# 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.
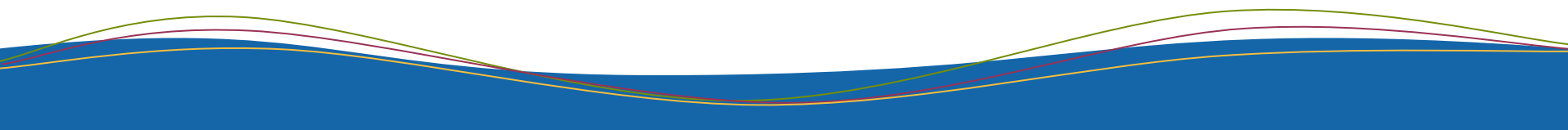
Trouble hearing us?

- 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.
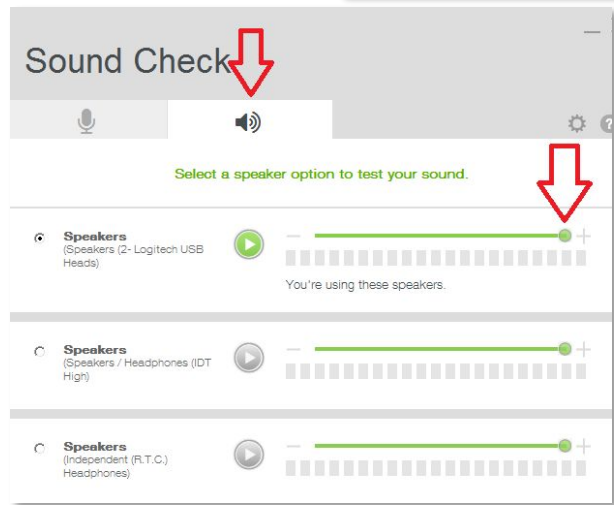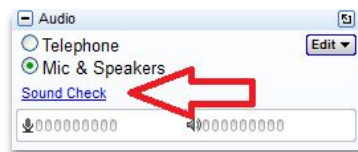
For the best webinar experience, close all other applications.
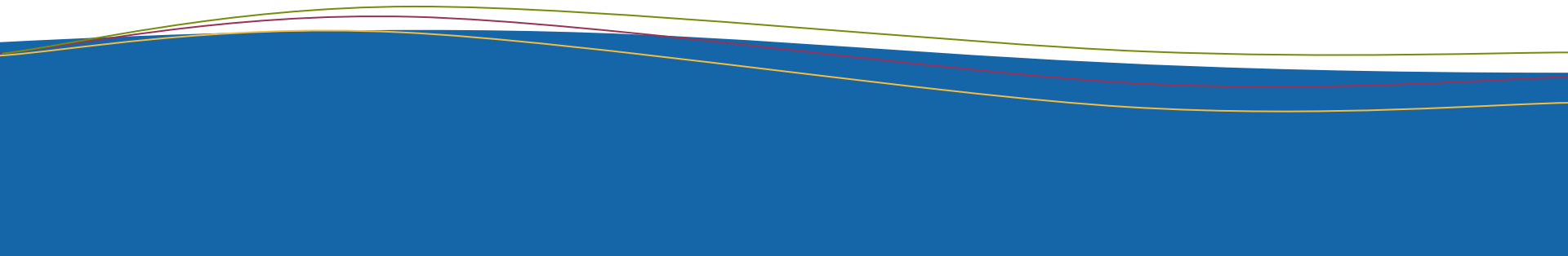
Yes!

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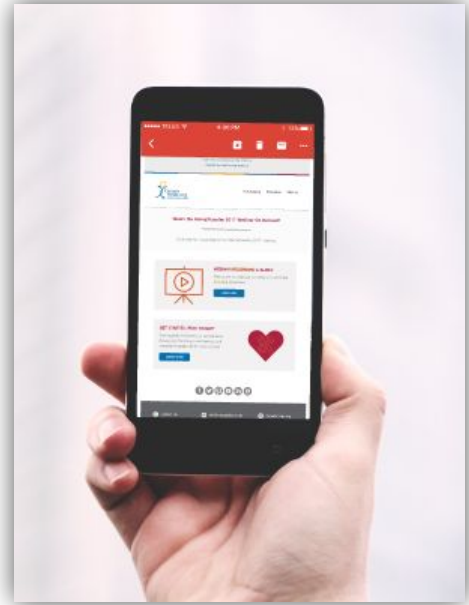
You can hear us, we can't hear you.

Have questions?

Type them into the
Questions Log at anytime.

**Tushar
Mathur**

Analytical Lead

**Ben
Wise**

*Head of
Programmatic Media*

Google

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**

Nonprofits are changing the world

But this comes with a unique set of challenges

Organizing and collaborating
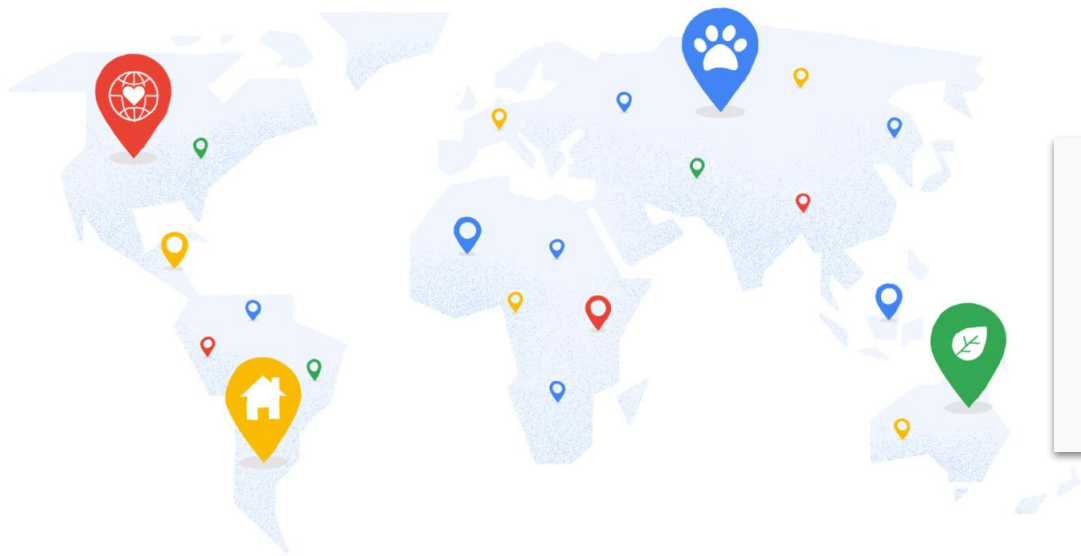Managing volunteers
Raising awareness and storytelling
Driving donations

