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Session 1B - Google Analytics (GA4) Setup Tips
9:45 am – 10:30 am

Google Analytics sunsets on June 30, 2023

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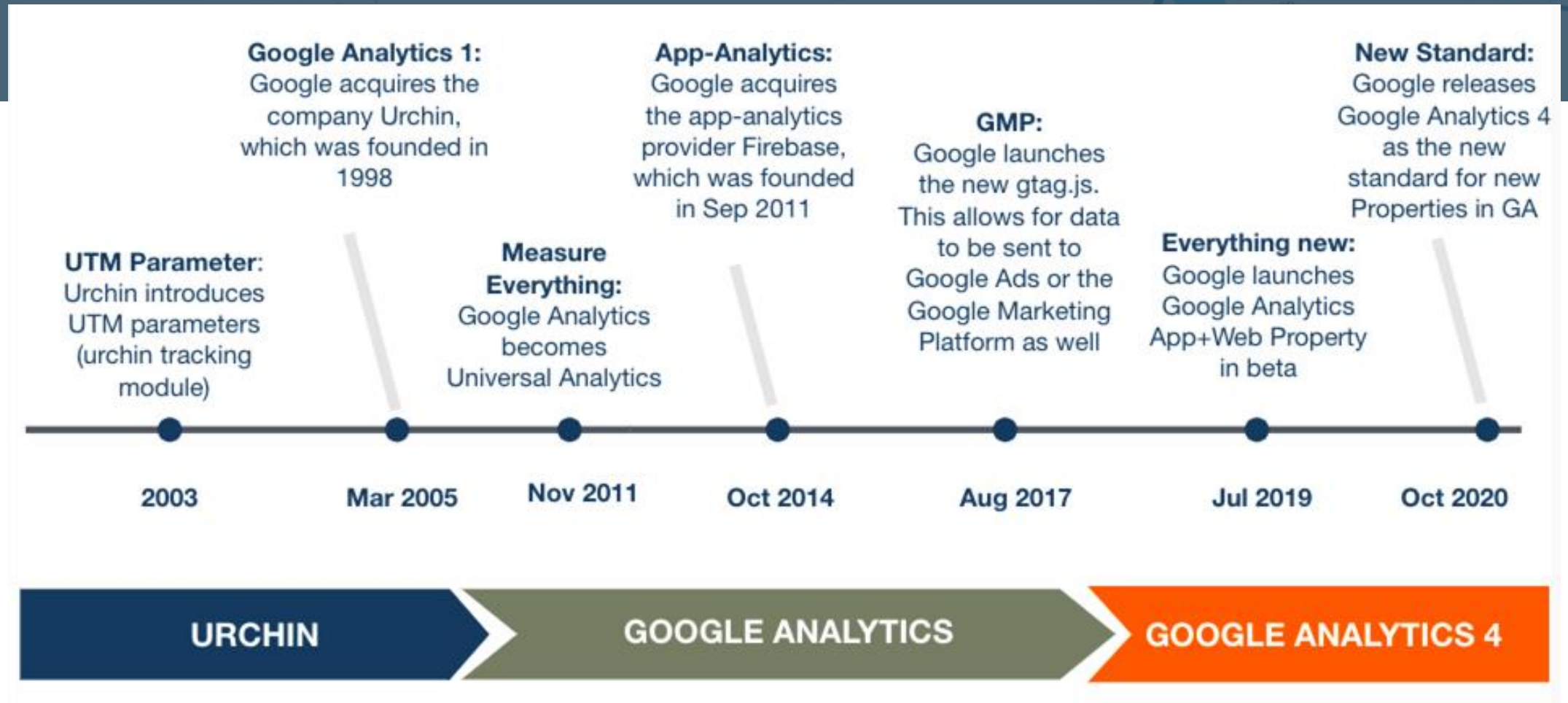
WHAT IS GOOGLE ANALYTICS 4?

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

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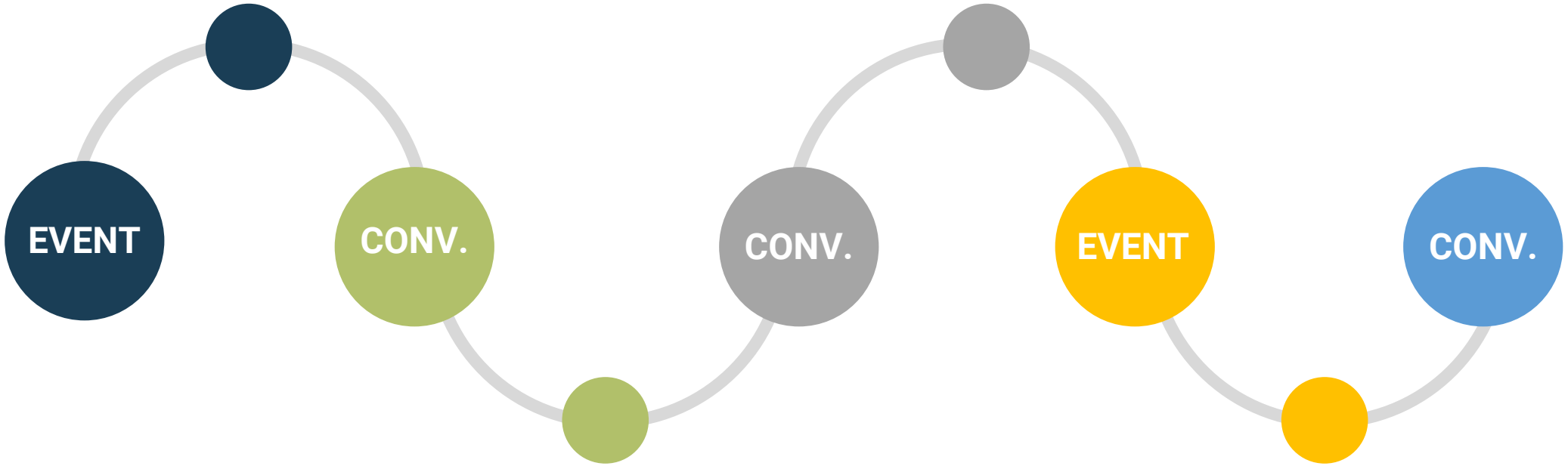
Conversion Study Opportunity

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

[UA→GA4] Comparing metrics: Google Analytics 4 vs. Universal Analytics

What to expect when comparing metrics between Google Analytics 4 and Universal Analytics

As you set up Google Analytics 4, you may want to compare the reported results in your Google Analytics 4 property against those in your Universal Analytics property. This article explains the extent to which you can and cannot compare metrics between Universal Analytics and Google Analytics 4.

In this article:

Users
Pageviews
Purchases
Sessions
Session/Traffic based Acquisition metrics
Conversions
Bounce rate
Event count

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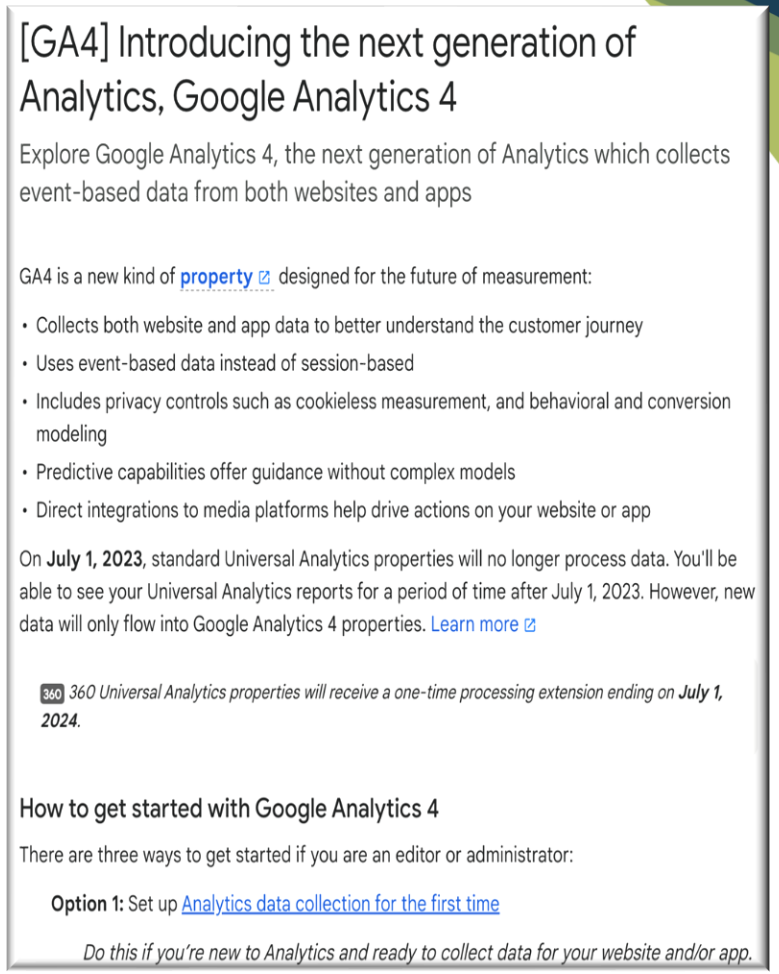
Some Things Not to Like

- **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.

