

GA4 Consultancy Support: Configuration through GTM

THE CHALLENGE

- Multinational pharmaceutical company **Teva** was experiencing a persistent GA4 property error, indicating its Google Tag code was not configured correctly and **risking the loss of automatic event measurement**.
- Our investigation revealed the issue stemmed from a consent-first implementation. Google Tag Manager (GTM) was configured to load only after user consent via the Usercentrics Consent Management Platform, causing the GA4 Configuration Tag to initialise later in the session and **limiting the capture of key automatic events**.
- To resolve this, we **implemented a bespoke configuration** that restored full measurement while maintaining strict privacy controls. The GA4 Configuration Tag was optimised to initialise independently of consent, with Google Consent Mode governing data usage instead.
- This approach **overcame the limitations** of the existing consent trigger and **restored reliable GA4 tracking** while remaining fully compliant with user consent preferences.

“ Our GA4 setup was failing to capture events due to consent-related GTM issues. The team quickly identified the cause, implemented a compliant and effective fix, and validated every step. The property is now error-free, and our tracking accuracy has improved significantly. ”

Client Lead at TEVA

THE SOLUTION

We implemented a structured approach to GA4 and consent tracking:

1. Reviewed the client’s GTM structure and consent integration.
2. Audited GA4 Configuration Tag triggers, sequencing, and Enhanced Measurement setup.
3. Adjusted GA4 Configuration Tag to fire on all pages or when consent is granted.
4. Implemented an initialisation trigger to ensure GA4 loads before event tags.
5. Recommended source-level updates to load GTM for all users while Consent Mode governs data behaviour.
6. Validated all changes through GTM Preview Mode, GA4 Realtime, and Debug View.

THE OUTCOMES

- GA4 now **initialises early and reliably across all pages**, restoring fully automatic event tracing.
- GTM loads for all users, with Google Consent Mode ensuring **data collection remains fully privacy-compliant**.
- Configuration errors were resolved, delivering **a stable, GDPR-aligned analytics foundation** that supports accurate measurement and confident decision-making.