



FOR MULTIFAMILY  
REAL ESTATE

**JULY 2023**



## WEBINAR HOSTS + PRESENTER



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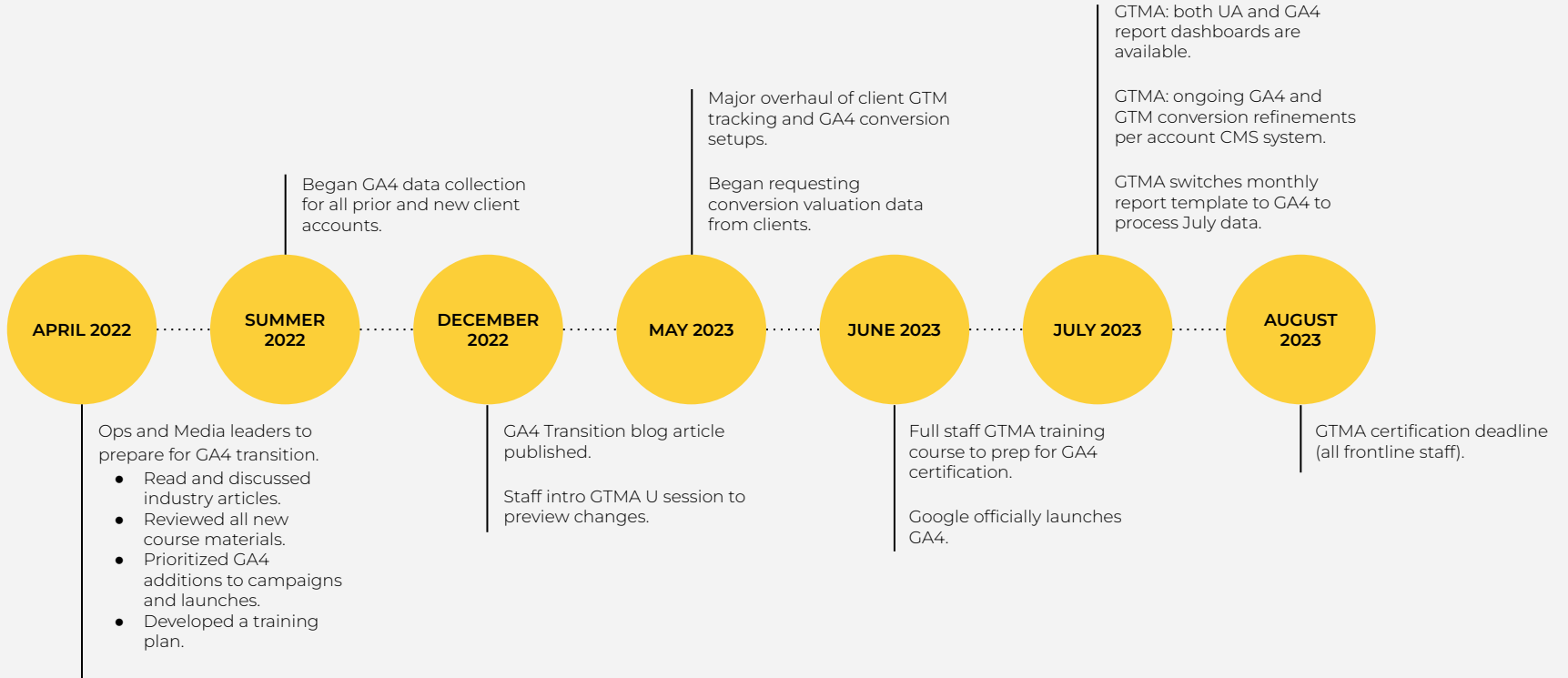
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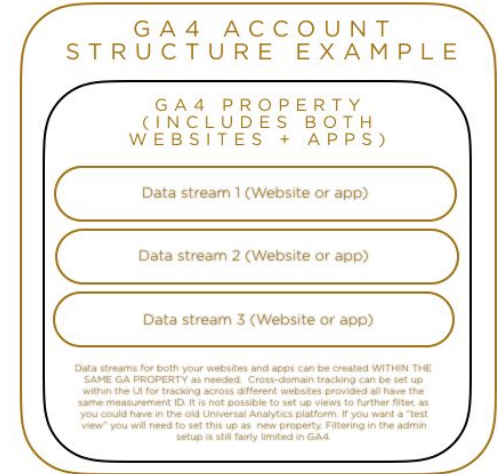
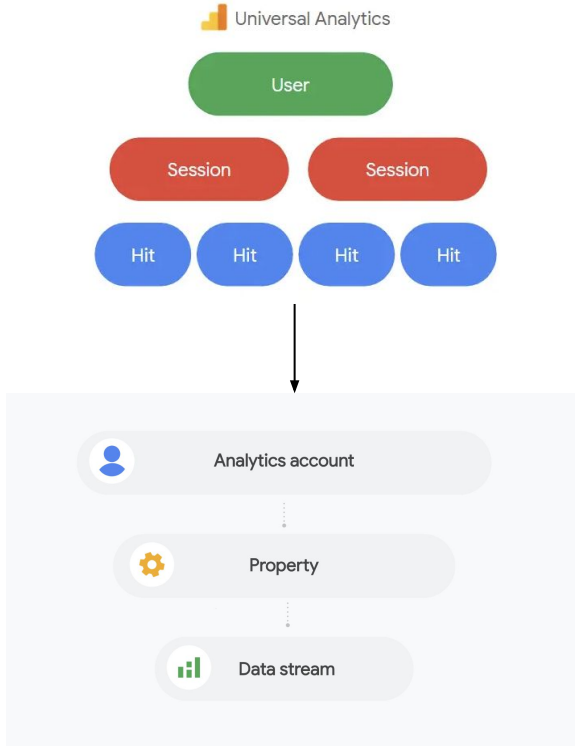


