Google Analytics 4 Fundraising

Eric Squair Data Habits
February 2023

Data Habits

Data Habits

Eric Squair

Web analytics for
progressive nonprofits

GREENPEACE

RAINFOREST ACTION NETWORK

Data Habits

Today's Session

- What is Google Analytics (4)?
- Why GA 4? Why now?
- What to do next
- What's new in GA 4
- What's missing in GA 4
- Some advice
- Questions (and answers)

Data Habits

Are you using Google Analytics?

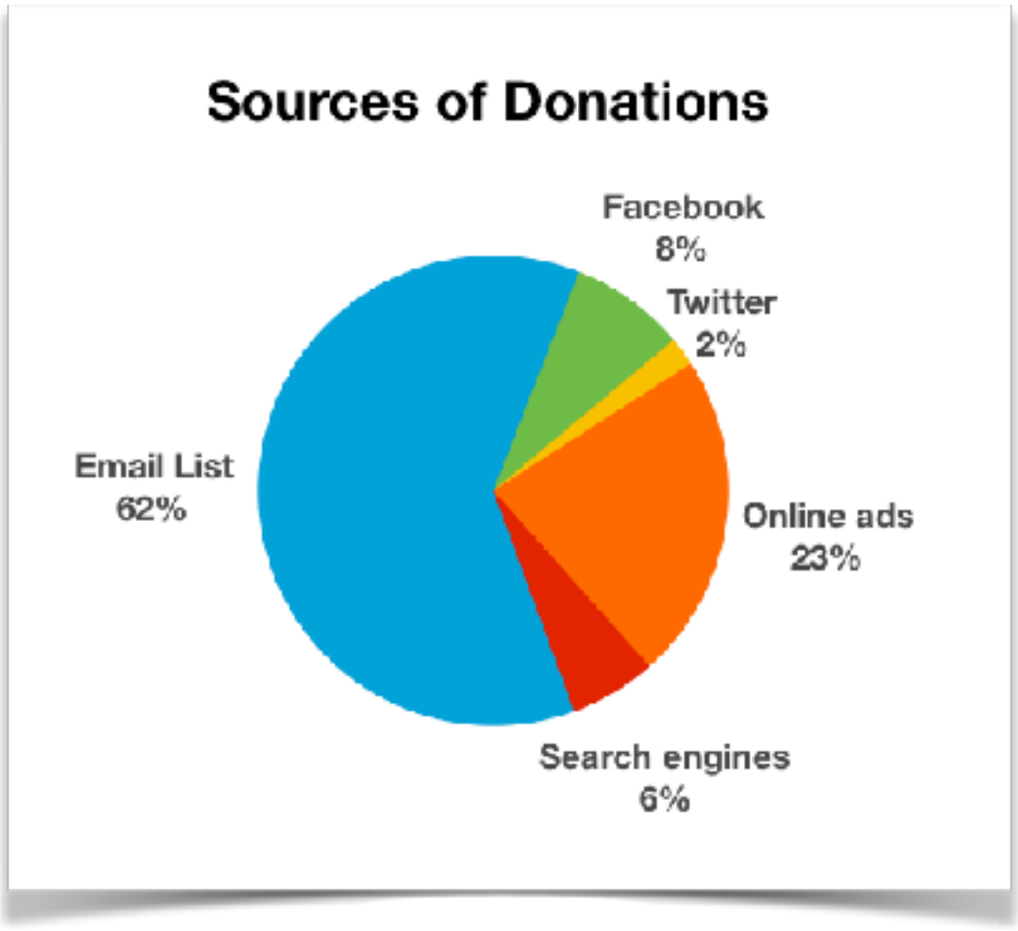
1. Not yet
2. Yes but we rarely look at the data
3. We use it regularly
4. We use it often to track signups and donations
5. I don’t know

Data Habits

Google Analytics is a web-based tool that records (*anonymously*) all visits to your website. Code you place on every page of your site, then adjust to track specific behaviors.

Conversion tracking

Tracking the source of conversions - signups, donations - is the superpower of Google Analytics.



Data Habits

Google Analytics 4

Google Analytics 4 is replacing Universal Analytics (the current version of GA) on July 1st

Data Habits

Why now? Cookies are going away

Cookies: files set on your browser. Have been a key website tracking technology.

Browser support for cookies is declining.

Why now? Privacy changes

Data Habits

Why now? apps + web

Mobile apps are now a huge part of the internet, Google Analytics was designed around website tracking.

Next steps

1. Start a GA 4 account
2. Put the code on every page of your site
3. Run GA 4 alongside Universal Analytics
4. Use Google Tag Manager to track signups and donations as conversions

Data Habits

Start a GA 4 Property

Add a Google Analytics 4 property (to a site that already has Analytics)

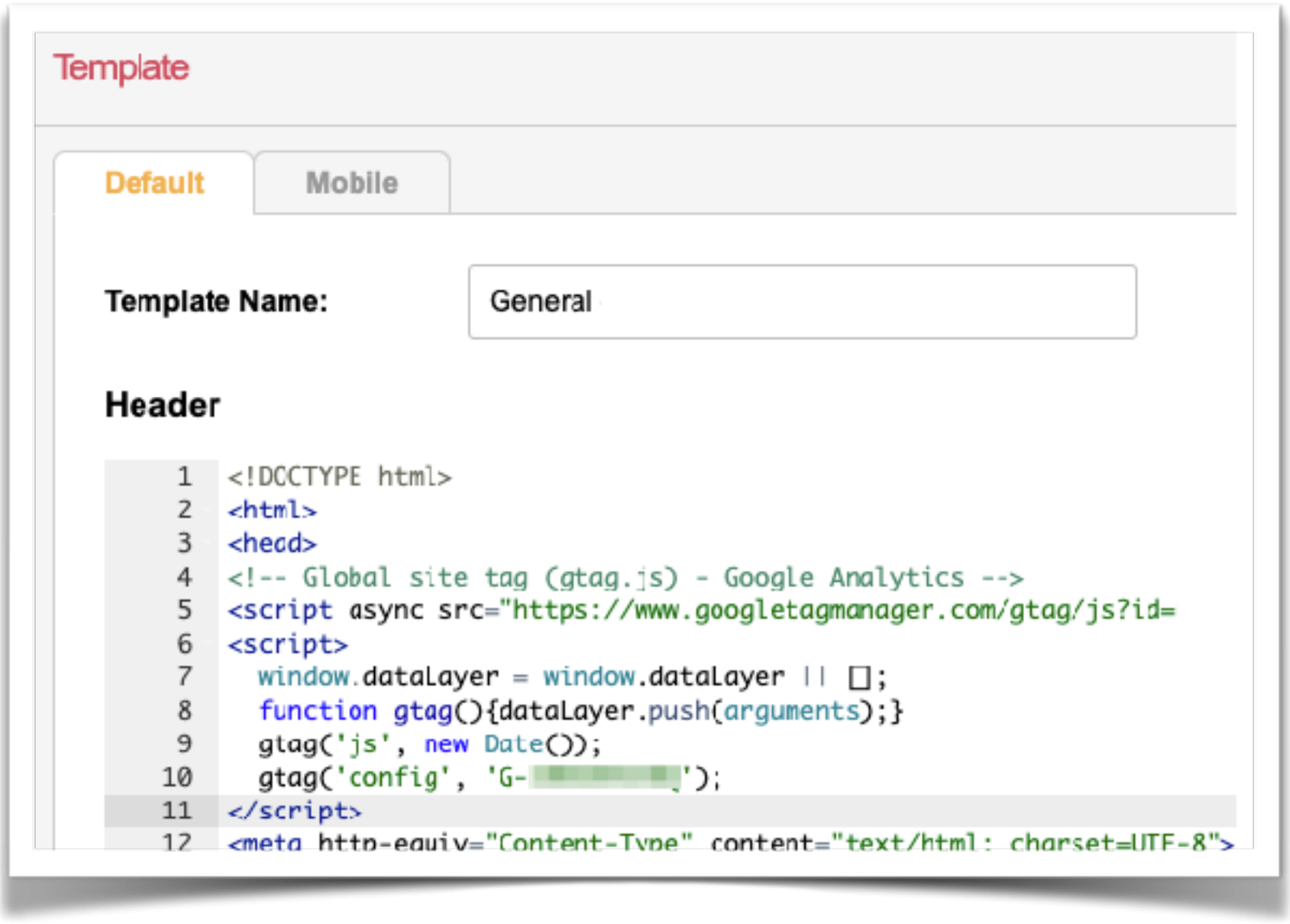
Set up a Google Analytics 4 (GA4) property alongside your existing Universal Analytics property

