How to integrate Spektrix with Google Analytics 4

James Akers, Wednesday 11 January 2023

Digital Culture Network

ARTS COUNCIL ENGLAND

Five simple steps

1. **Create** a new Google Analytics 4 (GA4) account
2. **Configure** the GA4 account
3. **Check** if you have a Tag Manager account already
4. **Import** a template into Tag Manager
5. **Publish** your changes live

Spektrix Website Admin

Further steps and considerations

1. **Install** GA4 on your main website
2. **Test** your website works
3. **Wait** 24 hours to view data in GA4
4. **Implement / Update** any Cookie Management Platforms
5. **Configure** GA4 to track other objectives
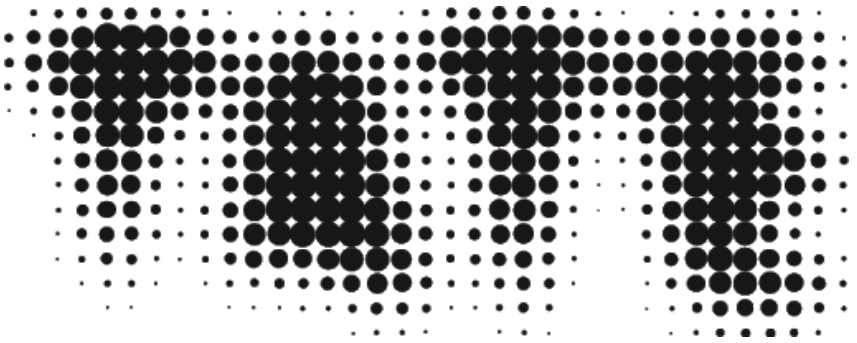
Digital Culture
Network

THE
BRITISH
MUSEUM

ROYAL
MUSEUMS
GREENWICH

TATE

V&A

FUNDACIÓN
JUAN MARCH

Royal Botanic Gardens
Kew

London
Symphony
Orchestra

ROYAL
COURT

Bush
Theatre

H
BIRMINGHAM
HIPPODROME

RICH MIX

SHAKESPEARE'S
GLOBE

GA4 - Reports
    - Explorations
Looker Studio

GA4 - Reports

Left panel (navigation menu):

- ▶ 🕐 Real-time
- ▶ 👤 Audience
- ▼ ⤳ Acquisition
  - Overview
    - ▸ All Traffic
    - ▸ Google Ads
    - ▸ Search console
    - ▸ Social
    - ▸ Campaigns
- ▼ ▦ Behaviour
  - Overview
  - Behaviour Flow
  - ▼ Site Content
    - **All Pages**
    - Content Drilldown
    - Landing Pages
    - Exit Pages
  - ▸ Site Speed
  - ▸ Site Search

Right panel (navigation menu):

- Reports snapshot
- Real-time
- Life cycle ⌃
  - ▼ Acquisition
    - Acquisition overview
    - User acquisition
    - Traffic acquisition
  - ▼ Engagement
    - Engagement overview
    - Events
    - Conversions
    - Pages and screens
    - Landing page
  - ▼ Monetisation
    - Monetisation overview
    - E-commerce purchases
    - In-app purchases
    - Publisher ads
  - Retention

Try searching "measurement ID"

Reports snapshot

Real-time

Life cycle

Acquisition

Engagement

Monetisation

Monetisation overview

E-commerce purchases

In-app purchases

Publisher ads

Retention

User

Demographics

Tech

Library

A All Users   Add comparison +

Last 28 days 21 Nov - 18 Dec 2022

E-commerce purchases: Item name ✓

Add filter +

Item view events by Item name over time

No data available

27 Nov   04 Dec   11   18

Item view events and Add to baskets by Item name

ADD TO BASKETS

No data available

0
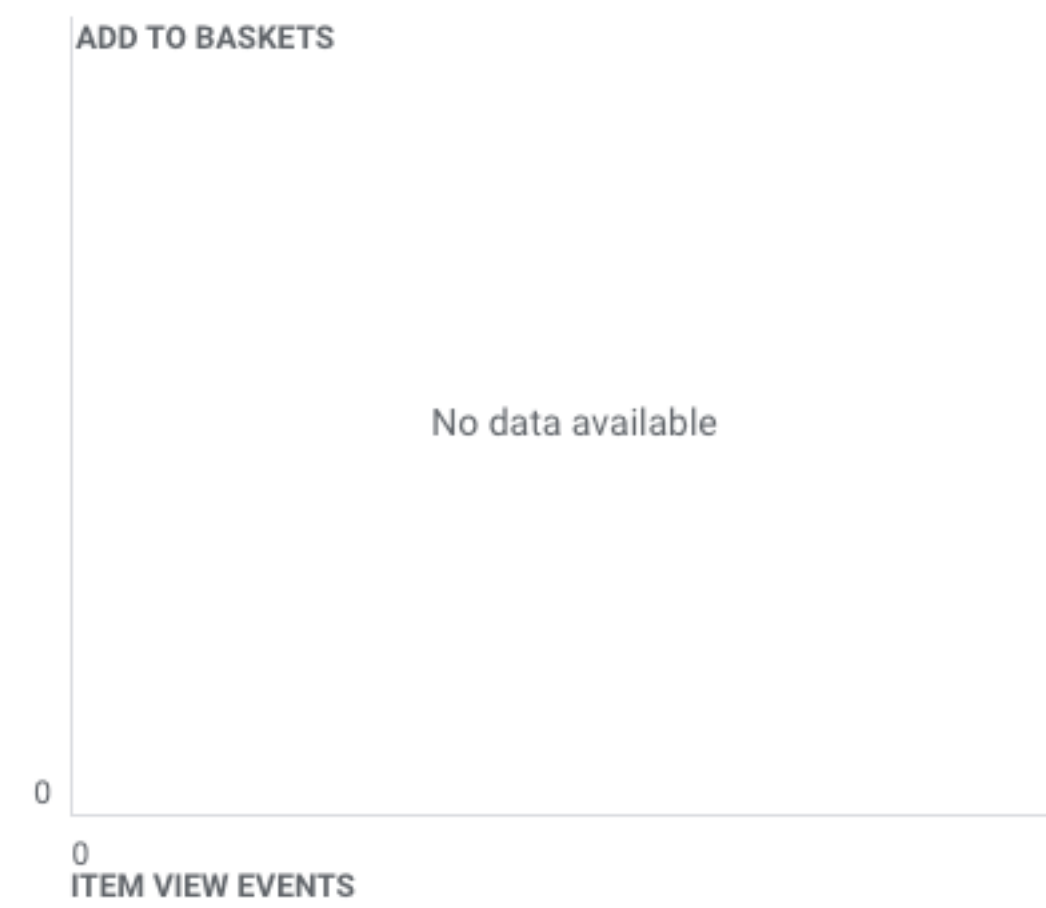
ITEM VIEW EVENTS

Search...

Rows per page: 10   Go to: 1   1-10 of 46

Item name	+	Item view events	Add to baskets	Basket-to-view rate	E-commerce purchases	Purchase-to-view rate
		0	0	0%	3,294	0%
					100% of total	
1		0	0	0%	1	0%
2		0	0	0%	3	0%
3		0	0	0%	21	0%
4		0	0	0%	1	0%

Try searching "measurement ID"

Reports snapshot

Real-time

Life cycle

› Acquisition

› Engagement

› Monetisation

Retention

User

› Demographics

› Tech

Library

All of your collections and reports organised in one place where you can customise them and create more. Collections allow administrators to customise the presentation of reports in the left navigation.

