

# The Top 5 UA Reports Carrying Over to GA4

Navigate the GA4 Interface and understand where to find all the reports you've consistently relied upon.



The transition from Universal Analytics (UA) to Google Analytics 4 (GA4) has taken place and marketers everywhere are settling into the new platform. If you're still feeling apprehensive about navigating all that the new GA4 has to offer, don't panic! Even with the changes, many things may seem familiar, and with this outline of the top 5 UA reports that were carried over to GA4, you'll feel prepared to navigate the change more smoothly. In this guide, we'll cover what the reports look like, where they are, and how to use them. Through this outline, you'll develop a better understanding of what's happening with your advertising, ecommerce PPC efforts, the mediums you use, and your Google presence.

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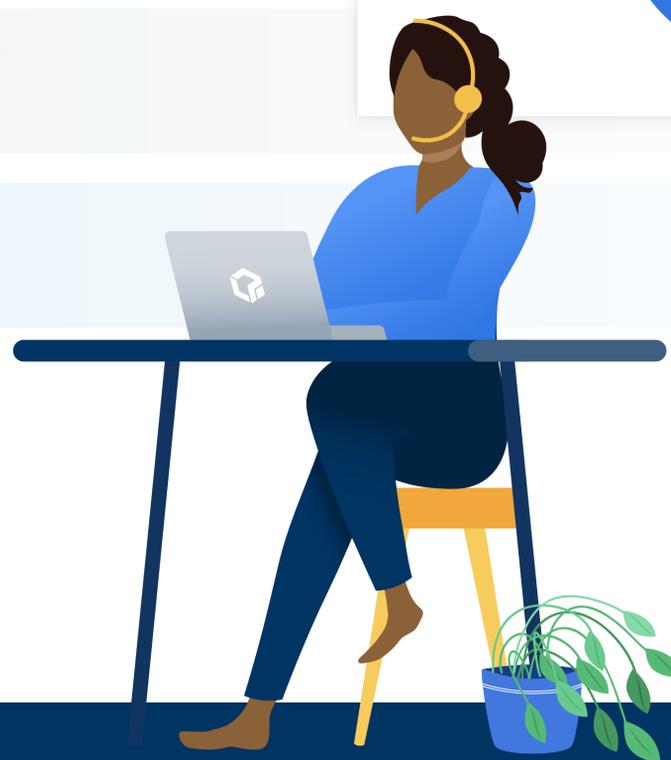
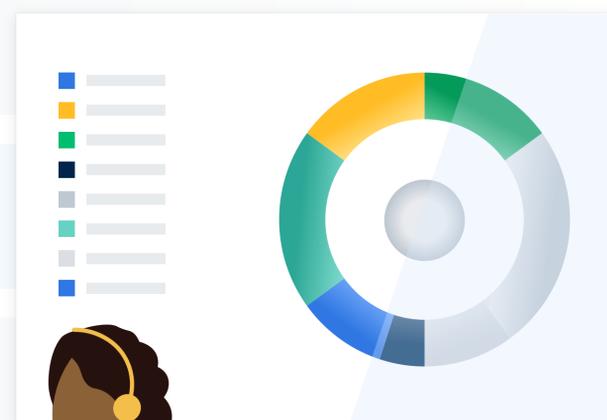
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## About the Author

