Google
Analytics 4

Phiphat Sotthivilaipong

Working Experience

Head of Digital Marketing at Chivit-D by SCG

Usports (Digital Marketing Consultant)

Education

Master Degree Digital Marketing Communication Bangkok University

Certifications

Chief Marketing Technologies by future skills

HubSpot partner certifications (Inbound / Automation / CRM / Content)

Google Analytics / Google ads / Google Data Analytics

Keynote & Lecture

•วิทยากรพิเศษ Marketing Automation by Hubspot (โรงพยาบาลพญาไท)

•วิทยากรพิเศษ SEO (SCG / การตลาดวันละตอน / Usports / สถาบันเทคโนโลยีไทย-ญี่ปุ่น)

•วิทยากรพิเศษ CRM for Marketer (โรงพยาบาลพญาไท / SCG)

•วิทยากรพิเศษ Inbound Marketing (โรงพยาบาลพญาไท / SCG)

•วิทยากรพิเศษ O2O data driven (โรงพยาบาลพญาไท)

•วิทยากรพิเศษ Marketing Technology (สถาบันเทคโนโลยีไทย-ญี่ปุ่น)

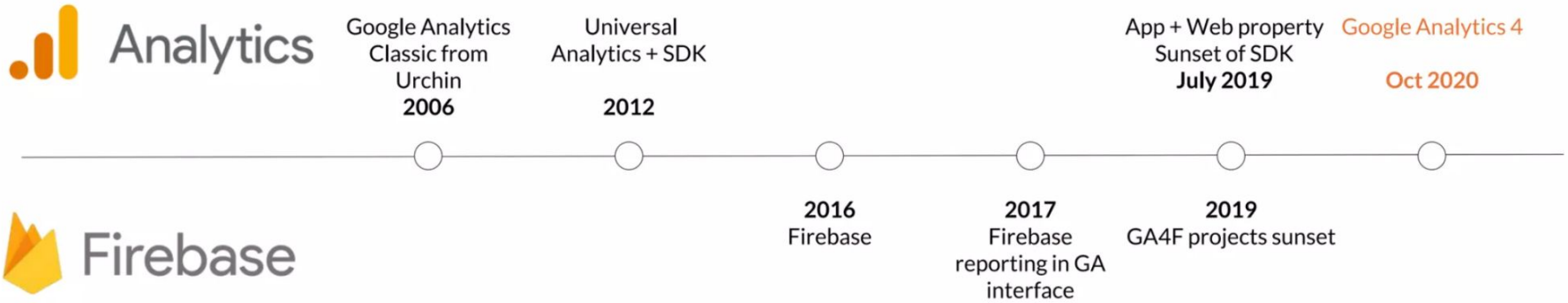
•วิทยากรพิเศษ Google ads Performance (สถาบันเทคโนโลยีไทย-ญี่ปุ่น / SCG)

•วิทยากรพิเศษ Google Analytic 4 (Myhome app by SCG)

Course Agenda

09.00 - 09.30	Introduction Google Analytic 4
09.30 - 10.30	How to Setup Google Analytic 4 with GTM
10.30 - 10.40	Break 1
10.40 - 12.00	What's new / What Different GA vs GA4
12.00 - 13.00	Break 2
13.00 - 14.00	What does GA4 Look like?
14.00 - 14.30	How to Measurement Google Analytic 4
14.30 - 14.40	Break 3
14.40 - 15.00	What's Search Console / How to install Search Console
15.00 - 16.00	What does Search Console ? (Remove outdated content)
	How to Measurement organic traffic with Search Console

Google Analytics 4 is an analytics service that enables you to measure traffic and engagement across your websites and apps

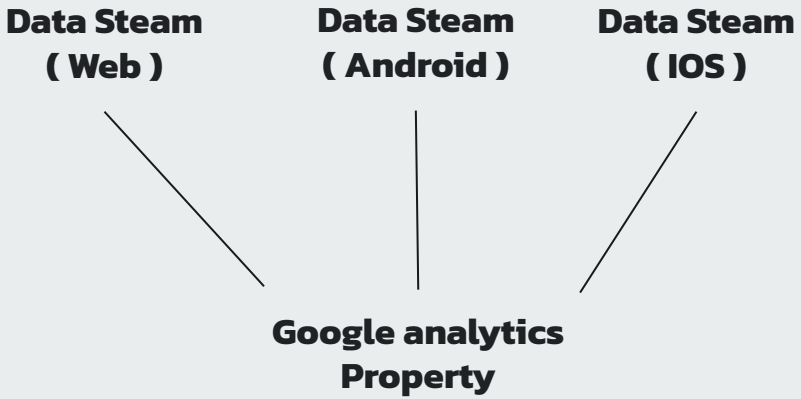

Analytics
Google Analytics Classic from Urchin
2006
Universal Analytics + SDK
2012
App + Web property Sunset of SDK
July 2019
Google Analytics 4
Oct 2020
Firebase
2016
Firebase
2017
Firebase reporting in GA interface
2019
GA4F projects sunset

