

# 1. GA4 Intro

- Why should organizations use GA4?
- Real-time analytics and flexible reporting across all of your events
- Large events may want additional insights
- Google Ads now integrates with GA4 (not covered in today's presentation) - but you need to have GA4 configured to leverage Google Ads.

# 2. How to Set Up GA4

- Accounts >> Properties >> Data Stream
- How to configure a data stream
- How to add a data stream into your website and registration
- Cross-Domain Tracking → Ensure users do not get duplicated across your domains

# 3. Reports Snapshot & Realtime Overview

- How to configure with data that's important to your event

# 4. Ecommerce Purchase Report

- How to look at your transactional data in GA4
- Schedule Email Report Notifications

# 5. Explore: How to Create Your Own Reports

- Building custom reports
- Purchase breakdown by Race example
- Funnel example

**Looking for more information? Check out these resources.**

- Create a GA4 account: <https://marketingplatform.google.com/about/analytics/>
- [Setup GA4 and Key GA4 Reports](#)
- [Explore Funnels and additional reports](#)
- [More content about GA4](#)