

Google Analytics 4 (GA4) property creation guide

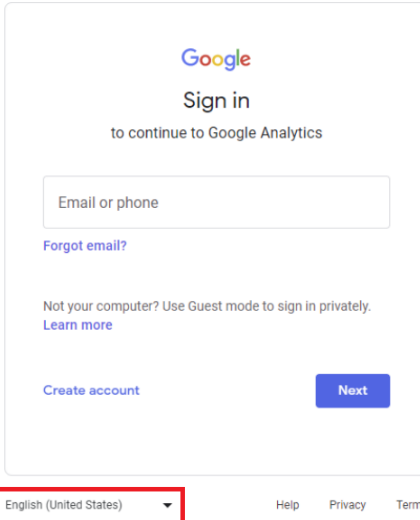
This guide will assist you with **creating** and **configuring** a Google Analytics v4 (GA4) property to start collecting user data on your D-EDGE website.

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



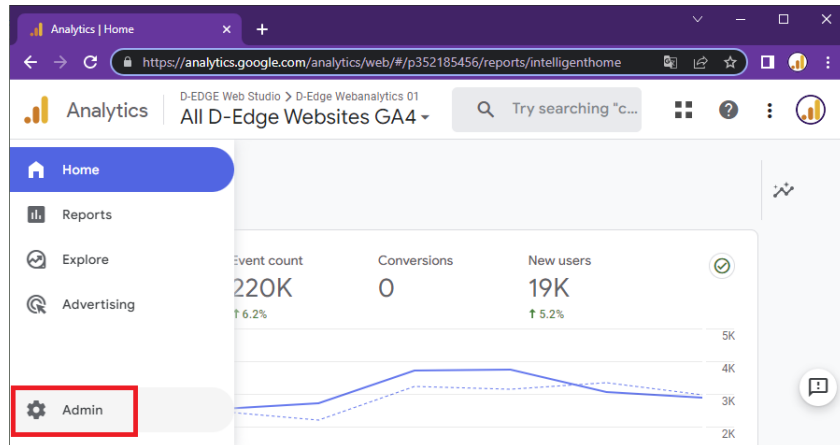
If you haven't got a Google account yet, click on **Create Account** and follow the guided procedure.

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 Admin area and choose the right Account

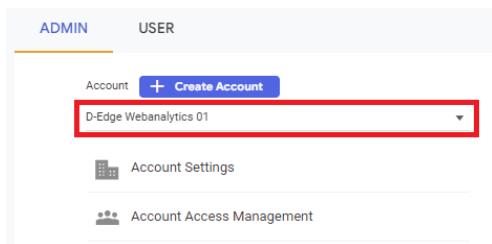


Click on the **Admin** sidebar menu item at the bottom left of the screen. It's identified by the gear ⚙ icon

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 [official guide from Google](#) 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. [Create a new account](#) if the list only includes D-EDGE Account(s).

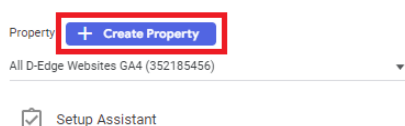
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Step 3 - Create a property or use the GA4 Property Setup Assistant

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**

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

Choose your business objectives

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

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

[Back](#) [Create](#)

- Choose the **Web** platform

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**

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

Set up data stream

Set up your web stream

Website URL:

Stream name:

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](#)

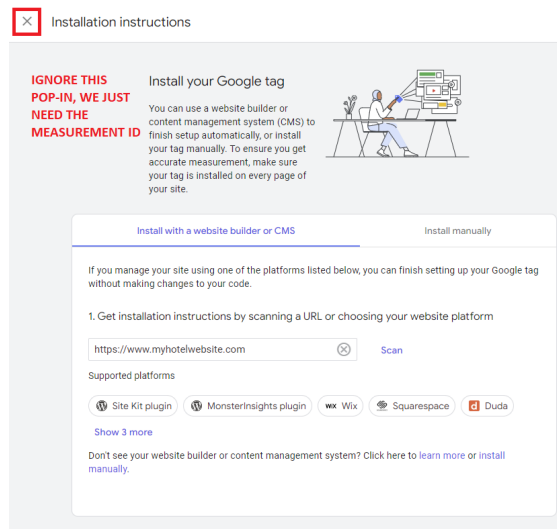
Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks ☒ Site search ☒ Video engagement ☒ File downloads ☒ Form interactions [Show less](#)