# GTMA + GA4 PROJECT TIMELINE





# UA VS. GA4 STRUCTURE + DATA INPUTS





# UA VS. GA4 DIFFERENCE OVERVIEW

	Universal Analytics properties	Google Analytics 4 properties
Measurement	Session-based data model	Flexible event-based data model
Reporting	Limited cross-device and cross-platform reporting	Full cross-device and cross-platform reporting
Automation	Limited automation	Machine learning throughout to improve and simplify insight discovery



# UA VS. GA4

## TERMINOLOGY CHANGES

### COUNTING METHOD

Terms	Universal Analytics (current Google Analytics)	Google Analytics 4 (new Google Analytics)	Impacts on reporting
Hit	Hit is the basis for GA data model.	Every hit is considered an event.	
Event	Set up manually. Has Category, Action, Label.	Many events automatically tracked Category, Action, Label. NOT available - some custom events require additional configuration.	No longer reports on Category, Action, Label.
Session	Sessions are typically defined as having ended once there has been a 30 minute period of inactivity or another qualifying event has occurred. A new campaign will start a new session regardless of activity.	The duration of a session is based on the time span between the first and last event in the session. A new campaign does not begin a new session.	GA4 may have lower sessions count than in UA.
Active User	In UA, user activity is detected based on firing of an interactive event.	Primary user metric now defined by seconds on site (:10 default, :30 for GTMA) OR having completed an interaction/event.	GA4 may have higher number of active users.
Pageview	Pageview hit.	Pageview event automatically triggered by the config gtag command or by the GA4 configuration in GTM.	The pageviews total should be fairly close between Universal Analytics and Google Analytics 4, usually within a few percentage points, since the global site tag functions identically when recording pageview hits. The range of variation between the totals is usually due to different filters applied in Universal Analytics and Google Analytics 4.
Bounce Rate	Single-page session that either timed out or had no page interaction(s).	The percentage of sessions which had no engagement action. The inverse of engagement rate.	Still reported but calculated differently than before.



