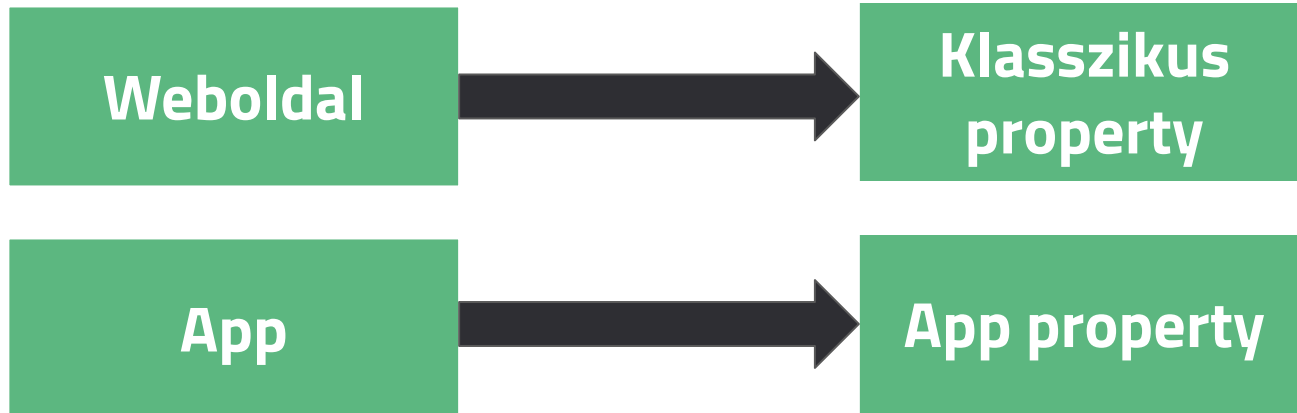
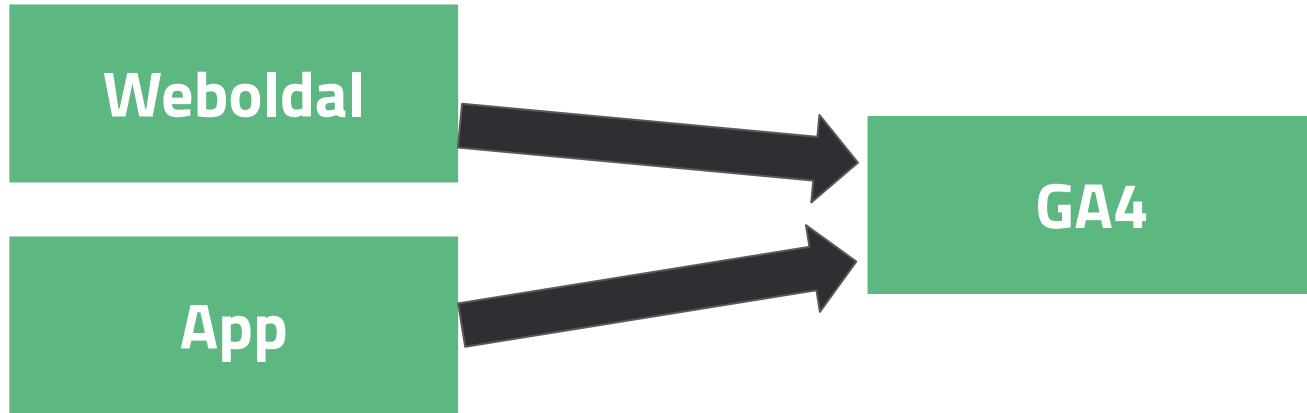


GA4 képzés

Bevezetés

Mi az a GA4?





Legfontosabb előnyök

- Egységesített riportolás weboldalakhoz és mobil appokhoz
- Rugalmas adatgyűjtés
- Automatikus mérés különböző felhasználói interakciókhoz
- Újfajta riportolás lehetőségek és funkciók
- **A GA4 property típus jelenleg még fejlesztés alatt áll!**

GA4 vs Universal Analytics
mi változik?

Fiók struktúra

Fiók (Account)

```
graph TD; A[Fiók (Account)] --- B[Web Tulajdon (Property)]; B --- C[Nézet (View)]; B --- D[Nézet]; B --- E[Nézet]; F[Tracking Code] --> B;
```

Web Tulajdon (Property)

Tracking Code

Nézet (View)

Nézet

Nézet

Fiók (Account)

```
graph TD; A[Fiók (Account)] --> B[Web Tulajdon (Property)]; A --> C[App Tulajdon (Property)]; B --> D[Nézet (View)]; B --> E[Nézet]; B --> F[Nézet]; C --> G[Nézet (View)]; C --> H[Nézet]; C --> I[Nézet];
```

Web Tulajdon (Property)

Nézet (View)

Nézet

Nézet

App Tulajdon (Property)

Nézet (View)

Nézet

Nézet

Fiók (Account)

```
graph TD; A[Fiók (Account)] --- B[Tulajdon (GA4 Property)]; B <--> C[Data Stream]; B <--> D[Data Stream]; B <--> E[Data Stream];
```

The diagram illustrates the hierarchy of Google Analytics 4 (GA4) components. At the top is the 'Fiók (Account)' box. A vertical line connects it to the 'Tulajdon (GA4 Property)' box below. To the right of the property box, three 'Data Stream' boxes are stacked vertically. A horizontal line connects the property box to these data streams, with three separate arrows pointing from each data stream back to the property box, indicating that a single property can have multiple data streams.

Tulajdon (GA4 Property)

Data Stream

Data Stream

Data Stream

Fiók (Account)

```
graph TD; A[Fiók (Account)] --> B[Tulajdon (Standard Property)]; A --> C[Tulajdon (GA4 Property)]; B --> D[Nézet (View)]; B --> E[Nézet]; B --> F[Nézet];
```

Tulajdon (Standard Property)

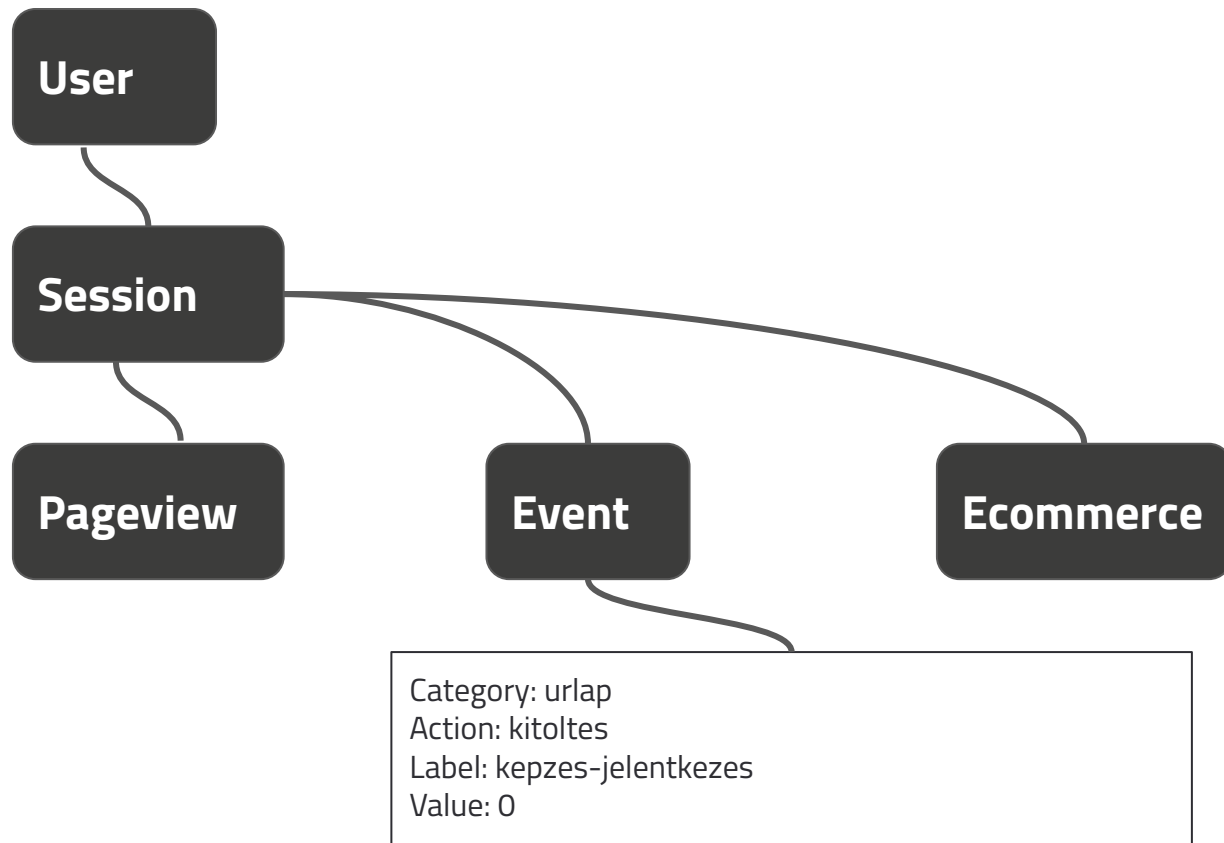
Nézet (View)

