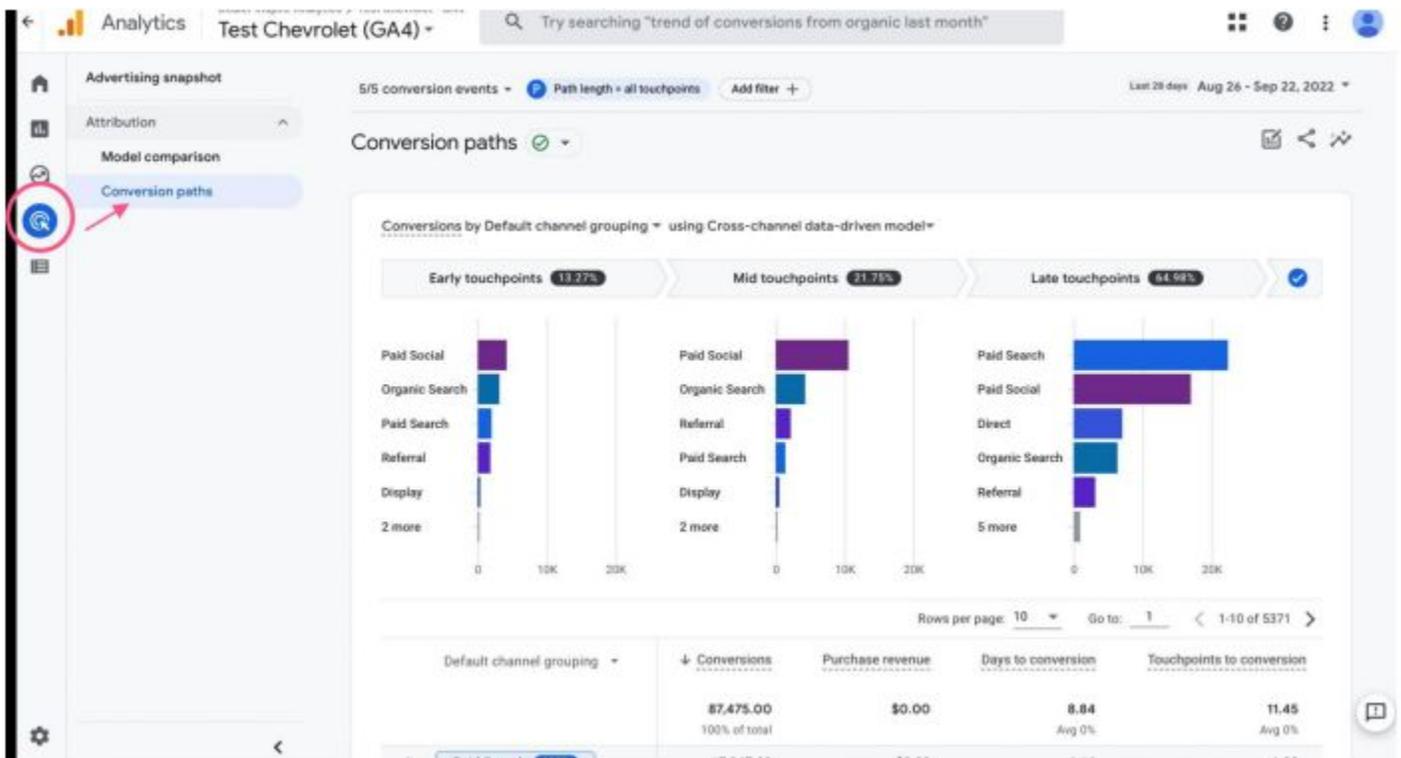


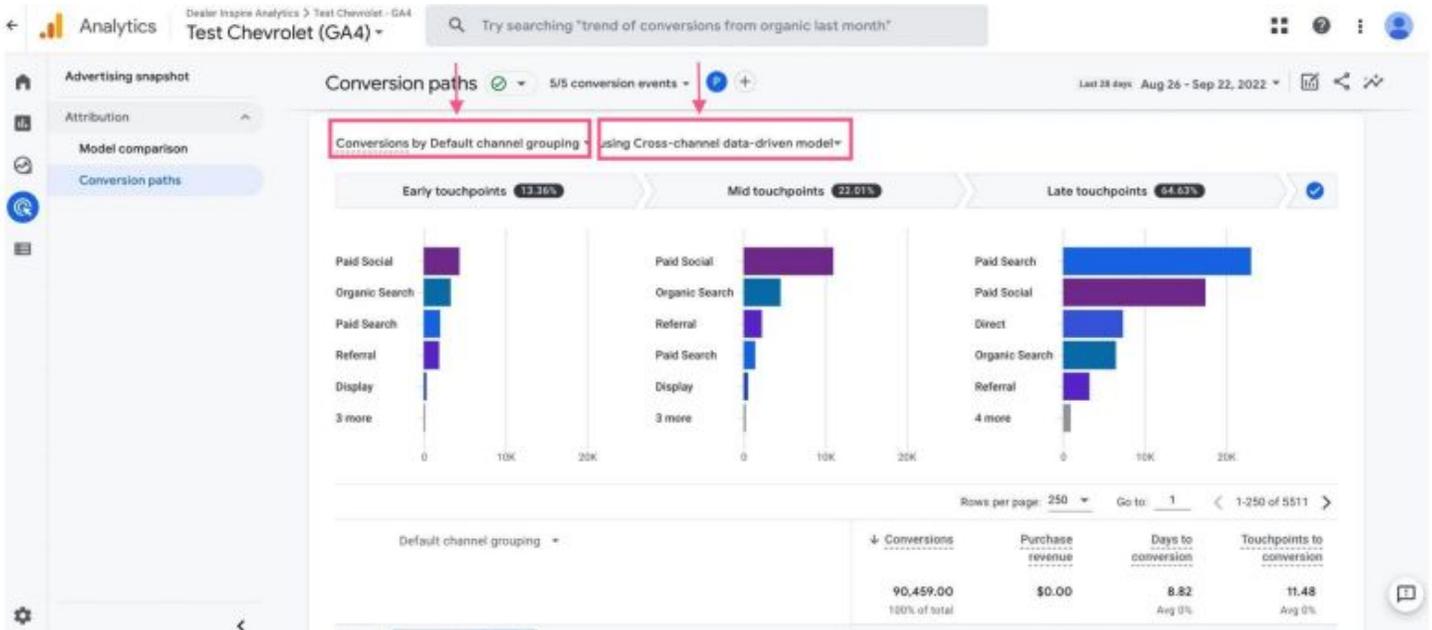
You have your Google Analytics 4 (GA4) property tracking and you're ready to look into building out the same reports you relied on in Universal Analytics. This resource will provide you with step by step instructions on how to utilize the Multi Channel Funnels - Top Conversion Paths report using GA4s 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



