FAREHARBOR

SPARK

Explore. Connect. Ignite.

Make GA4 Work for You

Exploring Functionality & Reporting

October 8, 2023

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Session Goals

1

Conversion Paths

View a user's journey from start to finish

2

Website Health

Determine if any changes need to be made to your website

3

General Tips

Easter Eggs and unobvious features within GA4

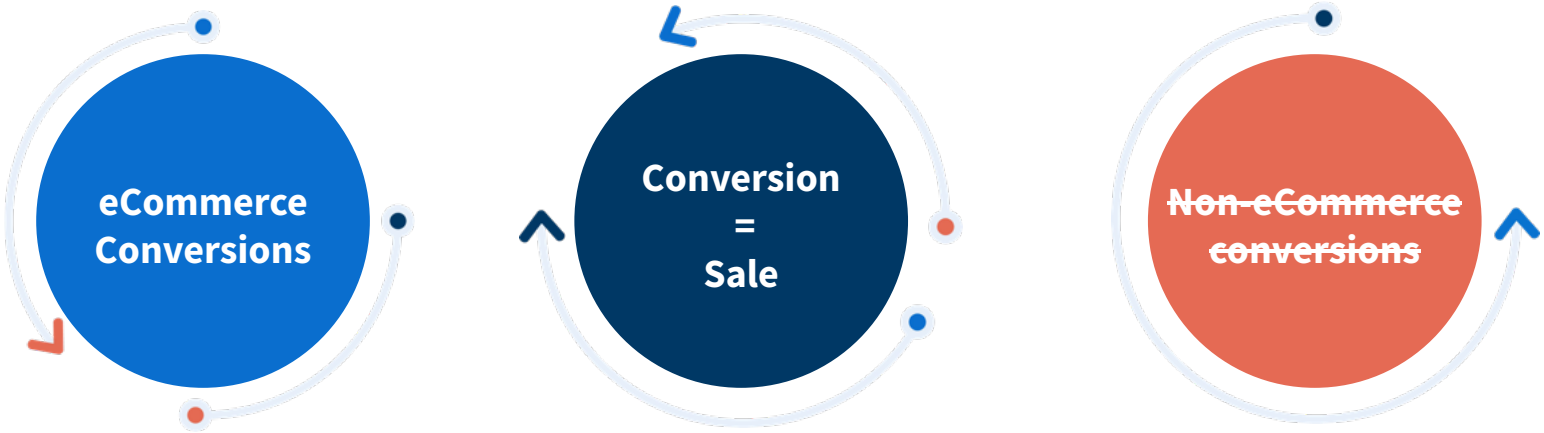
How Does GA4 Work with FareHarbor?

1. FareHarbor captures the session info (Client & Session ID's)

2. The lightframe API scripts passes this info through to FareHarbor to preserve conversion source and session info.

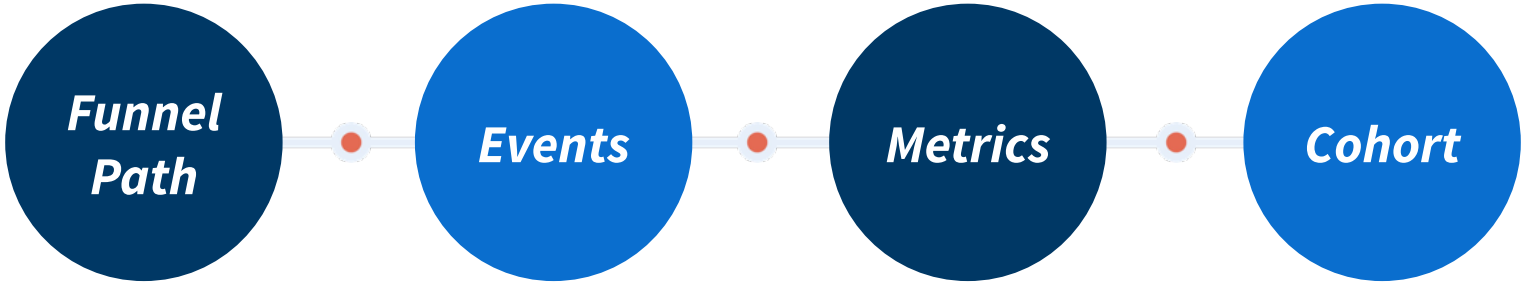
3. GA4 is the only tracker which logs page views for users through the whole booking process.

What is a conversion?



$$\frac{\text{Transactions}}{\text{Total Sessions (Visitors)}} = \text{Conversion Rate \%}$$

GA4 Terminology



A step-by-step view of user behavior on the website.

A technical term for an action a user takes on your website as reported by Google Analytics

A data snippet captured by analytics such as device type or referrer

A group of website users with a specific common denominator.

