

# Four steps to get started with the next generation of Google Analytics

As customers engage with your business in new ways, it's important that you are able to understand their journeys across multiple touchpoints and deliver better experiences that meet their evolving needs. Analytics gives you the essential insights you need to be ready for what's next, and the new Google Analytics is designed to help you get better ROI from your marketing for the long term.

While the new Analytics offers unique cross-platform benefits, you do not need both an app and a website to take advantage of other great benefits like automated insights about your business that are easy to discover, drag-and-drop capabilities to customize your analysis and visualize your data, and integrations with other Google products to optimize the customer experience based on the insights you find.

If you are new to Google Analytics, [create a free account](#) and follow the instructions to get started. If you use Analytics today, here are four steps to set up the new experience alongside your existing set up.



## 1) Create a Google Analytics 4 property

If you have an existing Analytics property, we recommend setting up a Google Analytics 4 property alongside it. This will allow you to enjoy all the benefits of this new property while leaving your existing properties intact so you can jump back and forth between them depending on your needs. Setting up a Google Analytics 4 property requires the [global site tag](#) or [Google Tag Manager](#).

[Create a Google Analytics 4 property](#)

## 2) Create a data stream

Once you create your Google Analytics 4 property, you'll need to add at least one data stream. Data streams enable the flow of data from your website and/or app into Google Analytics. If you'd like to measure more than one touchpoint, you can add multiple data streams to your property. For example, you can add one stream for your Android app, one for your iOS app, and one for each website.



Data from streams can be viewed together, or you can filter reports by data stream.

[Add a data stream to your property](#)

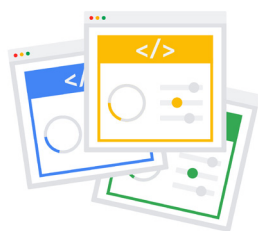


### 3) Activate enhanced measurement

When you add a data stream for your website and/or app, some basic parameters (such as language, page title, and screen resolution) are collected by default.

With enhanced measurement, Analytics can automatically measure more interactions on your website such as page views, video views, and file downloads right out of the box. We recommend enabling enhanced measurement as you are setting up your Google Analytics 4 property to begin collecting basic web events right away, without any custom tagging work required. You can disable enhanced measurement at any time.

[Activate enhanced measurement](#)



### 4) Enable data collection

The final step to get set up is enabling data collection, which allows your reports to populate relevant events from your website. This allows tagged data to flow to your new property (in addition to your existing ones), and is essential in order to get meaningful insights from your Google Analytics 4 property. The data collection and tagging setup in your existing Analytics properties won't be affected.

[Enable data collection](#)

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#### About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at [g.co/marketingplatform](https://g.co/marketingplatform).

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