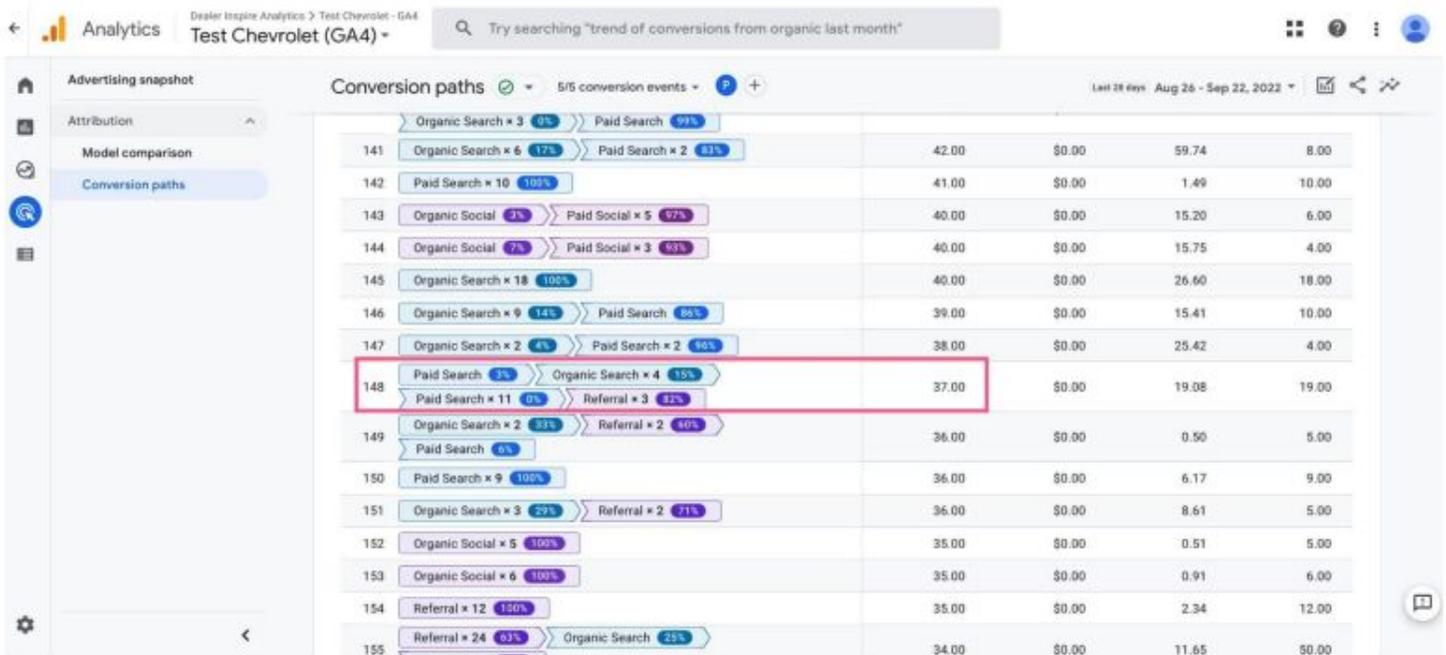
The default model will be Data-Driven, but can be switched to Last Click similar to Universal Analytics

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 revenue	Days to conversion	Touchpoints to conversion
	90,459.00 100% of total	\$0.00	8.82 Avg 0%	11.48 Avg 0%
1 Paid Search 100%	17,825.00	\$0.00	1.11	1.00
2 Direct 100%	7,328.00	\$0.00	0.00	1.00
3 Paid Social x 5 100%	4,078.00	\$0.00	0.13	5.00
4 Paid Social x 3 100%	3,847.00	\$0.00	<0.01	3.00
