



Staying ahead of technical innovations that can really mess with your marketing performance

Ann Stanley (Founder & CEO)
September 2023



About Ann Stanley

- Founder and CEO of Anicca Digital
- 21 years in digital marketing, 16 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
 - The A10 Marketing Framework
 - Integrate – Creating an Integrated Marketing Strategy
 - Podcast host – <https://aniccast-marketing-podcast.buzzsprout.com/>
 - Free weekly webinar – <https://anicca.co.uk/resources-webinars/>
- Socials
 - [Linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley/)
 - [Twitter.com/annstanley](https://twitter.com/annstanley)

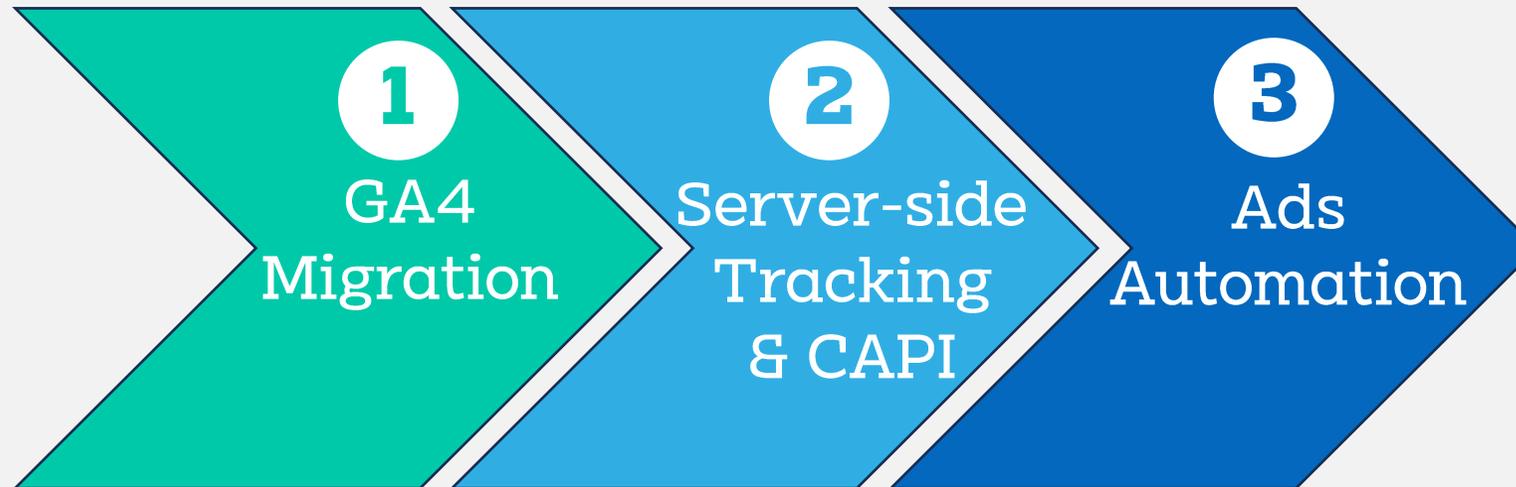


There is a marketing apocalypse coming!

Everything we know is changing:

- **Universal Analytics (GA3) replaced by GA4**
- **Changes to Cookies & privacy legislation** – loss of data & remarketing tactics
- **Automation by ad platforms for campaign delivery, bidding & optimisation** – making us redundant
- **AI & Machine Learning** – ChatGPT, AI & tools for use in marketing – these will change our jobs!

Get ahead with key technical changes

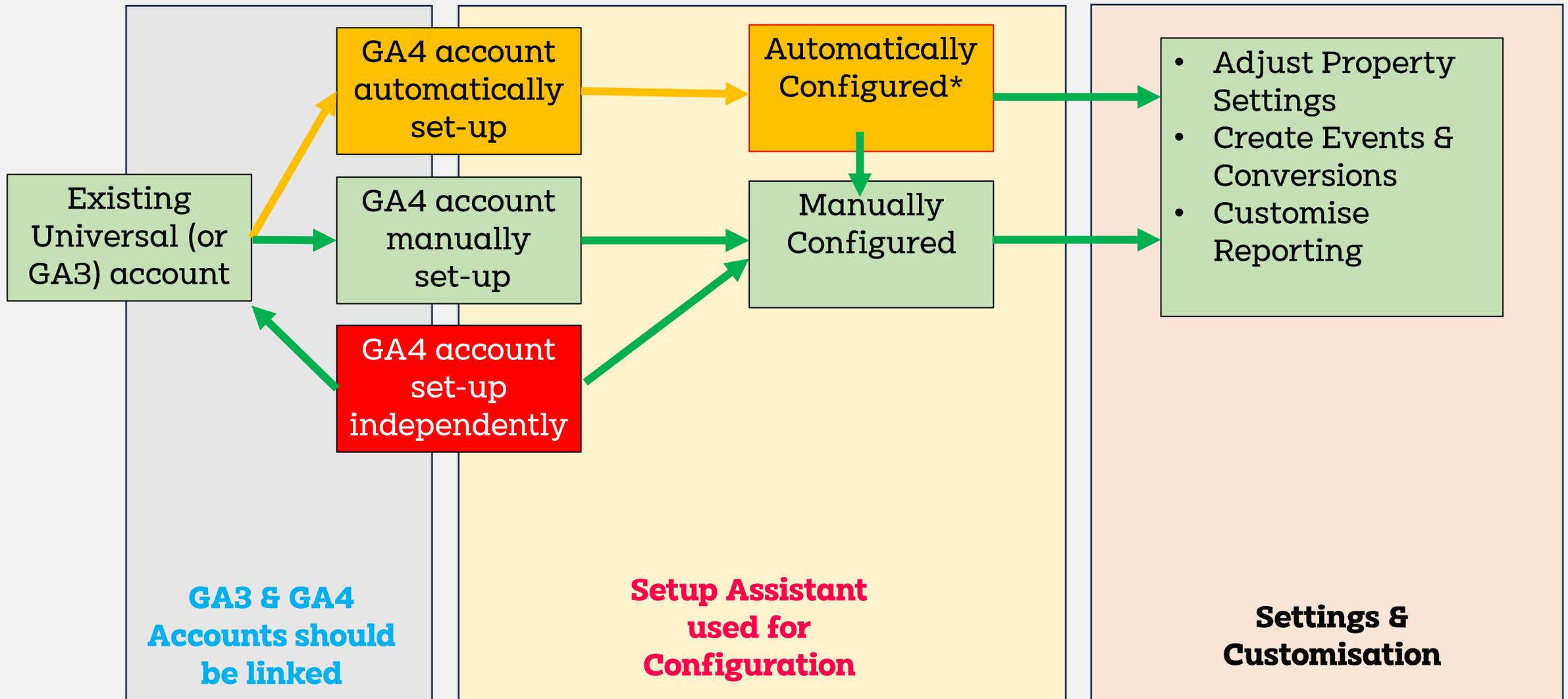


Strategy 1: GA4 migration & customisation

What happened on the 1st July?

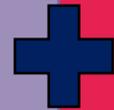
1. Universal Analytics (GA3) should have **stopped processing data**
2. GA4 will be the only option going forward and you will only have **data from the date you created your account**
3. A new **GA4 account may have been automatically created** from your old GA3 account. If you did not manually manage this process, then your existing settings, Goals (conversions) etc. will have automatically been migrated
4. There is still time to **customise your GA4 account**
5. You have up to 1 year to **access and archive** your old GA3 data

