



CPG Client Programmatically Rolls Out GA4 to More Than 650 Websites

InfoTrust is prepared to handle any GA4 implementation, whether it's for 1 site or 1,000!

The benefits of implementing GA4 dual-tagging alongside Universal Analytics today cannot be overstated.

In a year from now, when your team prepares to use GA4 as the source of truth, having historical data in GA4 will be a game changer.

Let us know how we can help!

InfoTrust works with many CPG organizations around the globe, nearly all of which manage multiple brands and operate in dozens of countries. One specific client has more than 650 websites.

In preparation of Google Analytics 4 (GA4) launching as their source of truth in 2022, as well as to begin collecting historical data, the client wanted GA4 dual-tagging with enhanced measurement rolled out to all 650 sites as soon as possible. Using a combination of Google Sheets, Google apps script, and Google Cloud functions, InfoTrust's automations team helped implement 650 GA4 properties, 650 GA4 data streams, and 650 GA4 configuration tags with enhanced measurement to 650 Google Tag Manager containers with cookie-compliant triggers in just a matter of days, with no errors. This process would have taken hundreds of hours to complete manually—and any future updates such as modifying enhanced measurement can still be made programmatically via the API. The client is ecstatic about the quick turnaround and ability to start analyzing all of the new data in their GA4 properties.

GA4 AUTOMATION VIA GOOGLE SHEETS

Our custom GA4 automation workbook uses Google sheets, and contains 6 tabs/spreadsheets for each of the 6 core automations it can do. This includes both net-new GA4 properties, data streams, events, and configuration tags, but also updates to existing ones:

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Platform	Description	Prerequisites
GTM	GA4 Config Tag	Define the configurations tag for GA4. Similar to the GA Settings Variable for UA
GTM	GA4 Event Tag	Specify the container, tag name, firing conditions, and event to capture
GTM	GA4 Additional Properties	Define event level or user level properties to apply to config or event tags
GA4	Provision Accounts	Submit request to create accounts in bulk
GA4	Create/Update Properties	Immediately initialize or update GA4 Property instances by providing the account and property settings (timezone, name, etc.)
GA4	Create/Update Data Streams	Initialize or update Data Streams by specifying the property, Enhanced Measurement settings (ie. Scrolls enabled, siteSearchEnabled, fileDownloadsEnabled, etc.)

HOW GOOGLE SHEETS INTEGRATES WITH GOOGLE ANALYTICS



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