

# **Prieskum: Ako často sa pozeráte do GA?**

## Ako často sa pozeráte do Google Analytics

You can see how people vote. [Learn more](#)

Pravidelne (každý deň) ✓

43%

Max 1x týždenne ✓

29%

Max 1x mesačne ✓

6%

Výsledky sledujem inde ✓

22%

# GA4 na steroidoch

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# Obsah

1. **Môžeme veriť dátam v Google Analytics?**
2. **Must-have pre 2024**
3. **Moje obľúbené hacky v GA (+GTM)**

- ✓ **Integrácia medzi Google nástrojmi**
- ✓ **Zber detailných dát cez browser**
- ✓ **Možnosť obohatiť dáta**
- ✓ **Užívateľské rozhranie**
- ✓ **Modelovanie konverzií**

- ✗ **Not set**
- ✗ **Rastúca diskrepancia dát**
- ✗ **Užívateľské rozhranie**
- ✗ **Modelovanie konverzií**

**Vždy overovat' GA vs CRM**

- Home
- Financial report
- GA4 vs CMS**
- Ecommerce Overview
- Margin Report
- Out of stock
- Customer analytics
- MER Calculation
- LTV



Brand:  (1) ▾

Country: HU (1) ▾

## GA4 vs CMS

Filter

How big is the data gap between your CMS and GA4?

Brand	Country	Year-Month ▾	Transactions CMS	Transactions GA4	Discrepancy	Revenue CMS	Revenue GA4	Discrepancy
	HU	202405	1,634	1,676	-2.57%	58,346.43	57,684.40	1.13%
	HU	202404	3,406	3,594	-5.52%	121,010.02	120,616.82	0.32%
	HU	202403	3,033	3,156	-4.06%	104,560.75	103,445.40	1.07%
	HU	202402	8,370	8,832	-5.52%	252,831.19	244,385.67	3.34%
	HU	202401	9,558	9,895	-3.53%	311,285.04	298,527.56	4.1%
	HU	202312	4,432	4,632	-4.51%	141,623.94	138,618.01	2.12%
	HU	202311	4,561	4,762	-4.41%	151,748.62	147,220.67	2.98%
	HU	202310	11,164	11,649	-4.34%	351,467.00	333,989.06	4.97%
	HU	202309	3,920	4,040	-3.06%	136,899.60	130,181.88	4.91%
	HU	202308	3,746	3,883	-3.66%	133,484.41	131,603.47	1.41%
	HU	202307	3,688	3,836	-4.01%	124,269.07	121,168.87	2.49%
	HU	202306	3,984	4,110	-3.16%	148,196.85	146,194.79	1.35%
	HU	202305	4,008	4,242	-5.84%	149,176.81	150,641.48	-0.98%
	HU	202304	3,386	3,489	-3.04%	117,600.85	112,106.85	4.67%
	HU	202303	3,448	3,120	9.51%	116,658.51	97,329.34	16.57%
	HU	202302	8,512	7,766	8.76%	235,671.00	192,975.89	18.12%

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**Nastavenie cez **GTM** nemusí byť vždy  
najlepšie riešenie**



# Must-have pre 2024

- Consent mode V2
- UTM taxonómia
- Redukovaný not set
- Kontrola dát s CRM

# Moje oblíbené **hacky** v GA

# HACK 1: Marža do GA

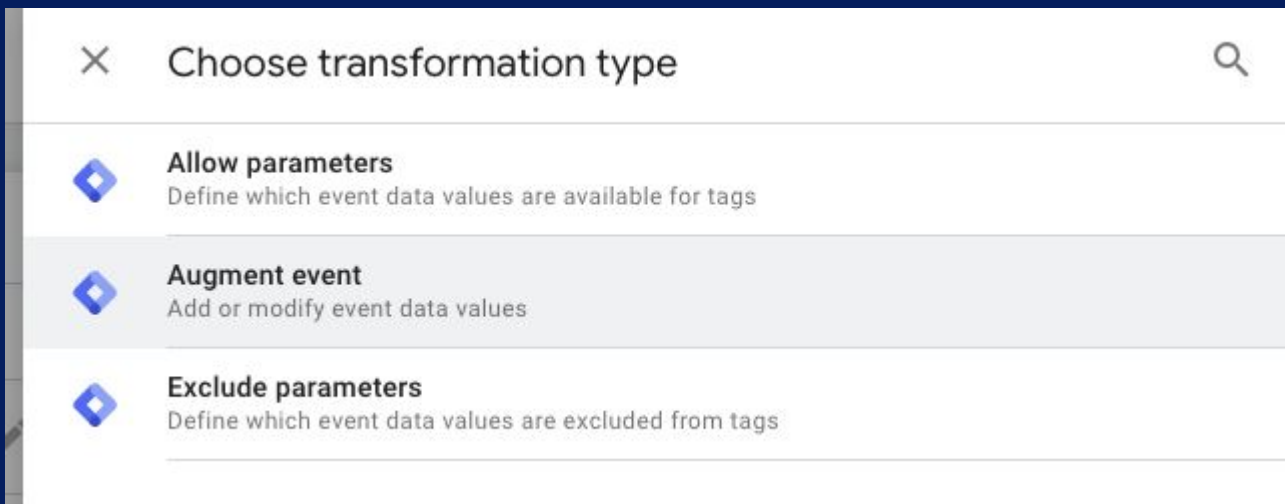
# Prečo?

