

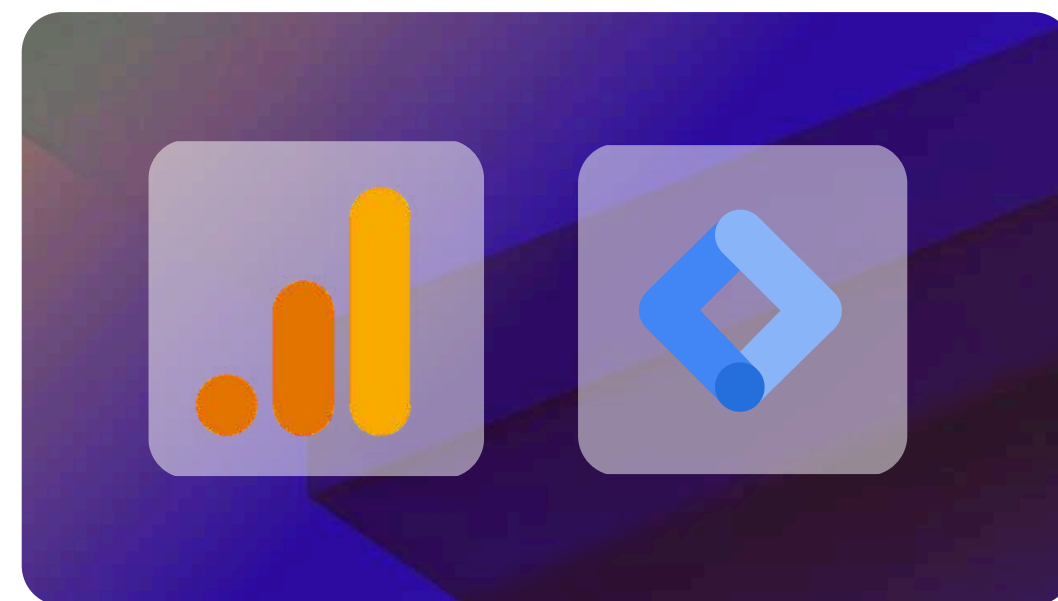
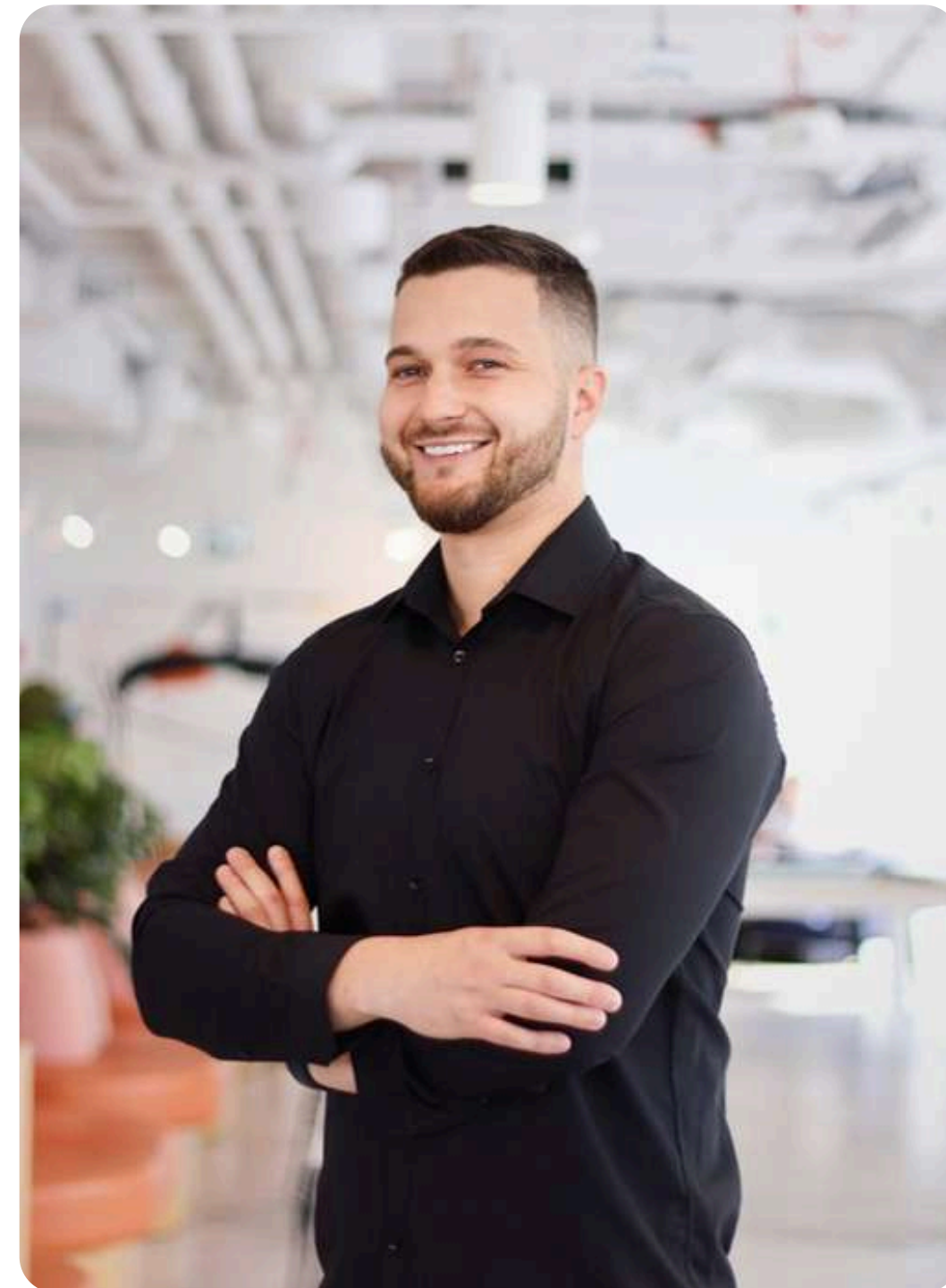


