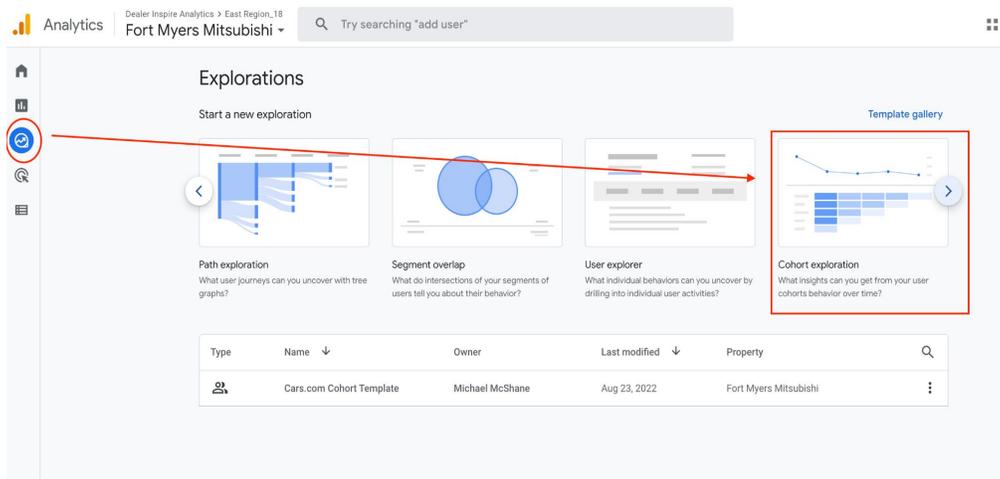


You have your Google Analytics 4 (GA4) property tracking and you're ready to look into building out the same reports you relied on in Universal Analytics.

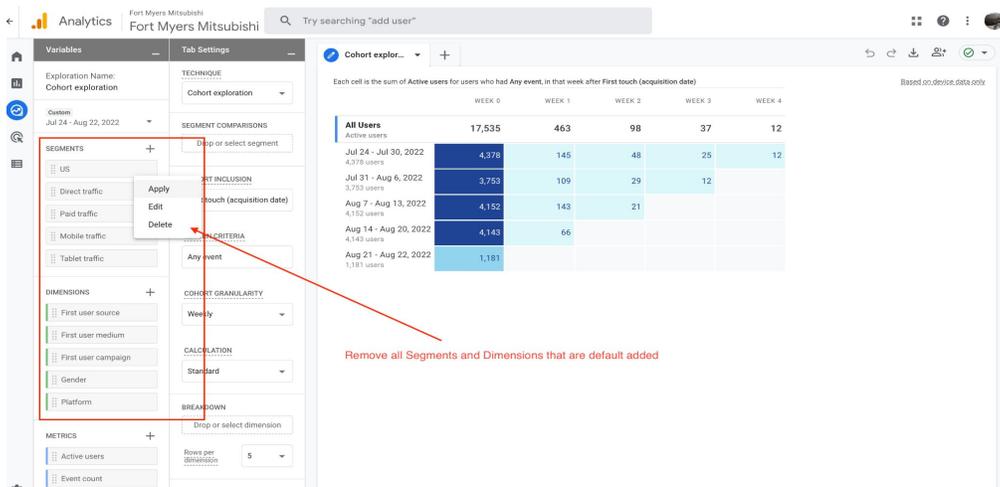
This resource will provide you step-by-step instructions on how to create a Cohort Analysis report in GA4. The example report will be tailored towards the lifecycle of users who visit your dealer website from Cars.com compared to other traffic sources (such as Organic users), but you can create this Cohort report comparing any subset of characteristics as you'd like, such as gender or device.

To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

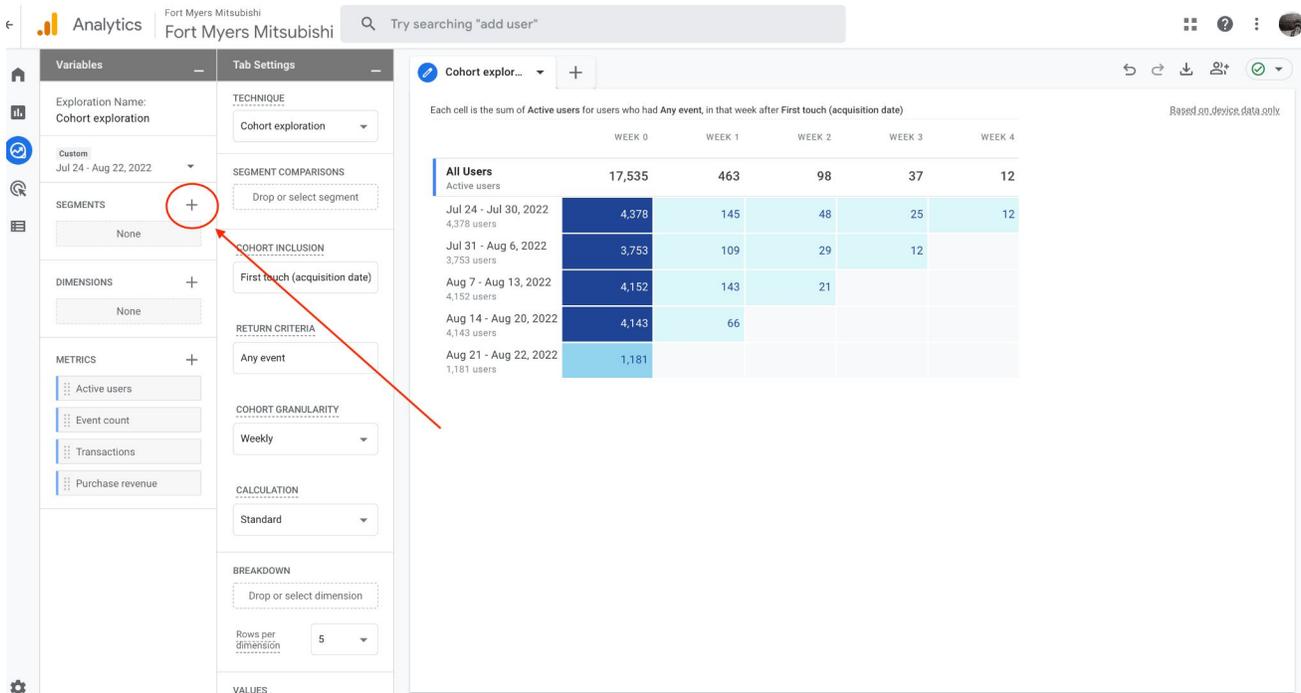
Step 1 - *Create the Cohort Custom Report:*



