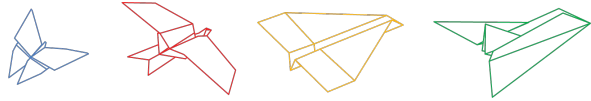


Digital Marketing Transformation



Discovering the new GA4 The present and future of Analytics

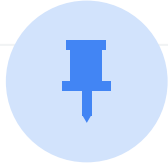
DMT - October 2020



Housekeeping for this session



Please make sure you're **muted** to ensure best connexion quality.



If you cant see the **slides** make sure you're not pinning any participant or yourself.



The **presentation** will be **shared** with all of you in the feedback form.



After our presentation we will have time for **Q&As**, you can also use the chat (upper right-hand side), to participate.



Jaime Perujo

Measurement Specialist
Google ESPT





Agenda

Intro

What is GA4

DEMO

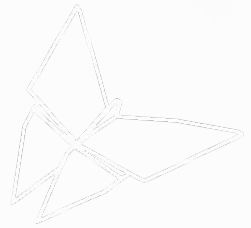
Roadmap

Next Steps & Implementation

QA

Why now?

Proprietary + Confidential



Users Rely on More Devices Than Ever... Resulting in More Data

The average person in the United States has 8.4 devices; this is expected to rise to 13.4 in 2023*



* Source: [Cisco internet report](#)

At the Same Time, Industry & Regulatory Landscape is Changing, and User Expectations are Rising



Regulatory Changes

Regulations such as GDPR, CCPA have impacted how data can be collected and used



Browser Updates

Heightened controls are impacting traditional data collection (e.g. third party cookies and device identifiers)

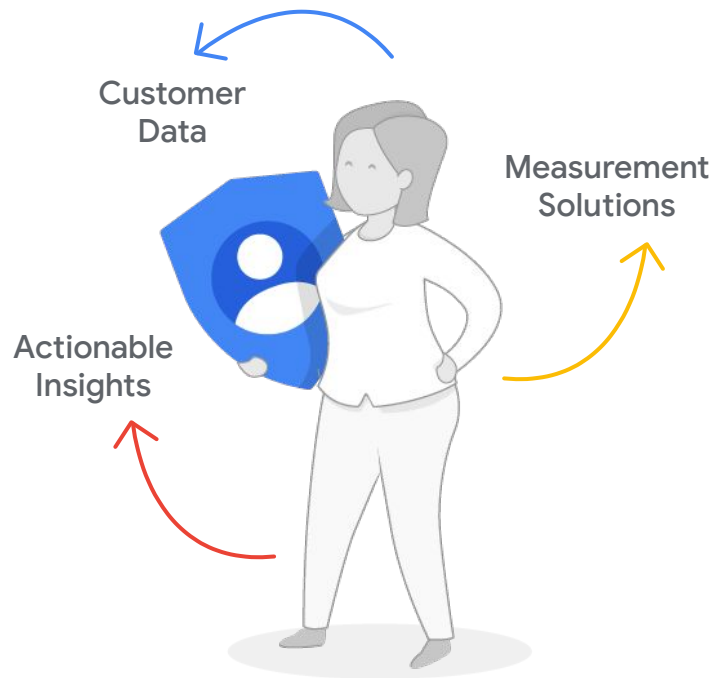


User Privacy Controls

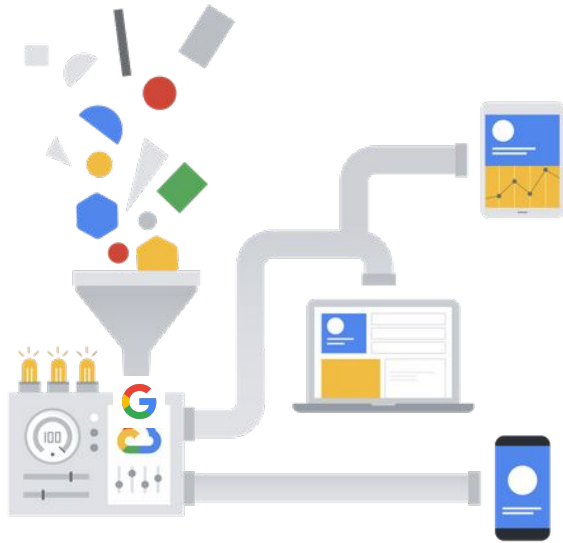
Users are demanding more control and transparency over data collected and used for ads personalization

