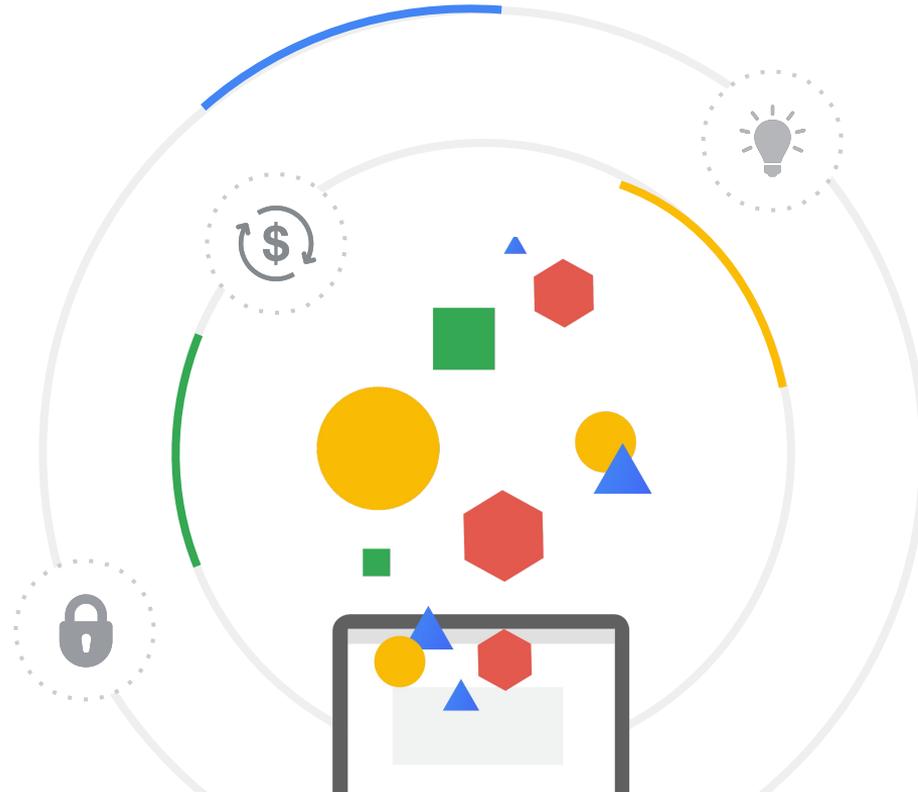
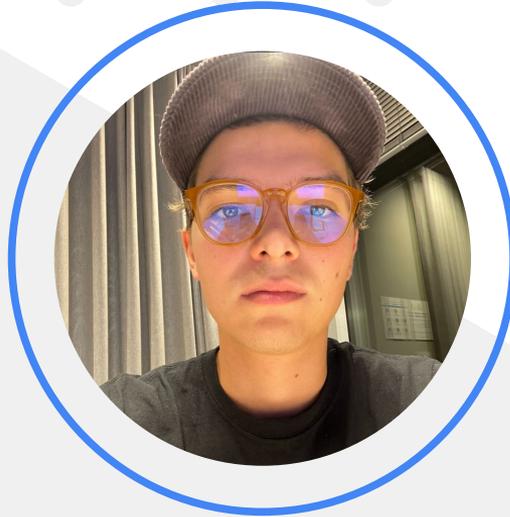




# GA4. Building a solid data background for Google's smart solutions



# Your speaker for today



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# AGENDA

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**Announcement**

2

**The changing digital landscape**

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**Drive powerful insights and actions**

4

**Get started with GA4**

**On July 1, 2023**, standard Universal Analytics properties **will no longer process data**.

*You'll be able to see your Universal Analytics reports for a period of time after July 1, 2023. However, new data will only flow into Google Analytics 4 properties.*

Note: 360 Universal Analytics properties will receive a one-time processing extension ending on July 1, 2024.

1

# The changing digital landscape



# Public sentiment on privacy has shifted, government and tech platforms respond by giving users greater control

## 64%



of consumers say they **mistrust companies** to protect their personal data and privacy online.<sup>1</sup>

## 57%



of consumers believe companies are **selling their data**.<sup>1</sup>



### User privacy controls

Users are demanding more control and transparency over data collected and used for ads personalization.



### Browser updates

Browsers and mobile operating systems are restricting the use of third-party cookies and mobile identifiers.



### Regulatory changes

New regulations such as GDPR and CCPA are impacting how data can be collected and used.

