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data driven digital marketing

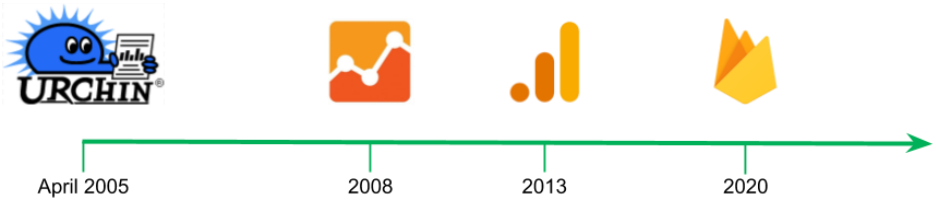
Stepping into Google Analytics 4 for the first time

Ed Truman
Head of Analytics

edtruman

What is Google Analytics 4

- Launched in October 2020 – but still in development
- Google Analytics rebuilt from the ground up!
- Mobile & App under a single platform
- Brand new interface and reporting
- New Event based model
- Brand new conversion tracking (requires new id)
- Improved cross device and user tracking capabilities
- Greater use of AI as well as better automated insights
- Enhanced Visualisations and custom reporting
- No sampling of data (within standard reports)



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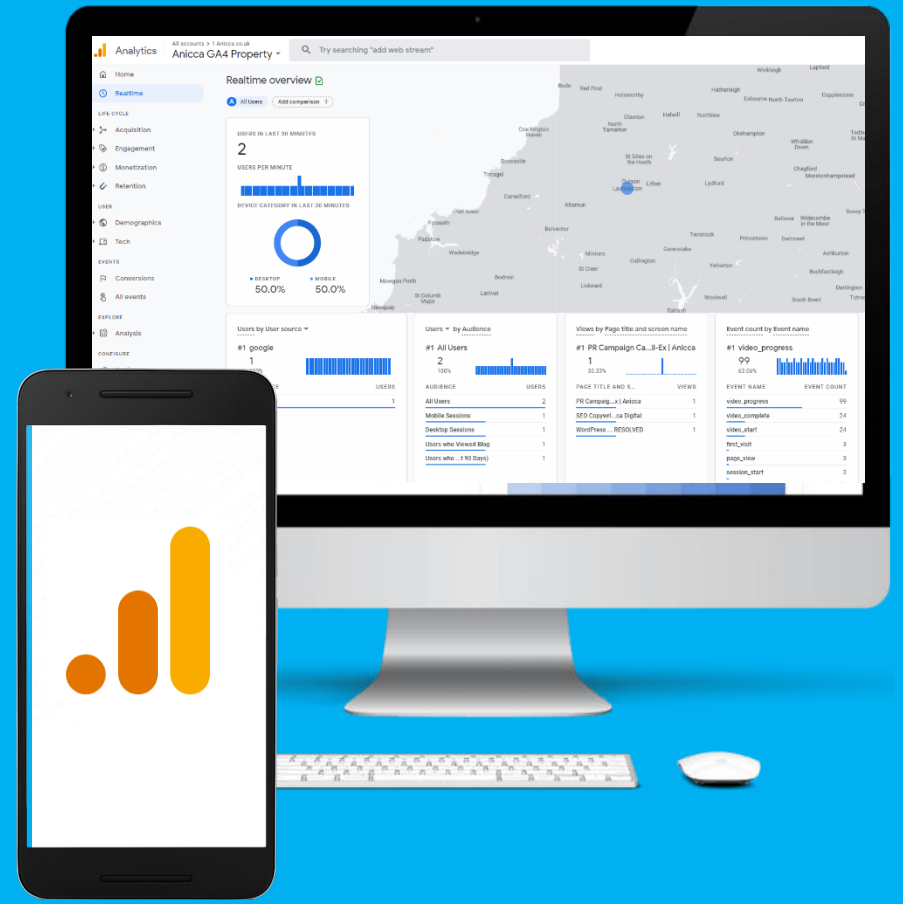
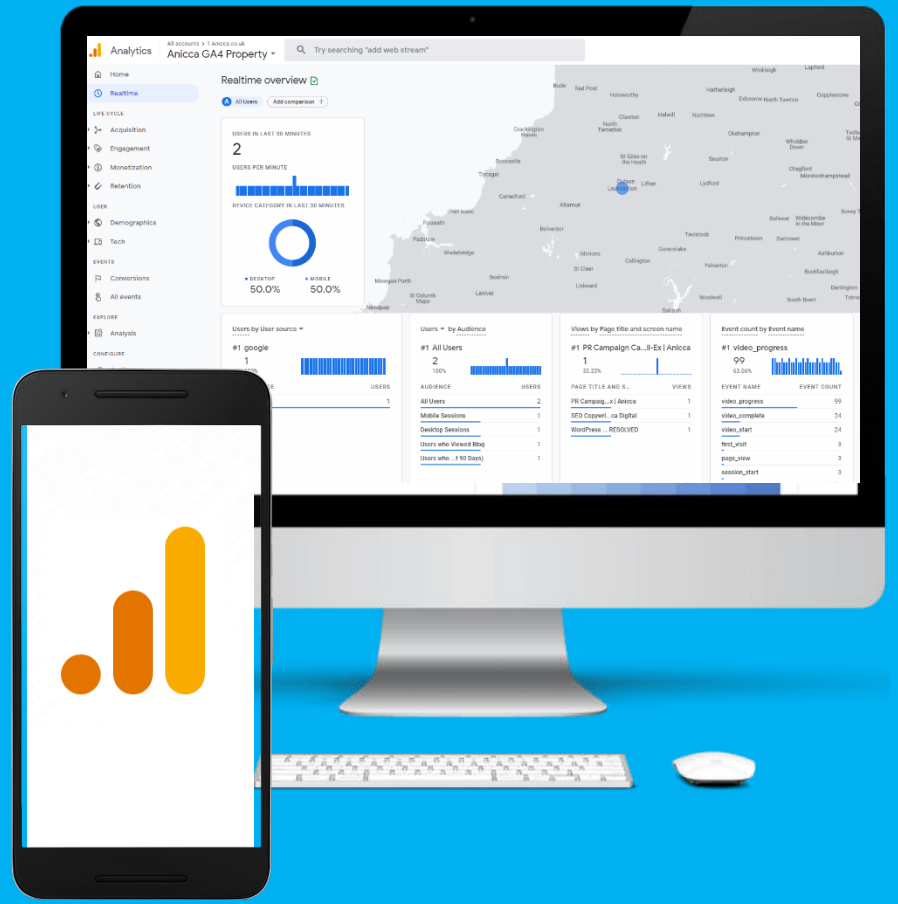


Main Noted Differences

- Brand new interface and large scale changes to reports & interface
- Basic reports from previous GA missing in GA4
- Less focus on sessions (visits) – more focus on users & events
- Goals are now Conversions
- Profile Views replaced by Streams
- Limited filtering options
- Limited Ecommerce Reporting
- User data held to a maximum of 14 months
- Attribution Modelling still not available
- No Content or Channel Grouping
- Bounce rate replaced with new Engagement metrics



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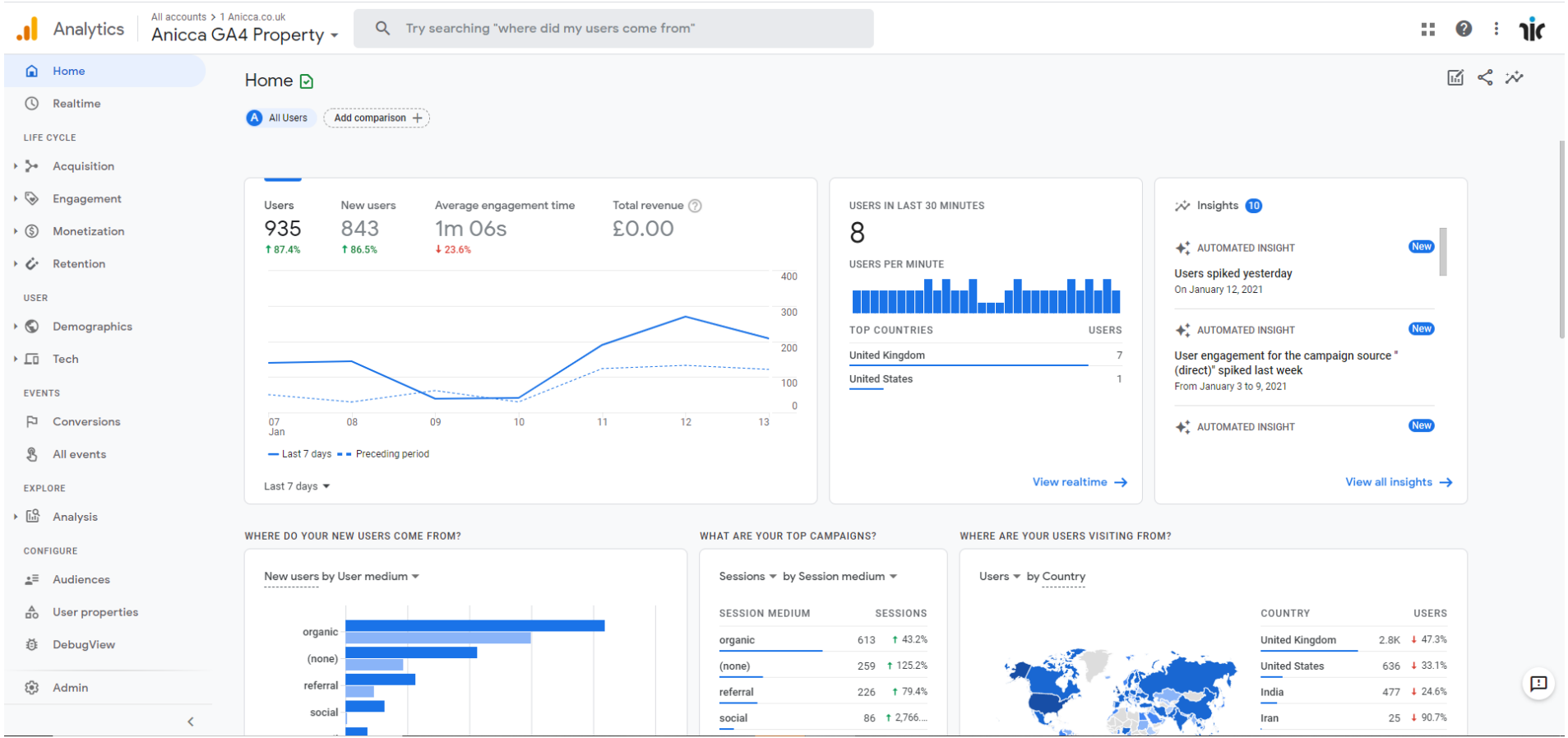
What's New

A Brand New User Interface



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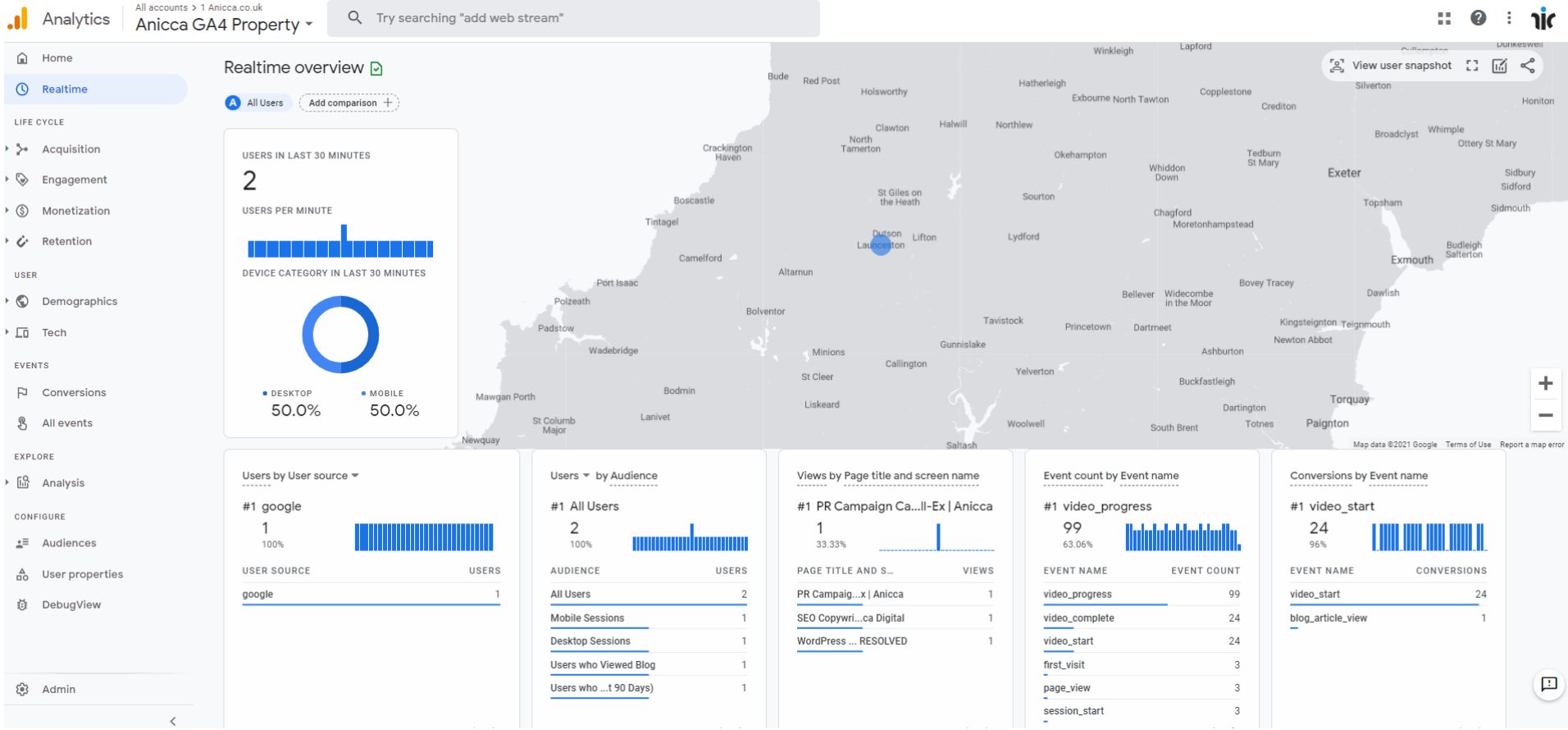
Real Time Reports



