



Getting the most value out of Reporting in Google Analytics

GA Reporting Playbook

November 2025

Contents

- 01 [Introduction to Google Analytics Reporting](#)
- 02 [When to Use What Reporting Section](#)
- 03 [Reports Section](#)
- 04 [Reports Marketing Objective Deep Dives](#)
- 05 [Explore Section](#)
- 06 [Explore Marketing Objective Deep Dives](#)
- 07 [Advertising Section](#)
- 08 [GA Diagnostics](#)
- 09 [Using Audiences in GA](#)
- 10 [GA APIs](#)
- 11 [GA BigQuery](#)
- 12 [GA Data](#)
- 13 [Google Analytics Reporting Case Studies](#)
- 14 [Common Questions & Reporting Gotchas](#)
- 15 [Resources](#)

01

Introduction to Google Analytics Reporting

- Overview of core GA reporting experiences (Reports, Explore, Advertising, Data API, BigQuery)
- Understand why data looks different across GA reporting surfaces
- Review how scopes work in GA

GA offers a diverse set of reporting tools to cater to various needs and levels of expertise

Let's explore the five key reporting experiences:

	 Purpose:	 Key Features:	 Ideal for:
 Reports	Provides a quick and user-friendly way to gain insights into your data and core	Pre-built and custom reports, easy-to-understand visualizations, real-time data, and basic filtering options.	Routine monitoring, high-level overviews, and sharing with stakeholders who need readily accessible data.
 Explore	Enables you to go beyond standard metrics and perform deeper analysis, create custom visualizations and segments, identify hidden patterns and trends in user behavior, and answer specific questions about your data. This includes building complex funnels, conducting cohort analyses, and exploring user paths.	Flexible drag-and-drop interface, powerful filtering and segmentation, cohort analysis, funnel visualization, path exploration, and custom report creation.	Answering complex questions, uncovering user behavior patterns, and performing ad-hoc analysis.
 Advertising	Focuses specifically on analyzing the performance of your advertising campaigns. It allows you to understand how your advertising efforts drive conversions and revenue, optimize your ad spend and targeting strategies, and ultimately measure the return on your advertising investment.	Integration with Google Ads and other advertising platforms, attribution modeling, cross-channel performance analysis, and conversion tracking.	Understanding campaign effectiveness, optimizing ad spend, and measuring ROI.
 Data API	Grants programmatic access to your GA data, opening up a world of possibilities for custom integrations and applications. This allows you to automate data extraction and reporting, integrate GA data with other marketing tools and systems, and build custom dashboards tailored to your specific needs.	Flexible data retrieval, automation capabilities, integration with other systems, and advanced data analysis.	Automating reporting and integrating GA data with other tools.
 BigQuery Export	Enables you to export raw, unsampled GA data to BigQuery, Google's powerful data warehouse. This unlocks the ability to perform large-scale analysis, complex queries, and data manipulation. You can combine GA data with other data sources, build custom machine learning models, and gain a truly comprehensive view of your business.	Access to complete datasets, powerful querying capabilities, data integration, and advanced analytics.	Complex analysis, custom attribution modeling, and combining GA data with other data sources.

Why does data look different between Reports, Explore, Data API & BigQuery?

This table outlines **key differences** between Reporting platforms that contribute to differences in data.

	REPORT			EXPORT	
	 Reports	 Explore	 Advertising	 Data API	 BigQuery
Data Scope	Session and User-level data	Event, Session, User, and Item level data	Event-level data	Event, Session, User, and Item level data	Raw Event, User, Item, and Cross-Channel /integration-specific Session level data
High Cardinality	Possible. When using aggregate data from tables with more rows than the table's row limit.	Possible. When using aggregate data from tables with more rows than the table's row limit.	Possible. When using aggregate data from tables with more rows than the table's row limit.	Possible. When using aggregate data from tables with more rows than the table's row limit.	No
Sampling Used when the number of events returned by an exploration exceeds the limit for your property type.	Possible. When processing more events than the quota limit, Analytics uses a representative sample of the available data.	Possible. When processing more events than the quota limit, Analytics uses a representative sample of the available data.	Possible. When processing more events than the quota limit, Analytics uses a representative sample of the available data.	Possible. When processing more events than the quota limit, Analytics uses a representative sample of the available data.	No
Data Driven Attribution Data-driven attribution distributes credit for the key event based on data for each key event.	No	Yes	Yes	Yes	No
Key Event Modeling Allows for accurate conversion attribution without identifying users.	Included	Included	Included	Included	Not Included

Why does **data look different** between Reports, Explore, Advertising, API & BQ?

This table outlines **key differences** between Reporting platforms that contribute to differences in data.

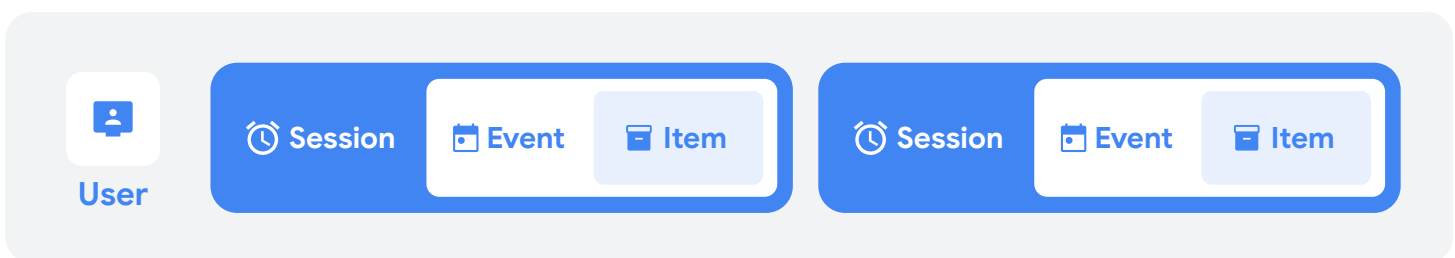
	REPORT			EXPORT	
	 Reports	 Explore	 Advertising	 Data API	 BigQuery
Behavioral Modeling Behavioral modeling for consent mode uses machine learning to model the behavior of users who decline analytics cookies based on the behavior of similar users who accept analytics cookies.	Included in the reporting module, including realtime.	Partially included, only in path, funnel, custom funnel and user purchase journey reports.	No	Included	Not included
Limitations	150 custom reports / property. GA360 properties have higher limits overall.	200 individual explorations per user/property and up to 500 shared explorations/property. Up to 10 segments per exploration can be imported. GA360 properties have higher limits overall.	Maximum of 30 key events per property. GA360 properties have higher limits overall.	Analytics APIs are subject to API quotas . GA360 properties have higher limits for data collection, reporting, retention and quotas.	Standard properties have a daily export limit of 1M events/day. GA360 properties have a nearly limitless export.
Thresholding Applied to prevent anyone viewing a report or exploration from inferring the identity of individual users based on demographics, interests, or other signals present in the data.	Possible	Possible	Possible	Possible	No
Cross-Platform Reporting with Google Signals Google signals are session data from sites and apps that Google associates with users who have signed in to their Google accounts, and who have turned on Ads Personalization.	Can be applied	Can be applied	Can be applied	Can be applied	No

GA Reporting Foundations

- **Building Blocks of GA Data:** Before we dive into scopes, let's recap the fundamental elements of GA data

 Metrics	 Dimensions	 Item
Quantitative measurements that represent numerical data (e.g., Event count, Pageviews, Revenue)	Attributes that describe your data, typically represented as text (e.g., Event name, Page title, City).	Individual products, services, or distinct objects tracked within an event (e.g., a specific SKU, product name).
 Event	 Sessions	 Users
Distinct user interactions within a session (e.g., page_view, add_to_cart, purchase)	A period of user activity on your website or app, initiated when a user arrives and ending after a period of inactivity or a specific action.	Individuals who interact with your website or app.

- **At a high level:** Google Analytics organizes users, session and events in the following hierarchy



-  A **user** is a person who interacts with your website or app
-  A **session** is initiated when a **user** either opens your app in the foreground or views a page or screen and no session is currently active, for example, their previous session has timed out.
 - By default, a session ends or times out after 30 minutes of user inactivity (session timeout duration can be configured from the admin panel). There is no limit to how long a session can last.
-  An **event** is a distinct user interaction within a session (such as an add to cart or purchase in an ecommerce website, or a level up in a game).
-  An **item** refers to an individual product, service, or distinct object that is tracked within an event, typically in the context of e-commerce (e.g., a specific product purchased within an 'add to cart' or 'purchase' event).

GA Reporting Foundations

- **Understanding Scopes:** Scopes determine how metrics and dimensions are aggregated and reported in GA. There are four main types of scopes:



User-scoped: Applies to all actions a user takes across multiple sessions.

Example: Total number of sessions a user has initiated, lifetime value of a user



Event-scoped: Data is associated with a particular event.

Example: Event name, event parameters, event timestamp



Session-scoped: Applies to all events within a particular session.

Example: Session duration, number of pages viewed in a session, traffic source of a session



Item-scoped: Applies to items within an event, such as products in an e-commerce transaction.

Example: Product name, product price, quantity added to cart

- **GA Scopes Explained:** How Items, Events, Sessions, and Users Connect to Your Data



In GA, understanding how data is organized and grouped is crucial for accurate analysis and reporting.

This is where the concept of "scopes" comes into play. Scopes define how metrics and dimensions are associated with different levels of user interaction, such as events, sessions, and users.

GA Scopes Explained: How are Scopes Useful?

 Objective	 Strategy	 Metrics & Dimensions:	 Report Example
"I want to identify top acquisition channels for new users for my website."	You can use user-scoped metrics and dimensions to determine which marketing channels are the most effective at driving user acquisition.	New Users • First User Source • First User Medium	User Acquisition
"I want to analyze conversion paths within sessions"	You can analyze the steps users take within a single session that leads to a conversion (e.g. purchase, signup) via a combination of session and event-scoped metrics and dimensions.	Sessions • Session Source • Session Medium	Traffic Acquisition
I want to segment my users based on their engagement with our blog page"	You can compare how different user segments interact with specific types of content by using user and event-scoped metrics and dimensions.	Views, Active Users, Engagement • Page Title & Screen Class • Content Group	Pages and Screens
"I want to analyze what factors influence my users in subscribing to different tiers."	You can use a combination of event and item-scoped metrics and dimensions to measure for conversion behavior between the subscription bundles.	Purchases, Revenue • Item Name • Item Category • Item Brand	Ecommerce Purchases



By understanding scopes, you can ensure that **you're using the right metrics and dimensions for your analysis**, leading to more accurate and actionable insights from your GA data.

Data Scopes: A Quick Reference Guide in the [Reports Section](#)

Understanding how data is scoped is fundamental to interpreting your reports correctly, as it determines how metrics and dimensions are associated with a user's interactions. Below is a quick guide to the primary scope of key GA reports, summarizing information from across the platform.

 Report Category	 Primary Scope(s)	 Typical Use Case
User Acquisition	User	Analyzing how new users discover your site/app.
Demographics	User	Understanding the characteristics of your audience.
Tech	User	Seeing which devices and platforms your users use.
Traffic Acquisition	Session	Evaluating how sessions are initiated by different channels.
Pages & Screens	Event	Measuring the engagement and views of content.
Engagement & Events	Event	Analyzing user behavior and tracking key events.
Monetization & Ecommerce	Event, Item	Understanding product and transaction performance.



Key Takeaway: By knowing a report's primary scope, you can ensure you are using the right metrics and dimensions for your analysis. For instance, you wouldn't use a session-scoped dimension like "Session Source" to analyze a user-scoped metric like "New Users," as the data would not align correctly.

02

When to Use What Reporting **Section**

- A quick guide on the different reporting sections, and when to use what type of report.

When to Use What Section: An Overview

Google Analytics offers distinct sections, each designed to help you answer different types of questions about how customers engage with your business across various touchpoints.

Understanding the primary benefit and typical use cases for each section will empower you to efficiently find the insights you need.

	Main Customer Value/Benefit	Example Use Cases
 Reports section	Main Customer Value/Benefit: The Reports section is your essential hub for monitoring predefined/custom reports, high-level behavioral trends and overall site and/or app performance. It provides a quick, structured overview of what your users are doing and how your content and features are performing, serving as your daily pulse check for user engagement.	• Daily Engagement Monitoring: Track core metrics (active users, sessions, engagement time) to get a rapid, high-level pulse on daily and weekly user activity. • Understanding User Demographics: Easily view aggregated data on user location, age, and interests to inform content and audience targeting decisions. • Tracking Key Events (Behavioral): Monitor the frequency and volume of specific user actions. • Content Interaction Review: Identify your top-performing content, pages, and screens to understand what users are consuming most frequently. • Standard Traffic Source Analysis: Review pre-built acquisition reports to understand which channels (Organic Search, Direct, Social) are successfully delivering engaged users to the property.
 Explore section	Main Customer Value/Benefit: The Explore section offers advanced techniques for custom, granular behavioral analysis and uncovering unique insights into complex user journeys and interactions. It's ideal for answering specific "why" questions and building highly segmented views of how users truly behave, moving beyond predefined reports to deep investigative analysis.	• Ad-Hoc Analysis: Answer specific, one-off questions about user behavior (e.g., "What's the typical path users take before completing a specific key event?"). • User Segmentation: Create complex segments and compare behavior across different user groups (e.g., "How do users who complete a specific key event behave differently from those who don't?"). • Key Event Funnel Optimization: Visualize and optimize multi-step user journeys leading to a key event, identifying drop-off points (e.g., "Where are users abandoning our signup process?"). • Path Exploration: Understand the sequence of events users take on your site or app (e.g., "What are the common navigation paths for users coming from social media before a key event?"). • Cohort Analysis: Analyze the behavior and engagement of groups of users over time (e.g., "How does user retention change for users acquired in different months who performed a specific key event?").
 Advertising section	Main Customer Value/Benefit: Advertising section focuses on advertising performance, offering a dedicated space to measure campaign performance / attribution. If your goal is to measure the ROI of Ads, plan future budgets, optimize current budgets across channels & campaigns - this is where you should be to understand this data and make decisions.	• Cross-Channel Conversion Performance: View holistic conversion data, including robust insights from Engaged View Conversions (EVCs), and other key metrics (e.g., ROAS, revenue, CPA) across all your marketing channels in one consolidated report. This is the primary report for understanding your business's defined conversions and their comprehensive impact. • Ad Campaign Optimization: Evaluate which advertising campaigns are most efficient in driving conversions and revenue. • Attribution Modeling: Apply different attribution models (e.g., data-driven, last click) to understand how various touchpoints contribute to your defined conversions. • Understanding Paid User Journeys to Conversion: Analyze the specific conversion paths of users acquired through your advertising efforts that lead to a conversion. • Justifying Ad Spend: Demonstrate the return on investment (ROI) of your advertising budget by tying it directly to business conversions.

02

GA Reports Section

- Understand the different types of GA Reports
 - Home
 - Predefined Reports
 - Custom Reports
 - Integration Reports
- Customize and share reports/collections across an organization

Getting started with Reports in GA

Let's review the foundations of the GA Reports, your essential hub for quickly understanding and monitoring digital property performance through structured, predefined, and customizable data views.

Overview of GA Reports

Home:

The Home page surfaces information that's relevant to you based on your behavior in Analytics. You can use the page to monitor traffic, navigate around Analytics, and get insights about your websites and mobile apps. The Home page provides more personalized content as you continue to use Analytics.

Predefined reports:

A set of standard, out-of-the-box reports organized into collections (like Lifecycle/Business Objective and User) that provide immediate insights into common aspects of user behavior, such as acquisition, engagement, monetization, and demographics, without requiring any initial setup.

- Overview reports: These reports summarize data about a topic; for example, see how much you're making across ecommerce purchases, in-app purchases, and mobile ads.
- Detail reports: These reports provide more in-depth information about an area of interest; for example, see in-depth data about ecommerce purchases.

Custom reports:

Customizing reports allows users with appropriate permissions to modify existing predefined reports by adjusting dimensions, metrics, filters, and charts, or to create entirely new custom detail reports to precisely fit their analytical needs and visualize the most relevant data.

Integration reports:

Integration reports leverage linked platforms like Google Ads, SA360, CM360, DV360, and Search Console to provide a unified view of user acquisition and engagement activity directly alongside your website or app data, enabling a more holistic understanding of user journeys and channel contribution.

Report Collections

- The set of reports below the Reports snapshot and Real Time reports in the left navigation are called report collections. You will see some of the following report collections based on information you provide during setup. You can [customize the report collections](#) to include any report.

Understanding GA Home

Google Analytics Home provides a personalized, high-level overview of your website or app's performance, featuring **key metrics**, **real-time activity**, **recently accessed reports**, and **AI-powered insights** to help you quickly understand trends and navigate your data.

01 | Home

To access Home, click **Home** in the left navigation.



 Deep Dive: Navigating **GA Home****02 | Insights**

An **Insight** is a piece of information, either automatically generated by machine learning or triggered by a custom condition you set, that alerts you to an unusual trend, anomaly, or key change in your data.

03 | Overview section

The **Overview section** shows relevant metrics with a trendline for each metric. To change a metric, hover over the metric's drop down menu and click a new metric.

04 | Realtime section

The **Realtime section** shows activity as it happens using data from the Real Time Report. The card shows the number of users in the last 30 minutes.

05 | Recently accessed

Recently accessed provides links to parts of your Analytics account that were accessed most recently.

06 | Suggested for You

The **Suggested for You** section highlights cards that you view often, even if they haven't been viewed recently.

07 | Insights & Recommendations

The **Insights & Recommendations** section highlights Google AI powered Insights (unusual changes or emerging trends) and Recommendations (tailored suggestions) to help you get the most useful and accurate data & take advantage of new features as they become available.

Understanding Predefined Reports

GA offers a library of predefined reports organized into [collections](#) to help you analyze different aspects of your website or app's performance. Let's take a quick look at the key categories



Reports Snapshot: This report offers a more detailed overview of user behavior, acquisition channels, engagement metrics, and monetization performance. Users can choose from three out-of-the-box templates in this section.



Real Time Reports: These reports provide a live view of user activity on your website or app, showing data within minutes of it occurring.



Business Objective: This collection organizes reports around common business goals, offering a more goal-oriented view of your data. It helps you track performance directly against specific objectives. Key sections typically include:

- Generate leads:** Focuses on reports related to user acquisition and lead generation efforts.
- Drive sales:** Tracks sales performance and e-commerce related metrics.
- Understand web and/or app users:** Provides insights into overall user behavior, demographics, and technology.
- View user engagement & retention:** Highlights how users interact with your content and their retention over time.



