

Introduktion till Google Analytics 4

Sveriges folkhögskolor

2023-03-15

Max Walter

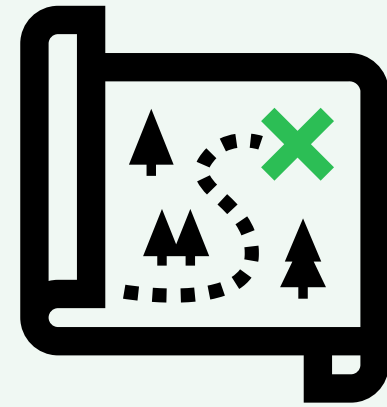
Vad behöver ni kunna i ett webbanalysverktyg?



Möjligheter &
begränsningar



Definitioner



Hitta runt i
verktyget

Agenda, sida 1

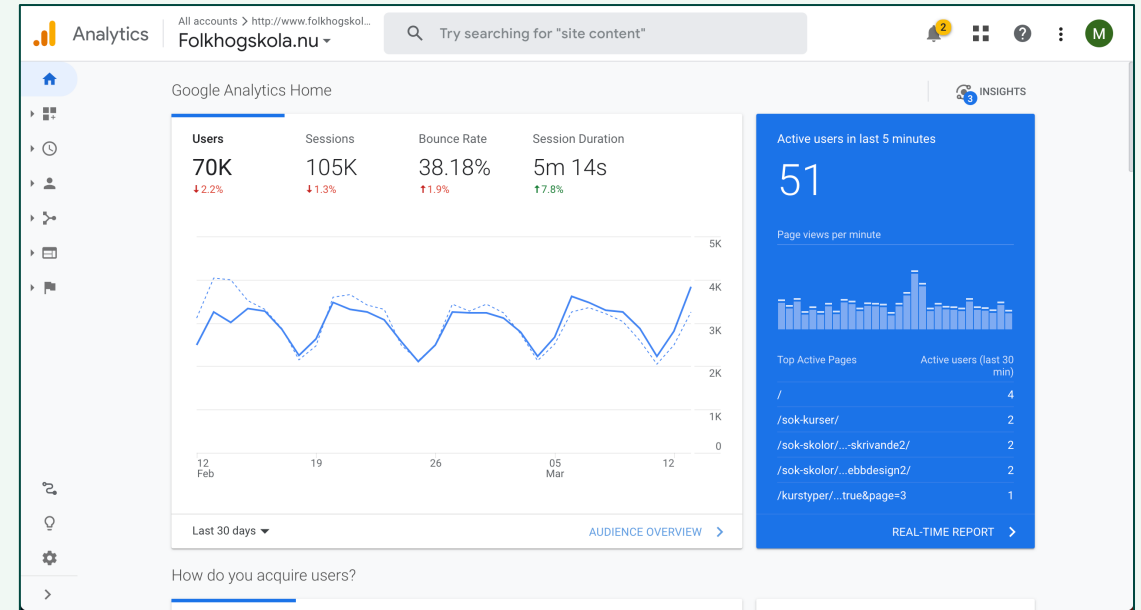
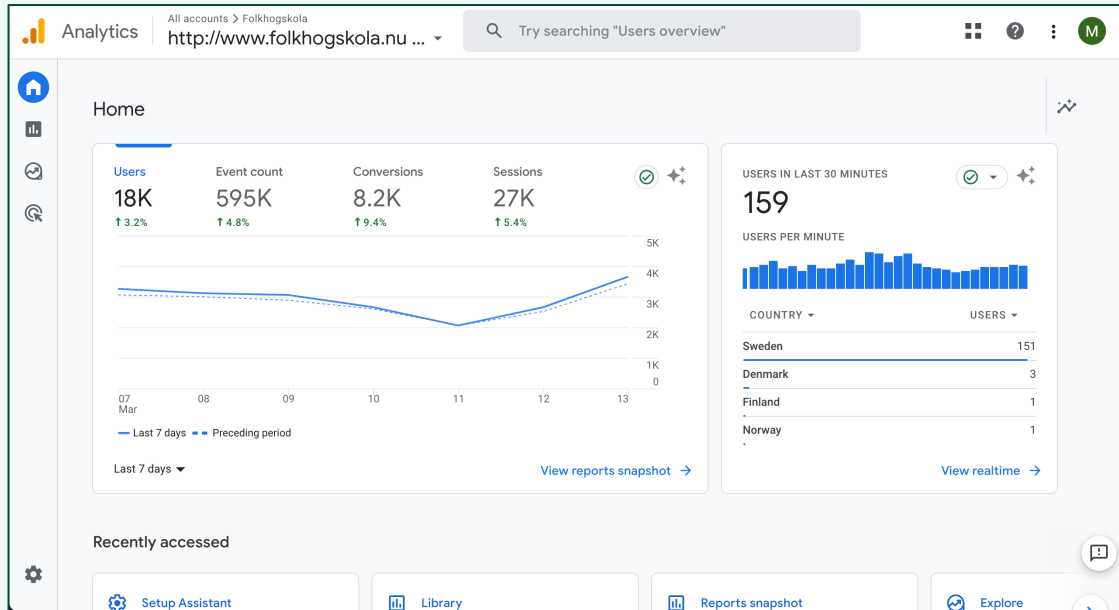
- **9-9.15** Presentation och inledning
- **9.15-9.45** GA3 och GA4
- **9.45-10.00** Gränssnittet
- **10-10.10** Paus
- **10.10-10.20** "Standardrapporter" i GA4
- **10.20-10.40** Standardrapporter: Översikt
- **10.40-11** Standardrapporter: Förvärv
- **11-11.10** Paus
- **11.10-12.00** Standardrapporter: Engagemang
- **12-13** Lunch!

Agenda, sida 2

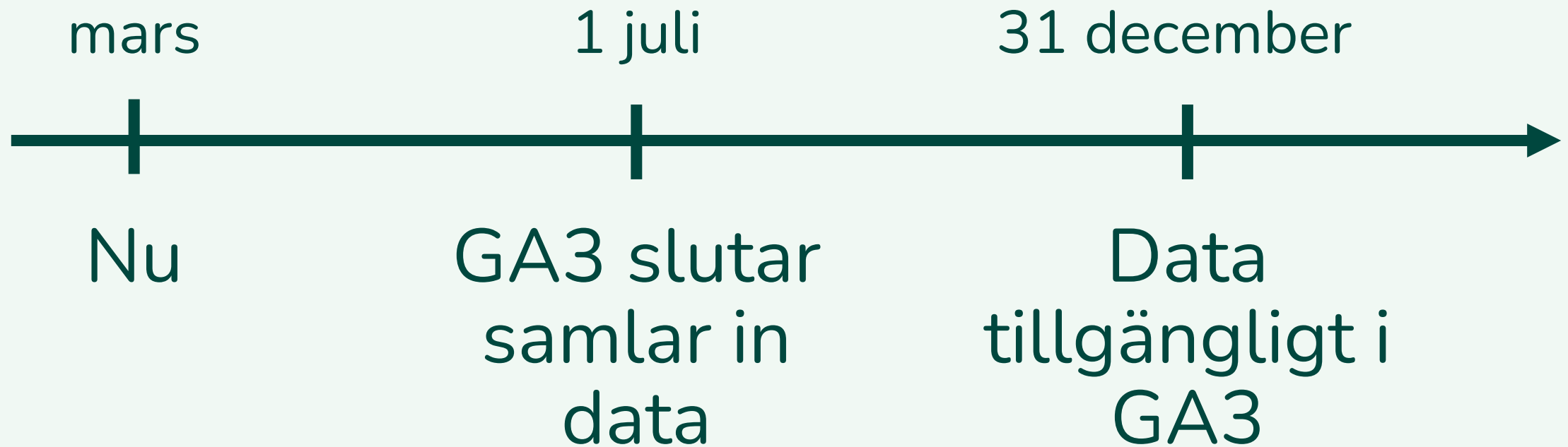
- **13.00-13.30** Konverteringar
- **13.30-14.00** Jämförelser, filtreringar och sekundära dimensioner
- **14.00-14.10** Paus
- **14.10-14.30** Anpassa rapporter
- **14.30-15.00** Utforskarrapporter
- **15.00-15.10** Paus
- **15.10-16.00** Reservtid och frågor

GA3 och GA4

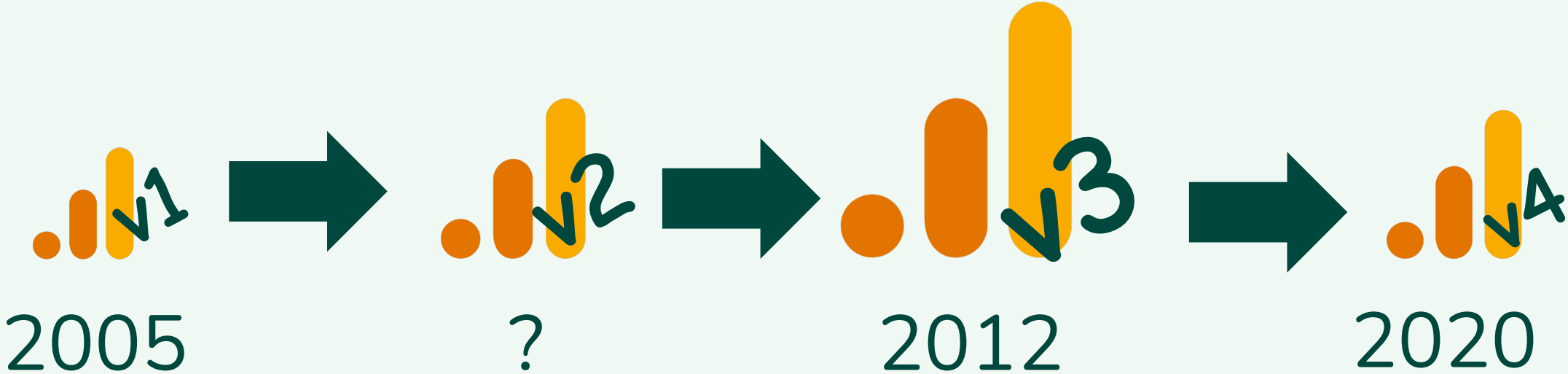
Vilka gränssnitt tillhör vilken version av Google Analytics?



Vad händer med gamla Google Analytics 3



Google Analytics 4 är ett nytt verktyg byggt från grunden



Hur utvecklas Google Analytics 4?



Men det saknas fortfarande "saker" från GA3

Bättre



- Mer "automatisk" spårning
- Bättre spårning
- Nya och tydligare (?) begrepp
- Mer anpassningsbart
- Möjligheter till mer avancerad analys

Sämre

- Färre standardrapporter
- Högre inlärningströskel
- Saknar funktioner från GA3 fortfarande
- Mer uppsättning inledningsvis om extra spårning ska användas
- Nya begrepp

STREAM NAME

http://www.folkhogskola.nu - GA4

STREAM URL

http://www.1

MEASUREMENT ID

G-XL0EKL7XCB 

Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page views. Data from on-page elements such as links and embedded videos may be collected. No personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks + 3



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)



Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol.

Google tag

Enhanced measurement

Save

Page views



Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.



[Show advanced settings](#)



Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



Outbound clicks



Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



Site search



Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.



[Show advanced settings](#)



Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.



Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.



**Mer information om
förbättrad
händelsemätning**

<https://support.google.com/analytics/answer/9216061?hl=sv>

Vad ska jag göra om jag inte har GA4 ännu?



Sätta upp GA4
manuellt



Låta Google
automatiskt
sätta upp GA4
början i mars



Begära att
GA4 inte sätts
upp alls

Gott om dokumentation

[GA4] Övergå till Google Analytics 4

Migrera till Google Analytics 4

Google Analytics 4 ersätter Universal Analytics. Den 1 juli 2023 slutar alla Universal Analytics-egendommar att behandla data. 360 Universal Analytics-egendommar slutar behandla data den 1 juli 2024. [Läs mer](#)



[Titta på videor](#) som visar hur du skapar en GA4-egendom utifrån en befintlig Universal Analytics-egendom, återskapar en målgrupp och en konvertering, ställer in e-handel i GA4 och importerar dina konverteringar till Google Ads.

För alla

1. [Fundera över kontostrukturen](#)

(varierande arbetsinsats)

Hoppa över det här steget om du har en webbplats och/eller en app.

2. [Skapa en GA4-egendom och ett dataflöde](#)

(mycket liten arbetsinsats)

[Konfigurationsassistenten för GA4](#)

3. [Samla in webbplats- och appdata](#)

(om tillämpligt – varierande arbetsinsats)

För annonsörer

7. [Länka till Google Ads](#)

(liten arbetsinsats)

[Verktøget för Google Ads-länkmigrering](#)

Använd verktyget eller [skapa nya Google Ads-länkar](#)

8. [Migrera målgrupper](#)

(om tillämpligt – måttlig arbetsinsats)

eller [skapa nya målgrupper](#)

9. [Verifiera dina konverteringar](#)

(om tillämpligt – måttlig arbetsinsats)

Help

- [\[GA4\] Övergå till Google Analytics 4](#)
- [\[GA4\] Vanliga rapportlösningar i Google Analytics 4](#)
- [\[UA→GA4\] Jämförelse av mätvärden: Google Analytics 4 kontra Universal Analytics](#)
- [\[UA→GA4\] Instruktionsvideor om GA4-migrering](#)
- [\[UA→GA4\] Migreringsreferens](#)
- [\[UA→GA4\] Vyrelaterade Universal Analytics-funktioner i Google Analytics 4-egendommar](#)
- [\[UA→GA4\] Så här kontrollerar du om du har Universal Analytics eller Google Analytics 4 \(GA4\)](#)
- [\[UA→GA4\] Så här ser du om din GA4-egendom är kopplad till en Universal Analytics-egendom](#)
- [\[UA→GA4\] Automatiskt skapade Google Analytics 4-egendommar](#)

Mer informasjon om
migrering GA3 → GA4

<https://support.google.com/analytics/answer/10759417?hl=sv>

Gränssnittet



Home

Users

18K

↑ 3.2%

Event count

595K

↑ 4.8%

Conversions

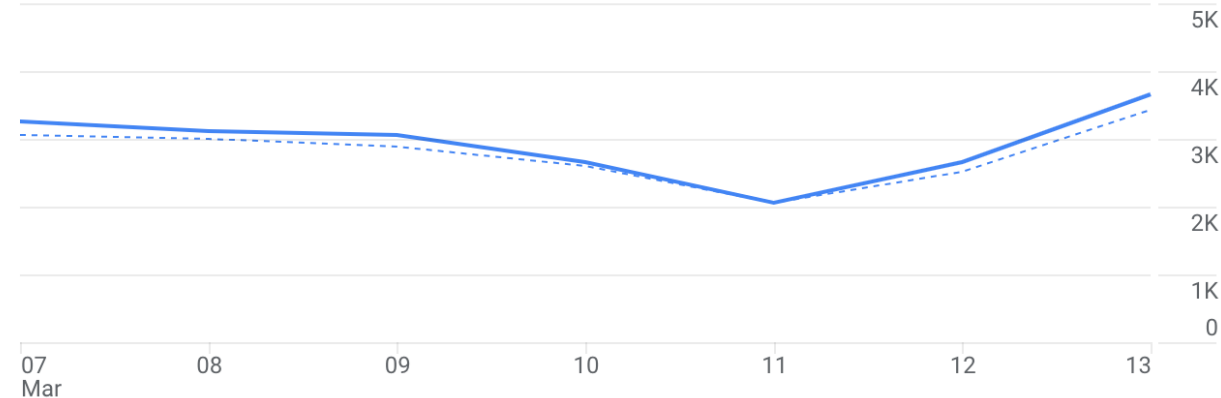
8.2K

↑ 9.4%

Sessions

27K

↑ 5.4%



— Last 7 days — Preceding period

Last 7 days ▼

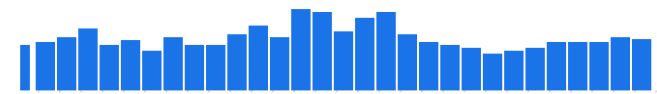
[View reports snapshot](#) →

USERS IN LAST 30 MINUTES



159

USERS PER MINUTE



COUNTRY ▼

USERS ▼

Sweden	151
Denmark	3
Finland	1
Norway	1

[View realtime](#) →

Recently accessed



Setup Assistant



Library



Reports snapshot



Explore



”Standardrapporter” i GA4



Reports snapshot



All Users

Add comparison +

Last 28 days Feb 14 - Mar 13, 2023



Realtime



Life cycle



Acquisition



Engagement

Monetization



Reports snapshot

Users

64K

New users

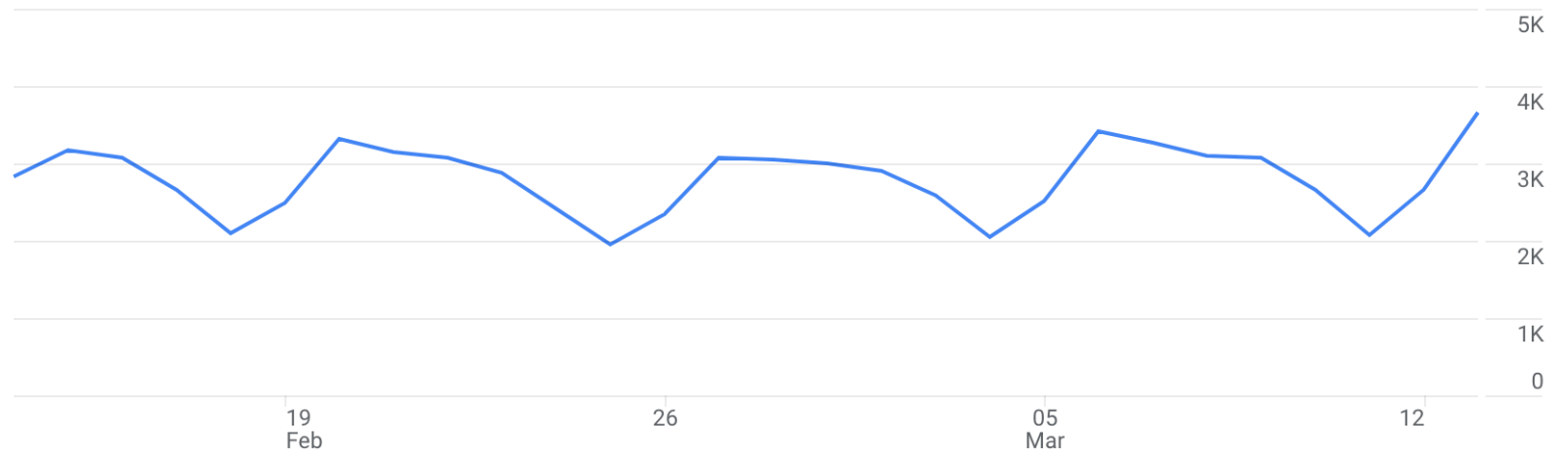
56K

Average engagement time ?

