

The Great GA4 Escape

Unlocking Data Independence
with Tealium Collect



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Every campaign, every ad, every
decision we make....

It all comes back to data.

And everything was fine...



Google Analytics

Questions We Couldn't Answer

“Is this actually legal?”

“Do we actually know what’s working?”

That's not a data problem. That's a foundation problem.

We Didn't Control Our Data- And That Was a Legal Problem

GA4 has been banned or restricted in multiple EU countries - Austria, France, Italy, Denmark - for violating GDPR data transfer rules.

Compliance Risk

We couldn't prove exactly where data went or who controlled it.

Customer Trust

Our customers' data was flowing through Google's black box infrastructure.

The Hard Truth

Consent mode is a complex and continuously changing system, at Google's whim.

Attribution Was Google's Black Box

The Frustrations

- Attribution models were preset by Google: “You get what you get, and you don’t throw a fit.”
- Channel conversion estimations for consent signals were not clear.
- We couldn’t reliably answer: “Which campaigns drove to that conversion?”

The Real Cost

- Business decisions were being made on incomplete and/or hallucinated data.
- Marketing spend was being optimized against signals we didn't fully control.

What We Actually Needed

Three non-negotiables that shaped our approach

01

Own Our Data

No third-party storage. Our data lives where we say it lives, full stop.

02

Be Provably Compliant

Not “probably fine, but we’ll pay the fine Google”. We needed to demonstrate exactly where data goes and who controls it.

03

Build Attribution Our Way

Our attribution logic, our business rules, not pre-set defaults. We define what attribution channels means.

Can someone else just... do this for us?

We evaluated the marketplace — surely someone has solved this.

Each one had something. None had everything.

The more we looked, the more we were just trading one problem for another.

Snowplow

-  Data collection
-  Enrichment
-  Privacy

Partial fit

Adobe

-  Analytics
-  Flexibility
-  Privacy




Partial fit

Matomo

-  Enrichment
-  Scale
-  Privacy

Partial fit

Mixpanel

-  Product analytics
-  Data pipeline
-  Privacy

Partial fit

The best tool was already on the job



Already deployed

Running on every page, no new implementation needed



Capturing data

Native session and visitor-based parameters out of the box



Transforming data

Enrichment and mapping was already done



Privacy compliant

Region-based data processing



One less middleman

Data flows directly to BI Tool

Bringing everyone along

Senior Leaders

- This could save us from major GDPR fines (up to €20M)
- An easy sell, but their final concern was the End Users.

End Users (Stakeholders)

- Build trust - We interviewed each user and walked through their dashboards and work flows.
- Better Data - We have control and clarity on each dimension and metric – which leads to better data.
- Lessened the impact - We built an app mirroring the GA4 interface.

How We Built It

Four deliberate phases

1

PLAN

Mapped data going into Google and what came out. Defined metrics and channels. Interviewed all users and planned what “done” would look like

2

BUILD

Configured Tealium tags, consent controls, and data connectors.

Built datasets in Domo to receive & structure the incoming data.

3

VALIDATE

Ran both systems in parallel.

Compared outputs, identified gaps, and iterated until confidence was high.

4

LAUNCH

Cut over fully to the new pipeline & delivered the new apps to End Users. Frequent checkpoints and communication - pre and post launch date.

We Solved the Privacy Problem

AUDITABLE DATA FLOW

We can now demonstrate exactly where every data point goes and who controls it.

CONSENT AT THE SOURCE

Consent management is handled in the Tealium layer: clean, consistent, and provable. No more ambiguity.

BUILT FOR REGULATIONS

GDPR, CCPA, and future regulations are handled by design, not as an afterthought.

WE OWN THE DATA

Our data in our environment.
No third-parties.

We Solved the Attribution Problem

What Changed

- We define our own attribution models - built around our business, not Google's defaults
- We can connect data sources GA4 couldn't reliably touch: CRM, offline conversions, third-party platforms
- Marketing decisions are now based on our logic, our definitions, our rules
- We can answer "Which campaigns drove that conversion?" with confidence

"We stopped letting Google decide what was working."

