



Google Analytics 4 | Glossary of Terms

Active Users

What it means: The number of real people who actually interacted with your site during a certain time — not just quick visitors who left right away.

Example: If 3,000 people clicked around, scrolled, or filled out a form on the Kennesaw.edu homepage in a week, those 3,000 are your active users. Someone who opened the page and immediately left wouldn't count.

Attribution

What it means: Tells you which marketing efforts get credit for bringing in conversions (like form submissions or applications).

Example: If a student first finds Kennesaw State through a Google Search ad, then later clicks an email reminder and applies, attribution shows how much credit goes to the search ad vs. the email campaign.

Audiences

What it means: Groups of people on your site who share similar traits or actions.

Example: You might create an audience of "Prospective Graduate Students" who visited master's program pages, or "Returning Visitors" who came back multiple times. These audiences help tailor ads or communications.

Average Engagement Time

What it means: How long, on average, people actively spend on your site before going inactive or leaving.

Example: If users spend 2 minutes browsing the MSHMI program page, that's a sign they're reading the content, not just clicking in and out.

Bounce Rate

What it means: The percentage of visitors who left without doing anything else — no scrolling, no clicking, no exploring.

Example: If someone lands on the Financial Aid page and leaves right away, that's a "bounce." A high bounce rate can mean the page didn't answer their question quickly enough.

Channel Grouping

What it means: How GA4 organizes where your traffic comes from — like search engines, social media, email, ads, or direct visits.

Example: “Organic Search” means visitors came from Google; “Direct” means they typed in kennesaw.edu; “Referral” might be from an article on ajc.com linking to [Kennesaw.edu](https://kennesaw.edu).

Conversion

What it means: A key action you want visitors to take.

Example: Filling out a Request for Information form, clicking “Apply Now,” registering for an open house, or downloading a brochure are all conversions on [Kennesaw.edu](https://kennesaw.edu).

Conversion Rate

What it means: The percentage of total visitors who complete a conversion.

Example: If 100 people visit the MBA program page and 5 click “Apply Now,” that page has a 5% conversion rate.

Cohort

What it means: A group of users who share something in common, usually the same start date or action.

Example: A cohort might include all users who first visited [Kennesaw.edu](https://kennesaw.edu) during Orientation Week — allowing you to track how many come back later.

Dimensions

What it means: Descriptive data about users or actions.

Example: Dimensions include things like which city users came from (Atlanta, Marietta), what device they used (mobile or desktop), or which page they viewed (Admissions, Academics, etc.).

Engaged Session

What it means: A visit where the person spent at least 10 seconds, clicked something, or viewed more than one page.

Example: Someone who clicks from the homepage to a degree program, reads the content, and fills out a form — that’s an engaged session.

Engagement Rate

What it means: The percentage of sessions that were engaged (people didn’t just leave right away).

Example: If 70 out of 100 visitors click deeper into the site, you have a 70% engagement rate — that’s strong engagement for [Kennesaw.edu](https://kennesaw.edu) content.

Event

What it means: Any action someone takes on the site.

Example: Clicking “Request Info,” playing a video, scrolling through an academic program list — all of those are events.

Event Count

What it means: How many times that event happened.

Example: If the “Apply Now” button on the MSHMI page was clicked 350 times in September, the event count for that action is 350.

Event Parameters

What it means: Details about each event that give extra context.

Example: For a “Download Brochure” event, parameters might include the program name (e.g., “MBA”) or the page it happened on.

Exploration

What it means: A flexible analysis tool in GA4 where you can dig deeper and create custom reports.

Example: Marketing could use Explorations to find out which degree pages lead to the most “Apply Now” clicks or where prospective students drop off.

First User Source / Medium

What it means: Where someone first found your site.

Example: If a user first came to Kennesaw.edu from a Google search, then later visits directly, GA4 still remembers that their first source was Google / organic.