email alerts. You can create up to 50 custom insights per property.
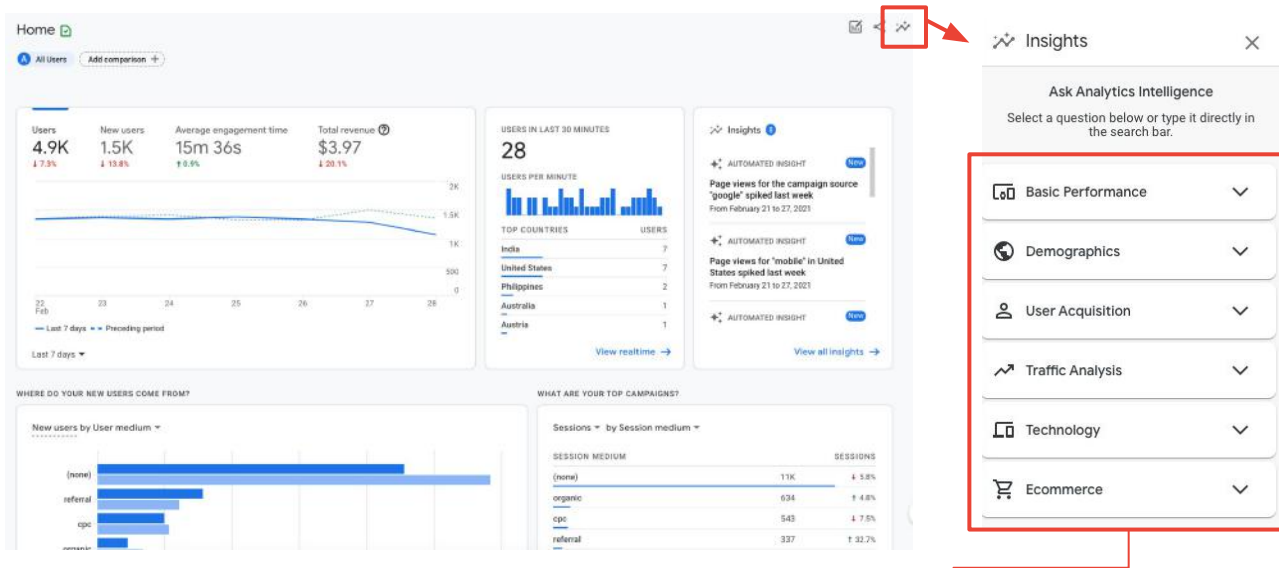
Scroll through a unique set of suggested business questions based on major reporting categories
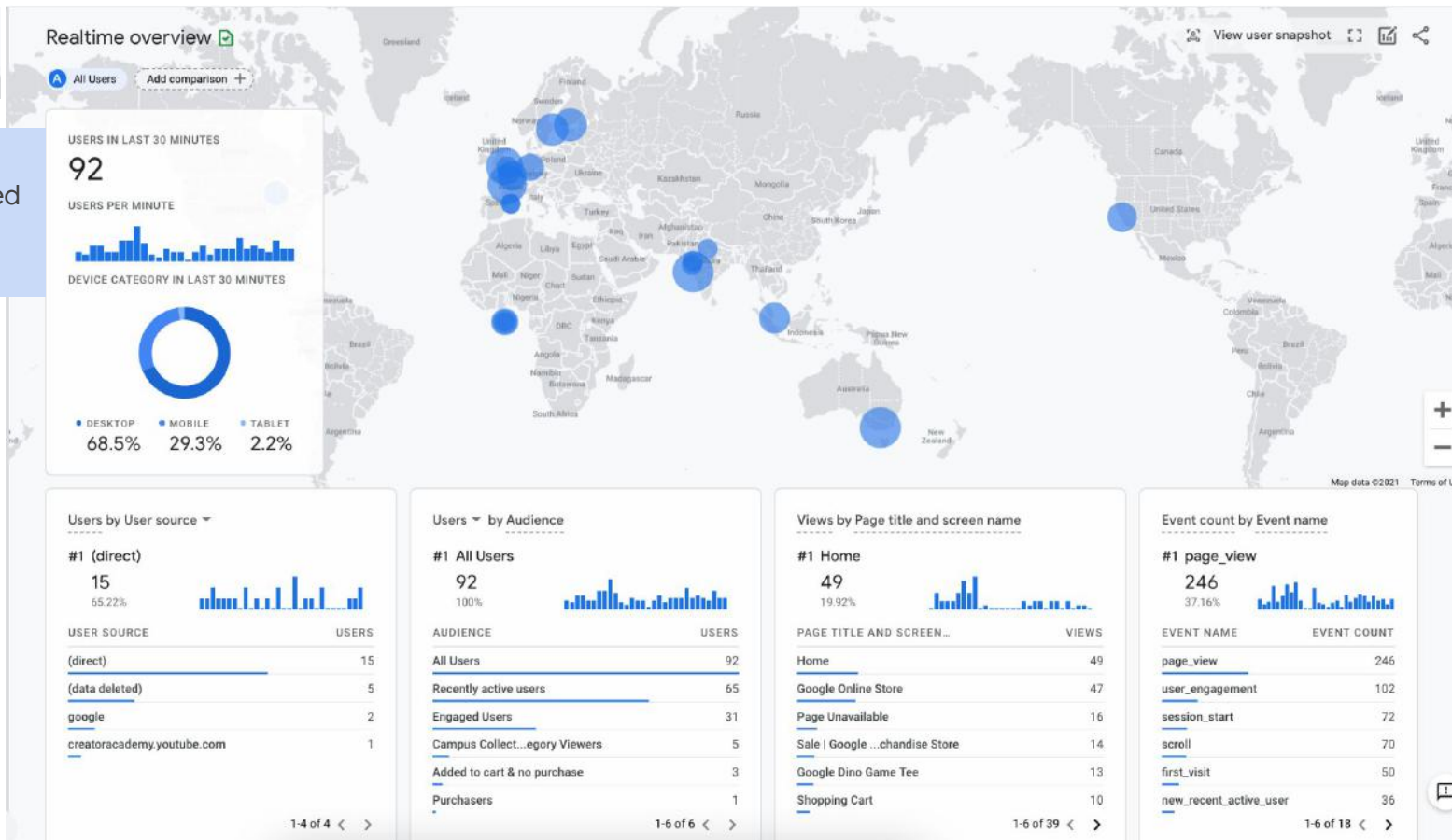
Support Article: Analytics Insights