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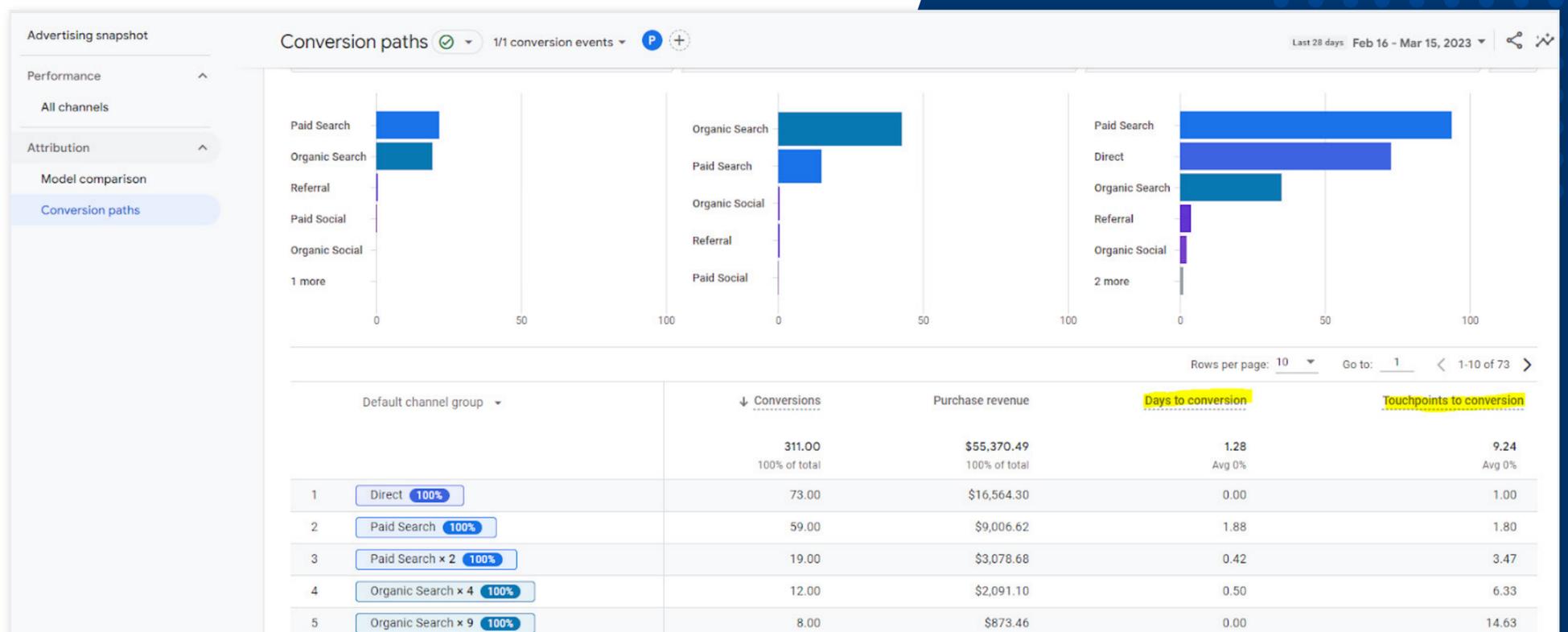
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# 1 Top Conversion Paths, Path Lengths & Time Lag Reports

In GA4, these three reports are combined into one called Conversion Paths. The Conversion Paths report shows the average number of touchpoints to a conversion, and where a specific channel, medium, or source is employed for those customer journeys. To locate the Conversion Paths report, select Advertising on the left navigation pane, then click Conversion Paths in the sub-navigation pane.

