

## Mailchimp - Google Analytics 4 (GA4)

Partnering with Mailchimp, Tensure worked to implement the Google Analytics 4 within their marketing website, mobile app, and primary web app. Tensure data and DevOps engineers implemented GA Sever Side Tag Manager hosted within GCP Cloud Run.

### The challenge

Google Universal Analytics (GAU or GA360) is being sunset on July 1, 2024, due to cross-device and privacy changes. Tensure and Mailchimp partnered to develop and implement a plan to migrate existing tracking throughout the Mailchimp system to the new Google Analytics 4 platform without losing valuable metrics for business analysis and measurement of success.

### The solution

The team at Tensure partnered with Mailchimp marketing technology and engineering to implement Google Analytics 4. The team leveraged Google Tag Manager along with Server Tagging within the data pipeline. Our server tagging service was established within GCP running on two Cloud Run instances load balanced using Cloud Load Balancing.

### The results

Mailchimp was able to retain and improve customer behavior analytics and insights. Implementation of Consent Mode allows Mailchimp to respect customers' privacy choices while retaining overall product insights through Google's Behavior Modeling augmentation.

“ Working with the Tensure team was nothing short of remarkable. They joined a highly complex project that spanned across numerous stakeholders and privacy regulations. The odds were stacked against us when they joined. Their expertise, adaptability and dedication turned the once improbable project to a resounding success. We are truly grateful to their commitment. ”

Vishi Gondi, Director of Marketing Technology, Intuit Mailchimp



### About The Rocket Science Group LLC

Mailchimp is an all-in-one marketing platform for growing businesses. We empower millions of customers around the world to launch, build, and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content.

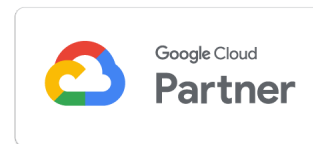
Industry: Advertising & Marketing

Primary project location: United States



### About TENSURE CONSULTING LLC

Tensure is a technology solutions partner focused on Cloud, DevOps, eCommerce, Data & Insights, and Build-as-a-Service.



### Products

Google Cloud Platform