Path to Conversion

Example Customer: Lionel Messi

Follow the GOAT as he experiences American fun

Discovery

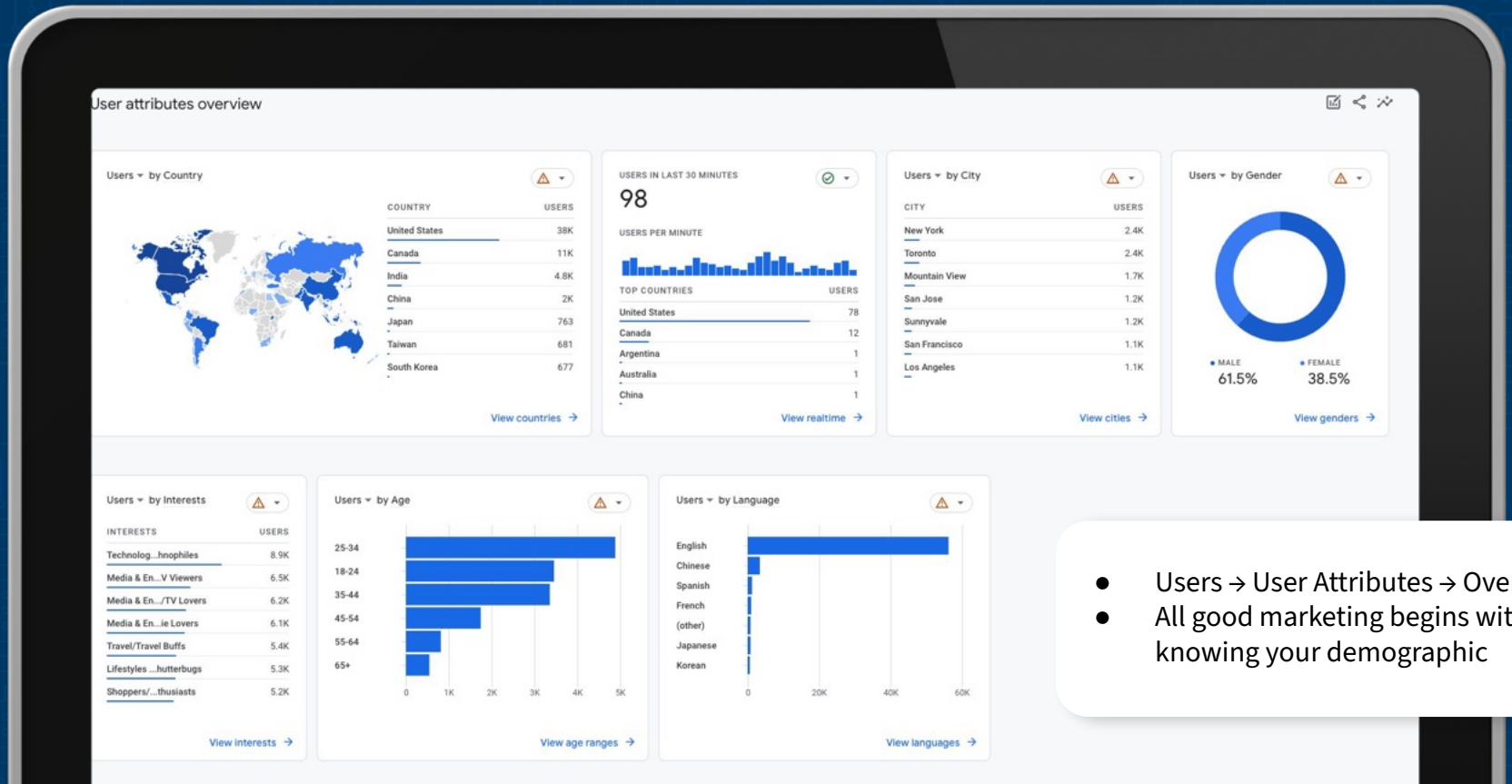
How did Messi discover your website?
Is he part of your target audience?

Discovery -

Are you targeting a specific group or demographic?

1. We target one specific group
2. We target multiple groups
3. We target all audiences

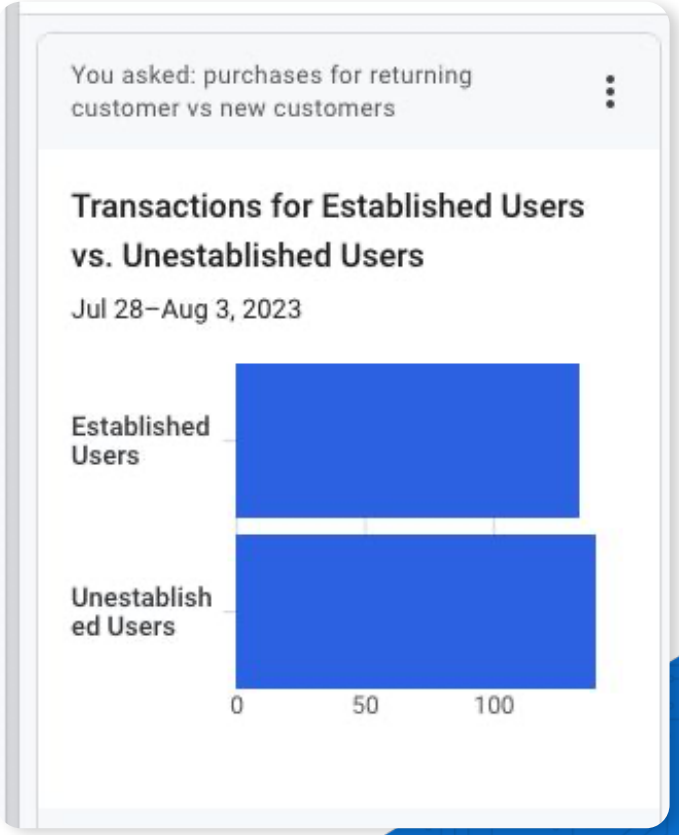
User Attribute Overview Report



- Users → User Attributes → Overview
- All good marketing begins with knowing your demographic

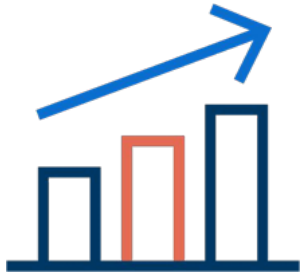
Discovery Sources

- Where are your customers coming from?
- Do you cater to returning customers or new customers?



