DMANC
The Direct Marketing Association of Northern California

CERTIFICATION WORKSHOP

Use Google Analytics for Digital Advertising Masterclass: Google Analytics 4.0, Module 1

Andreas Ramos

- Adjunct Professor at CSTU and Omnes
- Author of 22+ Books on Digital Marketing
- Wednesday, July 12th, 2023 | 9 a.m. to 11 a.m. PDT

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The Direct Marketing Association of Northern California

The Direct Marketing Association of Northern California (DMAnc) was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offering best-in-class live online courses and workshops worldwide and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops every year.

Workshop topics include:

- AI for Digital Marketing.
- SEO.
- Google Ads.
- Google Analytics.
- Social Media (Organic and Advertising).
- Content Marketing.
- Podcasting and YouTube Marketing.
- Influencer Marketing.
- Copywriting.
- Video Production for Social Media.
- Product Marketing and Account Based Marketing (ABM).

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DMAnc Certification

- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz, and we brought them over to DMAnc.org
- Earn a certificate by completing any eight modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.

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Become a Certified Sustainable Marketer (CSM)

- Earn a Certified Sustainable Marketer (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.

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About Andreas Ramos

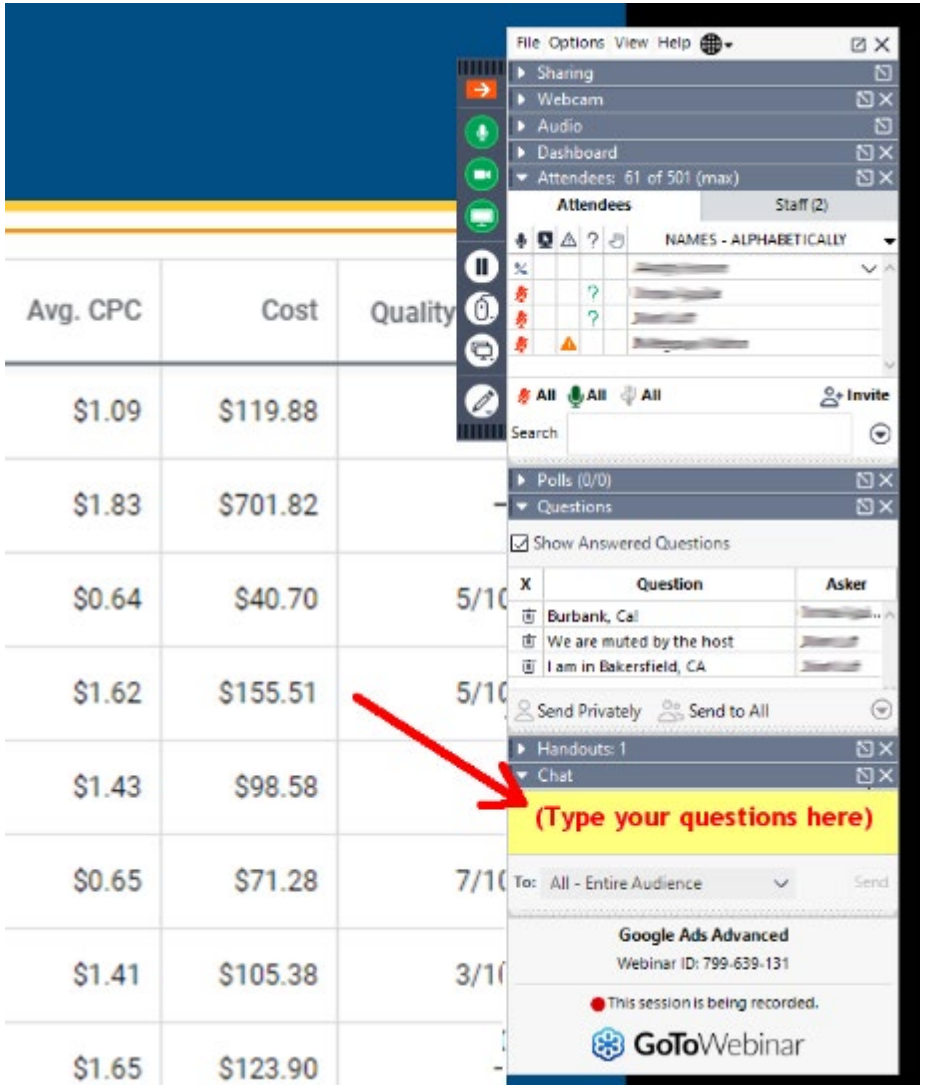
- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- Adjunct professor in digital marketing
- CMO at Lingolet.com

amazon #1 Best Seller

andreas.com

Let Me Know…

- If I'm not speaking clearly
- Or I talk too fast
- **Let me know!**
- **Tip:** Turn on Close Captioning.
- Send me a message via the **chat box** (highlighted in yellow).
- You can send your message to men only.



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We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a $10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com

(please whitelist). If you don't see it check Junk/Spam folders, or contact us using the DMAnc.org website Contact Form.

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The Video, the PowerPoints, and More

- We will send the **video recording** of this workshop **today by 5 p.m. PST**.
- You will also get **today's PowerPoint and additional handouts.**
- The email will be sent from **customercare@gotowebinar.com**
- Be sure to whitelist this email address.

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Agenda: What We'll Cover Today

Module 1

- Why analytics?
- What is Google Analytics 4.0 (GA4)?
- Difference between GA3 and GA4
- Install GA4
- The admin panel
- Statistics in Google

Module 2

- Notes on using GA4
- The 14 GA4 reports
- Additional notes on using GA4

Module 3

- Notes on using GA4
- Use the Explore tool to create reports

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Why Analytics?

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Web Analytics Answers Four Basic Questions

Section	Purpose
Lifecycle	**Acquisition:** How visitors came to you **Engagement:** By events, pages, screens **Monetization:** Numbers and revenue **Retention:** New vs. returning
User	Demographics and devices
Events	Events and Conversions
Explore	Make your own reports
Advertising	Your advertising data
Configuration	Configure events, conversions, audiences, and more

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Why Use Google Analytics?

- Data-driven decision-making for digital marketing. Give co-workers useful data that they can apply to their work.
- Other analytics tools have different definitions of the data.
- Google Analytics offers a standard for your data that can be used by companies, clients, agencies, contractors, and so on.
- Social media analytics data is not reliable.

Note:

- ~38m sites use Google Analytics (see data trends.builtwith.com/analytics/Google-Analytics)
- ~9m (24%) have installed GA4.

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Google Analytics 3.0 versus 4.0

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The Change from GA3 to GA4

	Google Analytics 3.0	Google Analytics 4.0
Date	2005-2020	October 2020 ->
The web	The web of 2002 was only webpages.	The web is now websites, social media, video, devices (desktop, mobile, tablet), apps, Bluetooth tiles, and more…
What it can track	GA3 tracked pages as they opened.	GA4 tracks segments (people, groups, etc.)
The details of tracking	GA3 only showed that someone opened a page.	GA4 tracks events (clicks on links, downloads, views of videos, and so on).
Range of data	GA3 showed only past data.	GA4 uses AI, machine learning, and predictive modeling to show future data.
Insight	Web analytics of 2002 can't deal with social, video, audio, mobile…	GA4 can adapt to future ideas.

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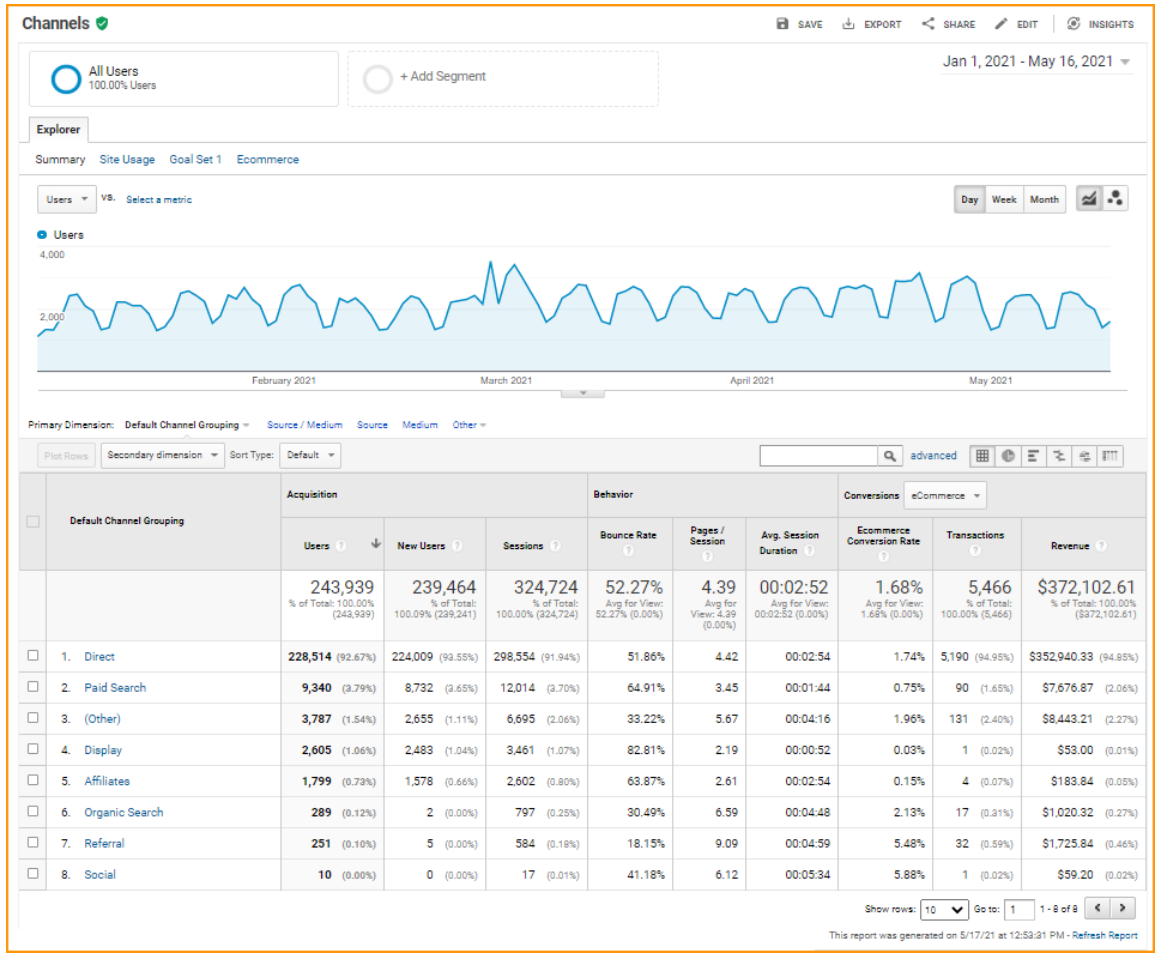
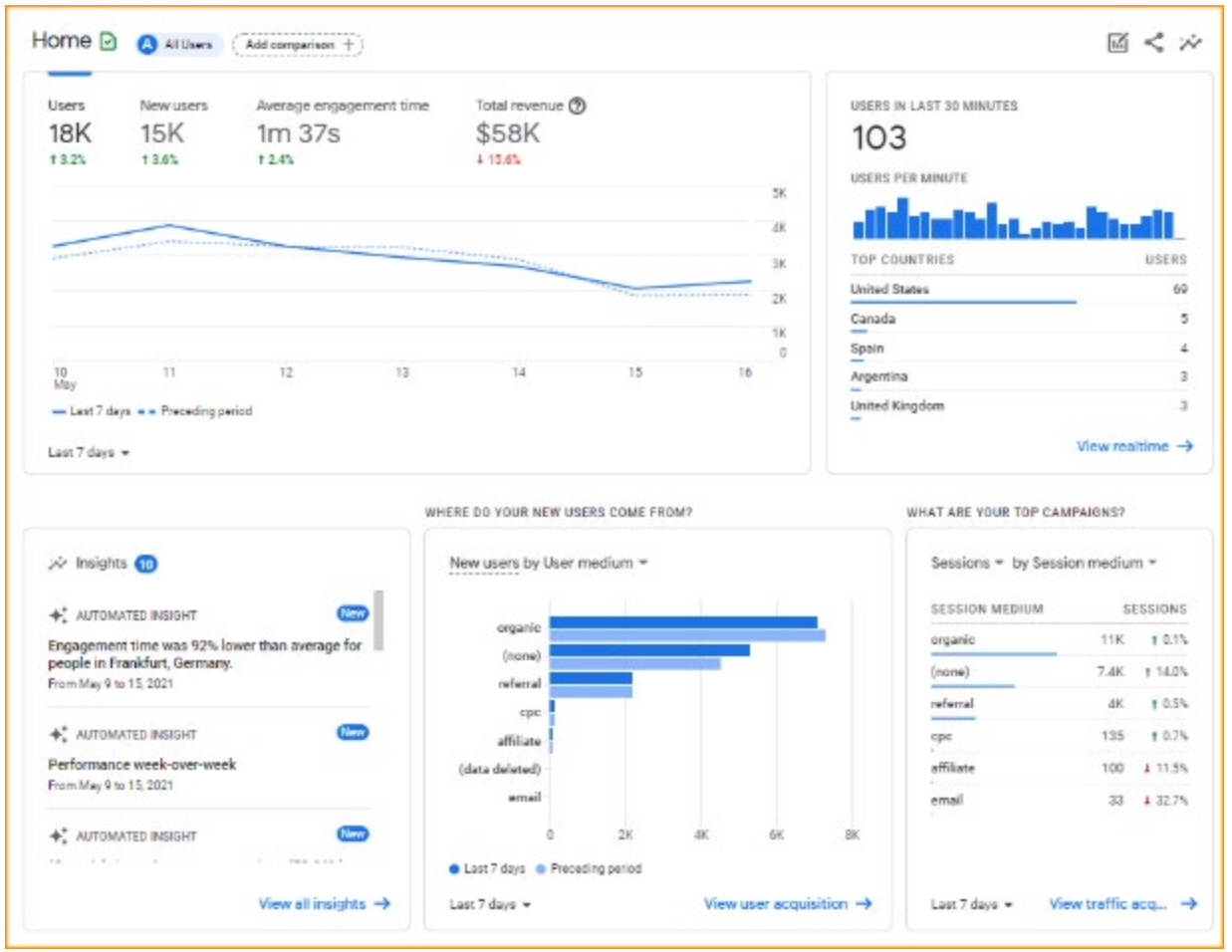
GA4's New Visual Interface: Graphs and Tables





GA3 showed lots of data

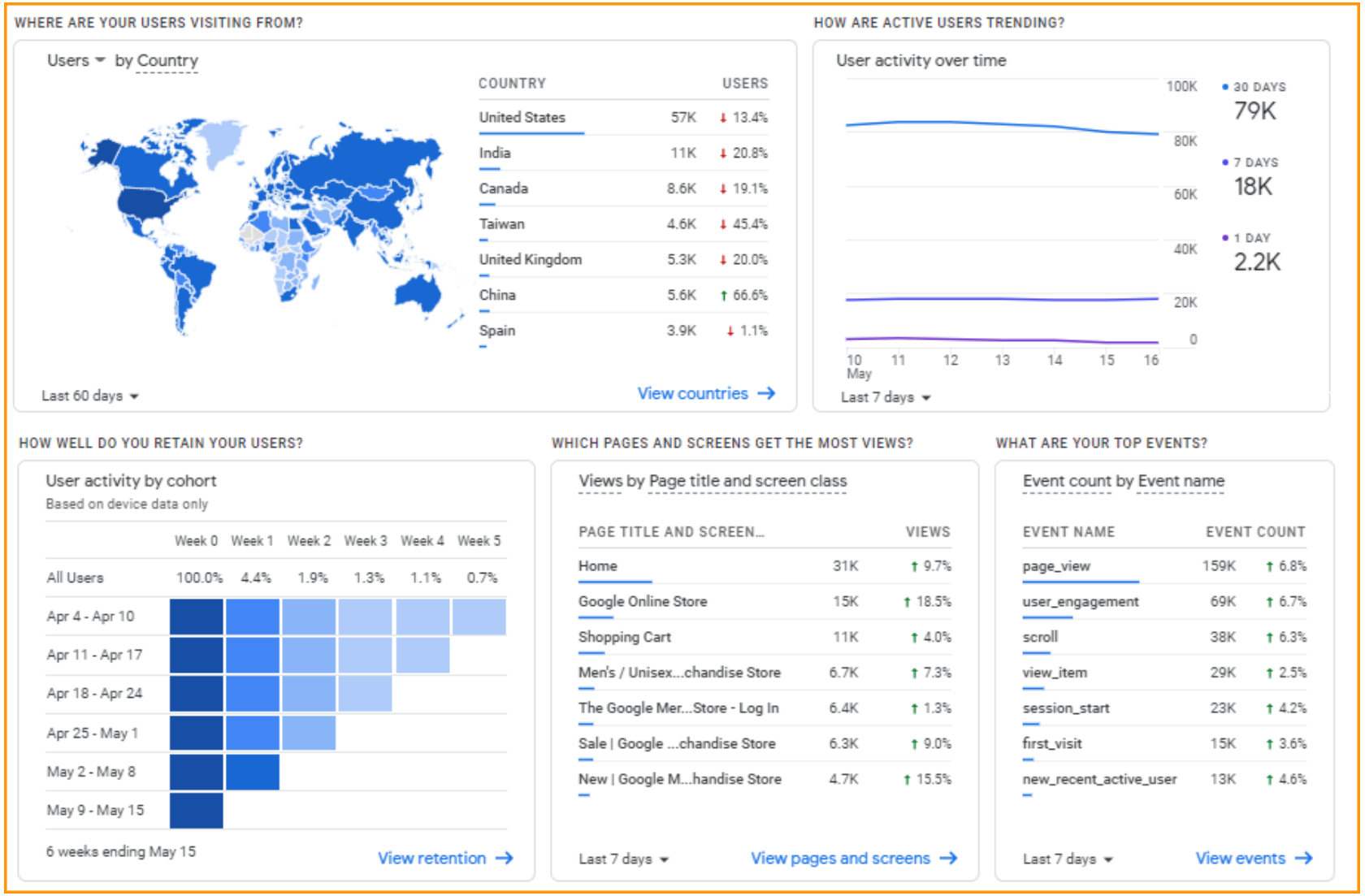
GA4: Simplicity. Visual. Information in groups.

GA4 Shows Your Answers in Cards

Each **card** has questions/answers:

- Where do your new users come from?
  What are your top campaigns?
- Where are your visitors visiting from?
- How are active users trending?
- How well do you retain your users?
- Which pages get the most views?
- What are your top events?
- What are your top conversions?
- And more…

You can click any **card** to get more information.



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Don’t Look for GA3 in GA4. It’s Not There.

GA3 was set up for you. GA3 had 104 reports, ready to use, plus…

- Views
- Dashboards
- Alerts
- Most of the Admin panel

Those 104 reports are not in GA4.

GA4 has only 17 reports. You use the Explore tool to create your own reports.

Note: GA4 isn’t an update or upgrade of GA3. GA4 switched from web metrics to measuring audience and events.

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GA4: Still Under Construction

- GA4 was released October 14th, 2020.
- But GA4 continues to change.
- Google looks at user data and feedback.
- Items are added, changed, or removed.

Note: If you spot differences between my slides and your GA4, let me know so I can update.

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Goodbye GA3

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The End of GA3

- Google said GA3 will not collect after July 1st.
- However, G3 is still collecting data July 11th.
- GA3 will shut down in late 2023.

However…

- Google often announces deadlines and then extends the deadline (this happened with HTTPS, mobile-first indexing, etc.)
- So... continue using #GA3, add #GA4, and learn GA4.

