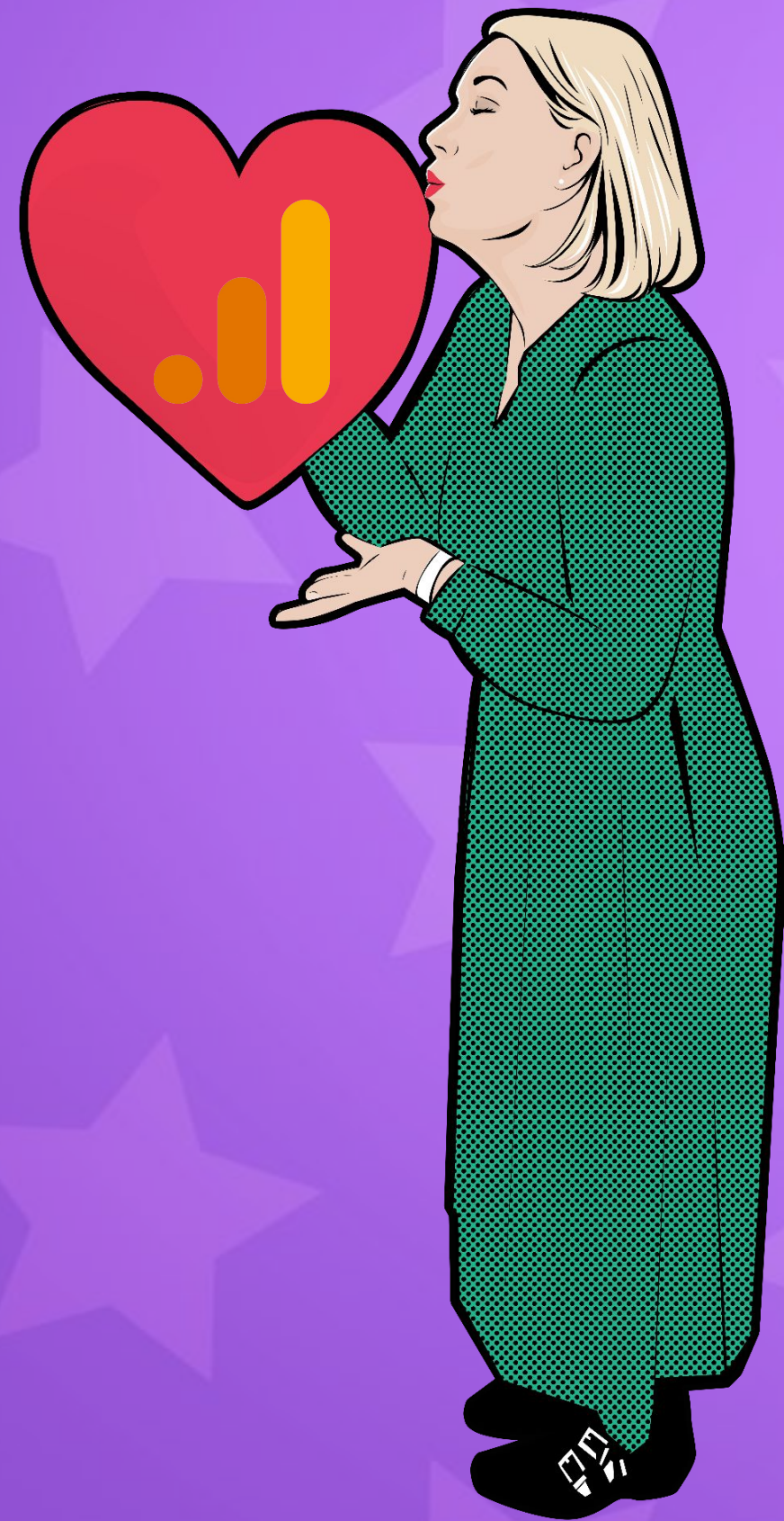


THE COLORING IN DEPARTMENT

The Marmite Migration
love it or hate it, let's plan how to use GA4



Google Analytics Messaging

Google Analytics <analytics-noreply@google.com> [Unsubscribe](#)
to me ▾

Wed, Oct 28, 2020, 5:19 PM ☆ ↶ ⋮



The new Google Analytics

Get set up for the future

Google Analytics helps you understand your customers and create better experiences for them. But with rapid changes in customer behavior and evolving industry standards for privacy, it's more challenging than ever to get the insights you need. So we're building a new, more intelligent Analytics experience that delivers the essential customer insights you need to be ready for whatever comes next.

[LEARN MORE](#)

As an early adopter of the App + Web property, you've seen the beginning of the new Analytics experience – and it just got even better. We're proud to announce that App + Web properties are now Google Analytics 4 (GA4) properties and they will power the future of Google Analytics.

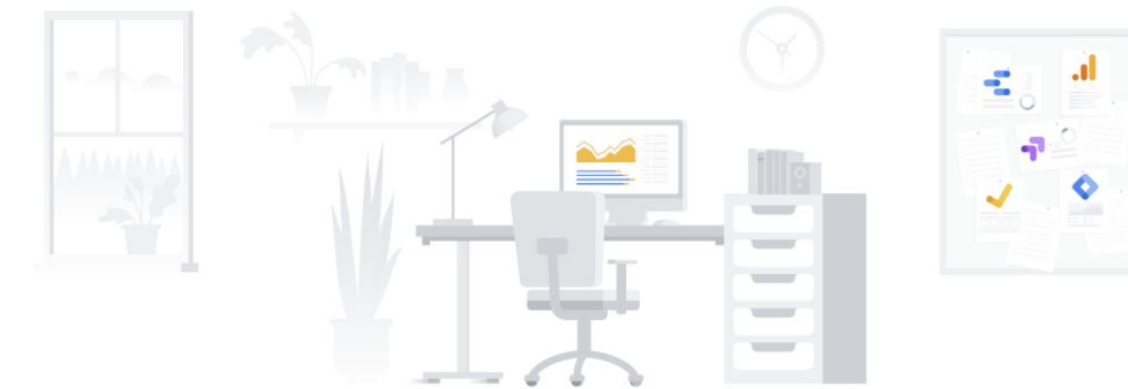
This next generation is built to help take your digital analytics to a whole new level.

Google Analytics <analytics-noreply@google.com> [Unsubscribe](#)
to me ▾

Fri, Feb 26, 2021, 4:53 PM ↵



February 2021 - Product Update



PRODUCT & FEATURE HIGHLIGHTS

New Demo Account for Google Analytics 4 Properties

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains one Universal Analytics property and two Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.