GA4 & GTM Tracking Implementation

Data You Can Trust. Results You Can Measure.

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★★★★★ 100+ reviews



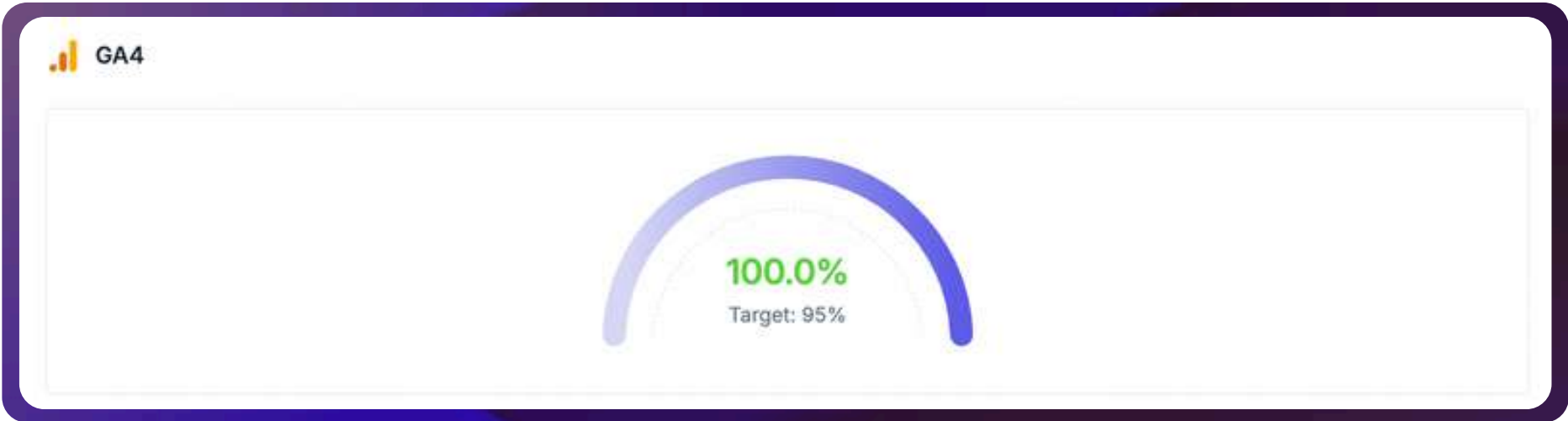
Implementation of
Google Analytics 4
without any data gaps.
100% consistency in data.

