



Mindtree

A Larsen & Toubro Group Company

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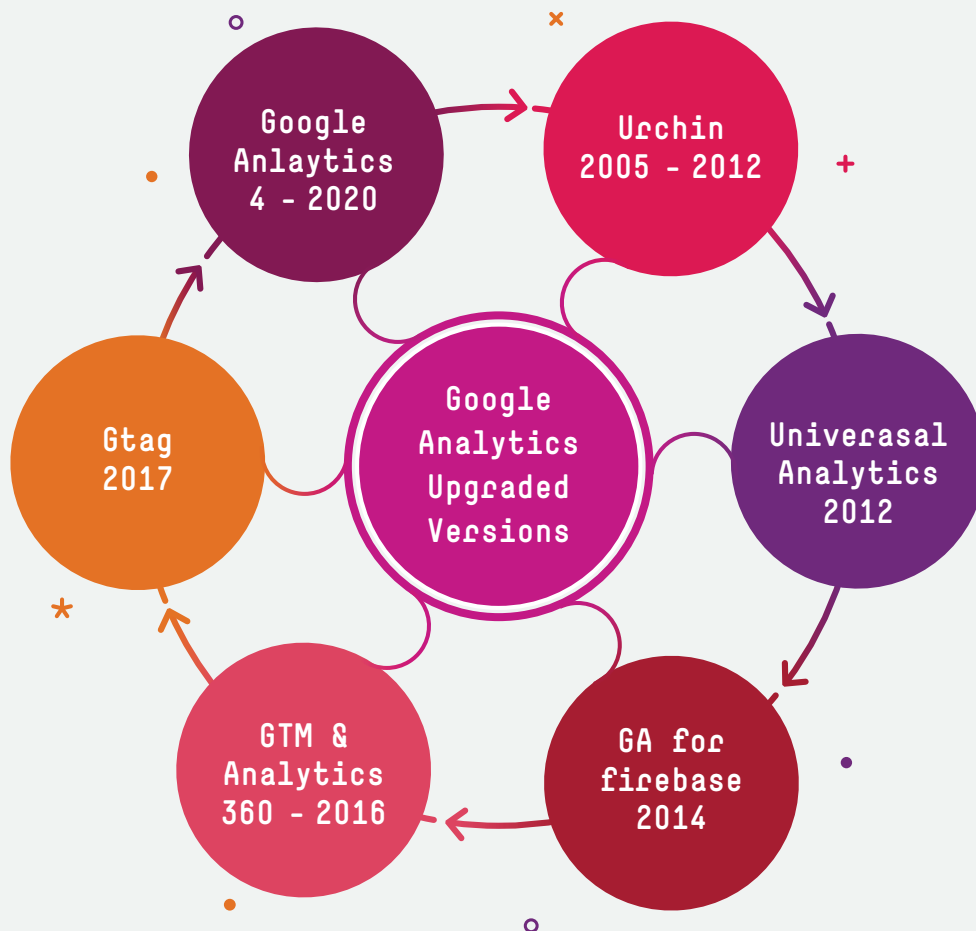


The Growth of Google Analytics

Welcome to possible

Thousands of businesses, both large and small, require web analytics to understand more about their audience and create a better experience for them. With more businesses going digital, it is of prime importance for any organization to make best use of the marketing data. Google Analytics is a pioneer in providing end-to-end customer analytics from both Web and Mobile.

Google Analytics has grown a long way since its initial launch, with Urchin at 2005 to ga.js, and then Firebase, and now, the most recent version, Google Analytics 4 (GA 4). GA 4 is a highly sophisticated platform, drawing from various components of the Google ecosystem to address modern-day marketing needs in the space of web and mobile application analytics.



GA 4 (Web + App):

GA 4 is the most exciting and power-packed update ever since the launch of universal analytics. As it is very new in the market, there are many questions, which will be addressed here.

What's New in GA 4 (Web + App)?

GA 4, now AI-powered, provides deeper and more granular details across the web and mobile applications.

Some of the key benefits are:

- New AI-powered insights and predictions - Predictions that are far more granular can be made with GA 4
- Deeper integration with Google Ads - Google Ads integrate seamlessly with GA 4
- Customer lifecycle reporting - It provides a detailed breakdown of the stages in the customer lifecycle.
- Codeless event tracking – GA 4 removes all the latency present in the prior version, as events are captured real time.
- A cookie-less future – Many businesses face issues with respect to missing data due to the cookie policy. However, GA 4 is able to fill in the gaps where data is not complete.

Why GA 4:

Ever since GA 4 was released in the market in October last year, there have been tons of updates, which will only get better as time progresses. GA 4 is, without doubt, the future of Google Analytics. It would be wise to move towards GA 4 since it is event-based and uses advanced machine learning (ML) models also allow it to provide data for user behavior and website traffic without relying on the hits for each page.

- **Major ROI:** GA 4, with its in-built machine learning algorithm, helps in predicting the segments of customers who are most likely to purchase.
- **Measurement Protocol:** A set of rules that helps the application to send data to the Google Analytics server.
- **Event Editing & Synthesis:** New events can be created directly from the UI using this feature.
- **Cross-platform:** GA 4 can deliver insights across platforms from mobile apps to web applications.
- **Privacy/durability:** GA 4 is a more secure platform than the former version, and has addressed the needs of a cookie-less future.
- **Migration tools:** GA 4 has special migration tools if a client wants to migrate from GA to GA 4 along with setup options.
- **Dual Tracking:** This enables both GA 4 and universal analytics to work together.

