

# Google Analytics 4 Fundraising

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## Eric Squair

Web analytics for  
progressive nonprofits



**GREENPEACE**



# 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)

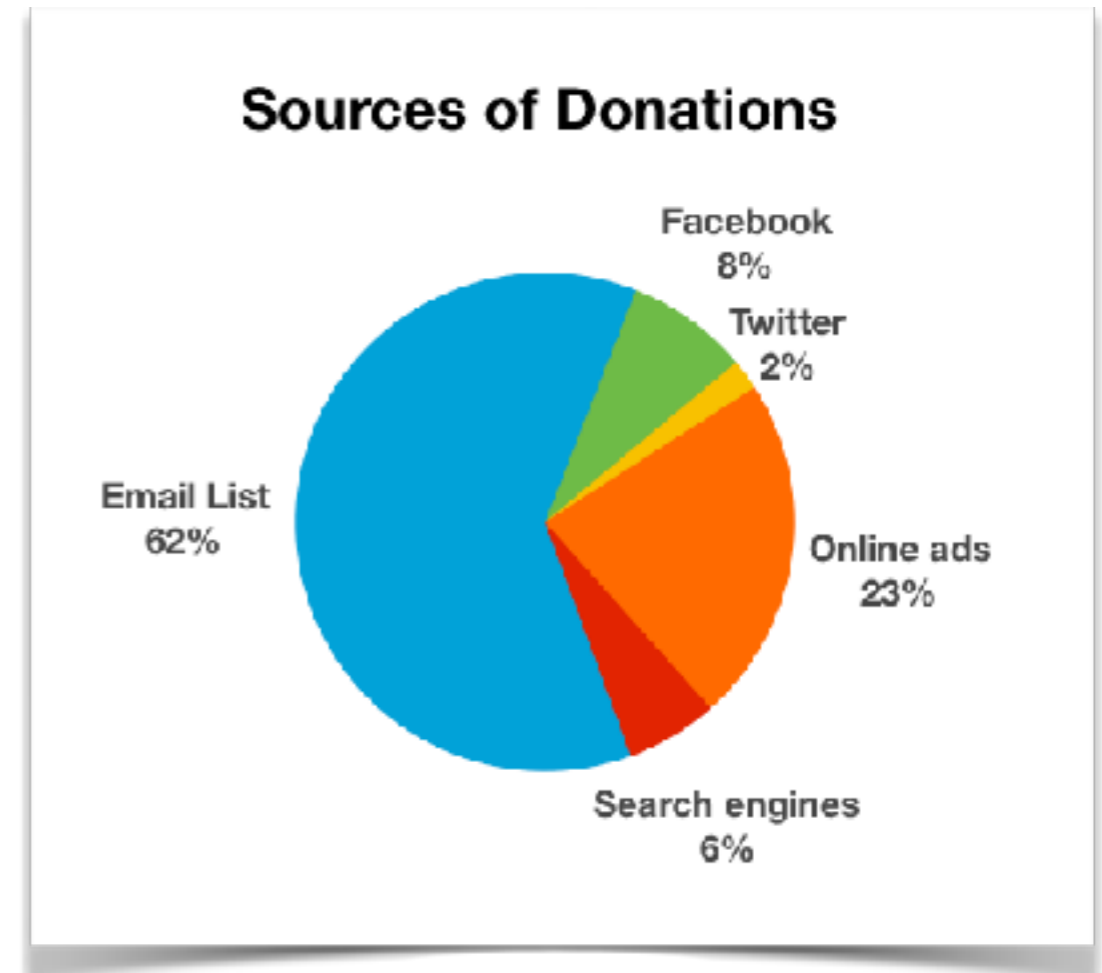
# Are you using Google Analytics?

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

**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.



# Google Analytics 4



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

# 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



# 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

# Start a GA 4 Property

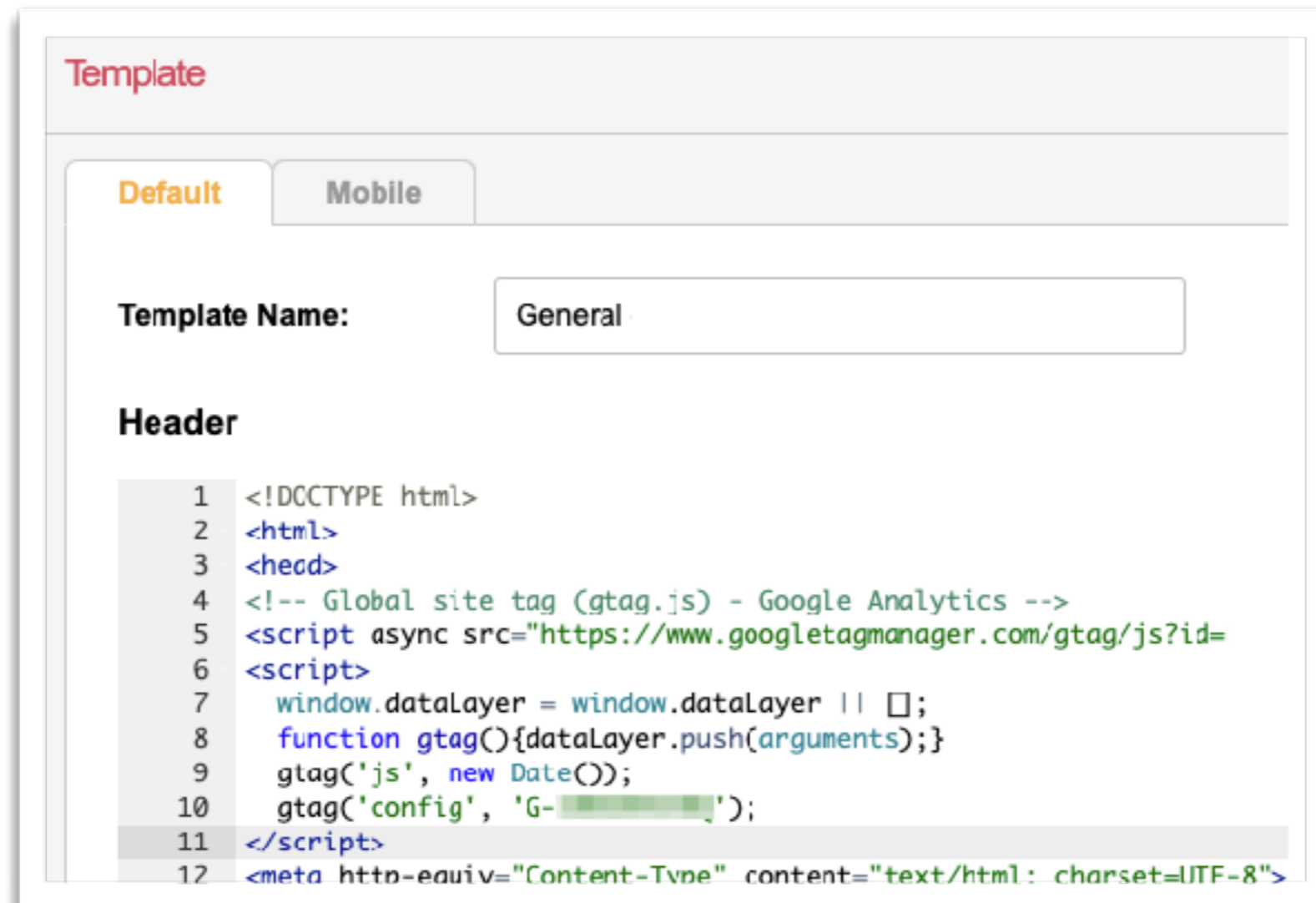
## Add a Google Analytics 4 property (to a site that already has Analytics)

