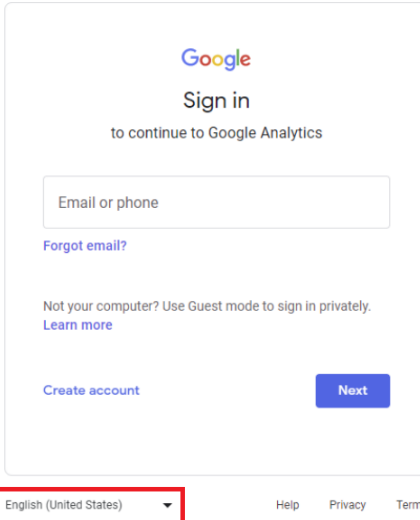# Google Analytics 4 (GA4) property creation guide

This guide will assist you with **creating** and **configuring** a Google Analytics v4 (GA4) property to start collecting user data on your D-EDGE website.
This guide is easier to follow by using a desktop or laptop device.

Step 1 - Login to Google Analytics with the right Google account

Visit https://analytics.google.com/ and login with a proper Google Account.
**Select the English (United States) language to correctly follow this guide**

If you haven't got a Google account yet, click on **Create Account** and follow the guided procedure.

Heads up! Make sure you use a Business-related Google account. Also, if your company has a Google Analytics Organization to manage multiple properties and accounts, make sure you check with your the GA Organization administrator the best way to proceed. In any case you'll always be able to change ownership or move GA accounts or properties to different organizations, but it's easier to start from the right place.

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## Step 2 - Access the <u>Admin area</u> and choose the right <u>Account</u>
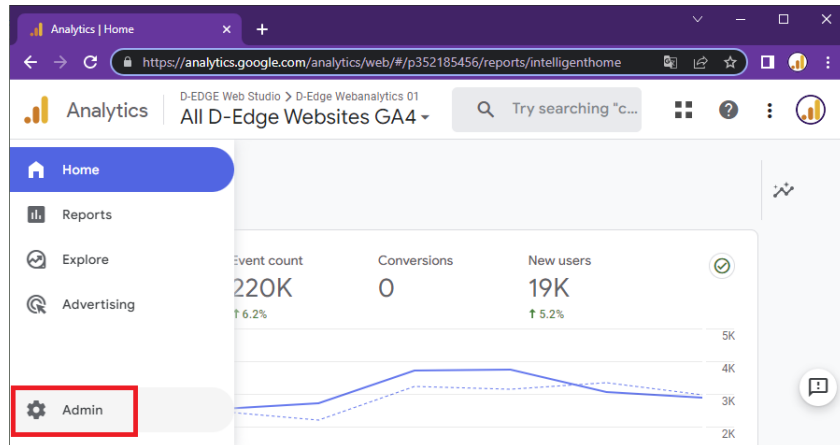
Click on the **Admin** sidebar menu item at the bottom left of the screen. It's identified by the gear ⚙ icon

As you probably know, Google analytics uses a two or three tier level of data hierarchy: Account, Property and View (only for Universal Analytics). The UI reflects this hierarchy by showing two or three different columns in this order (left to right): Account, Property, (view)

At this point, you'll either have an **existing Google Analytics account,** or you have to **create one**. Follow the first paragraph from the <u>official guide from Google</u> if you need to create a new Account.

Choose the Analytics account you want to use for your D-EDGE website by using the dropdown at the top-left of the admin screen (**Account** column)
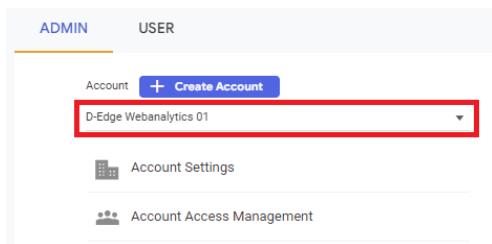
Heads up! You may have access to existing Google Analytics accounts owned by D-EDGE. Do not choose any of these accounts as you won't be able to create any properties there. <u>Create a new account</u> if the list only includes D-EDGE Account(s).
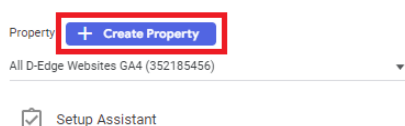
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Step 3 - Create a property or use the GA4 Property Setup Assistant

