

Google Analytics 4 Ecommerce Tracking Opportunities



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GA4 Basic Setup

Purchase Event
Implementation



Enhanced Ecommerce

10+ Ecommerce
Implementation



Advanced Ecommerce Tracking

Track user interactions with
the business interface

Basic Ecommerce Setup



Purchase Event

```
event: "purchase",
ecommerce: {
  transaction_id: "T_12345",
  value: 25.42,
  tax: 4.90,
  shipping: 5.99,
  currency: "USD",
  coupon: "SUMMER_SALE",
  items:
    item_id: "SKU_12345",
    item_name: "Stan and Friends Tee"
    discount: 2.22,
    index: 0,
    item_brand: "Google",
    item_category: "Apparel",
    item_category2: "Adult",
    item_category3: "Shirts",
    item_category4: "Crew",
    item_category5: "Short sleeve",
    item_list_id: "related_products",
    item_list_name: "Related Products",
    item_variant: "green",
    price: 9.99,
    quantity: 1
```

Enhanced Ecommerce Implementation



GA4 Ecommerce Google Recommended events

view_items_list

select_item

view_item

add_to_cart

remove_from_cart

view_cart

begin_checkout

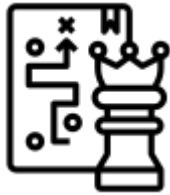
add_shipping_info

add_payment_info

purchase

login

Advanced Tracking Implementation



**Track user interactions
with the business
interface.**

Homepage Tracking

Filter Tracking

Menu Tracking

Payment / Shipping Method CR%

Product Availability

Advanced Implementation Tracking Examples

Behaviour flows, visit & purchase habits, and precise information of which website components drive shopping behaviour **is making all the difference in prioritisation and choosing the most appropriate way forward.**

