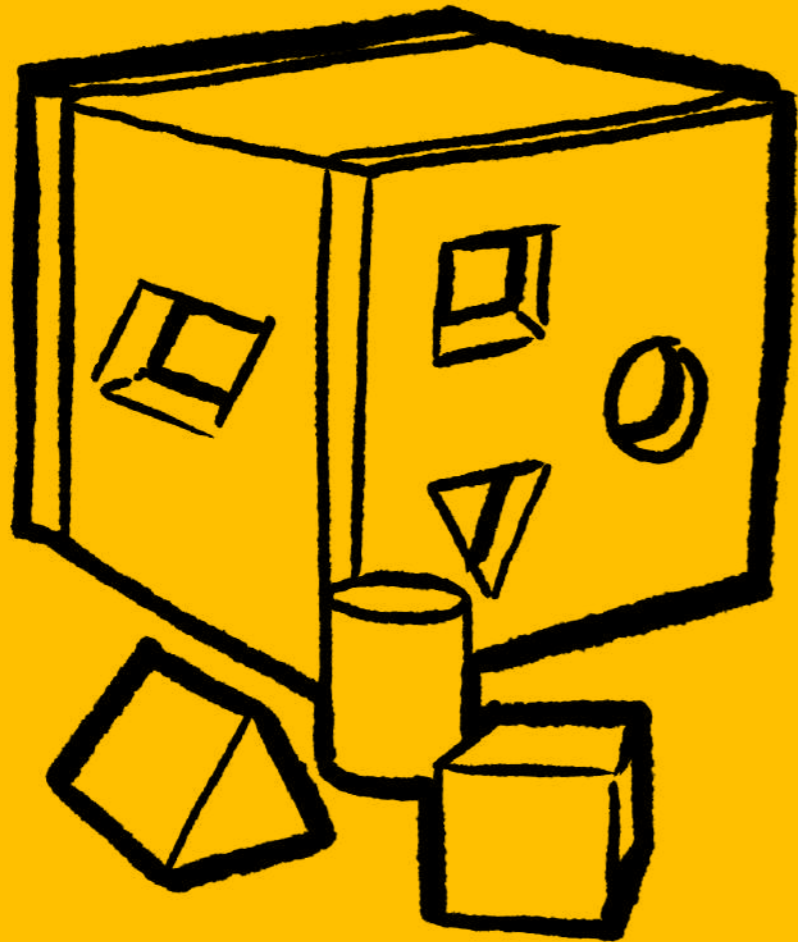


case-study / measurelab



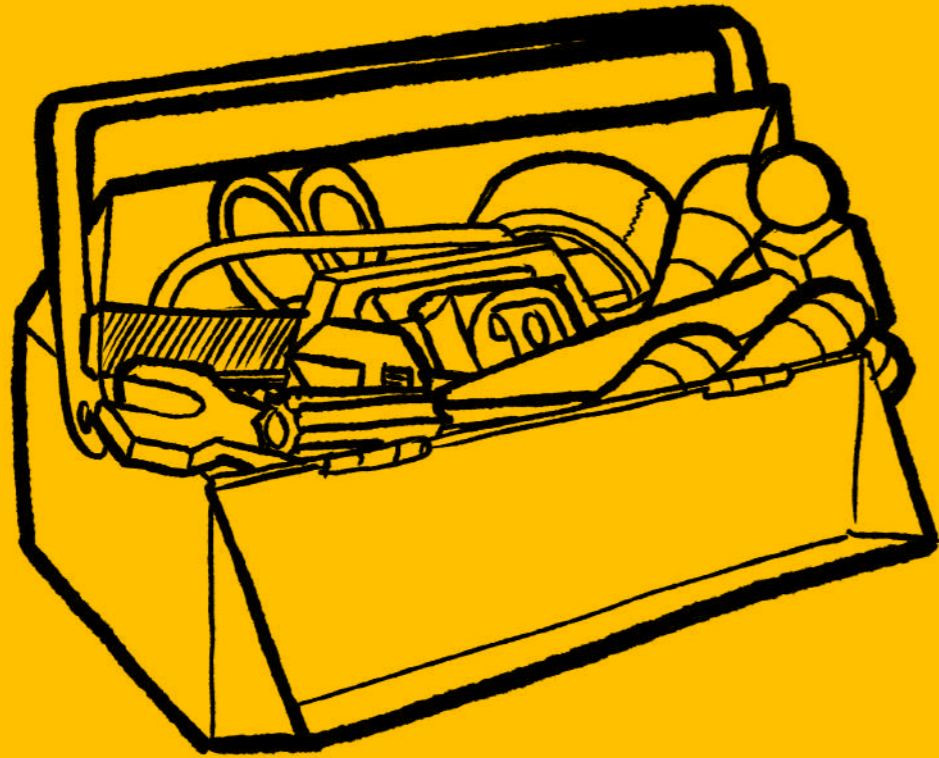
the challenge

- Measurelab are data analytics experts.
- Measurelab wanted to develop a new training product to help clients prepare for the switch to Google Analytics 4.
- At the time of the project, no other training