

# VYHODNOCOVÁNÍ KAMPAŇÍ V GA4



# Shoptet

**VAŠEK JELEN | SHOPTET MEETUP 13.6.2023**



**MEASUREDESIGN**  
digital analytics & technical marketing



# AGENDA

**ZNAČENÍ KAMPAŇÍ PRO GA4**  
**VYHODNOCOVÁNÍ KAMPAŇÍ V GA4**  
**MODELOVÁNÍ DAT V GA4**  
**GA4 AUDIENCE**



**VAŠEK JELEN**

**ANALYTIK**



**MEASUREDESIGN**

digital analytics & technical marketing

# ZNAČENÍ KAMPANÍ PRO GA4

**?UTM?**

# **URCHIN TRACKING MODULE**

# URCHIN PARAMETERS IN YEAR 2005

**UTM SOURCE**

**UTM MEDIUM**

**UTM CAMPAIGN**

**UTM TERM**

**UTM CONTENT**

# DOSTUPNÉ VS. POŽADOVANÉ PARAMETRY

**UTM SOURCE**

**UTM MEDIUM**

**UTM CAMPAIGN**

**UTM TERM**

**UTM CONTENT**

**? PRODUKT**

**? DATUM/ČAS**

**? PUBLIKUM**

**? FÁZE REKLAMY**

**? BRAND / NONBRAND**



**UTM\_ID**

**UTM\_SOURCE**

**UTM\_MEDIUM**

**UTM\_CAMPAIGN**

**UTM\_TERM**

**UTM\_CONTENT**

**UTM\_SOURCE\_PLATFORM**

**UTM\_CREATIVE\_FORMAT**

**UTM\_MARKETING\_TACTIC**

https://support.google.com/analytics/answer/10917952?hl=en#zippy=%2Cin-this-article

cal Mail TL Data & Analytics Calisthenics GD BigFunctions ACC

Analytics Help Describe your issue

[See custom-campaign data](#)

## Add utm parameters to URL

You can add the following parameters to your destination URLs:

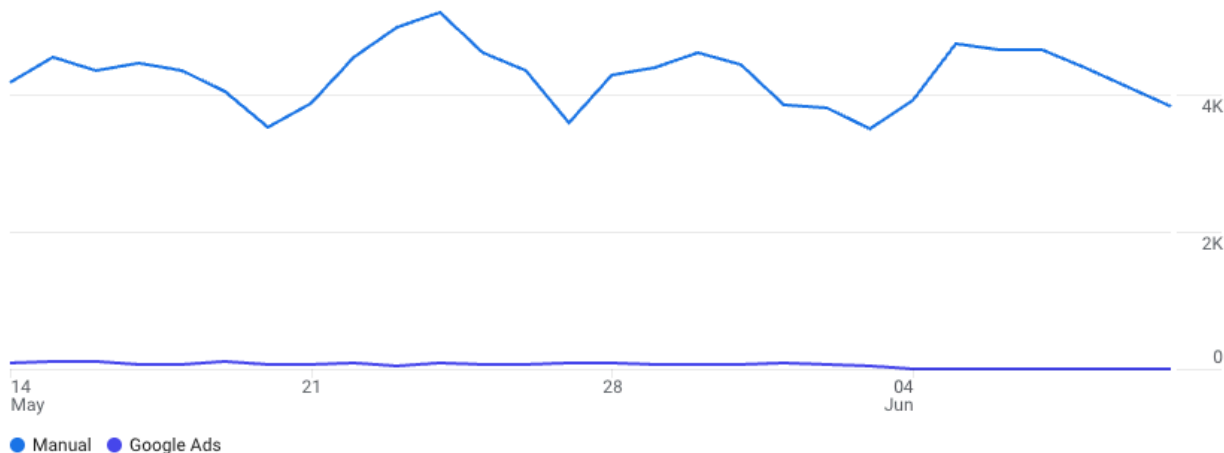
- **utm\_id:** Campaign ID. Used to identify a specific campaign or promotion. This is a required key for [GA4 data import](#). Use the same IDs that you use when [uploading campaign cost data](#).
- **utm\_source:** Referrer, for example: google, newsletter4, billboard
- **utm\_medium:** Marketing medium, for example: cpc, banner, email
- **utm\_campaign:** Product, slogan, promo code, for example: spring\_sale
- **utm\_source\_platform:** The platform responsible for directing traffic to a given Analytics property (such as a buying platform that sets budgets and targeting criteria or a platform that manages organic traffic data). For example: Search Ads 360 or Display & Video 360.
- **utm\_term:** Paid keyword
- **utm\_content:** Use to differentiate creatives. For example, if you have two call-to-action links within the same email message, you can use utm\_content and set different values for each so you can tell which version is more effective.
- **utm\_creative\_format:** Type of creative, for example: display, native, video, search
  - 💡 `utm_creative_format` is not currently reported in Google Analytics 4 properties.
- **utm\_marketing\_tactic:** Targeting criteria applied to a campaign, for example: remarketing, prospecting
  - 💡 `utm_marketing_tactic` is not currently reported in Google Analytics 4 properties.

Each parameter must be paired with a value that you assign. Each parameter-value pair then contains campaign-related information.

