UA → GA4

Migration from

UA to GA4

with my 5-step framework

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Project Brief

The client needs assistance in migrating from Universal Analytics (UA) to Google Analytics 4 (GA4) due to the discontinuation of data processing in UA. They need a skilled expert to handle the migration within 2 weeks and help with events setup, audience segments, Google Ads integration, eCommerce funnel tracking, and lead generation tracking. Additionally, the expert should set up a dashboard to effectively monitor key performance indicators (KPIs) once the migration is complete.
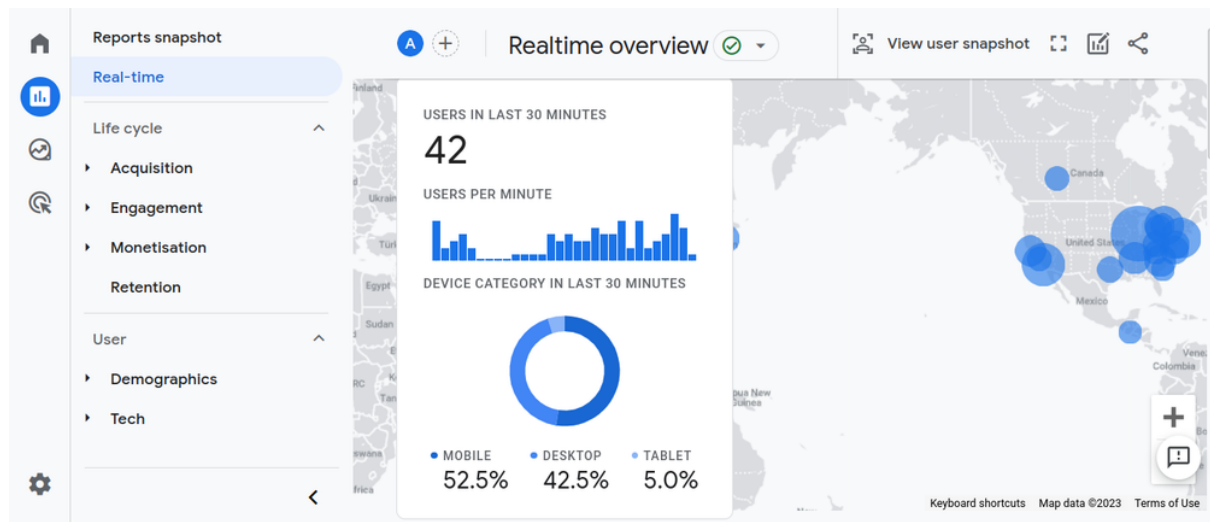

Figure: Realtime GA4 dashboard after UA to GA4 migration

Challenges

- ☑ Migrating from Universal Analytics (UA) to Google Analytics 4 (GA4)
- ☑ Uncertainty regarding correct setup of existing GA4 properties
- ☑ Communicating the migration plan to stakeholders
- ☑ Configuring and mapping events from UA to GA4
- ☑ Setting up enhanced measurement features in GA4
- ☑ Ensuring proper migration of e-commerce tracking data
- ☑ Recreating goals and conversion tracking in GA4
- ☑ Validating and testing the tracking implementation for data accuracy
- ☑ Configuring dashboards to monitor key performance indicators (KPIs) accurately

Migration Strategy

My approach to web analytics is all about keeping things simple, precise, and concise. After studying various migration processes, I have developed a straightforward 5-step method for transitioning from Universal Analytics (UA) to Google Analytics 4 (GA4). This process ensures a smooth and efficient migration, allowing businesses to gather the essential data and insights needed to make informed decisions. By following these steps, organizations can easily switch to GA4 without getting overwhelmed by unnecessary complexities.