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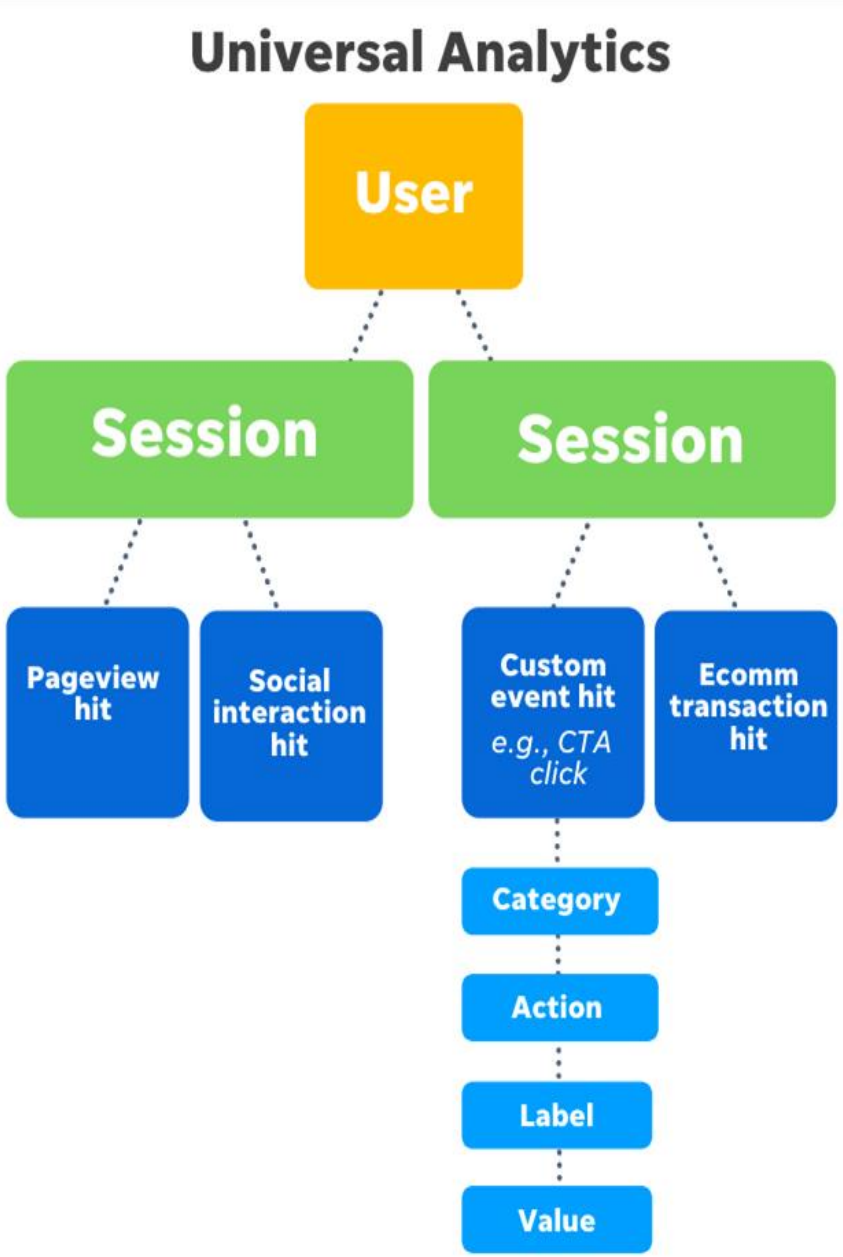

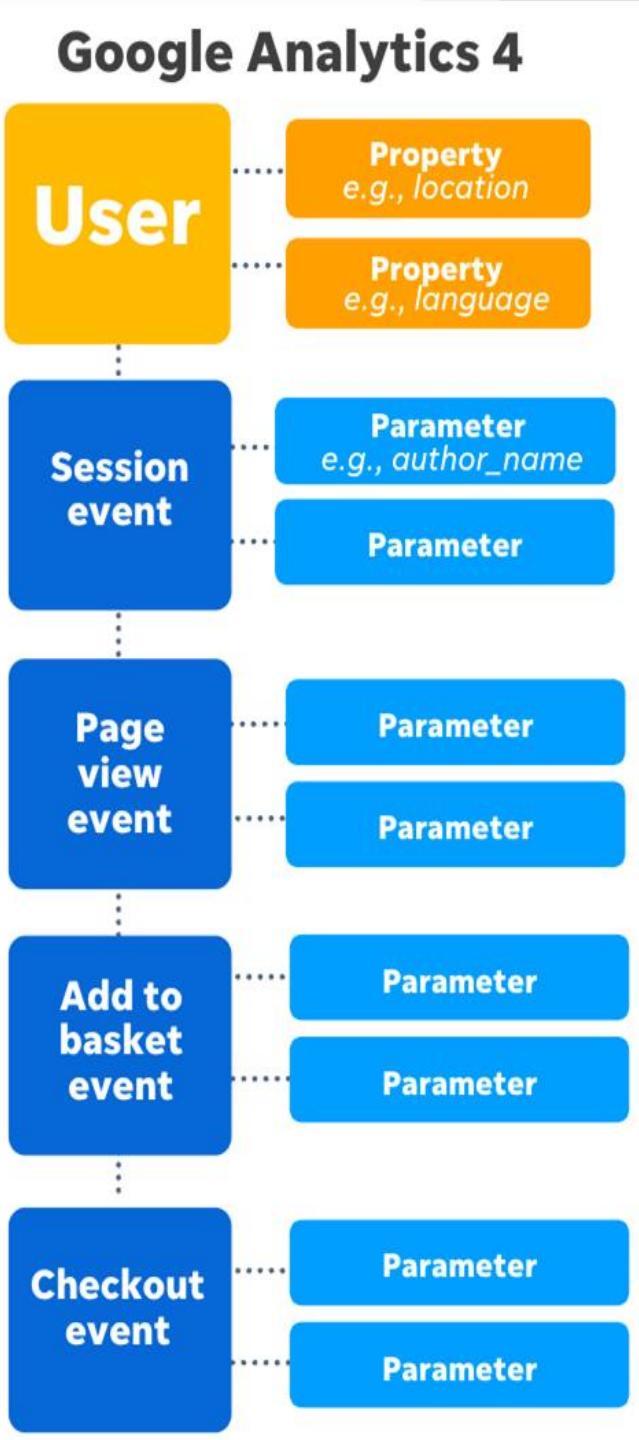

KEY CONCEPTS

COMPARING MODELS

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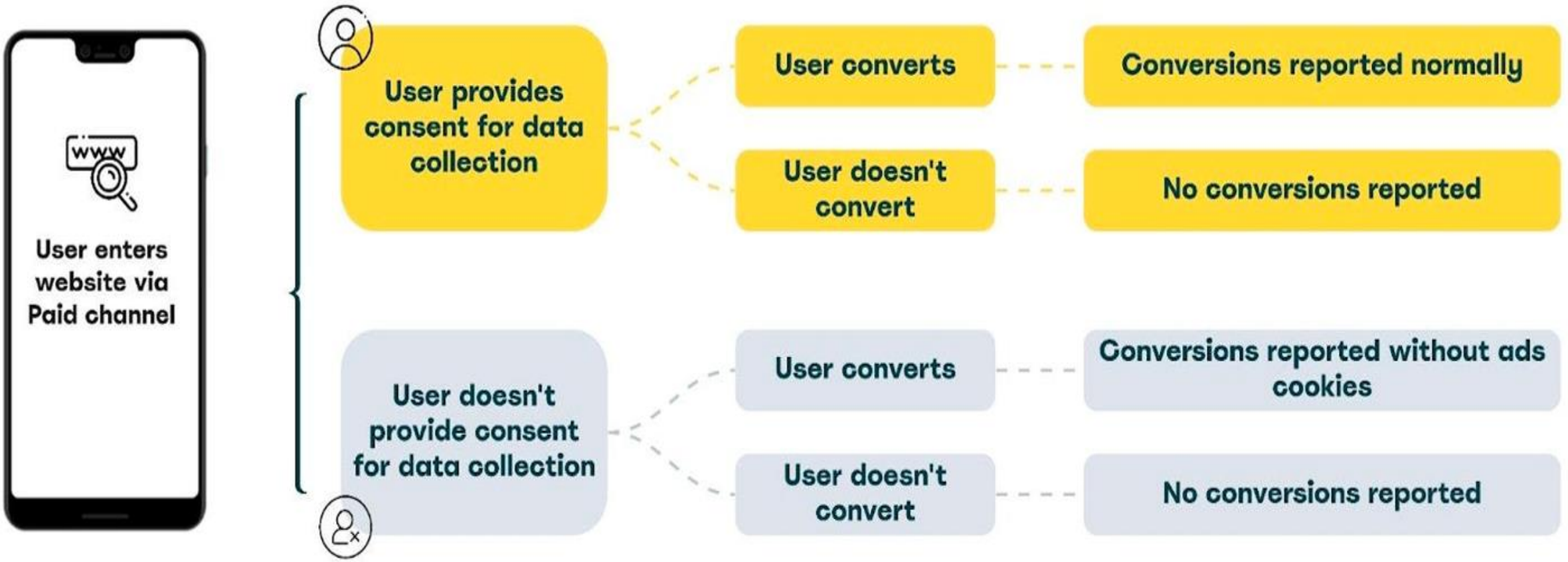

