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What is Google Analytics 4?

Overview

Google Analytics 4 is Google's latest update to its analytics platform. Its main purpose is to give enterprises the ability to create and compliantly track any online activity relevant to the user experience while creating a common data formation for websites and mobile apps.

Current Challenges

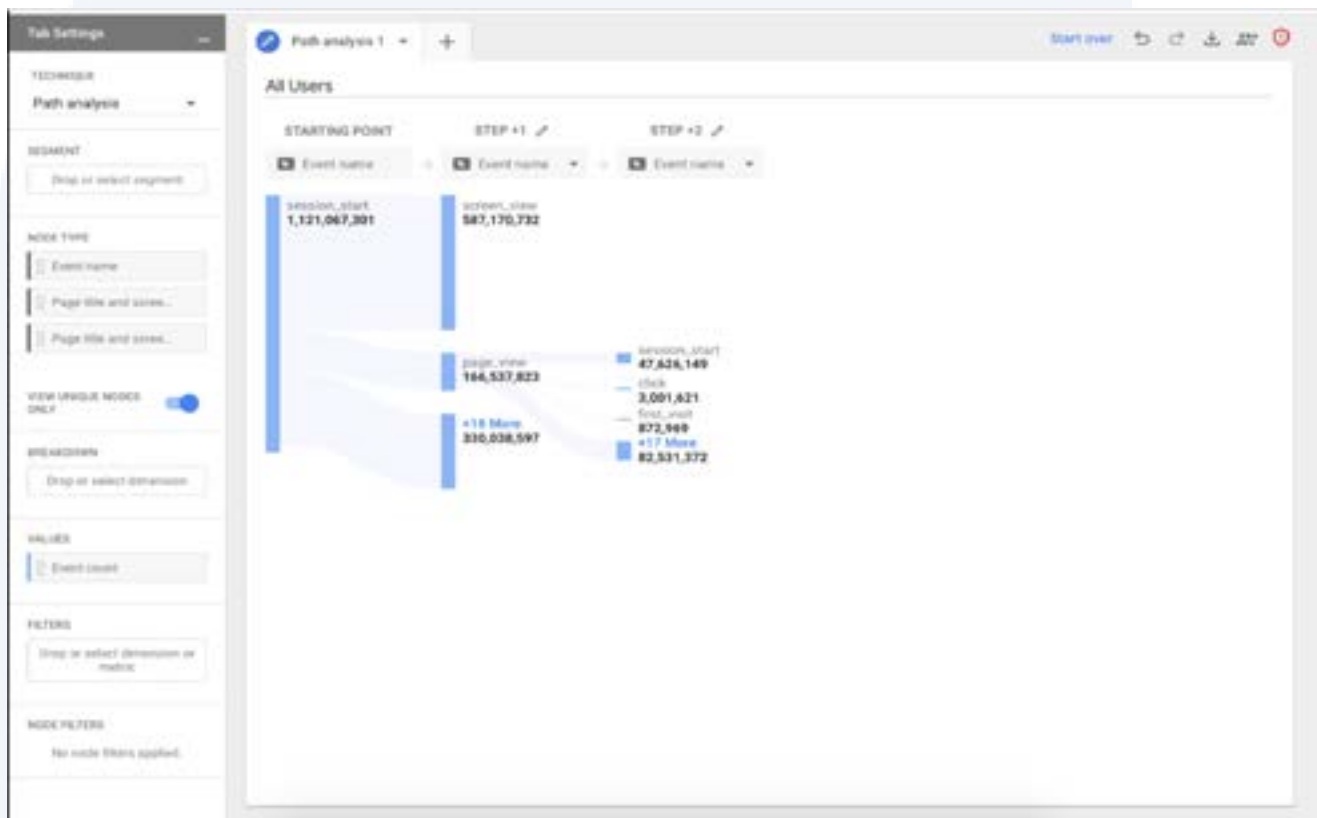
- Disconnected data that takes time and effort to combine and analyze.
- Continuous loop of transferring data from Google Marketing Platform to Google Cloud Platform and vice versa for analysis and activation.
- Recent awareness of need for compliance practices.

II. What Are the Benefits of Google Analytics 4?

3 Key Takeaways

1. Having a simplified data collection with a single identity model across devices and platforms ensures fast deployment and complete/compliant data collection.
2. Built by applying machine learning models to alert powerful data trends and granting more custom reports gives a stronger focus on your customers no matter the platform used.
3. Easily permit access to new data streams to connect data about users across all devices and platforms to have unified tracking of customer journey.