# UA VS. GA4

## TERMINOLOGY CHANGES

### Modeled Conversions

- Google uses modeling to predict online conversions that can't be observed directly. Modeling allows for accurate conversion attribution without identifying users (for example, due to user privacy, technical limitations, or when users move between devices).
- For example, if conversions attributed on one browser are similar to unattributed conversions from another browser, the machine learning model will predict overall attribution.

#### IMPORTANT

Conversion modeling will not change the total number of conversions collected by Google Analytics 4, but it will change the channels that those conversions are attributed to.

CHANNEL	BEFORE CONVERSION MODELING	AFTER CONVERSION MODELING
Direct	5	3
Paid Search	2	3
Organic Search	1	2
Email	1	1
Referral	1	1
<b>Total</b>	<b>10</b>	<b>10</b>



# UA VS. GA4

## TERMINOLOGY CHANGES

### Audiences

- Audiences let you segment users in ways that are important to your business. Segment by dimensions, metrics, and events to include nearly any subset of users.
- After you create an audience, it accumulates users who meet the conditions from that point onward.
- Example Audiences (Predefined by Google):
  - All users: Users who launched your app or visited your website.
  - Purchasers: Users who completed an in-app or eCommerce purchase
- It can take 24 to 48 hours for the audience to accumulate users, after it's created.

Audience name	Description	Users	% Change	Created On
All Users	All users	6,159	↑ 5.5%	Aug 8, 2022
Purchasers	Users who have made a purchase	< 10 Users	-	Aug 8, 2022



# GA4 HOME/INSIGHTS

- Reports
- Explore
- Advertising

Admin

Google Analytics Home

**Users** 13K ±2.8% | **Sessions** 16K ±2.1% | **Bounce Rate** 57.37% ±0.1% | **Session Duration** 1m 10s ±3.0%

Last 90 days | AUDIENCE OVERVIEW

**Active users in last 5 minutes**

1

Page views per minute

Top Active Pages: /floor-plans/ (1)

Active users (last 30 min): 1

REAL-TIME REPORT

**More users returned to your site in October.**

You had 12.8K users in September, 474 came back in October, which means 3.73% of your users returned to your site.

Follow-up Insights | MORE INSIGHTS

**How do you acquire users?**

Traffic Channel | Source / Medium | Referrals

Last 7 days | ACQUISITION REPORT

**Where are your users?**

Sessions by country

United States, United Arab..., Philippines, India, Mexico

Last 7 days | LOCATION OVERVIEW

**When do your users visit?**

Users by time of day

Last 30 days

**What pages do your users visit?**

Page	Pageviews	Page Value
/	3,461	\$0.00
/floor-plans/	882	\$0.00
/image-gallery/	270	\$0.00
/the-residences/	236	\$0.00
/building-amenities/	147	\$0.00
/online-leasing/learn-more/guestlogin.aspx	112	\$0.00
/resident-services/learn-more/payments.aspx	102	\$0.00
/resident-services/learn-more/userlogin.aspx	95	\$0.00