Life Cycle (Alternative to Business Objective): These reports focus on the user journey, from acquisition to conversion and retention. They help you understand how users discover your website or app, engage with your content, and ultimately become valuable customers.

Key reports include:

- Acquisition:** Analyze traffic sources, campaigns, and user demographics.
- Engagement:** Explore user behavior, content performance, and event tracking.
- Monetization:** Track revenue, conversions, and ecommerce performance.
- Retention:** Understand user retention, churn, and lifetime value.



User: These reports provide deeper insights into your user base, including demographics, technology used, and behavior patterns. **Key reports include:**

- Demographics:** Analyze user characteristics like age, gender, and interests.
- Tech:** Understand the devices, browsers, and operating systems used by your audience.



App Developer (when applicable): These reports provide specific insights for app developers, focusing on app usage, performance, and user engagement.



Games Reporting (when applicable): These reports offer specialized metrics and dimensions for analyzing game performance, player behavior, and in-app purchases.



Purpose: Use these predefined reports as a starting point for your analysis. They provide valuable insights into various aspects of your website or app's performance, helping you identify trends, understand user behavior, and uncover opportunities for improvement.

Deep Dive: Navigating Predefined Reports

The screenshot shows the Google Analytics interface with the 'Reports snapshot' view selected. The left navigation menu is open, highlighting the 'Life cycle' collection. The main content area displays the 'Life cycle reports' section, which includes a line chart showing active users over time. The chart shows a sharp initial drop followed by a relatively stable trend with minor fluctuations.

01 | Report Snapshot

02 | Realtime reports

03 | Life cycle reports

Active users 95K New users 91K Average engagement 53s

04 | User reports

New users by First user primary channel group (Default Channel Group)

The screenshot shows the Google Analytics interface with the 'Reports snapshot' view selected. The left navigation menu is open, highlighting the 'Business objectives' collection. The main content area displays the 'Business objectives' section, which includes a table showing active users and new users.

03 | Business Objectives

Active users 867 New users 816



Depending on your GA setup, you will either see the “Life cycle” or “Business objectives” predefined collection in the left navigation.

Deep Dive: Navigating Predefined Reports

01 | Report Snapshot

Report Snapshot in GA provides a customizable, high-level overview of your website or app's performance, summarizing key metrics from various reports into a single, digestible dashboard.

02 | Realtime reports

Real Time reports provide immediate, up-to-the-minute insights into active users on your website or app.

03 | Business Objectives / Life cycle reports

The **Business Objectives** collection organizes predefined reports around common business goals, offering a goal-oriented view of your data for tracking specific objectives.

Life cycle reports offer a holistic view of the customer journey, breaking down user interactions into key stages such as acquisition, engagement, monetization, and retention, enabling businesses to understand and optimize the entire user experience.

04 | User reports

User reports provide detailed insights into your audience, helping you understand who your users are, how they were acquired, and their individual behaviors.



How to Customize Reports in GA

While GA's predefined reports offer valuable insights, customizing them allows you to tailor your analysis and focus on the metrics that matter most to your business objectives. Keep in mind that only users with Editor or Admin roles in GA have the ability to customize reports. This means they play a key role in creating curated views of data for other stakeholders.

What Customization Means:

Customizing reports involves modifying existing reports to better suit your specific needs. Here's what you can currently customize:



Metrics and Dimensions:

- Add or remove metrics and dimensions
- Reorder metrics and dimensions
- Create calculated metrics



Visualization:

- Change the chart type
- Adjust chart settings



Filters and Segments:

- Apply filters
- Create and apply segments



Report Settings:

- Change the date range
- Modify the report title and description
- Save custom reports

How to Customize and Share Reports:



To edit an existing report, click into the Reports → Library left menu item. Hover over a detail report in the table and click More. **To create a new detail report**, click into the Reports → Library menu.



To customize a report, open the report you want to customize → click the "Customize report" icon (it looks like a pencil) → use the "Report customization" panel to add or remove metrics and dimensions, change the visualization, apply filters, and create segments → save your customized report by clicking the "Save" button.



To share your report with others click the "Share" button in the top-right corner of the report → choose your preferred sharing method (e.g., via a link, email, or embedded) → configure the sharing settings, such as who can access the report and their level of access.

- **To export your report for offline use or further analysis** click the "Export" button in the top-right corner → select your desired export format (e.g., PDF, Google Sheets, CSV) → configure the export settings, such as the date range and specific data to include.



By **customizing, sharing, and exporting reports**, you can effectively collaborate with others, communicate your findings, and make data-driven decisions based on tailored insights.

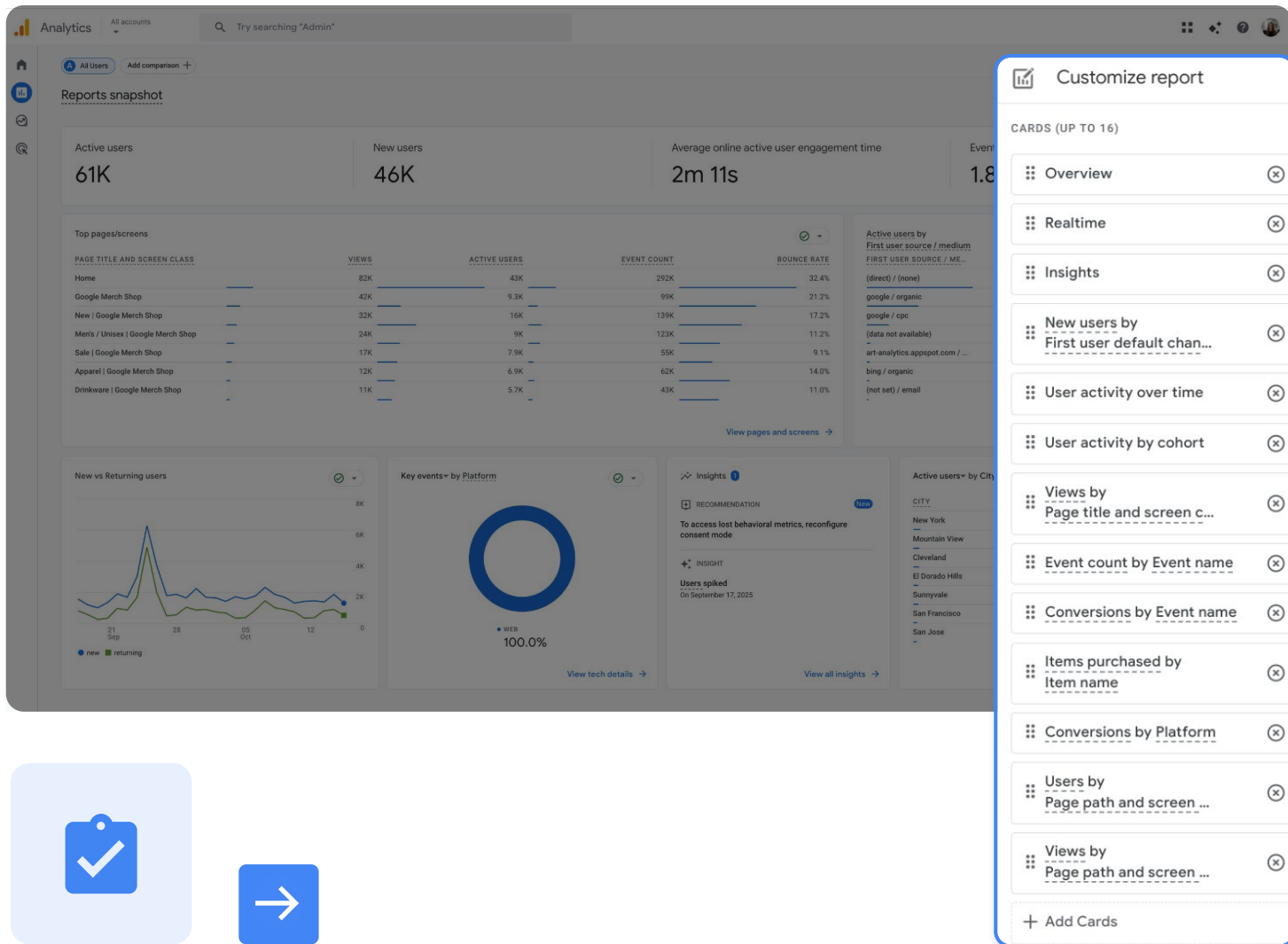
Deep Dive: How to customize the Reports Snapshot



The **Reports Snapshot** is the overview report displayed when a user clicks Reports in the left navigation. An overview report can be set as the Reports Snapshot. Below, we highlight how to customize the cards within the Reports Snapshot page using the Report Builder.

What are the steps to **customize cards** on the Reports Snapshot page?

- ✓ **STEP 1:** Access the **Report Builder** by clicking the Click Customize Report  in the upper-right corner
- ✓ **STEP 2:** Drag cards  to change the order in which the cards will appear in the report
- ✓ **STEP 3:** Click  to **remove a card** from the report
- ✓ **STEP 4:** Click "+ Add Cards" to **add a card** to the report



The screenshot shows the Google Analytics Reports Snapshot page. The main dashboard displays key metrics: Active users (61K), New users (46K), Average online active user engagement time (2m 11s), and Event count (1.8M). Below these are sections for Top pages/screens, New vs Returning users, Key events by Platform, and Active users by City.

The 'Customize report' panel is open on the right, showing a list of cards that can be added to or removed from the report. The cards are:

- Overview
- Realtime
- Insights
- New users by First user default chan...
- User activity over time
- User activity by cohort
- Views by Page title and screen c...
- Event count by Event name
- Conversions by Event name
- Items purchased by Item name
- Conversions by Platform
- Users by Page path and screen ...
- Views by Page path and screen ...

At the bottom of the panel is a '+ Add Cards' button.

Deep Dive: How to create a report from scratch in GA Reports

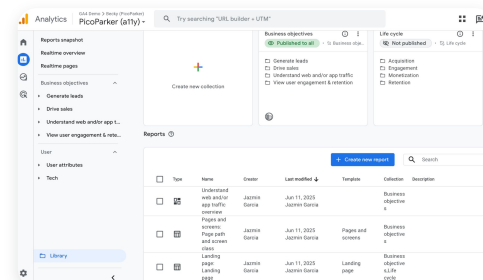


While GA provides many predefined reports, creating a custom report from scratch in the Reports section allows you to tailor a view to your specific business questions. This is particularly useful when you need to combine specific dimensions and metrics not found together in standard reports, or when you want a highly focused view for regular monitoring of a unique aspect of your business.

Steps to Create a Custom Report

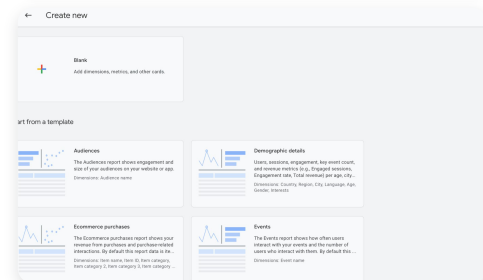
1. Go to Library & Create New Report

- Navigate to the Reports section in GA, then click on Library at the bottom of the left-hand navigation.
- Click the "Create new report" button.



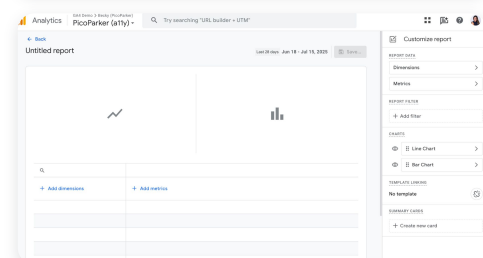
2. Choose Blank or Template

- Select "Create new report" if you want to build it entirely from scratch, or choose a template to start with a predefined structure.



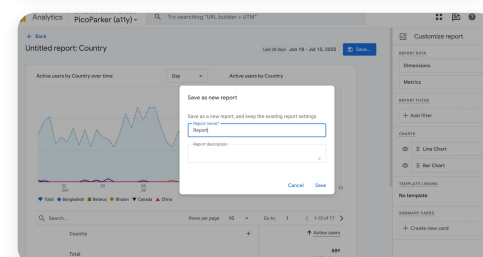
3. Add Dimensions and Metrics

- In the report builder, select the dimensions (e.g., "Page path," "Device category") and metrics (e.g., "Views," "Active users," "Event count") you want to include in your report.
- Organize them as needed (e.g., table columns, charts).



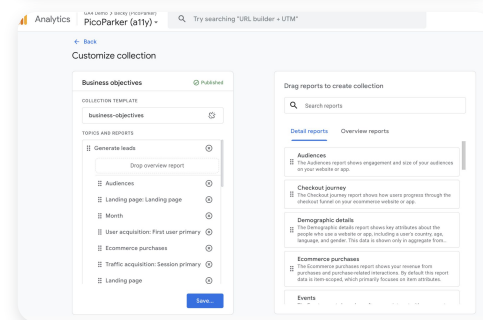
4. Save Your Report

- Once you've configured your report's data and layout, click the "Save" button in the top right corner.
- Give your report a meaningful name.



5. Add to Collection and Publish

- After saving, you'll have the option to add your new report to an existing report collection (like "Life Cycle" or "Business Objectives") or create a new one.
- Ensure the collection is published for your new report to appear in the left-hand navigation for all users with access to that property.



Deep Dive: How to customize the Reports Left Navigation



Property administrators can **organize reports into collections and topics in the report navigation**. By customizing collections and topics within collections, reports will be customized for all those with access to the account.

What are **collections** and how do I create them?



A **collection** is a set of reports. GA users can create their own collections. Business Objective/Life cycle and User are predefined collections that appear in the report navigation by default.

To **create** a collection:

1. In the left navigation, click "Library" in the bottom left corner and "Create New Collection"
2. Click Blank to start with an empty collection that has no topics and reports
3. Enter a name in the Collection name field
4. Click "+Create new topic" and enter a topic name
5. Click apply and drag a Detail report from the card on the right and drop it under the new topic
6. Drag and an Overview report from the card on the right and drop it under the new topic
7. Click save
8. Reports will now appear in the left navigation

How do I **make collections available** for all users within the Property?

Collections must be **Published** to make it available to everyone with access to the Analytics property.

To **publish** a collection:

1. In the left navigation, click Library and locate your collection card
2. Click "More" and click "publish"

✓ Resource: [Customize Report Navigation](#)

Using Your Marketing Data with Integration Reports

Integration reports in GA are special reports that become available in your **"Reports"** section when you link your Google Analytics property with other Google marketing and advertising platforms. They combine data from these external sources with your website or app data within GA.



The value: These reports are crucial for understanding the holistic impact of your acquisition and content strategies. Instead of looking at results in isolated silos, integration reports allow you to see how different channels contribute to user acquisition, engagement, and the achievement of business Key events, enabling more informed optimization decisions.

Key Examples:



Google Ads Report: Once linked, GA provides reports (accessible by default under Acquisition Overview) that show **traffic and user behavior** of your Google Ads campaigns. They help you analyze:

- Which campaigns and ad groups are driving traffic to your site (dimensions like Session Google Ads Campaign).
- The **on-site user behavior** those campaigns generate (metrics like Sessions, Engagement Rate, and Key events).
- The **Total Revenue** generated from users who arrived via a specific campaign.



Google Marketing Platform (GMP) Reports: Linking platforms like **DV360**, **SA360**, and **CM360** also generates dedicated reports deeplinked within Cards in the Acquisition Overview report. These reports allow you to segment session-scoped behavior data by GMP-specific dimensions (e.g., DV360 Creative Name, SA360 Engine Account Name).



Google Search Console Reports: After linking, GA surfaces a dedicated report collection. **Note:** This collection is **unpublished by default** and must be published from the **Library** to appear in the main navigation menu. Once published, the new **Search Console** section contains two primary reports that merge organic search data with on-site behavior:

- **Organic Search Queries Report:** Displays the specific search queries that led to impressions and clicks in Google Search.
- **Organic Search Traffic Report:** Displays landing pages with associated Search Console metrics and subsequent user engagement metrics (e.g., sessions, Key events).



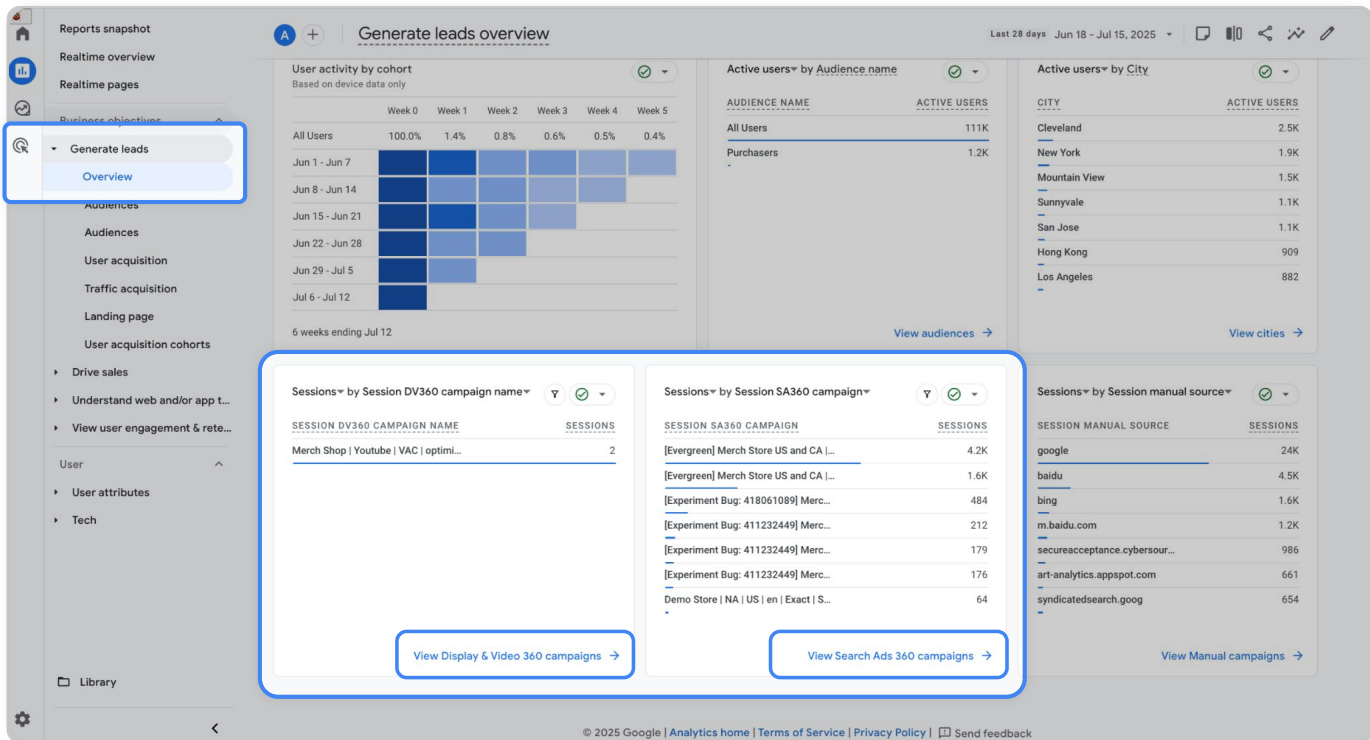
Note on Additional Integration Performance Reporting

The [Advertising section](#) in Google Analytics is a separate, dedicated section where you can find deeper **performance, attribution, and cross-channel reporting**. This is the primary area to analyze **paid media metrics** such as Ads Cost, Ads Clicks, Return on Ad Spend (ROAS), and to use advanced **Attribution Models** across all your linked Google advertising platforms (e.g. Google Ads, SA360, DV360, CM360). More information on the Advertising Section can be found in following sections!