Key Concepts
Consent

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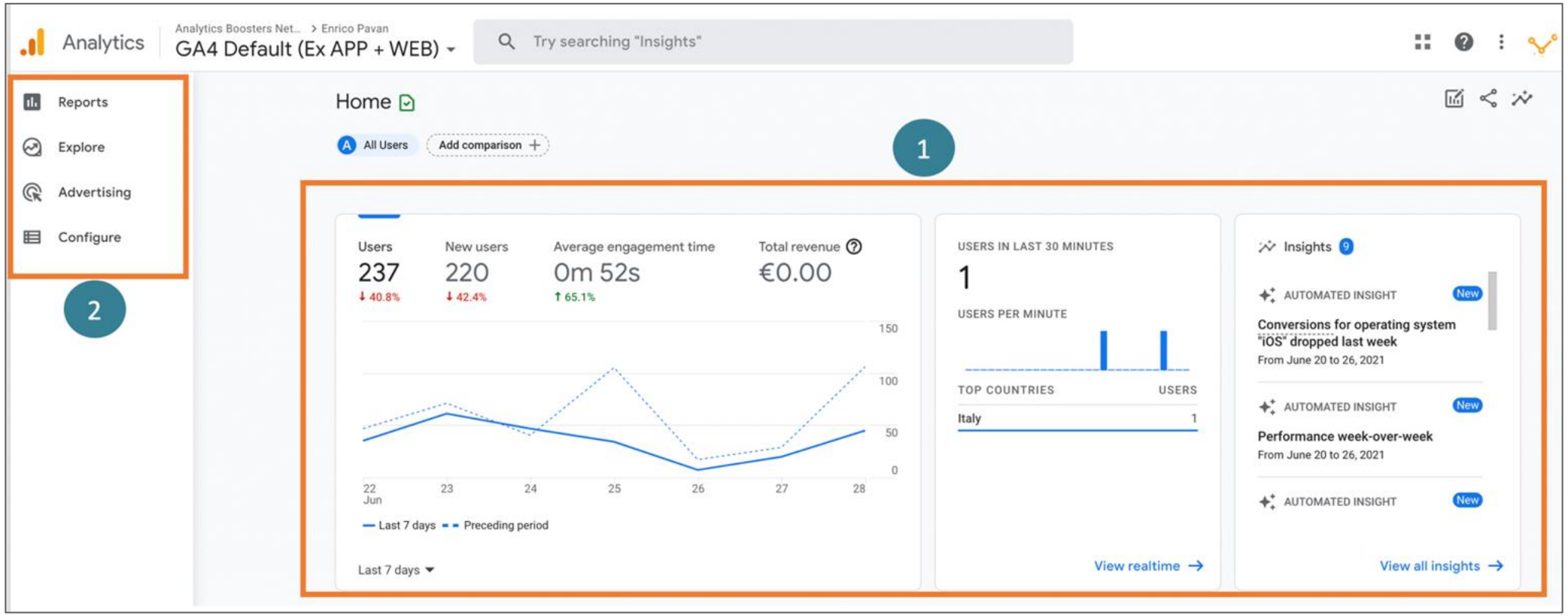
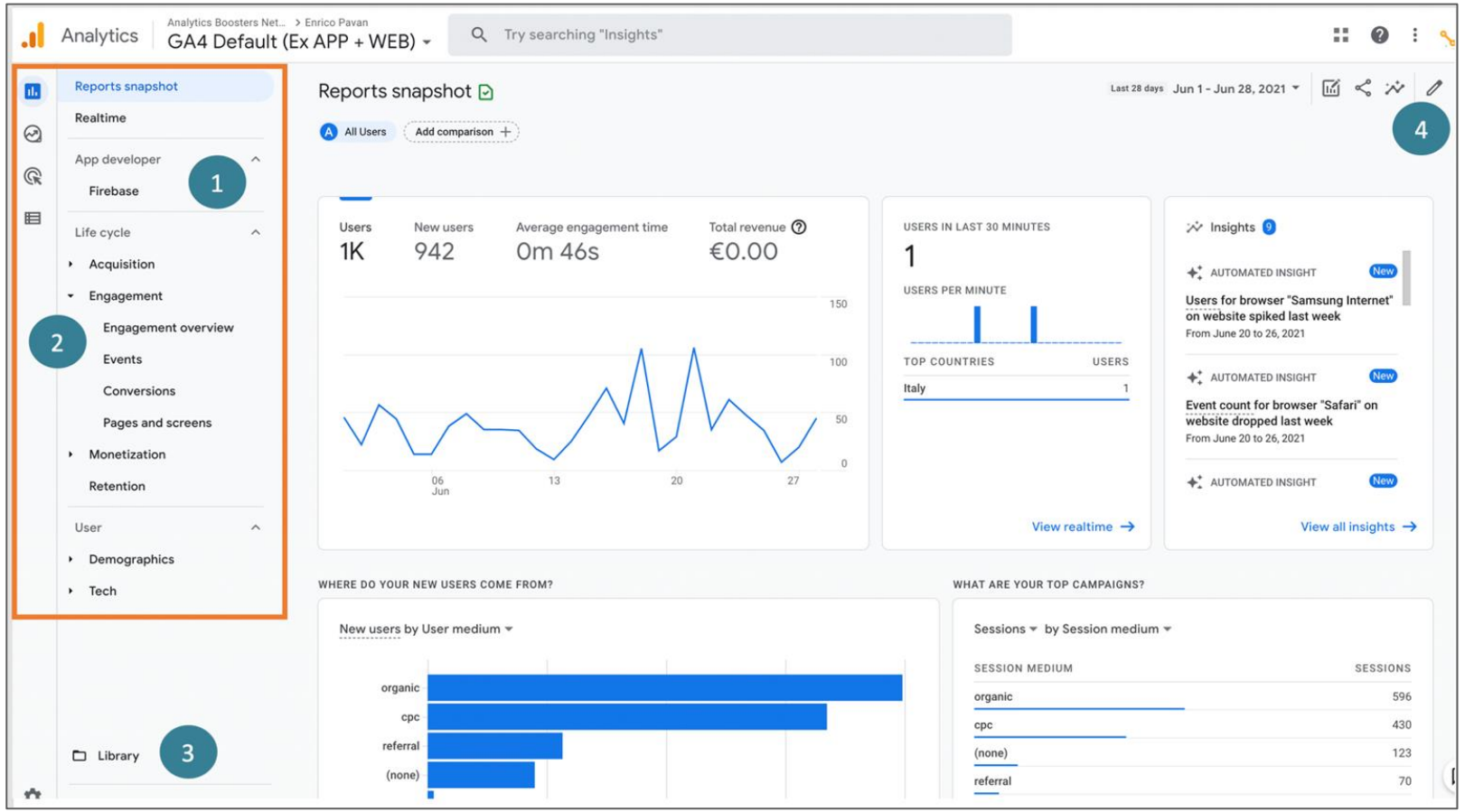
Interface & Reporting



