















# Make the switch to Google Analytics 4


Put Google Analytics 4 at the core of your measurement to get actionable, privacy-safe customer insights

## Get started

-  (Effort varies)  
[Consider account structure](#)
-  (Very low effort)  GA4 Setup Assistant  
[Create a GA4 Property](#)
-  (Very low effort)  
[Create data stream\(s\)](#)
-  (Effort varies)  
[Enable data collection](#)
-  (If applicable; very low effort)  
[Activate Google Signals](#)  
 Required for Remarketing. Richer reporting and insights into the customer journey: cross device reporting, remarketing, demographics and interests
-  (Low effort)  Ads Links import tool  
[Link to Google Ads](#)

## Finish migrating

-  (Effort varies)  
[Map UA custom events to GA4](#)
-  (Medium effort)  
[Migrate UA goals and conversions to GA4](#)
-  (If applicable; medium effort)  
[Validate, then bid to conversions in Google Ads](#)
-  (If applicable, medium effort)  
[Migrate UA audiences to GA4](#)
-  (If applicable; high effort)  
[Migrate ecommerce measurement](#)
-  (Medium effort)  
[Add users and user groups](#)  
 Account users automatically have access. You only need to add UA property (or view) users directly to your new GA4 property.

-  **Advanced setup needs** (if applicable)  
 For User-ID, Data Import, Measurement Protocol, BigQuery integration, and more:  
[Find the GA4 feature for your use case](#)



## Congratulations

You're on your way to getting Google Analytics 4's measurement continuity, automated insights about the customer journey, and easy activation to improve marketing ROI,