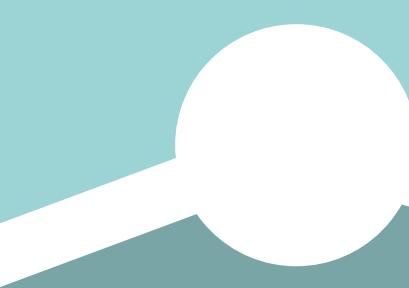
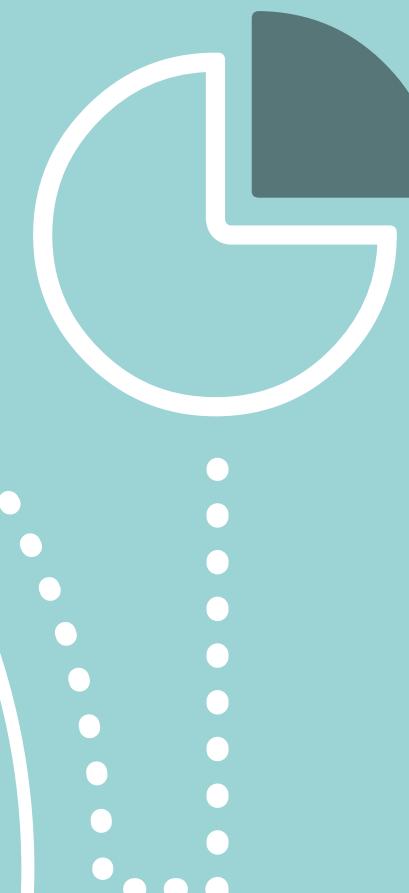
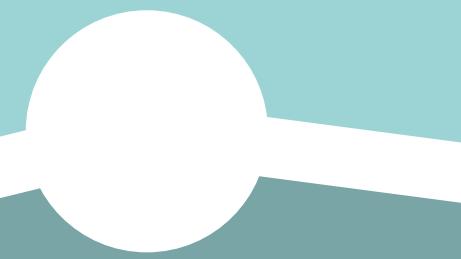
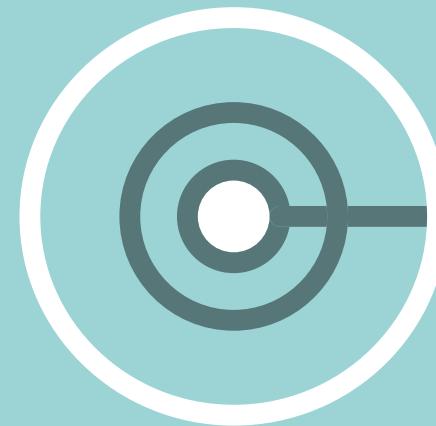
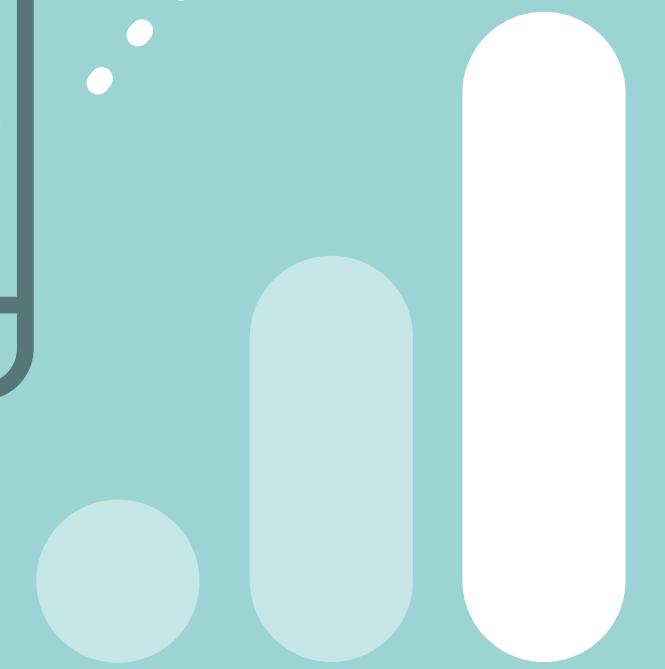
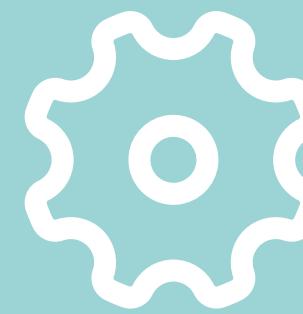