Marketers should **invest** in this privacy-first, user-centric future and **take action now**

Implement best practices and invest in future-proof strategies that respect user choice and transparency



To Navigate the Changing Ecosystem and Proliferation of Data, More Businesses are Investing in Analytics

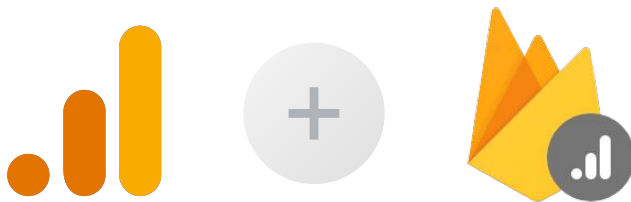


50%

of businesses say big data and analytics have fundamentally changed business practices in their sales and marketing departments*

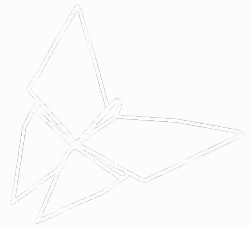
* Source: [Forbes](#)

That's why Google is Investing Too: Introducing Google Analytics 4

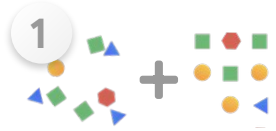


A durable and privacy-first, x-channel measurement platform; built to scale with your business and enable prediction & action with Google and beyond

GA4 Pillars



Google Analytics 4 Properties Enable You to:



Unify and deduplicate data across devices and platforms using both your 1st party data as well as google's to understand customer journeys across devices



Derive business insights more quickly with the power of Google's Machine Learning behind your data



Action on those insights seamlessly to optimize your marketing with Google Ads, Google Marketing Platform and other partners such as Salesforce

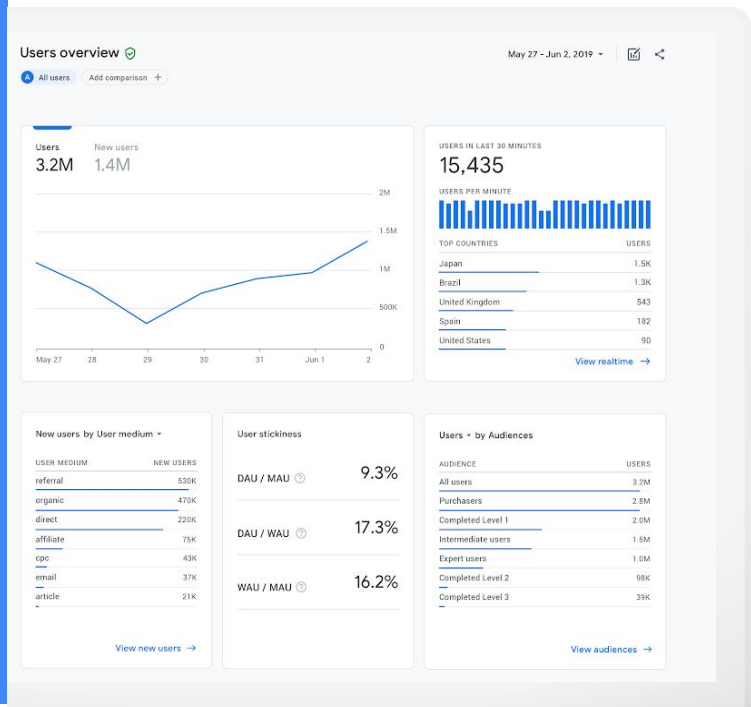


Invest in a future-focused and privacy-first platform that uses Google's industry-leading approach to privacy

Unified, Deduplicated Data Across Devices and Platforms

This means in Google Analytics 4 you'll see:

- The ability to measure customer journeys that span devices and platforms, allowing for a full picture of how your users interact with your content, based both on Google's data and a flexible event collection and data model.
- For instance, when you enable User ID, Analytics can measure journeys that include a visit to your mobile website and a conversion in your mobile app, helping you answer questions such as: are customers who start on my App or Web more valuable from a Lifetime Value perspective?