What's your current Analytics status



Accessing reports, setting & data

**Admin &
Settings**



GA4 Interface

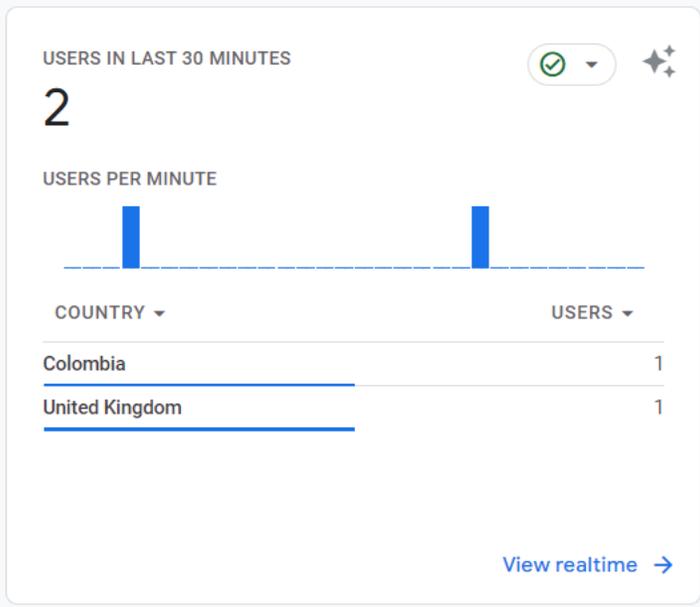
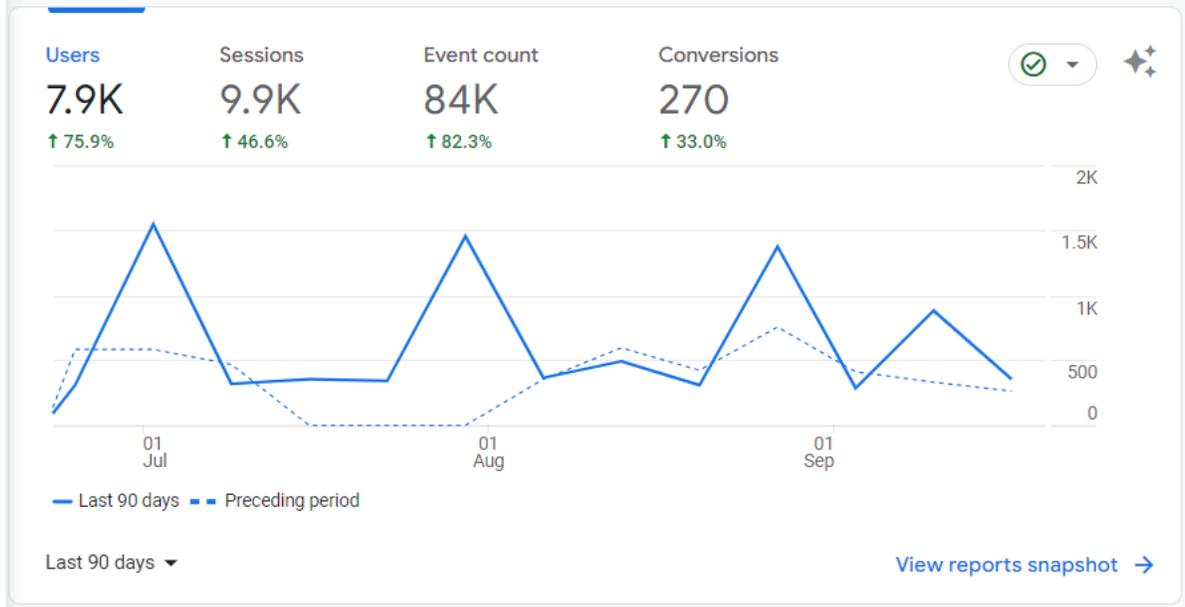
Reports
(+ Library)
Exploration Hub
Advertising



**Looker Studio
Visualisation**

- Home
- Reports
- Explore
- Advertising

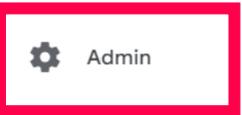
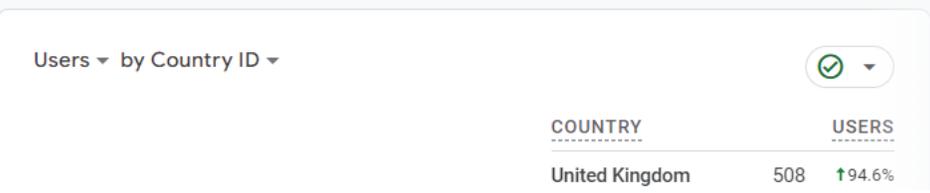
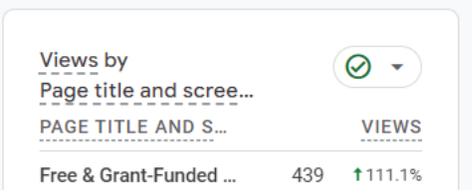
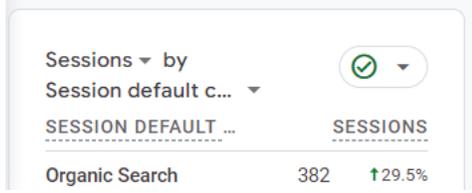
Home



Recently accessed

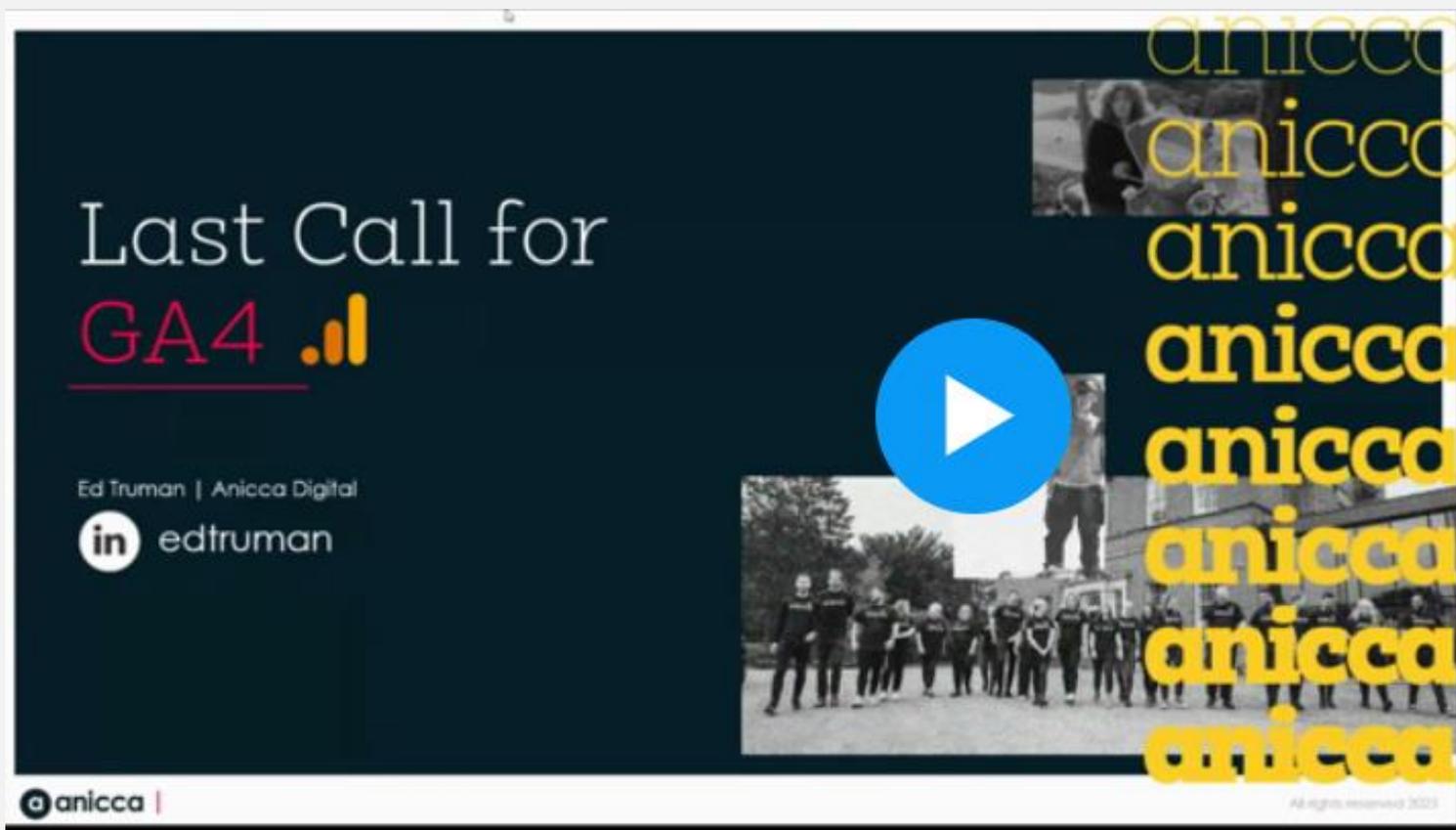
- Untitled exploration today
- Explore today
- Library today
- Admin yesterday

Suggested for you



Admin & Settings

Webinar on GA4 set-up & settings



<https://www.bigmarker.com/anicca-digital/Your-last-call-for-GA4-What-to-do-next-Friday-23rd-June-9-00am-10-00am>

GA4 Setup Assistant (in GA4 admin)

The screenshot displays the GA4 Admin interface. At the top, there's a search bar with the text "Try searching 'Data Streams'". Below this, the "ADMIN" tab is active, showing two main sections: "Account" and "Property".

