How to smoothly transition to GA4 and gain actionable audience insights.

Today's Agenda

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01   **Who is Medium Giant?**

02   **Here's what you need to know about GA4.**

03   **Here's how to identify your next steps.**

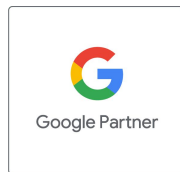04   **Here's a use case.**

WHO IS MEDIUM GIANT?

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We're a media + marketing company.

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Creative + Content

Intelligence + Strategy

Media + Technology

m.g
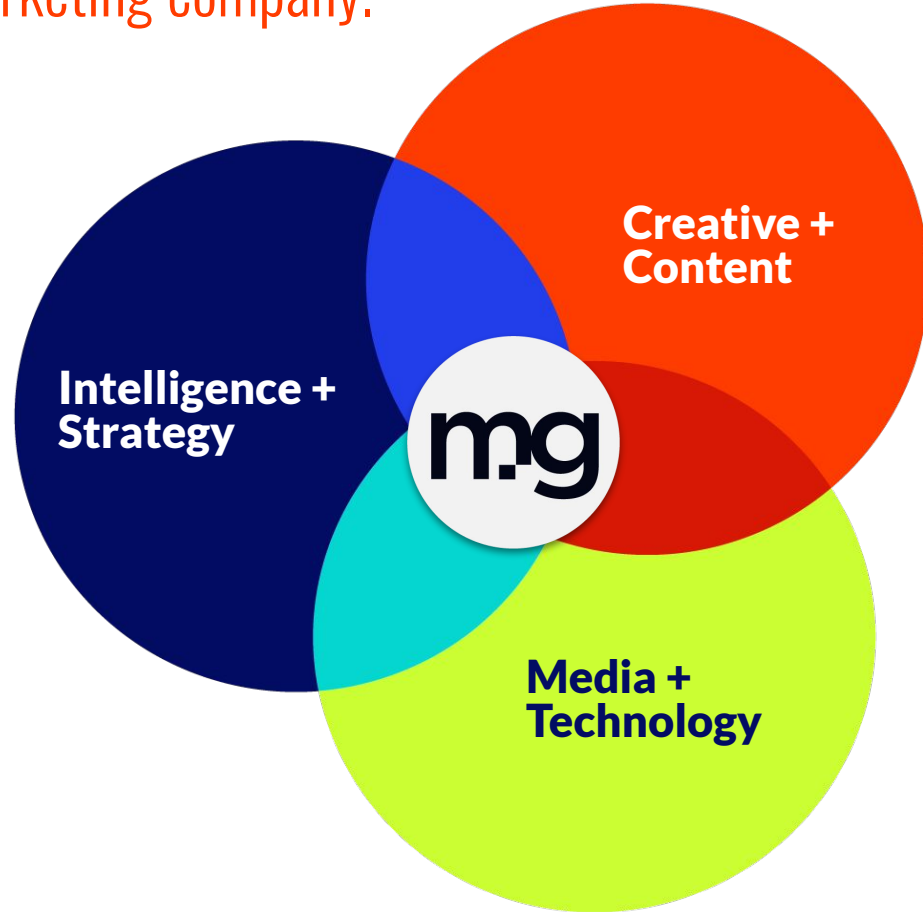
Here's our experience with analytics.

EXPERIENCE	CERTIFICATIONS	TOOLS

Google Analytics 4

20+ Brands

Google Partner

Google Analytics

Google Tag Manager

TEALIUM

Adobe Analytics

TWILIO segment

AppsFlyer

branch

Meet the Giants speaking today.

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Ian Stewart

DIGITAL ANALYTICS
LinkedIn

Blaine McGaffigan

GROWTH MARKETING
LinkedIn

Rachel Maynard

DIGITAL EXPERIENCE
LinkedIn

Andrew Dutcher

INBOUND MARKETING
LinkedIn

HERE'S WHAT YOU NEED TO KNOW ABOUT GA4

Google is forcing the transition to Google Analytics 4 on **July 1, 2023**.

SO WHAT?

Analytics has the power to transform your business by enabling you to make smarter, data-driven decisions that optimize your digital strategy and lead to increased revenue, customer satisfaction, and brand loyalty.

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Here are 3 critical need-to-knows about the GA4 transition.

There is a new data model.

We'll explain what it is.

There is a new interface.

We'll show it to you.

Historical data will be lost.

We'll help you decide what to keep.

The GA4 data model is completely different.

WHAT'S DIFFERENT?

Google Analytics 4 leverages an event-based data model in which events are the building blocks of data collection

WHY SHOULD I CARE?

