

Problems with Google Analytics 4?

We have helped many clients migrate to GA4 and achieve a better understanding of their customer journey with awesome results.

But if you are having problems with your GA4 setup review these tips and concerns below and let us know how we can help.

[Get Help Now](#)

Is it easy to migrate to GA4?

The button in GA4 that converts your GA Universal code is not a 100% solution. The old method of editing inline code will change because key "js" code will stop working and the new GA4 will not support the old way of custom dimensions and enhanced ecommerce data. Save yourself a bottle of Motrin and contact an expert to help you set up advanced ecommerce code.

Am I going to lose GA Universal historical data?

If you don't act smart, you will. Due to the inability to migrate existing data from UA here are some ideas for exporting your historical data. You can export reports into multiple formats: CSV, TSV, Excel (XLSX), Google Sheets, PDF. You can use the Google Analytics Reporting API to export data or GA 360 customers can also export to BigQuery.

Are third-party cookies going away?

Yes. GA4 focus will be on first-party cookies (cookies placed by the website owner, not by an outside source). Since Google is removing third-party cookies from Analytics and Chrome this will change what Google and other advertisers are able to track and how they collect data. We can help you make sure your Adwords tracking is correct. Also ask about attribution modeling.

Are metrics in GA4 drastically different?

GA4 is a completely new tracking & measuring system that focuses on tracking events instead of sessions. A good example of metrics that will change is GA4 replaces Unique Visitors with Pageviews and "bounce rate" with "engagement rate" (percentage of "engaged sessions"). You will need to spend some time adjusting how to report on these new metrics.

GA4 has less functionality? Tracking different Channels

GA4 still is not "feature complete" and still a bit buggy. You may have to navigate to multiple areas and reports to get the data you want, but now you can assess your website performance in a single dashboard that monitors fundamental metrics such as Users by Source, Country, New Users and Total Revenue. Contact our GA experts for reporting support.

Don't forget to add "Exclude Referrals"!

A third of the GA4 migration mistakes relates to "exclude referrals." Exclude referrals are used when users are redirected out of the site for a short period of time. The problem is that GA4 doesn't migrate your "exclude referrals" from GA3 so you need to set them up again! Click here for help.

Universal Analytics stops tracking July 1, 2023.

[Contact us](#) if you need a certified expert to help you fix or set up GA4 code.

Our mission at Trumetrics Digital Analytics Consulting is to leverage data, implement digital analytics and empower you to get the most insight out of your reporting. Our certified web analytics consultants audit and fix code (GTM experts), and help you optimize your marketing channels and visitor experience. [Contact joel.russell@truemetrics.net](mailto:joel.russell@truemetrics.net)

"Acting now prevents that regrettable feeling while giving everyone time to understand how to rethink website performance in this new data model."

Laura E. Glotzbach,
President LGS Marketing Services



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