



Parachute Digital

Guiding you through the digital landscape

HOW TO EXPORT YOUR GA3 DATA BEFORE IT'S DELETED FOREVER ON 1st JULY 2024.

Our websites were using Google Analytics 3 (Universal) from 2012 until July 2023. If you don't export your org website's historical GA3 (Universal) data, then the only website data you will have will commence from the date you moved over to GA4. That would be devastating for future planning.

We've done a lot of research, and unfortunately, you can't just simply download an excel or PDF and your 10 years of history is saved. The method we're using with our clients is exporting the data through [data warehouse Big Query](#) and creating a Looker Report to display the data.

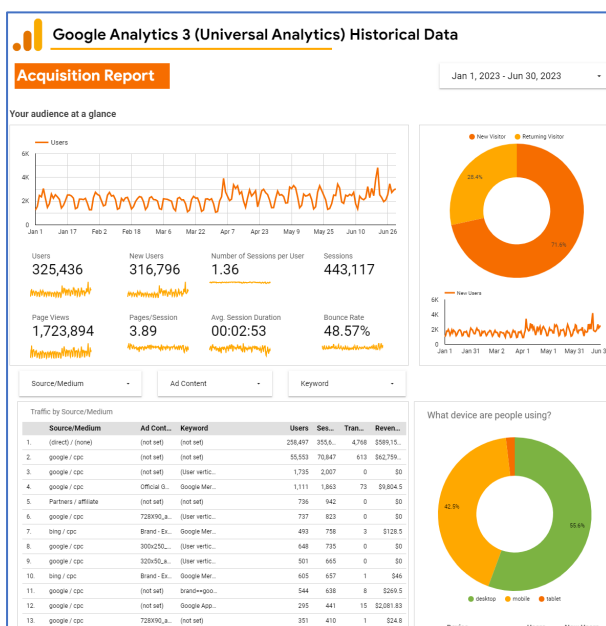
Create an integration with a data warehouse

If you go down the [Big Query](#) route like us (or need help), this requires:

1. Purchasing a *Big Query package* from Supermetrics to export data
2. Developing an integration between Supermetrics and Big Query to export data from GA3 (Universal).
3. Creating a master *Looker Studio report template* to display the 5-10 years of historical web data for your website.
4. Customising the Supermetrics + BigQuery integration for each organisation's website/ GA property.
5. Customising the Looker Studio report for each organisation's website/ GA property.

There some other data warehouses available as well, but we believe Big Query is the best option if you can afford it.

This is a sample report in Looker Studio:



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If you CAN'T invest the full integration with Big Query to download ALL your data and use Looker Studio to display it, you should get the integration for at least the last year, to at least have some underlying data. You can then create reports later with this data.

Download simple reports out of GA3

If you can't do invest in a data warehouse at all, then the last option is to at least export some key reports from your GA3 backend.

To save SOME of the historical data, you will have to create reports in the backend of GA3 and export them:

Built-in reports

- Acquisition -> All Traffic -> Source/Medium
- Behaviour -> Site Content -> All Pages
- Behaviour -> Events -> Top Events
- Conversions -> Ecommerce -> Product Performance

Please note that the information you get is what you see, you won't be able to adjust dates after exporting it.. so you can make one with the longest possible data range, or a few with shorter data ranges.

Custom reports (Get [more info here.](#))

Aggregate reports: Like the built in ones, you set up a combination of broad dimensions and metrics that will be aggregated in the report.

YoY reports: You can use only the dimension "Year" with a combination of whatever metrics you want (Sessions, Transactions, Revenue, etc) to get a YoY comparison on those. You can also add some other dimension but trying to keep it top-level (like "medium") to have something comparable throughout the years.

Edit Custom Report

General Information

Title: TEST

Report Content

Report Tab: + add report tab

Name: Report Tab

Type: Explorer | Flat Table | Map Overlay

Dimensions: ISO Year | + add dimension

Metrics: Sessions | Transactions | Revenue | + add metric

Filters - optional

+ add filter

Views - optional

All views associated with this account

1 view selected

Save Cancel

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By date reports: The most similar approach to what you would get by doing the Big Query integration is creating reports opened by Date. The problem is that they grow exponentially.

Date	Source/Medium	Landing Page	Sessions
1. 20221101	google / organic	/	657 (0.49%)
2. 20221114	google / organic	/	654 (0.49%)
3. 20221102	google / organic	/	619 (0.46%)
4. 20221103	google / organic	/	601 (0.45%)
5. 20221115	google / organic	/	596 (0.45%)
6. 20221109	google / organic	/	586 (0.44%)
7. 20221108	google / organic	/	578 (0.43%)
8. 20221110	google / organic	/	564 (0.42%)
9. 20221124	google / organic	/	550 (0.41%)
10. 20221104	google / organic	/	548 (0.41%)

For instance imagine you want to know sessions per day in a month, that would be 30 rows (one per day) with their sessions. Now imagine you want to open the sessions by source/medium as well, now for each day you will have a row per source/medium in that day. We did a test, and each day has an average of 159 possible source/medium combinations, so suddenly your 30 rows became 4,770 (30x159) – add information about the landing page to that and you'll be looking at 35,589 rows. And that's just for 1 month and 3 dimensions.

And GA only allows you to export up to 5,000 rows each time, so you would need to manually export 7 times to get that data.

If you need support on downloading your GA3 data before it's deleted on 1st July 2024, please contact us today: ask.us@parachutedigital.com.au

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