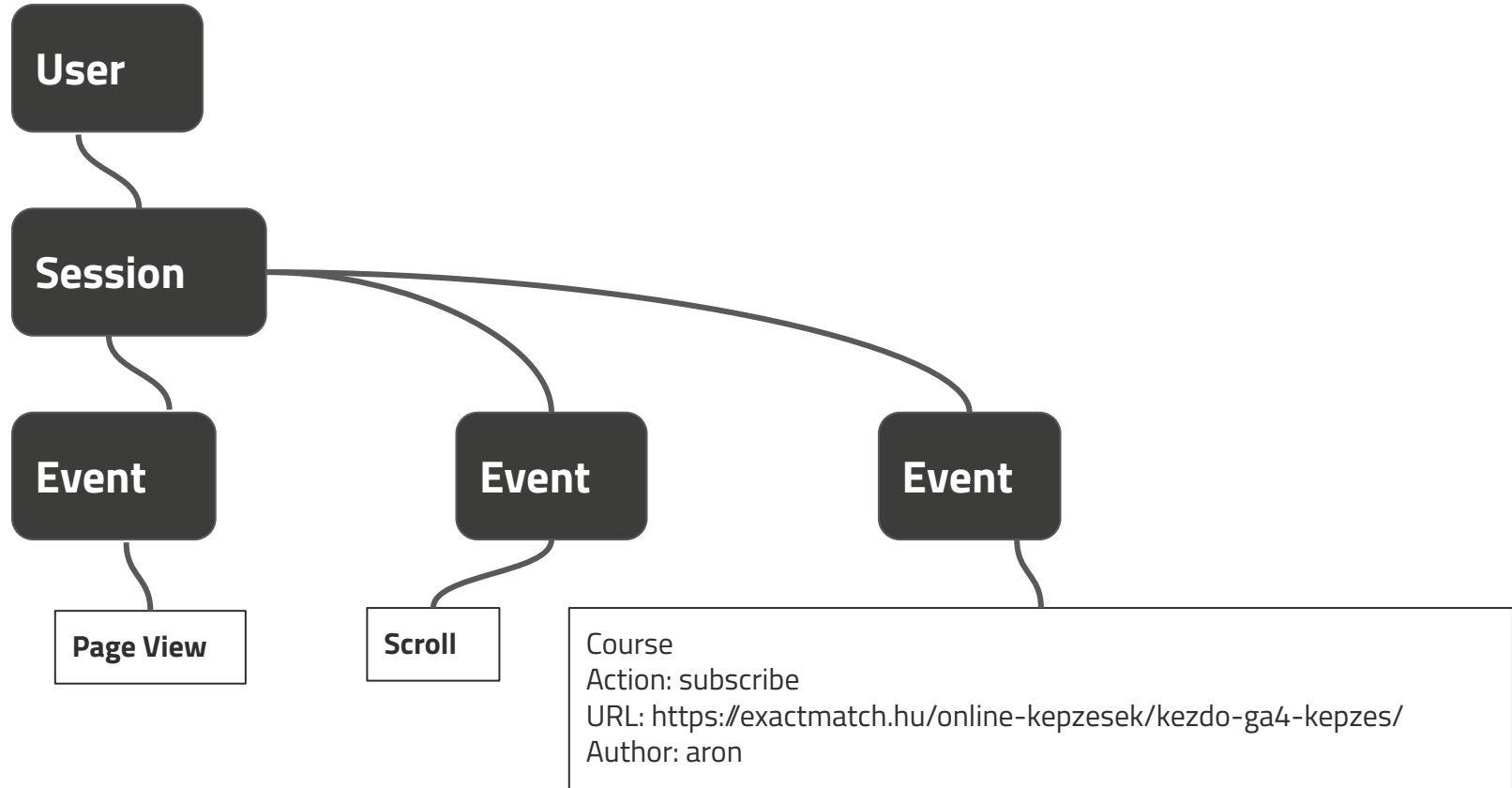
Nézet

Nézet

Tulajdon (GA4 Property)

Adatmodell





Az eventeket arra használhatjuk...

- Universal property: hogy egy universal property-ben a weboldalon belül történt felhasználói interakciókat mérjük vele
- GA4 property: gyakorlatilag minden, ami a weboldalon vagy az app-ban történik, az egy **event (esemény)**

Összehasonlítás

	Universal property	GA4 property
Standard reports	Yes	Limited
Ad-hoc reports	Limited	Yes
Filter internal traffic	Yes	Yes
Other permanent filters	Yes	Limited
Automatic tracking	No	Yes
Adjust attribution	No	Yes

	Universal property	GA4 property
Cross-domain tracking	Yes	Yes
Integrate with Google Ads	Yes	Yes
Integrate with other Google products	Yes	Yes
Raw data (BigQuery)	Paid	Free
Data import	Yes	Yes
Looker Studio connector	Yes	Yes

GA4 property létrehozás és alapbeállítások



On 1 July 2023, this property will stop processing data. Starting in March 2023, for continued website measurement, migrate your original property settings to a Google Analytics 4 (GA4) property, or they'll be copied for you to an existing GA4 property, reusing existing site tags.

[Dismiss](#)

[Learn more](#)

[Manage GA4 migration](#)



Analytics

Exact Match > Exact Match

Reporting



Try searching "Compare bounce rate this week with last week"



ADMIN

USER



Account

[+ Create Account](#)

Exact Match



Account Settings



Account Access Management



All Filters



Account Change History



Rubbish Bin

Property

[+ Create Property](#)

Exact Match (UA-160411267-1)



GA4 Setup Assistant



Property Settings



Property Access Management



Tracking Info



Property Change History



Data Deletion Requests

PRODUCT LINKS



Google Ads links



AdSense links



Ad Exchange links

View

[+ Create View](#)

Reporting



View Settings



View Access Management



Goals



Content Grouping



Filters



Channel Settings



E-commerce Settings



Calculated metrics BETA

PERSONAL TOOLS & ASSETS

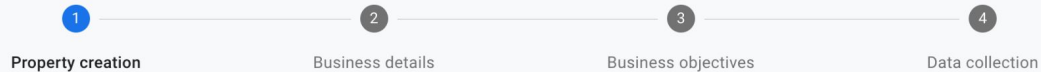


Segments

Property



Create Property

[← Back](#)


Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name

Reporting time zone 

Hungary ▼ (GMT+02:00) Hungary Time ▼

Currency

Hungarian Forint (Ft) ▼

You can edit these property details later in Admin

[Show advanced options](#)

1,998 more properties can be created on this account.

Next



Property creation



Business details



Business objectives



Data collection

Describe your business

Help us better understand your business by answering the following.

Business details

Industry category (Required)

Internet & Telecom ▼

Business size (Required)

- ☒ **Small** – 1 to 10 employees
- ☐ **Medium** – 11 to 100 employees
- ☐ **Large** – 101 to 500 employees
- ☐ **Very Large** - 501+ employees

[Back](#)

[Next](#)



Property creation



Business details



Business objectives



Data collection

Choose your business objectives

For reports that are personalised to your business,
select the topics most important to you.



Generate leads

Analyse visitor metrics and attract new customers



Drive online sales

Analyse purchase behaviour and get more sales



Raise brand awareness

Spread the word about your business



Examine user behaviour

Learn how people use your site or app



Get baseline reports

Multiple types of reports (this option can't be combined
with other options)



[Back](#)

[Create](#)



Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#) 

Choose a platform



Web

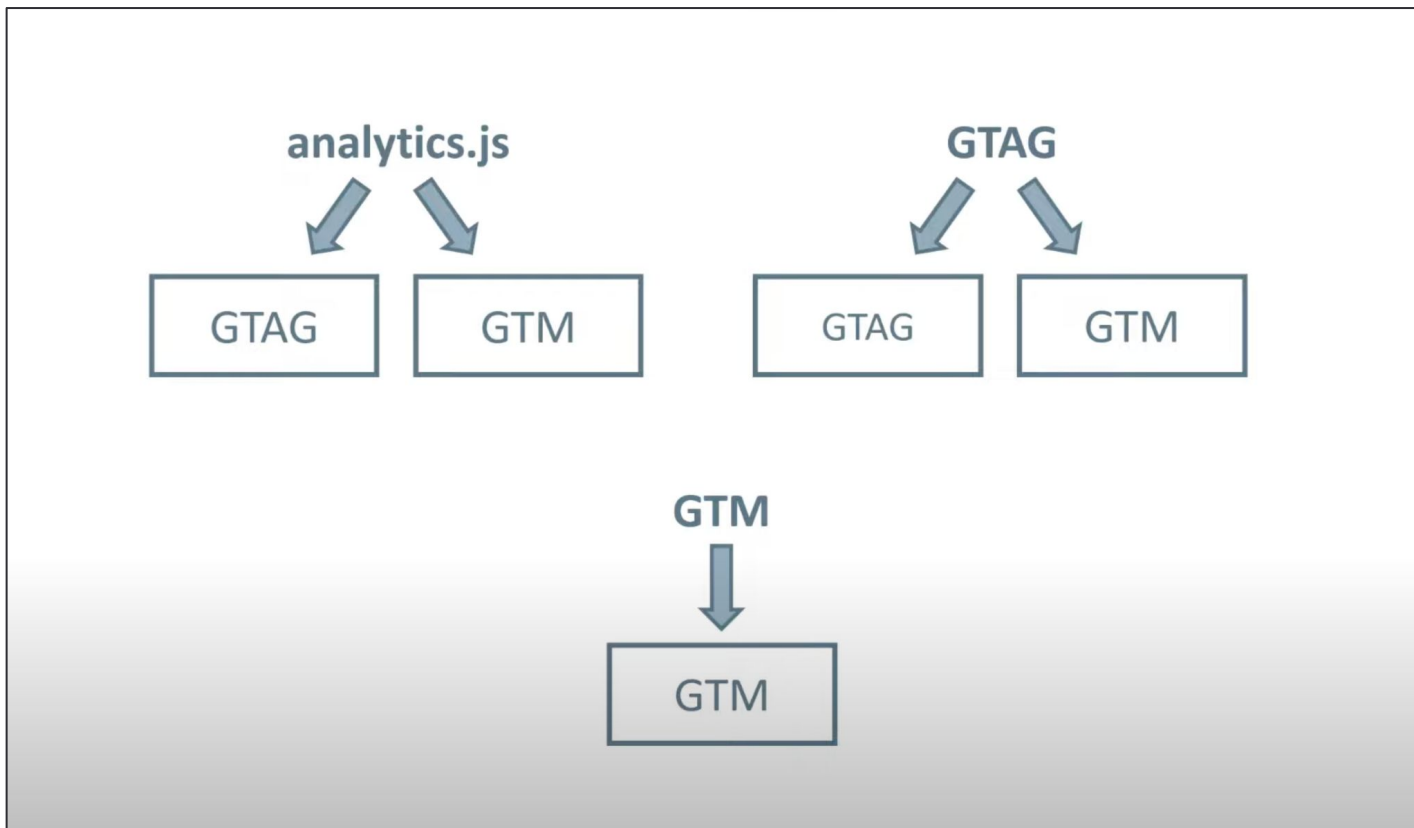


Android app



iOS app

Adatgyűjtés





× Set up data stream

Set up your web stream

Website URL

https://

www.mywebsite.com

Stream name

My Website



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



Create stream



Enhanced measurement

Save



Page views

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



[Show advanced settings](#)



Scrolls

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



Outbound clicks

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



Site search

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



[Show advanced settings](#)



Form interactions

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



Video engagement

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



File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video or audio extension.



✓ Data collection is active in the past 48 hours.

