

Celebrus Digital Analytics vs. Google Analytics 4

Google Analytics 4 (GA4) — the changes are sweeping, the concerns are mounting, and the bounce rate metric is still missing. **Celebrus Digital Analytics (CDA)** is an analytics solution that goes beyond GA4 to deliver live-time data without limitations.

If you're looking for an **alternative to GA4**, one that delivers compliant data you can trust, here's a side-by-side comparison with CDA vs. GA4. It's all the reporting you loved, without all the hassle, tagging, and inaccuracies.

CDA

You. CDA is installed within your protected environment, so the data never leaves your four walls. All data is fully owned, controlled, and maintained by your organization.

Yes. CDA is installed within your organization's controlled environment and unaffected by ITP and browser restrictions. Data is never sent to an external location — unless you want it to be.

Celebrus captures data in milliseconds without any tagging and it's fully available for reporting in seconds. We call this live time.

NO TAGGING! CDA is a tag-free, capture-all solution that's implemented with a single line of code.

Unlimited. Built-in reporting is user friendly, easy-to-understand, and familiar. It's everything you loved in other platforms that has been sunsetted or is now restricted.

Yes. Celebrus stitches data across all owned domains, devices, and channels, and over time to establish a unified digital identity across all channels — even for anonymous visitors.

None. CDA doesn't limit data collection, processing, or retention. No limits on custom dimensions and metrics, audiences, or reports either. And we don't do thresholding or sampling.

CDA uses the same data model for mobile web, web, and mobile app data. This is the data model that Celebrus customers have loved for years.



Who owns the data?



Is it REALLY first party?



How fast can I see my data?



How does tagging work?



How about reporting and metrics?



Can I persist identity across domains, devices and channels?



What are the limitations?



How is data stored and unified?

GA4

Your data lives in Google's shared instance and if you like the raw data, it's difficult to manage. As a third-party service, data must move and exist outside your organization's ecosystem, so true ownership and control is lost.

Nope. Despite cookie masking and JavaScript workarounds, GA4 lives outside your environment. When data is forced to leave an organization's environment, it's not a true first-party solution. This also means the cookies are set to expire in at best seven days in most major browsers today, which renders your visitor data inaccurate.

While some data is available in so-called real time, Google itself says it may take 12 to 48 hours to report on what's happening...and that's only if you've tagged for it.

If you want to see it, you must tag for it. Google Tag Manager is required, and tags must be implemented manually, leaving room for error. It's also a maintenance nightmare.

Limited. Fewer pre-defined reports. Limited acquisition, behavioral flow, journeys, and attribution reporting. No built-in reporting, users must use Google Explorer.

No. GA4 can't track cross-domain, and cross-device tracking only works if the same unique identifier (ID) is used across both devices. The ID must already exist, and the data can only be stitched going forward — you lose all the historical data. This is also all tied to a cookie that is deleted frequently due to expiration rules in browsers.

GA4 puts limits on everything. They can't help it, it's just what they do.

Google has different data stores for mobile and web. This creates extra steps, potential for errors, and delayed data usability. It also creates chaos when trying to build a single customer view.

Built for marketers. Loved by compliance.

Democratize your data with the only fully compliant web analytics solution.
Better data. Better compliance. More control.

[I'm ready for the demo](#)