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 reports.

Within the GA4 interface there is already a report named 'Traffic Acquisition'. This is a standard report and can be located by clicking on Reports>Acquisition>Traffic Acquisition. While this report is given, you are likely experiencing thresholding while looking at that report. A way to work around thresholding is by creating an exploration report like the one we will outline below. This example report will show you how to view the default channel groupings, session source/mediums, and campaigns. To begin, log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

Contraction of the second	anglanding.					Template gallery
	+		ΗĒ	lin,		
Blank Create snew ex	position	Free form What insights co chierts and table	an you uncover with custom 18 <sup>7</sup>	Furnel exploration What user journeys can you and and breakdown with multi-step	dyze, sogmert, furnels?	Path exploration What user journeys can you uncover with tree graphs?
Туре	Name 🕹		Owner	Last modified 4	Property	٩
쓰	Inventory Views		Brook Barker	Apr 18, 2023	Cox Chevrol	let E
쓰	Cars.com > VRP/VDP Fi	annel	Brook Barker	Apr 17, 2023	Cax Chevro	let E
욄	VRP/VDP > Conversion	Funnel	Brook Barker	Apr 17, 2023	Cox Chevro	let 🗄
慦	User lifetime		Brook Barker	Apr 17, 2023	Cox Chevro	lot E
8	Cohort Analysis		Nora Gaughan	Apr 13, 2023	Cas Chevrol	lot 1

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

**STEP 2:** Under 'Exploration Name' name your report (in this example we will name it 'Traffic Acquisition Overview'). After naming the report, name the page (in this example we will name it 'Channel Performance Overview')





**STEP 3:** Click the '+' Next to 'DIMENSIONS" and select:

- a. Session default channel group
- b. Session source / medium
- c. Session campaign

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





- **STEP 4:** Click the '+' Next to 'METRICS' and select:
  - a. Sessions
  - b. Engaged sessions
  - c. Average engagement time per session
  - e. Engagement rate
  - f. Bounce rate
  - g. Conversions
  - h. Average session duration

Click 'Import' when done. You should now see the seven metrics under 'METRICS"

Variables _	Tab Settings	🖉 Channel Perfo 🔻 🕂	🧭 Channel Perfo 👻 🕂
Exploration Name: Traffic Acquisition Overview	TECHNIQUE Free form		
Custom May 29 - Jun 25, 2023 🔹	VISUALIZATION		
segments +			
None	°, = (S)		
DIMENSIONS +	SEGMENT COMPARISONS		No data available
E Session default cha	Drop or select segment		
E Session source / m			
E Session campaign	ROWS Drop or select dimension		
METRICS +	Start row 1		
Sessions	Show rows 10 👻		
Engaged sessions			
Average engageme	Nested rows No -		
Engagement rate	COLUMNS		
Bounce rate	Drop or select dimension		
Conversions	Start column group 1		
II Average session du	Show column groups 5 +		



**STEP 5:** Drag the dimensions of 'Session default channel group', 'Session source / medium', and 'Session campaign' under 'ROWS'.

Drag the metrics 'Sessions', 'Engaged sessions', 'Average engagement time per session', 'Engagement rate', 'Bounce rate', 'Conversions', and 'Average session duration' under 'VALUES'.

'Session default channel group', 'Session source / medium', 'Session campaign',
'Sessions', 'Engaged sessions', 'Average engagement time per session',
'Engagement rate', 'Bounce rate', 'Conversions', and 'Average session duration'
should now show in the right column and data will populate.

