

- Customer Webinar

What you need to know about GA4 and the changes coming to analytics



START: 10:30 AM CT



JUNE 23RD, 2022



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PRODUCT MANAGER



KYLE RICKHOFF
DIGITAL ARCHITECT

TN TownNews

Today's agenda



History of GA



**Overview of
GA4 & UA**

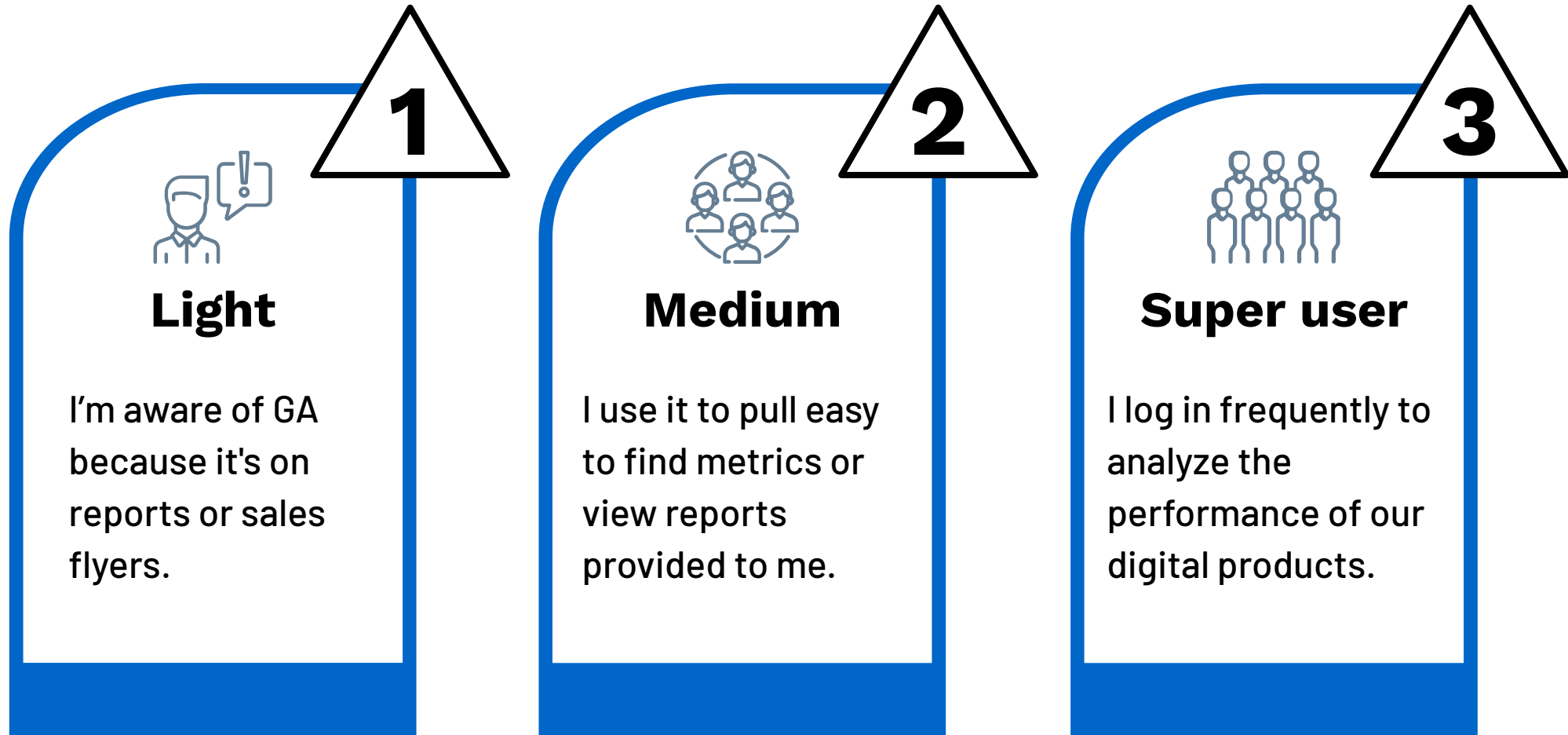


What's next



**Things to
consider**

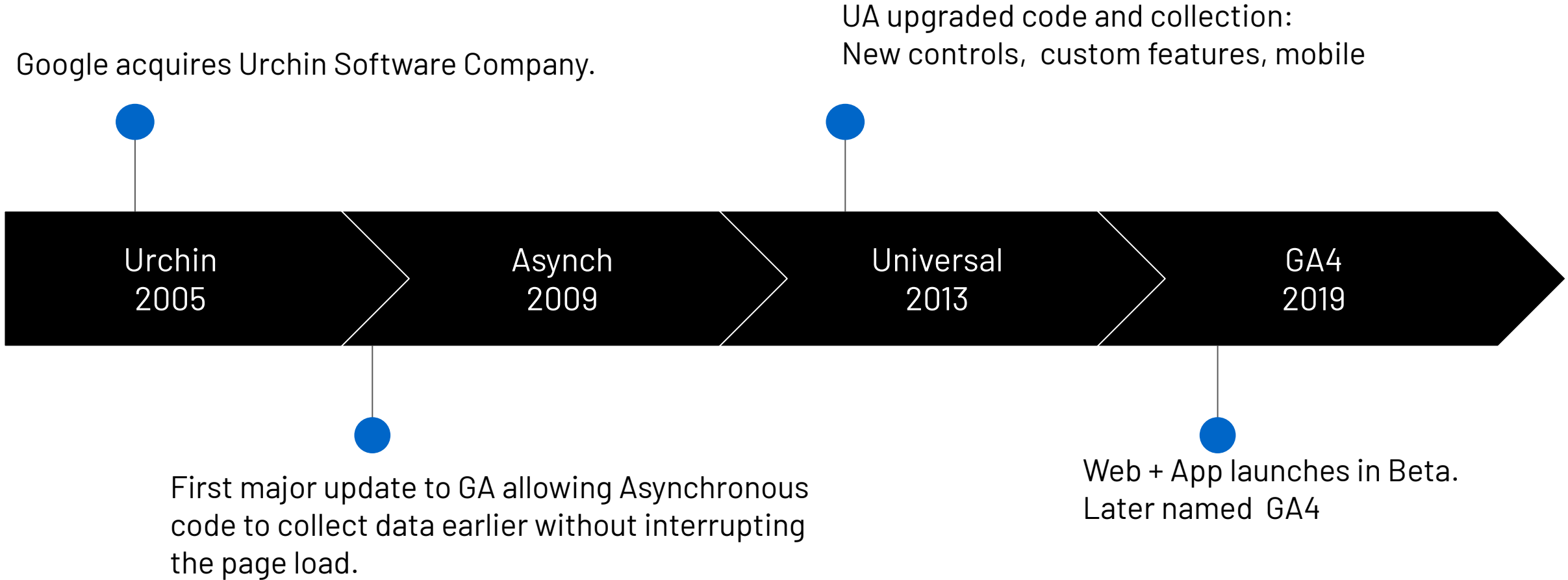
Google Analytics check in



The background is a dark blue and black abstract composition. It features several glowing blue lines and patterns, including concentric hexagons on the right side and diagonal lines on the left. A bright blue light source is visible in the upper right corner, creating a lens flare effect. A small red dot is located near the bottom center of the image.

The history of Google Analytics, and why now?

