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November 28th

# Google Analytics 4

## Are you ready for the transition?

# Panelists

SPECIAL GUEST

## Brian Pasch

**Founder**
PCG Digital & Brian Pasch Enterprises

HOST

## Klaris Kovacs

**Sr Director**
Product Marketing, AutoSync

PANELIST

## Ivan Sandoval

**Senior Consultant**
Strategic Accounts, AutoSync

PANELIST

## Tom Tao

**Manager, Analytics Implementation**
AutoSync

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# GA4
## WEBINAR AGENDA

- Brian – **Automotive Standards Council overview**
- Ivan – **Marketing KPIs and Best Practices**
- Tom – **Implementation and Tagging**

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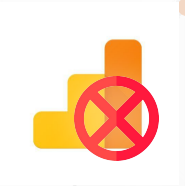
# Evolution of Google Analytics

Classic Google Analytics
**2005**

Universal Analytics
(Google Analytics 3)
**2012**

Google Analytics
Apps+Web
(Later renamed to GA4)
**2020**

No More
Universal Analytics
**July 2023**



# Automotive Standards Council

# GA4 Council Q&A with Brian

Bringing standardized approach to performance measurement

- What is the goal of the council?
- How can dealers / dealer groups / OEMs benefit from these standards?
- What is the plan to roll these specifications out across our industry?
- How do dealers get a copy of these standards?

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# GA4 Council

## Bringing standardized approach to performance measurement

**Automotive Standards Council for GA4**

Specification & Discussion Guide

Last Edited 11/17/2022

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LATEST WORKING DOCUMENTS

EVENT NAMES PARAMETERS DATALAYER

# Transparency in Digital Marketing is Essential

## GA4 Automotive Standards Council levels the playing field amongst digital marketing agencies

- Events are uniform from vendor to vendor
- The definition of “Conversion” is standardized
- Single GA4 property managed by dealers with data from all vendors in one place

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# Digital Marketing and Website Performance Metrics in GA4

# Marketing KPIs

**From UA to GA4 - Where are my common metrics now?**

- New ‘Source/Medium’ - Traffic Acquisition
- New ‘Bounce Rate’, but not really - Engagement Metrics

**Driving Insights**

- Demographics & Interest reports
- Alerts

**GA4 = Better Attribution How?**

- Conversion Paths
- Engaged Views

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# New GA4 Metrics

| | | UA | GA4 | |
|---|---|---|---|---|
| 1 | **Uses Engagement Rate rather than Bounce Rate as a main KPI** | ✗ | ✓ | • **Engaged sessions include:**<br>  ○ Visit that lasts longer than 10 seconds<br>  ○ Contains more than one pageview<br>  ○ Contains at least one conversions event. |
| 2 | **Looks at Engagements rather than Pageviews** | ✗ | ✓ | • **UA Metrics being removed**<br>  ○ Pages per Session<br>  ○ Avg. Session Duration<br>• **GA4 Metrics replacing pages per session**<br>  ○ Engaged sessions<br>  ○ Average engagement time |

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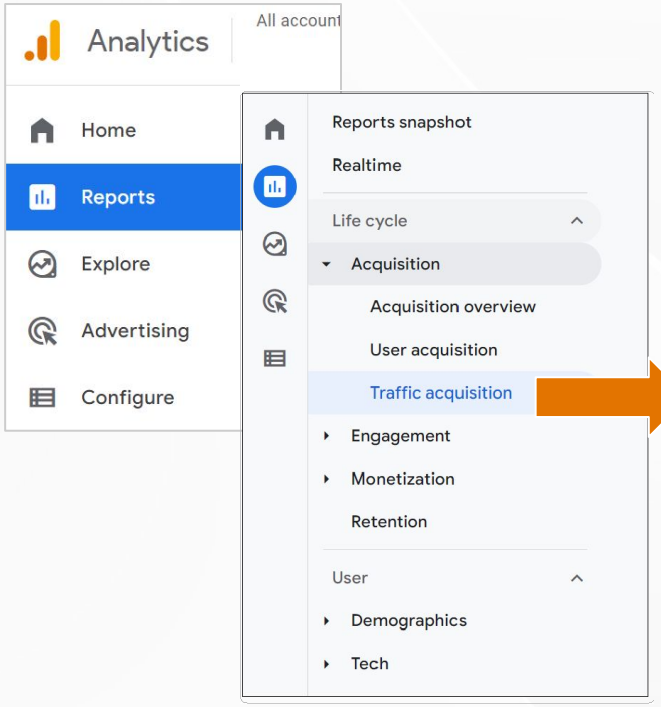
# Finding Common Metrics in GA4

# New “Source/Medium” Report




| | Session source / medium | Engaged sessions per user | Events per session | Engagement rate | Event count All events |
|---|---|---|---|---|---|
| | | 1.43 Avg 0% | 15.24 Avg 0% | 85.54% Avg 0% | 417,047 100% of total |
| 1 | google / organic | 1.44 | 20.33 | 82.82% | 191,660 |
| 2 | TRFFK_Facebook / social | 1.75 | 10.08 | 98.22% | 66,725 |
| 3 | google / cpc | 1.11 | 13.84 | 86.1% | 72,967 |
| 4 | (direct) / (none) | 1.21 | 12.69 | 72.19% | 51,194 |
| 5 | autotrader.ca / referral | 1.38 | 24.19 | 82.69% | 10,062 |
| 6 | bing / organic | 1.39 | 24.53 | 83.13% | 5,960 |
| 7 | TRFFK_DV360 / display | 1.03 | 11.30 | 77.61% | 2,271 |
| 8 | m.facebook.com / referral | 0.84 | 13.61 | 63.39% | 3,048 |
| 9 | TRFFK_TikTok / cpv | 1.36 | 7.08 | 65.48% | 1,190 |
| 10 | constant_contact / email | 17.17 | 10.79 | 89.57% | 1,241 |

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# View reports to the Campaign level

- Very important to see which specific Campaigns performed
- Ensure to mark only real hard Conversions as Conversions
- UTM tagging is very important in GA4

| | Session default channel group / Session source / medium / Session medium / Session source / Session source platform / Session campaign | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate | Event count All events | Conversions All events |
|---|---|---|---|---|---|---|---|
| | | 1m 17s Avg 0% | 1.15 Avg 0% | 14.16 Avg 0% | 82.12% Avg 0% | 243,395 100% of total | 48,032.00 100% of total |
| 1 | (organic) | 1m 42s | 1.30 | 17.27 | 87.84% | 143,708 | 27,168.00 |
| 2 | Dealership_brand_name | 0m 28s | 1.45 | 7.65 | 99.28% | 22,216 | 6,149.00 |
| 3 | (direct) | 1m 03s | 0.99 | 12.45 | 76.76% | 28,715 | 5,052.00 |
| 4 | (not set) | 0m 20s | <0.01 | 5.47 | 0.43% | 6,425 | 1,245.00 |
| 5 | Shopping | 1m 28s | 1.24 | 16.99 | 97.81% | 26,401 | 5,263.00 |
| 6 | search-car-new | 1m 03s | 1.16 | 11.24 | 97.9% | 6,944 | 1,508.00 |
| 7 | (referral) | 1m 19s | 1.12 | 16.08 | 88.29% | 5,627 | 1,046.00 |
| 8 | New-Corolla | 1m 02s | 0.93 | 12.91 | 75.5% | 1,949 | 390.00 |
| 9 | New-RAV4 | 1m 01s | 0.84 | 10.86 | 68.63% | 1,108 | 192.00 |
| 10 | UsedBlackFridayPromo | 0m 09s | 0.42 | 5.92 | 37.25% | 302 | 19.00 |

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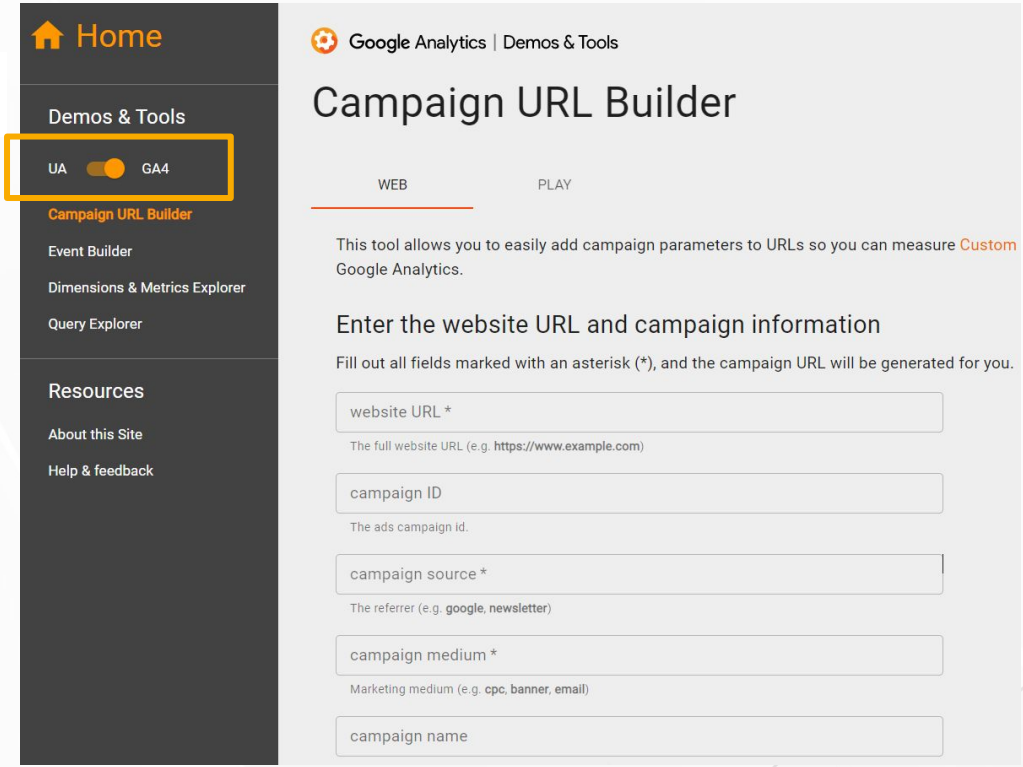
# UTM Tagging Tool - Google