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.
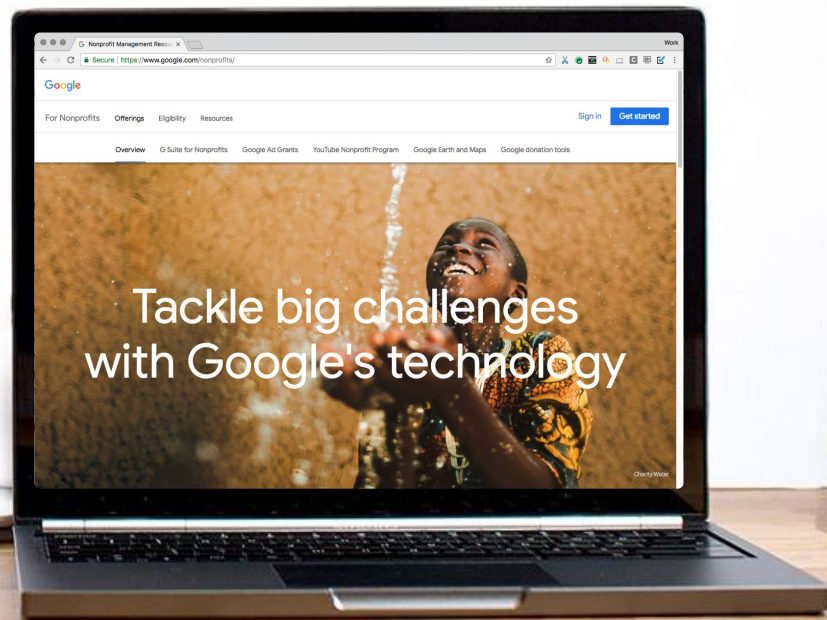
Google

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

Our three main goals for you today

What is GA4 and how can it help with your goals

How to navigate GA4
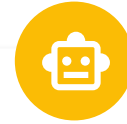
Built it reports, metrics, & definitions

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

Google

What is GA4?

Google

Google Analytics has evolved to meet the needs of today

Google Analytics

Google acquired Urchin

2005

Google Analytics

Rebranded to Classic Analytics

2007

iPhone introduced

Analytics 360

Universal Analytics + SDK

2012

2015

Mobile queries overtake desktop

Firebase

Launched

2016

Google Analytics 4

Properties in beta

2018

Google Analytics 4

Moves out of beta

2020

2024

3P Cookie deprecation

Google

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

Google

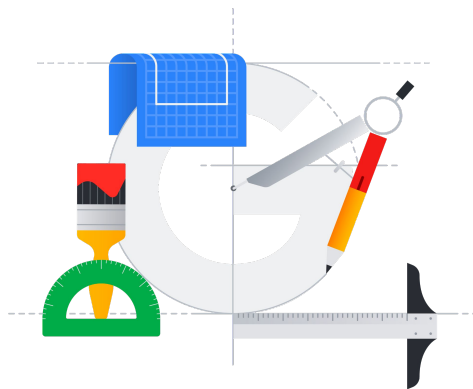# How can Google Analytics 4 help your non-profit?

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

How to Navigate GA4

Google

Don't have your own GA4 property yet?

Introduction to GA4 User Interface

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

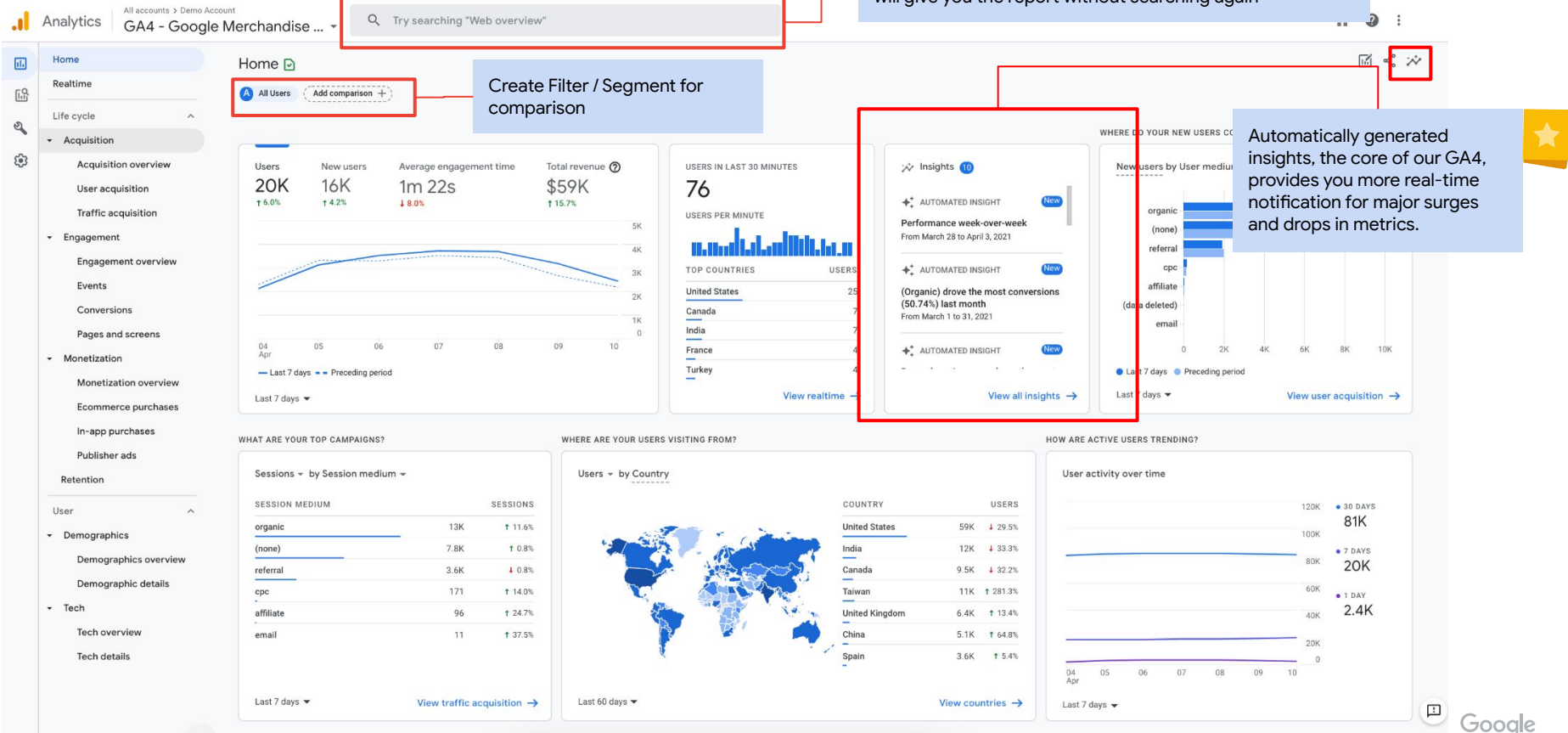- **Measure customer journeys that span devices and platforms,** allowing for a full picture of how users interact with content, based both on Google's data and a flexible event collection and data model.

