

Google Analytics 4

Description

Google Analytics 4 (GA4) is a new version of Google Analytics, which is a web analytics service offered by Google that tracks and reports website traffic. GA4 is designed to provide more in-depth and accurate insights into user behaviour on websites and mobile apps. It uses machine learning to analyse data and provide insights in real-time, making it easier for businesses to understand their customers and make data-driven decisions.

GA4 introduces several new features and improvements over the previous version of Google Analytics, including:

- Improved measurement and tracking of user interactions across devices, including support for cross-device tracking.
- Enhanced support for tracking events and conversions, including the ability to set up custom events and conversions.
- Improved integration with other Google products, such as Google Ads and Google Tag Manager.
- Enhanced reporting and visualisation capabilities, including the ability to create custom reports and dashboards.
- Improved privacy controls, including the ability to anonymise IP addresses and opt out of data collection.

Overall, GA4 is designed to be a more comprehensive and powerful tool for understanding and analysing user behaviour on websites and mobile apps.

The clock is ticking to switch over to GA4 – For Google Ads it is end of 2022 and the old Universal Analytics will stop recording in June 23

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