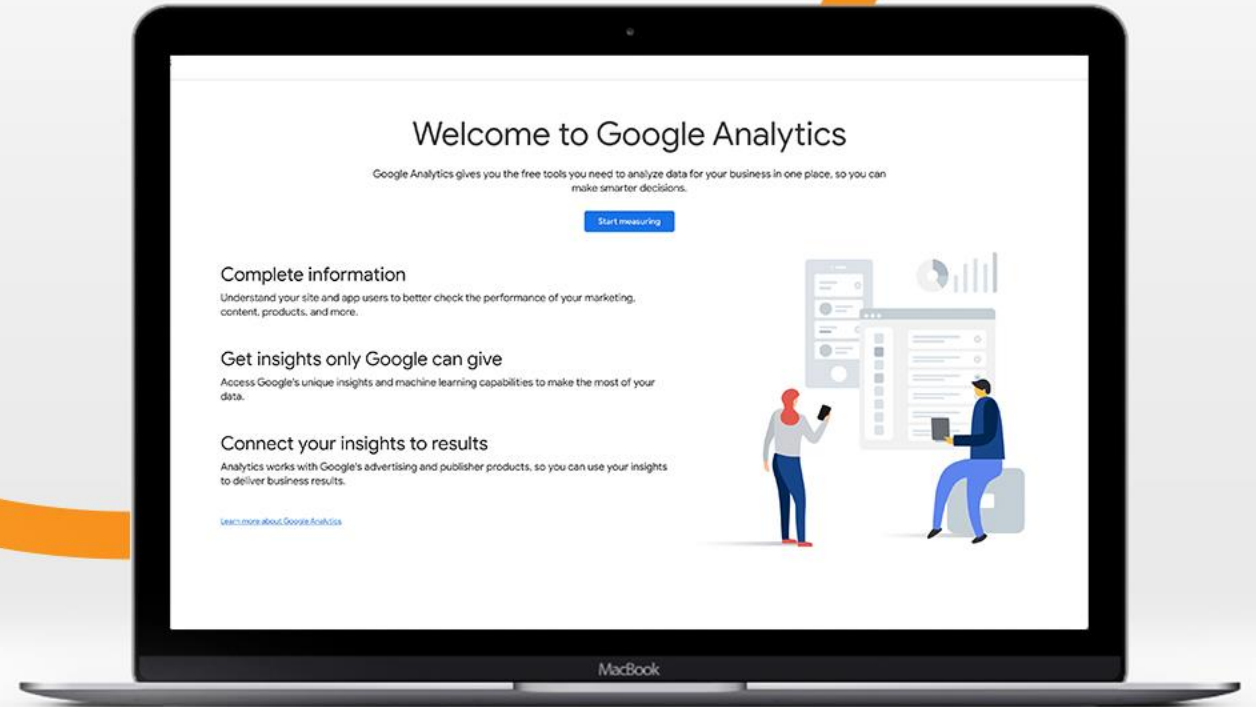




MEDIA PRECINCT



Google Analytics 4

Beginner's Guide | Level One



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Current Google Analytics (UA)



What is Google Analytics?

Quick Facts

Google Analytics is a free Analytics tool for Websites & Mobile Apps. It shows:



- How many people visited your website & their characteristics
- How people arrived at your website
- What they did on your website
- Whether they purchased anything on your website

It gives you data and insights that help you:



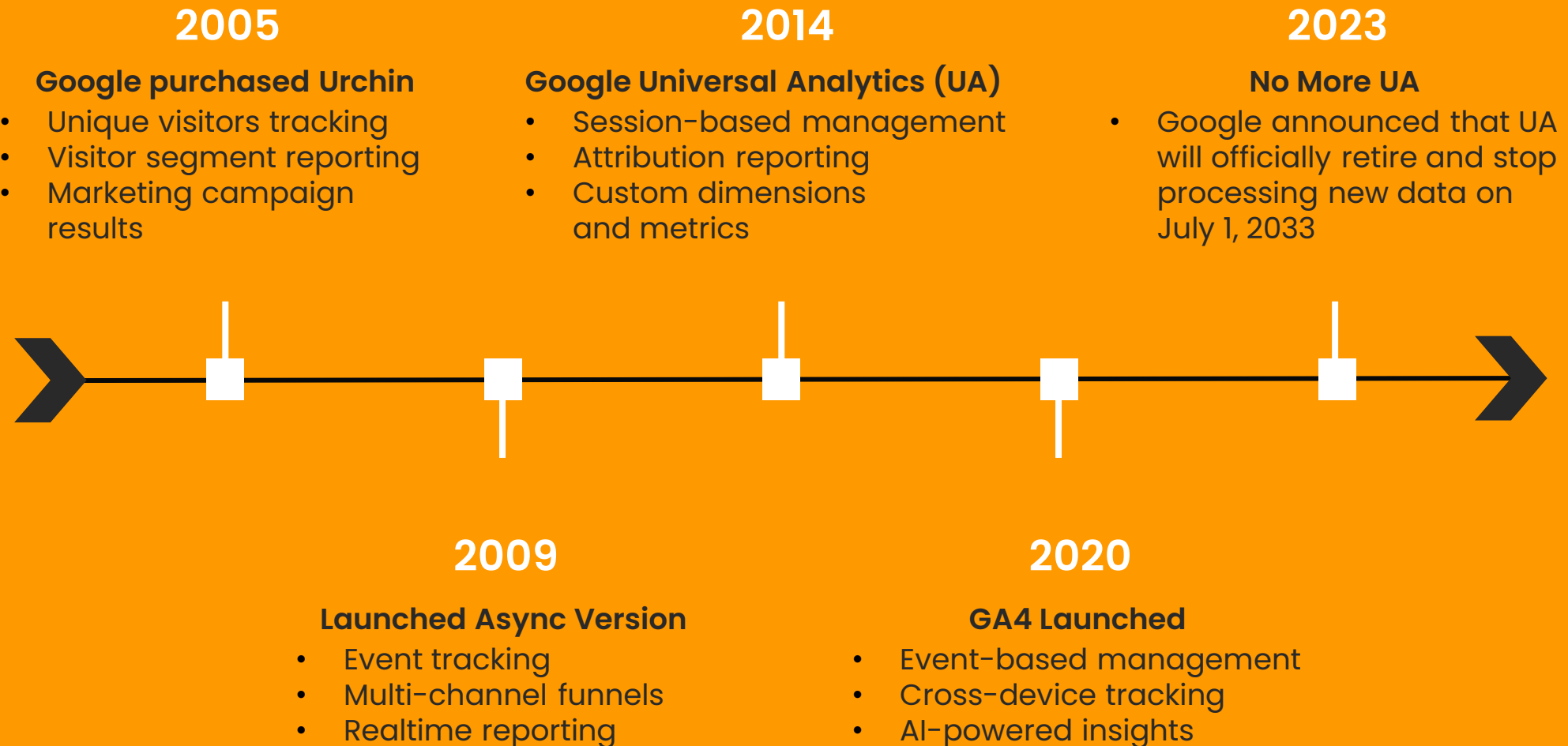
- Improve business performance
- Understand your customers
- Enhance your website performance
- Prioritise and optimise marketing investment

Do I need Google Analytics?

Every business needs some type of website analytics tool. Google Analytics is a good choice for a number of reasons:

- 1** **It's free** and has very powerful analysis capabilities
- 2** **It's the most widely used** and most popular analytics platform, and you can use it as your primary tool or alongside others
- 3** **Every website can install it** no matter what technology it is made on, and it takes less than 1 hour to install on a website
- 4** **Its easy integration** with other Google tools like Google Ads and Google Search Console, and integration with data visualisation platforms like Tableau and Power BI

A brief history of Google Analytics



If you are using Google Analytics now, you will need to migrate to GA4 before July 1 2023.

After this time, your old GA (UA) will stop collecting data.

Action now: You'll need time to configure and test your new GA4 before July 2023.

