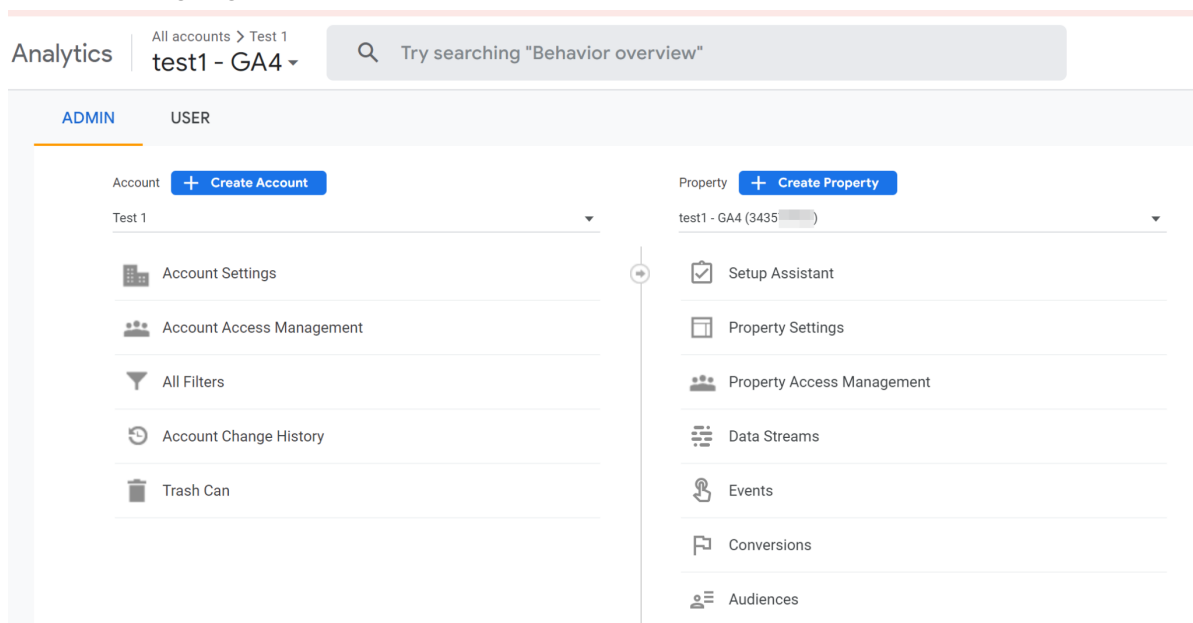




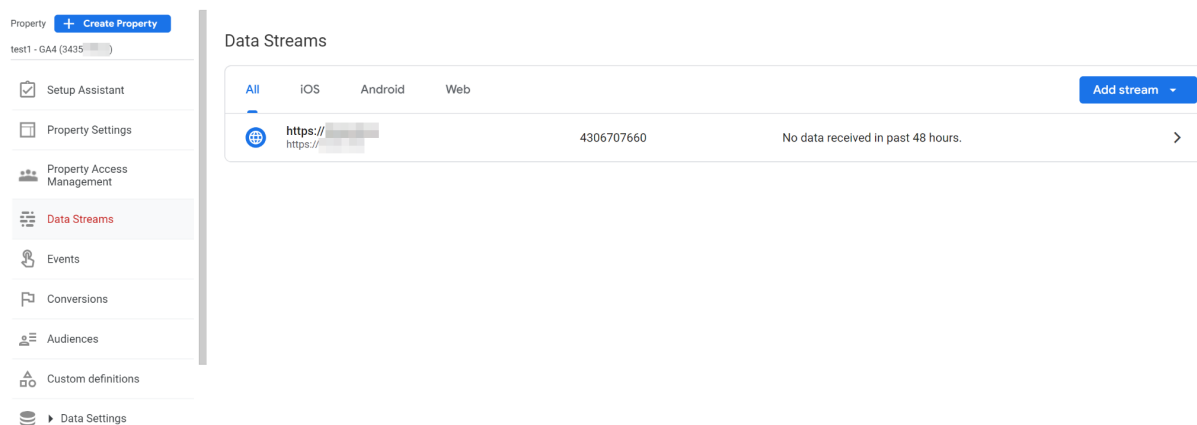
Universal Analytics (UA) will sunset on the 1st of July 2023, Google will then move to Google Analytics 4 (GA4). This document will guide you how to complete the migration in Evoq.

## Set up GA4 property

1. Create a new web property in GA4. You can create it by clicking “Create New Property” in the admin section or using upgrade assistant.



2. Create a data stream for your website.

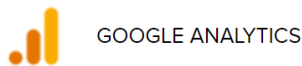


Please note that there is no way to migrate historical data from Universal Analytics (UA) to Google Analytics 4 (GA4). It's critical that you migrate your Universal Analytics property settings to Google Analytics 4, or you will begin to lose data on July 1, 2023 (July 1, 2024 for Analytics 360 properties).

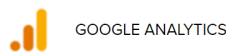
## Set up EVOQ Analytics connector

Please note that after 1st of July 2023, the analytics panel in the persona bar will always display the “not connected” message until you update the Google Analytics connector to connect to a GA4 property.

1. Open the Settings > Connector panel from the persona bar, open the “Google Analytics” connector.
2. If you connected to the UA before, you may need to click the “Disconnect” button to disconnect the UA property first.
3. Click the “Sign in with google” button and complete the sign-in process with your Google account.



4. Select the GA4 property and save the configuration, you will see the successful message.



Tracking Id	<input type="text" value="G-4FJY"/>
Account	<input type="text" value="Test 1"/>
Web Property	<input type="text" value="[3435 ] test1 - GA4"/>
Data Stream	<input type="text" value="https://"/>
<input type="button" value="Cancel"/> <input type="button" value="Disconnect"/> <input type="button" value="Save"/>	

