

GA4 Key Trackable Metrics

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|-------------------|----------------------|---------------------|--------------------------|-----------------------------------|
| User | Total Users | New Users | Returning Users | Sessions Per User |
| Traffic | Referrer | Campaign | Source | Medium |
| Google Ads | Ad Group Name | Search Query | Campaign | Clicks, Impressions, Costs |
| Engagement | Event Count | Event Value | Conversion Events | Events Per Session |
| eCommerce | Add to Carts | Checkouts | Purchases | Revenue |