- Account Section:** Includes a "+ Create Account" button and a list of accounts. The first account is "1 Anicca.co.uk". Below this are links for "Account Settings", "Account Access Management", "All Filters", "Account Change History", and "Trash Can".
- Property Section:** Includes a "+ Create Property" button and a list of properties. The first property is "1. Anicca.co.uk - GA4 ✓ (212912485)". Below this are links for "Setup Assistant" (highlighted with a blue box), "Property Settings", "Property Access Management", "Data Streams", "Events", "Conversions", "Audiences", "Custom definitions", "Data Settings", "Data Import", "Reporting Identity", and "Attribution Settings".

In the bottom left corner, a gear icon representing settings is highlighted with a blue box. At the bottom of the interface, there is a footer with the text: "© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)".

Connected accounts (as seen in GA4)

Analytics | All accounts | Try searching "Data Streams"

ADMIN USER

Property [+ Create Property](#)

1. Anicca.co.uk - GA4 ✓ (212912485)

[←](#) [Setup Assistant](#)

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

DebugView

This is your GA4 property. Any additional changes made to your connected Universal Analytics property will not be copied here. [Open connected property](#)

To import settings to your GA4 property, use the tools below.

Setup Assistant Connected to Anicca.co.uk - Universal

To confirm that your property is fully set up as desired, configure the settings below and mark the items that are complete. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)

7/7 marked complete

Start data collection

Collect website and app data DATA FLOWING ✓

Collect event data by adding the Google tag to your web pages. [Learn more](#)

Customize data collection and display

Turn on Google signals SIGNAL ON ✓

Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#)

Set up conversions 6 CONVERSIONS ✓

Identify the key user interactions most important to your business. [Learn more](#)

Define audiences 13 AUDIENCES ✓

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Linked GA3 account

GA4 Configuration steps

Setup not started or incomplete

 This is your GA4 property. Any additional changes made to your connected Universal Analytics property will not be copied here. To import settings to your GA4 property, use the tools below. [Open connected property](#)

Setup Assistant Connected to Mon

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If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)





Start data collection

Collect website and app data
Collect event data by adding the Google tag to your web pages. [Learn more](#) Not Started >

Customize data collection and display

Turn on Google signals
Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#) Not Started >

Set up conversions
Identify the key user interactions most important to your business. [Learn more](#) Not Started >

Define audiences
Find, group, and remarket to your most engaged visitors [Learn more](#) 2 AUDIENCES >

Link Google Ads

Link to Google Ads
Connect to your Google Ads account, so your GA4 audiences and conversion-event data are exported to Google Ads by default. [Learn more](#) Not Started >

Bid on GA4 conversions
Use Google Ads to bid on GA4 conversions [Learn more](#) Not Started >

Target ads to GA4 audiences
Go to Ads and bid using GA4 audiences. [Learn more](#) Not Started >

Advanced setup (optional)

>

Work through Set-up checklist

Start data collection

Collect website and app data
Collect event data by adding the Google tag to your web pages. [Learn more](#) Not Started >

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Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#) Not Started >

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Target ads to GA4 audiences
Go to Ads and bid using GA4 audiences. [Learn more](#) Not Started >

Advanced setup (optional) ▼

Need to install tag
or link existing
GA3 account

-  Import from Universal Analytics
-  Manage conversions
-  Mark as complete

-  Import from Universal Analytics
-  Manage Google Ads links
-  Mark as complete

Setup completed

Setup Assistant Connected to GA3 - c

This is your GA4 property. Any additional changes made to your connected Universal Analytics property will not be copied here. To import settings to your GA4 property, use the tools below. [Open connected property](#)

To confirm that your property is fully set up as desired, configure the settings below and mark the items that are complete. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)

7 / 7 marked complete



Start data collection

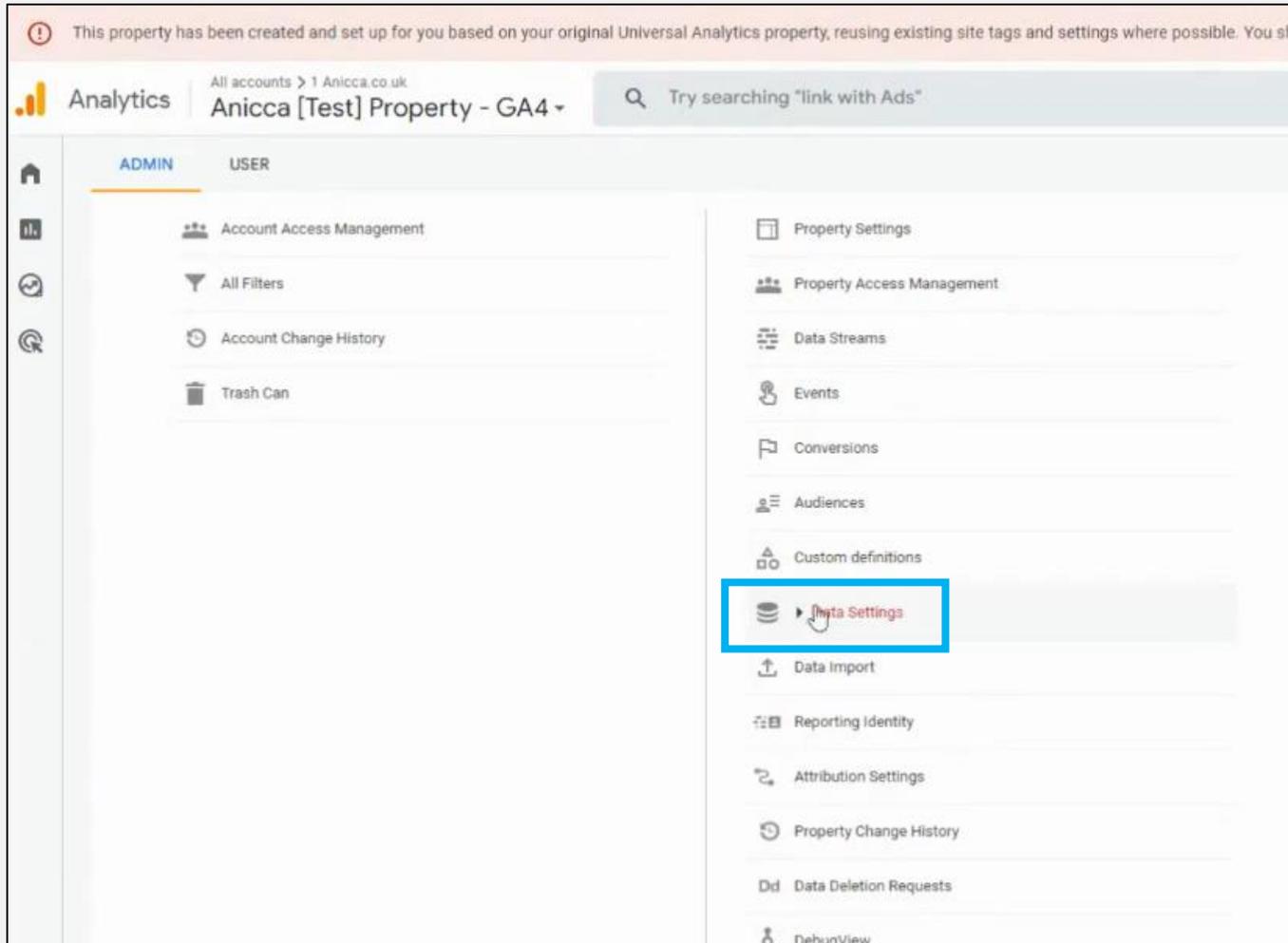
- Collect website and app data**
Collect event data by adding the Google tag to your web pages. [Learn more](#)
DATA FLOWING ✓ >
- Customize data collection and display**
- Turn on Google signals**
Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#)
SIGNAL ON ✓ >
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1 CONVERSION ✓ >
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11 AUDIENCES ✓ >

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1 ADS LINK ✓ >
- Bid on GA4 conversions**
Use Google Ads to bid on GA4 conversions [Learn more](#)
0 ADS CONVERSIONS ✓ >
- Target ads to GA4 audiences**
Go to Ads and bid using GA4 audiences. [Learn more](#)
0 ADS AUDIENCES ✓ >

Advanced setup (optional)

Where to find “Settings”



Settings – Data retention

The screenshot shows the 'User and event data retention' settings in Google Analytics 4. The left sidebar has 'Data Retention' highlighted under 'Data Settings'. The main content area shows 'Event data retention' set to '2 months'. A dropdown menu is open, showing '2 months' as the selected option and '14 months' as an alternative option. A 'Save' button is visible at the bottom left of the settings panel.

User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention settings](#)

Event data retention ? 2 months

Reset user data on new activity ?

