



# 5 GA4 TIPS FOR ADVERTISING TEAMS

# GA4 FOR ADVERTISING TEAMS

Most organisations use GA4 to track key conversion events and see basic reporting around those events. However, if you're an ad specialist (especially if you're looking after a large budget), there are ways to get much more value out of GA4. These can help level up your campaign optimisation and reporting and eventually even automate some advertising tasks.

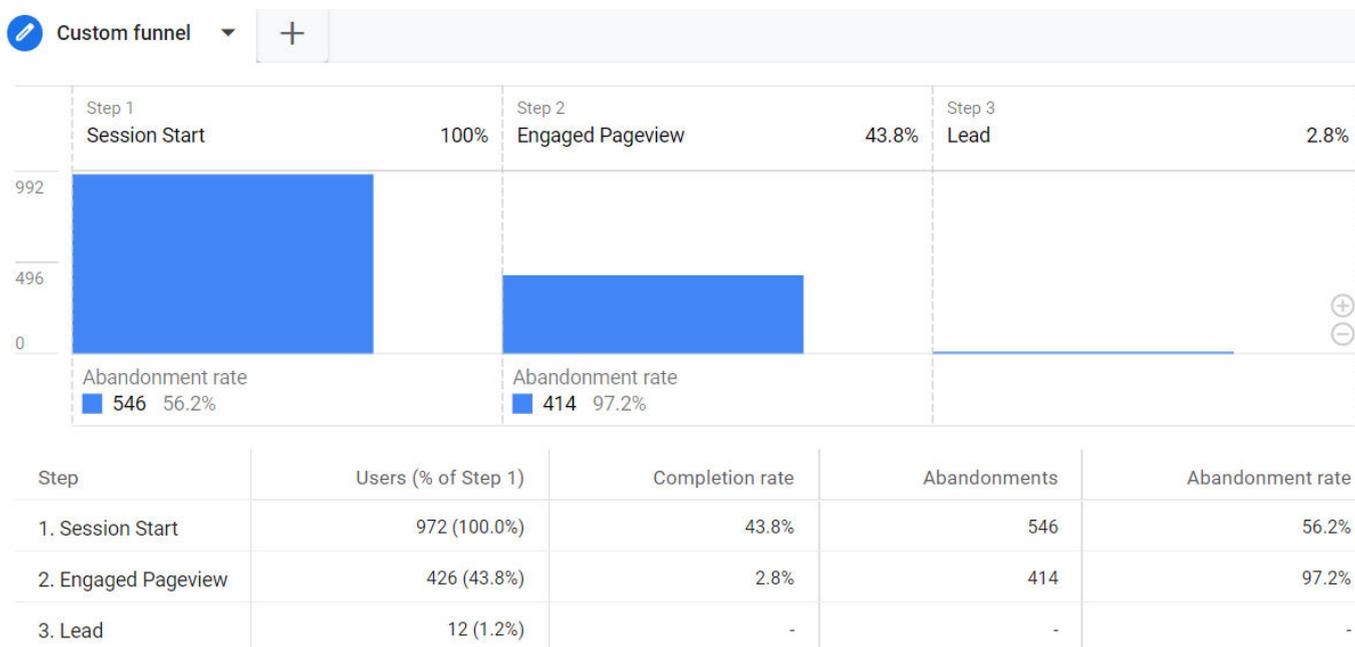


[\[Image Credit\]](#)

# 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.



# TIP #1

## CREATE TRAFFIC QUALITY REPORTS

GA4 allows for in-depth analysis through its explorations (custom reports which can be saved to your property), as well as through BigQuery. This allows for segmenting out low performers in order to quickly focus on them and/or eliminate them from the campaign. Examples would include campaigns, keywords, cities etc which don't meet minimum traffic quality metrics that you decide on. This can also be useful in identifying and eliminating bot traffic.

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<b>TOP PLACEMENTS WITH LOW ENGAGEMENT</b>	<b>ENGAGEMENT RATE</b>
placement1.com	0.94%
placement2.com	1.03%
placement3.com	1.34%

# TIP #2

## ASSIGN VALUES TO EVENTS

GA4 lets you send a value with every event you track, not just ecommerce events. This is useful to get a holistic measure of traffic quality, as this value will reflect the sum of all the website engagement actions that your users have performed. This can then be used to support campaign optimisations through filtering the high and low value users from campaign traffic and overall website traffic.