*This article is for website owners who are using **Universal Analytics** and want to try out a GA4 property.*

bit.ly/GA4Qsetup

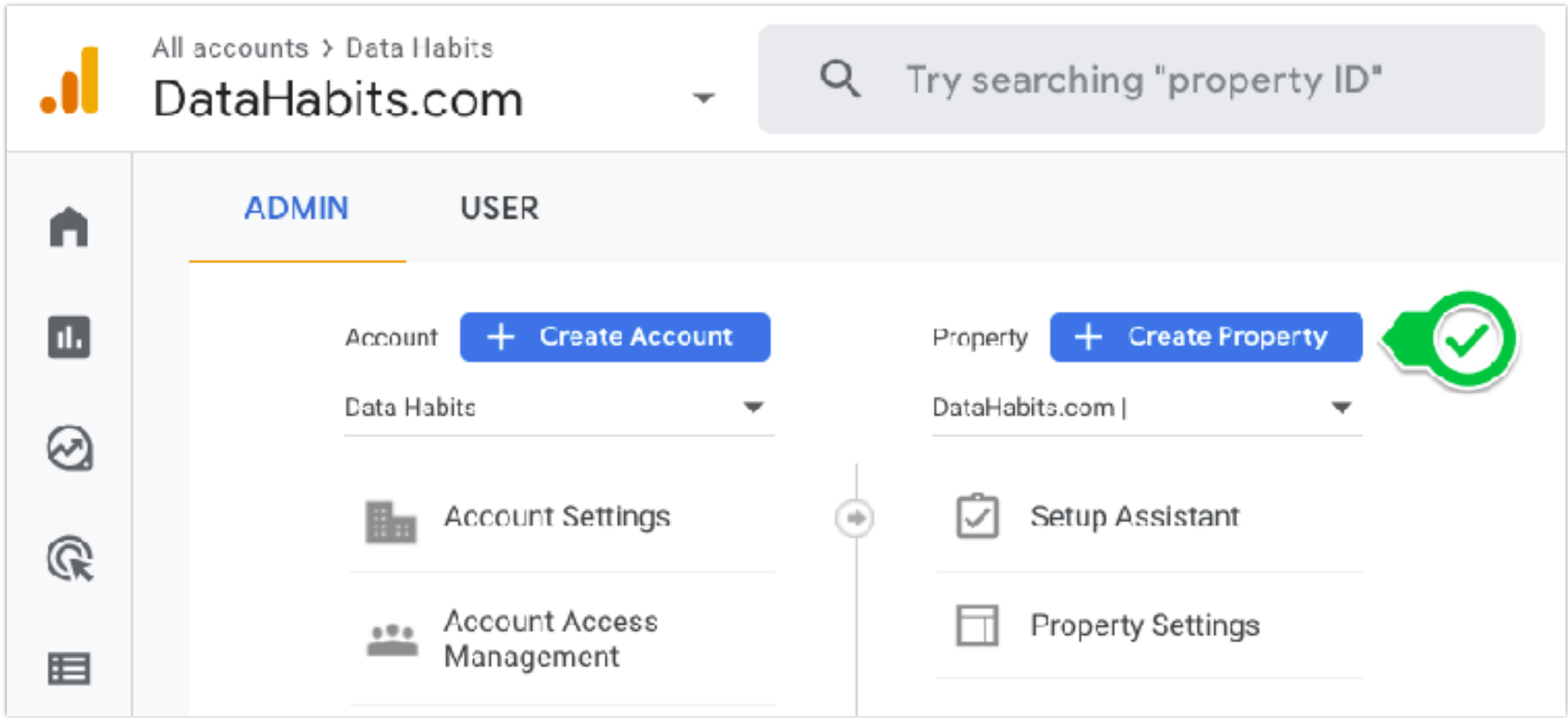
Data Habits

Place code on every page



Put the ‘gtag.js’ code on every page of your site (Use Google Tag Manager)

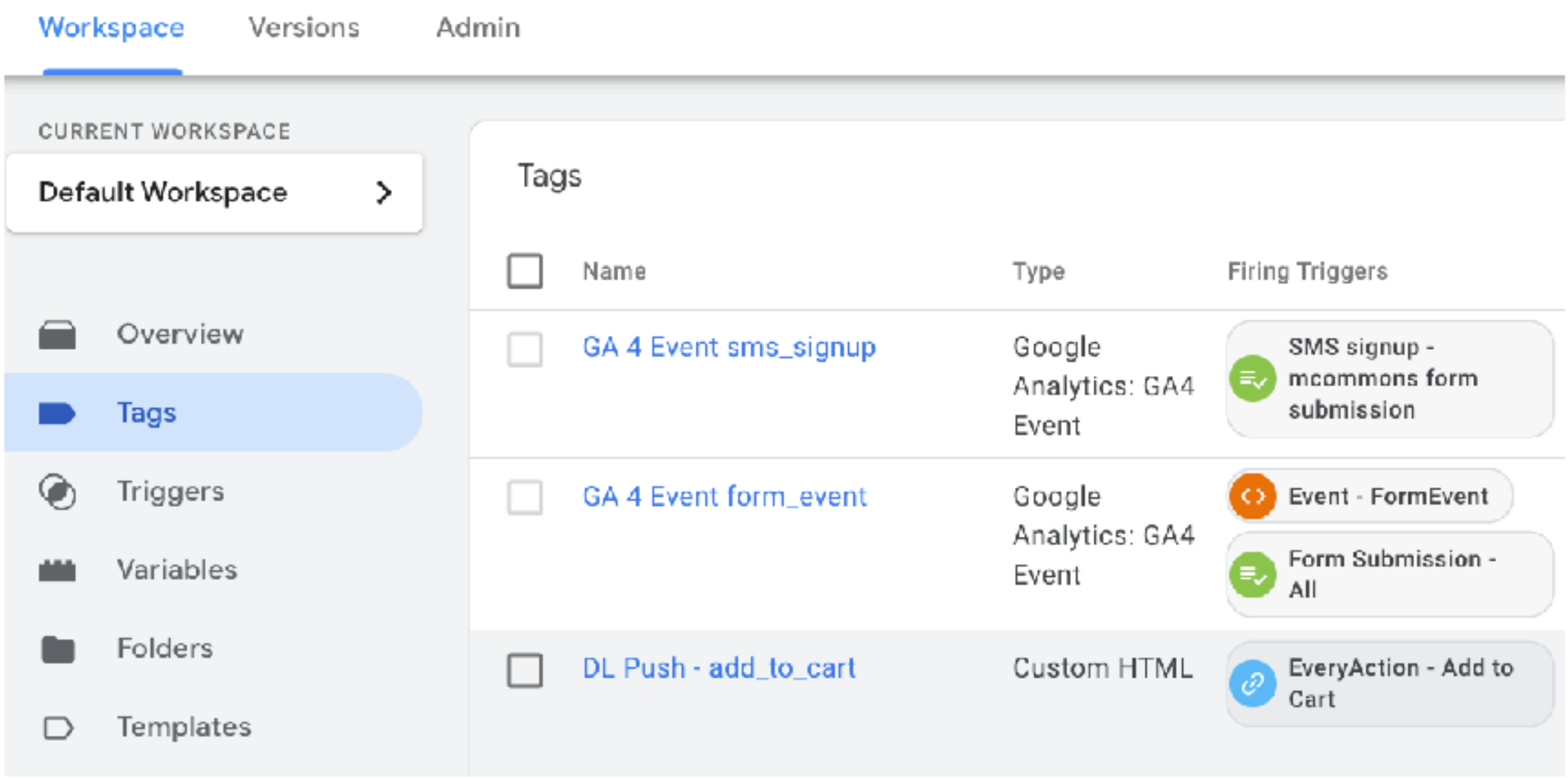
GA 4 alongside Universal Analytics



Universal Analytics and GA 4 should both be used at the same time.

