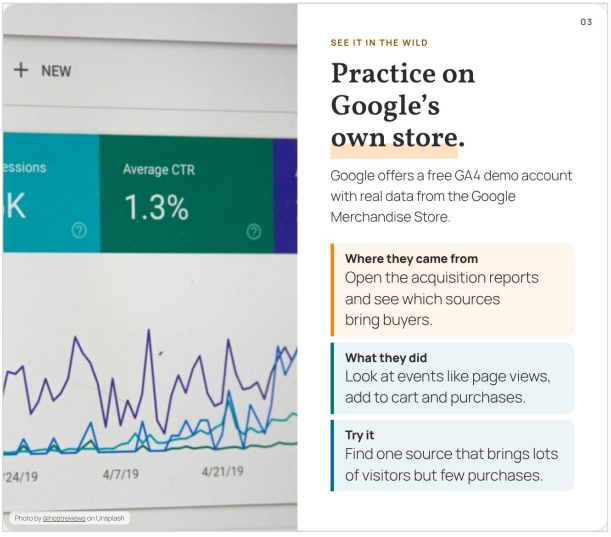


Slide 1



Slide 2



Slide 3

QUESTION 4: DID IT MATTER?

Key events are the actions that pay the bills.

Key events are the actions you mark as most important to the business, like a sign-up or a purchase.

You see: key event counts you can track over time.

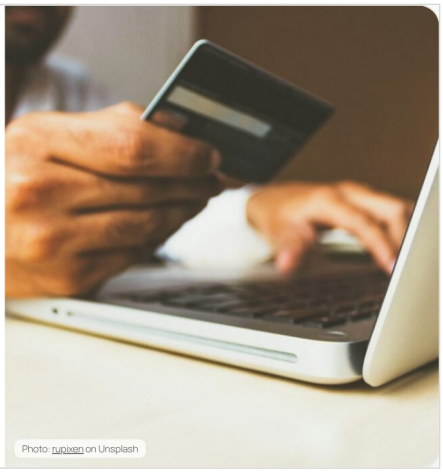


Photo: rupixen on Unsplash

Slide 4

05

CHOOSING KEY EVENTS

If everything is a key event, nothing is.

Pick the three to five business actions that matter, like purchase or generate_lead, and mark only those.

Key event or not? Decide, then tap.

purchase	sign_up	page_view	scroll
Mark it as a key event?	Mark it as a key event?	Mark it as a key event?	Mark it as a key event?
TAP TO REVEAL	TAP TO REVEAL	TAP TO REVEAL	TAP TO REVEAL

Slide 5

06

UTM PARAMETERS

Tag your links or guess where people came from.

UNTAGGED LINK	TAGGED LINK
ridgelineroasters.com/beans	ridgelineroasters.com/beans ?utm_source=newsletter &utm_campaign=fall_blend
GA4 REPORT Source: ??? Was it the email? A post? An ad?	GA4 REPORT Source: newsletter Campaign: fall_blend
Step 1 is a guess.	You know which email sent them.

Text version of this diagram

Slide 6

SEE IT IN THE WILD

Find a UTM in your inbox.

Open a marketing email from a brand you follow and click any link.

Look at the address bar
You will often see utm_source=newsletter or utm_campaign tags at the end.

Read it
The tags tell the brand which email, and which link, sent you.

Now you know
Every brand you admire is tagging links the same way you will.



Slide 7

08

QUICK CHECK

Which question is the boss really asking?

Match each one to a GA4 question: came from, did, stayed, or mattered. One is a tagging problem. Then open the answers.

1 "Does Instagram or the newsletter send us more buyers?"

2 "How many people played the brewing video?"

3 "Lots of people land on the blog. Do they read it, or leave in seconds?"

4 "How many online orders came in this month?"

5 "Why do half the visits from our fall email have no clear source?"

⊕ Check your answers

Questions from Ridgeline Roasters, an invented brand.

Slide 8

09

REAL BRANDS IN ACTION

See it in real brands.

This case study shows these ideas at work. Open it to read the full story.



Obama for America (2008): The Video Everyone Loved Lost: How One Sign-Up Metric Changed a Campaign Website

When the Obama 2008 campaign measured the one action that mattered, email sign-ups, the data overruled the staff's favorite idea and added millions of supporters.

The lesson: Decide which action matters, measure against it, and let the data overrule your favorite idea.

Photo: Wendy Piersall from Chicagoland (CC BY 2.0), via Wikimedia Commons. Brand: Obama for America (2008)

Read the case study →

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