

# GOOGLE ANALYTICS 4

## MEASUREMENT ARCHITECTURE ROADMAP



CLICK COLORED TILES FOR MORE HELPFUL INFO!

		2022			2023			
		Q2	Q3	Q4	Q1	Q2	Q3	Q4
TECHNOLOGY ROADMAP	GA4						UNIVERSAL ANALYTICS DEPRECATION	
AUDIT	BUSINESS NEEDS ASSESSMENT							
	DATA LAYER REVIEW							
	UA ARCHITECTURE REVIEW							
DEFINE	DATA NEEDS DEFINITION							
	DATA LAYER STANDARD DEFINITIONS & DOCUMENTATION							
	GA4 ARCHITECTURE STANDARDS DEFINITION & DOCUMENTATION							
IMPLEMENT	GA4 BASIC CONFIGURATION (CONFIGURATION TAG & OOTB DATA COLLECTION)							
	GA4 ADVANCE CONFIGURATION (EVENTS & ENHANCED MEASUREMENT)							
	UA DATA EXTRACTION							
	DATA LAYER UPDATES							
	REMOVE UA TAGGING							
ENHANCE & MAINTAIN	GA4 FEATURE INTEGRATION & PLATFORM LINKING							
	EDUCATE TEAM ON GA4							
	CONSENT MODE CONFIGURATION							
	SERVER-SIDE TMS MIGRATION							
	DATA ARCHITECTURE MONITORING & VALIDATION (TAG INSPECTOR)							