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GOOGLE ANALYTICS 4 TOOLKIT

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Take a deep breath

YOU'VE GOT THIS.

Analytics has the power to accelerate your digital strategy and improve your business by enabling you to make smarter decisions.

This toolkit is intended to help you think through your transition to GA4.

We encourage you to look at this transition as an opportunity to holistically transform your organization's approach to analytics to make it work harder for you.
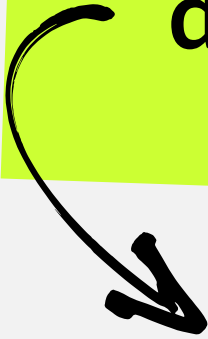
It all starts with critical thinking and good planning. This toolkit contains a series of questions you should ask to determine how to set up your new analytics program.

This is just a starting point for your data-driven future.

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Critical Need-to-Knows About Google Analytics 4

There is a new data model.

- GA4 leverages an event-based data model in which events are the building blocks of data collection.

- Setup for GA4 is not turnkey. Configuration is required to define events effectively.

- There's greater flexibility in what behaviors can be tracked.

- It enables a more complete view of user behavior across devices and channels.

Critical Need-to-Knows About Google Analytics 4

There is a new interface.

● There's also a learning curve to using this new interface.

● It's user-friendly and highly customizable for analysis and reporting.

● You're able to adjust reporting to match your use case.

● It includes advanced filtering options, a customizable dashboard, and machine learning-powered insights.
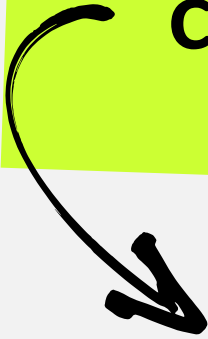
Critical Need-to-Knows About Google Analytics 4

Historical data will be (lost.)

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

- To analyze year-over-year performance metrics, export relevant data from GA3. **Spoiler: There's no single solution that will download literally all of your data, so you're forced to be proactive here. See below.**

- Think of this as a positive shift toward a more actionable data set.

Other Marketing Considerations

It's a new day for content marketing.

- You will have more insight and metrics to measure content effectiveness.

- There will be opportunities to better understand content performance.

- Understanding high traffic pages and search queries will provide opportunities to increase content that's most relevant to your audience.

Other Marketing Considerations

It's supposed to make CRO a lot easier too.

- Google Optimize is being deprecated on September 30, 2023.

- Google says conversion rate optimization features will be built into GA4 in the future — and that it will play nicely with third-party tools such as VWO and Optimizely.

- We'll have a more holistic view of behaviors — if configured effectively.

Other Marketing Considerations

Advertising attribution will feel different.

- Make sure to connect your Google Ads to your new GA4 property.

- Import the new goals and leverage them in your campaigns.

- Understand that there will be a shift on attribution moving from GA3 to GA4.

Guide to GA4 Transition

Start by identifying your key marketing performance metrics.

Think critically in order to identify the questions you have around your marketing initiatives and website performance.

Some important marketing angles to remember as you answer the questions in the next section:

➔ Conversion rate

➔ Marketing ROI

➔ Campaign performance

➔ Landing page performance

➔ Attribution

➔ End goal of a website visitor

Guide to GA4 Transition

Then ask yourself these questions.

This list is just a starting point:

1 Which landing pages have the highest and lowest conversion rates? Can we identify why?

2 If we have a trackable funnel or multistep form, where are users dropping off? Can we identify areas of friction?

3 If we're using conversion rate optimization tools (e.g., Google Optimize, VWO, Optimizely) to test and improve our website, what results are we seeing?

4 Can we answer how campaigns are performing?

5 If we're not leveraging CRO tools to test and improve our website, could we be? What are our opportunities to test high-value sections of — or actions on — our site?

