



## Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

### Account details

Account name (Required)

Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

### Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

☐ **Google products & services**

Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

☒ **Modeling contributions & business insights**

Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)

☒ **Technical support**

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☒ **Recommendations for your business**

Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how Google Analytics [safeguards your data](#).

98 more accounts can be created. The maximum is 100. [Learn more](#)

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next



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## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Reporting time zone 

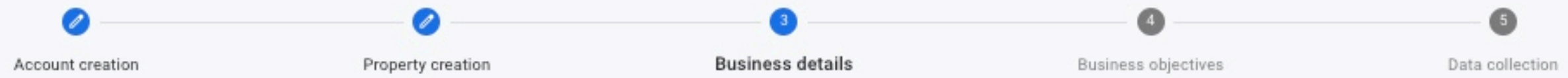
United States ▾ (GMT-07:00) Los Angeles Time ▾

Currency

US Dollar (\$) ▾

You can edit these property details later in Admin

[Back](#)
[Next](#)

[← Back](#)


## Describe your business

Help us better understand your business by answering the following.  
Your input helps improve Google Analytics.

### Business details

Industry category (Required)

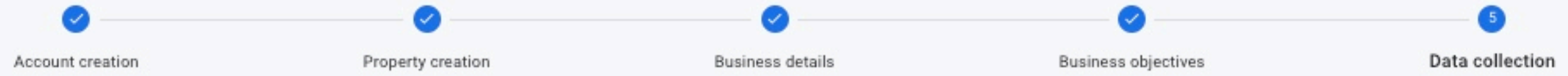
Health ▾

**Note:** You've selected an industry category that may have certain feature and data sharing restrictions. [Learn more about data sharing](#)

Business size (Required)

- ☐ Small - 1 to 10 employees
- ☐ Medium - 11 to 100 employees
- ☐ Large - 101 to 500 employees
- ☐ Very Large - 501+ employees

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[Next](#)



## Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#) 

Choose a platform

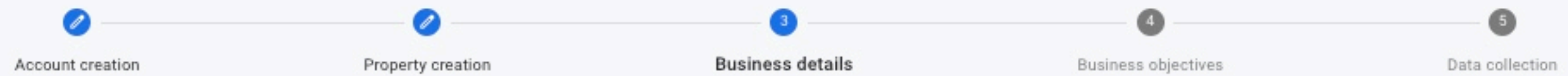
 Web

 Android app

 iOS app

[Skip for now](#)

[← Back](#)



## Describe your business

Help us better understand your business by answering the following.  
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Arts & Entertainment ▾

Business size (Required)

☒

 Small - 1 to 10 employees

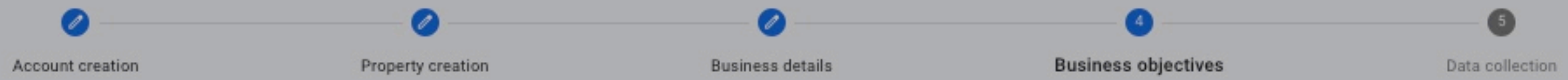
☐

 Medium - 11 to 100 employees☐☐

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## Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

Generate leads

### Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

United States ▾

 Google Marketing Platform

### Google Analytics Terms of Service

These Google Analytics Terms of Service (this "**Agreement**") are entered into by Google LLC ("**Google**") and the entity executing this Agreement ("**You**"). This Agreement governs Your use of the standard Google Analytics (the "**Service**"). BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON

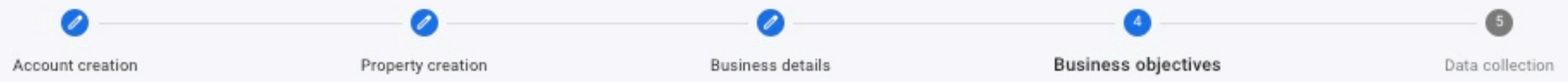
☐ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

[I Accept](#)

I Do Not Accept








[← Back](#)



## Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

- **Generate leads**  
Analyze visitor metrics and attract new customers ☒
- **Drive online sales**  
Analyze purchase behavior and get more sales ☐
- **Raise brand awareness**  
Spread the word about your business ☐
- **Examine user behavior**  
Learn how people use your site or app ☐
- **Get baseline reports**  
Multiple types of reports (this option can't be combined with other options) ☐

[Back](#)

Create

Set up your web stream

Website URL

https://

www.mywebsite.com

Stream name

My Website



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



Page views

Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.



