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 with step by step instructions on how to utilize the Multi Channel Funnels - Top Conversion Paths report using GA4s already built in report method. This report helps understand the journey in which the user takes to and the channels that are contributing to conversions.

Step 1 - Navigate to "Advertising" then to "Conversion Paths"



By default, GA4 has added "Purchase Revenue" but we hope they will add a feature to edit this metric out.



Step 2 - Select a dimension and an attribution model from the drop down options

-	Advertision ensemblet		le o					~		
	rare rang anyona	Conversion paths @ - 5/5 conven	sion events =		Last 2	it days Aug 26 - Se	p 22, 2022 *	Ш	5	~
	Attribution ^									
	Model comparison	Conversions by Default channel grouping * us	ing Cross-channel data-driven model*							
	Conversion paths	Early touchpoints	Mid touchpoints	015	Late touc	hpoints 64.63%		0		
		Paid Social	Paid Social		Paid Search					
		Omanic Search	Organic Search		Paid Social					
		Buil Saarh	Defamil		Firert					
		Baferral	Paid Sauch		Omenic Search					
		Distance	Paid search		Organic Search					
		Display	Display		Referral					
		3 more	3 more		4 more					
		0 10K 20K	0 tok	206	0	TOK	206			
					Rows per page: 250 👻	Go to: _ 1	< 1-250 of 5	1511)		
		Default channel grouping ·		4 Conversions	Purchase	Days to conversion	Touchpo	ents to version		
				90,459.00	\$0.00	8.82		11.48		
				100% of total		Aveg 0%	A	N3.92		

The default model will be Data-Driven, but can be switched to Last Click similar to Universal Analytics

The way we analyze Conversions is by first looking at the Pathway to the conversion.

- 1. There were 17,835 instances where it took 1 Paid Search visits to convert.
- 2. There were 4,078 instances of Conversion where it took 5 Paid Social visits.
- 3. There were 2,637 instances where it took 5 Organic Search visits to convert.

		Default channel grouping 👻	↓ Conversions	Purchase	Days to conversion	Touchpoints to conversion
•			90,459.00 100% of total	\$0.00	8.82 Avg 0%	11.48 Avg 0%
9	1	Paid Search 1805	17,825.00	\$0.00	1.11	1.00
-	2	Direct 100%	7,328.00	\$0.00	0.00	1.00
9	3	Paid Social × 5 1001	4,078.00	\$0.00	0.13	5.00
	4	Paid Social × 3 1005	3,847.00	\$0.00	<0.01	3.00
	5	Paid Social × 50 1005	3,342.00	\$0.00	19.22	50.00
-	6	Paid Search × 2 100%	2,671.00	\$0.00	4.76	2.00
9	7	Organic Search × 3 1005	2,637.00	\$0.00	0.45	3.00
	R	Ornanic Search x 4 0000	1 661 00	\$0.00	1 20	4 00



There are many different conversion paths that a user can take. Sometimes its as direct as 1 Direct Search visit and other times the conversion path requires more steps.

Advertising snapshot	Conversion paths 🥝 🔹 5/5 conversion events - 🦻 🕂		Last 28	lws Aug 26 - Sep 22,	2022 * 🕅 *	< ;
Attribution ^) Organic Search × 3 (03))) Paid Search (993)					
Model comparison	141 Organic Search × 6 (123) Paid Search × 2 (115)	42.00	\$0.00	59.74	8.00	
Conversion paths	142 Paid Search × 10 1000	41.00	\$0.00	1.49	10.00	
	143 Organic Social 20 >> Paid Social × 5 200	40.00	\$0.00	15.20	6.00	
	144 Organic Social (73) Paid Social × 3 (633)	40.00	\$0.00	15.75	4.00	
	145 Organic Search × 18 1055	40.00	\$0.00	26.60	18.00	
	146 Organic Search × 9 043 >> Paid Search (853	39.00	\$0.00	15.41	10.00	
	147 Organic Search × 2 🚳)> Paid Search × 2 🚳	38.00	\$0.00	25.42	4.00	
	Paid Search (5) Organic Search × 4 (5) > Paid Search × 11 (0) >> Referral × 3 (52)	37.00	\$0.00	19.08	19.00	
	Organic Search × 2 (13) Referral × 2 (10)	36.00	\$0.00	0.50	5.00	
	150 Paid Search × 9 1000	36.00	\$0.00	6.17	9.00	
	151 Organic Search × 3 (30) Referral × 2 (11)	36.00	\$0.00	8.61	5.00	
	152 Organic Social × 5 1000	35.00	\$0.00	0.51	5.00	
	153 Organic Social × 6 1005	35.00	\$0.00	0.91	6.00	

In this example, In 37 instances, There was 1 Paid Search visit that was followed by 4 Organic Search visits, followed by 11 Paid Search visits and 3 Referrals that ultimately landed the Conversion.

