VYHODNOCOVÁNÍ KAMPANÍ V GA4

Shoptet

VAŠEK JELEN | SHOPTET MEETUP 13.6.2023

MEASUREDESIGN
digital analytics & technical marketing

AGENDA

ZNAČENÍ KAMPANÍ PRO GA4

VYHODNOCOVÁNÍ KAMPANÍ 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 PARAMETRY V ROCE 2005

UTM SOURCE
UTM MEDIUM
UTM CAMPAIGN
UTM TERM
UTM CONTENT

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DOSTUPNÉ VS. POŽADOVANÉ PARAMETRY

UTM SOURCE
UTM MEDIUM
UTM CAMPAIGN
UTM TERM
UTM CONTENT

? PRODUKT
? DATUM/ČAS
? PUBLIKUM
? FÁZE REKLAMY
? BRAND / NONBRAND

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UTM_ID

UTM_SOURCE

UTM_MEDIUM

UTM_CAMPAIGN

UTM_TERM

UTM_CONTENT

UTM_SOURCE_PLATFORM

UTM_CREATIVE_FORMAT

UTM_MARKETING_TACTIC

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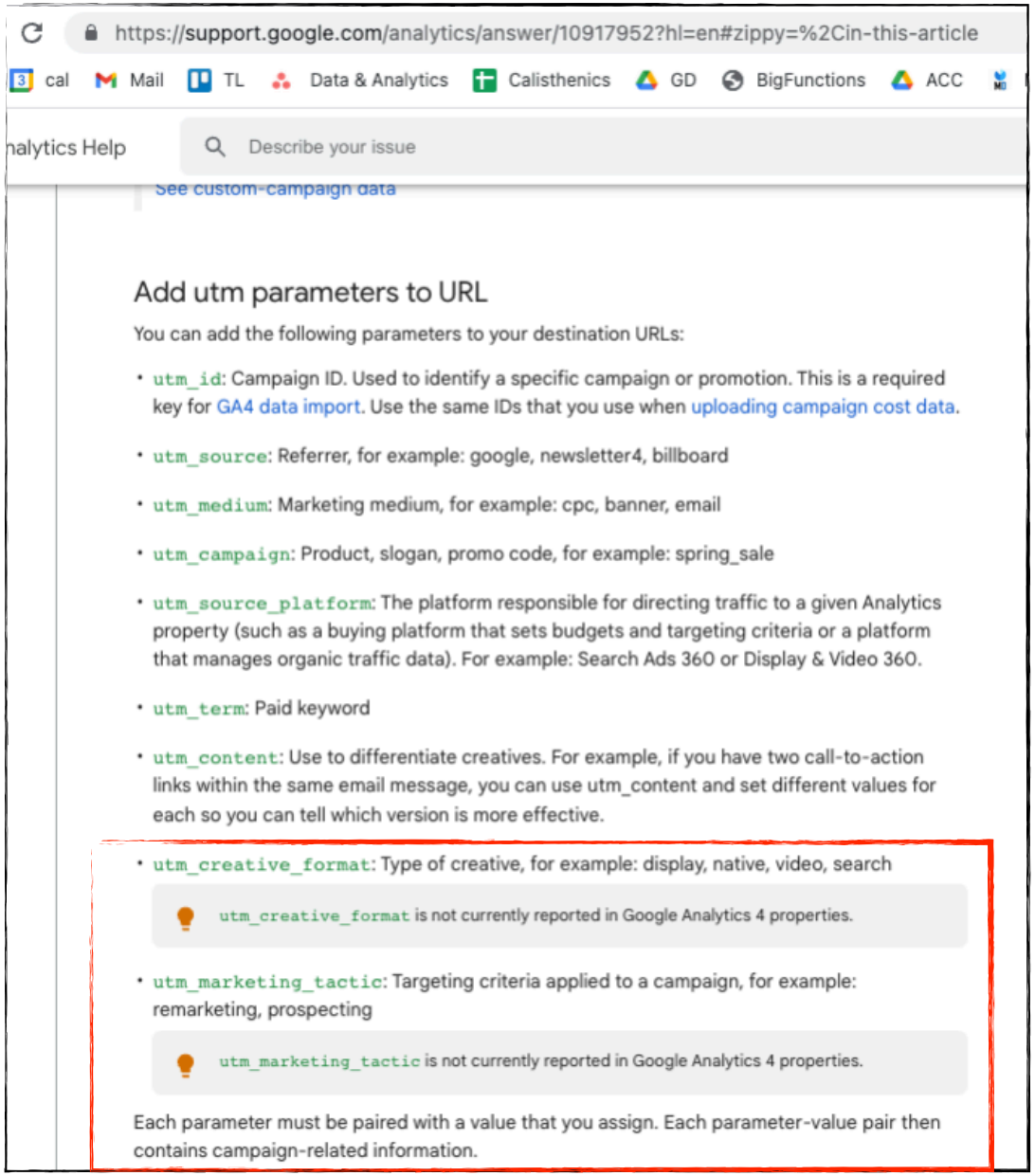
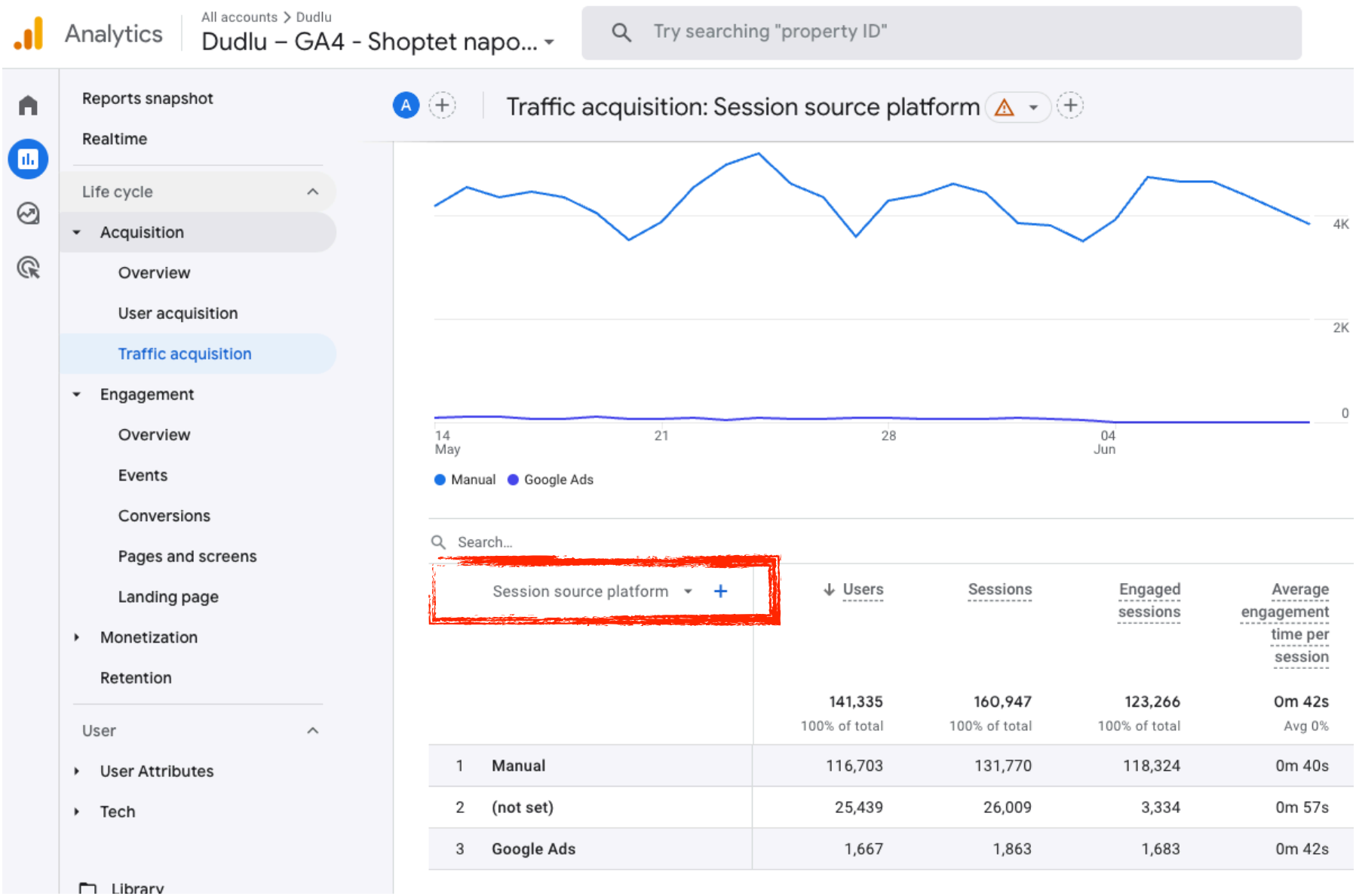


Link: https://support.google.com/analytics/answer/10917952?hl=en#zippy=%2Cin-this-article



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UTM_ID

UTM_SOURCE

UTM_MEDIUM

UTM_CAMPAIGN

UTM_TERM

UTM_CONTENT

UTM_SOURCE_PLATFORM

UTM_CREATIVE_FORMAT

UTM_MARKETING_TACTIC

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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