[Show advanced settings](#)



Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.



[Show advanced settings](#)



Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.



Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.



File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.





Set up your web stream

Website URL

https://

www.mywebsite.com

Stream name

My Website



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



×

Web stream details

⚠

Data collection isn't active for you

Stream details

STREAM NAME

My website

STREAM URL

http://www.example.com

Consent settings

Events

✦

Enhanced measurement

Automatically measure interactions. Data from on-page elements such as clicks and scrolls is sent to Google. [Learn more](#)

Measuring:

👁

Page views

🔧

Modify events

Modify incoming events and parameters

⚙

Create custom events

Create new events from existing events

🔑

Measurement Protocol API secret

Create an API secret to enable additional data collection

🔒

Redact data

Prevent specific data from being sent to Google

Google tag

🔧

Configure tag settings

Configure your Google tag behavior, such as cookie settings

↔

Manage connected site tags

Load tags for additional properties or domains

📄

View tag instructions

Get instructions for how to implement the Google tag

×

Installation instructions

Install manually

Install with a website builder or CMS

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

<!-- Google tag (gtag.js) -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=G-TF50GN050V"></script>  
<script>  
 window.dataLayer = window.dataLayer || [];  
 function gtag(){dataLayer.push(arguments);}  
 gtag('js', new Date());  
  
 gtag('config', 'G-TF50GN050V');  
</script>

Test your website (optional):  

https://pixel-usability-study.web.app/

ⓧ

Test

Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

📘

If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalization and measurement.

Get started



Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

View tag instructions

Stream details



STREAM NAME

My website

STREAM URL

https://pixel-usability-study.web.app/

STREAM ID

8432304265

MEASUREMENT ID

G-TF50GN0S0V



Consent settings



Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)



Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



Redact data

Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email active

URL query parameter keys inactive



Google tag



Configure tag settings

Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)



Manage connected site tags

Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

0 connected



View tag instructions

Get instructions for how to implement your Google tag for this data stream. [Learn more](#)

No data received




Google tag

My website  
G-TF50GN0S0V

Configuration

History

Admin



Google tag

My website  
IDs: G-TF50G

Tag quality: Excellent

Settings

Some tag settings apply o

Manage autom  
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Configure your  
Specify a list of d

Allow user-prov  
Configure whethe  
such data.

Collect Univers  
Collect an event e

Define internal  
Define IP address

List unwanted r  
Specify domains

Adjust session  
Set how long sess

Override cookie  
Change how long

Manage default  
Set consent defa

Manage data us  
Choose which Go

Allow user-provided data capabilities

My website  
G-TF50GN0S0V

Save

be processed or collected until the terms of service required for receiving user-provided data are accepted.

Configuration

Data surfaced by this feature will be hashed to keep it private and will only be sent to accounts for which you've indicated you want to include user-provided data. Products connected to your Google tag that do not support this feature or certain associated data types will not receive any data from this feature. Google will not share your data with other advertisers.

Allow user-provided data capabilities

Choose how you want to include user-provided data

<> Add a code snippet to your website

Add a code snippet with the user\_data parameter to improve accuracy. For a list of allowed field names and example JavaScript code, refer to the full [code snippet documentation](#).