3m 53s

Total revenue ?

kr0.00



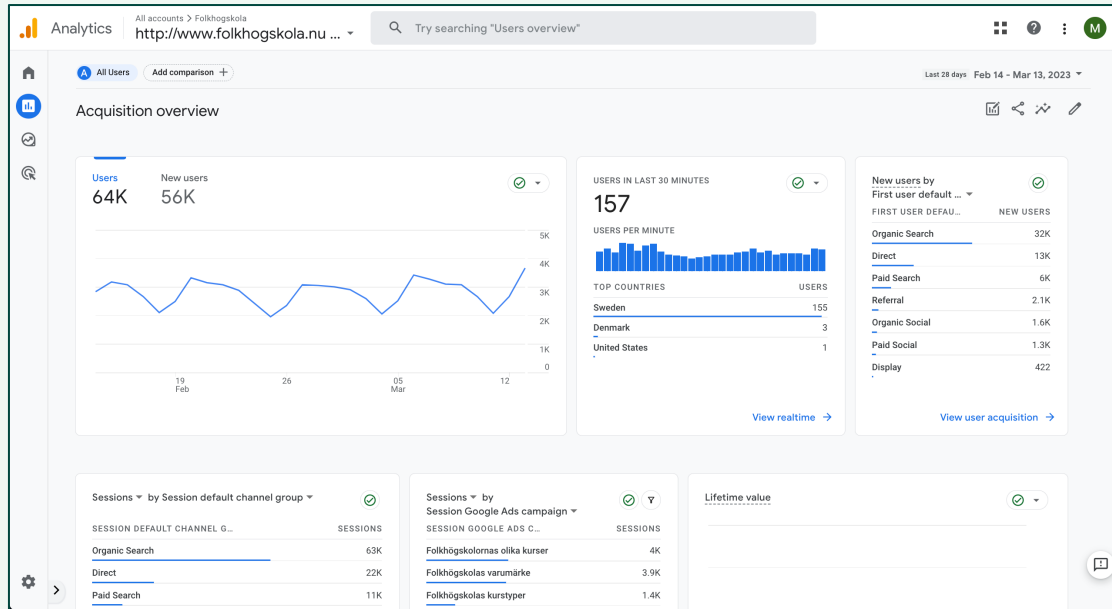
Library



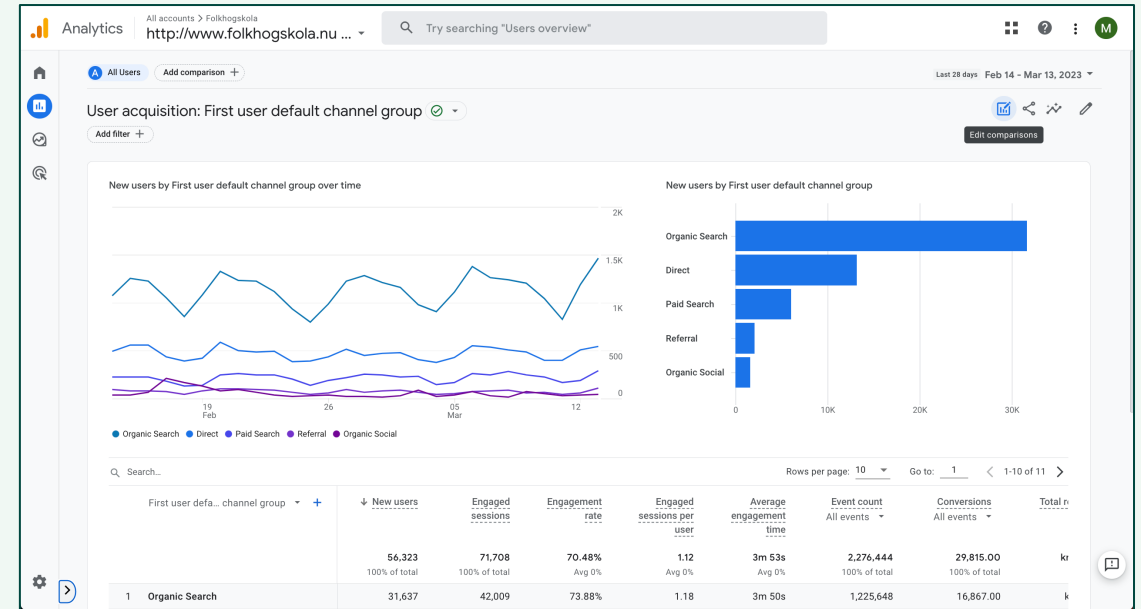


Det finns inga
standardrapporter i Google
Analytics 4

Två olika typer av standardrapporter



Översikt



Detaljerad



Reports snapshot

Collections ?

Realtime

Life cycle ^

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetization

Retention

User ^

Demographics

Tech

Library



Kan skapa egna rapporter
och ändra i strukturen

+

Create new collection

Life cycle ⓘ ⋮

✓ Published · 🔄 Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

Edit collection

User ⓘ ⋮

✓ Published · 🔄 User

- Demographics
- Tech

Edit collection

+ Create new report

Search

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collector	Description
<input type="checkbox"/>		Sökord	Max Walter	Mar 14, 2023 Max Walter			⋮
<input type="checkbox"/>		Acquisitor overview			Acquisitio n overview	Life cycle	Dashboard overview of user count and t... ⋮



Standardrapporter: Översikt



Reports snapshot



All Users

Add comparison +

Last 28 days Feb 14 - Mar 13, 2023



Realtime



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetization

Retention



User

Demographics

Tech

Library



Reports snapshot



Users

64K

New users

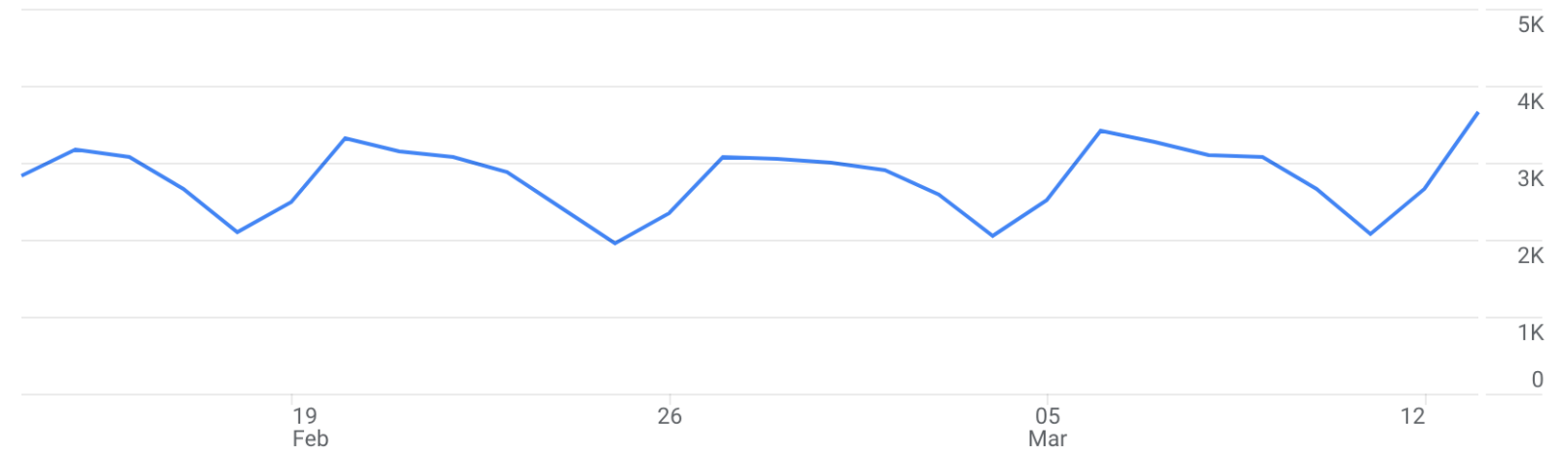
56K

Average engagement time ?

3m 53s

Total revenue ?

kr0.00



Användare (user)

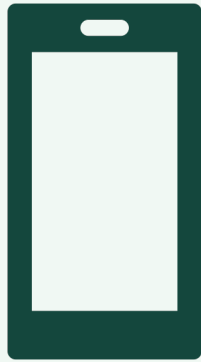
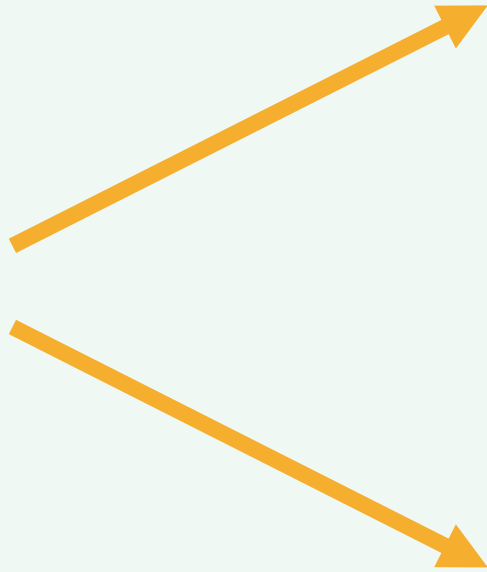