https://ga-dev-tools.web.app/campaign-url-builder/

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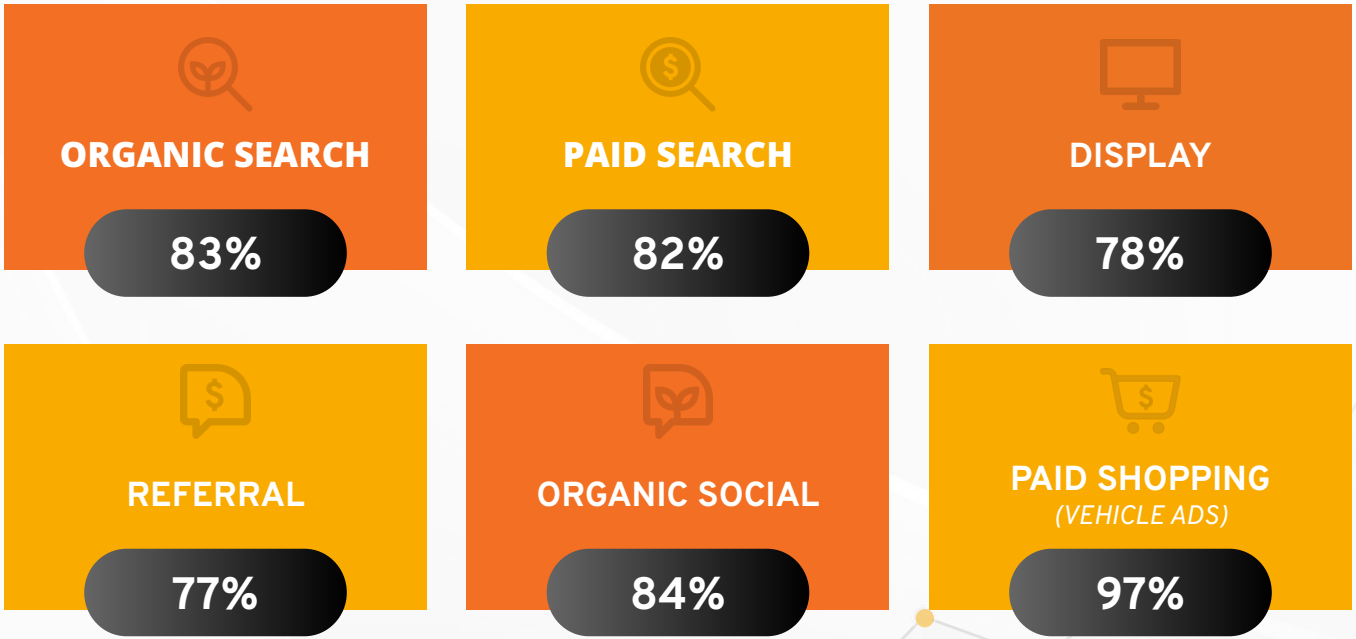
# Engagement Rate Observations*




*Sample 20-store set from Ontario, last 90 days from 21 Nov 2022

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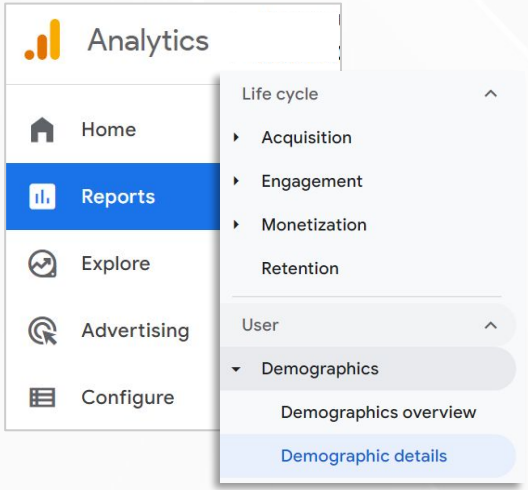
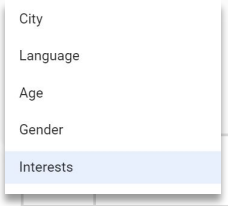
# Insights & Recommendations

# Demographics Report - Lookalike Modelling

In GA4, Google allows you access to the data they have on your users due to their content interaction clues.




| | | Engagement Rate |
|---|---|---|
| 1 | Sports & Fitness / Sports Fans / Running Enthusiasts | 43.19% |
| 2 | Sports & Fitness / Sports Fans / Motor Sports Enthusiasts | 90.5% |
| 3 | Media & Entertainment / Music Lovers / Indie & Alternative Rock Fans | 97.7% |
| 4 | News & Politics / Avid News Readers / Avid Business News Readers | 84.73% |
| 5 | Sports & Fitness / Sports Fans/Skiing Enthusiasts | 79.28% |
| 6 | News & Politics / Avid News Readers / Avid World News Readers | 90% |
| 7 | Lifestyles & Hobbies / Pet Lovers/Dog Lovers | 90.15% |
| 8 | Media & Entertainment / Book Lovers | 89.05% |

- Market your dealership to the most highly Engaged groups of users who interact with your content the most

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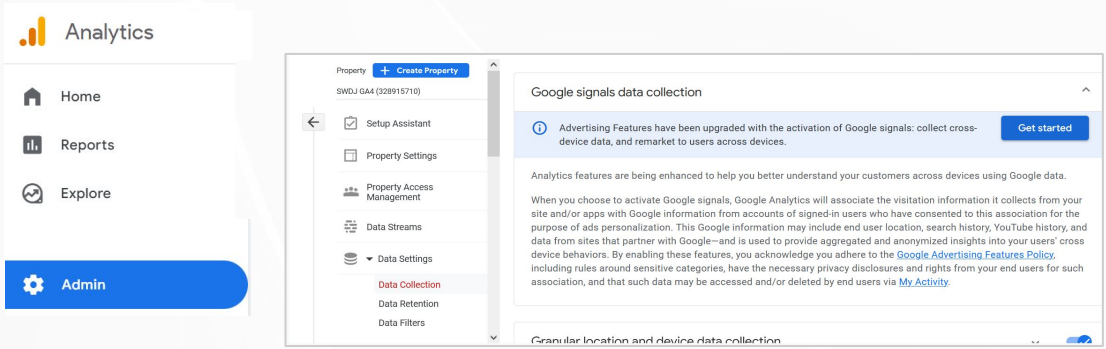
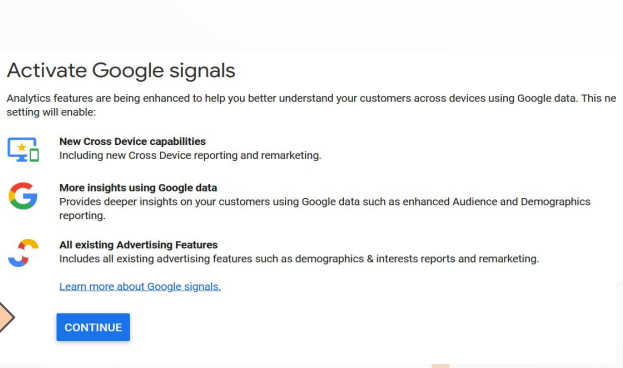
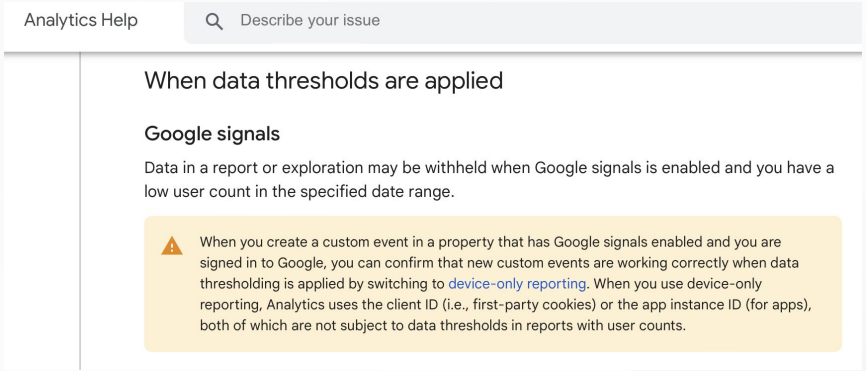
# Demographics Report - Turning on Google Signals




When your website has limited traffic (500 monthly users), turning on Google signals might result in data threshold in reporting due to privacy protection.