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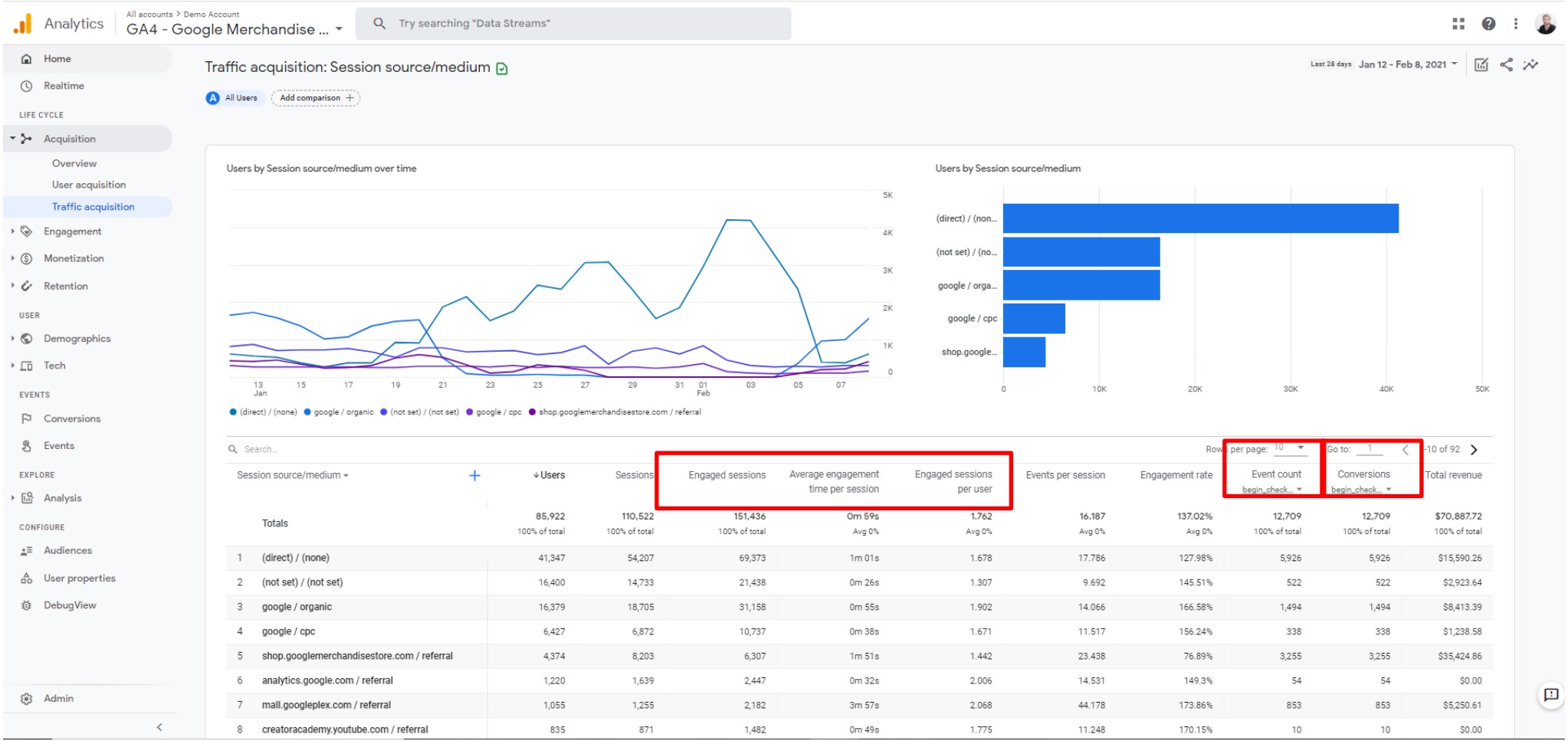
New Engagement Metrics



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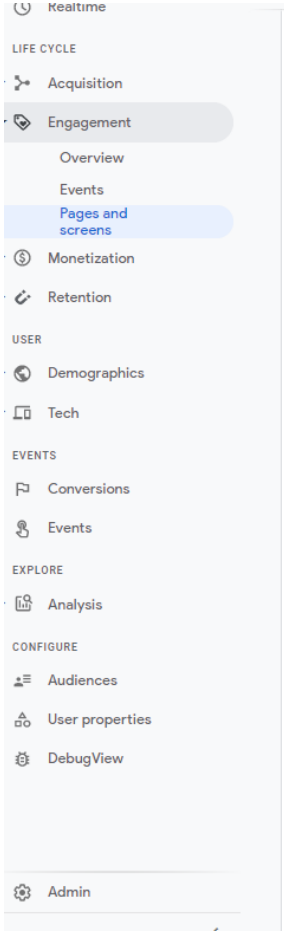
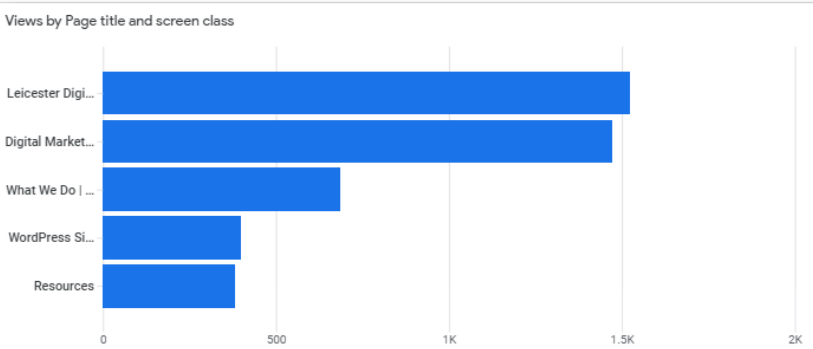
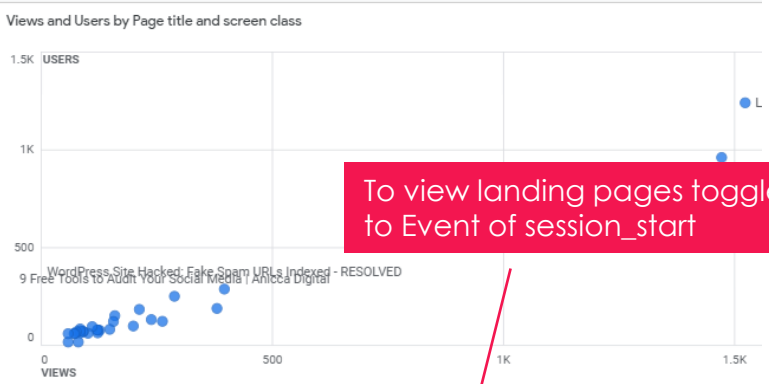
Page Reporting







To view landing pages toggle to Event of session_start

Search...

Rows per page: 10 Go to:

	Page title and screen class	Views	Users	New users	Views per user	Average engagement time	Unique user scrolls	Event count session_s...	Conversions All events	Total revenue
	Totals	10,000 100% of total	5,143 100% of total	4,936 100% of total	1.944 Avg 0%	0m 49s Avg 0%	2,104 100% of total	6,850 100% of total	32,594 100% of total	£0.00
1	Leicester Digital Live | FREE Online Conference 16th Feb 2021	1,524	1,239	1,134	1.23	0m 13s	149	1,291	16,612	£0.00
2	Digital Marketing Agency Based in Leicester | Anicca Digital	1,473	959	814	1.536	0m 27s	239	1,187	0	£0.00
3	What We Do | Integrated Digital Marketing | Anicca Digital	686	635	558						
4	WordPress Site Hacked: Fake Spam URLs Indexed - RESOLVED	397	286	282						
5	Resources	381	187	114						
6	9 Free Tools to Audit Your Social Media | Anicca Digital	289	249	239						
7	Meet the Anicca Digital Team | Anicca Digital	263	121	23						
8	Leicester Digital Live | Leicestershire's Premier Conference	239	130	92						
9	Pricing, Rate Cards and Invoicing | Anicca Digital	213	182	146						
10	Conference Agenda | Leicester Digital Live 16th Feb 2021	200	97	33						

X No Landing Page Report!
X No pageviews per session
X No Bounce Rate Metrics!

Now replaced with:
✓ New Engagement Metrics; eg **engaged_sessions, engagement time, Enaggement rate, views per user**

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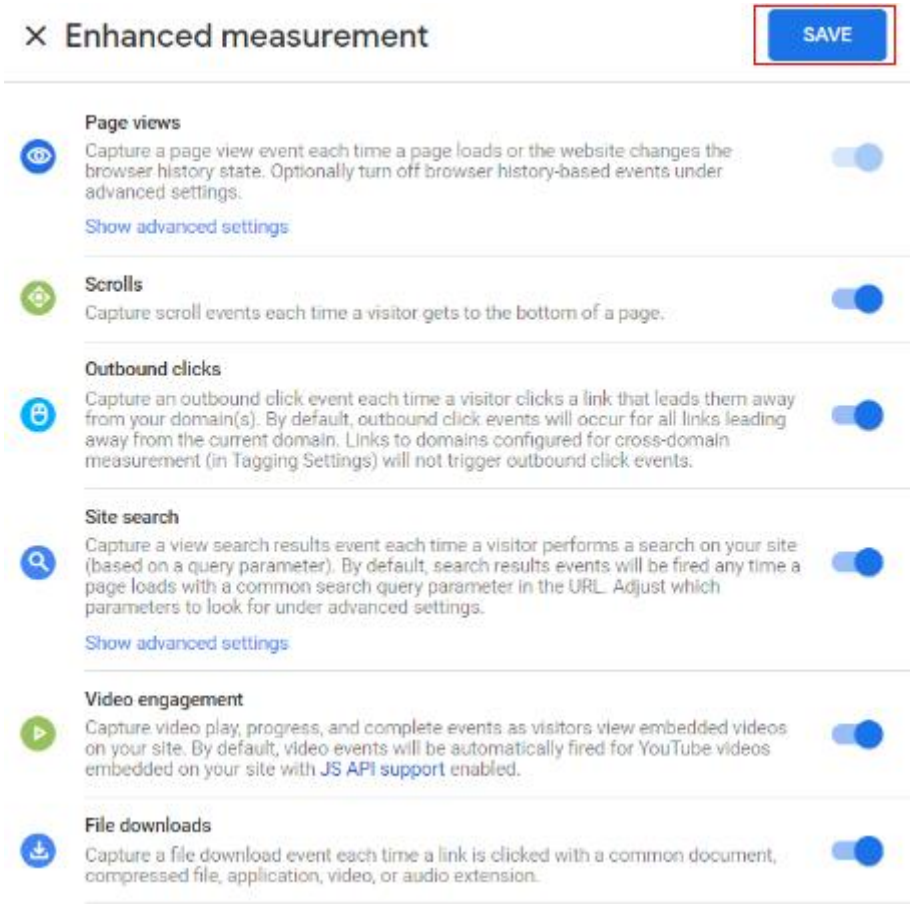
Enhanced Automatic Event Tracking



Auto Tracking Included by default!

