



Google Analytics 4: Conversion & Audience Enterprise Migration Guide

This is a step-by-step guide to help you navigate the migration from Universal Analytics to Google Analytics 4 conversions and audiences across Google Ads, Search Ads 360, and Display & Video 360.

Campaigns using Universal Analytics conversion actions will no longer see conversions, and audience segments will stop collecting users once Universal Analytics turns down on July 1, 2024. We recommend completing your migration to Google Analytics 4 by March 2024 to ensure a smooth transition and allow enough time for data validation.

Prevent a loss of performance by migrating to Google Analytics 4 conversion actions & audience segments today.

360 edition

Agenda

01

[Conversion & Audience Enterprise migration guide overview](#)

Review an overview of the steps you have to take to complete the conversion and audience migration across media integrations.

02

[Google Ads step-by-step migration](#)

Follow these steps to successfully migrate conversions and audiences in Google Ads to Google Analytics 4.

03

[Search Ads 360 step-by-step migration](#)

Follow these steps to successfully migrate conversions in Search Ads 360 to Google Analytics 4.

04

[Display & Video 360 step-by-step migration](#)

Follow these steps to successfully migrate conversions and audiences in Display & Video 360 to Google Analytics 4.

05

[Deep dive: understand differences between UA and GA4](#)

What to expect when comparing metrics between Google Analytics 4 and Universal Analytics and why there might be differences in conversion volume.

01


Conversion & Audience migration guide overview

Before Getting Started...

This guide will cover the high level steps of migrating conversions and audiences from Universal Analytics to Google Analytics 4 across the Google Ads, Search Ads 360, and Display & Video 360 media integrations.


⚠ Universal Analytics 360 properties will stop processing data when it turns down on July 1, 2024. We recommend completing your move to Google Analytics 4 by March 2024 to ensure a smooth transition and allow enough time for data validation. It's imperative to ensure Universal Analytics powered audiences and conversions in linked media integrations are properly migrated to maintain campaign performance post sunset. Otherwise, conversions will stop counting and audiences will lose users until they stop serving.

There are multiple paths to completing the conversion and audience migration:



Manual migration
(Recommended)

A fully manual approach, offering the highest level of control over the switch to GA4 bidding and audience targeting. The most control over managing Ads campaign performance fluctuations.



Setup Assistant

A partially manual approach offering automation of specific migration steps to those who do not have capacity to do a fully manual migration. That said, these migration tools do not fully prevent campaign performance fluctuations.

✓ As manual migration is the recommended approach, offering the highest possible level of control over the migration, this guide will focus on the steps to completing a manual migration. For details on a tool-assisted (ie Setup Assistant) migration approach please see the Help Center resources listed in the Appendix.

Prerequisites

Before getting started with the conversion and audience migration, ensure the following steps are completed. This will ensure readiness to begin bidding towards and targeting Google Analytics 4 conversions and audiences.

| | | | |
|-----------|---|--|---|
| 01 | Create a Google Analytics 4 Property | Work with the Google Analytics 4 Setup Assistant to create your Google Analytics 4 property and get help in configuring your property. | Get started |
| 02 | Enable data collection | Make sure to tag your site or implement the Google Analytics for Firebase SDK to successfully enable data flow. For complex implementations, we recommend implementing the gTag (manually, via CMS, or via a tag management system) , rather than utilizing existing Universal Analytics tags via a connected site tag. | Get started |
| 03 | Turn on Google signals (if using Analytics audiences, not required for bidding) | Google signals is disabled by default, but is required for remarketing and richer reporting. Advertisers using Analytics audiences have to turn on Google signals. | Get started |
| 04 | Link Google Analytics 4 to your media integrations | Link your Analytics property to any Google Ads, Search Ads 360, or Display & Video 360 accounts where applicable to see the full customer cycle and enable data flow between the products. | Get started (Ads) Get started (SA) Get started (DV) Get started (CM) |

Conversion and Audience Migration Overview

- Once all the prerequisites have been completed, you are ready to begin migrating Universal Analytics to Google Analytics 4 conversions and audiences.
- Each migration (across Google Ads, SA360, and DV360) has just a few key steps, including a period of monitoring Google Analytics 4 conversion volumes and audience list sizes before switching campaigns. Time will vary according to set-up and resources, but the process can take up to two months in total.
- It's recommended to begin this process **as soon as possible**.

Google Ads migration overview

| | | |
|--|--|--|
| Create conversions in Google Analytics 4 | Once the desired event set-up is achieved, mark events as conversions in the GA4 UI. (Help center) | Create conversions |
| Import conversions to Google Ads | Import Google Analytics 4 conversions to Google Ads and ensure they are marked as secondary conversion actions. | Import and use conversions |
| Ensure Audiences are exported to Google Ads | GA4 audiences are automatically exported to Ads as long as personalized advertising is enabled. Ensure your audiences have been exported as expected | [GA4] Share audiences |
| Monitor conversion and audience volume | Monitor conversion and audience list size volume prior to switching out Universal Analytics data for Google Analytics 4 data | Possible reasons for conversion differences |
| Switch to GA4 based conversions and audiences | Once you've sufficiently monitored volumes, switch out Universal Analytics based bid strategies and audiences for Google Analytics 4 conversions and audiences | [GA4] Import conversions into Google Ads |
| Monitor campaign performance | Monitor campaign performance after making the switch to ensure steady performance and make any necessary adjustments. | Best practices to mitigate campaign fluctuations |

Search Ads 360 migration overview

In Search Ads 360, only conversions must be migrated to Google Analytics 4. Only conversions were eligible for export in the Universal Analytics 360 integration with Search Ads 360, so this is the only step to completing migration to Google Analytics 4. There was no direct audience export in the Universal Analytics 360 integration.

| | | |
|---|---|--|
| Create conversions in Google Analytics 4 | Once the desired event set-up is achieved, mark events as conversions in the GA4 UI. (Help center) | Create conversions |
| Import conversions to Search Ads 360 | Import Google Analytics 4 conversions to Google Ads and ensure they are marked as secondary conversion actions. | Import and use conversions |
| Monitor conversion volume | Monitor Google Analytics 4 conversion volume for at least 15 days before setting them as primary conversions in Search Ads 360 campaigns. | Possible reasons for conversion differences |
| Switch to GA4 based conversions | Once comfortable with conversion volumes, switch campaign bidding from Universal Analytics conversions to GA4 conversions for both account level goals and custom goals. | About primary and secondary conversion actions |
| Monitor campaign performance | As migrating bidding from Universal Analytics conversions to Google Analytics 4 conversions can impact campaign performance, monitor campaign and bid strategy performance. | Best practices to mitigate campaign fluctuations |