To start tracking with GA4 on your D-EDGE website you need to either **Create a new Property from scratch** or **Use the Assisted migration tool** to base your new GA4 property on an existing Universal Analytics Property. If not sure, don't worry! Due to how the integration at D-EDGE is managed, the two operations are **completely equivalent** and you can choose either one depending on your needs and existing situation with Universal Analytics. We will show you both the options but **only one of them is needed**.

Step 3 / Option A - Create a property from scratch

1. Click **Create Property** in the **Property** column

   Heads up! If the button is not available, this means you are trying to create a property in an account you are not an administrator of. This may be because you selected an Account owned by D-EDGE. Choose a different account or create one (see step 2)

2. Assign a Name to your property
   (The URL of your website will be fine, we suggest adding **GA4** to the name to easily find the GA4 property in the list later)
3. Choose Your country, time zone and currency. If you have a booking engine with multiple currencies, choose your default currency, normally the primary currency used in your country
4. Click **Next**

5. Choose your Business details (the ideal category is **Travel**) and click **Next**

6. Choose your business objectives and click **Create**. We suggest choosing the first four options.

7. Choose the **Web** platform

8. Set up your data stream by inserting the **URL of your website** and naming your stream, then click on **Create stream**
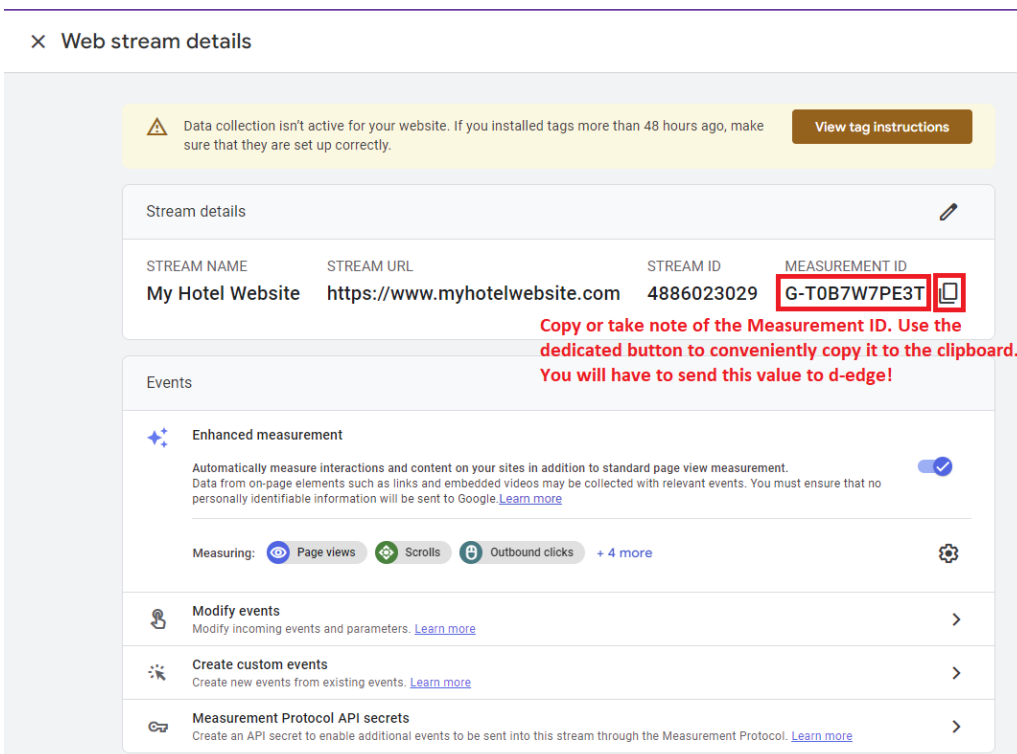