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](https://bit.ly/GA4Qsetup)

# Place code on every page

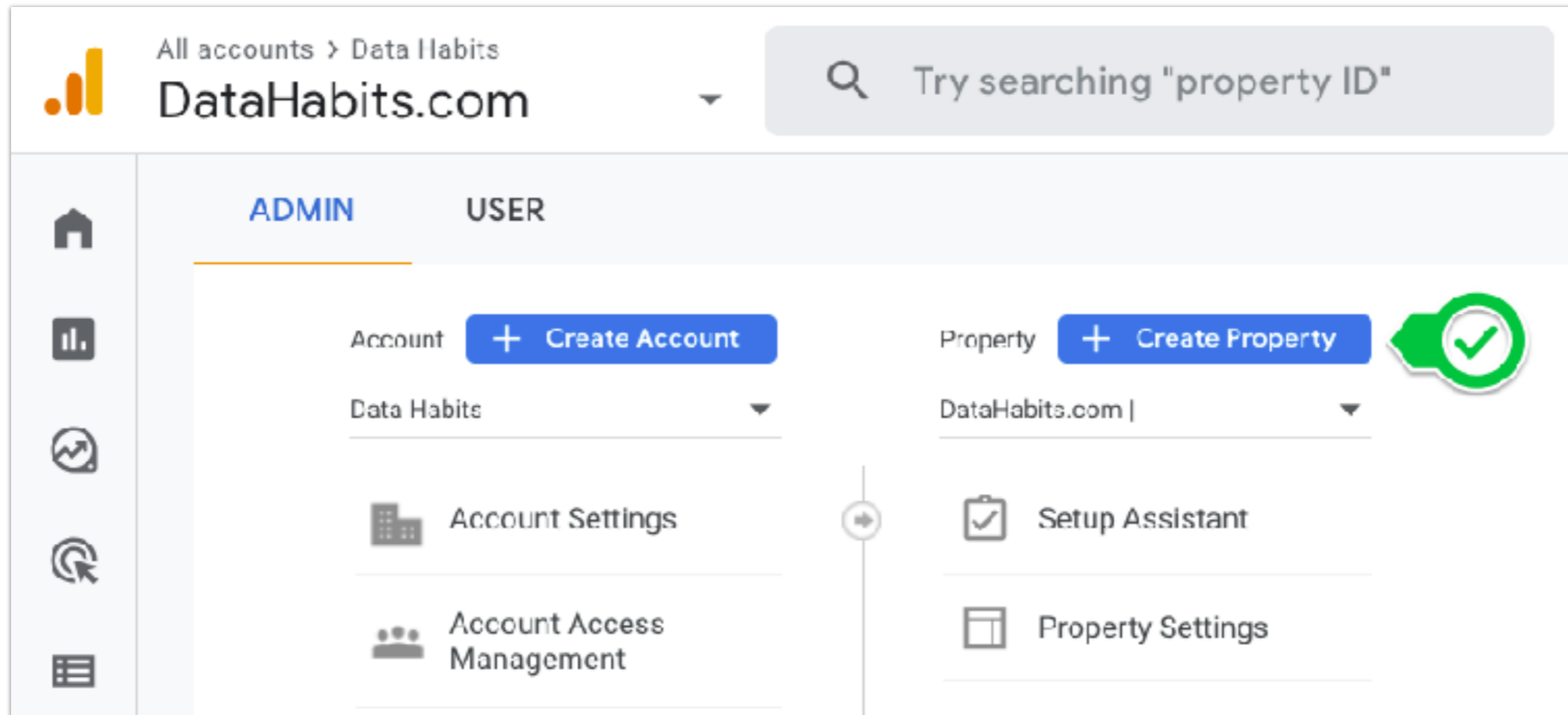


The screenshot shows a configuration interface for a web analytics template. At the top, there's a 'Template' header. Below it, there are two tabs: 'Default' (selected) and 'Mobile'. Under the 'Default' tab, there's a 'Template Name' field containing the text 'General'. Below that, there's a 'Header' section containing a code editor with the following HTML and JavaScript code:

```
1 <!DOCTYPE html>
2 <html>
3 <head>
4 <!-- Global site tag (gtag.js) - Google Analytics -->
5 <script async src="https://www.googletagmanager.com/gtag/js?id=
6 <script>
7   window.dataLayer = window.dataLayer || [];
8   function gtag(){dataLayer.push(arguments);}
9   gtag('js', new Date());
10  gtag('config', 'G-');
11 </script>
12 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
```

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.





