

**MIXTE TIPS**

# **Guide to Navigating the Transition to Google Analytics 4**

## What's happening

You may have heard the news — [Google Universal Analytics is being sunsetted and replaced by Google Analytics 4](#), ending Universal Analytics' almost 10-year run as the standard for website performance metrics. The new platform, Google Analytics 4, is quite different, and it will take all of us time to get comfortable with this new way of accessing our data.



ENTER MIXTE'S STEP-BY-STEP GUIDE TO THE RESCUE SO YOU CAN NAVIGATE THE TRANSITION SMOOTHLY AND MAINTAIN ACCESS TO ALL OF YOUR IMPORTANT DATA!

In the following pages, we'll walk you through the step-by-step process for moving to GA4 with accompanying visuals to make it as easy as possible.

## Why it matters

If you're like us, you probably rely on Google Analytics to monitor and measure activity across your website and other digital marketing tools it connects to. Be sure to transition to Google Analytics 4 (GA4) before December of 2023 to keep your hard-earned website data and reporting capabilities.

## How to use this resource

We suggest looking at this resource at the same time as you make the changes – like we're there walking you through the steps together.

READY?

### **Things to keep in mind after the migration:**

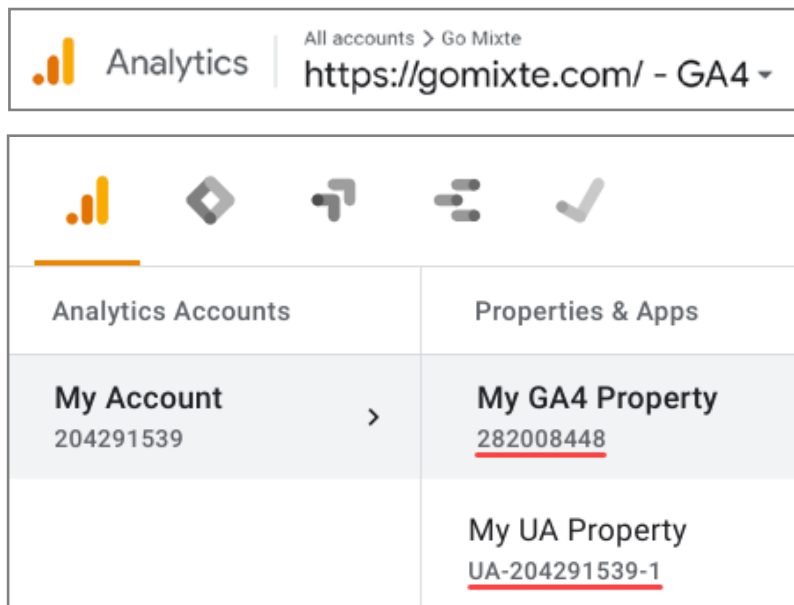
- Make sure to take the time to transfer over custom tracking or tags that were previously implemented.
- If you're worried about existing or future Google Ad Grants, don't worry. No specific transitions are needed for those.
- It may take some time for data to populate in GA4 after the transfer. Be patient and allow sufficient time for the datastreams to sync. Double check your work as you go.
- Familiarize yourself with the new features and capabilities of GA4 to take advantage of its enhanced analytics capabilities ahead of it being your sole platform – it's actually quite fun when you do!

## LET'S GET STARTED!

Remember: Your current Google Analytics setup will determine the path you take to transition your account(s).

### Want to check if your accounts already have GA4 set-up?

- Go to Google Analytics. Click the **"All Accounts"** drop down menu at the top left. Look at your property ID(s) to see whether you are using Universal Analytics or Google Analytics 4.
  - Universal Analytics property IDs start with UA and end with a number (UA-XXXXXXXX-1).
  - Google Analytics 4 property IDs have only numbers (XXXXXXXXXX).