Variables _	Tab Settings —	Channel Perfo_	• +					5	C ± 2:	0.
Exploration Name: Traffic Acquisition Overview	ROWS	Session default channel group	Session source / medium	Session campaign	+ Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate	
Durtem May 29 - Jun 25, 2023 -	E Session source / m	Totals			40,403	23,448	tm 23s	58.04%	41.96%	
SEGMENTS +	Session campaign						ing on	- All and a second s		
None	· · · · · · · · · · · · · · · · · · ·	1 Direct	(direct) / (none)	(direct)	19,076	8,051	0m 40s	42.2%	57.8%	_
	Start row 1	Organic 2 Search	google / organic	(organic)	4,713	3,502	1m 41s	74.31%	25.69%	
III Session default cha.	Show meas	Organic 3 Search	google / organic	googlemybusiness	2,767	2,298	3m 15s	83.05%	16.95%	
Session source / m.,	Nested rows No 🛩	4 Email	lmi_conquestemai ling / email	June_2023	2,057	1,270	1m 03s	Right click on visual	zation to interact w	ith data
🗄 Session campaign	COLUMNS	5 Paid Search	google / cpc	brand	1,657	1,292	3m 20s	77.97%	22.03%	
METRICS +	Drop or select dimension	6 Paid Search	google / cpc	nissan-dealer-by-l ocation	1,013	775	2m 18s	76.51%	23.49%	
Engaged sessions	Start celumin group 1 Show celumin Show celumin	7 Paid Social	ig / paid_social	ws_lead_generati on_inventory_ad s051022	739	467	Om 40s	63.19%	36.81%	
Average engageme		B Daid Castala	annale / sea	used_vehicle_spec		203	200 620	74.505	25.015	
Engagement rate	VALUES	6 Paid Search	google / cpc	idio	0/8	503	2011 028	74.195	23.014	-
E Bounce rate	C Settiont	9 Paid Search	googie / cpc	via	536	480	1/0 199	80.54%	19.40%	-
Conversions	Engaged sessions	10 Paid Social	fb/naid social	ws_lead_generati on_inventory_ad s051022	553	300	0m 56s	72 153	27.85%	
Average session du	Engagement rate	-	al produce							
	E Bounce rate									
	Conversions									
	Average seasion du.									
	Prop. or subject matrix									



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

Variables	- T	ab Settings	-	0	hannel Perfo	+					5 Č	¥ 8° (0
Exploration Name: Traffic Acquisition Overviev	w	ows    Session de	fault cha	Ses	sion default nnel group	Session source / medium	Session campaign	↓ Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
Custom May 29 - Jun 25, 2023		Session so	urce / m		Totals			40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
EGMENTS -	+	Drop or sele	mpaign (									
None			10	1	Direct	(direct) / (none)	(direct)	19,076	8,051	0m 40s	42.2%	57.8%
	5	Start row	25	2	Organic Search	google / organic	(organic)	4,713	3,502	1m 41s	74.31%	25.69%
Session default cha	F g	Show rows	50	3	Organic Search	google / organic	googlemybusiness	2,767	2,298	3m 15s	83.05%	16.95%
Session source / m	!	lested rows	250	4	Email	lmi_conquestema	lune 2023	2 0 5 7	1270	1m 03s	61 74%	38.26%
Session campaign	с	OLUMNS	500	5	Paid Search	google / cpc	brand	1,657	1,292	3m 20s	77.97%	22.03%
	+	Drop or sele	ct dimension	6	Paid Search	google / cpc	nissan-dealer-by- location	1,013	775	2m 18s	76.51%	23.49%
Sessions Engaged sessions	0104	Show column gro	5 <b>•</b>	7	Paid Social	ig / paid_social	ws_lead_generat ion_inventory_a ds051022	739	467	0m 40s	63.19%	36.81%
Average engageme	v	ALUES		8	Paid Search	google / cpc	used_vehicle_spe cials	678	503	2m 52s	74.19%	25.81%
Engagement rate		Sessions		0	Paid Search	google ( opp	vla	596	480	1m 19e	80.54%	10.46%
Bounce rate		Engaged se	essions	9	Faiu Search	google / cpc	ws lead generat		- 400	1111195	80.34%	19.40%
Conversions		Average en	gageme	10	Paid Social	fb / paid_social	ion_inventory_a ds051022	553	399	0m 56s	72.15%	27.85%
Average session du		Engagemer	nt rate			F	niscan doslar-na		-	_		

