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SUPERCHARGE YOUR BUSINESS:
INTRODUCTION TO GA4

GUIDEBOOK CONTENT

- The Power of Analytics
- Choosing the Right Analytics Solution
- Introduction to Google Analytics 4
- Introduction to Google Analytics Reports

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INTRODUCTION
ABOUT ME

Hey there, lovely readers! I'm Jaslyn, and I've got something super exciting to share with you today. I come from a digital marketing background, and I've spent my fair share of time in the world of analytics. From helping big names like LVMH and Shiseido with their marketing strategies to diving deep into MarTech tools like Google Analytics, Google Tag Manager, and Salesforce Marketing Cloud, I've pretty much seen it all.

But today, I want to talk to you about something that's a game-changer in the digital marketing world – Google Analytics 4, or as we like to call it, GA4. But before we jump into the awesomeness of GA4, let's take a step back and talk about why having a solid web analytics solution is so important.

THE POWER OF ANALYTICS

Picture this: You're running an online business, and you want to know everything there is to know about your customers. What are they doing on your website? How do you turn them into loyal customers? Where should you invest your marketing budget for the best results? These are the kind of questions that keep business owners up at night.

Well, that's where an analytics solution comes into play. It's like having a superpower that lets you peek into the minds of your customers at every step of their journey. With the right analytics solution, you can gather all sorts of juicy data that helps you make smart decisions. We're talking about understanding your website visitors, optimizing your conversion rates, boosting customer retention, and even figuring out where to put your marketing dollars.

But here's the catch – it's not just about having any analytics solution; it's about having a great one. Even the fanciest analytics tool won't do you any good if the data it's giving you isn't trustworthy. Imagine making important business decisions based on inaccurate data – yikes!

Trust me; I've seen it happen, and it's not pretty. That's why I can't stress enough how crucial it is to have a solid foundation for collecting and analyzing your data. And if you happen to run a Shopify store, I've got a guidebook that's all about setting things up correctly. But even if you're not in the world of Shopify, do give it a read to understand why data collection is the backbone of successful decision-making.

CHOOSING THE **RIGHT** ANALYTICS SOLUTION

Okay, so you're convinced that analytics is the way to go. But how do you choose the right tool for your business? Well, it's a bit like picking out the perfect pair of shoes – one size doesn't fit all. Here's what you should be looking for:

1   ## USER FRIENDLY INTERFACE

You want a tool that's easy to use, where you can access your data, apply filters, and slice and dice your information without feeling like you need a Ph.D. in data science.

2   ## MONITORING YOUR GOALS

Your analytics solution should let you keep an eye on your Key Performance Indicators (KPIs) and objectives. It's like having a dashboard that shows you exactly how you're doing.

3   ## SEGMENTATION CAPABILITY

A great analytics solution should help you to break down your data by factors like demographics or customer types

And guess what? GA4 checks all these boxes, and then some!

INTRODUCTION |
TO GA4 |

Okay, folks, here's the scoop – Google made a big shift from Universal Analytics (UA3) to GA4 starting from July 1, 2023. Why, you ask? Well, there are two big reasons:

USER JOURNEY ARE WILDLY COMPLEX

People don't follow a straight line anymore. They jump from one device to another, from one channel to the next. It's like trying to follow a squirrel in a park – you need something nimble to keep up.

PRIVACY IS A BIG DEAL

With all the privacy constraints out there, the old way of collecting data with cookies just wasn't cutting it. GA4 is all about respecting user privacy while still giving you the insights you need.

So, what's in it for you? Well, GA4 is a game-changer. It's user-based (goodbye, sessions!), it tracks users across devices, and it's got some seriously advanced reporting and AI features. That means you get a 360-degree view of your customers, even if they switch from their laptop to their phone and back again. Plus, you can spend less time setting things up and more time finding opportunities to grow your business.

NAVIGATING
THE NEW GA4 ACCOUNT STRUCTURE

Now, before we dive into the nitty-gritty of GA4, let's talk about its structure. It's a bit different from what you might be used to, but don't worry – I've got your back.

