

Zinc Digital

It's time to upgrade your analytics



It's time to take action! In July 2023, your Google Analytics account will stop collecting data.
Book your free no obligation meeting with Zinc Digital to avoid data loss.

zinc

It's time to upgrade your analytics

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Arrange a video conference:
zinc.digital/enquire-now



zinc.digital

What is Analytics 4?

Google Analytics 4 is the future. Available now.

- Turn your data into value for your business or organisation
- Collect and enrich your first party data
- Collect powerful insights and empower your decisions
- Make data led decisions with fast reporting
- Works with websites, apps and more



When did Analytics 4 launch?

Google Analytics 4 launched in 2020.

Google Analytics 4 was released in October 2020. For many businesses there have been other priorities, and many organisations have not taken action to implement the change. GA4 is the fourth iteration of Google Analytics and presents some groundbreaking changes that can improve the way you collect data.



GA 1: Urchin 2005



GA 2: Classic 2008



GA 3: Universal 2012

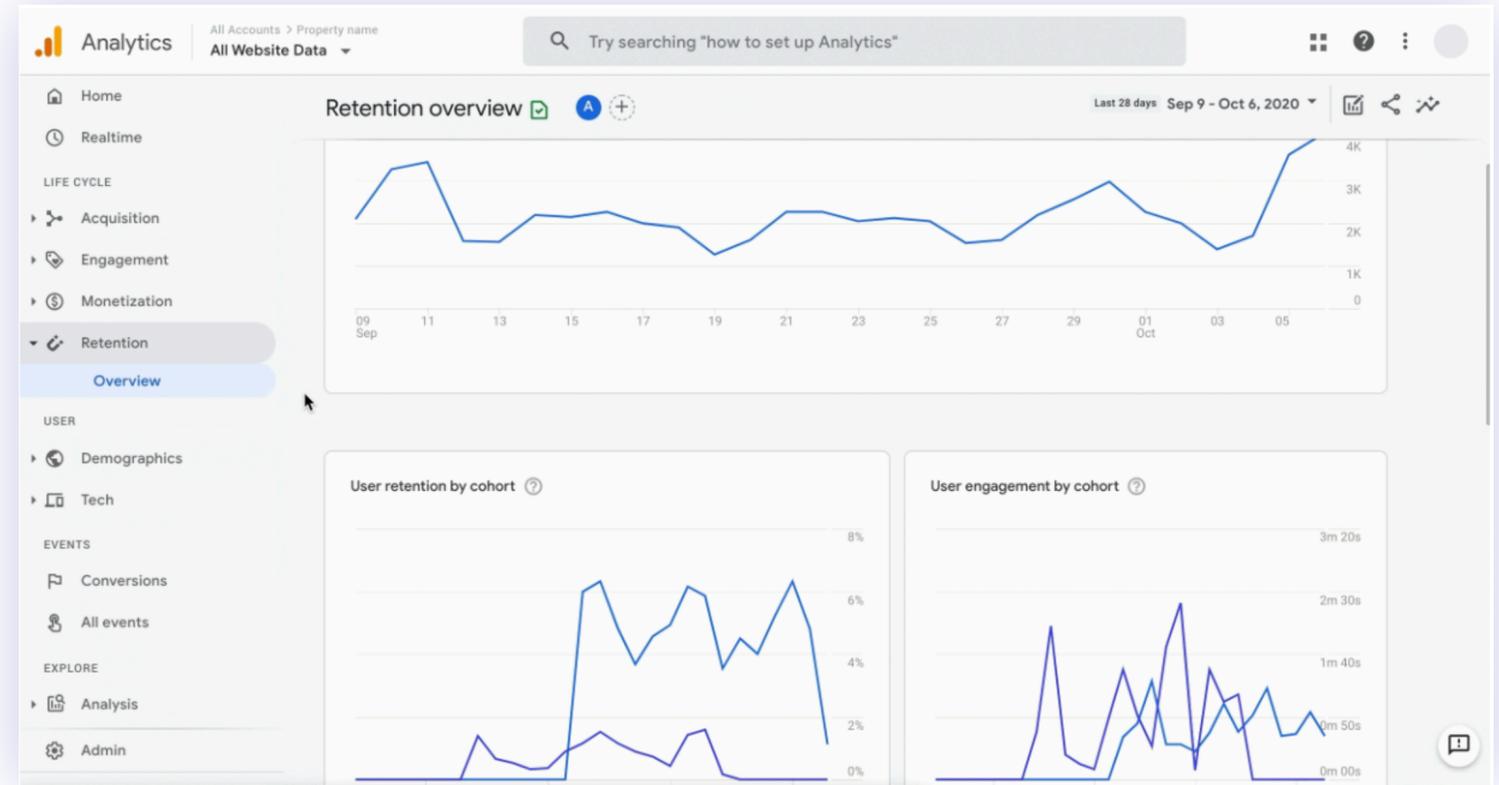


GA 4: October 2020

Why do you need Analytics 4?

At a glance.

- 1 Better reporting and visualisations
- 2 Better engagement metrics
- 3 Event tracking for clicks, scrolling behaviour, and file downloads
- 4 Better event parameters
- 5 Integration of website and app tracking data
- 6 Better channel acquisition measurement



The screenshot shows the 'User acquisition: User medium' dashboard in Analytics 4. It displays a table with columns for User medium, New users, Engaged sessions, Engagement rate, Engaged sessions per user, Average engagement time, and Event count. The table is filtered for 'User medium' and shows data for various acquisition channels.

