

TECHNOLOGY SERVICE

GA4 Analytics Setup

Analytics is only useful when it is configured around your business goals. We set up and structure Google Analytics 4 — events, conversions, audiences and channels — so the data reflects what actually matters to your organisation, turning a default property into a tool your team can genuinely steer on.

WHAT A GA4 SETUP DELIVERS

- Analytics configured around your business goals
- Clean event, conversion and audience structure
- Reliable channel and campaign attribution
- A property your team can actually act on



Analytics configured around what your business cares about.