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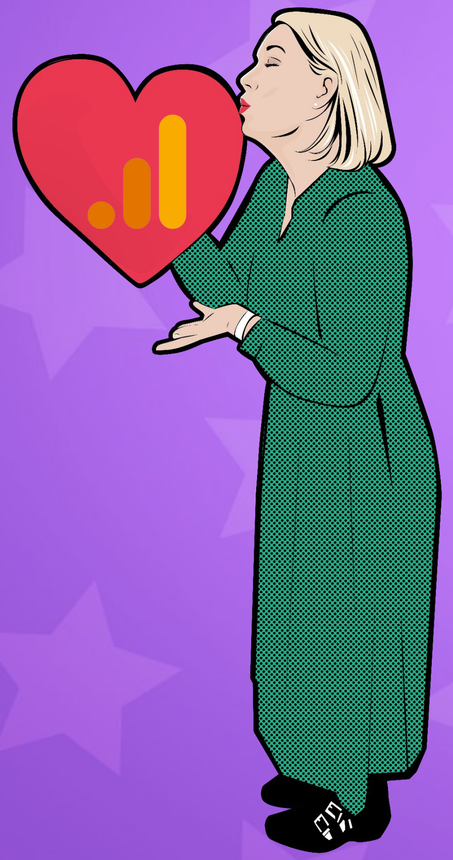

The Marmite Migration

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

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Google Analytics Messaging

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Wed, Oct 28, 2020, 5:19 PM

Google Analytics

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.

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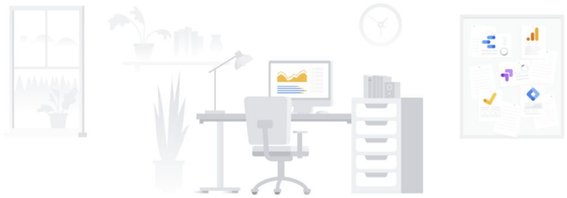
Fri, Feb 26, 2021, 4:53 PM

This month in Analytics: New Demo Account for Google Analytics 4 Properties, User Scoped Dimensions and Session Scope in Google Analytics 4 and more.

Google Analytics

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

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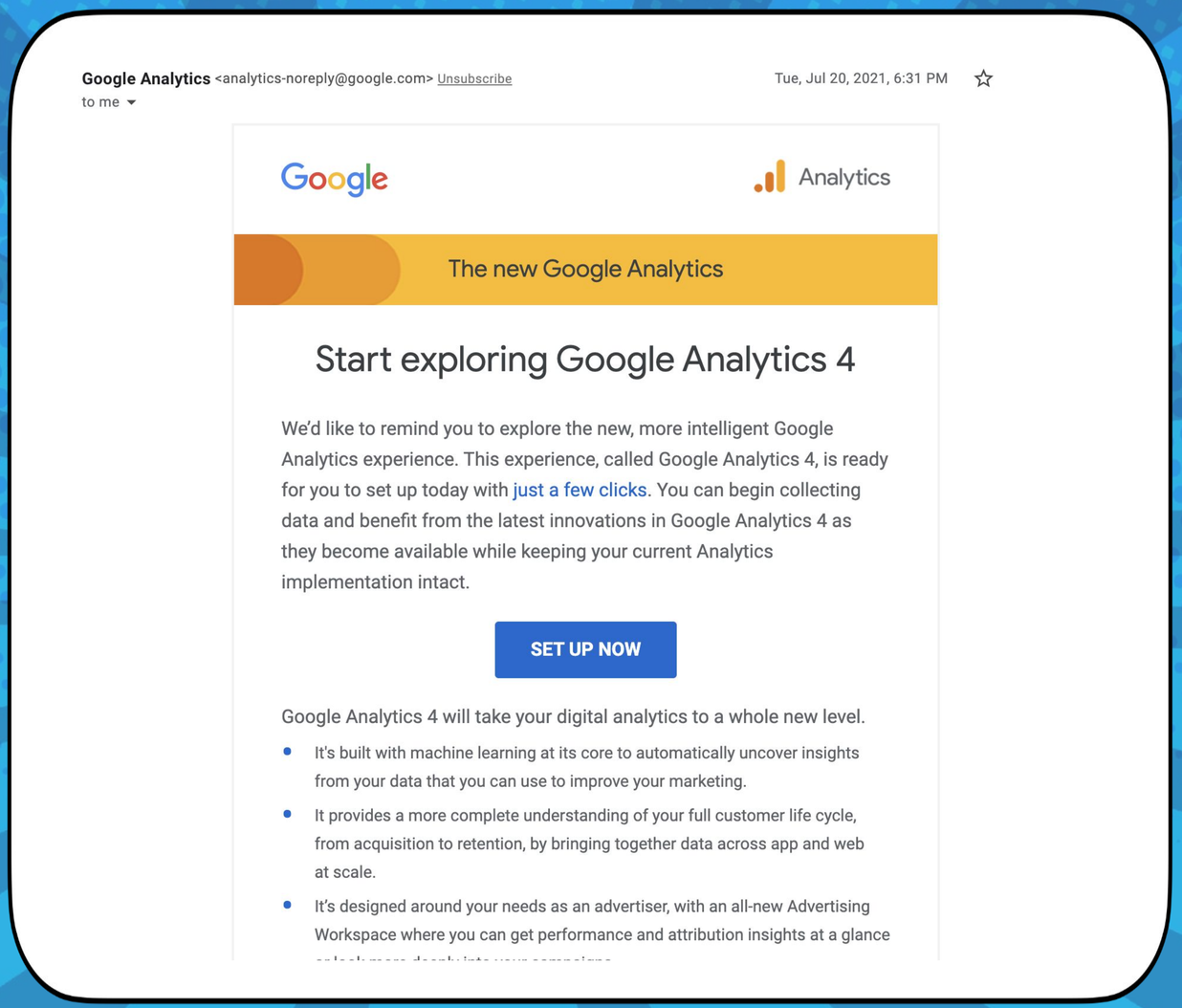
Google Analytics Messaging



