

# GOOGLE ANALYTICS 4

HOW TO START THE NEW  
ADVENTURE





## 360 DIGITAL CARE BRANDS

360DigitalCare is a multifaceted digital marketing agency that helps small and medium-sized businesses across the globe to solve their everyday digital marketing dilemmas.



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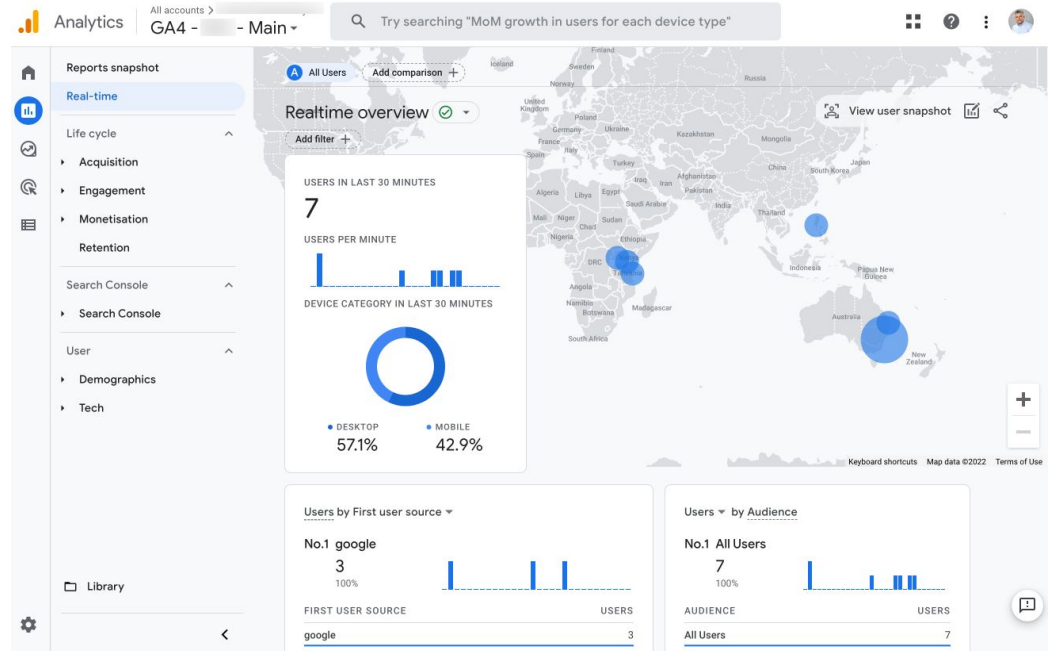
# AGENDA

- What is GA4
- Changes timeline
- How GA4 differs from GA3
- How to implement GA4 on the website
- How to move from GA3 to GA4
- Tips and tricks
- Resources & learning
- Summary

# WHAT IS GA4?

## GOOGLE ANALYTICS HELP:

“The next generation of Analytics, Google Analytics 4 (GA4), which collects event-based data from both websites and apps.”



# GA4 TIMELINE



GA3 VS GA4

# HOW GA4 DIFFERS FROM GA3

## REPORTING INTERFACE

The differences between Universal Analytics and Google Analytics 4 seem enormous as the reporting interfaces are very different.

## DATA PROCESSING TIME

24H/7D

## MEASUREMENT/DATA MODEL

GA3 (Universal Analytics) uses measurement based on sessions and pageviews whereas GA4 uses a measurement model based on events and parameters.

## APP AND SITE TRACKING

Mobile app owners rejoice, you no longer have to measure your apps separately from your websites. With GA4, you can accurately track cross-platform data between your site and app.

## DATA RETENTION

While GA3 stores your data almost forever (14, 28, 36, 50,  $\infty$ ), GA4 data expires after 14 months.

GA4 has only two options: 2 months and 14 months.

## MACHINE LEARNING (AI)

The GA4 predictive metrics feature uses machine learning to model future transactions and revenue. GA4 uses Artificial Intelligence (AI) to analyse and model behaviours to create a wide-ranging picture of visitors. AI can fill gaps in visitor behaviours when user data is unavailable.

