

**Introduction to Google Analytics 4 (GA4)**

**Course Number:** GA-102  
**Duration:** 1 day

**Overview**

Google Analytics 4 (GA4) is the latest version of Google Analytics, which will replace the legacy Universal Analytics (UA) in July 2023. GA4 has extensive new features that differentiate it from its predecessor. GA4 uses artificial intelligence (AI) to provide much more powerful analytics capabilities than those in UA.

This GA4 training course teaches attendees the fundamentals of GA4 and how to navigate the new reporting interface. Participants learn how to leverage the new analytics capabilities in GA4 and integrate GA4 with other Google tools to drive value for their organizations.

**Prerequisites**

No prior experience is presumed.

**Materials**

All Google Analytics training students receive comprehensive courseware.

**Software Needed on Each Student PC**

* Access to your company's Google Analytics 4 property, if available
* Internet connection

**Objectives**

* Navigate around GA4 and find what you need
* Understand how GA4 works and how it differs from the previous version
* Create custom audiences
* Use GA4’s analysis capabilities
* Create conversions and events
* Configure GA4’s reporting options
* Integrate other Google tools with GA4, including the Google Tag Manager

**Outline**

* Introduction
* The Google Analytics 4 Platform
  + Admin Settings
  + Differences from Universal GA
  + Events
  + Migration
  + Defining Traffic
  + Views
* Collections
  + Create Collections
  + Organize Reports
  + Different Dimensions
  + Mediums/Source
* Audiences
  + Devices
  + Create Custom Audiences
  + Using Templates
  + Purchasers
  + Filtering
  + Importing Current Goals
* Conversions and Events
  + Monitor current events
  + Create new events
  + Create Conversions
  + Conversion Paths
  + Model Comparison
  + Advertising Reports
  + Engagement Overview
* Reports
  + Customizing reports
  + Create Alerts
  + Funnel Exploration
  + Path Exploration
  + Free Form
  + Segments
  + Sharing Reports
* Monetization
  + Ecommerce Purchases
  + Understand what can be tracked
* Tools to assist with GA4
  + Google Tag Manager
  + Google Looker Studio
  + Search Engine Console
  + Linked Accounts
* Conclusion