Once your Google Analytics 4 (GA4) property is receiving the ASC website events and you have configured the custom dimensions, 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 'Location Overview'. This report will give you insight as to what the location of users are and what city, region, or country has the most conversions. This how-to will also show now to see source/medium and campaign broken out by top 10 cities. To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

STEP 1: Click on the 'Blank' report template option
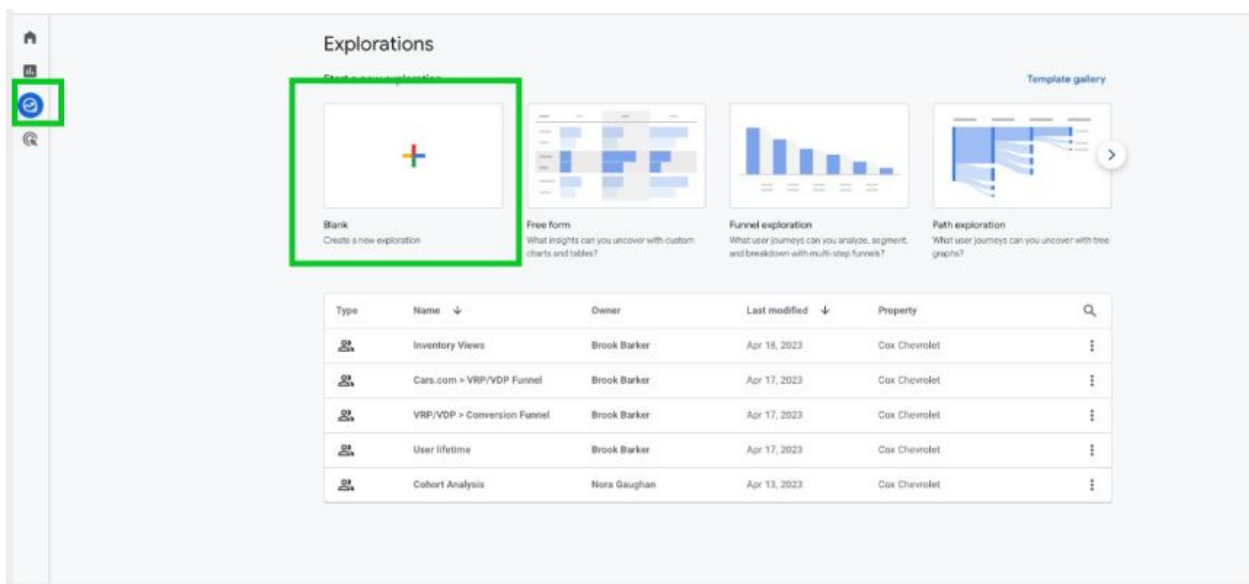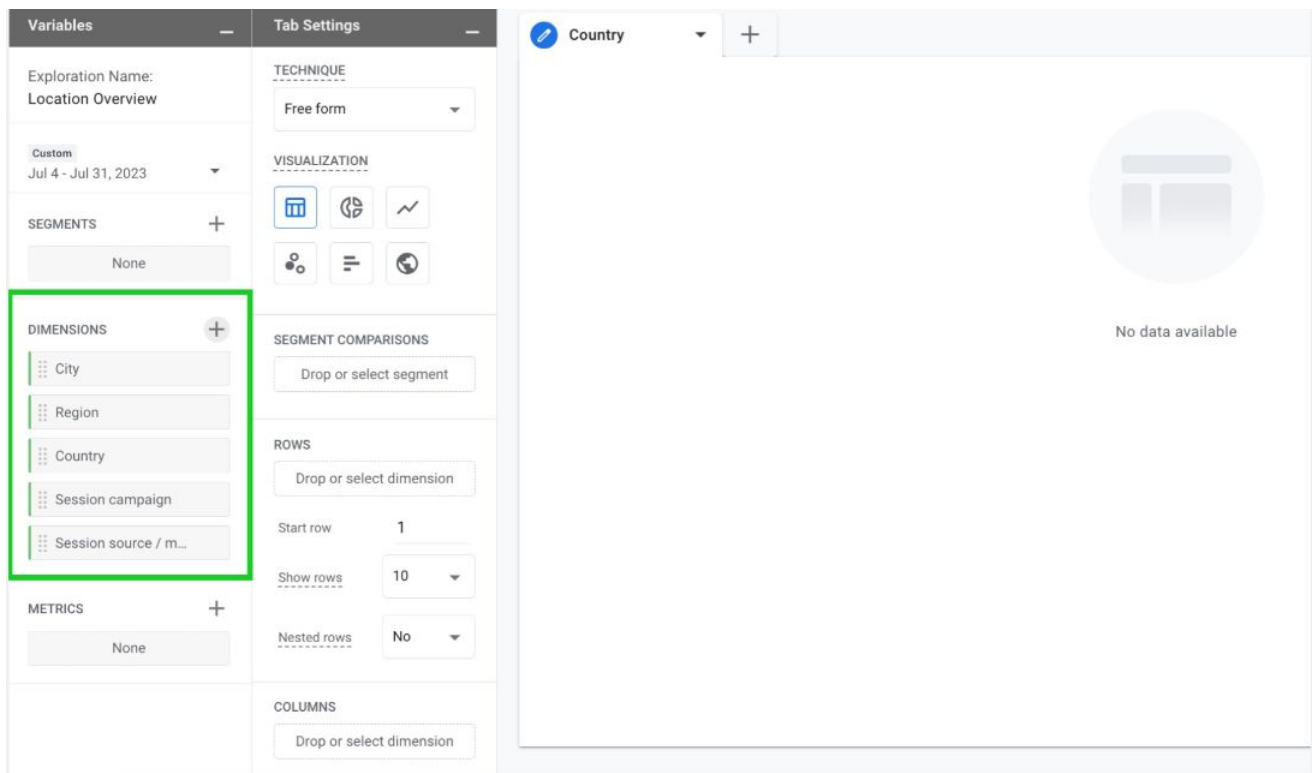

