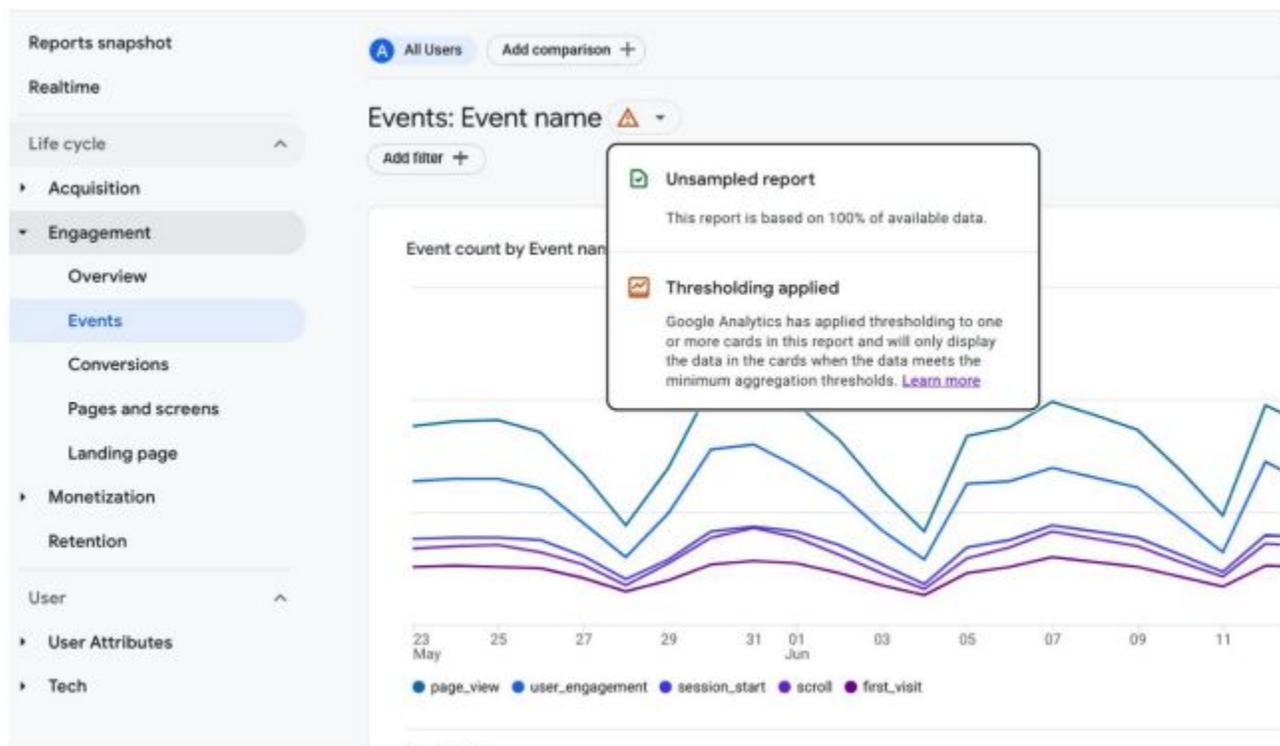


What is 'Thresholding', and why is it applied?

In simple terms, 'Thresholding' is Google's method of limiting the amount of data presented, with the intent of protecting visiting users' PII (Personally Identifiable Information). Data thresholds only occurs when Google Signals is utilized, as Google deems the information passed as a result of signals to sometimes provide more in-depth insight. If data is deemed 'too specific' as to where the identity of users can be inferred, Thresholding is applied.

How do you know if Thresholding is being applied?

While thresholding sometimes hinders our ability to capture specific data points, the silver lining is that Google gives a clear indication when thresholding is being applied. The thresholding warning is denoted by an orange triangle with an exclamation point on it. The warning proceeds to warn GA4 users that the data is incomplete, due to thresholding.

