



A Privacy Guide

How To Prepare For a
Privacy-Focused Future With GA4

In the Know Series

Are you prepared for a privacy-focused future?

Google Analytics 4 offers new opportunities for marketers, including enhanced privacy protection and first-party data collection. In this guide, we dive into GA4's capabilities, applications and potential. We finish with practical tips on how to start your privacy journey.



Contents

01 CHALLENGES FOR MARKETERS

- The evolving landscape
- A modern solution for changing times

02 NEW OPPORTUNITIES FOR MARKETERS

- Benefits of GA4
- Key adoption considerations; finding the right path
- Operational transformation

03 GA4 IN ACTION

- Use cases
- Case studies

04 TOP TAKEAWAYS

05 CONCLUSION

06 ABOUT US

- How we help our clients
- Discover more

07 CONTACT US

01

Challenges for Marketers

Businesses need tools able to manage the modern mix of wide reach, high demands and maximum data security.

The Evolving Landscape

Constant change and adaptation are realities for every business. Before the latest waves of pandemic disruption and economic instability, companies were racing to keep pace with fast transforming consumer habits. Through the last decade, firms have seen major shifts in media consumption that expand the multi-channel ecosystem and offer greater opportunities for engagement over broader touchpoints. At the same time, they've faced growing challenges.

Consumer Views

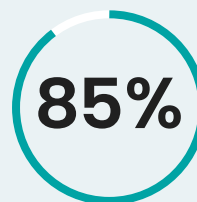
Consumers are open to marketing, but they have high expectations of the value businesses should deliver in exchange for their attention, including experiences that flow seamlessly across devices and personalized, meaningful messages. Harnessing increased volumes of behavioral data has better enabled brands to meet these expectations with precise targeting, yet data usage has come under sharper scrutiny. Amid individual and regulatory concern around online privacy, legislators and technology providers have introduced more robust rules for data protection, including incrementally phasing out key tracking staples such as the third-party cookie.

All of which means businesses need tools able to manage the modern mix of wide reach, high demands and maximum data security.

At the same time, consumers see privacy as a **basic human right** that they expect to be respected.



of adults believe companies should only have access to personal data with permission or not at all.

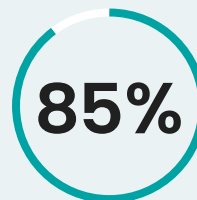


of internet users take some precautions to protect their online information.

Consumers wanted personalization before the pandemic; **now they demand it.**



of consumers said receiving personalized communications was a key factor in prompting their consideration of a brand.



of consumers now expect to receive personalized interactions.

Source: Google

The Evolving Landscape

One purpose-built solution comes via advances from Google. Since launching its Universal Analytics (UA) platform in 2012, the tech leader has played an active part in leading market changes and shaping continual adjustments. As data use needs and attitudes have shifted, it has worked to develop an evolved offering, with privacy-first measurement and smart machine learning at its core: Google Analytics 4 (GA4).

In this paper, we'll be taking a deep dive into the capabilities, applications and future potential of GA4, as well as answering questions about the key factors that companies should weigh when considering whether to migrate or not, and how to do so effectively.



Change is coming to all of us, all the time. It's coming from every angle and it's only getting faster. To stay relevant is to be in a constant state of evolution, adapting to the change as it occurs. To stay ahead is to accelerate the change.

Grant Keller
CEO
Acceleration | Global



A Modern Solution for Changing Times

Global media players persistently strive to design best-in-class solutions that cater to current marketing requirements, and Google is no exception. Since it was unveiled a decade ago, Google's Universal Analytics (UA) has undergone multiple iterations, each intended to align with developing business needs for implementation and data orchestration, as well as media activation collection, coordination and implementation needs, and emerging global privacy regulations.

GA4 is the most recent step in this ongoing innovation mission. More than just another evolution of UA, GA4 is a revolution. It is a complete transformation of how GA works to collect, manage, and report on analytics data. Following more than two years of meticulous fine-tuning, it aims to help solve measurement difficulties, provide better understanding of increasingly complex consumer journeys and ensure privacy protection is at the heart of how it functions. Google has announced GA4 will fully replace UA, with the legacy platform ceasing to process new hits (on-site user actions) in July 2023 and 360 properties following suit by July 2024.

In practical terms, switching to GA4 will be a necessity for existing UA users and businesses looking to invest in enhancing their analytics approaches with Google-engineered tools.

With many updates made to fulfill promises of future-fit, accurate and privacy-centric deployment, the platform is also set to bring benefits that go beyond simply continued usability and regular updates, including enhanced features and potential.



A Deep Dive: Google Analytics In Europe

Google recognizes the vital need to safeguard privacy and stay in sync with increasingly strict global data laws, including the General Data Protection Regulation (GDPR).

