

# CanadaHelps x Google

Google Analytics



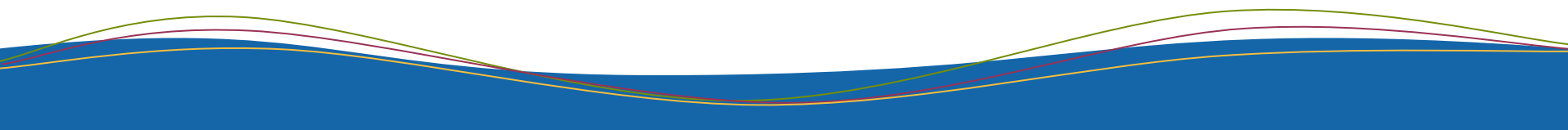
Tushar Mathur & Ben Wise

# 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.

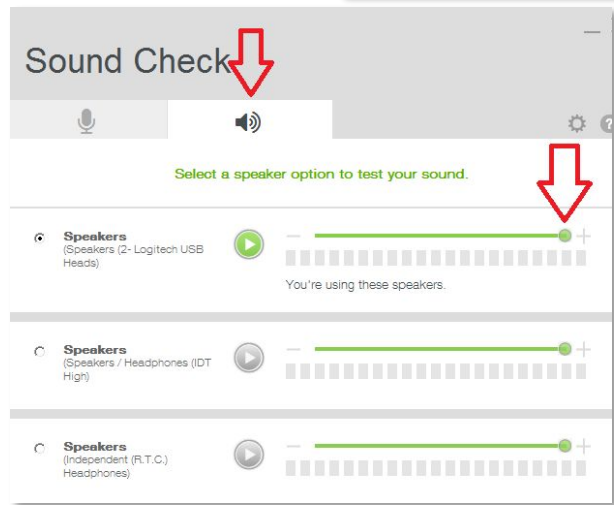
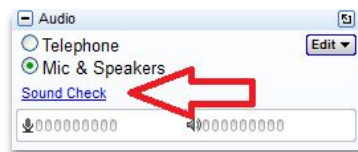
As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the [Coast Salish People](#), the Montreal offices are located on [Kanien'kehà:ka \(Mohawk\)](#) territory, and the land on which we operate in Toronto is the traditional territory 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?

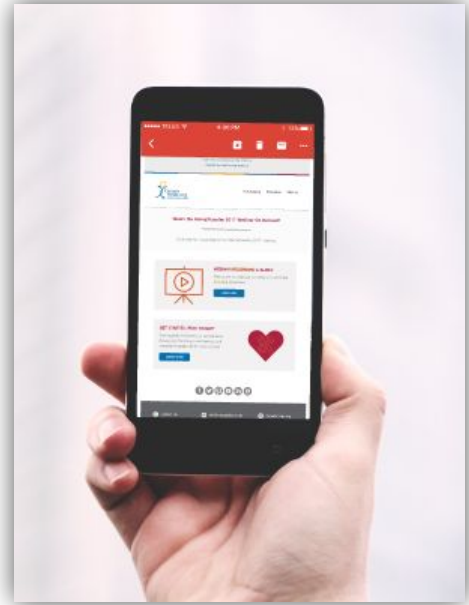
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

**Yes!**

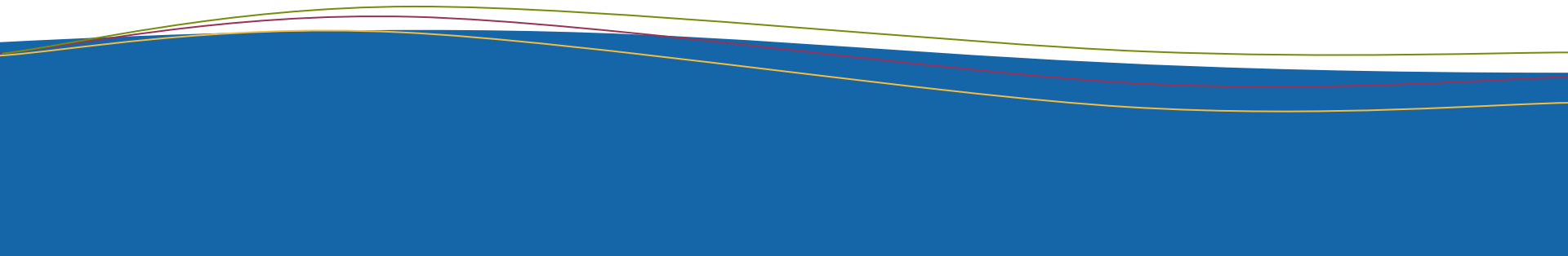
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



# You can hear us, we can't hear you.

Have questions?

Type them into the  
Questions Log at anytime.





**Tushar  
Mathur**

*Analytical Lead*



**Ben  
Wise**

*Head of  
Programmatic Media*



# Agenda

00:00

**Introductions**

00:05

Google for Nonprofits

00:10

Google Analytics

1. What is GA4?
2. How to Navigate GA4?
3. Reports in GA4

00:50

**Closing Comments, Q&A**




A photograph of three young girls of African descent washing their hands at a public water pump. The girl on the right, wearing a green headwrap and a colorful patterned dress, is in the foreground, her hands under the running water. Behind her, two other girls, one in a blue and yellow patterned dress and the other in an orange shirt, are smiling and watching. The water pump is a simple metal structure with a handle and a spout. The background shows a dry, dusty landscape with some trees in the distance.

Nonprofits are  
changing the  
world



# But this comes with a unique set of challenges

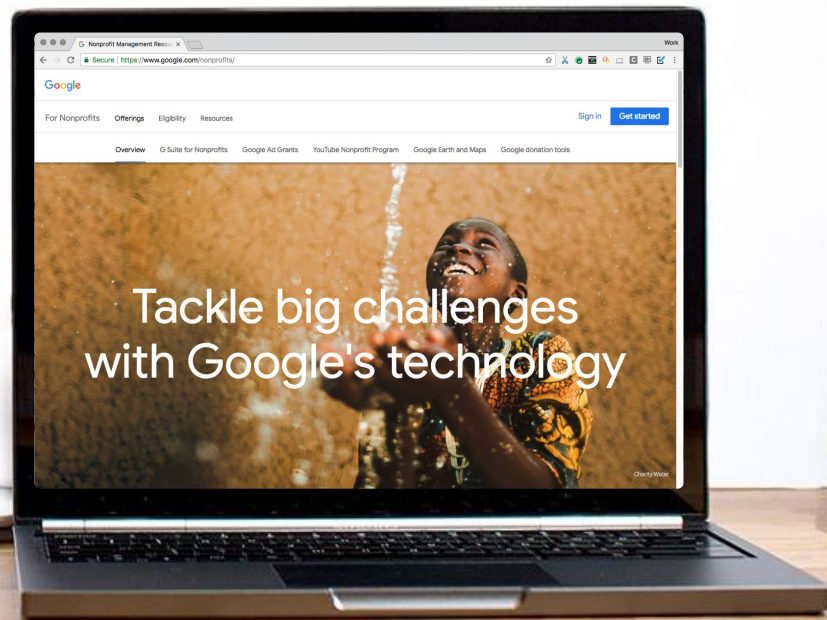
Organizing and collaborating  
Managing volunteers  
Raising awareness and storytelling  
Driving donations

A man is seen from the back, wearing a dark grey t-shirt. The t-shirt has a logo on the back that reads "Direct Relief" in a serif font, with a small red and white cross icon to the left. Below this, the words "EMERGENCY" and "RESPONSE TEAM" are printed in large, bold, red capital letters, separated by a thin horizontal line. The background shows the tail of a large cargo plane with red and white stripes, and a yellow and red loading dock structure. The scene is outdoors at an airport.

