Moving from Google Universal Analytics
TO GOOGLE ANALYTICS 4

Google is sunsetting Universal Analytics in the coming year and will begin focusing on their next-generation analytics experience called GA4. Now, GA4 isn't anything new, however, it's dramatically more powerful and flexible than its predecessor. It only makes sense as the company that tracks the data also continues to refine the tool to measure the data.

Bye Bye!

KEY HIGHLIGHTS OF GA4

#1
GA4 combines all the individual tracking features, such as Firebase for app tracking, Google Tag Manager, Analytics, and more into one richly featured product.
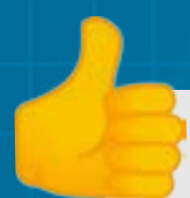
GA4 + CASCADE'S ANALYTICS MODULE

#2
Google Analytics version 4 is a replacement, not an update. Your historical GA Universal data will still be available to you for you to gain insights. For at least 6mo.

#3
A new GA4 tracking code will need to be installed on your site. However, you can connect your existing traffic trackingt code to your new GA4 property (done automatically when you set it up through Google) so you can use both systems until the sunset of July 1, 2023, at which point the new tracking code will be required.

#4
Custom events, traffic funnels, and other customizations must be re-added to your GA4 property. This will let you transition and set up your GA4 property exactly as you need it to be, using live data, while still maintaining your data gathering using your GA-U tracking code.

The Cascade Analytics Module has never looked better! GA4 helps give a full screen of data to help you navigate how your site is measuring up.

GA4 IN EVERGREEN ADMIN

Tracking in Evergreen is just the same as for GA-U; a tracking code installed on the site will send data to Google to be analyzed.

→ The Evergreen Analytics Module will be updated to use the new tracking code of the GA4 property in the API connection that gathers your report data.

→ Depending on changes in your GA4 reporting, custom events, and other customizations, some updates to your reports may be required.

If you're using GA standard reports without customized data, the reports, graphs, and charts you see in your EG GA Dashboard will remain the same.

→ Converting your standard Analytics to GA4 is a quick process with only minor changes required to your website.

UPGRADE

Make the move over to Google Analytics 4 as soon as possible to build the necessary historical data before Universal Analytics stops processing new hits.