



# GA4 - Get ready for a cookieless world

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# Let's Begin

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Connect to WIFI:

Training Login:

In your existing platform

**01** Understand the new Google Analytics 4 (GA4) operation and navigation

**02** Learn where to find basic information in GA4's interface

**03** Gain a comprehensive understanding of the Events section, including event count and user analytics

**04** Explore the Reports and Library sections in GA4 and learn how to use them effectively

**05** Master the process of creating conversions, such as "Thank you" and event-based conversions

**06** Learn how to track various events, including button clicks and file downloads

**07** Understand how to create Looker reports for advanced data analysis

**08** Compare and contrast the setup process for tracking using Google Tag Manager vs. Google Analytics

By the end of this course, you will have all the necessary skills to successfully navigate and utilize Google Analytics 4 to better understand your website users and optimize your online presence.

## Course Objectives

# 01

## Understand the new Google Analytics 4 (GA4) operation and navigation

In this section, we will cover the essentials of Google Analytics 4 (GA4) by introducing its basic structure and familiarizing you with the main sections of its interface. By the end of this module, you will gain a strong foundational understanding of GA4's operation and navigation.

## What is Google Analytics 4 (GA4)?

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Google Analytics 4 (GA4) is the latest iteration of Google's widely-used analytics platform. Launched in October 2020, GA4 was designed to provide a more user-centric and event-based tracking system. It incorporates advanced features like improved analysis techniques and data management to help organizations gain better insights into their website's performance and users' behaviors.

## Key Differences Between GA4 and Universal Analytics

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While GA4 still shares some similarities with Universal Analytics (UA), there are several key differences:

- GA4's data model is more user-centric, allowing you to gain a better understanding of your audience's behavior.
- GA4 offers an event-driven tracking system that lets you monitor interactions more accurately and in greater detail.
- The platform provides enhanced privacy and data control features to comply with GDPR and CCPA regulations.
- GA4 has improved integrations with Google Ads, enabling more effective remarketing and advertising strategies.

# GA4 Interface Overview

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The GA4 interface consists of several main sections:

## Home

Showcases top-level insights and data trends personalized for your website.

## Realtime

Allows you to view real-time user activity on your website.

## Lifecycles

Provides an overview of user acquisition, engagement, and retention data.

## User

Presents demographic and behavioral insights into your site's audience.

# GA4 Interface Overview

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The GA4 interface consists of several main sections:

## Events

Allows you to track and analyze various user interactions with your website or app.

## Configure

Lets you manage your account settings and configure your tracking implementations.

## Admin

Grants access to settings for users, properties, and views in your Google Analytics account.

## Navigating the GA4 Home Section

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The Home section of GA4 offers an overview of your website's performance and user-centric information. Key elements include:

### Overview Cards

Summarized metrics and insights that give you a quick snapshot of your site's performance.

### Trending Items

These highlight popular content and areas of user activity, enabling you to focus on what's driving engagement.

# Exploring the Realtime Section

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The Realtime section displays up-to-the-minute data on users currently interacting with your website, including:

## **Number of Active Users**

See how many individuals are visiting your site at any given moment.

## **Top Sources and Location Users**

Identify where your active users are coming from, both traffic sources and geographically.

## Understanding the Lifecycles Section

The Lifecycles section is divided into three primary categories:



### Acquisition

Learn how users arrive at your site, the sources driving traffic, and the effectiveness of your marketing efforts



### Engagement

Analyze user interactions with your website, including pages viewed, downloads, and video plays



### Retention

Measure user loyalty by tracking how often they revisit your site and monitoring user engagement over time.

## Navigating the User Section

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The User section provides insights into your audience's demographics and behaviors:



### Demographics

Presents information on user age, gender, and interests for more targeted marketing.



### Geography

Analyze trends based on user locations, supporting better localization and regional targeting strategies.



### Technology

Gain insights into the devices, browsers, and operating systems used by your audience.

## Summary of Objective 01

In this module, we have covered the basics of GA4 operation and navigation, introduced you to the main sections of the platform, and provided guidance on where to find essential information within GA4's interface. With this foundational knowledge, you can now start exploring the tools available in GA4 to analyze your website's performance and gain insights into user activity.

