



# *III*

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# *The Instruments.*

MEASUREMENT THAT SURVIVES AUDIT

*mits.ro*

FIELD GUIDE

25 PAGES

FREE

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## WHO THIS IS FOR

Founders who are not developers. You should be able to ship the whole thing on a Saturday afternoon. If a step here makes no sense, the official link below it explains it from scratch.

# I

## What *"instruments"* really means.

An instrument is just a thing that records what happened. A speedometer records speed. A thermometer records temperature. Your instruments record what people did on your website. Without them, you are flying blind. With them, you know what is working and what is theatre.

### *The single sentence definition*

*An instrument is a piece of code that fires once when something important happens, and writes that fact to a place you can look at later.*

### *Why most companies are blind*

Most companies install Google Analytics on day one and never set up a single event. They count "users" and "sessions" and feel measured. They are not measured. They are watching the front door, not the cash register.

"Users" and "page views" are vanity. They go up when traffic goes up, even when nothing of value happens. Real measurement counts the moments that matter to your business.

### *What you actually need to know*

For any business, two questions decide the next move:

1. How many people raised their hand today (filled a form, started a trial, added to cart, booked a call)?
2. How many of those turned into money (purchase, signed deal, paid invoice)?

If you can answer those two, every marketing decision is informed. If you cannot, every decision is a guess.

#### THE HONEST DEFINITION OF "DATA-DRIVEN"

You are data-driven when you stop launching a campaign before you can measure it. Not when you have a dashboard. Not when you have a data team. The moment you delay an ad because the conversion is not firing yet.

## II

### *The two events that matter.*

You only need two events on day one. Not twenty. Not eight. Two. One that means "interest", and one that means "money".

#### *Event 1: Hand raised*

The moment a stranger goes from "browsing" to "interested". The form they submitted, the call they booked, the trial they started, the demo they requested. Pick whichever your business calls "I want to know more".

For most businesses on day one, this is one of:

- Contact form submitted.
- Demo / call booked through a calendar tool.
- Free trial started.
- Newsletter or waitlist signup.

Pick the single most important one. Do not measure five. Pick one.

#### *Event 2: Money*

The moment money changes hands. The first payment, the closed deal, the activated subscription. For different businesses this looks different:

- **SaaS:** First paid month started.
- **Ecommerce:** Order completed.
- **Services:** Invoice paid (or contract signed if you bill on terms).
- **Marketplace:** First transaction completed.

Whatever it is, this event must fire only when money has actually moved.

#### *Why exactly two*

Two events tell you everything that matters: how many people are interested, and how many turn into money. The ratio between them is your conversion rate. The change in either over time is your trend. Everything else is decoration.

#### THE FUNNEL, SIMPLEST VERSION

```

visitors
|
| filter: only those who care
v
HAND RAISED (Event 1)
|
| filter: only those who pay
v
MONEY (Event 2)

```

### *Two events first. Always.*

You can add a third event later. Maybe a fourth. But week one, you have two. The discipline is more valuable than the data.

#### CHAPTER 02 (CONTINUED)

### *Naming the events*

Use simple, short, lowercase names with underscores. No spaces. No capitals. Examples that work:

- lead\_form\_submitted
- demo\_booked
- trial\_started
- purchase
- subscription\_started

Bad names: EventOne, Form Submission!, conv2024. The name is the label that follows you forever. Pick once, pick well.

### *What information each event should carry*

An event is not just a name. It is a name plus a few details. Keep it simple. For each event you should record at most four extra pieces of data:

| FIELD                   | EXAMPLE                    | WHY                                          |
|-------------------------|----------------------------|----------------------------------------------|
| page_path               | /pricing                   | So you know which page caused the action.    |
| source                  | google / facebook / direct | So you know which channel earned the action. |
| value (Event 2 only)    | 49.00                      | So you can sum money, not just count.        |
| currency (Event 2 only) | EUR / USD                  | So GA4 understands the value.                |

#### A RULE THAT KEEPS YOU SANE

Never put a person's email or name into an event. Events are public-shaped data. Personal info belongs in the memory (Field guide 02), not the analytics. This is also the law in most countries.

# III

## *Tools you actually need.*

Three tools. All free. All from Google. They work together. Setting them up takes about ninety minutes the first time.