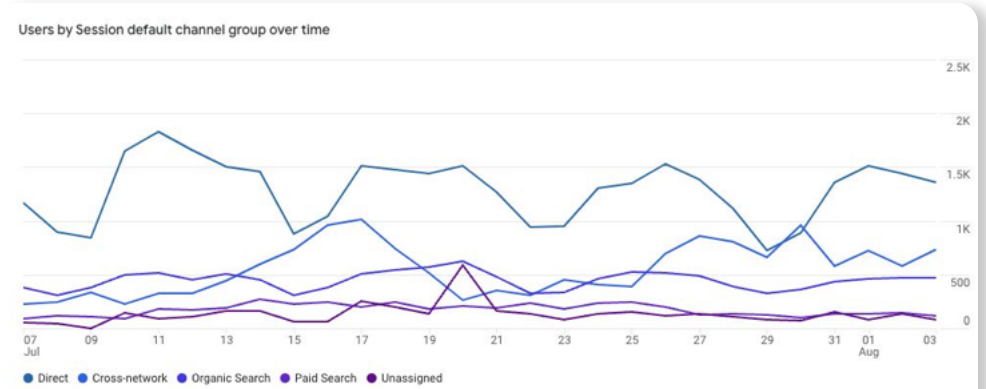
New Users vs. Total Traffic

- Should we look at new users or total traffic?
- If your business is geared toward repeat customers, you can look at the User Acquisition report to determine what segments are driving growth via the website.
- If your business is geared towards converting new customers, look at the total traffic acquisition.



Traffic Acquisition

- Reports → Acquisition → Traffic Acquisition
- This report shows a high level overview of where your traffic is coming from.

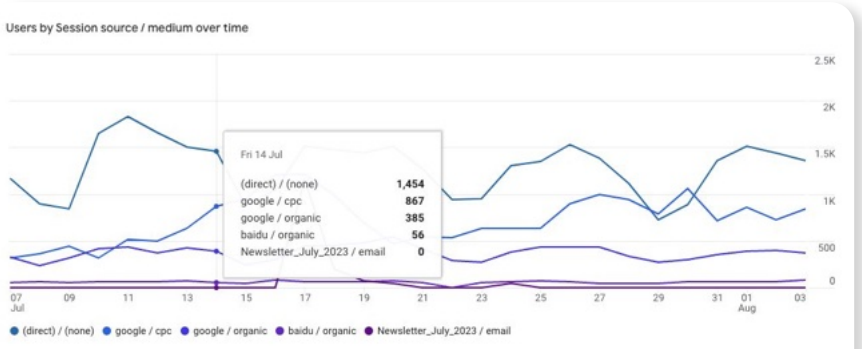


Search...

	Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session
		64,122 100% of total	88,060 100% of total	76,413 100% of total	1m 10s Avg 0%
1	Direct	31,684	42,696	37,467	1m 16s
2	Cross-network	14,198	16,955	16,157	1m 07s
3	Organic Search	10,946	14,292	12,818	0m 59s
4	Unassigned	3,574	3,063	13	1m 51s
5	Paid Search	3,478	5,998	5,343	0m 11s
6	Email	1,510	2,619	2,319	1m 50s
7	Organic Social	876	1,377	1,219	1m 56s
8	Referral	546	820	713	1m 32s

Source/Medium

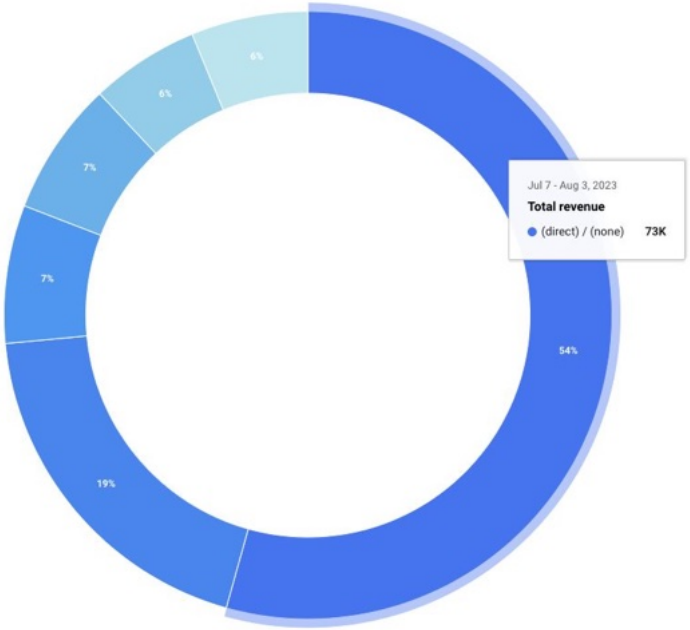
- Swap to source/medium for a closer look.
- This can give you info about the specific site and campaigns are generating traffic.