Stream details



STREAM NAME

Exact Match Web

STREAM URL

https://exactmatch.hu

STREAM ID



MEASUREMENT ID

G-0278KP80LG

Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)



Measuring: Page views Scrolls Outbound clicks + 3 more



Modify events

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



Create custom events

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



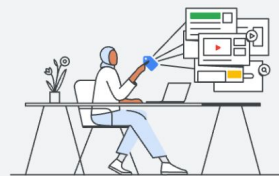
Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder or CMS

Install manually

If you manage your site using one of the platforms listed below, you can finish setting up your Google tag without making changes to your code.

1. Get installation instructions by scanning a URL or choosing your website platform



Scan

Supported platforms



Site Kit plugin



MonsterInsights plugin



Wix



Squarespace



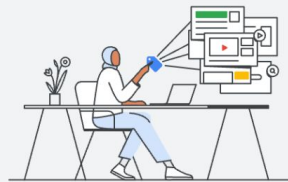
Duda

[Show 3 more](#)

Don't see your website builder or content management system? Click here to [learn more](#) or [install manually](#).

Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder or CMS

Install manually

Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-0278KP80LG"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-0278KP80LG');
</script>
```



Use Google Tag Manager

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.

[Learn more](#)

Google Marketing Platform

{{GA4 Measurement ID}}

✓ Send to server container ?

Server Container URL

https://

Field Name

allow_google_signals

Value

{{Regex - consent to marketing cookies}}

Consent Settings (BETA) (?)

Built-In Consent Checks

ad_storage

analytics_storage

Additional consent checks

No additional consent required

Triggering

Firing Triggers

Page View



ADMIN

USER

Property

[+ Create Property](#)

Exact Match GA4 (243372114)



Setup Assistant



Property Settings



Property Access Management



Data Streams



Events



Conversions



Audiences



Custom definitions



Data Settings



Data Import



Reporting Identity



This is your new GA4 property. Your connected Universal Analytics property remains unchanged.

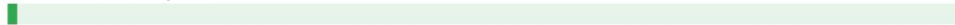
[Open connected property](#)

Setup Assistant

Connected to Exact Match

Set up these features to get the most out of your new property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

0 / 12 marked complete



Data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING



Property settings

Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)

SIGNAL ON



Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)

5 CONVERSIONS



Define audiences

2 AUDIENCES



Setup Assistant

Connected to Exact Match

Set up these features to get the most out of your new property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)



0 / 12 marked complete



Data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING



Mark as complete



Property settings

Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)

SIGNAL ON



Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)

5 CONVERSIONS



Define audiences

Find, group, and remarket to your most engaged visitors [Learn more](#)

2 AUDIENCES



Manage users

Add users, user groups and permissions. [Learn more](#)

7 USERS





ADMIN

USER

Property [+ Create Property](#)

Exact Match GA4 (243372114)

 **Setup Assistant** Property Settings Property Access Management Data Streams Events Conversions Audiences Custom definitions Data Settings Data Import Reporting Identity Attribution Settings Property Change History Data Deletion Requests DehydrView

This is your new GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

Setup Assistant

Connected to Exact Match

Set up these features to get the most out of your new property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

8 / 12 marked complete



Data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)DATA FLOWING  [>](#)

Property settings

Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)SIGNAL ON  [>](#)

Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)5 CONVERSIONS  [>](#)

Define audiences

Find, group, and remarket to your most engaged visitors [Learn more](#)2 AUDIENCES  [>](#)

Manage users

Add users, user groups and permissions. [Learn more](#)7 USERS  [>](#)

A property-k használata

A Universal még 1 évig tárolja az adatokat!

- ➔ 2023. július 1-től kizárólag a GA4 property-k fognak mérni, viszont a Universal adatok még korlátozott ideig elérhetőek lesznek, ezért ha ezt szeretnéd lementeni, akkor vizsgálj meg az erre vonatkozó lehetőségeket!

Backup Google Analytics data with Analytics Canvas

Analytics Canvas has been Google Analytics Trusted Testers since 2010, working together with the GA API team to ensure accurate data flows through to GA users. In that time, we've delivered data to Analytics Standard and Analytics 360 customers all around the world, dealing with the most complex cases involving billions of rows and thousands of accounts.

Now you too can use the tool the experts rely on for GA data extraction to backup your Universal Analytics data!

Advantages of using Analytics Canvas to export your Google Analytics data

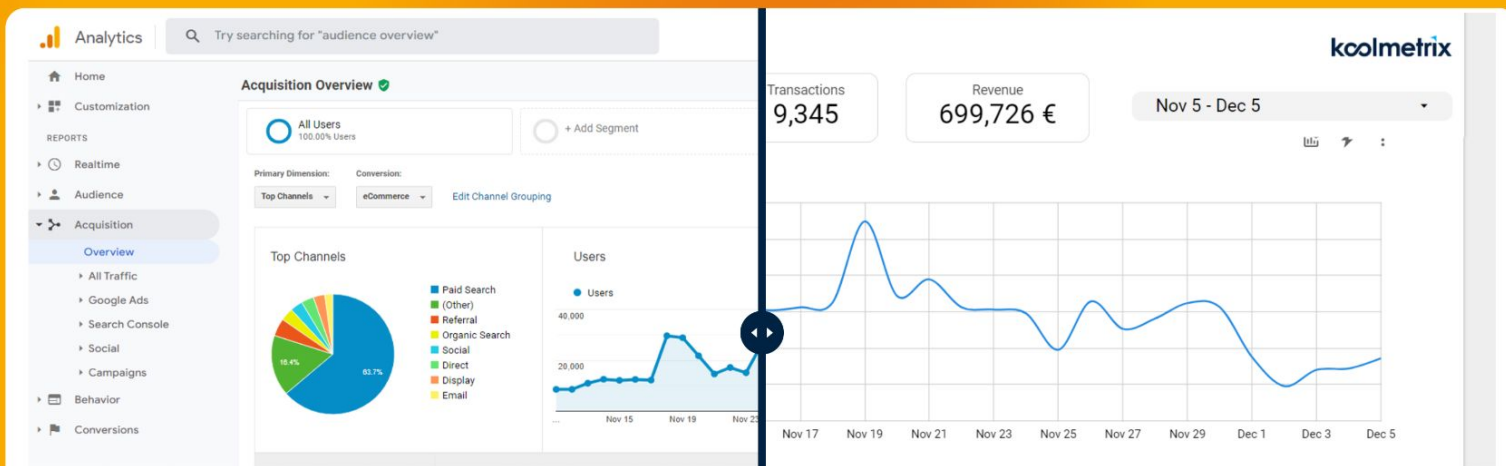
- User friendly tool that lets you start downloading data in minutes.
- Quality tested to deliver accurate GA data
- Capable of handling all of your data, no matter how many accounts, properties, views, or rows.
- Delivers the full history without sampling or report query limiting, a.k.a. "(other)" where possible
- Custom query builder with all available dimensions and metrics, including those custom to your account.
- Create your own UA queries with more than 9 dimensions and 10 metrics*
- Include standard and pre-defined segments for your account, or develop your own segments in the query builder
- Include any number of filters within the query builder
- Download data from multiple segments into the same table
- Download data from multiple accounts, properties, and views in the same table and with the same query
- Get the complete history of all available data for each Property and View.
- Export Google Analytics data to CSV, JSON, Excel, MySQL, SQL Server, RedShift, Postgres, Oracle, BigQuery, Snowflake, and more data sources
- Budget friendly

Google Universal Analytics Historical Data Backup

Looking for the best way to backup your
Universal Analytics data?

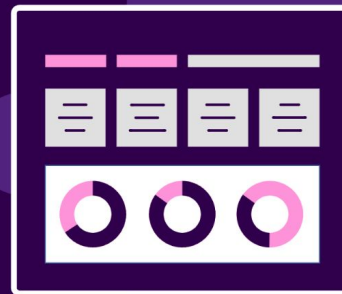
We got it!

Contact us



Exporting data from Google Analytics—or Universal Analytics—to Google BigQuery: Saving your historical data

Joy Huynh

[More from BigQuery](#)

After nine years of dedicated service, Google Analytics — or Universal Analytics — will finally step down and give the crown to its successor — Google Analytics 4.

Google Analytics has been around for 15 years, and for the very first time, Google gives the platform a complete makeover. This time we're not only talking about a

A property beállítása - demo

Mérések tervezése az üzleti célok alapján

Kérdések a KPI-ok meghatározásához

- Milyen szolgáltatásokat kínál a vállalkozásotok?
- Mi a cég USP-je (unique selling proposition, azaz egyedi értékajánlata)?
- Ki a cég célközönsége? (kor, nem, földrajzi lokáció, foglalkozás stb.) Melyek a fő szegmensek?
- Kérlek írd le az ügyfél útját/életciklusát a különböző szegmensek esetében.
- Hogyan használjátok a Google Analytics riportjait? Mit ellenőriztek ott rendszeresen?
- Mit vártok általánosságban a Google Analytics-től és a GA4-től?
- Végeztetek már kérdőíves vagy más jellegű kutatást a felhasználóitok körében? Ha igen, akkor milyen eszközzel és milyen eredményekre jutottatok? Mit szeretnének/mire van szükségük a felhasználóitoknak?

Vállalkozással kapcsolatos kérdések:

1. Mik a rövid és hosszú távú céljaitok és terveitek? Mit szeretnétek elérni a következő 6-12 hónapban?
2. Mi a fő célja a weboldalnak? Ilyen fő cél lehet a vásárlás, márkaismertség növelés, forgalom terelés, felhasználói elkötelezettség erősítése, a felhasználók támogatása, stb.
