

**Google Analytics 4** 

How-To Guide Online Marketing Ticketing

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## Universal Analytics v.s. Google Analytics 4

What are the exact differences between the two? This chapter is build up in several sections:

- 1. Data Collection
- 2. Data Model
- 3. Conversion
- 4. Reports
- 5. Page Analysis
- 6. Sessions, Users & Bounce Rate



# 1. Data Collection

How is the data collected and measured?

### **Universal Analytics**

Collects data based on filters per property (e.g. website, app); which is labeled as a specific view.

ADMIN USER					
Account + Create.	Account	Proper	rty + Create Property	View	- Create View
Demo Account	•	UA - G	oogle Merchandise Store (UA-54516992-1) 💌	1 Ma	ster View 👻
Account Settin	igs (	• 0	GA4 Setup Assistant	•	View Settings
Account Acces	ss Management		Property Settings	Þ	K Goals
T All Filters		$\langle \rangle$	Tracking Info	Ŷ	7 Filters
💼 Rubbish Bin		PRO	OUCT LINKS	h	E-commerce Settings
		-	Google Ads links	D	d Calculated metrics BETA
			AdSense links		RONAL TOOLS & ADDETS
			Ad Exchange links	Ę	E Segments
		00	All Products	Ģ	Annotations
				de	Multi-Channel Funnels Settings
		Ŷ	Audience Definitions		-
		Dd	Custom Definitions	2	Custom Channel Grouping BETA
					P Custom Alerts
				13	Scheduled Emails
				P	Saved Reports

### **Google Analytics 4**

Aggregates data based on property level. Which allows you to combine all property's (e.g. website, app) into 1 property.

ADN	IIN USER				
	Property + Create Property GA4 - Google Merchandise Store (2130	Data Streams			
4	Setup Assistant	All IOS Android	Web		Add stream 👻
	Property Settings	North America & Canada We     http://shop.googlemerchandises/	bsite 1600198309	Receiving traffic in past 48 hours.	>
	Date Streams				
	Data Settings				
	1 Data Import				
	征回 Reporting Identity				
	PRODUCT LINKS				
	Google Ads links				
	🎸 Ad Manager links				
	BigQuery Inks				
	Display & Video 360 links				
	Merchant Center				

# 2. Data Model

How is the data modelled?

### **Universal Analytics**

#### **Based on**

- Hits
- Sessions
- Page view
- Total events

\*Previously, if you would not set up certain tags, you would not have gained the data insights.

### Manual events setup in Google Tag Manager

- Category
- Label
- Name
- Optional Value

**Google Analytics 4** 

### **Based on**

- Hits
- Eventscountmetricusedinconjunction with name dimension events

### Has a series of events available

- Automatically collected events
- Enhanced event measurement
- Recommended events
- Custom events

stream de	tails			
🖉 Data	collection is active in the	e past 48 hours.		
Stream de	tails			0
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Events				
✦ Enh Auto Data Goo	anced measurement omatically measure interact I from on-page elements sur gle.Learn more	ions and content on your sites in addition to stand ch as links and embedded videos may be collected	lard page view measurement. With relevant events. You must ensure that no personal	ly identifiable information will be sent to
Mea	esuring: 💿 Page views	Scrolls 🖰 Outbound clicks + 4 m	ore	٩
S Mor	dify events lify incoming events and par	rameters. Learn more		Configure enhanced measurement

## **3.** Conversion

How is conversion measured? How are events turned into conversions?

### **Universal Analytics**

Conversions measurements have to be setup by the user. There are 4 different types of goals that need to be setup to be able to convert a measurement into a conversion.

### **Google Analytics 4**

Events can be marked as conversions with a simple toggle mechanism.

	One Coogle Merchai	TUISO III .				
Events	0.				Last 38 days 1 Nov - 28 No Compare: 4 Oct - 1	v 2022 * Ø
Audiences Custom defi	initions	You can now view custom dimension	ons and metrics in Custom definitions.		Dismiss Try it now	
DebugView					Modify event Create event	
		Existing events			Q 🕁	
		Event name 🕈	Count % change	Users % change	Mark as conversion (2)	
		add_payment_info	6,340 🕇 30.9%	3,075 1 31.5%	Toggle the own	tch on to mark an
		add_shipping_info	7,449 🕇 24.3%	3,615 1 27.0%	If an event has	n't been triggered
		add_to_cart	25,596 🕇 31.3%	7,413 🕇 23.5%	yet and doesn't click New com	t appear in the tab rension event in
		android_lovers	1.514 🕇 7.1%	1,320 1 5.7%	Conversions to the event as a	conversion. You
		begin_checkout	5,404 🕇 31.1%	2,838 1 30.7%	event doesn't a	leady exist. Lear
		campus_collection_user	1,386 🕇 25.9%	1,201 1 10.2%		
		click	11,882 † 15,2%	5,421 1 14.0%		
		discount_value	1,879 🕇 183.4%	1,639 🕇 171.8%		
		errors	3.879 4 4.4%	1,903 4 36.4%		
		experiment_impression	18 🛉 200.0%	4 1 100.0%		
		fest_visit	58,904 † 3.2%	59,218 1 3.7%		
		new_engaged_user	20,647 † 19.1%	17,517 1 6.8%		
		new_recent_active_user	58,171 † 18.9%	49,290 1 6.1%		
		non, purchasers	8.900 † 26.6%	7,578 1 13.1%		
	<					the state

