

≡ 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 eventually be 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 have 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)

This deadline applies to the free users of Universal Analytics. GA3 for paying customers will stop work