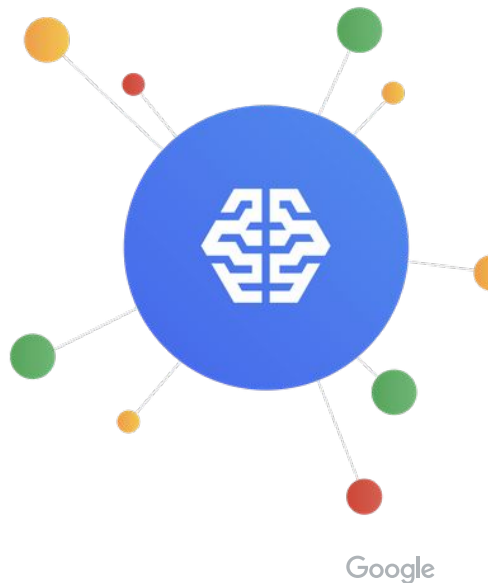
The Power of Google's Machine Learning Behind Your Data

The Power of Google's Machine Learning Behind Your Data:

Surface key insights on user behavior and data through machine learning, automation, real-time reporting and BQ export and Analysis

This means in Google Analytics 4 you'll see:

- Insights, surfaced automatically, across areas such as anomalies, unexpected behaviors, recommended features, and the ability to ask questions about your data in natural language. These features allow you to spend more time on deep analysis and automate monitoring or common areas of analysis.
- This means you can ask questions of Google Analytics such as: on what day this year did I have the highest number of users visit my website?



Deeper & Broader Integrations with Google and other Partners

Deep & Broad Google Connections:

Connect with more depth and speed to Google Ads and Google Marketing Platform, as well as to 3rd parties and leverage cross-channel data-driven attribution built directly into Analytics

This means in Google Analytics 4 you'll see:

- Connections to Google Cloud via BigQuery, now with an SLA
- Cross-platform Ads and GMP integrations; this means you have interoperability between your Google Marketing Platform and Google Ads products; allowing for actionability via bidding and audiences



Privacy Safe & Future Focused

Privacy Safe & Future Focused:

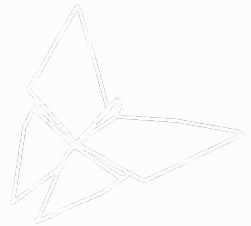
Applying Google's industry-leading approach to privacy and allowing you to reach your customers

This means in Google Analytics 4 you'll see:

- New regulatory compliance and data management tools such as more granular privacy controls for user-level data
- Better signed-in user insights
- Cookieless measurement innovation
- **For instance, allowing you to toggle your advertising settings depending on the regulation or legal guidance in a particular region or state.**



Product Demo & Data Structure

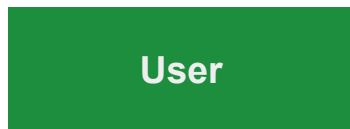


Takeaways for Demo & Product Deep Dive

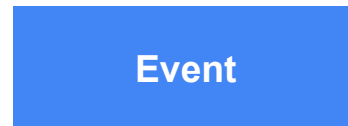
1. There is a new data structure and identity space
2. There are similarities in UI navigation between the two property types
3. New capabilities exist within Google Analytics 4 properties today
 - a. DebugView
 - b. Advanced Analysis

Updated Google Analytics data structure

 Universal Analytics



 +  GA4



Updated data structure: in practice with Lead Submission



Metric

Hit

Event

Category

Lead Submission

Action

Referrer

Label

High Potential Value

Custom Dimension

June 2020

In Google Analytics, all data classification is forced into a hierarchical system: Category >> Action >> Label. However, often this hierarchy may not necessarily make sense or is too limiting.



Metric

Event

Lead Submission

Parameter

Referrer

Parameter

High Potential Value

Parameter

June 2020

Parameter

Viewed demo

Parameter

...

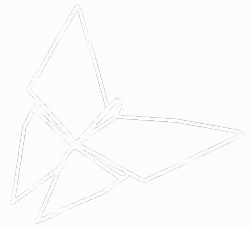
In Google Analytics 4 Properties, there is no set hierarchy and you are not limited to only three built in descriptors.