Link: <https://support.google.com/analytics/answer/10917952?hl=en#zippy=%2Cin-this-article>

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
  - Overview
  - User acquisition
  - Traffic acquisition**
- Engagement
  - Overview
  - Events
  - Conversions
  - Pages and screens
  - Landing page
- Monetization
- Retention
- User
  - User Attributes
  - Tech
- Library

Traffic acquisition: Session source platform



Search...

Session source platform		↓ Users	Sessions	Engaged sessions	Average engagement time per session
		141,335 100% of total	160,947 100% of total	123,266 100% of total	0m 42s Avg 0%
1	Manual	116,703	131,770	118,324	0m 40s
2	(not set)	25,439	26,009	3,334	0m 57s
3	Google Ads	1,667	1,863	1,683	0m 42s

**UTM\_ID**

**UTM\_SOURCE**

**UTM\_MEDIUM**

**UTM\_CAMPAIGN**

**UTM\_TERM**

**UTM\_CONTENT**

**UTM\_SOURCE\_PLATFORM**

**UTM\_CREATIVE\_FORMAT**

**UTM\_MARKETING\_TACTIC**

# HACKING UTM PARAMETRŮ

*https://www.kosik.cz*  
*?utm\_source=seznam*  
*&utm\_medium=cpc*  
*&utm\_campaign=*  
*3284-363-44\_7c\_OBSAH-RMK-*  
*NAKOUPILI-*  
*TEXT\_display\_rmk\_nobrand\_no\_no\_all*  
*&utm\_content=RMK+-+15-30+dni*

# **VYHODNOCOVÁNÍ KAMPAŇÍ**

**V GA4**

# TRAFFIC DIMENZE

**GA3**

**SOURCE/MEDIUM**

**GA4**

**SESSION SOURCE/MEDIUM**

**FIRST USER SOURCE/MEDIUM**

**SOURCE/MEDIUM**

**Analytics** Dudlu - GA4 - Shoptet napojení g Dudlu - GA4 - Sho

**Variables**

**SEGMENTS** +

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

**DIMENSIONS** +

- Event name
- Country
- Device category
- City
- Session source / m...
- First user source / ...
- Source / medium
- Gender

**METRICS** +

- Total users
- Conversions

**Tab Settings**

**TECHNIQUE**

Free form

**VISUALIZATION**

**SEGMENT COM**

Drop or se

**ROWS**

- Source / m
- Event nam
- Drop or sel
- Start row
- Show rows
- Nested rows

**COLUMNS**

Drop or sel

### Select dimensions 7 of 169 selected

source

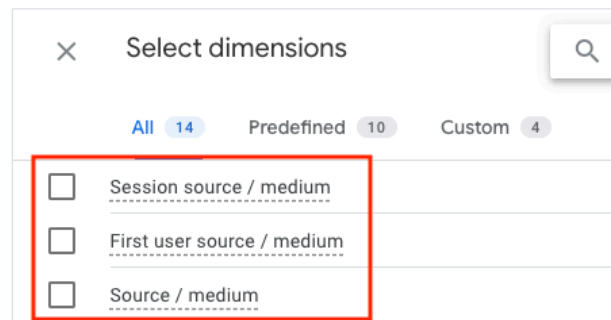
- All 10 Predefined 10 Custom 0
- First user Google Ads ad network type
  - First user Google Ads campaign
  - First user Google Ads customer ID
  - First user Google Ads keyword text
  - First user Google Ads query
  - First user manual ad content
  - First user manual term
  - First user medium
  - First user source
  - First user source / medium
  - First user source platform
  - Session campaign
  - Session campaign ID
  - Session default channel group
  - Session Google Ads account name
  - Session Google Ads ad group ID
  - Session Google Ads ad group name
  - Session Google Ads ad network type
  - Session Google Ads campaign



## SESSION SOURCE/MEDIUM

## FIRST USER SOURCE/MEDIUM

## SOURCE/MEDIUM



Obrázek – vyhodnocování zdrojů v GA4

**Session source/medium, Session campaign apod.** – tyto dimenze ukazují výkon daného zdroje v rámci návštěvy (session). Tj. pokud chci vidět, jaké zdroje mi přinesly návštěvy, nebo zdroje návštěv, v rámci kterých se staly konkrétní eventy, použiji „Session source/medium“, „Session campaign“ apod.). Je to ekvivalent „source“, „medium“, „campaign“ apod. v rozhraní GA3.

**First user source/medium, First user campaign apod.** – GA4 narozdíl od GA3 nabízí data o zdroji, ze kterého poprvé přišel na web nový návštěvník. To je ze strany GA4 celkem sympatická možnost, která v GA3 nebyla – neanalyzovat výkon zdrojů pouze z perspektivy poslední návštěvy, ale koukat se i, jaké zdroje mi poprvé přivádí návštěvníky, kteří na webu ještě nebyli (a následně se stali zákazníky). Umožňuje to snáze vyhodnocovat akviziční marketingové aktivity.

**Source/medium** sloužící pouze pro vyhodnocování zdrojů návštěvnosti u eventů, které jsou zapnuté jako konverze (ekvivalent „cíle“ v GA3). Konverze/cíle se v GA4 nastavují jinak než v GA3. V GA3 bylo předdefinovaných několik možností, jak vytvořit konverzi – např. návštěva stránky nebo transakce. V GA4 se pouze v Admin – Conversions označí vybraný event a tím se zapne jako konverze. Detail, jak se v GA4 zapíná event jako konverze, [zde](#). Pokud mám zapnutý event jako konverzi, Google mi u něj umožní vyhodnocovat zdroje podle zvoleného atribučního modelu. Např. v konverzním reportu (Engagement – Conversions) je pak vidět zdroj/medium (v tomto případě pomocí dimenze „source/medium“) pro dané konverze. Defaultní atribuční model pro konverze je v GA4 data-driven atribuční model (lze změnit v Admin – Attribution Settings).

