

GOOGLE ANALYTICS 4 PRO E-SHOPY

VAŠEK JELEN | SHOPCAMP | 7.9.2023



DOTAZNÍK - VÝSLEDKY

19 responses

[Link to Sheets](#)

Accepting responses ☐

Summary Question Individual

Jaké jsou Tvoje zkušenosti s GA4?

19 responses

A pie chart titled 'Jaké jsou Tvoje zkušenosti s GA4?' (What are your experiences with GA4?) based on 19 responses. The chart has two visible segments: a large red segment representing 73.7% and a smaller yellow segment representing 26.3%. A legend on the right explains the categories: blue for 'GA4 ještě ani nemám nasazené' (I haven't installed GA4 yet), red for 'GA4 mám nasazené, ale zatím se v nich příliš neorientuji' (I have GA4 installed, but I'm still not very familiar with it), and yellow for 'GA4 mám nasazené a aktivně s nimi pracuji' (I have GA4 installed and I'm actively working with it). The blue category is not visible in the chart, indicating 0% of responses.

Experience	Percentage
GA4 ještě ani nemám nasazené	0%
GA4 mám nasazené, ale zatím se v nich příliš neorientuji	73.7%
GA4 mám nasazené a aktivně s nimi pracuji	26.3%

[HTTPS://DOCS.GOOGLE.COM/FORMS/D/1GU0BYAPYYGQEOMMWW1CJ_00FDXX4PRD_FA1XJZRWOJI/EDIT#RESPONSES](https://docs.google.com/forms/d/1GU0BYAPYYGQEOMMWW1CJ_00FDXX4PRD_FA1XJZRWOJI/edit#responses)



VAŠEK JELEN

ANALYTIK



MEASUREDESIGN
digital analytics & technical marketing

WWW.MEASUREDESIGN.CZ

GA4 INTERFACE - ČÁST REPORTS+EXPLORE - VÝZNAMNÉ PARAMETRY

ODKUD PŘIŠLI NÁVŠTĚVNÍCI

FIRST USER SOURCE/FIRST USER MEDIUM/FIRST USER CAMPAIGN

✓ SESSION SOURCE/SESSION MEDIUM/SESSION CAMPAIGN

SOURCE/MEDIUM/CAMPAIGN

NA JAKE STRÁNCE SE NĚCO STALO

PAGE PATH AND SCREEN CLASS

CO SE TAM STALO (JAKÝ EVENT)

EVENT_NAME

teams.microsoft.com is sharing your screen. Stop sharing Hide

Appearance

☐ Title

☐ Body

☐ Slide Number

Background

Edit Slide Layout





VLADIMÍREK



PODĚKOVÁNÍ

WWW.DUDLU.CZ

A TOMÁŠOVI ZAHÁLKOVÍ

AGENDA

GA4 DATOVÝ MODEL

STRUKTURA GA4 ÚČTU

NA CO SI DÁT POZOR PŘI ZALOŽENÍ PROPERTY

DŮLEŽITÉ POLOŽKY V NASTAVENÍ

NASAZENÍ GA4

REPORTY - MOŽNOSTI + INTRO

REPORTY - UKÁZKY

GA4 ECOMMERCE DEMO ACCOUNT

DATASTUDIO ECOMMERCE TEMPLATE

MĚŘENÍ BEZ COOKIES

BONUS

ZNAČENÍ KAMPANÍ PRO GA4

ROZDÍLY V REPORTS VS EXPLORE

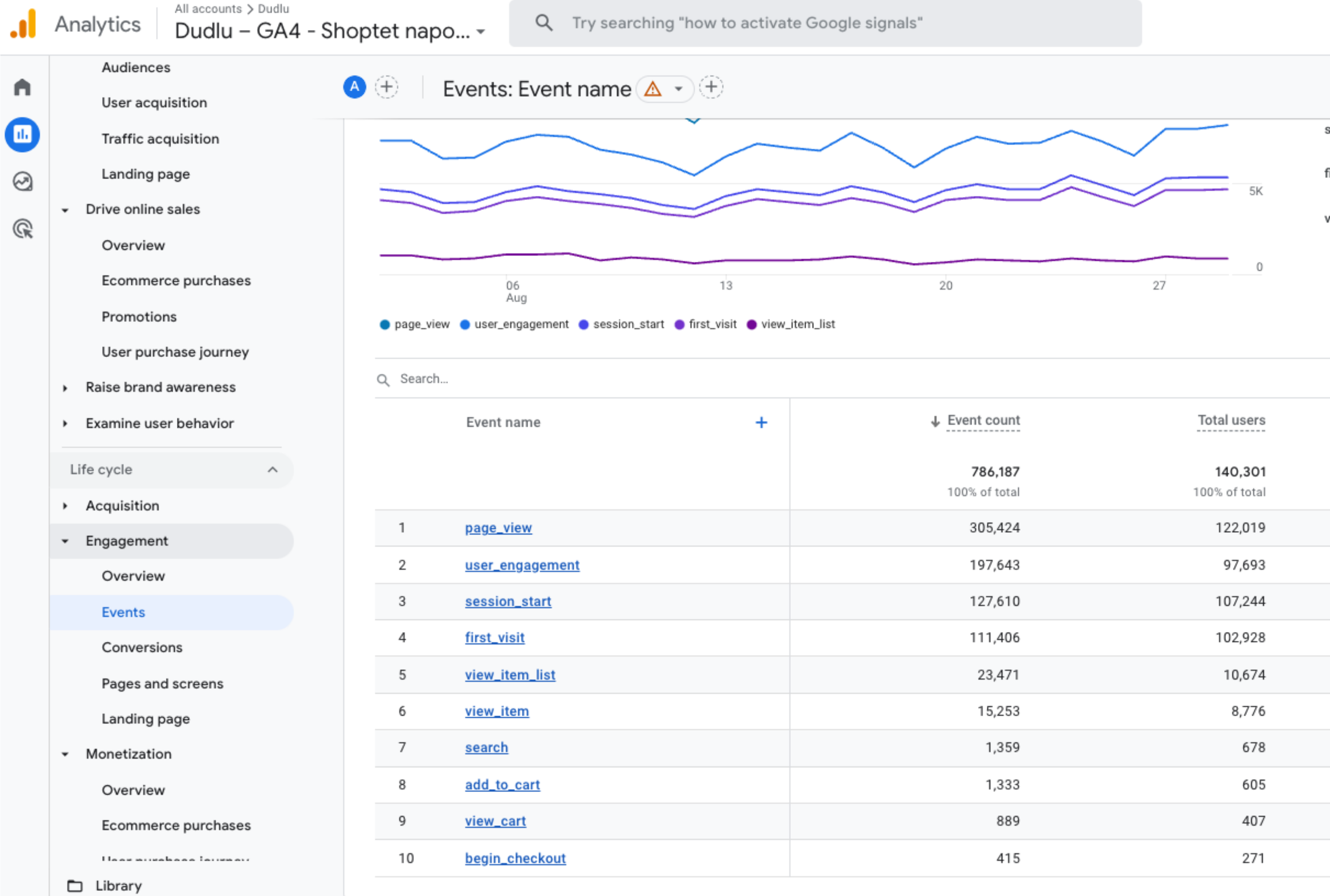
MODELOVÁNÍ V GA4

GA4 AUDIENCE

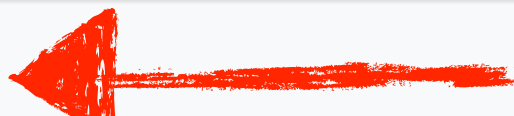
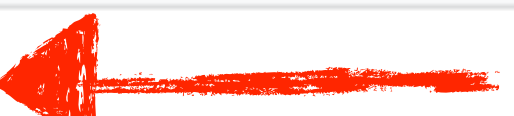
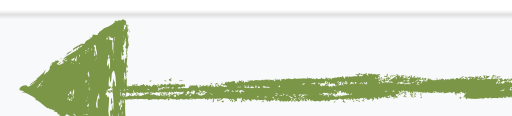
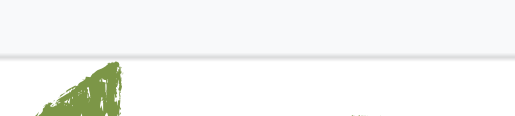
DATOVÝ MODEL

GA4

EVENT DATA MODEL



EVENT DATA MODEL

	Event name +	↓ Event count -----	Total users -----
		786,187 100% of total	140,301 100% of total
1	page_view 	305,424	122,019
2	user_engagement 	197,643	97,693
3	session_start 	127,610	107,244
4	first_visit 	111,406	102,928
5	view_item_list 	23,471	10,674
6	view_item 	15,253	8,776
7	search 	1,359	678
8	add_to_cart 	1,333	605
9	view_cart 	889	407
10	begin_checkout 	415	271

AUTOMATICKÉ EVENTY
ECOMMERCE EVENTY

EVENT DATA MODEL - EVENT PURCHASE

Google Analytics > Measurement > Google Analytics 4

Filter

Duration

purchase

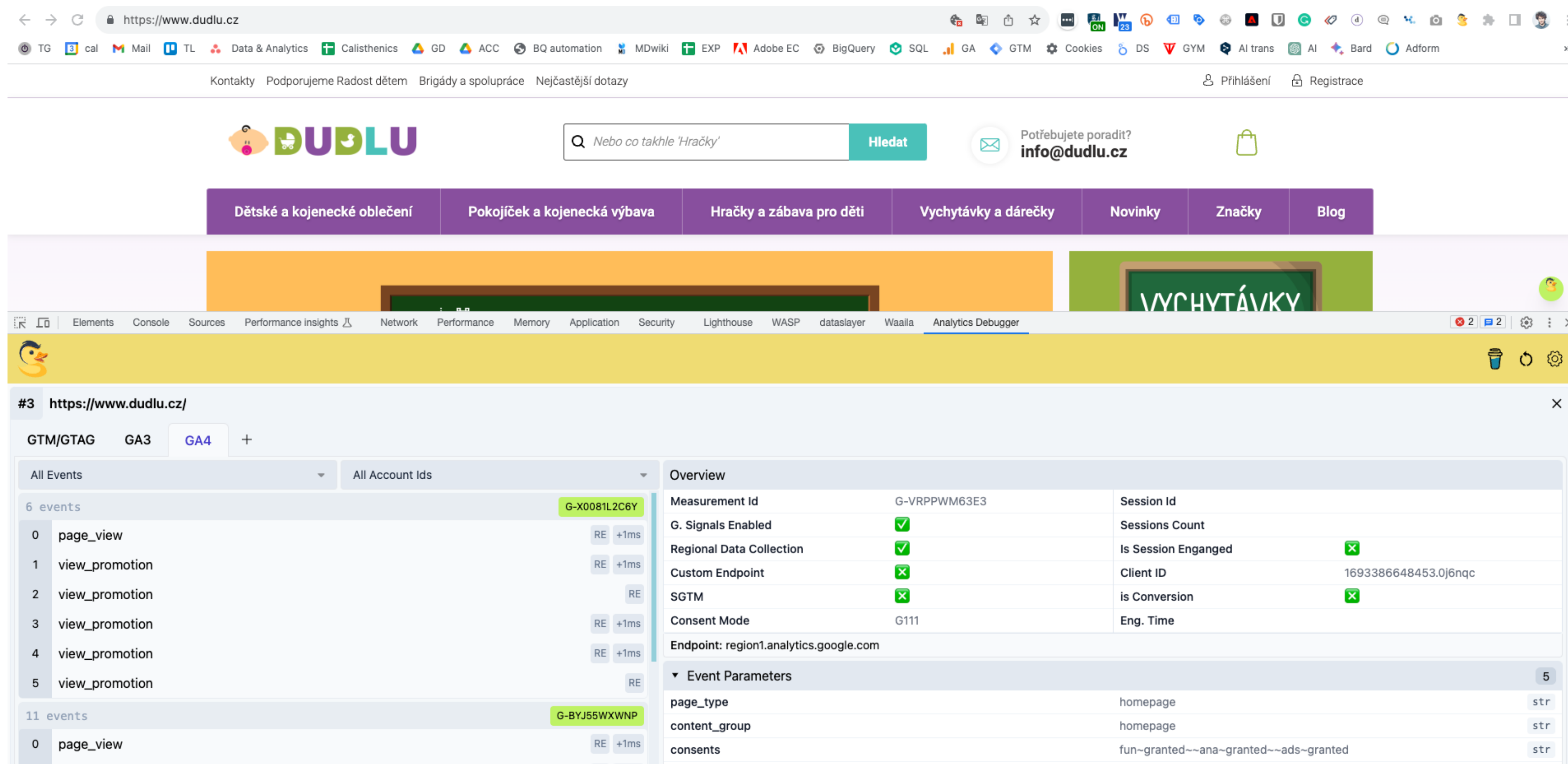
This event signifies when one or more items is purchased by a user.

Parameters

Name	Type	Required	Example value	Description
currency	string	Yes*	USD	Currency of the items associated with the event, in 3-letter ISO 4217 format. * If you set value then currency is required for revenue metrics to be computed accurately.
transaction_id	string	Yes	T_12345	The unique identifier of a transaction. The transaction_id parameter helps you avoid getting duplicate events for a purchase.
value	number	Yes*	12.21	The monetary value of the event. * value is required for meaningful reporting and to populate the <i>purchasers</i> predictive audience . * currency is required if you set value .
coupon	string	No	SUMMER_FUN	The coupon name/code associated with the event. Event-level and item-level coupon parameters are independent.
shipping	number	No	3.33	Shipping cost associated with a transaction.
tax	number	No	1.11	Tax cost associated with a transaction.
items	Array<Item>	Yes		The items for the event.

https://developers.google.com/analytics/devguides/collection/ga4/reference/events?sjid=14504754262395131640-EU&client_type=gtm#purchase

MĚŘENÍ PROBÍHÁ ODESLÁNÍ GA4 EVENTŮ NA GA4 ENDPOINT PŘES HTTPS



(PROTO SE GA4 DATA NEROVNAJÍ DATŮM V BACKENDU)