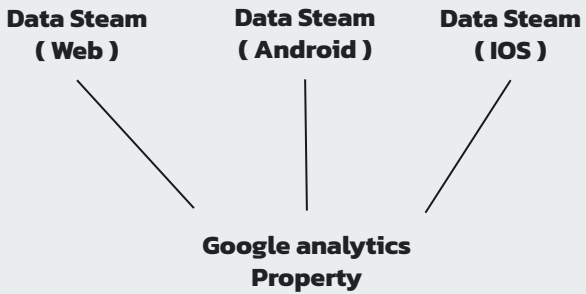
Scalable

Responsible, durable measurement

Intelligent business predictions

Drive business impact


Data Steam
(Web)
Data Steam
(Android)
Data Steam
(IOS)
Google analytics
Property


Data Steam
(Web)
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(Android)
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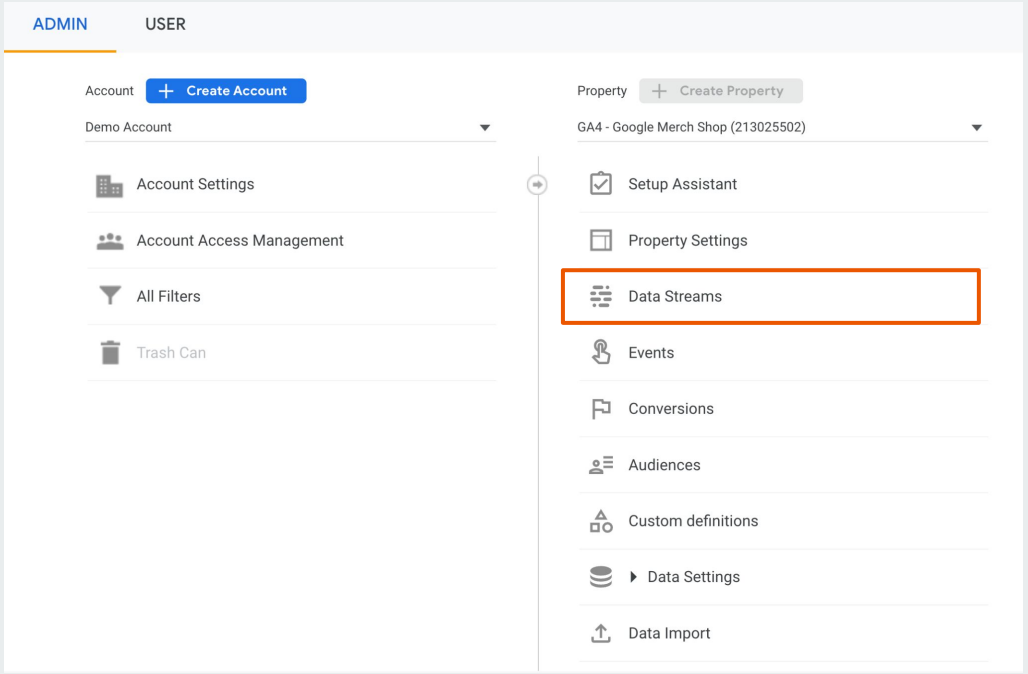
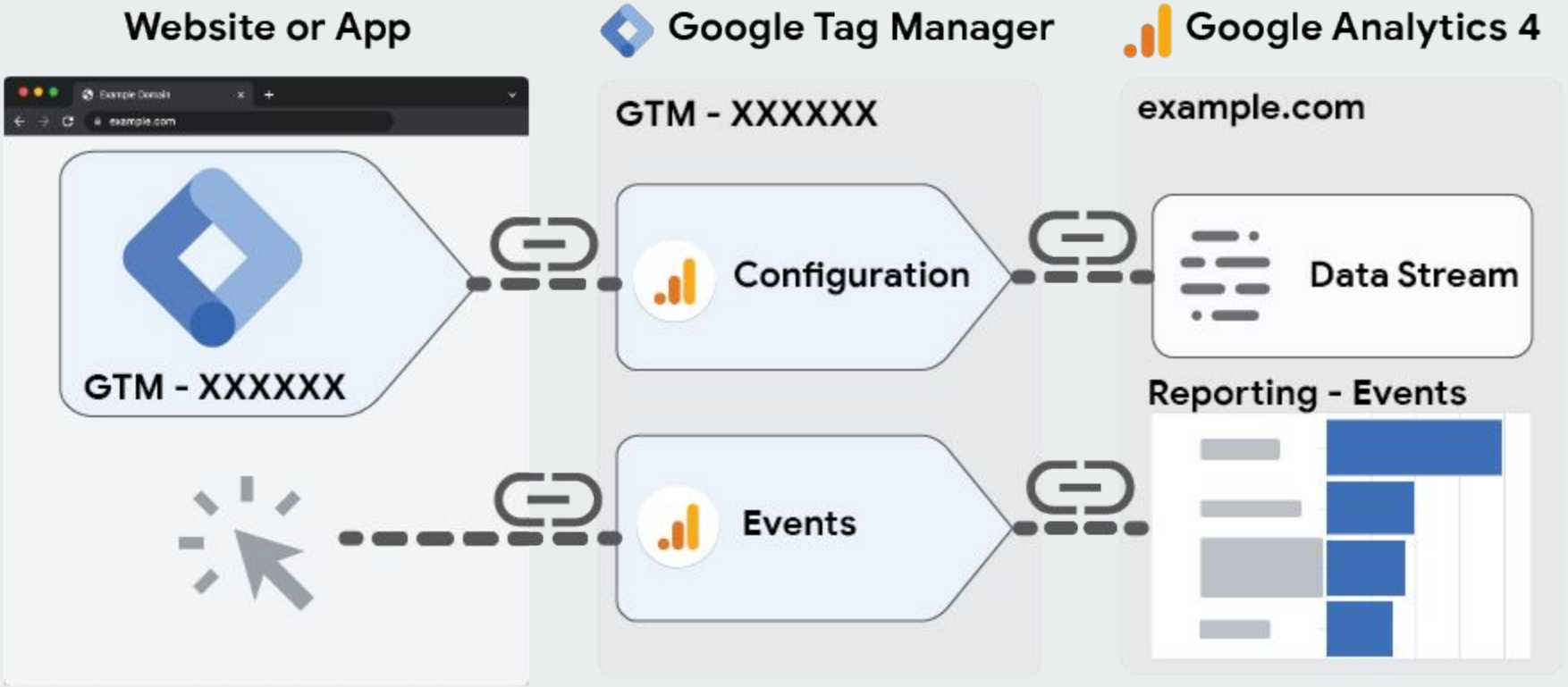
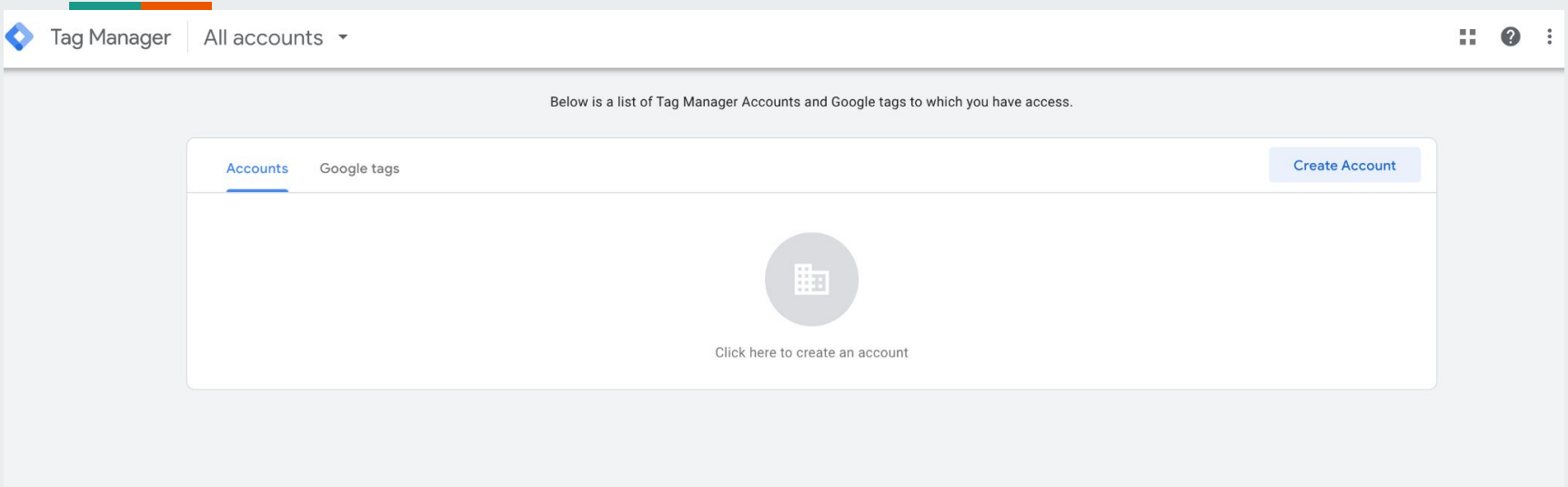
Google analytics
Property


ADMIN
USER
Account
Create Account
Demo Account
Account Settings
Account Access Management
All Filters
Trash Can
Property
Create Property
GA4 - Google Merch Shop (213025502)
Setup Assistant
Property Settings
Data Streams
Events
Conversions
Audiences
Custom definitions
Data Settings
Data Import