1

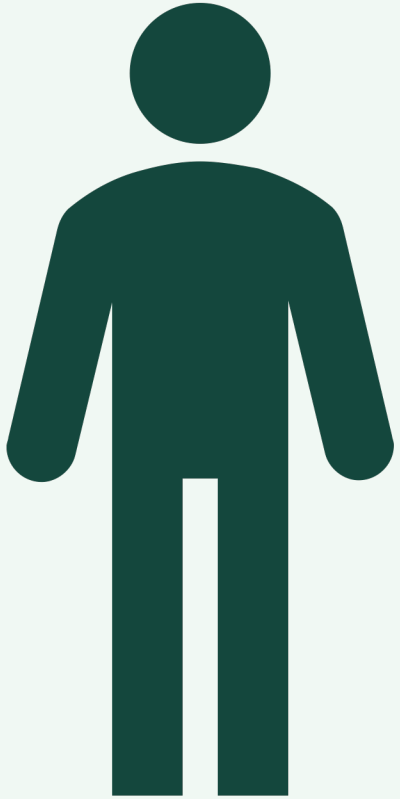
person



1
person

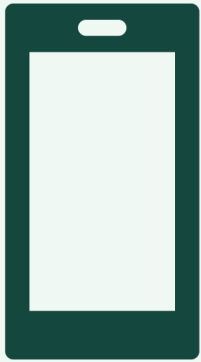


2
enheter



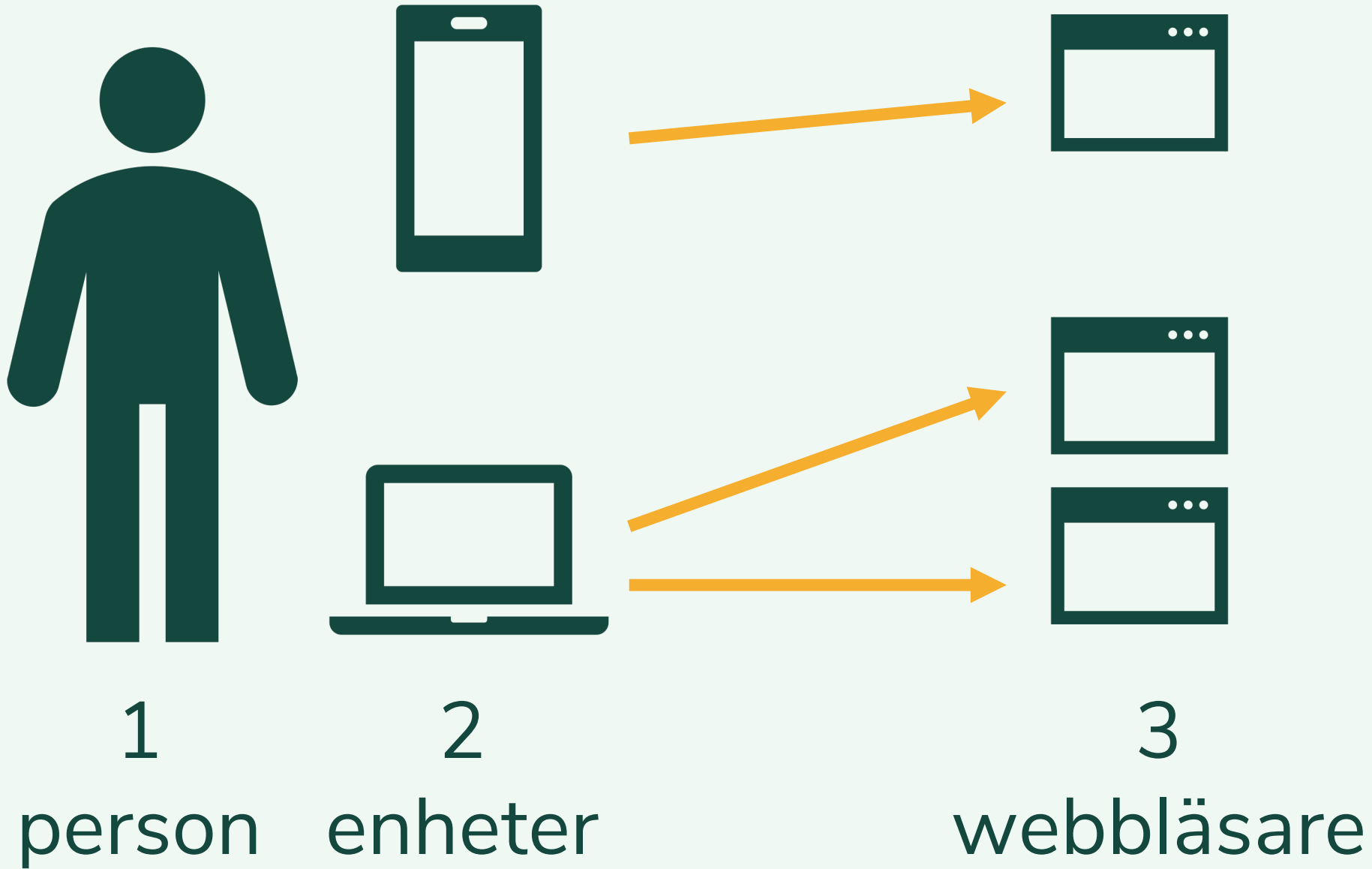
1

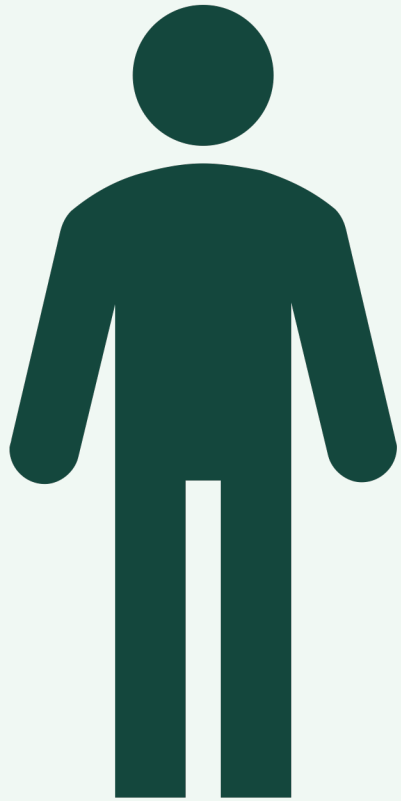
person



2

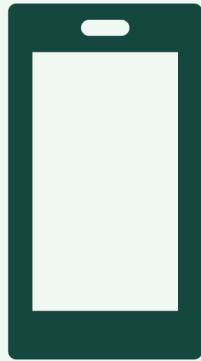
enheter



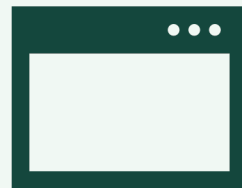


1

person

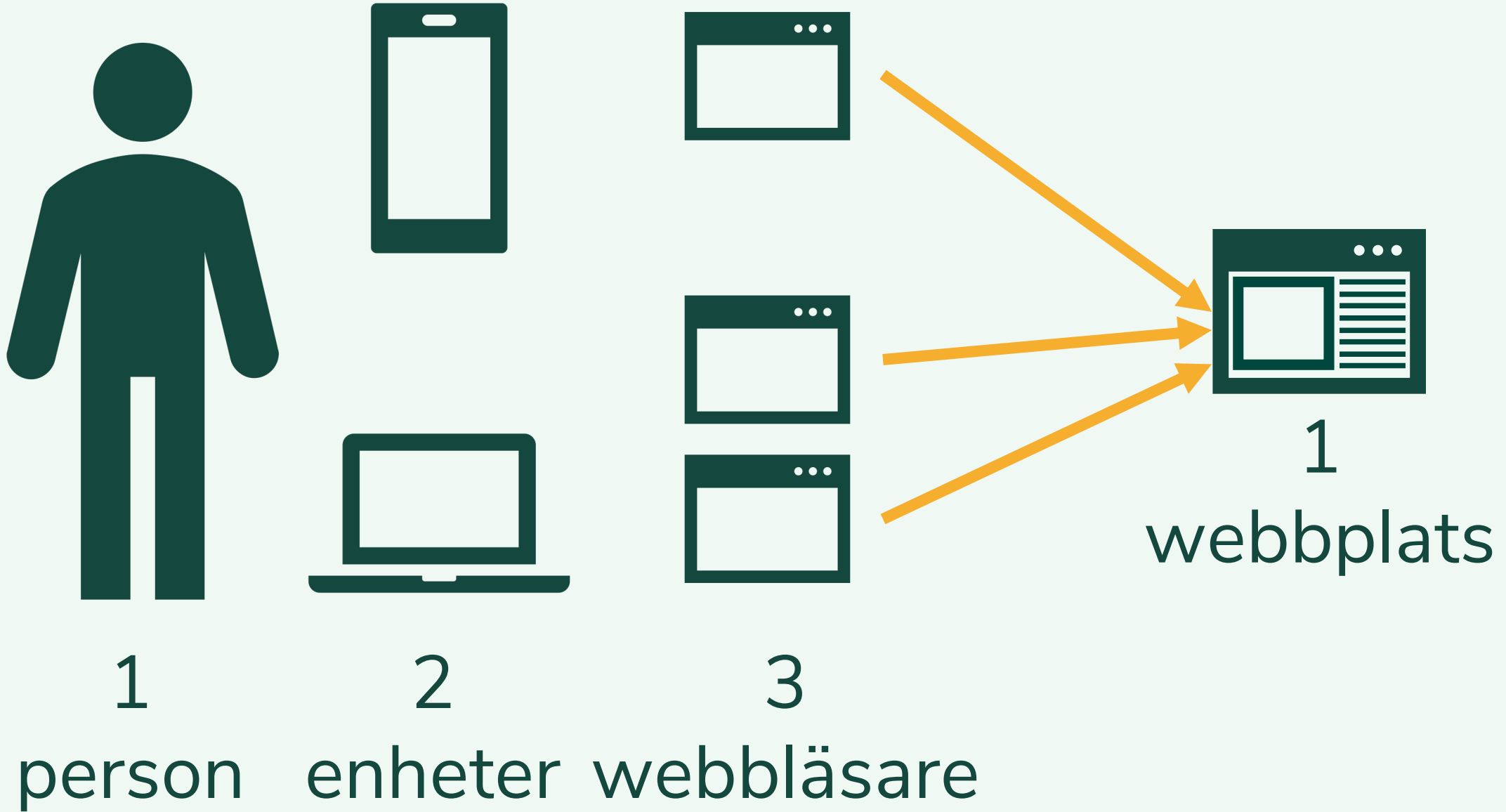


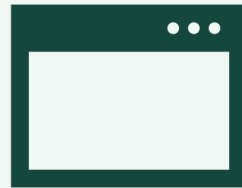
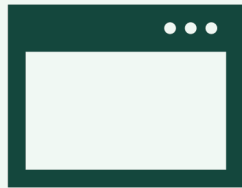
2



3

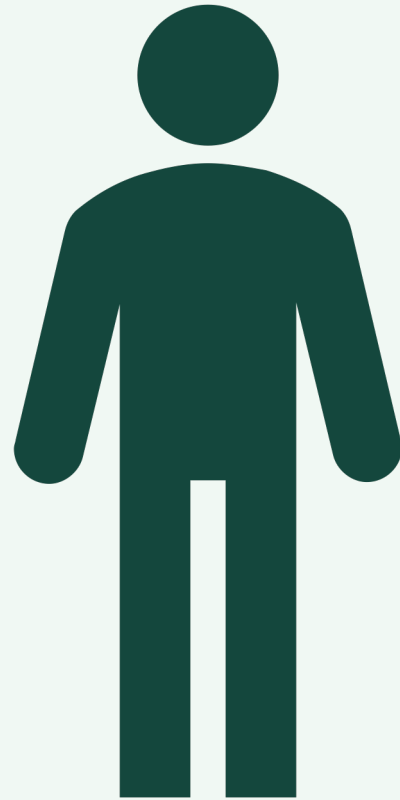
enheter webbläsare





3

webbläsare



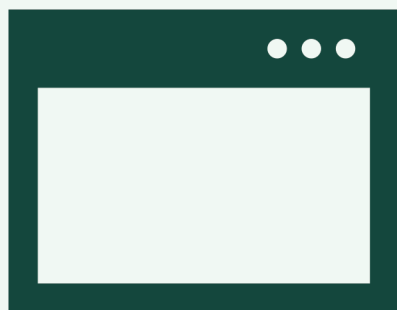
men bara 1 person



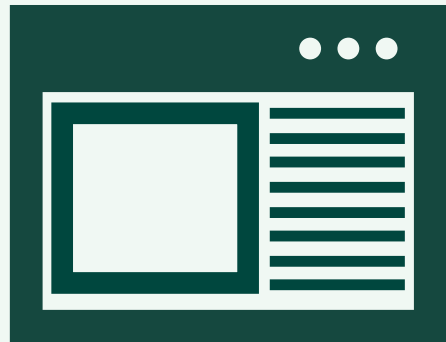
1 användare (user)

=

1 unik webbläsare



Den unika webbläsaren identifieras med en kaka på en viss webbplats

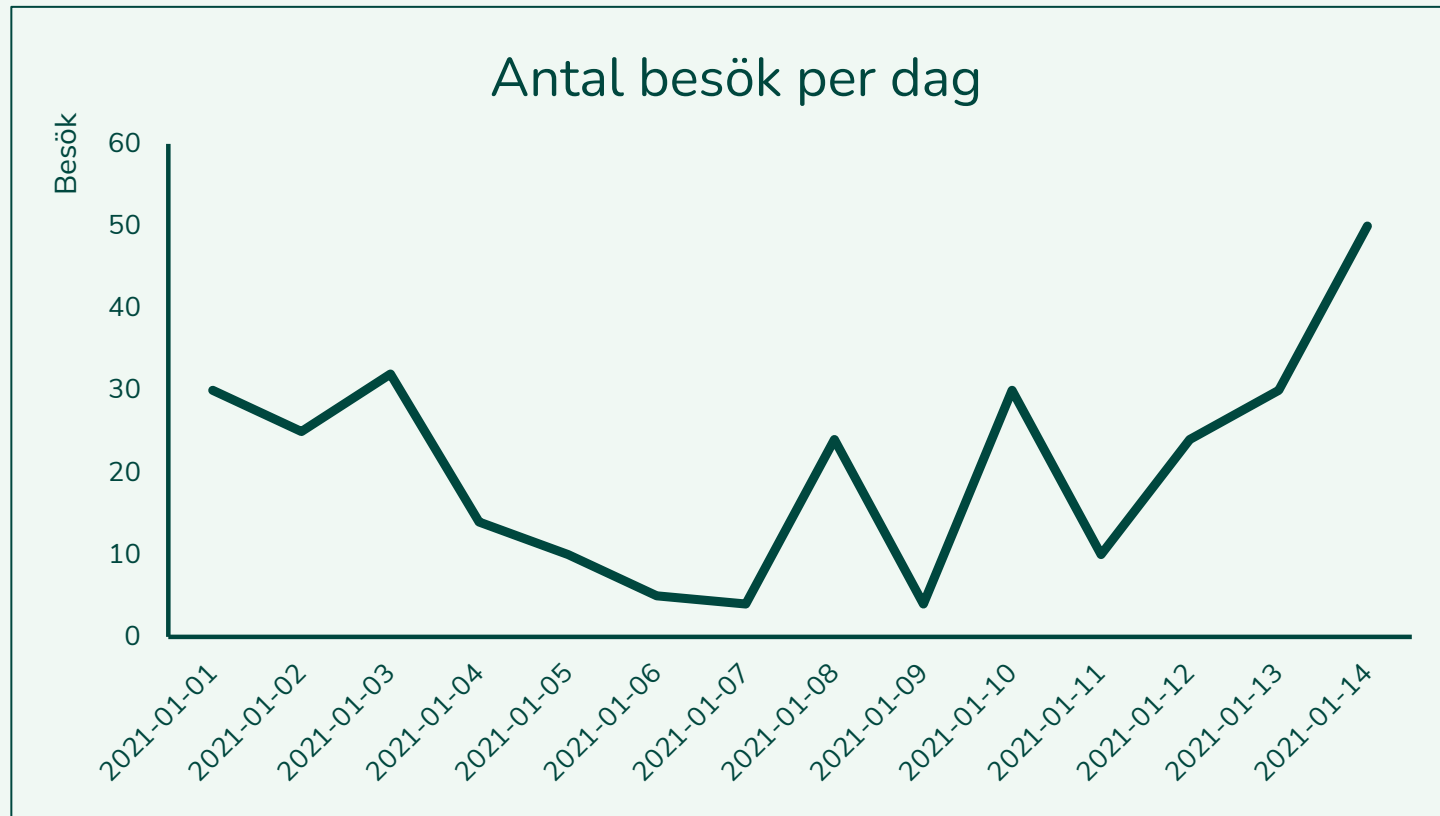


GA1.2.143
3325536.1
678823749



Webbanalys är inte
exakta siffror

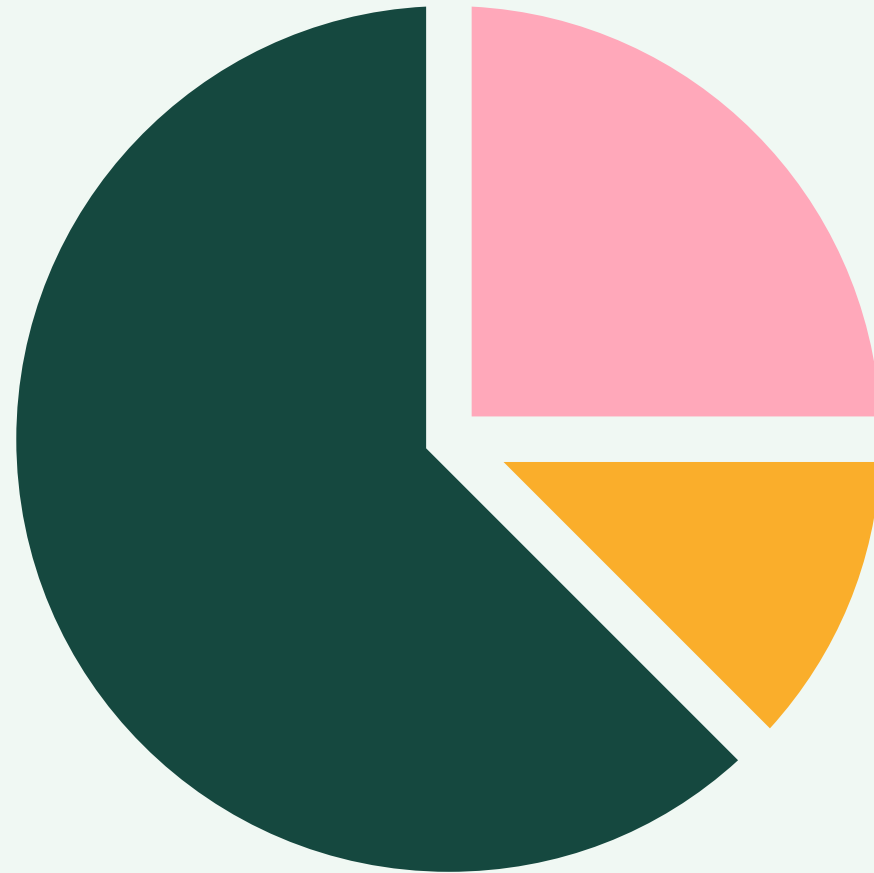
Jämföra data över tid för att se trender



Antal besök per dag

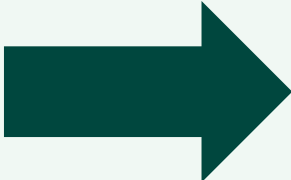
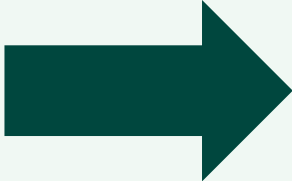


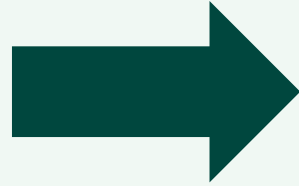
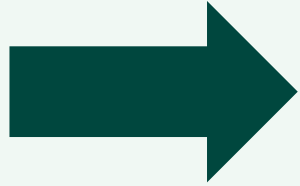
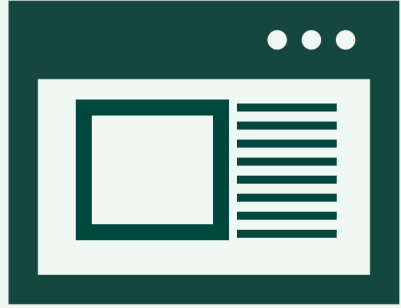
Jämföra fördelning

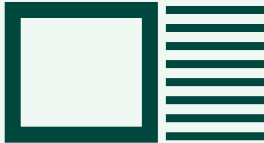
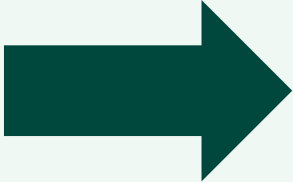
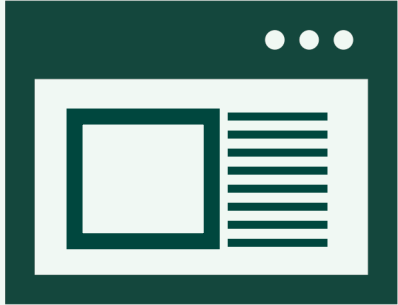
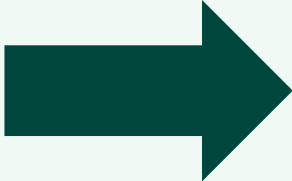


Undvik att prata om
absoluta tal!!!

Sessioner (sessions)





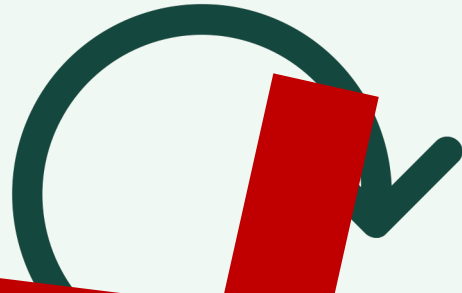




När tar en session slut?



