
GOOGLE ANALYTICS 4 TRANSITIONING TO THE NEW STANDARD

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UA VS. GA4 – WHAT IS THE BIG DEAL?

Universal Analytics (UA)	Analytics 4 (GA4)
Introduced in 2012 based on code from 2005	“ground-up” re-write of the code Roll-out Beginning in Oct 2020
“view” based tracking	events-based tracking
“bounce rate” and “pageview” reports	engagement reports
Scheduled for depreciation July 1, 2023	The new standard 2023 - ?

GA4 “BASIC TAG”

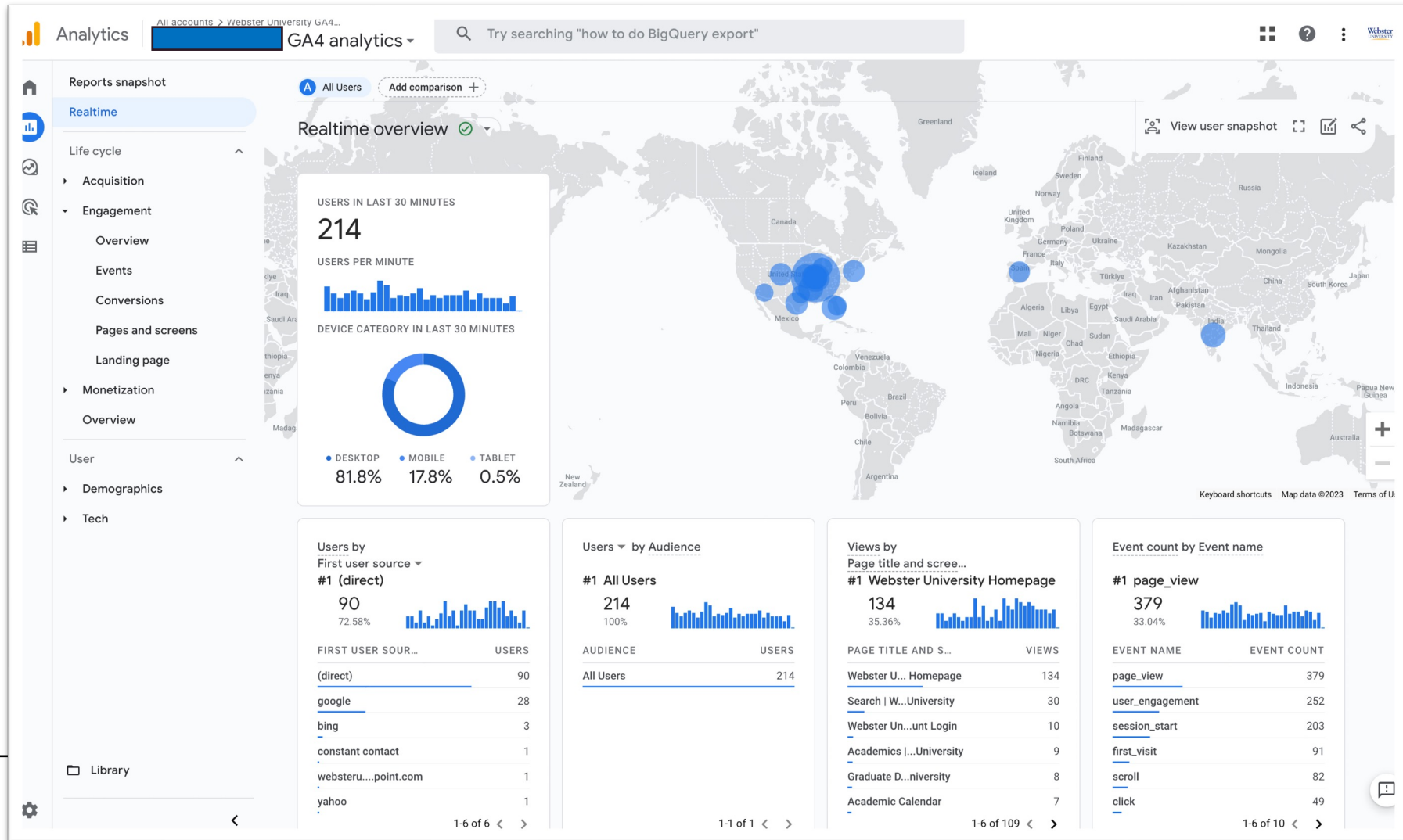
