


# Analytics FAQ

## Where are my users coming from?

### How many users are on the site right now?

In GA4, go to...

→ **Real-time**



This also breaks down into device, region, events and page views

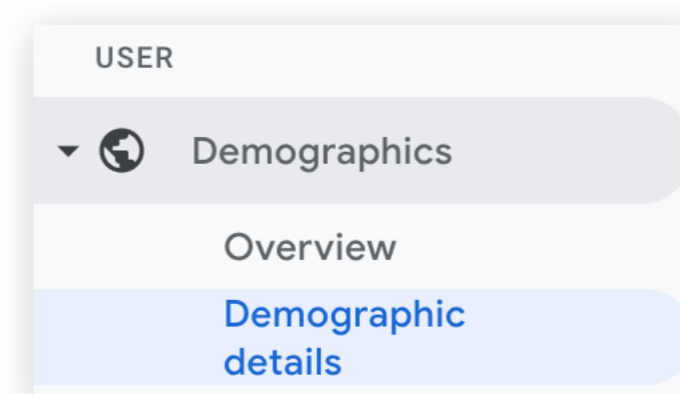
### Where are users located?

In GA4, go to...

→ **Home** or

→ **User > Demographics > Demographic Details**

Click into the map for more detail



### What are the most popular countries & cities users are visiting from?

In GA4, go to...

→ **User > Demographics > Demographic Details > add Town/City dimension**

Country ▾	User	Search
Totals	Other	Audience name
1 United States	Custom (Event-scoped)	Age
2 Mexico	Device	Town/City
	Page / screen	Gender
	Acquisition	Language

Click the blue + sign next to Country in the table and add Town/City to view. If this shows as '(not set)', this is because the user could be using a VPN or they are protecting their location using extensions

### Which sites are users coming from? (referrals, traffic sources) / What is the top referral?

In GA4, go to...

→ **Real-time (where they're coming from right now)** or

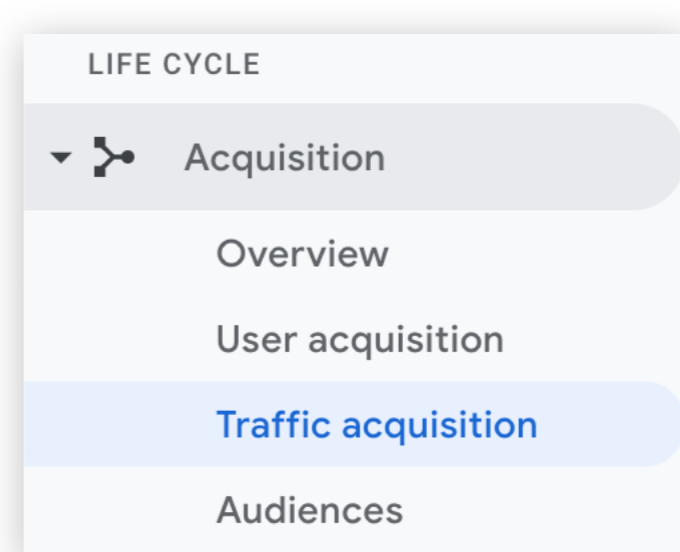
→ **Life Cycle > Acquisition > Traffic Acquisition**

Organic search: Traffic from search engine results that is earned, not paid

Direct: Any traffic where the referrer or source is unknown

Referral: Traffic that occurs when a user finds you through a site other than a major search engine

Social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram



## More detail as to where the users have come from / What user behaviour is attributed to which traffic source?

In GA4, go to...

→ **Life Cycle > Acquisition > Traffic Acquisition > filter**  
and sort by **Event Count** (tip: select maximum Rows per page)

For example, if you want to see what traffic source was most successful in driving social shares of the site, view your Traffic Acquisition and filter the Event count by 'social-share', that could show you that for example users coming from Google were much more likely to share the site as opposed to users coming from Instagram

Conversion rate	Event count	Conversion rate
27.88%	38.79%	13%
0%	31.67%	

Search filter: tickets-  
 tickets-conversion  
 tickets-error  
 tickets-filter\_day  
 tickets-filter\_format  
 tickets-filter\_location  
 tickets-filter\_time

## How is my tagged media is performing?

In GA4, go to...

