

# GA4 Key Engagement Metrics

Metric	Meaning	Importance
Users	Number of unique users engaged with your website. Each user tagged with a User ID	Provides an overview of the reach and size of your website's audience. It helps you understand the potential market and track the growth or decline of your user base over time.
New Users	The total number of users who are visiting your website for the first time. When Google tags the unique user with an ID, an accurate number of new users is provided, differentiating from the returning users.	This helps you measure the effectiveness of your marketing campaigns in attracting new visitors to your website. It provides insights into your website's ability to attract and engage new audiences.
Active Users	This metric tracks the number of users who visited your site or app and had an "engaged session." See below	It is a crucial metric that provides insights into user engagement and retention, offering marketers a comprehensive understanding of their audience's behavior and the effectiveness of their marketing efforts.
Engaged Session	An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screenviews. You can extend the 10 seconds to 60 seconds max.	Engaged sessions enable you to understand how users engage on your website. They can also be an indicator of user satisfaction, as engaged visitors find your content valuable and are interested in what you offer.
Engagement Rate	This is calculated by the amount of sessions divided by the engaged sessions.	High engagement rate shows that your content is resonating with your audience. Engagement rate helps analyze the efficacy of your marketing campaigns by measuring how well your site meets user expectations. High engagement rate can lead to increased conversion rates.