



POCONO MOUNTAINSSM
VISITORS BUREAU

Session 1B - Google Analytics (GA4)

Setup Tips

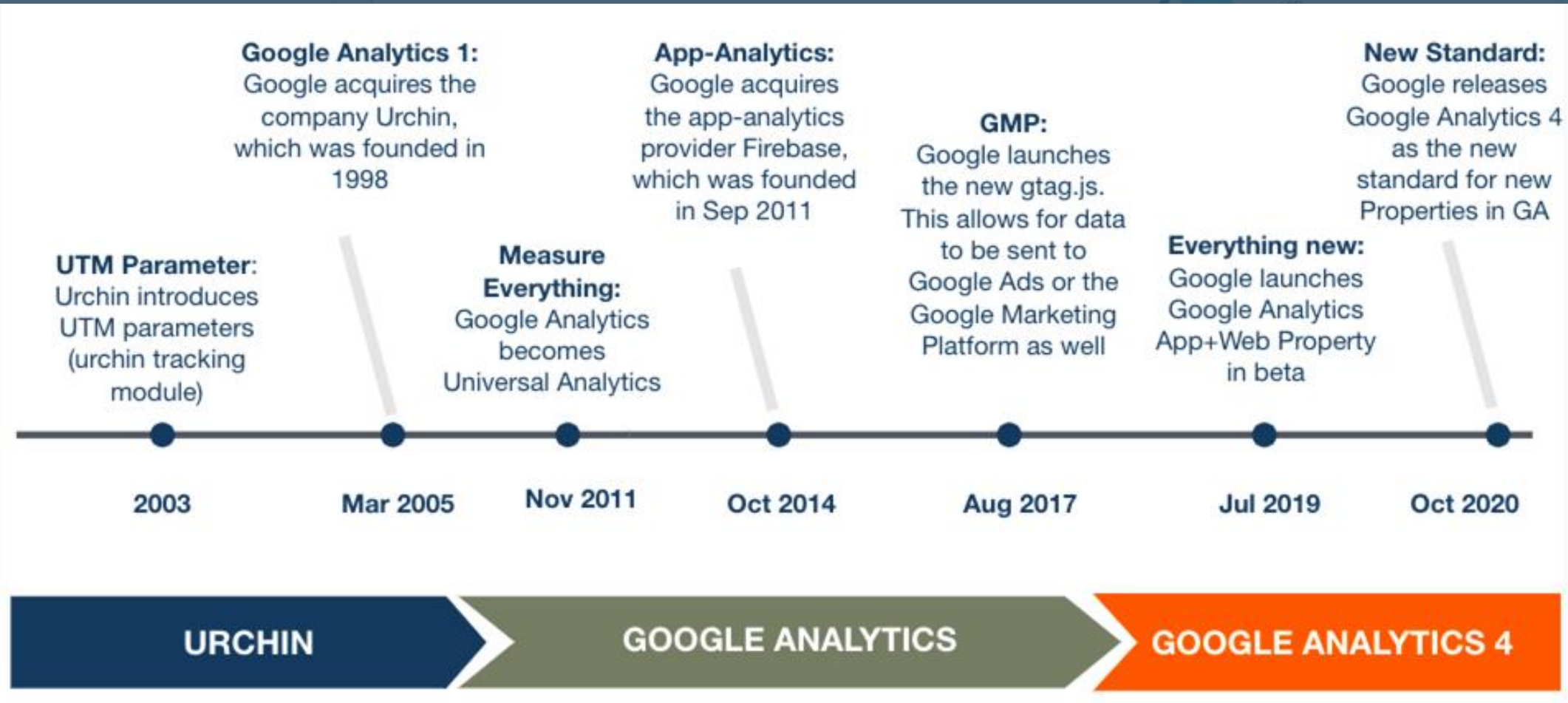
9:45 am – 10:30 am

Google Analytics sunsets on June 30, 2023



WHAT IS GOOGLE ANALYTICS 4?

*URCHIN IS UNIVERSAL ANALYTICS
FIREBASE IS GOOGLE ANALYTICS 4*



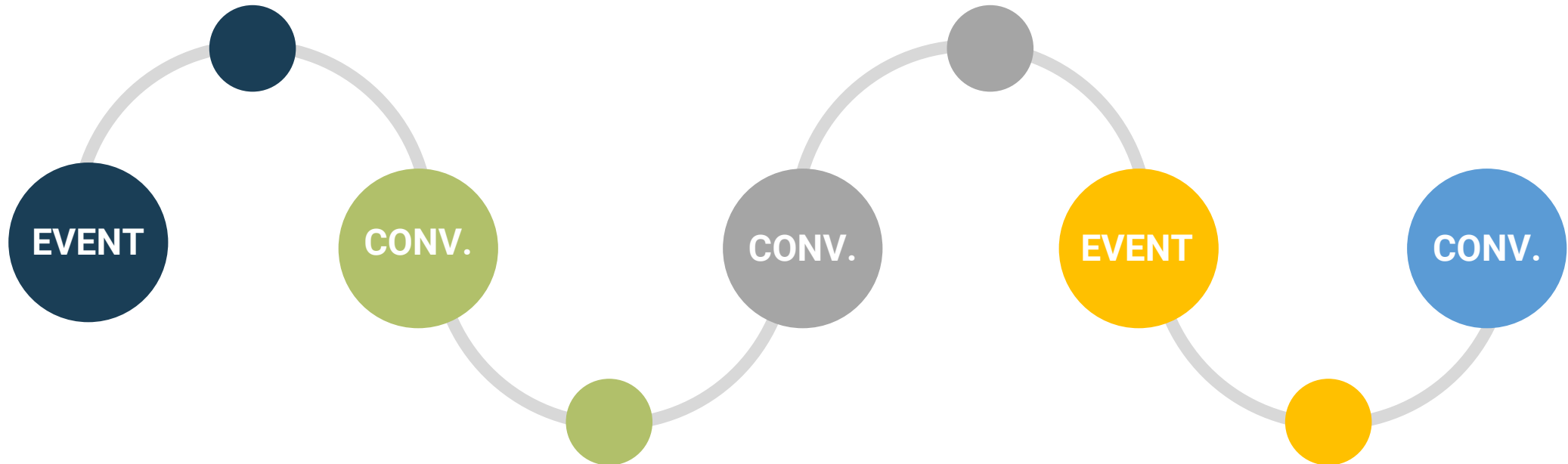
Proposed GA4 DMO Conversion Tracking Scheme

