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Google Analytics is updating to GA4:

What You Need to Know

Google Analytics

Google Analytics's latest version, called GA4, offers new features and capabilities compared to the previous version, Universal Analytics. Here's what you need to know about the **automatic migration to GA4**.
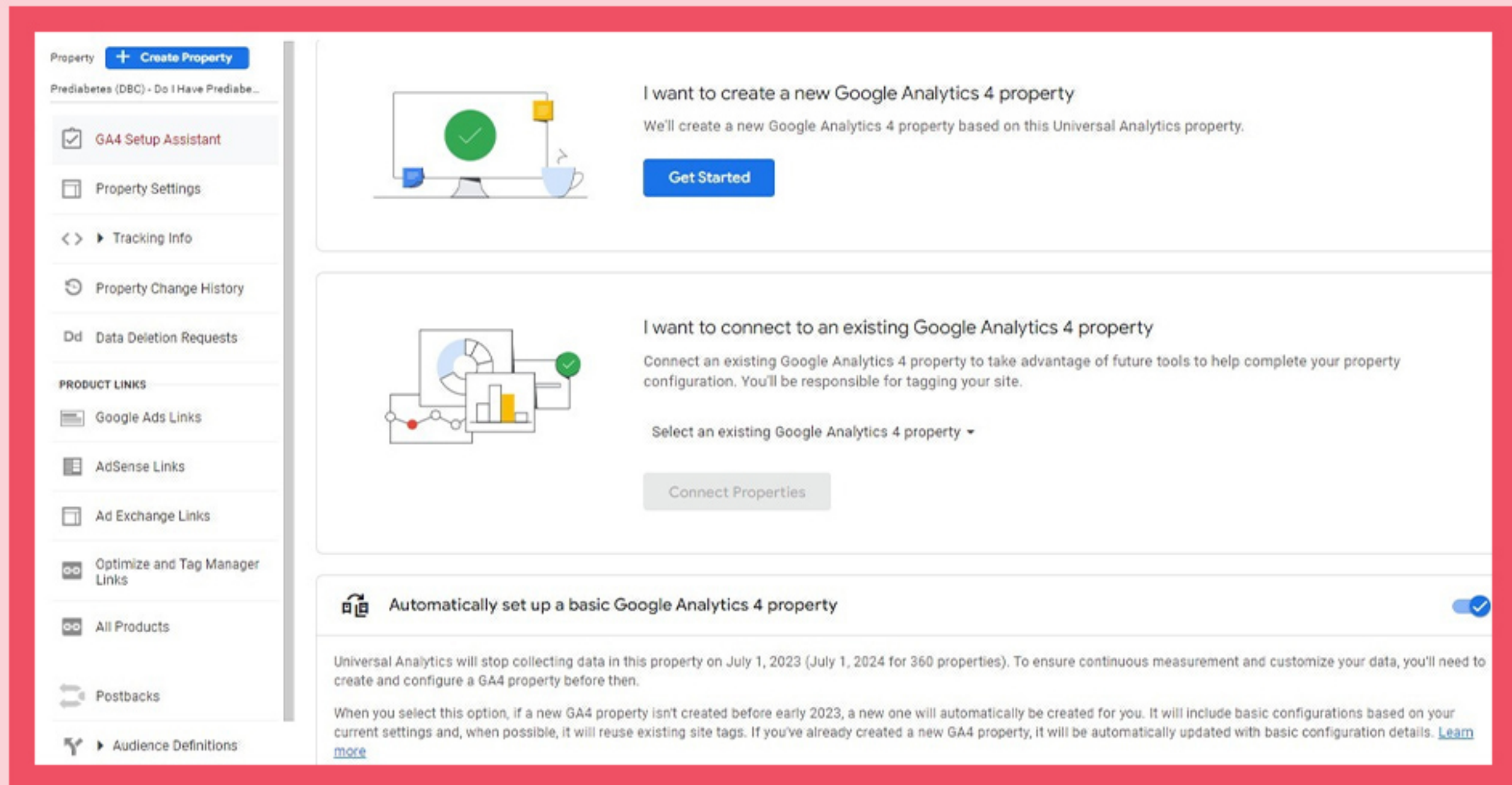
Automatic Migration to GA4
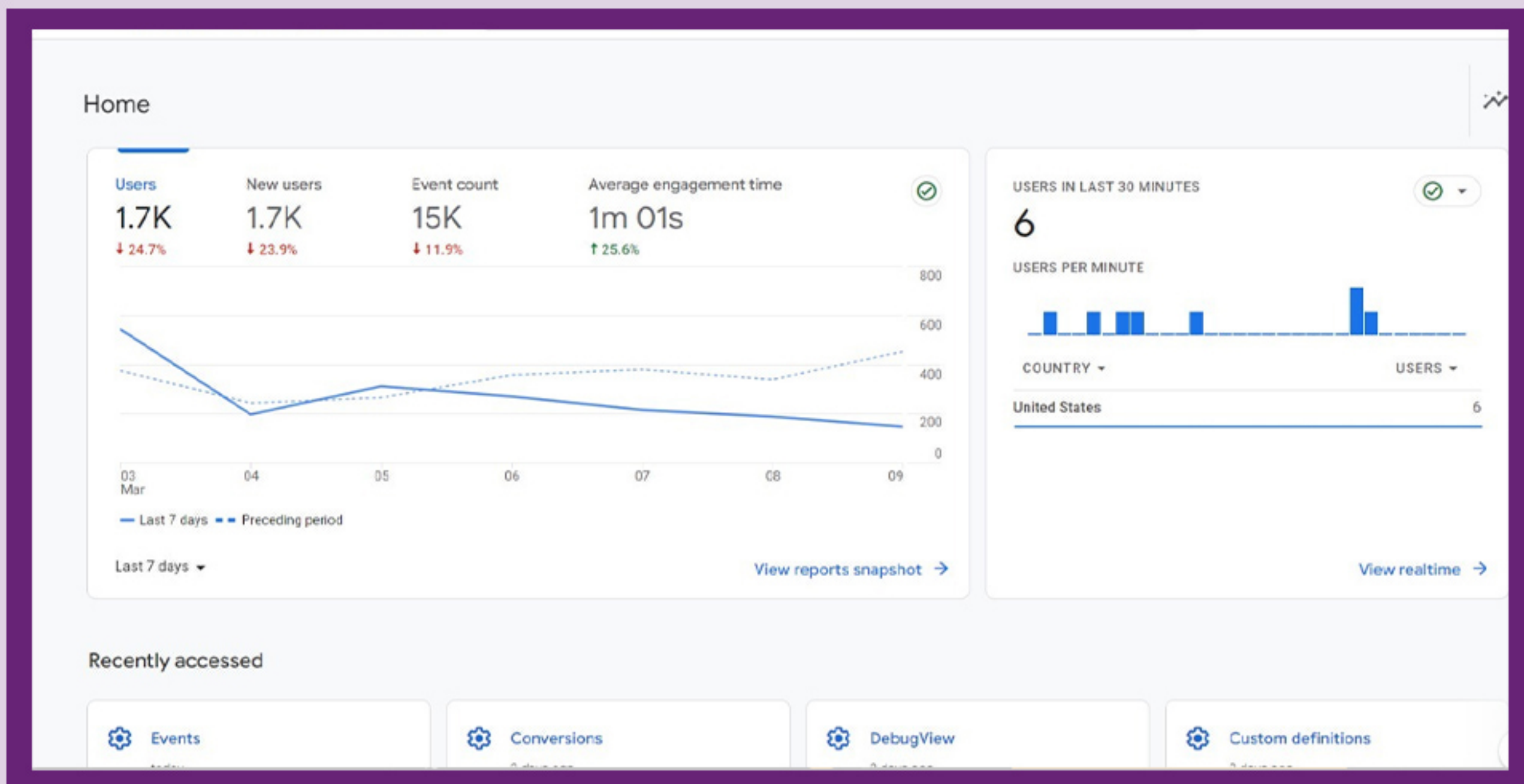
Google will automatically migrate all existing properties to GA4, and it will become the default reporting view.