[LEARN MORE](#)

Google Analytics Messaging

Google Analytics <analytics-noreply@google.com> [Unsubscribe](#)
to me ▾

Tue, Jul 20, 2021, 6:31 PM ☆

Google

Analytics

The new Google Analytics

Start exploring Google Analytics 4

We'd like to remind you to explore the new, more intelligent Google Analytics experience. This experience, called Google Analytics 4, is ready for you to set up today with [just a few clicks](#). You can begin collecting data and benefit from the latest innovations in Google Analytics 4 as they become available while keeping your current Analytics implementation intact.

[SET UP NOW](#)

Google Analytics 4 will take your digital analytics to a whole new level.

- It's built with machine learning at its core to automatically uncover insights from your data that you can use to improve your marketing.
- It provides a more complete understanding of your full customer life cycle, from acquisition to retention, by bringing together data across app and web at scale.
- It's designed around your needs as an advertiser, with an all-new Advertising Workspace where you can get performance and attribution insights at a glance

Google Analytics <analytics-noreply@google.com> [Unsubscribe](#)
to me ▾

Tue, Oct 12, 2021, 6:00 PM ☆

Google

Analytics

The new Google Analytics

Put Google Analytics 4 at the core of your measurement

Over the past year, we've encouraged you to set up and explore your new [Google Analytics 4 property](#) that's built to help you get better ROI from your marketing today, and for the long term. **We now encourage you to make full use of your Google Analytics 4 property and put it at the core of your measurement in place of Universal Analytics.**

[LEARN MORE](#)

Google Analytics 4 makes it easier to discover actionable, privacy-safe insights from across the customer journey.

- It provides a more complete understanding of your full customer life cycle, from acquisition to retention, by bringing together data across app and web.
- It works with or without cookies or identifiers, so you can learn about your customers even with gaps in your data.

Bye UA

Universal Analytics will be going away

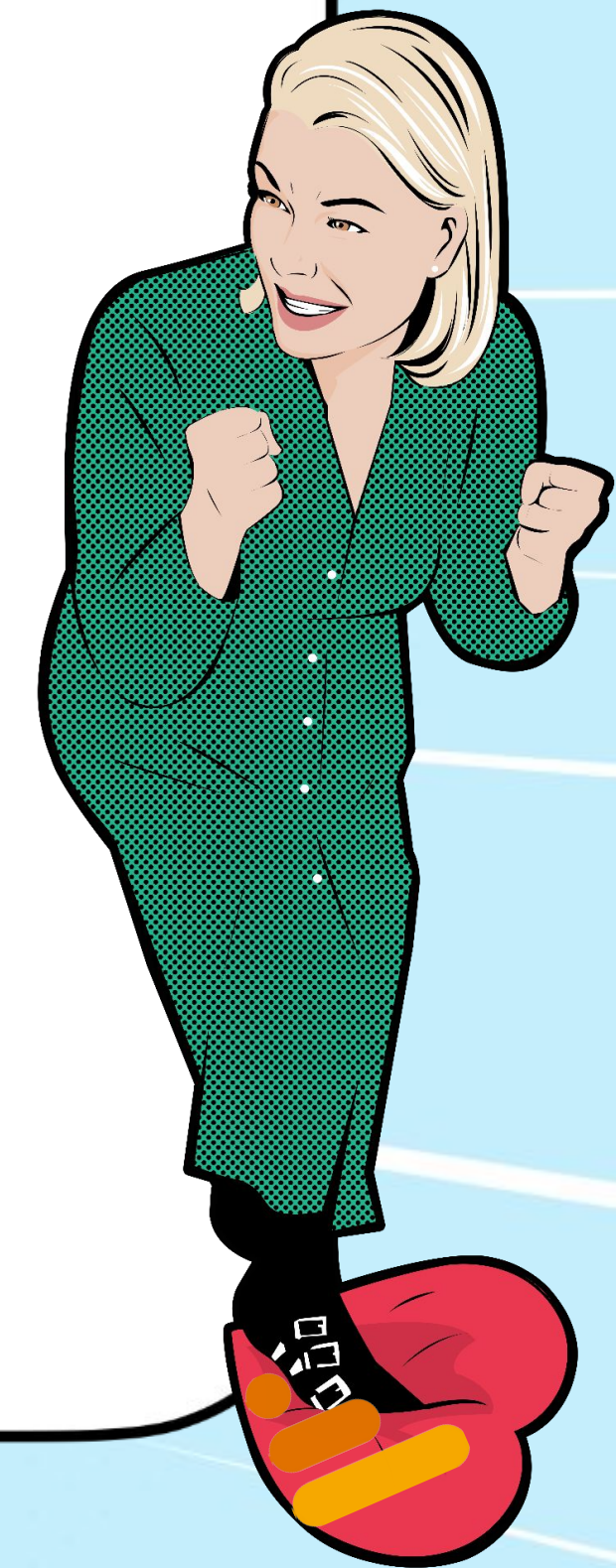
Last updated: March 16, 2022. Visit this page in the coming months for the latest information.

[Google Analytics 4](#) is our next-generation measurement solution, and it's replacing Universal Analytics. On **July 1, 2023**, standard Universal Analytics properties will stop processing new hits. If you still rely on Universal Analytics, we recommend that you [prepare to use Google Analytics 4](#) going forward.

Understand what's going to happen

- Until July 1, 2023, you can continue to use and collect new data in your Universal Analytics properties.
- After July 1, 2023, you'll be able to access your previously processed data in your Universal Analytics property for at least six months. We know your data is important to you, and we strongly encourage you to [export](#) your historical reports during this time.
- In the coming months, we'll provide a future date for when existing Universal Analytics properties will no longer be available. After this future date, you'll no longer be able to see your Universal Analytics reports in the Analytics interface or access your Universal Analytics data via the API.

