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Google Analytics 4

How-To Guide
Online Marketing Ticketing

Index

Universal Analytics v.s. Google Analytics 4

What are the exact differences between the two?
This chapter is build up in several sections:

1. Data Collection

2. Data Model

3. Conversion

4. Reports

5. Page Analysis
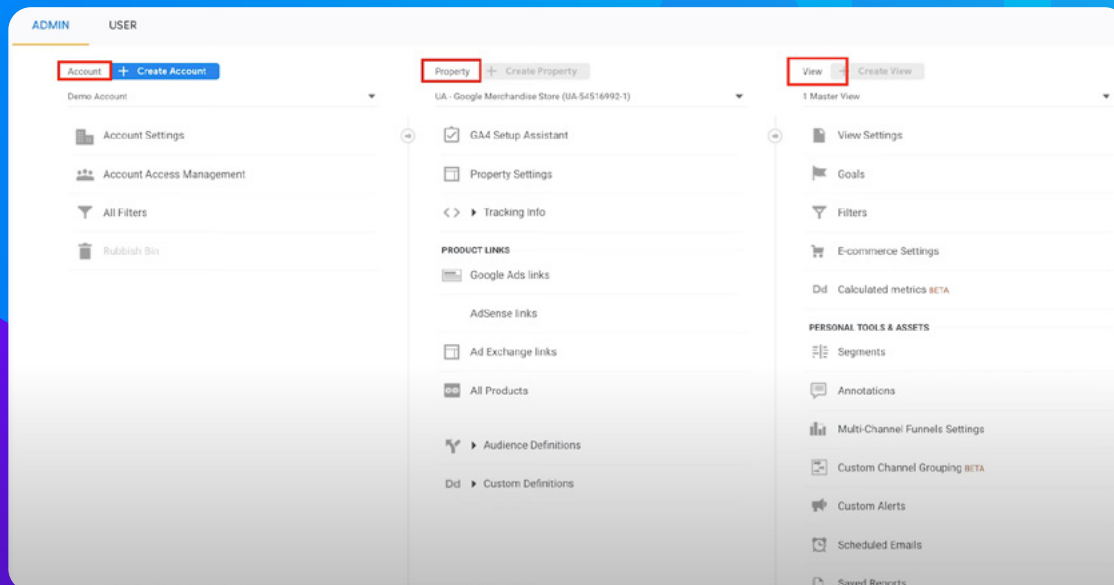
6. Sessions, Users & Bounce Rate

1. Data Collection
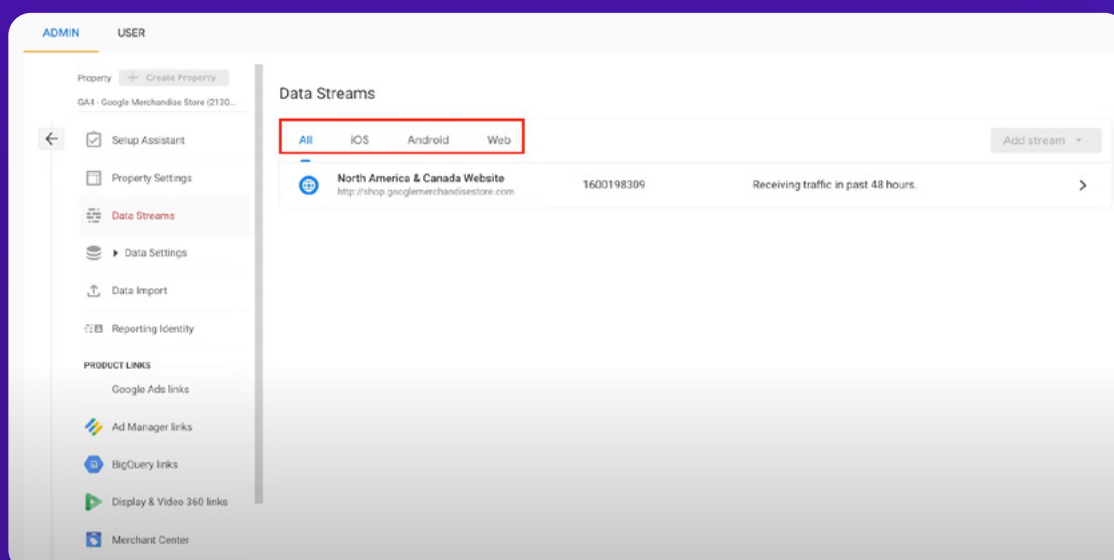## How is the data collected and measured?

Universal Analytics

Collects data based on filters per property (e.g. website, app); which is labeled as a specific view.