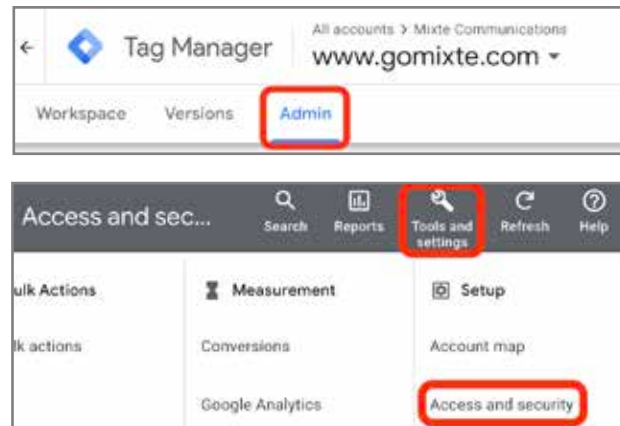
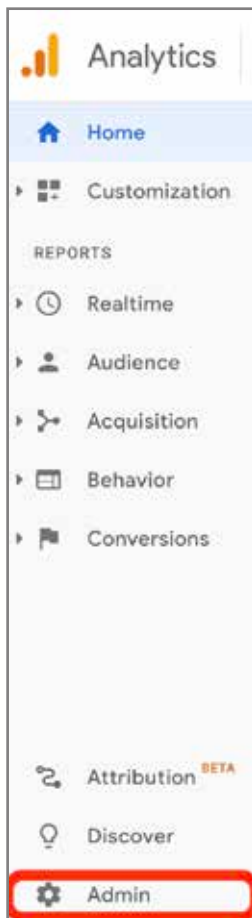


The screenshot shows the Google Analytics interface. At the top, it displays the Analytics logo, the text "All accounts > Go Mixte", and the URL "https://gomixte.com/ - GA4". Below this is a navigation bar with icons for Analytics, a diamond, a square, a list, and a checkmark. The main content area is divided into two columns: "Analytics Accounts" and "Properties & Apps". Under "Analytics Accounts", there is a row for "My Account" with ID "204291539" and a right-pointing chevron. Under "Properties & Apps", there are two rows: "My GA4 Property" with ID "282008448" and "My UA Property" with ID "UA-204291539-1". Both IDs in the Properties & Apps section are underlined.

Analytics Accounts	Properties & Apps
<b>My Account</b> 204291539 >	<b>My GA4 Property</b> <u>282008448</u>
	<b>My UA Property</b> <u>UA-204291539-1</u>

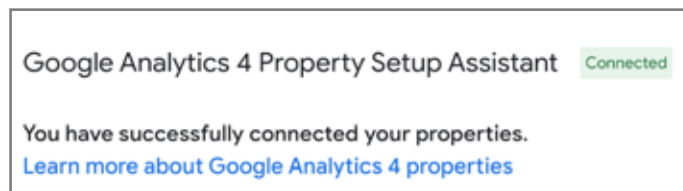
## 1. Confirm Admin-Level Access to your Google Ad, Google Analytics, and Google Tag Manager accounts:

- For Google Analytics and Tag Manager, acquire the account logins (see examples below).
- For Google Ads, login and select **“Tools and Settings”** and find **“Access and Security”**. Make sure you are given admin access, and if not, request it from the administrator for your organization.



## 2. Create a new GA4 property:

- Head to your Google Analytics Admin Settings.
  - Under Property, start by selecting the the **“GA4 setup assistant”**.
  - Click **“Get Started”** to begin the setup process.
    - You may or may not see the option to **“Enable data collection using your existing tags”** depending on your setup.
    - Otherwise, install or reupload customized tags
  - Click **“Create property”**.
    - You will see the setup confirmation:

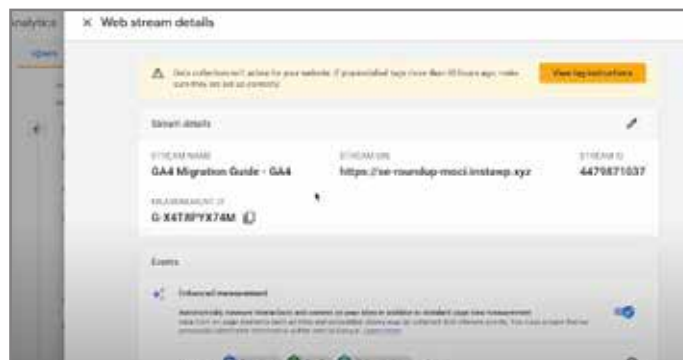


- Next, select the **“See your GA4 property”** button to continue with set-up.

