Prepare for the cookieless future by implementing the next generation of Google Analytics: Introducing GA4_

braidr

Google has announced a sunset date for Google Analytics Universal – 1st of July 2023_

Google announced that its Universal Analytics product will sunset from July 2023. For standard customers, this will take effect immediately from the 1st of July 2023, whilst Google Analytics 360 customers will be granted an additional three months, to 1st October 2023.

From the dates mentioned above UA will no longer process any new hits. Essentially, new data will no longer appear within the platform and the last dates that will show in reports will be 30th June 2023 for standard customers and 30th September 2023 for 360 customers.

At this point, properties will become read-only meaning that users will still be able to access UA properties for historical data analysis for another 6 months. After this period the data in UA will be deleted.

Why did Google make this decision now_

Industry & Regulatory Landscapes are changing, and user expectations are rising

And more businesses are investing in Analytics to navigate the changing ecosystem

Regulatory Changes

Such as GDPR, CCPA impact how data can be collected & used.

Browser Updates

Impact traditional data collection; 3rd party cookies, device identifiers.

User Privacy Controls

Users demanding more control, transparency of data collected & used for ads personalization.
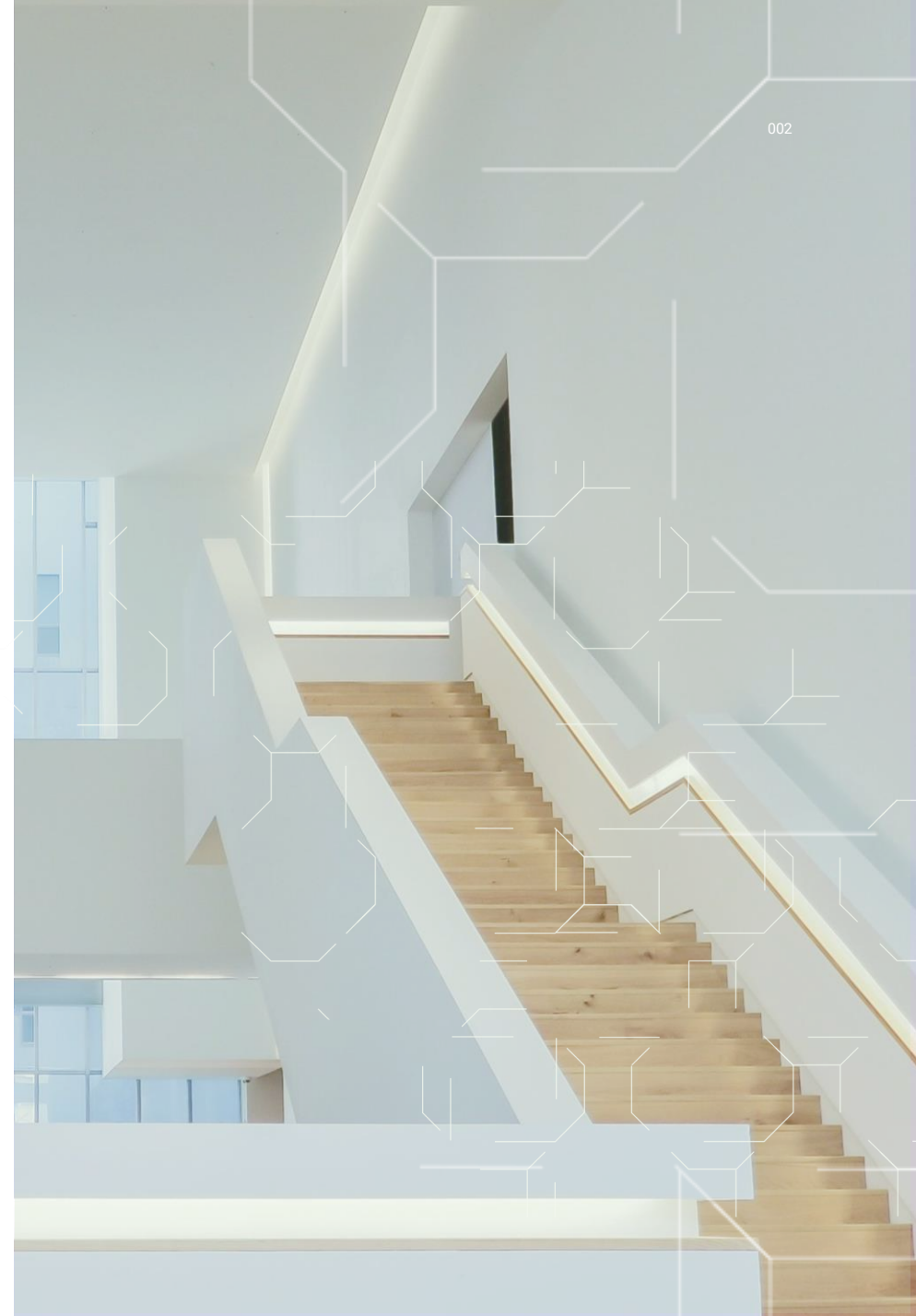
50%

