5 Benefits of Google Analytics 4 (GA4) for Marketers

GA4 will soon replace Universal Analytics. The biggest benefit of the platform is that GA4 uses machine learning to predict user behavior. This technology, along with other added features, make GA4 the intuitive analytics platform marketers have long been waiting for. Let's take a look.

1. User-Centric Engagement Metrics

GA4 makes it easier to dive into user-focused reports that focus on the lifecycle and user. Powerful user-centric engagement metrics provide a well-rounded view into website visitor behavior and actions. This enables you to see how visitors interact with your website, what content inspires conversion and where you can make optimizations.

2. Improved Customer Journey & Attribution Measurement

GA4 Lifecycle reports focuses on users and their interactions across the customer journey. This includes the initial touchpoint with a website visitor through customer retention after a purchase. GA4 also offers a free data-driven attribution model and advanced attribution reporting. These features provide more visibility, making it easier to identify gaps and opportunities. Plus, see where you can enhance marketing strategies.

3. Ability to Create Accurate Customer Segments

GA4 enables marketers to create predictive audiences based on churn, conversions and revenue. GA4 also shares audiences across paid media and channels. With better targeting, you can optimize campaigns to reach the right audiences at the right time. Better audiences make campaigns more successful, improving ROI on marketing and ad spend.

4. Forecast Analytics

GA4 offers advanced analysis tools that were previously available only to GA360 customers. The Analysis Hub goes beyond standard reports. It enables marketers to drill down and visualize data, uncover deeper insights into customer behaviors and tell data stories that matter.

5. Out-Of-The-Box Integration

GA4 integrates with BigQuery, Google AdWords, Search Ads 360, Display & Video 360, programmatic and more. This allows you to analyze massive datasets within seconds, perform advanced analyses on raw data and gather valuable insights from the platform's machine learning. By combining data from various marketing or CRM tools, you can get a clear picture of your customer journeys.

5 MYTHS ABOUT GOOGLE ANALYTICS 4 (GA4) (PLUS, THE TRUTH BEHIND THEM)

The shift to Google Analytics 4 (GA4) has left marketers with more questions than answers. Plus, plenty of misconceptions. Here, we'll dig into common myths so you can finally get to the truth.

MYTH #1

Google Analytics Will Automatically Update To GA4

Not true. You must manually set up GA4 separately from your current analytics platform.

For more details on GA4 myths, listen to the most recent episode of the Leader Generation podcast.

MYTH #2

I Should Map Everything From My Current Google Analytics To GA4

Not so fast. It's better to keep your existing setup along with the new GA4. Why? GA4 requires a mindset shift. The way it collects data and sorts it into useful information is completely different. With both setups running, you'll have time to learn, adapt and transition to the new platform.

MYTH #3

I Need To Transition To GA4 As Soon As Possible

Relax. You have some time. Standard and 360 Universal Analytics properties will stop processing new hits on July 1, 2023, and October 1, 2023, respectively. But remember, it's best to run the old and new side-by-side. So, don't wait too long to set up GA4.

MYTH #4

GA4 Will Be My Single Source For All Marketing Data

GA4 is magical, but even it has limits. Can it help you more effectively run and measure campaigns in the Google-verse? Absolutely. But it's not designed to replace your entire marketing tech stack. To see where GA4 fits in, perform a SWOT analysis and map it to your business objectives.

MYTH #5

GA4 Is Fully GDPR (General Data Protection Regulation) Compliant

GA4 has updated privacy features and functionality, but it isn't fully GDPR compliant. The new platform does, however, help users comply more easily with most data privacy laws.

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Need Help Setting Up GA4? Or Getting The Most Out Of It?

GA4 is not a one-to-one swap. It requires rethinking what and how data needs to be collected. Mod Op has a team of GA4-certified analytics experts. Let's work together to configure the GA4 platform to work best for your company's needs.

The GA4 Process

DAY 1

Gain access to or set up Google Analytics 4

WEEK 1

Interview stakeholders and collaborate with your team to understand your specific business objectives for the next 12-24 months

MONTH 1+

Perform a SWOT analysis and gather your feedback on the findings. Launch the configured GA4 platform to build strong baseline data. Design an Analytics Playbook. Continuously test and scale to meet business objectives

Get In Touch

Need help transitioning to GA4?
Talk to your Mod Op contact today!

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