→ **Life Cycle > Acquisition > Traffic Acquisition**

Once you've set up UTM/campaign tags with your site URL, you can break down by the name/source/medium that you've set

Session source/medium	Users	Sessions
Totals	133,733 100% of total	141,004 100% of total
1 m.facebook.com / referral	122,641	130,502
2 (direct) / (none)	4,761	5,345
3 google / organic	1,655	1,820

## What browsers and operating systems are my site users on?

In GA4, go to...

→ **User > Tech > Overview**

Desktop vs mobile, Android users vs iOS, which browser is most used.  
Note: there will be no 'app' data as your sites are web platforms only

Tech  
 Overview  
 Tech details

## What are my users doing once they arrive?

### What common events are users triggering? (What are my site visitors mostly doing on my platform?)

In GA4, go to...

→ **Life Cycle > Engagement > Events** or  
→ **Events > All Events**

In → **Events > All Events**, you can then click on the event for more detail

In → **Life Cycle > Engagement > Events >**  
add Custom dimension for **event\_label**

CUSTOM PARAMETER	EVENT COUNT	TOTAL USERS
(total) 200 items	767	408
Vineland Drive-1...Direct to Cinema	68	50
NCG - Battle Cre...irect to Cinema	25	1
CMX Cinemas Merr...irect to Cinema	21	2
Southeast Cinem...irect to Cinema	12	1
CMX Cinemas Merr...irect to Cinema	11	1
Cinemark Tinsel...irect to Cinema	9	1
NCG - Marietta C...irect to Cinema	9	1
Showcase Cinema..._movietickets	9	1

## What percentage of my site users are clicking to get tickets?

In GA4, go to...

→ **Life Cycle > Engagement > Events > search tickets-conversion**  
> note '% of total users'

This event is when a user has chosen a screening and is redirected to exhibitor checkout, measuring intent to purchase (See events dictionary for more)

Event name	Event count	Total users
Totals	767 0.09% of total	408 0.31% of total
1 tickets-conversion	767	408

## What cinemas / theatres are most popular for ticket clicks?

In GA4, go to...

→ **Events** > **All Events** > find/search 'tickets-conversion', click on the event > view 'EVENT\_LABEL' widget/table



The screenshot shows the GA4 interface for the 'tickets-conversion' event. On the left, there's a sidebar with 'EVENTS' and 'Conversions' sections, with 'All events' selected. The main table is titled 'Existing events' and has a search filter 'tickets-conversion'. The table has columns for 'Event name', 'Count', '% change', 'Users', '% change', and 'Mark as conversion'. The data row shows 'tickets-conversion' with a count of 767, 0% change, 408 users, 0% change, and a toggle switch for 'Mark as conversion'.

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
tickets-conversion	767	-	408	-	<input type="checkbox"/>

Be sure to update the date range if you're not seeing enough cinemas listed, and export the report to CSV to view a breakdown of the ticket clicks' resulting `<theatre name>_<chain>_<date>_<showtime>_<format>_<provider>`

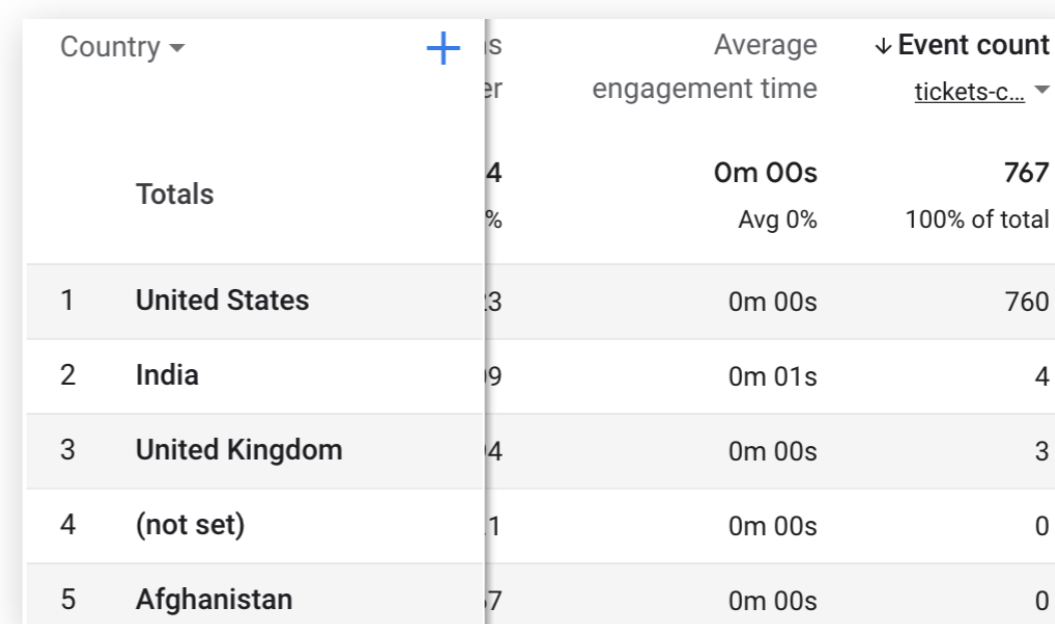
## More detail about what users are doing broken down by other parameters