## Steps to Locate Report:

1. Click on **Advertising** in the left navigation pane
2. Click on **Conversion Paths** in the sub-navigation pane



The Conversion Paths Report

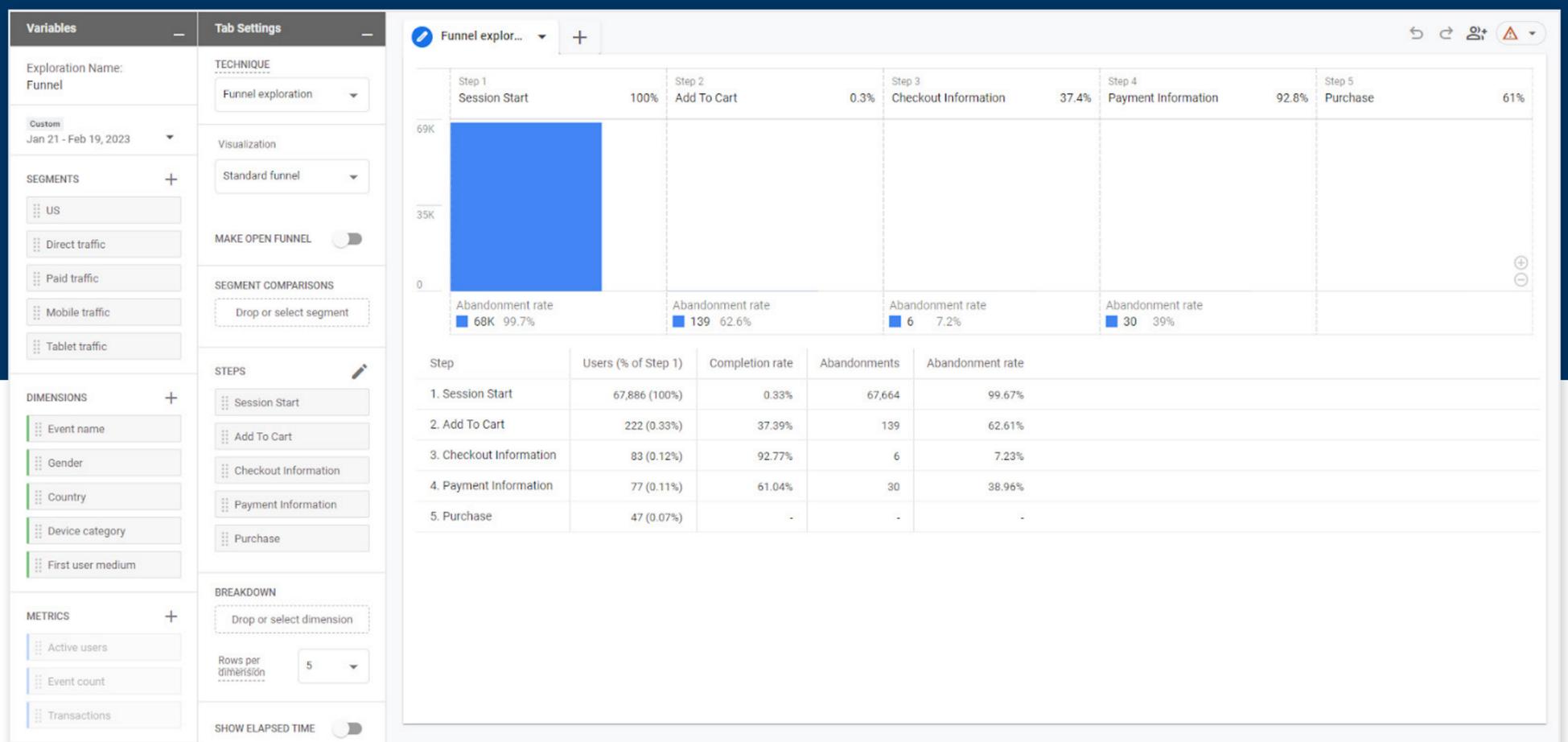
# 2 Shopping Behavior Report

Looking for UA's Shopping Behavior Report? It's folded into GA4's *Funnel Exploration* reports. Funnel Exploration reports offer more options to refine the report. Find it by clicking Explore on the left navigation pane, then select the Funnel Exploration template in the main navigation frame. To create the report and search for a particular event, refer to and add the below steps. Other steps can be added or removed depending on your funnel and goal with this report, but if events are unavailable, additional tagging may be required.

- Session Start—session\_start
- Add To Cart—add\_to\_cart
- Checkout—begin\_checkout
- Payment Information—add\_payment\_info
- Purchase—purchase

## Steps to Locate Report:

1. Click on **Explore** in the left navigation pane
2. Click on **Funnel Exploration** in the main navigation pane



The Shopping Behavior Report

**Alternative:** Go to **Reports > Monetization > User Purchase Journey**

Keep in mind, you cannot edit the steps inside of this report and it is limited in the dimensions available.