Heads up, **automatic migration works for only specific cases** and it may not benefit from some of the new features. Details discussed ahead.

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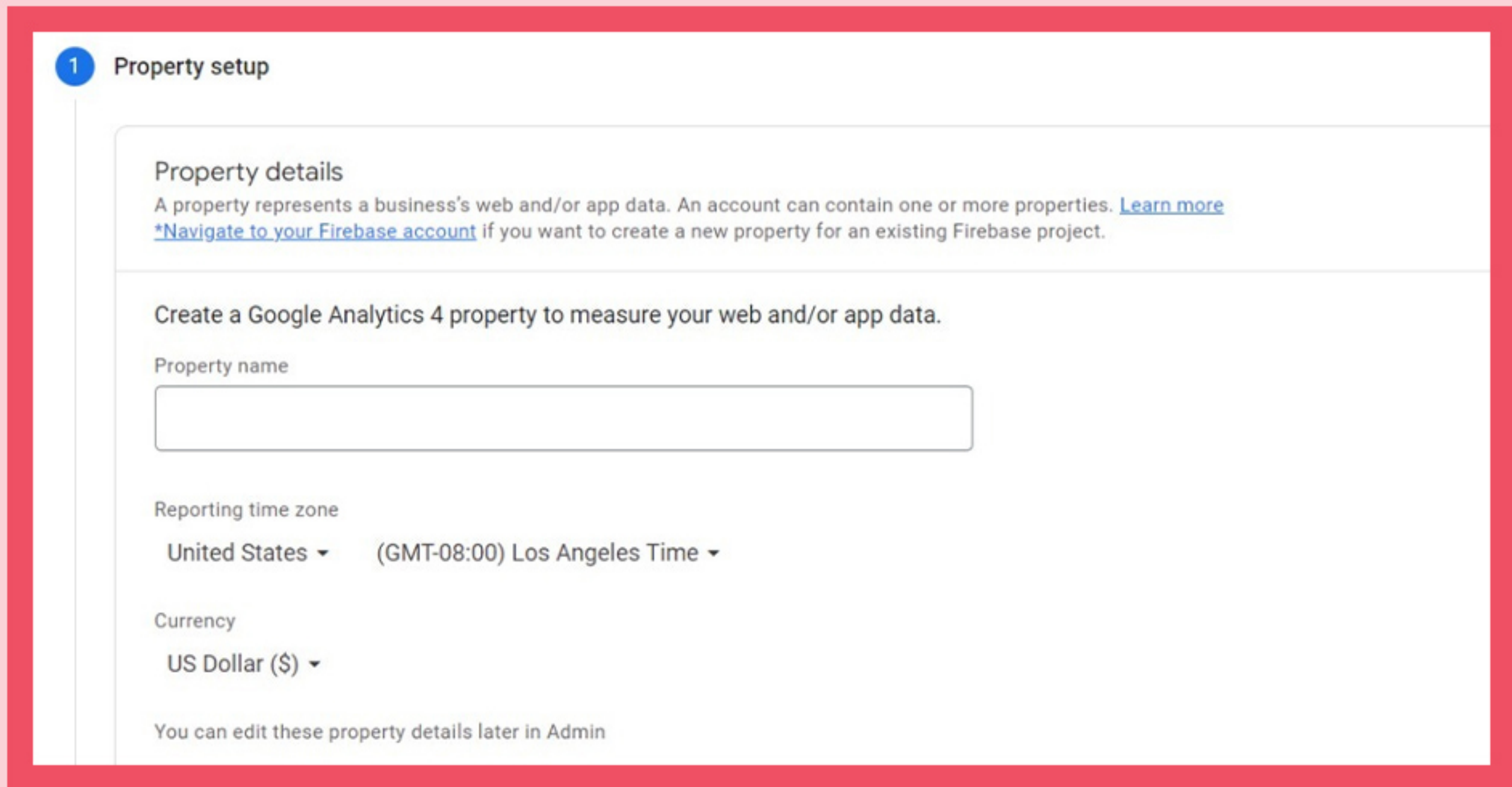# Opting Out of Automatic Migration

If you do not have a GA4 property and do not want to be automatically migrated, you can **opt-out** of the migration by disabling the "Create a GA4 property for each new property" option in your Google Analytics account settings.