- Visitor's Guide online view
 - event_name: guide_virtual_view
 - guide_name: [name or type of guide]
 - target_url: [URL of virtual guide]
 - value: 1
- Visitor's Guide Request form completion
 - event_name: guide_request
 - guide_name: [name or type of guide]
 - zipcode: [zipcode if available]
 - value: 10
- Email sign-up
 - event_name: email_signup
 - list_name: [name of list signed up for]
 - zipcode: [zipcode if available]
 - value: 5

- Simpleview and Miles Media have teamed up to develop a Tracking Scheme
- This will be proposed to Destinations International and US Travel.
- There are about 20 DMOs (PMVB included) who have been asked to be a part of this process
- The example to the right is just some of the draft naming options
- The idea is to have similar data across all sectors of hospitality, travel and tourism

Conversion Study Opportunity

Assigning Value to Conversions



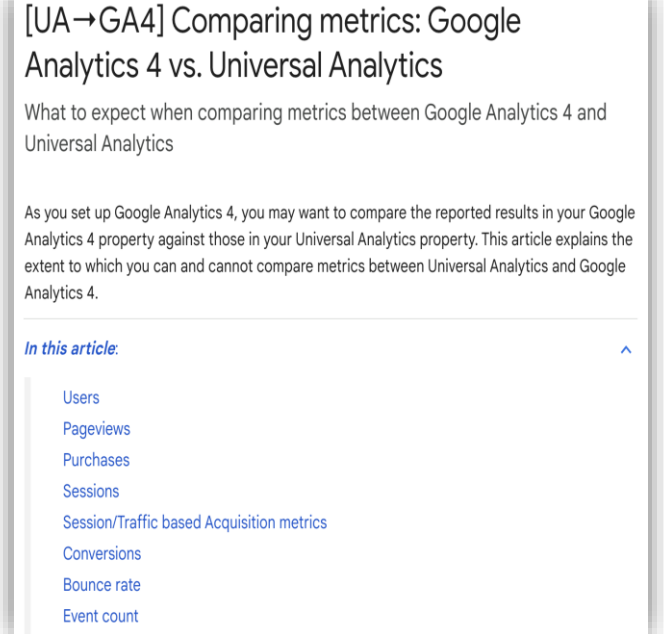


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Fundamentals

What's New (Diff) - UA vs. GA4

- Allows Web & App reporting in one interface
 - Different Data Model
 - More event parameters than 4 predefined ones
 - Does not have any concept of Views
-
- Track the cross-device user journey
 - Uses ML to fill gaps & model attribution
 - Fewer pre-defined reports
 - Custom reports/analysis tool called exploration
 - Introduced new metrics and took away some



Some Things Not to Like

- Still being developed
- Not user-friendly
- Minimal built-in reports
- No historical data
- Not out of the box GDPR compliant
- Not cookieless
- Google does not disclose where the data is stored

[GA4] Introducing the next generation of Analytics, Google Analytics 4

Explore Google Analytics 4, the next generation of Analytics which collects event-based data from both websites and apps

GA4 is a new kind of [property](#) designed for the future of measurement:

- Collects both website and app data to better understand the customer journey
- Uses event-based data instead of session-based
- Includes privacy controls such as cookieless measurement, and behavioral and conversion modeling
- Predictive capabilities offer guidance without complex models
- Direct integrations to media platforms help drive actions on your website or app

On **July 1, 2023**, standard Universal Analytics properties will no longer process data. You'll be able to see your Universal Analytics reports for a period of time after July 1, 2023. However, new data will only flow into Google Analytics 4 properties. [Learn more](#)

360 360 Universal Analytics properties will receive a one-time processing extension ending on **July 1, 2024**.

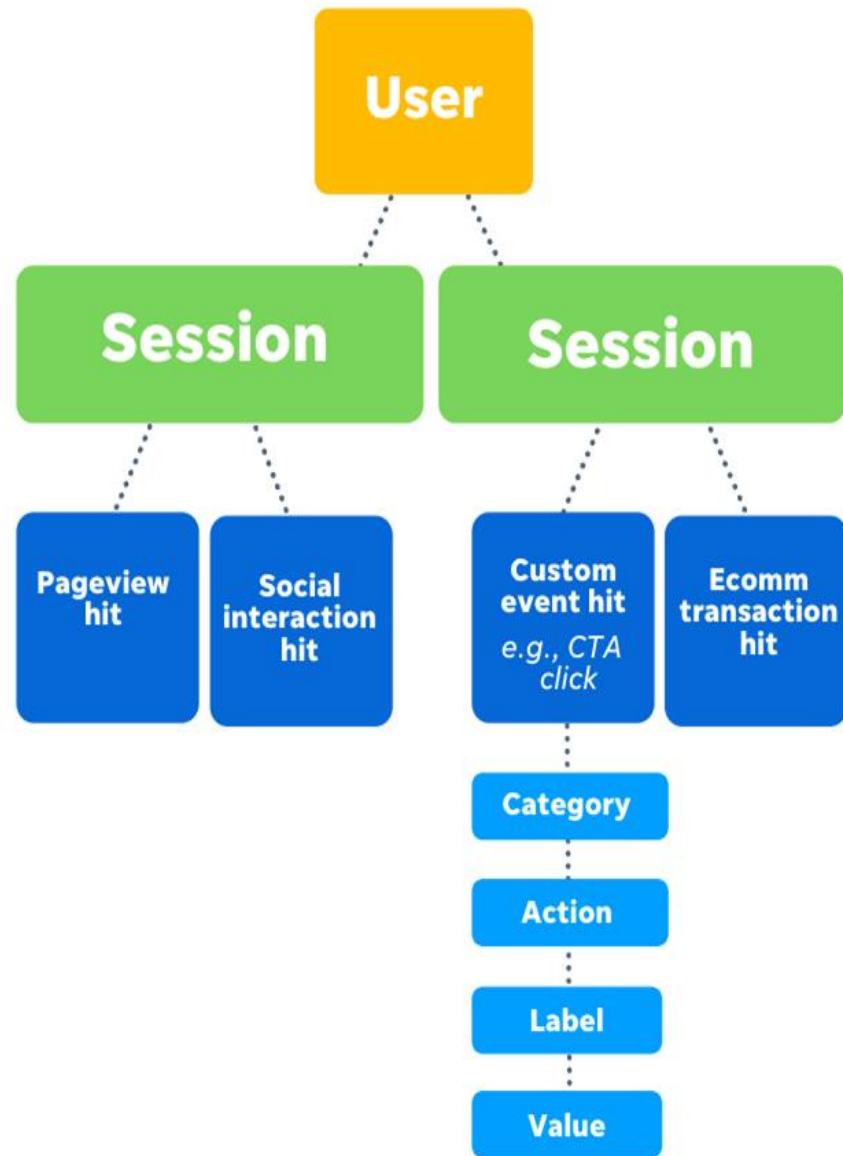
How to get started with Google Analytics 4