Data Habits

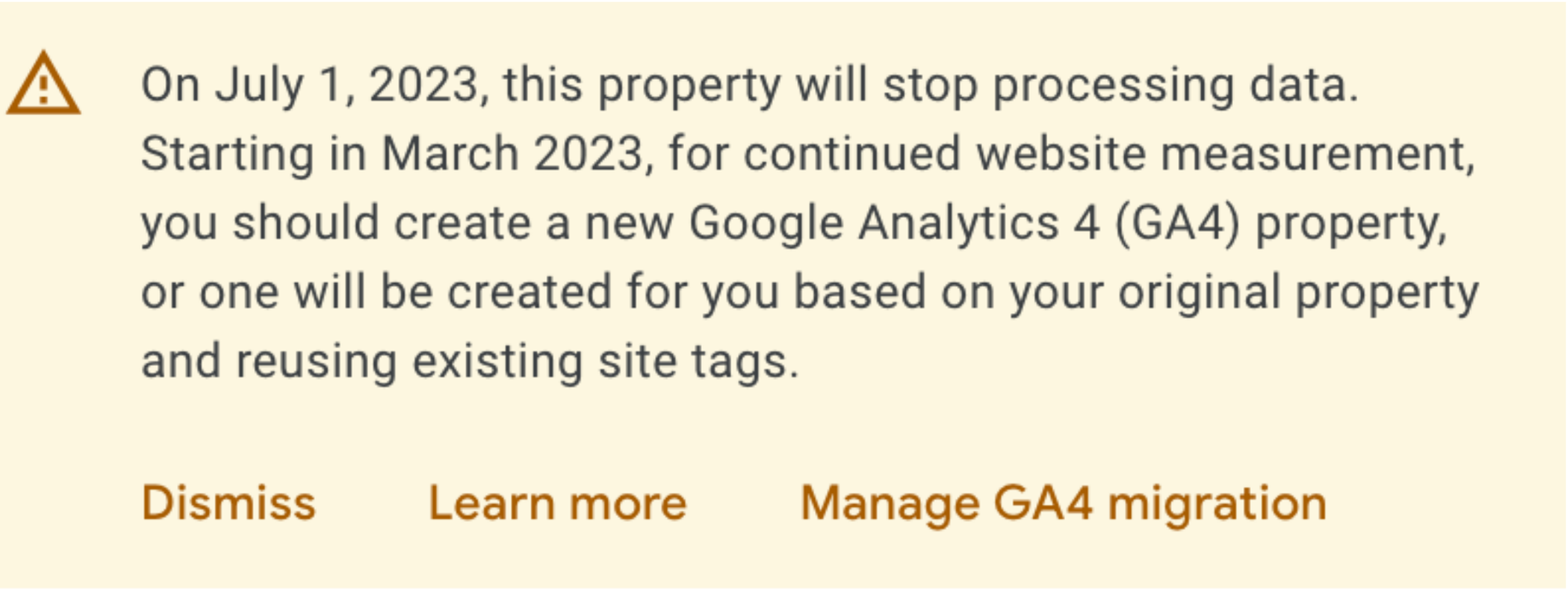
Use Google Tag Manager



Place the code on every page, then quickly add, edit and remove tracking tags, for Google and other platforms.

Data Habits

Opt Out of ‘Automatic Migration’



If you have time before July 1st to set up a GA4 account, opt out of ‘automatic migration’

Data Habits

Best supported Platforms*

EveryAction

Classy

Engaging Networks

Springboard

Blackbaud Luminate

Data Habits

Next steps

1. Start a GA 4 account
2. Put the code on every page of your site
3. Run GA 4 alongside Universal Analytics
4. Use Google Tag Manager to track signups and donations as conversions

Want these steps done for you?
Email me at eric@datahabits.com

Data Habits

Learn more

Sign up to learn more

bit.ly/GA4Progressives

Online lessons introducing GA4, outlining next steps and showing how to get insights from this powerful tool.

Launching March 2023.

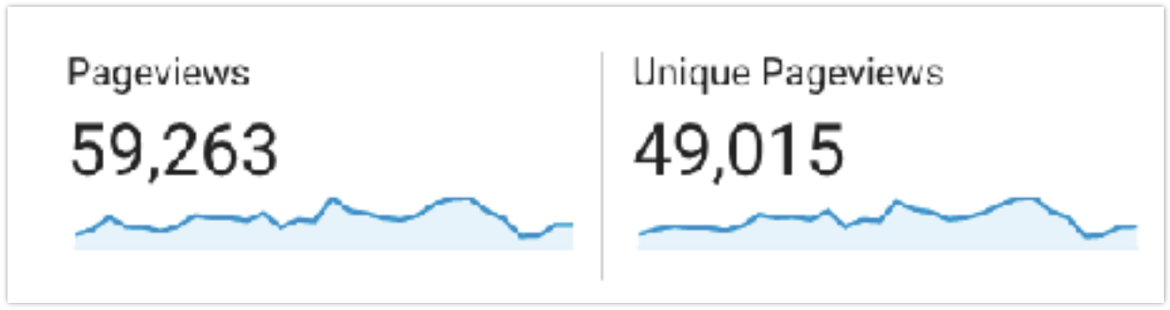
Data Habits

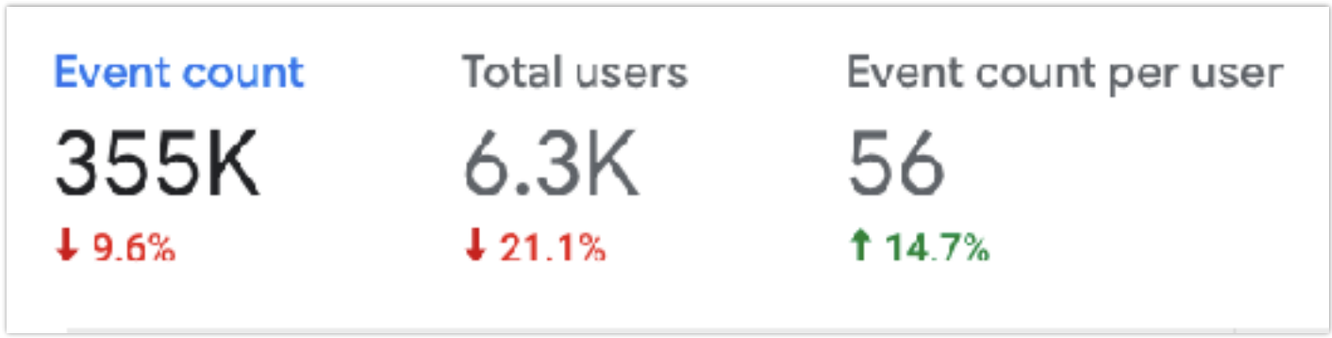
Very Quick Questions?

Data Habits

Google Analytics 4 is a web-based tool that records (anonymously) all visits to your website or mobile app. Code you place on every website page or into your mobile app, and adjust to track specific behaviors. **Machine learning** and **artificial intelligence** are built in to the platform.

