



Unleash the power of Google Analytics 4 - seamless migration with Idiri Analytics

Introduction

In today's digital era, businesses heavily rely on websites to engage with customers and drive growth. Most companies use Google Analytics to measure website performance and user behaviour. With the advent of Google Analytics 4 (GA4), businesses must finalise their migration from the older Universal Analytics (UA) version before July 2023.

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This case study showcases how Idiri Analytics resolved the client's challenge of migrating advanced data processes from UA, also known as GA3, to GA4.

Client's Problem

Like many businesses, our client relied on Google Analytics to gain insights into website performance and user behaviour. However, with the forthcoming deactivation of UA in July 2023, the client needed to migrate to GA4 to continue harnessing the benefits of web analytics. The specific challenge lay in the client's requirement for advanced solutions, such as data ingestion into their data warehouse through the Google Analytics API and visualisation in their BI reporting. They sought a solution that would enable them to maintain their existing data pipeline while seamlessly transitioning from UA to GA4.

Idiro Analytics' Solution

To address the client's needs and facilitate a smooth migration to GA4, Idiri Analytics implemented the following steps:

- 1 Setting up the Google Analytics 4 export to BigQuery.
- 2 Creating an SQL logic to form data in the same structure and format as the previous data obtained from UA.
- 3 Comparing data from UA to GA4 to identify and adjust the differences until they were reduced to an acceptable level.
- 4 Troubleshooting to inspect how the data pipeline was affected by tracking, measurement and advertising campaign changes.
- 5 Auditing the Google Analytics and Google Tag Manager configurations to acknowledge any reason for distinctions among the data. Providing recommendations and general best practices.
- 6 Creating a data pipeline using Azure Data Factory to ingest the new BigQuery table into their data warehouse.

Idiro Analytics delivered a comprehensive solution to the client's migration challenge,

ensuring a seamless transition from GA3 to GA4, enabling the client to continue harnessing valuable insights while embracing the new capabilities of GA4.

Some additional benefits

- We set up a data transfer for Google Ads into BigQuery, which replaced the client's previous complex and hard-to-maintain system based on Google Ads API.
- We advised the client how to make their processes easier to maintain by setting up a Google Cloud Identity.

Conclusion

With the end of Universal Analytics by the 1st of July 2023, businesses must prioritise migrating to GA4 to maintain their website analytics capabilities. While setting up GA4 is the first step, businesses with advanced data processes might require additional support. Idiri Analytics delivered a comprehensive solution to the client's migration challenge, ensuring a seamless transition from GA3 to GA4, enabling the client to continue harnessing valuable insights while embracing the new capabilities of GA4.