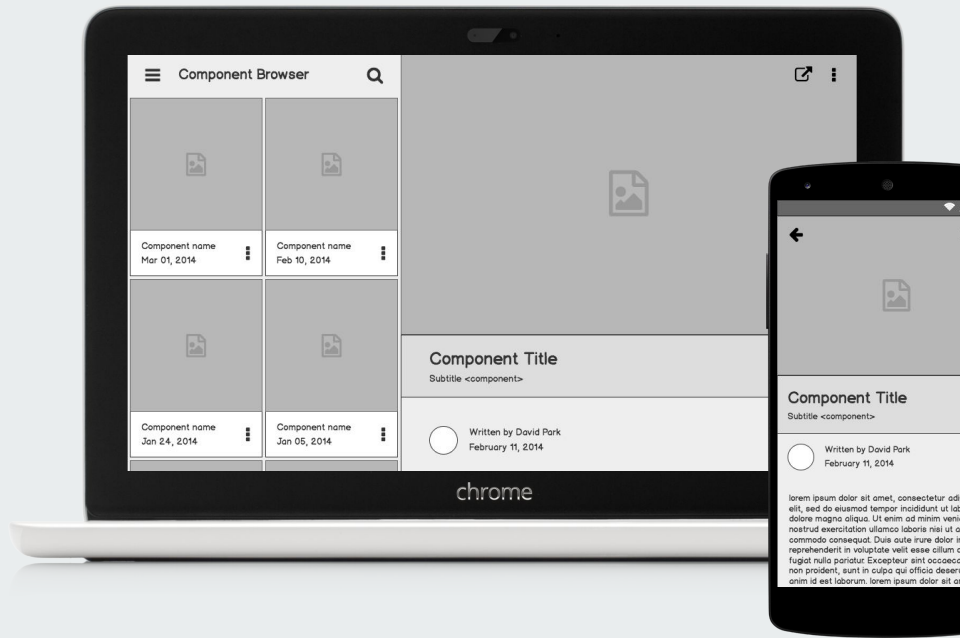




Google Analytic 4

Next generation of analytics



Agenda

Value of Digital Analytics

What is google analytic

What difference between UA/GA4

Customer Life cycle

Matrix Dimension

Custom report

VALUE

Digital Analytics

The Marketing Funnel



Digital What is ~~Google~~-Analytic

Customer and Product



Ask the right questions

How GA4 works?

Cookies



A small piece of data **stored on the user's computer** by the web browser

JavaScript



Snippet of JavaScript code of Google Analytics on the website.