STEP 2: Under 'Exploration Name' name your report (in this example we will name it 'Location Overview'). After naming the report, name the page (in this example we will name it 'Country')
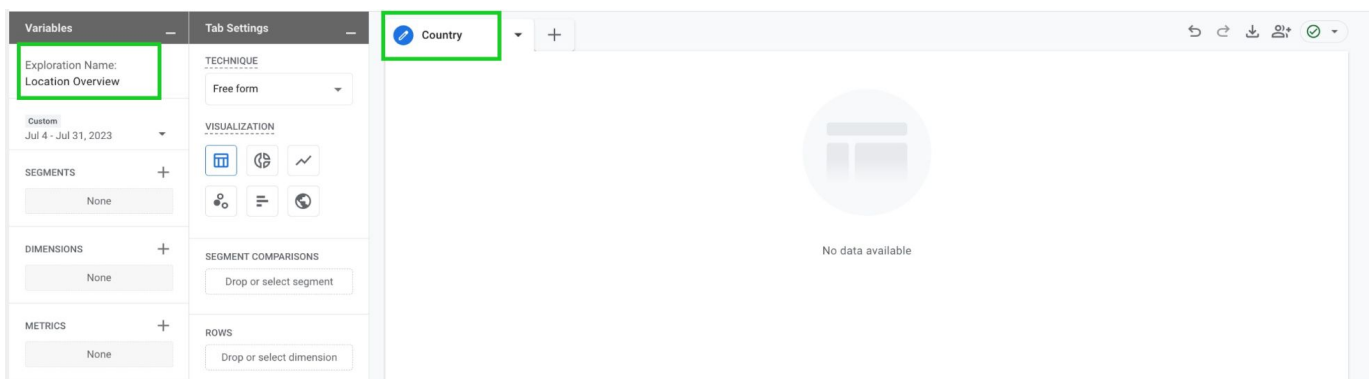
STEP 3: Click the '+' Next to 'DIMENSIONS" and select:

