Conversions

Goal sets

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Goals are automatically grouped in sets, though you determine which Goals belong in each set. These sets appear in your reports as links beneath the *Explorer* tab in many reports. Use sets to categorize the different types of Goals for your site. For example, you might track downloads, registrations, and receipt pages in separate Goal sets. The Analytics blog post from June 14, 2012 has a great example of how to organize Goal sets.

> ***Don't see any Goal sets?*** This feature is retiring. If you don't see the option to select a Goal set while setting up a Goal or in your reports, you're already operating with the most recent features.

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For sites and apps using Universal Analytics, some information about data collection might be different. Find out more about Universal Analytics.

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