# Use Google Tag Manager

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

- Overview
- Tags**
- Triggers
- Variables
- Folders
- Templates

<input type="checkbox"/>	Name	Type	Firing Triggers
<input type="checkbox"/>	GA 4 Event sms_signup	Google Analytics: GA4 Event	 SMS signup - mcommons form submission
<input type="checkbox"/>	GA 4 Event form_event	Google Analytics: GA4 Event	 Event - FormEvent  Form Submission - All
<input type="checkbox"/>	DL Push - add_to_cart	Custom HTML	 EveryAction - Add to Cart

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

# Opt Out of 'Automatic Migration'



On July 1, 2023, this property will stop processing data. Starting in March 2023, for continued website measurement, you should create a new Google Analytics 4 (GA4) property, or one will be created for you based on your original property and reusing existing site tags.

[Dismiss](#)

[Learn more](#)

[Manage GA4 migration](#)

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



# Best supported Platforms\*

EveryAction

Classy

Engaging Networks

Springboard

Blackbaud Luminate

# 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](mailto:eric@datahabits.com)

# Learn more

Sign up to learn more

**[bit.ly/GA4Progressives](https://bit.ly/GA4Progressives)**

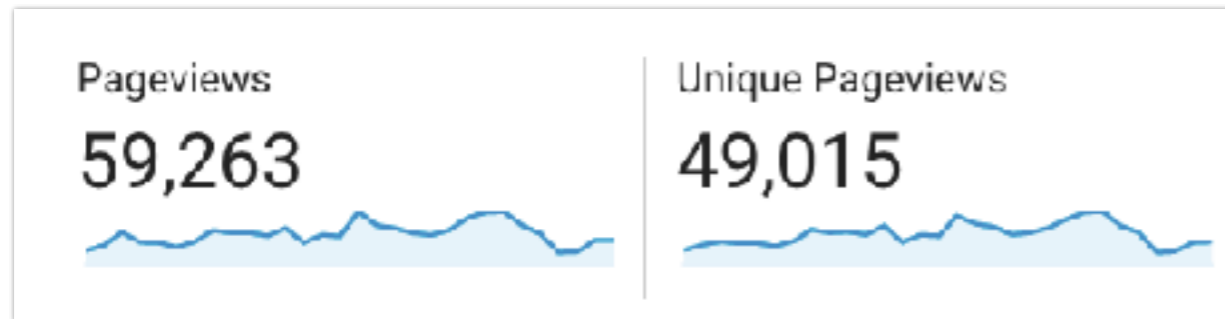
Online lessons introducing GA4, outlining next steps and showing how to get insights from this powerful tool.

Launching March 2023.