“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

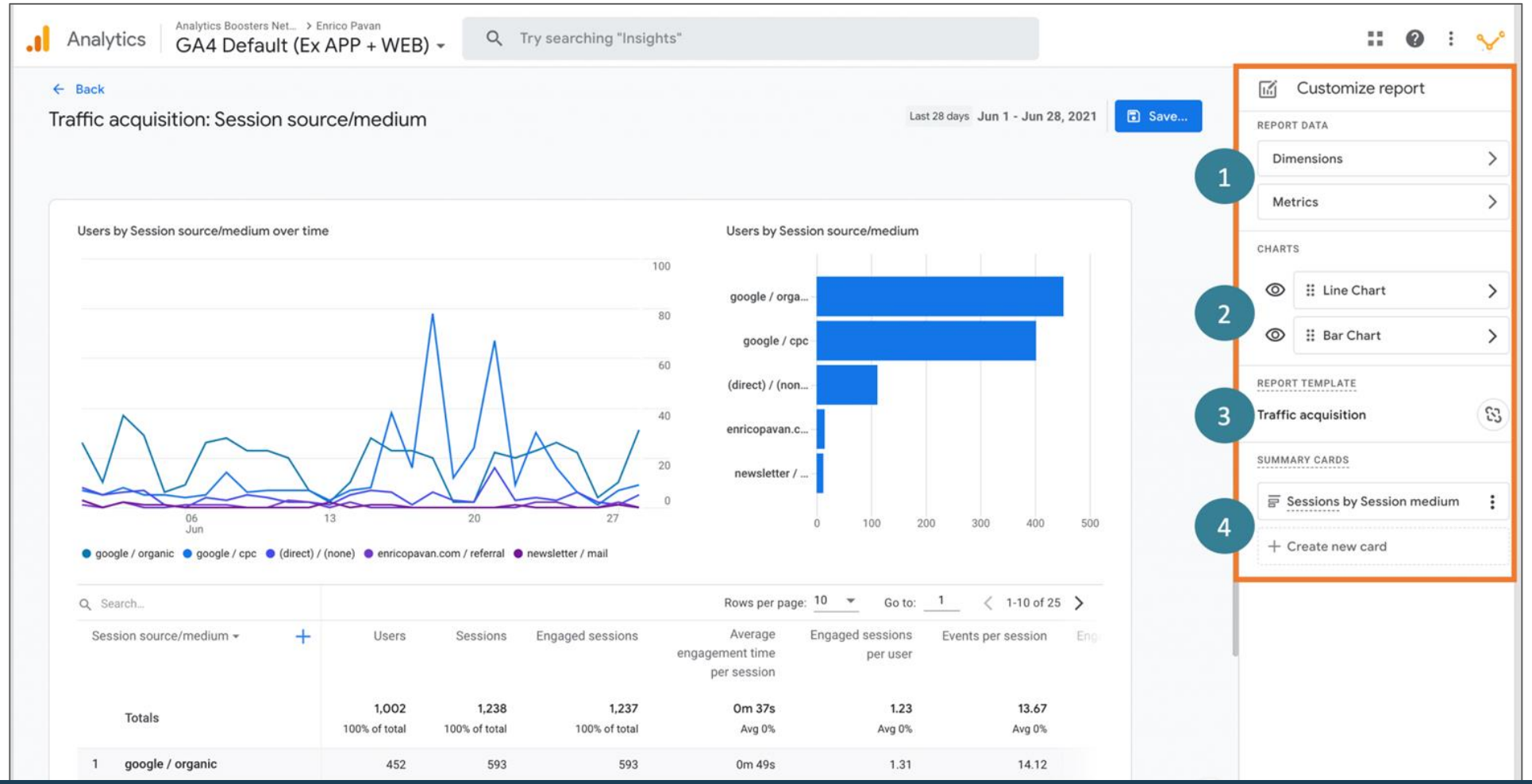
Interface & Reports

REPORTS



1. The reports 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

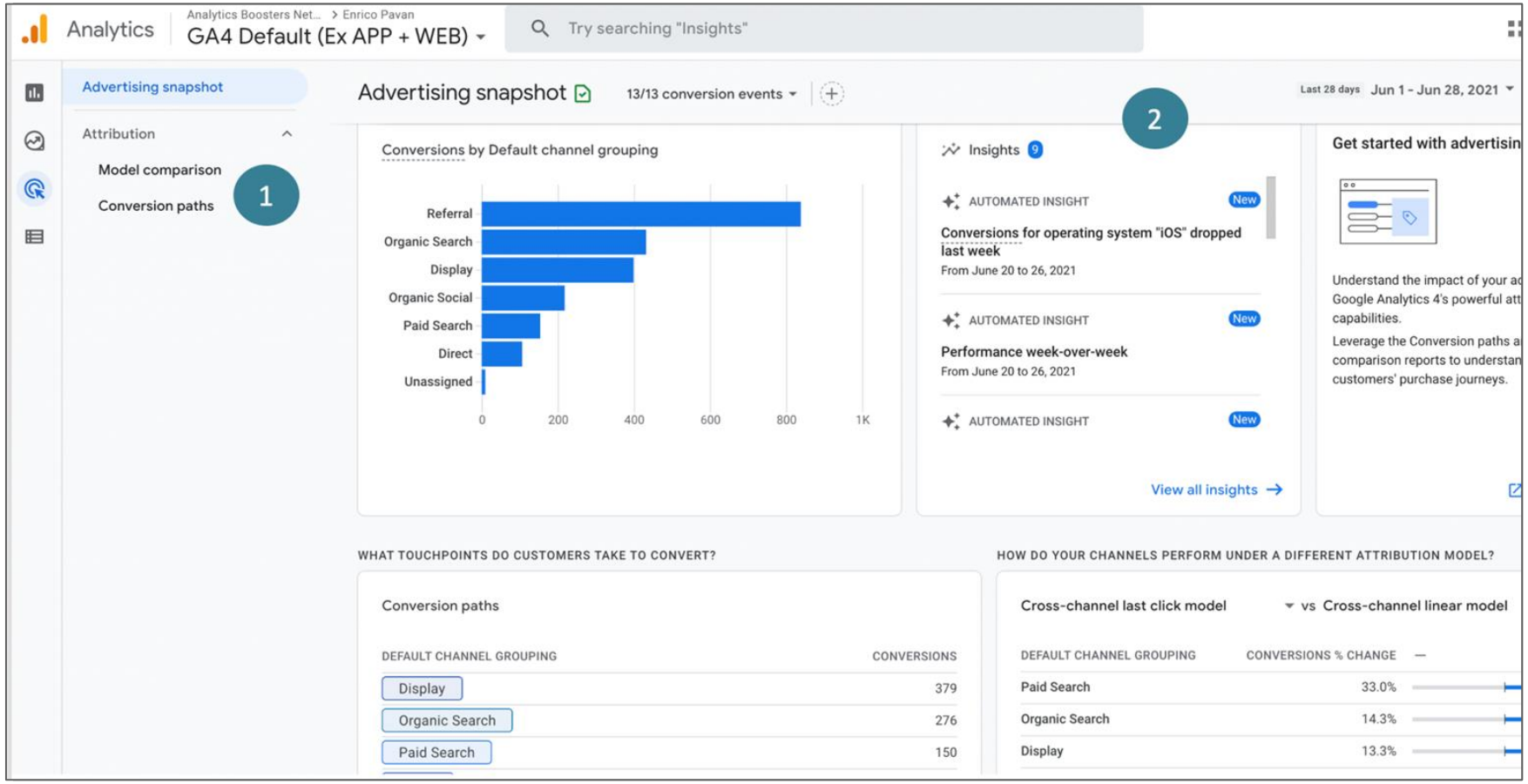
REPORTS [CUSTOMIZATIONS]



