

GA4 - The New Google Analytics

Google Analytics is changing. Will you be ready in time? Big changes are happening in the world of tracking website data. From 1 July 2023, Universal Analytics becomes GA4 and will stop monitoring your website activity.

It is essential to get GA4 set up in advance, so you don't have any gaps when you are reporting on your activity. Our GA4 training sessions for marketing teams will help you plan and set up GA4 on your business website.

From B2B to e-commerce, this GA4 training will get you ready for the big change and ensure that the activity on your website is being tracked in the right way.

Learning Outcomes

- Develop a clear understanding of GA4 and its capabilities.
- Find out why GA4 is so important, and why you need it for your business.
- Enjoy hands-on training with an expert who can answer all your questions
- Gain the practical skills needed to use GA4 in real situations and scenarios.
- Discover how to plan and what to track so your team can get off to a flying start!

Course Details

Course duration	3 hours
Max delegates	12

For prices and dates please get in touch:

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www.cambridgenetwork.co.uk/learning