**Very Quick Questions?**

**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.

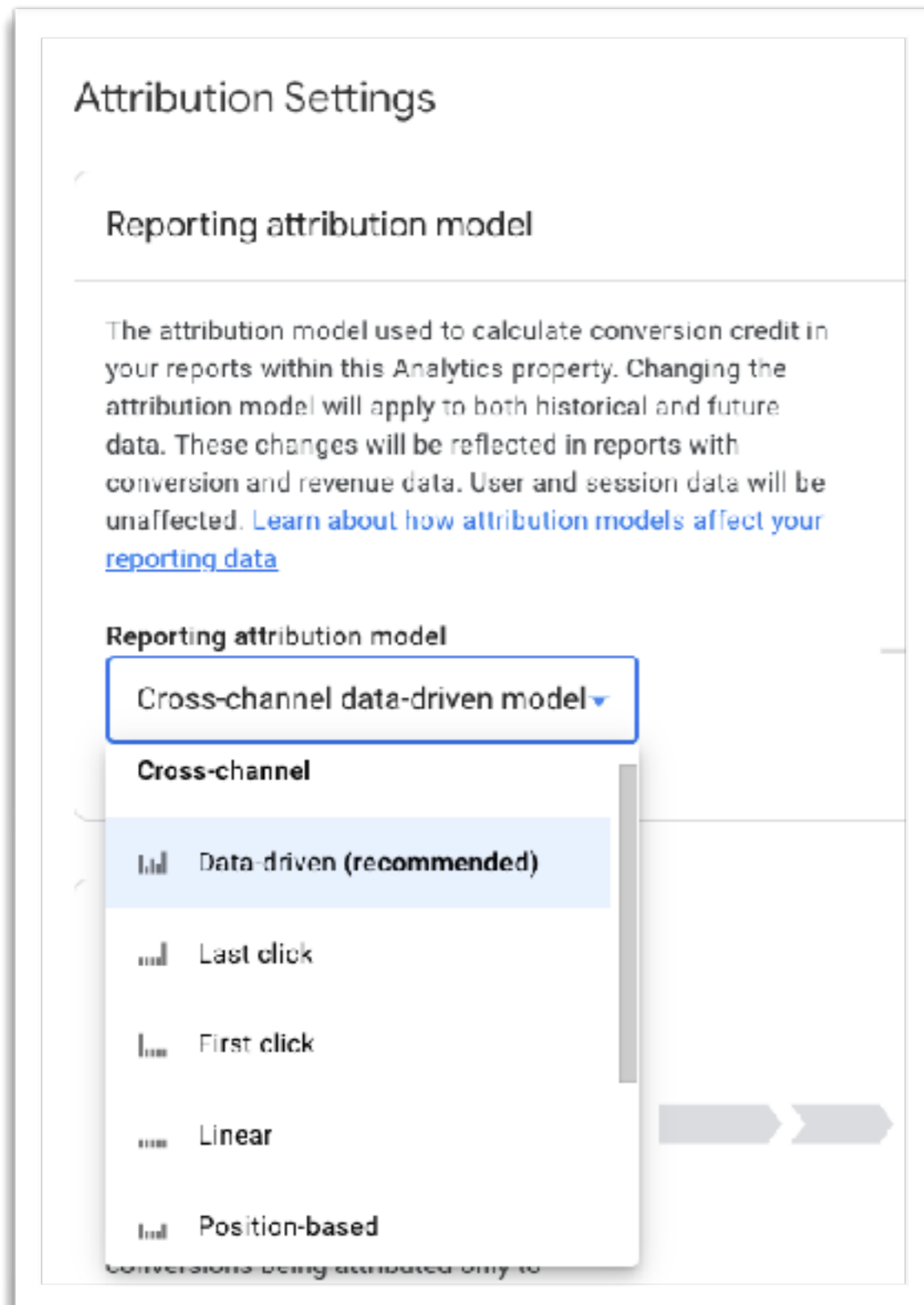
# Based on events, not pageviews



Event count	Total users	Event count per user
355K	6.3K	56
↓ 9.6%	↓ 21.1%	↑ 14.7%

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

# More powerful and flexible

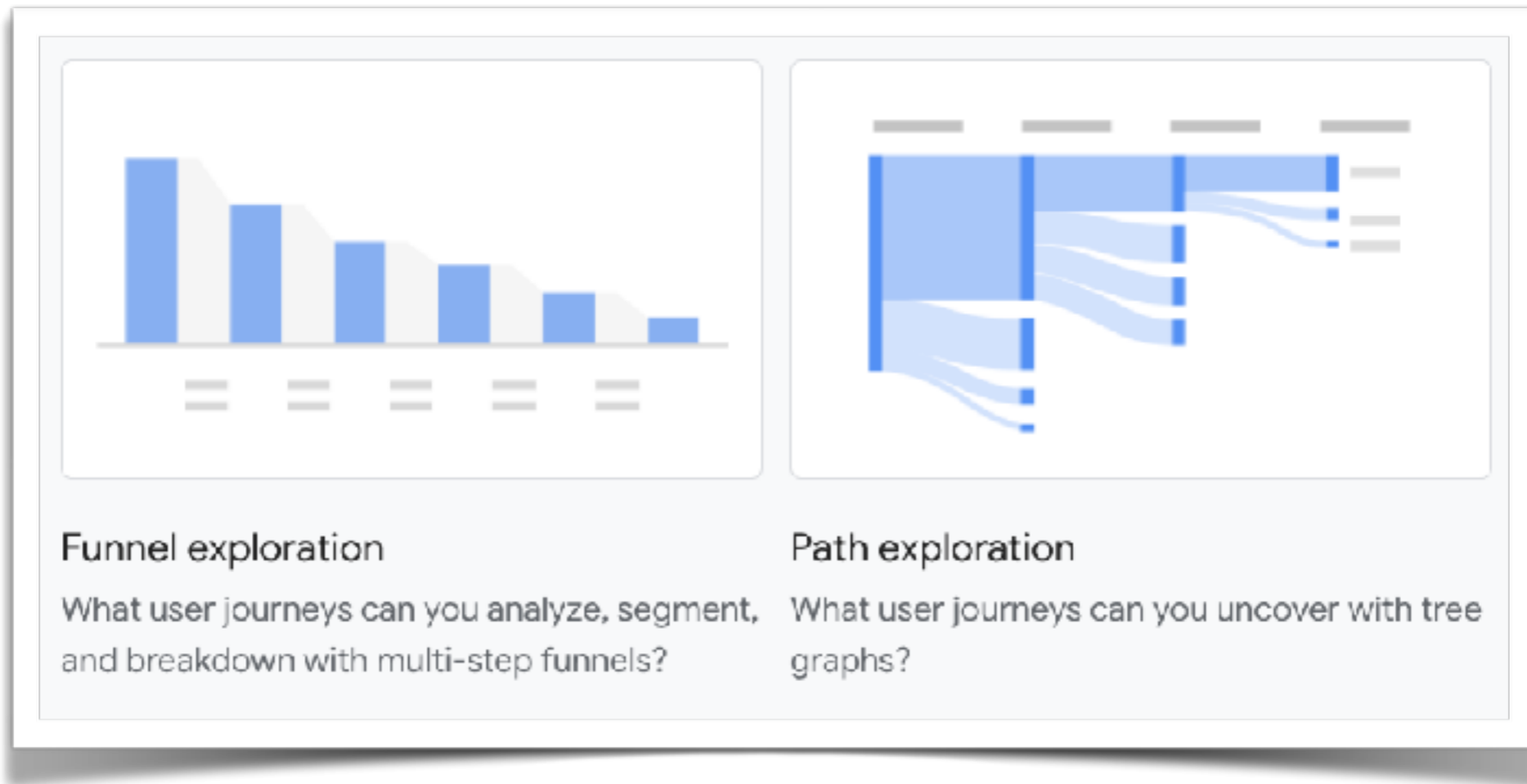


Different attribution models, retroactive.

Machine learning and artificial intelligence are built in.

BigQuery integration.