Google

Interface walkthrough - Real Time

Real Time reports are also embedded in other reporting sections
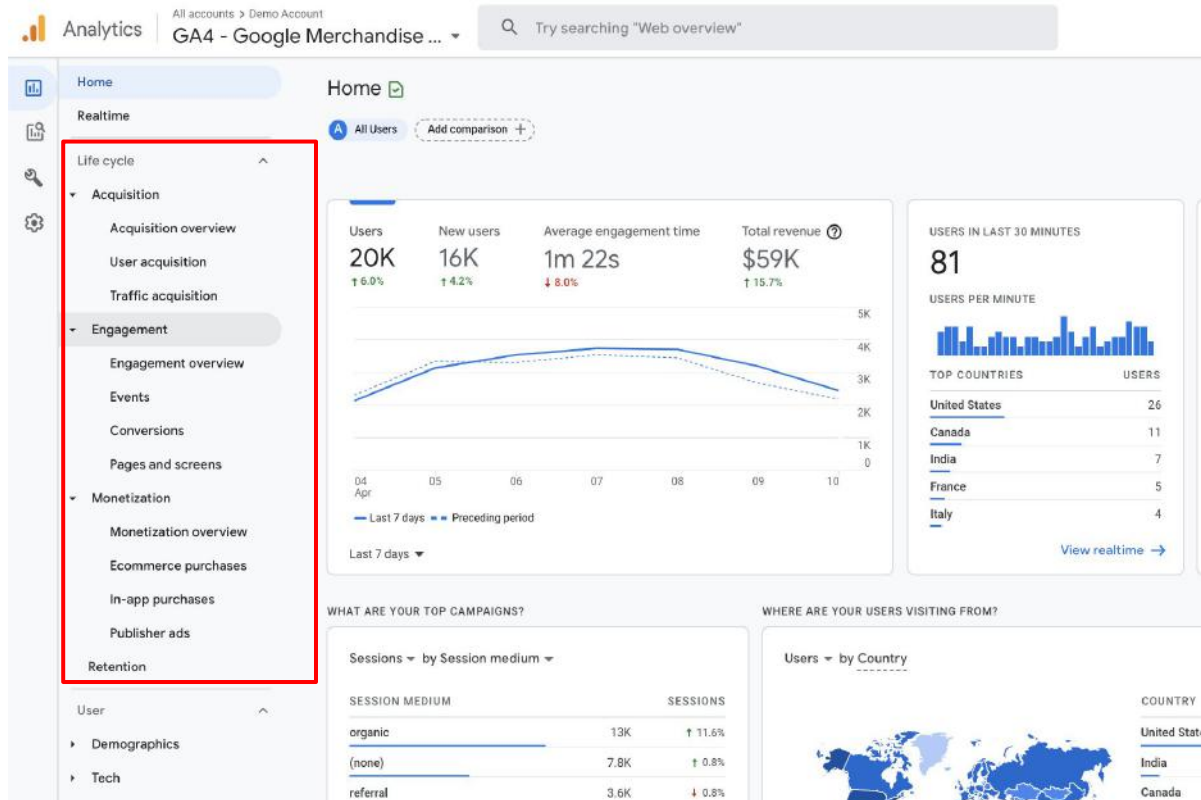
Interface walkthrough - via Life Cycle reports

Earlier audience, acquisition and behavior, conversion reports of Universal Analytics can be found under **user lifecycle modules.**

