

Getting Started with Google Analytics 4 [GA4]

Dan Schulman Marketing LLC
April 14, 2021

<https://www.dschulman.com>

Key Takeaways

1. Ignore the GA4 Hype
2. The Sooner you Setup a GA4 Property, the better
3. GA4 is profoundly different. It will likely, though, take several years for it to start reaching its potential.

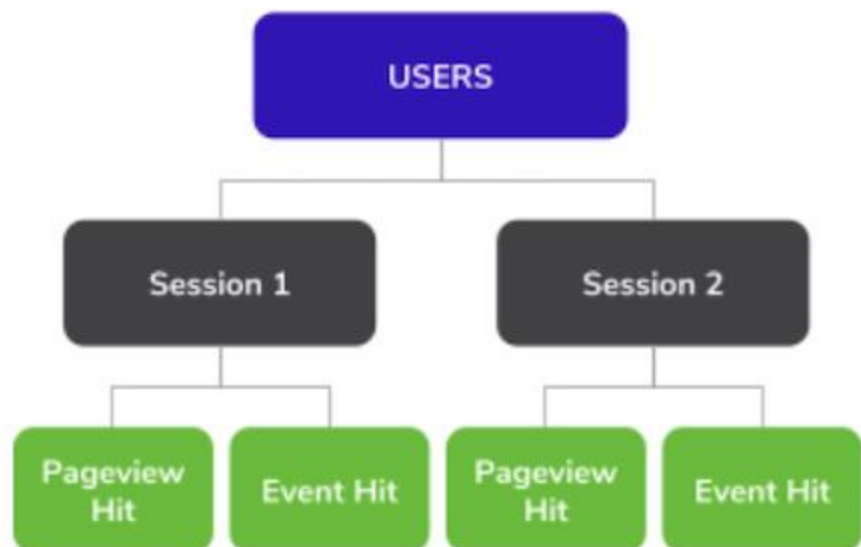
Quick History of Web Analytics

Year	What	Analytics Platform	Track
1969	Internet was Born	Phone	Characters
1993	Release of Mosaic	Shell Scripts / Perl	Hits
1995	Release of Analog	Analog	Pages
1996	Web Counters / Web Bugs / JavaScript Tags	Many	Hits - 3rd Party
1999	Analytics Platforms based on JavaScript Tags	Coremetrics	Visits
2005	Google Buys Urchin	Google Analytics [GA1]	Visits
2010	Google Analytics Classic	GA2	Sessions
2015	Google Analytics Universal	GA3	Sessions
2020	Formerly App + Web	GA4	Events

Differences / Advantages

- GA4 is Event Based with More Flexible Events
 - GA4 Tracks Some Events Automatically & Attempts to Standardize Others
 - GA4 Combines Mobile App and Web Data into a Single View
 - GA4 has a Direct Connection to Google BigQuery
 - GA4 has Audiences that are more powerful than Segments of Users
 - GA4 Offers more Flexible Privacy Rules (e.g. can remarket all of US except California)
-
- GA4 Does Not Have Views
 - GA4 Has an Analysis Hub But No Dashboards
 - GA4 Expires Some Data After 2 or 14 Months
 - GA4 Session & Item Scoped Custom Dimensions are TBD

Universal Analytics Properties



Google Analytics 4 Properties



Google Analytics 4

event_name

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

parameter

Universal Analytics

Category

Action

Label

Value

Custom
Dimensions

Custom
Metric

What's the Change in Events Mean in Practice?

Recommended Events	Parameters	Examples
purchase	currency	USD
	coupon	save20
	items	2

Custom Events	Parameters	Examples
add_passenger	lead_passenger	yes
	meal_preference	vegetarian
	deluxe_option	no

Switch to Application to Demo Installation

- Make a GA4 Property
- Create a Data Stream & Copy Measurement ID
- Install Tag via GTM, Preview, and Publish
- Overview Configure Options
 - Enhanced Measurement
 - Link Google Ads
 - More Tag Settings
 - Ad Personalization - allow California?
 - eCommerce Tracking
- Configure Purchase Event

Switch to Google Demo Account

- Homepage
- Create Comparisons based on City
- Show real time screen
- Run through menus briefly to show how shortened they are
- Brill into Acquisition and Monetization

Resources

- Google Analytics Demo Account
<https://support.google.com/analytics/answer/6367342>
- Google Analytics Help Center
<https://support.google.com/analytics/answer/10089681>
- bounteous - super nerds of analytics
<https://www.bounteous.com/insights/?category=platforms/google/google-analytics>
- Optimize Smart - focuses on nuts-and-bolts, howto type articles
<https://www.optimizesmart.com/category/ga4/>
- Great resource for GTM that have a lot of information on GA4
<https://www.simoahava.com/>
<https://www.analyticsmania.com/blog/>
- Avinash Kausik's Blog - Strategic Thought on Applying Analytics to Business
<https://www.kaushik.net/avinash/>