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

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

Support Article: Reports, dimensions, and metrics
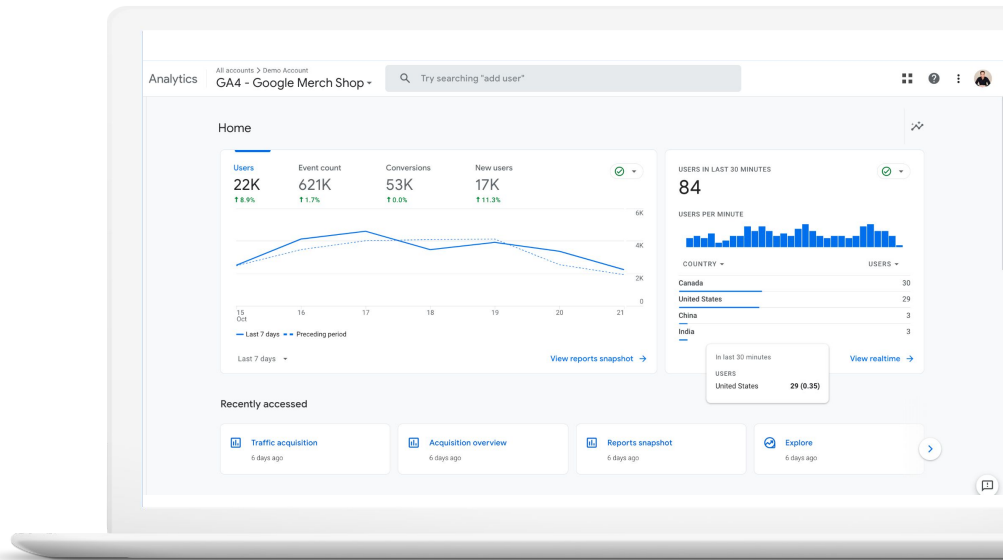
Search for insights and reports with natural language

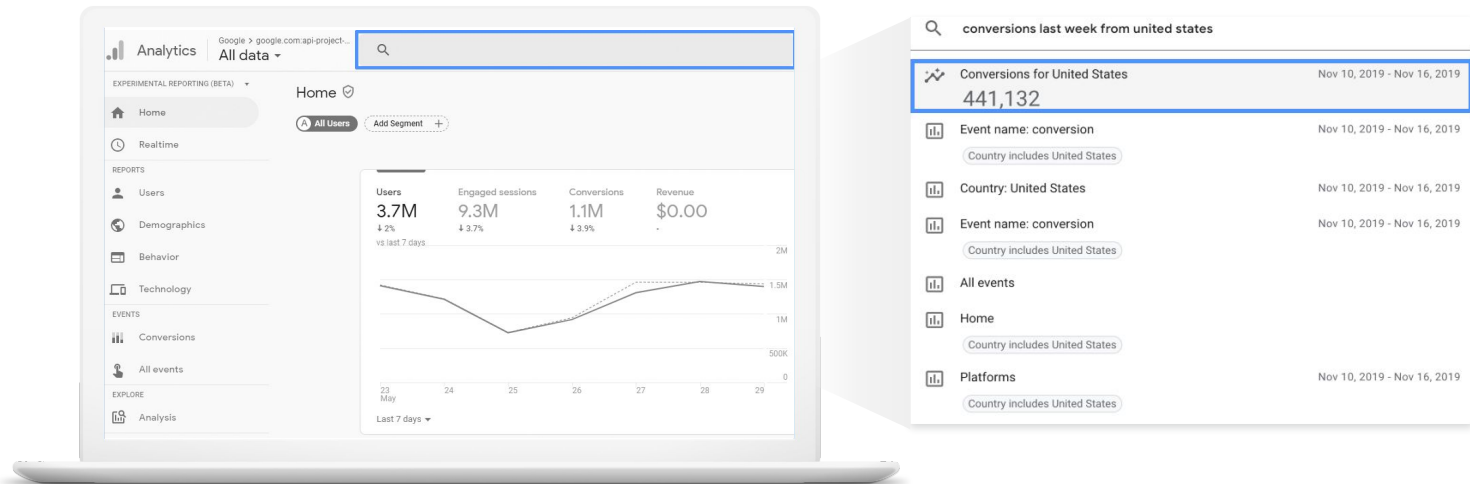**?** Ask questions about your Analytics data in natural language

📍 Locate account or property configuration
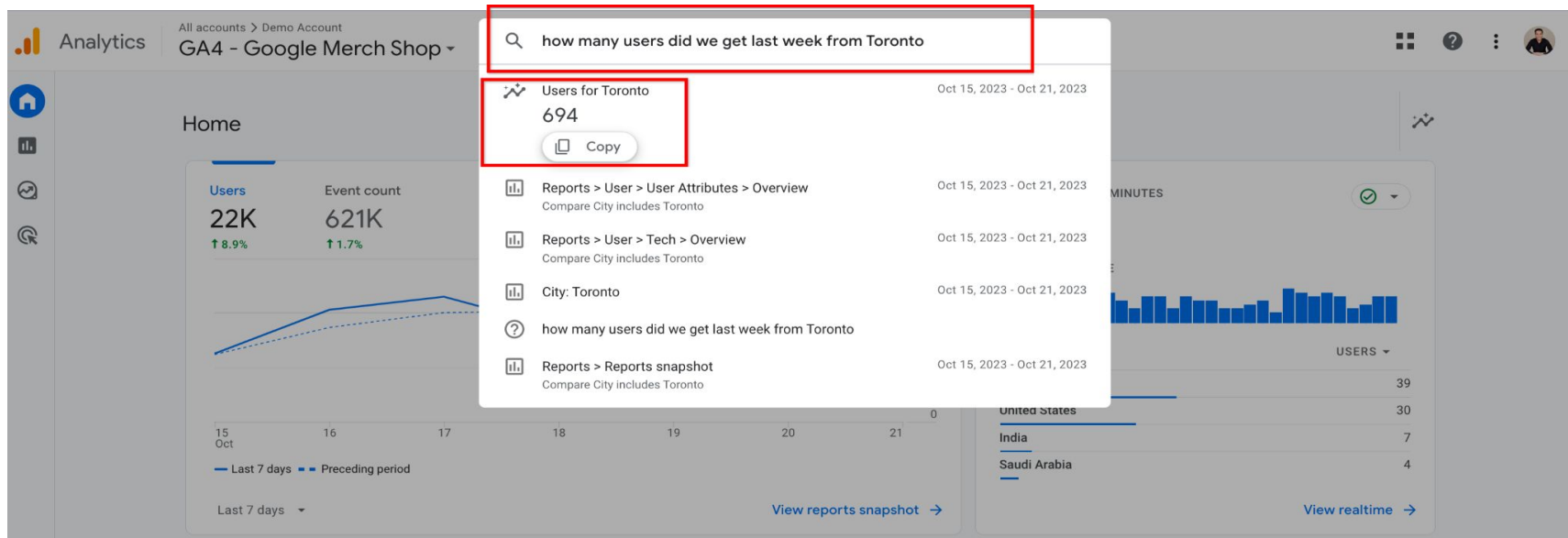
🔍 Find reports, admin pages, and insights

