FINALSITE

# Unlock Your School's Data

Using Google Analytics 4 to make smarter website decisions

Part 3: Creating & Tracking Conversion Events

# Red Abbott

VP of Digital Marketing Services

🐎 Grew up on a horse farm

🍎 Former physics and math teacher

⏳ Been doing this since 2011

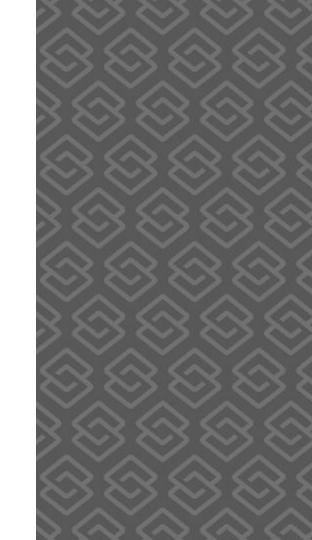🍩 Fun fact: Krispy Kreme enthusiast

📍 Live in Peapack, New Jersey

FINALSITE

# Agenda!

1. **Recaps** of Session 1 & 2

2. What is a **conversion** to you?

3. **Events & Key Events** in GA4

4. How to **find the data** on your key events

5. You tell me - what **questions** remain?

FINALSITE

# 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.**
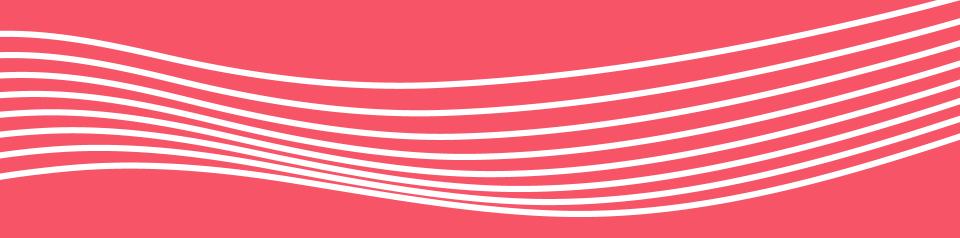
    *Like this.*

| | Objective Type | Objective | Downstream | Measurable Website Event | Qualifiers | Value/Significance | Story |
|---|---|---|---|---|---|---|---|
| 1 | | | | | | | |
| 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.**

FINALSITE

# FINALSITE

# Session 2 Recap
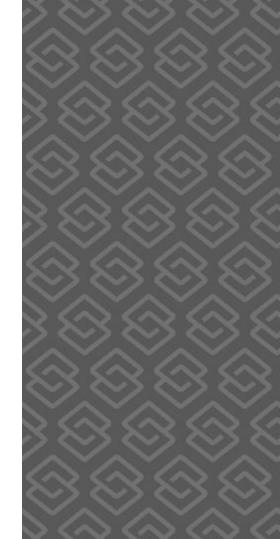
Looking at GA4 reports in the...Reports section

# In a nutshell

1. "Reports" is where to start
2. The library is limited, but you can add to it
   a. "Life cycle" collection has:
      i. Acquisition - How are they getting to the site?
      ii. Engagement - What are they doing there?
   b. "User" collection has:
      i. Audience - What do we know about them (or their devices)?
3. Slicing and dicing is not easy but you can get comfy with:
   a. Date ranges
   b. Filters
   c. Secondary dimensions
4. "Insights" is a whole nother level

FINALSITE

**FINALSITE**

# "Conversions"

What constitutes a conversion in your work?

# A tale of three (enrollment) conversions



## Sally enrolls

I mean, this is the "purchase" that actually impacts the "business's" bottom line, right?



## A form submission

Once you know who they are, it is *on*



## A click out to your enrollment tool

This might be the highest-commitment action you can measure in a website session

FINALSITE
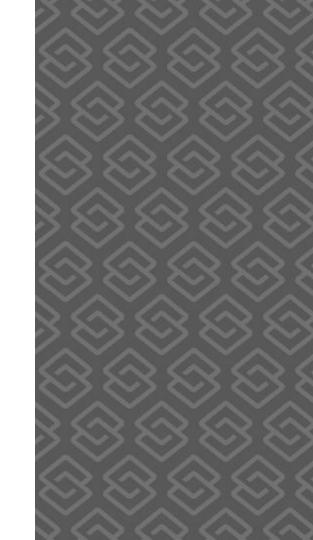
# Well guess what

GA4 has renamed them as "Key Events"

FINALSITE

# Events & Key Events

To the web!

# Events & Key Events

1.  **Work smarter**, not harder

    - [Automatically Collected Events](#) + [Enhanced Measurement](#)

    - Can you slice & dice standard Reports to success?

2.  **Be brave** and Explore

    - This will only hurt a little

3.  **Go wild** and set up new Events & Key Events

    - Sorry, but this is how it works

FINALSITE

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

**Finalsite Insights - help us help you!**

# Questions

[red.abbott@finalsite.com](mailto:red.abbott@finalsite.com)

FINALSITE

# SIGN UP TO PILOT
# FINALSITE INSIGHTS



FINALSITE
UNIVERSITY

**Analytics Framework Worksheet** - make a copy!

**Finalsite Insights - help us help you!**

# Questions

red.abbott@finalsite.com