➔ Setup is not turnkey — configuration is required to define events
➔ Greater flexibility in what behaviors can be tracked
➔ Enables a more complete view of user behavior across devices and channels
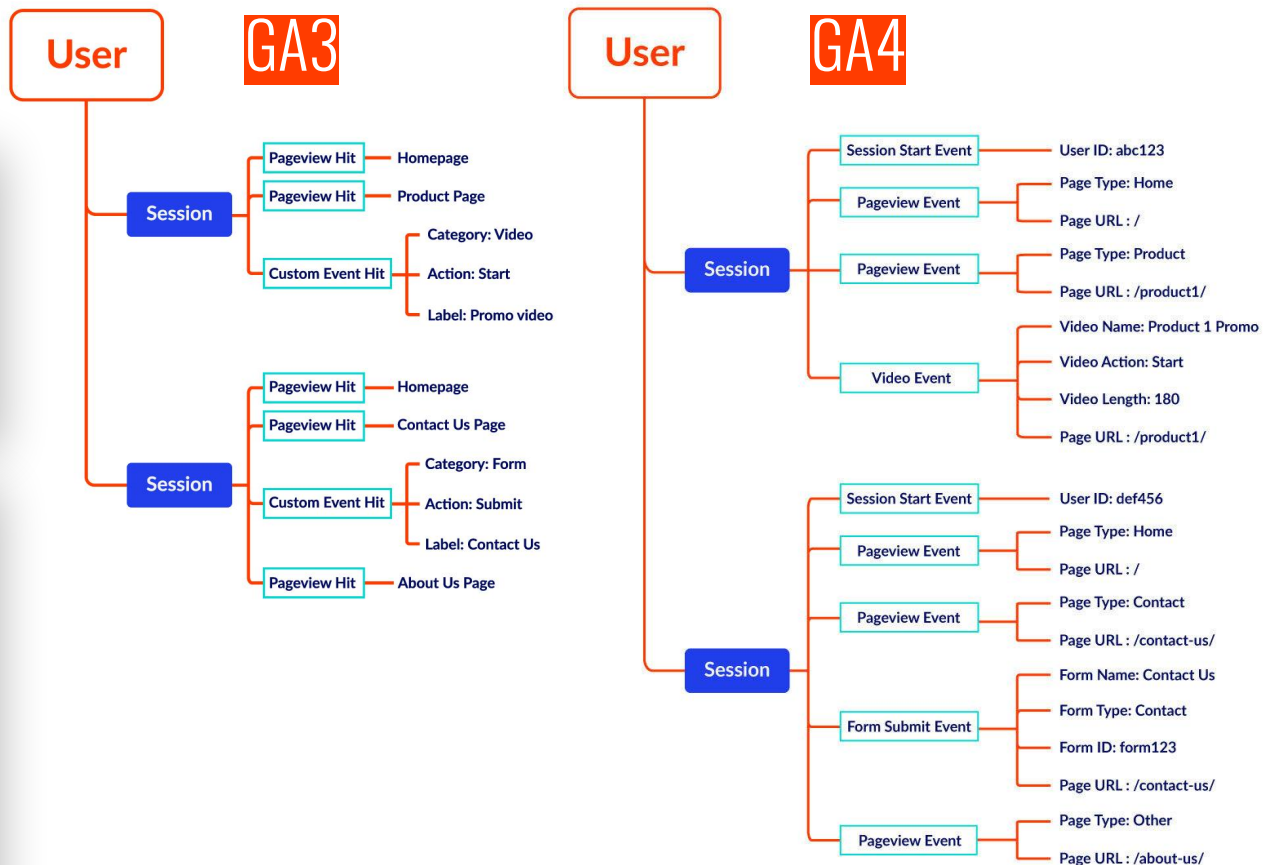
The GA4 interface has been streamlined.

WHAT'S DIFFERENT?

The new interface is user-friendly and highly customizable for analysis + reporting.

WHY SHOULD I CARE?

➔ There's a learning curve to using this new interface.
➔ Able to adjust reporting to match your use case!
➔ Advanced filtering options, customizable dashboard, and machine learning-powered insights.