Automatically detect user-provided data

Automatically inspect the page for strings that match a pattern for email addresses

Exclusions

Exclude some CSS selectors from automatic collection

CSS selector

Add selector

Specify CSS selectors or JavaScript variables

Specify CSS selectors or JavaScript variables to identify relevant user-provided data on your page

Email

CSS selector

Email address

Phone number

CSS selector

Phone number

Name and address

CSS selector

First name

CSS selector

Last name

CSS selector

Street address

CSS selector

City

CSS selector

State or region




Google tag

My website  
G-TF50GN0S0V

Configuration


History

Admin



Your Google tag


Google tag ⓘ

My website  
IDs: G-TF50G


Tag quality: Excellent

Settings


Some tag settings apply o




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
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List unwanted r  
Specify domains




Adjust session  
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Override cookie  
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Manage default  
Set consent defa




Manage data u  
Choose which Go

Allow user-provided data capabilities

My website  
G-TF50GN0S0V

Save



Only certain products can receive data from this feature. For products that allow user-provided data, no data will be processed or collected until the terms of service required for receiving user-provided data are accepted. [Learn more](#)

Configuration

Data surfaced by this feature will be hashed to keep it private and will only be sent to accounts for which you've indicated you want to include user-provided data. Products connected to your Google tag that do not support this feature or certain associated data types will not receive any data from this feature. Google will not share your data with other advertisers.

☒

Allow user-provided data capabilities

Choose how you want to include user-provided data ⓘ

< >

Add a code snippet to your website

Add a code snippet with the user\_data parameter to improve accuracy. For a list of allowed field names and example JavaScript code, refer to the full [code snippet documentation](#).

☒

Automatically detect user-provided data

Automatically inspect the page for strings that match a pattern for email addresses

>

Exclusions

☐

Specify CSS selectors or JavaScript variables

Specify CSS selectors or JavaScript variables to identify relevant user-provided data on your page

Web stream details

Data collection isn't active for you

Stream details

STREAM NAME

My website

STREAM URL

http

Consent settings

Events

Enhanced measurement

Automatically measure interactions. Data from on-page elements such as links and buttons are sent to Google. [Learn more](#)

Measuring:

Page views

Modify events

Modify incoming events and parameters

Create custom events

Create new events from existing events

Measurement Protocol API secret

Create an API secret to enable additional measurement

Redact data

Prevent specific data from being sent to Google

Google tag

Configure tag settings

Configure your Google tag behavior, such as which events to measure

Manage connected site tags

Load tags for additional properties and domains

View tag instructions

Get instructions for how to implement the Google tag


Google tag

My website  
G-TF50GN0S0V

Configuration

History

Admin



Welcome to your Google tag


The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. [Learn more](#)

Dismiss

Your Google tag


Installation instructions

Google tag ⓘ

 My website  
IDs: G-TF50GN0S0V, GT-TWTP9D2C

?

Destinations ⓘ

 My website

Tag quality: Excellent

No issues detected.

Learn more

Settings

Some tag settings apply only to specific destinations. [Learn more about tag settings](#)

Manage automatic event detection

Configure which types of events your Google tag should automatically detect for measurement in associated destinations

>

Configure your domains

Specify a list of domains for cross-domain measurement

>

Allow user-provided data capabilities

Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.

>

Show more ▾



Web stream details

Data collection isn't active for you

Stream details

STREAM NAME

My website

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Consent settings

Events

Enhanced measurement

Automatically measure interactions. Data from on-page elements such as sent to Google. [Learn more](#)

Measuring:

Page views

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Get instructions for how to impleme

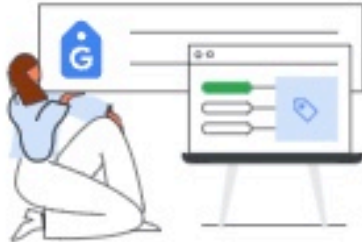
Google tag

My website  
G-TF50GN0S0V

Configuration

History

Admin



Welcome to your Google tag

The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. [Learn more](#)

Dismiss

Your Google tag

Installation instructions

Google tag ?

