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:

#### Analytics Analytics > East Region\_18 Fort Myers Mitsubishi - Q Try searching "add user" 22 **A** Explorations ılı Start a new exploration $\Theta$ G < Path exploration graphs? Last modified ~~Q Туре Name ↓ Owner Property പ Cars.com Cohort Template Michael McShane Aug 23, 2022 Fort Myers Mitsubishi ÷

## 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:



Analytics	Fort Myers I Fort M	vers N	× Build new segm	ient
Variables	-	Tab S		
Exploration Name: Cohort exploration		Coho		Create a custom segment Select the type of segment you want to create
Custom Jul 24 - Aug 22, 2022	¥	SEGME		User segment     For example, users who have previously purchased a     product.     For example, all sessions originating from Campaign A.     For example, all sessions originating from Campaign A.
SEGMENTS	+	Di		
None		соно		Event segment     For example, all events that took place at a particular     location.
DIMENSIONS	+	First		
None		RETU		
METRICS	+	Any		Suggested segments Additional segment suggestions for you to consider
II Active users		соно		GENERAL TEMPLATES X PREDICTIVE
Event count		Wee		
I Transactions				Recently active users         Non-purchasers           Users that have been active in a recent period         Users that have not made a purchase
Purchase revenue	2	CALC		
		Stan		\$ Purchasers Users that have made a purchase     > 7-day lapsed users Users who were noce active, but have not been active for the last 7 days.
		BREAK		
		Rows		V -ray lapsed purchasers Purchasers who were once active, but have not been active for the last 7 days.
		VALUE		





Step 3: Cont...



Variables Table   Exploration Name: Table   Cohort exploration Table   Now Cohort exploration   Now Cohort exploration </th <th>- Analytics Fort Myers Mitsu Fort Myer</th> <th>™ ← Cars.com First Source</th> <th></th> <th>CANCEL SAVE AND APPLY</th>	- Analytics Fort Myers Mitsu Fort Myer	™ ← Cars.com First Source		CANCEL SAVE AND APPLY
Rows	Analytics     Fort Myer       Variables     T       Exploration Name:     T       Cohort exploration     T       Uata-uug 22, 2022     sea       SEGMENTS     +       None     C       DIMENSIONS     +       It Active users     C       It Vertables     C       Participation     C       It Analytics     +       It Active users     C       It Purchase revenue     C	C Cars.com First Source  Add a description  Add a	Set Condition to 'Exactly Matches' and put in the text field 'cars.com' click Apply then Save & Apply	CANCE
	Jul 24- Aug 22, 2022     Image: Second	Max     First user source     Condition*       Image: And Condition group     Image: Add condition group     Image: Add condition group       HO     + Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condition group     Image: Add condition group     Image: Add condition group       Image: Add condit group     Image: Add condition group     Imag	Ne Set Condition to 'Exactly Matches' and put in the text field 'cars.com' Click Apply then Save & Apply	Summary Servin this segment From Jul 24 to Aug 22 - 100% of all users Include Exclude Sessions in this segment - 100% of all sessions



### 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

÷	Analytics F	ort Myers Mitsut	<sup>iishi</sup> ←	Organic Search First Source	CANCEL SAVE AND APPLY
ň.	Variables Exploration Name:	- <sup>Ta</sup>	b S	Add a description	Build an audience
	Cohort exploration		Cohe	Include Users when:	Summary
G	Jul 24 - Aug 22, 2022 SEGMENTS	* SE	GME C	First user source     -     exactly matches (=) google ×       OR     -       Elst user source     -       Construction     -	Users in this segment From Jul 24 to Aug 22
	Cars.com First Sour		Dr		55.6% of all users
	DIMENSIONS	+	DHO First	+ Add condition group   i	Include Exclude
	METRICS	+ R	ETUI	+ ADD GROUP TO EXCLUDE	
	Event count Transactions		рно		
	II Purchase revenue		ALCI		Sessions in this segment <b>13K</b> 49.8% of all sessions
			Stan		
		BF	EAK		
\$		R	ows		

