



# REGEX HEROES

# WHAT'S REGEX?

## (Regular Expressions)

This guide will help you understand...



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**THROW AWAY THOSE COMPLEX CODES.  
LET'S THINK OF REGEX AS:**

A filter your data goes through.

Like having your own personal bot that goes through all your data and brings back only what you need.

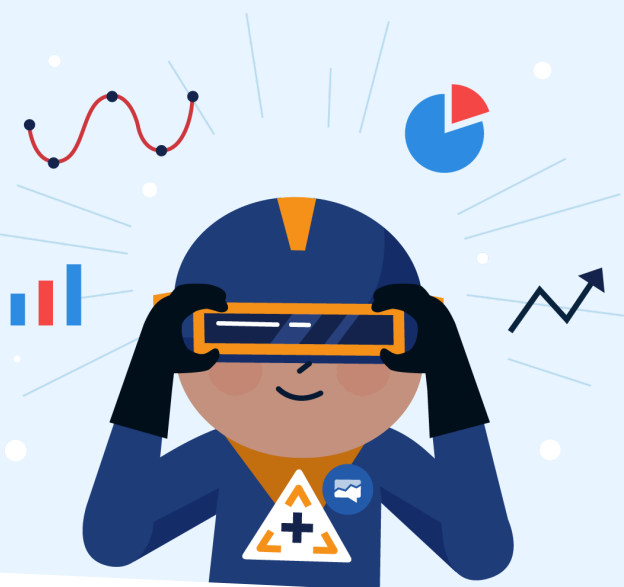
In a way, you get to be a "data superhero" once you've got your supercharged Regex skills!



**YOU DON'T NEED TO HAVE ANY CODING EXPERIENCE!  
YES, REGEX CAN BE THAT SIMPLE.**

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# WHAT CAN REGEX BE USED FOR?



## GOOGLE ANALYTICS 4 (GA4)

- ▶ For Creating Audiences in GA4.
- ▶ Building Funnels or Custom Reports in GA4.
- ▶ Find more particular information (just exactly what you need).
- ▶ To define certain channels.



## GOOGLE TAG MANAGER (GTM)

- ▶ Gain huge benefits by using Regex for your GTM.
- ▶ Simplifies triggers in GTM (making multiple triggers into one, hence less moving pieces).
- ▶ Variables: Regex Table.



## GOOGLE DATA STUDIO

- ▶ Get more concise and precise information efficiently in Google Data Studio.
- ▶ Keep your data clean and organized.
- ▶ Refine your data so it shows you information that matters.



## GOOGLE BIGQUERY

- ▶ Define certain information in Google BigQuery.
- ▶ Help define certain queries and find certain information.
- ▶ To use Google BigQuery, regex is essential.



# THE BASICS

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# WHAT CAN REGEX BE USED FOR?

When to start...



When to stop.



Where to look and what it should be looking for...

# START AND STOPPING



**Start**  
arrow

Similar to an arrow, the caret is used to start a regex combination. This character checks out the beginning of the string and just runs with it! Doesn't help him much in dating, but, hey, maybe one day...



**Stop**  
\$ is S eg. stop

We'd like to remember the dollar sign as a symbol for 'Stop'. Want to find something at the end without going through the whole thing? The dollar sign may be the right choice. It's used to match characters at the end of a string.



**EXAMPLE**

**`^cpc&`**

**MATCHES**

**`cpc`**

**DOES NOT MATCH**

**`Ppc`   `cpcp`**

**`Cpc`**



# TIME TO MEET THE REGEX SUPERHEROES

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# Anything You Want

## (THE DOT)

The dot isn't just a punctuation mark used to end sentences— it's much more than that. It's used to match any single character (even whitespace). Although it's not very useful alone, it's often used with other regular expressions (eg. asterisk). The dot can be anything you want.

### POWER

- ▶ Refers to the space where "." is.
- ▶ The space where . (dot) is can be replaced with anything.