# 02

## Learn where to find basic information in GA4's interface

In this section, we will delve deeper into the essential information available within GA4. By the end of this module, you will know where to locate important data and how to interpret key metrics in GA4.

## Exploring GA4 Home – Key Metrics

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The Home section of GA4 presents several key metrics:



### Users

The number of unique individuals who visited your site during a specified period.



### Revenue

Total revenue generated by your website, including transactions and other revenue-related events.



### Engagement Rate

The percentage of engaged sessions, where a user spent a significant amount of time or interacted with your site.



### Retention

Shows the percentage of returning users over time, illustrating user loyalty and engagement patterns.

## Realtime – Active User Metrics

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The Realtime section provides up-to-the-minute data on user activity:

### Active Users

Displays the number of users currently browsing your website, allowing you to monitor fluctuations in traffic.

### Geographic Location

Highlights the countries and cities where active users come from, enabling better understand audience distribution.

### Top Pages

Reveals the most visited pages on your site at any given moment, helping you focus on popular content.

## Lifecycles – Acquisition Metrics

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GA4's Lifecycles section showcases essential user acquisition data:

### Traffic Sources

Shows the origin of your website's traffic, highlighting how users find your site (Organic Search, Direct, Referral, etc.).

### User Acquisition Trends

Illustrates trends in user acquisition over time, revealing the effectiveness of your marketing efforts.

### New Users

Reports the number of first-time visitors to your site during the selected time frame.

## Lifecycles – Engagement Metrics

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Engagement metrics in the Lifecycles section include:

### **Sessions**

Offer an overview of user interactions with your site, indicating interest and user activity.

### **Average Session Duration**

Highlights the average time users spent on your site during their sessions, showing engagement level.

### **Top Events**

Show the highest-performing events, such as button clicks or form submissions, giving you an indication of user interactions with key elements.

## Lifecycles – Retention Metrics

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Metrics related to user retention in the Lifecycles section are:

### Returning Users

Displays the number of users who visited your site more than once during the selected period, indicating users' loyalty and satisfaction.

### Cohort Size

Groups of users who share specific traits, such as acquisition date, which helps evaluate different customer segments' retention behaviors.

### Retention Curves

Visualizes user retention over time, identifying trends and patterns in user engagement.

## User – Demographics

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The User section provides essential demographic data on your audience:

### Age Range

Breaks down your audience by age, allowing for targeted marketing efforts and content strategy.

### Gender

Displays the gender distribution of your audience, which helps tailor communication strategies based on user preferences.

### Interests

Reveals Affinity Categories and In-Market Segments of your audience, enabling you to create content and promotions that resonate with them.

## User – Geography & Technology

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Further insights into your audience can be found under Geography and Technology:

### Location

Shows data on your users' countries and cities, enabling better-targeted marketing based on geolocation.

### Devices Used

Breaks down your userbase by device type (desktop, mobile, tablet), helping you optimize your site for the most popular devices.

### Browser and Operating System

Identifies the common browsers and operating systems used by your users, which can inform site compatibility testing and performance improvements.

## Events – Analyzing User Interactions

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The Events section covers in-depth metrics about user interactions on your site:

### **Event Count**

Displays the total number of times a specific event occurred during a specific period.

### **Total Users**

Shows the number of users who triggered a given event.

### **Conversions**

Lists conversion events that reflect desired user actions, such as purchases or form submissions.

## Summary of Objective 02

In this module, we have explored where to find essential information within GA4's interface. You now have a better understanding of key metrics and data points available in GA4, enabling you to make more informed decisions for your marketing and website optimization efforts.

# 03

## Gain a comprehensive understanding of the Events section, including event count and user analytics

In this section, we will focus on understanding and leveraging the Events section in Google Analytics 4 (GA4). By the end of this module, you will have a comprehensive understanding of event tracking, event count, and user-related analytics in GA4.

