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FAREHARBOR
webinars



FareHarbor and GA4

Understanding the New Integration



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Today's Agenda

About GA4

**GA4 &
FareHarbor
Integration**

Google Ads



Cookie Compliance (EU + UK)

FareHarbor integrates with the following **cookie consent manager solutions**:

1. CookiePro
2. Complianz
3. Cookiebot
4. Iubenda
5. CookieLawInfo

Adopt one of the integrated cookie consent solutions to ensure that FareHarbor receives your customer's consent for the use of analytics cookies on the online booking experience. Learn more in the GA4 help center.



Do you know?

When will Universal Analytics be deprecated?

- May 2023
- July 2023
- December 2023
- January 2024



Universal Analytics (UA) will be
deprecated on [July 1, 2023](#)



About GA4



What to expect in this section

About GA4

GA4 Metrics

GA4 Reports



About Google Analytics 4 (GA4)

What is GA4?

- Latest version of the **Google Analytics platform**
- **Cross devices/platforms** analysis capability
- **Event-based** data collection model
- Improved **privacy & Security**
- **Built-in events** (Scroll, clicks, video play, form submit)

💡 Universal Analytics will stop generating hits in July, 2023. You will still be able to view your historical data in your UA property.



UA

GA4

Data Collection Model	
Session-based model	Event-based model
Reporting Interface	
Complex custom reporting	Intuitive, user-friendly visualization, flexible reporting
User Identification	
No possibility to track user behavior across devices/platforms	Combination of User ID and unique device identifiers = more visibility of user behavior across devices/platforms
Data Privacy and security	
Basic data privacy & security features such as anonymization of IP addresses and data retention controls	User-centric data collection for more control. Data anonymization. Improved security controls.




GA4 Product Linking

PRODUCT LINKS

 Google Ads Links

 Ad Manager Links

 BigQuery Links

 Display & Video 360 Links

 Merchant Center

 Optimize Links

 Google Play Links

 Search Ads 360 Links

 Search Console Links



Overall, GA4 offers a more
modern and **flexible** approach to data
collection and analysis



GA4 Metrics

New Metrics

1. Engagement rate
2. Avg engagement time
3. Engaged sessions
4. Total purchasers
5. Ecommerce Revenue
6. Total Ad Revenue

💡 GA4 replaced bounce rate with engagement rate due to an updated definition of a bounce to include a wider range of user interactions.



GA4 Essential Reports

Life Cycle Reports

- Acquisition
- Engagement
- Monetization
- Retention

User Reports

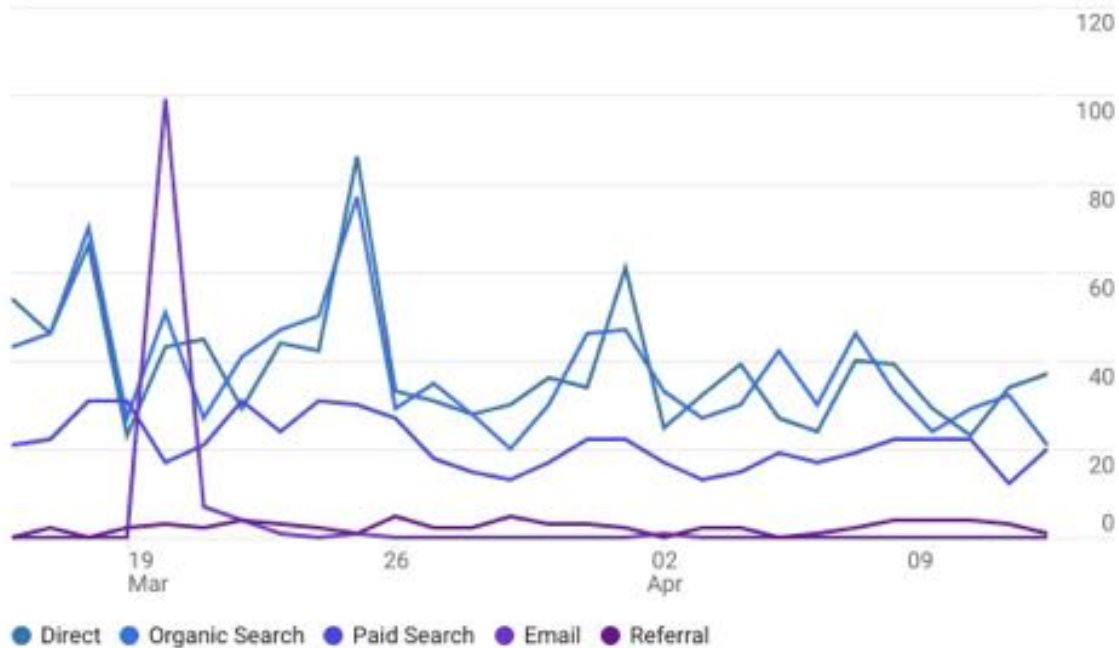
- Demographics
- Tech

💡 Create custom website performance reports using the Explore section for detailed analysis