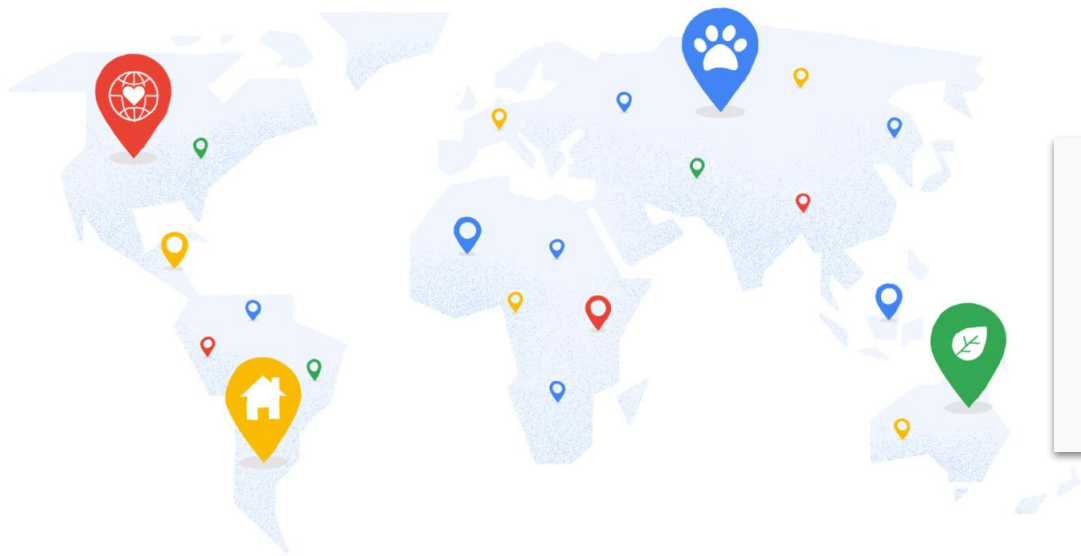
Direct Relief  
**EMERGENCY  
RESPONSE TEAM**

# 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.



# Our program is global, like the nonprofits we serve



**350,000+**  
nonprofits  
across  
**67+ countries**

# Our solutions are aimed at tackling nonprofit challenges



## Google Workspace for Nonprofits

Nonprofits get **Google Workspace for Nonprofits at no charge**, and **Google Workspace Business and Enterprise** at a discounted, nonprofit-only, rate



## Ad Grants

Nonprofits get **\$10,000/month** in Google Ads budget to create text-only ads that run on Google Search



## YouTube Nonprofit Program

**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



## Google Earth and Maps

Nonprofits get access to **\$250/month additional Google Maps Platform credit** to use on maps developer products

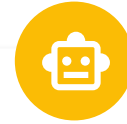
# Our **three main goals** for you today



What is GA4  
and how can  
it **help with  
your goals**



How to  
**navigate**  
GA4



Built it  
**reports,  
metrics, &  
definitions**

## **Learning Outcome**

At the end of the session you will be able to confidently use GA4 to understand how your website visitors are reaching your website and which are the most effective sources for your organization

# What is GA4?

# Google Analytics has evolved to meet the needs of today





**Google Analytics 4** is a new way of tracking website and app traffic across devices and platforms, with enhanced capabilities.

# How can Google Analytics 4 help your non-profit?

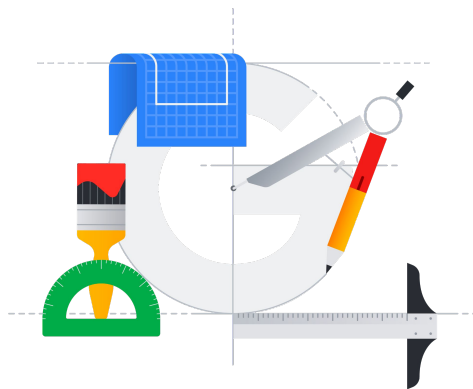
## Understand your audience

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.

# How to Navigate GA4

# Don't have your own GA4 property yet?

1



ga4 demo account



All



News



Shopping



Videos



Images



More

Tools

About 244,000 results (0.34 seconds)



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](#)

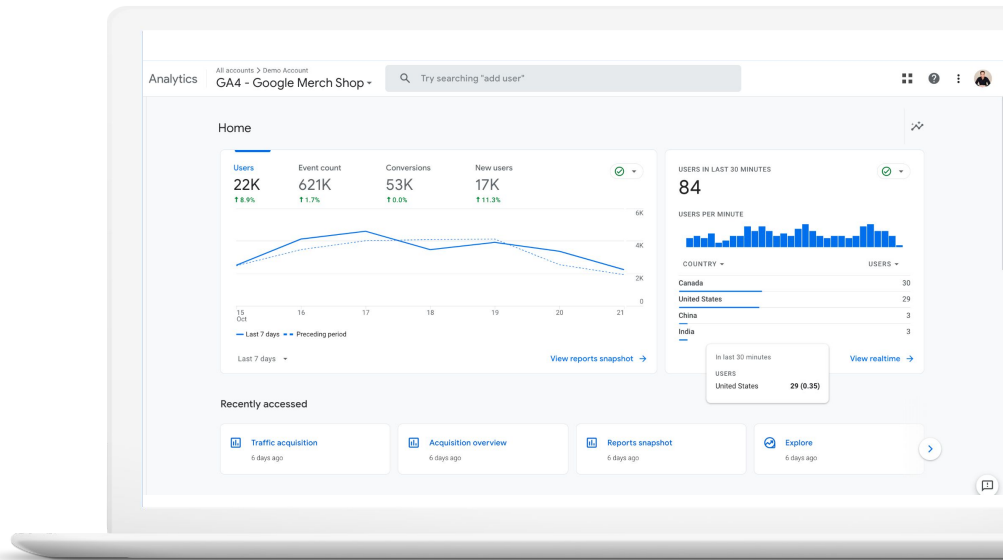
3

- [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 \(web data\)](#)