       a. City

       b. Region

       c. Country

       d. Session campaign

       e. Session source / medium

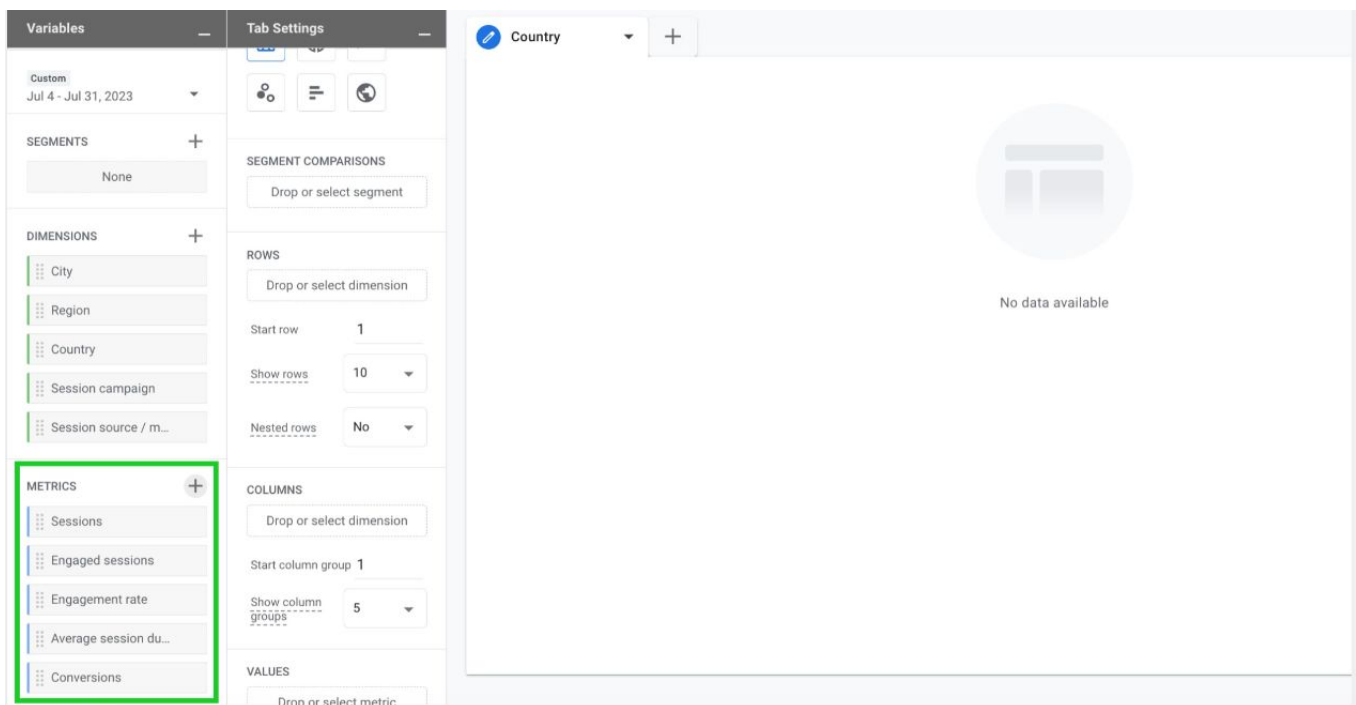Click 'Import' when done. You should now see the five dimensions under 'DIMENSIONS"

STEP 4: Click the '+' Next to 'METRICS' and select:

      a. Sessions

      b. Engaged sessions

      c. Engagement rate