### 4. Reports

How is conversion measured? How are events turned into conversions?

### **Universal Analytics**

**Reports based around 4 main categories** 

- Audience
- Acquisition
- Behaviour
- Conversions

### **Google Analytics 4**

### Reports based around 2 main categories, with 6 subcategories

### Life cycle

- Acquisition
- Engagement
- Monetisation
- Retention ٠

### **User category**

- **Demographics** •
- Tech •

Behaviour reports have been replaced by engagement reports.



# **5. Page Analysis**

How are pages analysed?

**Universal Analytics** 

### One metric to analyse page views

• Page\_view event

### Ability to measure pages based on

• Unique views



### Two metrics combined to measure page views

Page\_view event + Screen\_view

In reports you can use the Views metric, to measure the number of times either of the two events is triggered.

### Ability to measure pages based on

- Views
- Event counts: Triggered per page, like scrolling, clicks page etc.
- Users
- Views per user
- Engagement time
- Conversions

### 6. Sessions, Users & Bounce Rate

How is conversion measured? How are events turned into conversions?

### **Universal Analytics**

#### Sessions are defined as

- Group of user interactions with your website taking place within a given time frame
- Session duration is de timeframe, the user interactions take place in

A single session can contain multiple page views, events, social interactions and e-commerce transactions. Bounce rate is percentage of single-page sessions.

#### Has two metrics in place to measure users

- Total users: Total number of unique users who logged an event
- New users: Users who triggered the first\_open or first\_visit event

**Google Analytics 4** 

### Sessions are defined as

- Started when someone loads a page on a website
- Duration is calculated between first and last events triggered by a user
- User engagement instead of Session duration

Engagement rate shows the percentage of engaged sessions. The inverse of it would be the bounce rate, where people were not engaged, but it is not separately measured.

#### Engaged session is when

- Session last longer than 10 seconds
- Session has conversion event
- Session has at least 2 page or screen views

#### Has three metrics in place to measure users

- Total users: Total number of unique users who logged an event
- New users: Users who triggered the first\_open or first\_visit event
- Active users: Users who logs an engaged session

\*Depending on how frequently users return to the website, Total users and Active users may be more or less similar.

# How To Set It Up

This chapter describes how to setup tracking in Google Analytics 4, from scratch.

- 1. Needed Before Setup
- 2. Creating the Connection
- 3. Set Up Tracking Events

# 1. Needed Before Setup

Before you can setup tracking in Google analytics 4, you need a few basics.

### These include

- Ticketing Shop, with a shop link for a specific event you want to setup tracking for
- Gmail account with access to Google Analytics 4

# **2. Creating the Connection**

How to create the connection between your ticketing shop and the Google Analytics tracking product.

- Create a new google analytics account for a specific event
- Set the account upt o be a web account
- Insert the Ticket shop URL
- Insert given measurement ID in the Ticketing Google Analytics key section \*It can take up to 48 hours for Google to sync the ticketing shop with the Google analytics platform.

			0
STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
Myeventfestival	https://store.ticketing.cm.com/Eventshop	99999999	G-FTVOOLAX
e Analytics viewport			
e Analytics viewport			
e Analytics viewport Settings Event information	Consents Payment methods User Data E-Commerce	Email Commercial ter	
e Analytics viewport Settings Event information Google Analytics Key	Consents Payment methods User Data E-Commerce	Email Commercial ter	



# **3. Set Up Tracking Events**

How to setup specific triggers & what you can set up. There are 4 different types of triggers in Google Analytics 4. These are described as events.

### 1. Automatically collected events

Standard events, available & setup right out of the box.

### 2. Enhanced event measurement

Toggles for more advanced types of data collection.

### 3. Recommended events

Still need manual setup.

### 4. Custom events

Still need manual setup.

Each of these events are setup / configured differently. Depending on your tracking need, you will need a multitude of types or can start off with the automatically setup types.