### EXAMPLE

**go . gle**

### MATCHES

**google**

(because the space of "." is replaced by "o")

### DOES NOT MATCH

**gogle**

**Goooogle**

**ggle**

# I'm The Star of The Show



The star or asterisk is the star of the show is the most powerful when used with the dot or as part of other regex combinations and is used to match 0 or more of the previous items.

## POWER

- ▶ Matches the character before \* symbol for 0 or more times: the character before \* symbol can be there as many times as it likes (including not at all).



## EXAMPLE

`^pinterest*com$`

## MATCHES

`Pinterestcom`

`pinterescom`

`pinterestttttttcom`

## DOES NOT MATCH

`pinterest.com`

# Keep Your Options Open



## (THE QUESTION MARK)

When it comes to keeping your options open, this superhero is the one to go to. In Regex, it's used to make the last item (or character) optional.

### POWER

- ▶ The character before “?” is optional. It doesn't have to be there at all, or it can be there only once (not more than once).



### EXAMPLE

`^google?com$`

### MATCHES

`googlcom`

`googlecom`

(the character “e” appears more than once)

### DOES NOT MATCH

`google.com`

`googleecom`

(the character “e” appears more than once)

# Decisions, Decisions

## (THE PIPE)

When you can't seem to make up your mind, you can turn to this superhero (aka. The Pipe). This | That would mean This OR That. This regular expression is commonly used in Google Analytics when needing to see multiple variations. You can also use the pipe in filters when viewing reports.



### EXAMPLE 1

**facebook|google**

#### MATCHES

**facebook, google, facebook.com, googleplex**

(matches because it simply looks for the word "facebook" or "google" in the URL)

### EXAMPLE 2

**^facebook\$|^google\$**

#### MATCHES

**facebook  
& google**

#### DOES NOT MATCH

**acebook.com  
or  
googleplex**

# Let's Find This!

## [ ] (THE SQUARE BRACKETS)

Square brackets help you sort through a list of things in a group. They come in handy if you're not sure of the exact thing you're looking for because they can help match one any characters in a list.

### POWER

- ▶ Matches one of any characters in this list.



### EXAMPLE

goo[gle]\$

### MATCHES

goog  
gool  
gooe

(these matches because the letter after "goo" is one of the letters in the list (namely "g", "l" or "e") and it stops there. Because there's no ^ at the beginning, store.goog also matches)

### DOES NOT MATCH

google  
goo  
goof

# Make Sure It's Within Range!

## (THE DASH)

The dash is used for searching within ranges and is used in combination with the square brackets. Specify a range by writing the first character followed by a dash and end it the last character.

### POWER

- ▶ It shows the range and is almost always used with other Regex. The most common is “[ - ]”.



### EXAMPLE

**option[0-5]**

### MATCHES

**option0**  
**option4** **Option55**

(it matches because it simply looks for the number after the word “option”, the number “5” is in the list and there is no “\$” sign after [0-5])

So, as long as the number is between 0 and 5, it matches. Whatever comes after “5” doesn’t matter.

### DOES NOT MATCH

**option**  
**option6**

# This Group Comes First!

## **( )** (THE PARENTHESES)

Just like in mathematics, parentheses in regular expressions work the same way. The parentheses' superpowers are useful for prioritizing and isolating the logic within.

### POWER

- ▶ Creates groups.



### EXAMPLE 1

**(google|facebook).com**

### MATCHES

google.com  
Facebook.com

### EXAMPLE 2

**(google|facebook)  
(.com|.net)**

### MATCHES

google.com  
Facebook.net

### DOES NOT MATCH

google  
facebook

# Here When You Need Me

## (THE PLUS SIGN)

Sometimes a word has different versions or homophones as we've been taught in school. Instead of typing each version, you can use the plus sign for this. This sign is similar to the asterisk (\*) except that it matches one or more of the previous characters. You can always count on the plus sign since he's there when you need him.