Google Analytics 4



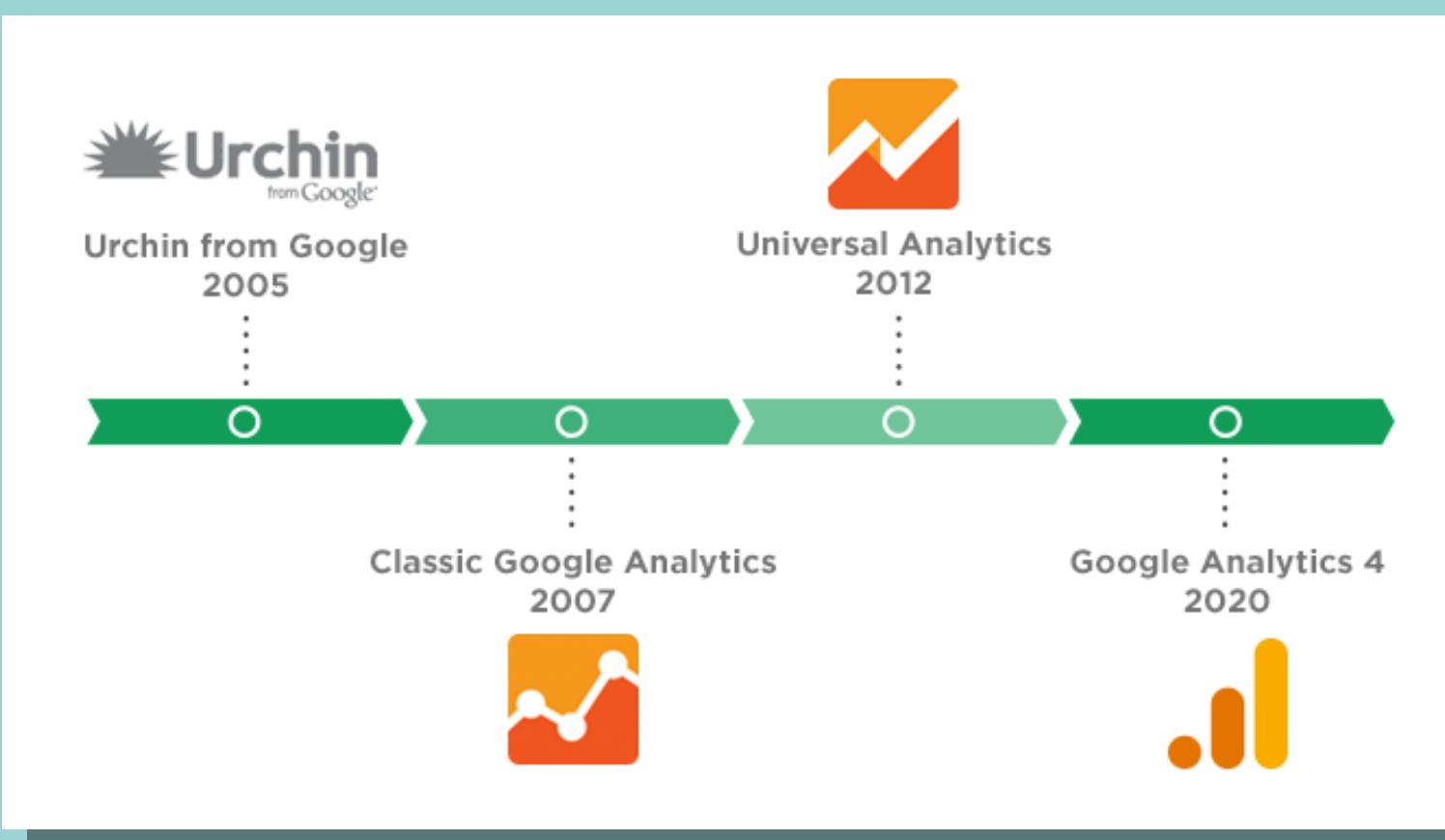
Google Analytics 4: Overview & Actions



Introduction

Google has just announced the transition of analytics from the existing Universal Analytics (UA) to 2020's Google Analytics 4 (GA4). Although GA4 was launched in 2020, most companies are still running on UA. Now Google has announced the sunsetting of UA on July 1st 2023, meaning all users will have to move over to GA4.