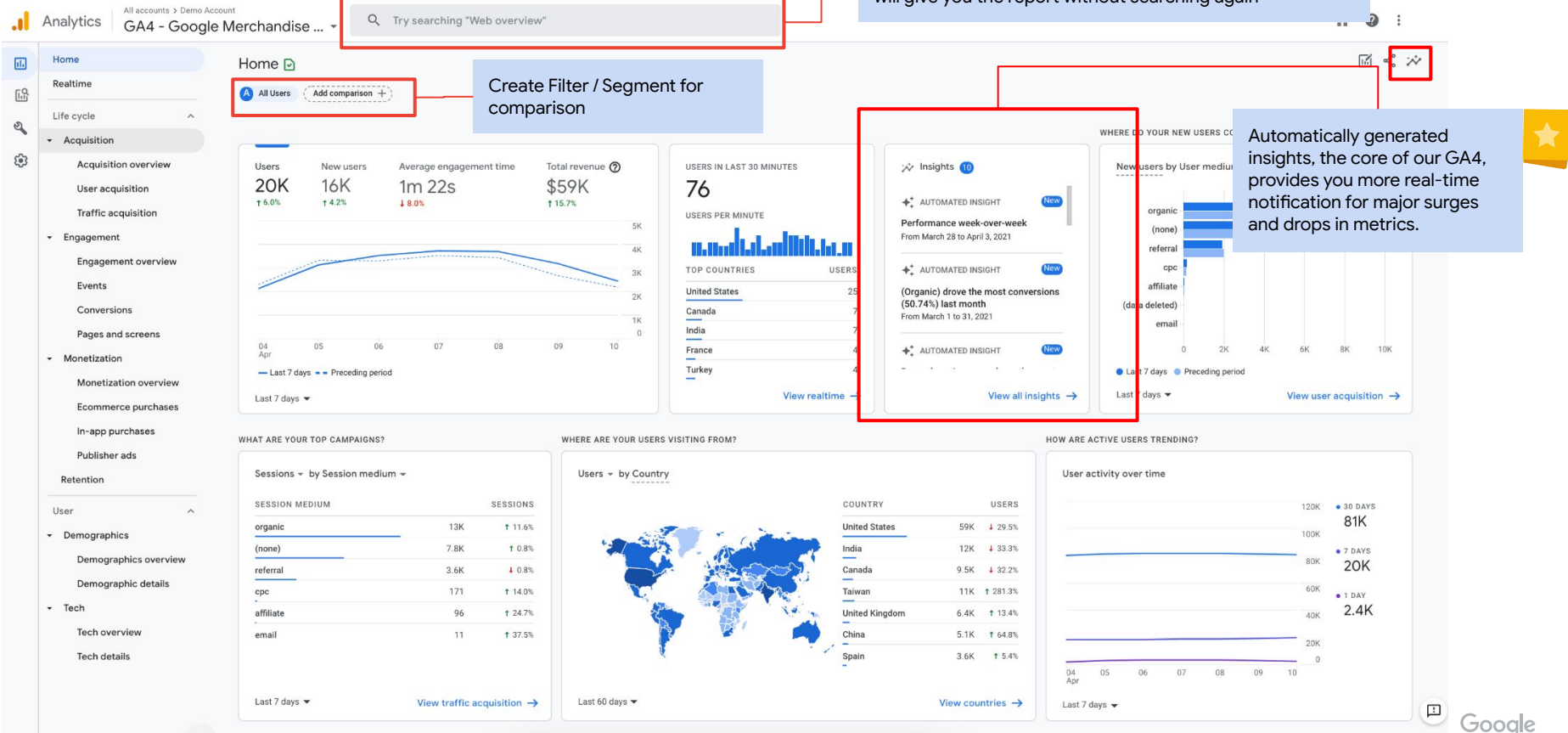
# Introduction to GA4 User Interface

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

- **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.



# GA4 UI Introduction



# Search for insights and reports with natural language



Ask questions about your Analytics data in natural language



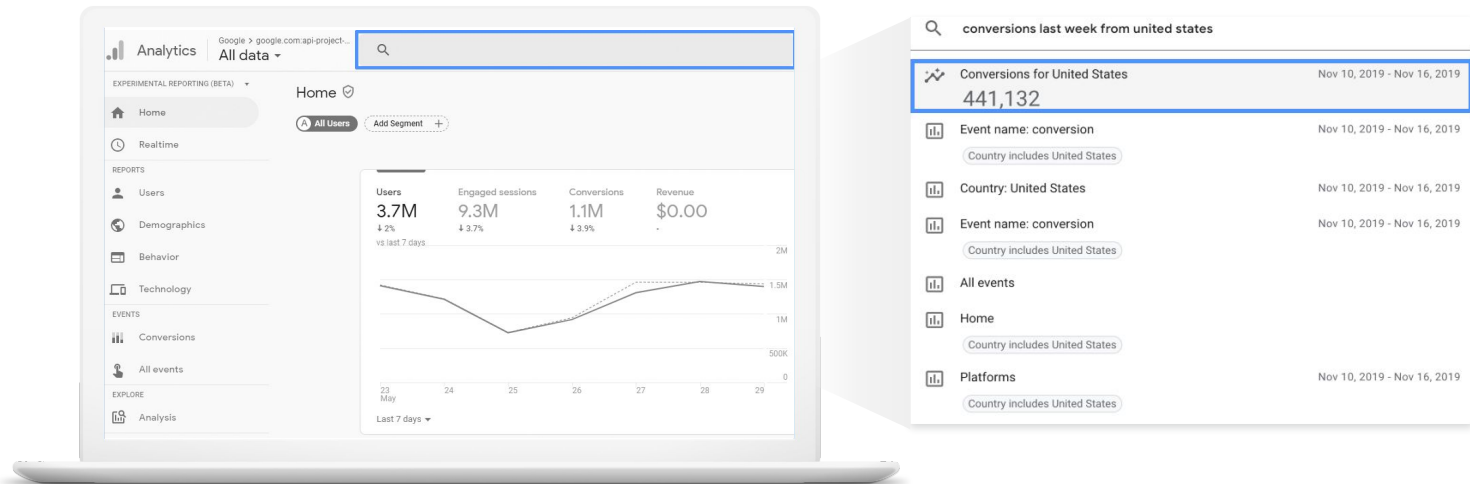
Locate account or property configuration



