Example #1 of the Measurement Strategy(for E-commerce)

Case: Analytics Strategy for E-commerce Store

We worked with this client on migration from Universal Analytics (UA) to Google Analytics 4 (GA4).

We began with a comprehensive Google Analytics strategy and then proceeded to Implementation.

As a result, the client now has Enhanced E-commerce tracking in Google Analytics 4.

Want a Google Analytics 4 strategy for your website?

If you would like to develop a Measurement Strategy, please contact us:
- Submit any contact form on our website: https://triodox.com/contact/
- Or simply send an email to ceo@triodox.com

Analytics Strategy

Introduction

A measurement strategy is a plan for collecting, analyzing, and using data from Google Analytics 4. It should be based on your business goals and objectives, and it should help you to track your progress over time.

We use this document to:
- Define Google Analytics 4 events, that we need to track on the website;
- Define the parameters, that we use for these events.

E-commerce events that we will use

- view_promotion
- select_promotion
- view_item
- add_to_cart
- remove_from_cart
- view_cart
- add_payment_info
- add_shipping_info
- begin_checkout
- purchase
- refund

Other events that we will use

- login
- sign_up
- share

Event: view_promotion

The view_promotion event is triggered when a user views a promotion on a website. This event can be used to track the popularity of promotions, the types of promotions that are viewed, and how users interact with promotions.

The event parameters are:

- **event_name*:** view_promotion.
- **promotion_id:** The ID of the promotion. This is a unique identifier for the promotion. For example, P_12345.
- **promotion_name:** The name of the promotion. This is the name of the promotion as it is displayed to the user. For example, Winter Promo.

Event: select_promotion

The select_promotion event is triggered when a user selects a promotion on a website. This event can be used to track the effectiveness of promotions, the types of promotions that are selected, and how users interact with promotions.

The event parameters are:

- **event_name*:** select_promotion.
- **promotion_id**: The ID of the promotion. This is a unique identifier for the promotion. For example, P_12345.
- **promotion_name**: The name of the promotion. This is the name of the promotion as it is displayed to the user. For example, Winter Promo.

Event: view_item

The view_item event is triggered when a user views the details of an item on a website. This event can be used to track which items are popular with your users and how often they are viewed.

The following are the event parameters for view_item:

- **event_name*:** The name of the event. This should be a unique identifier for the event. The value view_item is typically used for this event.
- **currency:** The currency of the item. This should be a three-letter ISO 4217 currency code. Example: USD.
- **value:** The value of the item. This is the price of the item in the specified currency. Example: 10.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **Items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].discount:**The discount applied to the item. This is the amount of money that has been deducted from the price of the item. Example: 3.5.
- **Items[].category:** The category of the item. This is the main category of the item. Example: Accessories.
- **items[].category2:** The subcategory of the item. This is a more specific category of the item. Example: SIML.

Event: add_to_cart

The add_to_cart event is triggered when a user adds an item to their cart on a website. This event can be used to track which items are popular with your users and how often they are added to carts.

The following are the event parameters for add_to_cart:

- **event_name*:** The name of the event. This should be a unique identifier for the event. The value add_to_cart is typically used for this event.
- **currency:** The currency of the item. This should be a three-letter ISO 4217 currency code. Example: USD.
- **value:** The value of the item. This is the price of the item in the specified currency. Example: 10.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].discount:** The discount applied to the item. This is the amount of money that has been deducted from the price of the item. Example: 3.5.
- **items[].category:** The category of the item. This is the main category of the item. Example: Accessories.
- **items[].category2:** The subcategory of the item. This is a more specific category of the item. Example: SIML.
- **items[].quantity:** The quantity of the item that was added to the cart. Example: 2.

Event: remove_from_cart

The remove_from_cart event is triggered when a user removes an item from their cart on a website. This event can be used to track which items are popular with your users and how often they are removed from carts.

The following are the event parameters for remove_from_cart:

- **event_name*:** The name of the event. This should be a unique identifier for the event. The value remove_from_cart is typically used for this event.
- **currency:** The currency of the item. This should be a three-letter ISO 4217 currency code. Example: USD.
- **value:** The value of the item. This is the price of the item in the specified currency. Example: 10.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].discount:** The discount applied to the item. This is the amount of money that has been deducted from the price of the item. Example: 3.5.
- **items[].item_category:** The category of the item. This is the main category of the item. Example: Accessories.
- **items[].item_category2:** The subcategory of the item. This is a more specific category of the item. Example: SIML.
- **items[].price:** The price of the item. Example: 5.00.
- **items[].quantity:** The quantity of the item that was removed from the cart. Example: 1.

Event: view_cart

The view_cart event is triggered when a user views their cart on a website. This event can be used to track which items are in users' carts and how often they view their carts.

The following are the event parameters for view_cart:

- **event_name*:** The name of the event. This should be a unique identifier for the event. The value view_cart is typically used for this event.
- **currency:** The currency of the items in the cart. This should be a three-letter ISO 4217 currency code. Example: USD.
- **value:** The total value of the items in the cart. This is the sum of the prices of the items in the cart, in the specified currency. Example: 10.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].discount:** The discount applied to the item. This is the amount of money that has been deducted from the price of the item. Example: 3.5.
- **items[].category:** The category of the item. This is the main category of the item. Example: Accessories.
- **items[].category2:** The subcategory of the item. This is a more specific category of the item. Example: SIML.
- **items[].price:** The price of the item. Example: 5.00.
- **items[].quantity:** The quantity of the item in the cart. Example: 2.

Event: add_payment_info

The add_payment_info event is triggered when a user adds their payment information to a checkout form on a website. This event can be used to track which payment methods are popular with your users and how often they add payment information to checkout forms.