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

Interface & Reports

ADVERTISING WORKSPACE

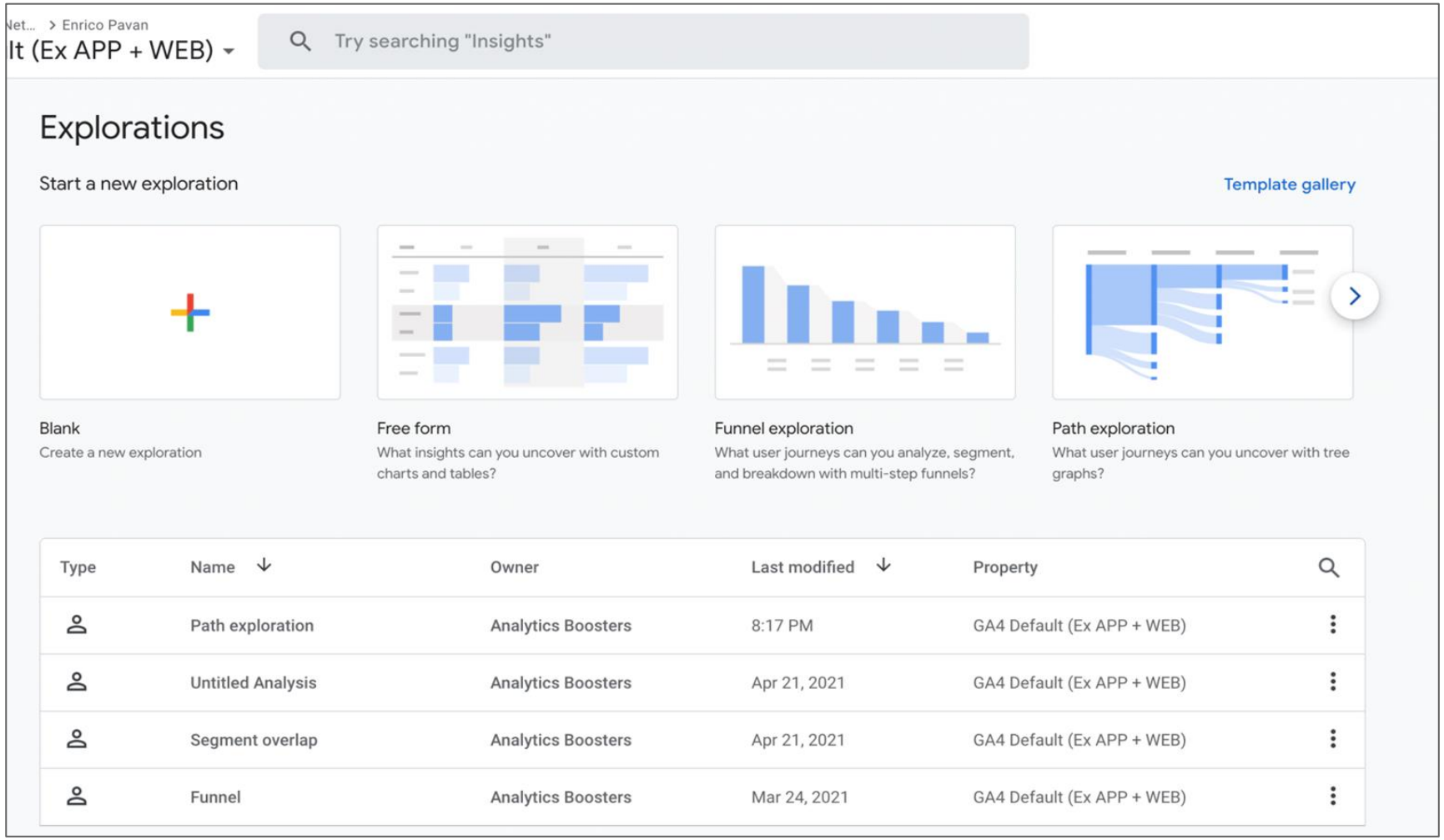


1. Comparing attribution models and conversion paths
2. Manage insights and summary cards

Interface & Reports

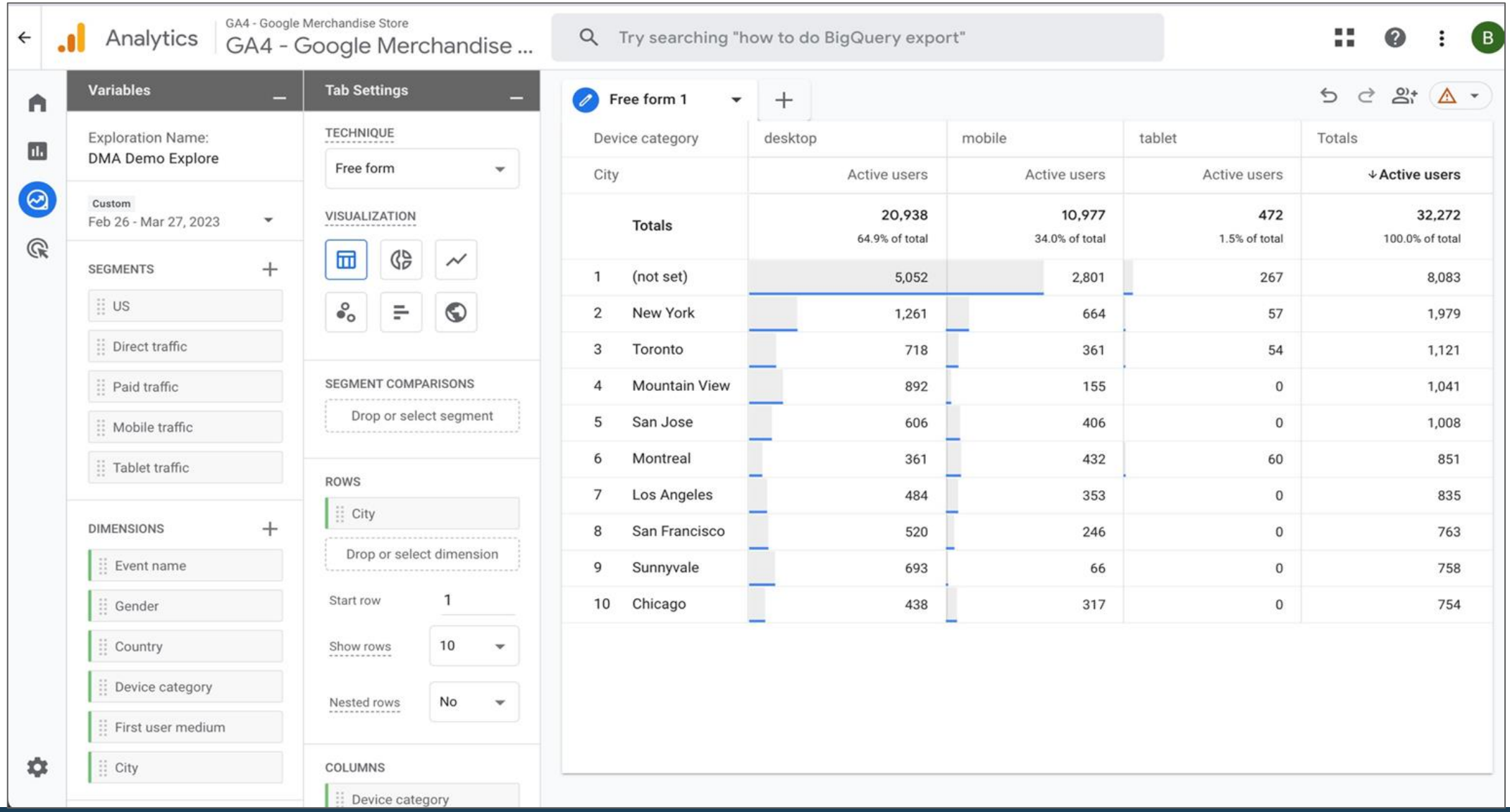
EXPLORATION

Exploration or the **old "Analysis Hub"**



Interface & Reports

EXPLORATION



Interface & Reports

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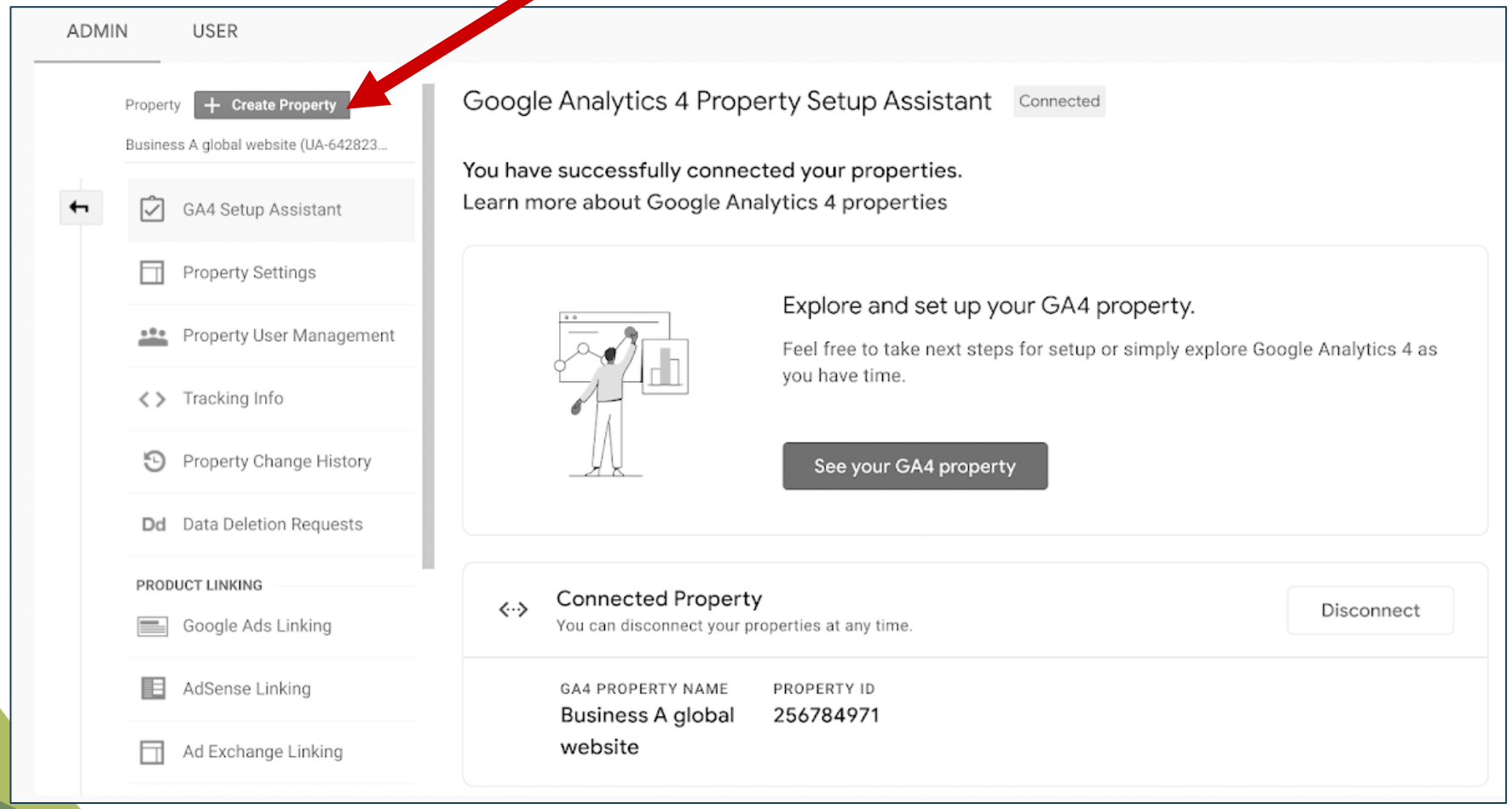
Getting Started
Set Up & Configuration