Automatic Event Tracking in GA4

- Pageviews
 - 90% scroll depth
 - Outbound clicks
 - Site searches
 - Video engagement
 - File downloads
- Tracking goals vs. leading goals
 - What pages do we want users to engage with?
 - What actions/behaviors do we want users to take? (i.e. what to click on, conversion goals)
 - What engagement behavior do I want to plan for my users?
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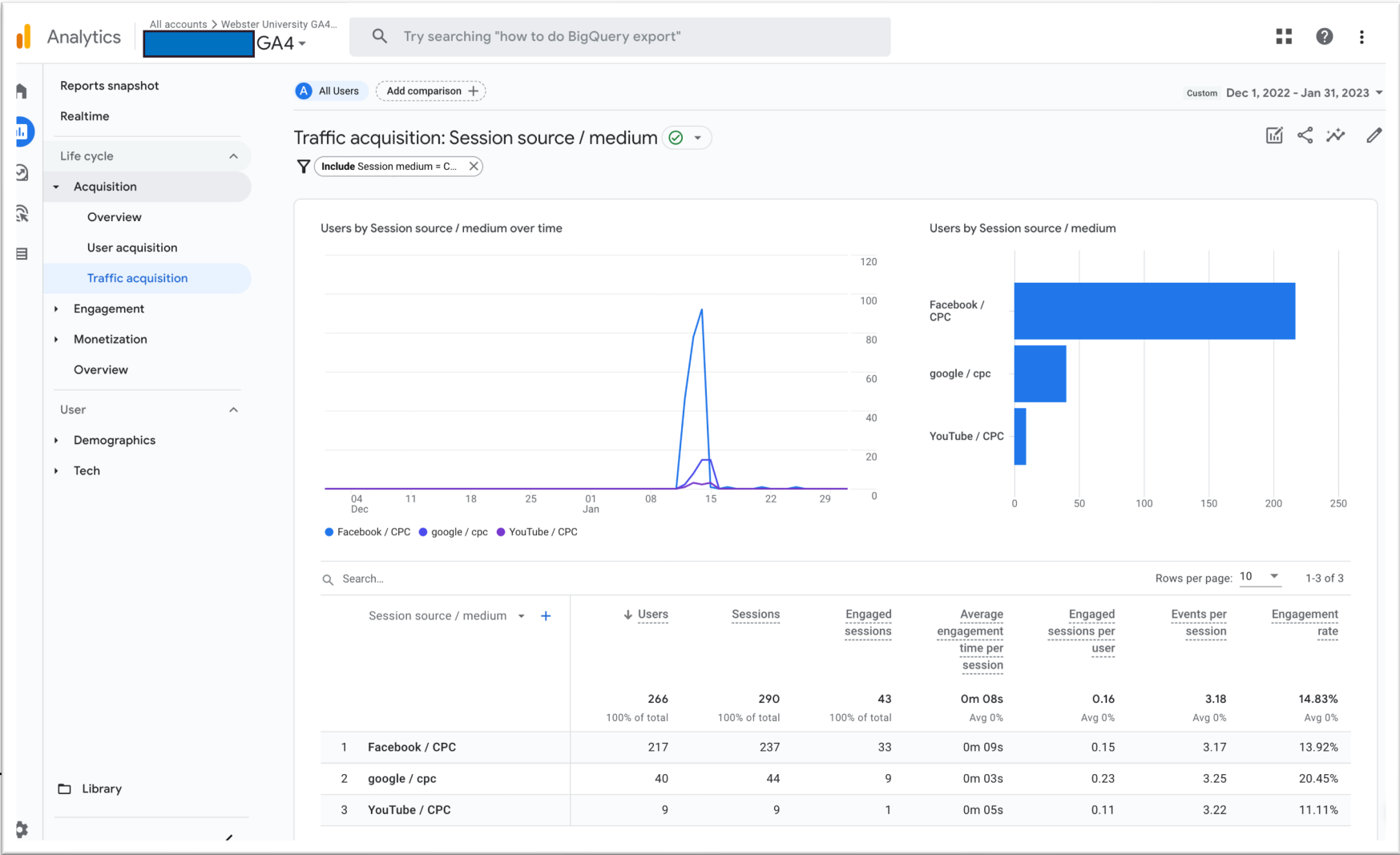
TOP 3 REPORTS