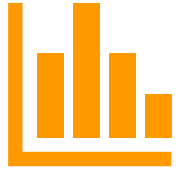


Google Analytics 4

A decorative graphic consisting of three vertical bars of increasing height from left to right, colored in a gradient from orange to yellow.

What's new?

Key features of GA4



Cross Platform Analytics

Enables you to track users across different browsers, devices and apps



Enhanced Measurement of Events

Basic interactions are now tracked automatically



User-centric Reporting

Focus on user-centric reporting, with insights into how users interact with your brand across platforms



Machine Learning and AI

Uses machine-learning and AI to provide more accurate and relevant insights, like forecasting future trends

Key differences – UA to GA4

Universal Analytics	Google Analytics 4
<p>Data is based on sessions</p> <p>You can only see behaviour within a single session which makes it hard to see the full customer journey or take previous interactions into account in attribution.</p>	<p>Data is based on events</p> <p>Tracking interactions rather than events makes it possible to see how users are interacting with your brand across different touchpoints.</p>
<p>Event set up is manual</p> <p>Setting up tracking for specific actions on your site (scroll, click, view etc) is manual. UA begins tracking the day you set it up (you cannot view that attribute historically).</p>	<p>Events are collected automatically</p> <p>A huge number of interactions are automatically tracked. You can also often surface historical data for a newly defined data point.</p>
<p>Limited cross-device reporting</p> <p>Data is reported in silo, making it difficult to de-duplicate users across devices. This relies on the device identifier from the user's browser for the majority of reports.</p>	<p>Full cross-device reporting</p> <p>Data is de-duplicated across devices, using a combination of data collection techniques including your own persistent identifier (set up required).</p>
<p>Lots of pre-defined reports, limited custom reporting</p> <p>Reports are often preset and limited in customisation and detail. They offer little detail on user interactions, restricted customisation of dashboards and minimal attribution capability.</p>	<p>Limited pre-defined reports, more flexibility for custom</p> <p>GA4 includes AI-powered insights that can help you better understand your audience as well as new tools such as Analysis Hub, Exploration Reports, Funnel and Path Analysis.</p>

How do they do it?

Identifying a 'single user'

