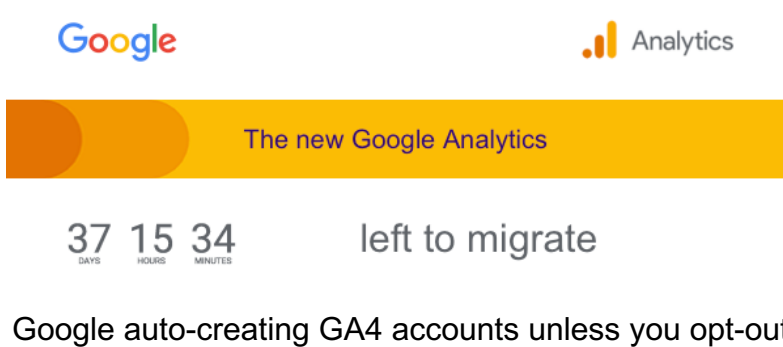


Google Analytics 4

Project Highlights

The Transition to GA4



The screenshot shows the Google Analytics transition banner. At the top left is the Google logo, and at the top right is the Analytics logo. Below the logos is a yellow banner with the text "The new Google Analytics". Underneath the banner is a countdown timer showing "37 15 34" with "DAYS", "HOURS", and "MINUTES" below each number. To the right of the timer is the text "left to migrate". Below the banner and timer is the text "Google auto-creating GA4 accounts unless you opt-out".

Google Analytics

The new Google Analytics

37 15 34
DAYS HOURS MINUTES

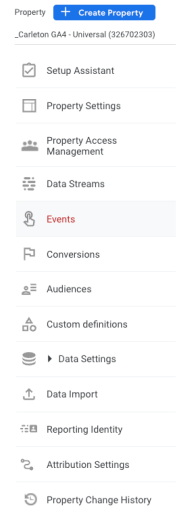
left to migrate

Google auto-creating GA4 accounts unless you opt-out

- July 1 – UA no longer processing Data
- December 23 / January 24: UA historical data no longer accessible
- CU setup currently contains 25 “accounts”
 - 60 unique tracking IDs
 - 140 properties not registered to Carleton email accounts

Migration Needs

- Considering Account Structure
- GTM Tag with at least one GA4 Property tracking code
- Event and Conversion setup in GA4
- Addition of Google Signals
- Integration of Google Marketing Platform (Advertising) and Big Query (Historical Data and API)
- User needs review



Last 28 days: Apr 26 - May 23, 2023
Compare: Mar 29 - Apr 25, 2023

[Dismiss](#) [Try it now](#)

[Modify event](#) [Create event](#)

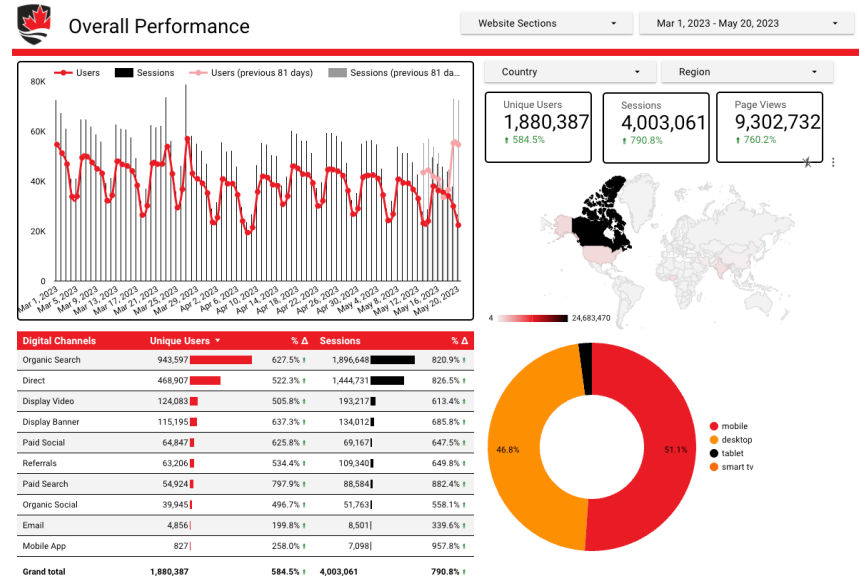
Event name ↑	Count	% change	Users	% change	Mark as conversion
30_sec	1,217,690	↓ 2.7%	371,739	↓ 5.0%	<input type="checkbox"/>
add_to_calendar	201	↑ 28.8%	113	↑ 36.1%	<input type="checkbox"/>
ads_conversion_Sign_Up_1	35,356	↑ 1.5%	12,607	↑ 0.6%	<input checked="" type="checkbox"/>
carleton360_initiation	183,627	↓ 2.5%	45,112	↓ 0.2%	<input checked="" type="checkbox"/>
click	176,926	↓ 7.8%	74,986	↓ 10.6%	<input type="checkbox"/>
event_nav	329	↑ 10.4%	253	↑ 11.0%	<input type="checkbox"/>
event_payment	793	↓ 53.8%	496	↓ 58.0%	<input type="checkbox"/>
event_register	413	↑ 9.3%	231	↑ 13.8%	<input checked="" type="checkbox"/>