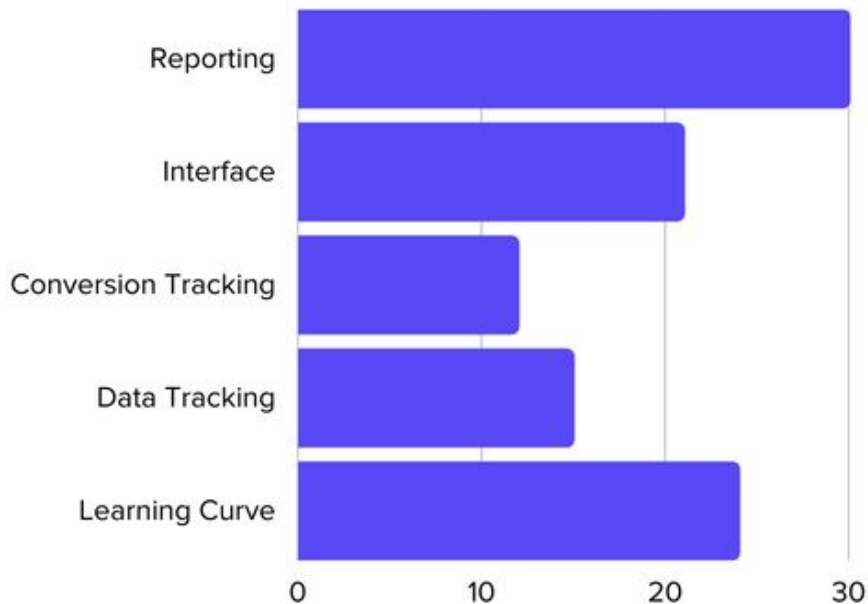
GENERAL THOUGHTS ABOUT GA4

# IS GA4 BETTER THAN GA3?

Google Analytics 4 will be better than Universal Analytics.

Right now, you might be feeling that GA4 isn't the best and you wouldn't be alone. Research among marketers what they thought and they had some issues with Google Analytics 4.

