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Google Analytics 4 Roadmap

Learn about the available features and what to expect in Google Analytics 4.

Note: The product areas listed here, future vision, and expectations is not an official commitment and is subject to change. This roadmap is updated semi-annually, with newly launched functionality and future plans as they become shareable.

This roadmap is reflective of large key features we are actively investing in, but it is not exhaustive. To see a full list of all features and updates going live in Google Analytics 4 Properties, please visit our Help Center at www.support.google.com/analytics.



Summary of 2023 Investment Areas

Area	Current offering	Expected future vision
<u>APIs</u>	Build dashboards, automate reporting tasks, and integrate your data with other applications	Increased parity between the API and the UI
<u>Attribution</u>	Choose between cross-channel rules-based models, a last click model, and cross-channel data-driven attribution	More functionality to help clients understand and act on insights within Analytics and in connected platforms
<u>Channel Groupings</u>	Rule-based definitions of traffic sources that lets clients monitor the performance of channels sending traffic to their website	Continued improvement to default channel groupings and flexibility for custom groupings
<u>Data Import</u>	Join data in Analytics from a variety of systems, taking down silos that exist between bodies of data and unlocking new insights	Even greater flexibility in defining the source and schedule of data imported into Analytics
<u>Dimensions & Metrics</u>	Predefined and custom attributes and measures collected from events users trigger	Additional predefined offerings and custom scopes including landing page, eCommerce, item-scoped dimensions, and conversion rates
<u>Explorations</u>	Advanced techniques to query, filter, segment data, and more	Availability of this functionality in core reports



Summary of 2023 Investment Areas

Area	Current offering	Expected future vision
<u>Integrations</u>	Link Analytics properties to other Google products for a plethora of benefits	Improvements and net-new capabilities to existing integrations and additional integrations to Google products
<u>Intelligence</u>	Advanced modeling techniques to help clients more easily understand and act on their data	Additional predictive capabilities and intelligence playing a central role in generating insights
<u>Migration Tools</u>	Several tools and guidance to replicate core essentials from Universal Analytics setups	Continued support for existing migration tools
<u>Privacy</u>	Privacy at the core to help clients meet evolving needs and user expectations	Additional controls for minimizing collection of user-level data (i.e., IP address, cookies, and metadata)
<u>Reporting</u>	Customizable reports, interactions, and conversion modeling	Additional modeling and reporting functionality to make it easier to gather insights and achieve business objectives
<u>Enterprise</u>	Higher limits for data collection, reporting, retention, and export and access to special features	Added functionality and new & improved SLAs



APIs

The [Google Analytics APIs](#) gives clients programmatic access to Google Analytics 4 data. APIs can also be used to build custom dashboards to display your Google Analytics data, automate complex reporting tasks to save time, and integrate your Google Analytics data with other business applications.

In the future, clients can expect increasing parity between the API and the UI and programmatic access to GA4 features. For official Google Analytics API announcements, please subscribe to [Google Analytics API Notify Group](#) (groups.google.com/g/google-analytics-api-notify).

Additional resources for available features

- [Google Analytics Reporting](#) - (developers.google.com/analytics)



Attribution

Google Analytics 4 properties provide advanced attribution features that provide deeper insights and more actionability than ever before.

Customers can choose between **three types of attribution models** available in the Attribution reports in Google Analytics 4 properties:

- Cross-channel rules-based models
- An Ads-preferred last click model
- Cross-channel data-driven attribution

New in Google Analytics 4, clients can apply a model across all eligible reports in a property.

In the future, clients can expect even greater functionality to help them understand and act on attribution insights within Google Analytics, but also in connected platforms such as Google Ads, Search Ads 360, Display & Video 360, and BigQuery.

For additional resources on features see our Help Center (support.google.com/analytics):

- [About attribution and attribution modeling](#)
- [Model comparison report](#)
- [Conversion paths report](#)



Channel Groups

Channel group dimensions offer rule-based definitions of website traffic sources that lets clients monitor the performance of the channels sending traffic to their website.