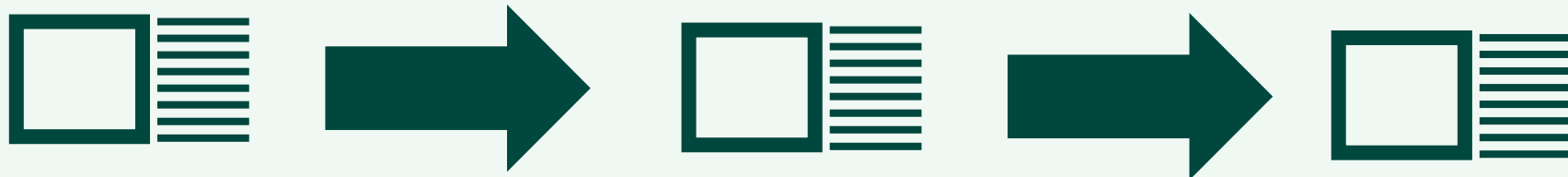
30 minuters
inaktivitet



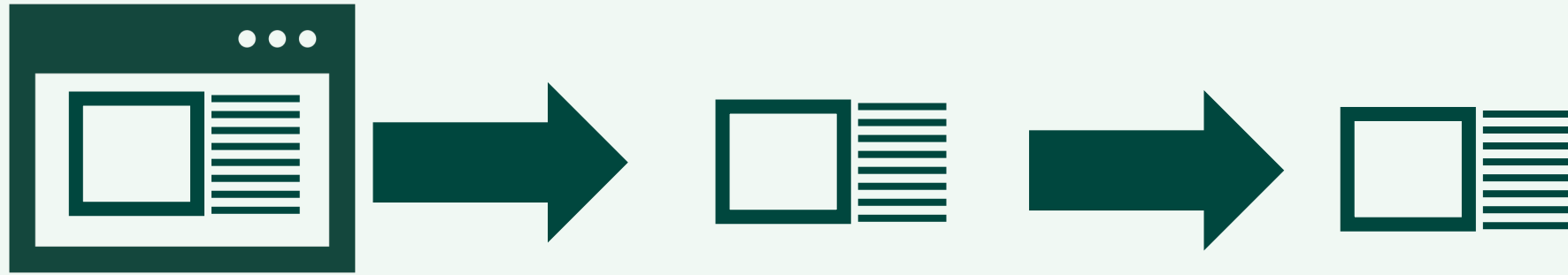
Kommer till
sidan via annan
kampanj/kanal



Vid midnatt

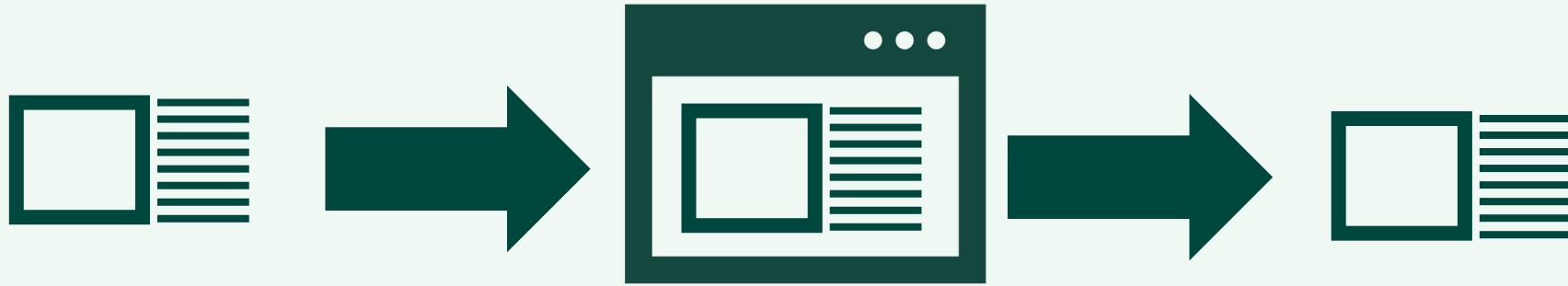


Antal sessioner: 0



Antal sessioner: 1

10:35



Antal sessioner: 1

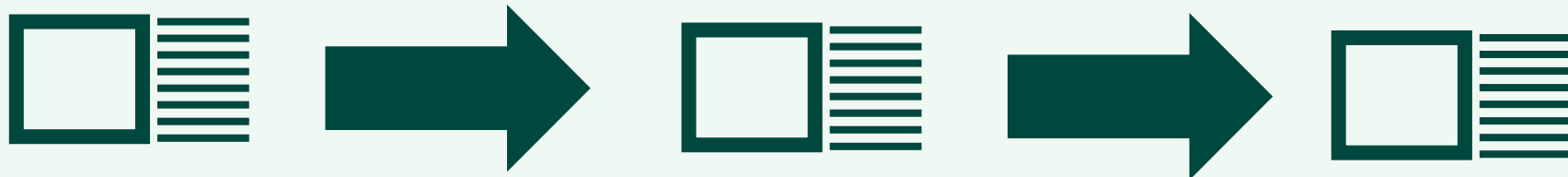


Antal sessioner: 2

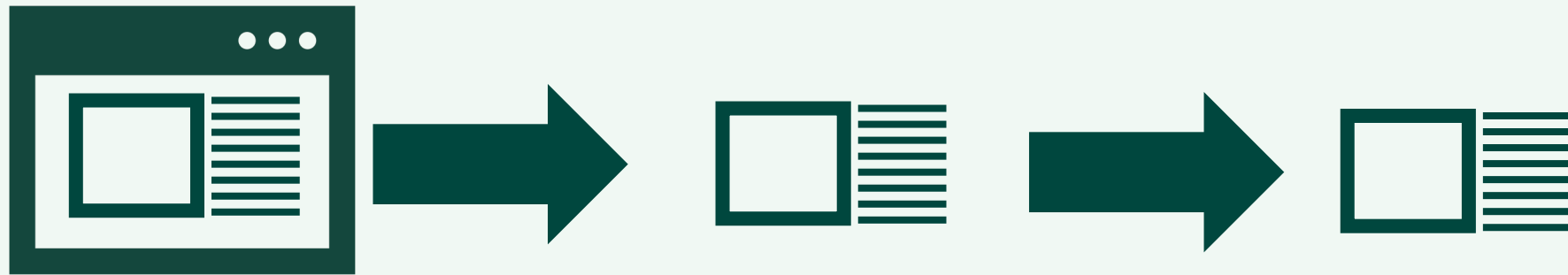


En uppgift kan ta flera sessioner att lösa
för en användare.

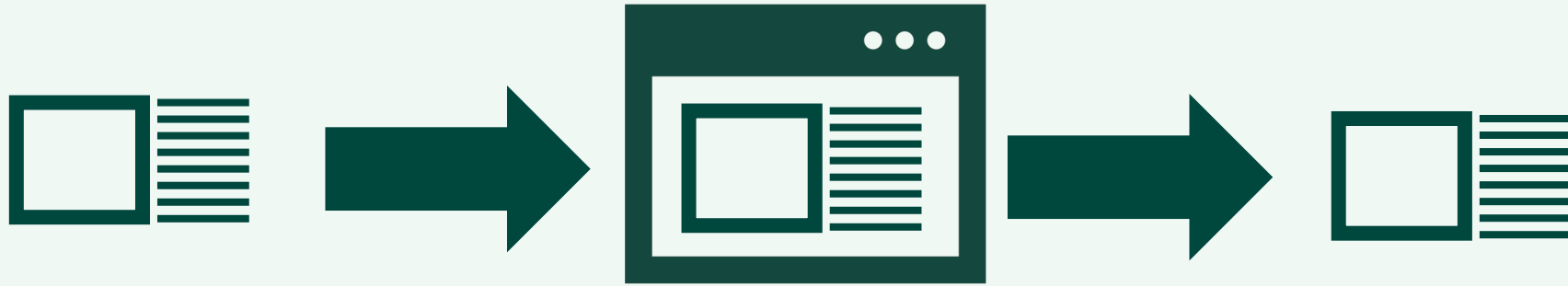
Vad ingår i en session?



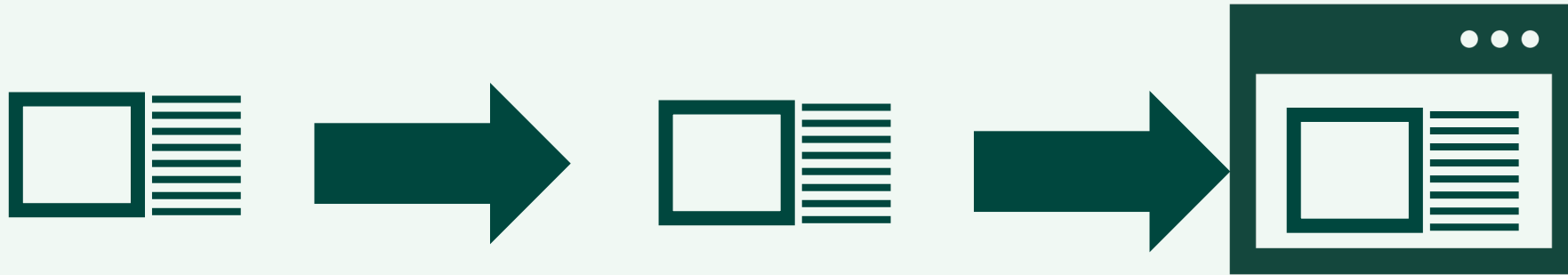
Antal sidvisningar: 0



Antal sidvisningar: 1



Antal sidvisningar: 2



Antal sidvisningar: 3



- Sidvisningar
- Händelser
- Transaktioner
- osv



- Händelser



Reports snapshot



Realtime



Life cycle



Acquisition



Engagement



Monetization



Retention



User



Demographics



Tech



Library



All Users

Add comparison +

Realtime overview

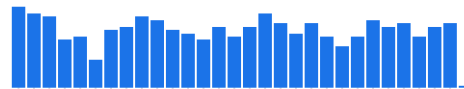


Island

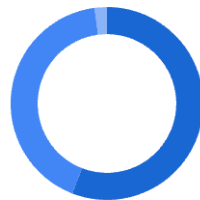
USERS IN LAST 30 MINUTES

145

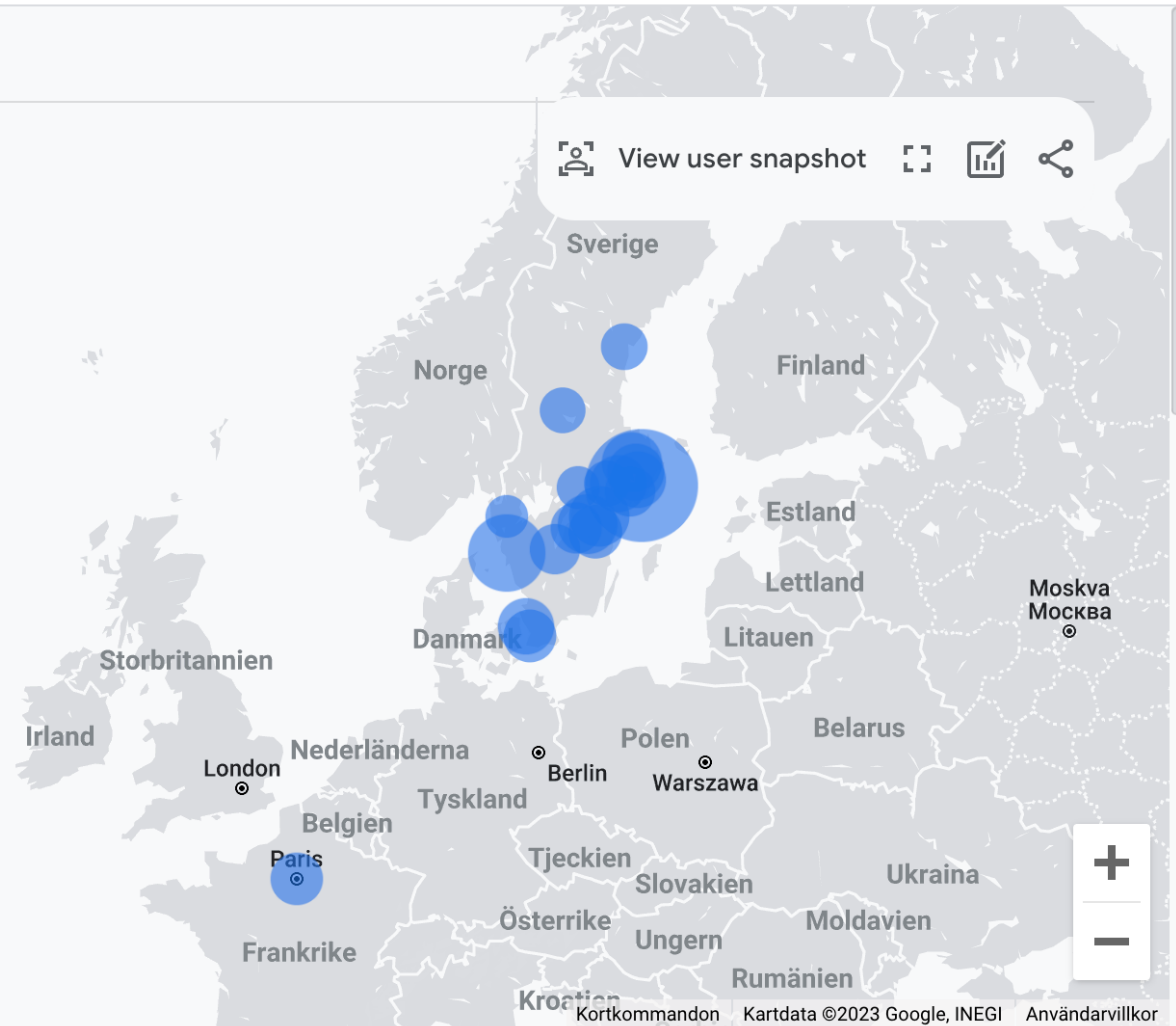
USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



● DESKTOP	● MOBILE	● TABLET
55.9%	42.1%	2.1%



View user snapshot

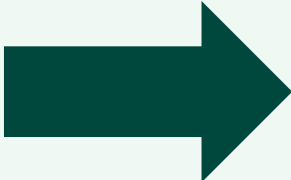
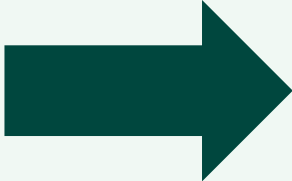
Users by First user source

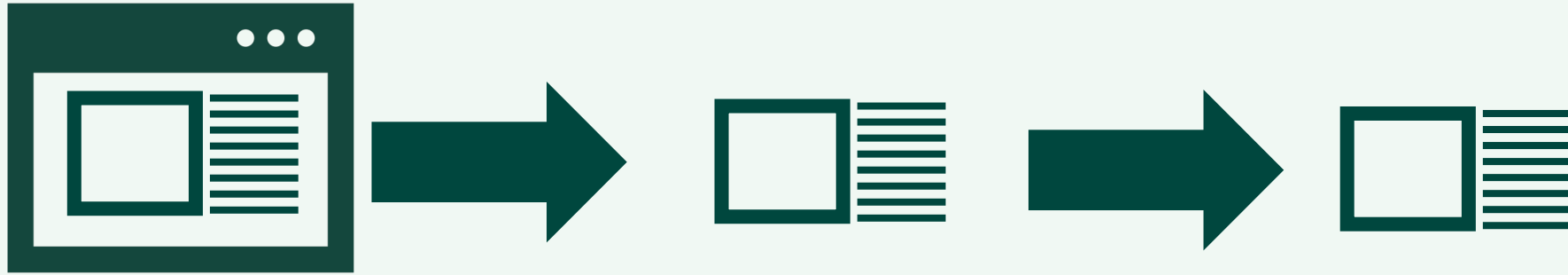
#1 google

Users by Audience

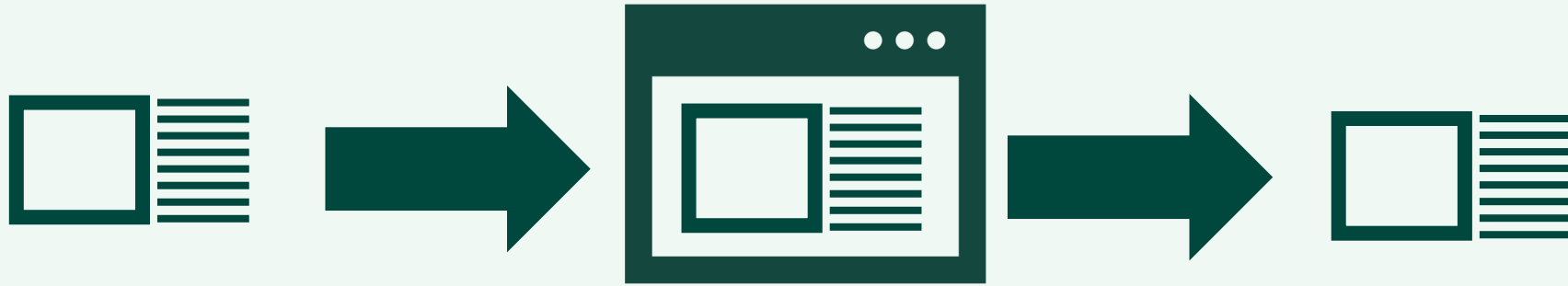
#1 All Users







- session_start
- page_view



- session_start
- page_view
- user_engagement



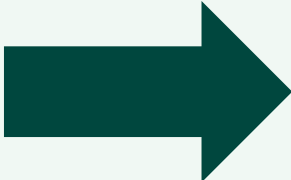
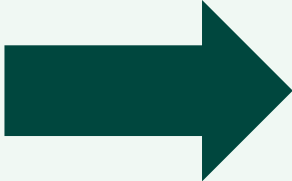
- session_start
- page_view
- user_engagement