Link: <https://www.reshoper.cz/cs/blog/detail/priprava-e-shopu-na-prichod-google-analytics-4>

Property [+ Create Property](#)

Dudlu – GA4 - Shoptet napojení gtag (3...

 Setup Assistant Property Settings Data Streams Events Conversions Audiences Custom definitions Data Settings Data Import Reporting Identity Attribution Settings DebugView

## Attribution Settings

### Reporting attribution model

Affects conversion and revenue data

The attribution model used to calculate conversion credit in your reports within this Analytics property. Changing the attribution model will apply to both historical and future data. These changes will be reflected in reports with conversion and revenue data. User and session data will be unaffected. [Learn about how attribution models affect your reporting data](#)

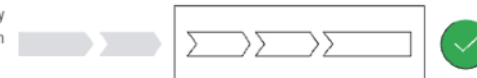
#### Reporting attribution model

Data-driven  
Paid and organic channels

### Lookback window

Affects all data

Conversions can happen days or weeks after a person interacts with your ad. The lookback window determines how far back in time a touchpoint is eligible for attribution credit. For example, the 30-day lookback window will result in January 30 conversions being attributed only to touchpoints occurring from January 1 - 30.



Changing the lookback window will only apply going forward. These changes will be reflected in all reports within this Analytics property.

Analytics Dudlu – GA4 - Shoptet napojeni gtag Dudlu – GA4 - Shoptet napoj...

Try searching "property ID"

Session sourc... S F +

Event name	Session source / medium	Event count
<b>Totals</b>		<b>2,078,274</b> 100% of total
1 view_promotion	google / organic	735,115
2 view_promotion	seznam / organic	270,117
3 page_view	google / organic	212,984
4 user_engagement	google / organic	114,999
5 session_start	google / organic	101,382
6 first_visit	google / organic	88,059
7 page_view	seznam / organic	78,963
8 view_promotion	(not set)	49,805
9 user_engagement	(not set)	48,194
10 user_engagement	seznam / organic	46,605
11 view_promotion	(direct) / (none)	40,124
12 session_start	seznam / organic	34,608
13 first_visit	seznam / organic	30,534
14 view_promotion	google / cpc	25,252
15 view_promotion	facebook / cpc	23,808

Variables

Exploration Name: 202306 VJ Shoptet partner...

Custom: May 12 - Jun 10, 2023

SEGMENTS

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

DIMENSIONS

- Event name
- Country
- Device category
- City
- Session source / m...
- First user source / ...

Tab Settings

TECHNIQUE: Free form

VISUALIZATION: [Table icon] [Bar chart icon] [Line chart icon]

SEGMENT COMPARISONS: Drop or select segment

ROWS: Event name, Session source / m...

Start row: 1

Show rows: 500

Nested rows: No

**Variables**

Exploration Name: 202306 VJ Shoptet partner...

Custom: May 12 - Jun 10, 2023

**SEGMENTS**

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

**DIMENSIONS**

- Event name
- Session source / m...
- Country
- Device category
- City
- Session source / m...
- First user source / ...

**Tab Settings**

**TECHNIQUE**

Free form

**VISUALIZATION**

Bar chart, Pie chart, Line chart, Scatter plot, Table, Map

**SEGMENT COMPARISONS**

Drop or select segment

**ROWS**

Event name

Session source / m...

Drop or select dimension

Start row: 1

Show rows: 500

Nested rows: No

Session source / medium

Event name	Session source / medium	Event count
<b>Totals</b>		<b>2,078,274</b> 100% of total
1 view_promotion	google / organic	735,115
2 view_promotion	seznam / organic	270,117
3 page_view	google / organic	212,984
4 user_engagement	google / organic	114,999
5 session_start	google / organic	101,382
6 first_visit	google / organic	88,059
7 page_view	seznam / organic	78,963
8 view_promotion	(not set)	49,805
9 user_engagement	(not set)	48,194
10 user_engagement	seznam / organic	46,605
11 view_promotion	(direct) / (none)	40,124
12 session_start	seznam / organic	34,608
13 first_visit	seznam / organic	30,534
14 view_promotion	google / cpc	25,252
15 view_promotion	facebook / cpc	23,808

Dudlu - GA4 - Shoptet napojení gtag  
Dudlu - GA4 - Shoptet napoj...

exception

Tab Settings

Session source / medium

Event name	Session source / medium	Event count
<b>Totals</b>		<b>179</b> 100.0% of total
1 purchase	google / organic	77
2 purchase	seznam / organic	21
3 purchase	(direct) / (none)	18
4 purchase	(not set)	18
5 purchase	google / cpc	11
6 purchase	heureka.cz / referral	9

Analytics Dudlu - GA4 - Shoptet napojení gtag  
Dudlu - GA4 - Shoptet napoj...