Destinations ?

My website

IDs: G-TF50GN0S0V, GT-TWTP9D2C

My website

Tag quality: Excellent

No issues detected.

Learn more

Settings

Some tag settings apply only to specific destinations. [Learn more about tag settings](#)

Manage automatic event detection

Configure which types of events your Google tag should automatically detect for measurement in associated destinations

Configure your domains

Specify a list of domains for cross-domain measurement

Allow user-provided data capabilities

Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.

Collect Universal Analytics events

Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website

Define internal traffic

Define IP addresses whose traffic should be marked as internal

List unwanted referrals

Specify domains whose traffic should not be considered to be referrals

Adjust session timeout

Set how long sessions can last

Override cookie settings

Change how long cookies last and how they are updated

Manage default consent settings for data collection

Set consent default labels for end user data from the European Economic Area (EEA) used for advertising purposes

Manage data use across Google services

Choose which Google services can receive consented data from end users in the European Economic Area (EEA) for advertising purposes

Show less


Google tag

My website  
G-TF50GN0S0V

Configuration

History

Admin



Your Google tag

Google tag ⓘ

My website

IDs: G-TF50G

Tag quality: Excellent

Settings

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Manage data u

Choose which Go


Manage automatic event detection

My website  
G-TF50GN0S0V

Save


Configure which types of events your Google tag should automatically detect for measurement in associated destinations


Configuration



Page views


Detect a page view event each time a page loads






Page views on browser history change


Detect a page view event each time the website changes the browser history state. This setting is useful for detecting page views in single-page applications.






Scrolls


Detect scroll events each time a visitor gets to the bottom of the page






Outbound clicks


Detect an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement in tag settings will not trigger outbound click events.






Form interactions


Detect a form interaction or form submission event each time a visitor interacts with a form on your site






Video engagement


Detect video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically detected for YouTube videos embedded on your site with [JS API support](#) enabled.





File downloads

Detect a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension



×

Google tag


My website

G-TF50GN0S0V

Configuration


History

Admin



Your Google tag

Google tag ⓘ



My website

IDs: G-TF50G

Tag quality: Excellent

Settings

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Set consent defau

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Manage data u

Choose which Go

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Manage data use across Google services

My website

G-TF50GN0S0V

Save

Configuration

Which Google services can receive consented data?

Selecting 'All Google services' can help improve measurement. You can also choose specific Google services to receive consented data from your end users. [Learn more about Google services](#)

☒

All Google services (recommended)

All Google services can receive data labeled with consent

☐

Select Google services

Choose which Google services can receive data labeled with consent


Google tag

My website  
G-TF50GN0S0V

Configuration

History

Admin



Your Google tag

Google tag ⓘ  

My website

IDs: G-TF50G

Tag quality: Excellent

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Manage default

Set consent defau

Manage data u

Choose which Ge

Manage default consent settings for data collection

My website  
G-TF50GN0S0V

Save

Personal data sent to Google for advertising purposes from end users in the European Economic Area (EEA) requires consent per [EU user consent policy](#). If data sent through Google tag or other sources is not labeled with consent, Google will not be able to use it for such purposes as ads personalization.

Configuration

Do you want to automatically mark data collected through your Google tag as consented?

Any consent mode values specified on your website will override these settings. [Learn more about obtaining user consent](#)

☒ No. Do not automatically mark this data as consented.

Google will not use personal data if consent has not been granted by end users

☐ Yes. Automatically mark this data as consented.

Select this option if your business blocks the Google tag until after a user has granted consent through your consent banner. Google products will treat data received as having user consent granted.