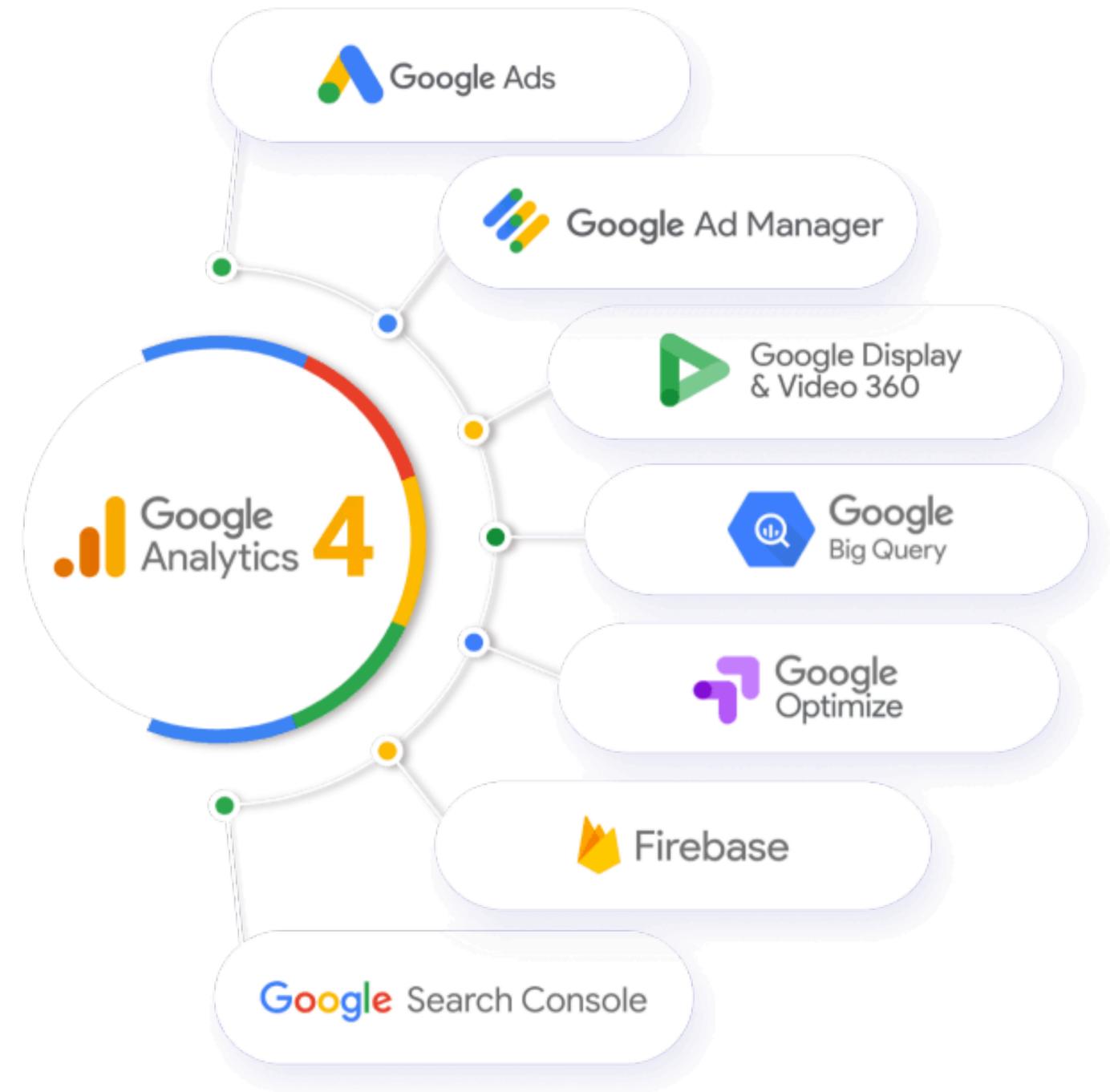
| User medium | + New users | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time | Event count |
|-------------|-------------------------|-------------------------|------------------|---------------------------|-------------------------|----------------------------|
| Totals | 62,092 100% of total | 84,357 100% of total | 91.64% Avg 0% | 1.263 Avg 0% | 1m 06s Avg 0% | 1,843,214 100% of total |
| 1 (none) | 34,980 | 43,406 | 93.1% | 1.204 | 0m 50s | 933,764 |
| 2 organic | 16,180 | 22,227 | 92.93% | 1.248 | 1m 04s | 386,950 |
| 3 referral | 8,173 | 14,874 | 87.39% | 1.533 | 2m 23s | 486,549 |
| 4 (not set) | 1,579 | 1,798 | 95.23% | 1.106 | 0m 10s | 9,409 |
| 5 affiliate | 1,016 | 1,336 | 85.59% | 1.242 | 0m 40s | 13,938 |
| 6 email | 46 | 191 | 90.09% | 1.553 | 1m 56s | 7,488 |
| 7 cpc | 20 | 74 | 87.06% | 1.321 | 1m 38s | 2,049 |
| 8 rocks | 6 | 7 | 87.5% | 1.167 | 0m 05s | 32 |
| 9 Lara | 5 | 5 | 100% | 1 | 0m 04s | 23 |
| 10 facebook | 5 | 5 | 83.33% | 1 | 0m 09s | 53 |

Why do you need Analytics 4?

See the whole picture.

GA4 allows organisations to track and focus on events rather than sessions. Google also implements AI power with GA4, this means there is better reporting, intelligent predictive audiences as well as an opportunity to use Big Query and other Google products.