### 3. Connect your Google Analytics 4 Property

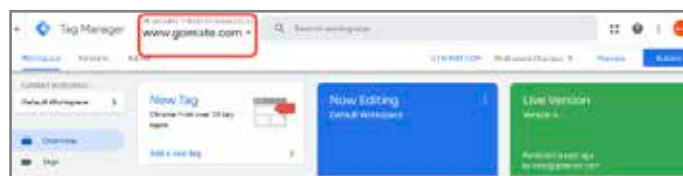
Find your Measurement ID:

- On the left sidebar, select **“Data Streams”**
  - GA4 has replaced **“Views”** with **“Data Streams”**, which is simply the flow of data from the customer touch point to analytics.
- Click on your existing data stream, and copy your account’s Measurement ID, used shortly to connect and start data collection.



Set Up Data Collection in Tag Manager (equired only if the GA4 Setup Assistant couldn’t reuse your tags):

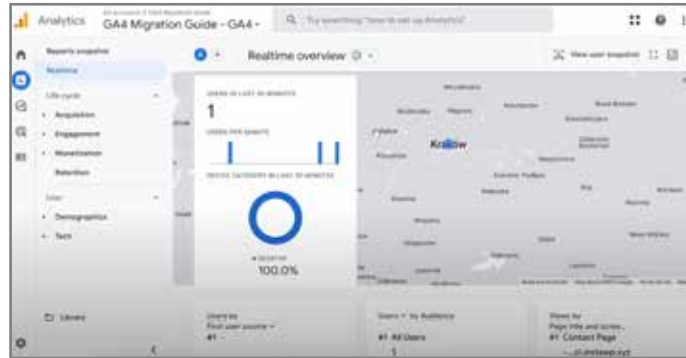
- Go to your account’s Tag Manager and find your account, as seen below:



- Click **“New Tag”**, then **“Tag Configuration”**, then **“Google Analytics: GA4 Configuration”**.
- Paste your Measurement ID, then select your **“Triggers”**, choosing **“All Pages”**.
- Save the tag, then on the upper right hand corner, click **“Submit”**.
- Refresh your website to reload as the new configuration continues, and head back to Google Analytics.

Double check your set up

- In Google Analytics, on the left select **“Reports”**, then **“Realtime”**.
- If you see **“1 user in the last 30 minutes”** (thanks to the site refresh above) then configuration was a success.



#### 4. OPTIONAL: Enable Data Collection using Google Signals

By turning on Google signals, you can collect additional data about users who have turned on ads personalization and who have signed in to their Google Accounts, i.e. enhanced remarketing and reporting.

- Go to Google Analytics Admin, and under **“Setup Assistant”**, click the Actions menu > arrow to the right of the row.
- Click **“Manage”** or **“Turn on Google signals”**.
- In Data collection, turn on Google signals data collection.
- Once you complete the steps, click the Actions menu > arrow to mark the row as complete. When you mark the row as complete, all users of the property will see the same status.





