

Why should you use GA4 Explorations?

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

Ease-of-use

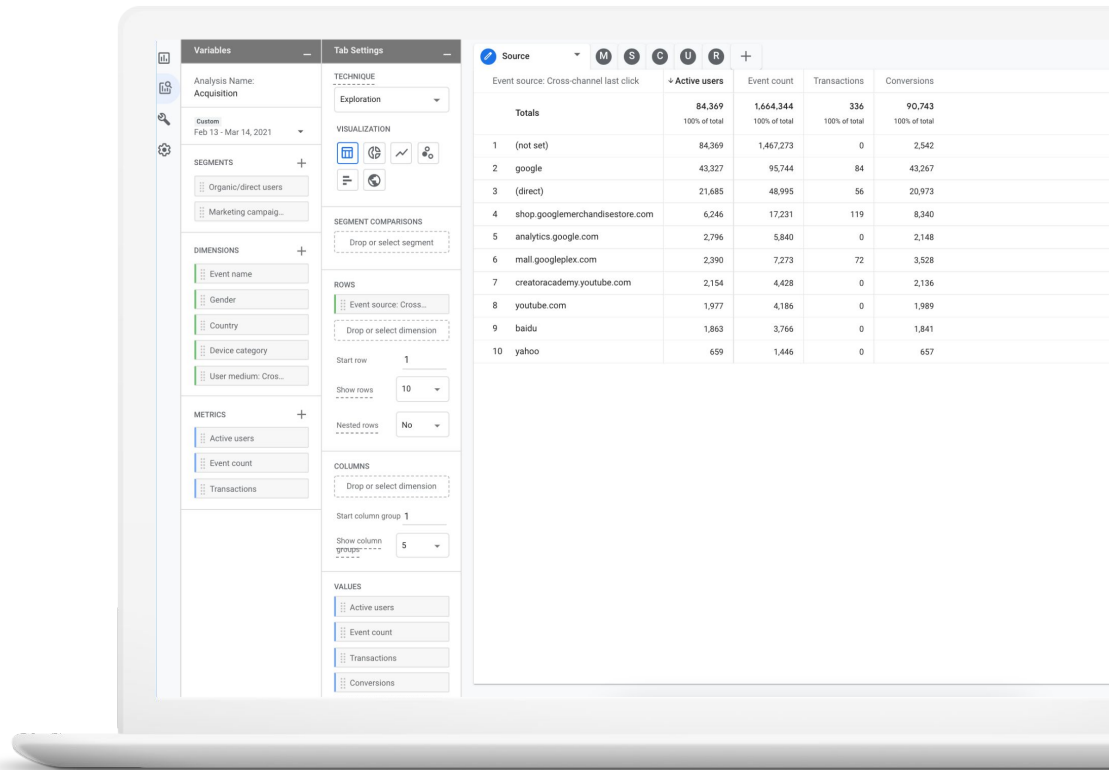
Drag and drop dimensions and metrics onto the analysis canvas, switch between analysis techniques, and export your findings.

Advanced Analytics

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

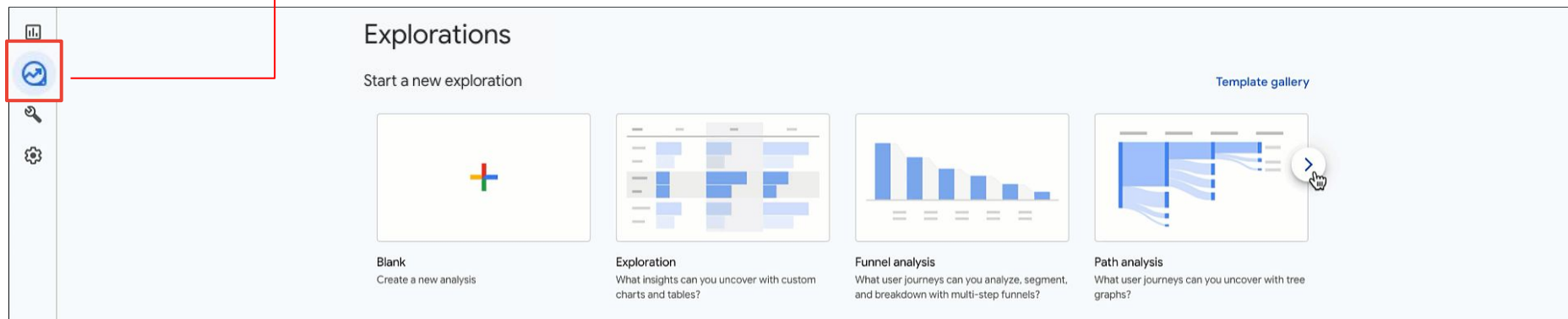
Visual Segmentation

Create GA4 Audiences on-the-fly by simply selecting a particular section of your data



Getting Started With GA4 Explorations

Access Explorations



Explorations has variety of pre-made templates, aligned to business use cases (i.e User Acquisition) or analysis techniques (Funnel Analysis).

Click on **template gallery** to explore more or click on **Blank** to start a blank exploration for full analytics flexibility.



GA4 Explorations Interface : Variables

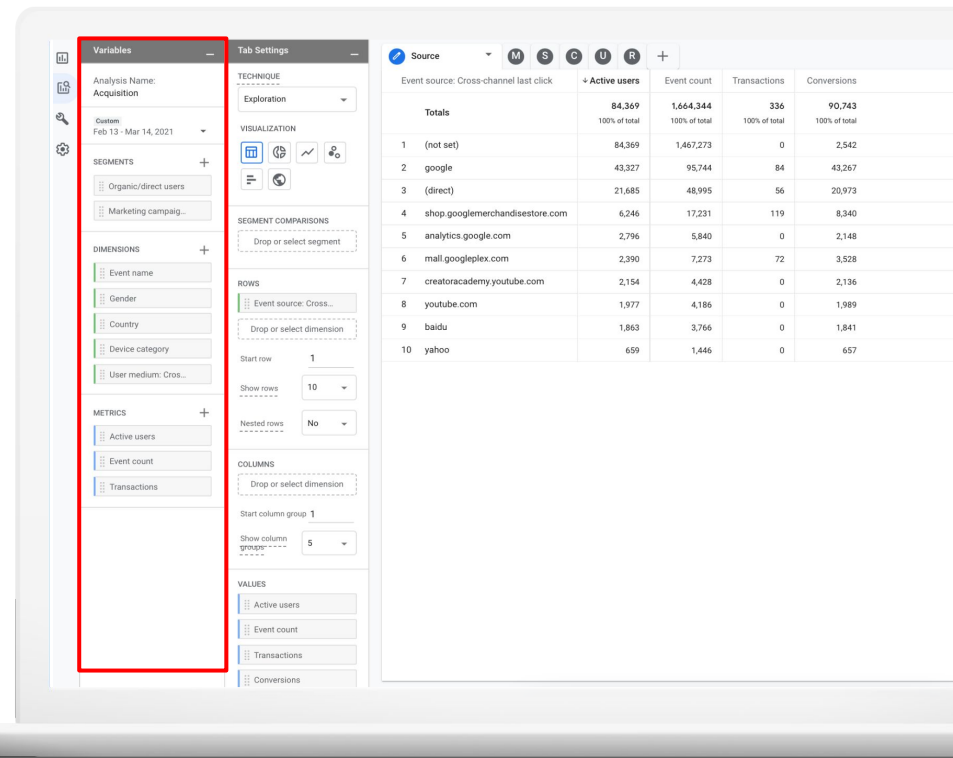
Variables are a subset of data, attributes, and measurements that make up your analysis.

