

TourismOhio – Google Analytics 4

June 1, 2023

Google Analytics 4: What to Do and When Guide for CO-OP

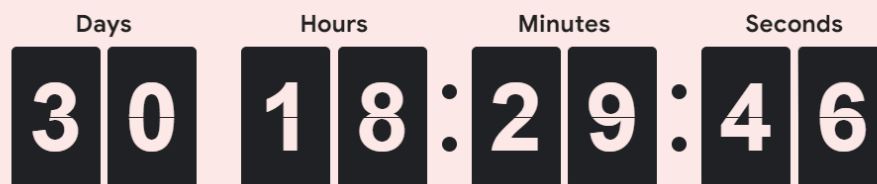
Google Analytics 4 is the latest version of Google Analytics, which is required to be migrated to by July 1, 2023, because legacy Universal Analytics views will no longer collect data.

- Questions to ask yourself:
 - > Do I have custom conversions?
 - > Do I have custom audiences?
 - > Do I have Google Ads connected to Universal Analytics?
 - > Do I have Google signals activated?
 - > Do I have ecommerce set up?
- All of this information can be found in the Admin section of the Universal Analytics account.
- If the answer is yes to any of the above, then consider options 1-3.
- If you are unsure, then let us know or consider options 1 and 2.
- If the answer is NO to all the above, then option 4 is for you!

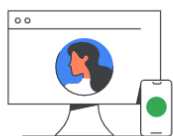
Option 1:

- Schedule support with Google. When you open your Universal Analytics account, you should be met with a countdown of when the UA property will stop processing data. From there, you can click on “Schedule support” to get one-on-one support to ensure that you take the appropriate actions to migrate to Google Analytics 4.

This property will stop processing data starting July 1, 2023.



Book a free migration appointment with Google Support



Your account needs immediate attention. To avoid disruption of your Google Ads performance, take action now. Get one-on-one support from a Google Support Specialist. They'll help you make critical updates to your Google Analytics 4 setup so your ad campaigns are not impacted when standard Universal Analytics stops processing new data after July 1.

No thanks

Schedule support

Option 2: Engage your media partner.

- Most media agencies are leveraging Google Analytics and will need to reconnect certain marketing platforms to continue to optimize their ad campaigns. Most agencies will have personnel on staff who are capable of supporting the migration or who have worked with other third parties that are able to provide support.

Option 3: Migrate yourself!

- There are unlimited resources available online since EVERY business and website currently using Universal Analytics is required to make this switch. Below is a list of resources and videos that are available to support every step of the migration process:
 - > The Basics of Migrating from Universal Analytics to Google Analytics 4
 - <https://www.youtube.com/watch?v=5u2BX9TzPEM>
 - > Migrate Universal Analytics Events to Google Analytics 4
 - <https://www.youtube.com/watch?v=D-IHshjTYUE>
 - > How to Debug Tags in Google Tag Manager
 - <https://www.youtube.com/watch?v=EhLhcQb9-AQ>
 - > Google Analytics 4 Migration Checklist
 - <https://pilotdigital.com/blog/ga4-migration-checklist/>

Option 4: Do Nothing! (And that's OK.)

- Google has developed an automated migration that will automatically create a Google Analytics 4 account for you if you simply do nothing. This new Google Analytics 4 account will leverage all the generic account setup and features in your Universal Analytics property to make sure standard data is flowing (e.g., page views, sessions, users, engagements, filters, etc.). This process will NOT recreate custom data points, such as conversions, Google signals, Google Ads, audiences, etc.