Save Cancel

2 months

2 months ✓

14 months

Previously
unlimited
in GA3

Data Streams is where you choose the sources of data e.g. website or app

The screenshot shows the GA4 Admin interface. On the left is a navigation menu with 'ADMIN' and 'USER' tabs. Under 'ADMIN', 'Data Streams' is highlighted with a blue box. The main content area is titled 'Data Streams' and has tabs for 'All', 'iOS', 'Android', and 'Web'. An 'Add stream' button is in the top right. Below the tabs, a table lists data streams. One entry is 'TEST (Anicca) - GA4' with URL 'http://www.test.com' and ID '5513366716'. It shows 'Receiving traffic in past 48 hours.' and a chevron icon on the right, which is also highlighted with a blue box.

Platform	Stream Name	GA4 ID	Status	Actions
Web	TEST (Anicca) - GA4 http://www.test.com	5513366716	Receiving traffic in past 48 hours.	>

Additional setting and features can be activated within this section

Data Streams > Go to Configure Tag

Web stream details

✔ Data collection is active in the past 48 hours.

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
TEST (Anicca) - GA4	http://www.test.com	5513366716	G-QPE6LFDN30

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Modify events [Learn more](#)

Create custom events [Learn more](#)

Measurement Protocol API secrets [Learn more](#)

Google tag

- Configure tag settings** [Learn more](#)
- Manage connected site tags** [Learn more](#) 0 connected
- View tag instructions** [Learn more](#) ✔ Data flowing

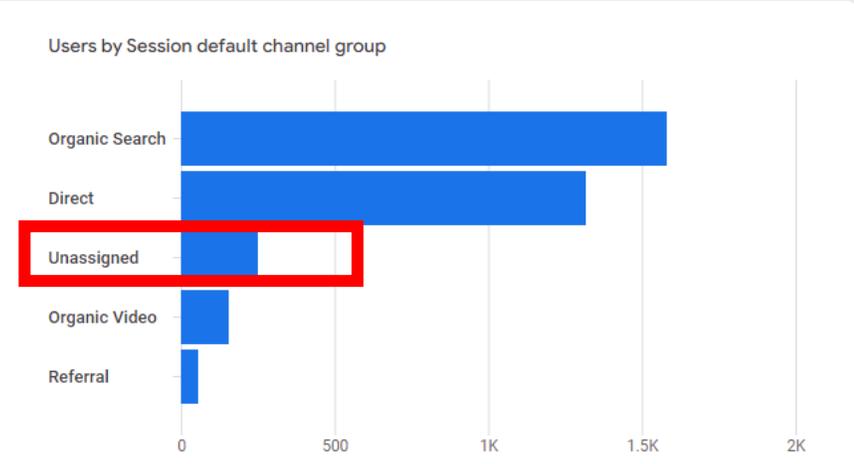
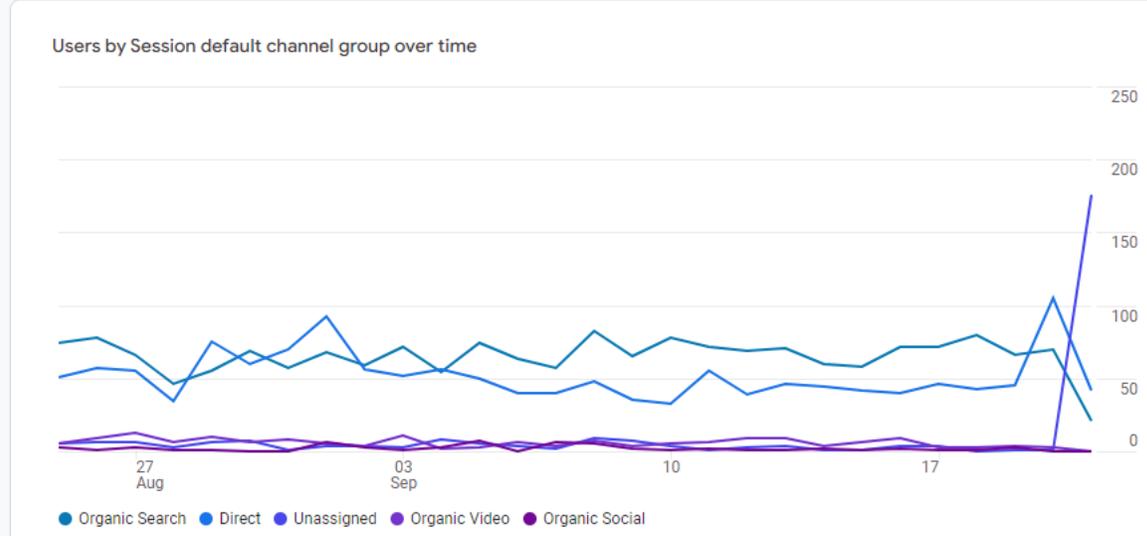
Reporting

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition**
- Engagement
- Monetization
- Retention
- User
 - User Attributes
 - Overview
 - Demographic details
 - Audiences
 - Tech

All Users Add comparison +

Last 28 days Aug 25 - Sep 21, 2023

Traffic acquisition: Session default channel group



Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
All	3,339 (100% of total)	4,901 (100% of total)	2,392 (100% of total)	0m 07s (Avg 0%)	0.72 (Avg 0%)	9.16 (Avg 0%)	48.81% (Avg 0%)	44,891 (100% of total)
1 Organic Search	1,579	2,338	1,398	0m 05s	0.89	10.71	59.79%	25,050
2 Direct	1,316	1,779	700	0m 11s	0.53	7.28	39.35%	12,959
3 Unassigned	250	378	102	0m 08s	0.41	9.57	26.98%	3,618
4 Organic Video	156	189	104	0m 01s	0.67	9.16	55.03%	1,731

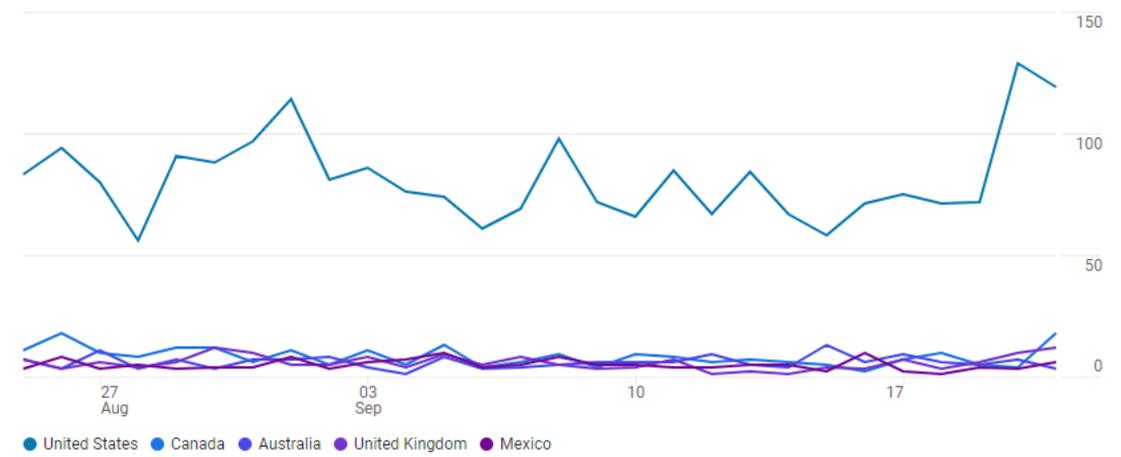
- Overview
- User acquisition
- Traffic acquisition
- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
- Monetization
 - Overview
 - Ecommerce purchases
 - Purchase journey
 - Checkout journey
 - In-app purchases
 - Publisher ads
 - Promotions
- Retention
 - User
 - User Attributes
 - Overview
 - Demographic details**
 - Audiences
 - Tech

All Users Add comparison +

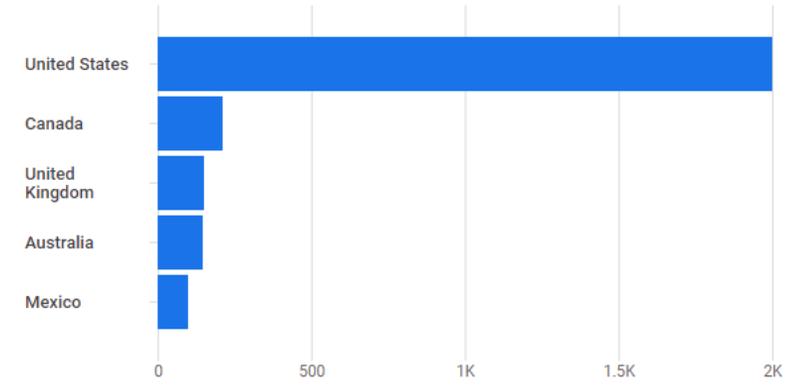
Demographic details: Country Add filter +

Last 28 days Aug 25 - Sep 21, 2023

Users by Country over time



Users by Country



Search... Rows per page: 10 Go to: 1 < 1-10 of 112 >

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total	100% of total
1 United States	1,999	1,991	1,441	50.3%	0.72	0m 11s	44,891	3,329.00	£4,190.17
2 Canada	211	205	154	50.66%	0.73	0m 08s	3,078	207.00	£85.95
3 United Kingdom	150	142	63	33.69%	0.42	0m 50s	1,030	121.00	£1,473.15
4 Australia	146	150	131	59.28%	0.90	0m 18s	2,667	200.00	£109.90
5 Mexico	101	93	97	44.7%	0.96	0m 07s	1,756	142.00	£0.00

Reports snapshot

Realtime

Life cycle ^

- Acquisition
- Engagement
- Monetization
- Retention

User ^

- User Attributes
 - Overview
 - Demographic details
 - Audiences
- Tech
 - Overview
 - Tech details

Collections ?