There are three ways to get started if you are an editor or administrator:

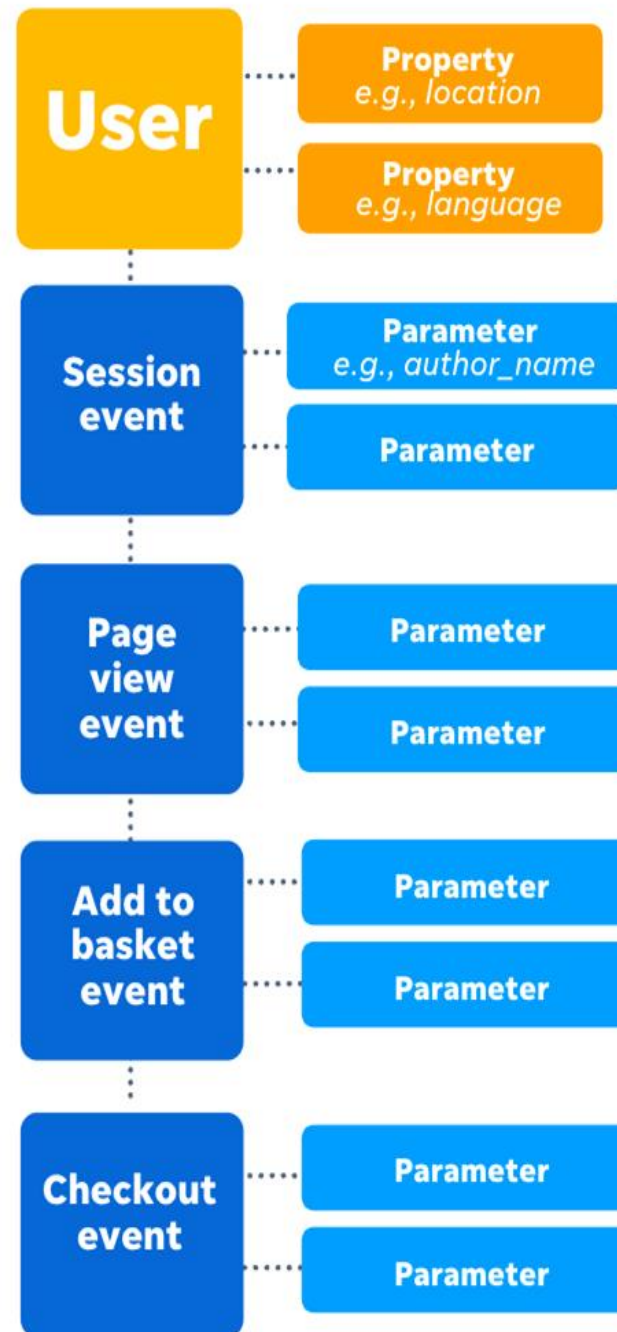
Option 1: Set up [Analytics data collection for the first time](#)

Do this if you're new to Analytics and ready to collect data for your website and/or app.