Google Analytics 4

Aggregates data based on property level. Which allows you to combine all property's (e.g. website, app) into 1 property.

2. Data Model

How is the data modelled?

Universal Analytics

Based on
- Hits
- Sessions
- Page view
- Total events

Previously, if you would not set up certain tags, you would not have gained the data insights.

Manual events setup in Google Tag Manager
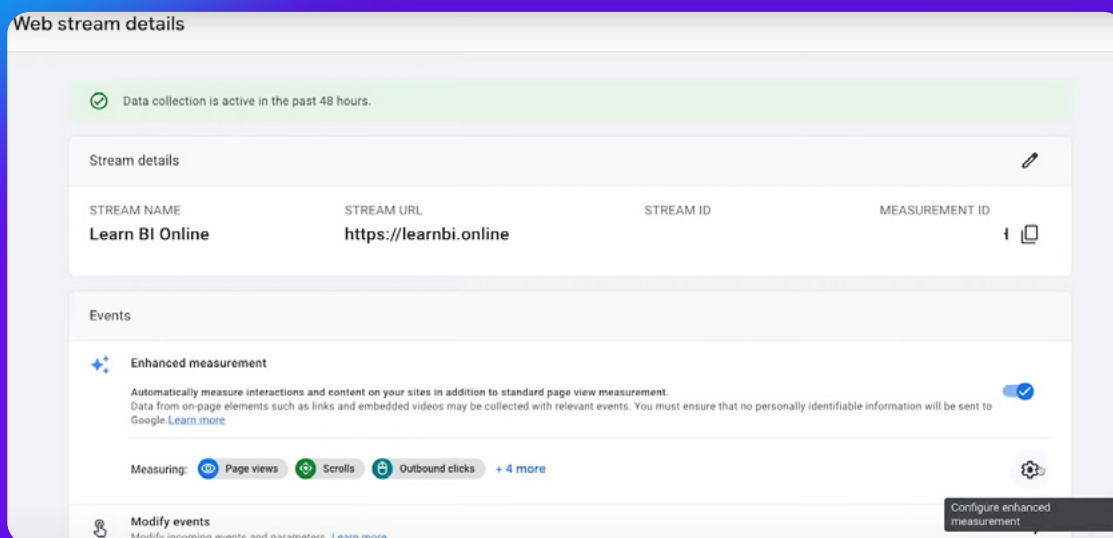- Category
- Label
- Name
- Optional Value

Google Analytics 4

Based on
- Hits
- Events count metric used in conjunction with name dimension events

Has a series of events available
- Automatically collected events
- Enhanced event measurement
- Recommended events
- Custom events

3. Conversion

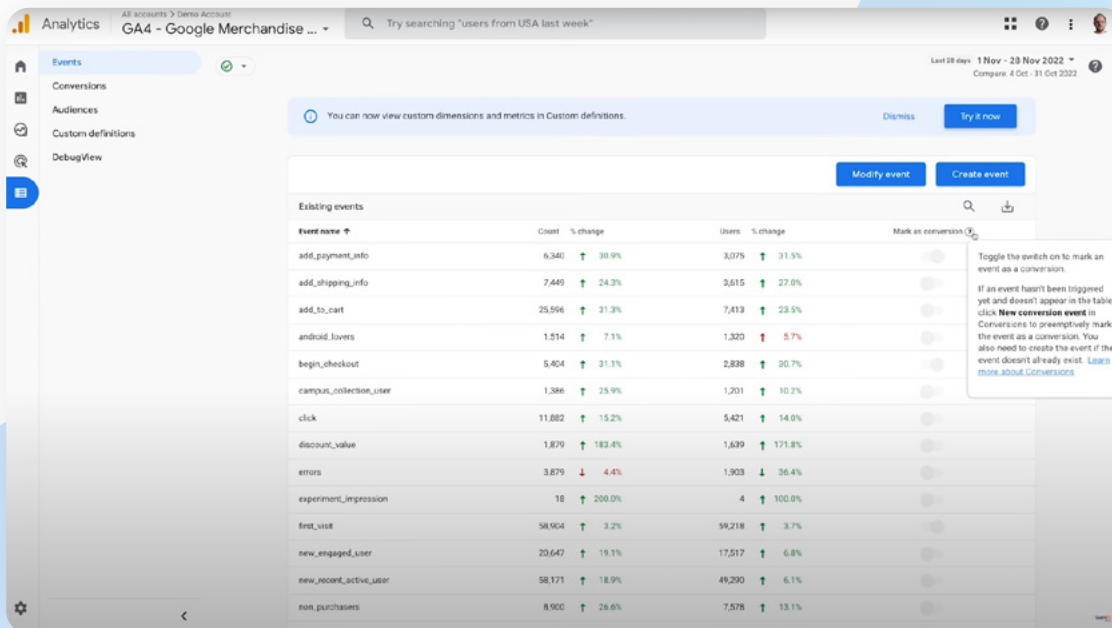## How is conversion measured?
How are events turned into conversions?