Display & Video 360 migration overview

| | | |
|--|--|---|
| Create conversions In Google Analytics 4 | <p>Once the desired event set-up is achieved, mark events as conversions in the GA4 UI. (Help center)</p> | Create conversions |
| Create bid strategies in DV360 | <p>GA4 conversion data will be automatically available in DV360 after establishing a link. Set up Custom or Automated bid strategies with your Google Analytics 4 conversions.</p> | Custom bidding Automated bidding |
| Ensure Audiences are exported to DV360 | <p>GA4 audiences are automatically exported to DV360 as long as personalized advertising is enabled. Ensure your audiences have been exported as expected</p> | [GA4] Share audiences |
| Monitor conversion and audience volume | <p>Monitor bid strategy readiness and audience list size volume prior to switching out Universal Analytics data for Google Analytics 4 data in DV360.</p> | Custom bidding Automated bidding |
| Switch to GA4 based conversions and audiences | <p>Once you've sufficiently monitored volumes, switch out Universal Analytics based bid strategies and audiences for Google Analytics 4 data</p> | Best practices to mitigate campaign fluctuations |
| Monitor campaign performance | <p>Monitor campaign performance after making the switch to ensure steady performance and make any necessary adjustments.</p> | Charts for monitoring spend and performance |

02

Google Ads: Step-by-step migration

This section will cover the step-by-step process for migrating to Google Analytics 4 conversions and audiences in Google Ads.

When Universal Analytics 360 turns down on July 1, 2024, Google Ads campaigns using Universal Analytics conversion actions will drop in performance, and audiences will lose users until they stop serving. Migrating bidding and audiences from Universal Analytics to Google Analytics 4 is imperative to avoid risking campaign performance impact.

Ensure all prerequisites have been completed before starting the migration process.



Conversions migration in Google Ads


Step-by-step conversion migration

Universal Analytics 360 will turndown on July 1, 2024. Campaigns using Universal Analytics conversion actions will stop serving. Migrating bidding from Universal Analytics to Google Analytics 4 conversions is imperative to avoid risking campaign performance impact. **We recommend completing your migration by March 2024 to ensure a smooth transition and allow enough time for data validation.**

 **Ensure all prerequisites have been completed before starting the conversion migration process.**

01 Create conversions in Google Analytics 4


- Make sure you are aware of all the conversions you are currently tracking in Universal Analytics, how you use them in your campaigns and how they help your business.
- This will help you understand what events should be captured in GA4 and marked as conversions. Certain events are automatically collected in GA4, but others must be set up manually depending on how unique your conversion set-up is.
- Once you've ensured all desired events are tracked in GA4, mark events as conversions in the Google Analytics 4 UI. Enterprise customers can mark up to 50 events as conversions.

 **Note:** In addition to the 50 events you can mark as conversions, Analytics marks the following events as conversions automatically:


- purchase (web and app)
- app_store_subscription_convert (app only)
- first_open (app only)
- app_store_subscription_renew (app only)
- in_app_purchase (app only)

02 Import conversions from Google Analytics 4 to Google Ads without impacting campaign performance

- Once you've [set up conversion events](#) in your Google Analytics 4 property, you can import the relevant conversion actions into Google Ads. Review [this article](#) for better understanding. If you are using a manager account for conversion tracking, make sure to import conversions at the manager account level.
 1. To import a conversion from Google Analytics 4, go to your Google Ads account. Via "Tools and Settings", navigate to "Conversions".
 2. Select "New conversion action", click "import" and select "Google Analytics 4 properties". Click "continue".
 3. Select each conversion event you want to import for reporting or optimization purposes, then click "import and continue".
 4. Before clicking "done", take note of any call-outs.
- Once imported into Google Ads, it can take conversions up to 24 hours to import from Google Analytics 4

 **Note:** For the time being, ensure that the Universal Analytics conversion actions in Google Ads remain set to "primary" (Action optimization column = 'primary') and the new conversion action is set to "secondary" to prevent double-counting conversions.

This setting also gives you the opportunity to monitor Google Analytics 4 conversion volumes in Ads before moving bid optimization towards these conversions. Google Ads automatically marks Google Analytics 4 conversions as "secondary" when your Ads account already has goals from a Universal Analytics property.

 **It's recommended to collect data and monitor discrepancies for at least 15 days before switching to bidding to GA4, time permitting.**



Step-by-step conversion migration

03 Monitor conversion volume in Google Ads

- Let your Google Analytics 4 conversions run as secondary for at least 15 days, so that they can collect sufficient data and so you have an understanding of conversion volumes.
- It's also important to ensure existing Universal Analytics conversions have a parity Google Analytics 4 conversion imported to Google Ads, so when bid strategies are updated your campaigns are optimizing towards the same conversion action.
- Conversion actions that measure similar events in Universal Analytics and GA4 are likely to show differences in conversion or conversion value volumes, both in Google Analytics and when imported in Google Ads. These differences can be expected due to fundamental differences between the products, technical implementation differences, and user-defined configuration settings.
- When encountering discrepancies, first review the most common drivers to ensure your conversion setups are aligned. Please [see here](#) for a deep dive, and the [Help Center](#) for a comprehensive list. Troubleshooting support should be consulted if a significant difference persists after reviewing the full list and aligning settings where possible.

Reasons for conversion differences in GA4 vs. UA

As mentioned above, there are a number of reasons why we might expect to see differences between conversion actions that measure similar events in Universal Analytics and Google Analytics 4. Differences can be seen when comparing numbers across Analytics platforms, and when comparing Universal Analytics and Google Analytics 4 conversion actions in Google Ads. At a high level, there are three main categories of conversion difference drivers:



Inherent differences between Universal Analytics and Google Analytics 4: Google Analytics 4 and Universal Analytics are fundamentally different products with different data models. Because of this, there are number of reasons why conversion counts will differ including factors like an event vs. hit based model, the introduction of conversion modeling in GA4, and more.



Differences in setup: Differences in the technical implementation of Universal Analytics and Google Analytics 4, including factors like tag site coverage for UA tags vs. GA4 tags, tag firing conditions, and differing ecommerce schemas can all result in conversion differences.



Differences in settings: There are a number of user and product defined settings in Universal Analytics, Google Analytics 4, and Google Ads that can result in conversion differences. Examples include settings like conversion count, attribution model, lookback window, and more.

In the [Deep Dive](#) section we'll walk through the eight most common drivers of conversion differences spanning each of these categories. You can also find a comprehensive list [here](#) in the Help Center.



You can access troubleshooting support via the Google Ads UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.



Step-by-step conversion migration

04 Start to bid to Google Analytics 4 conversions in Google Ads

- Once you are ready to switch from bidding on Universal Analytics to bidding on Google Analytics 4 conversions, follow these steps:
 - In Google Ads, navigate to “Tools & Settings > Conversions”.
 - For each Universal Analytics conversion, individually change the setting in Google Ads to “secondary”.
 - Change the Google Analytics 4 conversion setting, to be used for bidding and optimizing campaigns, to “primary”.
 - If you use individual conversion actions for reporting purposes but don’t want to bid on them, leave them on “secondary”.
 - Save your changes.
- If you work with custom goals that use Universal Analytics conversions, make sure to update them accordingly. Review this [help center article](#) for details.

