

GA4 Essentials for Short-Term Rentals

Tracking, Insights, and Growth with Google Analytics 4

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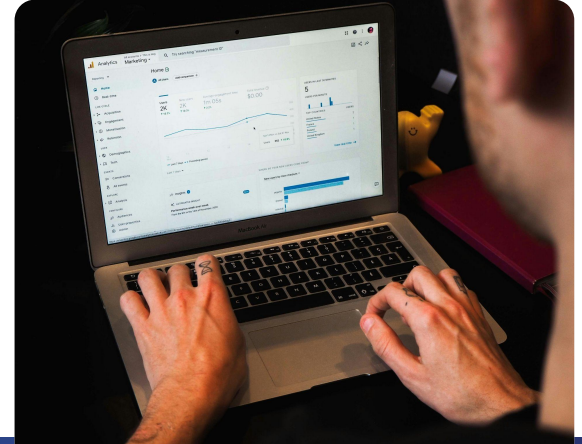
Agenda



What is GA4?



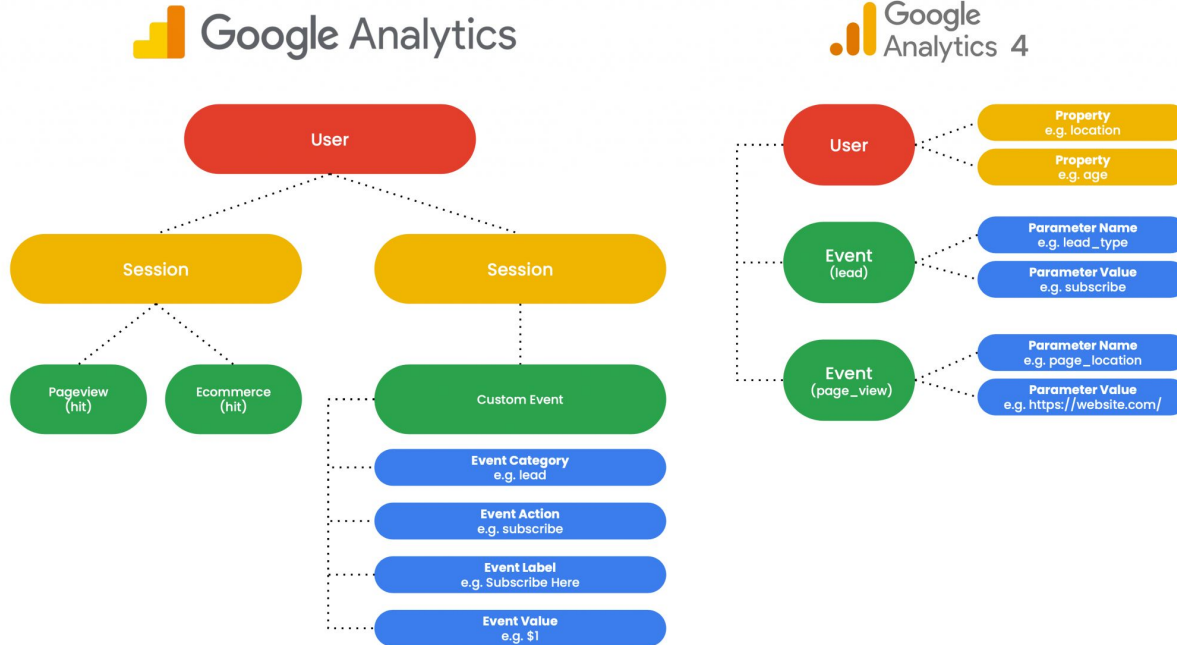
**New & Upcoming
Features**



**Using GA4 to Optimize
Marketing Campaigns