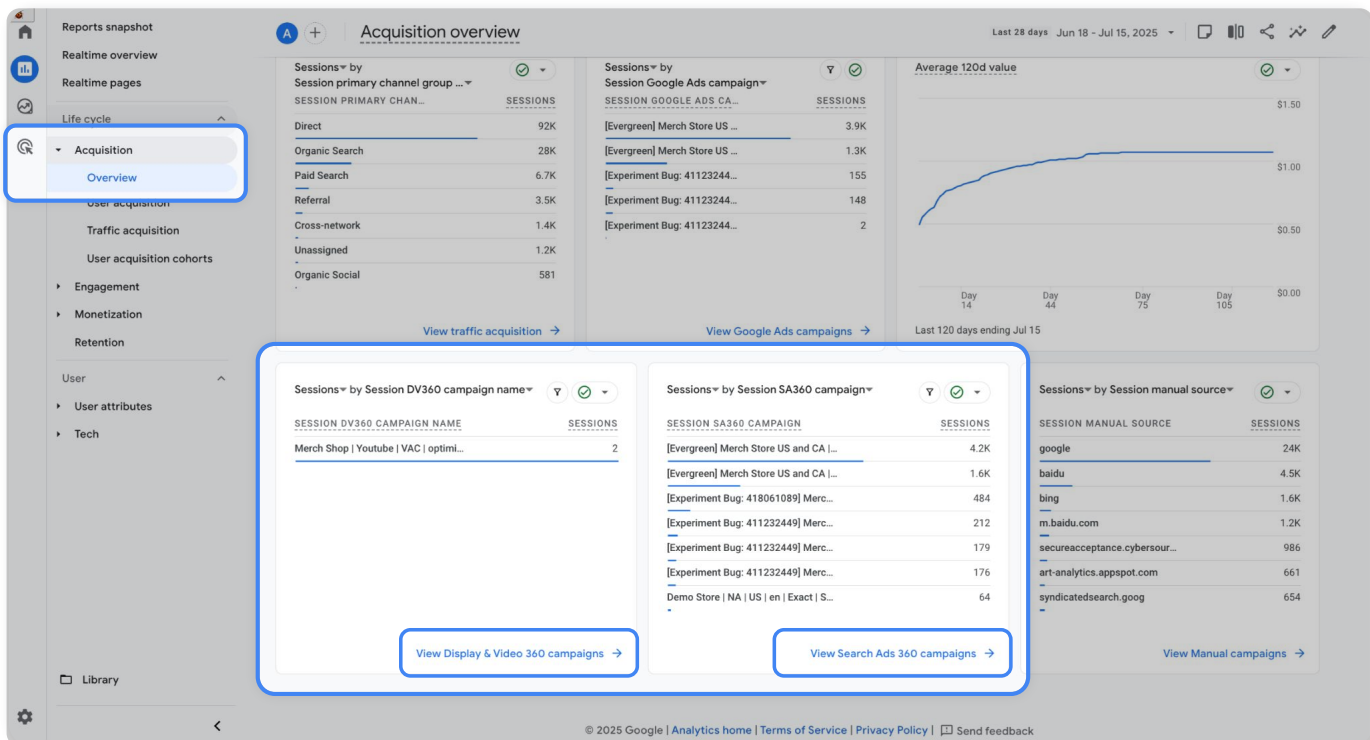
Deep Dive: Navigating Integration Reports

You can find your integration reports deeplinked within Cards in Acquisition Overview reports, as seen below:

Business objective UI Example



Life cycle UI Example



03

Aligning GA Reports to Marketing Objectives

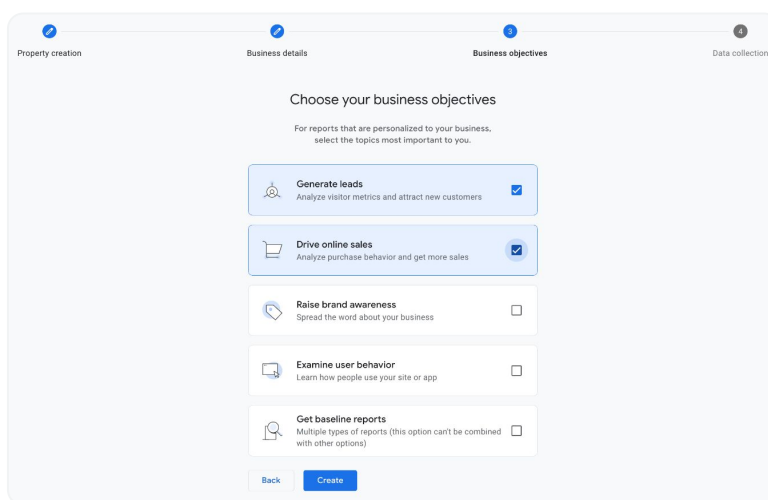
- Overview of relevant GA Reports per marketing objective
- Deep Dive examples!

Aligning GA Reports to your Marketing Objectives

GA Guides You

When you initially set up your **GA property**, you'll be guided through a process that asks about your primary business objectives. This is a crucial step! GA uses this information to tailor your reporting experience and suggest relevant reports and metrics.

It's important to remember that your **marketing objectives** might change over time, and that's perfectly fine! GA allows you to **adjust your measurement plan and reporting focus as your business needs evolve**. This ensures that your reporting always remains aligned with your current goals. You're not locked into your initial choices!



Marketing Objectives and Corresponding GA Reports

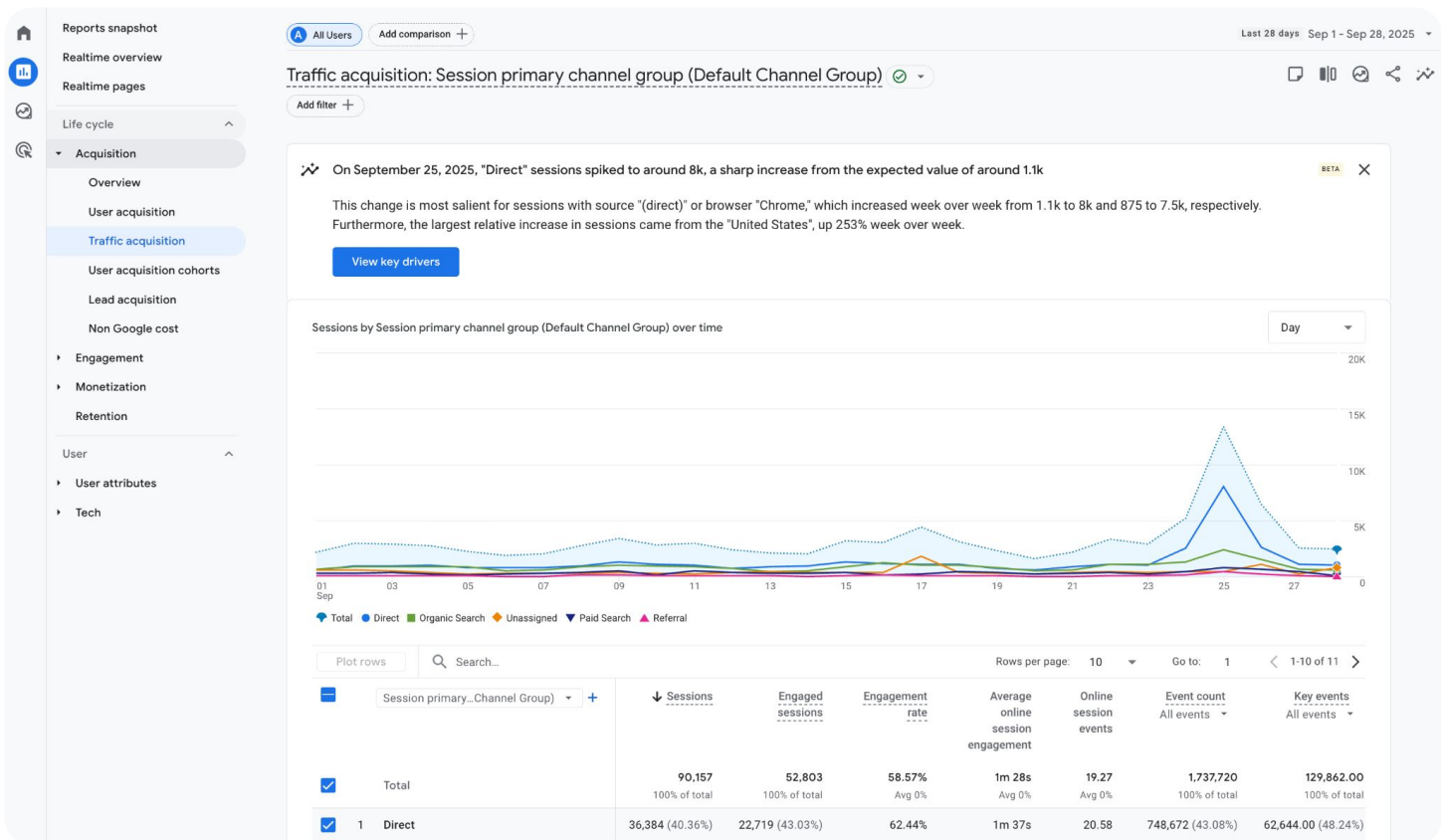
Here's a table showcasing common marketing objectives and the GA reports that can help you track progress:

 Awareness & brand consideration	 Lead Generation	 Online Sales	 App Engagement
Acquisition Overview, Traffic Acquisition, User Acquisition, Engagement Overview, Pages and Screens, Events	Acquisition Overview, Traffic Acquisition, Events, Conversions	Monetization Overview, Ecommerce Purchases, Product Performance, Sales Performances	Engagement Overview, Pages and Screens, Events, App Developers Report (if available)



***Note:** This table provides a general guideline. The specific reports you choose will depend on your unique marketing objectives and KPIs.

Deep Dive: Awareness & Brand Consideration Predefined Report Example



Common reporting use cases

To measure Awareness and Consideration in GA standard reports, you should focus on metrics and dimensions that reveal **how users find you** and **how they engage with your site/app** once they arrive. For example:

- **Awareness (reach):** How many new people are discovering my brand? Which marketing channels are driving the most first-time visitors?
 - Relevant metrics: New Users, Views, Total Users, Sessions
- **Consideration (Engagement):** Are people interacting meaningfully with my content? Which pages are most effective at holding attention? How deep are users exploring?
 - Relevant metrics: Engaged Sessions, Engagement Rate, Average Engagement Time, Views per User, Scroll event

Recommended report(s)

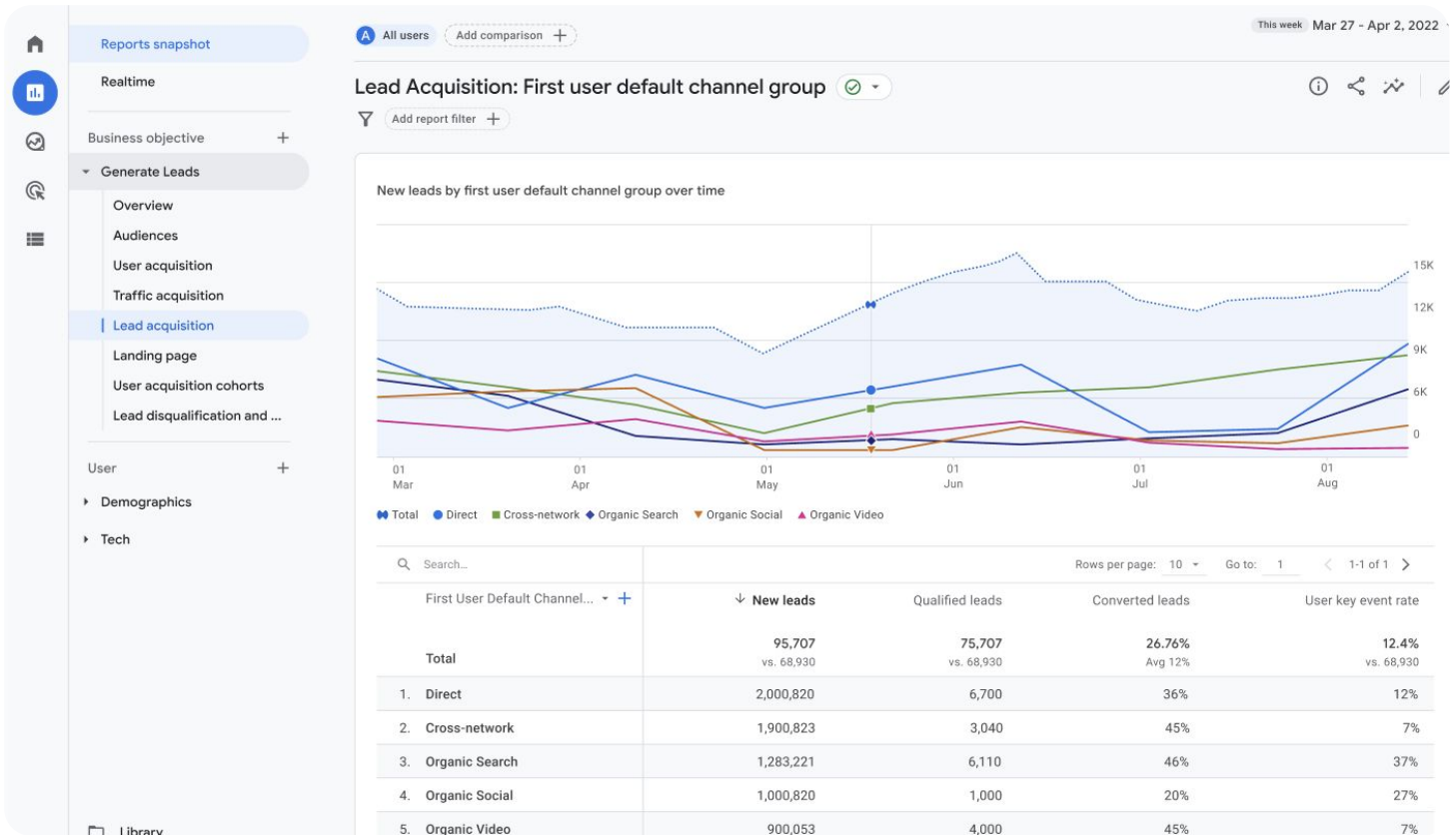
Traffic Acquisition Report: Allows you to look into which sources and mediums are driving traffic and, crucially, how engaged that traffic is.

Pages and screens Report: Measures Consideration by showing you which specific pieces of content are most effective at driving engagement.

Demographics Details Report: Provides an understanding of the age, gender, and location of your users and measures whether your brand is reaching your target audience.

Deep Dive:

Lead Generation Predefined Report Example



Common reporting use cases

For customers whose goal is to generate leads, Google Analytics automatically populates reports that help them understand key business insights for assessing the success of their lead generation initiatives. By understanding key metrics at important stages of the lead funnel such as lead acquisition and lead disqualification and loss, customers can learn from these insights to better convert future leads; for example, by finding out which channels are most effective at driving lead acquisitions, or by learning why potential customers did not make their way through the funnel.

 Recommended report(s)

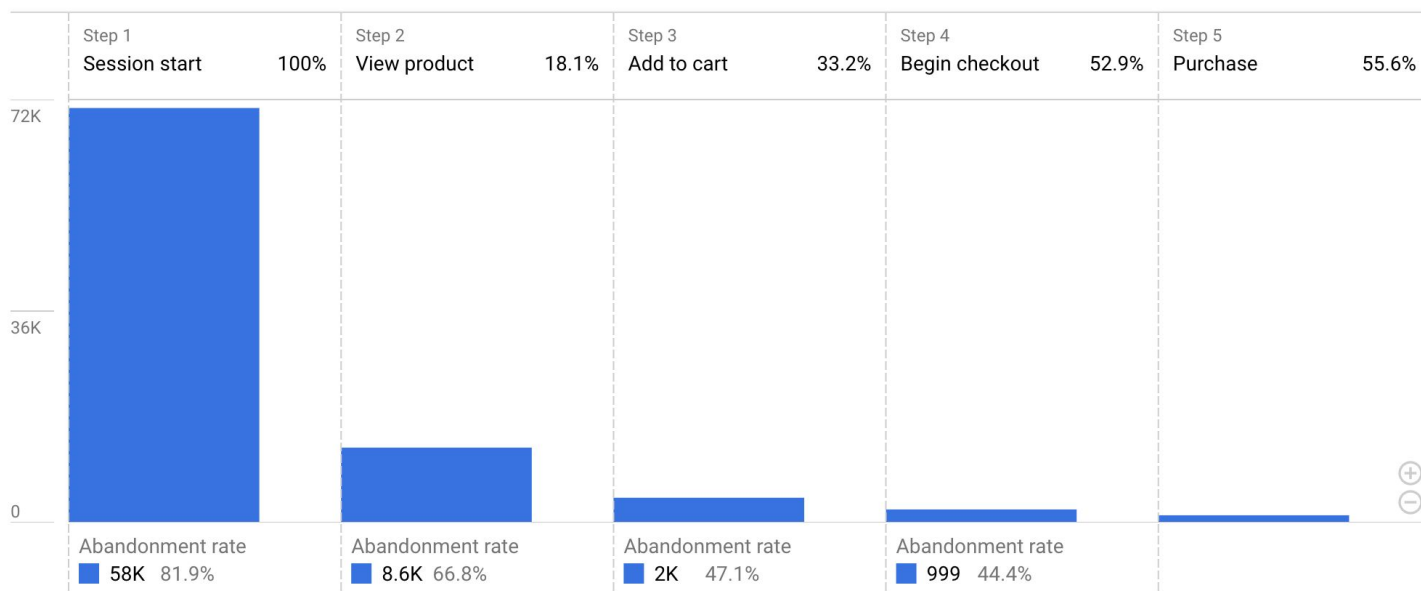
Lead Acquisition: The Lead Acquisition report shows data for the first time your potential customers (also known as leads) visit your website or app. This report is user-scoped and primarily focuses on user attributes.