Find reports, admin pages, and insights



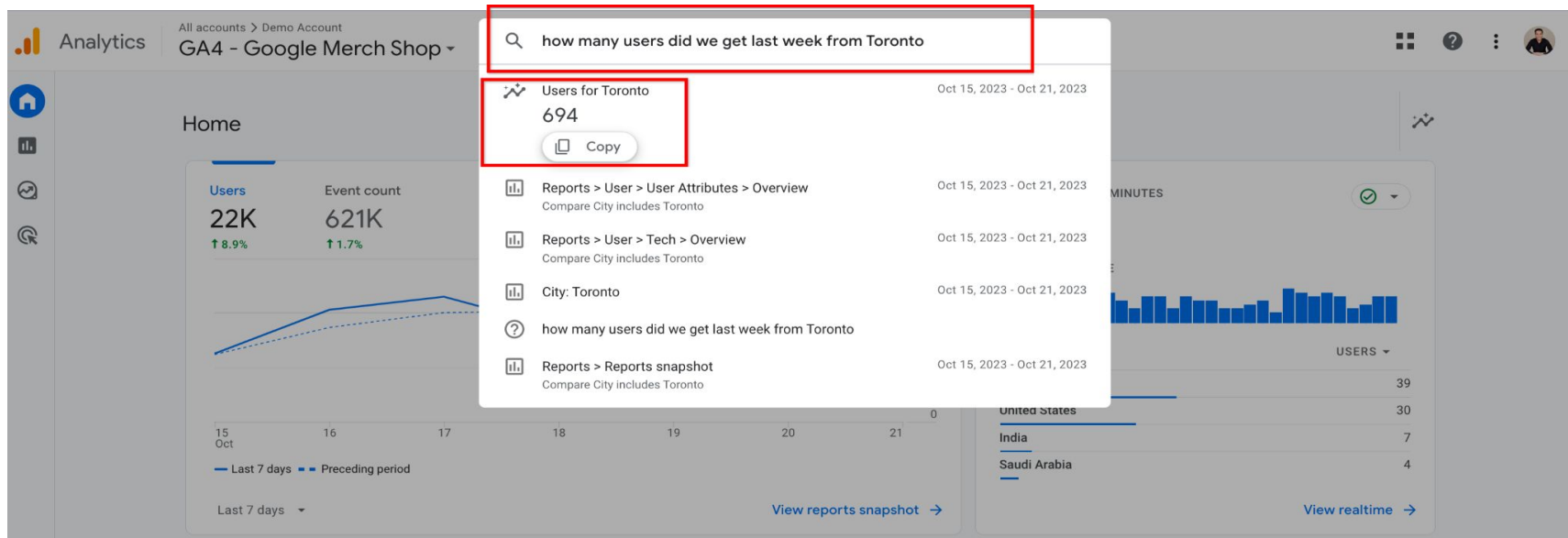
Explore Help Center content and topics





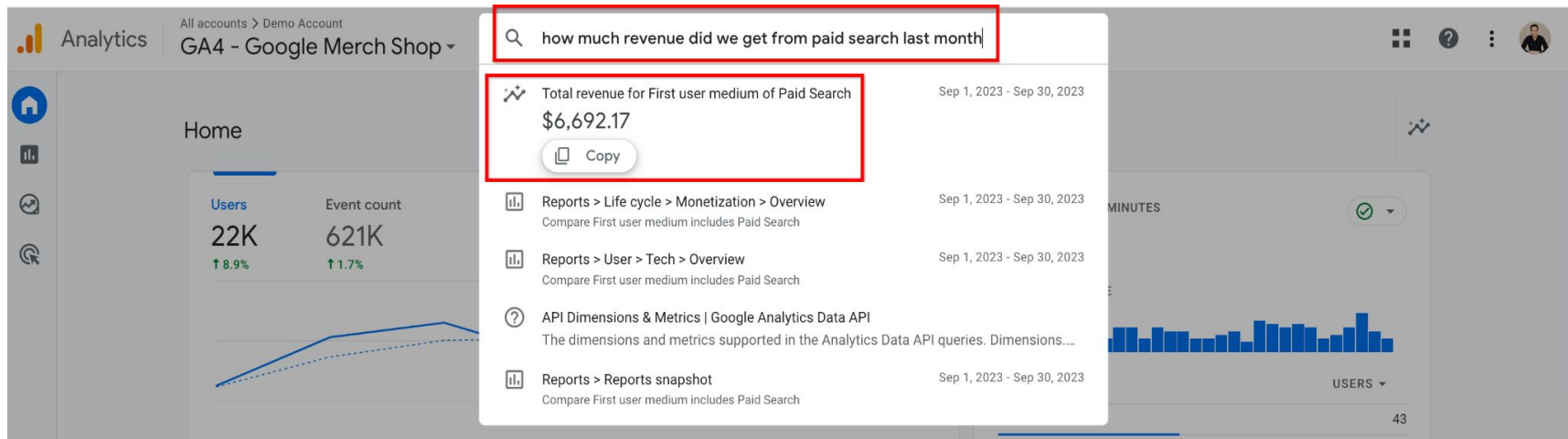
# Examples from Analytics Intelligence

***Try searching for “how many users did we get last week from Toronto”***



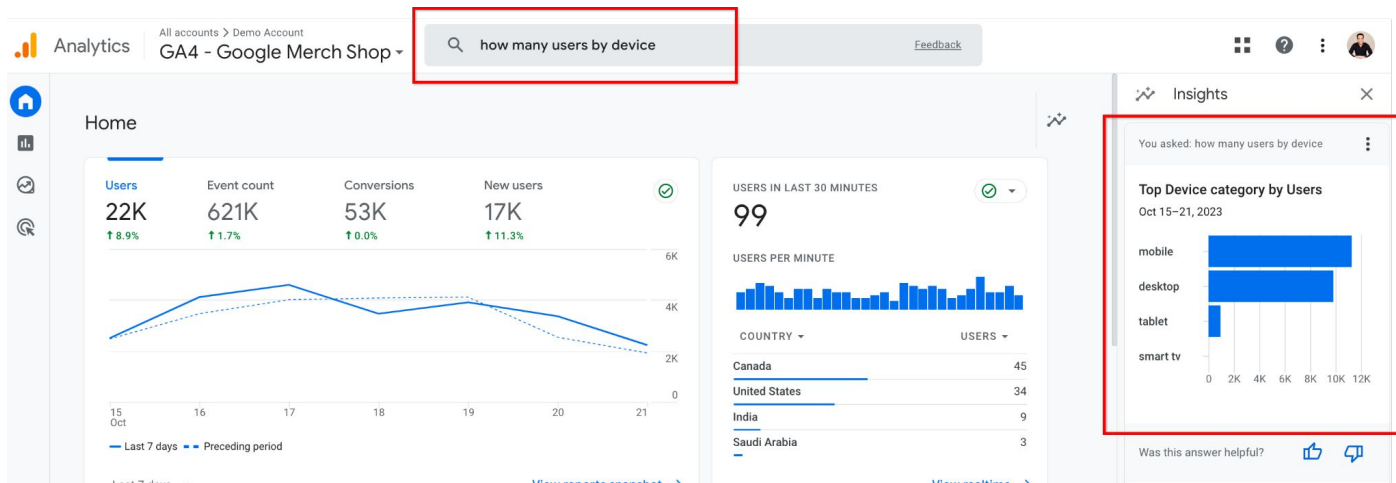
# Examples from Analytics Intelligence

***Try searching for “how much revenue did we get from paid search last month”***



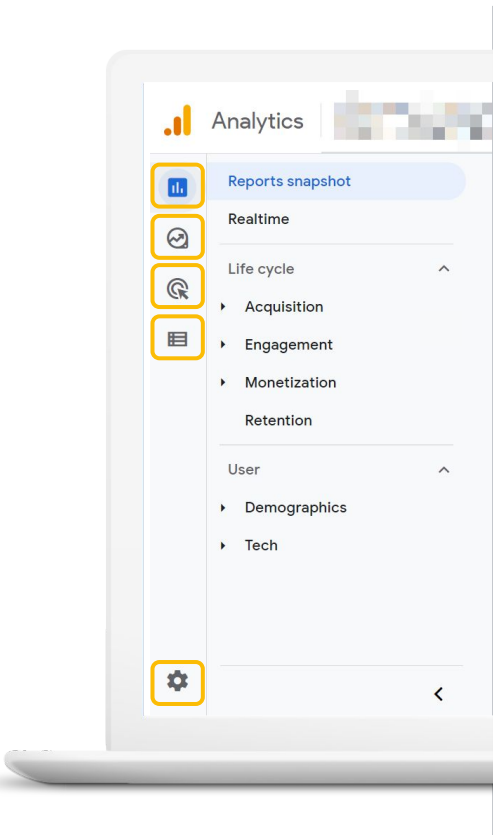
# Examples from Analytics Intelligence

***Try searching for “how many users by device”***



# Reports in GA4

# Manage and analyze data with a new reporting UI



**Reports** includes default metrics and core report collection, including Realtime reporting



**Explore** offers a flexible drag-and-drop interface for data exploration, funnel analysis and pathing analysis



**Advertising** workspace is a new suite of reports for measuring ROI and evaluating attribution models

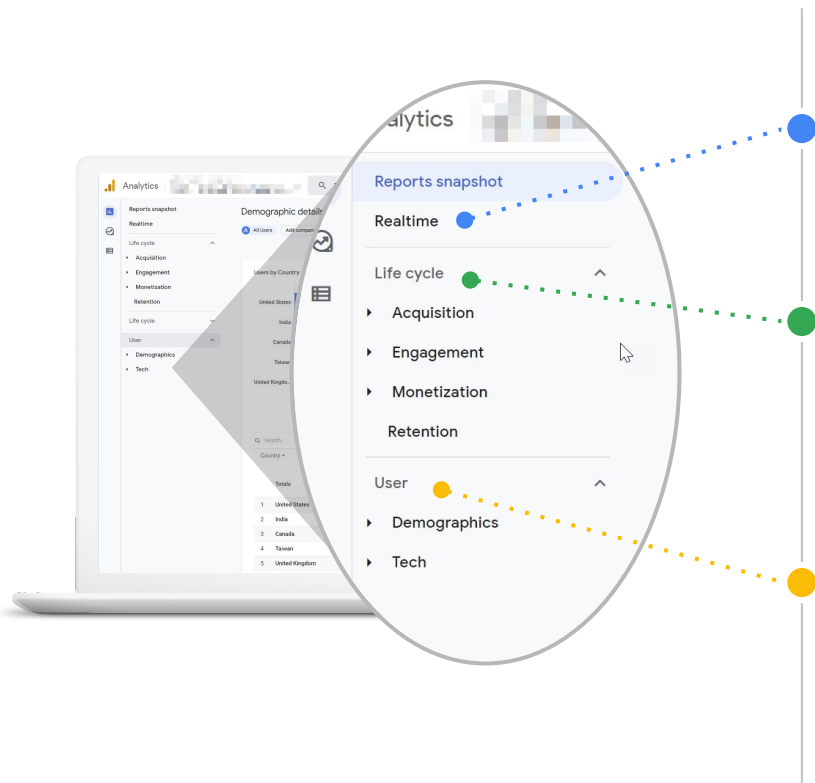


**Configure** allows you to manage and edit Events, Conversions, Audiences and Custom definitions



**Admin** console enables you to access Property settings, Data Streams and Data Governance settings

# Analyze unsampled and real-time data in Reports



**Realtime:** Monitor activity on your app or website as it happens.

**Acquisition:** The campaigns through which you acquire users.

**Engagement:** User engagement by events, pages, and screens.

**Monetization:** Buyer volume, revenue by items, promotions, and coupons.