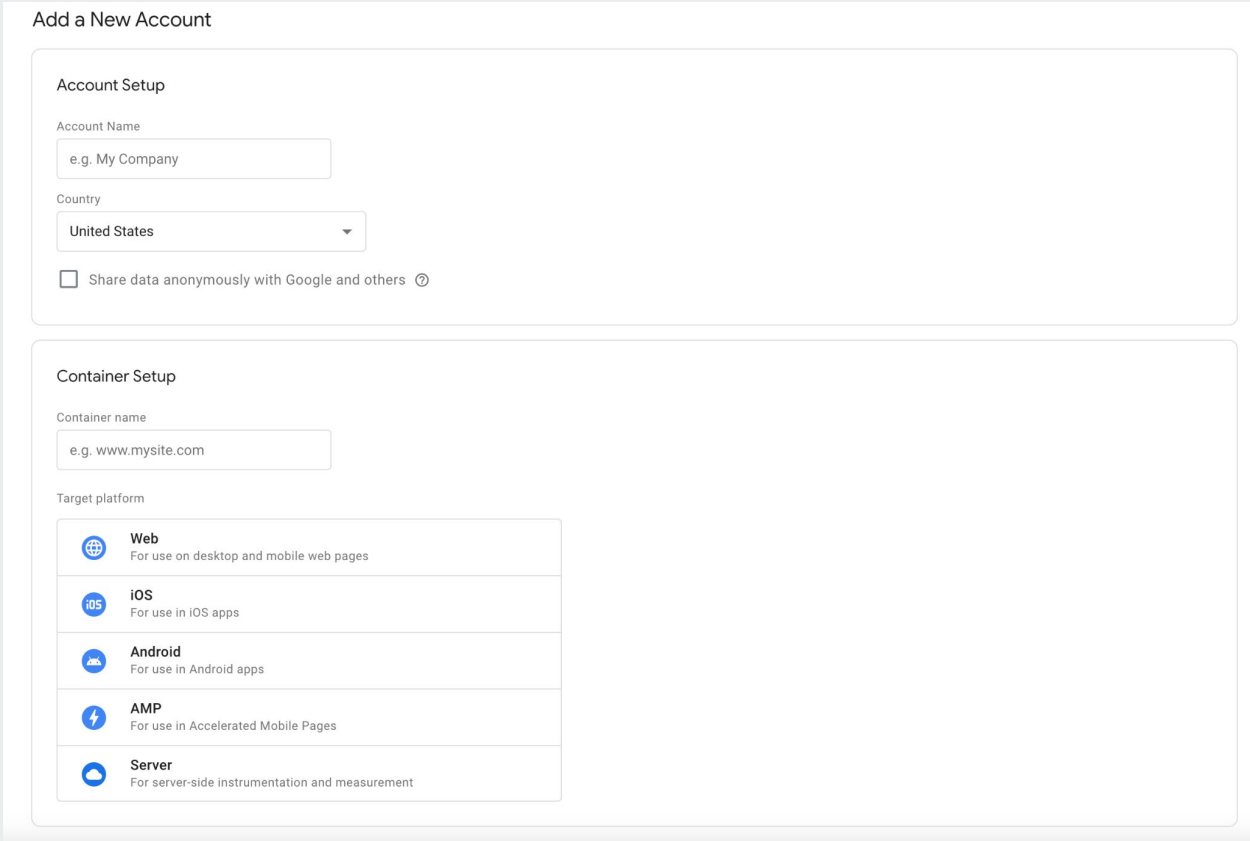
How to Setup Google Analytic 4 with GTM


Website or App
Google Tag Manager
Google Analytics 4
GTM - XXXXXX
GTM - XXXXXX
example.com
Configuration
Data Stream
Reporting - Events
Events



Create your account Google tag manager

https://tagmanager.google.com/


Add a New Account
Account Setup
Account Name
e.g. My Company
Country
United States
Share data anonymously with Google and others
Container Setup
Container name
e.g. www.mysite.com
Target platform
Web
For use on desktop and mobile web pages
iOS
For use in iOS apps
Android
For use in Android apps
AMP
For use in Accelerated Mobile Pages
Server
For server-side instrumentation and measurement

Break 1

What’s new ?

Built with a bigger focus on machine learning.

The customer journey in focus

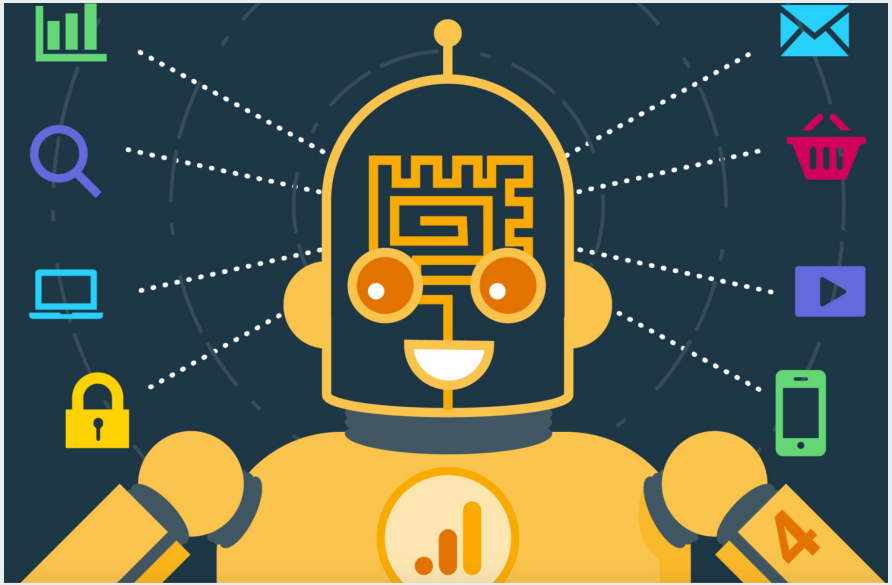
Improved audience building & remarketing

Events tracking

New reports

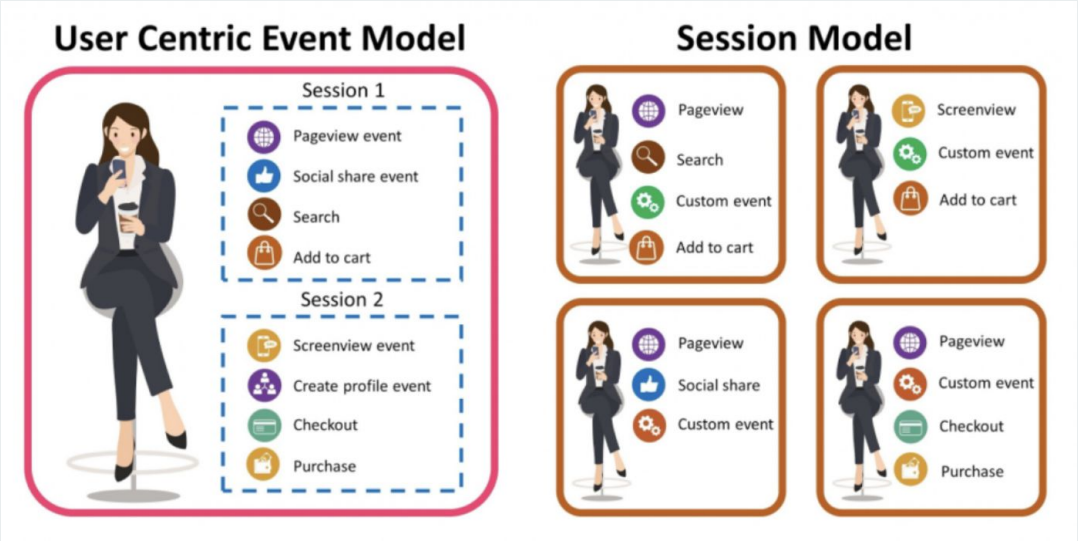
Built with a bigger focus on machine learning

The AI-powered insights will be able to predict outcomes such as revenue from a particular segment of customers



The customer journey in focus

GA4 focuses more on the entire journey by providing more insight to how customers are interacting from start to finish.



