Heap

Making the Move From Google Analytics

Why Make the Switch?

Thinking of moving to GA4? Hold that thought! Google might be stepping up its analytics game, but it's still plagued with the old problems: missing data and shallow insights. Before you dive into the hassle of retagging your site for GA4, see out how easy it is to migrate off GA to Heap, and supercharge your data without the slowdown.

Step-by-Step Migration Plan

Time expected: less than a day!

Step 1: Install the Heap snippet

Installation is a breeze. Sign up for an account and drop the Heap tracking code into the header of your website, and you're good to go. Heap's Smart Capture technology will start auto-capturing events immediately.

Step 2: Enrich data with APIs

To build a complete 360 degree behavioral view our customers enrich their user profile via APIs to capture specific server-side conversions and user interactions from your mobile apps.

Step 3: Set up events

Heap's user-friendly UI makes it easy to label the key events to track your business KPIs. Visual labeling lets even non-technical users create events.

Out-of-the-box labeling frameworks (ex. Homepage – Click – Sign Up button) allows you to quickly replicate the events you had tagged in GA.

All events can be created with designated naming conventions and validation, which build in a governance structure from the beginning.

Define Click Event

272 clicks in the past week
1 matching element on this page

Definition

Edit Definition
Select elements to broaden or narrow your definition.
SHOW MORE

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Step-by-Step Migration Plan (continued)

Step 4: Use our pre-built dashboards

Because data starts flowing in the minute you add the Heap snippet you can start analyzing user behavior immediately.

Heap's pre-built dashboards include:

- **Acquisition:** Acquisition dashboards give you an in-depth understanding of your acquisition drivers. Heap's advanced data science digs through your data to automatically spotlight key insights, even from events you haven't been tracking.

- **Activation:** With Heap, you not only spot where users are dropping off in your application funnel, but also get a list of those exact users for targeted follow-up. Dive deep into user journeys to pinpoint roadblocks that keep people from completing sign-up.

- **Conversion Rate Optimization**: Detailed funnel analysis helps you identify exactly where users are dropping off. Journeys shows every path users take on the way to conversion, and the relative conversion rates for each. Use this information to create custom segments for targeted outreach, empowering your marketing and sales teams.
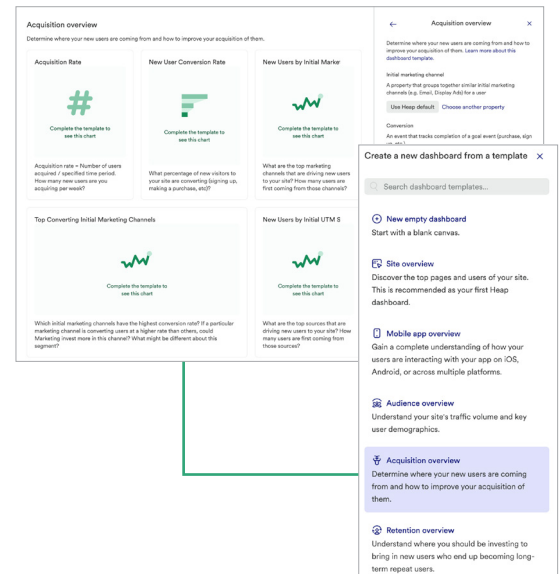
Step 5: Say farewell to GA

GA had a good run, but with limited insights, data thresholding, manual tagging, no qualitative tools (like Session Replay and Heatmaps), poor data governance, zero automated insights, and difficult implementation, it's just not worth it anymore. Time to embrace a better, easier future.

Conclusion: The Future is Heap

Heap is not just another analytics tool. it's an analytical powerhouse designed to give you complete, easy-to-access insights. Whether you're looking to optimize your website, discover untapped revenue streams, or coordinate better across teams, Heap is the way to go. Make the switch today and empower your business with actionable insights for a smarter tomorrow.

To learn more visit heap.io

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