

GA4 as a Decision-Making Tool

Learning objective: You'll understand which strategic questions Google Analytics 4 answers for CRO decision-makers, and which answers you can demand from your team or agency without ever having to operate the tool yourself.

Key Takeaways

- GA4 is a strategic diagnostic tool, not just a reporting tool.
- The four decision-maker questions reveal levers, segments, and test opportunities.
- Data quality and clear questions matter more than a flood of dashboards.

Framework steps

1. **Formulating questions**
2. **Requesting data**
3. **Deriving decisions**
4. **Drop-off points**
5. **Segments**
6. **Conversion paths**
7. **Reporting**

Key points at a glance

CONCEPT

The GA4 Paradox

GA4 delivers more data than ever before, yet many decision-makers feel less informed.

CONCEPT

What GA4 Delivers for CRO Decision-Makers

GA4 shows where users drop off, not just how many.

CONCEPT

The Three Levels of GA4 Usage

Level one: Reporting. What happened?

CONCEPT

Events Instead of Page Views

GA4 thinks in events, not pages. A click, a scroll, a purchase: everything is an event.

Decision-Makers

Where is the biggest conversion gap in the funnel?

GA4 shows what happens. It doesn't automatically show why something happens.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.