Based on events, not pageviews

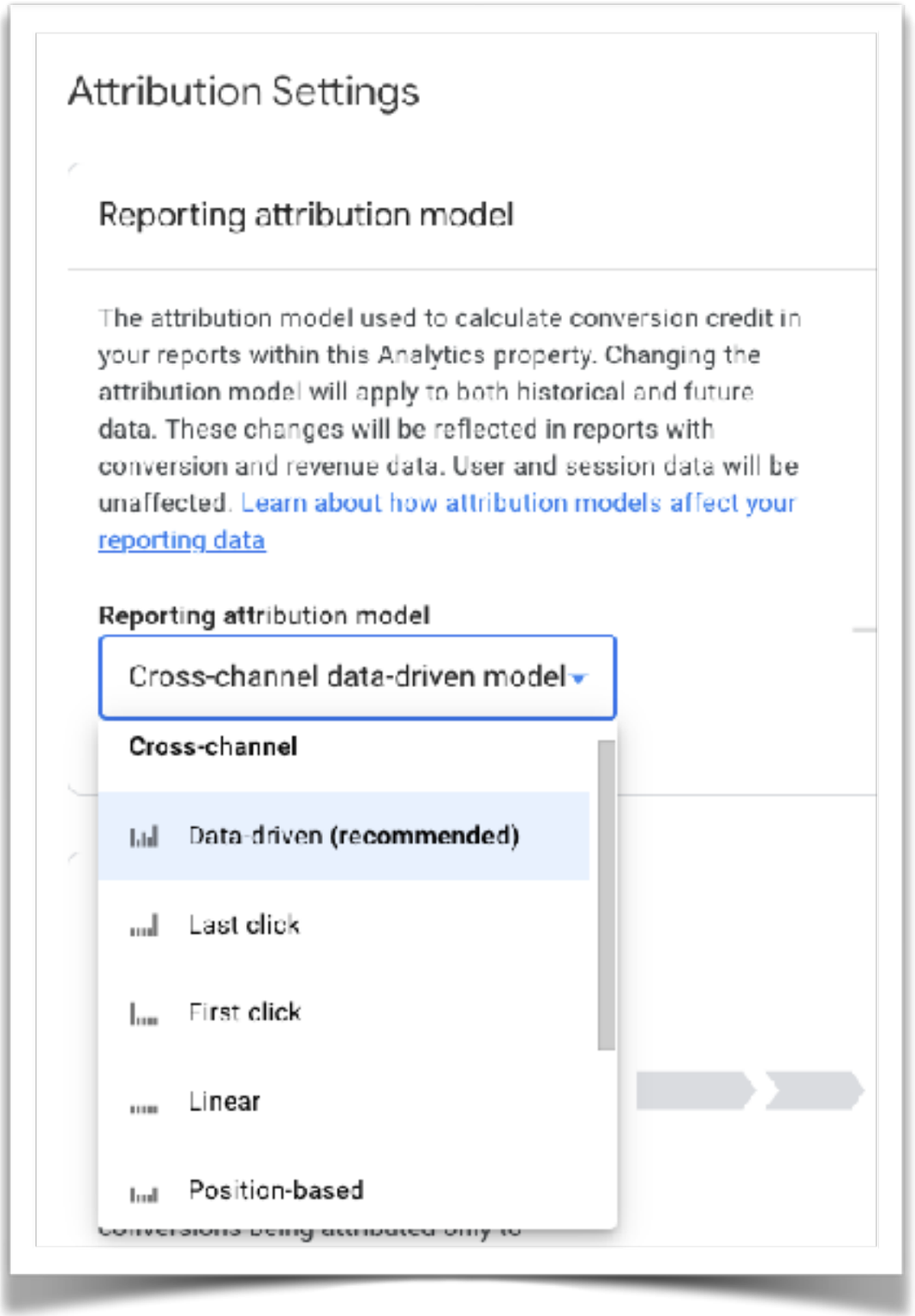




Universal Analytics tracked ‘pageviews’ and then added ‘events’. GA 4 tracks ‘events’ (and pageviews is an event)

Data Habits

More powerful and flexible



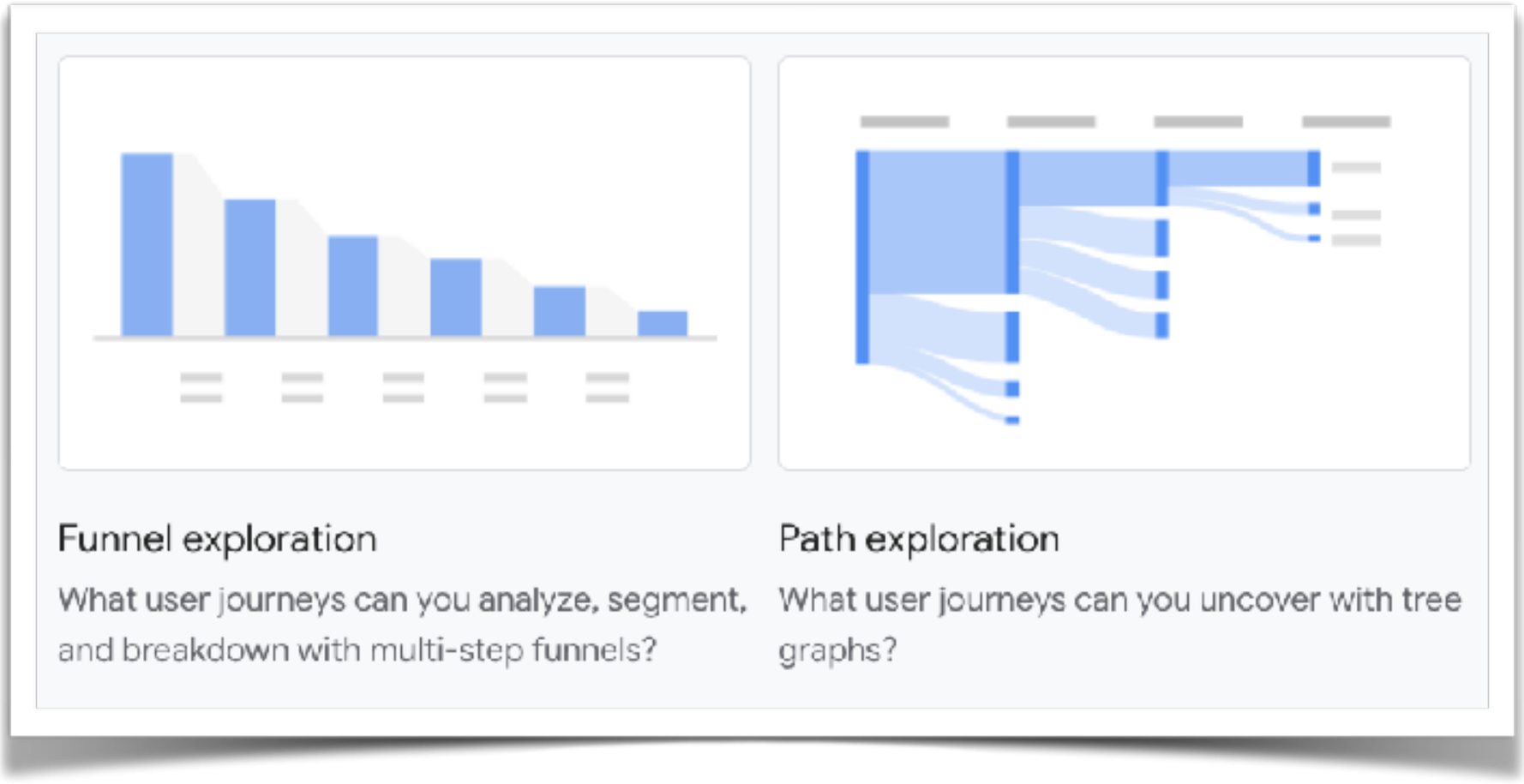
Different attribution models, retroactive.

Machine learning and artificial intelligence are built in.

BigQuery integration.

