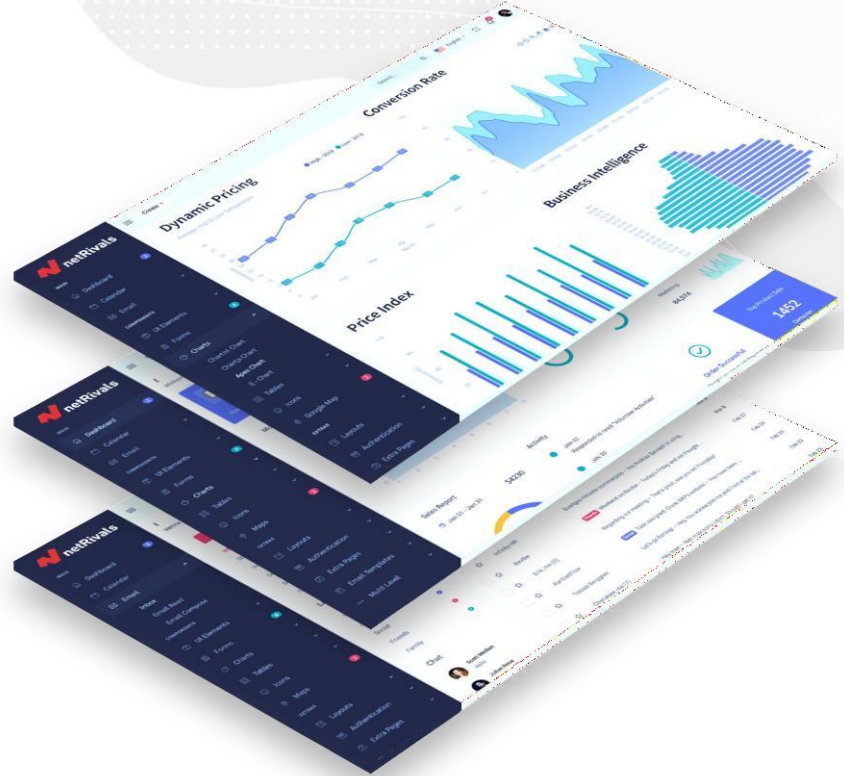


Sales Performance

Integration with Google Analytics 4 Guide



Google Analytics





CONTENTS

About Netrivals: our team and network

- Netrivals' team and technology
- A partner to help you succeed

Netrivals' Sales performance module

- What can you achieve with the Sales Performance module?
- What sort of information can you get access to by performing the integration with Google Analytics?

How to perform the integration with Google Analytics

- Follow the next steps to successfully integrate NR Sales performance module with Google Analytics
- Google Analytics view checks

About Netrivals: our team and framework

Netrivals' team and technology



+70

Employees



+500

Customers



+30

Countries



+1000M

Products

Netrivals is formed by a part of **Lengow team**, with more than **+70 professionals** who help hundreds of businesses in the online sales channels worldwide to achieve their objectives. The combination of our team with our **technology of recognition of images and attributes**, which can find product data in both **marketplaces, direct web** and **comparison shopping engines**, make Netrivals the perfect partner for our customers.

