

ENGAGE TRANSFORMATION
2022 ENGAGEMENT
CONNECTIVITY
& EXPERIENCE

Future Proof Your Measurement Through GA 4





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**You can't grow
What you can't measure!**



GA 4 – Measuring Customer Journey Effectively

Cross-Platform Measurement



Discovery

Events based architecture



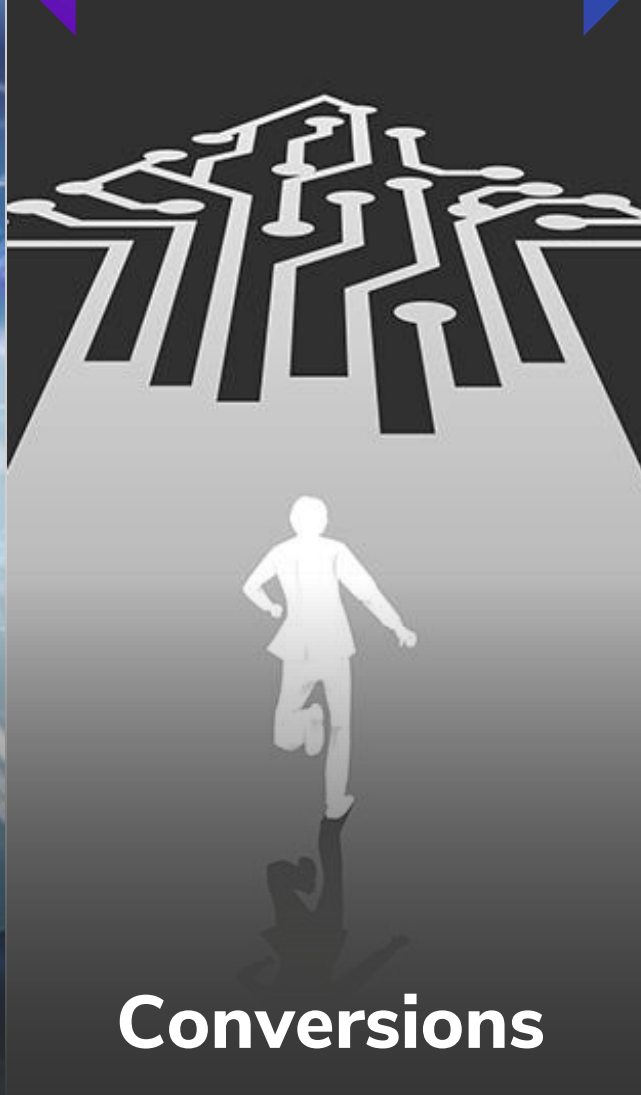
Experience

Engagement Rate



Engagement

Data Driven Attribution Model, Conversion Probability



Conversions

Why is GA 4 a Critical Update?



Data Privacy is a very important aspect while tracking user data & behaviors

- We are entering in a cookie less world
- Cookie-less measurement, behavioural and conversion modelling integrated in GA4



Consumer behavior is evolving drastically on digital channels

- Multiple devices & cross devices access
- Multiple channels & touchpoints to influence purchase decisions



We have so much data to analyze for micro & macro behaviors

- Big query integration
- AI/ML comes in handy with advanced data analysis at scale within GA4
- Suggestions & insights basis the user behavior
- Purchase probability & churn analysis

Gaps in data impacts decision making

Let's Play a Game !



My Name is Sherlock Holmes.
It is my business to know what
other people do not know.

Arthur Conan Doyle

@ 221-B Baker Street, London!



Do You Want to be Next Sherlock Holmes?

He has always been a very analytical person

Today we will solve a case using Sherlock's approach

- Plot (Background story)
- Observe (Review Data)
- Deduce (Suspect identification & Elimination)
- Solution (Insights & Recommendations)



- AmazingCompany.com - a B2C business selling their top-notch products online & 200+ stores to their thousands of customers across USA & Mexico.
- Erik consults Sherlock from time to time on improving their marketing ROI.
- But this time, the situation is a bit grim!