Broken down into
- Acquisition
- Engagement
- Monetization
- Retention

Ecommerce reports are a good starting point and available under the Monetization tab
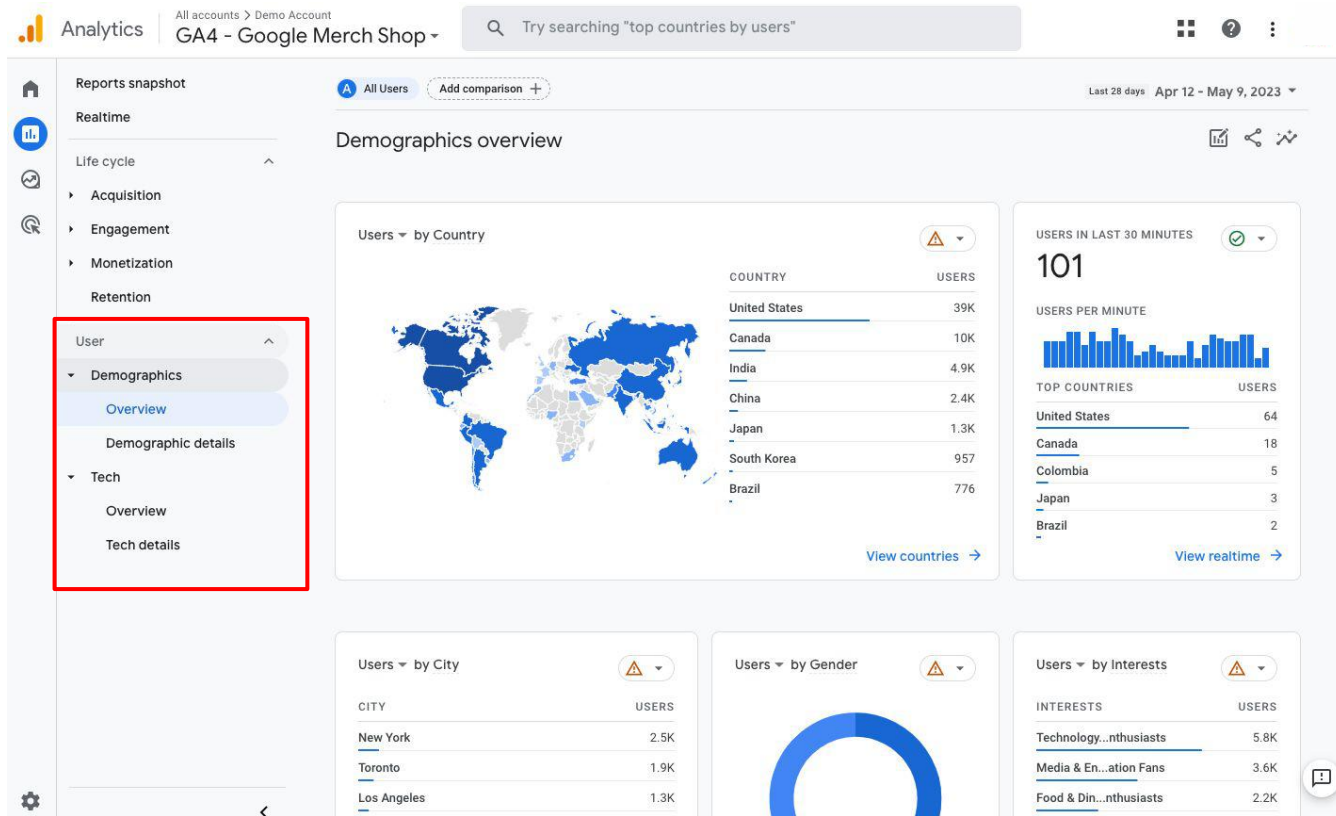
Interface walkthrough - via User reports

Earlier user attributes like age, gender, device type, and location of Universal Analytics can be found under **user modules.**

Broken down into
- Demographics
- Tech

User information mostly comes from the use of Google Signals which comes from users who have signed into a Google account or default browser information such as device, operating system, location, etc.

Interface walkthrough - via Analysis Hub

Free, fast, and flexible user-centric analysis tool for Google Analytics 4 customers that helps explore, discover, compare, and act on audiences.

- Drag and drop dimensions and metrics onto the analysis canvas, switch between analysis techniques, and export your findings.

- Use Analysis to explore your data in depth and answer complex questions about your customers
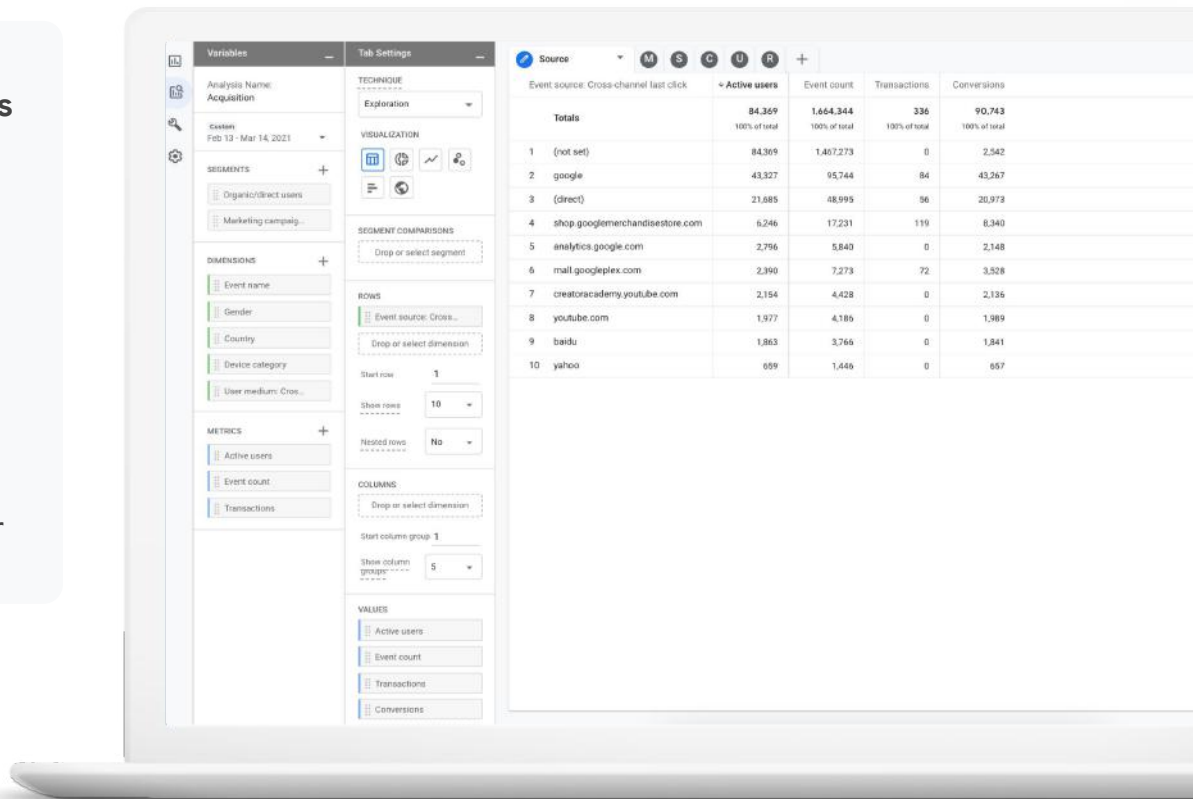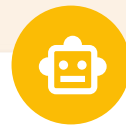