If signal & detailed breakdown is required, we can switch back to "device-only reporting" in GA4 setting

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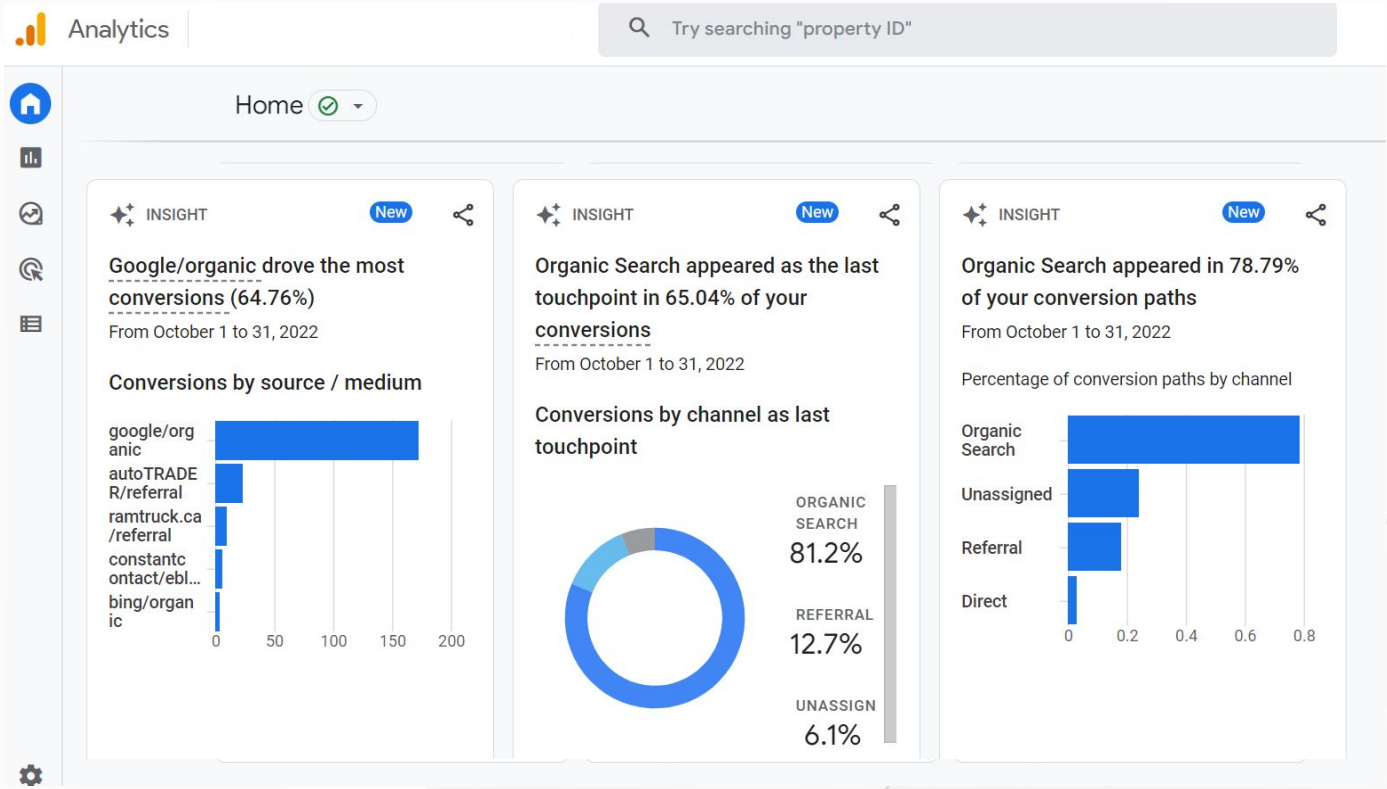
# Insights & Recommendations

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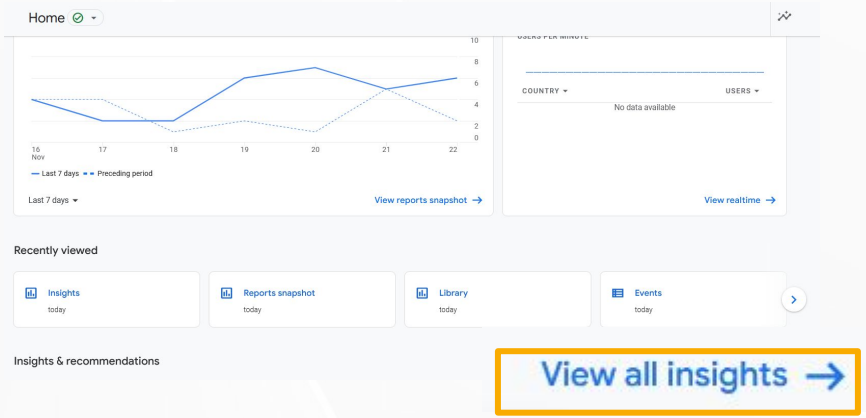
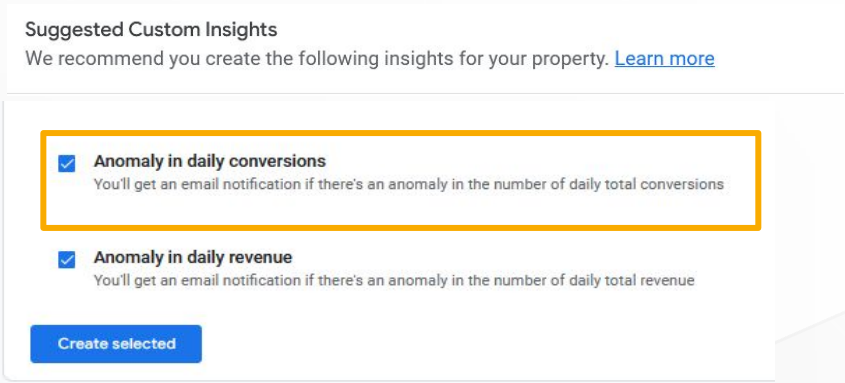
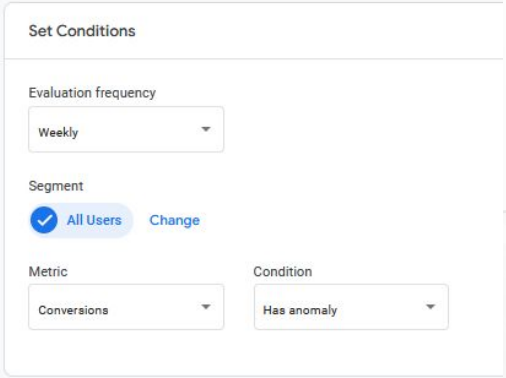
# Custom Insights

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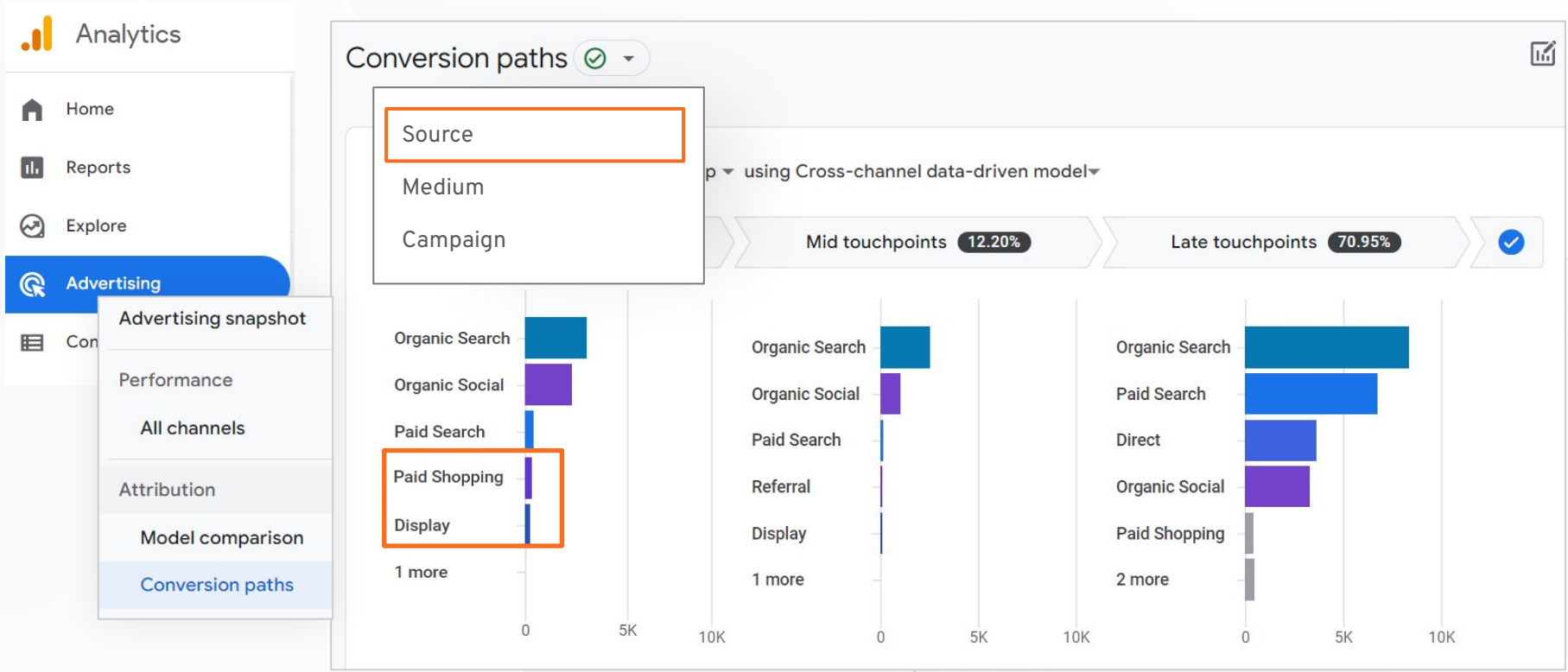
# GA4 = Better Attribution

