

Daxko Operations: Google Analytics 4 Transition and Fundraising Updates Coming Soon!

Attention digital marketers and website teams! Are you prepared for the transition to **Google Analytics 4** later this year? Take some time to review what's changing and make sure you don't miss any analytics tracked through Daxko Operations. In anticipation of the transition to Google Analytics 4, we've put together updated documentation and have made necessary updates to help your team with a smooth transition. Read more in the blog below.

Also, in an upcoming release, we'll be introducing more fundraising improvements with updated **Pledge Information** and **Edit Payment Schedule** pages. Get a sneak peek at those updates below.

Digital Analytics: 2023 Migration to Google Analytics 4 (GA4)

What's changing?

As many organizations already know, Google recently introduced Google Analytics 4 (GA4), their next-generation digital analytics tracking features. On **July 1, 2023**, Google will stop processing new data for standard Universal Analytics (UA) properties. In order to ensure a smooth transition, our engineers have been working on the necessary updates in Daxko Operations to accommodate GA4 data tracking.

What does it mean to your organization?

Organizations using Daxko Operations' Digital Analytics features for cross-domain tracking, enhanced e-commerce, and other campaign goals are required to migrate from Universal Analytics to Google Analytics 4 in order to continue capturing data. If you rely on Universal Analytics, Google is recommending that

you prepare to use Google Analytics 4 going forward so that you do not have a lapse in tracking data.

What steps can you take to prepare?

1. Obtain your **GA4 key**, which will look something like **G-ABCD123456**.
2. Contact support@daxko.com and let our team know that you would like to begin tracking your Google Analytics 4 data. To update that in Daxko Operations, we will need your **GA4 key**.
3. Review our updated Digital Analytics [documentation here](#).

Curious to learn more about digital analytics capabilities through Daxko Operations? Revisit this [“Ask the Expert” session](#) we hosted last year for an overview to learn how your association can configure digital analytics to track your members’ and prospects’ online experiences.

□ Coming Soon: Updated Pledge Information & Edit Payment Schedule

We are continuing our efforts to improve the overall navigation and functionality for fundraising users in Daxko Operations. An upcoming release in March will include an updated layout to the Pledge Information page and how users edit existing pledges.

What’s new?

- **New** pledge payment progress bar
- **New** status labels
- Bulk Actions (Edit, Add, Delete)
- Add single or multiple pledge schedule(s) to existing pledge

Star Wars Galaxy

Membership ▾Programs ▾Child Care ▾Fundraising ▾Finance ▾Appointments ▾

daxko operations

Membership Info ▸ Donation History ▸ Pledge Information

Caleb Tucker at [Set Branch](#) ▾

Pledge Information

Theall, Eric

300133012-03

Unsolicited

NO Invoice - Donor to Send Payment

See more

\$500.00 / \$580.00

Delete Pledge

Payment Schedule

Edit Schedule

<input type="checkbox"/>	Scheduled Date	Pledge	Paid	Written-off	Due	Amount
<input type="checkbox"/>	07/26/2022	\$500.00	\$500.00	\$0.00	\$0.00	\$ <input type="text"/> <div></div>
<input type="checkbox"/>	02/14/2023 <div>Overdue</div>	\$20.00	\$0.00	\$0.00	\$20.00	\$ <input type="text"/> <div></div>
<input type="checkbox"/>	03/14/2023	\$20.00	\$0.00	\$0.00	\$20.00	\$ <input type="text"/> <div></div>
<input type="checkbox"/>	03/28/2023	\$20.00	\$0.00	\$0.00	\$20.00	\$ <input type="text"/> <div></div>
<input type="checkbox"/>	04/11/2023	\$20.00	\$0.00	\$0.00	\$20.00	\$ <input type="text"/> <div></div>
Totals		\$580.00	\$500.00	\$0.00	\$80.00	\$0.00

Write Off

Make Adjustment

Make Payment

Star Wars Galaxy

Membership ▾Programs ▾Child Care ▾Fundraising ▾Finance ▾Appointments ▾

daxko operations

Membership Info ▸ Donation History ▸ Pledge Information ▸ Edit Payment Schedule

Caleb Tucker at [Set Branch](#) ▾

Edit Payment Schedule

Edit Payments

Add Payments

Due Date	Scheduled	Paid
07/26/2022	\$500.00	\$500.00
02/14/2023	\$20.00	\$0.00 <div></div>
<div>Edited</div> 03/10/2023	\$25.00	\$0.00 <div></div>
<div>Added</div> 03/18/2023	\$20.00	\$0.00 <div></div>
03/28/2023	\$20.00	\$0.00 <div></div>
04/11/2023	\$20.00	\$0.00 <div></div>
Total	\$605.00	\$500.00

Cancel

Save

Be on the lookout for more information soon!

As always, please contact support@daxko.com if you have any questions.