



TRKKRecap

## How Can You Unlock the Full Value of Google Analytics 4?

TRKKRecaps provide introductions to, and summaries of, key developments in Google digital marketing and cloud technology, and their wider context.

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# How Can You Unlock the Full Value of Google Analytics 4?

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## Overview

To get the most from GA4, brands should consider leveraging:

1. GA4's array of controls on data collection and retention to ensure these are aligned to consumer expectations.
2. Using its data enrichment and ingestion tools to unify online and offline data, to have a full view of your customers, enabling better analysis.
3. Using Google Signals to enrich your data with Google's, to better understand visitors and increase the scale of cross device measurement.
4. Using Predictive Measurement for ML-derived user segments.
5. Using the audience management tools to create and review first party audiences and linking them into Google buying platforms for activation.

GA4's out of the box functionality can be built on via its native Google Cloud integrations. This allows further sophistication by utilising cloud tools to carry out additional analysis and modelling, such as creating custom-propensity audiences or key business evaluation, such as estimating a customer's expected life-time value.

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## Google Analytics 4—A Foundation for Maturity

Analytics platforms are increasingly the foundation of modern first party data collection and unification. Using the right platform and leveraging its full array of features can turn data into actionable audiences and insight. It can act as the Customer Data Platform you never knew you had!

The latest version of Google's Analytics offering, GA4, has been built from the ground up with these new requirements in mind. In this edition of TRKK-RECAP we'll look at the features we recommend brands should be using to realise the full potential of their Google Analytics platform.

## Achieve More Robust Governance & Control by Leveraging Advanced Privacy Features

GA4 comes with numerous out of the box controls to support modern privacy management needs.

Leveraging these tools to automatically apply your business protocols or manage privacy-related customer requests, will reduce the resource time needed for this, increasing resource time for analysis and activation.

Additionally, complement GA4 with Consent Mode to adjust analytics tag behaviour to respect user choice, while still generating data to support aggregate modelling to limit loss of conversion



### Customise rules for Data collection

- ✓ Default IP address anonymization
- ✓ Dynamically disable data collection
- ✓ Set data retention periods



### More control of Data removal

- ✓ Delete data for any reason and at any time from Analytics server
- ✓ Delete data for individual users or other parameters



### Control for Ads Personalisation

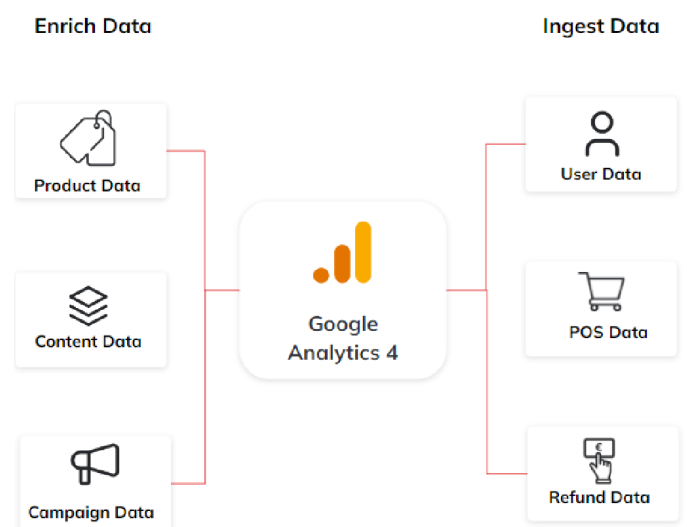
Manage how the data is used for ads personalization per Analytics property, region and specific dimensions.

## Integrate Your First-party Data for a Holistic Journey View

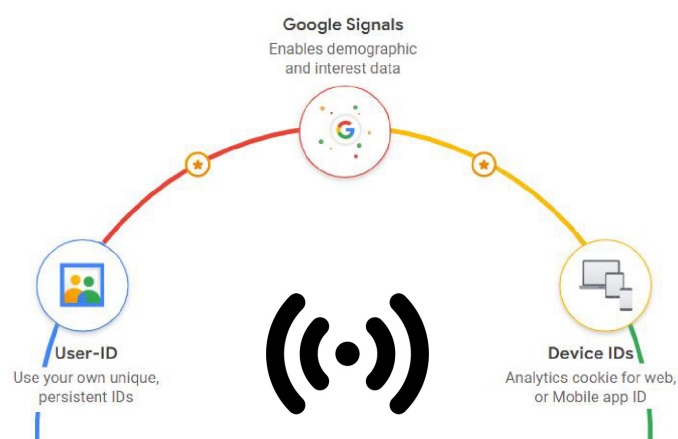
Having the unified picture of both site and business performance enables a shift from 'what did users do on our website' to 'how did they complete their journey for our offerings'.

Utilising GA4's various enrichment and ingesting tools creates that holistic view and enables use cases such as:

1. Overlaying additional product information not available at time of collection.
2. Analyse site interaction and CRM data through a single interface.
3. Import offline leads and enquiries to match with online visitors.



## Enable Advanced Single Customer View With Google Signal Enrichment



Google signals are data from other sites and apps that Google associates with users who have signed into their Google accounts, and who have turned on Ads Personalization. Once enabled, this means you get access to Google intelligence on your site visitors, with insight available via GA4. This creates multiple benefits:

1. Generates remarketing audiences via GA4 for use on Google ad buying platforms.
2. Generates Demographics and Interests reports in Google Analytics.
3. Measures cross device journeys even for users not logged into you site, via their Google IDs, expanding the volume of cross device journeys you can measure.