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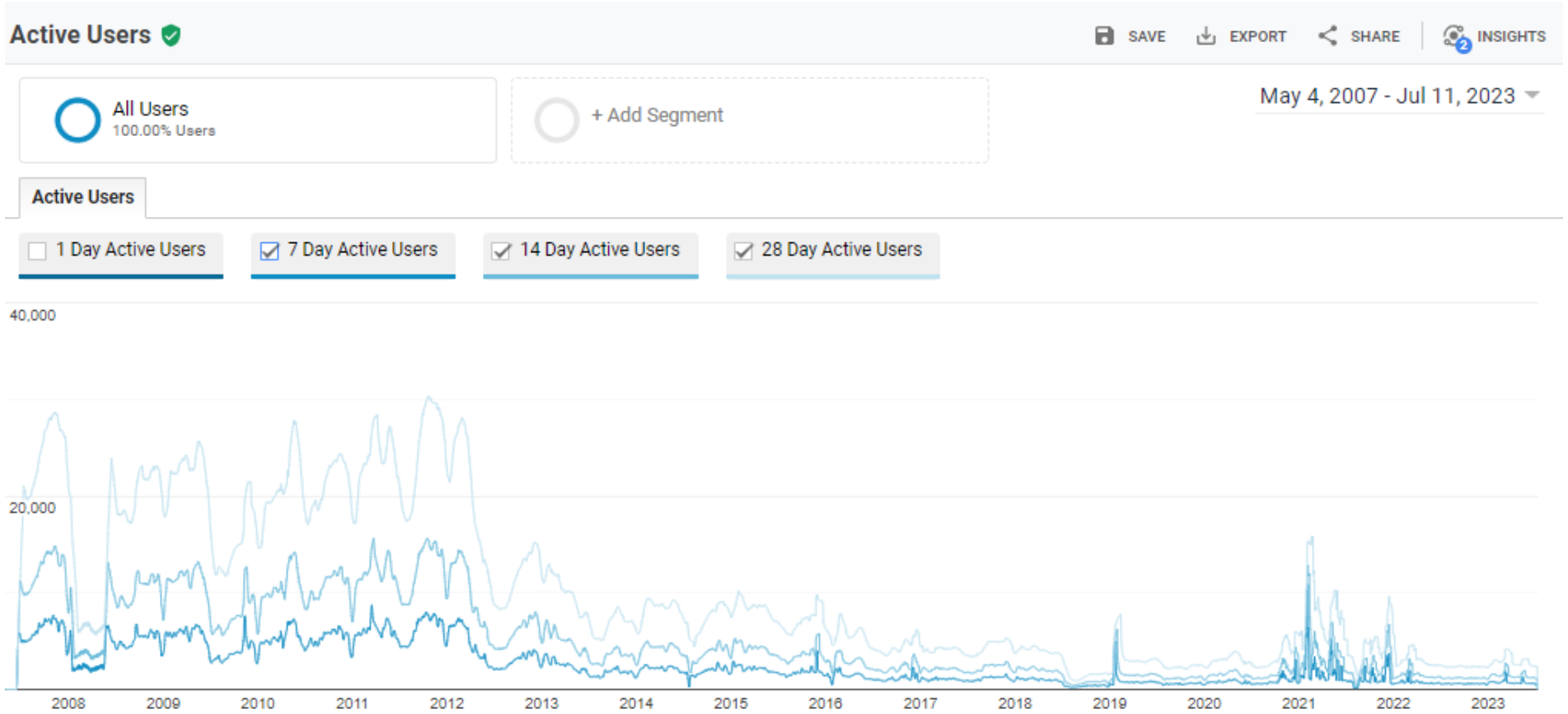
Make an Archive of Your GA3 Data

This GA3 account started 2007. It has 16 years of data (GA4 shows only 14 months).

Make screenshots and export data:

- Traffic
- Demographics
- Interests
- Language
- Location
- Devices
- Channels
- Benchmarking reports (no benchmarking in GA4).



Make two sets of archives: All time and last twelve months.

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Use the Google Analytics 4.0 Account for the Google Store

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The Google Analytics 4.0 for Google's Online Store

I have screenshots for everything so you don't need to log in.

If you want, you can follow along in your own GA4 account, so log into your account.

Or you can follow along with Google's public-access GA4 account for their online store.

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The GA4 Account for Google's Online Store

To get to GA4 at Google's online store:

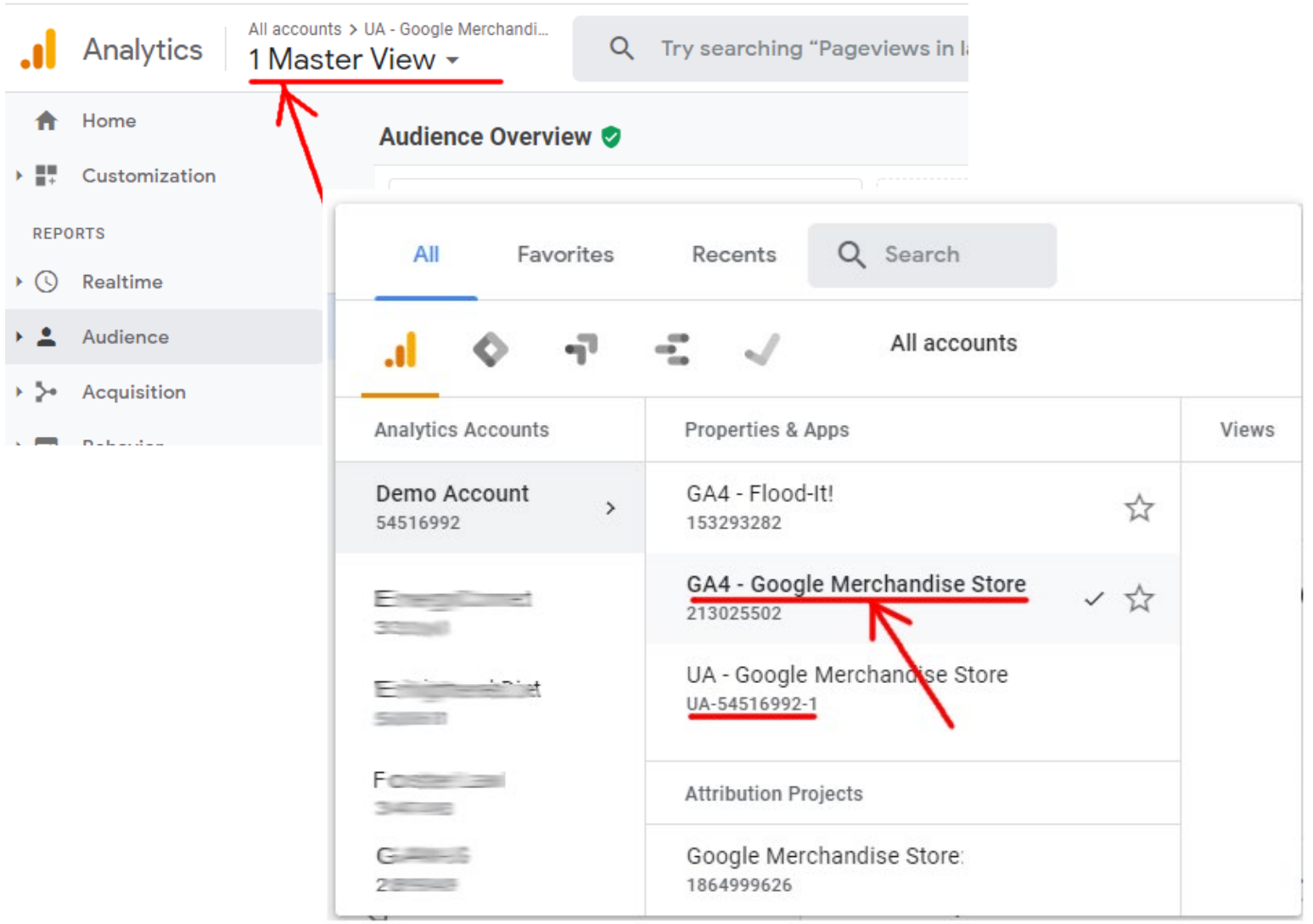
1. Log into your Gmail account.
2. Search in Google for "google analytics demo account".
3. Or click this link **support.google.com/analytics/answer/6367342#access**
4. Halfway down the Google page, click **Access Demo Account.**
5. To the right of the Google Analytics logo, click to get a list of accounts.
6. Select **GA4-Google Merchandise Store.**

Note: The old GA3 account has **UA-** in its ID number.

Note: There are no views for GA4 accounts.

Note: The item **GA4-Flood It!** is GA4 for the app.

Note: The Google Store GA4 account doesn't have some features and data. I will use another GA4 account for those.



Upgrade from GA3 to GA4

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Upgrade from GA3 to GA4

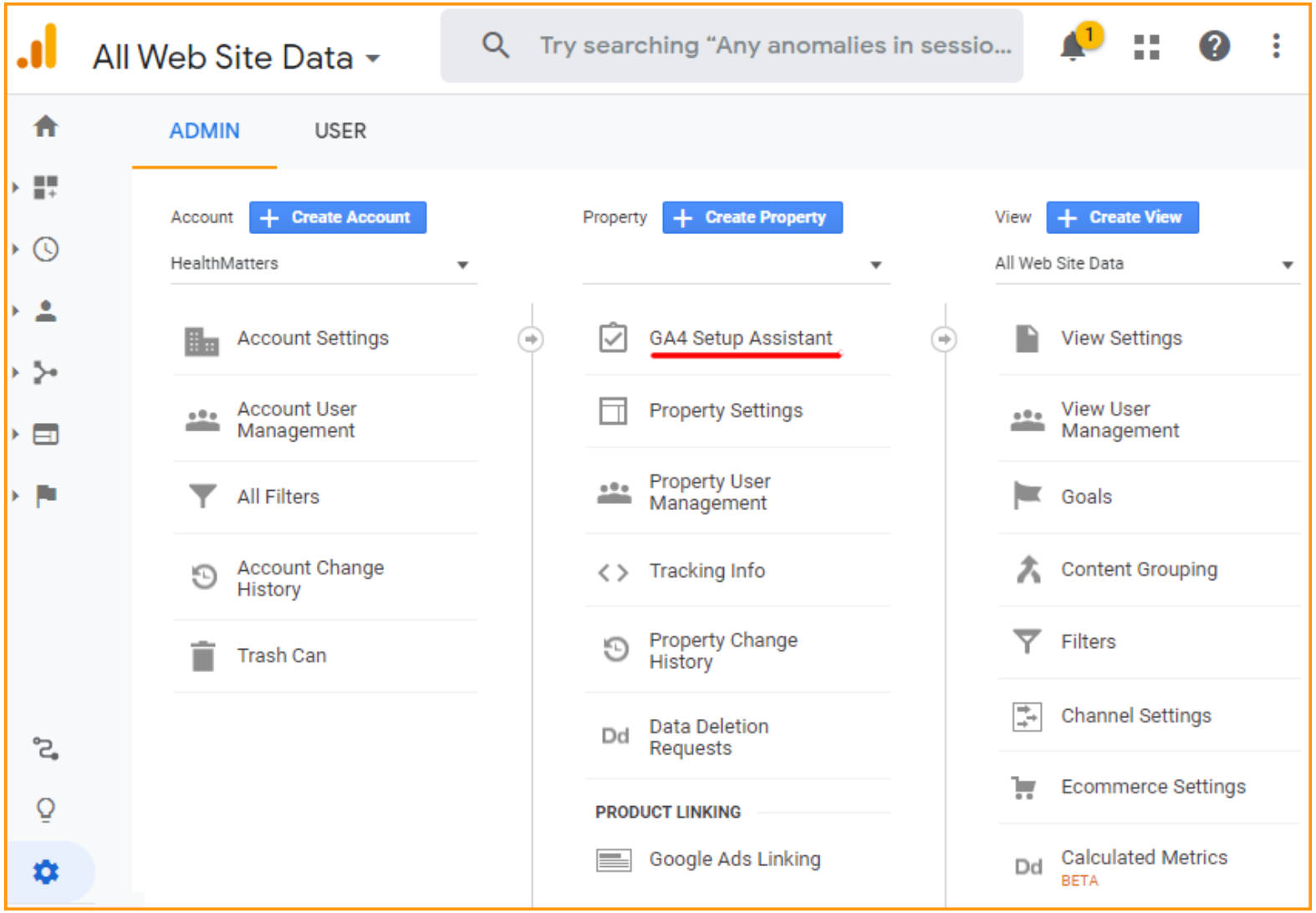
Most of you have GA3, so first let's upgrade from GA3 to GA4.

After this, we'll see how to create a new account with GA4 and GA3.

- You add GA4 to your Google Analytics account.
- You will have **both GA3 and GA4** accounts and data**.**
- You keep your GA3 data.

1. Click **Admin** (the gear icon in the lower left corner).
2. In the Admin box, select **Admin | Property | GA4 Setup Assistant.**

Tip: Upgrade to GA4 now so it starts to collect data (you can learn GA4 later).



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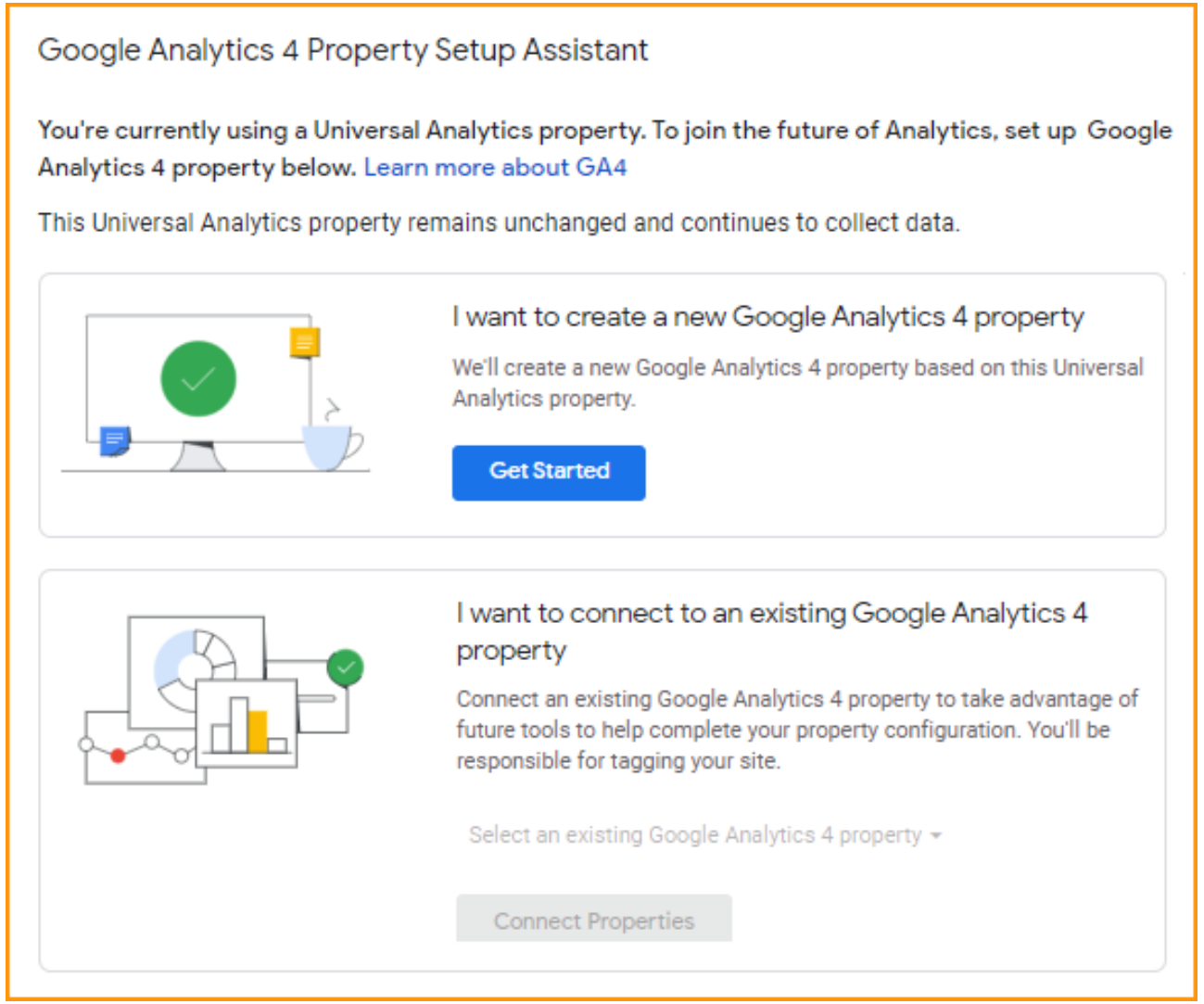
Upgrade from GA3 to GA4

Select **I want to create a new Google Analytic 4 property** (the blue **Get Started** button).



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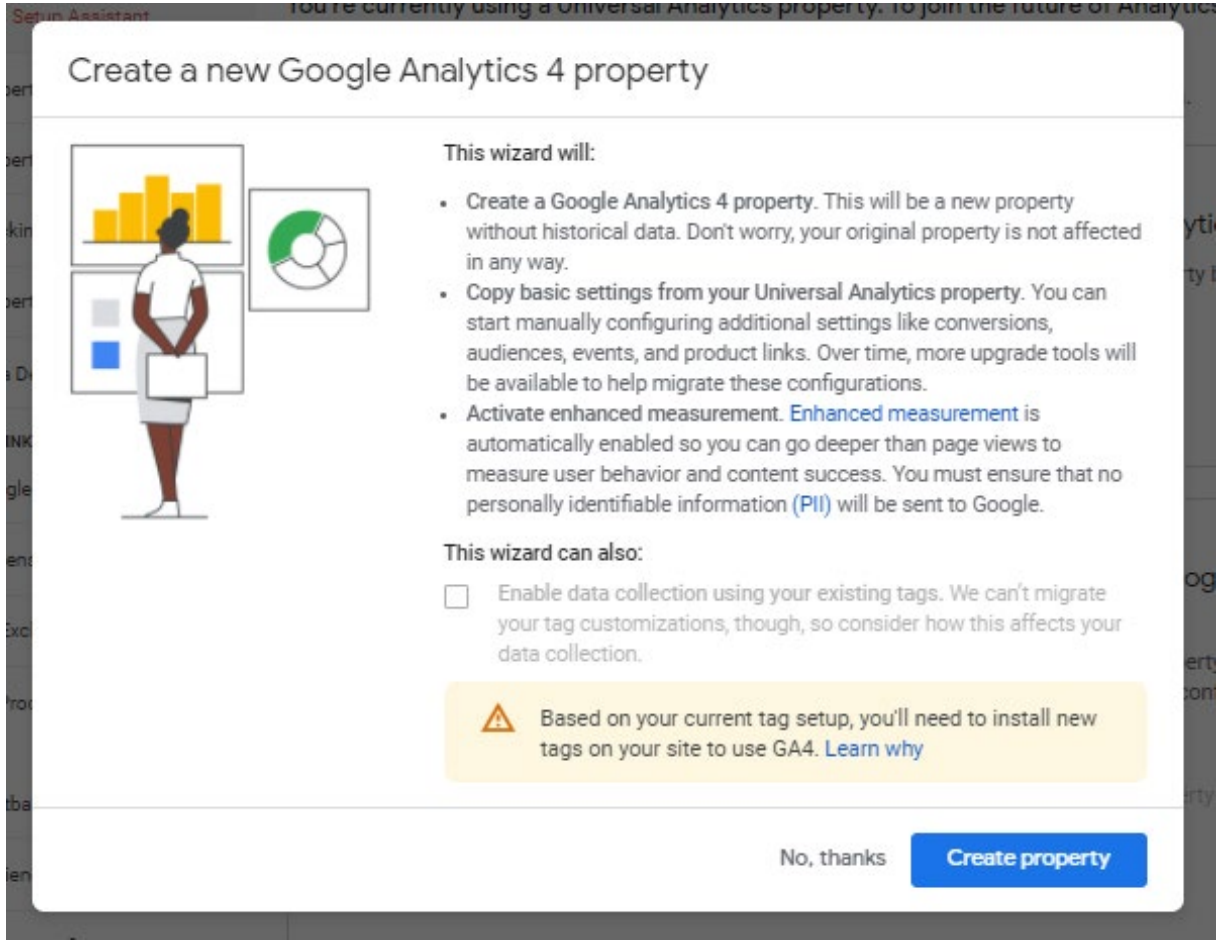
Upgrade from GA3 to GA4

