

Switching from Universal Analytics to Google Analytics 4

BASIC SETUP

1

Audit current data setup in Universal Analytics

Create Google Analytics 4 property

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Add data streams (IOS app data, Android app data, website data)

Enable data collection (connect to Google Tag Manager)

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Link to Google Ads (*if applicable*)

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ENHANCED SETUP

Migrate conversion from UA to GA4 (audit results to ensure successful migration)

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Migrate previous goals from UA to GA4 (audit results to ensure successful migration)

Migrate audiences (*if applicable*)

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Migrate eCommerce measurements (duplicate eCommerce events from UA - *if applicable*)

Add account users based on UA views

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