Erik

Marketing Leader
AmazingCompany.com

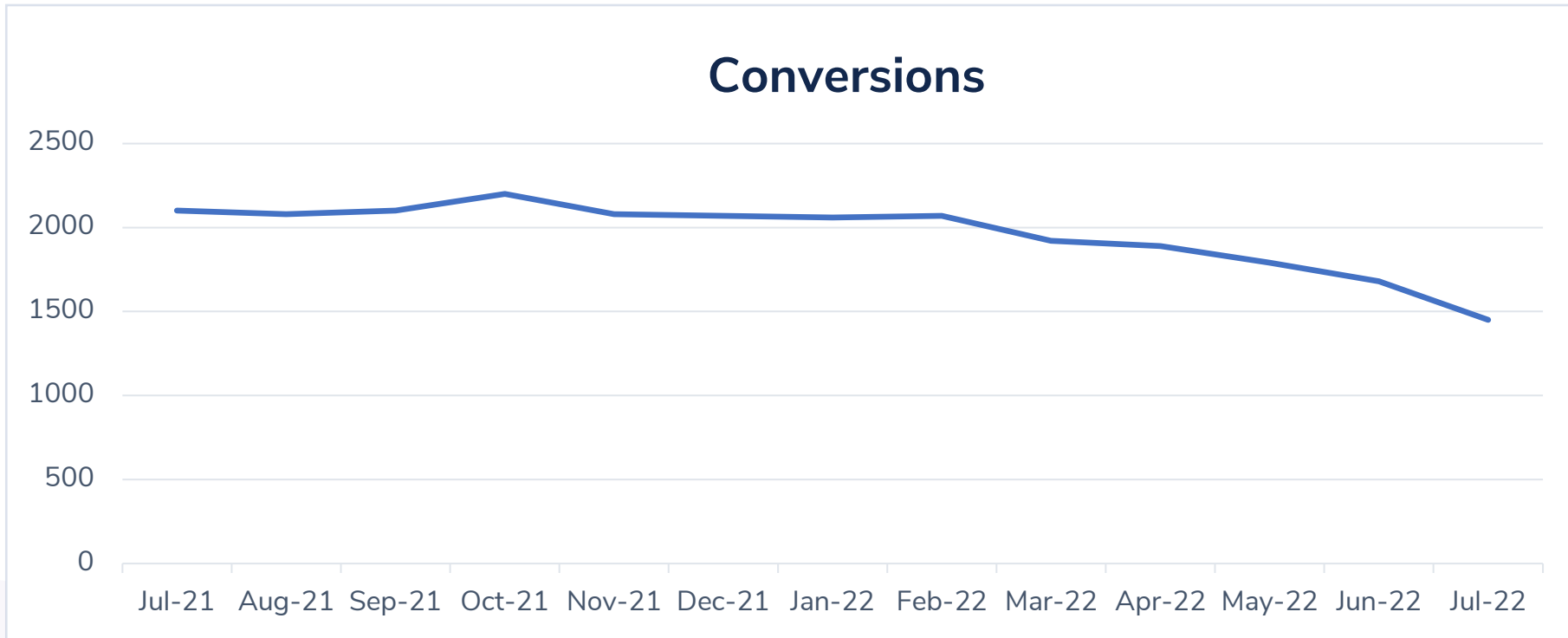


Sherlock

Marketing Consultant

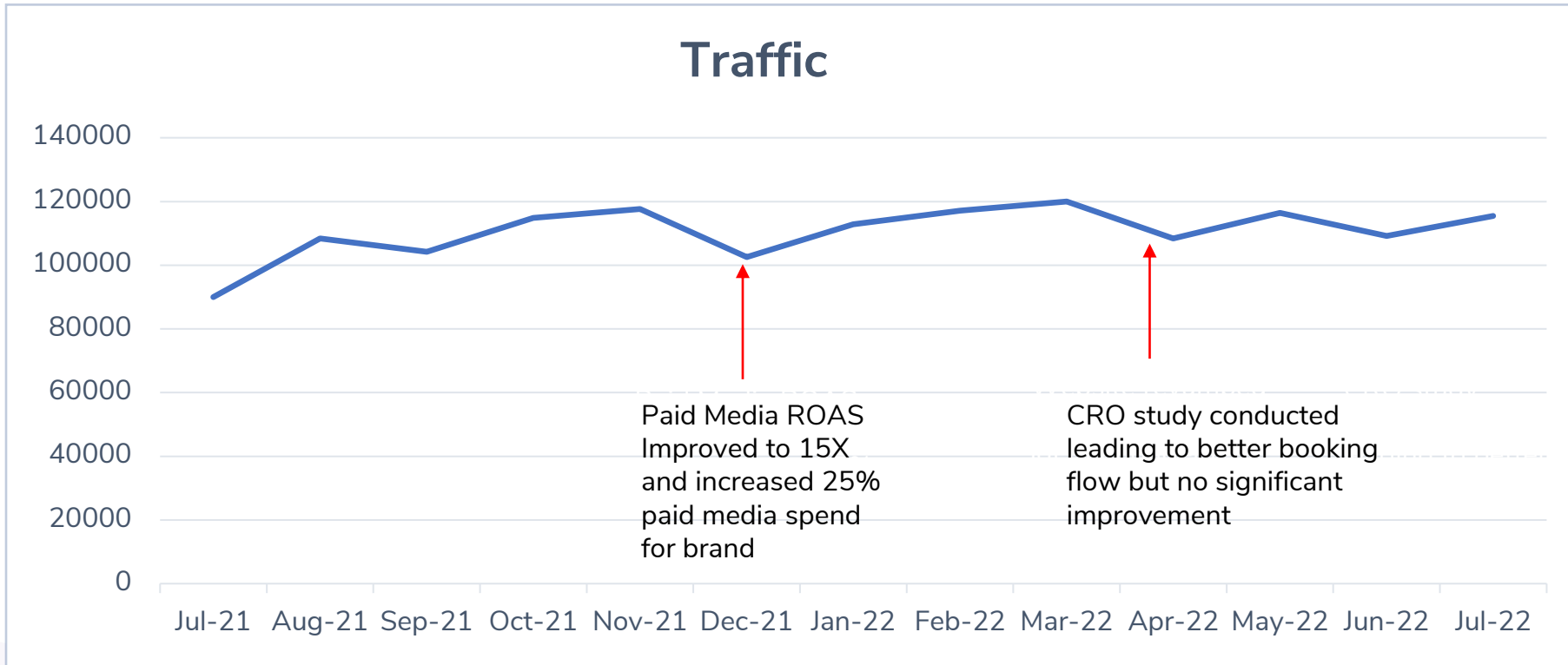
Let's go to the crime scene!

Murder of the Conversions!



Conversions have dropped by 25% in just 3 months

Observe – Let's Look at the Usual Suspects! (via GA)



- Traffic is up by 5%
- Bounce Rate is stable
- Mobile vs desktop traffic is stable

The Big Reveal!