Customer Journey coverage by GA4



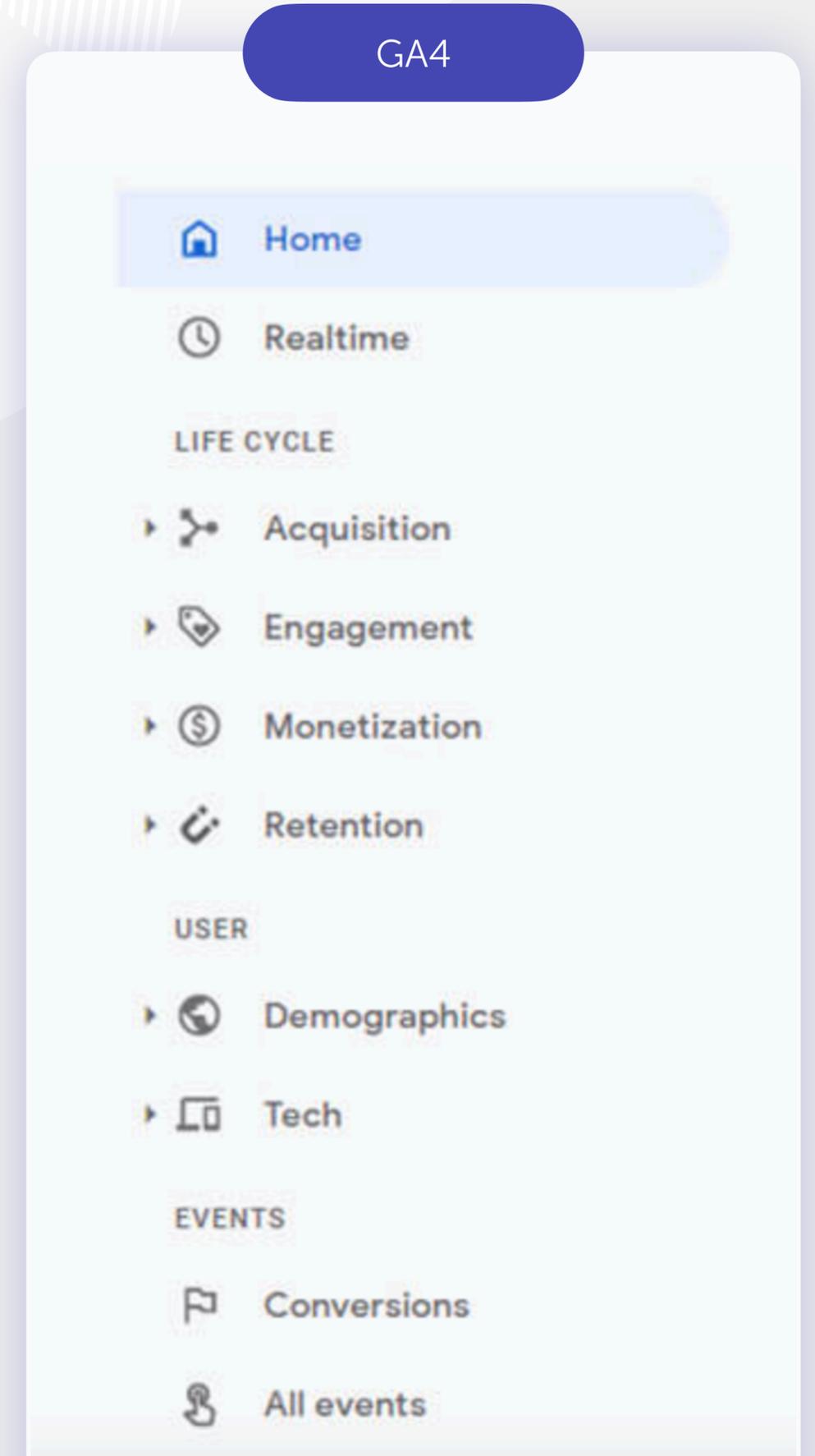
