Course : Advanced Google Analytics (GA4)

Analyze your campaigns and routes with GA4, BigQuery and Looker Studio

Practical course - 2d - 14h00 - Ref. GAX
Price : 1360 € E.T.

NEW

This in-depth GA4 training course will enable you to master the platform's advanced features, including event tracking, user behavior analysis, conversion configuration and audience utilization. You'll learn how to leverage data to optimize marketing campaign performance and enhance the user experience. It will also cover predictive analysis techniques and integration with other Google tools.

Teaching objectives

At the end of the training, the participant will be able to:

- Master the advanced features of Google Analytics
- Setting up event and conversion tracking in GA4
- Interpret GA4 reports to identify trends and insights
- Measuring the effectiveness of marketing campaigns
- Propose optimization recommendations

Intended audience

Marketing managers, web analysts, web project managers, web marketing consultants or anyone wishing to deepen their knowledge and optimize their marketing strategies.

Prerequisites

Basic knowledge of Google Analytics 4

Practical details

Hands-on work
Theoretical input, exchange of best practices and practical work

Course schedule

PARTICIPANTS
Marketing managers, web analysts, web project managers, web marketing consultants or anyone wishing to deepen their knowledge and optimize their marketing strategies.

PREREQUISITES
Basic knowledge of Google Analytics 4

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Analyze your digital journeys

- Indicators for analyzing your career paths
- Key event configuration in GA4 (standard and customized reports)
- Construction and analysis of conversion tunnels (direct tunnel/indirect tunnel/closed tunnel)
- Advanced explorations to refine your analysis

Hands-on work
Identify and prioritize key indicators. Set key events and create customized conversion tunnels.

2 Analyze your marketing campaigns

- Campaign analysis indicators
- Acquisition" reports (traffic and user acquisition)
- Campaign analysis via personalized segments
- Attribution models in GA4

Hands-on work
Define the analysis dimensions essential to campaign analysis. Create personalized segments. Use attribution reports to optimize multi-channel campaigns.

3 Analyze GA4 data with BigQuery

- BigQuery fundamentals and benefits for GA4 analysis
- GA4 tables in BigQuery
- Creating basic SQL queries (SELECT, WHERE, GROUP BY)
- Query automation with Google Cloud Scheduler
- Best practices for query efficiency and cost optimization

Hands-on work
Create queries to obtain actionable insights and optimize SQL queries. Plan automated reports

4 Integrating GA4 data into Looker Studio

- The fundamentals of Looker Studio and its relevance to GA4 analysis
- GA4 connection to Looker Studio (data update, query performance, etc.)
- Looker Studio's main components: databases, report templates, visualization options
- GA4 report creation (tunnel and campaign analysis)

Hands-on work
Use filters and controls to make reports interactive and relevant. Create customized visual reports that highlight GA4 KPIs

Dates and locations

REMOTE CLASS
2026 : 2 Apr., 18 June, 28 Sep., 26 Nov.

PARIS LA DÉFENSE
2026 : 26 Mar., 11 June, 21 Sep., 19 Nov.