Step 2: - *Remove all default segments and Dimensions:*



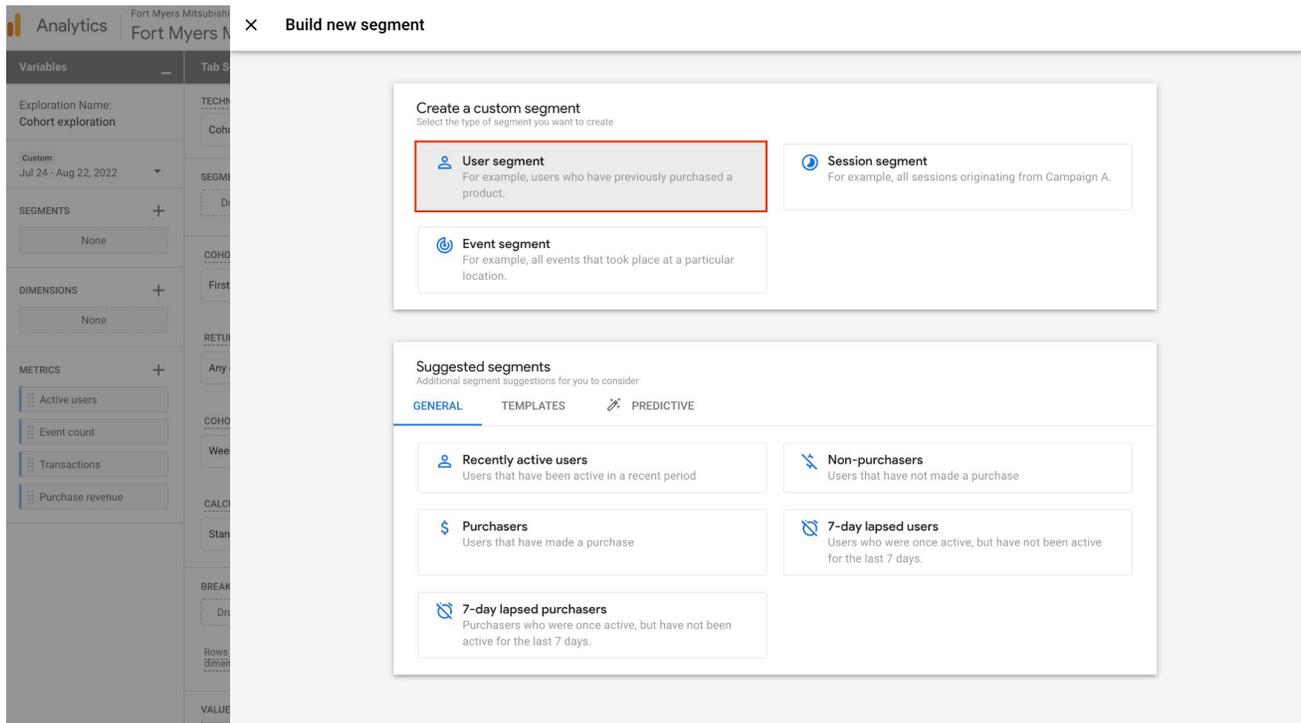
Step 3: Create a new Segment for Cars.com First Source:



The screenshot shows the 'Cohort exploration' configuration in the Dealer Inspire Analytics tool. The left sidebar contains configuration options for Segments, Dimensions, and Metrics. The main area shows the 'Cohort exploration' settings, including 'TECHNIQUE' (Cohort exploration), 'SEGMENT COMPARISONS' (Drop or select segment), 'COHORT INCLUSION' (First touch (acquisition date)), 'RETURN CRITERIA' (Any event), 'COHORT GRANULARITY' (Weekly), 'CALCULATION' (Standard), and 'BREAKDOWN' (Drop or select dimension). A red circle highlights the '+' icon in the SEGMENTS section, with an arrow pointing to the 'All Users' row in the data table below.

Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
All Users Active users	17,535	463	98	37	12
Jul 24 - Jul 30, 2022 4,378 users	4,378	145	48	25	12
Jul 31 - Aug 6, 2022 3,753 users	3,753	109	29	12	
Aug 7 - Aug 13, 2022 4,152 users	4,152	143	21		
Aug 14 - Aug 20, 2022 4,143 users	4,143	66			
Aug 21 - Aug 22, 2022 1,181 users	1,181				



The screenshot shows the 'Build new segment' dialog box in the Dealer Inspire Analytics tool. The dialog is titled 'Build new segment' and contains two main sections: 'Create a custom segment' and 'Suggested segments'.

Create a custom segment
Select the type of segment you want to create

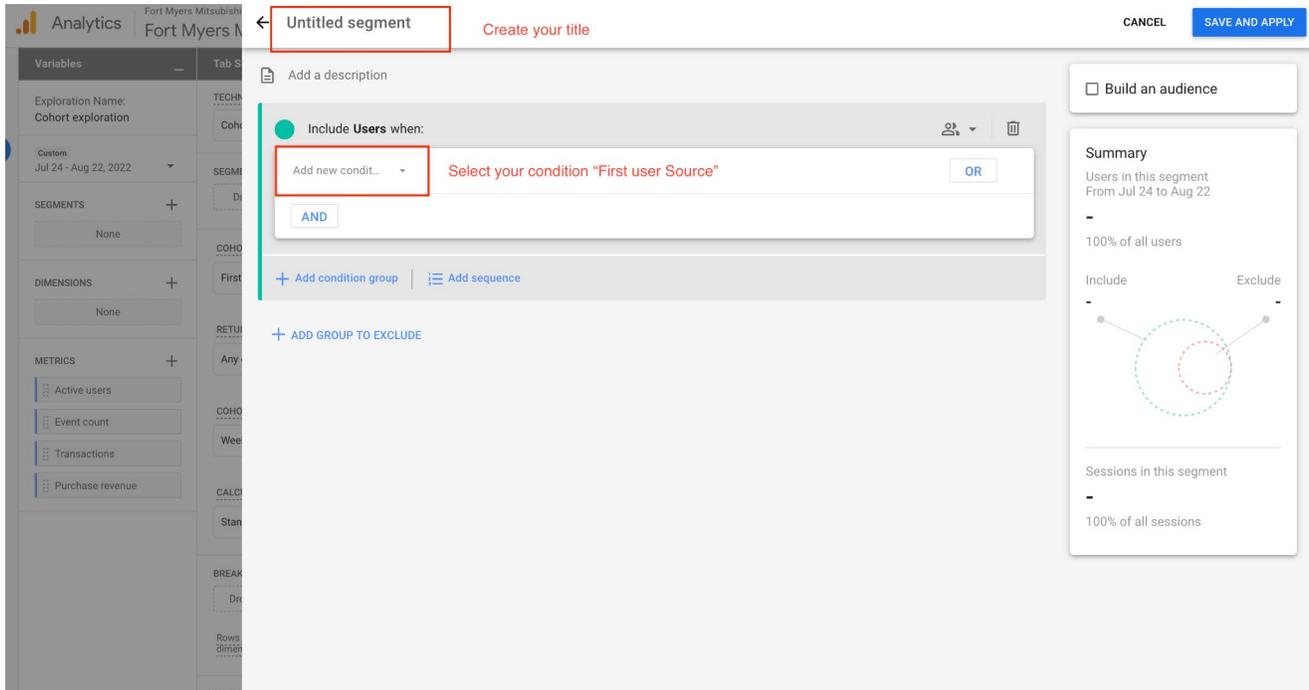
- User segment** (highlighted with a red box): For example, users who have previously purchased a product.
- Session segment**: For example, all sessions originating from Campaign A.
- Event segment**: For example, all events that took place at a particular location.

