

# Seamlessly migrate to Google Analytics 4 before the 2023 deadline

With its latest release, Google Analytics offers more complete, more actionable insights into user behavior across your web domains and applications. However, current Google Analytics settings and data will not transfer to the new version.

**ChannelMix's GA4 Migration Service** allows you to seamlessly migrate your current settings, events and tags to ensure uninterrupted insight into web and app user behavior when GA4 becomes your source of truth in July 2023.

## Benefits of migrating with ChannelMix:

- Prepare for the phase out of Universal Analytics in July 2023
- Start building up historical data in GA4 for year-over-year analysis
- Audit and transfer of UA settings and tags to your new GA4 property
- Feed both UA and GA4 into your web analytics dashboard with a combined dataset

## Migrating with ChannelMix ensures uninterrupted insights

1

Create dual setup to run UA & GA4 in parallel

2

Audit & migrate tags to new GTM container

3

Transfer events & goals to GA4 property

4

Configure GA4 property settings for audiences & products

5

Map together UA & GA4 website data in one dashboard

## READY TO GET STARTED?

Contact us at [channelmix.com](https://channelmix.com) to learn more!

pricing starts at

# \$15,000

per property