Mastering the UA to GA4 Migration:

Your Comprehensive Checklist for 2023

GTECH

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What is GA4?

Google Analytics 4 (GA4) is the new version of Google Analytics (GA) that tracks app and web visits in a single GA property rather than separating these platform visits into different GA parts.

Image source:

https://readwrite.com/7-ga4-benefits-you-should-know/

Difference between universal analytics and Google Analytics 4

Most of you must consider the significant differences between universal analytics and google analytics 4.

GTECH	Universal Analytics	Google Analytics
Data measurement	Session based	Event based
Data Structure	Account > Property > Views	Account > Property > Data Streams
Property	Web	Web + App
User entity modelling	Cookies	User ID's + 'Google Signals'
Cross-device tracking	Limited and separate	Combined in data streams
Different metrics	Bounces, Pageviews, Goals	Engaged sessions, Views, Conversions

The GA4 Migration Countdown ——

In July 2023, the default Universal Analytics (UA) will disappear. The GA4 Migration deadline is near and there's not much time left until Universal Analytics stops gathering data.

So if you still rely on UA, prepare to use Google Analytics 4 (GA4) instead. Our primary concern is that our clients and businesses do not lose access to their Google Analytics historical data in UA properties until that time. Get in touch if we share the same concern.

The Problem with Historical —————— Data

You cannot import your Google Analytics historical data from UA to GA4 because the two versions have different data collection models. And it's unlikely that Google will provide a quick fix for this UA to GA4 migration problem. So you need to plan and act before the GA4 migration deadline approaches.

Save your GA Historical Data - Step by Step

Method 1: Export Your Data Manually

Exporting data is the easiest way to get it from your Google Analytics account.

Open the GA standard report you need – **Acquisition > All Traffic > Source/Medium**. Customize it accordingly and click EXPORT in the upper right corner and select your preferred file extension (.pdf, .xlsv, .csv)

Remember, however, that there are some limitations – for example, you only have two arrays, limited to a maximum of 5,000 rows.

## Method 2: Google Analytics Sheets Add-On (Recommended)

In this case, the Google Analytics add-on is responsible for exporting data from Google Analytics. You can install the GA add-on from the Google Workspace Marketplace.
Here is a guide to the GA4 migration steps to follow