The customer journey in focus

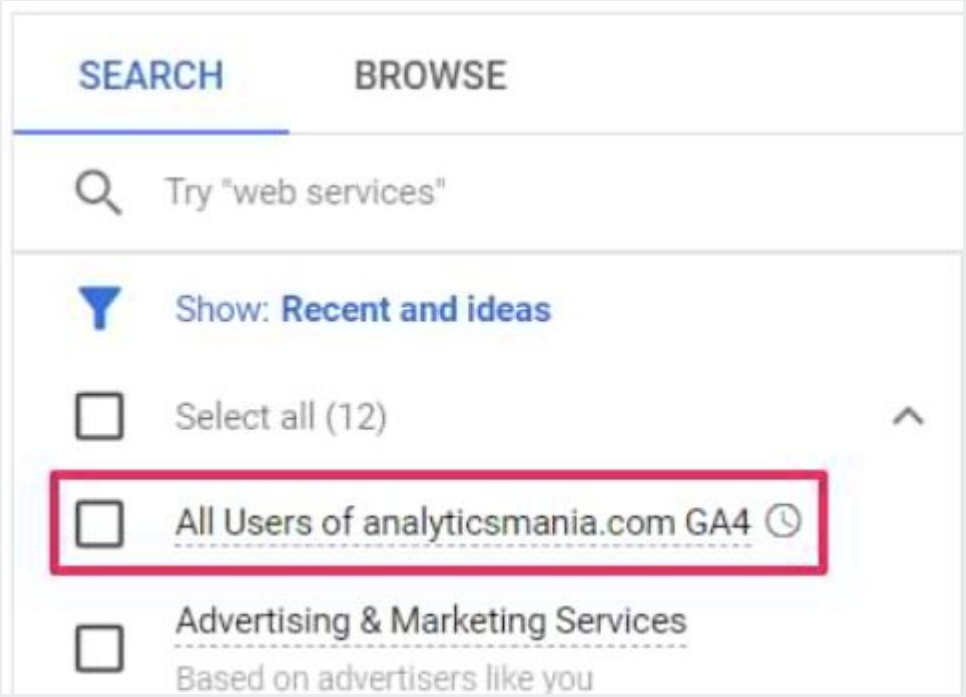
To understand how GA4 is tracking the customer journey across multiple sessions and devices, we have to take a look at two features; Google Signals and User ID

Google Signals

User ID

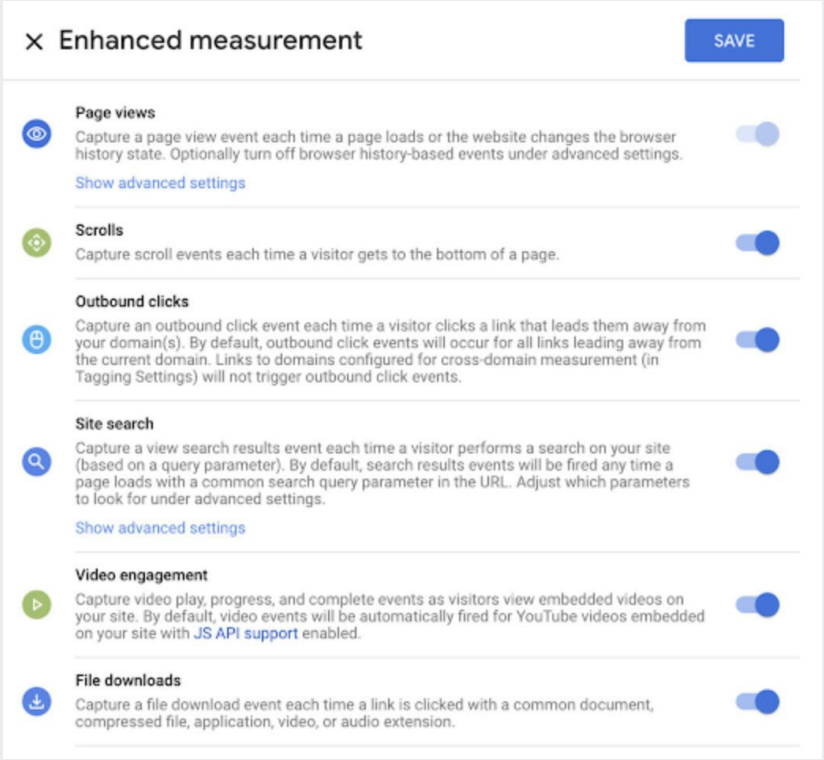
Improved audience building & remarketing

With GA4 you can create audiences by grouping together users based on any combination of dimension, metrics and events



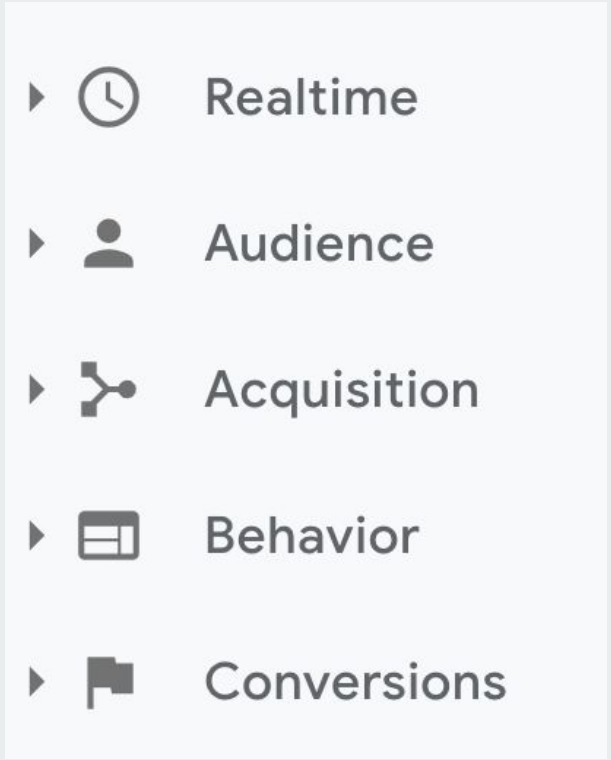
Events tracking

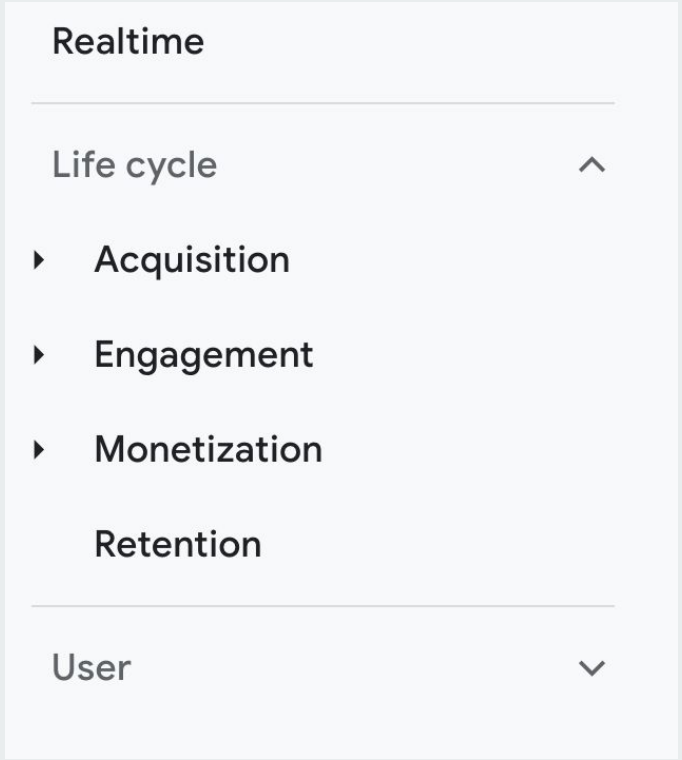
Users will be able to add and edit basic event tracking in GA without having to edit on-site code or set up tracking in tag manager



