DATA ISSUE IN GA4

Hi there,

Identification of the issue:

So first of all to analyze the issue, I deeply analyzed the data.

Here are my finding on it:

1. Firstly I compared the Data for go.nvzn.io in both GA4 & Universal analytics, and as you already said that most of the users missing were from go.nvzn.io and indeed it is true that most of the Traffic is being generated from this subdomain as it contains the 3D models of respective products...

While Analyzing, I applied different dimension to see where actually we are missing the data in GA4, and when I applied the Browser matric it was shocking that almost all of the Chrome hits were missing in GA4, see the screenshot below:

- On the other in side in Universal Analytics, we were having the Chrome as the most traffic generating matric:

So, I identified the issue that due to some issue GA4 is not working for Chrome users and that's why all of the Chrome hits are not being sent to GA4 although the major portion of the traffic uses Google Chrome(Browser)

Fixing of the issue:

- Firstly, it was indeed a very challenging situation because I checked with Google Tag Assistant, it was showing that GA4 is working fine, when I was visiting the website directly as If someone visits this URL:
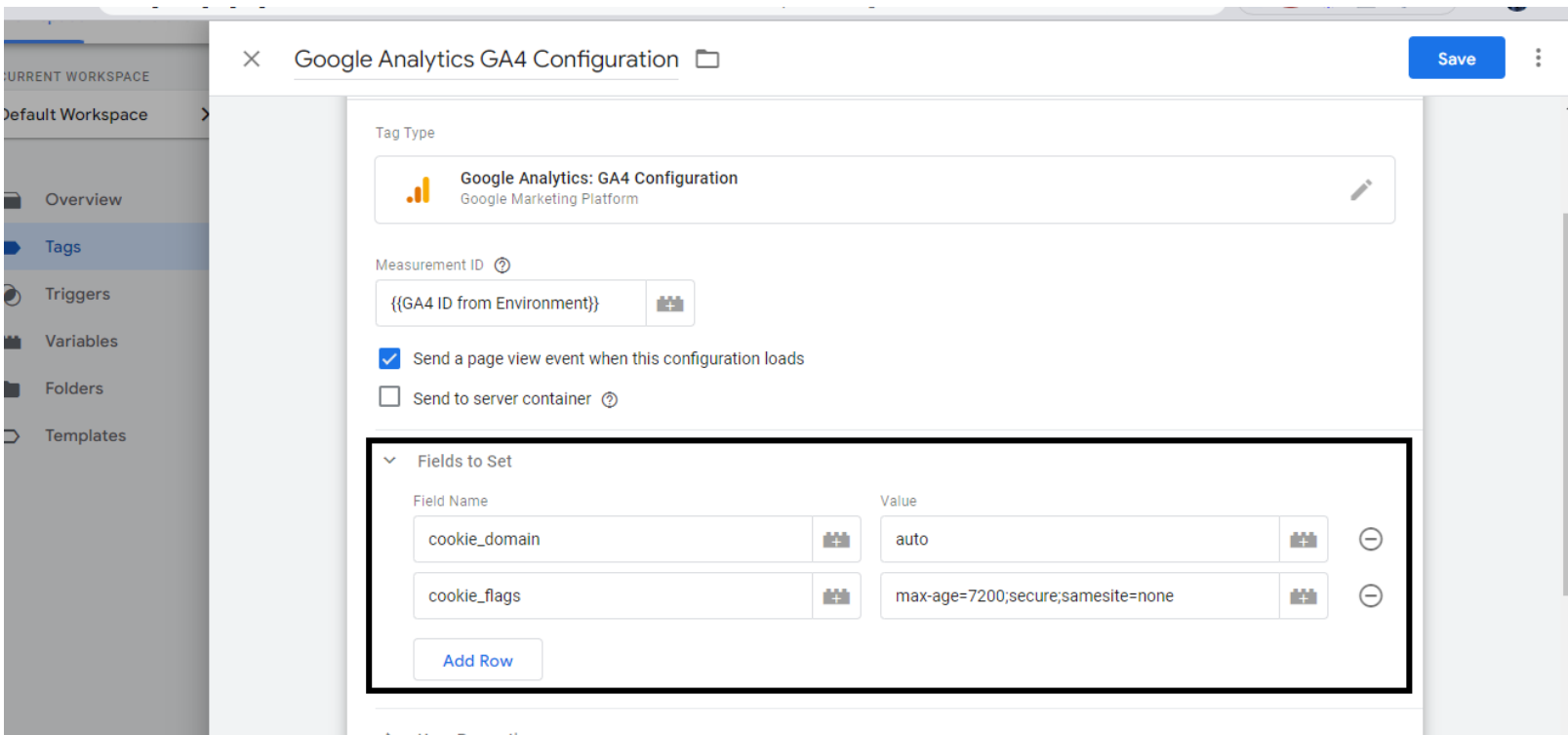
https://go.nvzn.io/kohler/player/index.html?nvznid=f258ac9d-e4bb-4b83-8021-950cc18c8874

- Google Tag Assistant was showing that the GA4 is working fine with Chrome
- I checked with Debug View mode, it also showed that GA4 is firing the hits, so here I got stuck that than why it's missing hits for the other users
- Than, I moved on to the Real Time section of both GA4 & Universal Analytics, upon watching them both separately I noticed that Universal Analytics were having a lot of Page View(Hits) from Referral Sources(Kohler.com) & on the other hand the GA4 was not receiving any of it
- I opened the source of those Hits, and the URL was:

https://www.kohler.com/en/products/bathroom-faucets/shop-bathroom-sink-faucets/purist-widespread-bathroom-sink-faucet-with-low-lever-handles-and-low-gooseneck-spout-14406-4?skuId=14406-4-CP

- So here basically our 3D Model is embedded, when I analyzed this site for both GA4 & Universal Analytics, the Universal Analytics were getting the Page Views as soon as the Model was loaded, but the GA4 was not receiving them, so finally found the **Main ISSUE**
- **Now,** this was again a challenging thing because the Google Tag Assistant was still showing that GA4 is firing on this site but GA4 was not recording any hits
- To debug this, I've looked at the network requests in the Chrome network inspector. When I open my app directly at go.nvzn.io, I can see a request to https://analytics.google.com/g/collect?... in the network requests. However, when I open it through Kohler.com products section, I noticed that this request isn't sent.

- Finally, found the ISSUE: The issue was the SameSite cookie setting enforcement, By default, cookies aren't available in a third-party context, and same was happening for our case, Google Chrome was blocking all those hits as we didn't configured these settings in GTM
- We can fix this by using the cookie_flags config, we can allow cookies to be read from a third-party context.
- So, I updated the GA4 configuration tag & included the cookie_Flags as recommended by Google Chrome

- This fixed the issue straight away, and GA4 is now receiving all the hits...

- Question arised, why was the Universal Analytics working?

Because when I inspected the Google Analytics Universal Tag, it was having cookie_Domain & cookieFlags settings by default that's why it was already working from the start & GA4 was not having these settings implemented 😊

I hope from now onwards 13-May-2023 our data will be shown correctly without any issues 😊