Universal Analytics

Conversions measurements have to be setup by the user. There are 4 different types of goals that need to be setup to be able to convert a measurement into a conversion.

Google Analytics 4

Events can be marked as conversions with a simple toggle mechanism.

4. Reports

How is conversion measured?
How are events turned into conversions?

Universal Analytics

Reports based around 4 main categories
- Audience
- Acquisition
- Behaviour
- Conversions

Google Analytics 4

Reports based around 2 main categories, with 6 subcategories

Life cycle
- Acquisition
- Engagement
- Monetisation
- Retention

User category
- Demographics
- Tech

Behaviour reports have been replaced by engagement reports.

5. Page Analysis

How are pages analysed?

Universal Analytics

One metric to analyse page views
- Page_view event

Ability to measure pages based on
- Unique views

Google Analytics 4

Two metrics combined to measure page views
- Page_view event + Screen_view

In reports you can use the Views metric, to measure the number of times either of the two events is triggered.

Ability to measure pages based on
- Views
- Event counts: Triggered per page, like scrolling, clicks page etc.
- Users
- Views per user
- Engagement time
- Conversions

6. Sessions, Users & Bounce Rate

How is conversion measured?
How are events turned into conversions?

Universal Analytics

Sessions are defined as
- Group of user interactions with your website taking place within a given time frame
- Session duration is de timeframe, the user interactions take place in

A single session can contain multiple page views, events, social interactions and e-commerce transactions. Bounce rate is percentage of single-page sessions.

Has two metrics in place to measure users
- Total users: Total number of unique users who logged an event
- New users: Users who triggered the first_open or first_visit event

Google Analytics 4

Sessions are defined as
- Started when someone loads a page on a website
- Duration is calculated between first and last events triggered by a user
- User engagement instead of Session duration

Engagement rate shows the percentage of engaged sessions. The inverse of it would be the bounce rate, where people were not engaged, but it is not separately measured.

Engaged session is when
- Session last longer than 10 seconds
- Session has conversion event
- Session has at least 2 page or screen views

Has three metrics in place to measure users
- Total users: Total number of unique users who logged an event
- New users: Users who triggered the first_open or first_visit event
- Active users: Users who logs an engaged session

Depending on how frequently users return to the website, Total users and Active users may be more or less similar.

How To Set It Up

This chapter describes how to setup tracking in Google Analytics 4, from scratch.

1. **Needed Before Setup**
2. **Creating the Connection**
3. **Set Up Tracking Events**

1. Needed Before Setup

Before you can setup tracking in Google analytics 4, you need a few basics.

These include
- Ticketing Shop, with a shop link for a specific event you want to setup tracking for
- Gmail account with access to Google Analytics 4

2. Creating the Connection

How to create the connection between your ticketing shop and the Google Analytics tracking product.

- Create a new google analytics account for a specific event
- Set the account upt o be a web account
- Insert the Ticket shop URL
- Insert given measurement ID in the Ticketing Google Analytics key section

