

3% COMPLETE

Google Analytics is constantly

changing (1:43)



Universal Analytics (GA3) will stop collecting data on July 1st, 2023



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Module 1: Getting started with Google Tag Manager



What is Google Tag Manager (6:10)



Create account (3:38)



Universal Analytics (GA3) will stop collecting data on July 1st, 2023

The lessons in this course were recorded before Google Announced that Universal Analytics will eventually be shut down. In some lessons of the course, I might have recommended using Universal Analytics and GA4 in parallel.

The new recommendation:

- If you already have Universal Analytics, then install GA4 in parallel
- If you are working on a new project, don't install both GA versions. Select only GA4 (or maybe some other alternative you found)

This deadline applies to the free users of Universal Analytics. GA3 for paying customers will stop working on July 1, 2024.

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Discussion

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Amy Allen

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9 comments



Julie Linden 5 months ago



Hi Julius, I see than in the text just after the title you talk about 1st July 2024. Is is normal ?

**Instructor****Julius Fedorovicius** 5 months ago2024 is for **paying** GA users**Ecom Murdochs** 8 months ago

Hi Julius,

I have based all my GA4 tags on my UA enhanced ecommerce tags (took this information from your video on this)

Do you think that when UA stops collecting data that I will have to go back and install the GA4 code into the site code and re-do all my tags?

**Instructor****Julius Fedorovicius** 8 months ago

Do you mean GA4 tags are using UA Enhanced Ecommerce data layer? If yes, then you are still fine. GA4 ecommerce setup will continue working.

**Ecom Murdochs**

8 months ago

Correct! Thank you. I was worried that since data was longer being collected in UA that it would make UA Enhanced Ecomm data layer null and void.

**dev_adi_dev** a year ago

Does this mean we should ensure any existing code base or project we have does not use `analytics.js`?

Should we ensure all existing and future projects use `gtag.js` instead of `anlaytics.js`?

What I mean to say is if we have an existing project that uses `analytics.js` should we replace it with `gtag.js`?

Will any code base that uses `anlaytics.js` fail at some point?

I am asking because I noticed this article <https://developers.google.com/analytics/devguides/migration/ua/analyticsjs-to-gtagjs>

**Instructor****Julius Fedorovicius** a year ago

Hi, the solution depends on how UA is installed now and how to plan to install GA4. Various migration scenarios are covered in module 11 of the Google Analytics 4 course.

**dev_adi_dev** a year ago

Thank you for the response. Makes sense but let me rephrase the question. If we do not manually migrate will our current ``analytics.js`` eventually stop working and will be required to migrate once it stops working?

We have a Gatsby site that uses a NPM package to install GTM and another to install GA. I advised my manager that the best practice is to remove the GA snippet and use GTM to manage GA (and any other third-party script).

**Instructor****Julius Fedorovicius** a year ago

Got questions? feel free to ask!