Date	 Shopify	 Ignored	Success	% Match
Aug 13	83	0	83	100.0%
Aug 12	96	0	96	100.0%
Aug 11	118	0	118	100.0%
Aug 10	109	0	109	100.0%
Aug 09	92	0	92	100.0%
Aug 08	106	0	106	100.0%
Aug 07	91	0	91	100.0%
Total	695	0	695	100.0%

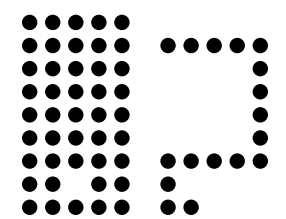


100% Sales data

Analytics implementation for an online store.



Standard cooperation process

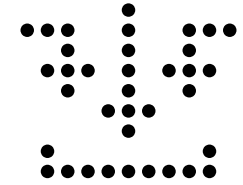


Step 1

Free audit of current implementation

If you already have GA4 integrated into your website structure, we start our collaboration with a comprehensive assessment of your Google Analytics setup and other tools.

Based on this, we develop a strategy for executing each area.

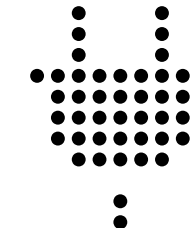


Step 2

Defining implementation scope

The next step (or the first one if no tools have been set up previously) is to analyze and assess your business's development directions and key objectives.

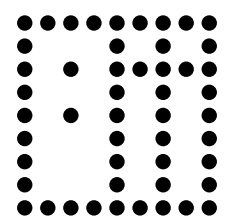
Based on this, we prepare a complete implementation plan along with a cost estimate



Step 3

Implementation

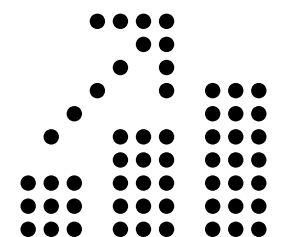
We then proceed with the actual implementation work, aimed at delivering reliable data.



Step 4

Documentation

After evaluating the data quality collected in Google Analytics 4, we send you complete analytics documentation. If needed, we also schedule a training session on how to use the tool.



Step 5

Ongoing analytics support

If any questions or concerns arise, we're here to help. We're at your service!

Defining implementation scope

website.com Analytics implementation scope					
Area	Implementation elements	Business value	Priority	Decision	Comments
User identification	User ID	Realization of data. More accurate verification of users who are on the website on multiple platforms and devices. https://support.google.com/analytics/answer/1211290	High		
	User status (logged in/not logged in)	To choose from. Example parameters allowing for segmentation of users on a website. Should be adjusted to business specifications. Parameters allow us to segment users depending on their individual characteristics. This can be used when creating groups of recipients in paid campaign or in data analysis. Examples: 1. We want to create a paid campaign only for B2B customers. Having information in the data that the user belongs to such a group, we can create appropriate groups of recipients. 2. We want to analyse how logged in and logged out users use the website. By default, all users are in one group and we cannot create an appropriate segment for analysis. Example use in reports	Medium		
	User/Client Segment		Medium		
	Customer type (B2B/B2C, loyalty card holder)		Medium		
	Customer Value (value of transactions)		Medium		
	Others, implemented based on business objectives and specifications		Medium		
Content grouping	Grouping content by page type. Example grouping: Homepage - for the main page Category page - for category pages Product page - for product pages User's Account - for pages related to the user's account Blog - for blog pages 404 page - for 404 pages Other - for other pages	By default, in Google Analytics reports we can analyse data based on individual urls. By implementing content grouping, we can analyse entire sets of content in an easy way. Example groups are listed next to it. https://support.google.com/analytics/answer/1623339 Example use in reports	Low		
	View internal promotion (view_promotion)	Possibility of analyzing internal promotions on the site.	Low		
	Clicking on internal promotion (select_promotion)	Example use in reports	Low		
	View product list	Analysis of individual product lists (categories, bestsellers, recently viewed). One product can be on several different product lists.	Low		