Takeaway

- CU needs one GA4 tag that fires on all sites – get the complete journey
- GA4 fundamentally different from UA
 - No more session traffic, user information
 - Everything is event focused, requires administrative input (not set and forget)
 - Audience segments will be important to clarify data (replacing properties and views for many current users)

Efforts so far

- Global Tag Manager installed
 - GTM-MH632FV
 - GA 4 has been collecting data for close to a year
- Manual index of CU sites
- Big Query Data Warehouse initiated to save historical UA Data
- Carleton enterprise GA 4 setup by external agency
- High-level Universal Dashboard developed



Next Steps

The screenshot displays the Google Tag Manager interface. At the top, there are four container IDs: UA-1141425-13, GTM-MH632FV (selected), G-BDW6WNFPJQ, and G-GPRE4N72YN. Below this is a 'Summary' section for 'Output of GTM-MH632FV'. The interface is divided into three tabs: 'Tags', 'Variables', and 'Data Layer', with 'Tags' currently selected. Under the 'Tags Fired' section, there are 16 individual tag cards, each showing the tag name and the number of times it has fired. The tags include various tracking pixels, conversion linkers, remarketing tags, and custom HTML tags.

Tag Name	Fired Count
Facebook Pixel - All Pages	1
Aber - Facebook Pixel - All Pages	1
Google Ads - All Pages	1
Aber - Snap - All Pages	1
YouTube - Page View Conversion	1
Google Conversion Linker	1
High Level Pages - CU - Home Page	1
LinkedIn Insight	1
GA4 Universal	1
GA4 30 Seconds	1
Floodlight 30 Seconds Media	2
Aber - DU	1
Reddit,TikTok, Snapchat & MIQ	1
Program Selection	1
YouTube HTML	1
30 Seconds Media	1

- For you:
 - Ensure you have GTM installed on your pages
 - Indicate if you wish to backup your historical UA data
- From DUC:
 - GA4 admin meeting (June)
 - Review User Needs and User Count
 - Review Events
 - Review Dashboards
 - GA4 foundation training sessions (June-July-August)

Centralized Tasks

- Update our Google Tag Manager, implemented a new GA4 tracking code, and is establishing tracking events and goals across our site infrastructure. Including:
 - Providing a comprehensive audit for all existing tagging
 - Managing Google Tag Manager and implementing all tagging requirements for both Google Analytics Universal and GA4
 - Tracking user actions on the website and translating them into tracking events and goals
 - Enabling events and configuring goals and conversions as per the measurement framework and set-up required channel groupings
 - Setting-up automated and interactive dashboard
 - Onboarding session for platform usage and features along with documentation
- Integrating GA4 and Google Analytics Universal with Google Ads, DV360 and SA360
- Creating audience triggers and share the segments with media platforms
- User-ID set-up and cross-domain tracking
- Configuring attribution settings
- Deploying data layer and cleansing the backend from legacy tracking codes (Web Development)
- Add metadata to backend of website to capture: author, publication times, page owner, page hierarchy, etc. (Web Development)
- Indexing categorization for all CU websites
- Creating a GCP account and enable BigQueryAPI for data transfer automation
- Administering the platform and dashboard access across the organization

