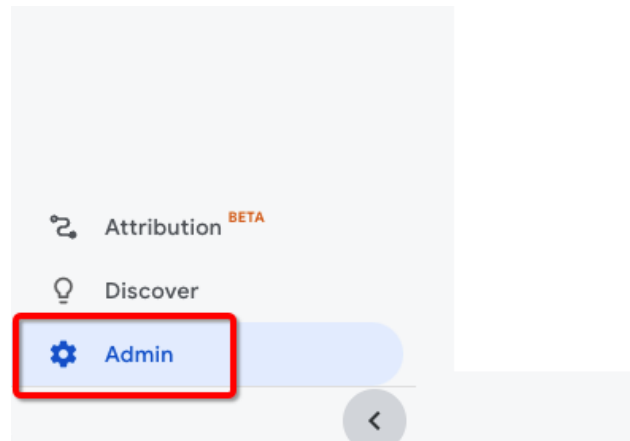


GA4

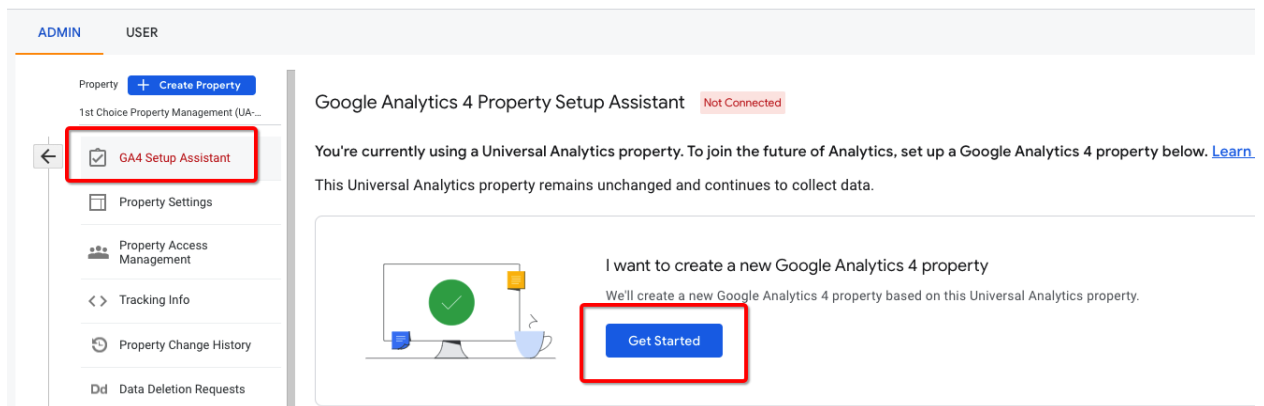
Log into Google Analytics via pmw.webmaster@kohva.com email address

Go to the correct account - click on Admin at the bottom right corner of the page



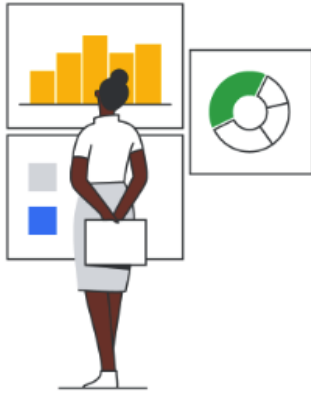
Click on GA4 Setup Assistant

& Get Started on creating a new Google Analytics 4 Property



You will then be prompted to Create Property - click Create Property

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.

Optional setup:

- Enable data collection using your existing global site tag(s).** Your tag customizations can't be migrated, which [may affect your data collection](#).

 Based on your current tag setup, you'll need to install new tags on your site to use GA4. [Learn why](#)

No, thanks

[Create property](#)

Connect Properties

From here, you will be able to see the GA4 Property ID

Google Analytics 4 Property Setup Assistant Connected

You have successfully connected your properties.

[Learn more about Google Analytics 4 properties](#)



Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Anal

[Go to your GA4 property](#)

↔ Connected Property

You can disconnect your properties at any time.