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Tue, Jul 20, 2021, 6:31 PM

Google Analytics

The new Google Analytics

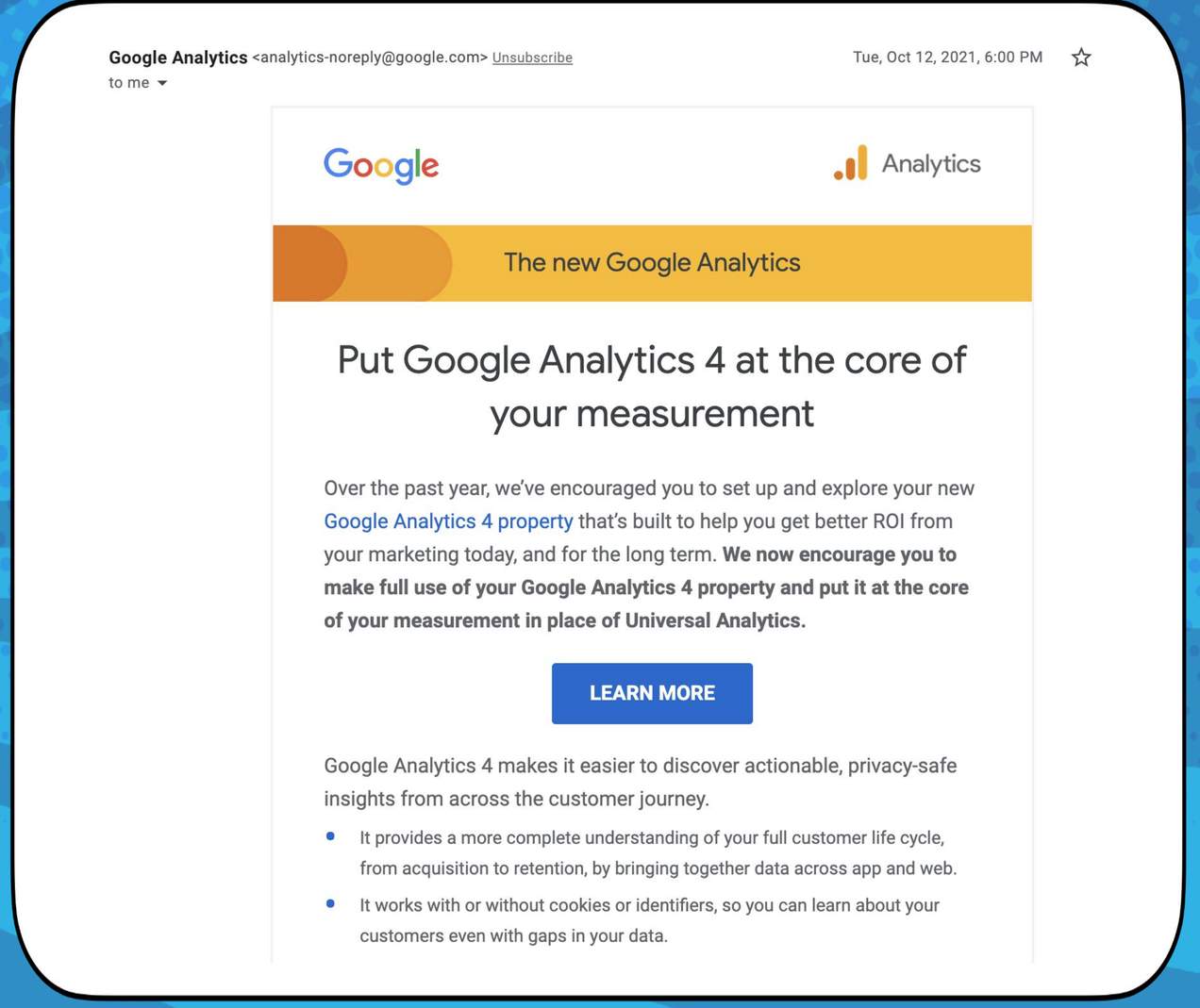
Start exploring Google Analytics 4

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



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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.

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Bye UA

Universal Analytics will be going away

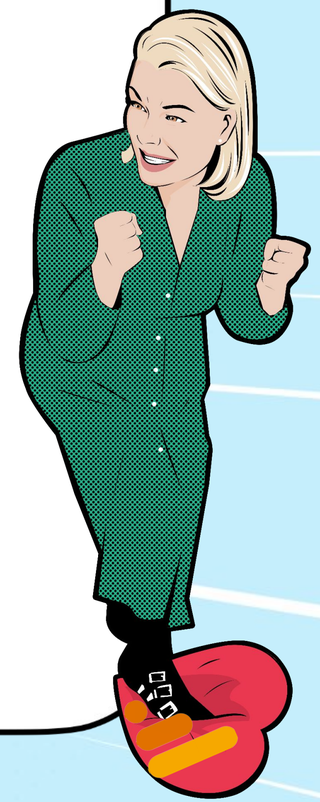
Last updated: March 16, 2022. Visit this page in the coming months for the latest information.

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**.*



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Analytics Journey

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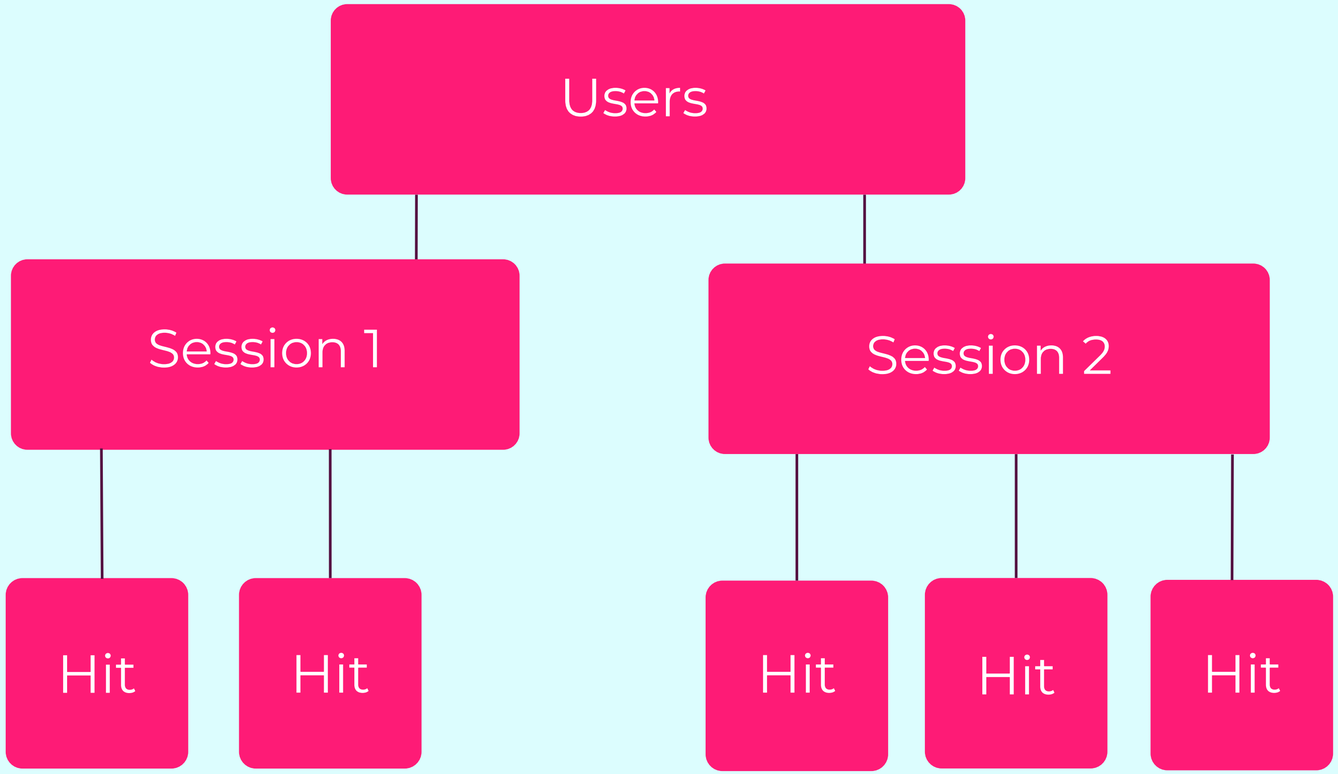
Data Model Universal Analytics