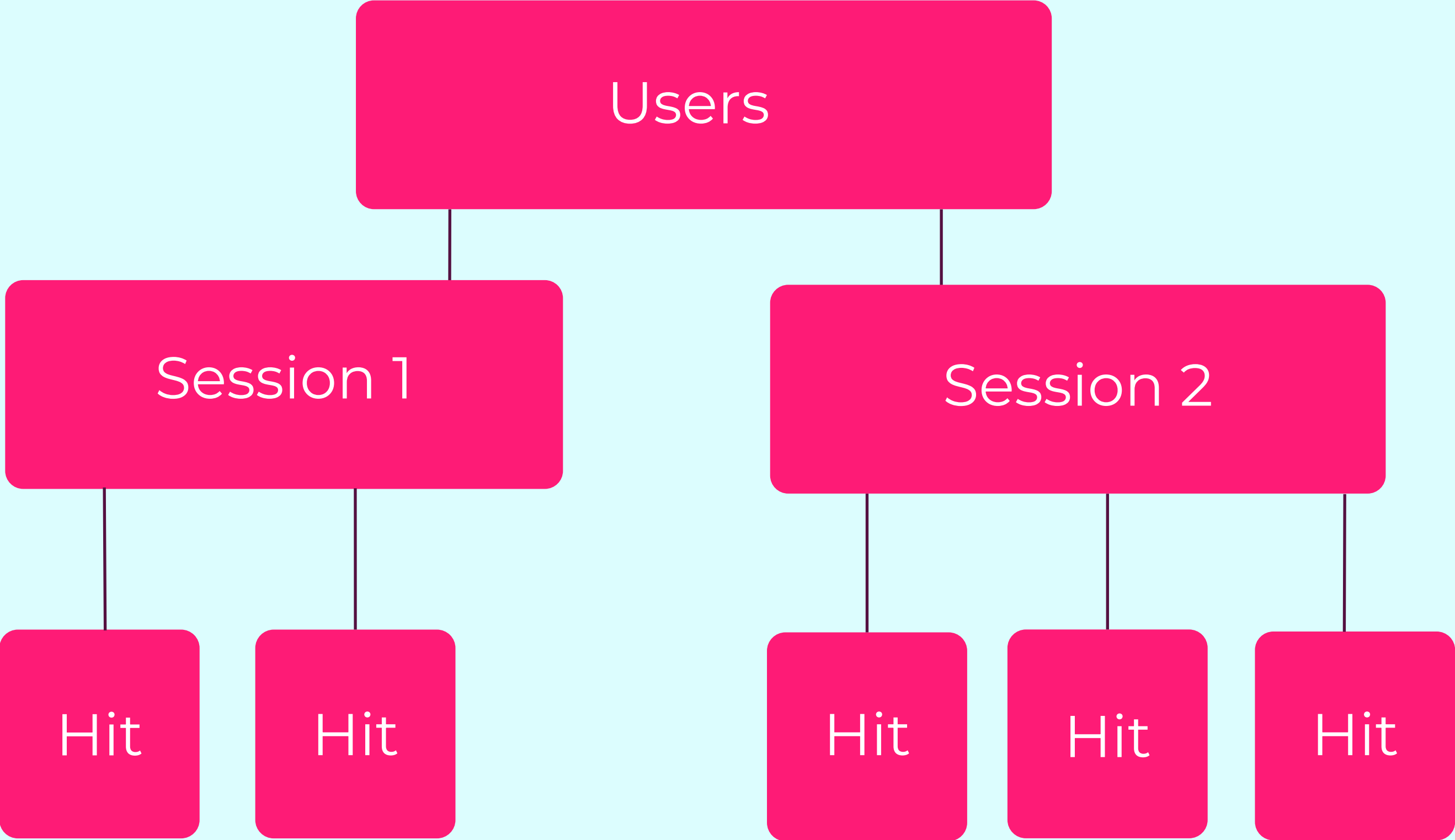
360 Google Analytics 360 properties will receive a one-time processing extension ending on October 1, 2023.