- Realtime
 - Acquisition (Source / Medium – ad spending, UTM parameters)
 - Engagement (aka “pageview”)
-

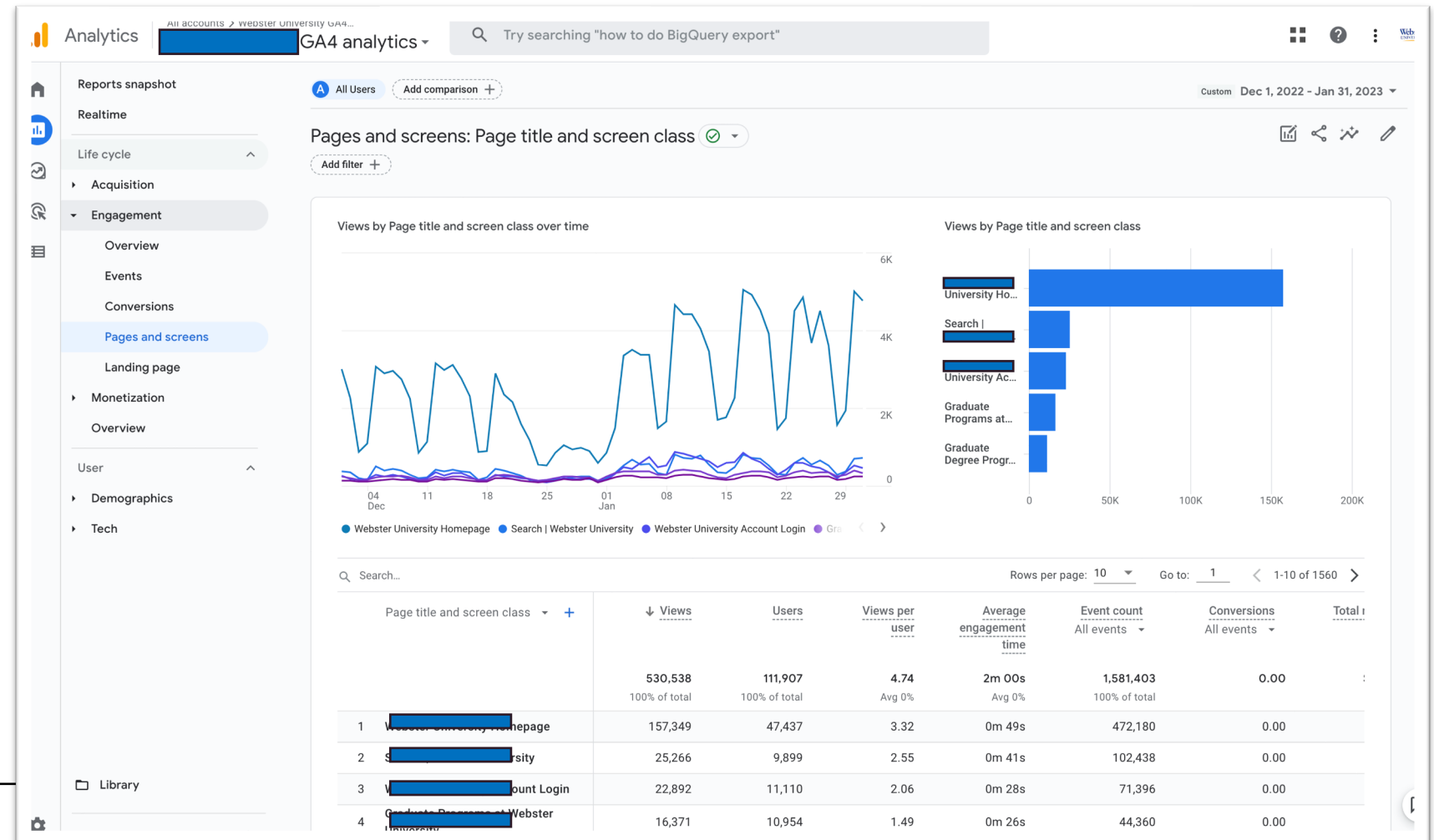
REALTIME REPORT



ACQUISITION REPORTS



ENGAGEMENT REPORT



SECURITY CONSIDERATIONS

CNET

If You Use LastPass, Change All Your Passwords Before It's Too Late

LastPass, one of the world's most popular password managers, suffered a major data breach in December, compromising users' personal data and...

2 days ago

WIRED

LastPass Data Breach: It's Time to Ditch This Password Manager

The password manager's most recent data breach is so concerning, users need to take immediate steps to protect themselves.

1 month ago

The New York Times

A Breach at LastPass Has Password Lessons for Us All

While many of us were unplugging from the internet to spend time with loved ones over the holidays, LastPass, the maker of a popular...

1 month ago

TechCrunch

Daily Crunch: Hackers pinched LastPass customers' encrypted password vaults, parent company admits

To get a roundup of TechCrunch's biggest and most important stories delivered to your inbox every day at 3 p.m. PST, subscribe here.

2 weeks ago



data breach



Bleeping Computer

GoDaddy: Hackers stole source code, installed malware in multi-year breach

Web hosting giant GoDaddy says it suffered a breach where unknown attackers have stolen source code and installed malware on its servers...

6 hours ago



Infosecurity Magazine

Data Leak Hits Thousands of NHS Workers

An estimated 14,000 employees at a Liverpool NHS hospital trust have been informed that their data was leaked via email due to human error...