Defining tasks to be completed

website.com Tasks to be done	
Areas	
GA4 implementation (client side)	Preparing a measurement plan and data structure in the new tool
	Implementing Google Analytics 4 tracking codes
	Enabling administrative settings
	Extending data retention time
	Adjusting your time for engagement sessions
	Automatic deletion of personal data
	Referrer exclusions implementation
	Google Signals implementation
	Set data filtering in your account
	Exclusion of internal traffic based on first-party cookies.
	Exclusion of traffic generated during development work.
	Implementation of User ID and parameters for user identification.
	Customize automatic events and advanced measurement
	Implementation of custom events specified in the Implementation Scope.
	Implementation of dimensions and custom data appropriate to the business specification.
	Setting key events
	Developer implementation testing and consultations
	Create custom audiences
	Customizing GA4 reports for your business
	Preparing basic reports in Google Analytics (Google Ads, Facebook Ads, Google Search Console)

Implementation of Google Tag Manager

Workspace

Versions

Admin

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

ga4

X

🔒

New

Name ↑	Type	Firing Triggers	Folder	Last Edited
GA4 Config	Google Tag	Initialization - All Pages	GA4	9 days ago
GA4 Event - add_payment_info	Google Analytics: GA4 Event	Event equals add_payment_info	GA4	2 months ago
GA4 Event - add_shipping_info	Google Analytics: GA4 Event	Event equals add_shipping_info	GA4	2 months ago
GA4 Event - add_to_cart	Google Analytics: GA4 Event	Event equals add_to_cart	GA4	2 months ago
GA4 Event - add_to_wishlist	Google Analytics: GA4 Event	Event equals add_to_wishlist	GA4	2 months ago
GA4 Event - begin_checkout	Google Analytics: GA4 Event	Event equals begin_checkout	GA4	2 months ago
GA4 Event - generate_lead	Google Analytics: GA4 Event	generate_lead	GA4	2 months ago
GA4 Event - purchase	Google Analytics: GA4 Event	Event equals purchase	GA4	2 months ago
GA4 Event - purchase_test	Google Analytics: GA4 Event	Event equals purchase_test	GA4	2 months ago
GA4 Event - remove_from_cart	Google Analytics: GA4 Event	Event equals remove_from_cart	GA4	2 months ago
GA4 Event - select_item	Google Analytics: GA4 Event	Event equals select_item	GA4	2 months ago
GA4 Event - view_cart	Google Analytics: GA4 Event	Event equals view_cart	GA4	2 months ago
GA4 Event - view_item	Google Analytics: GA4 Event	Event equals view_item	GA4	2 months ago
GA4 Event - view_item_list	Google Analytics: GA4 Event	Event equals view_item_list	GA4	2 months ago

An example of tag implementation and rules for configuring GA4 for a standard online store.

GA4 Config

Save

Tag Configuration

Tag Type

Google Tag

Google

Tag ID

Configuration settings

Configuration parameter		Value
traffic_type		{{Internal GA4}}
content_group		{{DLV - page_type}}
user_status		{{DLV - user_status}}
send_page_view	✓	true
user_type		{{DLV - user_type}}
user_segment		{{DLV - user_segment}}
server_container_url	✓	{{Tagging Server URL}}

An example of a configuration containing custom parameters such as: segment and user value, content grouping, and UserID.

8. purchase: product purchase

When a user successfully completes a transaction, the following code should be triggered. This is one of the most important codes in the e-commerce module, so special attention should be paid to its correct implementation. It contains a relatively large number of new parameters that must be implemented.

To avoid duplicate transactions being sent, it is crucial that the code is triggered only once.

If the user refreshes the page, the code must not be triggered again.

