

Heap vs GA4

With GA4, Google is attempting to step into the world of product analytics. Unfortunately, GA4 is filled with the same problems of all legacy tools: **limited data** and **limited insights**. Before you begin retagging your entire website to migrate to GA4, you owe it to yourself to test out a solution that won't slow you down.

Why Heap?



Speed to Insight: Find and Fix Friction Fast

Because GA4 works by tracking only events you've already specified, it can never identify key user behaviors you're not already looking at. Alternate paths to conversion? Moments of friction you're not tracking? With GA, you'll never see them. Heap Illuminate sifts through your data - even events you're not looking at - to automatically identify key moments of friction in the user journey. Where are users getting stuck? What routes are they actually taking through your product or site? Heap finds these for you - automatically. *(Note: GA4 has something they call "predictive analytics." What is it? Alerting you when events you're already looking at change. We have this too. We call it "alerts.")* [Learn more about our Illuminate capabilities.](#)



Speed to Impact: Minutes, not Months

Google's codeless tracking eliminates the need for engineers to insert tracking code. But you're still limited to tracking only the events you decide to track in advance. Forget to tag something? Too bad! Have a new question about an event you haven't been looking at? Too bad! Want insights right away? No dice. Heap automatically captures all the data from your site from the moment you install our javascript snippet forward. You get a complete set of data that's retroactively available anytime you need it, now and in the future. [Learn more about our autocapture capabilities.](#)



Speed to Access: Direct Integrations with Best-in-breed providers

Want to add integrations to GA4? You'll have to go through BigQuery. Every single time. Plus GA4 puts limits on the amount of data you can export. Heap offers endless direct integrations to data warehouses, marketing tools, CRMs, guides, and many more. Direct integrations, with no limits on data. Our Segments Sync API also makes it dead simple to pull user cohorts from Heap into almost any application. available anytime you need it, now and in the future. [Learn more about our Heacosystem.](#)



Speed to Trust: Governance that actually works

GA4's governance tools are built for an earlier era - one that assumes you'll follow only a small number of user behaviors. The thing is: the modern digital world increasingly runs on massive data streams. Want to future-proof your analytics? Heap has spent years building a governance system designed to handle large quantities of behavioral data. [Learn more about Heap's approach to governance.](#)

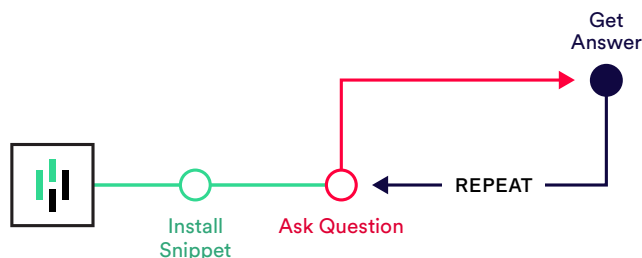
Transition to GA4

What does transitioning to GA4 look like?

Well, to start with you have to:

- Set up GA4
- Set up Google Tag Manager
- Tag (or retag) every single event on your site
- Wait for new data to be collected
- Hope you've tagged the right events

Time spent: months and months. And you still might not have the right data. What about existing GA3 data? Oh, you lose all of that, unless you export it into a separate data visualization tool. It's not a migration. It's an entirely new installation - a difficult, time-consuming installation.



With Heap, you'll have none of these issues. Just install the snippet and start collecting data immediately - more and better data than you'll get with GA4. Do you value your team's time? Are you looking for full, useful insights? If so, GA4 won't cut it.

GA4 is fine for marketing attribution and ad spend.

For understanding what your users do? Not so much.

What's required to get Insights on your product or site?	Heap	GA4
Collecting data	Hybrid Capture captures all user behavior on your site.	Get data only on the events you explicitly tag
Governing data	Robust, future-proof tools built to make large datasets maximally usable	Limited governance built for tiny datasets
Finding hidden insights	Illuminate scours every single user action on your site (whether you've been tracking it or not), then automatically surfaces key moments of friction and opportunity.	No capability
Answering new questions	A complete dataset is collected from the moment you install the Heap snippet. You can analyze all your data any time.	Spend time tagging new events, then wait months for data to roll in
Exporting data to other tools	Direct integrations with hundreds of tools. Unlimited data.	Connect through BigQuery. Data limited.