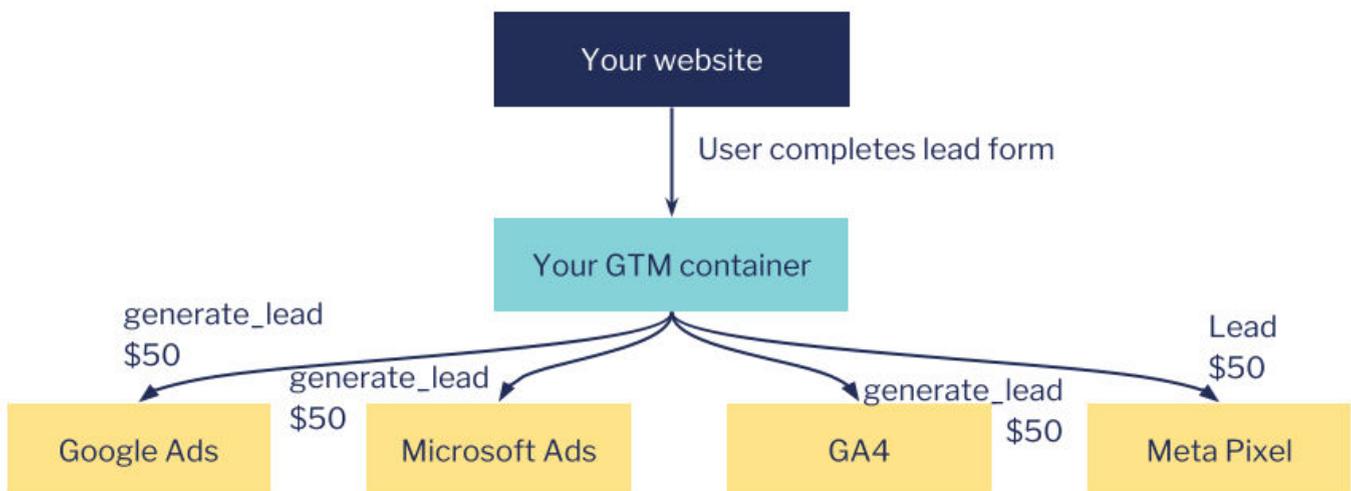
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CAMPAIGN	USERS	TOTAL VALUE	VALUE PER USER
Branded	43,824	\$197,208	\$4.50
Product Names	71,248	\$192,369	\$2.70
Locations	82,646	\$314,054	\$3.80
Remarketing	88,606	\$345,563	\$3.90

# TIP #3

## ALIGN GA4 AND NON-GA4 EVENTS

It's common to have completely different naming conversions for each platform, which leads to confusion & duplication. However, since everything you're tracking into an ad platform is probably tracked into GA4, you could essentially duplicate a subset of your GA4 events and values into each ad platform (although some like Meta have pre-defined event names). This simplifies your ad platform conversion setup, and sends more conversion data to each platform. It also lets you perform more holistic campaign analysis as well as get campaigns to optimise for total conversion value, for platforms that allow this.



# TIP #4

## CONNECT TO BIGQUERY

The free BigQuery export is one of GA4's best features. Advertising campaigns can drive large volumes of traffic depending on the channels and scale of the campaign. If you want to do any robust reporting or analysis in GA4 alone you will quickly run into sampling and data retention issues but with BigQuery, you can own your raw traffic data. This also allows for an easier method for merging with data from your individual ad platforms for reporting and visualisation.

Create a link with BigQuery

Link setup

- 1** Choose a BigQuery project  
Prepare your Google Cloud project prior to setting up this export. [Learn more about BigQuery export](#)  
Link to a BigQuery project I manage  
 GA4 Data  
ga4-data  
Data location ⓘ  
Sydney (australia-southeast1)  
**Next**
- 2** Configure settings
- 3** Review and submit

# TIP #5

## IDENTIFY HIGH-VALUE AUDIENCES

Once you've implemented event values, you can identify users who have accumulated a certain event value to see what else they have in common (eg. marketing campaigns, pages they've visited, demographics etc). This will help you refine your targeting across multiple ad platforms. You could potentially even automate some of this by linking BigQuery to an ad platform's API.

STATE	USERS	% USERS WITH LIFETIME VALUE > \$100
NSW	43,824	25.0%
VIC	71,248	6.5%
QLD	82,646	44.0%
WA	88,606	27.2%

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