Learn more

Collections ⓘ

Create new collection	Life cycle ⓘ ⋮	Membership ⓘ ⋮	User ⓘ ⋮
	✓ Published · Life cycle	Unpublished · Life cycle	✓ Published · User
	📁 Acquisition	📁 Acquisition	📁 Demographics
	📁 Engagement	📁 Engagement	📁 Tech
	📁 Monetisation	📁 Monetisation	
	📁 Retention	📁 Retention	
	Edit collection	Edit collection	Edit collection

Reports

+ Create new report   Search

	Type	Name	Creator	Last modified ↓	Template	Collection	Description	
☐	⊞	E-commerce purchases: Item name	Team OF	11 Jul 2022 Team OF	E-commerce purchases	Life cycle		⋮
☐		Reports snapshot	Team OF	11 Jul 2022 Team OF				

Library

Try searching "measurement ID"

← Back

Customise collection

Life cycle   ⊘ Published

COLLECTION TEMPLATE

life-cycle

TOPICS AND REPORTS

⠿ Acquisition   ⊗
     Overview   ⊗
  ⠿ User acquisition   ⊗
  ⠿ Traffic acquisition   ⊗

⠿ Engagement   ⊗
     Overview   ⊗
  ⠿ Events   ⊗
  ⠿ Conversions   ⊗
  ⠿ Pages and screens   ⊗

⠿ Monetisation   ⊗
     Monetisation overview   ⊗
  ⠿ E-commerce purchases: Item...   ⊗
  ⠿ In-app purchases   ⊗

Save...

Drag reports to create collection

🔍 Search reports

Detail reports   Overview reports

⠿ Conversions

⠿ **Demographic details**
Users, sessions, engagement, conversion and revenue metrics (e.g. Engaged sessions, Engagement rate, Total revenue) per age, city, country, gender, interests and language.

⠿ **E-commerce purchases**
Item purchases by views, basket activity and revenue.

⠿ **Events**
Event count by event name, along with total users that triggered the event, event count per user and revenue per event.

⠿ **In-app purchases**
Product purchases by quantity and revenue.

⠿ **Landing page**
Landing Page by Views, New users, Conversions and Total Revenue.

⠿ **Pages and screens**
Web pages and app screens by total views, number of users who viewed each page/screen, average engagement time and scrolls.

⠿ **Publisher ads**
Ad performance by impressions, clicks and revenue.

Tech details

Blank

Add dimensions, metrics and other cards.

Start from a template

User acquisition

User count by medium, along with engagement, event-count, conversion and revenue metrics.

Dimensions: First user default channel group, First user medium, First user source, First user ...

Traffic acquisition

User count by source/medium, along with engagement, event-count, conversion and revenue metrics.

Dimensions: Session default channel group, Session source/medium, Session medium, Ses...

Events

Event count by event name, along with total users that triggered the event, event count per user and revenue per event.

Dimensions: Event name

Conversions

Dimensions: Event name

Pages and screens

Web pages and app screens by total views, number of users who viewed each page/screen, average engagement time and ...

Dimensions: Page title and screen class, Page path and screen class, Page title and screen na...

Landing page

Landing Page by Views, New users, Conversions and Total Revenue.

Dimensions: Landing page

E-commerce purchases

Item purchases by views, basket activity and revenue.

Dimensions: Item name, Item ID, Item category, Item category 2, Item category 3, Item category...

In-app purchases

Product purchases by quantity and revenue.

Dimensions: Product ID

Publisher ads

Ad performance by impressions, clicks and revenue.

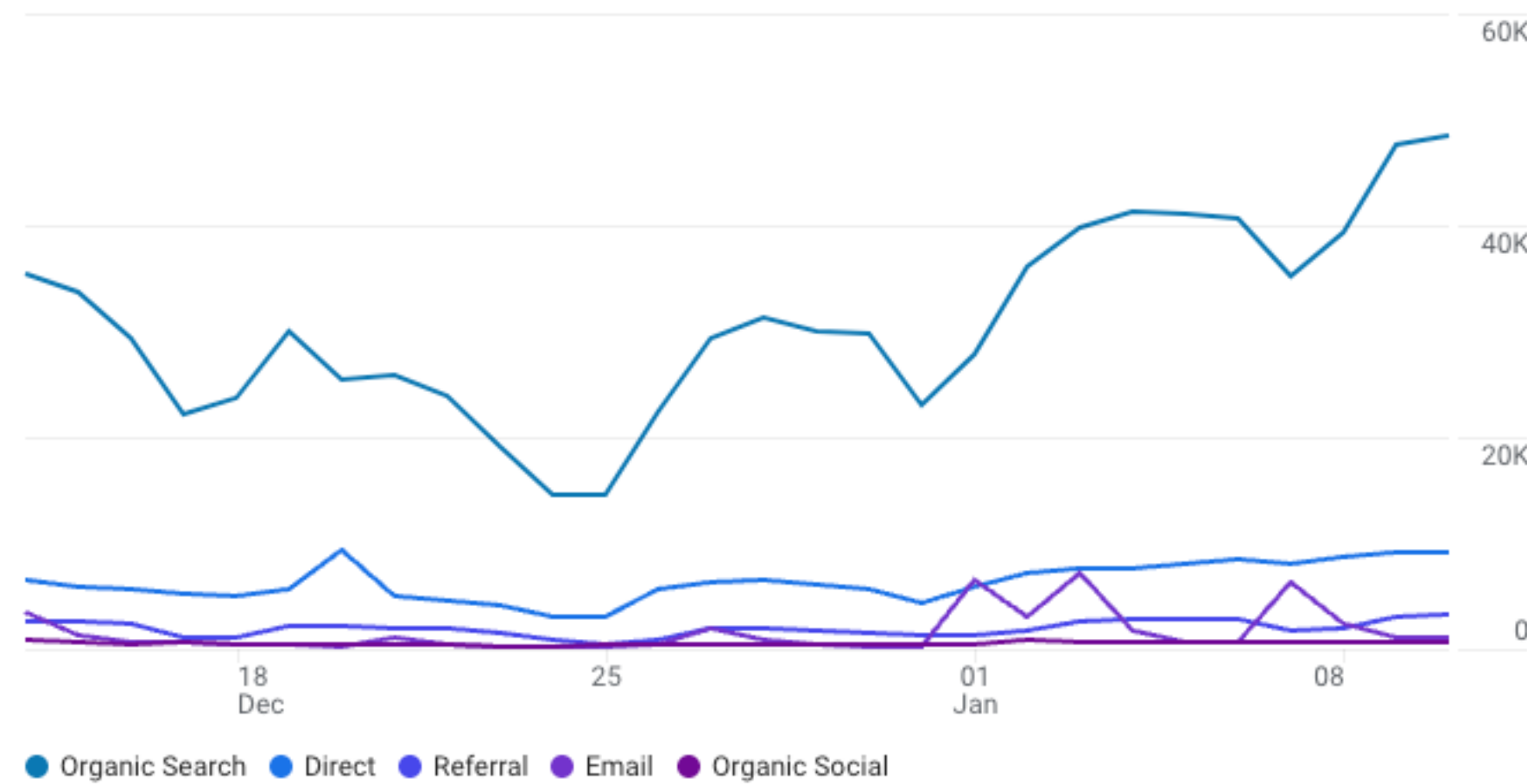Dimensions: Ad unit, Page path and screen class, Ad format, Ad source

Welcome to Coach

Digital training for culture professionals

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We know that working in the marketing department in a cultural organisation means never having enough time.

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Coach: All Access subscription

Digital training for arts and culture professionals

Facebook Ads for Arts Marketers

Create Facebook Ad campaigns with confidence

YouTube Strategy for Cultural Organisations

How to get more from your videos

Coach

Here's what you'll be getting

Getting started

Reporting options in Google Analytics 4   START

Customising the standard reports   START

Marketing reports

Explainer: source, medium and channel   START

Report: All channels   START

Report: Email campaigns   START

Report: Organic search   START

Report: Paid search campaigns   START

Report: Referrals   START

Report: Social media - organic   START

Report: Social media - paid   START

🎉 **Get yours!** 🎉

https://onefurther.com/work/spektrix

Pros	Cons
Easily accessible	Basic reports aren't great
Can add custom reports	Custom reports are a WIP
Can remove irrelevant reports	No drill-down option
	Can't share them between accounts
	Can't schedule email delivery

GA4 - Explorations

Explorations

Start a new exploration

Template gallery

Blank
Create a new exploration

Free-form
What insights can you uncover with custom charts and tables?

Funnel exploration
What user journeys can you analyse, segment and breakdown with multi-step funnels?

Path exploration
What user journeys can you uncover with tree graphs?

Type	Name ↓	Owner	Last modified ↓	Property	

No explorations to show.

Try searching "measurement ID"

Try searching "how to create funnel"

Explorations

Start a new exploration

Template gallery

Blank
Create a new exploration

Free-form
What insights can you uncover with custom charts and tables?