STEP
01

Install Add-on

- **Create a folder in Google Drive for your Google Analytics historical data.**
- **In the folder, create a Google Sheet.**
- **Click Extensions along the top menu navigation in your Google Sheets.**
- **Select Add Ons.**
- **Click Get Add-Ons next.**
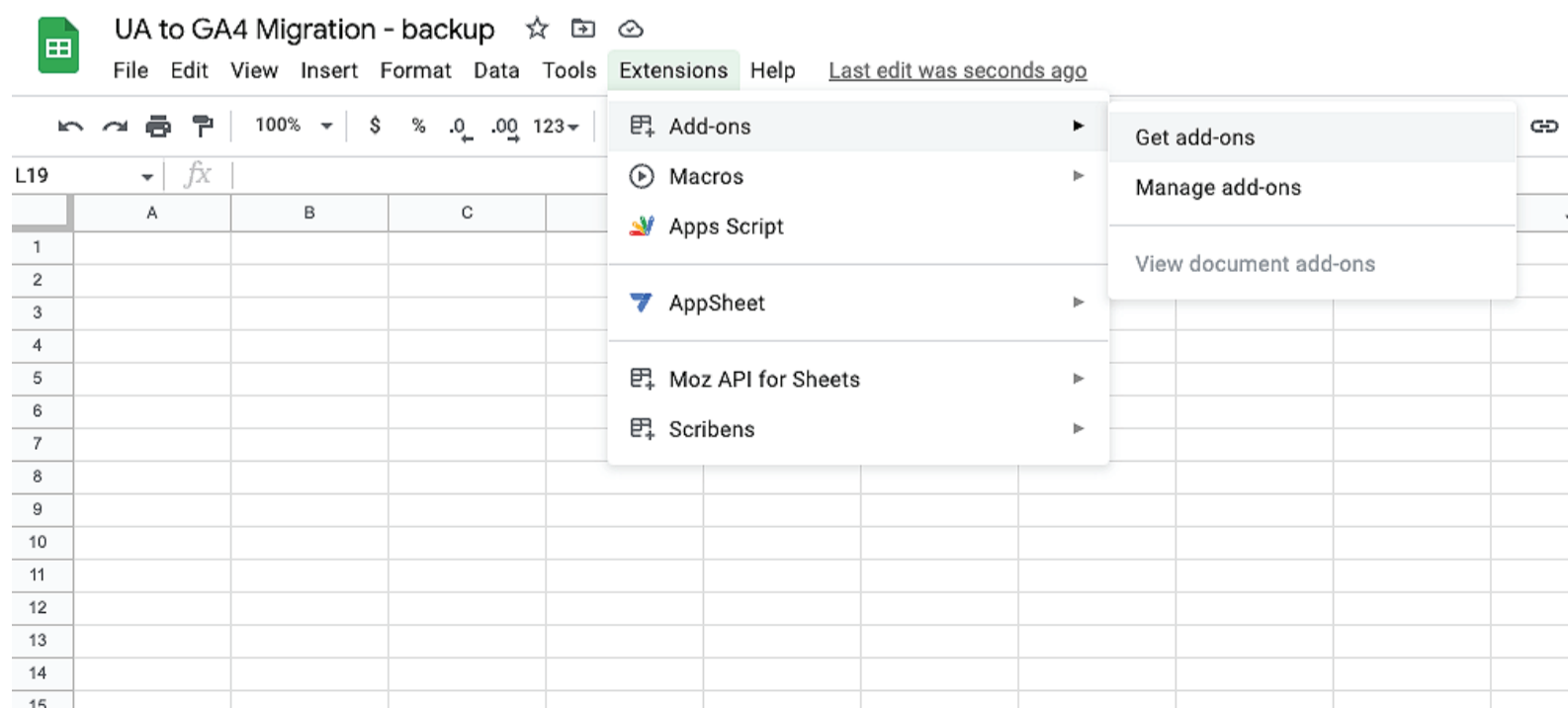
- **You'll be redirected to the Google Workspace Marketplace where you should search for the Google Analytics App.**