Data Habits

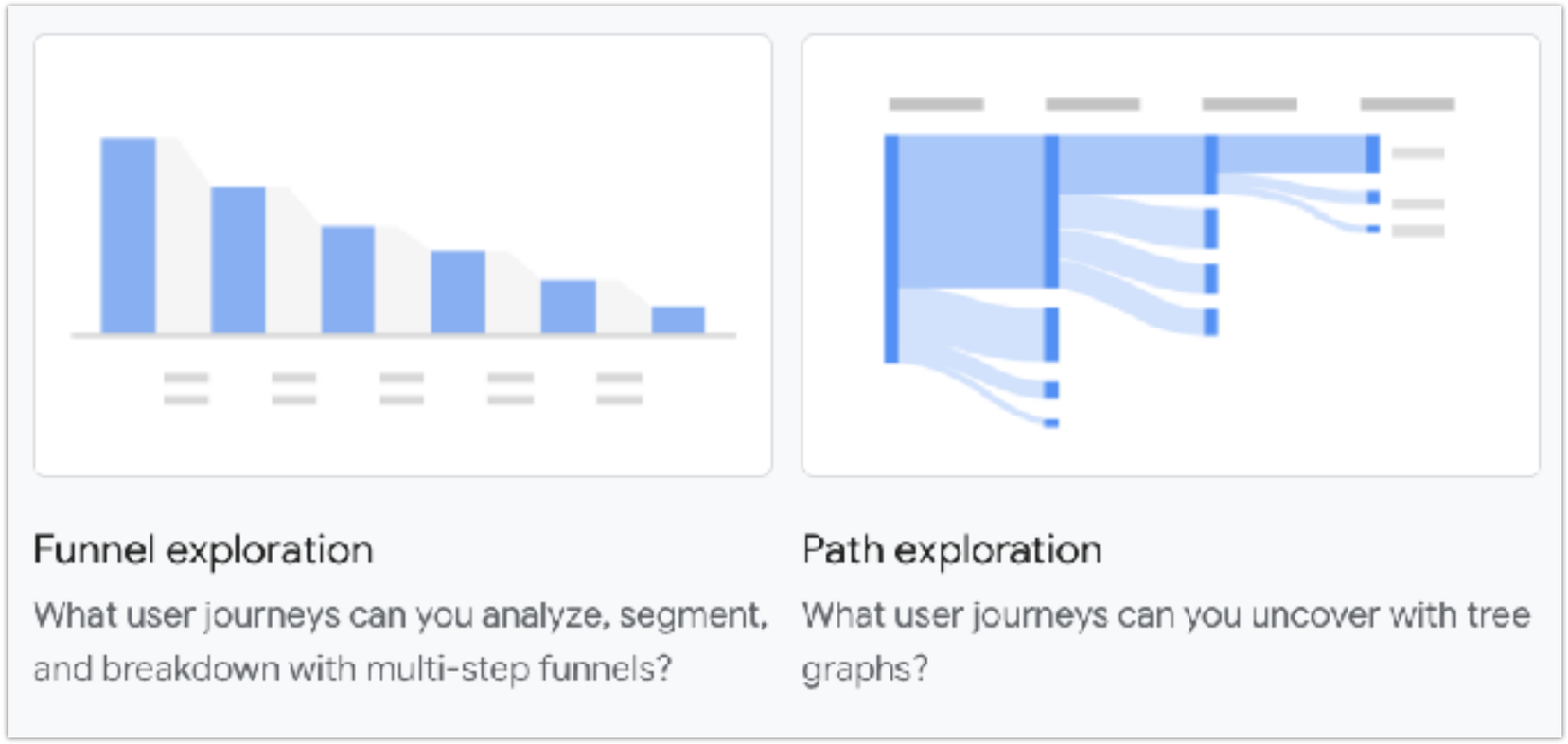
Advanced reporting



More flexible reporting, has a steep learning curve, best used with Looker Studio other BI tools

Data Habits

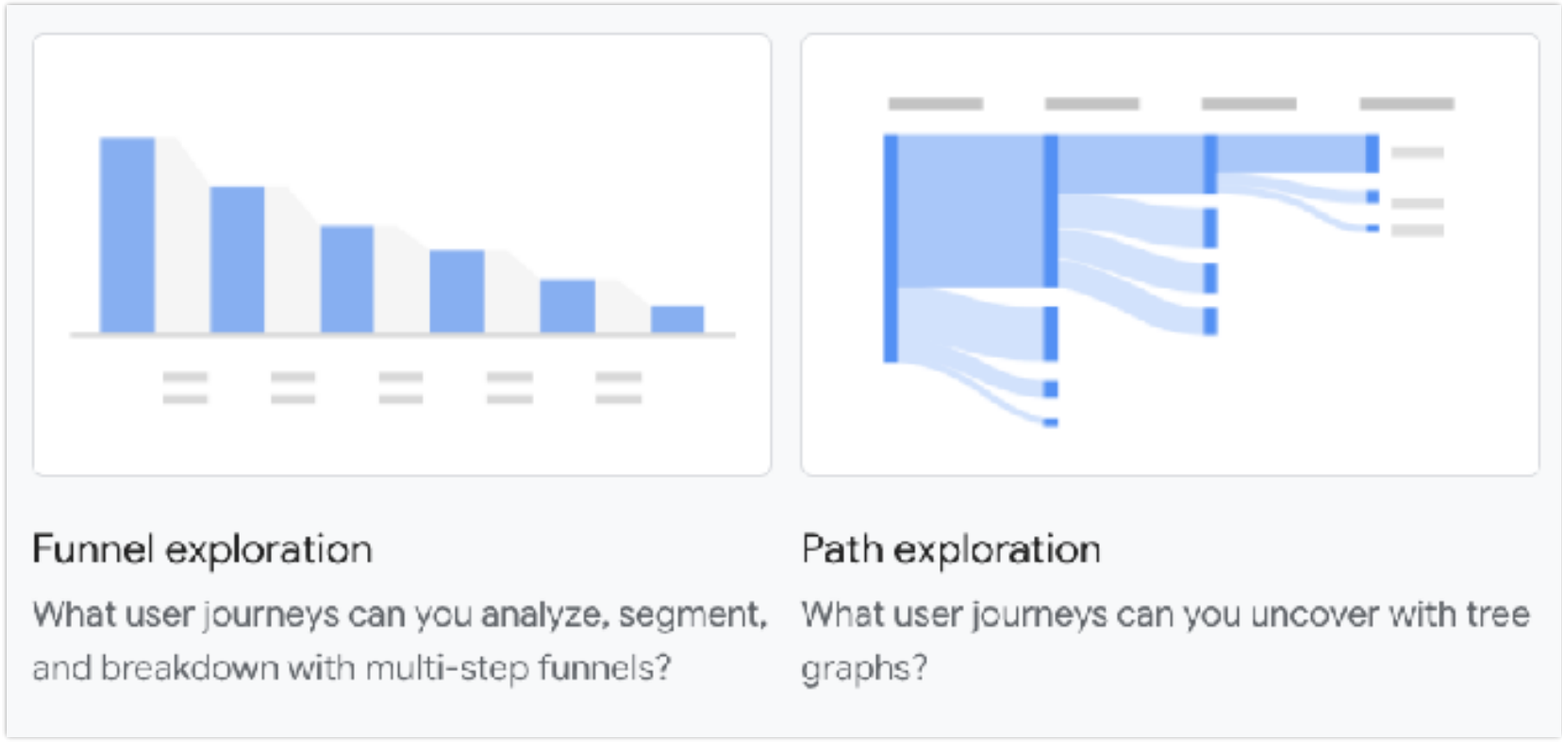
Advanced reporting: Ecommerce



Reports on donation page views, interactions and donations.
Shows performance of individual donation pages.

Data Habits

Advanced reporting: LTV



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?