Create new collection

Business objectives i

Unpublished · Business object...

- Generate leads
- Drive online sales
- Raise brand awareness
- Examine user behavior

Edit collection

Life cycle i ⋮

Published · Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

Edit collection

User i ⋮

Published · User

- User Attributes
- Tech

Edit collection

Reports

+ Create new report Search

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collection	Description
<input type="checkbox"/>		Generate leads overview	-	-	Generate leads overview	Business objectives	⋮
<input type="checkbox"/>		Audiences	-	-	Audiences	Business objectives, User	⋮
<input type="checkbox"/>		User acquisition	-	-	User acquisition	Business objectives, Life cycle	User count by medium, along with engagement, event-count, conversion,...
<input type="checkbox"/>		Traffic acquisition	-	-	Traffic acquisition	Business objectives, Life cycle	User count by source/medium, along with engagement, event-count, conver...
<input type="checkbox"/>		Landing page	-	-	Landing page	Business objectives, Life cycle	Landing Page by Views, New users, Conversions, and Total Revenue.
<input type="checkbox"/>		Drive online sales overview	-	-	Drive online sales overview	Business objectives	⋮

Library

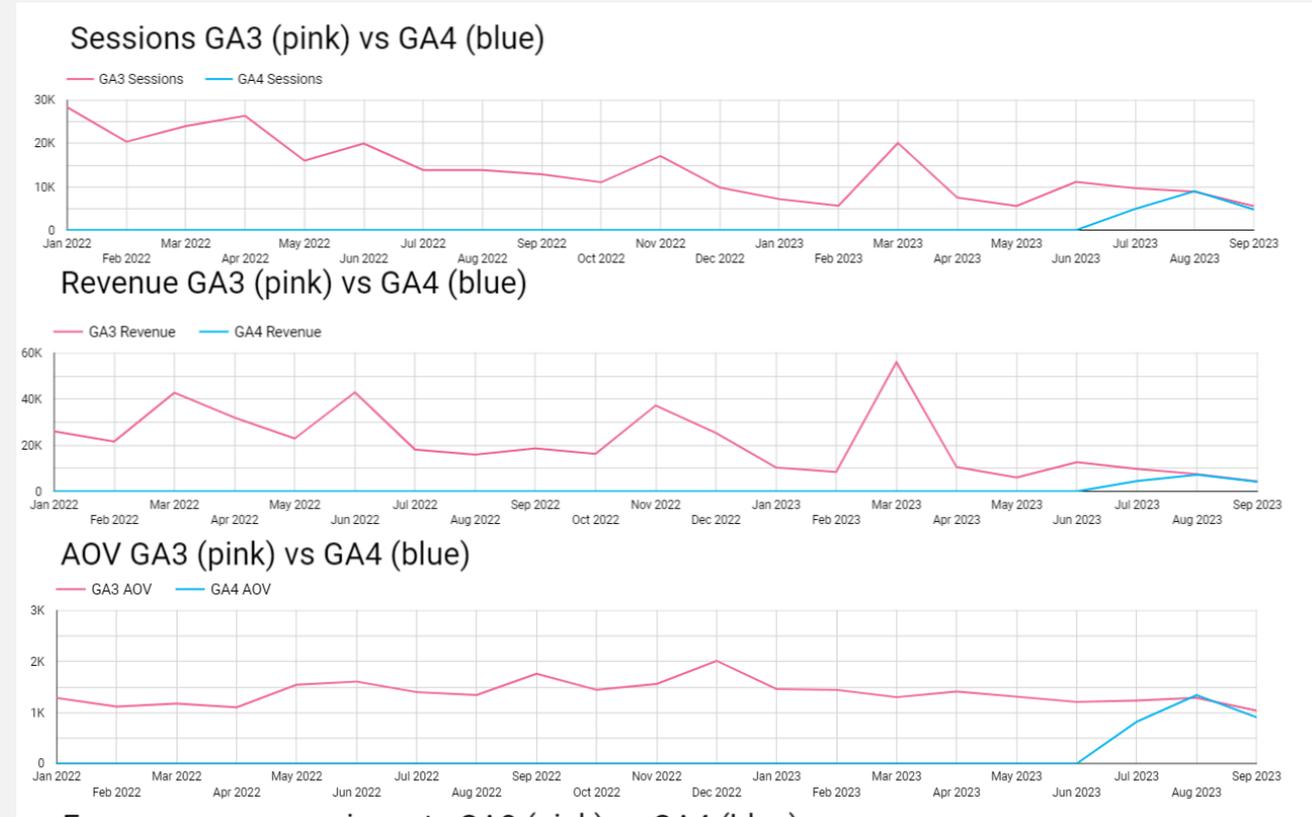
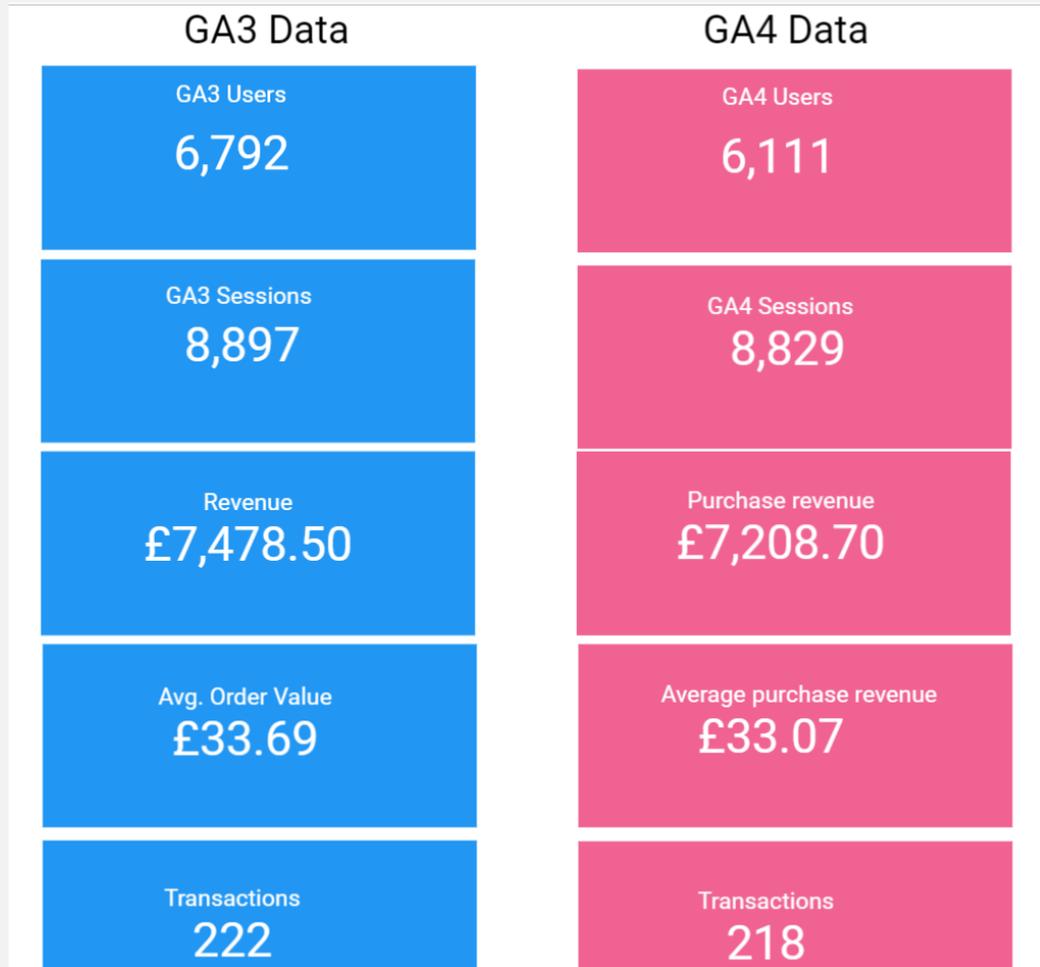