for STRs**

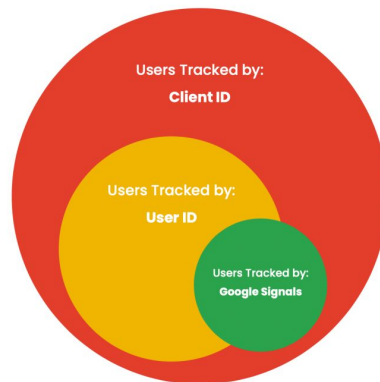
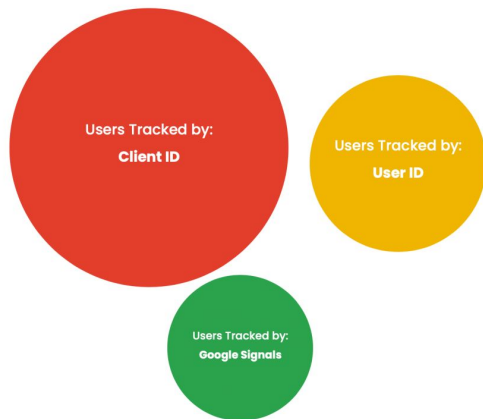
Event-Based Data Modeling

Every action in GA4 is represented as a unique event



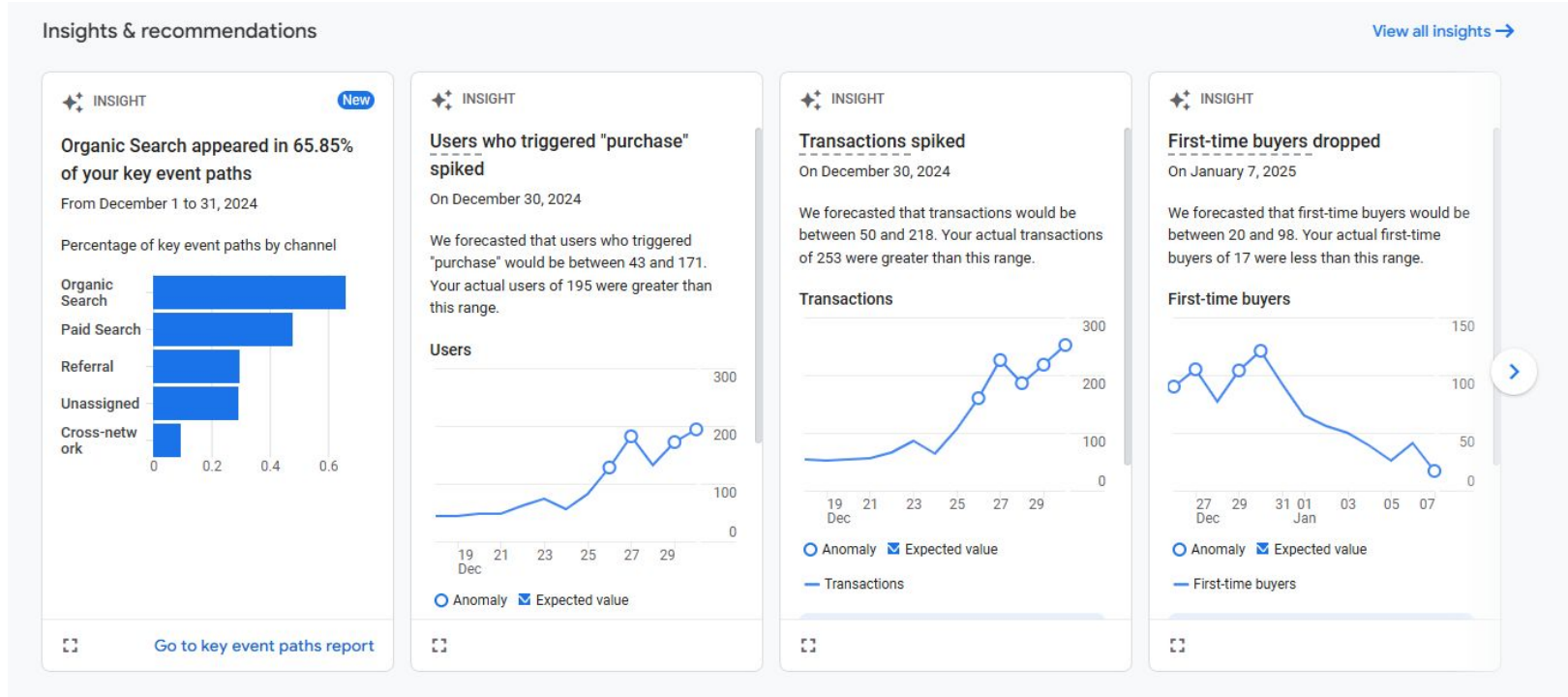
Cross-Device Measurement

Track users across multiple devices and platforms with Google Signals and User-ID



