

فصل دوم



درس یازدهم

فعال کردن google signal در GA۴

Activate Google Signal



Google Signal چیست؟

گوگل سیگنال به ویژگی (feature) که اطلاعات کاربرهای گوگل رو جمع‌آوری می‌کنه تا ازشون استفاده کنه. البته ما هم می‌تونیم ازشون استفاده کنیم و در GA۴ گزارش‌های بهتری بسازیم و تحلیل داده بهتری داشته باشیم.

Google Signal از دو تا راه اطلاعات رو می‌گیره

۱. وقتی کاربرها به اکانت گوگلشون وارد می‌شن (یا جیمیل)
۲. وقتی کاربرها قسمت Ad Personalization رو در اکانت گوگلشون فعال می‌کنن



چرا باید Google Signal رو فعال کنیم؟

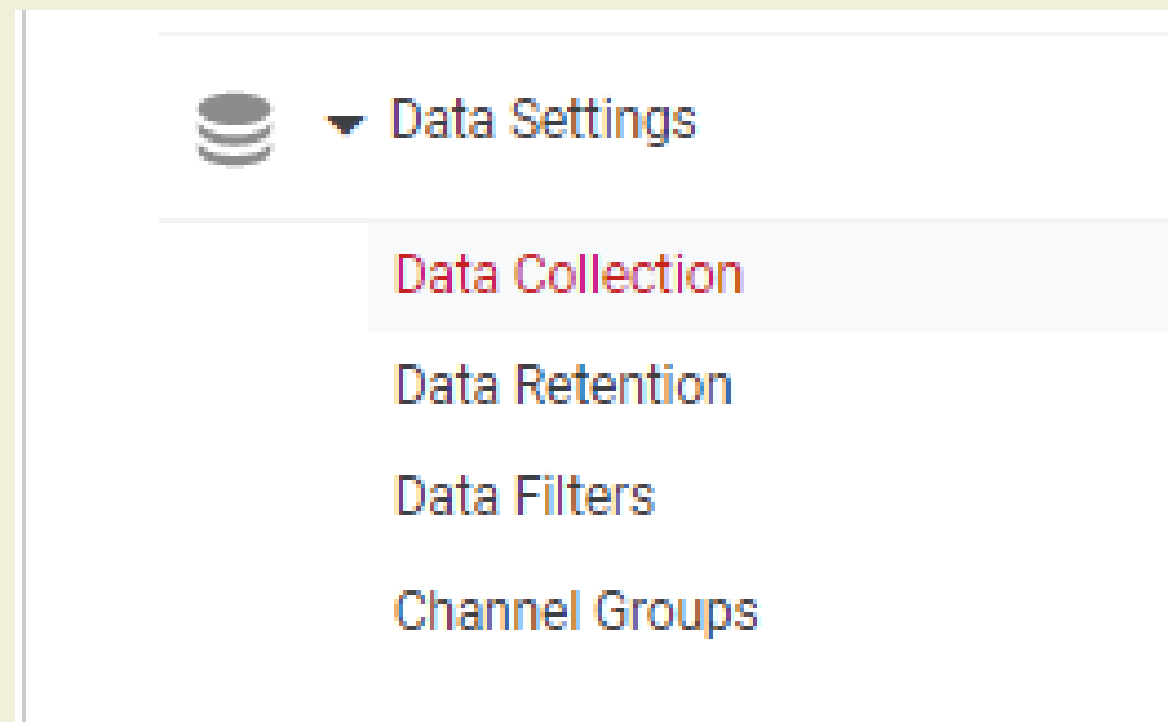
- از اونجایی که به دیتای کاربرها در گوشی/دسکتاپ یا همون device های مختلفشون دسترسی داریم، می‌تونیم گزارش‌های جالب‌تری در قالب Cross-device بسازیم.
- می‌تونیم کمپین ریمارکتینگ براساس cross-device برگزار کنیم
- اطلاعات بهتری از demographic کاربرهامون خواهیم داشت



چطور Google Signal رو فعال کنیم؟

مسیر فعال کردن Google Signal

Admin -> Property -> Data setting -> Data collection





MentorX

روی دکمه Get started کلیک کنید تا گوگل سیگنال وصل بشه

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

- Data Collection**
- Data Retention
- Data Filters
- Channel Groups

Data Import

Reporting Identity

Attribution Settings

Google signals data collection

i Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices. **Get started**

Analytics features are being enhanced to help you better understand your customers across devices using Google data.