   It can take up to 48 hours for Google to sync the ticketing shop with the Google analytics platform.
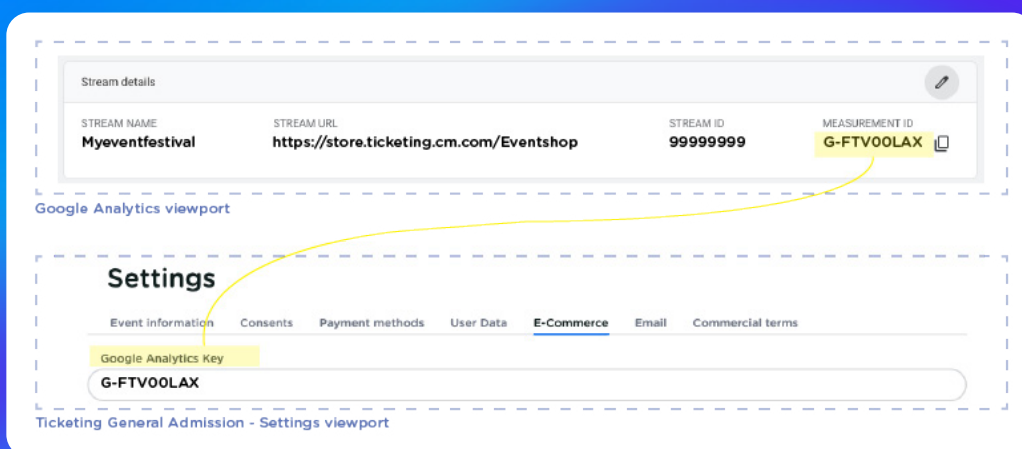
3. Set Up Tracking Events

How to setup specific triggers & what you can set up. There are 4 different types of triggers in Google Analytics 4. These are described as events.

1. **Automatically collected events**
Standard events, available & setup right out of the box.

2. **Enhanced event measurement**
Toggles for more advanced types of data collection.

3. **Recommended events**
Still need manual setup.

4. **Custom events**
Still need manual setup.

Each of these events are setup / configured differently. Depending on your tracking need, you will need a multitude of types or can start off with the automatically setup types.

3.1 Automatically collected events

Automatically collected events are available once you have connected your tracking. The standard automatically collected events are mandatory (critical components for all GA4 properties).

- **First_visit**
Calculates new visitors on your website / ticketshop.

- **Page_view**
Reports page that the user is viewing.

- **Session_start**
Determines when user session started. After 30 min of inactivity, a new session_start is triggered.

- **User_engagement**
Collected periodically, used to report when someone has spent at least 10 seconds on your website.

You can find them here
Account > Settings > Data Streams > Your ticketshop stream > Events

3.2 Enhanced measurement events

Enhanced measurement events are available once you have connected your tracking. Unlike automatically collected events, these are **optional**.

- **Scrolls**

For people scrolling at least 90% of a page.

- **Outbound clicks**

From your website to other websites.

- **Site search**

For the keywords entered into your website's search function.

- **Video engagement**

Of people watching embedded YouTube videos.

- **Files downloads**

For people downloading files from your website.

You can find them & turn them on/off via toggles here
Account > Settings > Data Streams > Your ticketshop stream > Events > Enhanced measurement

Within this same section you can also **tweak automatically collected events** with advanced settings. E.g. you can adjust the configuration for a page view.
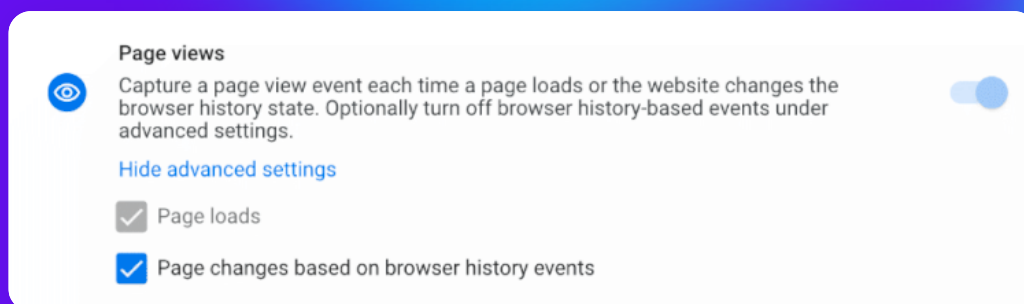
3.3 Recommended events

You can setup your own custom events for user behaviour you want to track. Google has already setup templates for various events, these can be found in the recommended events list.

You can use these events if are applicable to your use case. For our ticket product we implemented the following events
*   add_to_cart
*   remove_from_cart
*   begin_checkout
*   purchase

Each event contains different data variables.

You can find them & turn them on/off via toggles here
Account > Settings > Data Streams > Your ticketshop stream > Events > Enhanced measurement

3.4 Custom events

You can choose to setup your own specific tracking events. To setup custom events you will need to use a combination of Google Tag Manager (specify which data you want to sent) and Google Analytics 4 (specify how you want to identify the data).