The event parameters are:

- event_name*: add_payment_info.
- currency: The currency of the items in the cart. This should be a three-letter ISO 4217 currency code. Example: USD.
- value: The total value of the items in the cart. This is the sum of the prices of the items in the cart, in the specified currency. Example: 10.00.
- coupon: The code of the coupon that was used. Example: JUNE25.
- payment_type: The type of payment that the user selected. Example: Paypal, Amex, Visa, MasterCard.
- items[].item_id: The ID of the item. This is a unique identifier for the item. Example: product_9876.
- items[].item_name: The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- items[].item_variant: The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- items[].discount: The discount applied to the item. This is the amount of money that has been deducted from the price of the item. Example: 3.5.
- items[].item_category: The category of the item. This is the main category of the item. Example: Accessories.
- items[].item_category2: The subcategory of the item. This is a more specific category of the item. Example: SIML.
- items[].price: The price of the item. Example: 5.00.
- items[].quantity: The quantity of the item that was added to the cart. Example: 1.

Event: add_shipping_info

The add_shipping_info event is triggered when a user adds their shipping information to a checkout form on a website. This event can be used to track which shipping tiers are popular with your users and how often they add shipping information to checkout forms.

The event parameters are:

- event_name*: add_shipping_info.
- currency: The currency of the items in the cart. This should be a three-letter ISO 4217 currency code. Example: USD.
- value: The total value of the items in the cart. This is the sum of the prices of the items in the cart, in the specified currency. Example: 10.00.
- coupon: The code of the coupon that was used. Example: JUNE25.
- shipping_tier: The shipping tier that the user selected. This could be a different shipping speed or a different shipping method. Example: Expedited Service or Ground Service.
- items[].item_id: The ID of the item. This is a unique identifier for the item. Example: product_9876.
- items[].item_name: The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- items[].item_variant: The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- items[].price: The price of the item. Example: 5.00.
- items[].quantity: The quantity of the item that was added to the cart. Example: 1.

Event: begin_checkout

The begin_checkout event is triggered when a user begins the checkout process on a website. This event can be used to track how often users begin the checkout process and what items are in their carts when they do.

The event parameters are:

- event_name*: begin_checkout.
- currency: The currency of the items in the cart. This should be a three-letter ISO 4217 currency code. Example: USD.
- value: The total value of the items in the cart. This is the sum of the prices of the items in the cart, in the specified currency. Example: 10.00.
- coupon: The code of the coupon that was used. Example: JUNE25.
- items[].item_id: The ID of the item. This is a unique identifier for the item. Example: product_9876.
- items[].item_name: The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- items[].item_variant: The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- items[].price: The price of the item. Example: 5.00.
- items[].quantity: The quantity of the item that was added to the cart. Example: 1.

Event: purchase

The purchase event is triggered when a user completes a purchase on a website. This event can be used to track the value of purchases, the number of items purchased, and the types of items that are purchased.

The event parameters are:

- **event_name*:** purchase.
- **currency:** The currency of the purchase. This should be a three-letter ISO 4217 currency code. Example: USD.
- **transaction_id:** A unique identifier for the purchase. This can be a generated ID or the order number from your ecommerce platform.
- **value:** The total value of the purchase. This is the sum of the prices of the items purchased, in the specified currency. Example: 1200.00.
- **coupon:** The code of the coupon that was used. Example: JUNE25.
- **shipping:** The shipping cost of the purchase. Example: 50.00.
- **tax:** The tax charged on the purchase. Example: 20.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].price:** The price of the item. Example: 5.00.
- **items[].quantity:** The quantity of the item that was purchased. Example: 1.

Event: refund

The refund event is triggered when a user receives a refund for a purchase on a website. This event can be used to track the value of refunds, the number of items refunded, and the types of items that are refunded.

The event parameters are:

- **event_name*:** refund.
- **currency:** The currency of the refund. This should be a three-letter ISO 4217 currency code. Example: USD.
- **transaction_id:** The ID of the purchase that was refunded. This can be the same ID as the purchase event, or it can be a different ID.
- **value:** The total value of the refund. This is the sum of the prices of the items refunded, in the specified currency. Example: 10.00.
- **coupon:** The code of the coupon that was used for the purchase. Example: JUNE25.
- **shipping:** The shipping cost of the purchase. Example: 5.00.
- **tax:** The tax charged on the purchase. Example: 2.00.
- **items[].item_id:** The ID of the item. This is a unique identifier for the item. Example: product_9876.
- **items[].item_name:** The name of the item. This is the name of the item as it is displayed to the user. Example: Bottle 4.5 x 22.
- **items[].item_variant:** The variant of the item. This is a different version of the item, such as a different color or size. Example: 4.5 x 22.
- **items[].price:** The price of the item. Example: 5.00.
- **items[].quantity:** The quantity of the item that was refunded. Example: 1.

Event: login

The login event is triggered when a user logs in to a website. This event can be used to track the number of users who log in, the methods that users use to log in, and the success rate of login attempts.

The event parameters are:

- **event_name*:** login.
- **method:** The method that the user used to log in. For example, Google, Facebook, or Email.

Event: sign_up

The sign_up event is triggered when a user signs up for a website. This event can be used to track the number of users who sign up, the methods that users use to sign up, and the success rate of sign-up attempts.

The event parameters are:

- **event_name*:** sign_up.
- **method:** The method that the user used to sign up. For example, Google, Facebook, or Email.

Event: share

The share event is triggered when a user shares content on a website. This event can be used to track the number of users who share content, the methods that users use to share content, and the types of content that is shared.

The event parameters are:

- **event_name*:** share.
- **method:** The method that the user used to share content. For example, Facebook, Twitter, or Email.

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