exception

Variables

202306 VJ Shoptet partner...

Custom  
May 12 - Jun 10, 2023

SEGMENTS

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

DIMENSIONS

- Event name
- Country

Tab Settings

Event name

Drop or select dimension

Start row 1

Show rows 10

Nested rows No

COLUMNS

Drop or select dimension

Start column group 1

Show column groups 5

VALUES

Source / medium

Event name

Conversions

Source / medium	Event name	Conversions
<b>Totals</b>		<b>504</b> 100.0% of total
1 google / organic	objednání	137.03
2 google / organic	purchase	77.71
3 (direct) / (none)	objednání	53
4 seznam / organic	objednání	38
5 (direct) / (none)	purchase	29
6 google / cpc	objednání	29
7 seznam / organic	purchase	20
8 google / cpc	purchase	18
9 heureka.cz / referral	objednání	14
10 product-widgets.shoptet.imagineanything.cz / referral	objednání	10.14

# UŽITEČNÉ LINKY - POPIS USER SCOPE A SESSION SCOPE DIMENZÍ

Analytics Help

Describe your issue

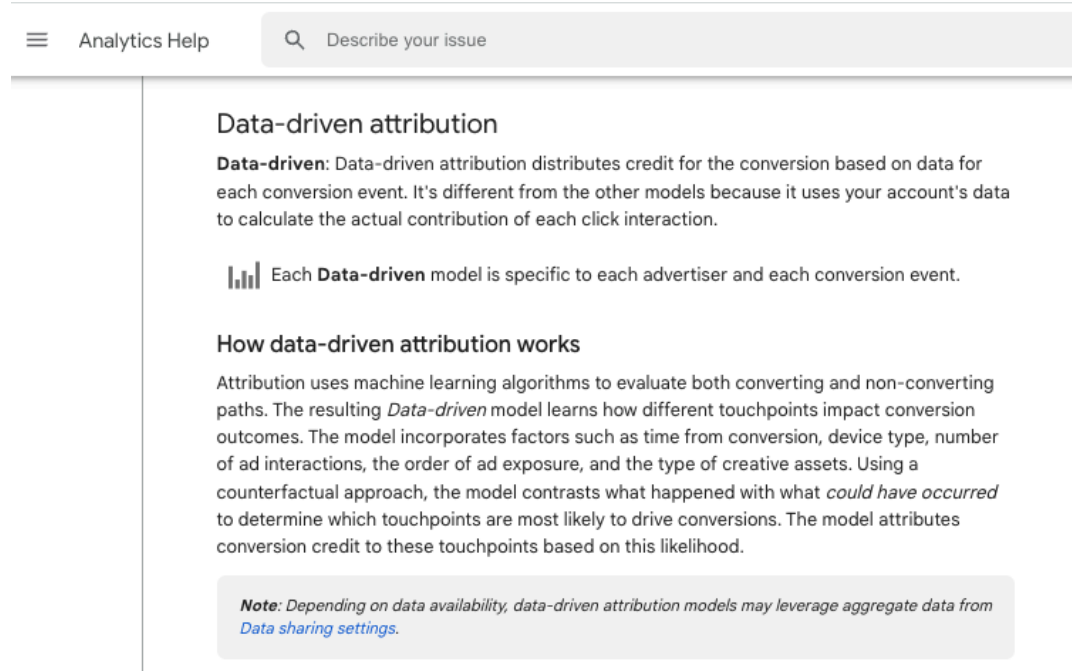
## Session-scoped dimensions

In addition to the following session-scoped dimensions, you will find session-scoped dimensions that are specific to the platforms you integrate with Analytics (e.g., "Session Google Ads campaign", which is the [Google Ads campaign](#) for new session).

Dimension	What it is	How it's populated
Session campaign	The <a href="#">campaign</a> that was associated with the start of a session.	To learn how to populate this dimension, see <a href="#">Traffic-source dimensions, manual tagging, and auto-tagging</a> .
Session campaign ID	The ID of the <a href="#">campaign</a> that was associated with the start of a session.	To learn how to populate this dimension, see <a href="#">Traffic-source dimensions, manual tagging, and auto-tagging</a> .
Session default channel group	The <a href="#">default channel group</a> that was associated with the start of a session.	To learn how to populate this dimension, see <a href="#">Traffic-source dimensions, manual tagging, and auto-tagging</a> .
Session manual	The ad content that was associated	Populate this dimension by manually

**POPIS USER SCOPE A EVENT SCOPE DIMENZÍ : [HTTPS://BIT.LY/3J7FQYV](https://bit.ly/3j7fqyv)**

# UŽITEČNÉ LINKY - DATA DRIVEN MODEL




The screenshot shows a help page titled "Data-driven attribution". At the top, there is a navigation bar with "Analytics Help" and a search bar containing "Describe your issue". The main content area has a heading "Data-driven attribution" followed by a paragraph explaining that it distributes credit based on account data. Below this is a small bar chart icon and a note that each model is specific to advertiser and event. A sub-heading "How data-driven attribution works" is followed by a detailed paragraph about machine learning algorithms and counterfactual approaches. A final note in a grey box states that models may leverage aggregate data from sharing settings.

Analytics Help

## Data-driven attribution

**Data-driven:** Data-driven attribution distributes credit for the conversion based on data for each conversion event. It's different from the other models because it uses your account's data to calculate the actual contribution of each click interaction.

 Each **Data-driven** model is specific to each advertiser and each conversion event.

