Shopify GA4 Integration Guide

- **GA4 Migration Timelines**: Google's existing analytics solution Universal Analytics is being replaced by Google Analytics 4 (GA4). UA will be deprecated in **July 2023.** Shopify's GA4 Integration in the Google Channel App will be available in **March 2023.**
- **How will Shopify's GA4 Integration help?:** Shopify's GA4 integration will help merchants easily implement GA4 tagging on their website. Additionally, 7 ecommerce events will automatically be setup.
- **Does Shopify's GA4 integration support all steps in the migration process?:** No. Shopify's integration automatically sets up tagging and 7 ecommerce tracking events for merchants. Users will still have to take some actions natively within Google Ads / Google Analytics. See below for full sequence.

GA4 MIGRATION SEQUENCE

Creating a GA4 property within Google Analytics is a prerequisite for leveraging Shopify's GA4 integration. They will be directed to do this during the onboarding flow. If a user is leveraging UA for conversion tracking or audiences, they will have to manually link, set up and import outside of the app.



1. Basic Setup

- **Google Analytics:** GA4 Property Setup
- **Shopify x GA4 Integration**: Update tagging
- **Shopify x GA4 Integration:** Automatically sets up 7 ecommerce events

Automated by the Shopify integration



2. Google Ads Configuration

Ensure core Ads features are configured, including:

- **Google Analytics:** Link GA4 to Ads
- **Google Ads**: Import / Create Audience
- **Google Ads**: Import / Create Conversion



3. Migrate Conversions & Audiences

Ensure UA conversions and audiences are replaced:

- **Google Ads:** Replace UA conversion actions with GA4 conversion actions
- **Google Ads**: Replace UA audiences with GA4 audiences

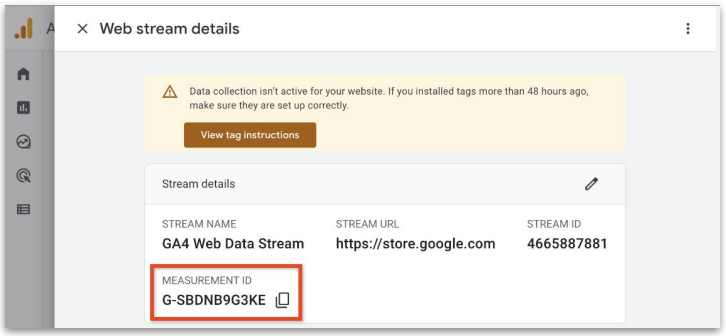
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Shopify GA4 Integration Guide

IMPLEMENTATION GUIDE

Step 1: Create a GA4 Property & Initiate GA4 Tagging

First, create a Google Analytics 4 property in Google Analytics to add to your Shopify store. Once your property is created, you will need to create a web data stream and note the **Measurement ID** which will be used in Step 2.



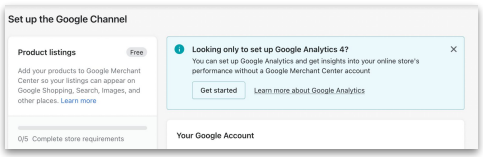
Next, initiate GA4 tagging via the Shopify GA4 integration.

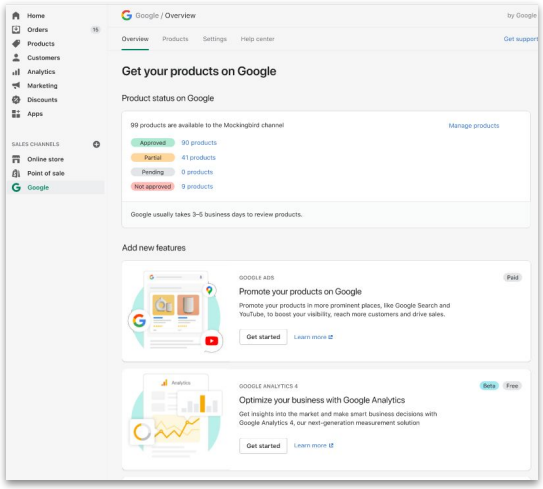
There are 2 entry points: 1) the Google Channel app or 2) Online Store → Preferences in Shopify.