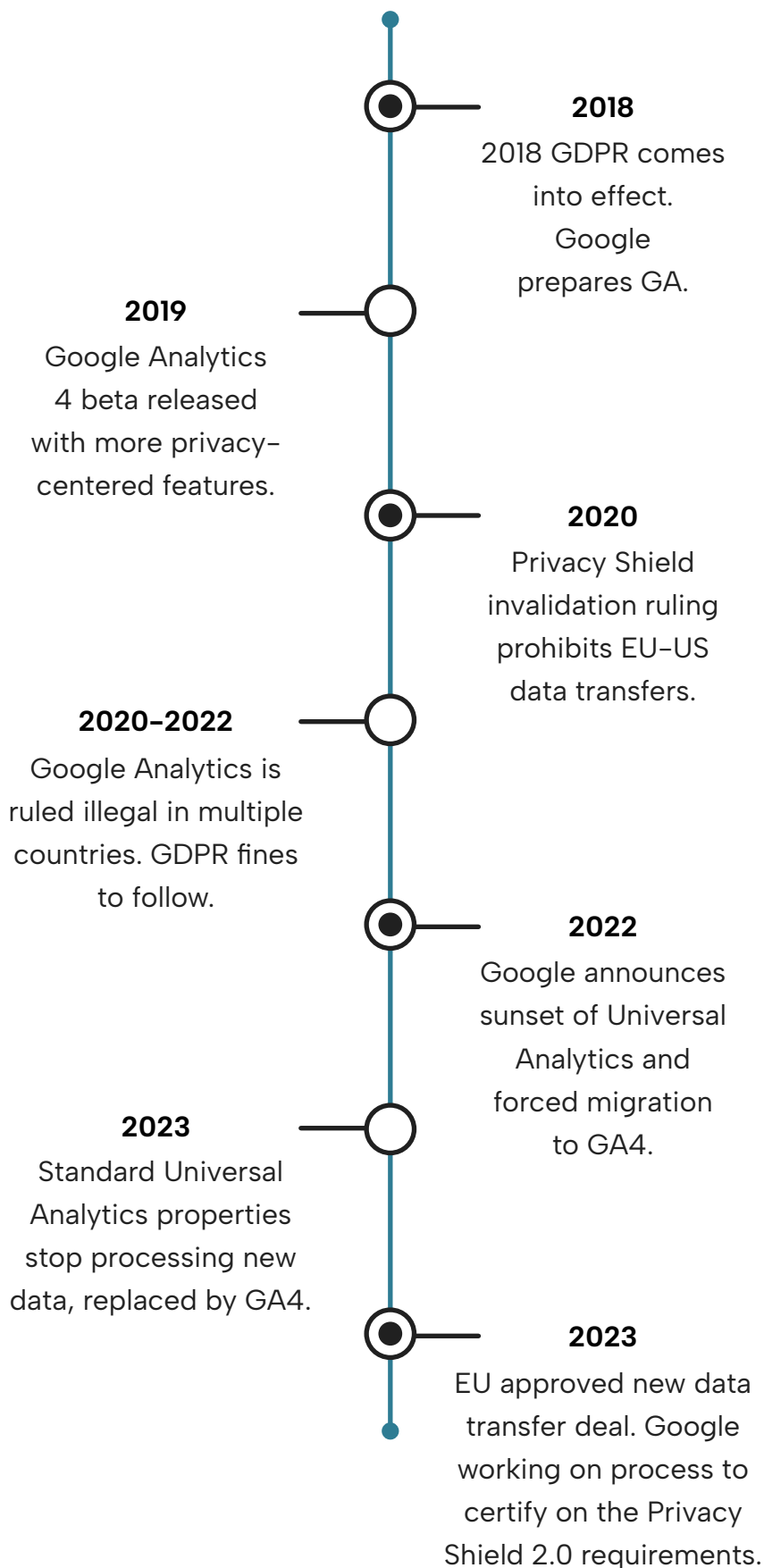
In recent years, it has applied rigorous adaptations to address questions raised by authorities across the European Union (EU) around data protection and subsequent decisions about regional use of solutions. In particular, recent EU rulings have stipulated that additional measures are required when using analytics platforms that can theoretically transfer the personal data of EU citizens (as defined by the GDPR) to data servers located in the US.

What's Our View?

We have been involved in many conversations to help clients navigate current challenges with Google Analytics. While we do not provide legal consultancy, we encourage companies to carefully consider decisions about data collection in light of the evolving regulatory and technology landscape. Our long-running partnership with Google allows us to draw on deep knowledge and identify tailored solutions for each client, in line with their unique position, data use, set up and definitions of compliance boundaries. This includes highlighting the inherent privacy-first design, flexibility and regional data collection options offered by GA4.

Using the inherent privacy-first design, flexibility and regional data collection options offered by GA4, **companies can apply solutions tailored to align with their individual circumstances**, setup and definitions of compliance boundaries.

Google Analytics & GDPR



02

New Opportunities for Marketers

To call on a classic analogy, there is more carrot than stick to Google's switch to GA4. Although businesses will need to transition, enhanced platform features and functions present significant benefits for accurate, durable deployments. Key among them are built-in abilities to facilitate the personalized, immersive, secure and streamlined experiences consumers want, on top of the privacy and technology advances marketers need to meet their goals.

Privacy Protection

Persistent privacy preservation runs throughout the data lifecycle inside GA4 and wider Google tools. As highlighted below, this includes robust methodologies that ensure consumer insights can be connected across devices without compromising privacy or raising compliance risks for organizations, in addition to simple erasure procedures.



Data Collection

- No longer store or log IP addresses
- Dynamically disable data collection
- Set data retention periods
- Data collection settings can be customized in 300+ global regions to match local legislation.



Data Usage

Manage whether the data is used for ads personalization per:

- Analytics property
- Region
- Events or user properties



Data Removal

- Delete data for any reason and at any time from Analytics servers
- Delete data for individual users or other parameters



Summary

- Adhere to regulations and rising consumer demands on privacy
- Provides transparency, choice and control over how data is used

Comprehensive Collection

GA4 operates using an open and flexible model that empowers businesses to increase use of consented data.

By making it easier to collect first-party data across web, app and in-store and combine it with Google sign-in data, GA4 allows companies to achieve a richer, deduplicated and more holistic picture of consumer activity across channels.

Plus, additional scope to create unique persistent IDs and instantly unify all associated data — including insights linked to device IDs — also ensures up-to-the-minute accuracy. And all of this without the need for third-party cookie data.

Tailored Reporting

Extensive customization and baked-in visualization capabilities provide powerful versatility for managing data, in whichever way works for each company. Where organizations have frequently used standard reporting in UA as the starting point for crafting their own deeper analysis, GA4 allows them to do so within the platform while harnessing its high-speed processing to gain faster insights.

The scope to use both built-in and diverse custom exploration options — covering 225 dimensions and 125 metrics — means they can produce tailored reports in line with unique needs and objectives, before using an array of visualization tools to present data clearly and effectively, all in one place.

Agile Activation








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Efficient Integration

GA4 promises better and faster integration with Google's comprehensive suite of enterprise products,[1] allowing for better, richer, cleaner and faster translation of data streams to and from Google Management Platform (GMP) and Google Cloud Platform (GCP) tools, meaning a shorter time to insights and improved results overall. Uniting GA4 and GMP allows businesses to seamlessly deliver audiences to GMP for more effective media activation and stronger reporting.

GMP Integration With Google Analytics 360

	 Display & Video 360	 Search Ads 360	 Campaign Manager
 Reporting	See DV360 campaign data in Google Analytics	See SA360 campaign data in Google Analytics	See CM360 data and Attribution Models in Google Analytics
 Targeting	Export GA4 Audiences to DV360 for retargeting	Export GA4 Audiences to SA360 for retargeting	Use CM360 data to segment and analyze Google Analytics audience and behavior reports
 Conversions	Identify campaign/source attribution in GA4 and sync conversion data with DV360	Identify campaign/source attribution in GA4 and sync conversion data with SA360	Identify campaign/source attribution in GA4 and sync attribution models
 Bidding	Bid-to-value toward site conversion events through Native or Custom Bidding	Bid-to-value toward site conversion events through Native or Value-Based Bidding	Use CM360 dimensions and metrics to better understand cross-channel Reach & Frequency

The Business Value of Integrating GA4 with GCP's BigQuery

BigQuery is Google's enterprise data warehouse that enables you to manage and analyze data to uncover meaningful insights for your business. Part of Google Cloud Platform (GCP), BigQuery is a serverless and scalable solution that uses built-in AI and machine learning to work across platforms and clouds.