Event name:	purchase
Required event parameters:	currency, value, items, transaction_id
Optional event parameters:	coupon, shipping, tax

[Google Documentation](#)

Example from the site:

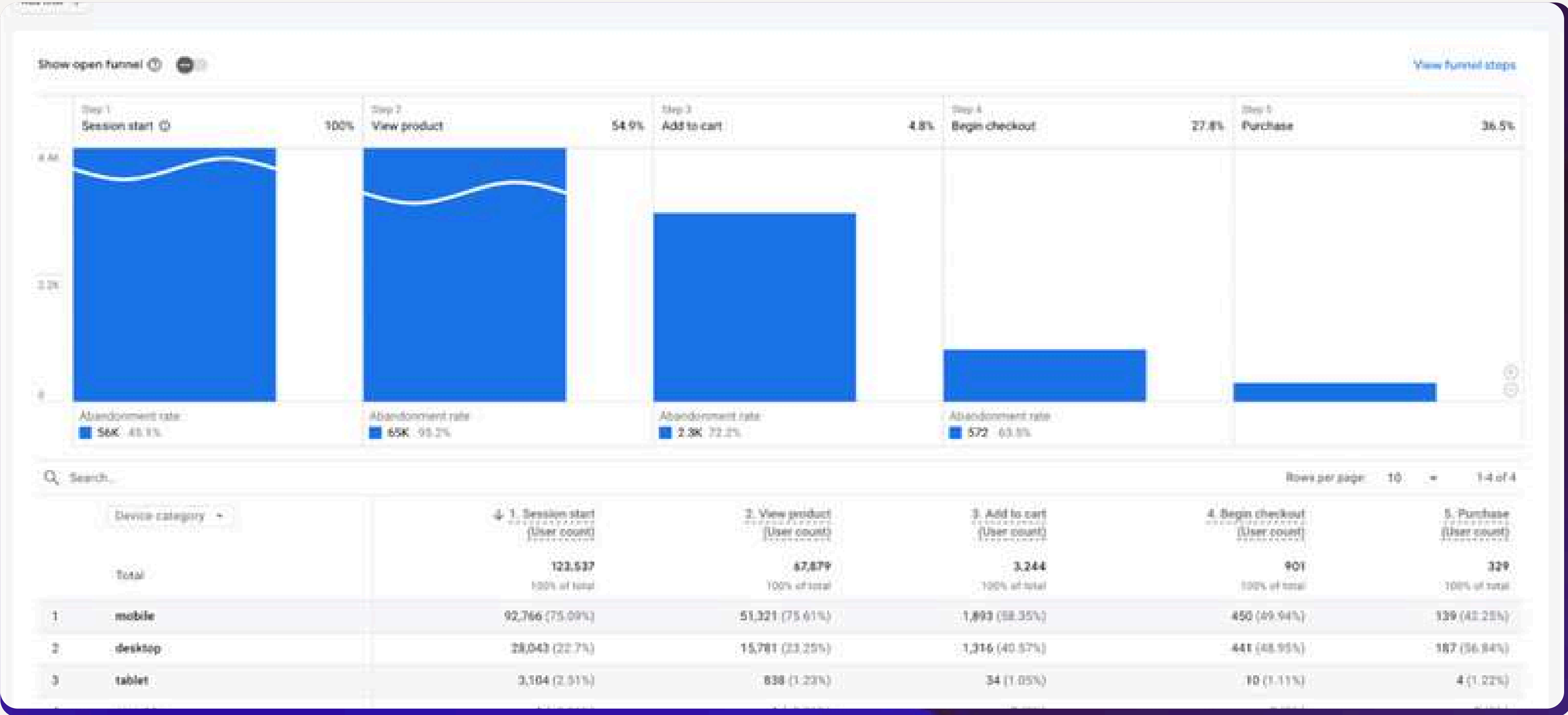
Script:

JavaScript

```
<script>
window.dataLayer = window.dataLayer || [];
dataLayer.push({ ecommerce: null });
window.dataLayer.push({
  event: 'purchase',
  user_mail: 'test@test.pl',
  ecommerce: {
    currency: 'EUR'
```

Example of developer guidelines for implementation on the website

Useful Reports in GA4



Useful Reports in GA4

