



Analytics

10 Reasons to Upgrade to Google Analytics 4 (GA 4)

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Why People Click

Hi, I am Rob



- 20 Years in Marketing
- We tell stories from data
- Fix marketing problems
- Get you to the TOP on Google
- Develop your uncopyable position

Our Agenda

- What is Google Analytics 4 (GA 4)
- 10 Reasons to Upgrade to Google Analytics 4 (GA 4)
- 1 Really Important Point
- Wrap Up Q & A

What's GA 4?

GA 4, also known as Google Analytics 4, is the latest version of Google Analytics. It was released in October 2020 and is designed to be more privacy-focused, cross-platform, and predictive than its predecessor, Universal Analytics.

Reason 1: GA 4 is AI Powered

GA 4 uses artificial intelligence to provide more accurate and insightful data. This is done by using machine learning to identify patterns in data and make predictions about future behavior. For example, GA 4 can be used to predict which users are most likely to convert, or to identify which marketing channels are most effective.

Reason 2: GA 4 is Cross-platform

GA 4 can be used to track data from websites, apps, and other devices. This allows you to *get a complete view of your users' behavior*, regardless of how they interact with your business. For example, you can use GA 4 to track how users move from your website to your app, or to see how users interact with your different marketing channels.

Reason 3: GA 4 is Predictive

GA 4 can predict future behavior based on historical data. *This allows you to take proactive steps to improve your business.* For example, you can use GA 4 to predict which users are most likely to churn, or to identify which marketing channels are most likely to generate leads.

Reason 4: GA 4 is Personalized

GA 4 can be used to create personalized experiences for users. This can be done by using machine learning to identify user preferences and then tailoring your content and marketing messages accordingly. For example, you can use GA 4 to show users different products or services based on their past purchases, or to send them targeted email campaigns.

Reason 5: GA 4 is Privacy Focused

GA 4 has been designed with privacy in mind. This means that it doesn't collect IP addresses by default, and it offers a number of other privacy features, such as the ability to delete user data.

Reason 6: GA 4 is Scalable

GA 4 can handle large datasets. This is important for businesses that collect a lot of data, such as e-commerce businesses or businesses with a large number of website visitors.

Reason 7: GA 4 is Affordable

GA 4 is free to use. This makes it a cost-effective solution for businesses of all sizes.

Reason 8: GA 4 is Easier to Use

GA 4 has a more user-friendly interface. This makes it easier to get started with GA 4, even if you're not a data analyst, yet.

Reason 9: Compatible with Other Google Products

GA 4 can be integrated with other Google products, such as Google Ads and Google Marketing Platform. This allows you to use GA 4 data to improve your marketing campaigns and get more out of your Google products.

Reason 10: GA 4 is Secure

GA 4 uses industry-standard encryption to protect your data. This ensures that your data is safe and secure.

Most Important Reason

Other Google Analytics (Universal Analytics) properties will stop processing data starting July 1, 2023

Q&A



Let's Connect

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