### How data-driven attribution works

Attribution uses machine learning algorithms to evaluate both converting and non-converting paths. The resulting *Data-driven* model learns how different touchpoints impact conversion outcomes. The model incorporates factors such as time from conversion, device type, number of ad interactions, the order of ad exposure, and the type of creative assets. Using a counterfactual approach, the model contrasts what happened with what *could have occurred* to determine which touchpoints are most likely to drive conversions. The model attributes conversion credit to these touchpoints based on this likelihood.

**Note:** Depending on data availability, data-driven attribution models may leverage aggregate data from [Data sharing settings](#).

*Data-driven attribution uses path data—including data from both converting and non-converting users—to understand how the presence and timing of particular marketing touchpoints may impact your users' probability of conversion. The resulting models assess how likely a user is to convert at any particular point in the path, given exposure to a particular ad interaction.*

**JAK FUNGUJE DATA DRIVEN MODEL : [HTTPS://BIT.LY/30ZNP5U](https://bit.ly/30znp5u)**

**MODELOVÁNÍ**

**V GA4**



Property [+ Create Property](#)

Dudlu – GA4 - Shoptet napojení gtag (3...



Setup Assistant

Property Settings

Data Streams

Events

Conversions

Audiences

Custom definitions

## Reporting Identity

Determines which methods Analytics uses to associate events with users. [Learn more](#)

How would you like to identify your users?

**Blended**

This identity evaluates: user ID, Google signals, device ID, modeled data.



**Observed**

This identity evaluates: user ID, Google signals, device ID.

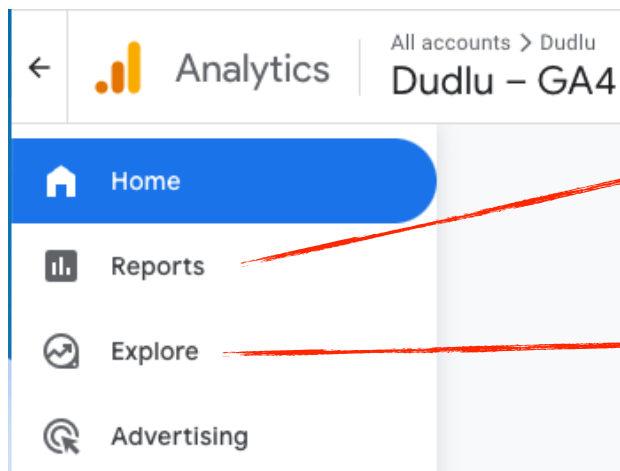


Save

Cancel

Show all

# ROZHRANNÍ



**DOMODELOVANÁ DATA**

**DOMODELOVANÁ DATA POUZE V  
EXPLORE REPORTU (TABULKA) JINAK  
NEDOMODELOVANÁ DATA**

## GA4 API

**DOMODELOVANÁ DATA**



**Google  
BigQuery**

**NEDOMODELOVANÁ DATA**

## DOMODELOVANÁ DATA

# GA4 Interface (data driven model)

Sessions  
10,266,011

Total users  
3,428,489

session source/medium	Sessions ▾
(direct)/(none)	3,770,151
google/organic	2,411,737
seznam/organic	1,297,208
google/cpc	624,927
bing/organic	333,875

## NEDOMODELOVANÁ DATA

# BigQuery (raw data)

Sessions (unique\_sessionID)  
7,364,054

Total users (user\_pseudo\_id)  
2,685,532

BQ session source/medium	unique_sessionID ▾
(direct)/(none)	4,323,986
google/organic	1,207,667
seznam/organic	746,274
google/cpc	333,635
bing/organic	139,206


LinkedIn navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me, For Business, Advertise

Article actions: [Edit article](#), [View stats](#), [View post](#)


## BQ session sources

Sessions (unique_sessionID)	Total users (user_pseudo_id)
7,364,054	2,685,532

BQ session source/medium	unique_sessionID
(direct)/(none)	4,324,353
google/organic	1,207,766
seznam/organic	746,313
google/cpc	333,667
bing/organic	139,214



## GA4 - vyhodnocování kampaní v Google BigQuery

 **Vašek Jelen**  
Lead Analyst & Co-Founder at MeasureDesign [3 articles](#)

June 6, 2023

**BIT.LY/43QMYEU**

# UTM\_ID A BIGQUERY ADS ISSUE

https://www.shoptet.cz/?utm\_id=CZE\_SHO\_ADS\_1\_ACQ\_DO&gclid=CjwKCAjwp6CkB.....

Shoptet

CO UMÍME | CENÍK | ŠABLONY | REFERENCE | PODPORA | KONTAKT

## Klikněte a podnikejte

Zadejte pouze váš e-mail

VYZKOUŠET ZDARMA

Vložení e-mailu souhlasíte s podmínkami ochrany osobních údajů a všeobecnými obchodními

Explorer + ADD

Type to search

Viewing workspace resources. SHOW STARRED ONLY

- shoptet-analytics
  - External connections
  - Saved queries (6)
  - GA4\_export\_shoptet\_all
  - GAds\_export\_CZ\_Shoptet
  - GAds\_export\_CZ\_Shoptet\_...
  - GAds\_export\_CZ\_Shoptet\_...
  - GAds\_export\_CZ\_Shoptet\_...
  - GAds\_export\_HU\_Shoptet
  - GAds\_export\_HU\_Shoptet\_...
  - GAds\_export\_SK\_Shoptet
  - GAds\_export\_SK\_Shoptet\_...
  - GAds\_export\_SK\_Shoptet\_...
  - GAds\_export\_SK\_Shoptet\_...
  - MD\_test\_dataset
  - analytics\_281667057
  - analytics\_303290379
  - events\_ (91)
    - events\_intraday\_ (2)
    - analytics\_351890206
    - analytics\_351890520
    - analytics\_354816321
    - analytics\_354999760
    - analytics\_355005500
    - events\_ (2)
    - analytics\_355027213