**STEP 7:** Under were we named the report, click the date range selector. Toggle on 'Compare' and click 'Apply'

/ariables _	Tab Settings	-	0 c	hannel Perfo	• +					5 ♂	± 8° ⊘
Exploration Name: Traffic Acquisition Overview	ROWS		Ses cha	sion default nnel group	Session source / medium	Session campaign	↓Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
Yesterday This week	сизтом Мау 29, 2023 – Јил	n 25, 202	3	Totals			40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
Last week ▶	May 1, 2023 – Ma	iy 28, 202	3	Direct	(direct) / (none)	(direct)	19,076	8,051	0m 40s	42.2%	57.8%
Last 28 days	S M T W	т	FS	Organic Search	google / organic	(organic)	4,713	3,502	1m 41s	74.31%	25.69%
Last 30 days Quarter to date	14         15         16         17           21         22         23         24	18 <sup>-</sup> 25 -	19 20 26 27	Organic Search	google / organic	googlemybusiness	2,767	2,298	3m 15s	83.05%	16.95%
Custom 🗸	28 29 30 31	1	2 3	Email	lmi_conquestema iling / email	June_2023	2,057	1,270	1m 03s	61.74%	38.26%
Custom	4 5 6 7	8	9 10	Paid Search	google / cpc	brand	1,657	1,292	3m 20s	77.97%	22.03%
	11 12 13 14 18 19 20 21	15	16 17 23 24	Paid Search	google / cpc	nissan-dealer-by- location	1,013	775	2m 18s	76.51%	23.49%
	25 26 27 28	29 3	80	Paid Social	ig / paid_social	ws_lead_generat ion_inventory_a ds051022	739	467	0m 40s	63.19%	36.81%
	JUL 2023		1	aid Search	google / cpc	used_vehicle_spe cials	678	503	2m 52s	74.19%	25.81%
		Cancel	Apply	I aid Search	google / cpc	vla	596	480	1m 19s	80.54%	19.46%
Conversions	Image: Engaged sessions         Image: Engageme           Image: Average engageme         Image: Engageme		10	Paid Social	fb / paid_social	ws_lead_generat ion_inventory_a ds051022	553	399	0m 56s	72.15%	27.85%
Average session du	Engagement rate										

Steps 8-12 show how to isolate traffic based off the 'Session default channel group'



**STEP 8:** On the first page of the report (for this example we named it 'Traffic Acquisition Overview) click the arrow and select 'Duplicate'

Variables _	Tab Settings	🖉 Channel Perfo 🝷 🕂					5 Č	± 2; ⊘ .
Exploration Name: Traffic Acquisition Overview	ROWS	Session Delete ession impaign channel Duplicate	Date Comparison	↓ Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
Custom May 29 - Jun 25, 2023	E Session source / m	group						
Compare: May 1 - May 28, 2023	E Session campaign	Totals	% change	-2.62%	-7.65%	-14.56%	-5.17%	8.15%
SEGMENTS +	Drop or select dimension Start row 1		May 29 - Jun 25, 2023	40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	41.96% Avg 0%
dimensions +	Show rows 50 -		May 1 - May 28, 2023	<b>41,488</b> 100% of total	25,390 100% of total	<b>1m 37s</b> Avg 0%	<b>61.2%</b> Avg 0%	38.8% Avg 0%
Session default cha Session source / m	Nested rows No -	(direct) / 1 Direct (none) (direct)	% change	14.76%	18.75%	-12.72%	3.47%	-2.39%
Session campaign	COLUMNS		May 29 - Jun 25, 2023	19,076	8,051	0m 40s	42.2%	57.8%
METRICS +	Start column group 1		May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%
Sessions     Engaged sessions	Show column groups 5 -	Org anic google / 2 Search organic (organic)	% change	-18.38%	-20.81%	-6.75%	-2.98%	9.74%
II Average engageme	VALUES		May 29 - Jun 25, 2023	4,713	3,502	1m 41s	74.31%	25.69%
Engagement rate	Sessions		May 1 - May	-				
Eounce rate	Engaged sessions		28, 2023	5,774	4,422	1m 48s	76.58%	23.42%
11 Conversions	Average engageme	anic google / googlemyb	8 - ch	24.69	22 5 40	7.04%	1.049	0 50%
# Average session du	Engagement rate	a aearch organic usiness	% change	-24.0%	-23.14%	-7.94%	1.94%	~0.0Z %

