Alytix™
Marketing

Google Analytics

Our Services

Time to Take Action

Google have announced that Universal Analytics will no longer track your data or be accessible from 1st July 2023. So, what does this mean for your business?

- To keep tracking your web analytics data, you need to begin migrating your Universal Analytics data and tracking to GA4, the latest version of google analytics.

- You need to ensure you store and protect your legacy universal analytics data to prevent any key data loss.

Protecting Legacy Data

We can protect your Universal Analytics data without any fuss, headaches or risk of data loss

Don't Lose Years of Valuable Data

Google is advising for companies that do not currently back up their google analytics (e.g. in a data warehouse) to export the reports into excel and CSV.

This is impractical for various reasons:

1) You will lose the ability to filter the data and reports.

2) Risk of data loss or changes to the original data set.

3) Analysis over different ranges will become time consuming and challenging for the every day marketer.

4) You won't have a complete view of your google analytics data.

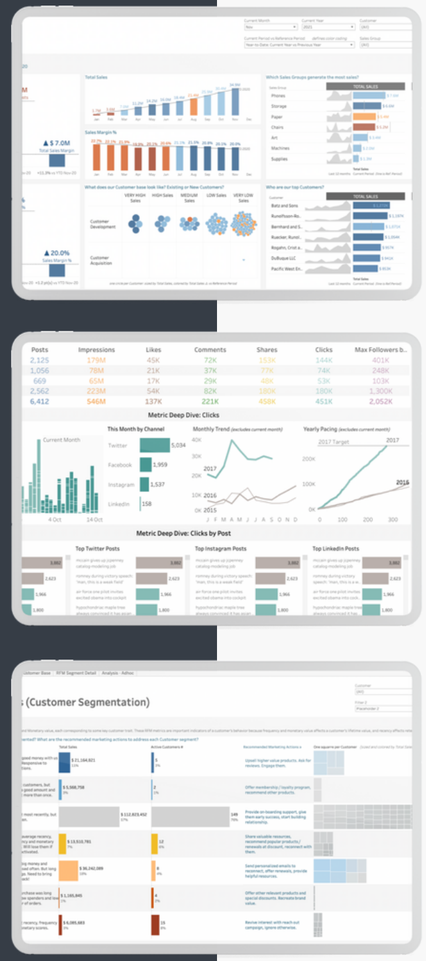
5) You will lose years of your company's valuable web analytics and user behaviour data.

> “The future belongs to those who can collect, aggregate, segment, integrate, visualize and interpret data”
>
> Vint Cerf, “One of the Fathers of the Internet” & Chief Internet Evangelist, Google

Our Solution

We can transfer your data into Tableau dashboards that enables you to view and interact with the data in the same way as you do in Universal Analytics.

Your data will be secure, easy to analyse and cross - reference against your latest GA4 data.



1

We take away the headache of how to protect your data with time consuming data back-ups and exports to cumbersome spreadsheets.

2

Analyse in a secure environment with engaging and user friendly dashboards without loss of analysis functionality and data filtering.

3

Export raw data sets or dashboard views for easy reporting and sharing data and insights with colleagues.

Data Retention Package

What You Will Receive

All key data exported, transferred & extracted

We will securely export, transfer and extract the key data from your google analytics property into our suite of dashboards.

A Tableau dashboard with similar data reports as Universal Analytics

You will receive a suite of dashboards that are easy to view, interact and analyse your data. No license required.

The raw data sets and Tableau dashboard files

You will receive the raw data sets and tableau files so you can access your data easily and at anytime.

*raw data in CSV and excel format

Price:

- **Without enhanced ecommerce = £450 + VAT (prices increase: after Ist January 2023 = £545 + VAT, after Ist April 2023 = £635 + VAT)**
- **Including enhanced ecommerce = £750 + VAT (prices increase: after Ist January 2023 = £845 + VAT, after Ist April 2023 = £935 + VAT)**

GA4 Data Migration

Successfully map and migrate your data tracking and analytics requirements from Universal Analytics to GA4

Seamlessly Migrate to GA4

Google is advising that companies migrate their google analytics and tracking implementations to GA4 as soon as possible to avoid any loss of data before 1st July 2023, when Universal Analytics will no longer be accessible.

This is a significant upgrade by google and there are a number of new features and differences from Universal Analytics that users will need to understand. Unfortunately, it's not as simple as just 'swap GA4 code for Universal Analytics code and off you go'.

Some key differences you will need to be aware of:

- GA4 uses a type of measurement based on events, as opposed to the Universal Analytics page-view measurement (which used events as a custom tracking option).
- Goal conversions is not a feature in GA4 and has been replaced by GA4's event tracking and reporting.
- If you are using Google Tag Manager, you may need to implement new tags as they may be different to before.
- The structure is different. Universal Analytics was based on different views in the property to be able to segregate different levels of reporting. GA4 relies on data streams to create the reporting structure that works for you.

