



GETTING READY FOR GA4

APPLETON HUG

ABOUT TODAY'S SPEAKER



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TODAY'S AGENDA



What is Google Analytics?



What's new and different about GA4?



How do these changes affect reporting within HubSpot?



GA4's impact on goal-setting for 2023 inbound KPIs



WHAT EXACTLY IS GOOGLE ANALYTICS?

GOOGLE ANALYTICS

WHAT IT IS

- A tool to help you understand the way that your customers interact with your website
- A way to measure how your customers find your site and what actions they take while there

WHAT IT'S NOT

- A single source of truth for all of your inbound marketing activities
- Able to make changes to optimize your site

GOOGLE ANALYTICS

WHAT'S CHANGING

- The current tool, Universal Analytics, is being discontinued in 2023 (July 1 for most users)
- Universal Analytics is being replaced by Google Analytics 4, or more commonly, GA4

WHAT IT MEANS FOR YOU

- Universal Analytics will stop processing new data on July 1 (historical data will be available for a short period of time after)
- **The sooner you set up and transition to GA4, the more historical data you will have at your disposal!**



WHAT'S DIFFERENT ABOUT GA4?

A PHILOSOPHICAL CHANGE



UNIVERSAL ANALYTICS

Measuring in terms of sessions and page views









GOOGLE ANALYTICS 4

Measuring in terms of events and parameters

A PHILOSOPHICAL CHANGE

UNIVERSAL ANALYTICS

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	5,098	4,811	5,668	89.10%	1.23	00:00:46
1  Organic Search	4,273			91.13%		
2  Direct	543			80.71%		

A PHILOSOPHICAL CHANGE

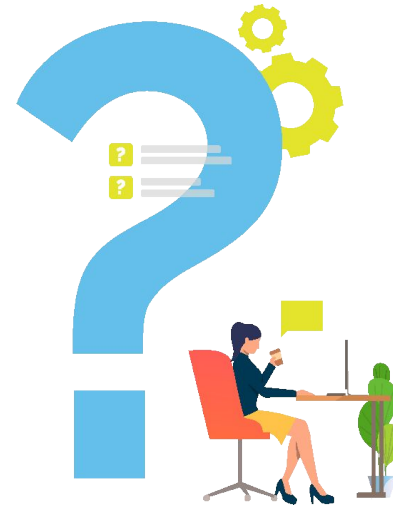
GOOGLE ANALYTICS 4

First user default channel group ▾ +		↓ <u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>
		4,791 100% of total	3,586 100% of total	53.32% Avg 0%	0.72 Avg 0%	1m 04s Avg 0%
1	Organic Search	4,097	3,091	55.79%	0.74	1m 05s
2	Direct	502	330	38.51%	0.57	0m 59s

A PHILOSOPHICAL CHANGE

THE CORE QUESTION

Doesn't it make sense to track only the traffic that is engaged with your site?

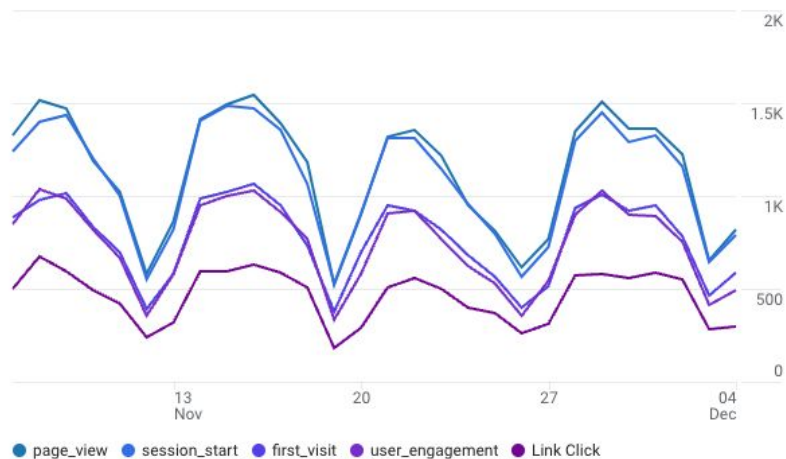


MEASURING ENGAGEMENT

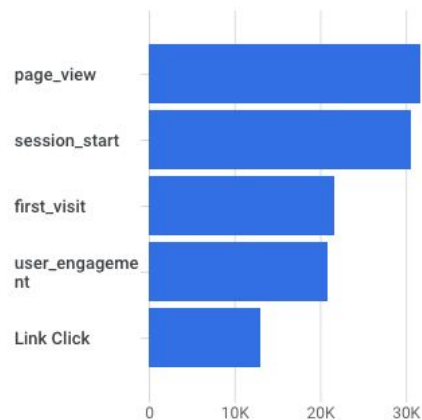
WHAT MAKES AN EVENT?

Every action taken by a site visitor is considered an event

Event count by Event name over time



Event count by Event name



CUSTOM EVENTS - EXAMPLE

THE PROBLEM

A conversion form placed on the bottom of a page yields few conversions despite the page having sufficient traffic to the page

POSSIBLE CAUSES

- Does the form work properly?
- Is the offer compelling enough or easily understood?
- Is your page traffic even reaching the form?