In UA3, it was all about the hierarchy of Organization > Account > Property > Views. You could control who had access at each level. But in GA4, things are simpler. It's Organization > Account > Property. And if you want to get all fancy with permissions, you create sub-properties.
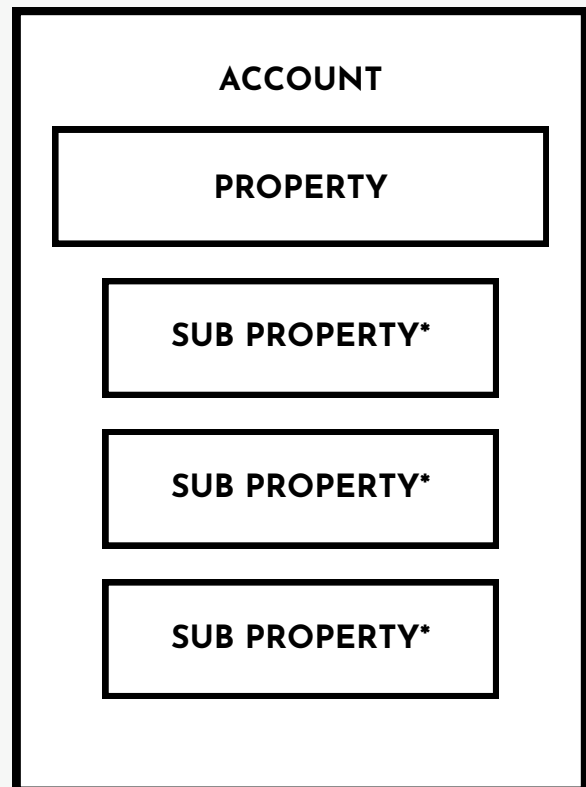
UA