Smart Pixel Automatically listens for clicks & scrolls, site searches, video plays & downloads

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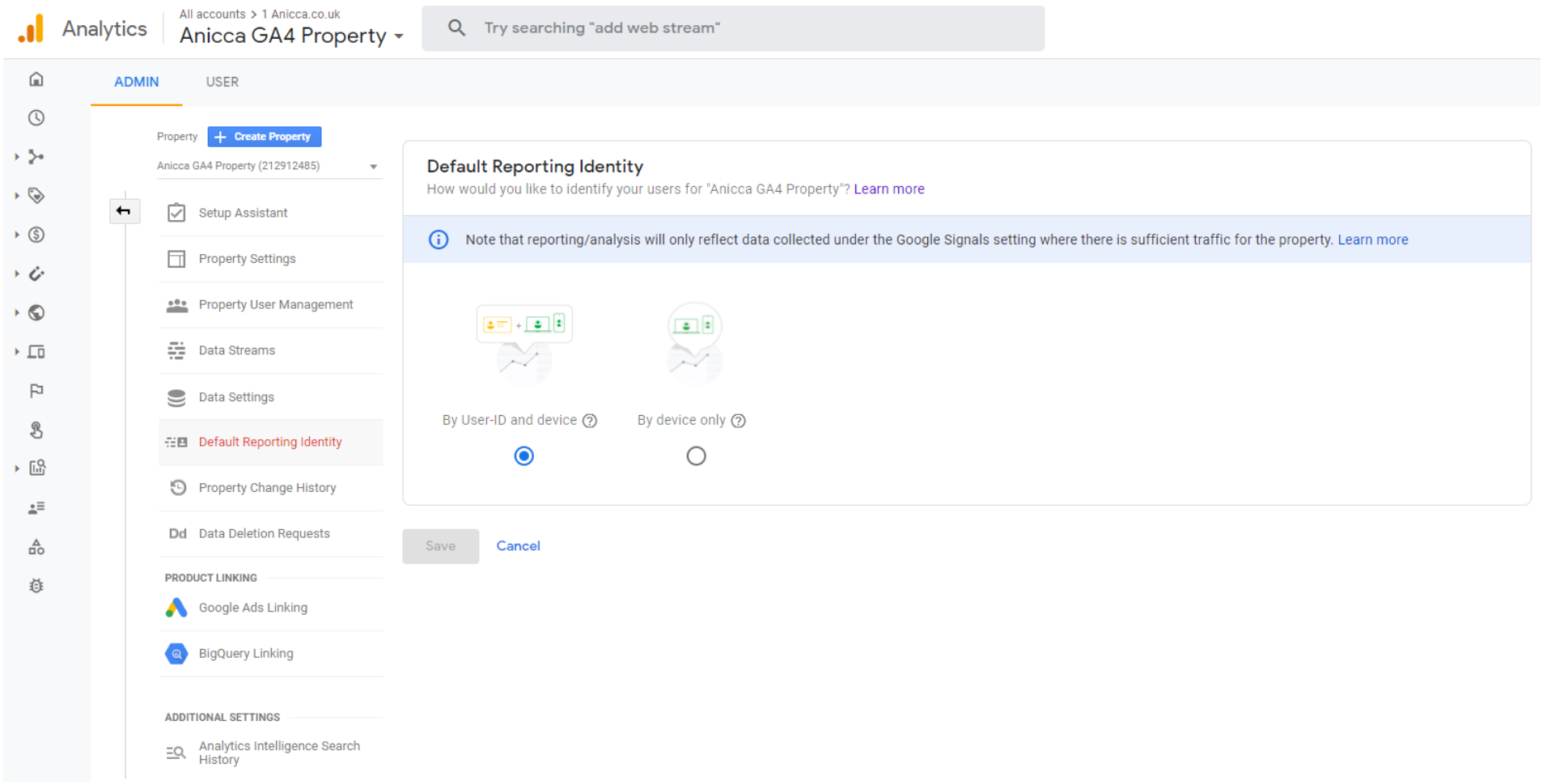
Cross Device Capabilities



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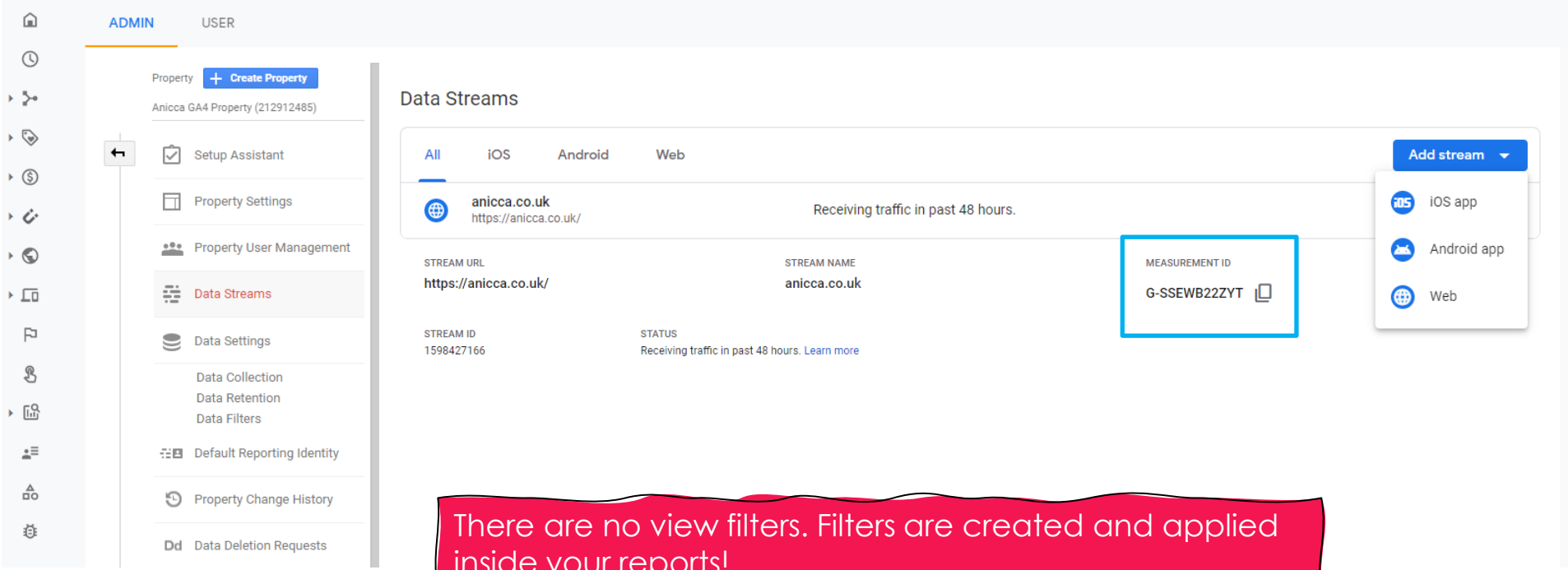
Data Streams instead of Views

Data streams can be used to separate out different sections of your website or app.
For separate websites create a separate property instead!



There are no view filters. Filters are created and applied inside your reports!

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GA4 As An Event Based Model

GA Events - Get to know them!

Automatically Collected Events

first_visit
session_start
language
page_location
page_referrer
page_title
screen_resolution
…

Enhanced Events

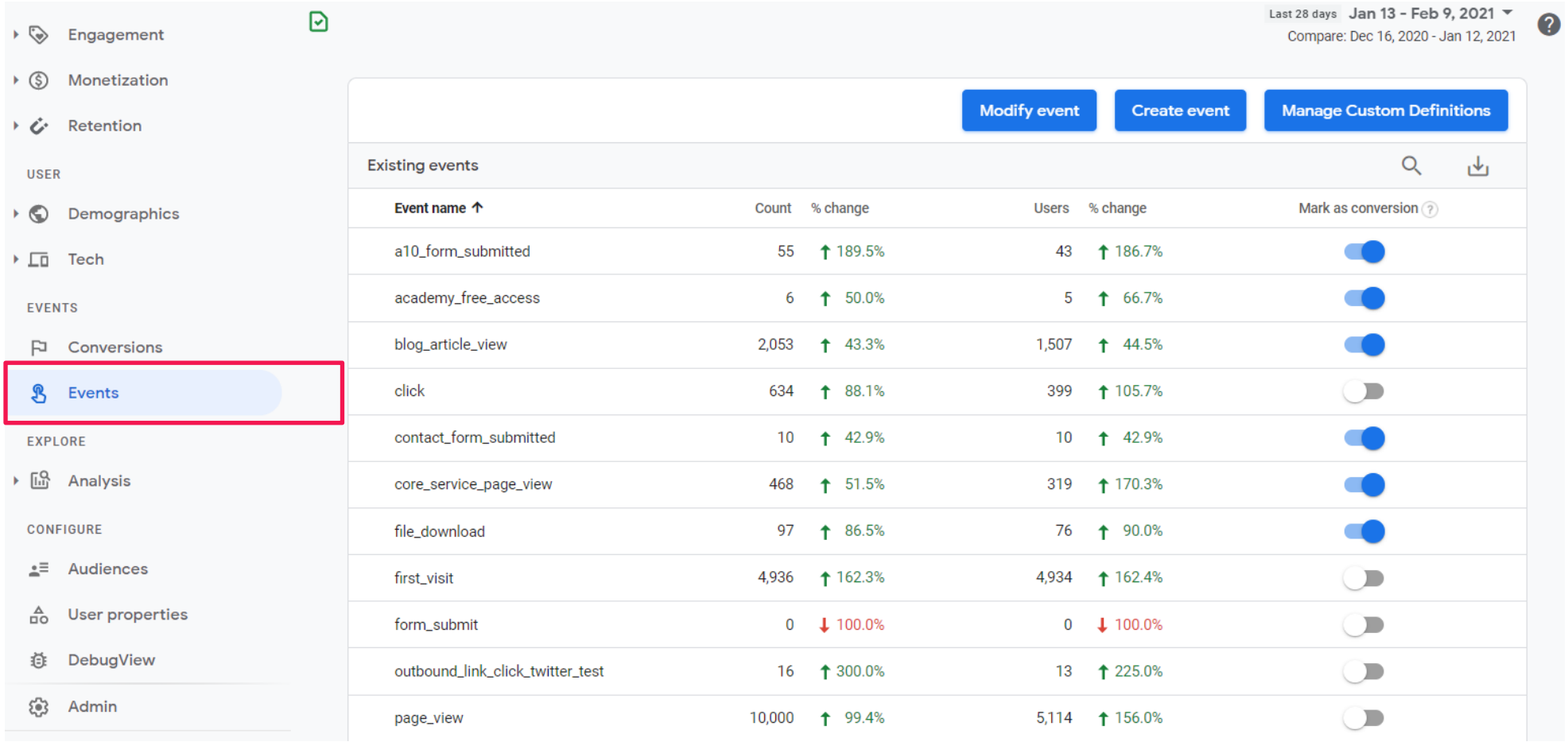
page_view
click (outbound clicks)
file_download
view_search_results
scroll
video_start
video_complete
…..

Recommended & Custom Events

Custom event
purchase
add_to_cart
begin_checkout
login
sign_up
Share
view_promotion
….

See full list here http://bit.ly/2Z35lvt

New Events



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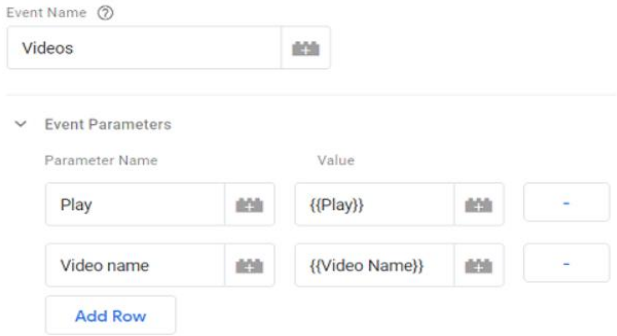
Send Parameters with Each Event

Send in extra information with each event.

Up to 25 parameters allowed with each event!



Measurement option / event	Triggered...	parameters
Page views page_view	each time the page loads or the browser history state is changed by the active site This event is collected automatically. You cannot turn off collection. An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState.	page_location (page URL), page_referrer (previous page URL)
Scrolls scroll	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	No parameters are collected
Outbound clicks click	each time a user clicks a link that leads away from the current domain	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	each time a user performs a site search, indicated by the presence of a URL query parameter By default, the event is triggered based on the presence of one of the following 5 parameters in the URL: • q • s • search • query • keyword You can optionally configure this option to look for search terms in other parameters.	search_term, optionally 'q_<additional key="">' (where <additional key="">matches an additional query parameter you specify to be collected under advanced settings)

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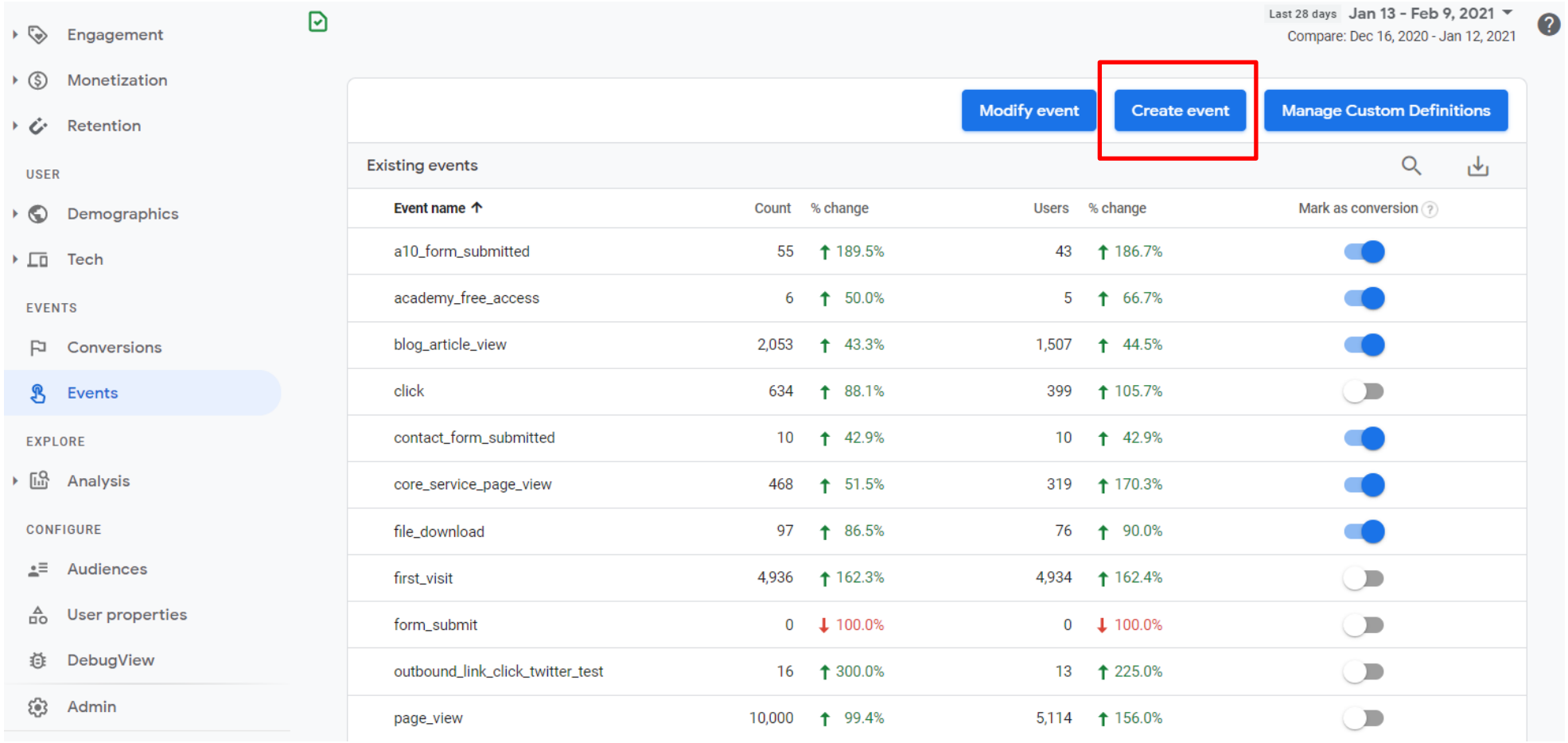
Creating New Events in GA4