My 5-step UA to GA4 Migration Process

Finding KPIs

∨

Auditing UA

∨

Tag Planning

∨

Implementation

∨

Testing & Cleaning
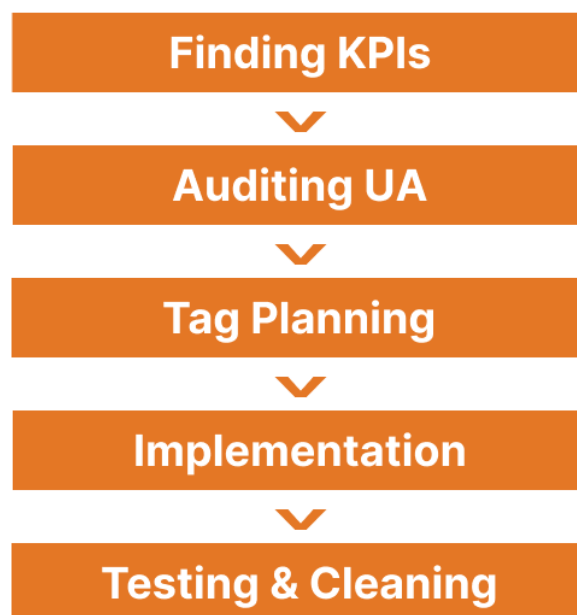
Nahidul Islam

Figure: UA to GA4 Migration Process

Step 1 - Finding KPIs: Identify the key metrics to track in GA4 that align with your business goals.

Figure: Finding KPIs through measurement plan

Step 2 - Auditing Universal Analytics: Review and evaluate your current UA setup to identify any areas for improvement.

Figure: Universal Analytics (UA) audit

Step 3 – Tag Planning: Create a comprehensive plan for tagging and event tracking in GA4.

What to track	Description	GA4 Event Name	Parameters
Newsletter subscriber	User subscribes to newsletter	generate_lead	N/A
Form views	User views a from e.g. contact us	form_view	N/A
YT video impressions	User plays YT video	N/A	N/A
Product impressions	User views a product	view_item	items
Add to cart	User adds a product to cart	add_to_cart	items
Product checkout	User begins checkout	begin_checkout	items
Purchases	User purchases a product	purchase	currency value tax shipping affiliation transaction_id

+ ≡   1. UA Events Audit ▼   2. Measurement Plan ▼   3. Tag Plan ▼

Figure: Tag plan

Step 4 – Implementation: Put your tag plan into action by implementing the necessary tracking codes and tags.

Step 5 – Testing & Cleaning: Thoroughly test the implementation and ensure data accuracy, while cleaning up any unwanted or duplicate data & tags.

Implementation Process

GA4 Property Setup: Setting up a GA4 property involves creating a new property in Google Analytics 4 and configuring it to capture and track the desired data from your website or app.
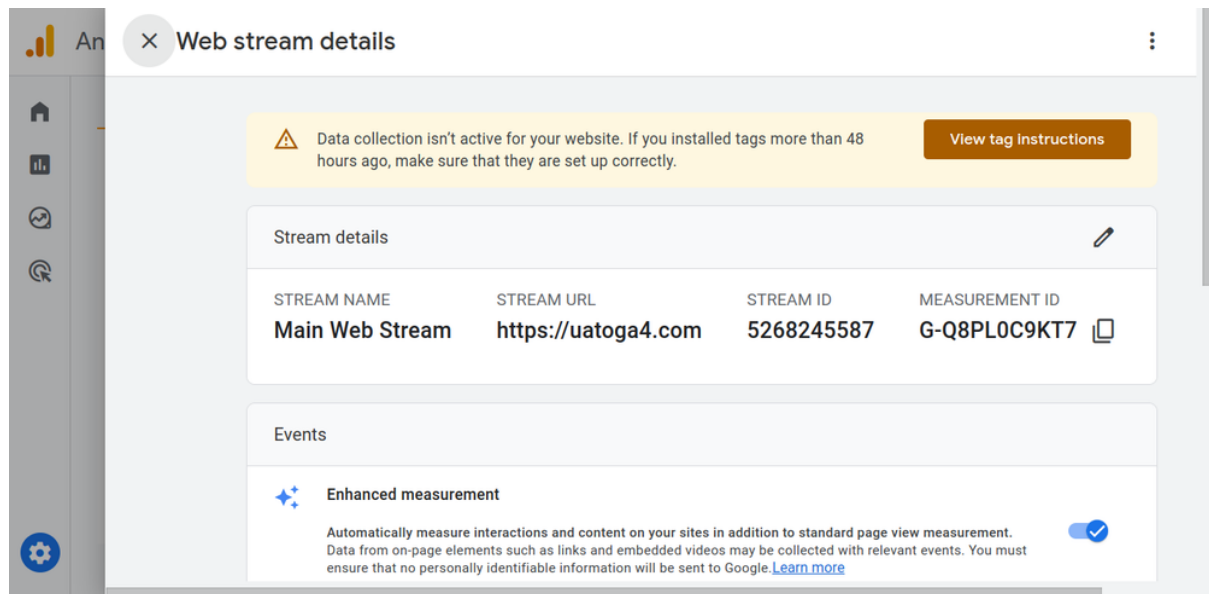
Figure: GA4 property setup