Google Server



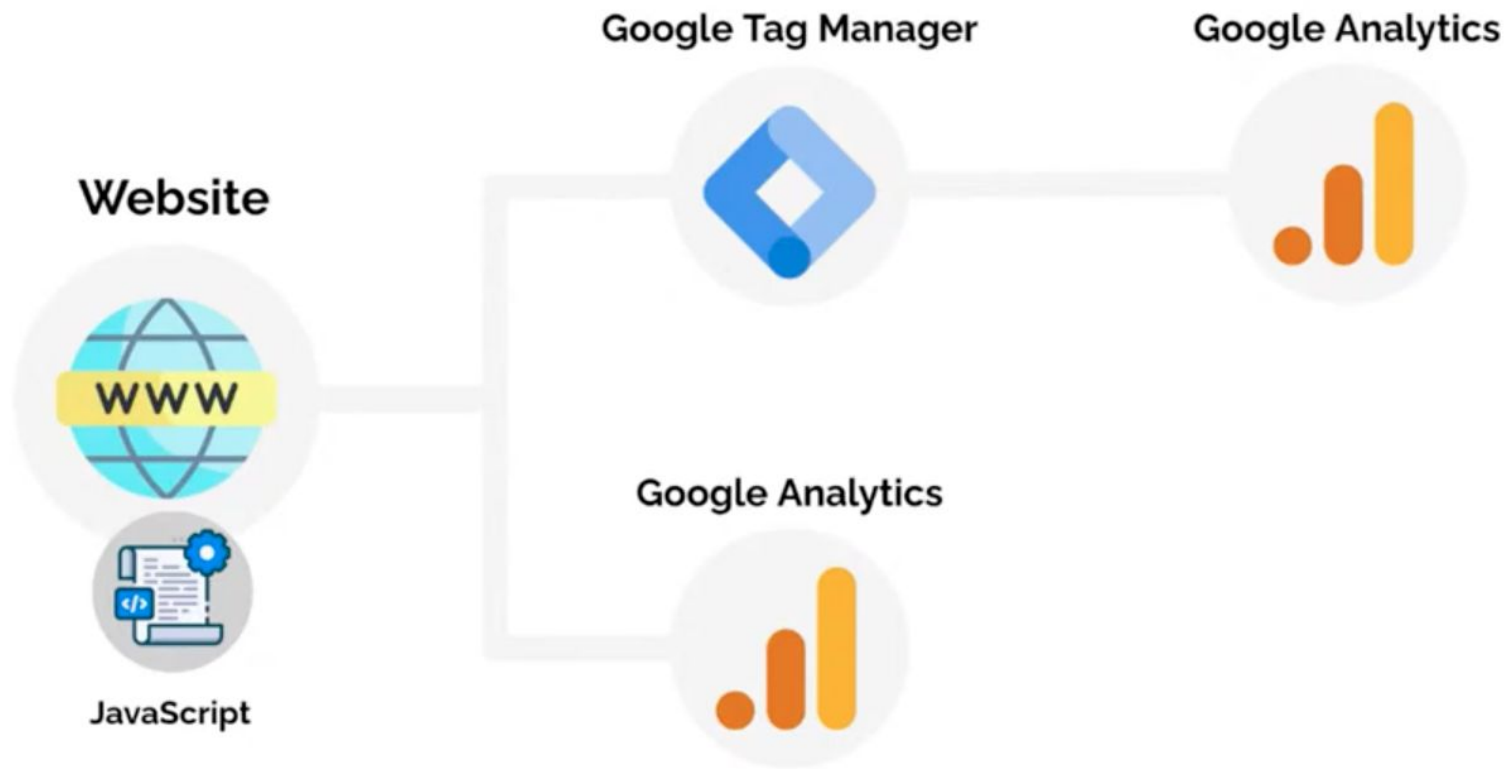
Store data from Snippet code and send them to Google Analytics

Google Analytics



Display data from Google Server

How to collect data to GA4?