### POWER

- ▶ The character before occurs 1 or more times.  
The character before + is not optional.

### EXAMPLE

**goo+gle:**

### MATCHES

google  
gogle  
goooogle

### DOES NOT MATCH

ggle



# Keep This Within Limits!

## { } (THE BRACES)

Need something more than one but no more than a certain amount? The Braces' superpowers help you repeat characters but keep them within limits.

### POWER

- ▶ Match the last character before { this many times.
- ▶ { } restricts it.
- ▶ If there are 2 numbers like {1,3}, it means the character can be repeated at least 1 time, but no more than 3 times.



#### EXAMPLE 1

go{2}gle

#### MATCHES

google  
google.com

#### DOES NOT MATCH

ggle  
gooooogle

#### EXAMPLE 2

go{1,2}gle

#### MATCHES

google  
gogle

#### DOES NOT MATCH

ggle  
gooooogle

# Kryptonite!

**(BACKSLASH)**  
aka "The Escape"

Like Kryptonite is to Superman, the backslash removes all superpowers from a regex by escaping it. The question mark on its own is a special character with its own special powers. Add a backslash to it and it's nothing more than plain text.

## POWER

- ▶ Removes the power of the character RIGHT AFTER "\".



## EXAMPLE

**home\?reg=1**

## MATCHES

home?reg=1  
home?reg=1&t=3

## DOES NOT MATCH

home  
home.reg=1

# Let's Get a Little Wild

**{ } (THE DOT QUESTION MARK)**



This wild combination is rarely used but it doesn't hurt to know about it. The "." is optional and can be anything. The "?" indicates the character before it can be there once or not at all. Simply put, the space where "." is can be replaced with any one character or none at all.

## POWER

- ▶ A combination that's rarely used but no harm in knowing it. The . is optional and can be anything. The "?" indicates that the character before "?" can be there once or not at all.

**SIMPLY PUT, THE SPACE WHERE "." IS CAN BE REPLACED WITH ANY ONE CHARACTER OR NONE AT ALL.**

### EXAMPLE

**`^google.?com$`**

### MATCHES

google.com  
googlecom

### DOES NOT MATCH

googl.com  
googleecom

# Let's Get Completely Wild



Let's get completely wild. Introducing something you've probably seen before, we have the dot star or dot asterisk combination. These superheroes when teamed up are super helpful when you want to match anything in a string.

## POWER

- ▶ This is a very useful combination because the space where "." is can be anything and the character before "\*" can be there as many times as it likes (including not at all).
- ▶ In other words, the space where ".\*" can be replaced with any words, symbols or phrases and it can be there many times, or it doesn't have to be there at all.

### EXAMPLE

**`^google.*com$`**

### MATCHES

**google.com**  
**googlecom**  
**googleanythingcangoherecom**

### DOES NOT MATCH

**googl.com**  
 (there isn't "e" so it doesn't match)

**Google.net**  
 (there isn't net in the example so it doesn't match)

# Let's Go Find Something in This Range!



## [THIS-THAT]

Square brackets and dashes are the ultimate combination to make a list. You can use them to match several iterations of a word or string while excluding others. The square brackets' and the dashes' superpowers make sure you find something within the range.

### POWER

► It defines a range between this & that.

- [A-Z] Any one uppercase letter between A and Z.
- [a-z] Any one lowercase letter between a and z.
- [0-9] Any one number between 0 and 9.

### EXAMPLE

**`^[A-Za-z0-9]`**

### MATCHES

**Google  
google  
3goof**

(matches any word between A-Z, a-z, or any number between 0-9. It focuses only on the first letter after ^ and whatever comes after doesn't matter)

### DOES NOT MATCH

**(direct),  
(not set)**

Note: Include " | " for better readability = "`^[A-Z|a-z|0-9]`". Yes, it does mean the same, the " | " symbol means "or".