They can be segments like “mobile traffic,” dimensions like “country,” or metrics like “first_open.”

Drag and drop these variables into the Tab settings technique to create a visualization of your analysis.



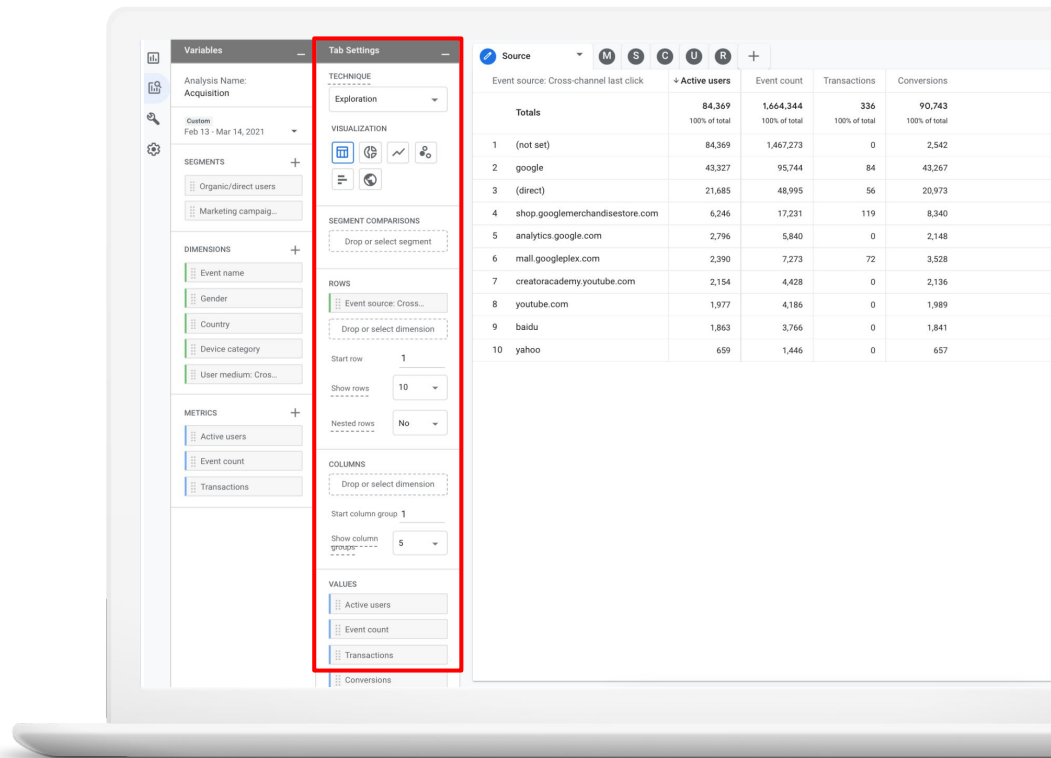
Start with segments (traffic sources, country, brands) which represent largest volume of your users. This will allow you to better understand visualization granularity as you a beginner. Avoid using fringe use-cases at start (low volume markets, device types etc)



GA4 Explorations Interface : Tab Settings

Tab Settings Panel This panel shows the settings for your current analysis tab, and it's where you'll choose an analysis technique.

You can create several analysis tabs and keep them open at the same time.



GA4 Explorations Interface : Segments

Segments is a small group of your data.

For example, a segment might be users from a particular country or city. Another segment might be users who purchased a product.

Use the predefined segments, or create new segments from scratch.



The screenshot displays the GA4 Explorations interface. On the left, the 'SEGMENTS' panel is highlighted with a red box, showing two predefined segments: 'Organic/direct users' and 'Marketing campaign...'. Below this, the 'DIMENSIONS' panel lists 'Event name', 'Gender', 'Country', 'Device category', and 'User medium: Cros...'. The 'METRICS' panel lists 'Active users', 'Event count', and 'Transactions'. The 'Tab Settings' panel on the right shows 'TECHNIQUE' set to 'Exploration', 'VISUALIZATION' set to 'Table', and 'SEGMENT COMPARISONS' set to 'Drop or select segment'. The 'ROWS' panel shows 'Event source: Cross...' and 'Drop or select dimension'. The 'COLUMNS' panel shows 'Drop or select dimension'. The 'VALUES' panel shows 'Active users', 'Event count', 'Transactions', and 'Conversions'. The main data table on the right shows the following data:

Source	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	mall.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

GA4 Explorations Interface : Dimensions

Dimensions are a particular feature or attribute of your data. For example, the dimension City indicates the city like "Paris" or "New York."

Dimensions are most often organized into rows, and metrics are organized into columns.



The screenshot displays the GA4 Explorations interface. On the left, the 'Variables' panel shows 'Analysis Name: Acquisition' and 'Custom: Feb 13 - Mar 14, 2021'. The 'SEGMENTS' section includes 'Organic/direct users' and 'Marketing campaign...'. The 'DIMENSIONS' section, highlighted with a red box, lists 'Event name', 'Gender', 'Country', 'Device category', and 'User medium: Cros...'. The 'METRICS' section lists 'Active users', 'Event count', and 'Transactions'. The 'Tab Settings' panel on the right shows 'TECHNIQUE: Exploration', 'VISUALIZATION' options, 'SEGMENT COMPARISONS', 'ROWS' settings (Start row: 1, Show rows: 10, Nested rows: No), 'COLUMNS' settings (Start column group: 1, Show column groups: 5), and 'VALUES'.