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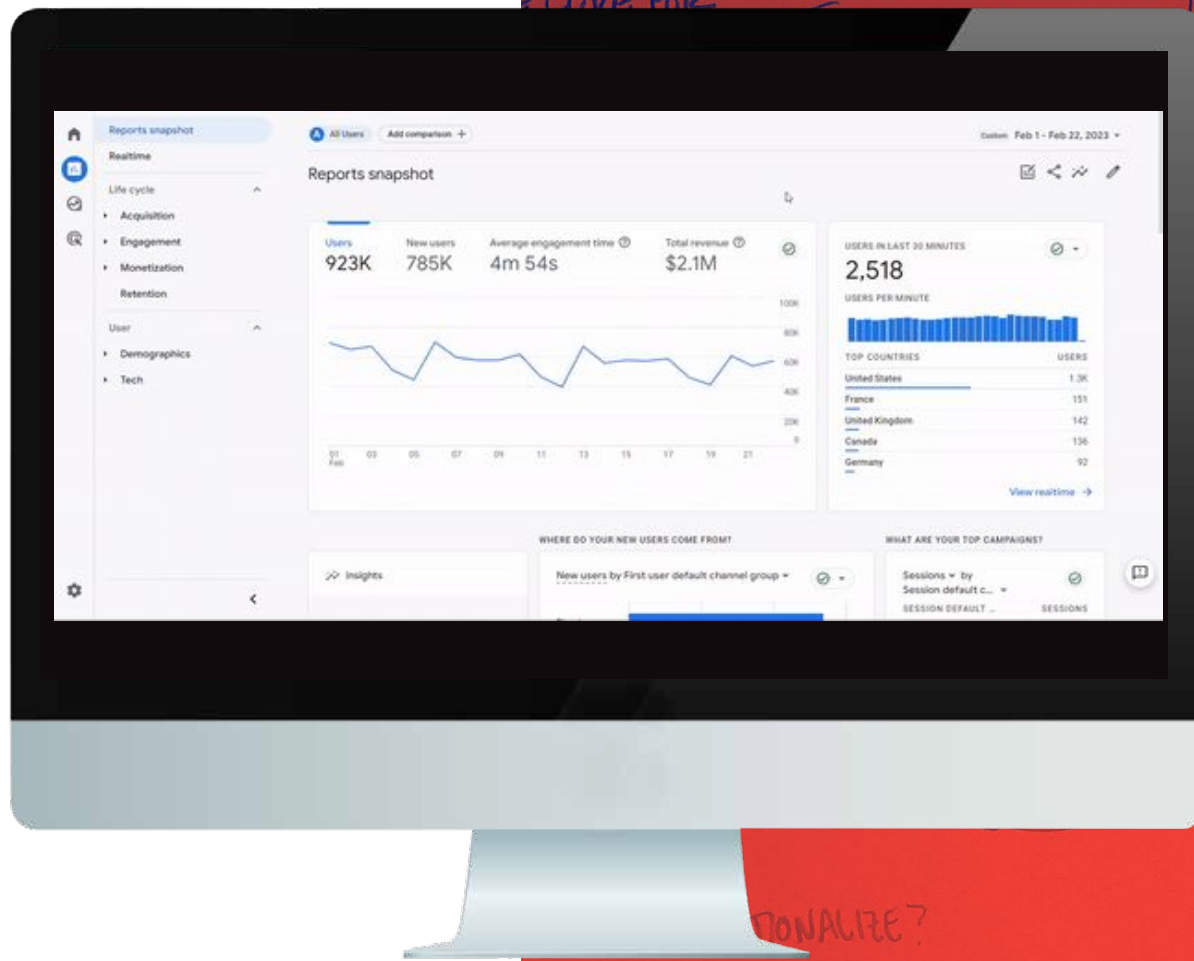
Your existing data will NOT be migrated to GA4.

WHAT'S HAPPENING?

All of the data you have collected in GA3 will be lost in the transition to GA4, so save what matters

WHY SHOULD I CARE?

➔ If you analyze year-over-year performance, you'll want to export some data from GA3
➔ Think of this as a positive shift toward a data set that is more actionable
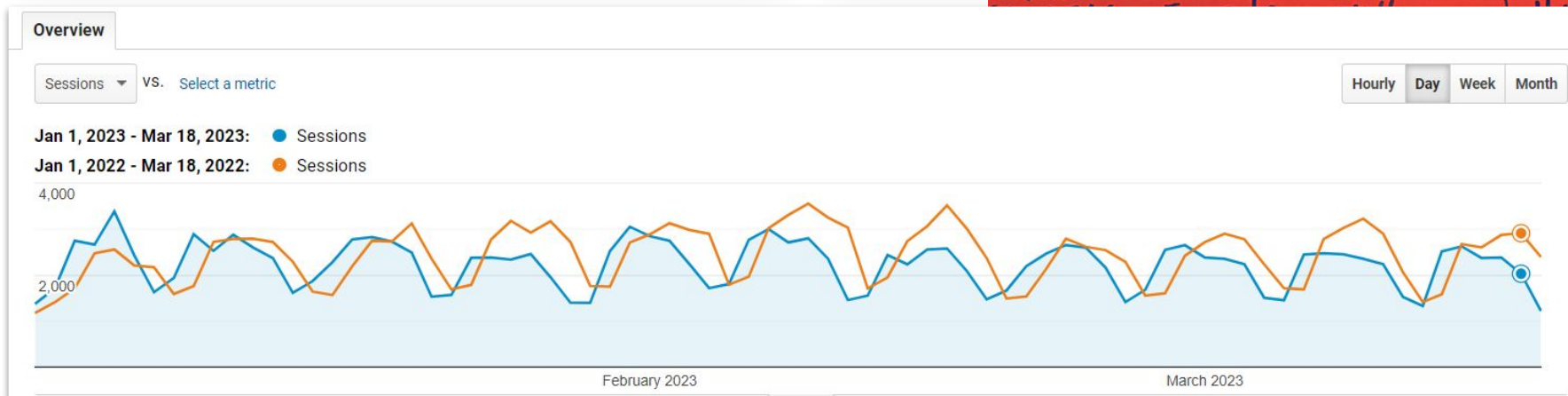
Keep this stuff in mind, too.