**Retention:** Retention by new and returning users, cohorts, and lifetime value.

**Demographics:** User volume by demographic dimension.

**Technology:** Adoption of app releases and the technologies used to engage your content.

# Metrics to know

Key reports, metrics, & definitions

## *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.)



# Dimensions to know

## *Labels to describe metrics*

Key reports, metrics, & definitions

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

# .|| GA Demo: Cheat Sheet for Reports

Key reports, metrics, & definitions

- **How are my website visitors overall?**

GA4: Life Cycle > Engagement > Overview

- **What are my website visitors interested in?**

GA4: User > Demographics > Overview

- **Where are my website visitors from and who are they?**

GA4: User > Demographics > Overview

- **What devices do my visitors use?**

GA4: User > Tech > Overview

- **Where do people come from to get to my website?**

GA4: Life Cycle > Acquisition > Acquisition Overview

- **What other websites link back to my website?**

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?**

GA4: Life Cycle > Engagement > Pages and screens

- **What's the first page most people see?**

GA4: Life Cycle > Engagement > Landing page

- **What are my website visitors doing?**

GA4: Life Cycle > Engagement > Events

- **How much in donations are coming through the website?**

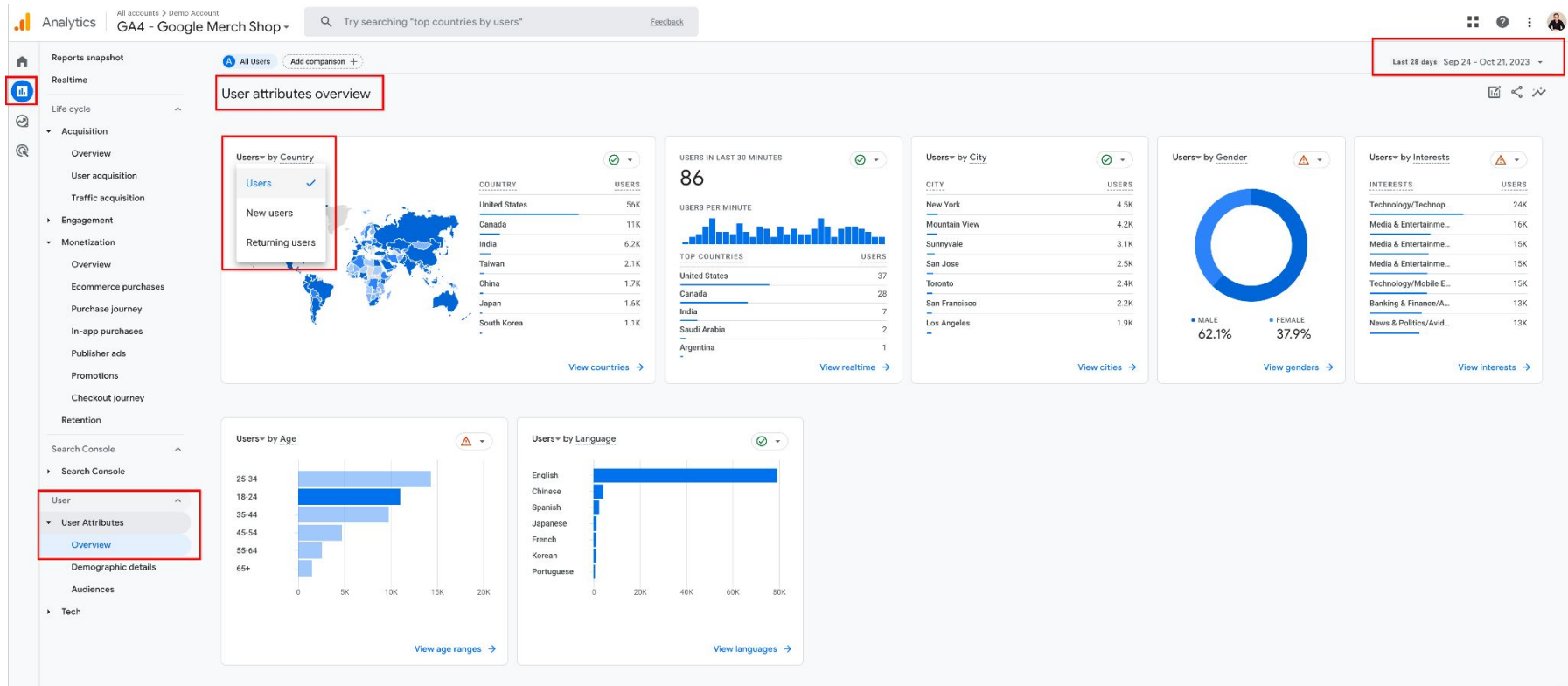
GA4: Life Cycle > Monetization > Overview