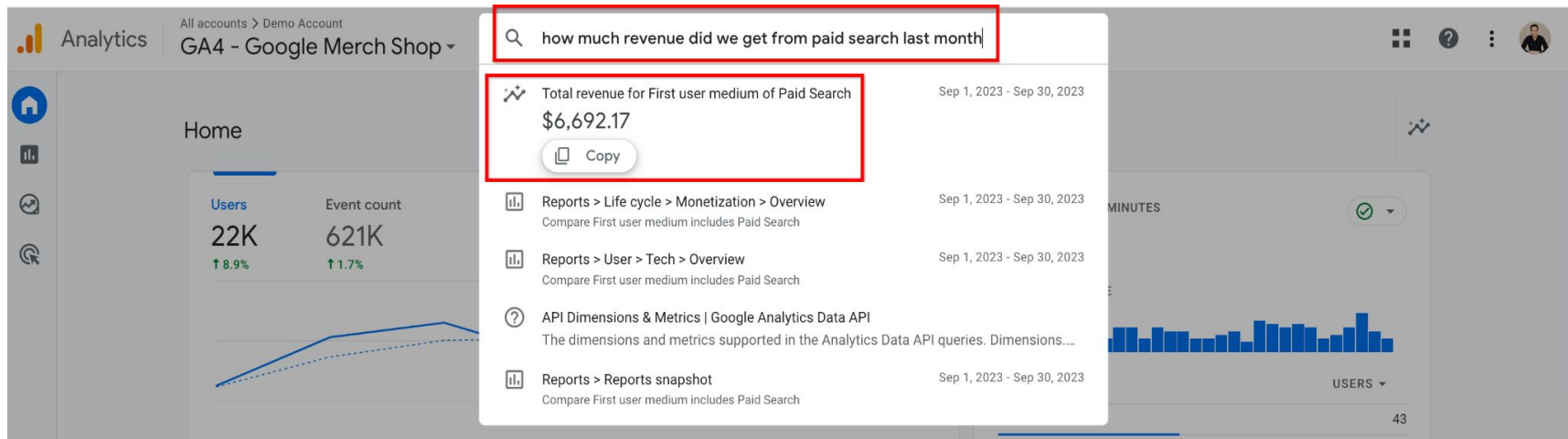**🧭** Explore Help Center content and topics

Google

Examples from Analytics Intelligence

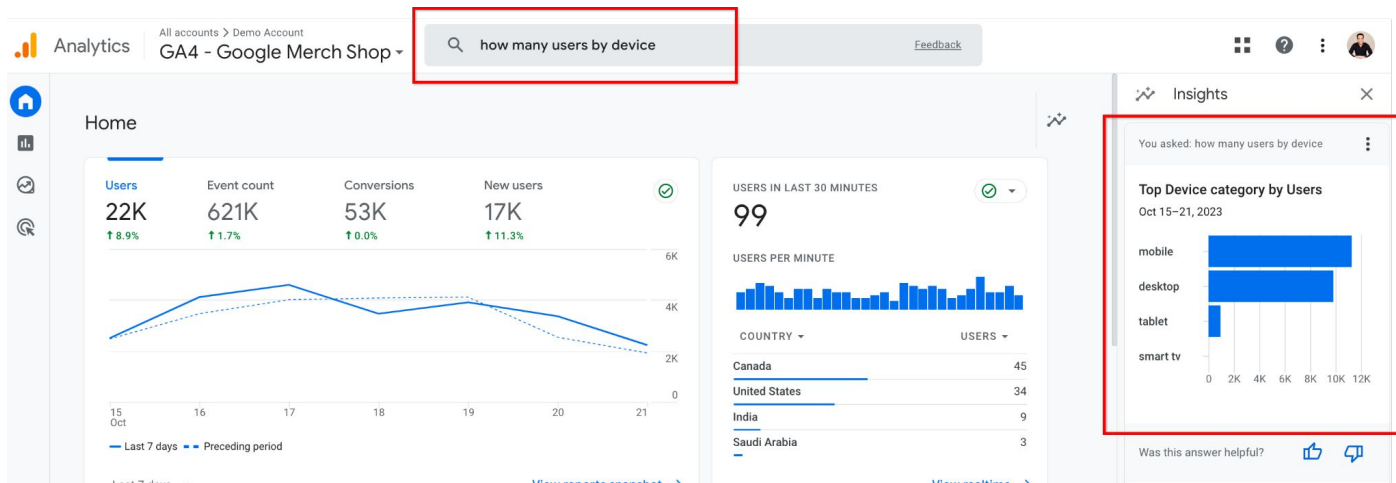*Try searching for "how many users did we get last week from Toronto"*