# 3 Source/Medium Report

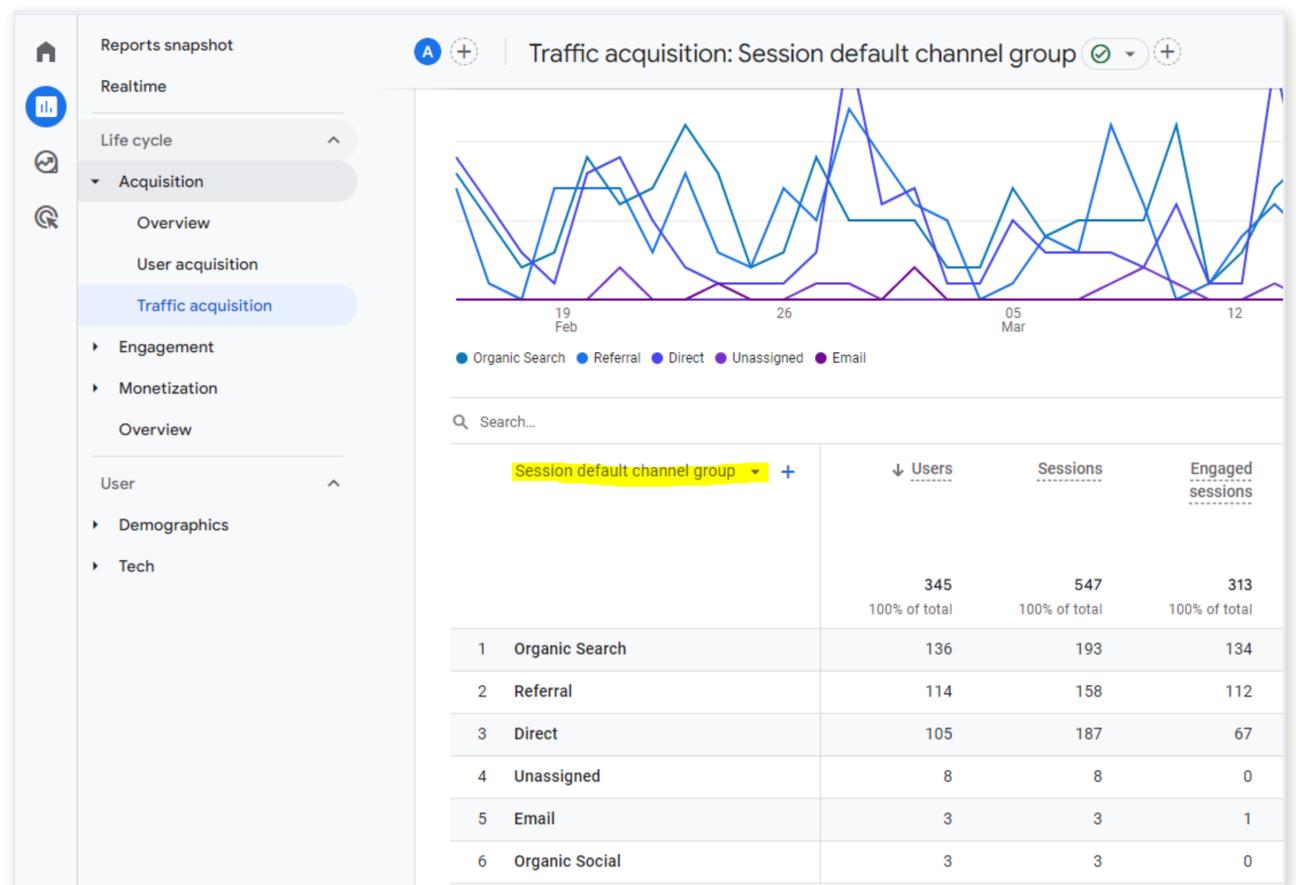
Used to working with the Source/Medium Report in UA? It's now in the *Traffic Acquisition* report in GA4. However, there is a similar report called User Acquisition that filters by user instead of traffic. Find the report and the basic functionality it provides by selecting Reports on the left navigation pane, followed by Acquisition in the sub-navigation pane. Next, choose Traffic Acquisition in the dropdown. You can also find the User Acquisition Report here as well, under acquisition. Make sure to change the "Session default channel group" to "Session source / medium" to get a similar report to UA's default.

## Steps to Locate Report:

1. Click on **Reports** in the left navigation pane
2. Click on **Acquisition** in the sub-navigation pane
3. Select **Traffic Acquisition** in the dropdown menu

## PRO TIP:

Click the pencil at the top right to edit and select **Dimensions** and go to source / medium and click the 3 dots and select **Set as default** so this report automatically reports by source / medium!