Integrating GA4 with BigQuery can increase GA4's value and impact on your business. This integration makes it simple to query large datasets to power a more data-rich GA4 experience that drives predictive and advanced analytics.

Data Consolidation & Enrichment

- Integrate GA4 data with BigQuery to centralize your data sources
- Combine GA4 data with other datasets (CRM, transactional data, etc.)
- Get a comprehensive view of your business through data
- Incorporate additional metrics and dimensions for more in-depth analysis

Advanced Analysis & Insights

- Perform advanced data science techniques on GA4 data
- Conduct complex queries, such as statistical analysis, machine learning integrations and propensity modeling

Scalability & Performance

- Utilize BigQuery's high-speed processing to handle massive datasets
- Ensure efficient querying and analysis of GA4 data at scale
- Work with granular, raw data vs. aggregated reports for detailed analysis and custom metrics



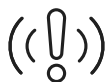
**With Google Analytics 4, we're
moving from the precision world into
the predictive world.**

Adam Alter
Managing Director
Acceleration | North America

What's New In GA4?

GA4 Offers Multiple New Features And Capabilities That Enable You To Collect First-Party Data

Fundamentally, the improved abilities of GA4 make it a significant step forward from UA. For ease of comparison, the summary below spotlights which elements are new to this version of the platform:



Built for a changing ecosystem that is privacy-centric

New Feature/Capability

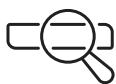
- Conversion modeling
- Behavioral modeling
- Consent mode
- Privacy/data controls
- User-provided data for User-ID*



Incorporate a flexible data model that enables a more holistic user view

New Feature/Capability

- Event-based data model app + web
- Customizable events
- Enhanced measurement events
- Automatically collected events
- Recommended events



Deeper and seamless integrations / APIs to ingest data into Analytics

New Feature/Capability

- DV360 & SA360 integrations for standard
- Ad Manager integration
- YouTube ad performance in conversion report
- Measurement protocol for app
- New Audience API allows you to see user audience membership



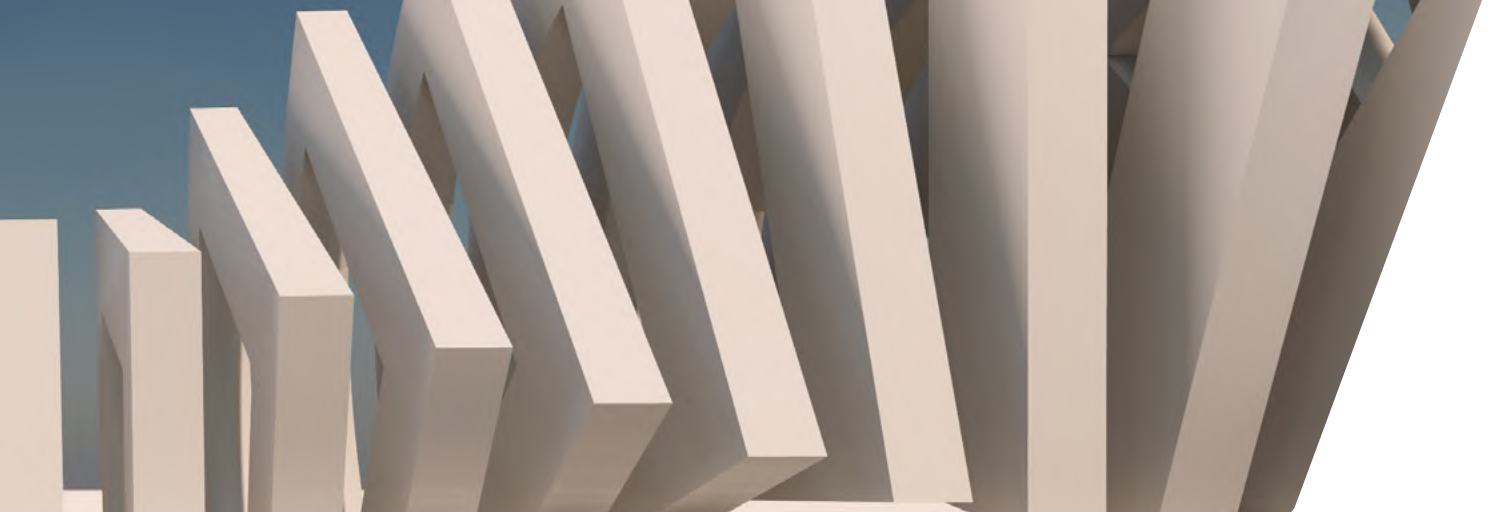
Provides capabilities to properly govern your Analytics data

New Feature/Capability

- Upgraded Change History

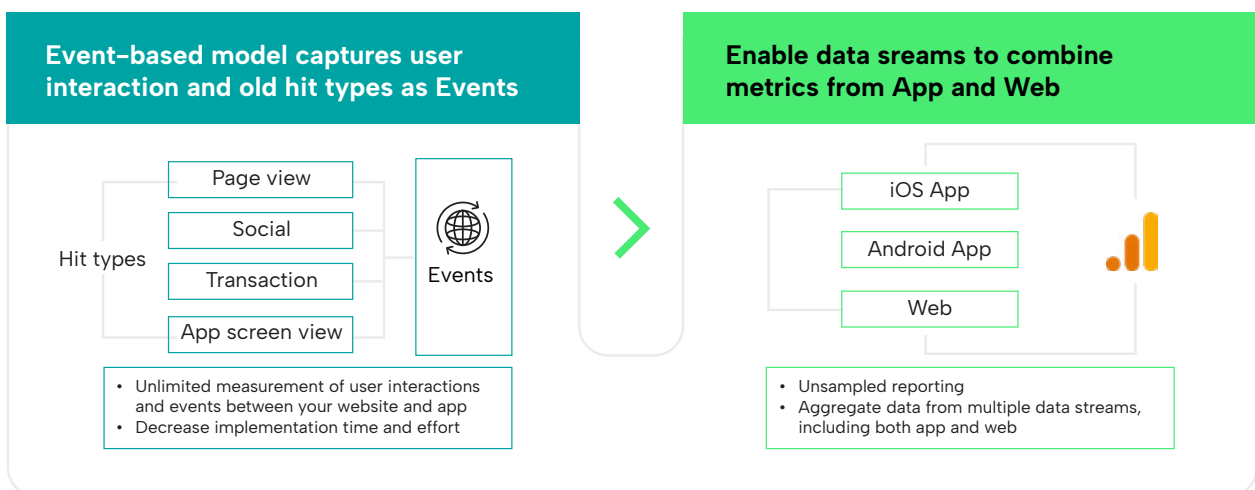
Exclusive to 360

- Subproperty
- Roll-up property
- Tighter security & audits*
- More control and flexibility for data deletion



A specific area worth highlighting, however, is the way GA4 gathers and categorizes data. In the UA system, on-site user actions (also known as “hits”) are classified under many different types and grouped into sessions, which doesn’t allow for the multi-channel nature of modern consumer behavior, or cookie deprecation. As insights previously collated by trackers have disappeared, so have essential actions in user sessions. By placing actions under the single umbrella of events and allowing direct connection with app and web data, GA4 gives companies the means to plug gaps and increase visibility.

