



**PARSONS** | TKO

## Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session
- Closed captioning is turned on & available

Who is speaking?



**Rick Richards**

Business Analyst



# Agenda

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- Discuss the history of GA so **you're up to date**
- Review technical changes and big shift predictions so **you're in the know**
- Plan next steps for you and your teams so **you're prepared**

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# Universal to GA4

## A quick synopsis

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# The evolution of Google Analytics

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On July 1st, 2023, Google will bring an official end to Google Universal Analytics'\* 10+ year run as the standard for freely available website performance metrics.

GA4 will replace it, and has already been running and available to collect data for some time...but what's available now is still in flux.

Whether you are using a basic, off-the-shelf install of Google Analytics or your organization has pushed the limits of Universal Analytics' free customizations by creating numerous custom dimensions, content groupings, views, and reports - the change is coming.

**You must act now** to avoid data loss and reporting discrepancies that could confuse and derail your teams, board, and constituents.

*\*you've probably just heard this called "Google Analytics"*

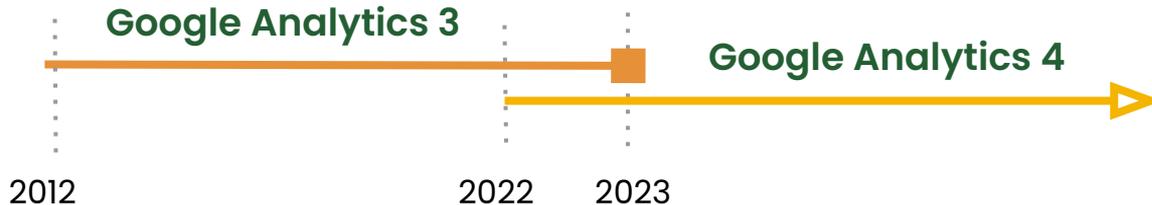
# The internet has changed...

## Universal Analytics (GA from 2012–2023)

- GA was initially built around UTM tracking, then expanded to include other tracking as the internet grew up
  - I.e. here's a free tool to measure your ads performance, where we make our money
  - Primarily a website based tracking tool, with retrofitted mobile tracking as well
- GDPR non-compliant due to outdated design

## GA4 (2020 and beyond)

- Designed from the ground up around modern web behavior in the past 5 years
  - Apps aren't an afterthought and inform how metrics are collected
  - That includes emerging privacy concerns and laws
- No longer centered around ads, but data is much less freely available
  - I.e. Now that everybody uses this tool, let's start monetizing!



# ...so should your analytics

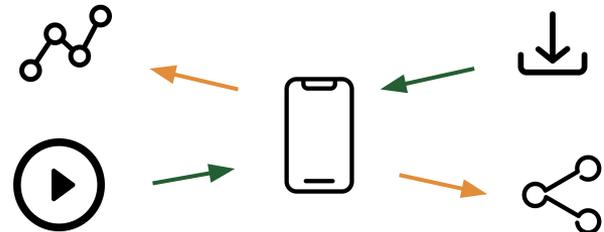
## Universal Analytics (GA from 2012-2023)

- Metrics are heavily based on the page itself
- Relies heavily on customizations to collect data about commonly asked questions
- Event parameters are limited, but easy to access for nuanced reporting



## GA4 (2020 and beyond)

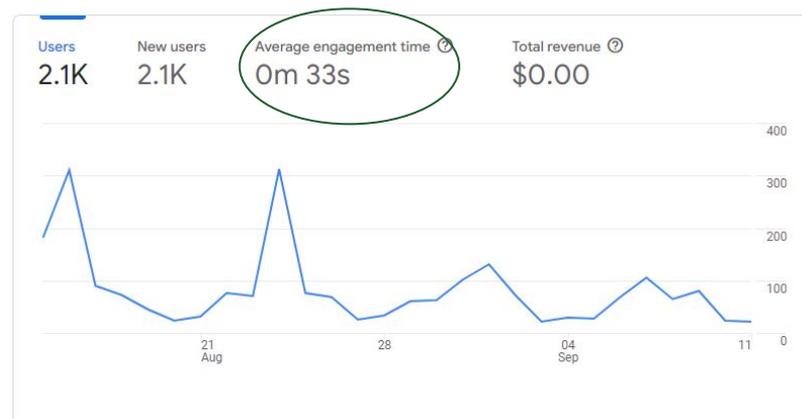
- Metrics are heavily based on the **engagement** a user has on your site - the page matters much less
- **Enhanced tracking** makes many popular customizations available with simple setup
- Event parameters are more customizable, but harder to report on



