

# Agenda

- Moin
- Measurement-Plan in der Praxis
- Implementation
- Philosophie Session

# Moin



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**Data Expert**

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Vorher...

Entrepreneur in Residence @ Hanse Ventures

E-Commerce Analytics @ Otto Group


B.Sc. Wirtschaftsinformatik @ FH Wedel

Fachinformatiker für Systemintegration @ Telekom

# Measurement Plan

Grundlage: GA4 Toolbox Community Training von Martin Frotzler am 23.9.2022

## 1) Measurement Plan

<b>Article</b> 	Actions
	click
	comment
	share
	like
	Properties
	name
	publication_date
	reading_time_mins
	category

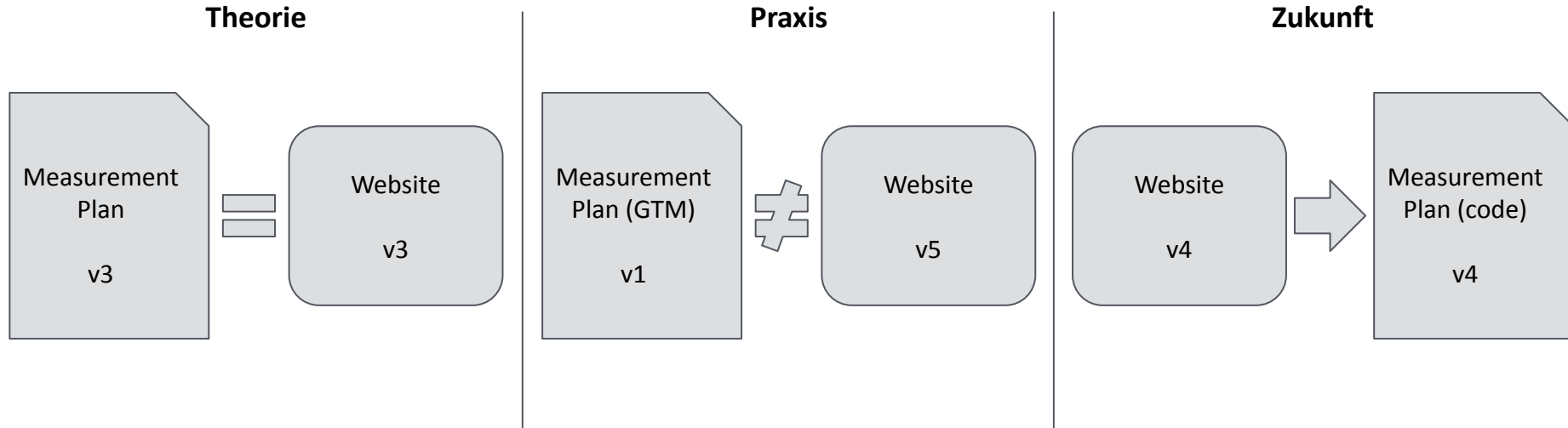
## 2) Mapping

GA4 Event Name
Article_Click
Article_Comment
Article_Share
Article_Like
GA4 Parameter
article_name
article_publication_date
article_reading_time_mins
article_category

## 3) Implementation

GA4 Event Name	GA4 Parameter
Article_Click	article_name, article_publication_date, article_reading_time_mins, article_category
Article_Comment	article_name, article_publication_date, article_reading_time_mins, article_category
Article_Share	article_name, article_publication_date, article_reading_time_mins, article_category
Article_Like	article_name, article_publication_date, article_reading_time_mins, article_category

# Measurement Plan



# Measurement Plan - Bewusstes Bottleneck

Lösung: Measurement Plan als Config-Datei (as code)

## Vorteile

- Gemeinsames Verständnis mit der IT
- Höhere Datenqualität durch Validierung
- Nebeneffekt: unterstützt Dokumentation für DSGVO-Konformität

```
export namespace Measurement {  
  export interface Plan {  
    version: number;  
    name: string;  
    owners: Array<Owner>;  
    entities: Entities;  
    globals: Properties;  
    destinations: Destinations;  
    owners: Owners;  
  }  
}
```