Switching your properties can cause short term fluctuations in campaign performance and campaign spend as Google bidding models adjust to the new conversion events. [This article](#) helps you to understand some of those performance fluctuations and review ways to mitigate fluctuations. We’ve also detailed some best practices by bid strategy type in the section below.



The conversion migration process is done!

Next Steps monitor campaign performance

Migrating Google Ads bidding from Universal Analytics conversions to Google Analytics 4 conversions can impact campaign performance, especially when using Smart Bidding strategies. Although it’s impossible to predict and fully prevent impact to campaign performance, minimizing discrepancies between similar Universal Analytics and Google Analytics 4 conversions can help minimize fluctuations. That said, even with minimal discrepancies, conversion credit can shift between campaigns, **so it’s important to monitor your results closely.**

See below for guidance on how to monitor your campaign performance by bid strategy

Maximize Conversions (Target CPA)

- If your campaign gets **more conversions** after the swap, it’s likely spend increases. You can decrease the CPA target or adjust the budget to reduce spend.
- If your campaign gets **fewer conversions**, you can increase the CPA target to increase volume.

Maximize Conversions

- Your campaign will continue to try and spend the full daily budget (as per usual) to drive as many conversions as possible. If you want to capture additional volume after making the switch, or are observing lower performance, you can **increase the budget to capture more conversions.**

Next Steps to monitor campaign performance

Maximize Conversion Value (Target ROAS)


- Your campaign will continue to set bids to maximize value at the ROAS target. If your campaign gets **more conversion value** after the swap, spend may increase. If you do not want the additional value, increase ROAS target or adjust daily budgets to reduce volume and manage spend.
- If your campaign gets **less conversion value**, spend may decrease. If this happens, and you want to maintain spend, you can decrease the ROAS target to increase volume and manage spend.

Maximize Conversion Value

- If your campaign gets **more conversion value** after the swap, the bid strategy will continue to spend the full daily budget (as per usual) to drive as much conversion value as possible. If your advertiser wants to capture additional value after making the switch and observing performance, they can increase the budget.
- If your campaign gets **less conversion value**, you may see less overall conversion value driven within your budget. To reduce the campaign spend, you can reduce the budgets.

Enhanced CPC or Enhanced CPC for Value

- You may see **some impact to spend and volume** as bid strategies adjust bids according to the new conversion or conversion volume. For best performance, we recommend using one of the fully automated bid strategies above.

 All other bid strategies are not expected to see material changes in performance when switching to bidding from Universal Analytics to Google Analytics 4 conversions



Audience migration in Google Ads

Step-by-step audience migration

Universal Analytics audiences will stop populating when Universal Analytics turns down on July 1, 2024.

Google Ads campaigns that are highly reliant on Universal Analytics audience segments will stop serving. Migrating to Google Analytics 4 audiences will give you time to build historical audience data in Google Ads and avoid the risking campaign performance. **We recommend completing your migration by March 2024 to ensure a smooth transition and allow enough time for data validation.**

 **Ensure all prerequisites have been completed before starting the audience migration process.**

01 Create audiences in Google Analytics 4

- To migrate audiences, manually recreate the audiences in your Google Analytics 4 property. Custom dimensions in your Universal Analytics property may need to be re-created in Google Analytics 4.
- There are three ways to build new audiences in Google Analytics 4:



Create a Custom audience

Create a custom audience by setting conditions based on the dimension, metric, and event data you collect from a property. The best option to recreate complex Universal Analytics audience definitions in Google Analytics 4



Use a template

Audience templates are partially configured audiences that already identify a set of dimensions and/or metrics that form the basis of widely applicable audiences for app- and web-based businesses. (Ex. a Demographics based audience template)



Use a suggested audience

Analytics also provides a number of fully configured audiences that you can use as is or modify if necessary. These suggested audiences are based on the categories you specify for your apps in the Apple and Play stores and on the industry category you specify when you configure a property. (Ex. Recently active users, [Predictive audiences](#))

- After an audience is created, it accumulates users who meet the conditions from that point onward.
- When you create a new audience, it can take 24-48 hours for the audience to accumulate new users (even after initial audience creation).

02 Ensure audiences are imported into linked Google Ads accounts

- As long as Ads Personalization is enabled at the link level setting, audiences will be automatically imported into Google Ads from Google Analytics 4
- Enterprise customers can create and export up to 400 audiences
- Once imported into Google Ads, Google Analytics 4 audiences can be found in the Shared Library >> Audience Manager page in Google Ads



Step-by-step audience migration

03 Wait for Google Analytics 4 audiences to populate and monitor size

- It can take up to 24-48 hours for Google Analytics 4 audience segments to begin populating in Google Ads.
- Google Analytics 4 audiences exported to Google Ads are prepopulated with up to 30 days of data when that data is available
- Google Analytics 4 powered audience segments in Google Ads are not expected to match the same audience list size represented in the Google Analytics 4 UI due to inherent technical differences between the platforms. See below for more details.



In the Google Analytics 4 UI, the audience list size represents the number of users that meet the audience criteria based on **first party cookies**. In Google Ads, Google Analytics 4 audience segment list sizes are only reflective of the targetable portion of this group - the number of users that meet the audience criteria based on third party cookies. This means the list size as reflected in the Google Analytics 4 UI is often larger than the list size reflected in the Google Ads UI. User consent, Google account settings, and advertiser account-level personalized advertising settings all play a role in the availability of third party cookies for remarketing purposes.



You can access troubleshooting support via the Google Ads UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.

04 Add Google Analytics 4 audiences to campaigns

- Before getting started, note that Universal Analytics audiences do not have to be removed from campaigns and it's recommended to keep both audiences on the campaign. We automatically deduplicate users between Universal Analytics and Google Analytics 4 audience lists
- There are two ways to add Google Analytics 4 audience segments to Google Ads campaigns:



Apply audiences in bulk

To apply audiences in bulk navigate to the Audience Manager and apply imported Google Analytics 4 audiences (listed under the Segments tab in Ads) to campaigns for targeting or observation.



Apply audiences campaign by campaign

To apply Google Analytics 4 audiences one by one, navigate to each Campaign or Ad Group to apply Google Analytics 4 audiences for targeting or observation

- **Steps to apply audiences in bulk:**

1. Navigate to Tools & Settings >> Shared Library >> Audience Manager >> Segments
2. Filter by "Source = Google Analytics (GA4) and Firebase"
3. Bulk select Google Analytics 4 powered audience segments and then choose which campaigns or ad groups to apply them to
4. Finally, choose whether to apply the segments for Observation, Targeting, or the Smart Default option (keeps current targeting settings for your audience segments)

- **Steps to apply audiences campaign by campaign:**

1. Navigate to the campaign or ad group where Universal Analytics audiences were applied
2. Open the audiences section
3. Add Google Analytics 4 audience segments for targeting or observation in addition to the Universal Analytics audiences



The audience migration process is done!