9. At this point, a new pop-in named **Installation Instructions** may appear. You can ignore the popin by closing it (click on **X** next to **Installation Instructions**).
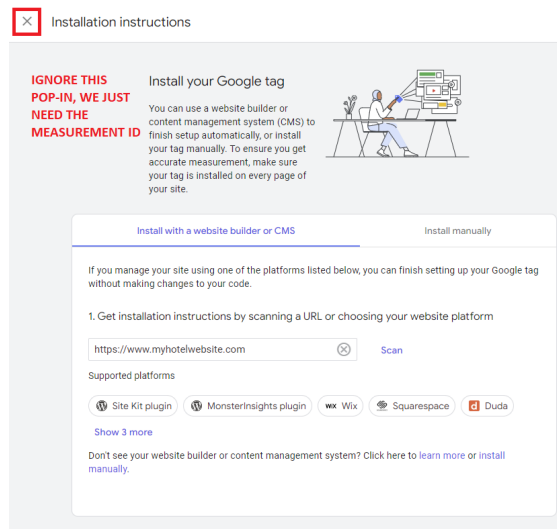
10. In the **Web stream details** pop-in, **Copy** or **take note** of your **Measurement ID** . This Identifier will have to be installed by D-EDGE on your website.

Heads up! If you accidentally closed the Web stream details window, you can get back to it by going back to the **Admin** screen, choosing your newly created **Property** from the dropdown in the corresponding column, then clicking on **Data**

Streams and subsequently on the **Web Stream** you just created. You will find the **Measurement ID** on the screen that opens next.
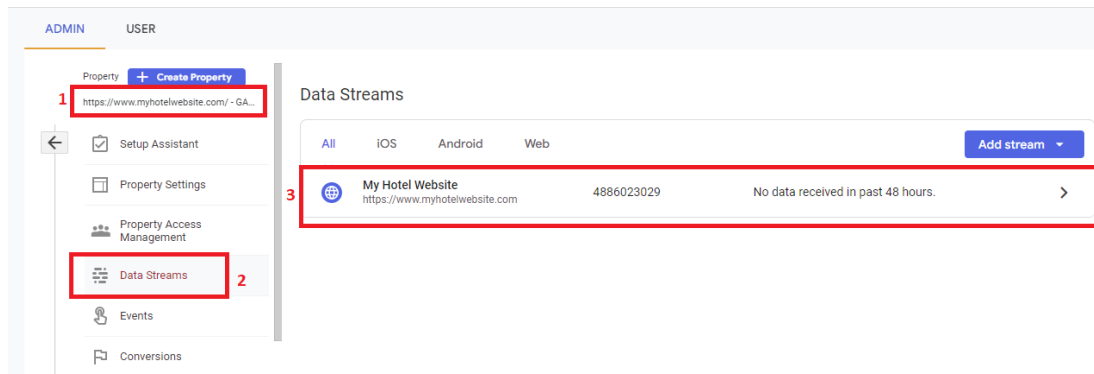
Step 3 / Option B - <u>Use the Assisted migration tool</u>

Heads up! Please skip to the next step if you completed Step 3 / Option A

If you already have a Universal Analytics property for your D-EDGE website, you can use the assisted migration tool provided by Google.

1. In the **Property** column, choose the Google Analytics property used by your D-EDGE website and click **GA4 Setup assistant**
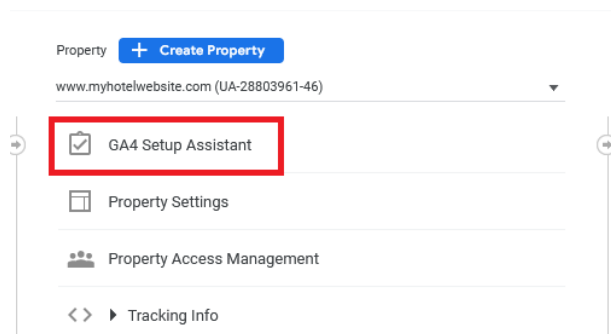
2. Click on **Get started** below the box **I want to create a new Google Analytics 4 property**
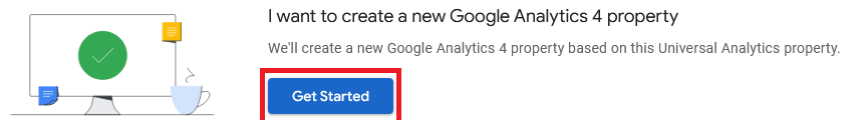
3. Click on **Create and continue**