- **What important behaviors do people have on my website?**

GA4: Life Cycle > Engagement > Conversions

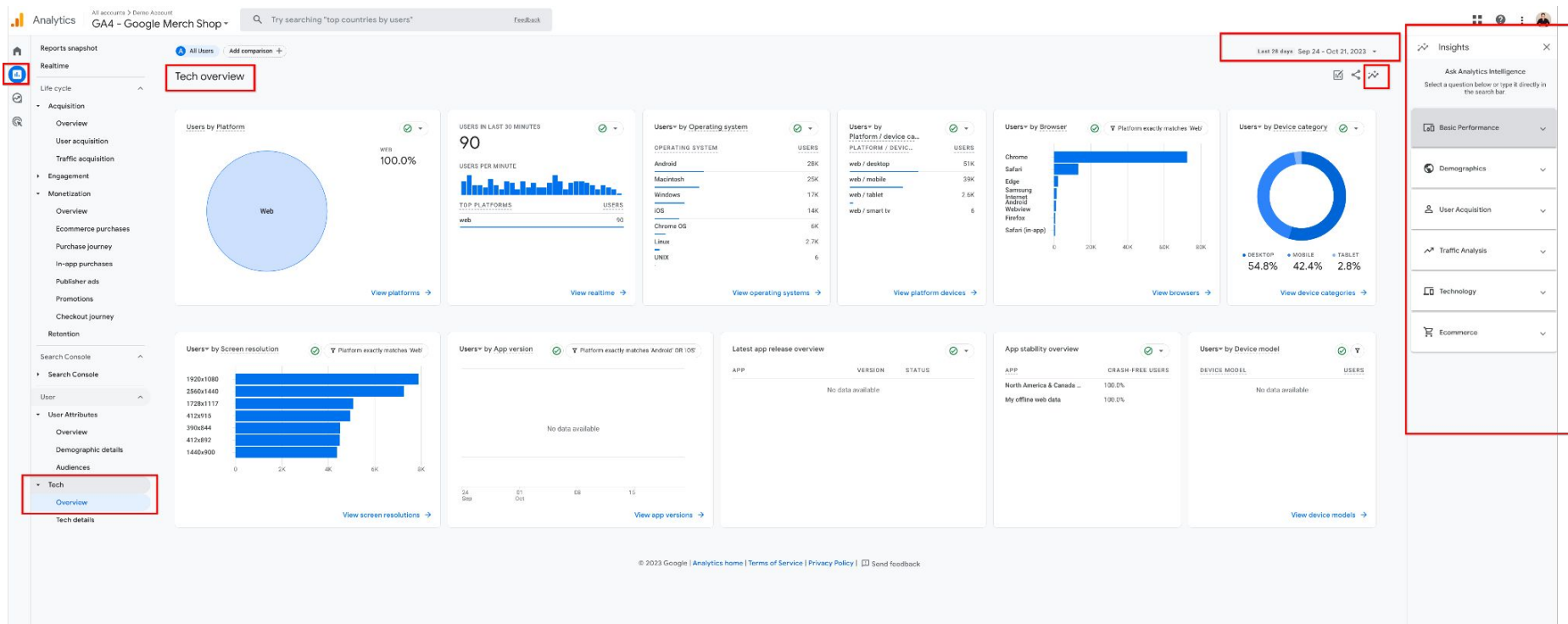


# GA Demo: Where are my website visitors from and who are they?



# GA Demo: What devices do my visitors use?

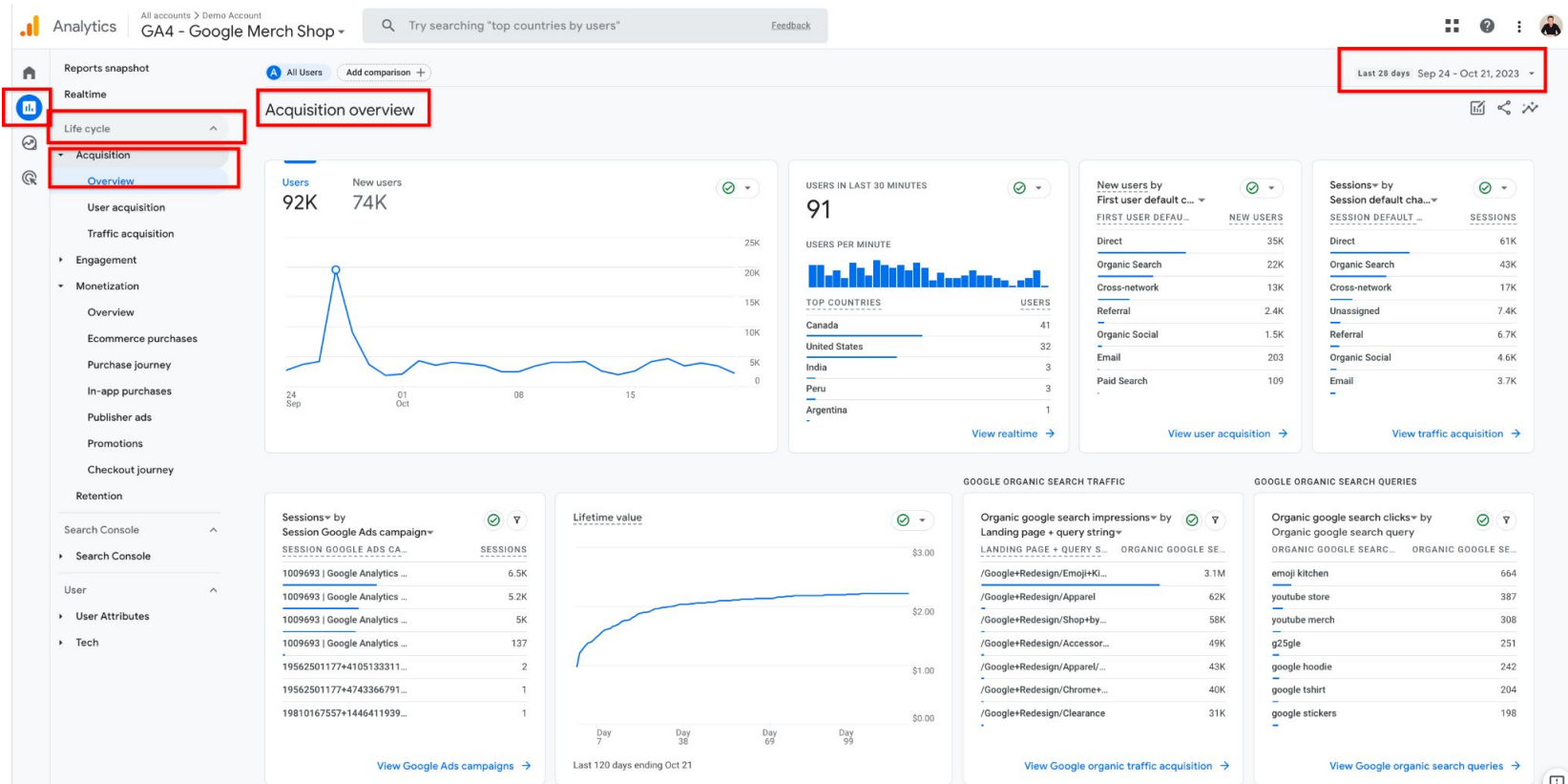
Key reports, metrics, & definitions





# GA Demo: Where do people come from to get to my website?

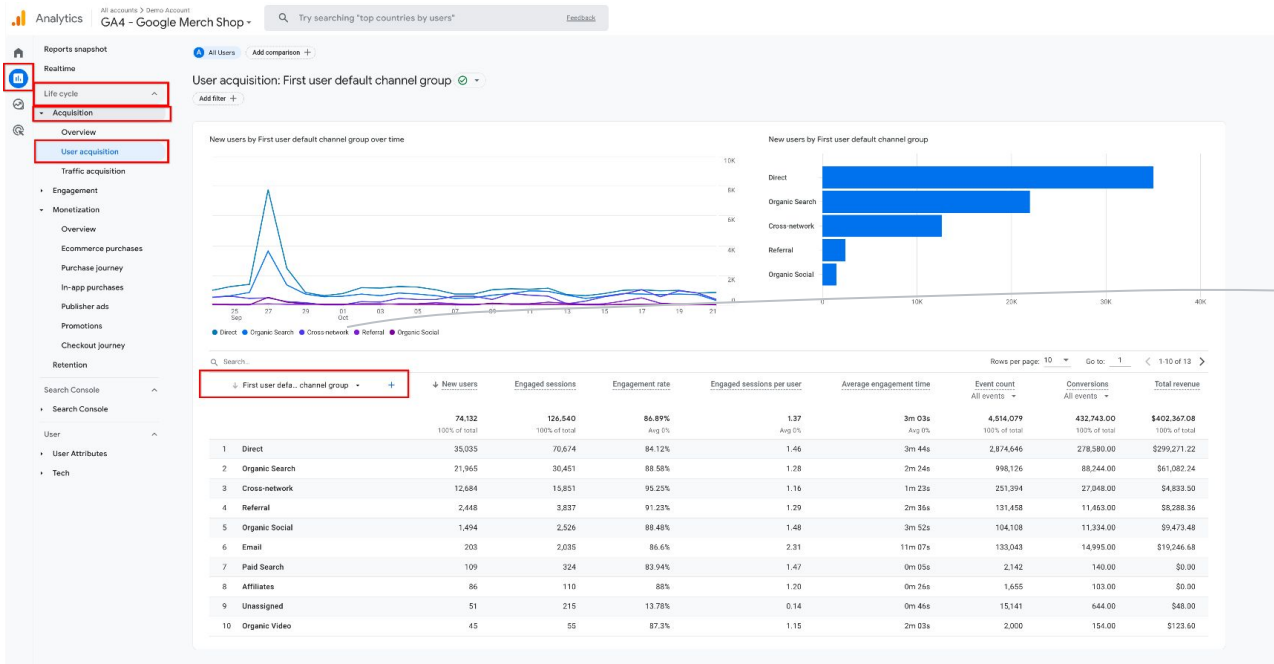
Key reports, metrics, & definitions





# GA Demo: Campaign Performance for User Acquisition

Key reports, metrics, & definitions



Search items

First user default channel group

First user medium

1 First user source

2 First user source / medium

3 First user source platform

4 First user campaign

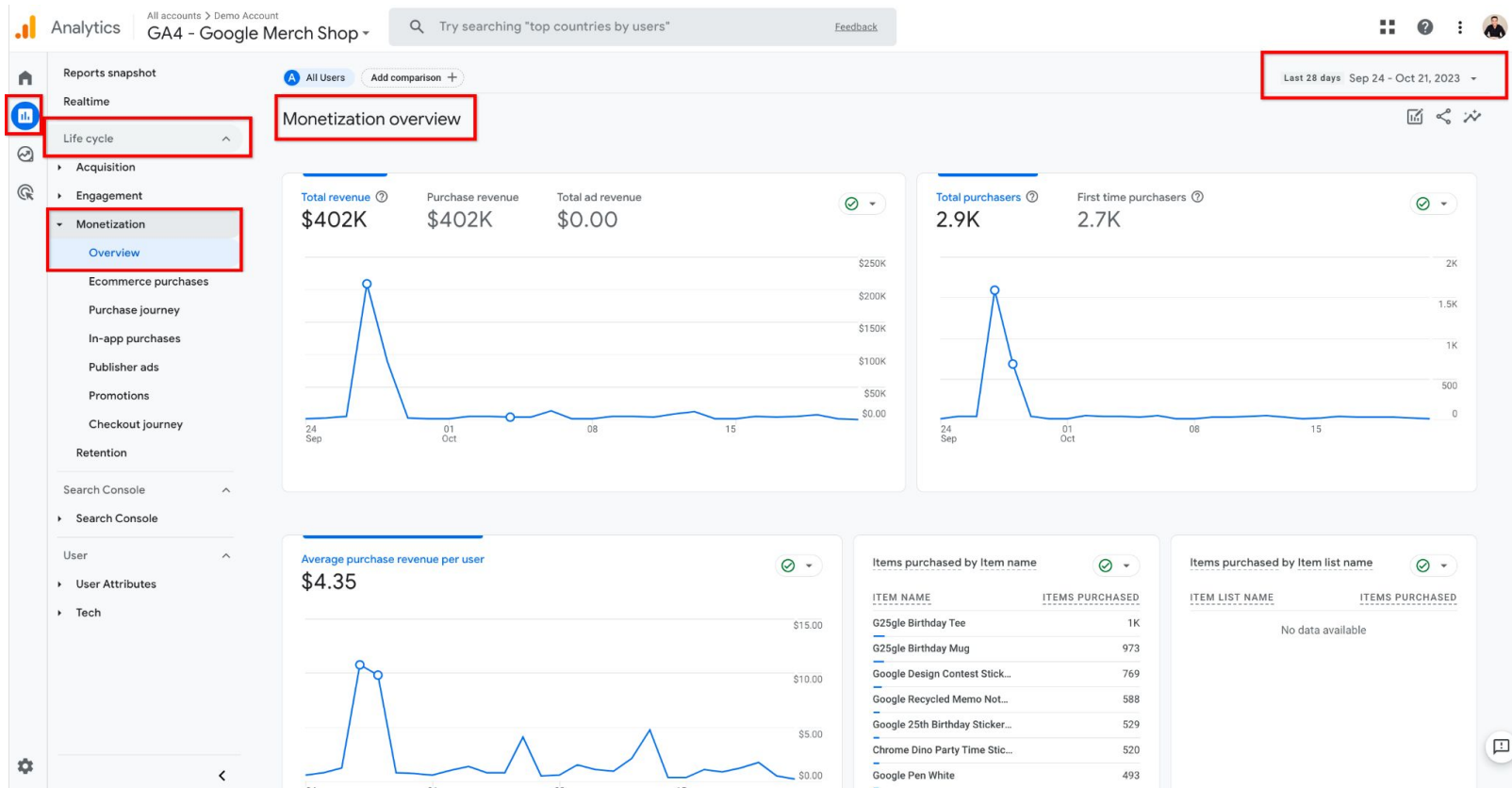
5 First user Google Ads ad network type

6 First user Google Ads ad group name



# GA Demo: How much in donations are coming through the website?

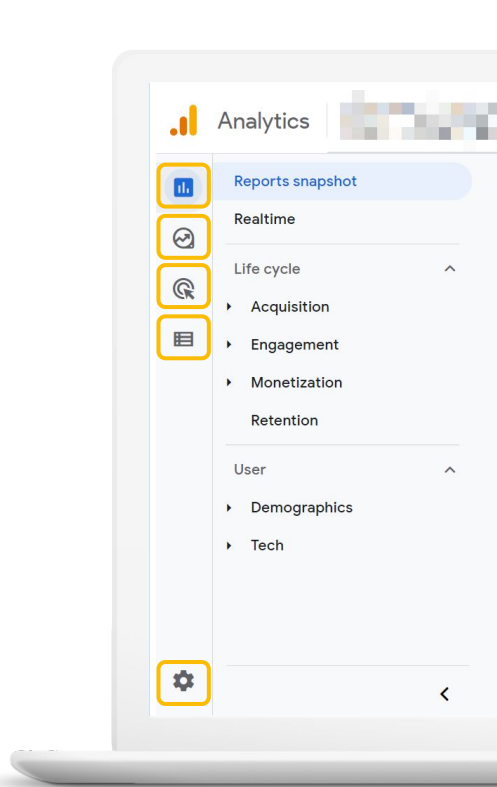
Key reports, metrics, & definitions





# Custom Reports in GA4

# Manage and analyze data with a new reporting UI



**Reports** includes default metrics and core report collection, including Realtime reporting



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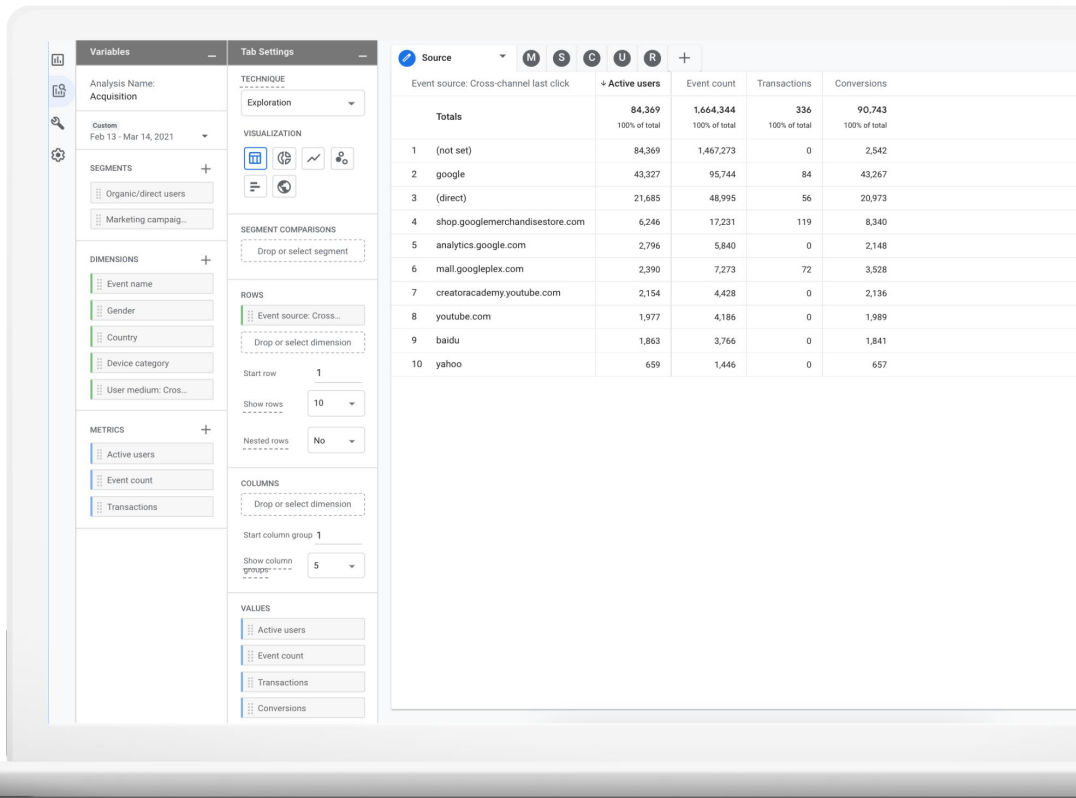
