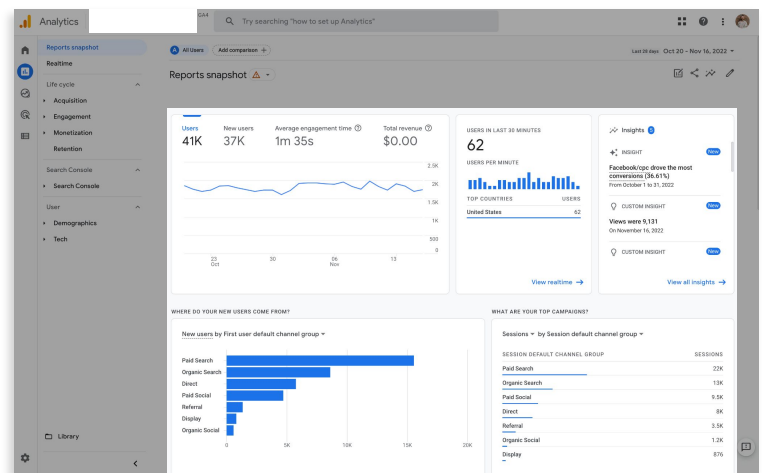# GOOGLE ANALYTICS 4
Reference Guide

WHAT IS GOOGLE ANALYTICS 4?

Google Analytics 4 (GA4) is a complete overhaul of the current version of Google Analytics, which is referred to as Universal Analytics. GA4 is built to measure the way the world consumes information on the Internet today relying on machine learning and statistical modeling, and be a more flexible platform that adapts to whatever the future holds.

GA4 isn't just an updated version of UA, but is a completely new system. Learn more about the key differences below.

HOW IS GA4 DIFFERENT FROM UA?

Universal Analytics, or UA, is the current version of Google Analytics, which has been in place since 2012. UA will sunset in July. In order to best prepare, we are in the process of transitioning to GA4.

GA4 isn't just an new update of the Google Analytics experience you've been using to collect and organize data – it is a completely new system. While different from what you've been used to — ultimately gives you more flexibility to measure user experience and marketing performance data across your website.

UA
Account
  Property
    View

Roll-up Property

GA4
Account
  Property

Roll-up Property