The main table displays data for 'Event source: Cross-channel last click'. The table has columns for 'Source', 'Active users', 'Event count', 'Transactions', and 'Conversions'. The data is organized into rows, with 'Totals' at the top and 10 individual sources listed below.

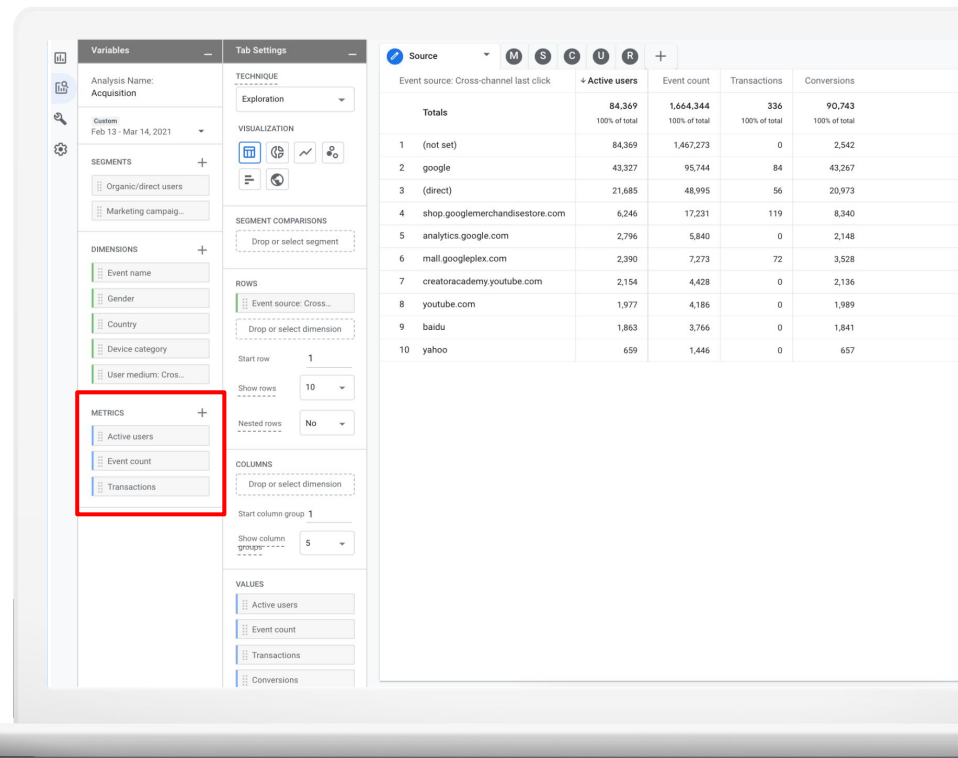
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9 baidu	1,863	3,766	0	1,841
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GA4 Explorations Interface : Metrics

Metrics are quantitative measurements or information that can be measured and written down with numbers.

For example, the metric "Session" is the number of sessions that began on your site or app.

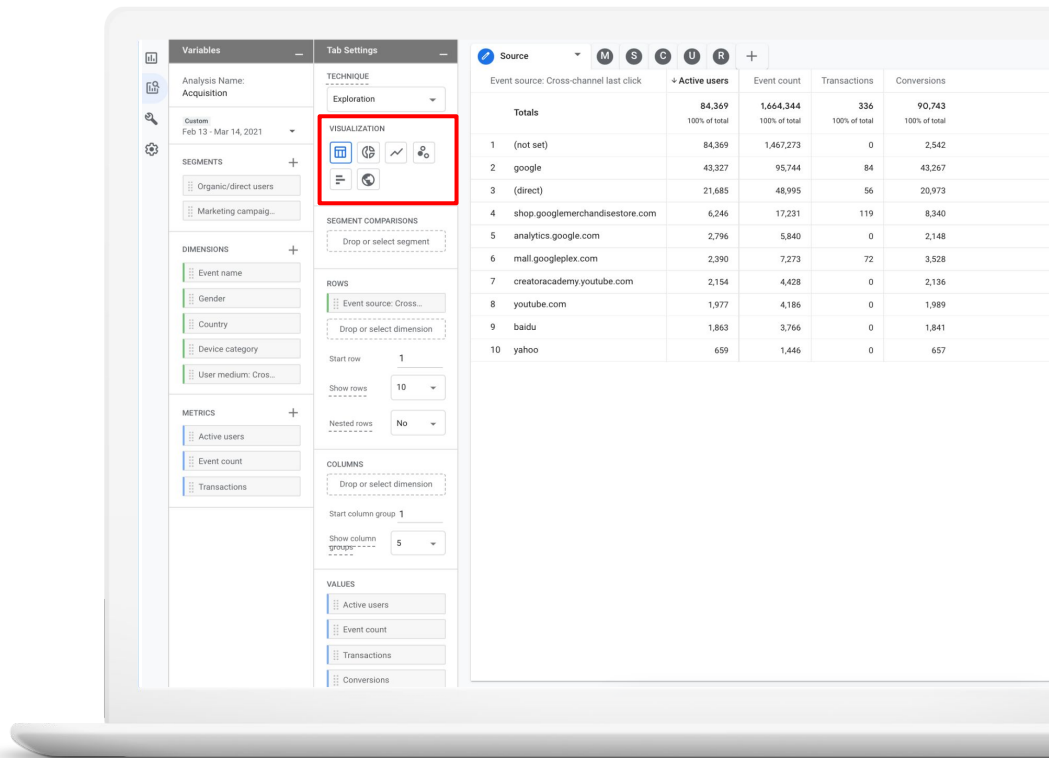
Combine the Session metric with the City dimension to see the number of sessions for each city.



GA4 Explorations Interface : Visualizations

Select visualization

Changes the appearance of the currently selected technique. For example, you can display an exploration as a table, pie chart, or line graph. **Not all techniques have multiple visualizations.**



GA4 Explorations Interface : Configuration Settings

Configuration Options:

Most GA4 exploration techniques support breakdown by dimensions, applying various metrics, and comparing different segments, plus filtering data to a subset

Filters:

Focus on the data that's most important to you. You can filter on dimensions, metrics, or both.