organisations were offering a cohort-based experience for Google Analytics training.
- They wanted a product that enabled them to sell multiple seats to increase the reach of their training capacity, and enable learners to learn in a group.



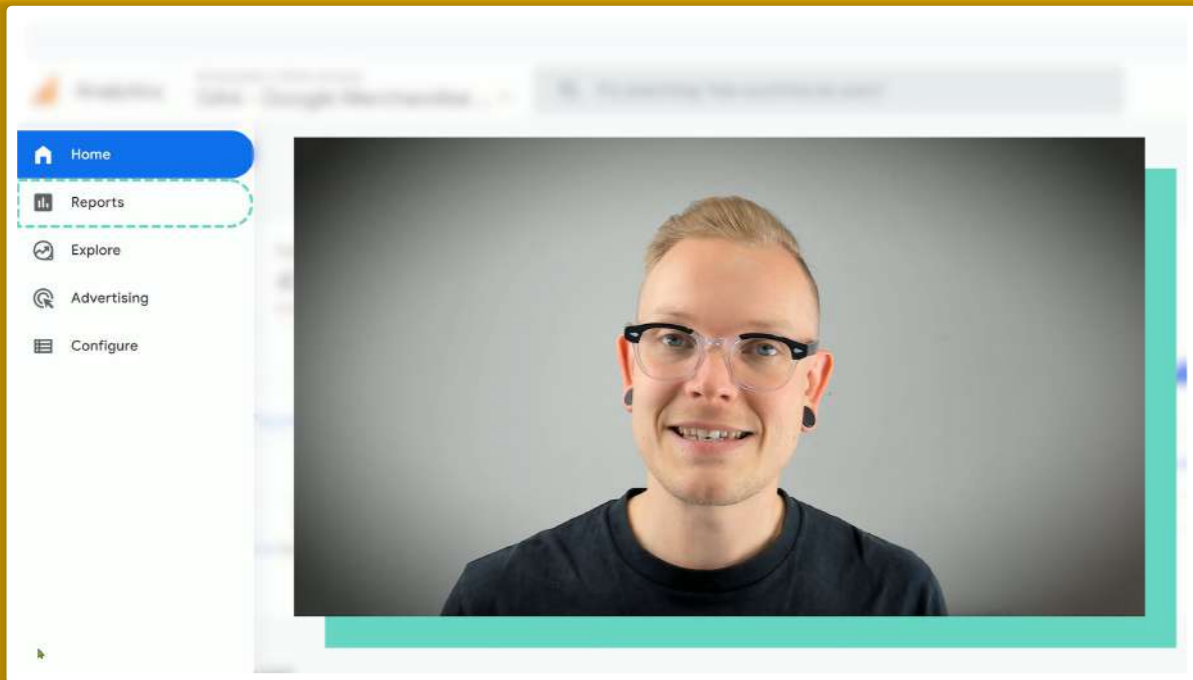
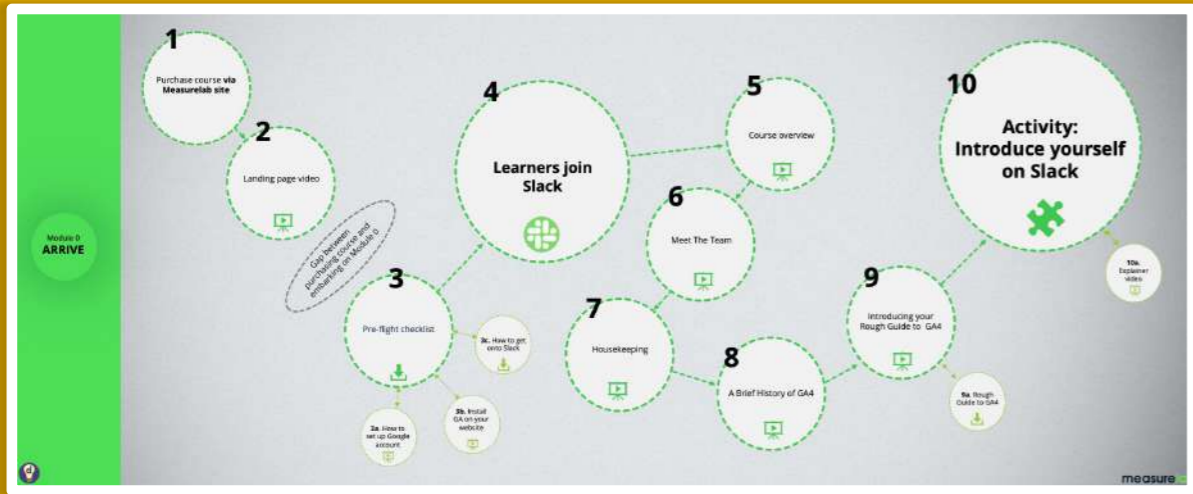
the brief

