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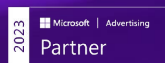
From Insights to Action: Empowering Strategies with Google Analytics 4 and First-Party Data

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Meta Business
Partners

Google
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GA4 & First Party Data whitepaper

This white paper is designed to equip you with the knowledge you need to feel confident with the transition to Google Analytics 4 (GA4), while embracing a privacy-first mindset.

Let's embark on this exciting journey together!

Here's what we'll cover:

- Part 1: Evolving Privacy Landscape
- Part 2: Adopt a Privacy-first Strategy
- Part 3: GA4: What Changed
- Part 4: GA4 Attribution Models
- Part 5: Your Migration Checklist

Part 1

Evolving Privacy Landscape

The digital ads landscape is undergoing a significant transformation. The **increasing demand for user privacy** has brought new regulations and alterations in browser functionality, imposing limitations on generating, sharing, and measuring user data.





Prospective student trust is low, which has been exemplified by incidents such as the Cambridge Analytica data breach and the general transparency of digital advertising displayed through influencers. Larger devices and subscription service standardization also mean **prospects are increasingly exposed to a higher quantity of larger ads.** Consequently, efforts are being made across the digital advertising ecosystem to regain trust and address privacy concerns.

To achieve these objectives, regulations are being implemented on a global scale, imposing restrictions on data collection and sale practices. Notable examples include the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). These regulations cover aspects such as user transparency, data storage and transfers, and limitations on personalized advertising.

Also, browsers and mobile operating systems are taking measures to limit the usage of third-party cookies and mobile identifiers. This industry wide transition involves moving away from mechanisms that track users across multiple websites and applications.

Third-party cookie depreciation is pushing the industry to an aggregated and anonymized measurement, increasing the reliance on modelling to avoid data gaps and to provide comprehensive measurement reporting.

So what does this mean?

Part 2

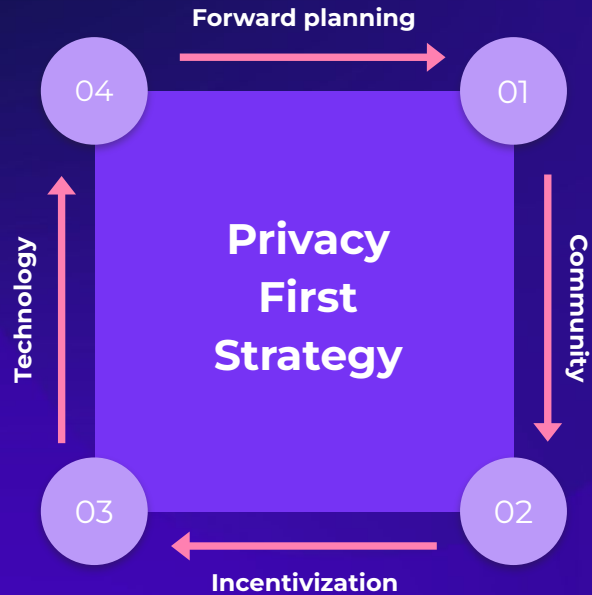
Adopt a Privacy-first Strategy

- Insights about users whom you know are interested in your offering will enhance an audience strategy.
- First-party data also fuels third-party platform AI.
- Utilizing AI, measurement, and automated products can support optimization decisions, offering predictive outcomes when less data is available.

First-party data is evidently essential.

“Marketers who effectively use their first-party data can generate double the incremental revenue from a single ad placement, communication, or outreach.” *

What is a privacy-first strategy?



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Community

Creating a meaningful community through consistency across your touchpoints.

Community and relationships for your audience will support the creation of **responsibly** gathered first-party data.

Watch this video for some great community tips from Kyle Campbell.

Incentives

"90% of consumers are willing to share their personal information for **the right incentive.**"*

Are you thinking about giving out freebies — or, what about a priority service that helps them access additional support with their applications?

Investing in the right technology

Marketers see 1.5 times the **improvement in cost efficiency** over companies with limited data integration.

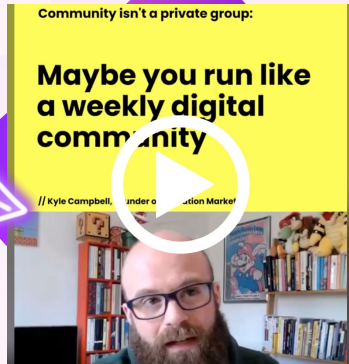
Net Natives is fully invested in privacy-preserving measurement technologies such as Google's Privacy Safe Measurement Suite and similar offerings across search and social, which are all underpinned by artificial intelligence and machine learning.

Forward Planning

Platforms require time in order to learn with your first-party data.

Our recommendation is to think ahead. Ask "**Why do I need to collect data** now, and how will this support me further down the advertising funnel in the future?"

Remember your forms are a key part of your data collection. Have you read our blog on form optimization?





On to Google Analytics 4

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Part 3

GA4: What changed?

Universal Analytics

- **Durability** — Based on Cookies
- **Modelling** — Relies on observable data
- **Devices** — Web only
- **Attribution** — Last click
- **User Focus** — Separate hit types



GA4

- **Durability** — Durable tracking built for privacy
- **Modelling** — Conversion & behavioral modelling
- **Devices** — Web + App
- **Attribution** — Data-driven attribution, engaged view conversions, Performance Max reporting
- **User Focus** — Unified measurement of user interactions and events



Part 4

GA4 Attribution Models

On the path to conversion, customers interact with multiple ads from the same advertiser. Attribution models let you choose how much credit each ad interaction gets for your conversions.

We waved goodbye to familiar attribution models such as first click, linear, time decay, and position-based attribution models. Attribution is leaning in on AI to offer a clear picture of a user's route to conversion. **Google's recommended model is now "Data-Driven Attribution (DDA)," which can:**








- Utilize machine learning algorithms to analyze the conversion paths by distributing credit for conversions based on their relative impact.
- View the entire user journey, taking into account multiple online and offline touchpoints across different stages of the funnel.

GA4 allows you to compare different attribution models to understand how credit allocation differs across models. **This comparison helps you evaluate the impact of using data-driven attribution compared to other models such as Last Click, enabling you to make more informed decisions.**

Part 5

Your Migration Checklist

Congrats — you've migrated to GA4! Now follow our migration checklist to ensure you have the basics in place:

-  **[Review your account structure.](#)** Skip this step if you have one website and/or one app.
-  Check your naming of the GA4 properties and data stream here: **[GA4 Setup Assistant](#)**
-  Are you **[collecting website and app data](#)**? Required only if the GA4 Setup Assistant couldn't reuse your tags.
-  Check that **[Google signals are on](#)**. Required for enhanced remarketing and reporting.
-  Conversions all in place? If not, use the **[Goals Migration Tool](#)** or **[set up conversions manually](#)**.
-  Ensure your users have access by using the **[User migration tool](#)** or **[add users manually](#)**.
-  Avoid common GA4 data quality and reporting issues due to:
 - Untagged pages. Find your pages that may be missing measurement: *Admin Property > Settings > Data Streams > Web Stream Details > Configure Tag Settings > Admin > Tag Coverage*
 - Data retention settings. (Ensure these are reviewed.)
 - Lookback windows settings. (Ensure these are reviewed.)
 - UTM's: Review your UTM's naming to ensure smooth GA4 reporting.

Thank you for reading!

If you have questions about how you could use Akeru forms and landing pages to help you collect more first-party data, let's start a conversation.

Get in touch with us: marketing@netnatives.com

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