Universal Analytics

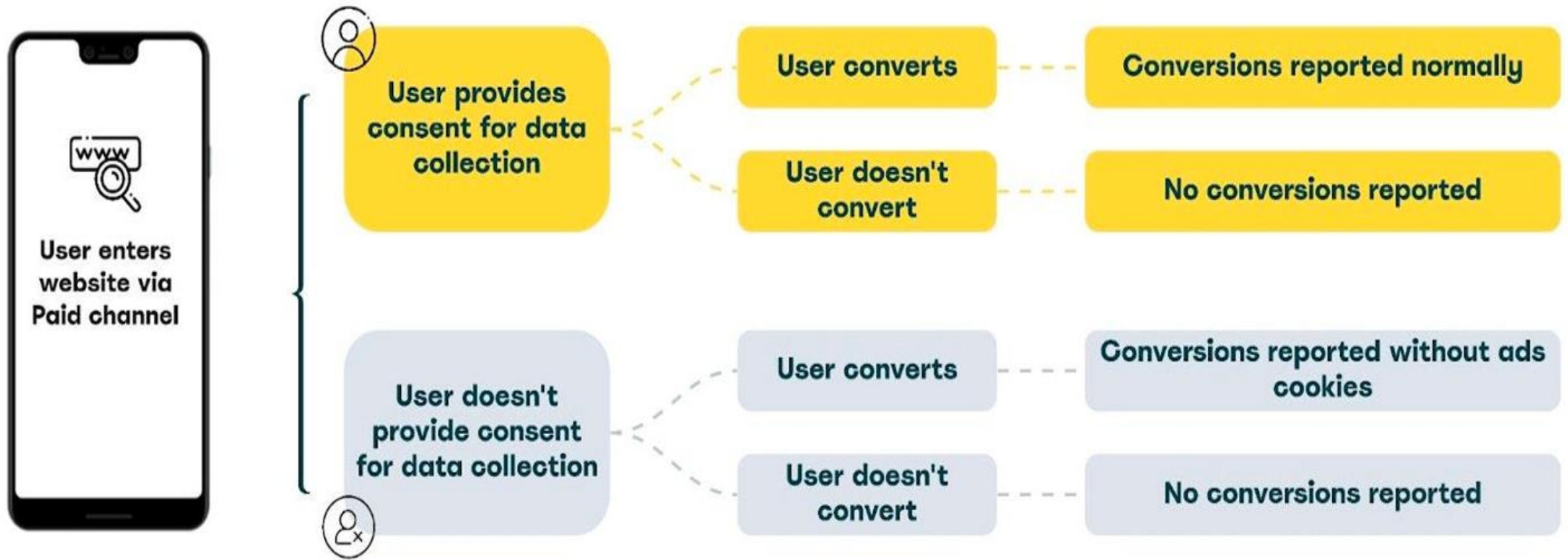


Google Analytics 4



KEY CONCEPTS

COMPARING MODELS



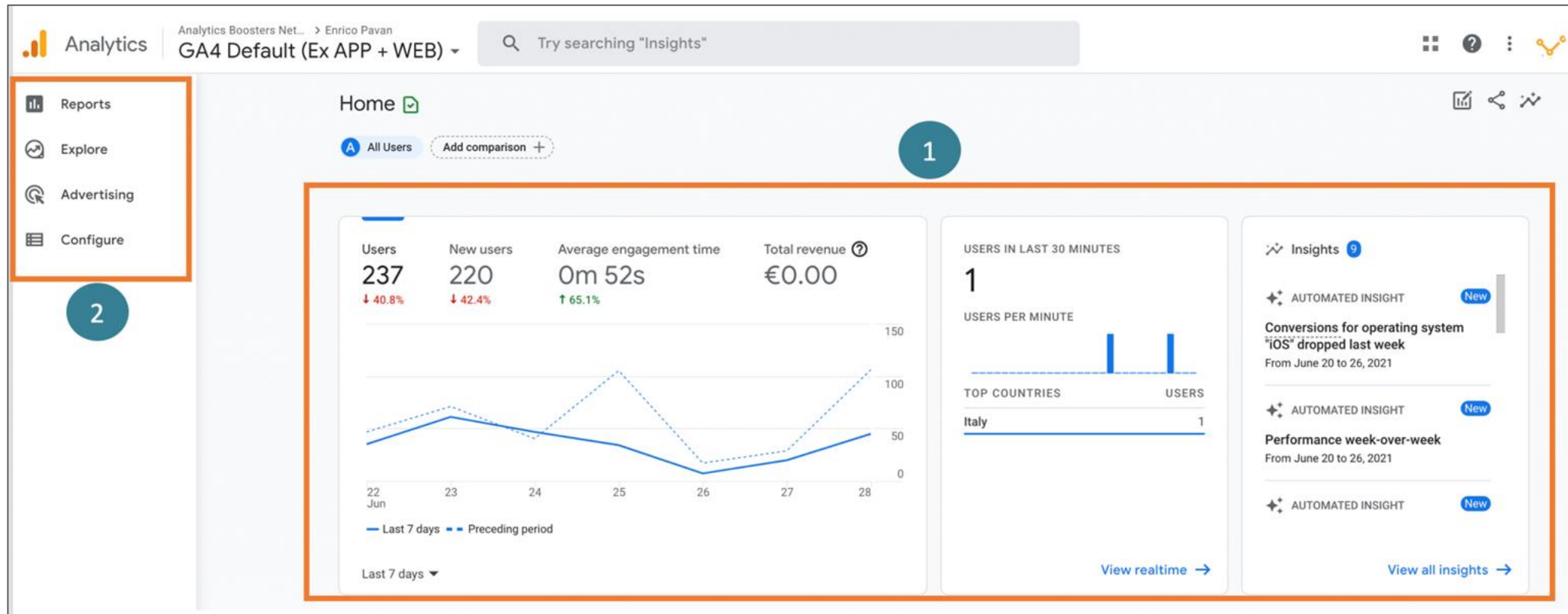
Key Concepts

Consent



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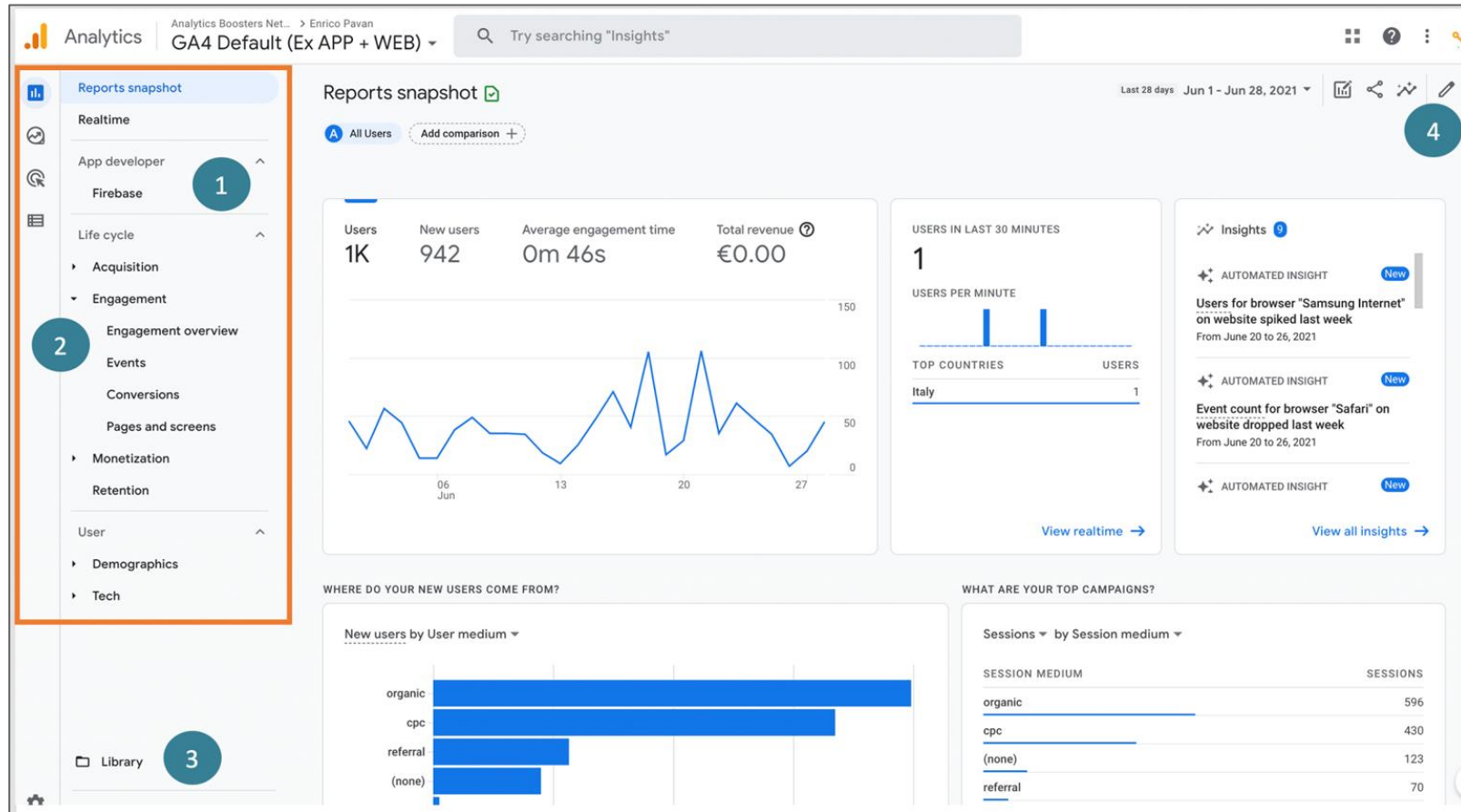
Interface & Reporting



“Report Snapshot” (1) On the left, the menu **(2)**, which opens on hover- is grouped into 4 macro areas: **Reports, Explore, Advertising and Configure**; below