Adding these events to your website or mobile app helps you measure additional features and behavior as well as generate more useful reports, and build suggested audiences. Because these events require additional context to be meaningful, they're not sent automatically. Use the links in this article to see the prescribed parameters for each event. You should send recommended events with their prescribed parameters to get the most details in your reports and to benefit from future features and integrations as they become available. To learn how to set up a recommended event on your website, see Set up events. For your app project, see Log events. The data from these events automatically update predefined dimensions and metrics so you can analyze the data in your reports. For all properties We recommend these events to all customers in all business verticals. Later sections in this article include some of these events when we recommend sending the events for the given use case. For online sales We recommend these events when you want to measure sales on your site or app. They're useful for retail, ecommerce, education, real estate, and travel. Sending the events populates the Ecommerce purchases report. To learn more about these events, see Measure ecommerce for your website. View Measure ecommerce (app) for events in your app project. For lead generation We recommend these events when you want to measure the full lead generation funnel for online and offline activity. They're useful for business-to-business sales, automotive sales, insurance sales, or generally for when conversions occur offline. Event Trigger when a user... generate_lead submits a form online or submits information offline qualify_lead is marked as fitting the criteria to become a qualified lead disqualify_lead is marked as disqualified to become a lead for one of several reasons working_lead contacts or is contacted by a representative close_convert_lead became a converted lead (a customer) close_unconvert_lead is marked as not becoming a converted lead for one of several reasons For games We recommend these events for games properties. Sending these events populates the games reports. Verify your events Monitor recommended events after setup using the DebugView tool. You can also view the Realtime report to see events coming in from real users as the events are triggered. Event recommendations in Analytics The Events report provides recommendations on events to collect based on the data you already collect or the app category in the Google Play Store or iOS App Store (e.g., ecommerce, travel). Three recommendations appear at the top of the Events table by default. To see more recommendations, click Show All. To display the code snippet to collect an event, click the row for the event. To dismiss a recommendation, hover over the event name and then click . Considerations for updating SDKs to Android 17.2.5 (or later) and/or iOS: 16.20.0 (or later) If you used prior versions of either SDK and are planning to upgrade to Android 17.2.5 (or later) and/or iOS 16.20.0 (or later), you should consider the following: Upon upgrade and from that point forward, you will only be able to access item data within the repeated items array; item data will no longer be available in standard event parameters as it has been prior to these SDK versions. This change was made to support multiple-product analysis. You may need to adjust your references to item/product data as a result. There is a BigQuery schema format change during this upgrade. Item/product data will begin to appear in a repeated field, enabling analysis of multiple products within a single event. You should take care to adjust any query that references item/product data fields during this upgrade As taxas de engajamento e de rejeição são métricas importantes do Google Analytics que permitem medir e analisar o engajamento do usuário com seu site ou app. As duas métricas são definidas com relação a sessões engajadas. Uma sessão é um período em que o usuário interage com seu site ou app. Uma sessão engajada é aquela que atende a um dos seguintes critérios: Dura mais de 10 segundos Tem um evento principal Tem duas ou mais visualizações de tela ou página A taxa de engajamento é a porcentagem de sessões engajadas no seu site ou app para dispositivos móveis. A taxa de rejeição é oposta à taxa de engajamento. A taxa de rejeição é a porcentagem de sessões que não foram engajadas. Observação: o is_engaged_session_event foi adicionado a todos os eventos para melhorar a precisão dos cálculos da taxa de engajamento e de rejeição. Em outras palavras, a taxa de engajamento mede a porcentagem de visitas ao seu site ou app que gerou alguma forma de interação significativa. Um exemplo Um usuário visita seu site, lê algum conteúdo por menos de 10 segundos e sai. Enquanto estava no seu site, essa pessoa não acionou nenhum evento nem visitou outras páginas. Nesse caso, como o usuário não corresponde a nenhum dos critérios de uma sessão engajada (ou seja, teve menos de 10 segundos, não resultou em nenhum evento principal e não teve pelo menos 2 visualizações de página ou exibições de tela), a sessão não é contabilizada como engajada. Se essa fosse a única sessão no seu site, a taxa de engajamento seria de 0% e a de rejeição seria de 100%. Adicionar as métricas aos relatórios Por padrão, a maioria dos relatórios no Google Analytics não inclui as métricas de taxa de engajamento e de rejeição. Para consultar essas métricas nos seus relatórios, eles precisam ser personalizados. Você poderá personalizar um relatório se tiver função de editor ou administrador. Só é possível adicionar métricas aos relatórios detalhados. Faça login no Google Analytics. No menu à esquerda, selecione Relatórios . Acesse o relatório que você quer personalizar, como o Relatório de páginas e telas. Clique em Personalizar relatório no canto superior direito dele. Importante: se o botão não aparece, é porque você não tem a função de editor ou administrador. Em Dados do relatório, clique em Métricas. Clique em Adicionar métrica na parte de baixo do menu à direita. Digite "Taxa de engajamento". Se a métrica não aparecer, ela já está incluída no relatório. Digite "Taxa de rejeição". Se a métrica não aparecer, ela já está incluída no relatório. Clique em Aplicar. Salve as mudanças no relatório atual. As métricas de taxa de engajamento e de rejeição são adicionadas como as duas últimas colunas da tabela. Se houver muitas métricas na tabela, talvez seja necessário rolar para a direita. Aumentar sua taxa de engajamento Se a taxa de engajamento estiver baixa, use relatórios e análises detalhadas no Google Analytics para saber em detalhes se ela está constantemente baixa ou se isso é resultado de determinados canais, pares de origem/mídia, páginas ou telas etc. Por exemplo, se algumas páginas ou telas tiverem uma baixa taxa de engajamento, verifique se o conteúdo está relacionado ao marketing que você usa para direcionar as pessoas a esses locais. Além disso, confira se elas oferecem caminhos fáceis para as próximas etapas que você gostaria que os usuários realizassem. Se um determinado canal tiver uma taxa de engajamento baixa, analise suas iniciativas de marketing nele. Por exemplo, se os usuários que vêm da Rede de Display estiverem rejeitando o site, verifique se os anúncios são relevantes para o conteúdo das suas páginas. Se o problema for mais abrangente, analise seu código de medição para garantir que todas as páginas necessárias apresentem as tags corretas. Caso esteja coletando dados de um app, verifique se você configurou o SDK do Google Analytics para Firebase da maneira certa. Engagement rate and bounce rate are important metrics in Google Analytics that enable you to measure and analyze user engagement with your website or app. Both metrics are defined in terms of engaged sessions. A session is a period during which a user is engaged with your website or app. An engaged session is a session that meets any of the following criteria: Lasts longer than 10 seconds Has a key event Has 2 or more screen or page views The engagement rate is the percentage of engaged sessions on your website or mobile app. The bounce rate is the opposite of the engagement rate. The bounce rate is the percentage of sessions that were not engaged. Note: The is_engaged_session_event has been added to all events to improve the accuracy of engagement rate and bounce rate calculations. In other words, engagement rate helps you measure the percentage of visits to your website or app that involved some form of meaningful engagement. An example For instance, a user visits your website, reads some content for less than 10 seconds, and then leaves. While they were on your website, they didn't trigger any events or visit any other pages. In this instance, because the user didn't match any of the criteria of an engaged session (the session was less than 10 seconds, no key event occurred, and there were not at least 2 pageviews or screenviews), the session would not count as an engaged session. If this were the only session on your website, the engagement rate would be 0% and the bounce rate would be 100%. Add the metrics to your reports By default, most reports in Google Analytics do not include the engagement rate and bounce rate metrics. To view these metrics in your reports, you need to customize the report. You can customize a report if you are an Editor or Administrator. You can only add metrics to detail reports. Sign in to Google Analytics. From the left menu, select Reports . Go to the report you want to customize, such as the Pages and screens report. Click Customize report [] in the upper-right corner of the report. Important: If you don't see the button, you don't have an Editor or Administrator role. In Report data, click Metrics. Click Add metric (near the bottom of the right menu). Type "Engagement rate". If the metric doesn't appear, it's already included in the report. Type "Bounce rate". If the metric doesn't appear, it's already included in the report. Click Apply. Save the changes to the current report. The engagement rate and bounce rate metrics will be added as the last two columns in the table. If you have many metrics in the table, you may need to scroll to the right to view the metrics. Increase your engagement rate If your engagement rate is low, then consider using reports and explorations in Analytics to dig deeper to see whether it's uniformly low or whether it's the result of certain channels, source/medium pairs, pages or screens, or something else. For example, if a few pages or screens have a low engagement rate, see whether the content correlates well with the marketing you use to drive users to those pages or screens, and whether those pages or screens offer users easy paths to the next steps you want them to take. If a certain channel has a low engagement rate, review your marketing efforts for that channel. For example, if users who come from display are bouncing, make sure your ads are relevant to your site content. If the problem is more widespread, take a look at your measurement code to be sure that all the necessary pages are tagged and that they are tagged correctly. If you're collecting data from an app, make sure you've set up the Google Analytics for Firebase SDK correctly. A proporção que mostra com que frequência as pessoas que visualizam seu anúncio clicam nele. É possível usar a CTR para avaliar o desempenho das palavras-chave, anúncios e listagens gratuitas. A CTR é o número de cliques recebidos pelo seu anúncio dividido pelo número de vezes que ele foi exibido: cliques ÷ impressões = CTR. Por exemplo, se você recebesse 5 cliques e registrasse 100 impressões, sua CTR seria de 5%. Todos os seus anúncios, listagens e palavras-chave têm as próprias CTRs, que você pode ver na sua