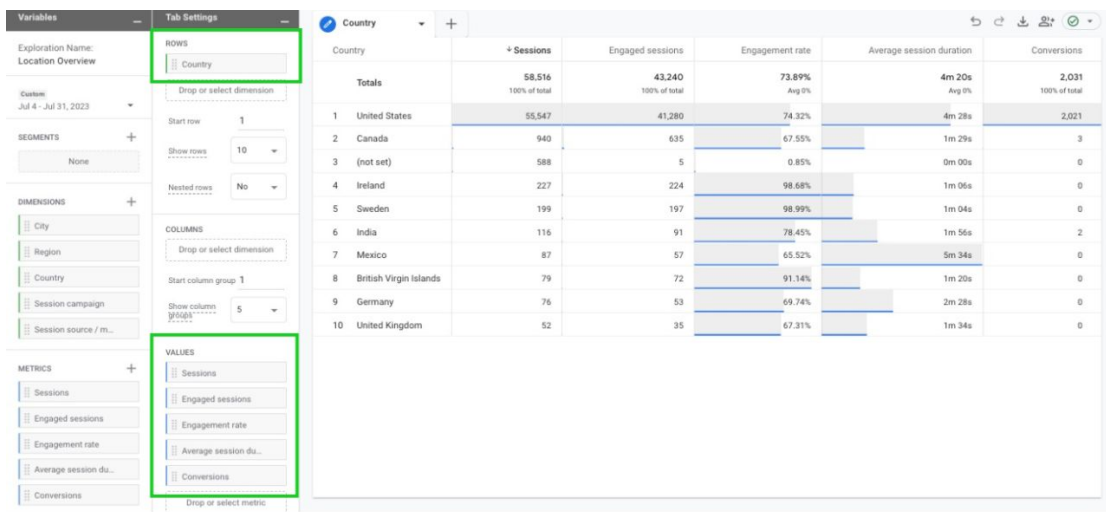
      d. Average session duration

      e. Conversions

Click 'Import' when done. You should now see the five metrics under 'METRICS"
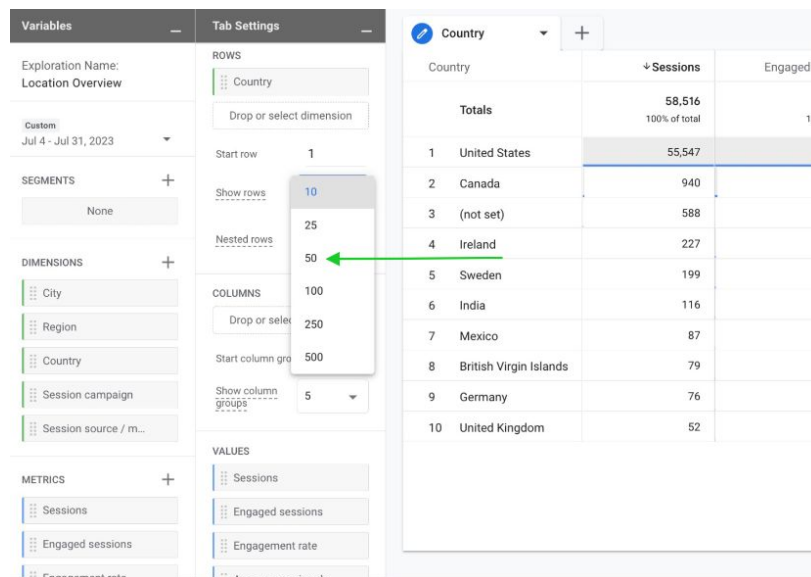
STEP 5: Drag the dimension of 'Country' under 'ROWS'. Drag the metrics of 'Session', 'Engaged session', 'Engagement rate', 'Average session duration', and 'Conversions' under 'VALUES'.