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VYHODNOCOVÁNÍ KAMPANÍ V GA4

TRAFFIC DIMENZE

GA3

SOURCE/MEDIUM

GA4

SESSION SOURCE/MEDIUM

FIRST USER SOURCE/MEDIUM

SOURCE/MEDIUM

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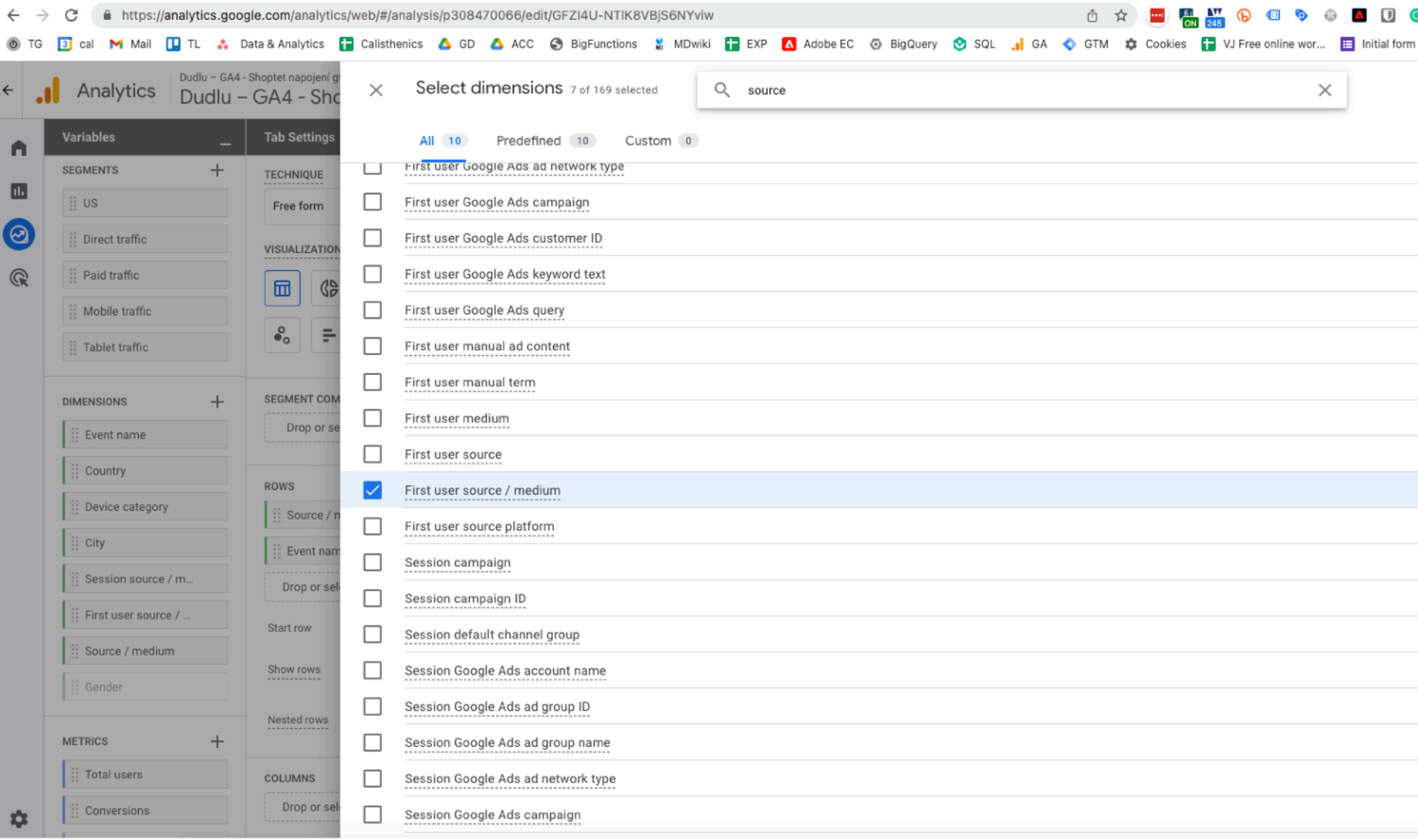