Suggested segments
Additional segment suggestions for you to consider

GENERAL | TEMPLATES | PREDICTIVE

- Recently active users**: Users that have been active in a recent period
- Non-purchasers**: Users that have not made a purchase
- Purchasers**: Users that have made a purchase
- 7-day lapsed users**: Users who were once active, but have not been active for the last 7 days.
- 7-day lapsed purchasers**: Purchasers who were once active, but have not been active for the last 7 days.

Step 3: *Cont...*



Analytics Fort Myers Mitsubishi Fort Myers M

← **Untitled segment** Create your title

CANCEL SAVE AND APPLY

Variables Tab S

Exploration Name: Cohort exploration

Custom: Jul 24 - Aug 22, 2022

SEGMENTS + None

DIMENSIONS + None

METRICS + Active users, Event count, Transactions, Purchase revenue

TECHN... Coh... SEGMI... COHO... RETU... COHO... CALO... BREAK... Rows: dimen...

Include Users when:

Add new condit... Select your condition "First user Source" OR

AND

+ Add condition group | + Add sequence

+ ADD GROUP TO EXCLUDE

Build an audience

Summary

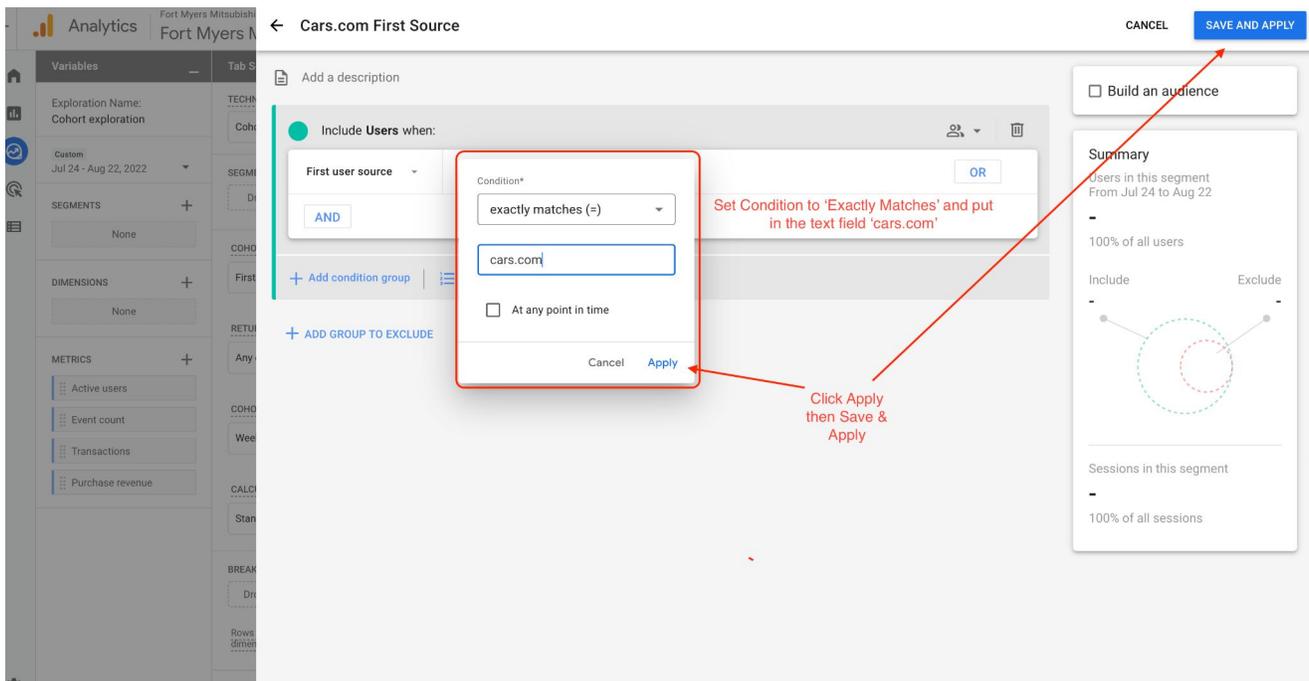
Users in this segment
From Jul 24 to Aug 22

100% of all users

Include Exclude

Sessions in this segment

100% of all sessions



Analytics Fort Myers Mitsubishi Fort Myers M

← **Cars.com First Source**

CANCEL SAVE AND APPLY

Variables Tab S

Exploration Name: Cohort exploration

Custom: Jul 24 - Aug 22, 2022

SEGMENTS + None

DIMENSIONS + None

METRICS + Active users, Event count, Transactions, Purchase revenue

TECHN... Coh... SEGMI... COHO... RETU... COHO... CALO... BREAK... Rows: dimen...

Include Users when:

First user source

Condition* exactly matches (=)