Search...

	Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session	En
		63,928 100% of total	87,723 100% of total	76,159 100% of total	1m 10s Avg 0%	
1	(direct) / (none)	31,684	42,696	37,467	1m 16s	
2	google / cpc	17,552	22,911	21,626	0m 53s	
3	google / organic	9,002	12,256	10,972	1m 05s	
4	(not set)	3,574	3,063	13	1m 51s	
5	baidu / organic	1,662	1,705	1,572	0m 13s	
6	Newsletter_July_2023 / email	1,384	2,253	2,009	1m 48s	
7	sites.google.com / referral	644	1,048	923	2m 14s	
8	art-analytics.appspot.com / referral	322	501	451	1m 57s	
9	groups.google.com / referral	182	254	224	0m 55s	
10	bing / organic	158	203	178	1m 12s	

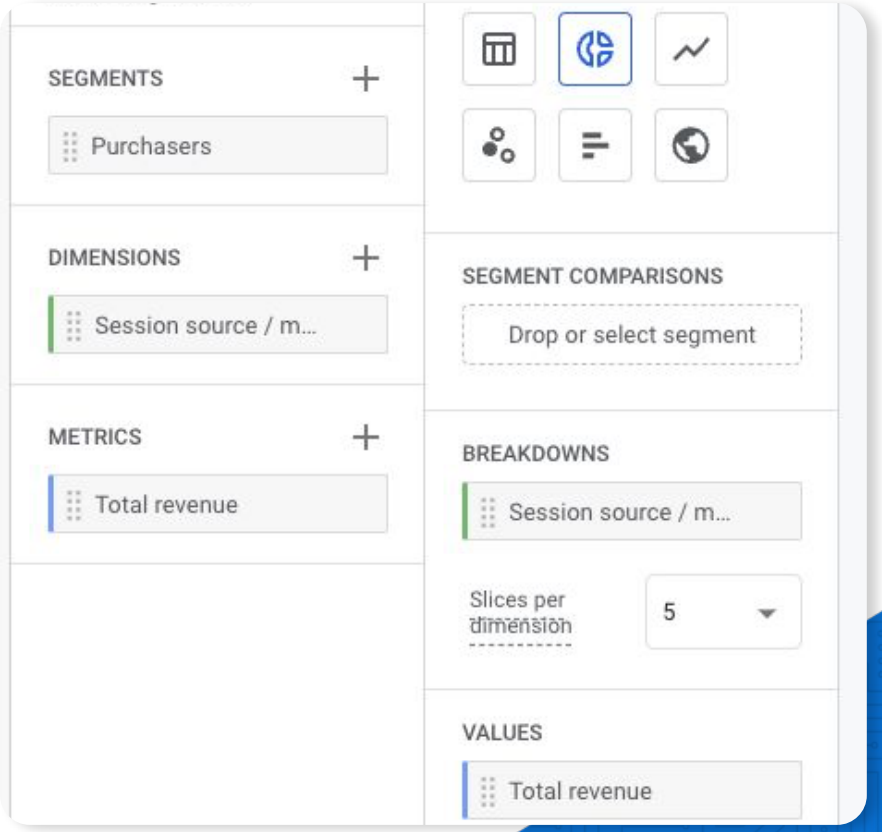
Relative Numbers



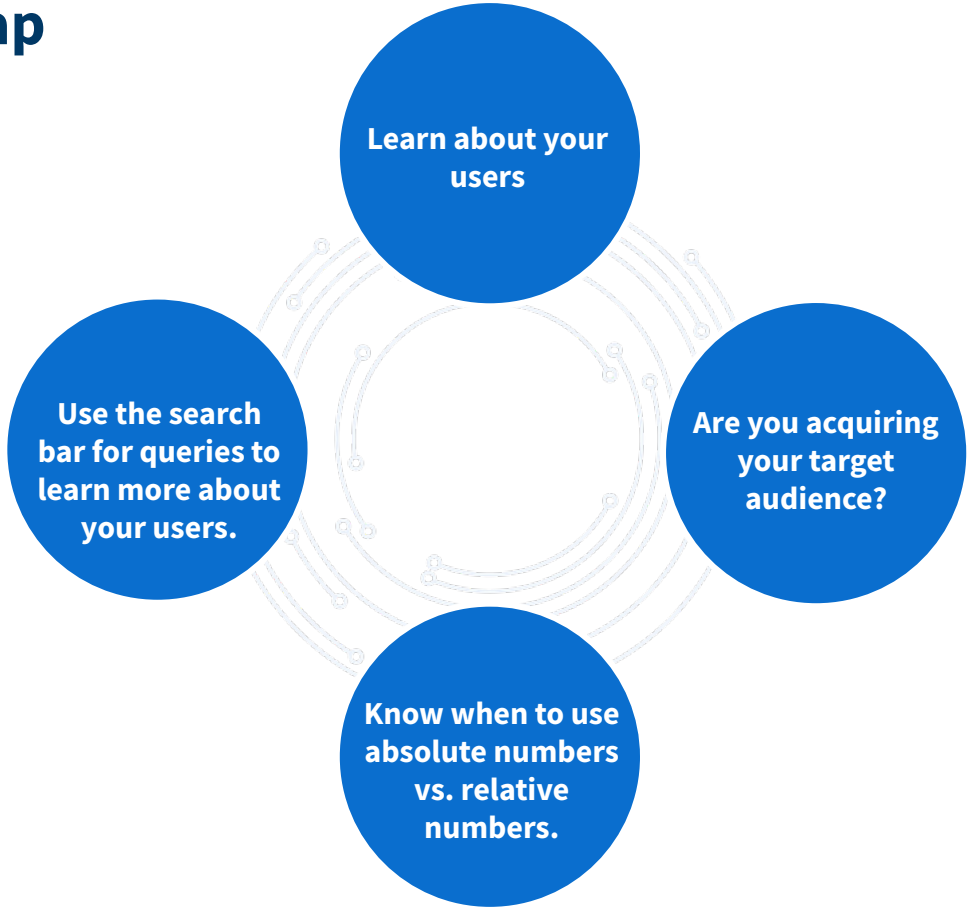
- Default reports can give good info with absolute numbers, but for something like traffic acquisition, **relative numbers (%)** can be more useful.
- **Absolute numbers** are good for looking at site performance over time.