### 3.1 Automatically collected events

Automatically collected events are available once you have connected your tracking. The standard automatically collected events are mandatory (critical components for all GA4 properties).

#### • First\_visit

Calculates new visitors on your website / ticketshop.

### • Page\_view

Reports page that the user is viewing.

#### Session\_start

Determines when user session started. After 30 min of inactivity, a new session\_start is triggered.

#### User\_engagement

Collected periodically, used to report when someone has spent at least 10 seconds on your website.

### You can find them here

Account > Settings > Data Streams > Your ticketshop stream > Events

### 3.2 Enhanced measurement events

Enhanced measurement events are available once you have connected your tracking. Unlike automatically collected events, these are **optional**.

### Scrolls

For people scrolling at least 90% of a page.

#### Outbound clicks

From your website to other websites.

#### • Site search

For the keywords entered into your website's search function.

#### Video engagement

Of people watching embedded YouTube videos.

### • Files downloads

For people downloading files from your website.

#### You can find them & turn them on/off via toggles here

Account > Settings > Data Streams > Your ticketshop stream > Events > Enhanced measurement

Within this same section you can also **tweak automatically collected events** with advanced settings. E.g. you can adjust the configuration for a page view.



### 3.3 Recommended events

You can setup your own custom events for user behaviour you want to track. Google has already setup templates for various events, these can be found in the recommended events list.

You can use these events if are applicable to your use case. For our ticket product we implemented the following events

- add\_to\_cart
- remove\_from\_cart
- begin\_checkout
- purchase

Each event contains different data variables.

### You can find them & turn them on/off via toggles here

Account > Settings > Data Streams > Your ticketshop stream > Events > Enhanced measurement

### 3.4 Custom events

You can choose to setup your own specific tracking events. To setup custom events you will need to use a combination of Google Tag Manager (specify which data you want to sent) and Google Analytics 4 (specify how you want to identify the data).

Before you setup a custom event, you need to check if all data you need for this custom event, is identified by Google Tag Manager.

<u>Click here</u> for a guide to setting up custom events.

# **Cross-domain Tracking in GA4**

This chapter describes how to setup cross-domain tracking in Google Analytics 4.

- 1. What?
- 2. How to set it up?
- 3. Impact of Cookie Consent



# 1. What?

Cross domain tracking allows you to track users from 1 site onto another. Allowing you to track e.g. If an advertisement on www.mysite.com led to a shop visit on www.mystore.com.

	Session ID	
www.mysite.com		www.mystore.com
		www.mystore.com/? gl=1*abcde5*

### Without v.s. With Cross-domain tracking

Without cross-domain measurement, new cookies with new IDs are created for each domain a user visits. As a result, a single user visiting different root domains (e.g. www.example.com and www.anotherexample.com) on the same device will be identified separately (two users and two sessions instead of one user and one session).

With cross-domain measurement, the cookies retain the same IDs as they are passed from one domain to another via a URL parameter (\_gl) when the user navigates between domains through a link or a form. As a result, Analytics identifies just one user and one session.



# 2. How To Set It Up?

Using tagging, you can configure multiple domains and cross-domain measure data streams. GA4 actually supports this and identifies users by assigning each a unique client ID and session ID. It automatically tracks subdomains.

### Items required to be able to use cross-domain tracking

- All websites must use the same GA property
- Configure cross-domain tracking in GA4 UI

There is no need to update Referral exclusion list

### Setup flow

- 1. Go to admin
- 2. Go to a specific data stream you want to configure cross-domain tracking for
- 3. Go to more tagging settings
- 4. Go to configure your domains
  - Configure and add conditions, to specify your domains
  - Domains will also cover all other subdomains if you reference the matchtype as contains
- 5. The created tracking property shows up in tags
- 6. Google analytics cookie on both websites will be the same value

<ul> <li>Configure your domains</li> </ul>	G-VSW03W7WS4			Save
A Changes made here con	uld affect other Google Analytics	properties. <u>Learn more</u>		
Specify all of your domains that u Outbound Click events when using	se this tag. This list enables cross g enhanced measurement. <u>Learn i</u>	s-domain measurement and <u>more</u>	further defines which links on	your site do not trigger
Configuration				
Include domains that match the	he following conditions			
Match type		Domain		
Contains		gtmcourse.myshopi	fy.com	Θ
Contains		- Feebricemania.com	r	
Add condition				
Add condition		GTM-KT	KZFVZ Workspace Changes: 1	5 Preview Subm
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### 3. Impact of Cookie Consent

What is the impact of cookie consent onto cross-domain tracking?

When there is **consent**, Analytics uses first-party cookies to set IDs for each unique user and each unique session. If no consent is give, the sessions between domains of a user cannot be identified.



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