Google

Metrics to know
Quantitative measurement of data

Sessions .... The number of website or app visits

Users .... The total number of unique uses

Bounce rate .... The percentage of users who leave after only one page

You won't see bounce rate much anymore as it's too website-focused & not device agnostic

Conversion rate .... Percentage of user who take a desired action, ie: donation

Engagement time .... Amount of time users spend interacting with your website

Engaged Sessions vs. Sessions
Session = simply a website/device visit
Engaged session = a website/device visit that had an interaction (click, scroll, etc.)

Google

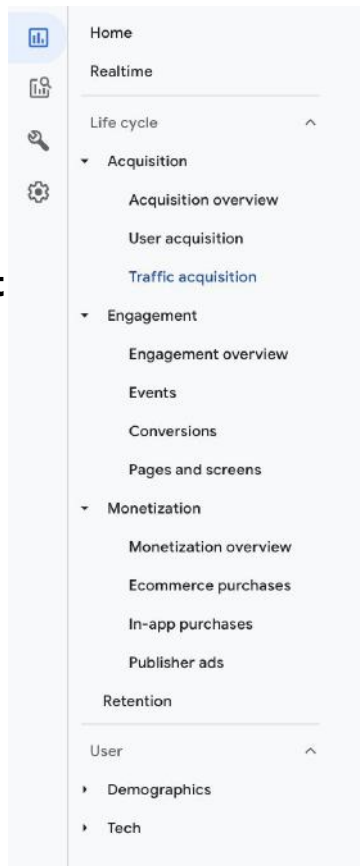# Dimensions to know
Labels to describe metrics

Channel · · · · · · · · · · · · · · · · · A way to categorize the sources of traffic to your website

Device · · · · · · · · · · · · · · · · · Desktop, mobile, tablet, TV, console

Event · · · · · · · · · · · · · · · · · · A specific interaction that you label such as a click

Page · · · · · · · · · · · · · · · · · · Unit of content that users can interact with

Landing page · · · · · · · · · · · · · The first page that a user arrives at

Conversion · · · · · · · · · · · · · · The new 'goals' of GA4, must first be an event - use for advertising

Google

GA Demo: Reports

- **How are my website visitors overall?**
  - *UA: Audience > Overview*
  - *GA4: Life Cycle > Engagement > Overview*
- **What are my website visitors interested in?**
  - *UA: Audience > Interests*
  - *GA4: User > Demographics > Overview*
- **Where are my website visitors from and who are they?**
  - *UA: Audience > Demographics*
  - *GA4: User > Demographics > Overview*
- **What devices do my visitors use?**
  - *UA: Audience > Technology > Browser & OS*
  - *GA4: User > Tech > Overview*

- **Where do people come from to get to my website?**
  - *UA: Acquisition > All Traffic > Channels*
  - *GA4: Life Cycle > Acquisition > Acquisition Overview*
- **What other websites link back to my website?**
  - *UA: Acquisition > All Traffic > Referrals*
  - *GA4: Life Cycle > Acquisition > Acquisition Overview (create filter for channel group = 'referral', change dimension to source / medium to see websites)*

- **What are my most popular pages?**
  - *UA: Behavior > Site Content > All Pages*
  - *GA4: Life Cycle > Engagement > Pages and screens*
- **What's the first page most people see?**
  - *UA: Behavior > Site Content > Landing Pages*
  - *GA4: Life Cycle > Engagement > Landing page*
- **What are my website visitors doing?**
  - *UA: Behavior > Events > Top Events*
  - *GA4: Life Cycle > Engagement > Events*

- **How much in donations are coming through the website?**
  - *UA: Conversions > Ecommerce*
  - *GA4: Life Cycle > Monetization > Overview*
- **What important behaviors do people have on my website?**
  - *UA: Conversions > Goals*
  - *GA4: Life Cycle > Engagement > Conversions*