Lead Disqualification and Loss: The Lead Disqualification and Loss report shows the reasons why potential customers did not progress through the stages of becoming qualified leads and converted leads for your business

Deep Dive: Online Sales Predefined Report Example

Show open funnel ? ☐

[View funnel steps](#)



Common reporting use cases

For customers whose goal is to drive online sales, Google Analytics automatically populates reports that provide detail around customer behavior and performance of the products or services sold online. For example, the purchase journey report (pictured above) breaks down the customer journey from session start to purchase, and can help you identify key points of drop off for users undergoing a purchase journey on your site. Similarly, the checkout report deep-dives into checkout funnel from add to cart to purchase, enabling you to act on insights related to drop off points in the checkout process.

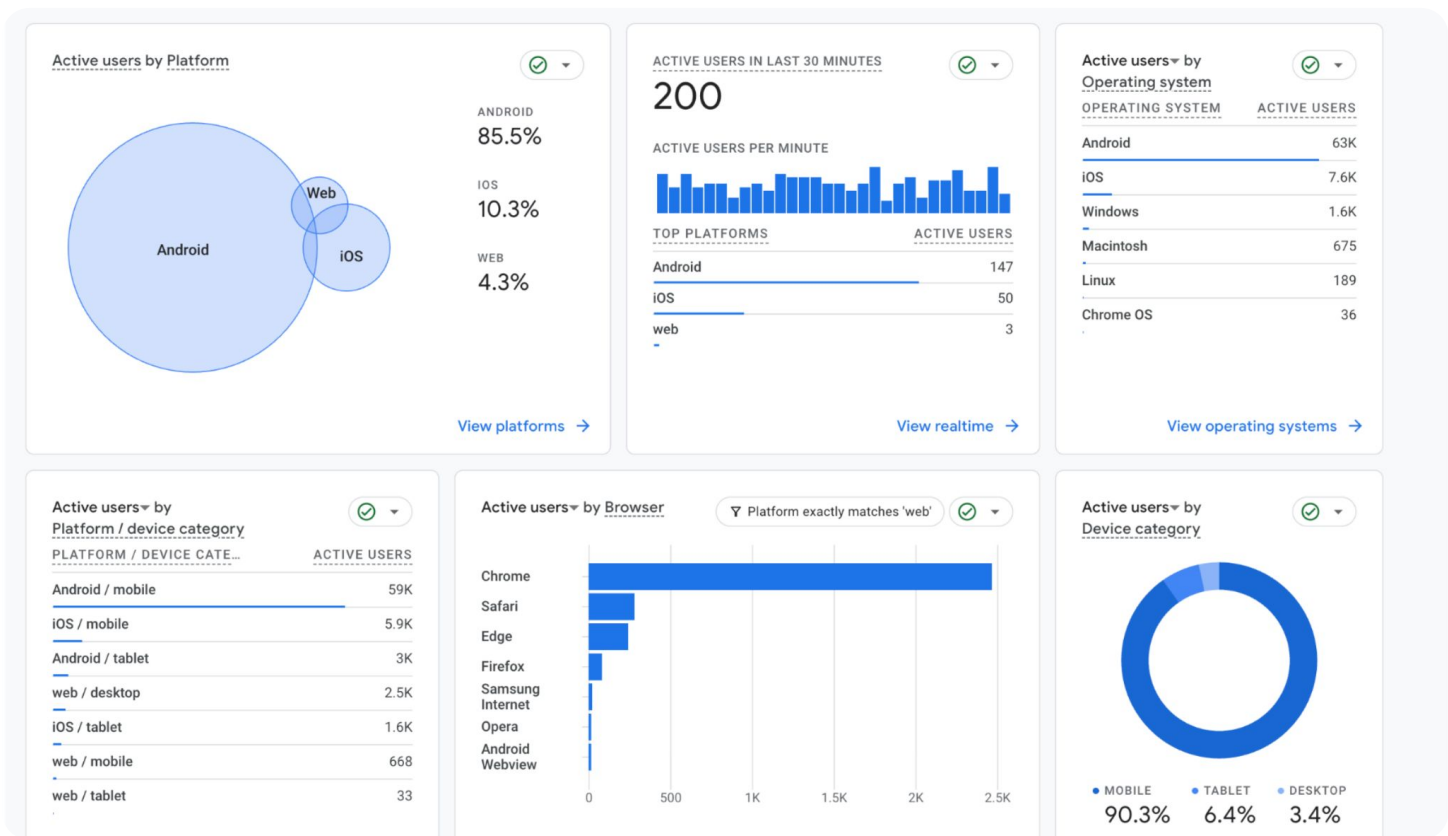
Recommended report(s)

Purchase journey report: Helps you understand the stages of customer progression from arriving on your site, to viewing your product, to adding to cart, to checkout. This report gives insight into the purchase journey holistically as well as across dimensions like device category.

Checkout journey report: Similar to the purchase journey report, this is a more granular funnel-style report that provides insight into the key points of the checkout journey, such as adding shipping or payment information.

Apps-specific reports: The in-app purchases report and the publisher ads reports are specific to mobile apps, and can help answer questions around how many in-app purchases an app is driving, as well as performance of mobile ads.

Deep Dive: App Engagement Predefined Report Example



Common reporting use cases

Google Analytics and its Firebase integration provide a unified view of your users across web and app platforms. The **App developer collection** serves as the central hub for app-specific reports, starting with the **Firebase overview** for a high-level summary of user activity. **Tech reports** offer crucial details on devices and operating systems, while the **App versions report** helps track user distribution across different releases. For monetization, the **Publisher ads report**, found in the Monetization collection, provides a direct view of ad revenue when your AdMob account is linked.



Recommended report(s)

Retention Report: A fundamental measure of app health. Tracks how many users return after their initial visit to gauge engagement over time.

Monetization Reports: For any app with a revenue stream. The In-app purchases report details product revenue, while the Publisher ads report provides ad revenue data.

App Versions Report: Vital for developers to monitor user adoption of new releases and plan for technical support.

App Install Traffic Sources: Essential for marketing teams. Shows which campaigns, networks, and sources are driving the most new users to help optimize marketing spend.

Firebase Overview: A high-level dashboard providing a quick snapshot of user activity, engagement, and revenue—perfect for executive updates.

04

GA **Explore** Section

- Use Explore to gain deeper insights about your user and their journeys on your website or app.

Getting Started with **Explore** in GA



Explorations are a collection of **advanced techniques** that go beyond Reports to help users uncover deeper insights and customer behavior.

Why Use Explore

Explore allows users to get answers to their most specific, ad hoc and advanced questions, leveraging techniques such as pathing, cohorts and others. Explore is available to both Standard and 360 properties. 360 properties can adjust sampling sizes to give faster or more detailed results.



In **Explore**, users can drill down into their **GA data**, leveraging powerful data models and advanced segmentation to uncover powerful insights on their businesses with just a few clicks. Results and insights can then be shared with others on the property and/or used to create audiences directly.

Introduction To Exploration Techniques

Explore provides access to data and analytical techniques that aren't available in reports. Use Explore to analyze your data in depth and answer complex questions.



Free Form

A crosstab layout where many visualization styles can be applied including bar charts, pie charts, line charts, scatter plots & geo maps.



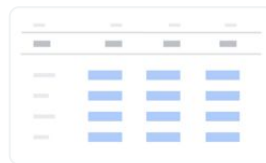
Segment Overlap

See how different user segments relate to each other. Use this technique to identify new segments or users who meet complex criteria.



Funnel

Visualize the steps users take to complete tasks on your site or app and see how you can optimize user experience and identify over or under performing audiences.



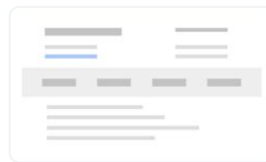
User explorer

Examine the users that make up the segments you create or import. You can also drill down into individual user activities.



Cohort

Gain insights from the behavior + performance of users related by common attributes.



User Lifetime

Explore user behavior and value over their lifetime as a customer.



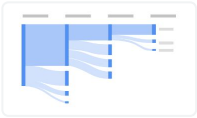
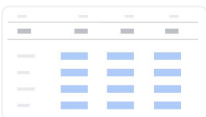
Path

Visualize the paths your users take as they interact with your website and app.

Use Cases for Explore in GA



Each **Exploration Technique** allows you to answer specific questions for your business and dig deeper into your data.

Question	Technique Name	Analyzing the Data
What steps do users take to complete a task on my website or app?	Path Exploration Tree Graphs 	Click "start over" and select the desired ending point for the task you are looking into. The path will change from the default forward path to a backward one, looking at what steps users took to get to your selected ending point rather than the steps they did after the selected starting point.
How well are users progressing on the key journeys on my website and/or app?	Funnel Exploration Funnels 	Define the steps of the journey you want to explore. Adjust the relevant settings, such as selecting an open funnel if you want to consider users starting the funnel at any step (vs. a closed funnel where only users starting at the first step of the funnel are considered), and see which steps your users are struggling with the most. Once you see a step you want to understand better, choose Trended funnels to see how each step has performed over time.
How do users behave during their lifetime as a Customer?	User Lifetime Data Table 	This technique analyzes users based on their: 1. Initial Interactions data from a customer's first time engaging with your property 2. Most recent interactions show data from the last time the user was measured for a property 3. Lifetime interactions shows data aggregated over the user's lifetime 4. Predictive metrics show data to predict user behavior
How do my users relate to one another?	Segment Overlap Venn Diagram 	This technique lets you compare up to 3 user segments to see how users overlap and relate to each other. Users can create new segments based on the findings.
How is the user behavior on my website and/or app improving over time?	Cohort Exploration 	Define the inclusion criteria that characterizes the cohort of users you want to analyze (e.g. users who have viewed your promotional landing page). Then define a desired (or undesired) behavior for this group of users (e.g. a purchase) and see how many users went from the first event to the second, how long it took them, and how this is changing over time to see if any changes you have made to your campaign or purchase funnel are improving your conversions.

Deep Dive: Understand how to set up Explore in GA



Customize each Exploration to dig deeper into your dataset. The variable panel, shown below, is common for all techniques. The **Tab Settings** below will change slightly based on the technique selected.

Analytics 360 ALPHA Gold on Google Analytics

Try searching "MoM growth in users for each device ..."

Free form 1

Country

Event count

100.0% of total

Country	Event count
Totals	2,381,553,986
1 United States	352,404,834
2 Japan	241,325,723
3 India	198,760,428
4 United Kingdom	124,287,765
5 Brazil	107,018,212
6 Spain	72,407,541
7 France	71,120,804
8 Germany	70,196,409
9 Netherlands	65,211,359
10 Canada	59,555,640

Variables

Exploration Name: Free form

Custom Apr 3 - May 2, 2023

SEGMENTS

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

DIMENSIONS

- Event name
- Gender
- Country
- Device category
- First user medium
- City

METRICS

- Active users
- Event count
- Transactions

Tab Settings

TECHNIQUE

Free form

VISUALIZATION

SEGMENT COMPARISONS

Drop or select segment

ROWS

Country

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

Event count

Drop or select metric

Cell type Bar chart

FILTERS

Drop or select dimension/metric

11

01 - Enter Name

02 - Edit Date Range

03 - Create and Add Segments

04 - Add Dimensions

05 - Add Metrics

06 - Adjust Technique Type

07 - Double click or drop in segments

08 - Specify row details

09 - Specify column details

10 - Add in Metrics

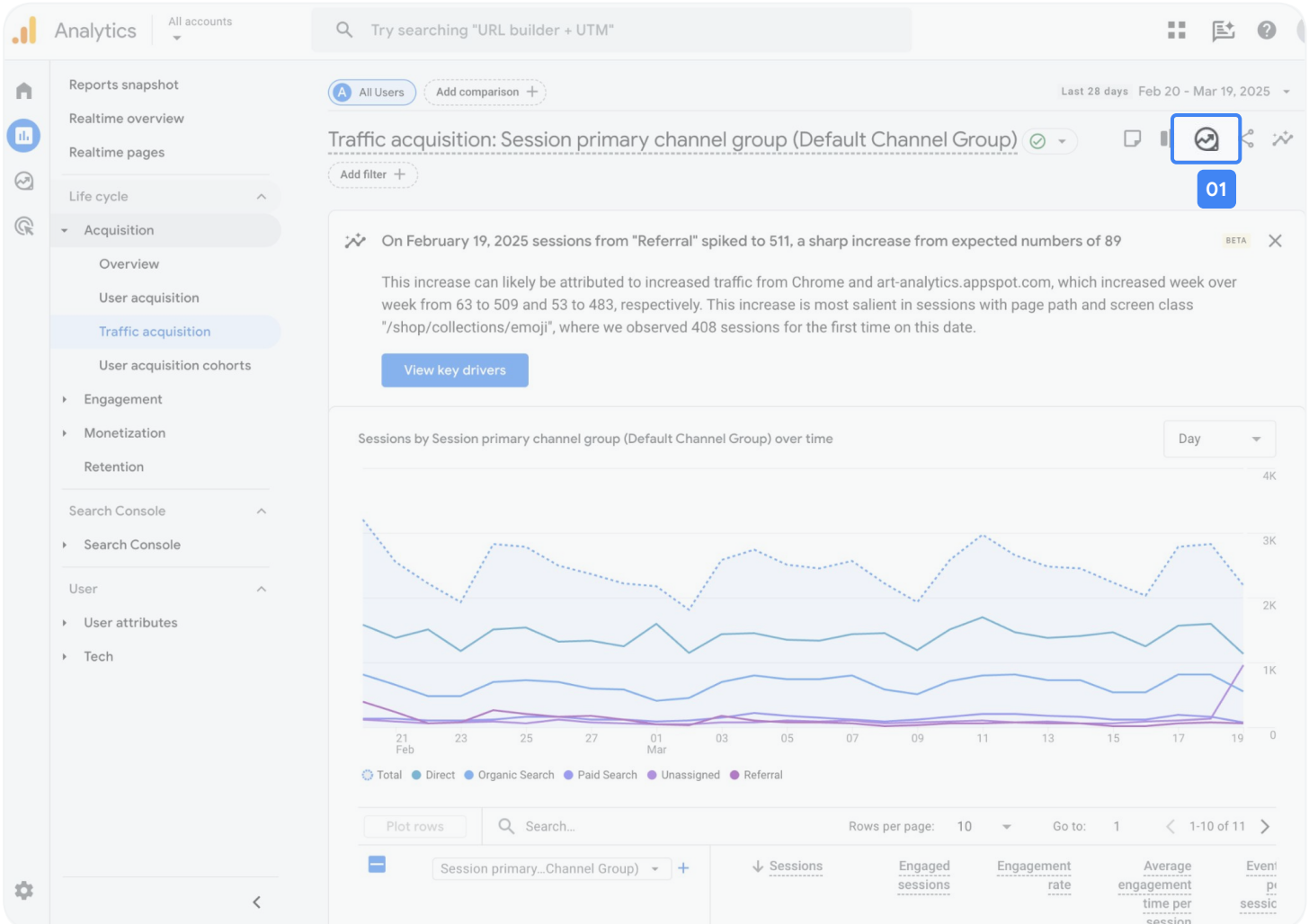
11 - Add New Tab

12 - Export Exploration

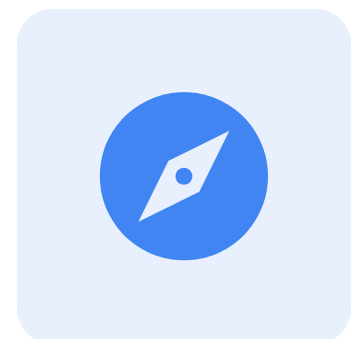
13 - Share Exploration

Deep Dive: How to open a Report as an Exploration

You can also take reports in the **Reporting** section and open them within **Explore** to make adjustments.



01 - Open report as Exploration



05

Aligning GA Explorations to Marketing Objectives

- Overview of relevant GA Explorations per marketing objective
- Deep Dive examples!

Aligning GA Explorations to your Marketing Objectives

Marketing Objectives and Corresponding GA Explorations: Here's a table showcasing common marketing objectives and the GA explorations that can help you track progress

Reasoning:	
 Awareness & Brand Consideration:	Free form: Awareness and brand consideration often involve analyzing a wide range of metrics and dimensions to understand reach and engagement. The Free Form template provides the most flexibility to create custom visualizations and tables. Path exploration: To understand how users are navigating through your website, and where they are dropping off. User lifetime: To explore user behavior and value over their lifetime as a customer, which is a great way to measure long-term engagement from brand campaigns.
 Lead Generation:	Funnel exploration: Lead generation is inherently a funnel-driven process. The Funnel Exploration template allows you to visualize and analyze the steps users take towards becoming a lead. Segment overlap: To see how different segments of users are converting into leads.
 Online Sales:	Free form: Similar to awareness, online sales analysis often involves a deep dive into various metrics and dimensions, including product performance, transaction data, and customer behavior, which Free Form provides. Cohort exploration: To see how different groups of customers are purchasing over time. Path exploration: To visualize what users do in the sessions leading up to a purchase, which helps uncover hidden conversion paths.
 App Engagement:	Path exploration: Understanding user navigation within an app is crucial for optimizing the user experience and driving engagement. Cohort exploration: To analyze app user retention. User exploration: To examine the individual actions of a specific user, which is invaluable for debugging and understanding complex user journeys.



Note: This table provides a general guideline. The specific reports you choose will depend on your unique marketing objectives and KPIs.

Deep Dive: Awareness & Brand Consideration Exploration Example

	1	2	3	4
1				
2				
3				
4				

Common reporting use case

The goal here is to measure how effectively your content is capturing attention and engaging users. Instead of focusing on conversions, you'll be looking at how users interact with your site, whether they are new or returning, and what content they find most compelling. You can analyze the behavior of users who came from your key brand campaigns and see their long-term value. This helps you understand which campaigns not only drive traffic but also create engaged, loyal users over time. You can compare metrics like engaged sessions per user and views per user across different campaigns.

 Recommended approach

Explore Template: User Lifetime

Recommended Settings:

- Dimensions: First user medium, First user source, User first campaign.
- Metrics: New users, Total revenue, User engagement, Event count per user.
- Segments: Apply segments for different channels (e.g., Paid vs. Direct) to see which one brings in the most valuable long-term users.