# Conversion Paths

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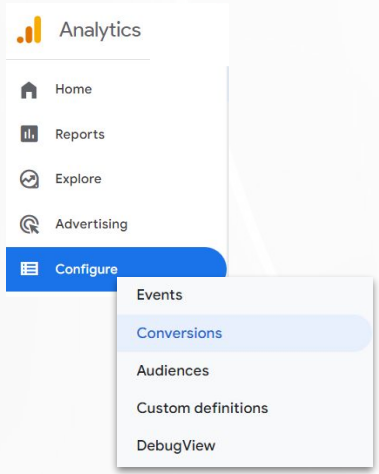
# Track the ‘Proper’ conversions - Incorrect




Conversion Events | Network Settings

| Conversion name | Count | % change | Mark as conversion |
|---|---|---|---|
| search_results_pageview | 30,837 | ↓ 0.8% | |
| vdp_view | 11,604 | ↑ 5.6% | |
| vdp_view_over30sec | 6,176 | ↑ 2.4% | |
| contact_us_phone | 475 | ↑ 13.9% | |
| check_availability_form_submit | 44 | ↓ 25.4% | |
| book_test_drive_form_submit | 26 | ↓ 25.7% | |
| recall_form_submit | 6 | - | |

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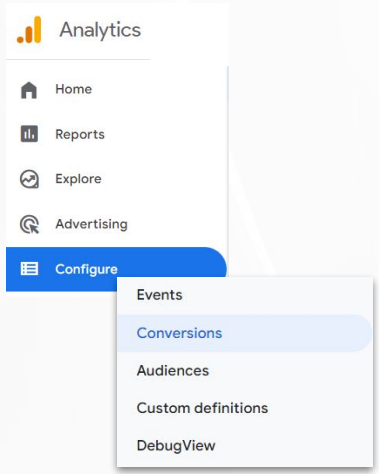
# Track the ‘Proper’ conversions - Much Better




Existing events

| Event name | Count | % change | Users | % change | Mark as conversion |
|---|---|---|---|---|---|
| asc_comm_submission_service | 283 | ↑ 11.4% | 130 | ↑ 2.3% | |
| begin_checkout | 2 | ↓ 33.3% | 2 | ↓ 33.3% | |
| click | 4,918 | ↓ 12.7% | 1,885 | ↓ 4.7% | |
| asc_click_to_call | 270 | ↓ 12.1% | 196 | ↓ 4.4% | |
| first_visit | 6,815 | ↑ 4.4% | 6,815 | ↑ 4.0% | |
| asc_form_submission_sales | 174 | ↑ 197.8% | 169 | ↑ 111.3% | |
| homepage_engagement | 964 | ↓ 3.4% | 721 | ↓ 3.7% | |

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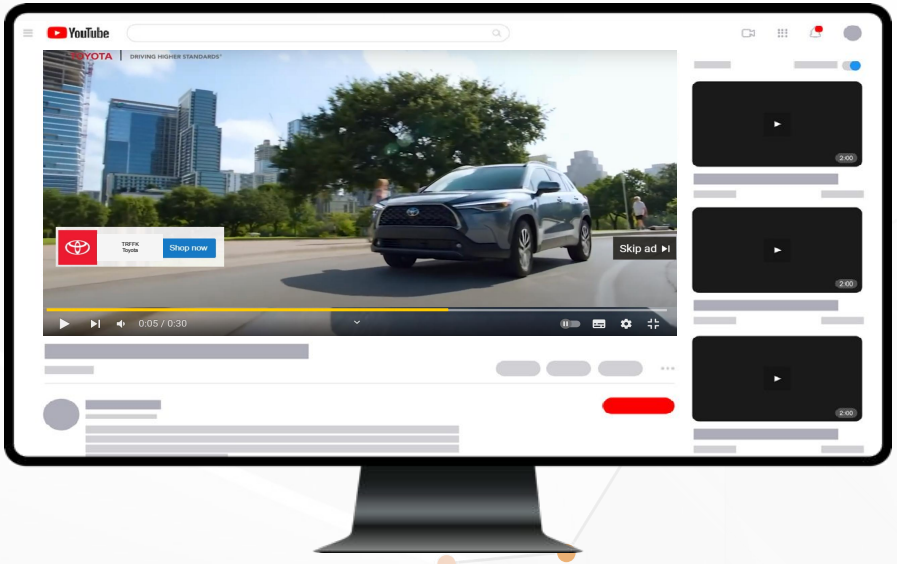
# Engaged View Conversions – Validating Your Video Marketing

An engaged-view conversion (EVC) indicates that someone **watched a YouTube video for at least 10 seconds and then converted on your website or app within 3 days** of viewing the video.




## Instructions

To measure engaged-view conversions, follow these steps:

1. Link your Google Ads account to allow data to flow between Ads and Analytics
2. Activate Google signals to collect data from users who enabled ads personalization and are signed in

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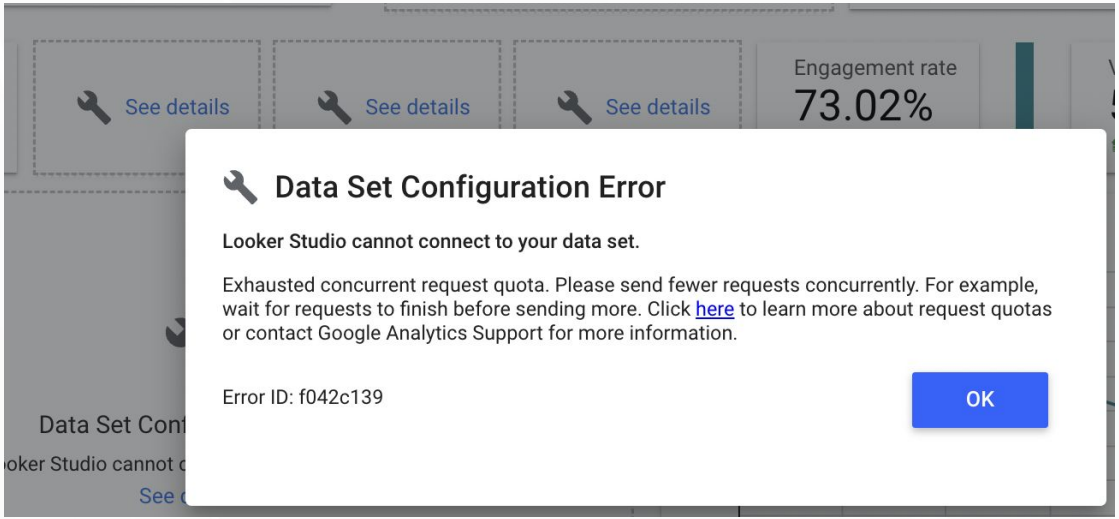
# Recent outage on GA4 → Looker Studio connector




Google's official announcement :

Our recommendation:
* upgrading to 360 (paid) to increase quota limit,  and/or start to build reporting from BigQuery

