



PARSONS | TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions using the Q&A function and share any comments in the chat
- This webinar is being live streamed, recorded & will be distributed after the session
- Live captions are available in your Zoom meeting controls toolbar

Who is speaking?



Rick Richards

Analyst

PARSONS | TKO



Navigating the stormy seas of GA4 migration

March 15, 2023

Meet our panelists



Rick Richard

Analyst at ParsonsTKO



Marty Schell

Director, Digital
Marketing at Urban
Land Institute



Justin Weyman

Sr. Digital Product
Manager at Share Our
Strength

The evolution of Google Analytics

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"*

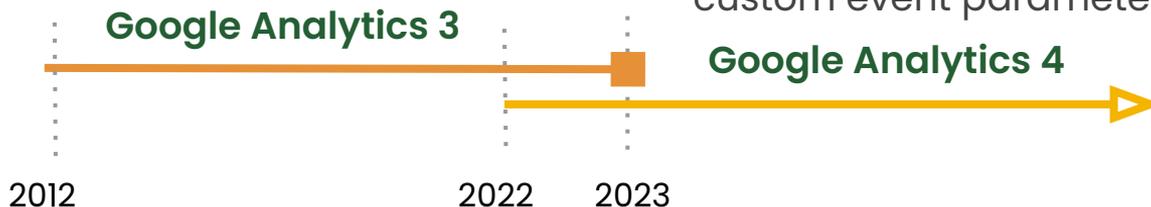
Is GA4 right for my organization?

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)

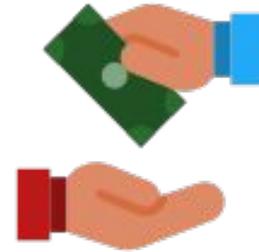
- Property and view are one in the same
 - Filtering will permanently alter your data!
- Minimal default reports at this time
 - Expansive custom reporting options within the platform
 - **Data is more locked-in & shorter lived**
- Less reliance on customizations, but still possible
- **Google's BigQuery**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



Impact on the sector

- **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

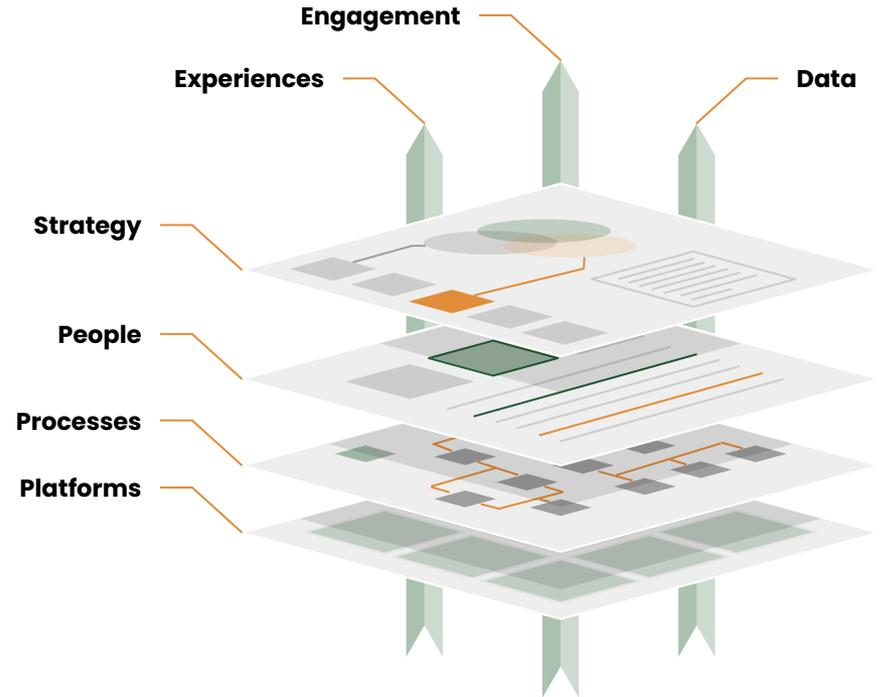
Hopefully this shift gets orgs to ask what analytics means to them and how **data can be better used to drive decisions**



The way we see possibilities

Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



We can help!

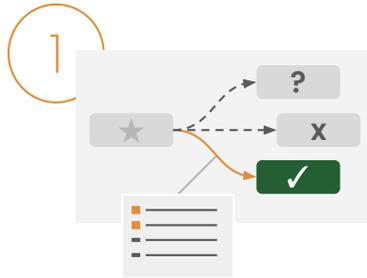


Get started with our free toolkit



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?

P|TKO Please, take our free content

parsonstko.com



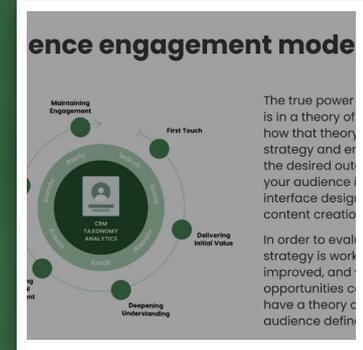
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Let's talk: createchange@parsonstko.com

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