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SESSION SOURCE/MEDIUM

FIRST USER SOURCE/MEDIUM

SOURCE/MEDIUM

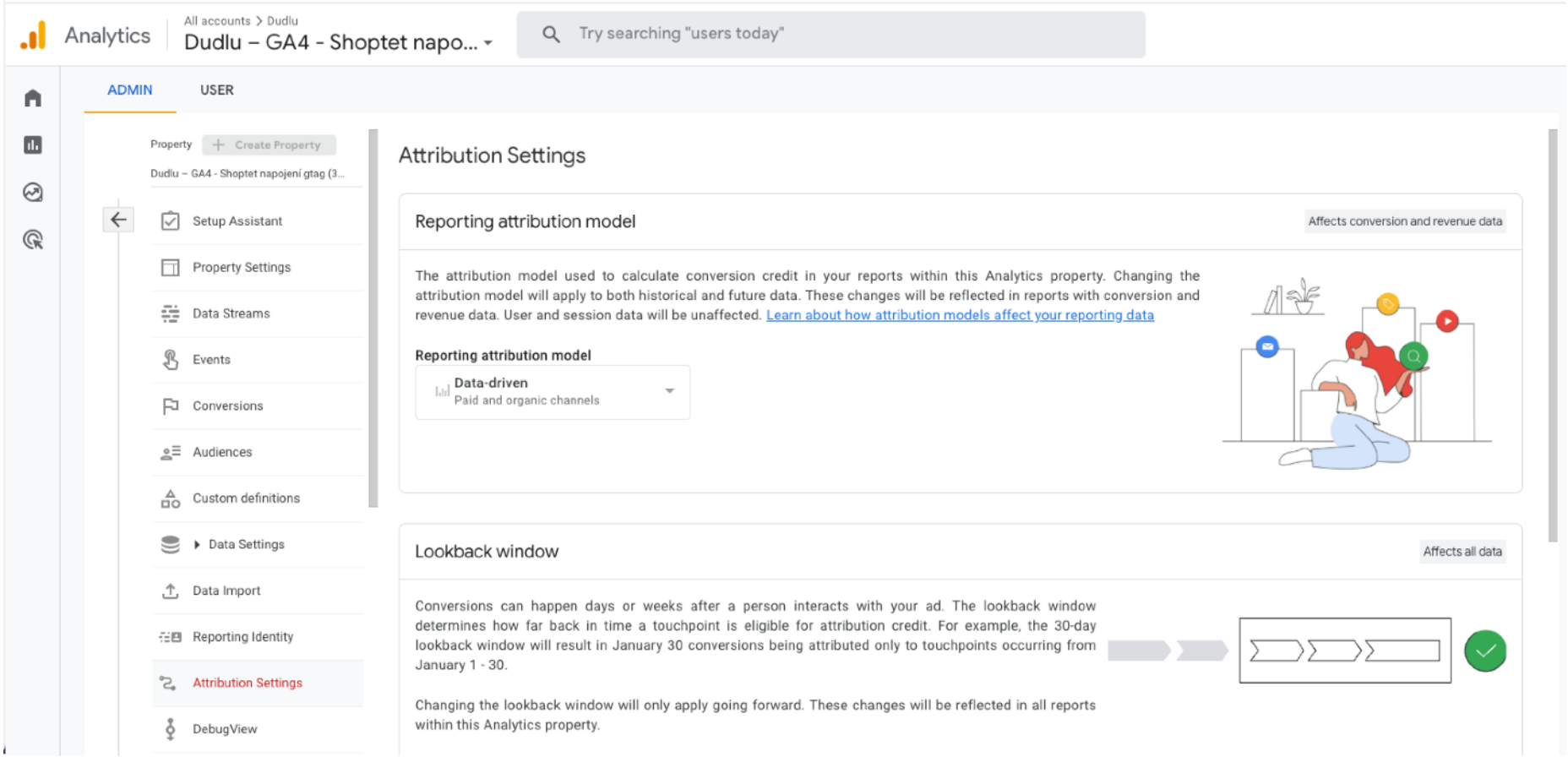
Obrázek – vyhodnocování zdrojů v GA4

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



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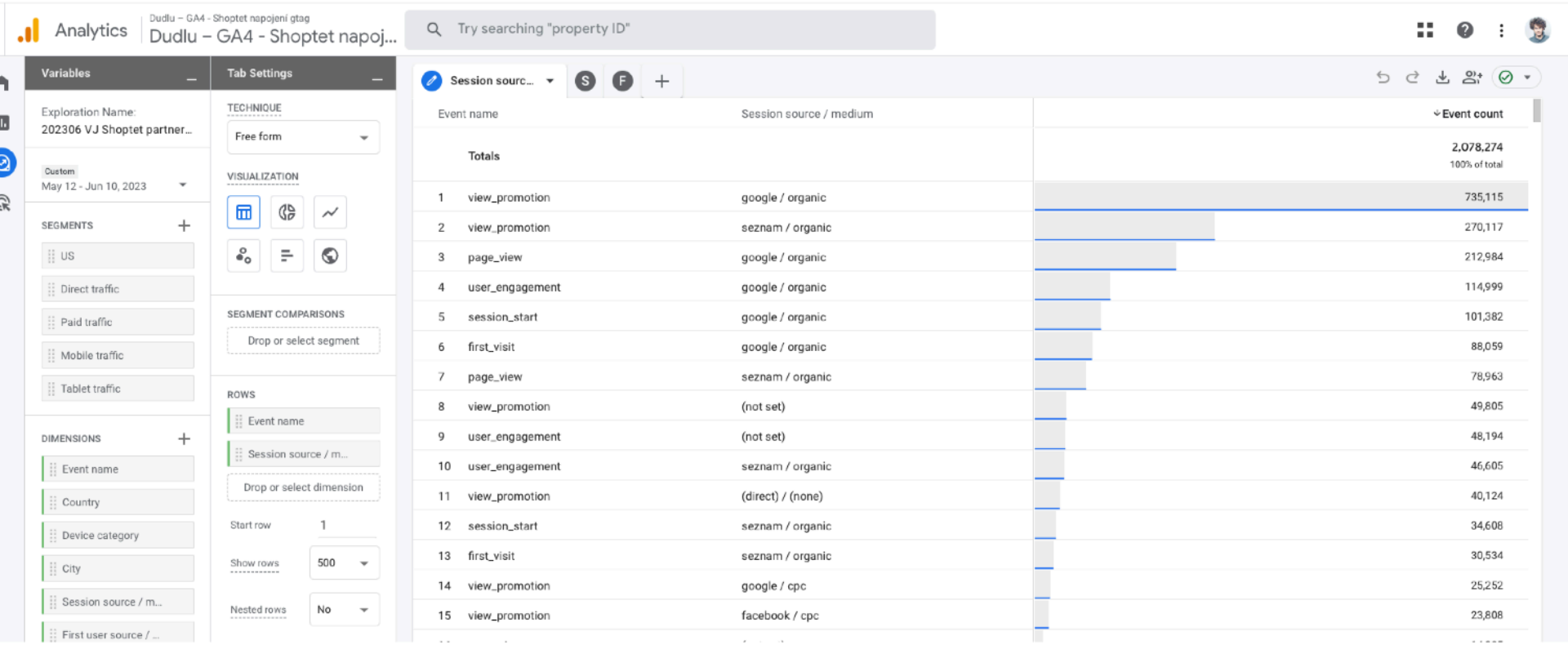

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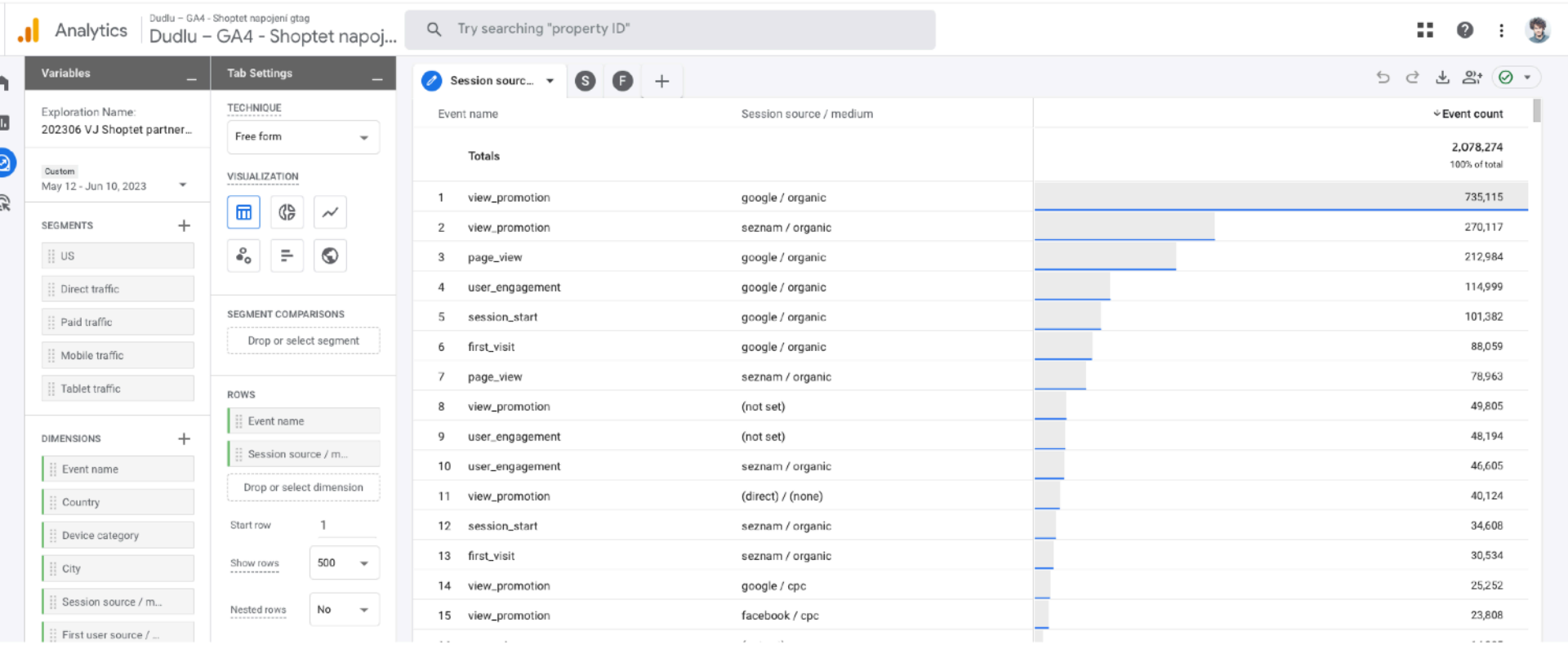

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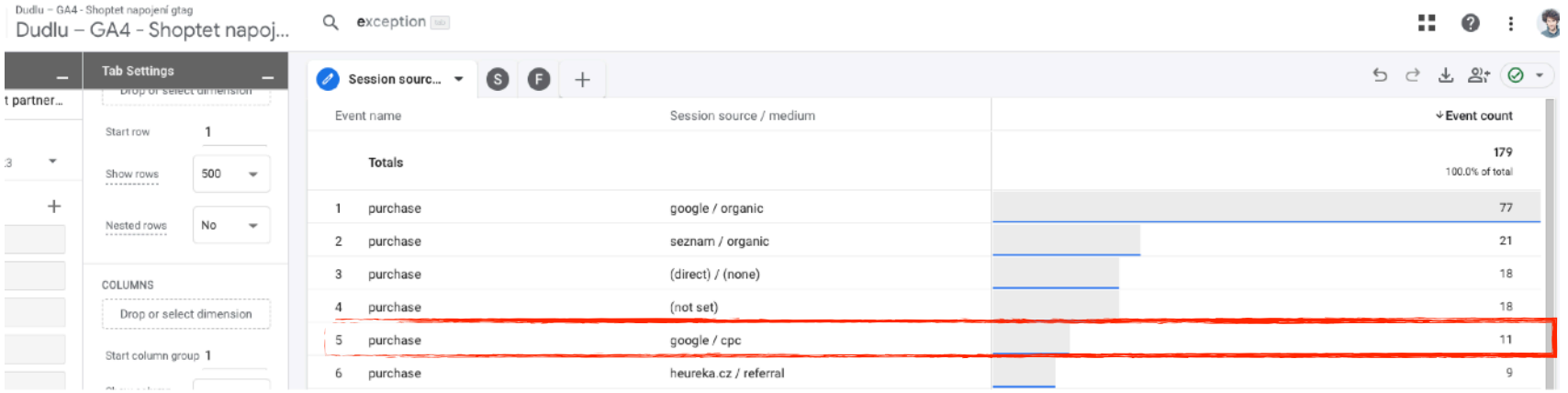
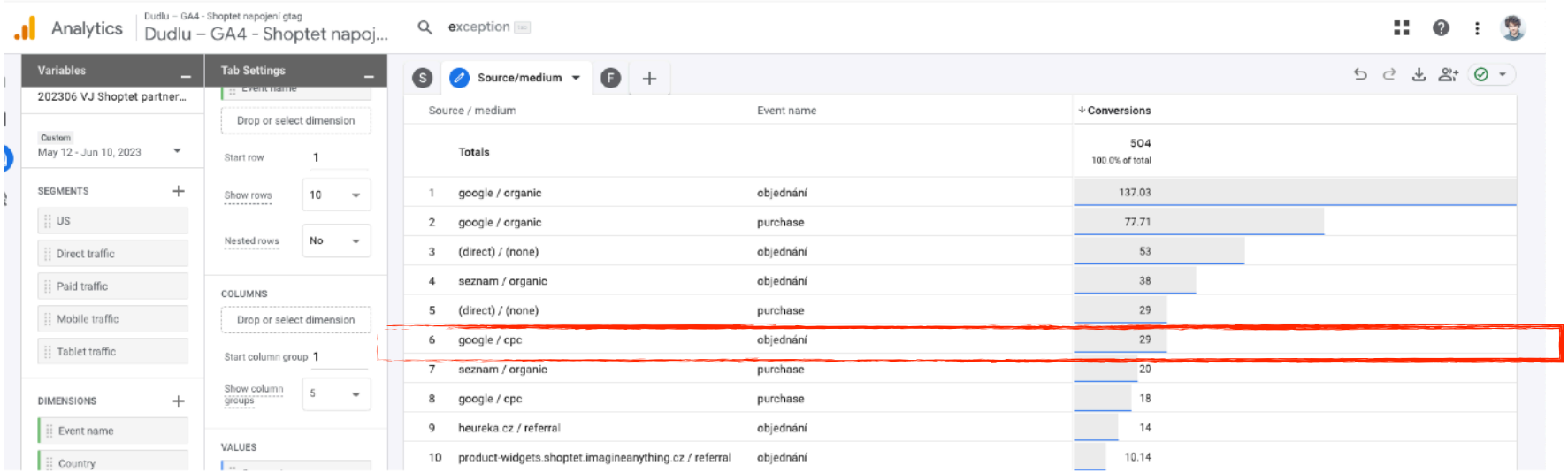
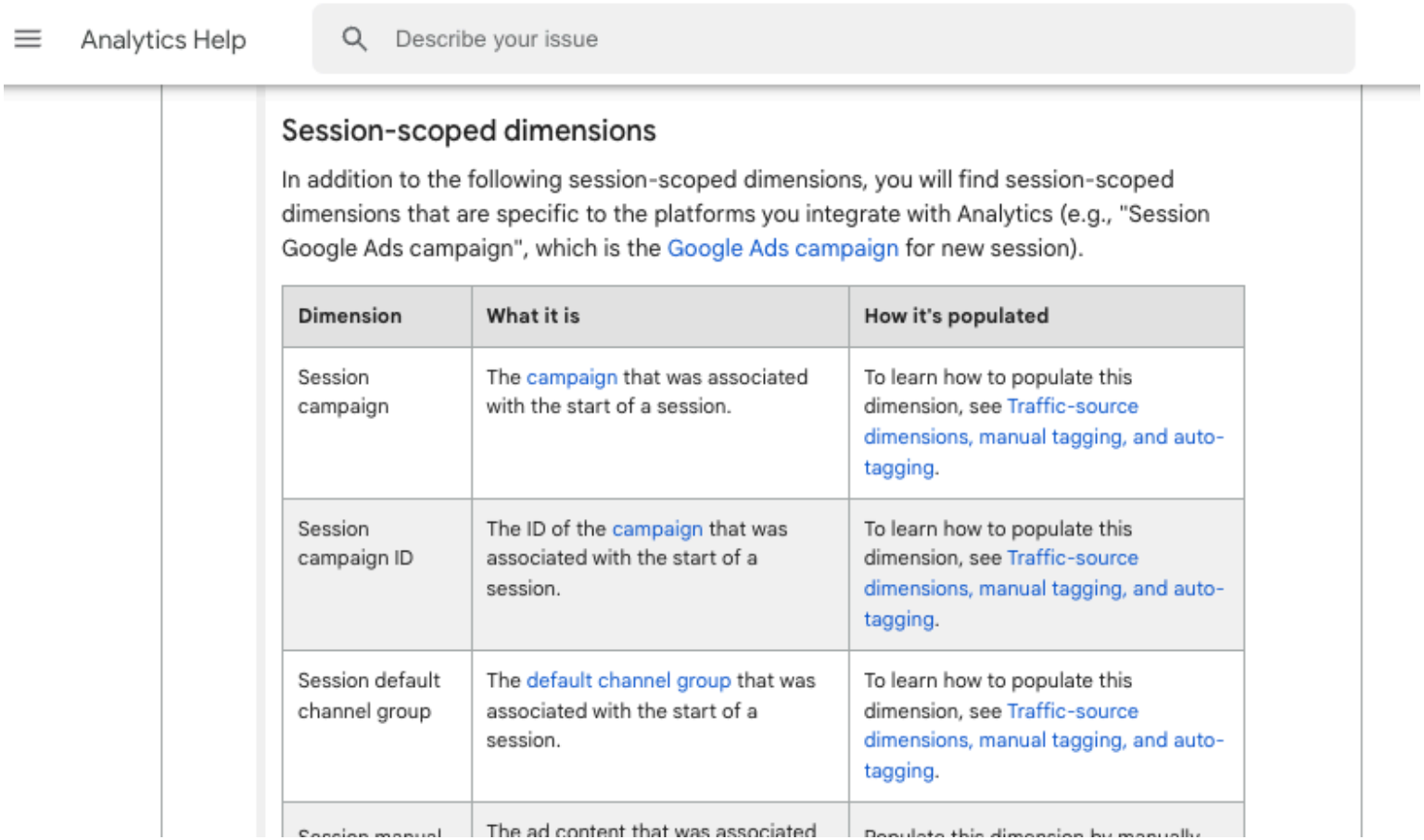