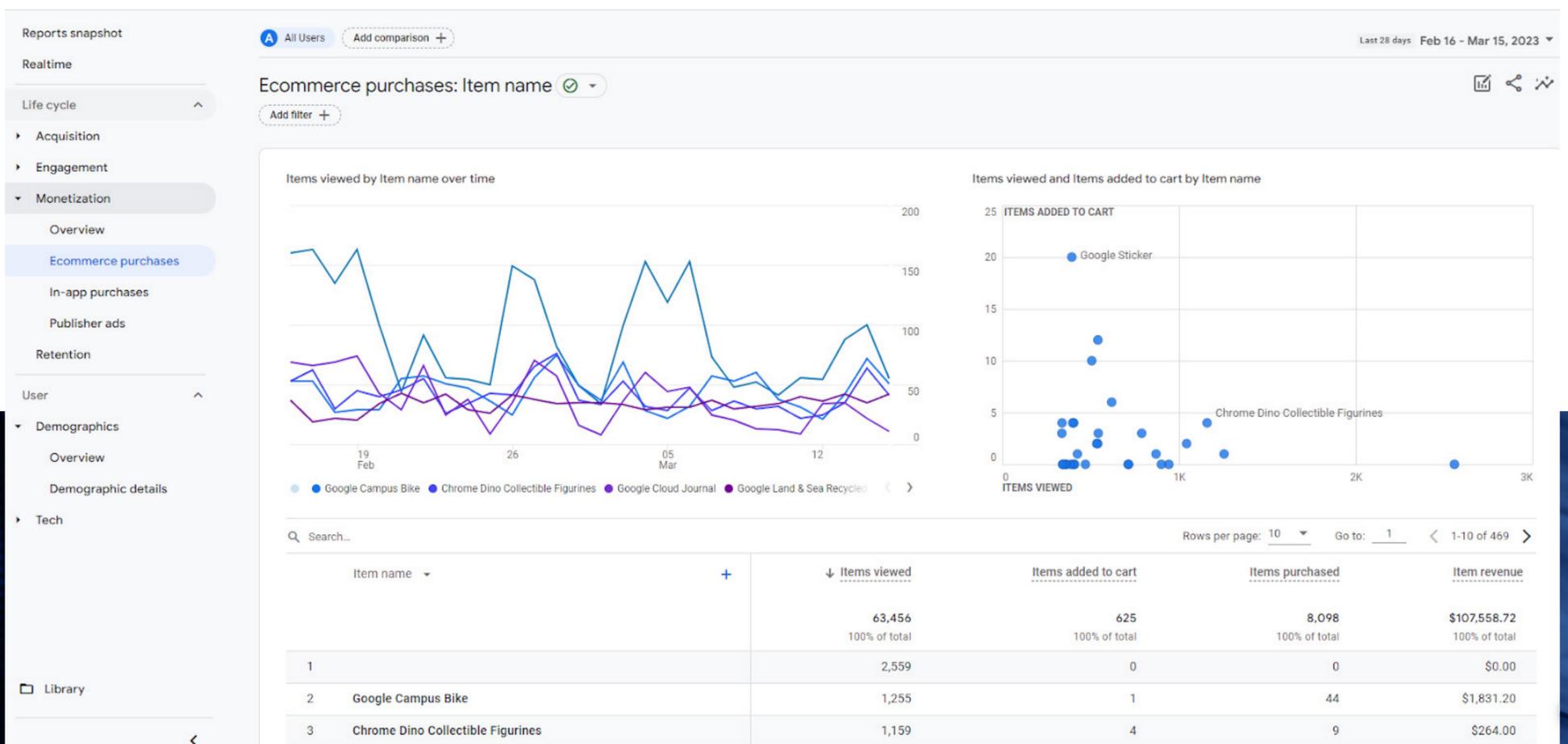


The Traffic Acquisition Report



# 4 Product Performance Report

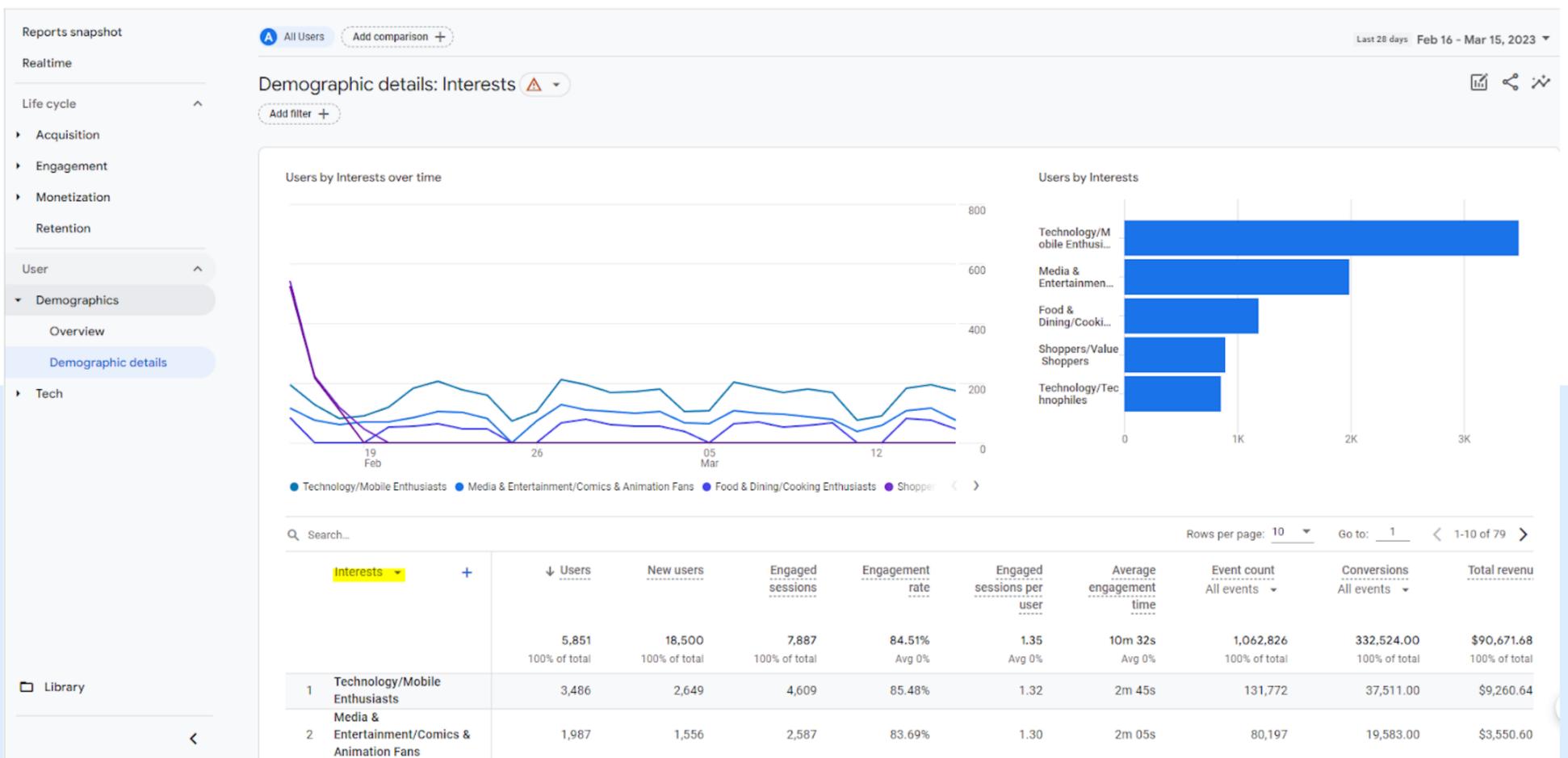
Accustomed to using the Product Performance Report in UA? Now it's represented by GA4's *Ecommerce Purchases: Item Name* report. Ecommerce Purchases delineates the products purchased from the website within a specific time frame. Segment the report by Item ID, name, and category, and filter it by source, medium, or campaign, just like in UA. Find it by selecting Reports in the left navigation pane, clicking the Monetization dropdown, then choosing Ecommerce Purchases: Item name in the sub-navigation pane.



