



Mit adtak nekünk a rómaiak a GA4-gyel?



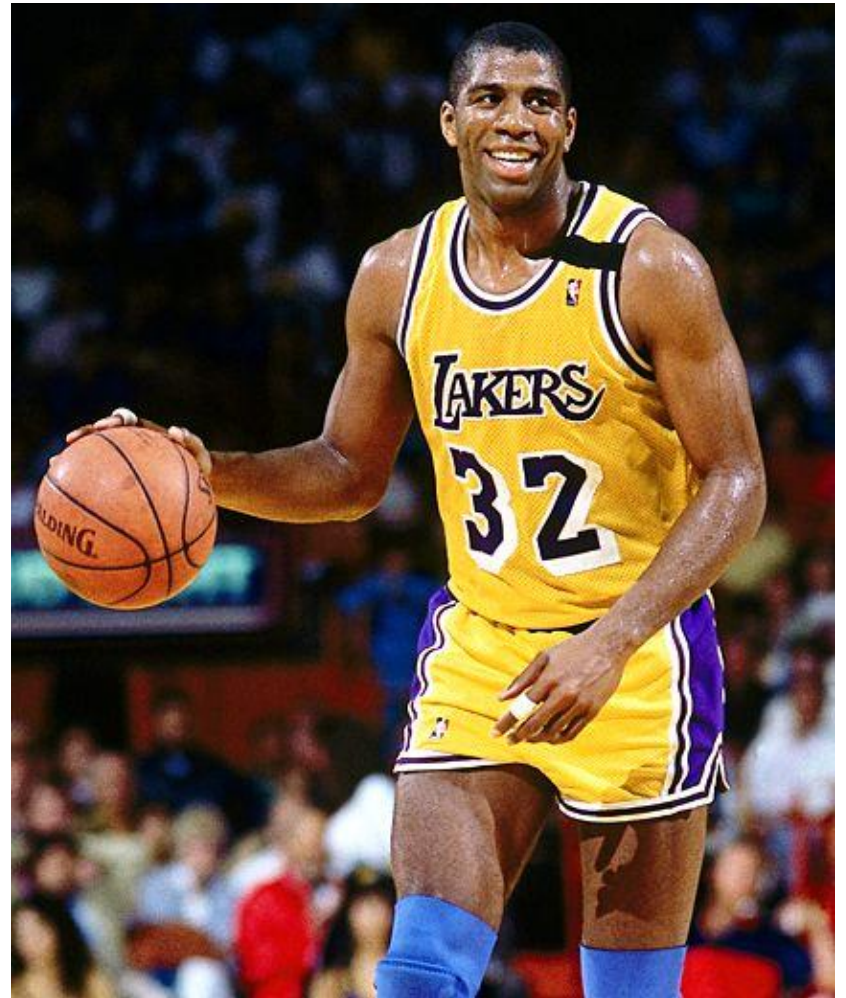
Szabó László
Growww Digital
2022.10.05, Siófok



MIT ADOTT NEKÜNK A GOOGLE ANALYTICS?

- + Átlátható webanalitikát (piaci trend setting)
- + Weboldal-, mobileszköz- és alkalmazás mérést
- + Vásárlói viselkedés riportokat
- + Részletes forrás elemzést (Google ads, organikus)
- + Konverzió mérést, ...
- + Mindezt ingyenesen