GTM Setup: Setting up a GTM (Google Tag Manager) container involves creating and configuring a container within GTM to easily manage and deploy different tags, like GA4 tracking codes and other scripts, on your website or app without the need for manual code changes.
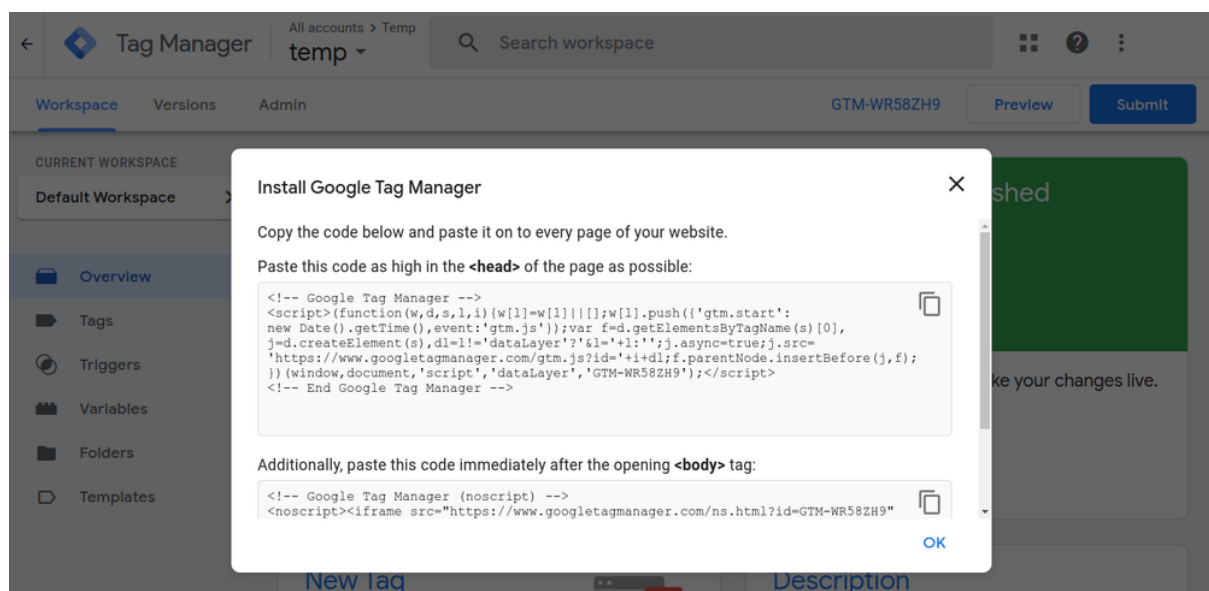

