

# New Google Analytics 4 Paradigm

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# Hello!



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## New GA4 Paradigm

*# UA to GA4 New Data Model and Features  
for a cookieless future*

## Enterprise Differentiation

*# GA4 360 features and limit improvements*

## The Future of Analytics

*# Sneak preview of our Product Roadmap*

## Discuss your questions

*# Go through all your questions*

Housekeeping:  
Please type questions in the chat

# New GA4 Paradigm

*# UA to GA4 New Data Model and  
Features for a cookieless future*

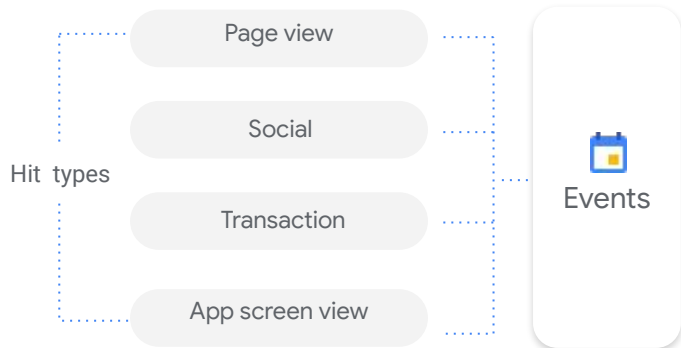
Google



# GA4 is built with a new data model that can be applied across websites and apps

..... Only in GA4: event-based model, combine web & app data .....

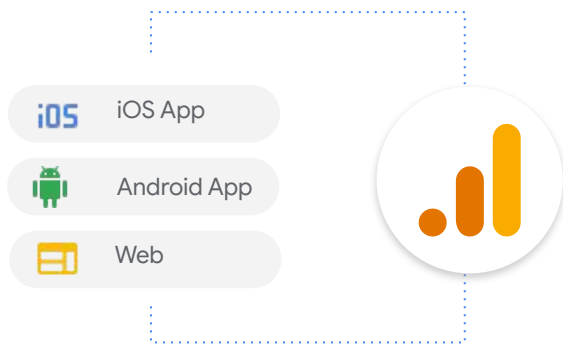
Event-based model captures user interactions and old Hit types as Events



- Unified measurement of user interactions and events between your website and app.
- Decrease implementation time and effort.



Enable Data streams to combine metrics from App and Web

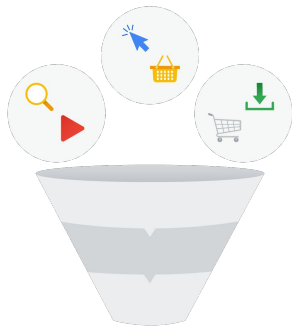


- Unsamped data for analysis.
- Aggregate data from multiple data streams, including both app and web.

# New GA uses an Event based data model, not Session/Hit based

UA

Session / Hit



- Different **Hit Types** included in a session, including Pageview, Event, and Ecommerce
- Calculate user session by activities within 30 minutes

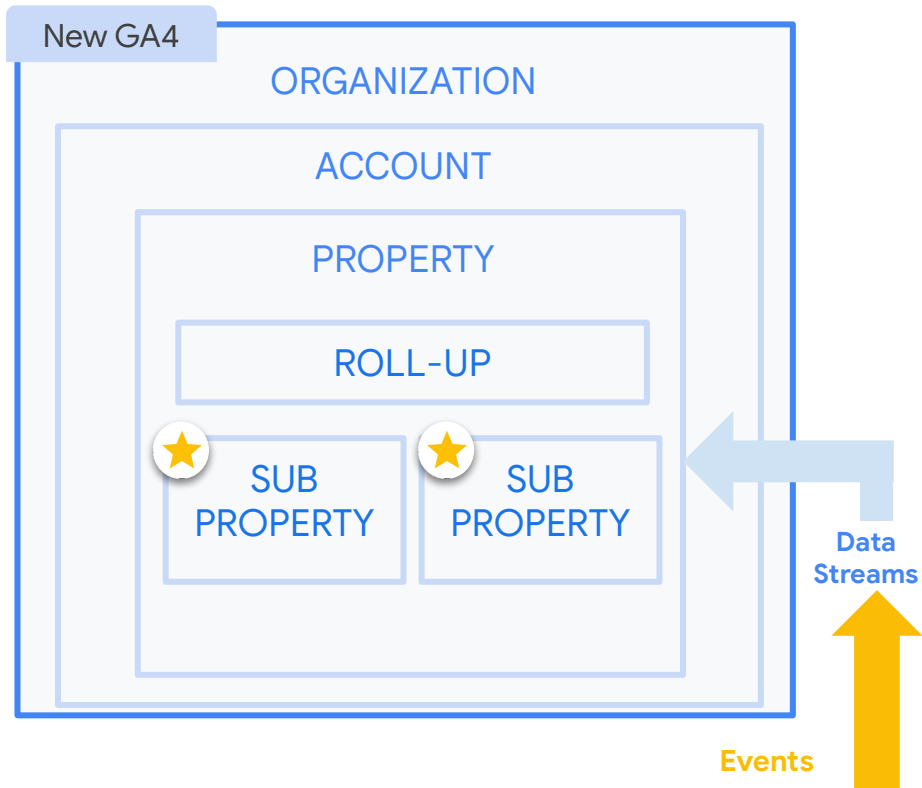
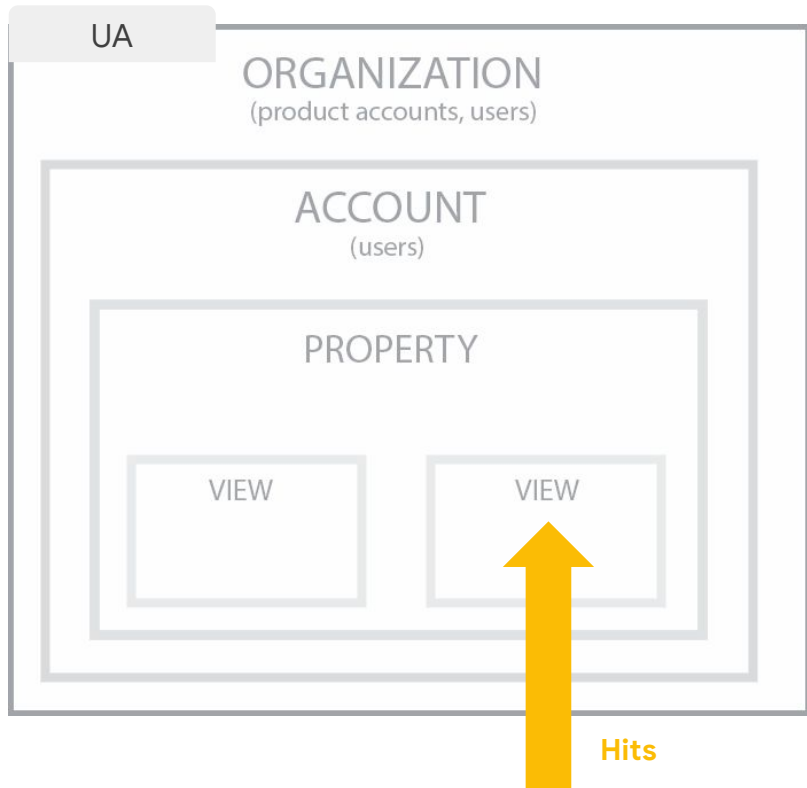
New GA4

