

GA4 Consulting

There's a new analytics offering in town—and it's great.
Don't wait. Just do it.

With both platforms running, you can see:

- What is different
- How reporting varies by platform
- How do those differences affect existing KPIs - what is new, what is no longer relevant?

Get acquainted
with the future.
Today.

An implementation strategy that maximizes
your ability to capture the right metrics.

Current Google Analytics reports are based on page activity - visits, bounce rate, time, etc. The new GA4 is a change to event-based reporting which gives us even more access to meaningful data.

To set you up for long-term success we will:

- Determine new KPIs and reporting needs
- Establish GA4 account and manage tagging so that data collection can begin
- Monitor and optimize installation to ensure tracking aligns to reporting needs
- Establish new dashboards and reports based on changes

GA4 does not carry over historical data from Google Universal, so it should be installed and run parallel to collect data before a complete changeover.

Dial in—and
dial up—your
Google Analytics

CONTACT: Julie Verhulst | VP of Strategy & Account | 612-230-3910 | julie@ciceron.com

As marketing leaders, we have the responsibility to think and do better on behalf of modern audiences. To deliver beloved brand promises to the consumers who crave them... in an efficient, measurable and powerful way. The journey to better starts now. atlas.ciceron.com

Privacy, performance
and the path forward