## What don't you like about GA4

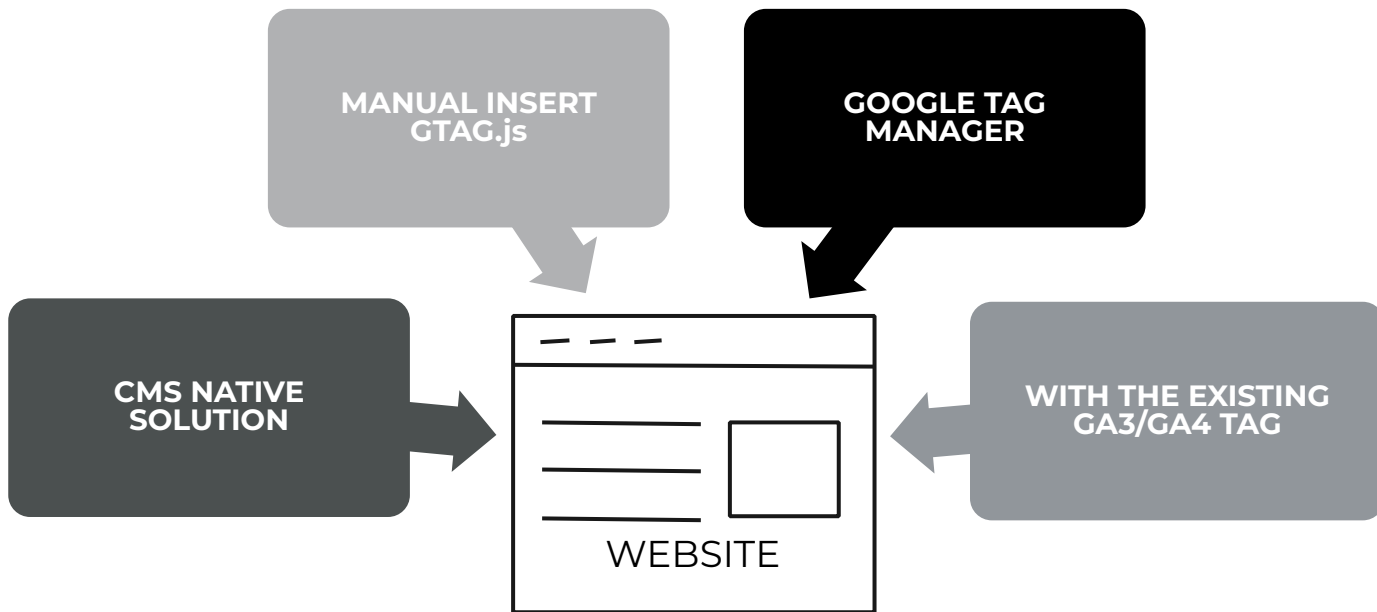


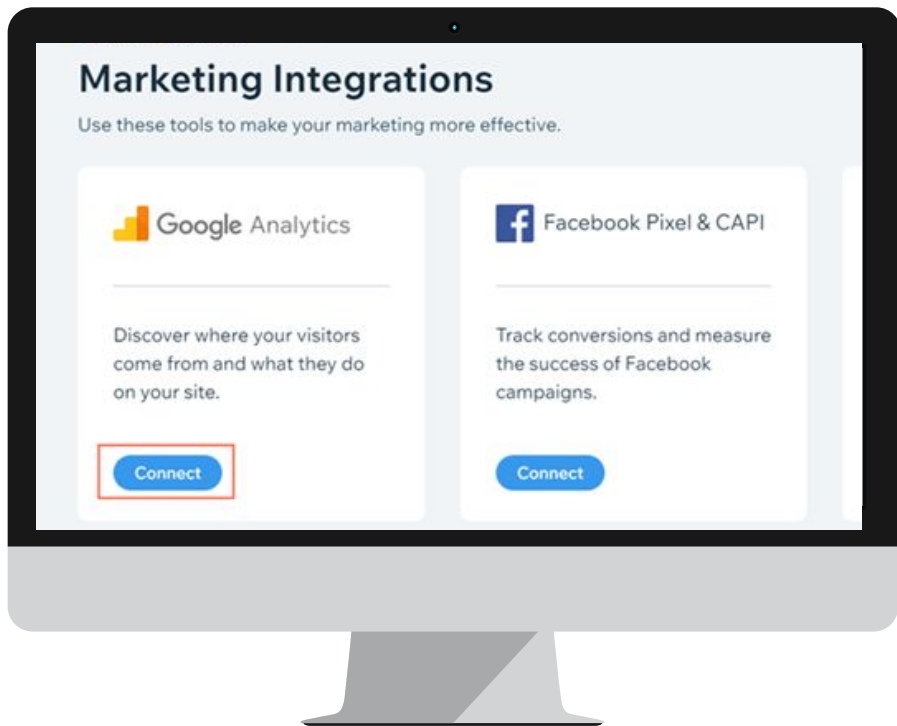
Source: ruleranalytics.com



# HOW TO IMPLEMENT GA4 ON THE WEBSITE?

There are several ways of installing GA4 on the website or app. I will show only the most popular.