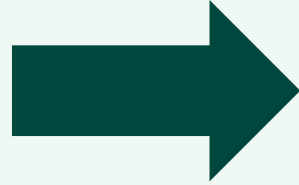
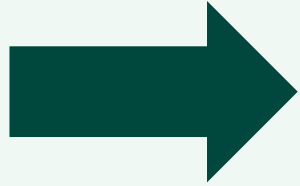
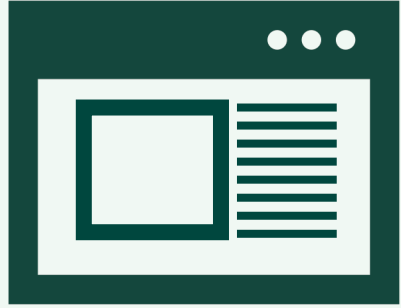
- page_view
- user_engagement

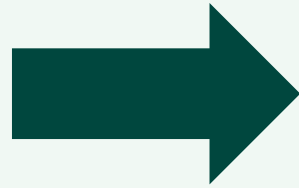
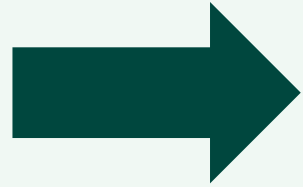
- page_view

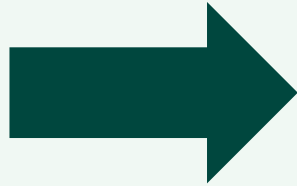
Standardrapporter: Förvärv

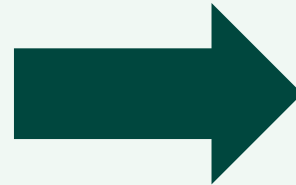
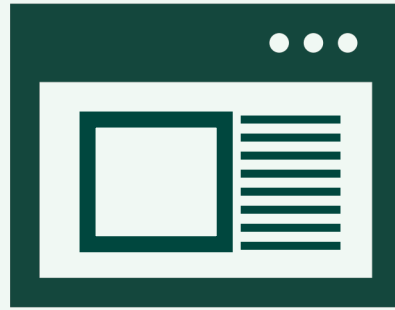
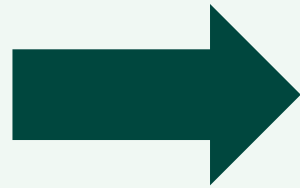
Vad är ett förvärv?

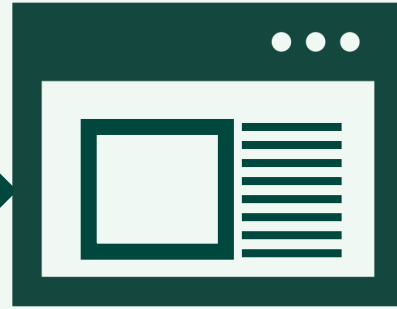
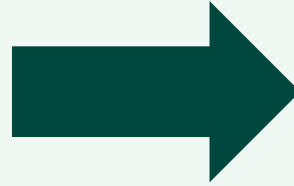
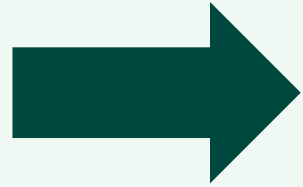


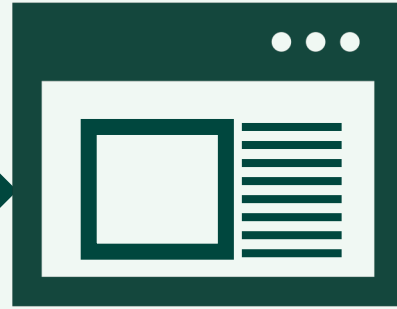
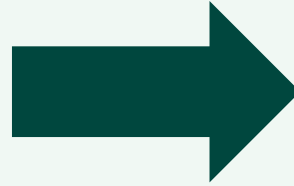
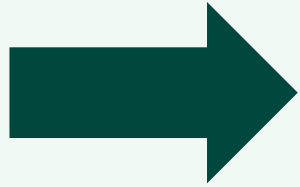


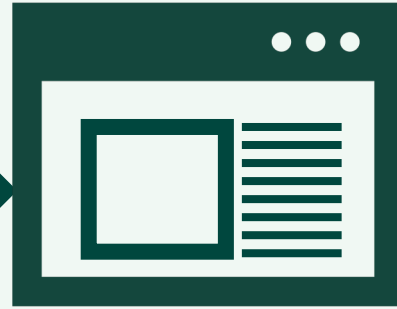
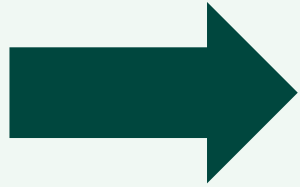


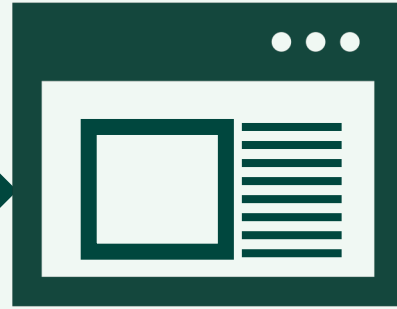
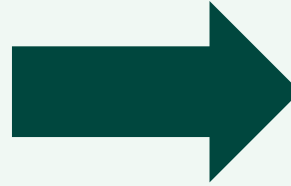
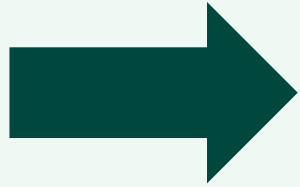
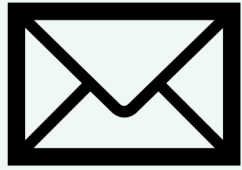




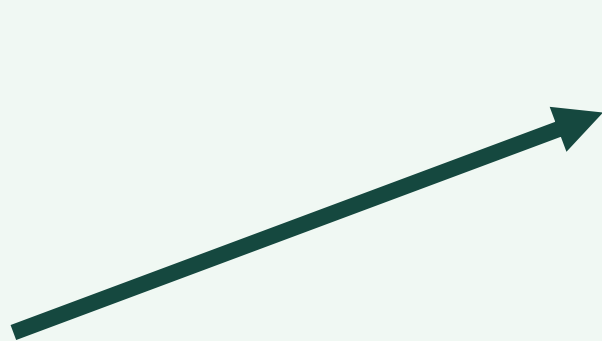








Organisk
sökning



google /
organic



bing / organic



duckduckgo /
organic

Kanalgrupp

källa/medium

Standardkanalbeskrivningar

Kanal	Beskrivning
Affiliates	Affiliates är den kanal genom vilken användare kommer till din webbplats/app via länkar på affiliatewebbplatser.
Ljud	Ljud är den kanal genom vilken användare kommer till din webbplats/app via annonser på ljudplattformar (till exempel poddplattformar).
I flera nätverk	I flera nätverk är den kanal genom vilken användare kommer till din webbplats/app via annonser som visas i en mängd olika nätverk (till exempel Sök och Display).
Direkt	Direkt är den kanal där användarna kommer till din webbplats/app via en sparad länk eller genom att ange din webbadress.
Display	Display är den kanal genom vilken användarna kommer till din webbplats/app via displayannonser, inklusive annonser i Googles Display-nätverk.
E-post	E-post är den kanal genom vilken användarna kommer till din webbplats/app via länkar i e-postmeddelanden.
Pushmeddelanden för mobila enheter	Pushmeddelanden för mobila enheter är kanalen genom vilken användarna kommer till din webbplats eller app via länkar i meddelanden på mobila enheter när de inte aktivt använder appen.
Organisk sökning	Organisk sökning är den kanal genom vilken användarna kommer till din webbplats/app via länkar som inte är annonser i organiska sökresultat.
Organisk shopping	Organisk shopping är den kanal genom vilken användarna kommer till din webbplats/app via länkar som inte är annonser på shoppingwebbplatser som Amazon eller ebay.
Organisk placering i sociala nätverk	Organiskt socialt är den kanal genom vilken användarna kommer till din webbplats/app via länkar som inte är annonser på sociala webbplatser som

- [GA4] Användning av cookies på webbsidor
- [GA4] Ingångar och utgångar
- [GA4] Valutareferens

Standardkanalgrupper i GA4:

<https://support.google.com/analytics/answer/9756891?hl=sv>



Reports snapshot



Realtime



Life cycle



Acquisition

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All Users

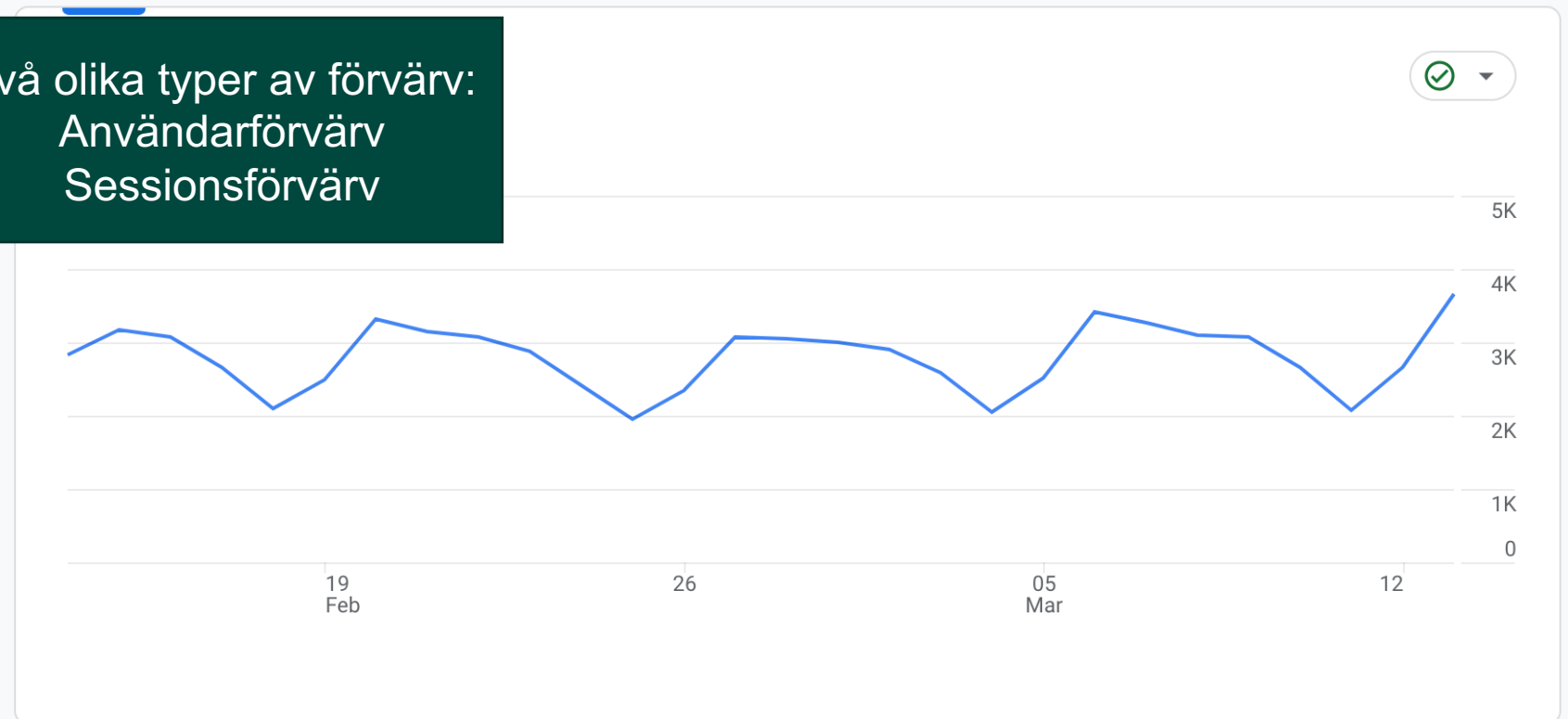
Add comparison +

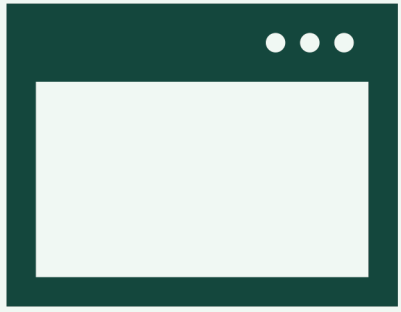
Last 28 days Feb 14 - Mar 13, 2023

Acquisition overview

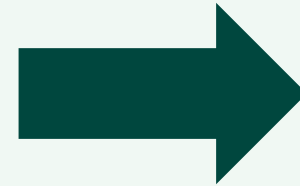
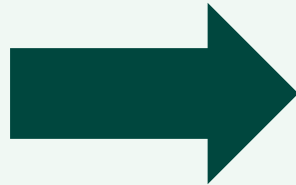
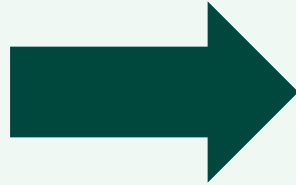
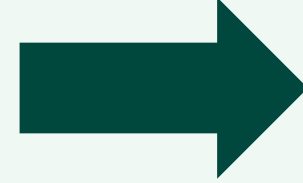
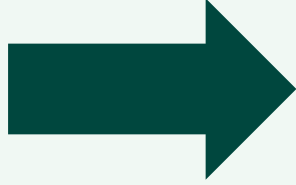


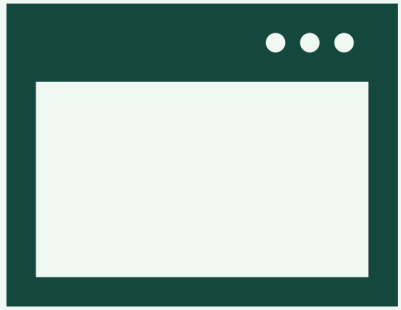
Två olika typer av förvärv:
Användarförvärv
Sessionsförvärv



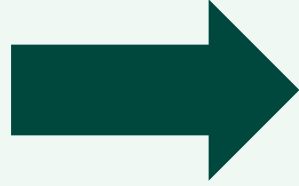


Samma
webbläsare





Samma
webbläsare

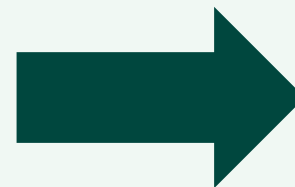
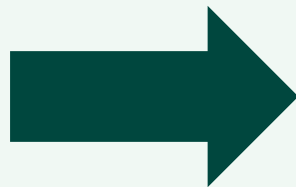
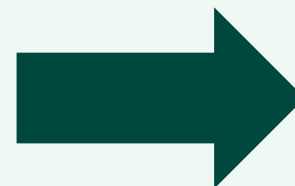
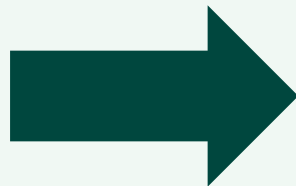
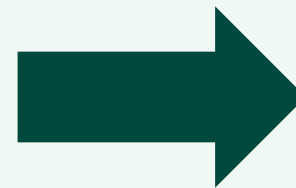
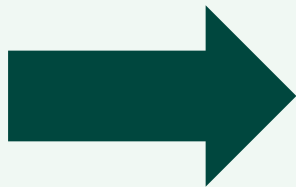


Första sessionen
för nya användare

=

Användarförvärv

Varje session har ett sessionsförvärv





Reports snapshot



Realtime



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Traffic acquisition: Session default channel group



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Search items

Session default channel group

Session source / medium

Session medium

1 Session source

2 Session source platform

3 Session campaign

4

5

6

7

8 Unassigned

9 Email

369

383

3

164

328

227

Average
engagement
time
per
session

2m 1

Avg

2m 2

2m 3

2m 1

2m 2

0m 5

2m 0

0m 4

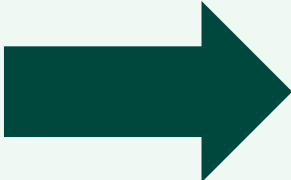
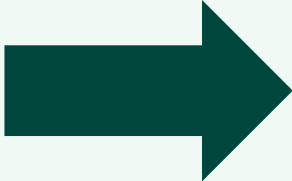
2m 2

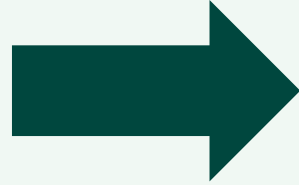
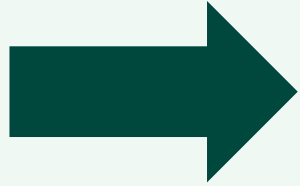
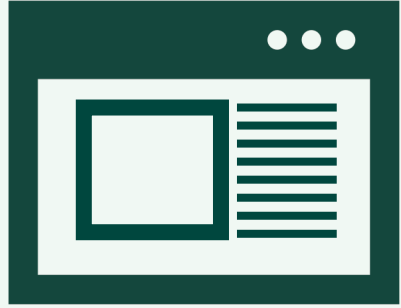
1m 3

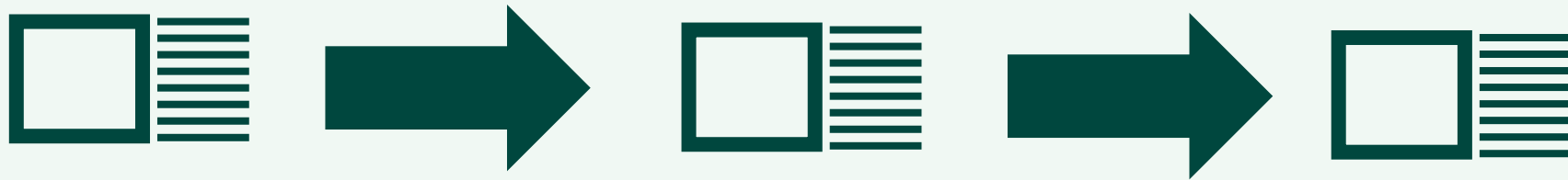


När ska vilken typ av
förvärv användas?