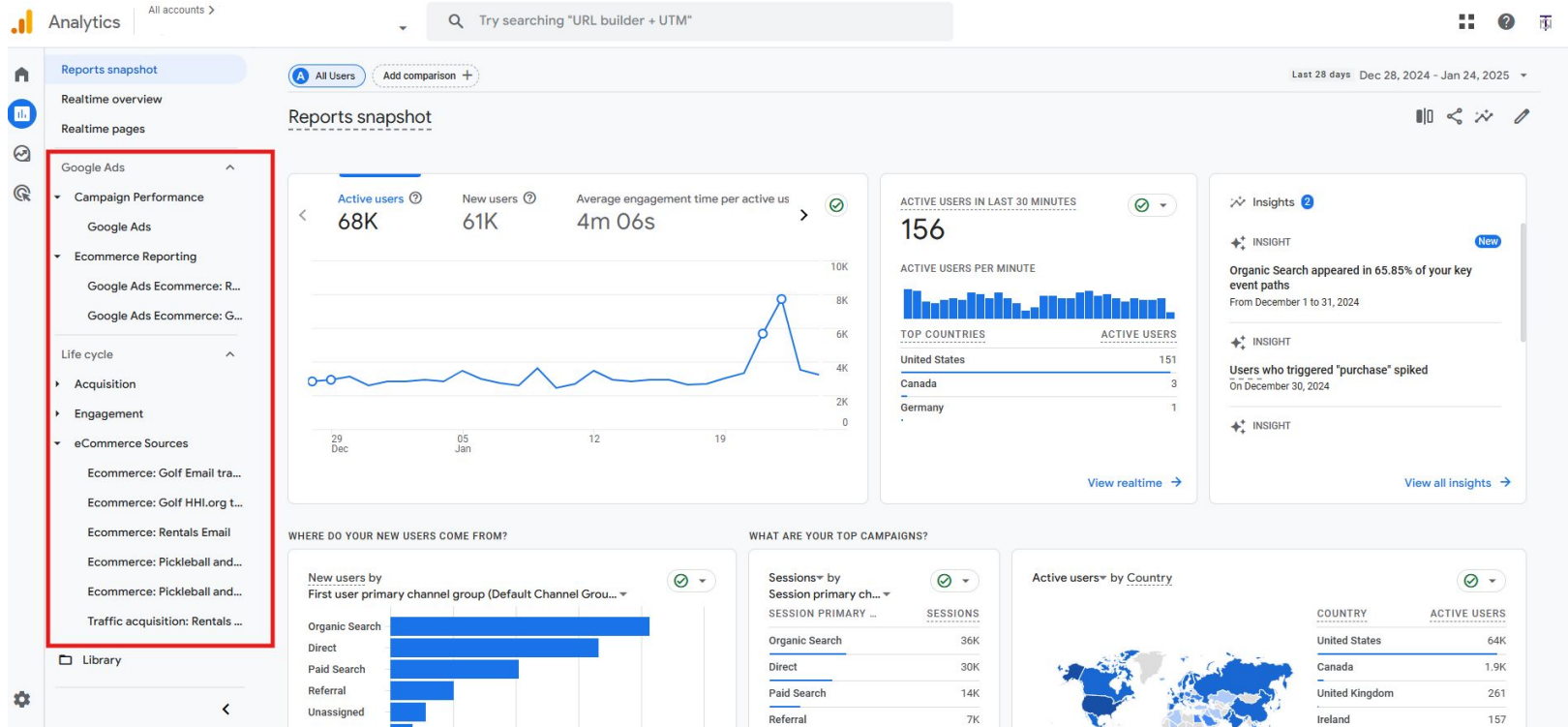
AI-Powered Insights

GA4 leverages machine learning to offer predictive metrics and automated insights



Customizable Reporting

View data that is important and relevant to your business and analysis needs





Thank You!



*The **Heart** of Hospitality*