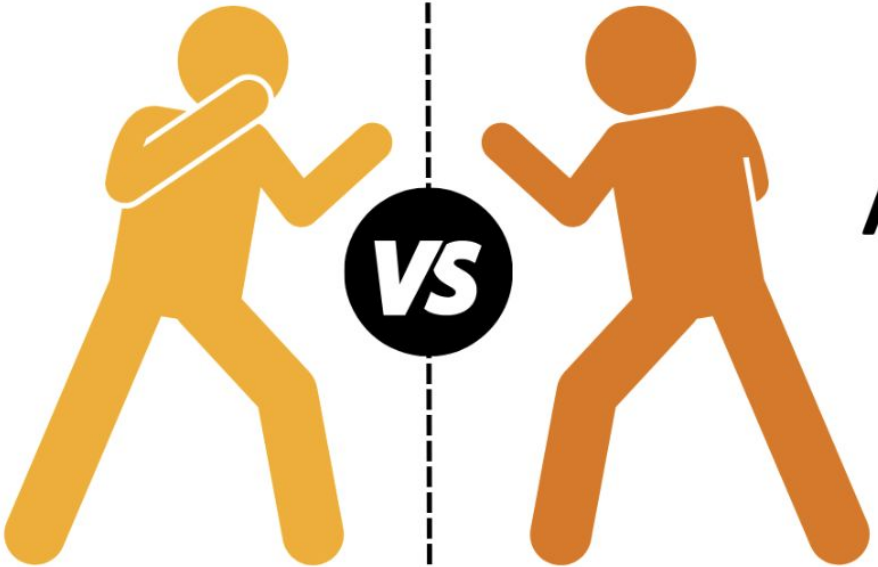
New reports

Life cycle reports



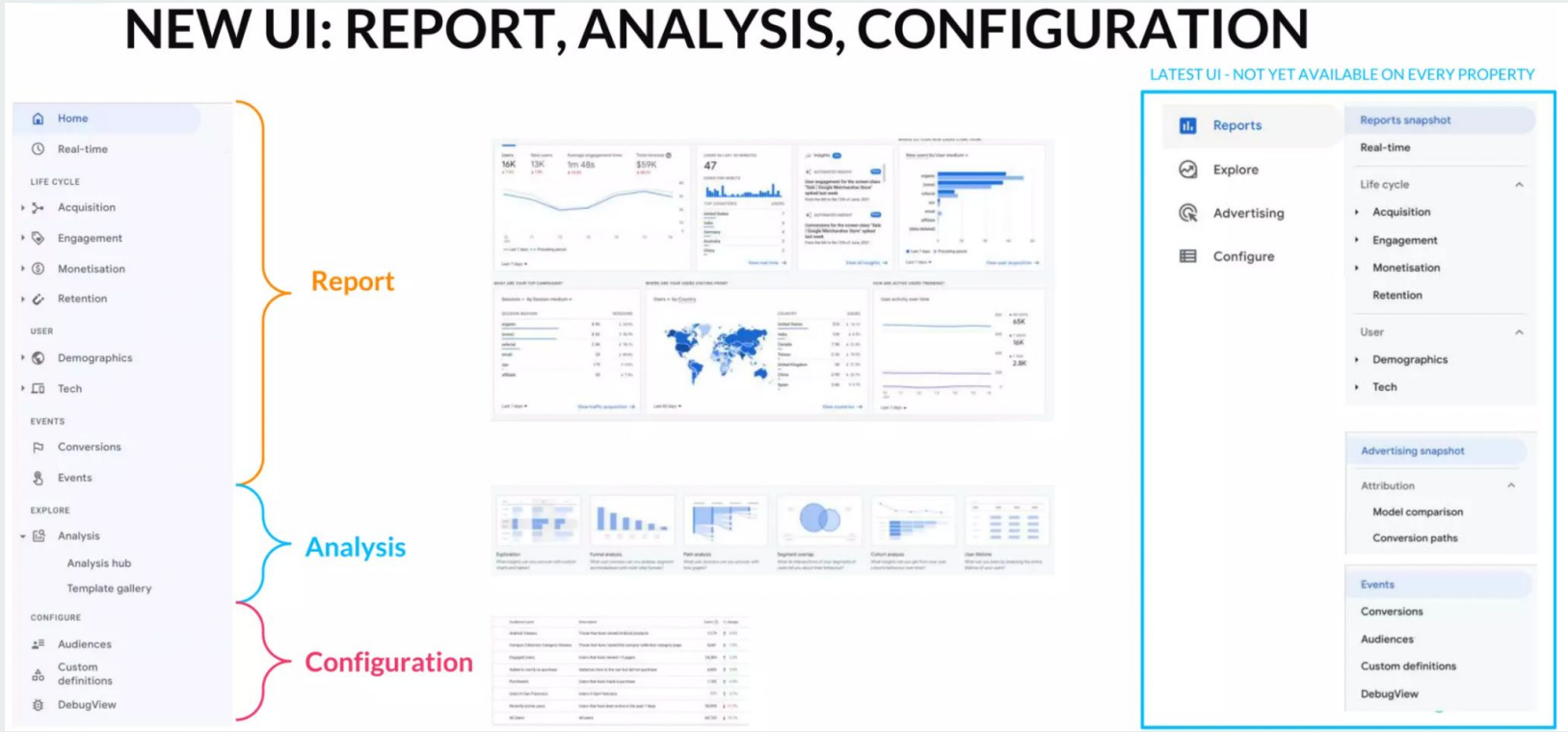


GOOGLE ANALYTICS UNIVERSAL

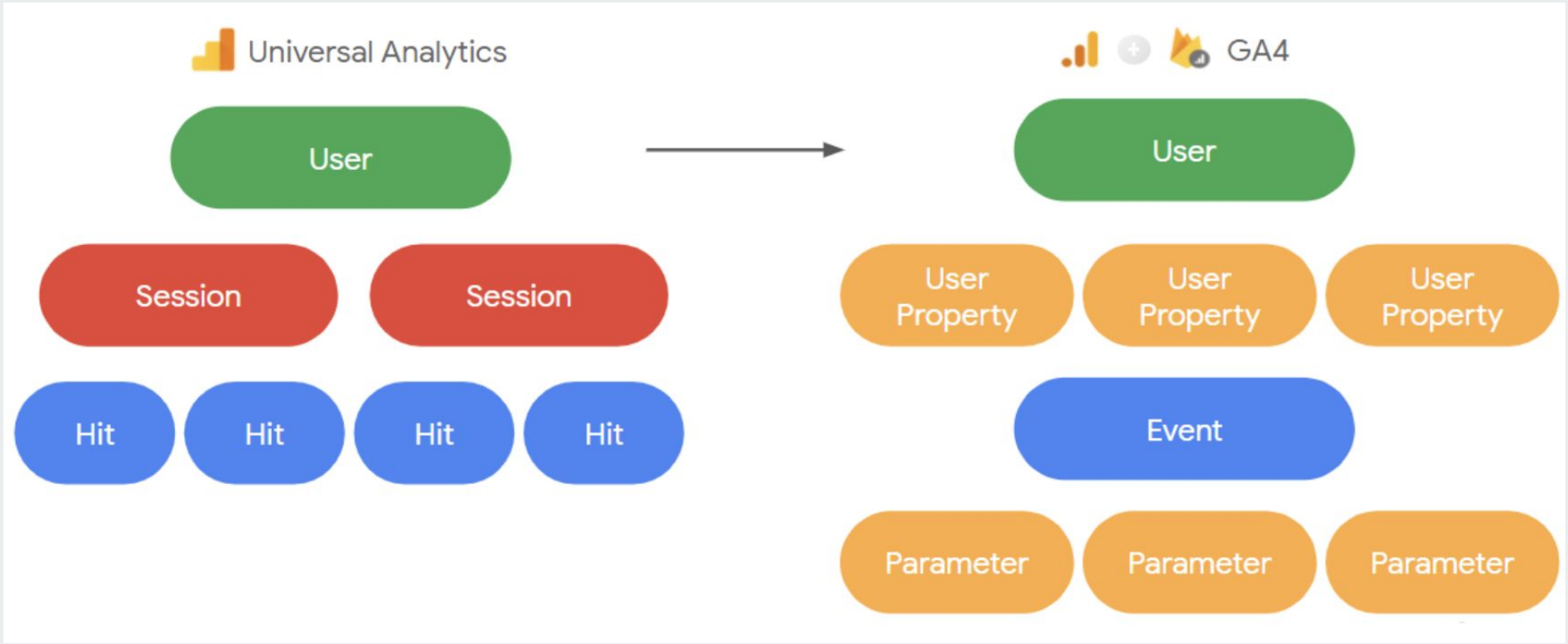


GOOGLE ANALYTICS 4

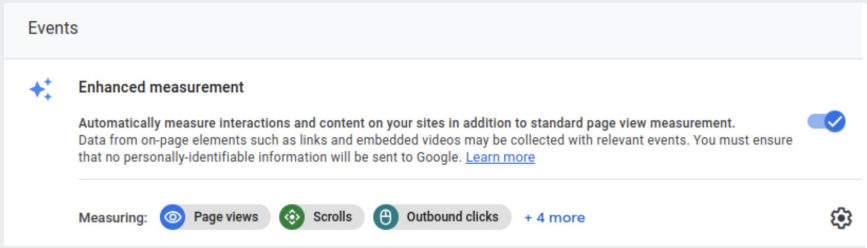
Data & Reports