Google

Home	
Realtime	
Life cycle	∧
▾ Acquisition	
Acquisition overview	
User acquisition	
Traffic acquisition	
▾ Engagement	
Engagement overview	
Events	
Conversions	
Pages and screens	
▾ Monetization	
Monetization overview	
Ecommerce purchases	
In-app purchases	
Publisher ads	
Retention	
User	∧
▸ Demographics	
▸ Tech	

Report

Nonsampling reporting in the UI:

Order by user Life cycle
- Acquisition
- Engagement
- Monetization
- Retention

User distribution
- Demographics
- Tech
- Audience

Sampling will apply for Analysis tools

- 360 version will have higher limits

Google

Interface walkthrough - Acquisition

Reports are unsampled (Green Indicator)

User acquisition & Traffic acquisition reports are embedded in Overview

Google Ads reports (Cost, ROAS..)

Support Article: Reports, dimensions, and metrics
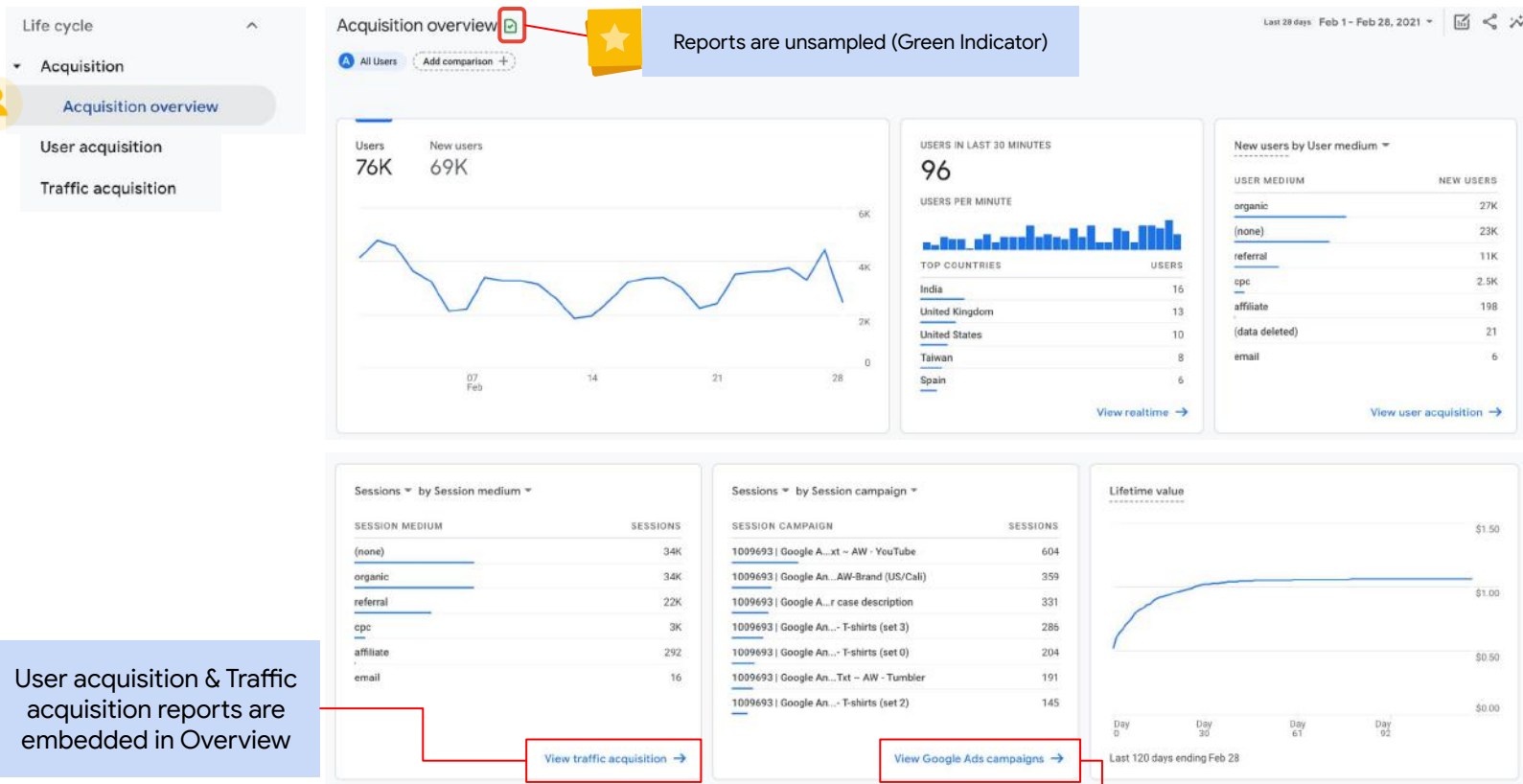
Interface walkthrough - Campaign performance

