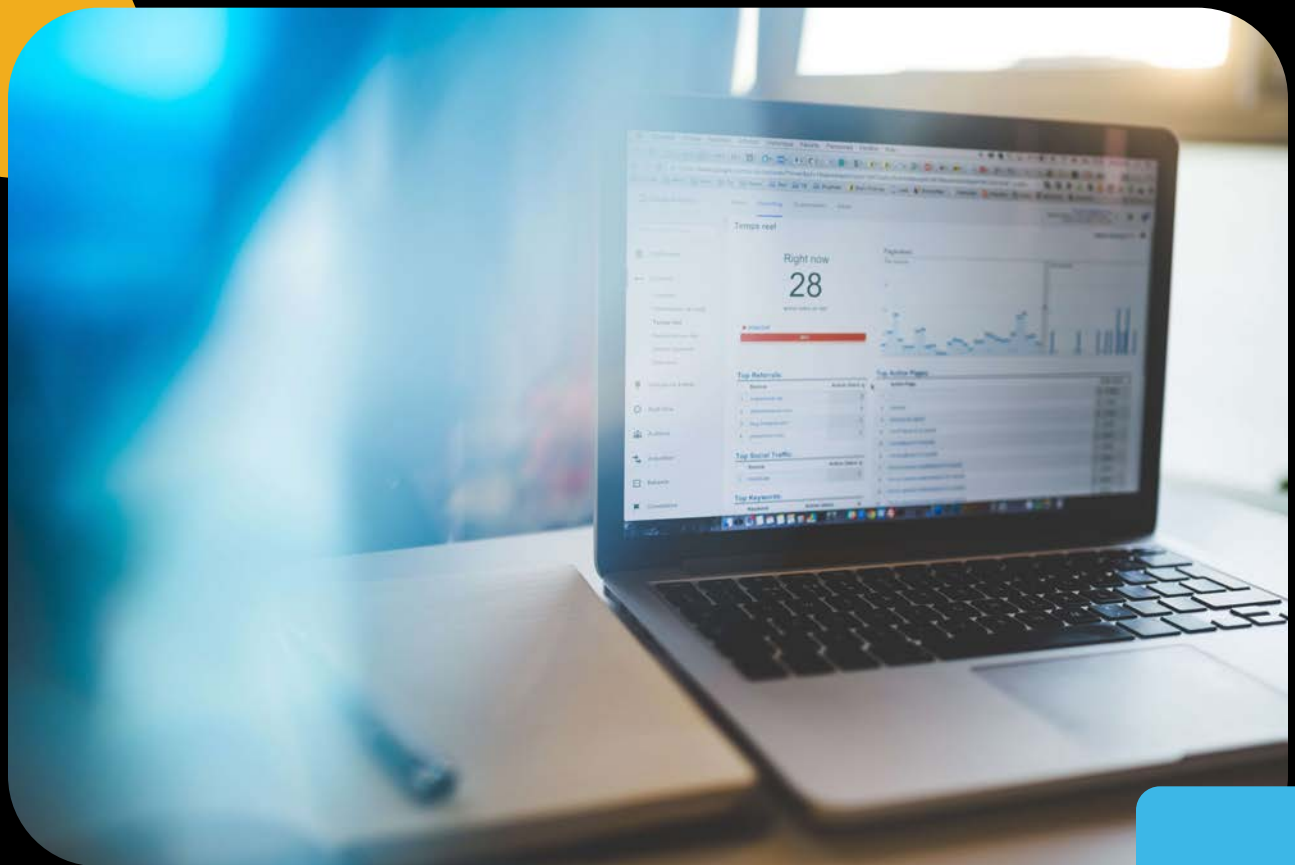


GOOGLE ANALYTICS 4:

What does it mean for your nonprofit?

Created by:
Yeeboo Digital



THE BIG SHIFT IS COMING

The NonProfit Guide To The GA4 Transition

For the first time in the history of Google Analytics, everything is about to change. Your GA setup, your data, your reports and how you measure success is all going to need to be reimagined.

As one of North America's leading agencies focused on digital for nonprofits, we have been keeping a very close eye on this shift. We know that many organizations rely on this data to measure their effectiveness, track revenue and report back on impact.

That is why we have compiled this guide outlining everything we know so far about the impending Google Analytics upgrade to GA4, how it will impact the Non - Profit Sector and what you can do to get ahead of it.