# The digital ecosystem will continue to evolve



Traditional identifiers such as 3P cookies and app IDs will **provide diminished coverage** and disappear overtime.



The granularity of event-level conversion data **will continue to decrease**, and we will need to move to more aggregate measurement.



Regulations on consent collection will **continue to increase** and change.

# What this means for you...



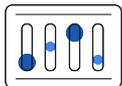
You will need technologies to provide both **durability** and **comprehensiveness** to your conversion data.

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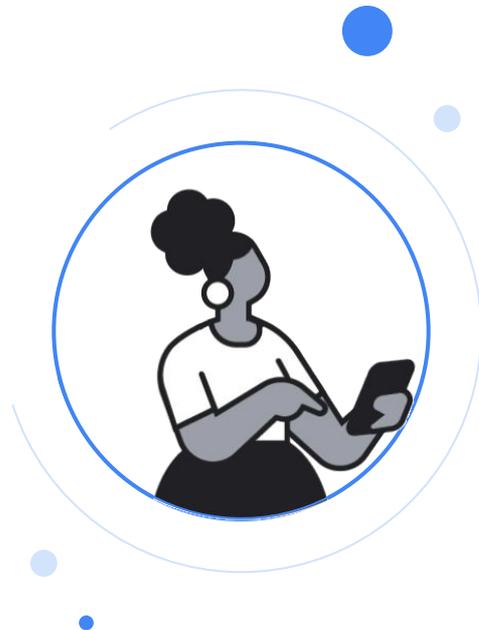


You will need to be **agile** and ready to **experiment and adapt** as new solutions are continued to be brought to the market in the next several years.

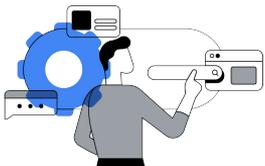
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Get comfortable with **machine learning** and **automation**. These will be at the core of new technologies and central to future measurement success.



# This is an opportunity for you to re-engage with your customers and build a privacy-first advertising strategy



## Redefine advertising strategy

Use newfound insights from your relationships and measurement foundation to power your marketing strategy for more effective campaigns.



## Strengthen measurement foundation

Augment existing data with new and durable data sources. Additional data sources will be necessary to achieve a comprehensive view of measurement.



## Build trust

Build trust with customers and generate richer insights about their needs and preferences through developing strong relationships.

# 2x

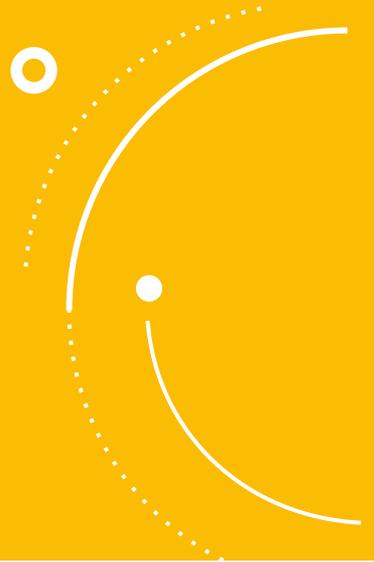
When people **trust a brand**, they are about 2x as willing to share their **personal information**.<sup>1</sup>



of high-growth companies are shifting to a first-party data strategy.<sup>2</sup>