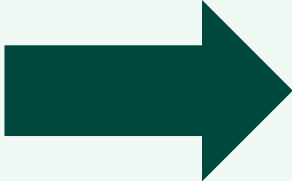
Engagerade sessioner och
avvisningsfrekvens

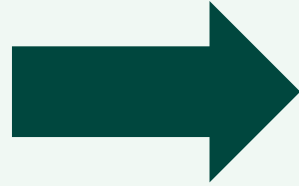
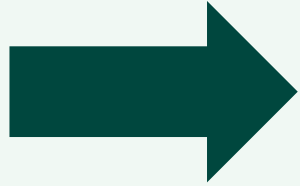
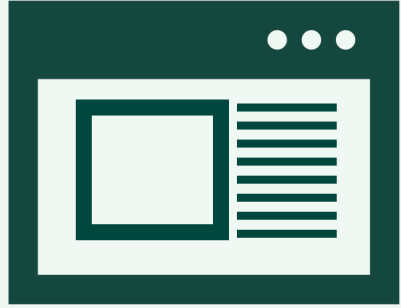


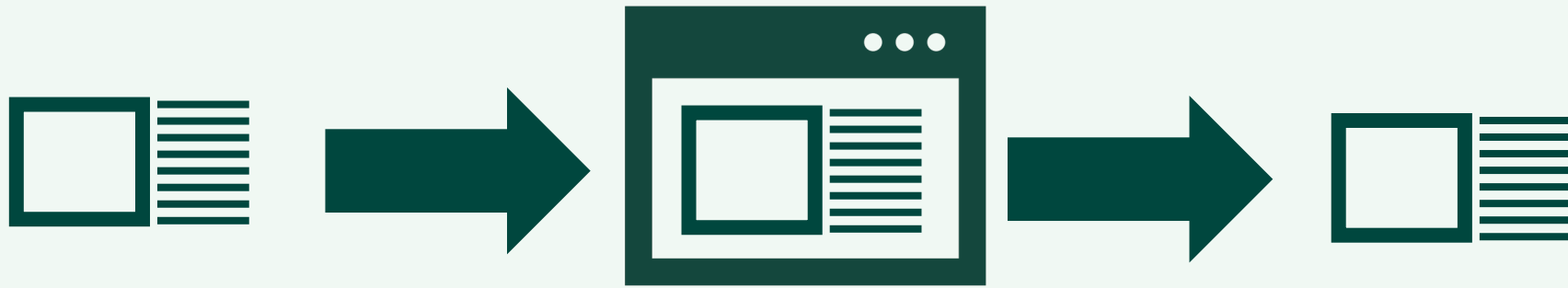




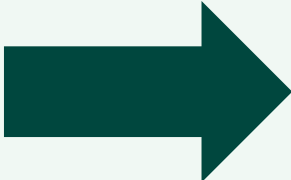
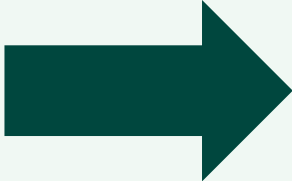
En avvisning (bounce) i GA3

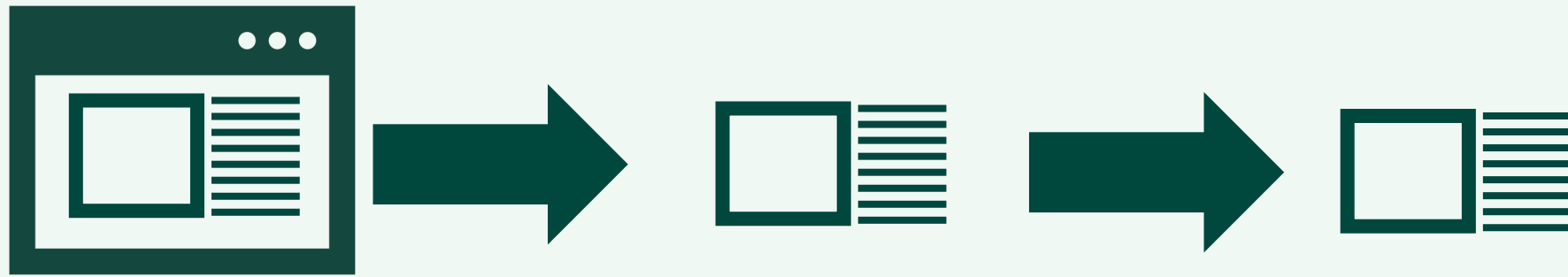




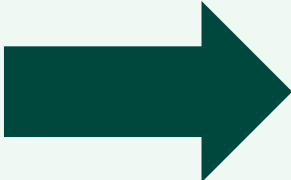
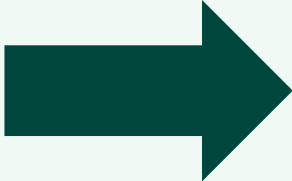


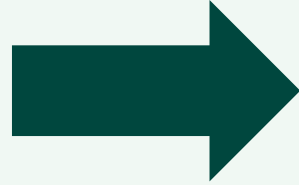
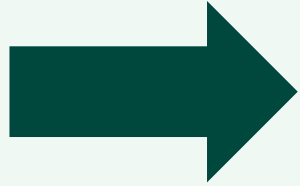
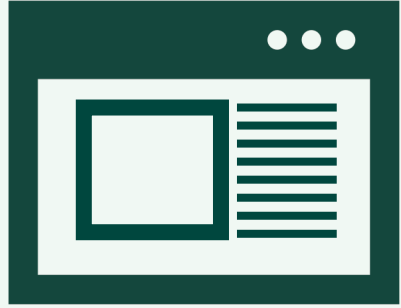
Besökt minst 2 sidor

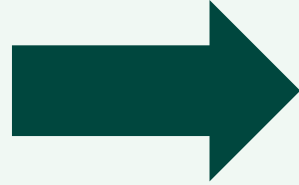
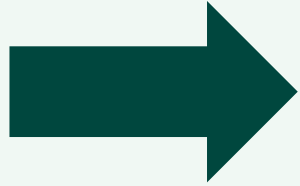




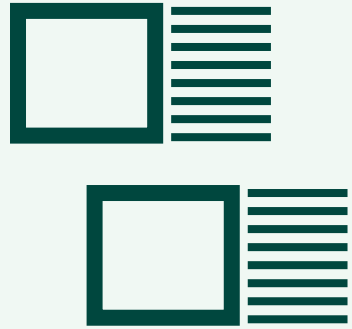
En session är minst 10 sekunder







Engagerade sessioner



Minst 2
visningar



Minst 10
sekunder



Har en
konvertering



Reports snapshot



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Traffic acquisition: Session default channel group

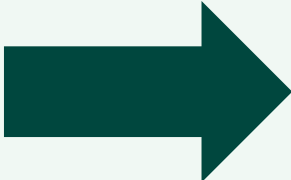
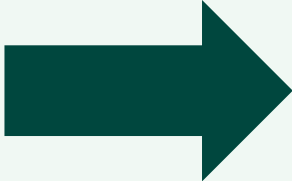


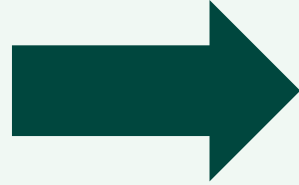
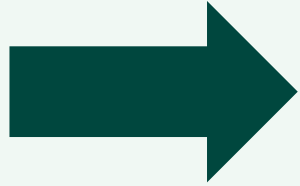
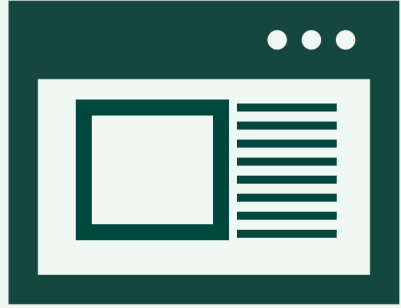
Last 28 days Feb 14 - Mar 13, 2023

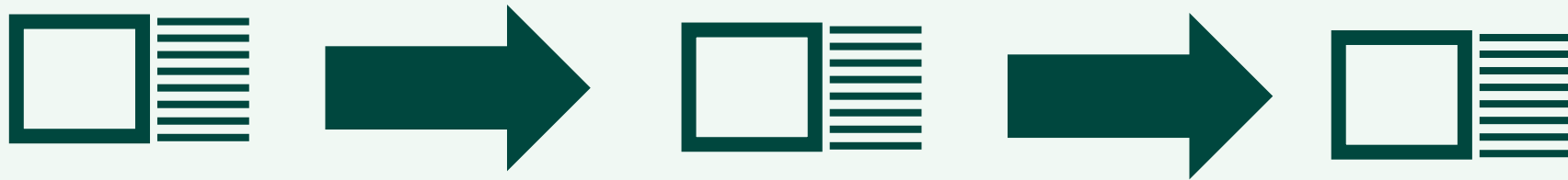
Session default channel group		Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
		71,708 100% of total	2m 27s Avg 0%	1.12 Avg 0%	22.38 Avg 0%
1	Organic Search	45,845	2m 26s	1.21	21.95
2	Direct	13,261	2m 32s	0.93	23.57
3	Paid Search	7,616	2m 14s	0.97	20.31
4	Referral	2,887	2m 27s	1.06	21.66
5	Organic Social	1,131	0m 55s	0.66	12.49
6	Paid Social	1,054	2m 06s	0.77	23.48
7	Display	274	0m 48s	0.47	9.75
8	Unassigned	3	2m 24s	<0.01	28.80
9	Email	227	1m 32s	1.38	13.21
10	Paid Other	8	1m 20s	0.35	15.08



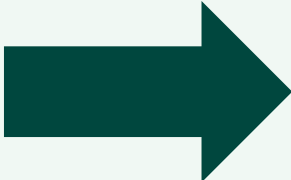
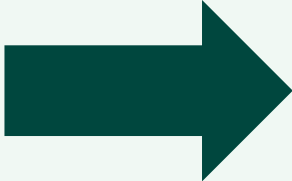
Kort om tid i GA3/GA4

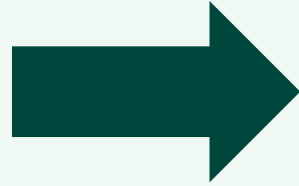
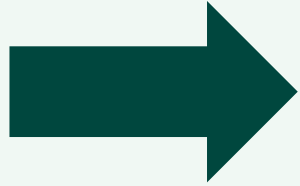
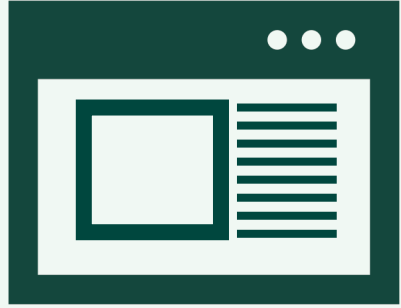


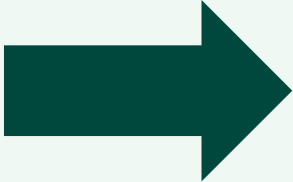
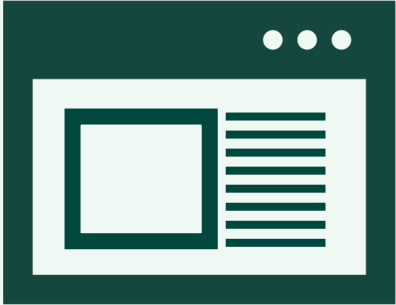
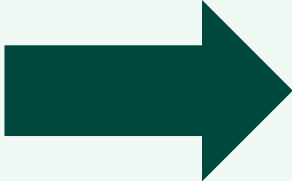




I GA3 mätes ingen tid vid en bounce

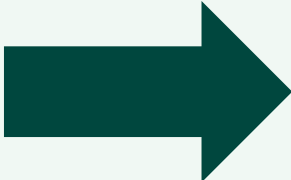
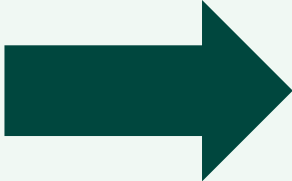


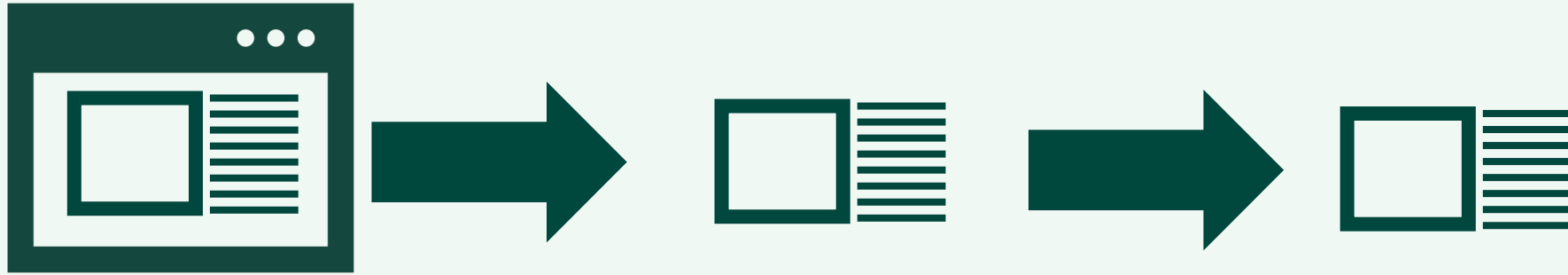




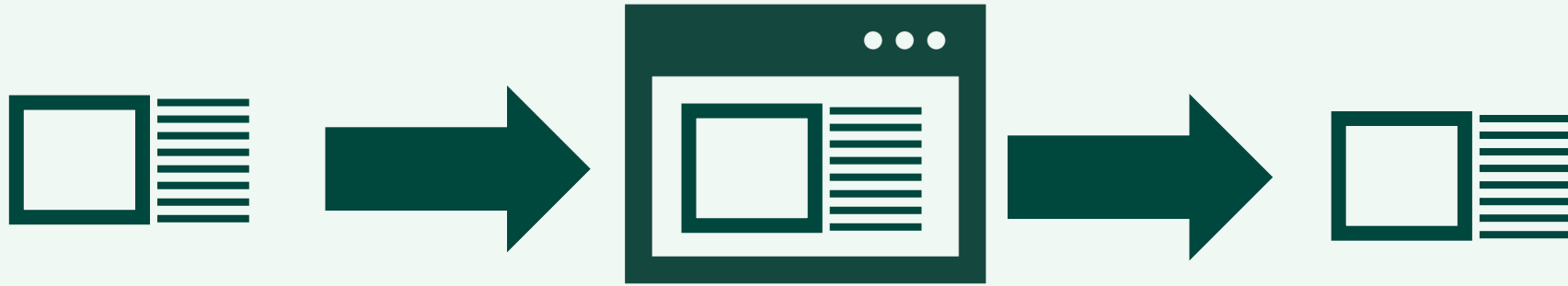


I GA3 mäts ingen tid besökets sista sida





- session_start
- page_view



- session_start
- page_view
- user_engagement

I GA4 skickas flera händelser => bättre tid



- session_start
- page_view
- user_engagement

- page_view
- user_engagement

- page_view

Standardrappporter: Engagemang



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All Users

Add comparison +

Last 28 days Feb 14 - Mar 13, 2023

Engagement overview



Average engagement time ?