Common ways nonprofits use Google Analytics

As a nonprofit, you have likely been using Google Analytics (GA) for years to:

- analyze your nonprofit's website traffic
- see where your users are coming from
- measure the effectiveness of your marketing efforts
- optimizing your website to turn traffic into donations, event registrations, or volunteer applications
- and more!





The Yeeboo Digital Approach

Partnership built on open communication and collaboration

Yeeboo Digital is a collection of **strategic, technical and creative digital experts** with a focus on **technology, communications and fundraising** for the nonprofit and charitable sector.

Founded in 2010 by Erik Rubadeau and Shannon Pitt, Yeeboo Digital has grown steadily on our reputation for **hard work, innovative solutions and commitment to helping our clients realize their potential online.**

Digital Fundraising

From Strategy through Campaign to Results

Technology Projects

Wordpress, Luminate Online, Engaging Networks

Support Services

GSD. An entire team as your virtual digital coordinator

Why Partner with Yeeboo Digital?

- *10 Years Experience working with nonprofits*
- *100+ Clients*
- *Experienced Fundraisers*
- *Technology Experts*
- *Accredited Digital Marketers*



The **WHAT** and **WHY** of Google Analytics 4

Google Analytics 4 (GA4) represents the evolution of the Google Analytics. Brought in to replace the previous generation product (*Universal Analytics or UA*), GA4 will support your nonprofit in better understanding the donor/client journey.

GA4 was designed:

- to allow organizations to see unified user journey's across their website and apps
- use Google's machine learning technology to surface and predict new insights
- to keep up with the changing ecosystem of the internet
- with privacy at its core - ensuring a better experience for both nonprofits and their constituents
- direct integrations to media platforms that will help drive actions

Key Dates in the move to Google Analytics 4

July 31, 2019

Google introduces [Google Analytics 4](#), a new way to unify app and website measurements

March 16, 2022

Google announces the [sunset of Universal Analytics](#)

Summer 2022

[Yeeboo Digital team](#) begins to move clients from UA to GA4

July 1, 2023

Forced migration of all Google Analytics users to GA4

September 2023

Access to historical data in UA will no longer be available

Key differences between GA4 and UA

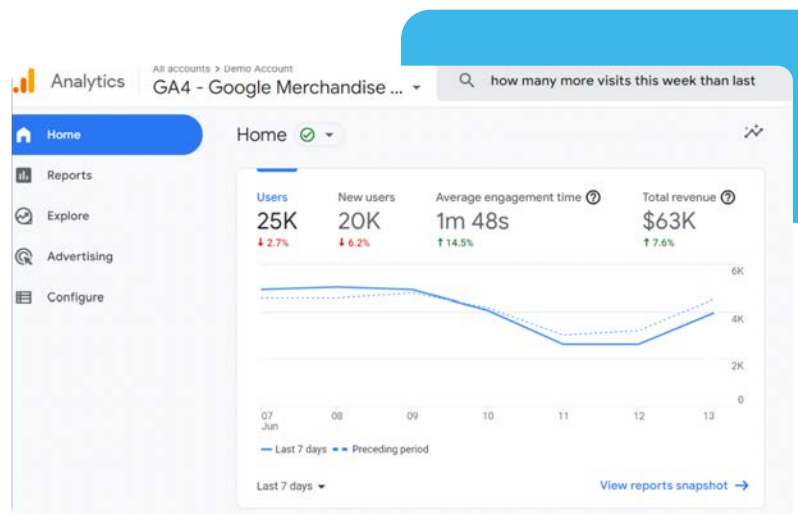
1. Brand new dashboard interface

Where are all those great pre-built reports from UA you are used to? In GA4, things are so customizable you can choose what shows up on your dashboard. (ex. below)

Why does everything look so different? Many of the reports that were available in Universal Analytics **CAN'T** be replicated in GA4 because the measurement model is different (more to come).

Many reports will only be generated once your team decides which events on your nonprofit website you want to track. Think clicking play on your charity gala video, filling out a donation form or submitting a volunteer application.

Curious about GA4 but don't want to mess with your data? Try out the demo account provided by [Google here.](#)



UA used a measurement model based on sessions and page views.

GA4 uses a measurement model based on **events** and **parameters**.

