Your measurement strategy is almost complete

By using sitewide tagging, enhanced conversions for web, Consent Mode, and Google Analytics 4 together, your business is able to generate and use first-party data. This lets you accurately measure your ad campaign's performance and drive results.

Based on your results, you can take additional steps to improve your privacy-first ad strategy by implementing the following solution:

Set up Google Analytics 4

How you benefit

Google Analytics 4 uses Google AI to surface customer insights from your first-party data, so you can gain a complete understanding of your customers and improve your marketing ROI.
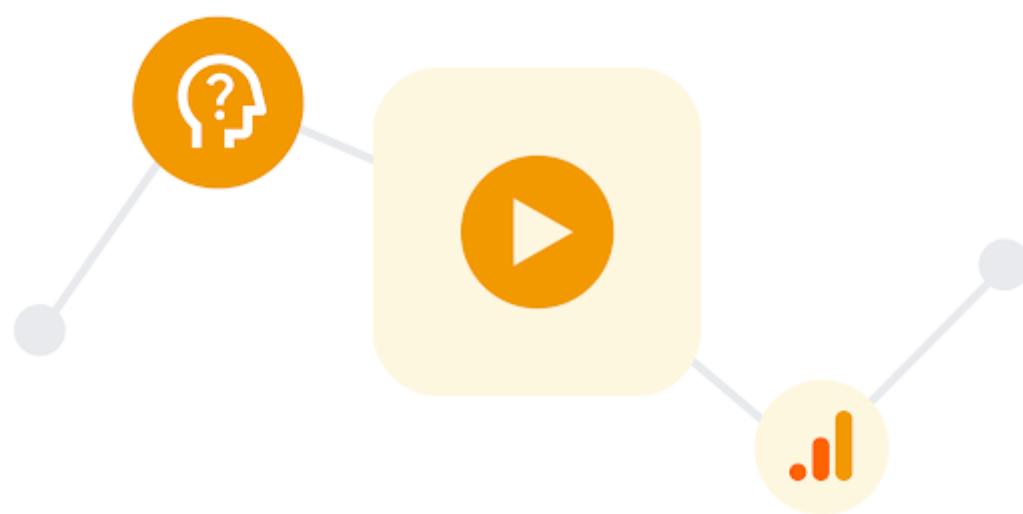
Set up solution

How it works

Using the first-party data you collect, Google Analytics 4 can create reports that give you customer insights and build custom audiences.

Set up solution

How to get started

You'll need admin access to your website and Google Analytics. Also, bring a list of up to five audiences and events that you'd like to set up.

Set up solution

Watch a tutorial

Learn how to get insights into your business by setting up Google Analytics 4 using Google Tag Manager. Watch this Google Ads tutorial on YouTube to get started.

Watch now