

GA4 Audiences Overview

Audiences vs Segments

Audiences are used for data activation, and can be used in comparisons across GA4 reports.

Segments primarily live within GA4 Explorations, the built-in advanced analysis tool, offering deep-dive into user-level data.

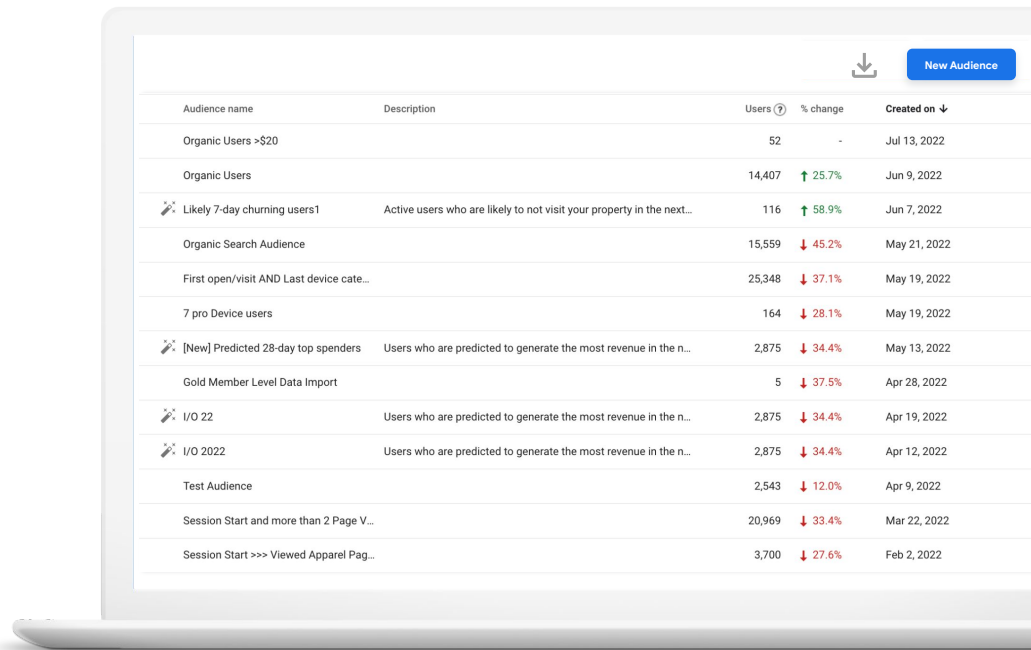
How to Create Audiences within GA4

There are two ways to create audiences in GA4:

- **Audience Builder** – via Configure > Audiences.
- **Segment Builder** – via Explore > Exploration > Segments.

Reviewing GA4 Audiences

GA4 Audience Manager offers a consolidated view of all audiences created, their size and WoW change in size.



The screenshot shows the GA4 Audience Manager interface. At the top right, there is a download icon and a 'New Audience' button. Below this is a table listing various audiences. The table has four columns: 'Audience name', 'Description', 'Users', and '% change'. The 'Users' column includes a question mark icon, and the '% change' column includes an up/down arrow icon. The 'Created on' column has a down arrow icon. The table lists several audiences, including 'Organic Users >\$20', 'Organic Users', 'Likely 7-day churning users1', 'Organic Search Audience', 'First open/visit AND Last device cate...', '7 pro Device users', '[New] Predicted 28-day top spenders', 'Gold Member Level Data Import', 'I/O 22', 'I/O 2022', 'Test Audience', 'Session Start and more than 2 Page V...', and 'Session Start >>> Viewed Apparel Pag...'. Each row shows the audience name, a brief description, the number of users, the percentage change (with an up/down arrow), and the date it was created.

Audience name	Description	Users ?	% change	Created on ↓
Organic Users >\$20		52	-	Jul 13, 2022
Organic Users		14,407	↑ 25.7%	Jun 9, 2022
Likely 7-day churning users1	Active users who are likely to not visit your property in the next...	116	↑ 58.9%	Jun 7, 2022
Organic Search Audience		15,559	↓ 45.2%	May 21, 2022
First open/visit AND Last device cate...		25,348	↓ 37.1%	May 19, 2022
7 pro Device users		164	↓ 28.1%	May 19, 2022
[New] Predicted 28-day top spenders	Users who are predicted to generate the most revenue in the n...	2,875	↓ 34.4%	May 13, 2022
Gold Member Level Data Import		5	↓ 37.5%	Apr 28, 2022
I/O 22	Users who are predicted to generate the most revenue in the n...	2,875	↓ 34.4%	Apr 19, 2022
I/O 2022	Users who are predicted to generate the most revenue in the n...	2,875	↓ 34.4%	Apr 12, 2022
Test Audience		2,543	↓ 12.0%	Apr 9, 2022
Session Start and more than 2 Page V...		20,969	↓ 33.4%	Mar 22, 2022
Session Start >>> Viewed Apparel Pag...		3,700	↓ 27.6%	Feb 2, 2022



Key Learning

Segments are an easy way to start exploring new audiences and gain some insights, before building / activating actual audiences.

GA4 Suggested Audiences

Suggested Audiences Overview

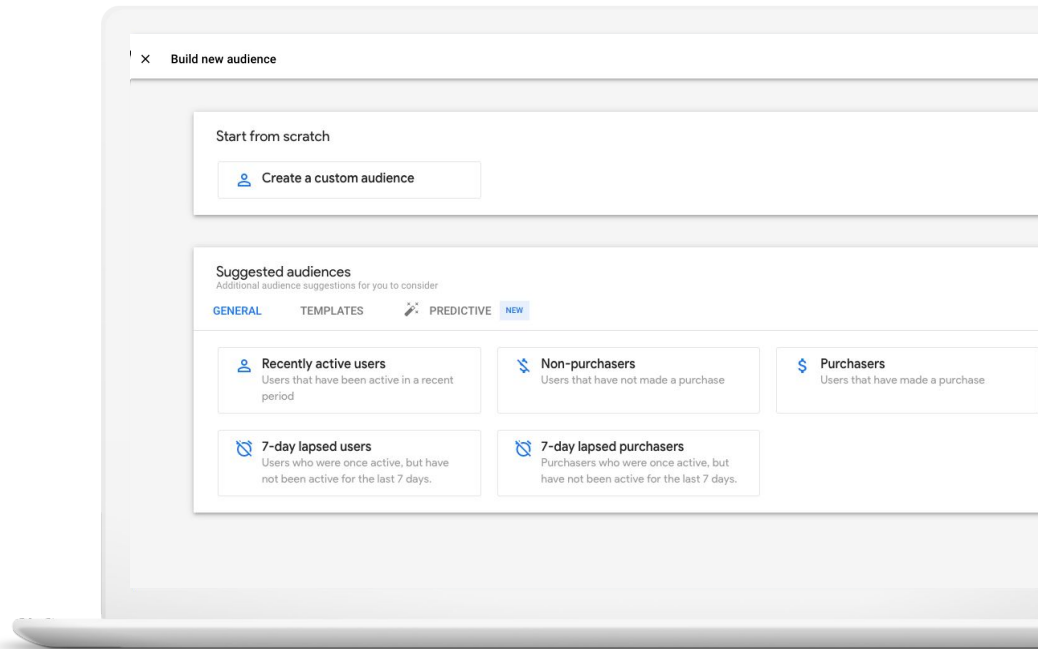
Analytics provides a number of fully configured audiences that you can use as is or modify if necessary, aligned to your chosen business category and recommended events.