5 Paid Social x 50 100%	3,342.00	\$0.00	19.22	50.00
6 Paid Search x 2 100%	2,671.00	\$0.00	4.76	2.00
7 Organic Search x 3 100%	2,637.00	\$0.00	0.45	3.00
8 Organic Search x 4 100%	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.



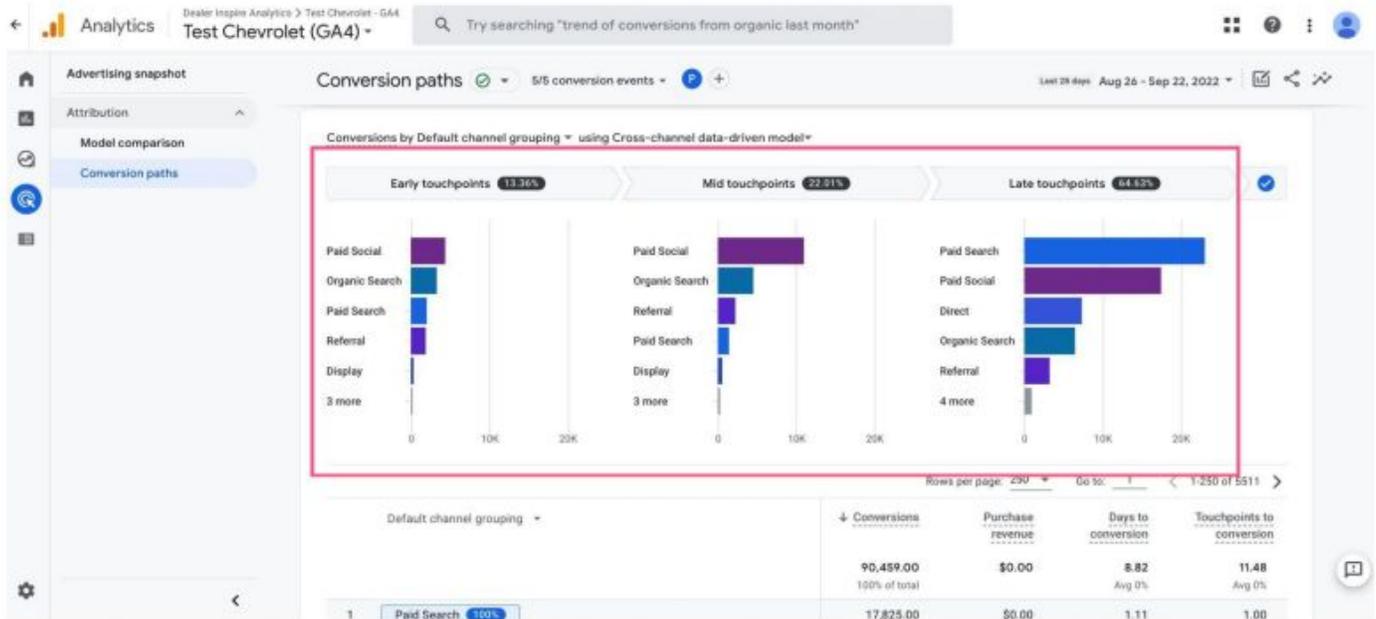
In this example, In 37 instances, There was 1 Paid Search visit that was followed by 4 Organic Search visits, followed by 11 Paid Search visits and 3 Referrals that ultimately landed the Conversion.

