Evolution of Google Analytics 4

2005-

Google acquire Urchin and launched Google Analytics on top of it.

Library: **Urchin.js**

2007

First synchronous version of Google Analytics launched

Library: **ga.js**

2009

Asynchronous version of Google Analytics launched

Library: **ga.js** Asynch

2012

Universal Analytics launched with Cross-platform tracking

Library: **analytics.js**

2017

Single analytics library Global Tag for GA, AdWords etc.

Library: **gtag.js**

2020

GA4 launched with brand new event-based model.

Library: **gtag.js** with GA4

July 2023

Cut-off date for Universal Analytics. Ga4 to replace UA.

Library: No Change

Further Reading: History of Google Analytics Libraries

https://googleanalytics4.co