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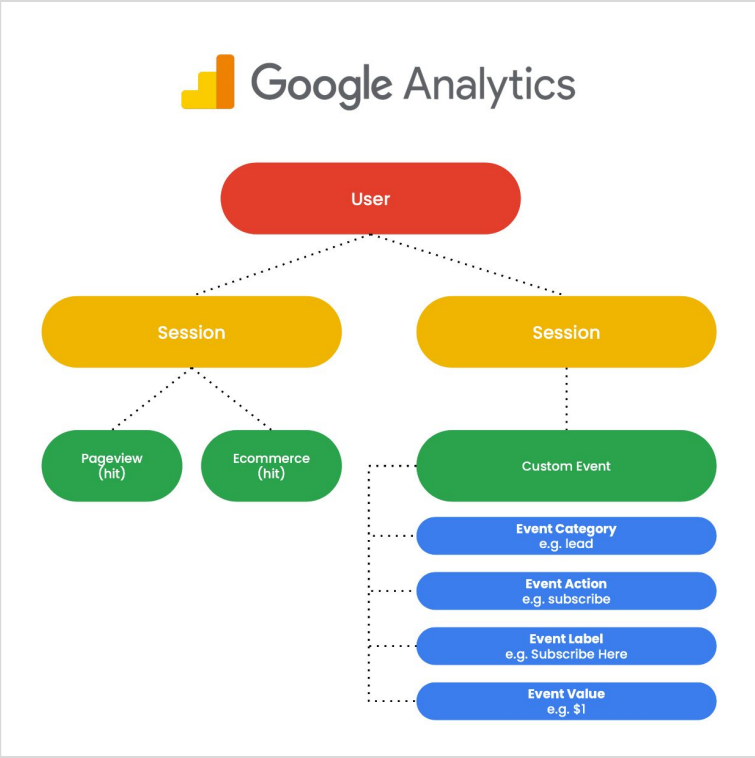
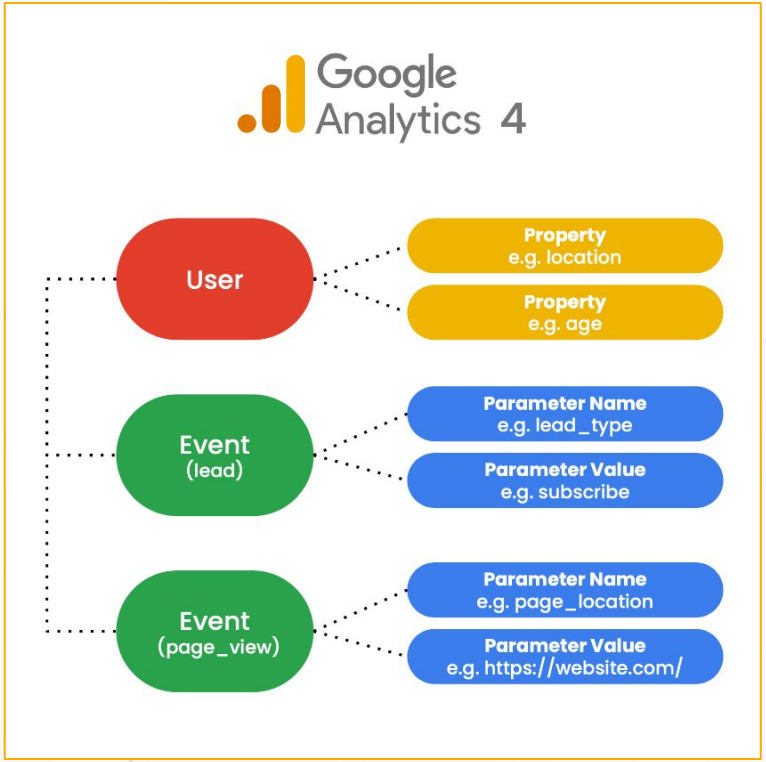
# What has changed “under the hood” for GA4

# Newly introduced data model simplify the structure




up to **30%** gap between UA and GA4 for the same metric

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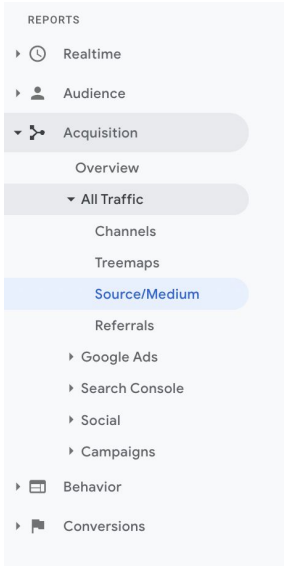
# GA4's reporting capabilities open opportunities

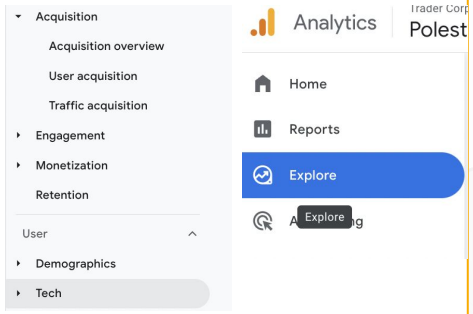
Google Analytics

Standard reports serves majority of the analyzing need

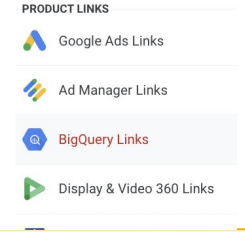



Google Analytics 4

New "explorer" report




BigQuery Connection

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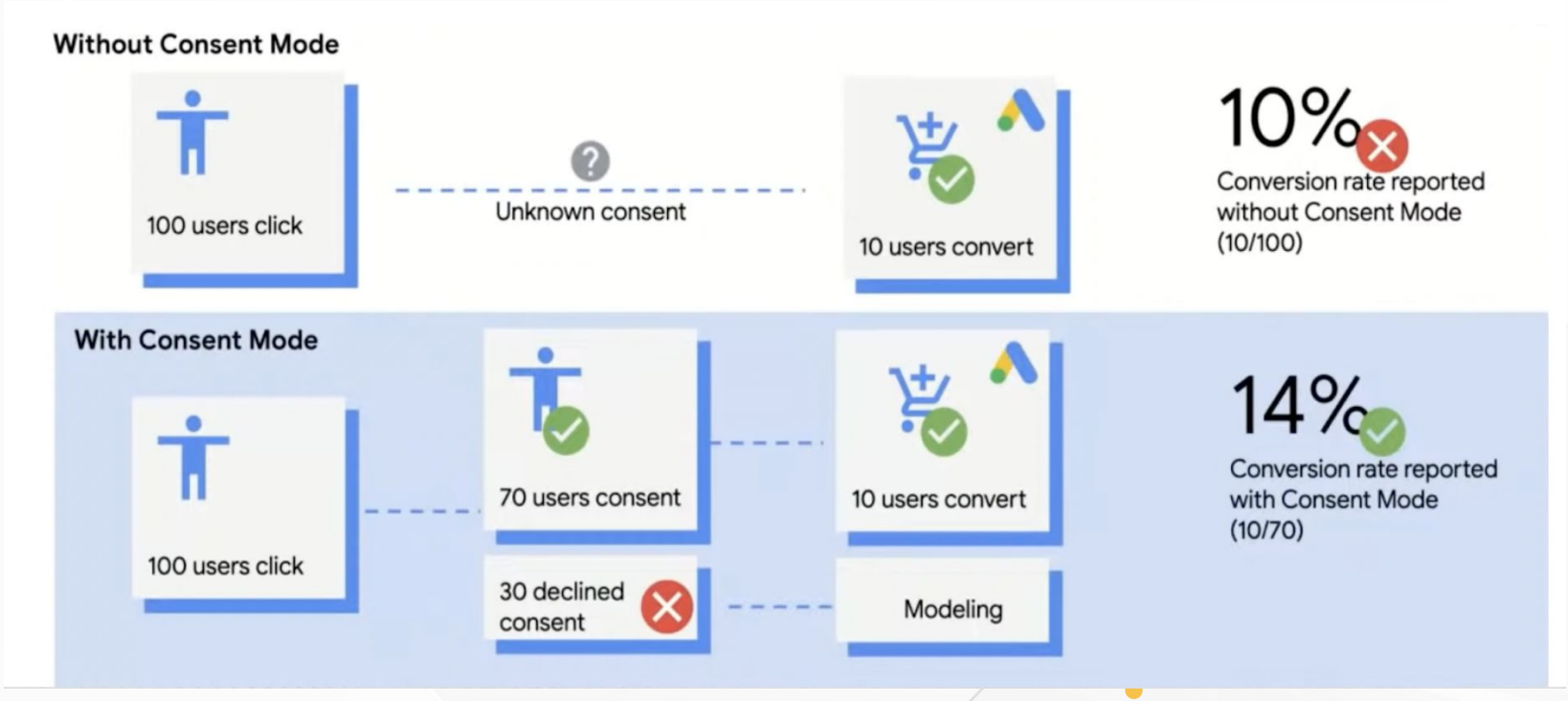
# GA4's modeling will make up the lost conversion in consent mode