- **Install the Google Analytics app by following the prompts as needed for authorization.**
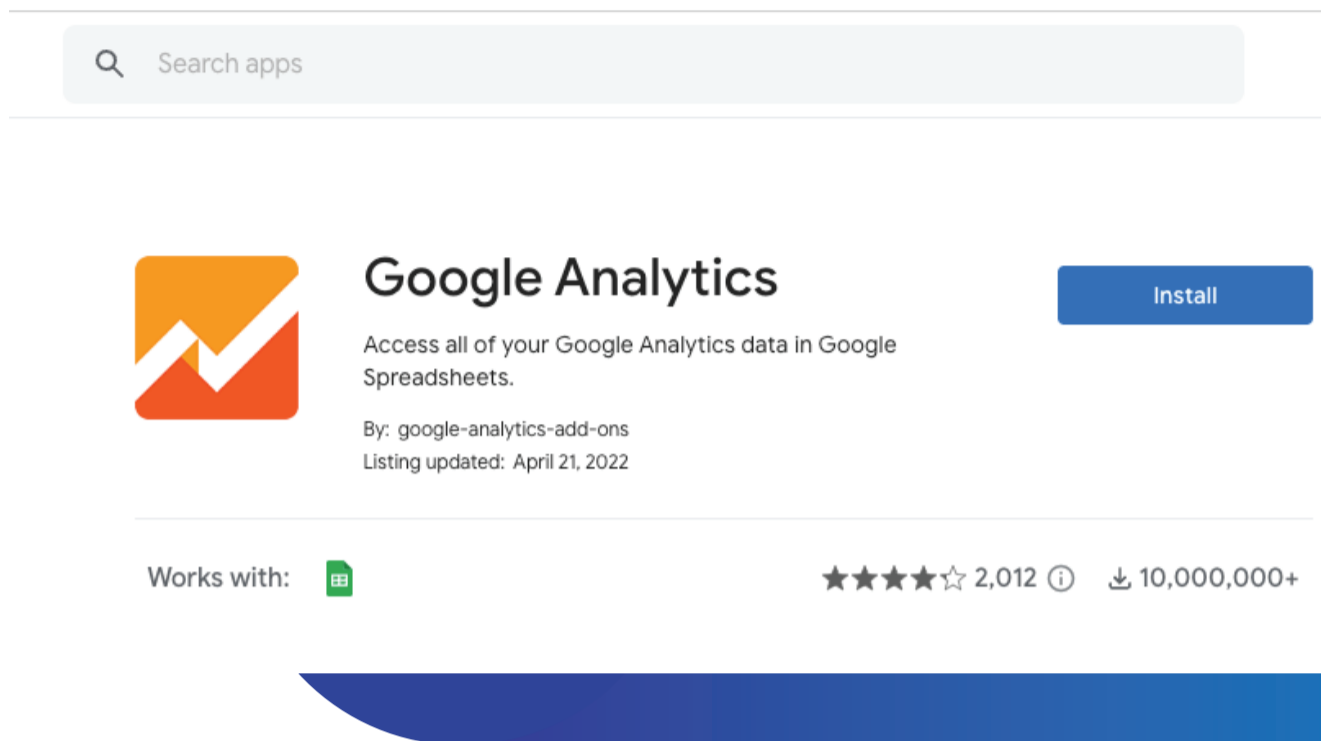
STEP 02

Define configuration options

- **Now, go back to your Google Sheet.**

- **Click Extensions.**

- **This time, the Google Analytics app should be visible.**

- **Select the Google Analytics app and click on Create new report.**
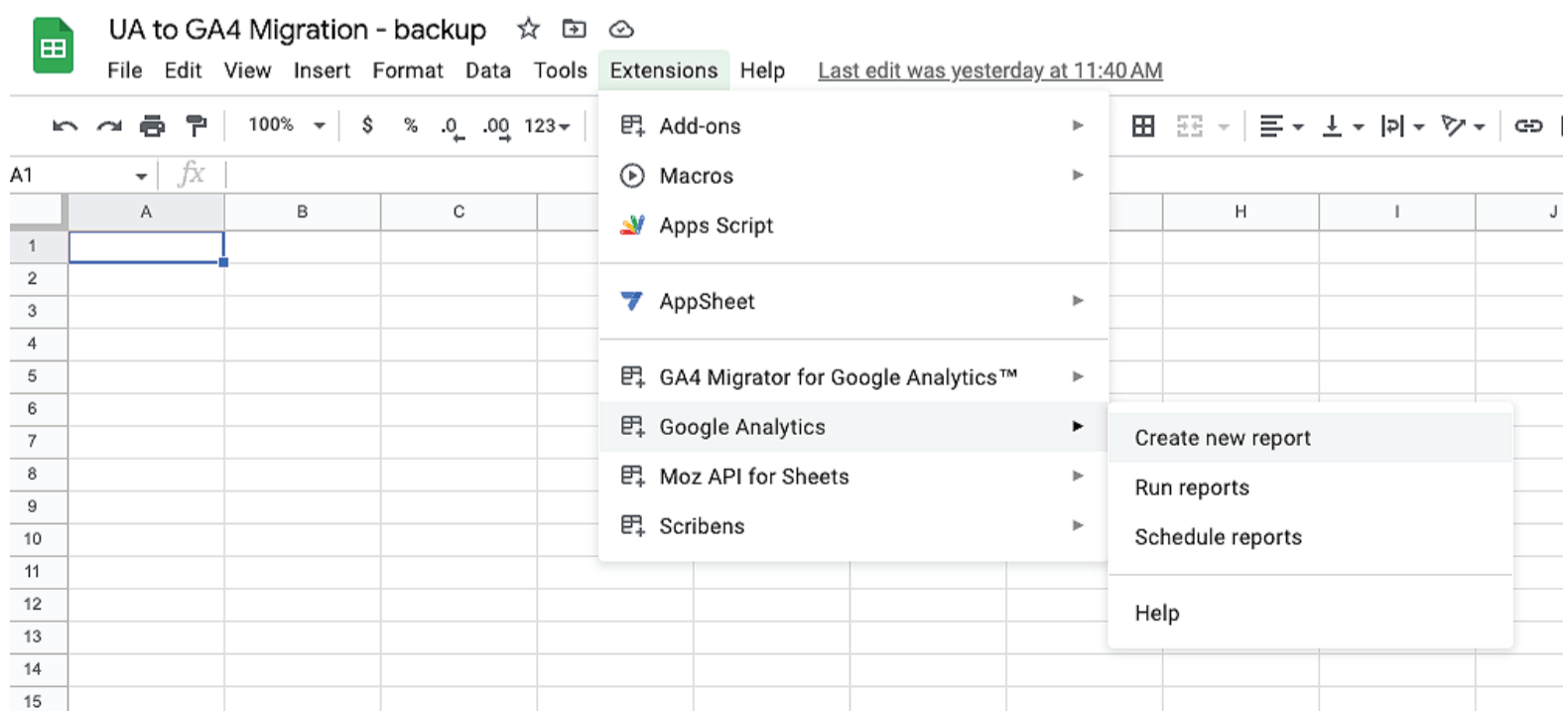
- **To start exporting your Google Analytics historical data, name your report. Eg: '2022 User Acquisition'**

