



User Group	What it Means	How is it Determined?	Where to See Them	Notes
New Users	A metric that shows the number of users who interacted with your website or launched your app for the first time.	It is a sum of the new unique user IDs that logged the first_visit event (on a website) or first_open event (on an app) in GA4.	The User acquisition report (a standard report within Life Cycle -> Acquisition). You can also find this an available metric when building an Exploration.	In Universal Analytics, a New User is logged on a visit to your site when the visitor does not have a cookie present that identifies them as someone who has been on the site before.
Active Users	A metric that shows the number of users who hit one of two main criteria: -- 1.) They are new users 2.) They had some kind of engagement on the site	A website user is defined as active if they have an "engaged session" OR when GA4 collects the first_visit event or the engagement_time_msec event parameter.	The Traffic acquisition report (a standard report within Life Cycle -> Acquisition). You can also find this an available metric when building an Exploration.	Active users is the primary user metric in GA4. This did not exist in UA.
Returning Users	A metric that shows the number users who visited your site (or app) who had been to your site at least once before	Returning users can be identified by their device by the _ga cookie that was sent to their browser on their first visit	This audience is now available in the GA4 Audience builder. You can also find this an available metric when building an Exploration.	This audience group was recently added to GA4.
Total Users	A metric that shows the total number of users who were on your site (or app)	The Total Users metric is defined as the total number of unique users who logged any kind of event during the time period in question. For example, the automatically collected session_start event would count.	The Events report (a standard report within Life Cycle -> Engagement). You can also find this an available metric when building an Exploration.	Total Users was the primary user metric in Universal Analytics. It is no longer the primary user metric in GA4.
new / established Users	User scoped dimension that separates users into "new" vs. "established" buckets.	New users first opened your site or app within the last 7 days. Established users are users who were first on your site outside of that 7 day window.	Within Explorations you can use the "New / established" dimension when selecting your dimensions. This page shows you how to create an Exploration: www.rootandbranchgroup.com/ga4-explorations/	In my testing, "new" plus "established" users in Explorations equals the Total Users metric.

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