History of Google Analytics

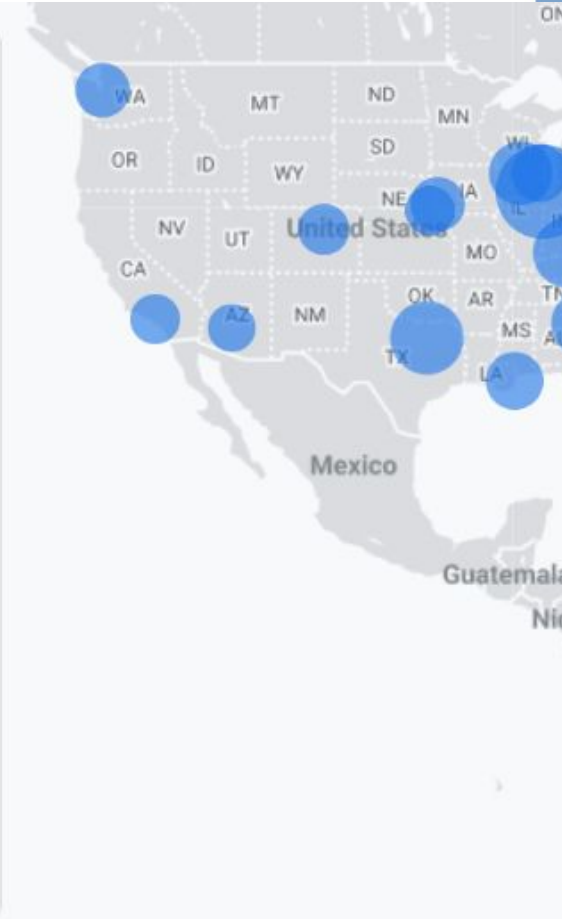
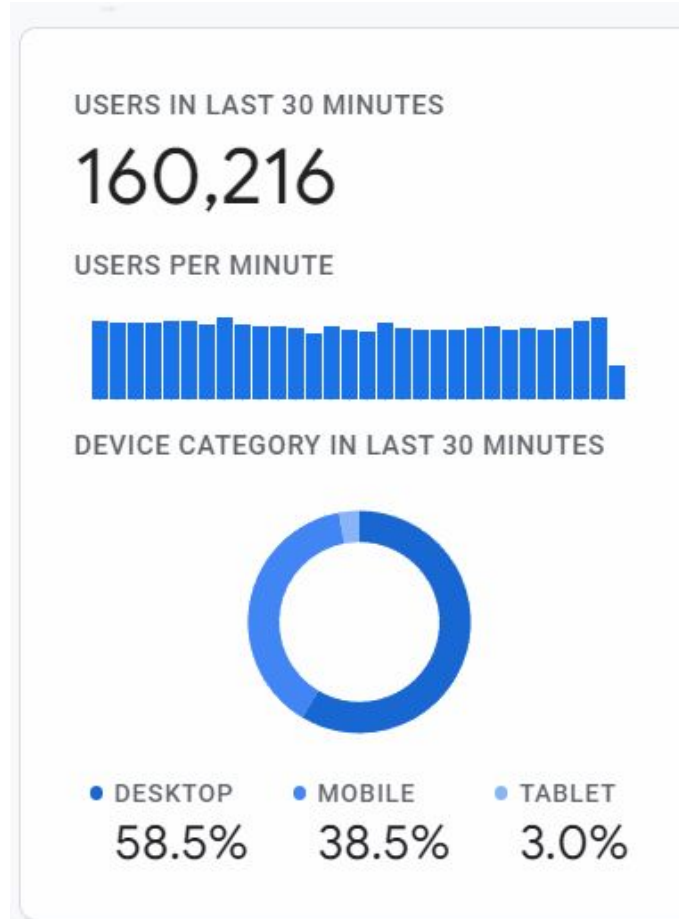


Why now?

Universal Analytics was introduced in 2013 - almost ten years ago.

A lot has changed since then.

- How readers interact with our brands across platforms, apps, and OTT
- Website, app, and IoT tech
- Consumer privacy concerns and legislation
- Data governance and measurement planning
- eCommerce tracking models



The background is a dark blue and black abstract design. It features several glowing blue lines and patterns, including concentric hexagons on the right side and a series of parallel lines on the left. A bright blue light source is visible in the upper right corner, creating a lens flare effect. The overall aesthetic is futuristic and technological.