# Overview of Events in GA4

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Events in GA4 are specific user interactions with your website or app that can be tracked and analyzed. These can include:

- Pageviews
- Button clicks
- Form submissions
- Video plays
- E-commerce transactions

## Accessing the GA4 Events Section

To access the GA4 Events section, follow these steps:

01

**Log in to your GA4 Account**

02

**Navigate to the property containing the desired data.**

03

**Click on "Events" in the left-hand menu under "Reports >> Engagement"**

## Event Reporting in GA4

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The Events section covers in-depth metrics about user interactions on your site:

### **Event Count**

Total number of times each event occurred during the selected period

### **Unique Users**

Number of unique users who triggered each event

### **Conversions**

Overview of events that result in desired user actions or outcomes

## Event Parameters in GA4

Event parameters provide additional context and information associated with specific events. Some common parameters include:



**Page URL**



**Video Title**



**Button Text**



**Product SKU**

These parameters can be used to segment data, create customized reports, or apply advanced filters.

[View Parameters](#)

# Automatic and Custom Events

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GA4 automatically tracks certain events out-of-the-box, such as pageviews, sessions, and certain e-commerce interactions.

However, you can also create custom events to track specific user actions that are important to your business, such as:

- Newsletter Sign-ups
- File Downloads
- Social Media Share Button Clicks

## Creating Custom Events in GA4

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To create custom events in GA4, follow these steps:

01

Click on "Create Events" within the Events section.

02

Choose a suitable event name and add detailed descriptions.

03

Define the event parameters and parameter values.

04

Save the custom event configuration and implement the necessary tracking code or tag on your website or app.

## Analyzing Event Data in GA4

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The GA4 Events section allows you to analyze and gain insights from your event data. Some common analysis techniques include:

- Segmenting event data by user demographics or acquisition channels
- Comparing event performance over time or between different devices
- Filtering events to focus on specific interactions that drive conversions

## Integrating GA4 Events with Goals and Conversions

Events in GA4 can be linked to goals and conversions to evaluate your website or app's performance. For example, you can:

Define specific events as conversions, and analyze them in the Conversions section.

Compare goal completion rates across user segments, channels, or devices.

## Summary of Objective 03

In this module, we have gained a comprehensive understanding of the GA4 Events section, including event count and user analytics. By understanding how to track custom and automatic events, implement event parameters, and analyze event data, you are well-equipped to gain valuable insights into user interactions and optimize your website's performance.

## Exercise

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1. Define Management Goals
2. Define Persona for each goal

# 04

## Explore the Reports and Library sections in GA4 and learn how to use them effectively

In this section, we will focus on exploring the Reports and Library sections in Google Analytics 4 (GA4). By the end of this module, you will be able to utilize these features effectively to gain deeper insights into your website's performance and user behavior

# Overview of GA4 Reports

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GA4 Reports provide essential tools for analyzing and visualizing your website's data effectively. They allow you to:

- Create custom reports tailored to your needs
- Utilize predefined templates for quick insights
- Dive deeper into user demographics, acquisition, engagement, and retention

## Accessing GA4 Reports

To access GA4 Reports, follow these steps:

01

**Log in to your GA4 Account**

02

**Navigate to the property containing the desired data.**

03

**Access the Reports section in different parts of GA4, such as Lifecycles, User, and Events.**

## Customizing GA4 Reports

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GA4's customizable reports enable you to obtain specific insights relevant to your goals:

### **Add**

new cards to existing reports by clicking the "+" icon and selecting a visualization type.

### **Edit**

existing report cards by clicking the pencil icon, adjusting dimensions, metrics, and other settings.

### **Save**

customised reports by clicking the "Save" button at the upper-right corner of the report.

## Customizing GA4 Reports

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GA4's customizable reports enable you to obtain specific insights relevant to your goals:



Add new cards to existing reports by clicking the "+" icon and selecting a visualization type.



Edit existing report cards by clicking the pencil icon, adjusting dimensions, metrics, and other settings.



Save customised reports by clicking the "Save" button at the upper-right corner of the report.

## GA4 Report Templates

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GA4 provides various predefined report templates for quick analysis:

### Snapshot

Offers an at-a-glance view of high-level metrics and performance indicators.

### Acquisition

Showcases the sources and channels that drive traffic to your website.

### Engagement

Analyzes user interactions and metrics related to user behavior on your site.

### User

Delivers detailed insights into user demographics, geography, and technology.

## GA4 Library Section

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The GA4 Library section contains a collection of out-of-the-box reports and templates, designed to make data analysis more convenient. The Library comprises three components:

### Templates

Ready-made reports for specific industries, use cases, or analysis techniques.