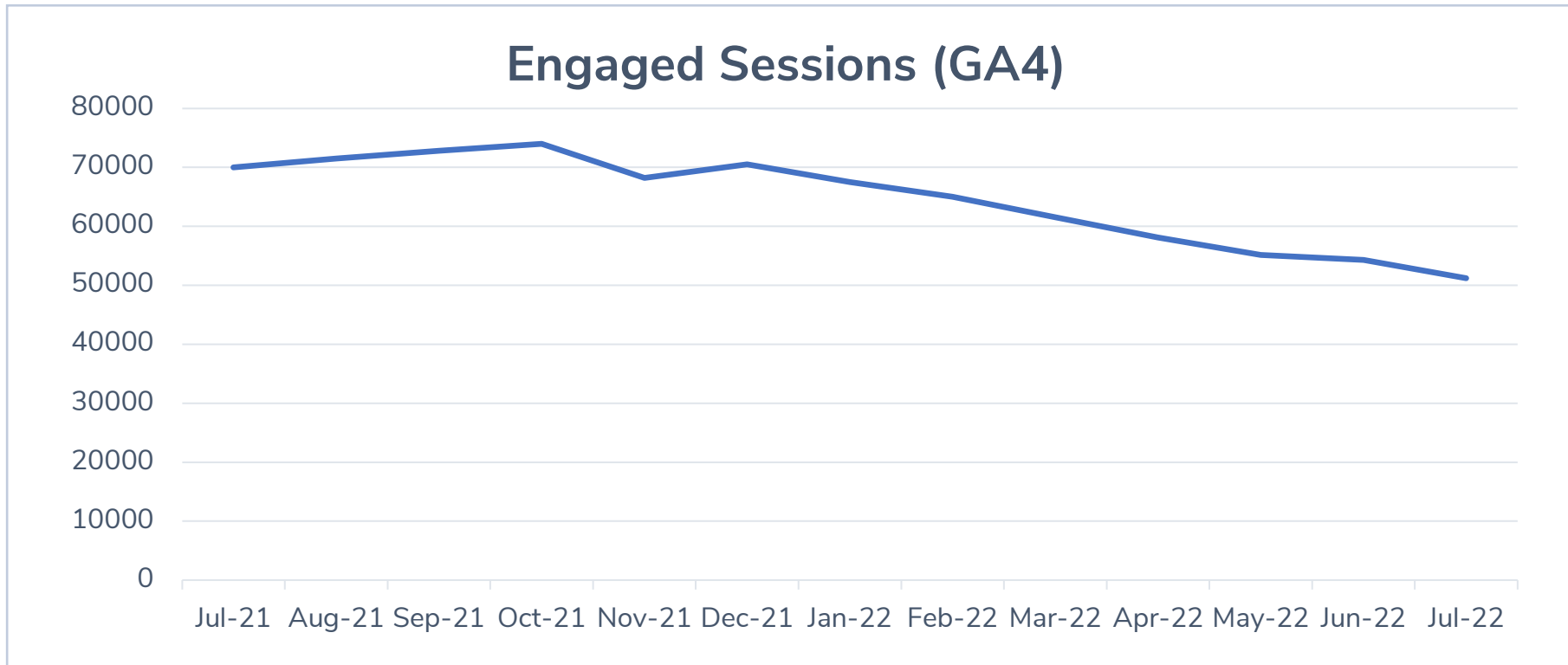
- Conversions have gone down due to poor quality of new user traffic!
- Even though traffic has been stable, we are getting lot of irrelevant audience on our website from last 4+ months.

Yes, I Have Used GA4!

- I had set up GA4 account for AmazingCompany.com secretly back in July 2021.
- Also I had revamped entire data & events architecture few months back when Google announced the sunset of Universal Analytics in July 2023!



Deduction – The Mystery of Engagement in GA4!



Engaged sessions dropped by more than 30% in last 4 months

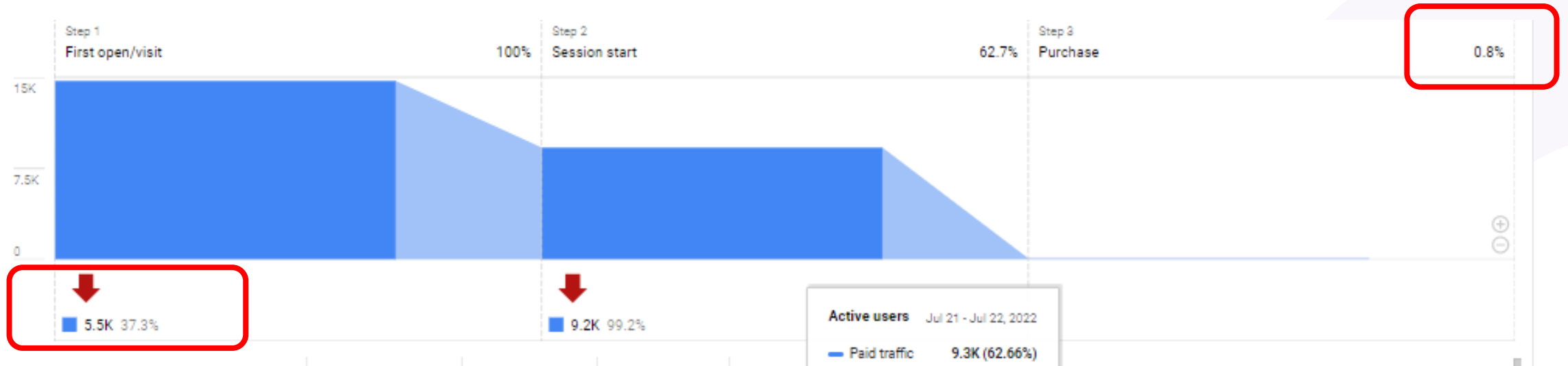
Bounce Rate (under UA)