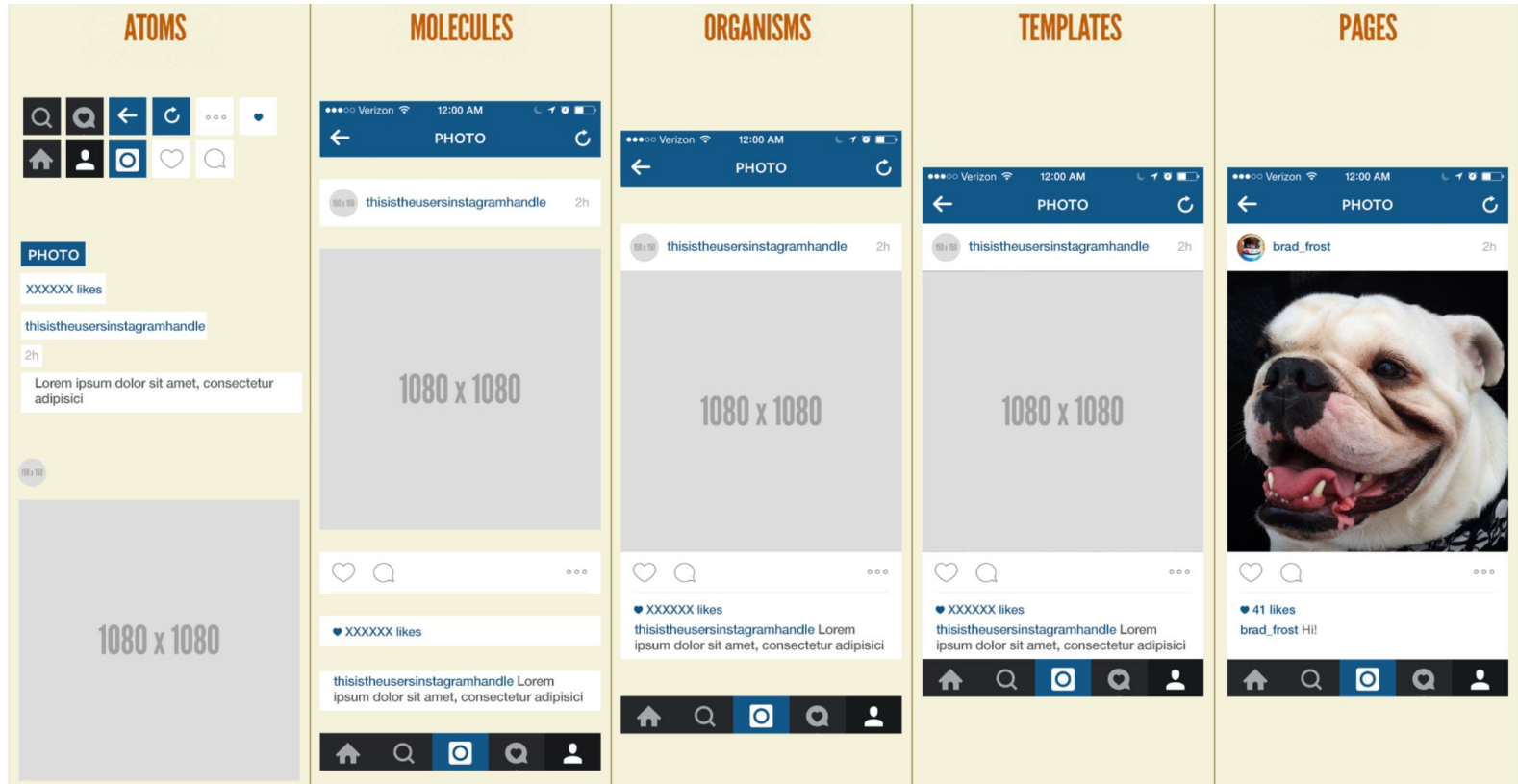
# Measurement Plan - Single Source of truth

```
"Product" === "product" === "Produkt"  
false
```