- **Select your preferred or required view: Account, Property, and View.**

- **Then, choose your configuration options based on certain metrics, dimensions, and segments.**

- **Click on Create Report and you can see the report configurations generated.**

- **You will be redirected to additional configuration options that you can use as needed.**
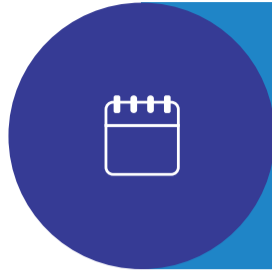
For instance, change the date range following the format YYYY-MM-DD.

Change the Limit based on the requirement. The Limit by default is '1000'

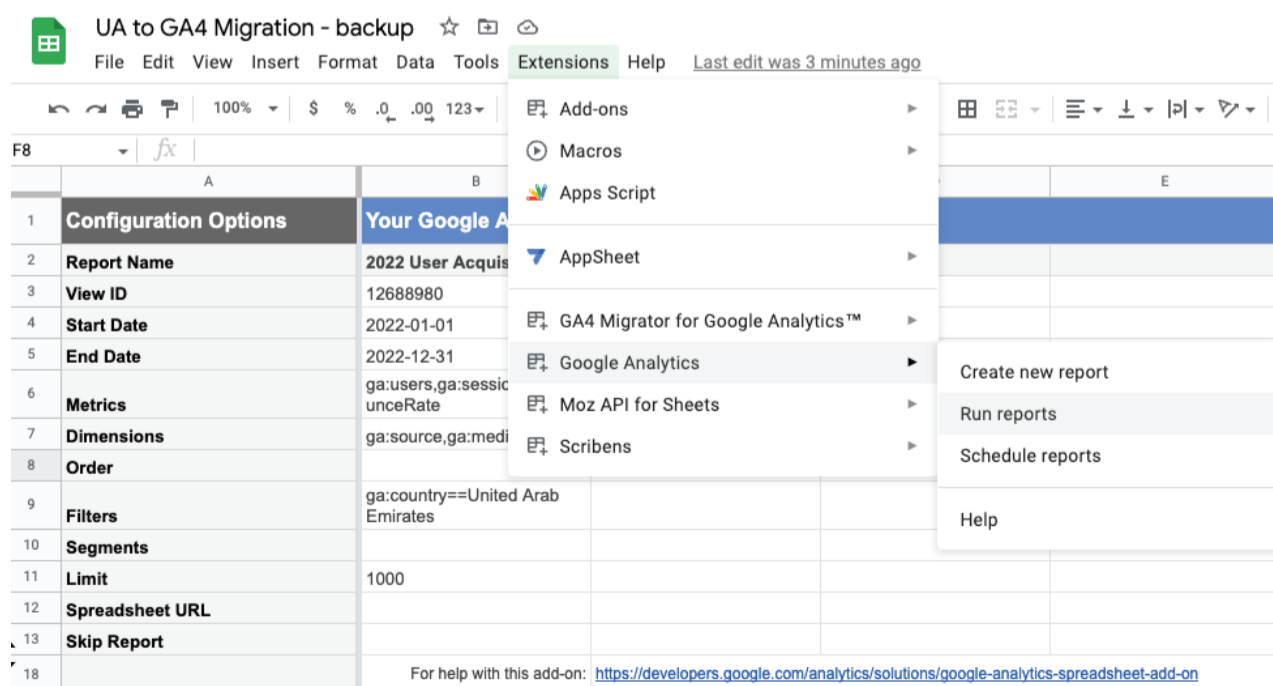Apart from that, you can add filters like country, ga:country==United Arab Emirates.

