

Checklist:

6 Steps Agencies Can Take to Make GA4 More Valuable to Clients

Google Analytics 4 (GA4) improves on Universal Analytics by making web and app data available in one interface, but the native call tracking feature still leaves a lot to be desired.

By taking the simple step of importing call tracking and other offline data, your agency can take your clients' GA4 reporting to the next level and provide more value than ever before. Here's a checklist of what you need to do:



Import offline data from your CRM or other marketing tools

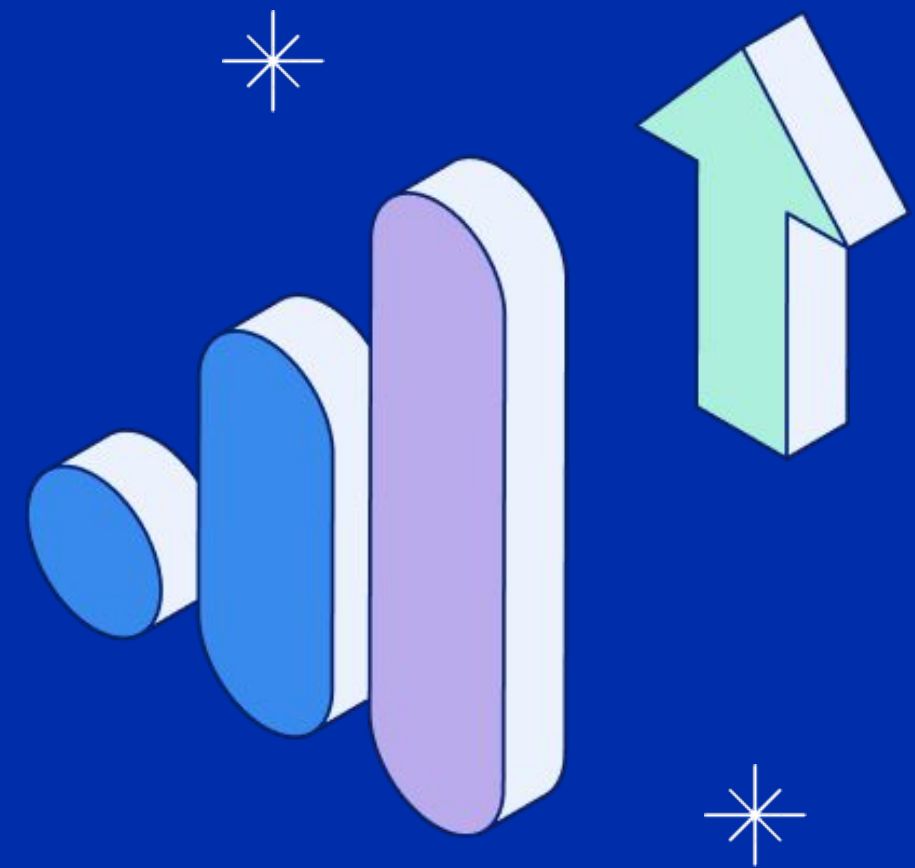
What happens on the web is only one part of the marketing story: customers can be influenced and convert online and offline through phone calls, emails, and in person events. With GA4, your agency can [import user data](#) from other sources to gain a clearer picture of the impact of marketing activity. The extra data can make it easier to create audiences and remarket down the line.

Properly track your clients' important conversions

When your offline data, like calls, [gets imported as events into GA4](#), be sure to update what parameters (calls, social media clicks, etc.) qualify as a conversion. The more conversions that are tracked in GA4, the better reporting you'll be able to present to your clients. Using CallRail's Call Tracking solution, you can improve the accuracy of your call conversions reporting in GA4, making it easier to calculate campaign ROI and other key metrics.

Calculate a more accurate cost-per-lead by combining spend data

GA4 allows you to [import cost data](#) to track performance holistically in non-Google campaigns like social media marketing, email marketing, and calls. With the [CallRail Google Analytics](#) integration, for example, you can attribute ad spend to call conversions for a more accurate cost-per-lead. Because Google can't always attribute ad clicks to leads that are converted later or offline through a call, this will give you a better understanding of digital marketing activities on your offline conversions.



Link GA4 and Google Ads to improve campaigns

By combining offline data from [CallRail's Call Tracking](#) to create a more holistic view of marketing efforts, you can link your clients' [Google Analytics data and Google Ads account](#) to improve advertising efforts. This will allow you to see AdWords campaigns in GA4's Acquisition reports, create better bidding strategies based on the most valuable keywords, and improve remarketing efforts with Analytics audience data. And, with [CallRail's Conversation Intelligence](#), you can account for keywords that drive call conversions and discover new keywords for future campaigns.

Put it all together with customer reports

Your agency can build reports in GA4 that show the impact of online and offline marketing efforts and help your clients optimize their multi-channel campaigns more effectively. Or, [use CallRail](#) to build those reports that help show the impact of online and offline marketing on lead generation.

Create more personalized customer experiences

When you use a solution like CallRail, the integration with GA4 provides value both ways. Insights from Google Analytics like web pages viewed and keywords searched that led to the call can help your clients have more informed conversations right away. On top of that, [CallRail's Call Tracking](#) can use intelligence from Google Analytics to inform the powerful automations available in the solution, prioritizing calls, automating lead workflows for high-value customers, and ensuring missed calls are responded to promptly.

Get client call data into GA4 today

Make the most of your clients' marketing efforts by integrating Google Analytics 4 with the insights from CallRail's CallTracking.

Try CallRail free today