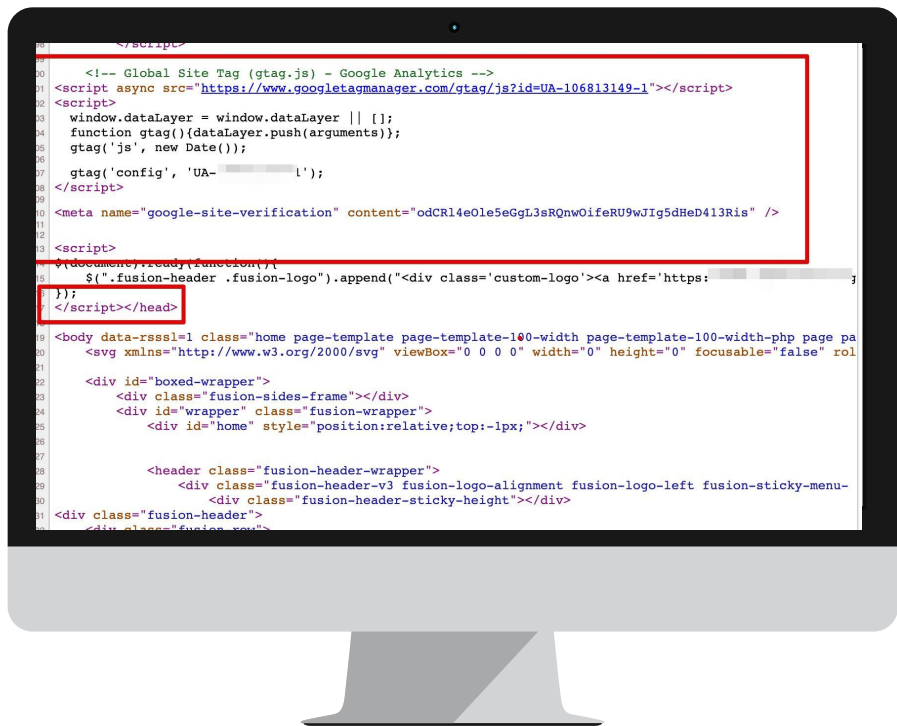
GOOGLE ANALYTICS 4 SET UP

# CMS NATIVE SOLUTION

Several CMS systems have in-build code inserter. Which platforms accept a "G-" ID?

Examples

- Drupal
- Duda
- Wix
- TYPO3
- WordPress.com
- Salesforce (Demandware)
- Webby
- Others



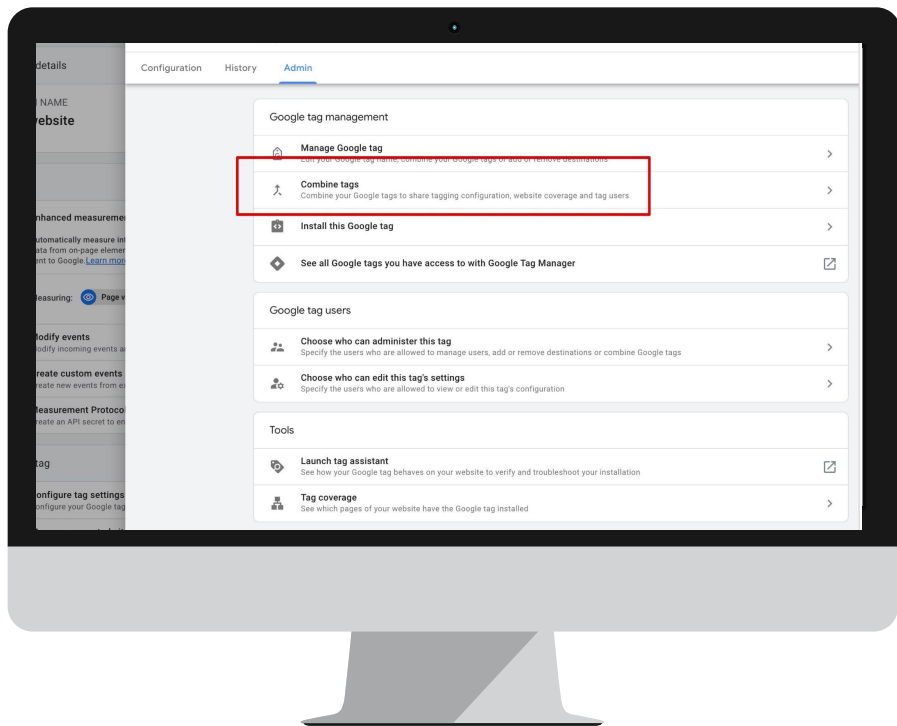
GOOGLE ANALYTICS 4 SET UP

# MANUAL INSERT GTAG.js

It is possible on each website you can inject the code to the `<head>...</head>` section.

Examples:

- CMSs
- HTML websites
- Other websites
- Applications

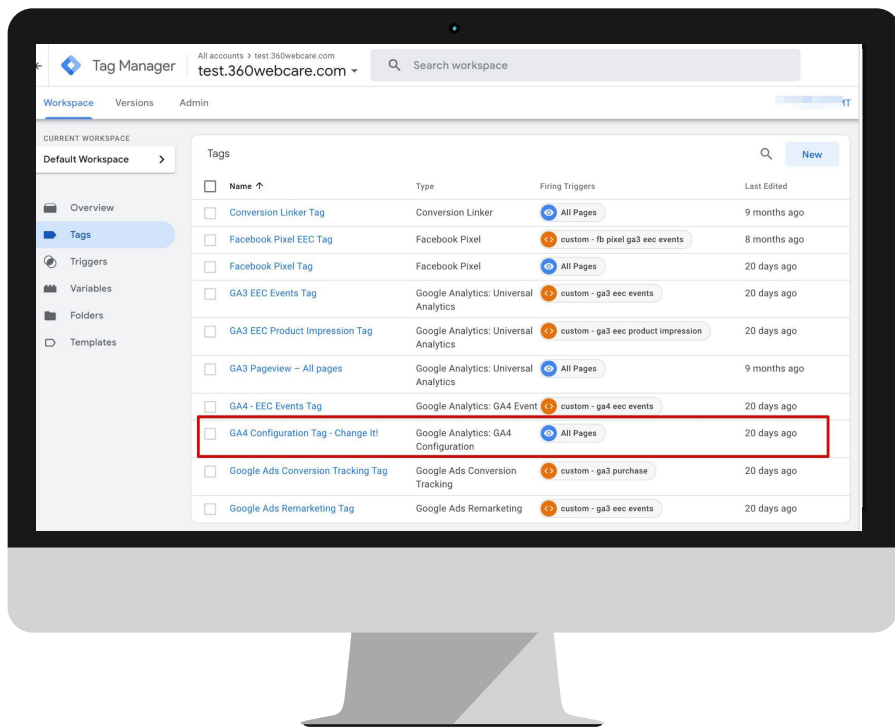


GOOGLE ANALYTICS 4 SET UP

# WITH THE EXISTING GA4 TAG

It is possible on websites which have already installed Google Analytics 4.

It is possible to install “dual tagging” which means adding Google Analytics 4 to an existing Universal Analytics implementation. I don’t advice this type of setup because it has many limitations and isn’t easy to implement.



GOOGLE ANALYTICS 4 SET UP

# GOOGLE TAG MANAGER



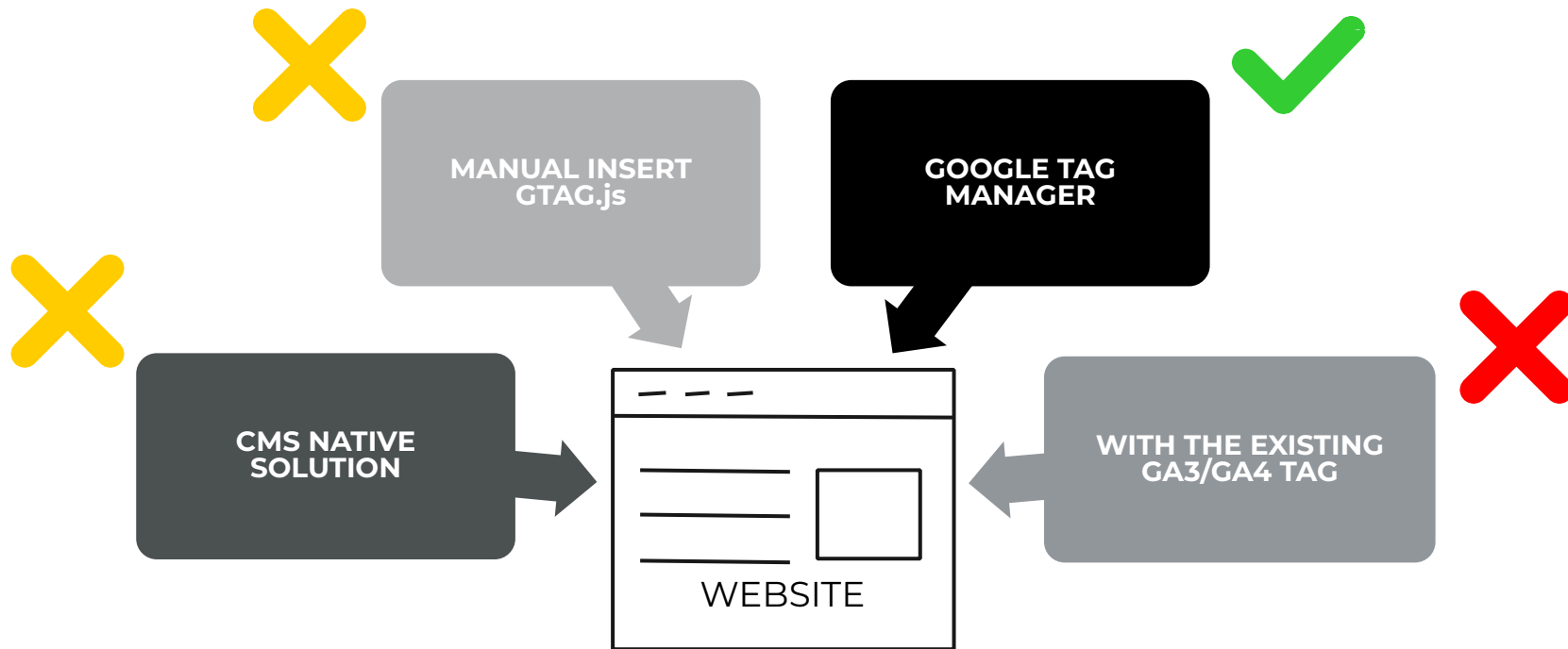
Inject GTM container to your website and then do a whole setup in GTM  
Several CMS systems have plugins which placing GTM container on the website.

