



COMM DOC

Google Optimize Sunset Comm Doc

Product Status: Sunset for Google Optimize 360 and the Optimize integration in GA4 scheduled for September 30, 2023.

Last Update: February 2023

On September 30, 2023 both the Google Optimize 360 product and the integration in GA4 will sunset ([Help Center link](#)). The goal for this sunset will be to create a better customer experience for experiments and optimization by evolving our role from experiments provider to a machine learning and measurement platform which is a key strength and focus area of Google Analytics. This new role will enable us to integrate Google Analytics 4 with A/B testing data to achieve a better overall customer experience.

This document will continue to be updated with additional information on the planned path for A/B testing capabilities in Google Analytics 4.

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Key Facts

- Optimize is currently available to UA360 customers through an Optimize 360 contract and to GA4 customers free of charge via an integration
- On September 30, 2023 both the Optimize 360 product and the integration in GA4 will be sunset
 - This will allow us to focus engineering effort on the GA4 migration and improve how A/B tool users analyze their experiments in GA4
- Clients renewing on UA360 through H1 2023 via the new exception process will be able to renew on Optimize 360 with a contract end date for Optimize 360 of September 30, 2023 or earlier.
 - We will be making updates in 2023 so that Optimize 360 orders that extend past this date will be blocked
 - Clients using GA4 will have access to Optimize on all containers linked to GA4 via the integration, until September 30, 2023

- Existing UA360 clients that have signed a GA4 contract will be able to continue using Optimize 360, linked to UA360, free of charge until September 30, 2023. Customers will need to keep their Optimize containers linked to UA360 properties; Optimize containers can only be linked to either UA360 or GA4 properties - not both.

Optimize Sunset Milestone Timing

Below is a timeline for the upcoming Optimize Sunset.

Q4 2022	Q1 2023	Q2 2023	Q3 2023
Announce sunset of Optimize 360 and Optimize integration in GA4 internally and to Partners	MSA sent to all customers New integration abilities launch (tentative)	Continue to expand on integration features	Turn-down Optimize on September 30, 2023

Future Google Analytics 4 Integrations with 3P A/B tools

The vision for A/B testing data reporting within GA4 is very exciting and offers many new opportunities. In the past, users who used 3P A/B testing platforms were faced with a lengthy process to import their data from third party A/B testing tools into Google Analytics. The future vision for A/B testing in Google Analytics is one where this process is seamless for users.

Comparison between current and future Optimize integrations

Themes	Current Optimize integrations	Future Optimize integrations
Quotas	Clients need to independently	In the new standardized

	<p>set up at least 1 event-scoped custom dimensions which are limited to 50 dimensions for Standard and 125 for 360. A/B partners report moving away from creating many custom dimensions for A/B testing as it does not scale due to current limits</p> <p>Currently, GA4 audiences are not available in 3P products. This forces customers to create the same audience in two separate products.</p>	<p>integration scheme, customers can analyze their results without custom dimensions. They will instead use Audiences which can be deleted at the end of each experiment while preserving historical experiment data. Audiences are limited to 100 for free and 400 for 360.</p>
<p>Measurement mechanisms</p>	<p>A user in a 3P tool is not counted the same as a user in GA4. Having different counts in A/B testing is highly problematic because two systems might have data that could lead to opposite conclusions for the same experiment.</p> <p>This is the top issue of sophisticated A/B testers when working across multiple tools for analysis tasks.</p>	<p>By exporting their audiences sophisticated customers can pass this data to 3P tools. The 3P A/B tool will then compute statistical inferences on those events to determine a winner.</p> <p>The advantage of this option is that customers will avoid measurement being bifurcated and the data they will have in GA will match the data used to compute their experiment results.</p>
<p>Ease of use</p>	<p>Depending on the 3P A/B testing tool clients use, integrating with GA4 can take multiple steps and involves repeatedly switching back and forth between Analytics and the 3P tool.</p>	<p>Most users will go to a single step for implementation and use GA to view reports, explorations, and audiences.</p>

These new integrations will also enable:

1. Renaming a variant in the 3P tool, updating the name for a GA4 audience automatically
2. Pausing an experiment in the 3P tool pausing audience collection in GA4
3. Bidding against a variant as an audience in Google Ads

General FAQs

Q: How should I approach contracting for Optimize now until sunset?

A: Optimize is provided at no additional cost in Google Analytics 4 (no longer offered together or stand-alone). Please see scenarios below:

- **Signed new Analytics 360 license (GA4):** not able to renew Optimize 360 license. Can access Optimize via the integration within GA4 and through Optimize 360 containers linked to UA360 properties.
- **Using new Analytics Standard (GA4):** not able to renew Optimize 360 license. However, can still access Optimize features at no additional cost within GA4.
- **Renewals or extensions on UA360:** if your client is renewing on UA360 now through H1 '23, you will be able to renew on Optimize 360 until 9/30/23. We will be making updates to block order forms that include dates past this date
 - Optimize 360 pricing in GA360 renewals (Universal Analytics) will continue business as usual until a client moves to new GA360.

Q: What should we recommend to clients?

A: Information about sunset is not shareable with clients until the MSA goes live in January 2023. Clients should continue to be encouraged to sign GA4 contracts, after which they can continue using Optimize 360 with their UA360 properties or use Optimize via the integration within GA4 until September 30, 2023.

Q: Can clients continue to use Optimize 360 with UA360 even after signing GA4?