Set Up an Explorer Report

- Explore Tab → New Exploration to create a custom report.
- This will show you source as a percentage of revenue.



Discovery Recap

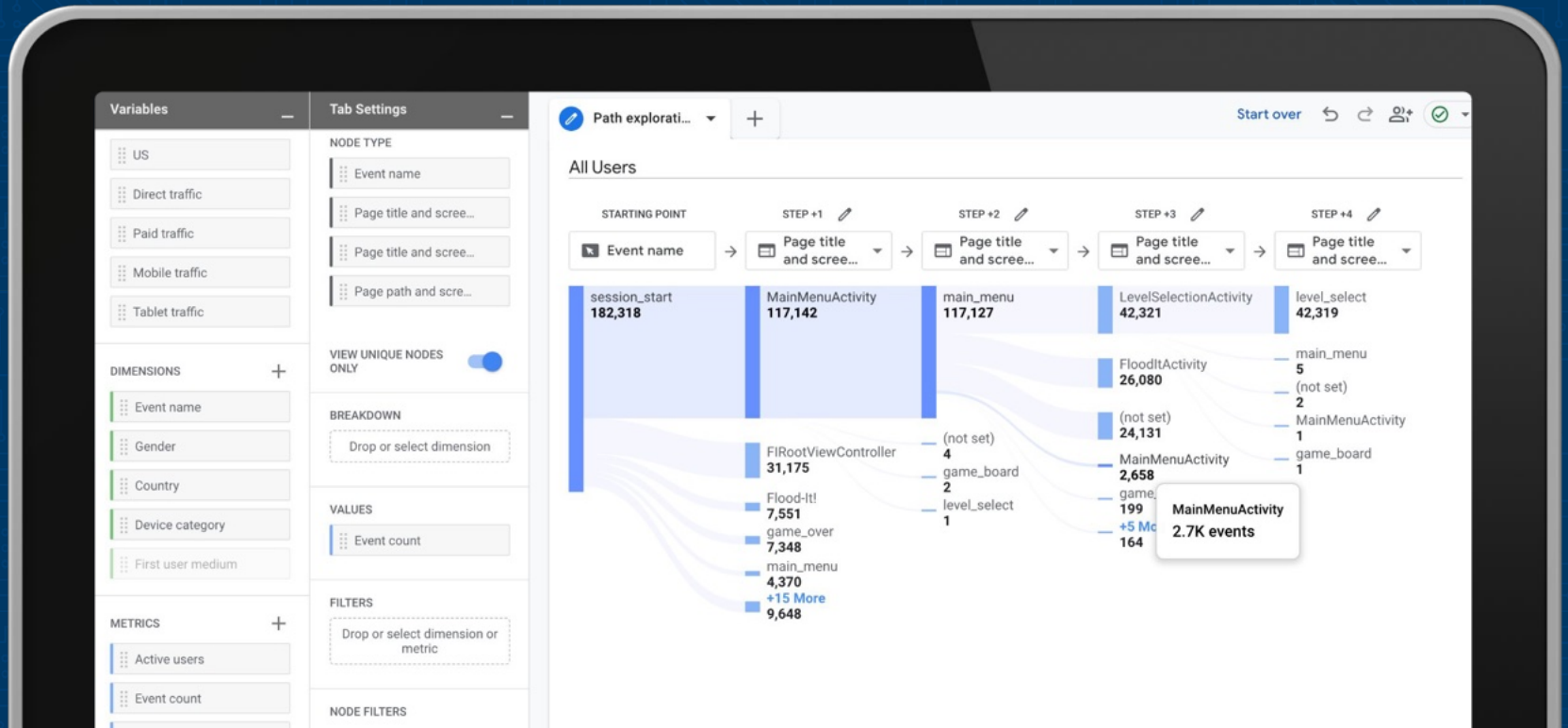


Qualification

How does Lionel navigate through your website?