Funnel exploration
What user journeys can you analyse, segment and breakdown with multi-step funnels?

Path exploration
What user journeys can you uncover with tree graphs?

Type	Name ↓	Owner	Last modified ↓	Property	
👤	Spektrix conversion funnel	Team OF	15:19	GA4 -	⋮
👤	Hostname report	Team OF	15:19	GA4 -	⋮
👤	Membership funnel	Team OF	15:20	GA4 -	⋮
👤	Path exploration - what's on	Team OF	15:20	GA4 -	⋮
👤	GTM tag usage	Team OF	15:21	GA4 -	⋮

Variables —

Exploration Name:
Funnel - Spektrix

Quarter to date
1 Jan - 27 Mar 2022 ▾

SEGMENTS +

⠿ Paid traffic

⠿ Mobile traffic

DIMENSIONS +

⠿ Event name

⠿ Default Channel Gr...

⠿ Device category

METRICS +

⠿ Active users

⠿ Event count

⠿ Transactions

Tab Settings —

TECHNIQUE

Funnel exploration ▾

Visualisation

Standard funnel ▾

MAKE OPEN FUNNEL ⬤○

SEGMENT COMPARISONS

Drop or select segment

STEPS ✎

⠿ Choose seats

⠿ Basket

⠿ Checkout

⠿ Purchase complete

BREAKDOWN

Drop or select dimension

Rows per
dimension   5 ▾

✎ Funnel analysi... ▾   ＋   ↶ ↷ ⬇ 👥+ ☑▾

	Step 1		Step 2		Step 3		Step 4	
	Choose seats	100%	Basket	40.8%	Checkout	75%	Purchase complete	89.4%

12K

5.9K

0

🔻 ■ 6.8K 59.2%   🔻 ■ 1.2K 25%   🔻 ■ 374 10.6%

Step	Elapsed time	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Choose seats	-	11,531 (100.0%)	40.8%	6,827	59.2%
2. Basket	1d 02h	4,704 (40.8%)	75.0%	1,174	25.0%
3. Checkout	6h 35m	3,530 (30.6%)	89.4%	374	10.6%
4. Purchase complete	2h 17m	3,156 (27.4%)	-	-	-

Try searching "Behaviour overview"

Variables —   **Tab Settings** —

Funnel analysi... ▼   ＋

Exploration Name:
Funnel - Spektrix

TECHNIQUE

Funnel exploration ▼

Quarter to date
1 Jan - 27 Mar 2022 ▼

Visualisation

Standard funnel ▼

SEGMENTS ＋

⠿ Paid traffic

⠿ Mobile traffic

MAKE OPEN FUNNEL ⬤

SEGMENT COMPARISONS

Drop or select segment

DIMENSIONS ＋

⠿ Event name

⠿ Default Channel Gr...

⠿ Device category

STEPS ✎

⠿ Choose seats

⠿ Basket

⠿ Checkout

⠿ Purchase complete

METRICS ＋

⠿ Active users

⠿ Event count

⠿ Transactions

BREAKDOWN

⠿ Device category

Rows per dimension   5 ▼

Step 1		Step 2		Step 3		Step 4	
Choose seats	100%	Basket	40.8%	Checkout	75%	Purchase complete	89.4%

```
12K ┤ ████
    │ ████
5.9K┤ ████  ████
    │ ████  ████  ████
  0 ┤ ████  ████  ████  ████
```

⬇ ■ 6.8K 59.2%   ⬇ ■ 1.2K 25%   ⬇ ■ 374 10.6%

Step	Device category	Elapsed time	Users (% of Step 1)	Completion rate	Abandonments
1. Choose seats	**Total**	-	**11,531 (100.0%)**	**40.8%**	6,827
	mobile	-	7,050 (100.0%)	33.7%	4,671
	desktop	-	4,339 (100.0%)	52.1%	2,077
	tablet	-	146 (100.0%)	43.2%	83
2. Basket	**Total**	**1d 02h**	**4,704 (40.8%)**	**75.0%**	1,174
	mobile	23h 35m	2,379 (33.7%)	66.0%	810
	desktop	1d 04h	2,262 (52.1%)	84.7%	345
	tablet	1d 07h	63 (43.2%)	69.8%	19
3. Checkout	**Total**	**6h 35m**	**3,530 (30.6%)**	**89.4%**	374

Pros	Cons
Funnels!	Shorter date range
More flexibility	Confusing interface
	Can't share them

Looker Studio

Looker Studio

Your data is beautiful. Use it.

Unlock the power of your data with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy and free.

USE IT FOR FREE

Connect

Easily access a wide variety of data. Looker Studio's built-in and partner connectors makes it possible to

Visualize

Turn your data into compelling stories of data visualization art. Quickly build interactive reports and

Share

Share your reports and dashboards with individuals, teams, or the world. Collaborate in real time. Embed

Google Analytics Audience O...
By Looker Studio Team

Customize the classic Google Analytics audience overview report.
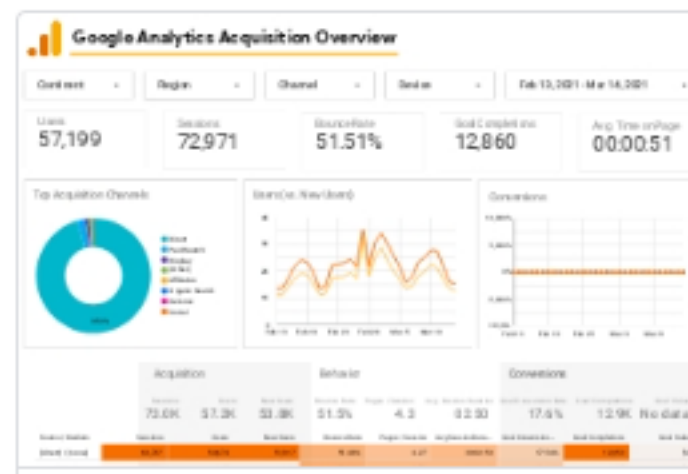
Google Analytics Acquisition...
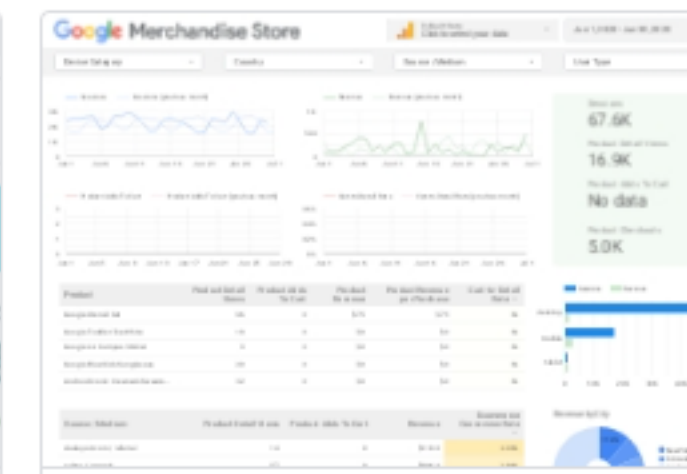By Looker Studio Team

Quickly see how users came to your website.

Google Analytics Behavior Ov...
By Looker Studio Team

View what users are doing on your website.
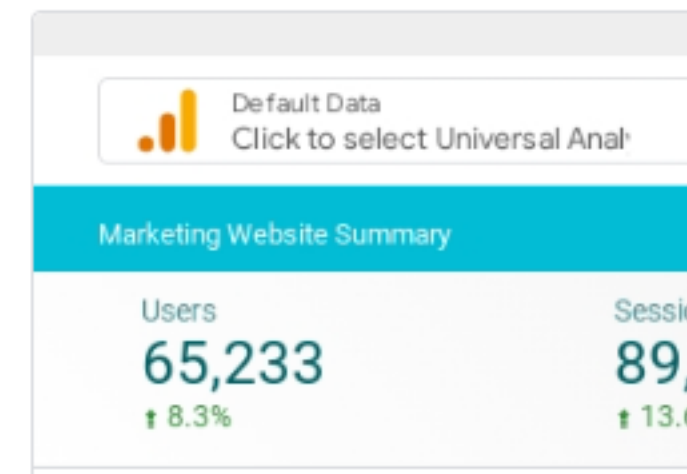
Acme Marketing Website
By Looker Studio Team

Branded report created for the fictitious Acme Widgets company.