Before you setup a custom event, you need to check if all data you need for this custom event, is identified by Google Tag Manager.

Click here for a guide to setting up custom events.

Cross-domain Tracking in GA4

This chapter describes how to setup cross-domain tracking in Google Analytics 4.

1. What?
2. How to set it up?
3. Impact of Cookie Consent

1. What?

Cross domain tracking allows you to track users from 1 site onto another. Allowing you to track e.g. If an advertisement on www.mysite.com led to a shop visit on www.mystore.com.

Without v.s. With Cross-domain tracking
Without cross-domain measurement, new cookies with new IDs are created for each domain a user visits. As a result, a single user visiting different root domains (e.g. www.example.com and www.anotherexample.com) on the same device will be identified separately (two users and two sessions instead of one user and one session).

With cross-domain measurement, the cookies retain the same IDs as they are passed from one domain to another via a URL parameter (_gl) when the user navigates between domains through a link or a form. As a result, Analytics identifies just one user and one session.

2. How To Set It Up?

Using tagging, you can configure multiple domains and cross-domain measure data streams. GA4 actually supports this and identifies users by assigning each a unique client ID and session ID. It automatically tracks subdomains.

Items required to be able to use cross-domain tracking
- All websites must use the same GA property
- Configure cross-domain tracking in GA4 UI

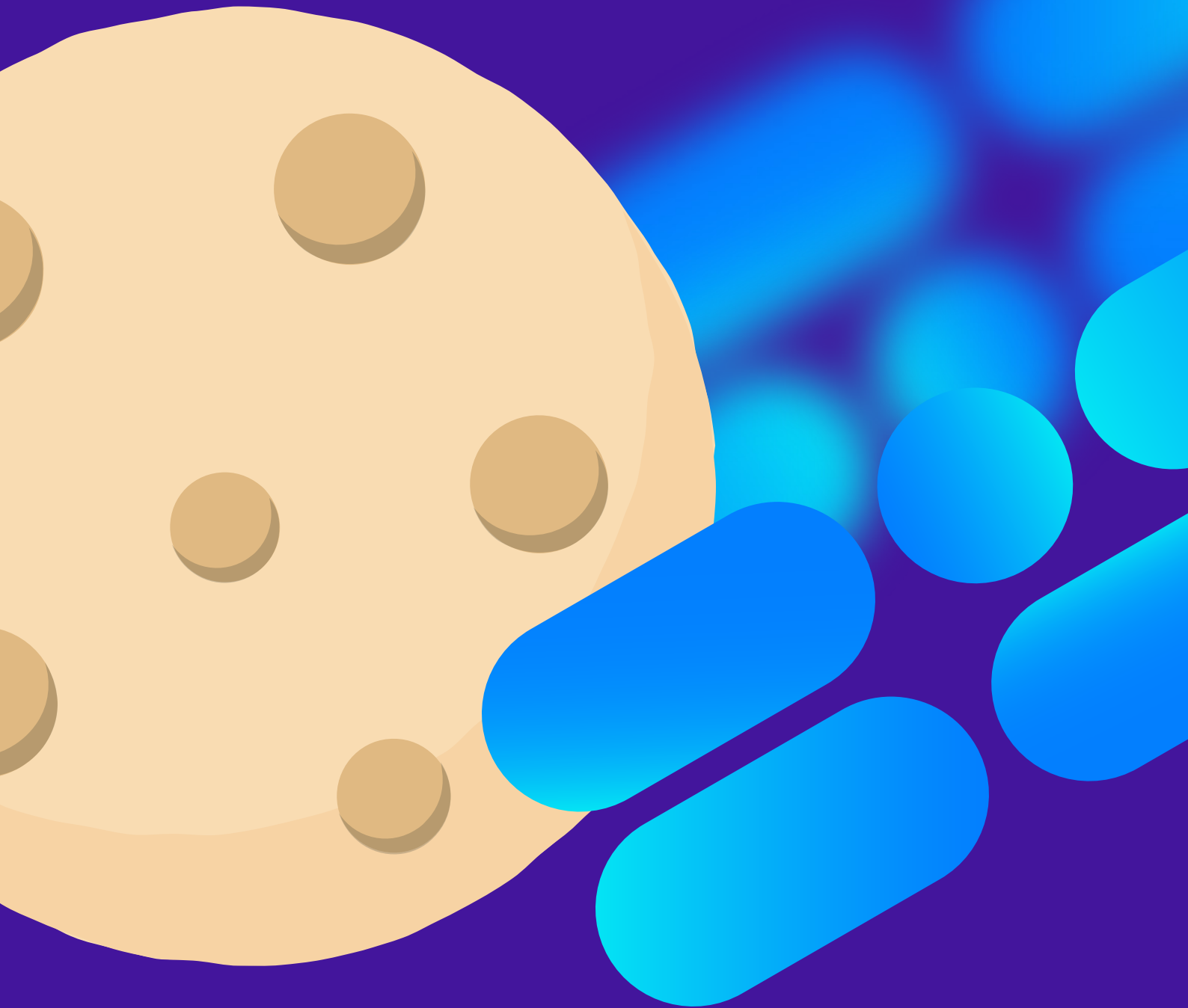There is no need to update Referral exclusion list