**STEP 9:** Click on the second page of the report and rename the page 'Paid Performance Overview' (Or name of 'Session default channel group' you are trying to isolate)

Variables _	Tab Settings	C 🖉 Paid Performa 👻	+					ත ඵ	± 2* ⊘ •
Exploration Name:	ROWS	Session T Session	Session	Date	Sessions	Engaged sessions	Average	Engagement rate	Bounce rate
Traffic Acquisition Overview	Session default cha	default source / channel medium	campaign	Comparison			engagement time per session		
Custom	Session source / m	group							
Compare: May 1 - May 28, 2023	Session campaign	Totals		% change	-2.62%	-7.65%	-14.56%	-5.17%	8.15%
SEGMENTS +	Drop or select dimension				40 403	22.440	1m 22c	E9 04%	41.04%
None	Start row 1			May 29 - Jun 25, 2023	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%
DIMENSIONS +	Show rows 50 👻			May 1 - May 28, 2023	41,488 100% of total	25,390 100% of total	<b>1m 37s</b> Avg 0%	61.2% Avg 0%	38.8% Avg 0%
Session default cha	Nested rows No 💌	(direct) / 1 Direct (none)	(direct)	% change	14.76%	18.75%	-12.72%	3.47%	-2.39%
Session source / m				May 29 - Jun					
E Session campaign	COLUMNS			25, 2023	19,076	8,051	0m 40s	42.2%	57.8%
METRICS +	Drop or select dimension			May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%
Sessions	Show column groups 5 -	Una ssig 2 ned (not set)	(not set)	% change	28 29%	-100%	-18 99%	-100%	1.21%
Engaged sessions		2 neu (not set)	(not set)	% change	20.2570	100%	10.55%	100%	110.170
Average engageme	VALUES			May 29 - Jun 25, 2023	322	0	2m 14s	0%	100%
Engagement rate	:: Sessions			May 1 - May					
Bounce rate	Engaged sessions			28, 2023	251	3	2m 45s	1.2%	98.8%
11 Conversions	Average engageme	Una ssig	cars.com_						
Average session du	II Engagement rate	3 ned (not set)	deeplink	% change	-100%	-100%	-100%	-100%	-100%



**STEP 10:** Click on 'Drop or select dimension or metric' under 'FILTERS' and select 'Session default channel group'

Variables	_ Tab Settings	– C 🖉 Paid Perfo	orma 💌	+					ර එ	± 2; ⊘ .
Exploration Name: Traffic Acquisition Overviev	Nested rows No	Session 1 default	Session source /	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time	Engagement rate	Bounce rate
Custom	COLUMNS	group	medium					per session		
May 29 - Jun 25, 2023 Compare: May 1 - May 28, 2023	Drop or select dim	Totals			% change	-2.62%	-7.65%	-14.56%	-5.17%	8.15%
SEGMENTS H	Show column groups 5	*			May 29 - Jun 25, 2023	40,403 100% of total	23,448 100% of total	1m 23s Avg 0%	58.04% Avg 0%	<b>41.96%</b> Avg 0%
DIMENSIONS +	VALUES				May 1 - May 28. 2023	<b>41,488</b> 100% of total	25,390 100% of total	<b>1m 37s</b> Avg 0%	61.2% Avg 0%	38.8% Avg 0%
Session default cha	1 Sessions	(	direct) /							
Session source / m	Engaged session	Dimensions	e)	(direct)	% change	14.76%	18.75%	-12.72%	3.47%	-2.39%
Session campaign	Average engage	Session default channel group	-	_	May 29 - Jun 25, 2023	19,076	8,051	0m 40s	42.2%	57.8%
METRICS +	Bounce rate	Session source / medium Session campaign			May 1 - May 28, 2023	16,622	6,780	0m 45s	40.79%	59.21%
E Sessions		Metrics								
Engaged sessions	Average session	Sessions	set)	(not set)	% change	28.29%	-100%	-18.99%	-100%	1.21%
Average engageme	Drop or select r	Engaged sessions Average engagement time per sessi			May 29 - Jun 25, 2023	322	0	2m 14s	0%	100%
Engagement rate		Engagement rate			May 1 - May					
Bounce rate	Cell type B:	Bounce rate			28, 2023	251	3	2m 45s	1.2%	98.8%
E Conversions	FILTERS	Conversions	cot)	cars.com_	% obanga	-100%	-100%	-100%		
Average session du	Drop or select dim metric	Average session duration	sey	deeplink	la change	-100%	-100%	-100%	~100%	