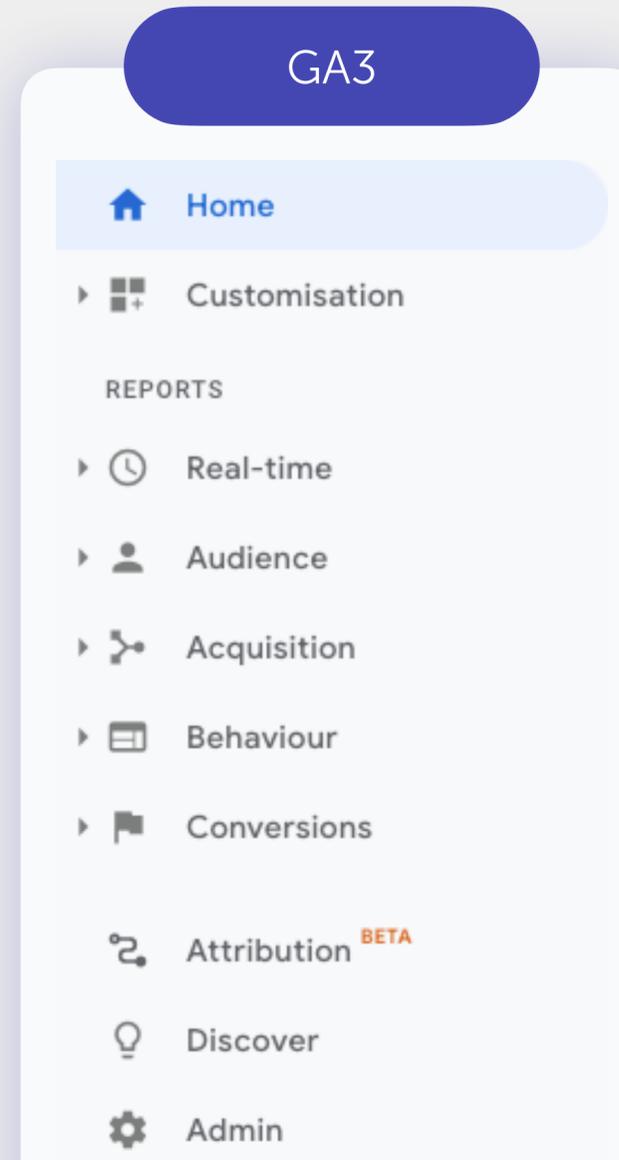
Why do you need Analytics 4?