What You Can Do

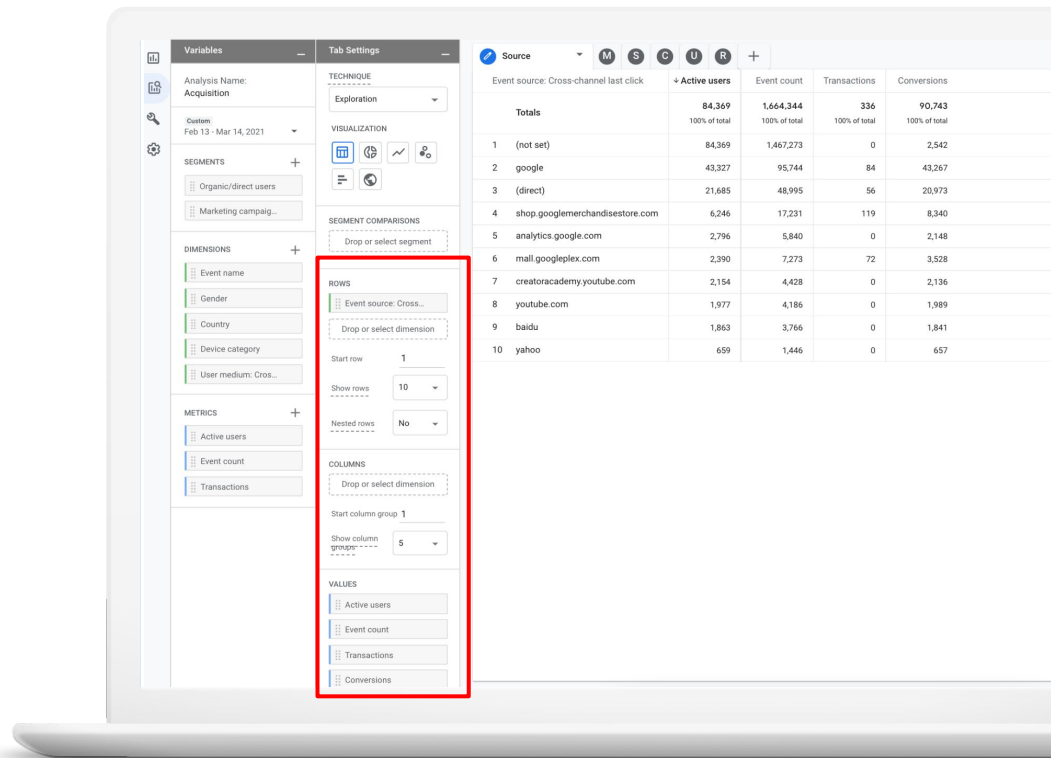
Drag Segments to Segment Comparison

Drag Dimensions to Rows

Drag Dimensions to Columns

Drag Dimensions to Filters

Drag Metrics to Values



GA4 Explorations Interface : Creating An Audience

Visual Segmentation

Click on any subset of your data to create automatically the corresponding GA4 segment, i.e in a breakdown of total users by geo, select a particular channel.

By clicking [Create Segment from Selection], the Segment Builder interface opens up, with the related GA4 Segment pre-configured. By selecting **Build An Audience**, an GA4 audience for activation will be created as well.

Not all techniques support creating a segment and related GA4 Audience, such as Cohort Analysis.



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8 youtube.com			0	1,989
9 baidu	1,863	3,766	0	1,841

Buy Brand:Youtube AND Buy Brand:Android

Add a description

Include Users when:

purchase - item_brand contains youtube x

OR

ADD PARAMETER

AND

purchase - item_brand contains android x

OR

ADD PARAMETER

AND

☒ Build an audience

Membership duration

☒ 30 days

☐ Set to maximum limit

Audience Trigger

+ Create new

Summary

Users in this segment From Jan 1 to Jun 30

198

0.03% of all users

Include 198

Exclude

What's the demographic composition of my audience?

About This Type of Audience Insight

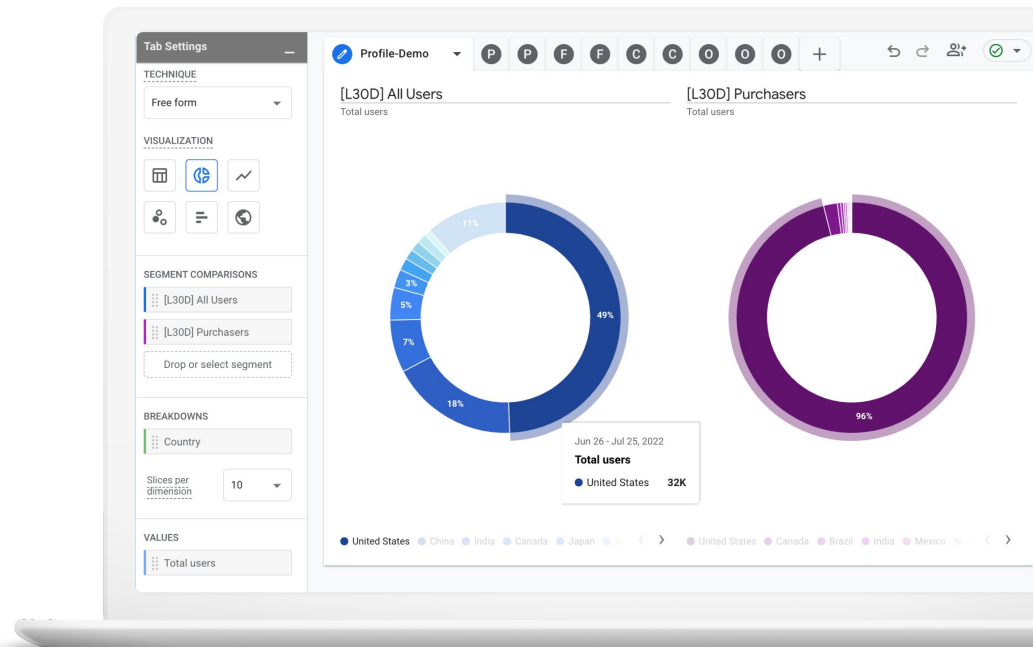
Learn about the composition of your audience, based on age, gender, interests and geographic data available

Ways to Leverage Audience Insight

- Understand age/gender distribution within audience
- Identify main countries your audience is based in
- Understand which interests your audience is over-indexing on

Step-By-Step Guide

01. Ensure Google Signals are enabled in your GA4 property
02. Create Free Form Exploration, choose Donut Chart as visual
03. Create relevant segment(s) mirroring your target audience(s)
04. Choose demographic / geographic dimension as breakdown
05. Pick Total Users, or other metric of interest



Key Action

Ensure Google Signals have been enabled. Focus your analysis initially on geographics & interests.

Which campaigns typically acquire my audience?