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).

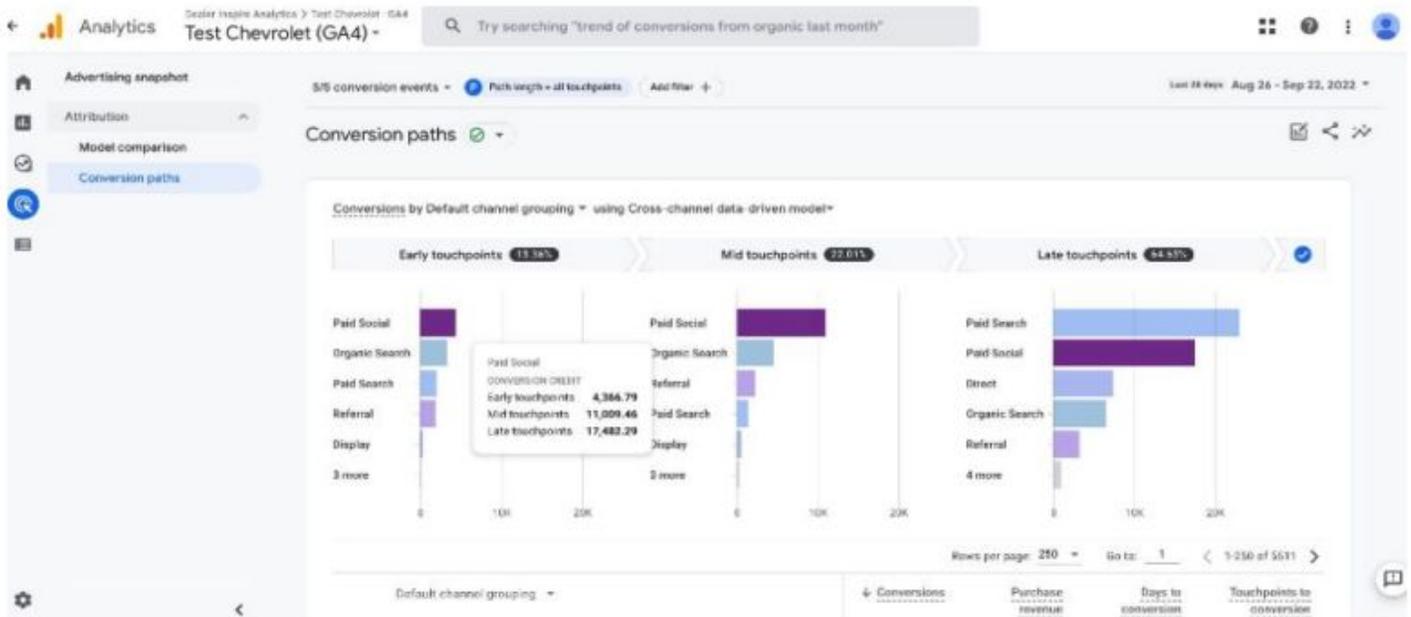
The number represents the number of times the user navigated to that specific channel throughout the life of their conversion path.

