

Google Analytics Unifies Data with App+ Web Property

The world is moving on the fast pace so is Google! Hence, it came up with an amazing update to unify app and website measurement in Google Analytics.

What App+ Web has in store for us?

It became highly intricate to track the details of purchasing of a particular product keeping an eye on the website and brand's app. There were two different properties required dedicatedly for the website and app which adversely impacted data unification. Predicting the customer needs and providing them a great experience of cross-platform journeys led to the introduction of App+ Web feature. It uses the same data schema as Google Analytics for Firebase (GA4F) to support its functionality.

At present, there are plenty of businesses measuring their app engagement with Google Analytics for Firebase and website engagement using Google Analytics. Tracking the insights separately across app and website manually in understanding and reporting the data became difficult so Google came up with one Analytics property. It helps in studying the correct measurement of unique users switching from website to app and vice-versa in a specific time period.

Consistent Metrics and Dimensions

This new property feature replaces Google Analytics traditional session and Pageview method that it has used for last 10 to 15 years. Integrated reporting across app and website facilitates questions including: total number of unique users irrespective of the platform they are using, total number of new users across the platforms, conversions taking place on the website and app and which platform is driving the conversions majorly?

In addition to this, businesses can now easily study about the effectiveness of their marketing campaigns. For example: one can track the details of how many customers started with your app and then finally made a purchase via your website.

Apparently a new way to study the data

The old standardized reporting system has been replaced with customer data in terms of Exploration, which allows you to drag and drop data visualization. There is another analysis i.e. “Funnel” which keeps track of website goals in determining where customers are entering and leaving properties. Likewise, Path Analysis enables the marketers to understand the customers who did or did not convert.

If customers are using the Google Tag Manager or the Global Site Tag, then there is no need to use re-tagging feature to take advantage of Google Analytics. But in case if you are not using it, then Google recommends to implement the Firebase SDK for your app.

Facilitates Event Measurement

It is accentuated to know your customers in a better way. This Analytics feature helps in understanding how people engage with the content on your website and app by keeping a track of their interactions via clicks, app opens, page views and more. You can easily determine the measurement of custom based events which you set up for the any event to study the unique customer interaction. With event-based model feature, one can easily automate the tagging of some of the events where in no additional coding is required. Moreover, it allows you to measure an event including file downloads, video engagement, scrolls, site search and outbound clicks. You can expect these features to be enhanced or upgraded in the future as per the market needs to make it one stop featured marketplace shop.

App+ Web Limitations

Enhanced Ecommerce Measurement has not yet been supported at present so if you depend on it, you will have to wait for some more time. Moreover, learning curve is quite challenging if you are accustomed with Firebase, App+ Web takes a while before you become extremely compatible using it.

Actual Information

You must be wondering when you can start with it. Don't you?

It's not going to take the lifetime as this feature has already been introduced publicly for open beta platform. It could be easily accessed by businesses already using the GA for firebrand.

All it is recommended to activate the feature to check its accessibility and functionality in two ways:

1. Create a new App+ Web property in GA
2. Upgrade an existing Firebase Project

There is not an iota of doubt that you wouldn't try it after reading this blog. The product is still in infancy and yet to improve on lots of features which marketers are waiting for, also it is changing and evolving everyday so let's see what it continues to improve as we go on. We are currently testing the feature on our own and we will be coming up with more articles on the same topic.