STRUKTURA GA4 ÚČTU

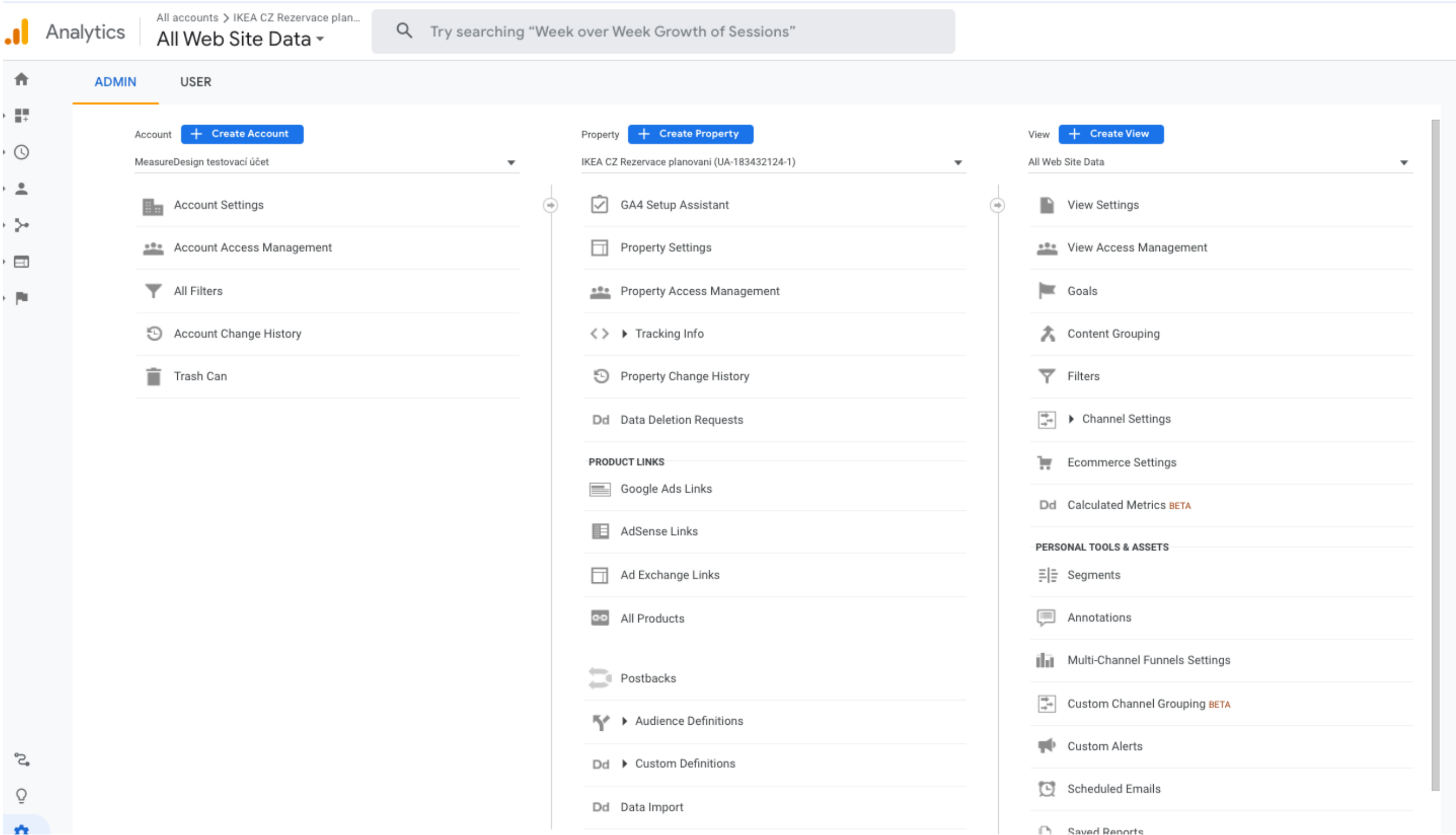
NOVÁ STRUKTURA ÚČTU, JINÁ STRUKTURA KONFIGURAČNÍCH POLOŽEK

GA3

ACCOUNT

PROPERTY

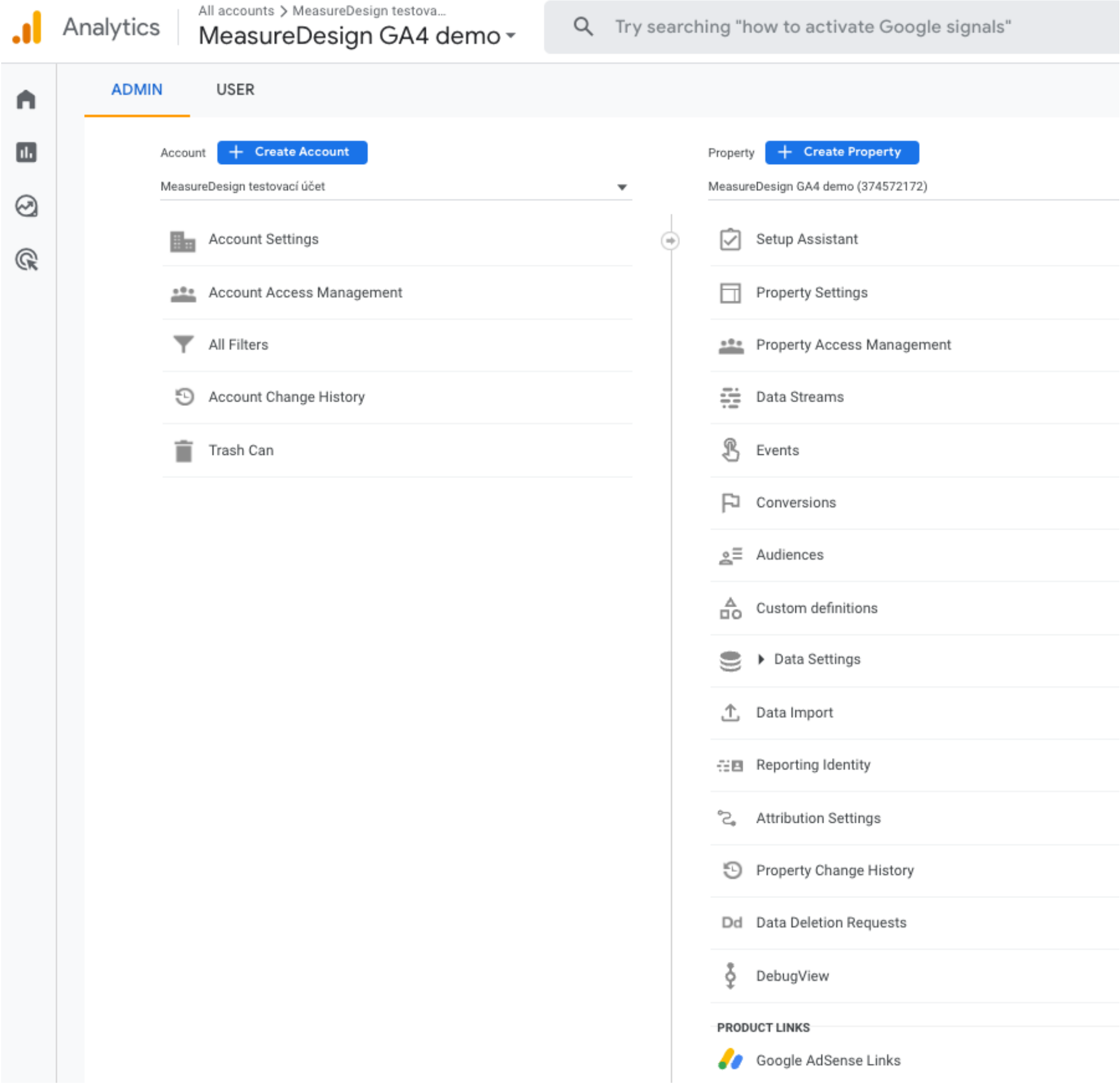
VIEW



GA4 (FREE VERZE)

ACCOUNT

PROPERTY



NOVÁ STRUKTURA ÚČTU, JINÁ STRUKTURA KONFIGURAČNÍCH POLOŽEK, VŠE NOVĚ NASTAVIT

ODFLITROVÁNÍ INTERNÍCH IPČEK (DATA STREAMS - DATA STREAM - CONFIGURE TAG SETTINGS - DEFINE INTERNAL TRAFFIC)

NOVÉ PROPOJENÍ S ADS/DV360/SEARCH CONSOLE

NOVÉ NASTAVENÍ AUDIENCÍ PRO REKLAMNÍ SYSTÉMY

NOVÉ NASTAVENÍ KONVERZÍ (GA4 NEMÁ CÍLE)

NOVÉ NASTAVENÍ CHANNEL GROUPS

**NA CO SI DÁT
POZOR PŘI
ZALOŽENÍ GA4
PROPERTY**

PŘEDDEFINOVANÉ KOLEKCE REPORTŮ

Choose your business objectives

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

- **Generate leads**
Analyze visitor metrics and attract new customers ☐
- **Drive online sales**
Analyze purchase behavior and get more sales ☐
- **Raise brand awareness**
Spread the word about your business ☐
- **Examine user behavior**
Learn how people use your site or app ☐
- **Get baseline reports**
Multiple types of reports (this option can't be combined with other options) ☒

PŘEDDEFINOVANÉ KOLEKCE REPORTŮ - POKUD JSTE SI ZALOŽILI ÚČET BEZ “LIFE CYCLE” TAK BUĎ VYPUBLIKOVAT “LIFE CYCLE” NEBO ALESPŮŇ TYTO E-COMMERCE REPORTY

Analytics

All accounts > MeasureDesign testova...
test2

Try searching "Users overview"

Home

Analytics

Line chart

Bar chart

Reports snapshot

Realtime

Business objectives

Drive online sales

- Overview
- Ecommerce purchases
- Promotions
- User purchase journey

User

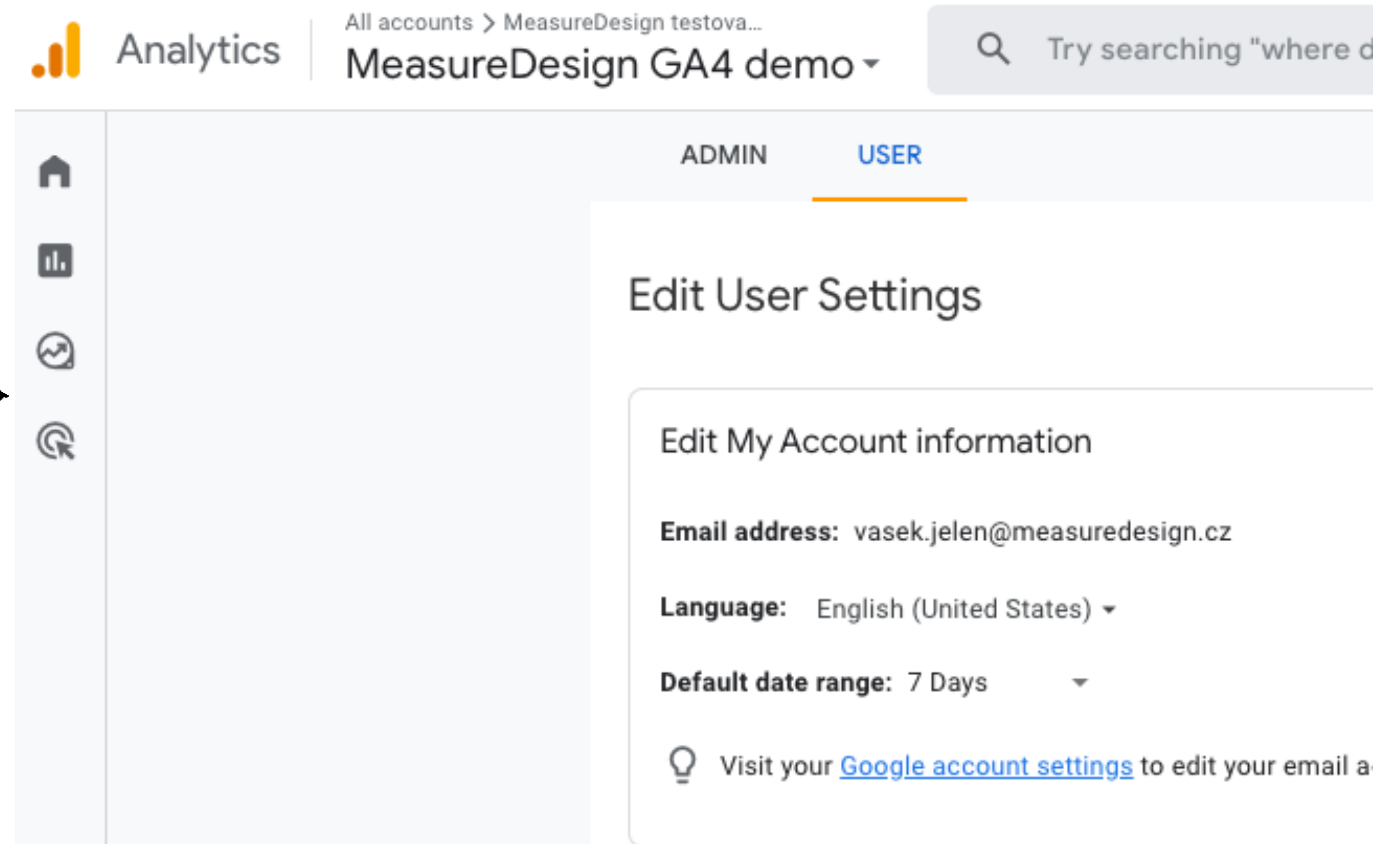
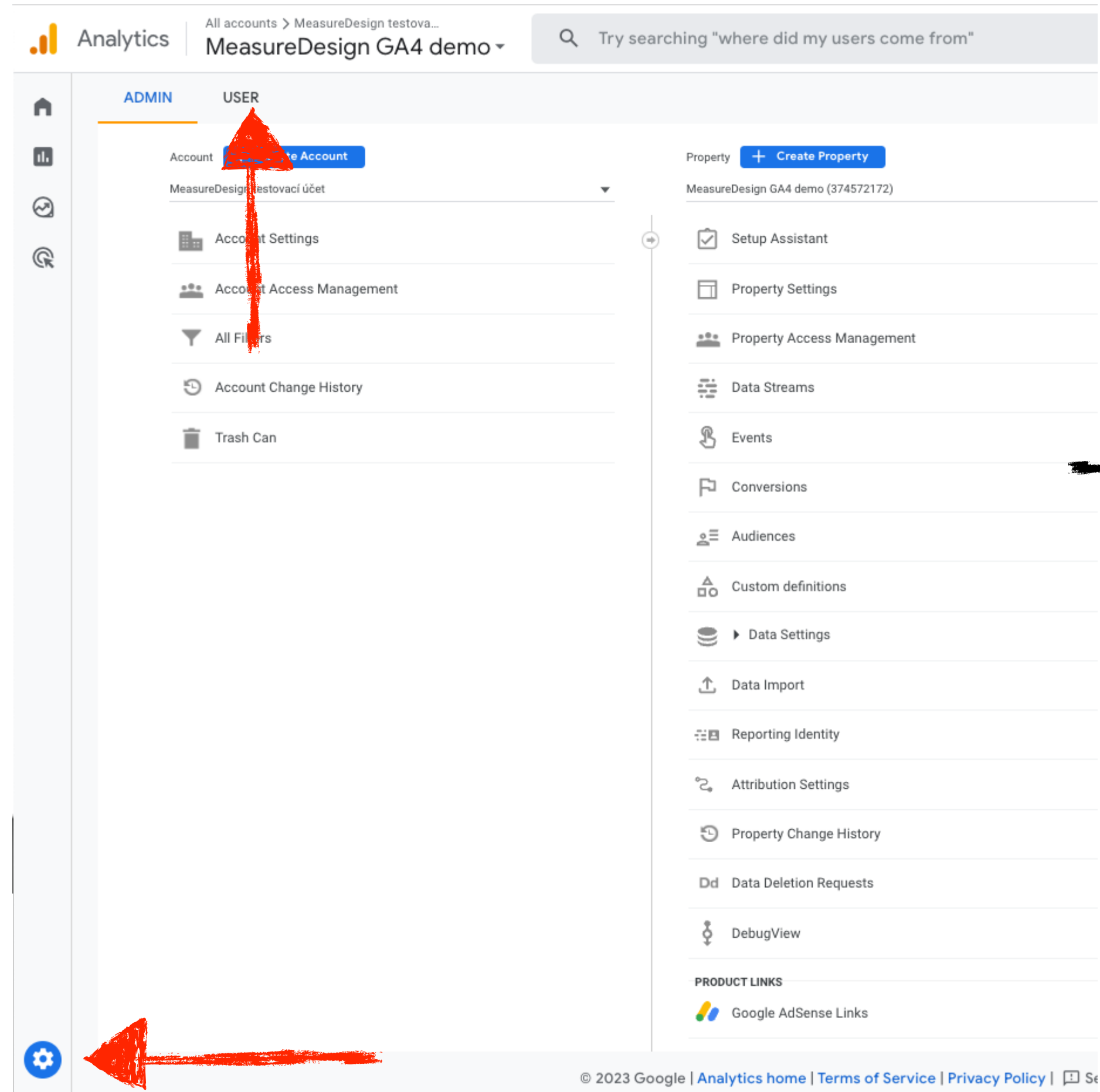
- User Attributes
- Tech

Library

☐	Type	Name	Creator	Last modified	Template	Collection	Description
☐	Report	Drive online sales overview			Drive online sales overview	Business objectives	
☐	Report	Ecommerce purchases			Ecommerce purchases	Business objectives,Life cycle	Item purchases by views, cart activity, and revenue.
☐	Report	Promotions			Promotions	Business objectives,Life cycle	
☐	Report	User purchase journey			User purchase journey	Business objectives,Life cycle	
☐	Report	Acquisition overview	-	-	Acquisition overview	Life cycle	Dashboard overview of user count and the sources, mediums, and campaigns by which you acquired users.
☐	Report	User acquisition	-	-	User acquisition	Life cycle	User count by medium, along with engagement, event-count, conversion, and revenue metrics.
☐	Report	Traffic acquisition	-	-	Traffic acquisition	Life cycle	User count by source/medium, along with engagement, event-count, conversion, and revenue metrics.
☐	Report	Engagement overview	-	-	Engagement overview	Life cycle	Dashboard overview of user engagement with your business from the perspective of engagement time (ses...
☐	Report	Events	-	-	Events	Life cycle	Event count by event name, along with total users that triggered the event, event count per user, and revenue pe...
☐	Report	Conversions	-	-	Conversions	Life cycle	
☐	Report	Pages and screens	-	-	Pages and screens	Life cycle	Web pages and app screens by total views, number of users who viewed each page/screen, average engagem...
☐	Report	Landing page	-	-	Landing page	Life cycle	Landing Page by Views, New users, Conversions, and Total Revenue.
☐	Report	Monetization overview	-	-	Monetization overview	Life cycle	Dashboard of ecommerce activity from the perspective of revenue, purchases, items, and coupons.
☐	Report	In-app purchases	-	-	In-app purchases	Life cycle	Product purchases by quantity and revenue.
☐	Report	Publisher ads	-	-	Publisher ads	Life cycle	Ad performance by impressions, clicks, and revenue.

DŮLEŽITÉ POLOŽKY V NASTAVENÍ

JAZYKOVÉ NASTAVENÍ CZ/EN



EN: LEPŠÍ NABÍDKA POKUD NĚCO HLEDÁM (GOOGLE/CHATGPT), VYSVĚTLIVKY, GOOGLE NÁPOVĚDA, INSIGHTS..

PRODLOUŽENÍ RETENCE DAT

Analytics

All accounts > MeasureDesign testova...
MeasureDesign GA4 demo ▾

Try searching "Users overview"

ADMIN

USER

Property

+ Create Property

MeasureDesign GA4 demo (374572172)

←

✓

Setup Assistant

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

▼ Data Settings

Data Collection

Data Retention

Data Filters

Channel Groups

User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention settings](#)

Event data retention ⓘ

2 months ▾

Reset user data on new ac

2 months ✓

14 months

Save

Cancel

PO EXPIRACI - DATA NEBUDOU DOSTUPNÁ V GA4 EXPLORATION, ALE BUDOU DOSTUNÁ V STANDARDNÍCH REPORTECH A API REPORTECH (DATASTUDIO APDO.)