 **Resource:** [User lifetime](#)

Deep Dive: Lead Generation Exploration Example



Common reporting use cases

Your primary goal is to identify which sources are driving the most qualified leads and where potential leads are abandoning your forms. Explorations allow you to build and visualize your entire lead funnel from a user's first visit to a form submission. You can trace the path of users through your lead form, from landing on the page to a successful submission. This helps you identify friction points and optimize the form's design.

Recommended approach

Explore Template: Funnel Exploration

Recommended Settings:

- **Steps:** Define your lead funnel events. For example:
 - **Step 1:** page_view (for your lead page URL)
 - **Step 2:** form_start (auto-collected event)
 - **Step 3:** form_submit
- **Breakdown:** Use Session source / medium to compare lead submission rates from different traffic channels.

 **Resource:** [Funnel exploration](#)

Deep Dive: Online Sales Exploration Example



Common reporting use cases

For online sales, the objective is to understand customer behavior and optimize the purchase journey. In Explore, you can visualize what users do in the sessions leading up to a purchase. You can start from the purchase event and work backward to see what pages or events led to a conversion. This helps you uncover unexpected customer journeys, identifying which content and products are most frequently viewed before a purchase. You can find "hidden" conversion paths that you might not have considered.

Recommended approach

Explore Template: Path Exploration

Recommended Settings:

- Technique: Path exploration
- Ending Point: Set to Event name and select the purchase event.
- Nodes: Use Event name or Page location as nodes.
- Metrics: Event count or Total users.

 Resource: [Path exploration](#)

Deep Dive: App Engagement Exploration Example



Common reporting **use cases**

For an app, success isn't just about a download; it's about what users do after installation. The exploration section is perfect for mapping out the user journey within the app, from first launch to key actions like making an in-app purchase or using a new feature. This is the most granular report, allowing you to examine the individual actions of a specific user. It's invaluable for debugging issues, understanding a complex user journey, or investigating the behavior of a high-value user.

Recommended **approach**

Explore Template: User Explorer

Recommended Settings:

- Step 1: identify the user you want to analyze by adding the relevant metrics and filters
- Step 2: click on the identified Effective user ID to see their journey event by event and apply filters to focus on specific events

 **Resource:** [User explorer](#)

06

GA Advertising Section

- Use the Advertising section to gain a comprehensive understanding of their campaign performance and return on investment (ROI) across all channels.

Getting Started with Advertising in GA

The Advertising section in Google Analytics is your dedicated hub for understanding the impact and performance of your media efforts. You can use the Advertising section in your Google Analytics property to get more insight into your most important user journeys. The reports in this section help you better understand the ROI of your media spend across all channels, make informed decisions about budget allocation, and evaluate attribution models.

The Advertising section is designed to help you:

- ✓ **Measure Return on Ad Spend (ROAS):** Understand the revenue generated from your advertising campaigns.
- ✓ **Analyze Campaign Performance:** Evaluate the effectiveness of different campaigns, ad groups, and keywords.
- ✓ **Understand User Journeys:** See how users interact with your site or app after engaging with your ads, leading to conversions.
- ✓ **Optimize Ad Strategies:** Make data-driven decisions to improve your advertising ROI.

The Advertising section includes reports and features that help you:

- ✓ **Review campaign-level metrics:** Track key performance indicators (KPIs) like clicks, impressions, cost, and conversions directly related to your ad campaigns.
- ✓ **Attribute conversions:** Understand which touchpoints and channels contribute to conversions using various attribution models.
- ✓ **Integrate with ad platforms:** Connect your Google Ads, Google Marketing Platform, and other accounts for a unified view of your data across conversions and key events reporting.



The Advertising section is Evolving!

The Google Analytics Advertising section is rapidly evolving to become the central hub for understanding the effectiveness of all your media and advertising efforts. It has already seen significant enhancements, including the new Cross-Channel Conversion Performance report, which provides a unified view of your advertising impact across all marketing channels.

This section continues to evolve to provide increasingly robust and insightful reporting capabilities, focusing on:

Getting a deeper understanding of user journeys and channel contributions within GA with new reports and metrics to see a full picture of your investments.

Improved and new reporting capabilities and customization enable you to better understand your business's cross-channel performance to make informed decisions.

- **Key events and conversions:** Dedicated reporting sections to drive delineation and use case clarity
- **Budgeting:** Nested under conversions upon Beta launch, use to optimize for ROI
- **Tools:** Centralized conversion management to create conversions and review/edit attribution settings - all directly in GA

- **Conversion Performance:** Drill into conversion performance across specific channels or all channels
- **Conversion Attribution Models:** Compare different attribution models side-by-side to see how attribution + metrics shift



This ongoing development ensures that the Advertising section remains a powerful tool for analyzing and optimizing your advertising performance in GA with greater precision and insight.

Important Advertising Section Changes as of EOY 2025



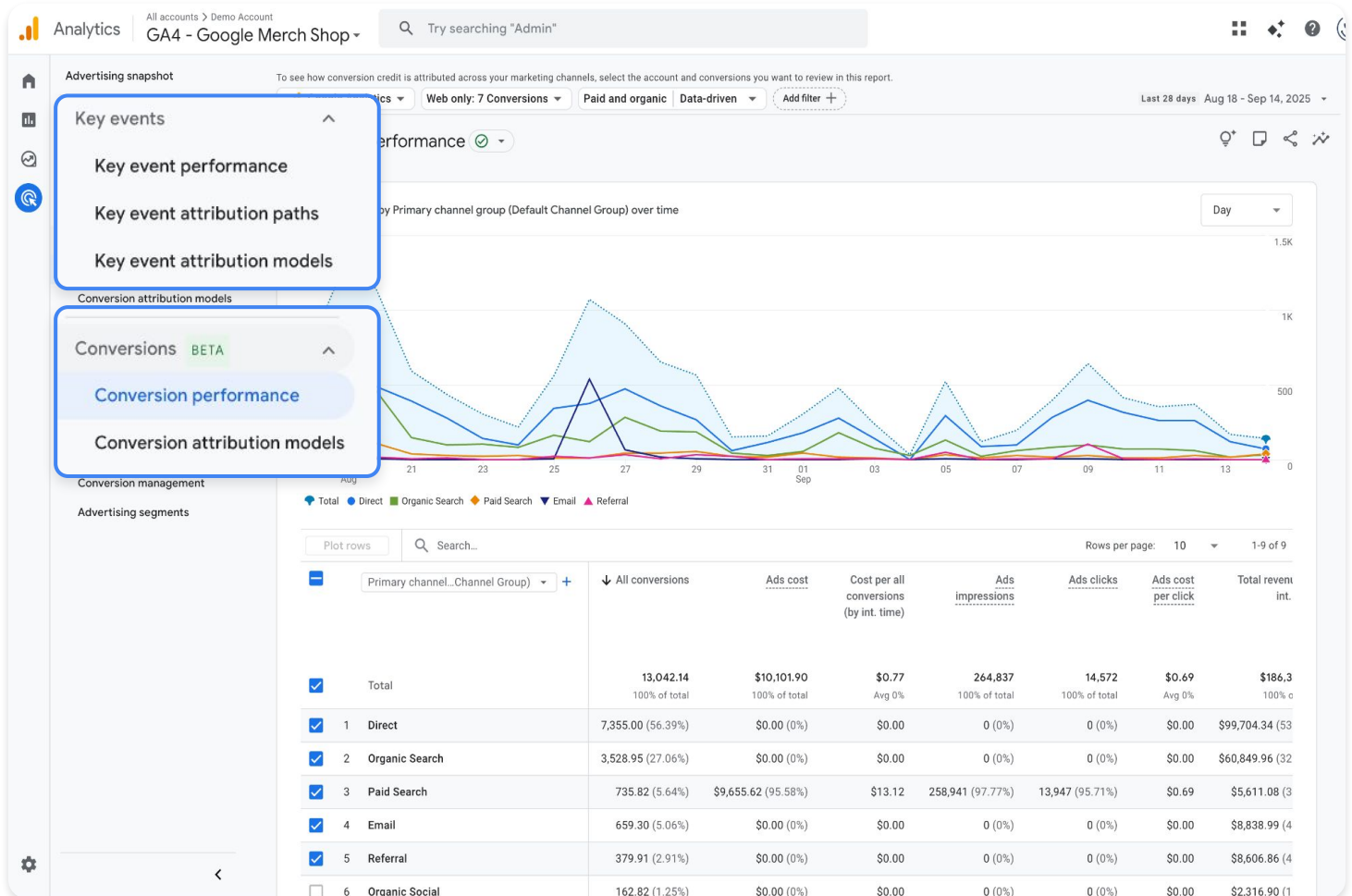
Two **new separate sections** in the left navigation for Key Events and Conversion Performance Reports.



The **Conversion performance report** lets you review which marketing channels (paid and organic) led to conversions across selected accounts in Google Ads and GA. This report is in Open Beta for web conversions (app conversions to be supported in H1 2026).



Key event performance report lets you view key events measured with paid and organic channels and select a product dimension to view campaign performance across different ad products like Google Ads, SA3, or DV3. This report supports web and app conversions.



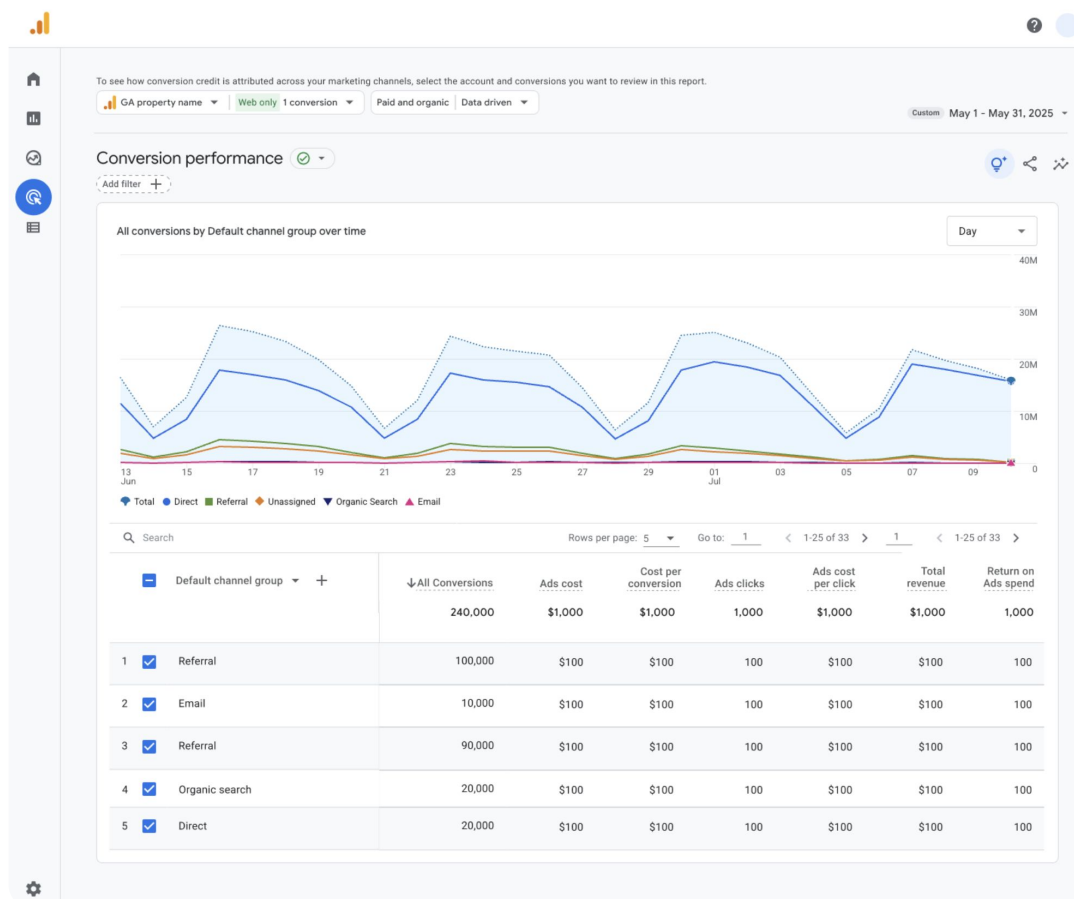
[New] Cross-Channel Conversion Performance Report



What: We've significantly upgraded the **Conversion Performance report** in the Advertising section. In the new Cross-Channel view added to the Conversion Performance report, you can view more metrics (e.g. ROSS, revenue, CPA, etc.) and evaluate the performance across *all* your marketing channels. You can use cross-channel conversions to connect the dots between your paid advertising activities, organic marketing activities, brand and performance campaign objectives, and the site that matters most to you, across your channels. Cross-channel conversions refer to either conversions based on Google Analytics events/key events or the cross-channel conversion data itself, or both.



Engaged View Conversions Support: The cross-channel view will include **same device & cross device** signed-in and signed-out web EVCs. It requires activating Google Signals.



Note: This feature may not be available to your GA property. The GA team is actively working to expand this feature to more properties. Please reach out to your support team if you have questions about the eligibility of your property. App conversion data will not be available in the cross-channel view until H2 2026.

Maximize every interaction: Dive into GA's Attribution Analysis Reporting & Assisted Conversion reports



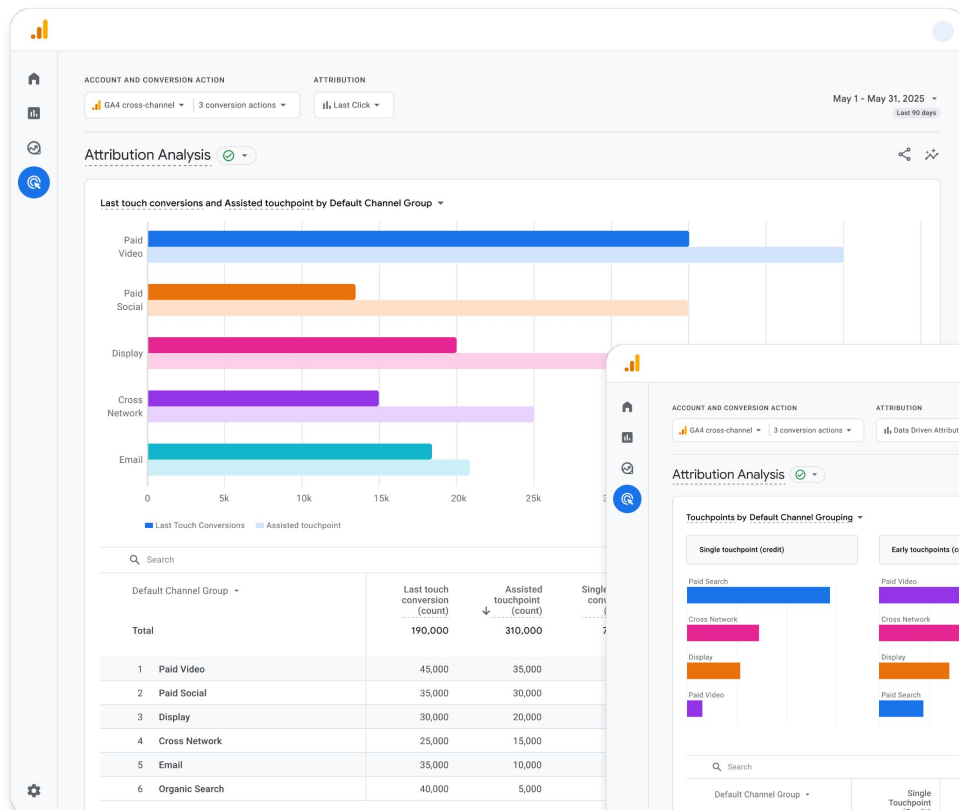
What:

New Attribution Analysis reporting and Assisted Conversions reporting that sorts touchpoints into assists and last touch.

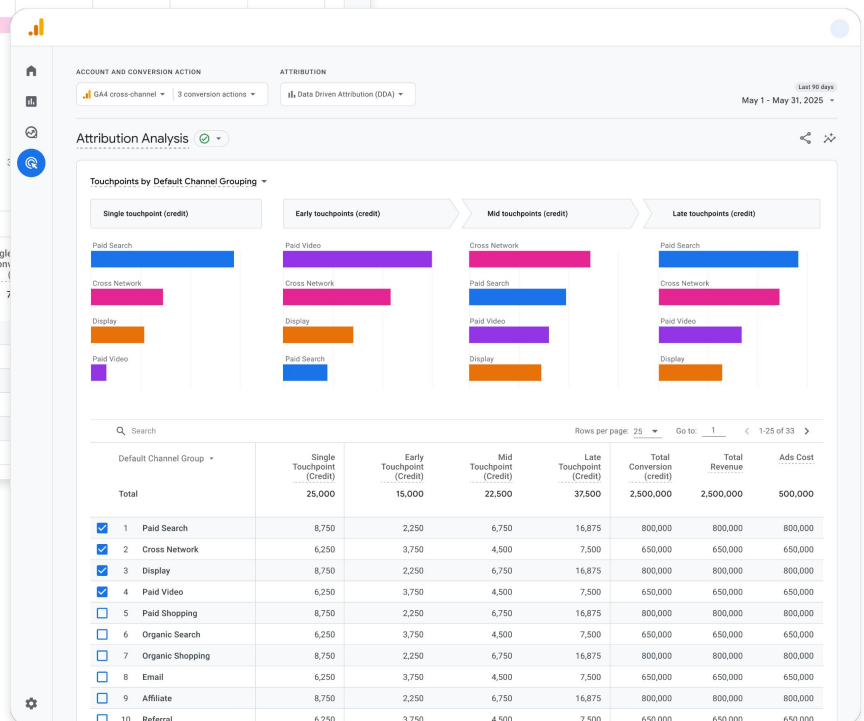


Unlocks:

Improved measurement across channels, enabling a **better view** into how media drives early engagement and interactions that lead to conversions.



MOCKS - subject to change



Note: This feature may not be available to your GA property. The GA team is actively working to expand this feature to more properties. Please reach out to your support team if you have questions about the eligibility of your property. App conversion data will not be available in the cross-channel view until H2 2026.