Ecommerce Store
By Looker Studio Team

Shows data from an example Google Merchandise store.

AdWords Report
By Looker Studio Team

Shows key conversion metrics.

YouTube Channel Report
By Looker Studio Team

Shows views, watch time, video shares, and other key metrics over time.

Google Ads Search Auction In...
By Looker Studio Team

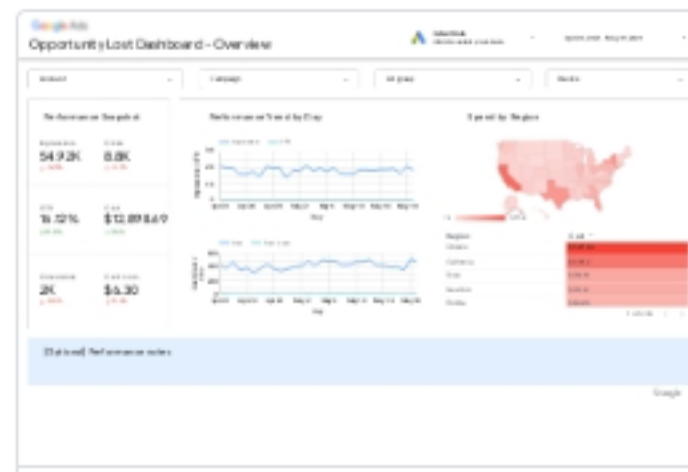Google Ads Search Auction Insights

Google Ads Search performa...
By Looker Studio Team

Google Ads search performance overview

Google Ads Video performance
By Looker Studio Team

Google Ads video performance overview

Google Analytics Acquisition Overview

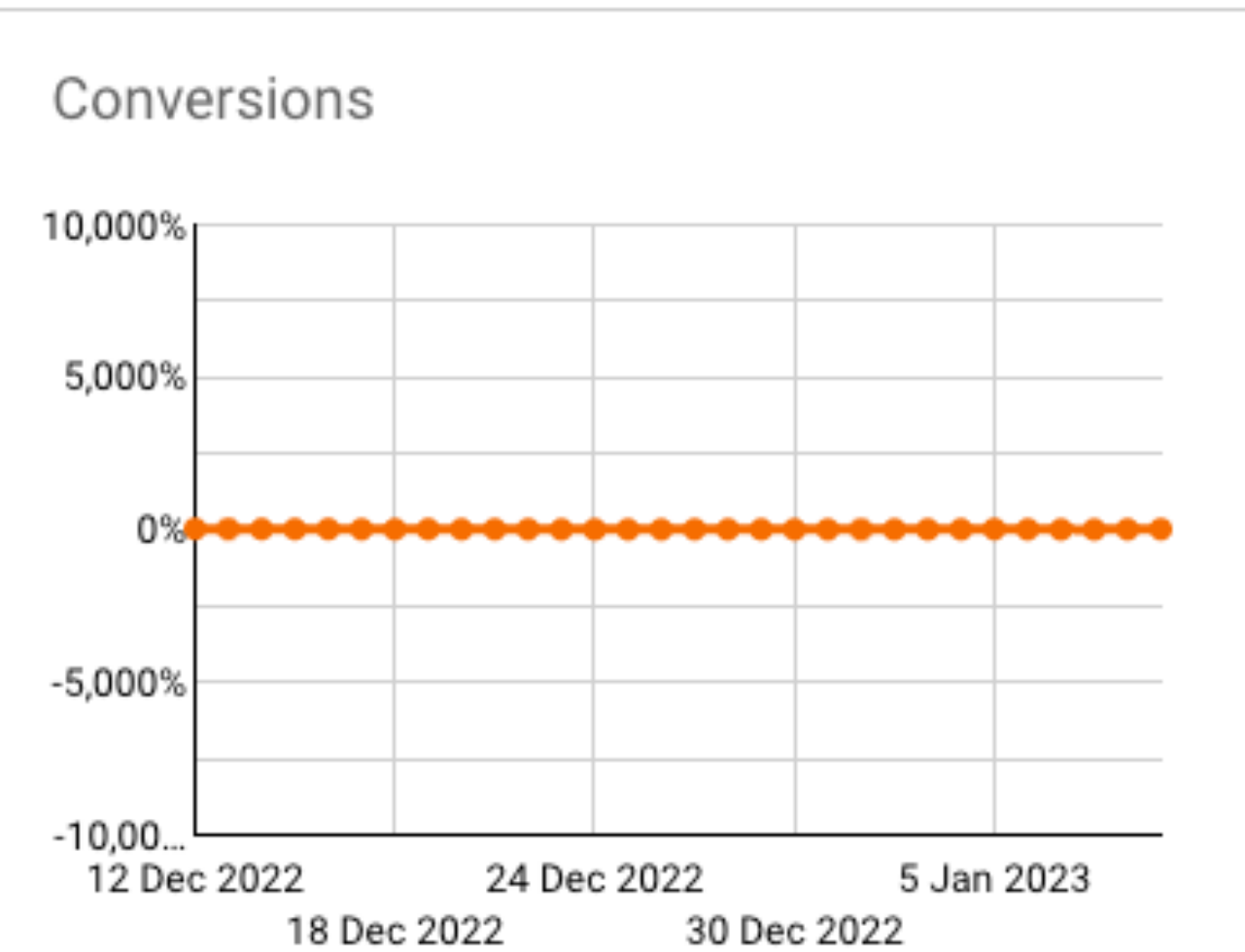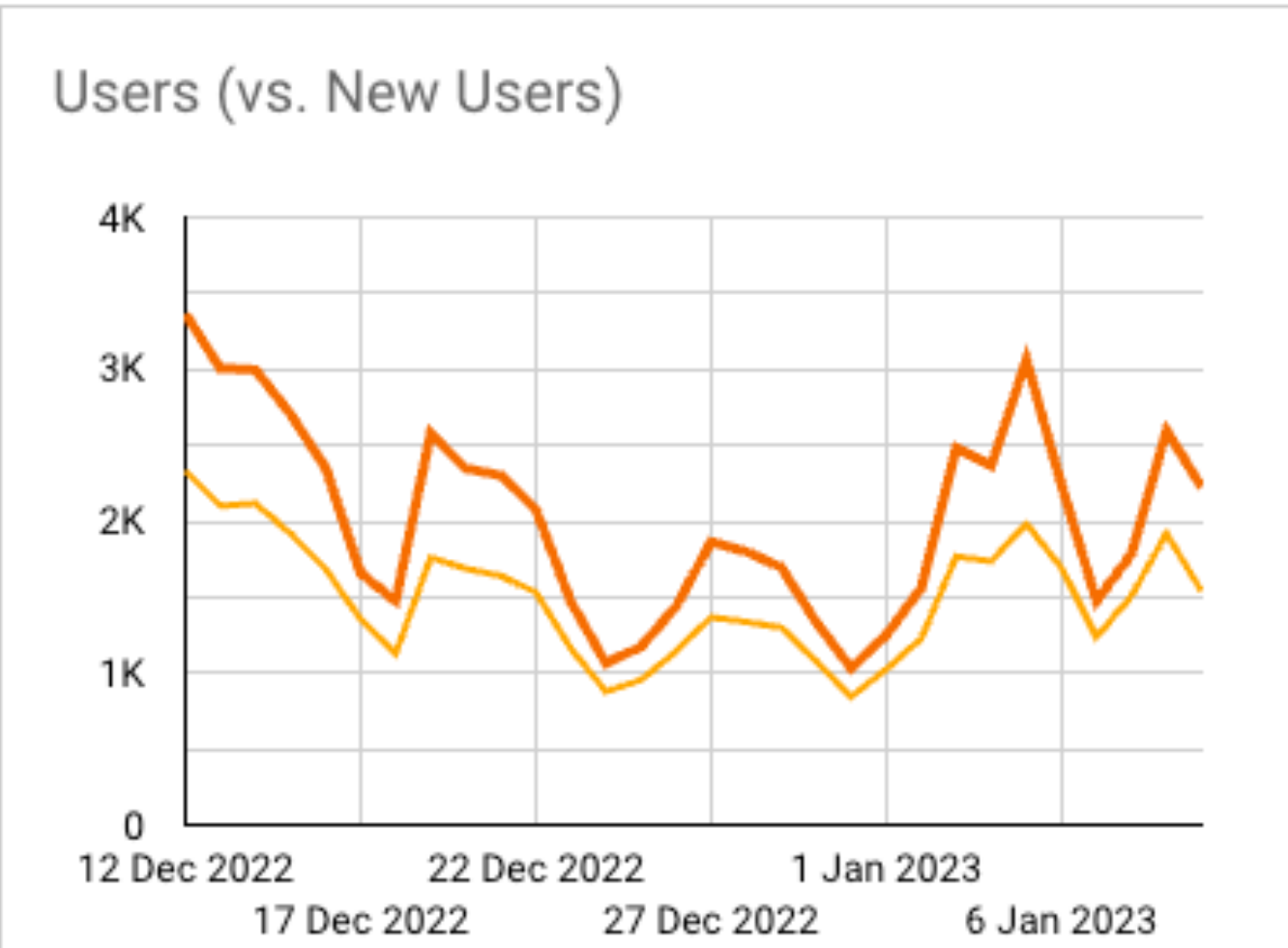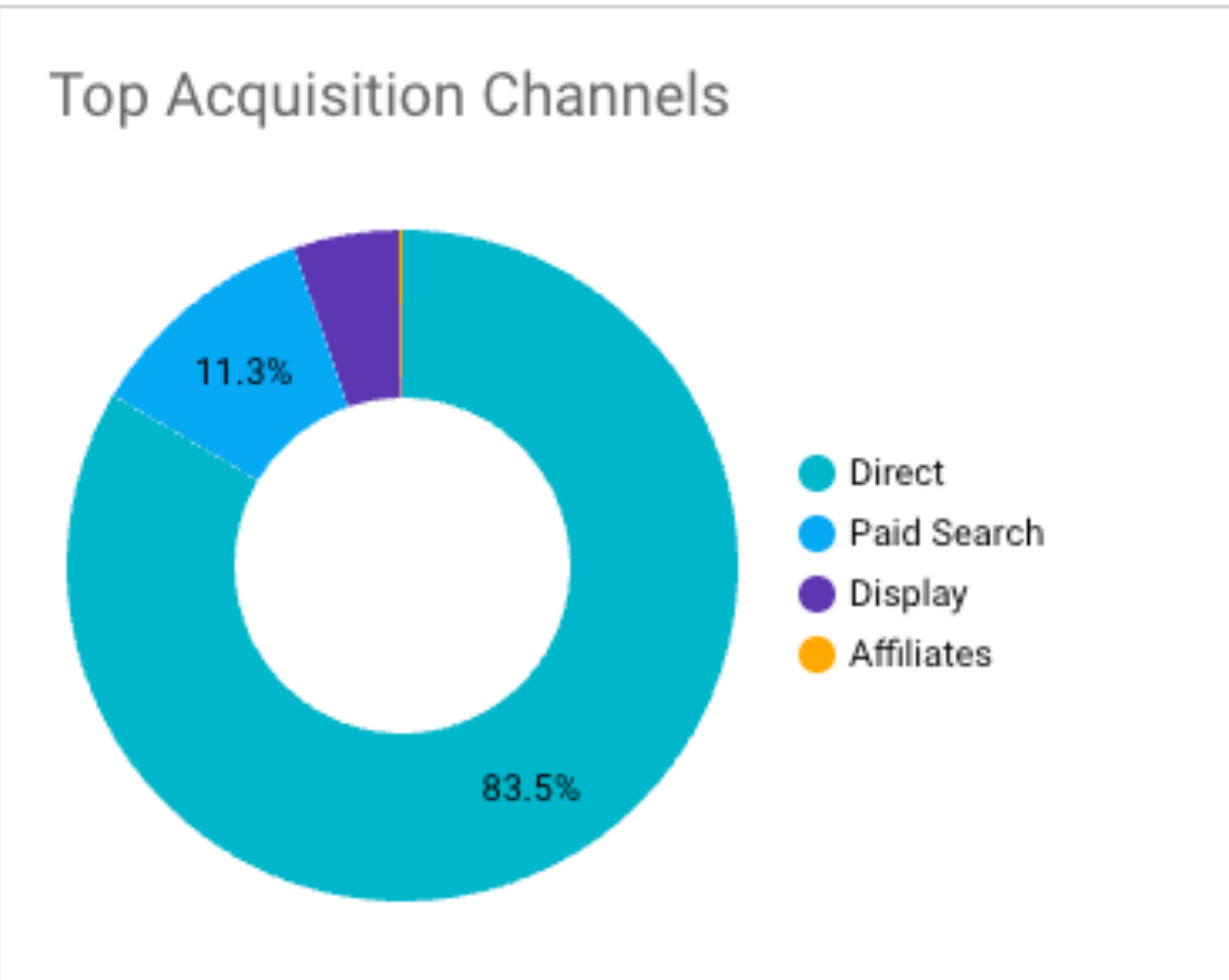| Continent ▾ | Region ▾ | Channel ▾ | Device ▾ | 12 Dec 2022 - 10 Jan 2023 ▾ |

