

GA4 vs. Universal Analytics



Reports	Behavior	Behavior
	Audience	User
Acquisition Metrics	Users / New Users	Users / New Users
	Sessions	Sessions
	—	Engaged Sessions
	Bounce Rate	Engagement Rate
	Pages per Session	Engaged Sessions per User
	Avg. Session Duration	Average Engagement Time / Average Engagement Time per Session
	—	Events per Session
	—	Event Count
	Conversions	Conversions
	Value	Total Revenue
	Behavior / Engagement Metrics	Pageviews
Unique Pageviews		—
—		Users
—		View per user
Avg. Time on Page		Average Engagement Time
Entrances		—
Bounce Rate		—
% Exit		—
—		Event Count
—		Conversions
Page Value		Total Revenue



Need Help Optimizing for GA4?

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