in the footer you will always find the **gear icon that will take you to the Admin** section of the property

Interface & Reports

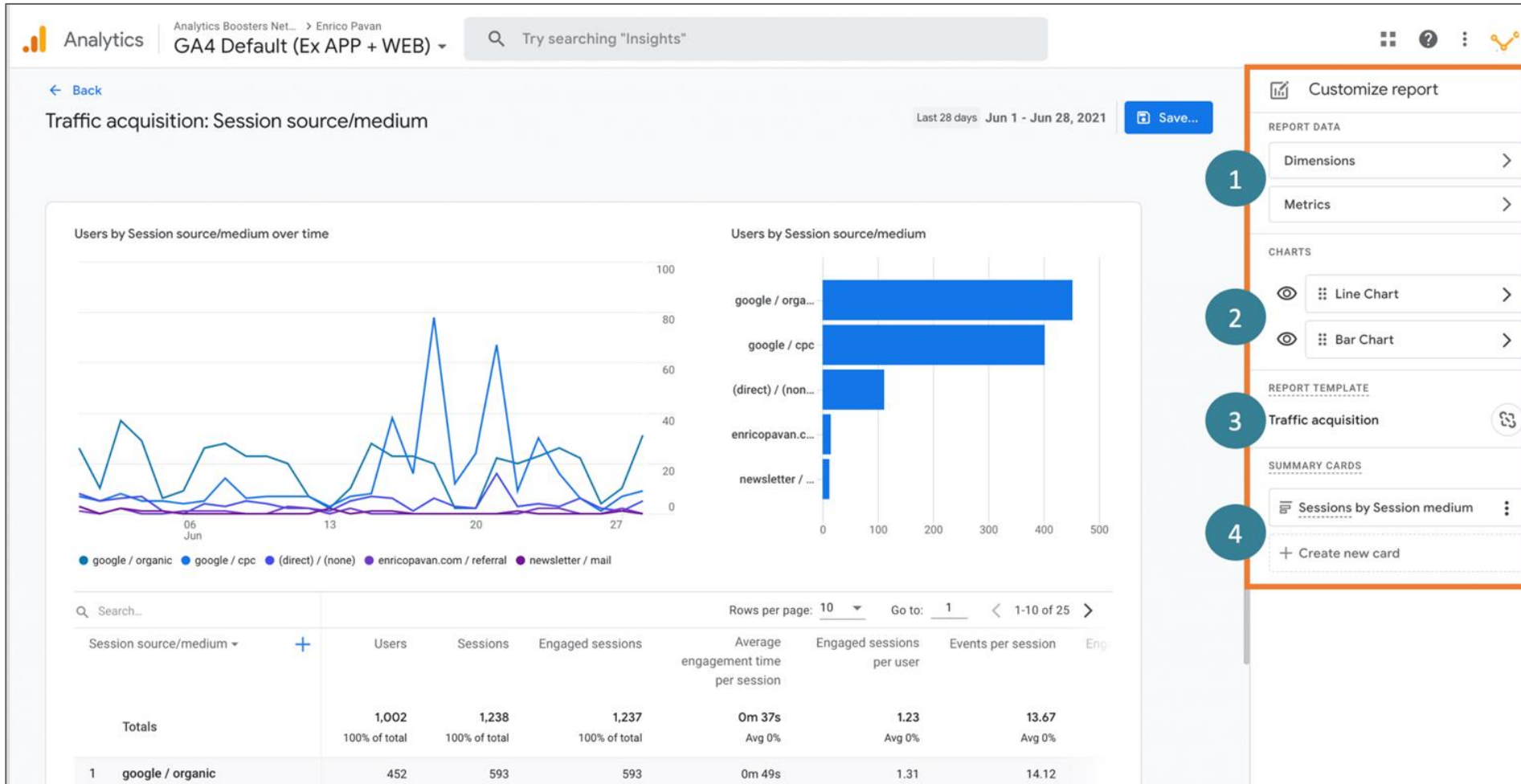
REPORTS



1. The reports are now arranged by "Collection"
2. Events and Conversions included in Engagement Subsection.
3. Library allows you to modify Collections and Reports
4. At the top right you will find a pencil that allows you to edit the individual reports as we will see shortly