2

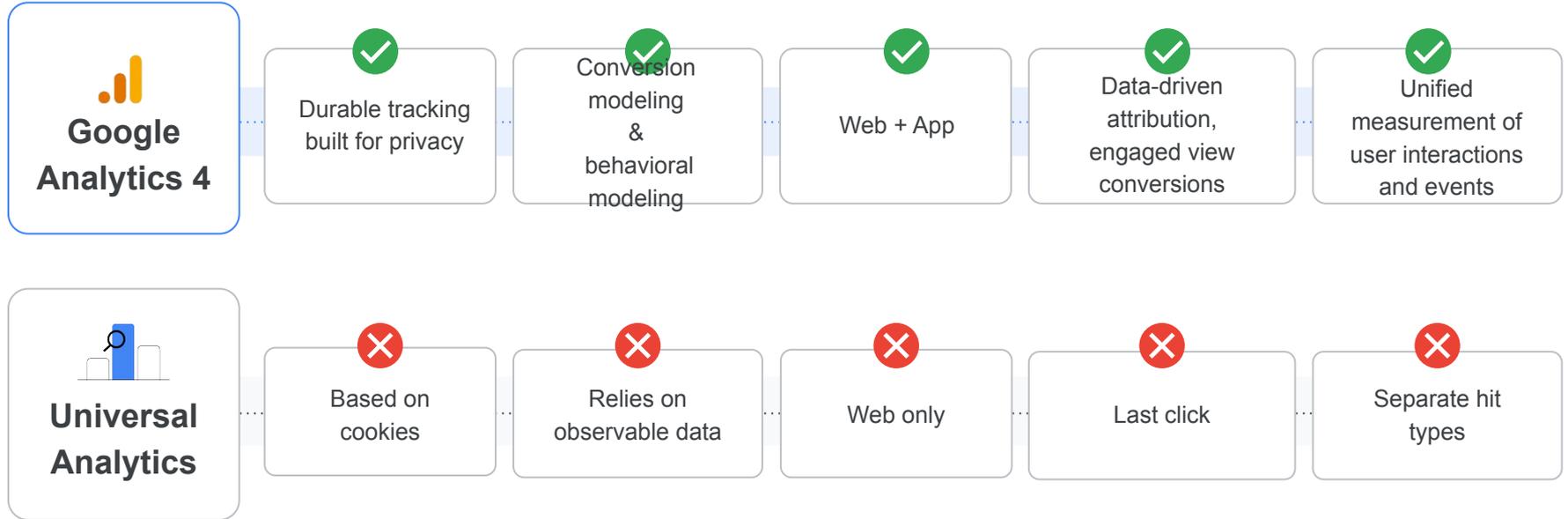
Derive powerful business insights and actions



# Google Analytics 4 enables you to answer strategic questions in innovative ways and drive impact

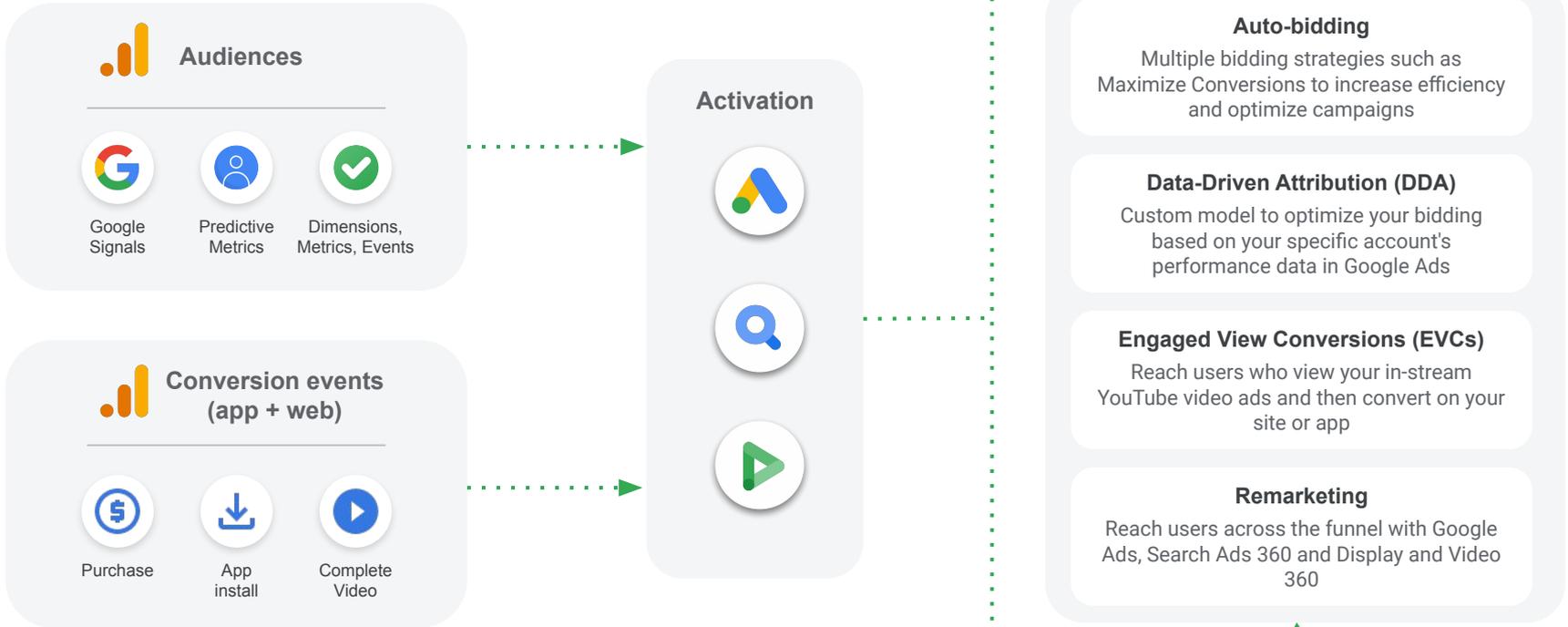


# Google Analytics 4 is a new analytics platform designed to keep up with the changing digital ecosystem



# Optimize marketing campaigns by exporting audiences and conversions to reach users across the funnel

Only in GA4: DV360 & SA360 integration for GA Standard



# Evaluate YouTube ad performance in conversion reports

..... First ever direct integration with YouTube .....