Event



- Distinguish an **Event** by its name
- Session defined as event named **"session\_start"**
- **User ID** can be used for reporting deduplication
- Events are universal for App & Web clients

# The data model is evolving so does Google Analytics' account **structure**



Website & app interactions



# Universal Analytics **view**-related features in GA4 properties

## UA (Views)

- ★ Identify your **Website URL** ([View settings](#))
- ★ Set a **Timezone** for reporting ([View settings](#))
- ★ Set a **Currency** for reports ([View settings](#))
- ★ **Bot** filtering ([View settings](#))
- ★ **Site search** [settings](#)
- ★ **User** management for views  
([Add, edit, delete users and user groups, User permissions](#))
- ★ [Goals](#) (exports to ads)
- ★ [Scheduled](#) email of reports
- ★ [Filters](#)

## New GA4

- Website URL: [Web data-stream settings](#)
- Timezone: [Property settings](#)
- Currency: [Property settings](#)
- Bot filtering: [Bot-traffic exclusion](#)
- [Send a search event](#) each time a user searches on the site.
- User access handled at the **account and property levels**  
([Add, edit, delete users and user groups](#) / [User permissions](#))
- [Mark events as Conversions](#) (property level vs, view level)
- Send [scheduled emails](#) of Data Studio reports.
- [Data filters](#)  
Create include/exclude filters for internal and developer traffic
- [Event modifications and custom events](#)  
Modify event names and parameters
- [Identify unwanted referrals](#)  
Include only the referrals you want
- [Create subproperties \(360 only\)](#)  
Create fully functional properties that are subsets of the data in your 360 properties

# Some Universal Analytics **view**-related features are **no longer directly comparable** in GA4

## UA (Views)

- ★ Identify your site's **Default page** ([View settings](#))
- ★ **Exclude URL Query Parameters** from page reporting: ([View settings](#))
- ★ Separate **Brand and Generic Paid Search** Channels in Analytics ([Manage](#))
- ★ User-defined **Calculated metrics** in Beta ([View Setting](#))
- ★ Mark **Annotations** to clarify events in your data ([Access level](#))
- ★ Customize your marketing **Channel Groupings** ([View Setting](#))
- ★ Share & Delete **Reporting Assets** (Example. Custom Segments, Goals, Custom Channel Groupings, Custom Attribution Models, and Custom Reports) at a [View level](#)

## New GA4

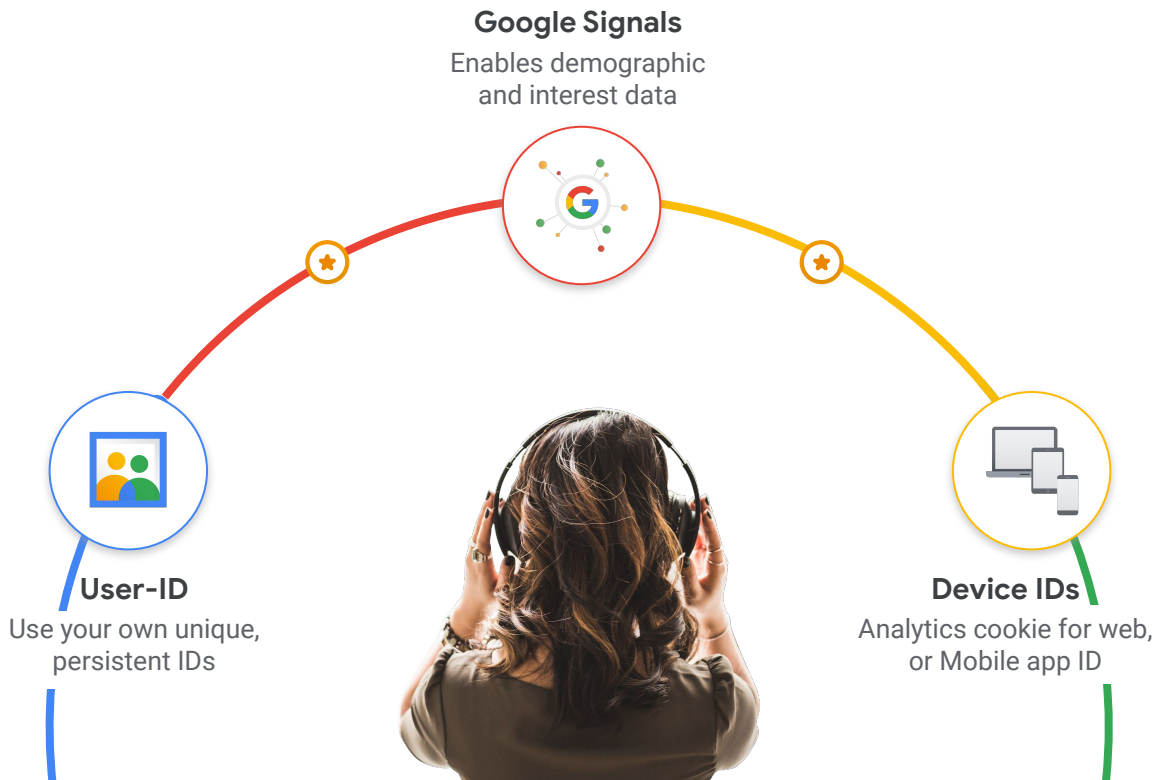
• No direct options yet



# Cross-platform capabilities in GA4 allow you to reach users across devices and platforms



- Create a single user journey from all of the data associated with the same User-ID.
- Integrated across all reporting, analysis and insights, and does not require a separate User-ID reporting view.
- Improve the accuracy of reporting by utilizing your first-party IDs in addition to Google Signals.



# Search for insights and reports with natural language



Ask questions about your Analytics data in natural language



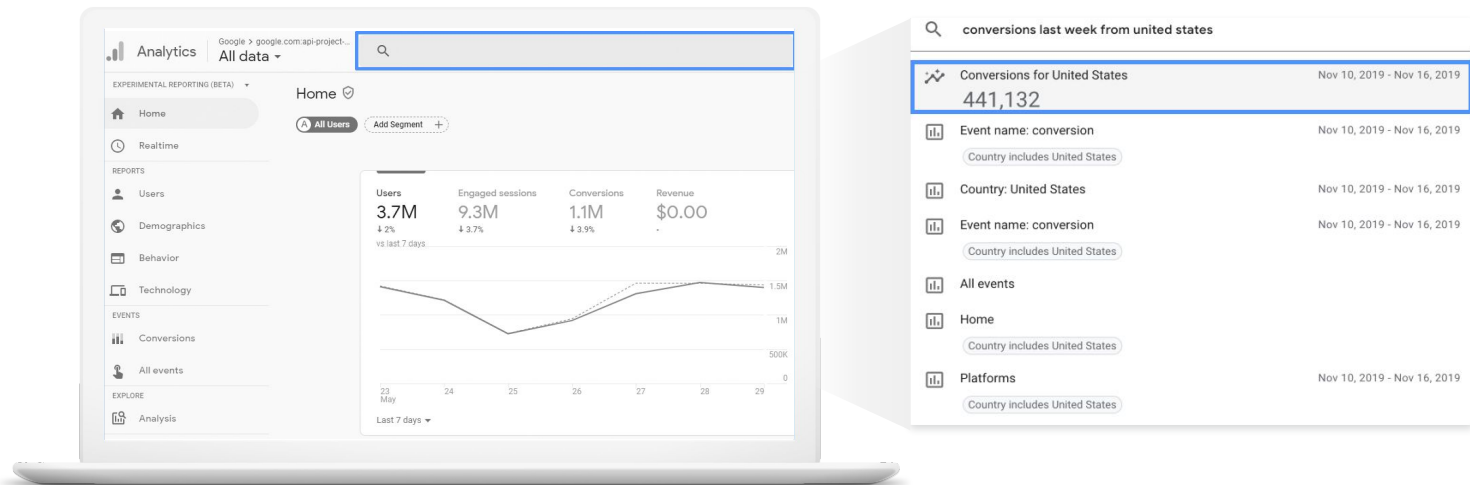
Locate account or property configuration



