



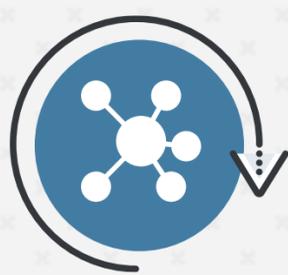
# FUTURE OF GOOGLE ANALYTICS

Universal Analytics has been one of the best tools for organizations to measure user journeys across different platforms while prioritizing user privacy to understand and create a better experience. Tracking user metrics has had difficulties considering the consumer behaviors and privacy regulations, and current implementation standards weren't keeping pace with the latest trends.

Google had announced a new, more advanced, and intelligent tool, Google Analytics 4, aka. App + Web in the last years. With the introduction of Google Analytics-4, the future of Google Analytics started focusing on a more advanced platform.

Having machine learning algorithms on its structure, Google analytics 4 provides organizations insights into customers across different platforms and devices. While the tool is privacy-centric and has built-in AI functionalities, predictive metrics will close the gaps even when the tracking would be blocked via cookie regulations.

## Why Do I need Google Analytics - 4?



*Google Analytics 4 is the future of Google Analytics as it is replacing Universal Analytics.*



*Google Analytics 4 is for future usage only.*

- *Data collection starts once the migration is complete, and Universal Analytics data will not be imported.*



*Google Analytics 4 allows you to combine the data from multiple data streams into one property and feature actions more accurately to users across multiple platform devices.*

## What happens next?

All standard Universal Analytics properties will stop processing new hits on July 1, 2023, and 360 Universal Analytics properties will stop processing new hits on October 1, 2023. After that, you'll be able to access your previously processed data in Universal Analytics for at least six months.

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. [Dismiss](#) [Learn more](#) [Let's go](#)

The move over to Google Analytics 4 is recommended as soon as possible to build the necessary historical data before Universal Analytics stops processing new hits.

Stay tuned for more information about how to configure Google Analytics-4 on our future blogs!



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