In GA4...

### Filter and sort by Event Count

(tip: select maximum Rows per page)

This is possible in most sections with tables, for example finding event behaviour by country in Demographics



The screenshot shows a GA4 table with columns for 'Country', 'Average engagement time', and 'Event count'. The table is filtered by 'Event count' and sorted by 'Event count' in descending order. The data rows are:

Country	Average engagement time	Event count
Totals	0m 00s	767
1 United States	0m 00s	760
2 India	0m 01s	4
3 United Kingdom	0m 00s	3
4 (not set)	0m 00s	0
5 Afghanistan	0m 00s	0

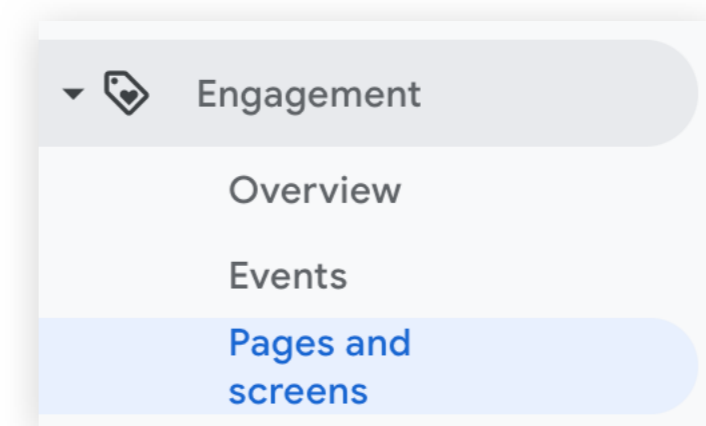
## What number of views or users is each of my site's pages getting? / What pages are users on right now?

In GA4, go to...

→ **Life Cycle** > **Engagement** > **Pages and screens** or

→ **Real-time** > **Views by Page title and screen name**

For example, you can compare how many views the gallery page/section received compared to how many the synopsis page/section received

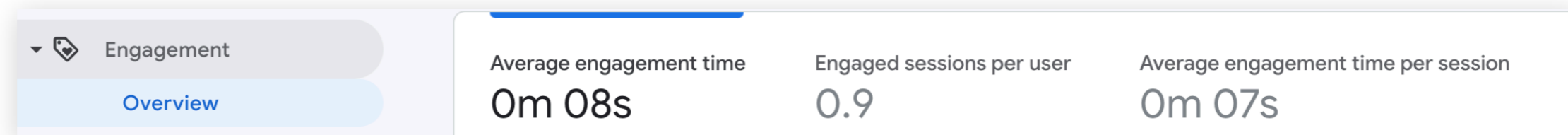


## How well am I retaining my users?

### What is the bounce rate?

In GA4, go to...

→ **Life Cycle** > **Engagement** > **Overview**



The screenshot shows the GA4 'Engagement Overview' widget. It has a sidebar with 'Engagement' and 'Overview' sections. The main area displays three metrics:

Metric	Value
Average engagement time	0m 08s
Engaged sessions per user	0.9
Average engagement time per session	0m 07s

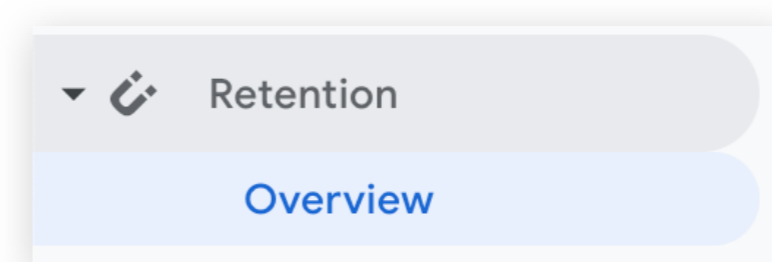
Bounce rate has been retired in GA4 and replaced with Engaged Session which in most cases is a more meaningful metric

### How many returning visitors viewed the site?

In GA4, go to...