# Example: Bounce rate and time on page



ABOVE: Typical 'Audience Overview' and 'Behavior Overview' default reports in Universal Analytics.



ABOVE: The main 'Reports Snapshot' in GA4 for the same time period - notice that the **Average Engagement Time** is very different than **Avg Session Duration** (left) and **Avg Time on Page**. As well, sessions and pageviews aren't visible (you'll have to create your own custom reports to find those - and they aren't calculated using the same rules as UA). **Bounce rate** is gone entirely.

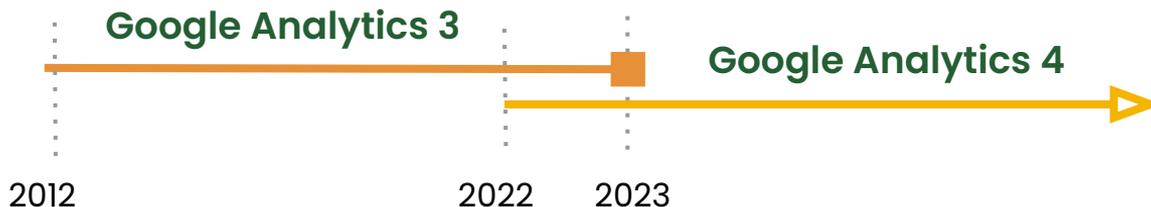
# Is GA4 right for my organization?

## Universal Analytics (GA from 2012–2023)

- Organized around Properties and Views
  - This allows teams, departments, and stakeholders to look at only the data most relevant to them without getting into the weeds of reporting
- A multitude of default reports are available
  - Custom options are limited
  - Export is free and unlocked

## GA4 (2020 and beyond)

- Property and view are one in the same
  - Filtering will permanently alter your data!
- Minimal default reports at this time
  - Expansive custom reporting options within the platform
  - **Data is more locked-in & shorter lived**
- Less reliance on customizations, but still possible
- **Google's BigQuery** is an almost required additional product



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# What's in store

## And how can you prepare?

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# Big shifts to watch for

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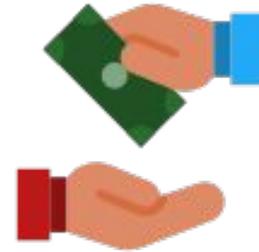
- **Algorithms** vs. **DIY analysis** – many of the tools GA4 provides enable the system to tell you what it thinks your data means without providing direct access to form your own conclusions
- **Big push towards BigQuery** – i.e. if you want your data, you may have to pay for it
  - Google has some free BigQuery limits that some users are finding useful for now, but BigQuery can become expensive quickly if not properly configured
- **Changes are still happening weekly** – what you can do, capture, and report on today may not be available tomorrow
  - Ex. **Custom Dimension** allowances have shrunk and it wouldn't surprise us if more features disappeared to paid 360 accounts
  - This also means you should expect to have limited access to tried and tested solutions, as **the entire industry is still learning and adapting**

# Impact on the sector

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- **Metrics:** New metrics may (or may not!) be more in line with strategy
- **Knowledge:** New conversations and access to data, new expertise
- **Budget:** Training, rebuilding reports, exporting data
- **Performance:** Difficult to compare to past impact

