

Making Sense of Your .Edu Through GA4 Analytics

FAQs from August 30, 2023 webinar

Can you define “events”?

Events are user interactions with your website. They can be used to help you understand how users are engaging with your content and to measure the effectiveness of your marketing. During the webinar, we discussed events in context of Enhancement measurement within GA4 where specific events can be collected by default. [Attached](#) is a great resource from Google that provides more context about events.

What is the difference between “objective” and “goal?”

An objective answers the question “What are we trying to do?” while the goal answers the question “How are we going to do it?”. In the webinar we talked about our objective being to generate more leads while our goals were to do SEO, improve paid search, and reduce the time spent on an application. Those goals are tactics that we can control and are aligned with our objective.

Have you explored using the updated GA4→ Big Query connection when stakeholders necessitate higher granularity than just directional data?

We have not yet utilized the updated GA4 to BigQuery connection because we have systems in place that replicate BigQuery's functionality. However, we are exploring its potential to integrate with our backend data for further flexibility and scalability.

Is it possible to see demographic information in GA4? Are those segments that you have to set up?

It is possible to see demographic information in GA4 through Google Signals. When Google Signals is turned on, Google will collect demographic information about your users from their Google accounts and match it with their activity in your GA4 property. There are threshold requirements that need to be met before data can be populated. For more information see the [attached article](#) from Google.

How much do you use Looker Studio for your reports?

We use Looker frequently for partner and internal reports. While you can get a lot out of Looker using the free connections we prefer using the SuperMetrics connectors for more robust reporting.

Do you have to enable anomaly detection? Or you're saying you may have to enable something to do with a fix to the anomaly that has been identified?

Anomaly detection is an optional feature in Google Analytics 4 (GA4). You do not need to enable it, but you will need to enable Insights & Recommendations if you want to use some of the features that we discussed in the webinar.

To enable Insights & Recommendations, you can follow these steps:

1. Go to your GA4 property.
2. Click the Home tab.
3. Scroll to the bottom of the page and click Insights & Recommendations.
4. Click View all insights.
5. Select the insights that you want to enable.
6. Click Save.

You can choose to enable the pre-defined insights or create your own.

How do you differentiate the "Apply click" from any other click if all clicks are tracked as one "click" event?

There are two ways to do this. You can create an exploration report in GA4 that uses the dimensions "Event Name" and "Link URL" and a metric of your choosing. You can then filter that report by the event name "click" to understand which links are being clicked on the site. Alternatively, you can create the event in Google Tag Manager (GTM). This is our preferred method, especially if you are going to be reusing the event because GA4 provides a broad view of events, but GTM offers more precision and flexibility.

Is the segmentation by application completion all based on a web-hosted application or is this tied to a student record in a CRM like Slate?

It's based solely on marketing data—as far as we can track using GA4.