

Ironistic UA Data Export - Option 1

- 1-3 years back up (last 3 years)
- Acquisition (All Traffic - Top Level Overview Only)
- Goals Overview Report

Time Estimate: 1-4 hrs

Ironistic UA Data Export - Option 2

- 1-3 years back up pre and post-COVID with a monthly breakdown (6 years total)
- Acquisition (All Traffic with Channels breakdown, Audience Overview)
- Goals Overview Report

Time Estimate: 5-9 hrs

Ironistic UA Data Export - Option 3

- 5 years back up pre and post-COVID with a monthly breakdown (10 years total)
- Acquisition (All Traffic with Channels breakdown, Audience Overview with Demographics Overview)
- Goals Overview Report with Monthly Breakdown

Time Estimate: 8-16 hrs

Optional Data Add-Ons - Overview / Monthly Breakdown

- Monthly Breakdown option per Report Category (Time Estimate: 45 mins)
- Source/Medium Breakdown Report 4 (Time Estimate: 30-45 mins)
- Behavior Flow Breakdown (Time Estimate: 30 mins)
- Search Console Report (Time Estimate: 1 hr)
- Goals Breakdown Report (Time Estimate: 2-5 hrs depending on number of goals)
 - Goal Completion
 - Goal Value
 - Goal Breakdown per Goal set up
- Detailed Demographics Report (Time Estimate: 1-2 hrs)
 - Device Breakdown Report
 - Interest
 - Geo Location