**How are your active users trending over time?**

Active Users

20K, 15K, 10K, 5K

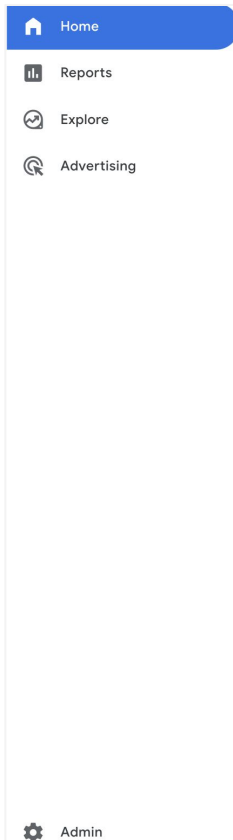
30 days, 7 days, 1 day

**What are your top devices?**

Sessions by device

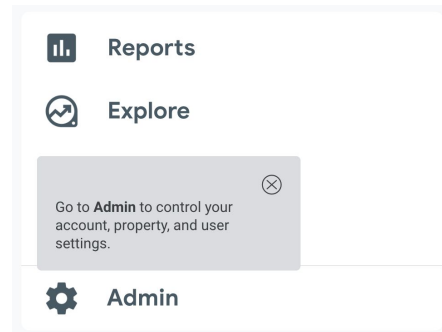
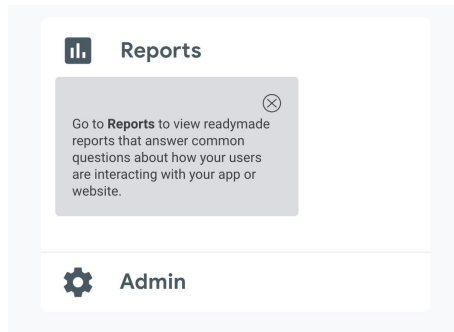
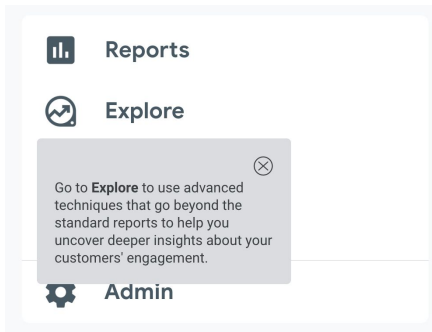
13K, 3.2K, 552

# GA4 MAIN NAVIGATION



## GA4 Navigation

- Go to Reports to view readymade reports that answer common questions about how your users are interacting with your app or website.
- Go to Explore to use advanced techniques that go beyond the standard reports to help you uncover deeper insights about your customers' engagement.
- Go to Advertising to view cards and reports and better understand customer journeys and conversion performance.





# GA4 MAIN NAVIGATION REPORTS

Analytics | All accounts > GTMA - Magellan - GA4

Try searching "how to activate Google signals"

Reports snapshot

All Users Add comparison +

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

Demographics

Tech

Library

Users 6.1K New users 5.7K Average engagement time 0m 59s

USERS IN LAST 7

USERS PER MIN

TOP COUNTRY United States

Today Yesterday This week Last week Last 7 days Last 28 days Last 30 days Last 90 days Last 12 months Last calendar year This year (Jan - Today) Custom Compare

LAST 28 DAYS Mar 29, 2023 - Apr 25, 2023

Sun - Sat Mon - Sun Sat - Fri

APR 2023 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

MAY 2023

Cancel Apply

View realtime → View all insights →

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

Organic Search Direct Paid Search

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT CHANNEL GROUP SESSIONS

Organic Search 3.5K Direct 1.5K



# GA4 MAIN NAVIGATION

## EXPLORE

Variables
Tab Settings

Exploration Name:  
Untitled exploration

Custom  
Mar 27 - Apr 25, 2023

SEGMENTS +  
None

DIMENSIONS +  
None

METRICS +  
None

TECHNIQUE  
Free form

VISUALIZATION

SEGMENT COMPARISONS  
Drop or select segment

ROWS  
Drop or select dimension

Start row 1

Show rows 10

Nested rows No

COLUMNS  
Drop or select dimension

### Explorations

Start a new exploration

**Blank**  
Create a new exploration

**Free form**  
What insights can you uncover with custom charts and tables?

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

**Path exploration**  
What user journeys can you uncover with tree graphs?

This technique presents your data in a cross-tab layout, where you can arrange the rows and columns as you like and add the metrics you're most interested in.

Free form

This technique lets you visualize the steps your users take toward a key task or conversion, identify sequences of key events, and understand how your users navigate these steps.