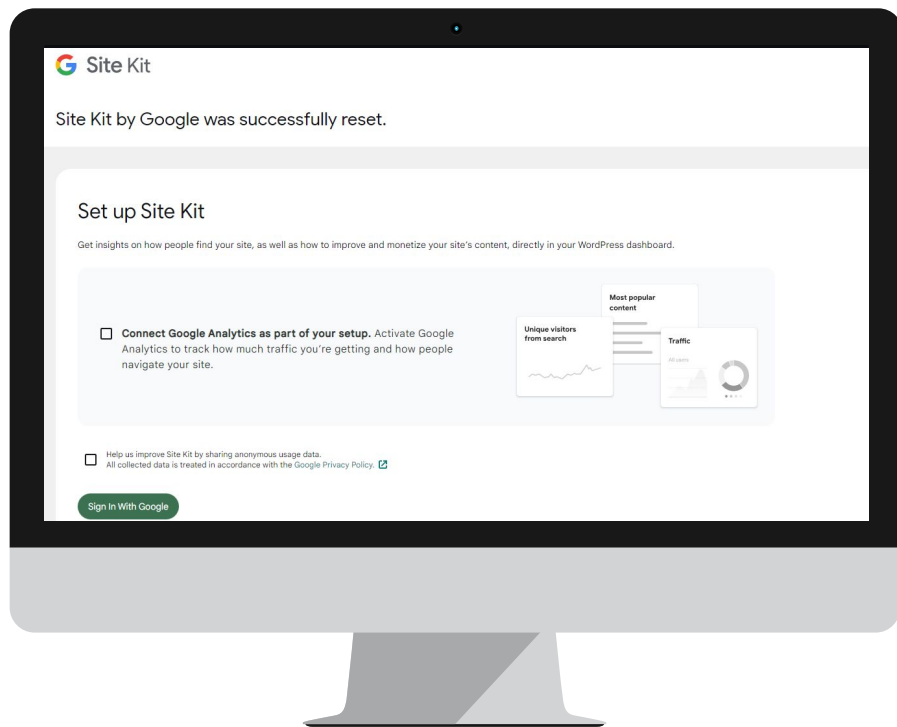
Where - everywhere you can inject code:

- CMSs
- HTML websites
- Other websites
- Applications

# HOW TO IMPLEMENT GA4 ON THE WEBSITE?

There are several ways of installing GA4 on the website or app. I will show only the most popular.

