14 Ways Google Analytics 4 Helps Your Business Make Money

THREE VENTURES

Google Analytics 4 enables powerful new features to understand more about your customer, focus your marketing efforts on your best customers, maximize marketing ROI, and optimize all your activities to improve engagement, conversions, and revenue.

Customer Insights | Customer Lifetime Value | Marketing ROI | Marketing Optimization

Customer Insights

1 Predictive Metrics

Via Google's **machine learning expertise** to predict your customers future behavior

Purchase probability
How likely is a user to make a purchase or a download in the next seven days.

Churn probability
How likely will a user be active on your site or app?

Revenue prediction
How much revenue will come from purchases in the 28 days?

2 Predictive Audiences

A **predictive audience** is an audience with at least 1000 users defined on a predictive metric.

- Create an audience of people likely to purchase, lapse, or return to your site
- Advertise, remarketer, and re-engage those specific audiences
- You could build an audience of people who are likely to buy from you within the next 7 days who are new customers
- Or create an audience of who is predicted to be generate the most revenue over the next 28 days
- Create audiences based on your preferences like who is "Most likely" or "Least Likely" or even a custom configuration of both

3 Shopping / Conversion Funnels

This **powerful visualization** feature helps to see what steps customers take when making a purchase or conversion, along with the success and failure rate of each step.

Improve your **customer journey** with the funnel exploration technique.

Demographic Insights

Learn more about your customers through Google's **demographic reports**. Do your patient customers look like the type of customers you want to attract to your site?

Age | Gender | Locales, Country, City | Interests | Devices | Language

4 User Journeys

Path exploration: see the last 5 or next 5 steps your users take after an event or pageview

1. User paths tell which events and pages contributed to key conversions on your site
2. The path exploration technique let's you see the last 5 pages or events that occurred before a key conversion
3. Or it lets you see the next 5 pages or events after a conversion
4. Apply a segment to compare different user types to understand customer unique behaviors
5. This technique is also helpful at indentifying lapsing behavior which means customers are stuck and need help moving forward

5 Google Signals and UserID

Optimize and **Identify User Data** across devices, platforms, and advertising

Your customers use multiple devices to interact with your site. Unifying their browsing sessions on your site becomes **critically important** when evaluating your website experience so that you can:

1. Accurately report on users instead of devices
2. Target your best customers for promotions and other campaigns
3. Create the best customer experience across all devices
4. Optimize ad spend for cross-device use

Two key features enable session unification:

Google Signals
When users have signed into Google products during their browsing sessions

User-ID
When we send a unique ID from our business to Google Analytics 4

With these features enabled you can **unlock powerful insights** and abilities like

- Cross-device reporting
- Cross-device remarketing
- Cross-device conversion export to Ads

Customer Lifetime Value

GA4 has customer lifetime value out of the box. **Analyze** behavior of your best customers, **determine** which campaigns drive the best customers, and what website behaviors are seen by your best customers vs. average ones. Google enables this analysis through **"User Lifetime"**.

6 Everything you've always wanted to know about your best customers

8 User Lifetime Technique

The user lifetime technique places **how your users behaved** during their lifetime as a customer of your site or app. The user lifetime technique can help you find specific insights such as:

1. The source/medium/campaign that drove users with the highest lifetime revenue, as compared to revenue only for the selected month.
2. The active campaigns that are acquiring users who are expected to be more valuable, with higher purchase probability and lower churn probability, as calculated by Google Analytics predictive models.
3. Unique user behavior insights, such as when your monthly active users last purchased a product from your site, or when they were last engaged with your app.

Marketing ROI

9 Attribution and Modeling

Google Analytics 4 has improved attribution, or how credit is assigned to ads, ongoing. Settings etc doing a **customer's conversion path**.

Key questions you can answer:

1. What video did referrals, searches, and ads play in conversions?
2. How much time passed between a customer's initial interest and their purchase?
3. What are the most common path customers take leading up to conversions?

3 Types of **attribution models**

1. **Cross Channel**
   - **Last click** - 100% of the conversion value is attributed to last channel
   - **First click** - The first channel that customer clicked gets all the credit
   - **Linear** - Credit for conversion is distributed evenly across all channels
   - **Position Based** - 40% of the conversion credit goes to first/last click channels, with the remainder going to any other channels involved.
   - **Time Decay** - The more recent the channel interaction , the more credit its given.
2. **Ads Preferred**
   - **Ads Last Click** - The last Google Ads Channel clicked gets 100% credit
3. **Data Driven**
   - **Machine learning** - Credit for conversions is distributed based on your actual conversion event data, and processed by Google's machine learning tools.
   - **Session/User Attribution** - see where the user originally came from and where he came from during this session

You can import the following data types

- **Cost data**: Bring data from all your non-Google campaigns like social advertising and email marketing to compare revenue and conversion data against your Google campaigns.
- **Item data**: Use item-specific data like style or color or size to expose differences in user behavior, conversions or revenue.
- **User data**: Those customer segments you keep in your CRM or email marketing can be imported into GA4 to get unique insights on customer behavior
- **Offline events**: You can import offline events from sources that don't have an internet connection or that otherwise cannot support real-time event collection via the SDKs or Measurement Protocol.

10 Import All Most of Your Data

Bring cost, user, product, and more data from your business in Google Analytics 4

Marketing Optimization

11 Audience Targeting and Remarketing

Custom Audiences: Create custom audiences based on your key business needs to analyze behavior and run remarketing campaigns

Ecommerce #1
When a returning customer visits product category pages they have yet to purchase from, you can create a Remarketing ad campaign to display more products from that category

Ecommerce #2
When customers who have already purchased from you in the past, create an audience to NOT show paid/display ads to these customers

B2B Lead Generation
Create audiences for user behaviors typical of your demand funnel, such as audiences for those who watch videos and view and download a brochure, or another audience for users who have completed a contact form and have returned to your site to view more pages

B2B SaaS
When a user signs up for a trial subscription and returns three consecutive days in a row

12 Landing page and content optimization

Which pages are most **engaging** to your customers / and which are least engaged?

1. **Identify** mismatched audiences and keyword landing pages quickly.

13 Machine Learning

Google Analytics 4 offers **powerful machine learning** capabilities for learning more about your customers, and predicting their future behavior.

GA4's conversion modeling uses your historical data and machine learning to fill in any gaps in your marketing attribution data.

1. **Automated Insights**: Google Analytics scans your data automatically and generates insights based on trends, changes, and or anomalies over time.
2. **Ask Google!** - Use the search bar in Google Analytics to find immediate answers to your questions and suggestions for reports

14 YouTube assisted conversions

GA4 replaces bounce rate with **session_engagement**. Because it is very easy to trigger engaged sessions, one interaction or 10 seconds on page, unengaged sessions are a clear sign that the audience, ad, and landing page aren't well aligned.

1. **Identify** mismatched audiences and keyword landing pages quickly.

If a user viewed a Youtube video for longer than ten seconds and converted on your website this **unique event type** will fire.

Did a Youtube video view influence a **sales conversion**?

Find more customers who watch videos and are likely to convert by **building a unique audience** from this event, and run ads for look-alike audiences.

Ready to put Google Analytics 4 to work in your business? Contact Us!

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