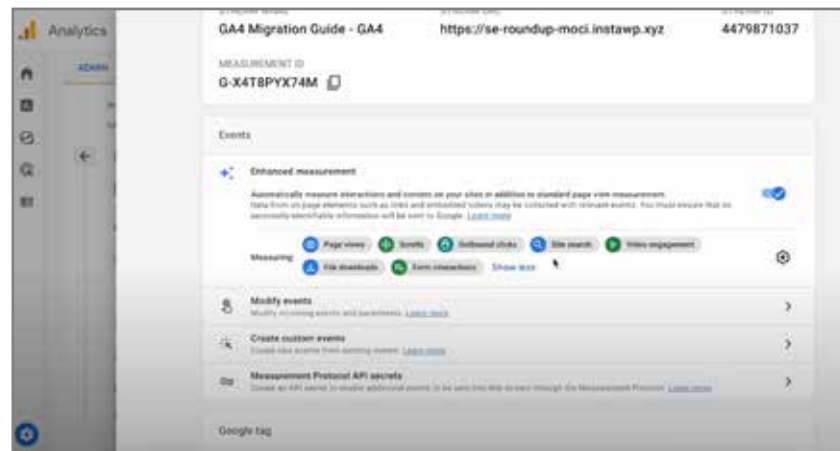
## 5. Migrate your “goals” into “events”

Conversion Migration: In Universal Analytics, you measured conversions through “goals” and “ecommerce transactions.” With GA4, there is no distinction, and all conversions are measured via “events” which are triggered as users navigate your sites.

You must replicate these conversion “events” from your Universal Analytics, as these engagements on your site are what contribute to the success of your campaigns. Automatically enhanced measurements include:

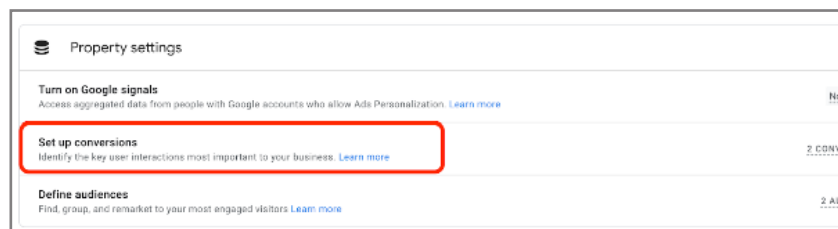
- Page Views
- Scrolls
- Outbound clicks
- Site search
- Video engagement
- File downloads
- Form interactions

These can be turned off in your Data Streams settings under Admin.



