



Key Differences Between GA3 and GA4










ADMIN

Use Case	Use Case details	Feature / Functionality	Universal Analytics (GA3)	Google Analytics 4 (GA4)	Notes
Control user access	Provide access to GA data to users and groups	Grant user access to property with different user roles	Y	Y	
		Grant group access to property with different user roles	Y	Y	
	Control access to cost & revenue data	Grant or deny access to cost and revenue data on a per user / per user group basis	N	Y	In GA4, you can now choose to hide cost & revenue data from certain users or user groups by selecting these options in the user access management panel
View implementation details		View tracking code and implementation details	Y	Y	
Create & Modify events	Ability to easily add additional event tracking from within the Google Analytics user interface	Add additional event tracking via Admin Settings	N	Y	In GA4 you can add additional event tracking using the Enhanced Measurement functionality under "Data Streams" in the admin section
		Create Events in the User Interface	N	Y	
		Modify Events in the User Interface	N	Y	
Data hygiene, inclusion, and deletion	Filter data to include or exclude specific criteria	Filter Internal IP traffic	Y	Y	
		Filter Unwanted Referral traffic / Referral Exclusions	Y	Y	
		Setup additional filters for data transformation / inclusion / exclusion	Y	TBD	

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Data hygiene, inclusion, and deletion	Delete unwanted data from processed data set	Data Deletion functionality	N	Y	In UA, you can manually request a data deletion that Google will then need to process. This feature will delete all data for the impacted dimension for the deletion time frame. In GA4, you can setup data deletion within the UI and can scope these from all event/parameter data down to very targeted parameter values.
	Create subsets of data for certain user groups	Views and Subproperties	Y	GA4 360	In UA, you can create a View which is a filtered set of data with it's own filtering, goals, and access permissions. In GA4 360, you can create a Subproperty which is a filtered set of data with it's own property level quotas and user access. Subproperties in GA4 360 do have additional cost considerations.
	Rollup multiple data sets into a single view of data	Roll-up properties	GA360	GA4 360	In UA, you can create a Roll-up property of data from other properties you manage in a single account. In GA4 360, you can also create a Roll-up property from multiple source properties or multiple subproperties or a combination of the two.

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Product Linking	Link to products across Google and the Google Marketing Platform	 Google Ads Linking	Y	Y	
		 Display & Video 360 Linking	GA360	Y	In UA, this is a 360 only feature. In GA4, it is available to all customers
		 Search Ads 360 Linking	GA360	Y	In UA, this is a 360 only feature. In GA4, it is available to all customers
		 Campaign Manager Linking	GA360	TBD	In UA, this is a 360 only feature
		 BigQuery Linking	GA360	Y	In UA, this is a 360 only feature. In GA4, BigQuery linking and export is available for free to all users
		 Search Console integration	Y	Y	
	 Optimize Linking	Y	Y		
	Link Google Analytics to Salesforce	 Salesforce Marketing Cloud integration	GA360	TBD	
		 Salesforce Sales Cloud integration	GA360	TBD	
	Advanced Property settings	Setup Cross-domain tracking in the User Interface	N	Y	In UA, cross-domain tracking must be implemented in the code or via GTM. In GA4, this can be easily setup in the GA4 UI
Set up User-ID tracking		Y	Y		
Select data retention preferences		Y	Y		

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Advanced Property settings		Set up custom alerting	Y	Y	In UA, these are called custom alerts and available under the Views column in the Admin section. In GA4, these are available as custom Insights and can be accessed and created via the Insights report.
		Set up Custom Channel Groupings	Y	TBD	
		View Change history	Y	Y	
	Add additional custom data to enhance available metrics & dimensions	Set up Custom Definitions (metrics, dimensions)	Y	Y	In UA, you must setup a custom dimension or metric with a slot number in the UI as well as implement it either via code or via GTM. In GA4, you set up custom definitions using parameters that you have implemented either via code or GTM.
		Set up Calculated Metrics	Y	N	
Data limits	Unsampled data	Unsampled data	GA360	Y	In UA, sampling may occur in all reports with the application of any modifier such as a segment or secondary dimension, depending on hit volume. In GA4, all reports available in the reporting interface are unsampled. Sampling may still occur in Analysis depending on hit volume. In both GA360 for UA and GA4, there is a free export to BigQuery which includes all data, unsampled.

REPORTING

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Built-in insights & intelligence	ML powered insights provided for key KPIs throughout the reporting interface	Insights	Y	Y	In UA, insights are limited to system provided, in GA4 you have both system provided and custom insights
Realtime reporting	Ability to see site data as it happens in 'realtime'	Legacy Realtime reporting	Y	N	Realtime reporting in GA4 is significantly more advanced allowing you to gain insight into the event and parameter level of granularity for user actions in realtime across a larger number of dimensions
		Advanced Realtime reporting	N	Y	
Custom Reporting	Customize reporting with dashboards and custom reports	Custom Dashboards	Y	N	Custom Dashboards in UA are a legacy feature and this functionality is better served using Data Studio. Both UA and GA4 connect natively to Data Studio to allow you to build highly customized dashboards and visualizations.
		Custom Reports	Y	Y	GA4 allows you to build deeply customized reports in Analysis rather than in a standalone 'Custom Reports' section
		Report Collections and Library	N	Y	In GA4, you can completely customize the left hand navigation to only show the reports you are interested in, or create collections of reports tailored to specific groups of users.
Out-of-the-box Reporting	Report on acquisition by campaign, source, and medium	"Home" report with key report cards	Y	Y	
		Acquisition Reporting: Traffic / Session	Y	Y	
		Acquisition Reporting: User	N	Y	GA4 introduces a new concept for User Acquisition which is the first observed source/medium/campaign that is observed for an acquired user