Home Page Tracking



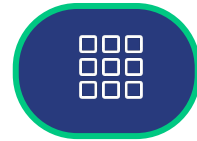
Search Tracking



Product Filter Tracking



Menu Tracking



Payment / Shipping Method CR%



Product Availability



Landing Page Tracking



Form Tracking



Menu Tracking Opportunities

MENU
TRUE VIEWS

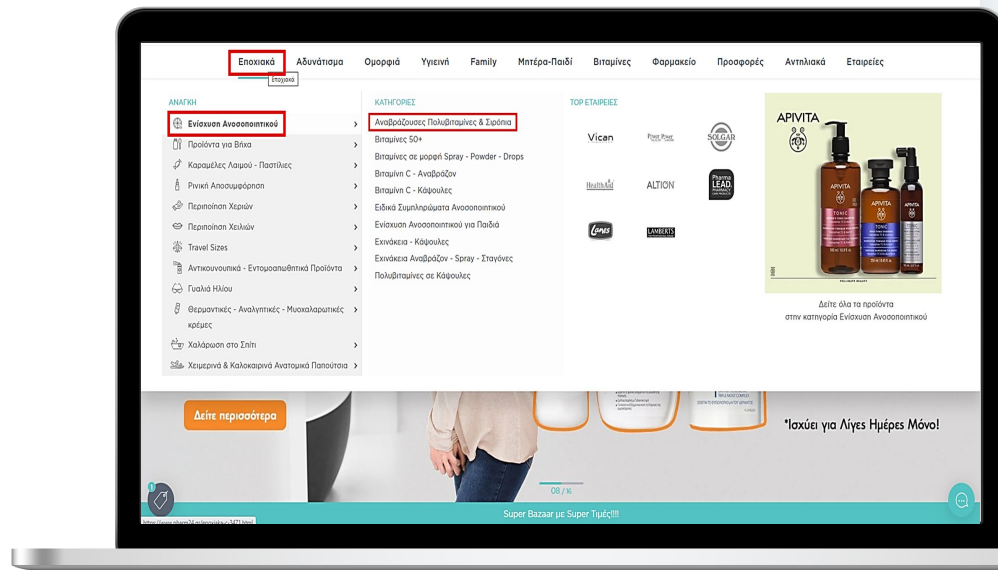
MENU
CLICKS

MENU CTR%

ITEMS
ADDED TO
BASKET

PURCHASES

REVENUE



Landing Page Tracking

BANNERS
TRUE VIEWS

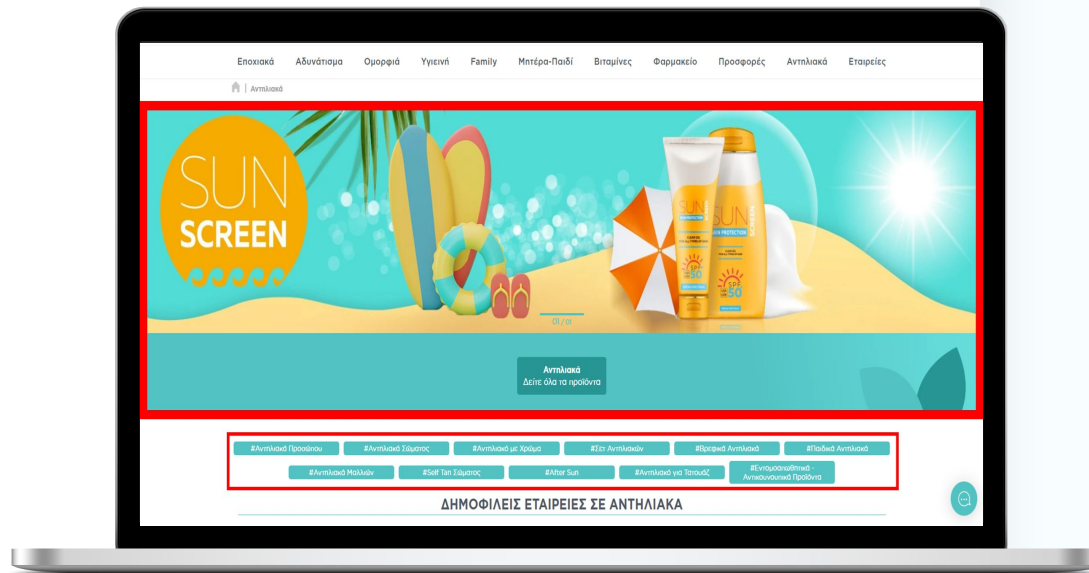
BANNERS
CLICKS

BANNERS
CTR%

ITEMS
ADDED TO
BASKET

PURCHASES

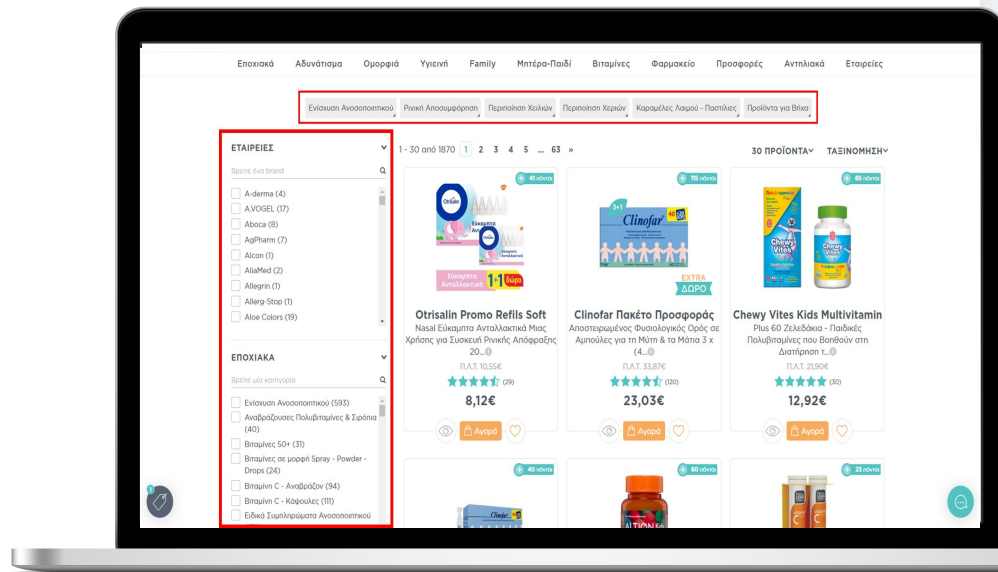
REVENUE



Filter Tracking

