

GA4 for Shop Owners

Learning objective: You understand GA4 as an event model, evaluate e-commerce events and Funnel Explorations, interpret attributions and audiences, and identify data quality issues as well as vanity metrics at the decision-maker level.

Key Takeaways

- GA4 thinks in events, not pages. Five required events form the backbone of your tracking setup.
- Funnel Explorations reveal your biggest drop-off point, and that's your biggest opportunity.
- Data-driven attribution and audiences improve budget allocation and retargeting.
- Data quality and dropping vanity metrics are what make your decisions reliable.
- GA4 thinks in events, not pages.
- Five required events form the e-commerce backbone.
- Funnel Explorations show you the biggest drop-off.

Framework steps

1. Understanding the Problem
2. Recognizing the Solution
3. Planning the Implementation
4. Understanding Events
5. Analyzing the Funnel
6. Choosing Attribution
7. Building Audiences

Key points at a glance

RELEVANCE

What Does This Mean for You?

You'll know exactly what to ask of your agency or development team.

CONCEPT

From the Page Model to the Event Model

Universal Analytics counted page views. GA4 counts events.

view_item: a product was viewed.

Parameters like value, currency, transaction_id, and item_id are what make an event useful.

CONCEPT

Enhanced E-Commerce: Beyond the Minimum

add_to_wishlist, remove_from_cart, view_promotion, and select_item extend your tracking.

CONCEPT

Funnel Exploration: Making the Purchase Path Visible

Funnel Explorations show you step by step where visitors drop off.

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.