

GA4 - The Clock's Ticking - Get on Track for the July 1 Conversion

May 16, 2023



WebStrategies



Welcome to GA4!

This property will stop processing data starting July 1, 2023

To continue collecting data, go to Setup Assistant to migrate your property to Google Analytics 4. Otherwise, one may be created for you based on your current settings. [Learn more about UA deprecation](#)

Days Hours Minutes Seconds

4 5 **1 3** : **5 7** : **2 3**

No thanks

[Go to Setup Assistant](#)



GA4 Overview

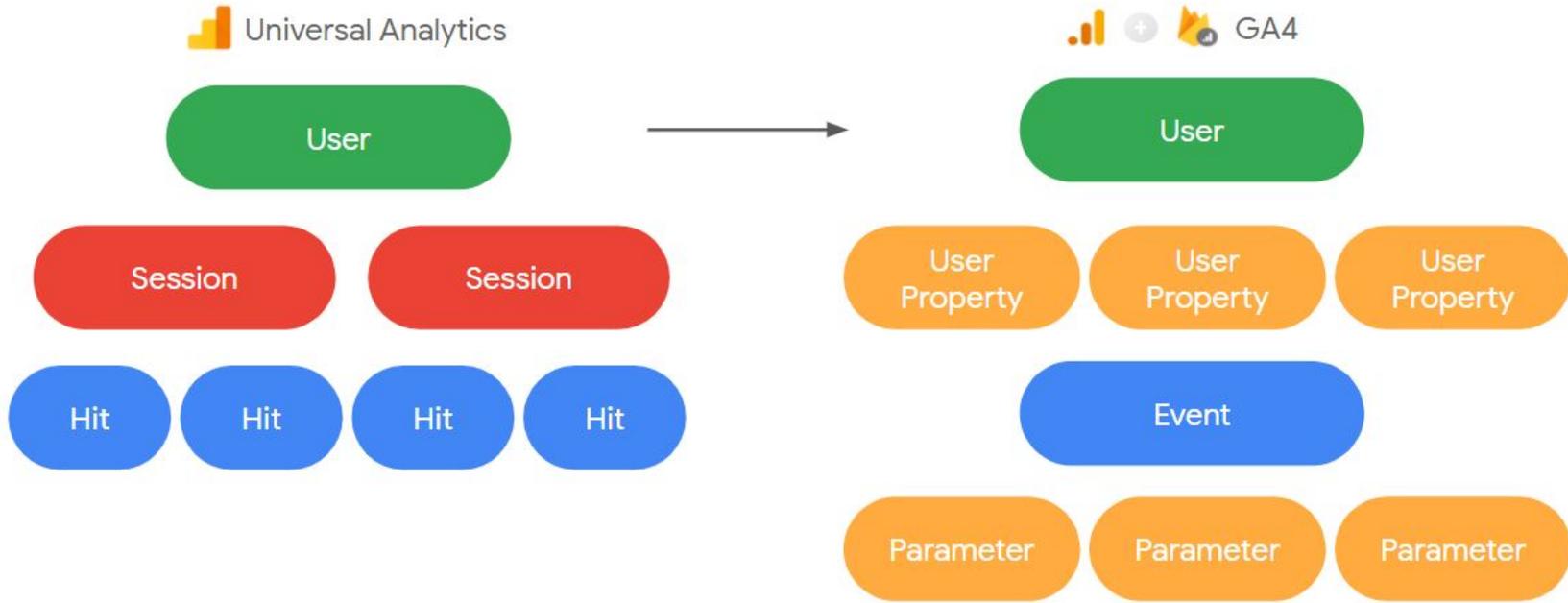
“The future of measurement”