Google

Examples from Analytics Intelligence

Try searching for "how much revenue did we get from paid search last month"
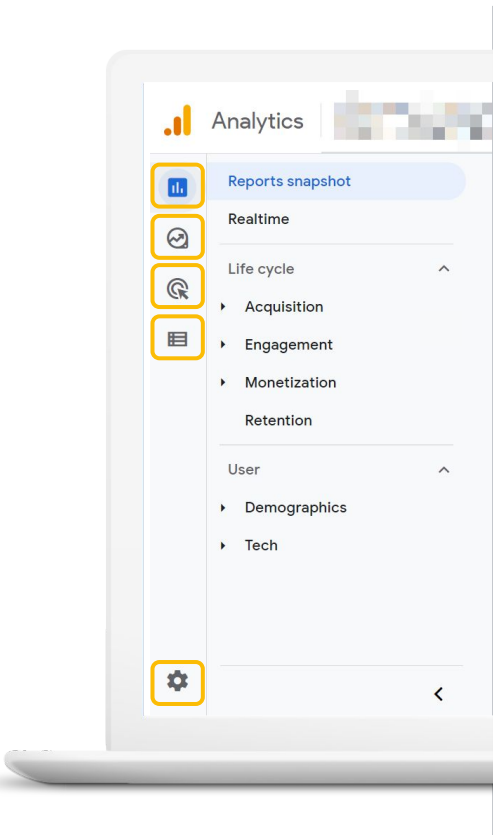
Google

Examples from Analytics Intelligence

Try searching for "how many users by device"

Google

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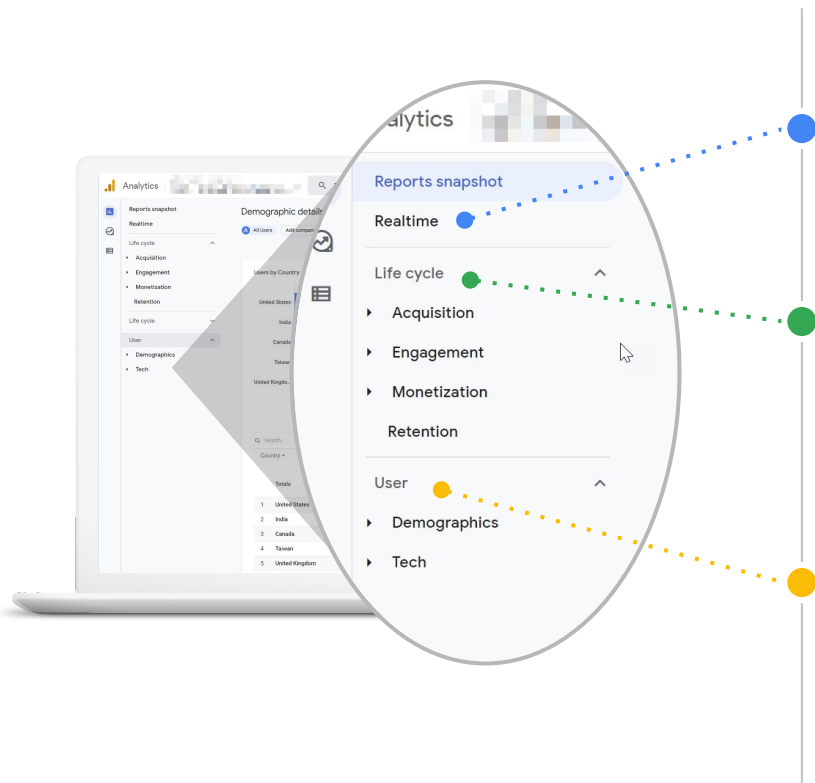
Configure allows you to manage and edit Events, Conversions, Audiences and Custom definitions

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

Google

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.

[GA4] About Google Analytics 4 reporting

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.)

Support Article: Reports, dimensions, and metrics

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

Support Article: Reports, dimensions, and metrics

GA Demo: Cheat Sheet for Reports

- **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

Support Article: Reports, dimensions, and metrics

Google

GA Demo: Where are my website visitors from and who are they?
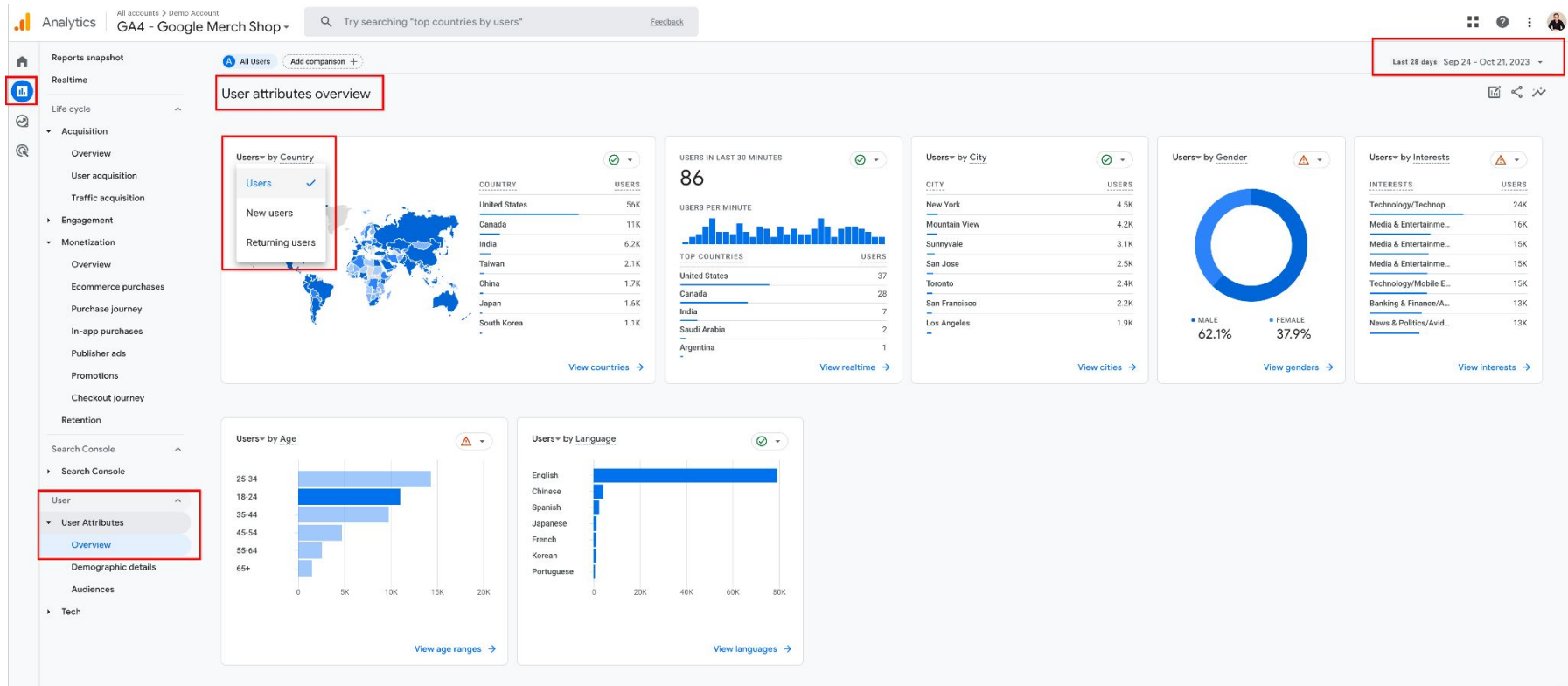
GA Demo: What devices do my visitors use?