cars.com

OR

At any point in time

Cancel Apply

Build an audience

Summary

Users in this segment
From Jul 24 to Aug 22

100% of all users

Include Exclude

Sessions in this segment

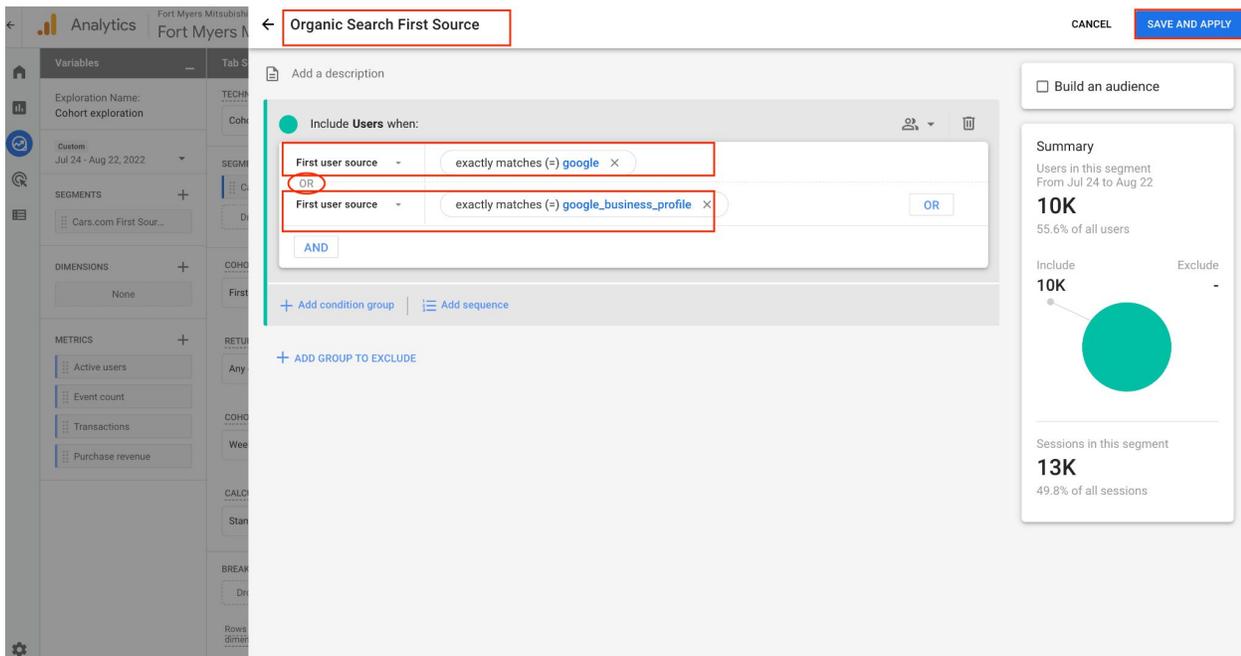
100% of all sessions

Set Condition to "Exactly Matches" and put in the text field "cars.com"

Click Apply then Save & Apply

Step 4: **Create a new Segment for Organic Search First Source:**

Follow the same steps above but final set up looks like this... (DO NOT PUT AND***)
This is an OR Statement



Organic Search First Source

Include Users when:

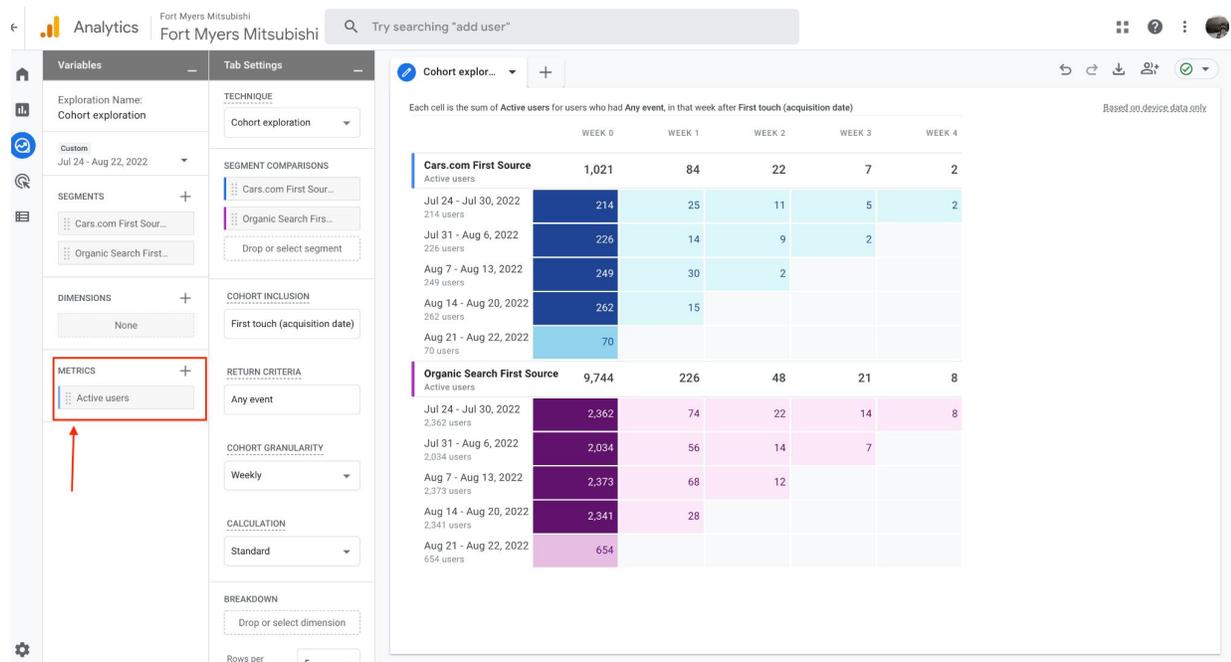
- First user source exactly matches (=) google
- OR
- First user source exactly matches (=) google_business_profile

Summary:

- Users in this segment: 10K (55.6% of all users)
- Sessions in this segment: 13K (49.8% of all sessions)

***We are only looking at the SERP source from GOOGLE!

Step 5: **Ensure Metrics is set to 'Active Users':**

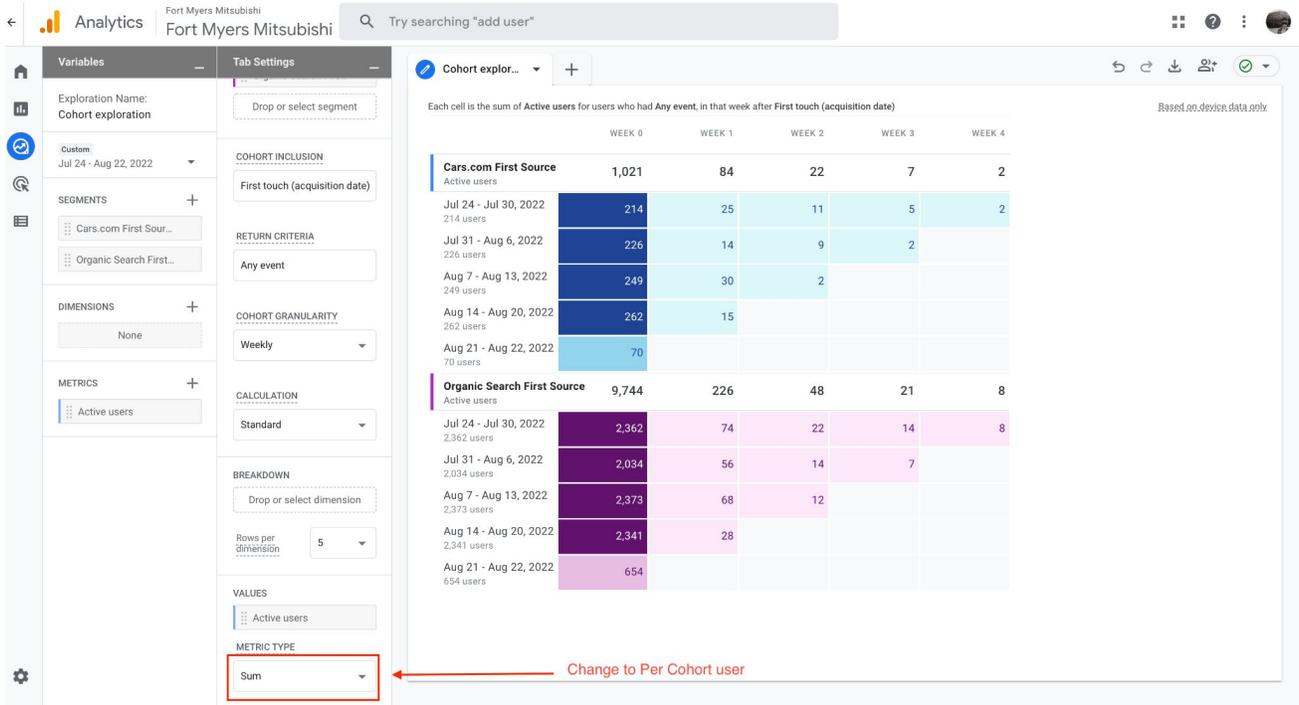


Try searching "add user"

Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Cars.com First Source	1,021	84	22	7	2
Active users					
Jul 24 - Jul 30, 2022	214	25	11	5	2
214 users					
Jul 31 - Aug 6, 2022	226	14	9	2	
226 users					
Aug 7 - Aug 13, 2022	249	30	2		
249 users					
Aug 14 - Aug 20, 2022	262	15			
262 users					
Aug 21 - Aug 22, 2022	70				
70 users					
Organic Search First Source	9,744	226	48	21	8
Active users					
Jul 24 - Jul 30, 2022	2,362	74	22	14	8
2,362 users					
Jul 31 - Aug 6, 2022	2,034	56	14	7	
2,034 users					
Aug 7 - Aug 13, 2022	2,373	68	12		
2,373 users					
Aug 14 - Aug 20, 2022	2,341	28			
2,341 users					
Aug 21 - Aug 22, 2022	654				
654 users					

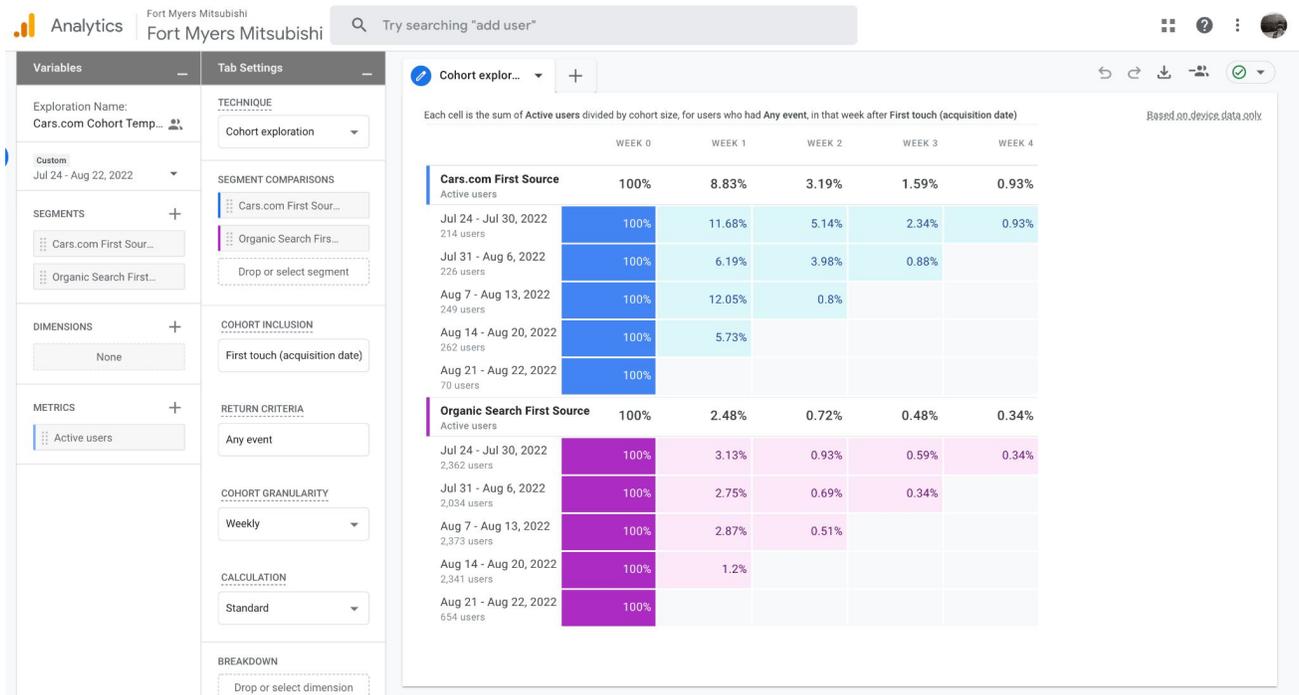
Step 6: Scroll down to the bottom on 'Tab Settings' Section to Change 'Metric Type' from 'Sum' → Per Cohort User



The screenshot shows the 'Analytics' dashboard for 'Fort Myers Mitsubishi'. The 'Tab Settings' section is expanded, showing various configuration options. The 'METRIC TYPE' dropdown is highlighted with a red box, and a red arrow points to it with the text 'Change to Per Cohort user'. The main visualization area shows a cohort exploration table with columns for WEEK 0 through WEEK 4 and rows for different acquisition dates and sources.

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Cars.com First Source Active users	1,021	84	22	7	2
Jul 24 - Jul 30, 2022 214 users	214	25	11	5	2
Jul 31 - Aug 6, 2022 226 users	226	14	9	2	
Aug 7 - Aug 13, 2022 249 users	249	30	2		
Aug 14 - Aug 20, 2022 262 users	262	15			
Aug 21 - Aug 22, 2022 70 users	70				
Organic Search First Source Active users	9,744	226	48	21	8
Jul 24 - Jul 30, 2022 2,362 users	2,362	74	22	14	8
Jul 31 - Aug 6, 2022 2,034 users	2,034	56	14	7	
Aug 7 - Aug 13, 2022 2,373 users	2,373	68	12		
Aug 14 - Aug 20, 2022 2,341 users	2,341	28			
Aug 21 - Aug 22, 2022 654 users	654				

End Result:

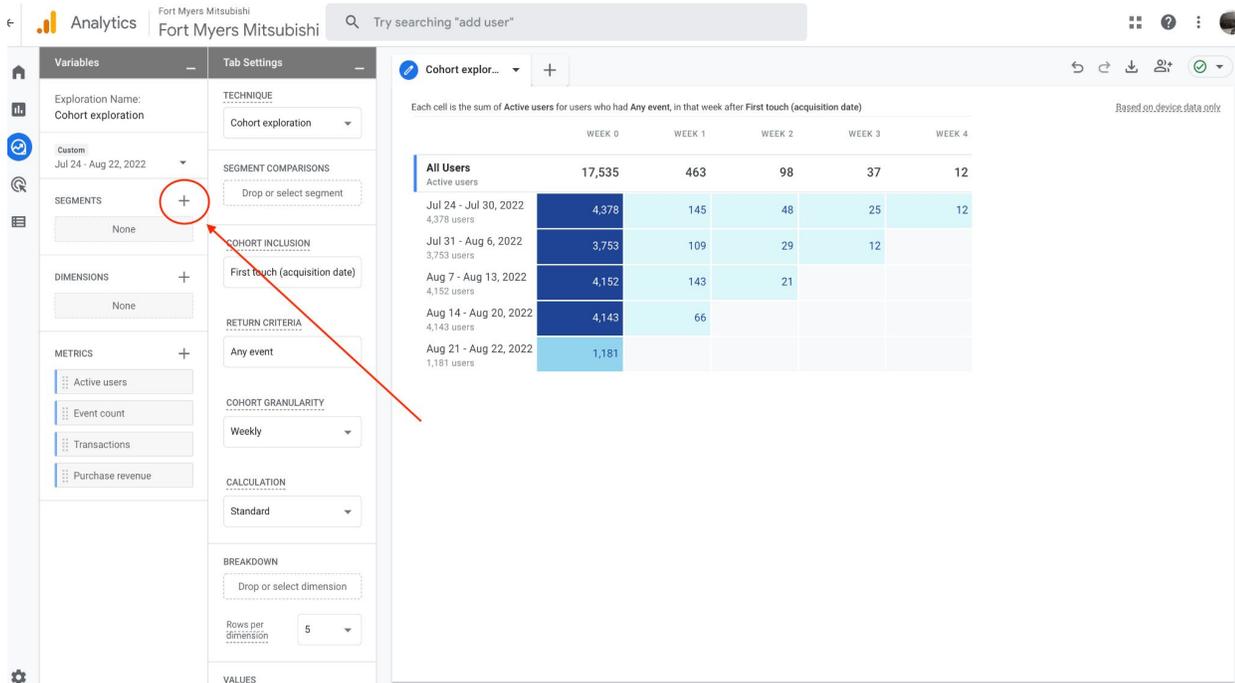


The screenshot shows the 'Analytics' dashboard for 'Fort Myers Mitsubishi'. The 'Tab Settings' section is expanded, showing various configuration options. The 'METRIC TYPE' dropdown is now set to 'Per Cohort User'. The main visualization area shows a cohort exploration table with columns for WEEK 0 through WEEK 4 and rows for different acquisition dates and sources, displaying percentages.

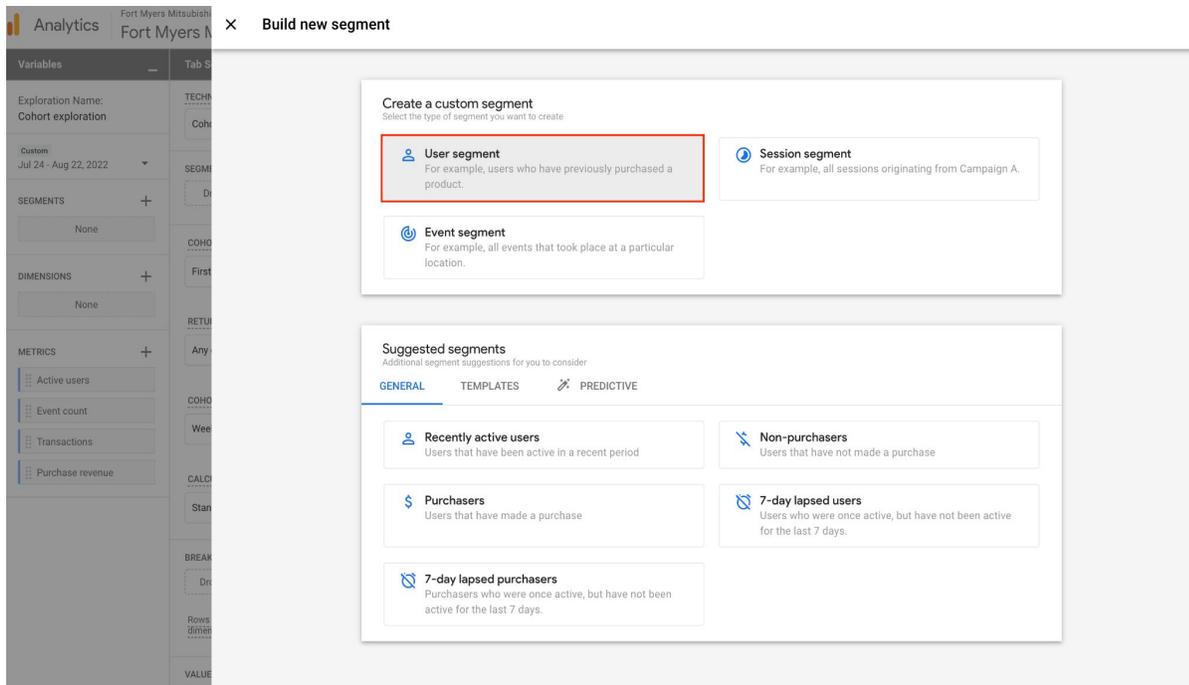
	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Cars.com First Source Active users	100%	8.83%	3.19%	1.59%	0.93%
Jul 24 - Jul 30, 2022 214 users	100%	11.68%	5.14%	2.34%	0.93%
Jul 31 - Aug 6, 2022 226 users	100%	6.19%	3.98%	0.88%	
Aug 7 - Aug 13, 2022 249 users	100%	12.05%	0.8%		
Aug 14 - Aug 20, 2022 262 users	100%	5.73%			
Aug 21 - Aug 22, 2022 70 users	100%				
Organic Search First Source Active users	100%	2.48%	0.72%	0.48%	0.34%
Jul 24 - Jul 30, 2022 2,362 users	100%	3.13%	0.93%	0.59%	0.34%
Jul 31 - Aug 6, 2022 2,034 users	100%	2.75%	0.69%	0.34%	
Aug 7 - Aug 13, 2022 2,373 users	100%	2.87%	0.51%		
Aug 14 - Aug 20, 2022 2,341 users	100%	1.2%			
Aug 21 - Aug 22, 2022 654 users	100%				

Comparing different cohorts for additional insight: The Cohort Analysis is flexible - if a comparison needs to be done between different relevant cohorts, such as Paid Search, CarGurus, AutoTrader (etc.), please do the following:

Create a new User Segment by pressing the ‘+’ button



Then select ‘User Segment’ once more.