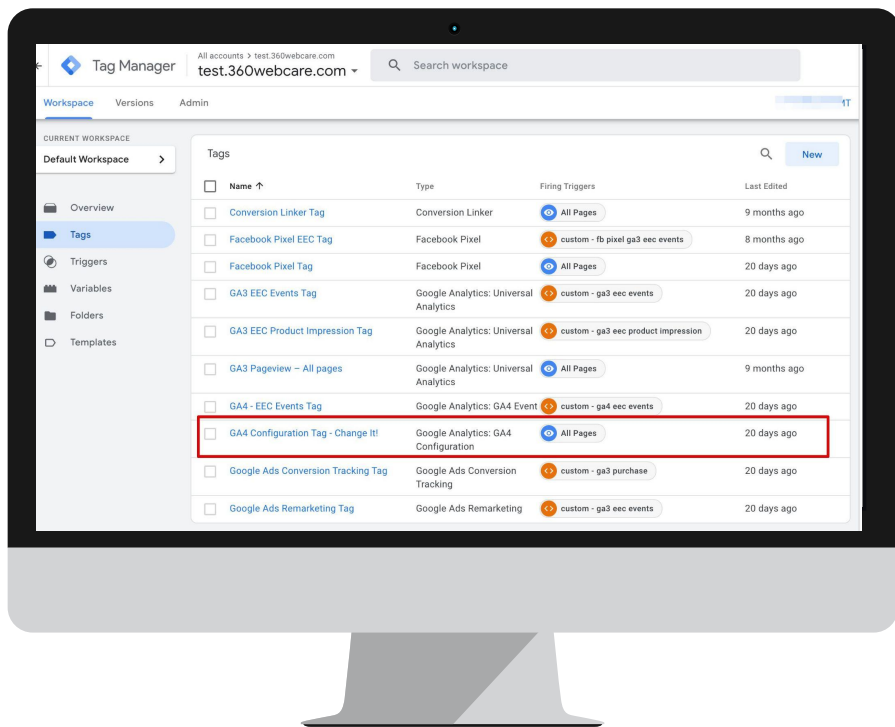




GOOGLE ANALYTICS 4 SET UP

# GA4 IN WORDPRESS

 Site Kit



GOOGLE ANALYTICS 4 SET UP

# GOOGLE TAG MANAGER + GTM4WP



Google Tag Manager for Wordpress  
plugin.

Top rank plugin and the best solution  
with advanced features without the  
need to code by yourself.



GA4 IMPLEMENTATION

# MOVING TO GA4 IS MORE THEN JUST COPY-PASTE TRACKING CODE

## GA4 DEFAULT SETTINGS

Default settings in GA4 are not enough. If you want to have good results in analytics, you need to tweak the GA4 settings to fit your needs

## GA3/GA4 SETTINGS

Google Universal Analytics does not transmit its settings to Google Analytics 4

## USE GTM TO DEPLOY GA4

If possible use GTM to deploy GA4 on your website. It extends functionality allows to personalise tracking.

## TEST BEFORE GO LIVE

It is necessary to test and ensure that the data are coming in and displaying correctly through the debug functionality before publishing

GA4 TIPS AND TRICKS

# GA4 IMPORTANT SETTINGS [1]

## CONSENT MODE

Run the Google Analytics 4 tracking code in consent mode. The best option is to use Google Tag Manager.

## CONNECT GA4 WITH APPS

Google Ads, Google Search Console, Google Merchant Center, Google Optimize, BigQuery.

## AUDIENCES

Remember to copy the audiences (remarketing lists) from GA3 to GA4. Additionally create a new audiences you need. Do it on the beginning because audiences are not retroactive.

## ENHANCED MEASUREMENT

Enable Enhanced Measurement in GA4 and add site search parameters.

## CONNECT APPS

When connecting avoid double importing goals from GA3 and GA4 in Google Ads.

## SESSIONS TIMER

Adjust the timer to count engagement sessions from 10 to 30 seconds.

GA4 TIPS AND TRICKS

# GA4 IMPORTANT SETTINGS [2]

## DATA RETENTION

Extend the data retention time of event data from 2 to 14 months.

## GOALS

Replace destination-based goals in GA3 with event-based goals (conversions) in GA4.

## DATA FILTERS

Exclude internal traffic. Copy excluded IP addresses from GA3 to GA4.

## CONVERSIONS

Mark GA4 important events as conversions following the measurement plan.

## UNWANTED REFERRERS

Copy the list of unwanted referrers from GA3 to GA4 to ensure that conversions are properly attributed to traffic sources.

## GOOGLE SIGNALS\*\*\*

Enable metrics related to predicted audiences and Google signals.

# \*\*\* / GOOGLE SIGNALS

When implementing GA4, your process for deciding whether to enable Google Signals should involve your client since there are responsibilities regarding user privacy. GA4 implementers should not treat Google Signals and other data collection settings as 'just another configuration setting'.

Google sets the default reporting identity for all GA4 properties to "Observed," which uses Google Signals to identify users better. Google Signals is Google's device graph of signed-in Google users who have consented to share data.

To protect the privacy of Google's proprietary data (device graph), Google will threshold your data. The thresholding means that if a report contains rows with fewer users (less than ~50 per row), Google will hide that row from your reports.

GA4 IMPLEMENTATION

**REMEMBER:**

**“Data quality is not  
given but acquired.”**

# THANK YOU



<https://360digitalcare.com/>

## GET IN TOUCH



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