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- changing (1:59)
- Universal Analytics (GA3) will stop collecting data on July 1st, 2023**
- Sandbox website
- Need a 1 on 1 call?
- Notice anything wrong?
- Referral program
- Changelog

Module 1: Refresher. Overview of GTM

- What is GTM, tags, triggers, and variables (9:29)
- Auto-event tracking (20:59)
- Data Layer (8:50)

Module 2: Diving deeper into the Data Layer

- Data types in JavaScript (12:33)
- Reading data from the Data Layer (11:49)
- Data Layer essentials (21:21)

Universal Analytics (GA3) will stop collecting data on July 1st, 2023

The lessons in this course were recorded before Google Announced that Universal Analytics will be eventually shut down. In some lessons of the course, I might have recommended using Universal Analytics and GA4 in parallel.

The new recommendation:

- If you already had Universal Analytics, then install GA4 in parallel
- If you are working on a new project, don't install both GA versions. Select only GA4 (or maybe some other alternative you found)

Discussion

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paolaribeir

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3 comments



Zhang Jie 19 days ago

Hi Julius,

We have UA running in parallel with GA4. The new GA4 property is connected to the old UA property which will retire. The UA receives data via GTM pageview tag with its tracking ID (UA-1159xxxx-x). It seems that the GA4 receives data from its connection with UA. There's no measurement ID or stream ID exist in GA4's GTM container.

Will the GA4 stop receiving data after its corresponding UA retire?

Thanks,
Jie



Julius Fedorovicius 19 days ago

I don't know that. But I would recommend to eventually disconnect GA4 from that existing UA property and instead having them as two separate entities.

Instructor



Julius Fedorovicius 2 months ago

Got questions? Feel free to ask

Instructor