

NightJarr

An aerial photograph of a city skyline, likely Johannesburg, featuring a prominent telecommunications tower (MTe) and various high-rise buildings. The entire image is overlaid with a solid blue color. The text "The future of analytics" and "Starting at 2pm" is centered in white.

The future of analytics

Starting at 2pm

Please stop me at anytime

**There is no such thing
as a “stupid question”**



What we will cover today:

1.

What is GA4?

2.

History and the future

Changes from Universal (UA / GA3)

3.

Events.

4.

Implementation

Web and app data streams

5.

Demo

GTM

App tracking

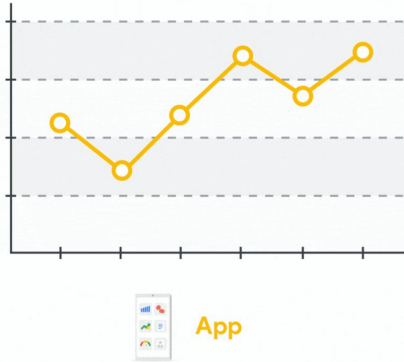
6.

Top tips

Coming Soon

What is GA4?

“App + Web”



Launched in 2018

Unified approach to Analytics

Move from “Users” to
“Customers”

Understand behaviour across
devices

“Evolution” of Google Analytics











NO carry over

Completely new data model

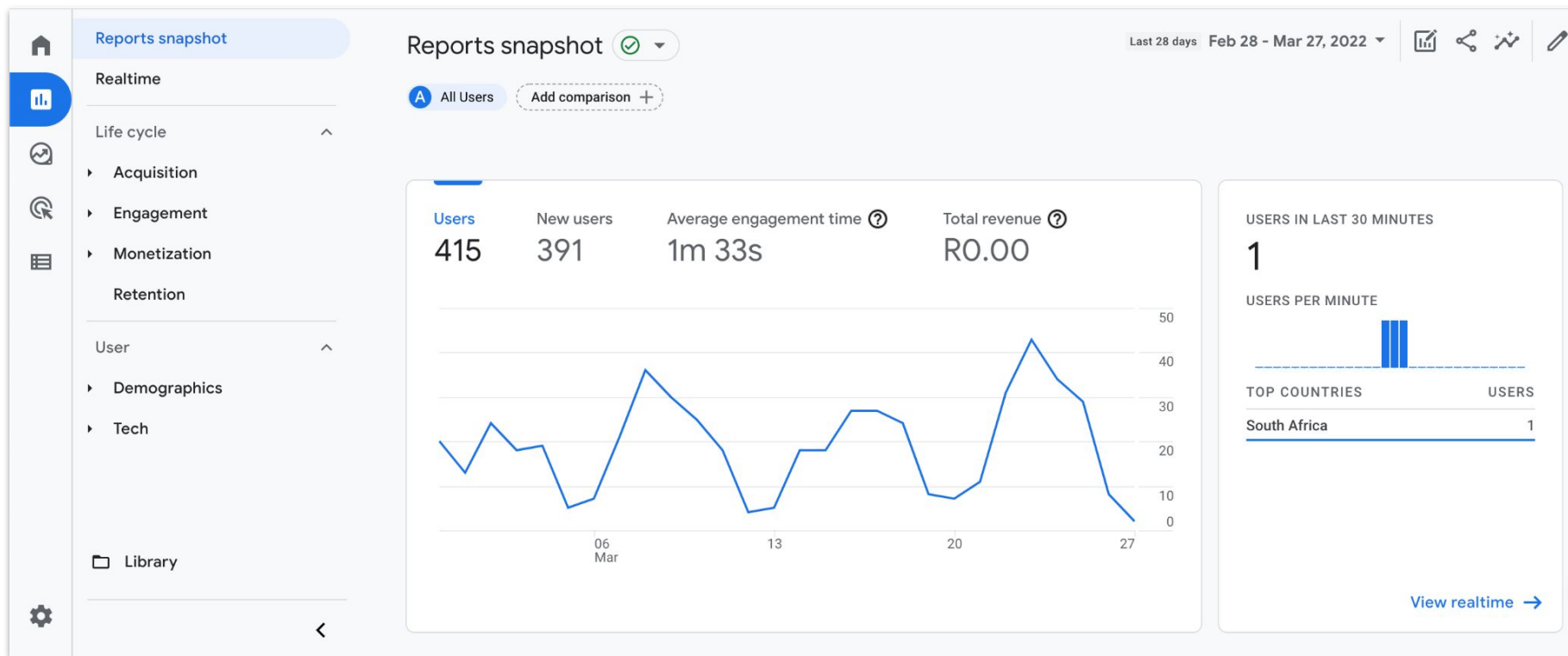
Cannot migrate old GA3 data

Start as soon as possible

New features

PRODUCT LINKS		
	Google Ads Links	
	Ad Manager Links	New!
	BigQuery Links	New!
	Display & Video 360 Links	New!
	Merchant Center	New!
	Search Ads 360 Links	New!
	Search Console Links	
	Firebase Links	

New interface



Explore



Techniques



Blank

Create a new exploration



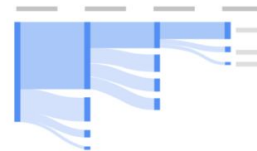
Free form

What insights can you uncover with custom charts and tables?



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?



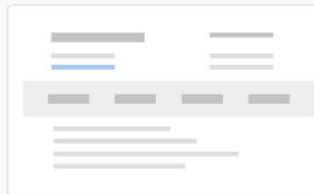
Path exploration

What user journeys can you uncover with tree graphs?



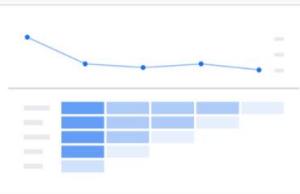