**STEP 11:** Under 'Select match type' select 'contains' and type 'Paid' (Or name of 'Session default channel group' you're trying to isolate) on' Enter expression' line. Click Apply.

Dro	p or select c metr	limension or ic
	CANCEL	APPLY
Pa	aid	
со	ntains	•
Filt	ter	
S	ession defa	ult cha



Variables _	Tab Settings	🖸 🧭 Paid Pe	rforma 🔻	+					5 C	± 8° ⊘ •
Exploration Name: Traffic Acquisition Overview	TECHNIQUE Free form	Session default channel	↑ Session source / medium	Session campaign	Date Comparison	Sessions	Engaged sessions	Average engagement time per session	Engagement rate	Bounce rate
Custom May 29 - Jun 25, 2023 Compare: May 1 - May 28, 2023		group Totals			% change	-7.98%	-12.05%	-7.12%	-4.43%	14.74%
SEGMENTS +	⊷ ∓ ©				May 29 - Jun 25, 2023	<b>7,627</b> 100% of total	<b>5,606</b> 100% of total	<b>2m 05s</b> Avg 0%	73.5% Avg 0%	<b>26.5%</b> Avg 0%
DIMENSIONS +	SEGMENT COMPARISONS				May 1 - May 28, 2023	8,288 100% of total	6,374 100% of total	<b>2m 15s</b> Avg 0%	<b>76.91%</b> Avg 0%	23.09% Avg 0%
Session default cha Session source / m	ROWS	Paid 1 Other	an / paid_social	ws_lead_g eneration_ inventory _ads051022	% change	-50%	-50%	3,300%	0%	0%
Session campaign	Session default cha				May 29 - Jun 25, 2023	1	1	1m 25s	100%	0%
iii Sessions	E Session campaign				May 1 - May 28, 2023	2	2	0m 02s	100%	0%
Engaged sessions	Drop or select dimension Start row 1	Paid 2 Social	facebook / paid	frontier_c ampaign	% change	-	-	-	-	
Engagement rate	Show rows 50 -				May 29 - Jun 25, 2023	6	5	0m 05s	83.33%	16.67%
Bounce rate	Nested rows No -				May 1 - May 28, 2023	0	0	0m 00s	0%	0%
Conversions     Average session du	COLUMNS	Paid	facebook /	rk_booste d_may_spe						
	Drop or select dimension									

## STEP 12: Now you are looking at only Paid traffic

You can replicate steps 8-12 and create a page specific for each 'Session default channel group'. Each time you duplicate the page change the filter based on the channel group. Examples below :

ILTERS	FILTERS	FILTERS	FILTERS
Session default cha	Session default cha	Session default cha	Session default cha
Filter	Filter	Filter	Filter
contains 💌	contains •	contains 💌	contains •
Referral	Organic	Email	Social
CANCEL APPLY	CANCEL APPLY	CANCEL APPLY	CANCEL APPLY
Drop or select dimension or metric	Drop or select dimension or metric	Drop or select dimension or metric	Drop or select dimension or metric

