



Unlock Your School's Data

Using Google Analytics 4 to make smarter website decisions

Part 2: Making Sense of Your Data

Red Abbott

VP of Digital Marketing Services

🐎 Grew up on a horse farm

🍎 Former physics and math teacher

⌚ Been doing this since 2011

🌐 Fun fact: Went *back* to the Sphere in Las Vegas

📍 Live in Peapack, New Jersey



Agenda!

1. **Recap** of Session 1
2. Some **definitions**
3. Navigating **the Reports section** of GA4
4. Quick plug for **Finalsite Insights** and tease the upcoming baked-in **CMS<>EMS cross-platform attribution** capability.
5. You tell me - what **questions** remain?



But first!

Some level-setting [polls] and an acknowledgement



← Tweet

 Collin Slattery  @CJSlaterry

I hate the amount of competence that GA4 robbed from me.

It's not even that I think it's a terrible platform, it's that it took thousands of hours of expertise and knowledge where I could do literally anything I wanted and replaced it with me having to Google answers for 90% of the capabilities that I had.



GIRLS

 I can't believe he didn't cry at the Titanic

 Do men even feelings?

BOYS

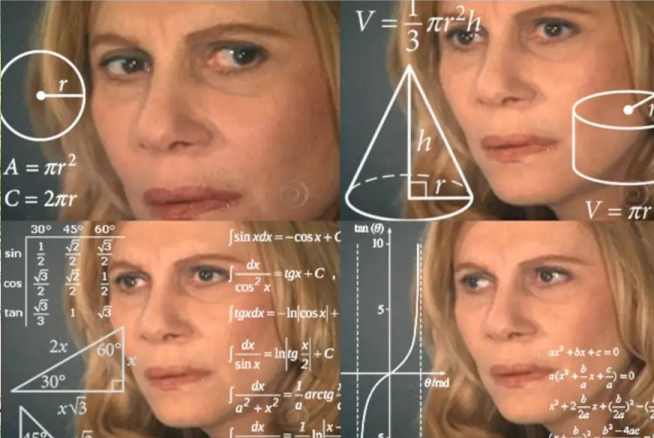
Universal Analytics is shutting down








When you try to compare KPIs in Universal Analytics to GA4



 Update to GA4

OR

draw 25

If we could choose between UA and GA4





Session 1 Recap

Red's Data Analysis Soapbox



In a nutshell

1. The goal is insight, not pretty charts and tables.

Did it work? What should we do differently?

2. Start by defining your objectives and work back to determine the things you will measure.

[Like this.](#)

1	Objective Type	Objective	Downstream	Measurable Website Event	Qualifiers	Value/Significance	Story
2	New connections	Enrolled students	Yield < Admit < Apply	Inquiry or lead form submission	N/A	Home Run	We can now start a conversation! Huge.
3			Yield < Admit < Apply (< Inquire)	Outbound click to inquiry form	N/A	Triple	Shows that they are considering an inquiry. Also: they have to go there before they can complete it.
4			Yield < Admit < Apply (< Inquire)	Pageview of inquiry form	N/A	Triple	Shows that they are considering an inquiry. Also: they have to go there before they can complete it.
5			[The whole funnel]	Engaged Admissions visit	Visit includes Admissions content	Single	People who don't know us have to start somewhere, and...

3. Honestly, I think that's all we accomplished.



Definitions

To the glossary!

https://support.google.com/analytics/topic/9355633?hl=en&ref_topic=14090456



Reports

To the web!





CMS<>EMS GA4 Connection

Back to the web!





We can help

Help us help you - join the Finalsite Insights pilot

SIGN UP TO PILOT
FINALSITE INSIGHTS



[Analytics Framework Worksheet](#) - make a copy!

[Finalsite Insights pilot](#) - help us help you!

Questions

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Do come back for:

July 18 | Part 3: Creating & Tracking “Conversion” Events