### *The three free tools*

#### 1. Google Analytics 4 (GA4)

The thing that stores and shows the events. Free. Replaces the older "Universal Analytics" which Google retired in 2023. If anyone tells you to install Universal Analytics, ignore them.

GOOGLE / OFFICIAL  
GA4 INTRODUCTION

- [support.google.com / analytics / GA4 introduction](https://support.google.com/analytics/ GA4 introduction)
- [support.google.com / analytics / set up a property](https://support.google.com/analytics / set up a property)



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#### 2. Google Tag Manager (GTM)

The thing that lets you add and edit events without bothering a developer every time. Think of it as a remote control for your website's tracking code.

Without GTM, you have to ask a developer every time you want a new event. With GTM, you go to a website, click some buttons, click "Publish", and the event is live in thirty seconds.

GOOGLE / OFFICIAL  
TAG MANAGER INTRODUCTION

- [support.google.com / tagmanager / introduction](https://support.google.com / tagmanager / introduction)
- [support.google.com / tagmanager / install](https://support.google.com / tagmanager / install)



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#### 3. Google Tag Assistant (the browser extension)

The debugger. Tells you, in real time, whether your events are firing. Lifesaver. Free Chrome extension.

GOOGLE / OFFICIAL

TAG ASSISTANT

- [support.google.com / tagassistant / about](https://support.google.com/tagassistant/about)
- [tagassistant.google.com](https://tagassistant.google.com)



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CHAPTER 03 (CONTINUED)

## *How they fit together*

THE SETUP, PICTURE

```

Your website
  |
  | has GTM container code in <head>
  v
GOOGLE TAG MANAGER (GTM)
  |
  | fires events when triggers happen
  v
GOOGLE ANALYTICS 4 (GA4)
  |
  | stores everything, builds reports
  v
YOUR DASHBOARD
  
```

## *Things you do not need yet*

- **Mixpanel, Amplitude, Heap, Segment.** All real tools. None are needed at zero. GA4 plus GTM does the day-one job, free.
- **A "data warehouse".** No. Not yet. BigQuery has a free tier you can connect to GA4 later, but that is a six-month problem, not a day-one problem.
- **Hotjar / FullStory / session recording.** Useful eventually, distracting now. The two events are the priority.
- **A "tracking plan" document with eighty events.** Two events. Two.

## *Cookie banners and privacy*

If you sell to anyone in the EU, UK, or California, you need a cookie consent banner. The official Google guidance is to use a "consent mode" so analytics still works in a privacy-respecting way.

GOOGLE / OFFICIAL

**CONSENT MODE FOR GTM AND GA4**

- [support.google.com / tagmanager / consent mode](https://support.google.com/tagmanager/consentmode)
- [support.google.com / analytics / consent mode](https://support.google.com/analytics/consentmode)



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# IV

## *Install GA4, plain steps.*

Twenty minutes. You will need a Google account. That is all.

### *Step by step*

1. Go to [analytics.google.com](https://analytics.google.com) and sign in.
2. Click "Start measuring".
3. **Account name:** your company name.
4. **Property name:** "your company Web". Currency and time zone: pick yours.
5. **Business details:** pick the closest options. None of these affect anything that matters.
6. **Choose business objectives:** tick "Generate leads" and "Drive online sales". You can change later.
7. **Data stream:** pick "Web". Enter your website URL and a stream name like "Production site".
8. **You will now see a "Measurement ID"** that looks like G-XXXXXXXXXX. Copy it. You will need it in Tag Manager.

### *What you should see when it works*

After you connect Tag Manager (next chapter), open [analytics.google.com](https://analytics.google.com) and click "Reports" then "Realtime". Open your website in another tab. Within thirty seconds, you should see "1 user in last 30 minutes".

If you do, GA4 is live. If you do not, see the debug checklist on page 16.

GOOGLE / STEP-BY-STEP OFFICIAL

#### SET UP A GA4 PROPERTY

- [support.google.com / analytics / set up a property](https://support.google.com/analytics/set-up-a-property)
- [support.google.com / analytics / set up a Google tag for a website](https://support.google.com/analytics/set-up-a-google-tag-for-a-website)



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#### NAMING CONVENTION

If you ever own more than one site, name properties with the brand and environment: "Acme Web", "Acme Staging", "Acme Blog". You will thank yourself in two years.