A Flexible Data Model That Can Be Consistently Deployed Across Your Website And App



Finding The Right Path

For any business, refreshed benefits aren't the only factor when thinking about investing in a new technology. As Google works to hone GA4 abilities, businesses will be weighing the enticing range of features already on offer against questions about areas of the platform still undergoing development, in addition to core implementation considerations. To help businesses better inform their decisions, here are our answers for the top four key GA4 adoption queries.



Our recommendation is for our clients and agency partners to remain privacy-focused. The winners in the race to a cookieless future will be agencies and clients that use this time wisely to prepare and innovate while maintaining pace.

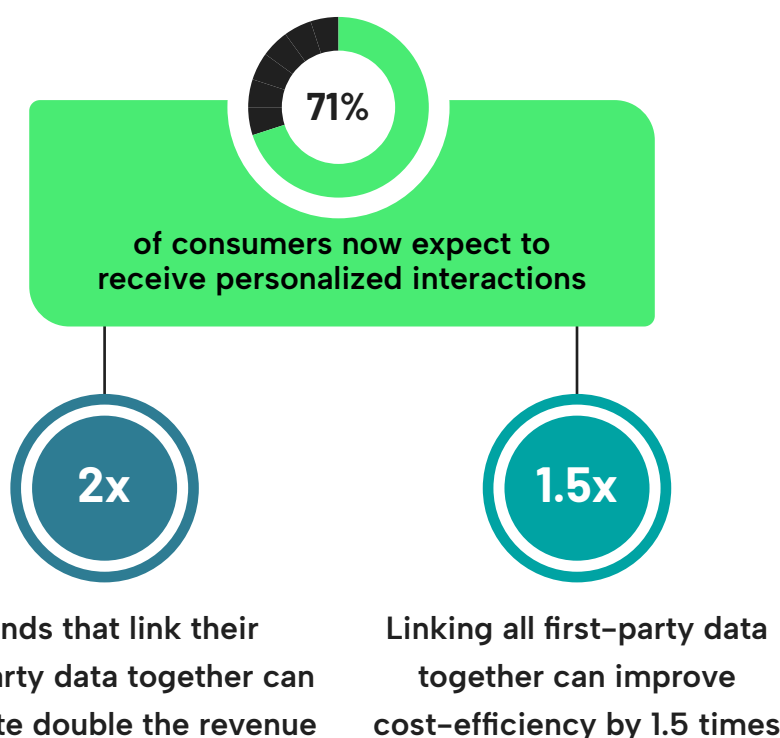
Liza Nunes
EVP Google Partnerships
Acceleration | Global

Will GA4 Help Enhance Long-Term Marketing Success?

As the marketing space searches for ways to balance the dual priorities of personalization and privacy preservation, it's clear that a new currency is needed to drive efficient and secure media planning, trading, delivery and measurement. Consented first-party data is also fast gaining traction as one of the main contenders, with research from McKinsey spotlighting the growing need to increase collation and orchestration.

Importance For Collecting & Connecting First-Party Data

Connecting your first-party data enables a holistic view of your user so you can provide them with the right experience



Looked at through the lens of this new imperative — and given intensifying pressure to achieve more with less in economically volatile conditions — GA4 has the potential to act as a vital pillar of organizational efforts to future-proof their communications activities through digital transformation. By providing the opportunity to reduce reliance on third-party cookies and effectively tap owned data, it can support them in embracing an era of consent-managed first-party data that consumers understand, and marketers can use with confidence.

Do We Need To Implement Now, Or Should We Wait For Mainstream Adoption?

UA sunseting plans have important implications for current and prospective users. The simple reality is that GA4 has already replaced UA, and soon UA will be completely obsolete. As of July 2023, standard UA properties ceased processing new data, and 360 properties will quickly follow starting in July 2024.

For UA 360 users, waiting any longer to migrate to GA4 could leave them struggling to keep up with early-moving competitors and behind the curve when support ends for the legacy tool.

Data availability is also an important point to keep in mind when planning adoption timing. A substantial layer of historic data is vital for most companies to run comparisons that produce useful insights and inform decision-making, typically on at least a year-over-year basis. This means dual deployment is the wisest choice for those looking to ensure they have plentiful supplies of past data. By implementing GA4 as soon as possible, they can begin transitioning to the platform, while continuing to collect data via UA until its phaseout.



Businesses have the opportunity to harness GA4 as a lever for improving data management systems and collaboration and increasing value across entire organizations. Alongside empowering privacy by shifting focus towards first-party data, it ignites operational efficiency via shared insights and advanced analytics for deep data diving.

Alexandra Reid

Director of Partner Development for Google
Acceleration | North America

What Are The Organizational Benefits?

Embedding advanced analytics systems offers the chance to better integrate all owned customer insights into a more comprehensive whole. Too often, many companies find it's easy for data streams to fall into silos that restrict visibility and useability; be that division by department, marketing channel or audience demographic. Analytics suites such as GA4 allow businesses to bridge divisions and improve cross-organization access to valuable first-party information and ensure all operations follow a privacy-by-design approach.

By streamlining data flow, connected systems open the gates to better collaboration. Teams can work together to make smarter insight-centric decisions and improve engagement and brand loyalty with marketing campaigns. Organizations that embrace the possibilities of refined data operations can improve their competitive edge and efficiency, along with their resilience to weather storms and navigate the best agile path to stable success.

How Do We Decide On The Right Adoption Path?

There is no one-size-fits-all adoption approach for companies to follow; choices must be informed by a complete view of what is right for specific business needs, offerings and circumstances. At minimum, we suggest firms begin by analyzing internal data infrastructure to understand existing systems — and determine if GA4 is the best tool — before plotting a comprehensive implementation path, including the measures they will take to ensure maximum efficiency along the way and achieve the best lasting value.



Marketing organizations must connect transformation efforts to commercial value, not just introduce dazzling technical solutions.