Create a custom segment
Select the type of segment you want to create

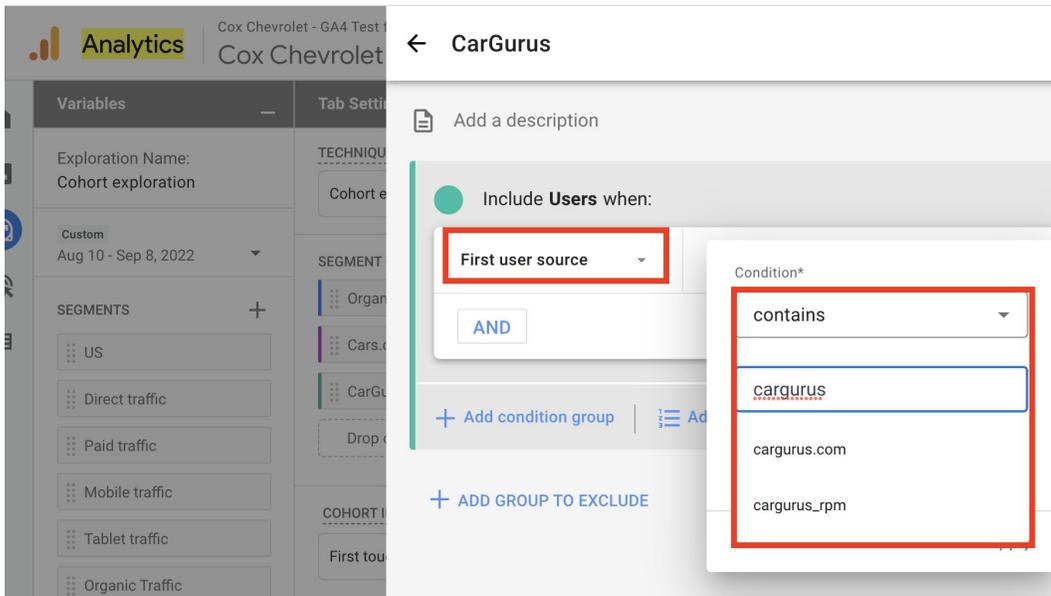
- User segment** (highlighted): For example, users who have previously purchased a product.
- Session segment**: For example, all sessions originating from Campaign A.
- Event segment**: For example, all events that took place at a particular location.

Suggested segments
Additional segment suggestions for you to consider

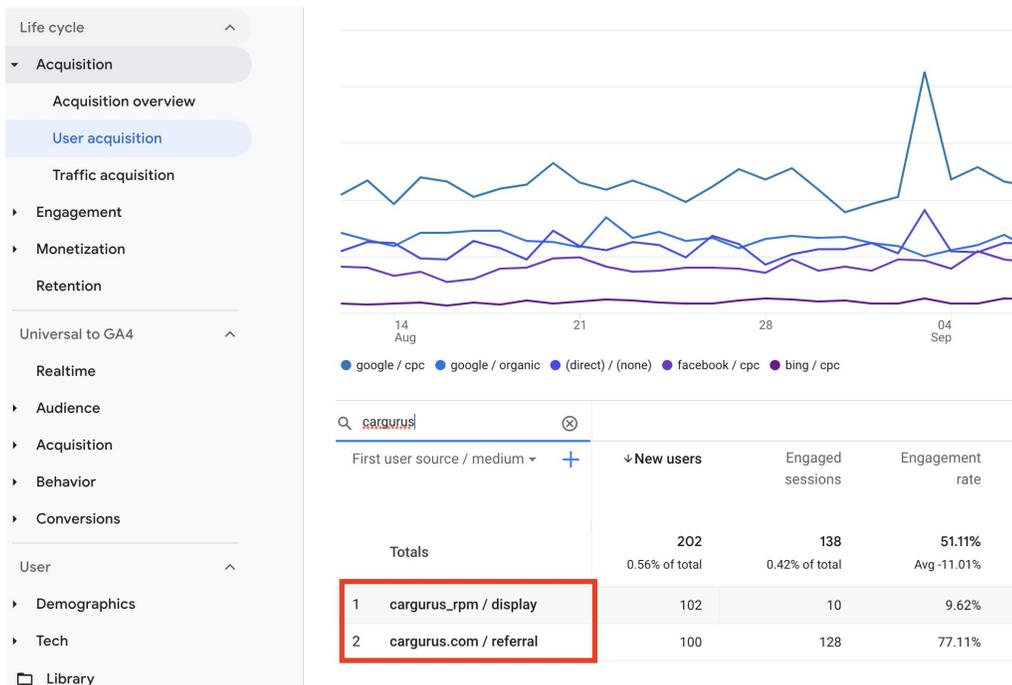
GENERAL TEMPLATES PREDICTIVE

- Recently active users**: Users that have been active in a recent period
- Non-purchasers**: Users that have not made a purchase
- Purchasers**: Users that have made a purchase
- 7-day lapsed users**: Users who were once active, but have not been active for the last 7 days.
- 7-day lapsed purchasers**: Purchasers who were once active, but have not been active for the last 7 days.

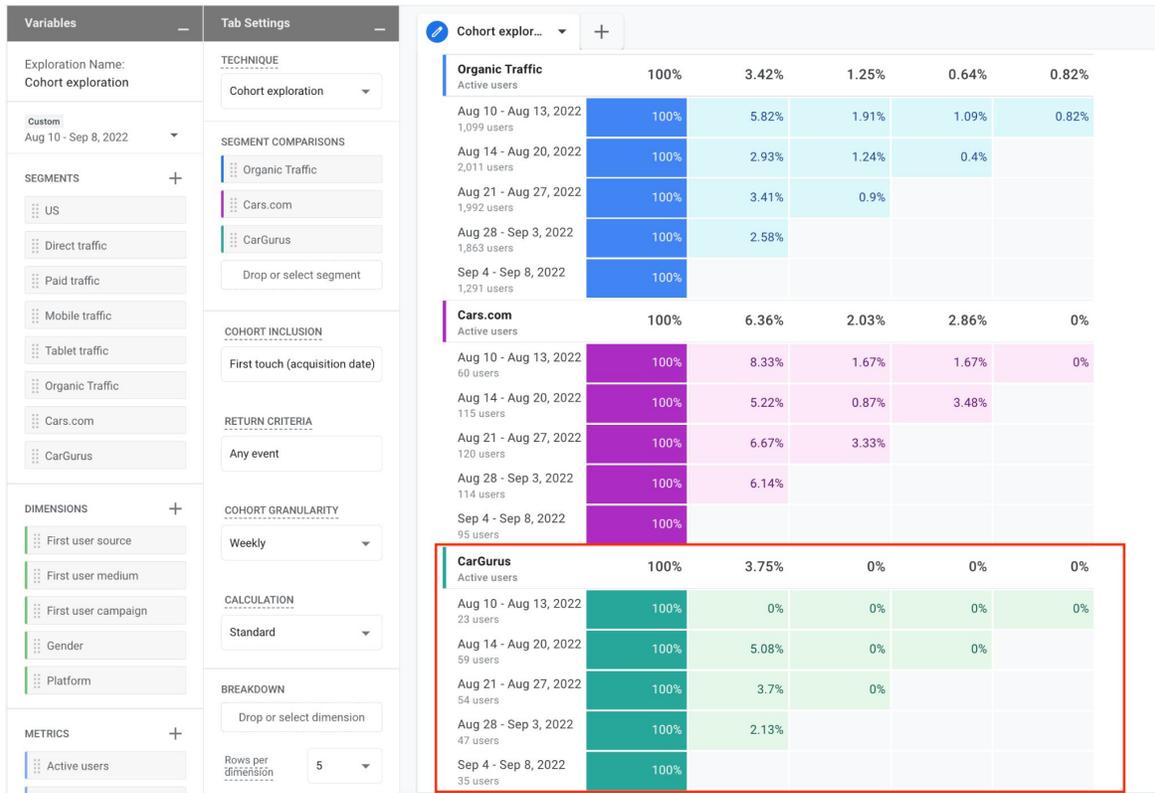
Within the Segment settings, you will be able to target your cohort by either **First User Source**, or **First User Medium**. For example, 'cargurus' traffic would be the 'Source', and 'Referral' would be the 'Medium' under which that traffic arrived. It is a great idea to cross-reference this information with the GA4 User Acquisition report in order to find the best Source or Medium for the comparison.



