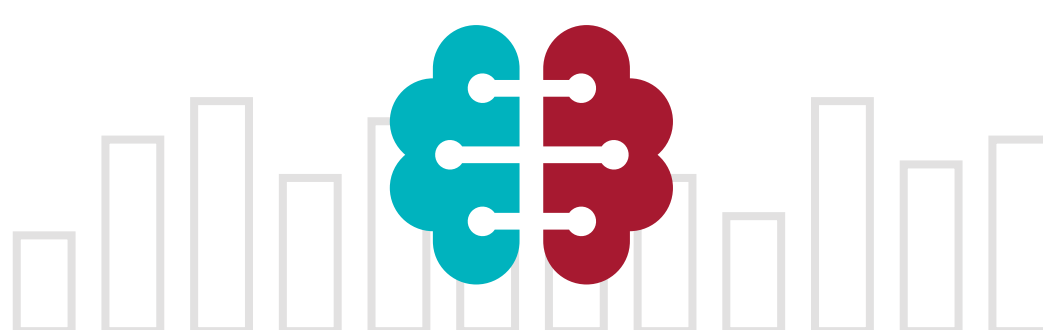# The New World of GA4:
Unlock More Powerful Analytics

Flexible, event-based data models
Greater privacy and more agile ad targeting

Machine learning automation
Insights using behavioral modeling and predictive lifetime value

Cross-device and cross-platform compatibility
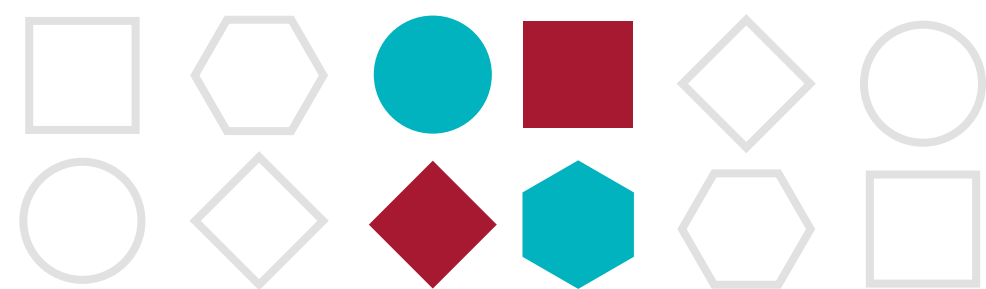**Data importing and exporting across all shared channels**

Seamless and powerful integrations
Including Google Ads Manager, Merchant Center, Salesforce, etc.

Thoughtfully designed setup tools
Conversion swapping, goals migration, and data swap scheduling

Item-scoped and session-scoped customizations
Reporting filters, dimensions, metrics, and channel groupings

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