Dudlu – GA4 - Shoptet napojení gtag
Dudlu – GA4 - Shoptet napoj...
exception
Tab Settings
Start row 1
Show rows 500
Nested rows No
COLUMNS
Drop or select dimension
Start column group 1
Session sourc...
Event name
Session source / medium
Event count
Totals
179
100.0% of total
1 purchase google / organic 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
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
Source / medium
Event name
Conversions
Totals
504
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



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 campaign that was associated with the start of a session.	To learn how to populate this dimension, see Traffic-source dimensions, manual tagging, and auto-tagging.
Session campaign ID	The ID of the campaign that was associated with the start of a session.	To learn how to populate this dimension, see Traffic-source dimensions, manual tagging, and auto-tagging.
Session default channel group	The default channel group that was associated with the start of a session.	To learn how to populate this dimension, see Traffic-source dimensions, manual tagging, and auto-tagging.
Session manual	The ad content that was associated	Populate this dimension by manually

POPIS USER SCOPE A EVENT SCOPE DIMENZÍ : HTTPS://BIT.LY/3J7FQYV

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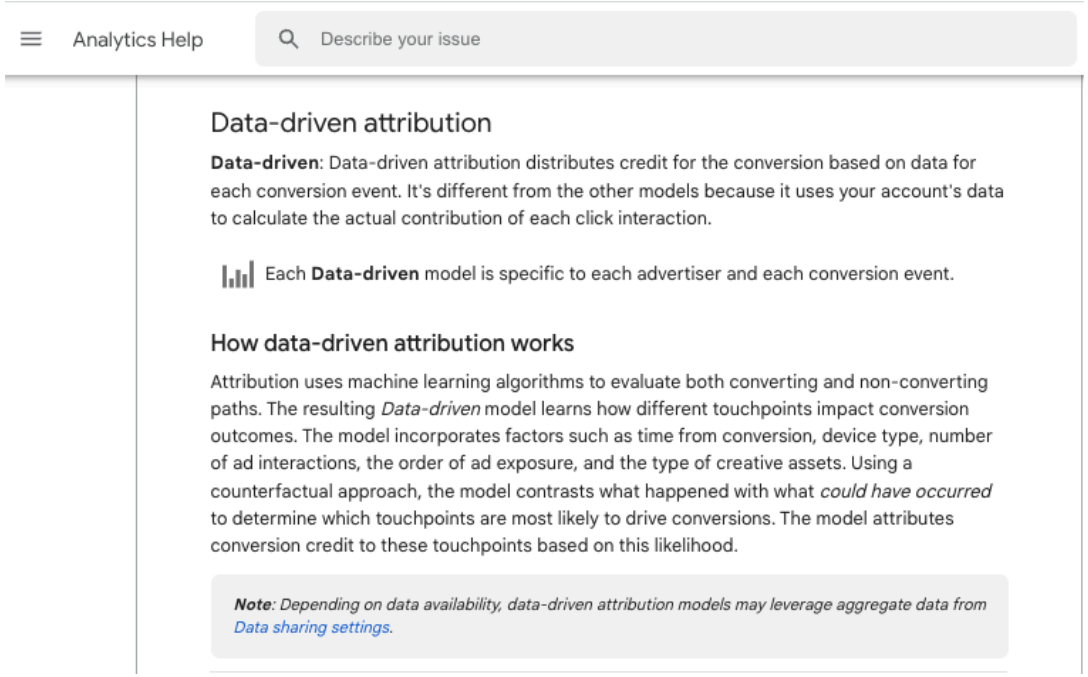
UŽITEČNÉ LINKY - DATA DRIVEN MODEL



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/3OZNP5U

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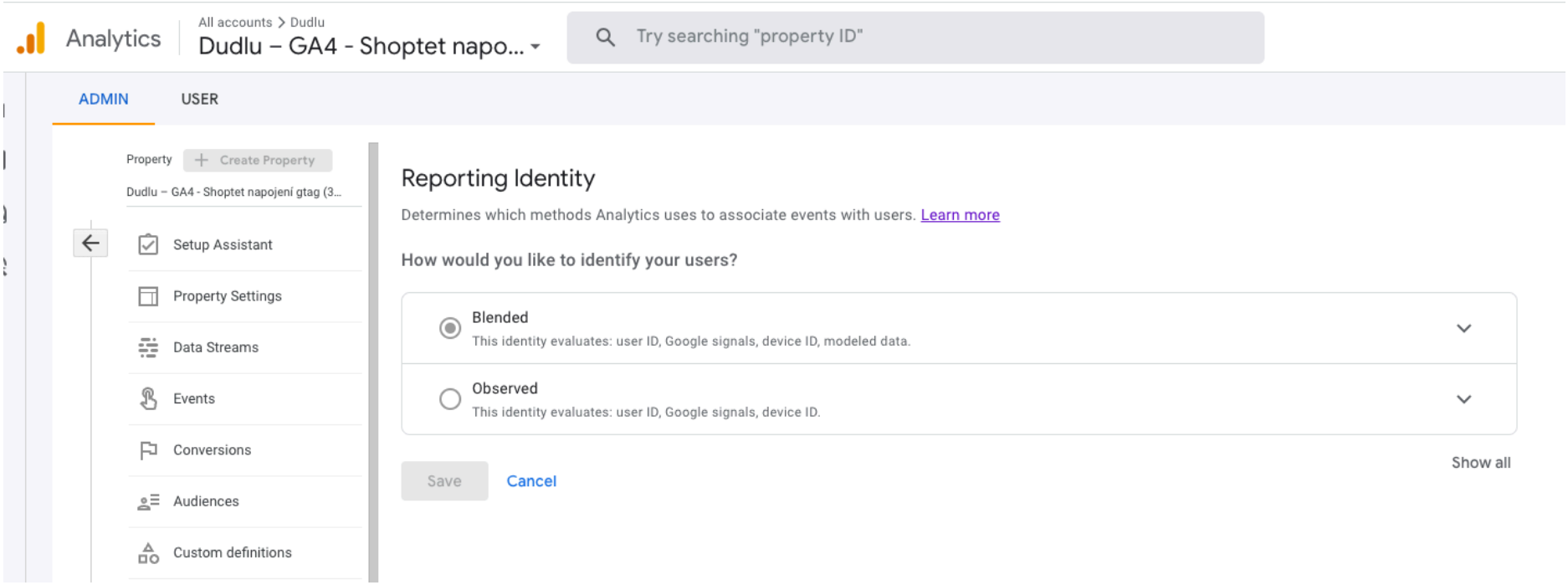
MODELOVÁNÍ V GA4