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Out-of-the-box Reporting		Pages Reporting	Y	Y	
		Event Reporting	Y	Y	Events are different in concept between UA and GA4. In GA4, each individual event has it's own detailed reporting view by clicking on the event name from the Events table.
	Report on the content users saw and actions they took on site	Goals / Conversions	Y	Y	In UA, Goals are used to mark an event, page, or action as important and are made available in table reporting for use across many dimensions. Limited to 20 goals per view, can create additional views to get more goals. Goals are shareable across the Google Marketing Platform for optimization efforts. In GA4, Conversions replace Goals. Conversions are a specific event that has been marked as a conversion. This provides some additional reporting on the event and allows it to be shared to Google Ads. Limited to 30 conversions per property, not easily increased.
	Report on Ecommerce specific use cases	Ecommerce Reporting	Y	Y	Note: GA4 does not yet have Ecommerce funnels built into the out of the box reports, however, you can access ecommerce funnel report using Analysis.
	Reporting for Google Marketing Platform integrations	Integration Reporting (Google Ads, Search Console, etc)	Y	Y	
	Report on information about site users	Demographic & Interest Reporting	Y	Y	In GA4, Geo reporting is included in the Demographic Overview report
	Mobile & Tech Reporting	Y	Y	In UA, this is broken out into Mobile reporting for devices and Technology reporting for browsers & OS. It is combined in the Technology Overview report in GA4 with various cards for each topic	

REPORTING

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Out-of-the-box Reporting		Behavior Reporting: New vs Returning, Frequency, Recency, Engagement, Session quality	Y	N	
		Cross-device reporting	Y	Y	Cross-device is a small set of reports in UA. GA4 builds cross-device into the product as a whole by focusing on the User.
		Benchmarking	Y	N	
		Flow reports	Y	N	In GA4, flow reports have been replaced by the more robust Pathing report available in Analysis
		Multi-Channel Funnels	Y	Y	In UA, multi-channel funnels are available in the conversions section. In GA4, multi-channel funnels are available in the Advertising section Attribution reports.
		Data-driven Attribution	GA360	Y	In GA4, DDA is available to all properties. It is set as the default attribution method for conversion data (modifiable in the UI) and is available as a comparison in the attribution reports in the Advertising section
		Site Search	Y	Y	
	Debug implementation details within the reporting interface	DebugView	N	Y	DebugView in GA4 allows you to debug new implementation changes easily within the reporting interface without having to wait for the data to be processed into reports
Data Segmentation	Ability to slice and dice data to obtain a more granular picture of user actions based on things such as acquisition source, demographics, and site actions	Date Comparisons	Y	Y	
		Audiences	Y	Y	
		Segmentation	Y	Y	In UA, segmentation is available for use throughout the product. In GA4, segments are only available to be built and used in the Analysis section

REPORTING

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Data Segmentation	Ability to slice and dice data to obtain a more granular picture of user actions based on things such as acquisition source, demographics, and site actions	Comparisons	N	Y	Comparisons are only available in GA4 reporting and take the place of segmentation. They are a scaled down version of segments allowing for simple comparison slicing/dicing abilities
		Segment library	Y	N	In UA, any segment you create gets saved into your personal library of available segments ("Custom Segments") which you can select to use again at any time. In GA4, there is no ability to save segments to a library, and you can only create/use up to 10 segments at a time in Analysis. Beyond 10, you must delete one to make a new slot available. These segments are not saveable except to be used as an Audience.

ANALYSIS

Use Case	Use Case details	Feature / Functionality	Universal Analytics (GA3)	Google Analytics 4 (GA4)	Notes
Dig deeper into your data with advanced analysis techniques	Exploration		GA360	Y	In UA, this is a 360 only feature. In GA4, it is available to all customers
	Funnel		GA360	Y	In UA, this is a 360 only feature. In GA4, it is available to all customers
	Segment Overlap		GA360	Y	In UA, this is a 360 only feature. In GA4, it is available to all customers
	Pathing		N	Y	UA has reports for Flow, but they do not allow much interaction or customization and do not compare to Pathing reports in GA4 which have significantly more functionality
	User Explorer		Y	Y	In UA, this feature is available in the reporting interface. In GA4 it is a standalone technique in the Analysis section with many new capabilities offering significantly improved analysis capabilities
	Cohort		Y	Y	In UA, this feature is available in the reporting interface. In GA4 it is a standalone technique in the Analysis section with many new capabilities offering significantly improved analysis capabilities
	User Lifetime		Y	Y	In UA, this feature is available in the reporting interface. In GA4 it is a standalone technique in the Analysis section with many new capabilities offering significantly improved analysis capabilities
	Template Gallery		N	Y	