Option 1 = Create Directly within GA4 by piggy backing off of existing events

Option 2 = Use Google Tag Manager

Option 1 Creating New Events within GA4



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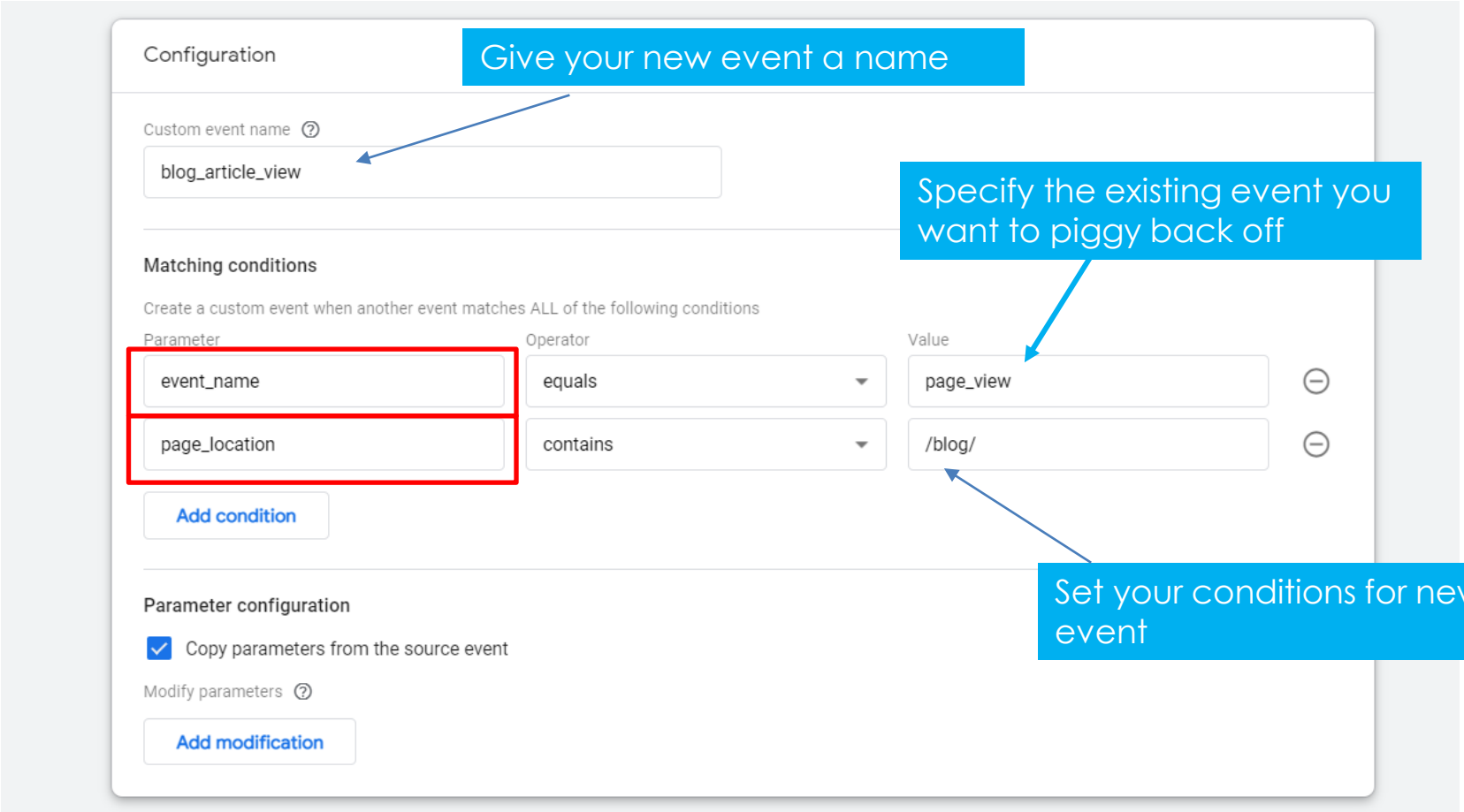
Example: Firing an event based on specific page



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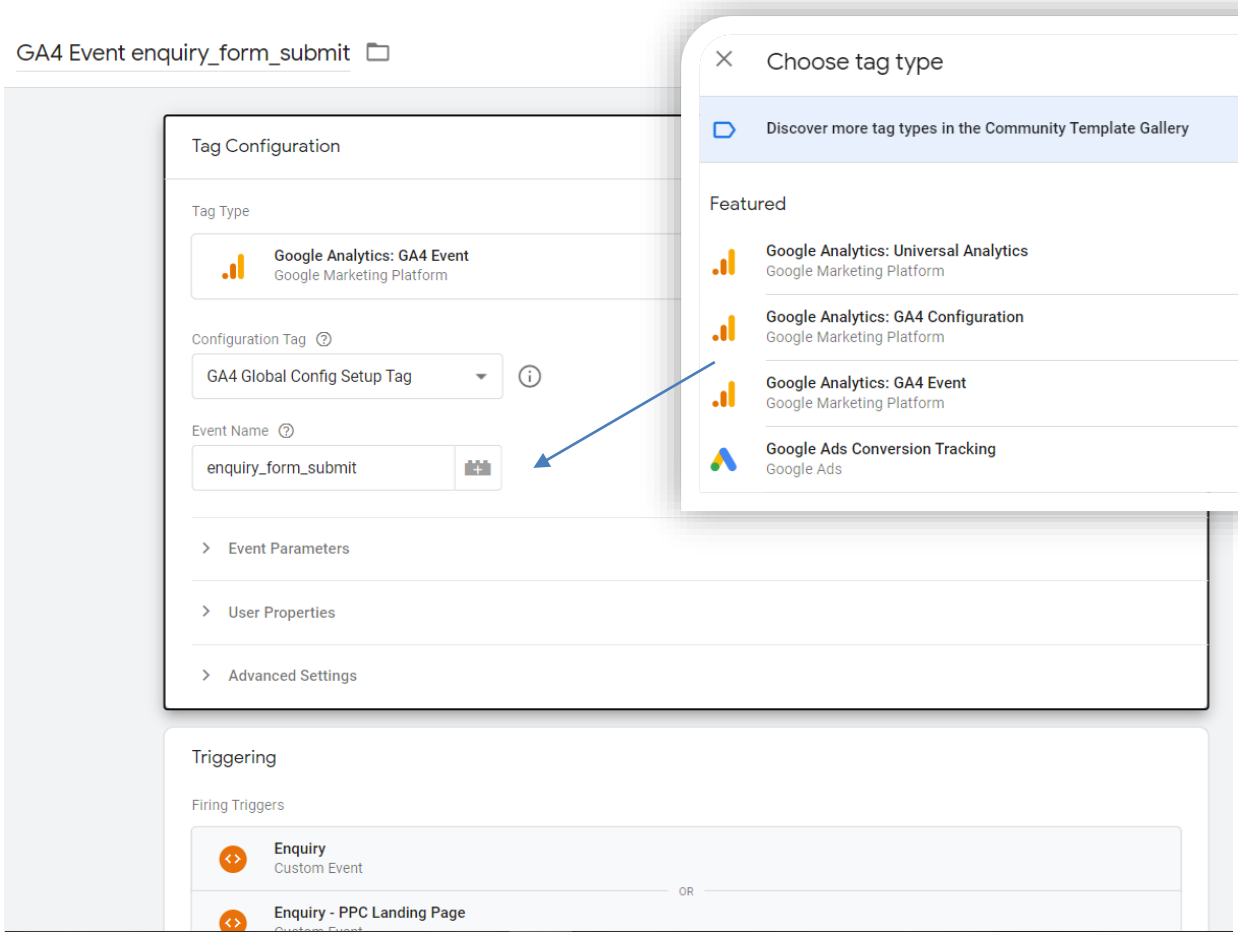
Option 2. Creating New GA4 Events Directly within Google Tag Manager

Do this when an existing event doesn't exist within your current Google Analytics

OR

If you have want to have more control over which types of event get fired



Tag Manager

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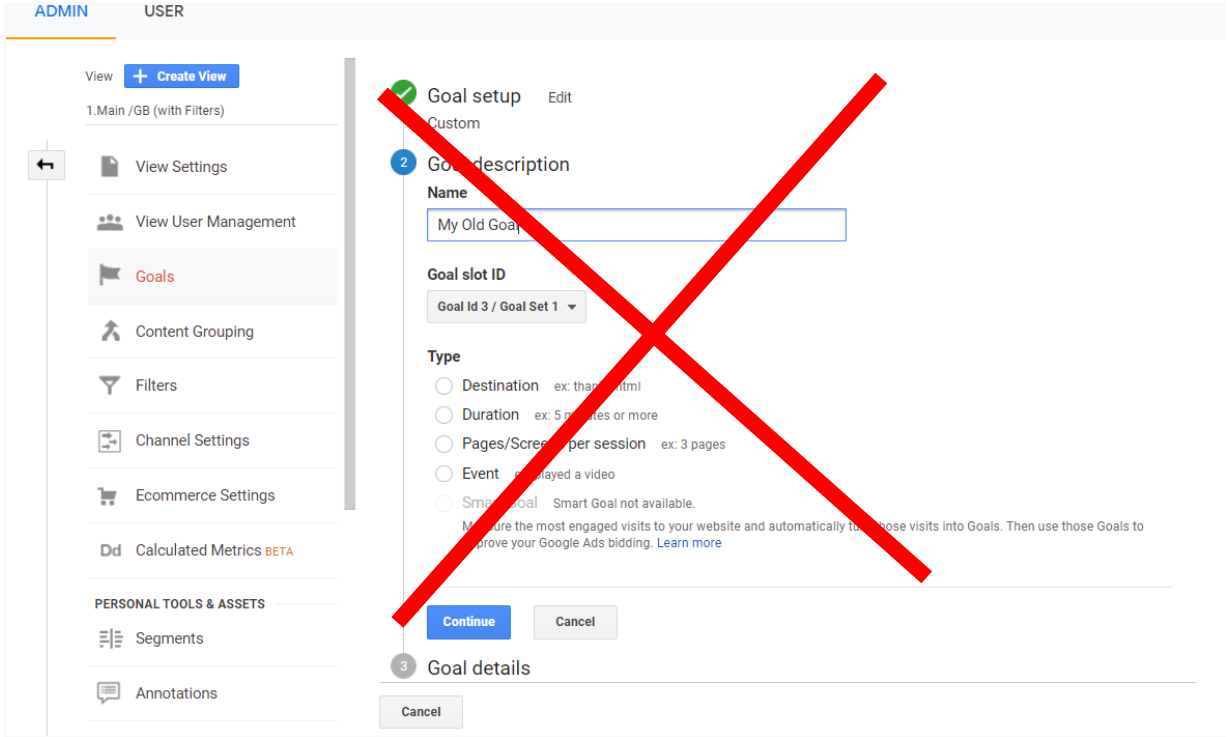
Conversion Tracking

RIP to Goals !

