



# Google Analytics 4 on TNEW

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# Agenda



Comparison of Universal Analytics and Google Analytics 4



Review Events



Review Items Data



Review User Data



Custom Events

# Universal Analytics vs Google Analytics 4

## Universal Analytics

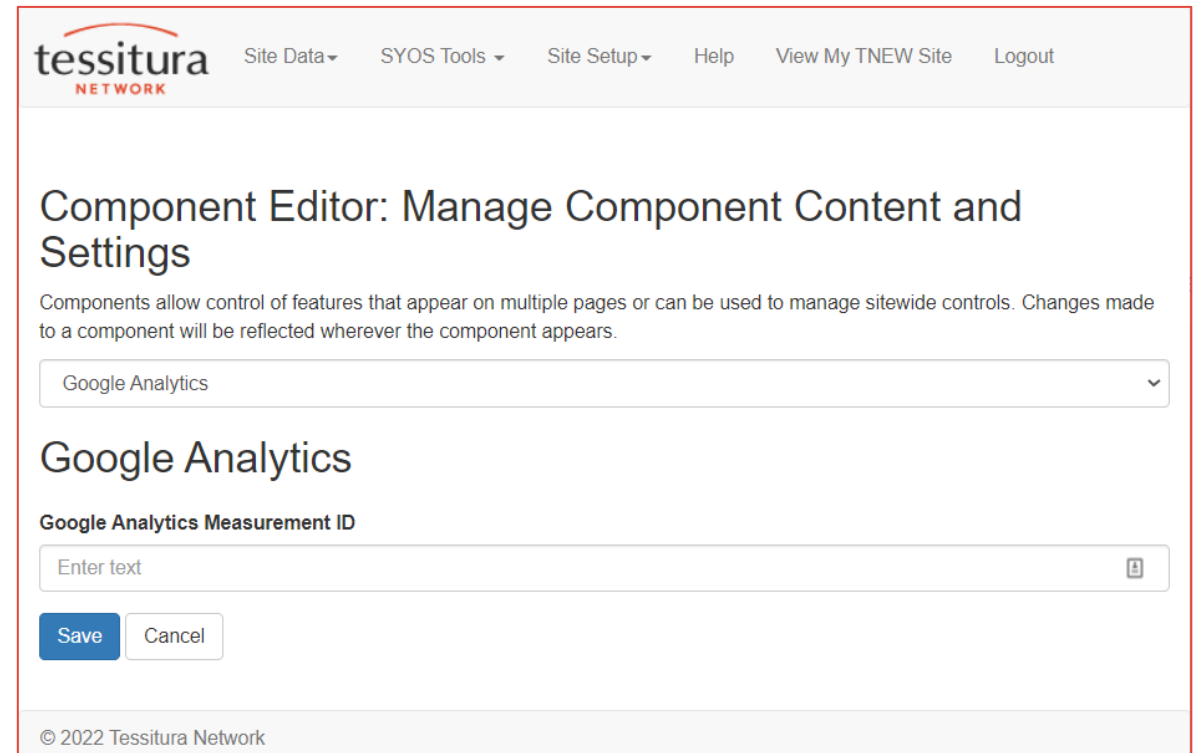
- E-Commerce Actions Tracked Automatically
- Designed for Websites
- Uses Data Layer Data for Tracking
- Not Very Good at Consent (GDPR)

## Google Analytics 4

- Events Track Actions across the Site
- Originally Designed for Apps and Games
- Uses Event Parameters for Tracking
- Designed with Cookie Consent In Mind (GDPR)

# Configuring Google Analytics 4 on TNEW

- Much more simple than Universal Analytics
- New Component Editor
- New Property:  
**Google Analytics  
Measurement ID**



The screenshot shows the 'Component Editor: Manage Component Content and Settings' interface. At the top, there is a navigation bar with the 'tessitura NETWORK' logo and menu items: 'Site Data', 'SYOS Tools', 'Site Setup', 'Help', 'View My TNEW Site', and 'Logout'. Below the navigation bar, the main heading is 'Component Editor: Manage Component Content and Settings'. A sub-heading reads: 'Components allow control of features that appear on multiple pages or can be used to manage sitewide controls. Changes made to a component will be reflected wherever the component appears.' A dropdown menu is set to 'Google Analytics'. Below this, the section is titled 'Google Analytics' with a sub-section 'Google Analytics Measurement ID'. There is a text input field with the placeholder 'Enter text' and a lock icon on the right. At the bottom of the form are 'Save' and 'Cancel' buttons. The footer of the page contains the copyright notice '© 2022 Tessitura Network'.