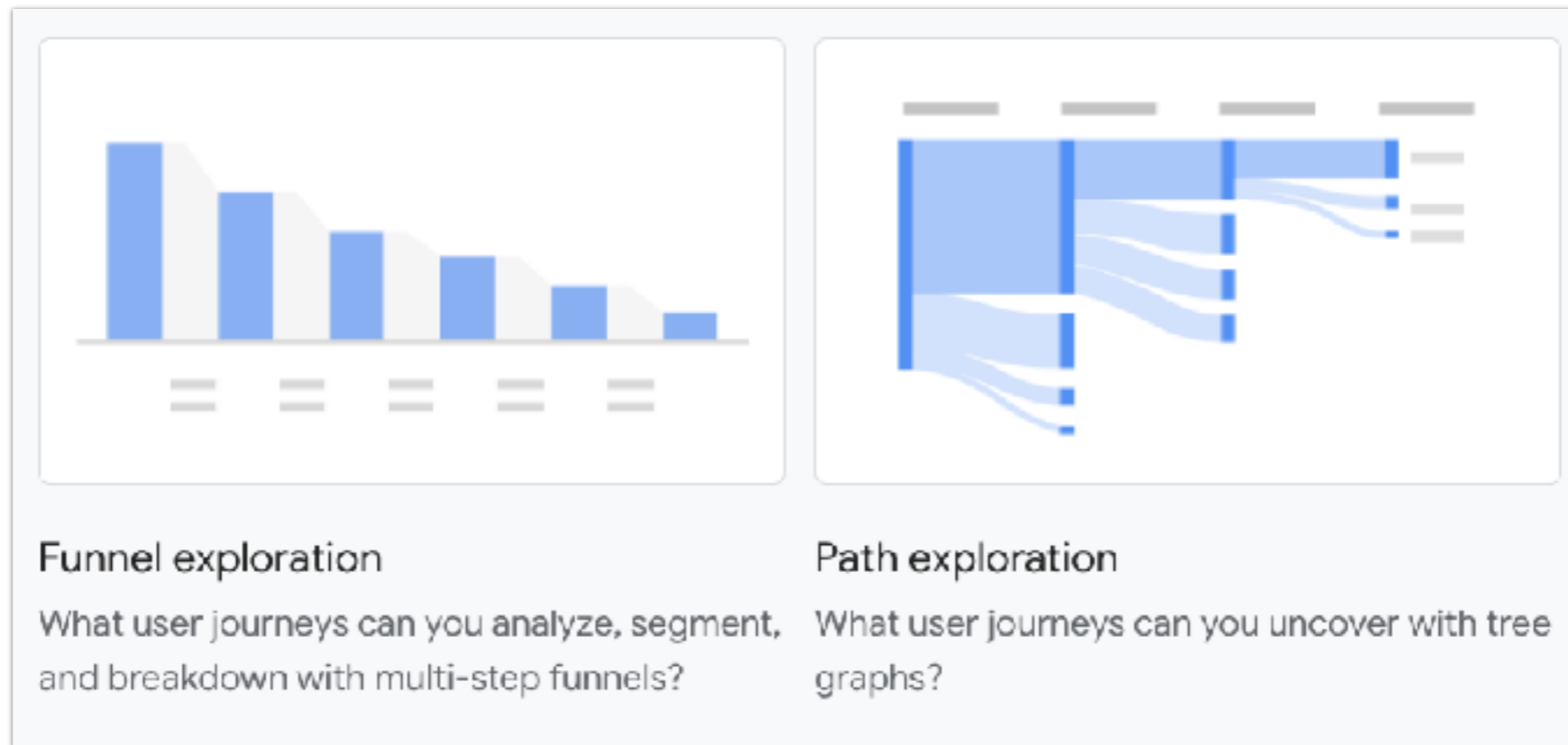
# Advanced reporting



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



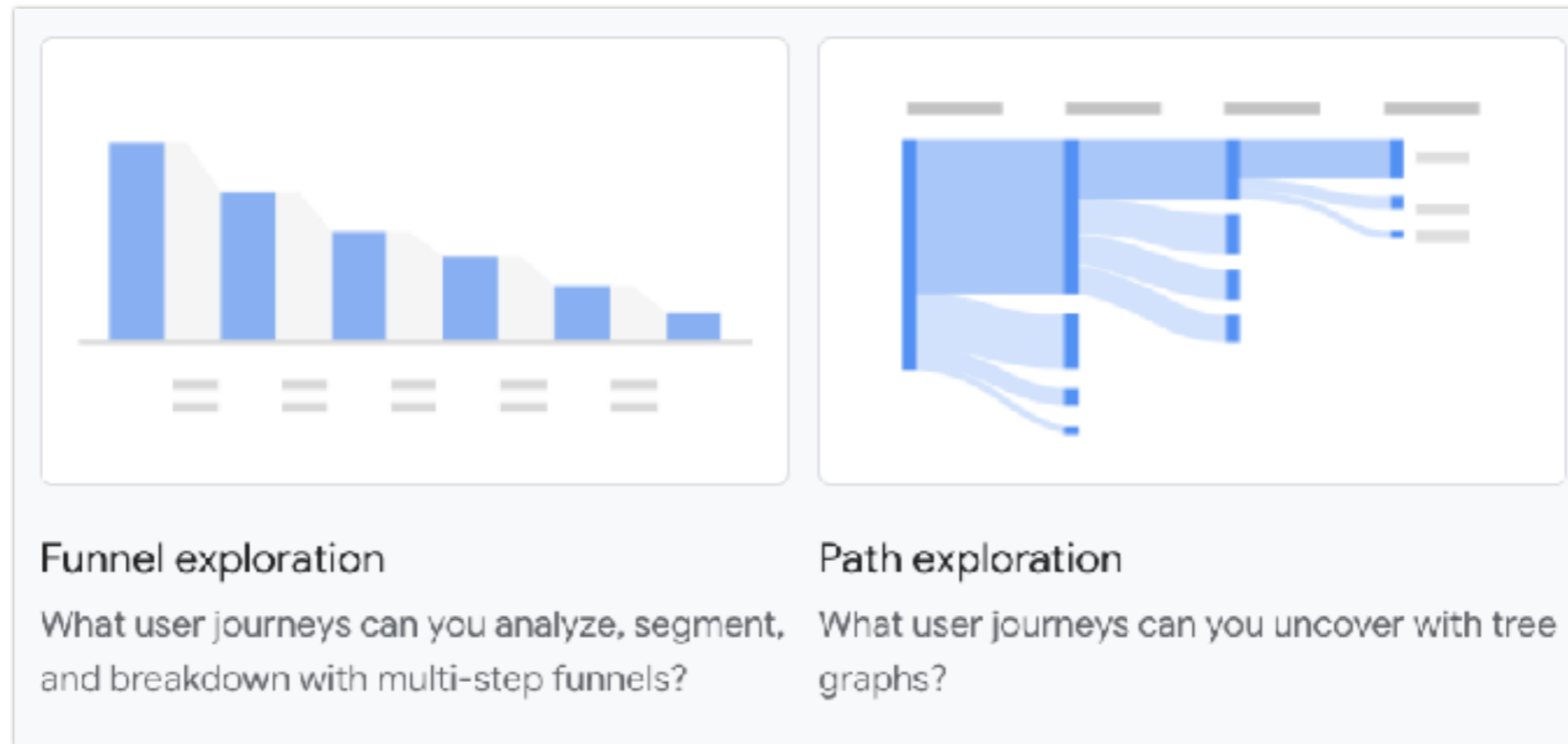
# Advanced reporting: Ecommerce



Reports on donation page views, interactions and donations.

