



Meet Google Analytics 4

Marketers' new frenemy

Welcome!

(Feel free to grab a snack)



Reasons you might be here...



You've probably heard

- Google's Universal Analytics (what your site probably uses) will no longer track data beginning July 2023
- Google Analytics 4 is a new platform altogether with new methods of collecting and displaying data
- GA4 has some key strengths, but also key weaknesses – including that updates are rolling out even now!
- There's no silver bullet for migrating your data and reports into GA4

Reasons you might be here...



I know this is important
but how concerned
should I really be?

I'm on the journey;
how do I take my
organization with me?

Reasons you might be here...



Reasons you might be here...



We will talk about...

- **What's the big difference?:** I can just migrate over my old data, right?
- **Where did everything go?:** What's new, different and missing from your favorite marketing reports?
- **But what if *I don't like this*?:** What tools do marketers need to be ready to use to help ease transition?
- **I still have a year, right?:** What should you do between now and 2023?

Who you'll
hear from...



Amy Brown
Digital Solution Director



What's the big difference?

And is it that big of a deal?



Yes, it is a big difference. And before going into detail, there are four critical words to make your team and leaders aware of:

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The Numbers Won't Match.

(Acceptance is the first step)

The Numbers Won't Match.

Why? It can depend on the specific metric or report. Some common culprits:

New data model

No traffic filters

More aggressive spam detection

“Active users” vs. Total Users

New / Redefined metrics

An entirely different way of collecting data

GA4 is a user-based data model that collects data in the form of Events.

Instead of “which Goals per session” ...



...now “what events per User”



RESULT: You cannot import data from UA into GA4.



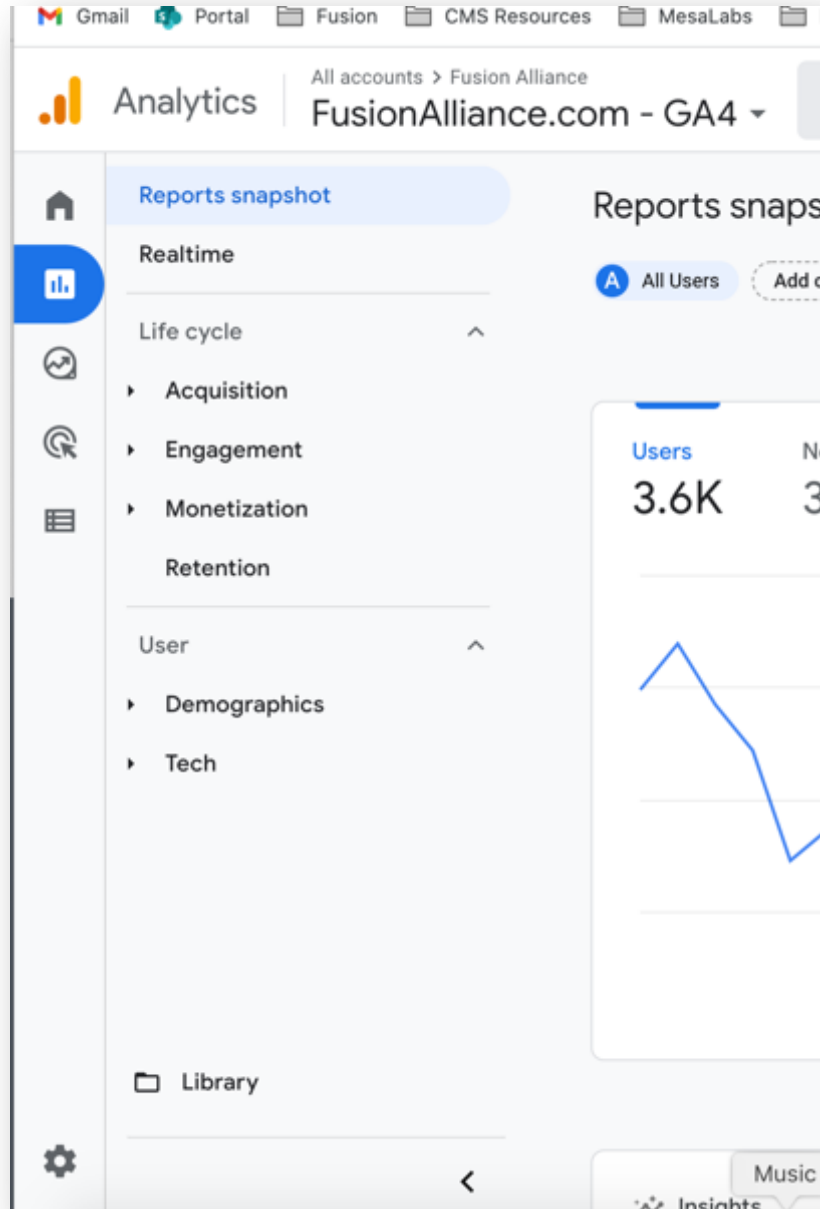
Where did everything go?