Lookers Studio

Some of the Issues with GA4 reporting

1. **Metrics are reported or measured differently**, so you can view session or user-based metrics, or use new metrics, such as engaged sessions
2. Some **dimensions are still being introduced** or have been retired
3. Many of the **standard reports available in GA3 are not replicated or available in GA4**, for example you can not change the way graphs are presented from days to weeks or months
4. **Actions are based on Events**, which can be setup manually or imported via Google Tag Manager – you can then choose if you want an individual **Event to be recorded as a Conversion**
5. **Results do not match what you saw in GA3**, although the overall data may be similar, the way it is attributed, for example by Source/Medium or Channel can be quite different (especially when **Signals** are activated as you may end up with a **large chunk of your traffic from “Cross-Network”**)
6. **Conversion Attribution is data-driven** and not based on last click (as in GA3)
7. The **standard reports and data visualisation is still poor**, so you have to create your own reports in the **Exploration Hub**, however you can customise your menus and reports, to show what you want
8. Due to difficulties in reporting, many users have resorted to using **Lookers Studio**, which allows you to import data, blend it and make your own custom metrics

Looker Studio reports



anicca.co.uk/free-looker-studio-report/

Get Your Free GA4-Friendly Looker Studio Dashboard

Please complete all required fields below to get your free Looker Studio Report



"Ed Truman has developed a new Looker Studio Report for ecommerce or lead generation websites. You just need to add GA4 source data."

First Name *

Last Name *

Email *

Contact Number *

Company Name *

By downloading this dashboard you are agreeing to our terms and privacy policy. We may communicate with you regarding this download and other Anicca services.

Submit

Strategy 2: Server-side Tracking & Conversion API

Use of server-side tracking & conversion APIs in ads platforms

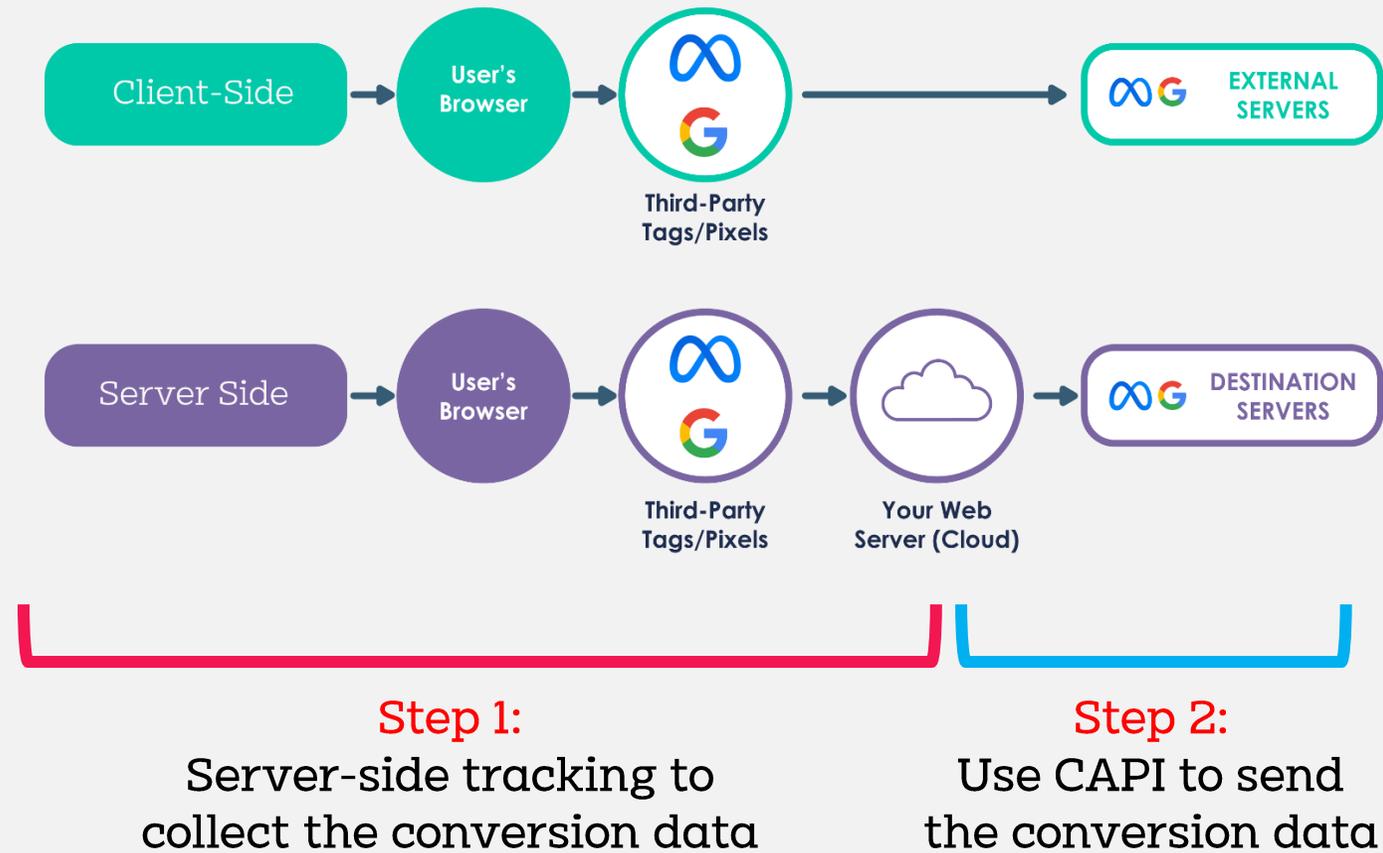
- To address the impact of privacy changes like iOS14 issues, you can use **server-side tracking and Conversion API's (CAPI)** to import conversion data into Ad Platforms, such as Meta or Google
- This can help advertisers **maintain some visibility into the performance of their ads** and the effectiveness of their marketing campaigns, even if users have opted out of tracking
- **Other ad platforms** e.g. **Pinterest and TikTok** have also introduced their **own conversion API** as a way of imported conversion data into their Ad manager accounts
- **Implementation of server-side tracking and CAPI**
 - This can be relatively simple for some ecommerce or CMS platforms, which have direct integration with Meta or Google
 - Alternatively, you might be able to use a plug-in (such as Elevar) or employ a developer for a bespoke integration

Server-side tracking setup

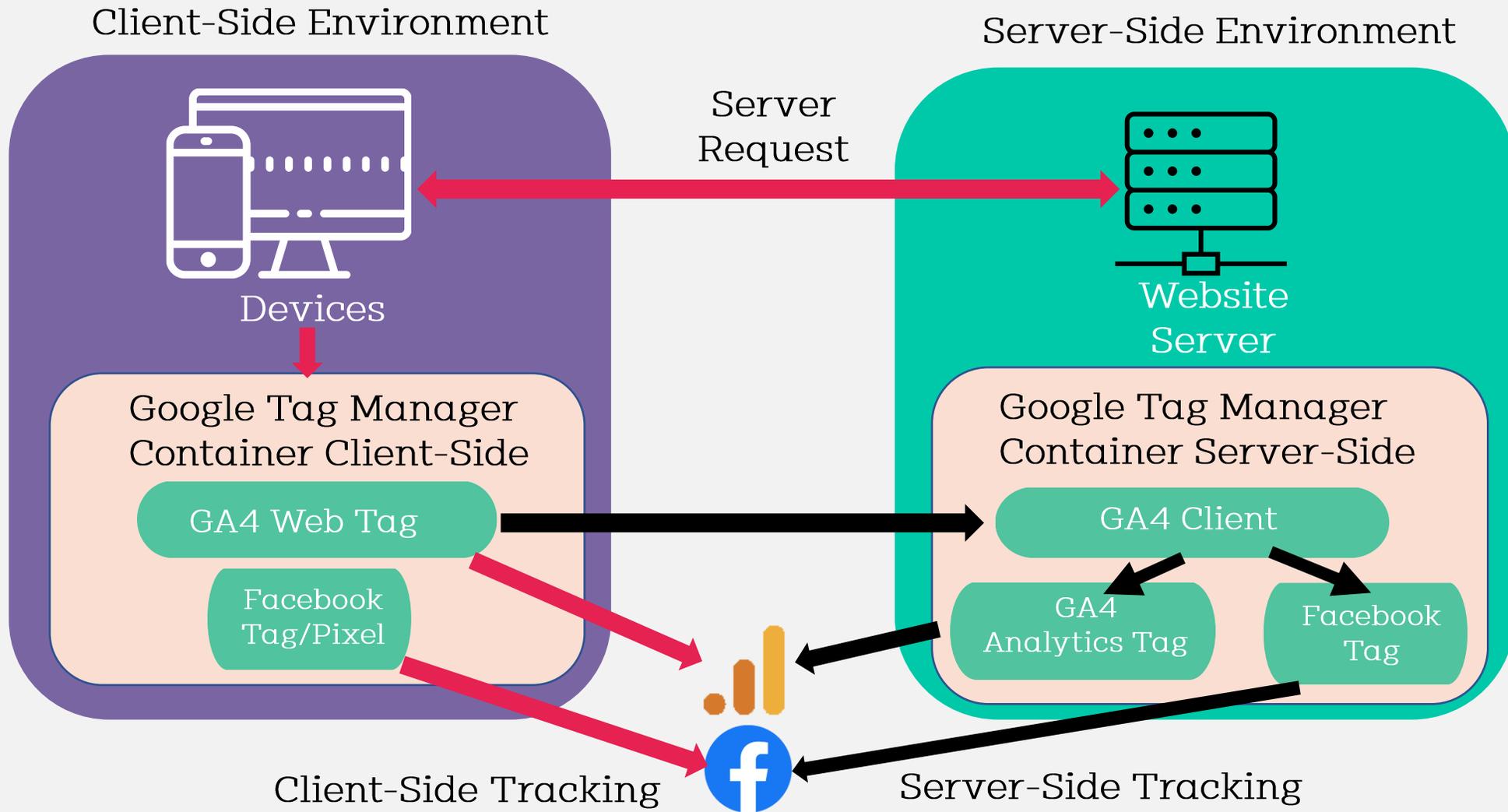
Send data via your own server rather than directly to the ad platforms from the users' browser (client-side)