Source: https://support.google.com/analytics/answer/10710245

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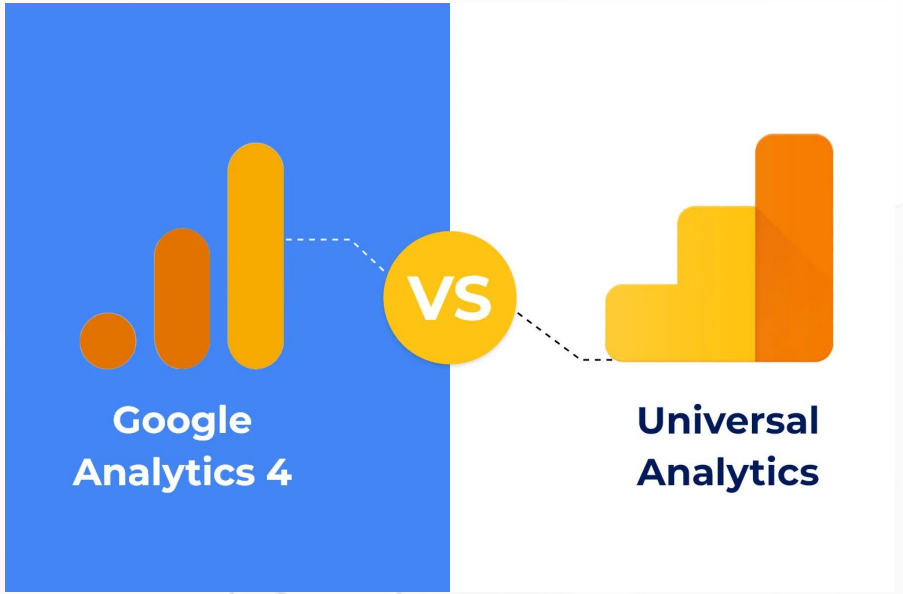
# Despite of having many difference, lots of Google Analytics' core capabilities remains the same

## Top 3 differences

- Data model
- Explorer Report & BigQuery connection
- Privacy & modelling

## Remains the same

- Integration with other Google products
- Website installation

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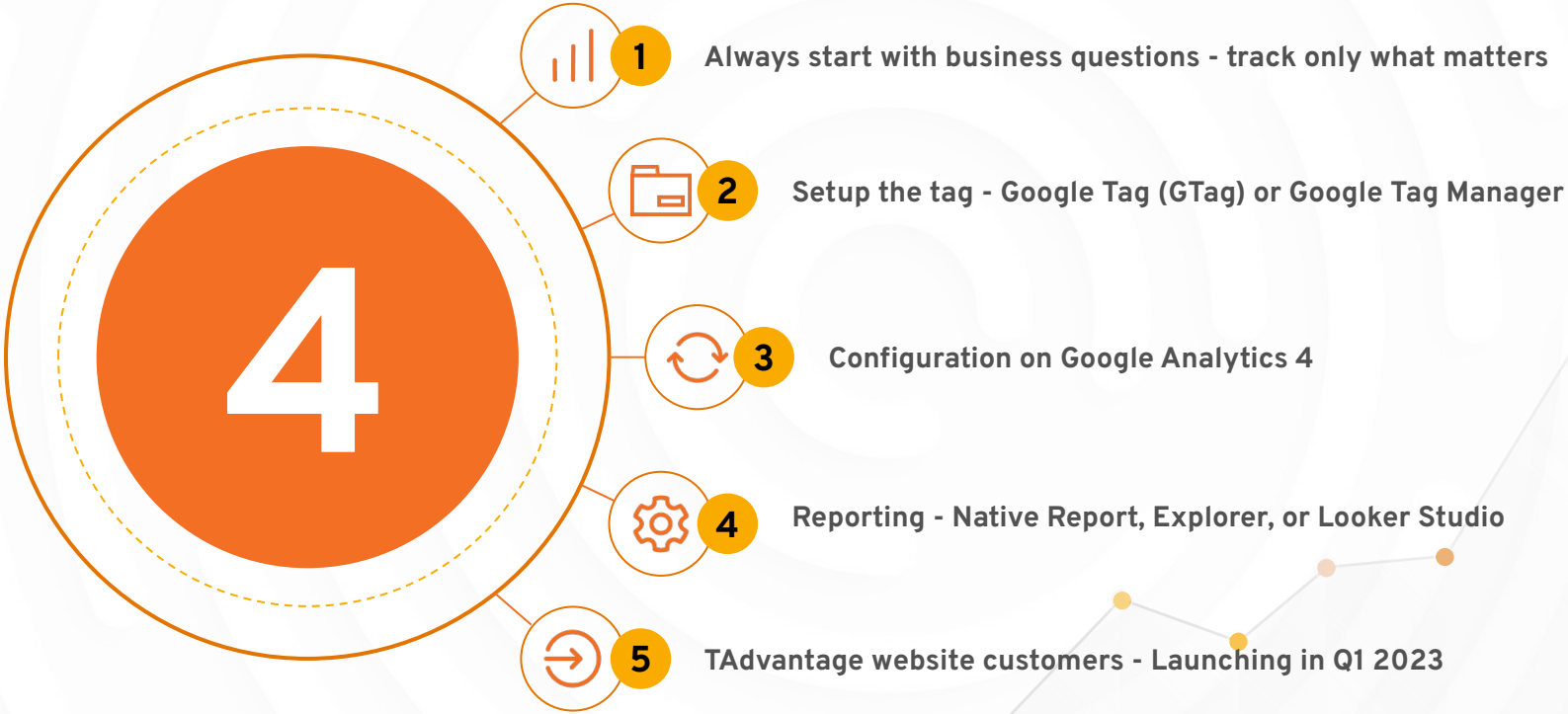
# Get your GA4 up and running

# How to Implement GA4?

Explain step by step process of setting up Google Analytics 4 tags

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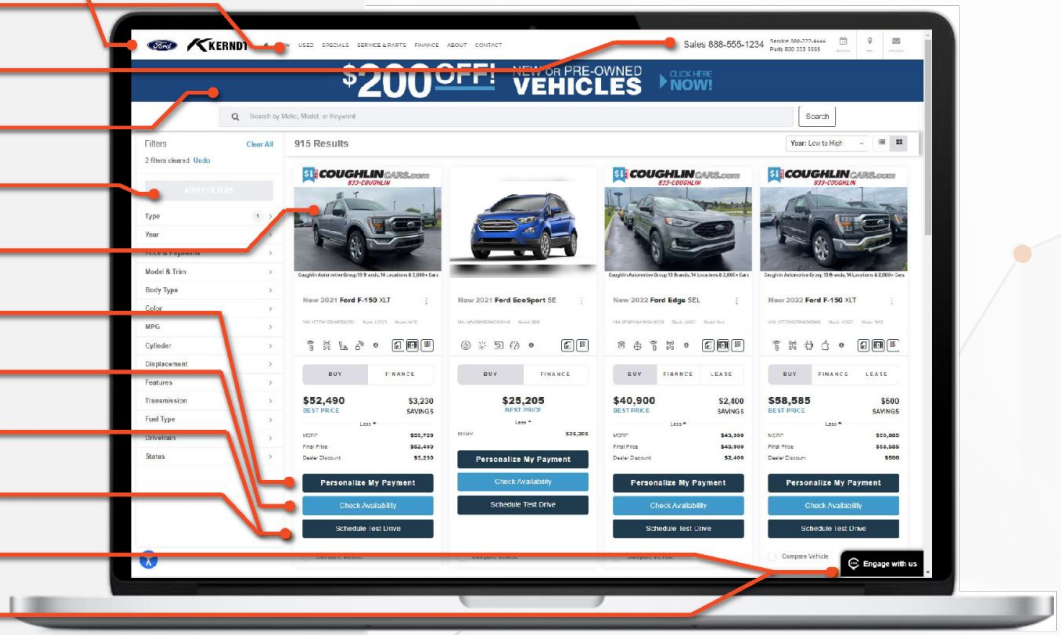
# ASC event covered major touch points in core pages

## Every page, every touch point

- asc_pageview
- asc_menu_interaction
- asc_click_to_call
- asc_special_offer
- asc_element_configuration
- asc_media_interaction
- asc_retail_process
- asc_cta_interaction
- asc_form_engagement
- asc_form_submission
- asc_comm_engagement
- asc_comm_submission

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# Set up cross domain tracking for DR tool is easier in GA4

Your website domain: www.dealerwebsite.com

**Sub-domain**:

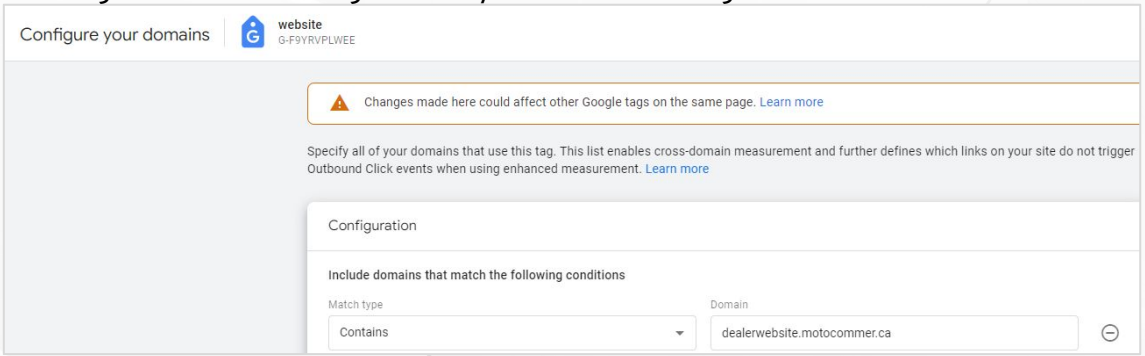
shop.dealerwebsite.com

No additional action needed. Just to make sure the measurement ID (G-XXXXXX) is loaded on shop.dealerwebsite.com