Grant Keller

CEO

Acceleration | Global

03

GA4 In Action

Tailored, Cross-Platform Data Supports Relevant Messaging

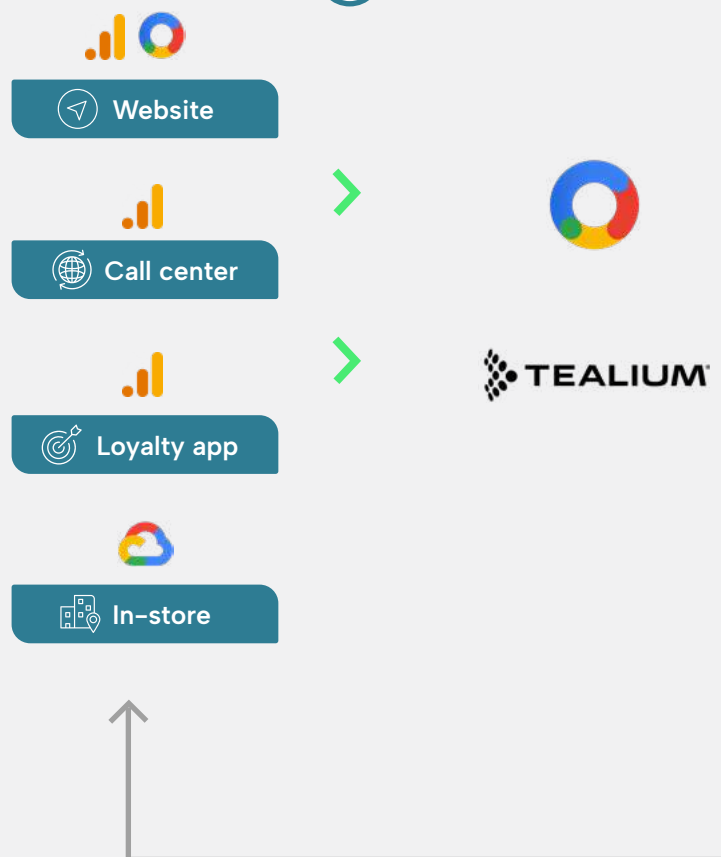
Example diagram
to show the interaction
of platforms in a
consented customer
journey platform

The client

- Luxury jeweler with a reputation for exceptional customer experience
- Invested in GMP and CDP
- Deep connections to customers across multiple platforms

Tailored Behavior Data

Identity Resolution

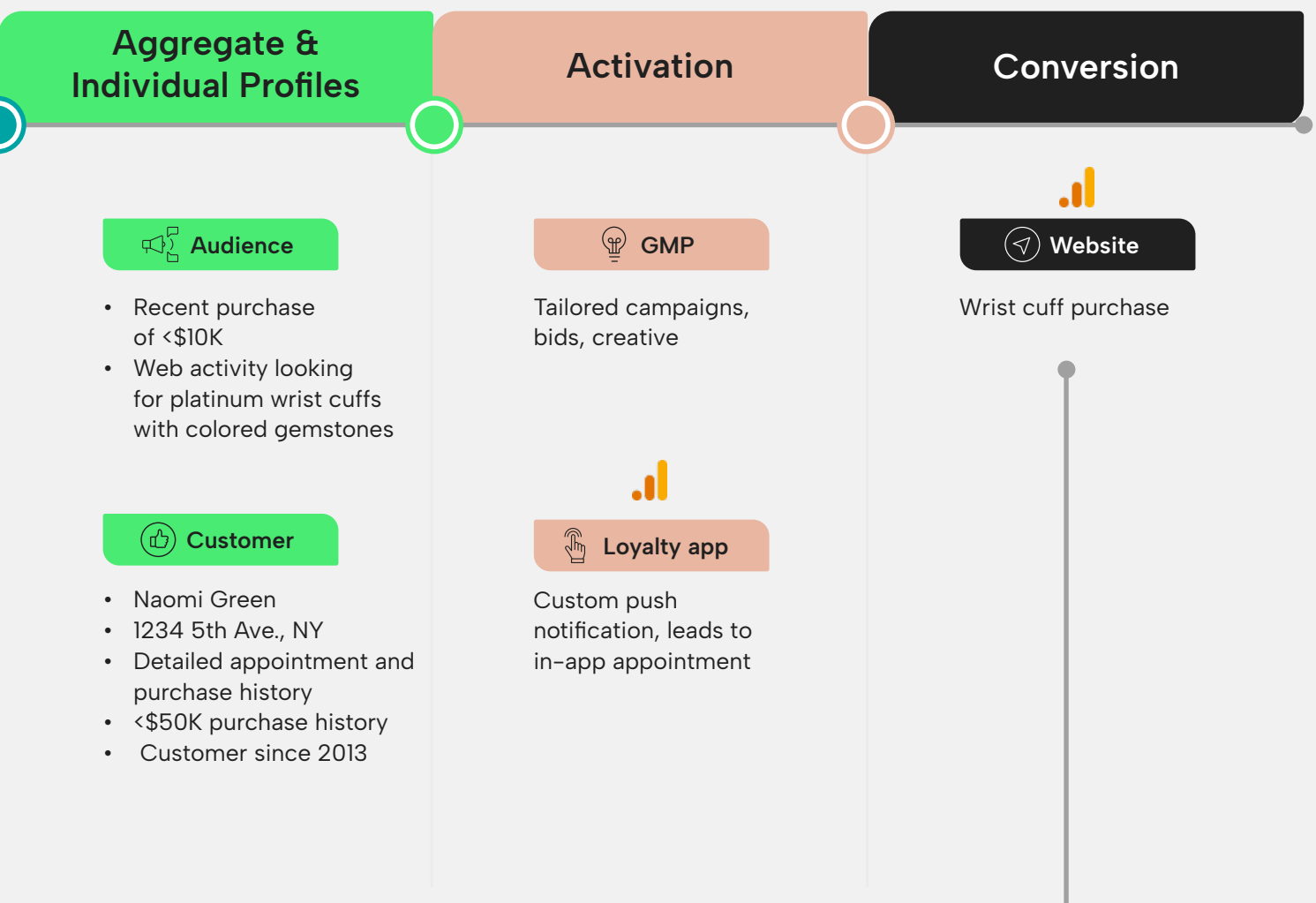


Because the value of analytics solutions differs depending on context, determining likely impact can be challenging. The examples below provide a snapshot of several key use cases to help companies gain a better understanding of how GA4 functions in real life, covering implementations across multiple sectors.

Top Use Cases:

01 | Maximize Experience Value With Cross-Platform Messaging

Core among GA4's strengths is the ability to track users across multiple platforms for enhanced customer journey mapping. In the example below we've illustrated how companies in the retail arena can target data from multiple channels (web, call center, loyalty app, in-store) and use Google Marketing Platform (GMP) with Tealium to aggregate individual customer profiles for better activation via tailored campaigns and, ultimately, increased conversion.