Find reports, admin pages, and insights



Explore Help Center content and topics



# Surface Insights and Anomalies with Analytics Intelligence



## Analytics Insights

- Serves proactive alerts for unusual changes or emerging trends.
- Provides two sets of insights: Automated insights and Custom insights.



## Anomaly Detection

- Scans for anomalies in a given metric within a single dimension value.
- Weekly review of segments of several metrics and dimensions to detect anomalies.



## Contribution Analysis

- Statistical technique that identifies user segments contributing to anomalies.
- Create granular audiences for deeper analysis, or export for ad campaign targeting.

# Predict customer needs and anticipate growth opportunities through Google's machine learning



Google's Machine Learning

Exclusive to GA4

## Automated Insights



**Automatically surface insights** on major data changes / emerging trends



**Analyze user behavior over their lifetime** as a customer



**Detect anomalies** within your data

## Predictive Analytics



**Predict purchase or churn probability** within a certain amount of days



**Build predictive audiences** to utilize within your Google media platforms

Adapt strategies based on what's working or not

Proactively plan & optimize your marketing strategies

Provide the right experience to your users

Surface powerful insights to business questions that you haven't even asked yet

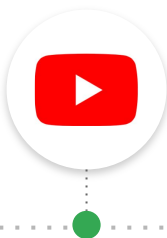
# Evaluate YouTube ad performance in conversion reports

..... First ever direct integration with YouTube .....



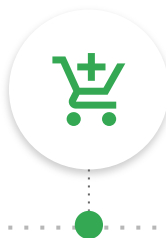
## Integrate

Link your property to Google Ads, and activate Google Signals



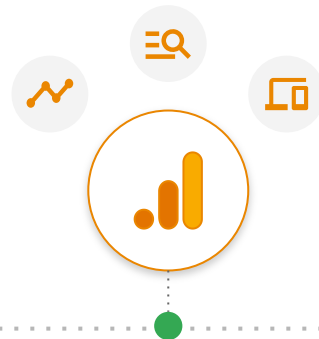
## YouTube

A user watches at least 10 seconds of a skippable in-stream ad on YouTube



## Purchase

User converts on your website within 3 days of viewing the YouTube video



## Reports

YouTube *Web Engaged View Conversions (EVCs)* Events are available in your Analytics reports

# Deeper insights on User Acquisition reports

Reports > Life cycle > Acquisition > **User Acquisition**

Advertisers can now understand how YouTube acquires users when they click, OR watch 10s without clicking then convert on your website/app within 3 days.

Learn **which channels brings brand new customers to your site?**

Build brand awareness and remarketing lists respectively.

**1** Segment by Google Ads ad network type; search for google

**2** "YouTube Videos" includes TrueView for Action campaigns (Web mWeb, App), and Video action campaigns, **excluding Google Video Partners**

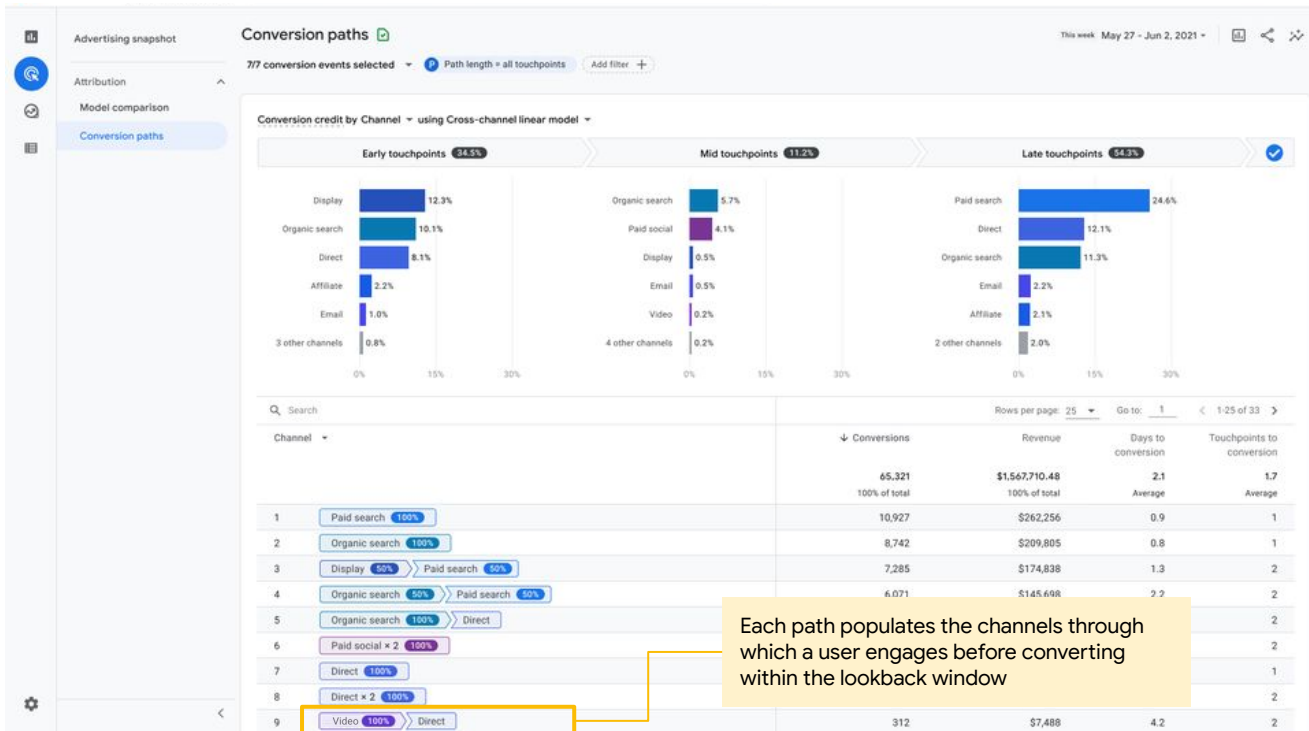
User acquisition: User source/medium			↓ New users	Engaged sessions
Totals			487,799 65.85% of total	689,249 48.02% of total
1	google / cpc	Google search	378,089	462,901
2	google / organic	(not set)	101,272	216,408
3	google / cpc	Search partners	3,936	3,878
4	google / cpc	(not set)	2,257	3,152
5	google / cpc	Google Display Network	1,282	867
6	google / cpc	YouTube Videos	714	1,368
7	mail.google.com / referral	(not set)	180	583