**Cross domain**:

dealername.clickandbuy.OEM.com

Configurable on Google Analytics 4's Setting

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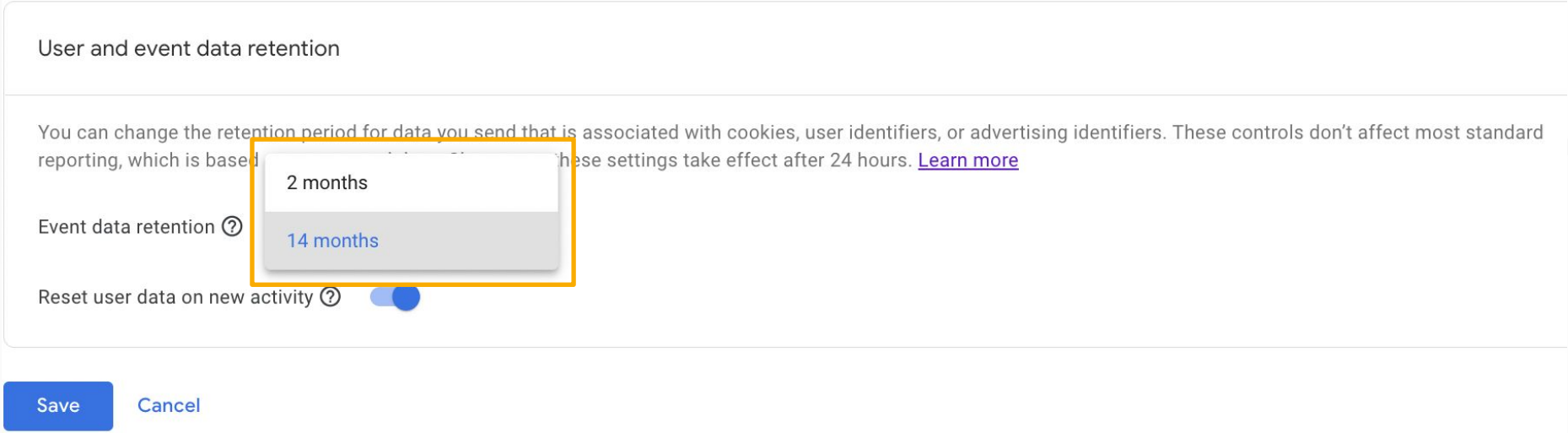
# Additional knowledge

# Data retention : please change it immediately when setting up GA4

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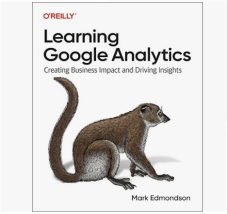
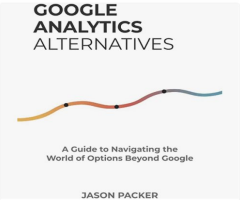
# Here are the materials we found useful to assist your future learning

Books




Learning Google Analytics: Creating Business Impact and Driving Insights
by Mark Edmondson




Google Analytics Alternatives: A Guide to Navigating the World of Options Beyond Google
by Jason Packer

Online Training Resources

- Google's Official Certification
- Simo Ahava:  Team simmer : Query Google Analytics 4 in BigQuery
- Analytics Mania: Google analytics 4 course :
- Krista Seiden : Master Google Analytics 4

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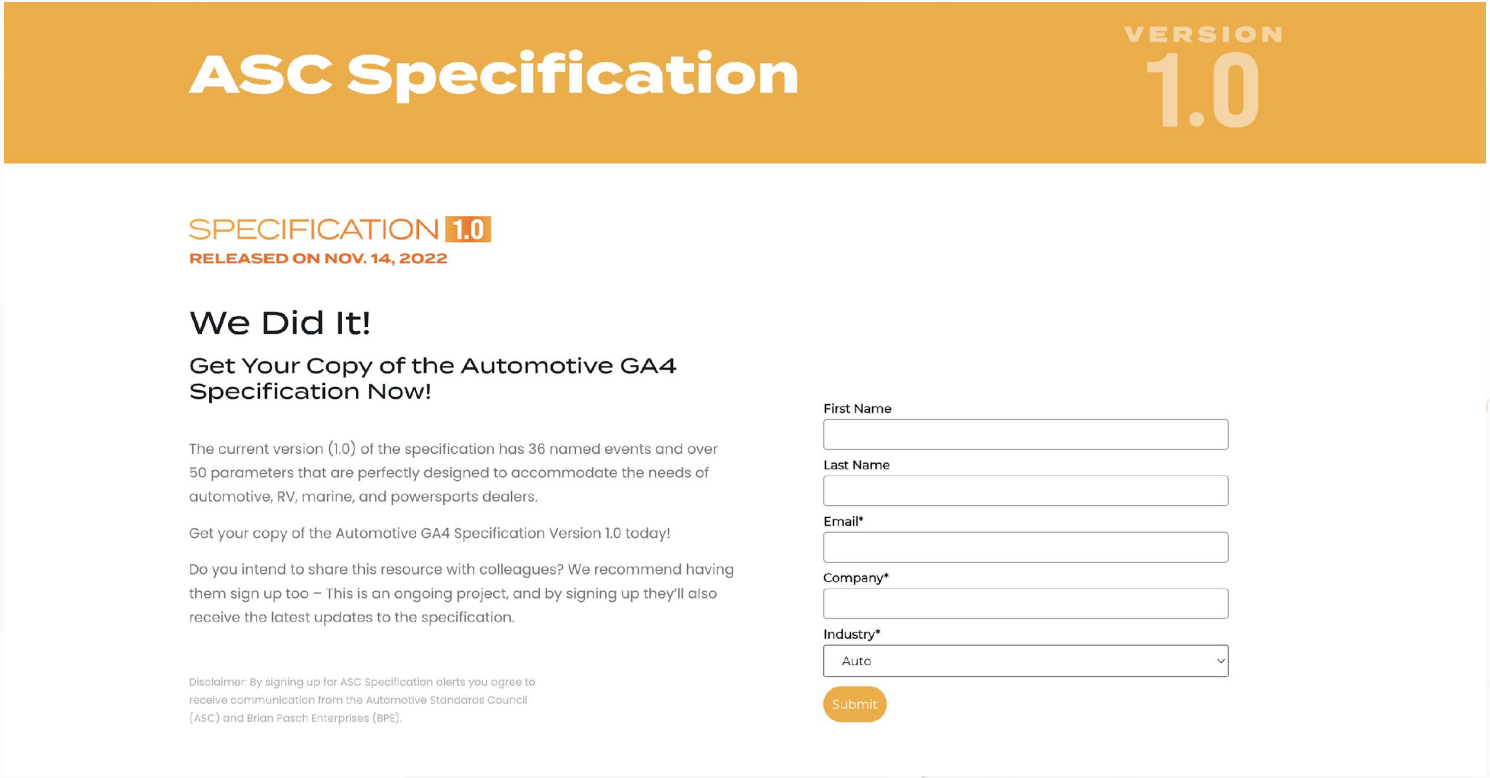
# Here are the materials we found useful to assist your future learning




https://automotivestandardscouncil.com/specification/

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# Here are the materials we found useful to assist your future learning