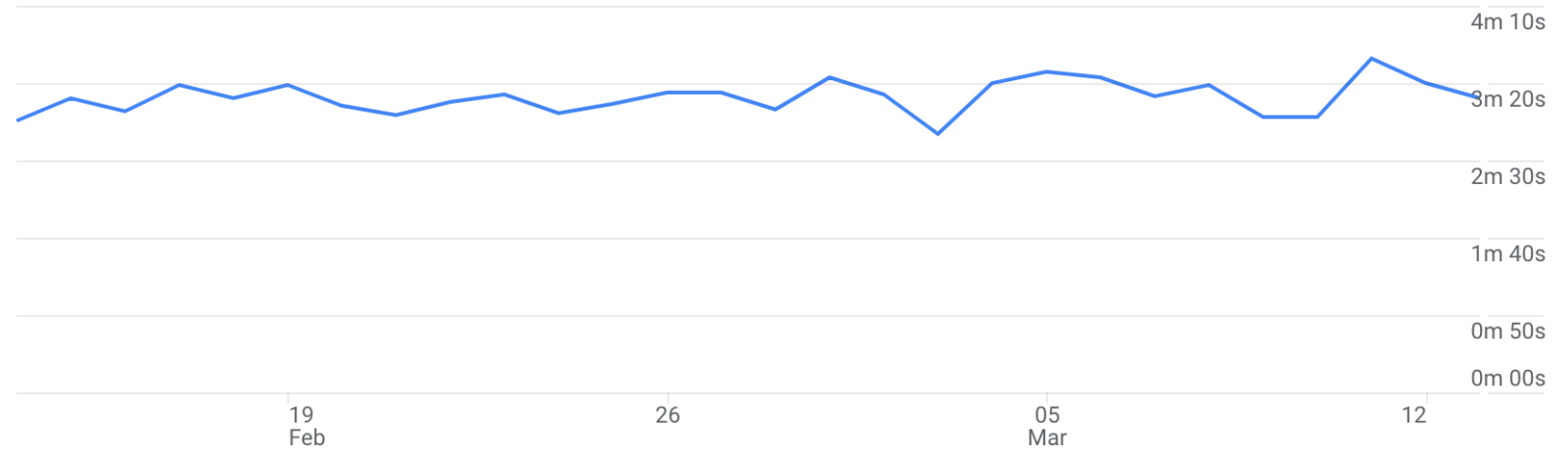
3m 53s

Engaged sessions per user ?

1.1

Average engagement time per session ?

2m 27s





Reports snapshot



Realtime



Life cycle



Acquisition



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All Users

Add comparison +

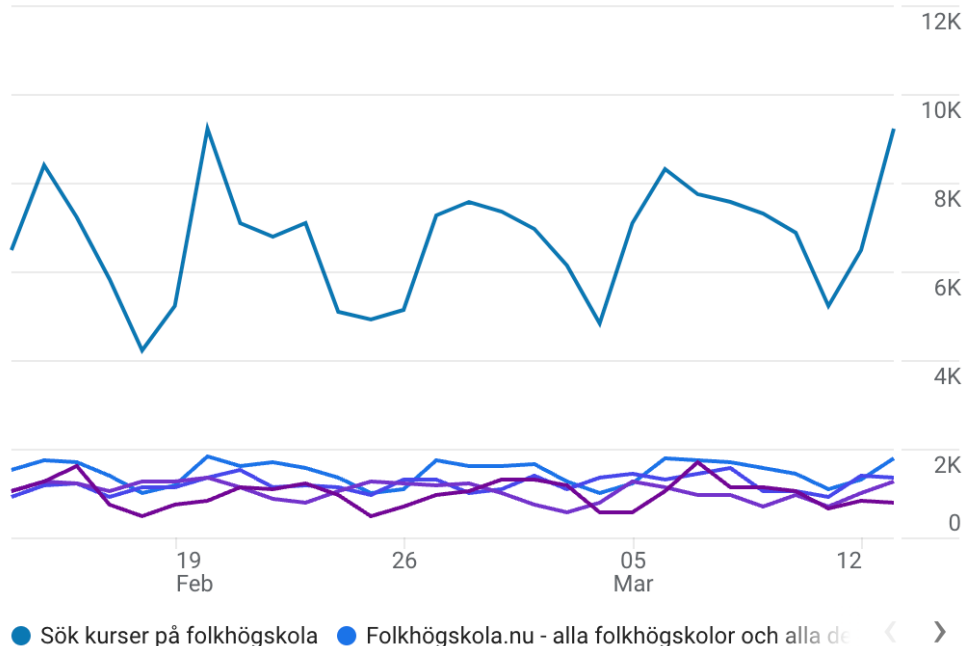
Last 28 days Feb 14 - Mar 13, 2023

Pages and screens: Page title and screen class

Add filter +



Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 10

Go to: 1

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Reports snapshot



Realtime



Life cycle



Acquisition



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Pages and screens

Landing page

Monetization

Retention

User

Demographics

Library



All Users

Add comparison +

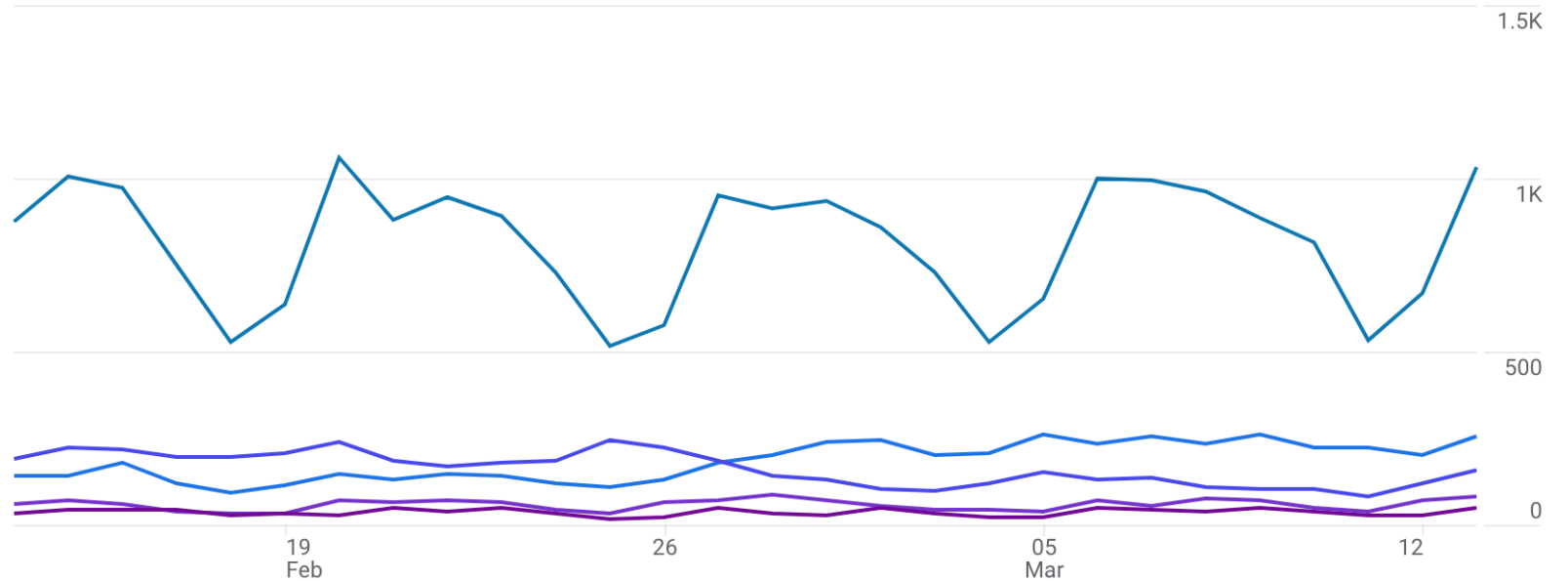
Last 28 days Feb 14 - Mar 13, 2023

Landing page: Landing page

Add filter +



Sessions by Landing page over time



Legend: /sok-kurser, /kurstyper/sommarkurser-och-korta-kurser-pa-folkhogskola, /kurstyper/yrkesutbildningar, /kurstyper/distanskurser

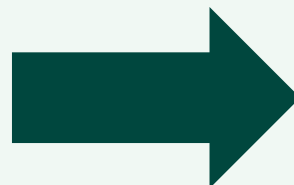
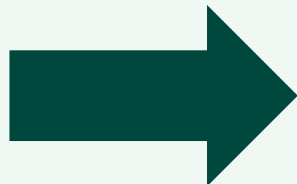
Search...

Rows per page: 10

Go to: 1

1-10 of 4106

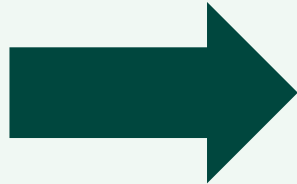
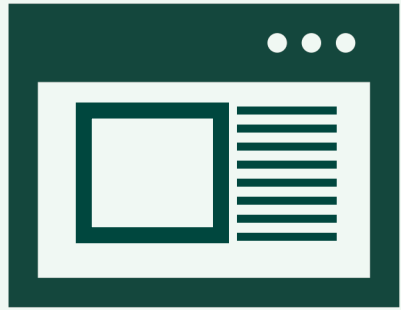




Landningssida

Sida

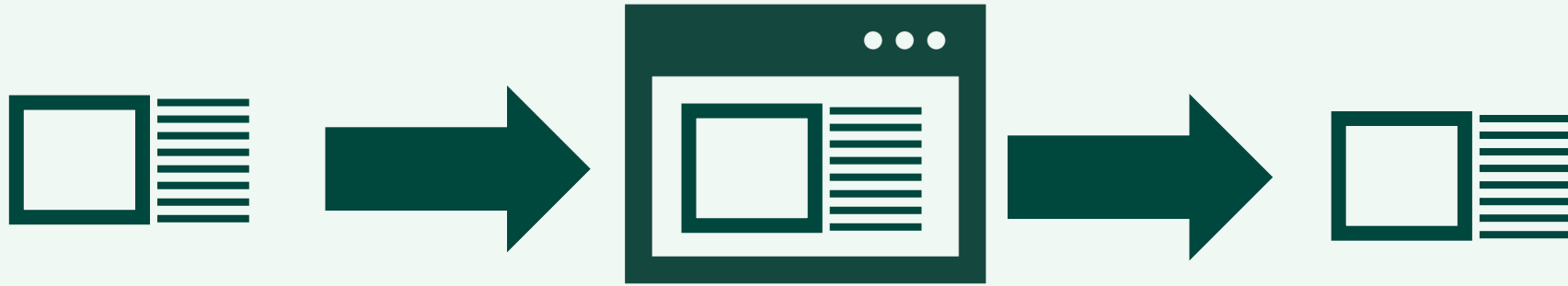
Utgångssida



Landningssida

Sida

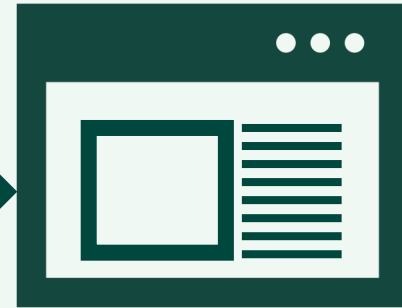
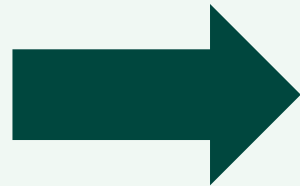
Utgångssida



Landningssida

Sida

Utgångssida



Landningssida

Sida

Utgångssida



Reports snapshot



Realtime



Life cycle



Acquisition



Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Retention

User

Demographics

Library



Events: Event name



Last 28 days Feb 14 - Mar 13, 2023



Search...

Rows per page: 10

Go to: 1

1-10 of 19

	Event name	Event count	Total users	Event count per user	rev
		2,276,444 100% of total	65,037 100% of total	35.44 Avg 0%	kr
1	page_view	844,004	64,720	13.17	kr
2	user_engagement	417,085	51,673	8.14	kr
3	filter	279,864	42,361	6.63	kr
4	visibility_lead_on_course_page	133,714	33,523	3.99	kr
5	visibility_info_on_course_page	131,462	33,311	3.95	kr
6	session_start	101,455	64,814	1.59	kr
7	visibility_description_on_course_page	86,367	26,857	3.22	kr
8	scroll	65,656	25,144	2.61	kr
9	first_visit	56,323	55,631	1.01	kr
10	visibility_social_media_links_on_course	48,704	20,687	2.36	kr



page_view

- page_location
- page_title
- page_referral

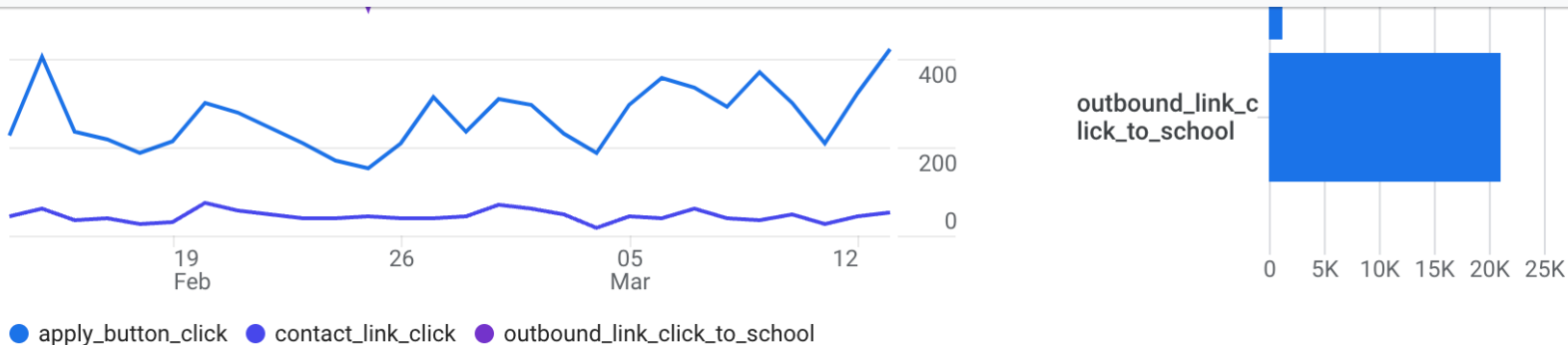
händelsenamn

- Händelseparameter 1
- Händelseparameter 2
- Händelseparameter 3

Konverteringar i GA4
Mål i GA3

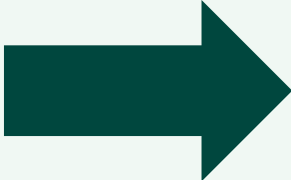
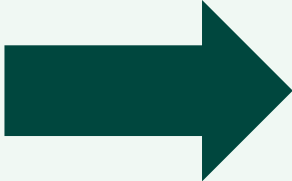
- Reports snapshot
- Realtime
- Life cycle ^
- Acquisition
- Engagement
 - Overview
 - Events
 - Conversions**
 - Pages and screens
 - Landing page
- Monetization
- Retention
- User ^
- Demographics
- Library

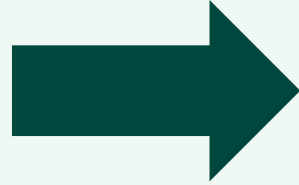
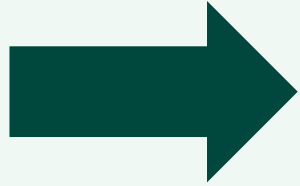
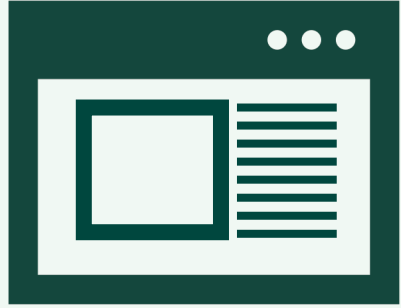
Conversions: Event name ✓ Y I Last 28 days Feb 14 - Mar 13, 2023 📊 🔗 📈 ✎

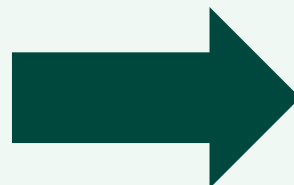
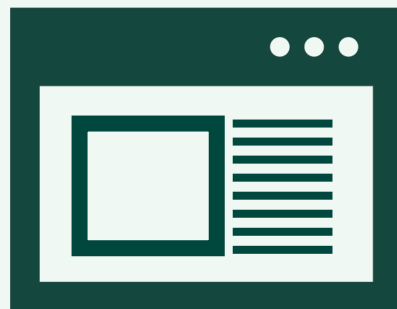
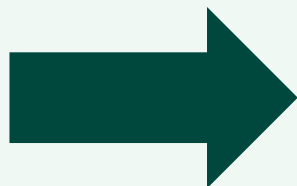


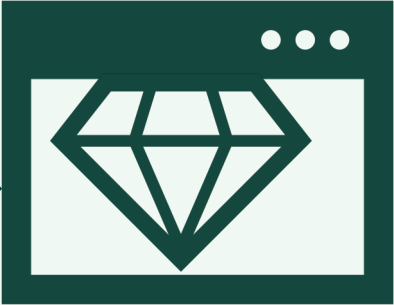
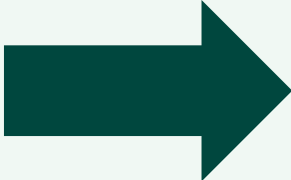
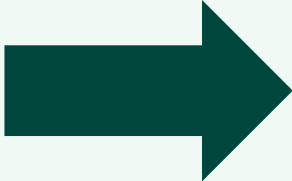
Search... Rows per page: 10 1-3 of 3

