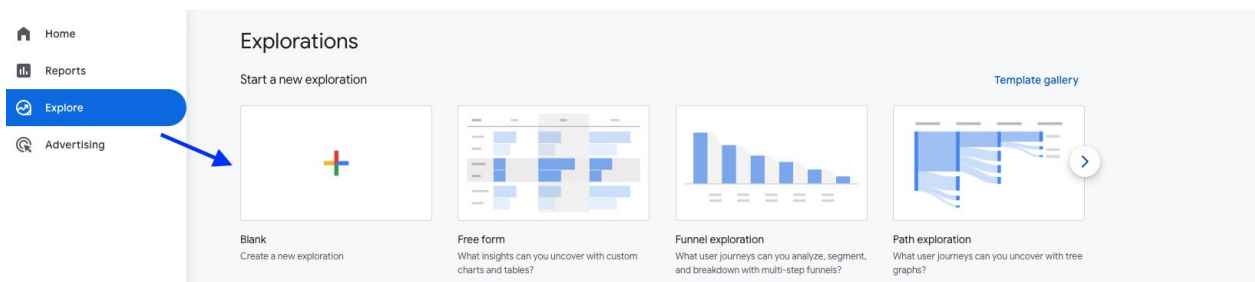


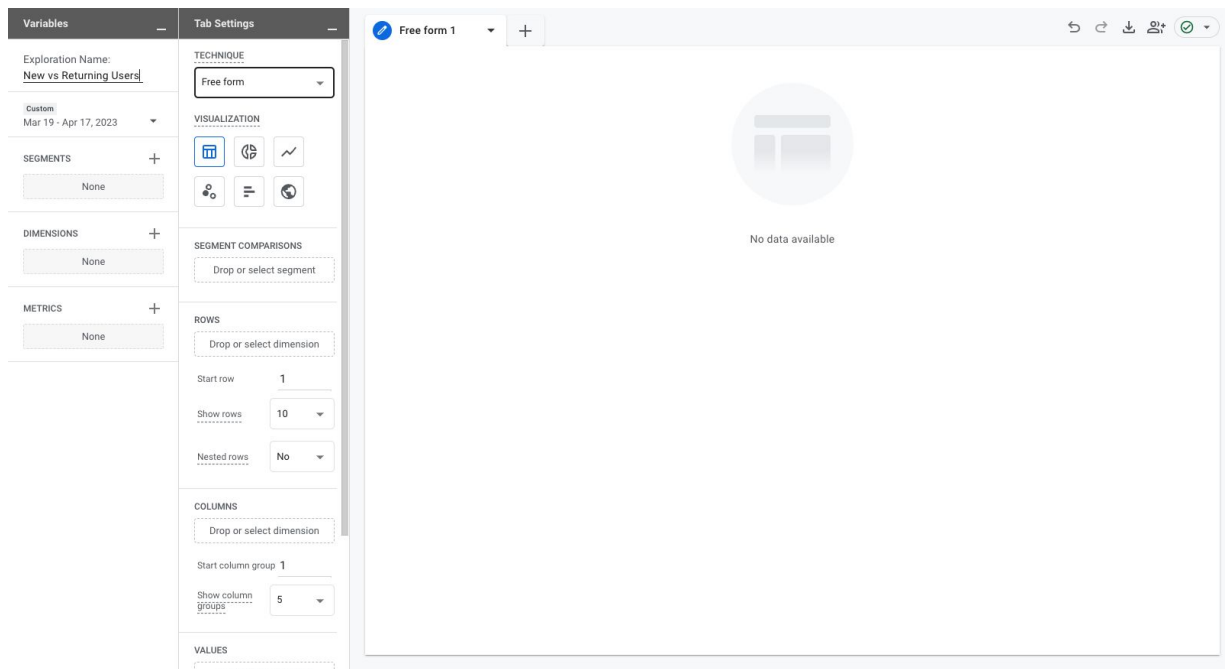
In order to find out what sources of traffic are driving the most new and returning users, follow these steps to create a custom Explore report in your GA4 account.

