LIVE Q&A

Five Panelists Take On Your Hottest GA4 Questions
Who you’ll be hearing from …

Our panelists leading discussion

JAMES CORR
Sr. Analytics Lead

EMMILLY BEST
Analytics Manager

STEPHEN HARRIS
Sr. Analytics Developer

Our panelists available for Live Chat + Q&A

CATHERINE BLAKE
Analytics Developer

WINTER SCHWEBOLD
Sr. Analytics Associate
Poll #1
Poll #1 - Live Responses

Overall, how would you rate your Google Analytics knowledge?

- 58.90%: I'm no expert, but I know how to use it to get the data I need
- 30.14%: I consider myself a pro / use it for a living
- 10.96%: I'm a newbie / have a basic understanding
GA4 Introduction:
What is it? Why now?
What are the main benefits?
Simply put, Google Analytics 4 (GA4) represents a paradigm shift.
What led to Google’s decision to replatform the product now?

- **2005**: Google Analytics is Born (Urchin)

- **2015**: Universal Analytics Launch
  - After being launched in BETA in 2014, Google launched UA to better collect and organize GA data.

- **2019**: GA App + Web BETA Launch
  - Google unifies app and web analytics by launching a new property type for App + Web.

- **2020**: GA4 BETA Launch
  - App + Web moves out of BETA and is relaunched as GA4 BETA with a machine learning model.

- **2021**: GA4 Launch to All Users
  - GA4 becomes available to all users, defaulting in new property creation being G4 or upgrading an existing property to GA4.
What are the main benefits of GA4?

**Leverage a user-centric data model.** Understand user journey across devices and platforms with unified, deduplicated data using your 1st party data and Google’s.

**Get quicker insights.** Use the power of Google’s Machine Learning to get the most value from your data.

**Take action with advanced analysis.** Capabilities once exclusive to GA 360 are now available in GA4 like Segment Overlap, Explorer, Pathing, and more.

**Invest in a future-focused and privacy-first platform.** GA4 uses Google’s industry-leading approach to enhanced data control.
What is Google Analytics 4?

Universal Analytics

User ABC123

Session 1
PV PV Event PV

Session 2
PV

Session 3
PV Event Event

Google Analytics 4

User ABC123

Event Event Event Event

Event

Event Event Event
What is Google Analytics 4?

<table>
<thead>
<tr>
<th>Universal Analytics</th>
<th>Google Analytics 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Category</td>
<td>Event Name</td>
</tr>
<tr>
<td>Event Action</td>
<td>Event Parameter</td>
</tr>
<tr>
<td>Event Label</td>
<td>Event Parameter</td>
</tr>
<tr>
<td>Event Value</td>
<td>Event Parameter</td>
</tr>
<tr>
<td></td>
<td>Event Parameter</td>
</tr>
<tr>
<td></td>
<td>Event Parameter</td>
</tr>
<tr>
<td></td>
<td>Event Parameter</td>
</tr>
<tr>
<td></td>
<td>Event Parameter</td>
</tr>
<tr>
<td></td>
<td>Event Parameter</td>
</tr>
</tbody>
</table>
What is Google Analytics 4?

Disjointed Analytics + Other Data Sources = Cross-Platform Analytics

App User Data + Website User Data = ?

App User Data, Website User Data, and Other Data Sources
GA4 vs UA:
What’s different? What’s new?
What does it look like?
What’s different about GA4?

Add/edit events directly in the interface, no more Event Category / Action / Label
What’s different about GA4?

Overhaul of default reports and UI structure

Current GA Reports

GA4 Reports
What’s new in GA4?

Access to “Advanced Analysis” (previously only available to GA360 customers)

- **Blank**
  - Create a new analysis

- **Exploration**
  - What insights can you uncover with custom charts and tables?

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

- **Path analysis**
  - What user journeys can you uncover with tree graphs?

- **Segment overlap**
  - What do intersections of your segments of users tell you about their behavior?

- **User explorer**
  - What individual behaviors can you uncover by drilling into individual user activities?

- **Cohort analysis**
  - What insights can you get from your user cohorts behavior over time?

- **User lifetime**
  - What can you learn by analyzing the entire lifetime of your users?
What’s new in GA4?

Enhanced insights and predictive metrics powered by machine learning

- Conversions for the segment you specified dropped yesterday
  - On December 10, 2020

- Performance week-over-week
  - From November 29 to December 5, 2020

- Engagement time was 78% lower than average for people in Boardman, United States.
  - From November 29 to December 5, 2020

- Engagement time was 69% lower than average for people in Ashburn, United States.
  - From November 29 to December 5, 2020

- Google/organic drove 85.58% of conversions last month
  - From November 1 to 30, 2020

- (Organic) drove 84.56% of conversions last month
  - From November 1 to 30, 2020
What does GA4 look like?

Let’s go through a live walkthrough …
Poll #2
Poll #2 - Live Responses

Have you already started preparing for GA4?

- Nope, but I'd like to start soon: 48.19%
- Yes, I have a test property set up: 43.37%
- Yes, I'm using it instead of Universal Analytics now: 4.82%
- Nope, and I don't plan to anytime soon: 3.61%
GA4 Preparation:
Who should be starting to prepare now?
What’s the first step?
Who should be starting to prepare now?

A framework for you to consider:

- **Accessibility of Analytics Resources**
  - **No dedicated Analytics team, web or app properties not implemented in GA/GTM**
    - Test Later, Prep Now
  - **Dedicated Analytics or Web team and existing measurement strategy**
    - Test Now, Prep Now

**Complexity of Analytics Infrastructure**

- **Multiple websites and/or mobile apps, complex data streams**
  - Test Now, Prep Now
  - Test Later, Prep Now
- **Single website, simple data streams**
  - Test Now, Prep Later
  - Test Later, Prep Later
What’s the first step?

Create a GA4 test property with **built-in** and **enhanced measurement**. Then, once those events are populating correctly, add **recommended** events.
Audience Q&A:
It’s your turn to ask questions!
Thank you for joining us!

Here's what you can do now:

Subscribe to Seer’s Newsletter:
Get updates about the new GA4 as they emerge.

Get GA4 Certified:
Work on levelling up your knowledge about the tool.

Still Have Questions or Need Additional GA4 Support?
Complete this form to sign up for :15 GA4 consultations with Seer (starting in January 2021, available for a limited time).