Funnel exploration

This technique explores the steps users take through your site or app and can follow any number of undefined user journeys, even ones you weren't aware of or didn't intend.

Path exploration

This technique lets you compare different groups of users to quickly see how they relate to each other and isolate specific audiences based on complex conditions.

Segment overlap



# GA4 MAIN NAVIGATION ADVERTISING

Analytics All accounts > GTMA - Magellan - GA4 Try searching "how to activate Google signals"

Advertising snapshot 9/9 conversion events Last 28 days Mar 29 - Apr 25, 2023

Performance   
 All channels   
 Attribution   
 Model comparison   
 Conversion paths

### Advertising snapshot

#### WHICH CHANNELS DRIVE THE MOST CONVERSIONS?

Conversions by Default channel group

Channel Group	Conversions
Organic Search	623
Direct	150
Paid Search	80
Referral	60
Cross-network	50
Paid Social	40
Organic Social	20

View all channels →

#### Insights 3

- INSIGHT New  
Google/organic drove the most conversions (62.37%)  
From March 1 to 31, 2023
- INSIGHT  
Conversions for users who triggered "first\_visit" were 0% more than predicted  
On April 17, 2023
- INSIGHT New

View all insights →

#### Learn about the Advertising workspace

Measure the impact of your advertising with the powerful attribution capabilities of Google Analytics 4.  
Identify key moments in your customers' purchase journeys using Conversion paths and Model comparison reports.

Read more →

#### WHAT TOUCHPOINTS DO CUSTOMERS TAKE TO CONVERT?

Conversion paths

DEFAULT CHANNEL GROUP	CONVERSIONS
Organic Search × 2	237

# GA4 MAIN NAVIGATION

## SEARCH TOOL

### Find what you need with the search tool



Want to find a specific report or insight? Just use the search box at the top of your Analytics account! When you select the search box, you'll also see recent searches and reports you've opened.

Search is available in all languages supported by GA4 properties in Google Analytics.

Select each panel to learn more.

+ Search for instant answers

+ Search for reports, admin pages, or insights

+ Search for account or property configuration

+ Search help content



# GA4 DATA CONTROLS ADMIN PANEL

The screenshot shows the GA4 Admin Panel interface. The top navigation bar includes 'Analytics', account information, and a search bar. The main content area is divided into 'ADMIN' and 'USER' sections. The 'ADMIN' section contains several menu items, with 'Data Streams', 'Conversions', 'Audiences', 'Data Settings', 'Data Import', 'Reporting Identity', 'Attribution Settings', and 'PRODUCT LINKS' highlighted with yellow boxes. A yellow arrow points from the 'Data Settings' box in the main panel to a detailed view of the 'Data Settings' menu on the right. The 'PRODUCT LINKS' section at the bottom of the main panel is also highlighted with a yellow box. A yellow arrow points to the gear icon in the bottom left corner of the interface.

## Admin Data Controls in GA4:

- Data Streams
- Events/Conversions
- Audiences
- Data Settings (Collection, Retention, etc.)
- Data Import
- Reporting Identity
- Attribution Settings
- Marketing Platform Integrations (Links)
  - Exporting GA Data w/ BigQuery

This block shows a detailed view of the 'Data Settings' menu. The menu items are: Data Collection, Data Retention, Data Filters, and Channel Groups.