- Ding ran a sprint to help Measurelab scope and plan their new training product.
- The product delivery needed to be flexible to enable clients to engage around their other commitments.
- The experience needed to produce active, practical engagement to enable clients to apply their new knowledge and skills.
- Our brief was to deliver a 6-week online, cohort-based learning product that also enabled Measurelab to identify and recruit suitable talent.



our approach

- During the sprint, we worked with a subject matter expert to identify the core content.
- We then visualised the learning experience to plan and scope the build.
- We used the sprint to produce core and optional learning paths that would enable learners to explore topics further as required.
- Our sprint enabled Measurelab to decide where to focus their budget in order to produce an experience that met both their needs, and those of their clients.
- We also supported the subject matter expert to adopt a more facilitated delivery in order to produce more active learning experiences.



Google Analytics 4 Immersion

Resource guide

Your go-to for all things GA4

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module 1 unbox

logging into the UI

Landing page
When you log in to the GA4 interface, you are presented with a mini-landing page. Your landing page is essentially a dashboard containing a selection of widgets.

Remember that your landing page is 'dynamically curated' by Google - this means that different users will see different things when they log in.

Property picker
On this page, you have a 'property picker'. This enables you to jump between different properties and accounts that you may have access to.

Workspaces
On the left of the page you'll see 'workspaces'. This is your top-level navigation menu, and from here you can access different areas of GA4 such as Reports and Advertising.

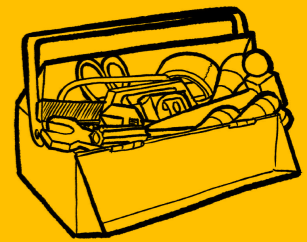
Search
At the top, you'll see a Search bar. The search bar does three things: it enables you to search across articles in the Help Centre, navigate quickly between areas of the UI, and also ask more open questions such as 'How many active users were there last week?'