**Admin** console enables you to access Property settings, Data Streams and Data Governance settings

# Interface walkthrough - via Analysis Hub

Key reports, metrics, & definitions

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

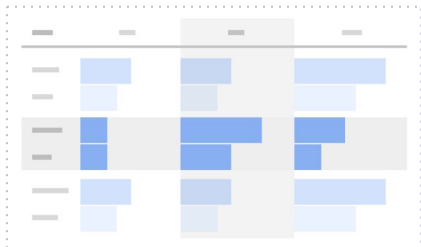
- Drag and drop dimensions and metrics onto the analysis canvas, switch between analysis techniques, and export your findings.
- Use Analysis to explore your data in depth and answer complex questions about your customers



The screenshot displays the Google Analytics 4 Analysis Hub interface. On the left, the 'Variables' panel shows the analysis name 'Acquisition', the date range 'Feb 13 - Mar 14, 2021', and various dimensions and metrics. The 'Dimensions' list includes Event name, Gender, Country, Device category, and User medium. The 'Metrics' list includes Active users, Event count, and Transactions. The 'Tab Settings' panel on the right shows the 'TECHNIQUE' set to 'Exploration', 'VISUALIZATION' options for table, bar, line, and map, and 'ROWS' set to 'Event source: Cross...'. The main table displays data for 'Active users' across various event sources.