Translate insights into actionable business strategies by leveraging GA's Cross-Channel Budgeting tools



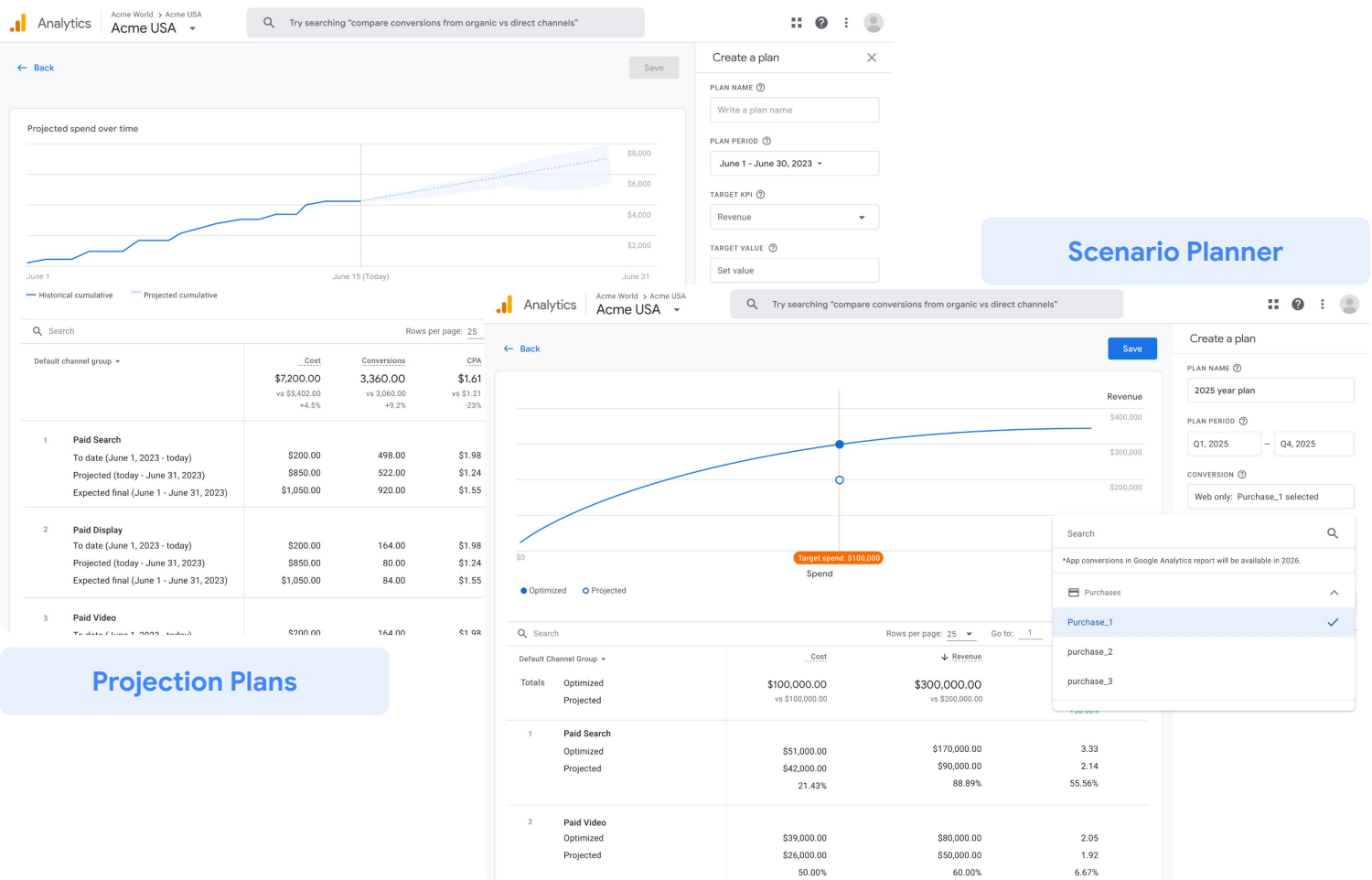
What:

New Cross-Channel Budgeting tools (Projection plans & Scenario Planner) to analyze performance across channels and determine where to invest incremental dollars or adjust budgets.



Unlocks:

Optimize media strategies and execute highly effective cross-channel budget allocation to maximize ROI.



Note: This feature may not be available to your GA property. The GA team is actively working to expand this feature to more properties. Please reach out to your support team if you have questions about the eligibility of your property. App conversion data will not be available in the cross-channel view until H2 2026.

07

GA Diagnostics

- Diagnostics proactively identify data issues or configuration problems, ensuring the accuracy and reliability of your analytics data for more trustworthy insights.

Diagnostics in Google Analytics

Diagnostics in Google Analytics are proactive alerts designed to help you maintain data quality. They flag issues that can directly impact the accuracy and reliability of your reports, ensuring you have the most trustworthy data for decision-making.

What are Diagnostics?



Proactive Alerts:

Diagnostics warn you about potential problems with your data, so you can address issues.



Clear and Actionable:

Diagnostics explain what the problem is, how it impacts your data, and provide a clear path to fix it or to helpful documentation.



Persistent:

Diagnostics will surface for issues currently impacting your data. Once the identified issue has been resolved, the diagnostic will no longer appear (changes are not immediate).

Where Diagnostics Appear

Diagnostics can show up in several different places within the GA user interface, depending on the severity of the issue:



Global Banners:

These appear at the very top of the GA UI for issues with significant severity that impact the entire property.



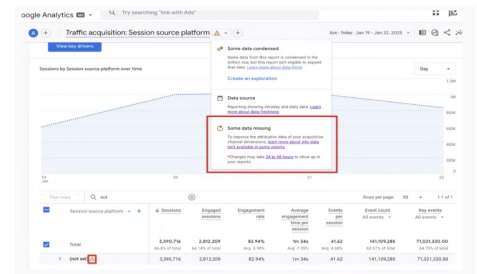
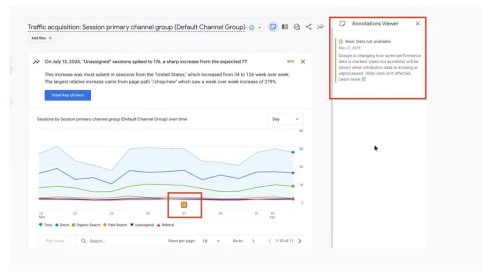
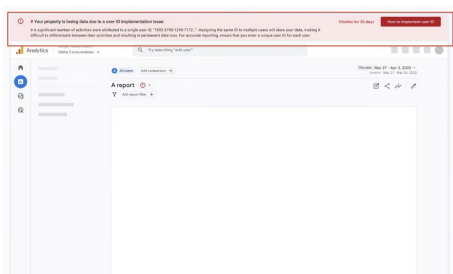
System-Generated Annotations:

These automatic notes flag instances where a Google change directly affected your data, resulting in a significant shift in your report line charts.



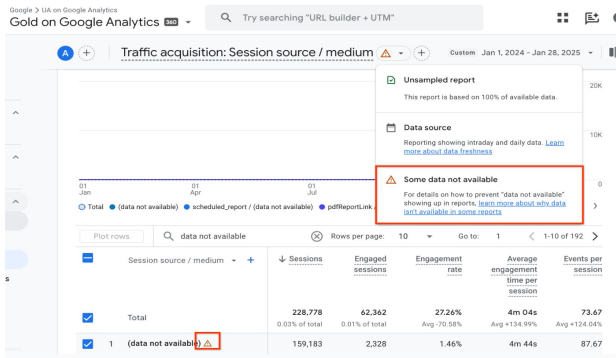
Data Quality Indicators (DQIs):

These are small icons that surface within specific reports, flagging issues that impact that particular dataset.



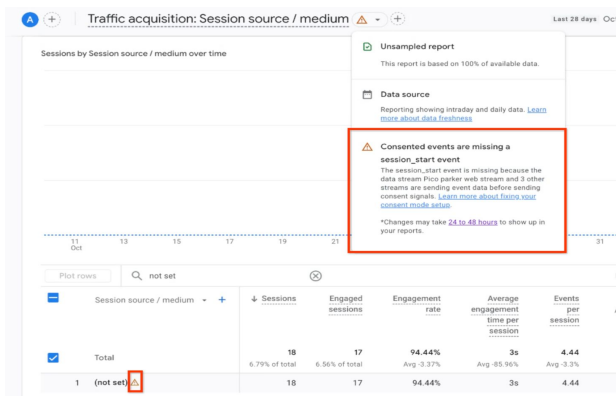
Diagnostics in Google Analytics

Existing Diagnostics You May Encounter (not exhaustive):



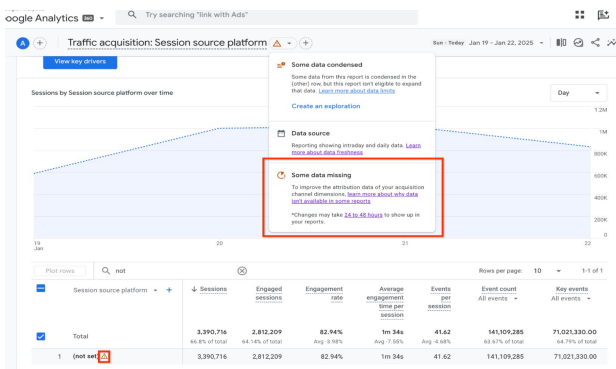
(data not available) in Reports: This diagnostic appears when data for specific traffic-source dimensions hasn't been fully processed yet. It's often a temporary issue due to attribution delays.

- **What to do:** This is an informational diagnostic. You simply need to wait 24-48 hours for the data to be fully processed.



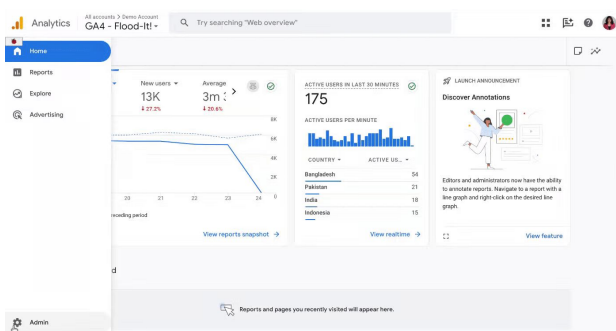
Missing session_start Events: This diagnostic flags when the crucial session_start event is not firing reliably. This can lead to underreported session counts and a lack of confidence in core engagement and acquisition metrics.

- **What to do:** Investigate your tagging and consent management setup to ensure the session_start event is firing correctly.



(not set) Values in Reports: While (not set) has always existed, diagnostics can now specifically flag instances where you can take action to resolve the missing data. It often indicates a misconfiguration in your tagging.

- **What to do:** Review your implementation to address missing data issues, ensuring all parameters are being sent correctly.



Consent Settings Hub Diagnostics: These are alerts within the Consent Settings Hub that help you identify and fix consent-related data collection errors, strengthening the enforcement of our [EU user consent policy](#).

- **What to do:** Use the guidance in the hub to check your Consent Mode implementation and rectify any errors.

Do you have an idea for a diagnostic? We are always looking for new ways to help you maintain data quality. You can share your ideas with our product team by submitting a request via [this form](#).

08

Using **Audiences** in Google Analytics

- GA audiences enable precise user segmentation and AI-powered predictions for highly personalized experiences, targeted marketing, and actionable customer insights.

Understanding Your Customers with GA Audiences



Audiences in GA allow you to group users based on their demographics, actions, or predicted behavior, unlocking powerful insights and activation opportunities.

What Are GA Audiences?



Smart Segmentation

Define highly relevant and customized groups of users specific to your business goals. **Examples:**



Users who viewed a specific product category



Users who added items to their cart but didn't purchase



Users predicted to make a purchase in the next 7 days.



AI-Powered Predictions

Use **Predictive Audiences** to group users based on their predicted behavior from their previous site interactions.



Automatic Updates

Once defined, Google Analytics continuously adds users who meet the criteria to the audience.

Why Do They Matter for Your Business?

 Personalization & Engagement	 Targeting & AI-Powered Campaign Signals	 Deeper Customer Insights
Deliver tailored content and experiences on your website or app for specific user segments.	Export audiences directly to Google Ads (and other platforms) to run targeted advertising campaigns or give valuable signals for AI-powered campaigns.	Analyze the behavior of specific user segments within GA reports to understand their unique journeys, preferences, and pain points.
Example: Show special offers to returning customers, or a "welcome back" message to users who haven't visited in a while.	Example: Re-engage cart abandoners with specific product ads, or expand a seed list to reach users with similar traits to your highest-value users.	Example: Compare the conversion rates and engagement of users from different marketing channels, or identify common paths for high-value customers.



The Power of Audiences

Audiences transform your raw data into actionable insights, enabling you to reach the right people with the right message at the right time, driving better outcomes for your business.

Tip: To get the best out of Audiences on campaign performance, you should link GA to Google Ads/GMP and activate Google Signals.

Get Started with Google Analytics Audiences

Take advantage of pre-built templates for suggested audiences for your business, or predictive audiences.

Suggested audiences in Google Analytics

⚡ Simple to create:

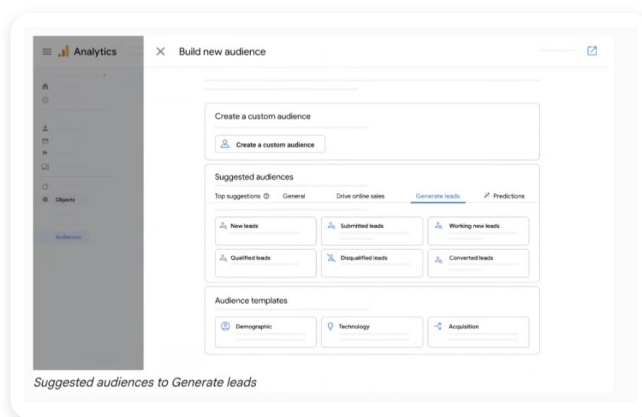
With pre-built templates in Google Analytics, you can create audiences relevant to your business in just a few clicks. Google Analytics will prepopulate audiences for businesses focused **eCommerce**, **Lead Generation**, or **Gaming**. GA also surfaces **Top Suggestions** of audiences to use based on the events you're already collecting.

🚀 Powerful

With suggested audiences, you can use a structured approach to create highly-relevant audiences, and then customize them based on your business-specific needs.

📋 Prerequisites:

Suggested audiences are built based on the events you collect in GA. For example, implementing the Lead Generation event schema is required to populate suggested audiences for lead generation.



Predictive audiences in Google Analytics

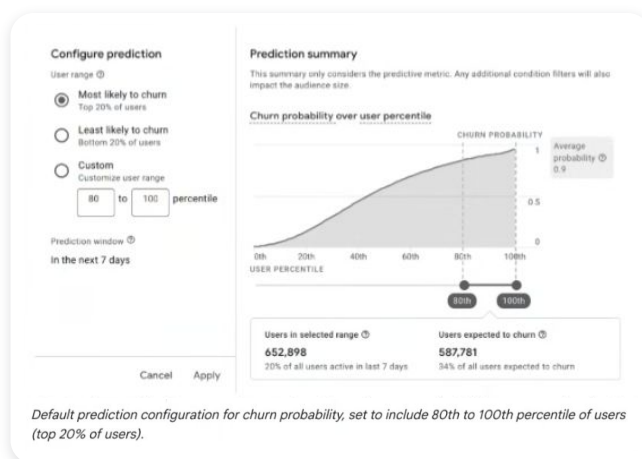
⚡ Simple to create:

In a few clicks, create audiences powered by AI-based predictions. You can quickly build and customize the following audiences:

- Likely 7-day churning purchasers
- Likely 7-day churning users
- Likely 7-day purchasers
- Likely first-time 7-day purchasers
- Predicted 28-day top spenders

🚀 Powerful:

Predictive audiences help identify users likeliest to perform certain actions, which adds powerful AI segmentation to reporting and activation use cases. You can **configure predictions** in order to customize for your business goals.



✓ Reporting Tip:

Use *Purchase Probability* and *Churn Probability* in Explorations within the [User Lifetime Technique](#).

📋 Prerequisites:

Predictive audiences depend on the availability of underlying predictive metrics ([see eligibility requirements](#)).

📁 Resources: [Suggested audiences](#), [Predictive audiences](#)

09

GA APIs

- APIs provide programmatic access to the GA report data for automation and integrations

Build on top of Google Analytics with Google Analytics APIs



APIs can be used to automate complex reporting and configuration tasks, such as creating custom dashboards to display GA data, saving time by automating complex tasks and integrating your GA data with other business applications.



Why Use The **GA APIs**

The Google Analytics APIs has **four key benefits**:

01

Increased **flexibility** and **control** over your GA account(s)

02

Improved **efficiency** and **time saving**

03

Detailed and **insightful** reporting

04

Easier **integration** with other systems and applications

There are **two ways** to help pull GA data without accessing the GA UI:



Query Explorer



Google Analytics spreadsheet Add-on

both make use of the Data API to pull data from your GA account.



Resources: [Query Explorer](#), [Spreadsheet Add-On](#)

What are the APIs compatible with Google Analytics?

	 Use Cases:	 Available reports:
 Data API: Access GA report data	• Programmatically generate reports and export audience segments for advanced data analysis. • A data analyst can use the Data API to pull Google Analytics data into a data warehouse for in-depth analysis alongside other business data. • Integrate Google Analytics data with other marketing tools and platforms to create a unified view of customer behavior. • Use the Data API to build custom dashboards and reports that meet the specific needs of your business.	• Core reporting • Pivot tables • Real Time reports • Funnel reports • Audience exports
 Admin API: Access and manage configuration data for GA properties	• Automate the creation, management, and deletion of Google Analytics accounts, properties, and data streams at scale. • A marketing team can use the Admin API to quickly provision new Google Analytics accounts for new ad campaigns. • Use the Admin API to manage user access and permissions for Google Analytics accounts. • Automate the deletion of Google Analytics accounts and properties that are no longer in use.	• Account & property provision • Manage property configuration settings at scale • Manage linking • Manage user permissions and data access • Manage property custom settings • Manage GA implementation settings
 User Deletion API: Process deletions of data associated with a given user identifier	Provides a live view of user activity on your website or app, showing data within seconds of it occurring.	See what pages users are currently viewing, which events are being triggered, and where users are located geographically.
 GMP API: Manage GA accounts and properties within a Google Marketing Platform organization	• Meet data privacy requirements by fulfilling user deletion requests submitted through your app or website. • An e-commerce company can use the User Deletion API to automatically delete user data from Google Analytics when a user requests account deletion. • Use the User Deletion API to comply with data privacy regulations, such as GDPR or CCPA.	
 Measurement Protocol: Send event data directly to Google Analytics servers	• Track user interactions that occur outside of a website or app, such as offline conversions or server-side events. • A retail store can use the Measurement Protocol to send data about in-store purchases to Google Analytics. • Send data from IoT devices or other platforms that don't support traditional GA tagging. • Track events that occur on your backend server, such as successful order processing or email opens. • Attribute offline marketing efforts, such as direct mail campaigns, to online user behavior.	