# Analyze how Video fits into a user's path to conversion

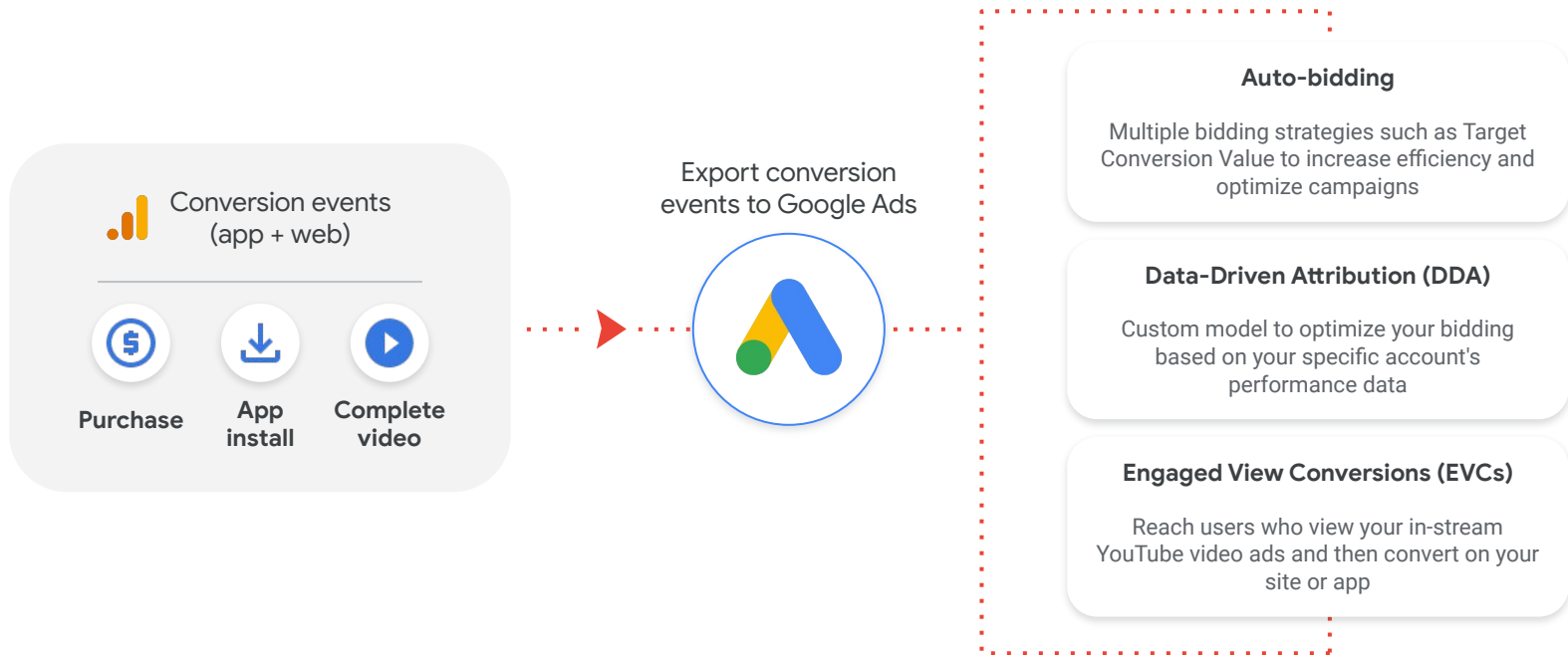
Advertising > Advertising snapshot > Attribution > **Conversion Paths**

Conversion Paths can demonstrate how YouTube fits into a user's path to conversion. Video is often at the beginning or middle of top conversion paths; Brand Search/Direct will be mostly towards the end).

Even when a conversion is not ultimately attributed to Video, it may be **assisting in driving conversions for other channels on a last-click model**.



# Optimize campaigns and ROI by exporting conversions

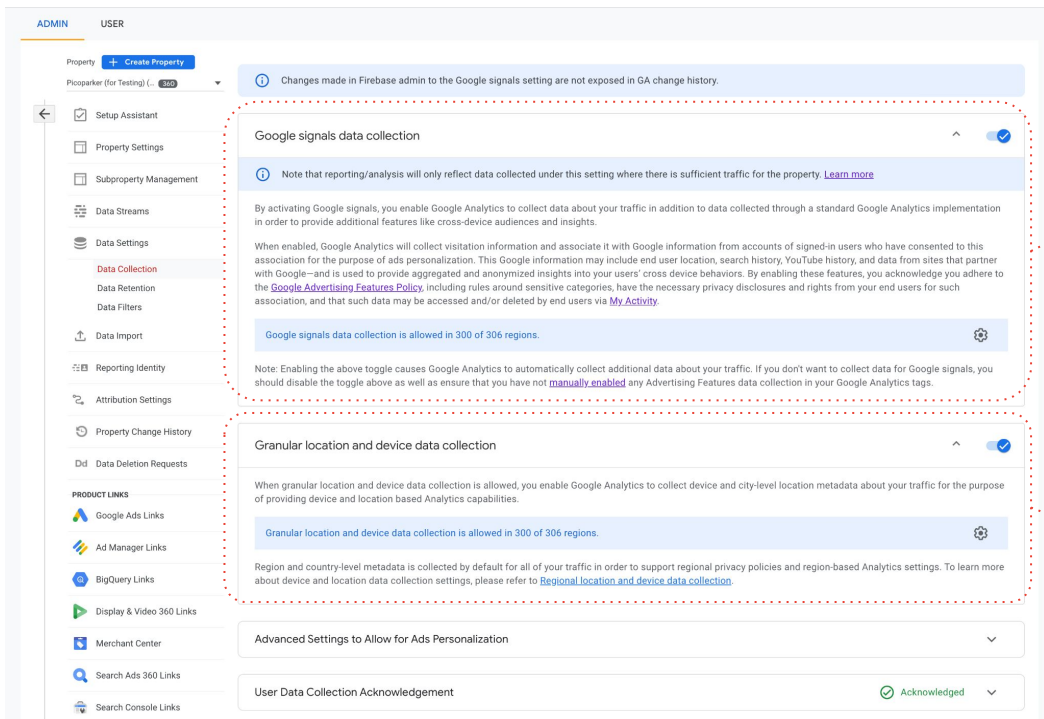




# Google Analytics 4 **does not log IP addresses** and provides **new regional controls**

*Disable the collection of Google-signals data on a per-country basis & the collection of granular location and device data on a per-country basis*

# New Google signals & metadata data collection granular controls



**Option to enable or disable collection of Google Signals on a per-region basis.**

If you disable Google Signals collection for a region, then Analytics maintains any historical data but **no additional data is collected from the time of the change forward.**

If you disable collection of Google-signals data, you will not have access to **cross-platform reporting, remarketing lists** based on Analytics data, advertising reporting features, or demographics and interests.