An overview of Google Analytics and Universal Analytics

Universal Analytics

User ID: bd408f18-dd39

Session 1 | First visit with Email sign up

PV

EVENT

Session 2 | Return visit with video play & complete

PV

EVENT

EVENT

Session 3 | App visit with 3 stories and social share

PV

PV

EVENT

PV

GA4

User ID: bd408f18-dd39

Session 1

EVENT

EVENT

Session 2

EVENT

EVENT

EVENT

Session 3

EVENT

EVENT

EVENT

EVENT

Universal Analytics

EVENT CATEGORY

EVENT ACTION

EVENT LABEL

EVENT VALUE

GA4

EVENT NAME

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

PARAMETER

Universal Analytics

VIDEO
PLAY
Bison gores Yellowstone tourist, flings her 10 feet
1

GA4

VIDEO_PLAY	
bison gores yell..	https://website..
/news/national..	asset_video
mobile	apple
ntidd902_asdd..	Field59

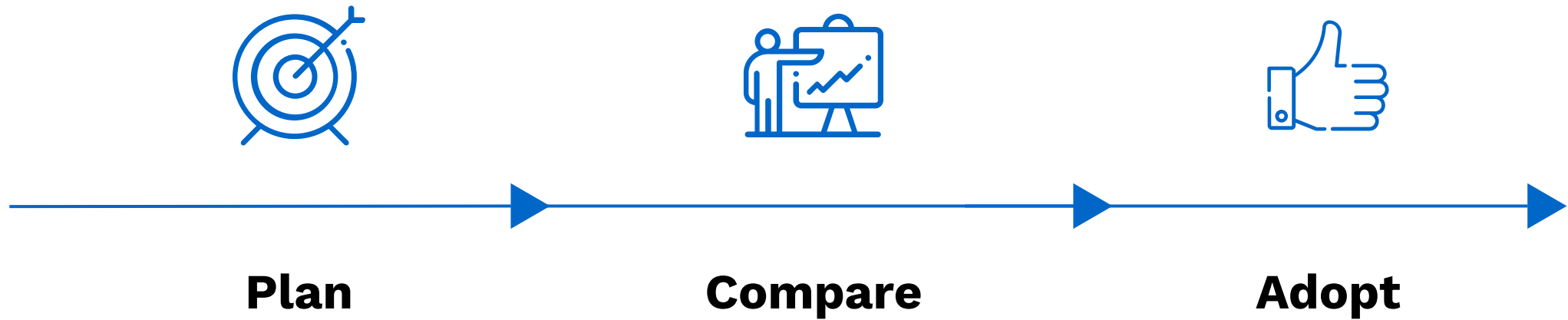
Universal Analytics vs GA4

	Universal Analytics	NEW: GA4
Account structure	Accounts> Properties> View for each platform (web, app)	★ Accounts>Properties with Data Streams
Cross-platform	Cross-platform <i>not</i> possible	★ Holistic cross-platform measurement
KPI tracking	Goals: 20 per view	★ Conversions: 30 per property
Automation	Minimal automation	★ Built in automation to improve insight discovery
Customization	Minimal customization	★ UI is customizable, shared reports
Data model	Complex model based on arbitrary session-based	★ Flexible event-based data model
Identify resolution	Primary 1st party cookie	★ Multiple identify spaces
Data analysis	Custom reports, Paid BigQuery	★ Exploration Hub, Free BigQuery
Governance & data storage	Limited	★ More granular controls; ★ Show/Hide Cost and Revenue
Segments	Criteria, sequential, and saveable	★ Criteria, sequential, and saveable (as Audience configuration)