Default channel group definitions reflect Analytics' current view of what constitutes each channel and may improve and evolve as the market changes.

In the future, clients can expect to see continued improvement and additional flexibility in defining and reporting on custom channel groups.

For additional resources on features see our Help Center (support.google.com/analytics):

- [Default channel grouping](#)
- [Custom channel groups](#)



Data Import

Data Import lets you join data in Analytics from a variety of business systems.

Clients can set a regular process for import in order to take down silos that typically exist between bodies of data, unlock new insights, and democratize their data.

In the future, clients can expect even greater flexibility in defining the source and schedule of data imported into Analytics.

Additional resources for available features

- [Overview](#)
 - [About Data Import](#)
 - [Understand data sources](#)
 - [Import offline events](#)



Dimensions and metrics

Dimensions and metrics are information collected from the events clients trigger on their website or mobile app.

Dimensions are descriptive attributes of your data while **metrics are quantitative measurements**, such as averages and ratios. Clients can set up custom dimensions and metrics to get values from the event parameters collected from properties.

In the future, clients can expect to see an even greater number of predefined dimensions and metrics (including bounce rate, a landing page dimension, user and session based conversion rates, additional eCommerce dimensions, and more), and additional flexibility in creating custom dimensions and metrics (including item-scoped and more).

Additional resources for available features

- [Dimensions and metrics](#)
 - [Dimensions and metrics - Analytics Help](#)
 - [Predefined user dimensions](#)
 - [Custom dimensions and metrics](#)



Explorations

Google Analytics 4 extends to all accounts a collection of advanced techniques called [Explorations](#) that help clients uncover deeper insights about the behavior of their customers. Explorations lets clients perform ad hoc queries, filter and segment data, create audiences, drill down into their data, and more.

7 different techniques are available to uncover unique insights on a user's behavior:

- 1) Freeform - explore your data in a familiar crosstab layout
- 2) Funnel - visualize the key steps users take to complete a task and identify areas for improvement
- 3) Pathing - analyze user paths from or to relevant events or pages in your app/website
- 4) Segment overlap - see how different segments relate to each other
- 5) Cohort - identify how similar users behavior change over time
- 6) User explorer - drill down into single user activity
- 7) User lifetime - user behavior over their entire lifetime as a customer

In the future, clients can expect part of this functionality to be available as Google Analytics 4 core reports.

Additional resources for available features

- [Explorations](#)
- [Get started with Explorations](#)



Integrations

Clients linking their Google Analytics property to other Google products can expect to see a plethora of benefits including importing Analytics audiences and conversions for a full customer cycle review, use an SQL-like syntax in BigQuery to query Analytics data, access new data and information in Analytics reports, measure app data in Analytics, and much more.

In the future, clients can expect to see additional improvements and net-new capabilities to existing Google Analytics 4 integrations and more integrations available for linking Google Analytics 4 properties.

Additional resources for available features

- Integrations
 - Google Ads integration
 - Display & Video 360 integration
 - Search Ads 360 integration
 - BigQuery Export integration
 - Search Console integration
 - Firebase integration
 - Google Ad Manager integration
 - Google Optimize integration
 - Google Merchant Center Integration



Intelligence

Google Analytics 4 includes a set of features that use advanced modeling techniques to help clients better understand and act on their data.

Intelligence will analyze data automatically and surface insights on major data changes, allow voice search to find instant answers, generate insights based on customizable rule conditions, and use Google's machine learning models to predict future actions users may take.

In the future, clients can expect to see additional predictive modeling capabilities and intelligence features playing a central role in generating insights.

Additional resources for available features

- [Analytics Intelligence](#)
 - [Analytics Insights](#)
 - [Anomaly detection](#)
 - [Contribution Analysis](#)
 - [Predictive metrics](#)
 - [Predictive audiences](#)

Migration Tools

Google Analytics 4 properties are fully equipped to support your measurement needs today and into the future.