'Country', 'Session', 'Engaged session', 'Engagement rate', 'Average session duration', and 'Conversions' should now show in the right column and data will populate.

STEP 6: In 'ROWS' section next to 'Show rows' change the number from 10 to 50

STEP 7: On the first page of the report (for this example we named it 'Country') click the arrow and select 'Duplicate'. Rename the new page 'Region'
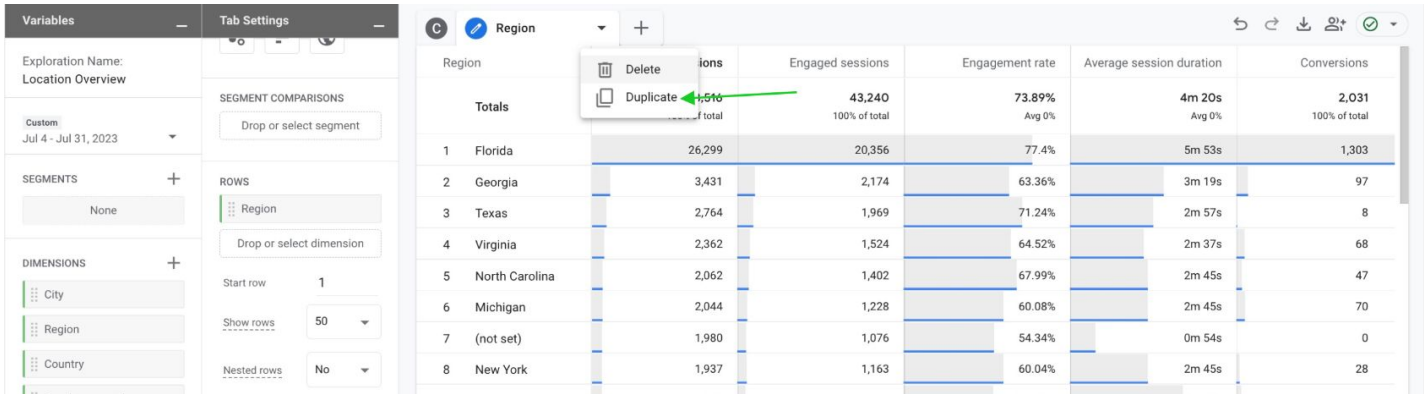
STEP 8: On the new page named 'Region', drag the dimension of 'Region' under 'ROWS'. Then click the 'X' on 'Country' to delete it so 'Region' is now the only dimension under 'ROWS'
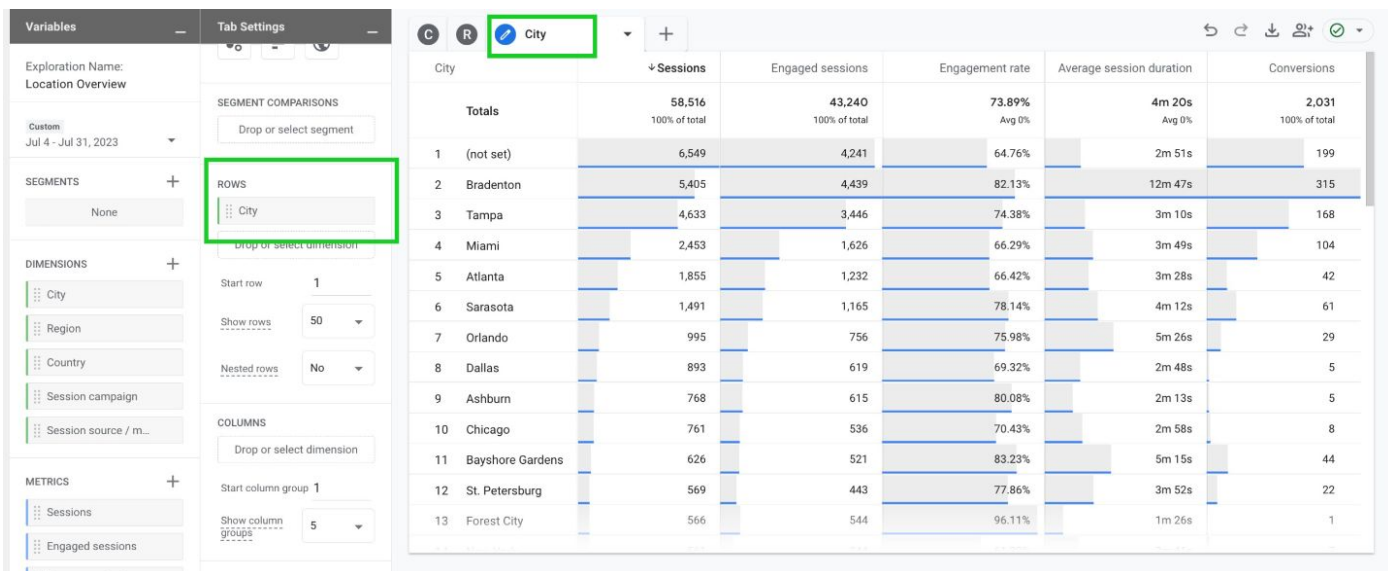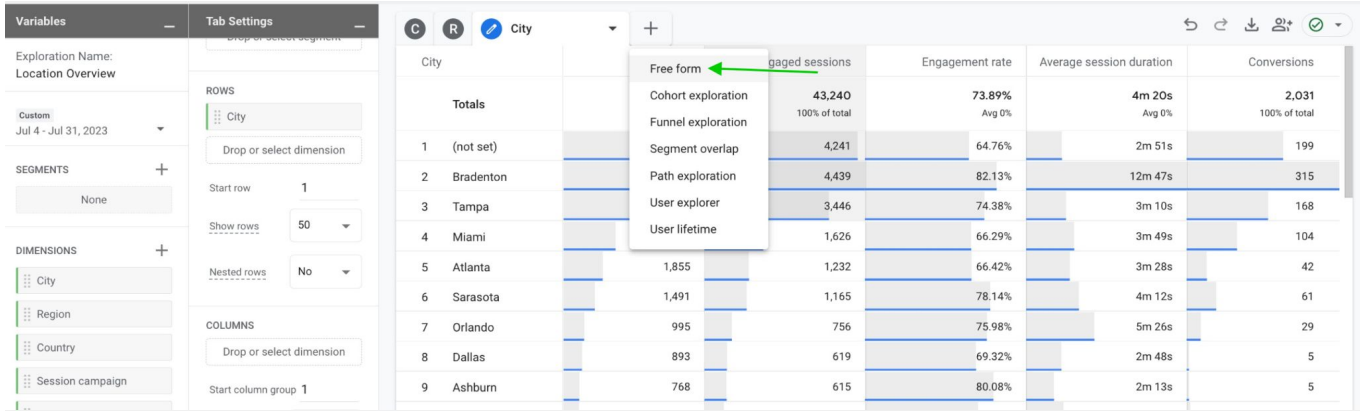
STEP 9: On the second page of the report (for this example we named it 'Region') click the arrow and select 'Duplicate'. Rename the new page 'City'