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

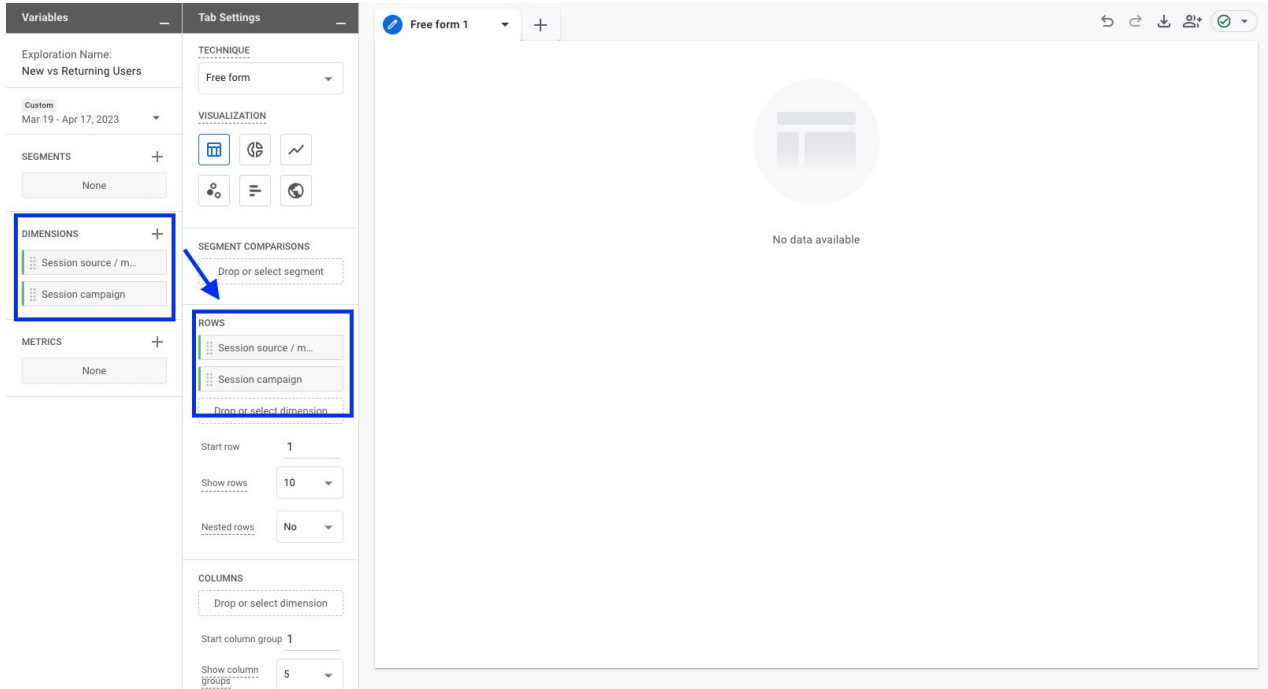
Step 1 - Explore Reports > Choose a Blank Exploration



Step 2: - *Rename your report - for this example we'll use "New vs Returning Users"*