Content & SEO Considerations

→ If configured correctly, we should have more insight and metrics to measure content effectiveness.

→ Understanding high-traffic pages and Search Queries will provide opportunities to increase content that's relevant to your audience.

Conversion Rate Optimization Considerations

→ Google Optimize is being deprecated on September 30, 2023

→ Google says CRO features will be built into GA4 in the future — and that it will play more nicely with 3rd-party tools like VWO and Optimizely

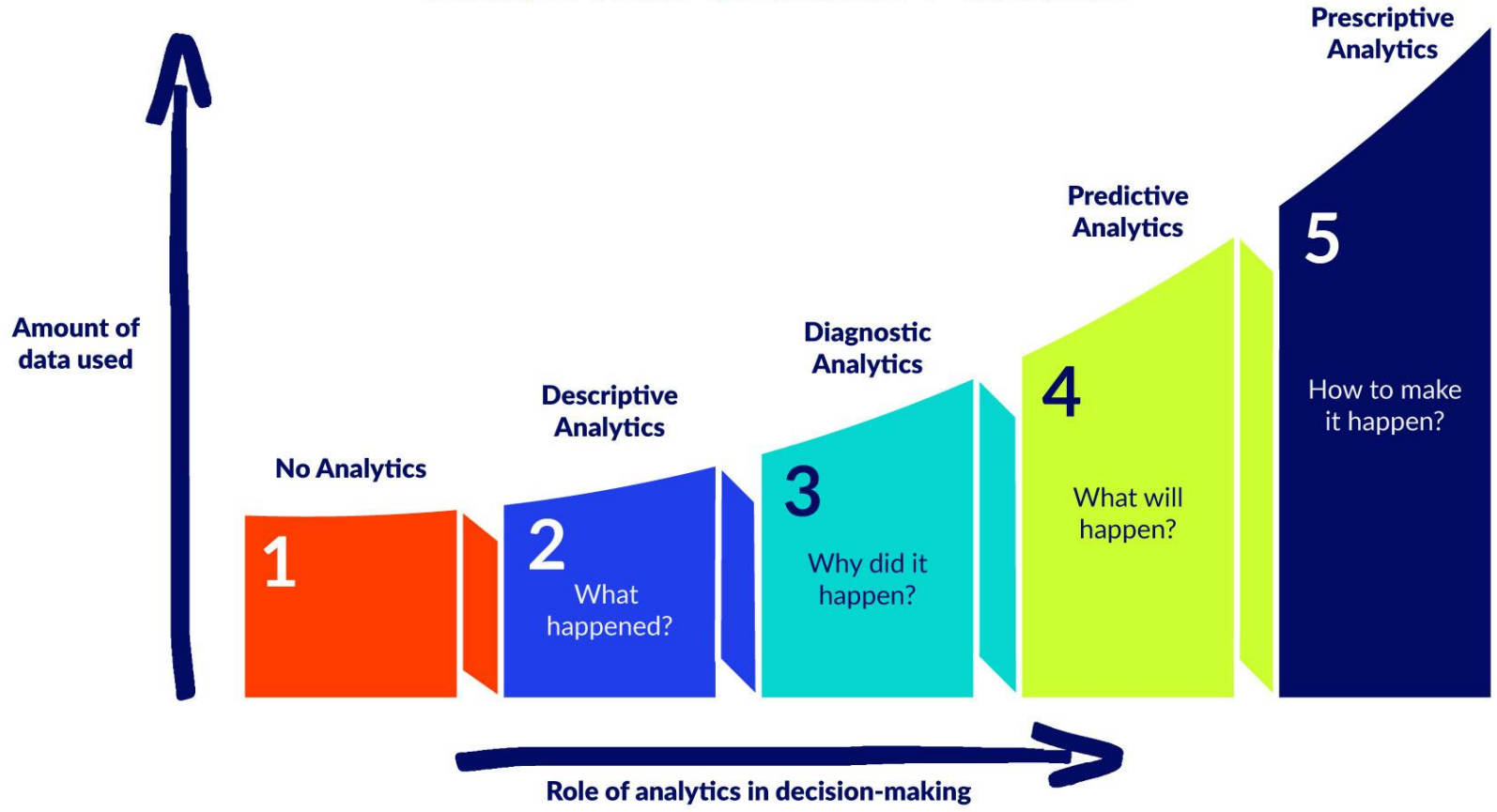→ We'll have a more holistic view of behaviors — if configured effectively. YAY!