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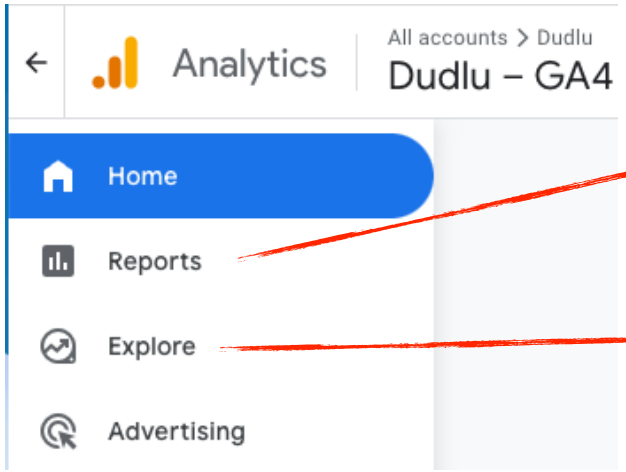
ROZHRANNÍ



DOMODELOVANÁ DATA

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

GA4 API

DOMODELOVANÁ DATA

Google BigQuery

NEDOMODELOVANÁ DATA

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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

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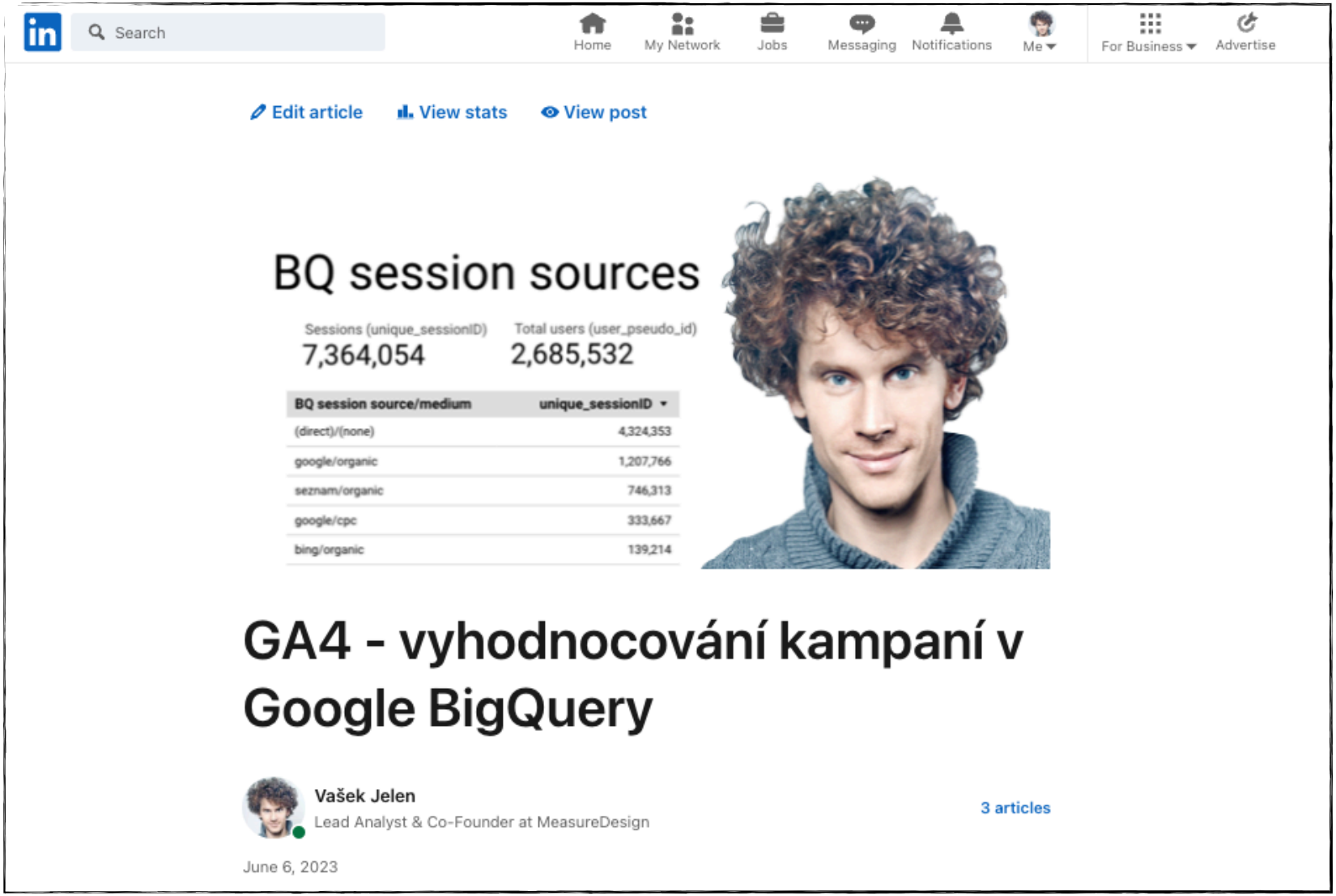
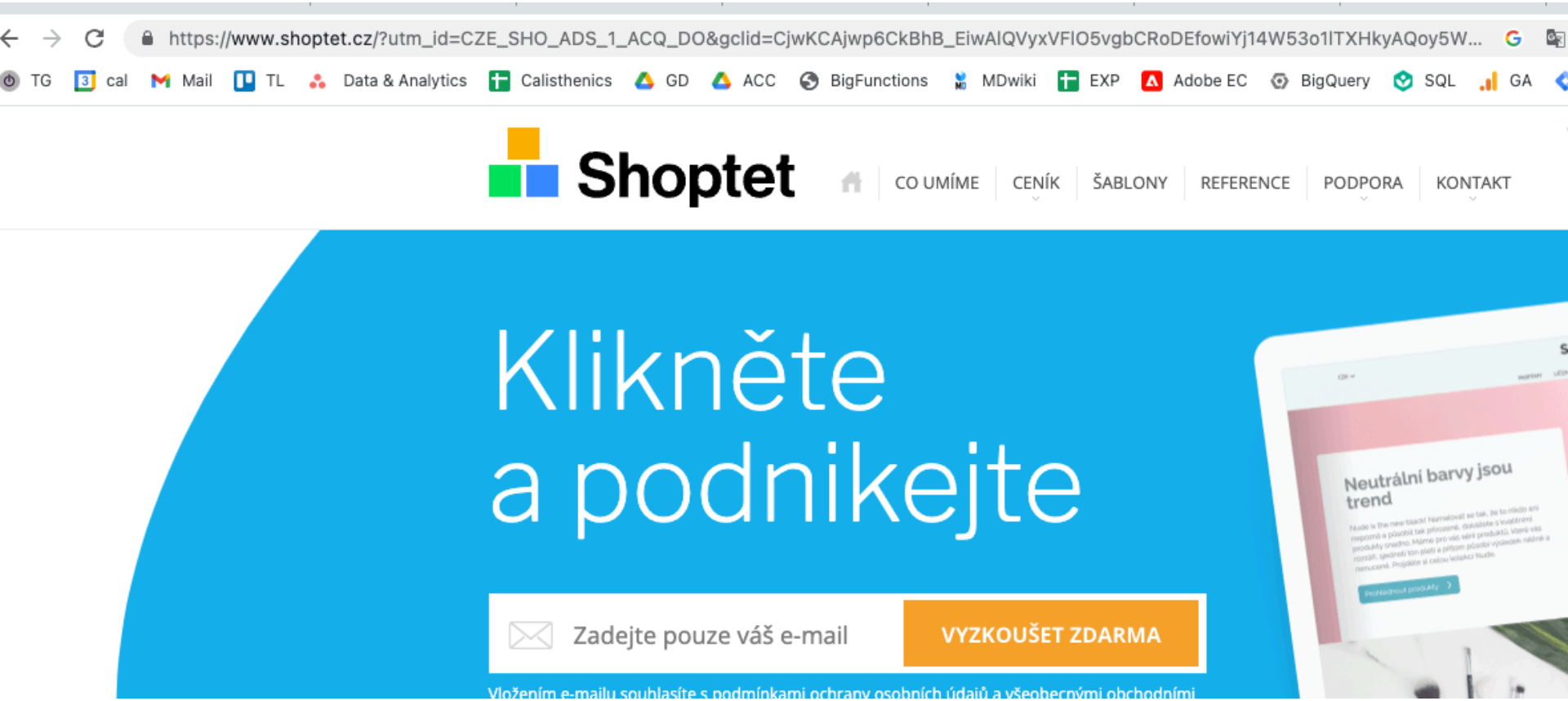


BIT.LY/43QMYEU

UTM_ID A BIGQUERY ADS ISSUE

https://www.shoptet.cz/?utm_id=CZE_SHO_ADS_1_ACQ_DO&gclid=CjwKCAjwp6CkB……..