6 Do we have a benchmark for what is considered a successful marketing campaign?

7 Which campaign and ads have the highest ROI?

8 What is the performance of various marketing channels when looking at different attribution models?

9 What is our primary attribution model?

Guide to GA4 Transition

Now you're ready to export your historical data:

You'll want to access your historical data from Universal Analytics (aka Google Analytics 3), and to do that you'll need to export that data. For most clients, we recommend exporting a few Excel files for future reference.
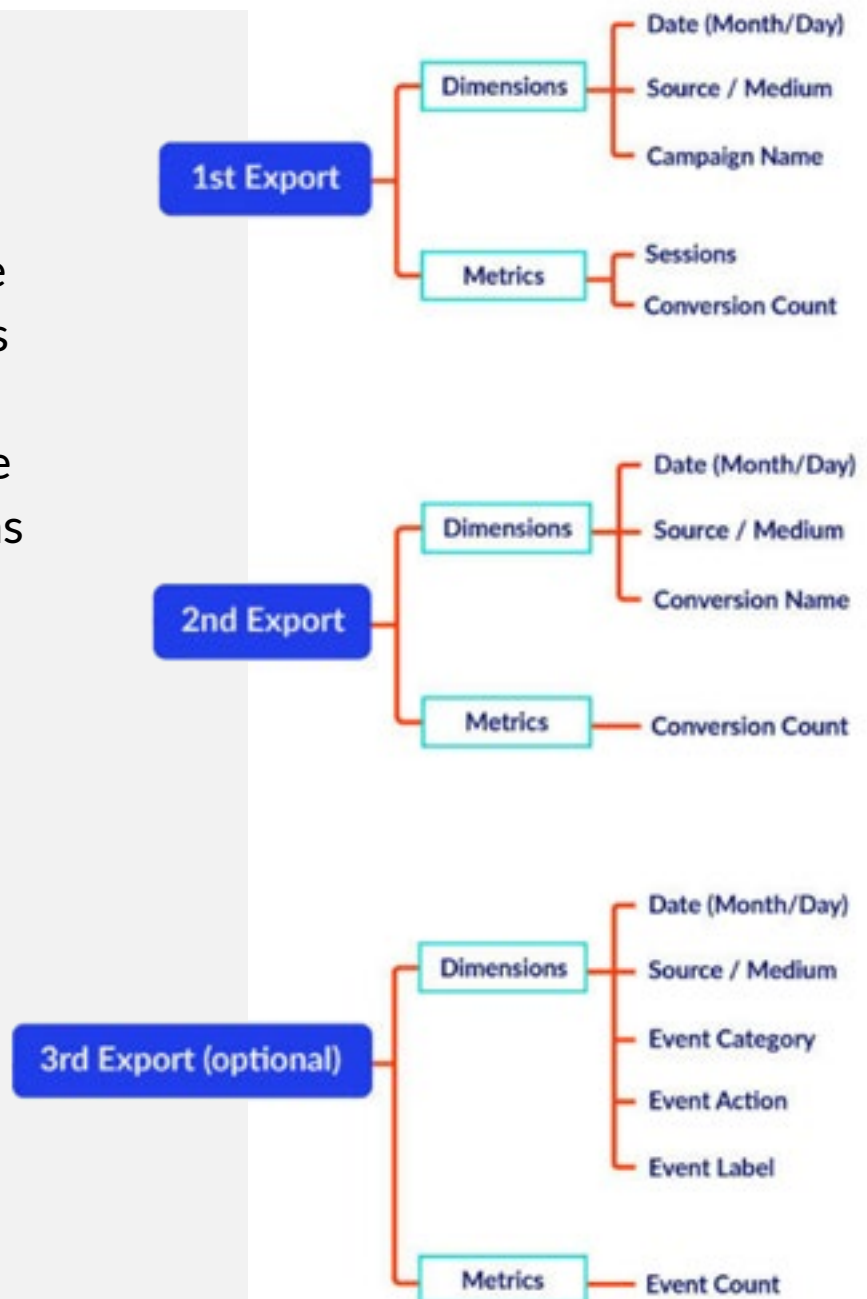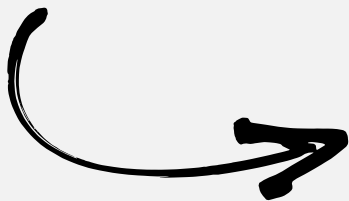
Here are some questions to ask of internal stakeholders to figure out what data to export:

1 *What are key stakeholders in our organization currently asking when looking at historical performance?*

2 *Are we applying any analysis to our current data?*

3 *Do we have benchmarks for performance?*

4 *Does seasonality impact our business?*

Note:
After July 1, 2024, you will be unable to access that data. (See the most recent update from Google on this.)

Guide to GA4 Transition

Here are examples of the exports you may consider pulling from Universal Analytics. The Dimensions and Metrics you decide to export will change based on the answers to the questions you answered above.

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

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