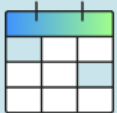




WEBINAR

Google Analytics 4 Connector Demo | Friday's with Fivetran



October 21st,
2022
12-12:30 PM PT



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WEBINAR DETAILS

Google Universal Analytics, one of the world's most popular analytics platforms, will be sunset by Google on July 1, 2023. Google Analytics 4 (GA4) is the newest iteration of the platform and its functionality is already being tested by marketing and data teams. Take a break on a Friday and learn more about GA4 and its features!

KEY INSIGHTS + TAKEAWAYS:

Historical context on Google Analytics and why the launch of a new platform

Dive into how GA4 differs from Universal Analytics

Importance of migrating from Universal Analytics to GA4 sooner than later

SPEAKERS

Amit Kapadia



Senior
Product
Marketing
Manager, Fivetran
Marketing
Analytics



Calvin Goodman
Product
Manager, Fivetran