

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.

TABLE OF CONTENTS

Top Conversion Paths, Path Lengths, Time Lag Reports

Identify and Understand Conversion Paths

2 Shopping Behavior Report Move Clients Through Your Sales Funnel





4 Product Performance Report The Go-To Report for eCommerce Purchases

5 Interests Report Understanding Audience Segments

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Logical Position is proud to be the reigning recipient of Google's Lead Generation Premier Partner of the Year award! The award-winning agency offers full-service PPC management, SEO, Paid Social, Amazon and Creative Services for businesses large and small. As a Google Premier Partner, Microsoft Elite Partner & Meta Business Partner LP is in the top 1% of ad spend managed across platforms.

I 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



Variables	Tab Settings	🖉 Funnel explor 👻	+						5 순 왕 🛕
Exploration Name: Funnel	TECHNIQUE	Step 1		Step 2		Step 3		Step 4	Step 5
Custom	Funnel exploration	Session Start	100%	Add To Cart	0.3%	Checkout Inform	ation 37.4%	Payment Information 92.89	6 Purchase 61%
Jan 21 - Feb 19, 2023 🔹	Visualization	0.91							
SEGMENTS +	Standard funnel 👻								
II US		35K							
Direct traffic	MAKE UPEN FUNNEL								\oplus
Paid traffic	SEGMENT COMPARISONS	0							Θ
II Mobile traffic	Drop or select segment	Abandonment rate 68K 99.7%		Abandonment rate 139 62.6%		Abandonment rat	te	Abandonment rate 30 39%	
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101000000000000000000000000000000000000	STEPS	1 Cossion Ctart	17.000 (10.0				00.070		
DIMENSIONS +	Session Start	1. Session Start	07,880 (10	0%) 0.33%	07,0	04	99.07%		
Event name	Add To Cart	2. Add To Cart	222 (0.3	3%) 37.39%	1	39	62.61%		
iii Gender	Checkout Information	3. Checkout Information	83 (0.1	2%) 92.77%		6	7.23%		
1 Country	Payment Information	4. Payment Information	77 (0.1	1%) 61.04%		30	38.96%		
E Device category	II Purchase	5. Purchase	47 (0.0	7%) -		-	-		
II First user medium									
,	BREAKDOWN								
METRICS +	Drop or select dimension								
II Active users	Rows per 5								
Event count	dimension								
ii Trenesstiens									



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!

A	Reports snapshot	🔺 🕂 🕴 Traffic acquisition: Sessio	on default chanı	nel group 🥝	••
1 0 0 0	Keartime Life cycle Acquisition Overview User acquisition Traffic acquisition Fingagement Monetization	$\int_{\frac{19}{\text{Feb}}} \int_{\frac{19}{\text{Feb}}} \int_{\frac{19}{\text$	• Email	05 Mar	12
	Overview User ^ > Demographics > Tech	Session default channel group 🔹 🕂	↓ Users 345	Sessions 547	Engaged sessions 313
			100% of total	100% of total	100% of total
		1 Organic Search	136	193	134
		2 Referral	114	158	112
		3 Direct	105	187	67
		4 Unassigned	8	8	0
		5 Email	3	3	1
		6 Organic Social	3	3	0

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.

Reports snapshot	All Users Add comparison +	Last 28 days Feb 16 - Mar 15, 2023 🔻
Realtime	Ecommerce purchases: Item name 🔗 🔹	
Life cycle	(Add filter +)	
 Acquisition 		
 Engagement 	Items viewed by Item name over time	Items viewed and Items added to cart by Item name
 Monetization 		
Overview		200 25 TIEMS ADDED TO CART
Ecommerce purchases	$\neg \land$	20 Google Sticker
In-app purchases		



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.