Goals do not exist in GA4



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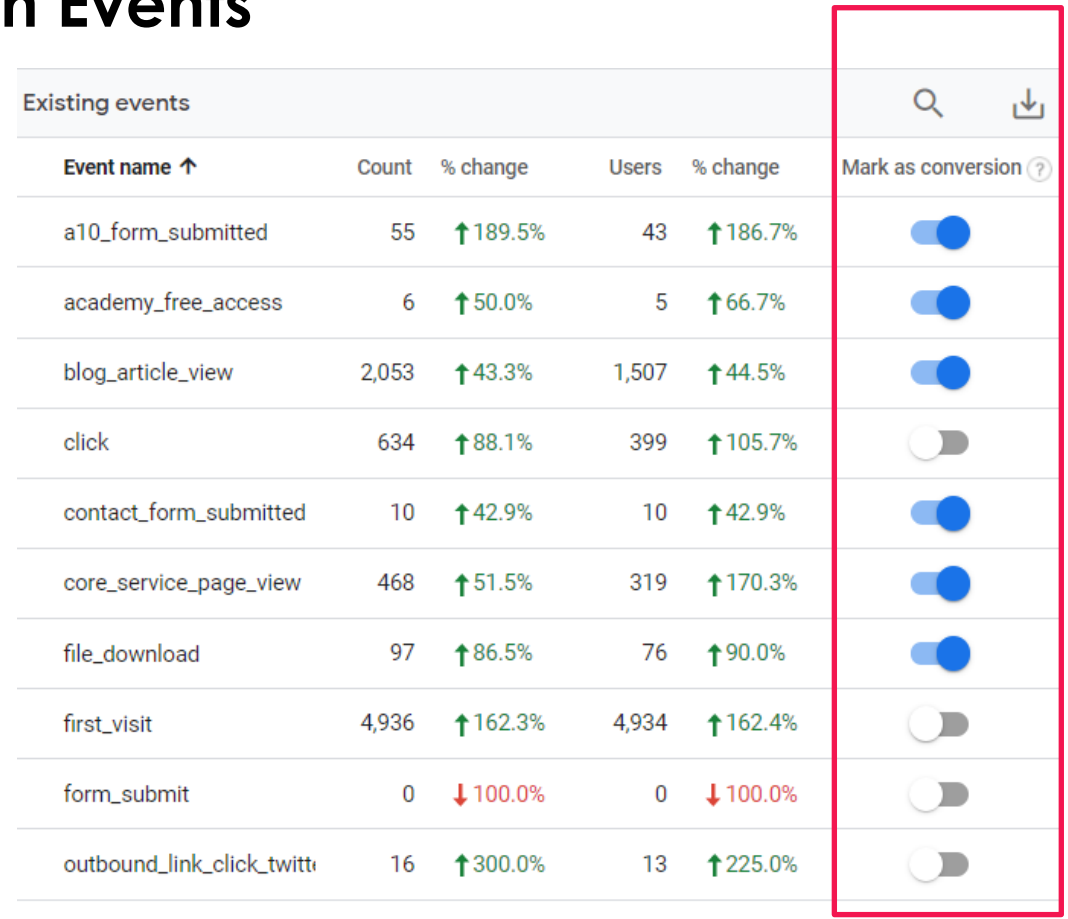
Say Hello to GA4 Conversion Events

Conversions are important actions you want your visitors to complete

1. Within GA 4 Goals are defined as conversions directly within the interface
2. Conversions can be either defined from existing events, created new or are predefined automatically
3. Certain events will be marked as conversion automatically eg purchase, eg in_app_purchase
4. Select upto 30 Conversions per property
5. Conversions are not retroactive
6. Turn on 'Enhanced Measurement' within Your Property Settings



Existing events

Event name ↑	Count	% change	Users	% change	Mark as conversion
a10_form_submitted	55	↑189.5%	43	↑186.7%	on
academy_free_access	6	↑50.0%	5	↑66.7%	on
blog_article_view	2,053	↑43.3%	1,507	↑44.5%	on
click	634	↑88.1%	399	↑105.7%	off
contact_form_submitted	10	↑42.9%	10	↑42.9%	on
core_service_page_view	468	↑51.5%	319	↑170.3%	on
file_download	97	↑86.5%	76	↑90.0%	on
first_visit	4,936	↑162.3%	4,934	↑162.4%	off
form_submit	0	↓100.0%	0	↓100.0%	off
outbound_link_click_twitt	16	↑300.0%	13	↑225.0%	off

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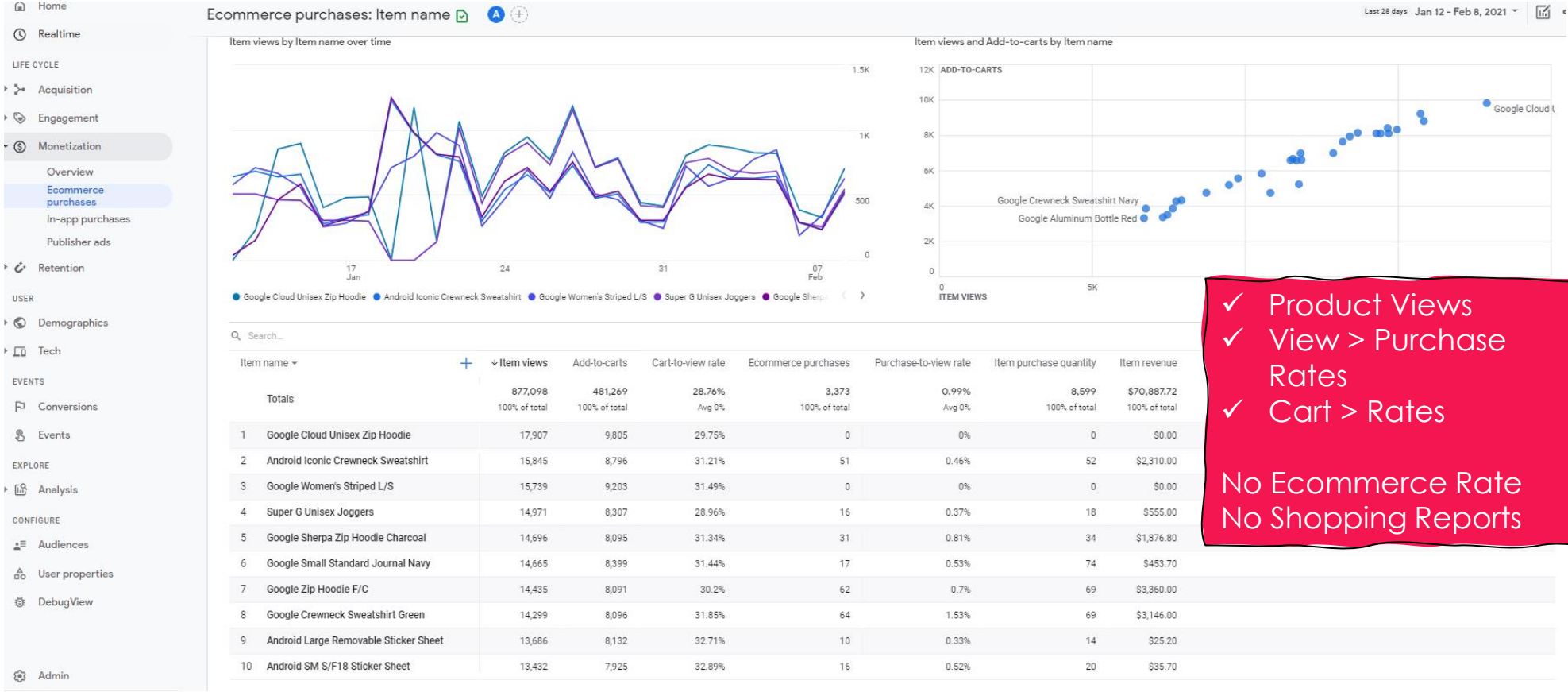
Ecommerce Reporting



Item name	↓ Item views	Add-to-carts	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
Totals	877,098 100% of total	481,269 100% of total	28.76% Avg 0%	3,373 100% of total	0.99% Avg 0%	8,599 100% of total	$70,887.72 100% of total
1 Google Cloud Unisex Zip Hoodie	17,907	9,805	29.75%	0	0%	0	$0.00
2 Android Iconic Crewneck Sweatshirt	15,845	8,796	31.21%	51	0.46%	52	$2,310.00
3 Google Women's Striped L/S	15,739	9,203	31.49%	0	0%	0	$0.00
4 Super G Unisex Joggers	14,971	8,307	28.96%	16	0.37%	18	$555.00
5 Google Sherpa Zip Hoodie Charcoal	14,696	8,095	31.34%	31	0.81%	34	$1,876.80
6 Google Small Standard Journal Navy	14,665	8,399	31.44%	17	0.53%	74	$453.70
7 Google Zip Hoodie F/C	14,435	8,091	30.2%	62	0.7%	69	$3,360.00
8 Google Crewneck Sweatshirt Green	14,299	8,096	31.85%	64	1.53%	69	$3,146.00
9 Android Large Removable Sticker Sheet	13,686	8,132	32.71%	10	0.33%	14	$25.20
10 Android SM S/F18 Sticker Sheet	13,432	7,925	32.89%	16	0.52%	20	$35.70

- ✓ Product Views
- ✓ View > Purchase Rates
- ✓ Cart > Rates

No Ecommerce Rate
No Shopping Reports

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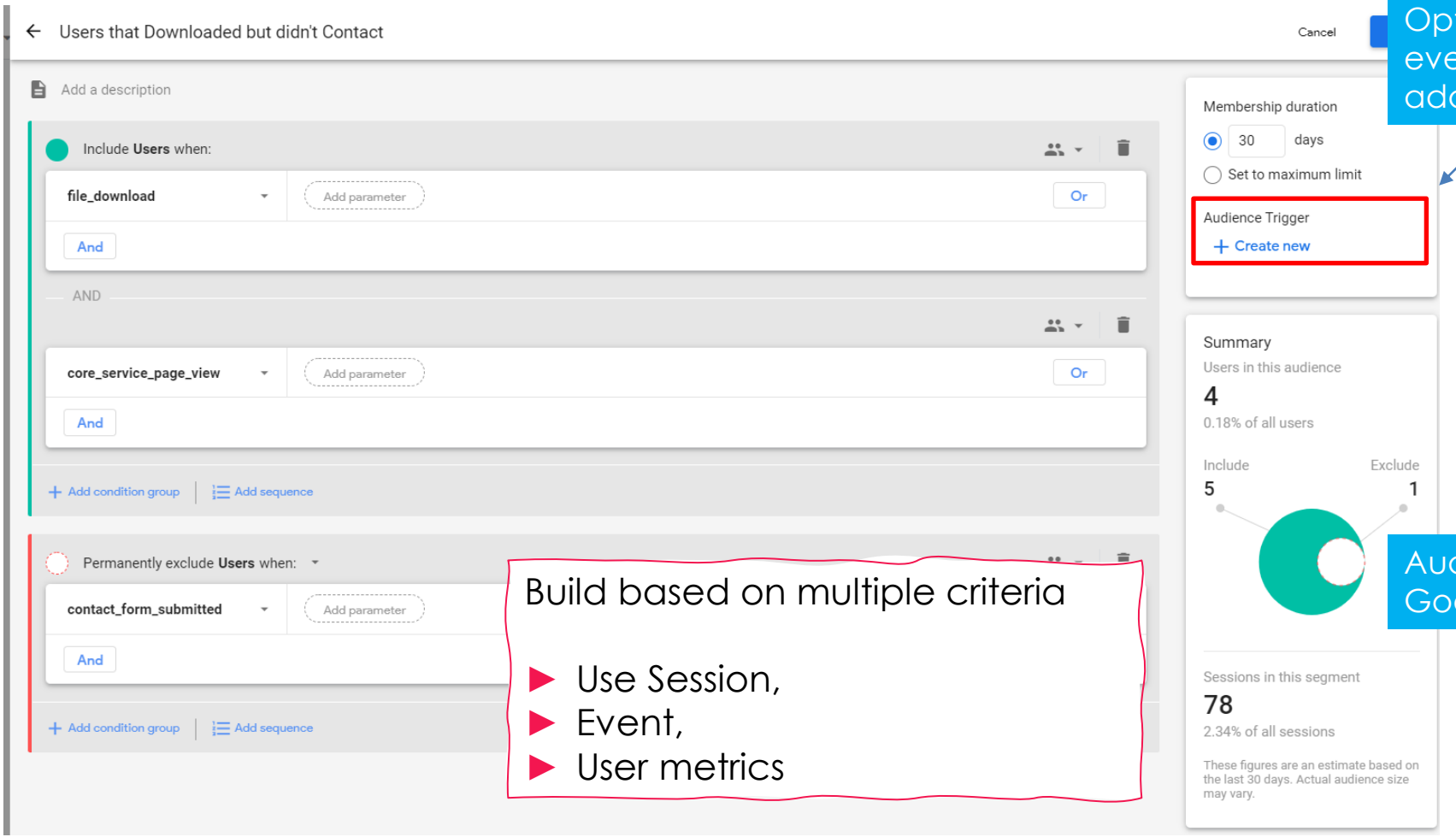
Ecommerce Tracking

- **New Ecommerce Tracking Schema**
- New tagging and setup required if you want to be able to use Ecommerce tracking
- Standard reporting of Ecommerce much more limited in GA4 than in previous version of Google Analytics
- Use Google Tag Manager where possible to implement – makes updating much less of a headache

Event	Trigger	Parameters
add_payment_info	when a user submits their payment information	coupon, currency, items, payment_type, value
add_shipping_info	when a user submits their shipping information	coupon, currency, items, shipping_tier, value
add_to_cart	when a user adds items to cart	currency, items, value
add_to_wishlist	when a user adds items to a wishlist	currency, items, value
begin_checkout	when a user begins checkout	coupon, currency, items, value
generate_lead	when a user submits a form or request for information	value, currency
purchase	when a user completes a purchase	affiliation, coupon, currency, items, transaction_id, shipping, tax, value (required parameter)
refund	when a refund is issued	affiliation, coupon, currency, items, transaction_id, shipping, tax, value
remove_from_cart	when a user removes items from a cart	currency, items, value
select_item	when an item is selected from a list	items, item_list_name, item_list_id
select_promotion	when a user selects a promotion	items, promotion_id, promotion_name, creative_name, creative_slot, location_id
view_cart	when a user views their cart	currency, items, value
view_item	when a user views an item	currency, items, value
view_item_list	when a user sees a list of items/offerings	items, item_list_name, item_list_id
view_promotion	when a promotion is shown to a user	items, promotion_id, promotion_name, creative_name, creative_slot, location_id

Audience Segmentation

New Audience Builder



Option to fire an event when user is added to list!