[Create stream](#)

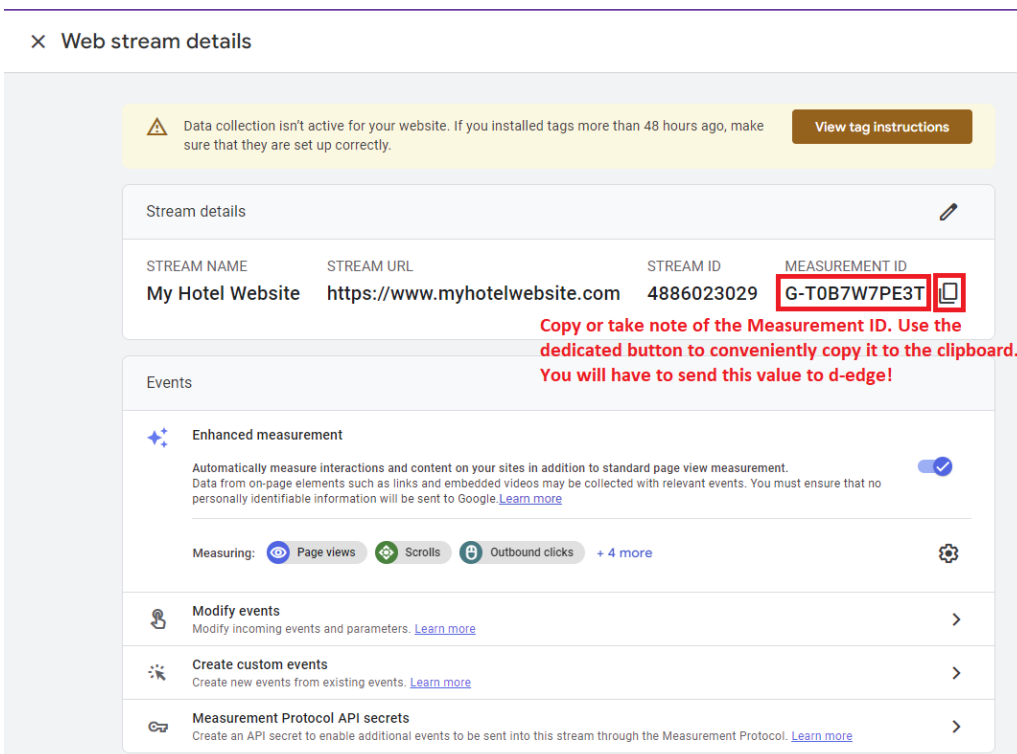
- At this point, a new pop-in named **Installation Instructions** may appear. You can ignore the popin by closing it (click on **X** next to **Installation Instructions**).

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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.

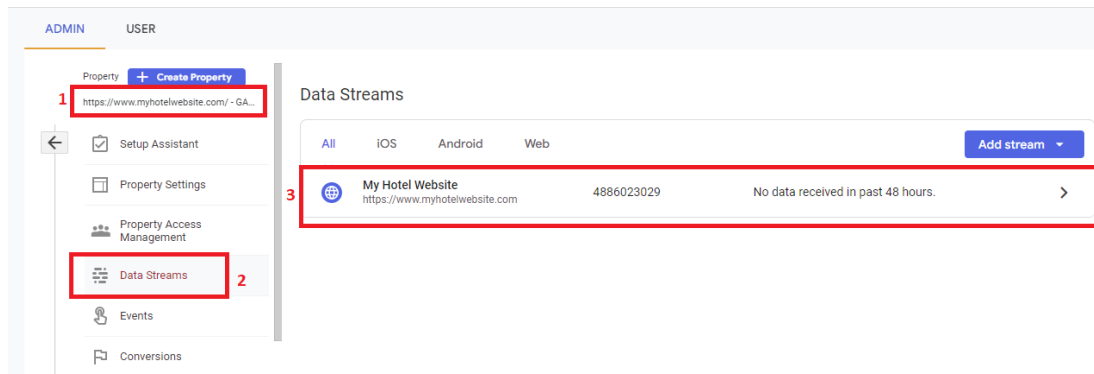


Heads up! If you accidentally closed the Web stream details window, you can get back to it by going back to the **Admin** screen, choosing your newly created **Property** from the dropdown in the corresponding column, then clicking on **Data**

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Streams and subsequently on the **Web Stream** you just created. You will find the **Measurement ID** on the screen that opens next.

