

# GA4 eCommerce Metrics

Your essential guide to tracking and optimizing eCommerce performance with Google Analytics 4.



## Struggling with Conversions?

If your KPIs aren't hitting the mark, you're not alone. Many eCommerce businesses face challenges turning traffic into sales.

### The good news?

With the right data, you can bridge the gap. This cheat sheet will show you how to:

- Identify key growth opportunities
- Leverage actionable insights from GA4
- Optimize for higher revenue

Let's get started!



## Working Backwards from Conversions

### Start with the End Goal: Conversions

Begin by identifying your top-performing products or pages. Here's how GA4 can help:

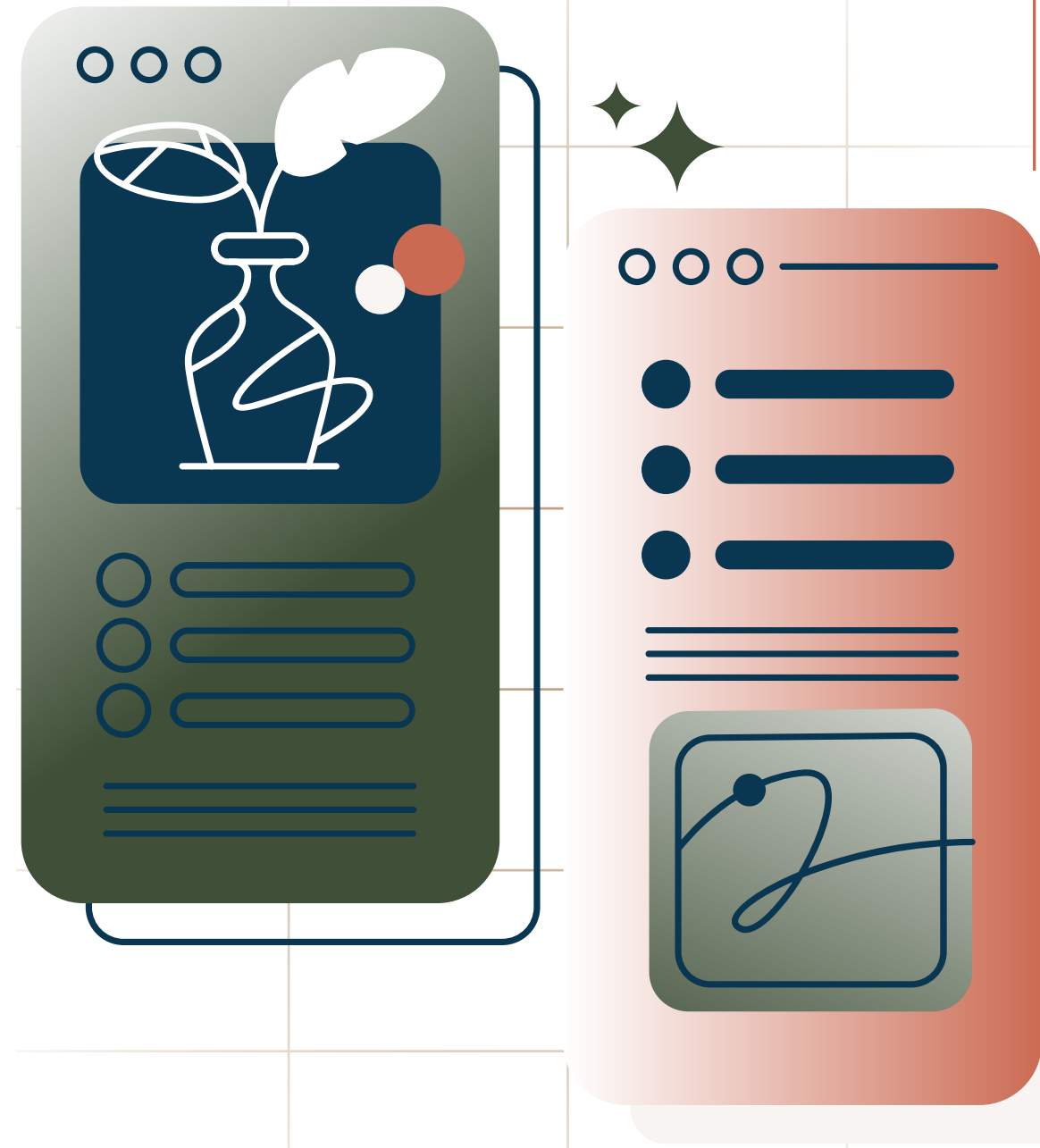
#### Example Insight:

A top-selling product gets most of its traffic from Reddit.

#### Actionable Step:

Create a dedicated Reddit campaign to capitalize on this channel.

By analyzing your data, you'll uncover where users come from, which products perform best, and who's buying. This approach makes it easier to refine your strategy and boost conversions.