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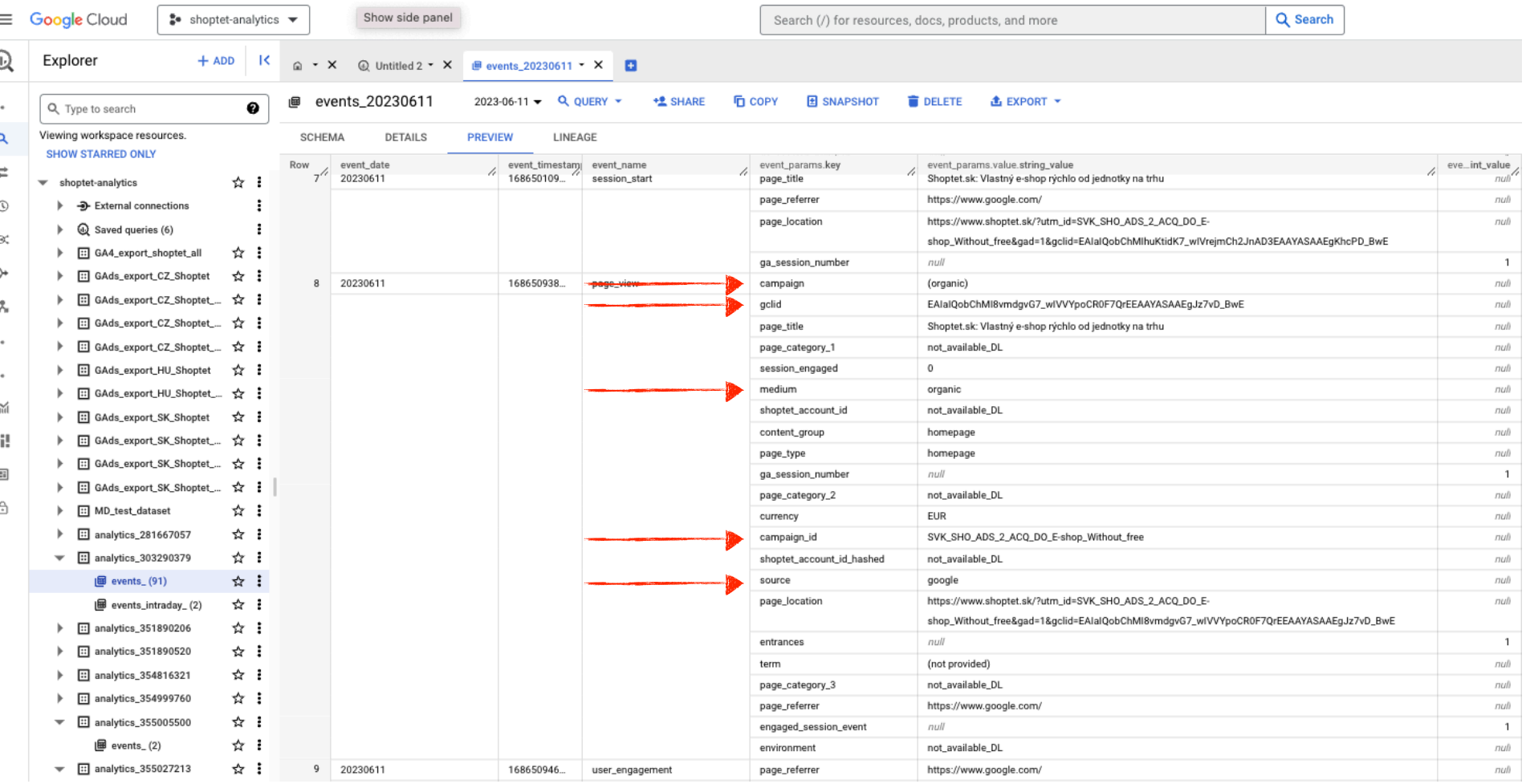

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MODELOVÁNÍ JE I JEDEN Z DŮVODŮ PROČ SE BUDOU LIŠIT GA3 A GA4 DATA!

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

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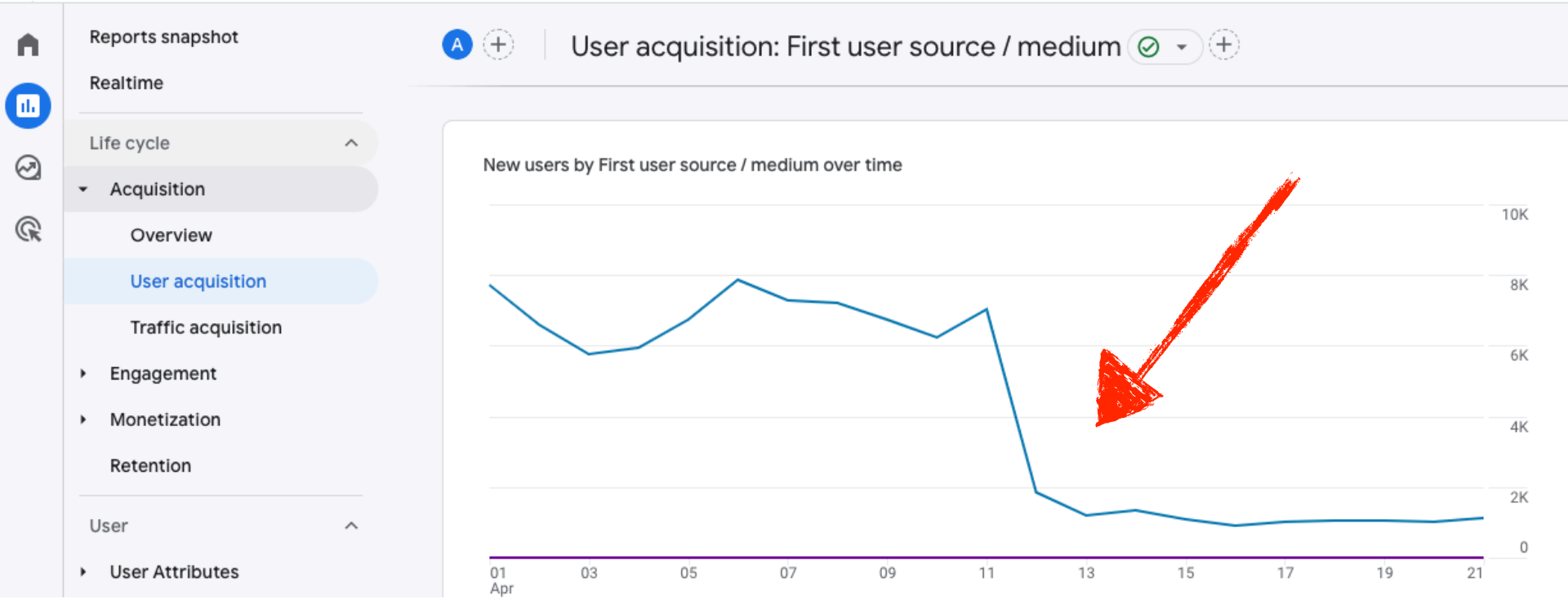
DROP PO ZAPNUTÍ GOOGLE SIGNALS



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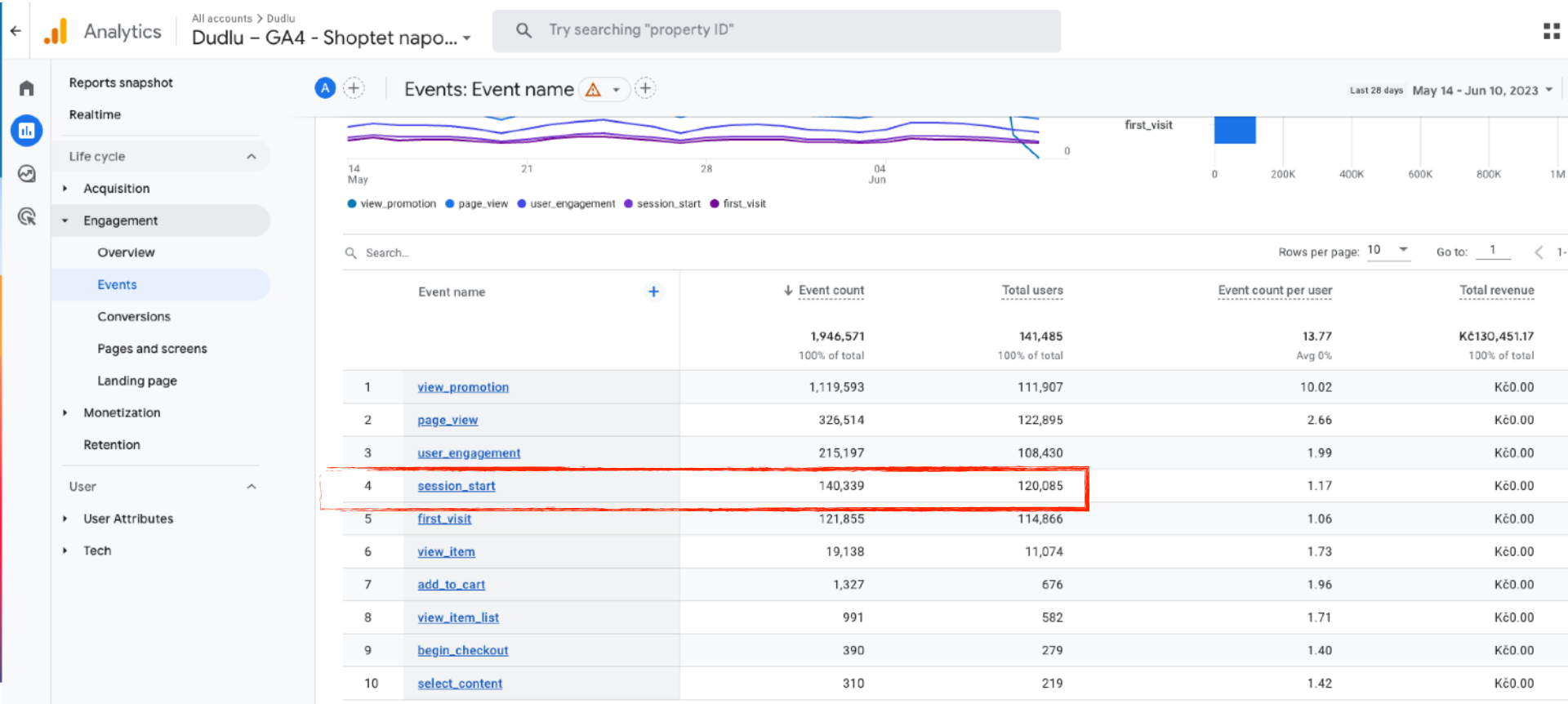
ENGAGEMENT - EVENTS