3. Miről ismert az Exact Match (pl. ár, minőség, megbízhatóság)?
4. Mik az alapvető üzleti céljainak?

Termékkel / Szolgáltatással kapcsolatos kérdések:

5. Milyen értéket kapnak az ügyfeleitek, miután igénybe vették a szolgáltatásokat?
6. Egy 1-től (rossz) 10-ig (legjobb) terjedő skálán mennyire elégedettek az ügyfelek a termékeitekkel / szolgáltatásaitokkal? Hogyan méritek az ügyfelek elégedettségét?
7. Milyen árkategóriába tartoznak a termékeitek / szolgáltatások?
8. Melyek voltak top termékeitek / szolgáltatásaitok az elmúlt 3 hónapban?
9. A szezonális befolyásolja a termékeiteket / szolgáltatásokat (pl. ősszel több az értékesítés)? Ha vannak ilyen időszakok, akkor ezeket kérlek írd le.
10. Hol érhetőek el felhasználói vélemények?

Célközönséggel kapcsolatos kérdések:

11. Kérlek, írd le a legjövedelmezőbb ügyfeleiteket perszónáját. Mit érdemes tudni róluk?
12. Milyen hosszú az értékesítési ciklus? Hány nap/hét/hónap szokott eltelni, mire egy weboldal látogatóból ügyfél lesz?
13. Hogyan lehet egy új érdeklődőt fizető ügyféllé alakítani? Hogyan néz ki egy tipikus vásárlói útvonal?
14. Mik a vásárlást kiváltó tényezők? Mi készíti őket általában vásárlásra?
15. Mennyire hűségesek az ügyfeleitek? Gyakran vásárolnak újra vagy hosszabbítják meg a szolgáltatást? Ha lemondják a szolgáltatás az mivel indokolják?
16. Nyomon követitek az ügyfelek visszajelzéseit (például elismerések, kifogások, panaszok, fejlesztési javaslatok stb.)?
17. Mi a jelenlegi helyzete az iparágatoknak? (növekszik általánosságban, emelkedett a versenytársak száma az elmúlt 2 évben, esetleg a közelmúlt globális/helyi körülményei befolyásolták ezt?)

Marketinggel kapcsolatos kérdések:

18. Hogyan népszerűsítitek jelenleg weboldalatokat? Kérlek írd le a jelenleg futó marketingkampányaitokat.
19. Mely marketing kampányok hozzák be a legjobb ügyfeleket?
20. Melyik marketingcsatorna a fő bevételi forrása a weboldalatoknak?
21. Szerinted mely marketingkampányok a leghatékonyabbak és melyek a legkevésbé hatékonyak (az értékesítés generálása szempontjából)?
22. Milyen marketing csatornákat használnátok aktívan? Például:
 - Fizetett keresés
 - Fizetett közösségi hirdetés
 - Display hirdetések
 - Remarketing
 - Youtube-hirdetés
 - Affiliate marketing
 - Nyomtatott reklám
 - Offline reklám
 - SEO, stb.

Melyek váltak be? Honnan tudjátok, hogy ezek működnek?
23. Mik az elsődleges marketing céljaitok?
24. Milyen terveitek vannak az általános értékesítés és a ROI javítására a következő 4-6 hónapban?
25. Tervezték nagyobb változtatásokat a weboldal dizájnjában/navigációjában/vásárlási folyamatban a következő 4-6 hónapban? Kérlek részletezd, amennyiben igen.

Technikai kérdések:

- 26. Ki kezeli a fejlesztési folyamatot? (pl. házon belüli fejlesztők, kiszervezett fejlesztők stb.)
- 27. Van-e a weboldalnak staging/tesztelési környezete? A staging webhely a fő webhely másolata, ahol a fejlesztők végrehajtják és tesztelik a változtatásokat. Ha igen, ehhez kaphatunk hozzáférést?
- 28. Lesz lehetőségünk arra, hogy tesztelni tudjuk a vásárlási folyamatot anélkül, hogy pénzt költenék az oldalon? Szükségünk lenne erre a lehetőségre, hogy tesztelni tudjuk a mérések beállítását.
- 29. Egy 1-től 10-ig terjedő skálán mennyire könnyű és gyors a fejlesztőkkel végrehajtatani az általatok által kért változtatásokat (pl. egyéni kód hozzáadása egy weboldalon, amely a Google Tag managerhez szükséges)?

Beállítások

A GA4 eseménymérés alapjai

Google Analytics 4

- Eventek

Universal Analytics

- Pageview-k
- Eventek
- Ecommerce mérés
- Közösségi média interakciók
- Képernyők
- Kizárások

Az új adatmodell

- Teljes flexibilitást ad
- Minden adatot eseményként azaz **event**-ként mérünk
 - ◆ Automatikus eventek
 - ◆ Ajánlott eventek
 - ◆ Egyedi eventek
- Szánd rá az időt, hogy megértsd az új adatmodellt!

Google Tag Manager alapok



Mutasd be nekem a Google Tag Manager történetét, működését és sorold fel az 5 leghasznosabb funkcióját!



A Google Tag Manager egy ingyenes és könnyen használható eszköz, amely lehetővé teszi a felhasználók számára, hogy hozzáadják és frissítsék a weboldalaikhoz a követő kódokat (tag-eket) - például a Google Analytics, a Google Ads és más harmadik fél által kínált követő kódokat - anélkül, hogy közvetlenül módosítaniuk kellene a weboldal kódját.

Története:

A Google Tag Manager (GTM) a Google szolgáltatásainak egyike, és 2012. októberében indult. A szolgáltatás célja, hogy a tag-ek kezelése egyszerűbb és hatékonyabb legyen. Ez a szolgáltatás különösen hasznos azoknak a vállalatoknak és egyéneknek, akik sok különböző tag-et használnak weboldalaikon, és szeretnék, ha ezek a tag-ek egyszerűbben és gyorsabban frissülhetnének. A GTM használata gyorsabb és hatékonyabb a tag-ek hozzáadása és frissítése szempontjából, és csökkenti a hibák és a hiányosságok kockázatát, amelyek a tag-ek kézi hozzáadásával és frissítésével járhatnak.

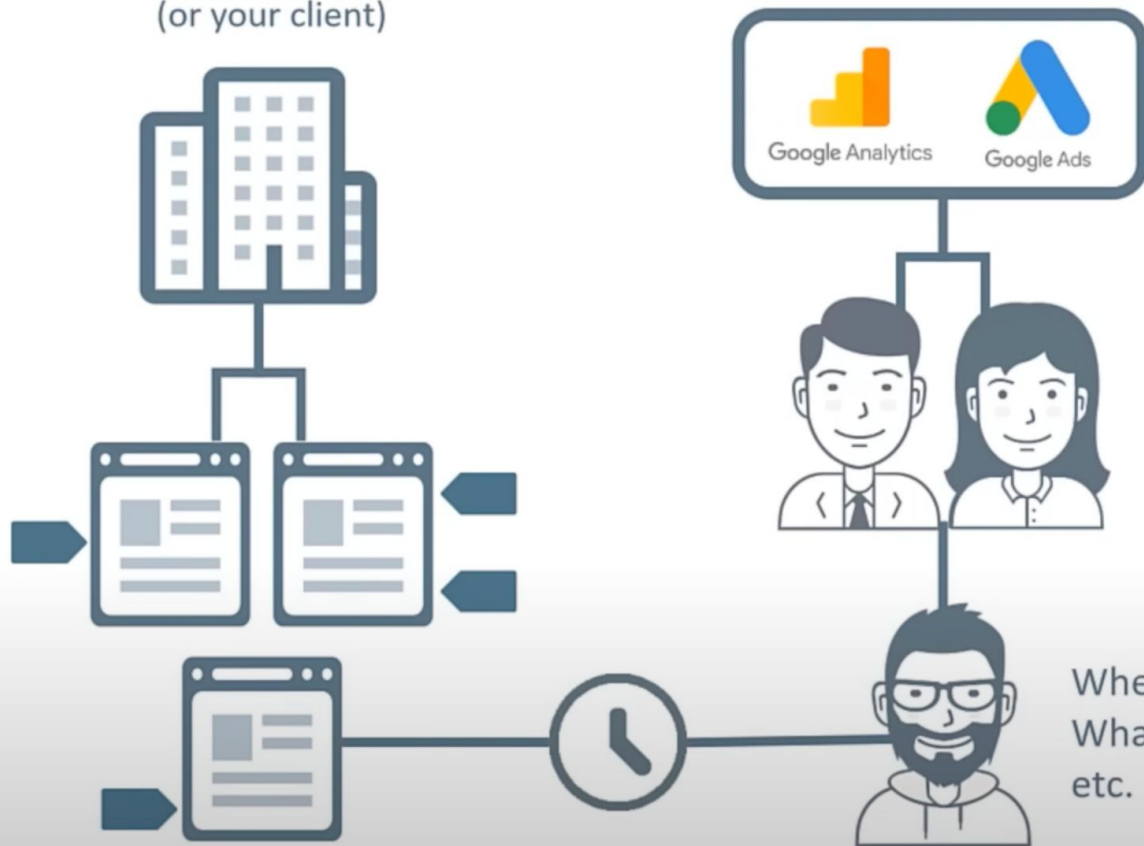
Működése:

A Google Tag Manager kódját egyszer kell hozzáadni a weboldal kódjához, és onnantól kezdve a Google Tag Manager felületén keresztül lehet hozzáadni és frissíteni a tag-eket. A felhasználók hozzáadhatnak új tag-eket, módosíthatják a meglévő tag-eket, és tesztelhetik a tag-ek működését a Google Tag Manager felületén keresztül. A Google Tag Manager felülete lehetővé teszi a tag-ek egyszerűbb kezelését, és csökkenti a hibák és a hiányosságok kockázatát, amelyek a tag-ek kézi hozzáadásával és frissítésével járhatnak.

A Google Tag Manager öt legfontosabb funkciójának a következőket találtam:

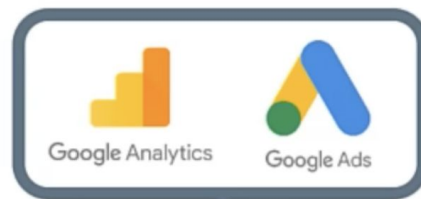
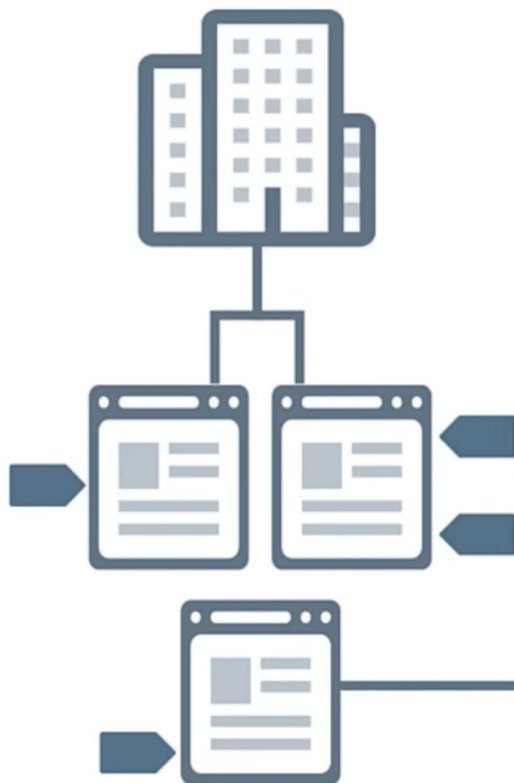
1. Csökkentett függőség a fejlesztőktől: gyorsan és egyszerűen adhat hozzá és kezelhet marketing címkéket fejlesztői segítség nélkül.
2. Tesztelés és hibakeresés: előnézetet tekinthet meg, tesztelhet és hibákat kereshet a változtatásokban, mielőtt élesítené őket. Ez a funkció segít a hibák megelőzésében és csökkenti a szükségességet a tesztelésre élő vagy bemutató webhelyen.
3. Felhasználói engedélyek ellenőrzése: csak a jogosult személyek hajthatnak végre vagy jóváhagyhatnak változásokat a marketing beállításokban.
4. Verziók: a GTM létrehoz és naplóz egy új kódverziót minden alkalommal, amikor változtatásokat tesz közzé. Ez lehetővé teszi a múltbeli és jelenlegi változások megtekintését, és szükség esetén visszatérhet a korábbi verziókhoz.
5. Munkaterületek: a GTM több munkateret biztosít a csapattagok számára, hogy egyszerre dolgozhassanak anélkül, hogy felülrírnák egymás haladását **【23+source】** .

Your Company
(or your client)



When should it fire?
What data do you need?
etc.

Your Company
(or your client)





A GTM előnyei:

- Minden mérőkód egy helyen van kezelve
- Kevésbé függ a kódok elhelyezése és módosítása vagy bővítése a fejlesztőcsapat kapacitásaitól
- Sokkal gyorsabban beállítható és tesztelhető számos mérés
- Sokan használják, ezért sok tananyag, minta kód és szakmai közösség érhető el az interneten



Google

<https://tagmanager.google.com>

12



Google Tag Manager

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.

Sign in

Google Analytics lets you measure your advertising ROI as well as ...

Tag Manager overview

Google Tag Manager is a tag management system (TMS) that ...

Google Tag

Google Analytics lets you measure your advertising ROI as well as ...

Tag Assistant

Deploy tags in Google Tag Manager easily and safely with ...

[More results from google.com »](#)

People also ask



What is Google Tag Manager do?



Do you really need Google Tag Manager?



What's the difference between Google Analytics and Google Tag Manager?



← Add a New Account

Account Setup

Account Name

Gerilla Mentor Klub

Country

Hungary

☐ Share data anonymously with Google and others ⓘ

Container Setup

Container name

gerillamentorklub.hu

Target platform



Web

For use on desktop and mobile web pages



iOS

For use in iOS apps



Android

For use in Android apps



AMP

For use in Accelerated Mobile Pages



Server

For server-side instrumentation and measurement

Create

Cancel

Google Account