## The Three Key Areas of Analysis in GA4



### Web Pages

- **What to Analyze:** Which pages drive the most sales?
- **How to Use It:** Track page views and conversion rates to find high-performing pages. Identify underperforming pages and use heatmaps or session replays to understand user behavior.



### Products

- **What to Analyze:** Which products generate the most revenue?
- **How to Use It:** Monitor product performance to understand which items sell best. Identify trends like seasonality or promotion effectiveness.



### Customers

- **What to Analyze:** Who are your best customers?
- **How to Use It:** Segment customers by behavior, demographics, and traffic source. Use this to tailor marketing strategies for your highest-converting audiences.

## Key Metrics for eCommerce Growth

### 1 Conversion Rate

#### What It Is:

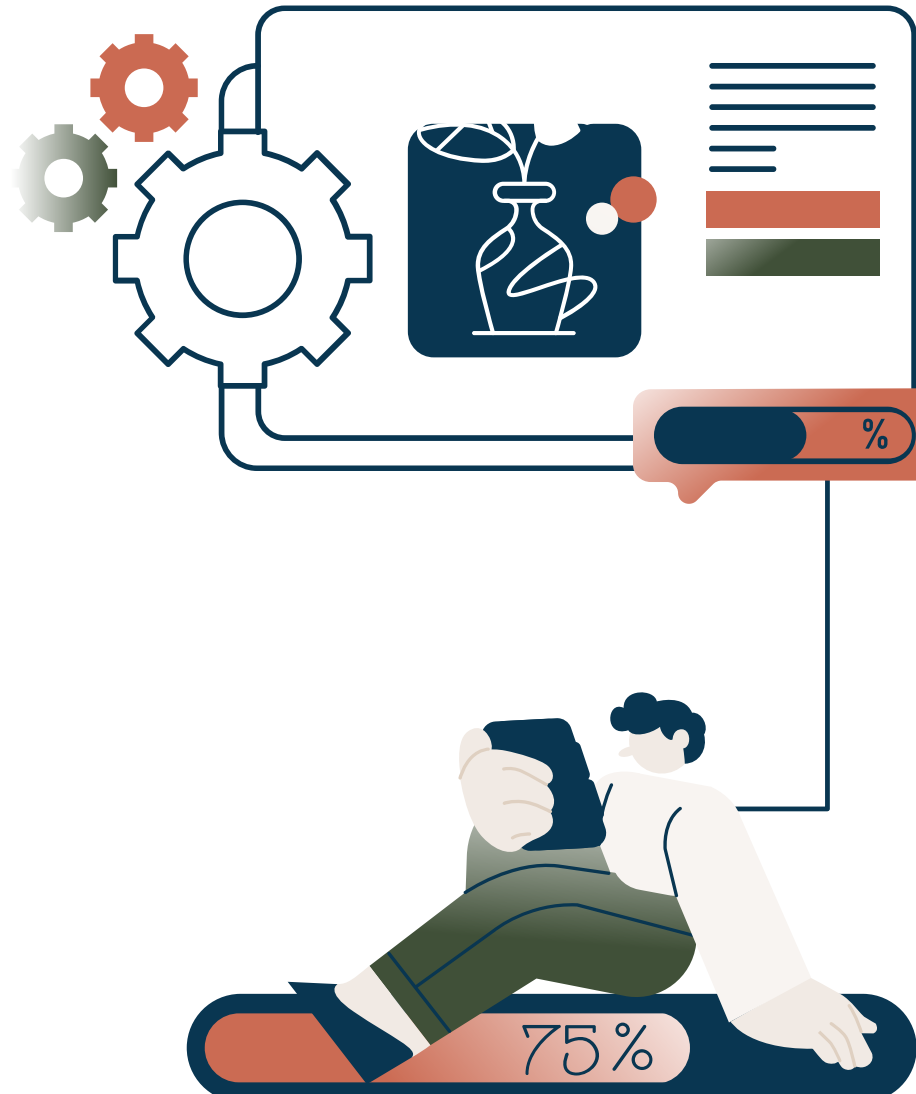
The percentage of users who complete a desired action, like making a purchase.

#### Why It Matters:

A higher conversion rate means more effective website performance and increased revenue.

#### How to Track It in GA4:

Go to Reports > Engagement > Conversions in your GA4 dashboard. Ensure you've set up specific conversion events (e.g., "purchase" or "add\_to\_cart"). Analyze conversion rates for individual events under the "Event Name" column.



**Quick Tip:** Simplify your checkout process to reduce friction. For mobile users, consider enabling one-click checkout or autofill options to boost conversions.

### 2 Average Order Value (AOV)

#### What It Is:

The average revenue per order, calculated by dividing total revenue by the number of orders.

#### Why It Matters:

A higher AOV increases revenue without requiring additional traffic.

#### How to Track It in GA4:

- Navigate to Reports > Monetization > Ecommerce Purchases.
- Locate "Item Revenue" and "Purchases" metrics.
- Divide total revenue by the number of purchases or create a custom report to display AOV directly.