Audience Examples

- Recently Active Users
- 7-Day Lapsed Users
- Cart Abandoners

How To Create/Use Them?

Navigate to GA4 Audience Builder, choose either [General] or your business category, i.e [Retail/E-Commerce]. Pick your Suggested Audience and modify as required.



Key Learning

Suggest Audiences require specific [Recommended Events](#) aligned to your business category.

GA4 Audience Templates

Audience Templates Overview

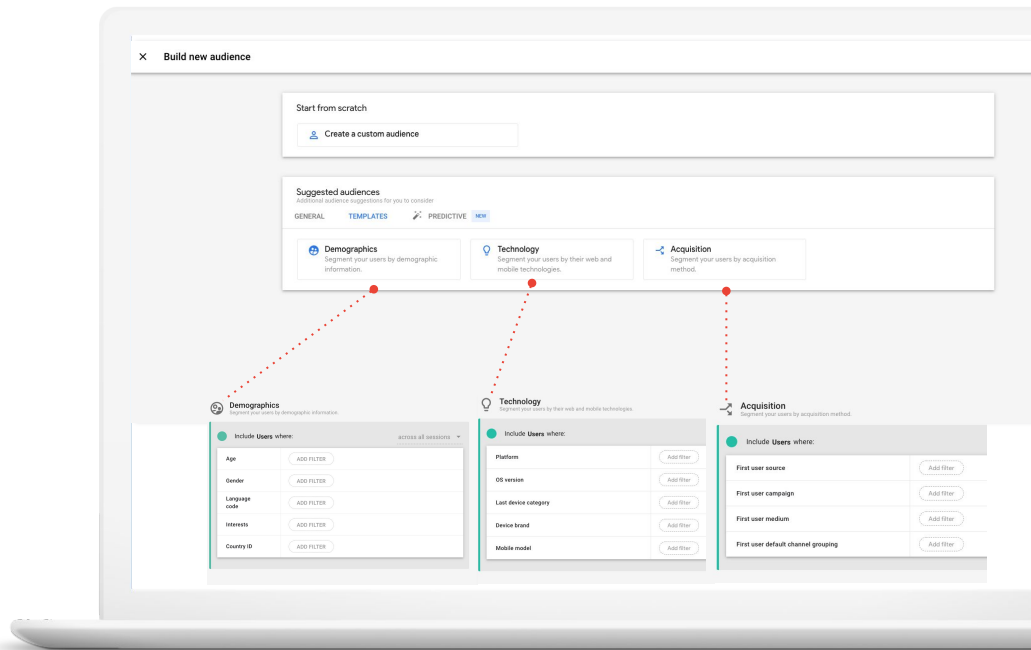
Audience templates are partially configured audiences, already identifying a set of dimensions and/or metrics that form basis of widely applicable audiences for app- and web-based businesses.

Audience Examples

- Users falling into specific Age Group & Gender
- Users who previously used a specific type of device
- Users coming from a particular campaign / channel

How To Create/Use Them?

Navigate to GA4 Audience Builder > Templates, then select either Demographics, Technology or Acquisition. Define audiences from provided audience rule criteria (they are AND-combined).



Key Learning

Audience Templates serve as a starting point for GA4 Audience creation by providing a template related to major audience types.

GA4 Predictive Audiences

Predictive Audiences Overview

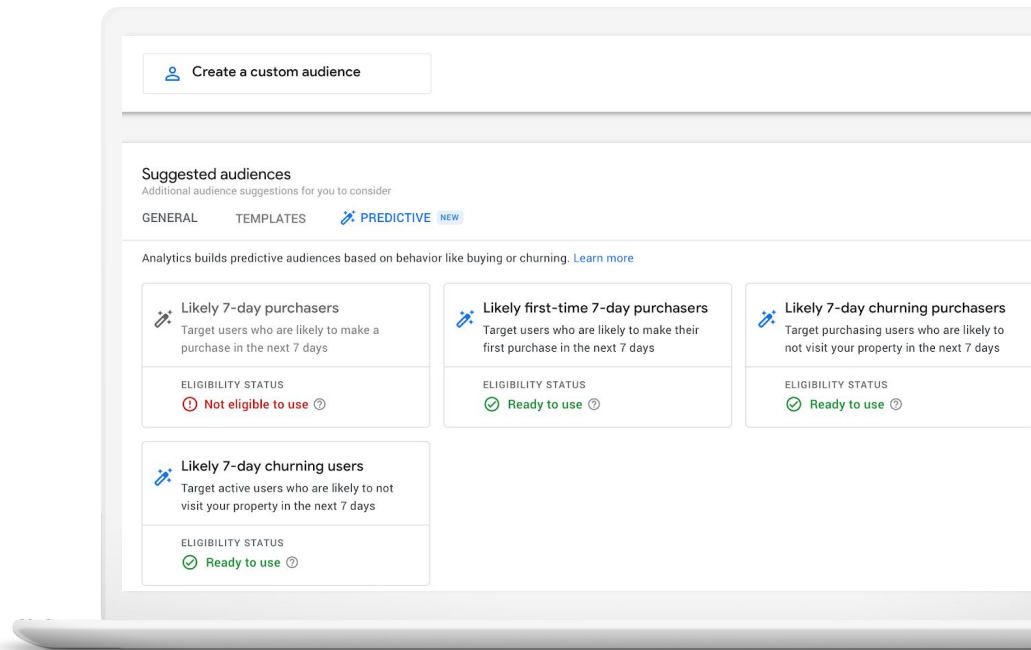
Google Analytics automatically enriches your data by leveraging Google machine-learning expertise to predict future behavior of your users. A predictive audience is an audience with at least one condition based on these model outputs, e.g. predictive metrics.

Audience Examples

- Likely 7-Day Purchasers
- Likely 7-Day Churning Users
- Predicted 28-Day Top Spenders

How To Create/Use Them?

Navigate to GA4 Audience Builder > Predictive. Choose relevant predictive audience, such as Likely 7-day churning users.



Key Learning

Predictive Audiences move beyond targeting on explicit signals, and are an entry point for any model-based activation and bidding.

