# What Is A Key Event?

On March 21st 2024, Google announced a change that you'll soon start seeing on all GA4 Properties. What we know as a 'Conversion' will soon be referred to as a 'Key Event'. The appearance of Key Events has been random thus far, although some GA4 Properties are already beginning to have them listed anywhere the Conversion previously resided, as shown below:
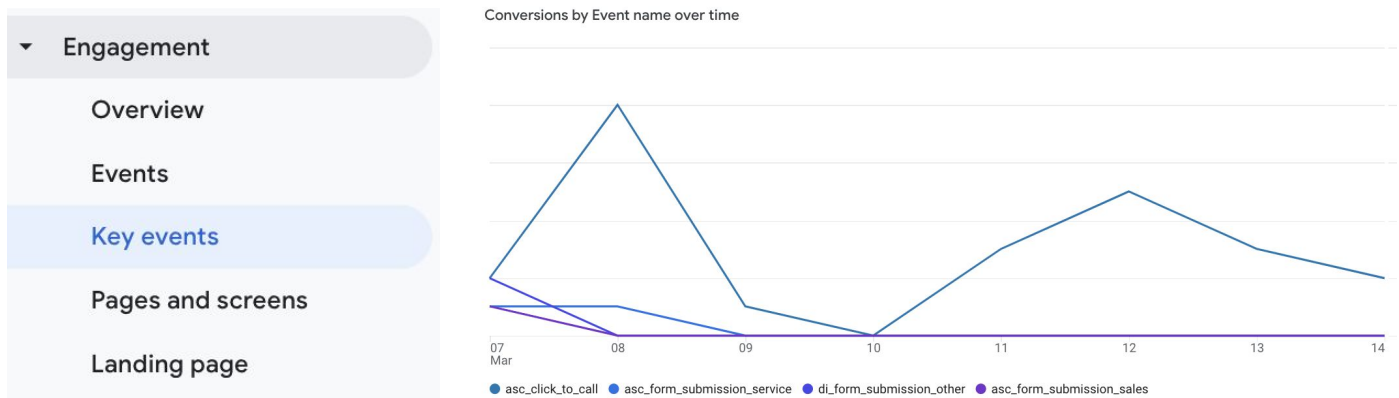

Why did Google change Conversions to Key Events?

Google made the distinction between Conversions and Key Events so that a 'Conversion' can serve as a metric that aligns with the 'Conversions' metric in Google Ads. The change eliminates the variance between GA4 and Google Ads Conversions, resulting in a more unified marketing strategy.

How will my account be impacted?

If your GA4 Property is not linked to a Google Ads account, the only change you will note will be the terminology: **'Conversions'** → **' Key Events'**.

On the other hand, a GA4 Property linked to a Google Ads account will be able to report on the new 'Conversions' metric within the 'Advertising' section within GA4:
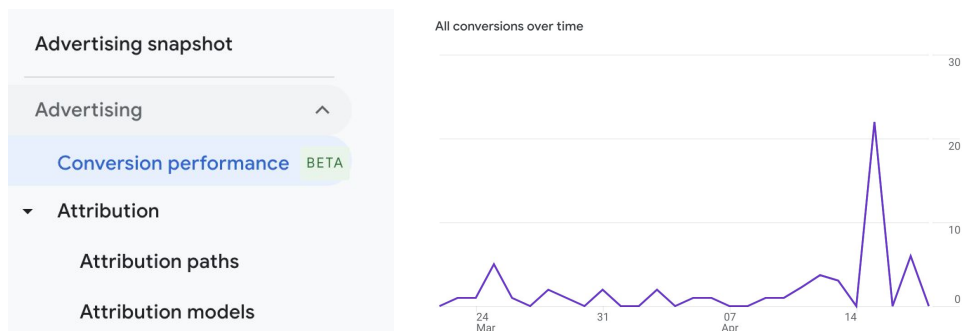
What else should I know about Key Events in GA4?

- Custom Events or standard Google Events can be a marked as a 'Key Event' (previously 'Conversion Event')
- Custom Events or standard Google Events can be marked as a 'Conversion' in Google Ads
- Once an event becomes a 'Google Ads Conversion', it also gets marked as a 'Key Event'
- Conversion Reporting should now be more accurately reflected between GA4 and Google Ads
- If you're not using Google Ads, the only thing that changes within your GA4 Property is the name from Conversion → Key Event
- For more information, feel free to review the official resource regarding the change: [GA4] Conversions vs. key events