Course code: H1GOA4

During the training, we will help you find your way around the GA4 user interface, you will learn how to read data, and you will also try creating custom reports and analyses yourself.When you're measuring data about what's happening on your website, it's also useful to be able to read it. Google Analytics 4 offers many ways to view data. We will be happy to guide you through the GA4 user interface so that you can read the information that is important to you from the measurement data.

Who is the course for

- Marketing specialist, project manager who evaluates traffic, efficiency and return on investment at work.
- A beginner or intermediate user who is unsure of how to use Google Analytics 4 and draw practical consequences from it.

Teaching materials

Printed materials

Course outline

CHARAKTERISTIKA GA4

Dozvíte se, jak provádět Event based analytiku, BigQuery a jak definovat uživatele.

UŽIVATELSKÉ ROZHRANÍ

Vysvětlíme si jednotlivé metriky a dimenze. Ukážeme si základní reporty a jaké existují knihovny pro tvorbu a úpravy

vlastních reportů.

PRŮZKUMY (VLASTNÍ ANALÝZY)

Naučíte se vytvářet vlastní průzkumy.

CONVERSION PATHS, ATTRIBUTION MODELS

You'll find out which source is credited with the conversion.

CONFIGURATION, AUDIENCES

We'll show you how to define and edit custom events, dimensions, and metrics, and how to create a custom audience.

OTHER SETTINGS IN GA4

We'll show you the settings at the property and stream data level.

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