And what happens when I can't find it?



Where is everything?

DEMO



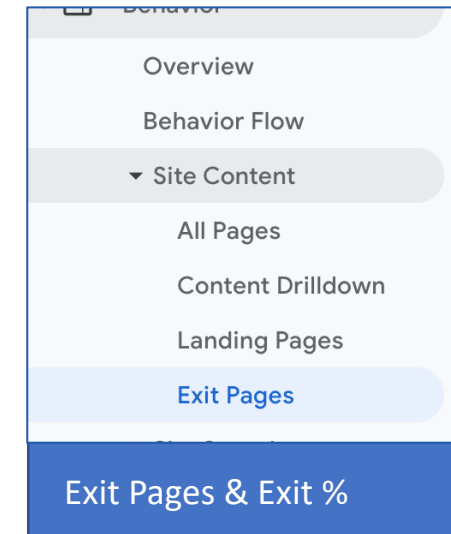
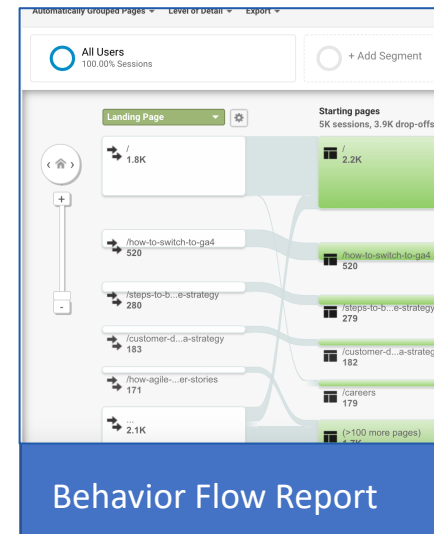
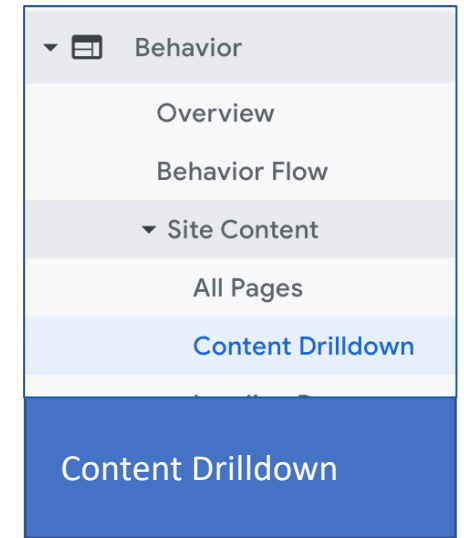
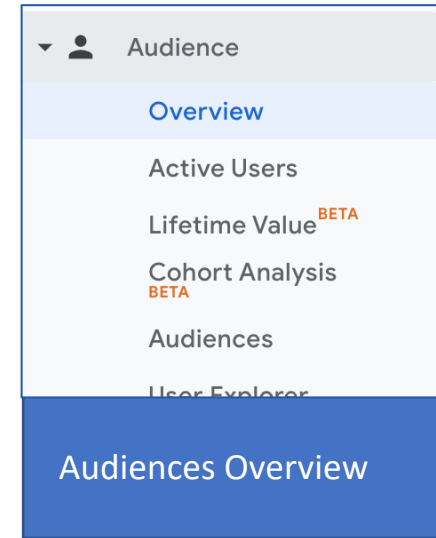
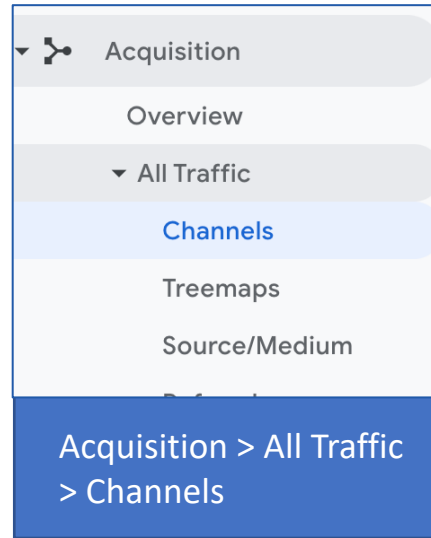
- With UA, there was an emphasis on Google's pre-built, out of the box reporting.
- With GA4 (seen left), the emphasis is instead on custom reporting templates.
- Many marketers take a look at what GA4 offers and react with "no thank you."