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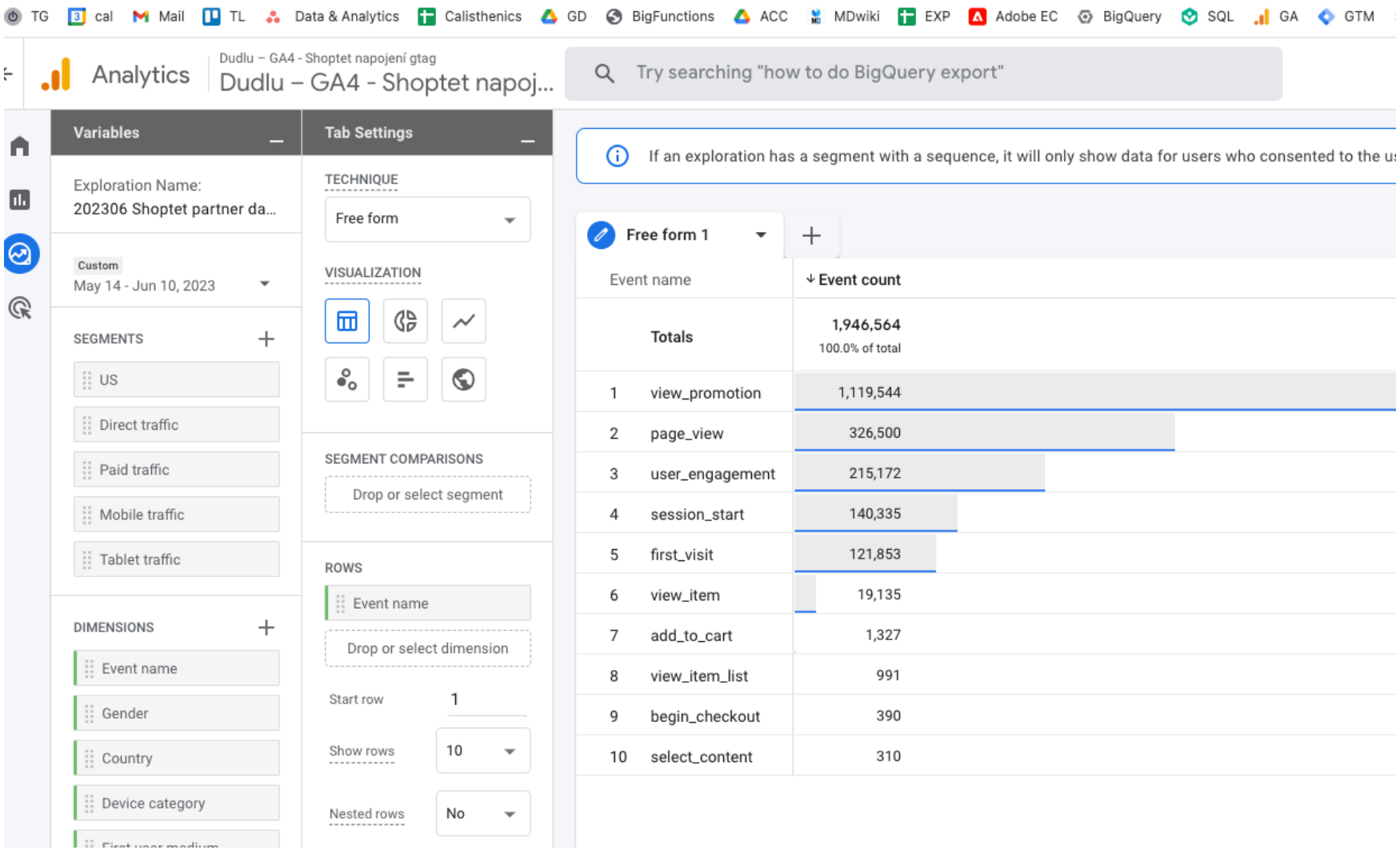
EXPLORE - FREE FORM



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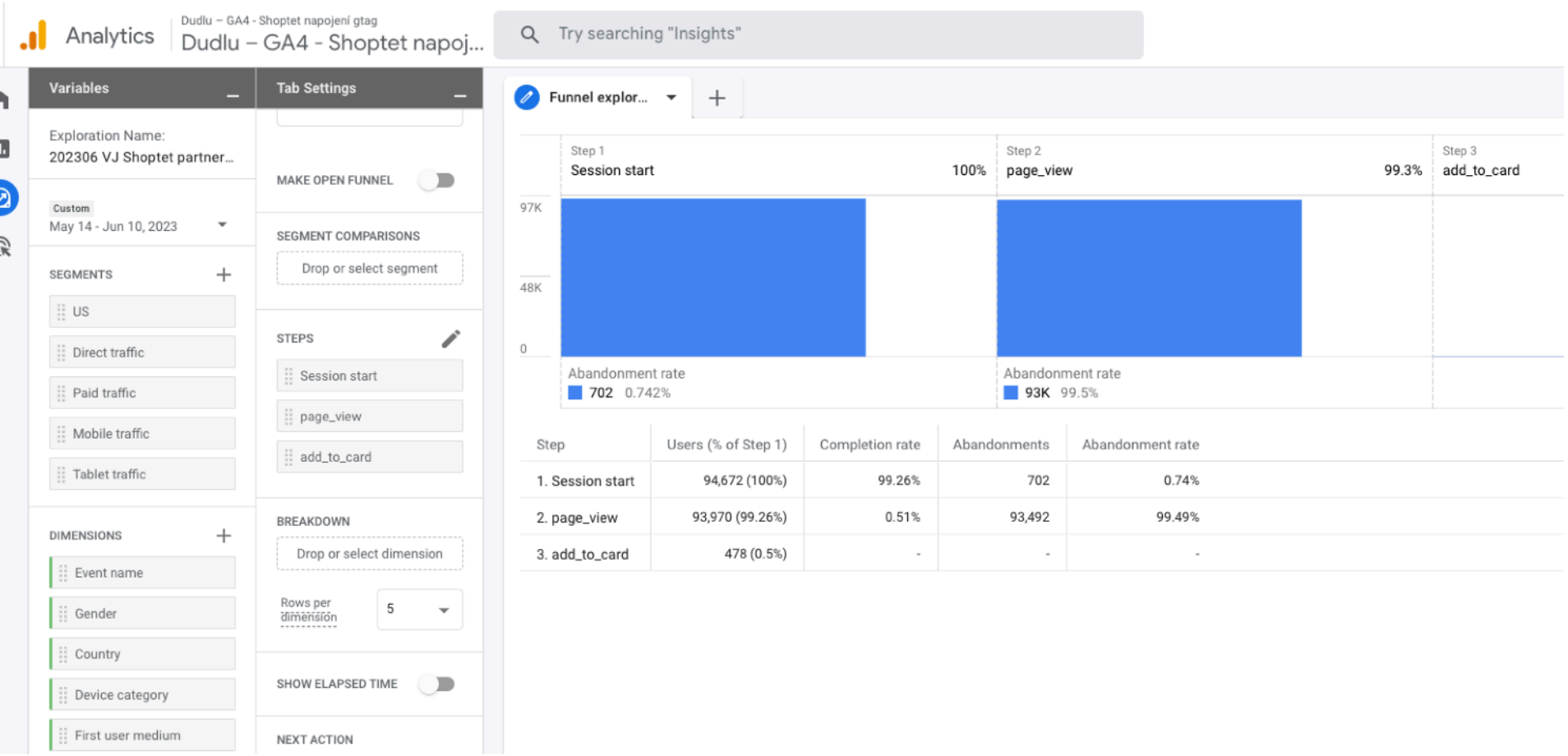
EXPLORE - FUNNEL