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

The Data Visualization allows you to view three touchpoints

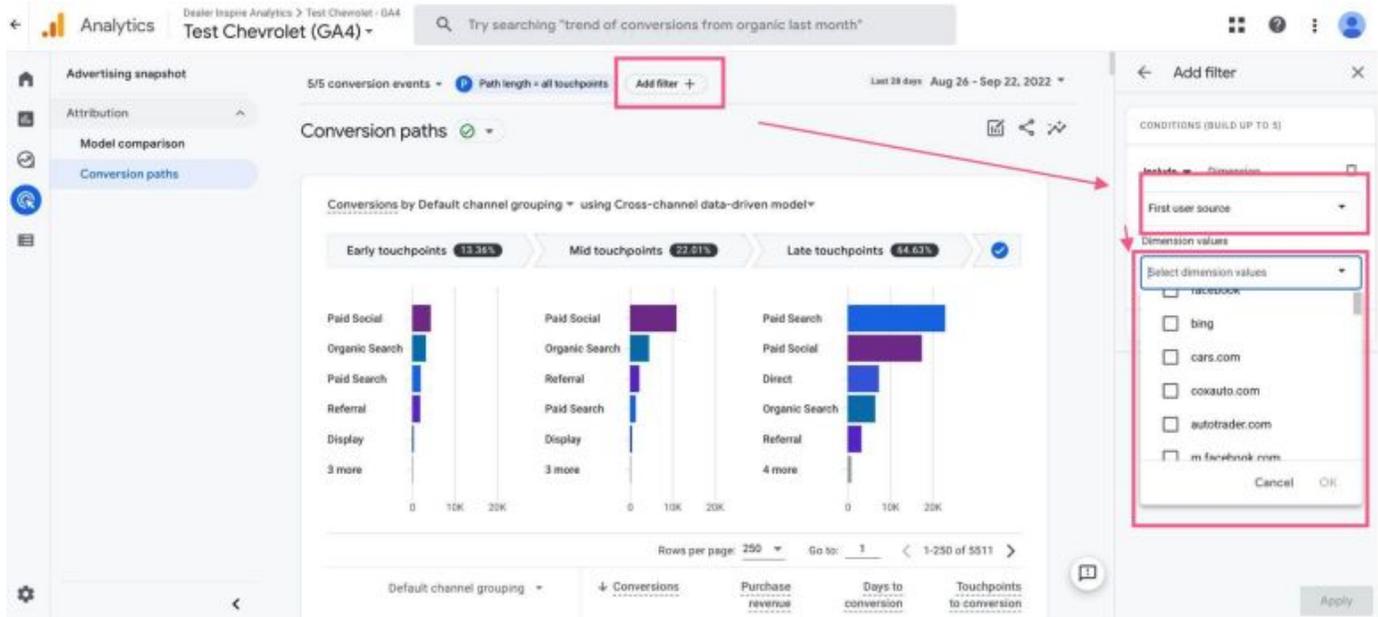


Hovering your mouse over each bar on the visual will provide more information about how much credit each channel provides in each touchpoint. Hovering your mouse over the segment name will provide you with more detailed information about the segment



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.

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

	Source	Conversions	Purchase revenue	Days to conversion	Touchpoints to conversion
		322.00 0.36% of total	\$0.00	3.60 Avg: 59.39%	3.69 Avg: 67.99%
1	cargurus.com * 2	90.00	\$0.00	0.00	2.00
2	cargurus.com * 4	74.00	\$0.00	1.84	4.00
3	cargurus.com * 3	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	\$0.00	2.29	5.00
6	autotrader.com * 3	8.00	\$0.00	37.25	8.00
7	cargurus.com * 3	6.00	\$0.00	0.00	4.00
8	google	6.00	\$0.00	67.33	18.00
9	cargurus.com * 8	6.00	\$0.00	0.00	8.00
10	google * 3	6.00	\$0.00	67.33	18.00
11	google * 3	6.00	\$0.00	67.33	18.00