GA Metrics - Life Cycle Reports

New users by First user default channel group over time



Acquisition

- User acquisition
- Traffic acquisition

GA Metrics - Life Cycle Reports

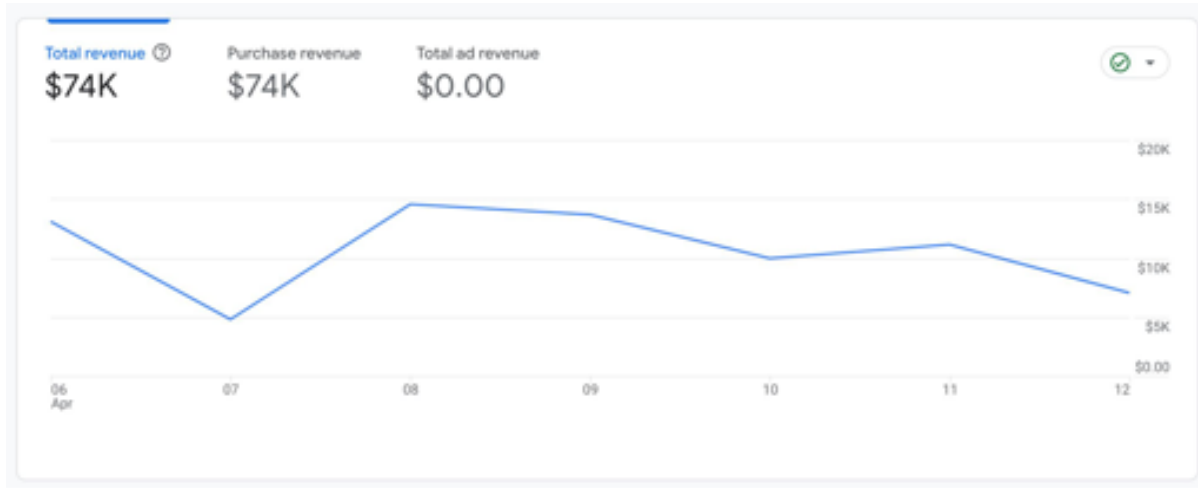
Engagement

- a. Pages and Screens
- b. Landing page

Landing page	+	↓ Sessions	Users	New users	Average engagement time per session
		4,343 100% of total	3,123 100% of total	2,958 100% of total	1m 00s Avg 0%
1		2,407	2,007	1,893	1m 08s
2	landing page 2	642	494	377	1m 00s
3	landing page 3	633	524	415	0m 54s
4	landing page 4	241	176	0	0m 08s
5	landing page 5	162	139	112	0m 56s