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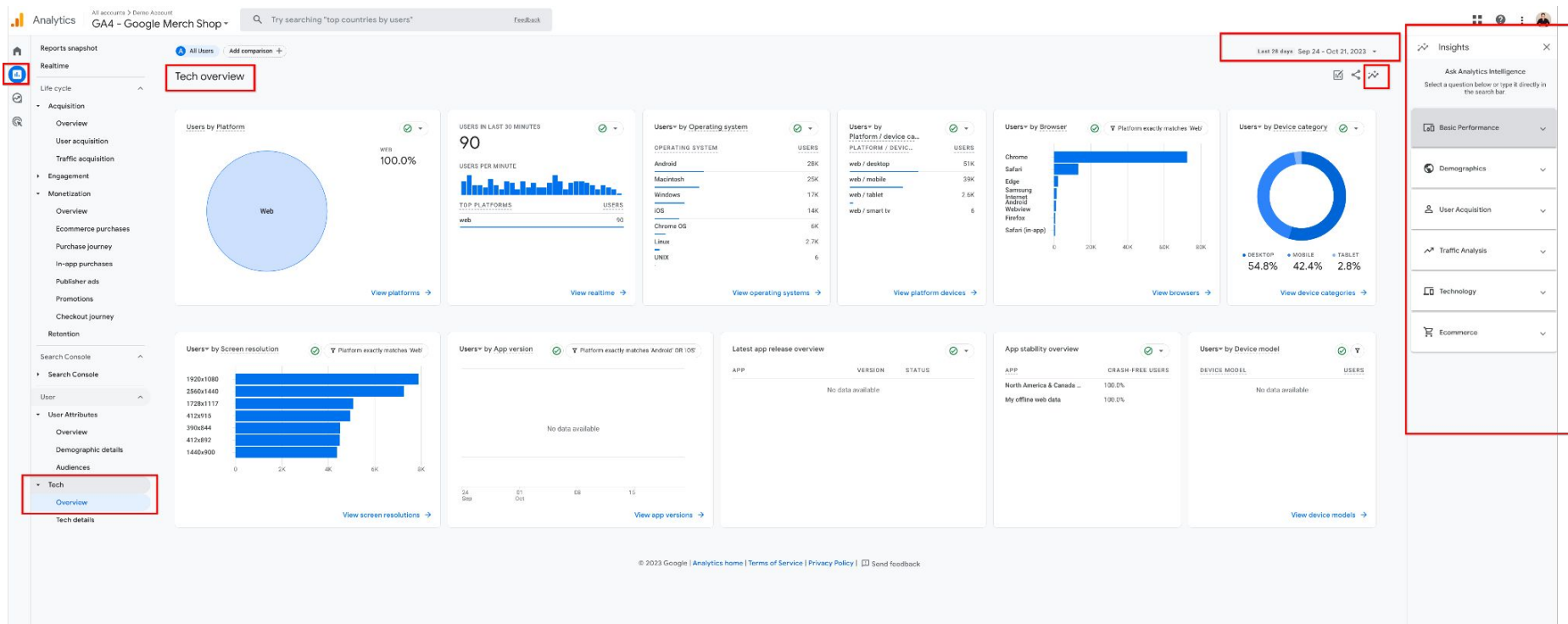
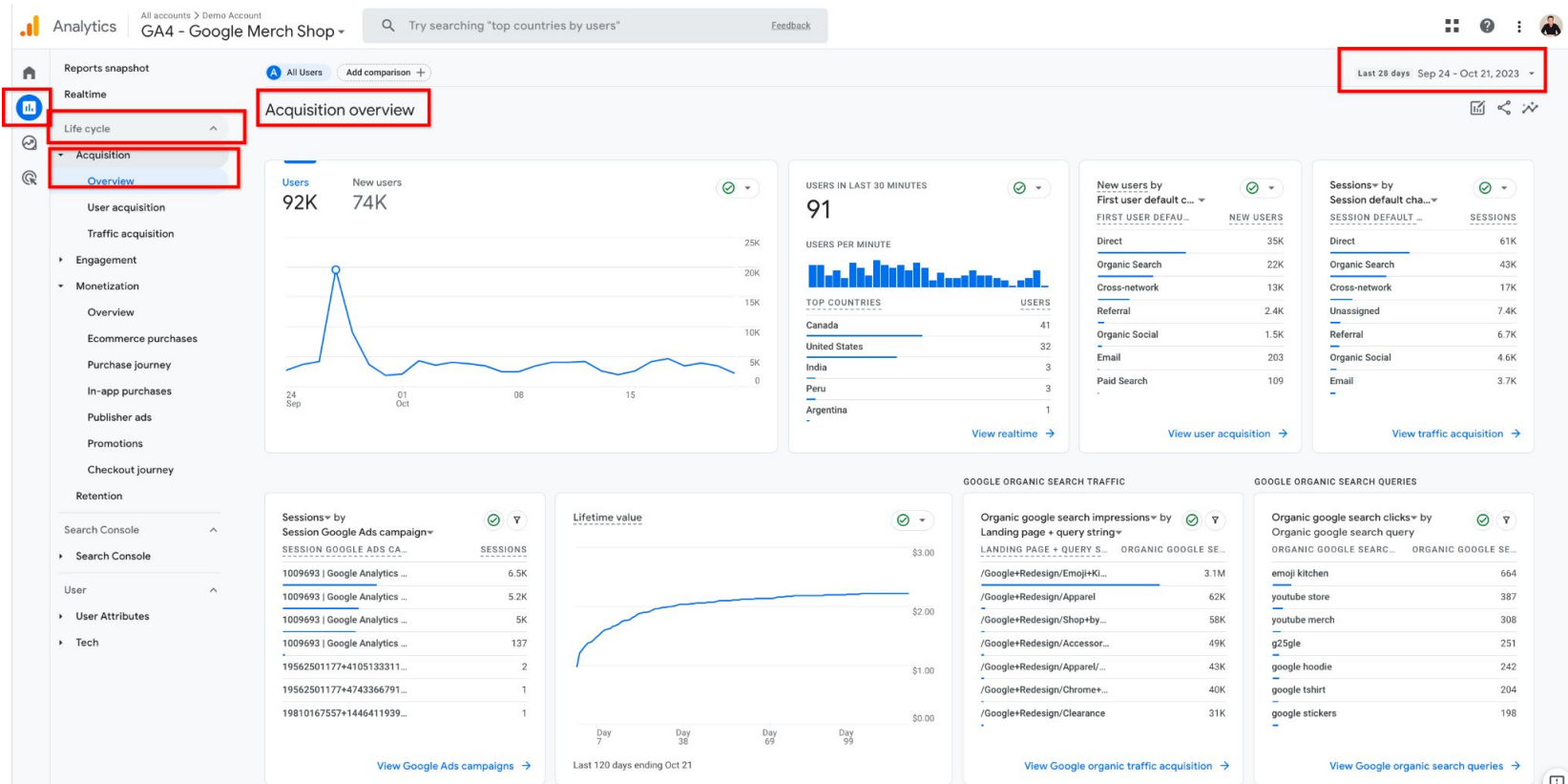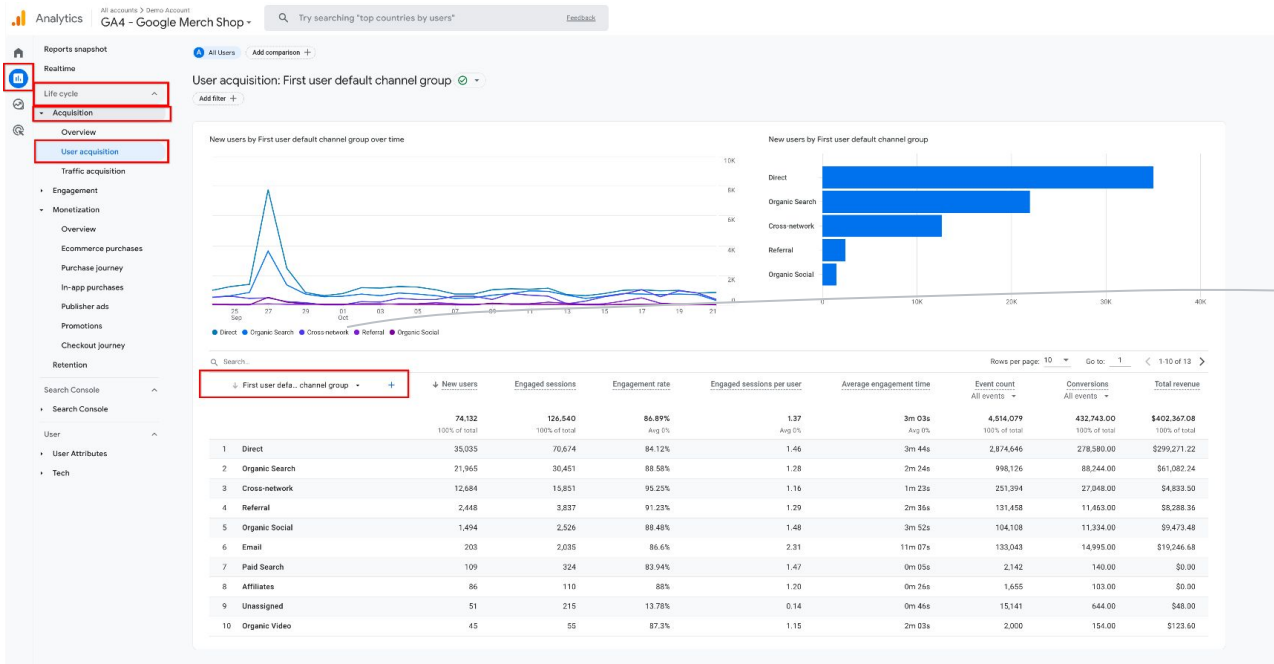# GA Demo: Where do people come from to get to my website?

