

Are you ready for

GA4?

GOOGLE ANALYTICS 4

We have all heard about it. See you later, Universal Analytics. Google Analytics 4 (GA4) is here! DOM360 has ensured all our clients are ready to go for the migration in July 2023 so they don't lose their data. **As founding members of the Automotive Standards Council for GA4**, here are the top mistakes we have seen in account setups.



TOP 5 COMMON GA4 SETUP MISTAKES

1 FORGETTING TO ADD MULTIPLE VIEWS

When setting up your GA4 account, configure multiple views. This is important because once you modify a view setting, the data is no longer retroactive. An optimal view setup would include at least three views: Main, Test & Unfiltered. The "Main" view is one that you will be actively viewing to assess site analytics. The "Test" view should be used to modify settings before adding those changes to your "Main" view. Lastly, the "Unfiltered" view should receive 100% of your data with no adjustments.

2 FORGETTING TO CHANGE DATA RETENTION SETTINGS

One of the simplest settings to change is your data retention settings. Google has set the standard data retention rate to just two months. In short, this means that you lose all data after each two-month period. This is a big problem if you are trying to make comparisons between UA and GA4 over an extended period of time. Changing your setting from two months to 14 months is critical for data analysis.

3 FORGETTING TO LINK SEARCH CONSOLE AND GOOGLE ADS

Unfortunately, simply creating a GA4 property will not automatically connect your other Google products. This is the case even if everything was previously connected on your UA property. Syncing Search Console and Google Ads allows you to have accurate search reports.

4 FORGETTING TO MIGRATE REMARKETING AUDIENCES

Similarly to linking GSC, installing a GA4 property does not mean that your current remarketing audiences will transfer to your new property. In order to retain your remarketing audiences, you need to manually migrate the audiences to your new GA4 property.

5 FORGETTING TO SET UP GOAL TRACKING

Although this seems obvious, setting up goals is necessary to truly understand if your marketing efforts are working or if a pivot is needed. Calls, form fills, store visits, etc. are all goals that can and should be set up. If not, some of the robust, pre-built reports will not work. This will affect your conversion rate and will leave holes in your understanding of the traffic that your efforts are producing. Setting up at least one conversion goal is vital!



UNIVERSAL ANALYTICS SUNSETS JULY 1, 2023

OUR CLIENTS ARE READY TO GO.
DID YOUR AGENCY PREPARE YOU?

Are you wondering if you are prepared for the migration to GA4? Ask your agency these two vital questions:



Is my account fully set up
for GA4?



What else do I need to do to make
sure the transition is seamless?



Our team here at DOM360 is ready and able to help ensure that your Google Analytics 4 property and, more importantly, your business are set up for success. **As founding members of the Automotive Standards Council for GA4**, a collection of automotive agencies, website providers and digital platforms working to standardize the configuration of GA4 for automotive dealerships, we are equipped with the knowledge to ensure that your dealership is up to snuff for the upcoming transition.

Not getting the answers you're needing?
Don't worry, we can help.

SCHEDULE A FREE CONSULTATION WITH OUR EXPERTS



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