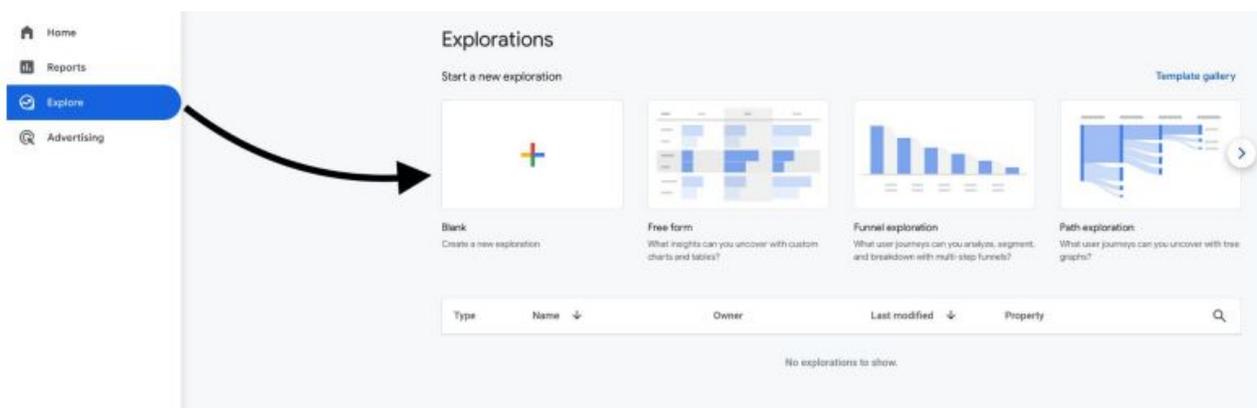


Is there a workaround for Thresholding?

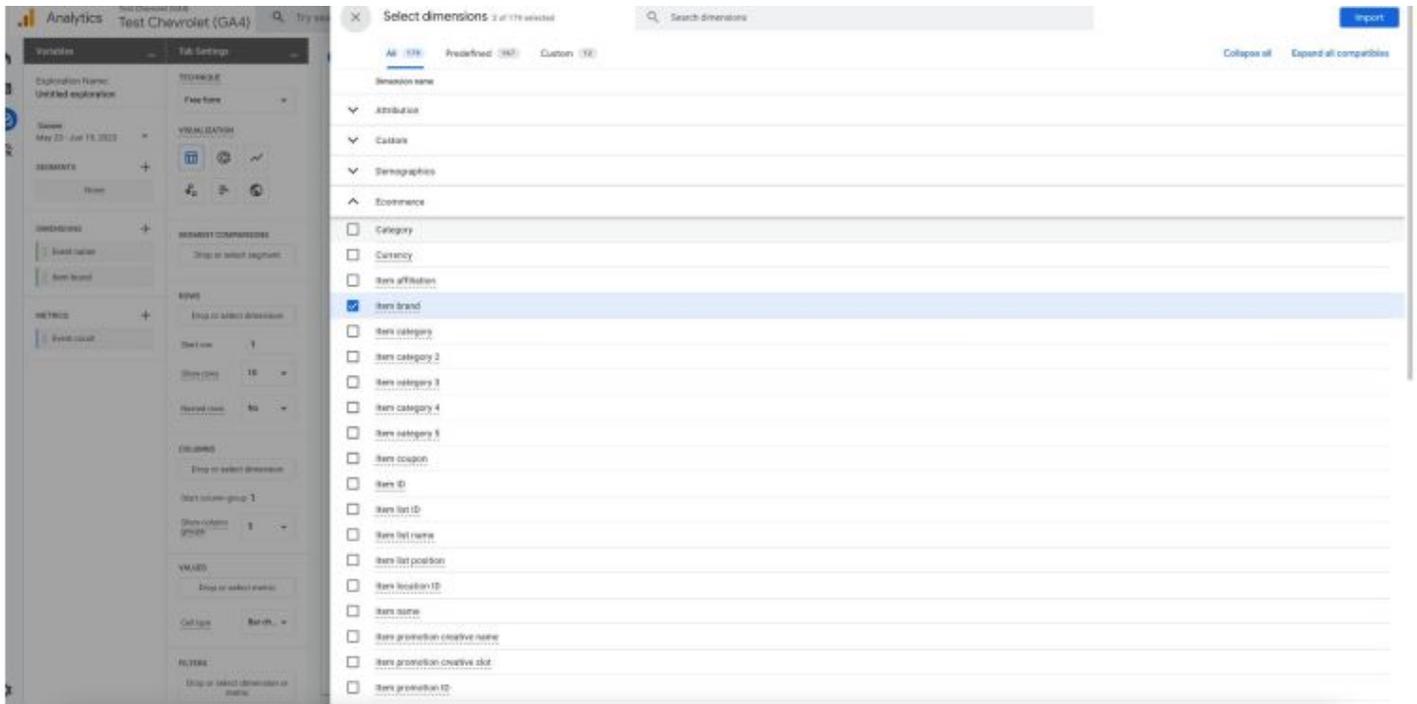
- **Turn Off Google Signals** - Given that Google has mentioned Thresholding is in direct relation to Google Signals, the most simple solution would be to shut off Google Signals. However, it should be taken into consideration that shutting off Google Signals removes various data points, thus, resulting in less metrics to report on.
- **Get Less Specific** - A common reason for which thresholds are applied is due to the audience in the report either being too specific in terms of Personally Identifiable Information, or the audience being a small group (as to where these users are easily identifiable).
- **Widen the Date Range** - Since having too small of an audience could lead to Thresholding, expanding the date range and getting a larger sample of users could help make this a more general group, and possibly remove the threshold.
- **Create an Exploration Report** - While utilizing the default GA4 Reports is a great way to gather insight, data sometimes becomes unusable due to thresholding. To combat this, you can create an Exploration Report, which will allow you to specify the metrics you'd like to see and generate specific reports in ways that won't be limited due to Thresholding.