STEP 03

Run Reports

- **Then, click on Extensions.**
- **Select Google Analytics.**
- **You can then export your GA historical data by clicking on Run reports.**
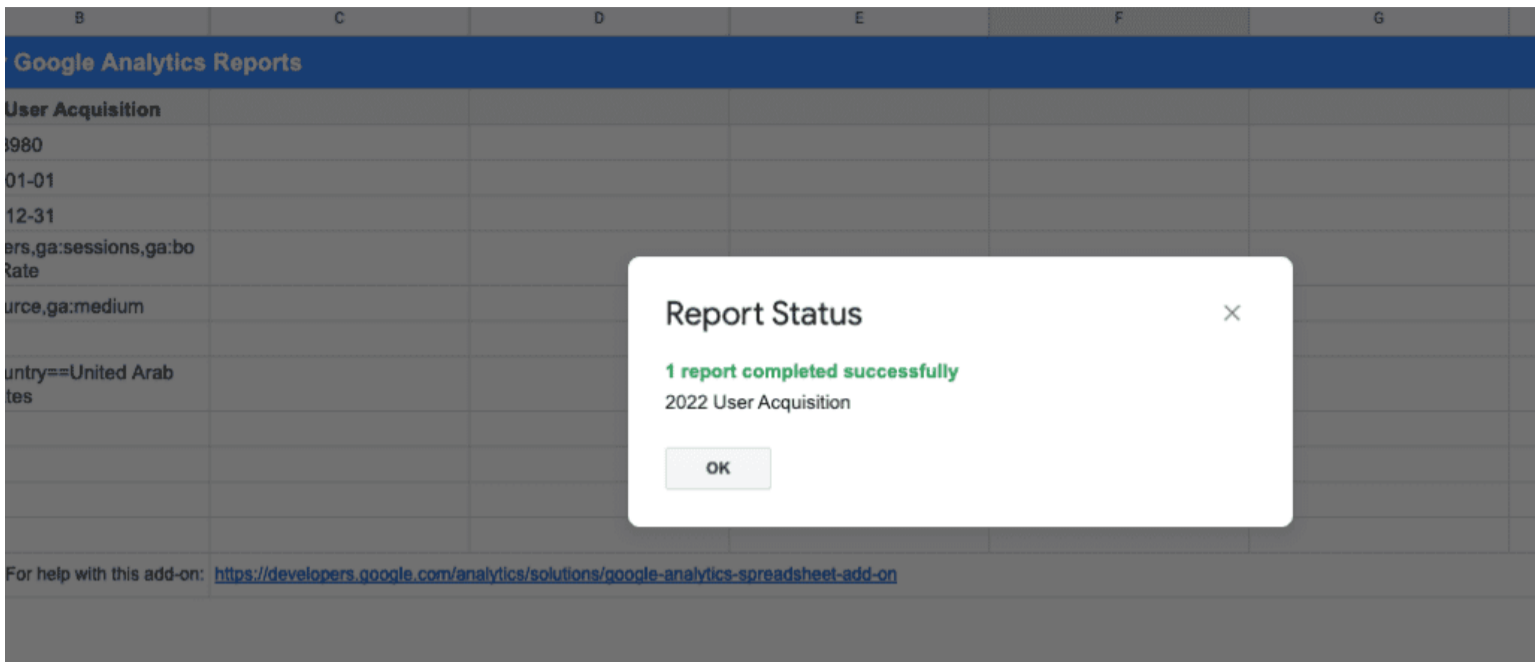
Alternatively, the videos below guide you through how to download and install the Google Analytics Spreadsheet add-on. It also guides you through building a dashboard that'll automatically update