ORGANIZATION

ACCOUNT

PROPERTY

RAW VIEW

MAIN VIEW

TEST VIEW

GA4

ORGANIZATION

ACCOUNT

PROPERTY

SUB PROPERTY*

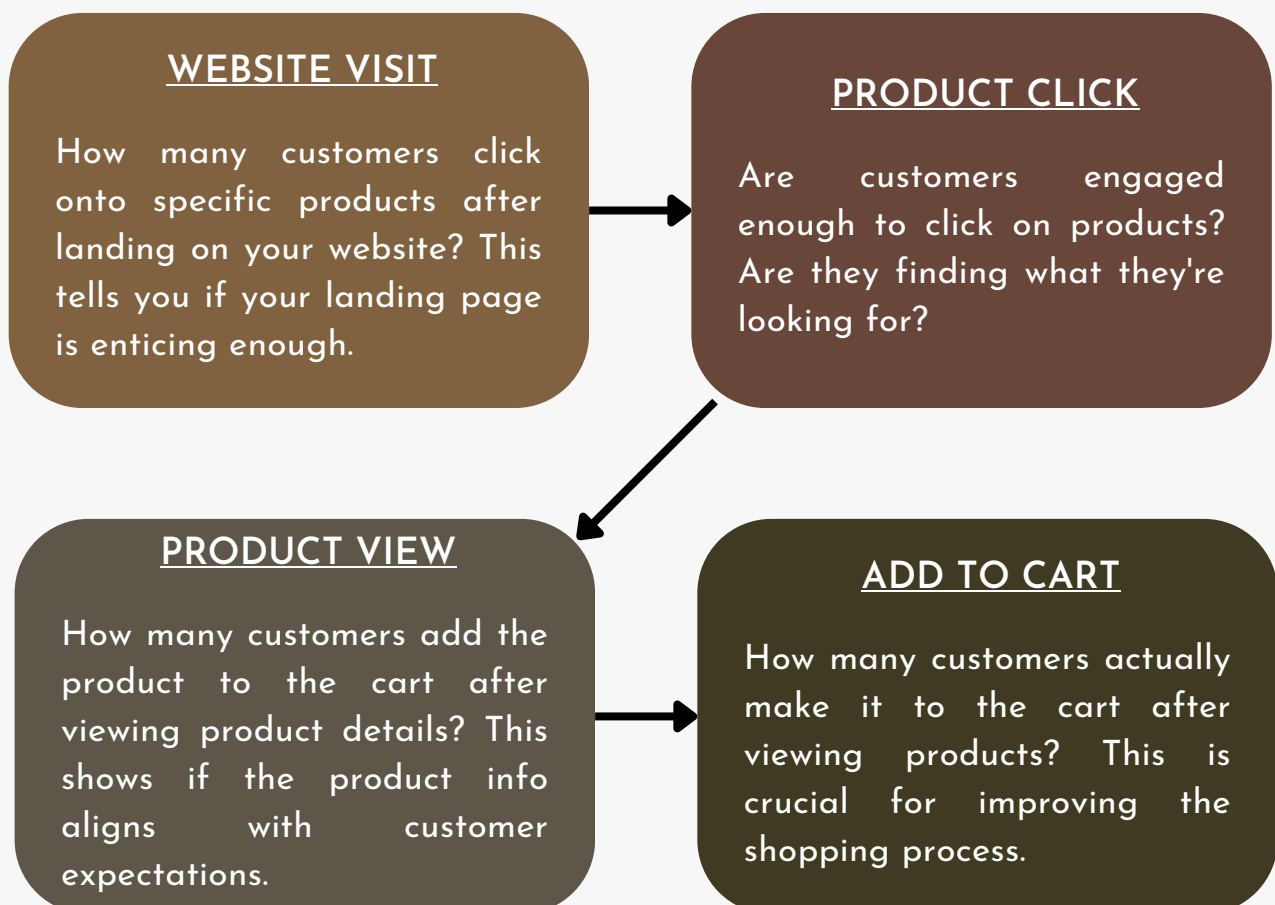**SUB PROPERTY***

SUB PROPERTY*
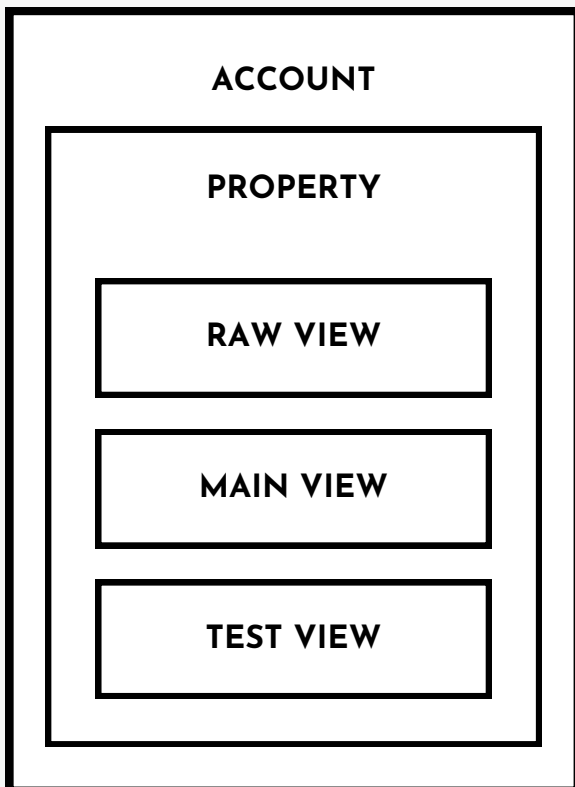
*Only available in 360 accounts

UNDERSTANDING
THE DATA MODEL IN GA4

GA4's data model is where the magic happens. UA3 was all about sessions, but GA4 is all about events. Events are like little breadcrumbs left by your users as they interact with your website. It's like an interaction with your website. Think of it as a customer journey – they visit, they click, they view a product, they add it to their cart. Each of those steps is an event, and you can track them. Pretty cool, right?

And then, there are user properties that help you categorize your customers based on things like language or location.

Now, what insights can you get once you've collected data related to these specific events? Let's take a closer look:

WEBSITE VISIT

How many customers click onto specific products after landing on your website? This tells you if your landing page is enticing enough.

PRODUCT CLICK

Are customers engaged enough to click on products? Are they finding what they're looking for?

PRODUCT VIEW

How many customers add the product to the cart after viewing product details? This shows if the product info aligns with customer expectations.

ADD TO CART

How many customers actually make it to the cart after viewing products? This is crucial for improving the shopping process.

Now, let's explore the three main types of events you'll encounter in GA4:

1 **AUTOMATICALLY COLLECTED EVENTS**

These are events that GA4 collects automatically - no setup needed. Examples include session_start and scroll events.

2 **GA4 RECOMMENDED EVENTS**

GA4 suggests these events and event parameters to make sure you collect the data you need for its features and integrations. Think purchase, add_to_wishlist, and add_to_cart.

3 **CUSTOM EVENTS**

These are events you create, and they don't fall into the first two categories. Here, you can define your own taxonomy. GA4 prefers the snake case format for clean data.

