INTRODUCTION TO GA4

FUNDAMENTAL CONCEPTS
Welcome to GA4

Understanding Your Analytics Implementation

This has been created to help Acceleration customers making the switch to GA4.

As a companion to your new implementation, these modules will provide a global overview of key features in Google Analytics 4 and some common analysis and reporting approaches and techniques.
GA4 is a core tactical piece of a much larger owned-data strategy. There is a pressing need for organizations to embrace tools and technologies that will allow them to capture, harmonize, and leverage user data in secure, 1PD environments.
EVOLUTION OF A BEST-IN-CLASS SOLUTION

GA4 Officially Launched
Universal Analytics is being replaced by a more modern analytics tool

The new standard
Google announces that GA4 is the new official version of Google Analytics.

The complete package
All integrations and core functions launched

Server Side Launch
GA4 now supports server-side data collection for extra control and security

Increasing functionality
Full suite of tool integrations and powerful reporting options made available.

GA4 SOLUTION BRIEF
• Faster data processing
• Lower price for GA360 (starts at USD $50K)
• Granular control over data capture and processing terms
• Provisions identity spaces beyond cookies
• Built for cross-device, modern digital experience
OUTLINE

GA4 OVERVIEW

01 | GA4 structure and configuration
02 | Default Reports
03 | Explorations
GA4 STRUCTURE AND CONFIGURATION
GA4 STRUCTURE

- Accounts are the top level entity which have one or more properties.
- Properties contain one or more data streams.
- Each property has its own settings for data collection and retention, user identity provision, and GMP links.
• Events are user activities measured in GA4

• Apply one or more parameters to provide extra information about the user action

• Many common actions available by default, but just about anything can be measured.
CONVERSIONS

• Events can be toggled on and off as conversions.

• 360 properties can collect up to 50 conversions at once.
A parameter, known as a dimension in GUA, is a descriptive label that is sent with users and their activities (events).

- Gives context to the numbers

- In GA4, you can provide a description of your custom parameters. This makes it easier for new users, and helps with organizational memory and governance.
DATA COLLECTION

- Provides options for the data you collect by country, opt-ins for ad personalization and Google signals
- An option to confirm if your privacy policy supports user-level data collection
DATA RETENTION

• Options for data retention, only applies to data you are exposing in custom reports and explorations.

• Data in default reports is aggregated and has a longer lookback available.
INTERNAL TRAFFIC

- GA4 does not store or process IP addresses.
- As a best practice, we recommend that IPs are evaluated at the server level, sending a non PII flag of 'Internal Traffic' to GA4 where the user’s IP matches known ranges.
REPORTING IDENTITIES

- **User ID**: Tied to logins, high fidelity
- **Google signals**: Tied to Google account data
- **Device ID**: Tied to a specific device, limited fidelity

**Default Reporting Identity**

How would you like to identify your users for "GA4 - Google Merchandise Store"?

- By User-ID and device
- By device only
ATRIBUTION

- Defaults to Data-Driven attribution
- Lookbacks and models are customizable at a property level
- Users with Editor access can also create and apply their own models
NEW ATTRIBUTION DIMENSIONS

- First user parameters – what effort acquired the user
- Session attribution
DEFAULT REPORTS
INTERFACE BASICS : DEFAULT REPORTS
INTERFACE BASICS : EXPLORATIONS
THANK YOU