GA4 Custom-Built Audiences

Custom-Built Audiences Overview

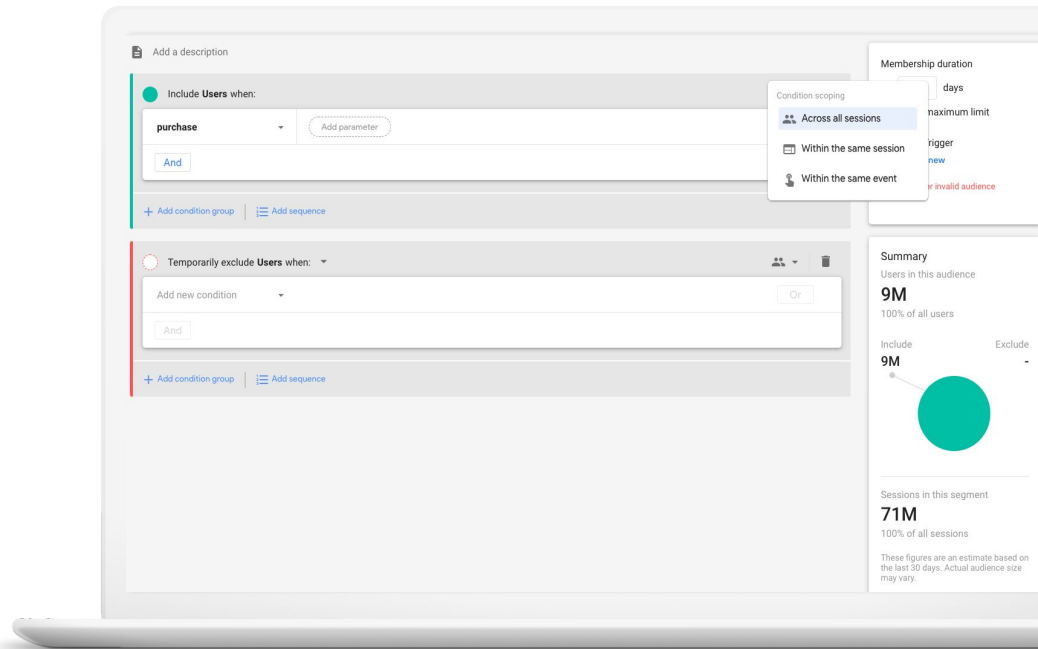
You create an audience by setting conditions based on the dimension, metric, and event data you collect from a property. After you create an audience, it accumulates users who meet the conditions from that point onward.

Audience Examples

- Previous Purchasers Who Haven't Been Active Recently
- People Adding Specific Items into Shopping Cart
- Users Coming from Youtube, Not Yet Converted

How To Create/Use Them?

Navigate to GA4 Audience Builder, choose [Create A Custom Audience]. Apply rule criteria as required for your audience.



Key Learning

Custom Audiences offer maximum flexibility on GA4 audience creation, and are best utilised by Analysts / Data Managers.

GA4 Audience Builder Interface

The screenshot shows the GA4 Audience Builder interface for a rule named "US Add-to-Cart | Begin Checkout L300 - No Purchase". The interface is divided into several sections, each highlighted with a red dashed box and a callout box:

- Select Events, Metrics or Dimensions for your rule.** This points to the "Include Users when:" section, which contains two conditions: "add_to_cart" and "begin_checkout", both with the condition "Event count > 0 in the last 30-day period".
- Look for specific parameter values in your rule condition** This points to the "Country ID" condition, which is set to "contains US".
- Exclude users temporarily or permanently if qualifying** This points to the "Temporarily exclude Users when:" section, which contains two conditions: "purchase" and "in_app_purchase", both with the condition "Event count > 0 in the last 30-day period".
- Add condition groups, or set sequence of actions** This points to the "Add condition group" and "Add sequence" buttons at the bottom of the interface.
- Specify how long users stay in audience once qualified** This points to the "Membership duration" section, which is set to "30 days".
- Fire (conversion) events if users qualify for audience** This points to the "Audience Trigger" section, which is set to "Create new".
- Review estimated audience size based on historical data** This points to the "Summary" section, which shows the audience size as 617 users (0.77% of all users).
- Set scope: within event, in session or across sessions** This points to the "Sessions in this segment" section, which shows the audience size as 2.6K sessions (2.54% of all sessions).

Key Learning

Start with pre-defined audience templates & suggested audiences, and refine them. Start with simple audiences, and experiment by adding/removing conditions to see how those rules would affect audience size. Test & Learn!

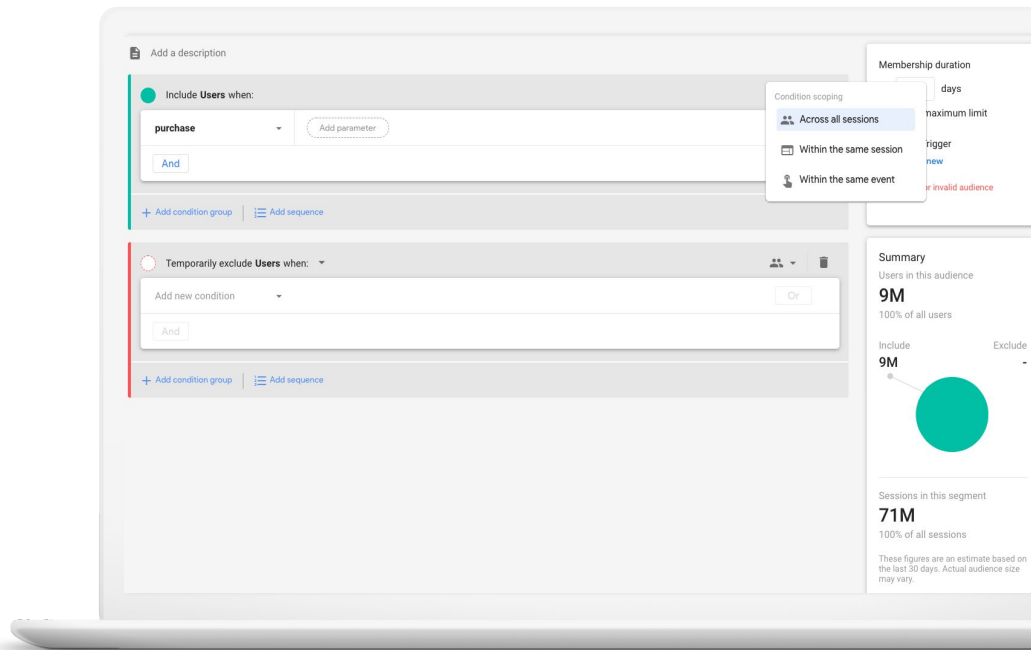
Condition Scope & Operators in GA4 Audiences

Condition Scope

- **Across All Sessions** : Checks conditions across user lifetime, for event rules can specify lookback window across session
- **Within Same Session** : Checks conditions within same session, usually for eCommerce audiences, can be across events.
- **Within Same Event** : checks conditions within exact same event.

Rule Operators

- Condition groups **AND-combined**, individual conditions **AND/ OR** - combined. Temporary/ Permanent **Exclusions** separately.
- Rule Operator Example:
[Add-to-Cart Item A **OR** Add-to-Cart Item B]
[**AND** based in USA]
[**NOT** Purchased Anything Last 7 Days]



Key Learning

Typically you'll go with Across All Sessions to define audience, but for eCommerce-specific targeting other scopes may be valid too