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

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

Variables —	Tab Settings	🖉 Cohort explor 🝷 🕂						5 2	*	<u>0</u>	
Exploration Name:	TECHNIQUE	Each cell is the sum of Active users for u	isers who had Any	event, in that week af	ter First touch (acquisi	tion date)			Based o	n.devicr	e da
	Cohort exploration 👻		WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4				
Jul 24 - Aug 22, 2022 *	SEGMENT COMPARISONS	Cars.com First Source	1,021	84	22	7	2				
segments +	Cars.com First Sour	Jul 24 - Jul 30, 2022	214	25	11	5	2				
Cars.com First Sour	Organic Search Firs	214 users	005								
I Organic Search First	Drop or select segment	226 users	226	14	9	Z					
		Aug 7 - Aug 13, 2022 249 users	249	30	2						
DIMENSIONS +	COHORT INCLUSION	Aug 14 - Aug 20, 2022 262 users	262	15							
None	First touch (acquisition date)	Aug 21 - Aug 22, 2022 70 users	70								
METRICS +	RETURN CRITERIA	Organic Search First Source Active users	9,744	226	48	21	8				
Active users	Any event	Jul 24 - Jul 30, 2022 2,362 users	2,362	74	22	14	8				
1	COHORT GRANULARITY	Jul 31 - Aug 6, 2022 2,034 users	2,034	56	14	7					
	Weekly	Aug 7 - Aug 13, 2022 2,373 users	2,373	68	12						
	CALCULATION	Aug 14 - Aug 20, 2022 2,341 users	2,341	28							
	Standard -	Aug 21 - Aug 22, 2022 654 users	654								
	BREAKDOWN										
	Drop or select dimension										



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

← .	Analytics Fort	Myers Nort My	/ers Mitsubishi Q Tr	y searching "add user"								::	0	:	9
•	Variables	-	Tab Settings	🖉 Cohort explor 🝷 🕂						ę	0 0	₹	Do t	$\oslash$	•
	Exploration Name: Cohort exploration		Drop or select segment	Each cell is the sum of Active users for	users who had An	y event, in that week aft	er First touch (acquis	ition date)				Based o	on device	data on	d <u>y</u>
$\odot$	Custom Jul 24 - Aug 22, 2022	•	COHORT INCLUSION	Care com Eiret Source	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4						
R	CECMENTS	-	First touch (acquisition date)	Active users	1,021	84	22	7	2						
■	Cars.com First Sour	т	RETURN CRITERIA	Jul 24 - Jul 30, 2022 214 users	214	25	11	5	2						
	II Organic Search First		Any event	226 users	226	14	9	2							
	DIMENSIONS	+		Aug 7 - Aug 13, 2022 249 users	249	30	2								
	None		COHORT GRANULARITY	Aug 14 - Aug 20, 2022 262 users	262	15									
			меекіу	Aug 21 - Aug 22, 2022 70 users	70										
	METRICS	+	CALCULATION	Organic Search First Source Active users	9,744	226	48	21	8						
	II Poure data		Standard 👻	Jul 24 - Jul 30, 2022 2,362 users	2,362	74	22	14	8						
			BREAKDOWN	Jul 31 - Aug 6, 2022 2,034 users	2,034	56	14	7							
			Drop or select dimension	Aug 7 - Aug 13, 2022 2,373 users	2,373	68	12								
			Rows per 5 -	Aug 14 - Aug 20, 2022 2,341 users	2,341	28									
				Aug 21 - Aug 22, 2022 654 users	654										
			Active users												
			METRIC TYPE												
\$			Sum 🗸	Cha	inge to Per	Cohort user									_