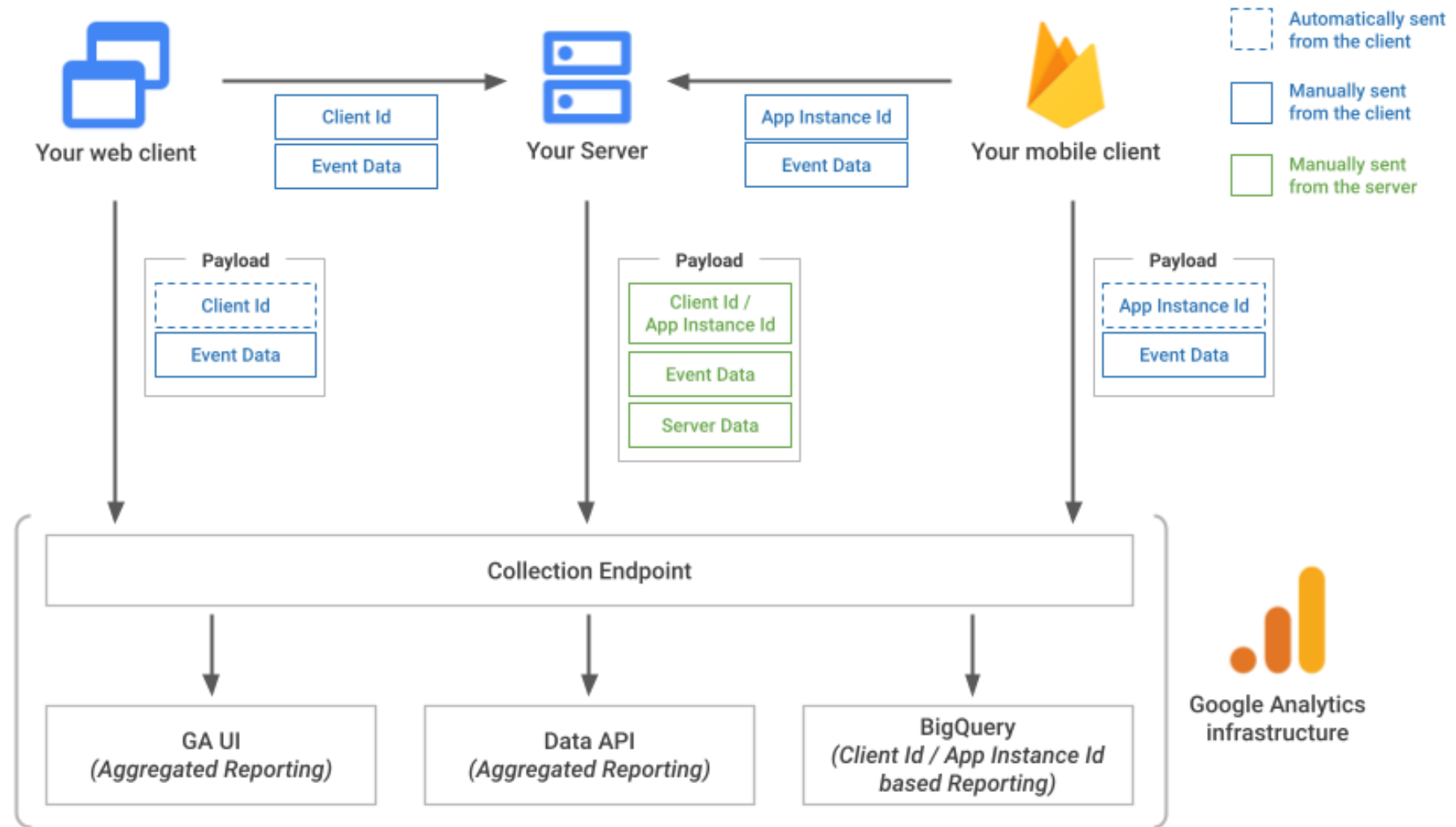
In GA4, a user doesn't have to be logged in for cross-device tracking to work. GA4 uses a combination of data collection techniques to perform cross-device tracking.

- **Device graphing** is the process of identifying a user's devices and linking them together. GA4 uses a combination of data points to create a device graph that links a user's devices together.
- **User identification** involves assigning a unique identifier to each user, which allows GA4 to track their activity across different devices. GA4 can use a variety of identifiers, including Google Signals (if the user is logged in to a Google account), client IDs (which are stored in browser cookies), and user IDs (generated by the website or app).