- Duration of 0 seconds
- Leaves without clicking any links

Engaged Sessions (Under GA4)

- Duration of 10 seconds or more
- 1 or more conversion events
- 2 or more page/screen views






Case Solved!



- Drop in customer journey is significantly higher for paid media channels - 37% of users did not start a “conversion session start” event and only 0.8% converted
- Lower ROAS was taken for granted due to higher paid media injection in December last year.
- Increased media spend brought lot of irrelevant new user traffic and the need for improving keywords on paid search & targeting for display identified.

Let's understand GA4 a bit more!

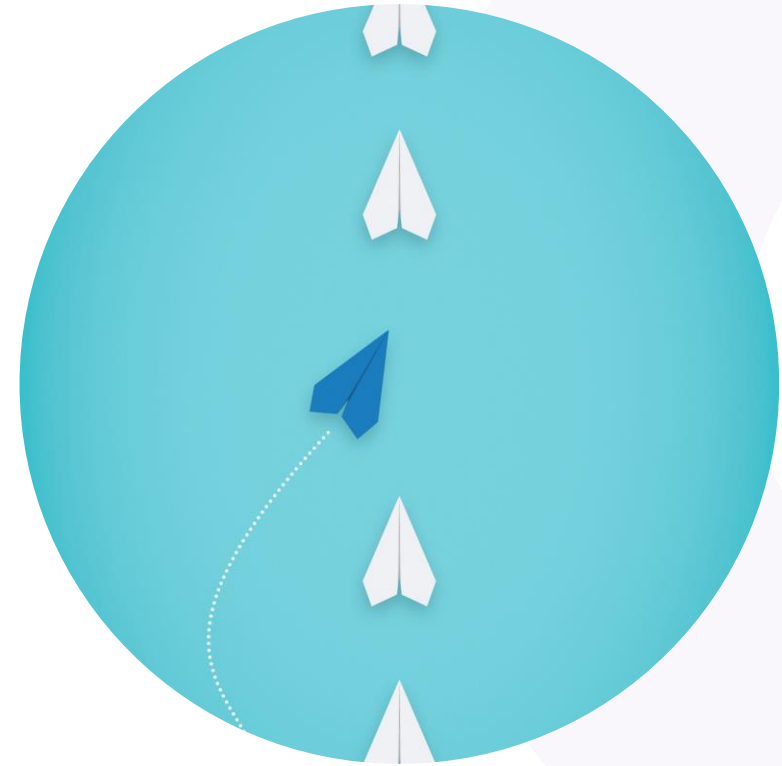
What is fundamentally different in GA4?

-  Measurement
-  Reporting
-  Data Privacy
-  Predictive Capabilities
-  Attribution Modelling

UA	GA4
Session-Based	Event - Based
Separate properties for Web and App	Web + App in one property
Very Limited	Built for future to work in a privacy centric world
No AI/ML	Uses AI/ML to predict probability of purchase
Last Click Attribution Model	Data – Driven Attribution Model based on Machine Learning