Marketing Considerations

→ Connecting Google Ads to your new GA4 Property

→ Importing the new Goals and leveraging them in your campaigns

→ Understanding there will be a shift on attribution moving from GA3 to GA4

HERE'S HOW TO IDENTIFY YOUR NEXT STEPS

LEVEL 1

No Analytics
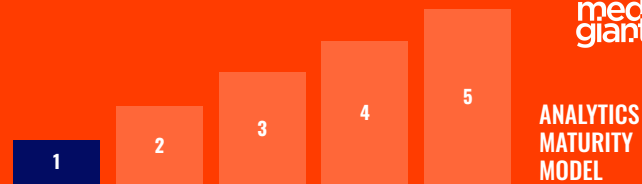
COMPANY PROFILE

You are a smaller company or one that has just started putting resources toward the online space.

MARKETING GOALS

01   *Increase traffic to your website.*

02   *Grow your business.*

QUESTIONS BEING ASKED

➔   Is our website up and running?
➔   Is the website making us money?

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ANALYTICS MATURITY MODEL

1   2   3   4   5

DEDICATED RESOURCES

STAFF:

🚫

LITTLE TO NO STAFF

BUDGET:

🚫

LITTLE TO NO BUDGET

TECHNOLOGY STACK

WEBSITE

LEVEL 2

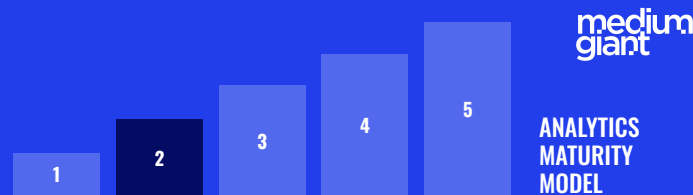## Descriptive Analytics

WHAT HAPPENED?

COMPANY PROFILE

You are a Small to Medium-Sized Business that's spent some time in the online space. You likely have a resource that knows a little about Google Analytics and Marketing.

MARKETING GOALS

01 *Increase traffic to your website.*

02 *Grow your business by X%.*

QUESTIONS BEING ASKED

➔ Where is our site traffic coming from?
➔ What are the best converting campaigns?
➔ What is the ROI on our Paid Media efforts?

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1 2 3 4 5

ANALYTICS MATURITY MODEL

DEDICATED RESOURCES

STAFF:

1 PART-TIME RESOURCE

BUDGET:

$

LOW BUDGET

TECHNOLOGY STACK

WEBSITE

ANALYTICS SOLUTION

TAGS + PIXELS

LEVEL 3

Diagnostic Analytics

WHY DID IT HAPPEN?

ANALYTICS MATURITY MODEL

1   2   3   4   5

COMPANY PROFILE

You have a dedicated resource to analyze the performance of your marketing and of your website. You are testing different approaches to Marketing and do semi-frequent CRO changes to your website.

MARKETING GOALS

01   *Increase Qualified traffic to your website.*

02   *Grow business by X%, using Marketing Channels X, Y, and Z.*

03   *Expand into additional marketing channels to improve ROI.*

QUESTIONS BEING ASKED

➔ What updates to our website should we test using A/B testing?

➔ Which Campaigns and Ads are giving the highest ROI?

➔ How is Marketing Performance when looking at different Attribution Models?
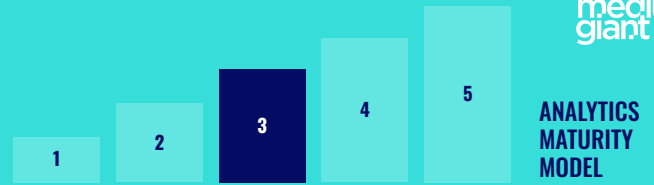
DEDICATED RESOURCES

STAFF:

1 - 3 PART-TIME RESOURCES

BUDGET:
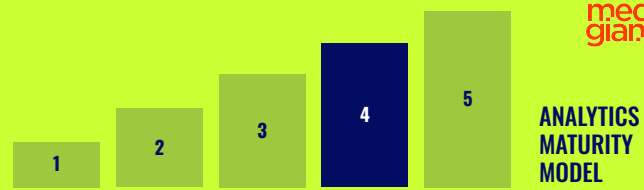
$ $

MIDSIZE BUDGET

TECHNOLOGY STACK

WEBSITE   ANALYTICS SOLUTION   TAGS + PIXELS

TAG MANAGER   CRM   A/B TESTING

LEVEL 4

Predictive Analytics

WHAT WILL HAPPEN?