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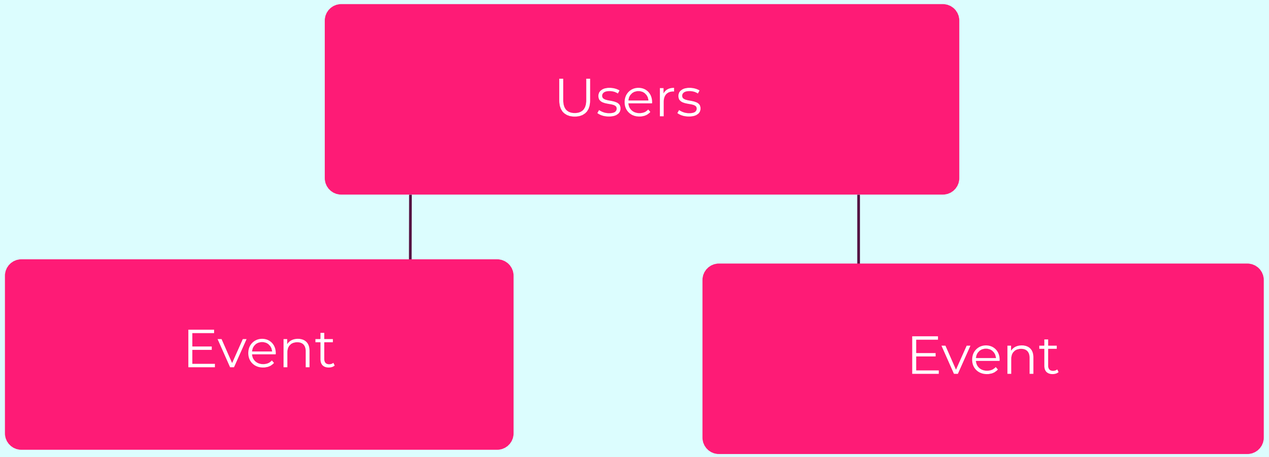
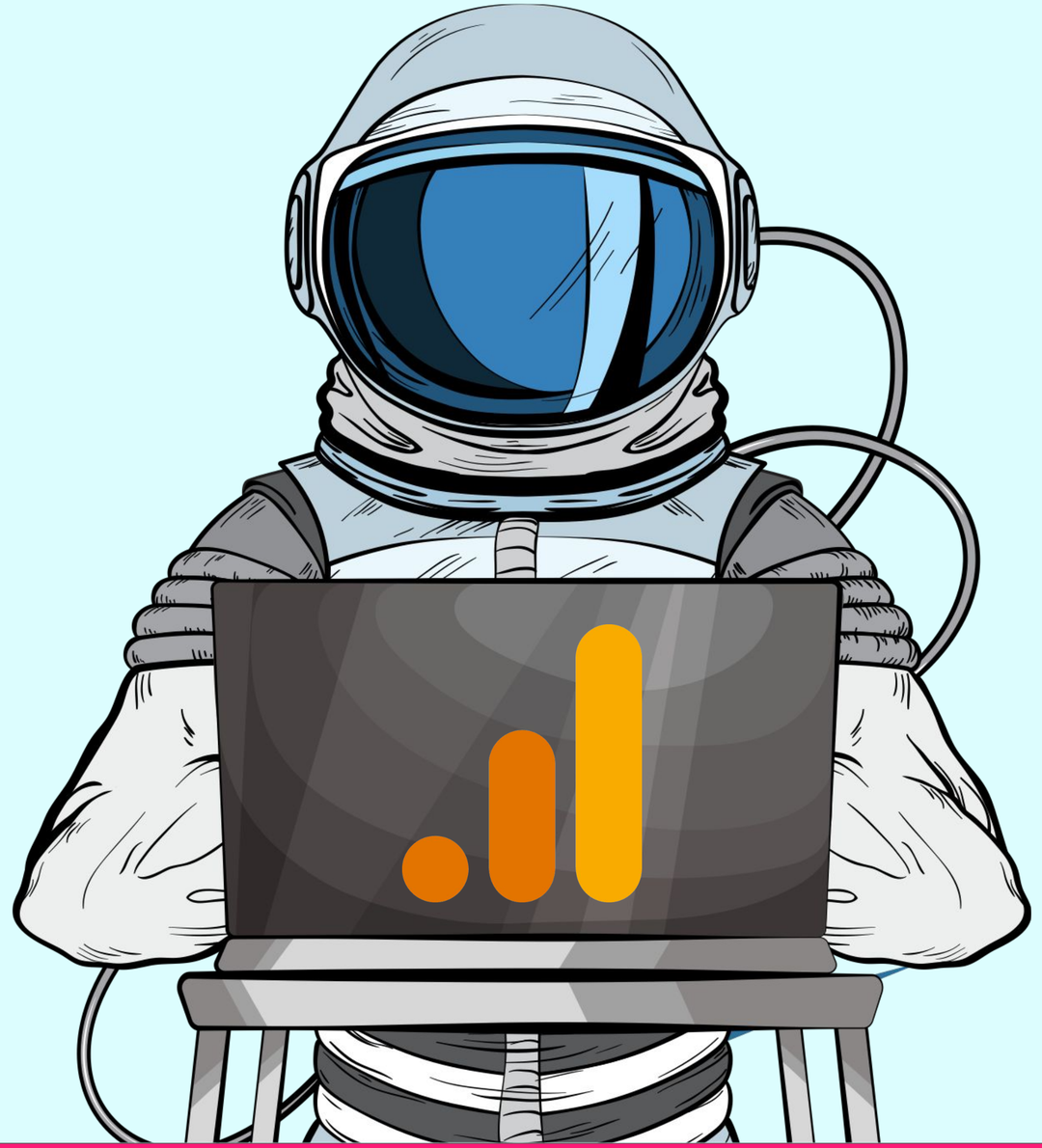
Data Model GA4