Interface & Reports

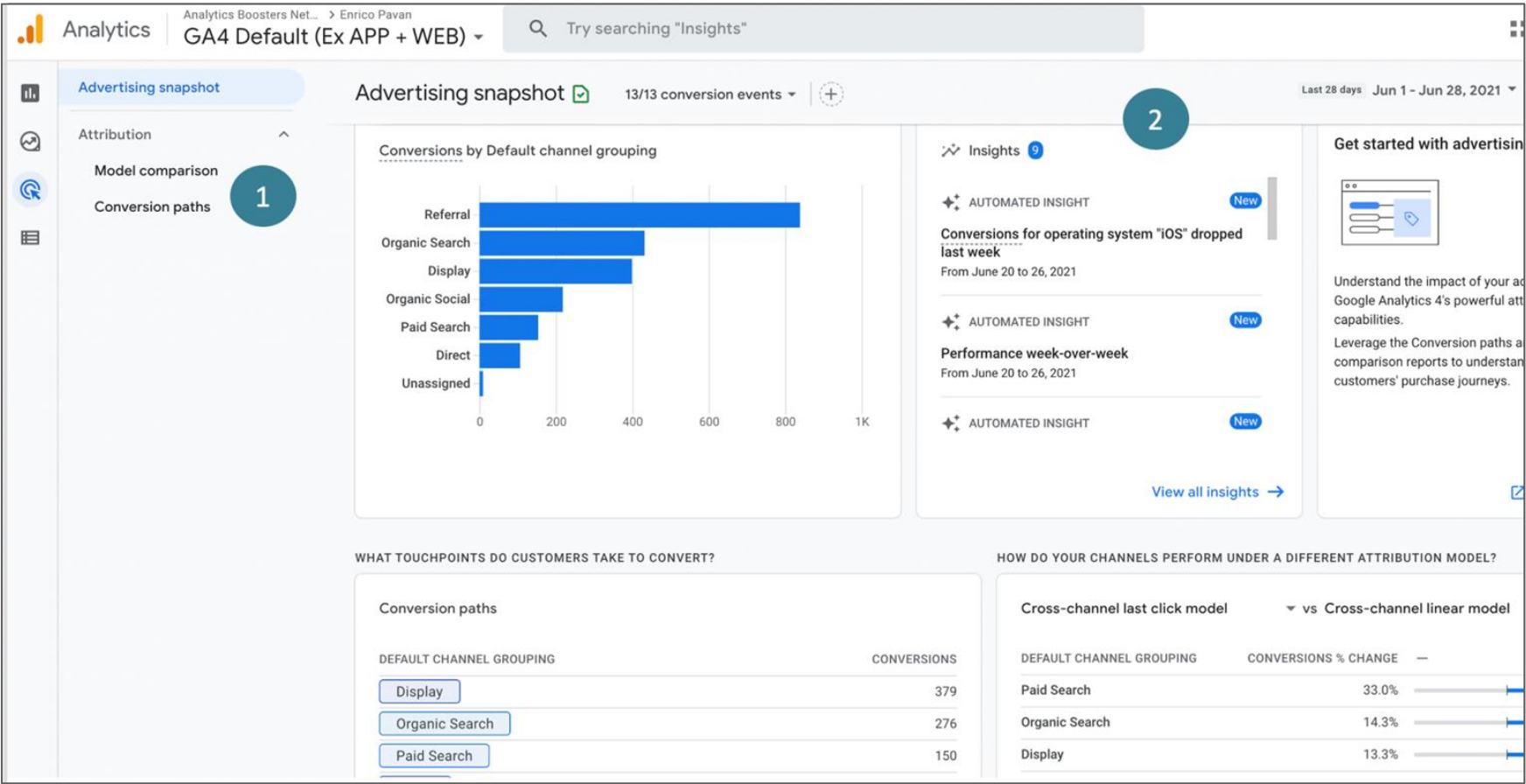
REPORTS [CUSTOMIZATIONS]



1. Report Data
2. Charts
3. Report Templates
4. Summary Cards

Interface & Reports

ADVERTISING WORKSPACE



1. Comparing attribution models and conversion paths
2. Manage insights and summary cards

Interface & Reports

EXPLORATION

Exploration or the old “Analysis Hub”

Net... > Enrico Pavan


It (Ex APP + WEB) ▾

Try searching "Insights"

Explorations


Start a new exploration

Template gallery



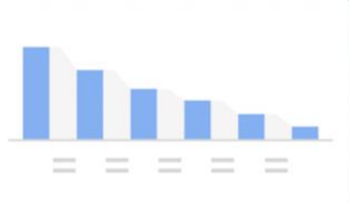
Blank

Create a new exploration




Free form

What insights can you uncover with custom charts and tables?



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?



Path exploration

What user journeys can you uncover with tree graphs?

Type	Name ▾	Owner	Last modified ▾	Property	🔍
👤	Path exploration	Analytics Boosters	8:17 PM	GA4 Default (Ex APP + WEB)	⋮
👤	Untitled Analysis	Analytics Boosters	Apr 21, 2021	GA4 Default (Ex APP + WEB)	⋮
👤	Segment overlap	Analytics Boosters	Apr 21, 2021	GA4 Default (Ex APP + WEB)	⋮
👤	Funnel	Analytics Boosters	Mar 24, 2021	GA4 Default (Ex APP + WEB)	⋮

Interface & Reports

EXPLORATION

Analytics

GA4 - Google Merchandise Store

GA4 - Google Merchandise ...

