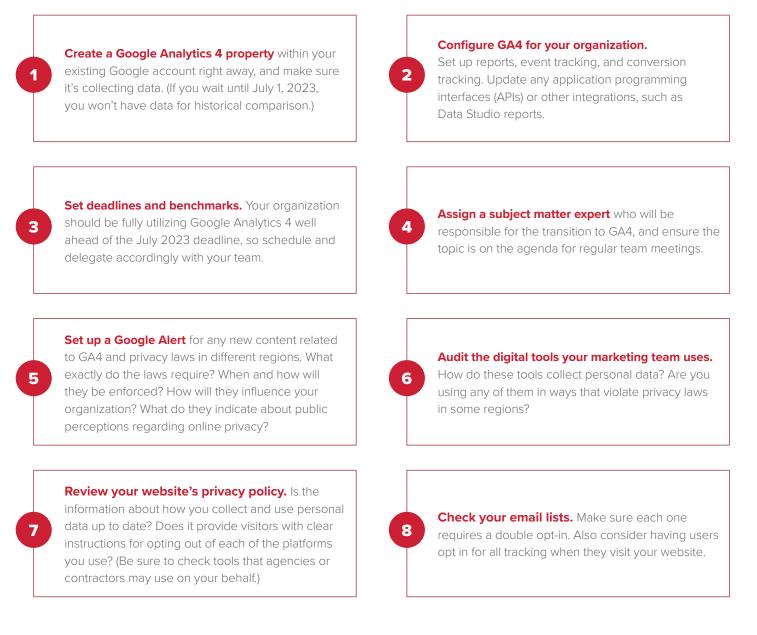
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From UA to GA4: 8 Steps to Make the Switch

In March 2022, Google made a surprise announcement that they were sunsetting Universal Analytics and forcing all users to transition to Google Analytics 4 (GA4). Learn more about this massive change at **Rivetica.com/blog** and follow the checklist below to help your organization successfully make the move.



When it comes to major transitions like this one, you may find that you need additional support. **Reach out to discuss how our team can help.**