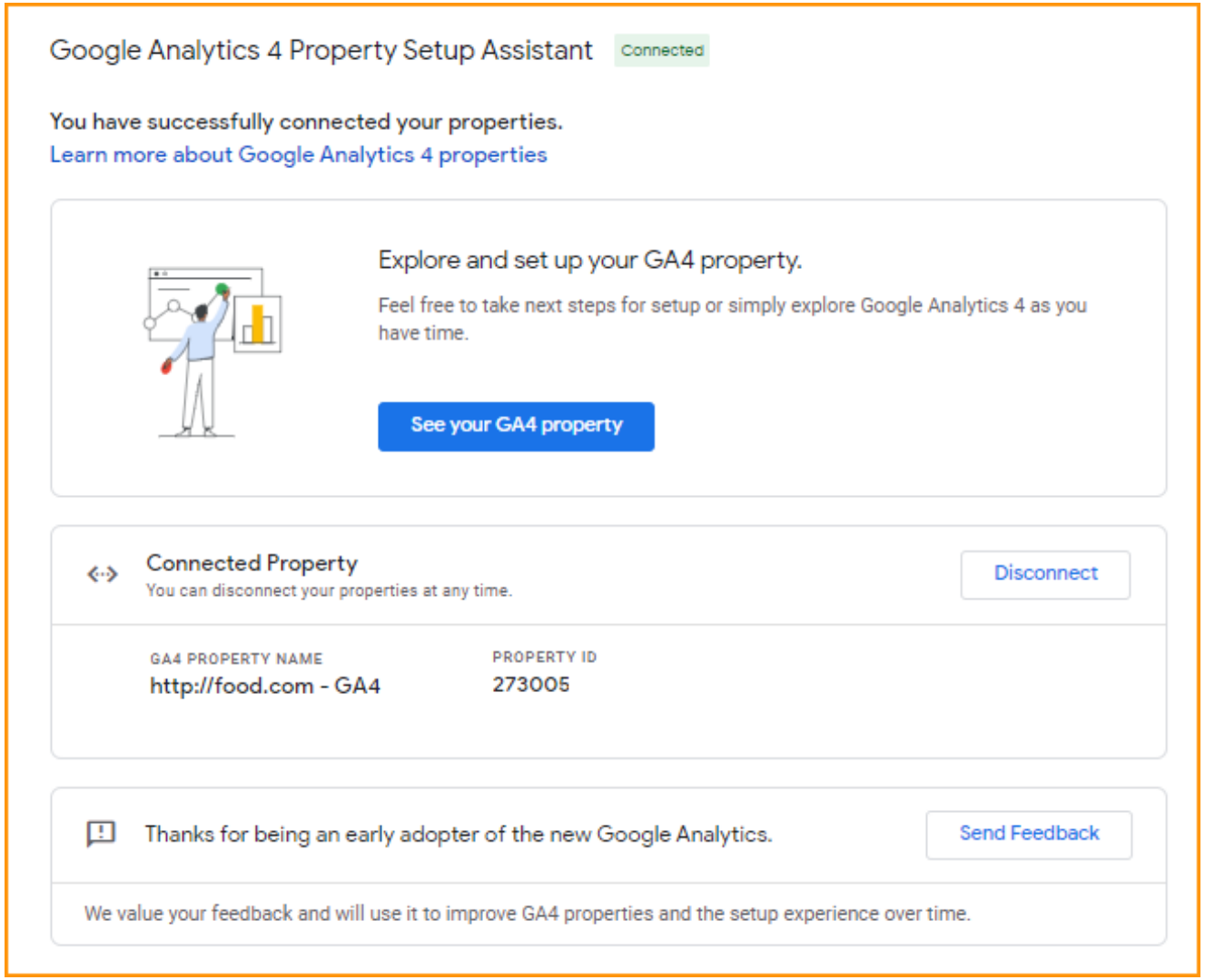
Select **Create Property.**



Upgrade from GA3 to GA4

This brings you to the next step.

Open GA4 by clicking **See your GA4 property** (the blue button).



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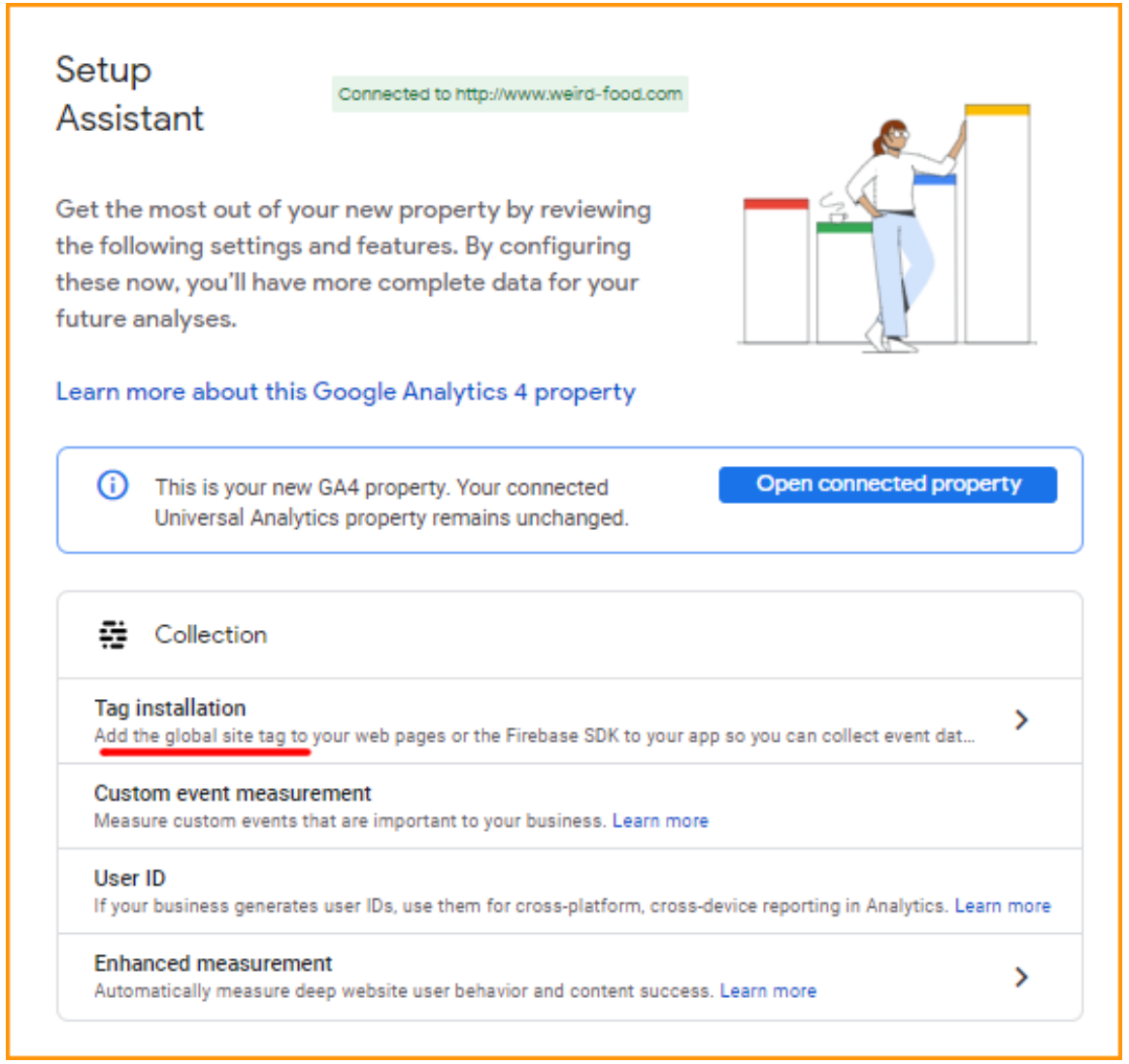
Upgrade from GA3 to GA4

Next, add the new tracking tag.

Select **Tag Installation.**



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Web Stream Details

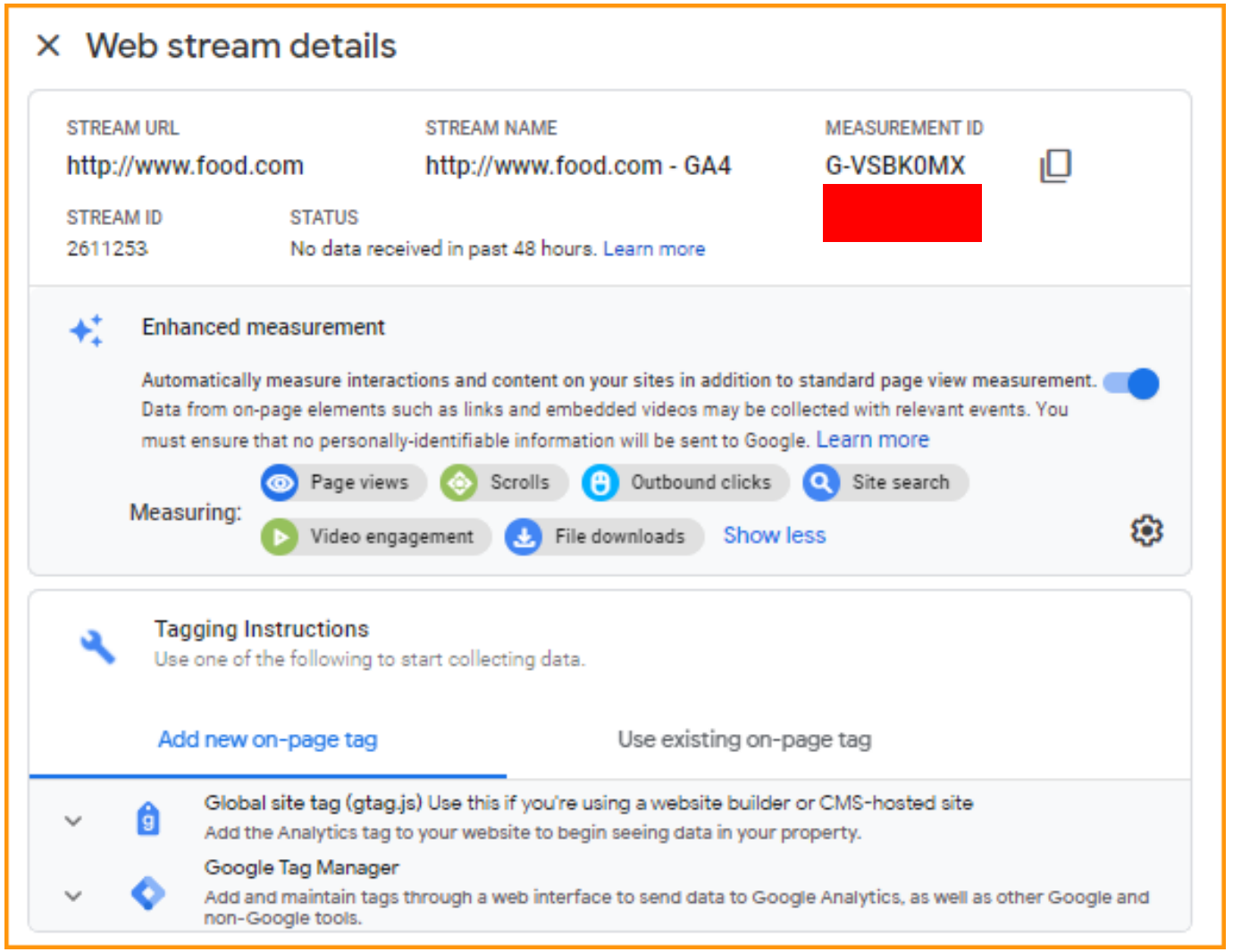
Note the **Measurement ID** at upper left.

For this GA4 account, the measurement ID is **G-VSBKOMX** (this is an example).

Your setup will track page views, scrolls, outbound clicks, site search, video engagement, and file downloads.

For the next step, you get the new GA4 tracking tag.

- Click **Global Site tag gstag.js** (at bottom).
- If you use **Google Tag Manager** (GTM), click the **second option** (more on GTM this in a few slides).



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Set Up GA4

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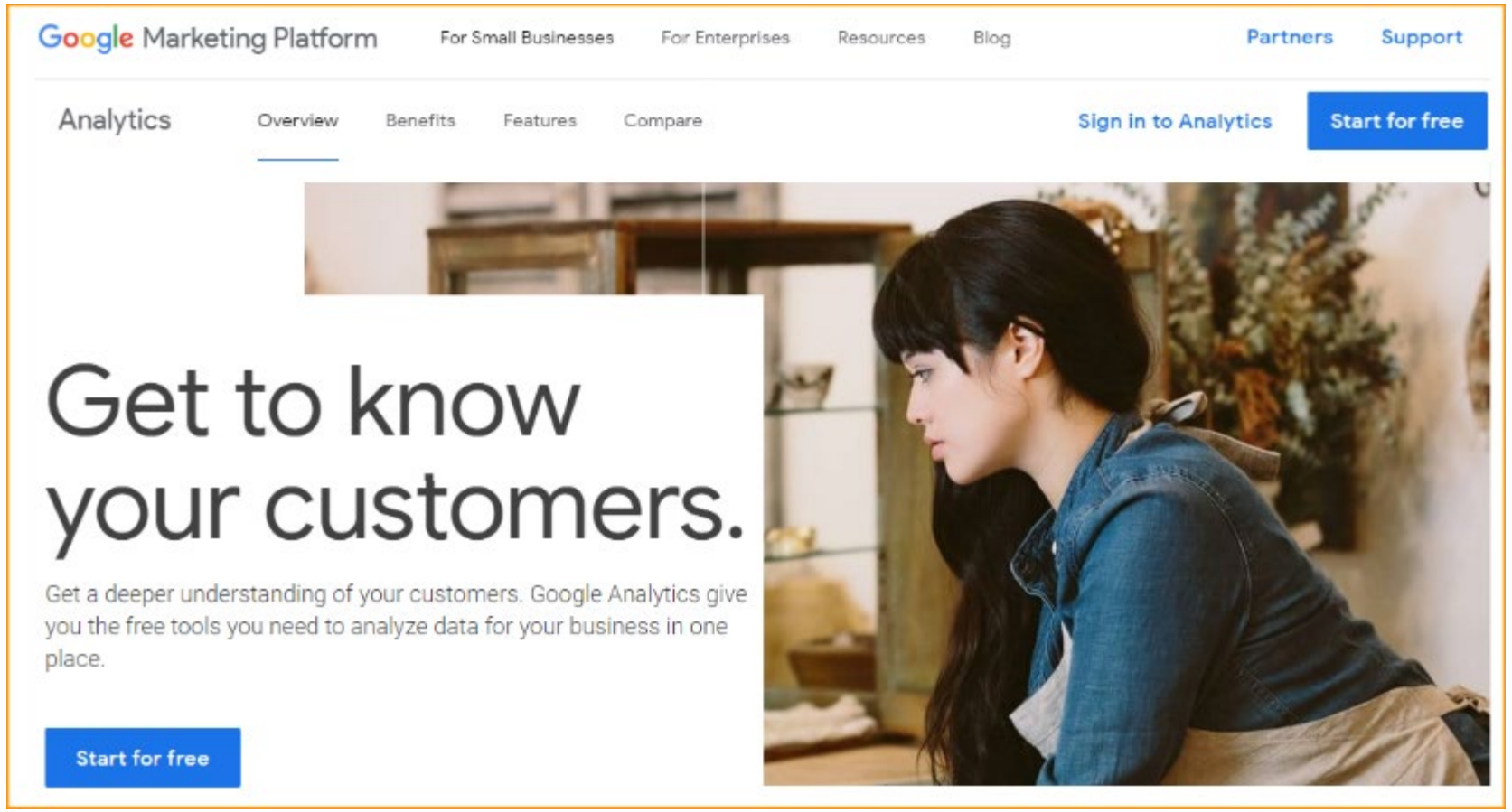
Set Up GA4

To create a new GA4 account:

1. Log into your Gmail account.
2. Or create a new Gmail account such as **MySiteMarketing@gmail.com**
3. Open a new Chrome browser tab.
4. Open **marketingplatform.google.com/about/analytics/**
5. Click **Start for Free.**

Tip: Use team accounts, not personal accounts.



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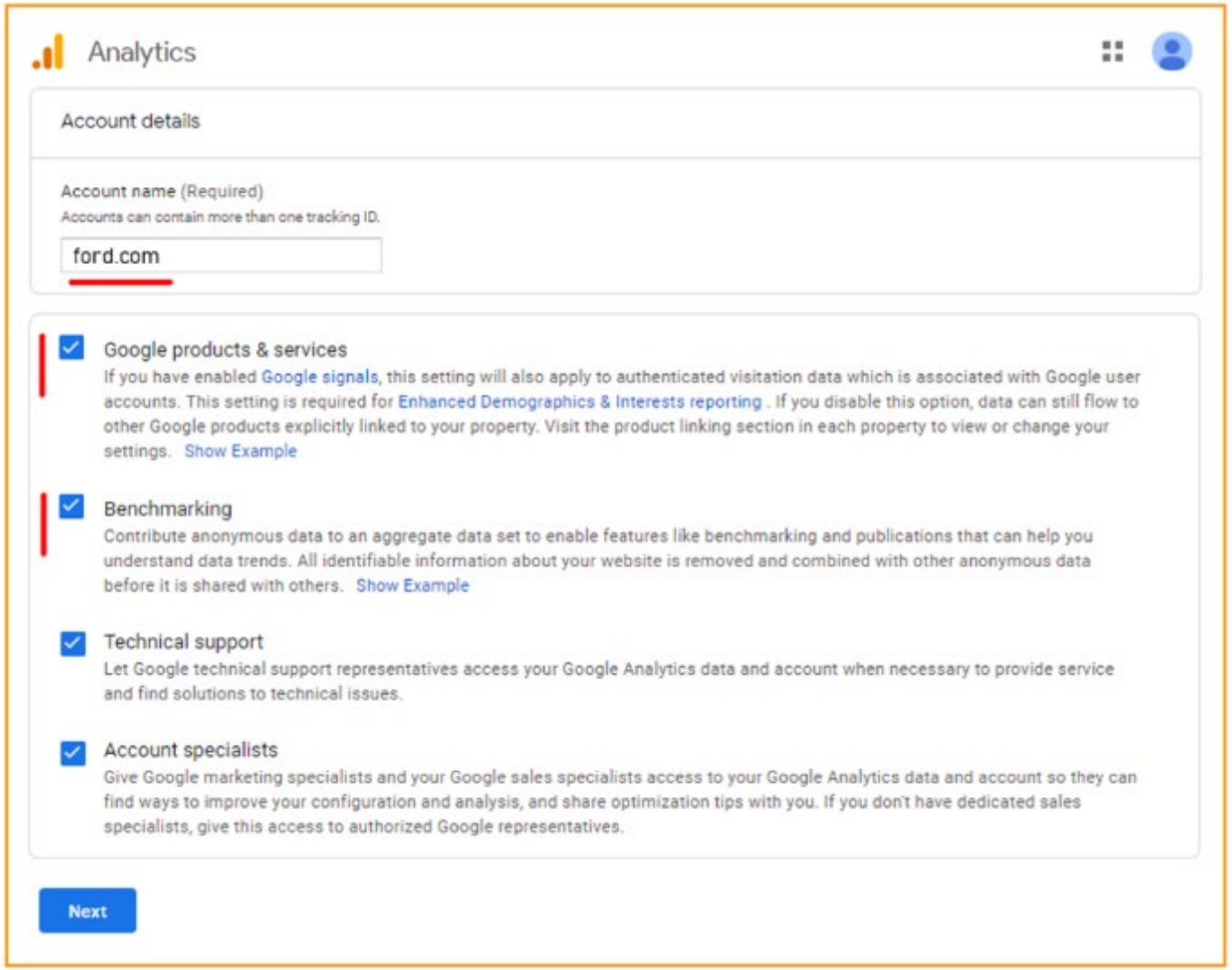
Add Your Name and Select Options

Fill out the form.