**Option to enable/disable the collection of granular location-and-device data on a per-region basis.**

Analytics collects this data **by default**. If you disable this data collection, Analytics does not collect the following data: *City, Latitude (of city), Longitude (of city), Browser minor version, Browser User-Agent string, Device brand, Device model, Device name, Operating system minor version, Platform minor version, Screen resolution*

# Enterprise Differentiation

*# GA4 360 features and limit improvements*

Google



# The new Google Analytics 360 is built for **Enterprises**



## Adapts to the needs of your teams

- ✓ Data governance
- ✓ Advanced user management
- ✓ Custom reporting



## Built for sophisticated needs

- ✓ More scale for:
  - API usage
  - BigQuery exports
  - Reporting history
  - Audiences



## Enterprise-level performance & supportability

- ✓ SLAs
- ✓ Audit notifications
- ✓ Compliance features

# Focus on growing your business and let our scalable enterprise solution support your evolving needs

## In-depth unsampled analysis

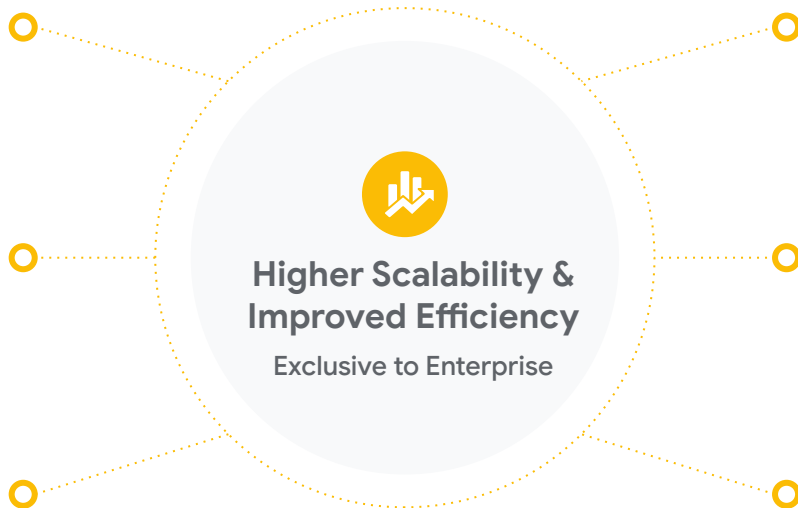
Obtain more value from your data by getting full visibility into all your data so you can realize in-depth analysis

## Custom aggregates

Analyze more granular and accurate data with incredible flexibility, providing up to 100x speed boost in viewing reports

## Higher limits on your data

Access more of your data, enabling you to slice and dice the data without limitations



## Real-time data reporting

Analyze real-time data as each event arrives during the last hour so you can monitor the immediate performance of your business

## Streaming intraday reporting

Get continuous access to data through constantly updated reports, one hour after data arrives

## Higher data retention

Analyze up to 50 months of data to determine the right strategy based on multi-year analyses

# 360 Feature Limits

Google Analytics 360 provides higher limits for Google Analytics 4 property data collection, reporting, retention, and export to BigQuery.

Note: Upgrading a Google Analytics 4 property to 360 will not impact billing for your Analytics account until the account has moved onto an Analytics 360 contract for Google Analytics 4 properties.

Feature	Google Analytics 4 properties (standard)	Google Analytics 4 properties under Analytics 360
Event parameters	25 per event 50 event-scoped custom dimensions per property 50 event-scoped custom metrics per property	100 per event 125 event-scoped custom dimensions per property 125 event-scoped custom metrics per property
User-scoped custom dimensions	25 per property	100 per property
Conversions	30	50
Audiences	100	400
Explorations	200 created per user per property 500 shared per property	200 created per user per property 1000 shared per property
Explore sampling limits	10M events per query	1B events per query
Unsampled explorations	Not available	Unsampled results up to 50B events per day per property
API quotas Most requests consume fewer than 10 tokens.	25,000 tokens per day	250,000 tokens per day
Data retention	Up to 14 months Options: 2, 14 months	Up to 50 months Options: 2, 14, 26, 38, and 50 months <a href="#">XL properties</a> : 2 months
BigQuery Export	Daily export: 1 M events Streaming export: unlimited	Daily export: Billions of events Streaming export: unlimited

# Better govern your data using Roll-Up and Sub-Properties

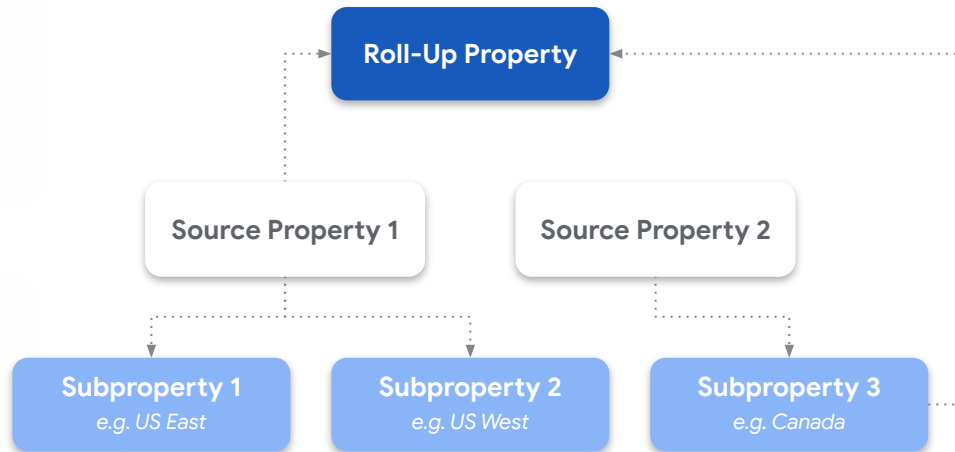
• • • • Only in GA4: easier to properly govern your data with Subproperties • • ●

## Roll-Up Property

Gain a comprehensive view of your business across products, brands or regions by bringing data together from multiple properties

## Subproperty

Limit what your team can access by incorporating the desired governance to your data



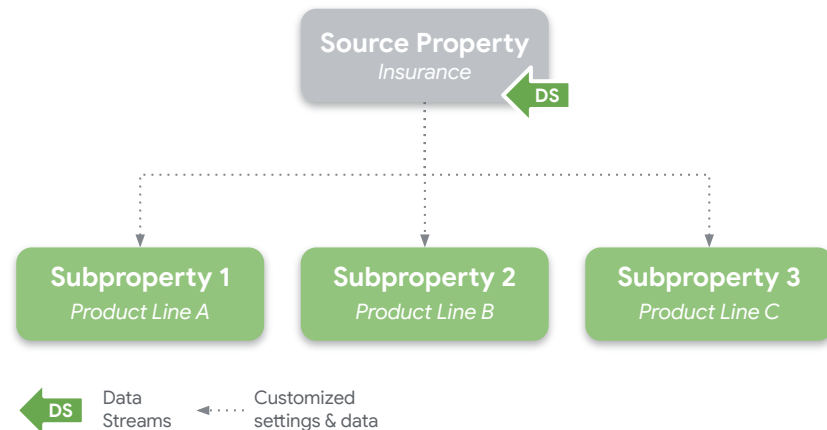
# Apply the right governance to your data

## Subproperty Example → Insurance Business

Complementary products with a single logical user base at the primary property level.

Analysts for specific product teams **should not have access to each other's data** and thus subproperties were created for each product line.