Row	event_date	event_timestamp	event_name	event_params.key	event_params.value.string_value	event_params.value.int_value
7	20230611	168650109...	session_start	page_title	Shoptet.sk: Vlastný e-shop rýchlo od jednotky na trhu	null
				page_referrer	https://www.google.com/	null
				page_location	https://www.shoptet.sk/?utm_id=SVK_SHO_ADS_2_ACQ_DO_E-shop_Without_free&gad=1&gclid=EAlalQobChMihukTidK7_wlVrejCh2JnAD3EAAAYASAAEgKhcPD_BwE	null
				ga_session_number	null	1
8	20230611	168650938...	page_view	campaign	(organic)	null
				gclid	EAlalQobChM8vmdgvG7_wlVVYpoCR0F7QrEEAAYASAAEgJz7vD_BwE	null
				page_title	Shoptet.sk: Vlastný e-shop rýchlo od jednotky na trhu	null
				page_category_1	not_available_DL	null
				session_engaged	0	null
				medium	organic	null
				shoptet_account_id	not_available_DL	null
				content_group	homepage	null
				page_type	homepage	null
				ga_session_number	null	1
				page_category_2	not_available_DL	null
				currency	EUR	null
				campaign_id	SVK_SHO_ADS_2_ACQ_DO_E-shop_Without_free	null
				shoptet_account_id_hashed	not_available_DL	null
				source	google	null
				page_location	https://www.shoptet.sk/?utm_id=SVK_SHO_ADS_2_ACQ_DO_E-shop_Without_free&gad=1&gclid=EAlalQobChM8vmdgvG7_wlVVYpoCR0F7QrEEAAYASAAEgJz7vD_BwE	null
				entrances	null	1
				term	(not provided)	null
				page_category_3	not_available_DL	null
				page_referrer	https://www.google.com/	null
				engaged_session_event	null	1
				environment	not_available_DL	null
9	20230611	168650946...	user_engagement	page_referrer	https://www.google.com/	null

# MODELOVÁNÍ JE I JEDEN Z DŮVODŮ PROČ SE BUDOU LIŠIT GA3 A GA4 DATA!

## Počet uživatelů

	Počet uživatelů GA3	Počet uživatelů GA4
Data za 04/2023	42 994	54 872

## Počet návštěv

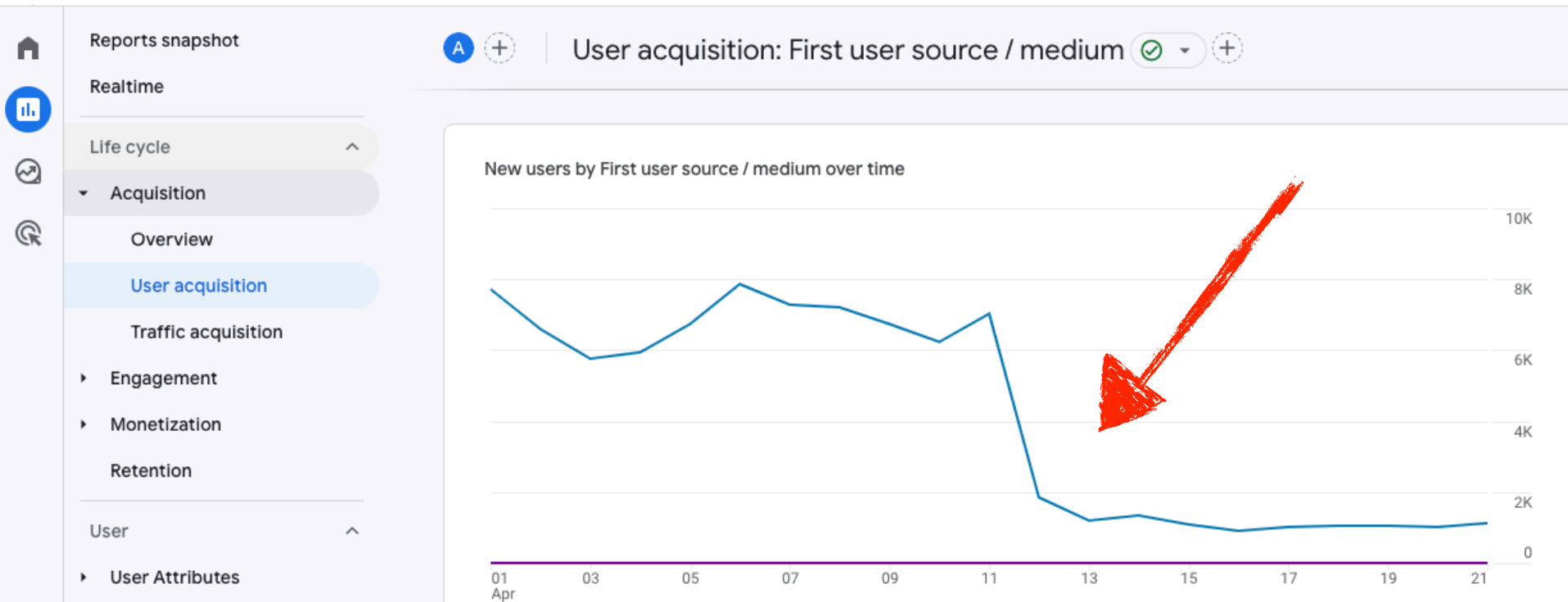
	Počet návštěv GA3	Počet návštěv GA4
Data za 04/2023	55 127	70 760