Figure: GTM container setup

GA4 Tag Setup with GTM: Configuring GA4 tags in GTM involves setting up the necessary tracking codes and triggers within the GTM container to ensure seamless data collection and event tracking in Google Analytics 4.
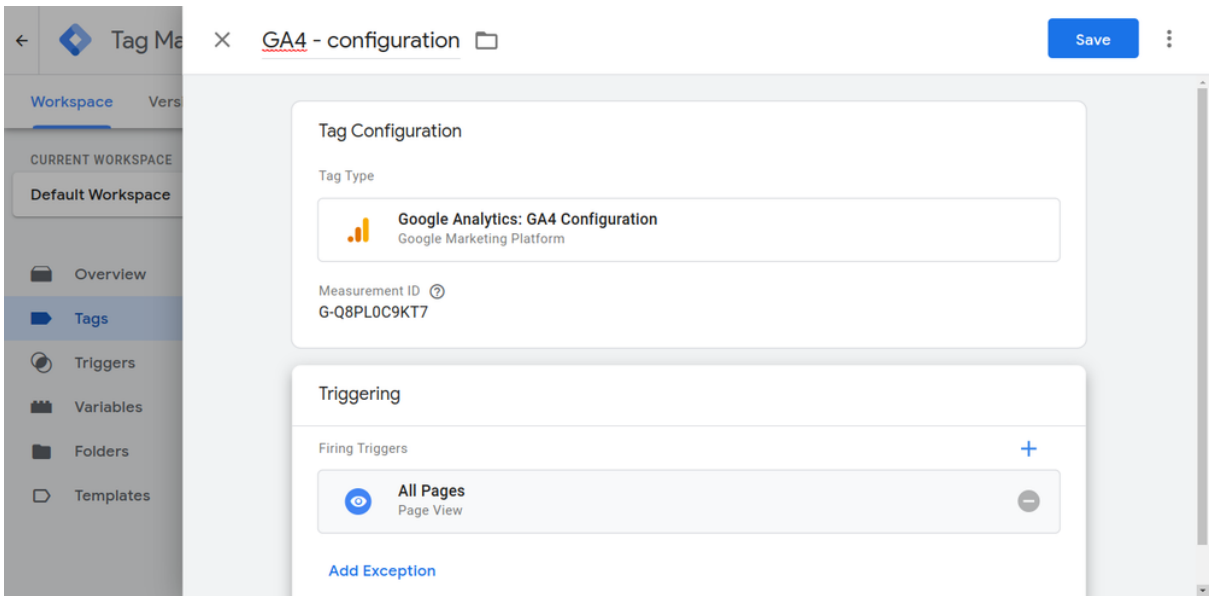

Figure: GA4 configuration tag in GTM

DataLayer Setup: Backend data layer setup enables seamless transfer of user interactions and data to GTM and GA4 for effective tracking and analysis.
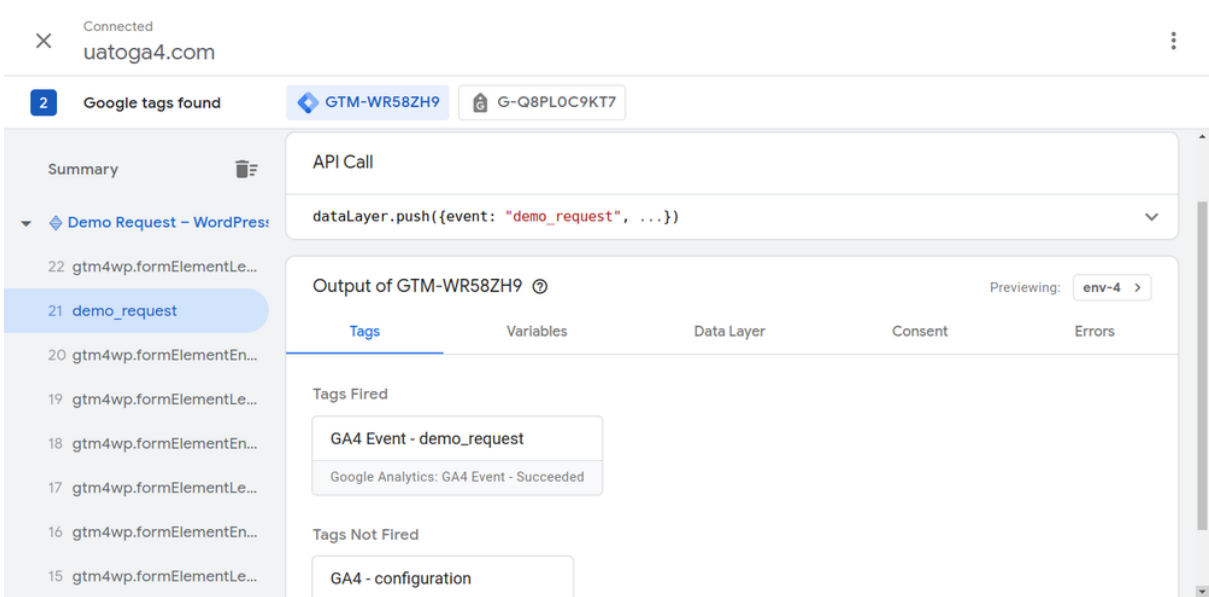