As we begin turning down Universal Analytics properties, we encourage you to make the switch to Google Analytics 4 properties as soon as possible. You can create a Google Analytics 4 property in your existing Google Analytics account, but do note that because of the new data model, new properties do not contain historical data.

At the center of the Google Analytics 4 data model are events and event parameters. While migrating to a different measurement paradigm provides the opportunity to reevaluate your overall approach to measurement, we offer tools and guidance to replicate some core essentials in Google Analytics 4 based on your Universal Analytics setup.

In the future, clients can expect continued support for existing migration tools.

Additional resources for available features

- [Make the switch to Google Analytics 4](#)
- [Goal and conversion migration guide](#)
- [Bid on Google Analytics 4 conversions in Google Ads](#)

Tools

- [Google Analytics 4 Setup Assistant](#)
- [Google Ads link import tool](#)



Privacy

Data Controls

Google Analytics 4 is designed with [privacy at its core](#) to provide a better experience for clients and their users. It helps businesses meet evolving needs and user expectations, with more comprehensive and [granular controls](#) for data collection and usage. For example, Google Analytics 4 no longer stores IP addresses and allows customers to manage and minimise the scope of user-level data at a granular level (e.g. cookies & metadata).

User Journey Measurement

For companies experiencing loss of data due to their implementation of consent requirements for analytics cookies, Google Analytics 4 will soon offer behavioral and conversion modeling for Consent Mode. Modeling for consent mode aims at filling data gaps by modeling the behavior of users who decline analytics cookies based on the behavior of similar users who accept analytics cookies.

Audience Activation

Another element solving for future cookie scarcity will be integrations with Chrome's Privacy Sandbox, which will provide mechanisms for audience creation through privacy-preserving APIs.

Conversion Measurement

When online conversion data is not directly observable (for example, due to user privacy, technical limitations, or when users move between devices), Google Analytics 4 uses [modeling](#) to attribute conversions to their most likely source based on trends learned from observable data. Chrome's Privacy Sandbox APIs will also be used for reliable conversion measurement, where possible.



Reporting

Each Google Analytics 4 account comes with a customizable overview report (snapshot), a realtime report, and predefined report collections that includes topics such as traffic acquisition, engagement, monetization, and more.

Customization

Administrators can create, edit and customize the Reports section of Google Analytics 4 to the unique needs of their property. Clients will then have the reports they need in an organized structure with Collections, Topics and Reports.

Report interactions

Once reports are created, clients can then interact with each report in a variety of ways such as changing primary and secondary dimensions to analyze different breakdowns, compare different groups of users, apply filters, and more. Additionally, for more advanced interactions, clients can rely on the [Explorations](#) module.

Modeling

Core reports use modeling to estimate online conversions that can't be observed directly. Modeling allows for conversion attribution without identifying users, ad campaign optimization, and improved automated bidding.

In the future, clients can expect to see even more modeling and reporting functionality that makes it easier for them to gather insights and achieve their business objectives.

Additional resources for available features

- [Reports](#)
- [Customize reports](#)
- [Modeled conversions](#)

Enterprise - The New Google Analytics 360

For customers who have signed a 360 contract for Google Analytics 4 properties, their Google Analytics 4 properties can be upgraded to 360 which are covered by [GA 360 Service Level Agreements](#). Google Analytics 360 provides higher limits for Google Analytics 4 property data collection, reporting, retention, and export to BigQuery as well as access to features such as subproperties, roll-ups, and automatic custom tables.

Both existing Universal Analytics customers and those signing Google Analytics 4 contracts have access to GA360.

In the future, enterprise clients can expect to see added functionality and improved SLAs to meet their objectives.

Additional resources for available features

- [Google Analytics 360](#)
 - [Overview](#)
 - [Google Analytics 360 Beta \(Universal Analytics contracts\)](#)
 - [Automatic custom tables for Google Analytics 360](#)



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What They've Said..



"We have been working with Guardian Owl for about 6 months now and are very happy with their dedication to our business in developing content both video and social media, helping us grow our leads, and getting results! We plan on working with them for a very long time."

-Ashley Hasty, Nice Floors

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