Where is everything?

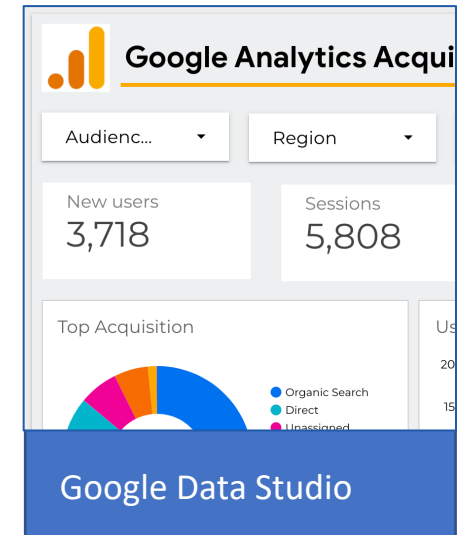
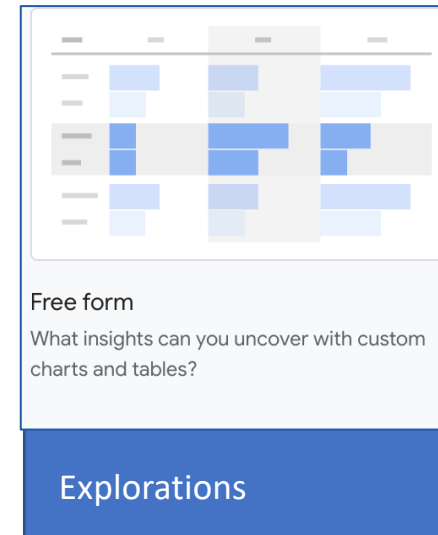
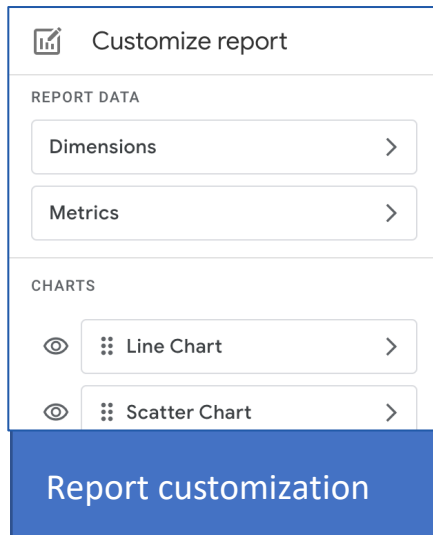
DEMO

Let's take a look at some key marketing reports and their GA4 equivalents (or lack thereof).



Key Tools at Your Disposal

DEMO





To summarize...



Change is coming...

Redefined metrics

Unfamiliar user interface

New tools for exploring data

Lack of out-of-the-box reports

Missing features

...start planning today.

1

Audit & map your
UA tagging and
customizations to
GA4

2

Set up your GA4
instance & start
data collection

3

Review new metrics
and compare for
differences

4

Create,
customize and
integrate
dashboards

5

Train and explain
for your team

6

Iterate on your
setup

*...and keep a lookout for new
announcements from Google!*



We can help today.



Property audit and mapping

Unsure where to start? We can review your UA setup to help audit your customizations, tags, and integrations for mapping to GA4 features.



GA4 setup and customization

We can implement your basic GA4 tags as well as customize your property to meet your team's measurement requirements.



Dashboard creation

Unsure how to find the data you need in the new reporting suite? We can customize your reports or develop new ones in Explorations or Data Studio for your team to use.



Measurement strategy

Now may be a great chance to hit “reset” on your KPI's and reporting practices. We can help align your GA4 outputs to your broader business objectives via a comprehensive measurement strategy.

Questions?

Don't be shy!