## *Two settings to flip on day one*

In GA4, click the gear icon (Admin), then "Data Streams", then your stream. Two switches matter:

1. **Enhanced measurement: ON.** This auto-tracks scroll, outbound clicks, and form-related events for free. Leave the defaults.
2. **Data retention: 14 months.** Admin then "Data Settings" then "Data Retention". The default is 2 months, which is too short. Set to 14.

GOOGLE / OFFICIAL

ENHANCED MEASUREMENT AND DATA RETENTION

- [support.google.com / analytics / enhanced measurement](https://support.google.com/analytics/enhancedmeasurement)
- [support.google.com / analytics / data retention](https://support.google.com/analytics/dataretention)



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## *What you do NOT need to set on day one*

- Custom dimensions (later).
- Audiences (later).
- BigQuery export (later).
- UTM parameter customisation (default is fine).

The defaults are sensible. Resist the urge to tinker. The more you change on day one, the more you have to remember why.

# V

## *Install Tag Manager.*

Tag Manager is a website that lets you put tracking code on your site without editing your site every time. You install it once. After that, every change is done in the GTM web app.

### *Set up the GTM container*

1. Go to [tagmanager.google.com](https://tagmanager.google.com) and sign in.
2. Click "Create Account".
3. **Account name:** your company name.
4. **Container name:** your domain (e.g. acme . com).
5. **Target platform:** Web.
6. Click "Create". Accept the terms.
7. You will see two snippets of code with a container ID like GTM-XXXXXXX. Copy both.

### *Put the snippets on the site*

The two snippets need to live on every page of your website.

- The first goes as **high as possible inside** the <head> tag.
- The second goes **immediately after** the opening <body> tag.

If your site is a no-code platform, paste them in the platform's "custom HTML head" and "custom HTML body" fields:

| PLATFORM  | WHERE                                                                     |
|-----------|---------------------------------------------------------------------------|
| WordPress | Use a header/footer plugin or theme settings. Or paste into header . php. |
| Webflow   | Project settings > Custom Code > Head Code and Footer Code.               |
| Shopify   | theme.liquid file. Or use Shopify's GTM app.                              |
| Wix       | Settings > Marketing Tools > Custom Code.                                 |
| Framer    | Site Settings > General > Custom Code.                                    |

## Connect GTM to GA4

Inside the GTM web app, you create a "tag" that fires the GA4 base code on every page. This is the tag that turns on Google Analytics for your site.

1. In GTM, click **Tags** in the left sidebar, then **New**.
2. Click the tag configuration area. Pick **"Google tag"**.
3. Paste the GA4 Measurement ID from chapter 4 (the G-XXXXXXXXXX code).
4. Click the trigger area. Pick **"All Pages"**.
5. Name the tag GA4 – Page View. Save.
6. Click **Submit** in the top right. Add a version name like "Initial GA4 install". Click **Publish**.

## Test it

Click **Preview** in GTM. A new window opens. Paste your website URL and click "Connect". Your site loads in a tab with a debug bar. The Tag Assistant window will show "GA4 - Page View" under "Tags Fired". If it does, GTM is wired to GA4. Open GA4, click Reports then Realtime, and you should see yourself.

GOOGLE / OFFICIAL

SET UP GA4 TAG IN GTM

- [support.google.com / tagmanager / set up Google tag](https://support.google.com/tagmanager/answer/9370427)
- [support.google.com / tagmanager / preview and debug](https://support.google.com/tagmanager/answer/9370427)



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### A TEST THAT CATCHES 90% OF MISTAKES

Open your live site in an Incognito window with Tag Assistant on. Browse three pages. Open GA4 Realtime. You should see all three page views within thirty seconds. If you do, the foundation is solid.

# VI

## *Set up the **two** events.*

Now the part that pays for itself. The two events that count.

### *Event 1: hand raised*

For most websites, "hand raised" means a contact form was submitted. Below is the simplest, most reliable way to fire it.

#### *Method A: a "thank you" page redirect (easiest)*

If your form takes the user to a thank-you page after submitting (URL like /thank-you or /contact-success), use this. It is the most reliable trigger because the URL is the proof.

1. In GTM, click **Triggers > New**. Trigger type: **Page View**. Fire on: "Some Page Views". Condition: Page Path equals /thank-you. Name: "Pageview: Thank You". Save.
2. Click **Tags > New**. Tag type: **Google Analytics: GA4 Event**. Configuration tag: pick the GA4 tag you created in chapter 5. Event name: lead\_form\_submitted. Save.
3. Trigger: pick "Pageview: Thank You". Save.
4. Submit and Publish.