Build based on multiple criteria

- Use Session,
- Event,
- User metrics

Audiences sent to Google Ads

Google Ads

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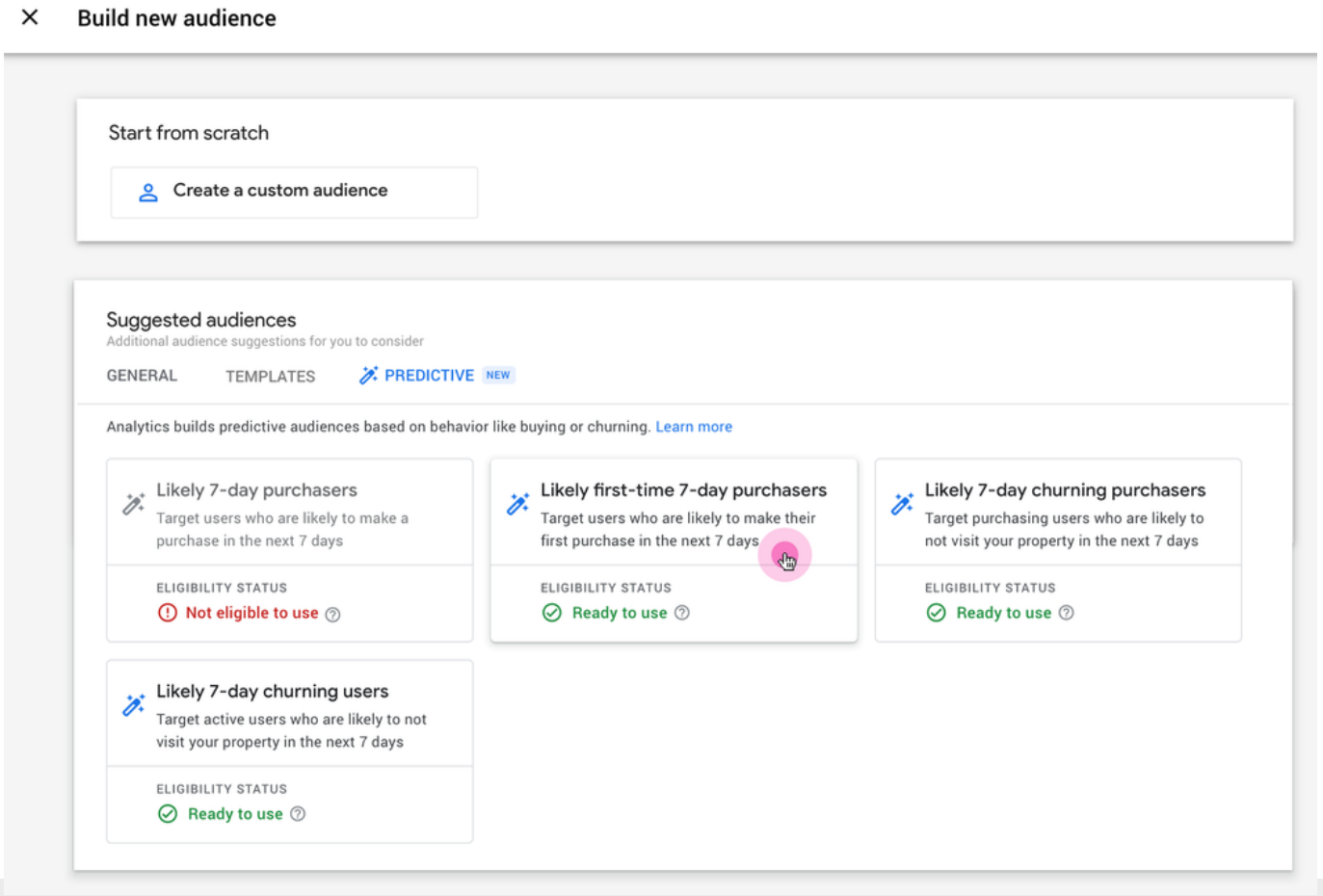
New Predictive Metrics*

- Purchase probability
- Churn probability
- Revenue prediction

*Minimum traffic & conversion required



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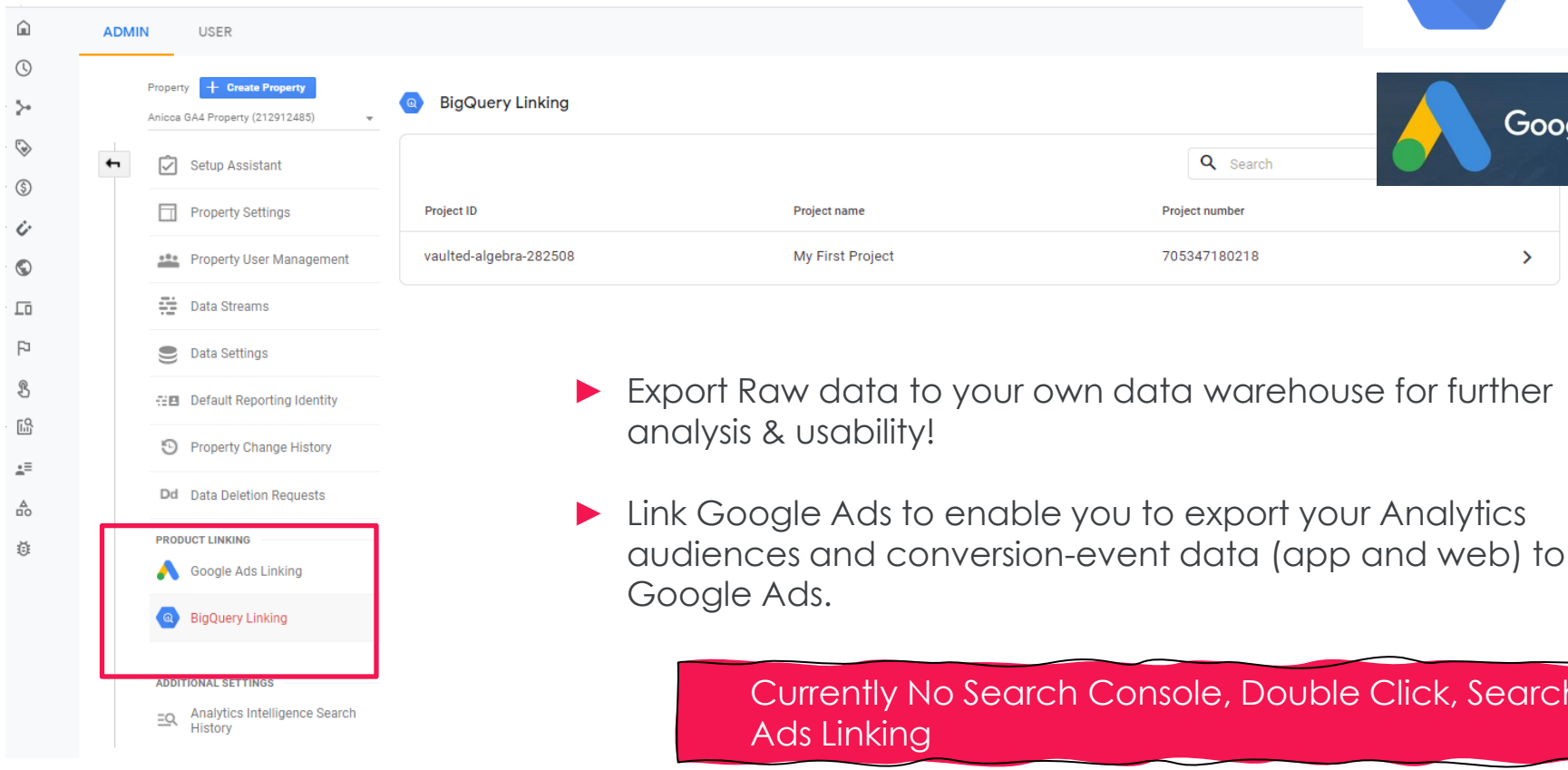
Integration

Big Query & Google Ads Integration



BigQuery

Google Ads

- Export Raw data to your own data warehouse for further analysis & usability!
- Link Google Ads to enable you to export your Analytics audiences and conversion-event data (app and web) to Google Ads.

Currently No Search Console, Double Click, Search Ads Linking

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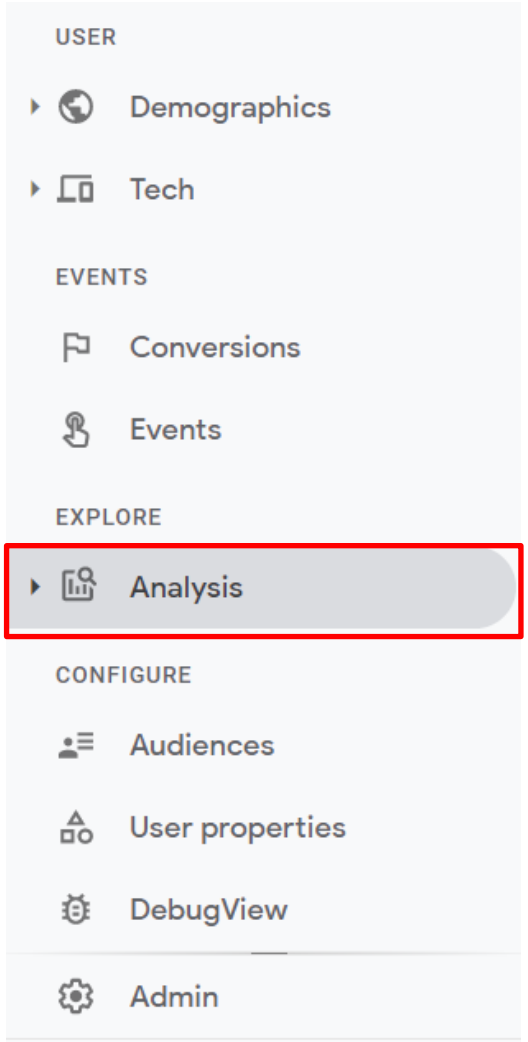
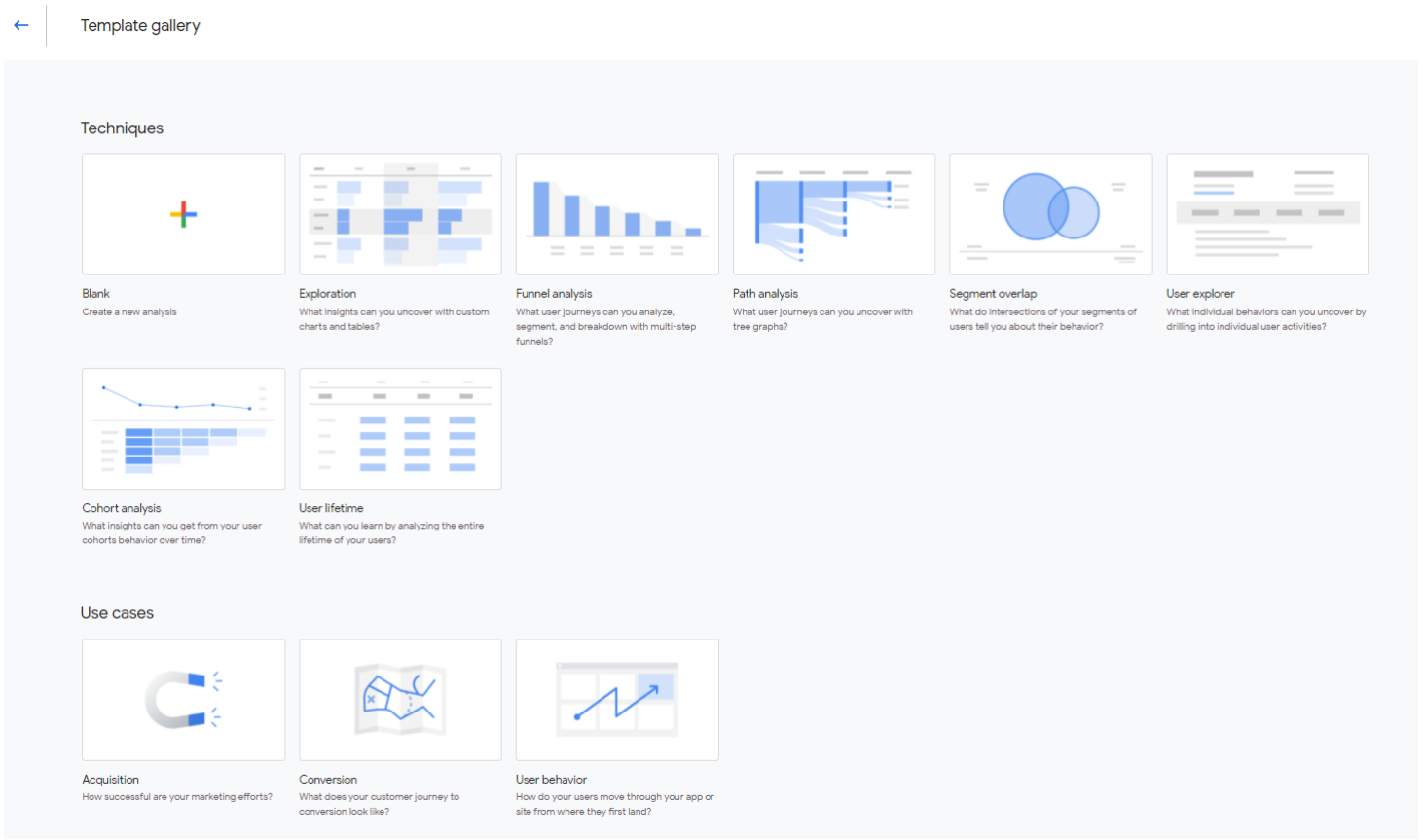
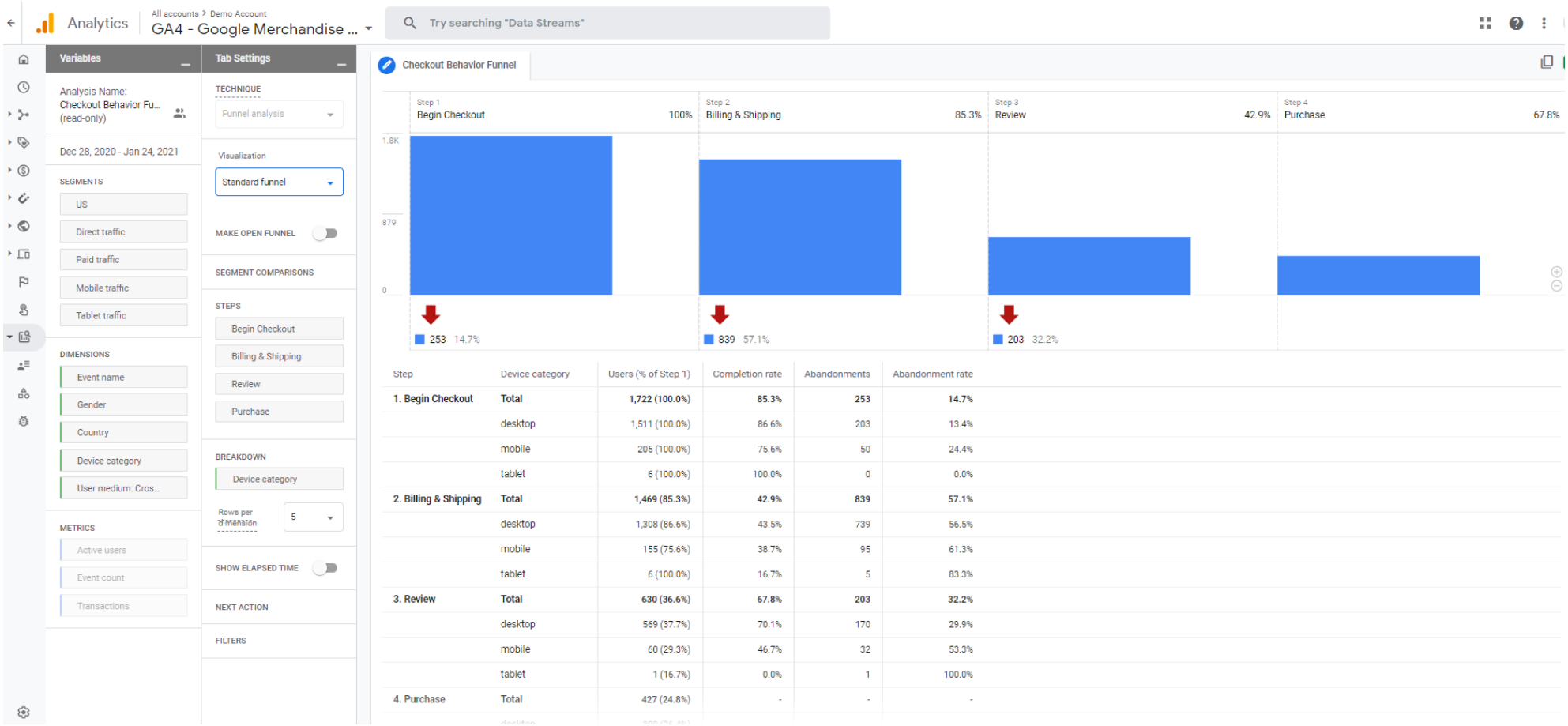
Analysis Hub (New)