## End Result:

								D	C	¥ -	-	0
Exploration Name:	TECHNIQUE	Each cell is the sum of Active users divid	ied by cohort size.	for users who had An	vevent in that week a	fter First touch (acqui	sition date)		В	ased on a	levice da	ita on
Cars.com Cohort Temp 😩	Cohort exploration 👻		WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4					10.00
Custom Jul 24 - Aug 22, 2022 🔹	SEGMENT COMPARISONS	Cars.com First Source	100%	8.83%	3.19%	1.59%	0.93%					
SEGMENTS +	E Cars.com First Sour	Active users										
Cars.com First Sour	II Organic Search Firs	214 users	100%	11.68%	5.14%	2.34%	0.93%					
	Drop or select segment	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%							
DIMENSIONS +	COHORT INCLUSION	Aug 14 - Aug 20, 2022	100%	5.73%								
None	First touch (acquisition date)	Aug 21 - Aug 22, 2022 70 users	100%									
METRICS +	RETURN CRITERIA	Organic Search First Source	100%	2.48%	0.72%	0.48%	0.34%					
Active users	Any event	Jul 24 - Jul 30, 2022 2,362 users	100%	3.13%	0.93%	0.59%	0.34%					
	COHORT GRANULARITY	Jul 31 - Aug 6, 2022 2,034 users	100%	2.75%	0.69%	0.34%						
	Weekly 👻	Aug 7 - Aug 13, 2022 2,373 users	100%	2.87%	0.51%							
	CALCULATION	Aug 14 - Aug 20, 2022 2,341 users	100%	1.2%								
	Standard 👻	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

Variables _	Tab Settings	🖉 Cohort explor 👻 🕂						5	d	<u>₹</u>	<u>D</u> e	$\odot$	•
Exploration Name:	TECHNIQUE	Each cell is the sum of Active users	for users who had Any	event, in that week aft	er First touch (acquisi	tion date)				Rased o	on device	data or	lx.
Conort exploration	Cohort exploration 👻		WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4						
Custom Jul 24 - Aug 22, 2022	SEGMENT COMPARISONS	All Users Active users	17,535	463	98	37	12						
SEGMENTS +	Drop or select segment	Jul 24 - Jul 30, 2022 4,378 users	4,378	145	48	25	12						
None	COHORT INCLUSION	Jul 31 - Aug 6, 2022 3,753 users	3,753	109	29	12							
DIMENSIONS +	First touch (acquisition date)	Aug 7 - Aug 13, 2022 4,152 users	4,152	143	21								
None	RETURN CRITERIA	Aug 14 - Aug 20, 2022 4,143 users	4,143	66									
METRICS +	Any event	Aug 21 - Aug 22, 2022 1,181 users	1,181										
II Active users	COHORT GRANULARITY												
Event count	Weekly												
II Purchase revenue	CALCULATION												
	Standard 👻												
	BREAKDOWN												
	Drop or select dimension												
	Rows per 5 💌												
	VALUES												

Then select 'User Segment' once more.

Variables	Tab S		
Exploration Name: Cohort exploration	TECHN	Create a custom segment elect the type of segment you want to create	
Custom Jul 24 - Aug 22, 2022	SEGMI	User segment For example, users who have previously purchased a product.	Session segment For example, all sessions originating from Campaign A.
SEGMENTS +	соно	 Event segment For example, all events that took place at a particular	
DIMENSIONS +	First	location.	
None	RETUI		
METRICS +	Any	Suggested segments Additional segment suggestions for you to consider	
Active users	соно	 ENERAL TEMPLATES 🚀 PREDICTIVE	
If Event count           If Transactions	Wee	Recently active users Users that have been active in a recent period	X Non-purchasers Users that have not made a purchase
II Purchase revenue	CALC	A Durchesser	
	Stan	Users that have made a purchase	Users who were once active, but have not been active for the last 7 days.
	BREAK	7-day lapsed purchasers Purchasers who were once active, but have not been	
	Rows	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.

Analytics	ox Chevrolet - ( Cox Chev	vrolet +	- CarGurus	
Variables	_ 1	Гаb Settii	Add a description	
Exploration Name: Cohort exploration		Cohort e	Include Users when:	
Custom Aug 10 - Sep 8, 2022	¥ s	SEGMENT	First user source	
SEGMENTS	+	Organ	AND	-
US		Cars.c		
Direct traffic		CarGu	+ Add condition group	
Paid traffic		Drop (	cargurus.com	
iii Mobile traffic		COHORTI	+ ADD GROUP TO EXCLUDE cargurus_rpm	
I Tablet traffic		First tou		
E Organic Traffic				

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:

Variables _	Tab Settings _	🖉 Cohort explor 👻 🕂					
Exploration Name: Cohort exploration	TECHNIQUE Cohort exploration	Organic Traffic Active users	100%	3.42%	1.25%	0.64%	0.82%
Custom		Aug 10 - Aug 13, 2022 1,099 users	100%	5.82%	1.91%	1.09%	0.82%
	SEGMENT COMPARISONS	Aug 14 - Aug 20, 2022 2,011 users	100%	2.93%	1.24%	0.4%	
ii US	Cars.com	Aug 21 - Aug 27, 2022 1,992 users	100%	3.41%	0.9%		
Direct traffic	CarGurus	Aug 28 - Sep 3, 2022 1,863 users	100%	2.58%			
Paid traffic	Drop or select segment	Sep 4 - Sep 8, 2022 1,291 users	100%				
Mobile traffic	COHORT INCLUSION	Cars.com Active users	100%	6.36%	2.03%	2.86%	0%
Tablet traffic	First touch (acquisition date)	Aug 10 - Aug 13, 2022	100%	8.33%	1.67%	1.67%	0%
Organic Traffic		Aug 14 - Aug 20, 2022	100%	5.22%	0.87%	3.48%	
Cars.com	Any event	Aug 21 - Aug 27, 2022 120 users	100%	6.67%	3.33%		
		Aug 28 - Sep 3, 2022 114 users	100%	6.14%			
Eirst user source	COHORT GRANULARITY	Sep 4 - Sep 8, 2022 95 users	100%				
First user medium	weekiy	CarGurus Active users	100%	3.75%	0%	0%	0%
First user campaign	CALCULATION	Aug 10 - Aug 13, 2022	100%	0%	0%	0%	0%
Gender	Standard 👻	Aug 14 - Aug 20, 2022	100%	5.08%	0%	0%	
Platform	BREAKDOWN	Aug 21 - Aug 27, 2022	100%	3.7%	0%		
IETRICS +	Drop or select dimension	Aug 28 - Sep 3, 2022	100%	2.13%			
Active users	Rows per dimension 5 -	Sep 4 - Sep 8, 2022 35 users	100%				

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:

<b>←</b>	Email						
				- Acquisition			
B	Add a description			Acquisition overview	New users by First user source / me	dium over time	
				User acquisition			
				Traffic acquisition			
	Include Users when:			<ul> <li>Engagement</li> </ul>			
	First user medium			<ul> <li>Monetization</li> </ul>		~	
	First user medium	Condition*		Retention		$\sim$	$\frown$
		contains -		Universal to GA4 ^		$\sim$	
	AND			Realtime			
		amail		Audience			
	+ Add condition group $\frac{1}{2}$ = Add sec	email		<ul> <li>Acquisition</li> </ul>	14 Aug	21	28
		email		Behavior	google / cpc google / organic (	Jirect) / (none) 🔵 facebook	k / cpc 🕒 bing / cpc
		ernan		<ul> <li>Conversions</li> </ul>	Q email 🛞		
-	ADD GROUP TO EXCLUDE			User ^	First user source / medium 👻 🕂	↓ New users	Engaged sessions
		Cancel Apply		<ul> <li>Demographics</li> </ul>			
			1	> Tech	Totals	52 0.14% of total	45 0.14% of total
					1 DI / email	52	45
						1	



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).

Analytics Boucher Volkswagen of Boucher Volks	← All Users	Help center Cancel Save and	d apply
Variables _ Tab S Exploration Name: TECHN Untitled exploration	Provide a short description	Duild an audience	
Custom May 23 - Jun 19, 2023	Include users when:	≗ ▼ 🔟	
SEGMENTS +	First user source <ul> <li>Condition*</li> <li>does not exactly match (!=)</li> <li> </li> </ul>	Or Or USERS IN THIS SEGMENT FROM MAY 23 TO JUN 19 -	
DIMENSIONS + SEGME None Di	+ Add condition group to Inc	INCLUDE ED	XCLUDE -
METRICS + ROWS None Dr.	Add group to exclude     Cancel Apply	10	^
Start : Show		TOTAL SESSIONS	

#### 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 <u>Cars.com</u> 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 <u>Cars.com</u> vs Organic.

