



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

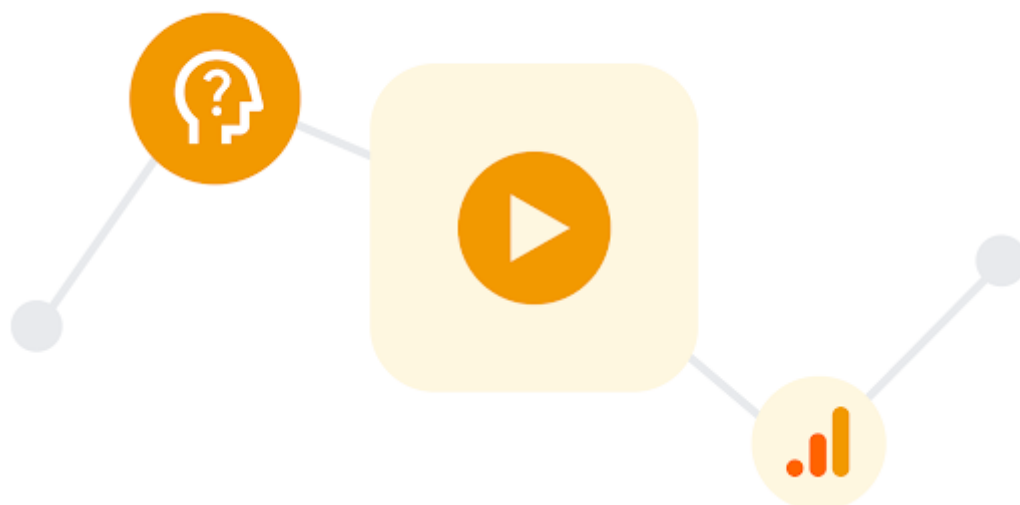
Using the first-party data you collect, Google Analytics 4 can create reports that give you customer insights and build custom audiences.

[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](#)