03

Search Ads 360: Step-by-step migration

This section will cover the step-by-step process for migrating to Google Analytics 4 conversions in Search Ads 360.

When Universal Analytics 360 turns down on July 1, 2024, Search Ads 360 campaigns using Universal Analytics conversion actions will drop in performance. Migrating bidding from Universal Analytics to Google Analytics 4 is imperative to avoid risking campaign performance impact.

Note: There is no direct audience export from UA360 to Search Ads 360 so audiences will not be covered in this section.

 Ensure all prerequisites have been completed before starting the migration process.


Before we get started, a few reminders

New Search Ads 360 Upgrade

Search Ads 360 is upgrading to a new experience. By early 2024, the [previous experience is expected to go away for all users](#). As a result, this guide with focus on the Google Analytics 4 conversion migration in the New Search Ads 360 experience only. For customers that remain on the previous experience, please see guidance below to upgrade to the new experience prior to migrating Google Analytics conversions.



Search Ads 360 customers should be upgraded to the new experience prior to migrating Google Analytics conversions. To upgrade to the New Search Ads 360 experience, reach out to your Search Ads 360 representative and utilize the resources below to familiarize yourself with the high-level steps to upgrade to the new SA360, and then complete your Google Analytics 4 conversion migration.

| | | |
|--|--|---|
| <p>01 Utilize the Experience Hub</p> | <p>The Experience Hub is your go-to for updates as you transition to the new Search Ads 360. This includes a checklist of tasks required to facilitate your upgrade, and information on feature availability in your account.</p> | <p>Experience Hub</p> |
| <p>02 Schedule your Search Ads 360 Upgrade</p> | <p>When we're ready to upgrade the bid strategies and budget management for your sub-manager account, a message will be displayed in the Experience hub. You'll be able to select an upgrade date and agree to the upgrade.</p> | <p>Upgrade bid strategies and budget management</p> |
| <p>03 Migrate from Universal Analytics to GA4 based conversions</p> | <p>Once the upgrade to New Search Ads 360 is complete, migrate bid strategies optimizing towards Universal Analytics 360 conversions to Google Analytics 4 conversions.</p> <div data-bbox="462 1234 1149 1318" style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p> Reminder: There are no Universal Analytics 360 audiences to migrate in Search Ads 360.</p> </div> | <p>Why audiences may not be populating</p> |



We recommend Search Ads 360 customers upgrade to the New Search Ads 360 experience as soon as possible.

Between February and April 2024, access to the [previous Search Ads 360 is expected to go away](#). Your bid strategies and budget management (now Performance Center) will only be available in the new Search Ads 360. You can continue to use the new Search Ads 360 to manage your campaigns.





Conversion migration in New SA360

Step-by-step conversion migration

Universal Analytics will turndown on July 1, 2024. Campaigns using Universal Analytics conversion actions will drop in performance. Migrating bidding from Universal Analytics to Google Analytics 4 conversions is imperative to avoid risking campaign performance impact. **We recommend completing your migration by March 2024 to ensure a smooth transition and allow enough time for data validation.**

Ensure all prerequisites have been completed before starting the conversion migration process.

01 Create conversions in Google Analytics 4

- Make sure you are aware of all the conversions you are currently tracking in Universal Analytics, how you use them in your campaigns and how they help your business.
- This will help you understand what events should be captured in GA4 and marked as conversions. Certain events are automatically collected in GA4, but others must be set up manually depending on how unique your conversion set-up is.
- Once you've ensured all desired events are tracked in GA4, mark events as conversions in the Google Analytics 4 UI. Enterprise customers can mark up to 50 events as conversions.

Note: In addition to the 30 events you can mark as conversions, Analytics marks the following events as conversions automatically:

- purchase (web and app)
- first_open (app only)
- in_app_purchase (app only)
- app_store_subscription_convert (app only)
- app_store_subscription_renew (app only)

02 Import conversions from Google Analytics 4 to New SA360 without impacting campaign performance

- Once you've [set up conversion events](#) in your Google Analytics 4 property, you can import the relevant conversion actions into Search Ads 360. [Review this article](#) for better understanding.
 1. To import a conversion from Google Analytics 4, go to your SA360 account. Via "Tools and Settings", navigate to "Conversions".
 2. Select "New conversion action", click "import" and select "Google Analytics 4 properties". Click "continue".
 3. Select each conversion event you want to import for reporting or optimization purposes, then click "import and continue".
 4. Before clicking "done", take note of any call-outs.



Note: For the time being, ensure that the Universal Analytics conversion actions in Search Ads 360 remain set to "primary" (Action optimization column = 'primary') and the new conversion action is set to "secondary" to prevent double-counting conversions.

This setting also gives you the opportunity to monitor Google Analytics 4 conversion volumes in Ads before moving bid optimization towards these conversions. Google Ads automatically marks Google Analytics 4 conversions as "secondary" when your Ads account already has goals from a Universal Analytics property.



It's recommended to collect data and monitor discrepancies for at least 15 days (plus conversion delay) before switching to bidding to GA4, time permitting.



Step-by-step conversion migration

03 Monitor conversion volume in Search Ads 360

- Let your Google Analytics 4 conversions run at least 15 days (plus conversion delay), so that they can collect sufficient data and so you have an understanding of conversion volumes.
- It's also important to ensure existing Universal Analytics conversions have a parity Google Analytics 4 conversion imported to Search Ads 360, so when bid strategies are updated your campaigns are optimizing towards the same conversion action.
- Conversion actions that measure similar events in Universal Analytics and GA4 are likely to show differences in conversion or conversion value volumes, both in Google Analytics and when imported in Search Ads 360. These differences can be expected due to fundamental differences between the products, technical implementation differences, and user-defined configuration settings.
- When encountering discrepancies, first review the most common drivers to ensure your conversion setups are aligned. Please [see here](#) for a deep dive, and the [Help Center](#) for a comprehensive list. Troubleshooting support should be consulted if a significant difference persists after reviewing the full list and aligning settings where possible.

Reasons for conversion differences in GA4 vs. UA

As mentioned above, there are a number of reasons why we might expect to see differences between conversion actions that measure similar events in Universal Analytics and Google Analytics 4. Differences can be seen when comparing numbers across Analytics platforms, and when comparing Universal Analytics and Google Analytics 4 conversion actions in Search Ads 360. At a high level, there are three main categories of conversion difference drivers:



Inherent differences between Universal Analytics and Google Analytics 4: Google Analytics 4 and Universal Analytics are fundamentally different products with different data models. Because of this, there are number of reasons why conversion counts will differ including factors like an event vs. hit based model, the introduction of conversion modeling in GA4, and more.