Migration Plan for GA to GA 4:

Google offers two primary migration paths:

- **gtag.js** – Migration to GA 4 without any additional code implementation.
- **Google Tag Manager** – GA 4 configuration to be added in the place of universal analytics to populate the reports in Google Analytics.

Will my existing Google Analytics stop working?

No, considering that even classic analytics of Google is still given basic support, universal analytics support will also be provided. However, it would be the best practice to move to GA 4, considering all the benefits.

Does GA 4 work with Data Studio?

Yes. Universal analytics connects with data studio, and with big query also being free for GA 4, we are bound to see more visualization options in Data Studio.

Why GA 4:

- **Acquisition:** The campaigns and sources from where the users are acquired
- **Engagement:** The engagement of users by events and pages
- **Monetization:** Overview of any promotional event
- **Retention:** Overview of new and returning visitors
- **Demographics:** Overview of users' demographic data
- **Technology:** Overview of users working on multiple versions of applications

Data Flow with Dual Tracking:

GA 4 can now track such as demographic data, segmentation, funnel analysis, ecommerce tracking and behavior data, to name a few can be tracked together.

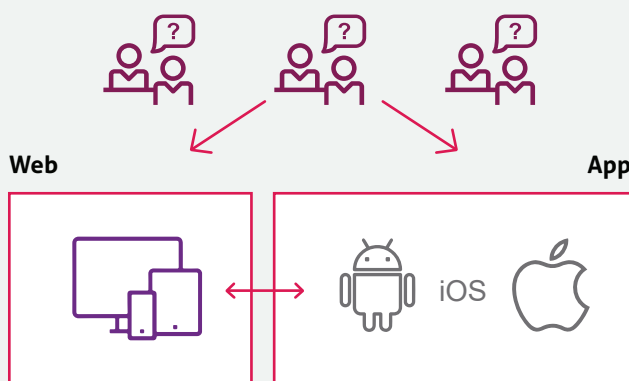
GA 4 allows using both website data and mobile application data together at the same place, whereas both universal analytics and firebase was needed for web and mobile application prior to GA 4.

Primary Differences between GA 4 and GA:

- Universal Analytics uses the concept of users, page views and sessions, whereas GA 4 predominantly uses the concept of events.
- GA 4 measurement is event-based, which means that every interaction, like page views and ecommerce transactions, will be considered as an event.
- GA 4 has been built with machine learning and artificial intelligence capabilities to provide deeper and granular insights.
- Marketers are already interested in cross-domain, cross-device, cross-session user behaviors. So, now with GA 4, even cross-platform capabilities are possible - where users move between the website and mobile apps.
- The ability to view the customer journey across all platforms allows marketing teams to understand holistically how a customer deals with the site or how the user journey is taking place across platforms.

GA 4 tracks data from both the website and mobile applications, and users are tracked across the platform in the same report. Prior to this, two different reports were generated for web and mobile audiences, respectively.

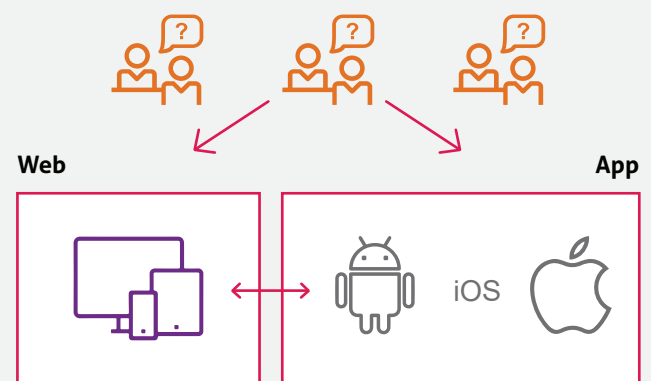
Google Analytics UA (current)



Result - some user tracked across platforms



Google Analytics UA (current)



Result - Users tracked across platforms



GA 4: A Summary:



GA 4 not only provides deeper insights, auto events tracking, Web and Mobile app data streams and seamless integration with Google Marketing Platform tools, cross-platform tracking, and much more, but also helps derive predictive insights, without which, a cookie-less future in the space of analytics and data would be much more granular.

GA 4 will help grow your business by increasing your understanding of how the potential and existing customers are engaging with both the website and mobile application. Additionally, it provides more automated insights and recommendations to understand your customers and convert them into lifelong supporters of your brand.



Venugopal B

Technical Lead

With 9+ years of digital marketing experience, Venugopal has worked with various industries including B2B & B2C clients to help and transform their analytics and marketing functions by leveraging data and sales performance using SEO, web analytics and tag management solutions. He has experience in implementing technical SEO, web analytics, tag management and optimization techniques for e-commerce, health care & beauty, hospitality and travel industries.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 270 enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 24 countries across the world, we are consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 23,800 entrepreneurial, collaborative and dedicated "Mindtree Minds."