### Custom Report

User-created custom reports that can be saved and shared with other account users.

### Academy

Access to learning materials, tutorials, and best practices, enabling users to fully utilize GA4's features.

## Accessing the GA4 Library

To access the GA4 Library, follow these steps:

01

**Log in to your GA4 Account**

02

**Navigate to the property containing the desired data.**

03

**Click on "Library" in the left-hand menu.**

## Using GA4 Library Templates

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To take advantage of predefined templates in the GA4 Library, follow these steps:

01

Browse the available templates within the Library section.

02

Click on the template that best meets your analytical needs.

03

Apply the template to any applicable data set or report in your GA4 account.

04

Fine-tune the report as needed to optimize your analysis.

## Saving and Sharing Custom Reports in GA4

Custom reports in GA4 can be saved and shared with other users:

01

Save your customized report by clicking the "Save" button at the upper-right corner of the report.

02

Share the report with other users by clicking the "Share" button, entering the recipients' email addresses, and adding an optional message.

## Summary of Objective 04

In this module, we have explored the Reports and Library sections in GA4 and learned how to use them effectively. By understanding how to generate custom reports, utilize predefined templates, and access resources in the Library, you are well-equipped to dive deeper into your website's performance data, draw meaningful insights, and make informed decisions.

## Exercise

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Bearing in Mind the previous exercise

1. Define Management Goals
2. Define Persona for each goal

Now do this

3. Identify User Conversion Funnel
4. Identify Events + Conditions
5. Identify Conversion Events

# 05

## Master the process of creating conversions, such as "Thank you" and event-based conversions

In this section, we will focus on mastering the process of creating and tracking conversions in Google Analytics 4 (GA4). By the end of this module, you will be able to track conversions like "Thank you" pages and other event-based conversions effectively to evaluate your website's performance and user interactions.

# Overview of Conversions in GA4

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Conversions are user actions on your website or app that indicate successful completion of goals set by your business, such as:

- Completing a purchase
- Filling out a contact form
- Reaching a "Thank you" page
- Signing up for a newsletter

## Role of Events in Conversions

Events in GA4 play a crucial role in tracking conversions. Conversions are often linked to specific user interactions, such as form submissions or button clicks. By creating custom events or using existing tracked events, you can set up and monitor conversions effectively.

## Accessing the GA4 Conversions Section

To access the GA4 Conversions section, follow these steps:

01

**Log in to your GA4 Account**

02

**Navigate to the property containing the desired data.**

03

**Click on "Conversions" in the left-hand menu.**

## Creating a Conversion in GA4

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To create a conversion in GA4,  
follow these steps:

01

Navigate to the Conversions  
section.

02

Click on "New conversion event."

03

Enter the name of the custom or  
automatic event you want to track  
as a conversion.

04

Click "Save" to add the event as a  
conversion.

# Tracking "Thank You" Page Conversions

To track "Thank you" page conversions in GA4, follow these steps:

01

Create a custom event that triggers when a user reaches the "Thank you" page. (e.g., event\_name = "thank\_you\_page\_view")

02

Add this custom event to the GA4 Conversions section by following the steps in Slide 5.

## Tracking Event-based Conversions

To track event-based conversions, follow these steps:

01

Identify the user interactions you wish to track as conversions (e.g., button\_clicks, form\_submissions).

02

Create custom events relevant to these interactions or utilize automatically tracked events.

03

Add the created or existing events (e.g., button\_click) to the GA4 Conversions section.

## Analyzing Conversion Data in GA4

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Once you set up conversions in GA4, you can access and analyze conversion data to gain insights into your website's performance:

- Monitor total conversion count and conversion rate over time
- Segment conversion data by user demographics, geographic location, or acquisition channels
- Compare the performance of various conversions to identify areas of improvement

## Conversion Optimization in GA4

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Utilize the insights gained from GA4 conversion analysis to optimize your website and marketing strategies:

- Improve website design, layout, or call-to-action elements to boost conversion rates
- Refine marketing efforts to target audience segments with higher conversion potential
- Monitor the impact of optimization on conversion performance regularly

## Summary of Objective 05

In this module, we have learned how to master the process of creating and tracking conversions in GA4, including "Thank you" pages and event-based conversions. With the ability to create, monitor, and optimize conversions, you can effectively evaluate your website's performance and drive continuous improvement.

