

# GOOGLE ANALYTICS

Summary of Changes for 2023 and How to Migrate from UA to GA4



# SUMMARY OF CHANGES FOR 2023



# UNIVERSAL ANALYTICS IS GOING AWAY THIS SUMMER

Universal Analytics (UA) — the “standard” Google Analytics property — was built in the mid-2000s 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 that powers UA is quickly becoming obsolete, and Google has been working over the past few years to introduce its new Analytics property: Google Analytics 4 (GA4). GA4 will essentially replace UA as the “standard” property for Google Analytics, and the timing for this is the summer of 2023.

## More specifically:

- Beginning on 07/01/2023, standard Universal Analytics properties will no longer process data. Universal Analytics reports will be available for a period; exact timing is still TBA by Google.
- However, beginning on 07/01/2023, new data will only flow into GA4 properties.

# GOOGLE ANALYTICS 4

GA4 is touted by Google as the next generation of Google Analytics, which collects event-based data from both websites and apps.

## Primary highlights include:

- Collects both website and app data to better understand the customer journey.
- Uses event-based data instead of session-based.
- Includes privacy controls such as cookieless measurement, and behavioral and conversion modeling.
- Predictive capabilities offer guidance without complex models.
- Direct integrations to media platforms help drive actions on your website or app.

# BENEFITS OF GA4

## Enhanced tracking capabilities and better cross-device tracking.

- GA4 uses an event-based tracking system that allows you to track more granular user interactions with your website or app than UA's pageview-based tracking. This includes tracking video engagement, scroll depth, downloads, and more.
- GA4 uses machine learning to identify unique users across devices, including mobile, desktop, and tablet. This allows you to better understand how users interact with your website (and/or app) across different devices and tailor your marketing efforts accordingly.
- GA4's data-driven attribution analyzes the full impact of marketing across the customer journey. It assigns attribution credit to more than just the last click and helps with the understanding of how marketing activities collectively influence conversions.

## Easier data analysis and modeling.

- GA4's user interface is more streamlined and intuitive than UA's, making it easier to analyze and interpret data. Additionally, GA4 comes with pre-built reports and dashboards that help you get started quickly and easily.
- GA4's data modeling capabilities allow you to create custom dimensions and metrics that better reflect your business goals and objectives. This enables you to track and analyze the specific data that matters most to you.

# BENEFITS OF GA4

## Greater value from your data.

- Machine learning generates sophisticated predictive insights about user behavior and conversions, creates new audiences of users likely to purchase or churn and automatically surfaces critical insights to improve marketing.

## Easily activate your insights.

- Expanded integrations with other Google products, like Google Ads, work across your combined web and app data, making it easy to use GA4 insights to optimize campaigns.

## Measure engagement and conversions with privacy and compliance needs in mind.

- GA4 is designed to be compliant with privacy regulations such as GDPR and CCPA, and includes features like data retention controls and user deletion requests to help you maintain compliance. IP addresses are no longer stored.

# HOW TO MIGRATE UA→GA4



# HIGH-LEVEL UA → GA4 MIGRATION

## STEPS

Google has provided numerous online resources to manage the migration.

There are two primary means to make the migration. Google itself strongly recommends manually migrating (#1), as does Tiny Bully.

### 1. Manually Migrate Using the GA4 Setup Assistant Wizard.

- GA4 Setup Assistant to create a new GA4 property that collects data in parallel with your existing UA property. There are no changes to your UA property, and it continues to collect data as always.

### 2. Automatically Have Google Create a GA4 Property.

- Beginning in March 2023, unless an Editor (or higher) role opts out, a new GA4 property will be created based on the settings in your UA property.
- If you have already created a GA4 property, and that property is connected to a UA property, Google will copy over any configurations (e.g., goals, audiences, etc.) from your UA property that you have not marked as complete in your GA4 property, unless you opt out.



# MANUAL MIGRATION

## [Add a Google Analytics 4 property \(to a site that already has Analytics\)](#)

To use the GA4 Setup Assistant (aka “Wizard”) in UA to manually migrate your property from UA to GA4, you need the Editor role for the account. You can use the Wizard regardless of if your website pages have a Google Analytics tag (gtag.js or analytics.js), a Google Ads tag (gtag.js), or a Google Tag Manager container.

## [Configure your GA4 property using Setup Assistant](#)

The Setup Assistant for GA4, exclusively available in GA4, is accessible from all GA4 properties. It provides all the settings you need to finish configuring your GA4 property. All users can access the Setup Assistant, but you need the Editor role on the property to make any changes.

Note: the Setup Assistant does not backfill your new GA4 property with your UA data. Your new GA4 property only collects new data going forward.

# AUTOMATIC MIGRATION

## Automatically created Google Analytics 4 properties

Automatically created Google Analytics 4 properties contain only basic features. Depending on your business and measurement needs, you might want to set up additional features to get the most value out of your new property.

You can also compare key metrics from your Universal Analytics property to those in your new Google Analytics 4 property, and take steps to align configuration and bring the metric counts as close as possible.

If you're an advertiser, you can similarly compare imported Universal Analytics and Google Analytics 4 data in Google Ads.

# A STEP-BY-STEP GUIDE FOR SUCCESSFUL MIGRATION



# STEPS 1-7

## Make the switch to Google Analytics 4

1. Create a GA4 property and data stream(s)
2. Collect website data (if GA4 setup could not reuse UA tags)
3. Turn on Google signals
4. Set up conversions
5. Add users
6. Link to Google Ads
7. Set up new audiences

# STEPS 8-13

8. Validate Google Ads conversions
9. Import conversions into Google Ads for bidding
10. Add Analytics audiences to campaign(s) and/or ad groups for remarketing
11. Map UA custom events to GA4
12. Migrate ecommerce measurement
13. *[OPTIONAL]* Import additional data sources, such as Metadata (cost data, item data, user data, offline events)

# ADDITIONAL RESOURCES



# ADDITIONAL RESOURCES

[Introducing the next generation of Analytics, Google Analytics 4](#)

[Make the switch to Google Analytics 4](#)

[Prepare for the future with Google Analytics 4](#)

[7 Steps to Setting Up Google Analytics For Your Business](#)

[Why a Google Analytics 4 transition should be your top New Year's resolution](#)

# QUESTIONS, COMMENTS, BIG IDEAS? LET'S COLLABORATE!

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