SHOPCAMP WORKSHOP

VAŠEK JELEN | MEASUREDESIGN | VASEK.JELEN@MEASUREDESIGN.CZ

NASTAVENÍ REPORTING IDENTITY

Analytics

All accounts > MeasureDesign testova...

MeasureDesign GA4 demo ▾

Try searching "Users overview"

ADMIN

USER

Property

+ Create Property

MeasureDesign GA4 demo (374572172)

←

Setup Assistant

Property Settings

Property Access Management

Data Streams

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Conversions

Audiences

Custom definitions

▼ Data Settings

Data Collection

Data Retention

Data Filters

Channel Groups

Reporting Identity

Determines which methods Analytics uses to associate events with users. [Learn more](#)

How would you like to identify your users?

☒ Blended

This identity evaluates: user ID, Google signals, device ID, modeled data.

2 inactive methods

▼

☐ Observed

This identity evaluates: user ID, Google signals, device ID.

1 inactive method

▼

☐ Device-based

This identity evaluates: device ID only. Your reports may only reflect a subset of users.

▼

Save

Cancel

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ROZDÍLY MEZI GA3 A GA4 DATY - STŘEDNĚ VELKÝ ESHOP S PARALELNÍM MĚŘENÍM (04/2023)

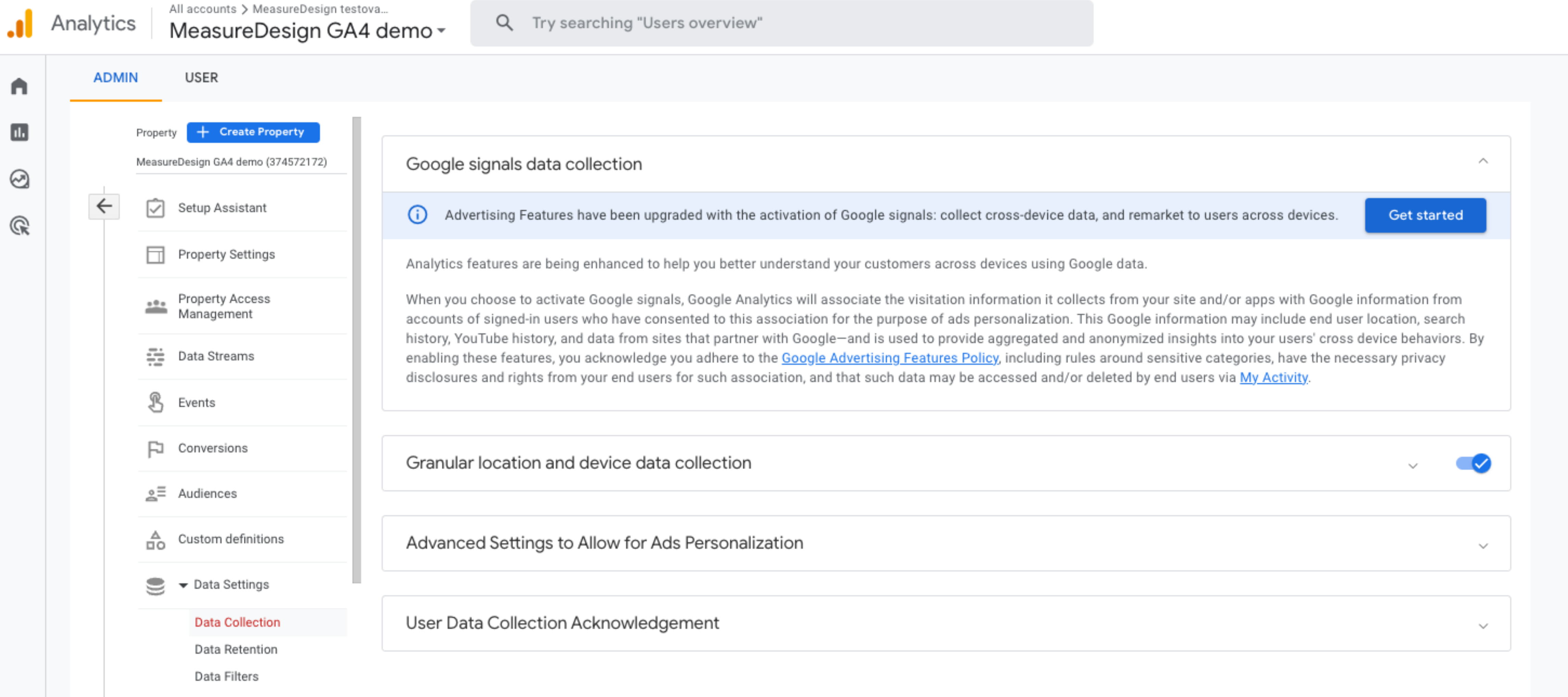
Počet uživatelů

	Počet uživatelů GA3	Počet uživatelů GA4
Data za 04/2023	42 994	54 872

Počet návštěv

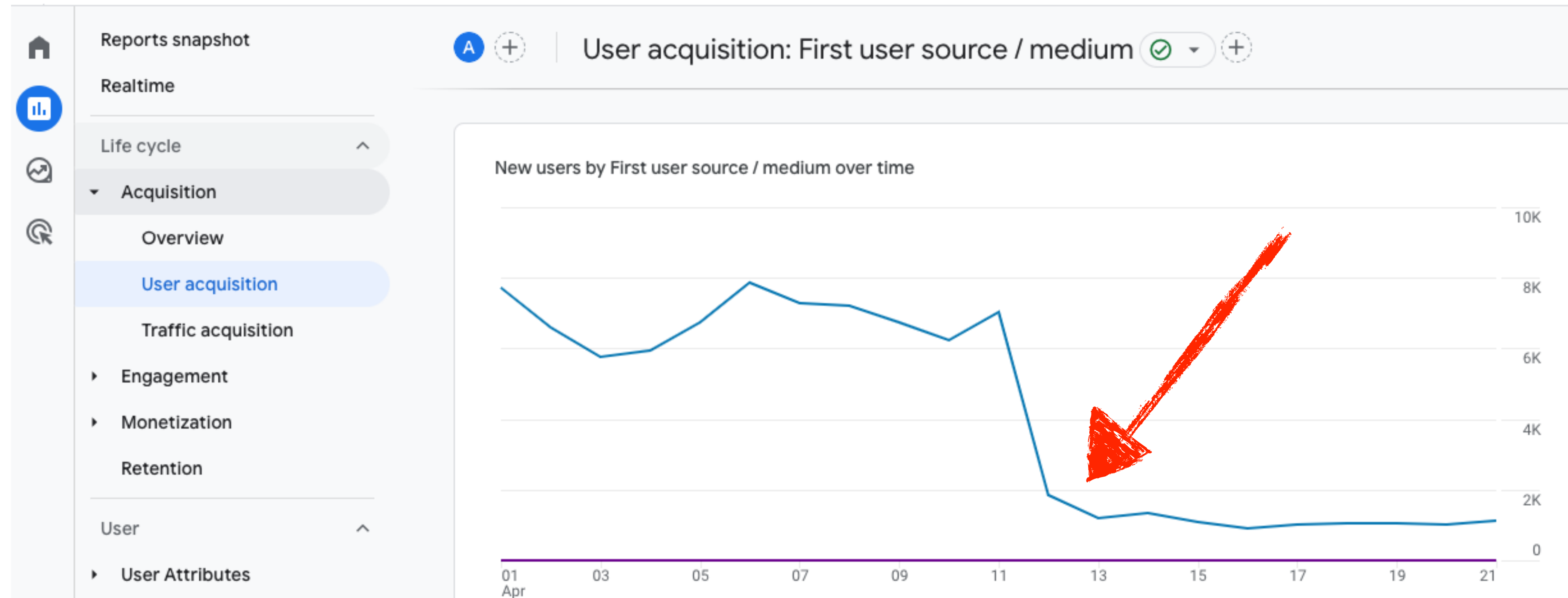
	Počet návštěv GA3	Počet návštěv GA4
Data za 04/2023	55 127	70 760

ZAPNUTÍ GOOGLE SIGNALS

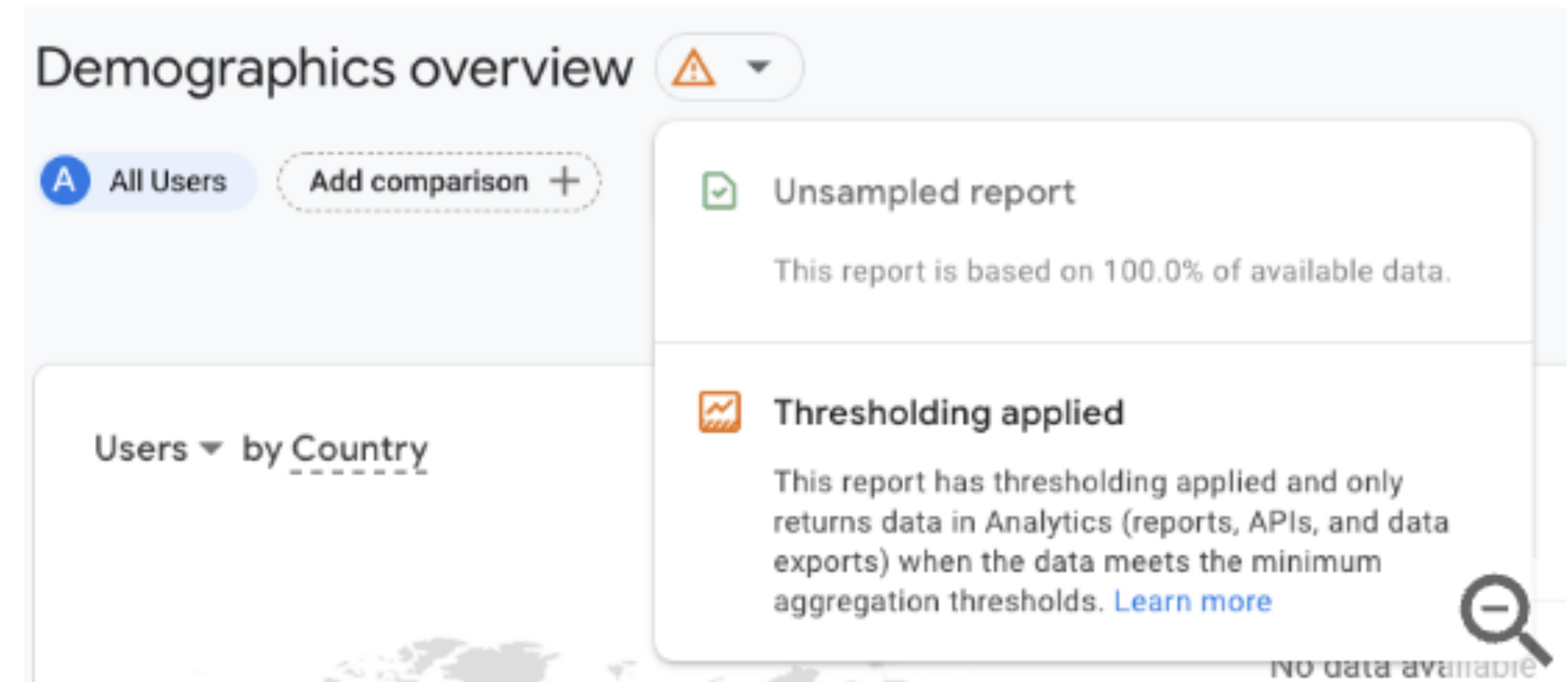
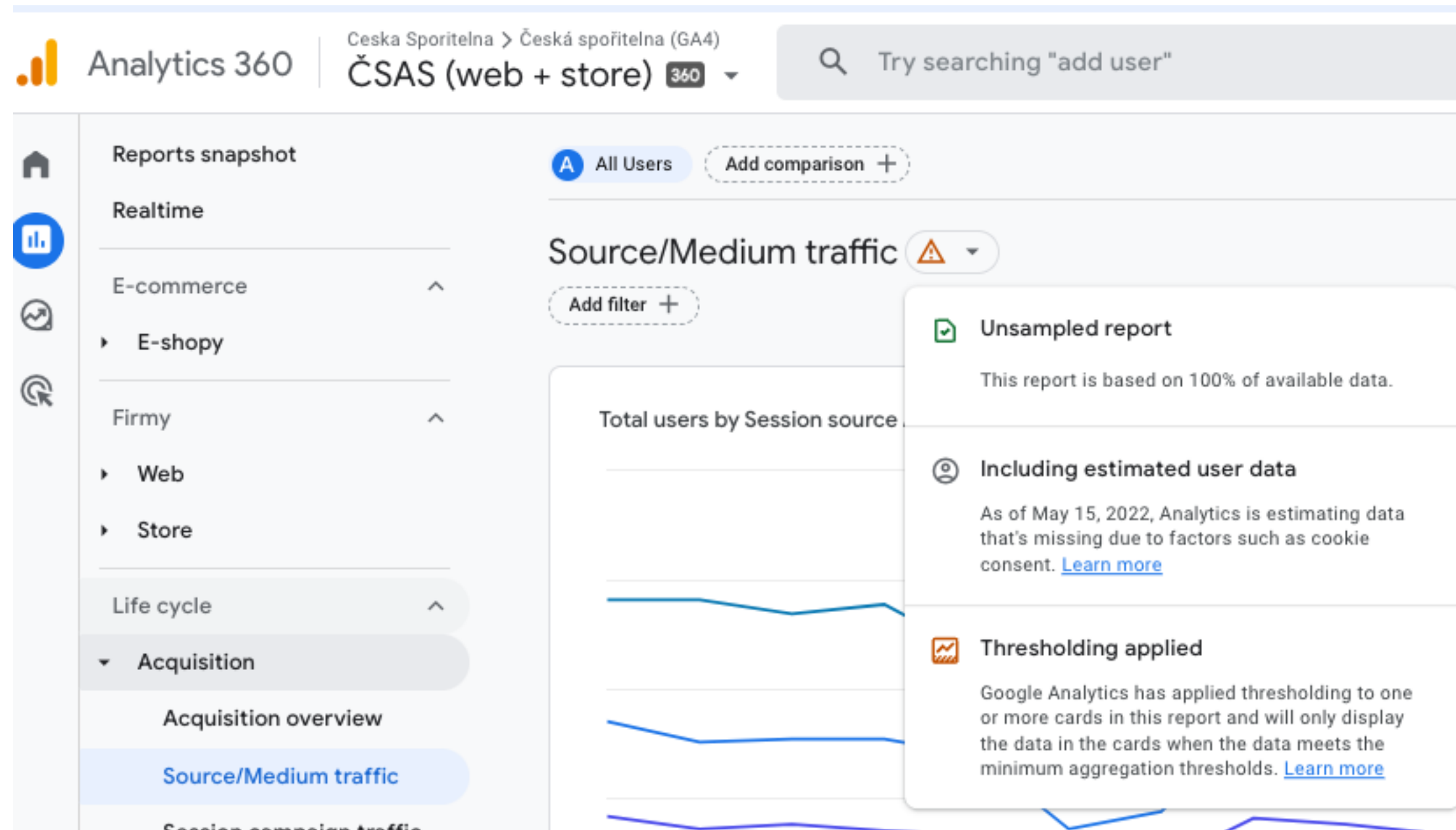


GOOGLE SIGNALS: POKUD CHCETE POUŽÍVAT DEMOGRAFICKÉ REPORTY, NEBO POUŽÍVAT GA4 AUDIENCE V ADS

DROP PO ZAPNUTÍ GOOGLE SIGNALS



POZOR NA SAMPLING A DATA TRESHOLDING



(GOOGLE SIGNALS) DATA TRESHOLDING -SKRÝVÁNÍ VÝSLEDKŮ (ŘÁDKŮ) V REPORTECH S MALÝMI POČTY USERS NEBO S USERS KTEŘÍ NEDALI SOUHLAS

DATA SAMPLING - NAPOČÍTÁVÁNÍ VÝSLEDKŮ ZE VZORKU MENŠÍHO NEŽ 100%

**GOOGLE SIGNALS
DATA DRIVEN MODEL
BLENDED IDENTITY**



**MALÉ WEBY, MÁLO KONVERZÍ
WEBY KDE SE KOMBINUJE B2B A B2C**

NASAZENÍ

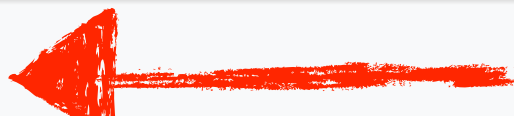
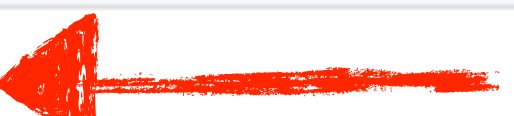
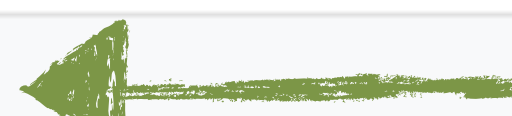
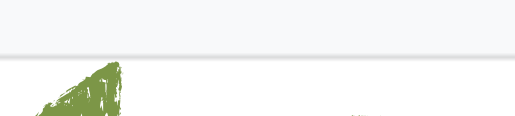
GA4

PŘÍMO V KÓDU WEBU (GTAG)

ZAPNUTÍ MĚŘENÍ V CMS (SHOPTET)

POMOCÍ DATALAYER + GTM

EVENT DATA MODEL

	Event name +	↓ Event count -----	Total users -----
		786,187 100% of total	140,301 100% of total
1	page_view 	305,424	122,019
2	user_engagement 	197,643	97,693
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9	view_cart 	889	407
10	begin_checkout 	415	271

AUTOMATICKÉ EVENTY
ECOMMERCE EVENTY

G4 RECOMMENDED EVENTS

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](#) for your website. View [Measure ecommerce \(app\)](#) for events in your app project.