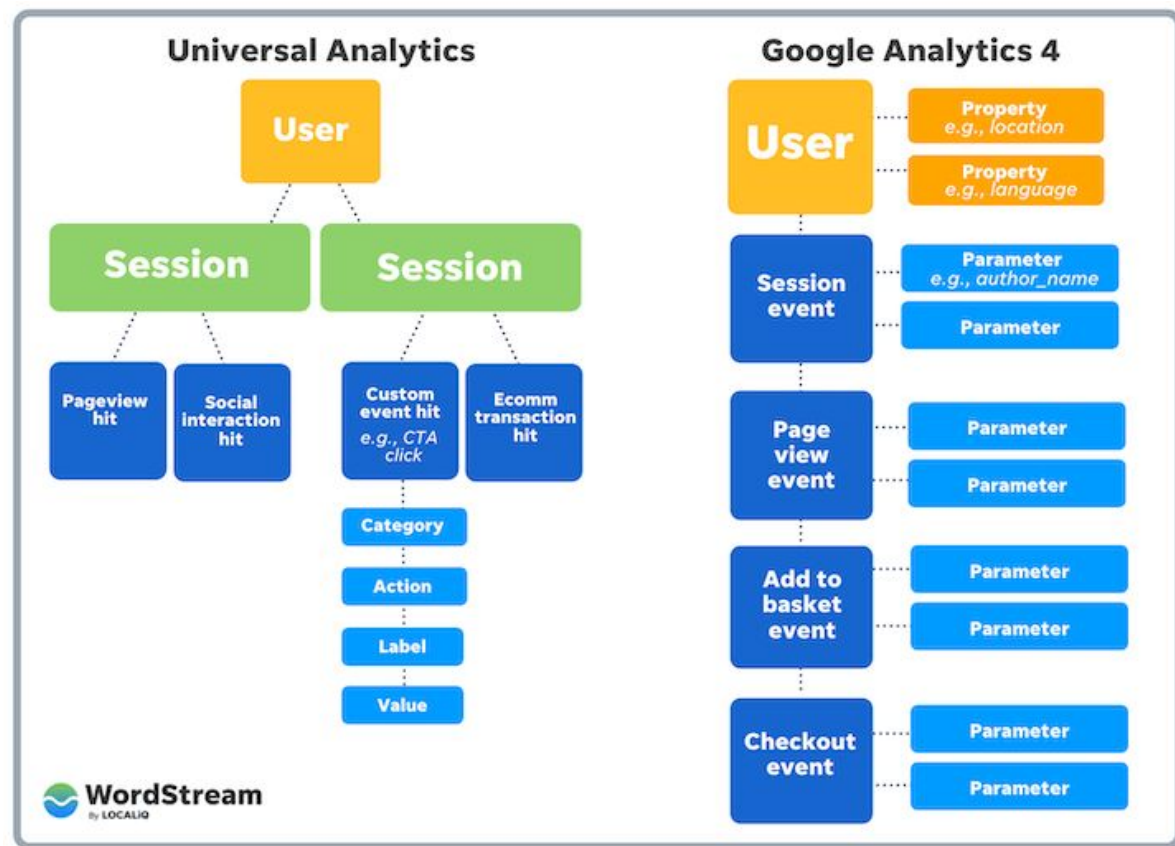
Google
Analytics

Vs.