New Template Gallery





Funnel Analysis – Build Your Own Funnels!



Step	Device category	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Begin Checkout	**Total**	**1,722 (100.0%)**	**85.3%**	**253**	**14.7%**
	desktop	1,511 (100.0%)	86.6%	203	13.4%
	mobile	205 (100.0%)	75.6%	50	24.4%
	tablet	6 (100.0%)	100.0%	0	0.0%
2. Billing & Shipping	**Total**	**1,469 (85.3%)**	**42.9%**	**839**	**57.1%**
	desktop	1,308 (86.6%)	43.5%	739	56.5%
	mobile	155 (75.6%)	38.7%	95	61.3%
	tablet	6 (100.0%)	16.7%	5	83.3%
3. Review	**Total**	**630 (36.6%)**	**67.8%**	**203**	**32.2%**
	desktop	569 (37.7%)	70.1%	170	29.9%
	mobile	60 (29.3%)	46.7%	32	53.3%
	tablet	1 (16.7%)	0.0%	1	100.0%
4. Purchase	Total	427 (24.8%)	-	-	-

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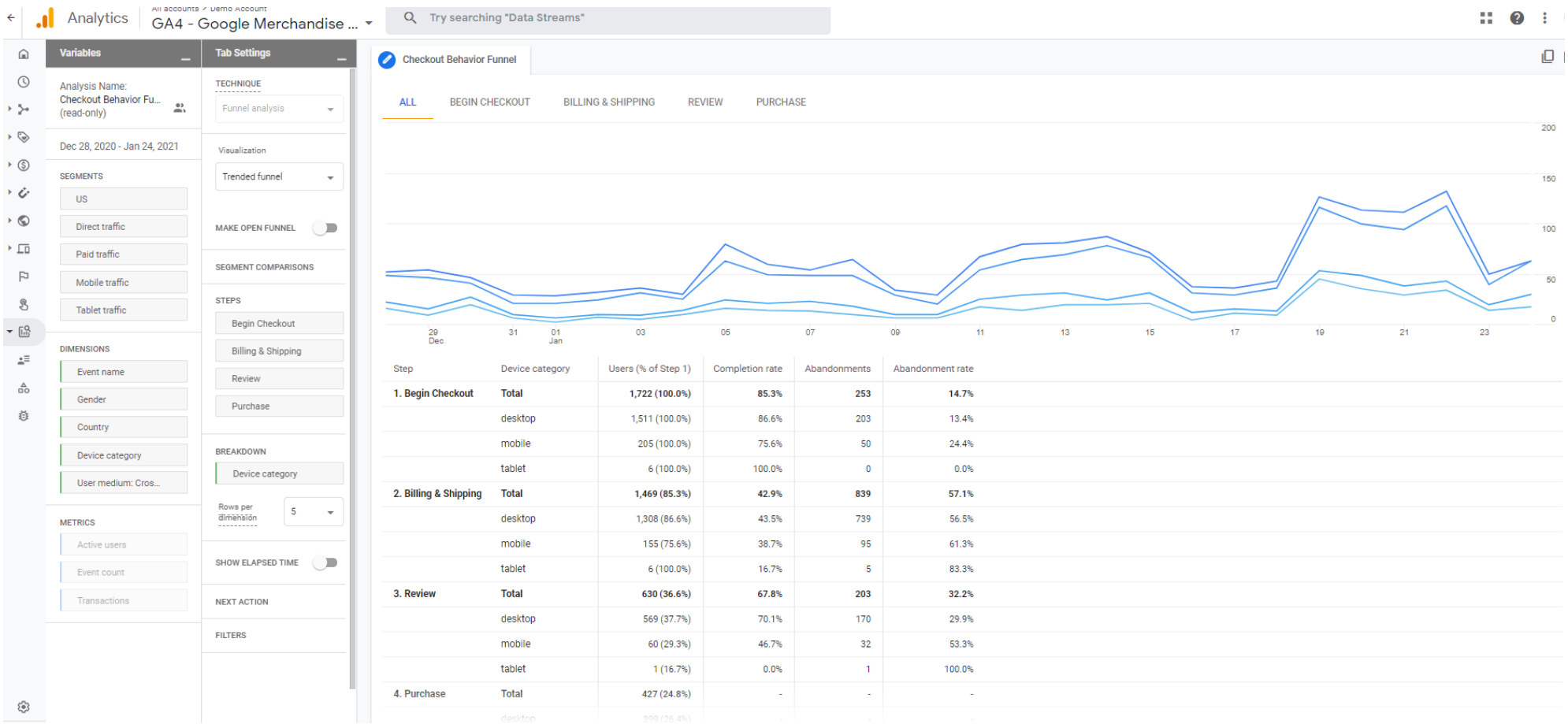
Funnel Analysis – Ecommerce Example (Trended funnel)



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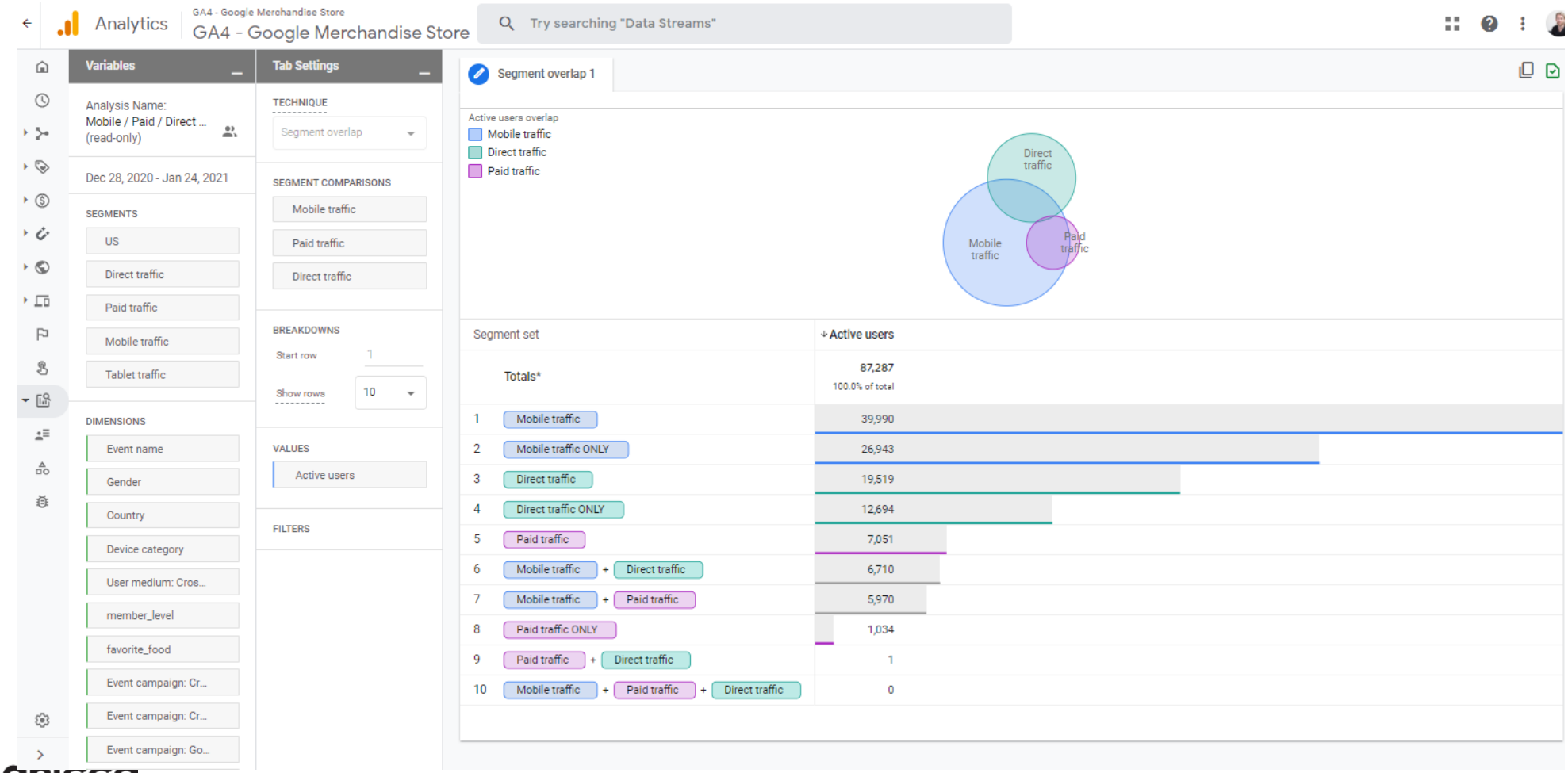
	tablet	1 (16.7%)	0.0%	1	100.0%
4. Purchase	Total	427 (24.8%)	-	-	-
	desktop	399 (26.4%)	-	-	-