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Types of Events GA4

Automatically Collected

Enhanced Measurement

Recommended

Custom

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Creating An Event From An Event (use case example)

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Creating An Event From An Event (use case example)

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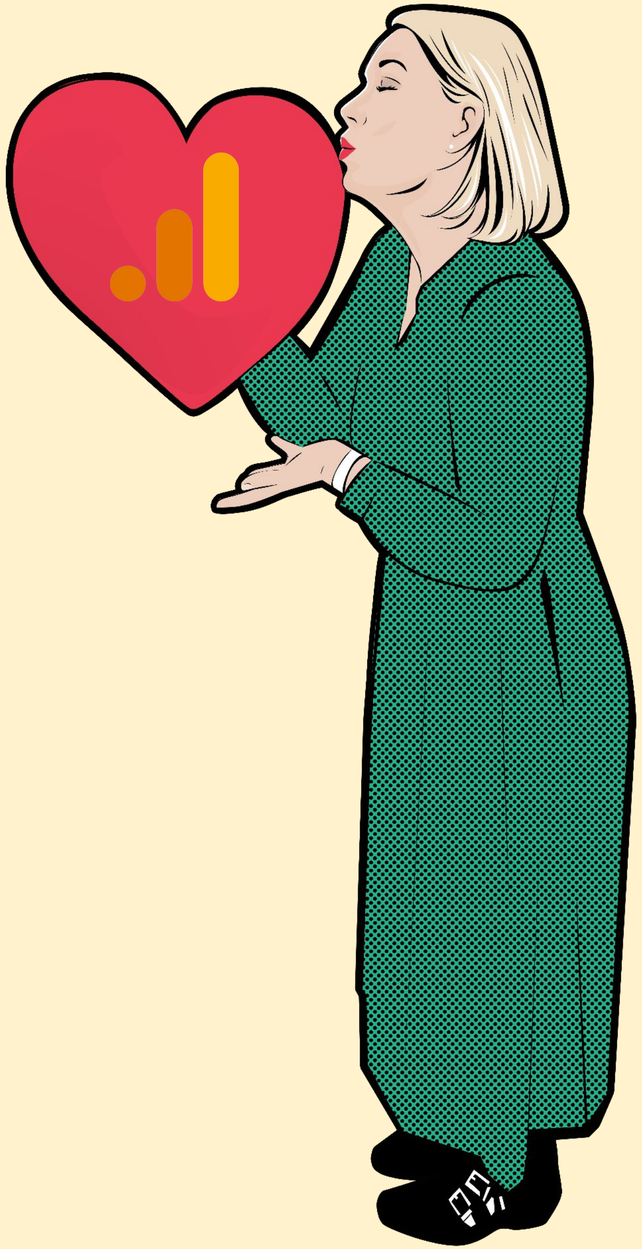
OH MY - ADVANCED FEATURES!



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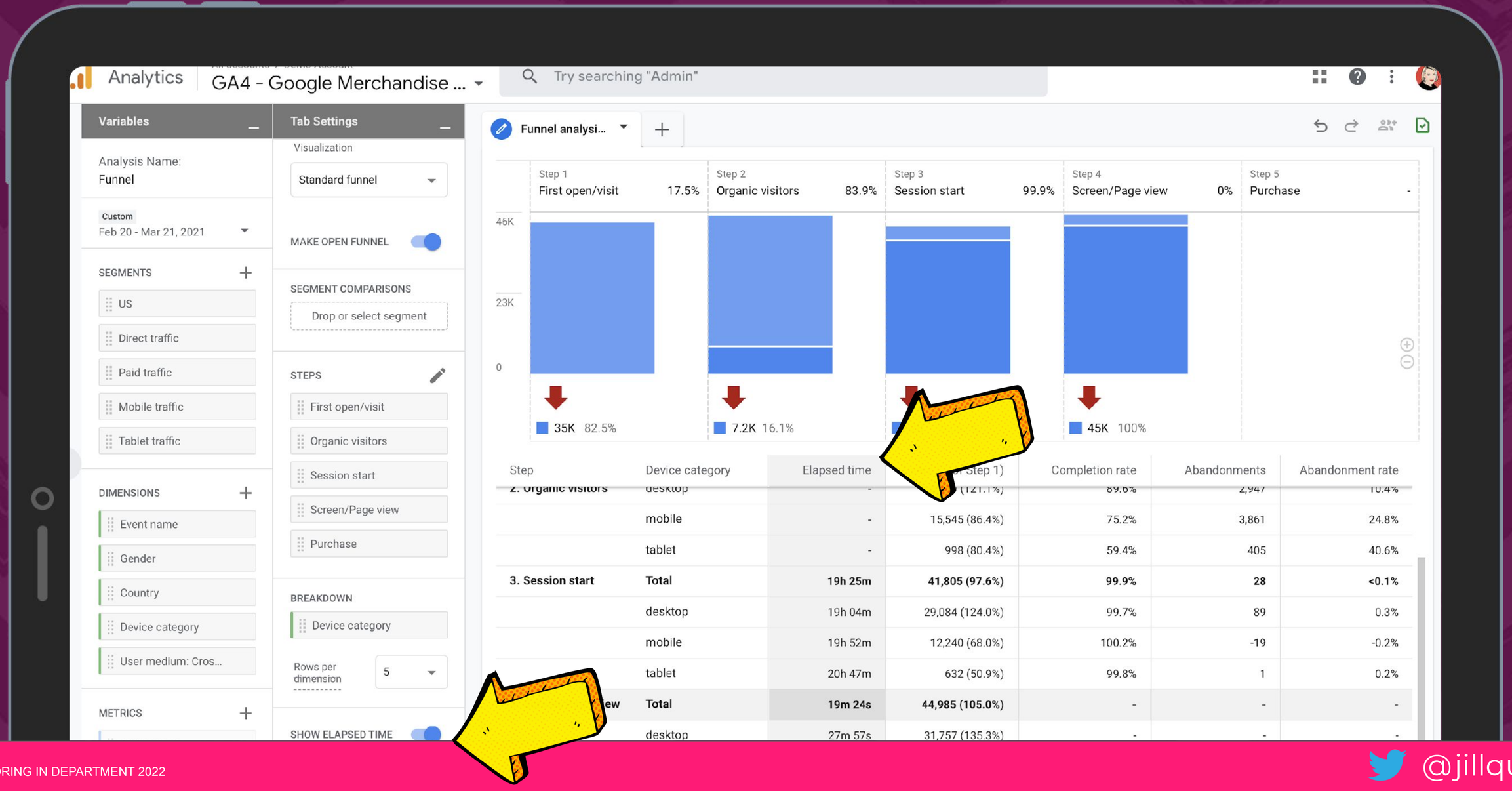
Funnels: Retroactive and with time!