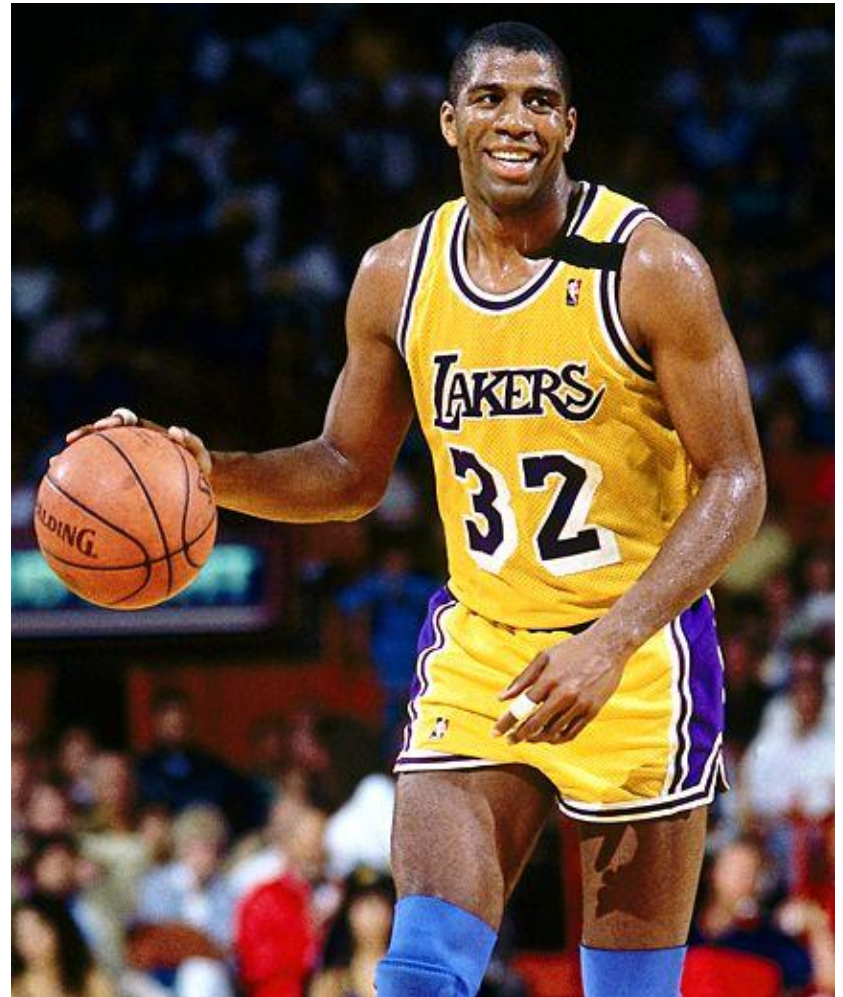
MIT AD(OTT) NEKÜNK A GA4?



MAGIC JOHNSON

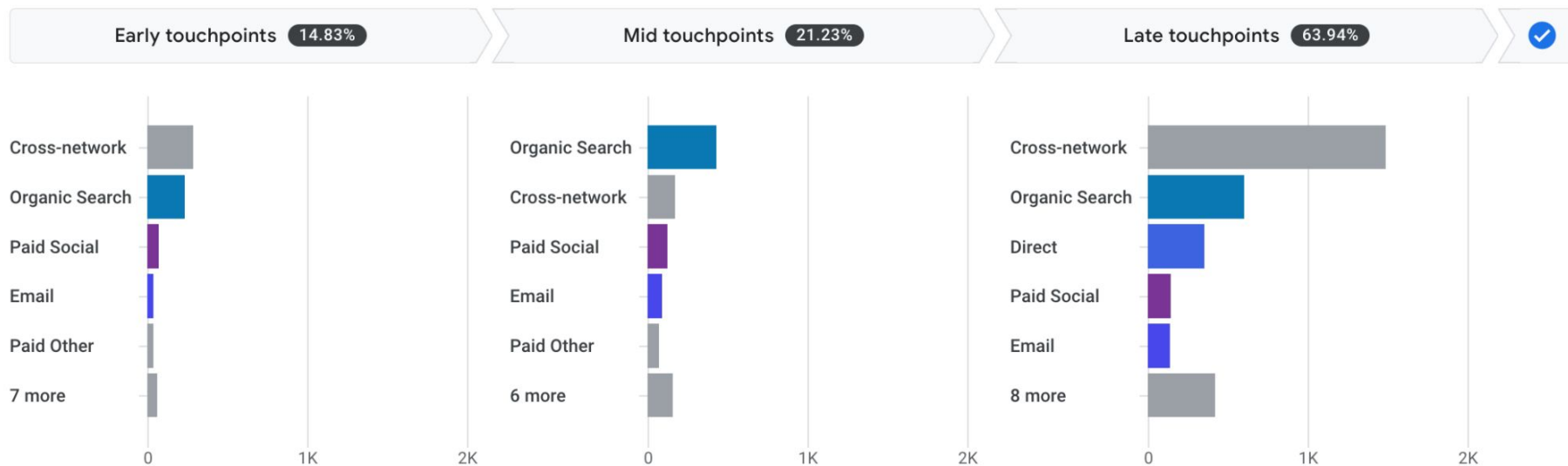
Karrier statisztika

- + A szerzett pontok (konverziók/vásárlás) alapján az erős középmezőnyben lenne a helye
- + 11,2 APG (asszisztencia / meccs), NBA rekorder