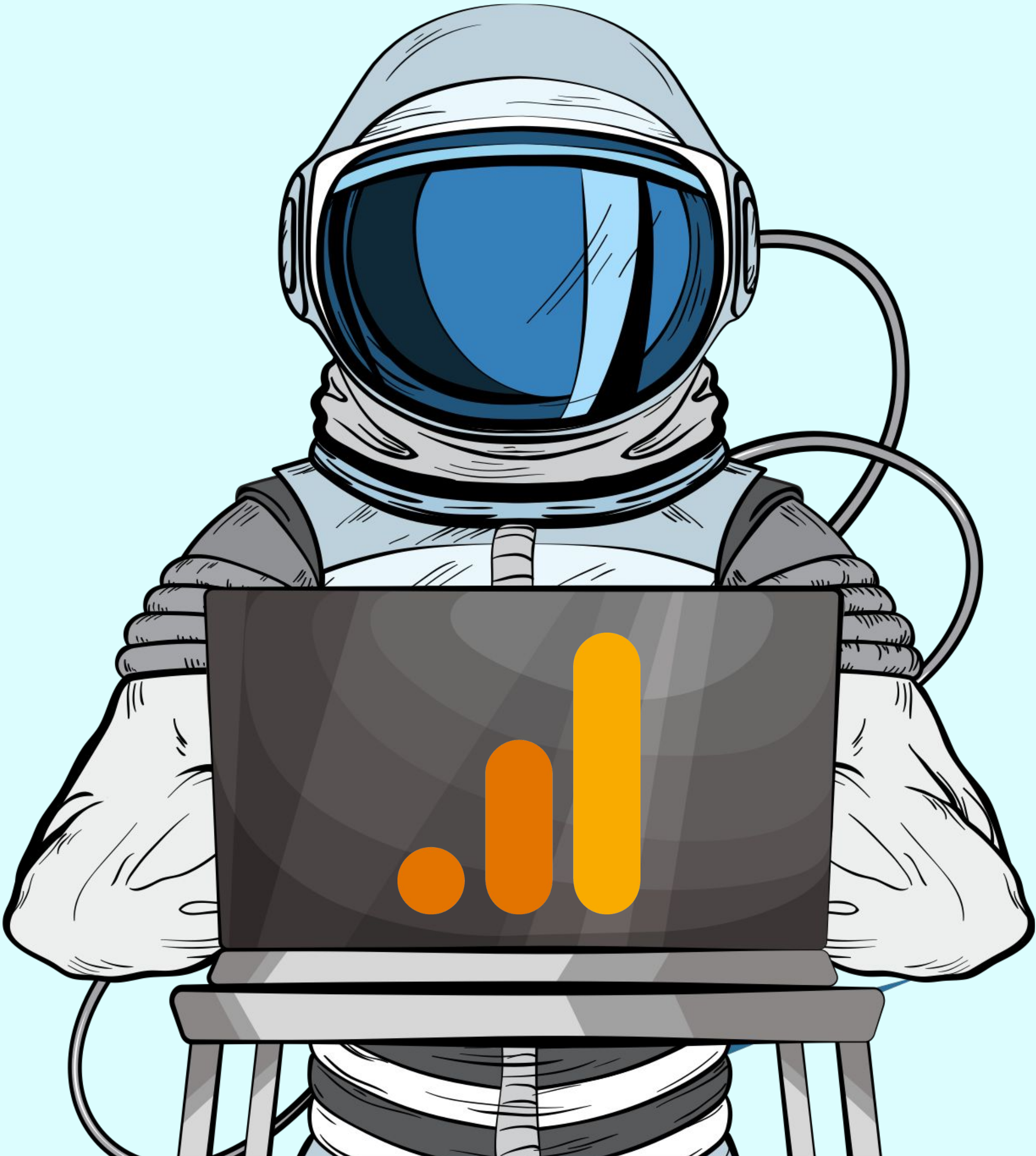
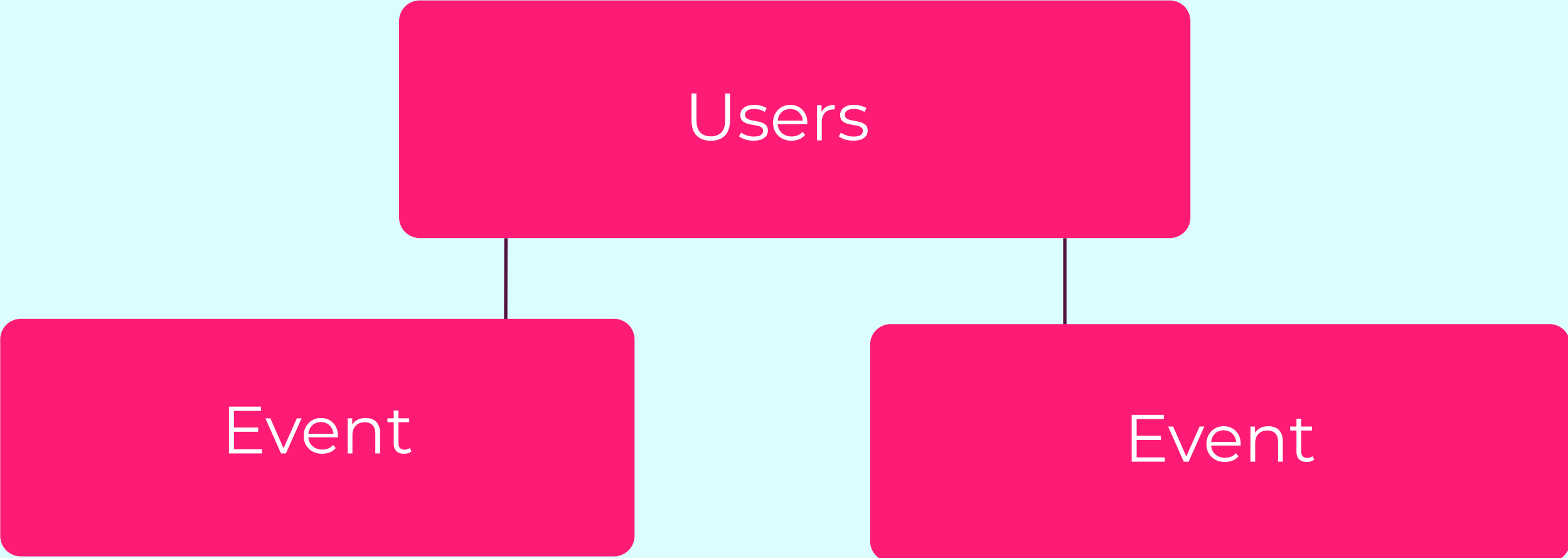
Analytics Journey