Static / Dynamic Evaluation in GA4 Audiences

Static Evaluation

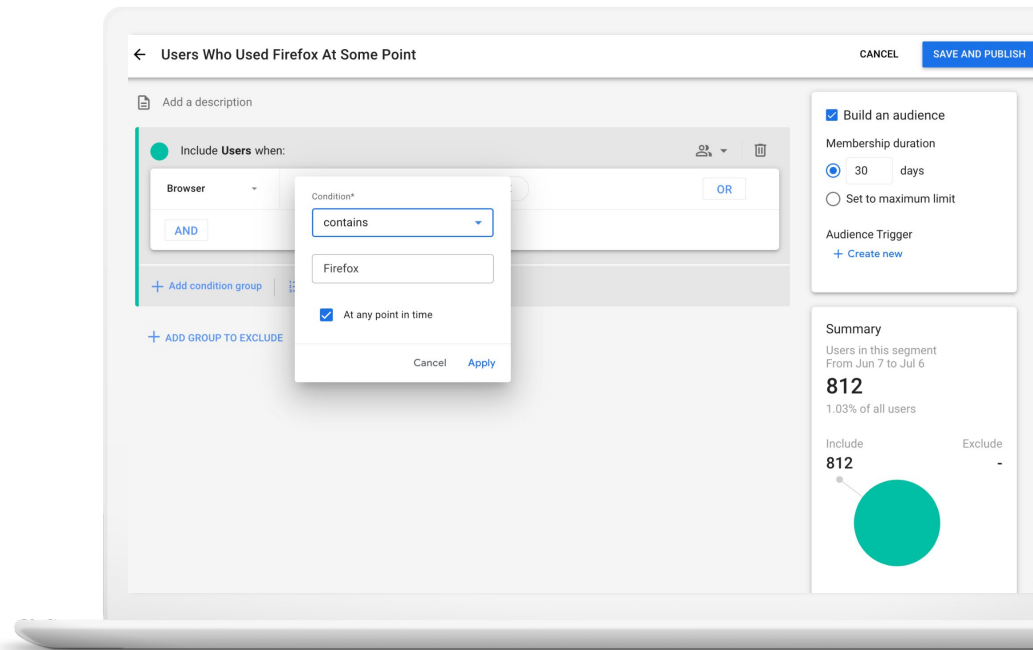
Static evaluation includes users if the condition was ever true for them, regardless whether they still satisfy the condition. Select **At Any Point In Time** for a given rule to enable Static Evaluation.

Example → Users who have ever visited site on Firefox browser.

Dynamic Evaluation

Dynamic evaluation includes users when they meet the condition and excludes them when they do not, e.g it looks at a just-in-time snapshot of their activity and associated profile data.

Example → Users who (most recently) visited from Youtube ads.



Key Learning

Static evaluation can be a powerful tool to define non-exclusive “realms” of users, i.e Firefox-Users, Apple-Users or Youtube-Users.

Dynamic Lookback in GA4 Audiences

Dynamic Lookback Concept

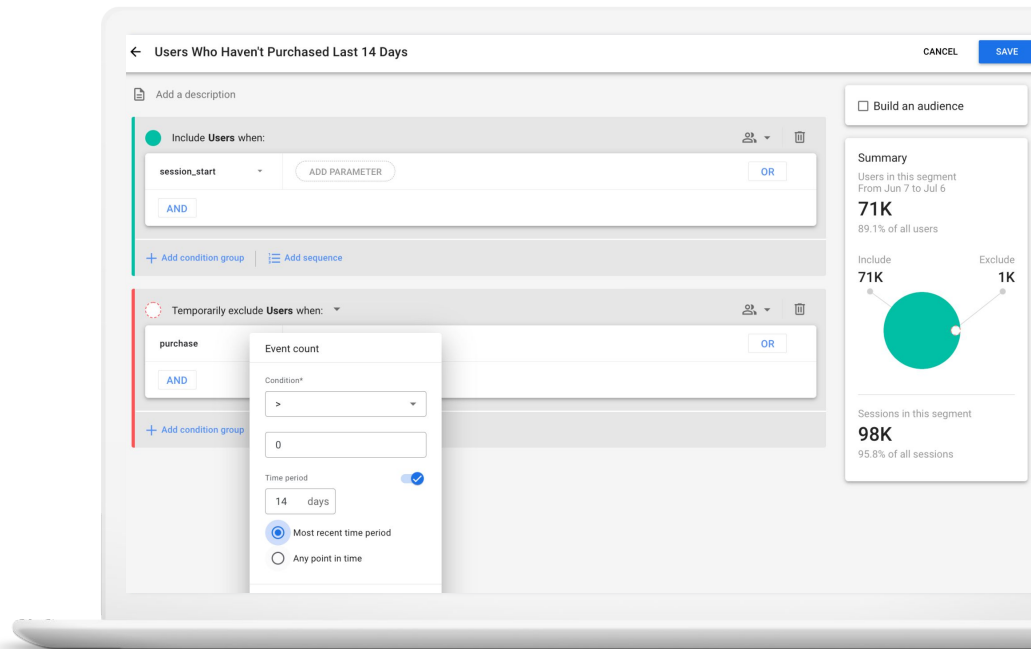
When you build audiences in Google Analytics, you configure the audience definition to dynamically include or exclude users who satisfy the value of the “event_count” parameter within the last N days. This option is available only when you use events in the rule.

Dynamic Lookback Examples

- People who made purchase within last N days
- People who didn't visit your site during last N days
- People who made repeat purchases in any N-day time period

Dynamic Lookback Negative-Clause

To look at users who triggered event LESS than N times, simply exclude users who triggered event MORE than N-1 times



Key Learning

Utilize Dynamic Lookback to add a Recency / Frequency element to your audience segmentation. Consider combining with other event-specific parameters, e.g users added specific item to cart AND and did that within last N days.

Time-Windowed Metrics in GA4 Audiences

Time-Windowed Metrics Concept

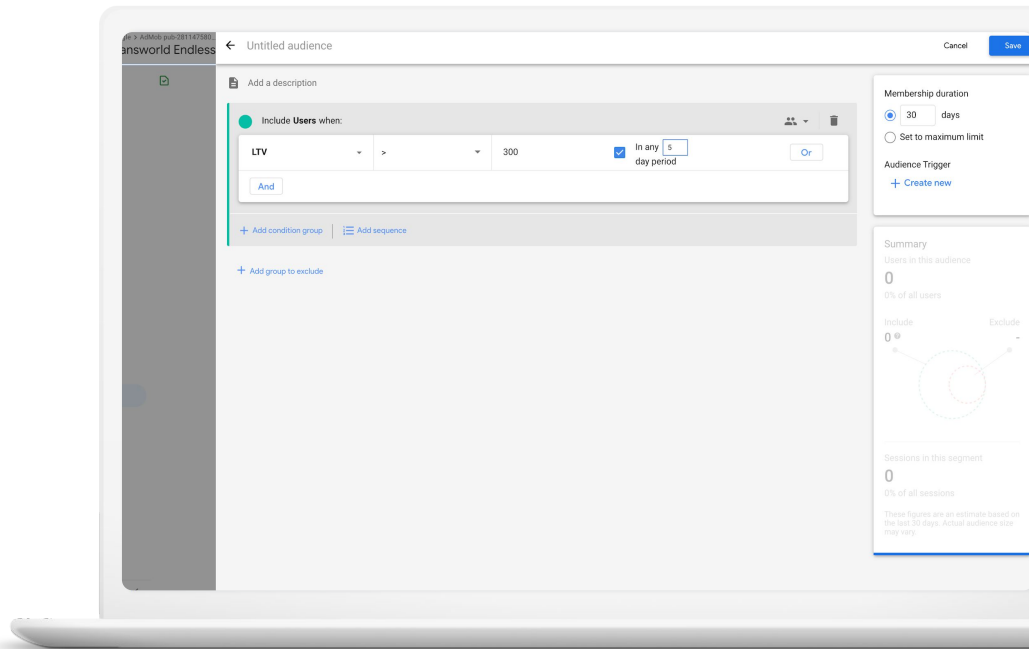
Conditions also support time-windowed metrics: you can specify that a metric condition can be true during any point in the lifetime of a user or that it must be true during a specific number of days (e.g., > 5 during any 7 day period).