The move is part of Google's ongoing progression of their analytics function and brings a whole host of benefits.



What is Google Analytics 4?

Google Analytics 4 is the newest version of Google Analytics. GA4 will provide a completely new way to measure and analyse our data. Backstage, data will be stored and processed in a completely different way from Universal Analytics.

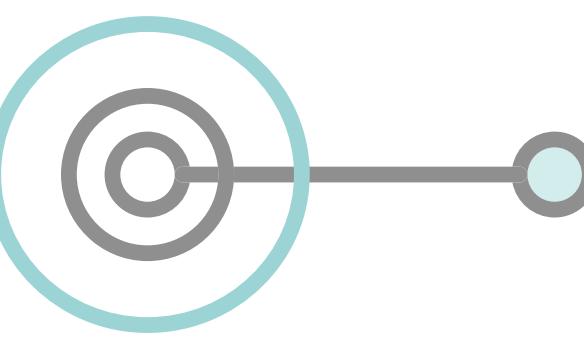
In Universal Analytics, everything is based on 'sessions', whereas GA4 will be based on users and events. This events-based model processes each user interaction as an individual event, which makes it easier to be more flexible and predict user behaviour. GA4 allows you to measure user interactions within mobile and single page apps, which UA could not do.

GA4 takes end-user privacy a step further than UA and gives users more control over their data privacy. It also relies more on machine learning, so even as industry restrictions on things like cookies leave gaps in your data, GA4 will attempt to plug those gaps.

Why it's happening now?

Universal Analytics provides us with a lot that we couldn't live without, but its limitations are beginning to restrict its ability to keep up with the latest digital industry changes.

The expectations for personalisation and privacy are not mutually compatible, but more and more users are expecting a high standard of both. With the eventual disappearance of the 3rd party cookie, user data relies on consent more than ever, and UA isn't equipped to fill the gaps in the data.





What does GA4 offer?

Here is just a few of the benefits that come with GA4:

1. More effective user journey reporting

GA4 offers Life Cycle reporting, with reports on Acquisition, Engagement, Monetisation, and Retention. As well as this, data is now captured as users and events, not sessions. Where sessions-based reporting gave a fragmented view of a user's journey, for example if they visited your site on mobile, then on desktop, and finally converted through an app this would be hard to string together, GA4 helps you to string that journey together with cross-device and cross-platform tracking.

2. User-centric metrics

In addition to the Life Cycle reporting, GA4 has a separate section 'Users' which allows you to dive into demographics and technology. Bounce rate is no more and has been replaced with more useful engagement metrics.

3. Better user-privacy control

The new platform is designed to perform better in a world without 3rd party cookies. With industry changes coming and inevitably more expected in future, GA4 helps ensure compliance by putting more specific data controls in the hands of you and users.

4. Automated goals & events tracking

A built in 'enhancement feature' for GA4 allows automated tracking for some types of events, and the platform will allow you to get more granular behavioural data with simpler set up.

5. Intelligent reporting and visualisation

GA4's 'Analysis Hub' provides visual data templates for things like funnel analysis or segment overlaps to simplify visual data reporting.

6. Expanded parameters

In GA4, additional parameters can be set to gain more information about events, for example for a piece of content event parameters can be set up such as article_title or article_author. This allows us to get more granular with behavioural analytics and see the context surrounding an event.



Why we recommend you set up GA4 now

Although Universal Analytics isn't going to be obsolete until 2023, we recommend you get Google Analytics 4 set up now. When you set up GA4 your existing analytics won't be transferred over, and after the sunsetting of Universal Analytics in July 2023 your UA data will be stored for at least 6 months.

This means you need to get set up on GA4 now so your GA4 can start gathering data alongside your UA account, so when 2023 arrives, you'll have historic data built up already. Not only this, but getting set up now gives you the chance to get familiar with the platform and get ahead of those leaving it until the last minute.



Book a meeting to discuss what the changes mean for you



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