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Differences in Data Models
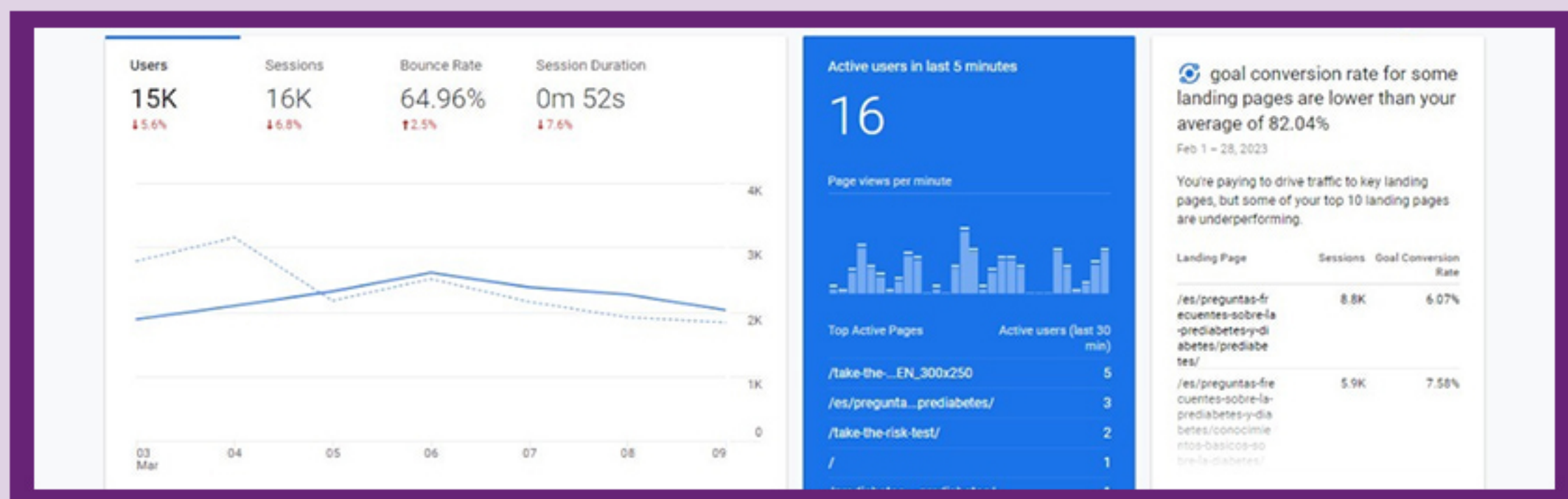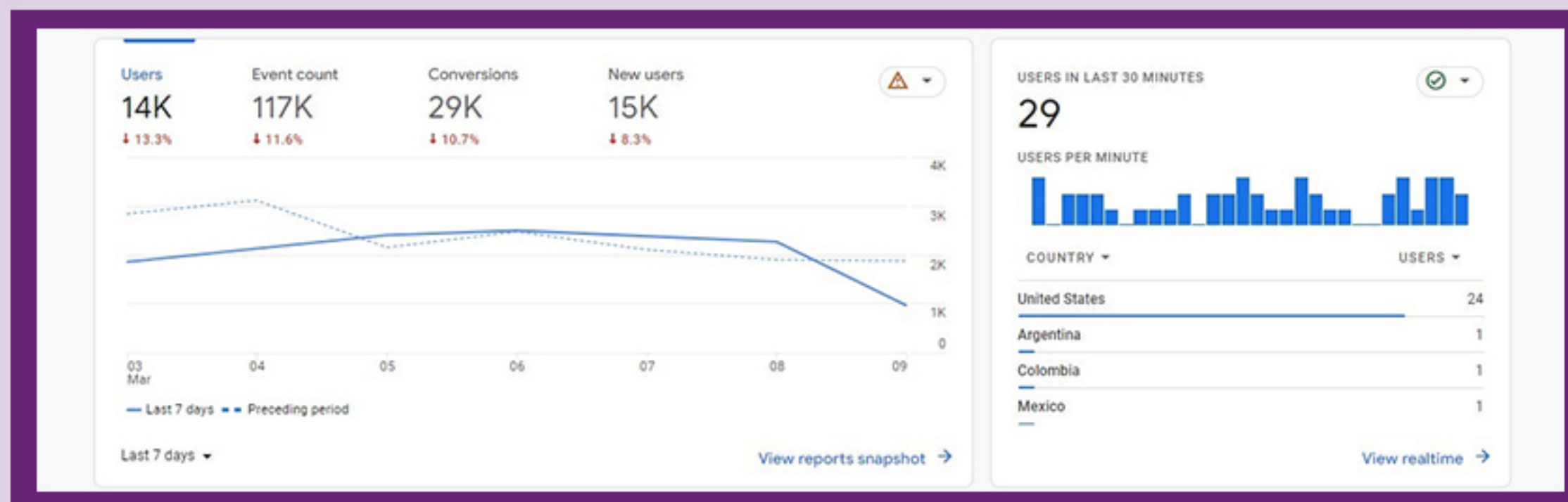
GA4 uses a different data model that focuses on events and user properties rather than sessions and pageviews. This means that **some reports and metrics** you are used to seeing in Universal Analytics **may not be available in GA4** or may be presented differently.

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Need for Additional Configuration

Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. Learn more
*Navigate to your Firebase account if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

United States ▾   (GMT-08:00) Los Angeles Time ▾

Currency

US Dollar ($) ▾

You can edit these property details later in Admin

While the **automatic migration** of properties to GA4 is convenient, it **may not provide all the necessary configuratio**n for your specific needs. Manually migrating to GA4 allows you to customize the setup to meet your specific requirements, which may be important for larger or more complex websites.