×

Web stream details

Data collection isn't active

Stream details

STREAM NAME  
My website

Consent settings

Events

✦✦

Enhanced measurement

Automatically measure important data from on-page elements and send it to Google. [Learn more](#)

Measuring:

Page

👤

Modify events

Modify incoming events as they arrive

⚙️

Create custom events

Create new events from existing data

🔑

Measurement Protocol

Create an API secret to enable data collection

🔒

Redact data

Prevent specific data from being collected

Google tag

🏠

Configure tag settings

Configure your Google tag

↔️

Manage connected sites

Load tags for additional properties

📖

View tag instructions

Get instructions for how to install the tag

×

Redact data

Save

Redact specific data collected by website events before it's sent from your website to Google Analytics. Redacted values will show up as "(redacted)". [Learn more about data redaction](#)

Choose what to redact

Email

Redact most email addresses from event data

✓

URL query parameters ?

Redact URL query parameters from specific event parameters

—

Test data redaction (optional)

▼



+ Create ▾



Admin



My preferences



Setup Assistant

Account settings ^

▸ Account

Property settings ^

▸ Property

▾ Data collection and modifica...

Data streams

Data collection

Data import

Data retention

Data filters

Data deletion requests

▸ Data display

▸ Product links

## Data collection

### Google signals data collection



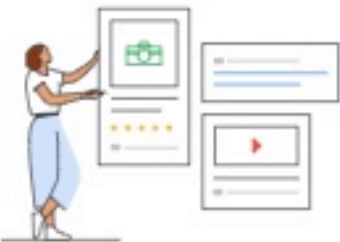
Enhance user insights and enable audience list sharing.

Turn on

Analytics features can be enhanced with data from users who have turned on Ads Personalization and are signed-in to their Google accounts. This provides you with deeper insights about your users, such as aggregated demographics and interests data. When [Ads Personalization](#) is turned on in your Google Analytics property, it also activates audience sharing with your linked advertising accounts. [Learn more about activating Google signals.](#)

When you turn on Google signals, Google Analytics will associate the session data it collects from your site and apps with Google's information from accounts of signed-in, consented users. By turning on Google signals, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and deleted by end users via [My Activity](#).

### User-ID and user-provided data collection



#### Improve measurement and enable additional capabilities with your Google Ads integrations.

With user-ID and user-provided data, you can use your first-party data to better understand how users are engaging with your website and apps, improve conversion measurement, and supplement audience sharing capabilities when you link your Analytics property to Google Ads accounts. [Learn more about user-ID.](#)

#### User-ID collection

The user-ID feature allows you to provide your own identifiers for your site and app users, so you can connect their behavior across different sessions and the various devices and platforms from which they visit. Google Analytics interprets each distinct user-ID as a separate user, which provides you with more accurate user counts and a more holistic story about a user's interactions with your business. [Learn more about user-ID.](#)

You're responsible for ensuring that you use the user-ID feature in accordance with the [Google Analytics Terms of Service](#). This includes not sending Google Analytics personally identifiable information as user-ID, and providing appropriate notice of your use of identifiers in your privacy policy. For instructions on how to send user-IDs to Google Analytics see [Send user-IDs](#).

#### User-provided data collection BETA







Improve audience and conversion measurement, and enable additional audience list capabilities in Google Ads. Please review the [beta feature documentation](#) before turning this feature on to understand how this will impact your Analytics property.

Turn on

This activates improved user and conversion measurement by giving you enriched more-detailed audience data. Capabilities such as improved conversion measurement and audience sharing require having linked advertising accounts and [Ads Personalization](#) turned on in your Google Analytics property. User-provided data collection supplements your existing Google Analytics data by allowing you to send your consented, hashed customer data to Google Analytics in a privacy-safe way. [Learn more about user-provided data collection.](#)

By turning on user-provided data collection, you acknowledge you adhere to the [user-provided data feature policy](#) and the need to have the necessary privacy disclosures and rights from your end users for such use. Per our policy, use of this feature is prohibited for customers in sensitive categories.