of businesses say big data and analytics have fundamentally changed business practices in its sales and marketing departments.

— SOURCE: FORBES

Reliable measurement has never been more critical and more of a challenge. Meet GA4: the next generation of Google Analytics_

What is GA4_

The GA4 is the ==next generation of Google Analytics.== It has been built on new technology (GA Universal was 15 years old) and it aims to ==serve the measurement needs of a privacy-centric, less reliant on cookies future==.

- ==GA4 is changing the tracking paradigm.== It is events based, and so, KPIs and measurement plans need to be planned and maintained more closely. The session dimension is being redefined and session counting differs radically from UA.
- ==It is cross-platform by design==. This offers marketers and analysts a holistic view across all digital real estate (Web + App) their brand is operating on.
- ==Predictive insights are at its core.== It has been engineered with advanced modeling to enable filling-in the gaps where the data may be incomplete due to advanced privacy rules. ==Data-driven attribution== is now the default option for reporting.
- ==Built for the privacy-first, cookieless future.== GA4 has been designed with privacy in mind and does not rely exclusively on cookies.

Why GA4 for your business_

Measure holistically

Understand customer journeys across devices and platforms (Web + App) - unified, deduplicated data using both your 1st party data and Google signed in data.

Get quicker insights

Use the power of Google's Machine Learning to get the most value from your data. The new GA4 is built on new technology and infrastructure.

Take action

Integrations with Google Ads, Google Marketing Platform and Salesforce make insights actionable to improve your paid media ROI.

Invest

in an analytics foundation built for the future with privacy-safe solutions to preserve your measurement. Be prepared for a cookieless future.

If your business relies on data-driven decisions, you need to create a ==data collection stream into GA4 now_==

In the context of the GA Universal ceasing to operate in the near future, ==the focus needs to be on the transition to GA4.== Businesses have to consider collecting a year's worth of data in order to make decisions and year over year comparisons. Comparing data with historical performance from GA Universal will simply not be possible.

Braidr has completed countless GA implementation and integration projects and have been working with GA4 since its release. We have already implemented it for some of our partners and ==our certified experts would love to support you on your new measurement journey.==

GA4 implementation checklist_

1. Implementation planning & support

With GA4 using a new data model (event-based), ==tracking solutions need to be re-mapped== to create the ideal configuration for each individual business. ==Development resource== is likely going to be ==key at this stage.==

Braidr support: we can work with you to define the correct measurement architecture (GA4 events plan) and implement the best-practice solution for your business.

2. GA4 configuration & reporting

As GA4 is changing the tracking paradigm, it is likely ==your business KPIs will need to change== and the reports you rely on will need to be re-imagined.

Braidr support: our experts can help you configure your GA account, assess your current reporting & data integration needs and work with you to minimize the impact of the migration.

3. Training & GA4 language learning

GA4 brings in fundamental changes and you may find your ==business' data vocabulary needs to be re-written==. You should consider training for your teams to support the transition from UA.

Braidr support: we can help your teams navigate the changes, get the most out of the new reporting interfaces and build better understanding of the predictive capabilities of GA4.

4. Back-up & historical data download

If you're relying on historical data to forecast your future performance (especially useful for organic traffic planning), then you may want to consider a raw data download from GA Universal.

Braidr support: we can assist with raw data back-ups and helping you retain your historical key data points.

