BASICS OF GOOGLE ANALYTICS.

Definition -

It refers to an analytics tool or a web analytics service provided by google which allows us to collect/track vast range of data concerning our site performance, traffics and user behaviour.

What it does –

Google analytics had an amazing set of tools which helps us to get quick and easy way of finding out all the required metrics regarding our website. For example, the number of visitors we received from a certain period of time, how many of them are unique visitors, we can also get their geographical distribution, and so on. It is the one of the most appropriate software for a busy website owner to collect relevant data easily and in a certain period of time.

Things which we can find out using google analytics includes: -

- Social media metrics
- Traffics from other sites
- Effectiveness in digital marketing strategy
- Tracking the visitor's behaviour, etc

Why it is needed –

Google analytics is one of the top most powerful tool for monitoring and analysing traffic on your website. It gives us the required amount information about who is visiting our site, what are they looking for, and how they are getting to our site.

It says that, a firm's understanding of the customer values journey is vital and important for any successful marketing/strategy campaign. The customer's journey is referring to the process by which a customer goes through from their first interaction with our brand until their last interaction with it.

It involves the following stages: -

- Acquisition – it means building brand awareness among interested users.
- Behaviours – it means boosting engagement to get people to interact with your business, in other words we can says that increasing facilities to get more attention from the people in our business.
- Conversion – it means converting those prospects into actual paying customers.

Google analytics allows us to easily capture all the data to see which of your marketing efforts are working and which are not working, by this we can make a better and well-defined business decisions.

It’s features –

Some Google analytics features are: -

- Data visualization and monitoring tools.
- Data filtering, manipulation, and funnel analysis.
- Predictive analysis and anomaly detection.
- Custom reports for advertising, acquisition, and audience conversion.
- segmentation for analysis of subsets, such as conversions.
- email-based sharing and communication.
- integration with other products, including Google Ads, Google Data Studio, Salesforce Marketing Cloud, Google AdSense, Google Optimize 360, Google Search Ads 360, Google Display & Video 360, Google Ad Manager and Google Search Console. Etc.

it’s Advantages-

- Anyone can use it because it is free.
- It can be used in a variety of digital environments, including websites, mobile apps, kiosks, and anything else that has an internet connection.
- Data can be gathered through a variety of platforms and sources, including commerce linkages, industry benchmarking, and so on.
- You can track your ecommerce platform and set unique goals. Etc.

It’s Disadvantages-

- To grasp the complexities of Google Analytics, you must first "learn the language." Unfortunately, finding the correct tools online can be difficult, and instructions for individuals without a basic understanding of analytics can be unclear, time-consuming, or daunting.
- The platform's overall atmosphere could be overpowering. Dashboards, settings, user views, and stats abound.
- The free version of Google Analytics is suitable for practically all users, but if your website traffic is large and you'd like to switch to the premium version, you'll have to pay $150,000.

It’s Latest update- (Google analytics 4 / GA4)

The most recent version of this service, Google Analytics 4, was published in October 2020. GA4 is a significant upgrade above prior Google Analytics versions. It has a completely new user interface and moves away from third-party cookies in favour of machine learning to improve data accuracy.

Capabilities and Features that are new in Google Analytics 4

- Artificial intelligence (AI) and machine learning tools.
- deeper Google Ads integration.
- customer-centric reporting based on data collected throughout the lifecycle.
- more codeless tracking options that can offer data faster.
- For regulatory compliance and data management, improved data control tools have been added.
- Without needing to alter on-site code, GA4 will allow marketers to edit, rectify, and fine-tune the way events are monitored in their analytics.
- Data Import now allows you to combine data from non-website sources (such as apps) into a single property.
- Cross-domain tracking is also possible through the UI and does not necessitate any code changes.
- A "Life Cycle Report" focuses on the user journey and appears to be one of the most significant advances in Analytics. Additionally, "templated reports for ecommerce funnels" provide marketers with a mechanism to show and visualise data, which was previously only available in Analytics 360 accounts.

Highlights of the new Google Analytics 4

- It's designed with machine learning as the primary method of data collection, with "modelling" that can extrapolate from historical data and generate predictions about site traffic and user behaviour. The new AI-powered "Insights" tool is designed to highlight relevant information for marketers automatically.
- It aims to provide marketers with a "more comprehensive understanding of the client journey across devices." And it appears to be more concerned with tracking the entire buyer trip, rather than simply particular metrics across devices, pages, and segments.
- It's built to be "future-proof," meaning it can work without cookies or identifying information.
- Instead of the views and segments used by older Universal Analytics properties, Google Analytics 4 uses "data streams."
- GA4 does not have a "view" level segment. Unlike classic Universal Analytics, which has three levels (Account, Property, and View), GA4 has only two levels: Account and Property.