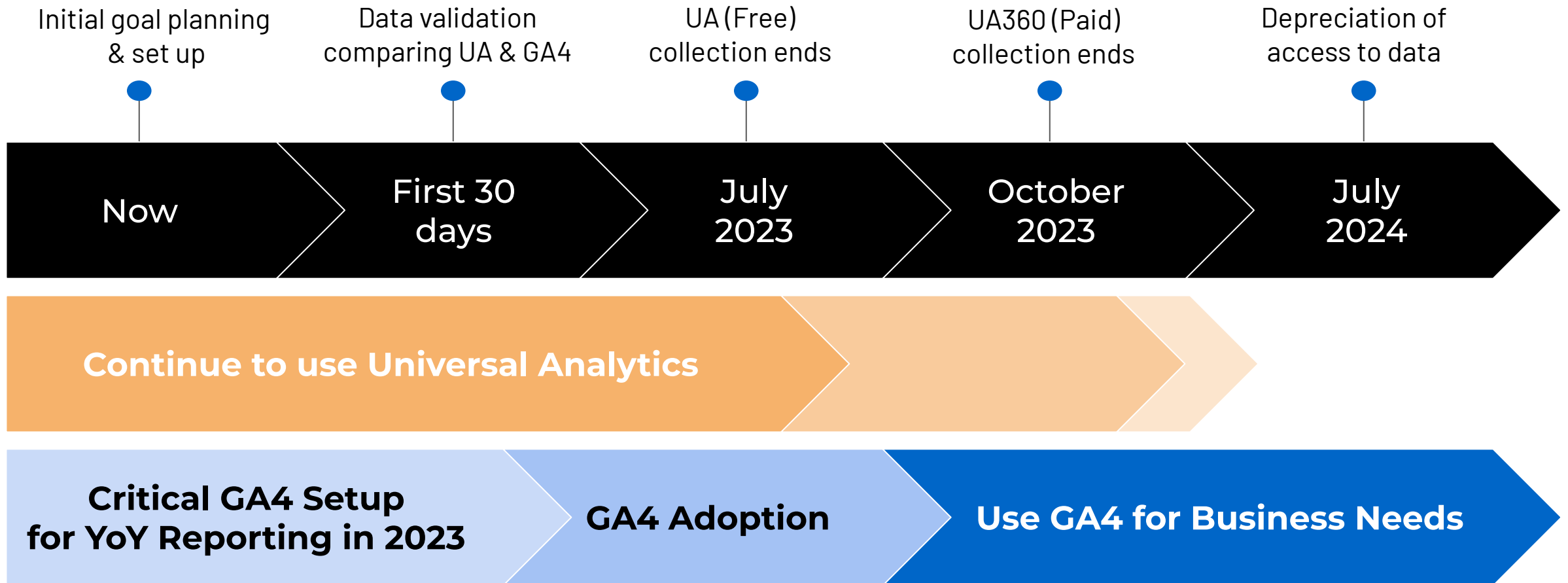


**What are the next steps to
prepare for GA4?**

Timeline priorities: What's critical



Dates to know



The background is a dark blue gradient with various geometric patterns. On the left, there are concentric, slightly offset rectangular frames. On the right, there are concentric hexagonal frames. Horizontal light blue lines and a bright light source on the right create a sense of depth and movement. A small red dot is visible near the bottom center.

**What things should you
consider?**



Plan

Develop a Pros and Cons list for where GA4 might fit your needs best

Consider all key players



Who needs to be involved?

Leadership, marketing,
development, share holders,
business intelligence



Who owns which part of the process?