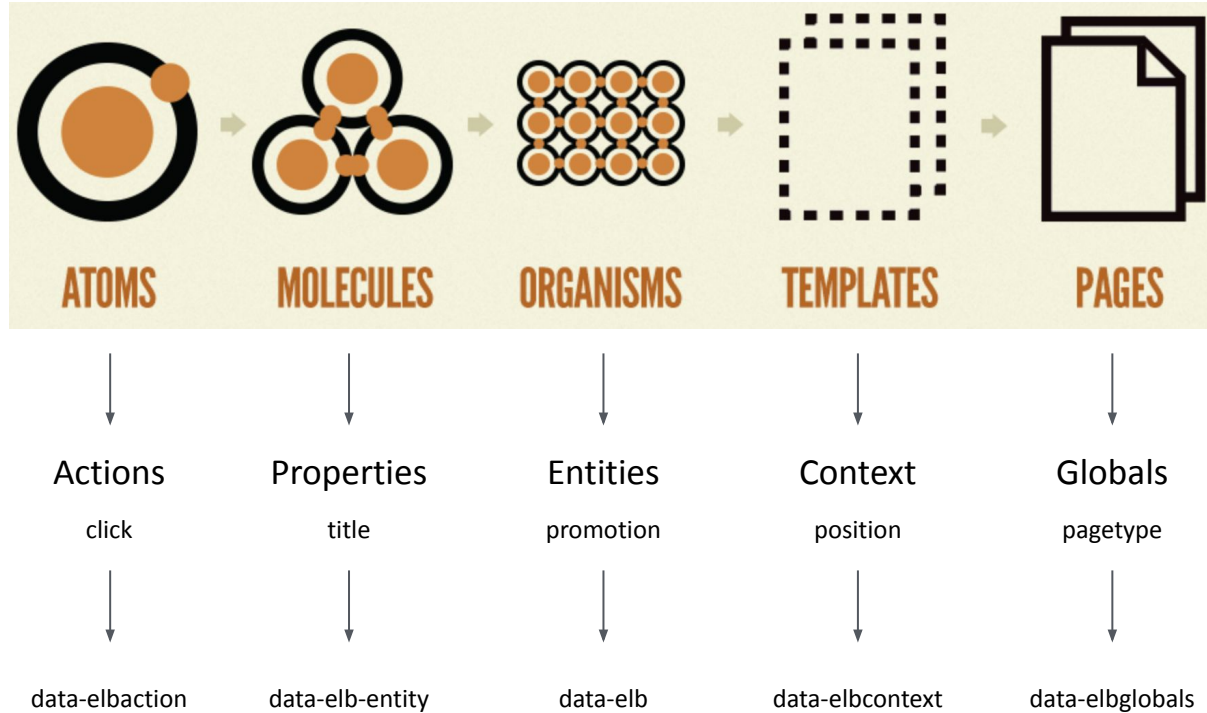
vs.

```
const Entities = { Product: "product" }  
  
Entities.Product  
Entities.product  
Entities.produkt
```

# Implementation - Atomic Design



# Implementation - Atomic Design





# Implementation

**Ready to dive in?**  
**Start your free trial today.**

Get started

Learn more



```
dataLayer.push({
  event: 'promotion visible', // combination of entity and action
  data: {
    // arbitrary set properties with the data-elb-promotion attribute
    title: 'Ready to dive in?',
  },
  globals: {
    // all set properties with the data-elbglobals attribute
    // Not shown in example usage snippet (data-elbglobals="language:en;test:darkmode")
    language: 'en',
    test: 'darkmode',
  },
  user: {},
  nested: [], // all nested entities within the promotion
  id: '1647968113641-01b5e2-5', // timestamp, group & count of the event
  trigger: 'visible', // name of the trigger that fired
  entity: 'promotion', // entity name
  action: 'visible', // entity action
  timestamp: 1647968113641, // time when the event fired
  timing: 3.14, // how long it took from the page load to trigger the event
  group: '01b5e2', // random group id for all events on a page
  count: 2, // incremental counter of the events on a page
  version: {
    // Helpful when working with raw data
    walker: 1.5, // used walker.js version
    config: 42, // a custom configuration version number
  },
  walker: true, // flag to filter events
});
```

# Philosophie Session

Was wäre wenn...?!