Gain a deeper insight.

Previously, Google's approach to analytics was based on cookies, collecting basic data such as user numbers and page views.

Analytics 4 comes with a completely new dashboard, features and functions.

Google's new way is about empowering marketers and stakeholders with an understanding of their digital acquisition, monetisation, engagement and retention data.



Why do you need Analytics 4?

Get better data and privacy management.

- No longer stores or logs IP addresses
- Set data retention periods
- Manage data for ad personalisation
- Delete data option
- Manage data of individual users

Consented

GA4 is better equipped to adapt to privacy demands, you can better control data based on user controls and consent

First Party

Collect first party data to understand what, how, when your users are engaging on multiple digital assets. e.g. web and app

Modelled

Fill in gaps coming from cookie data or measurement restrictions

Universal Analytics will be obsolete by July 2023.

With Universal Analytics making up such an integral part of any digital strategy, it's important that it's migrated properly.

Zinc approach each Google Analytics 4 Migration as an individual, discussing your needs on our free consultation and reviewing the current Universal Analytics setups to ensure that we're able to recommend a migration plan that covers every base.

Then, we'll migrate your data over, set up new tracking and goals, as well as supporting you with training to make sure you have everything you need to make the most of a brand new resource.



We think you could benefit from a set up and GA4 migration.

