

D24 digital
twenty
four



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Winner of CIM Best Agency NI

GA4 default channel group mapping

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Direct traffic

D24

Source exactly matches direct

AND

Medium exactly matches (not set)

OR

Medium exactly matches (none)



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Organic search traffic

D24

Medium exactly matches organic



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Paid search

D24

Medium matches (regex):

- cpc
- ppc
- paidsearch

AND

Ad Network does not exactly match DISPLAY

OR

Ad Network exactly matches PAID_SEARCH



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Paid shopping

D24

Source matches a list of shopping sites

OR

Campaign Name matches regex `^(.*(?:[a-df-z]|^)shop|shopping).*$`

AND

Medium matches regex:

- cpc
- ppc
- paid



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Organic shopping

D24

Source matches a list of shopping sites

OR

Campaign Name matches regex `^(.*(?:[a-df-z]|^)shop|shopping).*$`



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Organic social

D24

Source matches (regex) Google's internal list of social sites.

OR

Medium matches (regex):

- social
- social-network
- social-media
- sm
- social network
- social media



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Paid social

D24

Source matches (regex) Google's internal list of social sites.

AND

Medium matches (regex):

- cpc
- ppc
- paid



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Email

D24

Medium matches:

- email
- e-mail
- e_mail
- e mail

OR

Source matches:

- email
- e-mail
- e_mail
- e mail



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Affiliates

D24

Medium matches:

- affiliate
- affiliates



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Referral

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Medium matches:

- referral



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SMS

Medium matches:

- sms

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Thank you from Digital 24

For more channel definitions, visit [Google](#).