



# Getting on Board with Google Analytics 4 + Google Tag Manager

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# Overview

- What is Google Analytics?
- Should you use Google Analytics?
- Introducing Google Analytics 4 (GA4)
- How to migrate from Universal Analytics
- Integration with Google Tag Manager

# About you

- Library IT? Marketing? Assessment?
- How familiar are you with Google Analytics, on a scale of 0-5 (0 = not at all, 5 = expert)?

# What is Google Analytics?

- Web analytics service offered by Google
- Free to anyone with a Google account
- Tracks web traffic
- Works using JavaScript tag inserted on every page of a website or app
- Provides basic statistics and reports for search engine optimization (SEO) and marketing purposes

# Should you use Google Analytics?

## Benefits

- Most used web analytics service
- Many built-in reports and data visualizations
- Easy to provide usage reports for library assessment
- Integration with Google Tag Manager, YouTube, and Google Search Console

# Should you use Google Analytics?

## Concerns

- If you are not the customer, you are the product.
- Breaches General Data Protection Regulation (GDPR), according to several European Data Protection Agencies.

# Introducing Google Analytics 4

- Replaces Universal Analytics
- Universal Analytics will stop collecting data July 2023
- Uses event-based data instead of session-based
- New data model is not backward compatible to previous versions

# How to migrate from Universal Analytics

- Demo



# Integration with Google Tag Manager

- Allows easily customized events
- **Tags** are custom events
- **Triggers** fire a tag using a given circumstance

# An Example

# References

- Pashby, Stephen. (2022, July 10). "Google Analytics 4: Upgrade Before It's Too Late!" <https://www.youtube.com/watch?v=YqGNH2VRi4>
- Robinson, Blair. (2022, July 8). "Google Analytics Runs Afoul of GDPR" <https://www.jdsupra.com/legalnews/google-analytics-runs-afoul-of-gdpr-7411589/>