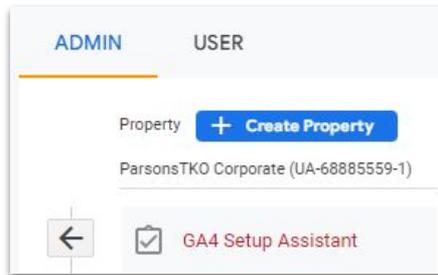
Hopefully this shift gets orgs to ask what analytics means to them and how **data can be better used to drive decisions**



# Key things to do

## ASAP...

- **Create a new GA4** property to start collecting default data at a minimum
  - Make sure you create a new property (your data is starting from scratch!)
  - Check **enhanced measurement** (& ecommerce, ads, etc. if you're already using these)
- **Document** current analytics usage and customizations
- Get a rough sense of how well your current setup aligns with your organizational strategy
- Save some time and effort and use our **self-service toolkit!**



I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

Get Started



### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



Site search



# Key things to do

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You are about to add data to this report

 ParsonsTKO Corporate GA4

Note that **Report Editors** can create charts using the new data source(s), and can add dimensions and metrics not currently included in the report.

Don't show me this again

CANCEL

ADD TO REPORT

## In the coming months...

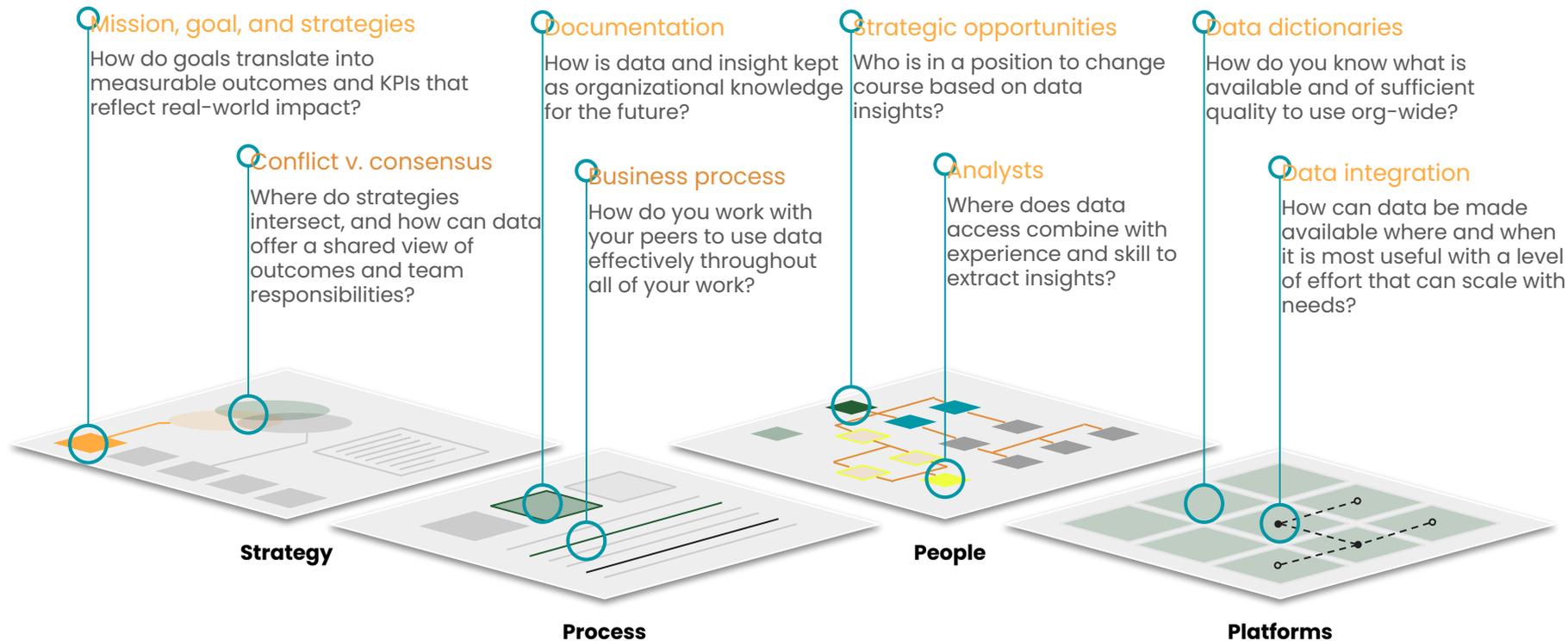
- Start using **both UA and GA4** when exploring regular site performance to spot discrepancies early on
- Explore **data strategy** within your org for problems, opportunities, and unexplored questions
  - *What kinds of questions do you and your teams wish you could answer?*
- Test out current **external reports and dashboards** with GA4 data
  - Dimensions are more limited and you may need **BigQuery!**
- Consider other analytics platforms that might better fit your needs