Data Model Universal Analytics



Data Model GA4



Types of Events GA4

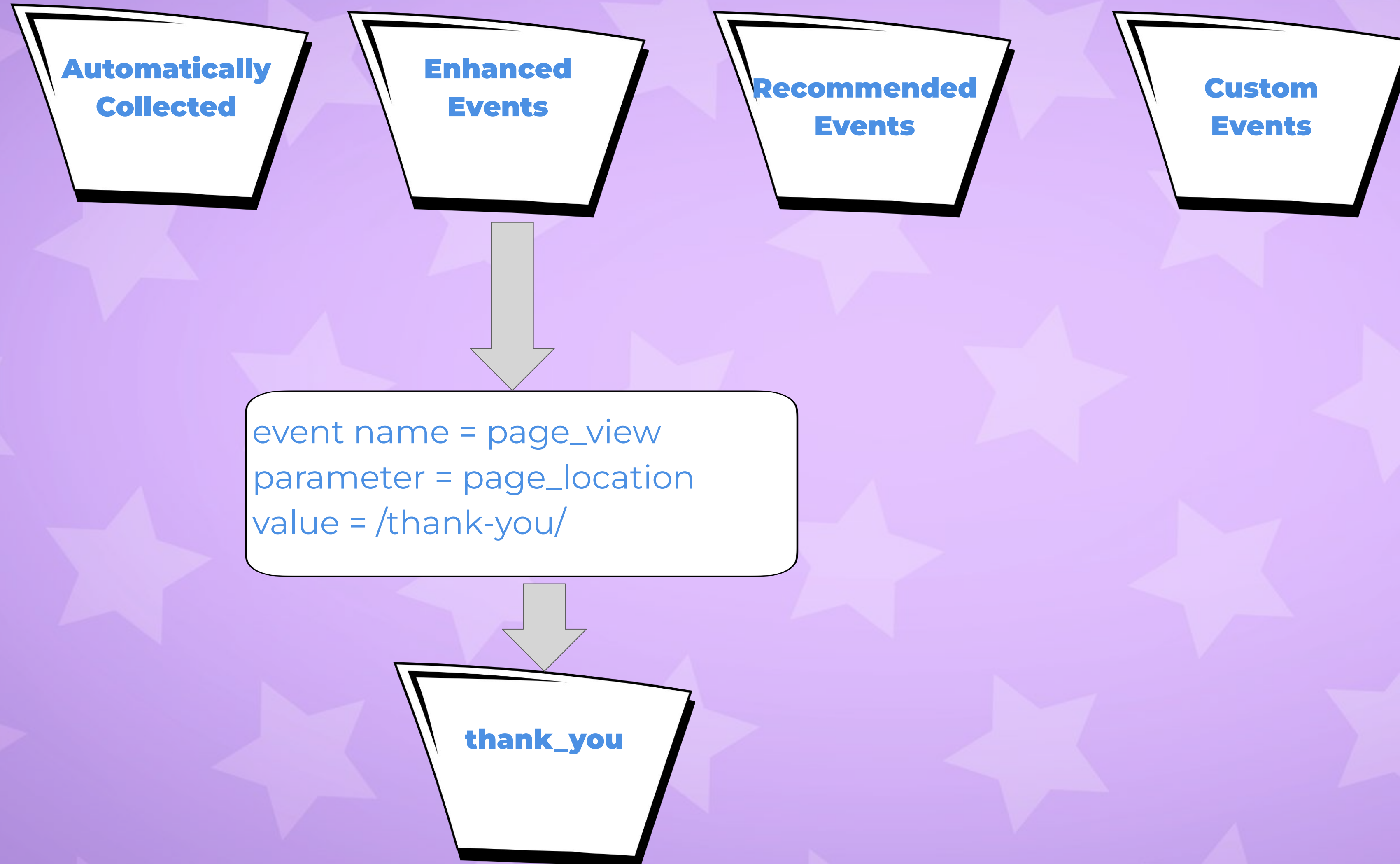
**Automatically
Collected**

**Enhanced
Measurement**

Recommended

Custom

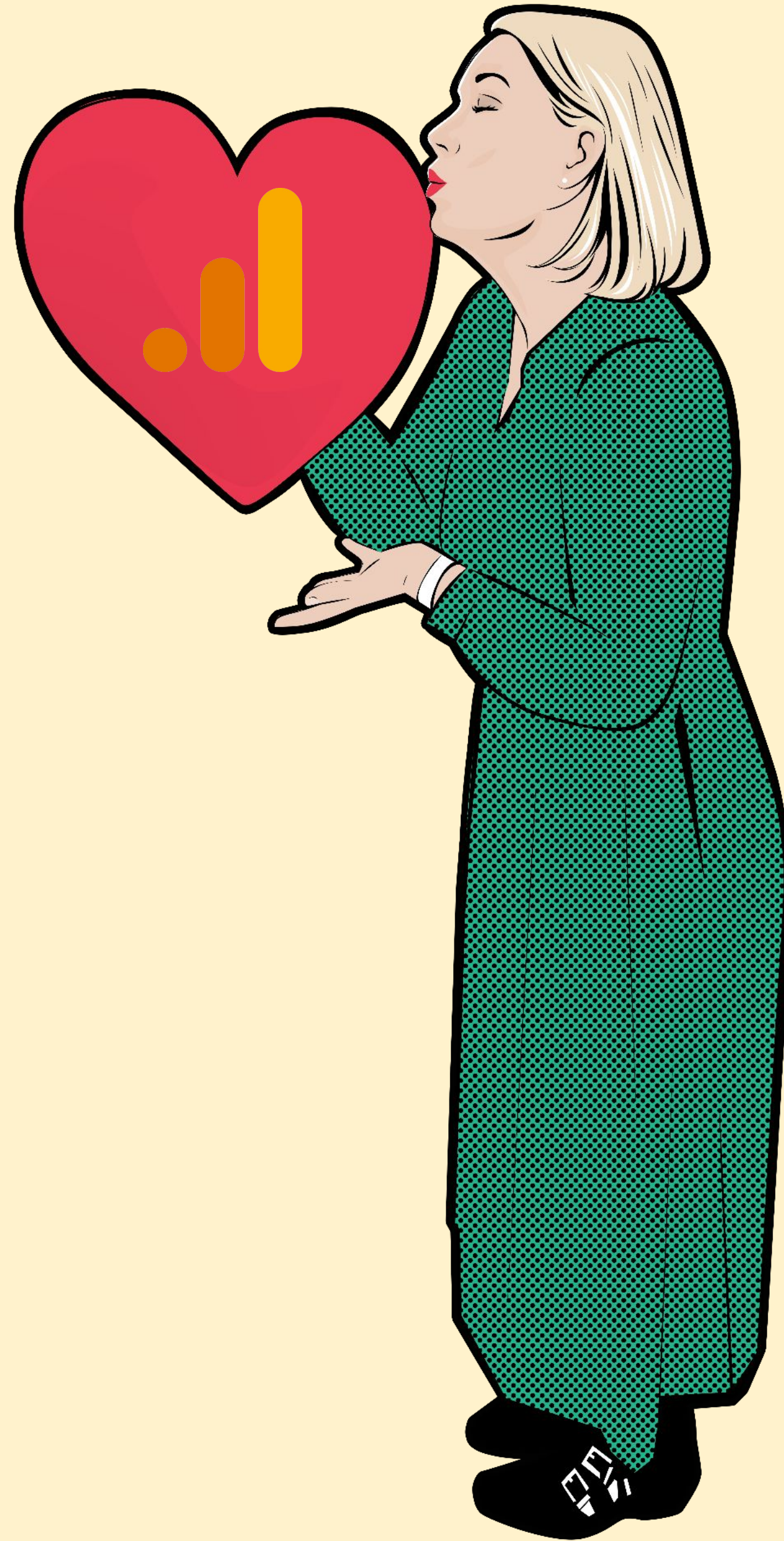
Creating An Event From An Event (use case example)