STEP 10: On the new page named 'City', drag the dimension of 'City' under 'ROWS'. Then click the 'X' on 'Region' to delete it so 'City' is now the only dimension under 'ROWS'

STEP 11: Click on the '+' to add a new page to the report. Select 'Free form'. Name the page 'Source/medium'
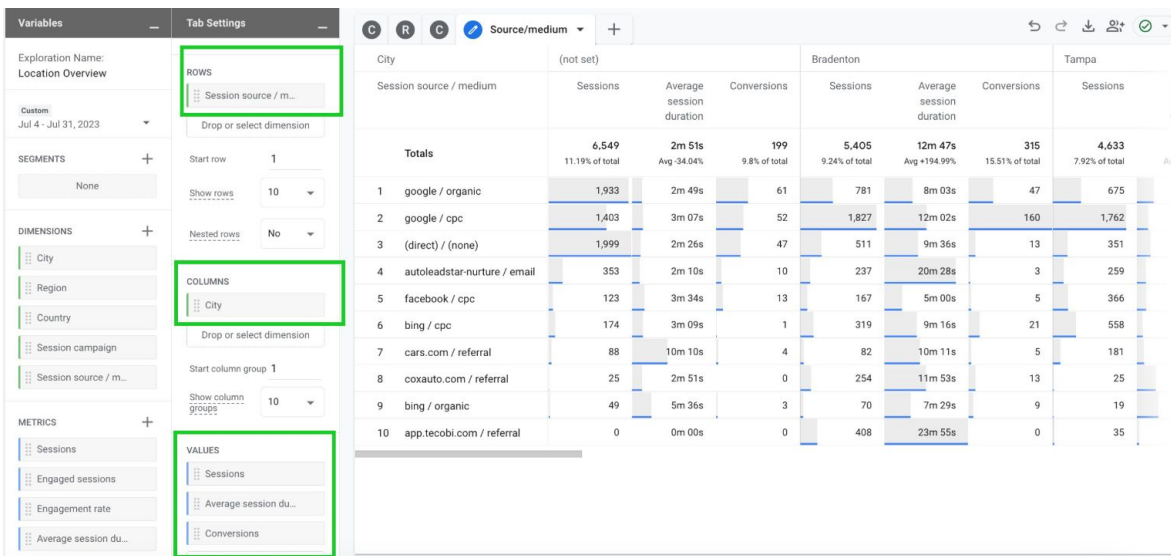
STEP 12: On the new page named 'Source/medium', drag the dimension of 'Session source/medium' under 'ROWS'.
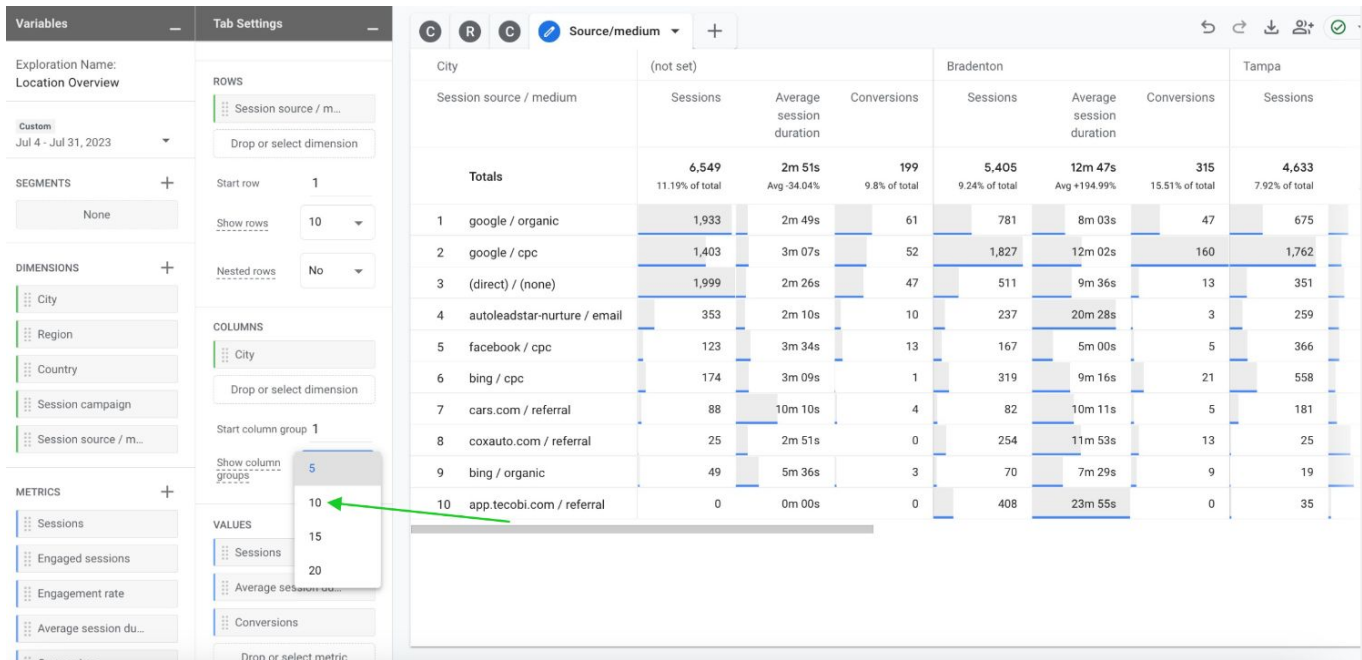
Drag the dimension of 'City' under 'COLUMNS'

Drag the metrics of 'Sessions', 'Average session duration', and 'Conversions' under 'VALUES'