Popular Filters

Popular Filter Combos



Homepage Tracking Example

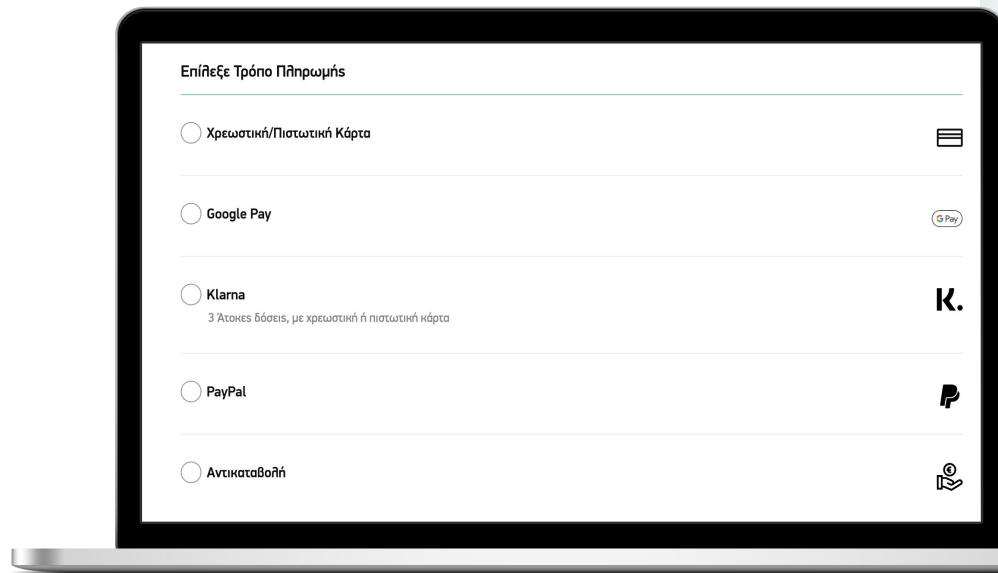
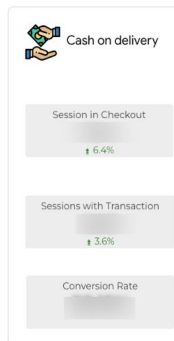
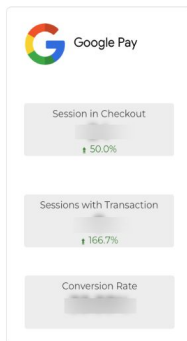
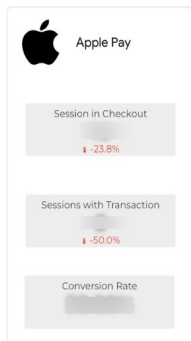
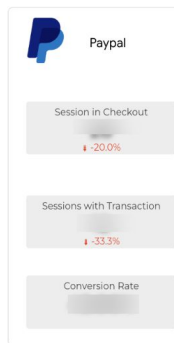
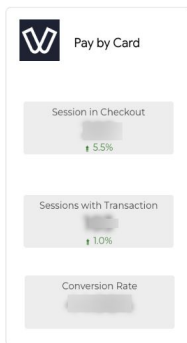
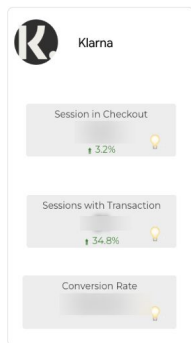
	True Views	Clicks	CTR%	Transactions
Κρεβατοκάμαρα	1150	126	10.96%	10
Σαλόνι	1080	62	5.74%	5
Κουζίνα	932	140	15.02%	14
Μπάνιο	920	98	10.65%	20
Παιδικό	745	32	4.30%	6
Βρεφικό	642	48	7.48%	7

Επιλέξτε το δωμάτιο που σας ενδιαφέρει!