CUSTOM EVENTS - EXAMPLE



USING GA4 TO DIAGNOSE THE ISSUE

Adding a custom event for scroll tracking identified the percentage of page views that even reached the form and the submission button.

CORRECTING THE PROBLEM

We were able to make changes to the page (removing hero image, splitting into two columns) to raise the form higher on the page so it was seen on first load.

VISITOR FLOW

THE PROBLEM

How do you know what pages a user sees once they first visit your site?

REVAMPED PATH EXPLORATION

- Easier application of filters to examine different types of traffic sources (Direct, Paid, Referral, etc.)
- Use this to better understand and optimize a visitor's behavior patterns



HOW DOES THIS AFFECT REPORTING WITHIN HUBSPOT?

THE SHORT ANSWER

IT DOESN'T.

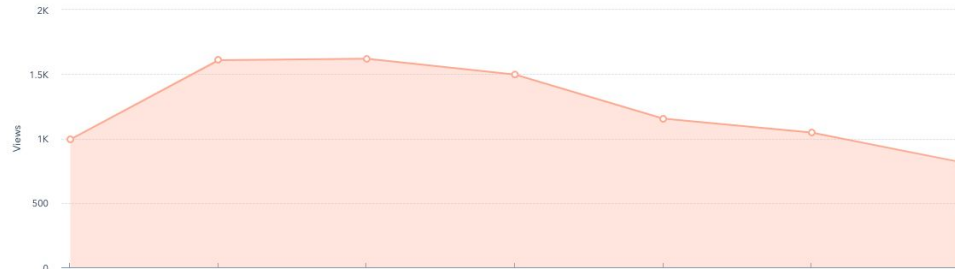
HUBSPOT REPORTING

Page views ▾

Style: Area ▾

Date range: Last week | Frequency: Daily

Views

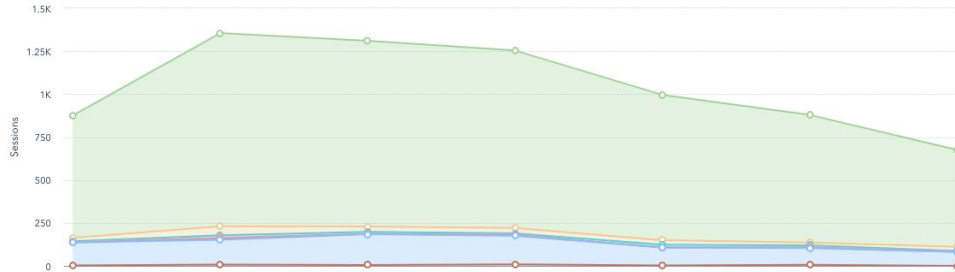


Sessions ▾

Style: Area ▾

Date range: Last week | Frequency: Daily

Organic search Referrals Organic social Email marketing Paid search Direct traffic Other campaigns



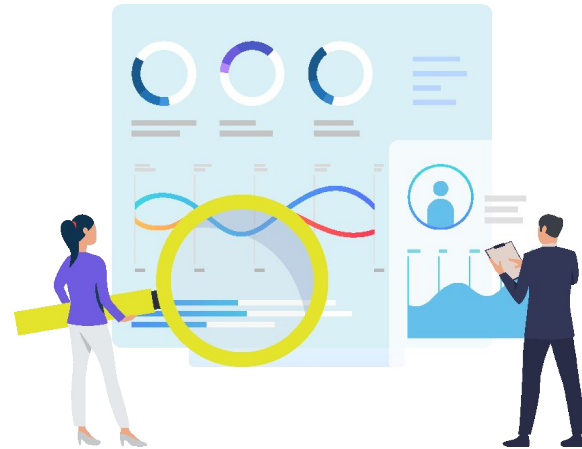


KPI PLANNING FOR 2023 & BEYOND

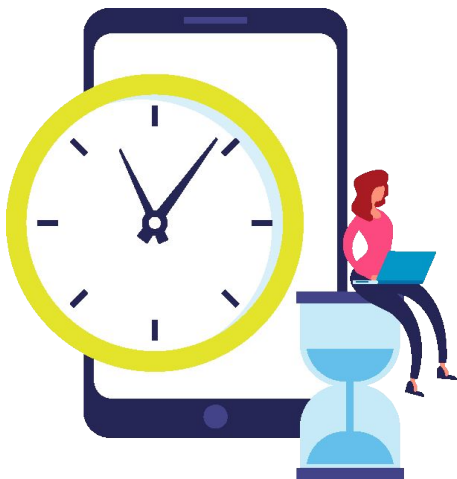
BENCHMARKING WITH HUBSPOT

NO CHANGE

HubSpot's reporting is unaffected, so comparing various time periods (years/quarters/months) will continue unchanged.



BENCHMARKING WITH GA4



TIME IS RUNNING OUT

If you haven't yet been collecting data within GA4, you're at risk of having a significant gap in data for benchmarking in future years.

SO WHY GA4?

GA4'S TRUE VALUE

- Diagnostic tool
- Real-time reporting
- Predictive attribution modeling
- Another tool to allow you to make the best possible decisions for your business



QUESTIONS?