- **Enterprise Company:** 1 account
- **Insurance business:** 1 Property A, includes home, car, and life insurance data streams
- **Product line A (home insurance):** Subproperty 1, subset of Property A
- **Product line B (car insurance):** Subproperty 2, subset of Property A
- **Product line C (life insurance):** Subproperty 3, subset of Property A





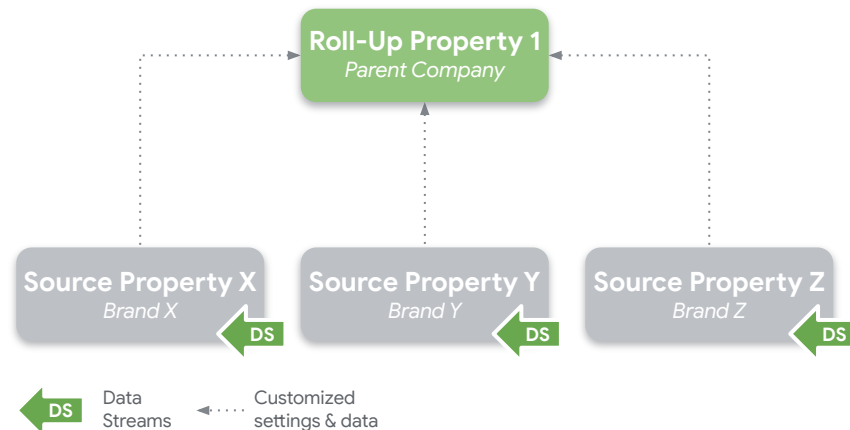
# Apply the right governance to your data

## Roll-Up Property Example → Multi-Product Parent Company

Each individual brand operates separately and has a distinct user base, so they each have their own property.

The **Parent Company**, however, would like to see all of their brands rolled up into a single property. In this case, the Parent Company will create a roll-up property with all **3 brand properties as sources for the rollup**.

- **Parent Company:** 1 account
- **Brand X (automotive):** 1 Property X
- **Brand Y (household goods):** 1 Property Y
- **Brand Z (consumer electronics):** 1 Property Z
- **Parent Company reporting:** Roll-Up Property 1, containing data from Properties X, Y, and Z



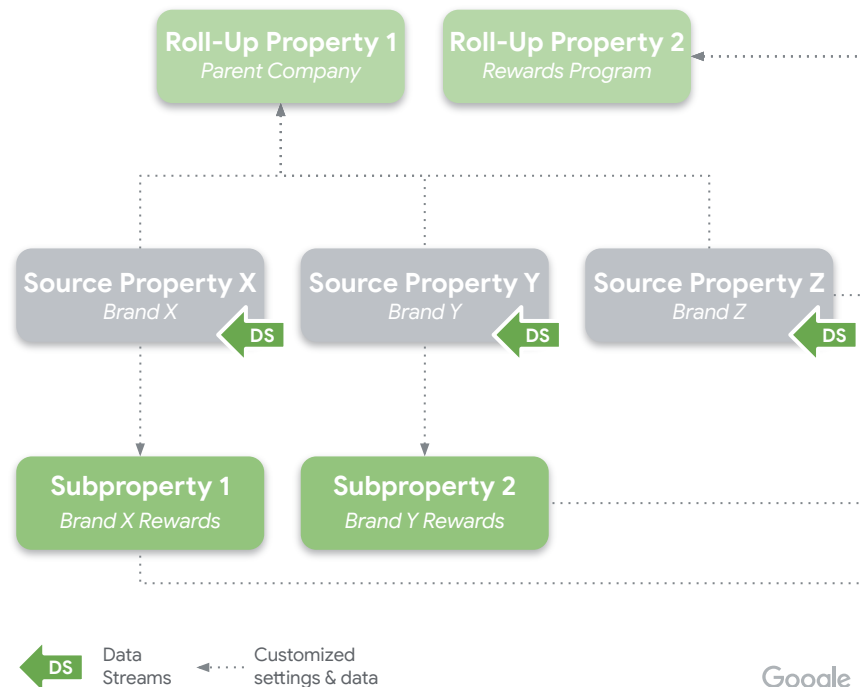
# Apply the right governance to your data

## Roll-Up Property & Subproperty Example → Loyalty Program

Each individual brand operates separately and has a distinct user base, so they each have their own property and 2 brands have their own subproperty.

The **Parent Company** would like to see all brands rolled up into one property and rewards into a separate property. Parent Company creates a **roll-up property with all 3 brand as sources for the roll-up & another roll-up property with the 2 brands that have subproperties for rewards and a source property.**

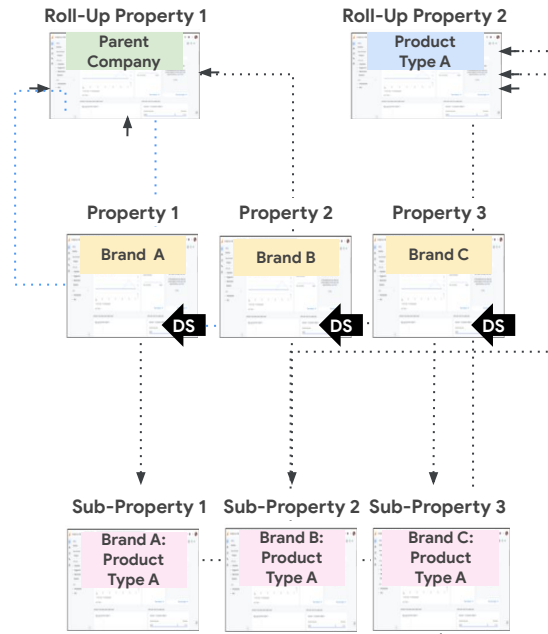
- **Parent Company:** 1 account
- **Brand X (Automotive):** 1 Property X
  - **Brand X Rewards:** Subproperty 1
- **Brand Y (Household goods):** 1 Property Y
  - **Brand Y Rewards:** Subproperty 2
- **Brand Z (Consumer electronics):** 1 Property Z
- **Parent Company:** Roll-Up Property 1, data from Properties X, Y, Z
- **Rewards Program:** Roll-Up Property 2, data from Properties Z and Subproperty 1 & 2



# Billing implications of Sub and Roll-up properties

Billable rates in events from Sub-Properties and Roll-Ups equal one **half of an event (.5x rate)** from a property.

Property Type	Property Name	# of events	Events billable	
Parent Company Roll-Up	Parent Company	1000	500	[.5x billable rate]
Product Type Roll-Up	Product Type A	300	150	[.5x billable rate]
<b>Roll-Up subtotal</b>		<b>1300</b>	<b>650</b>	
Property	Brand A	200	200	[1x billable rate]
	Brand B	300	300	
	Brand C	500	500	
<b>Property subtotal</b>		<b>1000</b>	<b>1000</b>	
Sub-Property	Brand A: Product Type A	50	25	[.5x billable rate]
	Brand B: Product Type A	50	25	
	Brand C: Product Type A	200	100	
<b>Sub-Property subtotal</b>		<b>300</b>	<b>150</b>	
<b>Total</b>		<b>2600</b>	<b>1800</b>	

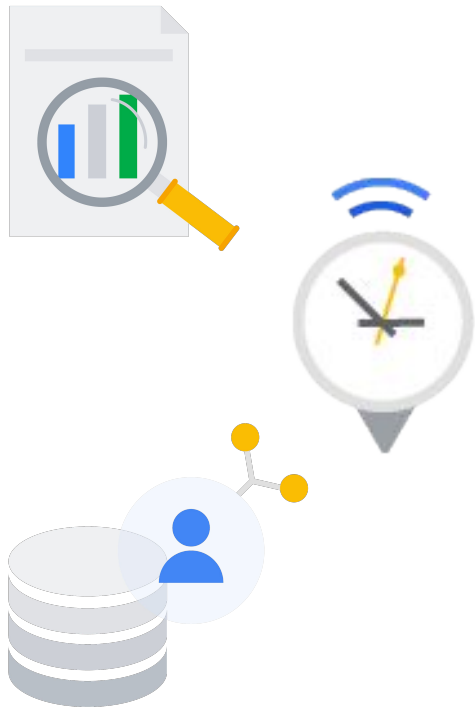


Ensure Sub-Properties are filtered to include only the necessary data needed for analysis and not all data included in the property.