A free initial consultation

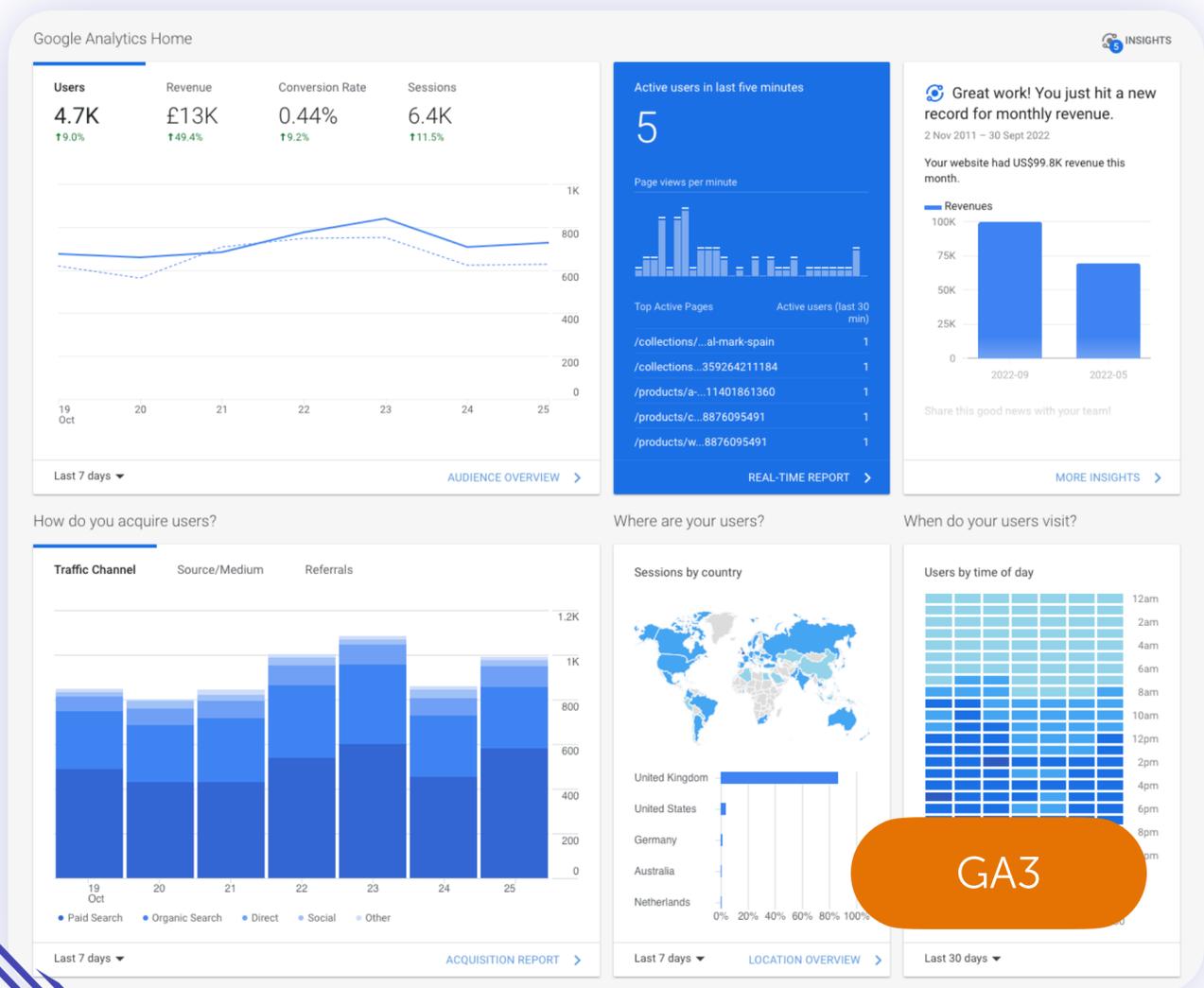
We'll review your existing Universal Analytics