Differences in setup: Differences in the technical implementation of Universal Analytics and Google Analytics 4, including factors like tag site coverage for UA tags vs. GA4 tags, tag firing conditions, and differing ecommerce schemas can all result in conversion differences.



Differences in settings: There are a number of user and product defined settings in Universal Analytics, Google Analytics 4, and Search Ads 360 that can result in conversion differences. Examples include settings like conversion count, attribution model, lookback window, and more.

In the [Deep Dive](#) section we'll walk through the eight most common drivers of conversion differences spanning each of these categories. You can also find a comprehensive list [here](#) in the Help Center.



You can access troubleshooting support via the Google Analytics 4 UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.



Step-by-step conversion migration

04 Start to bid to Google Analytics 4 conversions in Search Ads 360

- **With the Google Analytics 4 & New Search Ads 360 integration, GA4 conversions are now available for use in both auction-time and intraday bid strategies.** Once you are ready to switch from bidding on Universal Analytics to bidding on Google Analytics 4 conversions, follow these steps:
 1. In Search Ads 360, navigate to “Tools & Settings > Conversions”.
 2. For each Universal Analytics conversion, individually change the setting in Search Ads 360 to “secondary”.
 3. Change the Google Analytics 4 conversion setting, to be used for bidding and optimizing campaigns, to “primary”.
 4. If you use individual conversion actions for reporting purposes but don't want to bid on them, leave them on “secondary”.
 5. Save your changes.
- If you work with custom goals that use Universal Analytics conversions, make sure to update them accordingly. Review this [help center article](#) for details.

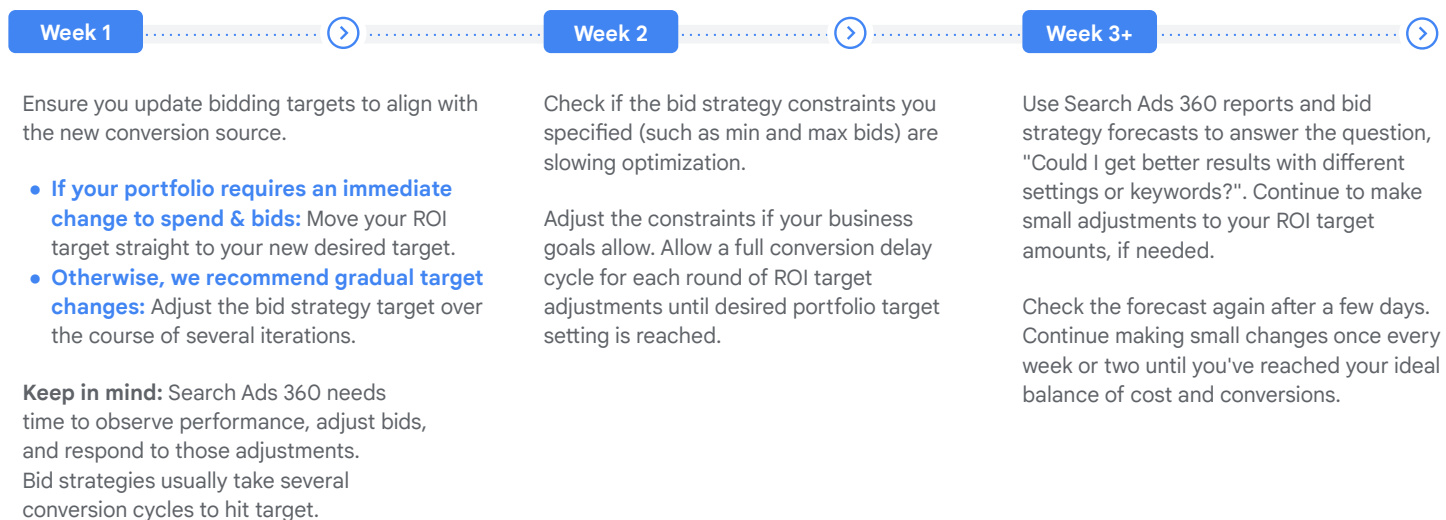
Switching your properties can cause short term fluctuations in campaign performance and campaign spend as bidding models adjust to the new conversion events. We've detailed some high-level best practices on navigating this change in the section below. Please reach out to your Search Ads 360 representative if you have any questions.



The conversion migration process is done!

Next Steps target setting and monitoring campaign performance

After you make a conversion change to your Search Ads 360 bid strategy, there may be initial performance fluctuations as the bidding systems optimize your bids. Although it's impossible to predict and fully prevent impact to campaign performance, minimizing discrepancies between similar Universal Analytics and Google Analytics 4 conversions can help minimize fluctuations. That said, even with minimal discrepancies, conversion credit can shift between campaigns, **so it's important to monitor your results closely and adjust settings as needed.**



Check out the [Help Center](#) for more information on monitoring bid strategy performance in Search Ads 360. Please reach out to your Search Ads 360 account team for guidance as you navigate bid strategy changes or troubleshooting support for further assistance.

04

Display & Video 360: Step-by-step migration

This section will cover the step-by-step process for migrating to Google Analytics 4 conversions and audiences in Display & Video 360.

When Universal Analytics 360 turns down on July 1, 2024, Display & Video campaigns using Universal Analytics conversion actions will drop in performance, and audiences will lose users until they stop serving. Migrating bidding and audiences from Universal Analytics to Google Analytics 4 is imperative to avoid risking campaign performance impact.

 Ensure all prerequisites have been completed before starting the migration process.

New DV360 bidding features with Google Analytics 4

GA4 Bidding in Display & Video 360

In Google Analytics 4, there are more ways to bid to your conversions in Display & Video 360.

With the introduction of the Google Analytics 4 & Campaign Manager 360 via Floodlight integration, you can now optimize towards GA4 conversions in your DV360 automated bid strategies. When migrating your DV360 bid strategies to Google Analytics 4 conversions, choose the right methodology for your business based on the functionalities listed below. If a combination of the two methodologies are right for your business, both can be employed at the same time to drive the desired results.



TIP: Reach out to your sales rep for new guidance detailing how to think about your performance and measurement platform usage.

| | Integration | Link Set-Up | Bid Strategy Support | Attribution* |
|-----------|--|--|---|--|
| 01 | Google Analytics 4 & Display & Video 360 | GA4 Property + DV360 Advertiser (direct linking) | <ul style="list-style-type: none"> • Custom Bidding via Goal Builder • Custom Bidding via Custom Script | <ul style="list-style-type: none"> • Google Analytics 4 Last-Click attribution (post click only) |
| 02 | Google Analytics 4 & Campaign Manager 360 via Floodlight | GA4 Property + Floodlight configuration (via CM360 or DV360) | <ul style="list-style-type: none"> • Automated Bidding • Custom Bidding via Custom Script | <ul style="list-style-type: none"> • Google Analytics 4 Last-Click attribution (post click only) • Floodlight attribution (post click and post view) |

*Google Analytics 4's DDA attribution model is not yet exported to any GMP integrations. For more details please reach out to your sales rep.



