

Steps to Provide Access on Google Analytics 4

Google Analytics 4 is replacing Universal Analytics.

Please follow the steps below to grant access to Google Analytics 4 (GA4) to the email ID:

ascendxdigital2@gmail.com

1. Select the GA4 account

| All Favorites Rec | ents | Q Search | | Visit Platform Home | t m |
|--------------------|-------------------|----------|--------------|---------------------|----------|
| .il 🔷 🗗 | | | All accounts | | |
| Analytics Accounts | Properties & Apps | | | | - |
| 35460305 | UA-35460305-1 | | | | |
| | 318987403 | | ~ ☆ | | 200 |
| | UA-35460305-2 | , | | | 50 00 |
| | | | | | 50 0 |
| | | | | | |

2. Select Admin

| | Analytics All ac | counts - Q Try searc | ching "how r | nany users last month vs last year" |
|---------|------------------|----------------------|------------------------------|--|
| | Home | | | |
| ıL | Reports | reate Account | | Property + Create Property |
| \odot | Explore | om | • | · · · · · · · · · · · · · · · · · · · |
| G | Advertising | Settings | | Setup Assistant |
| ≣ | Configure | Access Management | | Property Settings |
| | | 3 | | Property Access Management |
| | | Change History | | Data Streams |
| | | IN | | Data Settings |
| | Admin | | | ① Data Import |
| \$ | Admin | | | 20 Poporting Identity |
| | | © 202 | 2 Google <mark>An</mark> a | alytics home Terms of Service Privacy Policy 📑 Send feedback |

3. Go to Property ---> Select GA4 Account --->

| DMIN | USER | | |
|---------|---------------------------|---|--|
| Account | + Create Account | | Property + Create Property Q Select Property |
| | Account Settings | ۲ | (UA-35460305-1) |
| • • • • | Account Access Management | | ı - GA4 (318987403) |
| Ŧ | All Filters | | (UA-35460305-2) |
| 9 | Account Change History | | |
| Î | Trash Can | | 3 Properties |
| | | | 土 Data Import |
| | | | Reporting Identity |

4. Click On Account Access Management

| ADMIN USER | |
|---------------------------------------|----------------------------|
| Account + Create Account | Property + Create Property |
| · · · · · · · · · · · · · · · · · · · | Y |
| Account Settings | ⇒ |
| Account Access Management | Property Settings |
| Y All Filters | Property Access Management |
| S Account Change History | Data Streams |
| Trash Can | Data Settings |
| | ① Data Import |
| | |

5. Click on (Blue + right top corner) button and click on Add Users

| × | Account access management 7 rows | Q Search | | | Ŧ | Ŧ | : |
|---|----------------------------------|----------|-------------|---------------------|-----------|---|---|
| | Name 🛧 Email | | Roles and d | data restrictions @ | Add users |] | |

6. Add the Email ID, then select Administrator under Standard roles and click "Add".

| × Add | l roles a | nd data restrictions | Add | | |
|-------|--------------------------------------|---|-----|--|--|
| | | | 7 | | |
| | Emai | Email addresses | | | |
| | Enter | Add Email Address Enter email addresses | | | |
| | ✓ Notify new users by email | | | | |
| | Direct roles and data restrictions ③ | | | | |
| | Standard roles | | | | |
| | ۲ | Administrator Full control of account. <u>Learn more</u> | | | |
| | 0 | Editor Edit all data and settings for account. Cannot manage users. <u>Learn more</u> | | | |
| | 0 | Marketer Edit audiences, conversions, attribution models, lookback windows, and events for account. Includes Analyst role. GA4 only. <u>Learn more</u> | | | |
| | 0 | Analyst Create and edit shared assets like dashboards and annotations for account. Includes Viewer role. <u>Learn more</u> | | | |
| | 0 | Viewer See report data and configuration settings for account. <u>Learn more</u> | | | |
| | 0 | None No role assigned. <u>Learn more</u> | | | |

All set!

Please confirm with the project manager once this is done and we will confirm access. For any questions, contact sherry@ascendxdigital.com