Create New Property



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

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Install Tracking Code

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

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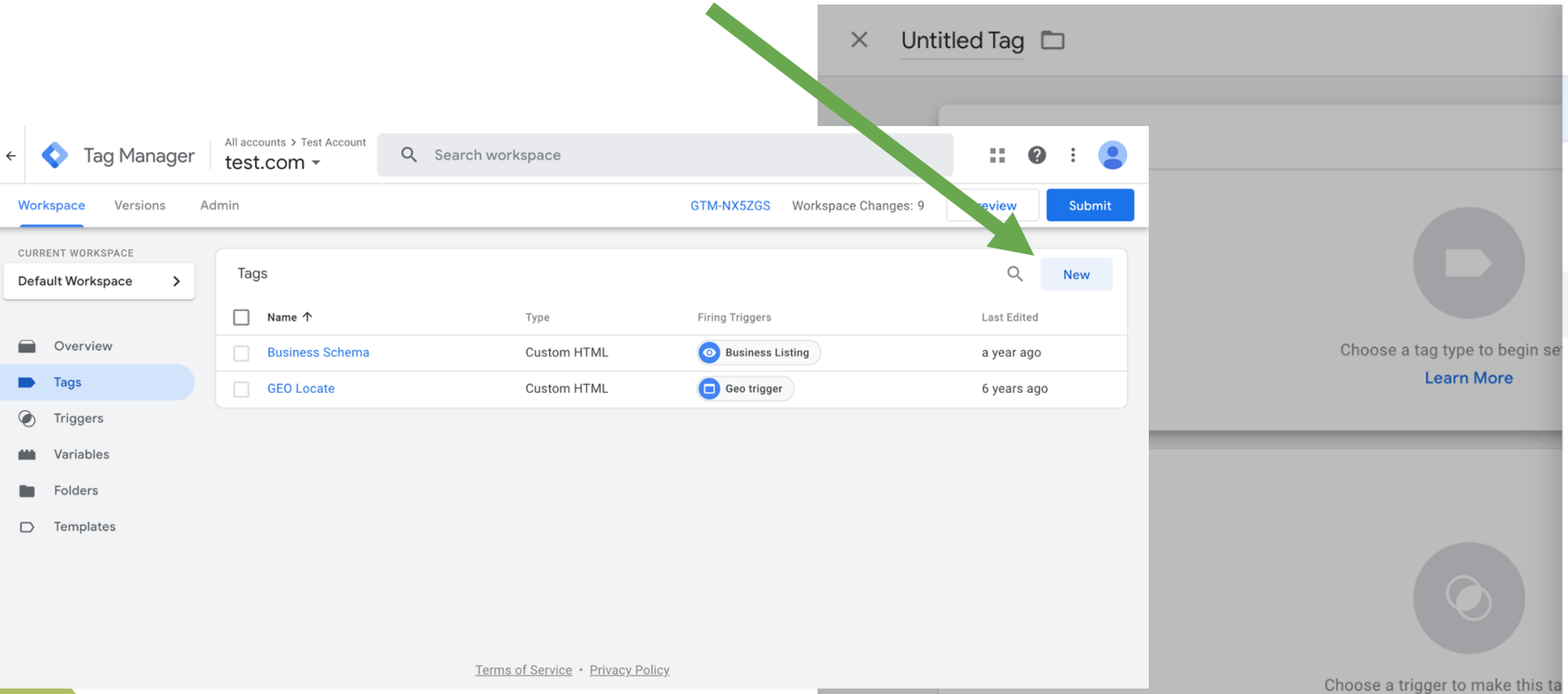
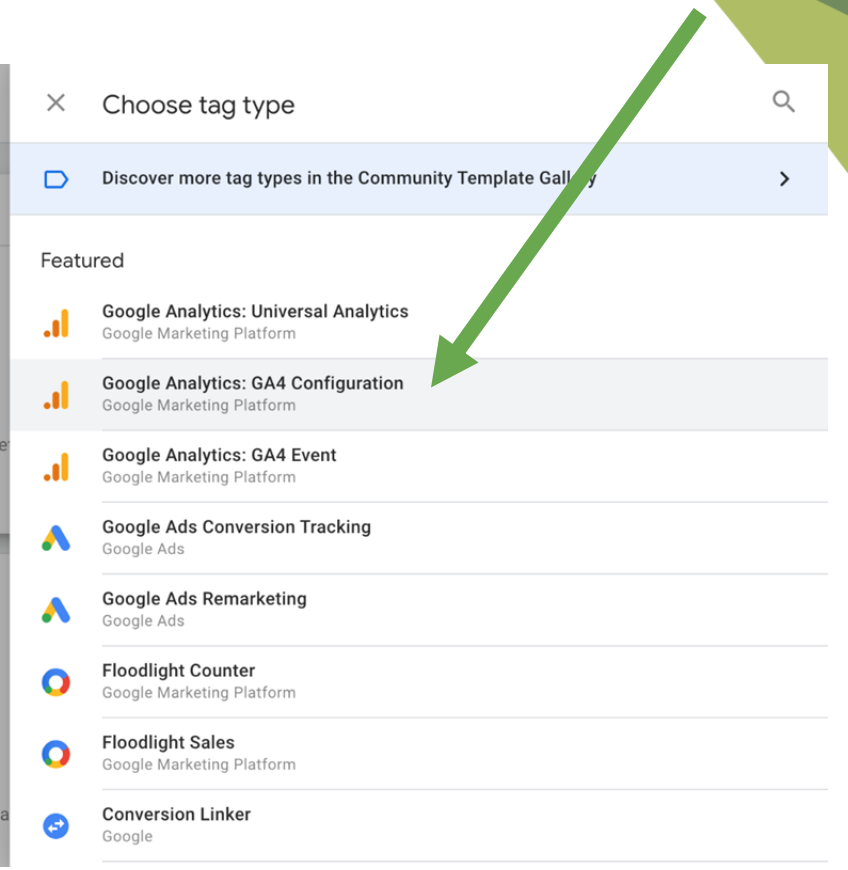
Use the GA4 Configuration Tag