Create a new Google Analytics 4 property
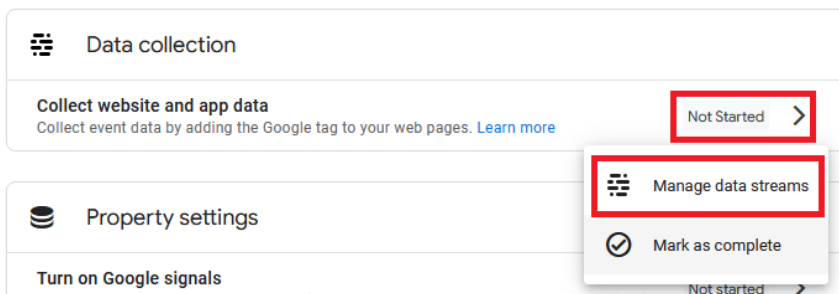
This setup assistant will:

- **Create a GA4 property**. This will keep your original Universal Analytics property unchanged.
- **Copy basic settings from your UA property**. You can then configure additional settings in your GA4 property as needed.
- **Turn on** enhanced measurement to measure interactions with your content. You must ensure that no personally identifiable information will be sent to Google.
- **Let you set up a website tag** to start measurement activity on your website.

No, thanks   Create and continue

4. Click on **Done** then on **Go to your GA4 property**

Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

Go to your GA4 property
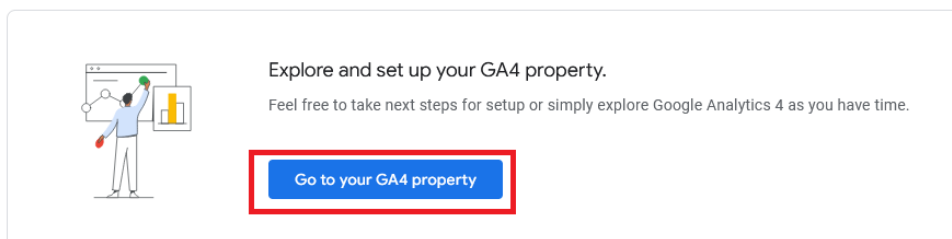
5. In **Data Collection**, Click on the arrow close to **Not Started**, then click on **Manage data streams**

Data collection

Collect website and app data
Collect event data by adding the Google tag to your web pages. Learn more

Not Started >

Manage data streams

Mark as complete

Property settings

Turn on Google signals

Not started >

6. Click on the Web Data Stream

Data Streams

All   iOS   Android   Web

Add stream ▾

My Hotel Website
https://www.myhotelwebsite.com

4886023029

No data received in past 48 hours.

>
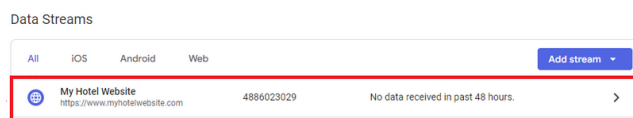
7. In the **Web stream details** pop-in, Copy or take note of your **Measurement ID** . This Identifier will have to be installed by D-EDGE on your website.

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Don't forget to configure your domains, as explained in the next step.

Step 4 - Configure your domains

1. On the **Web Stream Details** page, in the **Google tag** section, click **Configure tag settings**

2. In the **Configuration** tab, **Settings** section, click **Configure your domains**

3. Click **Add condition** and configure the domains as explained in the table below, then click **Save.** E.G:

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Cross Domain Tracking - <u>Domains configuration table</u>

Make sure to always use the **Contains** Match type when creating your condition.