## Exercise

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1. Identify Conversion Pages on your existing Website
2. Identify Conversion Events on your existing Website ( non-page )

# 06

## Learn how to track various events, including button clicks and file downloads

In this section, we will focus on learning how to track various events in Google Analytics 4 (GA4), such as button clicks and file downloads. By the end of this module, you will be able to effectively monitor and analyze different user interactions on your website.

# Overview of Event Tracking in GA4

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Events in GA4 are critical for understanding and analyzing user interactions on your website or app. Some common events include:

- Pageviews
- Button clicks
- Form submissions
- File downloads
- Video plays

## Automatic vs. Custom Events

GA4 automatically tracks certain events, such as pageviews and session starts. However, it is often necessary to create custom events to track specific user actions relevant to your business, such as button clicks or file downloads.....

## Implementing Custom Events in GA4

To create and track custom events in GA4, follow these steps:

# 01

Identify the user interactions you want to track as custom events.

# 02

Decide on a naming convention for your custom events (e.g., `button_click`, `file_download`).

# 03

Implement the necessary tracking code or tags on your website or app to trigger the custom event when the interaction occurs.

## Tracking Button Click Events

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To track button click events in GA4, follow these steps:

01

Assign a unique ID or class to the button(s) on your website.

02

Create a custom event in your tracking code or tag manager that triggers when the button is clicked (e.g., `event_name = "button_click"`).

03

Add any relevant event parameters (e.g., `button_text`, `button_url`) to provide additional context for your analysis.

## Tracking File Download Events

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To track file download events in GA4, follow these steps:

01

Identify the files you want to track downloads for and ensure they have unique URLs or download links.

02

Create a custom event in your tracking code or tag manager that triggers when a file download occurs (e.g., `event_name = "file_download"`).

03

Add any relevant event parameters (e.g., `file_title`, `file_url`) to provide additional context for your analysis.

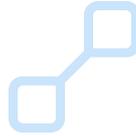
## Monitoring and Analyzing Event Data

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Once you have set up event tracking in GA4, you can access the collected data in the Events section to:



View the total event count and unique users interacting with each event



Segment event data by user demographics, geographic location, or acquisition channels



Filter events to focus on specific interactions or time periods

## Utilizing Event Data in GA4 Reports

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The event data collected in GA4 can be further utilized in custom reports to gain deeper insights into user behavior and website performance:



Incorporate event data into existing or customized GA4 Reports



Compare the performance of different events or user segments



Identify trends and patterns in user interactions by analyzing event data over time

## Event Data for Conversion Optimization

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Event data collected in GA4 can also be instrumental in optimizing conversions:

- Identify the most successful events that lead to conversions
- Adjust your website layout, design, or user flow to further optimize these events
- Monitor conversion performance to evaluate the impact of optimization efforts

## Summary of Objective 06

In this module, we have learned how to track various events in GA4, including button clicks and file downloads. By implementing custom event tracking and utilizing the collected data effectively, you can gain valuable insights into user behavior and make data-driven decisions to optimize your website's performance and user experience.

## Exercise

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1. Work on a wireframe for a gated form
2. Identify CTAs appropriate for event tracking
3. Identify Conversion Events

# 07

## Understand how to create Looker reports for advanced data analysis

In this section, we will focus on understanding Looker reports and how they can be used for advanced data analysis in conjunction with GA4. By the end of this module, you will be able to create Looker reports to gain deeper insights into your website's performance and user behavior.

## Overview of Looker

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Looker is a powerful data analytics platform that can be integrated with Google Analytics 4 (GA4) to achieve more in-depth analysis of your website data.

Looker offers:

- Customizable data visualizations
- Seamless integration with GA4 and other data sources
- Advanced data filtering and segmentation capabilities

## Integrating GA4 with Looker

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To integrate GA4 with Looker, follow these steps:

01

Ensure you have access to both GA4 and Looker accounts.

02

Connect your GA4 property as a data source within your Looker instance.

03

Set up the necessary API credentials to establish a secure connection between GA4 and Looker.

