# Sales funnel implementation in GA4

## Introduction about the client

The client is engaged in the promotion of a site for the sale of products from precious metals in the US market.

In this market segment, there is a fairly large number of competitors that attract potential buyers not only to the site for online purchases, but also to local points of sale.

The initial task of the client was to set up event tracking in Google Analytics 4 and implement a sales funnel. The goal is full tracking of all e-commerce events, search for growth points and step-by-step analysis of user actions on the site.

Only after the full implementation of this task, the client plans to start expanding advertising campaigns beyond local stores and entering the US global market.

## Step by step about work

The first analysis of the client's site revealed that the advanced e-commerce tracking for Universal Analytics was configured correctly. None of the required GA4 events were sent when performing actions on the site. The site is self-written and does not have a standard CMS.

The work plan presented to the client at the first stage of work:

1. The work of the programmer to implement at the data level the transmission of all necessary events
2. Setting up event tracking
3. Formation of a report on the study of the sales funnel in GA4

The first stage took a long time, however, by joint efforts with the programmer, data transfer was implemented according to [instructions for google developers](instructions for google developers).
The following events have been passed:
[https://prnt.sc/ZmkwEr927H9b](https://prnt.sc/ZmkwEr927H9b)

- session_start
- view_item_list
- view_item
- add_to_cart
- remove-from-cart
- secure_login_checkout
- register_page
- login_page
- begin_checkout
- add_shipping_info
- add_payment_info
- purchase

At the same time, all events pass the parameters necessary for correct tracking, such as
https://prnt.sc/FBAn3bl8wtfR

- item_id
- item_name
- index
- item_category
- price
- currency
- item_list_id
- item_list_name
- quantity
- transaction_id
- value
- revenue

The next step was to implement the transfer of events to GA4 using Google Tag Managerhttps://prnt.sc/fk0UuTVAbSSo

At this stage, difficulties arose with the implementation of some tags, which again required the intervention of a programmer. After correcting inaccuracies in parameter passing at the data layer, the correct parameters are obtained for each tracked event.

https://prnt.sc/iBwTGY3ZwiiF
https://prnt.sc/VW6NWXnM8Z3l

After testing all tracked events, it was decided to use the following events as the main conversions:

- add_to_cart
- begin_checkout
- purchase

The following difficulties arose at the stage of generating a report on the sales funnel. On the site, an unregistered user, after adding a product to the cart, can start placing an order and reach the step when you must either register or log into an existing account https://prnt.sc/vJ-IX4GjAHJv

It was about this stage of the purchase that the client asked to receive maximum information, since there was a hypothesis that it was at this stage that a large number of failures. Also, at the request of the client, a breakdown of data on new users and those who are already registered on the site was implemented.

To track user behavior, the following chain of events was implemented:

session_start => view_item_list = view_item => add_to_cart(remove-from-cart) => secure_login_checkout => register_page = login_page => begin_checkout => add_shipping_info => add_payment_info => purchase

An example of some steps implemented in the funnel https://prnt.sc/RFNHLIgN7FoC

# results

Already upon receipt of the first data, it was clear that the client's hypothesis was correct and the largest number of refusals occurs at the stage of the need to register. After that, the registration form was simplified and the number of refusals began to gradually decrease.

The plans for the near future are to expand advertising campaigns and increase the number of sales through the site's shopping cart. With this powerful sales funnel analysis tool, we have every opportunity to analyze sales and find new growth points.