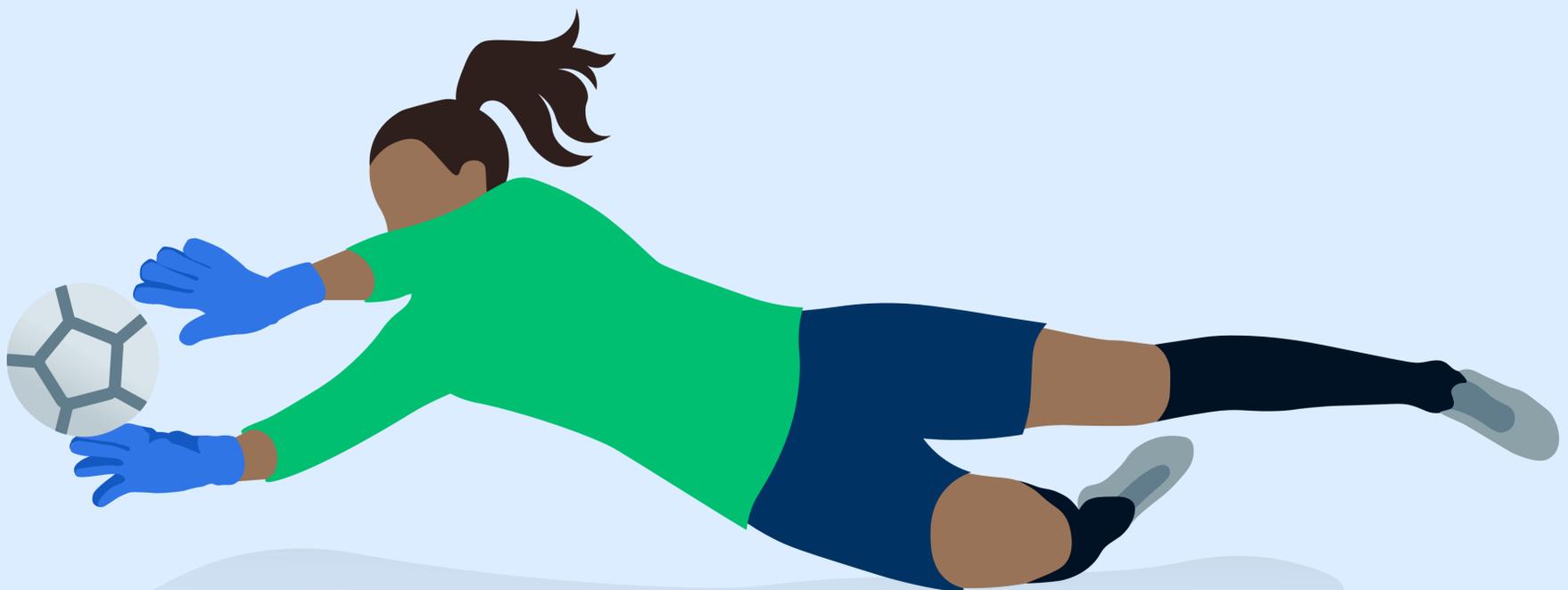
The Shopping Behavior Report

# 5 Interests Report

UA's Affinity Audiences, In-Market Segments, and Other Categories reports have coalesced in GA4's *Interests Report* under Demographic Details. Compare and evaluate the best audiences to target and observe within ads under one report. Choose User Data Collection Acknowledgement under the Data Collection setting in order to acquire insights on audience interests. Find the Interests Report in the left navigation pane by clicking on Reports, and clicking Demographic details under Demographics. Be sure to change the dropdown highlighted below from Country which is the default, to Interests.