Link: <https://www.reshoper.cz/cs/blog/detail/priprava-e-shopu-na-prichod-google-analytics-4>

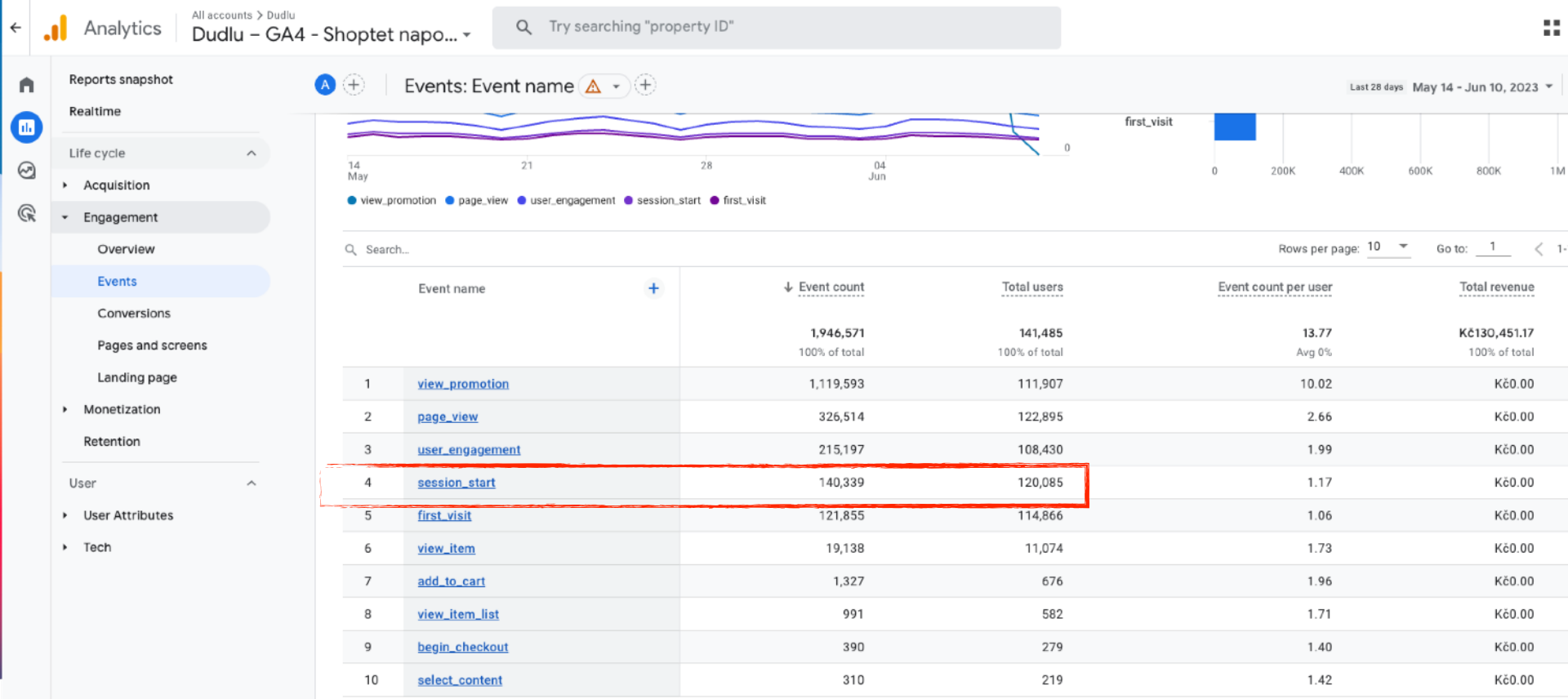
# MODELOVÁNÍ - POROVNÁNÍ REPORTŮ



# DROP PO ZAPNUTÍ GOOGLE SIGNALS



# ENGAGEMENT - EVENTS



# EXPLORE - FREE FORM

**Variables**

Exploration Name:  
202306 Shoptet partner da...

Custom  
May 14 - Jun 10, 2023

**SEGMENTS** +

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

**DIMENSIONS** +

- Event name
- Gender
- Country
- Device category
- First user medium

**Tab Settings**

**TECHNIQUE**

Free form

**VISUALIZATION**

Table, Pie, Line, Scatter, Bar, Map

**SEGMENT COMPARISONS**

Drop or select segment

**ROWS**

Event name

Drop or select dimension

Start row: 1

Show rows: 10

Nested rows: No

If an exploration has a segment with a sequence, it will only show data for users who consented to the u...

Free form 1

Event name	Event count
<b>Totals</b>	<b>1,946,564</b> 100.0% of total
1 view_promotion	1,119,544
2 page_view	326,500
3 user_engagement	215,172
4 session_start	140,335
5 first_visit	121,853
6 view_item	19,135
7 add_to_cart	1,327
8 view_item_list	991
9 begin_checkout	390
10 select_content	310

# EXPLORE - FUNNEL

Try searching "Insights"

**Variables** **Tab Settings**

Exploration Name: 202306 VJ Shoptet partner...