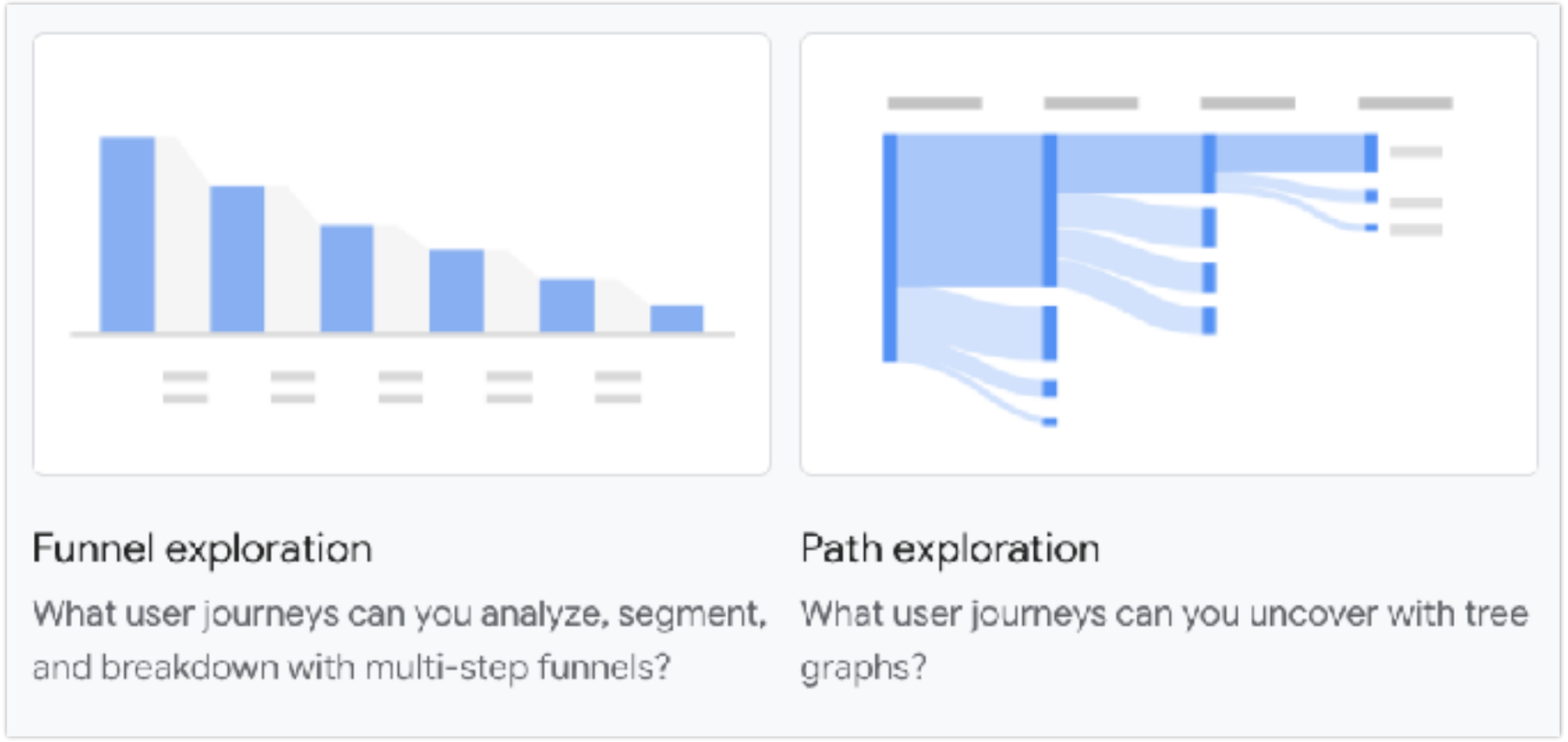
Path exploration

What user journeys can you uncover with tree graphs?

Tracks the lifetime value of marketing channels, different audiences.

Data Habits

Advanced reporting: Conversion Funnels



Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?

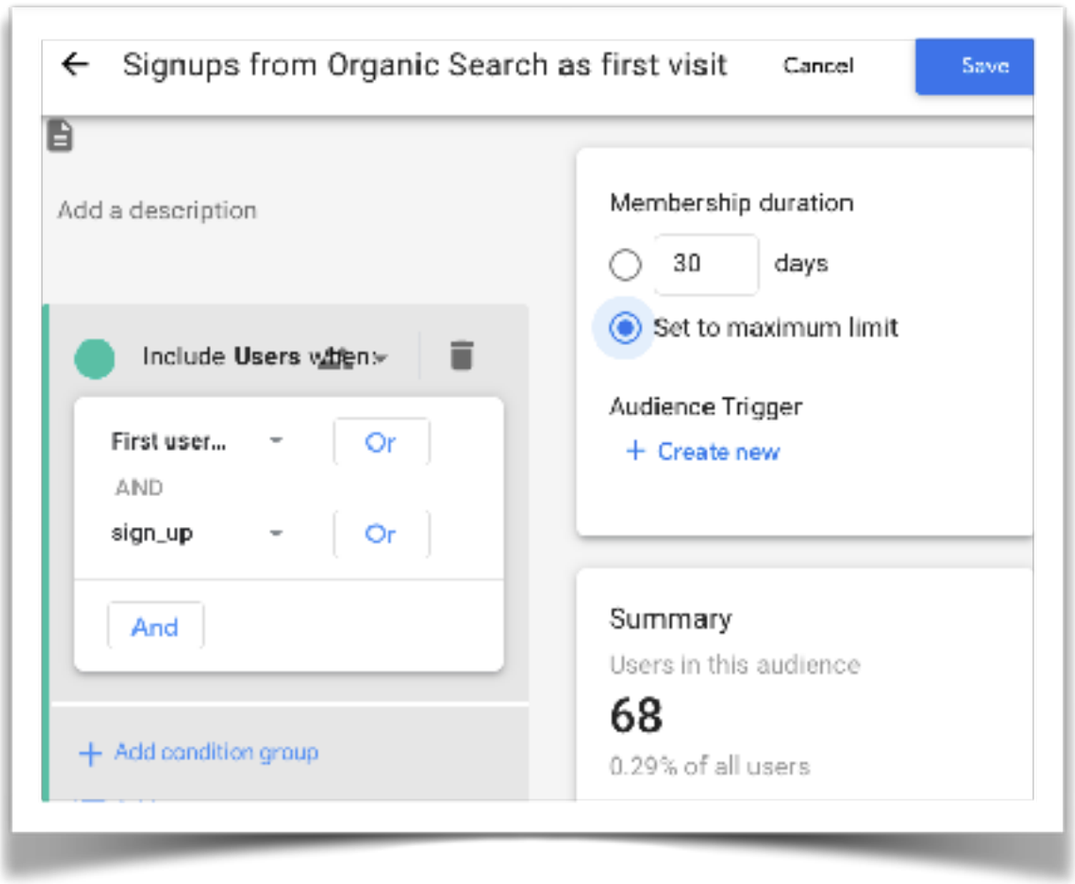
Path exploration

What user journeys can you uncover with tree graphs?

More flexible funnel tracking

Data Habits

Audience segments

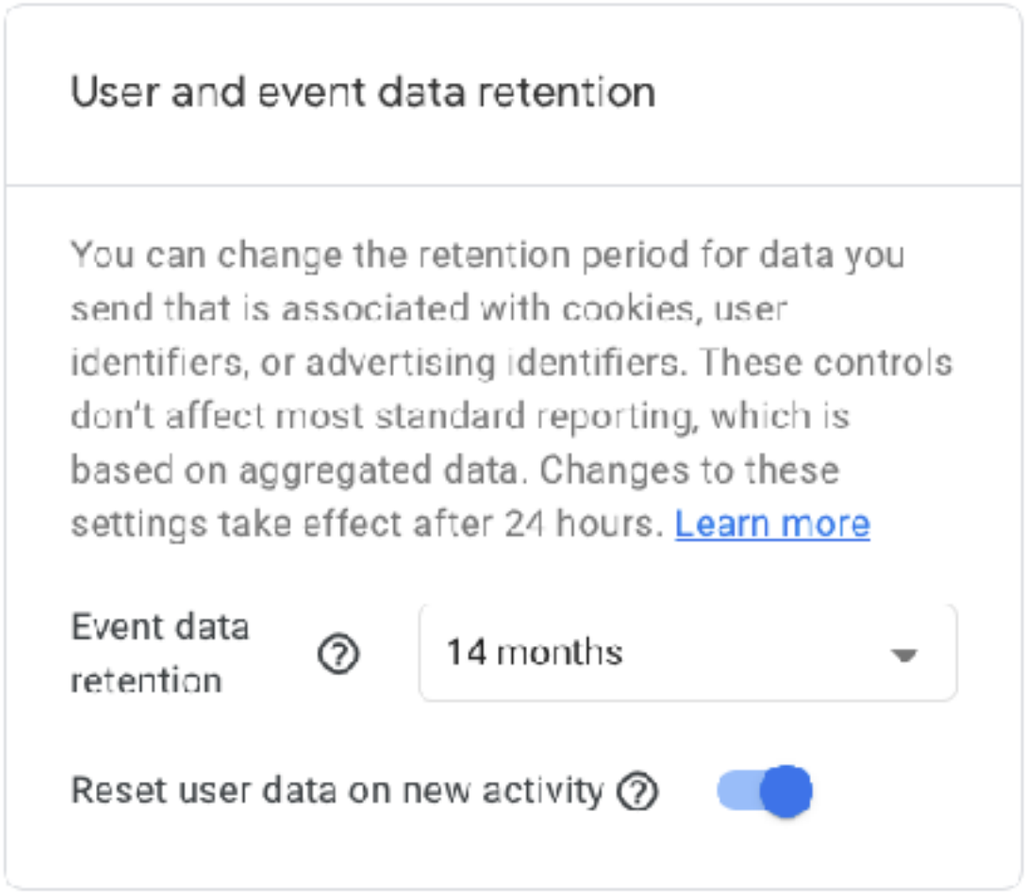


Audiences: very granular segments of your website visitors, based on behavior. Persist for reporting and ad targeting.