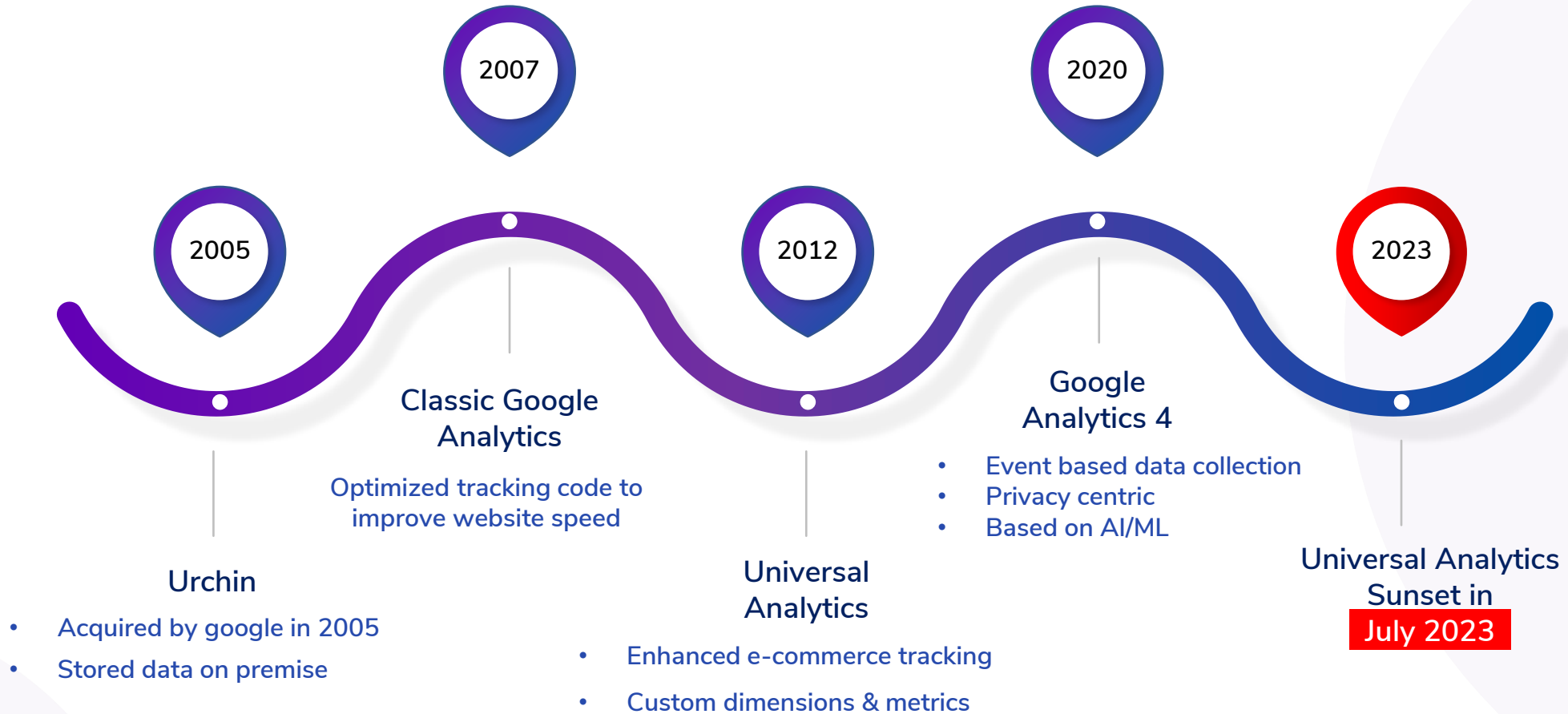
Predictive Analytics for Better Targeting – Increase ROI

- GA 4 applies machine learning to create audience segments based on probability of purchase.
- These segments get automatically imported in Google Ads for retargeting
- Targeting these audience segments will increase probability of conversions and ROI



