

GOOGLE ANALYTICS 4

What it means to marketers

GA4 will have a significant impact on how marketers track website performance

Google Analytics 4 (GA4) is less of a reporting tool and more of an analysis engine. Instead of tracking goals, it measures conversions.



WHAT IS IT?

- ✓ AI-powered insights and predictions.
- ✓ A better way to track users across devices.
- ✓ Codeless event tracking to ditch the cookies.
- ✓ An event-based tracking model that provides a consistent data structure across both app and web reporting.
- ✓ Audience triggers and conversions.



HOW WILL IT HELP ME?

- ✓ Focus on higher-value audiences.
- ✓ Draw conclusions that lead to more accurate predictions.
- ✓ More privacy controls.
- ✓ Go deeper with the Google Ads integration.



HOW DO I GET STARTED?

Set up GA4 alongside your existing Universal Analytics to gather data now and begin to learn the tool. You won't be able to pull data retroactively, and Universal Analytics will eventually be deprecated.