TACTIC LAB

5 GA4 TIPS FOR
SAAS / STARTUPS

GA4 FOR
SAAS / STARTUPS

With startups usually needing to both acquire users and keep them using the service, GA4 is much more relevant than previous versions. With its event model, GA4 can cover both marketing analytics and product analytics in a single dataset so you can optimise for the whole customer lifecycle. GA4 could allow your startup to have enterprise-level analytics for the fraction of a cost compared to other products.
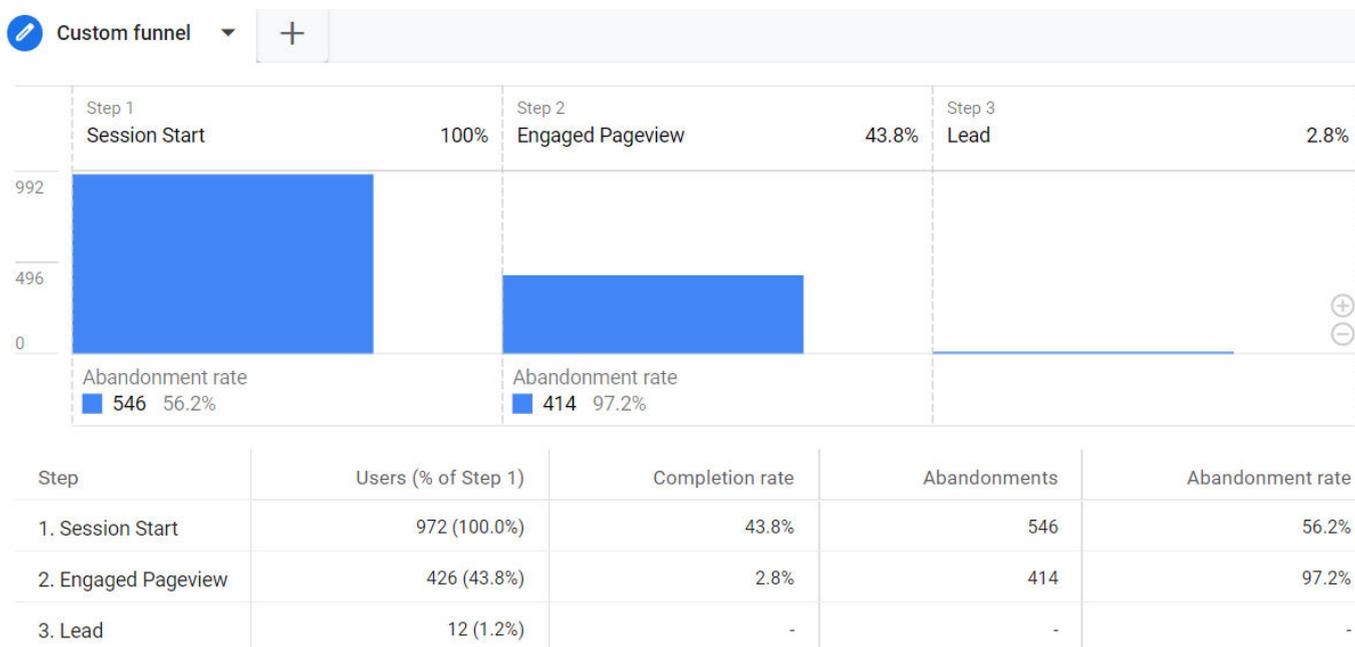

[Image Credit]

TACTIC LAB

WHAT IS GA4?

Google Analytics 4 (GA4) is the latest release of the free website tracking software, Google Analytics.

Google Analytics is a free service that allows you to track any traffic and engagement that happens across your websites, apps and offline. GA4 contains lots of new updates, including how data is tracked and stored, with the overall goal to give a better view of today's marketing landscape, while also providing more control around data management and privacy.

Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Session Start	972 (100.0%)	43.8%	546	56.2%
2. Engaged Pageview	426 (43.8%)	2.8%	414	97.2%
3. Lead	12 (1.2%)	-	-	-

TIP #1

AUDIT YOUR 3RD PARTY INTEGRATIONS

A lot of startups use 3rd party integrations to process key parts of their service, such as the actual signup. Unfortunately, many of those are not set up to track conversions into your GA4 property and for many this is not possible at all. Without this conversion data, the insights you can get from GA4 are limited which will greatly hamper your growth. Save yourself the pain and make sure that any booking widget (or similar) is actually possible to integrate into your GA4 setup before you select a provider.