About Netrivals: our team and framework

Netrivals' team and technology

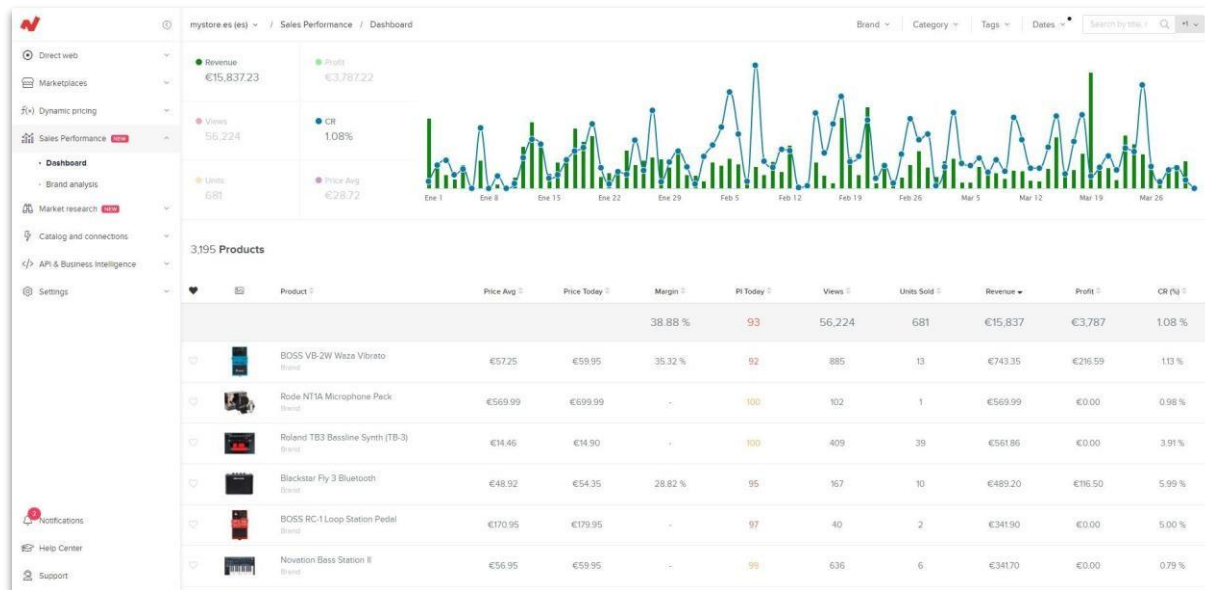
A partner to help you succeed

Having a comprehensive view of what is going on with products' prices and the context where they exist is key to success. That is why we are locating all products in the online sales channels at a global level. In fact, our systems **daily track and update the prices of +1000M products from +35K stores across +30 countries**, to provide our customers with useful pricing insights across industries in the marketplace. Data collection includes product prices, stock, pictures, titles and references to find potential matches among competing product catalogs. Thanks to the data provided by the online product analysis software, you can get to improve your main KPIs of your business.

Netrivals' Sales performance module

What can you achieve with the Sales Performance module?

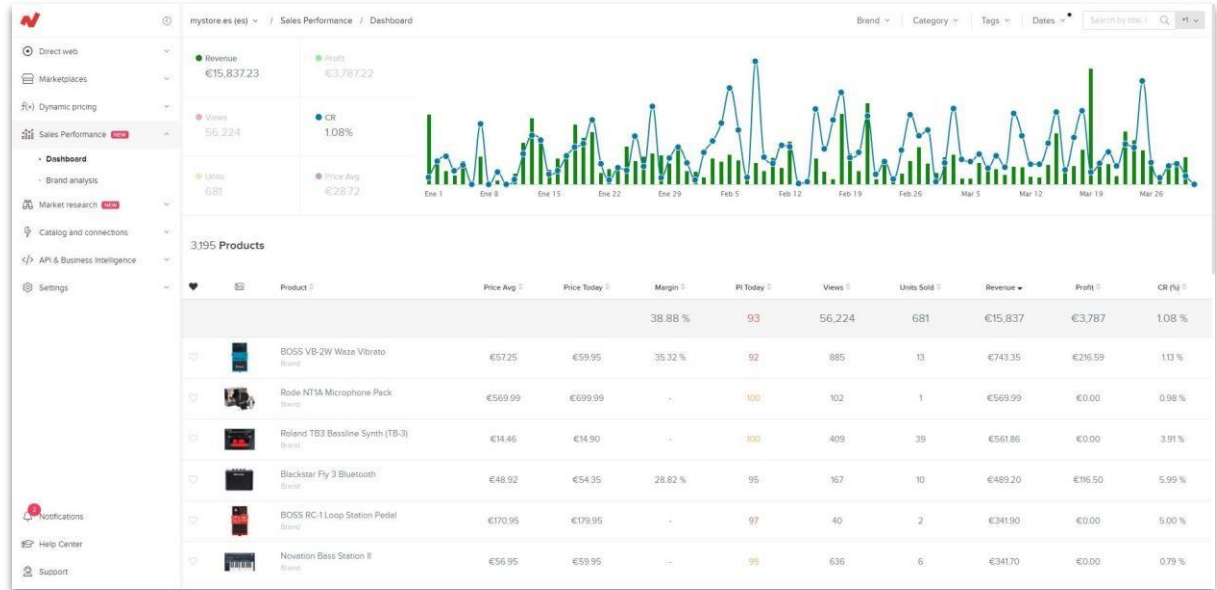
Sales performance module allows you to **track conversions** in your online store. Ideally, set your pricing strategy through Netrivals' **Dynamic Pricing** module, and assess how **price changes impact your profits** and **conversions** online via the Sales Performance module.