→ **Life Cycle** > **Retention**

View new and returning users here, and compare by [cohort](#) (a group of users with a common characteristic) - for example, see how the behavior and performance of individual groups of users changes day to day, week to week, and month to month, relative to when you acquired those users

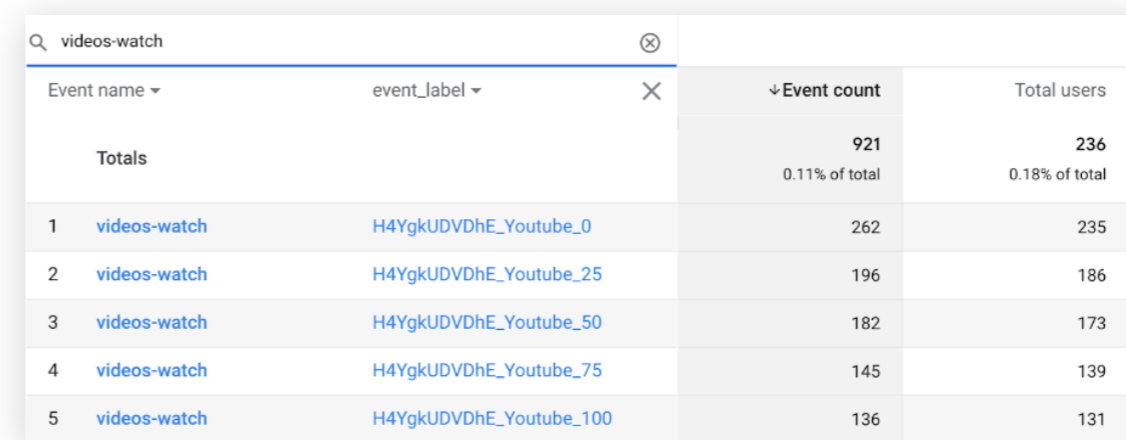


## How many users watched the trailer to completion?

In GA4, go to...

→ **Life Cycle > Engagement > Events > Add Custom dimension for event\_label > search videos-watch**

0 / 25 / 50 / 75 / 100% indicators for the videos-watch event shows progress of watching, also separated by YouTube ID or name if multiple videos are available



Event name	event_label	Event count	Total users	
Totals		921 0.11% of total	236 0.18% of total	
1	videos-watch	H4YgkUDVDhE_Youtube_0	262	235
2	videos-watch	H4YgkUDVDhE_Youtube_25	196	186
3	videos-watch	H4YgkUDVDhE_Youtube_50	182	173
4	videos-watch	H4YgkUDVDhE_Youtube_75	145	139
5	videos-watch	H4YgkUDVDhE_Youtube_100	136	131

## How do I compare my current site against past ones?

### How do I see analytics for all my sites combined, or broken down per site?

In GA4, go to...

*Combined:*

→ **Admin > Property** > Use dropdown to select 'All Titles' property  
> **Use sidebar to navigate to area of analytics needed**