Time-Windowed Metrics Examples

- Target users who made > 3 purchases
- Target users who spent > \$500 during their lifetime
- Target users who spent at least 30 mins total on site

Time-Windowed Metrics How-To

Select any available Metric, apply rule, i.e LTV > 500. Optionally choose time period during which rule needs to be satisfied



Key Learning

Time-windowed metrics are particularly useful when looking at event frequency, or value-based segmentation (e.g LTV).

Predictive Metrics in GA4 Audiences

Predictive Metrics Concept (pMetrics)

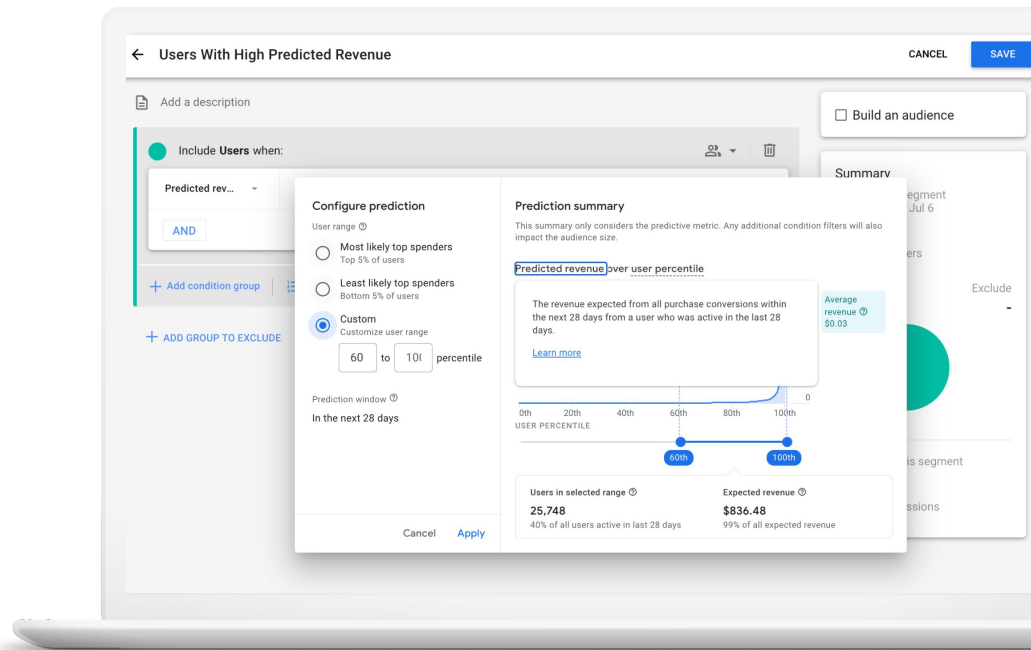
Predictive metrics apply Google's machine learning to unlock the predictive power in your historical business data.

Predictive Metrics Examples

- Purchase Probability within next 7 Days
- Churn Probability within next 7 Days
- Predicted Revenue within next 28 Days

How to build audiences with pMetrics?

- Within GA4 Audience Builder, select [Predictive]
- Choose pMetric of interest, i.e Predicted Revenue
- Adjust percentile of audience to include based on pMetric score, i.e top 10% predicted top spenders within user base



Key Learning

Utilize predictive metrics to get started with model-based data activation; optionally refine with additional targeting criteria.

Sequences in GA4 Audiences

Sequences Concept

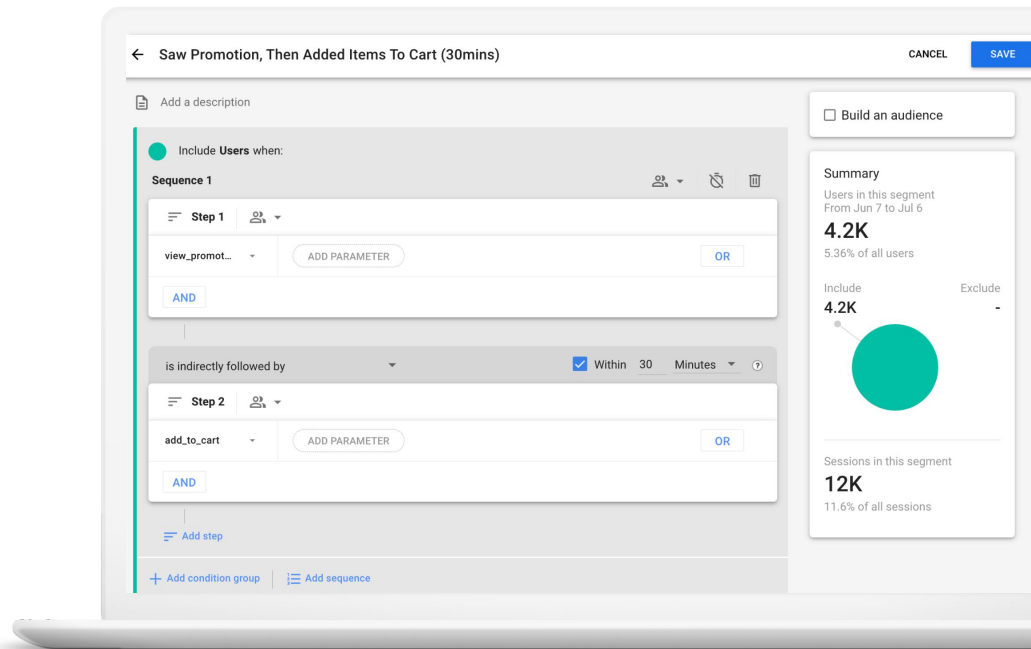
You can use sequences to create audiences based on users who have completed a series of conditions. The condition can occur at the user level, the session level, or the event level, either as the immediate next event or indirectly following. You can apply time constraints, e.g next step needs to happen within X minutes.

Session-Level Sequence Example

Users who viewed a product promotion, then added items to cart and completed purchase within same session

User-Level Sequence Example

Users who made a purchase on your website, then installed the mobile app, and made another purchase in the app.



Key Learning

Use Sequences to target users who completed some parts of a desired customer journey.

Exclusion Rules in GA4 Audiences

Exclusions Concept

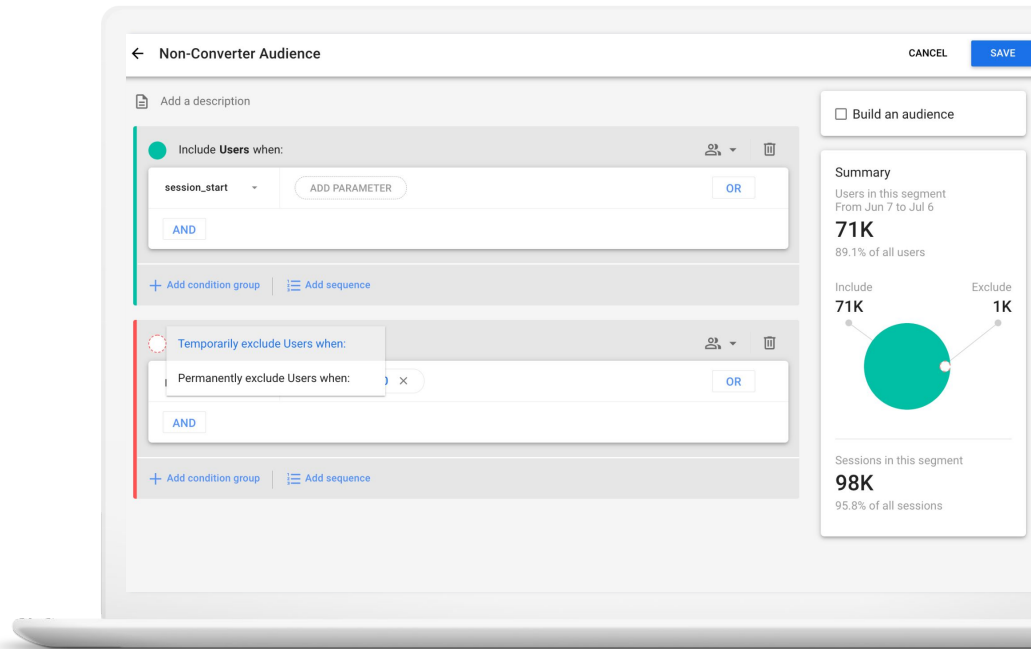
Besides including users based on specific criteria, you can choose to exclude users who satisfy some criteria. Pick **Temporary Exclusion** to exclude users as long as they satisfy the exclusion rule with a chance to be added to the audience once they no longer fall into the exclusion rule. In contrast, **Permanent Exclusion** would forever exclude and user who meets that condition at any time.