Event	Trigger when a user...
add_payment_info	submits their payment information during checkout
add_shipping_info	submits their shipping information during checkout
add_to_cart	adds items to their shopping cart
add_to_wishlist	adds items to their wishlist
begin_checkout	begins checkout
purchase	completes a purchase
refund	receives a refund
remove_from_cart	removes items from their shopping cart
select_item	selects an item from a list of items or offerings
select_promotion	selects a promotion
view_cart	views their shopping cart
view_item	views an item
view_item_list	views a list of items or offerings
view_promotion	views a promotion on your website or app

<https://support.google.com/analytics/answer/9267735?hl=en>

ZAPNUTÍ MĚŘENÍ V CMS

Shoptet

Hledat objednávky, produkty nebo zákazníky

22

99+

?

Klára B
ID: 348

Základní přehled

Objednávky

Produkty

Zákazníci

Pokladna

Shoptet Pay

Vzhled a obsah

Marketing

Propojení

Shoptet Doplnky

Správce Doplnků

Sociální síť

XML feedy

Aukro

Árukereső

Balíkobot

Propojení

Google

Google Analytics

ULOŽIT

NÁPOVĚDA

Google Analytics

Analytics

Ads

Nákupy

Search Console

Tag Manager

Recenze

Google Analytics je nástroj, který vám umožní získávat statistická data o uživateli vašeho webu. Díky této službě je možné sledovat aktuální i historickou návštěvnost, chování uživatelů a jejich vlastnosti; konverze, prodeje a další. Nastavení propojení je také nutné pro plnou funkčnost některých statistik, které máte k dispozici v administraci e-shopu. Při využití služeb Google Analytics dochází k přenosu osobních dat do USA. Více informací naleznete v nápovědě.

Google Analytics

Nastavení

ODPOJIT GOOGLE ANALYTICS ÚČET

Google Analytics 4

Vybraný účet

G-LN0YC04GWJ | 284909100

VYBERTE JINÝ GA4 ÚČET

SHOPCAMP WORKSHOP

VAŠEK JELEN | MEASUREDESIGN | VASEK.JELEN@MEASUREDESIGN.CZ

MĚŘENÍ POMOCÍ GTM DATA LAYER

MĚŘENÍ POMOCÍ GTM

Tag Manager

All accounts > Asklepion

eshop.asklepion.cz

Search workspace

?

Workspace

Versions

Admin

GTM-56KNSRR

Workspace Changes: 0

Preview

Submit

We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

Review Terms

Dismiss

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

New

☐	Name ↑	Type	Firing Triggers	Folder	Last Edited
☐	Adform_addToCart	Custom HTML	<> DL_add_to_cart	Mediální	2 years ago
☐	Adform_purchase	Custom HTML	<> DL_purchase	Mediální	2 years ago
☐	Adform_visit	Custom HTML	page_view_window_loaded	Mediální	2 months ago
☐	FB basic pixel	Custom HTML	page_view_window_loaded	Mediální	2 months ago
☐	FB pixel objednávkový lead CZ	Custom HTML	<> DL_purchase	Mediální	2 years ago
☐	FB pixel viecollection	Facebook Pixel	page_view_window_loaded	Mediální	2 hours ago

SHOPCAMP WORKSHOP

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OBJEKTOVÝ DATALAYER

```
page: {  
  segment: "Public web", // zakotvení str. v kategorickém stromu  
  category: "Services", // zakotvení str. v kategorickém stromu  
  topic: "Toll", // zakotvení stránky v kategorickém stromu  
  environment: "live/dev", // určení prostředí  
  country: "cz", // určení země  
  language: "cs", // určení jazyka  
  name: "Název stránky", // určení názvu stránky  
  hostname: "www.eurowag.cz", // určení domény  
  clean_page_path: "/spolecnost/o-nas", // vyčištěná page path bez  
  query a kotev  
  full_url: "https://www.eurowag.cz/?xyz", // celá url se všemi  
  parametry a kotvami  
  params: "# / ?", // parametry vytažené z URL  
  article: {  
    original_name: "new-cz-toll-system", //název článku blogu v eng  
    time_mins: "5", //délka předpokládaného čtení článku blogu  
    publish_date: "2023-10-19", //datum zveřejnění článku blogu  
  }  
}
```

```
user: { // objekt user, nese informace o uživateli  
  type: "client / visitor", // kategorie uživatele  
  account_number: "C740944", // id firmy ze systému (pokud je  
  registrován)  
  sso_id: "1ef7f65e-815b-46c2-aeab-b2ed431e7154", // sso id uživatele  
  sso_role: "accountant", // sso role identity ze systému  
}
```

JEDNOTLIVÉ POLOŽKY (STRÁNKA, UŽIVATEL) JAKO OBJEKTY

ZPŘÍSTUPNIT V DL MAXIMUM DAT, PRO SOUČASNÉ I BUDOUCÍ USE CASES

DATALAYER JAKO PRIMÁRNÍ ZDROJ 1ST PARTY DAT NEJEN PRO GA, ALE I PRO MEDIÁLNÍ PUBLIKA, DMP APOD.

SHOPTET DATALAYER

← → ↺

https://eshop.asklepion.cz/produkty_asklepion/

TG cal Mail TL Data & Analytics Calisthenics GD ACC BQ automation MDwiki EXP Adobe EC BigQuery SQL GA GTM Cookies DS GYM AI trans AI Bard Adform



CLEANDENT GEL

Skladem

Předcházejte parodontitidě a vzniku zubního kazu **správným čištěním zubů** a používáním vhodných **produktů pro dezinfekci dutiny ústní**. Náležitou hygienu při prevenci i akutních obtížích zajistí výrobky z obsahem chlorhexidinu, látkou vysoce účinnou proti velkému množství choroboplodných zárodků, jako jsou bakterie, viry či plísňe.

99 Kč

1 DO KOŠÍKU



LASEROVÁ GELOVÁ MASKA ASKLEPIO 250 ML

Skladem

Le Masque de Laser Asklepion neboli laserová gelová maska je **legendární vysoce hydratační maska**, která díky svému unikátnímu složení na bázi hydrogenuhlčitanových aniontů využívá jen tělu vlastní látky a vlastní regenerační schopnosti organismu, při kterých je vyloučena toxická a alergická reakce.

1 896 Kč

1 DO KOŠÍKU



LASEROVÁ GELOVÁ MASKA ASKLEPIO 500 ML

Skladem

Le Masque de Laser Asklepion neboli laserová gelová maska je **legendární vysoce hydratační maska**, která díky svému unikátnímu složení na bázi hydrogenuhlčitanových aniontů využívá jen tělu vlastní látky a vlastní regenerační schopnosti organismu, při kterých je vyloučena toxická a alergická reakce.

2 796 Kč

1 DO KOŠÍKU

https://eshop.asklepion.cz/laserova-gelova-maskasklepion-500-ml/

Elements Console Sources Performance insights Network Performance Memory Application Security Lighthouse WASP dataslayer Waalla Analytics Debugger

#1 https://eshop.asklepion.cz/produkty_asklepion/

GTM/GTAG +

All dataLayers

#12 addToCart +3778.70 eld: 15

#11 event → add_to_cart → {...} +3778.20

#10 gtm.load +484.50 eld: 13

#9 gtm.dom +383.50 eld: 12

#8 fbloaded +377.60 eld: 11

#7 config → G-LN0YC04GWJ → {...} +377.60

#6 js → {...} +377.60

#5 default_consent +377.60 eld: 8

#4 consent → default → {...} +377.20

dataLayer

▼ Message { 2

▼ ecommerce: { 2

currencyCode: "CZK",

▼ add: [1

▼ 0: { 5

id: "570",

name: "Laserová gelová maska Asklepion 250 ml",

category: "Produkty Asklepion",

price: 1896,

quantity: 1

}

}

}

event: "addToCart"

}

Tags

Variables

▼ Model { 6

▶ shoptet: {pageType: "category", currency: "CZK", ▶ currencyInfo: { ... }, language: "cs", projectId: 3-

▶ cookie_consent: {marketing: "granted", analytics: "granted"},

▶ gtm: {start: 1693342145325},

event: "addToCart",

fbpixel: "loaded",

▶ ecommerce: {currencyCode: "CZK", ▶ add: [...]}

}

[HTTPS://DEVELOPERS.SHOPTET.COM/SHOPTET-TOOLS/DATA-LAYER/](https://developers.shoptet.com/shoptet-tools/data-layer/)

GA4 OFICIAL DATALAYER TEMPLATE

```
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: [
```

[HTTPS://DEVELOPERS.GOOGLE.COM/ANALYTICS/DEVGUIDES/COLLECTION/GA4/ECOMMERCE?CLIENT_TYPE=GT](https://developers.google.com/analytics/devguides/collection/ga4/ecommerce?client_type=gtm)

REPORTY

MOŽNOSTI+INTRO

GA4 ROZHŘANÍ - REPORTS+EXPLORE

GA4 API - DATASTUDIO

GOOGLE BIGQUERY



Analytics 360

Ceska Sporitelna > Česká spořitelna (GA4)

ČSAS (web + store) 360 ▾



Home



Reports



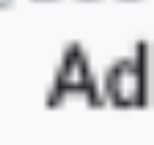
Explore



Advertising



All Users



Ad

Source/Medi

Add filter +

Total users by

TRAFFIC DIMENZE

GA3

SOURCE/MEDIUM

GA4

SESSION SOURCE/MEDIUM

FIRST USER SOURCE/MEDIUM

SOURCE/MEDIUM

GA4 DIMENZE NÁVŠTĚVNOSTI

SESSION...NĚCO - POHLED V RÁMCI NÁVŠTĚVY

FIRST USER...NĚCO - POHLED NA PRVNÍ ZDROJ PŘI AKVIZICI NOVÉHO NÁVŠTĚVNÍKA

SOURCE/MEDIUM - DIMENZE PRO VYHODNOCOVÁNÍ KONVERZNÍCH EVENTŮ

×

Select dimensions

🔍

All 14 Predefined 10 Custom 4

☐	Session source / medium
☐	First user source / medium
☐	Source / medium

KONVERZNÍ EVENTY - DUDLU

As of August 2023, Analytics updated its behavioral modeling method. This change may show slightly different numbers of estimated users.

Analytics

All accounts > Dudlu

Dudlu – GA4 - Shoptet napo... ▾

Try searching "add web stream"

ADMINUSER

Property + Create Property

Dudlu – GA4 - Shoptet napojení gtag (3...

✓ ▾

Last 28 days Aug 6 - Sep 2, 2023 ▾ ?

Compare: Jul 9 - Aug 5, 2023

←

Setup Assistant

Property Settings

Data Streams

Events

Conversions

Audiences

Custom definitions

► Data Settings

Data Import

Reporting Identity

Attribution Settings

DebugView

Conversion EventsNetwork Settings

Download

Conversion name ↑	Count	% change	Value	% change	Mark as conversion (?)
objednání	265	↓ 4.0%	-		
purchase	146	↑ 1.4%	103,392	↑ 8.7%	

KONVERZNÍ EVENTY - CSAS

Analytics 360

Ceska Sporitelna > Česká spořitelna (GA4)

ČSAS (web + store) 360

Try searching "add web stream"

ADMIN

USER

Property

+ Create Property

ČSAS (web + store) (298... 360)

←

✓

▼

✓

▼

Setup Assistant

Property Settings

Subproperty Management

Data Streams

Events

Conversions

Audiences

Custom definitions

► Data Settings

Expanded data sets

Data Import

Reporting Identity

Attribution Settings

Conversion Events

Network Settings

Download

New conversion event

Conversion name ↑	Count	% change	Value	% change	Mark as conversion ?
application		%	-		
application_started_ufo		%	-		
calculator_interaction		%	-		
form_submit		%	-		
intention_submit		%	-		
lead_submit		%	-		
mkt agr_lead Firmy		%	-		
mkt agr_lead Hypotéky		%	-		
mkt agr_lead Investice		%	-		

Last 28 days

Aug 6 - Sep 2, 2023

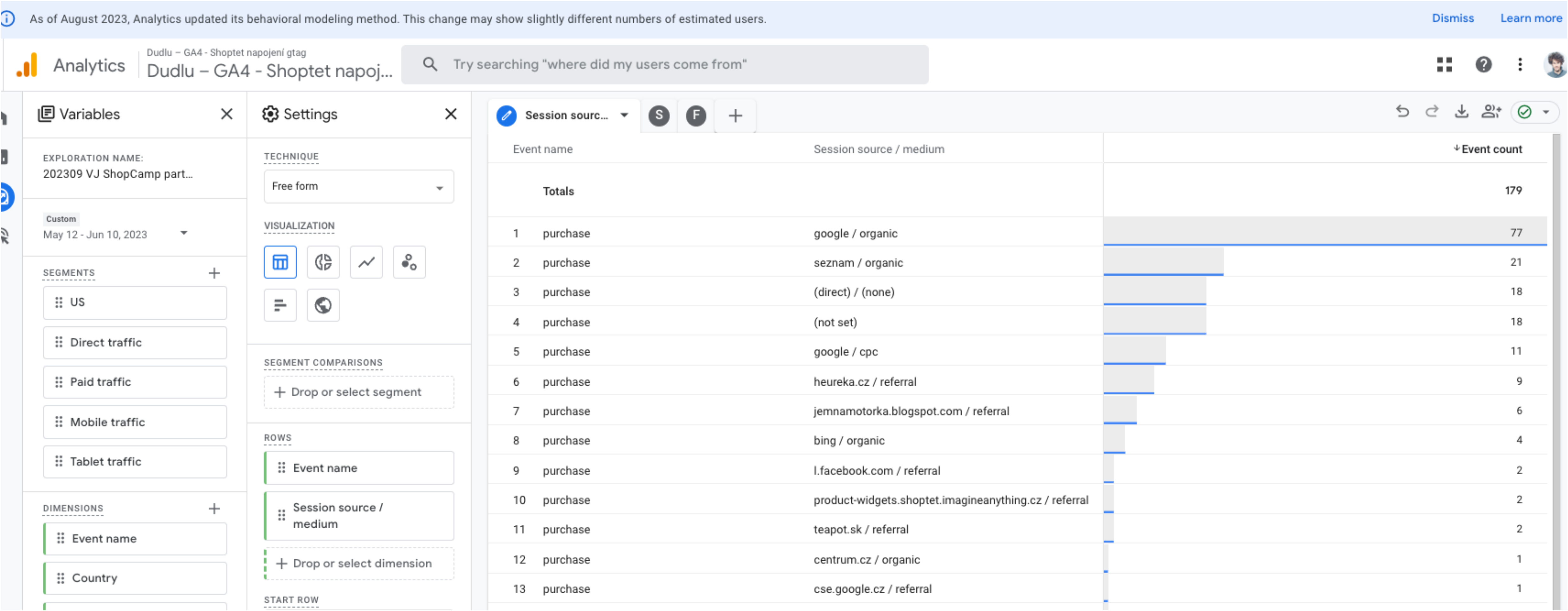
Compare: Jul 9 - Aug 5, 2023

?

