

# Unlock the Power of GA4 for Your eCommerce Business

Leverage GA4 for deeper customer insights and integrated data analysis to fine-tune your marketing efforts and decision-making for long-term success.

## Overview

For eCommerce businesses to be effective and successful, they require complete visibility into customers' end-to-end journeys. However, tracking user behavior, customer insight, and customer experience across platforms simultaneously can be challenging.

Google Analytics (GA4) is the latest Google web analytics tool that lets you trace the entire customer journey and consolidate data to generate successful strategies to maximize your ROI. GA4 is a web and mobile app analytics tool succeeding GA3.

## Common eCommerce Challenges



**Lack of visibility into customer behavior**



**No real-time reporting of visitors' activities**



**Inefficient tracking of traffic and conversions**



**Limited integration with third-party tools**

## The GA4 Solution: Uplift Your Marketing Strategies

- ✓ **Flexible Measurement Model:** Track events from any platform
- ✓ **Automatic Tracking:** Measure customer interactions easily
- ✓ **Customized Dashboards:** Real-time data reporting
- ✓ **Seamless Integration:** Integrate with BigQuery, Google Ads, etc.



**Account Setup & Implementation:**  
Expert GA4 setup and configuration support



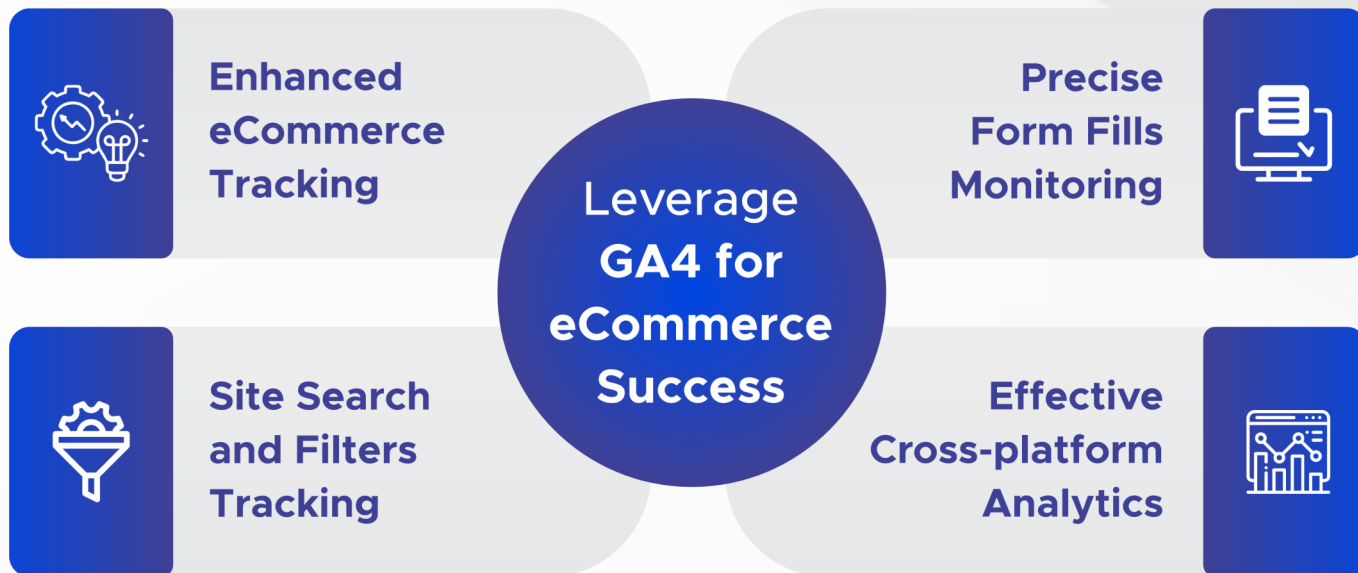
**GA3 to GA4 Migration:**  
Smooth transition from Universal Analytics to GA4



**Enhanced eCommerce Implementation:**  
Leverage GA4 for eCommerce success



**Support and Maintenance:**  
Ongoing GA4 support for improved scalability



## Why Migrate from Legacy Analytics Tools to GA4?


Feature	Legacy Analytics Tools	GA4
Data model	Session-based	Event-based
Data tracking	Separate for different platforms	Seamless cross-platform tracking
Predictive capabilities	Not available	Advanced AI-driven predictive analytics
Reporting	Basic reporting	Customized reporting
Data privacy	Standard privacy features	Enhanced privacy features like consent mode

## Why Envision eCommerce for GA4 Migration?

- ✓ Extensive eCommerce experience and deep expertise in GA4 consultation, audit, implementation, and support
- ✓ Successful GA4 implementations for global eCommerce brands
- ✓ Seamless integration support to incorporate GA4 with potential marketing tools
- ✓ Cost-optimized engagement models and resource utilization

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