1. Add the **account name**, namely, your organization (such as ford.com).
2. Checkmark **Yes** for Google Products & Services to get demographic information (age, sex, language, location, interests, etc.).
3. Checkmark **Yes** to get benchmarking which compares your site's performance to others.
4. Click **Next.**

Tip: I recommend you check all of these. This gives more information to Google so it can interpret your data.



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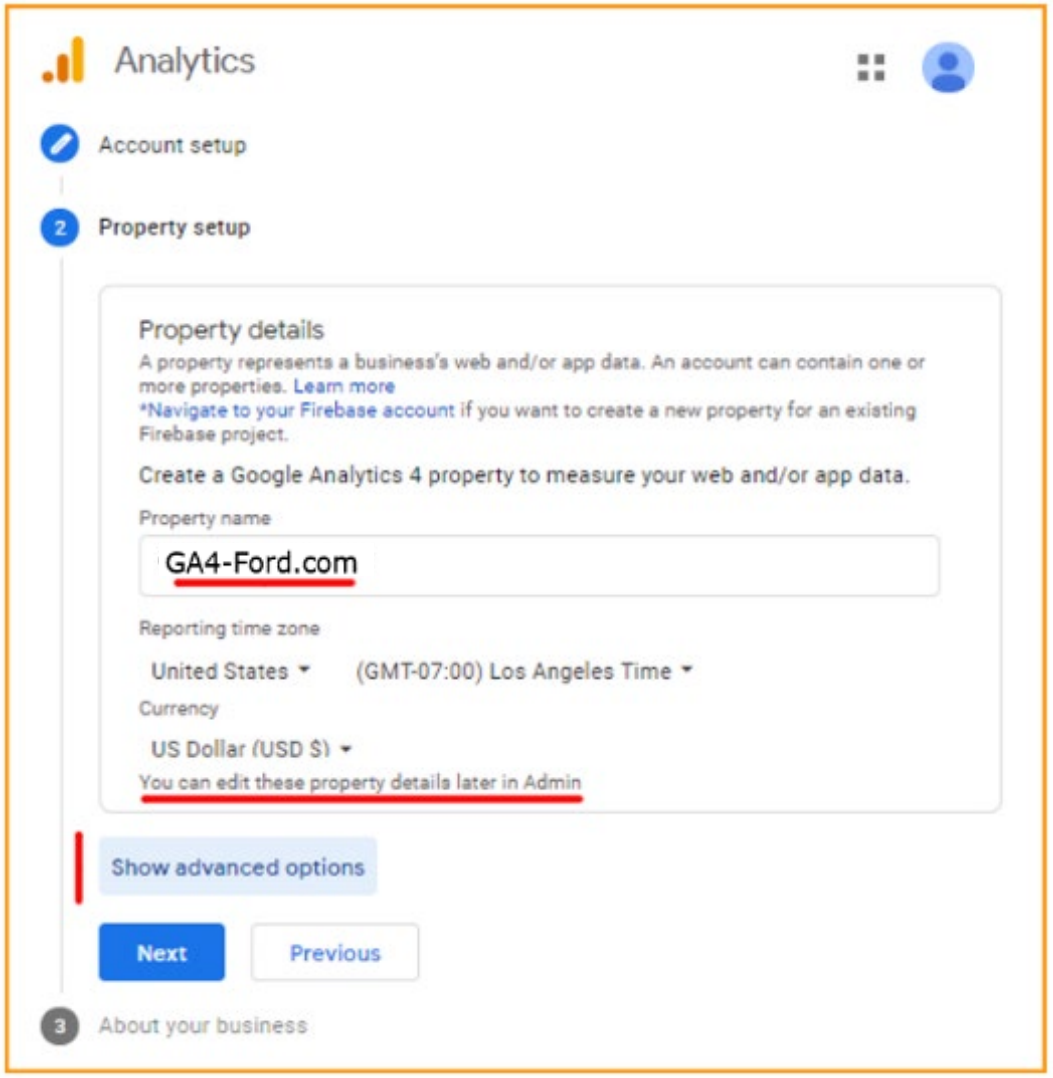
Yet More Options…

You can have up to 99 websites (properties) in your GA4 account.

1. Add the **property name**, which is each website (ford.com, fordtrucks.com, fordskateboards.com, etc.) in your GA4 account.

   Tip: Add "GA4-" to the property name so you can tell it apart from GA4.

1. Click **Advanced Options** for more settings.



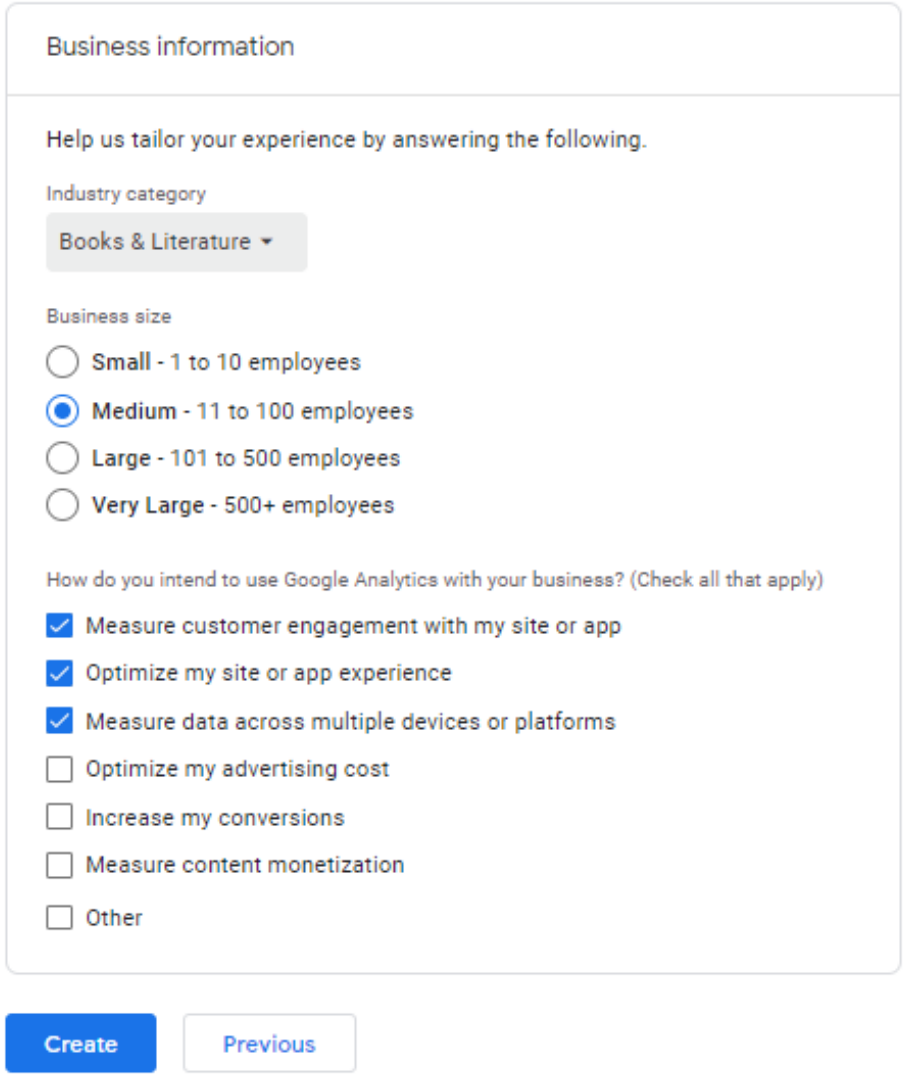
Give More Information to Google…

1. Choose the Industry Category for your business (not all categories are available, such as non-profit).
2. Select the number of employees at your business.
3. Checkmark the options in the list.
4. Click **Create.**

Tip: Don't ignore this page. GA4 will use your information to give you suggested audiences and settings.

Note: Many categories are missing. Use feedback and ask Google to add your category.

Note: You can check these settings and update if needed. Go to **Admin | Property Settings | Property Details | Industry Category**



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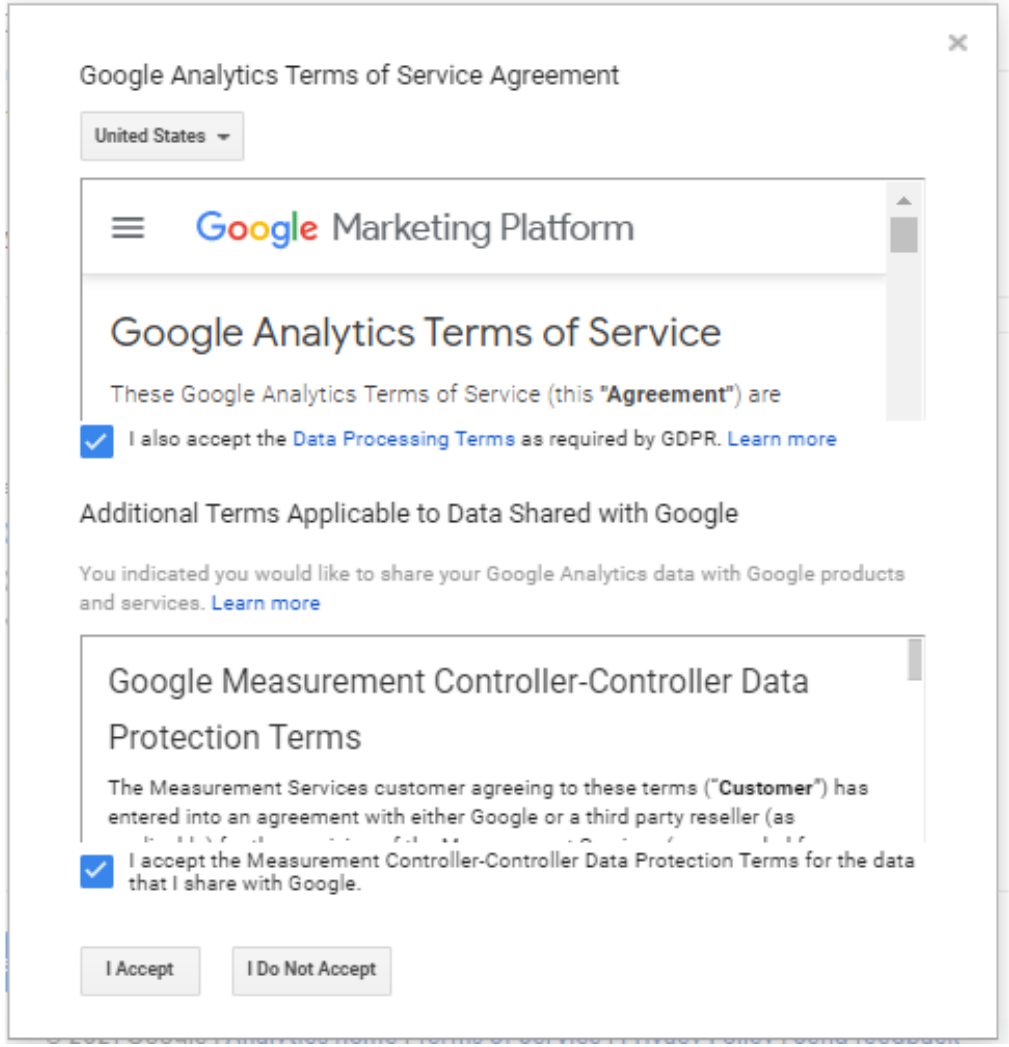
But First, A Few Words from Google's Lawyers

Accept Google's Terms and Conditions (T&C):

1. Checkmark twice.
2. Click **I Accept.**



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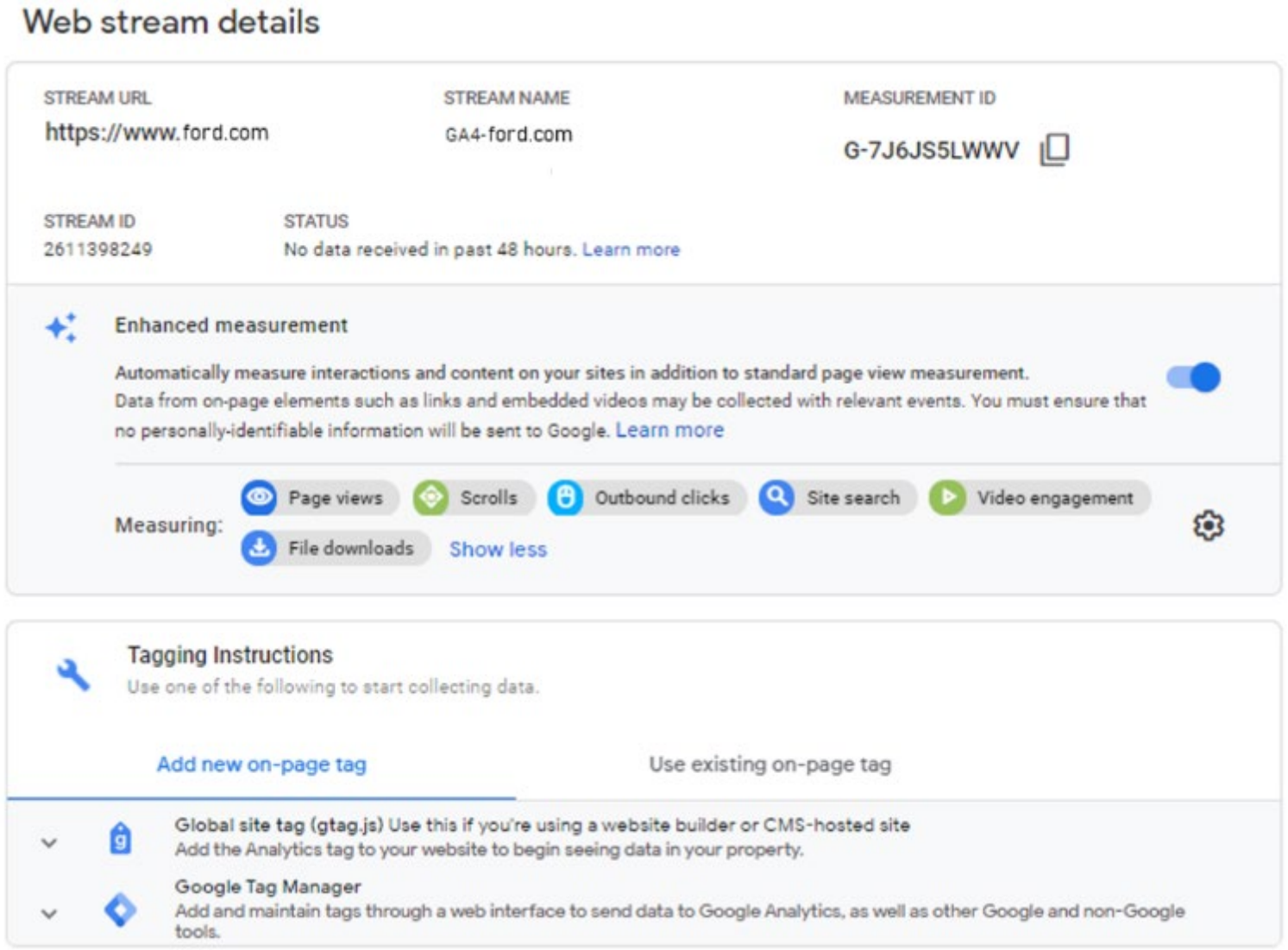
Get the Tracking Tag for Your Website

1. Under **Tagging Instructions**, click **Global Site Tag.**
2. From this point onwards, it's the same process. Copy the tag and add it to your website.
3. Use **GAChecker.com** to make sure the tag is on all pages at your site.



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Add the GA4 Tags to Your Website

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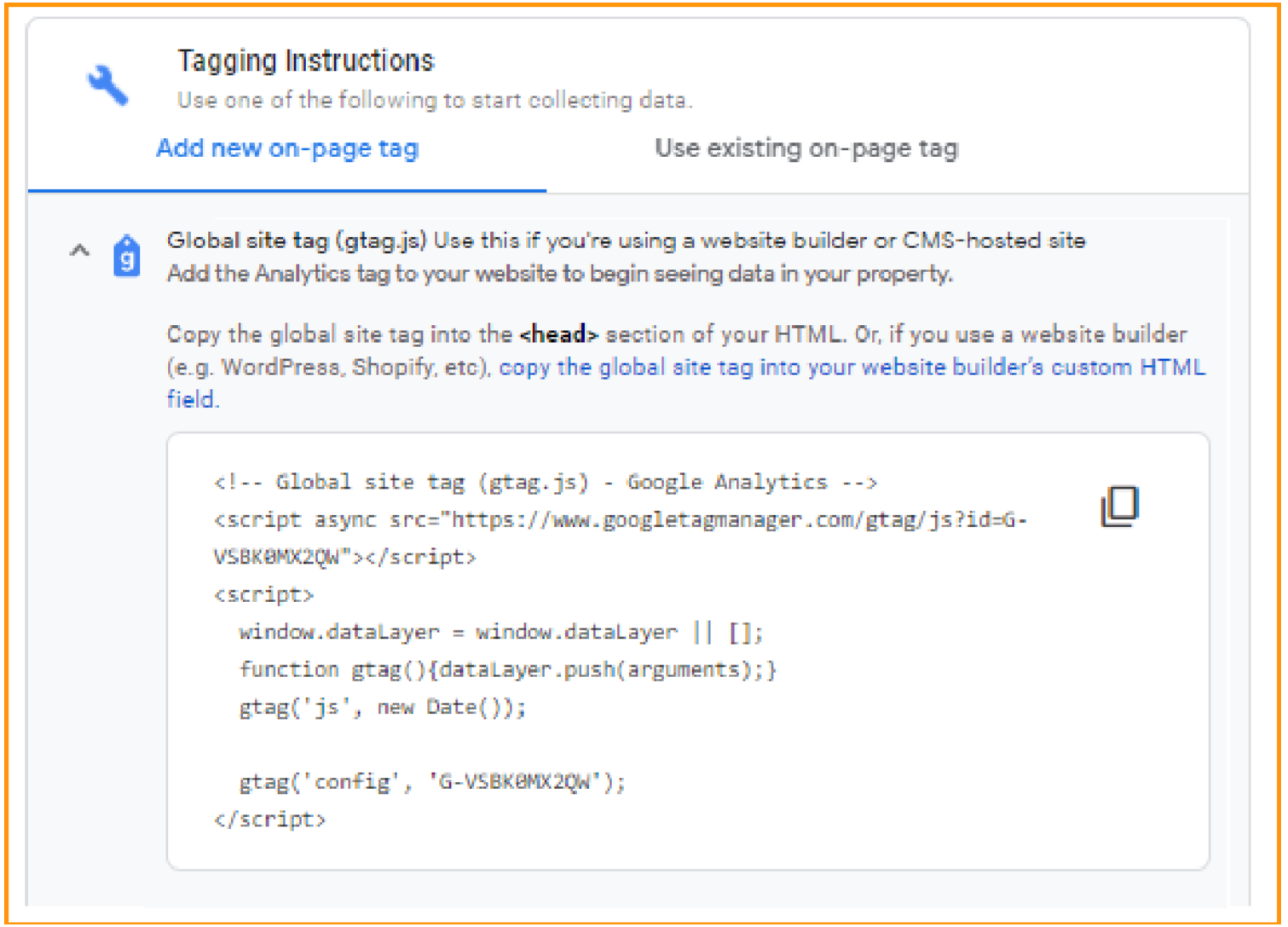
The GA4 Tracking Tag

The global site tag (gtag.js) is in the dialog box.