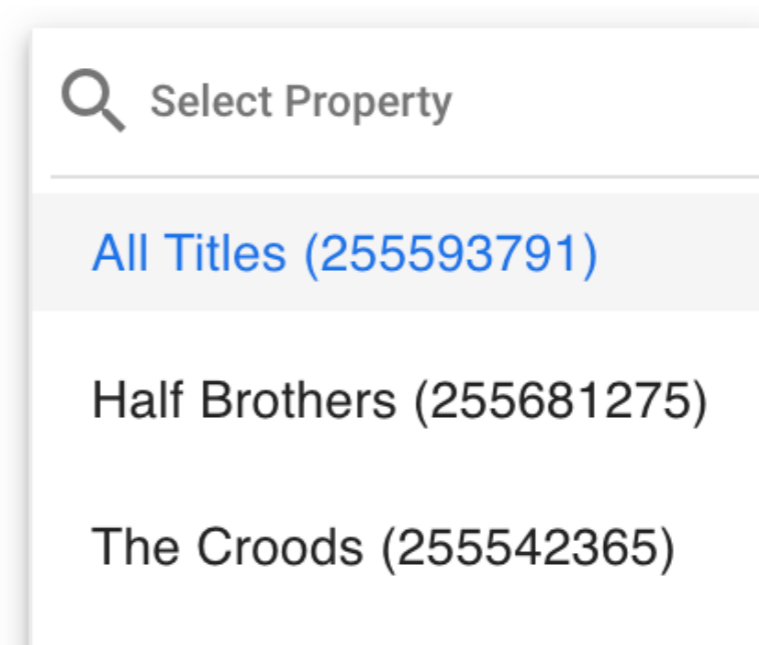
*Per site:*

→ **Admin > Property** > Use dropdown to select **property of the desired site**  
> **Use sidebar to navigate to area of analytics needed**

*Your Account includes:*

- **All Titles** property (tracking combined stats for all of your sites)
- A **property per movie/title**
- If you have multiple language sites, each movie property will have **regional Data Streams** to segment between those sites

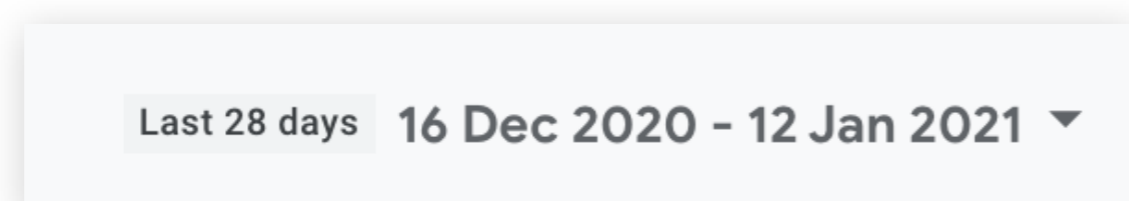
**NOTE:** Not all previous platforms will be available in your Google Analytics 4 account as the upgrade was applied late 2020, kindly [get in touch with the team to request specific historical data](#)



## How do I see analytics for a specific date or time period?

In GA4, go to...

→ **Any area** > Check for indication of default date range e.g. 'Last 7 days' or 'Last 28 days'



Usually in a dropdown as part of the available widget, or general date range set in top right corner

# Analytics Glossary

## Page titles

**tickets**

Tickets/showtimes page

**gallery**

Gallery page

**home**

Home page

**videos**

Videos/trailers page

**synopsis**

Synopsis page

**homeEnt**

Home Entertainment page

The Events results in your **Google Analytics 4 dashboard** (found in → **Life Cycle > Engagement > Events** or → **Events > All Events**) show you what your site visitors are doing on your movie platform. The below glossary will help you identify what each **Event Name** corresponds to in user actions on the site, and their attached **Event Label** provides more detail about the action they performed.

For example, the **'tickets-conversion'** Event Name triggers when a user clicks on a screening time to purchase a ticket on the exhibitor website, and the Event Label for that event will tell you **which Theater** they chose, which **Theater Chain** it was a part of, plus the **date**, screening **time**, **format** and **Ticketing Provider** they selected.

## Calendar Reminder Events

**calendar-reminder\_click**

Calendar reminder selection

Event Label: <reminder\_option i.e yahoo, ical, google>

## Showtimes / Tickets Events

**tickets-conversion**

Ticket click (when a user has chosen a screening and is redirected to exhibitor checkout, measuring intent to purchase)

Event Label:

<theatre name>\_<chain>\_<date>\_<showtime>\_<format>\_<provider>

**tickets-focus-theatre-chain**

Which cinemas users are landing on (automatically their closest available listing)

Event Label: <Theatre Name>\_<chain>

**tickets-select-theatre-chain**

Which cinemas users are manually selecting to browse screenings

Event Label: <Theatre Name>\_<chain>

**tickets-select-calendar\_date**

Which dates users are booking on

Event Label: <date> DD/MM/YYYY

**tickets-select-calendar\_day**

Which days users are booking on

Event Label: <day of week>

**tickets-select-calendar\_time**

Which times users are booking on

Event Label: <showtime>\_<timezone>

**tickets-select-format**

Which formats users are booking

Event Label: <format>

**tickets-select-provider**

Which ticketing providers users are selecting

Event Label: <provider>

**tickets-filter\_location**

Locations users are browsing screenings in

(This event fires once on landing using the user's location, and then any time they search a new location or click on a suggested city)