- 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 capturing website data 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 any third party systems that connect to your website. 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 Manufacturers	GA4	UA
Data Collection & Privacy	Neutral	<ul style="list-style-type: none"> ● No IP addresses collected ● Data retention options (2-14 months for user specific data). 	<ul style="list-style-type: none"> ● IP addresses available unless anonymized ● Data retention period is fully customizable and can be removed (no limit)
User Journey	Advantageous	<ul style="list-style-type: none"> ● Multiple data streams per property <ul style="list-style-type: none"> ○ Includes website and mobile app information in one place 	<ul style="list-style-type: none"> ● Single data stream
Key Data Elements	Neutral	<ul style="list-style-type: none"> ● Engagement ● Monetization ● Acquisition 	<ul style="list-style-type: none"> ● Behavior ● Conversions ● Acquisition
Acquisition Data	Neutral	<ul style="list-style-type: none"> ● Breaks into three buckets <ul style="list-style-type: none"> ○ Overview, User, Traffic ○ For both users and sessions 	<ul style="list-style-type: none"> ● Everything lumped in one bucket



Key Benefits and Differences

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



Key Benefits and Differences

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



Metrics Resources

[UA→GA4] Comparing metrics: Google Analytics 4 vs. Universal Analytics

Users

In Universal Analytics, there are two User metrics: *Total Users*, and *New Users*. In Google Analytics 4, there are three User metrics: *Total Users*, *Active Users*, and *New Users*.

Metric	UA	GA4
<i>Total Users</i>	Primary user metric in UA: Total number of users	Total number of unique users who logged an event
<i>New Users</i>	Number of users who interacted with your site for the first time	Number of users who interacted with your site or launched your app for the first time The metric is measured by the number of new unique user IDs that logged the <code>first_open</code> or <code>first_visit</code> event.
<i>Active Users</i>	N/A	Primary user metric in GA4: Number of distinct users who visited your website or application. An active user is any user who has an engaged session or when Analytics collects: <ul style="list-style-type: none">the <code>first_visit</code> event or <code>engagement_time_msec</code> parameter from a websitethe <code>first_open</code> event or <code>engagement_time_msec</code> parameter from an Android appthe <code>first_open</code> or <code>user_engagement</code> event from an iOS app

Metric	UA	GA4
<i>Conversions</i>	<p>You define a goal to indicate that a particular user action is to be considered a conversion. For example, if you define a “Form Submit” goal, a conversion will be registered each time a user submits the form.</p> <p>UA counts only one conversion per session for each goal. So, if a user submits the form twice during the same session, only one conversion will be counted for the “Form Submit” goal.</p>	<p>You specify a conversion event for each action that you want to count as a conversion. For example, if you specify that the “Form Submit” event is a conversion event, a conversion will be registered each time a user submits the form.</p> <p>GA4 <i>usually</i> counts every instance of the conversion event, even if the same conversion event is recorded multiple times during the same session. So, if a user submits the form twice during the same session, two conversions will be counted.</p> <div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"><p> To reduce conversion count differences between your UA property and corresponding GA4 property, update your GA4 conversion counting method setting to <i>Once per session</i>.</p></div>



Reporting Resources

Metrics we want to report on	Universal Analytics Data Source	Google Analytics 4 Property Data Source
Users	Users	Total Users
New Users	New Users	New Users
Sessions	Sessions	Sessions OR Engaged Sessions
Avg. Time on Page	Avg. Time on Pages	Custom Calculation Metric: User Engagement / Views
Avg. Session Duration	Avg. Session Duration	Custom Calculation Metric: User Engagement / Sessions
Conversion Rate	Goal Conversion Rate	Custom Calculation Metric: (Conversions / Sessions) x 100 OR the option of Event Count / Sessions) x 100 For a specific conversion rate for a site interaction, such as form_submit, add on a filter which is for the specific event you have a conversion for. Example: Include 'Event Name' = 'form_submit'
Total Amount of Event Interactions	Total Events	Event Count
Pageviews	Pageviews	Views
Pages per Session	Pages / Session	Custom Calculation Metric: (Views / Sessions)
Bounce Rate	Bounce Rate	Engagement Rate OR (1-Engagement Rate)
Number of Sessions per User	Number of Sessions per User	Custom Calculation Metric: (Sessions / Total Users)