RESULT: Enhanced customer tracking and insights across multiple platforms enabling tailored campaigns and better conversions.

02 | Optimize Customer Journeys Using Automated Insights

With the ability to automatically extract actionable insights from owned customer data, GA4 allows businesses to gain a clearer picture of individual journeys. In this example, data analysis quickly identifies an untapped opportunity for a retail brand to boost sign-ups for its loyalty program by serving targeted marketing messages, at the ideal moment, that encourage users to join as soon as they land on the webpage, enhancing experience quality and driving higher performance.

Intelligent Home Experience

Use Case:

Surfacing automated insights on your data.

Scenario:

Launching a marketing campaign to drive users to sign up to loyalty program when landing on the homepage.



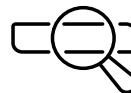
No loyalty program conversion from users landing on homepage from display campaign



Analytics home surfaces insights that there are no visits from display channel



Automated insight makes you realize that user has a poor UX or that analytics tracking is broken



Upon further investigation, you conclude that the link in the ad is broken, resulting in a very poor UX



This makes you react quickly and make the proper changes to fix the error

Having these type of insights early helps you to be more responsive.

03 | Revolutionize Measurement To Fuel Efficiency

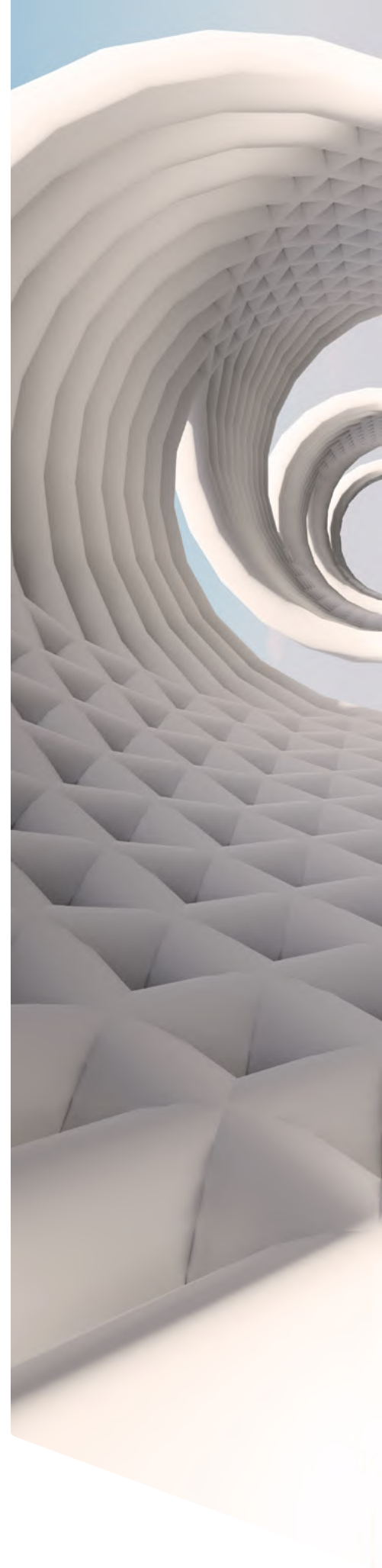
By paving the way for intelligent modeling, GA4's granular analysis can leverage multiple efficiency measures to find the right approach for better customer engagement. This example spotlights its power to identify probable purchases and churn activity, allowing fitness brands to quickly find and reach audiences with high buying propensity for exercise products, while proactively re-engaging audiences at risk of losing brand interest. [Read more](#)

04 | Enhance Integration To Improve Targeting Accuracy

Leveraging GA4's diverse data collection and easy integration with the overall Google suite allows companies to gain actionable insights and drive smart real-time activation. Tapping wider event data and connecting with Google Ads enables fashion brands to achieve sharper targeting, down to the individual product SKU level. [Read more](#)

05 | Modernize Global Marketing Reporting

Simplified yet extensively customizable, reporting functions in GA4 enable firms to simultaneously achieve top-level oversight and deep performance data. This example illustrates how installation as part of an international e-commerce measurement program can offer unified flows and tailored reporting ability that provide all-encompassing visibility into marketing effectiveness and customer experience across channels, alongside the scope to spot and capture opportunities for increased conversion. [Read more](#)




Sector: Automotive

Future-Proofing For Privacy Changes

An automotive client asked us to consult on new privacy changes and impending "cookie death" to prepare their business and protect martech ad spend. They were keen to understand and prepare for the financial impact these changes would have on their online paid marketing.

The client needed to map out new strategies to remain effective while staying compliant with new cookie rules. We collaborated closely with the team, as well as client stakeholders, to deliver a consultancy project on the analysis of risks and opportunities of these digital changes to help the automotive company future-proof their business.

Technology Used

 Display & Video 360

 Tag Manager 360

 Analytics 360

Our Bold Ambition

We helped our automotive client and five test markets understand the impact losing cookies would have on their paid media, martech metrics and performance, to help "privacy-proof" their marketing.

Our Solution

Solutions included:

- Cookie audit: full owned property
- Media audit: to identify reliance on third-party cookies
- Browser tech review: impact on website
- Media reach: for at-risk media
- Financial: impact assessment
- CPD business case: review and recommendations
- Consultancy: strategy and recommendations
- Roadmap: to prepare for privacy changes

€40M of media spend was at risk due to cookie loss.

Our Results

We helped our client maximize their media investment by:

- Identifying 28% of media spend that fully relied on third-party cookies and prioritized first-party cookie solutions
- Recommending priority areas to tackle e.g. existing data-capture methods relied on third-party cookies, a priority area to tackle
- Implementing new behavioral targeting frequency cap for media spend

Sector: Fitness & Media

Powering Customer Engagement Insights Via GA4

Our client, an exercise fitness equipment and media company, was faced with rapid expansion, rollout of new products, seasonal changes and shifts in social engagement.

The client marketing team wanted to improve its understanding of customer lifecycles to drive sales and boost revenue.

Technology Used



Our Bold Ambition

To gain a better understanding of customer behavior using predictive metrics among prospective customers.

Our Solution

Our team partnered with the client to implement GA4 and its powerful integrated AI and machine learning capabilities, empowering the company with vital insights about probable purchases and churn activity.