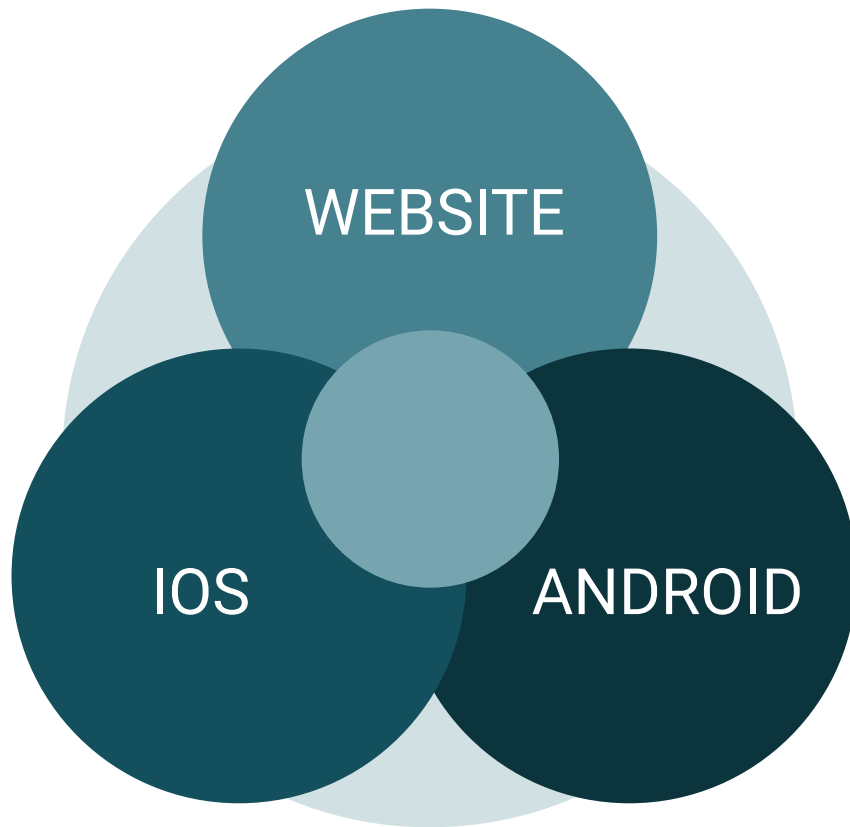


Google
Analytics

UA vs GA4

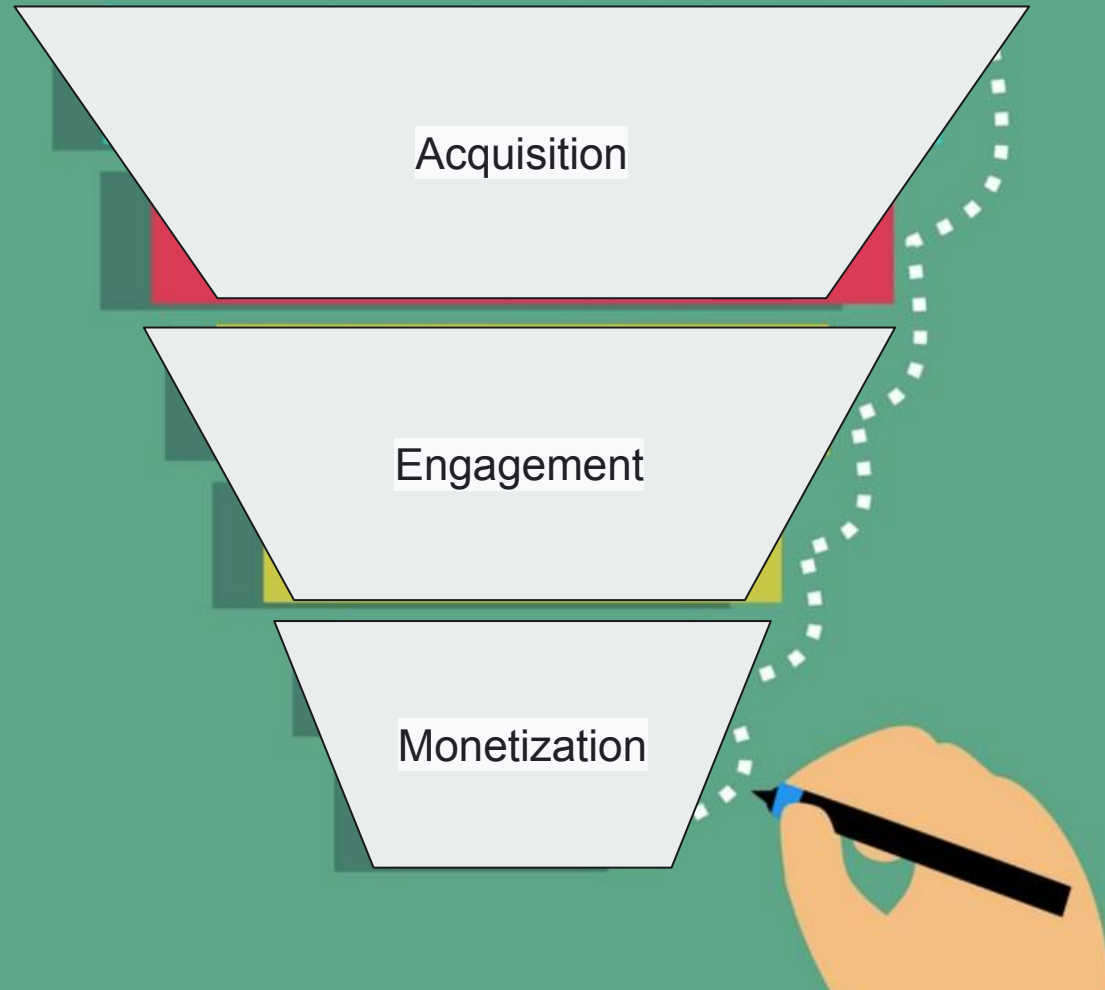


Data Streams



Customer Life cycle

AKA Funnel



Acquisition

User

demographic / tech

Personalized ads

On



My Ads



Customize Ads



Manage Privacy

V

Vorato



ア

アンドロイド



Mi centro de anuncios

Anuncio · <https://www.voratomotors.com/>



Dar Me gusta al anuncio



Bloquear anuncio



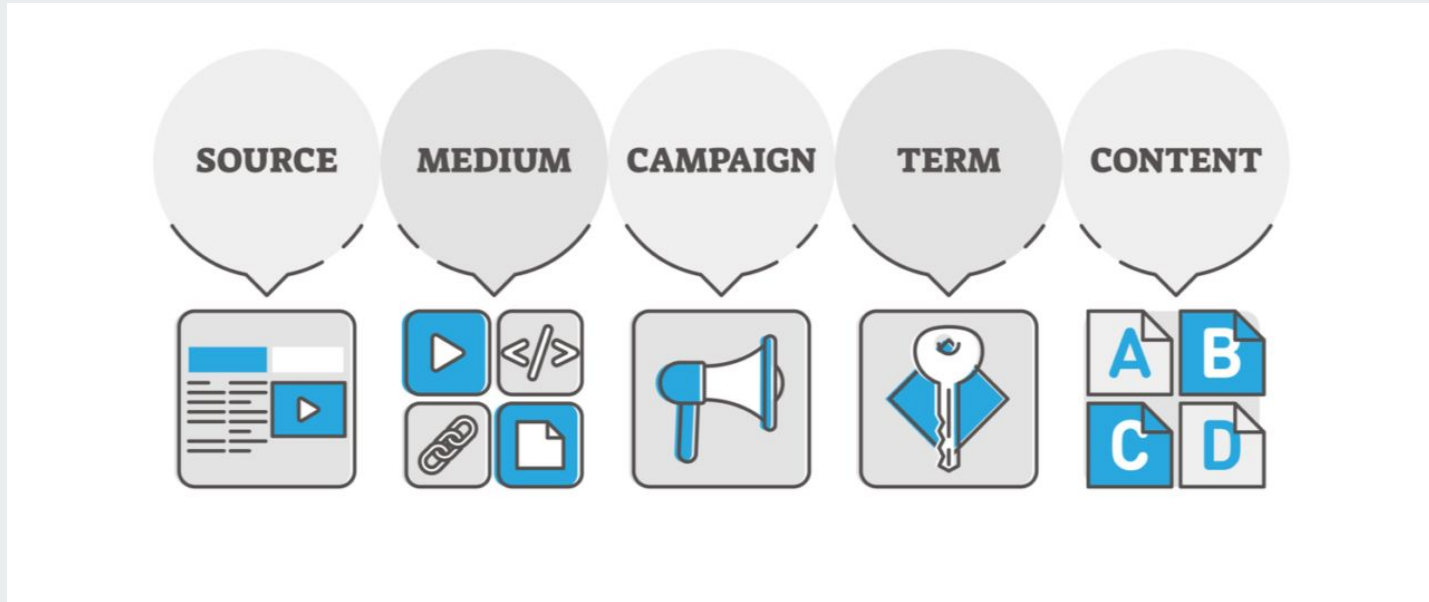
Denunciar anuncio

myadcenter.google.com

Acquisition

Traffic
source / medium

Urchin Tracking Module



The background of the slide is a teal-tinted image of a laptop screen. The screen displays various analytics charts: a line graph at the top with a peak and a dip, a pie chart in the middle right, and a taskbar at the bottom with several application icons. The word 'Engagement' is written in large white letters over the left side of the screen.

Engagement

event | conversion | page | screen

- Page | Landing Page | Screen
- Session
- Event
- Conversions

Page / Screen



Session - Event

STREAM URL

vananavahuahin.com

STREAM NAME

Website

MEASUREMENT ID

G-xxxxxxx



STREAM ID

xxxxxxxxxxxxxx

STATUS

Receiving traffic in past 48 hours. [Learn more](#)



Enhanced measurement

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



Site search




Video engagement



File downloads

[Show less](#)





Automatically collected events

- first_visit
- first_open
- session_start
- user_engagement
- in_app_purchase
- app_update

<https://support.google.com/analytics/answer/9234069>



Recommended events

Metric	Definition
Purchase probability	The probability that a user who was active in the last 28 days will log a specific conversion event within the next 7 days.
Churn probability	The probability that a user who was active on your app or site within the last 7 days will not be active within the next 7 days.
Predicted revenue	The revenue expected from all purchase conversions within the next 28 days from a user who was active in the last 28 days.