**We can help!**

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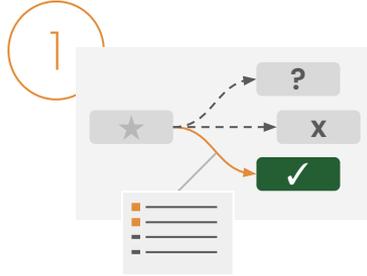


# Data strategy across your architecture



# The anatomy of data strategy work

Managing data and technology is the obvious challenge. Managing people, process, and change is the delicate one we will place extra care on.



## Strategy definition

How does your mission translate into tactics, and traceable steps, and measurable outcomes?



## Tracking & technology

What does it take to collect and manage all the data you need to meet your strategic needs?



## Reporting & analysis

How do we turn the wealth of data into useable, curated outputs that meet the needs of stakeholders?



## Adoption & optimization

How does all of your work in data lead to changes, better decisions and outcomes in the organization?

# Thoughts on resource allocation

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- Staffing
  - At a minimum, one person with 10 hrs a week to spare
- Tech stack maintenance
  - Anything more than basic GA4 will want someone reviewing the data quality, making updates, and roadmapping new customizations (10 hrs / month?)
- Reporting
  - GDS dashboards will need to be completely rebuilt using BigQuery
  - If reports move to GA4, you will need to budget significant training time for your staff
  - Aggregation tools like Supermetrics may no longer work without re-configuration
  - External dashboard software (Tableau, etc.) may also require rebuilding

# Google Analytics Experts

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You'll benefit from our expertise and experience with how to navigate the major transition from Google Analytics 3 to version 4.

This transition isn't just a software update, but a whole shift in the tools used, the way data is measured, data retention, data collection integrations, and how historic GA3 data compares to new GA4 data.

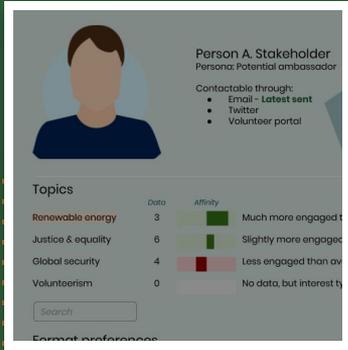
These impacts aren't just on your data either, but on your staff's capacity, capabilities, and necessary training.

Major changes we help you navigate include:

- **Data Capture** will now be measured as events rather than sessions. This means that all previous measurements of data (pageviews, goals, bounce rates, and historical data) are gone or changed.
- **Data Retention** at high fidelity will require deployment of Google BigQuery, the cloud-based analytics web service that processes large, often read-only data sets, and transforms them into big insights.
- **Data Reporting and Analysis** is limited within GA4 itself. The expectation is that users of GA4 will turn to multiple reporting solutions including Google Data Studio.
- **GA360** has had much of its paid functionality moved to standard GA4, so you can access and use them without any extra cost, but this needs to be done with intention.

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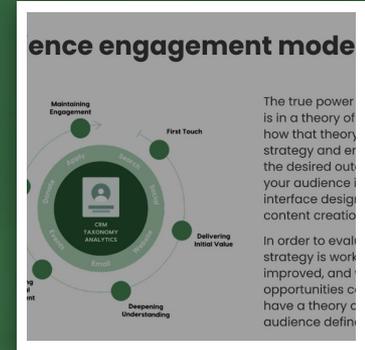
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