Path Exploration

Explorations → Custom Reports → Path Exploration



Engagement Rate

- Reports Snapshot → Views by Page title and screen class → Customize Report → Metrics → Add Metric → Add Engagement and/or Bounce Rate
- An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screenviews.

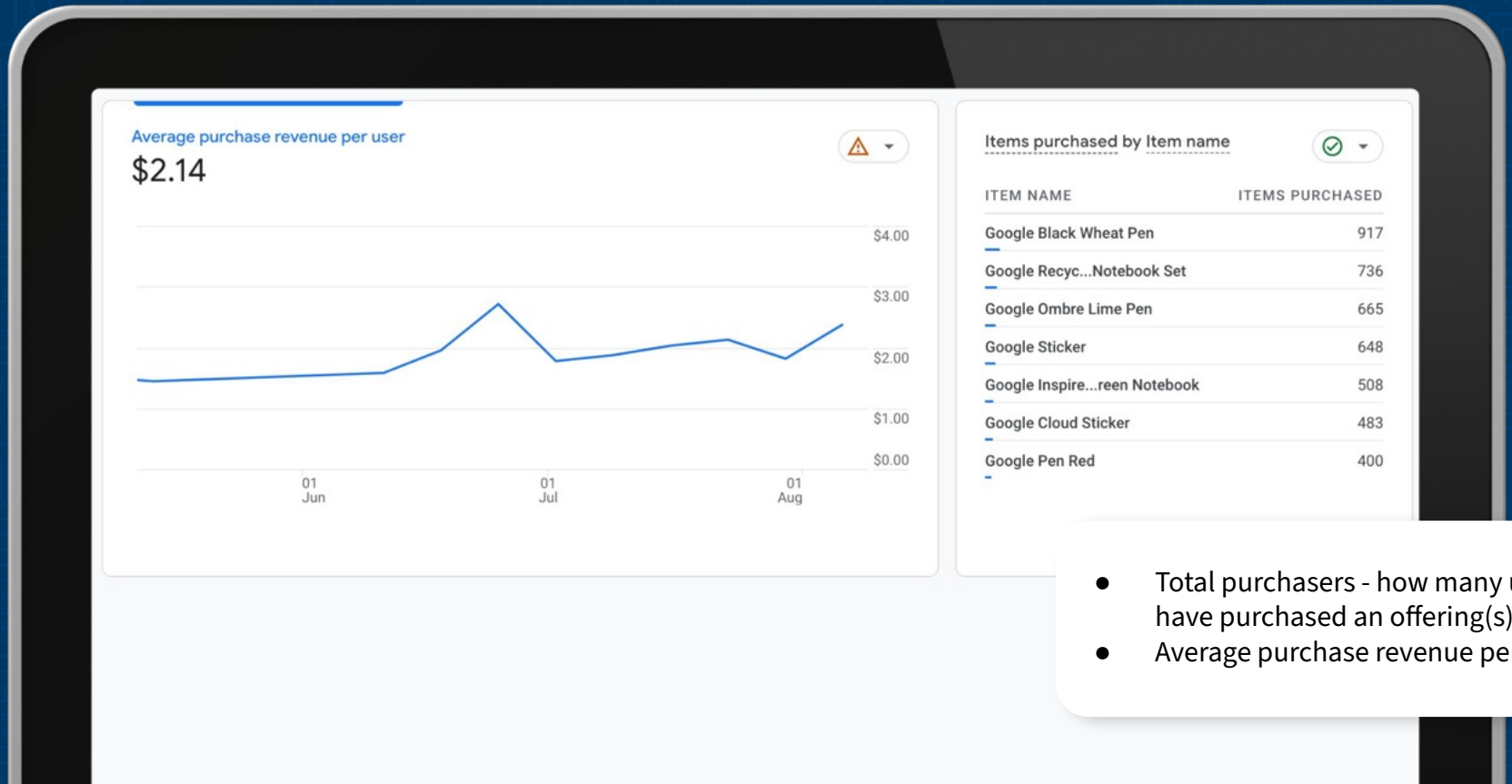
	Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Engagement rate
		340,497 100% of total	194,703 100% of total	1.75 Avg 0%	0m 18s Avg 0%	27.98% Avg 0%
1	Powerful Booking Software, Unmatched Support | FareHarbor	266,323	175,662	1.52	0m 09s	26.69%
2	Get a Live Demo of Our Software | FareHarbor	21,378	13,644	1.57	0m 53s	57.25%
3	Feedback | FareHarbor	8,465	5,440	1.56	0m 35s	46.72%
4	Jobs | FareHarbor	5,421	2,807	1.93	0m 30s	58.67%
5	Dashboard | FareHarbor	4,195	2,569	1.63	0m 20s	39.33%
6	Manage Your Business | FareHarbor	3,289	2,716	1.21	0m 26s	64.5%
7	The Lightframe | FareHarbor	2,742	2,220	1.24	0m 24s	63.18%
8	(not set)	2,250	75	30.00	8m 11s	0%
9	FareHarbor Sites | FareHarbor	1,963	1,629	1.21	0m 18s	43.07%
10	Booking Management for Boat Tours | FareHarbor	1,923	1,595	1.21	0m 22s	59.35%

Qualification Recap

Conversion

Did Messi purchase your offering?
What does his journey look like in your booking flow?