Technical, communication,
access, training

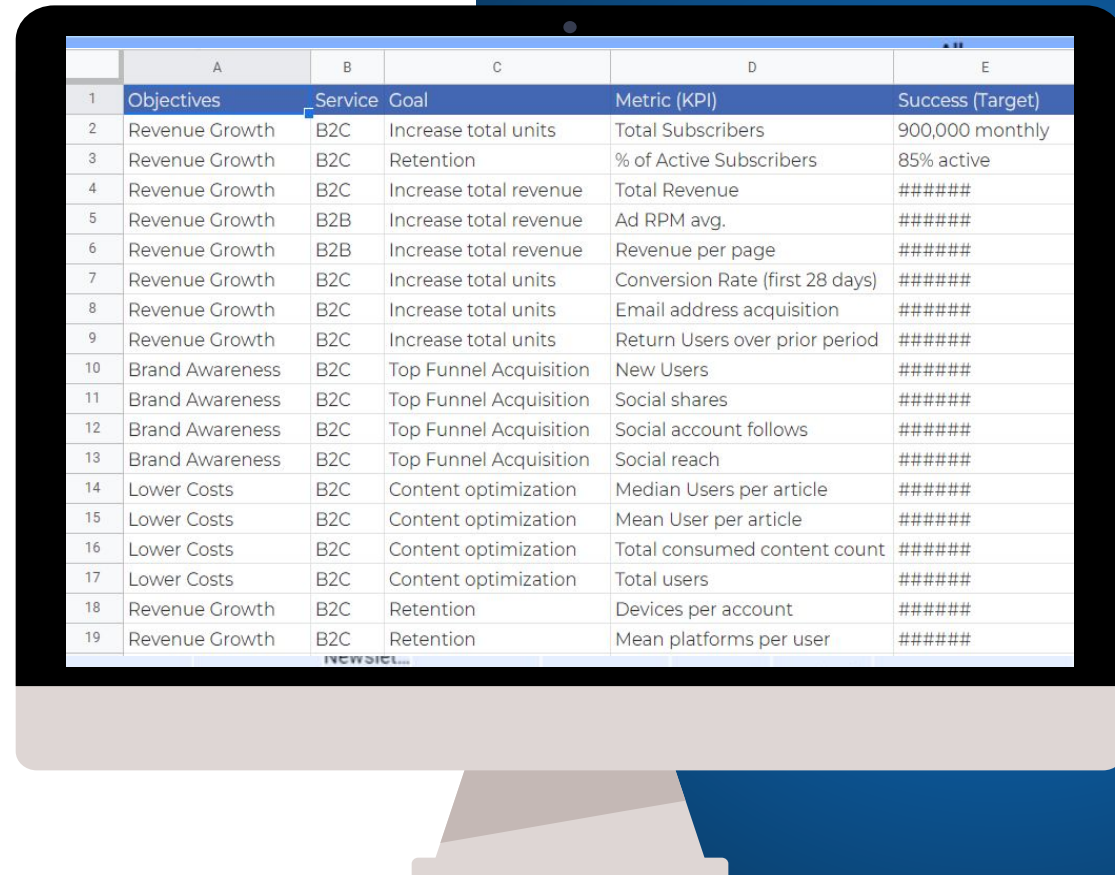
Questions to ask

Define why

Develop a strategic alignment plan to document business objectives

Define what

What, if anything, does not need to be migrated or supported, consider EOL

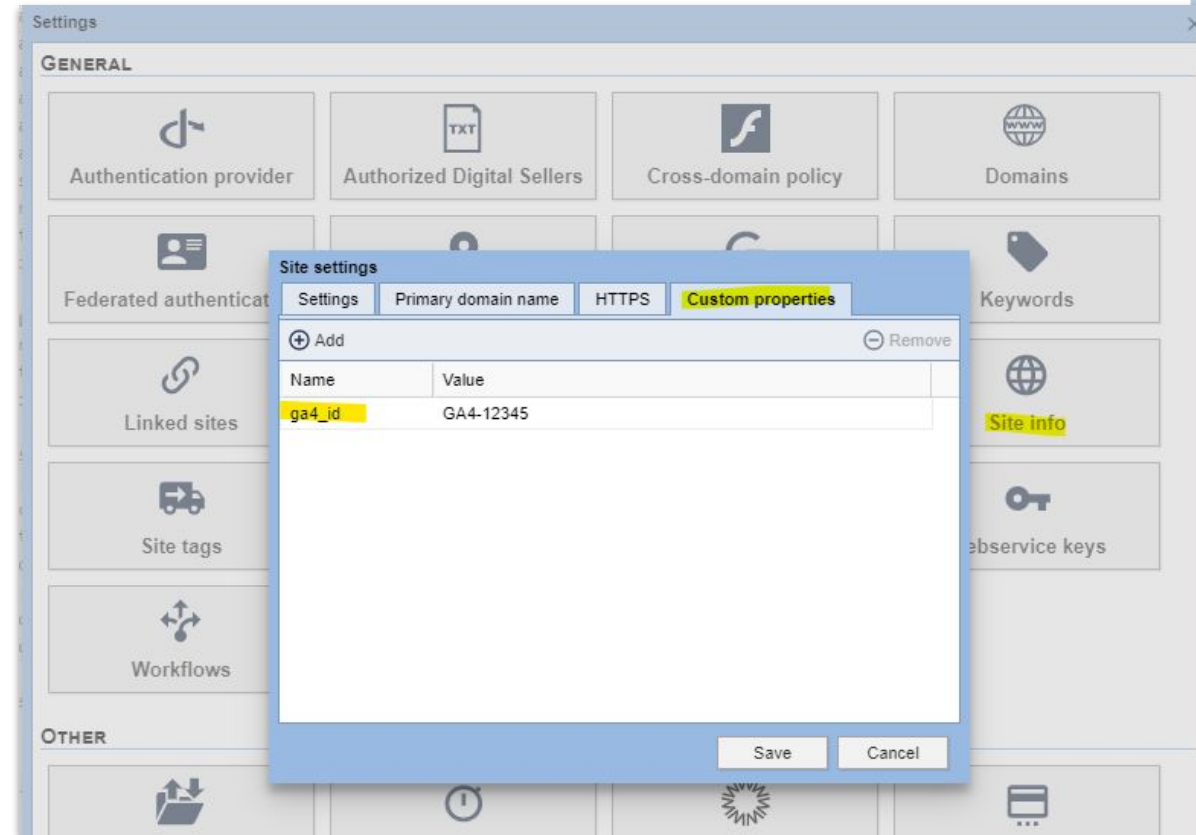


	A	B	C	D	E
1	Objectives	Service	Goal	Metric (KPI)	Success (Target)
2	Revenue Growth	B2C	Increase total units	Total Subscribers	900,000 monthly
3	Revenue Growth	B2C	Retention	% of Active Subscribers	85% active
4	Revenue Growth	B2C	Increase total revenue	Total Revenue	#####
5	Revenue Growth	B2B	Increase total revenue	Ad RPM avg.	#####
6	Revenue Growth	B2B	Increase total revenue	Revenue per page	#####
7	Revenue Growth	B2C	Increase total units	Conversion Rate (first 28 days)	#####
8	Revenue Growth	B2C	Increase total units	Email address acquisition	#####
9	Revenue Growth	B2C	Increase total units	Return Users over prior period	#####
10	Brand Awareness	B2C	Top Funnel Acquisition	New Users	#####
11	Brand Awareness	B2C	Top Funnel Acquisition	Social shares	#####
12	Brand Awareness	B2C	Top Funnel Acquisition	Social account follows	#####
13	Brand Awareness	B2C	Top Funnel Acquisition	Social reach	#####
14	Lower Costs	B2C	Content optimization	Median Users per article	#####
15	Lower Costs	B2C	Content optimization	Mean User per article	#####
16	Lower Costs	B2C	Content optimization	Total consumed content count	#####
17	Lower Costs	B2C	Content optimization	Total users	#####
18	Revenue Growth	B2C	Retention	Devices per account	#####
19	Revenue Growth	B2C	Retention	Mean platforms per user	#####

Next steps

- Determine your account administrator for Google Analytics
- Create a GA4 property
- Submit a support ticket to provide TownNews with your GA4 ID or if you have any questions

OR choose an implementation package from TownNews for assistance



Custom implementation packages

GA4 Setup

Creation of GA4 including external products, custom parameters

Business Alignment

Planning exercises for leaders to identify goals and KPIs, conversion reporting

Data Validation

Understand UA and GA4 variances for reporting for year-over-year traffic

Additional Training

Walkthrough of your GA4 dashboards, reports and custom report building



Questions?

We have answers



Stay connected...



Documentation

[Help.TownNews.com](https://help.townnews.com)



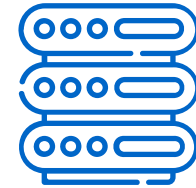
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