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Bidding to GA4 conversions
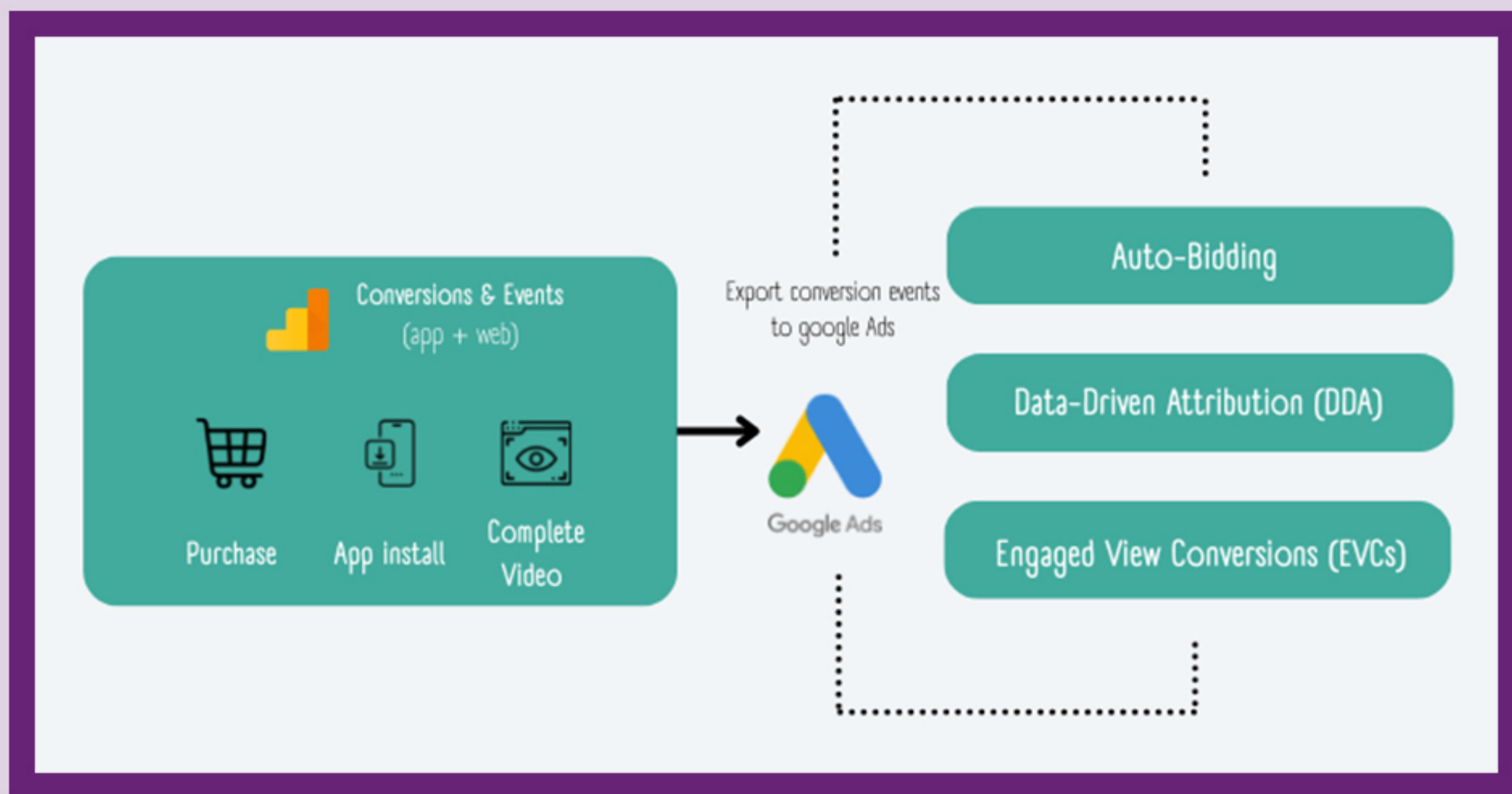
If you allow Google to migrate your conversions without checking them, you're assuming that the actions they migrated from Universal Analytics (UA) are still relevant. If you also let Google bid to those conversions in Ads, you **risk spending money on a process that isn't optimized** for your current objectives.