'Session source/medium', 'City', 'Session', 'Average session duration', and 'Conversions' should now show in the right column and data will populate.
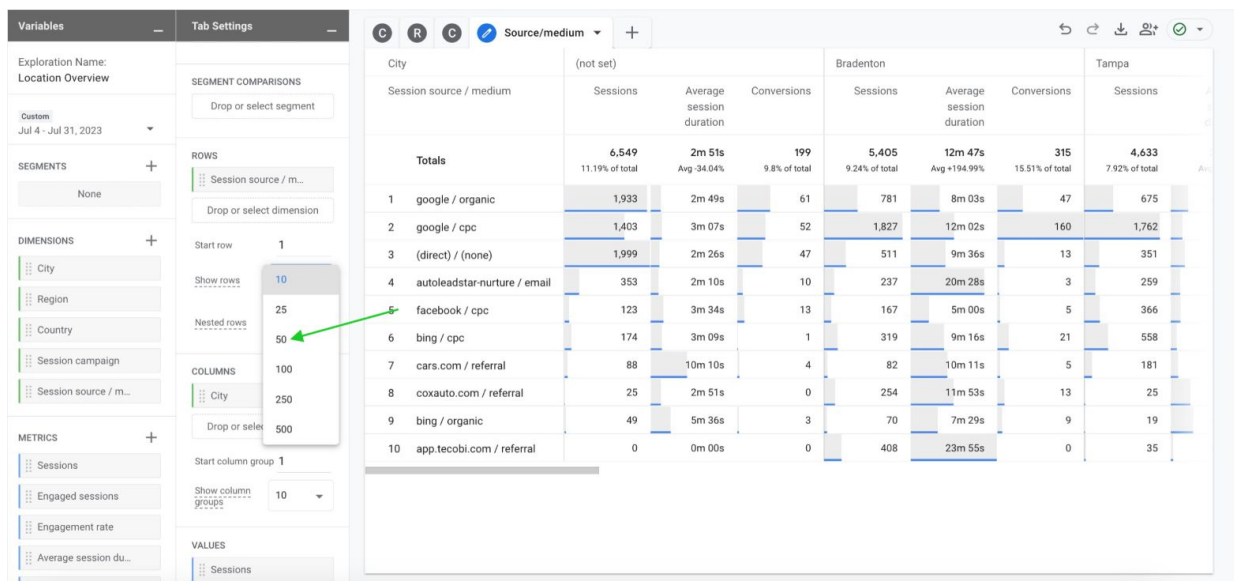
STEP 13: In the 'COLUMNS' section next to 'Show column groups' change the number from 5 to 10. This will allow you to see the source/mediums for the top 10 cities.
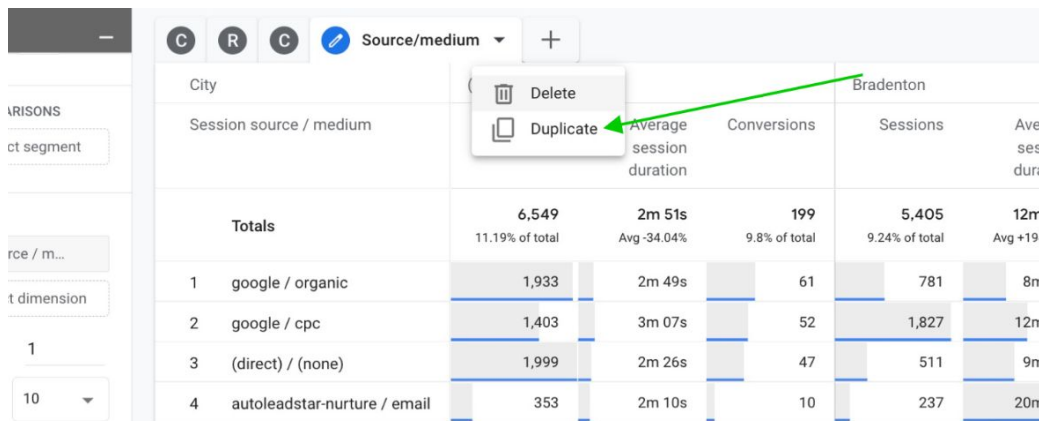
STEP 14: In 'ROWS' section next to 'Show rows' change the number from 10 to 50

STEP 15: On the fourth page of the report (for this example we named it 'Source/medium') click the arrow and select 'Duplicate'. Rename the new page 'Campaign'
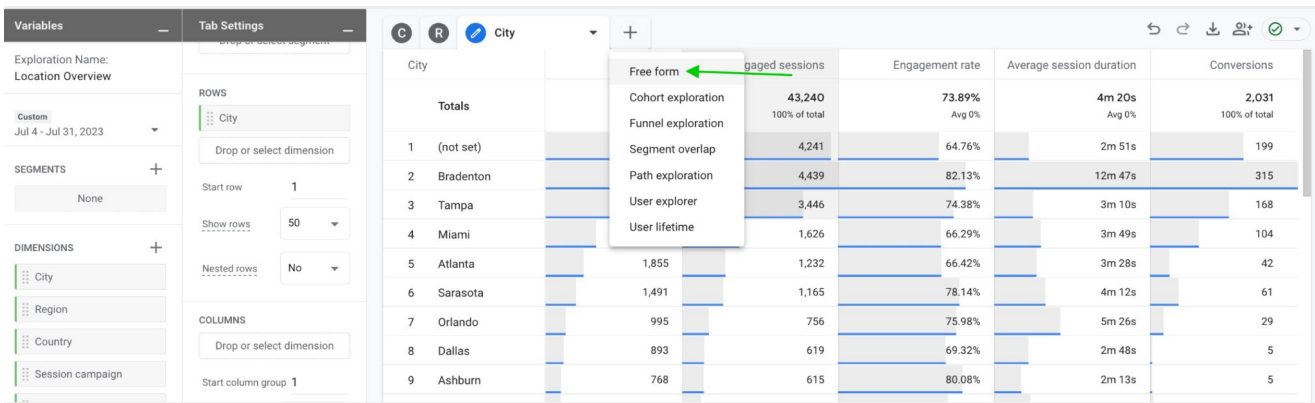