MAKE OPEN FUNNEL

SEGMENT COMPARISONS  
Drop or select segment

STEPS

- Session start
- page\_view
- add\_to\_card

BREAKDOWN  
Drop or select dimension

Rows per dimension: 5

SHOW ELAPSED TIME

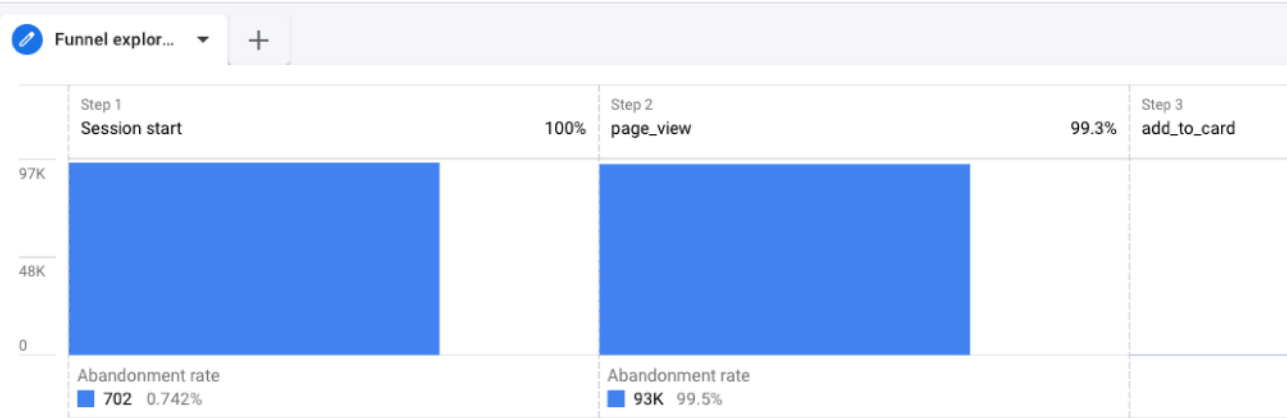
NEXT ACTION

**DIMENSIONS**

- Event name
- Gender
- Country
- Device category
- First user medium

**SEGMENTS**

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic



Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Session start	94,672 (100%)	99.26%	702	0.74%
2. page_view	93,970 (99.26%)	0.51%	93,492	99.49%
3. add_to_card	478 (0.5%)	-	-	-

Google Cloud DudluCZ Search (/) for resources, c

Explorer + ADD

Type to search

Viewing workspace resources.  
SHOW STARRED ONLY

- dudlucz
  - External connections
  - analytics\_308470066
    - events\_ (88)
    - events\_intraday\_ (2)
  - shoptet

Untitled 3 RUN SAVE SHARE SCHEDULE MORE

```
1 SELECT count (distinct user_pseudo_id) FROM `dudlucz.analytics_308470066.events_2023*`  
2 where event_date between "20230514" and "20230610"
```


Query results

JOB INFORMATION RESULTS JSON EXECUTION DETAILS EXECUTION GRAPH PREVIEW

Row	f0_
1	92770

```
SELECT count (distinct user_pseudo_id) FROM `dudlucz.analytics_308470066.events_2023*`  
where event_date between "20230514" and "20230610"
```

**GA4 AUDIENCE**

 Provide a short description

Include users when:



Event name

+ Add filter

Or 

And

+ Add condition group to include |  Add sequence to include

 Add group to exclude

### Additional audience settings

#### MEMBERSHIP DURATION

30 days

Set to maximum limit

#### AUDIENCE TRIGGER

+ Create new

One of your filter definitions is not complete.

### Summary

#### USERS IN THIS AUDIENCE

6  
35.3% of all users

INCLUDE EXCLUDE



Events

Pages and screens

DEAP

Conversions

Products store\_desktop

Products store\_go

Retention

Search Console ^

Search Console

SEO ^

Q mkt|lead\_call me|web|HYPO A REFI

Event name	Total users	Event count
1 <a href="#">mkt lead_call me web HYPO A REFI</a>	76	

**MKT | LEAD\_CALL\_ME | WEB | HYPO\_A\_REFI**



- **MKT | LEAD | WEB | UVEROVE\_PRODUKTY**
  - **MKT | LEAD\_CALL\_ME | WEB | HYPO\_A\_REFI**
  - **MKT | LEAD\_CALL\_ME | WEB | PUJCKA**

**MKT | LEAD\_CALL\_ME | WEB | HYPO\_A\_REFI**



**MKT\_LEAD\_CALL\_ME\_WEB\_HYPO\_A\_REFI**



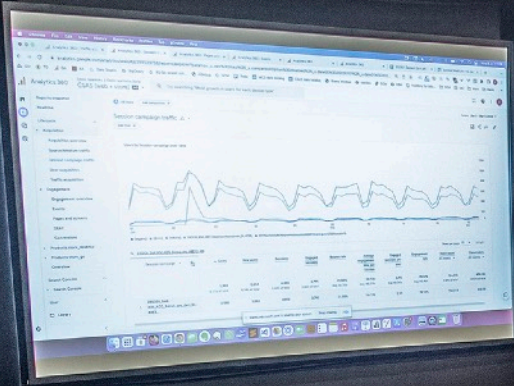


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