## **Scheduled Email Reporting in GA4**

Scheduled email reporting is a feature in GA4 that allows one to schedule automated reports to be sent to users as an email on a recurring basis. As an administrator you can schedule up to 50 standard and custom reports to be sent by email, enabling team members to receive periodic updates about a website.

As of now Google allows these scheduled reports to be sent with Basic Reporting. These can be Traffic Acquisition Reports, Pages and Screens Reports, Conversion Reports, and customized versions of these reports within the basic reporting in GA4.

## \*\*Exploration reports are not able to be sent for Scheduled Reporting

In order for these reports to be sent to a user

- The user's email has to be added on the property as a (Viewer, Analyst, Editor, Admin)
- The person setting up the Scheduled Emailing must be an administrator

## Next we'll look at the steps for setting up Scheduled Email Reporting for basic reports in GA4

**Step 1:** The first step is once you are on the correct property of the Site you wish to look at, navigate to "Reports" on the left hand side of GA4.

n	Reports snapshot	All Users Add comparison +	Custom Nov 10 - Dec 7, 2023 -
<b>.</b>	Realtime Life cycle	Reports snapshot	E < * /
G	Acquisition     Engagement     Monetization     Retention     Search Console	Users New users Average engagement time Total revenue C (USERS IN LAS 28K 26K 2m 02s \$0.00)	IT 30 MINUTES O . Insights I RECOMMENDATION CONTINUTE Stay connected to your business on the go
	<ul> <li>Search Console</li> <li>User</li> <li>User attributes</li> <li>Tech</li> </ul>	1.5K 1.5K	AUES USERS 40 2 1
		12 19 26 03	View realtime → View all insights →
		WHERE DO YOUR NEW USERS COME FROM? WHAT ARE YOUR TOP CAMPAIGNS?	
		New users by First user default channel group*	Users - by Country     S     COUNTRY     USERS
		Organic Search Organic Search 1	18K United States 26K
		Direct Direct	7K Canada 700
		Paid Search A	ar India 70
	Library	Email Paid Social Nov 10, 2023 -	Dec 7, 2023 British Virgin Islan 52
-		Referral Referral SESSIONS	Australia 49
ų		Corganic Social Email	Mexico 37



**Step 2:** Next choose the report you would like to be sent. This can be customized based on specifications chosen within the options on the report. Here we have chosen the traffic acquisition report.

n.	Reports snapshot	(▲) (⊕)	Traffic acquisition: Session	n default ch	annel grou	p 🔺 🔹 🕀				Cu	stom Nov 10 - Dec 7, 2023	• 🗹 <	NO
	Life cycle	7	XX	A	A	A	AA	200	Email				
0	- Acquisition		12 19	V	26		03	0	0		5K	10K	
R	Overview	• Ore	Nov	al 🔵 Email		I.	Jec						
	User acquisition												
	Traffic acquisition	٩	Search								Rows per page:	10 - 1-10	) of 10
	+ Engagement		Session default channel group 👻 🕇	↓ Users	Sessions	Engaged sessions	Average engagement	Engaged sessions	Events	Engagement rate	Event count All events -	Conversions All events 👻	n
	Overview						time per session	per user	session				
	Events			27 897	39 882	37.351	1m 25s	1.34	19.86	93.65%	791.860	70,772,00	
	Conversions			100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total	
	Pages and screens	1	Organic Search	13,950	17,995	16,814	1m 21s	1.21	17.92	93.44%	322,382	20,440.00	
	Landing page	2	Direct	4,910	7,008	6,514	1m 18s	1.33	19.65	92.95%	137,736	11,581.00	
	<ul> <li>Monetization</li> </ul>	3	Paid Search	2,901	4,905	4,388	2m 36s	1.51	27.27	89.46%	133,762	10,247.00	
	Retention	4	Paid Social	2,709	3,565	3,425	31s	1.26	17.22	96.07%	61,372	11,157.00	
	Search Console	5	Email	2,104	2,904	2,767	44s	1.32	15.93	95.28%	46,262	6,921.00	
	Search Console	6	Referral	1,471	3,094	2,902	1m 51s	1.97	24.63	93.79%	76,212	9,183.00	
	User	7	Organic Social	426	506	475	1m 14s	1.12	20.07	93.87%	10,153	786.00	
	User attributes	8	Unassigned	149	171	56	1m 07s	0.38	12.05	32.75%	2,060	175.00	
	Tech	9	Paid Other	88	100	67	38s	0.76	12.83	67%	1,283	210.00	
		10	Display	62	75	62	22s	1.00	8.51	82.67%	638	72.00	
	Library			,									

**Step 3**: Once the report has been chosen, head to the top right to choose the date range you'll want this report to look at.