Community Tasks

- Determine your Analytics needs (are you using the Global GA4 tag, or do you need an alternative?)
- Alignment on the key KPIs, website success factors and measurable objectives
- Ensuring the website changes will not impact the tracking
- Cleansing inactive accounts
- Deep dive into conversion insights and manage the deployment for A/B Testing
- Optimizing the website loading time and manage the user experience
- Receive reporting handover documents and knowledge transfer/training

FAQ

What happens to my historical UA data?

Google is expected to completely sunset UA by 2024. This event will make your historical data inaccessible. We are working towards a one-time export of historical UA data to be uploaded into Big Query. The data in Big Query may be referenced through Data Studio after UA is sunset in 2024. You may seek alternative models to save your historical UA data.

What happens to my current tracking codes and UA in the meantime?

You will still be able to access your GA property or account in your current fashion. **Nothing will be removed or changed related to your existing accounts.** If you already run an Account, Property, and/or View in UA they will remain on your site and stay active until Google deactivates the UA platform. Eventually, sunset UA tracking codes will be removed from pages as they will no longer serve a purpose.

After UA has been sunset, and when UA is no longer accessible for historical data, UA accounts may disappear from our Google Cloud Platform. This change will come from Google and is why it is important that we export our historical data.

FAQ

What is Proper GA Structure ?

Our current UA structure has units and departments operating on Account, Property, and View levels. In a best-practice scenario, business units utilize customized reports and dashboards to view data specific to their goals, rather than creating additional accounts, properties, or views as these structures are meant for different purposes.

- **Account** – An account should reference an organization, not departments or hubs of business units. Example: ‘Carleton University’ is an account. The ‘Faculty of Modern Examples’ inside of Carleton University would not qualify as an account.
- **Property** – Custom properties exist for Production, Staging, Mobile apps, etc. They do not refer to sections of the website or business units. Example: ‘Production’ is a property in UA that exists to capture all our live webpage traffic. The ‘Department of Questionable Analytics’ would not be a property.
- **Views** – Multiple views and filters are used to generally capture audience specificities, such as only listing traffic from one country, or splitting internal and external traffic. They are not used to define business units or departments. Example: A view titled “Internal Traffic Excluded” with filters to remove local campus I.P. addresses from being shown in the session data would be a correct use of a view. A view title “Cafeteria Website Traffic” which has filters to only view the cafeteria site URL would be an incorrect use of a view, as that traffic can be determined through a dashboard or custom report.
- **Reports and Dashboards** - This is the area where we can filter down to specific webpages based on departments or units. Pre-defined reporting created with the user needs in mind will reduce efforts in capturing required analytics and create standardization in web reporting across units.

FAQ

What if I already have a GA4 Account/Property?

You are free to use your own GA4 property, although we recommend using our global tag to view complete web journeys. At the current moment, there is no resources or capacity to aid individuals in their own GA4 accounts/properties.

I have not received any emails about the transition, what gives?

Emails updates and dashboard review requests have been sent to identified GA admins. If you use a generic email to log in to your analytics account, please check that inbox. Email Jamie Rodger (jamie.rodger@cunet.Carleton.ca) to be added to the list of known GA admins and receive updates and invitations to discussions and training.

How do I migrate my UA data?

Contact Jamie Rodger (jamie.rodger@cunet.Carleton.ca) for migration requests. Note: depending on amount of historical data, fee's may be associated from the Big Query Platform.