COMPANY PROFILE

You are a Medium to Enterprise company that has a dedicated team for analytics. You have a strong focus on data in your company and you're focusing on projections and how performance matches to those projections.

MARKETING GOALS

01 *Improve User Experience — Typically using personalization based on visitor type and location*

02 *You have set Goals by Marketing Channel. This is tied to an Annual Goal for the company.*

03 *At least 10% of your marketing budget is earmarked for testing. You know which Marketing Channels are no longer profitable to push on incrementality.*

QUESTIONS BEING ASKED

➔ What updates to our website should we test using multivariate testing?
➔ What is the Lifetime Value (LTV) of our marketing efforts?
➔ What higher funnel efforts are driving results?

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1   2   3   4   5

ANALYTICS MATURITY MODEL

DEDICATED RESOURCES

STAFF:

A TEAM OF ANALYSTS

BUDGET:

$ $ $

MID - HIGH BUDGET

TECHNOLOGY STACK

WEBSITE   ANALYTICS SOLUTION   TAGS + PIXELS   TAG MANAGER

CRM   MULTIVARIATE TESTING   DATABASE   CUSTOMER DATA PLATFORM

LEVEL 5

Prescriptive Analytics

HOW TO MAKE IT HAPPEN?

5

ANALYTICS
MATURITY
MODEL

1 2 3 4 5

COMPANY PROFILE

You are a Large to Enterprise company that is on the bleeding edge of technology. You likely are already leveraging ChatGPT or a competitor in your company. And you have significant resources in your Data Infrastructure.

MARKETING GOALS

01 *Improve User Experience — By leveraging Machine Learning solutions, which is connected to your CRM*

02 *Your conversation around Company goals isn't what needs to happen but rather what could happen.*

03 *Leveraging technology, you have clearly defined large-scale tests with $10K+ behind each test. You run at least 50 of these tests a year.*
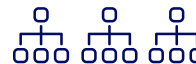
QUESTIONS BEING ASKED

➜ What additional user flows should we develop and test?

➜ What opportunities are available for offline improvement of our sales process?

➜ What opportunities are our Machine Learning tools calling out?
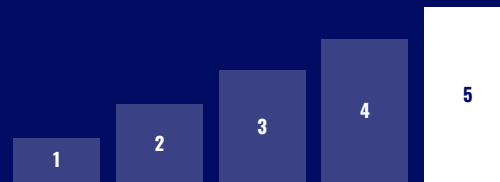
DEDICATED RESOURCES

STAFF:

MULTIPLE TEAMS OF ANALYSTS

BUDGET:

$ $ $ $

EXTREMELY HIGH BUDGET

TECHNOLOGY STACK

WEBSITE   ANALYTICS SOLUTION   TAGS + PIXELS   TAG MANAGER

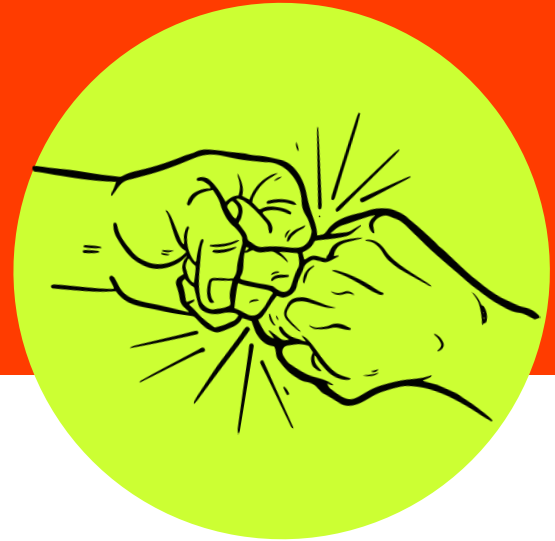CRM   MULTIVARIATE TESTING   DATABASE   CUSTOMER DATA PLATFORM   MACHINE LEARNING

This transition to Google Analytics 4 is your chance to LEVEL UP.

HERE'S A USE CASE

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Meet Jack and The Magic Beanery.

Jack Spriggins

*Owner and operator
of The Magic Beanery*

The Magic Beanery
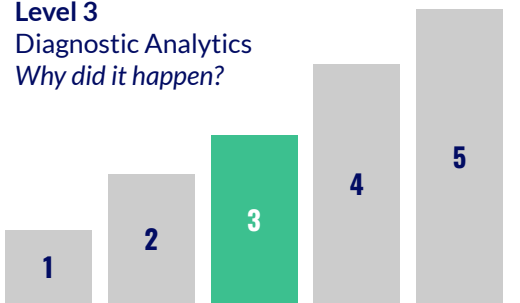
Business Type: B2C – Lead Generation

Sales Method:
Digital catalog on the website with final transactions completed via Call Center

Product:
Magic beans that produce money trees

Level 3
Diagnostic Analytics
Why did it happen?