# Higher Performance for demanding business needs

## 360 Only

- **Streaming Intra-Day reporting:** continuously updated reports as each event arrives. Getting the data in your hands faster.
  - Standard clients have 30 min of real-time data but then 4-8 hr batches
- **Admin and Reporting APIs:** programmatically manage your Analytics accounts as well as export Analytics data for use in your custom applications. Built with improved efficiency and [higher limits](#) for 360.



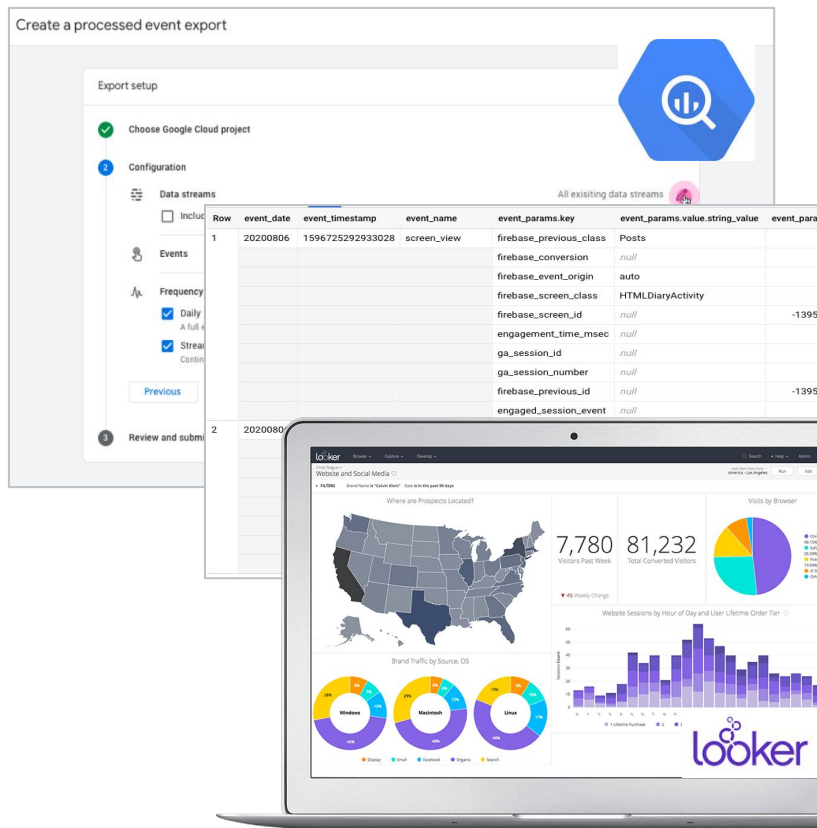
# Scale Analytics with Google Cloud's global infrastructure

- Google Analytics is the only analytics tool that is built on top of a hyperscale cloud with no data transfer fees between Analytics and any cloud region (33+)
- Server-side Tag Manager on GCP
- **Looker integration** creates new data visualization capabilities

360 Only

**BigQuery Daily Export:** essentially unlimited\* events per day

- Standard accounts daily export limit of 1M events/day
- BQ backfill and reprocessing
- BigQuery SLA
- Higher Data Import quotas

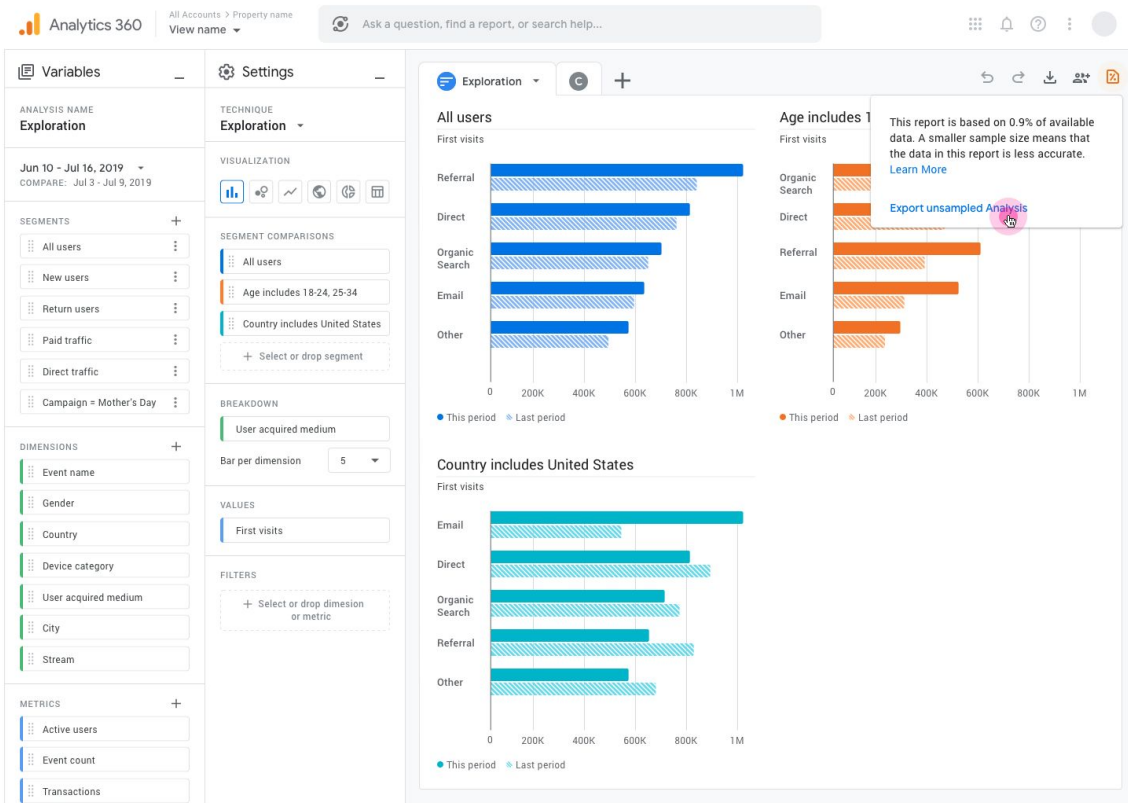


\* Example: customer with 20Bn daily events acceptable, most clients not near this threshold

# Analyze in-depth and adhoc on enterprise-level data volume

## 360 Only

- Query **1B Events** at a time vs Standard limit 10M Events
- Analyze up to **50 months of data** (vs 14 months in GA4 Standard for data retention)
- Unsamped Explorations of up to 50B events
- These enterprise limits allow you to analyze much bigger data sets, for a longer date range and bypass the steep learning curve of BigQuery