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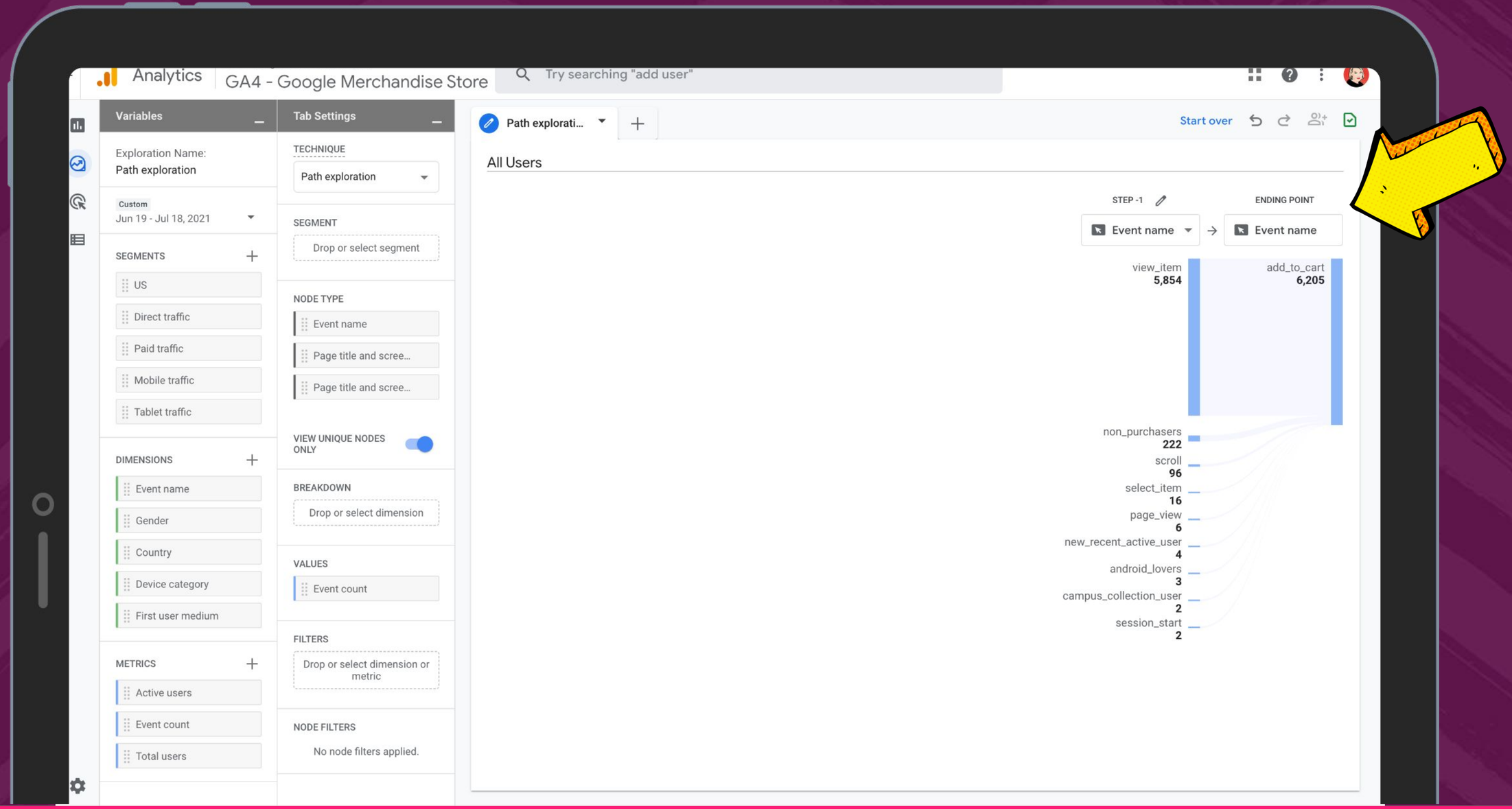
Pathing Analysis