1 2 3 4 5

Step 1: Jack figures out what he needs to answer.

Step 1: Identify Questions

Step 2: Save Data

Step 3: Identify + Implement Events

Step 4: Connect Channels

Step 5: Optimize Marketing
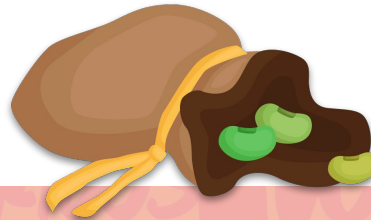
ACTION: Identify Questions

Identify the questions you have around your marketing initiatives + website from these angles:

➔ Conversion Rate
➔ Marketing ROI
➔ Campaign Performance
➔ Attribution

OUTPUT: Jack's Questions

➔ Which website pages have the highest Conversion Rate?
➔ Which Campaigns and Ads are giving the highest ROI?
➔ What is Marketing Performance when looking at different Attribution Models?

RESOURCE: Common Questions

We've developed a list of common questions that you can use as a starting point. The list is included in the TOOLKIT we are sharing out after this webinar.

Step 2: Jack saves relevant data from GA3.

Step 1: Identify Questions

Step 2: Save Data

Step 3: Identify + Implement Events

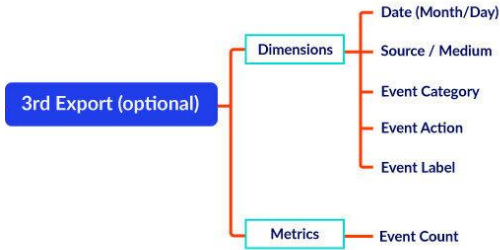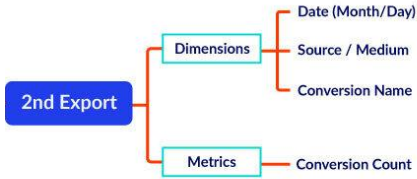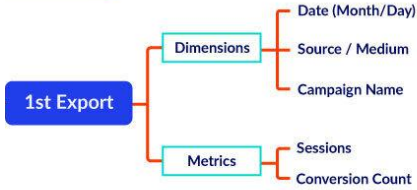**Step 4:** Connect Channels

Step 5: Optimize Marketing

Questions being asked:

➔ Sessions or Visitors in the last month
   ◆ Split by Marketing Channel
➔ Annual potential revenue
   ◆ Assuming value of Lead is $5,000
➔ Number of Monthly Leads
   ◆ Split by Marketing Channel
➔ Conversion Rate by Marketing Channel
   ◆ Percent Change looking at MoM

Questions to ask for context:

➔ What are key stakeholders in our org currently asking when looking at historical performance?
➔ Are we applying any analysis to our current data?
➔ Do we have benchmarks on performance?
➔ Does seasonality impact our business?

EXAMPLE: Data to Export

1st Export
- Dimensions
  - Date (Month/Day)
  - Source / Medium
  - Campaign Name
- Metrics
  - Sessions
  - Conversion Count

2nd Export
- Dimensions
  - Date (Month/Day)
  - Source / Medium
  - Conversion Name
- Metrics
  - Conversion Count

3rd Export (optional)
- Dimensions
  - Date (Month/Day)
  - Source / Medium
  - Event Category
  - Event Action
  - Event Label
- Metrics
  - Event Count

Step 3: Jack identifies + implements his most valuable events.

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Step 1: Identify Questions

Step 2: Save Data

Step 3: Identify + Implement Events

Step 4: Connect Channels

Step 5: Optimize Marketing

What matters about your website?

Conversions
➔ Form Fills
➔ Newsletter Subscriptions
➔ Spec Sheet downloads

Micro-Conversions
➔ Key Page Views
➔ Starting multi-step form
➔ Entering a Conversion Funnel

High-Value Activities
➔ Video Actions
➔ Key callout button clicks
➔ Site Search
➔ Social Platform Clicks
➔ Off-Site Clicks