## Creating a Looker Report

To create a Looker report based on your GA4 data, follow these steps:

01

In your Looker instance, click on "Reports" in the top navigation.

02

Choose "Create" and select a template or create a new one.

03

Add data elements, visualizations, and filters to customize your Looker report.

[View Navigation Template](#)

## Looker Visualization Types

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Looker offers a variety of visualization types to represent your GA4 data effectively:



### Bar Chart

Displays data in horizontal or vertical bars, suitable for comparing different categories. Displays data in horizontal or vertical bars, suitable for comparing different categories.



### Line Chart

Presents data points connected by lines, ideal for visualizing trends over time.



### Pie Chart

Represents data as slices of a pie, perfect for illustrating proportions of a whole.



### Table

Displays data in rows and columns for a straightforward presentation.

## Filtering Data in Looker

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Looker provides advanced data filtering capabilities to refine your GA4 data analysis:



Apply filters to specific dimensions or metrics



Use multiple filters and logical operators (AND, OR) for complex filtering scenarios



Customize filter options such as time ranges or value ranges

## Adding GA4 Events to Looker Reports

To include GA4 event data in your Looker reports, follow these steps:

01

Ensure your GA4 events are available within your Looker data source. Ensure your GA4 events are available within your Looker data source.

02

Use Looker's built-in "event" dimension or create custom dimensions for specific events.

03

Incorporate event data into your Looker visualizations and filters as needed.

## Analyzing Looker Reports

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With Looker reports, you can achieve more nuanced analysis of your GA4 data:

- Identify patterns and trends in user behavior, website performance, and conversions
- Compare data across segments, such as user demographics, acquisition channels, or devices
- Apply advanced filters to focus on specific time periods, events, or user segments

## Creating a Conversion in GA4

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To create a conversion in GA4,  
follow these steps:

01

Save your finalized Looker report.

02

Click the "Share" button and enter  
the recipient's email address.

03

Add an optional message to  
accompany the report.

04

Choose the desired sharing  
permissions (view, edit).

## Summary of Objective 07

In this module, we have learned how to create Looker reports for advanced data analysis with GA4. By integrating Looker with GA4, customizing visualizations, and filtering data, you can gain deeper insights into your website's performance and optimize your marketing strategies based on data-driven decisions.

## Exercise

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1. Choose an appropriate LookerStudio template for your organization
2. Add a new page with a table showing appropriate KPIs

# 08

## Compare and contrast the setup process for tracking using Google Tag Manager vs. Google Analytics

In this section, we will focus on comparing and contrasting the setup process for tracking user interactions using Google Tag Manager (GTM) and Google Analytics (GA). By the end of this module, you will be able to differentiate the two approaches and choose the best method for your website's tracking needs.

# Overview of Google Tag Manager (GTM)

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Google Tag Manager is a tag management system that allows you to manage and deploy marketing and analytics tags on your website or app without modifying the code. Key features of GTM include:

- Centralized tag management
- Easy tag deployment and updates
- Increased website performance and loading speed

## Overview of Google Analytics (GA)

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Google Analytics is a web analytics platform that offers insights into user interactions and behavior on your website or app. GA enables you to:

- Track unique users and pageviews
- Understand user demographics and acquisition channels
- Monitor user behavior, engagement, and retention

## Tracking Setup with Google Tag Manager

When using Google Tag Manager for tracking setup, follow these steps:

01

**Create a GTM account and container for your website or app.**

02

**Add the GTM container code snippet to your site's source code.**

03

**Set up tags, triggers, and variables within GTM for specific user interactions, events, or data collection.**

## Tracking Setup with Google Analytics

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When using Google Analytics for tracking setup, follow these steps:

01

Create a GA account and property for your website or app.

02

Implement the GA tracking code or gtag.js script in your site's source code.

03

Use GA's built-in tracking features or custom events to collect data on user interactions and behavior.

## Comparing GTM and GA Tracking Setup

Google Tag Manager and Google Analytics offer different approaches to tracking setup:

GTM provides a centralized system to manage and deploy multiple tags, while GA is focused on data collection and analysis.

GTM facilitates ease of use without code modifications, whereas GA requires manual implementation for more complex tracking features.