Learn more about GA4

Our Solution

We provide two levels of packages that caters for either basic migration and GA4 set-up or an advanced package that caters for more complex requirements.

The migration to GA4 is an opportunity for companies to implement an effective measurement and tracking framework.

Our Phased Approach

1. Audit and Framework

We assess your current set-up, your measurement objectives and design a measurement framework the is styled to your business requirements.

2. Implement and Configure

We begin implementing the framework following an action plan that accounts for the data migration and GA4 configuration.

3. Clean and Debug

We make sure that any legacy tracking or tags that is not required is cleaned, leaving you with a structured and manageable framework.

4. Implementation Audit

We complete the process by making sure everything is working and implemented correctly.

Standard Package

For companies who operate basic universal analytics set-up or starting from a blank canvas.

- Data audit and measurement framework
- Create GA4 property
- Transfer event and goal tracking from universal analytics into GA4 (up to 10 events)
- Activate Google Signals
- Link Google ads
- Set-up and configure data streams
- Implementation Audit

Price = £1750 + VAT (prices increase: after 1st January 2023 = £1995 + VAT, after 1st April 2023 = £2210+ VAT)

Advanced Package

For companies who have more complex google analytics requirements such as enhanced ecommerce

- Data audit and measurement framework
- Create GA4 property
- Transfer event and goal tracking from universal analytics into GA4 (10 events or more)
- Activate Google Signals
- Link Google ads
- Set-up and configure data streams
- Validate and bid to conversions in google ads
- Migrate audiences into GA4
- Map custom dimensions
- Migrate enhanced ecommerce (dependent on ecommerce set-up / integrations in place)
- Clean, de-bug and update legacy tracking implementations and tags.
- Implementation audit

Price = £3500 + VAT (prices increase: after 1st January 2023 = £3990 + VAT, after 1st April 2023 = £4450 + VAT)

Universal Analytics and GA4 Integration

View your Universal Analytics and GA4 in one single view

Single View of Your Web Analytics

Complete picture of your google analytics and marketing data

Increasing the number of data sources can also increase the burden on time, analysis and understanding the effectiveness of your marketing over time.

Will you be:

- Analysing your google analytics data over time periods?
- Comparing the effectiveness of campaigns?
- Analysing trends in your audience and web behaviour?
- Analyse website performance KPI's over time?
- Analyse historic user and web trends to build accurate forecast and prediction models?

Having one source of truth will allow you to analyse your historic and present day data with ease and generate insight accurately and quickly.

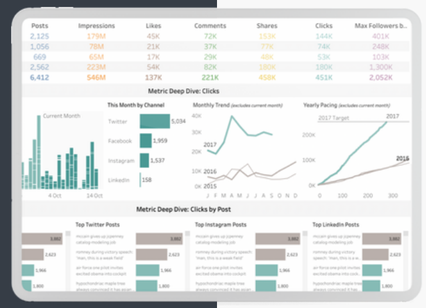
Our Solution

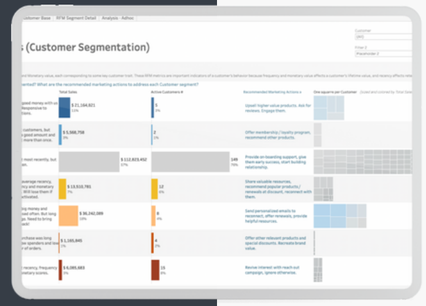
We can combine your legacy universal analytics data and GA4 data into a single view.

We integrate both data sources into our Tableau Online platform, where you can access your dashboards in a single source of truth.

You will be able to quickly compare web analytics over time ranges in a no fuss and user friendly solution.

Our integrated solution truly allows you to retain the value of your Universal Analytics data.





Faster Insight

Universal Analytics and GA4 in engaging visualisations so you can get to answers and insight quickly.

Up to Date Data

GA4 data is uploaded daily into the visualisations so your analysis is up to date, enabling you to identify trends and take action immediately.

One Source of Truth

Marketers don't have time to pull data outof multiple sources. We keep your data in one single source of truth so marketers can report on marketing effectiveness productively, timely and with less hassle.

GA Integration Package

What You Will Receive

License and access to Tableau Online

You will have access to Tableau Online, a secure cloud analytics platform that enables you to analyse and interrogate your data in the cloud.

Tableau Visualisations with Universal Analytics and GA4 integrated

Our Universal analytics and GA4 integrated visualisations will enable you to quickly and accurately compare your web analytics data over time.

Account Support and Training

We will train your team how to use the dashboards and also be on hand to keep you informed with updates and answer any technical queries you may have.

Price (minimum 6 month contract):

- **Without enhanced ecommerce = £125 + VAT per month***
- **Including enhanced ecommerce = £145+ VAT per month***

***Includes one user license**
Additional user licenses can be purchased at £50 + VAT per month per user

Get in touch

Want to discuss your requirements with us.....

Then arrange a call with our google analytics expert. Choose from the contact methods below

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Alytix™

Marketing

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