We'll provide you with GA4 recommendations

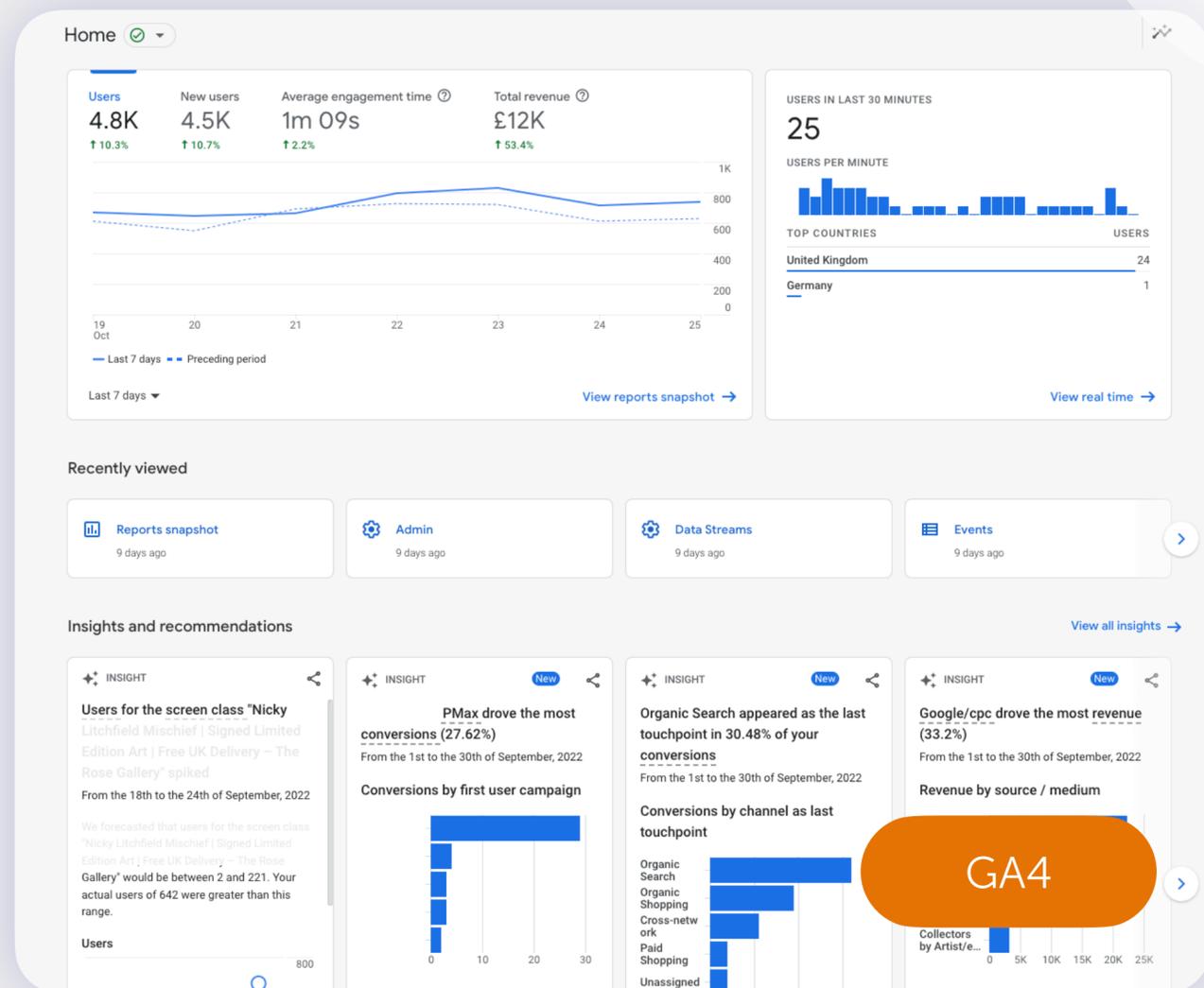
We'll provide you with a no obligation quote

Migration Service

Old vs New Dashboard.



See marketing data in a snap, easy reporting for non technical, stakeholders and employees



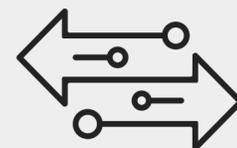
Pricing



Set up

£495 and eCommerce from £675

A basic setup, if you need a new installation of Analytics 4 and have no requirement to move historical data. Zinc will install GA4 and provide you with a user training session by video or phone. It's a one-off investment, no monthly charge. One bespoke reporting dashboard included.



Migration

from £995

In addition to the required setups, we will audit your existing Universal Analytics and Tag Manager accounts, then migrate your old data. Our team will then implement page view and event tracking. We include one bespoke reporting dashboard, which does not include eCommerce.



Develop

from £1,995

Created for if you need to expand our Migration service and want a customised GA4 configuration. The Develop plan is delivered following a consultation with our qualified in-house team. It includes a consultation on Tag Manager and other Google products. Ideal for business that advertise or invest in many services, for example SEO and paid media. It's a one-off investment, no monthly charge.



Enterprise

from £3,995

A full-service POA plan for corporate and large organisations that have international audiences, large product inventories and are active across multiple channels, such as organic, paid advertising and social media. Prices POA. Requires existing enhanced eCommerce tracking and multiple dashboards.

Interested? Next steps

Book your free no obligation online meeting.

We'll need to know some basic details about your organisation or business. Everything we discuss will be protected by our client privacy policy.

We'll need around 15- 30 minutes of your time to answer some initial questions.

Following this, we'll be able to provide a migration plan and schedule.

Visit us at zinc.digital/google-analytics4



Ask Zinc to complete
your GA4 set up
and migration



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