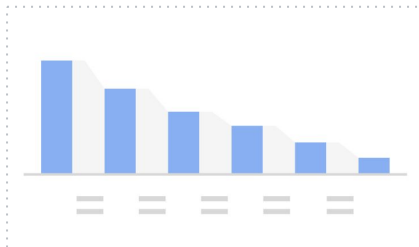
Event source: Cross-channel last click	Active users	Event count	Transactions	Conversions
Totals	84,369 100% of total	1,664,344 100% of total	336 100% of total	90,743 100% of total
1 (not set)	84,369	1,467,273	0	2,542
2 google	43,327	95,744	84	43,267
3 (direct)	21,685	48,995	56	20,973
4 shop.googlemerchandisestore.com	6,246	17,231	119	8,340
5 analytics.google.com	2,796	5,840	0	2,148
6 mail.googleplex.com	2,390	7,273	72	3,528
7 creatoracademy.youtube.com	2,154	4,428	0	2,136
8 youtube.com	1,977	4,186	0	1,989
9 baidu	1,863	3,766	0	1,841
10 yahoo	659	1,446	0	657

# Template Gallery



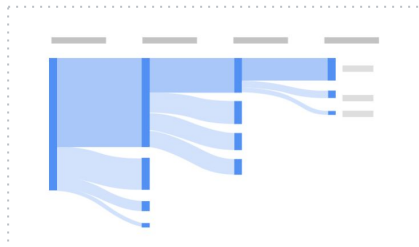
## Exploration

What insights can you uncover with custom charts and tables?



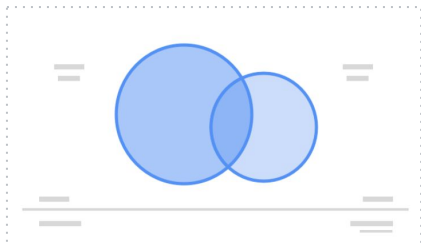
## Funnel analysis

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



## Path analysis

What user journeys can you uncover with tree graphs?



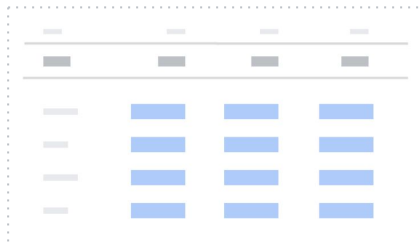
## Segment overlap

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



## Cohort analysis

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



## User lifetime

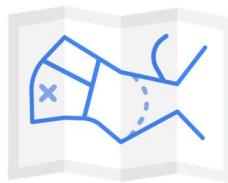
What can you learn by analyzing the entire lifetime of your users?

# Use cases and Industries



## Conversion

What does your customer journey to conversion look like?



## Acquisition

How successful are your marketing efforts?



## User behavior

How do your users move through your app or site from where they first land?



## Gaming

How are your games performing?



## Ecommerce

How are your ecommerce platforms doing?

Specifically designed and prepared for these specific use cases.

# Creating your own analysis



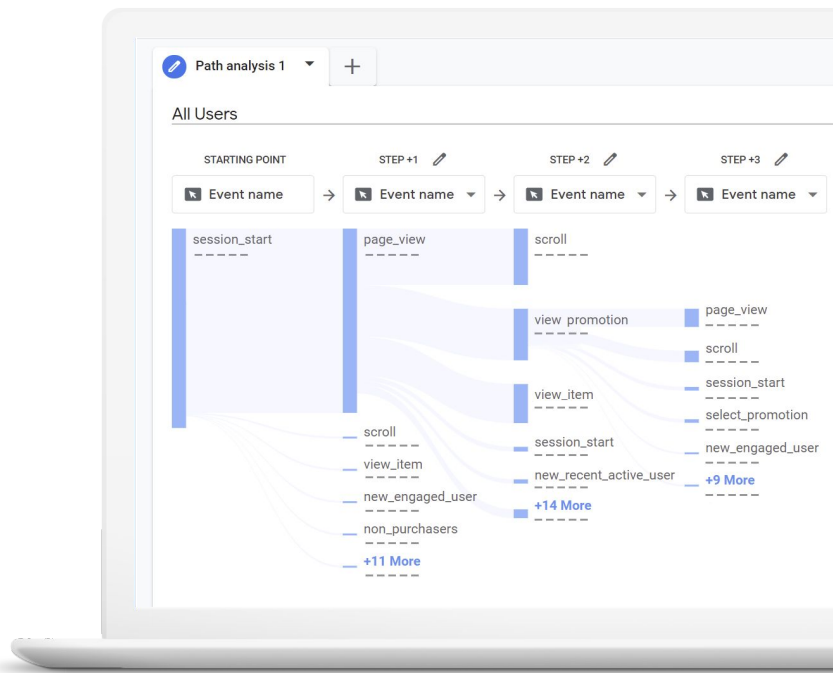
Blank  
Create a new analysis

The screenshot shows the Google Analytics 'Exploration' interface for a 'Google Merchandise Store' account. The 'Variables' tab is active, showing a list of dimensions and metrics. The 'Visualization' section is set to 'Table'. The 'SEGMENTS' section shows a list of segments including 'US', 'Direct traffic', 'Paid traffic', 'Mobile traffic', and 'Tablet traffic'. The 'DIMENSIONS' section shows a list of dimensions including 'Event name', 'Gender', 'Country', 'Device category', and 'User medium: Cros...'. The 'METRICS' section shows a list of metrics including 'Active users', 'Event count', and 'Transactions'. The 'COLUMNS' section shows a list of columns including 'Drop or select dimension'. The 'VALUES' section shows a list of values including 'Active users'. The 'ROWS' section shows a list of rows including 'Drop or select dimension'. The 'SEGMENT COMPARISONS' section shows a list of comparisons including 'Drop or select segment'. The 'TECHNIQUE' section shows a list of techniques including 'Exploration'. The 'Analysis Name' is 'Untitled Analysis'. The 'Custom' date range is 'Nov 4 - Dec 3, 2020'. The 'Try searching "users from USA last week"' search bar is visible. The 'Active users' metric is highlighted with a value of 80,452.

Callouts:

- Different visualizations can help you to further built your report and make it useful for your
- Data can be segmented as you prefer, e.g. by country, device, paid vs. non-paid.
- Segments give you segments
- Can be here. available

# Understand app and site behavior with Pathing reports



Find the top pages that new users open after getting to the Home page



Uncover looping behavior which may indicate users becoming stuck



Discover what actions users take after an app exception



Determine the effects of an event on subsequent users actions

# Additional Resources



# Ask us questions as a community

≡ Ad Grants Help

Help Center

Community

Announcements

My Profile

## Welcome to the Ad Grants Help Community



Describe your issue

### Featured posts

[View all featured posts →](#)



**Testimonials from our Grantees - Learn how Ad Grants helped them succeed.**

Hello Everyone! We wanted to share with you a series of inspiring testimonies by grantees such as yo...

0 Replies



**Happy Birthday Ad Grants!**

# Learn from others who have a similar objective

## Success stories

See how nonprofits around the world use Google Ad Grants to drive awareness, attract donations, recruit volunteers, and much more.



### DonorsChoose.org

Drove over 5,000 donations to public schools.



### Days for Girls

Saw a \$212 average donation to empower women around the world.



### We Care Animal Rescue

Raised monthly 125% adoption applications.



### SOS Children's Villages of India

Grew website traffic by over 30%.



### Samaritans

Raised over \$48,000 in online donations for their helpline.



### The Federation of Canadian Artists

Introduced 70,000 new website visitors to their exhibitions.



# Resources

- ❑ Google Analytics Skillshop  
<https://skillshop.exceedlms.com/student/catalog>
- ❑ Google ad transparency library  
<https://adstransparency.google.com>
- ❑ Website:  
[google.com/grants](https://google.com/grants)
- ❑ Ad Grants Online Community Forum:  
[support.google.com/grants/community](https://support.google.com/grants/community)
- ❑ YouTube Channel: [youtube.com/GoogleGrants](https://youtube.com/GoogleGrants)
- ❑ Ad Grants Certified Professionals Directory:  
[bit.ly/adgrantsagencies](https://bit.ly/adgrantsagencies)
- ❑ Student volunteers:  
[get.google.com/onlinechallenge](https://get.google.com/onlinechallenge)
- ❑ Google Ads customer service:  
**1-866-2-Google**
- ❑ Help Center:  
[support.google.com/grants](https://support.google.com/grants)

# Q&A

Thank you! :)

