Mindluster Platform

About the course Google Analytics 4

What is a Google Analytics 4 property? Google Analytics 4 (formerly known as â€œApp + Web) is a new kind of property, with different reports than what you're used to seeing in Universal Analytics properties. One advantage of a Google Analytics 4 property is that you can use it for a website, an app, or both a website and app together.When did Google Analytics 4 come out? October 2020 In June 2018, Google introduced Google Marketing Platform, an online advertisement and analytics brand. It consists of two former brands of Google, DoubleClick Digital Marketing and Google Analytics 360. In October 2020, Google released Google Analytics 4, under the acronym GA4.How do I migrate to Google Analytics 4? If you already have Universal Analytics running on your website, you will notice a new option Upgrade to GA4 in the admin section of that property. This will initiate a wizard that will help you create a new Google Analytics 4 propertyIs Google Analytics Free 2020? Google Analytics is a tool from Google that gives you in-depth data and analytics reports on the performance of your website or app. A free and paid version are available, and most small-to-midsized businesses can get the information they need from the free version.What is Google Universal Analytics? Universal Analytics is a version of Google Analytics that set a new standard for how user data is collected and organized. Introduced in the fall of 2012, Universal Analytics offers new tracking codes for websites and features that can more accurately measure user behavior (1).What is the difference between Google Analytics and Universal Analytics? Universal Analytics offers more features (e.g. Enhanced Ecommerce) and higher limits (e.g. 20 custom dimensions), compared to the old version of GA. You can now send tracking data to Google Analytics from anything that has internet access, thanks to Measurement Protocol.

Marketing Category's Courses

Course Lesson(6)

Lesson 1 : **Should You Switch to Google Analytics 4 Now**

Lesson 2 : **4 Fundamental Changes Happening with Google Analytics 4**

Lesson 3 : **How to Install Google Analytics 4 on Your Website**

Lesson 4 : **Google Analytics 4 Events How to Track Them**

Lesson 5 : **Google Analytics 4 What you need to know Video going away in 24 hours**

Lesson 6 : **Google Analytics 4 Conversion Tracking Purchase Ecommerce Tracking**

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