

Are you ready? It's time for Google Analytics 4

Google is sunsetting Universal Analytics and Universal Analytics 360 products and replacing them with Google Analytics 4 (GA4). GA4 operates across platforms and uses an event-based data model (rather than UA's session-based model) to deliver user-centric measurement. Why switch to GA4? **Most importantly, UA will soon no longer be available and early preparation is smart.** Even without a deadline forcing your hand, GA4 offers businesses better data, and better data means better decisions.



Some of the benefits of Google Analytics 4:

- Improved customer journey tracking
- Improved user engagement analysis
- Greater precision in targeting audiences for ad campaigns
- More intelligent user privacy and tracking features
- Simplified setup of goals and events
- Enhanced visualizations and reporting
- Greater data granularity for deeper insights

GA4 Setup and Migration

GA4 Setup and Migration is an “audit and implementation” service that we customize to the needs of your business. We work with you across every step of the data analysis transition. We start with a health check on your current Google Analytics and Google Tag Manager setup to make sure you're capturing data that supports your business objectives. We'll install and configure GA4 according to your goals. We'll resolve any dependencies on the expiring platforms, and teach you how to interrogate your data to uncover powerful insights that add real strategic value.

The scope of your GA4 Setup and Migration project will depend on your individual needs, but your customized conversion plan will include some or all of these tasks:

1. Review your current data analytics
2. Map functionality to GA4
3. Install GA4 on each analytics property
4. Implement GA4 tags and triggers on GTM for analytics tracking
5. Verify GA4 tracking
6. Evaluate key dependencies on UA
7. Benchmark differences between UA and GA4 parallel data
8. Build reporting and resolve dependencies on UA
9. Review with your team

Regardless of scope, our goal is for you to be able to transition seamlessly to GA4 in a way that's tailored to your unique business objectives.

It starts with a simple, no-risk conversation.



About Acumium

Acumium is a full-service digital enablement agency with over 20 years of deep expertise in strategy, digital marketing, design, and technology. Our highly experienced, 100% US-based team applies an experimental and data-informed approach to help companies embrace digital more effectively.

We flexibly work around business constraints, until we can help remove them. We believe starting small is okay, if that's the only way to start. Because every set of circumstances and problems is unique, we take a customized approach to help clients advance their goals and spur sustainable growth. We untangle complexity for breakfast and stare hard problems right in the eye. We bring our Midwestern work ethic (and lots of Midwest nice) to the table every day to make great things happen for our clients and partners.

We're here to help growth-oriented brands use digital to get more done, reach more of the right people, and be better.

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I cannot stress enough the importance of being ahead of major platform updates like these. With an early conversion plan, you profit with rich new business insight and a competitive technology advantage.

—Dan Costello, Founder & CEO, Acumium

Leadership



Dan Costello
Founder & CEO



Caroline Sober-James
Director of User Experience



Let's build something great together.

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