Netrivals' Sales performance module

What sort of information can you get access to by performing the integration with Google Analytics?

Netrivals' Sales Performance module becomes a powerful ally when it comes to **collect** and **leverage key metrics**. Go a step further and get access not only to Revenue information, but also to **critical data** about **Profits** of your business.



Netrivals' Sales performance module

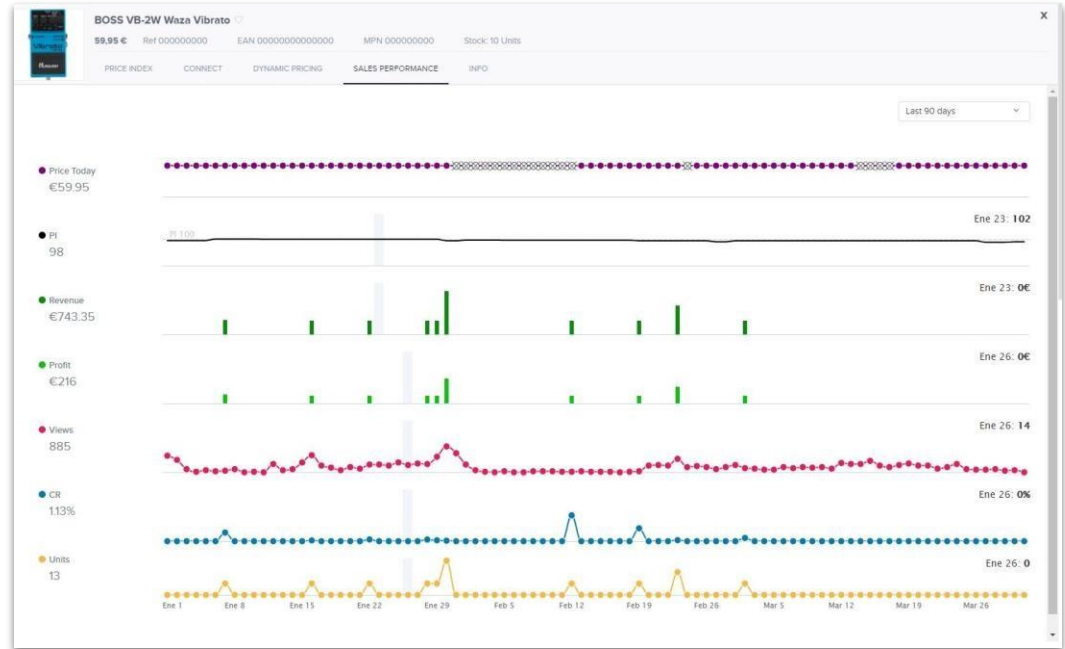
These are the metrics you'll get access to:

Google Analytics' metrics:

Page Views, Units Sold, Conversion Rate and Revenue.