About This Type of Audience Insight

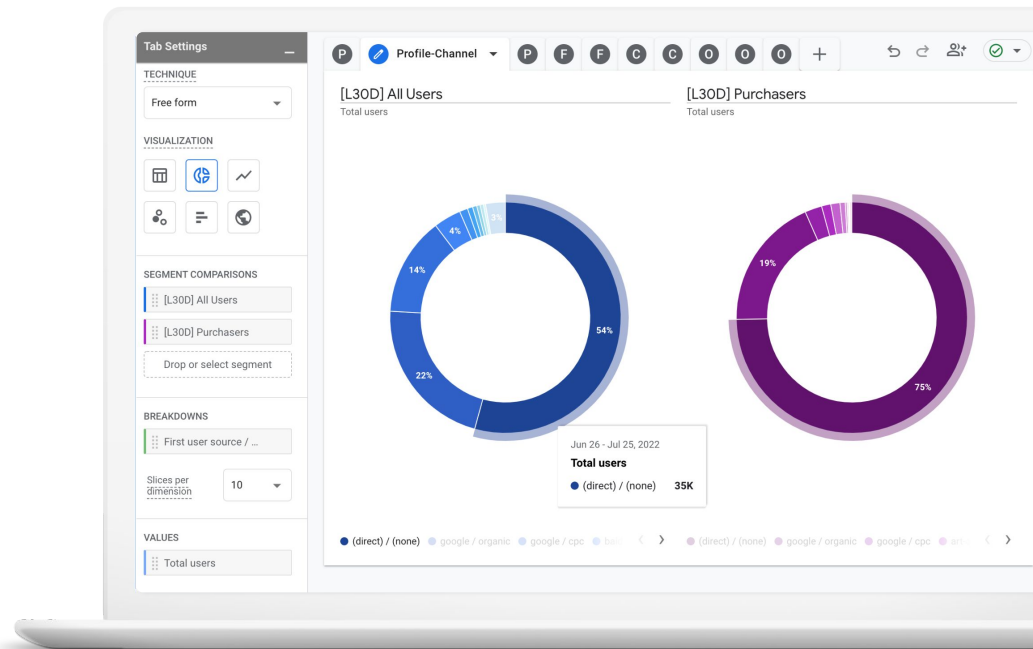
Learn which types of campaigns typically help acquire your target audience, and what it tells you about where to best find them

Ways to Leverage Audience Insight

- Understand which channels most contribute to your audience
- Identify particular campaigns that drive traffic of your audience

Step-By-Step Guide

01. Validate your campaign tagging / naming taxonomy
02. Create Free Form Exploration, choose Donut Chart as visual
03. Create relevant segment(s) mirroring your target audience(s)
04. Choose campaign, channel or similar for your breakdown
05. Start with looking at Total Users, then at Purchasers etc.



Key Action

Ensure campaigns are tagged appropriately. Start your analysis at channel-level before going deeper.

Which items does my audience purchase most?

About This Type of Audience Insight

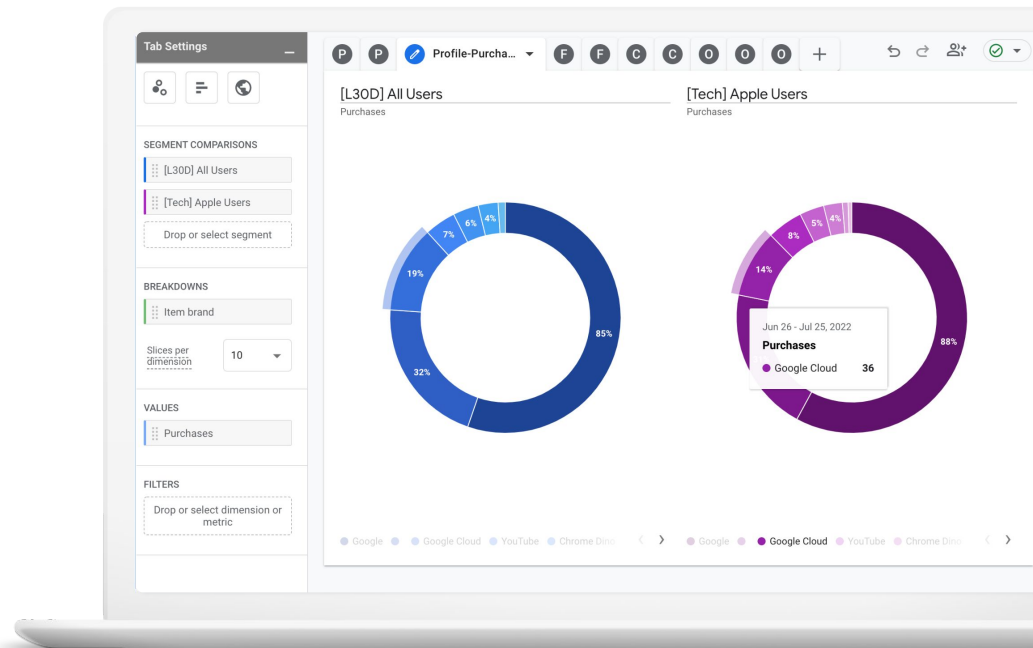
Learn which items your audience typically purchases, which content your users consume, or what sections they browse

Ways to Leverage Audience Insight

- Identify most popular product categories of your audience
- Identify which onsite / in-app content is popular with them

Step-By-Step Guide

01. Ensure eCommerce events are enabled and captured reliably
02. Create Free Form Exploration, choose Donut Chart as visual
03. Create relevant segment(s) mirroring your target audience(s)
04. Choose product category, item name or similar as breakdown
05. Pick Purchases, Add-to-Carts, Item-Views etc as your event



Key Action

Ensure eCommerce events & dimensions are reliably captured. Start analysis at product category level before drilling deeper.

What are key drop-off points for my audience?