Filter different date range for faster and relevant result
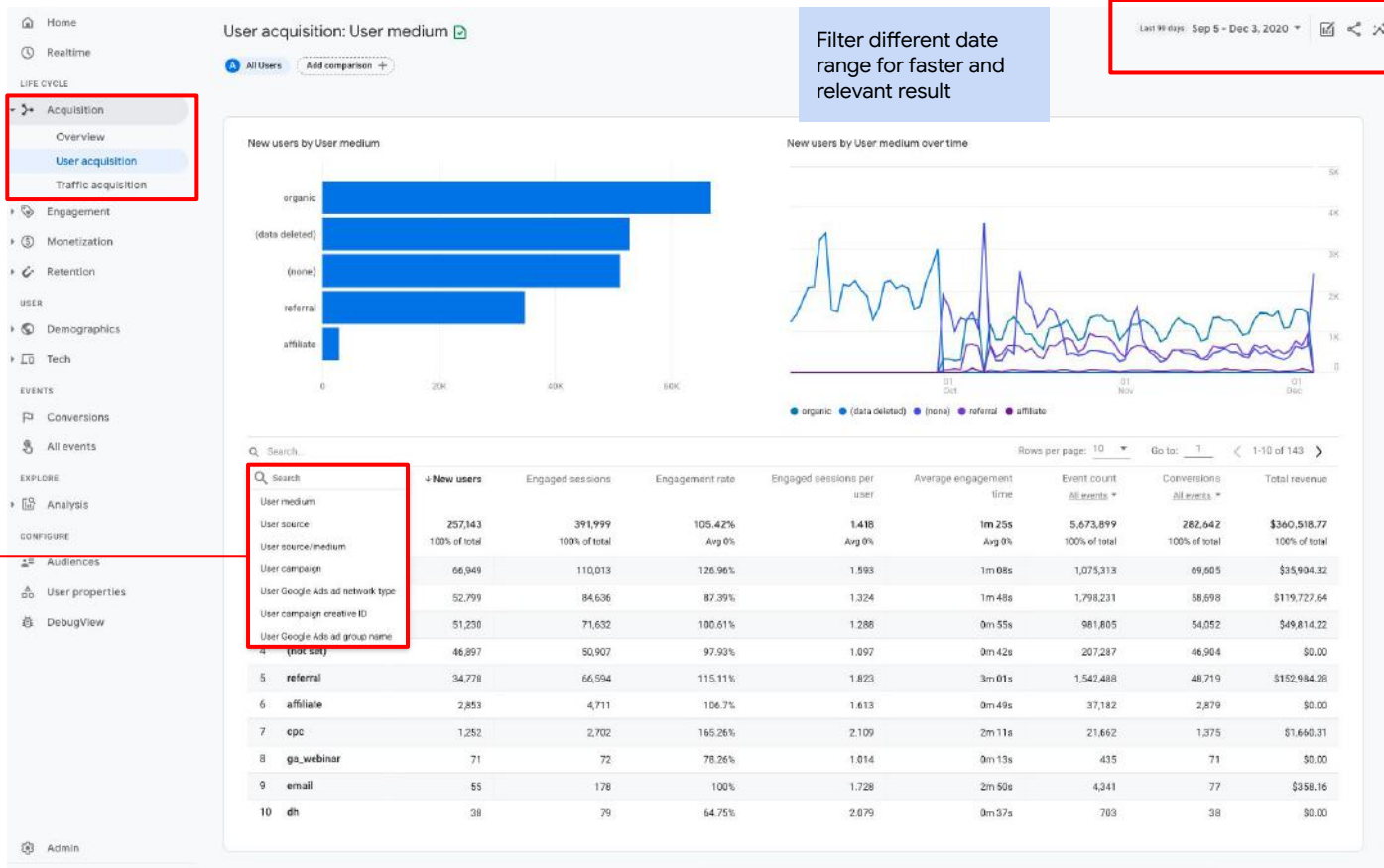
You can select different dimensions to reflect more detailed analysis