DEMO TIME

Roadmap

Proprietary + Confidential

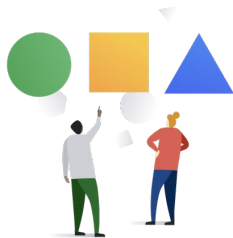


GA4 Enables You to derive insights more quickly, action on them seamlessly in a privacy first platform



Scalable with your business

Deep & Broad Google Connections



Enable you to adapt in a changing environment

Privacy Safe & Future Focused



Provide intelligent business insights

The Power of Google's Machine Learning Behind Your Data



Drive business impact

Unified, Deduplicated Data Across Devices and Platforms

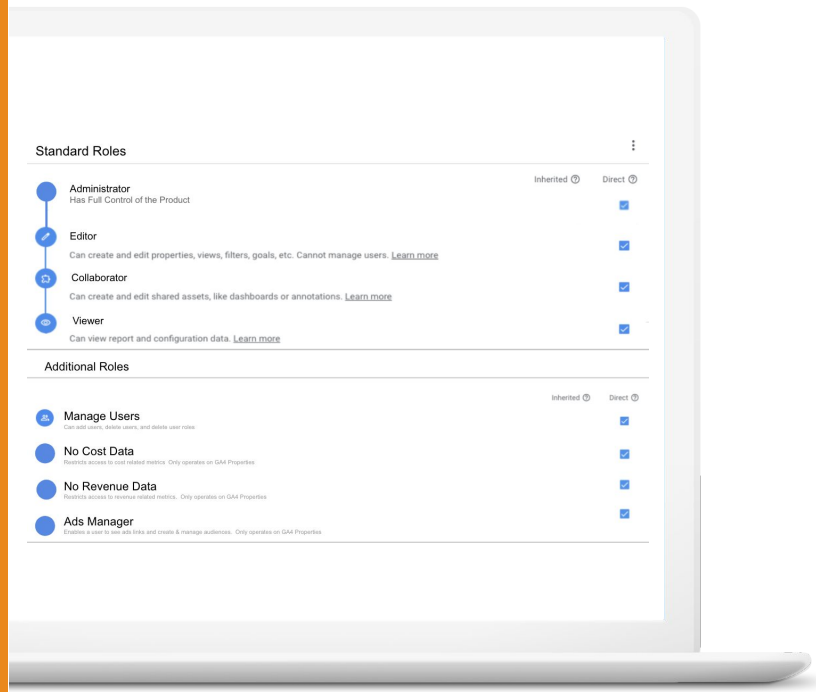
Google Analytics 4 Properties Roadmap

	H2 2020	H1 2021	H2 2021	2022
Admin		User Management v1	User Management v2	
Analysis				
APIs		Admin API v2 Data API v2		
Attribution		DDA Model for Web and App Data	DDA Reporting	
Audience			Dynamic Remarketing	
Data Import				
Enterprise			GA4 360 Launch	

Google Analytics 4 Properties Roadmap

	H2 2020	H1 2021	H2 2021	2022
Identity	Google Signals-based Ads Personalization			
Integrations	YouTube: EVCs in Reporting	SA360: Reporting Search Console DV360 Reporting & Audience Export	SA360: Audience & Conversion Export DV360: Conversion Export Optimize Google Ad Manager Broader Integration YouTube EVCs: Cross-Device Reporting & Export to Google Ads for Bidding Campaign Manager	Salesforce Sales Cloud Salesforce Marketing Cloud Store Visits: Reporting
Intelligence	Predictive Revenue			
Reporting	eCommerce Funnels	Reporting: Customization for Admins	Report Sharing & Drill-Down Capabilities	
Setup and Implementation	Referral Exclusions			

User Management and Permissions



Standard User Roles and Additional Roles

Expected Launch: H1 2021

With the first milestone of User Management and Permission features in Google Analytics 4 Properties, we will establish four user roles in Google Analytics 4 Properties; Admin, Editor, Collaborator, and Viewer. Furthermore, a given user can be granted a number of Additional Roles beyond their standard role; No Cost Data (restricts access to cost-related metrics for that user), No Revenue Data (restricts access to revenue-related metrics for that user), and Audience Manager (enables a user to see Ads Links, and create/manage Audiences).

What's new in Google Analytics 4 Properties?

In Universal Analytics, the ability to see (or not see) cost and/or revenue data was tied to the concept of a **view**. Individual analytics users would then be given access only to the views that had data appropriate for their business function.

In Google Analytics 4 Properties, we use user roles to meet this same need. Roles are a scaled, flexible user management system which bring organized data access in a user-centric way. Roles enable data segmentation by associating access to the **user**, not by associating the user to slice or view of the data.