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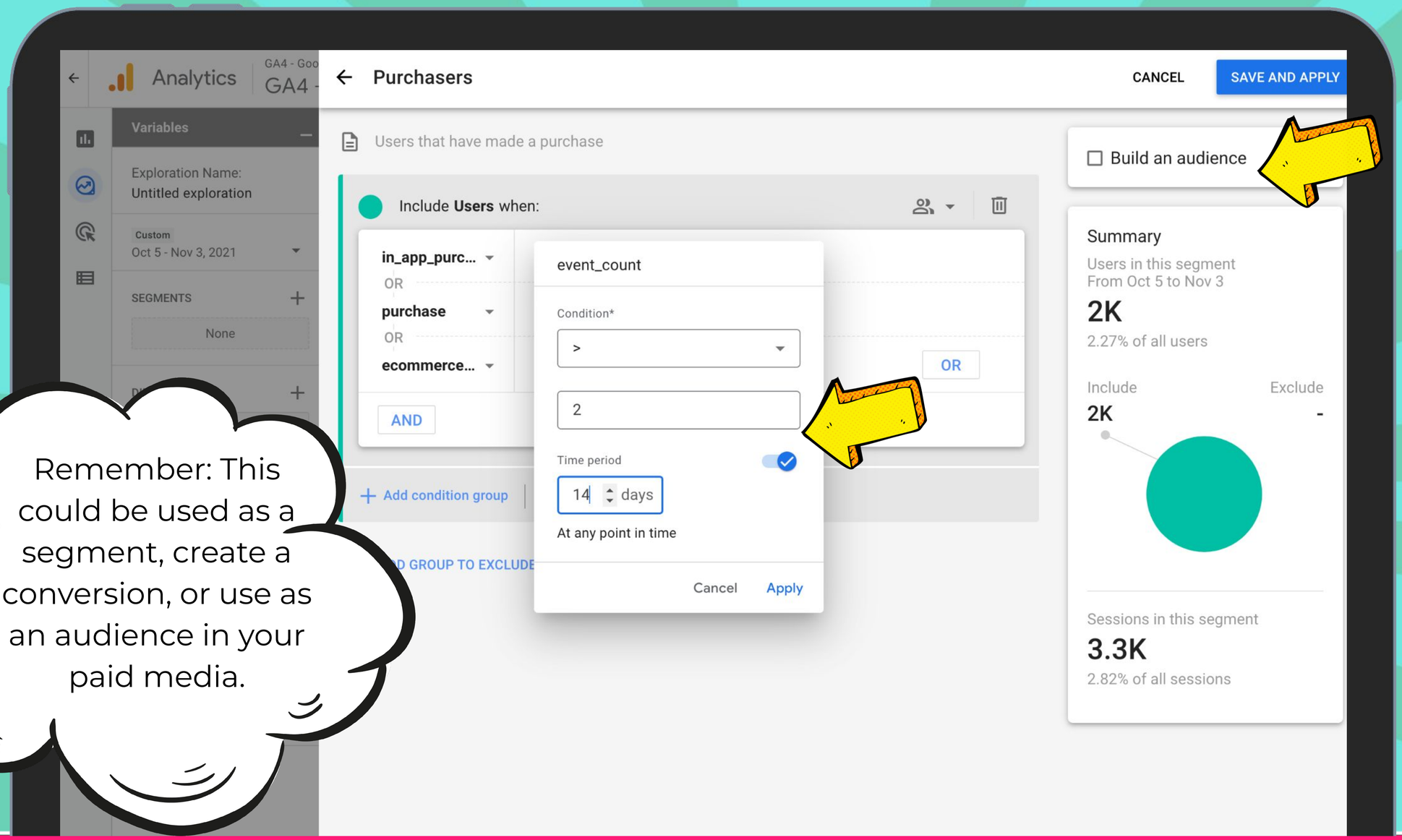
Audiences : Event Count = add time-window metrics



Remember: This could be used as a segment, create a conversion, or use as an audience in your paid media.

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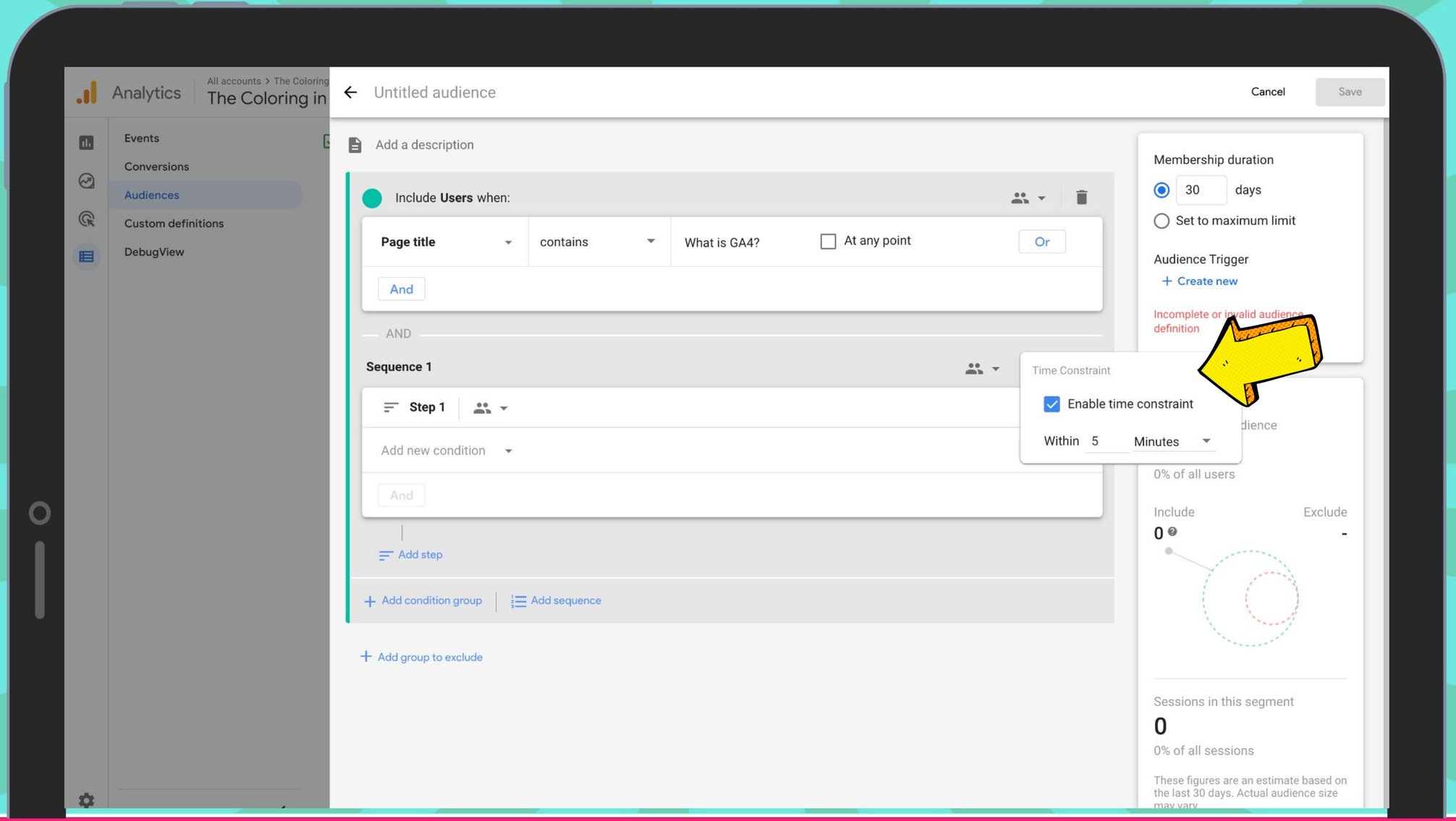
Audiences : Event Count = add time-window metrics



