

An Essential Guide to Campaign Tracking and Google Analytics 4 (GA4) for Travel

28 June 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and opening remarks from Andy Headington, CEO, Adido**

10:05 **What is tracking and why do it?**

- Why collect data and how to do it

10:15 **Tracking and measuring engagement across your campaigns**

- Understanding what data you need and which engagement metrics to track
- How to measure engagement

10:35 **Tea and coffee break**

10:55 **What is Google Analytics 4 (GA4)?**

- How is it different to Universal Analytics?
- New terminology
- The benefits of using GA4 and how it can improve your data analysis

11:15 **Practical steps to making the switch to GA4**

- Data privacy settings
- Understanding and setting up 'events'

11:35 **Configuring GA4 to collect meaningful and accurate data**

- Defining and segmenting audiences
- How to ensure the data you collect is meaningful

12:00 **Lunch break**

13:15 **Welcome back**

13:20 **GA4 reporting**

- How to use Standard reports
- How to create Explorations reports
- Understanding new and old metrics in GA4
- Personalising your Reporting interface
- Reporting mini quiz

14:05 **GA4 admin set up**

- Audiences and Google signal
- Consent mode and data modelling
- Tracking across multiple websites and apps

14:25 **Tea and coffee break**

14:45 **Unleashing the power of GA4**

- Examples of GA4 in action

15:00 **Alternatives to GA4**

- Some simpler analytics tools to consider
- What analytics tool is right for your business?

15:15 **Summary and close**

About your trainer:

As CEO of Adido, **Andy Headington** has a vast knowledge of all areas of digital marketing and is a regular blogger, contributor and presenter on all areas of digital. His most specific areas of expertise and interest are search marketing, travel marketing and future innovations in the digital world. Andy has presented at numerous leading industry events including several ABTA events, The British Travel & Tourism Show, TTTG Luxury, Travolution Summit and the Visitors Attraction Conference. He has also presented at industry events such as SES, SASCon, UK Search Awards, SMX, UK Search Awards and Digital Gaggle as well as hundreds of business groups across the UK. He has also been asked to comment on digital trends for the likes of Econsultancy, Sky News, The FT, The Guardian, Virgin and The Internet Marketing Podcast.



Event partner

ADIDO

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About the event

ABTA's new training day will enable marketers in the travel industry to gain a sound understanding of campaign tracking and GA4 and how it can be used to improve **marketing campaigns, capture data and measure success**.

Designed to improve the understanding of how customers engage with your business, GA4 will replace Universal Analytics in July 2023. It is imperative that you are prepared for the switch and the impact that it will have on your business and marketing campaigns.

ABTA's practical training day will get you up to speed on how to use GA4 and make the most of it so your business and marketing campaigns will benefit. It will give you the confidence on how best to use GA4 for your travel business.

Andy Heading, CEO at Adido will provide practical tips and tools designed to guide you through the change-over process including demonstrating the use of GA4 in data collection and top tips for reporting and measuring campaign success.

Benefits of attending

- **Gain an understanding of GA4** and how it is different to Universal Analytics.
- Get practical insights into **making the switch to GA4**.
- Discover how to **improve your marketing with GA4** reports.
- Learn how to **apply tracking** for all your marketing campaigns.
- Get tips on **measuring engagement** across your campaigns.
- Discover how to combine **web and app data with cross-platform tracking**.

Who should attend?

The event is ideal for marketers and anyone working in the travel industry who is looking for practical guidance on how to make the switch to GA4, including:

- Marketing managers, directors and team leaders
- Digital marketing teams
- SEOs and content marketing teams
- Directors and senior managers from small businesses

Prices

ABTA Member / ABTA Partner* **£235 plus VAT**
Non Member **£355 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**
This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

REGISTER NOW!

Upcoming event

Travel Marketing Conference

17-18 May 2023, London