#### *Method B: form submit listener*

If your form does not redirect (it shows a message in place), use the built-in "Form Submission" trigger. This is slightly less reliable but works for most sites.

GOOGLE / OFFICIAL

FORM SUBMISSION TRIGGER IN GTM

- [support.google.com / tagmanager / triggers](https://support.google.com/tagmanager/triggers)



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#### *Method C: HubSpot form callback (best if you use HubSpot)*

If you use HubSpot forms (free), HubSpot has an official guide for tracking form submissions in GA4 via GTM using its onFormSubmitted callback. This is the cleanest option if you are already on HubSpot.

HUBSPOT / OFFICIAL

TRACK HUBSPOT FORM SUBMISSIONS IN ANALYTICS

- [knowledge.hubspot.com / forms / track in GA4 / GTM](https://knowledge.hubspot.com/forms/track-in-GA4-GTM)



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## Event 2: money

Money events are usually fired by your payment system, not by GTM directly. The most common cases:

### Stripe Checkout

The simplest pattern: send the user to a "/order-success" page after Stripe redirects them back. Then in GTM, create the same kind of trigger as Event 1 (page path equals /order-success). The event name is purchase and you can pass a value through the URL or a JavaScript variable.

For real money tracking, follow Stripe's official guide on success URL parameters. It is a few lines of JavaScript that read the order amount and pass it to GA4.

STRIPE / OFFICIAL

STRIPE CHECKOUT SUCCESS URL AND ANALYTICS

- [stripe.com / docs / checkout / custom success page](https://stripe.com/docs/checkout/custom-success-page)
- [stripe.com / docs / fulfill orders](https://stripe.com/docs/fulfill-orders)



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### Shopify, WooCommerce, BigCommerce

Each platform has its own GA4 integration. Use the official one. Do not roll your own purchase event by hand on Shopify; the official integration covers refunds, taxes, and currency for free.

SHOPIFY / OFFICIAL

SHOPIFY GOOGLE & YOUTUBE CHANNEL (GA4 INTEGRATION)

- [help.shopify.com / google-analytics-4](https://help.shopify.com/google-analytics-4)



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### SaaS subscriptions

The "first paid month started" event is best fired from your backend, not your website. Most billing platforms (Stripe Billing, Paddle, Chargebee) can call a webhook when a subscription becomes paid. Wire that webhook to GA4's Measurement Protocol.

GOOGLE / OFFICIAL

GA4 MEASUREMENT PROTOCOL (SERVER-SIDE)

- [developers.google.com / analytics / measurement-protocol](https://developers.google.com/analytics/measurement-protocol)



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## *Adding value and currency to Event 2*

For a money event, GA4 wants two specific parameters:

- **value:** the amount as a number (e.g. 49.00, no currency symbol, no thousand separators).
- **currency:** the three-letter ISO code (EUR, USD, RON, GBP).

If you send those two correctly, GA4's "monetisation" reports start working immediately.

### EVENT PAYLOAD, SIMPLEST FORM

```
event_name: purchase
parameters:
  value: 49.00
  currency: EUR
  page_path: /order-success
  source: google
```

## *Naming convention recap*

Use the standard GA4 names whenever possible. Google has a list of "recommended events". purchase is one of them. Recommended names unlock built-in reports.

### GOOGLE / OFFICIAL

#### GA4 RECOMMENDED EVENTS

- [support.google.com / analytics / recommended events](https://support.google.com/analytics/recommended-events)



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## VII

### *Mark them as **conversions**.*

An event that fires is just a row in a table. A conversion is an event you have told GA4 to track as a key result. Without this last step, your reports treat every event the same.

#### *Marking an event as a "key event" (formerly "conversion")*

In 2024, Google renamed "conversions" to "key events" inside GA4 itself. You will see both names in old guides. The mechanic is the same.

1. Open GA4. Go to **Admin > Events**.
2. Find `lead_form_submitted` (it appears here only after it has fired at least once).
3. Toggle the "**Mark as key event**" switch on.
4. Repeat for purchase (or whatever you named Event 2).