10

GA BigQuery

- BQ provides exports of all raw events from GA properties for use in SQL-like syntax to build customer models

Available to both **Standard** and **Enterprise** customers in GA!

Run advanced analysis on your GA data with **BigQuery Export**



BigQuery is a **cloud data warehouse** that runs highly performant queries of large datasets. Use the BigQuery integration with Google Analytics to export your raw, unsampled data for advanced analysis in BigQuery. Get started today by setting up a Google Cloud Platform (GCP) account and enabling the BigQuery APIs to configure the export.

Why Use Bigquery

The **GA BigQuery** export is an extremely powerful tool that offers increased flexibility when analyzing data - all your GA data without the limitations of the UI.



Integrate raw GA data with additional 1P data sources (ex. CRM data)



Run advanced analyses (ex. propensity modeling) and build custom attribution models



Export data for visualization in popular BI tools (ex. Looker, Data Studio, etc)



No sampling, no cardinality, no data retention limits



Considerations

- **1M Event Limit for Standard:** Standard customers have a daily event export limit of 1M events/day. Data streams and events can be filtered out of the export to maintain this limit, otherwise we recommend upgrading to enterprise for a nearly limitless export.
- **No Google Signals:** The BigQuery export is intended to give customers back the data they collect with GA. It does not export Google's proprietary data including Google Signals, modeled, or attributed data.
- **UI vs. BigQuery Discrepancies:** Beyond the exclusion of Google data noted above, there are a number of expected reasons why data in the export may not match what's in the UI. [See here to learn more.](#)
- **BigQuery Costs:** While the BigQuery integration is a free GA feature, there is cost on the BigQuery side associated with [storage and query processing](#).



Resources: [Google Analytics BigQuery Export](#), [\[GA\] BigQuery Export](#), [\[GA\] Set up BigQuery Export](#), [Bridge the gap: Google Analytics UI and BigQuery export](#)

Available to both **Standard** and **Enterprise** customers in GA!

BigQuery Export Types in Google Analytics



What options do I have to export data via BigQuery?

To support the ability for Customers to have access to raw, unsampled data in a timely manner, the following export types are available:

Export	Use Case	Export Cadence	Export Details	Limits
Daily Export Standard + 360	Best for customers who require a complete set of data	- Once a day, specific time not guaranteed - On average, daily exports expect to be completed in mid-afternoon of the given properties timezone, but it is expected to see daily exports completing significantly later in the day and possibly into the following day	- Export of raw, unsampled GA event data from the previous day - Export commences based on the timezone of the property - Last click observed, no modeling - For standard customers who wish to stay under the 1M event limit per day, event filtering can be used	Standard: 1M event/day. 360 may be limited above 20B events/day
Fresh Daily Export 360	Best for customers who require faster data updating throughout the day	- Data arrives typically by 5am. The SLA (planned for H1 2026 launch for general availability) will contractually commit to an early morning delivery for the previous day's data - Batched updates happen throughout the day. Typically updates will happen within 60 minutes	- Same schema as Daily Export - Export commences based on the timezone of the property - Last click observed, no modeling - Notably faster than the Daily Export	SLA will not be available for a few XL properties
Streaming Export Standard + 360	Best for customers who require real time data	- A realtime export of current-day GA data - Best effort service, no SLO on data completeness	New User and new session traffic source data is not included in this export	No volume limits

What considerations are there if I'm using BigQuery exports?

01 Billing

Each export will incur costs on the BigQuery side for storage and processing. Additional costs for the streaming export at the rate of \$0.05 per gigabyte of data.

02 Speed

If a Customer wants access to data quickly, the streaming delivers data fastest. The Fresh Daily export arrives typically in the morning, while the Daily Export provides a complete set of the previous days' data.

03 Guarantees

There are currently no guarantees on the timing of data delivery in the Daily Export. The Fresh Daily Export will have SLAs on the timing per day, to come in H1 2026.

11

GA Data

- To effectively interpret your GA reports, it's crucial to understand how data is processed over time and to correctly interpret common values like "(not set)," "(data not available)," and "Unassigned," which signal specific data gaps or categorization issues.
 - Knowing these helps you accurately assess data freshness and troubleshoot reporting discrepancies.

Cross-Channel Traffic: Auto-Tagging vs. UTM



Understanding how your traffic data is populated is key to accurate reporting. The main difference lies in how a visit's source and medium are identified.

Manual Tagging: UTM



What they are:

UTMs (Urchin Tracking Module) are a set of parameters you manually add to the end of a URL to track specific campaigns.



How they work:

When a user clicks a link, the parameters pass information about the source (utm_source), medium (utm_medium), and campaign (utm_campaign) to Google Analytics. Additional information can be passed through UTMs like source_platform, term, creative_format, etc. See more in the hyperlinked resource below.



Example URL:

www.example.com/?utm_source=email_newletter&utm_medium=email&utm_campaign=summer_sale

Automatic Tagging: GCLID

When you set up auto-tagging, a Google Click Identifier (GCLID) or DoubleClick Identifier (DCLID) is added to your destination URLs. GCLID and DCLID are parameters added by the ad platform to your URLs so you can identify the campaign and other attributes of an ad click.



What it is:

Auto-tagging is a feature in Google Ads and DV360 that automatically adds a unique identifier, the GCLID or DCLID, to your ad URLs.



How it works:

This GCLID/DCLID passes a wealth of data about the click to Google Analytics. It populates a rich set of dimensions, including source, medium, campaign, and granular details like keyword, ad group, and ad network type.



Example URL:

www.example.com/?gclid=Cj0KCQiA...



Best for:

All paid campaigns within Google's ecosystem (e.g., Google Search, Display, YouTube, and Performance Max). It provides a more comprehensive and accurate view than manual UTMs.



Important Note: [Aggregate identifiers](#) can help you get the most accurate picture of your campaign performance. Aggregate identifiers, specifically BRAIDS and gad_ parameters, are URL parameters that help maintain reporting accuracy in instances where Google Analytics can't automatically retrieve campaign information from Google advertising platforms using the standard GCLID or DCLID. By using these aggregate identifiers, Google Analytics can help provide more complete data about your campaigns, offering better insights into your marketing efforts.

The Overlap & Hierarchy

When a Google Ads or DV360 URL contains both auto-tagging (GCLID or DCLID) and manual UTM parameters, Google Analytics will prioritize the auto-tagged data for determining the source, medium, and campaign, effectively ignoring the manual UTMs for these dimensions. If Google Analytics cannot retrieve campaign information from Google advertising platforms using the standard GCLID or DCLID, it will then fall back on Aggregate Identifiers; however, the manual UTMs are not entirely ignored, as they will still populate other specific dimensions like Manual Content (utm_content) and Manual Term (utm_term).

Key Takeaway

- **For Google Ads:** Always use **auto-tagging**. (It is best practice to also include UTMs as a fallback for the core dimensions, in case GCLID is stripped.)
- **For all other marketing channels:** Use a consistent naming convention with **UTMs**.



Resources: [URL builders: Collect campaign data with custom URLs](#), [About aggregated identifiers](#)

GA Data: Understanding Processing & Value Meanings

Understanding GA Processing Intervals: Google Analytics data is processed daily in intervals - realtime, intraday, and daily. These intervals provide faster access to some of your data as it becomes available. Below are the typical intervals of data freshness for Google Analytics 360 and standard properties.

 Interval	 Typical processing time	 Properties	 Data limit per property	 Query coverage
Real time	Typically less than 1 minute	360, Standard	None	Limited for a few dimensions and metric
360 intraday	About 1 hour	360	Premium Normal and Premium Large as defined here	All reports and API queries, except these
Standard intraday	2-6 hours	Standard	Standard Normal	All reports and API queries, except these
Daily	12 hours	360, Standard	Standard, Premium Normal	All reports and API queries
Daily	18 hours	360, Standard	Premium Large	All reports and API queries
Daily	24+ hours	360, Standard	Premium Large	All reports and API queries

 **Note:** When looking at prior day data, we recommend waiting until the day after the day you want to analyze, ideally in the afternoon (e.g. after 3:30pm in your GA property's timezone), to allow for the daily data processing to be largely complete. For weekly or monthly data, we recommend waiting at least 24-48 hours after the week or month has concluded, to make sure all the data from the final days are fully processed and attributed. More info [here](#).

Understanding GA Data Values (not set), (data not available), & unassigned:

These values indicate different types of data gaps or categorization issues in your GA reports, each with distinct causes and implications

	 Meaning	 Why it happens	 What to do
 Not set	A placeholder indicating that Google Analytics has not received any information for a specific dimension. The data is simply missing or undefined.	• Technical issues: e.g., GA tag fires before crucial data is loaded, or an event like page_view isn't recorded for a session (causing "Landing page" to be not set). • Missing or incorrect parameters: e.g., Campaign dimensions being not set due to missing utm_source or utm_medium, or unlinked Google Ads accounts. • Configuration errors: e.g., Custom dimensions not being properly registered or sent. • Privacy/Browser limitations: e.g., Ad blockers or privacy settings preventing data collection for certain dimensions	 This is often fixable Investigate your tracking implementation, check UTM parameters, ensure proper account linking, and verify tag firing order. Additional info here.
 Data not available	Indicates that attribution information for traffic source dimensions is temporarily unavailable or hasn't been fully processed yet. The data might exist, but its attribution isn't ready.	• Processing time: Most common reason. GA requires time (typically 24-48 hours) to process and apply attribution models, especially for intraday (same-day) data. • User ID misconfiguration: Incorrectly assigning the same User ID to too many events can lead to processing issues. • Rare system failures: Occasional internal Google processing errors.	 Often requires patience Wait 24-48 hours for the data to fully process. Review your User ID implementation if this is a recurring issue. Additional info here.
 Unassigned	Appears in Default Channel Grouping reports when GA cannot categorize traffic into any of its predefined default channels (e.g., Organic Search, Paid Search, Direct, Referral). GA knows the source/medium, but it doesn't fit an existing channel rule.	• Non-standard UTM parameters: Using custom utm_source or utm_medium values that don't match Google's default channel definitions. • Missing required UTMs: For a campaign to be recognized by default channels, utm_source and utm_medium are usually required. • Measurement Protocol issues: Events sent via Measurement Protocol without proper session or client ID context. • Incorrect tag configuration: If the GA config tag fires too late relative to other events.	Often fixable. Review your UTM tagging strategy to align with GA's default channel definitions, or create Custom Channel Groupings to categorize your specific traffic. Ensure all Measurement Protocol events related to active web sessions include the correct client_id and session_id parameters to stitch the event to the existing session source. Confirm the GA Configuration Tag (or Google Tag) fires before any other event tags (like page_view, purchase, or custom events). This guarantees the initial session context is captured.

Understanding Sampling and the (other) Row



The Data Trade-Off: GA is powerful, able to support very high-volume use cases. To properly utilize this power, users must understand how GA implements trade-offs between:

Latency (Speed):

Returning results quickly.

Data Accuracy:

Providing precise, granular data.

Cost:

The processing resources required.

While for most properties these trade-offs never happen, for large properties GA uses approximations when exact results would take too long.

How Approximations Appear: There are two common manifestations



Sampling:

This happens when a query for a standard property exceeds 10 million events. Rather than failing, GA provides representative results quickly by analyzing a sample of your data, not all of it.



The (other) row / High Cardinality

The (other) row is a symptom of high cardinality (e.g., dimensions with many unique values like page URLs). To improve latency and reduce costs, for properties with high cardinality data GA aggregates less-common, long-tail values into a single "(other)" row.



- Your results are affected by this approximation every time the Data quality icon displays the "Some data condensed" message.

Options to Improve Accuracy:

1. Property Setup

- Audit Collection:** Be mindful of high-cardinality dimensions. It's the combined cardinality that generates the (other) row (e.g. 5 dimensions of 10 values each and data on all combinations have the same impact as 1 dimension of 10^5).
- [GA360] Expanded Datasets:** For 360 properties, set up expanded datasets for the high-cardinality reports you use most often. This pre-aggregates the data and provides more detail.

2. On-the-Fly Improvements

- Shorten Date Range:** The simplest fix. Reducing the date range lowers the total data volume, often removing the need for sampling or the (other) row approximation.
- Check Data Quality Icon:** The Data Quality icon in the UI will tell you when approximations are applied. Look for the "Some data condensed" message.
- [GA360] Unsampled Explorations:** In the Explorations section, 360 users can request a fully unsampled report for a complete, granular view of specific analyses.
- [GA360] Increased Sampling Limits:** 360 properties benefit from much higher sampling limits by default (e.g., up to 1 billion events) in standard reports, reducing the frequency of approximation.

3. BigQuery for High Cardinality Needs

- Leverage BigQuery:** For the ultimate high cardinality solution, export raw event data to BigQuery. This bypasses all UI limitations, allowing you to query the complete, unsampled, high-cardinality dataset.
 - Pro-tip: Pass high-cardinality parameters to BQ without registering them as custom dimensions to keep your GA UI reports clean.

📄 **Resources:** [Unsampled Explorations](#), [Expanded Datasets](#)

12

Google Analytics Reporting **Case Studies**

- Check out success stories from real customers and learn how they leveraged GA reporting to fuel growth!



5% more click-throughs.
9% less drop-offs.
Gymshark achieves new
personal best, with GA.

GYMSHARK 

Online fitness apparel and accessories brand
Solihull, England • gymshark.com



*Results achieved during the campaign period from May to July, 2021.

The challenge

To provide their shoppers with a more personalised experience, Gymshark planned to launch a new ecommerce app. To do that though, they first needed a product analytics platform capable of delivering key data points that could be quickly interrogated, and turned into actionable decisions.

The approach

Gymshark began by implementing the global site tag across their ecommerce website and new app to collect observable first party data. Next, they replicated their tracking structure across both platforms to gain a consistent view of customer performance. To further improve the data quality, the team created a series of rich data points by adding custom parameters to certain data sets. Lastly, in-house analysts leveraged the flexible and customisable features of the new Explore section to reveal fresh insights, and uncover key pain points in user journeys.

Partnering with 55: Working closely with data specialists, 55, gave Gymshark the necessary tools, support and training to successfully implement Google Analytics 4 (GA) — and achieve the best possible insights and results.

The results

GA has allowed the team to reduce the number of data processing tools and platforms from five to just one. They're also spending 30% less time conducting user journey analysis. What's more, the ease and fluidity of using GA means the number of custom dimensions that enrich Gymshark data has since doubled. New insights derived from the GA User Explorer report and other ecommerce reports have also helped reduce checkout drop-offs by 9%, and boost product page click-throughs by 5%.

Google Analytics 4 was the perfect choice in understanding and improving our new ecommerce app."

—Maxwell Petitjean, Head of Product Insights, Gymshark

30%

Less time analysing
user journeys

9%

Fewer drop-offs at
checkout

5%

More product page
click-throughs

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform. © 2021 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

55 the
data
company

Google Marketing Platform

Google

412 Food Rescue uses the new Google Analytics to cut reporting time by 50%



Non-profit organization to prevent food waste
United States • [Link to full case study](#)



The challenge

In Pittsburgh, we typically distribute around 300,000 pounds of food in a month, but during the pandemic that has increased to about a million pounds of food. Our challenge is that we need to inspire more people, every single day to step up, and rescue food. In order to recruit more volunteers, we needed to understand where people were learning about 412 Food Rescue. The information that we previously gathered was pretty time intensive because we're pulling data from a number of different sources.

The approach

Bounteous has been our digital analytics partner, they came to us with Google Analytics to help look at information in a more cohesive manner. The new Google Analytics allows us to look at our data across platforms, web and app, to understand the full journey of our users. We're able to track volunteer engagement, donations, or social media campaigns that were driving traffic to our website.

The results

Automated Insights also opened our eyes to a whole new set of data. For example, we learned that weekends tend to be a little bit slower in terms of volunteers and engagement. And now we understand more about our user experience and where those efforts need to be focused. We've been able to cut our reporting time by 50% and it's freed up our already limited staff to grow our strategy and increase our activities throughout the community.

"The new Google Analytics allows us to look at our data across platforms, web and app, to understand the full journey of our users."

—Sara Swaney, Director of Advancement, 412 Food Rescue

50%

Reduction in
reporting time

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform. © 2021 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.



Sara Assicurazioni: effective data strategy improves usability 2X with GA and BigQuery



Insurance company
EMEA - Italy • sara.it

Agency Name: Cavallo Consulting



The Challenge

Sara Assicurazioni is a leading Italian insurance company. It faced the challenge of an omnichannel environment with fragmented data collected through its various physical and digital touchpoints, with different tools such as web analytics, CRM, and others. This made a unified vision of Sara Assicurazioni customer difficult. At the same time, it needed to comply with GDPR and carefully manage consent and protect user data.

The Approach

Sara Assicurazioni implemented migration from Google Universal Analytics to Google Analytics 4 (GA) and from Data Studio to Looker Studio, creating an in-house database in Google BigQuery. The company set out to underpin its new data management strategy with a strong data governance framework to make sure that data was collected, managed, and used in a secure and compliant manner.

Partnering with Cavallo Consulting & Partners S.r.l.: Cavallo Consulting & Partners helped with the migration from Google UA to GA, the transition from Data Studio to Looker Studio, and supporting Sara Assicurazioni IT team in integrating BigQuery.

The Results

Sara Assicurazioni solution led to a reduction of over 50% in data rendering times, and, comparing viewing and processing times, improved usability and performance 2X. It also introduced a data blend between tracking data and Salesforce databases in full compliance with GDPR. Continuing with the optimization of current solutions, the company feels confident facing digital transformation with Google technologies.

"The long change management path we've undertaken since 2017 led us to build today's ecosystem of integrated heterogeneous technologies that allows us to analyze relevant data to make the best managerial choices while respecting customer privacy."

—Luigi Vassallo, CIO, Sara Assicurazioni

50%

Faster data
rendering rate

2x

Improved
usability

Featured Product Area

- Measurement - Google Analytics 4

Primary Marketing Objective

- Multi-MO

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business.

Learn more at ads.google.com/home.

© 2023 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

Analytics 360

CAVALLO
CONSULTING

Google Ads

Google



Kia automates global GA and GTM deployment via APIs, cuts effort by 80%



Kia automobile manufacturer
APAC - South Korea • kia.com

Agency Name: .Monks



The challenge

Kia prioritized global data quality through GA and Google Tag Manager (GTM) standardization. It needed consistent deployments for data collection and governance. For this reason, Kia wanted to automate deployments of GA and GTM for multiple markets across LATAM, APAC, and EMEA.

