

Hello ,

Welcome to my February Edit of the Aró Digital Strategy Newscast.

Quick overview of what's included:

- All you need to know about migrating to GA4 this July
- Time to set up your Easter Ad campaigns
- Introduction to Patrick O'Flaherty of Revenue+

I hope you enjoy the read and if you'd like more information any of the items included, please feel free to contact me by replying to this email.

Kind regards
Lisa



Lisa Leahy
MARKETING DIRECTOR

MIGRATION TO GA4 IS COMING...

ARE YOU READY?

33:05:27:47

DAYS

HOURS

MINUTES

SECONDS

Powered by CountdownMail ©

Google Analytics 3 will stop working on 1st July 2023 but what does it mean?

Basically, you will not be able to access historical data in GA4 since Google Analytics does not allow the transfer of data from Universal Analytics. On July 1 2023, Google standard Universal Analytics will stop recording data. GA4 is advertised as an update to UA, however GA4 is a separate tool with a new data structure. **GA4:**

- collects both website and app data to better understand the customer journey
- uses event-based data instead of session-based
- includes privacy controls such as cookie-less measurement, and behavioural and conversion modelling
- has predictive capabilities offer guidance without complex models
- has direct integrations to media platforms help drive actions on your website or app

Don't lose your year-over-year data; make sure your Google Analytics 4 are set up or start migrating now.

EASTER CAMPAIGN TIME!

If you don't already, now is the time to make sure you have your campaigns ready to run. An integrated campaign will work best with:

- Attractive Easter Offers & Family Offers
- Striking/consistent visuals used across all media
- Easter Offer Group
- Optimised Easter Content Landing Page
- Easter Ezine to Full Database
- Social Post Campaign (non paid)
- Easter Ezine tailored to Family Database
- Digital Marketing PPC & Social Ads



The Aró Digital Marketing team can design all seasonal Ad Campaigns and Ezine Templates for clients.

ARÓ PLUS REVENUE PLUS!

We are delighted to be collaborating with Revenue Plus to assist some of our clients with guidance on managing their property's total revenue channels and market mix. Patrick O'Flaherty is the founder of Revenue Plus and has over 30 years of experience in Revenue Management. Patrick's career spans the UK, Middle East, Russia, and Ireland, opening, operating and managing luxury hotels and resorts and as such, Patrick possesses an intimate knowledge of the challenges facing hoteliers today. Below he tells little of how our collaboration works:



WEBKEEPING ADVICE OF THE MONTH



Thank you for taking the time to read and I do hope the contents were helpful. If you would like to share our Newscast with your colleagues, they can sign up [here](#). Please feel free to contact me should you require any assistance. Many thanks, Lisa.

I'D LIKE TO KNOW MORE ABOUT ARÓ SERVICES



Aró Digital Strategy, Na Forbacha, Gaillimh, Ireland, +353 91 597200

[Unsubscribe](#) [Manage preferences](#)