

# GA4 Anxiety? Get on Track for the July 1 Conversion

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WebStrategies



# Who are we?



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# GA4 Overview



# GA4 Overview

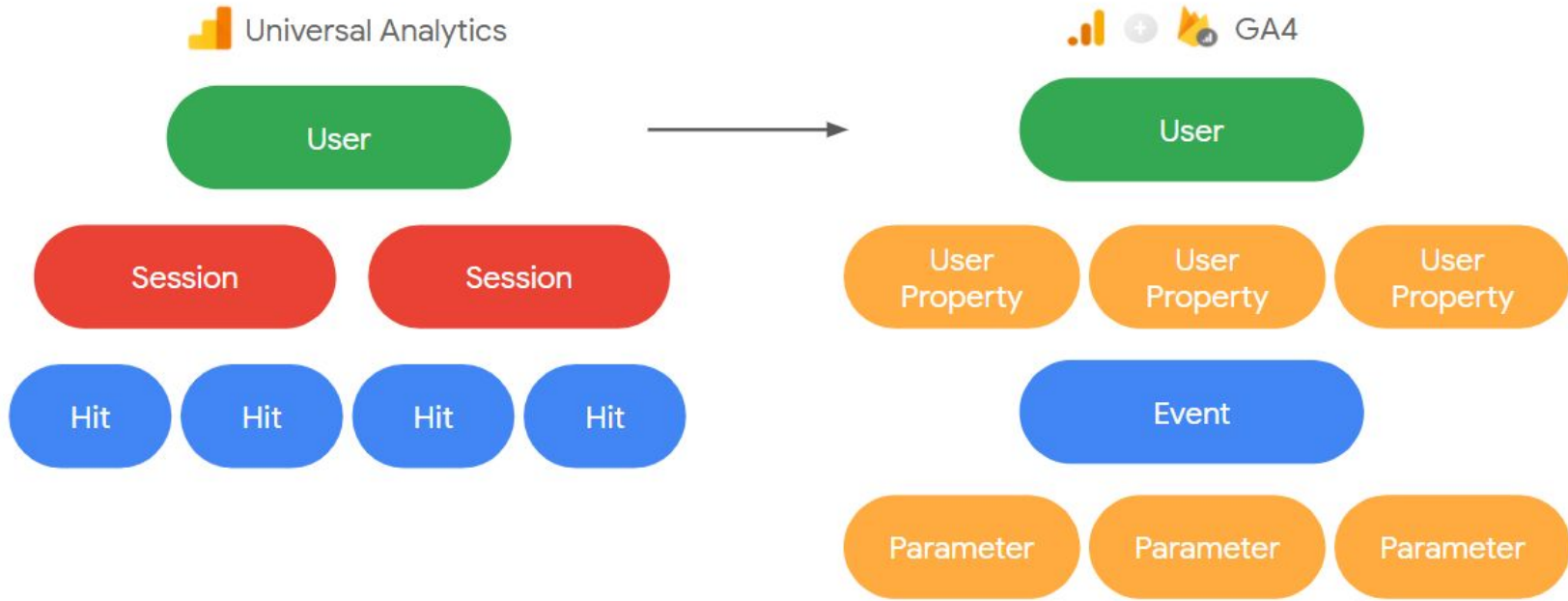
“The future of measurement”

- Launched in October 2020
- Can collect both website and app data in the same account via Data Streams
- Uses event-based data instead of session-based
- Predictive capabilities offer guidance without complex models
- Includes privacy controls such as cookieless measurement, and behavioral and conversion modeling
- User journey is emphasized more
- Dashboard can be customized

**Universal Analytics will stop processing hits on July 1, 2023.**



# GA4 Overview



**In GA4, everything is considered an event!**

**Which means UA data and GA4 data aren't directly comparable.**



# Step-by-Step to GA4 Setup

## 1. Do the Prep Work

- ✓ Attend this webinar!
- ✓ Read and watch more about UA > GA migration

## 2. Basic Setup

- ✓ Set up a GA4 account from your Universal Analytics account
- ✓ Set up a Data Stream in GA4
- ✓ Add a configuration tag website (via Google Tag Manager)

## 3. Verify Tracking

- ✓ After 2 weeks, compare UA and GA4 sessions and users to make sure there isn't a large discrepancy.

## 4. Custom Setup and Decisions

- ✓ Set up cross-domains for all websites you want to track
- ✓ Set up event tracking on Loan Origination Software. May require

additional Google Tag Manager configuration.