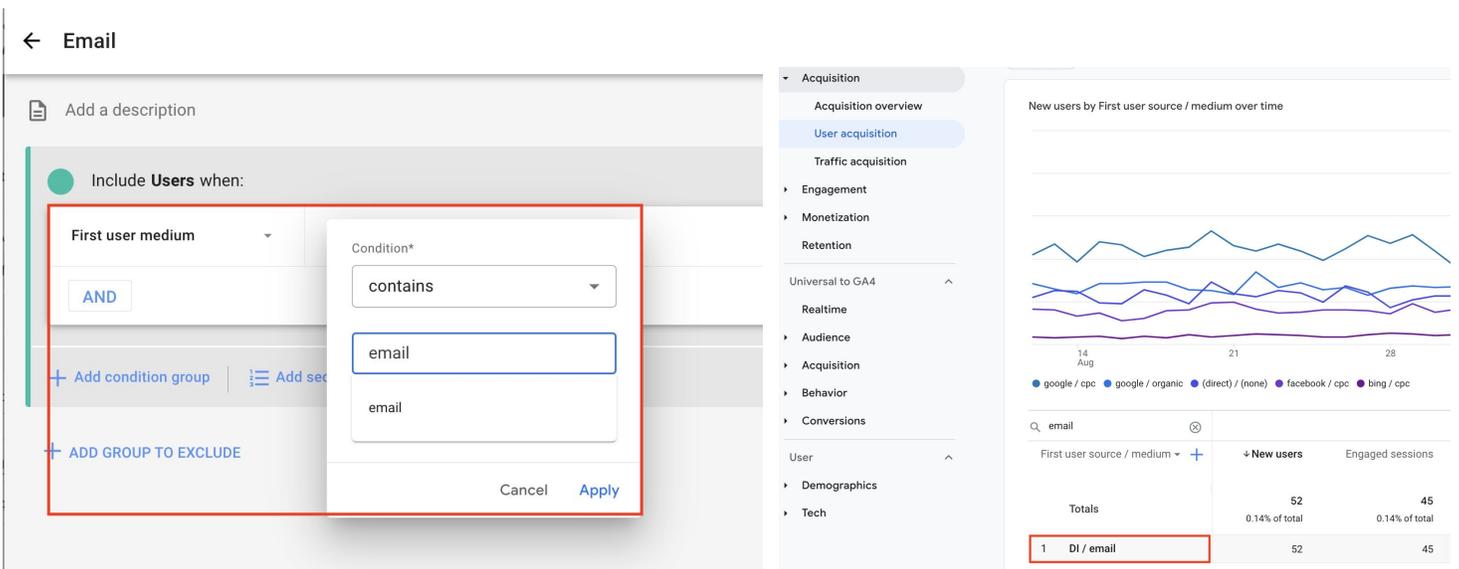
An example of cross-referencing the data to ensure all instances of CarGurus traffic are included:



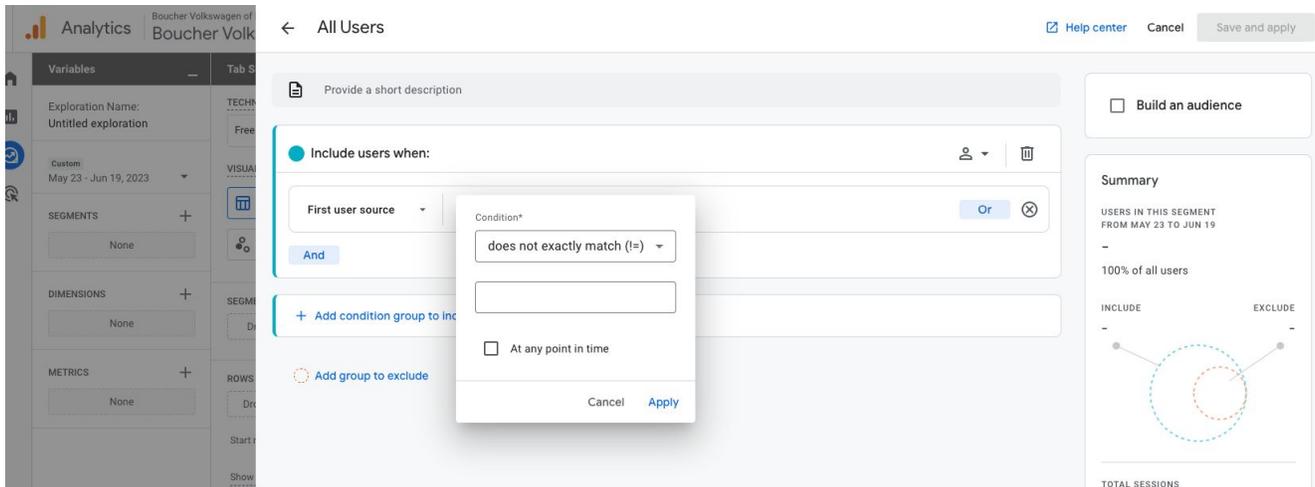
End Result: The newly created CarGurus report is present and reporting data:



Keep in mind this logic can be applied to any segment of traffic, whether broken down by Source, Medium, or any other creative reporting methods, as long as you cross-reference the data in GA4 to ensure the proper Source or Medium are being used:



To Build an “All Users” Segment, follow the steps to add a “User Segment” and Include Users When: First User Source does not exactly match (insert a blank space with your space bar).



What are we looking at? How to analyze a Cohort Report?

- A Cohort report looks at the life cycle of a type of user. In this case we are comparing when a users comes to the DI website from the referral source of [Cars.com](#) vs when they come from Google’s Organic sources such as a Google SERP or Google My Business page.
- Analyzing time-based cohorts helps in looking at the churn rate of a particular user
 - *Churn Rate* - Is the measure of a number of individuals or items moving out of a collective group over a specific period.
- Why do we look at the percentages?
 - We look at the percentage because of the volume of users may be different. So when we look at the sum the Organic field looks to be higher, this is just because that channel tends to bring more users to the website. However what is their value? When we change to the percentage we get to see what percent of those users have more intent. So although Cars isn’t bringing as many users as Organic, it is bringing users that are lower in purchase funnel.
- OVERALL: We are looking at the value of the User over time coming from a particular source.
 - In the final report above we can see when a user reaches week four they are a higher percentage coming from [Cars.com](#) vs Organic.