The Interests Report



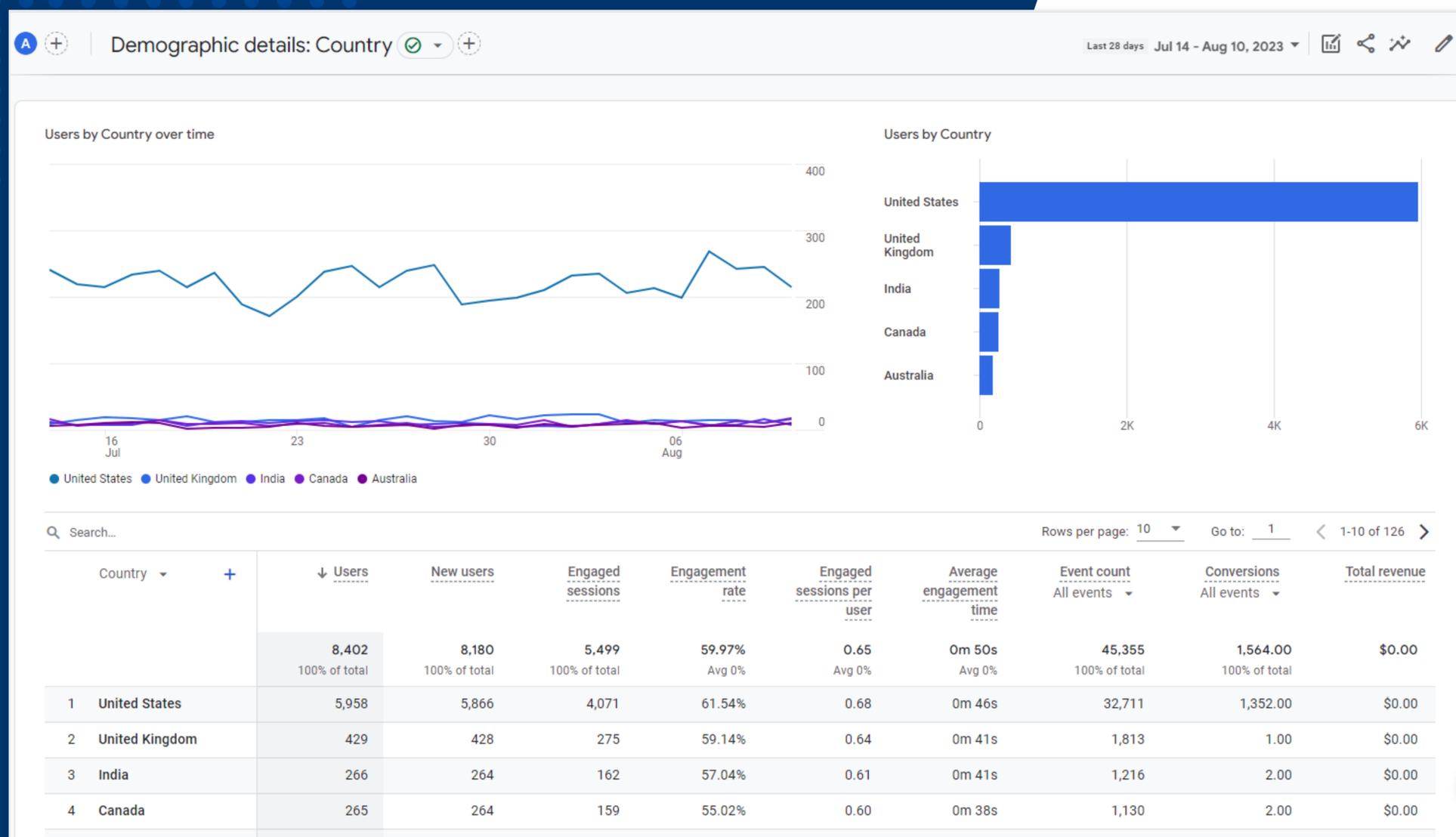
BONUS:

# 6 Geography Report

One bonus report you'll find great insights from is the Geography Report. In GA4 the report still maintains the "map view" as seen in GA3, as well as the table view for looking at data by region. There are also drilled-down views by Region, Country, and City.

