

# Introducing Google Analytics App+Web (now known as GA4)

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Google Analytics 4 Launched – Oct 14, 2020

[https://blog.google/products/marketingplatform/analytics/new\\_google\\_analytics](https://blog.google/products/marketingplatform/analytics/new_google_analytics)

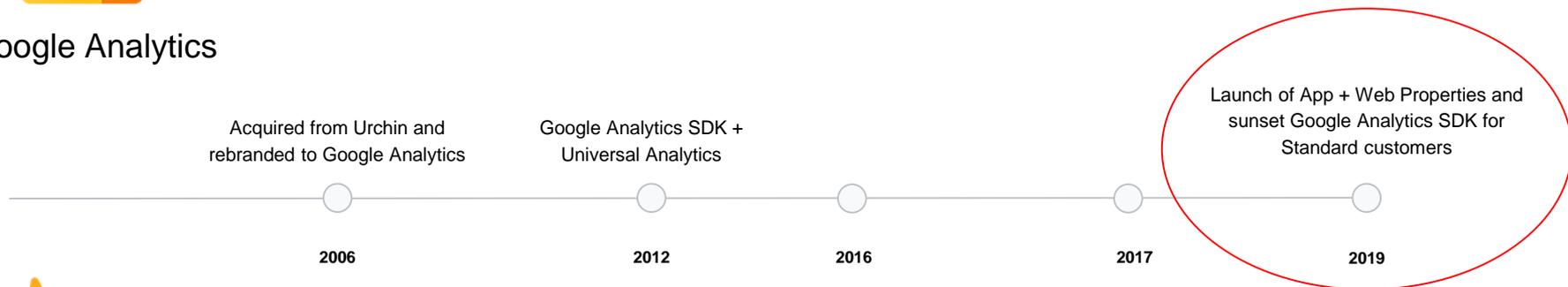
# Agenda

1. The Analytics Advantage
2. What is Google Analytics App + Web (GA4)?
3. How to Setup

# History: Evolution of Google Analytics



Google Analytics



Firebase

# Benefits of App + Web properties



## Scalable with your business

Measure all the interactions people have with your brand online, giving you a complete, relevant and timely overview of the customer journey.



## Adapt to a changing environment

Leverage responsible, durable measurement that will drive business outcomes for the long-term, while meeting user expectations for privacy.



## Intelligent business insights

App + Web properties automate and facilitate insight discovery, making it frictionless to get the most value from your business data.



## Drive business impact

Activate your data and insights more effectively to drive measurable marketing outcomes to gain a strategic competitive advantage.

# Unified view across Apps & Websites



## Improved Analytics for all

Unified offering for user-centric analytics across app and web.

Aims to bring the best of Google Analytics for Web and Google Analytics for Firebase, for a fast and flexible analytics offering with robust functionality and fewer limits.

# New infrastructure for web clients

## Existing Firebase for app clients



### New infrastructure for web clients

For clients using web-based Google Analytics, App + Web properties enable new capabilities, with a completely new data collection model, new interface, and new functionalities – based on the Google Analytics for Firebase infrastructure.

This requires app clients to have Firebase implemented and web clients to use One Google Tag (either gtag or GTM)

# Future roadmap



## Future vs Now

App + Web properties are currently launched as GA4 (just out of beta).

For new sites/apps, you can start with Google Analytics 4 right now and gain access to a long roadmap of continuous new features

For existing GA users, we recommend to continue to use their current Analytics implementation as their source of truth for now. In the meantime, can start with dual-setup of GA4 and slowly migrate

# Existing Users: Dual setup



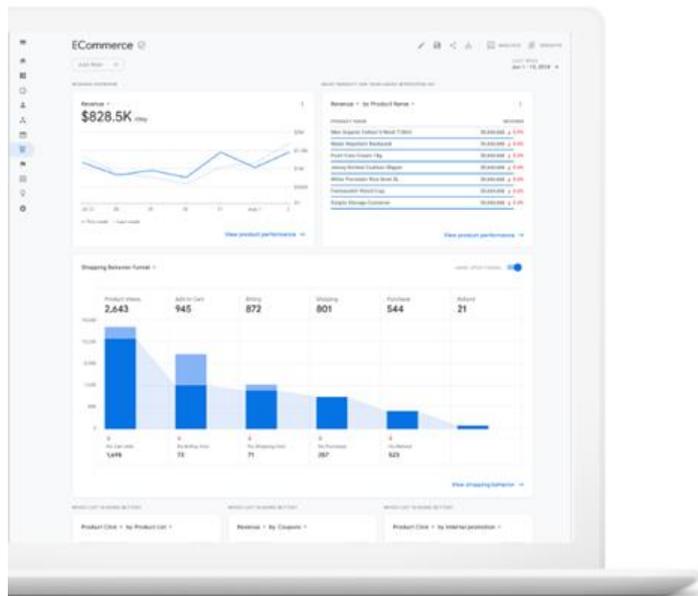
## Dual Setup of GA4

We recommend existing GA users to implement GA4 properties now, in a dual setup configuration, if they are interested in trying new features.

Dual setup enables you to access some new use cases today, like full cross-device reporting (with Google Signals or UserID) and cross-platform reporting (with Firebase).

You will also generate a historical backlog of data to use with these features in the future

# Dual setup: The Value Proposition



## Clean slate

An opportunity to review measurement strategy and start collecting cleaner data from the start

## Early access

Dual setup enables you to leverage new features early, get to know the new system and build up historical data

## Integrations (coming soon)

In order to drive deeper product value, all clients will gain access to integrations that were previously 360-only, including GMP Integration (DV360, SA360, Campaign Manager) and BigQuery

# App + Web Property Dual Setup Overview



## **BASIC MEASUREMENT**

- Phase 1      Create an App + Web property
- Phase 2      Create data stream (Web, Android, iOS)
- Phase 3      Activate Enhanced Measurement
- Phase 4      Enable Data Collection
- Phase 5      Link to Google Ads & enable conversion events for conversion export

## **ADVANCED MEASUREMENT**

- Phase 6      Implement E-Commerce Measurement
- Phase 7      Add recommended events, custom events & parameters

# Basic Setup Walkthrough

Web with gtag

<https://analytics.google.com/>

Web with Google Tag Manager (GTM)

<https://tagmanager.google.com/>

App with Firebase

<https://console.firebase.google.com/>

# Enhanced Measurement - Data Automatically Collected (web only)

Measurement Option / Event	Triggered...
Page Views (page_view)	each time the page loads or the browser history state is changed by the active site
Scrolls (scroll)	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)
Outbound clicks (click)	each time a user clicks a link that leads away from the current domain
Site search (view_search_results)	each time a user performs a site search, indicated by the presence of a URL query parameter
Video engagement (video_start) (video_progress) (video_complete)	For embedded YouTube videos: <ul style="list-style-type: none"><li>• video_start when the video starts playing</li><li>• video_progress when the video progresses past 10%, 25%, 50%, and 75% duration time</li><li>• video_complete when the video ends</li></ul>
File downloads (file_download)	When user clicks link leading to a file