

Helping an E-Learning Business

Get More From Data

With a Google Analytics (GA4) Health Check (Audit)

An e-learning company was wasn't sure if their Google Analytics implementation was correct. They couldn't trust the data was accurate which could impede strategic decision-making for future campaigns and initiatives.

Approach

Reviewed Google Analytics Set Up

Focused on a set time period to review configuration, data quality, integrations, events, data privacy, and data collection.

Connected Findings to Business Impact

Analyzed how this impacted specific business goals and aligned with needs.

Prioritized Findings

Used a red light, yellow light, green light model to prioritize what to focus on first for the greatest impact on their business.



Key Insights

Missing Data

- No app data from Firebase.
- High % of Google Ads as “not set.”

Duplicate Traffic

- Duplicate traffic that could potentially skew analysis.

Missing Events

- Client had some missing events that could benefit their analytics, creating potential challenges for understanding performance.

RECOMMENDATIONS

• Confirm Connection

Ensure Firebase is connected properly to track data from in-app purchases.

• Check

For gclid parameter issues or url issues. Key for understanding ROI of ads and business performance.

• Add More Events

Create and track events relevant to e-commerce such as ‘add-to-cart’ for future analysis and to flag potential UX issues.



Outcome

The client had an easy-to-digest understanding of how their GA4 property was performing. Additionally, they understood issues to prioritize for having the greatest business impact. These recommendations put the client on the path to cleaner data, enabling them to make data-driven decisions with confidence.