Reports snapshot Realtime	All Users Add comparison +				Last 28 days	Feb 16 - Mar 15, 2023 🔻
Life cycle ^	Add filter +					ш́ «, XX
EngagementMonetization	Users by Interests over time		Users by Intere	sts		
Retention		800	Technology/M			



The Interests Report



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

sers by Country over time						, , ,			
					400	United States			
				~	300	United States			
\sim	\frown				200	India			
	\sim					Canada –			
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16	23	30		06	0	0	2К	4K	6K
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Jul United States • United Kingdom • Search	India 🔵 Canada 🌑 Au	stralia		Aug			Rows per page: 10 💌	Go to:	< 1-10 of 126
United States • United Kingdom • Search Country • +	India ● Canada ● Aus	stralia New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Rows per page: 10 • Event count All events •	Go to: _1 Conversions All events ╺	1-10 of 126 > Total revenue
United States • United Kingdom • Search Country • +	India ● Canada ● Aus ↓ Users 8,402 100% of total	stralia New users 8,180 100% of total	Engaged sessions 5,499 100% of total	Engagement rate 59.97% Avg 0%	Engaged sessions per user 0.65 Avg 0%	Average engagement time Om 50s Avg 0%	Rows per page: <u>10</u> Event count All events • 45,355 100% of total	Go to: _1 Conversions All events ▼ 1,564.00 100% of total	1-10 of 126 > Total revenue \$0.00
United States • United Kingdom • Search Country • +	India ● Canada ● Aus ↓ Users 8,402 100% of total 5,958	stralia New users 8,180 100% of total 5,866	Engaged sessions 5,499 100% of total 4,071	Engagement rate 59.97% Avg 0% 61.54%	Engaged sessions per user 0.65 Avg 0% 0.68	Average engagement time Om 50s Avg 0% Om 46s	Rows per page: 10 • Event count All events • 45,355 100% of total 32,711	Go to: _1 <u>Conversions</u> All events ↓ 1,564.00 100% of total 1,352.00	1-10 of 126 > Total revenue \$0.00
United States • United Kingdom • Search Country • + 1 United States 2 United Kingdom	India ● Canada ● Aus Users 8,402 100% of total 5,958 429	stralia <u>New users</u> 8,180 100% of total 5,866 428	Engaged sessions 5,499 100% of total 4,071 275	Engagement rate 59.97% Avg 0% 61.54% 59.14%	Engaged sessions per user 0.65 Avg 0% 0.68 0.64	Average engagement time Om 50s Avg 0% Om 46s Om 41s	Rows per page: <u>10</u> Event count All events • 45,355 100% of total 32,711 1,813	Conversions All events ↓ 1,564.00 100% of total 1,352.00 1.00	1-10 of 126 Total revenue \$0.00
United States • United Kingdom • Search Country • + 1 United States 2 United Kingdom 3 India	India ● Canada ● Aus Users 8,402 100% of total 5,958 429 266	stralia New users 8,180 100% of total 5,866 428 264	Engaged sessions 5,499 100% of total 4,071 275 162	Engagement rate 59.97% Avg 0% 61.54% 59.14% 59.14%	Engaged sessions per user 0.65 Avg 0% 0.68 0.64 0.61	Average engagement time Om 50s Avg 0% Om 46s Om 41s Om 41s	Rows per page: 10 Event count All events 45,355 100% of total 32,711 1,813 1,216	Go to: _1 Conversions All events ↓ 1,564.00 100% of total 1,352.00 1.00 2.00	1-10 of 126 Total revenue \$0.00 \$0.00 \$0.00 \$0.00
United States • United Kingdom • Search Country • + 1 United States 2 United Kingdom 3 India 4 Canada	India ● Canada ● Aus Users 8,402 100% of total 5,958 429 266 265	stralia New users 8,180 100% of total 5,866 428 264 264	Engaged sessions 5,499 100% of total 4,071 275 162 159	Engagement rate 59.97% Avg 0% 61.54% 59.14% 59.14% 57.04% 555.02%	Engaged sessions per user 0.65 Avg 0% 0.68 0.64 0.61 0.60	Average engagement time Om 50s Avg 0% Om 46s Om 41s Om 41s Om 38s	Rows per page: 10 • Event count • • All events • • 45,355 • • 100% of total 32,711 • 1,813 1,216 • 1,130 • •	Conversions All events ↓ 1,564.00 100% of total 1,352.00 1.00 2.00 2.00	1-10 of 126 Total revenue \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00

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.

Contact us for a consultation and free review of your digital marketing today!

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