

# Is Google Analytics Still Right for Our Association?

Our association doesn't want an analytics platform that requires us to navigate privacy laws.

Cookie consent has caused our association website traffic reporting to become unreliable.

Our association needs simple web analytics reports everyone can understand without hiring a specialist.

Our association website only needs to track visits, what pages get the most traffic, where traffic comes from, and if someone fills out a form, or signs up.

Our association has an annual budget of \$20-\$50 per month for website analytics.

Our association does not track how often members revisit the website, or how many times someone comes back to the website before signing up for a newsletter.

**Yes**



MAKE A CHANGE

**No**



CONSIDER GA4