Users	Sessions	Bounce Rate	Goal Completions	Avg. Time on Page
51,659	67,249	46.50%	14,338	00:00:55

Top Acquisition Channels

- Direct
- Paid Search
- Display
- Affiliates

11.3%   83.5%

Users (vs. New Users)

Conversions

	Acquisition			Behavior			Conversions		
	Sessions 67.2K	Users 51.7K	New Users 44.9K	Bounce Rate 46.5%	Pages / Session 4.4	Avg. Session Duration 03:12	Goal Conversion Rate 21.3%	Goal Completions 14.3K	Goal Value No data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
(direct) / (none)	56,808	43,245	37,257	43.16%	4.7	00:03:28	23.23%	13,199	$0

One Further

GOOGLE AD GRANT DASHBOARD

1 Nov 2022 - 30 Nov 2022 ▼

Campaign status ▼

OVERVIEW

Cost	Impressions	Clicks	CTR	Conversions	Total conv. value
$9.62K	33.8K	6.8K	20%	334	18.9K
▲ 23.5%	▼ -16.3%	▼ -23.9%	▼ -9.0%	▼ -37.5%	▼ -34.9%

Legend: — Impressions — Clicks — Cost

Legend: Conversions — Total conv. value

Monthly management cost
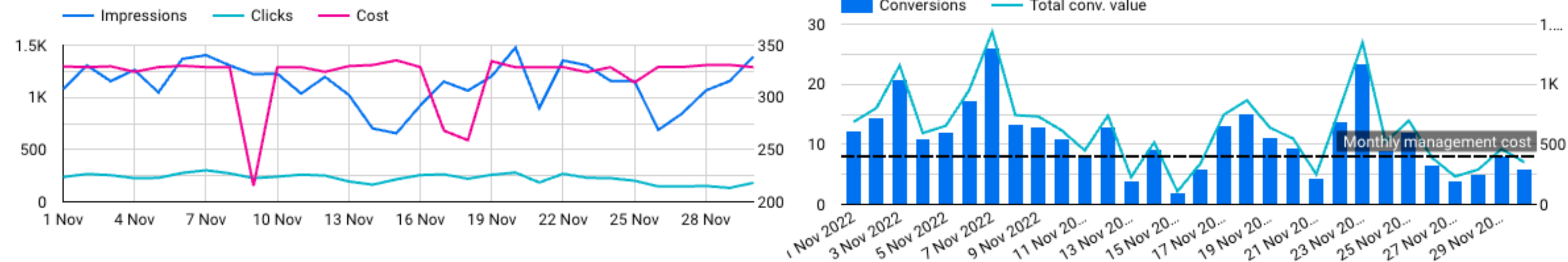
	Campaign	Impressions	Clicks ▼	Conversions	CTR	Conv. rate	Cost / conv.
1.	of_tourism - UK Visitors	14,192	3,054	171.4	21.52%	5.61%	$13.05
2.	of_brand	6,577	1,723	148.92	26.2%	8.64%	$5.39
3.	of_whats_on	6,326	1,117	0	17.66%	0%	$0
4.	of_worship	4,601	773	13.14	16.8%	1.7%	$201.32
5.	of_learning	2,001	76	0	3.8%	0%	$0
6.	of_donations_membersh...	139	23	1	16.55%	4.35%	$126.88
7.	(GG) December Families	0	0	0	0%	0%	$0
8.	(GG) Donations and Char...	0	0	0	0%	0%	$0
9.	(GG) EDWARDTIDE UK	0	0	0	0%	0%	$0
10.	(GG) Families Online Tou...	0	0	0	0%	0%	$0
	Grand total	33,836	6,766	334.45	20%	4.94%	$28.76

1 - 10 / 44 ‹ ›

Pros	Cons
Really flexible layouts	Data quota limits
Multiple data sources	Can take time to develop
Shareable	Some GA4 data not available

What to use

GA4 Reports	Day-to-day 'just checking'
GA4 Explorations	In-depth / one-off bits of analysis. Plus funnels
Looker Studio	Fancy, shareable reports and dashboards

What to do
(three takeaways)

1. Delete (or move/hide) anything irrelevant

2. Get your GA4 reports in order - they're the most accessible to everyone

3. Create some Looker Studio reports for regular, shared reporting

Thanks very much

@chrisunitt
onefurther.com

Hi from CI!