```
graph TD; GA[Google Account] --> GA1[GTM account]; GA --> GA2[GTM account]; GA1 --> C1[Container]; GA1 --> C2[Container]; GA2 --> C3[Container]; GA2 --> C4[Container];
```

The diagram illustrates the structure of a Google Account. At the top level is the 'Google Account' container. Inside this container are two separate 'GTM account' boxes. Each 'GTM account' box contains two 'Container' boxes, for a total of four containers across the two GTM accounts.

GTM account

Container

Container

GTM account

Container

Container

[All](#)[Favourites](#)[Recent](#)[Visit Platform Home](#)

Exact Match



Tag Manager Accounts

Containers

Exact Match

6000735585



exactmatch.hu

GTM-PQPFCB5



exactmatch.hu server side

GTM-TV6ND6N



Tag Manager

Exact Match > Exact Match
exactmatch.hu

Search workspace

?

Workspace

Versions

Admin

GTM-PQPCB5

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag

Choose from over 50 tag types

Add a new tag >

Description

Edit description >

Now Editing

Default Workspace

Workspace Changes

0 Modified0 Added0 Deleted

Manage workspaces >

Live Version

Version 63

Published 20 days ago
by aron@exactmatch.hu

Latest Version

Version 63

Modified 20 days ago
by aron@exactmatch.hu

Latest version >

Workspace Changes

This workspace has no changes.
[Learn more](#)

Activity History >

[Terms of Service](#) · [Privacy Policy](#)

ACCOUNT

Exact Match



Account Settings



Account Activity



User Management

CONTAINER

exactmatch.hu

GTM-PQPFCB5



Container Settings



Container Activity



User Management



Install Google Tag Manager



Import Container



Export Container



External Account Links



Approval Queue



Environments



Container Notifications



Tag Coverage

Install Google Tag Manager



Copy the code below and paste it on to every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-PQPCB5');
<!-- End Google Tag Manager -->
```



Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-PQPCB5"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK



Overview



Tags



Triggers



Variables



Folders



Templates

Tag Configuration



Choose a tag type to begin set-up...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)



Discover more tag types in the Community Template Gallery



Featured



Google Analytics: GA4 Configuration

Google Marketing Platform



Google Analytics: GA4 Event

Google Marketing Platform



Google Ads Conversion Tracking

Google Ads



Google Ads Remarketing

Google Ads



Floodlight Counter

Google Marketing Platform



Floodlight Sales

Google Marketing Platform



Conversion Linker

Google



Featured Community CMP Templates

Discover featured CMP templates that deeply integrate with GTM's consent configuration



Custom



Custom HTML



Overview



Tags



Triggers



Variables



Folders



Templates

Trigger Configuration



Choose a trigger type to begin set-up...

[Learn More](#)

× Choose trigger type

Page View



Consent Initialisation



Initialisation



Page View



DOM Ready



Window Loaded

Click



All Elements



Just Links

User Engagement



Element Visibility



Form Submission



Overview



Tags



Triggers



Variables



Folders



Templates

Admin

Built-In Variables ⓘ

Name ↑

Type

Click Classes

Data Layer Va

Click Element

Data Layer Va

Click ID

Data Layer Va

Click Target

Data Layer Va

Click Text

Auto-Event Va

Click URL

Data Layer Va

Event

Custom Event

Page Hostname

URL

Page Path

URL

Page URL

URL

Referrer

HTTP Referre

Scroll Depth Threshold

Data Layer Va

✕ Configure Built-In Variables ⓘ

Clicks

☒ Click Element

☒ Click Classes

☒ Click ID

☒ Click Target

☒ Click URL

☒ Click Text

Forms

☐ Form Element

☐ Form Classes

☐ Form ID

☐ Form Target

☐ Form URL

☐ Form Text

History



Discover more variable types in the Community Template Gallery



Custom Templates



Unique Event ID

Generates unique event id

GALLERY

Navigation



HTTP Referrer

The value is set to the HTTP referrer.



URL

Page Variables



1st-Party Cookie

The value is set to the first value of the 1st party cookie with the matching name.



Custom JavaScript

This variable uses the provided JavaScript function to calculate its value in the browser. Each time this variable is used, the function will be executed and its return value will be used.

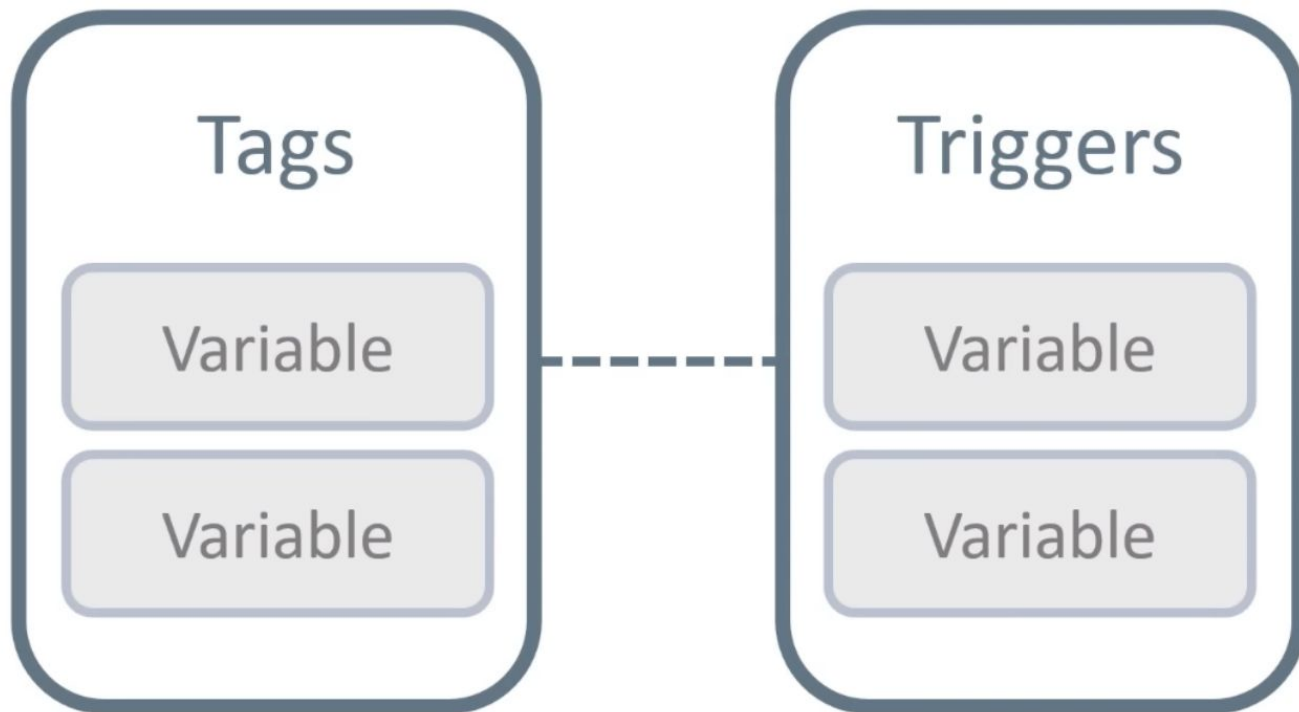


Data Layer Variable



JavaScript Variable

The value is set to that of the global JavaScript variable you specify.