Try searching "how to do BigQuery export"

?

:

B

Variables

Tab Settings

Exploration Name:
DMA Demo Explore

Custom
Feb 26 - Mar 27, 2023

SEGMENTS +
US
Direct traffic
Paid traffic
Mobile traffic
Tablet traffic

DIMENSIONS +
Event name
Gender
Country
Device category
First user medium
City

TECHNIQUE
Free form

VISUALIZATION

SEGMENT COMPARISONS
Drop or select segment

ROWS
City
Drop or select dimension
Start row 1
Show rows 10
Nested rows No

COLUMNS
Device category

Free form 1

Device category

desktop

mobile

tablet

Totals

City

Active users

Active users

Active users

↓ Active users

Totals

20,938
64.9% of total

10,977
34.0% of total

472
1.5% of total

32,272
100.0% of total

1 (not set)

5,052

2,801

267

8,083

2 New York

1,261

664

57

1,979

3 Toronto

718

361

54

1,121

4 Mountain View

892

155

0

1,041

5 San Jose

606

406

0

1,008

6 Montreal

361

432

60

851

7 Los Angeles

484

353

0

835

8 San Francisco

520

246

0

763

9 Sunnyvale

693

66

0

758

10 Chicago

438

317

0

754

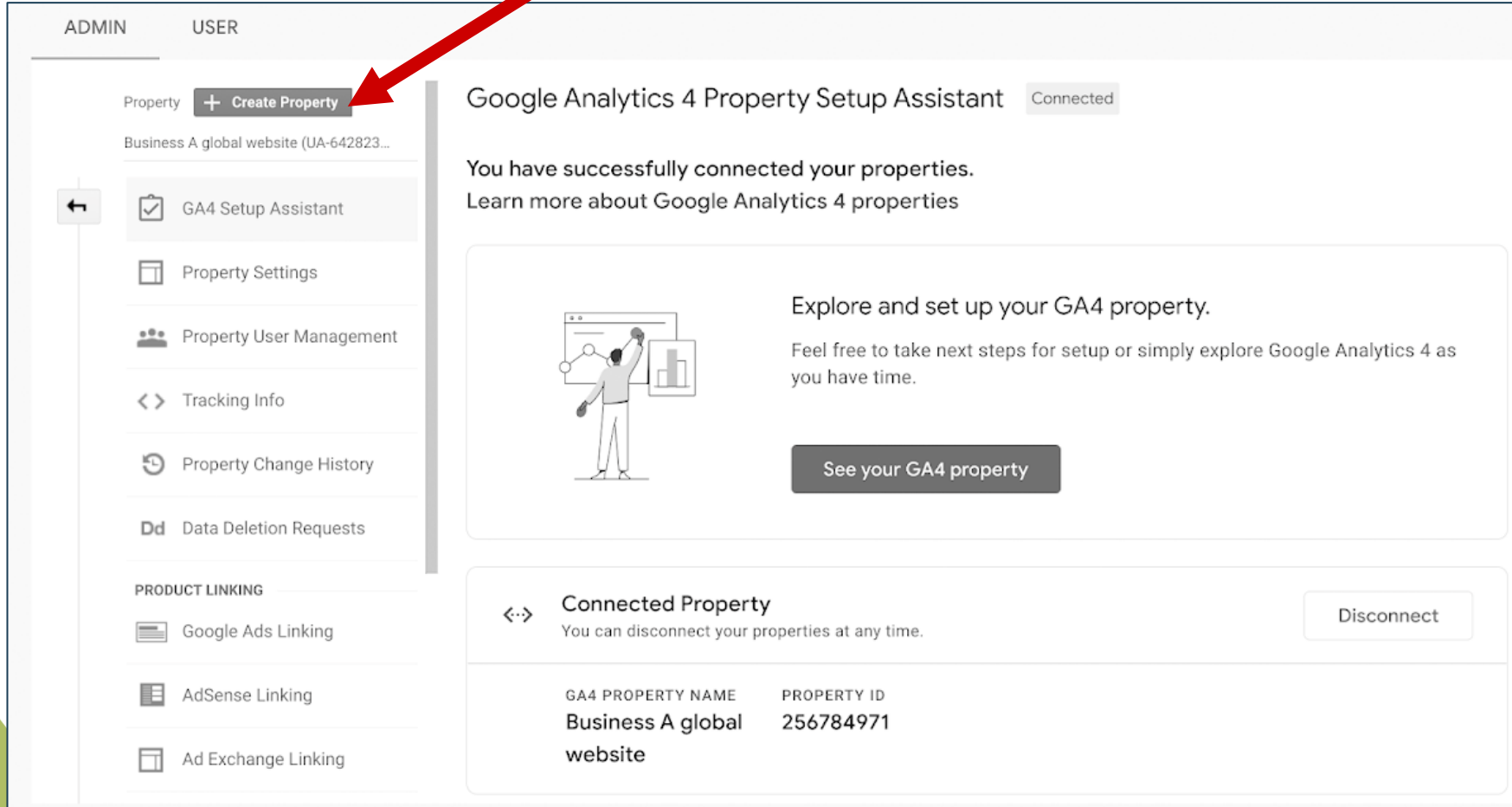
Interface & Reports



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Getting Started Set Up & Configuration

Create New Property



The screenshot displays the Google Analytics 4 Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. Below the 'ADMIN' tab, the 'Property' section is active, showing a list of properties with a '+ Create Property' button highlighted by a red arrow. The main content area shows the 'Google Analytics 4 Property Setup Assistant' with a 'Connected' status. It includes a message: 'You have successfully connected your properties. Learn more about Google Analytics 4 properties.' Below this, there is an illustration of a person pointing at a screen with a bar chart, and a button that says 'See your GA4 property'. At the bottom, there is a 'Connected Property' section with a 'Disconnect' button and a table showing the property details.