GA Metrics - Life Cycle Reports



Monetization

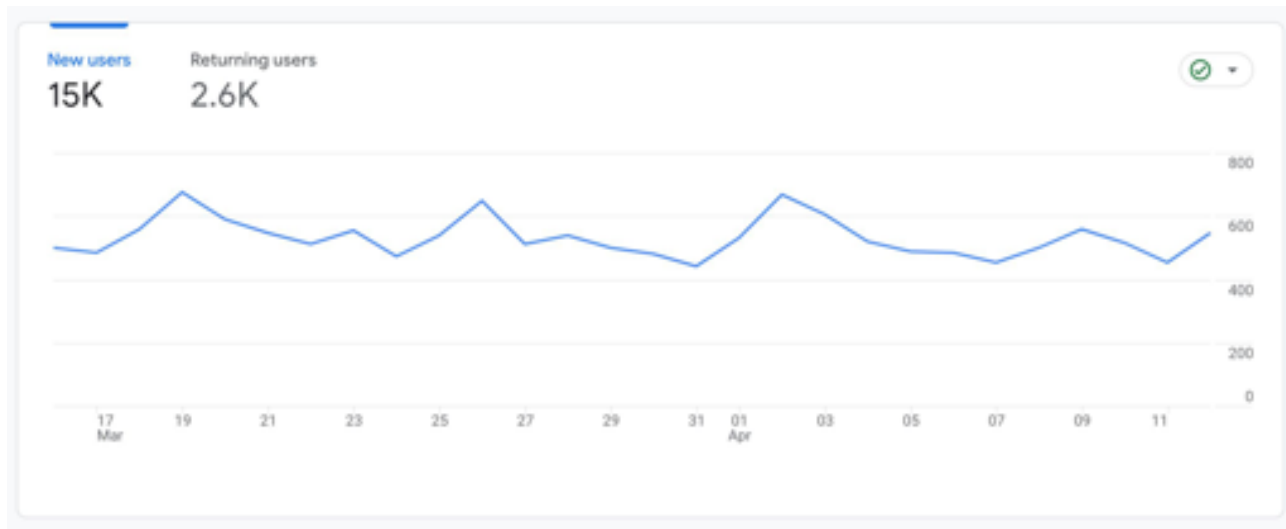
- Overview
- Ecommerce purchases



GA Metrics - Life Cycle Reports

Retention

a. Overview



GA Metrics - User Reports

Demographics

- a. Overview
- b. Details

Users ▾ by Country



COUNTRY	USERS
United States	12K
Canada	820
Australia	223
United Kingdom	220
Philippines	143
India	88
China	46

[View countries](#) →



GA Metrics - User Reports

Users ▾ by Device category



• MOBILE 62.2%
• DESKTOP 36.1%
• TABLET 1.6%

Tech

- Overview
- Details

Device category	Percentage	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	100%	0.88 Avg 0%	1m 18s Avg 0%	158,800 100% of total	431.00 100% of total	\$293,638.67 100% of total
1 mobile	62%	0.79	1m 00s	67,118	187.00	\$118,530.74
2 desktop	36%	1.00	1m 45s	89,272	239.00	\$171,091.66
3 tablet	1%	0.88	2m 05s	2,405	5.00	\$4,016.27
4 smart tv	1%	1.00	0m 22s	5	0.00	\$0.00

Set Up & Integration of GA4 with FareHarbor




Setting Up GA4

Setting up your GA4 Account

1. Use the GA4 setup assistant when you sign-in to your Google Analytics account
2. Google may create a new GA4 property based on current UA settings unless opted out

Automatic migration settings:

- Basic Custom Events
- Basic Goals/Conversion Goals
- Property Settings and Users
- Custom Audiences
- Google Ad links

 Email our Support team or access our GA4 setup help doc for specific setup instructions



GA4 Configurations

Three steps to ensure quality data:

1. Unwanted Referral List
2. Extend Data Retention period
3. Enable Google Signals

💡 Correctly setting up your property from the start can save you a headache months down the road when you have inaccurate data.



GA4 Configurations

Add fareharbor.com and your site URL to the Unwanted Referral List:

- Prevent inaccurate recording of FH as a referral source
- Ensure correct attribution of conversions, transactions, and revenue to their actual sources

💡 No need to include your subdomains as Google manage this automatically. The same applies to cross domain measurement tracking.



GA4 Configurations

Review Data Retention:

Determine how long GA4 stores user & event data with **Data Retention controls**. Reviewing the default period from 2 months to 14 months to:

- Enable long-term trend analysis
- Additional data for audience segmentation
- Troubleshoot issues more effectively with access to more data

💡 This data retention period only affects the Explore Section of GA4. All Life Cycle reports data will remain intact for the time period you have selected



GA4 Configurations

Activate Google Signals:

Collects data from **signed-in Google account users** with ad personalization

- Tracks user's interactions across devices
- Provides engagement insights into customer journeys
- Gathers demographic information
- Creates remarketing lists

💡 When activating Google signals, you enter an agreement with Google that requires you to give necessary privacy disclosures to, and obtain consent from end users prior to their data being collected, stored, used and advertised to.



Integrating GA4 with FareHarbor



What is shared from FareHarbor to GA4?

1. Lightframe page views
2. Purchase events

💡 If you have online cart enabled, one converted cart will only record one purchase event regardless of the number of bookings in the cart.

Integrating GA4 with FareHarbor




Copy your GA4 measurement ID

1. Click **Admin**
2. Click **Data Streams**
3. Click on your **Stream URL**
4. **Copy** GA4 Measurement ID

Integrating GA4 with FareHarbor

Add this ID to your FareHarbor Dashboard

1. Go to **Settings**
2. Click **Analytics & Tracking**
3. Click **+ Add analytics service**
 - a. Type: **Google Analytics 4**
 - b. SKU: Add your company shortname
 - c. GA4 ID: **Paste** GA4 Measurement ID
4. **(Optional)** Check the **checkbox** if your calendar, item grid, or book button is added to multiple websites
5. Click **Create analytics service**

 Only users with “**Director**” level access will be able to make changes to Tracking & Analytics.



Connecting Google Ads



What do you think?

