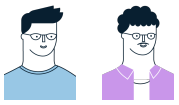
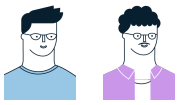
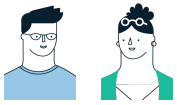
measurelab

P I V O T

GA4 migration framework

	Planning	Implementation	Validation	Onboarding	Transformation
Summary	Take the opportunity to re-evaluate your current analytics strategy. Align stakeholders around the marketing KPIs you want to track across both app and web.	Configure and implement new GA4 properties in parallel with the existing UA tracking. Activate the data streams and begin to collect the new data.	Ensure the new data you are collecting is complete and accurate by comparing with existing metrics. Ensure you understand and can explain any variances.	Replicate existing reports and dashboards using GA4 data. Familiarise users with the new interface, introducing new concepts and metrics.	Explore advanced GA4 features and integrations. Export raw GA4 event data using the Google BigQuery connector to enable more advanced analysis and modelling.
Key tasks	• Update documentation of current UA and GA for Firebase implementations • Get an understanding of the data schema and new features within GA4 • Identify the events and reports to be migrated to GA4 based on relevance and usage • Align event names across App and Web, using Google's recommended taxonomy	• Configure new GA4 properties and activate data streams • Implement all the required events for the GA4 property (enhanced measurement, recommended, custom) • QA the implementation using GA4 Debug Mode - modify or create events if needed	• Confirm the new GA4 data streams are receiving accurate data compared with existing "source of truth" systems • Consider the differences between UA and GA4 measurement and tracking techniques that could cause a variance • Decide what degree of variance is acceptable and what metrics will need further investigation or redefinition	• Provide GA4 training to internal stakeholders and agencies so they are equipped to self-serve • Configure permissions and grant access as users are trained • Replicate existing 'business as usual' reports and dashboards using validated GA4 data	• Import external data sources to GA4 to enhance understanding of behaviour • Explore new analytics capabilities e.g. use predictive models in GA4 to create new audiences for Google Ads • Set-up a GCP project and enable the free BigQuery GA4 data connector • Experiment with Google's built-in machine learning (ML) models
Biggest risk	Too little planning – or too much! Diving straight into the implementation could be a costly mistake. Equally, beware planning paralysis and missing the opportunity to start collecting GA4 data – there's no backfill!	Stalling! People often delay unnecessarily at this point as they're hesitant to 'hit the button'. Remember, anything you do in GA4 won't affect your existing UA data and events/data can always be deleted later.	Not appreciating the crucial differences between UA and GA4 could lead to the mistaken assumption the data is invalid. Avoid doubt, delays to the planned roll-out and needless backtracking.	Stakeholders need to be aware of the new features within GA4 and understand what they can and can't do with them. Without this understanding, GA4 could be under-utilised and marketing channels under-performing.	Thinking of GA4 as a 'finished product' and your migration as a one-off project. New features and integrations are being introduced all the time, so don't forget to check for updates regularly.
Top tip	Use the migration project to regroup with your stakeholders and critically review your current analytics implementation. Do we track too much? Are we using everything we already track?	Break the implementation into phases by event type. In other words, implement enhanced measurement events in the first phase, then recommended events, and finally, custom events.	Don't move from the Validation phase to Onboarding until you totally trust the data. Unanswered questions or vague explanations could easily undermine business confidence.	Take the opportunity to strip back those over-populated, over-complicated dashboards to create new, concise reports that are more likely to be used.	Brush up your SQL skills dive deeper into the raw event data in Google BigQuery. You can now analyse your data across unlimited custom dimensions, with no sampling constraints!
Skills needed					

For more information and further resources, visit measurelab.co.uk/pivot