GA4 PROPERTY NAME	PROPERTY ID
Business A global website	256784971

First, you'll need to create a new Property under your existing account.

Remember there are no Views in GA4, so all configuration will happen at the Property level

Install Tracking Code

- Configure through Google Tag Manager (recommended)
- Install Google Tag (gtag.js) directly on your website (not recommended)



Use the GA4 Configuration Tag

The image shows a screenshot of the Google Tag Manager (GTM) interface. A green arrow points from the 'New' button in the 'Tags' section to the 'Choose tag type' modal. The modal displays a list of tag types, with 'Google Analytics: GA4 Configuration' highlighted. The background shows the GTM workspace with a table of existing tags.

Tags Table:

Name	Type	Firing Triggers	Last Edited
Business Schema	Custom HTML	Business Listing	a year ago
GEO Locate	Custom HTML	Geo trigger	6 years ago

Choose tag type modal:

- Discover more tag types in the Community Template Gallery
- Featured**
 - Google Analytics: Universal Analytics (Google Marketing Platform)
 - Google Analytics: GA4 Configuration** (Google Marketing Platform)
 - Google Analytics: GA4 Event (Google Marketing Platform)
 - Google Ads Conversion Tracking (Google Ads)
 - Google Ads Remarketing (Google Ads)
 - Floodlight Counter (Google Marketing Platform)
 - Floodlight Sales (Google Marketing Platform)
 - Conversion Linker (Google)

Copy your measurements ID from GA4

Stream details

STREAM NAME

Discover Destination GA4

STREAM URL

discoverdestination.com

STREAM ID

XXXXXXXXXX

MEASUREMENT ID

G-XXXXXXXXXX

Events

Enhanced measurement

Text

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

Page views

Scrolls

Outbound clicks

+ 3 more

Modify events

Modify incoming events and parameters. [Learn more](#)

Create custom events

Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

GA4 Configuration Tag

Save

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration

Google Marketing Platform

Measurement ID

☒ Send a page view event when this configuration loads


☐ Send to server container

> Fields to Set

> User Properties

> Advanced Settings

Triggering




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Trigger the tag to fire on All Pages

GA4 Configuration Tag

Tag Configuration

Tag Type

 Google Analytics: GA4 Configuration
Google Marketing Platform

Triggering

Choose a trigger to make this tag fire...
[Learn More](#)

Choose a trigger

☐ Name ↑

☒ All Pages

☐ Business Listing

☐ Consent Initialization

☐ Geo trigger

☐ Initialization

Page View - All Pages

Trigger Configuration

Trigger Type

☒ Page View

This trigger fires on
All Page Views

Save

Test & Publish

Tag Manager

All accounts > MilesPartnership.com S...
milespartnership.com

Search workspace

Workspace

Versions

Admin

GTM-MZ9QMT

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag

Choose from over 50 tag types

Add a new tag

Now Editing

Default Workspace

Workspace Changes

0 Modified

0 Added

0 Deleted

Manage workspaces

Live Version

Version 35

Published 6 months ago by hostmasterMilesMedia@gmail.com

Latest Version

Version 35

Modified 6 months ago by hostmasterMilesMedia@gmail.com

Latest version

Description

Edit description

Workspace Changes

Connect Tag Assistant to your site

Tag Manager Preview Mode

Learn why Tag Manager preview mode has changed

Tag Manager container GTM-MZ9QMT will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.


Your website's URL

https://www.milespartnership.com/

Connect

Opens your site in a new window

☒ Include debug signal in the URL



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Test & Publish

2

Google tags found



GTM-MZ9QMT



G-C4X3W53LVZ



Debug window closed – The connected debug window has been closed. To continue debugging, reopen the window.

Reopen

Summary



Summary

What We Do | Miles Partnershi

19 DOM Ready



18 Container Loaded



17 Initialization



16 Consent Initialization



Meet Miles | Miles Partnership

15 Link Click

14 Link Click

13 Click

12 DOM Ready



11 Container Loaded



Output of GTM-MZ9QMT

Previewing: env-35

Tags

Variables

Data Layer

Consent

Errors

Tags Fired

00 - Analytics base pageview tag

Google Analytics: Universal Analytics - Fired 3 time(s)

00 - Analytics - GA4 property configuration

Google Analytics: GA4 Configuration - Fired 3 time(s)

99 - Conversion linker - all pages

Conversion Linker - Fired 3 time(s)

00 - Analytics - Youtube Iframe script

Custom HTML - Fired 3 time(s)

03 - FB/Meta - Pageview Tag

Custom HTML - Fired 3 time(s)

03 - FB/Meta - All Pages - base tag

Custom HTML - Fired 3 time(s)

Tags Not Fired

00 - Analytics - Outbound links event tag

Google Analytics: Universal Analytics

00 - Analytics - Event tracking tag

Google Analytics: Universal Analytics

00 - Analytics - Download event tag

Google Analytics: Universal Analytics



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Takeaways – From Today

- You have less than 52 days until it is time to convert, how and when do you switch to GA4 as your primary? Make a plan.
- The data is different, use this as an opportunity to reset as there are limits to what your partners can do to align the data between platforms. Remember this isn't a paid analytics platform.
- Get your hands dirty, you won't break anything.

Resources – Actual Takeaways

- GA4.com - <https://ga4.com/>
- Official Docs - <https://support.google.com/analytics/answer/10089681>
- GA4 Certification - <https://skillshop.exceedlms.com/student/path/508845-google-analytics-certification>
- Krista Sieden - <https://www.kristaseiden.com/>
- Measure School - <https://measureschool.com/>
- Analytics Mania - <https://www.analyticsmania.com/>
- GA4BigQuery - <https://www.ga4bigquery.com/>
- Simo Ahava - <https://www.simoahava.com/>
- Charles Farina - <https://www.charlesfarina.com/>
- SearchEngineLand - <https://searchengineland.com/>

Some slides information are from “Smiles” Simpleview and Miles collaborations

TOURISM DAY SUMMIT



1B & 3A - Google Analytics (GA4): Setup Tips

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