

A Guide to GOOGLE ANALYTICS 4



fusion180

Overview

Universal Analytics is sunseting as of July 2023 and being replaced by GA4, which will become the new standard of Google Analytics moving forward.

Organizations have already begun collecting GA4 data in parallel with their Universal Analytics accounts to more easily transition as the deadline approaches.

By transitioning now, you'll have enough time to set up everything correctly, start understanding the ins and outs of GA4, and ensure you can make accurate YoY/MoM comparisons.

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What is Google Analytics 4?

GA4 is built on a completely new architecture, one that leverages advances in data collection, cross-device tracking, and machine learning to evolve its platform, all while keeping user privacy in mind.

Why is it going to become the new standard?

Its goal is to give data teams a holistic view of how users are **engaging with all their digital touchpoints in a single view** (websites, apps, etc.) and layer advanced data science and predictive analytics on top of that so companies can **extract more meaningful insights**.

Its method of data collection also moves away from legacy methodologies that are becoming obsolete as a result of user privacy laws and cookie restrictions, meaning there will be **less gaps and better accuracy in your numbers**.



 Google Analytics

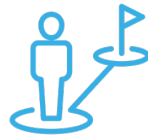


How does Google Analytics 4 differ from Google Analytics Universal?

There are many key differences between GA4 and GA Universal, some good and some bad, with the most important ones being:



GA4 can **measure cross-device data** across all your websites and mobile apps in a single view.



Its data model is based on **events and parameters** rather than sessions and pageviews.



There are **widespread changes to metrics** — new ones are being added, others are being removed, and the definitions for several are changing (examples on slide 6).



Many user touchpoints are **tracked by default** without additional coding required.



Has a **free BigQuery integration**, which allows you to leverage your data in more impactful ways.



Leverages AI, ML, and predictive analytics to help fill gaps in the data and uncover **more meaningful insights**.



Reporting capabilities in the **interface are not as robust**, which makes analysis more challenging (though other Google products can help with this).



Attribution modeling is **more restrictive**, making it difficult to compare between different models.

How do other Google products play a role in the setup and usage of GA4?

To get the most out of GA4, you'll want to utilize Google's full suite of tools to maximize your data collection and analysis capabilities. This includes Google Tag Manager, Looker Studio, and Google BigQuery.

1

GOOGLE TAG MANAGER

A tag management system that allows you to **manage and update all tracking codes across your various web properties** without the need for a developer. Utilizing this tool makes setting up and maintaining GA4 (and other) tracking tags much easier.

2

LOOKER STUDIO

With some of the out of the box reporting capabilities of GA Universal not making their way into GA4, Looker Studio helps bridge that gap by giving companies the ability to build **visually compelling reports/dashboards and dive deeper into their data.**

3

GOOGLE BIGQUERY

A cloud-based, highly scalable data warehouse that comes with a built-in query engine. Enabling Google BigQuery allows you to **export all your raw GA4 data and combine it with other sources for more in-depth data analysis.**

How does this impact my existing reports and dashboards that use Google Analytics Universal?

Unfortunately, any existing reports/dashboards will likely have to be rebuilt after the transition is complete. This is due to a variety of reasons:

- ▶ The API connector for GA4 is different than GA Universal, so your reports need to point to the new GA4 account.
- ▶ Metrics such as bounce rate, unique pageviews, and unique events are being removed.
- ▶ Metrics such as active users, engagement rate, and average engagement time are being added.
- ▶ Channel names are changing, including the addition of “cross-network” to capture Performance Max and Smart Shopping activity.
- ▶ Events are no longer based on category, action, and label values. Now it's based on event names and parameters.
- ▶ Goals no longer exist, and other ecommerce and attribution reports have changed significantly.
- ▶ The list goes on....

What do I need to think about as I transition to Google Analytics 4?

To get ahead of the transition, we recommend clients kickoff discussions about the below points internally:

- ▶ If you have multiple websites and mobile apps, how do you want to structure your GA4 account in order to keep your data organized?
- ▶ Are there additional events that you want to track outside of what is being [automatically collected in GA4](#)?
- ▶ Do you want to take advantage of the additional Google products detailed on slide 5 to improve analytics processes and enhance reporting output?
- ▶ Is your website compliant with privacy policy and cookie consent laws?
- ▶ Do you want to take advantage of [Google Signals](#) to enhance cross-device tracking and help fill in any gaps with your data?

How can Fusion180 help?

We specialize in analytics, data, and technology for the marketing industry, so this is right up our alley. **We can help you with the full end-to-end process** as you make the transition to GA4, which includes:

- ▶ **Crafting an analytics strategy** tailored to you based on your business and marketing requirements.
- ▶ **Defining the tech stack** needed to execute on the final strategy/requirements.
- ▶ **Leading the setup and technical implementation** of GA4, Tag Manager, Looker Studio, BigQuery, and any other platforms identified during the tech stack development.
- ▶ **Validating that your data is accurate** and coming in correctly once the setup is complete.
- ▶ **Helping develop consistent and standardized naming conventions** that adhere to best practices.
- ▶ **Building custom reports and dashboards** to help you make smarter and more informed decisions.
- ▶ **Providing trainings** so your team can get maximum value from everything we put in place.

Ready to get started? Visit us today:

<https://fusion180.com/analytics/ga4/>



THANK YOU



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