

GA4 Shopify Slack Weekly Lesson

Compare UA to GA4 Conversions



Overview

One of the most common questions we receive regarding Universal Analytics transition to GA4 is around conversion attribution accuracy.

"Why don't GA4 conversions match Universal Analytics?"

This lesson will show how you can compare UA to GA4 and quick configuration tips.





Options to Compare Conversions by Source/Medium

- 1. Manual comparison by exporting data from UA and GA4
- 2. Use Data Studio template that blends reports
- 3. Use your own data warehouse or third party analysis tool



Manual Comparison



UA: Go to Source/Medium (or Channel) Report

From here select your date range and export in top right.



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GA4: Go to Traffic Acquisition Report

From here select your date range and edit in top right. You'll then be able to customize.





GA4: Go to Traffic Acquisition Report (continued)

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Configure dimensions and metrics to match the example below (or customize to your own needs). Then Save as a new report. Once saved, export as shown in image on right.

20 20 20 20 20 20 20 20 20 20	15 teed segment / email @ attention / teor	90 day 500 attentive / text	0 5K 10K	15к 29к 25к	METRICS (UP TO 12) If Sessions U If Conversions If Total revenue	8 8		
Q. Search				to: <u>1</u> < 1-10 of 146 >	# Session conversion rate	8		
Session source / medium 🔹 🕂 🕂	↓ Sessions	Conversions All events 👻	Total revenue	Session conversion rate All events *	Add metric	•		
	113.645 100% of total	2,314.00 100% of total	\$248,203.18 100% of total	2.02% Avg 0%				
1 facebook / paid	20,482	239.00	\$23,920.15	1.15%				
2 (direct) / (none)	20,346	381.00	\$38,505.25	1.84%				
3 google / cpc	12,878	305.00	\$30,723.24	2.35%				
4 90 day engaged segment / email	10,719	305.00	\$36,824.73					
5 attentive / text	9,876	199.00	\$21,874.90	All Users				Last 28 days Dec 25, 2022 - Jan 21, 2023 -
6 Entire List / email	6,730	144.00	\$17,178.76					
7 google / organic	5,473	85.00	\$9,687.03	LIA to C	A 4 Course /Med		nort O	🙀 < 🛪 🧷
8 facebook / (not set)	4,529	79.00	\$7,905.20		A4 Source/Med	ит кер		
9 facebook / referral	4,214	20.00	\$2,067.22	Add filter	F)			
10 Sendlane / email	3,591	98.00	\$10,649.85	×			Ennester COV (const1 4	1
						-	Export as CSV (scroll do	own when opening)
_				Session	ns by Session source / m	edium over	r time Ses	ssions by Session source / medium



Data Studio Comparison



Data Studio Comparison

Here's a snapshot of a blended row report that keys off of source/medium. You can see UA and GA4 order information within each row. But beware of data discrepancies like referral exclusions and casing of source/medium that distorts data (ex. Missing large # of orders in GA4).

- See the Quick Fixes section to learn how to fix.
- Wondering why GA4 has fractional order #s? Data Driven Attribution Model (future lesson!).

	Source		Medium	UA Orders 🗿 🔹	GA4 Orders 🧿 🔹	Order Diff	UA Conv. Rate	GA4 Conv. Rate
2.	90 day engaged segment		email	303	147.64	155.36	2.94%	2.33%
3.	google		срс	281	162.16	118.84	2.06%	2.44%
4.	attentive		text	233	100.26	132.74	2.43%	2.49%
5.	entire list		email	145	null	null	2.35%	nul
5.	google		organic	125	77.08	47.92	1.9%	2.15%
7.		- opened	email	125	null	null	4.03%	nu
В.	m.facebook.com		referral	124	18.93	105.07	3.16%	5.92%
9.	facebook		paid	114	122	-8	0.52%	2.189
10.	sendlane		email	110	null	null	2.56%	nul
11.	facebook		(not set)	92	31.15	60.85	1.05%	2.79
12.	linktr.ee		referral	89	72.47	16.53	2.58%	1.239



Data Studio Comparison

You can connect your UA and GA4 properties to enable a quick comparison to find gaps. The report template we created has two separate pages:

- 1. One page showing source/medium order information that blends UA and GA4 data by source/medium
- 2. A 2nd page showing source/medium order information for UA and GA4, respectively

A few notes to consider:

- Session conversion rate exists in GA4 UI, but <u>does not exist in data studio</u>. You need to create a custom calculated field (which you'll see how to create in future slide)
- If you have multiple events marked as conversion (ex. Purchase and add to carts) then add a filter on the report where **event name** contains **purchase** (already included on the template)
- There are known issues in GA4 data studio connector API so you might see weird results (ex. low sessions)



Make Copy of Data Studio Report

<u>Click here to view and make a copy</u>. You'll then be prompted to connect your data sources (image on right). For the first report select your Universal Analytics view. Then select GA4 for 2nd source.

Reset	+ Share -	:	
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Dec 23, 2022 - Jan 21, 2023	Present	NEW	

P					
C	Copy this report				
s	elect a data source(s) to be added to the	new report.			
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e	- GA4	- GA4		•	
	lote that report editors can create charts urrently included in the report.	using the new data sources and can add	l dimensions and m	netrics not	
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(Optional) Add Custom Fields

In order to add GA4 Conversion Rate you need to Add a Field to the GA4 Data Source and create a custom metric formula. If you'd like to add an Order Diff column like the comparison example, create another custom metric as shown below.