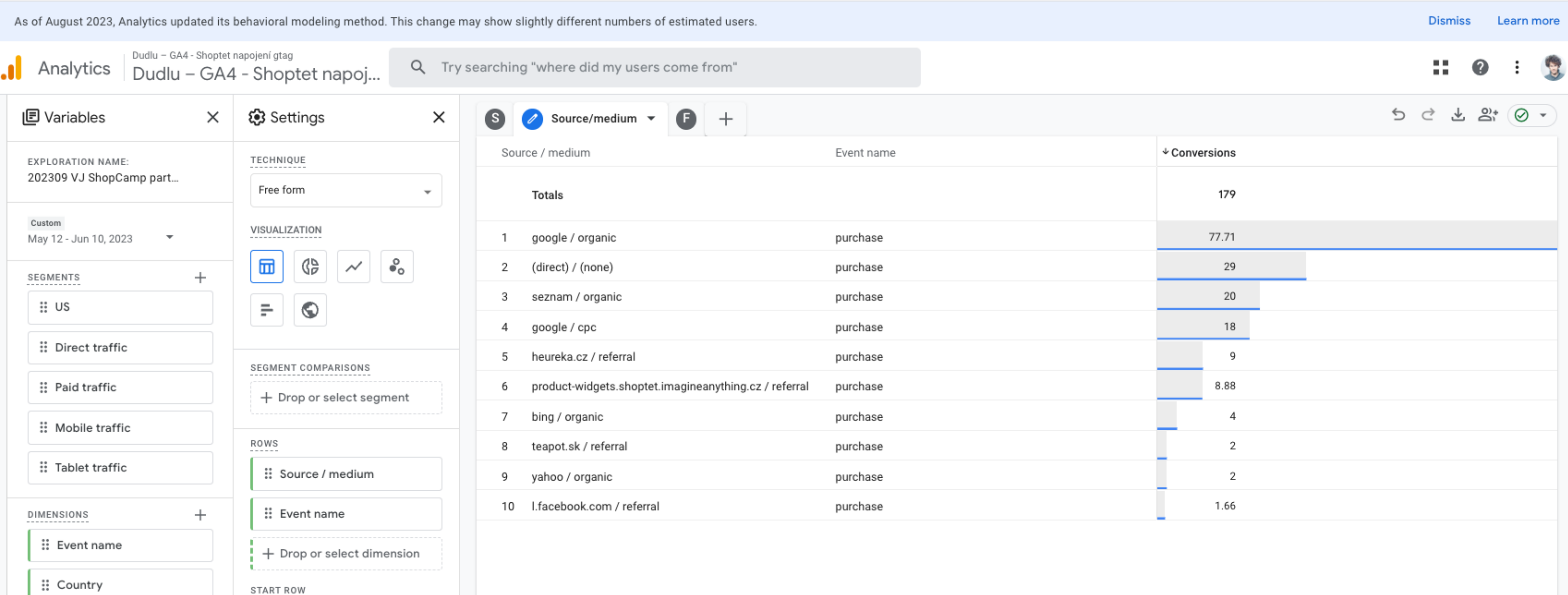
SESSION SOURCE/MEDIUM VS SOURCE/MEDIUM

POROVNÁNÍ REPORTŮ

SESSION SOURCE/MEDIUM



SOURCE/MEDIUM



GOOGLE / CPC - 18 TRANSAKCI

GA4 REPORTY

REPORTS + EXPLORATION

OTÁZKA 1: CHCI VĚDĚT, KOLIK NÁVŠTĚVNÍKŮ PŘIŠLO NA MŮJ E-SHOP A Z JAKÝCH ZDROJŮ PŘIŠLI

OTÁZKA 2: CHCI VĚDĚT, JAKÉ STRÁNKY MAJÍ NEJVĚTŠÍ NÁVŠTĚVNOST

OTÁZKA 3: CHCI VĚDĚT, JAKÉ ZDROJE MI PŘINÁŠÍ OBJEDNÁVKY JEDNOTLIVÝCH PRODUKTŮ

OTÁZKA 4: CHCI VĚDĚT JAKÉ POLOŽKY SI NÁVŠTĚVNÍCI DÁVAJÍ DO KOŠÍKU VS. JAKÉ NAKUPUJÍ

OTÁZKA 5: CHCI VĚDĚT, JAKÉ ZDROJE MI PŘINÁŠÍ PRVONAKUPUJÍCÍ

ČÁST REPORTS

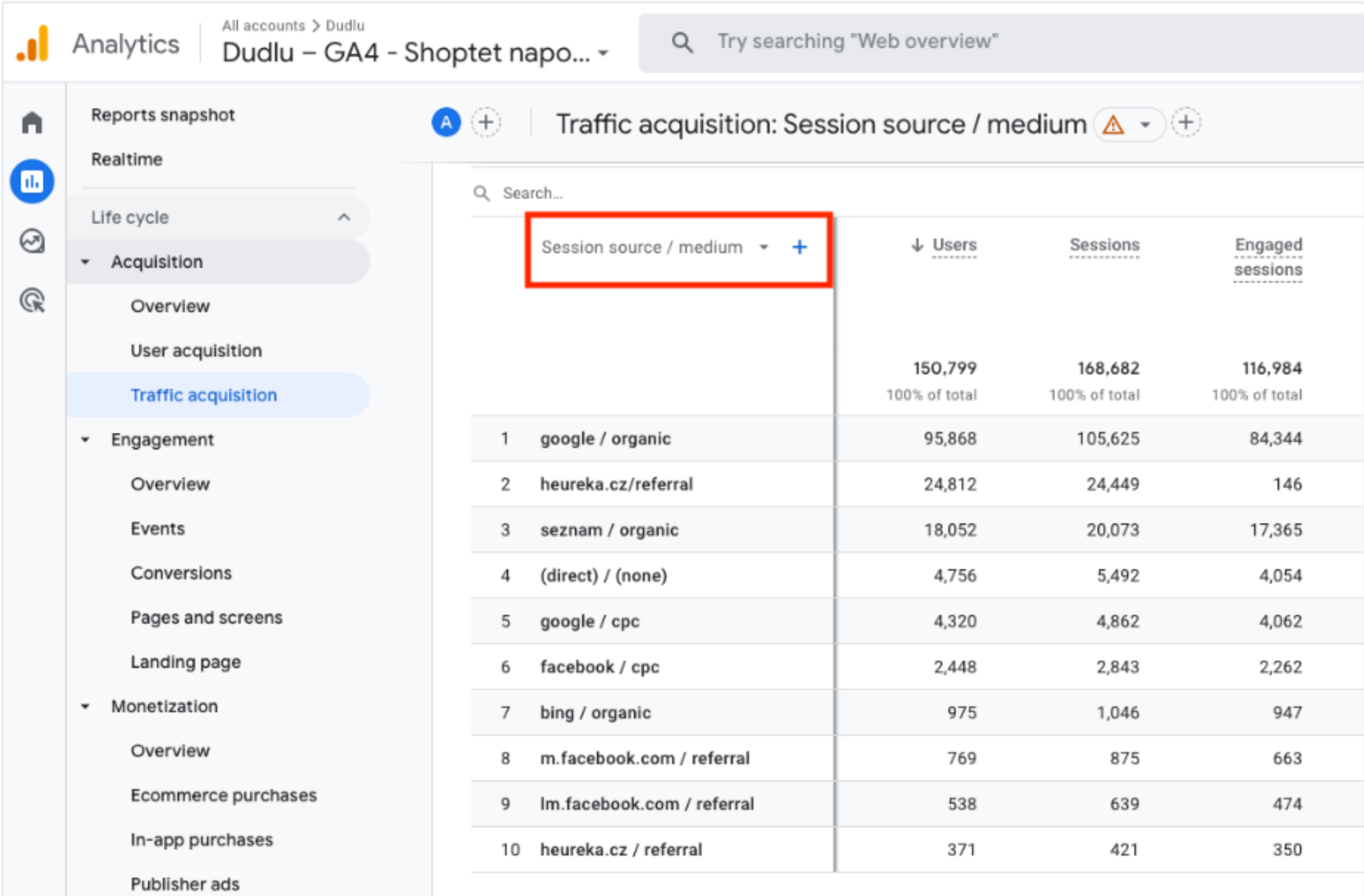
OTÁZKA 1: CHCI VĚDĚT, KOLIK NÁVŠTĚVNÍKŮ PŘIŠLO NA MŮJ E-SHOP A Z JAKÝCH ZDROJŮ PŘIŠLI

OTÁZKA 2: CHCI VĚDĚT, JAKÉ STRÁNKY MAJÍ NEJVĚTŠÍ NÁVŠTĚVNOST

OTÁZKA 3: CHCI VĚDĚT, JAKÉ ZDROJE MI PŘINÁŠÍ OBJEDNÁVKY JEDNOTLIVÝCH PRODUKTŮ

OTÁZKA 1: CHCI VĚDĚT, KOLIK NÁVŠTĚVNÍKŮ PŘIŠLO NA MŮJ WEB A Z JAKÝCH ZDROJŮ PŘIŠLI

REPORTS — ACQUISITION — TRAFFIC ACQUISITION



OTÁZKA 2: CHCI VĚDĚT, JAKÉ STRÁNKY MAJÍ NEJVĚTŠÍ NÁVŠTĚVNOST

REPORTS — ENGAGEMENT — PAGES AND SCREENS

Analytics

All accounts > Dudlu

Dudlu – GA4 - Shoptet napo...

Try searching "Web overview"

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Landing page

Overview

User acquisition

Traffic acquisition

Overview

Events

Conversions

Pages and screens

Pages and screens: Page path and screen class

Search...

	Page path and screen class	Views	Users	Views per user	Average engagement time
		250,119 100% of total	126,880 100% of total	1.97 Avg 0%	0m 41s Avg 0%
1	/	4,378	1,794	2.44	0m 13s
2	/vyhledavani/	3,538	934	3.79	0m 56s
3	/stiraci-plakaty/	3,350	1,747	1.92	0m 21s
4	/hracky-pro-deti/	3,263	1,062	3.07	0m 43s
5	/plysaci/	3,217	1,757	1.83	0m 30s
6	/pro-zdravi/	2,959	1,857	1.59	0m 32s
7	/objednavka/krok-1/	2,887	2,064	1.40	0m 29s

OTÁZKA 3: CHCI VĚDĚT, JAKÉ ZDROJE MI PŘINÁŠÍ OBJEDNÁVKY JEDNOTLIVÝCH PRODUKTŮ

REPORTS — MONETISATION — ECOMMERCE PURCHASES

Analytics

All accounts > Dudlu

Dudlu – GA4 - Shoptet napo...

Try searching "Web overview"

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Overview

Ecommerce purchases

In-app purchases

Ecommerce purchases: Item name

Last 28 days

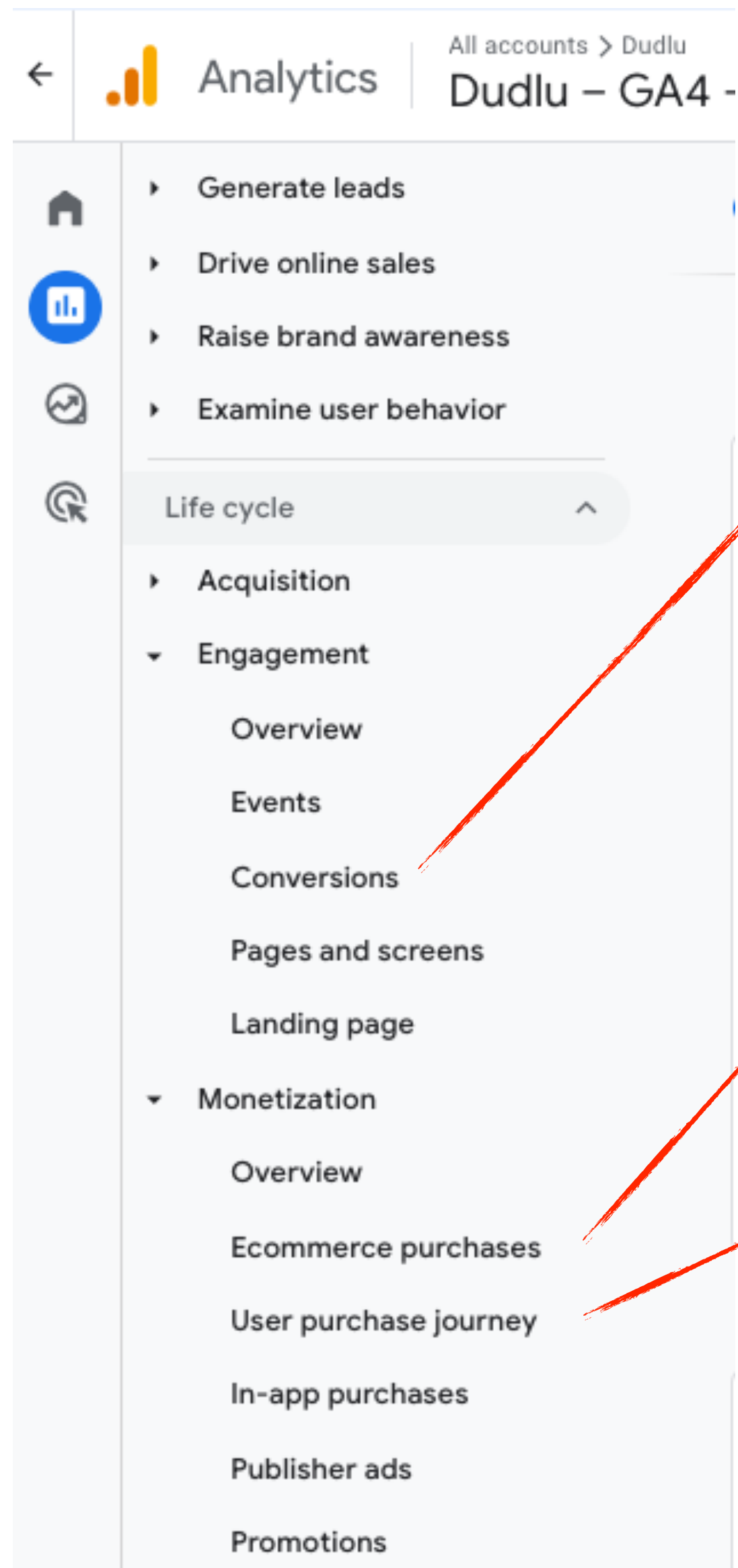
Apr 5 - May 2, 2023

Rows per page: 100

1-34 of 34

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	877 2.89% of total	50 1.27% of total	15 1.65% of total	Kč5,534.00 2.75% of total
1 Stírací plakát - 100 nápadů pro šťastný život	190	14	1	Kč439.00
2 Stírací plakát - 100 nápadů na rande různými způsoby	185	7	2	Kč838.00
3 Stírací plakát - 100 věcí co musíte zažít	90	4	3	Kč657.00
4 Stírací plakát - 100 věcí, co dělat s rodinou	88	4	1	Kč399.00
5 Stírací plakát 100 věcí co v životě stihnout - Bucket list	74	1	0	Kč0.00

DALŠÍ VYBRANÉ ECOMMERCE REPORTY



SLEDOVÁNÍ TRENDU OBJEDNÁVEK + ZDROJE

DETAIL PRO NÁKUPY POLOŽEK (ZOBRAZENÍ, PŘIDÁNÍ DO KOŠÍKU, NÁKUPY, REVENUE)

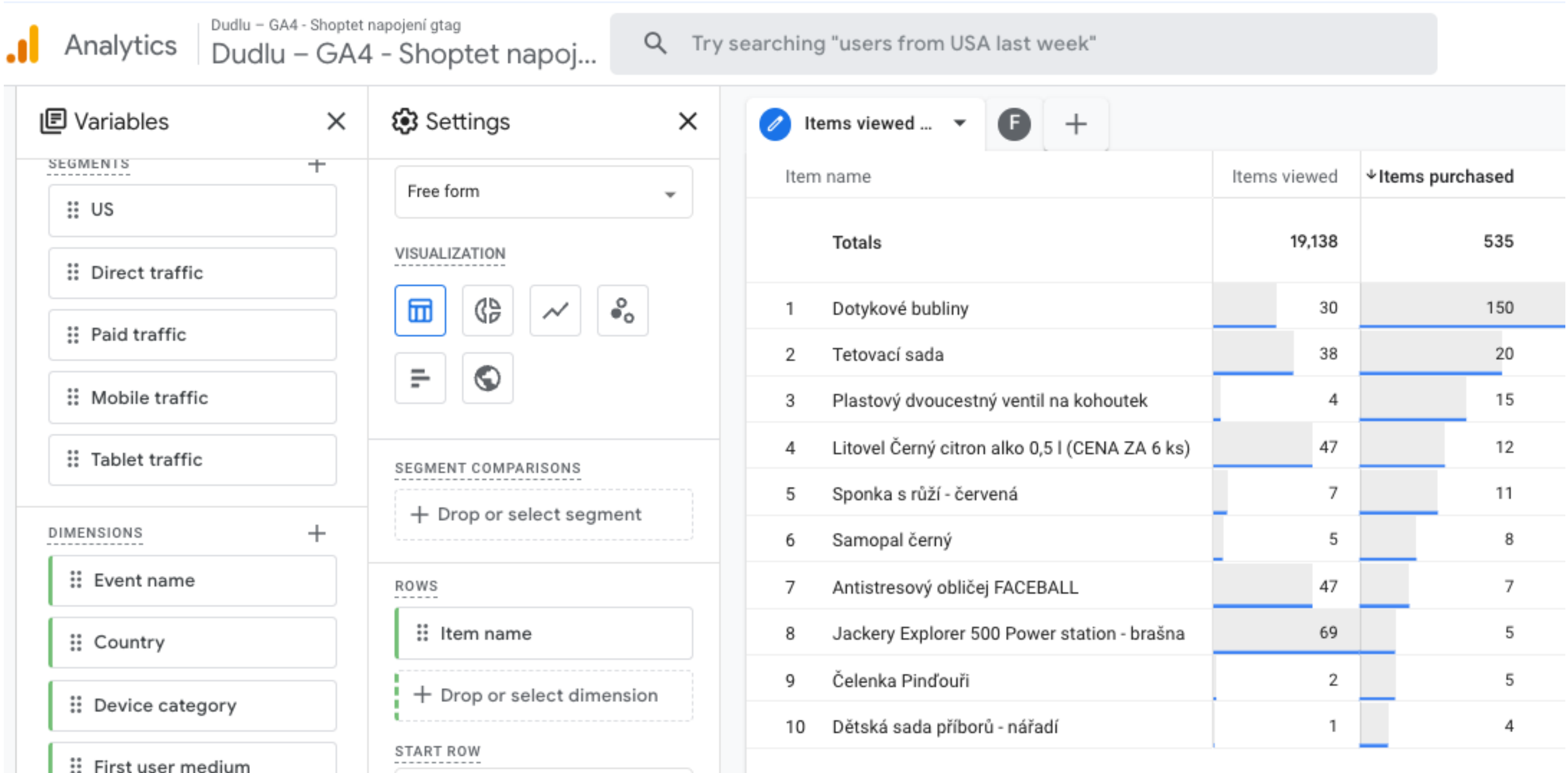
USER POHLED - NÁKUPNÍ FUNNEL

ČÁST EXPLORE

OTÁZKA 4: CHCI VĚDĚT JAKÉ POLOŽKY SI NÁVŠTĚVNÍCI DÁVAJÍ DO KOŠÍKU VS. JAKÉ NAKUPUJÍ

OTÁZKA 5: CHCI VĚDĚT, JAKÉ ZDROJE MI PŘINÁŠÍ PRVONAKUPUJÍCÍ

EXPLORATION REPORTY - ITEMS VIEWED VS ITEMS PURCHASED



ITEMS VIEWS VS PURCHASED

Analytics

Dudlu – GA4 - Shoptet napojení gtag

Dudlu – GA4 - Shoptet napoj...