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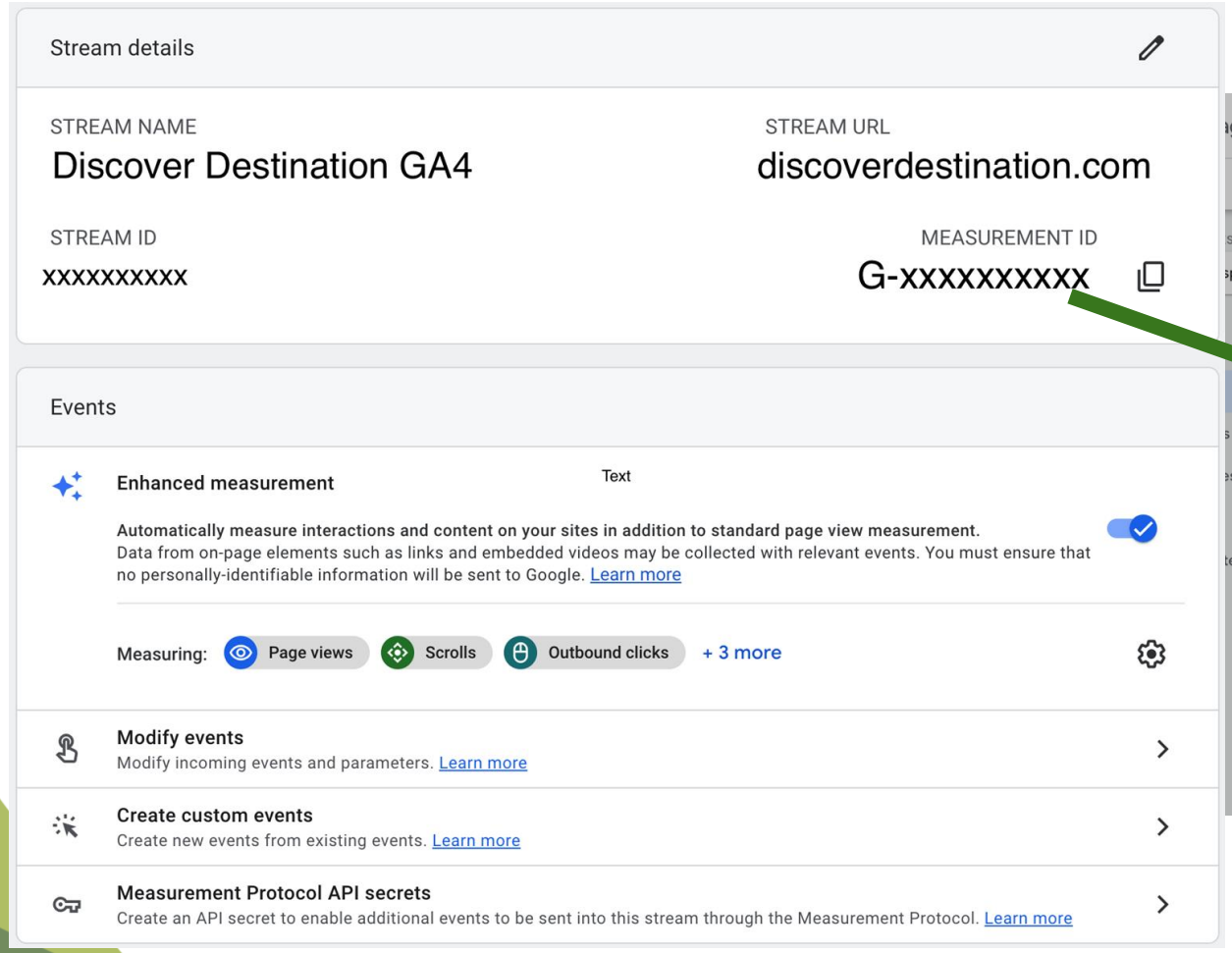
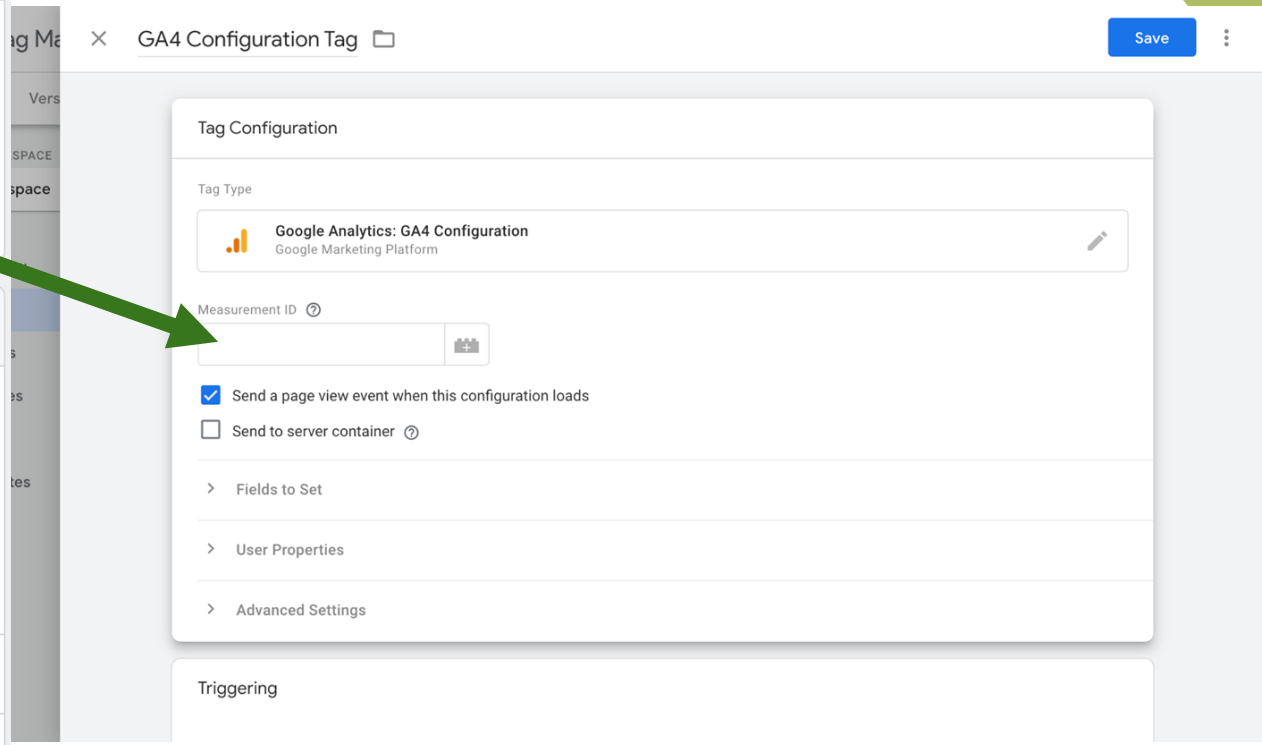
Copy your measurements ID from GA4





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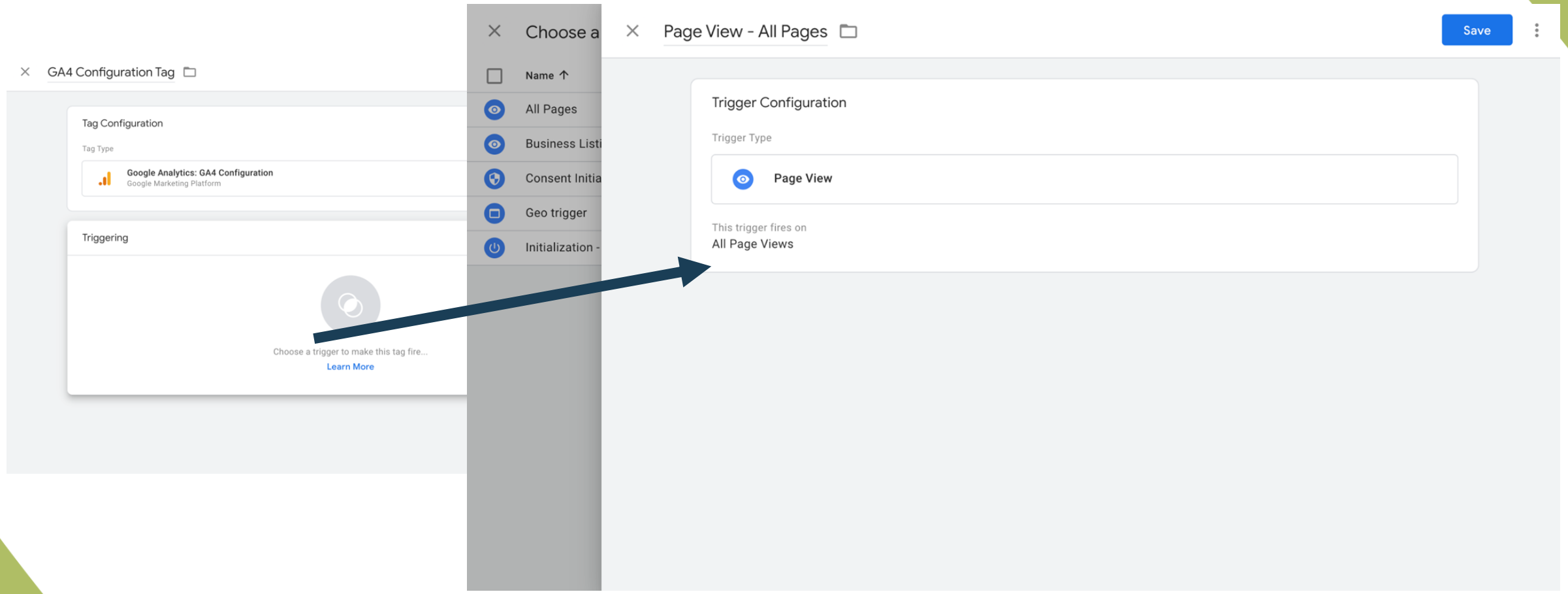
Trigger the tag to fire on All Pages



