

Google Analytics Setup

We'll get your website ready for the future!

[Find out more](#)

Next-generation analytics

Universal Analytics has long helped to keep track of marketing activities. However, the software reached its limits and needed additions such as Google Tag Manager. Now it's time for an update: **Google Analytics 4**.

What's new in GA4

- **More accurate measurements:** Reports are based on 100% of the data – no more sampling, resulting in significantly more reliable results.
- **More events ex works:** More event-based metrics are available as standard, without the need for tag managers or developers.
- **New interface:** Modern design provides a better overview, making reports easier to find and evaluate.
- **Internal traffic filter:** Your colleagues' own traffic can be filtered out to make analyses more accurate.

How the setup works

We check your previous tracking and update it to the latest version. Implementation is carried out via Google Tag Manager, and our team ensures that everything is set up correctly. You will also receive information material for further use.

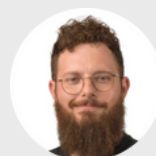
The cost of switching

For a one-time fee of €3,200 plus VAT, we will make your tracking system fit for the future and set everything up for you.

What you get from the GA4 setup

- More relevant data directly in the standard
- Early collection for better comparability
- More intuitive user interface
- Future-proof tracking

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