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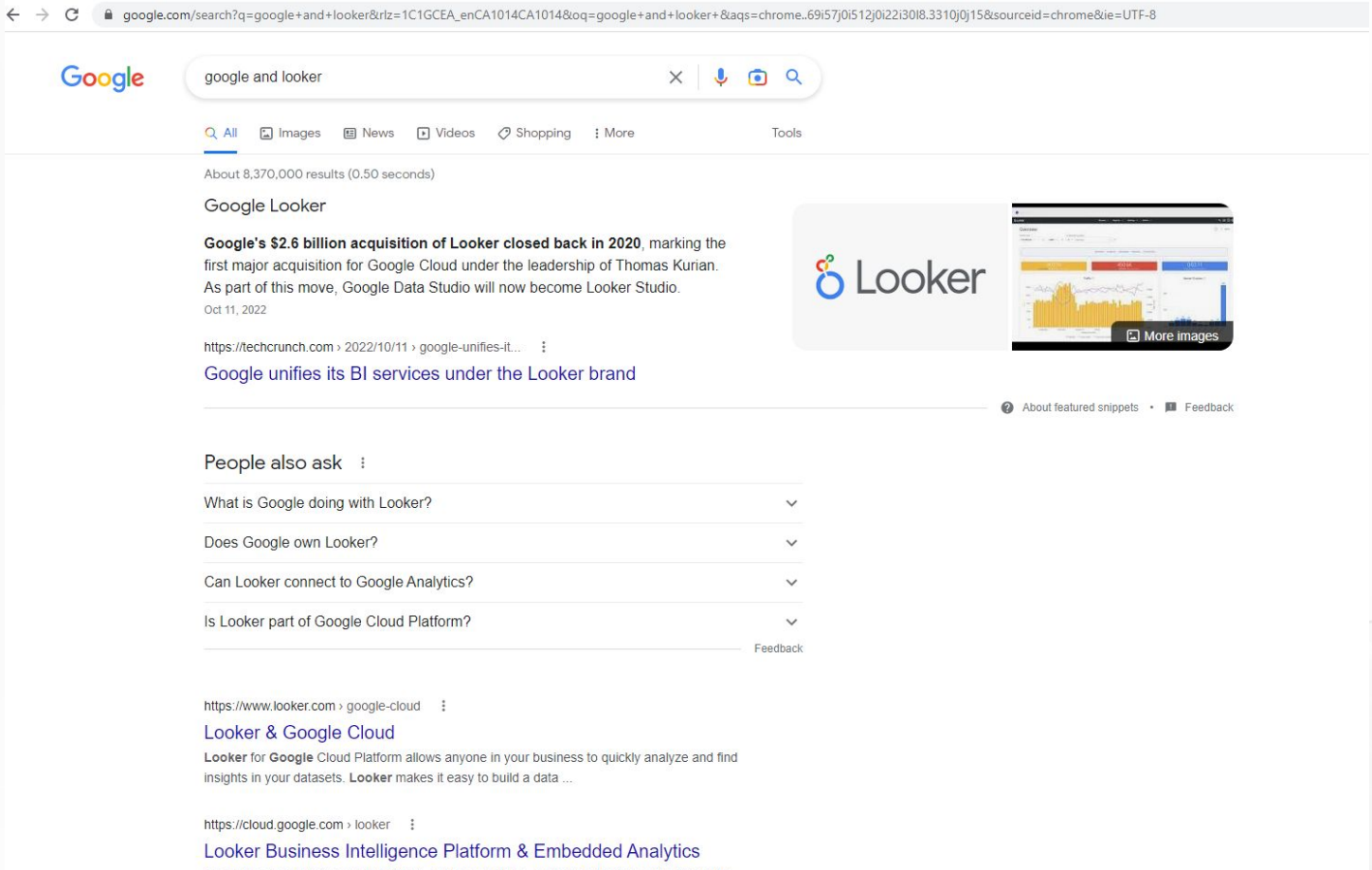
# ASC GA4 Looker Studio Report

# Looker Business Intelligence Platform & Embedded Analytics

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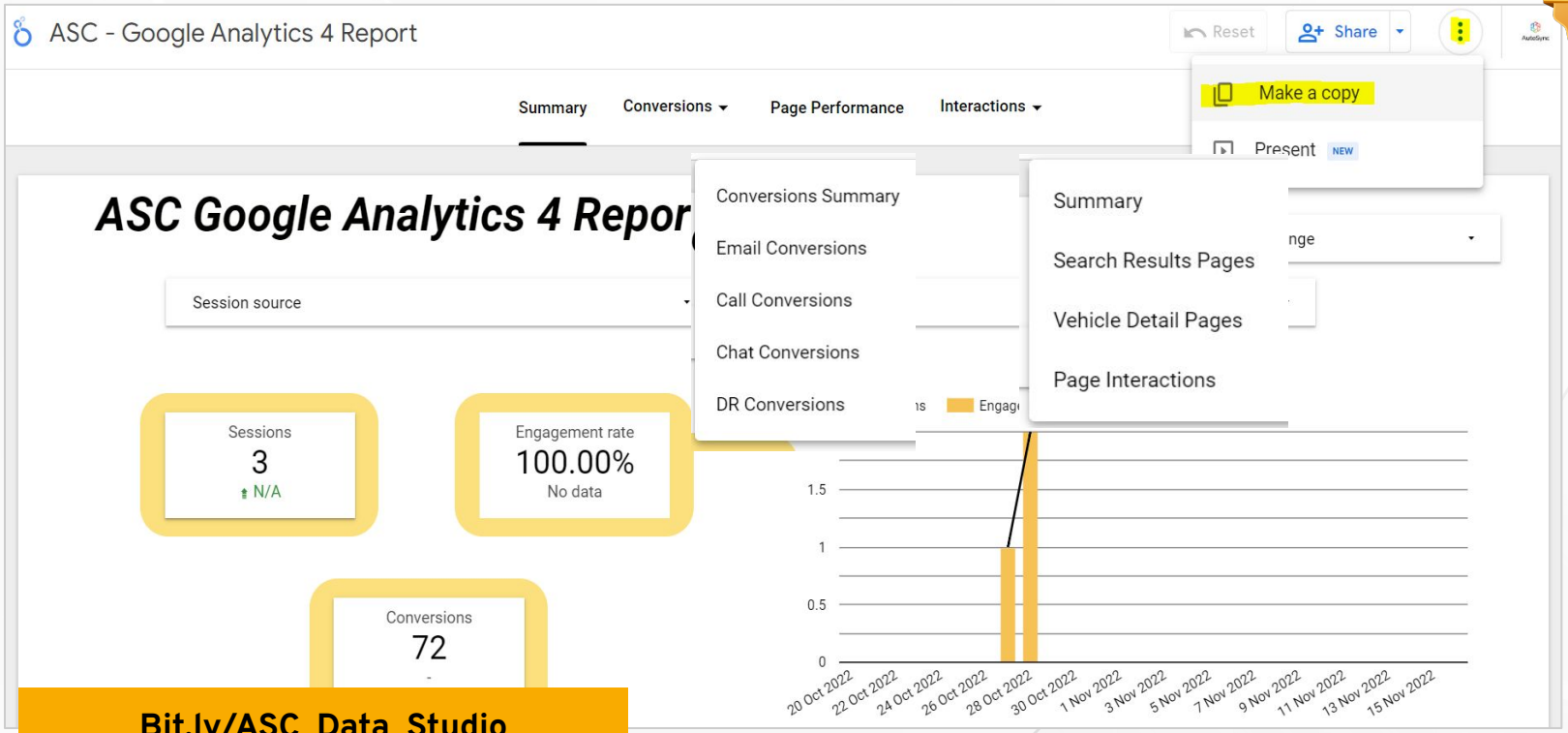
# ASC GA4 Looker Studio Report




**Bit.ly/ASC_Data_Studio**

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# ASC GA4 Specification Master Worksheet

GA4 Specification Master Worksheet: Automotive Standards Council

File Edit View Insert Format Data Tools Extensions Help

Share

100% View only

| | A | Mandatory Events | Type | Notes |
|---|---|---|---|---|
| 4 | | | | |
| 5 | | | | |
| 6 | 1 | asc_comm_engagement | Engagement | This would trigger for during a chat session for each consumer engagement point that the platform tracks |
| 7 | 2 | asc_comm_submission | Conversion | This would trigger when a chat/SMS transcript with consumer PII is sent to the dealer's CRM (this always happens, regardless if ONE of the following events are fired) |
| 8 | 3 | asc_comm_submission_parts | Conversion | This would trigger when a chat/SMS transcript with consumer PII is sent to the dealer's CRM for the PARTS department |
| 9 | 4 | asc_comm_submission_sales | Conversion | This would trigger when a chat /SMStranscript with consumer PII is sent to the dealer's CRM for the SALES department |
| 10 | 5 | asc_comm_submission_sales_appt | Conversion | This would trigger when a chat/SMS transcript with consumer PII is sent to the dealer's CRM for a SALES appointment, like a test drive or B-Back |
| 11 | 6 | asc_comm_submission_service | Conversion | |
| 12 | 7 | asc_comm_submission_service_appt | Conversion | This would trigger when a chat/SMS transcript with consumer PII is sent to the dealer's CRM for the SERVICE department when a service appointment is made |
| 13 | 8 | asc_click_to_call | Conversion | This would trigger when a mobile click to call was started, but we don't know if the call connected |
| 14 | 9 | asc_cta_interaction | Engagement | This would cover the CTA buttons and hyperlinked text on all website pages |

asc_events | asc_event_parameters | asc_user_parameter | asc_comm_engagement | as

Explore

https://bit.ly/ASC_Specifications

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# Key Takeaways

❖ Familiarize yourself with new GA4 features

- Engagement Metrics
- 1st Click Attribution
- Custom Alerts

❖ Turn on Google Signals for Demographic Interests Details & Engaged View Video Conversions

❖ Try out the new explorer section for funnel & path analysis

❖ You can export raw data in GA4 free properties now to BigQuery

❖ Don’t forget to change the event expiry date to 14 month

AUTOMOTIVE STANDARDS
FOUNDING MEMBER
COUNCIL FOR GA4

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# For More Tips, Best Practices and Insights Follow Us!

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TRFFK

**Brian Pasch**

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# Questions? Thoughts?

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# Thank You

Hope You Will Join Us Again!

**Feel free to contact us if you have any questions**

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