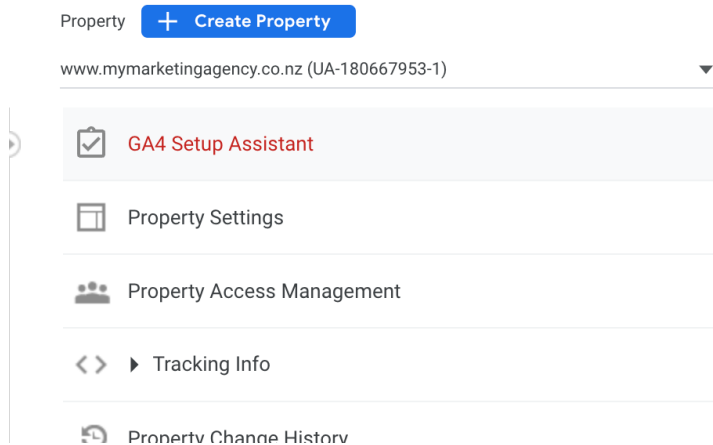
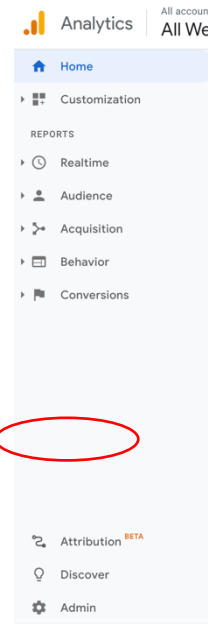
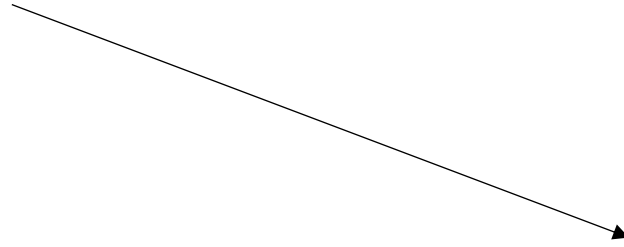




Switching From Universal Analytics to GA4 – Shopify Sites

1. Log in to your Google Analytics account and navigate to the "Admin" section.



2. In the "Property" column, select the website for which you want to upgrade to G4A. Follow the prompts to set up a new GA4 property.



Switching From Universal Analytics to GA4 – Shopify Sites

- From here you will see a series of prompts, depending on your device, and how many times Google has reminded you...

Google Analytics 4 Property Setup Assistant Not Connected

You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google Analytics 4 property below. [Learn more about GA4](#)

This Universal Analytics property remains unchanged and continues to collect data.

I want to create a new Google Analytics 4 property
We'll create a new Google Analytics 4 property based on this Universal Analytics property.
[Get Started](#)

I want to connect to an existing Google Analytics 4 property
Connect an existing Google Analytics 4 property to take advantage of future tools to help complete your configuration. You'll be responsible for tagging your site.
Select an existing Google Analytics 4 property

Create a new Google Analytics 4 property

This setup assistant will:

- **Create a GA4 property** This will keep your original Universal Analytics property unchanged.
- **Copy basic settings from your UA property.** You can then configure additional settings in your GA4 property as needed.

This setup assistant can also:

Enable data collection using existing analytics.js and gtag.js tags.

⚠️ We can't migrate your tag customizations, though, so consider [how this affects your data collection](#).

No, thanks [Create and continue](#)

This property will stop processing data starting 1 July 2023

To continue collecting data, go to Setup Assistant to migrate your property to Google Analytics 4. Otherwise, one may be created for you based on your current settings.

Days: 54 Hours: 03 Minutes: 58 Seconds: 46

[No, thanks](#) [Go to Setup Assistant](#)

You may have clicked a link inside an email which will set up your GA4 account – it won't however change your data stream.

Before you set up your data, your dashboard will have the screen shot below.

Data collection

Collect website and app data [Learn more](#) Not Started >

Collect event data by adding the Google tag to your web pages. [Learn more](#)

Once you have completed the set up it will look like this:

Data collection

Collect website and app data [Learn more](#) DATA FLOWING >

Collect event data by adding the Google tag to your web pages. [Learn more](#)



Switching From Universal Analytics to GA4 – Shopify Sites

To get your data flowing:

4. Make sure your measurement ID is set up by checking you can see this on your dashboard.

Stream details ✎			
STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID 📄
Bake Me	https://bakemebbox.co.nz	5169302644	G-MC8HBSQG0D

Events

5. Log in to your Shopify account and navigate to the "Online Store" section.

The screenshot shows the Shopify admin interface. The top navigation bar includes the Shopify logo, a search bar, and the user's name 'Rosie Gr.'. The left sidebar contains a menu with 'Online Store' selected, and 'Themes' highlighted. The main content area displays the 'Themes' section, featuring a 'View your store' link and performance metrics for the last 7 days: Sessions by device type (Desktop: 31, Mobile: 43, Tablet: 0) and a Speed score of 54. A preview of the 'Dawn' theme is shown, with a 'Customize' button and a note that 'Dawn version 9.0.0 available'.

6. Click on "Preferences" and scroll down to the "Google Analytics" section.
7. Follow the prompts to complete G4A set up – Google Analytics Account connection required.

Once that has been done you will be able to select a google analytics profile to connect to – select the GA4 one for the business.

8. Save your changes.