



## How to Share GA4 Access with TourismOhio

Allowing Communica and TourismOhio access to your GA4 property and analytics allows the team to ensure that conversions are set up and being tracked properly, analytics are tracking properly for campaigns, etc. Below is a step-by-step guide on how to share access with the various teams.

1. Sign into your GA4 Property

Sign into your Google Analytics account at <https://analytics.google.com/>. Ensure you are looking at the website you are trafficking partner ads to.

2. Navigate to the Admin Setting

Click on the Admin cog icon located in the lower left corner of the screen to access the Admin panel. You'll see multiple buckets: Account, Property, and Data Collection, etc. Focus on the **Property** column.

3. Access Property Managers

In the **Property** bucket, click on Property Access Management. This option may be found directly under the property settings or within a menu titled "Property Settings" or "User Management."

4. Add New User "[OhioTheHeartofitAll@gmail.com](mailto:OhioTheHeartofitAll@gmail.com)"

On the Property Access Management page, you'll see a list of users who currently have access to the property. Click the blue plus button located in the upper right corner of the screen and select "Add Users"

5. Enter User Details

Enter [OhioTheHeartofitAll@gmail.com](mailto:OhioTheHeartofitAll@gmail.com) in the email address box. Below this, switch the **Direct Roles and Data Restrictions** option from "Viewer" to "Editor."

6. Confirm Details and Add User

Confirm the email is entered correctly and that the role has been switched to "Editor." Click the blue add button located in the upper right corner of the screen.