Solutions included:

- Fallout reporting detailing opportunities to optimize engagement and lift conversions
- Full funnel conversion reports detailing how customers engage with the brand and their likelihood to convert
- Engaged view conversion reports showing the impact of client marketing activities and potential churn

Our Results

Following a quick and seamless implementation with zero downtime, the company can now identify audiences using powerful predictive capabilities that can be applied as follows:

- In advertising to predictive audiences which are shared automatically with Google Ads, including Engaged View Conversions from YouTube
- In remarketing to customers who are on the threshold or more susceptible to converting
- In re-engagement campaigns to customers who are likely to churn via GA4 signaling a waning interest

Sector: Casual Footwear

Audience Marketing In The Footwear World Via GA4 & Google Ads

Our client is a leading global manufacturer and retailer of casual footwear. As marketing competition increases in the footwear industry, reaching the right audience with the most accurate advertising at the right time is critical to generate growth and optimize marketing ROIs.

Our client needed an advanced technology solution to better understand audiences and deliver the correct advertising at an individual level.

Technology Used



Our Bold Ambition

To understand e-commerce audiences and use targeted audience data (down to the SKU level in Google Ads) to deliver relevant ads to individuals, to improve marketing performance metrics.

Our Solution

Our team partnered with our client to implement Google Analytics 4 and broaden data collection and event measurement with the integration of Google Ads built into the platform.

We enabled better understanding of spend performance at a SKU level and made data insights actionable by leveraging GA4's ability to validate metrics and connect performance to targeted media audiences.

Solutions included:

- Sent analytics conversions to client's Google Ad account
- Enhanced Google Ads re-marketing to Analytics audiences
- Monitored performance of Google Ads in Analytics reporting
- Identified new Google Ads dimensions in user acquisition report

Our Results

- By integrating GA4 and Google Ads, our client gained a unified platform for performance analysis and the ability to retarget and re-engage customers with hyper-targeted propositions and tailored ads
- Using their new GA4 property, our client can access richer data insights through triggered custom events and enhanced product details

Sector: Wellness & Retail

Global E-Commerce Growth Enabled By GA4

Our client makes the most technologically advanced yoga clothing in the world. They needed a platform for performance measurement that could keep pace with their advanced transformation goals.

Our client chose Google Analytics 4 to future-proof their business and gain access to an intelligence footprint for digital commerce that enables complex international performance measurement.

Technology Used



Our Bold Ambition

We set to upgrade and provide better visibility of performance measurement to aid strategy and operational decision-making. Key areas of support included: understanding how customers were engaging with every aspect of the brand, optimal customer experiences, performance data clarity and accessibility.

Our Solution

Our client selected Google Analytics 4 based on our analysis and recommendations, following an evaluation that highlighted GA4 as the optimal platform for managing their complex e-commerce environment consisting of multiple digital properties across several brand lines.

Solutions included:

- Multi-currency e-commerce
- Customer lifecycle-framed reporting
- Audience configurations for events, demographics and channel, synced with Google Ads
- Predicted sales conversions against purchases

Our Results

- Rich custom analysis and queries based on client's raw event data, enabled by BigQuery (included with GA4)
- More granular user data control options to ease compliance with data regulations (including GDPR and CCPA)
- Machine learning-powered insights that highlight data trends such as growing demand for a specific product or service

04

Top Takeaways

While preparing for a privacy-focused future can feel overwhelming, there are multiple practical steps companies can take today to ensure they are fit for tomorrow's business environment. Of course, analytical requirements, market conditions, challenges and objectives will vary for each company. We recommend beginning with a thorough assessment of systems, procedures and data workflows to guide a bespoke roadmap toward sustainable, efficient and privacy-secure data management.

01 | Audit

Audit and review your current privacy and data ecosystem: scope, tools, destinations and stakeholders. An operational assessment will help paint a clearer picture of existing data practices, uncover gaps and prioritize where to focus your time and effort.

02 | Analyze

Deep assessment of data infrastructure is essential to define technology needs and efficiency-boosting opportunities. Aim to assess your data, including pinpointing overlaps and any complementary data sources, data joins and activation. Explore whether tools like Google Cloud Platform (GCP) are the best fit, in addition to reviewing tech suites such as Google Marketing Platform (GMP) and other adtech or martech platforms.

03 | Align

The cookieless future may seem like it's all about tech, but your people are integral to success. Ensure implementation strategies reach people at every level so you're all aligned. Conduct stakeholder mapping, identify silos and solutions; include measures for fueling sustainable cross-organizational execution and streamlined partner orchestration. If you opt to adopt GA4, seize the opportunity to leverage it to cut through silos and drive collaboration. Use this opportunity to unite and align your internal and external stakeholders.

04 | Articulate

Investing early is important for effective preparation and planning. Assess your internal resources and create a robust project plan, so that you can articulate this to budget holders and request more resources. Consider if you have the right customer data platform and resources in place. If not, now is the time to make the business case.

05 | Accelerate

Accelerate your marketing. Experiment with your chosen analytics tool. Dial up the data, insights, visualizations and predictive modeling. Bring together varied stakeholders for different perspectives, and review campaigns and results to ensure you're harnessing the best solutions for your requirements.

06 | Adopt

Adopt new platforms and practices where required to resolve gaps and get ahead of your competitors. Set up the right solutions for driving privacy-ready activation and measurement. Include options such as GA4; don't forget that swift action is crucial to enable historic data comparisons. Track your progress milestones and, remember to celebrate success with your team and wider stakeholders – you're stronger together.

07 | Acclimatize

Getting used to any new platform takes time. Encourage your teams to see this as a chance to familiarize themselves with GA4, so they can lead the pack in post-cookie analytics and data management once deprecation is finalized. Proactive testing and learning will enable you to get more from your campaigns. You will become comfortable using GA4 to predict, target and visualize your customers better than ever before.

08 | Assess

Privacy transformation isn't a one-off project. It's about placing the customer at the heart of your marketing and data strategy, continuously. Remember data is an asset. Embed processes to maintain data quality, regularly identify improvement areas, and keep moving forward using a 'test and learn' cycle.

REMEMBER

Marketers must build a solid foundation for first-party data collection now to have a strong data pipeline in the absence of cookies. The death of the cookie is coming, that's certain, yet challenges can be flipped into opportunities.

05

Conclusion

It's key to adapt and invent to cope with the speed of change. Marketers and digital teams are at the front line of rapid changes that offer some unique opportunities:

- The deprecation of cookies will challenge all of us to be even more creative
- The movement to first-party data enhances your ability to have a real conversation with your customers and get closer to engaging them than ever before
- These changes will force us to treat all our efforts with privacy by design, and that's no bad thing

In our experience, brands that succeed are clear about what value creation means to them and have found ways to embed a privacy mindset within their organization in a shared language everyone understands. They work toward one clear shared goal and co-create and collaborate to ensure that privacy is at the heart of their marketing; viewing it as an opportunity, not just a hygiene factor.