The approach

Kia automated deployments via APIs, rapidly creating market-specific GA properties, Google Tag Manager (GTM) containers, and regional roll-ups. This ensured standardized data collection and naming for comparable analysis. Key automation elements include consistent custom dimension/metric configuration across properties and roll-ups; standardized deployment of all GTM tags, triggers, and variables based on the solution design; automated key event configuration in GA for accurate conversion reporting; and dynamic custom event creation in GA to capture detailed user behavior.

Partnering with Monks: Kia partnered with .Monks to enhance its ability to provide standardized high-quality data at scale in a matter of minutes, instead of days across key global markets.

The approach

The bulk API automation cut deployment effort by 80%, reducing 300 manual hours to 30. This enabled Kia to deploy analytics in 22 markets in the time of one. This efficiency, driven by standardization and automation, delivered rapid time-to-value and significantly reduced errors. Kia plans to keep using Google's automation for streamlined GA/GTM deployments, driving operational excellence and consistent global analytics standards.

“Automating GA/GTM across 32 markets yielded an 80% efficiency gain, saving resources and enabling consistent data analysis for regional CX optimization, driving faster iterations and a unified brand experience.”

—Sun Hur, Head of Kia Digital CX Planning, global HQ

80%

Reduction in effort and time
via automation

50%

Increase in Kia markets with
access to high-quality data.

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Measurement - Google Analytics 4

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business.

Learn more at ads.google.com/home.

© 2025 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.





Privacy-centric strategy drives 311% ROSS boost for Bauknecht



Multinational home appliances manufacturer and marketer

EMEA - Germany • bauknecht.eu

Agency Name: GroupM

The challenge

Bauknecht, a German brand of Whirlpool, faced challenges in accurately measuring campaigns due to increasing privacy regulations and limitations on third-party cookies. Relying on a third-party tracking provider led to data discrepancies with Google Analytics 4 and hindered a unified view of Bauknecht performance. Using a different source of truth was time-consuming, and privacy regulations posed challenges to traditional tracking methods.

The approach

Bauknecht decided to implement consent mode and Google tag to improve its measurement and user experience, and take advantage of Google's modeling capabilities. After completing the implementation, Bauknecht decided to enrich Google's smart bidding algorithm with first-party data, which improved audience segmentation for effective targeting through Customer Match. Then Bauknecht implemented enhanced conversions to recover lost conversions.

Partnering with GroupM: GroupM Germany supported Bauknecht throughout the enhanced conversions and consent mode implementation process.

The approach

Bauknecht significantly improved its measurement capabilities to achieve durable reporting that was on par with its previous third-party tracking provider. Consent mode played a key role and led to a 28.5% conversion uplift, while enhanced conversions achieved a 5% uplift for Search and YouTube. Combining these two features with the new Google tag deployment and Customer Match led to a remarkable 311% increase in return on ad spend (ROAS).

“We’re very pleased with the outcome since we were able to improve our business’ results and respect customer data. We’ll continue delivering strong performances, and we couldn’t have done it without Google and GroupM.”

—Carolina Menta Trupel, Performance Marketing, Whirlpool

28.5%

Conversion uplift
thanks to
consent mode

5%

Increase in Search and
YouTube conversions thanks
to enhanced conversions

Primary Marketing Objective

- Awareness & Brand Consideration

Featured Product Area

- Measurement: Customer Match
- Google Tag
- Measurement: Consent Mode

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business.

Learn more at ads.google.com/home.

© 2024 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

Google Ads

groupm

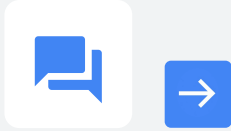
Google

13

Common Questions & Reporting Gotchas

- This section provides answers to frequently asked questions, practical advice, and key miscellaneous information to deepen your understanding and optimize your use of GA reporting!

Common Questions & Reporting Gotchas



How can I share GA reports with **internal** stakeholders? How can I share these reports with **external** stakeholders?

Sharing with **Internal** Stakeholders (Team Members, Colleagues)

For internal teams needing ongoing access and interactive data exploration:

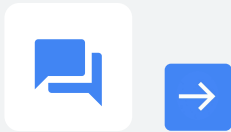
- ✓ **Direct GA Access & Collaboration:**
 - **Method:** Grant user permissions (Viewer, Analyst, Editor) in GA Admin.
 - **Benefit:** Enables interactive data exploration, custom report building, and collaboration directly within GA.
 - **Help Center Article:** [Add, edit, and delete Analytics users and user groups](#)
- ✓ **In-Platform Sharing & Exports:**
 - **Method:** Share report links, set up scheduled email deliveries for standard reports, or export data as CSV/Sheets/PDF.
 - **Benefit:** Easy for ad-hoc sharing of specific views or automated regular updates.
 - **Help Center Article:** [Share & export reports](#), [Schedule reports](#)
- ✓ **Custom Looker Studio Dashboards:**
 - **Method:** Create personalized, interactive dashboards in Looker Studio connected to GA.
 - **Benefit:** Powerful for combining data, tailoring views, and creating consolidated performance overviews.
 - **Help Center Article:** [Connect to Google Analytics in Looker Studio](#)

Sharing with **External** Stakeholders (Clients, Partners, Agencies)

For users wanting to share with external stakeholders who don't have GA property access:

- ✓ **Custom Looker Studio Dashboards:**
 - **Method:** Build custom, aggregated dashboards in Looker Studio.
 - **Benefit:** Safest and most professional way to share insights; you control data visibility and maintain privacy without granting direct GA access.
 - **Help Center Article:** [Connect to Google Analytics in Looker Studio](#)
- ✓ **Static Exports & Summaries:**
 - **Method:** Export specific standard reports as static PDF/CSV files.
 - **Benefit:** Useful for one-off presentations or high-level updates.
 - **Caution:** Always ensure no sensitive info is included.
 - **Help Center Article:** [Share & export reports](#), [Schedule reports](#)
- ✓ **Limited Direct GA Access (Use with Extreme Caution):**
 - **Method:** Only consider granting Viewer-only access in rare, specific cases to partners.
 - **Caution:** Requires strict adherence to data governance, ensuring your GA property never collects PII.
 - **Help Center Article:** [Safeguarding your data](#)

Common Questions & Reporting Gotchas

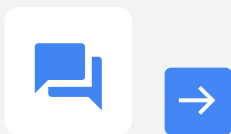


How should I think about configuring my reports using APIs vs BQ Export vs GA UI for my reporting needs?

Below is a table that helps to outline APIs, BQ and the GA UI, and when to use what:

Feature	 Google Analytics UI	 Google Analytics Reporting API	 BigQuery (BQ) Export
Overview	Your intuitive analytics dashboard for deep dives, visual explorations, and understanding user behavior directly.	A programming interface for automating data pulls and integrating GA insights into other systems or dashboards.	Your direct access to raw, unsampled data for highly advanced analysis, data warehousing, and machine learning.
Best For	Pro-level ad-hoc analysis, comprehensive visual reporting, audience building, and everyday performance monitoring.	Automating routine reports, integrating GA data into custom dashboards, and feeding other applications.	Deepest analytical insights, custom attribution, combining with other datasets, and long-term data ownership.
Technical Skill	Low to Medium (Point & Click, drag-and-drop for Explorations)	Medium (Coding required: Python, R, JavaScript, etc.)	High (Strong SQL, data warehousing, and potentially cloud architecture knowledge)
Data Type	Processed, modeled, and aggregated data with advanced exploration capabilities; includes Google Signals data.	Processed and aggregated data, similar to the UI, but accessed programmatically.	Raw, unsampled, event-level data (every single user interaction) for maximum granularity.
Customization	High within Explorations (custom funnels, paths, segments) but limited outside of predefined structures.	Moderate (Can define specific dimensions, metrics, and filters for custom data pulls).	Highest (Complete freedom to query, transform, and model data any way you need with SQL).
Data Integration	Native integrations with Google products, 3P Cost Data, Salesforce	Possible, but requires custom development to pull data into external tools.	Excellent (Designed for combining GA data with CRM, ad spend, sales, and other first-party data).
Key Use Cases	Performance monitoring, ad-hoc funnel/path analysis, audience building, quick insights, internal team reporting.	Automated dashboards in Looker Studio/Tableau, custom alerts, programmatic data pulls for internal apps.	Building custom attribution models, advanced predictive analytics, deep user segmentation, long-term trend analysis.

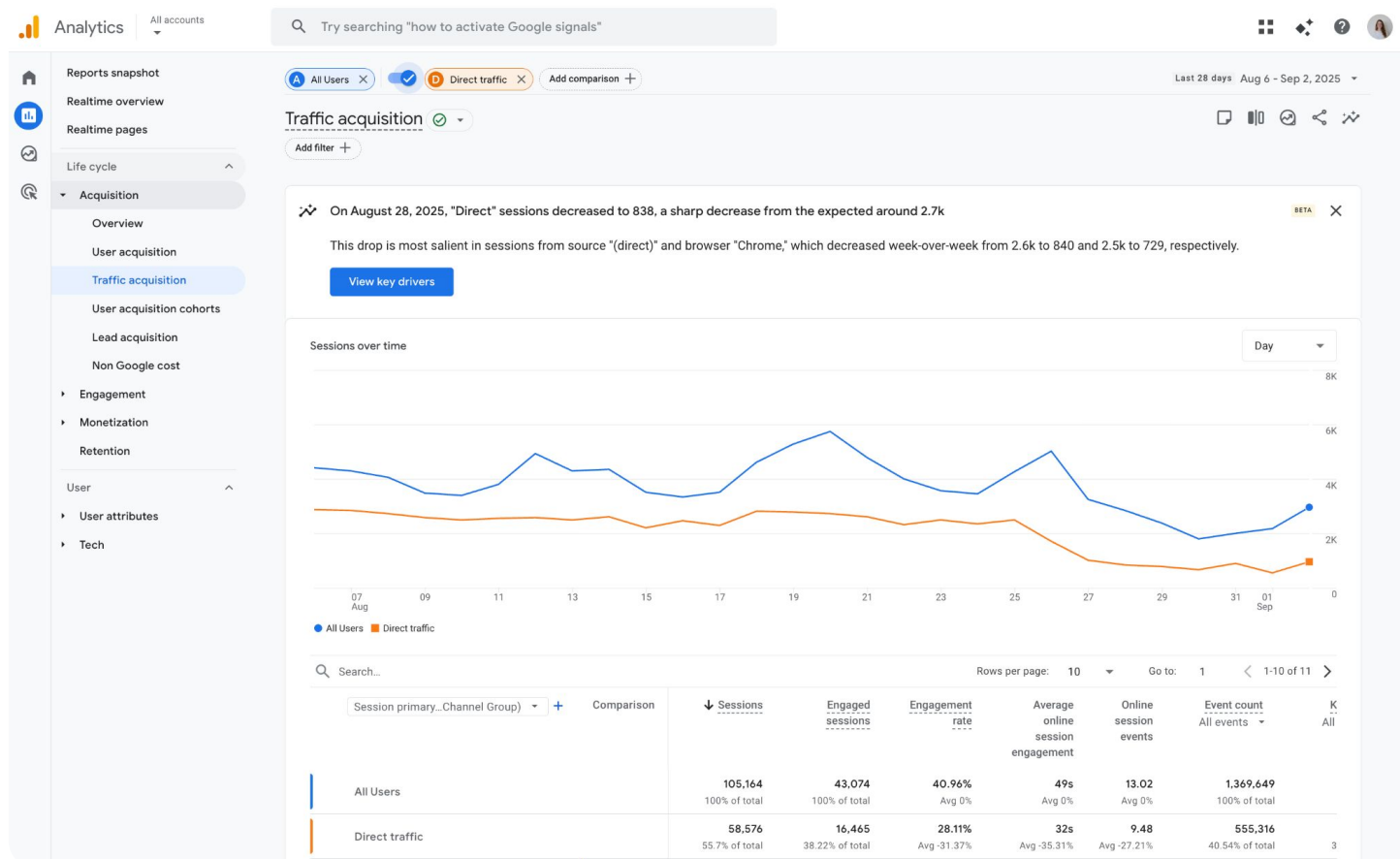
Common Questions & Reporting Gotchas



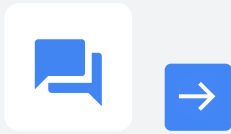
What is the difference between comparisons and segments in Google Analytics, and when do I use which?

The core difference between segments and comparisons in Google Analytics is where and how you use them. **Comparisons** are for quick, high-level analysis directly within your standard GA reports (screenshot below). They let you filter and view different subsets of your data—like mobile versus desktop traffic—side-by-side in the same report, making it easy to spot immediate trends. Use a comparison when you need a fast answer to a simple question.

In contrast, **segments** are a much more powerful tool used for deep, custom analysis in the Explorations section. They allow you to define complex groups of users, sessions, or events based on multiple conditions, which is essential for building advanced funnels or user-journey reports. You should use a segment when you need to perform an in-depth, multi-step analysis on a specific subset of your data.



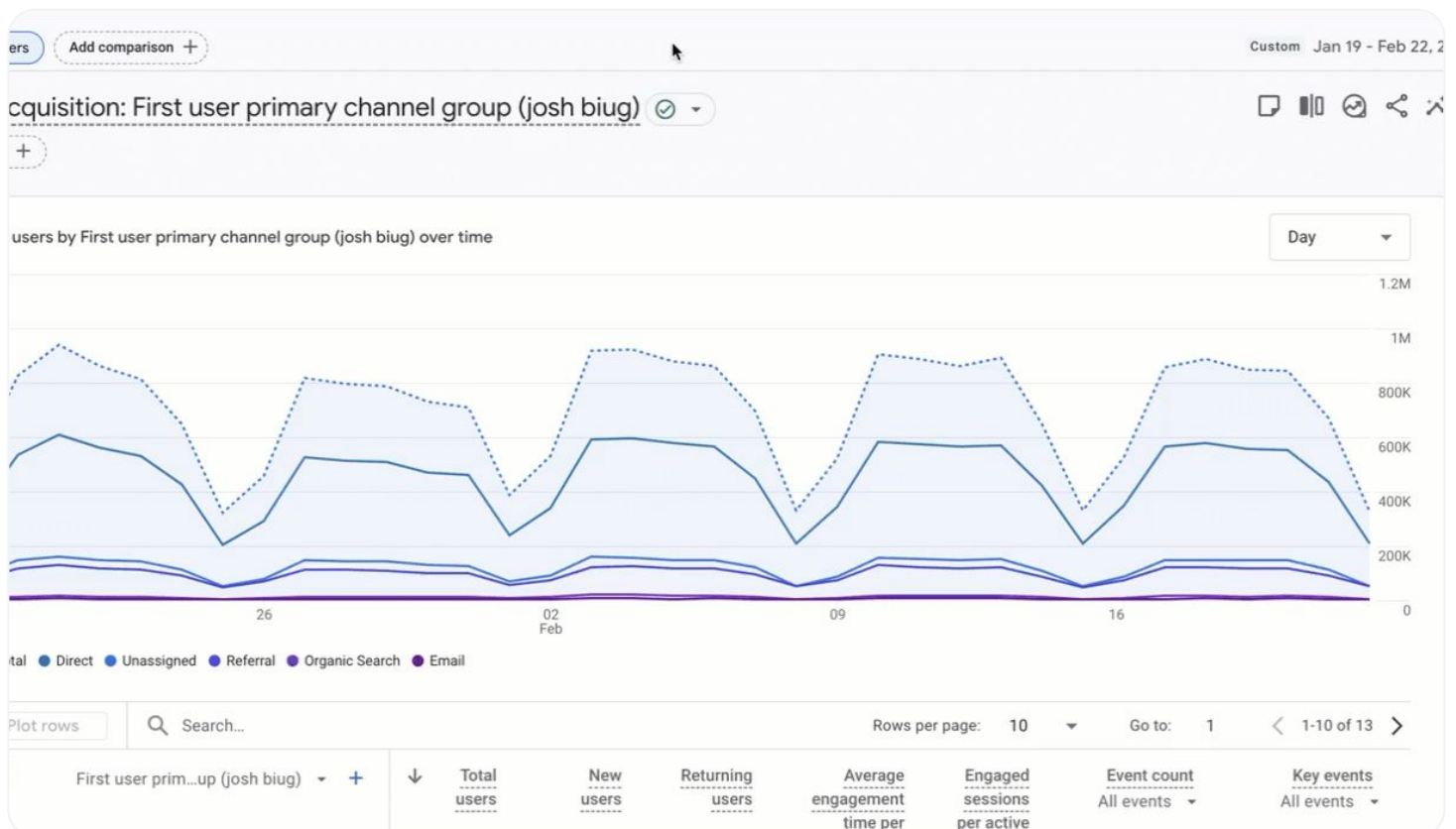
Common Questions & Reporting Gotchas



What are the different types of Annotations?

In Google Analytics, an annotation serves as a note linked to specific data points on a report's line graph, providing context for unusual metrics or significant events. **User-created annotations** are manually added by a user to highlight things like website changes, marketing campaign launches, or known data discrepancies. These annotations are customizable with a title, description, date range, and color, and are visible across all relevant reports within a property.

In contrast, **Google Analytics-created annotations** are automatically generated by the system to alert users about significant, data-impacting events, such as data processing issues or system outages. While they appear similar to user-created annotations, the key difference is that these system-generated annotations cannot be edited or deleted by users. You can Hover your mouse cursor over the system annotation icon  to view.



Externally Friendly Resources

Help Center

-
- [Suggested audiences](#)
 - [Predictive audiences](#)
 - [Query Explorer](#)
 - [GA Reports Builder Add-On](#)
 - [Google Analytics BigQuery Export](#)
 - [GA| BigQuery Export](#)
 - [\[GA\] Set up BigQuery Export](#)
 - [Bridge the gap: Google Analytics UI and BigQuery export](#)
 - [Unsampled Explorations](#)
 - [Expanded Datasets](#)
 - [Connect to Google Analytics in Looker Studio](#)
 - [Safeguarding your data](#)
 - [Suggested audiences](#)
 - [Customize Report Navigation](#)
 - [User lifetime](#)
-

Externally Friendly Resources

Help Center

- [Funnel exploration](#)
 - [Path exploration](#)
 - [User explorer](#)
 - [URL builders: Collect campaign data with custom URLs](#)
 - [About aggregated identifiers](#)
 - [Data Freshness](#)
 - [Add, edit, and delete Analytics users and user groups](#)
 - [Share & export reports](#)
 - [Schedule reports](#)
 - [Connect to Google Analytics in Looker Studio](#)
 - [Safeguarding your data](#)
-