Upgrading from Universal Analytics to Google Analytics 4 Property

Google Analytics

GA4 is the future of Google Analytics, it's still a fairly new product but there are some key benefits.

AUDIENCES

GA4 comes with new more powerful measurements, analyst tools and integrations which means more powerful audiences for marketing campaigns, equaling better ROI on ad spend.

EVENT BASED

The focus is no longer on measurements that are easily fragmented by device or platform such as sessions. The emphasis is now firmly on users and their interactions – which are now captured solely as events.

VISUALISATIONS

Whilst a lot of the UI has remained fairly similar within the platform, there are a number of new visualisations and reporting functions. Existing visualisations and firm favourites such as 'Real Time' have been enhanced and made more engaging, but it's the additional reporting visualisations which are a game changer.

Preparing To Move from Universal Analytics to Google Analytics 4
Google Analytics Will STOP Processing Data Soon

Who will be impacted by Universal Analytics closing down?
Simply answer the following question…

Did you create your GA property before October 14, 2020 or after?

- If you created the property before October 2020, you're likely using Universal Analytics.
- If you created your property after October 2020, you're likely using Google Analytics 4.

What are the impacts for Google Analytics users?

Our Head of Data, Chris Hirlemann shared:

"Anyone using Google Analytics will need to get GA4 setup ideally by June 30th 2023 or they will not have YoY data available (there won't be a way to import from Universal Analytics to GA4)

Users will need to consider exporting and storing their data - Google says you'll be able to access your UA data for about 6 months after it switches over in June 2023 - but says it won't be around forever…

GA4 is very different to Universal Analytics - so you'll need to make time to learn the platform

You'll want to start collecting data by July 2022 in order to have clear YoY data when the switch happens in 2023"
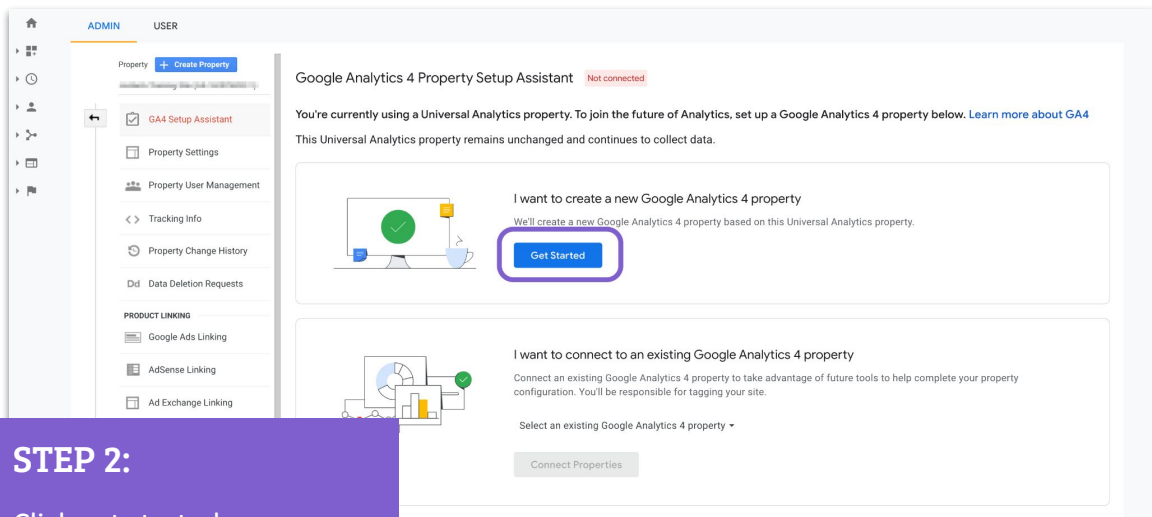
Upgrading your Universal Google Analytics Property