conta. Uma CTR alta é um bom indicador de que os usuários consideram seus anúncios e listagens úteis e relevantes. A CTR também contribui para a CTR esperada da sua palavra-chave, que é um componente da classificação do anúncio. Uma boa CTR está relacionada ao que você anuncia e em quais redes. Você pode usar a CTR para avaliar quais anúncios, listagens e palavras-chave apresentam bom desempenho e quais precisam de melhorias. Quanto mais os anúncios, palavras-chave e listagens estiverem relacionados entre si e à sua empresa, maior será a probabilidade de o usuário clicar no anúncio ou na listagem depois de pesquisar sua frase de palavra-chave. The auction insights report lets you compare your performance with other advertisers who are participating in the same auctions that you are. This information can help you make strategic decisions about bidding and budgeting by showing you where you're succeeding and where you may be missing opportunities for improved performance. The auction insights report is available for Search, Shopping, and Performance Max campaigns. This article explains the statistics available in the auction insights report, how to find the report, and how to set a filter to locate the keywords, ad groups, and campaigns that have auction insights reports available. Note: Search partners don't distinguish between "top" vs. "others" and it won't be included in the auction insights data. Auction insights statistics The auction insights report for Search campaigns provides 6 different statistics: impression share, overlap rate, outranking share, position above rate, top of page rate, and absolute top of the page rate. You can generate a report for one or more keywords, ad groups, or campaigns (as long as they meet a minimum threshold of activity for the time period selected), and segment results by time and device. The auction insights report for Shopping campaigns provides 3 different statistics: impression share, overlap rate, and outranking share. You can generate a report for one or more ad groups or campaigns (as long as they meet a minimum threshold of activity for the time period selected), and segment results by time and device. Auction insights data for Shopping campaigns is available from October 2014 to the present. Auction insight metrics for Shopping only come from the Search Network. The auction insights report for Performance Max campaigns provides auction insights data on Search and Shopping ads served on the Search Network or after November 2021. The report includes auction insights segmented by the Search and Shopping ads, and is available at the account and campaign level. Note: Performance Max campaign auction insights data will be available in Report Editor as well. Impression share Impression share is the number of impressions you received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, and Quality Scores. In the auction insights report, impression share also tells you the impression share of other advertisers as a proportion of the auctions in which you were both eligible to show. Notes: For Shopping campaigns: Shopping campaigns don't use Quality Score. However, the overall quality and relevance of your Shopping ads offers do factor into their eligibility. Learn more about impression share Sometimes impression share at the campaign and product group level and impression share from auction insights reports may have slight differences. The reason for the slight discrepancy is likely that auction insights filters out auctions with very low impressions, which the campaign level doesn't (this is to reduce auction insights latency). The "Product Groups" tab will only show impression share for product groups with the volume required for impression share reporting, and then aggregates the impressions at that level. So, this could be different from the campaign level if there are many low volume product groups. Expect campaign and auction insights to match closely, and use the "Product Groups" tab for more granular views. The impression share shown for a competitor in the auction insights report may differ from the impression share the competitor can view in their own report. Competing advertisers' eligible impressions may only overlap with a percentage of your eligible impressions. For example, despite showing 100% in the "Impression share" column of your report, your competing advertiser may have a 50% impression share in their eligible auctions. The auction insights report doesn't show insights when impression share is less than 10%. For Performance Max campaigns: Performance Max Ad impressions (and underlying auction insights data) across the Search network will be segmented by "Search" or "Shopping" options. Overlap rate is how often another advertiser's ad received an impression when your ad also received an impression. For example, if one of the other advertisers in your auction insights report is showing "60%" in the "Overlap rate" column, this means that in 6 out of every 10 times your ad showed, and an ad from this advertiser showed as well. Outranking share tells you how often your ad ranked higher in the auction than another advertiser's ad, or if your ad showed when theirs didn't. For example, if one of the other advertisers in your auction insights report is showing "20%" in the "Outranking share" column, this means that your ad won over the other advertiser's ad for 2 out of every 10 times your ad showed together, or for 20% of the auctions you entered together. Position above rate is how often the other advertiser's ad was shown in a higher position than yours was, when both of your ads were shown at the same time. For example, if one of the other advertisers in your auction insights report is showing "5%" in the "Position above rate" column, this means that the other advertiser's ad showed in a position above yours in 5 out of every 100 times your ads showed at the same time. Top of