- ✓ Configure conversions to track the most important events
- ✓ Set up dashboards/reporting to focus on key metrics

## 5. Dig in!



# Key Benefits & Differences



# Key Benefits and Differences

Tracking Item/Data	Impact On CU's	GA4	UA
<b>Data Collection &amp; Privacy</b>	Challenging	<ul style="list-style-type: none"><li>● No IP addresses collected</li><li>● Data retention options (2-14 months for user specific data).</li></ul>	<ul style="list-style-type: none"><li>● IP addresses available unless anonymized</li><li>● Data retention period is fully customizable and can be removed</li></ul>
<b>User Journey</b>	Advantageous	<ul style="list-style-type: none"><li>● Multiple data streams per property<ul style="list-style-type: none"><li>○ Includes website and mobile app information in one place</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Single data stream</li></ul>
<b>Key Data Elements</b>	Neutral	<ul style="list-style-type: none"><li>● Engagement</li><li>● Monetization</li><li>● Acquisition</li></ul>	<ul style="list-style-type: none"><li>● Behavior</li><li>● Conversions</li><li>● Acquisition</li></ul>
<b>Acquisition Data</b>	Neutral	<ul style="list-style-type: none"><li>● Breaks into three buckets<ul style="list-style-type: none"><li>○ Overview, User, Traffic</li><li>○ For both users and sessions</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Everything lumped in one bucket</li></ul>





# Key Benefits and Differences

Tracking Item/Data	Impact On CU's	GA4	UA
<b>Engagement Metrics</b>	Advantageous	<ul style="list-style-type: none"><li>● Engaged sessions<ul style="list-style-type: none"><li>○ Longer than 10 seconds</li><li>○ Had a conversion event</li><li>○ Two or more screen or pageviews</li></ul></li><li>● Engagement rate</li><li>● Engaged sessions per user</li><li>● Average engagement time</li><li>● Bounce rate</li></ul>	<ul style="list-style-type: none"><li>● Bounce rate</li><li>● Pages/session</li><li>● Avg. session duration</li></ul>
<b>Monetization</b>	N/A	<ul style="list-style-type: none"><li>● All revenue streams are considered (ad revenue, in-app sales, ecommerce)</li><li>● Useless unless you track something with direct monetary value</li></ul>	<ul style="list-style-type: none"><li>● Only included ecommerce</li></ul>



# Key Benefits and Differences

Tracking Item/Data	Impact On CU's	GA4	UA
<b>Event &amp; Conversion Tracking</b>	Advantageous	<ul style="list-style-type: none"><li>● Parameters</li><li>● Enhanced measurement<ul style="list-style-type: none"><li>○ Page views</li><li>○ Downloads</li><li>○ Outbound clicks</li><li>○ Video engagement</li><li>○ Scrolls</li></ul></li><li>● In-platform event creation</li></ul>	<ul style="list-style-type: none"><li>● Action</li><li>● Category</li><li>● Label</li></ul>
<b>Attribution Reporting</b>	Advantageous	<ul style="list-style-type: none"><li>● Data driven attribution model for Google Ads (distributes conversion credit across multiple interactions)</li></ul>	<ul style="list-style-type: none"><li>● Relies on last click interaction</li></ul>
<b>Historical Data Access</b>	Challenging	<ul style="list-style-type: none"><li>● Only 14 mos. live, historical data via BigQuery</li></ul>	<ul style="list-style-type: none"><li>● Available for set retention period</li></ul>



# Key Benefits and Differences

## Summary

- Better data privacy
- Data retention options
- Improved tracking of mobile apps
- More emphasis on retention and turning members into promoters
- Multiple data streams per property (ex: website, mobile app)
- Ability to query historical data via BigQuery
- More automated event tracking



Customer/Member at the Center

[Image Source:](#)  
[Growthrocket.com](https://www.growthrocket.com)



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# GA4 Demo



# Summary:

- Official GA4 transition date - July 1, 2023
- Provides a platform for websites and mobile applications
- Emphasized the users journey
- More advanced event tracking
- Improved reporting via customized dashboards



⚠ On July 1, 2023, this property will stop processing data. Starting in March 2023, for continued website measurement, migrate your original property settings to a Google Analytics 4 (GA4) property, or they'll be copied for you to an existing GA4 property, reusing existing site tags.

Dismiss Learn more Manage GA4 migration

- If you want to opt out, do so by February 28th
  - If you don't opt out, Google will attempt to recreate events & conversions based on your UA set up, but it won't necessarily work if you are using Google Tag Manager to manage your site tags. Not recommended.
  - Instructions to opt out [here](#).

# Questions?

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