**Do you know why
it's important to
link your Google Ads
with GA4?**

- Yes
- No
- Yes, but I'm not sure why



Linking Google Ads with GA4 will help
track your paid campaigns and
compare user activity with organic
traffic



Linking Google Ads and GA4

Why link Google Ads and GA4?

1. **Visibility in GA4 reports**
 - a. *Life Cycle > Acquisition Overview*
 - b. *View Google Ads campaigns*
2. **Visibility in Google Ads**
 - a. Import GA4 conversions for **bidding and reporting**
3. **Remarketing**
 - a. Add audiences to a campaign or ad group

💡 For a more comprehensive view of your campaigns, use the Explore section for custom reporting and additional insights.



Linking Google Ads and GA4

In your GA4 property

1. Click **Admin**
2. Under “Product Links”, click **Google Ads Links**
3. Click **Link**
4. Click **Choose Google Ads accounts**, then select designated account
5. Click **Confirm**
6. Click **Next**
7. Click **Submit** to link your accounts with the chosen settings.

💡 Your Google Ads account will only populate under “Product Links” if it’s managed by the same gmail account as your GA4 property



Importing Conversions From GA4

In Google Ads

1. Click **Tools and Settings**
2. Go to “Measurement” → “Conversions”
3. Click + **New conversion action**
4. Click **Import**, select **Google Analytics 4 properties**, click **Continue**
5. Select the purchase/transaction event then click **Import and continue**
6. Click **Done**

💡 Ensure that auto-tagging is enabled in your Google Ads account.

💡 Set your GA4 conversion action as the “primary” source. Universal Analytics must then be set as “secondary”.



Thank you!





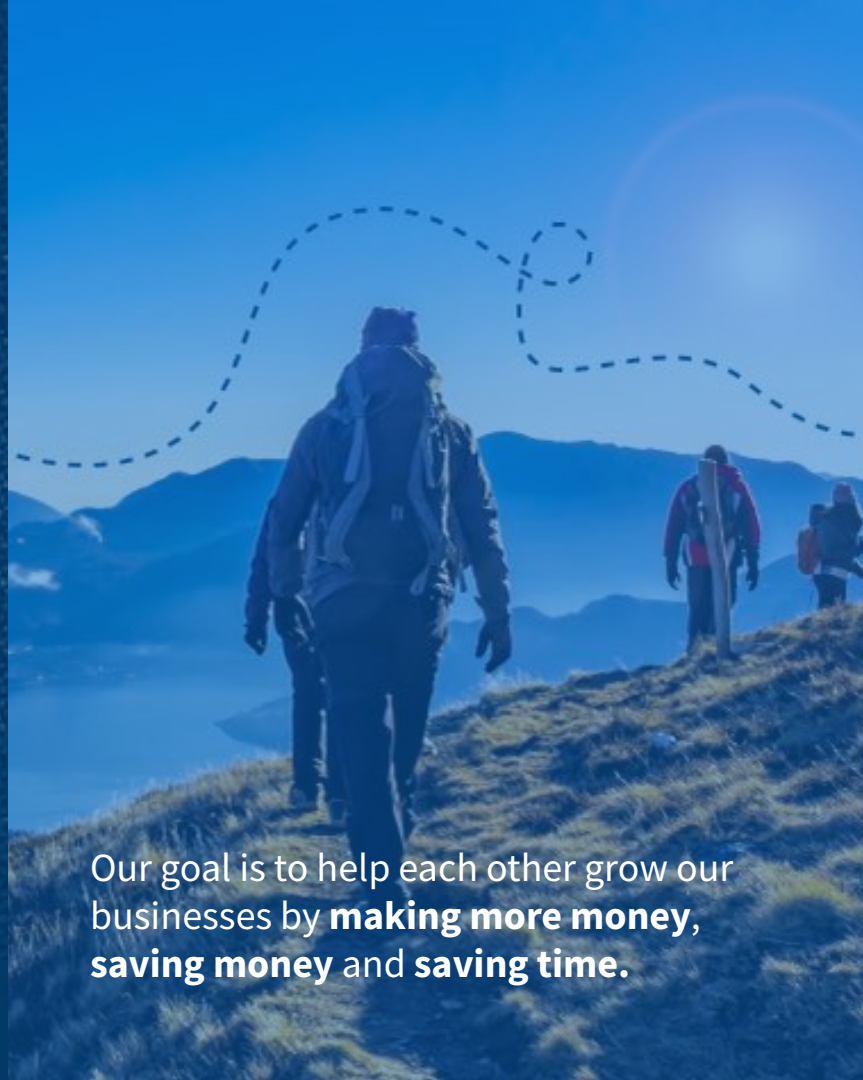
FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

Q & A