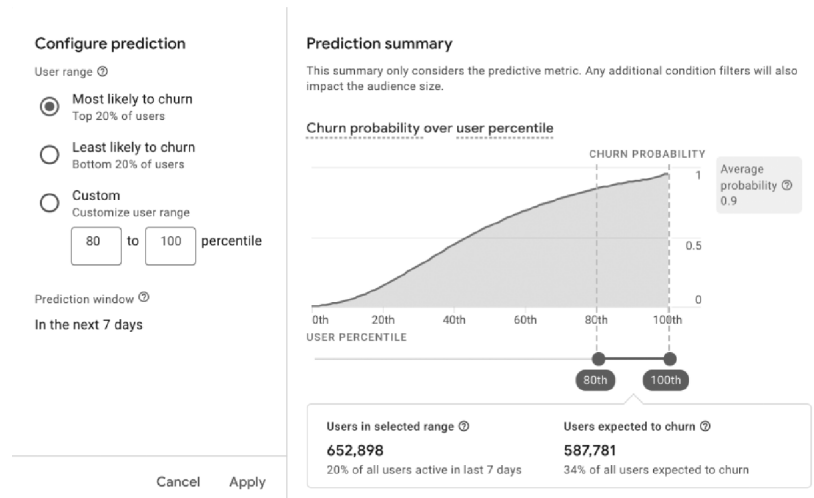
## Use Predictive Metrics for Sophisticated Targeting Strategies That Optimise to Business Goals

A full implementation of GA4 enables you to utilise Google's inbuilt machine learning for faster analysis and activation.

This feature can identify propensity to churn. For example, purchasing users who are likely to not visit your property in the next 7 days.

It can also identify the propensity to convert, such as users who are likely to make their first purchase in the next 7 days.

Importantly, those identified users can then be added to audiences for activation, allowing targeting with specific messaging and all without needing the cloud or a team of data scientists.











## GA4 Is a Powerful Audience Activation Tool When Connected to Google Buying Platforms

Google signals are data from other sites and apps that Google associates with users who have signed into their Google accounts, and who have turned on Ads Personalization. Once enabled, this means you get access to Google intelligence on your site visitors, with insight available via GA4. This creates multiple benefits:

- Native integration to the Google Marketing Platform (GMP) turns GA4 into a centralised audience management tool, allowing you to push audiences based on your first party data and owned insights out to search and display for targeting.
- Use the cross-device functionality to support cross device user targeting.
- Easily build custom segments either using a template or your own rules with the Advanced Audiences Configuration.
- Perform Dynamic Audience Evaluation via GA4's inbuilt reporting. As you configure your audiences you will receive real-time feedback on how many users are active. This enables you to pre-qualify audiences to find the most relevant definitions and avoid wasting campaign spend on inactive users.

Once created, your GA4 sources audiences can be used in multiple ways on the GMP:

 <p><b>Target Audience</b></p> <p>Define audience in GA4, sync to activation endpoint, and use as 1P Audience List for targeting.</p>  Target cart abandoners with specific items in cart	 <p><b>Exclude Audience</b></p> <p>Define audience in GA4, sync to activation endpoint, and exclude audience from campaign targeting</p>  Exclude recent purchasers from Awareness campaigns	 <p><b>Expand Audience</b></p> <p>Define audience in GA4, sync to activation endpoint, use as input for optimised targeting / similar audiences</p>  Reach users with similar traits as high-value users	 <p><b>Trigger Events</b></p> <p>Create Audience Triggers based on GA4 audience to fire conversion events, used as signals for smart / auto bidding</p>  Optimise bids to highly engaged audiences
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## It Only Gets Better With Cloud

As we've discussed, GA4 360 has many powerful out of the box features that can help you to better evaluate your business performance and power data driven marketing.

But a key additional feature is its native integration to Big Query, and therefore the Google Cloud Platform. Connecting your analytics data into the cloud can unlock a whole new set of capabilities, such as custom predictive modelling, custom data science analysis, and access to cloud tools to support automation on complex projects, such as Google's Vertex AI tool.

## In Conclusion

Digital maturity is a journey not an event, and to progress your digital maturity on GA4 we recommend these three stages:

1. Review your deployment and use of GA4. Is it set up to enable full functionality and are you taking advantage of all its features?
2. Next, integrate GA4 and Google buying platforms (the GMP) for robust activation on your first party data.
3. Then enhance your digital maturity with Cloud integrations to support advanced segmentation and modelling.

TRKKN are here to support you on this journey. Our expert team can support with a wide range of ready-to-go GA4 projects, or to quickly scope custom GA4 work depending on your needs.

**Disclaimer:** This document does not constitute legal advice. Durable Measurement tools relate to the collection and use of personal data and brands using or considering them are recommended to undertake appropriate legal review, and to have appropriate legal basis and documentation for the use of such data in this manner. OMG Privacy & Ethics can provide consultancy services to support such reviews.

## Who Is TRKKN?

TRKKN is one of the leading Google Marketing Platform Partners and Google Cloud Premier Partner providing full service and expert consulting across the fields of Digital Analytics, Conversion Optimization, Ad Tech, Advanced Analytics & AI, Cloud Engineering and Tech & Data Strategy.