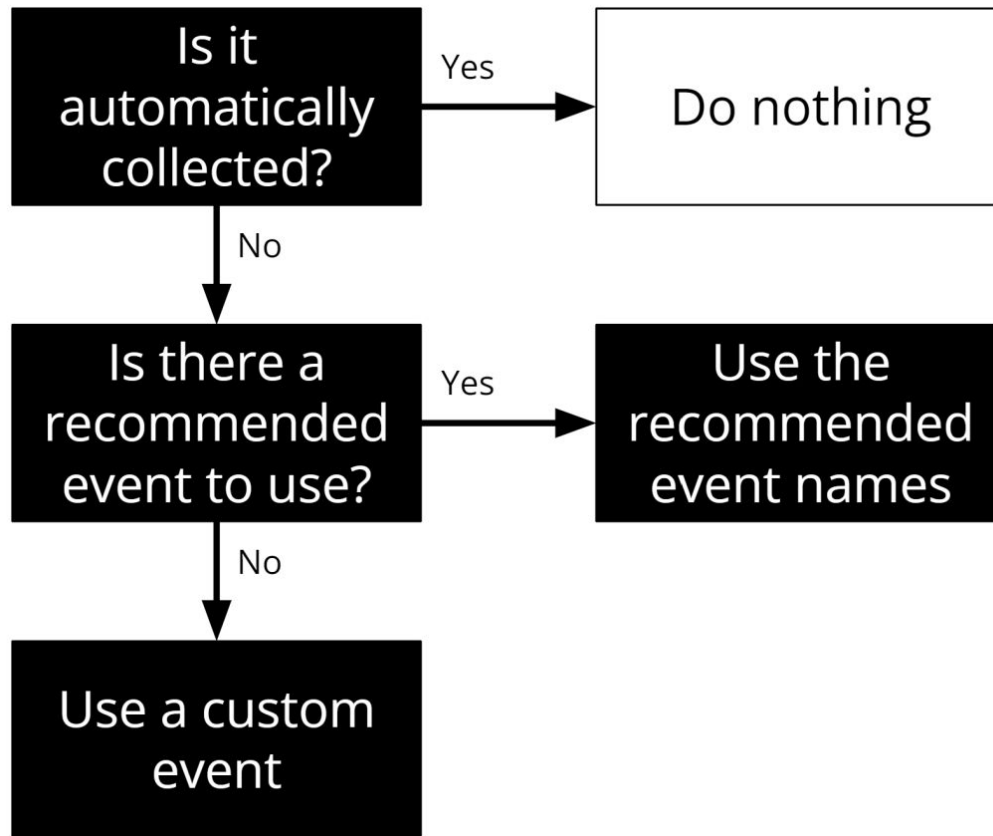
Currently, only `purchase/ecommerce_purchase` and `in_app_purchase` events are supported for the Purchase probability and Revenue prediction metrics.



Although we will continue to process the `ecommerce_purchase` event, we now recommend the `purchase` event instead

<https://support.google.com/analytics/answer/9267735>

Custom events



<https://support.google.com/analytics/answer/9234069>

Conversions



Monetization

Custom audiences

Suggested audiences

Additional audience suggestions for you to consider

GENERAL

TEMPLATES



PREDICTIVE



Recently active users

Users that have been active in a recent period



Non-purchasers

Users that have not made a purchase



Purchasers

Users that have made a purchase



7-day lapsed users

Users who were once active, but have not been active for the last 7 days.



7-day lapsed purchasers

Purchasers who were once active, but have not been active for the last 7 days.