Key Benefits and Differences

Summary

- Better data privacy
- Data retention options
- Improved tracking of mobile apps
- More emphasis on retention and turning customers into promoters
- Multiple data streams per property (ex: website, mobile app)
- Ability to query historical data via BigQuery
- More automated event tracking
- More direct setup of conversion tracking vs using GTM
- GA4 can look for anomalies in the data and report on them



Customer/Member at the Center

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



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GA4 Screenshots



Conversions



- Life cycle ^
- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
- Engagement
 - Engagement overview
 - Events
 - Conversions
 - Pages and screens: Page ti...
- Monetization
 - Overview
 - Ecommerce purchases
 - In-app purchases
 - Publisher ads
 - User purchase journey
- Retention
- Library <

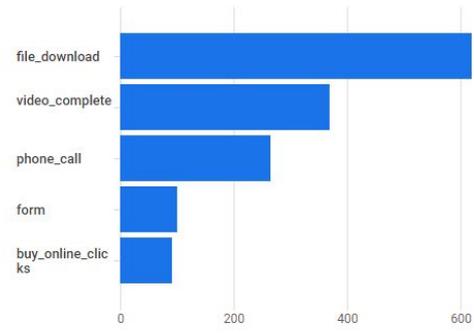
Conversions: Event name

Include Is conversion event ...