Figure: DataLayer setup

GTM Triggers Setup: GTM trigger setup involves configuring specific events or conditions that activate the firing of tags, allowing for precise tracking and data collection based on user interactions.
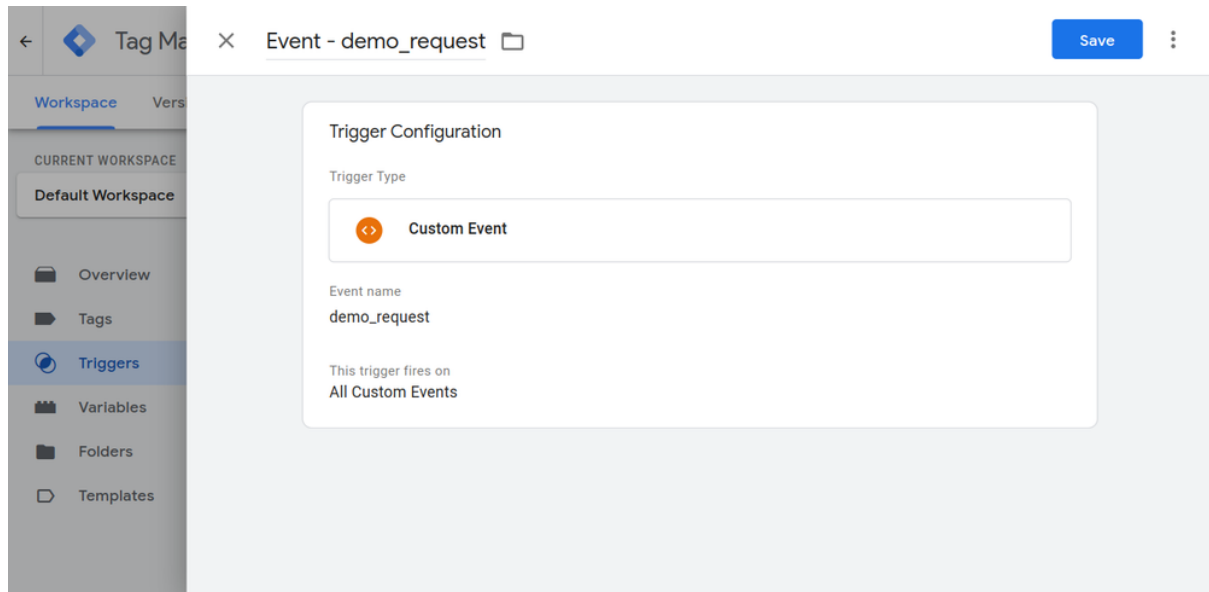

Figure: GTM custom trigger setup

GTM Tag Setup: GTM tag setup involves creating and configuring tags to track specific actions on your website or app for accurate data collection in Google Analytics or other tools.
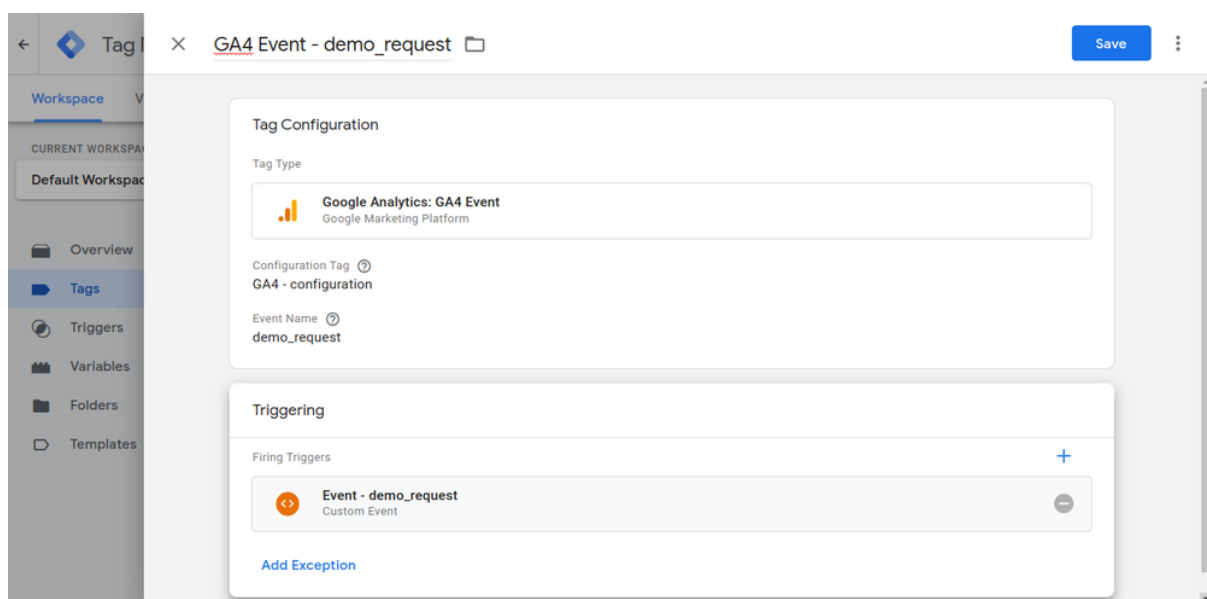

