

Google Analytics



Google Analytics 4 for E-Commerce

What you need to know before starting your GA4
implementation for e-Commerce

A quick overview of GA4's main advantages & limitations

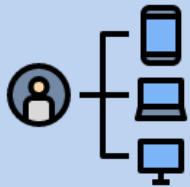


**This is a reminder
that we are sunseting
Universal Analytics**



Google Analytics 4 advantages vs. Universal Analytics

Data driven model



UA: Pageview model



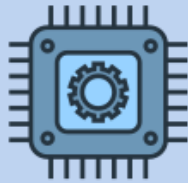
User-centric reporting



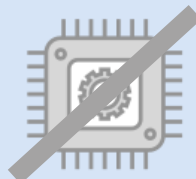
UA: Pageview & session reporting



Machine learning



Not Available in UA



Cross-device tracking



Not Available in UA



Data-driven attribution



UA: Last click attribution



Privacy-centric & cookieless measurement



Not Available in UA



Google Analytics pitfalls

Data ownership

Data from GUA to GA4 not being migrated
Need to backup through other platforms (BigQuery)



Data retention

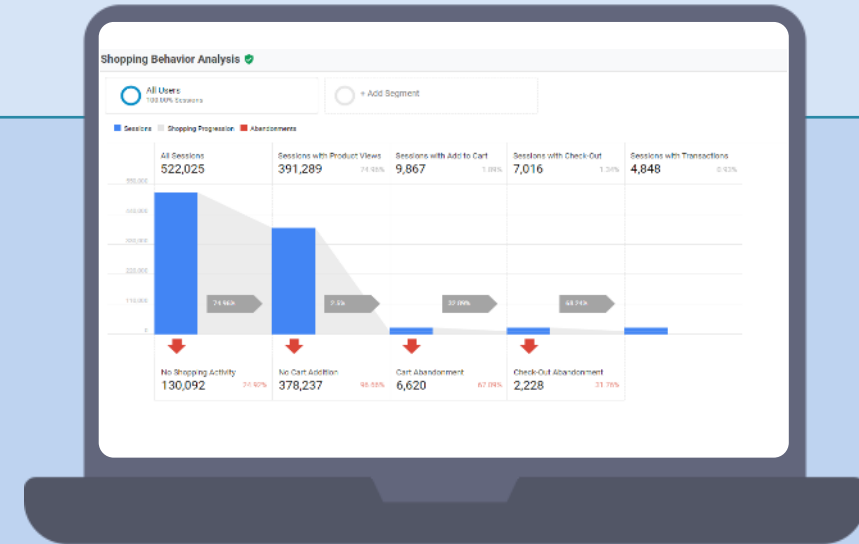
Data retention in GA4 is maximum 14 months. Need to
backup through other platforms (BigQuery)



Google Analytics Pitfalls

(Un)limited reporting customization

Not predefined enhanced e-commerce funnels

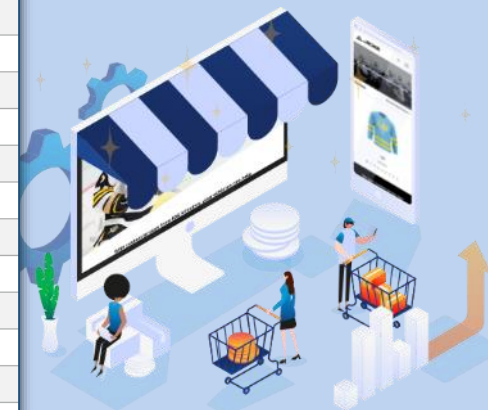


E-commerce event setup

Not all UA events can be translated into GA4 events.

Setup from scratch is advised

Event
add_payment_info
add_shipping_info
add_to_cart
add_to_wishlist
begin_checkout
generate_lead
purchase
refund
remove_from_cart
select_item
select_promotion
view_cart
view_item
view_item_list
view_promotion



Migrating to GA4 is business critical right now!

Actions to take to avoid loss of data and functionality:

1 : Setup & Link GA4 Property

- Retag if not on Google tag
- Setup GA4 Property
- Enable data collection
- Link GA4 property to UA
- Link GA4 to Google Ads

2 : Core feature configuration

- Create & Import GA4 audiences to Google Ads
- Personalized Advertising for Remarketing
- Create & Import GA4 conversions to Google Ads

3 : Use GA4 as primary Analytics platform

- Replace UA Goals / Audiences & use for observation
- Benefit from new features
- Utilize GA4 as source of truth for marketing decisions

Thank you!

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Performance Based Advertising