Attribution

Attribution Settings

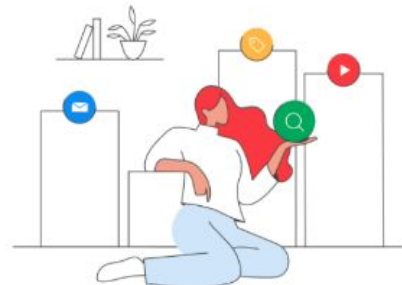
Reporting attribution model

Affects conversion and revenue data

The attribution model used to calculate conversion credit in your reports within this Analytics property. Changing the attribution model will apply to both historical and future data. These changes will be reflected in reports with conversion and revenue data. User and session data will be unaffected. [Learn about how attribution models affect your reporting data](#)

Reporting attribution model

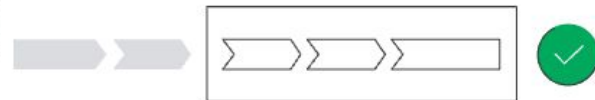
Cross-channel data-driven model ▾



Lookback window

Affects all data

Conversions can happen days or weeks after a person interacts with your ad. The lookback window determines how far back in time a touchpoint is eligible for attribution credit. For example, the 30-day lookback window will result in January 30 conversions being attributed only to touchpoints occurring from January 1 - 30.



Dimension Matrix

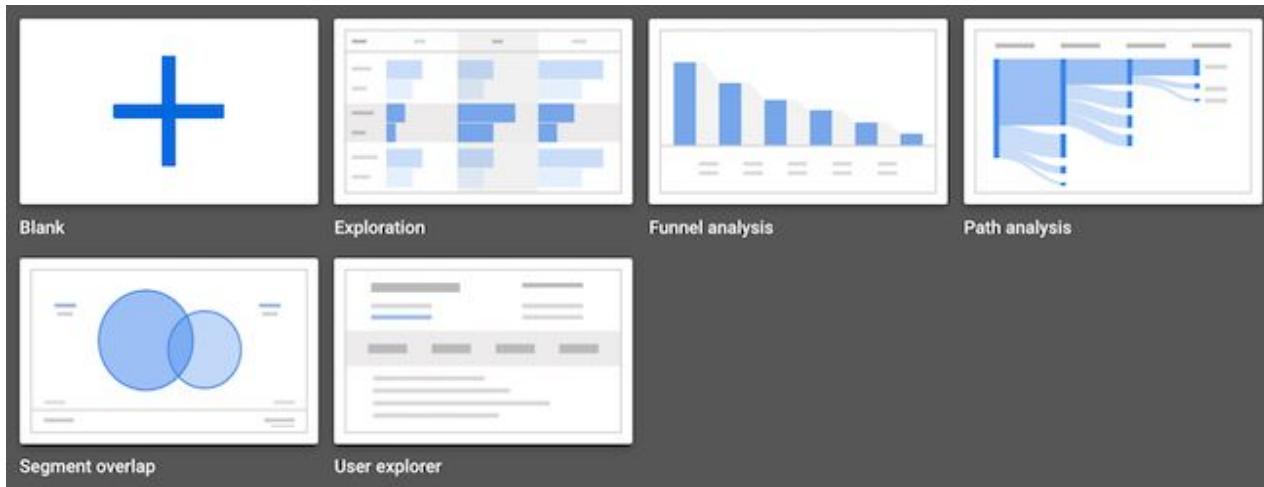




Dimention Text/group

Matrix Number/Calculation


Exploration



PRODUCT LINKS



Google Marketing Platform

 Display & Video 360

 Search Ads 360

 Analytics 360

 Data Studio

 Optimize 360

 Surveys 360

 Tag Manager 360

PRODUCT LINKS



Google Analytics

STANDARD



Google Analytics 360

PREMIUM

Data Collection

Hits Per Month

10 million

1 billion +

Custom Dimensions/Metrics

20 each

200 each

Properties Per Account

50

50+

Views Per Property

25

25+

Roll-up Properties



Data Freshness

No timeframe guarantee

4 hours guaranteed
(typically faster)

Questions?



Thankyou