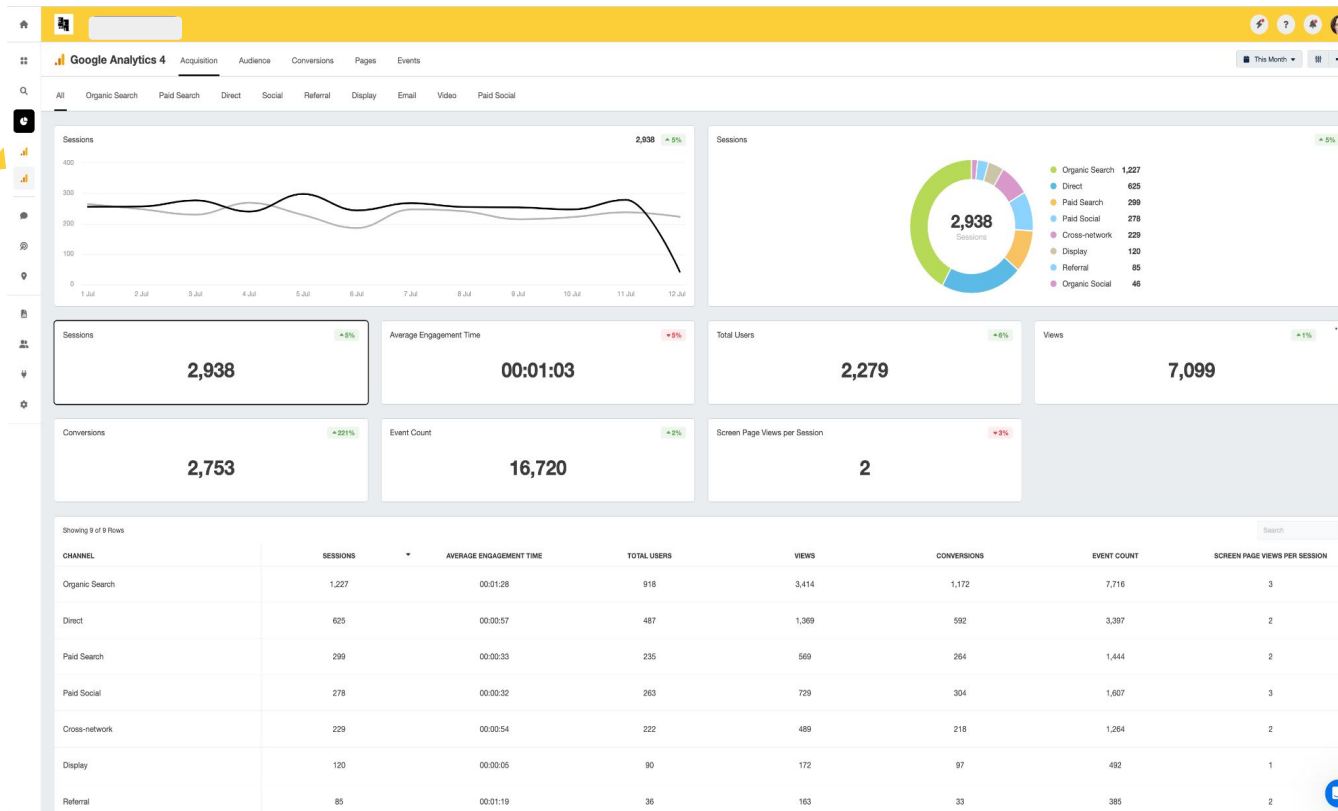
This block shows a detailed view of the 'PRODUCT LINKS' section. The links listed are: Google Ads Links, Ad Manager Links, BigQuery Links, Display & Video 360 Links, Merchant Center, Optimize Links, Google Play Links, Search Ads 360 Links, and Search Console Links. The 'BigQuery Links' and 'Search Console Links' items are highlighted with yellow boxes.





# GTMA REPORTING FROM GA4

<https://reports.gtma.agency/>





# GA4 RESOURCES

- [Skillshop GA4](#) training modules and Analytics certification
- [Google Analytics learning hub](#) for marketers
- Analytics Help article: [Comparing Metrics from UA to GA4](#)
- Analytics Help article: [Common Reporting Solutions in GA4](#)
- Analytics Help article: [Conversion Differences in GA4 vs UA](#)
- [GTMA Blog\(s\)](#)
- [GTMA Reporting Dashboard](#)
- GTMA Monthly Client Reports & Call Notes
- Your GTMA Account Manager



# Questions?



# THANK YOU

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