This process is to help you upgrade your Universal Google Analytics property to Google Analytics 4.
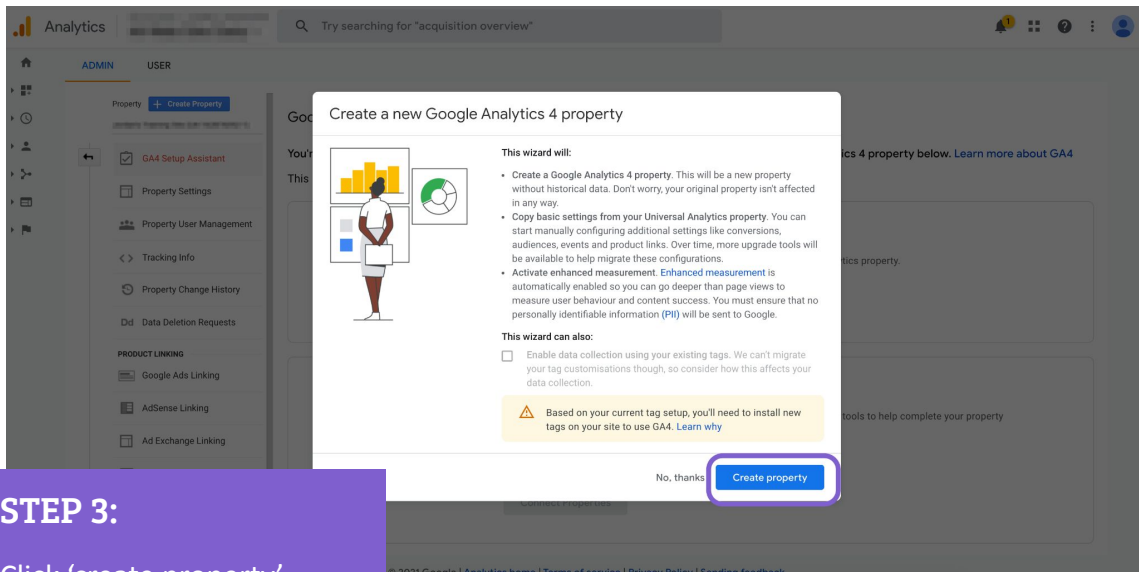
Please note: You will NOT lose your Universal Google Analytics property or any of the data when you upgrade to Google Analytics 4. Instead a new Google Analytics 4 Property will be created in your account.
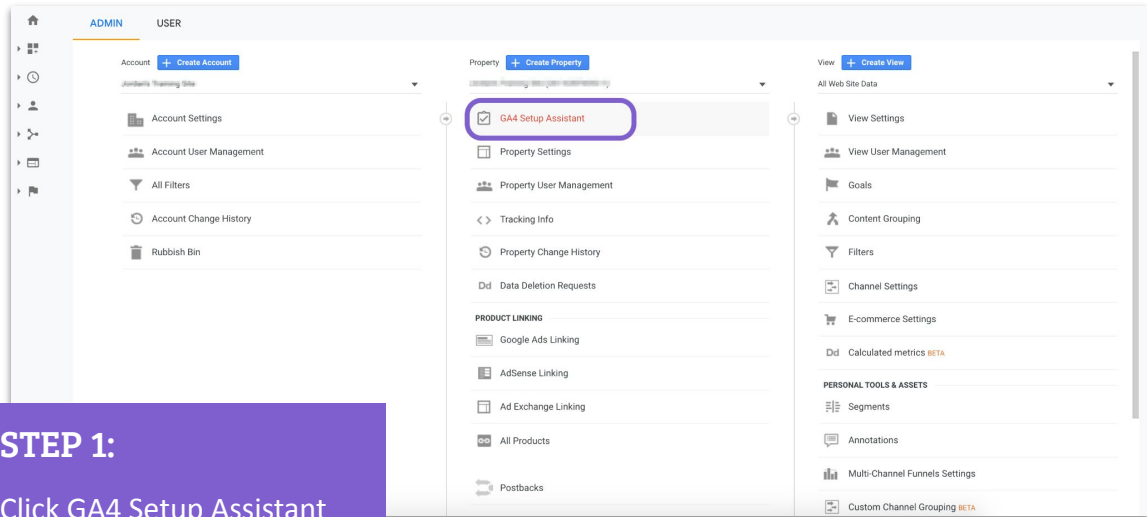
STEP 1:

Click GA4 Setup Assistant

**STEP 2:**

Click get started

STEP 3:

Click 'create property'

Upgrading your Universal Analytics Property

This process is to help you upgrade your Universal Analytics property to Google Analytics 4.