## ONCE YOU'RE COMFORTABLE PICK THE NEXT REGEX TO PRACTICE!

Something missing or have a question?  
USE [ASK AN INSTRUCTOR SUPPORT](#)

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## THE CARET

Is used to start a regex combination. This character checks out the beginning of the string.

EXAMPLE: `^St`

MATCHES

Start  
Stand  
Stop

DOES NOT MATCH

Swing  
Slow  
Squal



## THE DOLLAR SIGN

Is a symbol for 'Stop'. It's used to match characters at the end of a string.

EXAMPLE: `end$`

MATCHES

Suspend  
Deep end  
prepend

DOES NOT MATCH

Endgame  
Pretender  
The ending



## THE DOT

Refers to the space where . (dot) is. The space where . (dot) is can be replaced with anything.

EXAMPLE: `go . gle`

MATCHES

google  
goagle

DOES NOT MATCH

gogle  
goooooogle



## THE STAR

Matches the character before \* symbol 0 or more times: the character before \* symbol can be there as many times as it likes (including not at all).

EXAMPLE: `10*`

MATCHES

1  
10  
100

DOES NOT MATCH

1.



## THE QUESTION MARK

The character before "?" is optional. It doesn't have to be there at all, or it can be there only once (not more than once).

EXAMPLE: `abc?`

MATCHES

ab  
abc

DOES NOT MATCH

abcc



## THE PIPE

Symbolizes "This or That"

EXAMPLE: `^facebook$|^google$`

MATCHES

facebook &  
google

DOES NOT MATCH

facebook.com  
googleplex



## PARENTHESES

Create groups. The parentheses' superpowers are useful for prioritizing and isolating the logic within.

EXAMPLE: `/folder(one|two)thanks`

MATCHES

folderone/thanks  
foldertwo/thanks

DOES NOT MATCH

folderonetwo/thanks



## THE PLUS SIGN

Matches one or more of the previous characters.

EXAMPLE: `10+`

MATCHES

10  
100  
1000

DOES NOT MATCH

1



## BRACES

Match the last character before { this many times.

EXAMPLE: `go{1,2}gle`

MATCHES

google  
gogle

DOES NOT MATCH

ggle  
goooooogle



## BACKSLASH

Removes the power of the character RIGHT AFTER "\".

EXAMPLE: `home\?reg=1`

MATCHES

home?reg=1  
home?reg=1&t=3

DOES NOT MATCH

home  
home.reg=1



## THE DOT QUESTION MARK

The . is optional and can be anything. The "?" indicates that the character before "?" can be there once or not at all.

EXAMPLE: `^google.?com$`

MATCHES

google.com  
googlecom

DOES NOT MATCH

googl.com  
googleecom



## THE DOT STAR

The space where "." is can be anything and the character before "\*" can be there as many times as it likes (including not at all).

EXAMPLE: `^google.*com$`

MATCHES

google.com  
googlecom

DOES NOT MATCH

googl.com  
google.net



## SQUARE BRACKETS & DASHES

Is the ultimate combination to make a list. You can use them to match several iterations of a word or string while excluding others. Matches one of any characters in this list.

EXAMPLE: `[A-Z]`

MATCHES

A  
B  
C

DOES NOT MATCH

a  
b  
c

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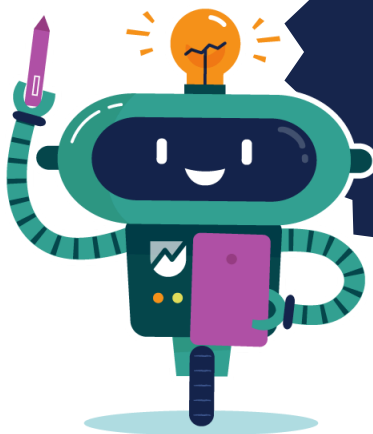
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Solutions 8



I am so very thankful for the team regarding the **Academy Insiders**. **I highly recommend MeasureU to every business owner (no matter the size of the company), agency, and freelancers.**



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