#### *Why this matters*

Once events are key events, three things change:

- They show up in the "Conversions" report by default.
- You can use them as the goal in Google Ads campaigns.
- You can build audiences based on people who triggered them.

GOOGLE / OFFICIAL

KEY EVENTS (FORMERLY CONVERSIONS) IN GA4

- [support.google.com / analytics / set up key events](https://support.google.com/analytics/set-up-key-events)



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#### A TRAP TO AVOID

Do not mark "page\_view" or "scroll" as a key event. They will fire thousands of times and corrupt every report. Key events are for moments of value, not moments of activity.

## VIII

### *The debug checklist.*

Most analytics setups break in the same ten ways. Run this list before you ever ship a campaign. If any item is "not yet", fix it before spending a euro on traffic.

- ☐ **Tag Manager preview** shows GA4 Page View firing on every page I visit.
- ☐ **GA4 Realtime** shows my own visit within 30 seconds when I open the site in an Incognito window.
- ☐ **Tag Assistant** shows no errors in the GTM container (no red items).
- ☐ **I submitted my own contact form** and saw `lead_form_submitted` in GA4 Realtime within 30 seconds.
- ☐ **I made a 1-euro test purchase** (or whatever the smallest possible payment is) and saw purchase in GA4 Realtime with the correct value.
- ☐ **Both events are marked as "key events"** in Admin > Events.
- ☐ **Data retention** is set to 14 months in Admin > Data Settings > Data Retention.
- ☐ **Internal traffic** from my office IP is excluded (Admin > Data Filters).
- ☐ **Cookie banner** is live and consent mode is configured (if EU/UK/CA).
- ☐ **I have a written record** of my GA4 Measurement ID and GTM Container ID, somewhere I will not lose.

## Common debug errors and the fix

| SYMPTOM                                      | LIKELY CAUSE                                                                 | FIX                                                                                       |
|----------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| GA4 Realtime shows nothing.                  | GTM container not on the site, or Page View tag not fired.                   | Open the page source. Search for "GTM-". If absent, the snippet was not pasted correctly. |
| Page View fires but events do not.           | The trigger condition is wrong (URL mismatch, form selector wrong).          | In GTM Preview, click each step and check which trigger evaluated to true.                |
| Event shows up but no value.                 | The "value" parameter is missing or sent as a string with a currency symbol. | Send 49.00 not "\$49.00". Numbers only. Also set currency.                                |
| Realtime works, but reports show 0 next day. | You marked your own visits as bot traffic, or filtered yourself.             | Check Admin > Data Filters. Pause filters while debugging.                                |
| Numbers in GA4 do not match my CRM.          | Adblockers, cookie consent, attribution windows.                             | Trust GA4 trends; trust the CRM for absolute numbers.                                     |

GOOGLE / OFFICIAL TROUBLESHOOTING

IF YOUR DATA IS MISSING

- [support.google.com / analytics / data issues](https://support.google.com/analytics/dataissues)
- [support.google.com / analytics / DebugView](https://support.google.com/analytics/debugview)



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### A TRUTH NOBODY TELLS YOU

Your GA4 numbers will never exactly match Stripe, HubSpot, or your bank. Expect a 5 to 25 percent gap. GA4 misses ad-blocked users, opted-out users, and some browsers. Use GA4 for trends and channel mix. Use the financial system for the absolute money number.

# IX

## A simple dashboard.

A dashboard is not a wall of charts. A dashboard is the smallest set of numbers you check every Monday. For most companies, six tiles is enough.

### The six tiles

| TILE                        | WHAT IT SHOWS                                  | WHY                               |
|-----------------------------|------------------------------------------------|-----------------------------------|
| 1. Hand-raised, last 7 days | Count of lead_form_submitted in the last week. | Demand signal.                    |
| 2. Money, last 7 days       | Sum of purchase value in the last week.        | Result.                           |
| 3. Conversion rate          | Tile 2 count divided by Tile 1 count.          | Health of your funnel.            |
| 4. Top three sources        | Channel breakdown of Tile 1 events.            | Where attention is coming from.   |
| 5. Top three pages          | Pages that produced Tile 1 events.             | Which content earned the action.  |
| 6. Trend, last 13 weeks     | Tile 2 sum, by week, line chart.               | Are we growing or treading water. |

### Where to build it

#### Option A: GA4 Reports library

Free. Built in. Click "Reports" then "Library" in GA4. You can pin a custom report to your home view.

