

Google Analytics – Case #3  
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Micro or Macro?	Event name	Conditions / settings or other details that will trigger this event in GA4	Event \$ value
Micro	Visit homepage	Visits to the home page Session length on page	100% total users  \$122.50 event value
Micro	Kitchens	Tracking clicks on “Let’s Talk About Your Dream KITCHEN” on home page	70% of users from homepage visits  $175 * 0.7 =$  \$122.50 event value
Micro	Watch video	Track how long the customer views the video near the bottom of the Kitchens page	20% of users on the Kitchens page  $875 * 0.2 =$  \$175 event value
Micro	Gallery	Clicks on the “Gallery” tab in the navigation Click-through rate of all the different projects on the gallery page	50% of users from watch video  $1,750 * 0.5 =$  \$875 event value
Micro	Promotions	Clicks on the “Promotions” button	70% of users from Gallery page  $2,500 * 0.7 =$  \$1,750 event value
Macro	Lead form submission	Clicks on “Contact Us” button Contact form submission	$50,000 * 0.05 =$ \$2,500 event value

For the macro-conversion, I chose lead form submission because a main non-ecommerce goal for Waunakee Remodeling should be to increase leads by generating contact information to provide to the sales team. Two conditions that would trigger this event in GA4 are clicks on the

“Contact Us” tab in the navigation bar, and then a contact form submission on said page. As far as Google Analytics 4 segments, this would be classified as a user segment because it measures the users who have submitted a form. As for the event dollar value of this macro-conversion, I researched the average kitchen remodel cost in Wisconsin and found that it is about \$50,000. I also looked for the average lead to sale conversion rate and found that it is 5%. To get the event dollar value, I multiplied \$50,000 by 0.05 and got \$2,500.

The first micro-conversion in the customer journey is homepage visits, which I chose because it is the customer’s very first encounter with the company. Although page visits cannot be defined as a specific segment, we can use it as a metrics/conditions within segments. Falling under a session segment, we can specify the condition of page visits that last more than a predetermined time length, for instance lasting more than 5 minutes. Additionally, we can measure page visits, like sessions from organic search or referral traffic sessions. Due to this being our customers’ first step in the customer journey, we will be starting with 100% of users that are viewing the website.

The second micro-conversion in the customer journey is the Kitchens page, which is one of the services that the company offers. We can track page visits from the homepage by the user clicking the “Let’s Talk About Your Dream KITCHEN” button, and use the session metric from the first micro-conversion. As for the event dollar value of this micro-conversion, I estimated that about 70% of users from the homepage will complete this micro-conversion. This is because there are some people that just look at the homepage and then turn away, but if a potential client is interested in remodeling their space then they will most likely dive deeper into the website. Going back to numbers, the following micro-conversion’s value is at \$175, so I multiplied \$175 by 0.7 to get this conversion’s value of \$122.50.

The third micro-conversion in the customer journey is watching the video on the Kitchens page. If you scroll down on the Kitchens page, there is a video highlighting a past client’s perspective and experience with the company’s remodeling service. We can measure this event as an event segment, based on video duration and completion. As for event dollar value, I estimated that 20% of users will engage in this event because the video is near the bottom of the page, so the 20% is for those who are still interested in continuing in the service and eager to learn more on the Kitchens page. So, I took the following micro-conversion’s value of \$875, multiplied that number by 0.2, and got \$175 as this micro-conversion’s dollar value.

The fourth micro-conversion in the customer journey is visiting the Gallery page, which is where the customer will most likely travel to next if they want to move further in the search. We can measure the clicks to the Gallery page, as well as click-through rate as a user or session segment. For event dollar value, I estimated that 50% of user who come from watching the video will migrate to the gallery, because if they are satisfied with the customer’s experience

then they would likely go onto the next micro-conversion. The following micro-conversion's value is \$1,750, so I multiplied that number by 0.5 to get an \$875 event value.

Last, but not least, the fifth micro-conversion in the customer journey is visiting the Promotions page. This is because if the potential customer is pleased with what they have seen so far, then they will want to get deals and save money in return for great quality. We would track the clicks on the Promotions button, which would specifically count towards an event segment since they are interacting with a specific feature on the website. As for event dollar value, I estimated that about 70% of users from the Gallery page would engage in this event, because the customer has gotten this far in the process and the words "Promotions" would give an incentive for most potential clients to interact. Given the macro-conversion value of \$2,500, I multiplied that number by 0.7 to get a \$1,750 event value.

Using AI:

I used Google Gemini to aid in my process of creating this case study, including conditions and segments for the conversions. It helped me brainstorm valuable ideas that I had not thought of, and then I transferred the relevant outputs to this assignment. You can find my prompts in the following links:

<https://gemini.google.com/app/3d21ce15f32e9d44>

<https://gemini.google.com/app/4e9036a98d9c9f07>