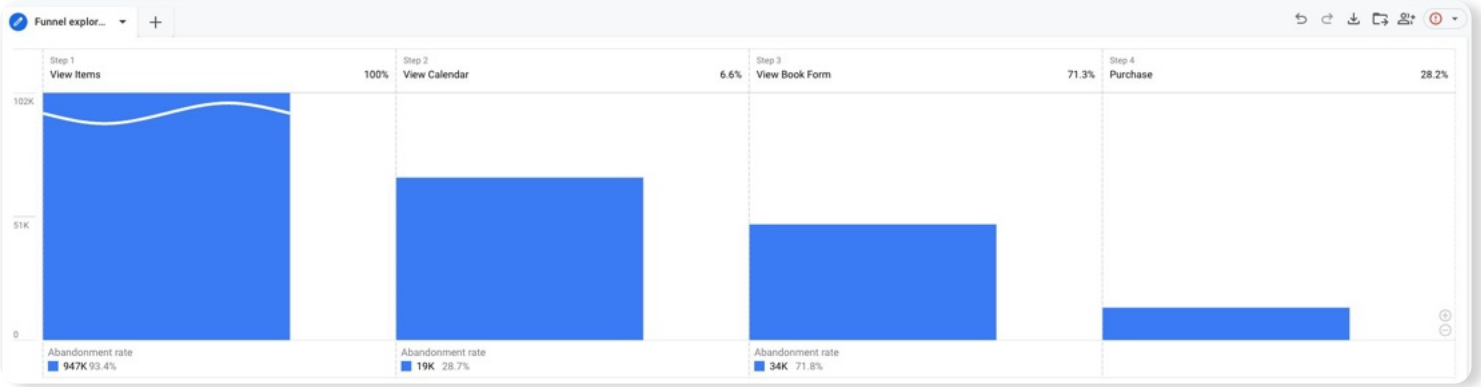
Monetization



- Total purchasers - how many users have purchased an offering(s)?
- Average purchase revenue per user

Create a Conversion Funnel Report

- Track the user's journey through the FareHarbor booking software.
- See how your Dashboard is performing and if there's any pain points you may need to address.
- A large fall off at one of these steps may indicate an issue.



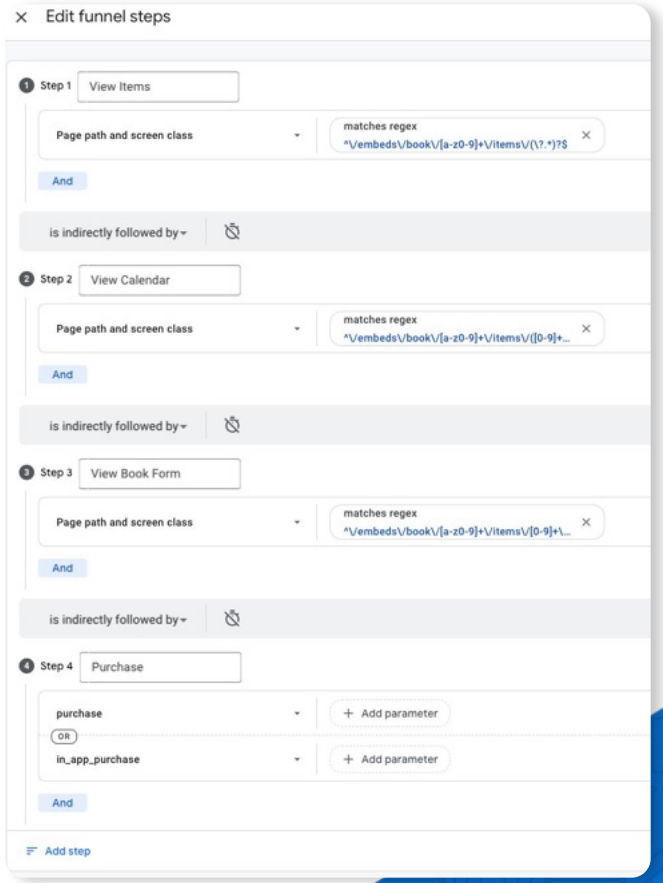
Create a Conversion Funnel Report

- Add in additional metrics to track things like device performance as well.
- 60%+ of booking come from mobile, so be sure your mobile site is optimized as well.