Conversions by Event name over time



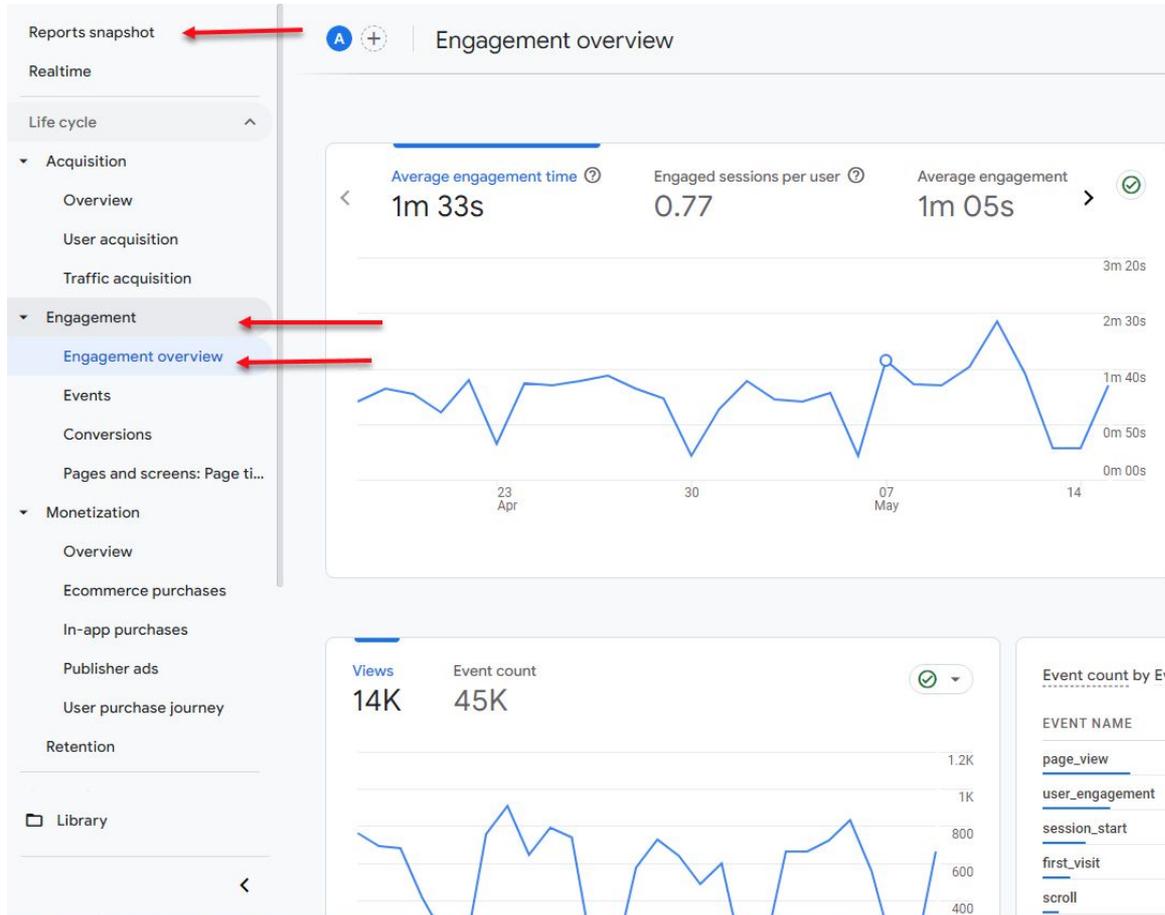
Conversions by Event name



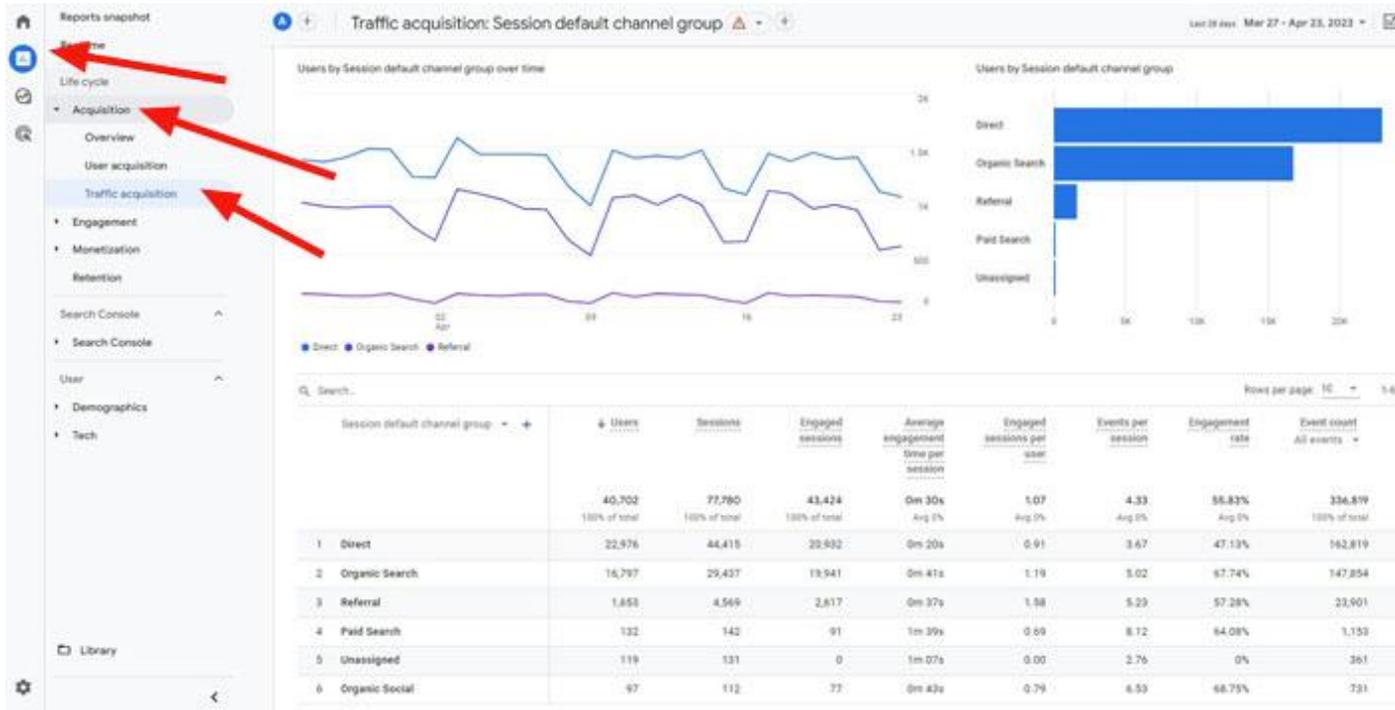
Search... Rows per page: 10 Go to: 1 < 1-10 c

