

Google Analytics 4 (GA4) Implementation and Custom Reporting

Service Definition

1. Service overview

Google Analytics 4 (GA4) Implementation and Custom Reporting provide support to implement, configure and tailor GA4 for live digital services. The service helps public sector organisations establish compliant analytics, meaningful measurement and custom reporting to understand usage, behaviour and service performance.

2. How the service works

The service is delivered as a support-led engagement focused on implementing GA4 and configuring reporting for existing digital services.

Typical activities include:

- Review of analytics objectives, service context and constraints
- Configuration or verification of GA4 properties
- Migration support from legacy analytics where required
- Setup of events, conversions and measurement logic
- Configuration of custom dimensions and metrics
- Data quality checks and validation
- Design and creation of custom reports and dashboards
- Definition of KPIs and performance measures
- Documentation of configuration and reporting approach
- Knowledge transfer and handover

Delivery is typically remote. Buyers are expected to provide access to analytics accounts, websites, consent mechanisms and relevant stakeholders.



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3. Skills and experience

The service is delivered by skilled digital marketing team members with experience in digital analytics, measurement and performance reporting for public sector services.

Roles involved may include:

- Digital or performance analyst
- Analytics implementation specialist
- Reporting or dashboard specialist
- Delivery or service lead

The team applies evidence-led analytics practices appropriate to public sector governance, privacy and compliance requirements.

4. Relevant experience

The supplier has delivered analytics implementation and reporting support for public sector and regulated organisations.

Relevant experience includes:

- Implementing GA4 for public-facing digital services
- Supporting transition from legacy analytics platforms
- Designing custom reports to support service performance monitoring

This experience has supported improved data quality, better insight and more informed decision-making.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, measurement requirements, reporting needs and access arrangements. Buyers provide access to analytics platforms, websites and documentation.

Offboarding

At service end, all agreed reports, dashboards and documentation are provided to the buyer. A close-out session confirms configuration, reporting usage and any follow-up recommendations.

6. Service constraints

The service covers GA4 implementation and custom reporting only. It does not include ongoing analytics operations, hosting, tag management platform licensing or full service redesign unless otherwise agreed. Delivery depends on access to analytics accounts, websites and consent mechanisms. Reporting is limited to agreed metrics, scope and available data quality. Work is typically delivered remotely.

7. Service management and support

A named service or delivery lead manages the engagement and acts as the primary point of contact. Progress is managed through agreed milestones and check-ins. Issues or risks are communicated to the buyer as they arise. Ongoing support beyond the agreed engagement is not included unless agreed separately.

8. Technical and operational requirements (if applicable)

Buyer-provided access to GA4 properties, websites, tag configurations and consent mechanisms is required. The buyer must approve any third-party tools referenced as part of reporting or dashboarding.

9. Hosting, data and security

The service does not include hosting. Any access to analytics data is used solely for implementation and reporting activities and handled in line with agreed confidentiality, privacy and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

On exit, buyer-owned reports, configurations and documentation are returned. Any copies of data or materials held by the supplier are deleted in accordance with agreed



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retention and confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.



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