# Audit and Security reassurance with expanded Change History

- Change History now has a full, indexable log of feature changes
- In areas where the Admin API is implemented:
  - Detailed before and after state
  - This log creates a new class of support journeys

## 360 Only

UI and alert notifications for Admins for account & property changes around:

- Sensitive feature changes
- Audit/Security implications

Date range

Last 2+ years

Location

Account | Google Store (Eng)

Fewer filters

Apply

Reset

14 item types selected

Any action

Changed by anyone

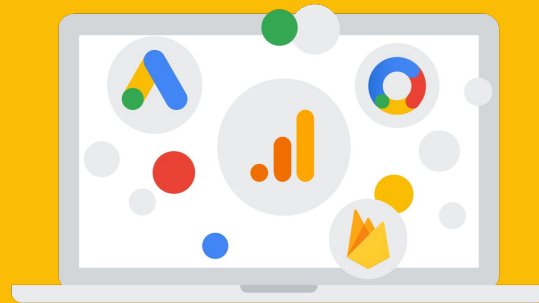
Search

Time	Location type	Location name	Item type	Action	Changed by	
Jul 7, 2020, 12:13:37 AM	Property	firebase-upgrade-not-stub	Firebase link	Deleted	System	
Jul 7, 2020, 12:08:47 AM	Property	not-stub-2	Firebase link	Deleted	System	
Mar 25, 2020, 8:07:06 PM	Property	Google Merchandise Store	Display & Video 360 link	Modified	philliptow@google.com	
Feb 10, 2020, 3:48:10 PM	Attribution project	a11y Test Project: Google Merchandise Store	Conversion type	Modified	shizhiliu@google.com	
Feb 10, 2020, 3:47:43 PM	Attribution project	a11y Test Project: Google Merchandise Store	Conversion type	Modified	shizhiliu@google.com	
Feb 5, 2020, 8:50:43 AM	Property	not-stub-2	Firebase link	Modified	System	
Feb 5, 2020, 8:45:51 AM	Property	firebase-upgrade-not-stub	Firebase link	Modified	System	
Jan 13, 2020, 12:52:40 PM	Attribution project	Google Merchandise Store: Attribution project	Conversion type	Modified	System	
Jan 13, 2020, 12:52:40 PM	Attribution project	Google Merchandise Store: Attribution project	Conversion type	Modified	System	
Jan 13, 2020, 12:52:40 PM	Attribution project	Google Merchandise Store: Attribution project	Conversion type	Modified	System	
Jan 13, 2020, 12:52:40 PM	Attribution project	Google Merchandise Store: Attribution project	Conversion type	Modified	System	

# The future of Analytics

*# Sneak preview of our Product Roadmap*

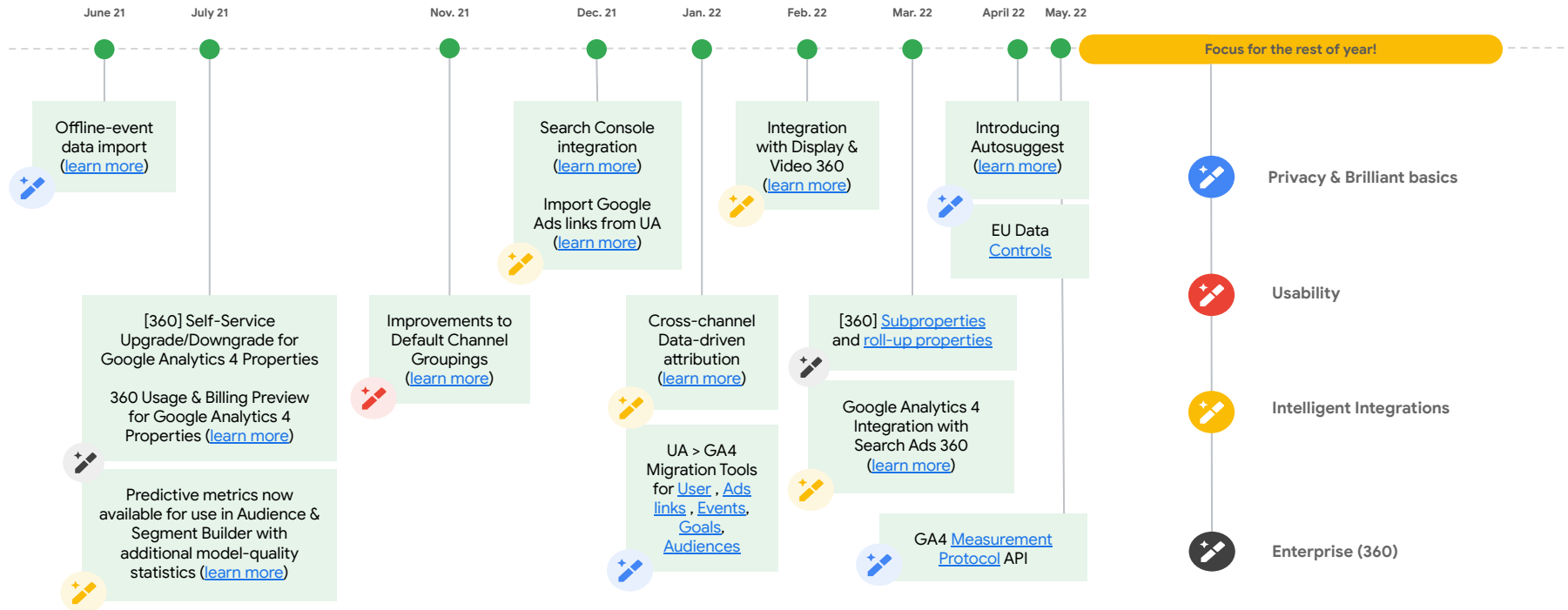
Google





# Google Analytics 4 launched features

Last update: May 5, 2022



# Our 2022 Investment Pillars



## Privacy & Brilliant basics

### Data Controls

Additional controls for **minimizing collection of user-level data** (i.e., IP address, cookies, and metadata)

### Tools

To replicate core essentials from Universal Analytics setups (Event, Audiences, Users & more)

### Data Import

Even **greater flexibility** in defining the source and schedule of data imported into Analytics

### APIs

**Increased parity** between the API and the UI



## Usability

### Dimensions & Metrics

Additional **predefined offerings and custom scopes** including landing page, eCommerce, item-scoped dimensions, and conversion rates

### Reporting

Additional **modeling and reporting functionality** to make it easier to gather insights and achieve business objectives

### Channel Groupings

Improvement to default channel groupings and **flexibility for custom groupings**



## Intelligent Integrations

### Predictions

Additional **predictive capabilities and intelligence** **playing a central role** in generating insights

### Explorations

**Availability** of this functionality in **core reports**

### Attribution

**More functionality** to help clients act on insights in connected platforms

### Integrations

**Net-new capabilities** to existing integrations and **additional integrations** to Google products

## Enterprise

Added functionality and new & improved SLAs



# Why upgrade to Google Analytics 4 now?



## The future of Analytics

Google Analytics 4 is designed for an evolving ecosystem, with machine learning at its core



## New innovations

Access new and exclusive features that will only be available in Google Analytics 4



## Cookieless insights

Google Analytics 4 will provide privacy-safe customer insights with or without cookies

# Thank you