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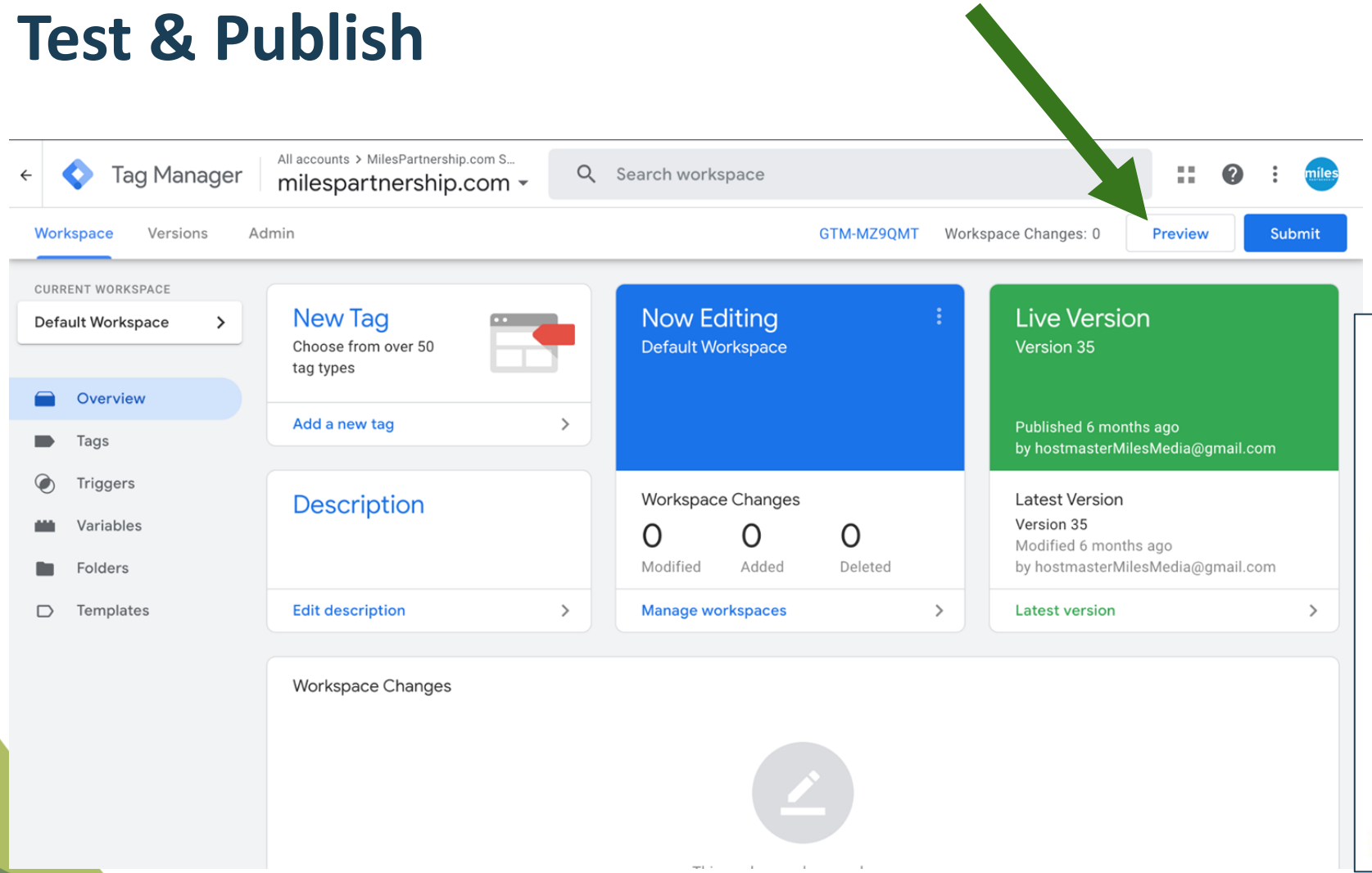
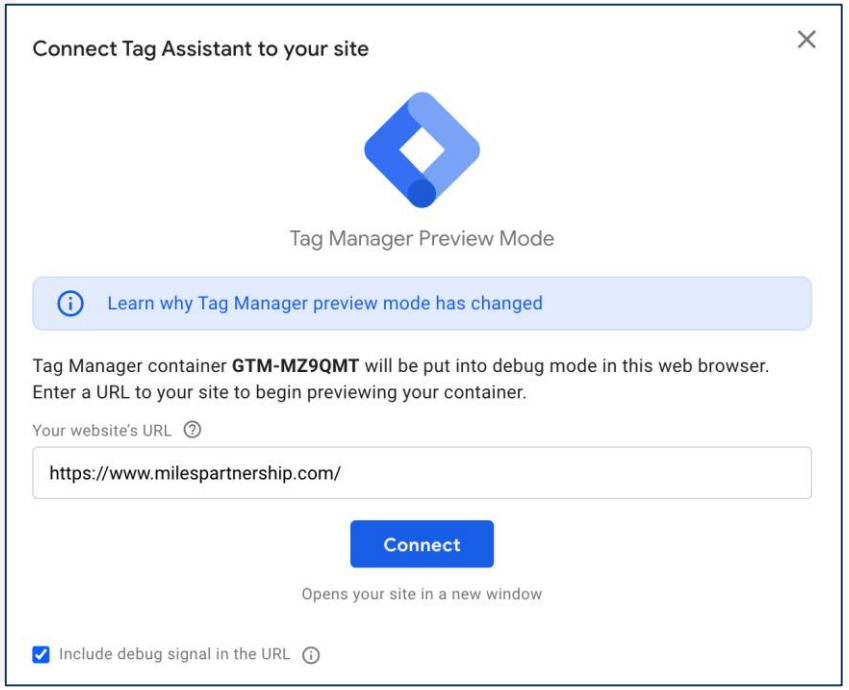
Test & Publish





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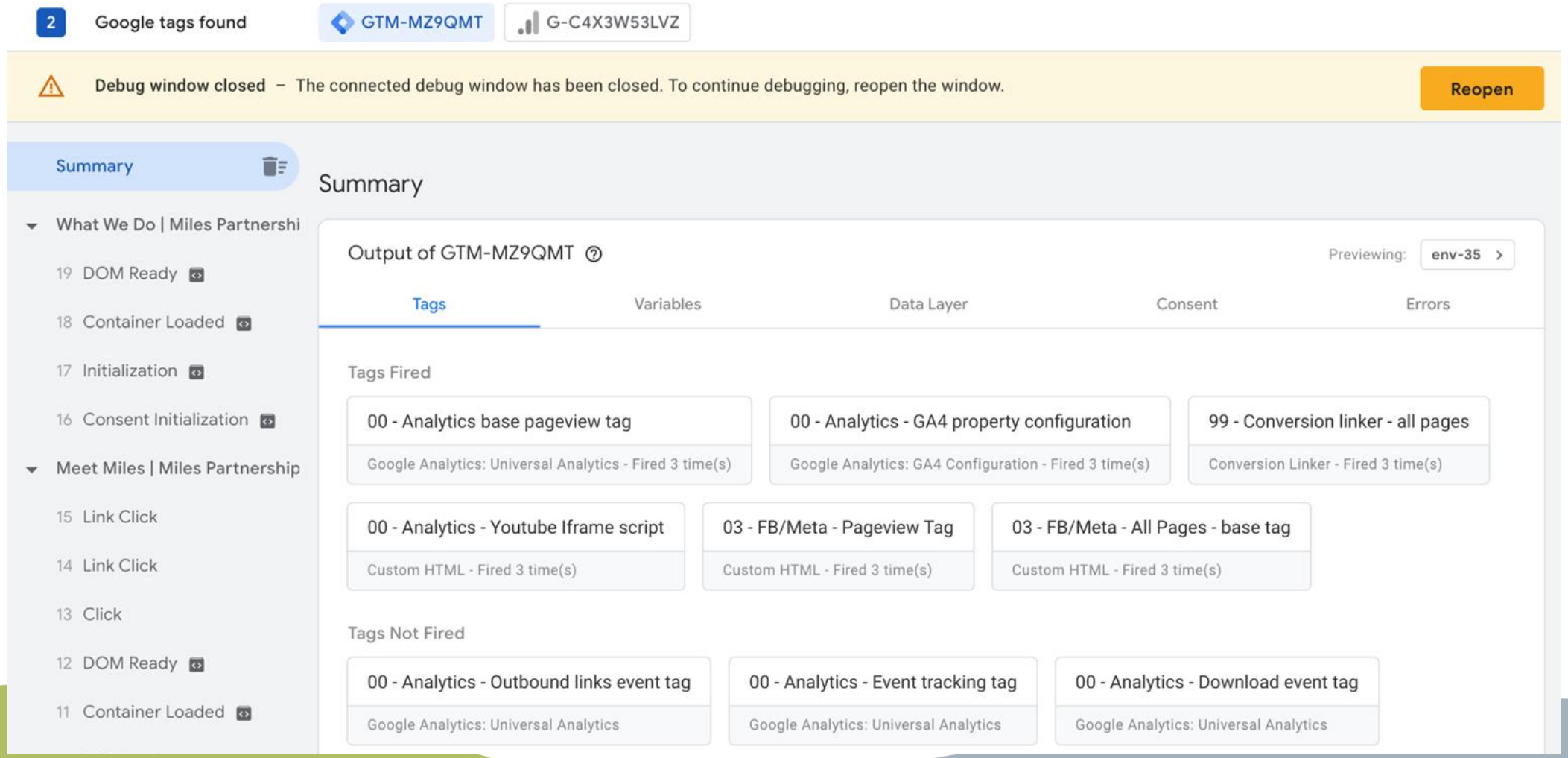
Test & Publish



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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.

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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/

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Some slides information are from "Smiles" Simpleview and Miles collaborations

TOURISM DAY SUMMIT

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

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