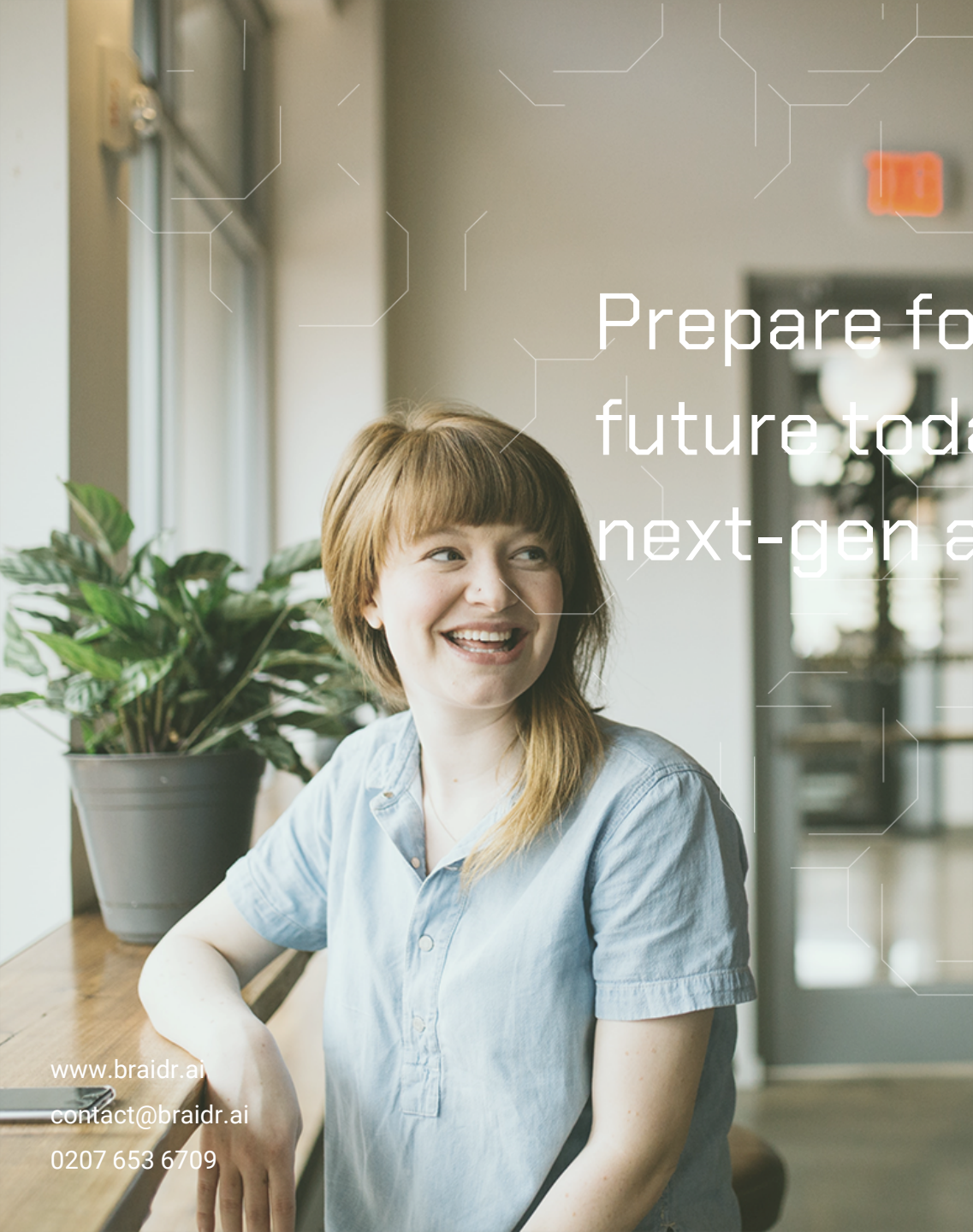# Your new Chief Data Officer_

Hi, we 're Braidr – your new Chief Data Officer.

We model, protect, and unlock the potential of all of your marketing data. The upshot? No regulatory risks, no question mark around your marketing numbers, and data at your fingertips to make smart business decisions at every turn.

Businesses of all sizes in every sector are capturing unprecedented and exponential quantities of customer data across all systems. It's a big responsibility, and an even bigger opportunity.

We work with start-ups who think big, and big companies who think like start-ups. Let's get started.

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Prepare for a cookieless
future today by implementing
next-gen analytics: GA4_

Let's talk.

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