**Quick Tip:** Offer discounts or bundles for higher purchase thresholds to encourage customers to spend more.

### 3 Customer Lifetime Value (CLV)

#### What It Is:

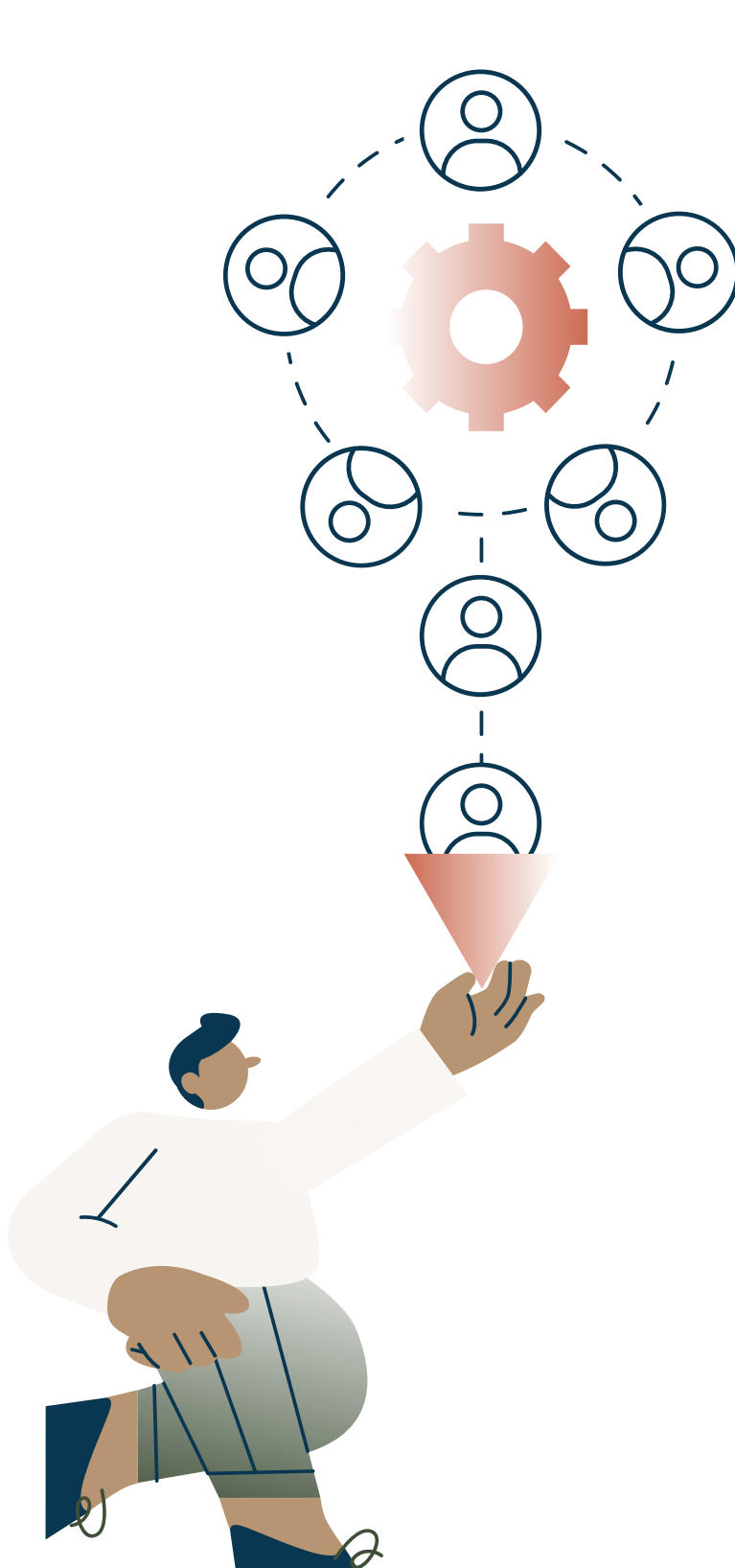
The total revenue a business can expect from a customer over their lifetime.

#### Why It Matters:

Retaining high-value customers is more cost-effective than constantly acquiring new ones.

#### How to Track It in GA4:

- Set up customer segments based on behavior, purchase history, or demographics.
- Use Explore > Cohort Analysis to track revenue generated by specific customer groups over time.
- Combine GA4 data with your CRM or eCommerce platform insights for a more accurate calculation.



**Quick Tip:** Start a loyalty program to increase repeat purchases. Reward points or discounts encourage customers to return, boosting their lifetime value.

## Take Control of Your eCommerce Growth

Google Analytics 4 provides powerful tools to track, analyze, and optimize your eCommerce performance. By focusing on key metrics like Conversion Rate, Average Order Value (AOV), and Customer Lifetime Value (CLV), you'll unlock actionable insights to drive growth and revenue.

### Need help getting started?

Reach out to our GA4 experts for personalized support and guidance. We'll help you track smarter, optimize faster, and grow bigger.

Contact Us Today