This user-centric model eliminates the need for admins to tediously audit user access across every view, one-by-one. Instead, in Google Analytics 4 Properties the permissions and roles are associated to a user, meaning auditing only needs to be done once for any given user. We are also bringing the role of an Audience Manager, for the first time, to Google Analytics.

User Management and Permissions

Custom Roles

Expected Launch: 2H 2021

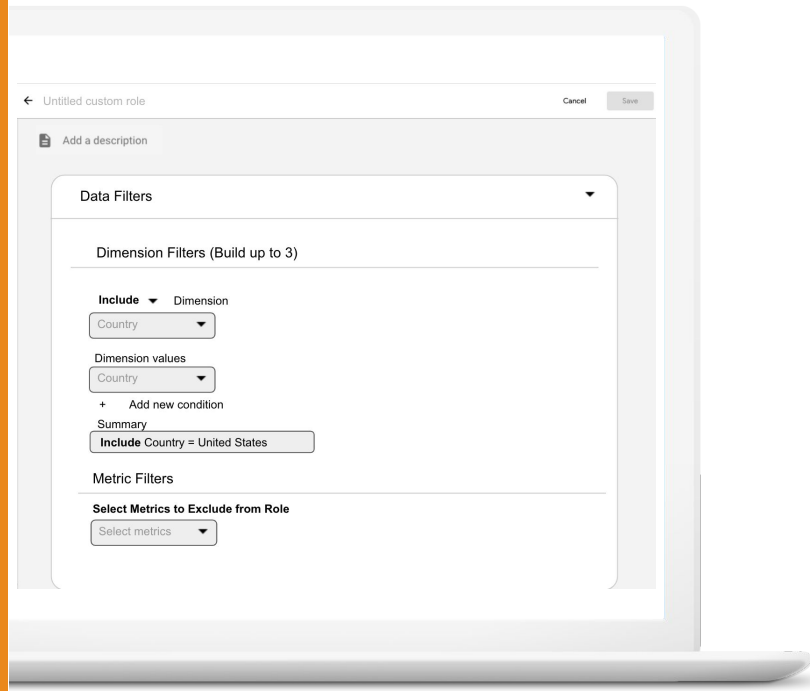
Custom Roles brings a fully flexible data governance solution to user management. Created at the property (or account)-level by an Admin, and given a unique name, custom roles are given the additional option to block access to different parts of the product; including Analysis, Custom Reports, Share Reports, and Insights. They also form the basis for customized reporting and document sharing.

What's new for 360 customers?

In GA4 360, user permissions have even full levels of customization available, to meet data governance use cases specific to larger enterprises.

Previously accomplished by “views” in Universal Analytics, Google Analytics 4 Properties manage data access by adding the ability to filter by dimension, or exclude metrics at the user level. For example, you could filter on a dimension (Ex, Country = United States) to allow users to only see a portion of the data. Similarly, 360 customers can exclude entire metrics from a custom role (Ex, removing Advertising Metrics).

360 customers will also have deeper customization in permissions. This includes customization of access (manage, edit, view or hard block) by feature, such as BigQuery and AdMob Linking, Channel Groupings, Conversion Settings, Annotations, and more.



Enterprise

Google Analytics (Google Analytics 4 Properties) 360 Launch

Expected Launch: H2 2021

The current open beta for Google Analytics 4 Properties in Google Analytics includes features that are available for free to both standard and 360 customers. In the future, we also plan to offer an enterprise version of Google Analytics 4 Properties. The Enterprise / 360 plan for Google Analytics 4 Properties delivers higher performance, higher product limits, SLAs, Enterprise capabilities and support. In the future, we will also offer advanced features for our enterprise clients.

What's new for 360 customers?