Segment overlap

What do intersections of your segments of users tell you about their behavior?



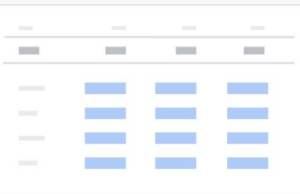
User explorer

What individual behaviors can you uncover by drilling into individual user activities?



Cohort exploration

What insights can you get from your user cohorts behavior over time?



User lifetime

What can you learn by analyzing the entire lifetime of your users?

History and future of analytics

Changes from Universal Analytics (UA / GA3)

How Google Analytics has evolved over time



urchin.js

ga.js

analytics.js

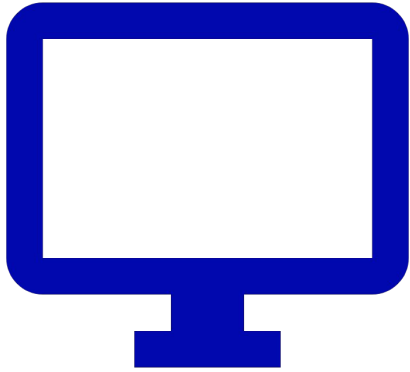
SDK

gtag.js

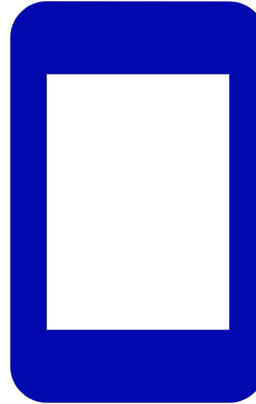
User expectations



Change in Human Behaviour



Desktop -
Webpages



Mobile -
Mobile pages



Apps -
Engagement



EVENTS


Everything is now an event



Automatic events:


Enhanced measurement

× Enhanced measurement SAVE


 **Page views**

Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.


[Show advanced settings](#)

 **Scrolls**


Capture scroll events each time a visitor gets to the bottom of a page.

 **Outbound clicks**


Capture an outbound click event each time a visitor clicks a link that leads them away from your domain.

 **Site search**

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

 **Video engagement**

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

 **File downloads**

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

Pageviews

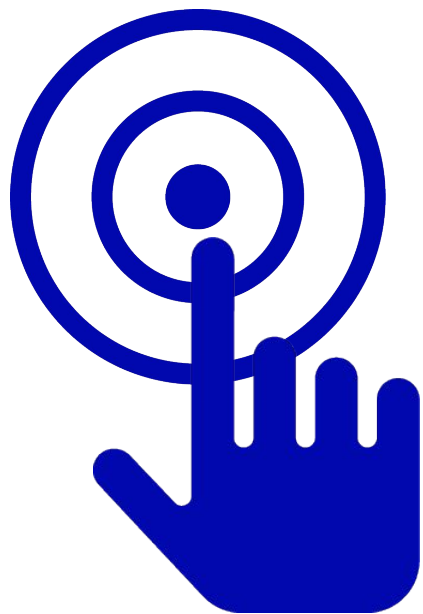


page_view
Event

**Custom
Dimensions**



**Custom
Definitions**



Any Other
User Engagement
to be tracked as
Events

(Requires set up)