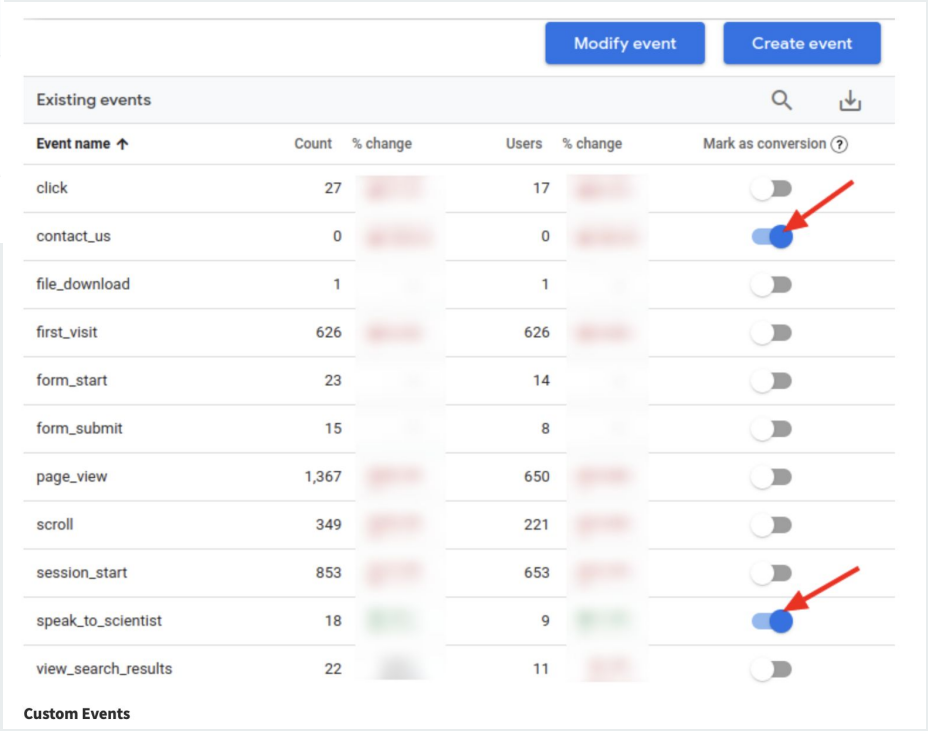


Session-based Data Vs. Event-based Data



Event and Conversion Creation





Stored user data

Universal Analytics stored user data for up to 50 months, but GA4 will only store user-specific data for up to 14 months.

Break 2

What does GA4 Look like?