14 hours ago

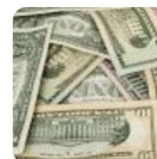


NBC4

33,000 Ohioans had data exposed in 2021. Now, the company at fault will pay \$200,000

COLUMBUS, Ohio (WCMH) — A Fairfield DNA testing company has now agreed to pay Ohio as a result of a data breach that spanned two states.

1 day ago



PRIVACY / SECURITY ISSUES

- **GA4 is powered by advanced data mining**, utilizing not just cookies but data from Chrome browser, accounts, apps, etc. >> If a user starts on a phone, moves to desktop, GA4 sees this as one user, not two.
 - Google is in the Big Data business. Wide adoption of GA means Google sees everything.
 - We assume GDPR compliance. Google represents same in EULA.
 - **Analytics, Google Tag Manager, Search Console, YouTube, Ads/Adwords:**
Many Google products, one Google Account
 - For teams – Secure access per user, two-factor authentication vs. password sharing
 - Creating systems that allow for revocable access in the event of non-compliance of GDPR, cookie issues, problematic code, data breaches, data integrity, site maintenance
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RESOURCES

- **LinkedIn Learning** – requires LinkedIn Account; may be available through your local library
 - <https://www.linkedin.com/learning/google-analytics-4-ga4-essential-training-14915362/>
 - <https://www.linkedin.com/learning/google-analytics-ga4-audience-building-and-segmentation/>
 - <https://www.linkedin.com/learning/advanced-google-analytics-4/>
- **Google Support – GA4**
 - <https://support.google.com/analytics/?hl=en#topic=10737980>

THANK YOU!