Use your mouse or click the double-box icon to copy the tag.

Tip: You may need this tag again, so save it on your computer as a text file (not Word docx).



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Add the Tag with WordPress (or any CMS)

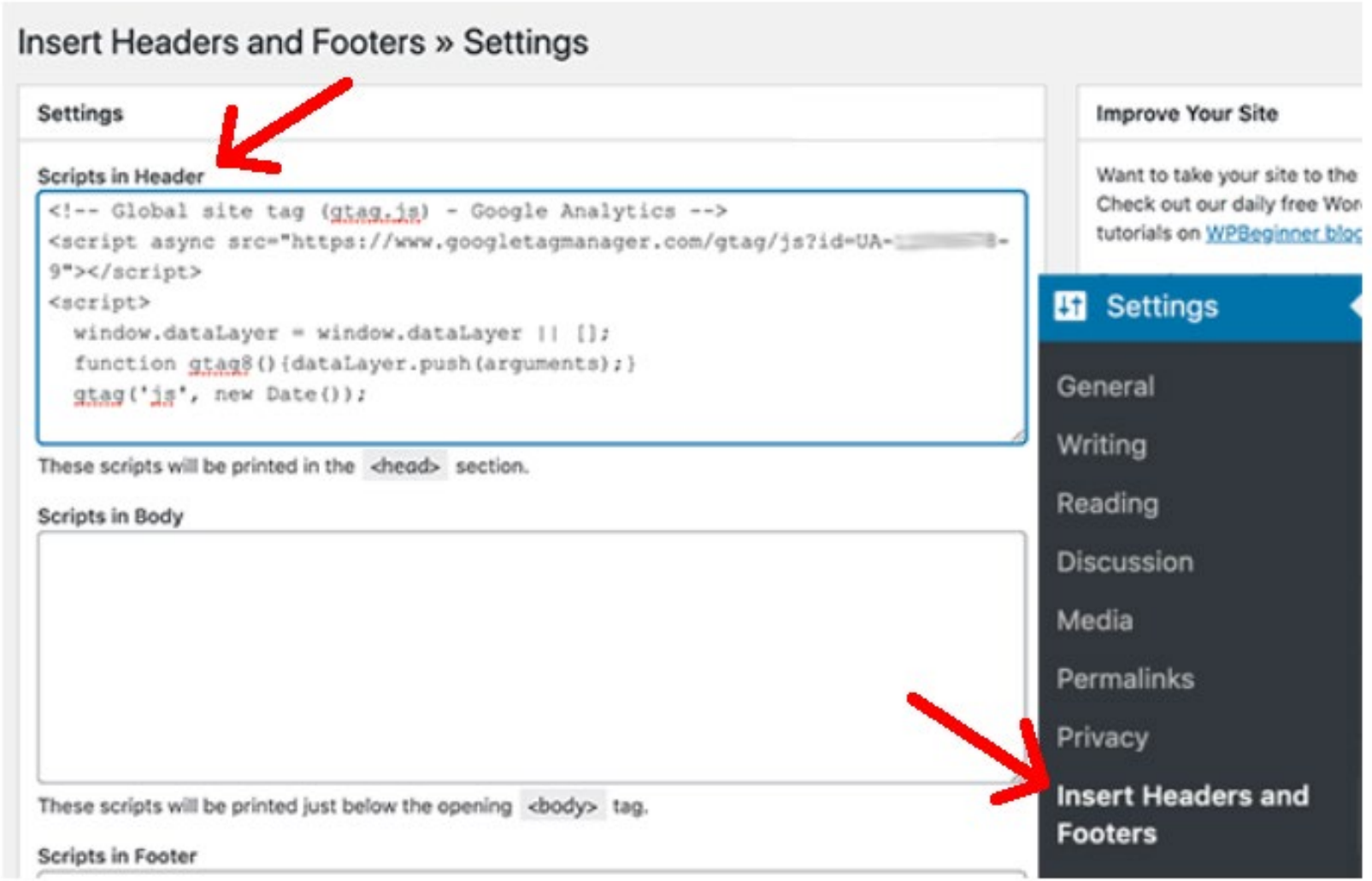
To add tags in WordPress (or any CMS):

1. Open WordPress with **Administrator access**.
2. Install and activate the **WordPress Insert Headers and Footers** plugin.
3. Go to **WordPress | Settings | Insert Headers and Footers** (red arrow at bottom).
4. Paste the GA tag in the **Scripts in Header box** (red arrow at top) (not the **Scripts in Body** box).
5. This adds the tag to all pages at your site.
6. Click **Save**.

Tip 1: The MonsterInsights plugin adds analytics data to your WordPress panel. The GA Google Analytics plugin by Jeff Starr is free.

Tip 2: If you're using other CMS (such as Wix, Squarespace, etc.), search in Google for "Add google analytics tags to Wix" or similar.

Note: This works for GA3, GA4, and any tag (Facebook, Instagram, LinkedIn, etc).



Add the Tag with Google Tag Manager

If you have many tags (Google Ads conversion, Facebook, Twitter, LinkedIn, remarketing tags, etc.), use **Google Tag Manager (GTM)**.

This lets you add, edit, pause, and remove tags without asking the webdev team or IT to make changes each time.

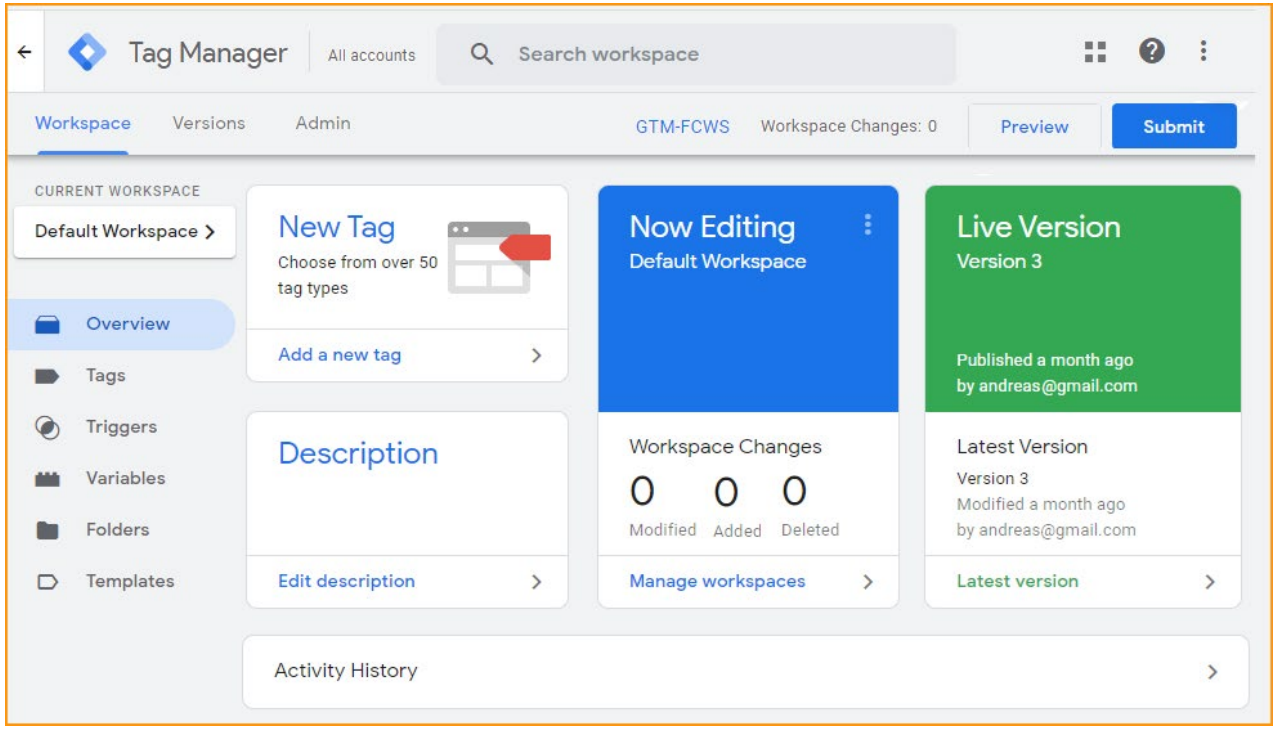
However, GTM can be complex to learn and use. Many mid-size and large companies don't use it. If your current tagging method works, perhaps you don't need GTM.

Tip: Be sure to click **Submit** (at upper corner).

Tip: How to install GA with GTM: See GTM+GA4 by Julius Fedorovicius.

Note: There are **TWO** parts to a GTM tag. One part goes in the HEAD and the other goes in the BODY. Many webmasters are accustomed to tags with only one part.

Note: If you know how to add tags in your CMS (WordPress, etc.), then you don't need tag manager.



When to Use GTM:

- If previous webmasters installed GTM, then you must continue to use it (otherwise, there may be overlap of tags)
- If you have six or more tags (such as GA3, GA4, Google Ads, Facebook, LinkedIn, remarketing, etc.), it's easier with GTM.
- If your IT team or webdev manages your website, GTM lets you make changes without having to deal with them.

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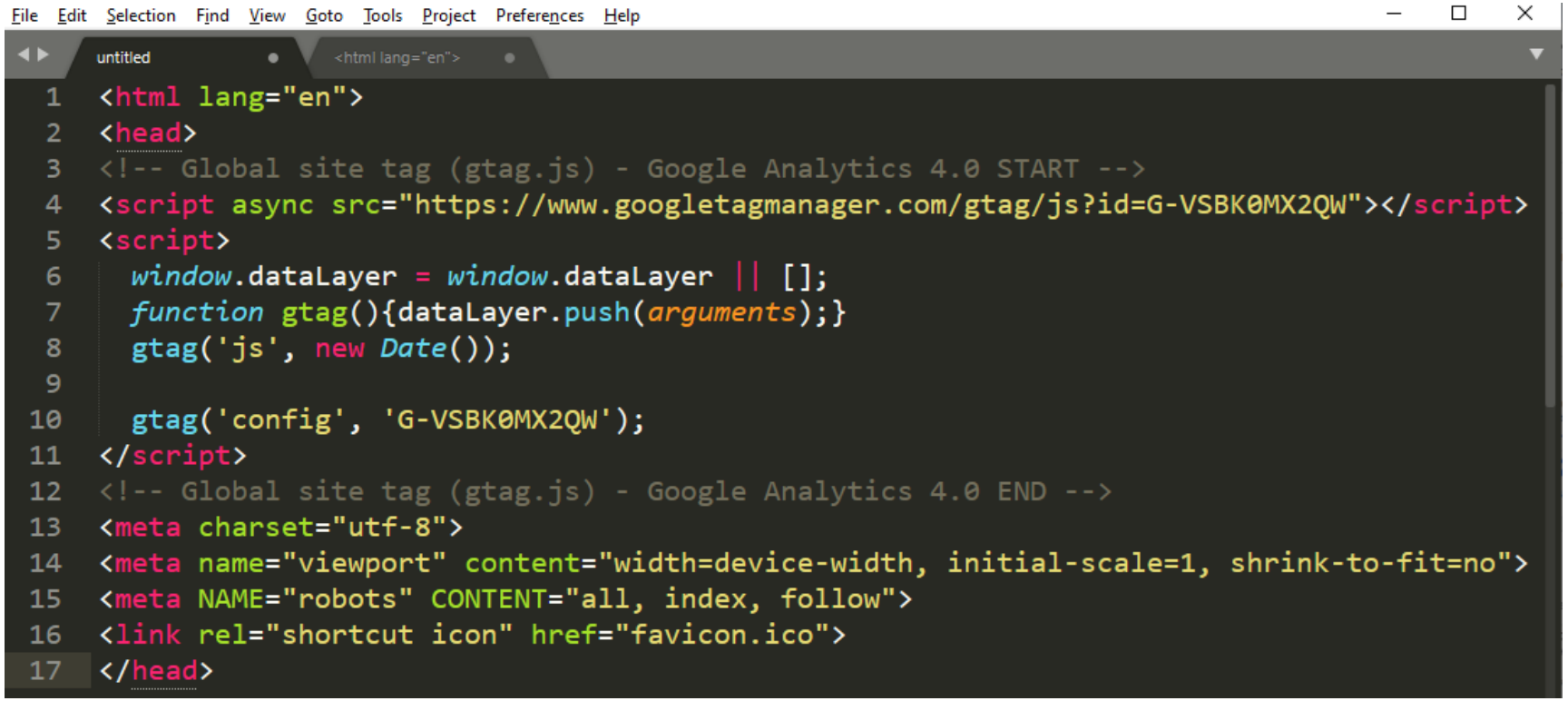
Add the Tag by Hand in HTML5

If the website is built in HTML5, you can add the tag by hand with your HTML code editor such as Sublime, EditPlus, etc.

1. Open the text editor.
2. Use global search/replace.
3. Paste the GA tracking tag after the <HEAD> code (line in 2).
4. Upload all pages to your server.

Caution: Do this only if you're familiar with code editing. Mistakes can be difficult to undo. Make a backup before you start.

Note: In the past, Google recommended other positions for the tag. Google now says the tag should be at the top of the page.



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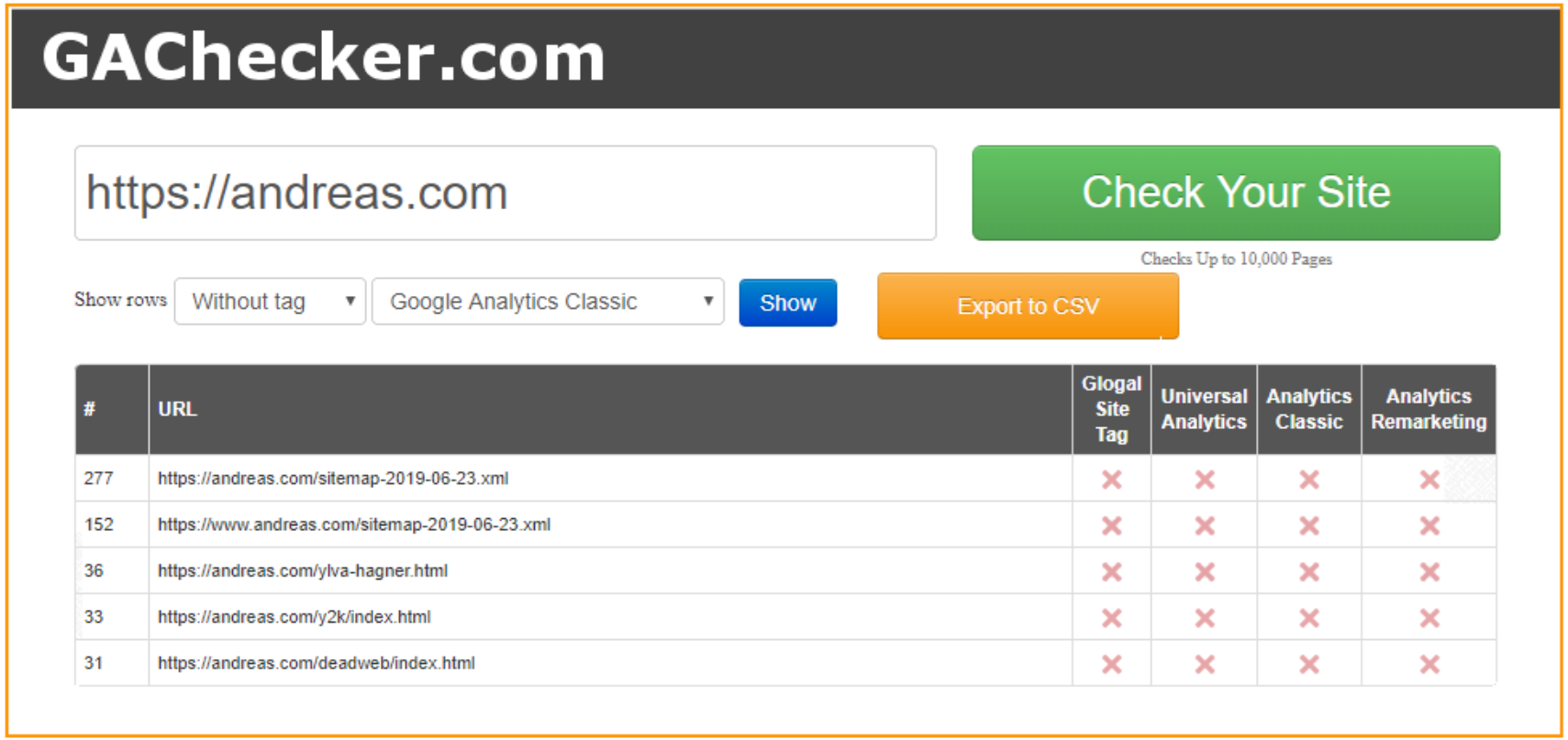
Is the Tracking Tag on Every Page of Your Website?

Use **GAChecker.com** to see if the Google Analytics tag is on every page at your site.

- Free up to 10,000 pages.
- Check any site (your site or other sites).
- Checks for Google Tag Manager (GTM), Global Site Tag (GA4), Universal Analytics (GA3), Analytics Classic (obsolete), Remarketing tag.
- Filter the results to see the pages without the tag.
- Export the list to CSV so you can fix the pages with missing tags.



#	URL	Glogal Site Tag	Universal Analytics	Analytics Classic	Analytics Remarketing
277	https://andreas.com/sitemap-2019-06-23.xml	✗	✗	✗	✗
152	https://www.andreas.com/sitemap-2019-06-23.xml	✗	✗	✗	✗
36	https://andreas.com/ylva-hagner.html	✗	✗	✗	✗
33	https://andreas.com/y2k/index.html	✗	✗	✗	✗
31	https://andreas.com/deadweb/index.html	✗	✗	✗	✗

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Keep or Delete the GA3 Tags?

What about the GA3 tags? Keep or delete?

- When (if) GA3 shuts down, you can remove the GA3 tags.
- But they're harmless. You can have both GA3 and GA4 tags on the site.

