



Google Analytics 4 is Coming!

HERE'S WHAT YOU NEED TO KNOW

Google Analytics 4 is shifting the digital measurement landscape, introducing a host of new features and enhanced event tracking. With the planned deprecation of Universal Analytics (UA) in July 2023, migration to GA4 is important to ensure continuity of GA reporting.

Dealer.com is excited to announce that we are supporting GA4 with a robust automotive-specific integration. We are offering three approaches to maximize the benefits of GA4:

Foundational: GA4 integration via Composer Website tools. Captures basic website metrics and will include custom events uniquely tailored to the GA4 data model.

Self-serve: Pre-configured, importable GA4 GTM container. Includes all custom events planned for the foundational implementation. Deploy as is, or further customize to meet unique tracking needs.

Website Tagging Services: Leverage in-house experts with years of experience working on the Dealer.com platform and a wide range of Tag Management Solutions. Align custom tagging strategy with measurement goals to meet your unique reporting needs.

Next Steps:

- GA4 data collection should start no later than the end of June 2022 to enable year-over-year benchmarking.
- Dealers will need to initiate migration by creating a GA4 property in parallel with UA data collection (dual tagging).
- Contact your Performance Manager to determine which GA4 offering will best meet your needs.

Cox Automotive will be with you every step of the way!

Foundational Retail Integration

GA4 Integration via Composer 3rd Party Tools

Provide your Performance Manager with a GA4 G-ID and capture basic website metrics and custom events uniquely tailored to the GA4 data model.

Custom events will be progressively released through Q3 & Q4 and include:

- On-platform form submissions & mobile click-to-call
- Accelerate DR interactions
- Inventory photo carousel engagement
- Specials slideshow & banner engagement
- Intuitive content categorizations
- Metadata related to inventory, form type, content details and more!

FREE

Self-Serve GA4 GTM

Pre-Configured and Importable GTM Container

Import the pre-configured GA4 container to deploy GA4 tracking that mirrors the custom events defined for our foundational retail integration.

Think of this as a scalable tagging blueprint, robust enough to stand on its own, or a jumping off point for more extensive tagging.

FREE

Custom Website Tagging

Dealer.com Expertise for Custom Tagging

Leverage Dealer.com experts to further customize GA4 tagging to meet your specific measurement needs.

Services include a detailed needs assessment to align tagging strategy with client's unique measurement goals.

Upon execution of the Statement of Work client will have direct access to our project management team who will ensure we remain on-track to execute against the contract.

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