Event name	+	↓ Conversions	Total users	Total revenue
		1,636.00 100% of total	772 100% of total	\$0.00
1	file_download	619.00	279	\$0.00
2	video_complete	369.00	243	\$0.00
3	phone_call	265.00	169	\$0.00

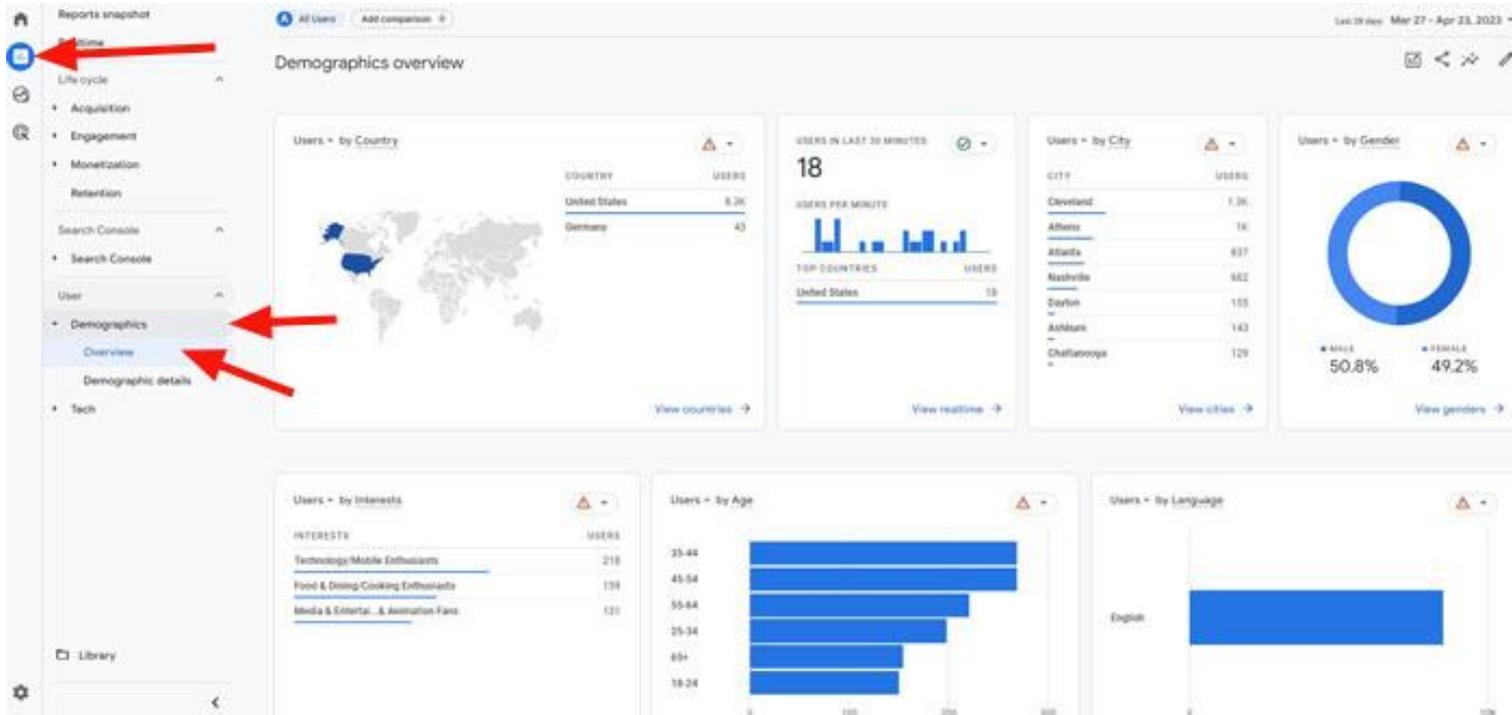
Engagement Rate



Traffic Channel Breakdown GA4



Demographics Breakdown GA4



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



Questions?

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