Tag, trigger & variable - 3 fő kérdés

- Mit csináljon a GTM? - Tag
- Mikor csinálja a GTM? - Trigger
- Mit/Mikor/Hogyan? - Variable

Példa

- Mit?
 - Google Ads Conversion Tag
- Mikor?
 - A köszönő oldalon
- Hogyan?
 - Amikor az URL tartalmazza a /koszonjuk-a-vasarlast/



Overview



Tags



Triggers



Variables



Folders



Templates



Choose tag type



Discover more tag types in the Community Template Gallery



Featured



Google Analytics: Universal Analytics
Google Marketing Platform



Google Analytics: GA4 Configuration
Google Marketing Platform



Google Analytics: GA4 Event
Google Marketing Platform



Google Ads Conversion Tracking
Google Ads



Google Ads Remarketing
Google Ads



Floodlight Counter
Google Marketing Platform



Floodlight Sales
Google Marketing Platform



Conversion Linker
Google



Google Optimize
Google Marketing Platform



Google Surveys Website Satisfaction
Google Marketing Platform



Featured Community CMP Templates
Discover featured CMP templates that deeply integrate with GTM's consent configuration



Custom



Custom HTML
Custom HTML Tag



Custom Image



Community Template Gallery Import Tag Template



100shoppers Where To Buy Widget Script
by [buybox](#)



2BCookie Consent Manager
by [2B-Advice](#)



500apps - Botup
by [agilecrm](#)



500apps - Forms.io
by [agilecrm](#)



500apps - SiteRecording
by [agilecrm](#)



6sense Account Engagement Pixel
by [Quadratic-Insights](#)



Accessibility by AudioEye
by [audioeye](#)



Accessibility by UserWay
by [UserWayOrg](#)



Acquia Personalization Capture
by [acquia](#)



Acquire
by [acquireio](#)



Across Simple Conversion Code
by [across-it](#)



AdDaptive Intelligence Site Analytics
by [AdDaptive](#)



Adform Tracking
by [peaksandpies](#)



Attention: The templates provided by third party parties in this Google Tag Manager Community Template Gallery are not provided by Google. Google makes no promises or commitments about the performance, quality or content of the services and applications provided by the templates. Your use of this Gallery is subject to the [Community Template Gallery User Policies](#).



Community Template Gallery

Import Tag Template

facebook



Adsmurai Facebook Pixel & Conversions API (CAPI)

by [Adsmurai-Google-Tag-Manager-Templates](#)



CookieConsent.io - Facebook Server 2 Server template

by [cookieconsentio](#)



Facebook CAPI Tag

by [peaksandpies](#)



Facebook Conversions API (CAPI) by Deviate Tracking

by [Deviatelabs](#)

ADDED



Facebook Customer Chat

by [facebookarchive](#) ✓



Facebook Pixel

by [facebookarchive](#) ✓

ADDED



Facebook Pixel by Effectix

by [Effectix-com](#) ✓



Teko Facebook Pixel Add to cart

by [teko-vn](#)



Teko Facebook Pixel Checkout

by [teko-vn](#)



Google Tag Manager használata - demo

Ajánlott és egyedi események

Event (esemény) típusok

- Automatikus - alap eventek + Enhanced measurement
- Ajánlott - a Google iparági ajánlásai
- Egyedi események

Ajánlott események

Recommended events

- All properties
- Retail és ecommerce
- Jobs, education, local deals and real estate
- Travel
- Games

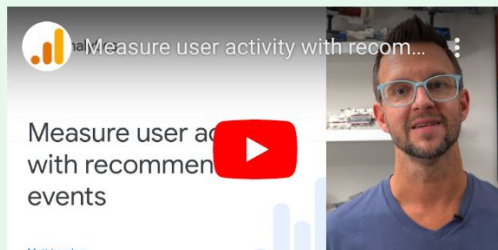
This article is about [Google Analytics 4 properties](#). Refer to the [Universal Analytics section](#) if you're still using a Universal Analytics property, which will [stop processing data](#) on July 1, 2023 (July 1, 2024 for Analytics 360 properties).

[GA4] Recommended events

Adding these events to your website or mobile app helps you measure additional features and behavior as well as generate more useful reports. Because these events require additional context to be meaningful, they're not sent automatically.

Use the links in this article to see the prescribed parameters for each event. You should send recommended events with their prescribed parameters to get the most details in your reports and to benefit from future features and integrations as they become available.

To learn how to set up a recommended event on your website or app, see [Set up events](#).



Events

-  [GA4] About events
-  [GA4] Automatically collected events
-  [GA4] Enhanced event measurement
-  [GA4] Recommended events
-  [GA4] Custom events
-  [GA4] Set up ecommerce events
-  [GA4] Monitor events in DebugView
-  [GA4] Modify and create events via the user interface
-  [GA4] Add custom parameters to automatically collected events
-  [GA4] Measure pages and screens

For all properties

We recommend these events to all customers in all business verticals. Later sections in this article include some of these events when we recommend sending the events for the given use case.

Event	Trigger when
ad_impression	a user sees an ad impression, for app only
earn_virtual_currency	a user earns virtual currency (coins, gems, tokens, etc.)
join_group	a user joins a group to measure the popularity of each group
login	a user logs in
purchase	a user completes a purchase
refund	a user receives a refund
search	a user searches your content
select_content	a user selects content
share	a user shares content
sign_up	a user signs up to measure the popularity of each sign-up method
spend_virtual_currency	a user spends virtual currency (coins, gems, tokens, etc.)
tutorial_begin	a user begins a tutorial
tutorial_complete	a user completes a tutorial

Ecommerce mères

For online sales

We recommend these events when you want to measure sales on your site or app. They're useful for **retail**, **ecommerce**, **education**, **real estate**, and **travel**. Sending the events populates [the *Ecommerce purchases* report](#). To learn more about these events, see [Measure ecommerce](#).

Event	Trigger when
add_payment_info	a user submits their payment information
add_shipping_info	a user submits their shipping information
add_to_cart	a user adds items to cart
add_to_wishlist	a user adds items to a wishlist
begin_checkout	a user begins checkout
generate_lead	a user submits a form or a request for information
purchase	a user completes a purchase
refund	a user receives a refund
remove_from_cart	a user removes items from a cart
select_item	a user selects an item from a list
select_promotion	a user selects a promotion
view_cart	a user views their cart
view_item	a user views an item
view_item_list	a user sees a list of items/offerings
view_promotion	a user sees a promotion

```
dataLayer.push({ ecommerce: null }); // Clear the previous ecommerce object.
dataLayer.push({
  event: "purchase",
  ecommerce: {
    transaction_id: "T_12345",
    value: 25.42,
    tax: 4.90,
    shipping: 5.99,
    currency: "USD",
    coupon: "SUMMER_SALE",
    items: [
      {
        item_id: "SKU_12345",
        item_name: "Stan and Friends Tee",
        affiliation: "Google Merchandise Store",
        coupon: "SUMMER_FUN",
        discount: 2.22,
        index: 0,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_list_id: "related_products",
        item_list_name: "Related Products",
        item_variant: "green",
        location_id: "ChIJIQBpAG2ahYAR_6128GcTUEo",
        price: 9.99,
        quantity: 1
      },
      {
        item_id: "SKU_12346",
        item_name: "Google Grey Women's Tee",
        affiliation: "Google Merchandise Store",
        coupon: "SUMMER_FUN",
        discount: 3.33,
        index: 1,
        item_brand: "Google",
        item_category: "Apparel",
        item_category2: "Adult",
        item_category3: "Shirts",
        item_category4: "Crew",
        item_category5: "Short sleeve",
        item_list_id: "related_products",
        item_list_name: "Related Products",
        item_variant: "gray",
        location_id: "ChIJIQBpAG2ahYAR_6128GcTUEo",
        price: 20.99,
        promotion_id: "P_12345",
        promotion_name: "Summer Sale",
        quantity: 1
      }
    ]
  }
});
```

Tag Type



Google Analytics: GA4 Event

Google Marketing Platform

Configuration Tag ⓘ

GA4 - Configuration

Event Name ⓘ

purchase

Ecommerce

✓ Send Ecommerce data

Data source

Data Layer

Consent Settings ^(BETA) ⓘ

Built-In Consent Checks ⓘ

ad_storage

analytics_storage

Additional consent checks

No additional consent required

Triggering

Firing Triggers



Purchase event

Custom Event

Trigger Configuration

Trigger Type



Custom Event

Event name

purchase

This trigger fires on

All Custom Events

References to this Trigger



Facebook Event - Purchase

Tag



GA4 - Purchase Event

Tag



Google Ads - Conversion - Purchase

Tag



Google Analytics - Ecommerce - Purchase

Tag



Google Analytics - Event - Megrendelés

Tag



Tag Configuration

Tag Type



Google Analytics: Universal Analytics

Google Marketing Platform

Track Type

Event

Category

Ecommerce

Action

Purchase

Google Analytics settings

{{GA ID}} 

✓ Enable overriding settings in this tag 

E-commerce

Enable Enhanced Ecommerce Features 

True

✓ Use Data Layer

✓ Use GA4 schema

Consent Settings ^(BETA) 

Konverziók mérése

Egy webáruház esetében kiemelten fontos a konverzió nyomonkövetése. Google Analytics 4-ben bármelyik eseményt beállíthatjuk konverzióként (ajánlott többet is). A Shoprenter előre definiálva konverzióként rögzíti a purchase eseményt, de ajánlott akár a add_to_cart és a begin_checkout eseményeket is konverzióként beállítani.

Miután egy eseményt konverzióként jelöltünk meg, a beállítást követően kell 1-2 nap a Google-nek mire érzékeli és már mutat konverziós adatokat GA4-ben az adott eseményre.

GA4 használata és felépítése

Az új felületen az alábbi menüpontokat találjuk meg a bal oldali navigációs sávban:

- Főoldal

Tartalomjegyzék

[Átállítás Google Analytics 4-re](#)[Universal Analytics vs. Google Analytics 4](#)[Események a GA4-ben](#)[Konverziók mérése](#)[GA4 használata és felépítése](#)[Jelentések](#)[Felfedezés](#)[Beállítás](#)[Google Analytics 4 beállítása](#)

Google Analytics 4 / GA4 – Enhanced Ecommerce tracking – How to setup?

This article will show you how to setup ecommerce tracking for your [Google Analytics 4 property](#) with Google Tag Manager, WooCommerce and GTM4WP. Google Analytics 4 or GA4 is the next generation of the popular free tool Google Analytics. It uses a completely different data model as well as new reports and user interface. GTM4WP uses the [recommended event names](#) of Google to send ecommerce actions like add to cart, product click or purchase.

This article is for users of Google Tag Manager for WordPress plugin v1.12 or newer. If you are using an older version of my plugin, please consider to upgrade.

If you are looking for setup instructions to your Universal Analytics or GA3 tags, please visit the [GA3 version](#) of this article.

Step 0: pre-setup checks – Google Analytics 4 configuration variable

You do not need to setup anything in your Google Analytics 4 properties. It will automatically pick up ecommerce events and data and show you the results in [monetization reports](#).

In your Google Tag Manager container, you will first need to add a Google Analytics 4 configuration tag if you haven't added it yet. This will store your Google Analytics 4 web stream ID (G-XXXXXXX) and every global attribute you set in it. It will also send a page_view event if you do not change the default behavior of the tag.