GA Demo: Campaign Performance for User Acquisition
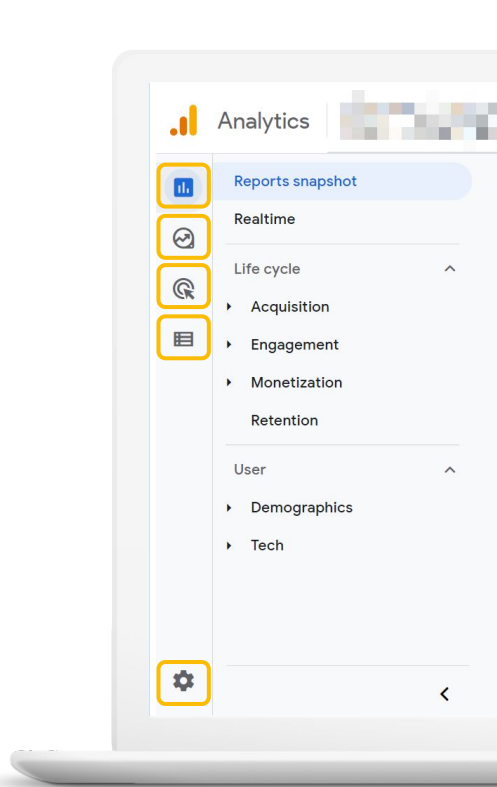
GA Demo: How much in donations are coming through the website?
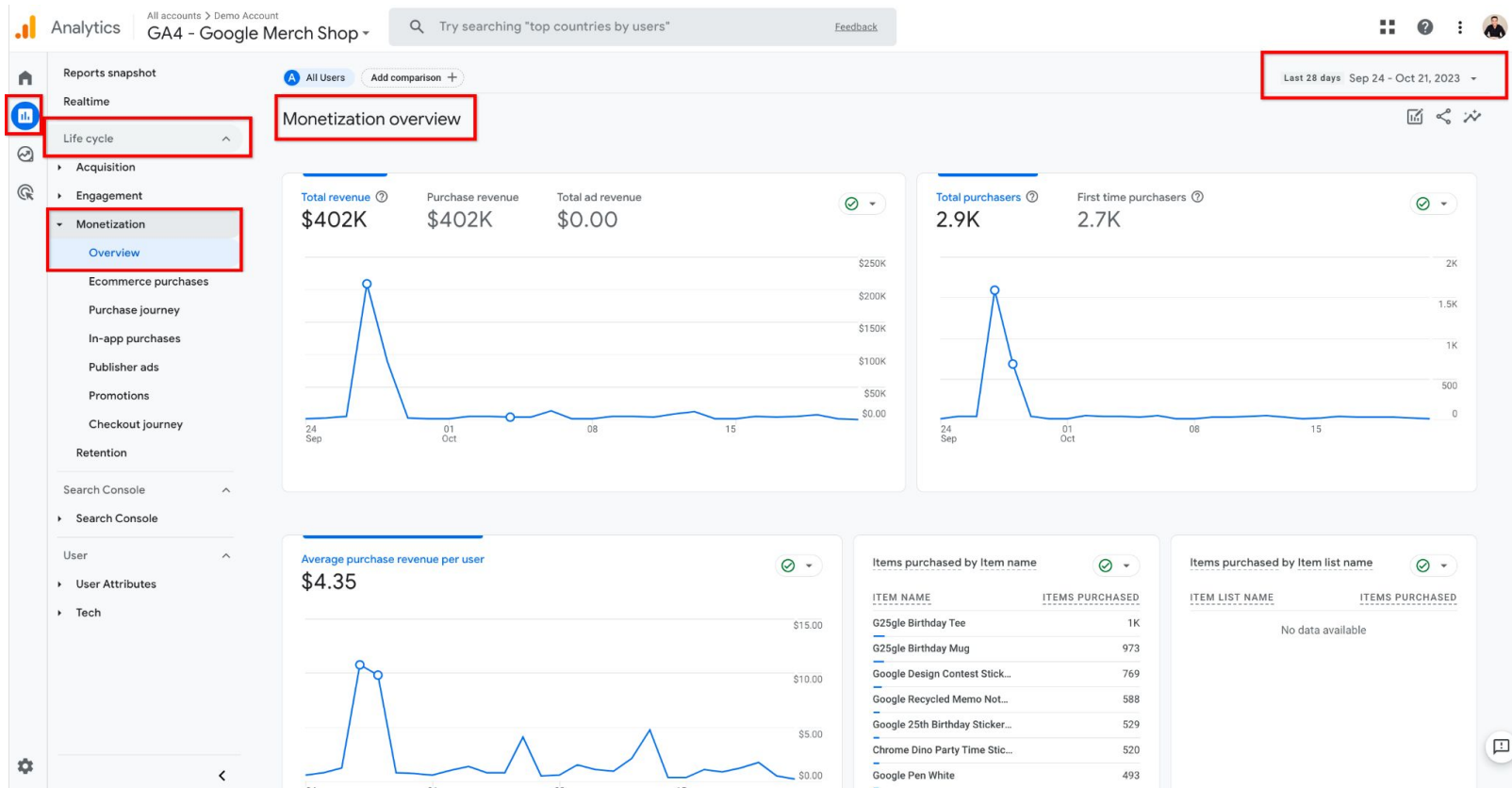
Custom Reports in GA4