GA4 Conversion Rate

Order Difference Formula





Quick Data Fixes

Referral Exclusions Custom Filters



Referral Exclusions - Universal Analytics

Chances are you have referral exclusions set up in UA. These ensure your attribution (ex. UTM source/medium) for transactions remain accurate and aren't "stolen" by payment URLs.

ADMI	IN USER				
	Property + Create Property	These settings only work with the <i>analytics.js</i> version of the tracking code. If you're using the <i>ga js</i> ver <i>ga js</i> , customize these settings to match your previous configuration for data continuity.			
~	GA4 Setup Assistant	Referral Exclusion List 💿			
	Property Settings	Exclude these domains from your referral traffic. Users arriving at your site via any of these domains will not be			
	<> Tracking Info	+ ADD REFERRAL EXCLUSION			
	Tracking Code Data Collection Data Retention User-ID Session Settings Organic Search Sources Referral Exclusion List Search Term Exclusion List	Domain Name paypal.com shop.app pay.google.com checkout.shopify.com			
	Property Change History				
	Dd Data Deletion Requests	checkout.sezzle.com			
	PRODUCT LINKS				





Referral Exclusions - GA4

You should set these up in GA4 as well. Go to Property Settings > Data Streams > Configure Tag Settings.

			Events
Analytics ADMIN USER Property Concentrations	Q Try searching "how to set up Analytics"	F	 Enhanced measurement Automatically measure interactions and content on your sites in addition to standard page view measurement. Difference information will be sent to Google. Learn more Measuring:
Setup Assistant Property Settings	All IOS Android Web Add stream		Modify events Modify incoming events and parameters. Learn more
*** Property Access Management	S2 1490/170 Recenting tradic in pass 46 motins	<u></u>	Create custom events Create new events from existing events. Learn more
Data Streams Events	Click to view more settings		Create an API secrets to enable additional events to be sent into this stream through the Measurement Protocol. Learn more
Conversions			Google tag
Custom definitions		ſ	Configure tag settings
Data Settings			Configure your Google tag behavior, including cross-domain linking and internal traffic. Learn more
Data Retention Data Filters			↔ Manage connected site tags Load tags for additional properties or products using this stream's on-page Google tag. Learn more 1 connected >
	A 1999 Canada Hambalan Kama I Taman at Canada - Dakaran Balinai III na atau da sa		View tag instructions Gal instructions for how to implement your Gongle Tag for this data stream Learn more



Referral Exclusions - GA4 (continued)

Then go to List Unwanted Referrals > Add Your Referral Exclusion Configurations

C Untitled tag			
ry Admin			
Google tag ③ Destinations ③ Untitled tag IDs: G-	× Lis	t unwanted referrals G ^{Untitled tag}	
Settings Some tag settings apply only to specific destinations	rless A	Append the parameter "ignore_referrer" to the traffic	identified by the conditions below.
Manage automatic event detection Configure which types of events your Google tag should automatically detect for measurement in associated destinations	>		
Configure your domains Specify a list of domains for cross-domain measurement	>	Configuration	
Allow user-provided data capabilities Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.	• 0 >	Ignore referrals that match ANY of the following	g conditions as traffic sources
Collect Universal Analytics events Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website		Referral domain contains	shop.app
Define Internal traffic Define IP addresses whose traffic should be marked as internal	>	Referral domain contains	paypal.com
-X List unwanted referrals Specify domains whose traffic should not be considered to be referrals	>		
Adjust session timeout Set how long sessions can last	>		
Override cookie settings Change how long cookies last and how they are updated	>		



Lowercase Filters

You may be using lowercase or other custom filters in Universal Analytics that modifies your custom UTM parameters and/or traffic source data. Unfortunately you currently don't have the ability to add these same types of filters to GA4. So when comparing UA to GA4 your filter options boil down to:

- 1. Remove these custom filters in UA
- 2. Implement these filter overrides during data collection (ex. in GTM)
- Keep casing consistent in UTM tagging (ex. Lowercase, no special characters).
 Otherwise UA may show lowercase while GA4 is upper-case which means they won't blend into same row on report

ADMI	N USER			
	View + Create View			
	Master	+ ADD FILTER	Assign Filter Order	
4	View Settings	Rank ∔	Filter Name	Filter Type
	Goals	7	Lowercase Event Action	Lowercase
	Goals	8	Lowercase Event Label	Lowercase
	A Content Grouping	9	Lowercase Event Category	Lowercase
	Filters	10	Lowercase Campaign Source	Lowercase
	Channel Settings	11	Lowercase Event Medium	Lowercase
	Ecommerce Settings	12	Lowercase Event Campaign Name	Lowercase
	Dd Calculated Metrics BETA	13	Lowercase Search Term	Lowercase
	PERSONAL TOOLS & ASSETS	14	Lowercase Campaign Term	Lowercase
	≣ ≣ Segments			
	Annotations			



Closing



Summary

If you have your own data warehouse, an in-house analyst, or have a tool like Daasity then chances are they can help manage this comparison for you.

It's important to note that it's unlikely that UA is going to match GA4 100%. There are so many differences in how data is processed, reported, and visualized in GA4. Not to mention attribution reporting settings are different.

At the minimum be sure:

- Both are collected data the same way (client-side or server-side)
- Data collection settings like referral exclusion and filters are similar
- You thoroughly review your GA4 property settings and data to ensure no major gaps exist