TACTIC LAB
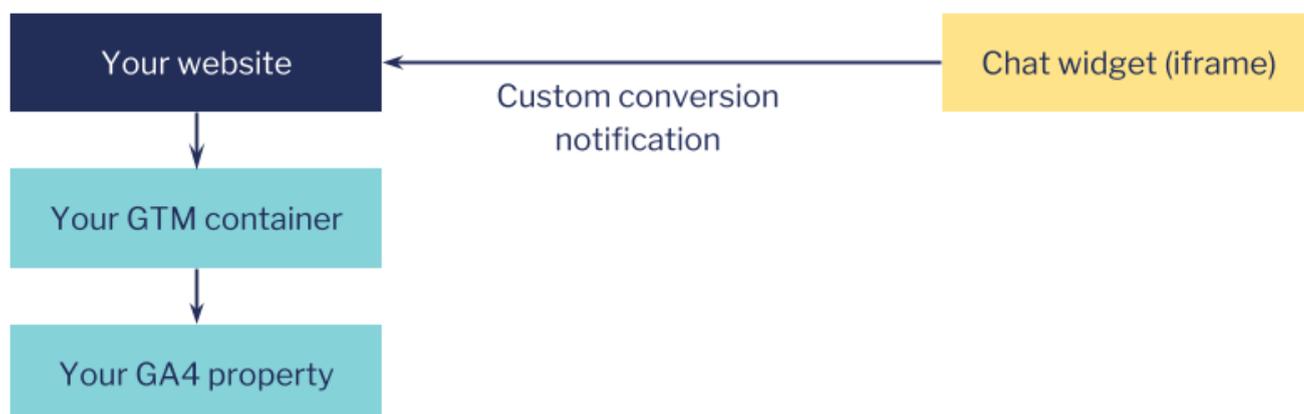
TIP #2

SET UP MULTIPLE CONVERSION TYPES

Because most startups need to engage people at all stages of the funnel (from awareness to retention), it's not enough to just track your most important conversion type as this limits the type of insights you can draw from GA4. You should track conversions across the funnel from the very casual ones (eg. engaging with a video or PDF) to mid-funnel (eg. completing a newsletter or lead form) to bottom-funnel (eg. signing up to the actual service). Being across both small and big user actions is fundamental to getting your startup off the ground.

| Top Of Funnel	Middle Of Funnel	Bottom Of Funnel
file_download	generate_lead	purchase
video_completed	sign_up	
cta_click	phone_click	

TACTIC LAB

TIP #3

TRACK LIFETIME USER VALUE

Tracking user lifetime value is useful to determine which audiences are most valuable to your brand over the long term. While you can implement this by sending offline events into GA4, if you're just getting started an easier way is to send an estimate with a standard purchase event when someone signs up for your service. This is particularly useful if you have multiple tiers with historical retention data for each. Doing this lets you see the estimated LTV per channel (for its signups) in GA4.

CHANNEL	USERS	REV / USER	EST LTV / USER
SEO	66,936	$7.85	$12.80
Direct	48,770	$2.65	$8.60
Paid Search	44,628	$4.65	$16.60

TACTIC LAB

TIP #4

CHECK YOUR SPA TRACKING SETUP

Many startups are implemented as single-page-application (SPA) websites. If this is you, you will need to do a little bit more work when you set up GA4, because some elements will not track automatically, especially once the user moves past their first page. With SPAs being more and more common, GA4 is much better at tracking this automatically compared to Universal Analytics but because there are so many customisations possible, you will want to check. A range of workarounds exist and once implemented your data will be as accurate as for a non-SPA website.
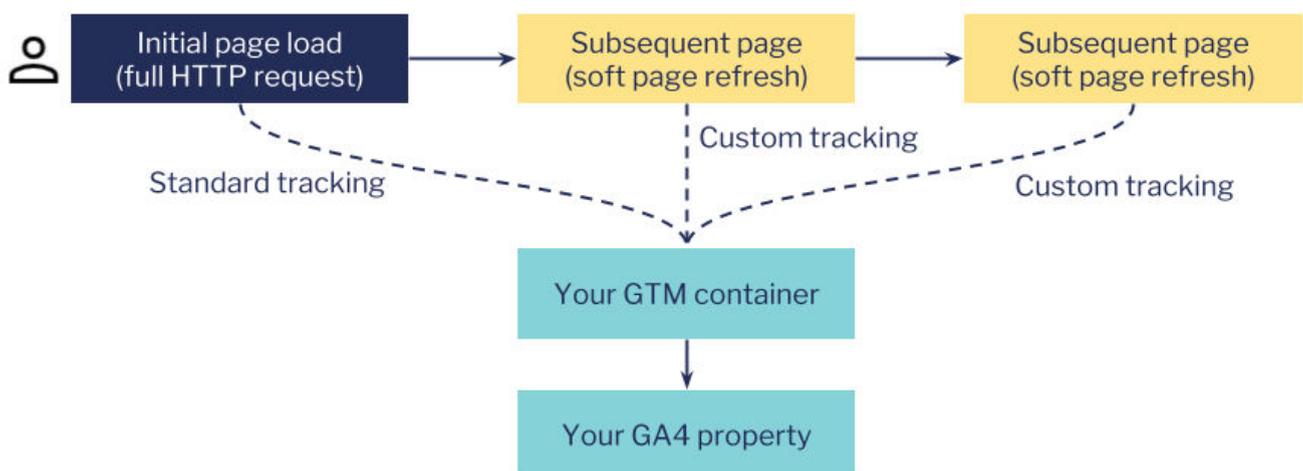
TIP #5

COMBINE MARKETING & PRODUCT DATA

GA4's event model lets you combine customer acquisition and online product usage in one GA4 property. If you do this, you are in a position to draw valuable insights. You can see which acquisition method gave you customers who actually use your product or even recommend it to their friends. Over time you'll gradually understand the best pricing models for you and how individual promotional channels drive long term customer usage. You'll be able to drill down as deep as needed.

CHANNEL	WEBSITE VISITORS	SIGNUP RATE	POST-SIGNUP PRODUCT EVENTS / USER
SEO	66,936	8.4%	15.3
Direct	48,770	15.1%	7.5
Paid Search	44,628	12.8%	9.3

TACTIC LAB

Why partner with Tactic Lab?

- Comprehensive digital expertise
- Flexible delivery (advice, implementation, training)
- Full ownership of your accounts & data
- No lock-in contracts

Google Partner

FOR MORE INFORMATION
Contact us on info@tacticlab.com.au
or fill out the website form

TACTIC LAB