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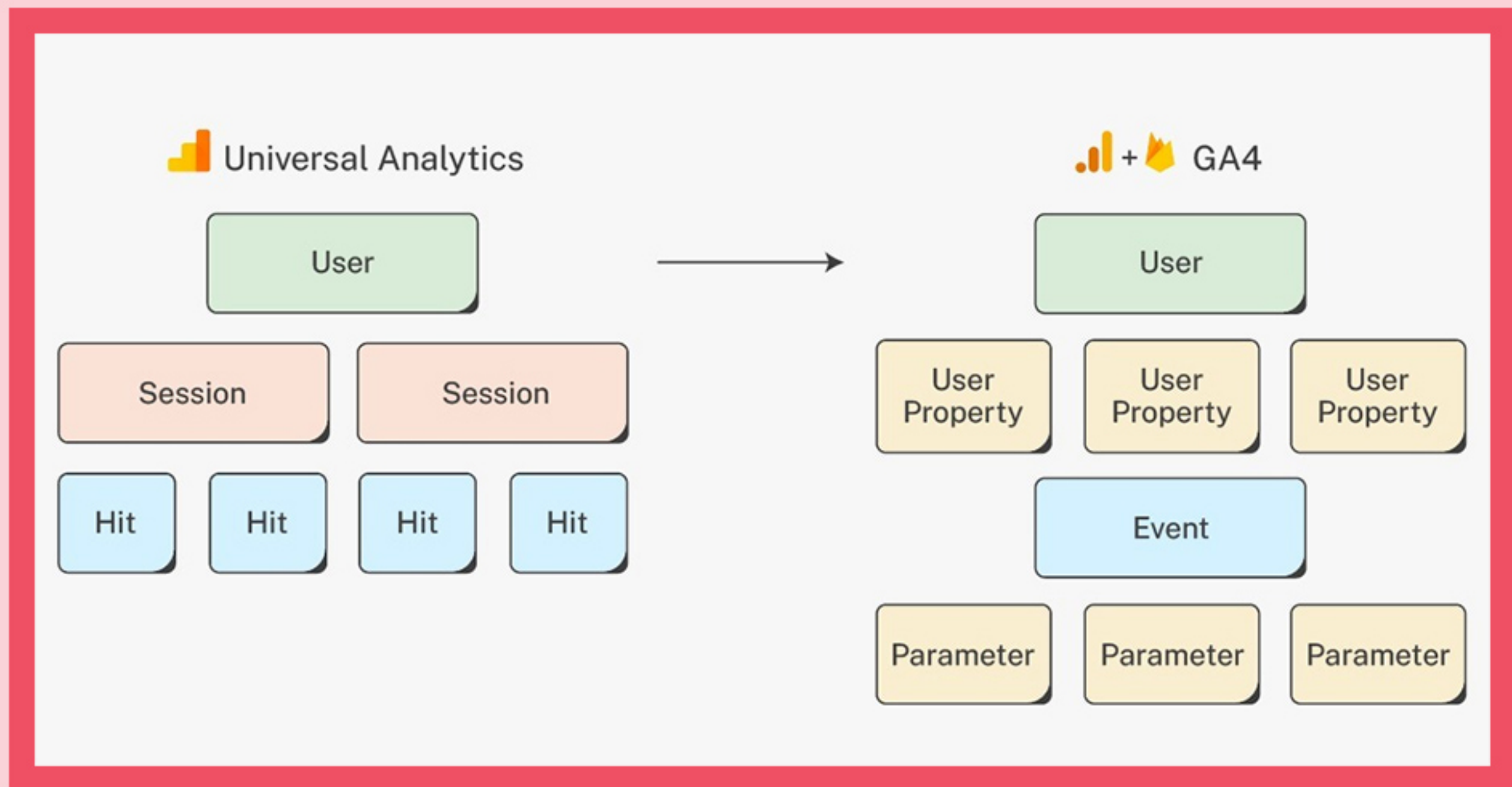
GA4 data schema

The GA4 data schema is a new and efficient way to collect data. However, using automigration without proper evaluation will immediately **compromise your data quality** and make your GA4 property excessively **disorganized**.

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Conclusion

While GA4 offers some exciting new features and capabilities, the automatic migration of properties to GA4 may not be suitable for everyone. Users should carefully consider the differences of GA4 compared to Universal Analytics before migrating, and those who are concerned about these differences may want to opt-out of the automatic migration and manually migrate to GA4 at a later time.

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Need help with GA4 migration?

We've done over 200+ successful GA4 migrations so far. To get us started on yours, visit:

www.marketlytics.com/contact-us