A: As part of the UA360 sunset extension announcement we announced that customers will retain full feature access to UA360, including SLAs, until the July

1, 2024 sunset date after signing GA4 contracts.

Customers that sign GA4 contracts will also retain access to Optimize 360, linked to UA360, free of charge until September 30, 2023. Customers will need to keep their Optimize containers linked to their UA360 properties

Optimize containers can only be linked to either UA360 or GA4 properties - not both. Therefore, if a customer wishes to run experiments with GA4 data they should link their Optimize containers to GA4 properties via the free integration. If a customer wishes to continue running experiments on UA360 while they transition to GA4, they should keep their Optimize containers linked to UA360 properties.

Q: For clients that continue to use Optimize 360 with UA360 after signing GA4, will SLAs on Optimize 360 be honored?

A: Yes, Optimize 360 SLAs will continue to be honored for clients who sign new GA4 contracts but continue to have their Optimize 360 accounts linked to UA360 properties. Once a user unlinks their UA360 property from their Optimize account and links it to a GA4 property, they will be covered under the GA4 SLAs.

Q: What if I have already put in an Optimize 360 order with an end date past September 30, 2023?

A: We are working to ensure that any Optimize 360 Purchase Orders already received with an end date past 9/30/23 will be revised to the 9/30/23 product end date. Additionally, we are working to ensure that future Optimize 360 Purchase Orders with an end date past 9/30/23 will be blocked.

Q: Can you run Optimize 360 experiments with both GA4 & UA360 at the same time?

A: To run the same experiment with both GA4 & UA360 at the same time, you would need to set up two experiments in two separate Optimize containers, one linked to GA4 and one linked to UA. While this is possible, we do not recommend doing so since it can be difficult to manage and you could run into configuration issues when multiple containers are located on the same page. This also makes it difficult to troubleshoot a live experiment properly for testing or debugging

purposes.

As such, our recommendation is to use one or the other for your experimentation needs. Advertisers still using Universal Analytics as a source of truth may continue running experiments there while they are transitioning over to GA4 and then make the switch over once they start using GA4 as their main reporting platform.

Q: Can I still access my data?

A: We encourage all users to download their historical data from within the Optimize user interface before September 30, 2023.

To access your historical Universal Analytics raw data, use the Google Analytics Data API. You won't be able to access your experience inference results or your historical Google Analytics 4 raw data after the sunset data.

Q: My client uses the free version of Optimize. With the new integrations, will we be providing a free alternative?

A: There are several free 3P A/B testing platforms in the market today. Any 3rd party A/B testing platform will be able to build against our API and integration standards. As some of the free 3P A/B testing platforms build integrations with GA4 in 2023, current free Optimize users will be able to leverage those platforms.

Q: Will clients be able to use any 3rd party A/B testing partner, or only the ones that we are partnering with?

A: We currently have plans for integrations between Google Analytics 4 and [A/B Tasty](#), [Optimizely](#), and [VWO](#). While we have partnerships with these top A/B testing platforms, any 3rd party A/B testing platform will be able to build against our API and integration standards. The API needed for the integration will be made publicly available for any platform to use soon. As more partners build integrations with GA4, we will continue to update this doc.

Q: What will happen to Firebase A/B Testing?

A: [Firebase A/B Testing](#) helps you optimize your app experiences by making it easy to run, analyze, and scale product and marketing experiments. While we acknowledge that Firebase uses the Google Optimize infrastructure for inference computation, Google is committed to continuing to support and evolve Firebase A/B Testing in the future. Firebase A/B Testing will not be impacted by the Google Optimize sunset.

Q: Given the Optimize sunset, will customers be able to terminate their Optimize contracts early before the contract end date to move to another A/B testing platform?

A: Customers that will be early terminating their GA360 (UA) contract to sign a GA4 contract will be able to early terminate their Optimize 360 contract at the same time, and evaluate other 3P A/B testing platforms. These customers will still retain access to Optimize for free ([see here for details](#)) until the Optimize sunset date.

For customers that are not terminating a GA360 (UA) contract early, we will not be able to accommodate an early termination of the Optimize 360 contract outside of exceptional circumstances (bankruptcy, payment default for multiple months, etc.)

Q: What actions do I need to take if my customer has a contract end date past the 9/30/23 Optimize sunset date?

A: Sellers will need to take the following actions if their customer has a contract end date past 9/30/23 in Suitehome

1. Update/shorten your customer's Optimize 360 end date to 9/30/2023.
2. Remove the Auto Renewal (AR) flag.

Q: Are A/B testing and experimentation features being built natively into GA4?

A: No, A/B testing and experimentation features are not being built natively into GA4. We are investing in integrations with third-party A/B testing platforms that will provide customers with a better overall A/B testing experience while building upon GA4's strength as a measurement platform.

Q: Will the new integrations be available to both GA4 standard and 360 accounts?

A: The integrations that we are investing in with third-party A/B testing platforms will be available to use with both standard and 360 properties. Customers interested in using the new integrations should explore which 3P A/B testing platform fits their experimentation needs and link their GA4 accounts to the 3P A/B testing platform of their choice ([see here for partners we are currently working with](#))

Q: When will the integrations be made available?

A: Our PM & BD teams are actively developing the integrations with A/B testing platforms. Please note that this is a top priority item for our product team and we understand the importance of a solution for customers. Once the integrations are fully developed, tested, and available for customers to use, we make their details available to all sales teams, customers and Partners.