Links I used as a source to study:

**Service Level Agreements (SLAs)** for Google Analytics 360

<https://marketingplatform.google.com/about/analytics_products/sla/>

How to Get Started with GA 360

### 1. 🛠 GA 360 Activation & Access Management

#### a. Log in with enterprise accounts

* log in via @xyzcompany.net
* Go to: <https://analytics.google.com>

**Can You Maintain the Same GA4 Property?**

Article Source : <https://support.google.com/analytics/answer/11202874?hl=en>

Article Source : <https://support.google.com/analytics/answer/9305872?hl=en#zippy=%2Cin-this-article>

Yes, **you can upgrade an existing GA4 property** to **GA4 360** (the enterprise edition of GA4), as long as:

* You have a **signed GA4 360 Contract**
* You're using a **Google Marketing Platform account** under your organization’s domain (e.g. @xyzcompany.net)
* You have the **Org Admin or Billing Admin** role

To move a property across accounts (e.g., from a legacy domain), use the **Move Property** feature in GA Admin: Admin → Property Settings → Move Property [Adswerve+4Google Help+4Optizent+4](https://support.google.com/analytics/answer/9305872?hl=en&utm_source=chatgpt.com" \t "_blank)

* Requires Admin/Edit access on both source and destination accounts
* Tracking ID stays the same; tags don’t need retagging

Once eligible, you can upgrade your property through the **Google Marketing Platform Admin Console**:

1. Sign in to GMP Admin Console → Administration → Organizations
2. Find your **GA4 property**
3. Select the checkbox → More → **Upgrade selected properties**
4. <https://support.google.com/analytics/answer/11202874?hl=en>

**What happens when you upgrade:**

* Property instantly gets GA4 360 features (e.g. higher custom dimensions, event limits, BigQuery export)
* Most upgrades apply within minutes, though some may take up to four hours [Seer Interactive+3Google Help+3OptimizeSmart Newsletter+3](https://support.google.com/analytics/answer/11202874?hl=en&utm_source=chatgpt.com)

**⚠️ Restrictions to Keep in Mind**

* You **cannot upgrade Universal Analytics properties**—only GA4 properties are eligible
* To move a property across accounts (e.g., from a legacy domain), use the **Move Property** feature in GA Admin: Admin → Property Settings → Move Property [Adswerve+4Google Help+4Optizent+4](https://support.google.com/analytics/answer/9305872?hl=en&utm_source=chatgpt.com)
  + Requires Admin/Edit access on both source and destination accounts
  + Tracking ID stays the same; tags don’t need retagging

Here’s a **comprehensive setup document** for your **Ops team** to manage and transition to **Google Analytics 360 (GA 360)**, including user access, BigQuery integration, and workspace migration.

## ✅ GA 360 Setup & Access Migration Guide for Ops Team

### 🏢 Company Context:

* Your company has purchased **GA 360 (enterprise version of GA4)**
* Migrated to new Google Workspace domain: @xyzcompany.net
* Legacy GA4 accounts were under old domain: @xyzcompany.com

🔍 **Recommendation:** Transition **all users** to @xyzcompany.net only. Do not maintain both. It ensures centralized control, security, and eligibility for enterprise features.

### 1. 🛠 GA 360 Activation & Access Management

#### a. Log in with enterprise accounts

* All users (PMs, analysts, stakeholders) must log in via @xyzcompany.net
* Go to: <https://analytics.google.com>

#### b. Create property (if not already)

* Admin > Create new GA4 property
* Confirm it's a **360 property** (you'll see the "360" label)

#### c. Assign roles:

* Go to: **Admin > Property > Access Management**
* Assign user roles based on their function:

| **Role** | **Users** | **GA Role** |
| --- | --- | --- |
| Admin | Ops team | Administrator |
| Analyst | Data analysts | Analyst or Editor |
| Viewer | PMs, stakeholders | Viewer |

✅ Use Google Groups like ga-analysts@xyzcompany.net to manage roles at scale.

### 2. 🔗 BigQuery Integration

#### a. Link GA 360 to BigQuery:

* Admin > Product Links > BigQuery
* Choose GCP Project > Set location (e.g., US) > Enable daily/streaming export

🔗 Google doc: Set up BigQuery export

#### b. Set IAM roles in BigQuery:

Go to: Google Cloud Console

1. IAM & Admin > IAM
2. Add users or groups (@xyzcompany.net)
3. Assign roles:

| **Role** | **Who should get it** |
| --- | --- |
| BigQuery Admin | Ops team |
| BigQuery Data Viewer | Analysts, PMs |
| BigQuery Job User | Analysts (to run queries) |

🔗 IAM role reference: BigQuery Access Control

### 3. 📦 Legacy GA Account Cleanup

#### a. Audit legacy access

* Review existing GA accounts under @xyzcompany.com
* Remove access via Admin > Access Management

#### b. Communicate to all users:

“We’ve migrated to GA 360 under @xyzcompany.net. Please start using this account only. All access under @xyzcompany.com will be removed by [DATE].”

### 4. 🛡 Admin Best Practices

* Enforce **2-Step Verification** for all GA 360 users
* Create Google Groups for each role
* Limit use of personal Gmail accounts
* Schedule regular access reviews

## 📚 Data Sources

Here are the official Google documentation pages used in building this guide:

1. GA4 Access & Role Management
2. BigQuery IAM Roles
3. Set Up BigQuery Export in GA4
4. GA360 Overview & Benefits
5. [GA360 SLA Page](https://marketingplatform.google.com/about/analytics_products/sla/)
6. Google Groups for Admins