Please note: You will NOT lose your Universal Analytics property or any of the data when you upgrade to Google Analytics 4. Instead a new Google Analytics 4 Property will be created in your account.
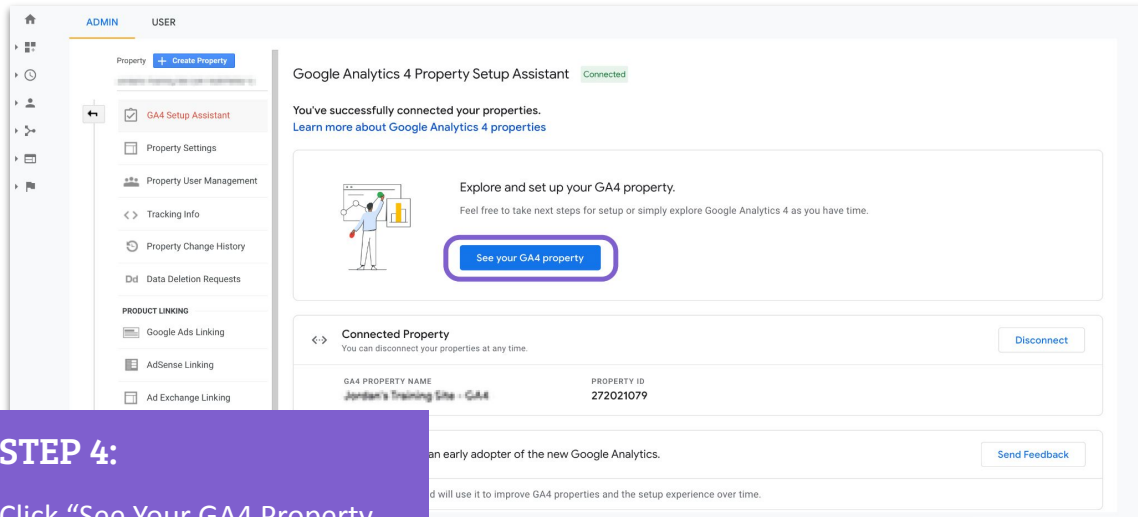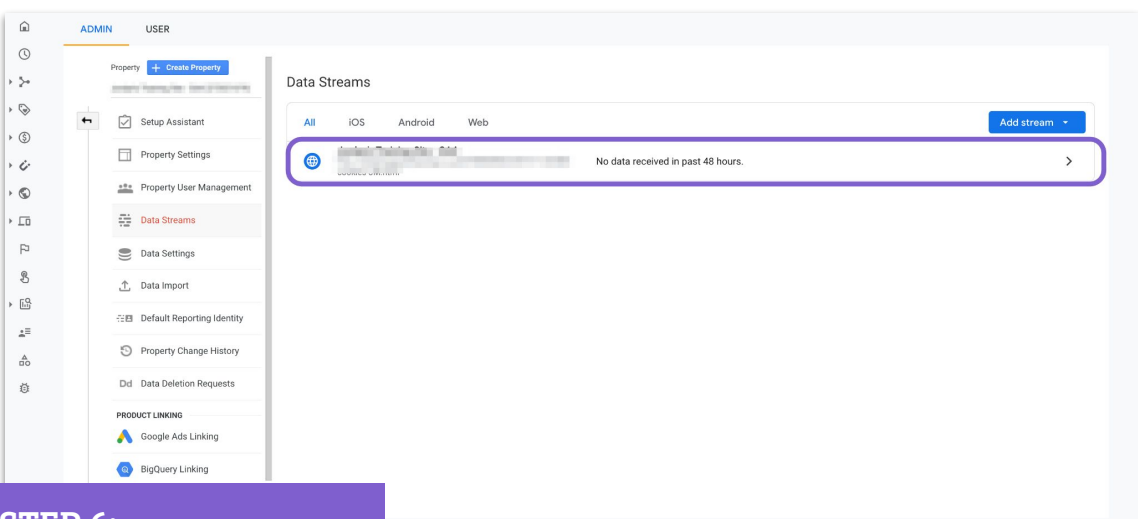

STEP 4:

Click "See Your GA4 Property
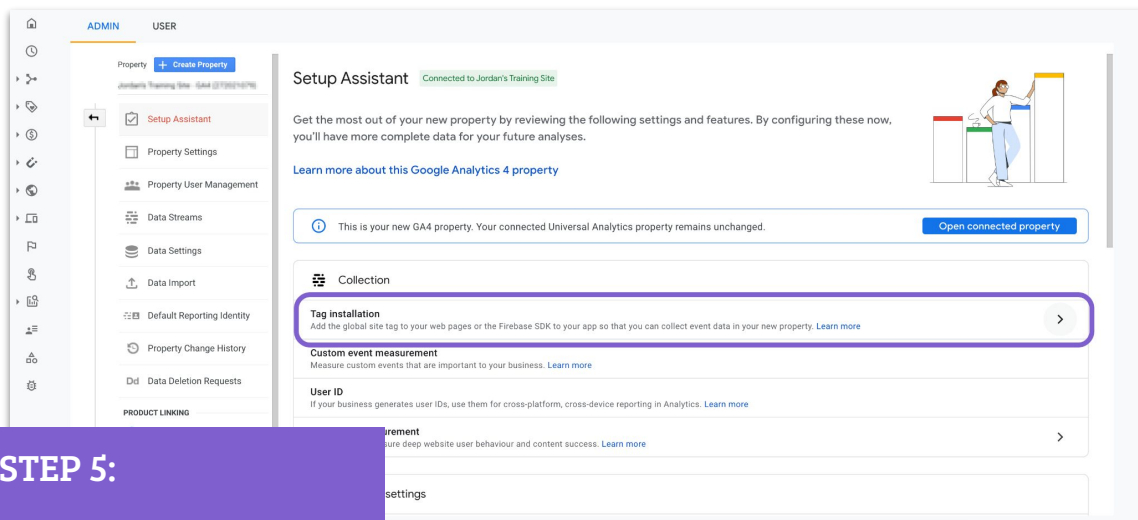
STEP 5:

Click 'Tag Installation'

STEP 6:

Click on your GA4 Property

You can now take your Tracking ID and use this to set up the Pageview and Events manually.

Google Analytics

NEED HELP WITH YOUR GOOGLE ANALYTICS?

Here at Sleeping Giant Media we have hundreds of years of collective experience in digital marketing and all things Google.

If you want some support, or to discuss how we can help with your SEO, PPC, social media or data handling needs…

Get in touch.

hello@sleepinggiantmedia.co.uk
01303 240715