



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

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Google Analytics And Data-driven Marketing Training Course

Duration: 5 days

On-Site

01 Who Should Attend

- This course is ideal for:
- Digital Marketing Specialists
- SEO and PPC Managers
- E-commerce Analysts
- Content Strategists
- Web Analysts and Data Managers
- Marketing Managers seeking performance insights

02 About the Course

This comprehensive training empowers participants to master Google Analytics 4 (GA4) and translate complex data into actionable marketing strategies that drive real business growth. The focus is on setting up and navigating GA4's event-based data model, configuring accurate tracking for key conversions, and performing advanced segmentation to understand user behavior across platforms. You'll learn how to utilize Explorations for deep custom reporting, properly attribute marketing channel value, and build predictive audiences for enhanced targeting. By the end, you'll be skilled at conducting forensic data analysis to diagnose campaign performance issues and optimize the entire user journey, directly linking marketing spend to tangible ROI.

03 Workshop Objectives

- Master the event-based data model in GA4.
- Configure accurate conversion and goal tracking.
- Perform advanced user segmentation and analysis.
- Build custom reports using GA4 Explorations.
- Link marketing spends to revenue attribution.



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04 Module Topics

Module 1: GA4 Fundamentals and Configuration

- Setting up and verifying correct data streams and property settings
- Understanding the shift from sessions to users and events in the new data model
- Configuring essential events, parameters, and custom definitions

Module 2: Conversion and Audience Mastery

- Defining and tagging crucial conversions, including micro and macro goals
- Building powerful predictive and behavioral audiences for activation and remarketing
- Utilizing the Funnels exploration to visualize conversion paths and drop-off points

Module 3: Advanced Reporting and Analysis

- Using the Explorations interface for custom, non-standard reports like Path and Segment Overlap
- Applying different attribution models (e.g., Data-Driven) to accurately measure channel value
- Analyzing user behavior across platforms using User ID and cross-device reporting

Module 4: Integration and Data Activation

- Linking GA4 to Google Ads, Google Search Console, and BigQuery for unified data analysis
- Leveraging data insights to inform Content Strategy and identify high-performing content types
- Implementing data layers and working with Google Tag Manager (GTM) for precise tracking

Module 5: Maintenance, Troubleshooting, and Privacy

- Strategies for ensuring data quality, consistency, and troubleshooting tracking discrepancies
- Understanding the impact of privacy regulations (GDPR, CCPA) on data collection and reporting
- Developing a proactive data governance plan for long-term reliability and compliance