Data Habits

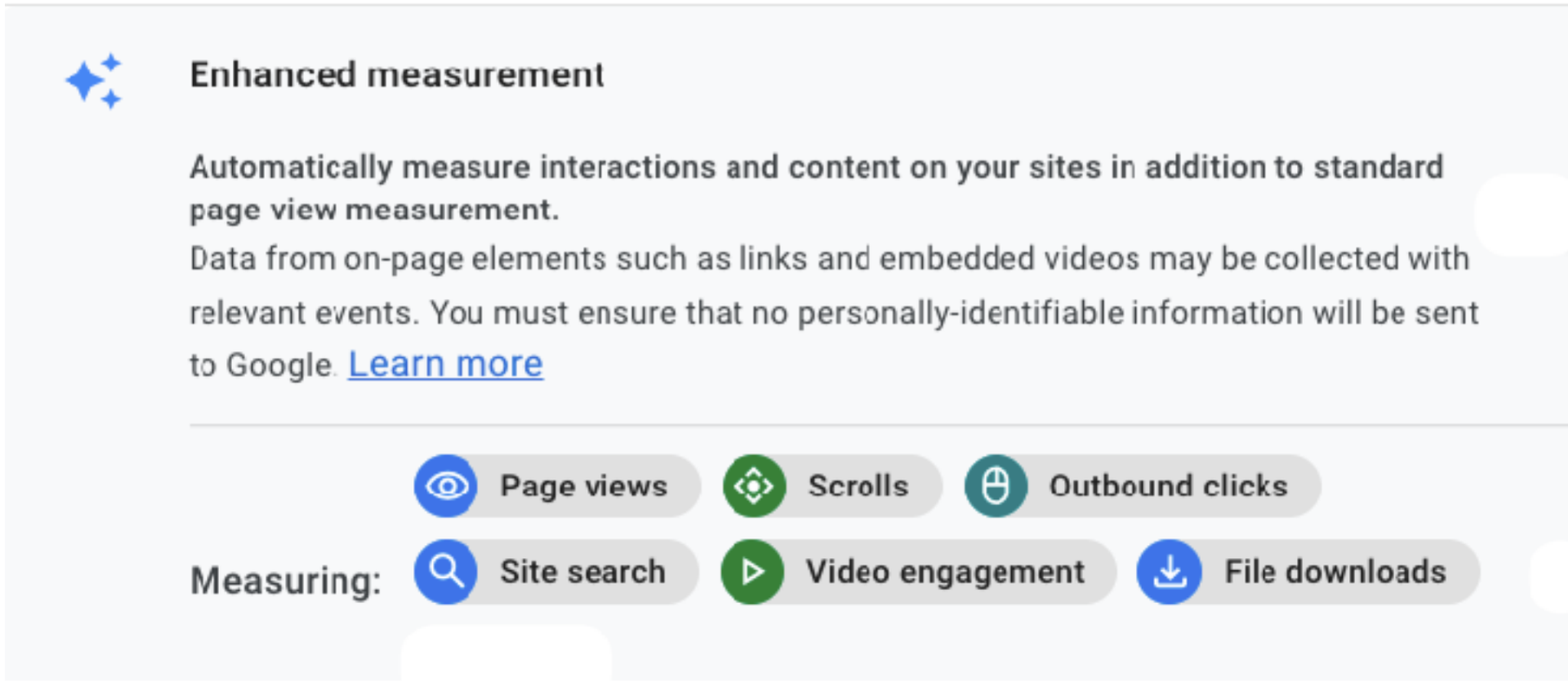
Privacy features

- *Individual* user data disappears after 14 months.
- IP anonymization by default.
- Uses AI to fill in gaps.



Data Habits

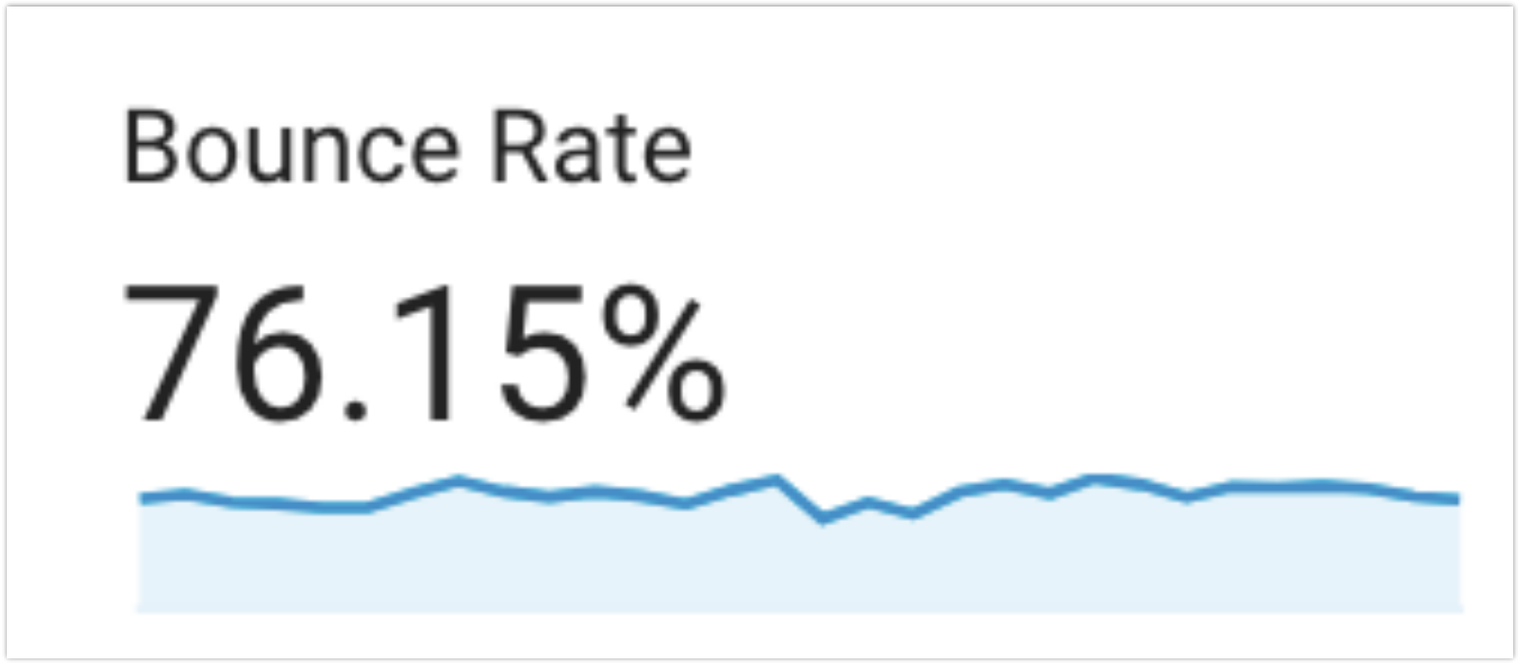
Records more by default



Enhanced measurement tracks PDF downloads, page scrolls, form interactions, outbound clicks, searches, video engagement