Introduction to the Google Analytics Spreadsheet Add-on
Building a dashboard with the Google Analytics Spreadsheet Add-on

From UA to GA4:
The Ultimate Guide
with Checklist and
Step-by-Step Instructions

The Google Analytics Reporting API v4 provides programmatic access to your GA historical data in Universal Analytics (but not GA4). The application programming interface (API) has several advantage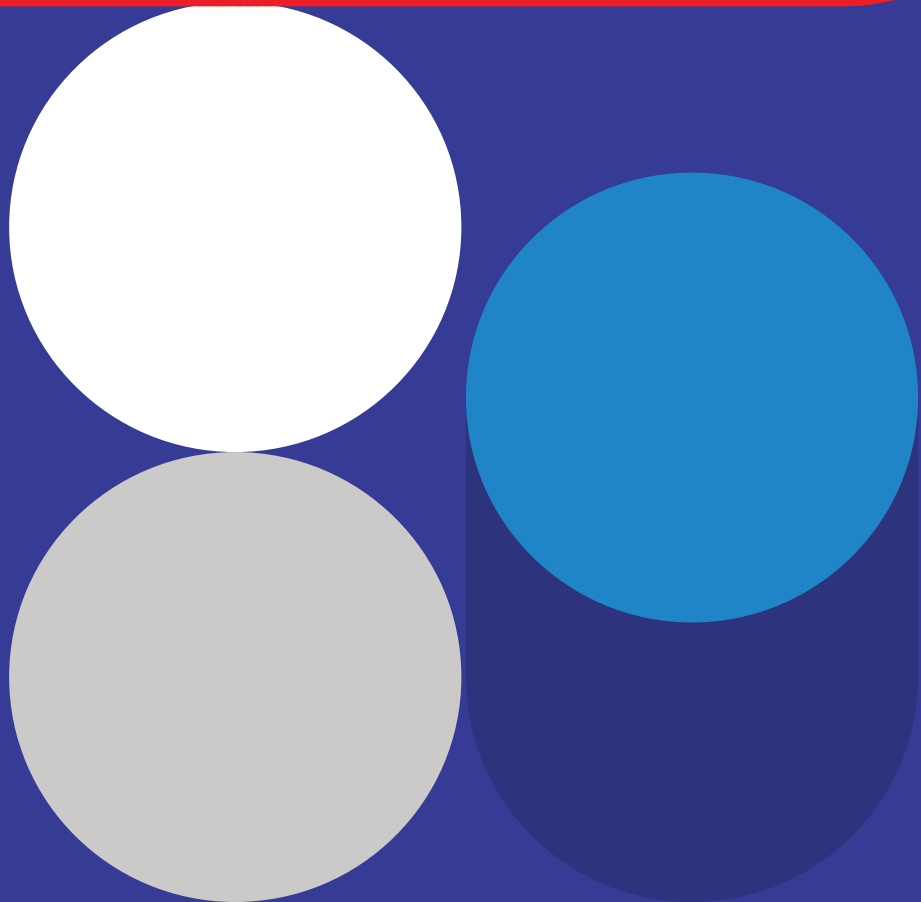s over regular Google Analytics UI. For example, the Core Reporting API provides access to most reporting data in Google Analytics, making it an ideal option for your UA to GA4 migration.