STEP 16: On the new page named 'Campaign', drag the dimension of 'Session campaign' under 'ROWS'. Then click the 'X' on 'Session source/medium' to delete it so 'Session campaign' is now the only dimension under 'ROWS'
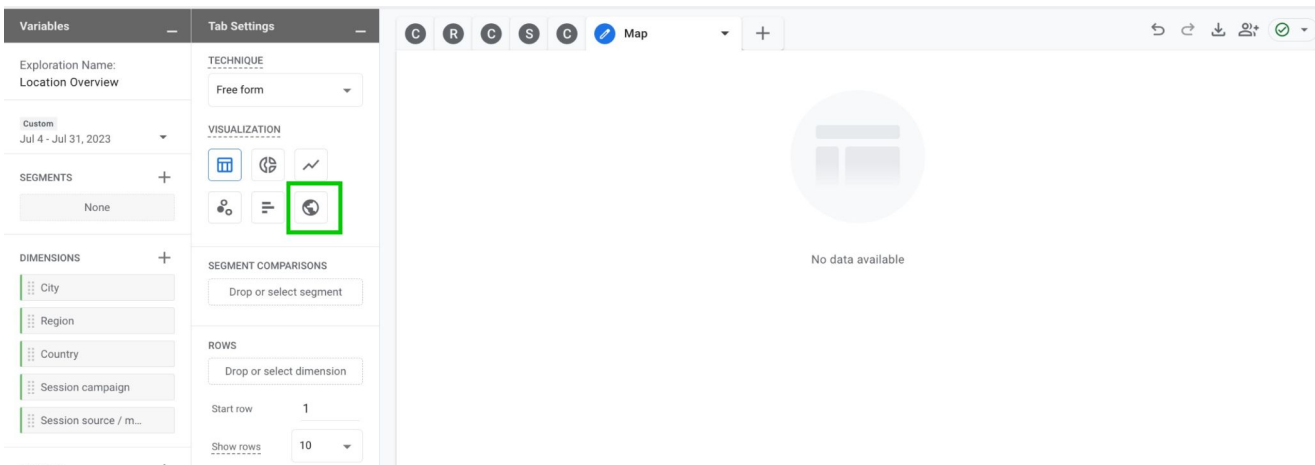

Steps 17-20 show how to create a visual representation of session traffic

STEP 17: Click on the '+' to add a new page to the report. Select 'Free form'. Name the page 'Map'

STEP 18: Under 'VISUALIZATION' click the icon of the earth

STEP 19: Drag the metric of 'Sessions' under 'VALUES'. A map will now populate
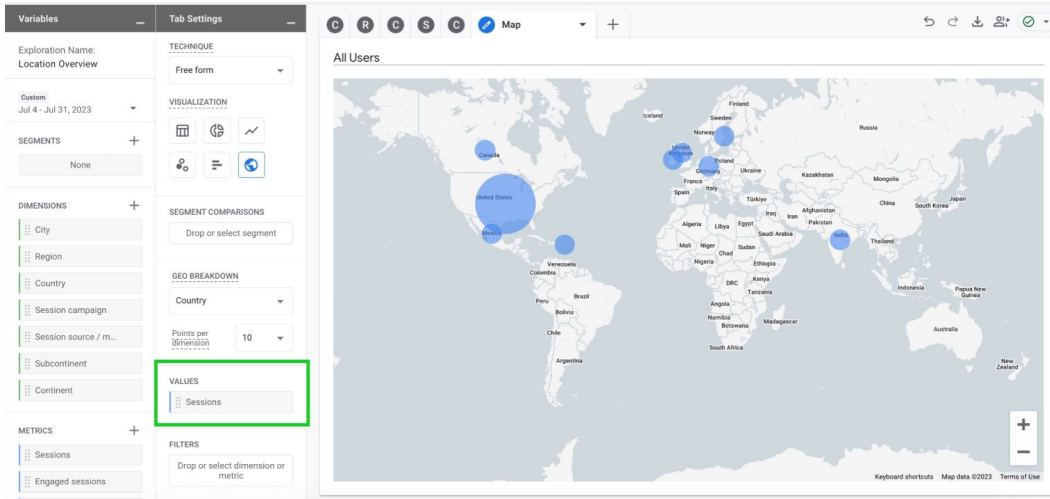
STEP 20: Select the drop down under 'GEO BREAKDOWN' and change it from 'Country' to 'City". Use the plus and minus signs at the bottom to zoom in and out