Tenrec

Your Website, Only Better

Legacy Website Traffic Data and the Move to GA4

JULY 01

On July 1, 2024 your old Google's Universal Analytics traffic reports and visitor data will be lost when Google closes down that system.

What's happening?

Google's Universal Analytics (UA) product will reach "end of life" in July, 2024 when Google completes the transition to its new analytics platform: GA4.

Why this matters to you

If your business has been using Google Analytics to follow traffic patterns, user behavior, content views or other kinds of website performance metrics, it's likely that you have years, if not decades, of data stored in this system. These data tell the story of your website and digital marketing efforts over that period of time. Maintaining access to those data means you'll have the ability to look back across the lifespan of your website and digital marketing programs to glean insights and source comparison data.

What if you don't look at our website traffic reports now?

We recognize that not every business looks closely at their monthly website traffic reports and that some businesses never look at them. And if you're in that group, you'll probably never miss it once Universal Analytics is gone. But if yours is a business that likes to use data to make decisions and where past performance shapes future plans, consider having Tenrec archive your historical website traffic reports.

How to get started...

Review this brochure. Think about how many years of data you'd like to archive. And drop us an email at info@tenrec.com

Tenrec   info@tenrec.com | tenrec.com | 888-983-6732

What you'll get

Our base package includes the setup and hosting of an archive containing 10 essential Universal Analytics reports populated with up to 20 years of historical data. These reports are fully interactive and will allow you to select and filter the data just as you do on Google's platform. All we need to get started is access to your current Universal Analytics profile.

The 10 essential reports we archive include:

- **Site Visits**
- **Unique Visits**
- **Pageviews**
- **Pages per Visit**
- **Bounce Rate**
- **Visit Duration**
- **Channels** (search referral, direct)
- **Top Sources**
- **Top Pages**
- **Top Landing Pages**

Additionally, you can ask us to archive other Universal Analytics reports for a small fee per report. This includes:

- **Custom Reports**
- **Mobile vs. Desktop**
- **Site Search Terms**
- **Top pages by type**
- **Social Visit Breakdown**
- **Engagement by source**
- **Geo Reports**
- **New vs Returning**
- **Events**
  (e.g. PDF downloads, vCard downloads, etc.)

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Pricing

The cost for this service varies depending on how many years of data will be archived and whether you need additional reports or just the 10 that come with the base package. Please see the chart below.

	3 Years of Data		5 Years of Data		10 Years of Data		20 Years of Data	
Base Package	Setup	$400	Setup	$500	Setup	$750	Setup	$1,250
	Hosting	$250/yr	Hosting	$250/yr	Hosting	$250/yr	Hosting	$250/yr
Additional Reports	Setup	$50/ea	Setup	$75/ea	Setup	$100/ea	Setup	$200/ea
	Hosting	+$20/yr	Hosting	+$20/yr	Hosting	+$20/yr	Hosting	+$20/yr

What you can expect...

Seamless Data Export
The migration process will be seamless to you. Your historical UA data and reports will be moved with no disruption to your live website.

Secure Hosting
Your legacy web traffic reports will be hosted on a secure server and only available to you and your team.

Easy-to-Use and Share
Your archived reports will have the same functions and interactive tools as you had with Google's UA system.

Future-Proof
After Google sunsets Universal Analytics, your legacy website traffic reports will remain available for as long as your organization needs them.

Portable
The reports we produce are portable. If any time you decide to move the reports elsewhere, that can easily be accommodated.

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Contact us to get started

Visit
tenrec.com/ready-for-the-google-universal-analytics-transition

Email us at info@tenrec.com

Call us at 1-800-983-6732