Temporary Exclusions Example

You define a cart-abandoner audience. You include users who added items into cart, and exclude those who made a purchase.

Permanent Exclusions Example

You define a non-purchaser audience. In this case, you exclude all users who ever made a purchase (or a given time period).



Key Learning

Permanent exclusions are useful for clear-cut exclusions based on user-level signals, such as geography or the fact whether they are “converters” or not. Temporary exclusions are useful in excluding users who perform certain actions in the moment.

Using Audience Triggers as Conversion Events

Audience Trigger Concept

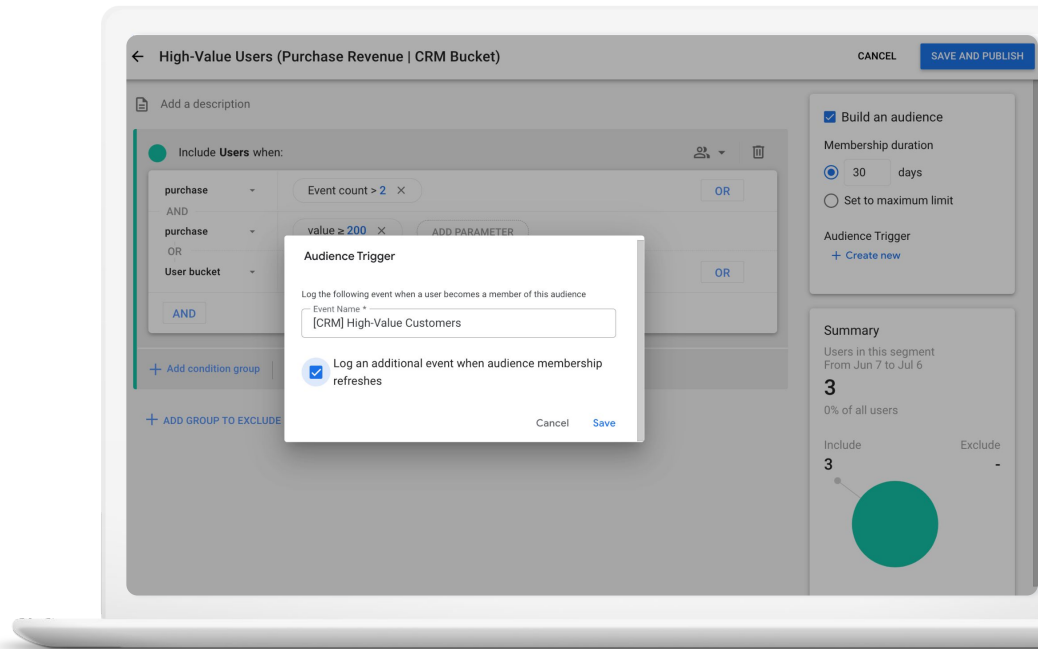
Audience triggers let you trigger events when users match the definition of an audience and become members. Analyze these events in reports, or use them as conversions for bidding.

Audience Trigger Examples

- Users who made purchase with value > \$100
- Users who completed a repeat-purchase

How to build Audience Triggers?

Define your GA4 Audience as usual, then select Audience Trigger. Decide whether to fire event only once, or when users re-qualify for audience. Optionally, mark event as conversion event, (e.g to export GA4 conversion to use as smart bidding signal).



Key Learning

Audience Triggers de-facto replace Universal Analytics Goals, and can be used as supplementary conversion-based bidding signals.

Membership Evaluation in GA4 Audiences

How Audience Membership Gets Evaluated

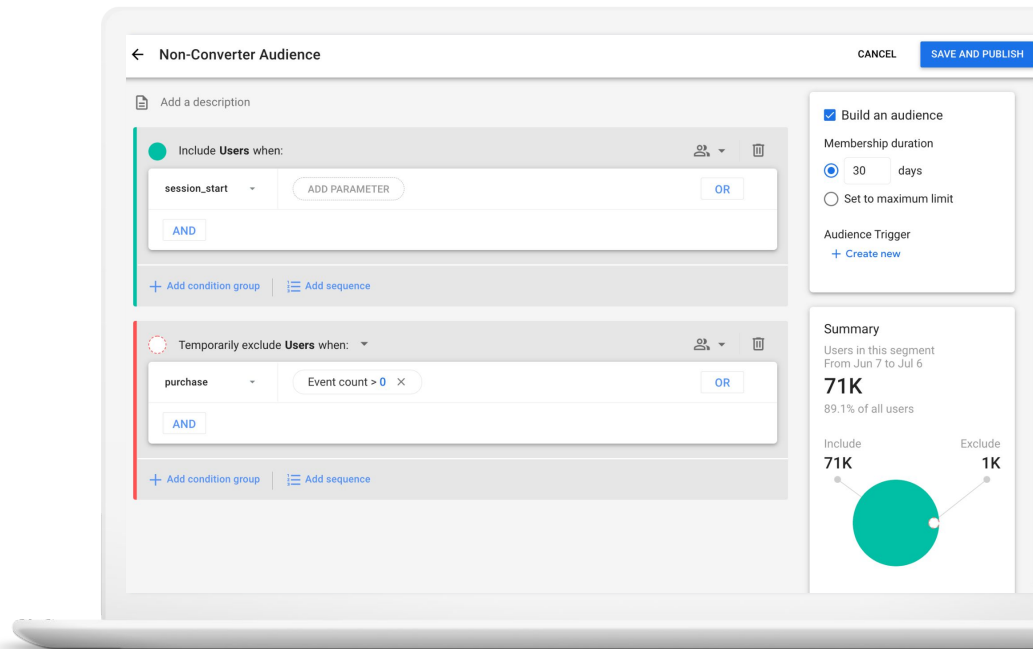
Once built, GA4 will add users to the audience once they satisfy specified criteria, and keep them in the audience for the defined membership duration (up to 540 days).

Role of GA4 Reporting Identity

Users with user-id captured across multiple devices will have all their devices added; the same applies for users identified across devices through Google Signals.

Impact of Cookie-Deletion | Exclusions

If users delete cookies / device data, they get removed from the audience. Similarly, if users satisfy a temporary or permanent exclusion rule, they get removed from the audience.



