



Google Analytics Certification

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Steven Wazlavek

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Showcase your ability to use Google Analytics 4 to gain valuable insights and make marketing decisions. Certified users will demonstrate an understanding of Google Analytics, including how to set up and structure a property, and use various reporting tools and features.

By earning the Google Analytics Certification, Google recognizes your ability to:

- Setup a Google Analytics 4 property for a website or an app
- Collect the data you need for your business and use the various reporting tools and features
- Recognize key measurement features that can show the effectiveness of your online marketing efforts

ISSUED ON

December 20, 2025

EXPIRES ON

December 20, 2026

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