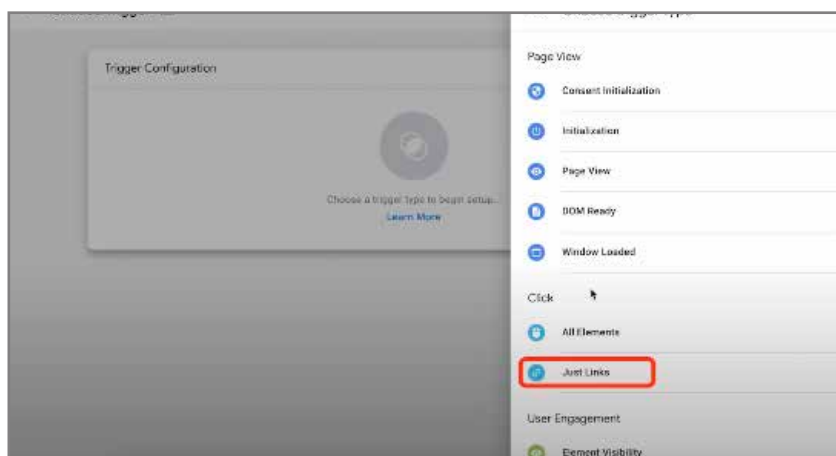
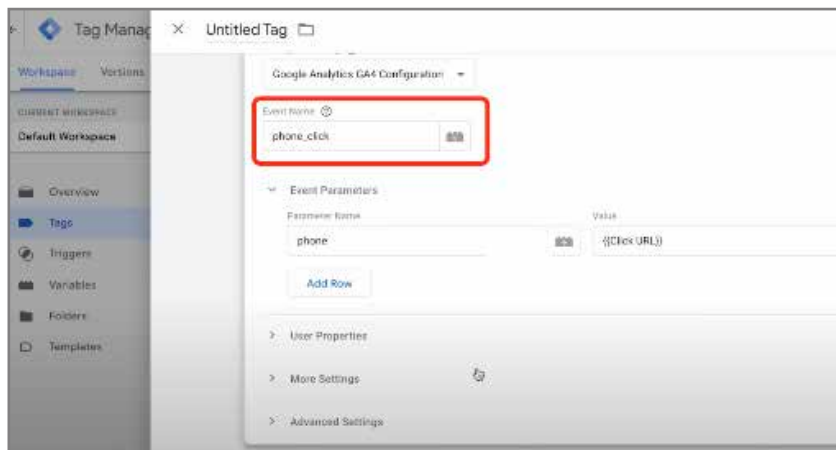
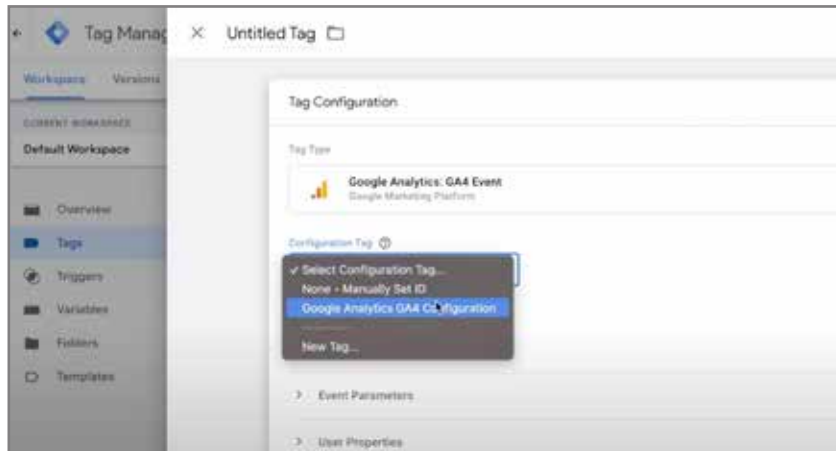
Use the “Goals Migration Tool (Suggested)”

- In Google Analytics, click “**Admin**” and go to Properties, then “**Setup Assistant**”.
- Under “**Property settings**”, go to “**Set up conversions**”, and click the **Actions icon**.
- Click “**Import from Universal Analytics**”.
  - Select which goals you’d like to recreate as conversion events in your new Google Analytics 4 property.
  - Note: If you’ve already created an equivalent GA4 conversion event for a goal, then you shouldn’t select it here.
- Click “**Import selected conversions**” in the top right.
- A confirmation message will show in the bottom left of your screen when your selected goals have been successfully recreated as conversion events in your Google Analytics 4 property.



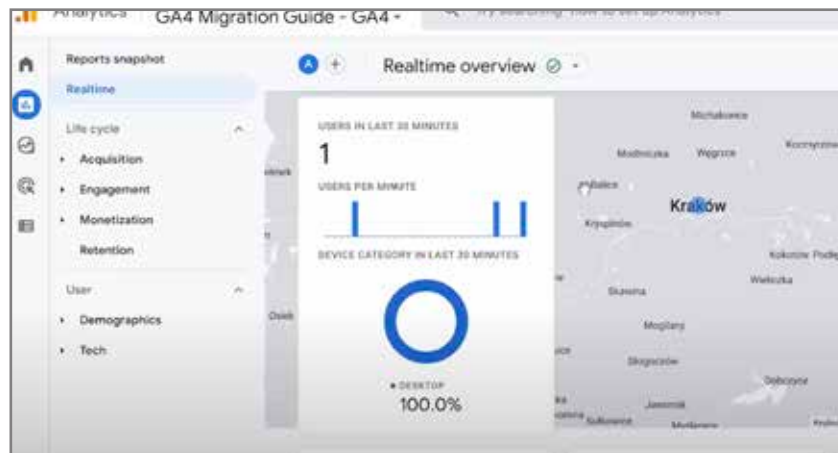
Recreate Conversions via Events Manually:

- Go to your [Google Tag Manager](#). Click “**New**”.
- Click on “**New Tag**” and then select “Google Analytics: GA4 Event”
- Choose the configuration tag we created previously (“Google Analytics: GA4 Configuration”) to make sure the data will connect to the correct data stream.
- Name the event, bearing in mind to keep organized for the sake of reports.
- Add further parameters around what is measured specifically.
- Scroll and click on “**Triggering**” below, clicking on the **plus sign** at the top right.
- Click on the rectangle that reads “**Trigger Configuration**” and select your configurations. Save and name, recording this name for later use.
  - EG. Choose “**Clicks, Just Links**” to create a click trigger, specifying with URLs.
- You can then Submit the Container (these updates) and Publish these changes, naming them simply in order to use in the future.



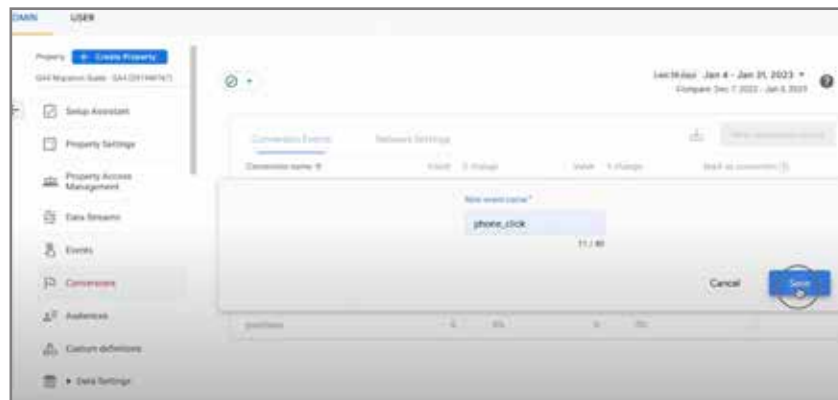
## Double-Check if the Event is Visible in Analytics:

- Go to your website and clean the cache/cookies. Complete the triggering actions being recorded as conversions, such as visiting a specific site like the Contact page, searching the site for a keyword, downloading a file, etc.
- Head to Google Analytics. Go to Reports, on the left
- Click **“Realtime”** and scroll to the areas called **“Event count by Event name”**. You should see the newly added events, custom parameters, and recent engagements.



## Add Events to Conversion List so they are measurable:

- Go to Analytics Admin and select **“Conversions”**.
- Click **“New conversion event”** and add the exact name you used for your event previously. Save and you will see this event as a conversion.



## YOUR GA4 SET-UP IS COMPLETE!

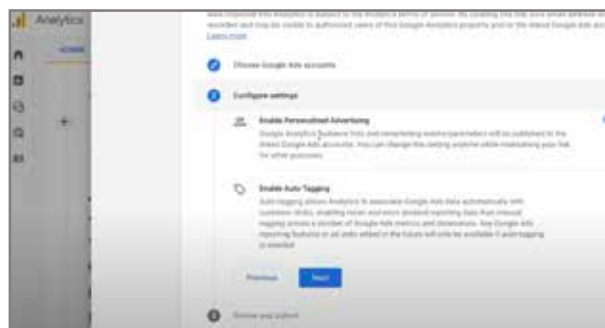
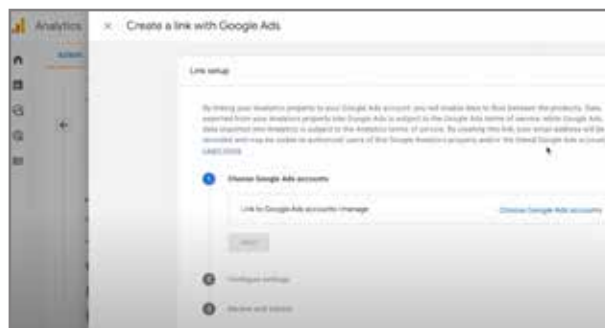
With your Google Analytics 4 Property set-up and ready, now is the time to contemplate what more can be done to elevate your web presence.

