

# GA4 TRANSITION

GROUPM WEB ANALYTICS  
2022

## UNIVERSAL ANALYTICS

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- Measurement model based on Session/Hit
- Different hit types included in a session, including **Pageview, Event and Ecommerce**
- Calculate user session by activities within 30 minutes
- View-Property-Account Structure

## GA4 (FULL TRANSITION IN 2023)

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- Measurement model based on Event/Parameters
- Distinguish an **Event** by its name
- Session defined as event named «session\_start»
- UserID can be used for reporting deduplication
- Events are universal for Web + App clients
- Property-Account Structure

# WHAT IS THE DIFFERENCE BETWEEN UA AND GA4 ?

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- **Different measuring models**

- In UA, an event has a category, action and label and is its own hit type. In GA4 there is no category, action, or label. Every hit is an event and events can (but do not have to) contain parameters.

- **Different structure**

- View-property-account structure turns into Property-account in GA4

- **Removal of monthly hit limits**

- Free version of UA had a monthly limit of 10m hits. GA4 has a limit on the number of events that can be captured. (500)

- **Free connection to Bigquery**

- Unlike UA, GA4 offers free connection to Bigquery, which enables very large and complex data sets to be queried very quickly.

# SHOULD WE MIGRATE TO GA4 NOW?

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If you have a website and an app, and you would like to easily compare or analyze this data in one reporting environment then GA4 is a no-brainer. You can link your firebase tracking with a few clicks with your GA4 property and start collecting data.

**For now, we recommend you run both properties separately from each other as they both have their benefits.** This transition period will give your new GA4 property some time to collect historical data, your new GA4 property won't have any of your valuable historical data, it'll start fresh. Meanwhile, this will also give you and your team the time to get comfortable with the new type of tracking and reporting that GA4 offers and prepare the transition.

# HOW DO I TRANSFER FROM UA TO GA4?

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**We / your web analytics agency will create a new property if necessary and make your GA4 configurations for you. Reach us for details.**

1. In Google Analytics, click [Admin](#) (lower left).
2. In the *Account* column, make sure that your desired account is selected. (If you only have one Google Analytics account, it will already be selected.)
3. In the *Property* column, select the Universal Analytics property that currently collects data for your website.
4. In the *Property* column, click **GA4 Setup Assistant**. It is the first option in the *Property* column.
5. Click **Get started** under *I want to create a new Google Analytics 4 property*.
6. If your site uses the **gtag.js** tag, you have the option to **Enable data collection using your existing tags**.

If you use a website builder/CMS that already supports the **gtag.js** tag (e.g., WordPress, Shopify, Wix, etc.), you may have the option to **Enable data collection using your existing tags**.

If your website builder/CMS does not yet support the **gtag.js** tag, if you use Google Tag Manager, or your website is tagged with **analytics.js**, the wizard can't reuse your existing tagging and you'll need to add the tag yourself ([instructions](#)).

**Note for advanced users:** **Enable data collection using your existing tags** implements standard data collection for your GA4 property. If you've implemented any custom tags for your UA property, [review these considerations for additional steps](#).

7. Click **Create Property**.

Once you click **Create Property**, the setup wizard:

- Creates your new GA4 property.
- Copies the property name, website URL, timezone, and currency settings from your Universal Analytics property.
- Activates [enhanced measurement](#) in your GA4 property.
- Creates a connection between your Universal Analytics and GA4 properties. This connection makes it possible for you to use [Setup Assistant in your Google Analytics 4 property](#) to migrate configurations from your Universal Analytics property to your GA4 property.
- (If your site is tagged with gtag.js and you elected to **Enable data collection using your existing tags** in Step 6 above) Creates a [connected site tag between your Universal Analytics and GA4 properties](#).

Once this process is complete, you will see *"You have successfully connected your properties"* at the top of your *Google Analytics 4 Property Setup Assistant* page.

Make a note of your GA4 property's name so you can find it later. If your Universal Analytics property name is "Example property (UA-nnnnnn)", your GA4 property name will be "Example property (xxxxxx)", without a "UA-" prefix, and where xxxxxx is a new property number. Click [See your GA4 property to open Setup Assistant in your new GA4 property](#).