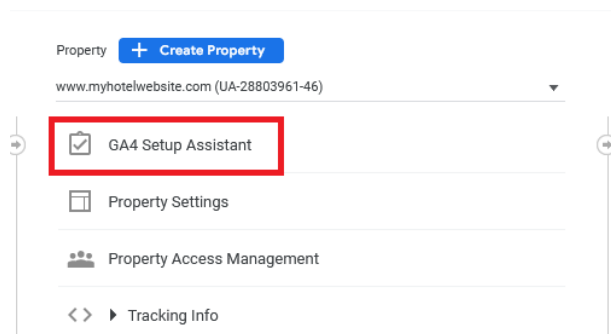


Step 3 / Option B - Use the Assisted migration tool

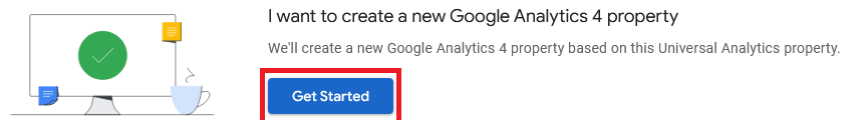
Heads up! Please skip to the next step if you completed Step 3 / Option A

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**



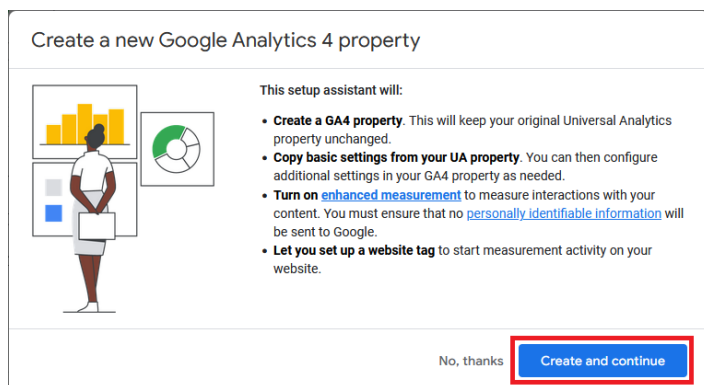
2. Click on **Get started** below the box **I want to create a new Google Analytics 4 property**



