

Google Analytics 4 (GA4): What You Need to Know



Google is sunsetting Universal Analytics (UA or GA3) on July 1, 2023.



GA4 ADVANTAGES

The differences from UA to GA4 will extend far beyond its new appearance.

GA4 is designed to be a mobile-first data analytics tool

- Track every action, tap, swipe, and scroll
- Assign attribution to every action

GA4 is event-based

- Track everything on the event level
- View the complete customer journey at every point in the funnel

GA4 makes privacy is a priority

- Data privacy and compliance are top of mind
- IP addresses will not be stored, and it will not rely solely on cookies.

GA4 allows data streams

- Data streams provide a consolidated view of users
- Data streams are available for website, iOS and Android apps

GA4 uses machine learning for predictive insights

- Google's machine learning and AI are heavily used
- Data allows GA4 to train and learn



GA4 LIMITATIONS

Those who have already adopted GA4 have reported these common struggles:

Difficulty finding reports and data

Complicated navigation that is not intuitive nor user-friendly

Inconsistencies with Google's set up assistant



GA4 will not have access to historical data from UA, it will only collect data going forward



GET STARTED WITH GA4 NOW

We strongly suggest setting up your GA4 account as soon as possible.

GA4 is not an upgrade, it is a completely separate instance

Set up and start collecting data in GA4 now to:

- Access more historical data available come July 1, 2023
- Prepare Google's internal algorithms to learn and deliver predictive insights
- Get comfortable with the interface
- Learn how to access data points



ADDITIONAL READING

These resources will help you prepare for success as you make the switch to GA4:

- <https://www.imarc.com/blog/preparing-for-google-analytics-4-ga4>
- <https://blog.google/products/marketingplatform/analytics/prepare-for-future-with-google-analytics-4/>
- <https://searchengineland.com/google-deprecate-universal-analytics-on-july-1-2023-382648>