We help arts and culture organizations market smarter:

Digital Advertising

Email Marketing

Search Engine Marketing

Search Engine Optimization

Social Content Creation

Website Analytics

CI

Your User =
Your Primary
Stakeholder

Behavioral data takes you from hindsight to insight.

3 Levels to Understanding User Behavior:

1. Get started with the default

2. Make your data accessible

3. Customize your data for your needs
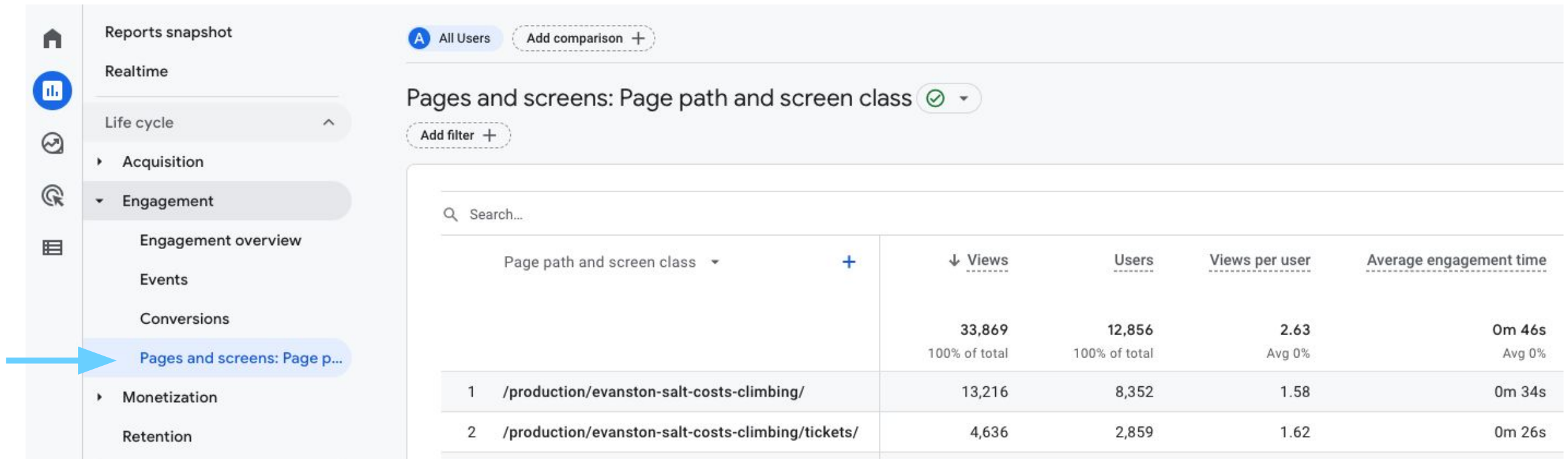
LEVEL 1:
GET STARTED

GA4 has new site-level engagement metrics.
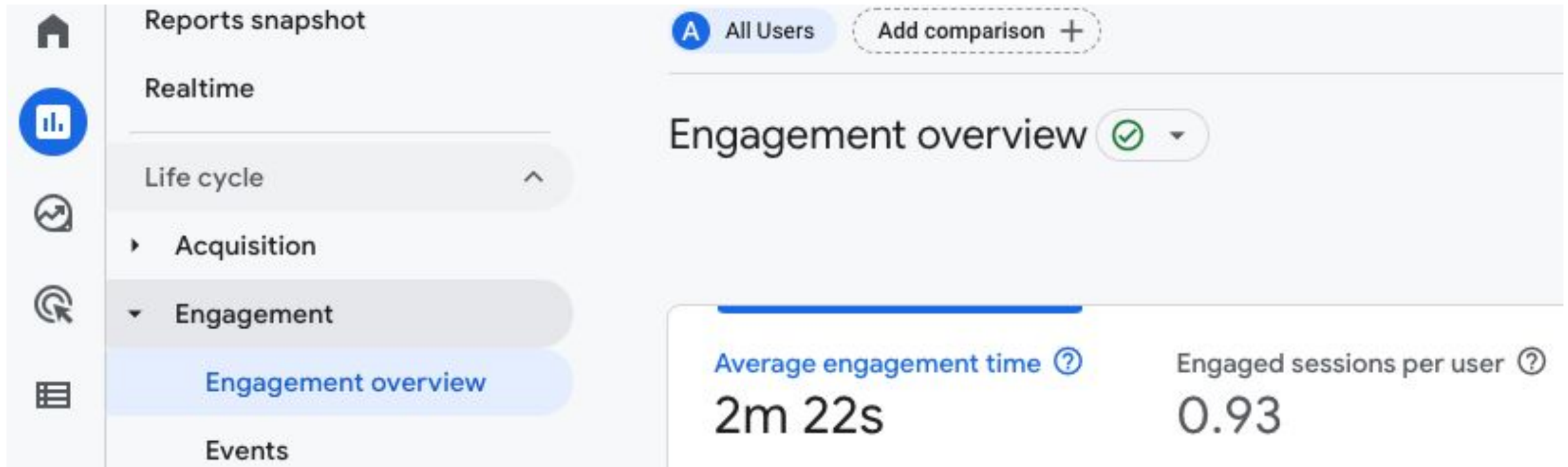
We shouldn't stop at site-level behavioral data - we must drill deeper in order to learn more.

Enable Enhanced Measurement to collect behavioral data without code.

