

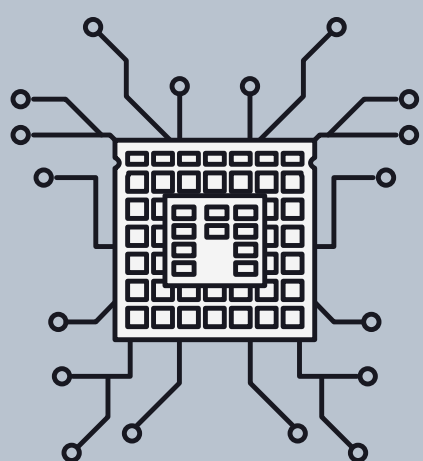
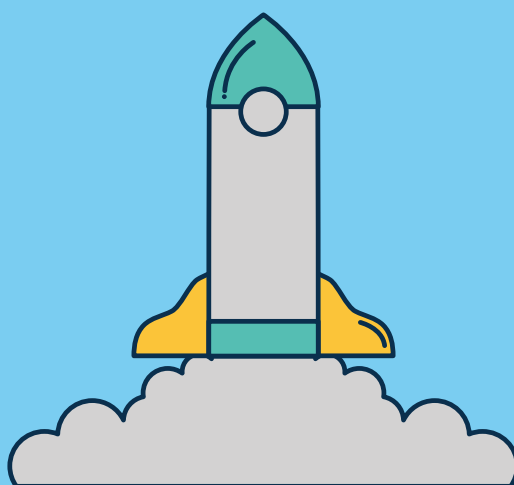
# GOOGLE ANALYTICS 4 MIGRATION

MAKE THE MOVE TODAY!



## GA4 IS THE FUTURE

Get ready to take your business to the next level, as July 2023 marks a critical transition from Universal Analytics to Google Analytics 4 (GA4). Businesses that have not yet migrated to GA4 will lose access to the data collection capabilities of Universal Analytics.

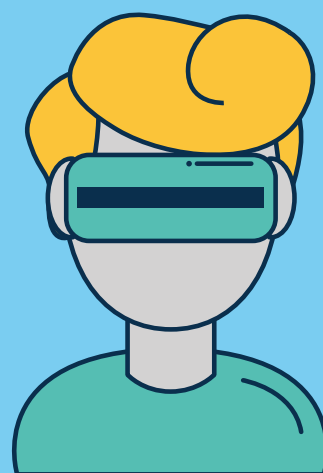


## NEW FEATURES

Google Analytics 4 (GA4) offers several new features that provide a more complete view of customer behaviour and enable businesses to make data-driven decisions that drive growth. These features include enhanced cross-device tracking, deeper integration with Google Ads, customer lifecycle reporting, and privacy-focused data collection.

## IMPROVED CONVERSION TRACKING

With GA4, you can now track and measure a wider range of conversion events, from in-app events to video engagement and scroll depth. This means you can gain a deeper understanding of your customers' behaviour and optimize your marketing strategies to drive more conversions than ever before.



WEB & APP INTEGRATION

BETTER USER INSIGHTS

MORE CUSTOMISATION

[MIGRATE TO GA4 TODAY](#)