Setup flow
1. Go to admin
2. Go to a specific data stream you want to configure cross-domain tracking for
3. Go to more tagging settings
4. Go to configure your domains
   - Configure and add conditions, to specify your domains
   - Domains will also cover all other subdomains if you reference the matchtype as contains
5. The created tracking property shows up in tags
6. Google analytics cookie on both websites will be the same value
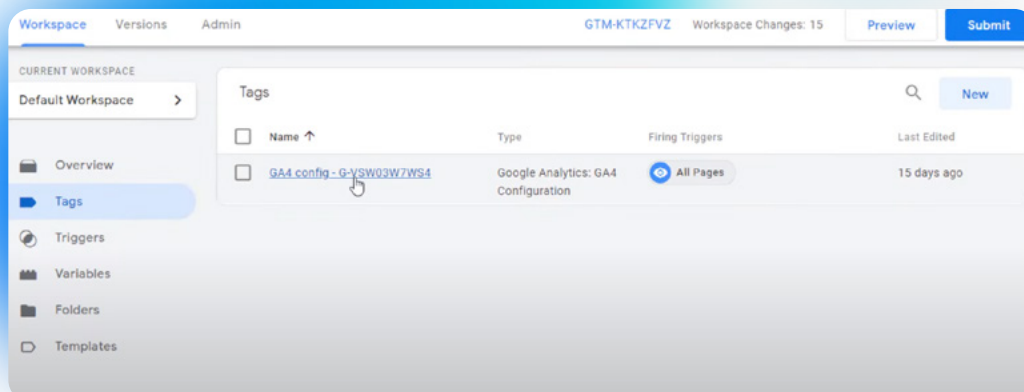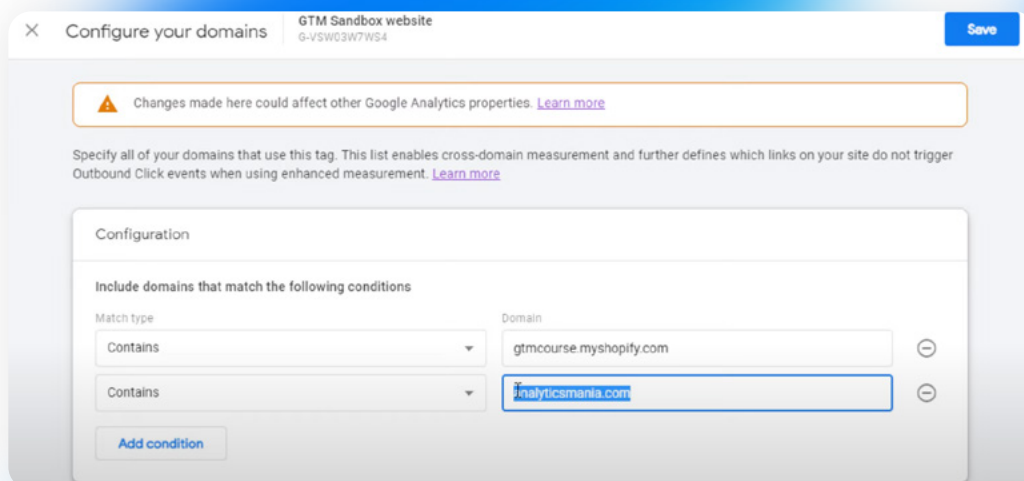
3. Impact of Cookie Consent

What is the impact of cookie consent onto cross-domain tracking?

When there is **consent**, Analytics uses first-party cookies to set IDs for each unique user and each unique session. If no consent is give, the sessions between domains of a user cannot be identified.

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