

What is Scope?

Scope is a characteristic describing the extent to which a GA metric or dimension can be applied. With scope, Google can apply attribution credit at different levels of granularity, starting with the smallest scope of the conversion event itself, then looking at the session that led to that conversion, then lastly zooming out to look at the user's whole journey and how they originally reached the website. [[Read more here.](#)]

USER SCOPE

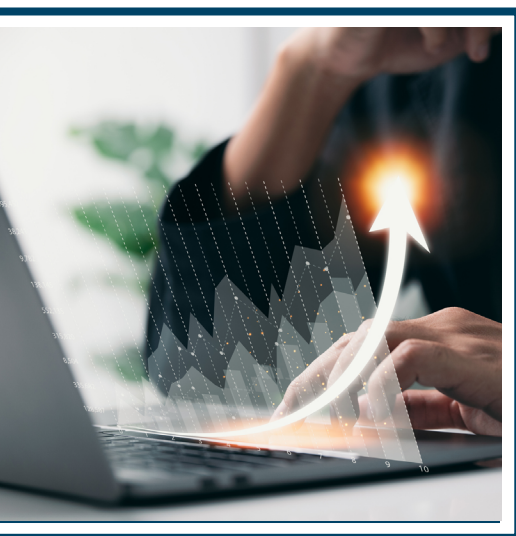
User scope is the largest scope in Google Analytics because it looks at the user's entire path to purchase within the given lookback window (typically set to 90 days). User scope can be thought of as a First Click model, where the first traffic source that originally brought the user to the website is the one that will get "first user" attribution credit.

SESSION SCOPE




Session scope looks at the specific session where a conversion took place, and what traffic source brought the user to the site in that moment (unless it was a direct visit, in which case it will look back to the most recent non-direct source). Session scope can be thought of as a Last Non-Direct Click model.

EVENT SCOPE

Event scope is different from the others in that it applies the property-level [selected attribution model](#) to determine attribution credit. In a sense, it does look at the full user journey to assign credit, but it's only available for what's called attributable metrics, such as Conversions and Purchase Revenue. The event that's being scoped for attributable credit is the conversion event itself, such as a "purchase" event.



EVENT-SCOPE ATTRIBUTION MODELS

-  Cross-channel Data-driven (**recommended**)
-  Cross-channel Last click
-  Ads-preferred Last click

All models remove credit from direct traffic unless it is the only traffic source present within the lookback window.

Dimensions and Metrics By Scope

SCOPE	TRAFFIC SOURCE DIMENSIONS	AVAILABLE METRICS
USER SCOPE	<p>Must have the prefix First user</p> <p>Found in the Traffic source category of Explore reports</p> <p>Examples:</p> <ul style="list-style-type: none"> • First user source / medium • First user Google Ads campaign • First user campaign 	<p>Any ecommerce or conversion-related metric should work.</p> <p>Our recommendations:</p> <ul style="list-style-type: none"> • Conversions • Transactions • Purchase Revenue
SESSION SCOPE	<p>Must have the prefix Session</p> <p>Found in the Traffic source category of Explore reports</p> <p>Examples:</p> <ul style="list-style-type: none"> • Session source / medium • Session default channel grouping • Session Google Ads campaign 	<p>Any ecommerce or conversion-related metric should work.</p> <p>Our recommendations:</p> <ul style="list-style-type: none"> • Conversions • Transactions • Purchase Revenue
EVENT SCOPE	<p>Must have no prefix</p> <p>Found in the Attribution category of Explore reports</p> <p>Examples:</p> <ul style="list-style-type: none"> • Source / medium • Google Ads campaign • Campaign • Default channel group 	<p>Attributable Metrics Only</p> <p>Our recommendations:</p> <ul style="list-style-type: none"> • Conversions • Purchase Revenue <p>Also applicable:</p> <ul style="list-style-type: none"> • Event Value • Total Revenue • Total Ad Revenue <p>Note: Metrics outside of this list will not work as intended, even if you use an event-scoped traffic source dimension.</p> <p>Tip: Notice that the Transactions metric is not an option here. If you need to drill down to a specific purchase conversion in an account that has multiple defined conversions, you will need to use the "Conversions" metric and then filter on an event_name of "purchase".</p>

If you feel overwhelmed by the transition to GA4, you're not alone. It's an entirely new way to track and analyze your most important data, and being able to leverage it to meet your goals is crucial.

If you think your business could benefit from having a team of GA4-certified experts by your side for this new journey, send a message to our team today.