Google Channel App

1. Go to the Google Channel app
2. Navigate to the GA4 overview card

Note: If you haven't connected to Google Merchant Center via the app, you are not required to do so. Click on the banner to be directed to the flow.



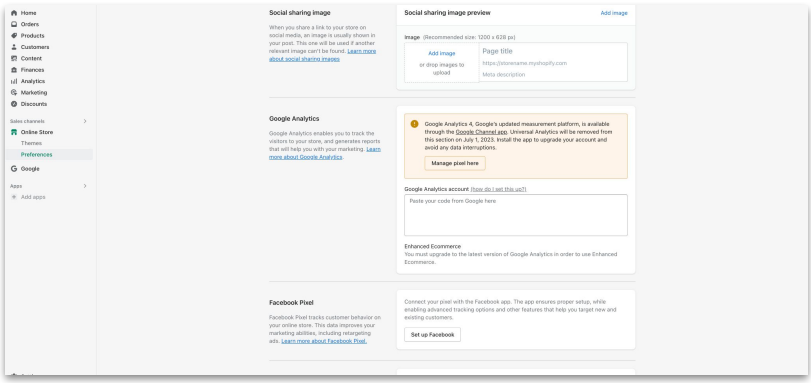


Overview card

Online Store → Preferences

1. Go to Online store → Preferences in Shopify
2. Navigate to the Google Analytics section
3. Select "Upgrade Account"

Note: If you have not already installed the Google Channel, you will be required to install during this step and provide permissions. You are not required to connect to Google Merchant Center to proceed with GA4 tagging.



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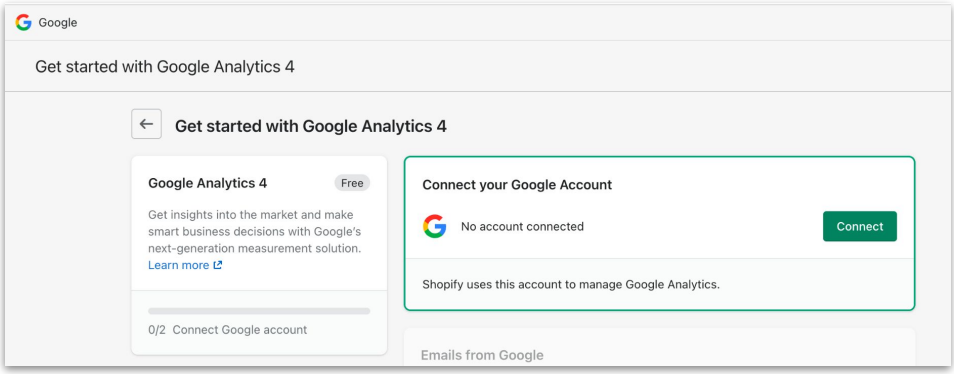
Shopify GA4 Integration Guide