Key Learning

GA4 Audiences populate over time. Their size can vary over time depending on cookie lifespan, reporting identity and exclusions.

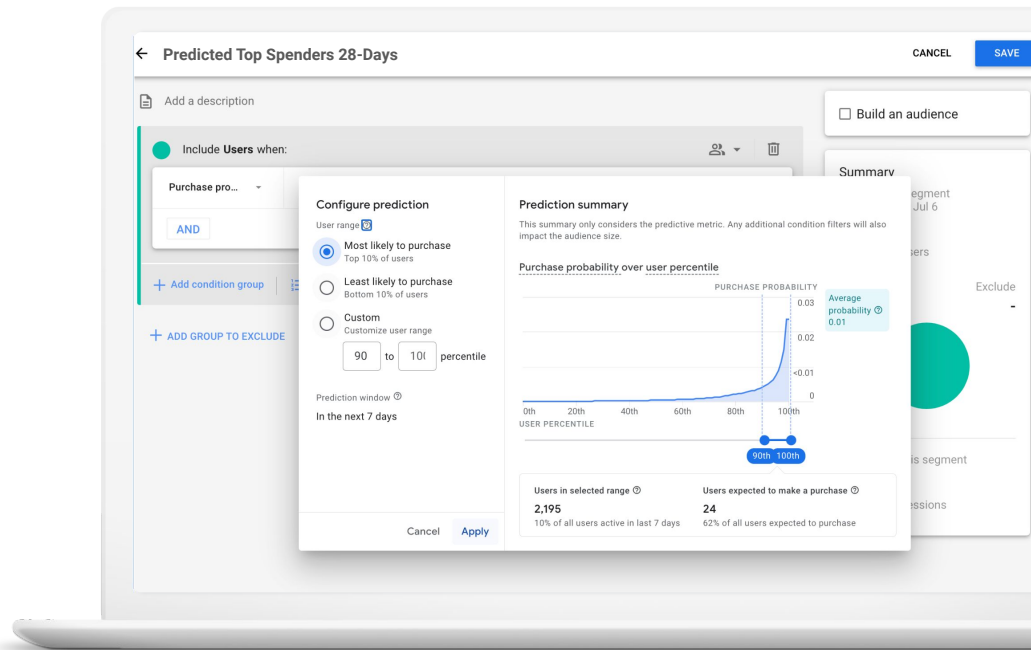
Propensity to Purchase Audience

Audience Overview

Target users based on predictive model outputs, such as their propensity to purchase. Predictive audiences look at behavioral signals across your audience, compared to a truth set of actual purchasers to identify their likelihood to also purchase.

How To Create This Audience?

- Navigate to GA4 Audience Builder interface, select Predictive Audience > Predicted Top Spenders 28 Days.
- Select desired percentile of users based on predicted spend over next 28 days, e.g predicted top 10% spenders
- Optionally add additional criteria to rule, such as only include predicted top spenders who also made a purchase in the past



Considerations

Consider refining predictive audience to only look at predicted first-time purchasers / repeat purchasers.

Users Originating from Specific Campaign

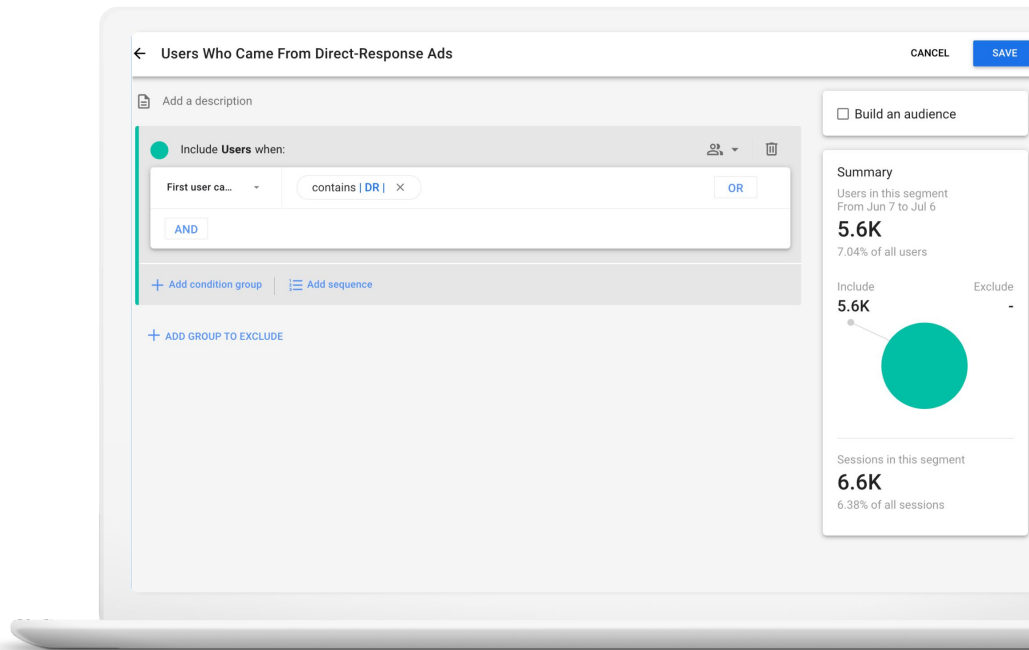
Audience Overview

Target users who came from a particular campaign or channel.

Decide whether to look at users who (most recently) came from a given campaign, or whether this campaign was the one that brought them to your website the very first time (e.g acquisition).

How To Create This Audience?

- Navigate to GA4 Audience Builder interface, select Audience Template > Acquisition, or build Custom Audience
- Using the Acquisition Audience Template, simply pick First User Campaign, Medium, Source and apply rules as needed
- With Custom audiences, you select either first user campaign, medium, etc, or look at the ones most recently associated with the given user. Optionally, apply additional filters.



Considerations

Be very mindful with the definition of campaign origin; usually you'll look at users who at any point came from a given campaign

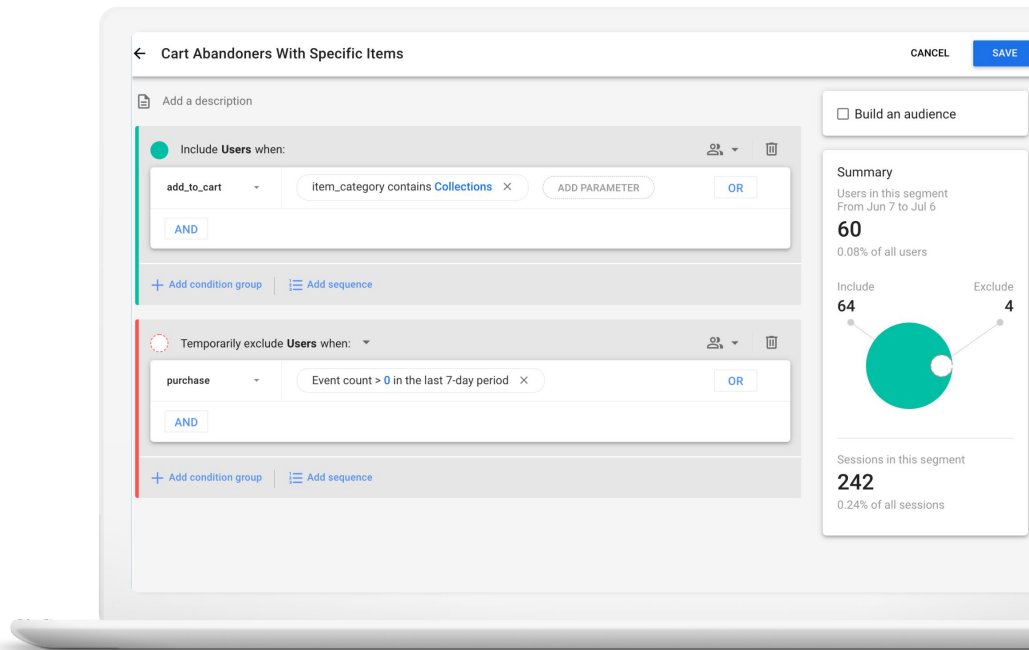
Cart Abandoners With Specific Items

Audience Overview

Target users who are amidst their purchase lifecycle, e.g adding items to the shopping cart, but haven't purchased yet. Optionally filter into users who added specific sets of items or with cart value above a certain threshold. Limit lookback to set # of days.