Data Habits

What’s Missing in GA 4



Metrics that focused on the pageview

Data Habits

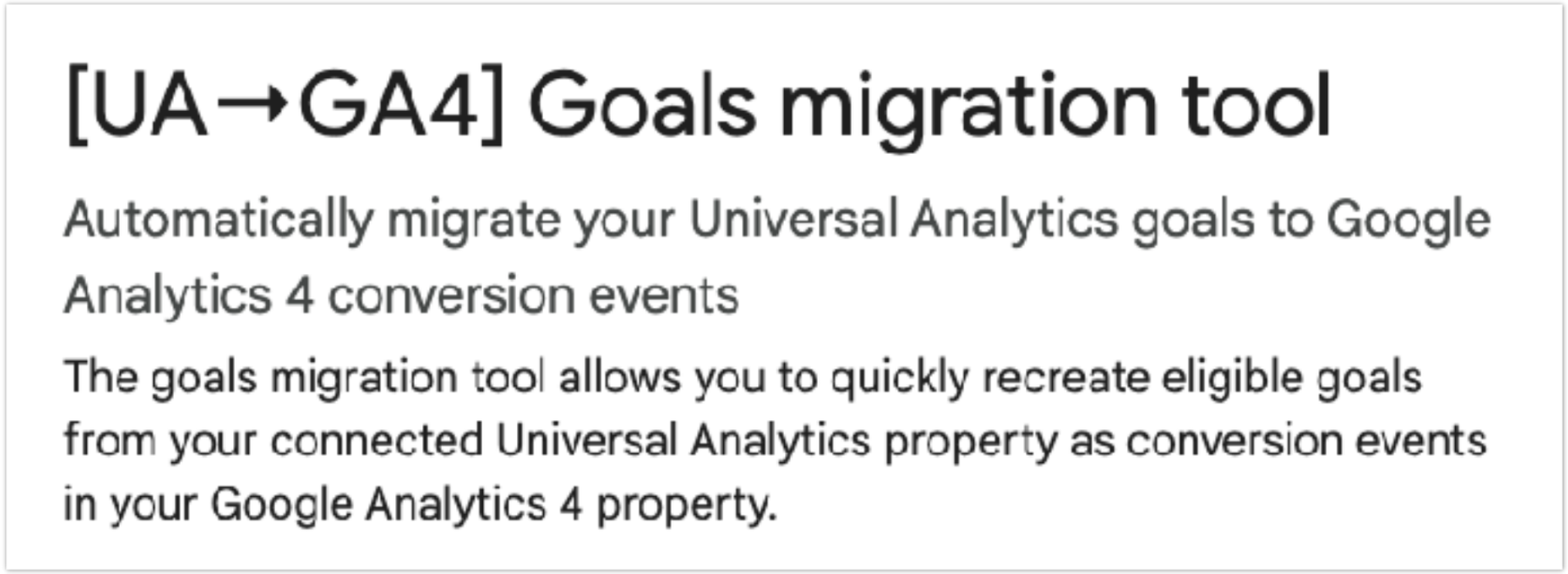
What's Missing in GA 4

	Source / Medium	Donation Complete Event (Goal 11 Completions)	% Donation Complete Event (Goal 11 Completions)
1.	google / organic	717	29.76%
2.	engagingnetworks / email	574	23.83%
3.	(direct) / (none)	345	14.32%
4.	google / cpc	271	11.25%

Your favourite reports

Data Habits

What’s Missing in GA 4


[UA→GA4] Goals migration tool

Automatically migrate your Universal Analytics goals to Google Analytics 4 conversion events

The goals migration tool allows you to quickly recreate eligible goals from your connected Universal Analytics property as conversion events in your Google Analytics 4 property.

A way to migrate your data from Universal Analytics to GA 4 (as of Winter 2023).

Data Habits

What’s Missing in GA 4

Ease of Use
(as of Winter 2023)

Data Habits

Your numbers won’t line up (100%)

Don’t expect your data to line up 100% between different sources (Universal Analytics with GA 4 with Facebook with your CRM)

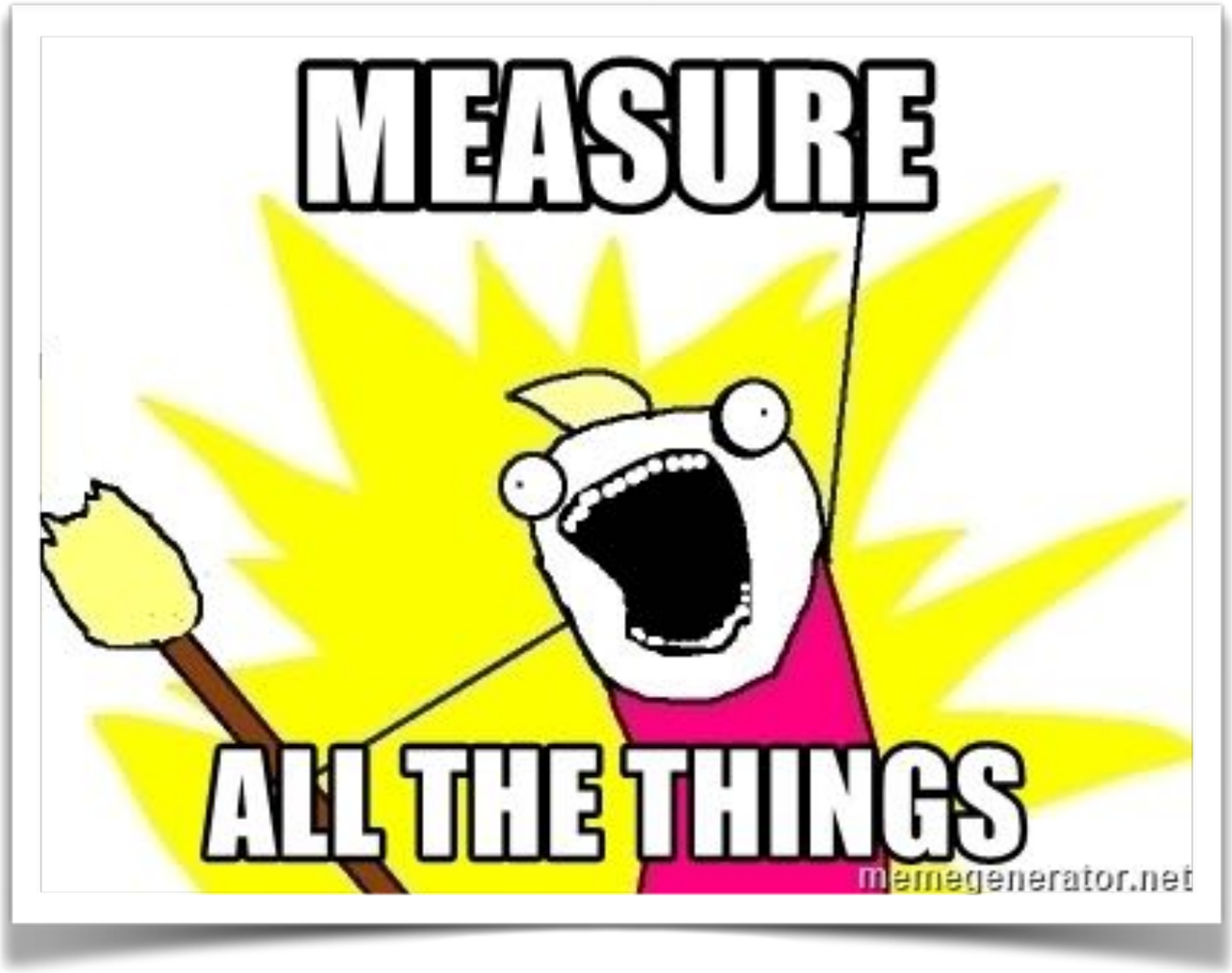
Instead, accept they will diverge and understand:

1. The sources of divergence: attribution models, consent management, web tracking challenges.
2. When they diverge because one data source is broken (and how to fix that data source).

Data Habits

Walk before you run

Focus on conversion tracking - signups, donations - and proper UTM tagging before anything else.



Questions?

Google Analytics 4
Progressives

https://bit.ly/GA4Progressives

Eric@datahabits.com