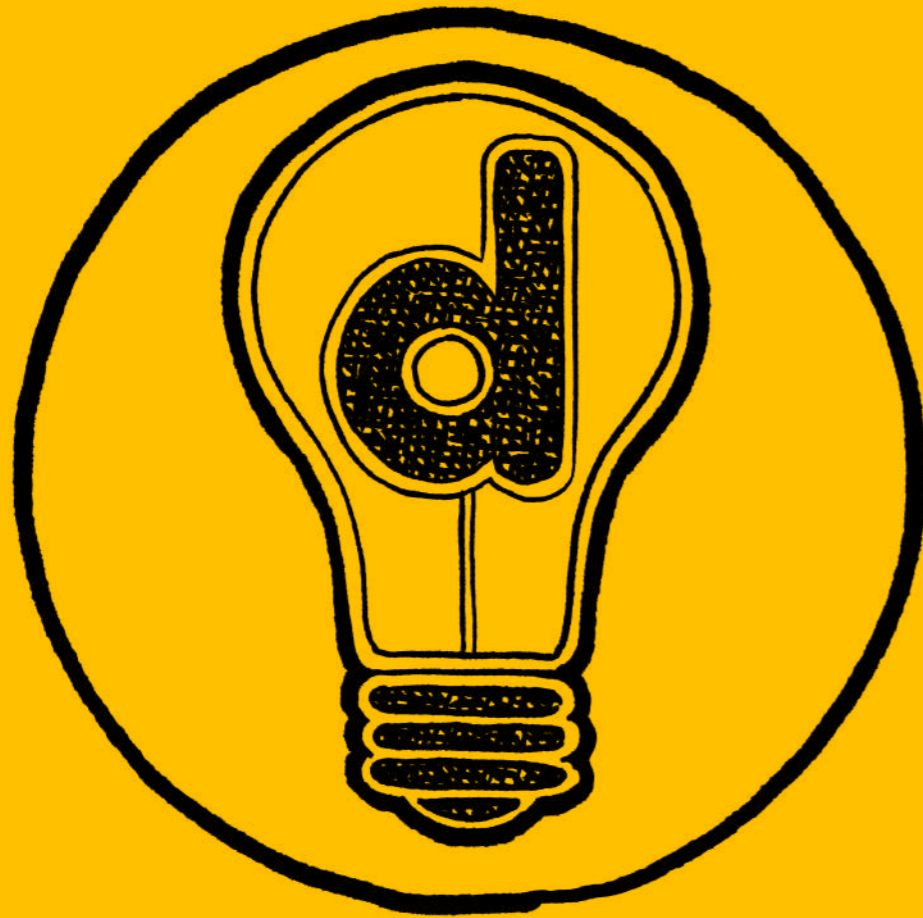
When you ask this type of question, Google uses its intelligence to try and provide you with a useful answer.

Video tutorials

- [Logging in to the UI](#)
- [The search bar](#)

measurelab



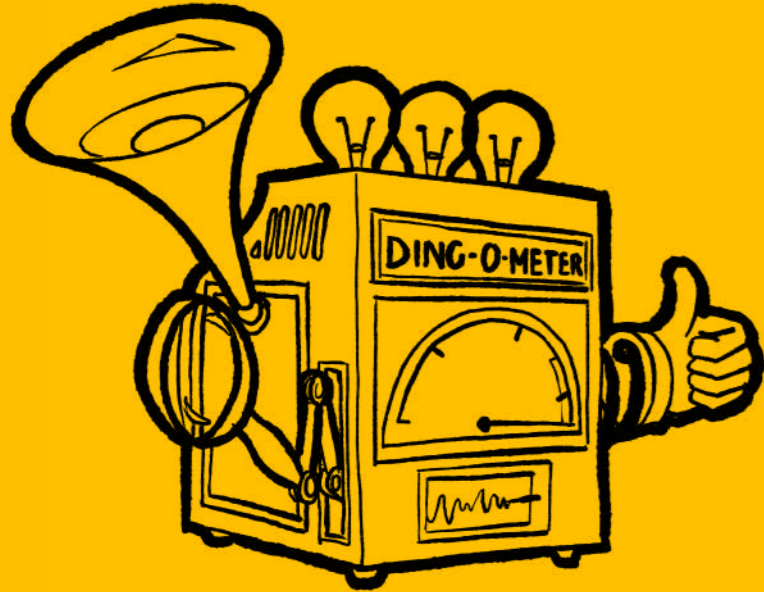


our impact

- The sprint informed a 2-month build that delivered a new learning product for Measurelab.
- The product enabled Measurelab to extend their training offer and upsell to existing clients.
- The cohort-based design produced a more collaborative learning experience.
- The learning paths enabled learners to explore specific topics in depth as required.
- The learning activities enabled the facilitator to see where learners required additional support.
- Measurelab is also now able to identify outstanding talent to enhance their team.

Read [Ding's Learning Design Almanac](#)

Talk at hello@ding.global



Listen to [The Ding-O-Meter](#) Podcast



Learn on [our Bootcamp](#)