This is interpreted as someone clicking on an Ad(Paid Search), they later decided to go back to the site but could not find previous Ad and so they searched for it(Organic Search) they then decided a day or so later to go back to the website directly(Direct).

The number represents the number of times the user navigated to that specific channel throughout the life of their conversion path.

This is similar to Cars.com/referral / (direct/none)x2,x3,x4.



1	Advertising snapshot	Conversion paths @ - 5/5 conver	ion events + 🔋 🕘		Last 2	N days Aug 26 - Sep 22, 2022 *	E	1 <	: >	ç
,	Attribution ^									
	Model comparison	Conversions by Default channel grouping * us	ng Cross-channel data-driven model*				1			
	Conversion paths	Early touchpoints (13363)	Mid touchpoints		Late touch	apaints GUIST	•	0		
		Paid Social	Paid Social		Paid Search					
		Organic Search	Organic Search		Paid Social					
		Paid Search	Referral		Direct					
		Referral	Paid Search		Organic Search					
		Display	Display		Referral					
		3 more	3 more		4 more					
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		Default channel grouping +		4 Conversions	Purchase revenue	Days to Touchpo conversion conv	pints versio	to pn		
				90,459.00	\$0.00	8.82 Avg (7)	11.48	3		
	<							-		

The Data Visualization allows you to view three touchpoints

Hovering your mouse over each bar on the visual will provide more information about how much credit each channel provides in each touchpoint. Hovering your mouse over the segment name will provide you with more detailed information about the segment

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n	Advertising snapsh	at	5/5 conversion events +	Path weigh + all teachpoints	Auction +			Last 20 days	Aug 26 - Sep 22, 2022 =
	Attribution Model compariso	~ 20	Conversion paths	0 •					$\boxtimes < \mathrel{\mathrel{\times}}$
0	Conversion path		Conversions by Defaul	t channel grouping + using C	ross-channel data-driven model*				
			Paid Social Organic Search Paid Search Referral Display	Paid Social Convention Coller Safy Sourgeonts 4,346,79 Mid Sourgeonts 17,482,29	Mid touchpoints C		Late touc Paid Search Pard Social Innot Inganic Search Infernal		1
			3 more e	10H 20H	E 10H	20K	es per page: 250 =	10K 20K Gotz <u>1</u> (3	250 af 5611 >
٥		<	Default char	anoi grouping *		Conversions	Purchase	Days to conversion	Conversion



Assisted Conversion allows you visualize the channels in the use journey that contribute to creating a conversion. With GA4, they provide this feature that can allow you to narrow down and filter the specific source to analyze how and where your traffic is coming from.

•	Advertising snapshot	5/5 conversion events = 🚯 Path length + all touchpoints Add filter + Last 28 days: Aug 26 - Sep 22, 2022 *	← Add filter ×
•	Attribution A Model comparison	Conversion paths 🥥 -	CONDITIONS (BUILD UP TO 5)
0		Conversions by Default channel grouping * using Cross-channel data-driven model*	First user source 🔹
		Paid Social Paid Social Prid	Petect dimension values Tacebook Cars.com Coxauto.com autotrader.com m facebook.com Cancel OK
٥	<	Default channel grouping + + Conversions Purchase Days to Touchpoints to conversion	Apply

Step 1 - Click Add Filter then select a Dimension and lastly select the Value

With this feature, we are able to see where in the conversion path Cars.com, referrals, or competitors play a role and what influence they have in a user's conversion. We can see which touchpoints before conversions come from Cars.com and how early or late in the conversion path more influenced by it.

Step 2 - Select the dimension from the dropdown menu to view specific channels

•	Advertising snapshot	Conv	ersion paths 🧼 🔹 5/5	conversion events *	+ Last 28	divis Aug 26 - Sep 2	2, 2022 - 🔝 <	~
18	Attribution ^		1					
~	Model comparison		Source +	+ Conversions	Purchase	Days to conversion	Touchpoints to conversion	
2	Conversion paths			333.00	10.00	340	3.60	
R)				lator to #06.0.	10.00	Avg-59.20%	Avg -67.89%	
		1	cargurus.com × 2 1005	90.00	\$0.00	0.00	2.00	
		2	cargurus.com × 4 (1005)	74.00	80.00	1.84	4.00	
		э	cargurus.com × 3 1005	59.00	\$0.00	0.25	3.00	
		- 4	cargurus.com	31.00	\$0.00	0.10	1.00	
		5	cargurus.com = 2 (21.00	80.00	2.29	5.00	
			autotrader.com = 3 1005		00.00		0.00	
		6	google (15)	8.00	\$0.00	37.25	8.00	
		7	cargurus.com = 3 (705)	6.00	\$0.00	0.00	4.00	
		8	cargurus.com × 8 (1005)	6.00	\$0.00	0.00	8.00	
			cargurus.com = 3					
			> google = 3 (113)					
		9	Cargurus.com = 3	6.00	\$0.00	67.33	18.00	
Ę.	<		2 google = 3					