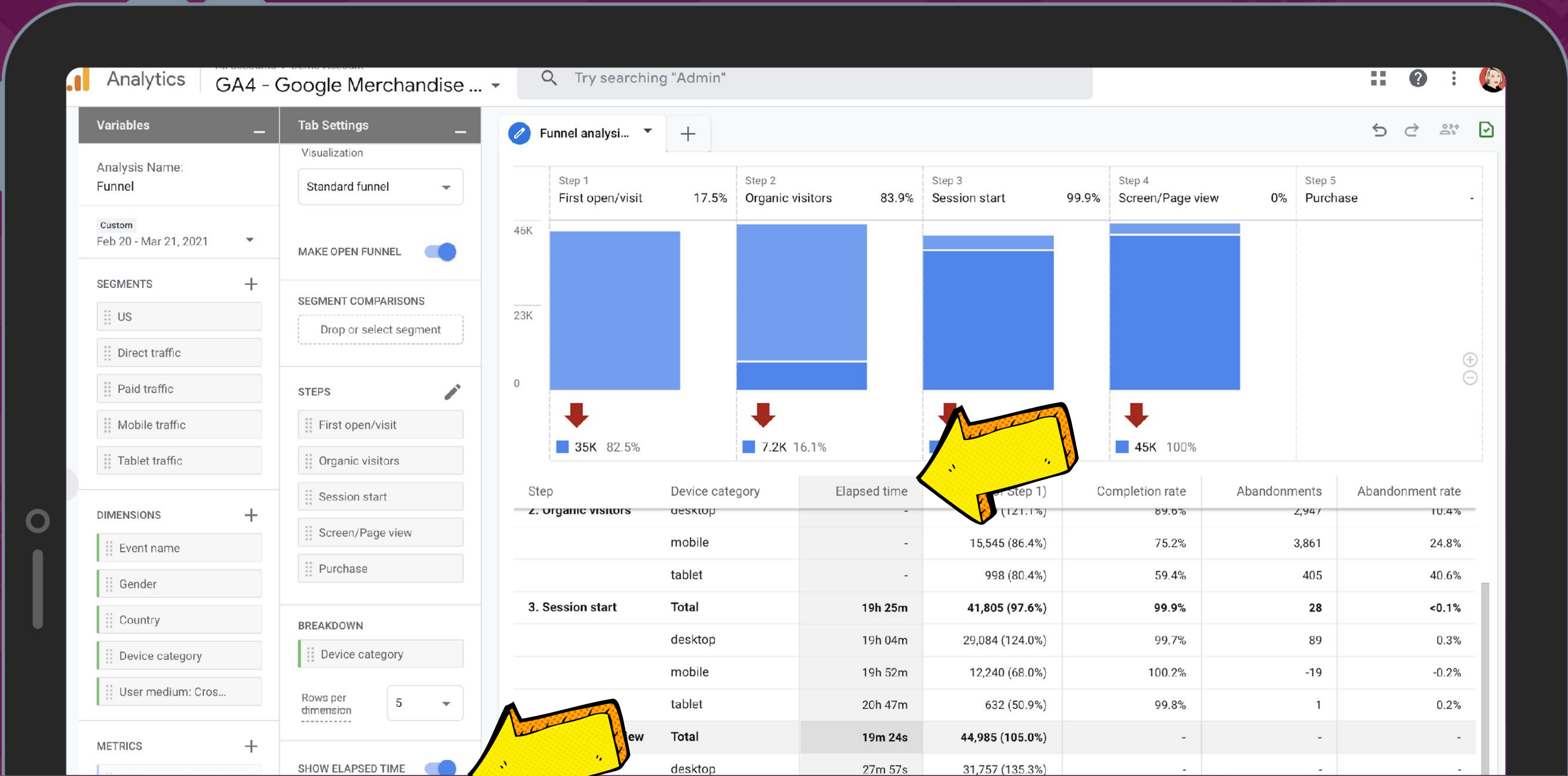
Creating An Event From An Event (use case example)



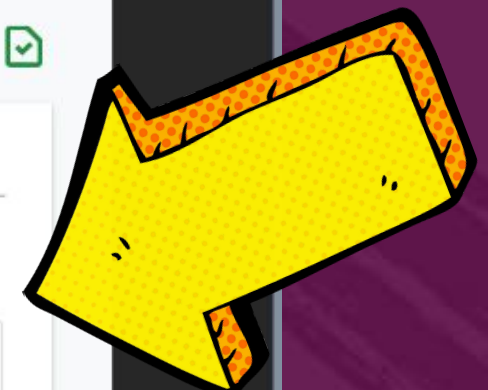
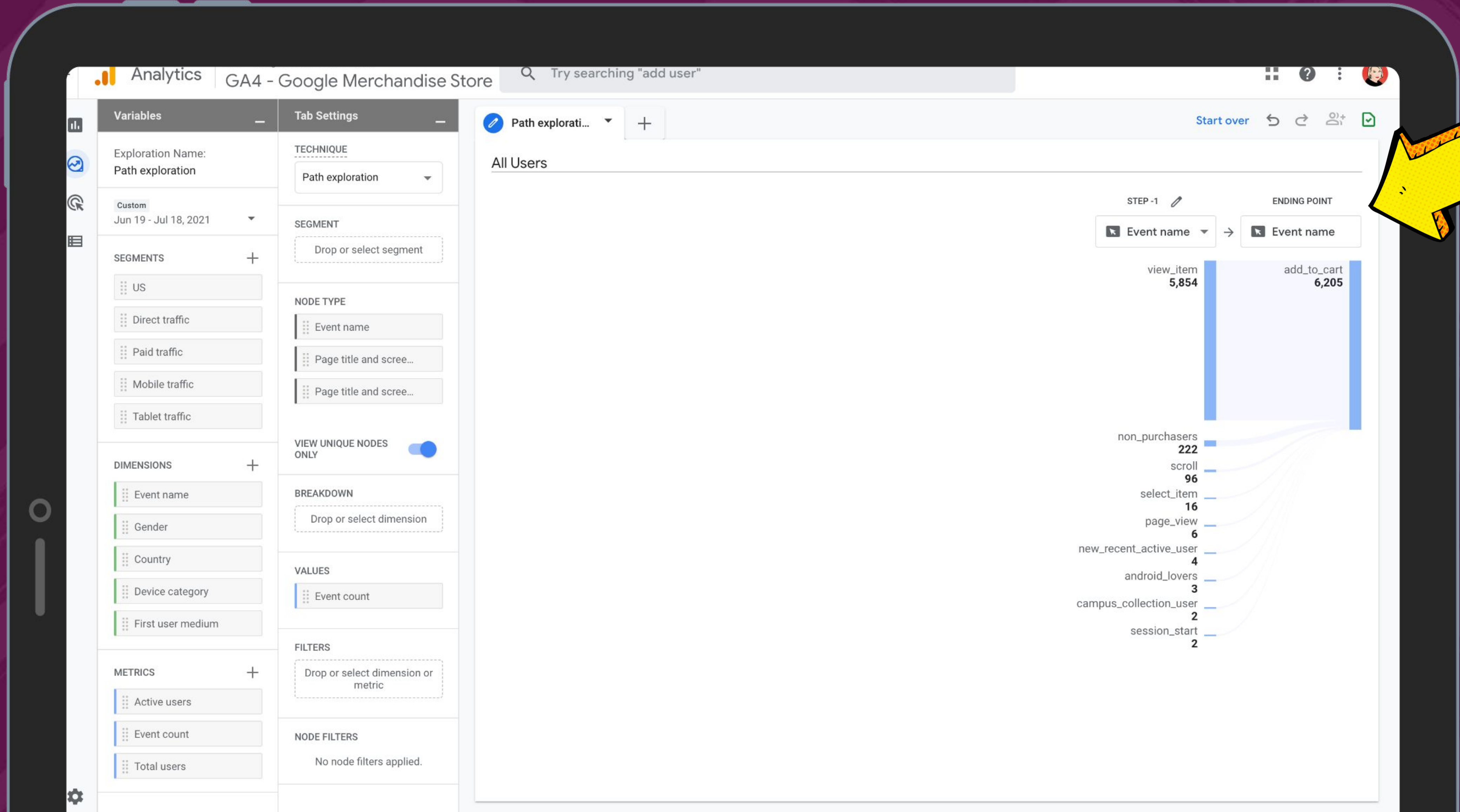
**OH MY -
ADVANCED
FEATURES!**