2. Every tracked activity taken by a visitor to your nonprofit website is now considered an "event".

GA4 now opts for **4 categories** of events to be created

- **Automatically Collected Events** - out-of-the-box events, like "session" start, are required to execute the basic functions of GA4
- **Enhanced Measurement Events** - tracking clicks or scroll tracking is now set up right in the GA4 interface vs using Google Tag Manager(GTM). So much easier!

"But that is **only 2 categories!**" Yep, we know. But the following 2, while relevant, are not yet set up to work for the nonprofit sector. Ask an expert like the **Yeeboo Digital team** for more info.

- **Recommended Events** - Google believes these events *should* be installed/created based on commercial business practices
- **Custom Events** - have a tricky event that required custom code in UA? It will need to be revised to work in GA4 with GTM

Popular website events for nonprofits to track:

- Donations
- Email Subscriptions
- Impact of Paid Advertising
- Impact of Email Marketing
- Resource Use

3. GA4 leverages automation and AI to provide predictive analytics

The future of AI is here. With GA4, you can receive automatic alerts about data trends that affect your nonprofit.

GA4 will automatically enrich the data on your dataset with Google Machine learning algorithms to predict:

- purchase probability
- churn probability
- revenue prediction

Predictive analytics requires 28 days of historical data and a minimum # of completed “events” to work.

So start your nonprofits GA4 collecting data now!

4. GA4 supports full cross-device and cross-platform reporting

Now nonprofits can track how all users interact with their website - providing a clearer picture of marketing impact.

As the donor journey now expands, and multi-channel journeys become the norm, data tracking is needed to evolve with it.

In GA4, you will be able to change attribution models between first click, last click, linear and data-driven.



So how will this **affect** your nonprofit?

There is power in knowing these changes are coming; plan to use your time between now and July 1st wisely.

Setting Expectations:

- *There is no easy migration tool to move your data from UA to GA4.*
- *Be proactive and educate your team around the changes*
- *You may need to change goals, workflows and structures around these updates*
- *Bring on an accredited partner to simplify the changes*

Given the changes in the new product as well as Google's renewed focus on user privacy, there are a few major impacts to your day-to-day business to be aware of:

Historical UA Data:

As of now, there is no indication from Google that your UA data will be available for import into your new GA4 property. Yeeboo is exploring some potential solutions for data storage and organization that would allow for this data to be kept separately; however it's important to understand that you should also be exploring your own solutions to either export to report on the data that is currently in your UA property.

GA4 Historical Limitations:

Unlike UA, GA4 will only allow for data capture of the previous 14 months. Because of this, it's important that your business processes on reporting are updated to ensure that there is a historical record that can be used for comparative purposes in future campaigns or optimization activities.

What does all this mean and what do I need to do right now?

Leading up to the UA “doomsday” on July 1st, 2023, Google has recommended the following first steps for nonprofits:

Step #1

Install GA4 in parallel with UA ASAP

There is no harm to your nonprofit data by running both systems in parallel. In fact, the limitations GA4 is placing on your historical data means the sooner you have your GA4 events set up, the better.

Step #2

Setup custom purchase event + e-commerce

GA4 requires a *unique* custom purchase event and E-commerce set up to effectively collect your data. This will be critical for nonprofits to be able to ensure that donations collected on their websites are seen in GA4 the same way it is in UA.

Step #3

Other custom events

Custom events related specifically to DIY or Ticketed Events should be discussed separately. The Yeeboo team is diligently working to find solutions to the most common nonprofit tags that require translation, so reach out for more info!



Your nonprofit and GA4

Love it or hate it, Google Analytics 4 is coming.

So now your team has the basics in hand to move to the next steps and begin your journey with GA4.

Still feeling overwhelmed? Wondering how to make the time to set up custom events or ensure your donation forms are being tracked?

Our team of Google Accredited experts are here to help ease the transition for your nonprofit.



*Has your organization applied for your **Google Ad Grant?** @*

Want to make sure you are executing your campaigns to their full potential?

Overwhelmed at the thought of moving to GA4 solo?

You are in the right place.

Our passionate team of Google certified experts and nonprofit digital marketers are here to ease the way or help you with other Google related services.

Setup of Google Ads and Google Ad grants. Let's collaborate on content creation too.

Audit, tune ups and/or optimizations of your current account.

Struggling with compliance or need an account rescue? We can help.

Reach out to us

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