## Ease of Implementation

Google Tag Manager offers a more user-friendly approach to tracking implementation, particularly for those with limited coding knowledge:

**GTM's** visual interface allows for easier management of tags, triggers, and variables.

**GA** tracking requires a more in-depth understanding of code implementation and may necessitate additional development resources.

## Speed and Performance

Google Tag Manager can offer advantages in terms of website speed and performance:

**GTM** allows asynchronous tag loading, reducing the time it takes for tags to load and execute.

**GA** allows asynchronous tag loading, reducing the time it takes for tags to load and execute.

# Implementing GA4 using Google Tag Manager (GTM)

To implement Google Analytics 4 (GA4) using Google Tag Manager, follow these steps:

- 01** Log in to your GA4 account, create a new property, and note the GA4 Measurement ID.
- 02** Log in to your GTM account and select the container connected to your website or app.
- 03** Click "Tags" on the left sidebar, then click "New" to create a new tag.
- 04** Choose "Google Analytics: GA4 Configuration" as the tag type.
- 05** Enter your GA4 Measurement ID in the "Measurement ID" field.
- 06** For the trigger, select "All Pages" (or create a new trigger based on your tracking requirement).
- 07** Click "Save" to add the GA4 tag to your GTM container.
- 08** Finally, click "Submit" and "Publish" to deploy the GA4 tag on your website or app.

**Now, GA4 will start collecting data on user interactions and behavior through the GTM container.**

## Custom Event Tracking with GTM and GA4

In this section, we will learn how to set up custom events in Google Tag Manager (GTM) to track button clicks on your website and send this custom event data to Google Analytics 4 (GA4) for analysis.

## Assigning a Unique ID or Class to the Button

Before setting up custom event tracking in GTM, ensure that the button you want to track on your website has a unique ID or class, so GTM can easily identify it. This can be done by editing the button's HTML code or via a web development tool.

## Creating a Custom GA4 Event Tag in GTM

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To create a custom GA4 event tag in GTM, follow these steps:

**01**

Log in to your GTM account and choose the relevant container.

**02**

Click "Tags" on the left sidebar, then click "New" to create a new tag.

**03**

Choose "Google Analytics: GA4 Event" as the tag type.

**04**

Enter your GA4 Measurement ID in the "Measurement ID" field.

**05**

Provide an event name (example: "button\_click").

**06**

We'll configure the trigger in the next slide.

## Configuring Button Click Trigger in GTM

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To configure a button click trigger in GTM, follow these steps:

01

Click on the "Triggering" section in your GA4 Event tag.

02

Click on the "+" button in the top-right corner to create a new trigger.

03

Choose "Click - All Elements" as the trigger type and configure the trigger.

04

Set the trigger to fire on "Some Clicks" and specify the conditions using the button's unique ID or class (e.g., Click ID equals "your\_button\_id").

05

Save the trigger, and it will be added to your GA4 Event tag.

## Deploying Custom Event Tracking

Once the tag and trigger are set up in GTM, click "Save" to finalize the custom GA4 event tag. Click "Submit" and "Publish" to deploy the updated GTM container to your website. Now, button click events will be tracked by GTM and sent to GA4 for analysis and reporting.

## Configuring a Thank You Page Trigger in GTM

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To configure a trigger for the "Thank You" page in GTM, follow these steps:

01

Click on the "Triggering" section in your GA4 Event tag.

02

Click on the "+" button in the top-right corner to create a new trigger.

03

Choose "Page View" as the trigger type and configure the trigger.

04

Set the trigger to fire on "Some Page Views" and specify the conditions using the "Thank You" page's unique URL or pathname (e.g., Page Path contains "/thank-you").

05

Save the trigger, and it will be added to your GA4 Event tag.

## Summary of Objective 08

In this module, we have compared and contrasted the setup process for tracking user interactions via Google Tag Manager and Google Analytics.

While GTM offers ease of use and improved website performance, GA provides more flexibility and customization options for tracking user behavior. It's essential to weigh the advantages and disadvantages of each approach to select the best tracking method for your website or app.

## Exercise

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1. For your own company, design your data, conversion, and tracking strategy for your website
2. Visualise in lookerstudio

You may reuse exercises done during the day

# Feedback



**Thank you !**

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