WHY ADOPT GOOGLE ANALYTICS 4?



Google Analytics 4's Path Analysis allows you to track any and all events that lead to user conversion/engagement (i.e. page views, page clicks, etc.).

III. Why Should I Utilize Google Analytics 4 and How Do I Get Started?

Prepare Now, Be Rewarded Later

- Google's plan is for Google Analytics 4 to be more cost-effective which will allow enterprises to focus on more "working dollars" in analytics.
- Google Analytics 4 is the "tip of the iceberg" for the future of analytics. It is imperative to start preparing for new features/benefits and Universal Analytics' eventual depreciation.
- Approaching Google Analytics 4 as a continual process rather than a barrier can lead to a positive long-term impact, including ROI.

WHY ADOPT GOOGLE ANALYTICS 4?

Google Analytics 4 Adoption Steps

1. Start by piloting Google Analytics 4 alongside Google Universal Analytics or your other analytics platform on a few of your websites.
2. Test and learn with Google Analytics 4 by extending deployment to more sites, begin integrating your adtech, and building audiences.
3. Setup organization-wide rollout of Google Analytics 4 while removing any legacy universal analytics tags, making Google Analytics 4 as your single source of truth.

IV. Frequently Asked Questions

Why should I think Google Analytics 4 Now?

1. The data model is complete and out of beta. By collecting data now alongside Google Universal Analytics, it will allow build up of year-over-year data in preparation for full adoption.
2. Google Analytics 4 will make it easier to start testing highly complex models without expensive projects, thus taking a step towards AI-based media buying.
3. Google Analytics 4 is the default experience for new properties moving forward. If you're utilizing Google Analytics 360, there's no additional cost to run Universal and Google Analytics 4 side-by-side.

Can I move current Google Analytics Data into Google Analytics 4 using "upgrade" button?

1. Google Analytics 4 is a completely new data model that isn't compatible with Universal Analytics to allow for automatic data migration.
2. The "Upgrade to Google Analytics 4" button will help facilitate migrating Google Analytics configurations from Universal to Google Analytics 4 when two properties are linked.
3. The feature is still being built out but it will allow for migrating factors like goals, audiences, and product integrations.

WHY ADOPT GOOGLE ANALYTICS 4?

Will I be charged double for sending data to universal and Google Analytics at the same time?

1. Google Analytics 4 properties aren't enabled for 360 and don't count against hit volume for billing.
2. Data collection in Google Analytics 4 is free.
3. Google Analytics 4 360 pricing will be the same or less in the future.

What if we don't have apps?

1. All the current capabilities listed exist with Google Analytics 4, which can lead to more customizable reporting and better user pathing.
2. Google Analytics 4 allows for future fusion of other non-web applications like mobile, over the top (OTT), etc.
3. Google Analytics 4 will be more scalable than Google Universal Analytics, particularly when leveraging audiences as it allows faster data processing with higher limits.

What upskilling will we need?

1. Google Analytics 4 does potentially require a shift in thinking about reporting/analysis, but Google provides resources for teams to understand Google Analytics 4.
2. Although a different data model, it's more simple in its approach to data collection and reporting/analysis.
3. Google will provide a demo property with live data for users to begin to understand reporting/analysis in Google Analytics 4.

If we have to go through this, why not move to Adobe?

1. Google Analytics 4 360 will cost the same or less than Google Analytics 360, which is already competitively priced.
2. Google Analytics 4 brings parity with other event based analytics platforms while maintaining its strong marketing stack and product integrations.

WHY ADOPT GOOGLE ANALYTICS 4?

V. Google Analytics 4 Resources

- [Google Analytics 4 User-Centric Analytics Guide](#)
- [Google Analytics 4 101: An Intro to Google Analytics' Newest Properties](#)
- [Getting Started with Google Analytics 4 Reporting](#)
- [Understand Customer Behavior Across Platforms with Google Analytics 4 Properties](#)
- [Google Analytics 101 for News, Media, and Publishing Organizations](#)
- [3 Tips for Tagging Google Analytics 4 Events](#)

Questions?

Reach out to our team at InfoTrust for all your Google Analytics questions and needs at partnerships@infotrust.com.