Funnels: Retroactive and with time!



Pathing Analysis



Audiences : Event Count = add time-window metrics

The screenshot displays the Google Analytics 'Audience Builder' interface for a segment named 'Purchasers'. The main configuration area shows the following settings:

- Include Users when:** A list of conditions including 'in_app_purc...', 'purchase', and 'ecommerce...'. The 'purchase' condition is selected.
- Condition*:** A dropdown menu set to '>'.
- Value:** A text input field containing the number '2'.
- Time period:** A toggle switch is turned on, and the input field shows '14 days'.
- At any point in time:** A checkbox that is checked.

On the right side, a summary panel provides the following data:

- Build an audience:** A checkbox that is currently unchecked.
- Summary:** Users in this segment from Oct 5 to Nov 3, totaling **2K** users, which is 2.27% of all users.
- Include/Exclude:** A donut chart showing 2K users included and 0 excluded.
- Sessions in this segment:** **3.3K** sessions, which is 2.82% of all sessions.

A callout box on the left contains the text: "Remember: This could be used as a segment, create a conversion, or use as an audience in your paid media."

Audiences : Event Count = add time-window metrics

The screenshot displays the Google Analytics Audience Builder interface for an "Untitled audience". The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: Events, Conversions, Audiences (highlighted), Custom definitions, and DebugView.
- Top Bar:** Shows "Analytics" and "All accounts > The Coloring in Department".
- Main Content Area:**
 - Add a description:** A text input field.
 - Include Users when:** A section with a dropdown menu set to "Page title", a condition "contains", and a value "What is GA4?". There is an unchecked checkbox for "At any point" and an "Or" button.
 - Sequence 1:** A section with a dropdown menu set to "Step 1" and an "Add new condition" button.
 - Buttons:** "Add condition group", "Add sequence", and "Add group to exclude".
- Right Panel:**
 - Membership duration:** Radio buttons for "30 days" (selected) and "Set to maximum limit".
 - Audience Trigger:** A "+ Create new" button.
 - Time Constraint:** A dropdown menu showing "Within 5 Minutes". A yellow arrow points to this section.
 - Visualizations:** A diagram showing two overlapping circles, one solid and one dashed, representing audience segments.
 - Statistics:** "0% of all users" and "Sessions in this segment: 0" (0% of all sessions).
 - Disclaimer:** "These figures are an estimate based on the last 30 days. Actual audience size may vary."

Predictive Audiences

The screenshot shows the Google Analytics Predictive Audiences configuration page for a segment named "Likely 7-day churning purchasers". The main configuration area includes a list of conditions to include users, such as "in_app_purchase", "purchase", "ecommerce_purch...", "LTV", and "Churn probability". A modal window titled "Configure prediction" is open, showing options for "User range" (Most likely to churn, Least likely to churn, or Custom) and a "Prediction window" of "In the next 7 days". The "Custom" option is selected, with a user range of 80th to 100th percentile. A "Churn probability over user percentile" graph shows a curve that rises sharply and then levels off, with an average probability of 0.98. Below the graph, a summary table shows 3,555 users in the selected range and 3,492 users expected to churn. A "Build an audience" checkbox is visible in the top right, and a "Summary" section on the right provides an overview of the segment's size and duration.

Configure prediction

User range

- Most likely to churn
Top 20% of users
- Least likely to churn
Bottom 20% of users
- Custom
Customize user range
80 to 100 percentile

Prediction window

In the next 7 days

Prediction summary

This summary only considers the predictive metric. Any additional condition filters will also impact the audience size.

Churn probability over user percentile

CHURN PROBABILITY

Average probability 0.98

0th 20th 40th 60th 80th 100th
USER PERCENTILE

Users in selected range	Users expected to churn
3,555	3,492
20% of all users active in last 7 days	21% of all users expected to churn

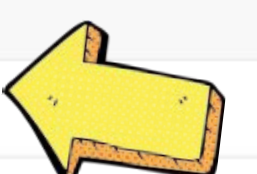
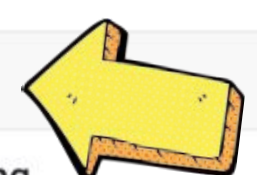
Cancel Apply

Wider DGC for GA4

Search...