Segment Overlap Report – Device Segment Example



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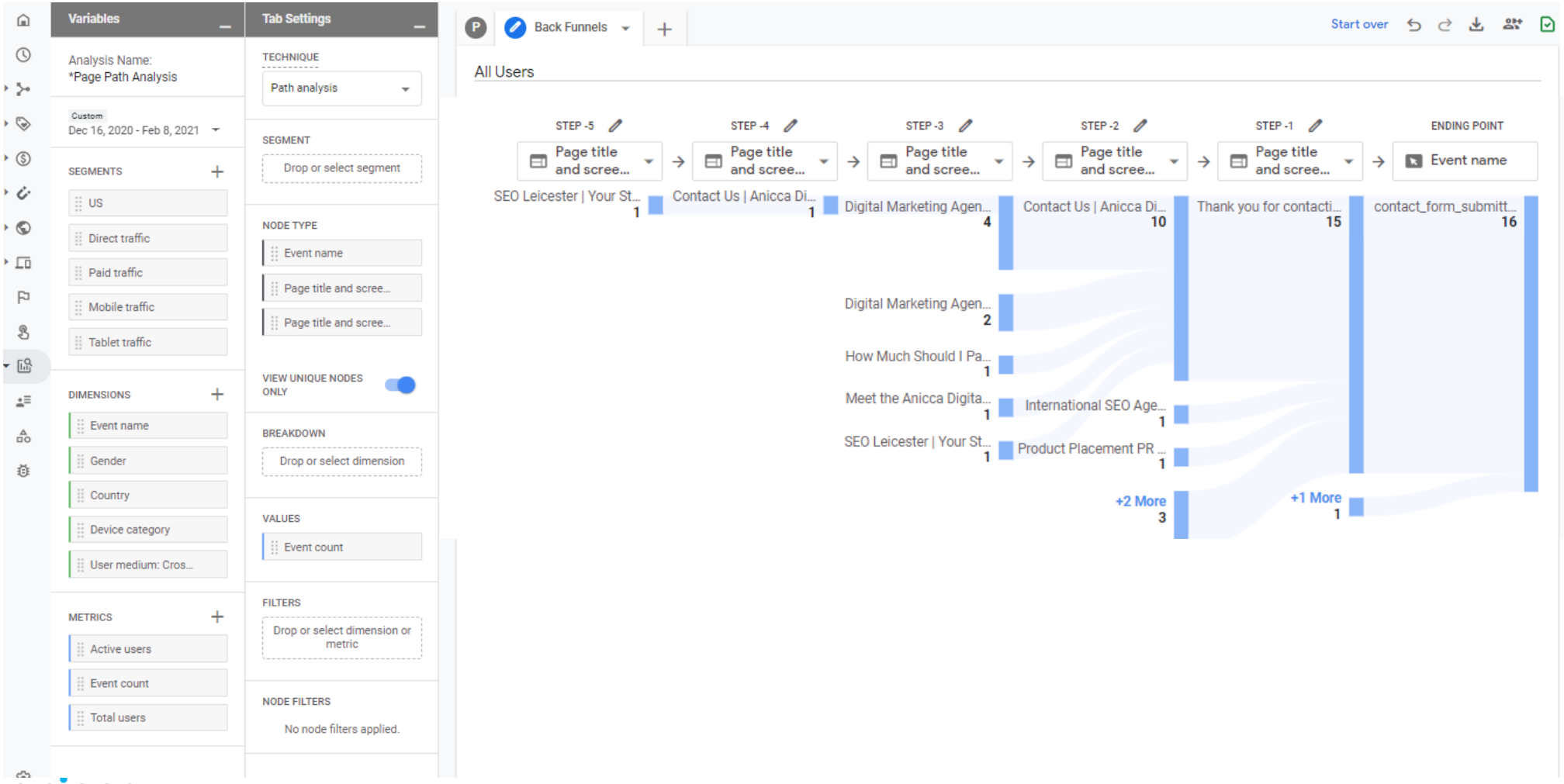
Path Analysis – Reverse Funnel Path



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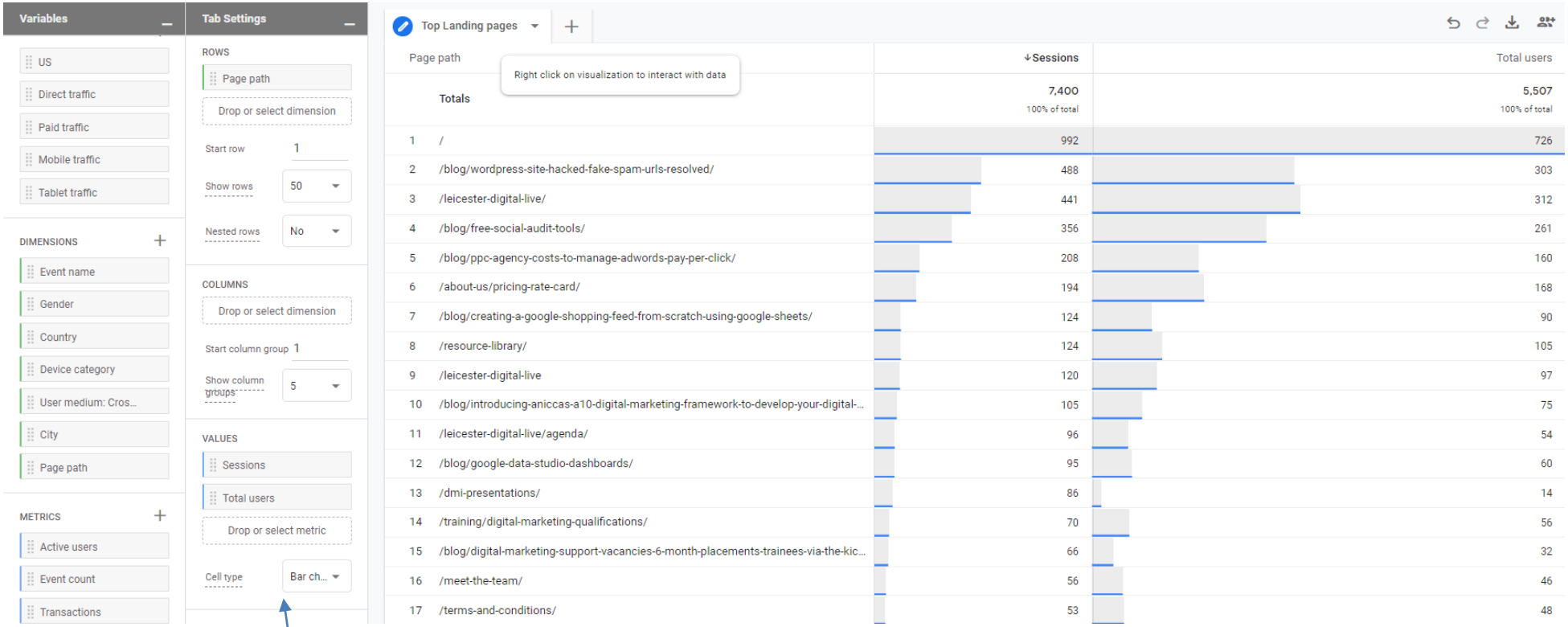
Exploration Report – Landing Page Report



Filtered by event: session_start

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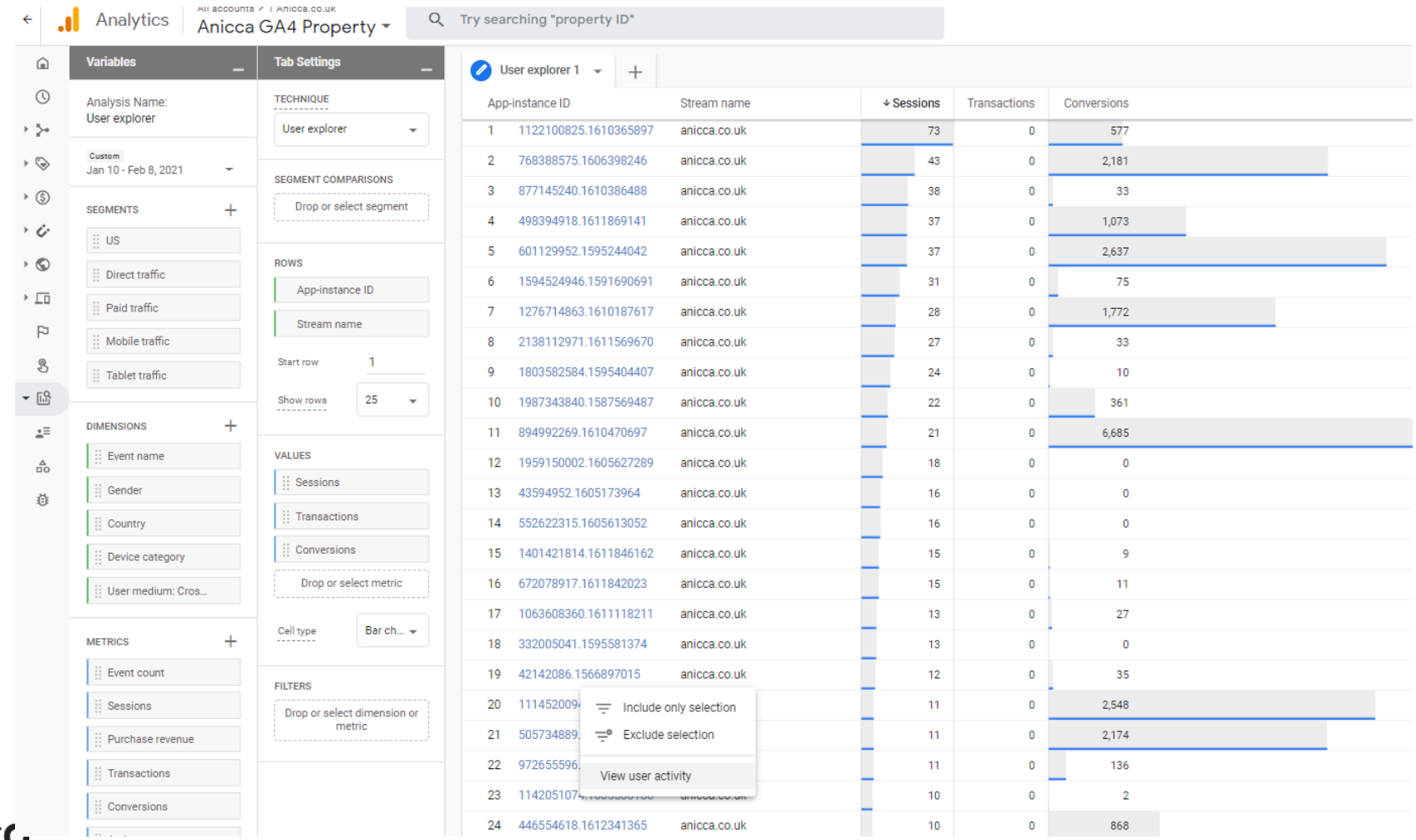
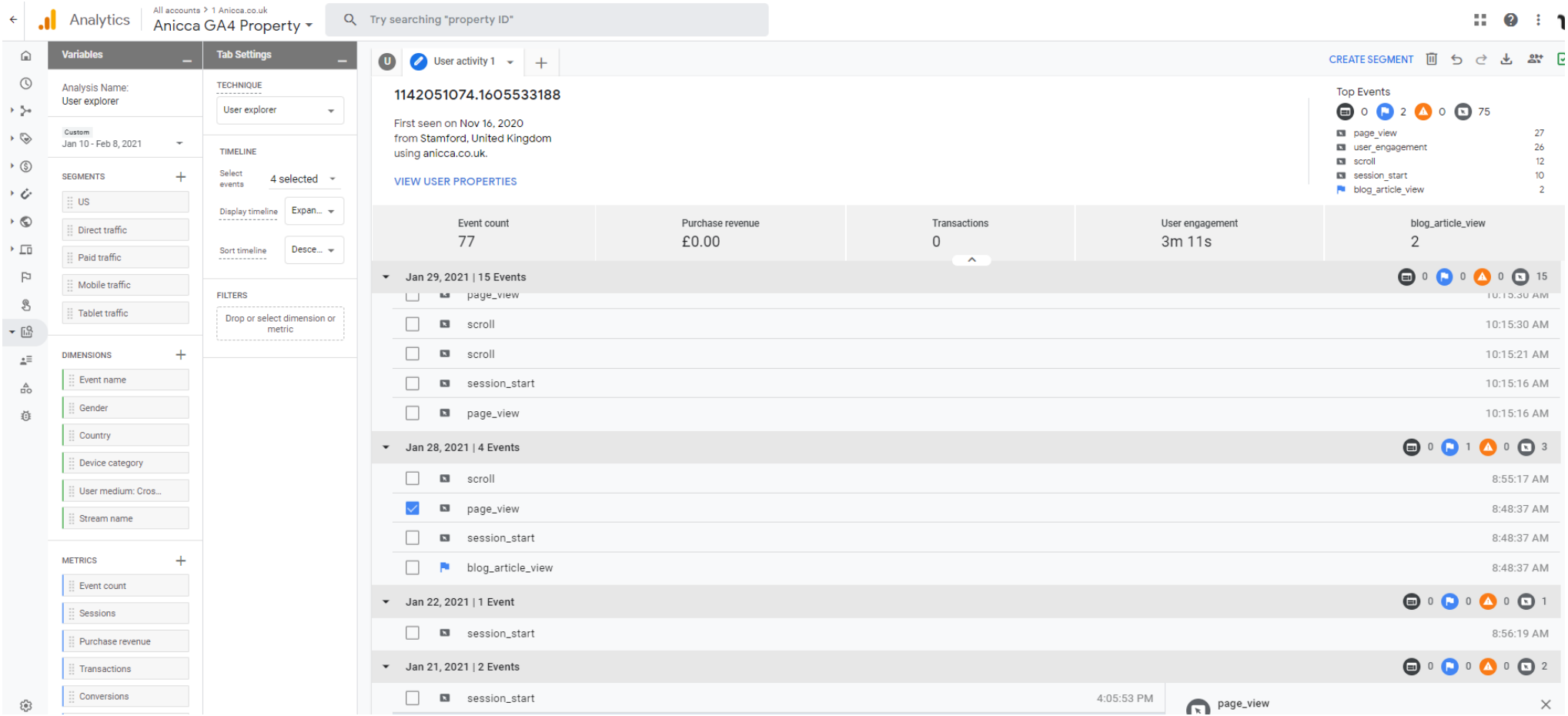
User Explorer Report



User Explorer Report



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Should I Upgrade to GA4 Yet?

- Basic Reporting can still be very challenging – no content grouping, content reporting
- Missing Attribution / Multichannel funnel components
- Missing referral exclusion lists
- Many integrations not available (optimize, campaign manager, SA360, Google Ads Manager, Google Search Console
- Still undergoing heavy development
- Limited Data studio connectors
- Limited filters available eg rewrites, lowercase etc
- Stream level user permissions not available
- Ecommerce still not missing some features of universal eg product level dimensions, pre built funnels etc

Recommendations

- **Duel Tag Your website** - run GA4 in Parallel with your Existing Universal Analytics – best of both worlds!
- **Create A New GA4 Property** within your existing account
- Add GA4 to your site
- Even if starting from scratch install Universal analytics (analytics.js)
- **Use Google Tag Manager**!

ACCESS THE DEMO ACCOUNT HERE http://bit.ly/3rDapTm

Thank you
Any Questions?

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