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Google

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

Support Article: Reports, dimensions, and metrics
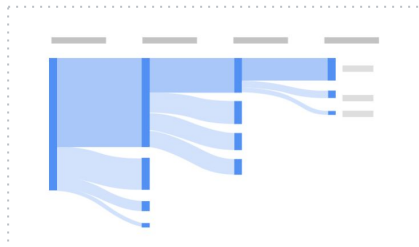
Google

Template Gallery

Exploration
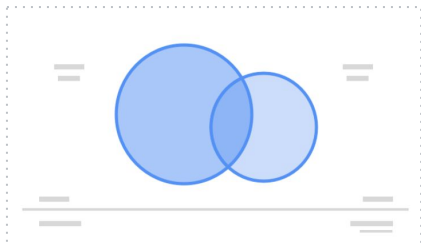What insights can you uncover with custom charts and tables?
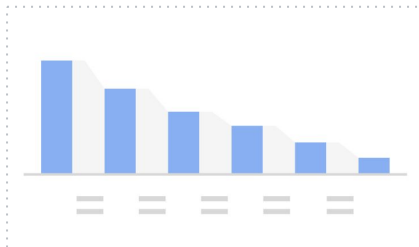
Funnel analysis
What user journeys can you analyze, segment, and breakdown with multi-step funnels?

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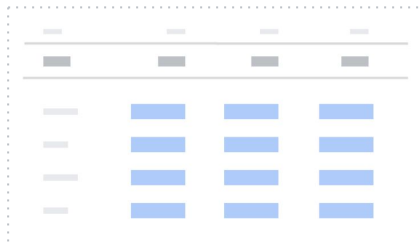What user journeys can you uncover with tree graphs?

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?
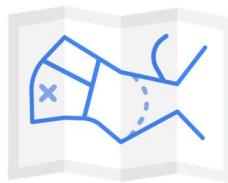

User lifetime
What can you learn by analyzing the entire lifetime of your users?

Google

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.
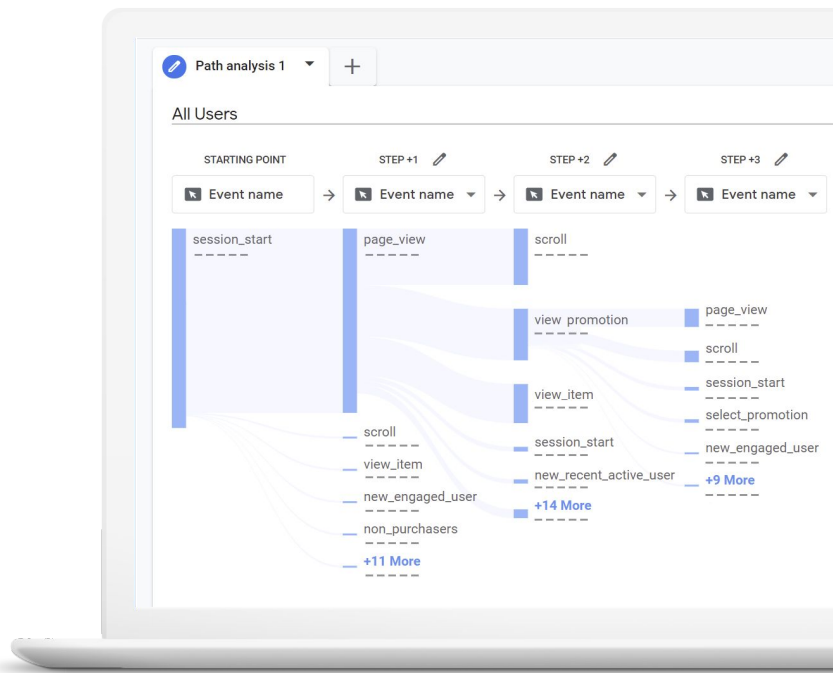
Google

Creating your own analysis

Blank
Create a new analysis

Different visualizations can help you to 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.

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

[GA4] Path exploration

Google

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!**

ⓘ

Google 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.

→

Google Ad Grants

Resources

- Google Analytics Skillshop
  https://skillshop.exceedlms.com/student/catalog

- Google ad transparency library
  https://adstransparency.google.com

- 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

Q&A

Google

Thank you! :)

Google