STEP
01

Audit your UA property

The first step in the UA to GA4 migration checklist is performing an audit to get a deeper understanding of your UA account. We recommend planning a document where you can take note of all observations as your audit is being conducted which you can refer to during the migration.

Here's a sample of a UA to GA4 migration template that will guide you through the process.

Export the Historical Data from Google Universal Analytics

STEP
02

Next in the GA4 migration checklist, you will need to export your historical data to move forward with your GA4 migration plan. You can export your data manually, use the Google Analytics Sheets add-on, or the Google Analytics API v4 as elaborated above.

Plan the structure of your GA4 account

To import UA to GA4, you need to plan out your account's structure beforehand:

Think about your business requirements.

Decide how many properties you need to set up.

Choose as many data streams as needed.

Set up GA4 account

To import UA to GA4, you need to plan out your account's structure beforehand:

- **Click Admin found on the lower left of GA4.**
- **Hover over Account and choose your preferred or required account.**
- **Hover over Property and select the UA property that currently collects data for your website.**
- **Click GA4 Setup Assistant in Property.**
- **Hover over I want to create a new Google Analytics 4 property.**
- **Click on Get started.**
- **Select Create and continue from the pop-up to Set up a Google tag page.**
- **Select Create property to reuse your current UA tagging for your upcoming GA property.**

Afterwards, you will see **"You have successfully connected your properties"** at the top of the page.

Link GA4 to other tools

You can then link GA4 to other tools like Google Ads by using the Editor role:
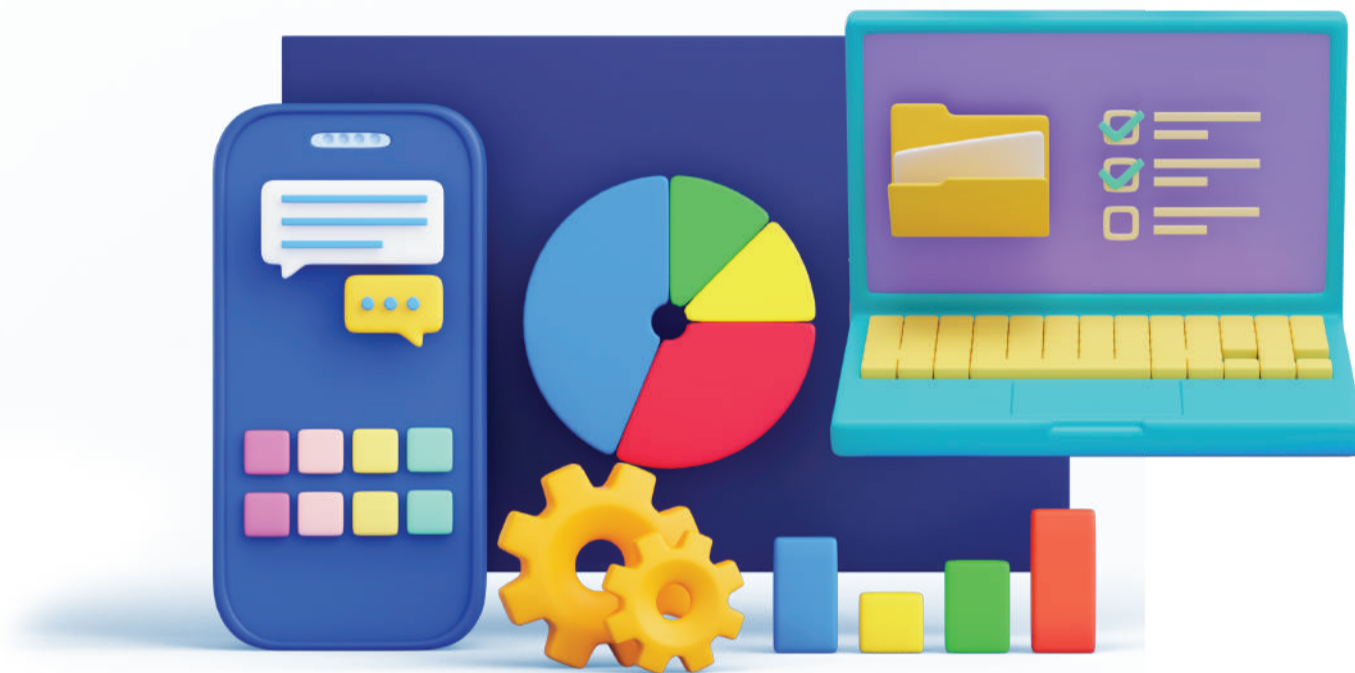