× Untitled Tag

× Choose tag type

Download

Download the latest version of my Google Tag Manager plugin for WordPress and start using advanced GTM on your website without coding!

[Download](#)

Contribute

Interested in early releases of new features?

Do you want to contribute to the source code?

Visit the GitHub repo of the plugin

[GitHub repo](#)

Tag Manager basics

How to access a dataLayer variable in Google Tag Manager

[Privacy & Cookies Policy](#)


[Shopify Help Center](#) > [Topics](#) > [Analytics](#) > [Google Analytics](#) > Setting up Google Analytics 4

[Intro to Shopify](#)
[Migrate to Shopify](#)
[Shopify admin](#)
[Your account](#)
[Online Store](#)
[POS](#)
[B2B](#) [SHOPIFY PLUS](#)
[Sales channels](#)
[Shopify checkout](#)
[Domains](#)
[Products](#)
[Payments](#)
[Locations](#)
[Shipping and delivery](#)
[Customers](#)
[Orders](#)

Setting up Google Analytics 4

Before you can start gathering data about your store, you need to have a Google Analytics account and create a Google Analytics 4 property. You can then set up Google Analytics 4 tags on your Shopify store, and link your Google Ads account to your Google Analytics account.

Grow your business

If you need help with setting up Google Analytics, then you can [hire a Shopify expert](#) .

On this page

- [Step 1: Create a Google account and Google Analytics account](#)
- [Step 2: Create a Google Analytics 4 property](#)



Egyedi események

Egyedi események

- Ecommerce mérés
- Form kitöltés
- Scrollozás
- Hírlevél feliratkozás
- Elem megtekintése
- ?

Paraméterek

Paraméterek

- Plusz információkat küldhetünk be az eventekhez
- Szöveges érték lehet (dimenziók esetén)
- Numerikus érték lehet (metrikák esetén)
- Egy eseményhez akár 25 különböző paramétert is megadhatunk!
- A korábbi Category, Action, Label, Value + Non-interaction beállítást váltják ki a paraméterek



Reports snapshot



All Users

Add comparison +

Last 28 days 10 Jan - 6 Feb 2023 ▾



Real-time



Life cycle



Acquisition



Engagement

Engagement overview



Events

Conversions

Pages and screens: Page ti...

Monetisation

Retention

Search Console

Search Console

User

Demographics

Tech

Library



video_progress ▾



Event count

1.1K

Total users

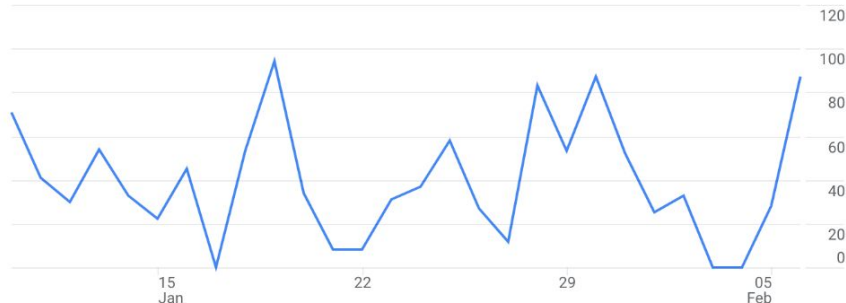
57

Event count per user

20

Event value

0



EVENTS IN LAST 30 MINUTES

1

PARAMETER NAME

video_current_time ▾

video_duration %

video_percent 100%

video_provider

video_title

video_url

visible

time →

Event count by Country

COUNTRY

EVENT COUNT

Hungary

844

Romania

121

Event count by Gender





ADMIN

USER

 Data Settings Data Import Reporting Identity Attribution Settings Property Change History Data Deletion Requests DebugView

PRODUCT LINKS

 Google Ads links Ad Manager links BigQuery links Display & Video 360 links Merchant Center Optimise links Google Play links

Debug Device 0

0

7:08 pm

1

7:07 pm

19

7:06 pm

7:05 pm

7:04 pm

7:03 pm

7:02 pm

7:01 pm

video_progress



Parameters

User properties

19:08:50

19:08:49 ▶ page_title

1

▶ video_current_time

1

19:08:00 ▶ video_duration

1

19:07:57

▶ video_percent

1

10

19:07:56

▶ video_provider

1

19:07:54

▶ video_title

1

19:07:53

▶ video_url

1

19:07:51

▶ video

1

TOP EVENTS

20 TOTAL

LAST 30 MINS

 16 4 0[online_courses_visitors](#)

4

[CLS](#)

3

[LCP](#)

3

[page_view](#)

3

[FID](#)

2

[element_visibility](#)

1

[menu_click](#)

1

[session_start](#)

1

USER PROPERTIES ACTIVE NOW

[menu_clickers](#)

true

Paraméterek és riportolás

Paraméterek és riportolás

- Az egyedi paramétereket regisztrálni kell
- Ehhez a következő lépések szükségesek:
 - ◆ Navigálj a *Custom Definitions* menüponthoz
 - ◆ Itt válaszd ki a *Create Custom Dimensions / Metrics* részt
- Hozd létre a custom dimension-t vagy metric-et
- **A regisztráció után válnak elérhetővé az adatok**



ADMIN

USER

Property

[+ Create Property](#)

Exact Match GA4 (243372114)

☒ Setup Assistant Property Settings Property Access Management Data Streams Events Conversions Audiences **Custom definitions** Data Settings Data Import Reporting Identity Attribution Settings Property Change History Data Deletion Requests DebugView

Custom definitions

[Quota information](#)

Custom dimensions

Custom metrics

[Create custom dimensions](#)

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed	
File Extension		Event	file_extension	19 May 2022	⋮
File Name		Event	file_name	13 Sept 2022	⋮
Menu clickers	Azok akik kattintottak egy menü elemre	User	menu_clickers	1 Apr 2021	⋮
Menu Item URL		Event	menu_item_url	13 Feb 2023	⋮
Items per page: 25 1 – 4 of 4 < < > >					





ADMIN

USER

Property [+ Create Property](#)

Exact Match GA4 (243372114)

☒ Setup Assistant☐ Property Settings☐ Property Access Management☐ Data Streams☐ Events☐ Conversions☐ Audiences☒ Custom definitions☐ Data Settings☐ Data Import☐ Reporting Identity☐ Attribution Settings☐ Property Change History☐ Data Deletion Requests☐ DeletionView

Custom definitions

Custom dimensions

Custom metrics

Dimension name ↑	Description
File Extension	
File Name	
Menu clickers	Azok akik katt elemre
Menu Item URL	



New custom dimension

Save



Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.

[Learn more about best practices](#)

Dimension name ⓘ

Scope ⓘ

Event

Description ⓘ

Event parameter ⓘ

video_current_time

video_duration

video_percent

video_provider

video_title

video_url



Limitek

Adatgyűjtési limitek

	Limit
Havi hit limit	Nincs korlátozva
Events	500
Paraméter event-enként	25
Data retention	Akár 14 hónap

	Limit
Event név	40 karakter
Paraméter név	40 karakter
Parameter érték	100 karakter
User property név	24 karakter
User property érték	36 karakter

Konfigurációs limitek

	Limit
Conversions (registered conversion events)	30
Audiences	100
Funnels	200
Exploration reports per user	200
Exploration reports shared	500

Riportolási limitek

	Limit
Sztenderd riportok	Nincs mintavétel
Exploration riportok	10 millió event

DebugView használata - demo

Riportok

Áttekintés



Home



Reports



Explore



Advertising



Admin



Home



Reports



Explore



Advertising



Sztenderd
riportok



Admin

Egyedi
riportok



Home



Reports



Explore



Advertising



Admin



Home



Reports



Explore



Advertising



Hirdetés



Admin



Home



Reports



Explore



Advertising



Admin



Beállítások



Home

Users

1.2K

↓ 5.8%

Event count

23K

↑ 15.6%

Conversions

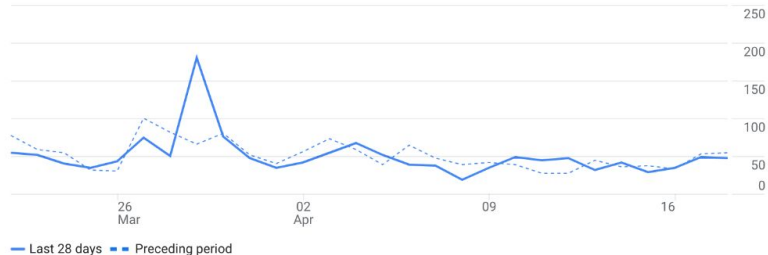
696

↓ 1.4%

New users

1.1K

↓ 7.0%



Last 28 days ▾

[View reports snapshot →](#)

USERS IN LAST 30 MINUTES

0

USERS PER MINUTE

COUNTRY ▾

USERS ▾

No data available

[View real time →](#)

Recently accessed



Custom definitions

Just Now



Setup Assistant

Just Now



Realtime overview

Just Now



Explore

today



Suggested for you

Views by

Page title and screen...

PAGE TITLE AND S...

Views by Page title and screen...

VIEWS

Users ▾ by Country ID ▾

COUNTRY ID

USERS

Sessions ▾ by

Session default c...

SESSION DEFAULT ...