Try searching "users from USA last week"

Variables

×

SEGMENTS

+

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

+

Event name

Country

Device category

First user medium

Settings

×

Free form

▼

VISUALIZATION

SEGMENT COMPARISONS

+ Drop or select segment

ROWS

Item name

+ Drop or select dimension

START ROW

Items viewed ...

F

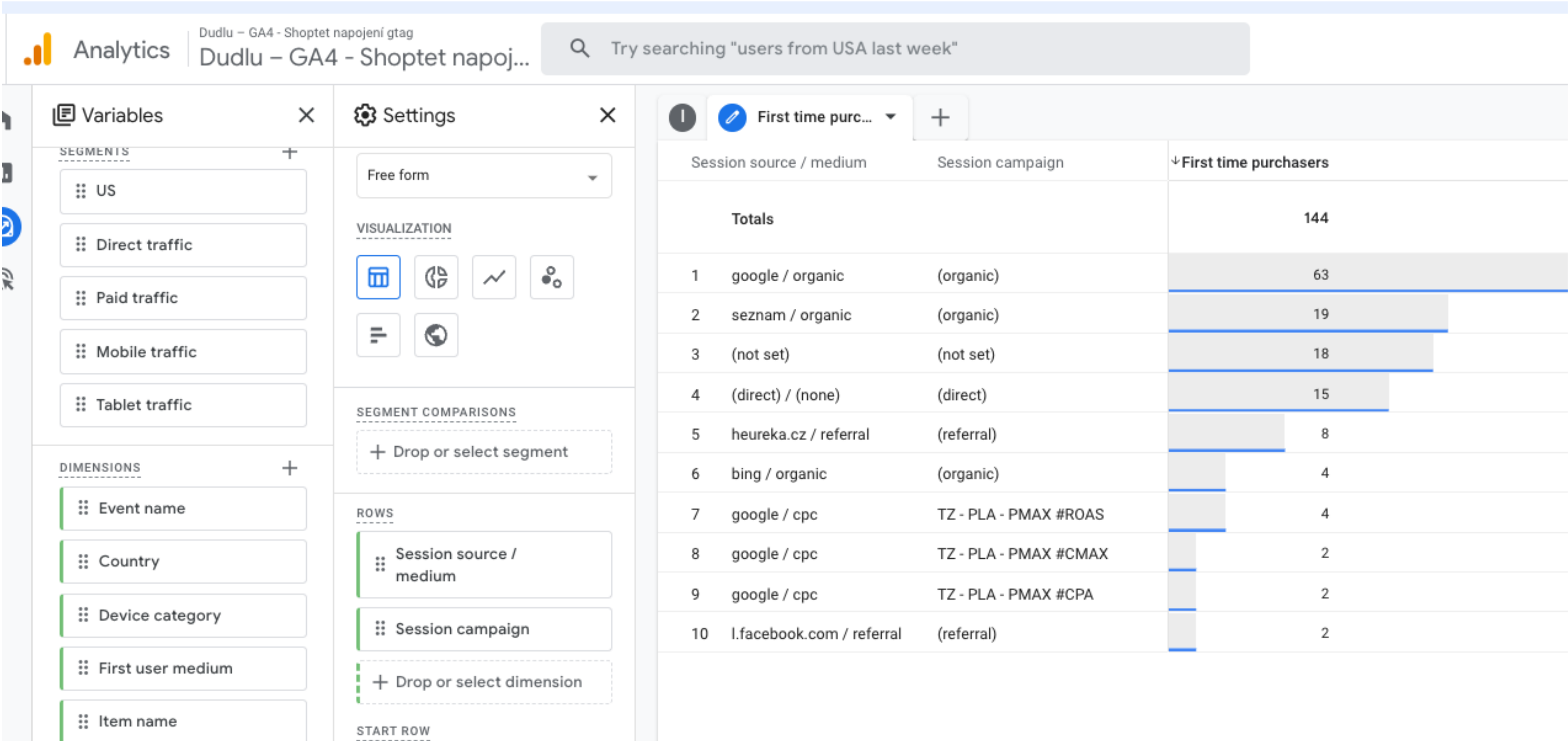
+

Item name	Items viewed	↓ Items purchased
Totals	19,138	535
1 Dotykové bubliny	30	150
2 Tetovací sada	38	20
3 Plastový dvoucestný ventil na kohoutek	4	15
4 Litovel Černý citron alko 0,5 l (CENA ZA 6 ks)	47	12
5 Sponka s růží - červená	7	11
6 Samopal černý	5	8
7 Antistresový obličej FACEBALL	47	7
8 Jackery Explorer 500 Power station - brašna	69	5
9 Čelenka Pindouři	2	5
10 Dětská sada příborů - náradí	1	4

SHOPCAMP WORKSHOP

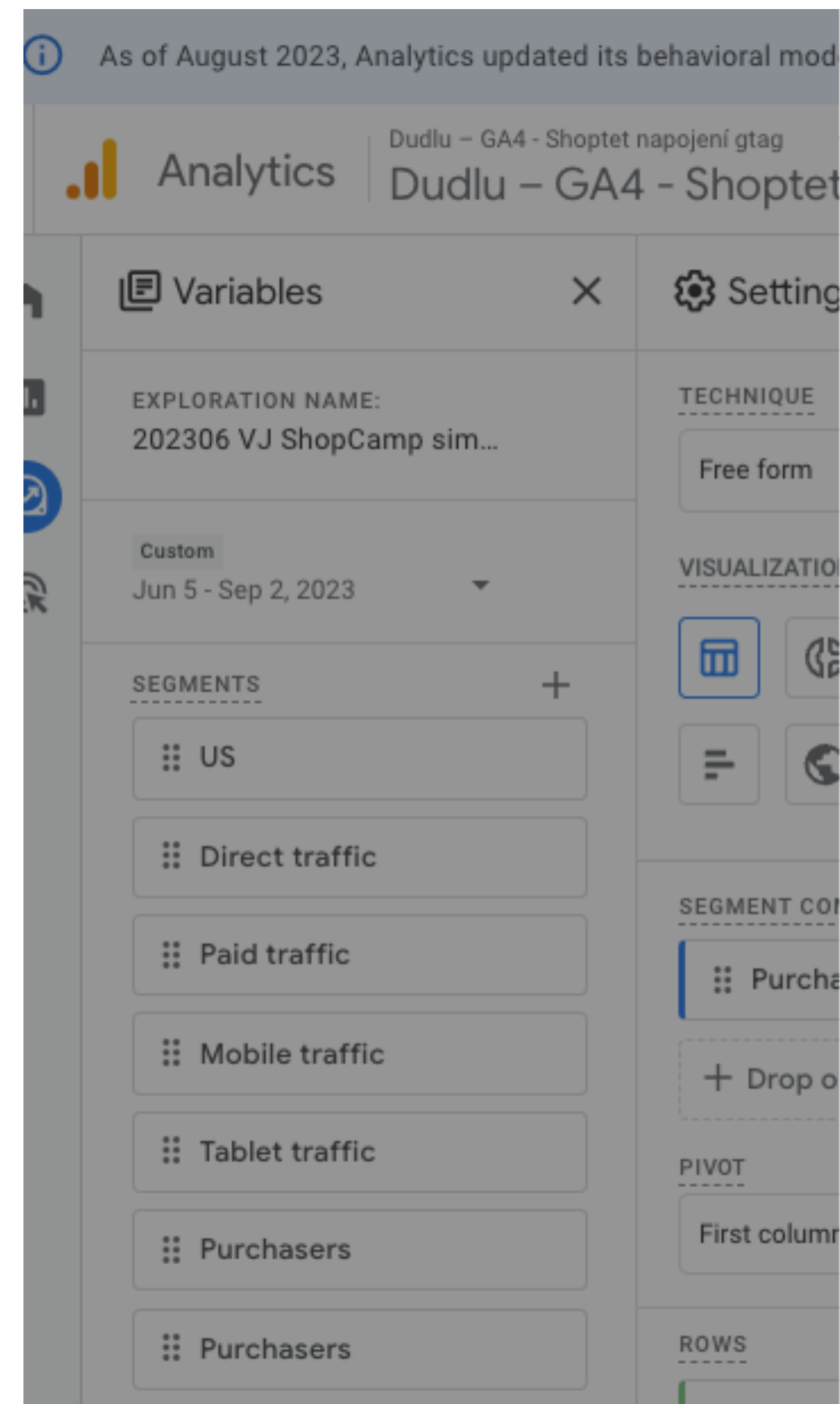
VÁŠEK JELEN | MEASUREDESIGN | VASEK.JELEN@MEASUREDESIGN.CZ

EXPLORATION REPORTY - SESSION SOURCE/MEDIUM OF FIRST TIME PURCHASERS



SEGMENTY

SEGMENT EDITOR



Build new segment

Create a custom segment

Select the type of segment you want to create

**User segment**

For example, users who have previously purchased a product.

**Session segment**

For example, all sessions originating from Campaign A.

**Event segment**

For example, all events that took place at a particular location.

Use a reference

Prebuilt audience suggestions for you to consider.

General

Shopping

Templates

 Predictive

**Recently active users**

Users that have been active in a recent period

**Non-purchasers**

Users that have not made a purchase

**Purchasers**

Users that have made a purchase

**7-day inactive users**

Users who were once active, but have not been active for the last 7 days

**7-day inactive purchasers**

Purchasers who were once active, but have not been active for the last 7 days

PŘEDDEFINOVANÉ ECOMMERCE SEGMENTY

Use a reference

Prebuilt audience suggestions for you to consider.

General

Shopping

Templates

 Predictive

 Leads Users that are potential business leads	 Billable users Users that have registered a form of payment	 Registered users Users that have been registered
 Cart abandoners Users that added items to their cart without purchasing	 Wishlist users Users that added items to a wishlist	 Checkout starters Users that have started checking out without purchasing
 Item searchers Users that have searched for something	 Item viewers Users that have viewed a specific product	

PREDIKTIVNÍ PUBLIKA

Use a reference

Prebuilt audience suggestions for you to consider.

General

Shopping

Templates

 Predictive

Analytics builds predictive audiences based on behaviors such as buying or churning. [Learn more about predictive audiences](#)



Likely 7-day purchasers

Users who are likely to make a purchase in the next 7 days

ELIGIBILITY STATUS

 **Not eligible to use** 



Likely 7-day churning users

Active users who are likely to not visit your property in the next 7 days

ELIGIBILITY STATUS

 **Not eligible to use** 



Predicted 28-day top spenders

Users who are predicted to generate the most revenue in the next 28 days

ELIGIBILITY STATUS

 **Not eligible to use** 



Likely first-time 7-day purchasers

Users who are likely to make their first purchase in the next 7 days

ELIGIBILITY STATUS

 **Not eligible to use** 



Likely 7-day churning purchasers

Purchasing users who are likely to not visit your property in the next 7 days

ELIGIBILITY STATUS

 **Not eligible to use** 

SOURCE OF PURCHASERS

Dudlu – GA4 - Shoptet napojení gtag

Dudlu – GA4 - Shoptet napoj...

Try searching "users from USA last week"

×

Settings

×

TECHNIQUE

Free form

VISUALIZATION

SEGMENT COMPARISONS

Purchasers

+ Drop or select segment

PIVOT

First column

ROWS

Session source /

I F A sessions from... +

Segment	Purchasers	Totals
Session source / medium	Sessions	↓ Sessions
Totals	1,159 100.0% of total	1,159 100.0% of total
1 google / organic	432	432
2 search.google.com / referral	113	113
3 seznam / organic	113	113
4 (direct) / (none)	102	102
5 (not set)	100	100
6 google / cpc	61	61
7 email.seznam.cz / referral	38	38
8 l.facebook.com / referral	35	35
9 tagassistant.google.com / referral	26	26
10 tomas-zahalka.oncollabim.com / referral	21	21

GA4 DEMO ECOMMERCE ACCOUNT

GA4 ECOMMERCE DEMO ÚČET

cal

G Mail

TL

Data & Analytics

Calisthenics

GD

ACC

BQ automation

M

Analytics Help

Describe your issue

Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

- If you already have a Google account, you're prompted to log in to that account.
- If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

- Google Analytics 4 property: [Google Merchandise Store \(web data\)](#)
- Google Analytics 4 property: [Flood-It! \(app and web data\)](#)
- Universal Analytics property: [Google Merchandise Store \(web data\)](#)

See below to [learn more](#) about what data these properties contain. You can [remove the demo account](#) at any time.



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop

Try searching "users from USA last w

Home

Users

26K

↑ 13.5%

Event count

643K

↑ 8.6%

Conversions

60K

↑ 4.8%

27 Aug

28

29

30

— Last 7 days

— Preceding period

Last 7 days

URL: <https://bit.ly/3R6V1J4>

SHOPCAMP WORKSHOP

VAŠEK JELEN | MEASUREDESIGN | vasek.jelen@measuredesign.cz

DATASTUDIO ECOMMERCE TEMPLATE

[https://supermetrics.com/template-gallery?
page=1&search=&destination=12532&utm_source=toolkit&utm_medium=referral&utm_campaign=toolkit&utm_adgroup=toolkit](https://supermetrics.com/template-gallery?page=1&search=&destination=12532&utm_source=toolkit&utm_medium=referral&utm_campaign=toolkit&utm_adgroup=toolkit)

**MĚŘENÍ BEZ
COOKIES**

Nekonečné možnosti pro váš e-shop



Zadejte pouze váš e-mail

VYZKOUŠET ZDARMA

Vložení e-mailu souhlasíte s [podmínkami ochrany osobních údajů](#) a [všeobecnými obchodními podmínkami](#)



This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Deny

Powered by  **Cookiebot**
by Usercentrics

[Show details](#) >

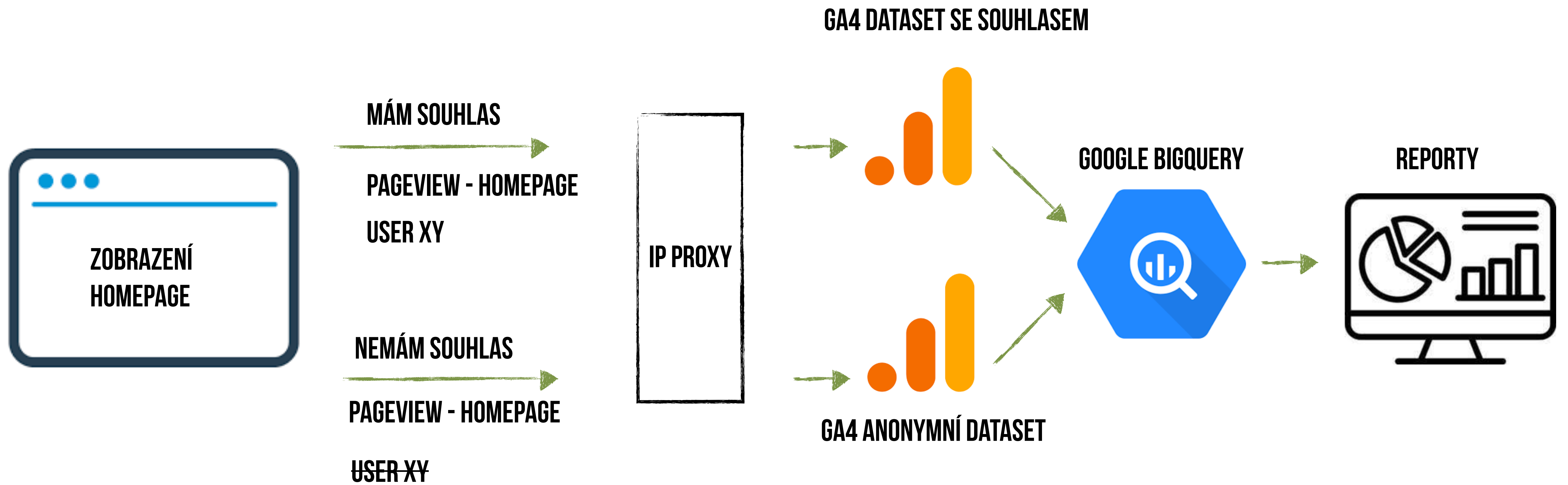
MÁM SOUHLAS - MĚŘÍM
(GA, MEDIA, DMP APOD.)