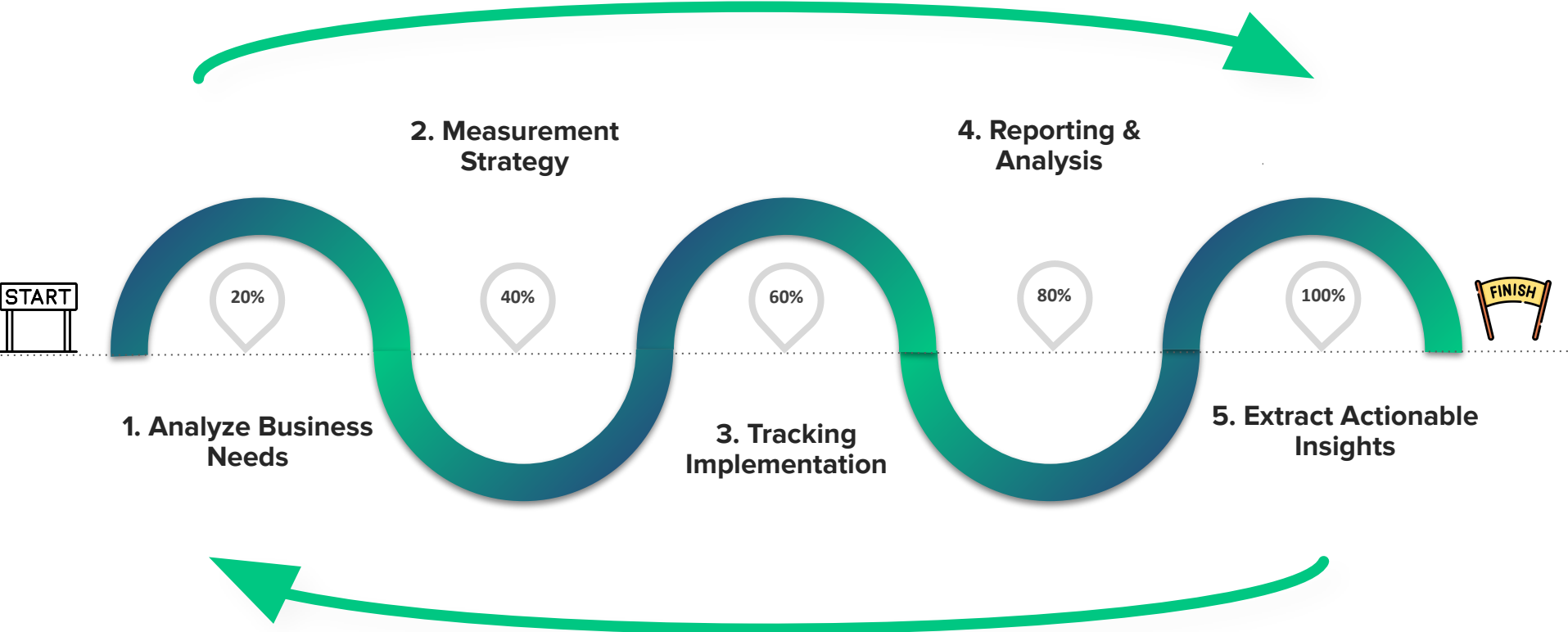
The image displays a grid of six interior design photographs, each representing a different room type. Above the grid is the text 'Επιλέξτε το δωμάτιο που σας ενδιαφέρει!' (Select the room you are interested in!). Below each image is a small caption in Greek:

- ΚΡΕΒΑΤΟΚΑΜΑΡΑ**: A bedroom with a yellow and blue patterned bedspread and a gold mirror.
- ΣΑΛΟΝΙ**: A living room with a pink sofa, a striped rug, and a purple wall.
- ΚΟΥΖΙΝΑ**: A dining area with a dark wooden table, black chairs, and a white tablecloth.
- ΜΠΑΝΙΟ**: A bathroom with a white bathtub, a shower curtain with a large floral pattern, and a white sink.
- ΠΑΙΔΙΚΟ**: A children's room with a pink bedspread featuring a pattern of ice cream cones, a yellow wall, and a string of colorful bunting.
- ΒΡΕΦΙΚΟ**: A nursery with a wooden crib, a blue patterned blanket, and a white wall.

Payment Method CR% Report



Tracking Opportunities Process



***“Content Rules the Game...
Analytics shows us the way!”***

Thank You!