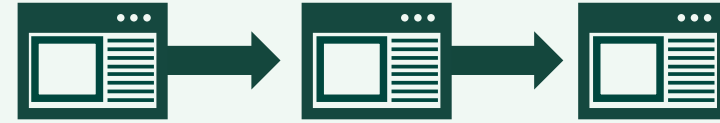
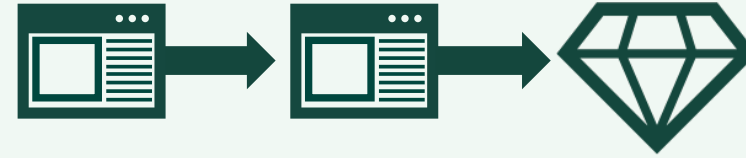
Event name	Conversions	Total users	Total revenue
	29,815.00 100% of total	13,127 100% of total	kr0.00
1 apply_button_click	7,517.00	4,134	kr0.00
2 contact_link_click	1,238.00	942	kr0.00
3 outbound_link_click_to_school	21,060.00	10,161	kr0.00











1

konvertering =

4

besök

25%

konverteringsgrad



Startsida

Registrera sig

Tacksida

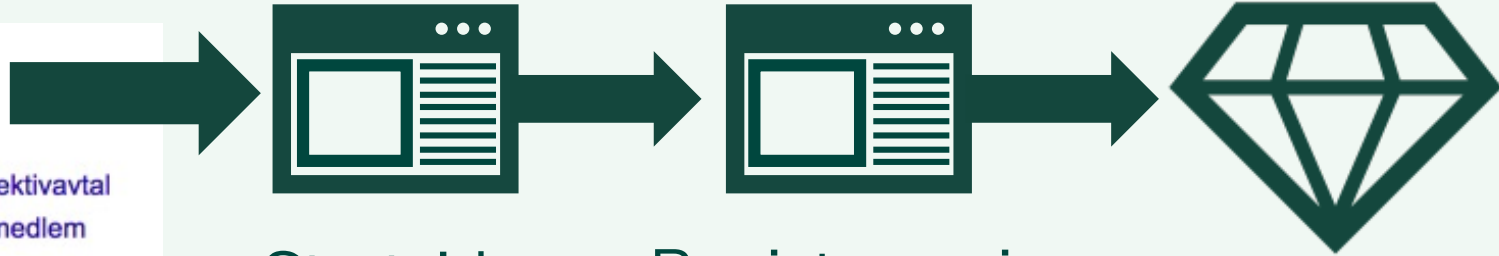


Konverteringsgraden för startsidan var 37,5%.

Fackförbundet
Ad www.facket.se/Fackforbund/
På facket får du förmåner både i och utanför jobbet

Dina rättigheter
Medlemsförmåner

Kollektivavtal
Bli medlem



Startsida

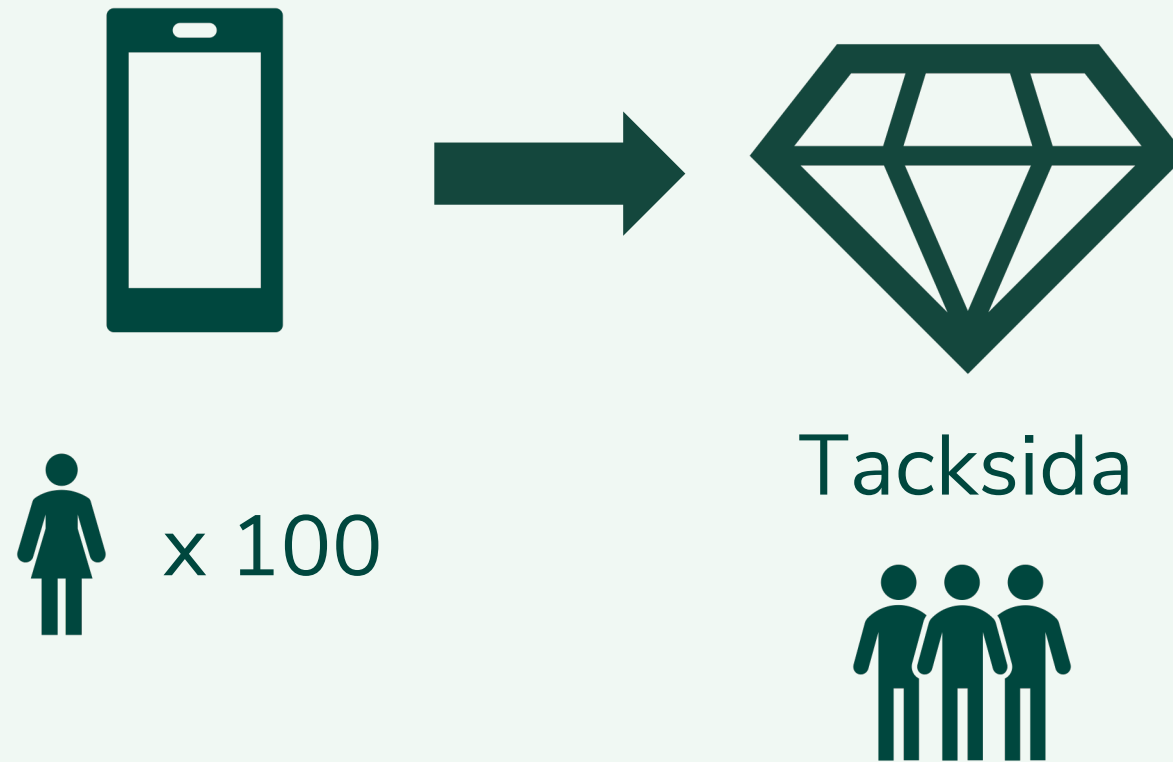
Registrera sig

Tacksida

 x 100



Annonsens konverteringsgrad är 3%.



Konverteringsgrad för mobiltelefoner var 3%.



- Webbadress
- Sessionstid
- Sidor/session
- Händelse



- Händelser

ADMIN USER

http://www.folkhogskola.nu - GA4 (263...

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events**
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import

Last 28 days Feb 14 - Mar 13, 2023
Compare: Jan 17 - Feb 13, 2023

You can now create and manage custom dimensions and metrics in Custom definitions.

Dismiss

Try it now

Modify event

Create event

Existing events

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
apply_button_click	7,517	↑ 23.3%	4,134	↑ 19.8%	<input checked="" type="checkbox"/>
click	24,113	↑ 11.6%	11,586	↑ 6.5%	<input type="checkbox"/>
contact_link_click	1,238	↓ 9.4%	942	↓ 6.5%	<input checked="" type="checkbox"/>

Jämförelser, filtreringar
och sekundära
dimensioner



Reports snapshot



Realtime



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Retention

User

Library



All Users

Add comparison +

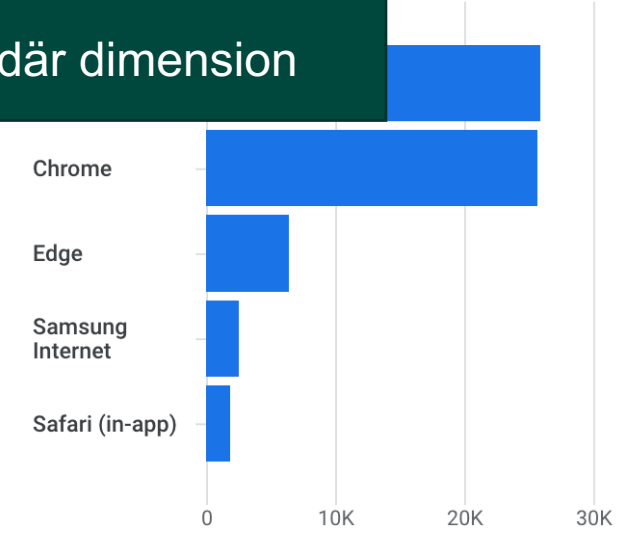
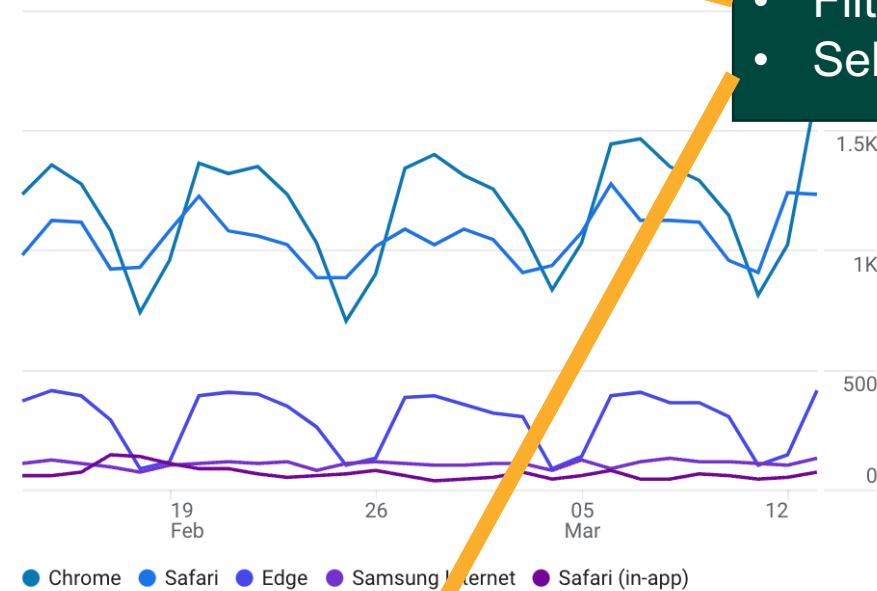
Last 28 days Feb 14 - Mar 13, 2023

Tech details: Browser

Add filter +

- Jämförelse
- Filter
- Sekundär dimension

Users by Browser over time



Search...

Rows per page: 10 Go to: 1 1-10 of 15

Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
+					





Alla användare
som besöker
webbplatsen



Alla användare
som besöker
webbplatsen

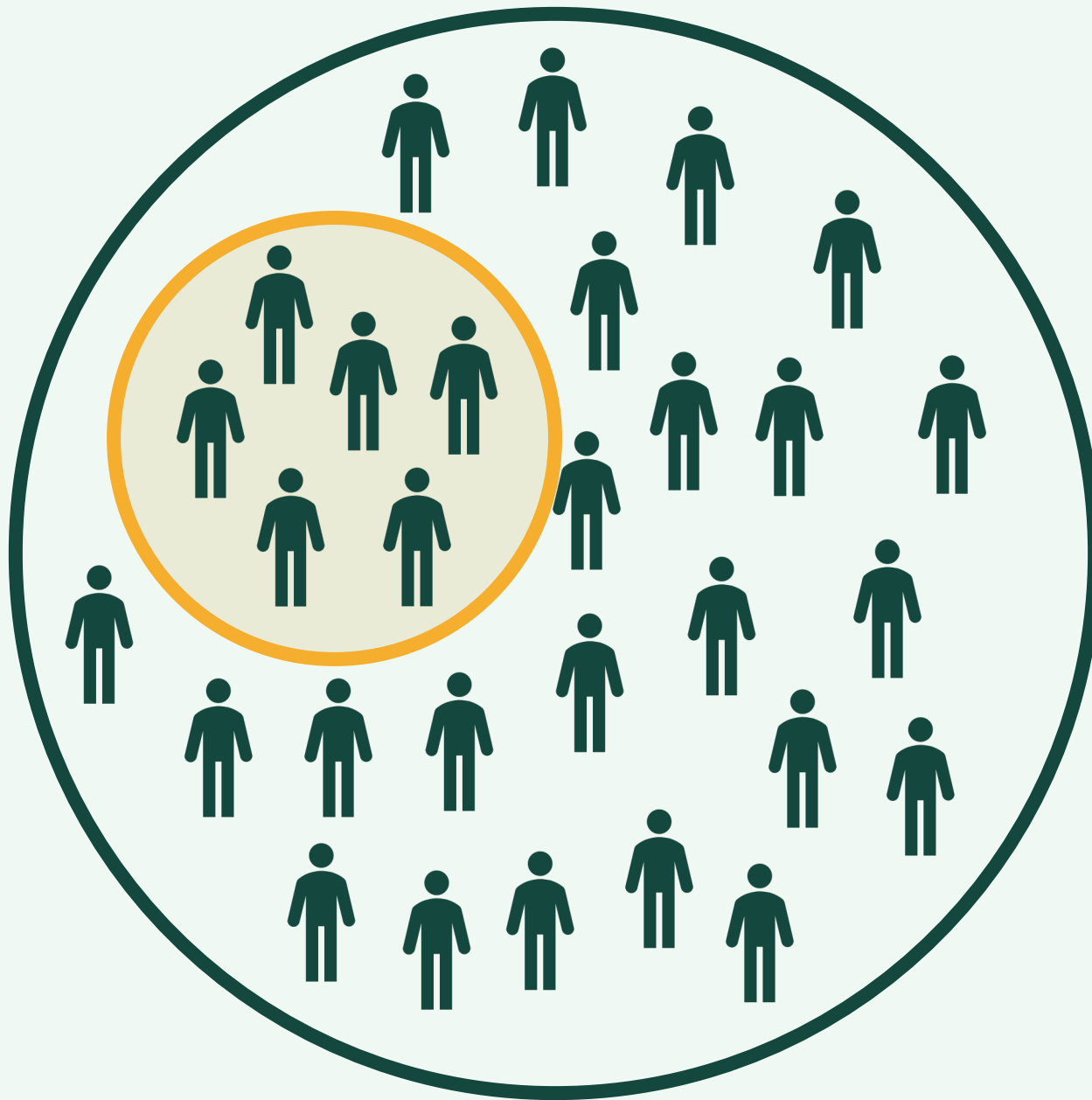


De blir
segmentet alla
användare.



Alla användare
kan delas upp i
olika segment.

Till exempel de
som surfar på
mobiltelefon.





Eller börjat på
en viss sida.

Anpassa rapporter

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

All Users Add comparison +

Last 28 days Feb 14 - Mar 13, 2023

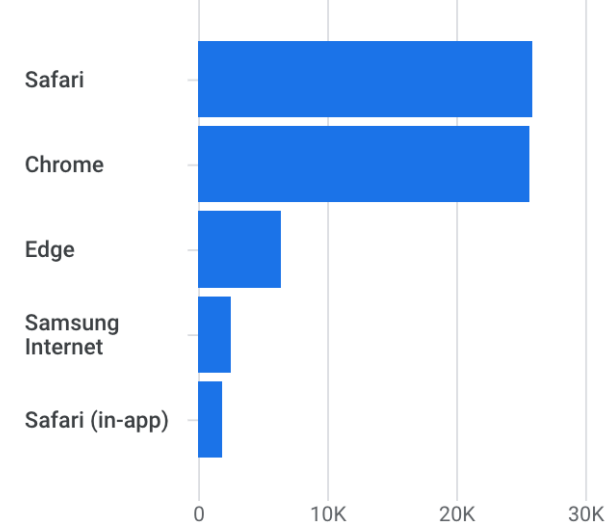
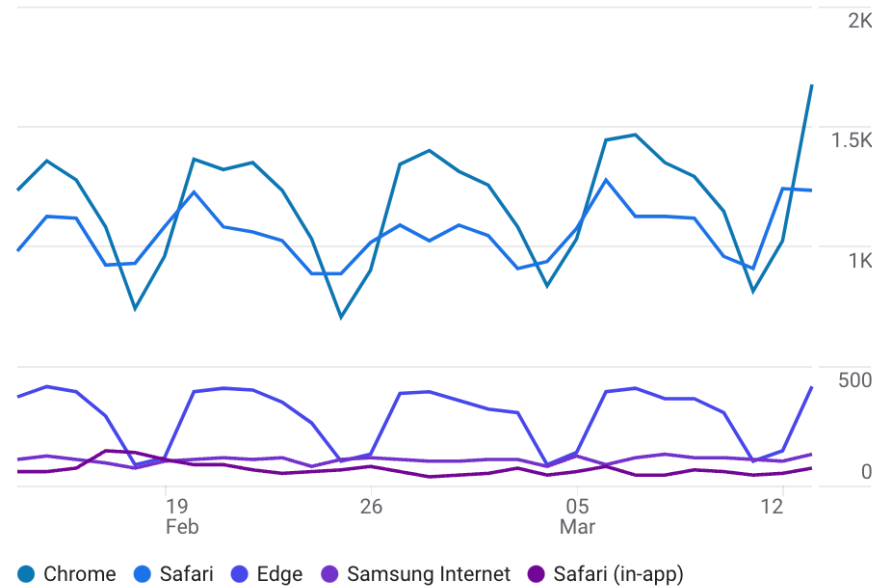
Tech details: Browser

Add filter +



Anpassa rapport

Users by Browser over time



Search...

Rows per page: 10 Go to: 1 < 1-10 of 15 >

Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user



Frågor