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

Granular location and device data collection

Advanced Settings to Allow for Ads Personalization



روی دکمه Get started کلیک کنید تا گوگل سیگنال وصل بشه

Google signals data collection



Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices.

[Get started](#)

Analytics features are being enhanced to help you better understand your customers across devices using Google data.

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).



MentorX

در صفحه بعدی بهتون می‌گه که با فعال کردن گوگل سیگنال، چه چیزایی نصبیمون
میشه که من قبلا براتون نوشتم.

The screenshot shows the Google Analytics interface for the account 'bookland - GA4'. A search bar at the top contains the text 'Try searching "how to do BigQuery export"'. The main content area displays a blue banner with icons for a smartphone, a laptop, and a shopping cart. Below the banner is a white dialog box titled 'Activate Google signals'. The dialog box contains the following text:

Analytics features are being enhanced to help you better understand your customers across devices using Google data. This new setting will enable:

- New Cross Device capabilities**
Including new Cross Device reporting and remarketing.
- More insights using Google data**
Provides deeper insights on your customers using Google data such as enhanced Audience and Demographics reporting.
- All existing Advertising Features**
Includes all existing advertising features such as demographics & interests reports and remarketing.

Below the list is a link: [Learn more about Google signals.](#)

At the bottom of the dialog box is a blue button labeled 'CONTINUE'.



MentorX

با فعال کردن این فیچر، گوگل به اطلاعات کاربری شما مثل لوکیشن، سرچ یوتیوب، سرچ گوگل و ... دسترسی داره تا ازشون برای بهبود کمپین ریمارکتینگ و سایر مواردی که گفتم استفاده کنه

Activate Google signals

Analytics features are being enhanced to help you better understand your customers across devices using Google's signed-in data. This new setting will enable:



New Cross Device capabilities [?](#)



More insights using Google data [?](#)



All existing Advertising Features [?](#)

When you choose to activate Google signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

Note: Google signals will activate in full for app streams in Google Analytics 4 (GA4) properties. Only demographics and interests reporting (based on advertising identifiers) is available at this time for web streams in GA4 properties, though other features will launch soon.

Clicking 'Activate' will activate Google signals for **this property** only.

REVIEW YOUR DATA SHARING SETTINGS

You **have not** enabled data sharing to help improve Google's products and services. The data sharing setting will also apply to authenticated visitation data collected by Google signals which is associated with Google user accounts. You acknowledge that you have the necessary rights from your end users, including disclosures in your privacy policy to share this data with Google. Enhanced Demographics and Interests Reporting is available only if you have enabled data sharing with Google. Click [here](#) to review your data sharing settings.

ACTIVATE

DECIDE LATER



MentorX

یادتون باشه که با فعال کردن این فیچر، به دیتای سایت که به گوگل آنالیتیکس ۴ میاد، هیچ خللی وارد نمیشه

Google signals data collection



 Note that reporting/analysis will only reflect data collected under this setting where there is sufficient traffic for the property. [Learn more](#)

By activating Google signals, you enable Google Analytics to collect data about your traffic in addition to data collected through a standard Google Analytics implementation in order to provide additional features like cross-device audiences and insights.

When enabled, Google Analytics will collect visitation information and associate it with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

Google signals data collection is allowed in 306 of 306 regions.



Note: Enabling the above toggle causes Google Analytics to automatically collect additional data about your traffic. If you don't want to collect data for Google signals, you should disable the toggle above as well as ensure that you have not [manually enabled](#) any Advertising Features data collection in your Google Analytics tags.

Granular location and device data collection



Advanced Settings to Allow for Ads Personalization