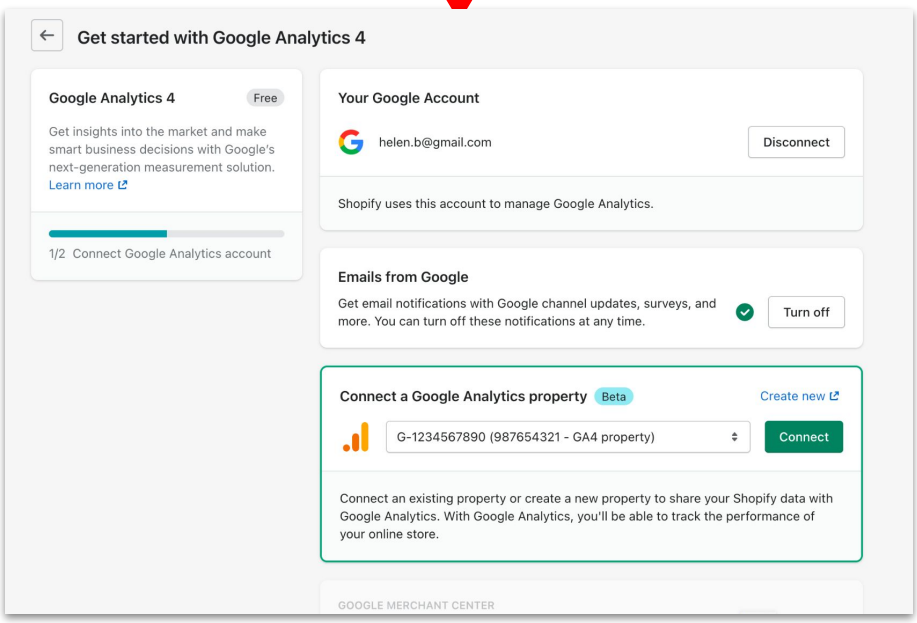
IMPLEMENTATION GUIDE

Step 2: Implement Google Analytics 4 tagging

- Connect your Google account
- Select your **Measurement ID** from the drop down (your Measurement ID should start with G -)
- Click Connect

Note: Google Analytics can't track visitors until you remove password protection from your online store.





If you have set up audiences or track conversion actions through Universal Analytics, move onto Step 3.
Otherwise, your setup is complete!

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Shopify GA4 Integration Guide

IMPLEMENTATION GUIDE

Step 3: Migrate Audiences, validate conversion definitions and replicate conversion actions

Steps must be completed in Google Analytics & Google Ads

1-2 hours	1	**Create conversions in Google Analytics 4** (if using Analytics conversions)	Migrate or create conversion events in Google Analytics 4.	Get started
	2	**Import conversions to Google Ads** (if using Analytics conversions)	Import Google Analytics 4 conversions to Google Ads to use them for bidding or reporting.	Get started
	3	**Create audiences in Google Analytics 4** (if using Analytics audiences)	Migrate or create audiences in Google Analytics 4 if you are currently using Universal Analytics audiences. Explore the GA4 audience features.	Get started
	4	**Import and use audiences in Google Ads** (if using Analytics audiences)	Import your Google analytics 4 audiences to Google Ads and use them for targeting or learn about the audience in observation mode.	Get started
2 weeks	5	**Understand discrepancies in conversion volume** (if using Analytics conversions)	Understand differences in conversions between Universal Analytics and Google Analytics 4 and what that means for your campaigns.	Get started
	6	**Start to bid to Google Analytics 4 conversions** (if using Analytics conversions)	Switch your bigging from Universal Analytics to Google Analytics 4 conversions and mitigate performance fluctuation.	Get started

Please note that the implementation steps might vary, depending on your needs and desired setup.

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Shopify GA4 Integration Guide

FAQs

1) Does Shopify's GA4 integration support all steps in the migration process?
No. Shopify's integration facilitates GA4 tagging and 7 ecommerce events for merchants (see question 4). Audiences and conversion tracking will need to be set up natively within Google Ads / Google Analytics.

2) What happens to tags set up outside of Shopify?
During the GA4 integration setup flow, we will add a gTag and configure it for GA4.

We only control the gTag that we insert via the Google channel app integration. Anything that you set up via another means is outside of our control, and has to be enabled/disabled manually.

If you have already setup GA4 tagging, setting up tagging through the integration could lead to double reporting in Google Analytics. If you want to use the integration to setup GA4 tagging, consider removing the tag you setup first.

If you have set up UA tagging via Shopify, that tag will remain in place unless you manually remove it (Note: best practice is to have UA & GA4 tags running in parallel, aka "dual setup').

3) Will Shopify merchants be able to set up conversion actions (e.g. add to cart or view items)?
Add to cart / view items are events that the Shopify x GA4 integration will automatically set up for merchants. Conversion Actions will need to be manually imported / migrated within Google Ads if desired.

4) What events from "ecommerce tracking" are automatically set up via the Shopify GA4 integration?

1. *view_item*
2. *add_to_cart*
3. *begin_checkout*
4. *purchase*
5. *search*
6. *add_payment_info*
7. *page_view*

**Any other events will need to be manually setup.*