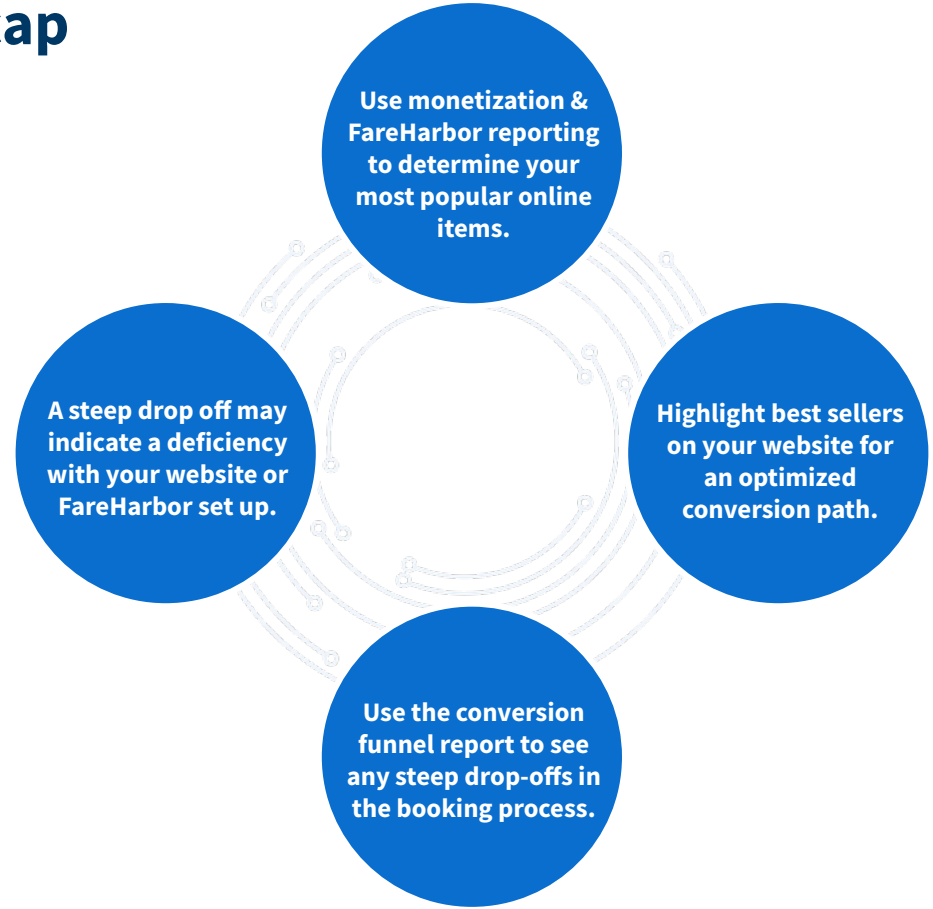
Step	Device category	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. View Items	**Total**	**1,014,427 (100.0%)**	**6.6%**	**947,114**	**93.4%**
	mobile	801,482 (100.0%)	7.8%	739,180	92.2%
	desktop	209,889 (100.0%)	1.9%	205,805	98.1%
	tablet	11,455 (100.0%)	8.1%	10,528	91.9%
2. View Calendar	**Total**	**67,313 (6.6%)**	**71.3%**	**19,334**	**28.7%**
	mobile	62,302 (7.8%)	71.2%	17,929	28.8%
	desktop	4,084 (1.9%)	71.6%	1,159	28.4%
	tablet	927 (8.1%)	73.5%	246	26.5%
3. View Book Form	**Total**	**47,979 (4.7%)**	**28.2%**	**34,438**	**71.8%**
	mobile	44,373 (5.5%)	27.8%	32,020	72.2%
	desktop	2,925 (1.4%)	34.7%	1,911	65.3%
	tablet	681 (5.9%)	25.6%	507	74.4%
4. Purchase	**Total**	**13,541 (1.3%)**	-	-	-
	mobile	12,353 (1.5%)	-	-	-
	desktop	1,014 (0.5%)	-	-	-
	tablet	174 (1.5%)	-	-	-

Create a Conversion Funnel Report

- FareHarbor doesn't send any custom events in the lightframe, but we can track the user journey with page URLs
- Set up a regular expression for each page view in the booking process (item, calendar, book form) and make the last step a purchase event.

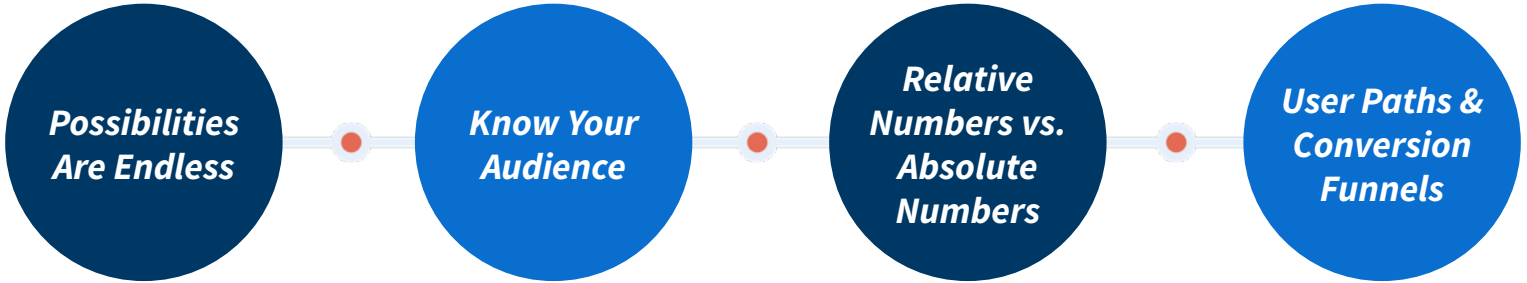


Conversion Recap



Final Thoughts

Main Takeaways



Pinpoint your most valuable data.

Identify who is browsing your website and customize your content appropriately.

Percentages are useful for comparing cohorts while absolute numbers are useful for tracking site performance over time.

Use these to determine where users are struggling with your website and if there are any pages or device categories that need to be fixed.

Thank You