Benefits

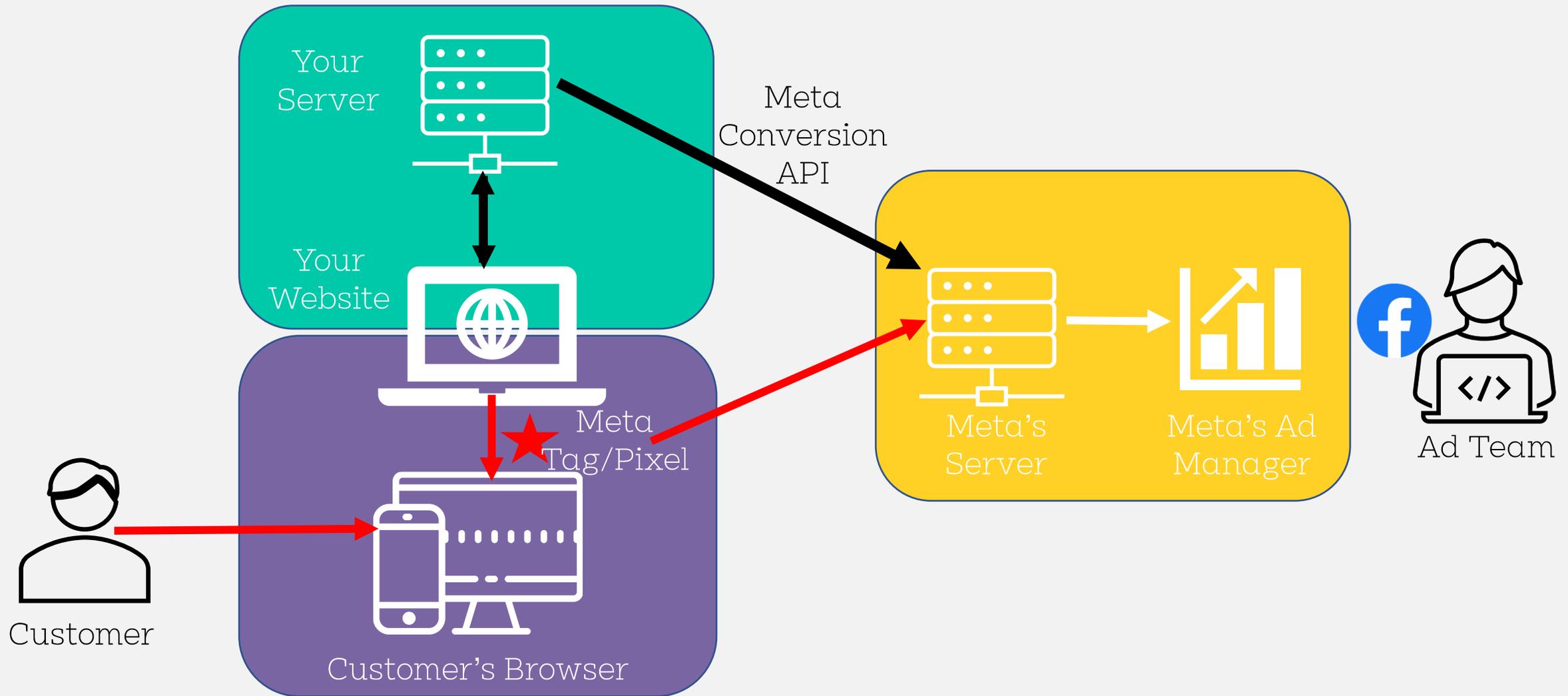
- Mitigate browser ad blocking and recovers lost data
- Improve page speeds
- Improve data security e.g. used in tracking profit from ecommerce sales



Understanding Server-side tracking



Conversion API (CAPI)



Award-winning case study for books2door using the Meta Conversion API

UK Paid Media Awards

- Best Large Paid Media Agency
- Best Shopping Campaign
- Best Retail Campaign
- Best Use of Conversion Attribution
- Case study link:
<https://anicca.co.uk/blog/anicca-wins-large-paid-media-agency-of-the-year-3-awards-for-work-with-server-side-tracking-meta-conversion-api/>



Strategy 3:
Automation in Google
Ads & redundancy of
keyphrase targeting

Targeting in Google paid search (PPC)

➤ Ad platforms are moving away from **traditional text or search campaigns** where you need to select your own keyphrases for use in ads

Using keyphrases or topics

➤ Traditional search/text campaigns

Uses Website Content (URL) or Product feeds

- Dynamic Search Ads (DSA's)
- Standard shopping Ads
- Performance Max (for text, DSA & shopping)

Use Audiences or other indicators

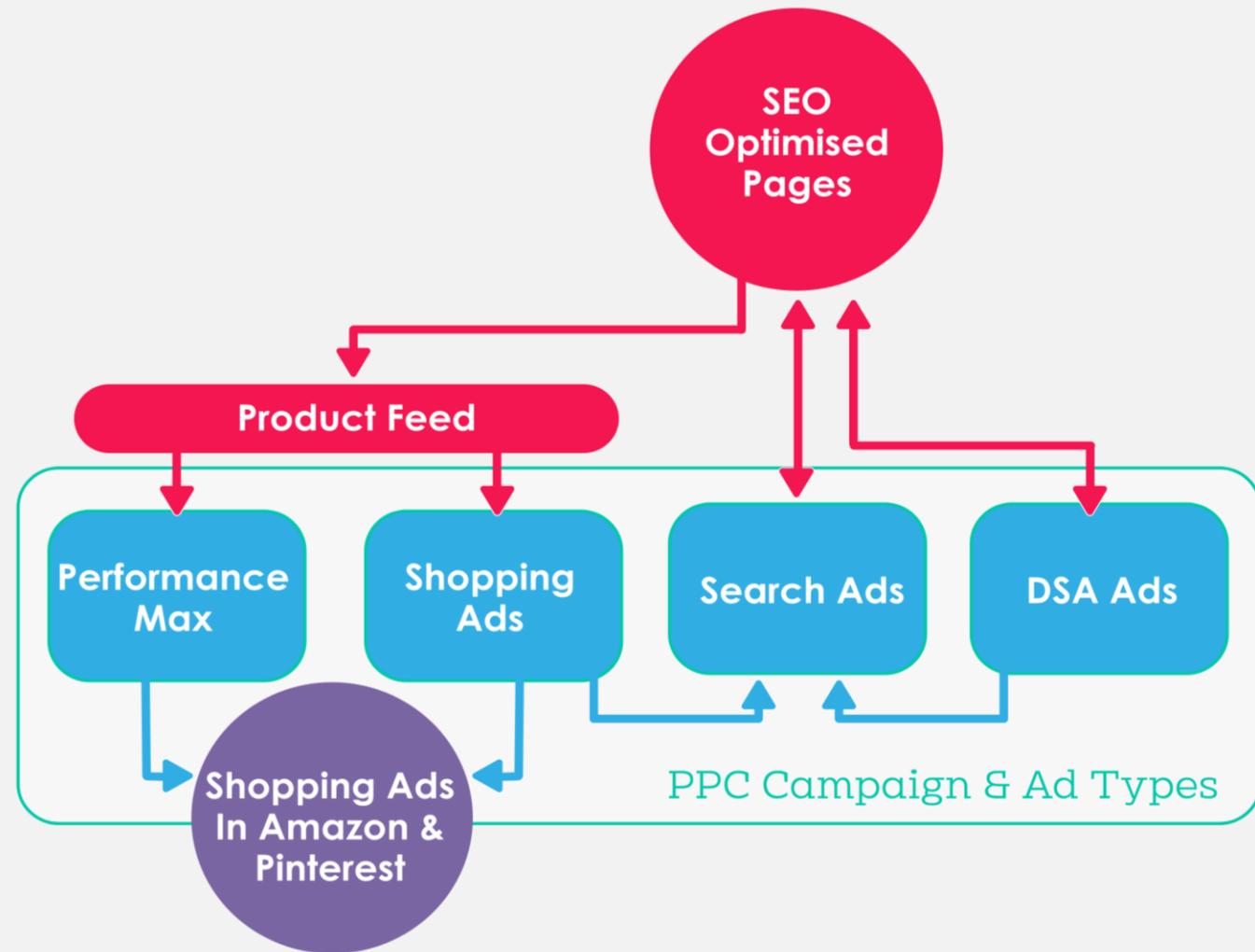
- Display
- YouTube
- Performance Max (for display, Video, Discovery & email etc.)

