A Guide to the GA4 Dashboards

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Overview

The Digioh Reporting Dashboard is a single, configurable surface that visualizes your campaign performance using your Google Analytics 4 data as the source of truth. Every metric you see (revenue, conversion rate, impressions, engagement) reflects the same numbers your analytics team sees in GA4, with no risk of inflation.

Rather than navigating between separate dashboards, you and your CSM build out your Reporting view by selecting charts and KPI scorecards from five analytics sections: Revenue, Campaign, Quiz, Property, and ID. Some sections depend on which extensions you have installed in your account.

Prerequisites

The Reporting Dashboard is configurable. It is not on by default. You and/or your CSM choose which charts to add at initial setup, and you can adjust the active mix at any time afterwards.

Before any chart will populate with data, make sure the following are in place:

- Enhanced eCommerce is enabled in GA4.
- Digioh is connected to your GA4 property. Auto Setup creates the custom dimensions and the Digioh Revenue Attribution Audience that the dashboard relies on. (See: Connecting Digioh to Google Analytics 4.)
- The GA4 Tracking Extension is installed in your Digioh account.
- You have at least one campaign published and live on your site.
- The charts you want to see are turned on for your account.

After publishing, expect a 24-hour lag before data appears. GA4 typically takes up to a day to propagate events.

Navigating to the Dashboard

In your Digioh account, click Reporting in the top navigation. You will land on the configurable Reporting Dashboard. Hover over any chart's information icon to see its definition. Hover over the dashboard name at the top of the page to see the tooltips for the overall view.

How the Reporting Dashboard Is Built

The Reporting Dashboard is divided into two areas:

- **KPI scorecards** typically run across the top. These are at-a-glance numbers (revenue, AOV, conversion rate, subscribers captured, ROI, and so on) for the selected reporting period, with a comparison to the prior period.
- **Charts** sit below the scorecards and give you the deeper visualizations (timeseries, breakdowns, funnels, pies).

Both scorecards and charts are drawn from the five analytics sections described below. You decide with your CSM which ones live on your dashboard.

The Five Analytics Sections

1. Revenue Analytics

Revenue Analytics is your home base for measuring the business impact of Digioh. All metrics in this section are powered by the Digioh Revenue Attribution Audience, a GA4 audience created during setup. By default, Digioh attributes revenue to a session when:

- The visitor submits a Digioh campaign form, or
- The visitor redirects from a Digioh campaign, and
- The visitor completes a purchase on the same calendar day.

For product recommendation quizzes, attribution is based on quiz completion (which typically includes a submit and redirect at the end). You can adjust this attribution model by editing the Digioh Revenue Attribution Audience directly in GA4.

Available charts and KPI scorecards include:

- Revenue (total site revenue and Digioh-attributed revenue, side by side)
- Attribution percentage (Digioh-attributed revenue as a share of total revenue)
- Purchase Conversion Rate (site-wide and Digioh-exposed sessions, side by side)
- AOV (site-wide and Digioh-attributed, side by side)
- CVR Lift (Digioh-attributed CVR compared to site-wide CVR)
- ROI (Digioh-attributed revenue measured against your Digioh subscription cost)
- Digioh Attributed Revenue by Day (daily timeseries)
- Digioh Attributed AOV vs. Average AOV by Day
- Revenue Attribution by Product (Top 10 and Top 40)

2. Campaign Analytics

Campaign Analytics focuses on the performance of individual Digioh campaigns: impressions, engagement, submissions, redirects, and contact collection. Charts in this section let you scope to a specific campaign by selecting it from a dropdown.

Available charts include:

- Impressions and Submit/Redirect by Day
- Impressions and Submit/Redirect by Channel Group (organic, paid, direct, email, and so on)
- Session Email/Phone Collection (sessions that resulted in a capture)
- Email/Phone Collected by Country
- Email/Phone Collected by Session Channel
- Audience Penetration for Box (the percentage of all site visitors who saw this campaign)
- Audience Penetration by New vs. Returning Visitor
- Impressions by Visitor Device Category (desktop, mobile, tablet)
- Opt-In Status (if the campaign includes an opt-in checkbox)
- Custom Tracked Conversions (if you have set up custom conversion labels via page metadata; see

GA4 Event Customization and Conversion Dimensions in Digioh)
- KPI scorecards for Subscribers, Emails Captured, Phones Captured

3. Quiz Analytics

Quiz Analytics is available if you have at least one quiz campaign in your account. It surfaces quiz-specific engagement and outcome data.

Available charts include:

- Quiz Journey: Bounce, Abandon, Complete (pie chart showing the percentage of visitors who bounced, abandoned, or completed the quiz)
- Quiz Completion + Contact Capture (how many completions also resulted in an email or phone capture)
- Quiz Views vs. Completions Over Time
- Quiz Views & Completions by Traffic Source
- Quiz Funnel Dropoff (page-by-page funnel showing where visitors drop out; this is your most important diagnostic chart for improving completion)
- Quiz Answers by Question (chart view and raw table view)
- Quiz Recommendation Top Result (the distribution of top recommendations across completions)
- Quiz Engagement: New vs. Returning Visitors
- Quiz Engagement by Immediate Traffic Context (engagement by the dctx parameter, used for click-through tracking from emails and ads)
- Average Time on Page

A note on the Quiz Journey chart: for inline (embedded) quizzes, the bounce calculation can occasionally show 0 percent due to a known timing issue where the display event fires after the engagement event. If you see this on an inline quiz, your engagement is likely healthy and the chart should be read using pageview data instead. Reach out to your CSM if this affects your reporting.

4. Property Analytics

Property Analytics shows Digioh performance across your entire account, aggregated across all campaigns. Use these charts to track Digioh's overall site-level contribution.

Available charts include:

- Overall Box Impressions (total Digioh impressions across all campaigns)
- Overall Box Audience Penetration (the percentage of total site visitors who saw any Digioh campaign)
- Overall Box User Engagement Rate (engagement aggregated across all campaigns)
- All Box Email or Phone Collected (total contact captures across all campaigns)
- All Box Email/Phone Collected by Device Type (desktop, mobile, tablet)

5. ID Analytics

ID Analytics is available if you have the ID Grid / Passport extension installed. It tracks Digioh's contribution to identifying anonymous visitors and recovering revenue from those identifications.

Available charts and KPI scorecards include:

- Known vs. Unknown Visitor Sessions
- Visit Identification Over Time (known versus unknown sessions tracked daily)
- Revenue Contribution due to Digioh ID Grid Activity by Day
- ID Grid Actions for Browser-Device (a pie chart of identification action types)
- Activity Tracking Lift (the lift in tracked activity attributable to ID Grid)
- KPI scorecards for Known Sessions, Identified Percent, Identified Recovered, and ID Grid Revenue Contribution

If you do not see ID Analytics charts in the chart library, the ID Grid / Passport extension is not installed. Reach out to your CSM to discuss adding it.

Configuring Your Dashboard

To add, remove, or rearrange the charts on your Reporting Dashboard, reach out to your CSM. They will work with you to identify which metrics matter most for your goals and update your active chart set. You can adjust your dashboard configuration as often as you need to.

Need a Custom Chart?

Beyond the standard charts in the five analytics sections, custom charts can be built to measure metrics specific to your business. Custom charts are built by your Digioh CSM or the Digioh Support team, not directly by customers. If the standard charts do not surface a metric you care about, reach out to your CSM with a description of what you want measured.

Questions?

If you see a number you do not understand, or a chart appears to show unexpected data, reach out to your CSM or email support@digioh.com.