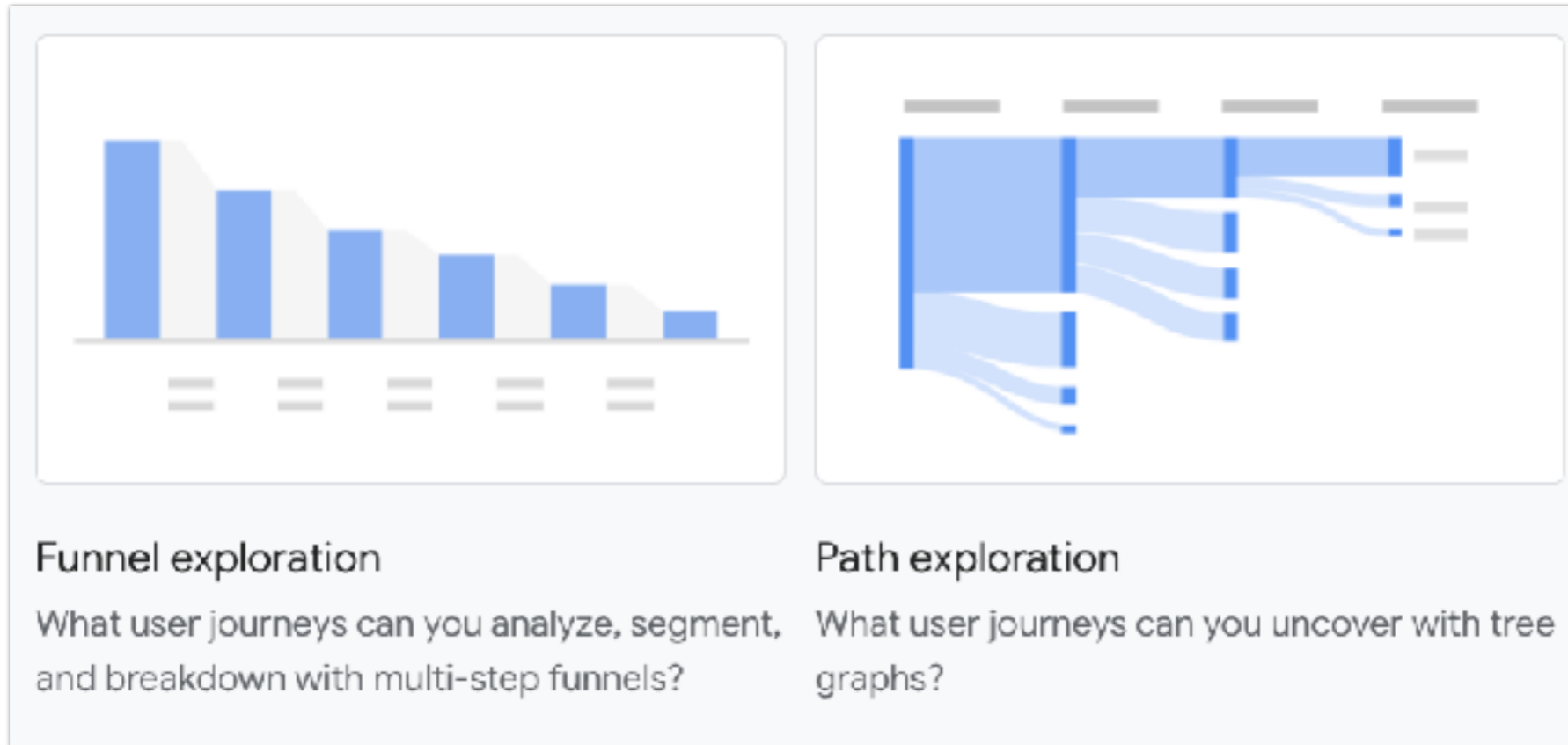
Shows performance of individual donation pages.

# Advanced reporting: LTV



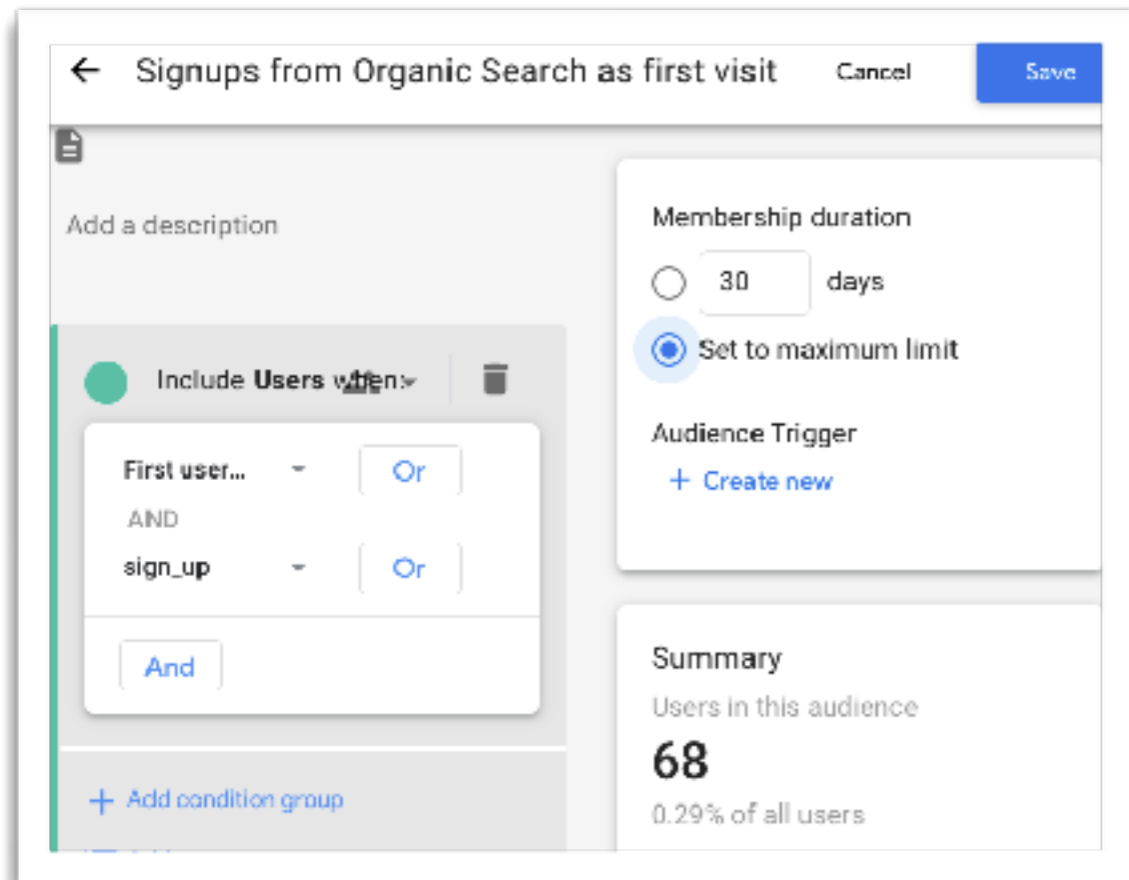
Tracks the lifetime value of marketing channels, different audiences.

