












Criteria/Consideration Point	Universal Analytics (Free)	Google Analytics 360 (Universal Analytics) (Enterprise license)	Google Analytics 4 (Free)	New Google Analytics 360 (Google Analytics 4) (Enterprise license)
Who Google made it for	Individuals and small-to-medium sized companies. Web-first.	Large and/or advanced enterprises	Individuals and small-to-medium sized companies. Web- or app-first.	Large and/or advanced enterprises
Web, app, OTT and other data collection options (IoT)	Yes, but different models for web vs. app	Yes, but different models for web vs. app	Yes; all event model.	Yes; all event model.
Data access via mobile app, API, email notifications, and more	Yes, basic	Yes; more advanced with higher API limits and unsampled data	Yes; more advanced with higher API limits and unsampled data	Yes; more advanced with higher API limits and unsampled data
Advanced site and app reporting and segmentation (including real-time and user-centric reporting)	Yes	Yes	Yes; with options for advanced consent mode modeling and new features/reports for user-based reporting	Yes; with options for advanced Consent Mode modeling and new features/reports for user-based reporting
Sampled data in the GA user interface	Up to 500,000 sessions before sampling in the user interface occurs on filtered/segmented reports	Up to 100 million sessions before sampling in the user interface occurs on filtered/segmented reports. From here, BigQuery or unsampled reporting in the UI/exports can be used, or custom tables.	Out-of-the-box reporting is unsampled, however "Analysis Hub" reporting is subject to sampling limits	Out-of-the-box reporting is unsampled, however "Analysis Hub" reporting is subject to sampling limits



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Data freshness needs	Up to 24-48 hours data freshness	4-hour SLA	Unlimited collection and unsampled reporting. Intra-day reporting provides 4-8 hour snapshot. BigQuery: realtime export and limited daily.	Custom reports run faster with custom aggregates. Continuously updated intra-day reporting. BigQuery: higher daily limit, which contains all attribution and integration data (unlike realtime). Streaming pipeline for intra-day with data typically available in less than an hour.
Allowable hit volume	Up to 10 million hits per month	Up to 20 billion, with first tier starting at 500 million	20 billion per day	Unlimited
 Google Marketing Platform integration with Google Ads	Yes	Yes	Yes	Yes
 Google Marketing Platform integration with Search Ads 360	None	Yes	Yes	Yes
 Google Marketing Platform integration with Display & Video 360	None	Yes	Yes	Yes, more audiencesharing available
 Google Marketing Platform integration with Campaign Manager	None	Yes	Yes	Yes
 Google Marketing Platform integration Salesforce SalesCloud	None	Yes	No	Yes (in 2022)



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 Google Marketing Platform integration with Salesforce Marketing Cloud	None	Yes	No	Yes (in 2022)
 Google Marketing Platform integration with Google Ad Manager	None	Yes	No	Yes (in 2022)
 Google Marketing Platform integration with Google Optimize	Yes, limited	Yes; more features and can share audiences	Yes, limited	Yes, more features and can share audiences
 Google Marketing Platform integration with Google Data Studio	Yes, limited	Yes, limited	Yes, limited	Yes, more features and can send and visualize data with higher product limits.
Is an SLA from Google available	None	Yes, some	No	Yes, some
Rows of data available to reports in the Google Analytics user interface	50,000	3 million for unsampled reports	N/A	N/A
Unsampled reports	No	Unsampled in UI exports and BigQuery auto-integration as well (including custom tables)	BigQuery export available, but limited volume per query	Unsampled in UI exports and BQ auto-integration, as well. (Including custom tables.)
Data-driven attribution	None; only standard/custom attribution models, not data-driven models	Data-driven attribution available in the Google Analytics 360 user interface	Yes, some	Yes



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Custom data needs	<ul style="list-style-type: none"> 20 custom dimensions 20 custom metrics 5 calculated metrics 	<ul style="list-style-type: none"> 200 custom dimensions 200 custom metrics 50 calculated metrics 	<ul style="list-style-type: none"> 25 user-scope custom dimensions. 50 event scope custom dimension 50 custom metrics 	<ul style="list-style-type: none"> 100 User-scope Custom Dimensions 125 Event scope Custom Dimension 125 Custom Metrics
Other key notes	No updates being made to this platform anymore, especially for mobile	No updates being made to this platform anymore, especially for mobile	<ul style="list-style-type: none"> No product-level scope dimensions (can be a challenge for D2C/Ecommerce for full adoption). No current view/filter concepts (coming in 2022). Better change log and more thorough user permissions 	<ul style="list-style-type: none"> No product-level scope dimensions (can be a challenge for D2C/Ecommerce for full adoption) No current view/filter concepts (coming in 2022) Better change log and more thorough user permissions

If you have questions about any product availability or product feature in the above table, please reach out to the certified Google Marketing Platform Sales Partner, Google Cloud Partner, and Looker Consulting Partner team at InfoTrust today.