I suggest leaving them there until it's clear Google has shut down GA3.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
VSBK0MX2QW"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-VSBK0MX2QW');
</script>
```

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Additional Admin Settings

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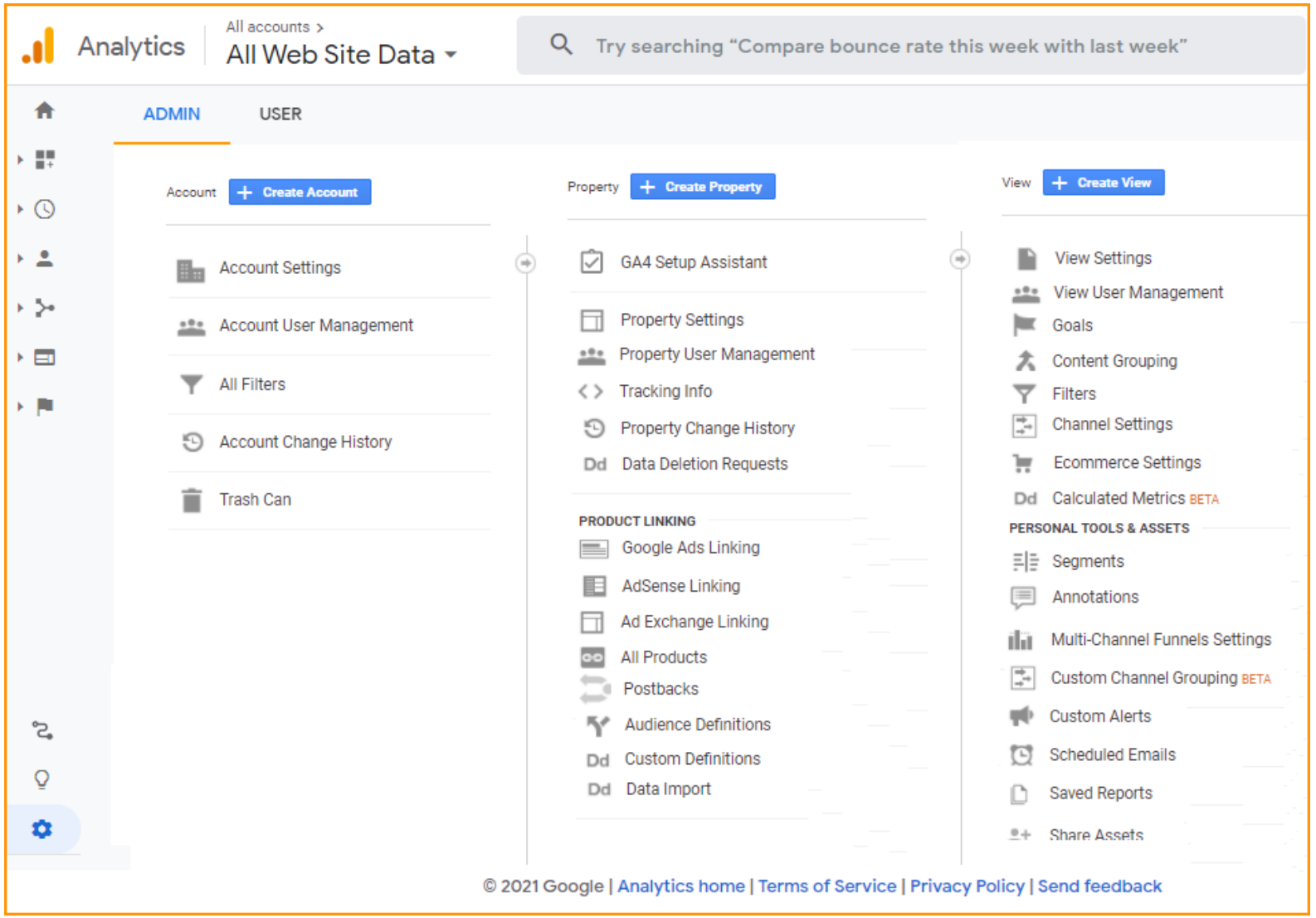
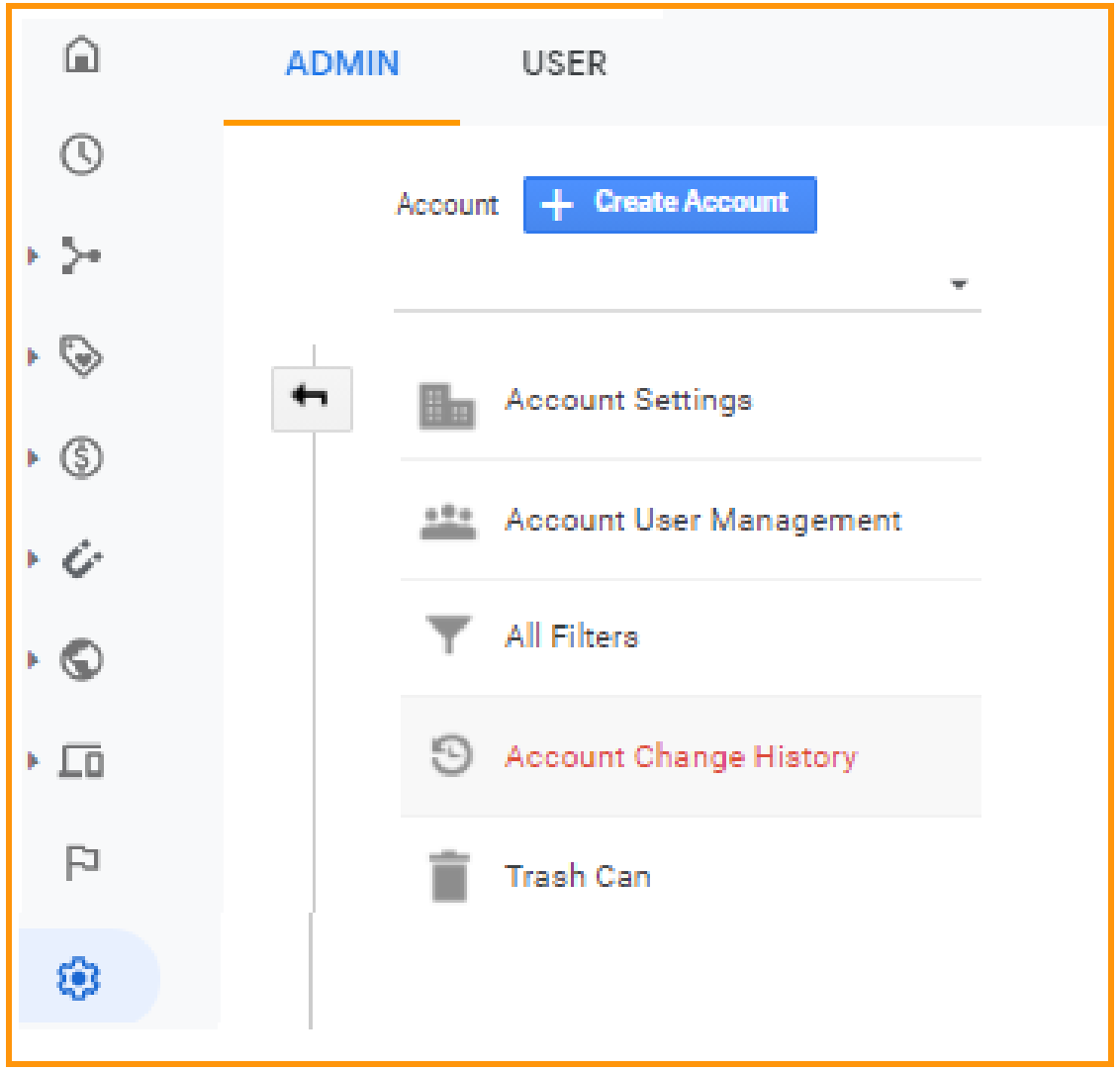
The GA3 Admin Panel's Beloved 35 Options…



...Is Just a Few Options in GA4 Admin Panel



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If You Have Both GA3 and GA4, Mark the Difference

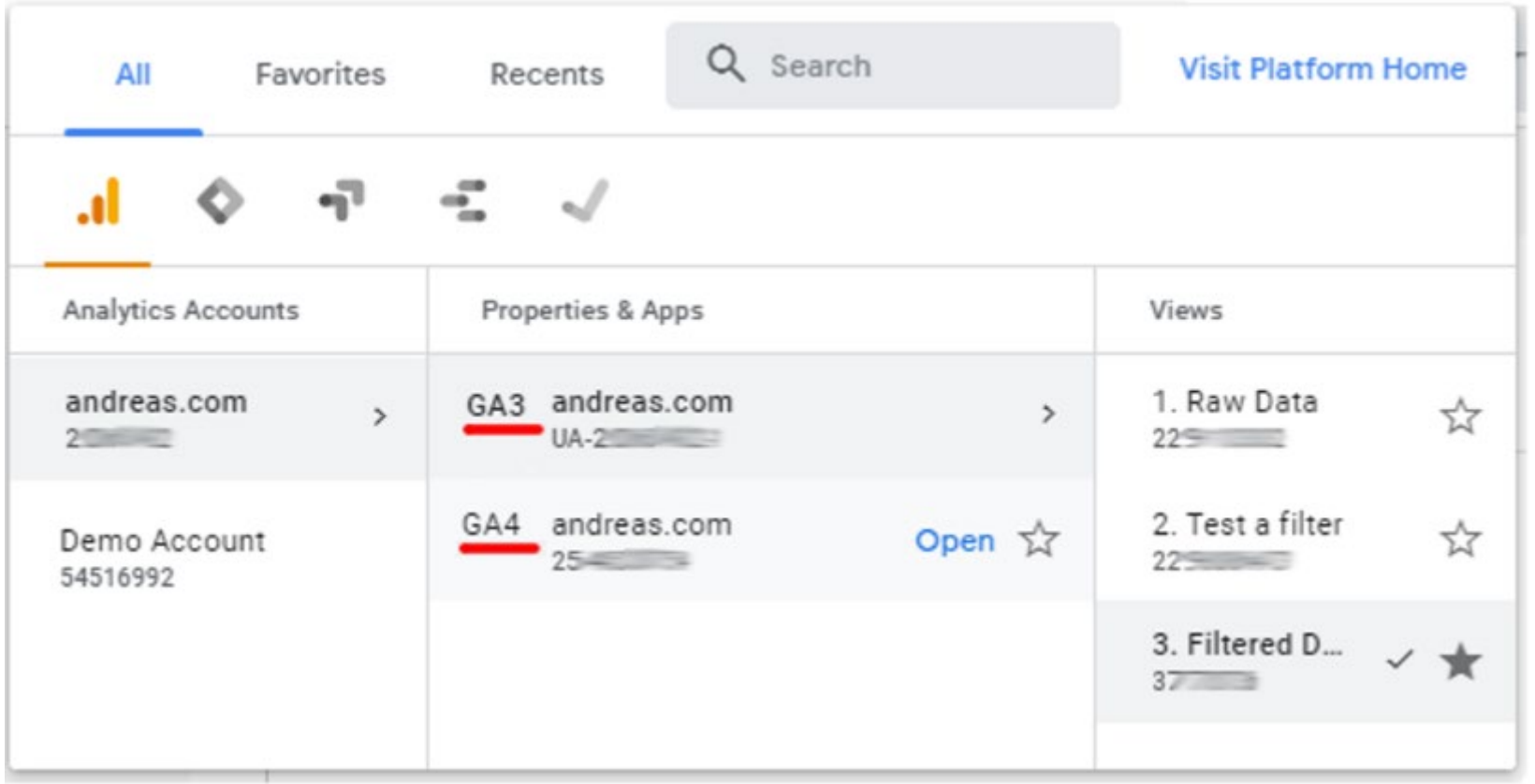
Add a bit of text so you can tell the difference between GA3 and GA4:

1. To find GA3, go to the Google Analytics logo at the top left of your analytics screen.
2. Just to the right of the logo, do a mouseover and you'll see the various GA accounts.
3. If the account number starts with UA-, it's a Google Analytic 3.0 account. If the number doesn't have UA-, it's GA4.

Tip: Edit the names to see the difference:

1. Open GA3 and click **Admin | Property Settings | Property Name.** Change the property name to **GA3-company.com**
2. Open GA4 and click **Admin | Property Settings | Property Name.** Change the property name to **GA4-company.com**

Tip: You can also add **Use this One Company.com** to the name.



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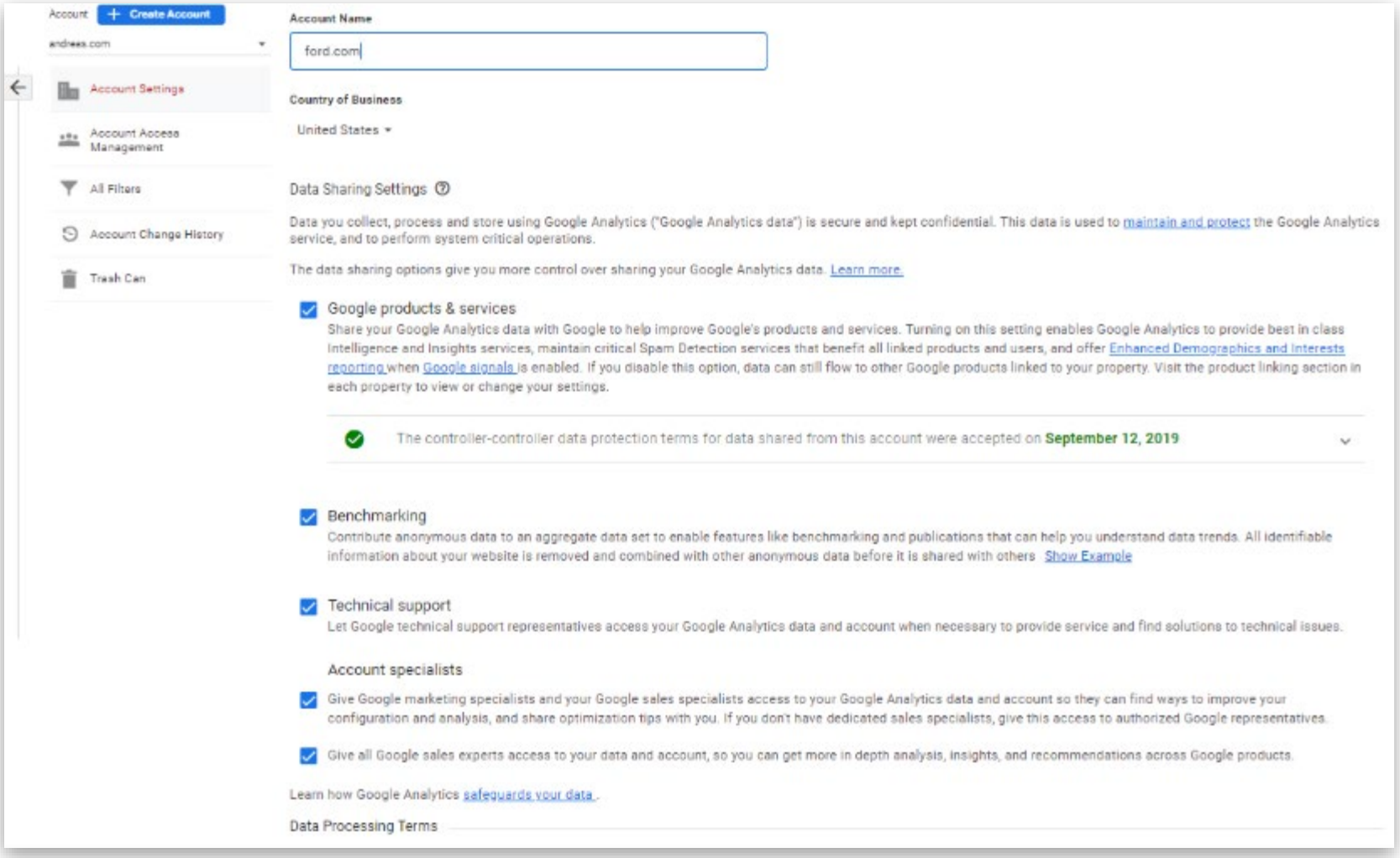
Use Account Settings to Change the Name and Turn On Options

Turn on several settings to share data

1. Click the **Admin** icon.
2. Select **Admin | Account Settings**
3. **Google Products and Services:** Turn this on to get demographic data (age, gender, language, location, etc.).
4. **Benchmarking:** Turn this on to get data on how your site compares with other sites.
5. The last three checkboxes give Google access to your account.



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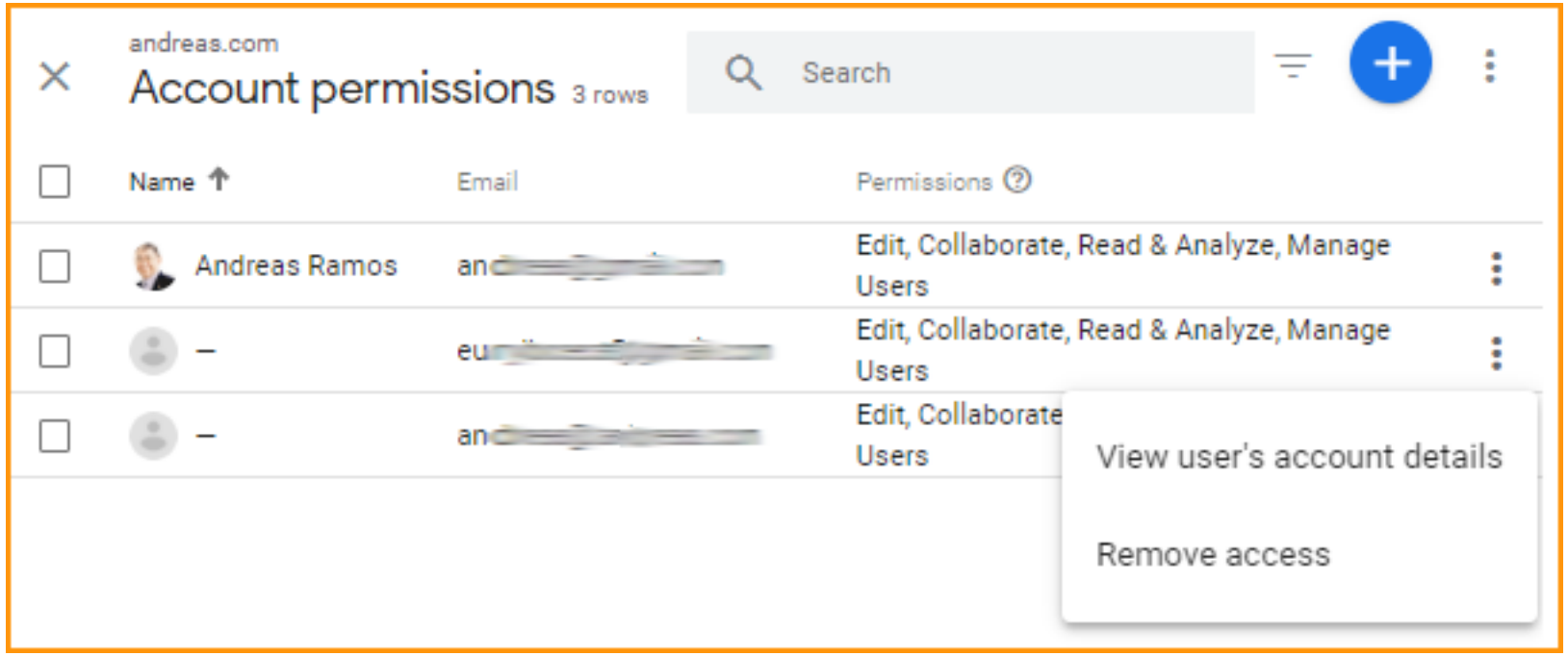
Account User Management

Choose who has access and the level of access to the account.

1. Click the **Admin** icon.
2. Select **Admin | Account User Management.**
3. Review the access settings for each user.

Tip: Give only necessary access. Don't give everyone Edit access.

Tip: Take the opportunity to review access in GA3. Lower their access level. Delete anyone who should not be there.



Increase the Data Retention from Two Months to 14 Months

By default, GA4 keeps your visitor data for only two months (60 days).

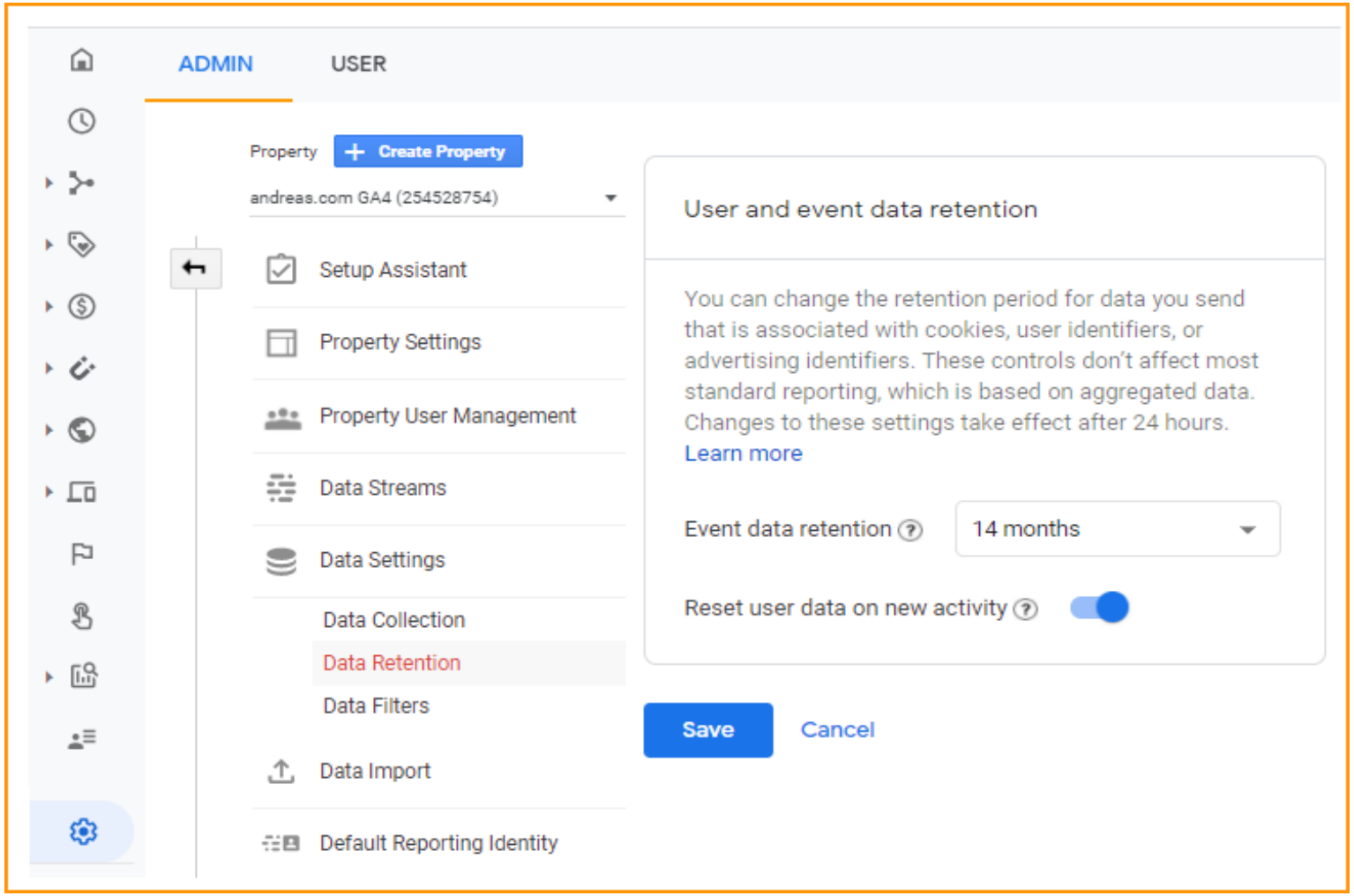
Increase this to fourteen months.

- Click **Analytics | Admin | Property | Data Settings | Data Retention**.
- Change from two months to fourteen months.
- Click **Reset User Data.** If a visitor returns, the data stream continues. If not set, visitor data is deleted.

Tip: Turn on **Data Collection**.

Note: Google may offer more time for a fee.

Note: Use **Data Filters** to create filters. Currently, only two filters: block internal traffic or developer traffic.



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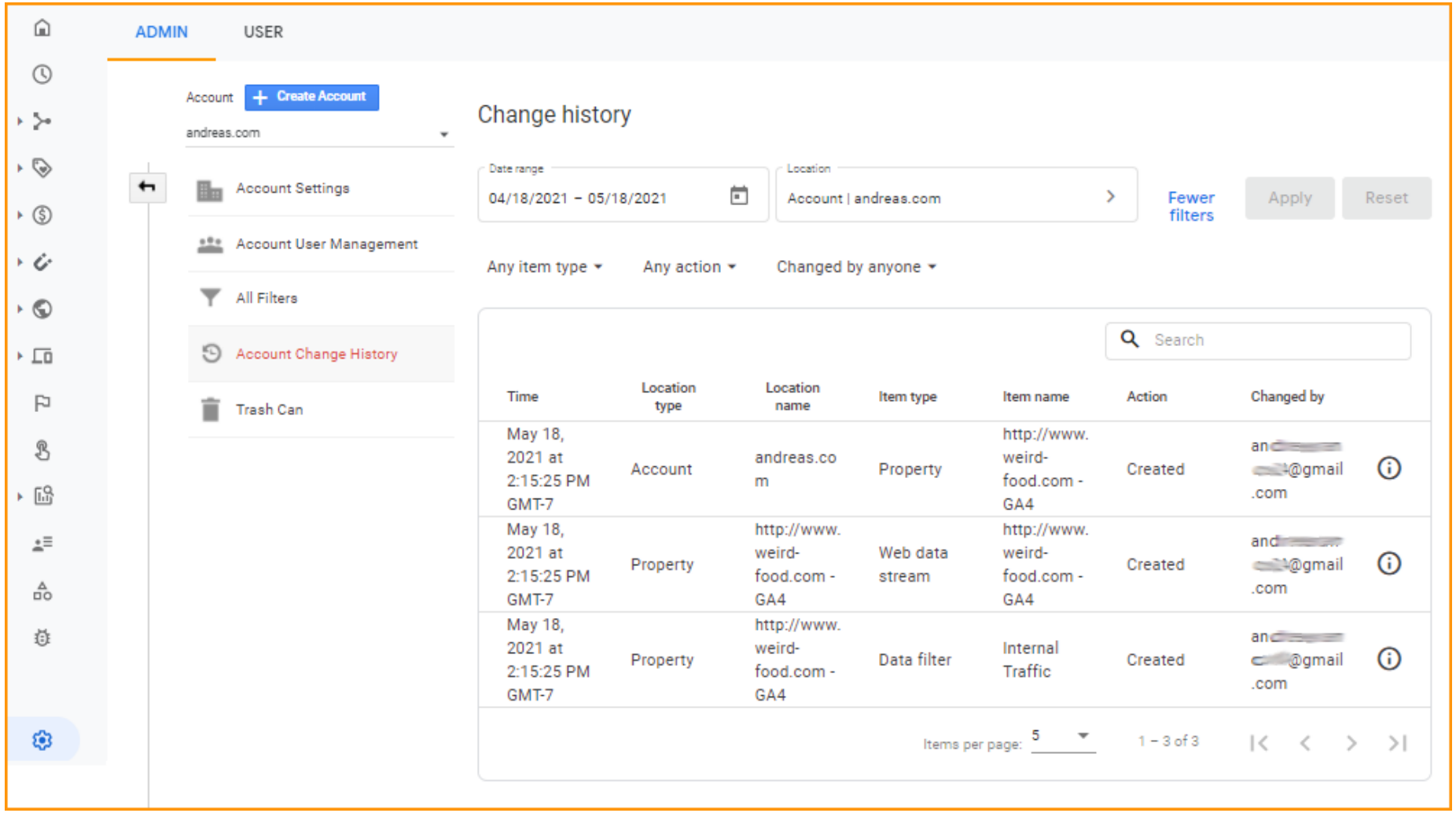
Change History

See who has made changes to the account.

(This item is not in the demo account).

1. Click the **Admin** icon.
2. Select **Admin | Account Change History.**
3. Use the filters to see who made change, what changes were made, and the date of change.

Tip: Use this to ensure your staff, contractors, and agencies are doing work.



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Filters in GA4

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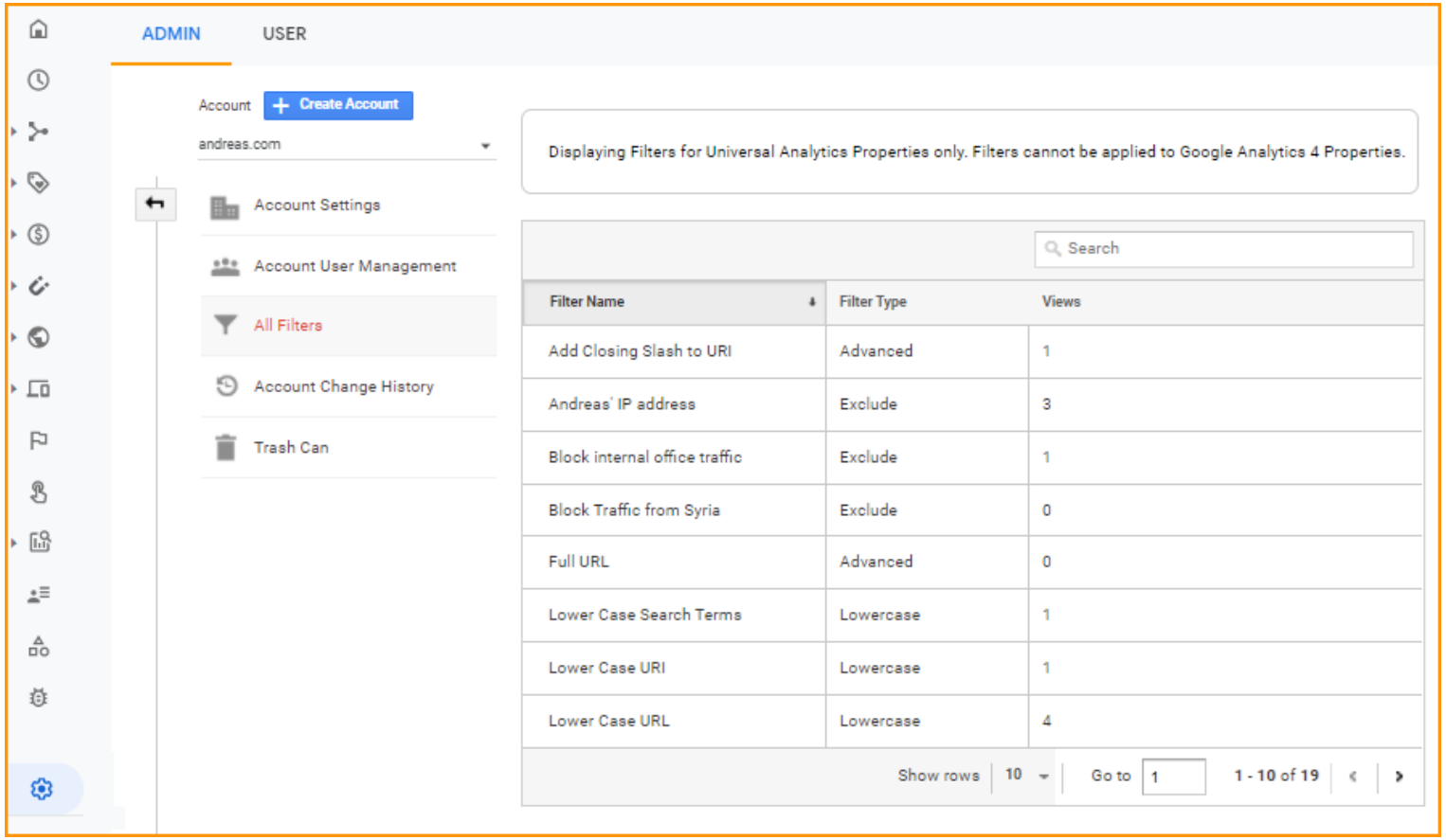
Very Few Filters in GA4

GA4 has few filters.

1. Click the **Admin** icon.
2. Select **Admin | All Filters.**
3. This shows you the filters **for the GA3 account.**

Note: I assume GA4 uses the basic GA3 filters (lower case for search terms, URLs, URIs, and so on.



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How to Block Your Internal Traffic in GA4

Why exclude an IP address?

Generally, you don't want to track internal traffic. This dilutes your general traffic.

Note: People working from home, likely have a DSL with a dynamic IP address, so their IP address may change. When it changes, the filter won't work.

Part 1: Add the IP address to exclude

1. Collect the IP addresses. Send an email to your staff with **WhatIsMyIP.com**. Ask them to click the link and copy the number (such as 67.180.90.20) and send it back to you.
2. Click **GA4 | Admin.**
3. Select **Data Streams.**
4. Select the property (website) where you want to add the filter.
5. Select **More Tagging Settings** (at the bottom).
6. Select **Define Internal Traffic.**
7. Select **Create.**
8. The **Rule Name:** Enter the name of your office, your home, the person, etc.
9. Set **traffic_type value = internal**
10. IP addresses: You have several options:
    - IP address begins with…
    - IP address contains…
    - IP address ends with…
    - IP address equals…
    - IP address is in range (CIDR notation)
11. Choose the relevant option. If this is for your house, choose "equals". For an office with many IP addresses, such as 10 through 80, use a slash, so if the office IP is 192.0.2.10 through 192.0.2.80, use 192.0.2.10/80 (talk with your network support team to get the range).
12. Click **Create** to save.

Part 2: Test the Filter

1. Click **GA4 | Admin | Data Settings | Data Filters**
2. By default, this is set to exclude any traffic that is marked as Internal Traffic (which you defined in Part 1).
3. The Filter State is set to **Testing**. If the event is triggered (an IP address matches the internal value), it will be reported in "Test Data Filter Name".
4. If the test report is good, you can switch the filter to **Active**.

To block internal traffic from other staff and contractors, repeat these steps. Send an email with the link **WhatIsMyIP.com** and ask them to click the link and copy the number (such as 67.180.90.20) and send it back to you.