About This Type of Audience Insight

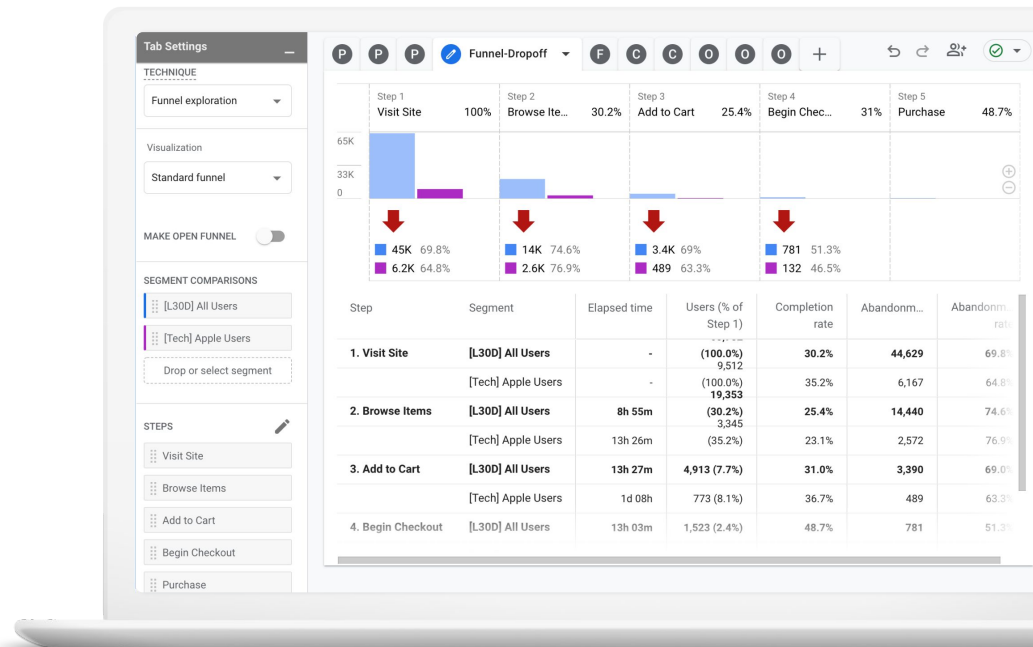
Understand the path to conversion of your audience, key sticky points in their journey and how their path might be unique.

Ways to Leverage Audience Insight

- Compare audience likelihood to convert with [All Site Visitors]
- Understand key drop-off points in eCommerce purchase funnel

Step-By-Step Guide

01. Ensure eCommerce events are enabled and captured reliably
02. Create Funnel Analysis exploration with a Standard Funnel
03. Create relevant segment(s) mirroring your target audience(s)
04. Create your funnel sequence, i.e view item > add cart > buy
05. Optionally filter funnel to sub-segments of users



Key Action

Ensure eCommerce events & dimensions are reliably captured. Start with simple purchase funnel.

What influences my audience's path to conversion?

About This Type of Audience Insight

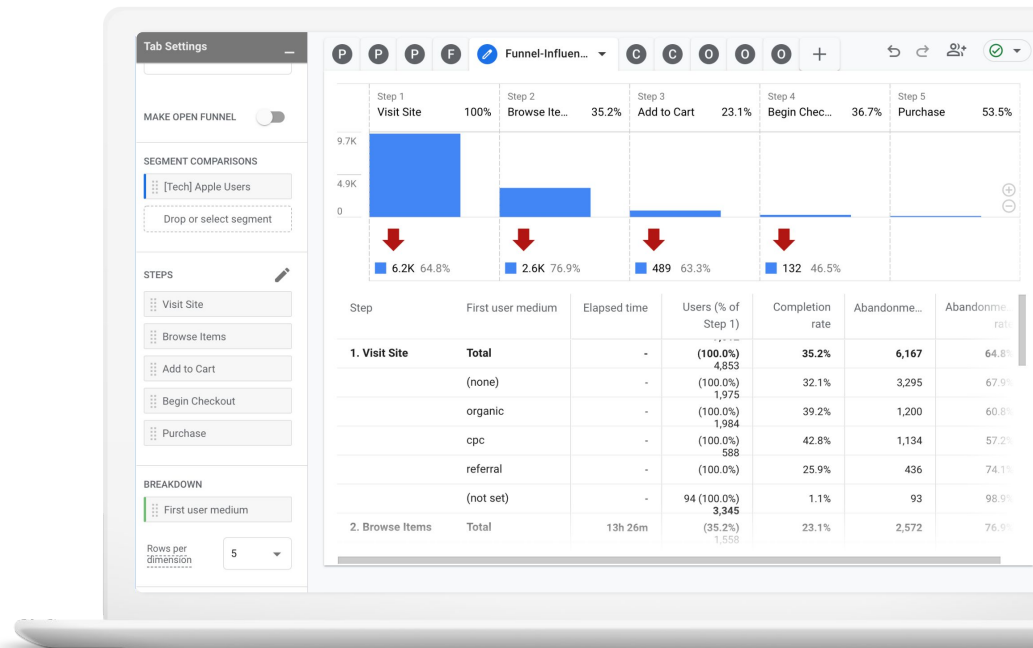
Measure difference in audience likelihood to convert between different referral channels / geos / interest groups

Ways to Leverage Audience Insight

- Look at funnel completion impact from referral source
- Look at device-specific impact on funnel completion

Step-By-Step Guide

01. Ensure eCommerce events are enabled and captured reliably
02. Create Funnel Analysis exploration with a Standard Funnel
03. Create relevant segment(s) mirroring your target audience(s)
04. Create your funnel sequence, i.e view item > add cart > buy
05. Add dimension of choice as breakdown, i.e first-touch medium



Key Action

Ensure eCommerce events & dimensions are reliably captured. Start with monitoring funnel impact from referral source & geo.

What's the level of stickiness of my audience?

About This Type of Audience Insight

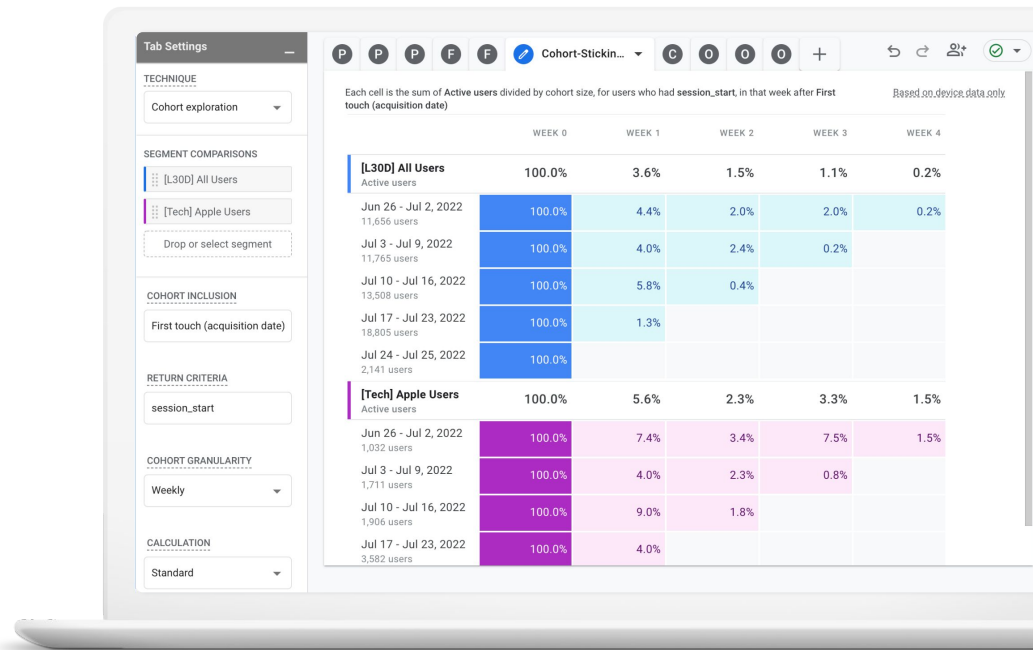
Review stickiness and loyalty of your audience over a chosen time period, indicated by engagement event of your choice