How To Create This Audience

- Navigate to GA4 Audience Builder > Create New Audience
- First, pick add_to_cart event; decide whether to only include users who added items to cart over a given time period or any user who ever did that; optionally look at users only if they added specific items rather than any item
- Second, temporarily exclude users who completed a purchase; we recommend to trim this exclusion to N days time period.



Considerations

Assess your average purchase cycle length, and ensure to exclude users who purchased within the selected time range.

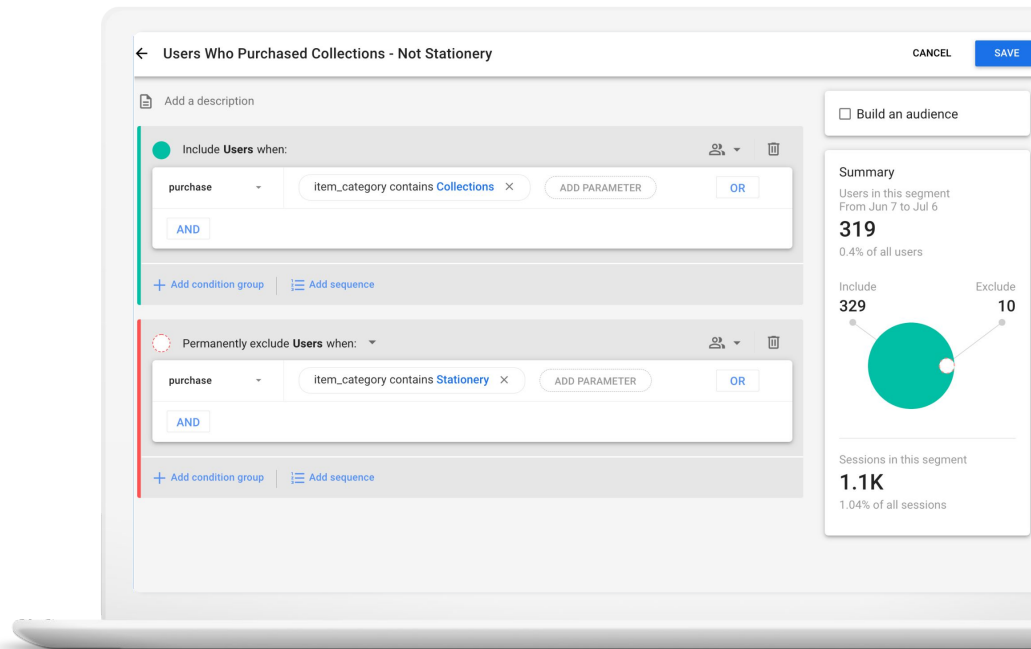
Users Purchased Item A, Not Item B

Audience Overview

Target specific buyer groups, such as users who purchased one item, but not any other complementary item. Use this audience for cross- and upsell campaigns. Alternatively, target users who purchased items across a range of categories (buy item A AND B)

How To Create This Audience?

- Navigate to GA4 Audience Builder > Create New Audience
- First, select purchase (or similar) conversion event. Apply a rule to only include users who purchased certain item(s).
- Second, apply a permanent exclusion rule to filter out users who purchased different item(s). This way you only look at users who purchased A, but not B.
- Optionally, limit the lookback of this audience to N days.



Considerations

Map out common cross- and upsell patterns within your audience, and target users who haven't been cross-sold yet.

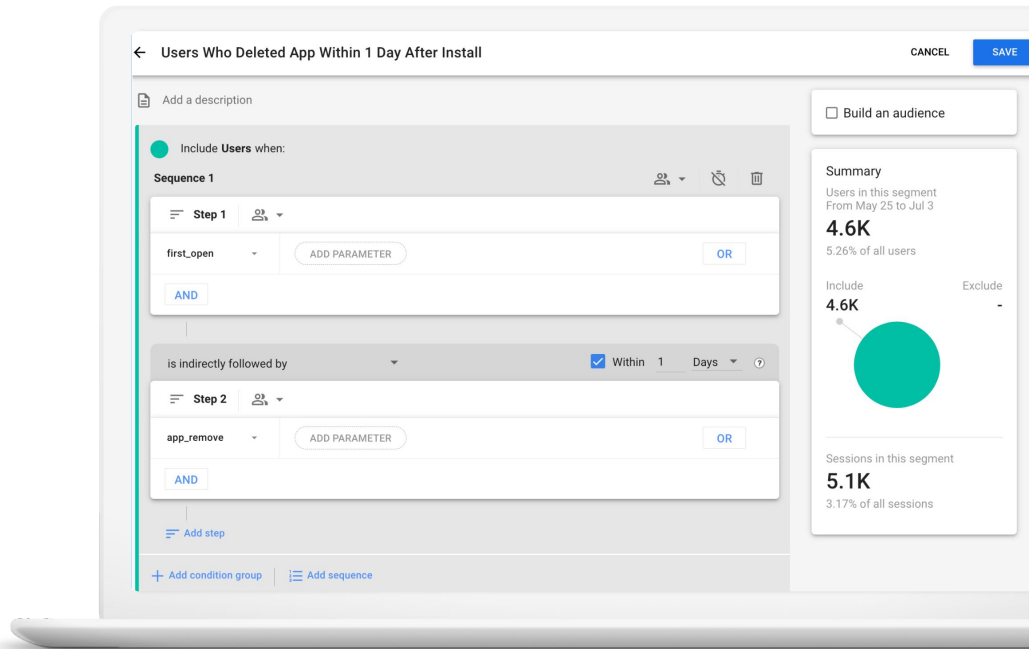
Users Who Opened App & Then Uninstalled It

Audience Overview

Re-engage users who performed certain parts of a customer journey, but who may not have reached the endpoint, such as users installing the app, and subsequently uninstalling it. Another example would be users who abandoned a signup process.

How To Create This Audience?

- Navigate to GA4 Audience Builder > Create New Audience
- Click Add Sequence, and start your Sequence with [first_open]
- Add another step, picking the [app_remove] event
- In this second step, specify Indirectly Followed By, and set the Time Constraint to a reasonable time period, e.g 1 day
- Optionally, you could add additional steps in-between, such as users who opened app, did a certain milestone, then uninstalled



Considerations

Use Path Analysis to understand key dropoff points within your customer journey, then target users stuck at a certain journey stage