➤ Although you don't bid on keyphrases, in most cases you can get **search term data** or you can add negatives phrases, so you can learn what works and optimise accordingly (or create new text campaigns)

Using search term data from PPC for optimisation and other channels

By analysing PPC search terms, you can understand which keywords or phrases are driving traffic and conversions to your website. Use these insights to:

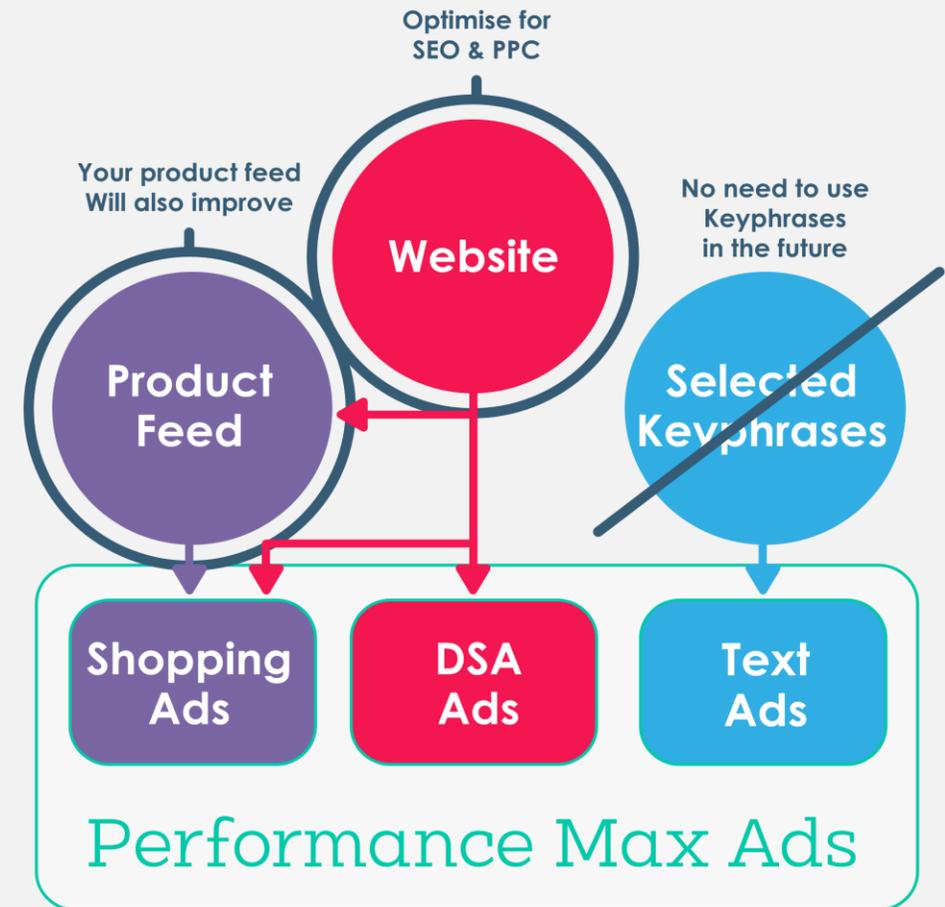
- Optimise campaigns or create new ad groups for text campaigns.
- Use the search term data to create negative search term lists to prevent the brand from being shown for irrelevant results.
- Use high converting search terms for SEO, so both your website content and product feed are optimised
- Use data in other shopping channels, such as Amazon or Pinterest



Automation means your website content may become the new keyphrase

- Performance of these campaigns will depend partially on how Google views your page content or your product feeds?
- This means that you should optimise your shopping feed (especially product titles and descriptions) to improve your shopping ads – Google recently announced that they will be providing more tools for this within Merchant centre
- However, if you can directly optimise your page content, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns

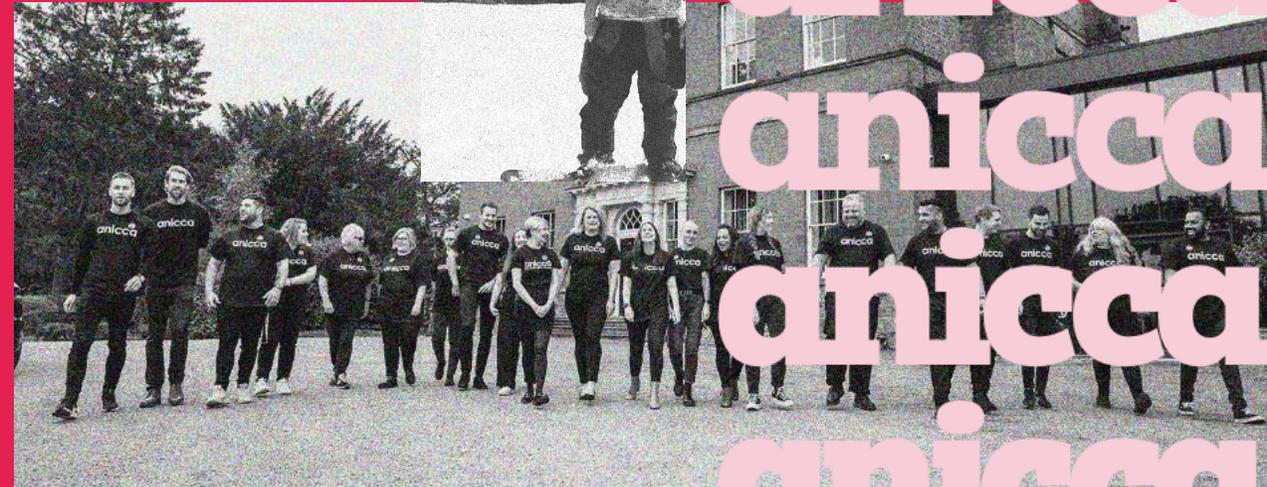
Improving pages content through SEO & product feed optimisation



I predict:

The shift towards automation means that SEO & PPC teams & tactics will converge??

Key takeaways



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Key takeaways

- GA4 may have replaced GA3, but you can still **improve the configuration of your GA4 setup**
- Your GA4 data is going to show **different things from GA3**, so you will struggle to find reports compare data on a like-for-like basis with GA3, in addition making Year-on-year comparisons is going to be difficult - as Reporting is still an issue for most users, so you need to learn how to create custom reports and **use Lookers Studio** to fill in the gaps
- Apple, Google and other browsers/platforms are introducing more privacy features and giving you less visibility of customers' data and conversions - so **consider server-side tracking and use of conversion API** to enhance results
- Removal of keyphrase selection in Shopping ads and DSA's - already means that your **site content is now a crucial part of targeting for PPC ads** – so **integrate your SEO & PPC strategies**

Leicester Digital Live – 3rd October 2023

A promotional poster for the Leicester Digital Live event. The background is a gradient from yellow at the top to pink at the bottom. The text 'LEICESTER DIGITAL LIVE' is written in white, bold, sans-serif font. To the right of the text is a white logo consisting of a stylized heart shape with a curved line above it. Below the main text, the date and location are listed: 'TUESDAY 3rd OCTOBER 2023', 'WINSTANLEY HOUSE', and 'LEICESTER'. In the bottom left corner, it says 'More info & tickets available at anicca.co.uk'. In the bottom right corner, there is a logo for Leicester Hospitals Charity, which includes a stylized heart and the text 'ALL PROFITS GO TO Leicester Hospitals Charity'.

<https://www.eventbrite.co.uk/e/leicester-digital-live-digital-marketing-conference-3rd-october-2023-tickets-622450485157>



Come and visit us at Stand A50
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