Part 3: See the Results

Visit your website with several different browsers (Chrome, Edge) and devices (desktop, mobile)

1. Wait 24 hours.
2. Go **to GA4 | Life Cycle | Acquisition | Traffic Acquisition.**
3. At the top, click **Add Comparison.**
4. At the right, in the box for **Select Dimension**, scroll down and select **Test Data Filter Name.**
5. In the box **Select Dimension Values**, select **Internal Traffic**, checkmark it, click **OK**, and click **Apply**.

In the graph at the left, data shows internal traffic.

In the table at the bottom, you may see your website and filtered visits.

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How to Configure Dashboards, Views, Automated Reports, and Alerts

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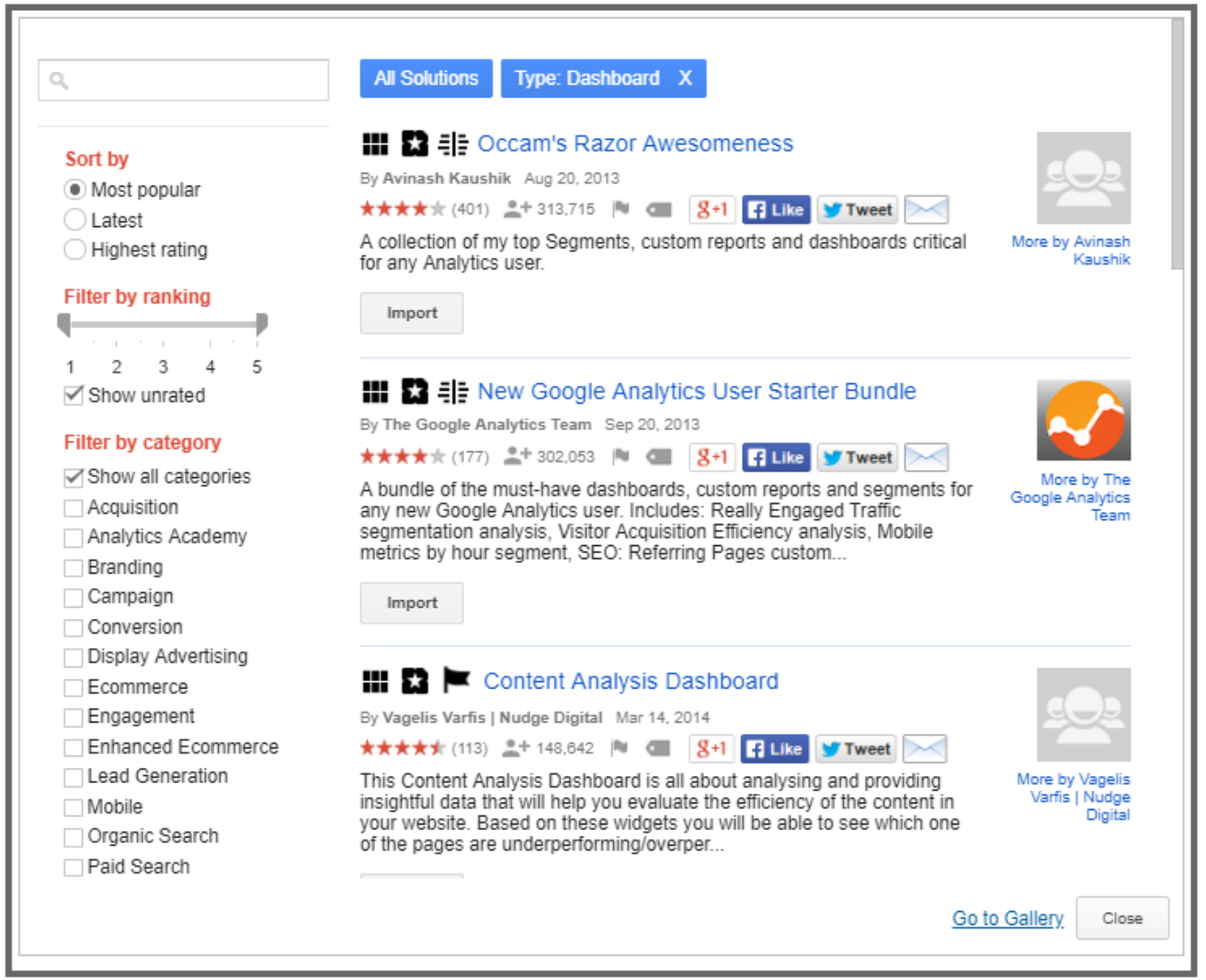
Dashboards, Views, Automated Reports, and Alerts… All Gone

Dashboards, views, automated reports, alerts, and more do not exist in GA4.

You create customized reports in GA4.



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GA4 On Mobile

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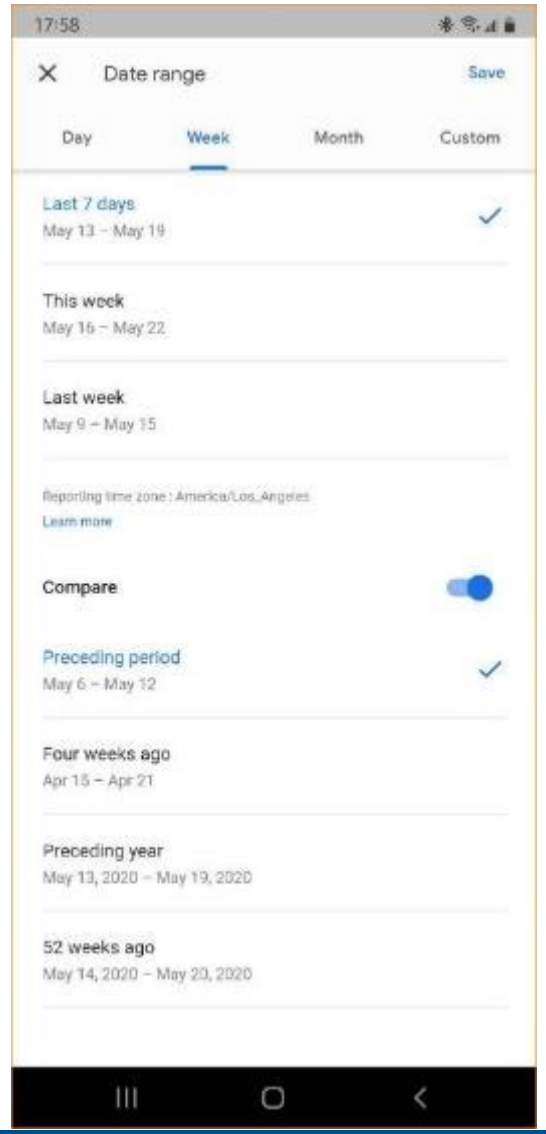
Google Analytics 4.0 on Your Phone

The Google Analytics App:

- Free at the Apple or Google app store.
- For Apple iOS and Android.
- Switch between GA3/GA4.
- Set time comparisons.
- Light or dark theme.

Note: The mobile screen is too small for practical use. The mobile app may be useful in an emergency or help you to fall asleep at night.



Send Feedback to GA4

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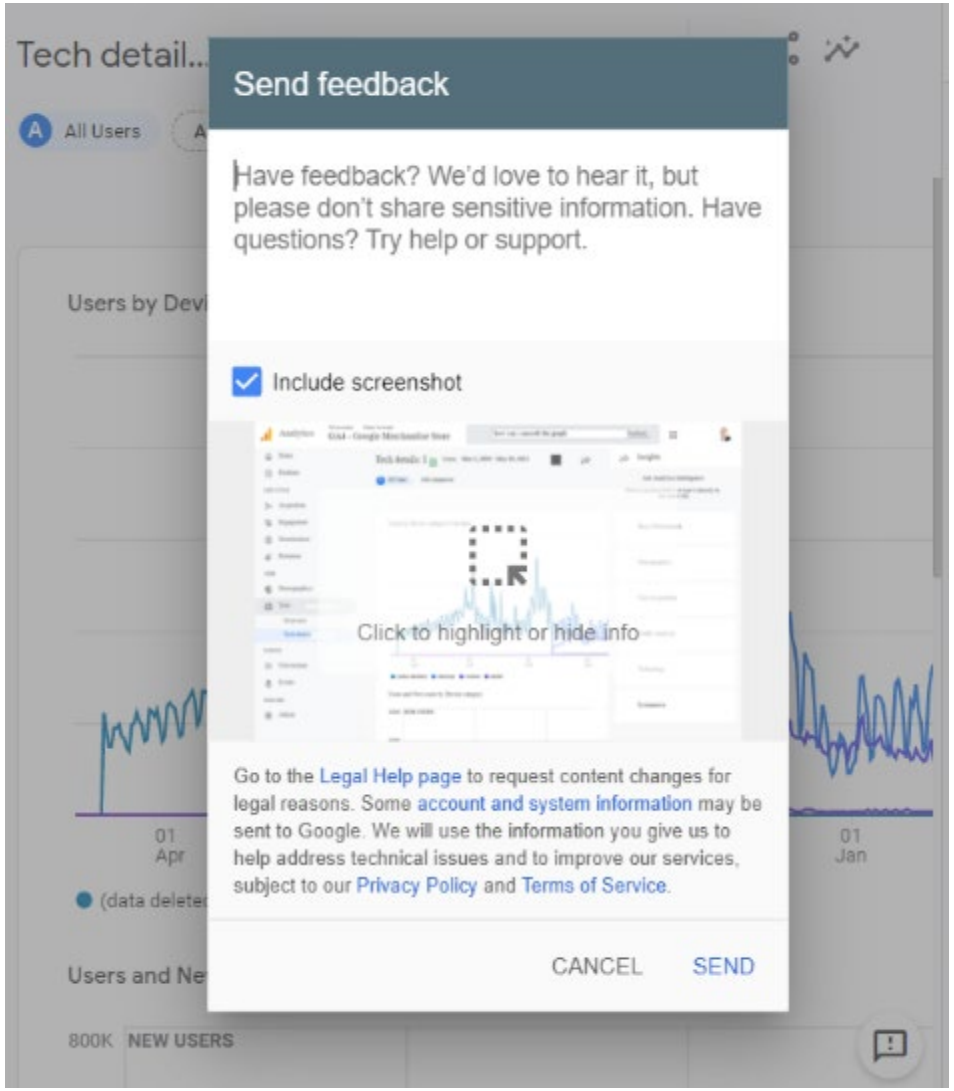
Help Google with Your Feedback

When you see something is missing or broken, send feedback.

1. Click the information icon at lower right.
2. The popup lets you make a screenshot and add your questions or notes.

Google is constantly changing GA4.



Understand Data with a Bit of Statistics

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Data Can Often Mislead

Because Google shows numbers, it's easy to see the difference between numbers.

But we run into trouble if we compare high values (20,000 impressions) and low values (7 impressions) as if they're the same.

In this example, email engagement is **72.09%**. Email is the winner… or is it?

We can use a bit of statistics to understand the data.

Note: Google Analytics doesn't explain numbers. Many users make mistakes with data.

	First user medium	New users	Returning users	Engaged sessions	Engagement rate	Engaged sessions
	Totals	51,724 100% of total	14,250 100% of total	52,949 100% of total	62.35% Avg 0%	0.88 Avg 0%
1	organic	21,292	5,276	21,096	65.63%	0.91
2	(none)	20,277	6,793	24,037	62.89%	0.90
3	cpc	5,910	715	2,997	42.16%	0.50
4	referral	4,010	1,312	4,362	65.15%	0.93
5	affiliate	123	27	113	67.26%	0.86
6	(not set)	105	27	59	30.89%	0.50
7	email	7	40	62	72.09%	1.24
8	(data deleted)	0	107	223	71.25%	1.99

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There Is a Difference between Two Numbers?

Let's say there are two items. Two keywords, two ads, two images, two cars, two political candidates, three race dogs, whatever. This can be two, three, four, ten, whatever.

Item	Impressions	Clicks	CTR
A	1458	64	4.39%
B	1583	63	3.98%

A has a higher CTR, but B has more data.

Which is going to win over the long run?

How confident can we be if we make decisions with the data?

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Calculate the +/- Range for Each Number

Let's calculate the statistical confidence for +/-3%

1. The first item's CTR will average within 3% of 4.39%:
   4.39% X 0.03% = 0.1%
2. This means the first item's CTR will range by 0.1% up and down:
   4.39% + 0.10% = 4.49%
   4.39% - 0.10% = 4.29%
3. The range of the first item's CTR can range from 4.49% (high) to 4.29% (low).
4. Do the same calculation to find that the second item's range:
   3.98% + 0.10% = 4.08%
   3.98% - 0.10% = 3.88%

Conclusion:

- A's lowest range is 4.29%
- B's upper range is 4.08%
- A is likely to perform better than B.

Ad	Clicks	Impr.	CTR
Air Evac Air Ambulance Affordable Peace of Mind for Only $50/yr. Join Now. joinlifeteam.com/MedEvac-Helicopter	64	1,458	4.39%
Air Evac Helicopter Anytime. Anywhere. 24/7. You Can Count On Us. $50/yr. joinlifeteam.com/MedEvac-Helicopter	63	1,583	3.98%

Tip: You can easily add or subtract 0.1 to CTR to get the range.

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The More Data, the Better the Confidence

The more data you have, the better the certainty.

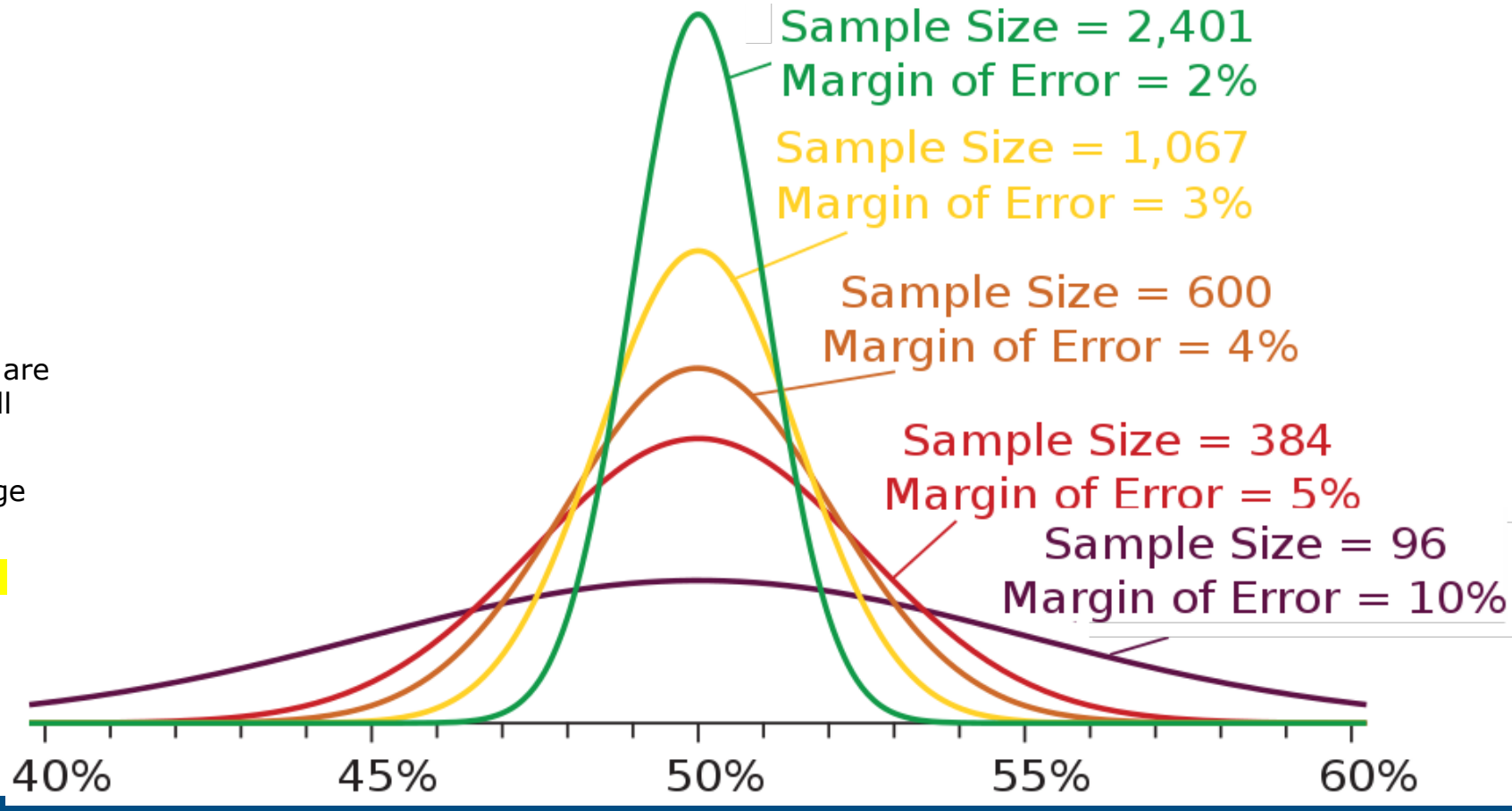
Data	Range
2,401	+/-2%
1,067	+/-3%
600	+/-4%
384	+/-5%
96	+/-10%

If you have 1,067 impressions and the two CTRs are 4.39% and 3.98%, then you can use +/3% to tell them apart.

But if you have only 96 impressions, the +/- range is 10% and the two CTRs may overlap.

Insight: Collect enough data until you can see a statistically-meaningful difference between numbers.

Note: See **wikipedia.org/margin of error**



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Keep Up with GA4

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Google's Support and Resources

Google's list of GA4 changes:

- https://support.google.com/analytics/answer/9164320

Google Search Central has help, information, and discussion. They sometimes post updates about changes:

- developers.google.com/search?hl=en

Google's Twitter accounts:

- Google Analytics at @GoogleAnalytics
- Google Ads at @GoogleAds
- Google Search at @GoogleSearchC

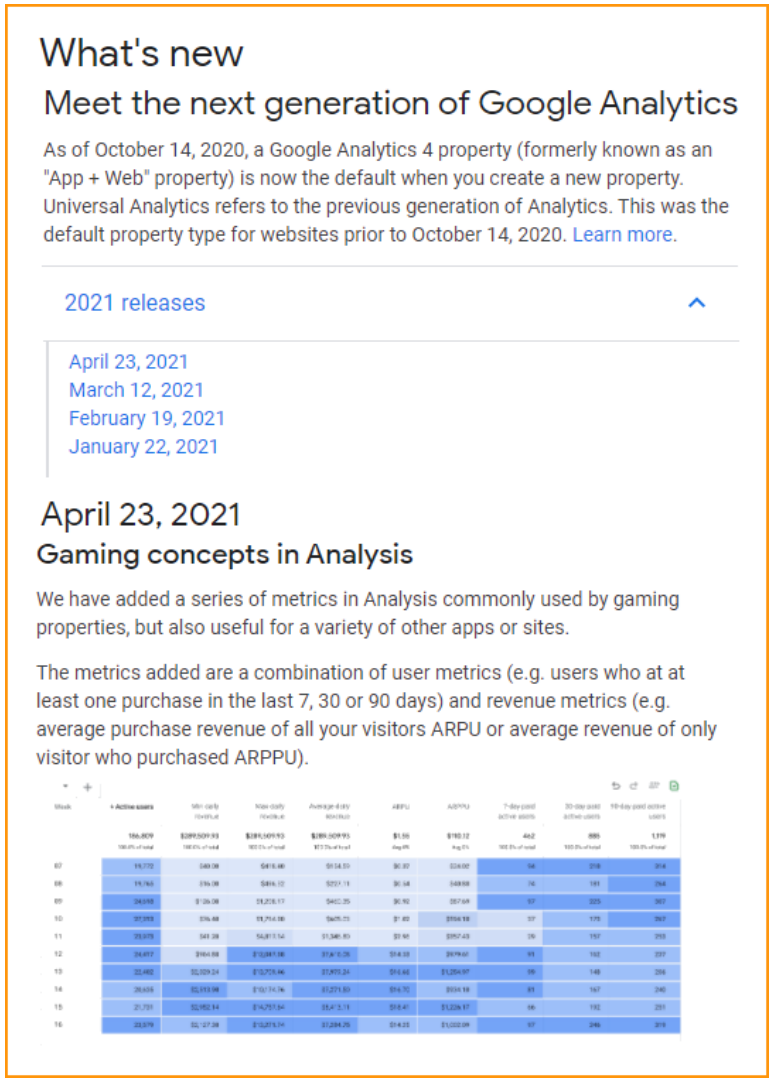
You can also search Twitter for **#GA3, #GA4, or #UA analytics.**

Three (free) newsletters:

- SearchEngineWatch.com
- SearchEngineLand.com
- SearchEngineJournal.com

And me:

- Twitter: @andreas_ramos
- LinkedIn: linkedin.com/in/andreasramos/



Summary