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User-provided data collection BETA

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Granular location and device data collection

When you activate granular location and device data collection, Analytics collects metadata about the city-level location and granular device details of your site and app visitors so it can provide location and device-based capabilities.

Granular location and device data collection is allowed in 307 of 307 regions.




Region and country-level metadata is collected by default for all of your traffic in order to support regional privacy policies and region-based Analytics settings. To learn more about device and location data collection settings, see [Collect granular location and device data.](#)

Advanced settings to allow for ads personalization

When ads personalization is allowed, you may export your Google Analytics audiences and key events to your linked Ads accounts for the purpose of delivering relevant, personalized experiences to end users.

Ads personalization is allowed in 307 of 307 regions.



You may configure Google Analytics at the property level to collect data for ads personalization purposes, in addition to measurement, in connection with your use of such features as Google signals, User ID, ads integrations, and/or if you enable data sharing with Google. Disabling Ads Personalization means that existing shared audience lists are marked as inactive, no new users will be shared via audience lists, and any exported data, whether audiences exported via a linking integration or data shared under the Google products & services sharing setting, will be designated as not for use in ads personalization. [Learn more](#)

To learn more about how to disable ads personalization uses of Analytics data collected from your users going forward from our SDK or Google tag, please refer to the following resources: [Using Google Analytics for Firebase](#) and [Using the Google Analytics Google tag.](#)

User Data Collection Acknowledgement

I acknowledge that I have the necessary privacy disclosures and rights from my end users for the collection and processing of their data, including the association of such data with the visitation information Google Analytics collects from my site and/or app property.

I acknowledge



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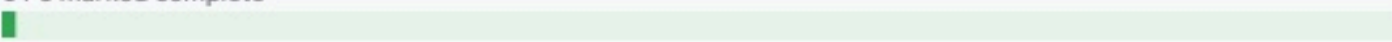
## Setup Assistant

Admin

To confirm that your property is fully set up as desired, configure the settings below and mark the items that are complete. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)

0 / 8 marked complete



### Start data collection



**Collect website and app data**

Collect event data by adding the Google tag to your web pages. [Learn more](#)

Not Started



### Customize data collection and display



**Turn on Google signals**

Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#)

Not Started



**Set up key events**

Identify the key user interactions most important to your business. [Learn more](#)

Not Started



**Define audiences**

Find, group, and remarket to your most engaged visitors. [Learn more](#)

2 AUDIENCES



**Verify consent settings**

Set up your property to record consent from end users in the European Economic Area (EEA) to allow their personal data to be shared with Google for advertising purposes. To ensure there is no impact to your ads personalization and measurement, verify your consent settings for the Google tag and other data sources. [Learn more about sending consent signals to Google Analytics](#)

Not Started



### Link Google Ads



**Link to Google Ads**

Connect to your Google Ads account, so your GA4 audiences and conversion-event data are exported to Google Ads by default. [Learn more](#)

Not Started



**Bid on GA4 conversions**

Use Google Ads to bid on GA4 conversions. [Learn more](#)

Not Started



**Target ads to GA4 audiences**

Go to Ads and bid using GA4 audiences. [Learn more](#)

Not Started



### Advanced setup (optional)





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Bid on GA4 conversions

Use Google Ads to bid on GA4 conversions. [Learn more](#)

Not Started

>

Target ads to GA4 audiences

Go to Ads and bid using GA4 audiences. [Learn more](#)

Not Started

>

Advanced setup (optional)

Manage users

Add users, user groups, and permissions. [Learn more](#)

1 USER

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Import data

Enhance your reporting with more data sources. [Learn more](#)

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Link to BigQuery

Search and manage large Analytics data sets. [Learn more](#)

Not Started

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Set up User-ID

If your business generates user IDs, use them for cross-platform, cross-device reporting in Google Analytics. [Learn more](#)

Not Started

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Use measurement protocol

Collect and send data to Google Analytics from a broad range of online and offline environments. [Learn more](#)

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