# Advanced reporting: Conversion Funnels



More flexible funnel tracking

# Audience segments





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


# Privacy features

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

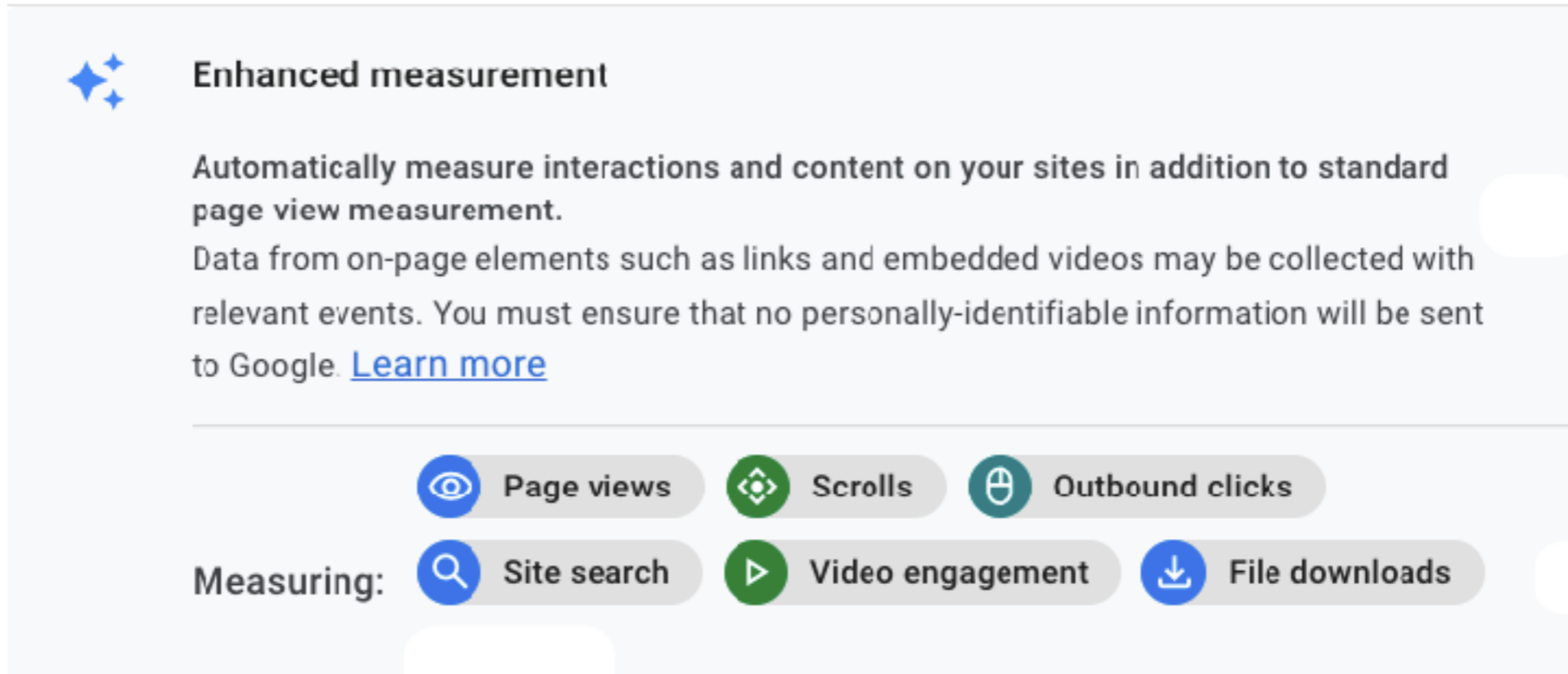
### User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more](#)