GOOGLE / OFFICIAL

CUSTOMISE GA4 REPORTS

- [support.google.com / analytics / customise reports](https://support.google.com/analytics/customise-reports)



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#### Option B: Looker Studio (free)

Google's free dashboard tool. Connects to GA4 in two clicks. Drag and drop tiles. Better for sharing with people who do not want to log in to GA4.

GOOGLE / OFFICIAL

LOOKER STUDIO WITH GA4

- [support.google.com / looker-studio / connect GA4](https://support.google.com/looker-studio/connect/GA4)
- [lookerstudio.google.com](https://lookerstudio.google.com)



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## CHAPTER 09 (CONTINUED)

### *The Monday morning ritual*

Same time every week. Fifteen minutes. Open the dashboard. Read the six tiles in order. Write three lines:

1. What changed week over week.
2. The most likely reason it changed.
3. What you will do about it this week.

Three lines. Dated. Saved in the same document each week. After eight weeks, the document tells you a story you cannot remember any other way.

### *What a healthy dashboard looks like in month one*

It is small. It is mostly correct. The numbers match your gut within 20 percent. The conversion rate is somewhere between 1 percent and 10 percent. The trend line is barely a line yet. That is normal. Do not over-decorate. Do not add tiles. Wait three months.

#### A RED FLAG IN DISGUISE

If the dashboard is "perfect" and "comprehensive" but nobody opens it, it is decoration. A "good enough" dashboard that you actually look at every Monday beats the most beautiful one you ignore.

# x

## *Common mistakes.*

### *1. Installing analytics, not setting up events*

The most common mistake by far. The base GA4 tag fires page views. Page views are not actions. Without events, the data is decoration.

### *2. Setting up too many events at once*

Two events. Two. If you start with twenty, you will not check whether any of them are correct. A small system you trust beats a large one you do not.

### *3. Letting personal data into events*

Never put email, full name, phone, or any direct identifier in an event parameter. It is bad analytics and (usually) illegal under GDPR.

### *4. Not testing in Incognito*

Logged-in browsers, ad blockers, and your office's GA4 filters can hide problems. Always test in a clean Incognito window with extensions off.

### *5. Trusting GA4 for the absolute money number*

It will be off by 5 to 25 percent. Use the bank or Stripe for "how much money came in". Use GA4 for "where did it come from".

### *6. Setting data retention to 2 months and forgetting*

The default is too short. You will lose year-over-year comparisons. Change to 14 months on day one.

### *7. Skipping consent mode in EU*

If you serve EU traffic without a banner and consent signals, your data is incomplete and you may have a legal exposure. Use Google's official consent mode setup.

### *8. Treating the dashboard as the work*

The dashboard is a thermometer. Looking at it does not heal the patient. Use the numbers to decide what to change, then go change something.

# XI

## *Official resources.*

### GOOGLE ANALYTICS HELP

#### EVERYTHING GA4

- [GA4 introduction](#)
- [Set up a GA4 property](#)
- [Enhanced measurement](#)
- [Recommended events](#)
- [Set up key events \(conversions\)](#)
- [DebugView](#)
- [Data retention](#)
- [Consent mode](#)



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### GOOGLE TAG MANAGER HELP

#### EVERYTHING GTM

- [Tag Manager introduction](#)
- [Install Tag Manager](#)
- [Set up GA4 in GTM](#)
- [Triggers](#)
- [Preview and debug](#)



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### GOOGLE SKILLSHOP / FREE CERTIFICATIONS

#### FREE GOOGLE CERTIFICATIONS

- [skillshop / Google Analytics certification](#)
- [skillshop / Tag Manager fundamentals](#)



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### HUBSPOT ACADEMY / FREE

#### IF YOU USE HUBSPOT FORMS

- [Track HubSpot form submissions in GA4](#)



STRIPE / OFFICIAL

IF YOU USE STRIPE

- [Custom success page](#)
- [Fulfill orders](#)

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## *Two events. This Saturday.*

Block the afternoon. Run through chapters 4 to 7 in order. Test every step in Incognito. By dinner, GA4 will know when someone raised their hand and when they paid you.

Once that is true, every campaign you run can be measured. Until that is true, every campaign you run is a guess.

NEXT / HANDBOOK 04 / THE NUMBERS

*mits.ro*

MITS.RO