EXPLORING GA4 FEATURES

GA4 isn't just about collecting data – it's about making sense of it too. Let's check out some of its coolest features:

FEATURE 1 - CROSS DEVICE AND PLATFORM ANALYSIS

Imagine you have customers who start their journey on a laptop, switch to a tablet, and maybe even complete their purchase on a smartphone. Tracking all this can feel like being a detective following a trail of breadcrumbs. That's where GA4's reporting identity comes into play. GA4 gives you the power to define your reporting identity, and it affects how data is collected. Let me break it down for you:

1) Blended Reporting Identity:
This option combines different methods for the most accurate data. It uses User-ID (for signed-in users), Google Signals (for Google-signed-in users), Device ID (the unique identifier of the device a user is on), and even modeling (where GA4 uses data from users who accept cookies to model the behavior of users who don't).

2) Observed Reporting Identity:
This one relies on User-ID, Google Signals, and Device ID.

3) Device-based Reporting Identity:
Here, it's all about the Device ID. It's like going old school and following the user by tracking their device.

Now, here's the cool part – depending on the reporting identity you set up in your GA4 settings, the platform will automatically collect data based on the hierarchy of what's available. It's like having a data collection plan that adapts to your needs.

Let's say your reporting identity is set to Blended. GA4 will first look for User-ID data. If it's available, perfect – that's the most accurate. If not, it moves on to Google Signals data. If that's not available either, it checks for Device ID data. And finally, if none of the above is there, it resorts to modeling.

In a nutshell, GA4 adapts to the data sources available to give you the best possible insights. It's like having a data detective that's always on the case, no matter what kind of data is on the table.

FEATURE 2 - ANALYTICS INTELLIGENCE

This feature uses machine learning to give you insights into your data. It's like having a data guru whispering smart suggestions in your ear.

## FEATURE 3 - HIGHER DATA RETENTION

With GA4, you can keep your data for up to 50 months. That means you can dive deep into multi-year analyses – perfect for spotting long-term trends.

FEATURE 4 - PREDICTIVE AUDIENCES

If you want to reach out to new prospects who are likely to engage with your brand, GA4 got you covered.

INTRODUCTION TO GA4 REPORTS

Alright, folks, we've reached the exciting part of our GA4 journey – the reports! Think of these reports as ready-made dashboards that will guide you on a data adventure. You don't need to build them from scratch; they're right here, waiting for you. Let's dive into it:
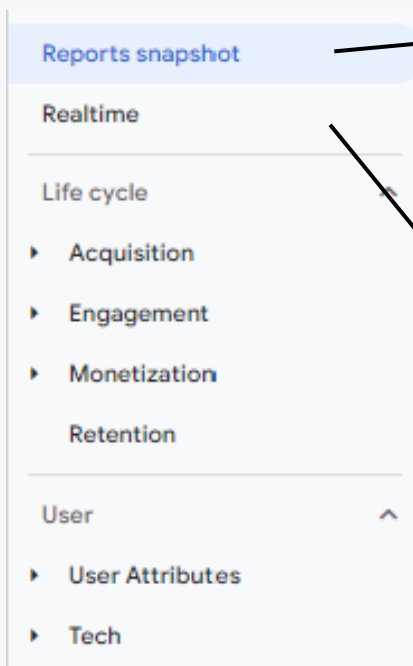
REPORTS SNAPSHOT

This is your bird's-eye view, your sneak peek into the dashboard's juiciest segments. It's like browsing the highlights of your data before delving deeper.

REALTIME

When you're in the midst of a campaign launch and need to make quick decisions, this is your go-to spot. Realtime is your live feed, showing you views and information LIVE. It's also where developers ensure the accuracy of the data they're collecting.

Now, let's explore the two main categories of reports: **Life Cycle** and **User.**
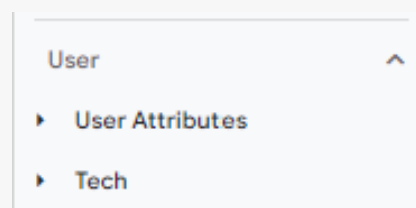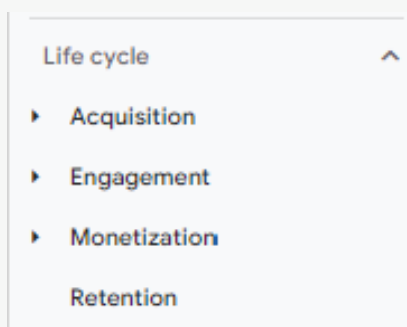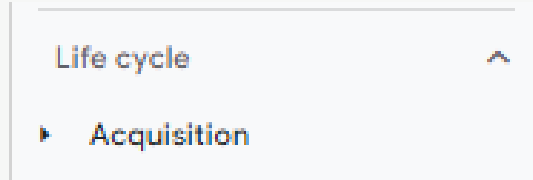
LIFE CYCLE COLLECTIONS

These reports are all about helping you achieve your business goals. GA4 organizes them into four main objectives:

ACQUISITION

This one's for understanding where your customers come from - be it Facebook, Instagram, TikTok, or beyond. It's about allocating resources to boost your Return on Investment (ROI).

