The Journey to GA4 Timeline

After placing your GA4 migration service order, the DDM team will complete the following services within 20 business days.

Days 1 - 8:
- GA4 account setup
  - New GA4 account setup or review of existing GA4 account to validate accuracy
  - Grant full administrative access for up to 5 members of your team
  - Set up IP address filtering for up to 20 IP addresses
- GTM event tracking setup
  - Event testing for existing events
  - UA events are paused
- Export UA data
  - Up to 10 years of historical data is exported and shared via an Excel or PDF download
- UA data visualization
  - Receive access to your Looker Studio report
  - Grant report edit access for up to 5 members of your team

Days 8 - 20:
- One-hour virtual review call
  - Get strategic direction from the DDM team including learning how to utilize your Looker Studio report and GA4 data