



Common KPIs to Track in GA4 & Where to Find Them

Key Performance Indicators, otherwise known as KPIs, are key metrics that measure the performance of your business objectives. Use this guide to learn how to track KPI's in Google Analytics 4 and where you can find them.



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What Are KPIs?

Key Performance Indicators, otherwise known as KPIs, are key metrics that measure the performance of your business objectives. For example, if you are looking to grow awareness of your business, you would look at KPIs such as Users to your website and track if that number has grown over time. Or if you are looking to increase the number of leads you've generated, the KPI you would look at is conversions.

Traffic KPIs

To find KPIs related to your website traffic, click on the Acquisition tab in your GA4 property and select Traffic Acquisition. You will see a table similar to the one below. The main KPIs to focus on in this section are Users, Average Engagement Time Per Session, Conversions, and Total Revenue (if you are an eCommerce business).

Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	85,078 100% of total	219,415 100% of total	165,851 100% of total	3m 47s Avg 0%	1.95 Avg 0%	42.63 Avg 0%	75.59% Avg 0%	9,353,668 100% of total	362,269.00 100% of total	\$116.59 100% of total
1 Direct	48,249	107,821	89,121	4m 30s	1.85	51.45	82.66%	5,547,840	156,518.00	\$115.84
2 Cross-network	23,738	60,237	48,195	3m 59s	2.03	43.18	80.01%	2,600,756	141,675.00	\$0.03
3 Paid Search	15,613	31,252	18,910	1m 39s	1.21	19.47	60.51%	608,400	43,272.00	\$0.00
4 Organic Search	4,294	8,789	7,203	4m 13s	1.68	39.21	81.95%	344,640	18,503.00	\$0.03
5 Unassigned	3,215	13,323	74	1m 13s	0.02	18.05	0.56%	240,435	1,126.00	\$0.68
6 Referral	729	854	716	0m 03s	0.98	4.65	83.84%	3,971	745.00	\$0.00
7 Organic Video	155	171	135	0m 02s	0.87	4.05	78.95%	692	165.00	\$0.00
8 Display	44	56	31	5m 45s	0.70	48.04	55.36%	2,690	56.00	\$0.00
9 Mobile Push Notifications	25	90	84	5m 29s	3.36	43.21	93.33%	3,889	184.00	\$0.00
10 Paid Video	9	15	4	3m 08s	0.44	22.60	26.67%	339	20.00	\$0.00

Users: this is the number of total users that have visited your site in your selected time period.

Average Engagement Time Per Session: this is the average amount of time a visitor spends on your site. This metric is important in determining how effective different marketing channels are. The longer the session, the better, as this means visitors are engaged with your website content.

Conversions: this is the number of important actions, such as a form submission or purchase, visitors have made. Determining the number of conversions that came from each marketing channel, can help you make strategic decisions on where to spend your marketing efforts.

Total Revenue: this is the amount of revenue your website has brought in. You are able to see the breakdown of which channels brought in the most revenue and the least revenue. This will help you determine which marketing tactics to scale. For example, if Paid Social is bringing in a lot of revenue, it would be worthwhile to put more budget into that tactic.

Page View KPIs

To find KPIs related to your website content, click on the Engagement tab and select Pages and screens. Here you will be able to see data pertaining to every page on your website. Main KPIs that you will focus on here are Views, Average Engagement Time, and Conversions. (You can also look at your Landing Page report to determine the top pages people land on when getting to your site and looking at similar metrics).

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	100% of total
1 /	26,822	16,696	1.61	0m 28s	354,163	39,003.00	\$0.00
2 /Google+Redesign/Lifestyle/Drinkware	18,329	13,111	1.40	0m 35s	70,262	27,006.00	\$0.00
3 /store.html	13,592	4,725	2.88	0m 56s	48,642	13,683.00	\$0.00
4 /Google+Redesign/Apparel	13,430	9,131	1.47	0m 45s	50,109	18,727.00	\$0.00
5 /Google+Redesign/Apparel/Mens	11,478	6,317	1.82	0m 56s	38,843	12,255.00	\$0.00
6 /Google+Redesign/Clearance	10,751	6,033	1.78	0m 52s	36,670	11,181.00	\$0.00
7 /Google+Redesign/Chrome+Dino+Glow+in+the+Dark+Sticker	10,472	324	32.32	0m 15s	11,629	11,001.00	\$0.00
8 /Google+Redesign/Stationery	8,148	4,999	1.63	0m 20s	25,146	11,394.00	\$0.00
9 /Google+Redesign/New	8,017	4,505	1.78	0m 59s	27,342	8,586.00	\$0.00
10 /Google+Redesign/Lifestyle/Bags	5,688	3,746	1.52	0m 36s	19,627	6,069.00	\$0.00

Views: this is the number of times a specific page has been viewed in the time period selected.

Average Engagement Time: this is the average amount of time a visitor spends on a specific page. This is helpful when determining which content is the most popular to your website visitors, especially if you have a blog.

Conversions: this is the number of important actions, such as a form submission or purchase, visitors have made on that specific page. For example, if you have a newsletter signup form on the bottom of blog pages, you would be able to see how many visitors signed up for the newsletter on those specific pages.

Conversion KPIs

While you can get conversion data in both the Traffic Acquisition and Pages and Screens reports, GA4 also has a Conversion report dedicated to conversion data. This report can be found by clicking on Engagement and then selecting Conversions.

Event name	+	↓ Conversions	Total users	Total revenue
		462,549.00 100% of total	62,332 100% of total	\$11,565.74 100% of total
1	page_view	294,759.00	56,698	\$0.00
2	view_item	71,332.00	12,246	\$0.00
3	first_visit	50,073.00	49,225	\$0.00
4	predicted_top_spenders	37,356.00	21,375	\$0.00
5	add_to_cart	4,409.00	1,344	\$0.00
6	view_cart	2,724.00	1,459	\$0.00
7	begin_checkout	1,472.00	725	\$0.00
8	purchase	424.00	383	\$11,565.74

In this table you will only see your conversion data. To break it down by session channel or session source/medium, or any other secondary dimension, click on the blue + button to get more detailed information on where the conversions came from.