NEMÁM SOUHLAS - NEMĚŘÍM
VŮBEC

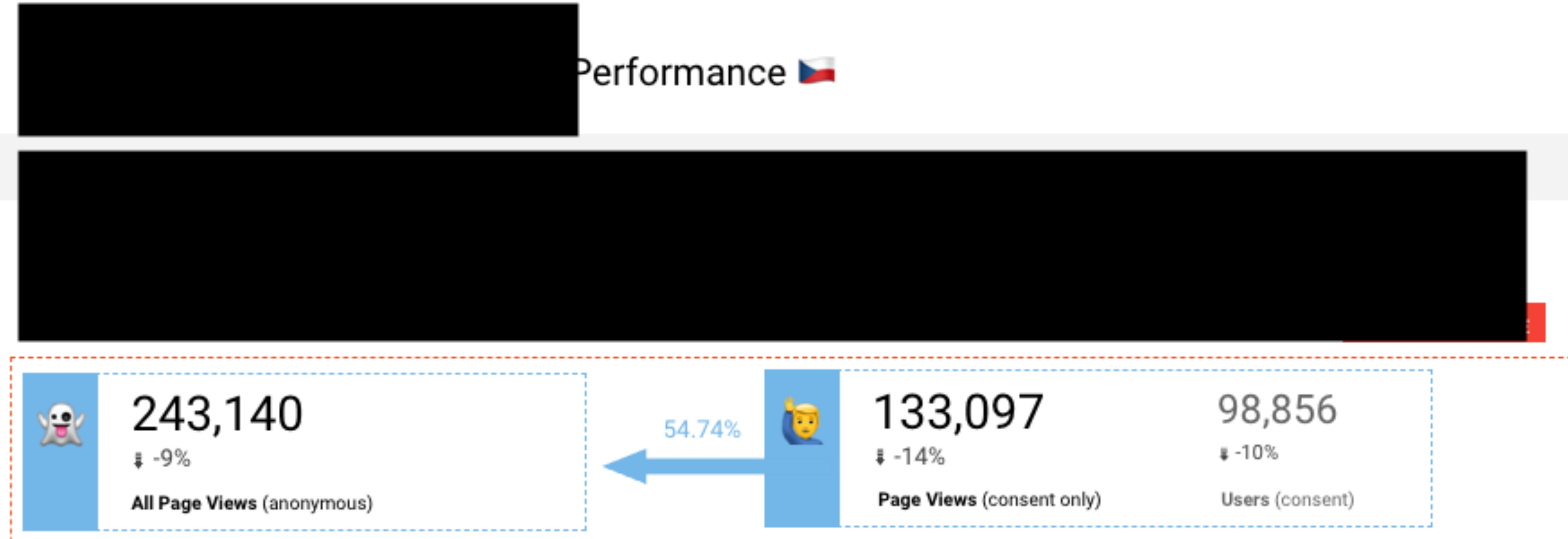
ZMĚŘÍM JEN
NÁVŠTĚVNÍKY SE
SOUHLESEM
(NEVÍM KOLIK TO
JE Z CELKOVÉHO
POČTU)

MŮŽU MĚŘIT VŠE, ALE BEZ SOUHLASU NESMÍM:
ULOŽIT NA STRANĚ UŽIVATELE IDENTIFIKÁTOR
PŘEDAT DATA S NÍM SPOJITELNÁ TŘETÍ STRANĚ

MĚŘENÍ BEZ COOKIES - SCHEMA



MĚŘENÍ BEZ COOKIES - UKÁZKA REPORTU KOMBINUJÍCÍ DATA SE SOUHLASEM A ANONYMNÍ DATA



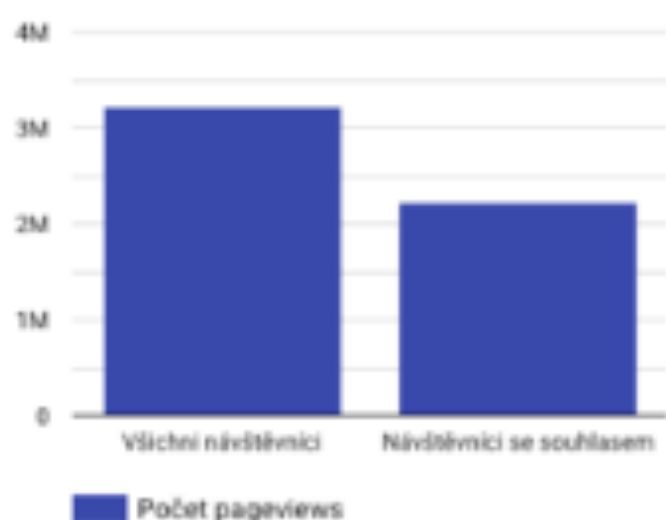


[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[For Business](#)[Advertise](#)

[Edit article](#)[View stats](#)[View post](#)

Pageviews

Počet pageviews Všichni návštěvníci webu (anonymizovaný dataset)	Počet pageviews Návštěvníci se souhlasem (plný dataset)
3,230,477	2,231,454



Konverze - lead

Počet leadových konverzí Všichni návštěvníci webu (anonymizovaný dataset)	Počet leadových konverzí Návštěvníci se souhlasem (plný dataset)
451	392



Jak měřit weby i bez cookie lišty



Vašek Jelen
Lead Analyst & Co-Founder at MeasureDesign

[3 articles](#)

April 21, 2022

[HTTPS://BIT.LY/45UIXTU](https://bit.ly/45UIXTU)

BONUSOVÁ ČÁST

ZNAČENÍ KAMPANÍ PRO GA4

?UTM?

URCHIN TRACKING MODULE

URCHIN PARAMETRY V ROCE 2005

UTM SOURCE

UTM MEDIUM

UTM CAMPAIGN

UTM TERM

UTM CONTENT

DOSTUPNÉ VS. POŽADOVANÉ PARAMETRY

UTM SOURCE

UTM MEDIUM

UTM CAMPAIGN

UTM TERM

UTM CONTENT

? PRODUKT

? DATUM/ČAS

? PUBLIKUM

? FÁZE REKLAMY

? BRAND / NONBRAND

HACKING UTM PARAMETRŮ

https://www.kosik.cz
?utm_source=seznam
&utm_medium=cpc
&utm_campaign=
3284-363-44_7c_OBSAH-RMK-
NAKOUPILI-
TEXT_display_rmk_nobrand_no_no_all
&utm_content=RMK+-+15-30+dni

UTM_ID

UTM_SOURCE

UTM_MEDIUM

UTM_CAMPAIGN

UTM_TERM

UTM_CONTENT

UTM_SOURCE_PLATFORM

UTM_CREATIVE_FORMAT

UTM_MARKETING_TACTIC

https://support.google.com/analytics/answer/10917952?hl=en#zipppy=%2Cin-this-article

cal Mail TL Data & Analytics Calisthenics GD BigFunctions ACC

Analytics Help Describe your issue

[See custom-campaign data](#)

Add utm parameters to URL

You can add the following parameters to your destination URLs:

- **utm_id**: Campaign ID. Used to identify a specific campaign or promotion. This is a required key for [GA4 data import](#). Use the same IDs that you use when [uploading campaign cost data](#).
- **utm_source**: Referrer, for example: google, newsletter4, billboard
- **utm_medium**: Marketing medium, for example: cpc, banner, email
- **utm_campaign**: Product, slogan, promo code, for example: spring_sale
- **utm_source_platform**: The platform responsible for directing traffic to a given Analytics property (such as a buying platform that sets budgets and targeting criteria or a platform that manages organic traffic data). For example: Search Ads 360 or Display & Video 360.
- **utm_term**: Paid keyword
- **utm_content**: Use to differentiate creatives. For example, if you have two call-to-action links within the same email message, you can use utm_content and set different values for each so you can tell which version is more effective.
- **utm_creative_format**: Type of creative, for example: display, native, video, search
 - 💡 **utm_creative_format** is not currently reported in Google Analytics 4 properties.
- **utm_marketing_tactic**: Targeting criteria applied to a campaign, for example: remarketing, prospecting
 - 💡 **utm_marketing_tactic** is not currently reported in Google Analytics 4 properties.

Each parameter must be paired with a value that you assign. Each parameter-value pair then contains campaign-related information.

Link: <https://support.google.com/analytics/answer/10917952?hl=en#zipppy=%2Cin-this-article>



Reports snapshot



Realtime



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Retention

User

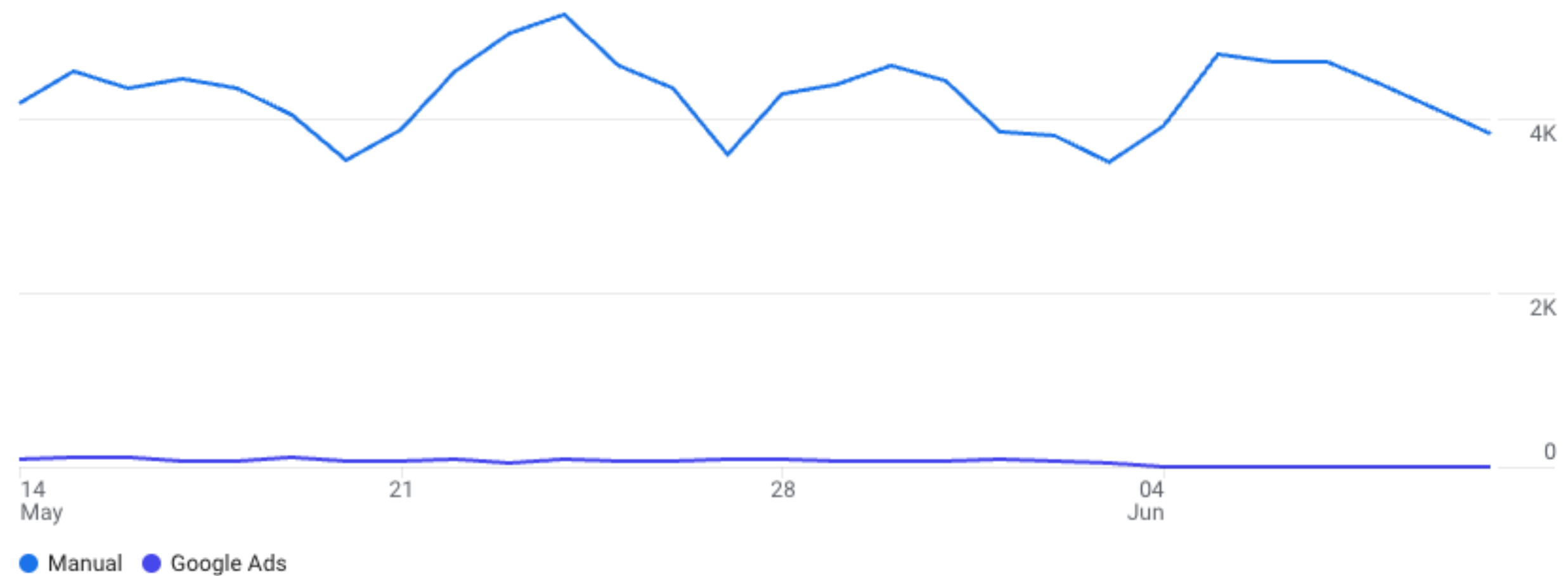
User Attributes

Tech

Library



Traffic acquisition: Session source platform



Search...

Session source platform +

↓ Users

Sessions

Engaged sessions

Average engagement time per session

141,335
100% of total

160,947
100% of total

123,266
100% of total

0m 42s
Avg 0%

1 Manual

116,703

131,770

118,324

0m 40s

2 (not set)

25,439

26,009

3,334

0m 57s

3 Google Ads

1,667

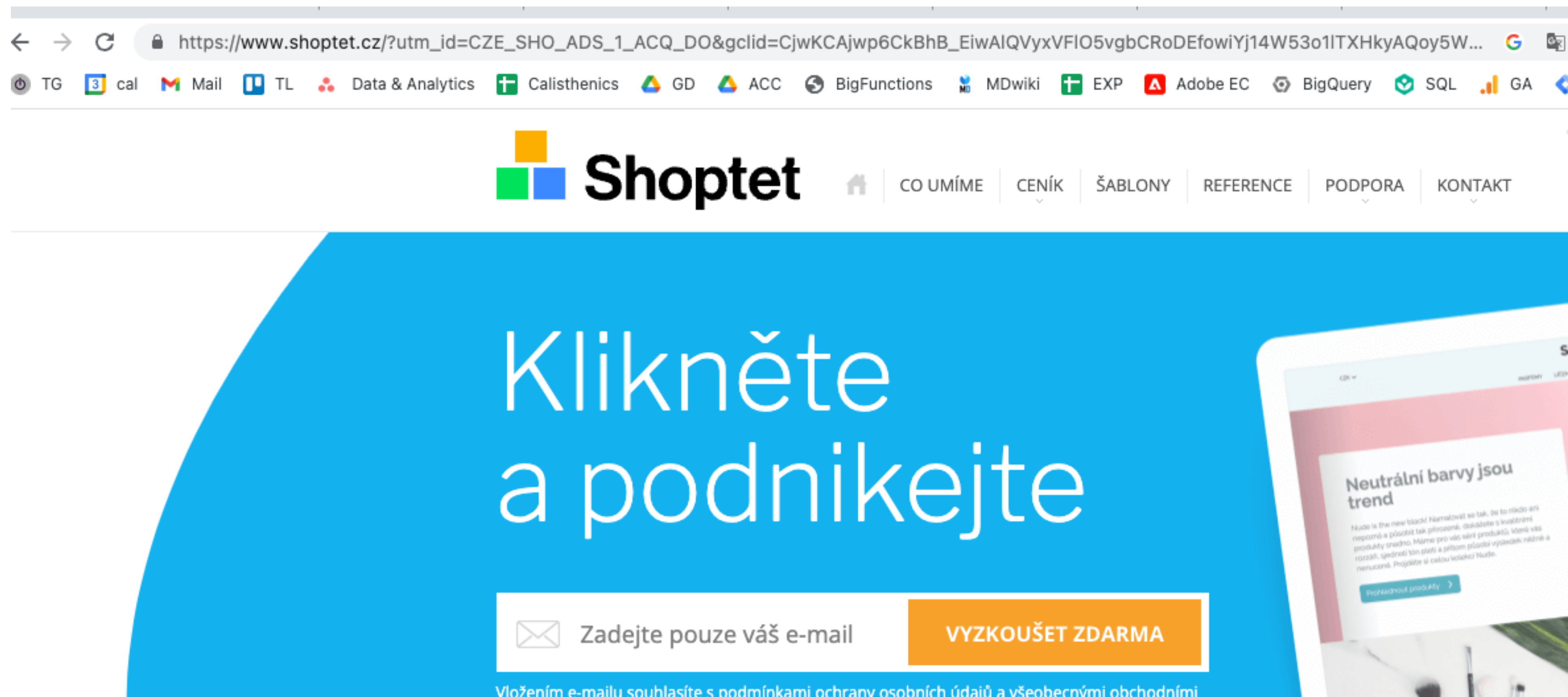
1,863

1,683

0m 42s

UTM_ID A BIGQUERY ADS ISSUE

https://www.shoptet.cz/?utm_id=CZE_SHO_ADS_1_ACQ_DO&gclid=CjwKCAjwp6CkB.....



ROZDÍLY V REPORTS VS EXPLORE

REPORTS

Analytics 360

Ceska Sporitelna > Ceska sporitelna (GA4)

ČSAS (web + store) 360

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

Reports snapshot

Real-time

E-commerce

E-shopy

Firmy

Web

Store

Life cycle

Acquisition

Engagement

Engagement overview

Events

Pages and screens

FITKO page_version

DEAP

Conversions

Products store_desktop

Products store_go

Retention

SEO

Landing Pages

Search Console

User

User Attributes

Tech

Events

Custom 1 Aug - 31 Aug 2023

Total users by Event name over time

clickg

Rows per page: 10 1-8 of 8

	Event name	Total users	Event count	Event count per user	Total revenue
1	mkt lead_clickG_app started store UFO				
2	mkt lead_clickG_app started store FUNSEL				
3	mkt lead_clickG_app started store SPOR U				
4	mkt lead_clickG_app started store KONSO				
5	mkt lead_clickG_app started store PNK				
6	mkt lead_clickG_app started store INV				
7	mkt lead_clickG_app started store KK				
8	mkt lead_clickG_app started store FIR NE				

EXPLORE

Analytics 360

ČSAS (web + store)

Try searching "compare conversions from organic vs direct channels"

Variables

Settings

EXPLORATION NAME:
mkt|lead_clickG_app starte...