Support Article: Reports, dimensions, and metrics

Google

Interface walkthrough - Events

Click on any **event** for further analysis

Google
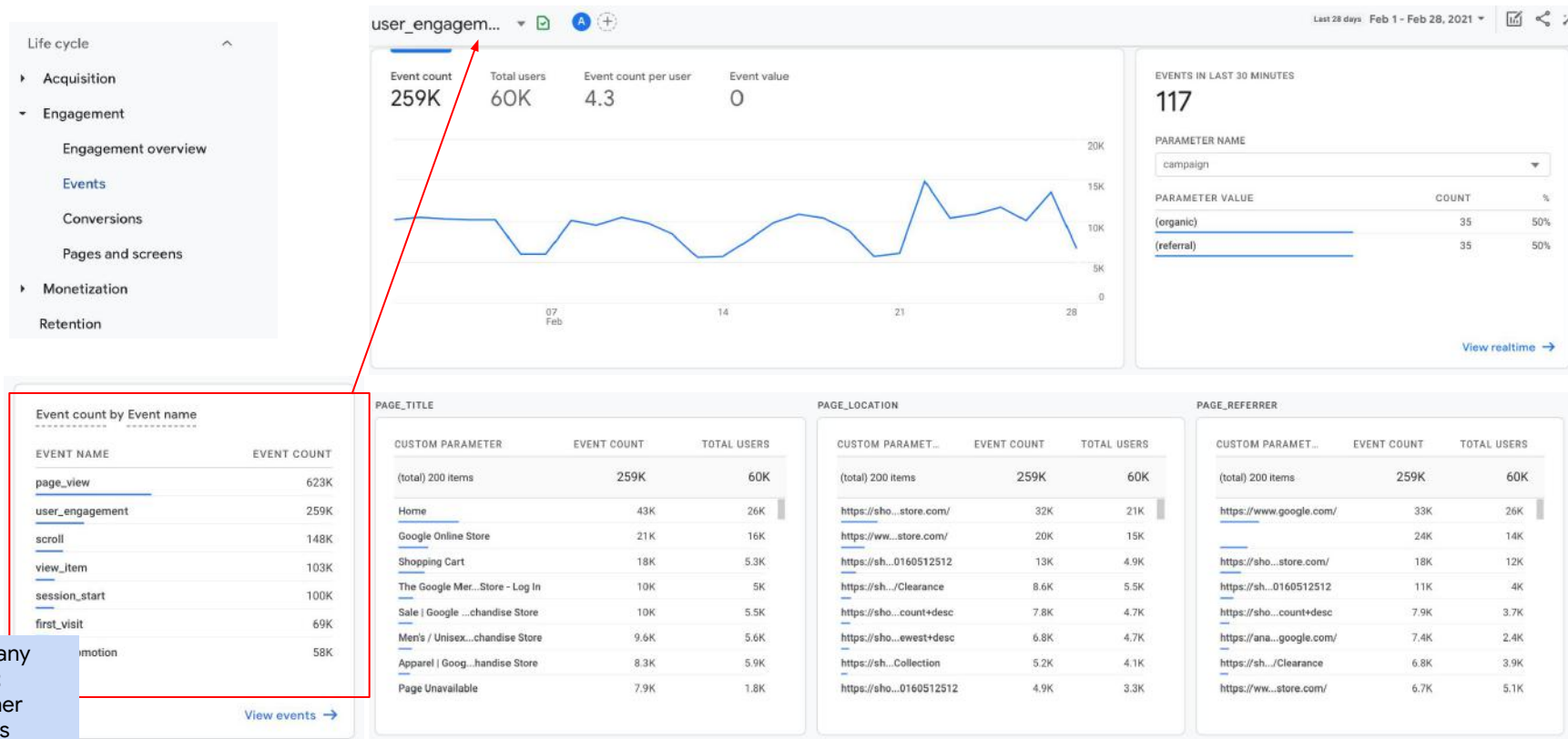
Interface walkthrough - Events Configuration

For Events Editing go to **Configuration - Events**

Toggle on&off to mark & unmark an event as conversion

Once you mark an event as a conversion, it appears in the Conversion Events table. New conversions may take **up to 24 hours** to appear in your reports.
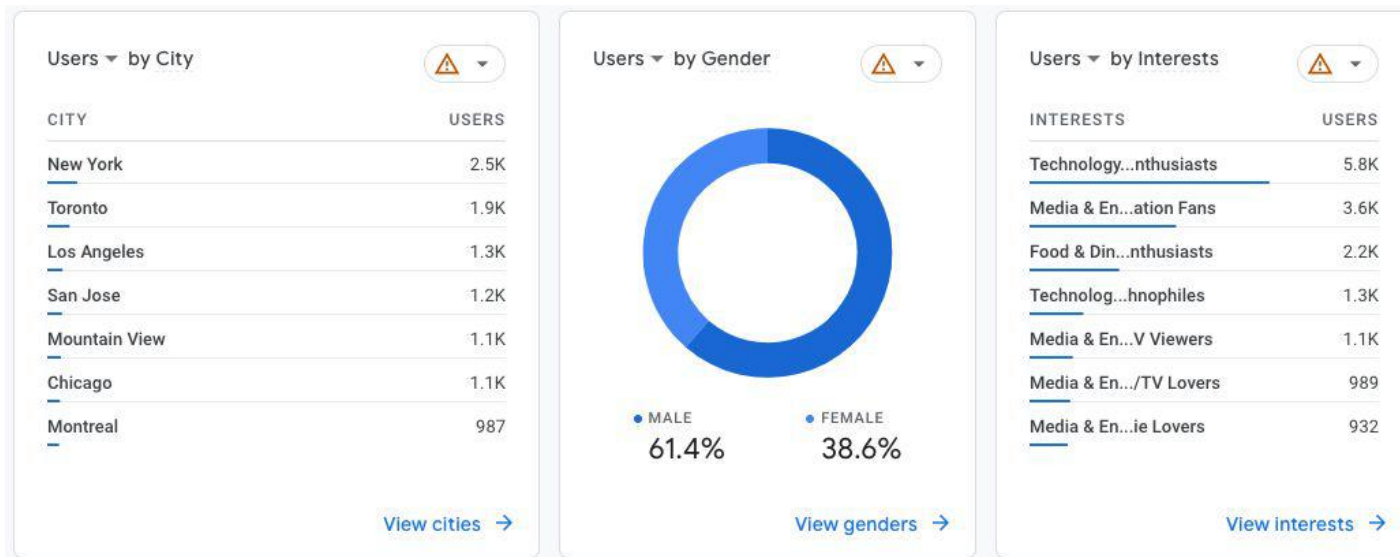
Interface walkthrough - Tech

Platform overlap shows intersection of platforms by User ID

Platform / Device enables filtering data just as setting filters at view admin settings in UA