• This is important as what you choose for the date range will determine the dates of the Scheduled Email Report. For this example, if you select the previous 7 days, each emailed report will have the previous 7 days once sent, dynamically changing based on the day. For this example we have it set to the last 28 days. Meaning that each emailed report will contain the previous 28 days





**Step 4:** Click the share this report option below the date. This will pull up the Schedule Email option. Click on this so you can see the setup for Schedule Emails.



**Step 5:** Here you can name the report, choose the frequency we want the report to be sent, edit the Report format, as well as other option. This is also where we find the **Recipient list**. This determines who the scheduled email report will be sent to. In order for a recipient to be able to be added they must be added as a user on the property.

\*\*This can be any permission Viewer, Analyst, Admin, they just need to be added on the account



• Once the recipients are chosen, save the report. The Scheduled Report is now active. The report will be sent to the emails of the recipients based on the timeframe you have set out.

Report details						
Report name						
Traffic Acquisition Re	port					
Description (optional) ⑦						
Add a description to r	emind y	ou what this repo	rt contains			
Recipient list ⑦						
Q 🚯 Nico Rossi	× En	iter email addresses				
						1/50 recipients
Scheduling datails						1/50 recipients
Scheduling details						1/50 recipients
Scheduling details						1/50 recipients
Scheduling details Choose date ⑦ 01/18/2024						1/50 recipients
Scheduling details Choose date ⑦ 01/18/2024 Frequency ⑦	Ē	Active for ⑦				1/50 recipients
Scheduling details Choose date ③ 01/18/2024 Frequency ③ Weekly	•	Active for ⑦ 12 Months		•		1/50 recipients
Scheduling details Choose date ⑦ 01/18/2024 Frequency ⑦ Weekly Report format ⑦	•	Active for ⑦ 12 Months		•		1/50 recipients
Scheduling details Choose date ⑦ 01/18/2024 Frequency ⑦ Weekly Report format ⑦ PDF	*	Active for ⑦ 12 Months		۲.		1/50 recipients
Scheduling details Choose date ⑦ 01/18/2024 Frequency ⑦ Weekly Report format ⑦ PDF Language ⑦	•	Active for ⑦ 12 Months		•		1/50 recipients

**Step 6:** In order to edit or delete the scheduled report, an administrator can navigate to the admin page and to the property section as seen below.

•	+ Create +	Admin These settings apply to all users of this account and pro	perty. For sett	ings apply o	only to you, go to <b>My Preferences</b> in the left r	navigation.			
	Admin	ACCOUNT SETTINGS							
ପ୍ର	My preferences								
R	Setup Assistant	Account These settings affect your analytics account What's an account?							
	Account settings	Account details	0	Ð	Account change history	0			
	Property settings	Account access management	0	Ū	Trash	0			
	Property	↓ All filters	0						
	Data collection and modifica	PROPERTY SETTINGS							
	Data display     Product links	Property These settings affect your property What's a property?		Data	a collection and modification	fied			
		Property details	0	-	Data streams	0			
		22t Property access management	0	8	Data collection	0			
		Toperty change history	0	Ť	Data import	0			
		Scheduled emails	0	Ċ	Data retention	0			
		EQ Analytics Intelligence search history	0	Ŷ	Data filters	0			
				0.	Data deletion requests	0			
		Data display These settings control how data is shown in your reports		Proc	duct links				
		B Events	0	These	e settings control which products link to this prop	erty			
0		P Conversions	0	10	Google AdSense links				
		<u>≗</u> ≡ Audiences	0	۸	Google Ads links				



**Step 7:** Within the "Scheduled Emails" section in the admin a user is able to delete or edit the scheduled email.

cheduled emails						Quota information
ke changes to the scheduled reports as per y	our needs. <u>Learn more</u>					
					Q Search	
List of reports	Frequency	Format	Number of recipients	Active until	Status	
Traffic Acquisition Report	Monthly	PDF	1	Jan 18, 2025	Scheduled	:
			Items pe	er page: 25 💌	1 - 1 of 1	

**Step 8:** The Report will be sent to the recipient's email. At the top of the email is a link to the actual report. At the bottom of the email will be a PDF of the report with dates based on what was chosen when setting up the Scheduled Delivery.

G <mark>oo</mark> gle		Analytics
Hi,		
Attached is y (GA4) proper	rour scheduled Traffic acquisitic rty.	n Report report from Test Chevrolet
	VIEW RE	PORT
Note: This so	cheduled email is setup by a use	er, not Google Analytics. Please reach
out to the ad email.	min of the property if you have	questions on why you're receiving this
	Unsubscribe from all schedul	ed emails for this <b>report</b> .
	Google LLC 1600 Ampitheatre Park	way, Mountain View, CA 94043
You received this	s email because you or someone on yo Analyti	ur behalf requested scheduled email from Google cs.
attachment •	Scanned by Gmail ()	