High Count Activities
➔ Header
➔ Footer

EXAMPLE: Clicks on social links in website footer

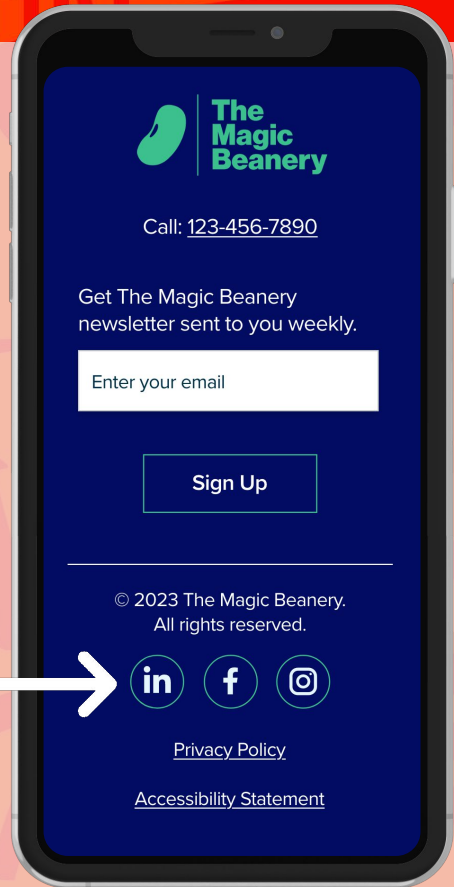**Expected URL:** All Pages

Event Name: Footer Click

Parameters:
➔ Click Text {{click url with only hostname remaining}}
➔ Click URL: {{click url}}
➔ Click Area: footer
➔ Click Detail: social

Trigger: Link Click

(!) Implement events using Google Tag Manager

The Magic Beanery

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Sign Up

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Accessibility Statement

Step 4: Jack connects to The Magic Beanery's marketing channels.

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Step 1: Identify Questions

Step 2: Save Data

Step 3: Identify + Implement Events

Step 4: Connect Channels

Step 5: Optimize Marketing

Connect all Google Sources

Google Ads

Google Search Console

Google Business Profile

Ensure UTM tagging is up to date

→ Source
→ Medium
→ Campaign
→ *Term*
→ *Content*

https://www.google.com/search?utm_source=google&utm_medium=ppc&utm_campaign=magic_beans

(!) **You may add parameters to fit your use case.**

Connect your 1st-Party Data

→ CRM
→ Database

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Step 1: Identify Questions

Step 2: Save Data
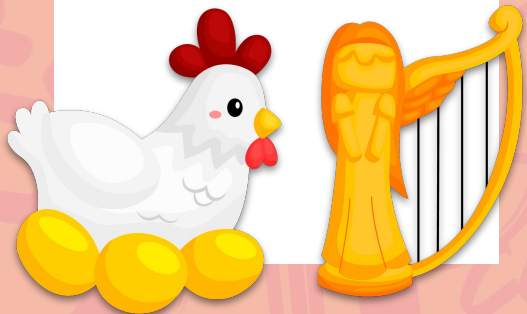
Step 3: Identify + Implement Events

Step 4: Connect Channels

Step 5: Optimize Marketing

WHAT'S NEXT FOR JACK?

Jack knows that his hard work setting up GA4 isn't going to do him any good if he just sets it and forgets it.

He's ready to learn + improve in order to keep growing his business.

TEST > ANALYZE > OPTIMIZE

1. **Test** to identify areas of improvement.
2. **Analyze** the performance of marketing channels, campaigns, and ads through the lens of multiple attribution models.
3. **Optimize** using CRO over time to improve conversion rates.
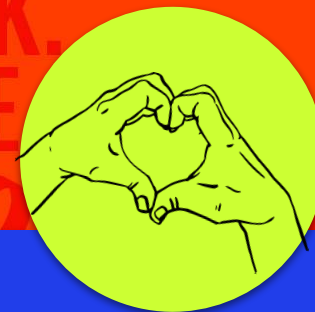
USE YOUR ANALYTICS!

This is your AHA moment.
The point of investing in analytics is to drive informed business decisions that help your organization grow + flourish!

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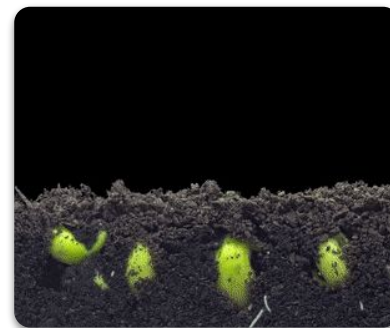
Here's how we can help.

GA4 Migrations

GA Audits & Implementation

Analytics Partnership

If you only leave with 3 takeaways, let it be these.

Google is forcing the transition to Google Analytics 4 on ==July 1, 2023==.

Make the transition meaningful for your organization by planning it thoughtfully.

The transition to GA4 may feel arduous (because it is), but ==it is worth it==.

A well-configured GA4 implementation will provide better insights, metrics, and views into user behavior.

Start your transition to GA4 by ==identifying the key questions== you want your analytics to answer.

We'll share a list of questions you can use as a starting point in our follow-up to this webinar.

STAY CURIOUS!

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