



Migration to GA4 in easy steps

 Cloud

 Automation

 Technology

80+ CaptiveCoE™ Engagements

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99% On Time Deliveries

6 Global Centers

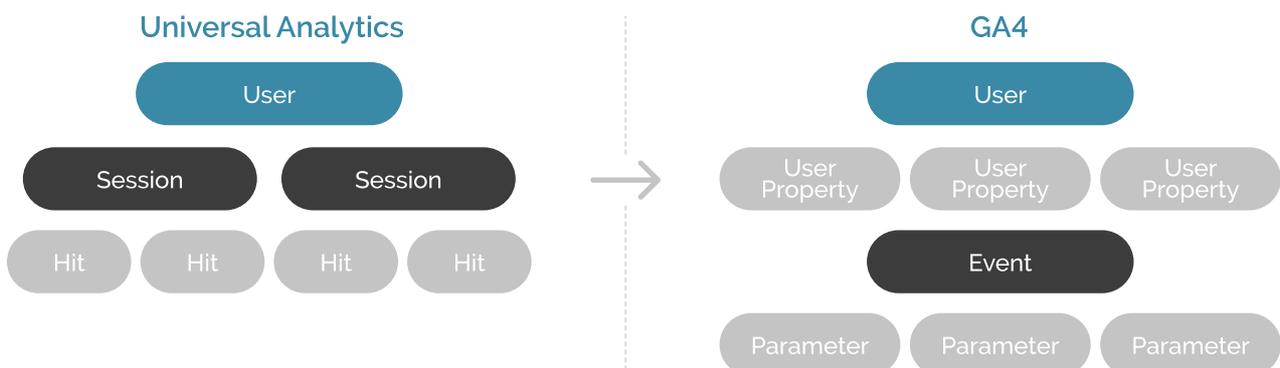
95% Customer Retention Rate

Why to transition from Universal Analytics to GA4

Event-based analytics have been around for a while but it is now quickly becoming the norm. Shifts in user behavior (e.g., increased touchpoints), growth of cross-device activity, and maturing use of data have all contributed to increased adoption of event-based analytics. Flexibility, greatly improved scalability and modern business intelligence (BI) features make Google Analytics 4 a robust platform for deriving insights into user behavior and your business.

While Google hasn't explicitly said one way or the other, we think the most pressing external factor is recent scrutiny of Universal Analytics with respect to data privacy laws and regulations, such as the Austrian Data Protection Authority's decision that Universal Analytics likely violates GDPR. Rather than rewrite Universal Analytics to be compliant, Google is instead choosing to speed migration to GA4, which is more compliant.

For example, in Universal Analytics, data privacy controls are opt-in, which most websites will choose to forgo. In GA4, privacy controls are the default. For instance, in GA4, IP-address anonymization is always enabled and cannot be turned off.



What will happen to my Universal Analytics data?

To be clear, you will still be able to use and collect new data in your Universal Analytics properties between now and June 30, 2023.

However, all standard Universal Analytics properties will stop processing new hits on July 1, 2023. After this date, you will only be able to view historical reports of previously processed data in Universal Analytics for up to six months. If you're using the paid version of Google Analytics (known as Google Analytics 360), these properties will stop processing new hits on October 1, 2023.

At the very least, you should

- 1) Make the switch to GA4 prior to July 2023
- and -
- 2) Export your historical data from Universal Analytics prior to December 2023. This will ensure the least amount of disruption in your reporting processes.

Google Analytics 4 focuses solely on ad hoc data analysis and is meant to be paired with other advanced tools, including:

Google Tag Manager
for data collection

Google BigQuery
for cloud data warehousing

Google Data Studio
for data visualization and reporting

There are a few practical steps you can take now to ensure a smooth migration to GA4:

1. Inventory your existing Universal Analytics measurements. Make note of which measurements you'd like to continue tracking in GA4.
2. Create a GA4 solutions design reference. Consider how to best structure your GA4 account to scale with your business in the years to come.
3. Create properties and data streams in GA4. Note that you can now collect and analyze multiple web and mobile app data streams within a single property, so this will require some thoughtful strategy.
4. Use Google Tag Manager's configuration tag to initiate your GA4 analytics tracking code on your site.
5. Set up data collection.
6. Enable enhanced measurement events, including page views, scroll depth, file downloads, on-site search results, and video engagement (if applicable).
7. Create a tag management plan and use Google Tag Manager's event tag to deploy custom event tracking. Make sure these map back to any Universal Analytics custom events you wish to collect in GA4.
8. Export raw event data from your GA4 properties to Google BigQuery to take advantage of long-term storage without worrying about GA4 data retention limits.
9. Flow data from BigQuery into your Business Intelligence (BI) tool of choice (e.g., Data Studio or Tableau) for data visualization and reporting.
10. Set a reminder to export your historical data in Universal Analytics in July 2023 to ensure you never lose access.

Have more questions?

This is a lot to digest and likely feels like a daunting enterprise. Trantor's Data Analytics team can provide consultation and assist you with a seamless migration.

Find out more: www.trantorinc.com
or write to us at sales@trantorinc.com to schedule a free consultation

About Trantor

Trantor is a global leader in creating enterprise technology solutions and state-of-art Captive Center-of-Excellence (CaptiveCoE™) for organizations across a range of industries. We integrate our technological expertise, decades of experience, and business acumen to catalyze a positive change in every project we work on. Since its inception, Trantor strives to empower every mind that works with us and every organization that partners with us. We enable customers across the globe to navigate a digital transformation in every aspect of their business. Our commitment to excellence and authenticity has led to extremely positive long-term working relationships with our clients and solution partners.



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