1. ATTRIBÚCIÓ, DDA, INKREMENTALITÁS

Conversions by Default channel grouping ▼ using Cross-channel data-driven model▼



1. ATTRIBÚCIÓ, DDA, INKREMENTALITÁS

		Attribution model (non-direct) Cross-channel last click model ▼		Attribution model (non-direct) Cross-channel data-driven model ▼		% Change	
Source / medium ▼ +		↓ Conversions	Revenue	Conversions	Revenue	Conversions	Revenue
		5,160 100% of total	Ft97,219,271.85 100% of total	5,160.00 100% of total	Ft97,219,265.77 100% of total	0%	>-0.01%
1	google / cpc	2,170	Ft39,541,135.64	2,243.60	Ft41,182,549.40	3.39%	4.15%
2	google / organic	1,300	Ft26,563,922.43	1,290.49	Ft26,101,723.80	-0.73%	-1.74%
3	(direct) / (none)	364	Ft7,373,375.79	364.00	Ft7,373,375.79	0%	0%
4	facebook / cpc	310	Ft4,835,276.43	314.45	Ft4,969,230.68	1.44%	2.77%
5	Maileon / email	268	Ft5,333,067.27	271.30	Ft5,417,754.63	1.23%	1.59%
6	glami.hu / cpc	161	Ft2,667,460.79	169.93	Ft2,836,337.92	5.55%	6.33%
7	rtbhouse / retargeting	118	Ft2,031,178.00	78.56	Ft1,286,443.36	-33.42%	-36.67%
8	m.facebook.com / referral	115	Ft2,177,370.32	110.44	Ft2,079,494.16	-3.97%	-4.5%
9	criteo / retargeting	99	Ft1,653,557.41	86.59	Ft1,450,099.87	-12.54%	-12.3%
10	l.facebook.com / referral	59	Ft1,176,110.12	44.65	Ft855,459.43	-24.32%	-27.26%

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1. ATTRIBÚCIÓ, DDA, INKREMENTALITÁS

GA4 ADATVEZÉRELT ATTRIBÚCIÓS MODELL

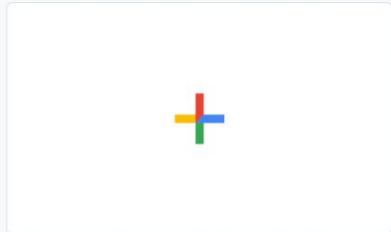
- + Azonosítsuk az önzetlen játékosokat
- + Hozzuk őket játékba többször, finomhangoljuk a marketing mix-ünket
- + **Hozzáadott érték:** 5-10% bevétel / konverzió





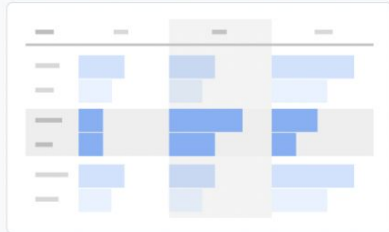
2. FUNNEL REPORTING

Techniques



Blank

Create a new exploration



Free form

What insights can you uncover with custom charts and tables?



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?



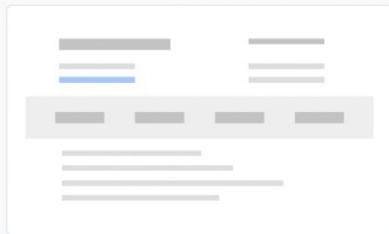
Path exploration

What user journeys can you uncover with tree graphs?



Segment overlap

What do intersections of your segments of users tell you about their behavior?



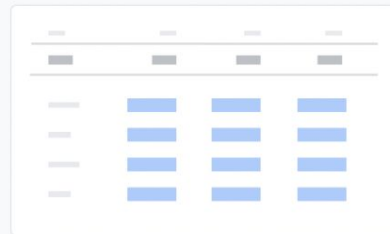
User explorer

What individual behaviors can you uncover by drilling into individual user activities?