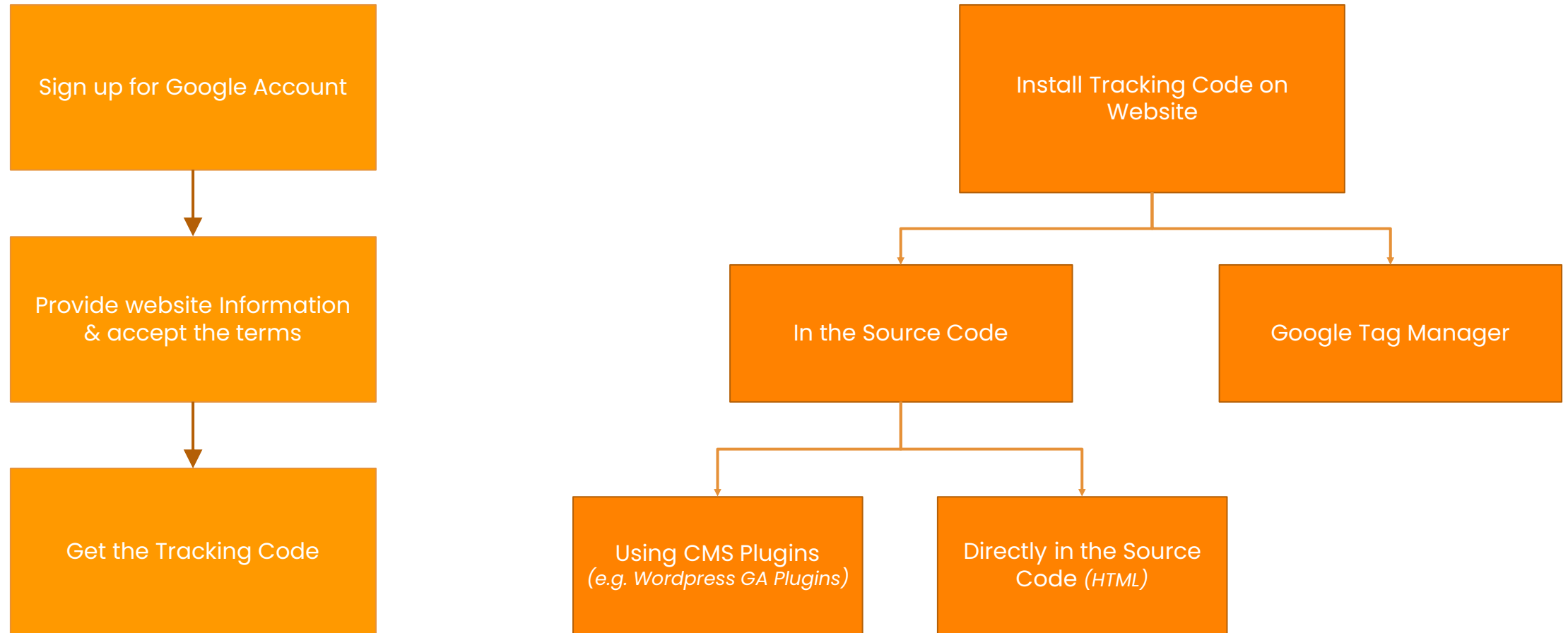
Similarity between several data points can determine if two devices belong to the same user. Some of these are:

- **IP address**
- **User agent:** The user agent string contains information about the device, such as the browser and operating system.
- **Screen resolution**
- **Client ID:** GA4 can use a client ID, which is stored in a cookie on the user's device, to link devices together.
- **Login information:** If the user is logged in to a Google account, GA4 can use Google Signals to link devices together. Google Signals allows GA4 to use the user's login information to link devices across multiple browsers and devices.

How GA4 works?



How to set up Google Analytics?



Checklist

Before July 1, 2023

- 1 Upgrade to GA4:** If you haven't already, you should upgrade your existing Universal Analytics (UA) property to GA4. This will ensure that you continue to collect data and insights after the deprecation of UA.
- 2 Verify data collection:** Once you've upgraded to GA4, you should verify that data collection is working as intended. You can use the Real-time reporting feature in GA4 to ensure that data is being collected and processed correctly.
- 3 Set up conversion tracking:** Conversion tracking is a crucial component of GA4, and you should set up and test your conversion tracking to ensure that it's accurately tracking your business goals and objectives.
- 4 Review and adjust data settings:** GA4 collects a lot of data by default, and you should review and adjust your data settings to ensure that you're collecting the data that's most relevant to your business. This may include setting up custom dimensions and metrics, excluding certain pages or events from tracking, or using data filters to include or exclude specific data.
- 5 Review privacy policies and disclosures:** GA4 places a greater emphasis on privacy and data protection, and you should review your privacy policies and disclosures to ensure that they accurately reflect your data collection and processing practices.
- 6 Train your team:** GA4 introduces new concepts and data modeling techniques, and you should train your team to ensure that they understand how to use the platform effectively and generate insights that drive business growth.

Action ownership & role of agency

Side	Web / App Property Owner	Digital Agency
PIC	Data Science / Analytics / Developers Team	Digital Execution Team
Action	<ul style="list-style-type: none">• Set-up / Migrate UA to GA4• Set-up GA4 Events• Sanity Check and Maintain the Data Hygiene• Download our migration checklist	<ul style="list-style-type: none">• Guide on what events are necessary for running and tracking Digital Ad Campaigns i.e. provide list of micro and macro goals to be tracked in Google Analytics 4• Provide rationale on why it needs to be tracked and what the end metrics / data should look like in the report



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Thank You