GA4 Start migrating

Do you have a website or a mobile app for your business? How about both?

Migrate Now
Yes

Unify your web and app journey in a single view with the data streams feature, which allows the data flow of multiple streams (app and web) in a single analytics property. Get an aggregated view of the overall traffic.

Data Streams

All	iOS	Android	Web		Add stream
Flood-It! Android com.labpixies.flood			Receiving traffic in past 48 hours.		>
Flood It! iOS com.google.flood2			Receiving traffic in past 48 hours.		>
Flood-It! Web http://flood-it.app			Receiving traffic in past 48 hours.		>

No

Do you plan to expand your customer base by building a mobile app for your business in the future?

Dual setup
Yes

Prepare your analytics for the future with a GA4 Property. Start recording data today to store enough historical data for future use. You can also take advantage of the new capabilities of GA4 along with UA features.

No

Is your customer data spread across different tools & are you unable to perform analysis on the combined data?

Migrate Now
Yes

Link your GA4 account with BigQuery without any prerequisite of 360 (enterprise) property. Use the BigQuery interface to find granular-level insights. Additionally, merging CRM data with GA data in BigQuery generates advanced insights.

BigQuery Linking

Project ID	Project name	Project number
	No links yet. Click "Link" to create one.	Link

No

Would you like to reach out to high-value customers and retain them for future purchases?

Migrate Now
Yes

Are you looking to target highly potential audiences through your campaigns?

No   Yes   Migrate Now

Configure e-commerce/transaction events and use machine learning algorithms to predict churn users and potential purchasers. Then, use them directly as your target audience via Google Ads.

Build new audience

Start from scratch
Create a custom audience

Suggested audiences

Likely 7-day purchasers Target users who are likely to make a purchase in the next 7 days	Likely first-time 7-day purchasers Target users who are likely to make their first purchase in the next 7 days	Likely 7-day churning purchasers Target purchasing users who are likely to not visit your property in the next 7 days
ELIGIBILITY STATUS Not eligible to use	ELIGIBILITY STATUS Ready to use	ELIGIBILITY STATUS Ready to use

Likely 7-day churning users Target active users who are likely to not visit your property in the next 7 days		
ELIGIBILITY STATUS Ready to use		

Dual setup

While standard e-commerce reports are still getting developed in GA4, you can leverage the free-form reporting and predictive metrics to gain deeper insights. Use UA for session-based metrics/numbers, which currently are not part of GA4.

Does your team run paid media campaigns and would like to improve RoAS?

Yes

Do you have campaigns running on other platforms like DV360 and Google Ads?

Yes   No   Migrate Now

Use the channel attribution feature to compare your spending and leverage the machine learning capability of GA4 to fill in gaps created by privacy policy updates.

Dual setup

Connectivity for DV360 and some other tools are in the development phase for GA4. Until it becomes a full-fledged feature, you can have a dual setup to leverage stronger GA4 & Google.

No

Does your business require data-driven channel attribution for marketing spend measurement?

Yes
Migrate Now

GA4 provides an option to set up an attribution model relevant to your business which reflects in all standard or custom reports. The best part is that GA4 provides data-driven attribution even for the standard (free) versions.

Attribution Settings

Reporting attribution model

The attribution model used to calculate conversion credit in your reports within this Analytics property. Changing the attribution model will apply to both historical and future data. These changes will be reflected in reports with conversion and revenue data. User and session data will be unaffected. Learn about how attribution models affect your reporting data

Reporting attribution model
Cross-channel linear model

Cross-channel
- Data-driven (recommended)
- Last click
- First click
- Linear
- Position-based

No

Do you wish to make data-backed UI/UX changes to your website?

Yes
Migrate Now

Are you planning to use GA data points for Google Optimize experiments?

Yes   No   Migrate Now

Use the explorer section templates to visualize data as funnels (drop-offs), most followed paths, user journeys, etc., to identify the gaps and optimize your website accordingly.

Dual setup

Recently, Google has launched optimized linking with GA4 properties. Plan a dual set-up to leverage the reporting options of GA4 and optimize and take relevant actions on your experiments.

All standard Universal Analytics properties will stop processing data from July 1, 2023. So to take advantage of Google Analytics 4, migrate today itself to avoid data loss.