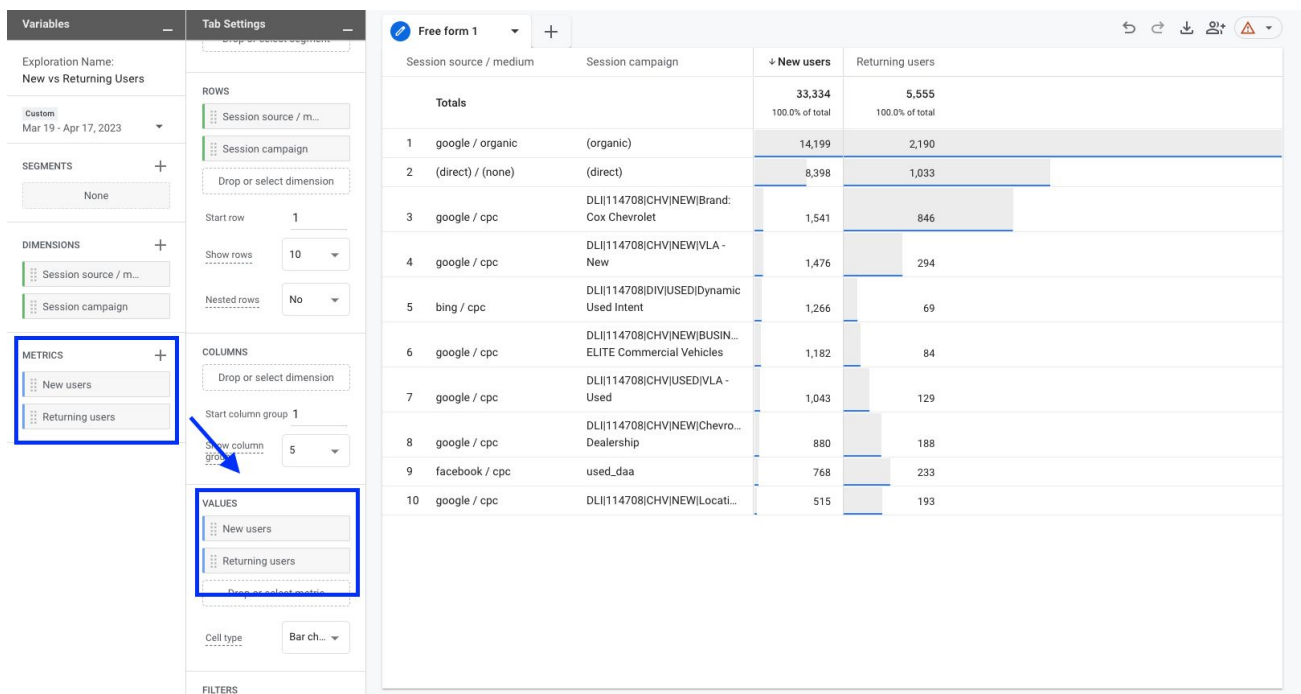


Step 3: Add the following dimensions: Session source/medium, session campaign and double click them to add to the report rows



The screenshot shows the 'Variables' and 'Tab Settings' panels. In the 'DIMENSIONS' section, 'Session source / m...' and 'Session campaign' are listed. In the 'ROWS' section, the same two dimensions are added. An arrow points from the 'ROWS' section to the 'Drop or select dimension' field in the 'ROWS' section.

Step 4: Add the following metrics: new users, returning users and double click to add them to the report values



The screenshot shows the 'Variables' and 'Tab Settings' panels. In the 'METRICS' section, 'New users' and 'Returning users' are listed. In the 'VALUES' section, the same two metrics are added. An arrow points from the 'VALUES' section to the 'Drop or select dimension' field in the 'VALUES' section.

Session source / medium	Session campaign	+ New users	Returning users
Totals		33,334 100.0% of total	5,555 100.0% of total
1 google / organic	(organic)	14,199	2,190
2 (direct) / (none)	(direct)	8,398	1,033
3 google / cpc	DLI114708 CHV NEW Brand: Cox Chevrolet	1,541	846
4 google / cpc	DLI114708 CHV NEW VLA - New	1,476	294
5 bing / cpc	DLI114708 DIV USED Dynamic Used Intent	1,266	69
6 google / cpc	DLI114708 CHV NEW BUSIN... ELITE Commercial Vehicles	1,182	84
7 google / cpc	DLI114708 CHV USED VLA - Used	1,043	129
8 google / cpc	DLI114708 CHV NEW Chevro... Dealership	880	188
9 facebook / cpc	used_daa	768	233
10 google / cpc	DLI114708 CHV NEW Locati...	515	193

Step 5: If needed, add a filter for a certain source using the source/medium or campaign dimension in the filters section.

Variables

Exploration Name:
New vs Returning Users

Custom
Mar 19 - Apr 17, 2023

SEGMENTS +
None

DIMENSIONS +
Session source / m...
Session campaign

METRICS +
New users
Returning users

Tab Settings

Show rows 10

Nested rows No

COLUMNS
Drop or select dimension

Start column group 1

Show column groups 5

VALUES
New users
Returning users
Drop or select metric

Cell type Bar ch...

FILTERS

Session source / m...

Filter
contains

google / cpc

CANCEL APPLY

Drop or select dimension or metric

Free form 1

Session source / medium	Session campaign	↓ New users	Returning users
Totals		6,911 100.0% of total	1,765 100.0% of total
1 google / cpc	DLI 114708 CHV NEW Brand: Cox Chevrolet	1,541	846
2 google / cpc	DLI 114708 CHV NEW VLA - New	1,476	294
3 google / cpc	DLI 114708 CHV NEW BUSIN... ELITE Commercial Vehicles	1,182	84
4 google / cpc	DLI 114708 CHV USED VLA - Used	1,043	129
5 google / cpc	DLI 114708 CHV NEW Chevro... Dealership	880	188
6 google / cpc	DLI 114708 CHV NEW Locati...	515	193
7 google / cpc	DLI 114708 CHV NEW Perfo... Max	190	128
8 google / cpc	DLI 114708 CHV NEW Cox Auto	84	39