Marketing Did This Ourselves

Zero IT tickets

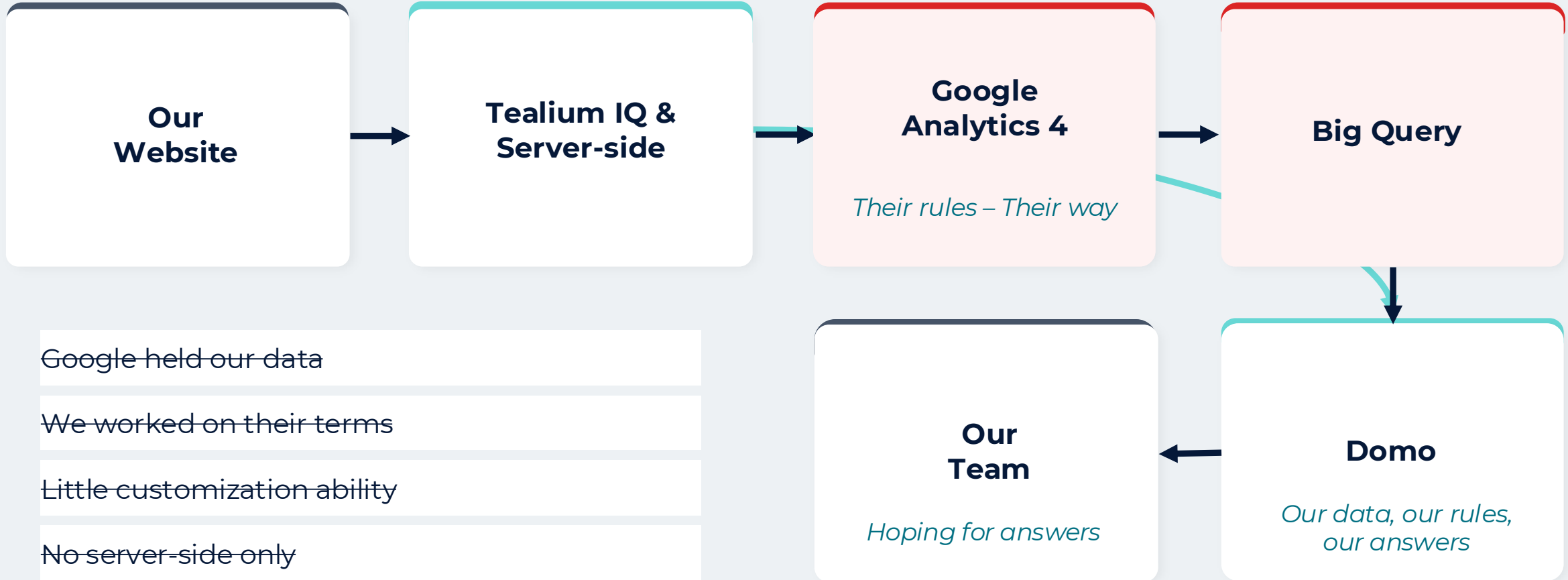
No IT Tickets

Tealium's system is built for marketers. We implemented, configured, and launched without opening a single IT request.

Marketing Owns the Stack

From the data collection through to the dashboards – our team controls every layer.

Before & After the Change



What We'd Tell Ourselves on Day One

01 The Validation Phase Is Everything

Running both systems in parallel was the best thing we did. Don't rush the cutover. The confidence you build in that phase is worth every extra day.

02 Stakeholder Communication Is Critical

People who relied on GA4 needed advance notice and a lot of communication. Starting with a simple "Here's what's changing and why" goes a very long way.

03 It's Harder Than It Looks — And Worth It

The migration required more data mapping than expected. But every hour we invested paid back tenfold in clarity and confidence.



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Learn more at [Tealium.com](https://tealium.com)