
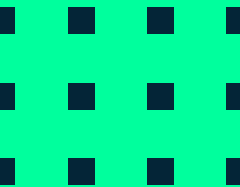



REVOLUTIONIZING E-COMMERCE ANALYTICS IN 6 STEPS

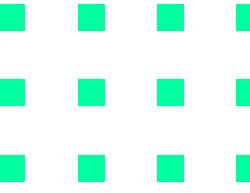




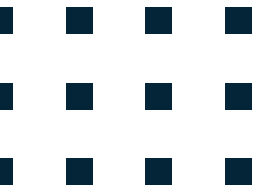
GA4'S IMPACT ON E-COMMERCE



In e-commerce, data-driven decisions are essential. Google Analytics 4 (GA4) offers enhanced reporting, crucial for the holiday season. As a marketing leader, I'll share insights on leveraging GA4 for superior results.



GA4 addresses the limitations of the 'Ecommerce purchases' report. This update transforms the confusing, inaccurate default report into a more accurate tool by focusing on the item-scoped nature of data.



GA4 REPORTING ADVANCES



CUSTOM GA4 REPORTS

Customizing GA4 reports to business needs is key. Custom reports and Explorations offer a clearer view of e-commerce performance. Adjusting for discounts and rectifying item-level issues enables more accurate KPI tracking.

GA4's integration with platforms like Salesforce enhances campaign targeting and provides a comprehensive view of customer interactions, crucial for effective multi-channel marketing.



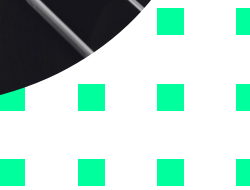
GA4

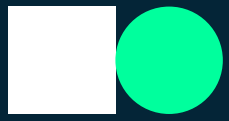
**INTEGRATION
BENEFITS**



GA4 ANALYTICS ADVANCEMENTS

With the e-commerce peak, advanced analytics from GA4 are more important than ever. Strategic implementation of GA4's new features is key to harnessing its full potential.





GA4 EVOLUTION SUMMARY



GA4's continual evolution mirrors the changing e-commerce and digital marketing world. Leaders must embrace these changes, using GA4 to redefine e-commerce success metrics.