Interface walkthrough - Monetization
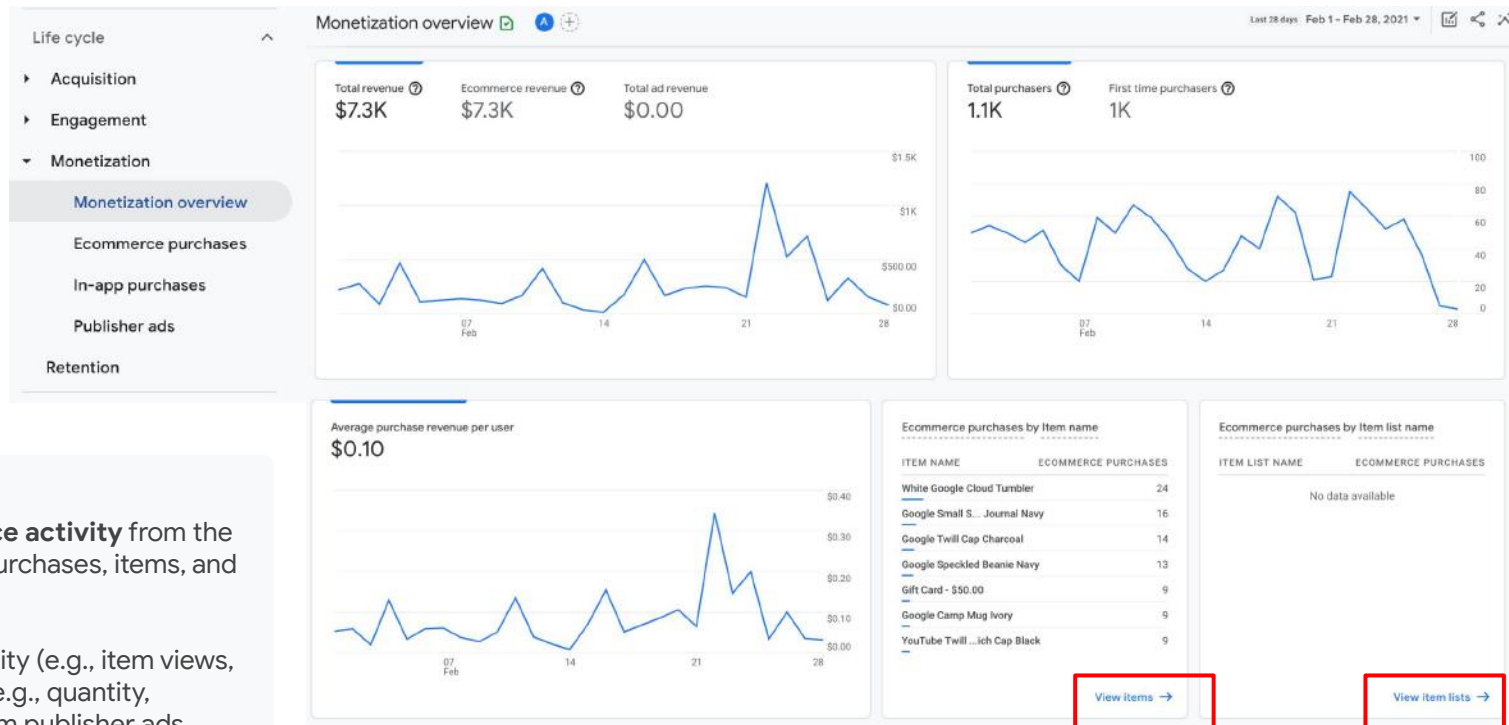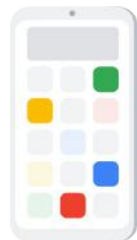
Dashboard of ecommerce activity from the perspective of revenue, purchases, items, and coupons.

Metrics for shopping activity (e.g., item views, cart activity) and results (e.g., quantity, revenue), and revenue from publisher ads.

Click on View Items to get detailed reporting

Google

Interface walkthrough - Demographics Overview

Users ▾ by City ⚠ ▾

CITY	USERS
New York	2.5K
Toronto	1.9K
Los Angeles	1.3K
San Jose	1.2K
Mountain View	1.1K
Chicago	1.1K
Montreal	987

View cities →

Users ▾ by Gender ⚠ ▾

● MALE   ● FEMALE
61.4%   38.6%

View genders →

Users ▾ by Interests ⚠ ▾

INTERESTS	USERS
Technology...nthusiasts	5.8K
Media & En...ation Fans	3.6K
Food & Din...nthusiasts	2.2K
Technolog...hnophiles	1.3K
Media & En...V Viewers	1.1K
Media & En.../TV Lovers	989
Media & En...ie Lovers	932

View interests →

Support Article: Reports, dimensions, and metrics

Google

Additional Resources

Google Ad Grants

Ask us questions as a community

Google Ad Grants

Learn more with our educational videos

Google Ad Grants

Resources

❏ Website:
google.com/grants

❏ Ad Grants Online Community Forum:
support.google.com/grants/community

❏ YouTube Channel:
youtube.com/GoogleGrants

❏ Ad Grants Certified Professionals Directory:
bit.ly/adgrantsagencies

❏ Student volunteers:
get.google.com/onlinechallenge

❏ Google Ads customer service:
1-866-2-Google

❏ Help Center:
support.google.com/grants

Google Ad Grants

Questions

Google Ad Grants

Thank You

Google