TOP 4 WAYS TO PREPARE FOR

Google Analytics 4

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thought
leadership
series

POLLING QUESTION:
How prepared are you for the migration to GA4?

1. If this was a pop quiz, we'd fail.
2. We've talked about it, but don't know where to start.
3. We have a general idea, but haven't started.
4. We're on our way, but want to learn about best practices from others.

Universal Analytics will be going away

Google Analytics 4 is our next-generation measurement solution, and it's replacing Universal Analytics. On **July 1, 2023**, standard Universal Analytics properties will stop processing new hits, and 360 Universal Analytics properties will stop processing new data on October 1, 2023.

Industry Recommended Best Practice: Start Your Migration 6 Months Prior to the Deadline

Start by February 1, 2023

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WHY

Universal Analytics was built for a generation of online measurement that was anchored in the **desktop web,** independent sessions, and more easily observable data from cookies. This measurement methodology is quickly becoming **obsolete**.

Meanwhile, Google Analytics 4 operates across platforms, does not rely exclusively on cookies and uses an event-based data model to deliver user-centric measurement.

Google realized that the Universal Analytics property wasn't keeping up with the multi-platform journey of customers that emerged over the last several years.

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1: Prepare to Think in Terms of Users and Events

1

Class is no longer in session. All jokes aside, a critical difference between Universal Analytics and GA4 is that <u>UA is built around **sessions**</u> and <u>GA4 is built around **users and events**</u>.

Changes in the Measurement Model

Universal Analytics
- Pageviews
- Sessions

Google Analytics 4
- Events (individually tracked activities by user)
  - Pageviews
  - Scrolls
  - Outbound Clicks
  - Site Search
  - Video Engagement
  - File Downloads

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1: Prepare to Think in Terms of Users and Events

What are some of the major changes in moving from sessions to events and users?

You're giving up bounce rate and session duration for a more holistic engagement rate.

GAINING: Listening for events holistically. Setting up events correctly is important, because it impacts your reporting and ability to take advantage of the insights.

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2: Web and App Data is Combined

UA was built for online measurement centered around the desktop app. As we all know, everything has changed, because we all interact with different platforms. The customer journey is now a lot more complex. GA4 operates across platforms to to deliver user-centric measurement.

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3: Historical Data + Reporting

This means an entirely new approach for collecting, storing and filtering data, which means businesses will need to **start collecting historical data** within GA4 before the eventual shift from Universal Analytics. Doing so requires the creation of a new analytics property in GA4 to get familiar with the new interface, translate KPI into reports, and collect historical data.

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3: Historical Data + Reporting

Less might be more. Here's a list of most of the out-of-the-box reports in GA4:

- Homepage Report
- Realtime Report (events that happened in the last 30 minutes) Cool Feature: "View User Snapshot"
- Life Cycle Reporting (Funnel: acquiring, engaging, monetizing, and retaining users)

How to determine what to build? Think about the key reports that utilize in UA today and prioritize building those.

*Something to keep in mind: with year-over-year comparisons, you won't be comparing apples to apples.

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4: Make a Migration Plan

THE DEADLINES:
- Sunsetting standard Universal Analytics properties on **July 1, 2023**
- 360 Universal Analytics properties will stop processing new data on **October 1, 2023**

Primary Owner
Team Members Involved

Create your internal deadline and work backward on the steps you'll need to complete and the effort level.

Historical Data Stored

Use a checklist...Google made a good one...Create GA4 Property, etc.

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MIGRATION STEPS

GET STARTED

Consider your account structure
Account > Property > Data Stream

Create a Google Analytics 4 Property
Use the GA4 Setup Assistant to create a new GA4 property that collects data in parallel with your existing Universal Analytics property.

Create data streams
Setup a data stream to start collecting data from for example, iOS app, Android app, and web.

Enable data collection
Setup a data stream to start collecting data from for example, iOS app, Android app, and web.

Activate Google Signals
Enhance remarketing and reporting across devices.

Link to Google Ads
Use the Google Ads links migration tool to recreate UA links.

FINISH MIGRATING

Map Universal Analytics Custom Events to GA4

Migrate Universal Analytics goals and conversions to GA4

Validate and bid to conversions in Google Ads

Migrate audiences

Migrate ecommerce measurement

Add Users

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HOW GLEW CAN HELP

- If you're already a Glew customer…historical data with GA4 data in the same account (blended together and create the same reports - period over period for example)
- Prospect - Select UA and do historical import, then go to store settings and select GA4 profile and the date range
  - If you start today, then we'll pull 2 years of historical data and this transition will be seamless for you.
- More data for custom reporting with Glew

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