Figure: GTM tag setup

Results

By successfully completing the migration from Universal Analytics (UA) to Google Analytics 4 (GA4), the client has gained numerous benefits.

As the project's expert, I successfully managed the migration process, ensuring its completion within the agreed-upon timeframe.

I addressed the client's requirements, including events setup, audience segments, Google Ads integration, eCommerce funnel tracking, and lead generation tracking, ensuring accurate data capture for comprehensive analysis.

Additionally, I configured a dashboard that allows the client to monitor key performance indicators (KPIs) effectively, enabling them to track and evaluate their business goals post-migration.
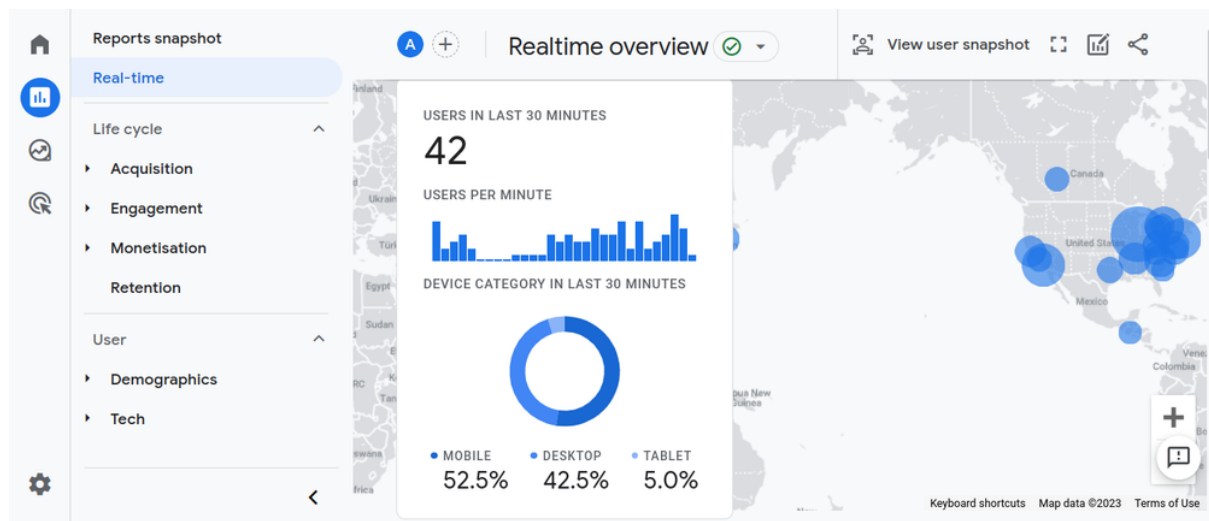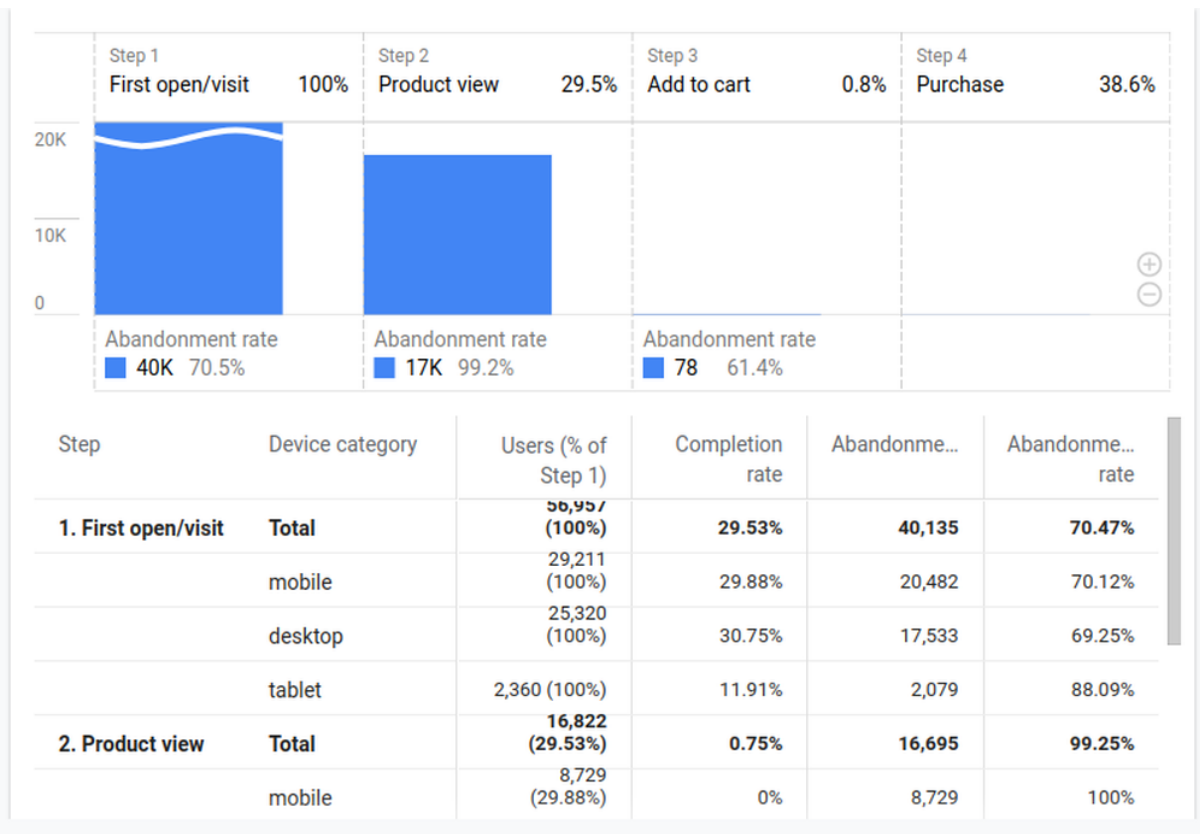