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What's in the Future for Analytics?

AI Artificial Intelligence

- Google is adding AI to all of its tools. The focus will be prediction and better data.

All Digital Devices

- Cars, bicycles, watches, TVs, alarm clocks, game consoles, refrigerators, Bluetooth tiles, dog collars, thermostats, digital photo frames, running shoes…

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Agenda: What We Covered Today

Module 1

- Why analytics?
- What is Google Analytics 4.0 (GA4)?
- Difference between GA3 and GA4
- Install GA4
- Install GA4 and GA3
- The admin panel
- Statistics in Google

Module 2

- Notes on using GA4
- The 14 GA4 reports
- Additional notes on using GA4

Module 3

- Notes on using GA4
- Use the Explore tool to create reports

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Today's Video Recording, Handouts, and More

- The video recording of this workshop will be sent this afternoon.
- It will be sent from the email customercare@gotowebinar.com
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the **Contact Us** form at **DMAnc.org** and we'll be sure to get it to you some other way.

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Upcoming Courses

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Coming Up: Digital Marketing Workshops

- **Leveraging AI for Digital Marketing Masterclass**. Use ChatGPT and AI. July 20, 25, 27
- **LinkedIn Profile Optimization (LPO) for Marketers:** September 7, 2023
- **Use SEO for Digital Marketing Masterclass**, Fall 2023
- **Digital and Advertising Copywriting Masterclass**, Fall 2023
- **Copywriting Masterclass**, Fall 2023
- **Looker Studio for Marketers Masterclass**, Fall 2023

Many more courses in Fall 2023.

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Digital Marketing Workshops

Google Analytics 4.0 (Three-module Series):
Module 1: Wednesday, July 12, 2023 (9:00 AM to 11:00 AM, PDT). Module 2: Friday, July 14, 2023 (9:00 AM to 11:00 AM, PDT). Module 3: Wednesday, July 19, 2023 (9:00 AM to 11:00 AM, PDT).

Email Marketing Masterclass (Four-module Series):
Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: Pre-recorded. Module 4: Tuesday, July 18, 2023. (All workshops: 9:00 AM to 11:00 AM PDT.)

Leveraging ChatGPT and AI for Digital Marketing Success, (Two-module Masterclass):
Pre-recorded. Next live masterclasses coming in July 2023!

Use Google Ads for Digital Advertising (Three-module Series):
Pre-recorded. Next live masterclasses coming in July 2023!

Use SEO for Digital Marketing (Four-module Series):
Pre-recorded. Next live masterclasses coming in July 2023!

Digital and Advertising Copywriting Masterclass (Three-module Series):
Pre-recorded. Next live masterclasses coming in July 2023!

LinkedIn Profile Optimization for Marketers:
Pre-recorded. Next live masterclasses coming in July 2023!

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Social Media Marketing and Advertising Workshops

Social Media Marketing Strategy Masterclass (Three-module Series):
Pre-recorded. Next live masterclasses coming in July 2023!

Social Media Marketing Fundamentals:
Thursday, July 20, 2023, 9:00 AM to 11:00 AM, PDT.

Content Marketing Masterclass (Two-module Series):
Next live masterclasses coming in July 2023!

Copywriting Masterclass (Three-module Series):
Pre-recorded. Next live masterclasses coming in July 2023!

Looker Studio (formerly Google Data Studio) for Marketers | Turn Your Data Into Insights:
Pre-recorded. Next live masterclasses coming in July 2023!

Sustainable Marketing Masterclass, a 3-module Series:
Pre-recorded. Next live masterclasses coming in July 2023!

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Social Media Marketing and Advertising Workshops (2)

Influencer Marketing Masterclass (Two-module Series): Pre-recorded. Next live masterclasses coming in Fall 2023!

META (Facebook/Instagram), TikTok Advertising Masterclass (Two-module Series): Pre-recorded. Next live masterclasses coming in July 2023!

Video Production for Social Media Masterclass (Three-module Series): Next series of masterclasses coming in Fall 2023!

TikTok Social Media Strategy Masterclass: Bite Sized Branding: Pre-recorded. Next live masterclass coming in Fall 2023!

YouTube Marketing Masterclass (Two-module Series): Pre-recorded. Next live masterclass coming in Fall 2023!

LinkedIn Advertising Masterclass (Two-module Series): Pre-recorded. Next live series coming in Fall 2023.

Social Media Marketing Bootcamp: Pre-recorded. Next live bootcamp coming in Fall 2023!

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Upcoming Workshops at DMAnc.org

We constantly add new courses.

See the list and calendar at **DMAnc.org**

Marketing

- Account-Based Marketing (ABM) for Small-to-Medium Companies
- Affiliate Marketing
- B2B Market Strategy Development
- Email Marketing
- Using Behavior Marketing
- Sustainable Marketing **New**

Social Media

- Podcasting
- Youtube Marketing
- Influencer Marketing
- Social Media Fundamentals
- Social Media Masterclass
- Meta, Facebook, Instagram, Pinterest, and Tiktok advertising
- LinkedIn Advertising

SEO

- SEO Search Engine Optimization
- LinkedIn Profile Optimization (LPO) for Your Career

Contact

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Andreas Ramos at LinkedIn

Send follow-up questions and I'll reply.

Laurie Beasley, Director of the DMAnc

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- Twitter: @BeasleyDirect
- linkedin.com/company/beasley-direct-and-online-marketing/

We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a $10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com

(please whitelist). If you don't see it check Junk/Spam folders, or contact us using the DMAnc.org website Contact Form.

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See You in the Next Workshop!

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