https://analytics.google.com/

How to Measurement

Google Analytic 4

https://analytics.google.com/

Break 3

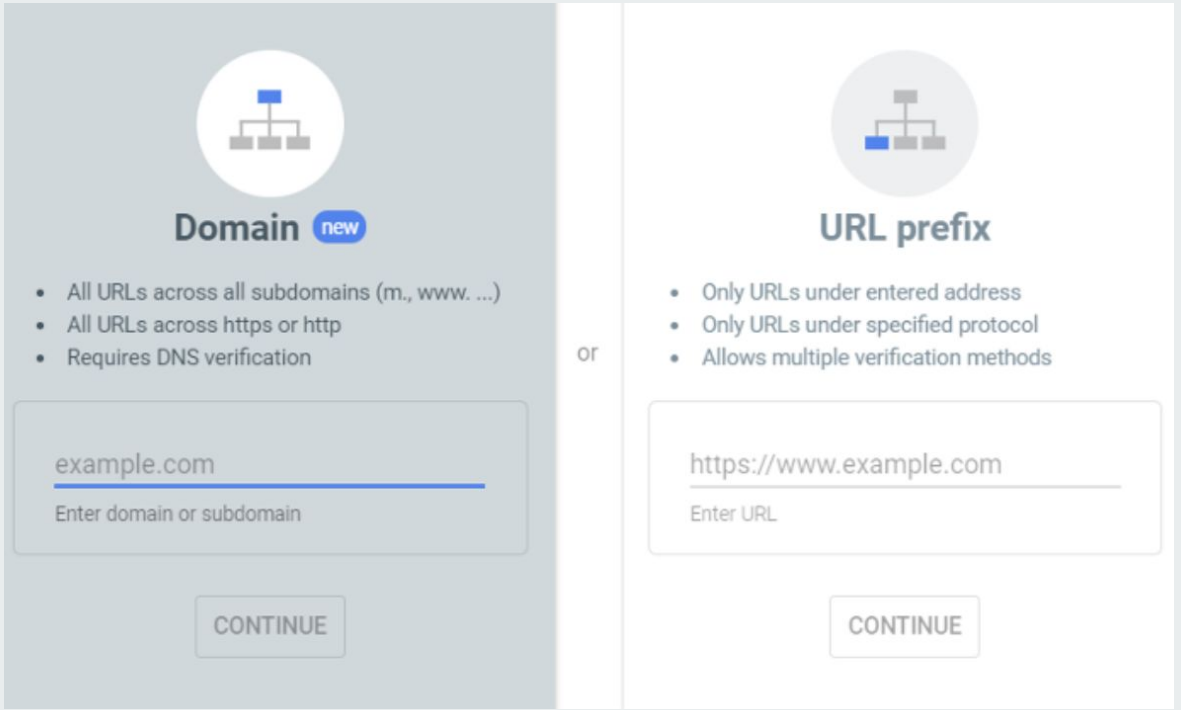
What’s Search Console

How to install Search Console

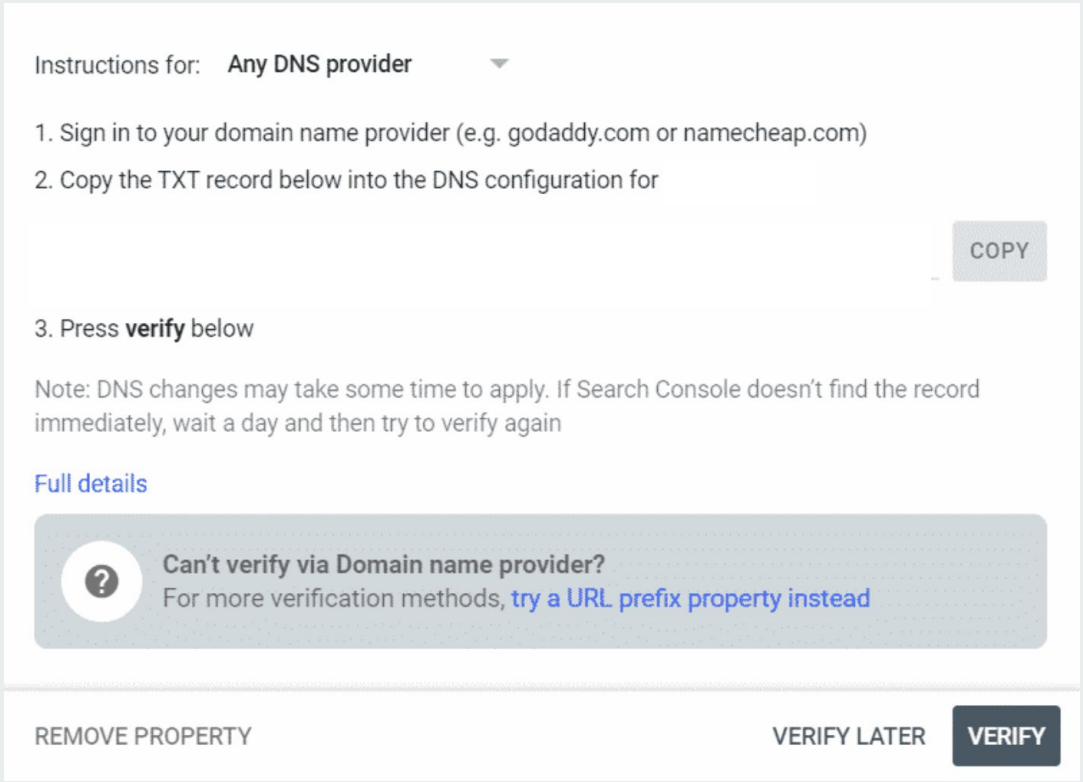
How to install Search Console

helps you monitor, maintain, and troubleshoot your site's presence in Google Search results

How to install Search Console



How to install Search Console



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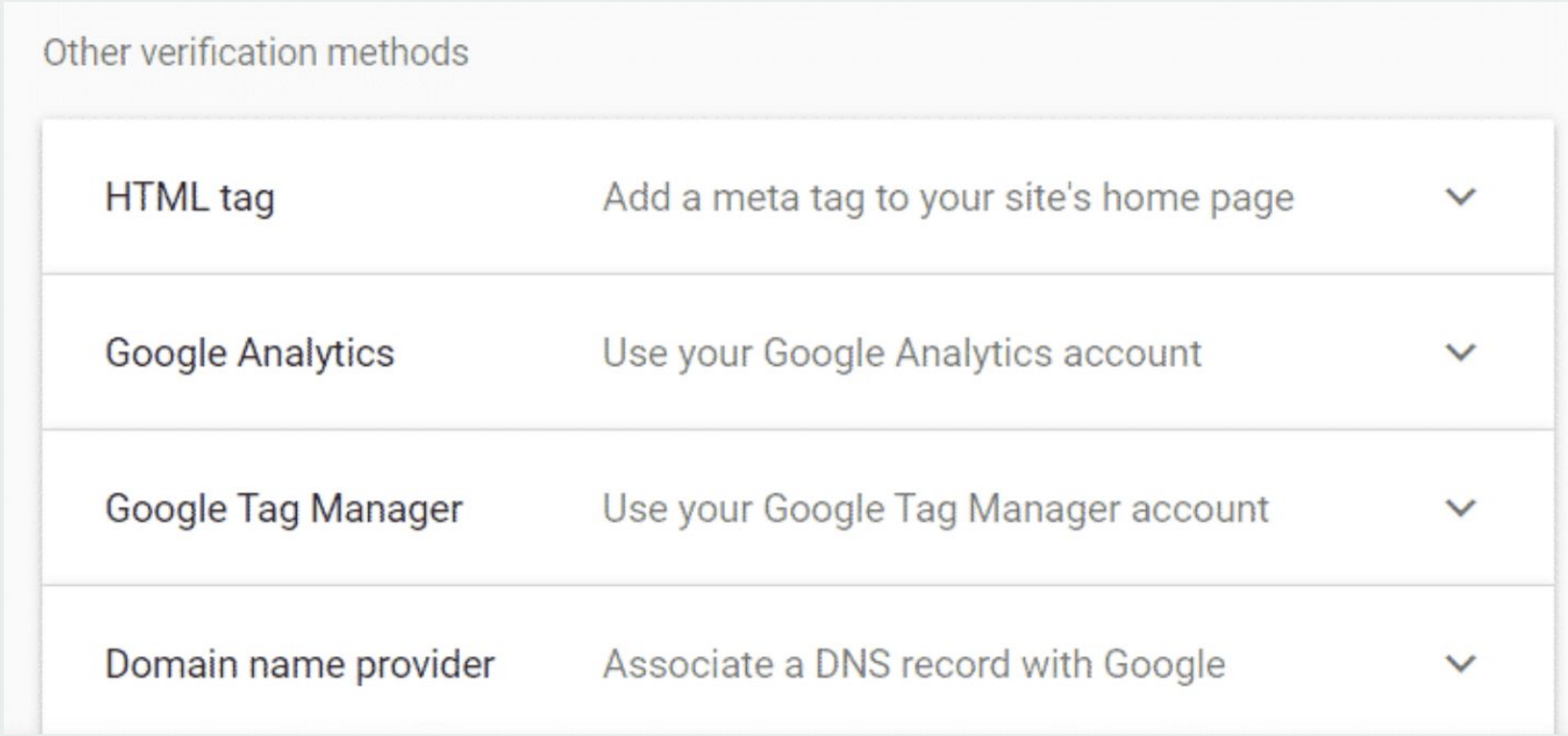