STREAM NAME

The New Group - Wel

STREAM ID

4012855888
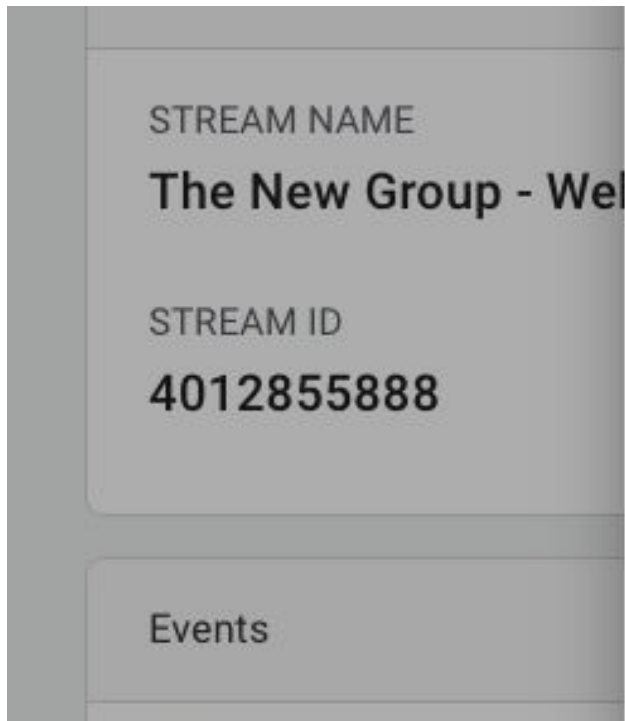
Events

Scrolls

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

Outbound clicks

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

Site search

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

LEVEL 2:
ACCESSIBLE DATA

Invest in Your Success

Configure the default reporting interface

Build Explorations

Create and automate dashboards
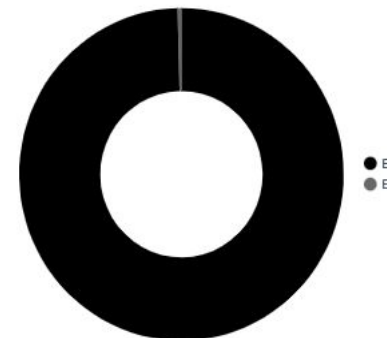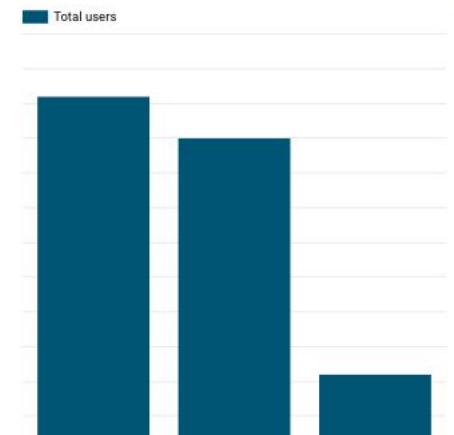
LEVEL UP:
CUSTOM IMPLEMENTATION
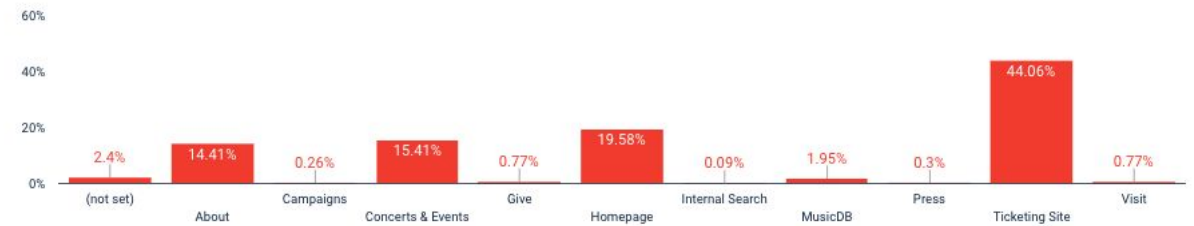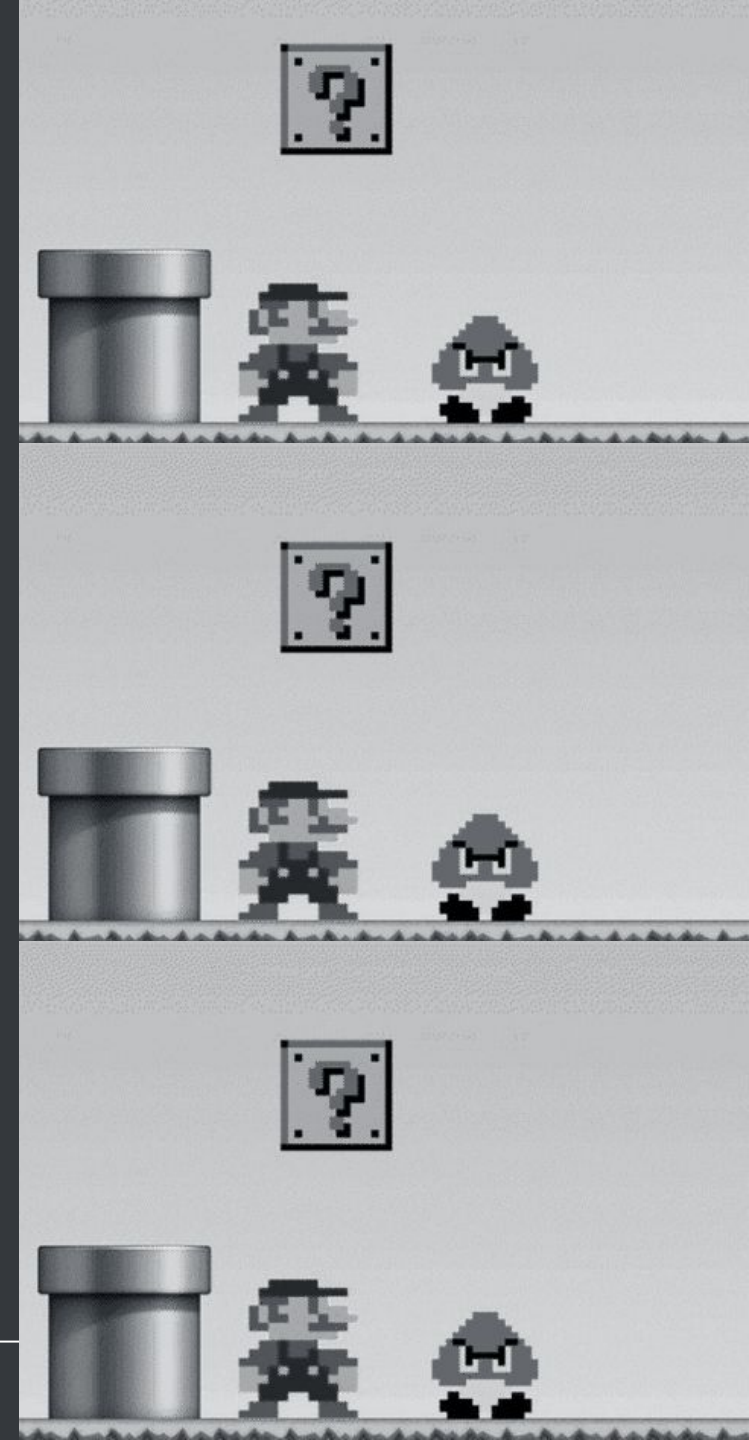
Instead of measuring content only by individual pages...

Search...		Rows per page: 10 ▾	Go to: 1	‹ 1-10 of 2515 ›

Page path and screen class ▾ +	↓ Views	Users	Views per user
	604,515 100% of total	**157,380** 100% of total	**3.84** Avg 0%
1 /operas/la-traviata/	78,200	47,153	1.66
2 /operas/dialogues-of-the-carmelites/	53,964	25,795	2.09
3 /	50,797	30,317	1.68
4 /operas/eugene-onegin/	49,991	19,634	2.55
5 /buy-tickets/	24,958	13,546	1.84
6 /calendar/	24,364	15,518	1.57
7 /seasons/2022-23-season/the-traviata-encounter/	23,182	12,345	1.88

...categorize them into meaningful groupings.
Try section/subsection/template/genre, etc.

Page path and screen class	↓ Views	Users	Views per user
	604,515 100% of total	**157,380** 100% of total	**3.84** Avg 0%
1 /operas/la-traviata/	78,200	47,153	1.66
2 /operas/dialogues-of-the-carmelites/	53,964	25,795	2.09
3 /	50,797	30,317	1.68
4 /operas/eugene-onegin/	49,991	19,634	2.55
5 /buy-tickets/	24,958	13,546	1.84
6 /calendar/	24,364	15,518	1.57
7 /seasons/2022-23-season/the-traviata-encounter/	23,182	12,345	1.88

Search...   Rows per page: 10   Go to: 1   < 1-10 of 2515 >

site_section	↓ Views	Users	Views per user	Average engagement time
	604,515 100% of total	**157,380** 100% of total	**3.84** Avg 0%	**1m 31s** Avg 0%
1 Tickets	347,962	127,678	2.73	0m 58s
2 Account	66,583	13,461	4.95	1m 49s
3 Purchase Path	52,809	8,619	6.13	2m 31s
4 Homepage	50,549	30,260	1.67	0m 35s
5 Blog	20,930	157,328	0.13	0m 03s
6 About	16,736	7,019	2.38	1m 04s
7 Visit	8,436	4,628	1.82	0m 59s
8 Learn	8,320	5,794	1.44	1m 01s

Search...   Rows per page: 10   Go to: 1   < 1-10 of 19 >

Don't just capture page URLs—collect metadata about the page.

☑ **Site Section: Tickets**

☑ **Language: English**

☑ **Page Type: Production Details**

Define meaningful components track them.

Through GTM, add tags that will let you see how your users interact with the tools, features, and content you create for them.

Henri Matisse
Femme au chapeau (Woman with a Hat), 1905

Audio Guide

Why did this painting cause a scandal?