## Integrate

Link your property to Google Ads, and activate Google Signals



## YouTube

A user watches at least 10 seconds of a skippable in-stream ad on YouTube



## Purchase

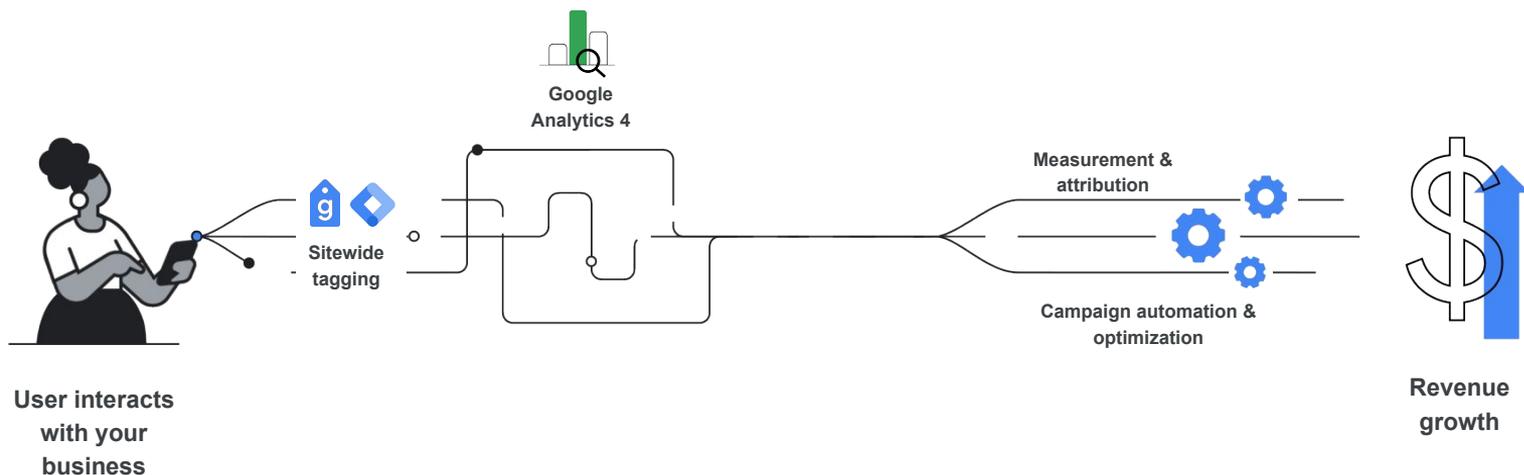
User converts on your website within 3 days of viewing the YouTube video



## Reports

YouTube *Web Engaged View Conversions (EVCs)* Events are available in your Analytics reports

# Enable the Google Ads suite of privacy-centric measurement solutions for a future-focused digital strategy



**Privacy-centric measurement solutions** work together to gather and use first-party data. This data helps you to accurately measure and attribute conversions for your campaigns. More accurate conversion data fuels Google automated solutions to optimize your campaign performance and help grow revenue for your business.

3

# Get started



# Journey to get started with GA4





## Avoid wasted time and resources



### Remain competitive

Remain competitive by using cross-environment insights that enable compelling go-to-market strategies



### Reduce down time

Prevent a lack of continuity by tagging now, so historical data is available for trending analysis in the new GA4 property type



### Mitigate siloed data

Avoid data governance risks, and reduce time spent analyzing data in different platforms such as: Universal Analytics, FireBase for Analytics, GA4

# Recap: Get setup for success with a best-in-class digital marketing strategy, built with privacy in mind



## 1. Prioritize privacy readiness

**Take action now** and identify what you need to implement.



## 2. Implement

**Start** with a strong tagging infrastructure to build a first-party data foundation.



## 3. Evaluate the impact

Once implemented, **measure the effectiveness** of these solutions against your KPIs.





Thank you



Google