## BUT WAIT! STOP...

If you have and run existing Google Ads, proceed to the next steps to connect them to Google Analytics.

### 6. Link your GA4 to Google Ads (makes your GA4 data available to Google Ads)

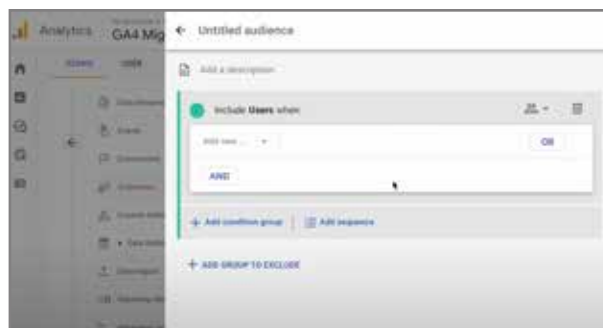
- Go to Google Analytics Admin. Under **“Property”**, and **“Product Links”**, click **“Google Ads Links”**.
- Click on **“Link”** on the top right and then choose the Google Ad account(s) you want to link your property to. Click **“Confirm”** and then **“Next”** until you can Submit.
  - Here you can decide details like enabling **“Personalized Advertising”** and **“Auto-Tagging”**.
  - You will see **“Link Created”** and within 24 hours will begin to see Google Ads data in your Google Analytics reports.



## 7. Validate your conversions and migrate audiences to GA4 and Import them to Google Ads

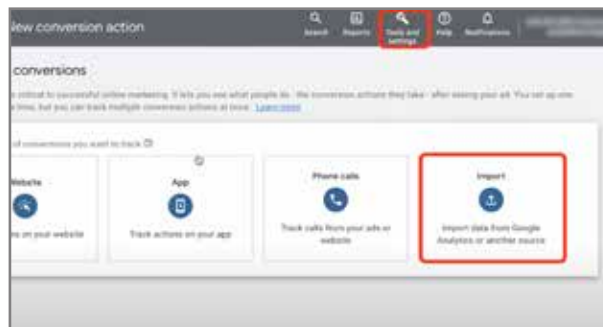
Migrate Audiences in Analytics:

- Go to **Admin**. Under **“Property”**, find **“Audiences”**.
- Click **“New Audiences”**, either using a template or a custom audience to recreate previous audiences. Save this audience.
  - GA4 Automatically creates two (2) audiences: All users, and purchasers. These may be visible to you.
    - If for example you want to recreate the audience of users who visit your Contact page, you would create a custom audience, setting up the condition to include users whose page location “contains” the Contact page. Ensure to set scoping conditions for sessions and events, duration, triggers.
  - It can take 24 hours for audiences to be updated, and 24-48 hours for new users to be reflected in the report data.



## Import Conversions into Google Ads:

- Go to Ads Tools and Settings, within the top menu bar, and under **“Measurement”** chose **“Conversions”**.
- Click **“New Conversion Action”** on the top left.
- Click **“Import”** and then input from **“Google Analytics 4 Properties”** and **“Web”**. Continue.
- Select all the conversion(s) you want to import to Google Ads, then **“Import and continue”**.
- Click **“Done”**.



You have correctly set up Google Analytics 4 and connected your sites, ads, and tags!

## Remember:

- Make sure to take the time to transfer over custom tracking or tags that were previously implemented.
- It may take some time for data to populate in GA4 after the transfer. Be patient and allow sufficient time for the datastreams to sync. Double check your work as you go.
- Familiarize yourself with the new features and capabilities of GA4 to take advantage of its enhanced analytics capabilities ahead of it being your sole platform.
- For those concerned about supporting their existing or future Google Ad Grants, those ad sets exist under the same type of platform as non-grant ads. No specific transitions are needed for those.