page rate tells you how often your ad (or the ad of another advertiser, depending on which row you're viewing) was shown at the top of the page, above the unpaid search results. For example, if you had 100 impressions out of which 20 impressions appear in any of the positions above the organic search results, the top of page rate will be 20%. Absolute top of the page rate tells you how often your ad (or the ad of another advertiser, depending on which row you're viewing) was shown at the absolute top of the page as the very first ad above the organic search results. For example, if out of 100 impressions, an ad has 10 impressions in which it appears as the first ad above the organic search results, the absolute top of page rate will be 10%. Auction insights data is available for Search, Shopping, and Performance Max campaigns that meet a minimum threshold of activity. For Search campaigns, you can create a report for keywords, ad groups, and campaigns. For Shopping campaigns, you can create a report for ad groups and campaigns. For Performance Max, you can create a report for campaigns. In your Google Ads account, go to the Campaigns, Ad groups, or Search keywords page based on what information you want to check in the report. Select a specific campaign, ad group, or keyword by checking the box next to each item. Note: You can only select keywords on a single page at a time (unless you run a report for "All"). Click Auction insights. You'll now be taken to your auction insights report. If you selected only Search, only Shopping campaigns, or ad groups, you'll find the corresponding auction insights report. If you selected a mix of Search, Shopping, or Performance Max campaigns, you'll need to select "Search campaigns" or "Shopping campaigns" in the dropdown menu. Performance Max ad impressions (and underlying auction insights data) for each of the channels will be segmented by "Search" or "Shopping" options. Note: Only keywords and ad groups that meet a minimum threshold of activity will have the auction insights report. Filter your auction insights To help you locate keywords, ad groups, and campaigns that have auction insights reports available, you can create a filter. The auction insights filter allows you to get a glance of which of your keywords, ad groups, or campaigns have auction insights reports available to view. Click the filter icon above your statistics table. Select one of the filters that appears to view a list of conditions for new filters. Enter the condition then click Apply. The table automatically updates to show you your keywords or ad groups with available auction insights reports. Uma rejeição é uma sessão de uma única página no seu site. No Google Analytics, a rejeição é calculada especificamente como uma sessão que aciona uma solicitação única ao servidor. Isso ocorre, por exemplo, quando um usuário abre uma única página do seu website e, em seguida, sai sem acionar outras solicitações ao servidor do Google Analytics durante essa sessão. O cálculo da taxa de rejeição é feito com a divisão das sessões de uma única página por todas as sessões. Ou seja, ela é a porcentagem de todas as sessões do seu site nas quais os usuários conferiram somente uma página e acionaram apenas uma solicitação ao servidor do Google Analytics. Essas sessões de uma única página têm uma duração de zero segundo, porque não há hits subsequentes para que o Google Analytics calcule a duração da sessão. Saiba mais sobre como o cálculo da duração da sessão é feito. Uma taxa de rejeição alta é ruim? Depende. Se o sucesso do seu site depende da visualização de mais de uma página pelos usuários, a resposta é sim. Por exemplo, se sua página inicial for a porta de entrada para o restante do site (por exemplo, artigos de notícia, páginas de produtos, processo de checkout) e uma alta porcentagem dos usuários visualizar somente essa página, uma taxa de rejeição alta será indesejável. Por outro lado, uma taxa de rejeição alta é perfeitamente normal se você tiver um site de página única, como um blog, ou fornecer outros tipos de conteúdo para os quais as sessões de página única sejam esperadas. Reduzir sua taxa de rejeição Analise sua taxa de rejeição de várias perspectivas. Por exemplo: O relatório de visão geral do público-alvo fornece a taxa de rejeição geral do seu site. O Relatório de canais fornece a taxa de rejeição de cada agrupamento de canais. O Relatório de todo o tráfego fornece a taxa de rejeição de cada combinação origem/mídia. O Relatório de todas as páginas fornece a taxa de rejeição de páginas individuais. Se sua taxa de rejeição geral for alta, faça uma investigação com mais detalhes para verificar se esse resultado é uniforme ou se isso é causado por um ou dois canais, determinadas combinações origem/mídia ou algumas páginas. Por exemplo, se o problema for causado por páginas específicas, analise se o conteúdo delas está relacionado ao marketing usado para atrair os usuários a essas páginas e se elas fornecem instruções claras para as próximas etapas que você quer que os usuários realizem. Se um canal específico tiver uma taxa de rejeição alta, analise as iniciativas de marketing desse canal. Por exemplo, se os usuários provenientes da Rede de Display apresentarem alta rejeição, verifique se seus anúncios são relevantes para o conteúdo do site. Se o problema for mais abrangente, analise a implementação do código de acompanhamento para verificar se todas as páginas necessárias estão codificadas corretamente. Também convém reavaliar o design geral do seu site e analisar o idioma, os elementos gráficos, a cor, as calls-to-action e a visibilidade de elementos importantes da página. Se você tiver um site de uma única página, saiba mais sobre os eventos sem interação que podem ser implementados para identificar as sessões de uma única página que não são propriamente rejeições e detectar o engajamento dos usuários com mais eficiência.