

Why You Need to Make the Move from Universal Analytics (UA) To Google Analytics 4

The Big Announcement

Google Analytics (GA) is installed on most websites for **capturing data** about your website users. The current Universal Analytics platform (GA3) as we know it is being **phased out beginning July 2023** and will be replaced with the new Google Analytics 4 (GA4). We recommend **transitioning to GA4 now** to start collecting data and preparing for a much smoother transition.

Know the Future: GA4

GA4 is the next step in the evolution of GA, bringing **tracking, privacy, and efficiency improvements** to address the key challenges that face marketers today. It has been **completely redesigned** to meet the modern and future tracking needs of marketers and analysts. There is a focus on three key pillars:

- **Cross Platform:** Enhanced, seamless integrations with Google's advertising platforms to optimize campaign performance and drive ROI
- **Predictive Insights:** Uses intelligent learning to unearth insights about customer journeys across platforms and devices
- **Privacy:** Designed to protect user privacy. Moving forward, GA4 will not store IP addresses or utilize cookies

The Key Benefits of GA4

- Optimizes campaigns and tracking
- Identifies more accurate target audiences
- Enhances and optimizes web journeys
- Improves online conversion rates and tracking of marketing objectives

Get Started Today

Media Genesis is focused on making the GA4 setup, tracking, and reporting a **simplified process** that will provide you with the data you need to maintain a thriving business and an effective web presence.

At Media Genesis, we offer **full GA4 support** to all our clients, from setup to custom dashboard creation. We will set up channels for advanced targeting to **accurately track** your digital marketing efficacy, determine what is performing best on your website, and identify which web pages are of most interest to your users.

Connect with Media Genesis today to begin your transition to Google Analytics 4.

Email us at inquiry@mediaG.com or call us at **(248) 687-7888**.