How can I create an Exploration Report?

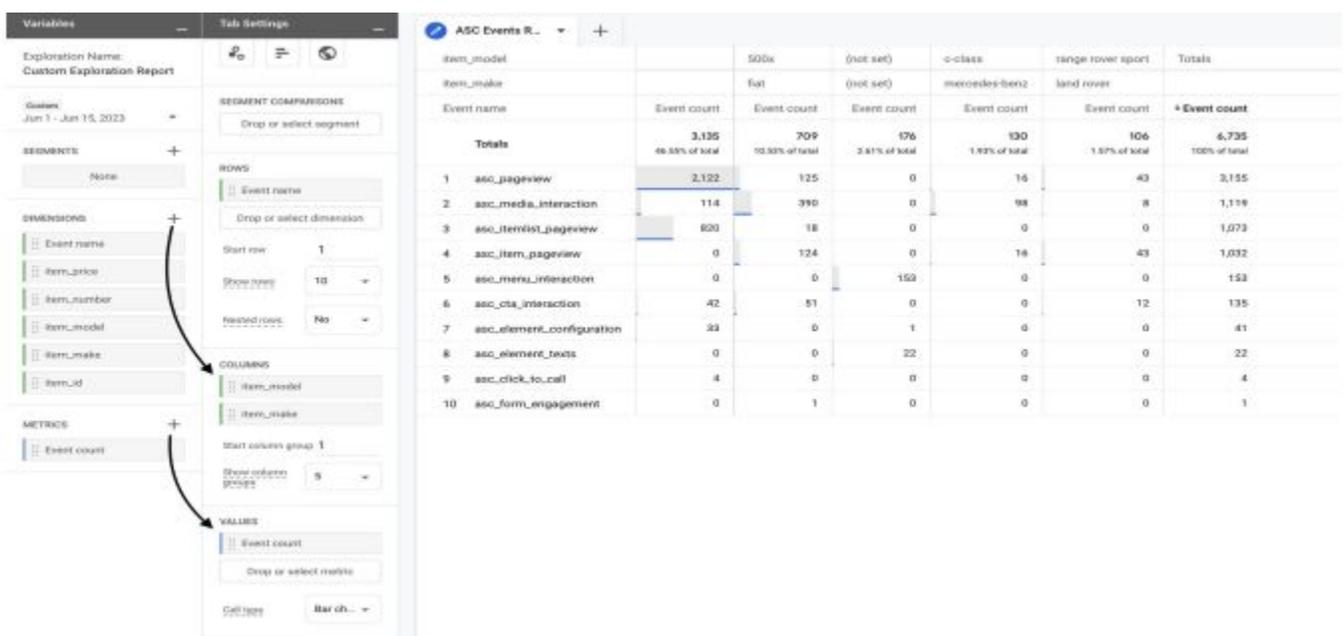
Step 1 - Click the 'Explore' option on the left-hand side bar, then select 'Blank' (or any template of your choice):



Step 2 - Add the Dimensions and Metrics that you'd like to see in your new custom Exploration Report, then select the 'Import' button on the top-right corner:



Step 3 - Drag the Dimensions to Rows/Columns (based on preference), and add the your Metrics to the 'Values' section:





Step 4 - Refer to your Exploration Report to gather the insight you were originally looking to acquire. If the report attempts to threshold your data, you may be using a group of events with too low of a count, or using a date range that is too short:

ASC Events R... +						
item_model		500x	(not set)	c-class	range rover sport	Totals
item_make		fiat	(not set)	mercedes-benz	land rover	
Event name	Event count	Event count	Event count	Event count	Event count	↓ Event count
Totals	3,135 46.55% of total	709 10.53% of total	176 2.61% of total	130 1.93% of total	106 1.57% of total	6,735 100% of total
1 asc_pageview	2,122	125	0	16	43	3,155
2 asc_media_interaction	114	390	0	98	8	1,119
3 asc_itemlist_pageview	820	18	0	0	0	1,073
4 asc_item_pageview	0	124	0	16	43	1,032
5 asc_menu_interaction	0	0	153	0	0	153
6 asc_cta_interaction	42	51	0	0	12	135
7 asc_element_configuration	33	0	1	0	0	41
8 asc_element_texts	0	0	22	0	0	22
9 asc_click_to_call	4	0	0	0	0	4
10 asc_form_engagement	0	1	0	0	0	1