Conversion migration in Display & Video 360

Step-by-step conversion migration

Universal Analytics will turndown on July 1, 2024. Campaigns using Universal Analytics conversion actions will drop in performance. Migrating bidding from Universal Analytics to Google Analytics 4 conversions is imperative to avoid risking campaign performance impact. **We recommend completing your migration by March 2024 to ensure a smooth transition and allow enough time for data validation.**

Ensure all prerequisites have been completed before starting the conversion migration process.

01 Create conversions in Google Analytics 4

- Make sure you are aware of all the conversions you are currently tracking in Universal Analytics, how you use them in your campaigns and how they help your business.
- This will help you understand what events should be captured in GA4 and marked as conversions. Certain events are automatically collected in GA4, but others must be set up manually depending on how unique your conversion set-up is.
- Once you've ensured all desired events are tracked in GA4, mark events as conversions in the Google Analytics 4 UI. Enterprise customers can mark up to 50 events as conversions.

Note: In addition to the 30 events you can mark as conversions, Analytics marks the following events as conversions automatically:

- purchase (web and app)
- first_open (app only)
- in_app_purchase (app only)
- app_store_subscription_convert (app only)
- app_store_subscription_renew (app only)

02 Create new bid strategies with Google Analytics 4 conversions without impacting campaign performance

- Once you've [set up conversion events](#) in your Google Analytics 4 property, you can start building new bid strategies in DV360. Review [this article](#) for better understanding. There are three ways to build a bid strategy with GA4 conversions in DV360:
 1. **Goal Builder** - available for direct GA4-DV360 integration
 2. **Custom Script** - available for direct GA4-DV360 integration and GA4-CM360 integration via Floodlight
 3. **Automated bidding** - available for GA4-CM360 integration via Floodlight



Custom Bidding

Option 1 | Goal Builder (via the GA4 & DV360 integration)

1. Navigate to 'Custom Bidding' under the 'Resources' header.
2. Next, choose 'New algorithm' and enter a name for the algorithm.
3. Under 'Algorithm Source', choose 'Goal Builder'
4. Under 'Algorithm definition', select 'Add goal' under Goals header
5. Under 'Conversion Type', choose 'Google Analytics Conversions'
6. Next, select the Google Analytics 4 conversions that you wish and hit 'Apply'
7. Finally, assign proper weights to the Google Analytics 4 conversions and hit 'Save'



Option 2 | Custom script (via the GA4 & DV360 and GA4 & CM360 via Floodlight integrations)

1. Navigate to 'Custom Bidding' under the 'Resources' header.
2. Next, choose 'New algorithm' and enter a name for the algorithm.
3. Under 'Algorithm Source', choose 'Custom Script'
4. Select the 'Advertiser'
5. Write your custom script in the UI editor.
 - a. If using GA4 & DV360 integration use the GA4 conversion name.
 - b. If using GA4 & CM360 via Floodlight integrations use the GA4 floodlight name.



Pro tip: Your script can be the same as your UA goals script, simply replace UA goal names with equivalent GA4 conversions in the new script



Automated Bidding

Option 3 | Automated bidding (via the GA4 & CM360 integration via Floodlight)

1. When setting up or editing line items, under conversions select the 'Edit' icon
2. Select 'Google Analytics Conversions' under conversions type selector
3. Select GA4 conversions
4. Under Conversion counting select the conversion counting method. Some considerations:
 - a. Select "Floodlight Attribution model" if CM360 or DV360 uses FL attribution model and you want to include View-through Conversions (VTCs) and Click-through Conversions (CTCs)
 - b. Select 'Google Analytics' model if you want to optimize bid towards Click-through Conversions (CTCs) only

Step-by-step conversion migration

03 Monitor conversion volumes & bid strategies in Display & Video 360

- It's important to ensure existing Universal Analytics conversions have a parity Google Analytics 4 conversion imported to Display & Video 360, so when bid strategies are updated your campaigns are optimizing towards the same conversion action.
- Conversion actions that measure similar events in Universal Analytics and GA4 are likely to show differences in conversion or conversion value volumes, both in Google Analytics and when imported in Display & Video 360. These differences can be expected due to fundamental differences between the products, technical implementation differences, and user-defined configuration settings.
- When encountering discrepancies, first review the most common drivers to ensure your conversion setups are aligned. Please see here for a deep dive, and the Help Center for a comprehensive list. Troubleshooting support should be consulted if a significant difference persists after reviewing the full list and aligning settings where possible.

Reasons for conversion differences in GA4 vs. UA

As mentioned above, there are a number of reasons why we might expect to see differences between conversion actions that measure similar events in Universal Analytics and Google Analytics 4. Differences can be seen when comparing numbers across Analytics platforms, and when comparing Universal Analytics and Google Analytics 4 conversion actions in Display & Video 360. At a high level, there are three main categories of conversion difference drivers:



Inherent differences between Universal Analytics and Google Analytics 4: Google Analytics 4 and Universal Analytics are fundamentally different products with different data models. Because of this, there are number of reasons why conversion counts will differ including factors like an event vs. hit based model, the introduction of conversion modeling in GA4, and more.



Differences in setup: Differences in the technical implementation of Universal Analytics and Google Analytics 4, including factors like tag site coverage for UA tags vs. GA4 tags, tag firing conditions, and differing ecommerce schemas can all result in conversion differences.



Differences in settings: There are a number of user and product defined settings in Universal Analytics, Google Analytics 4, and Display & Video 360 that can result in conversion differences. Examples include settings like conversion count, attribution model, lookback window, and more.

In the [Deep Dive](#) section we'll walk through the eight most common drivers of conversion differences spanning each of these categories. You can also find a comprehensive list [here](#) in the Help Center.



You can access troubleshooting support via the Google Analytics 4 UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.

Step-by-step conversion migration



Monitor Display & Video 360 bidding algorithm volumes before applying to campaigns



Custom Bidding

- You may have to wait several days before you can use custom bidding to meet the data requirements to train a bidding model. Your custom bidding algorithm needs to meet the minimum data requirements to train before it's ready to serve. Assigning an untrained algorithm to a live campaign will cause your line item to stop spending.



Custom Bidding Scripts

- At least 10,000 scored impressions and between 100-500 positively scored impressions for an advertiser.
- At least 50 positively scored impressions for an individual line item.
- Individual impression values must be greater than zero, and in the range of 0.000001 and 1,000,000.
- Google Analytics goals require clicks. Make sure there's enough data to generate a model.



Custom Bidding Goals

- Between 100 - 500 positively scored impressions for an advertiser.
- At least 50 positively scored impressions for an individual line item.

- Your algorithm may take 1–3 days to train after you have saved a script that meets the data requirements. **Once your model is ready, you will see “Yes” next to “Is the model ready?”** in the model's Summary tab.
- As a result, wait until your GA4 custom bidding algorithm is **ready** before switching out the previous UA based custom bidding algorithms.