00:00   00:00
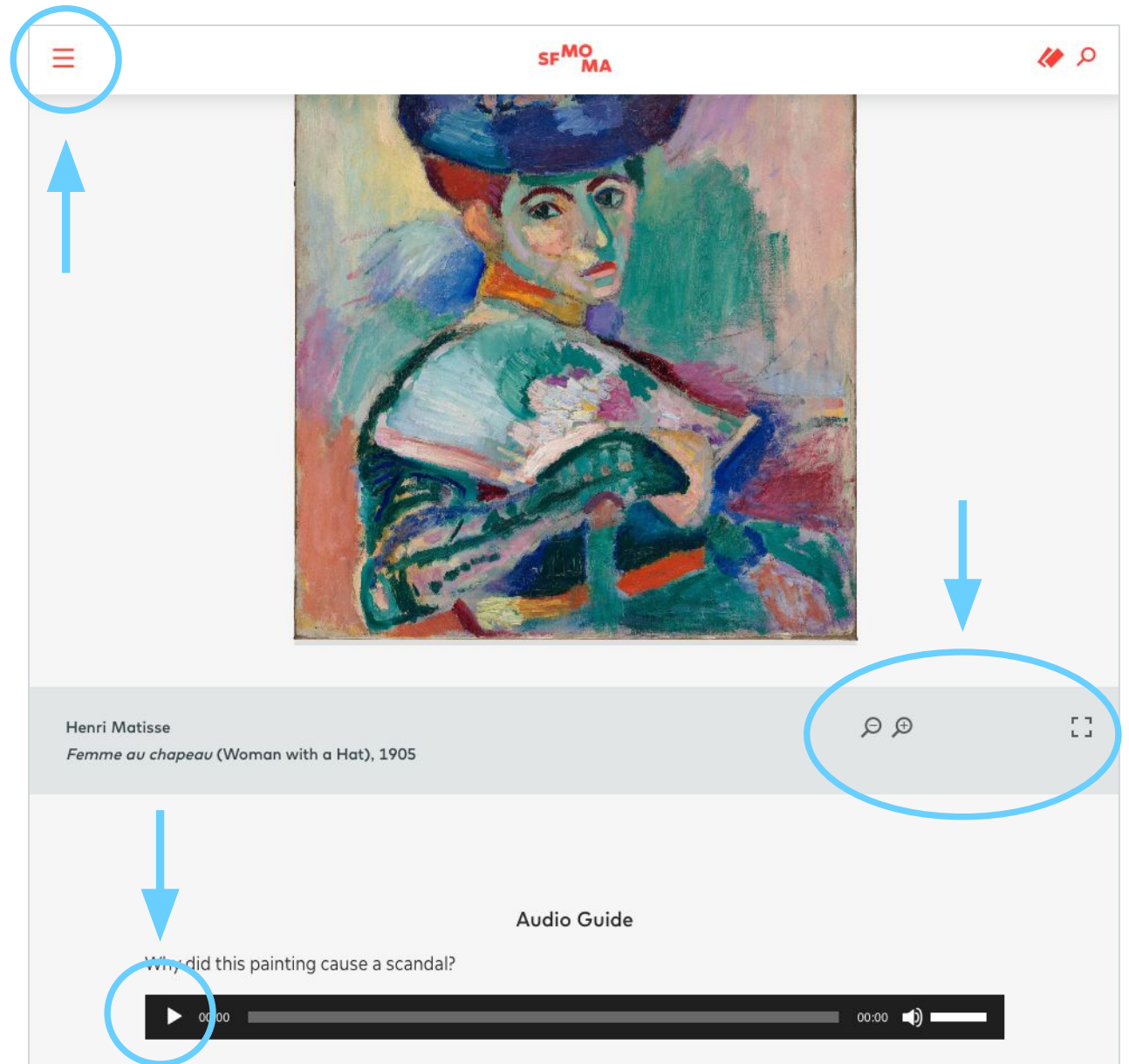
GA4 "CHEAT CODES"

GA4 is a challenge—and an opportunity.

Growth Mindset

Use GA4 to improve at analytics and better understand your users

Don't wait for perfection to begin

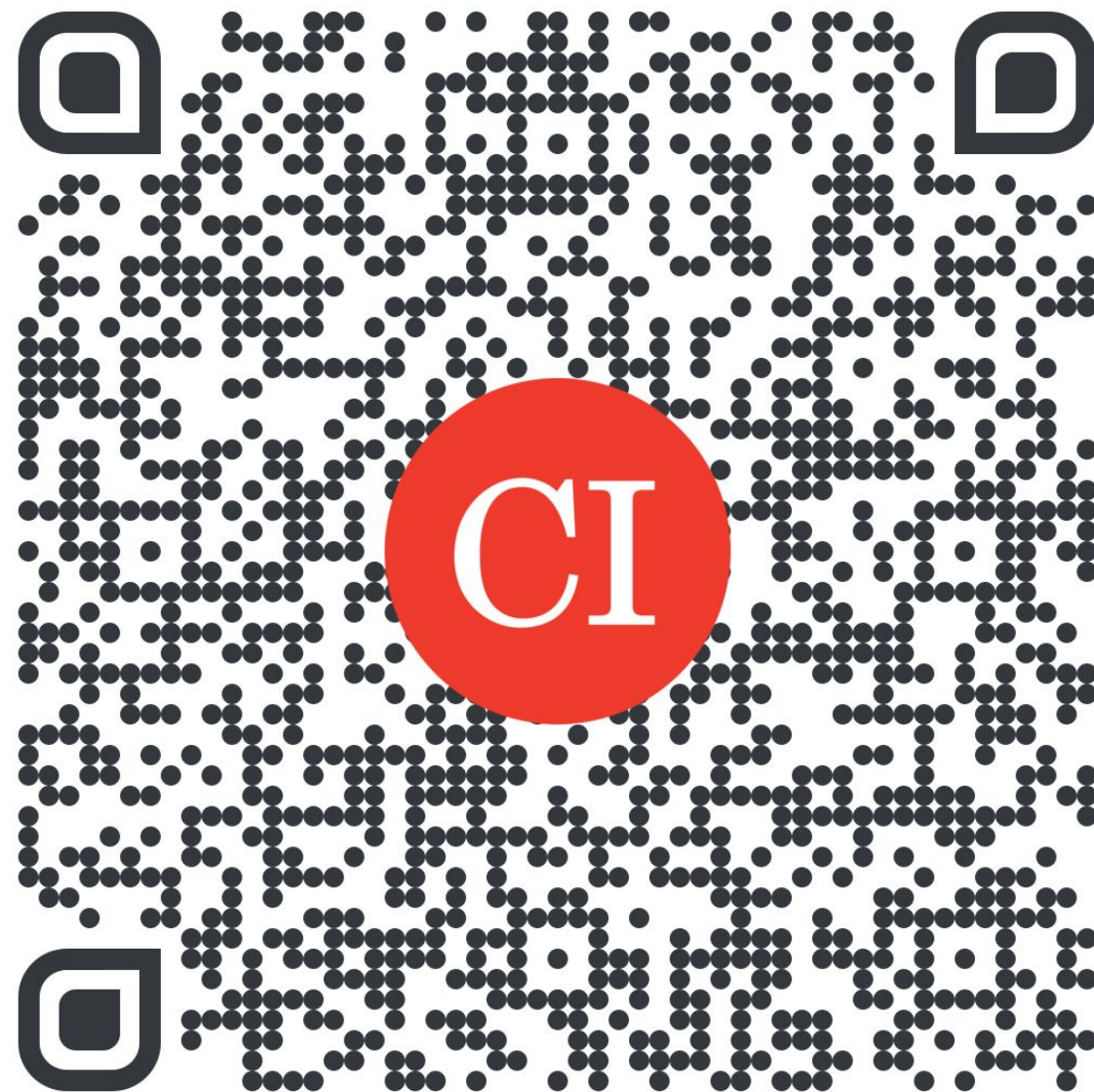A phased approach might work best for your organization and your budget

Prioritize the User and the UX

Your website's main stakeholder is the user

Behavioral data and analysis helps you maintain a user-centric approach to your website

Timely and Relevant Resources

https://bit.ly/Follow-Up-Resources-Capacity

Thank you!

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