Figure: Realtime GA4 dashboard.

Step 1 First open/visit	100%	Step 2 Product view	29.5%	Step 3 Add to cart	0.8%	Step 4 Purchase	38.6%

Abandonment rate	Abandonment rate	Abandonment rate
▮ 40K 70.5%	▮ 17K 99.2%	▮ 78 61.4%

Step	Device category	Users (% of Step 1)	Completion rate	Abandonme...	Abandonme... rate
1. First open/visit	**Total**	**56,957 (100%)**	**29.53%**	**40,135**	**70.47%**
	mobile	29,211 (100%)	29.88%	20,482	70.12%
	desktop	25,320 (100%)	30.75%	17,533	69.25%
	tablet	2,360 (100%)	11.91%	2,079	88.09%
2. Product view	**Total**	**16,822 (29.53%)**	**0.75%**	**16,695**	**99.25%**
	mobile	8,729 (29.88%)	0%	8,729	100%

Figure: Funnel tracking dashboard

Conclusion

In conclusion, it is common to encounter some data discrepancy between Universal Analytics (UA) and Google Analytics 4 (GA4) during the migration process. Several factors can contribute to these discrepancies, such as differences in tracking methodologies, data processing algorithms, and implementation variations. However, it is important to note that the primary goal of the migration is to focus on identifying trends and patterns in the data rather than achieving 100% data accuracy between the two platforms. By analyzing trends and patterns, businesses can make data-driven decisions and gain valuable insights to optimize their strategies and improve overall performance.

If you need help migrating UA to GA4, knock me on UpWork by visiting:

https://www.upwork.com/freelancers/nahidx