Ways to Leverage Audience Insight

- Identify % of users who visit site / open app again
- Compare long-term stickiness of audience vs All-Users

Step-By-Step Guide

01. Align on which event defines Repeat-Visit | Re-Engagement
02. Create Cohort analysis exploration, based on First Visit Date
03. Create relevant segment(s) mirroring your target audience(s)
04. Pick event that identifies re-engagement as “Return Criteria”
05. Choose appropriate time range based on customer lifecycle



Key Action

Start simple with defining re-engagement based on session_start, and choose at least 3 months time range for your analysis.

How likely is my audience to re-engage / re-purchase?

About This Type of Audience Insight

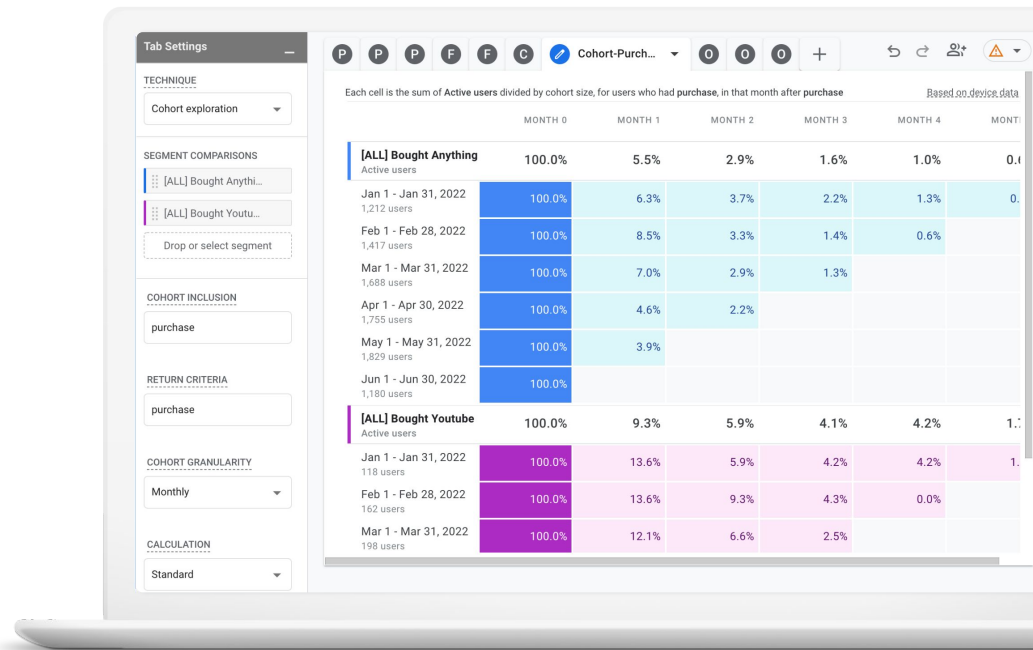
Compare likelihood of repeat purchase | high lifetime value between audiences of different buyer groups

Ways to Leverage Audience Insight

- Identify likelihood to purchase again for chosen audience
- Identify likelihood to hit certain lifecycle milestone in audience

Step-By-Step Guide

01. Align on which events best describe key conversion milestones
02. Create Cohort Analysis exploration, based on 1st Purchase Date
03. Create relevant segment(s) mirroring your target audience(s)
04. Pick event describing conversion | purchase as “Return Criteria”
05. Choose appropriate time range based on customer lifecycle



Key Action

Start simple by looking at purchase event only, comparing All-Purchasers against a subset of purchasers (i.e order value > \$500)

How much do app and web users overlap?

About This Type of Audience Insight

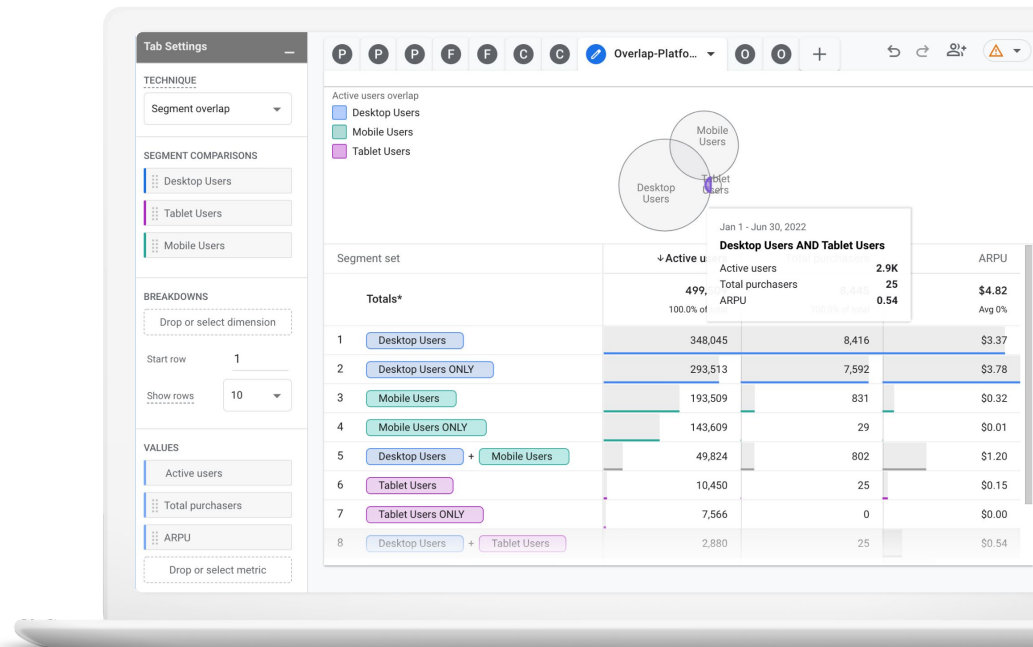
Understand platform- and device overlap within your user base, for media planning and site experience optimization

Ways to Leverage Audience Insight

- Identify %-overlap between app and web users
- Identify %-overlap between desktop and mobile users

Step-By-Step Guide

01. Enable Google Signals and/or User-ID for x-device analytics
02. Create relevant segment(s) mirroring your target audience(s)
03. Create Segment Overlap exploration, with segments of choice
04. Add additional metrics, such as ARPU, # Purchases or similar
05. Optionally, create GA4 audience from overlapping segments



Key Action

For cross-device analytics, ensure User-ID and/or Google Signals are enabled, and App & Web environments are collecting data.