# Google Analytics 4 Events



## — WHAT IS AN EVENT? —

*Any distinct action  
occurring at a distinct time  
associated with a user*

# Tracked Events

## Account Related Events

- login
- sign\_up

## Shopping Events

- view\_item\_list
- select\_item
- select\_promotion

## Purchase Path Events

- add\_to\_cart
- view\_cart
- remove\_from\_cart
- add\_payment\_info
- add\_shipping\_info
- begin\_checkout
- purchase

## Social Events

- share

## Other Events

- view\_page

# Event Data

- Events have parameters that define more information about an event.
- Parameters are defined and recommended by Google

# Example Data: Login Event

- User successfully logs in using the Login page (/account/login)
  - ▶ **Method: email-tnew**
- User successfully logs in using Log In with Facebook on the Login page (/account/login)
  - ▶ **Method: facebook**
- User successfully logs in using the Guest Checkout page (/cart/guest) having previously done so.
  - ▶ **Method: email-tnew-guest**
- User successfully completes a One-Page Giving contribution (donate/q/<slug>) having previously registered.
  - ▶ **Method: email-tnew-one-page**

# Not Tracked Events

- `ad_impression` (a user sees an ad impression, for app only)
- `earn_virtual_currency` (a user earns virtual currency (coins, gems, tokens, etc.))
- `join_group` (a user joins a group to measure the popularity of each group)
- `select_content` (a user selects content)
- `spend_virtual_currency` (a user spends virtual currency (coins, gems, tokens, etc.))
- `tutorial_begin` (a user begins a tutorial)
- `tutorial_complete` (a user completes a tutorial)
- `add_to_wishlist` (a user adds items to a wishlist)
- `generate_lead` (a user submits a form or a request for information)
- `refund` (a user receives a refund)
- `view_promotion` (a user sees a promotion)

# TNEW Items Array



# What is the Items Array?

- The core of ecommerce events is the products being sold on TNEW.
- GA4 represents products as an array of items added to ecommerce events
- Can contain up to 200 items

```
items: [  
  {  
    item_id: "12345",  
    item_name: "Stan and Friends Tee",  
    affiliation: "Google Merchandise Store",  
    coupon: "SUMMER_FUN",  
    currency: "USD",  
    discount: 2.22,  
    index: 0,  
    item_brand: "Google",  
    item_category: "Apparel",  
    item_category2: "Adult",  
    item_category3: "Shirts",  
    item_category4: "Crew",  
    item_category5: "Short sleeve",  
    item_list_id: "related_products",  
    item_list_name: "Related Products",  
    item_variant: "green",  
    location_id: "L_12345",  
    price: 9.99,  
    quantity: 1  
  },  
  {
```

# Tracked Events

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# TNEW Items Array

- Item ID (performance perf\_no or package package\_no)
- Item Name (performance title, contribution name)
- Item Category (performance or package)
- Item Category 2 (product type)
- Item Category 3
- Item Category 4
- Item Variant (price type name)
- Price
- Quantity

# Items Array Overrides

- Some TNEW-defined parameters can be overridden using new Product Editor properties:
  - ▶ Item ID (performance perf\_no or package package\_no)
  - ▶ Item Name (performance title, contribution name)
  - ▶ Item Category (performance or package)
  - ▶ Item Category 2 (product type)
  - ▶ Item Category 3
  - ▶ Item Category 4

# User Data



# User-ID

- The **User-ID** associates Tessitura Customer Numbers with individual users
- Connects behavior across different sessions
- Provides a holistic story about a user's relationship with the organization

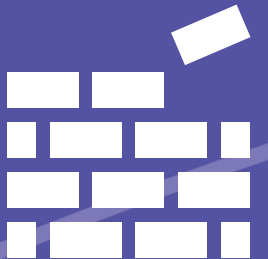
```
gtag('config', 'TAG_ID ✎', {  
  'user_id': '1929273'  
});
```

# How Does the User-ID Work?

- User-ID is set upon login event (*for example: logging in or starting Guest Checkout*)
- User-ID is applied to all previous activity for the session.



# Custom Events and DataLayer



# What is a Custom Event?

- A custom event is an event with a name and set of parameters that you define
  - ▶ *Example: **donate** custom event for when someone donates.*
- Custom Events are not part of the built-in integration

```
gtag('event','read_article', {  
  "author":"Bill Q",  
  "title":"How to Build a Backpack",  
  "number_of_pages":2,  
});
```

# What about the Datalayer?

- Universal Analytics Datalayer is not changing
  - ▶ Customer/Session Collection
  - ▶ Product View Collection
  - ▶ Purchase Collection
- New events will be a new collection in the Datalayer
- After sunset, merge of new product data with Datalayer may occur

```
{
  "transactionId": 38713,
  "transactionAffiliation": 3,
  "transactionTotal": 10,
  "transactionTax": 0,
  "transactionProducts": [
    {
      "sku": "10|22572",
      "name": "Simple Gift - OA",
      "category": "Contribution",
      "price": 10,
      "quantity": 1
    }
  ],
  "transactionShipping": 0
}
```

# Timeline



# Timeline

## Now

- ▶ Beginning Development

## Next

- ▶ Winter 2022/23: Initial Release of Events (v7 and v16)
  - Purchase, View\_Page
- ▶ Spring 2023: Updates and Other Events
- ▶ Summer 2023: Universal Analytics Sunset