



Analytics8

THE INSIDER

Elevate your Marketing Analytics with GA4

Are you ready for GA4? Or are you like most everyone else: freaking out, over it, don't know where to start?

Don't worry, this month we're sharing the goods on GA4: how you can use it to take your marketing analytics to the next level. And, if you're a data nerd, we have more technical content on event-driven architecture (the secret ingredient to what makes GA4 so cool!)

Ready to dive in?



Tracey Doyle

Analytics8 CMO

How to Use GA4 to Better Understand Your Customers

Leapfrog your competition by unlocking next-level insights into your customers' behavior with [Google Analytics 4](#). Ditch your apprehension (we all waited, but it's time!) and embrace the paradigm shift from Universal Analytics to the game-changing, event-based data modeling of GA4.

Here are 3 reasons why you should be excited:

1. **Event-Based Tracking:** Transition to a data model that enables your organization to identify key events representing success, according to your unique business needs — and gain valuable insights into user intent, preferences, and engagement patterns, driving conversions and revenue growth.
2. **360-View of Your Customer:** Leverage event parameters to integrate GA4 data with other sources, enabling a holistic view of your audience and their behavior.
3. **Integration with Other Sources:** Learn how to export your GA4 data to BigQuery or via APIs, enhancing your analytics potential.

Dig into our latest blog post to unveil [how Google Analytics 4 can take your sales and marketing analytics to new heights!](#)

[Read our GA4 insights](#)



Monthly LinkedIn Live

JUNE EVENT

How Data Leaders Can Get the Most Value from GA4

with
MEG MALONE-HALLBERG
Data Analytics Consultant



**LET'S
CHAT
GA4!**

JUN 30th @ 9:30 AM CT

[Save the date](#)

Monthly Data Dialogues on LinkedIn Live

Elevate your data game with Google Analytics 4! [Join our next monthly LinkedIn Live Event](#) — June 30th at 9:30 am CT — with expert data analyst, Meg Malone-Hallberg as she breaks down the capabilities of GA4 and what they will mean for data leaders.

Learn how GA4's advanced metrics can help you decipher your customers' journey and how its integration into your data model can help align your offerings with their needs. Don't miss this insightful session to transform your data-driven strategies!

[Register for the live event](#)



5 Ways to Improve System Performance with Event-Driven Architecture

Does data inconsistency, slow response times, costly maintenance, or scalability issues bog you down? No one has time for that! Unlike traditional monolithic architectures that are defined by their schedule-based process triggers, [event-driven architectures](#) can tap into multiple cloud, transformation, and platform tools — helping to reduce performance and scalability challenges.

Our latest blog reveals how this new approach can enhance your tech stack with:

- **Scalability:** Efficiently manage tasks across multiple nodes to simultaneously handle multiple consumers, cutting costs.
- **Flexibility:** The system's loose coupling ensures that changes to one component won't impact others, promoting ongoing improvement.

- **Real-Time Capabilities:** The architecture processes events and actions on the fly, enabling businesses to promptly react to changes.
- **Fault Tolerance:** The ability to test and factor in continuous handling before deployment, significantly boosts reliability. Independence of
- **Application Orchestration:** Clear definition of inputs and outputs simplifies the system and speeds up value delivery.

Don't let your tech stack hold you back — learn how you can use [event-driven architecture](#) to unlock robust, efficient, and scalable solutions for your business needs.

[Deep dive into event-driven architecture](#)

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