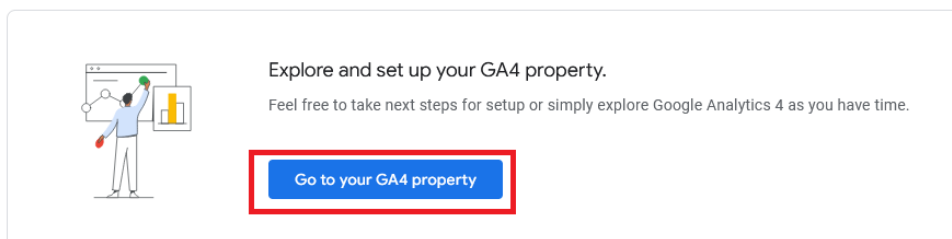
3. Click on **Create and continue**

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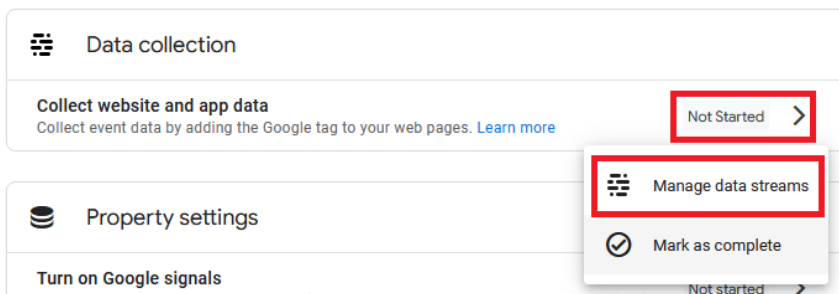
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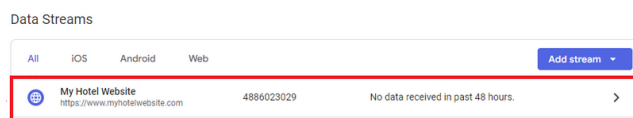
4. Click on **Done** then on **Go to your GA4 property**



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




6. Click on the Web Data Stream




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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× Web stream details


 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly. [View tag instructions](#)

Stream details





STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
My Hotel Website	https://www.myhotelwebsite.com	4886023029	G-T0B7W7PE3T 


Copy or take note of the Measurement ID. Use the dedicated button to conveniently copy it to the clipboard. You will have to send this value to d-edge!

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](#)

>

Don't forget to configure your domains, as explained in the [next step](#).

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Step 4 - Configure your domains

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

× Web stream details

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
My Hotel Website	https://www.myhotelwebsite.com	4886023029	G-T0B7W7PE3T

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](#)

Google tag

Configure tag settings

Configure your Google tag behaviour, 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

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

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Google tag | My Hotel Website
G-T0B7W7PE3T

Configuration History Admin

Your Google tag [Installation instructions](#)

Google tag [?](#) Destinations [?](#)

My Hotel Website
IDs: G-T0B7W7PE3T, GT-WB7MSFG

My Hotel Website

Settings [Show all](#) [v](#)

Some tag settings apply only to specific destinations

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. [i](#) [>](#)

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

Configure your domains | My Hotel Website
G-T0B7W7PE3T

When done, click Save [Save](#)

Changes made here could affect other Google tags on the same page. [Learn more](#)

Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)

Configuration

Include domains that match the following conditions

Match type

Contains [v](#)

Contains [v](#)

Contains [v](#)

[Add condition](#)

The domain of your website, without www or other prefixes

Domain

myhotelwebsite.com [-](#)

book-secure.com [-](#)

secure-hotel-booking.com [-](#)

The domains used by your booking engine provider, without www, for proper cross-domain tracking

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Cross Domain Tracking - Domains configuration table

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

Booking engine provider	Domain 1 <i>Contains</i>	Domain 2 <i>Contains</i>	Domain 3 <i>Contains</i>
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 Booking 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**

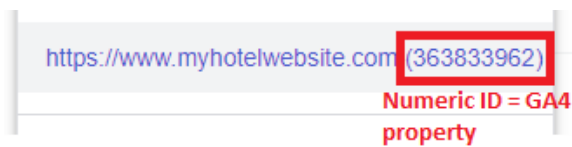
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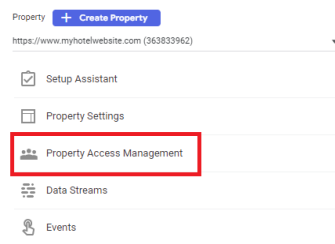
Step 5 - Add D-EDGE users to your GA4 property


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-mail 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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D-Edge Webanalytics 01 > https://www.myhotelwebsite.com

Add roles and data restrictions

3 Add

Email addresses

1

webanalytics@d-edge.com abon@d-edge.com aamoroso@d-edge.com

Enter email addresses

☒ Notify new users by email

Direct roles and data restrictions ?

Standard roles

☐ Administrator
Full control of property. [Learn more](#)

☒ Editor
Edit all data and settings for property. Cannot manage users. [Learn more](#) 2

☐ Marketer
Edit audiences, conversions, attribution models, look-back windows and events for property. Includes Analyst role. GA4 only. [Learn more](#)

☐ Analyst
Create and edit shared assets like dashboards and annotations for property. Includes Viewer role. [Learn more](#)

☐ Viewer
See report data and configuration settings for property. [Learn more](#)

☐ None
No role assigned. [Learn more](#)

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.

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