Rows per page: 25 1-12 of 12

Session default channel grouping +	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count <small>All events</small>	Conversions <small>All events</small>	↓ Total revenue
Totals	263,832 <small>100% of total</small>	370,373 <small>100% of total</small>	258,325 <small>100% of total</small>	1m 54s <small>Avg 0%</small>	0.98 <small>Avg 0%</small>	13.12 <small>Avg 0%</small>	69.75% <small>Avg 0%</small>	4,859,357 <small>100% of total</small>	11,994.00 <small>100% of total</small>	£280,657.32 <small>100% of total</small>
1 Paid Search	72,358	76,695	70,484	2m 52s	0.97	18.63	91.9%	1,428,617	3,756.00	£84,240.57
2 Organic Search	97,616	124,267	86,487	1m 38s	0.89	11.89	69.6%	1,477,121	3,119.00	£71,582.46
3 Direct	55,662	76,812	43,899	1m 35s	0.79	12.03	57.15%	924,026	2,390.00	£56,420.68
4 Referral	16,009	24,097	11,870	1m 50s	0.74	11.31	49.26%	272,565	987.00	£27,295.60
5 Unassigned	8,328	10,567	5,745	2m 00s	0.69	12.96	54.37%	136,919	674.00	£17,225.12
6 Email	28,070	41,414	29,877	1m 48s	1.06	11.09	72.14%	459,197	546.00	£14,684.04
7 Paid Shopping	8,355	9,942	5,908	1m 04s	0.71	9.44	59.42%	93,864	404.00	£6,848.95
8 Organic Shopping	2,464	2,904	1,846	1m 11s	0.75	10.81	63.57%	31,405	78.00	£1,581.04
9 Organic Social	2,858	3,173	1,982	1m 04s	0.69	9.87	62.46%	31,305	25.00	£455.09
10 Paid Other	183	302	118	0m 54s	0.64	9.07	39.07%	2,738	15.00	£323.77
11 Organic Video	133	153	92	0m 49s	0.69	8.78	60.13%	1,344	0.00	£0.00
12 Paid Social	33	47	17	0m 15s	0.52	5.45	36.17%	256	0.00	£0.00



New UTM parameters coming down the line!

Parameter	Dimension
utm_source	Source
	First user source
	Session source
utm_medium	Medium
	First user medium
	Session medium
utm_campaign	Campaign
	First user campaign
	Session campaign
utm_term	Manual term
	Session manual term
	First user manual term

utm_content	Manual ad content
	Session manual ad content
	First user manual ad content
utm_source_platform	Source platform
	Session source platform
	First user source platform
utm_creative_format	Creative format
	Session creative format
	First user creative format
utm_marketing_tactic	Marketing tactic
	Session marketing tactic
	First user marketing tactic



NAVIGATING THE CHANGE

The Helicopter Method ©



Work in Phases

You are here 2022

1st July 2023

Situation Analysis

UA configuration / GA4 knowledge

GA4 Roadmap

Where are you going?

Today

Universal Analytics Primary Analytics

Phase 1

Phase 2

Phase 3

Phase 4

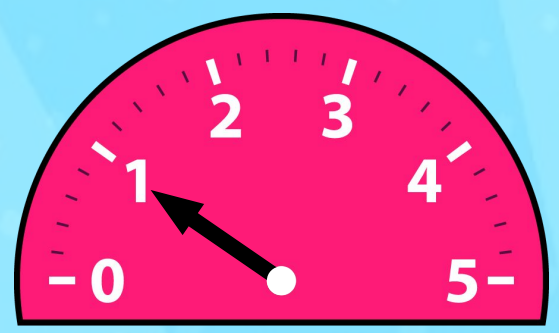
Phase 5



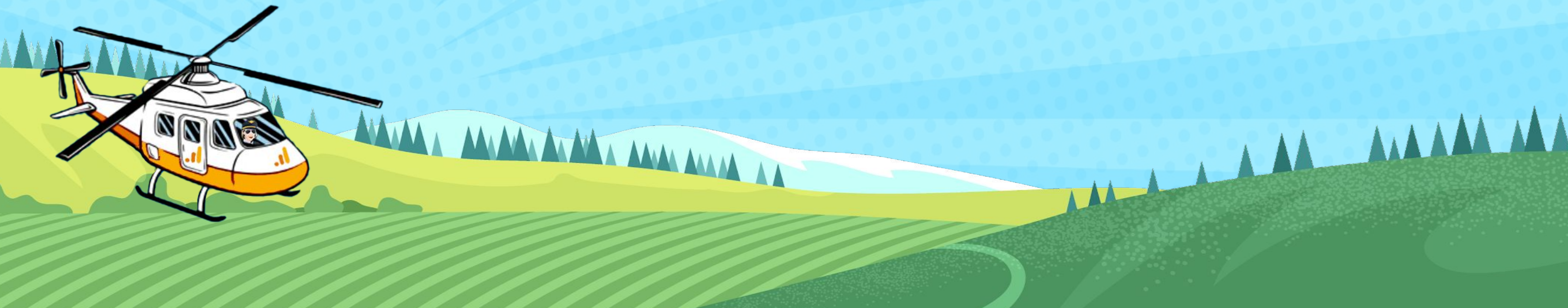
UA- Secondary Analytics

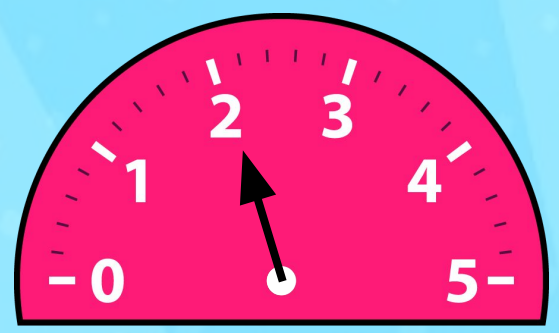
GA4 Primary Analytics

Skills Assessment > Training > Internal Communications



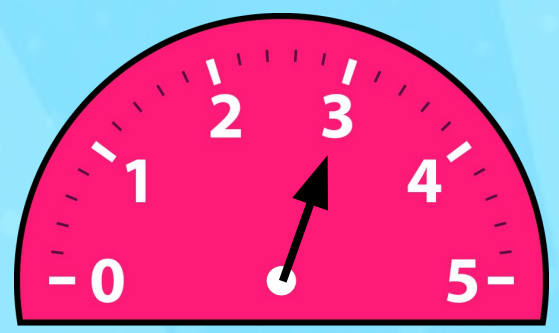
Phase 1 : Dual Tag Basic Configuration





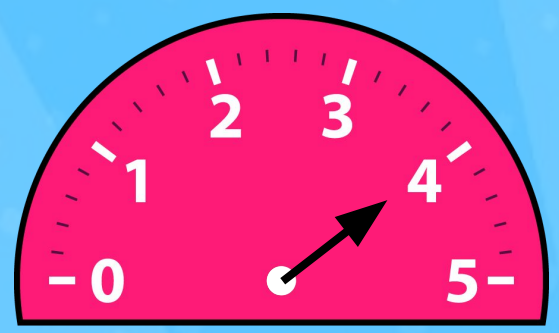
Phase 2 : Customise your setup





Phase 3 : Compare and Review Reports





Phase 4 : Enhance Setup



THE
**COLORING IN
DEPARTMENT**

Thank you for listening!

THECOLORINGINDEPARTMENT.COM