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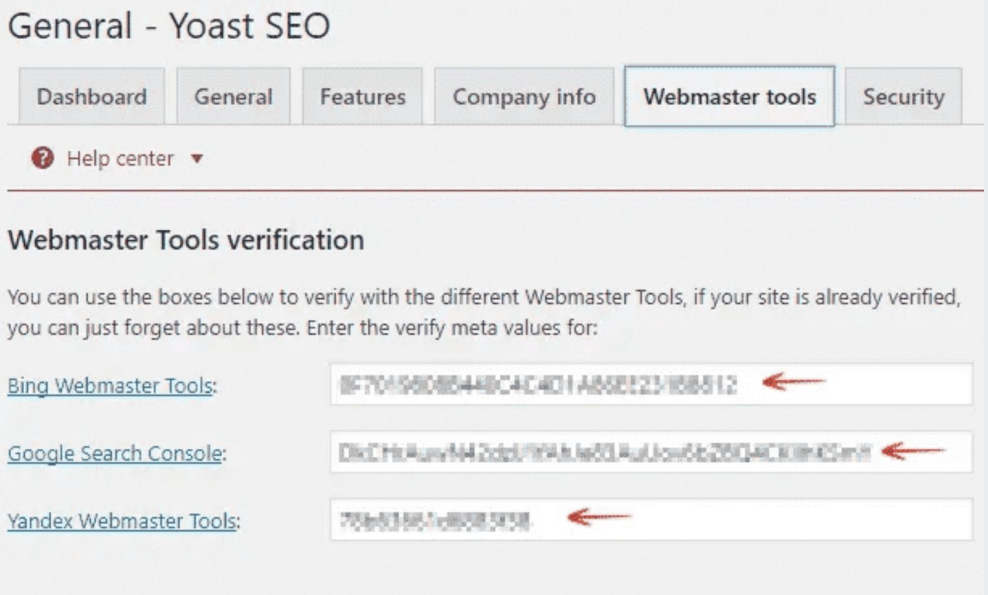
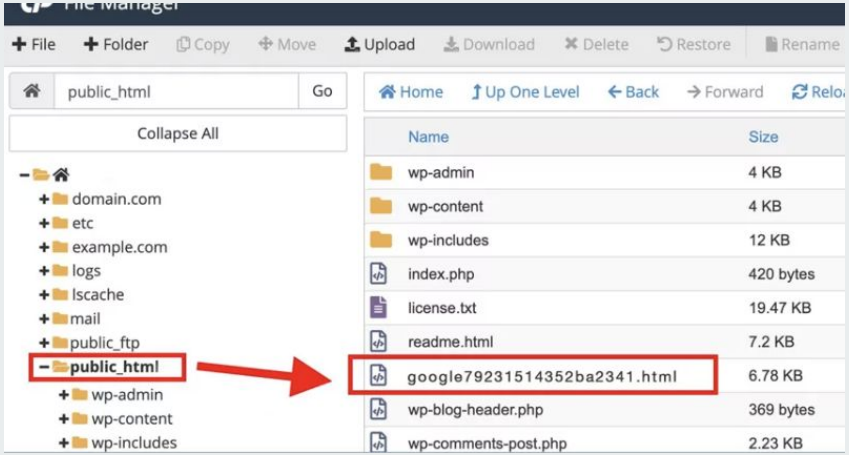




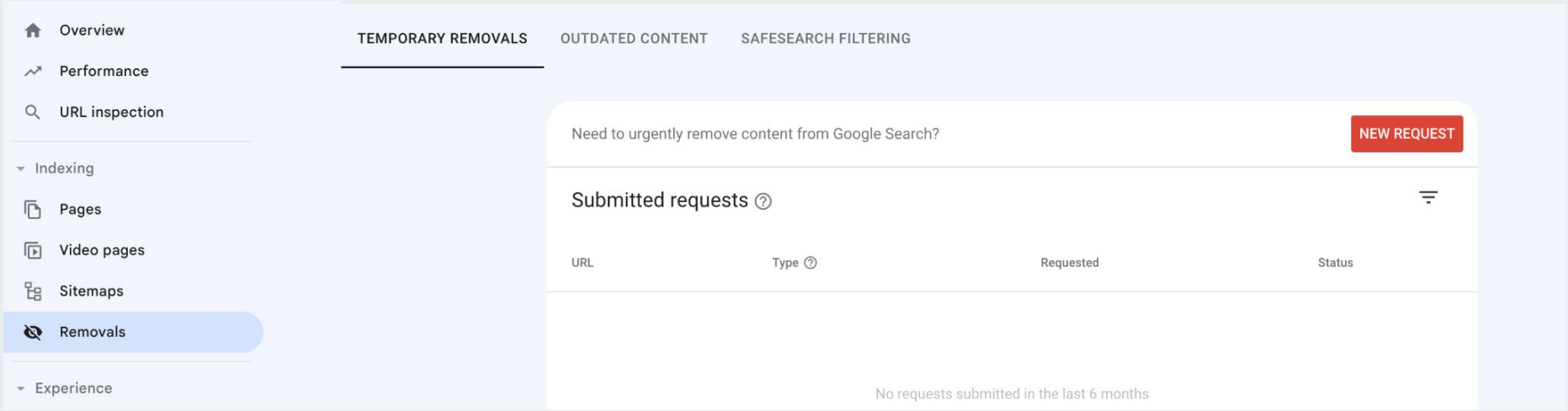
What does Search Console ?

(Remove outdated content)

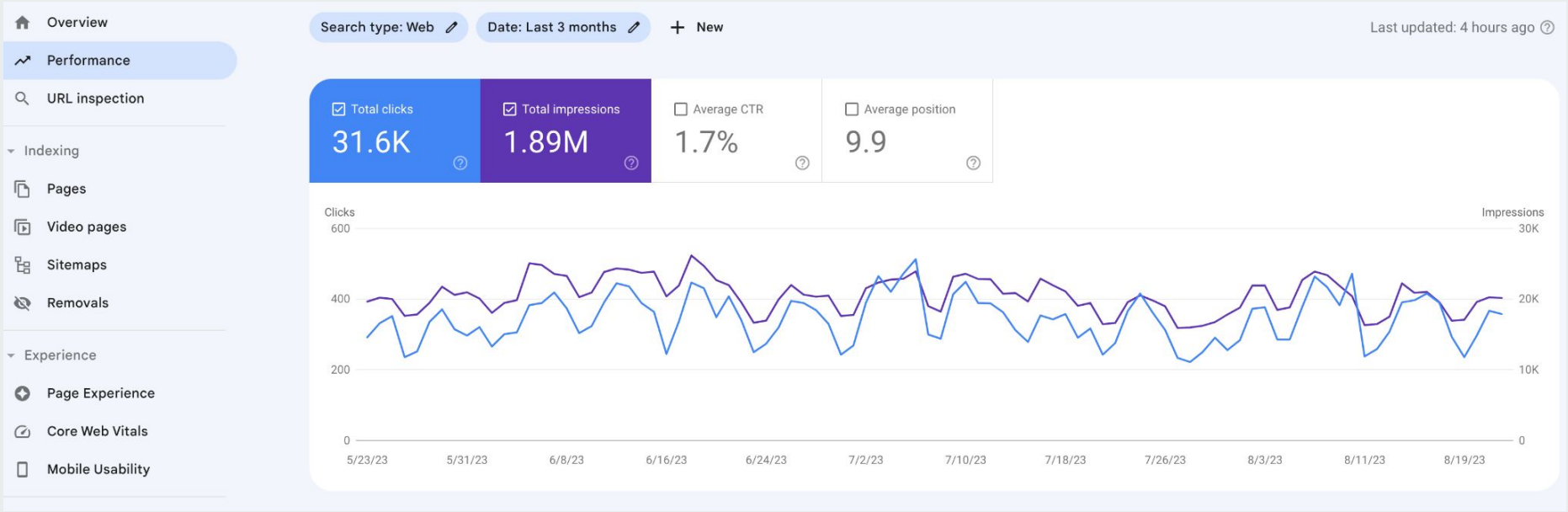
How to Measurement organic traffic

with Search Console

Remove outdated content



How to Measurement organic traffic with Search Console



Q&A