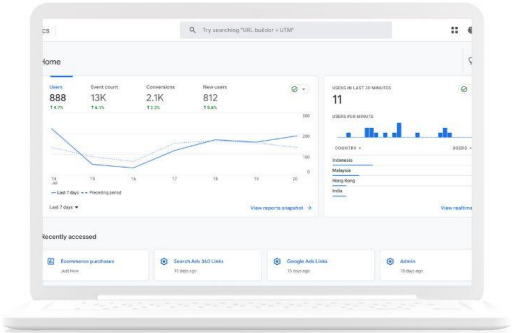
FiveStones
Sourcing Insights with GA4:
FiveStones Training on GA4 Reports
fivestones.net
Google Marketing Platform
Sales Partner

GA4 Reports Training

Enhance your GA4 reporting insights with FiveStones' custom training. Our high-quality GA4 Reports training, tailored to your needs, empowers your team to achieve specific reporting outcomes. Maximize data analysis, track your preferred dimensions & metrics, and make informed decisions with our expertise.



Who needs this?

- Enterprise & large organisation, digital agencies
- Organisations who are not proficient yet in using GA4's Reports

What do we train you on?*

- GA4 Basics specific to your property
  - GA4 events
  - Key dimensions & metrics
  - Attribution & reporting configurations
  - GA4 data sampling & thresholds
- GA4 Segments & Audiences
  - Segments vs Audiences
  - How to use Segment Builder / Audience Builder
- Understanding Traffic & Conversions w/ GA4 Standard Reports
  - Acquisition, Engagement, Ecommerce Purchases
- Getting insights w/ GA4 Explorations
  - How to use Free Form Exploration
  - Using Funnel Exploration / Path Exploration

**Subject to a final scope and brief being prepared*

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Why FiveStones?

At FiveStones, we understand the significance of empowering your team with the right skills and knowledge. That's why we've developed a unique training and enablement approach designed to deliver contextual, practical, and skill-oriented training that **drives results.**

- **Contextual Training:** Tailored to Your Needs
- **Practical Learning:** Focus on hands-on learning
- **Skill-Oriented Sessions:** Building Expertise

We understand that every company's different, so we offer flexible implementation options. Choose between **in-person** or **virtual sessions**, and we'll work with you to build a training program that suits your organisation.

How can I get started?

To get started with training from FiveStones, please email us at info@fivestones.net or fill out the form here.

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