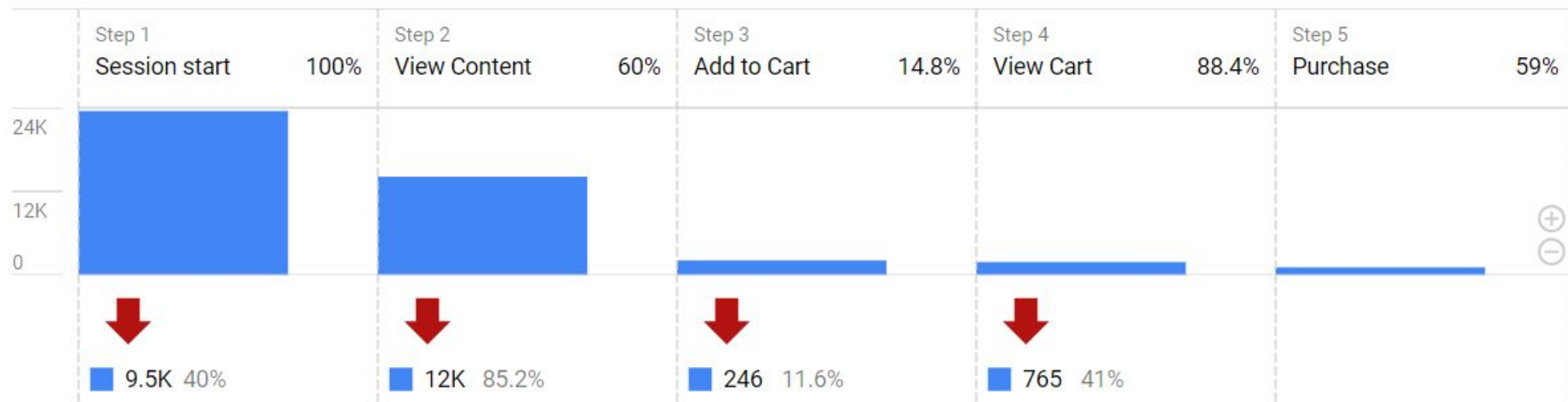
Cohort exploration

What insights can you get from your user cohorts behavior over time?



User lifetime

What can you learn by analyzing the entire lifetime of your users?



Step	Device brand	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
2. View Content	Total	14,258 (60.0%)	14.8%	12,144	85.2%
	Google	8,802 (59.8%)	14.7%	7,509	85.3%
	Mozilla	2,341 (59.3%)	11.6%	2,069	88.4%
	Apple	1,223 (59.7%)	26.4%	900	73.6%
	Microsoft	1,236 (61.0%)	14.8%	1,053	85.2%

2. FUNNEL RIPORTING

GA4 FUNNEL RIPORTING

- + vásárlási viselkedés elemzés (CRO céllal)
- + kritikus weboldali pontok azonosítása
- + **Hozzáadott érték:** 5-10% konverziós arány növekedés



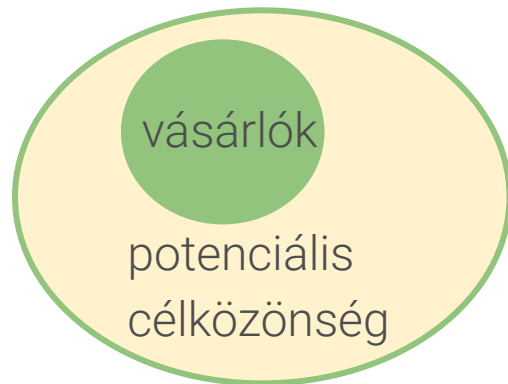
MI MINDANNYIAN EGYÉNISÉGEK VAGYUNK!