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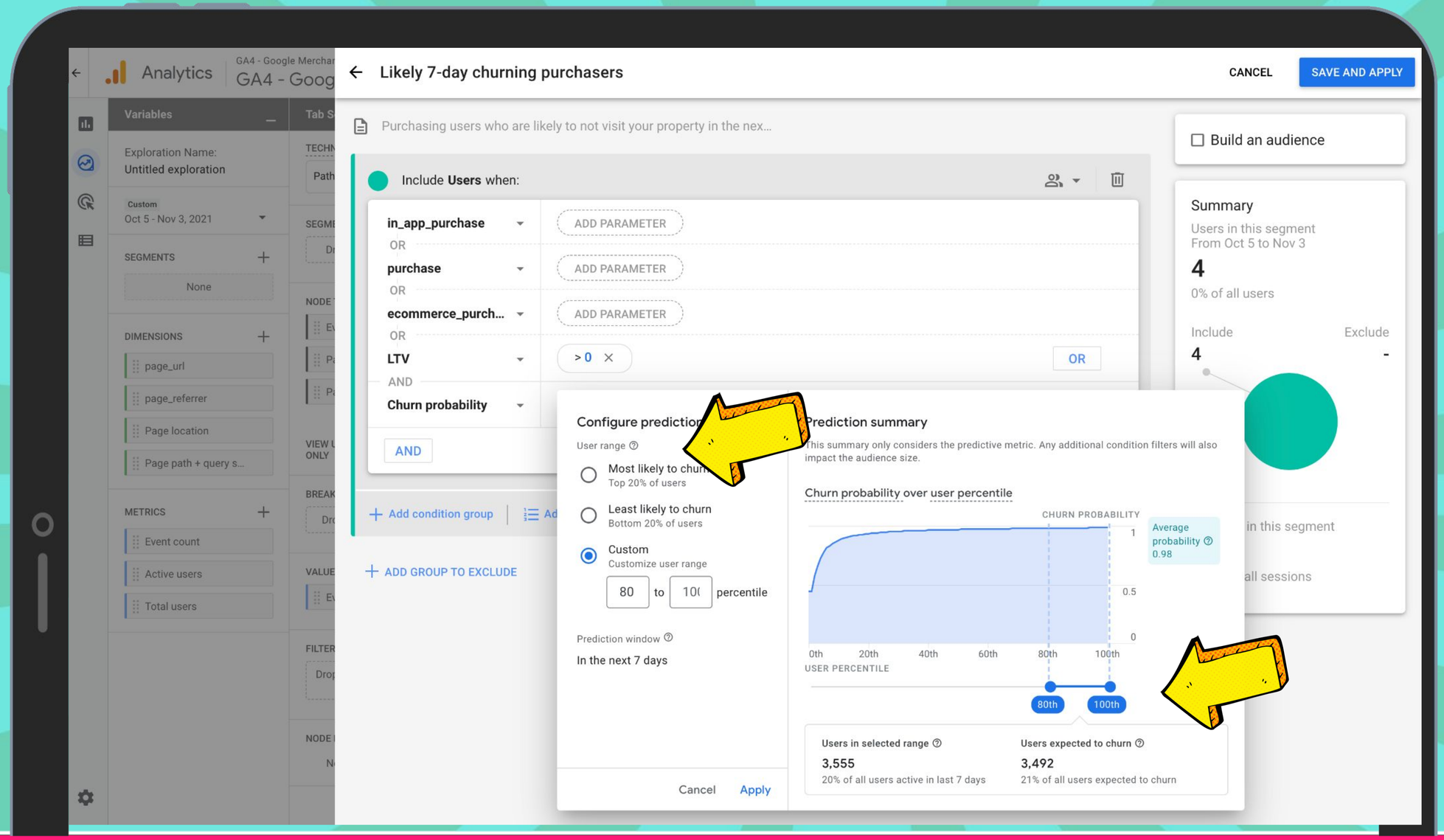
Predictive Audiences



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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 All events	Conversions All events	↓Total revenue
	Totals	**263,832** 100% of total	**370,373** 100% of total	**258,325** 100% of total	**1m 54s** Avg 0%	**0.98** Avg 0%	**13.12** Avg 0%	**69.75%** Avg 0%	**4,859,357** 100% of total	**11,994.00** 100% of total	**£280,657.32** 100% of total
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

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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

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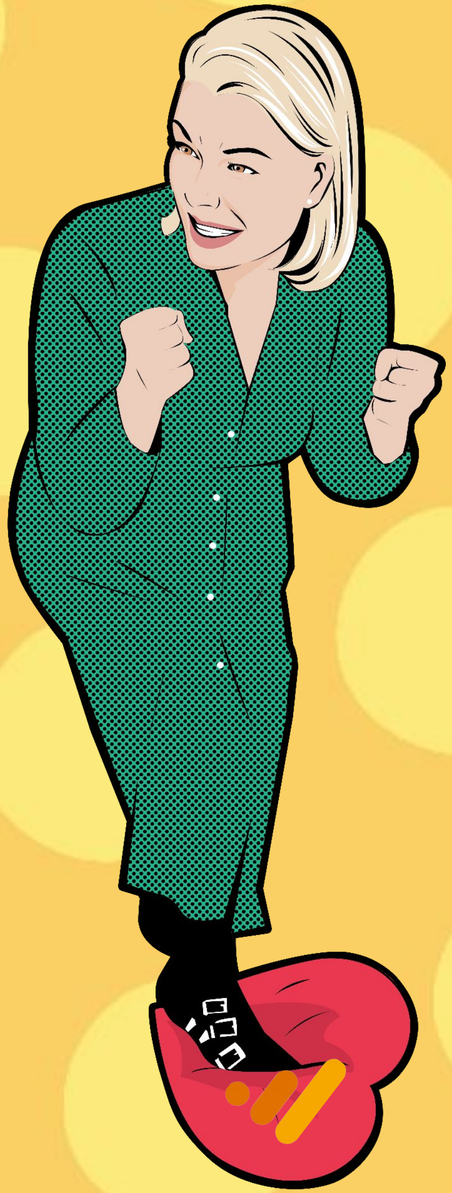

