

Napkyn Analytics' Google 4 Services

Google Analytics 4 is a completely new way to do marketing analytics. For the first time you can see (and measure) the full journey your customers take as they interact with your brand. From phone to laptop, app to website, and everywhere in between - resulting in considerable reduction in ad spend and more complete data.

Key Benefits:

Customer Centric Measurement: Focuses on & automatically tracks actions a customer takes across devices and platforms.

Machine Learning: Smarter insights improve marketing decisions and better ROI.

Adapts to Changing Environment: Responsible, durable measurement enables business outcomes for the long-term, with or without cookies.

Enhanced Reporting: New engagement and user acquisition reports to visualize your customer's journey.

Your GA4 Journey:



1. Decided to Deploy
Readiness Assessment

2. Optimized for a
Successful Deploy
Current Measurement
State Evaluation

3. Ready to
Deploy GA4
Measurement Plan

4. GA4 Deployed
Next to GA/360
Deployment

Why Dual Deploy GA4 with Existing Analytics:



No Added Cost:
No added cost to your existing license.



New Feature Capitalization:
Access to raw data, automated insights, enhanced measurement, new reporting.



Parallel Data Collection:
Keep ahead of the curve and collect invaluable historical data.



Cookieless World Ready:
Better set up to compete in a cookie-less world.



Time to Excel:
Time to learn the intricacies of this new tool and features as released.



Improves existing GA:
Planning required for GA4 also improves existing GA. Review tracking, tag inventory, goals and improved measurement strategy.

Why Napkyn

Experience

- 11+ Years
- 40+ Agencies
- 100+ Brands
- 30+ GA Deployment
- 100+ Executive Dashboards
- 10+ Adobe to GA Transitions

Expertise

- Google Sales Partner
- Google Cloud Partner
- Multiple "Canada's Fastest Growing Companies" Award wins

Recent GA4 Projects

- GA360 & GA4 Simultaneous deploy for Major Energy Provider GA4 deploy for Pharmaceutical Co.
- GA360 & GA4 for Top 10 most used software company



Google and Napkyn's Recommendation:

Neither Google or Napkyn in recommends a full transition to GA4 at this time. Instead we advocate companies create a GA4 account alongside their existing analytics (often referred to as dual deploying or dual tagging).

Adobe Analytics and GA4:

Running Google Analytics in parallel with Adobe's suite of marketing and development tools enables brands to leverage native integrations of the Google Marketing Platform and Google Cloud resources such as BigQuery and Ads Data Hub. Increasing capabilities for advanced advertising measurement and activation.

Wherever you are in your GA4 journey and whether you are currently running GA/GA360, a non-google analytics platform such as Adobe, or don't have an analytics tool of record, we have services to assist you:



Additional Services Napkyn Offers:

PROJECTS TO LEVERAGE THE FULL CAPABILITIES OF GA4

Funnel Analysis

- Path Analysis
- LTV Analysis

DATA STREAMS, DASHBOARDS & REPORT

Blending Data Sources (across all measurement tools)

- Updating Dashboards & Reports
- LTV Analysis

ADVANCED ANALYTICS PROJECTS

Audience Strategy & Development

- UX Measurement & Optimization
- Predictive Analytics
- Basket Analysis

GOOGLE ANALYTICS TRAINING

Learn practical and theoretical knowledge of how to apply GA to your business/marketing use cases.

- Intro to reporting capabilities - Segmentation - New Features - GPM Integrations
- Advanced applications - Standard/Custom/Advanced Reporting - Tool Exposure and Hands on Experience