

Google Analytics 4 (GA4) – Basic («GA4»)

In June 2023, the current Google Analytics version will be replaced by the new GA4. The new version includes a modified data model as well as a customized tool interface and differs greatly from its predecessor in terms of data analysis.

Duration: 1 day

Price: 850.–

Content

- Explanation of new GA4 data model
- Use and advantages of a tracking concept
- Learn the difference between Universal Analytics and GA4
- Understand and be able to use new tool interface
- Performing own analyses with the analytics hub
- Get to know further Google tool possibilities

Key Learnings

- Understanding the changed data model
- Being able to perform analyses independently
- Understanding and being able to adjust tool settings
- Understanding and being able to classify Google Analytics measured values

Methodology & didactics

Mix of theory and practical exercises

Target audience

This course is aimed at digital marketing professionals as well as operators of their own website. Newcomers who want to learn the new way of web analytics are also welcome in the course.

Additional information

Please bring your own laptop.

You can use it to save what you have been shown and learned directly on your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. Please contact info@digicomp.ch after course registration.

Further courses

- [Google Tag Manager – How to manage tracking codes \(«TAGMAN»\)](#)

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/data-analytics/course-google-analytics-4-ga4-basic