Conversions need to be tracked as Events



(Requires set up)

GA4 Limits

Logged item	Limit	Can I delete items if I'm close to the limit?
Distinctly named events	500 per app instance (app) Automatically collected events , like first_open and in_app_purchase, and events you collect via enhanced measurement do not count toward the limits.	No
Length of event name	40 characters	N/A
Event parameters per event	25 event parameters	Yes
Length of event-parameter name	40 characters	N/A
Length of event-parameter value	100 characters	N/A
User properties	25 per property	No
Length of user-property names	24 characters	N/A
Length of user-property values	36 characters	N/A
Length of User-ID values	256 characters	N/A

Implementation

Web and app data streams



Data streams



Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

[Learn more: Add a data stream and set up data collection](#) 

Choose a platform



Web



Android app



iOS app

Implementation: web



Google Tag Manager


Implementation: web

GA4 Configuration


GA4 - Config

Tag Configuration

Tag Type

 **Google Analytics: GA4 Configuration**
Google Marketing Platform

Measurement ID [?](#)

G-XXXXXXX 

☒ Send a page view event when this configuration loads

☐ Send to server container [?](#)

> Fields to Set

> User Properties


> Advanced Settings

GA4 Event

GA4 - Event Name

Tag Configuration


Tag Type

 **Google Analytics: GA4 Event**
Google Marketing Platform

Configuration Tag [?](#)

GA4 - Config

Event Name [?](#)

event_name 

> Event Parameters

> User Properties

> Advanced Settings

Implementation: app Firebase



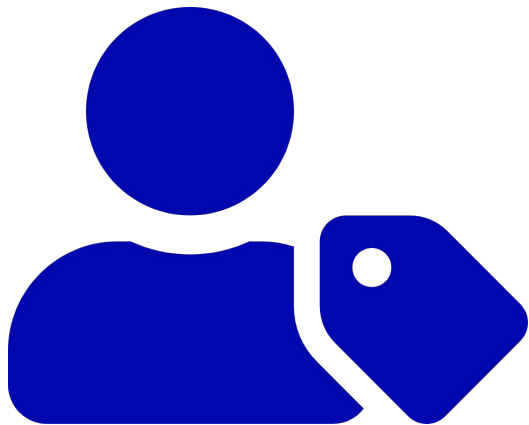
Firebase

<https://www.nightjarr.com/workshop-app-tracking-with-firebase/>

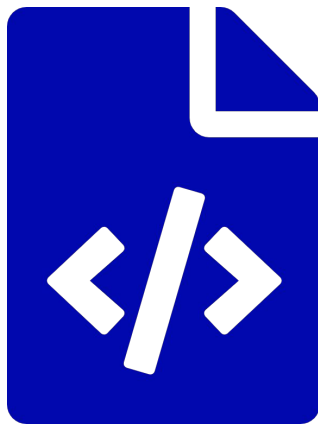
Demo

Top Tips

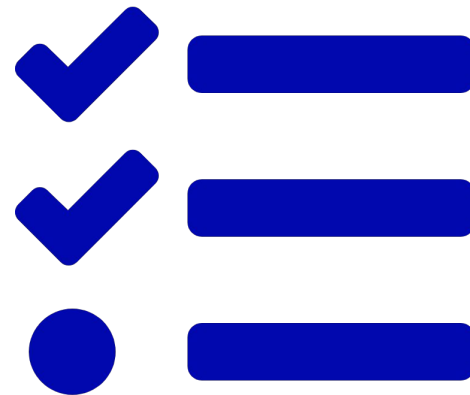
Top Tips



UserId



DataLayer



Measurement
Framework

Coming Soon....

Features Coming Soon...

- Machine Learning
 - Including conversion modelling for users who don't provide consent
- Predictive Audiences
 - Based on Conversion Probability
 - Based on Churn Probability
- User Lifetime Value Predictions

Next steps

Next workshops

Firestore workshop

Top KPIs to generate more B2B sales

Marketing insights session

Click here to book

Leave us a Google review [Click here](#)



Thank You