Although we're living in unpredictable times globally, **marketers will pivot and adapt as they always have done.** We hope this booklet helps you get started on your journey and enables you to take some tangible steps to a privacy-focused future.



Transformation must be an always-on process through which organizations are in a perpetual cycle of doing today what will keep them competitive tomorrow.

Grant Keller

CEO

Acceleration | Global

06

About Us

At Acceleration, we believe digital transformation needs transforming. Businesses have treated transformation as a year-long linear plan which is heavily invested in, then crafted and introduced. But by the time the plan is implemented, the market, technologies and consumer behaviors have changed, and the plan becomes irrelevant.

Modern brands, instead, need to build a culture that leverages data and technology, committing to continual iteration that transforms the organization continuously and over time. And that's what we help you do. With a deep expertise in martech and adtech, and through an agile, iterative process of innovation and exploration that we call "always-on transformation", we will help you experiment, learn, ideate, then prioritize to enable scalable results that add value today and into the future.

Acceleration Is Google's Longest-Standing Partner

150+
GA4 Global
Implementations

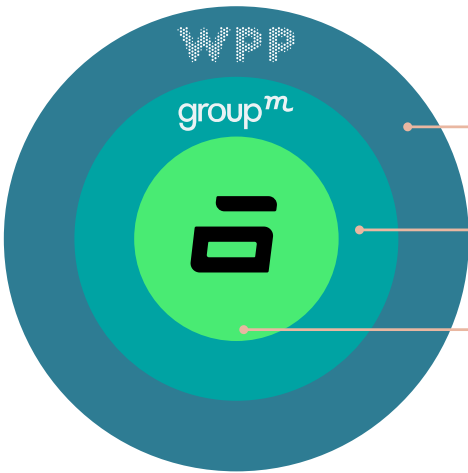
First
GMP Sales
Partner

20+
Year
Partnership

500+
Clients
globally
using Google

350+
Certifications
Across GMP

250+
Marketing
Analytics
& Cloud
Engineers



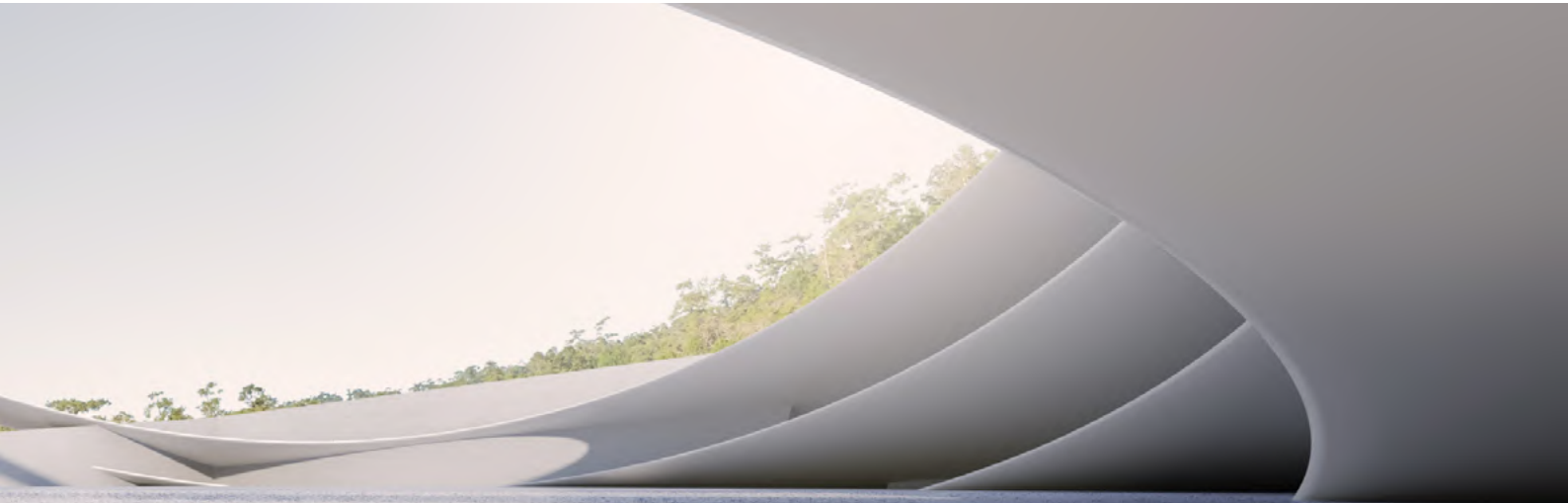
A creative transformation company



The world's largest media agency network



A growth consultancy and Google technology specialist



How We Help Out Clients



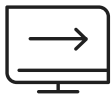
Strategize For Transformation

Assess your digital maturity, analyze your needs and understand your path to transformation to an agile, always-on marketing organization.



Implement The Right Technology

Find and implement the right tech stack. Optimize your data ecosystem, mastering the most important digital media platforms to reach consumers.



Orchestrate Your Data And Technology

Design and build a data and technology infrastructure that captures, collects and turns your data into actionable insights that deliver business outcomes.



Activate Your Data

Use your first-party data to build a more relevant connection to your audiences in future-proof and privacy-compliant ways. Apply machine learning and AI to optimize your media investment.



Measure And Iterate For Success

Develop a best-in-class measurement strategy with advanced methodologies that give you the insights you need to continually adapt and grow your business.



Customize Experiences

Use data and technology to personalize digital experiences that match your customers' journeys. Use AI to analyze creatively and elevate the best experiences for your audiences at scale.



Quality data is an asset that fuels better decisions.

By facilitating a great customer experience and value exchange with data, companies can drive customer loyalty over time.

Alexandra Reid
Director of Partner Development for Google
Acceleration | North America

Discover More

If you'd like to discover more about a privacy- focused future, GA4 or our consultancy work see the useful resources that we have included below:

Our Think With Google Articles

- [Ready Together: 3 ways agencies can help clients drive digital transformation](#)
- [How automation powered by Search trends helped one Swedish retailer meet local demand](#)
- [How the power of data transformed Volvo's digital marketing](#)

Our Blogs

- [Lessons from the forefront of digital transformation](#)
- [Future use of Google Analytics in Denmark](#)
- [Google delays third-party cookie demise. What does this mean for advertisers?](#)
- [Google to phase out Universal Analytics](#)
- [How to unlock the power of first-party data in your marketing efforts](#)
- [Google's Enterprise Marketing Portal](#)
- [Google Analytics 4 Checklist](#)

Contact Us

Drop us an email today to set up a short discovery session on how we can help you prepare for a privacy-focused future.

Email: sales@acceleration.biz

[Follow us on LinkedIn](#)