Automated Bidding

- Display & Video 360s algorithms require data at both the advertiser and line item level to learn and calculate the right bid. Greater than 2,000 conversions at the advertiser level, and 100 conversions at the bid strategy level are required to go out of learning mode.
- Display & Video 360 conversion algorithms are more likely to perform at your goal when more data is available. Keep this in mind when monitoring GA4 conversion volumes in DV360.

Step-by-step conversion migration

04 Start to bid to Google Analytics 4 conversions in Display and Video 360

- Once you are ready to switch from bidding on Universal Analytics to bidding on Google Analytics 4 conversions, follow these steps:

Option 1 | Bidding to GA4 conversions via automated bidding

- Navigate to ‘Bid Strategy’ under ‘Line Item Details’ or ‘Optimization’ under ‘Insertion Order Details’ depending on where GA4 conversions need to be applied
- Select ‘Automated Bidding’
- Select the script created with GA4 conversions

Option 2 | Bidding to GA4 conversions via custom bidding

- Navigate to ‘Bid Strategy’ under ‘Line Item Details’ or ‘Optimization’ under ‘Insertion Order Details’ depending on where GA4 conversions need to be applied
 - Click ‘Select Algorithm’
 - Choose the algorithm that was created with GA4 conversions
- Save your changes.

Switching your properties can cause short term fluctuations in campaign performance and campaign spend as Google bidding models adjust to the new conversion events. [This article](#) helps you to understand some of those performance fluctuations and review ways to mitigate fluctuations. We’ve also detailed some best practices by bid strategy type in the section below.



The conversion migration process is done!

Next Steps to monitor campaign performance

Migrating Display & Video 360 bidding from Universal Analytics conversions to Google Analytics 4 conversions may impact campaign performance. Although it's impossible to predict and fully prevent impact to campaign performance, minimizing discrepancies between similar Universal Analytics and Google Analytics 4 conversions can help minimize fluctuations. **It's important to monitor your results closely.**

See below for guidance on how to monitor your campaign performance by bid strategy type



Custom Bidding

- Ensuring your GA4 based bid strategy is fully trained and the model is ready before switching it out for the Universal Analytics based bid strategy is the most important steps to avoiding campaign performance fluctuations
- In addition, we generally recommend ignoring performance for the first week of running Custom Bidding. This is the training period for the bidding algorithm. If you are making changes to the campaign in-flight, it may take even longer to stabilize.
- Day-to-day fluctuations can be expected for a number of reasons. This is especially true if your campaign has very few conversions. In general, we recommend looking at aggregate performance over a period of at least 3 weeks.
- If the training period is complete, and when comparing aggregate performance you still see abnormal campaign performance fluctuation, please reach out to the Display & Video 360 support team via the DV360 UI



Automated Bidding

- As mentioned earlier in this section, automated bid strategies require sufficient data to go out of learning mode. It can take the bidding algorithm up to 4 weeks to learn and calibrate. We recommend waiting until the algorithm is out of learning mode to judge performance.
- Any change to the addressable inventory of the LI or CTR/CVR will create volatility in the algorithms, so avoid making changes especially during the learning period.
- We recommend that you evaluate your campaign's overall performance to minimize statistical noise. Don't focus too narrowly on individual IOs or short time periods (such as performance on a specific day), especially if you set a target at the campaign level.
- If you are experiencing performance fluctuations at the campaign level even after the learning period is complete, utilize the troubleshooting steps documented [here](#) to help combat performance or pacing issues. Otherwise, please reach out to the Display & Video 360 support team via the DV360 UI.




Audience migration in Display & Video 360

Step-by-step audience migration

Universal Analytics audiences will stop populating when Universal Analytics turndown on July 1, 2024.

Display and Video 360 campaigns that are highly reliant on Universal Analytics audience segments will stop serving. Migrating to Google Analytics 4 will give you time to build historical audience data in Google Analytics 4 and avoid the risking campaign performance. **We recommend completing your migration by March 2024 to ensure a smooth transition and allow enough time for data validation.**

 Ensure all prerequisites have been completed before starting the conversion migration process.

01 Create audiences in Google Analytics 4

- To migrate audiences, manually recreate the audiences in your Google Analytics 4 property. Custom dimensions in your Universal Analytics property may need to be re-created in Google Analytics 4.
- There are three ways to build new audiences in Google Analytics 4:



Create a Custom audience

Create a custom audience by setting conditions based on the dimension, metric, and event data you collect from a property. The best option to recreate complex Universal Analytics audience definitions in Google Analytics 4



Use a template

Audience templates are partially configured audiences that already identify a set of dimensions and/or metrics that form the basis of widely applicable audiences for app- and web-based businesses. (Ex. a Demographics based audience template)



Use a suggested audience

Analytics also provides a number of fully configured audiences that you can use as is or modify if necessary. These suggested audiences are based on the categories you specify for your apps in the Apple and Play stores and on the industry category you specify when you configure a property. (Ex. Recently active users, [Predictive audiences](#))

- After an audience is created, it accumulates users who meet the conditions from that point onward.
- When you create a new audience, it can take 24-48 hours for the audience to accumulate new users (even after initial audience creation).

02 Ensure audiences are imported into linked Display and Video 360 accounts

- As long as Ads Personalization is enabled at the link level setting, audiences will be automatically imported into DV360 from Google Analytics 4
- Enterprise customers can create and export up to 400 audiences
- Once imported into DV360, Google Analytics 4 audiences can be found in under 'Audience' → All Audiences → Apply Source = 'Google Analytics 4'



Step-by-step audience migration

03 Wait for Google Analytics 4 audiences to populate and monitor size

- It can take up to 24-48 hours for Google Analytics 4 audience segments to begin populating in DV360.
- Google Analytics 4 audiences exported to Display Video 360 are prepopulated with up to 30 days of data when that data is available
- Google Analytics 4 powered audience segments in Display Video 360 are not expected to match the same audience list size represented in the Google Analytics 4 UI due to inherent technical differences between the platforms. See below for more details.



In the Google Analytics 4 UI, the audience list size represents the number of users that meet the audience criteria based on **first party cookies**. In Display Video 360, Google Analytics 4 audience segment list sizes are only reflective of the targetable portion of this group - the number of users that meet the audience criteria based on third party cookies. This means the list size as reflected in the Google Analytics 4 UI is often larger than the list size reflected in the Display Video 360 UI. User consent, account settings, and advertiser account-level personalized advertising settings all play a role in the availability of third party cookies for remarketing purposes.



You can access troubleshooting support via the Display Video 360 UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.