NAVIGATING THE CHANGE

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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

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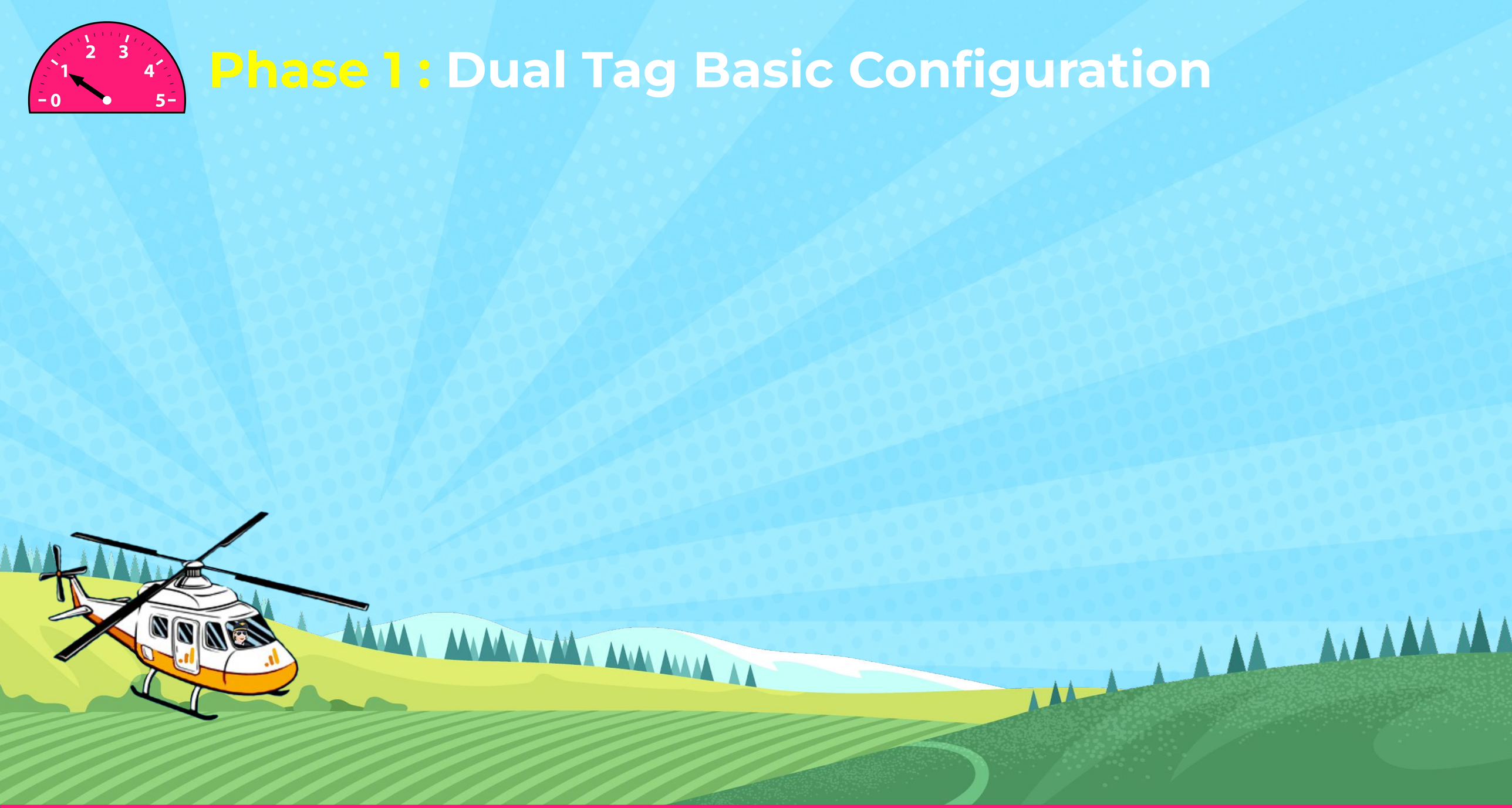
Phase 1 : Dual Tag Basic Configuration



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Phase 2 : Customise your setup

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Phase 3 : Compare and Review Reports

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Phase 4 : Enhance Setup

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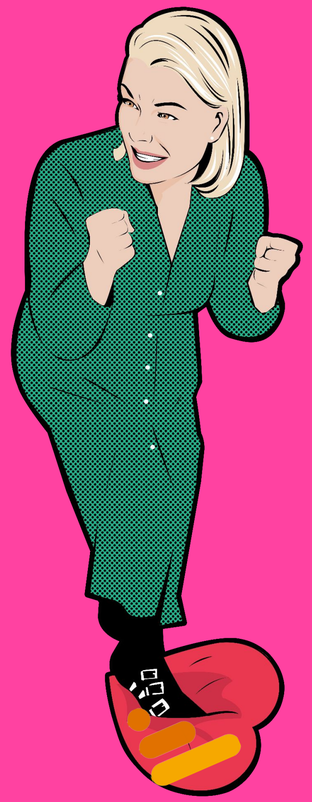

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Thank you for listening!

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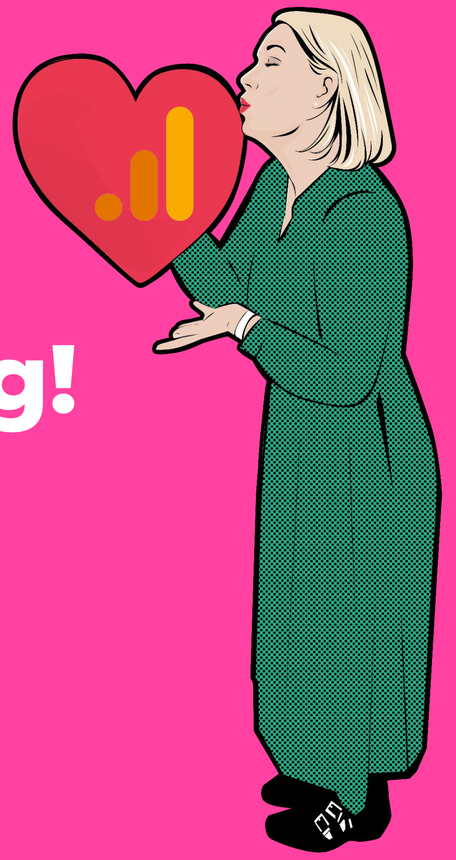

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