Netrivals' metrics:

Profits and Price Index.



How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics

Google Analytics 4

You can manage access and data restrictions at the account and property levels.

To assign roles and data restrictions:

1. Click [Admin](#).
2. Click **Access Management** in the *Account* or *Property* column.
3. Assign roles to new or existing members (e.g., users and groups). [Learn more](#) about adding and editing users.

Effective permissions are the roles and data restrictions that a member is assigned via other resources (like the organization, a user group, or an account that includes the current property) plus all the direct permissions assigned explicitly for the current resource.

Direct permissions are role and data restrictions that a member is assigned explicitly for the current resource (e.g., organization, account, property).

Five roles and two data restrictions are available:

Step 1.

Send us an email address with **Editor** or **Administration** permission over your **GA4**.

Any doubts with this step? Visit GA4 Support website [here](#)

Should you have more than one store, you are only required to share one master email.

How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics

Step 2.

We will start the **initial settings** of your Sales Performance module. Please **wait** for news from NetRivals team to proceed to **next step**.

How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics

Step 3.

Once you get notified that you can proceed with the **next step**, go to **GA4** and then go to **Bigquery links**. Then, select the **Project created by NetRivals team** and confirm.

Project's **name** should have a **similar structure** to this: **NR_SalesPerformance_ClientName**

If you have **more than one store**, you will have to do this same process for each of them, meaning that in your panel **should appear as many projects as stores you have**.

How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics

Step 3.

The screenshot shows the Google Analytics Admin interface. The left sidebar is expanded to show the 'Engage with Google' section, which is circled in red. A red arrow points from this section to the 'Link' button in the next screenshot.

The screenshot shows the 'BigQuery links' dialog box. The 'Link' button is circled in red. A red arrow points from this button to the search bar in the next screenshot.

The screenshot shows the 'Link to a BigQuery project I have access to' dialog box. The table below lists the available BigQuery projects.

Project ID	Project name	Project number
<input checked="" type="checkbox"/> ga4-export-tentam	ga4-export-tentam	651260794417
<input type="checkbox"/> esccident-niva-3765712	My First Project	1078633241500
<input type="checkbox"/> ga4-export-tentula	ga4-export-tentula	62431826487
<input type="checkbox"/> nrgal-cycling-265405	My First Project	866516241531
<input type="checkbox"/> longop-netrivals	longop-netrivals	767465640328
<input type="checkbox"/> netrivals-nava-data	netrivals-nava-data	576643305507
<input type="checkbox"/> groovy-sentry-260938	My Project	6339236575194

How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics


× Create a link with BigQuery

Link setup

- ✓ Choose a BigQuery project
- ✓ Configure settings
- Review and submit

Link to a BigQuery project that I manage

lengow-estivals
lengowestivals


Data location 

European Union (EU)

Data configurations

Data streams and events
Configure which data streams and events to export. All event volumes are estimated. Daily limit enforcement will be based on actual export. [Learn more](#)

TOTAL ESTIMATED DAILY EVENT VOLUME TO BE EXPORTED

0 / 1 million daily limit  1 of 1 stream selected No events excluded

[View data streams and events](#)

Include advertising identifiers for mobile app streams

Frequency

Daily
Full export of data that takes place once a day

Streaming
Continuous export, split in seconds of event arrival. [Learn more](#)

[Back](#) [Submit](#)

Step 4 .

Link GA4 with Bigquery.

Fill all required options and **submit**:

Location: EU is preferred; but can be set according to your preference.

Frequency: We export data daily; you can select any option.

Any doubts with this step? Visit GA4 Support website [here](#)

How to perform the integration with Google Analytics

Follow the next steps to successfully integrate NR Sales performance module with Google Analytics

Step 5.

Please, **wait for confirmation** from NetRivals team that your module is **configured** and up and running.

The data might take up to **24 hours** to be displayed in the Saas.

Sales Performance

Integration with