04 Add Google Analytics 4 audiences to campaigns

- Before getting started, note that Universal Analytics audiences do not have to be removed from campaigns and it's recommended to keep both audiences on the campaign. We automatically deduplicate users between Universal Analytics and Google Analytics 4 audience lists
- There are three ways to add Google Analytics 4 audiences to Display Video 360 campaigns:



Apply audiences at Campaign, LI or IO level

To apply audiences navigate to the Campaign, IO or LI and add GA4 audiences in the 'Targeting' setting



Use GA4 audiences as seed audiences

To use GA4 audiences as seed audiences navigate to 'Audience Profile' under 'Audiences' and analyze additional audience that can be combined with GA4 audiences



Combine GA4 audiences with other DV360 audiences

To combine GA4 audiences with other Display Video 360 audiences navigate to 'Combined audiences' and add GA4 audiences



Steps to apply audiences at Campaign, LI or IO level:

1. Select the Campaign or LI or IO
2. Click 'Add Targeting' and select the GA4 audiences
3. Hit 'Apply' and save all changes



**Steps to apply GA4 audiences as seed audiences:**

1. Navigate to 'Analysis' under 'Audience' tab and click 'Audience Profile'
2. 'Click Seed Audience' and select the GA4 audience
3. Analyze the GA4 audience or add other audiences to combine with GA4 audiences with and grow audiences (instructions on combining audiences listed below)

**Steps to apply GA4 audiences as 'Combined Audiences':**

1. Navigate to 'All Audiences' and click 'Combined'
2. Select the Combined audience that you want to edit or click 'New Combined Audience' to create a new combined audience
3. Within the Audience editor page, add GA4 audience using the 'OR' qualifier

**The audience migration process is done!**


05

Deep dive: Understand differences between UA and GA4

Deep Dive:






UA, GA4 and Google Ads conversion data

Data differences between conversions imported from Universal Analytics and Google Analytics 4 are expected to occur. These can come from inherent differences between the platforms, setup, and settings differences. To minimize discrepancies, it's recommended to ensure that all settings and implementation steps are aligned where possible between Universal Analytics and Google Analytics 4.

 Below, we'll deep dive the eight most common drivers behind conversion differences, focusing on those driven by set-up/setting differences in Google Analytics, and those driven by set-up/setting differences in Google Ads. For a comprehensive list, please see the Help Center guide [here](#).




Google Analytics

The top drivers of differences between Universal Analytics and Google Analytics 4 conversions based on set-up or setting choices made in Google Analytics.

-  **Conversion Counting** - Universal Analytics counts one goal conversion per session, while Google Analytics 4 often counts one conversion per event. For example, when a user completes a goal 5 times in a single session, UA will show one conversion and GA4 will usually show 5. Please note, once per event is the default counting method for most conversions, except those created in an automatically created GA4 property or using the Setup Assistant goals migration tool. The default settings can cause a higher conversion count in GA4. To align GA4 counting to UA goals counting, make sure the [GA4 conversion counting method](#) is set to Once per session.
-  **Site coverage** - If the Google Analytics 4 tag is implemented across a different set of pages within a website than the Universal Analytics tag, it's likely to have an impact on conversion measurement and attribution. We recommend relying on a standardized method of implementation to make sure tags are implemented sitewide (e.g. the Google Tag, or Google Tag Manager). Also consider settings you may have configured in the past, such as cross-domain tracking.
-  **Implementation errors** - An incorrectly implemented tag can lead to data collection issues (partial or no data collection). If so, you'll see discrepancies when comparing your conversion data to Universal Analytics. We recommend relying on standardized implementation methods outlined on the [Developers page](#).
-  **Filters** - Universal Analytics filters work very differently from [Google Analytics 4 filters](#). In UA it was common for filters to significantly alter the data inside a UA property (e.g. 'only show data from France') whereas GA4 has a small set of data filters geared at excluding internal and developer traffic. If UA filters reduce reported traffic, this can result in GA4 showing higher amounts of traffic.
-  **Referral Exclusions** - If referral exclusions are not set up accordingly in GA4, the credit attributed to Google Ads is likely to differ (for example, exclusions for payment providers like PayPal are often made in UA). If referrers were excluded in UA but not in GA4, GA4 conversions can be misattributed, resulting in fewer conversions attributed to the Google Paid channel when compared to UA. Referral exclusions affect the amount of conversion credit that is exported to Google Ads, so we recommend aligning these exclusions across UA and GA4. See [this](#) article for UA and [this](#) article for GA4.

Google Ads

The top drivers of differences between Universal Analytics and Google Analytics 4 conversions based on set-up or setting choices made in Google Ads.

-  **Conversion window (fka Lookback Window)** - Conversion window settings in Google Ads define how long after an Ads touch point we can attribute conversion credit to that touch point. Often this setting is set to a value of choice, e.g. 90 days. A difference in settings can mean a touch point gets attributed to a UA conversion action in Ads while it doesn't to a GA4 conversion action, or vice versa. Align the lookback window settings in Ads for both the UA and GA4 conversion actions, inline with the setting used in the GA4 property settings in Google Analytics.
-  **Attribution model settings** - Attribution models affect how credit is distributed across touchpoints in a conversion path. Differences in attribution model settings in Google Ads between the UA and GA4 conversion action can result in different credit allocations across campaigns in a Google Ads account or manager account (MCC). Make sure that the attribution model selected for GA4 and UA conversion actions in Google Ads is same.
-  **Reporting methodologies in Google Ads** - In Google Ads, to show which ad drove a conversion, conversions are reported based on interaction time reporting. In Google Analytics, conversions are reported differently, using conversion time reporting. For example, if a conversion that took place on May 10th, it can be attributed to an ad click on May 5th. Google Analytics generally reports this conversion on May 10th, while Google Ads will report this conversion on May 5th. This effect applies both to UA and to GA4 imported events in Google Ads, although differences in settings (like attribution model or lookback window) between conversion actions can amplify it. If you align settings across conversion actions imported into Google Ads, you minimize the effects of reporting methodologies.



If after aligning all settings where possible you are still seeing a significant conversion discrepancy, please reach out to our troubleshooting supports teams for further investigation.



You can access troubleshooting support via the Google Analytics 4 UI by going to Help > Contact Us, or via the [Help Center](#). Please share the case ID provided by the support team to your dedicated account manager.

Appendix



Setup Assistant Resources

A reminder that a tool-assisted migration approach does not fully prevent Ads campaign performance fluctuations.

[GA4] Configure your GA4 property using Setup Assistant: The Setup Assistant tool employs a series of migration tools to help you complete your Google Analytics 4 migration.

[UA→GA4] Goals migration tool: The goals migration tool allows you to quickly recreate eligible goals from your connected Universal Analytics property as conversion events in your Google Analytics 4 property.

[UA→GA4] Recreate Universal Analytics audiences: Use the [GA4 Migrator for Google Analytics](#) Google Sheets add-on to recreate audiences from a Universal Analytics property in a Google Analytics 4 property. Note: You can recreate audiences that are based on dimensions and metrics that are available in both Universal Analytics and Google Analytics 4. If an audience is not available for recreation, you can recreate it in Google Analytics 4 using similar dimensions and metrics.