## Steps to Locate Report:

1. Click on **Reports** in the left navigation pane
2. Click on **Demographics** drop-down
3. Select Overview or Demographic Details in the sub-navigation pane

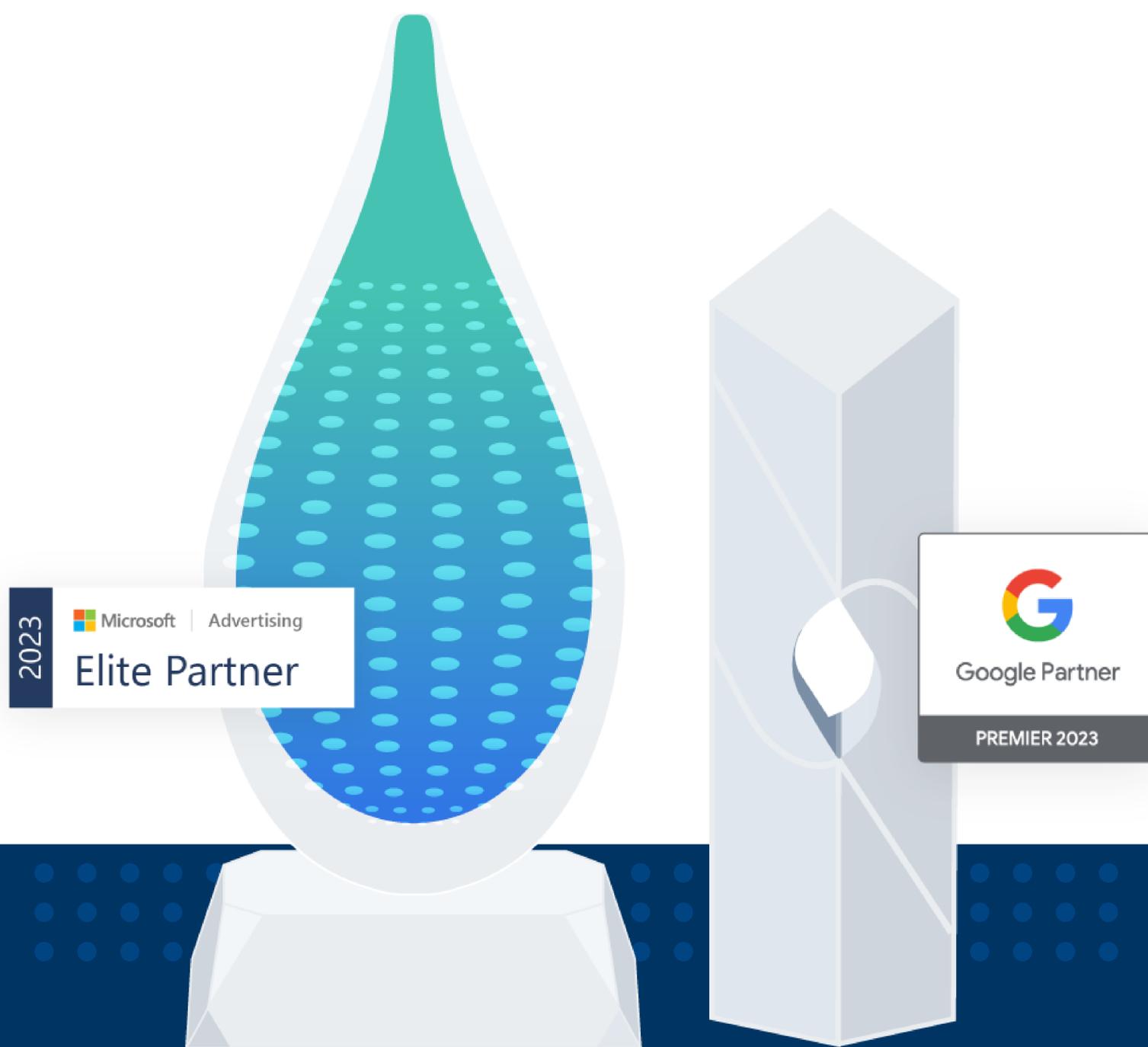


The Geography Report



# Conclusion

We hope this guide has helped you more easily navigate the new tools of GA4. These reports not only provide valuable insights into website performance but also offer enhanced cross-device tracking, more robust data analysis, and a clearer understanding of user behavior. As the shift towards GA4 gains momentum, leveraging these reports will prove instrumental in unlocking the full potential of data-driven marketing strategies, ensuring success in the dynamic world of online analytics..



Need help getting a grip on GA4? Reach out to Logical Position, We're an experienced ecommerce PPC consultant and we've been on top of the switch from the beginning.

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