

CallRail

Checklist:

Successfully switch to Google Analytics 4



Consumer behavior has changed dramatically since Universal Analytics (UA) was released, so Google is changing up their approach to the popular analytics platform with the release of Google Analytics 4 (GA4). On July 1, 2023, UA will stop working and you'll need a GA4 account to get customer journey insights.

To make sure your small business is prepared — and doesn't lose the valuable insights you've worked hard to get in UA — here's a quick checklist of things to know and do before Google flips the switch.

Set up your GA4 property ASAP

If you're already using UA, you can easily upgrade to GA4 by following this [support article](#). If you're new to it all, you can sign up for an [Analytics](#) account to get started with GA4.

Add GA4 to your website

To ensure you're gathering critical customer experience insights, you'll need to [set up your website to send data to GA4](#). If you're using Google Sites, Wix, WooCommerce, or Wordpress.com, you can simply add the "G-" ID from the CMS into your Web Data Stream for your GA4 property, or you can manually add the entire global site tag into your website. Don't get rid of your UA site tag, though!



Update (or start using) your Google Tag Manager

You can get deeper insights into your users' experience with GA4's custom event parameters. Once you learn how to use it, Google Tag Manager's Configuration Tag and Event Tag make it easier to set up these advanced measurements. Learn more about GA4 tags [here](#).

Build historical data in GA4 early

The time to start using GA4 is now: Google Analytics needs historical data to work properly and you can't import your old UA data into GA4. Use UA alongside GA4 to preserve your current measurements and critical integrations like [CallRail's Call Tracking](#) while building historical data that will give you insights right away on July 1, 2023.

Say goodbye to third-party cookies

Third-party cookies are disappearing as privacy regulations are adopted worldwide. While GA4 will attempt to use artificial intelligence to fill in the gaps, the loss of third-party cookies will affect some of your data. Compare your UA and GA4 datasets to help highlight the changes to your analytics data.

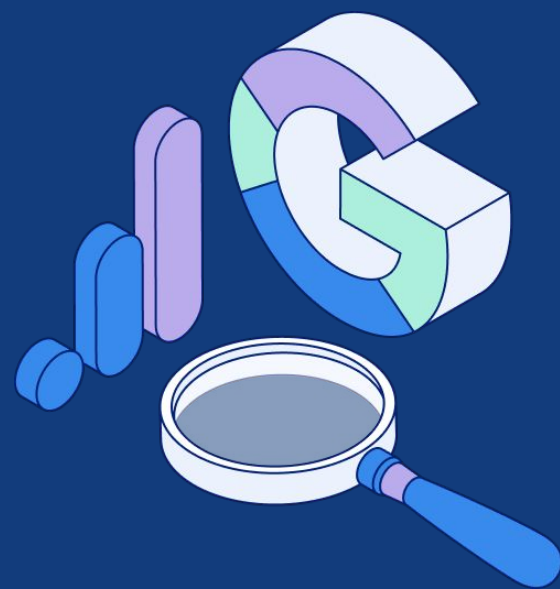
Start thinking in events, not sessions

GA4 focuses on combining user experiences across web and apps and is organized around events instead of pageviews and user sessions. Be sure to understand what new data GA4 automatically collects as events and what [enhanced measurements](#) you can collect alongside them.

Don't get left behind or lose critical insights when Google makes the switch to GA4. Get the complete picture for your marketing campaigns by pairing CallRail and Google Analytics.

Start your 14-day free trial to make your business more resilient.

Try CallRail free today



Audit your third-party tools

Many third-party tools rely on UA's data. Confirm whether they will be available when GA4 officially takes over in July. Don't worry: CallRail is currently upgrading our [Google Analytics integration](#) to function with GA4, and it will be completed prior to the sunset date of Universal Analytics.

Map out your conversions

In GA4, conversions are the new goals. GA4 intelligently tracks five standard events as conversions, such as purchases or opening an app for the first time. To [customize events in GA4 to be a conversion](#), start by tracking an existing event as a conversion or create a new conversion event from the event name. Track conversions that matter most to your company, like calls, and get a greater understanding of what campaigns are working best.

Take advantage of custom event parameters

In GA4, you can add up to 25 event parameters to each event. Using Google Tag Manager, you can add rich context to each GA4 event such as what product or URL was viewed. Custom event parameters can also help you recover some page-level data that you'll lose once UA stops working.

Optimize your UTMs

UTMs, or the parameters you add to URLs for referral links and campaigns, give you insight into which marketing campaigns are driving traffic to your properties. On top of the usual info like campaign name, source ID, and medium, GA4 will soon [provide new parameters](#) for you to include such as the creative format or marketing tactic.