Booking engine provider	Domain 1 *Contains*	Domain 2 *Contains*	Domain 3 *Contains*
D-EDGE (Attraction)	myhotelwebsite.com *	book-secure.com	fastbooking.com
D-EDGE (Smart/Touch)	myhotelwebsite.com *	secure-hotel-booking.com	
Accor (all.accor.com)	myhotelwebsite.com *	accor.com	
Accor (swissotel.com)	myhotelwebsite.com *	swissotel.com	
Accor (fairmont.com)	myhotelwebsite.com *	fairmont.com	
Accor (raffles.com)	myhotelwebsite.com *	raffles.com	
Others	myhotelwebsite.com *	**Check with your vendor!** If unsure, just use the domain you see in the address bar of your booking engine. E.G. synxis.com Note: this is only required if your Boooking engine has a GA4 integration. Domain configuration can be improved at any time, anyway.	

* Use the domain name of your D-EDGE website, without any prefixes.

Some examples:

- If your website's URL is **https://www.plaza.com** , insert **plaza.com**
- If your website's URL is **https://london.hotel.com** , insert **hotel.com**

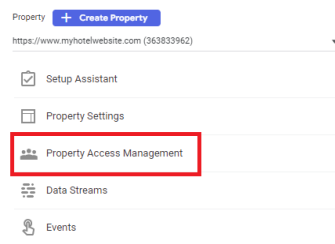**D-EDGE** Web Studio / <u>webanalytics@d-edge.com</u>

Step 5 - Add D-EDGE users to your GA4 property

Heads up! Please note this step is NOT mandatory but will ensure the D-EDGE Web Studio and Account Management team can **support you in the future** with your Analytics-related questions.

1. After closing any Open popup in your Google Analytics tab, click **Admin** and make sure **the right account** is selected, as explained at step 2.
2. In the **Property** column, make sure the GA4 property you just created is selected. You will recognize GA4 properties because close to their name in the list the property ID indicated between brackets is **purely numeric**, as opposed to Universal Analytics properties, that look like *UA-XXXXXXXX-YY*
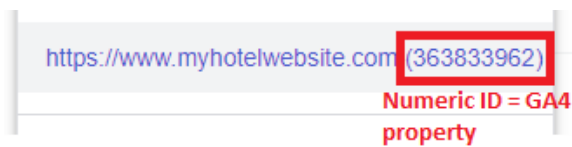
3. Click **Property Access Management**

4. Click on **(+)** on the top right corner of the pop-in that will appear
5. Enter the following addresses in the **Email addresses** field, separated by commas or spaces:
    a. webanalytics@d-edge.com
    b. The e-mail address of your **Web Studio Project Manager** at D-EDGE.
        E.G.:
        abon@d-edge.com
        If unsure, skip this user.
    c. The e-email address of your D-EDGE **Account manager**
        E.G.:
        aamoroso@d-edge.com
        If unsure, skip this user.
6. If needed, add to the same field any email address in your organization that may need the same type of role as D-EDGE users. Please note they need to be **Google Account** email addresses. All D-EDGE email addresses are Google Accounts.
7. You can assign these users the role you prefer, but in order to assist you in the future with configuration if needed, **Editor** is the preferred role.
8. Click **Add**

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Step 6 - [Send the Measurement ID to D-EDGE](#)

If this guide was sent to you personally by a specific person at D-EDGE, please send the **Measurement ID** you copied or note at [step 3](#) via e-mail to your contact, making sure to specify for which website it is, in case you are creating multiple properties.

If you're filling our **GA4 migration assistance form**, please enter the Measurement ID in the dedicated field and save.

For any doubt or support request, please contact us via your usual support channels. During 2023 we will also be monitoring the dedicated address webanalytics@d-edge.com for this specific subject.

Last update: April 12, 2023

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