

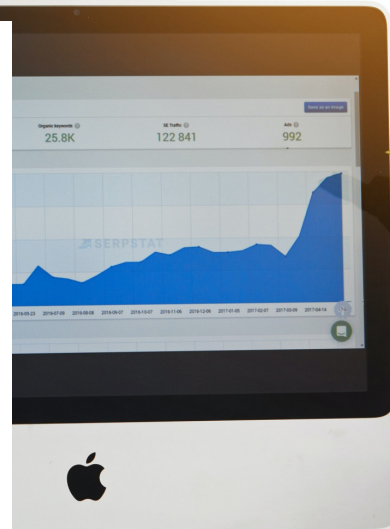


# Why You Should Get On Board with Google Analytics 4 Today

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# Yet Another Change in the Way We Do Marketing



If you're in marketing, you're used to constant change – changing consumer trends, changing social media preferences, changing regulations, changing technology... So, when change is presented to us, we know we must roll with the punches, adapt to the landscape, and acknowledge the fact that change comes with good reason.

2022 is going to be a doozy of a year for adapting to change, primarily because a big privacy-related transition will happen in 2023 – the deprecation of 3rd party cookies on Google's Chrome browser. While this already happened on Safari and Firefox a few years back, the death of the 3rd party cookie will be the final nail in the coffin for effective use of 3rd party data targeting.

Hand-in-hand with this transition, Google recently announced that, on July 1, 2023, Universal Analytics (the current version of Google Analytics) will also be phased out in favor of Google Analytics 4 (GA4). While the Twittersverse was up in arms about the announcement, with many marketers rolling their eyes and proclaiming doom and gloom, the reality is that GA4 is going to be great! And if you prepare for the transition, you have nothing to lose and everything to gain from it.



## What is GA4?

GA4 is a new kind of Google Analytics property that has been developed for a privacy-focused world.

- It doesn't rely on 3rd party cookies or store IP addresses
- It uses machine learning and blended data to connect the dots of consumer behavior between different platforms and devices
- It fills in the data gaps we will experience when 3rd party cookies go away
- It will have enhanced, seamless integrations with Google's marketing platforms, including Google Ads and SA360, to optimize campaign performance and drive higher ROI
- It focuses on consumer events rather than session data like pageviews
- It uses predictive metrics to anticipate future actions that your customers may take – churn probability, high-revenue audiences, etc.
- It measures app and web interactions together

## When does the transition happen?

Google's statement:

*"On July 1, 2023, standard Universal Analytics properties will no longer process data. You'll be able to see your Universal Analytics reports for a period of time after July 1, 2023. However, new data will only flow into Google Analytics 4 properties."*

GA4 was released in October 2020 and, if you haven't already, it's important to make sure you have a GA4 property set up alongside your Universal Analytics property as soon as possible so that, when Universal is deprecated, you'll have 12 months' worth of data in GA4 for YoY analysis.



## How do I prepare?

- Have your analytics team set up the GA4 property alongside your Universal Analytics one and start gathering data into it
- Start getting familiar with the new features and reports in GA4 so you'll be ready for the switch
- Before the switch happens, export all your Universal Analytics data so you have a historical record and then start using GA4
- Get ready for a richer, more holistic experience with GA4!

As a best practice, we have set up a GA4 property for all our client partners alongside their Universal Analytics property to ensure they are ready and futureproofed for the transition!

Looking into the cookie-less future (which is really right around the corner), the way we measure marketing data and attribution will change significantly. Tracking will shift from pixels and third-party cookies to more holistic, aggregated data points that leverage machine learning, blended data, and predictive metrics to fill the gaps that will inevitably occur.

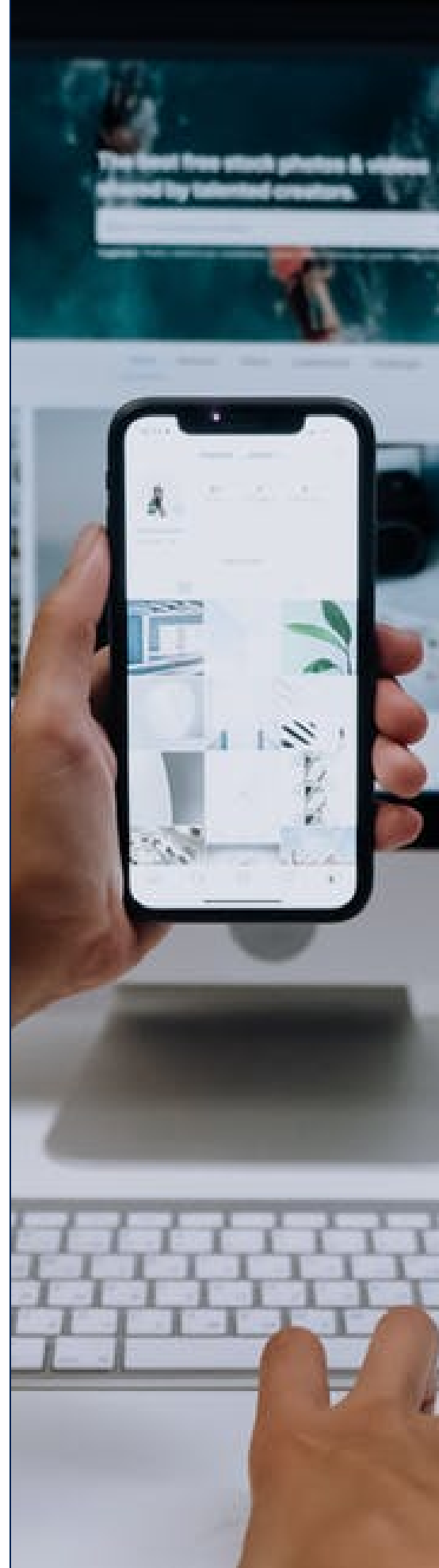
In addition, collecting and leveraging first-party data is a strategic imperative for any business that wants to excel in its marketing efforts. Technology platforms such as Customer Data Platform (CDP) will empower marketers to put their first-party data to work for them and new methods of targeting such as contextual and tracking such as server-side will be invaluable in the new privacy-conscious world.

To learn more about marketing in a privacy-conscious world, [see our whitepaper and webinars.](#)

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