Event Label: <city>\_<country>

**tickets-filter\_day**

What day/date filter users are selecting

Event Label: <date> DD/MM/YYYY

**tickets-filter\_time**

What time of day filter users are selecting

Event Label: <time>

**tickets-filter\_format**

What format filter users are selecting

Event Label: <format>

**tickets-search**

How many users are using the search bar

**tickets-error**

Users encountering errors when landing on showtimes page

**tickets-no\_showtimes**

Users encountering no showtimes within radius when landing / changing location on showtimes page

Event Label: <location>

**tickets-redirect\_origin**

Users from a different region accessing site that is not applicable to their country

Event Label: <country>

**tickets-reminder\_click**

Which calendar reminders users are downloading from the showtimes page

Event Label: <calendar name>

**tickets-watch**

How many people engage with the trailer on the showtimes page

Event Label: <video-name>\_<platform>\_<0/25/50/75/100>

**map-interact**

When the user engages with the map

Event Label: <calendar name>

**map-request\_direction**

When a user selects the request directions button on the map

Event Label: <driving>, <transit>, <walking>

## Gallery Events

**gallery-view\_image**

When a user views a gallery image

Event Label: <image\_name>

**gallery-view\_enlarge\_image**

When a user enlarges a gallery image

Event Label: <image\_name>

**gallery-image\_download**

When a user downloads a gallery image

Event Label: <image\_name>

## Social Events

**social-share**

When user shares the site link to Social Media

Event Label: <social\_name>

**social-follow**

When user selects the site's associated Social Media links to view the linked profile

Event Label: <social\_name>

## Video Events

**videos-watch**

When user starts a video

Event Label: <video-name>\_<platform>\_<0/25/50/75/100>

**videos-get\_tickets**

When a user clicks on Get Tickets button present on the videos page, to visit the showtimes page

## Trailer Overlay Events

**trailer-watch**

When user starts a video from the trailer overlay/pop-up

Event Label: <video-name>\_<platform>\_<0/25/50/75/100>

**trailer-bounce**

When the video overlay is active, and then is closed (time between)

<total time in seconds overlay was active before being closed>

## Browser Not Supported Events

**unsupported-browser\_device**

Users access a site from a browser that is not supported

Event Label: <browser, browser version, device>

# Home Entertainment Events

## Static

Static simply means we have inputted the vendor information manually rather than using an automatic data provider

### homeent\_s-merchant\_select

When a user selects a Home Entertainment vendor / purchase option  
Event Label: <vendor\_name>

### homeent\_s-watch

User watches video on the Home Entertainment page  
Event Label: <video-name>\_<platform>\_<0/25/50/75/100>

### homeent\_s-merchant\_calendar\_select

When a user selects a Home Entertainment vendor in calendar mode  
Event Label: <vendor\_name>\_<calendarplatform>

### homeent\_s-merchant\_promotion

When a user is presented with the promotional Home Entertainment merchant redirect  
Event Label: <redirect>, <dismiss>

## Dynamic

Dynamic simply means we have used an automatic data provider rather than inputting the vendor information manually

### homeent\_d-format\_select

Which formats for Home Entertainment purchase users are selecting  
Event Label: <format\_name>

### homeent\_d-availability\_select

Which availabilities for Home Entertainment purchase are users selecting  
Event Label: <availability\_name>

### homeent\_d-merchant\_select

Which Home Entertainment merchants users are selecting  
Event Label: <vendor\_name>

### homeent\_d-conversion

When a user selects a purchase option  
Event Label: <format>\_<availability>\_<vendor\_name>\_<edition\_name>\_<price>

# Google Analytics default events

(not set or defined by Powster)

## user\_engagement

Fires 10 seconds after a visitor has stayed on a page so we can assume this measures at least a moderate level of on-page engagement

## session\_start

When a user engages the app or website

## first\_visit

The first time a user visits a website or launches an Android instant app with Analytics enabled

## page\_view

Each time the page loads or the browser history state is changed by the active site

## click

Each time a user clicks a link that leads away from the main site domain

## exception

When an external API error occurs (e.g. Google Maps, YouTube)

## timing\_complete

Indicates the time in milliseconds between opening the page and first visible element interacted with

# See an event not defined above?

[Get in touch](#) for additional support