Custom
1 Aug - 31 Aug 2023

SEGMENTS

DIMENSIONS
Event name

METRICS
Event count

TECHNIQUE
Free-form

VISUALISATION

SEGMENT COMPARISONS
+ Drop or select segment

ROWS
Event name
+ Drop or select dimension

START ROW
1

SHOW ROWS
50

NESTED ROWS
No

COLUMNS
+ Drop or select dimension

START COLUMN GROUP
1

SHOW COLUMN GROUPS
5

VALUES

clickG

Event name

Event count

Totals
1 mkt lead_clickG_app started store UFO
2 mkt lead_clickG_app started store FUNSEL
3 mkt lead_clickG_app started store SPOR U
4 mkt lead_clickG_app started store PNK
5 mkt lead_clickG_app started store KONSO
6 mkt lead_clickG_app started store INV
7 mkt lead_clickG_app started store KK
8 mkt lead_clickG_app started store FIR NE
9 mkt lead_clickG_app started store POJDOM
10 mkt lead_clickG_app started store HYPO A
11 mkt lead_clickG_app started store POJVak
12 mkt lead_clickG_app started store UoB
13 mkt lead_clickG_app started store STAVEB
14 mkt lead_clickG_app started store CARLOA
15 mkt lead_clickG_app started store UCET S
16 mkt lead_clickG_app started store KTK
17 mkt lead_clickG_app started store UFO NE

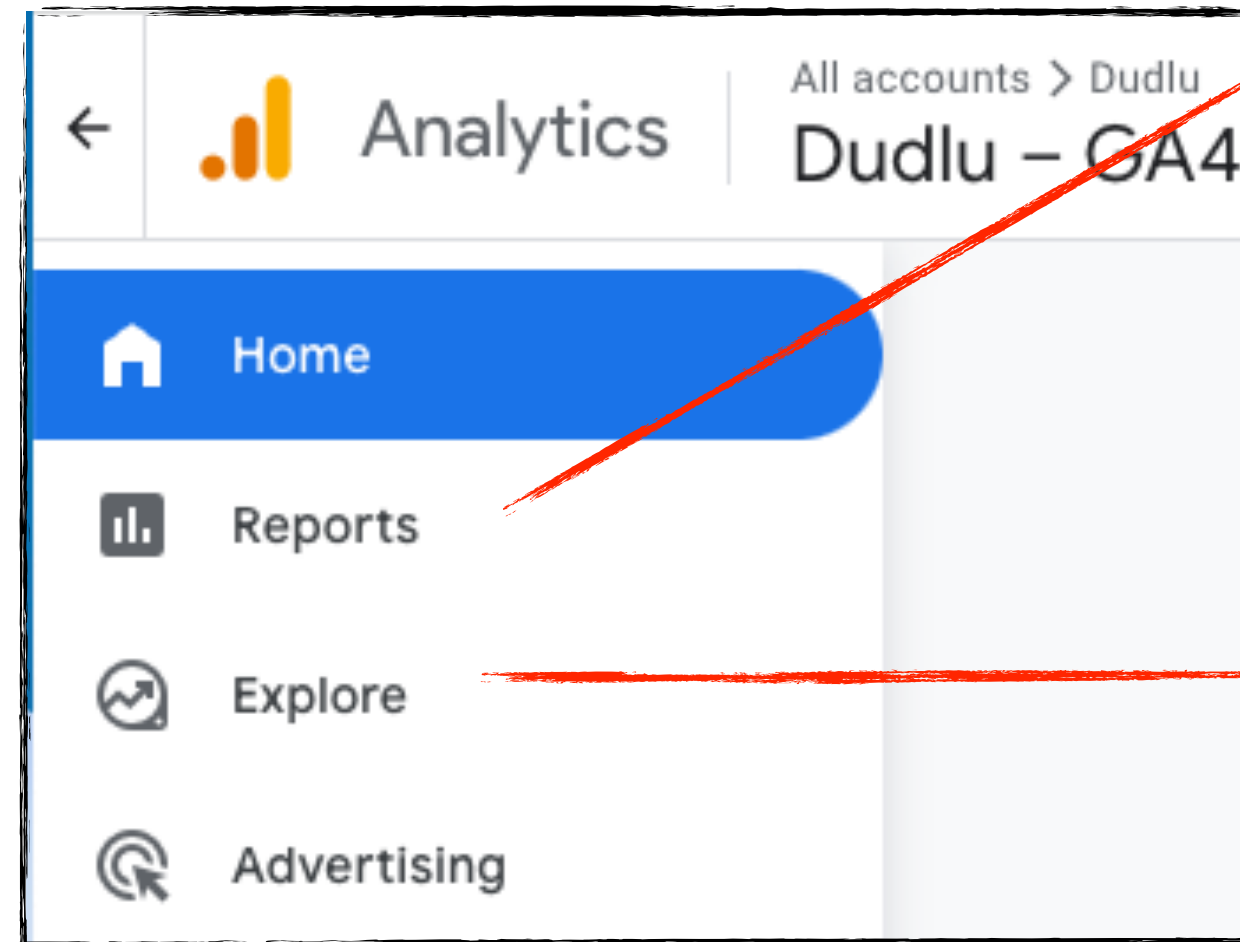
GA4

MODELOVÁNÍ

MODELOVÁNÍ V PŘÍPADĚ ZAPNUTÉ “BLENDED” REPORTING IDENTITY

POROVNÁNÍ REPORTŮ

GA4 ROZHRAŇÍ



REPORTS - DOMODELOVANÁ DATA

**EXPLORE - DOMODELOVANÁ DATA POUZE VE
FREE FORM REPORTU (TABULKA) V
OSTATNÍCH REPORTECH (FUNNEL, COHORT
REPORT) NEDOMODELOVANÁ DATA**

GA4 API

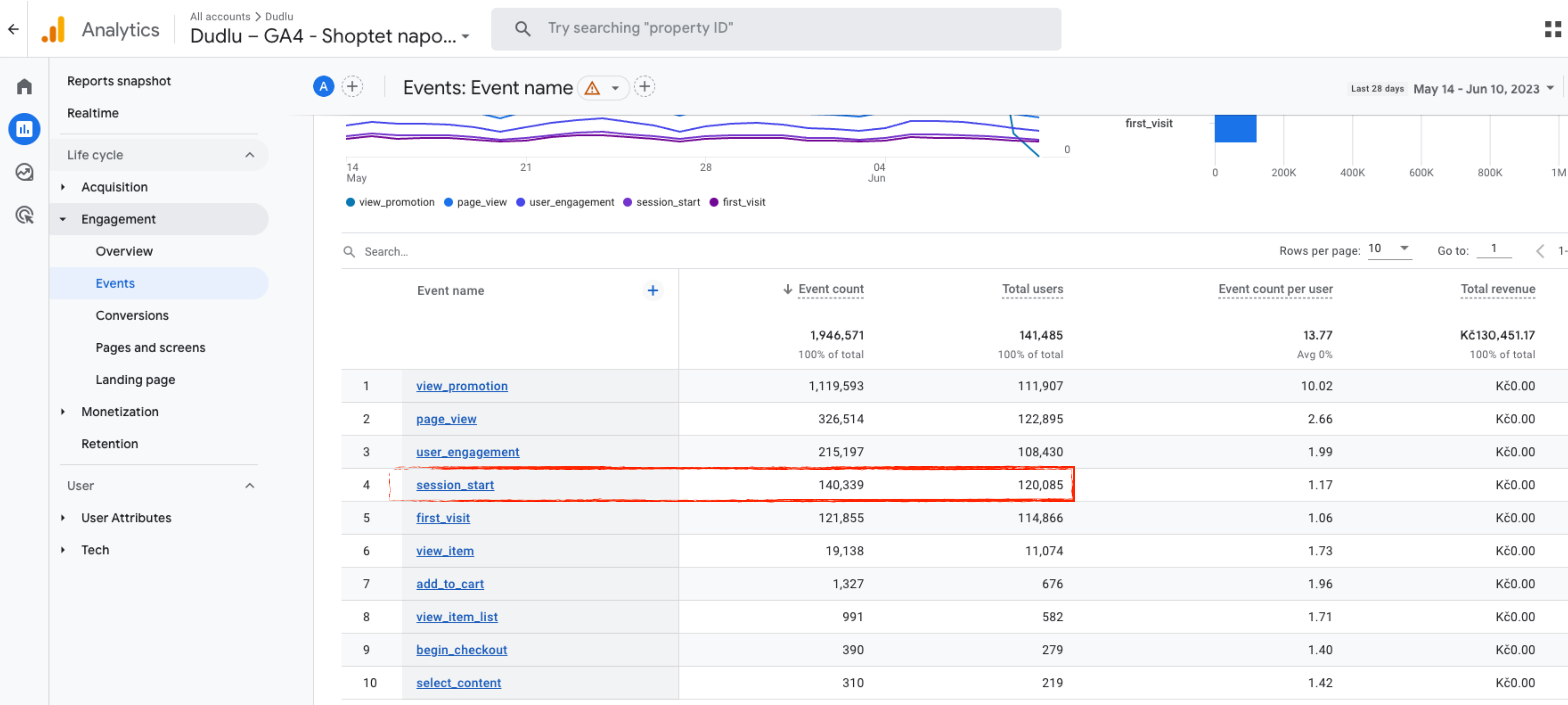
DOMODELOVANÁ DATA



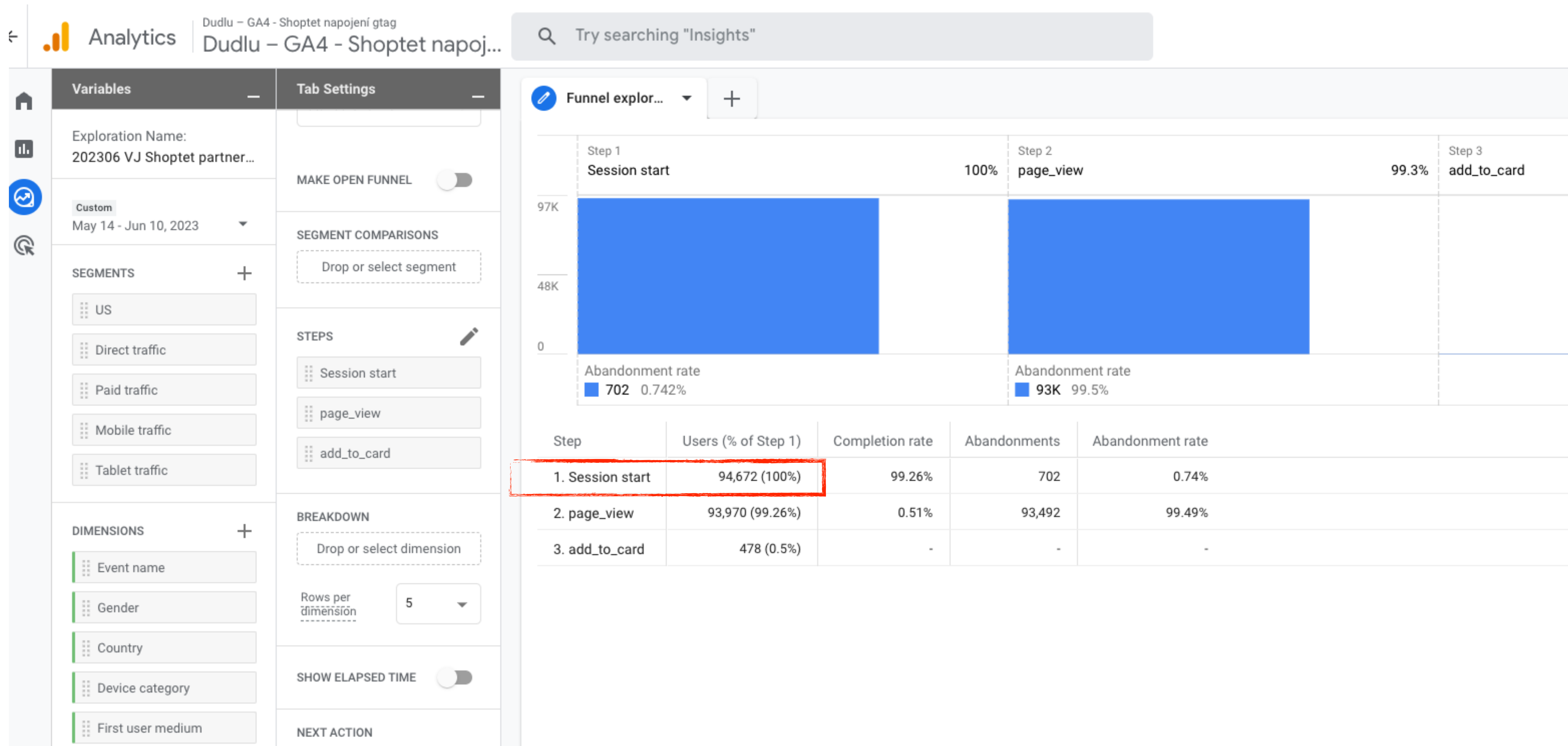
Google
BigQuery

NEDOMODELOVANÁ DATA

POROVNÁNÍ POČTU USERS V REPORT (DOMODELOVANÁ DATA)



POROVNÁNÍ POČTU USERS VE FUNNEL REPORTU (NEDOMODELOVANÁ DATA)



POROVNÁNÍ POČTU USERS V BIGQUERY (NEDOMODELOVANÉ)

Google Cloud

DudluCZ

Search (/) for resources, c

Explorer

+ ADD

⏪

Type to search

?

Viewing workspace resources.

SHOW STARRED ONLY

dudlucz

External connections

analytics_308470066

events_ (88)

events_intraday_ (2)

shoptet

Untitled 3

RUN

SAVE

SHARE

SCHEDULE

MORE

1 SELECT count (distinct user_pseudo_id) FROM `dudlucz.analytics\_308470066.events\_2023\*`

2 where event_date between "20230514" and "20230610"

Query results

JOB INFORMATIONRESULTSJSONEXECUTION DETAILSEXECUTION GRAPHPREVIEW

Row	f0_
1	92770

```
SELECT count (distinct user_pseudo_id) FROM `dudlucz.analytics_308470066.events_2023*`  
where event_date between "20230514" and "20230610"
```

POROVNÁNÍ DOMODELOVANÝCH A NEDOMODELOVANÝCH DAT NA VELKÉ GA4 360 ÚČTU

DOMODELOVANÁ DATA

GA4 Interface
(data driven model)

Sessions

10,266,011

Total users

3,428,489

session source/medium	Sessions ▾
(direct)/(none)	3,770,151
google/organic	2,411,737
seznam/organic	1,297,208
google/cpc	624,927
bing/organic	333,875

NEDOMODELOVANÁ DATA

BigQuery
(raw data)

Sessions (unique_sessionID)

7,364,054

Total users (user_pseudo_id)

2,685,532

BQ session source/medium	unique_sessionID ▾
(direct)/(none)	4,323,986
google/organic	1,207,667
seznam/organic	746,274
google/cpc	333,635
bing/organic	139,206



[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[For Business](#)[Advertise](#)

[Edit article](#)[View stats](#)[View post](#)

BQ session sources

Sessions (unique_sessionID)
7,364,054

Total users (user_pseudo_id)
2,685,532

BQ session source/medium	unique_sessionID
(direct)/(none)	4,324,353
google/organic	1,207,766
seznam/organic	746,313
google/cpc	333,667
bing/organic	139,214



GA4 - vyhodnocování kampaní v Google BigQuery



Vašek Jelen
Lead Analyst & Co-Founder at MeasureDesign

[3 articles](#)

June 6, 2023

BIT.LY/43QMYEU

GA4 AUDIENCE

←

Untitled audience

[Help center](#)

Cancel

Save

Provide a short description

● Include users when:

Event name

▼

+ Add filter

Or

⊗

And

+ Add condition group to include

⋮ Add sequence to include

○ Add group to exclude

Additional audience settings

MEMBERSHIP DURATION

☒

30

days

☐

Set to maximum limit

AUDIENCE TRIGGER

+ Create new

One of your filter definitions is not complete.

Summary

USERS IN THIS AUDIENCE

6

35.3% of all users

INCLUDE

6

EXCLUDE

-

VYHODNOCOVÁNÍ KAMPANÍ V GA4, SHOPTET MEET-UP

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MKT | LEAD_CALL_ME | WEB | HYPO_A_REFI



MKT_LEAD_CALL_ME_WEB_HYPO_A_REFI





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