

# Make GA4 Work for You - Exploring Functionality & Reporting

The following instructions below will provide detailed information on how to create and manage custom reports in GA4.

## GA4 TERMINOLOGY

- **Funnel Path:** A step-by-step view of user behavior on the website.
- **Events:** A technical term for an action a user takes on your website as reported by Google Analytics.
- **Metrics:** A data snippet captured by analytics such as device type or referrer.
- **Cohort:** A group of website users with a specific common denominator.

## DISCOVERY

### Source/Medium as a Percentage of Revenue

1. Create a 'New Explorer Report' and under visualization, select 'Donut Chart'.
2. Under 'Dimensions' select 'Session Source/Medium' and Import.
3. Under 'Metrics' select 'Total Revenue'.
4. Drag Dimension to the right under the "Breakdowns" section and drag 'Total Revenue' to the 'Values' section.

## QUALIFICATION

### Path Exploration

1. Navigate to the Explore tab on the left-hand column.
2. Select the Path Exploration option in the template gallery.

### Engagement/Bounce Rate

1. Find the Reports tab on the left-hand column.
2. Scroll to the Views by Page title and screen class section.
3. Click the pencil to Customize Report.
4. Click 'Metrics'.
5. Search for the Bounce or Engagement rate.

## CONVERSIONS

### Set Up Conversion Funnel Reports

1. Navigate to the explore tab and create a new Funnel Exploration report.
2. Next, customize the steps for the report. Click the Edit button next to the Steps (Its a little pencil to the right).
3. For the first step, there are two choices. The first is easier to implement, but the second will be more accurate data.
  - a. For step 1, as the condition, set "Page Path and Screen Class" and "matches regex" for the filter. For the filter value, add the following RegEx: `^\\embeds\\book\\[a-z0-9]+\\items\\(\\?.*)?$`
  - b. Alternatively, set up a "Open Lightframe" GA4 event on your website using the autolightframe callback function. Set this event as the first step. See this help doc for more information: <https://help.fareharbor.com/website/integrations/lightframe/lightframe-api/#advanced-auto-lightframe-usage>
4. Create the following steps. Each one should be Page Path and Screen class and "matches regex" with the corresponding value.
  - a. "View Calendar" : `^\\embeds\\book\\[a-z0-9]+\\items\\([0-9]+\\)?calendar\\([0-9]+\\)?([0-9]+\\)?`
  - b. "View Book Form: `^\\embeds\\book\\[a-z0-9]+\\items\\[0-9]+\\availability\\[0-9]+\\book\\`
5. Depending on your FareHarbor dashboard configuration, you may add in additional steps if you use the cart feature or group your availabilities.
6. For the last step in the flow, select "Events > purchase" for the transaction event when a customer actually makes a booking.
7. This is the basic set up for a Conversion Funnel Report. Add in additional metrics to fine-tune your insights.