- Higher performance: Nearly unlimited daily BQ export, increased analysis throughput for ad-hoc analysis queries, etc.
- Higher product limits: Significantly higher limits (vs. free Google Analytics 4 Properties) for many configurations, such as audiences, properties, custom tables and more
- Product SLAs: We will maintain SLAs for the current areas they are offered, and will introduce new product SLAs to cover other major feature areas including BigQuery Export and data collected via the Firebase SDK.
- Services and Support: 360 customers will also continue to have access to elevated services and support offerings.
- Custom Roles: Previously accomplished by "views" in Universal Analytics, only 360 customers will be able to manage data access by adding the ability to filter by dimension, or exclude metrics at the user level. 360 customers will also have deeper customization of access (manage, edit, view or hard block) by feature, such as BigQuery and AdMob Linking, Channel Groupings, Conversion Settings, Annotations, and more.
- Reporting Customization: 360 Customers will have higher limits, and additional collections in their options for Reporting Customization. More details to come.
- *Advanced Features: More details to follow.*

Consent Mode, Analytics & Modeling

1



User navigates to your website and indicates consent status (for ads and/or analytics storage)

2



Consent Mode will tell Google tags whether they have permission to use cookies for ads and analytics

3



When the user does not consent, the relevant Google tags will adjust their behavior to **help observe conversions without cookies**. When the user consents, Google will observe data as normal.

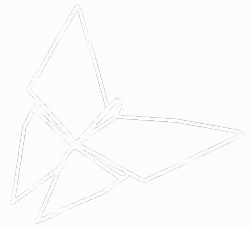
4



With **modelling**, Google surfaces the most accurate data in your account to enable better reporting and optimization



Next Steps & Implementation



Next Steps

Ready to Activate



Set your tags for data collection



Create and configure a new property

Ready to Learn More



Work with Google and/or Partner team on implementation

How to get up and running with Google Analytics 4 properties



1

Create a new Property

- Create Google Analytics 4 property (this accepts app and/or web data)



2

Create a data stream(s)

- Create a data stream to enable the flow of data from a customer touchpoint to Analytics.



3

Activate Enhanced Measurement

- Collect events in the interface. No code changes required.

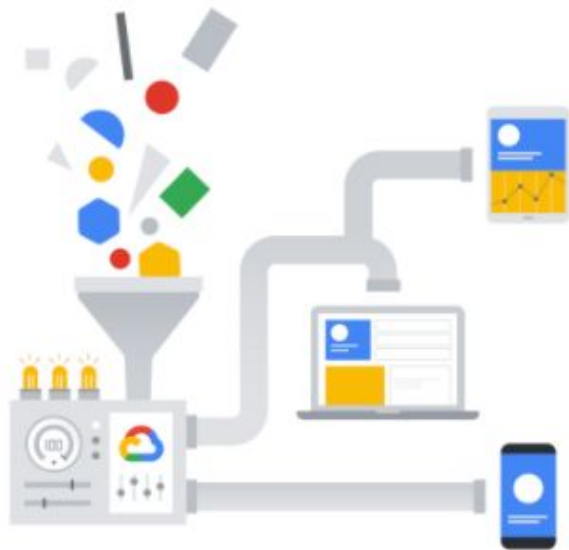


4

Enable data collection

- Web tags
- Firebase SDK

Implementation



* After the step, collect & review the data to determine if additional changes need to be made.

Basic Measurement

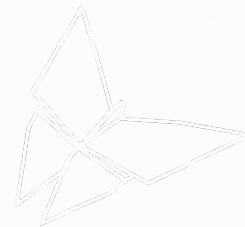
- 1 Create an Google Analytics 4 Property
- 2 Create data stream(s)
- 3 Activate Enhanced Measurement
- 4 Enable the data collection

Advanced Measurement (Optional)

- 5 Implement ecommerce measurement
- 6 Add recommended events, custom events & custom parameters
- 7 Link to Google Ads & enable conversion events

QA

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01

Is Google Analytics going to be replaced by GA4? If no, are you still going to be making updates to Google Analytics? How do you see the two working together?



02

What is the role of Firebase?



03

Will Sessions & Pageviews Slowly Die?



04

What are the cookie-less opportunities
and challenges for Google Analytics new
version?

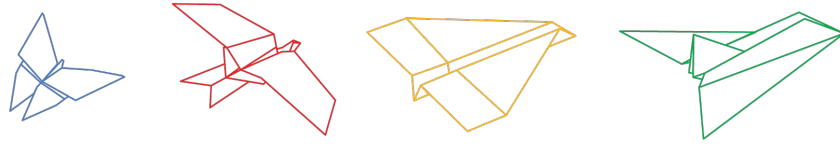


Feedback

Please, share your feedback with us in 2 min!



URL: bit.ly/2SDNpUn



Thank you!