How much do different buyer groups overlap?

About This Type of Audience Insight

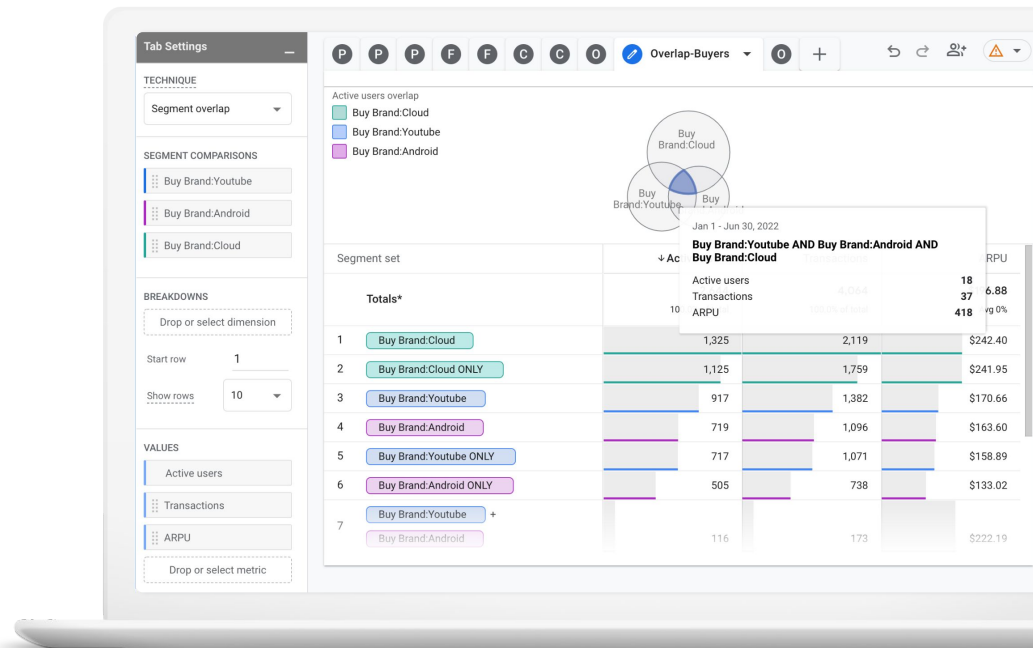
Understand size of opportunity from cross- and upsell between buyer groups, and which items are usually bought together

Ways to Leverage Audience Insight

- Identify cross- and upsell opportunities within your audience
- Identify ROI impact from users purchasing across categories

Step-By-Step Guide

01. Ensure eCommerce events are enabled and captured reliably
02. Create relevant segment(s) mirroring your target audience(s)
03. Create Segment Overlap exploration, with segments of choice
04. Add additional metrics, such as ARPU, # Repeat-Buys or similar
05. Optionally, create GA4 audience from overlapping segments



Key Action

Ensure eCommerce events & dimensions are reliably captured. Keep analysis initially at product category level for simplicity.

How much do users from different channels overlap?

About This Type of Audience Insight

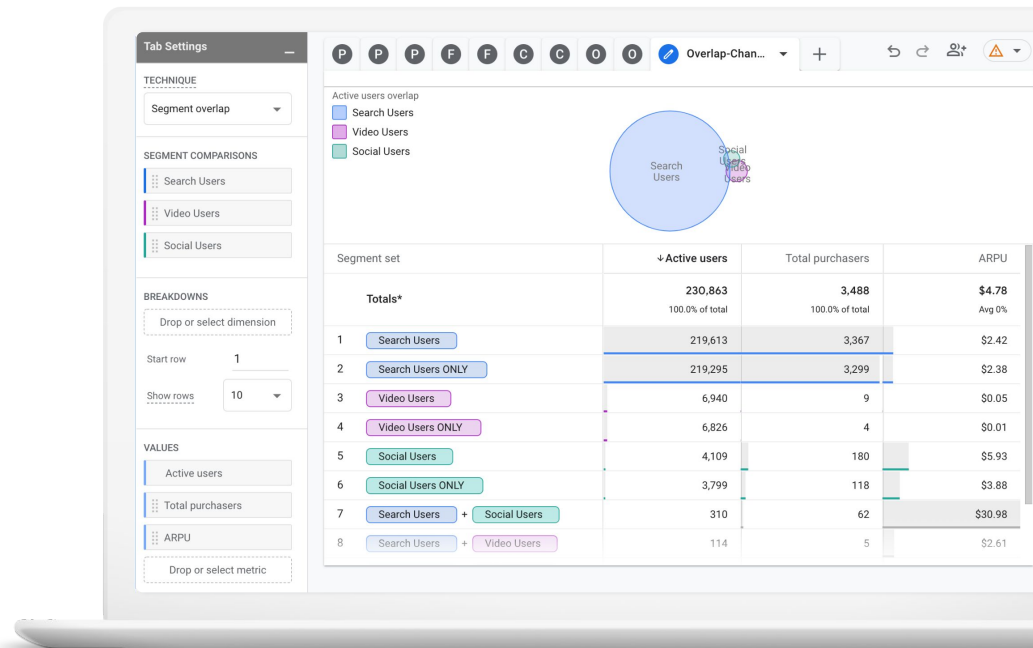
Learn how user bases sourced from different channels and/or campaigns overlap, measured in audience size and ROAS figures

Ways to Leverage Audience Insight

- Identify unique reach within particular mktg channel
- Identify ROAS-benefit from combined campaign exposure

Step-By-Step Guide

01. Validate campaign tagging / naming taxonomy
02. Create relevant segment(s) mirroring your target audience(s)
03. Create Segment Overlap exploration, with segments of choice
04. Add additional metrics, such as ARPU, # Purchases or similar
05. Optionally, create GA4 audience from overlapping segments



Key Action

Ensure campaigns are tagged appropriately. Start simple by comparing audience overlap between different channels.