

# Google Analytics 4 Migration

## A quick solution for your team

Let our team transition all of your Google Universal Analytics (UA) data seamlessly to the new GA4. An Advertising Specialist will create a new GA4 property, connect GTM, and migrate your existing goals making analytics that much easier for you!

### What to Expect Next:



#### Order Form

When you purchase Google Analytics 4 Migration, our Marketing Coordinators will receive the **Fulfillment Form** and begin the process of migrating your client's Universal Analytics to GA4. Our completion Service Level Agreement is 3 business days once the fulfillment form has been filled out and submitted. If we have questions or need clarification, we will reach out to you via email. Once the migration is complete, we will send a confirmation email.



#### 1-3 Business Days

*\*after the fulfillment has been sent to the team*

##### **UA Migration:**

*Our team will work to ensure all necessary data is received before beginning the migration from Universal Analytics to GA4. We will initiate the following steps on day 1:*

- Create the new GA4 property.
- Connect the existing GTM code to GA4.
- Migrate existing goals from UA to GA4.

##### **UA Migration Wait Period:**

*A wait period of 48 hours is necessary to ensure the migration process is complete. The waiting period begins once the final migration steps are completed.*

- Wait period of 48 hours to confirm goals have properly migrated.

##### **Final Check:**

*On the third day our team will ensure that the migration was completed correctly.*

- Review goal set up after 48 hours to ensure proper syncing.
- **We will reach out via email if there are issues we need to correct that could delay the SLA..**

##### **Confirmation:**

- We will send you an email to confirm the migration is complete and that all goals are properly syncing.

### IMPORTANT NOTES:

- There must be an existing Google Tag Manager (GTM) account to use this product. We will need website access, GTM and Google Analytics access along with a list of existing goals.
- Goal migration is included in the migration product, but goal set up is not. If you need new goals set up, you will need to activate an hourly rate for each set of 3 goals.
- **The SLA for this product is 3 business days, however if we are missing data, or there are issues that need to be corrected during that final check, the migration may be delayed.**