Event data retention  14 months 

Reset user data on new activity 

# Records more by default



**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement.

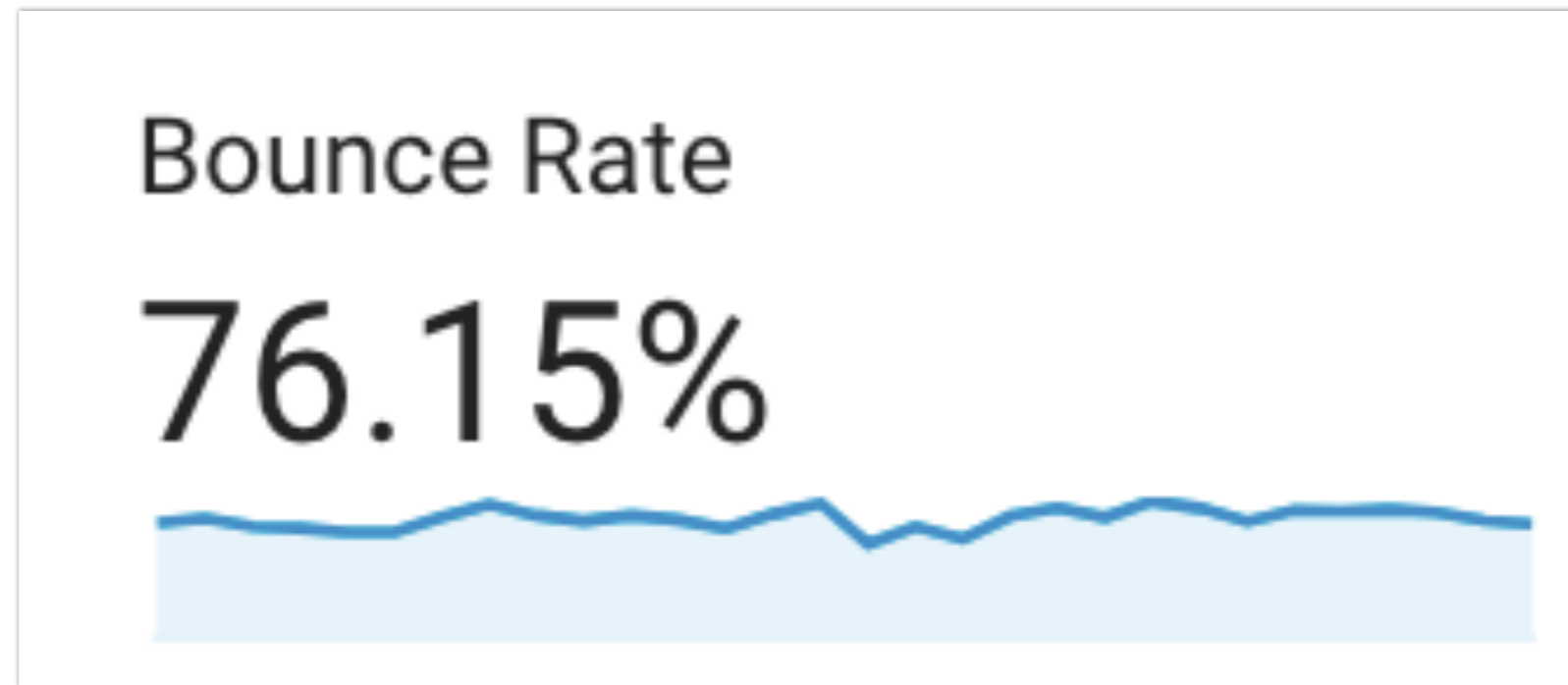
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

- Page views
- Scrolls
- Outbound clicks
- Site search
- Video engagement
- File downloads





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

# What's Missing in GA 4



**Metrics that focused on the pageview**

# What's Missing in GA 4

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

Your favourite reports



# 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).

# What's Missing in GA 4



**Ease of Use  
(as of Winter 2023)**



# Your numbers won't line up (100%)

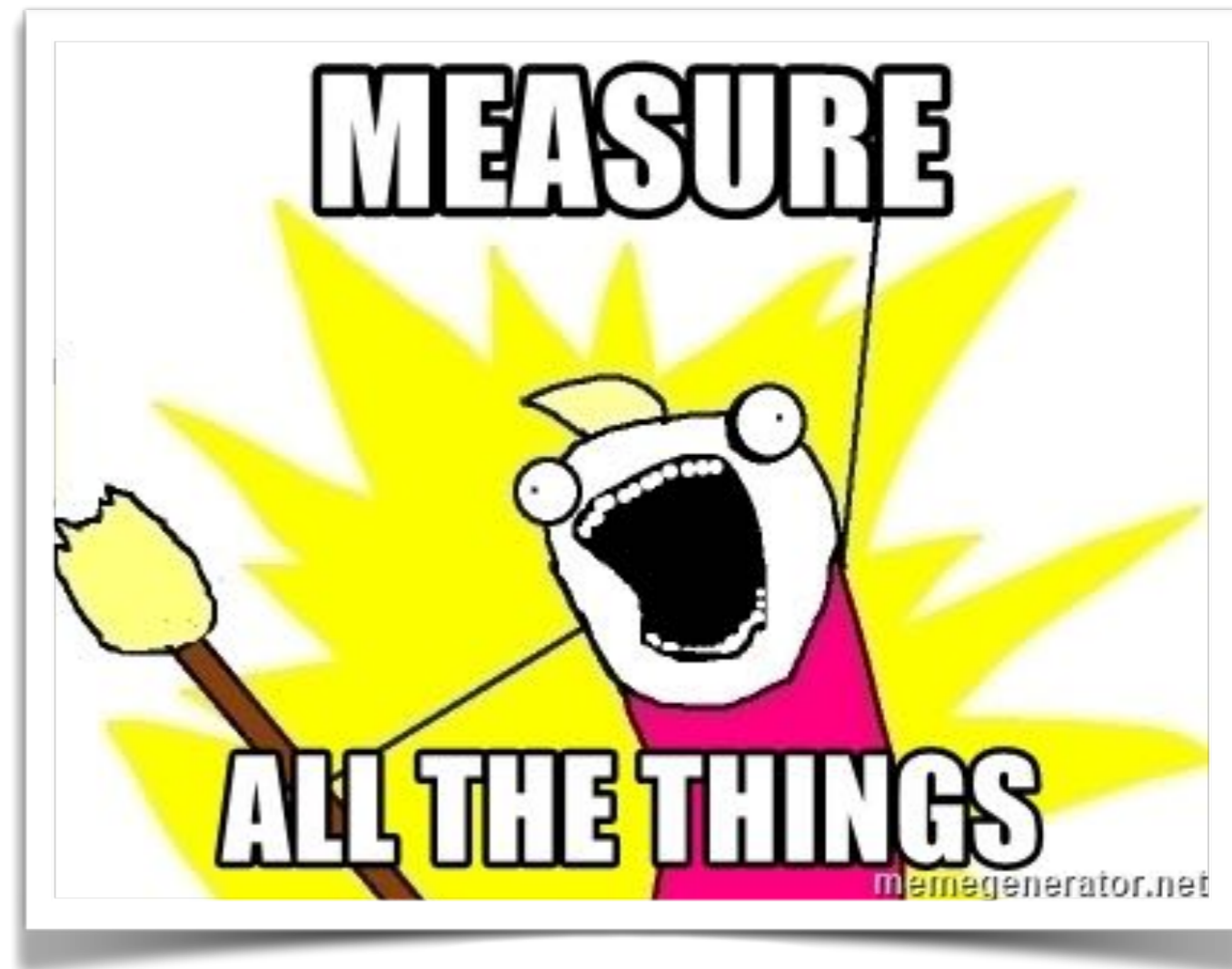
Don't expect your data to line up 100% between different sources (Universal Analytics with GA 4 with Facebook with your CRM)

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).

# 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](https://bit.ly/GA4Progressives)

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