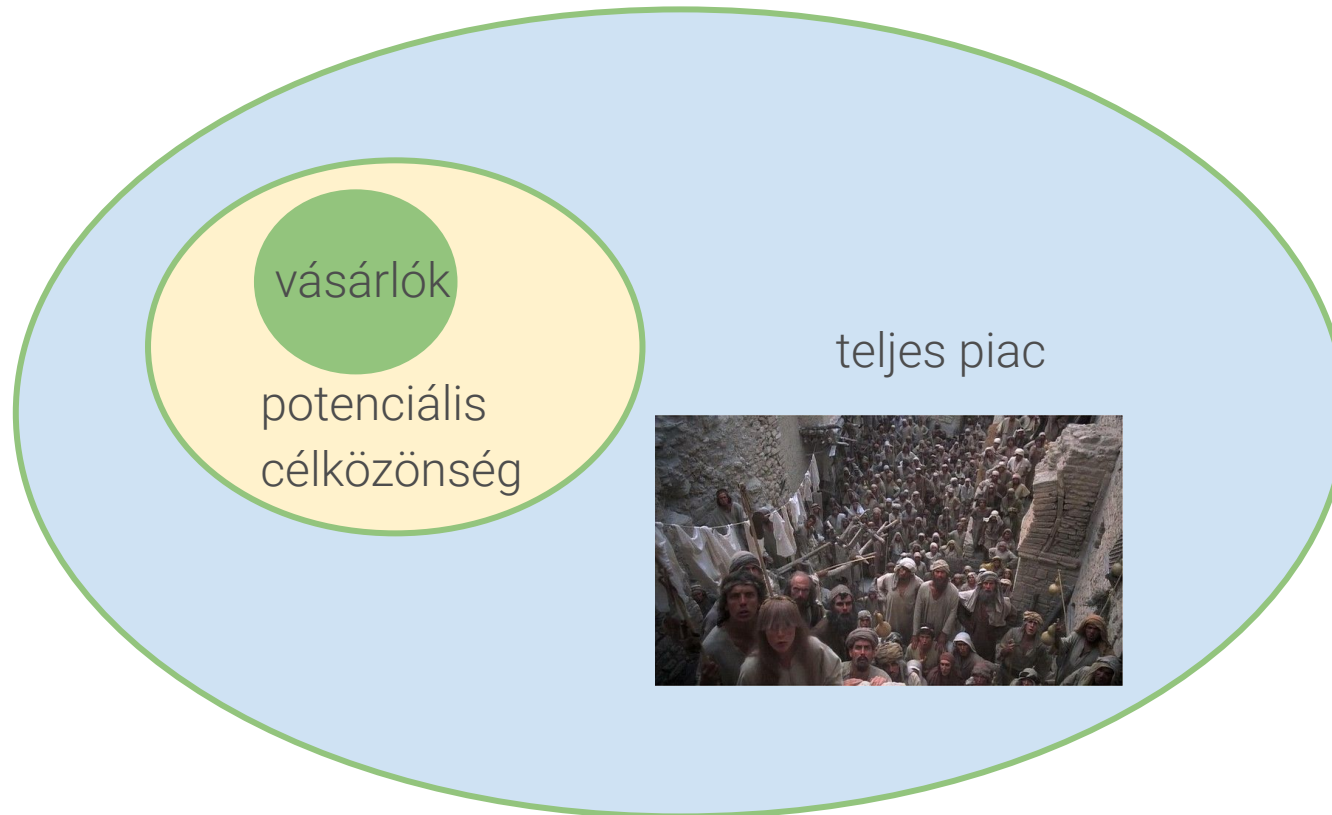
3. PREDIKTÍV ANALITIKA, KÖZÖNSÉGEK



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Suggested audiences

Additional audience suggestions for you to consider

GENERAL

TEMPLATES



PREDICTIVE

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



Likely 7-day purchasers

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

ELIGIBILITY STATUS



Ready to use



Likely first-time 7-day purchasers

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

ELIGIBILITY STATUS



Ready to use



Likely 7-day churning users

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

ELIGIBILITY STATUS



Ready to use



Likely 7-day churning purchasers

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

ELIGIBILITY STATUS



Ready to use



Predicted 28-day top spenders

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

ELIGIBILITY STATUS



Ready to use



3. PREDIKTÍV ANALITIKA, KÖZÖNSÉGEK

GA4 KÖZÖNSÉGEK

- + Közönségek jobb megértése, elemzése
- + Negatív célközönségek
- + Prediktív jövőbeni konvertálók közönségei
- + **Hozzáadott érték:** 0-5% bevétel/konverziószám



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?

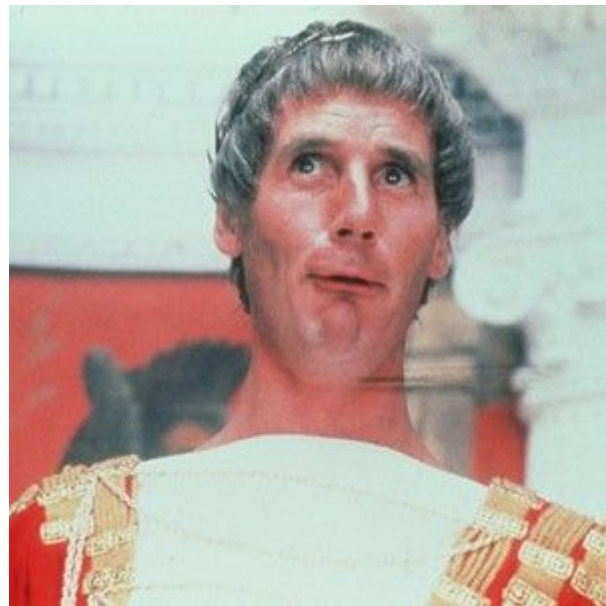
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BELÉPÉST A NAGYOK JÁTSZÓTERÉRE:

- + Attribúciós elemzés és modellezés
- + Vásárlói viselkedés elemzés
- + Prediktív közönségek
- + **Hozzáadott érték:** 15-25% bevétel / konverzió



KÖSZÖNÖM A FIGYELMET!



Szabó László
Társalapító, Head of Growth

