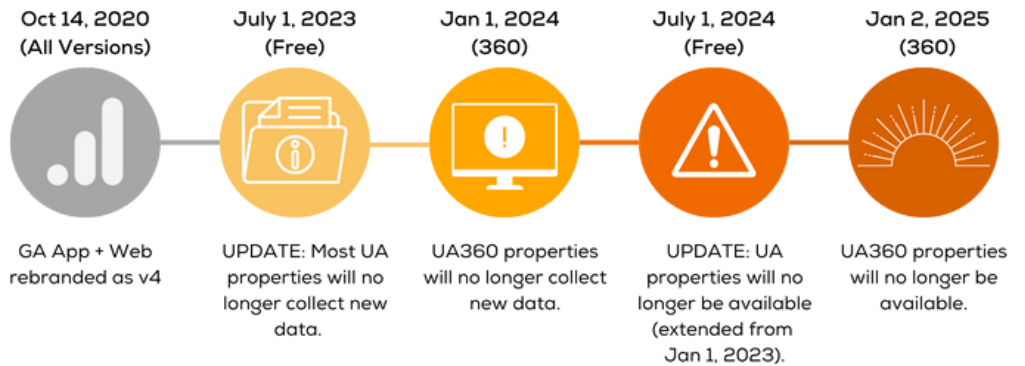


GOOGLE ANALYTICS 4 CHEAT SHEET

EVENTS-BASED TRACKING

Google Analytics 4 is an events-based tracking model, meaning it's not an upgrade, but a whole new way of tracking your data! We hope this will help in your journey to learn all about GA4!

UPDATED TIMELINE



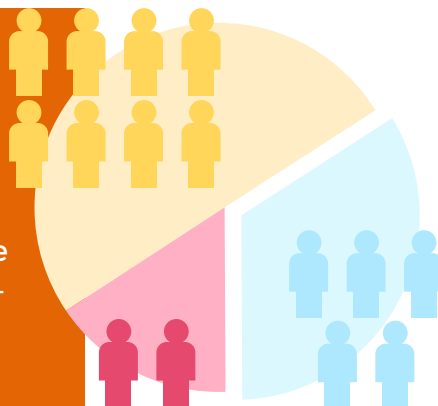
GA4 GLOSSARY



Universal/360	GA4
Goals	Conversions
Page Views	Views
Sessions	Sessions Start
Bounce Rate*	Engagement Rate
Average Session Duration	Average Engagement Time

AUDIENCE SEGMENTATION

GA4 has redone customer audience segments in a good way! Helping e-commerce merchants create more custom audience segments.



RESOURCES:

[Setting Up BigCommerce](#)

[Shopify: Migrating to GA4](#)

[Miva Reference Guide: GA4](#)