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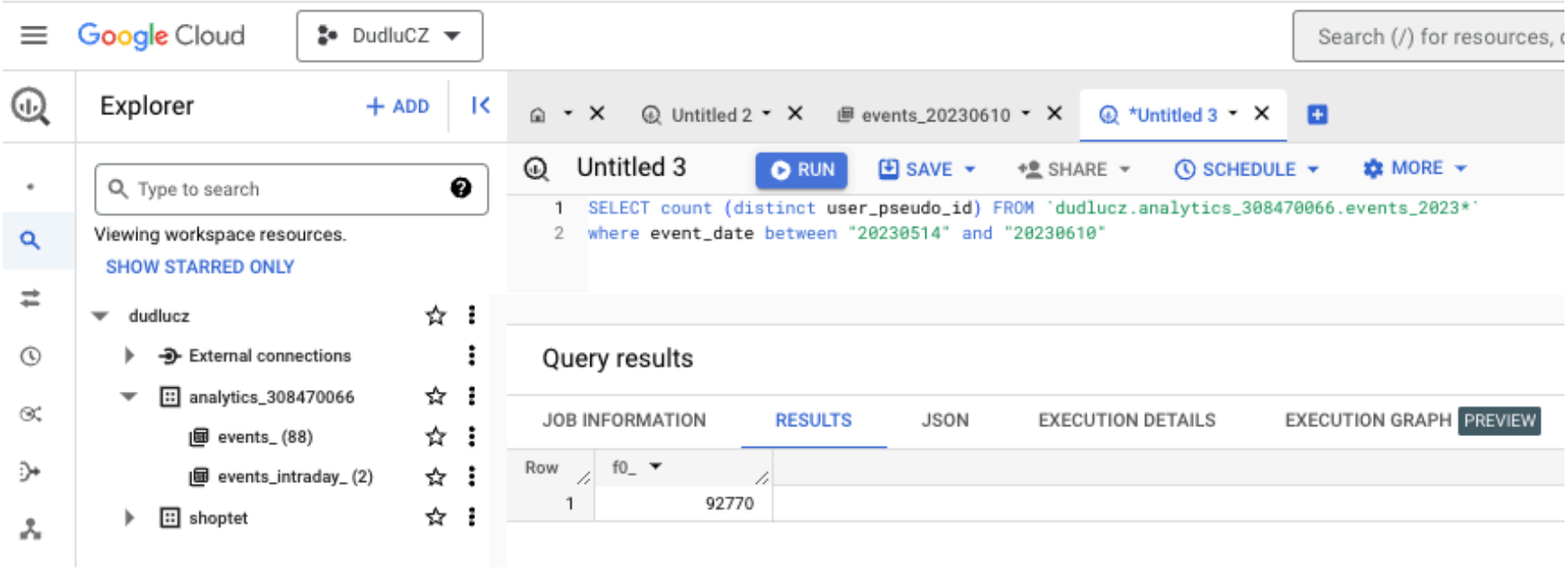
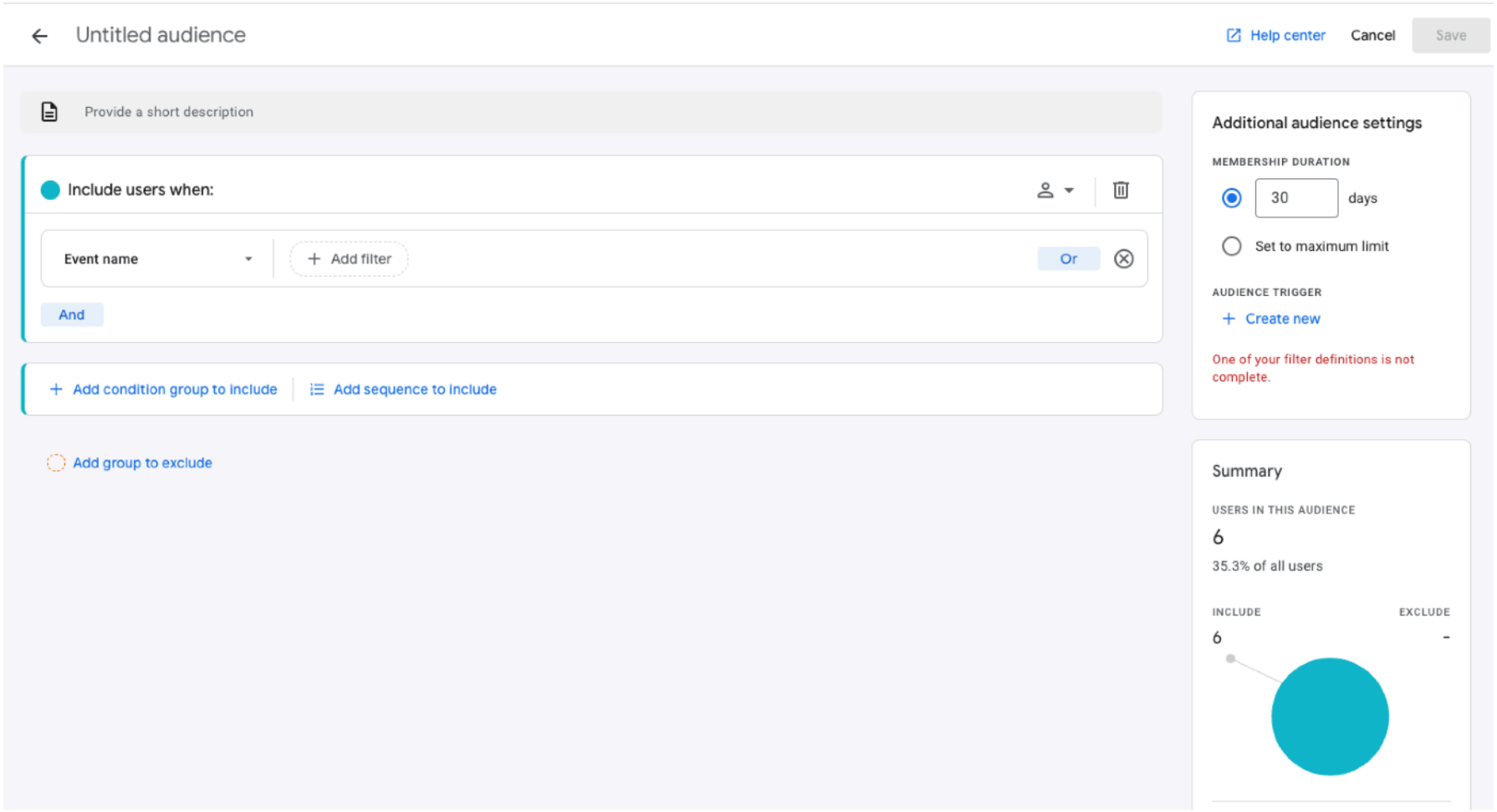



```
SELECT count (distinct user_pseudo_id) FROM `dudlucz.analytics_308470066.events_2023*`
where event_date between "20230514" and "20230610"
```

GA4 AUDIENCE



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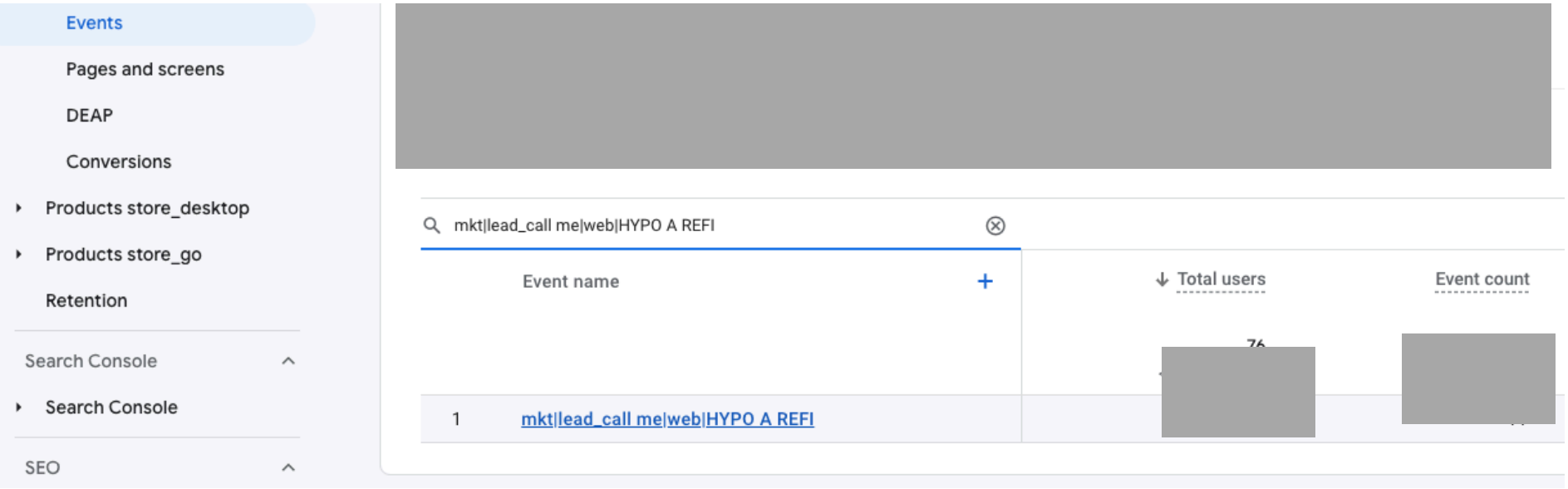

MKT | LEAD_CALL_ME | WEB | HYPO_A_REFI

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- MKT | LEAD | WEB | UVEROVE_PRODUKTY
  - MKT | LEAD_CALL_ME | WEB | HYPO_A_REFI
  - MKT | LEAD_CALL_ME | WEB | PUJCKA

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MKT | LEAD_CALL_ME | WEB | HYPO_A_REFI

MKT_LEAD_CALL_ME_WEB_HYPO_A_REFI

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