Life cycle ⌃

▸ Acquisition

POSSIBLE CASE SCENARIO

Imagine you notice higher average engagement time on Facebook compared to Instagram, but Instagram brings in more conversions. What's your strategy? How do you allocate resources?

WHO IS THIS SUITABLE FOR?

Social media and campaign managers

ENGAGEMENT

Dive into how well users engage with your website. You'll find stats like event counts, average engagement times on specific pages, and where users land. It's all about improving your website's user experience.

▸ Engagement
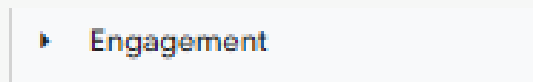
POSSIBLE CASE SCENARIO

Discover which landing pages are customer favorites and which ones keep users engaged the longest.

WHO IS THIS SUITABLE FOR?

UX designers

MONETIZATION

This section reveals the secrets of your shop's revenue. You'll find stats on revenue per item, purchase journeys, checkout experiences, and even the most revenue-generating promotion codes.

Monetization

POSSIBLE CASE SCENARIO

Discover where your customers are dropping off during the checkout process. Analyse the data here to make the experience seamless for customers.

WHO IS THIS SUITABLE FOR?

Revenue management teams

RETENTION

Find out how well your brand converts new users into loyal, returning customers. Dive into graphs that reveal lifetime value, user engagement, and user retention. It's all about keeping customers coming back for more.

Retention

POSSIBLE CASE SCENARIO

Track user engagement and retention trends.
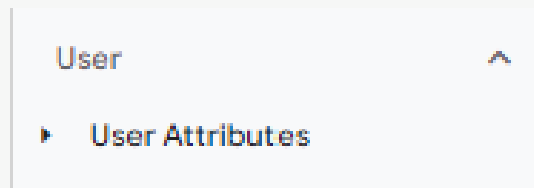
WHO IS THIS SUITABLE FOR?

Marketing teams

USER COLLECTIONS

This set of reports dives deep into the personal side of your users.

USER ATTRIBUTES

Discover the who's who of your user base, from countries and cities to interests, genders, ages, and languages. You'll even find insights on audiences you've created in your settings.

User

▸ User Attributes
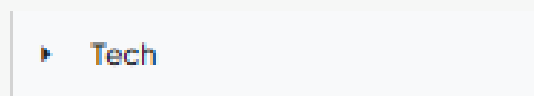
POSSIBLE CASE SCENARIO

Unearth your customers' interests here and tailor your ads to their preferences.

WHO IS THIS SUITABLE FOR?

Marketing & Advertising teams

TECH INSIGHTS

For the tech-savvy, this is where you find out what devices your users are using – platform types, browsers, operating systems, screen resolutions, and more. It's all about ensuring a glitch-free experience.

▸ Tech

POSSIBLE CASE SCENARIO

Dive into technical analysis to ensure your website or app is running smoothly. Identify and fix glitches for a seamless user experience.

WHO IS THIS SUITABLE FOR?

Technical teams

So, there you have it – a tantalizing taste of what GA4 reports have to offer.

WHAT'S NEXT? ⟶

WHAT'S NEXT?

Congratulations on taking your first step into the fascinating world of GA4! But hold on, there's much more waiting for you. Let me guide you through the next steps, and trust me, it's an adventure you won't want to miss.

GET HANDS ON WITH YOUR DATA 🔍

Data is your superpower, and the key to unlocking its potential lies in getting hands-on with GA4. It's not just about passive observation; it's about actively exploring and harnessing the insights that can transform your business.

THE IMPORTANCE OF DATA COLLECTION 🌟

Remember that data collection is the compass that guides your business, regardless of your website's host. It's not a choice; it's a necessity. If you're a Shopify owner, you're in good hands. Our guidebook ensures you build a rock-solid data foundation for success, saving you time and money.

LINK

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Stay curious, keep exploring, and never stop learning. Your GA4 adventure is just beginning, and the possibilities are endless!