- **Click Admin found on the lower left of GA4.**

- **Hover over Account and choose your preferred or required account.**

- **Hover over Linking and select Import existing Google Ads links from your connected Universal Analytics property.**

- **Click on Get started.**

- **Select your Google Ads links to be imported.**

- **Click Import selected Ads links in the top right.**

- **Click Ok as the confirmation message appears.**

If you have successfully linked GA4 to this tool, you should see **"Your Google Ads links have been imported successfully."**

Manage Users

Looking at Google Analytics UA vs GA4, you can easily manage users with the Administrator role:

- **After installing the GA4 Migrator for Google Analytics add-on from the Google Workspace Marketplace, create a new Google Sheet.**

- **Hover over Extensions and click on GA4 Migrator for Googe Analytics.**

- **Then, click on Migrate users to GA4.**

- **Select an account from the drop-down menu.**

- **Select a Universal Analytics property from the drop-down menu.**

- **Click on Import users from Universal Analytics.**

- **After you've received the confirmation methods, you will be able to see a report with all user permissions.**

- **When every row in the sheet is labelled "Ready to migrate," you can export user permissions to your GA4 property.**

- **As you see in the migration dialogue's drop-down menu, select a GA4 property.**

- **Click on Migrate.**

Afterwards, **"User migration complete"** should pop up.

Configure Filters / Conversions

Create or configure filters with the Admin role in GA4, one of the important steps in GA4 migration

- **Hover over Property.**

- **Select Data Streams.**

- **Choose your preferred or required data stream.**

- **Scroll down and click on Additional Settings and choose from the available options as needed.**

Create Custom dimensions if any

You can choose from the following levels of scope in UA: Hit, Product, Session, and User. However, with GA4, you can create custom dimensions as needed:

- **Click on New custom dimension.**
- **Select Event or User in the Scope drop-down menu.**
- **Fill out the Dimension name and Description.**
- **Then, select an event parameters**
- **Click Save.**

Exporting Google Analytics Data:
Is It Possible to Retrieve All Your Data

We apologize if you're one of those users who'd like to see a magic "Export All" button to instantly save all the GA historical data. That magic button doesn't exist. But you've three options, which we've described above.

The sooner you do the Google Analytics 4 migration, the more Google Analytics historical data you can keep and the more efficiently you can track your customers' journey. For more information, contact us.

If you are looking for a free GA4 migration service, Connect with **GTECH.**

Ready for your Digital Marketing Assessment?

One of the ways we connect with new clients is through GTECH's unique Digital Marketing Assessment. This complimentary assessment covers a number of topics that directly impact your marketing, digital strategy, and sales. These include:

- **How your current efforts fit into the larger marketing ecosystem**
- **Where you should focus for the greatest impact with your audiences**
- **Education on marketing areas that have been neglected**
- **Creating a roadmap to expand marketing efforts and ensure success**

To set up your Digital Marketing Assessment with our team of experts, please email **hello@gtechme.com** or call **+971 4 328 5071**.

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