Value based bidding do Google ads

Sledovanie gross profit

# Ako?

## Transformations > Augment event




# Ako?

## Firestore Lookup variable

### Variable Configuration

Variable Type


Firestore Lookup 


This variable returns a value from a key in a Firestore document. [Learn more about the Firestore data model.](#)


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**Document**

Lookup Type

Document Path 


Collection Path & Query 


Document Path 



---

**Key**


Key Path 



---

> More Settings

---

> Format Value 

# Výsledok

Objectives and goals

Campaign name

Campaign status ● Enabled

Goals

The selected goals will drive your campaign's performance

Use account goal settings

Purchases (Website)

**Purchases (Website)**

**marza**

● Recording conversions, Value: Dynamic

# HACK 2: Kalkulované metriky



# Prečo?

Finančné ukazovatele: CM2, CM3

Obrat bez vratiek

Rôzne meny

# Ako?

Custom definitions > Calculated metrics

Custom definitions Quota information

Custom dimensions   Custom metrics   Calculated metrics      [Create calculated metric](#)

Name ↑	API name	Description	Formula	Unit of measurement	Last changed	
...	...	...	...	...	...	⋮
...	...	...	...	...	...	⋮

# Ako?

Name\*

CM2

API name\* [?](#)

calcMetric:cm2

Description

contribution margin level 2

Formula\* [?](#)

{Purchase revenue}-{COGS}-{Transactions}\*4.3

Unit of measurement\* [?](#)

Currency

# Ako?

Name\*

CM3

API name\* [?](#)

calcMetric:cm3

Description

contribution margin level 3

Formula\* [?](#)

{Purchase revenue}-{COGS}-({Transactions}\*4.3)-{Ads cost}

Unit of measurement\* [?](#)

Currency

# Výsledok

First user source / medium	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Key events	Total revenue	CM2
	35,763 100% of total	41,872 100% of total	66.07% Avg 0%	0.97 Avg 0%	3m 15s Avg 0%	1,387,977 100% of total	951.00 100% of total		
1	19,972	21,435	66.18%	0.92	2m 59s	634,492	365.00		
2	4,996	5,155	66.9%	0.89	2m 29s	134,051	72.00		
3	3,764	3,415	59.77%	0.85	1m 56s	81,162	44.00		
4	3,260	5,751	63.69%	1.20	5m 41s	342,177	351.00		
5	1,351	2,222	66.65%	1.42	5m 11s	71,155	36.00		
6	739	1,641	61.85%	1.04	2m 50s	44,875	28.00		
7	664	864	77.77%	1.03	4m 09s	29,863	27.00		
8	311	352	66.92%	0.90	2m 23s	9,679	2.00		
9	292	461	72.37%	1.04	3m 32s	15,249	4.00		

# **HACK 3: Audience triggers**

# Prečo?

Vytvorenie udalosti na základe publik

Zmerat' udalosti mimo browser

Poslat' do Google ads

# Ako?

← account\_verified (audience triggered) [Help center](#) Cancel [Save](#)

Provide a short description

**Include users when:** person icon trash icon

verify\_email + Add parameter Or ×

And

AND

**Include users when:** person icon trash icon

verify\_identity + Add parameter Or ×

**Additional audience settings**

MEMBERSHIP DURATION

days

Set to maximum limit

AUDIENCE TRIGGER

Event name

account\_verified edit icon trash icon

**Summary**

USERS IN THIS AUDIENCE

-



# Výsledok

<input checked="" type="checkbox"/> <b>Sign-up</b> <a href="#">Account-default goal</a> <a href="#">24 of 29 campaigns</a>			
<input type="checkbox"/> <b>Conversion action</b> ↑	<b>Action optimization</b>	<b>Conversion source</b>	<b>All conv.</b>
<input type="checkbox"/> <a href="#">(web)</a> <a href="#">registration_completed</a>	<a href="#">Secondary</a>	Website (Google Analytics (GA4))	440.95

# HACK 4: Explorations

# Pozerať sa do **Google Analytics** alebo nie?

# Ďakujem za pozornosť



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[6clickz.com/blog](https://6clickz.com/blog)