SESSIONS



Reports snapshot



Real-time



Life cycle



▸ Acquisition

▸ Engagement

▸ Monetisation



Retention

User



▸ Demographics

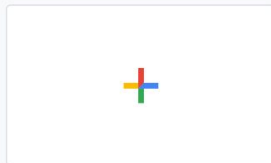
▸ Tech



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	🔍
	Funnel Example	Kyle Blanchette	11 Apr 2023	GA4 - Google Merch Shop	⋮
	Free-form	Áron Bay	11 Apr 2023	GA4 - Google Merch Shop	⋮
	GA4 Training Day	Kyle Blanchette	1 Mar 2023	GA4 - Google Merch Shop	⋮
	LWGMP CC Funnel	Taylor Abramowitz	13 Feb 2023	GA4 - Google Merch Shop	⋮
	Mobile / Paid / Direct Segment Overla... Áron Bay	Áron Bay	7 Feb 2023	GA4 - Google Merch Shop	⋮
	Behavior Flow Path 2023	Áron Bay	7 Feb 2023	GA4 - Google Merch Shop	⋮
	Shopping Behavior Funnel 2023	Áron Bay	7 Feb 2023	GA4 - Google Merch Shop	⋮
	Transaction IDs	Nikki Vinuya	28 Jan 2023	GA4 - Google Merch Shop	⋮
	User lifetime Marc	Marc Girod	18 Nov 2022	GA4 - Google Merch Shop	⋮



Advertising snapshot

Performance



All channels

Attribution



Model comparison

Conversion paths



ADMIN

USER

Account

+ Create Account

Demo Account

 Account Settings

 Account Access Management

 All Filters

 Rubbish Bin

Property

+ Create Property

GA4 - Google Merch Shop (213025502)

 Setup Assistant

 Property Settings

 Data Streams

 Events

 Conversions

 Audiences

 Custom definitions

 Data Settings

 Data Import

 Reporting Identity

 Attribution Settings

 DebugView

PRODUCT LINKS

 Google Ads links

 Ad Manager links

 BigQuery links

 Display & Video 360 links

 Merchant Center

 Google Play links

 Search Ads 360 links

 Search Console links



Reports snapshot



Real-time



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetisation

Retention

User

Demographics

Tech

All Users

Add comparison +

Last 28 days 16 Mar - 12 Apr 2023

Acquisition overview

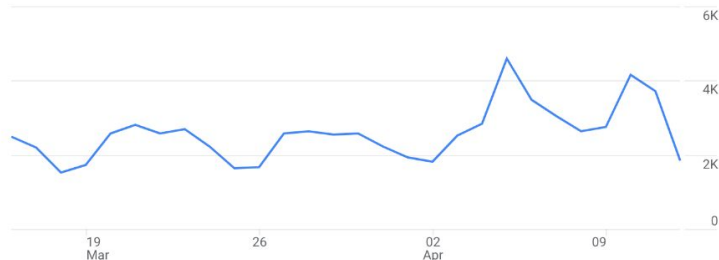


Users

61K

New users

51K



USERS IN LAST 30 MINUTES

45

USERS PER MINUTE



TOP COUNTRIES

USERS	
India	17
Singapore	7
United States	6
Japan	4
China	3

[View real time](#)New users by
First user default channel group

FIRST USER DEFAULT CH...	NEW USERS
Direct	17K
Organic Search	15K
Cross-network	10K
Paid Search	5.5K
Referral	1.7K

Sessions by
Session default channel group

SESSION DEFAULT CHAN...	SESSIONS
Direct	28K
Organic Search	26K
Cross-network	13K
Paid Search	8.2K
Unassigned	6.9K

Sessions by
Session Google A...

SESSION GOOGLE ...	SESSIONS
1009693 ...PMax Test	6.2K
1009693 G...yle Images	3.2K
1009693 ...PMax Test	2.2K
1009693 G...yle Images	1.5K
1009693 G...nner ~ Test	95

Reports snapshot

Real-time

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Monetisation

Retention

User

Demographics

Tech

All Users

Add comparison +

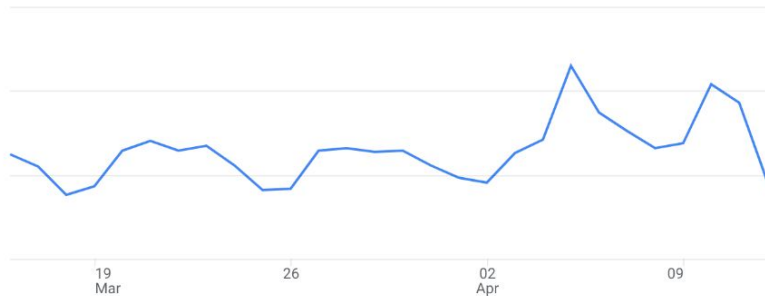
Acquisition overview

Users

61K

New users

51K



Today

Yesterday

This week

Last week

Last 7 days

Last 28 days

Last 30 days

Last 90 days

Last 12 months

Last calendar year

This year (Jan - Today)

Custom

Compare

LAST 28 DAYS

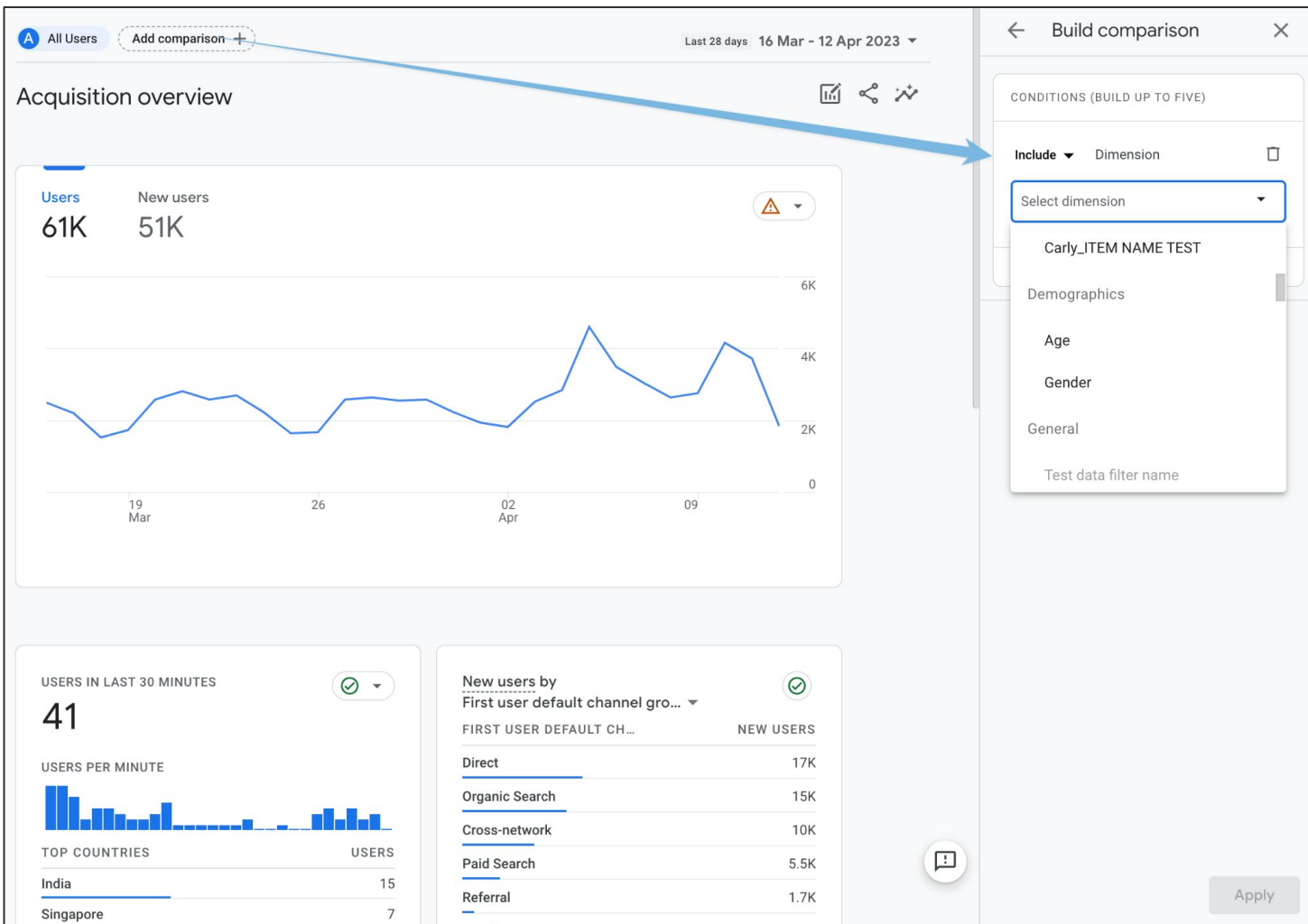
16 Mar 2023 - 12 Apr 2023

M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
APR 2023						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2023

Cancel Apply

View real time →



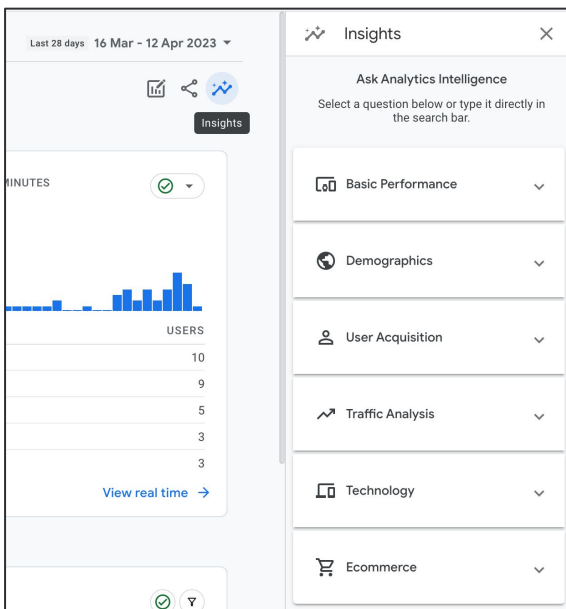
Last 28 days 16 Mar - 12 Apr 2023 ▼



Share this report



Share link



Az új GA4 felület bemutatása - demo

Sztenderd riportok - demo

Explore riportok - demo

Konverziós beállítások - demo

Google Ads összekapcsolás - demo

Az adatok kicsatornázása Looker Studio-ba

Summary

Monetisation

Products

Paid Channels

Audience

[exact match]

SUMMARY

4 Sept 2022 - 3 Oct 2022

Device category

Session source

Session medium

Session campaign

Comparison: Previous Period

MAIN KPIs

ACQUISITION

New users
63,502
↑ 2.5%Total users
84,108
↑ 7.7%Sessions
113,534
↑ 6.6%

ENGAGEMENT

Engagement rate
64.49%
↓ -3.4%Pages/Session
4.8
↑ 9.8%Avg. Engagement Time
00:01:42
↑ 12.1%

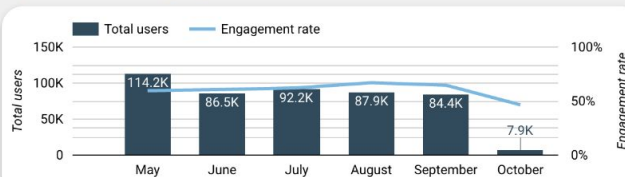
CONVERSION

Purchases
2,404
↑ 26.0%Conversion Rate
126.05%
↓ -29.4%Purchase/Cart ratio
7.75%
↓ -6.2%

REVENUE

Revenue
\$308,465
↑ 40.2%Avg order value
\$129
↑ 11.8%

Users & Engagement



Conversions & Revenue



Köszönöm!