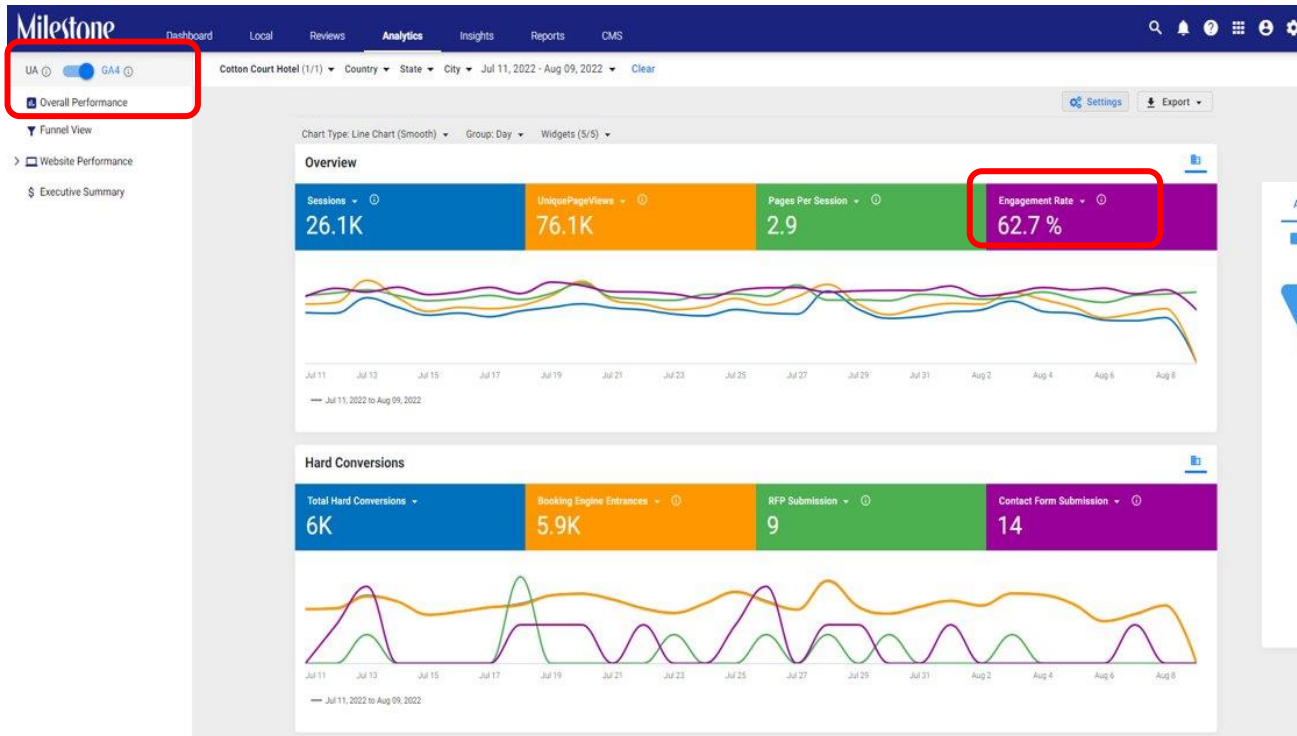
Weed out Likely 7 - day purchasers

Evolution Of Google Analytics



All your historical data of GA will go away!

Milestone Presence Cloud – GA4 integration!



- Single platform which will keep your historical GA data & new GA4 data.
- Ability to analyse new metrics like engagement rate, channel breakdown and funnel analysis.
- Stay tuned for exciting launch by early Q4 2022 in MPC!

GA4 + Milestone Analytics Team

GA4 is a great upgrade!

But you still do need a team of amazing Sherlocks by your side,
if you truly want to win this game!



Pramod



Shailendra



Sumit



Amazing Data Analysts

Analytics Solutions

Help You Become a Data Driven Organization

How do I understand the right problem?



Assessment

Consulting Suite

Google Analytics Audit

Adobe Analytics Audit

How do I set up the right data measurement?



Deployment

Performance Suite

Analytics Implementation
(Google & Adobe Analytics)

Adobe Target

Tag Management

GA 4 Upgrade

How do I monitor omni-channel performance?



Reporting & Insights

Intelligence Suite

Report Automation/
Dashboards

Deep Dive Analysis
& Business Insights

How do I improve user experience?



Improve User Experience

UX Suite

Heatmap Analysis

A/B Testing

CRO

Shopping Cart Analysis

Summary

- ✓ Time to upgrade to GA 4 is NOW!
- ✓ Right GA 4 data & events architecture can make or break your business!
- ✓ Solving the right problem has never been more important in marketing than today!
- ✓ MPC Analytics with awesome Analytics team of Sherlocks is the right answer to that problem!

Thank you!