GA4 PROPERTY NAME

1st Choice Property Management - GA4

PROPERTY ID

328436302

1. In Google Tag Manager (go to the correct account), go to Tags, click 'New'

Workspace Versions Admin

We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

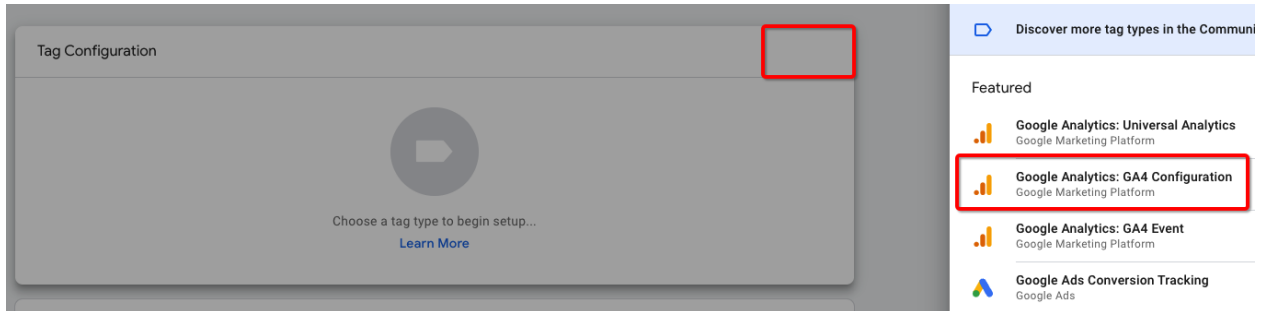
Templates

Tags

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> AdWords Conversion Tracking	Google Ads Conversion Tracking	Page View	5 years ago
<input type="checkbox"/> AdWords Remarketing	Google Ads Remarketing	PM Page Views	2 years ago
<input type="checkbox"/> Call Tracking	Custom HTML	All Pages	5 years ago
<input type="checkbox"/> Conversion Linker	Conversion Linker	All Pages	a year ago
<input type="checkbox"/> Facebook Lead	Custom HTML	Page View	5 years ago
<input type="checkbox"/> Facebook Pixel	Custom HTML	All Pages	5 years ago

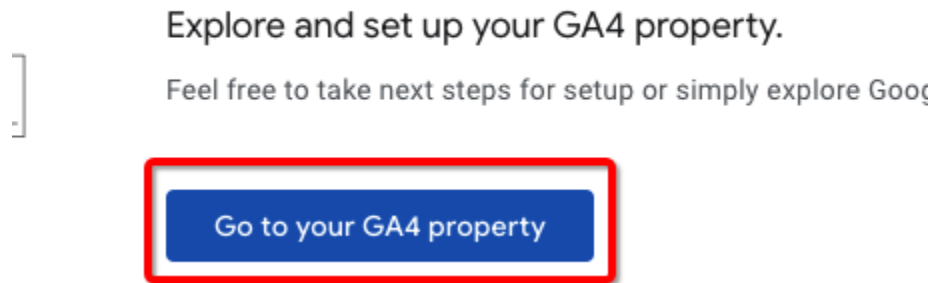
[New](#)

2. Tag Configuration → Google Analytics: GA4 Configuration

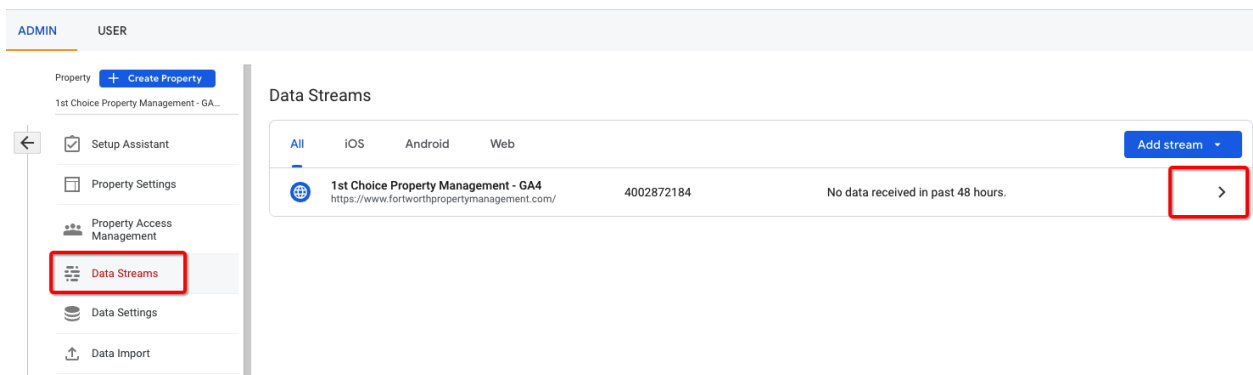


Enter in the Measurement ID (the GA4 Code from the Data Streams section of your GA4 Property - go back to analytics page to find this) and triggering = all pages

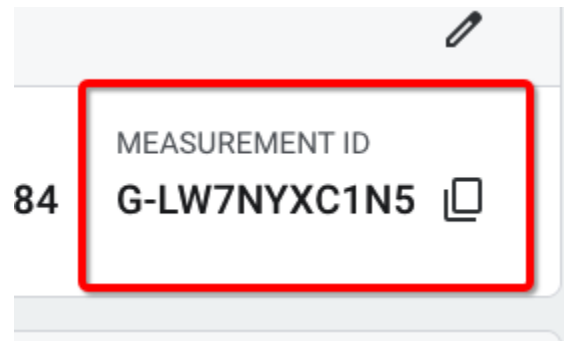
To get the Measurement ID - go to your GA4 Property



Go to Data Streams - click the arrow



The measurement ID will be found at the top of the page



Copy this into Google Tag Manager


And click triggering = all pages

Tag Configuration

Tag Type



Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID 
G-LW7NYXC1N5

Triggering

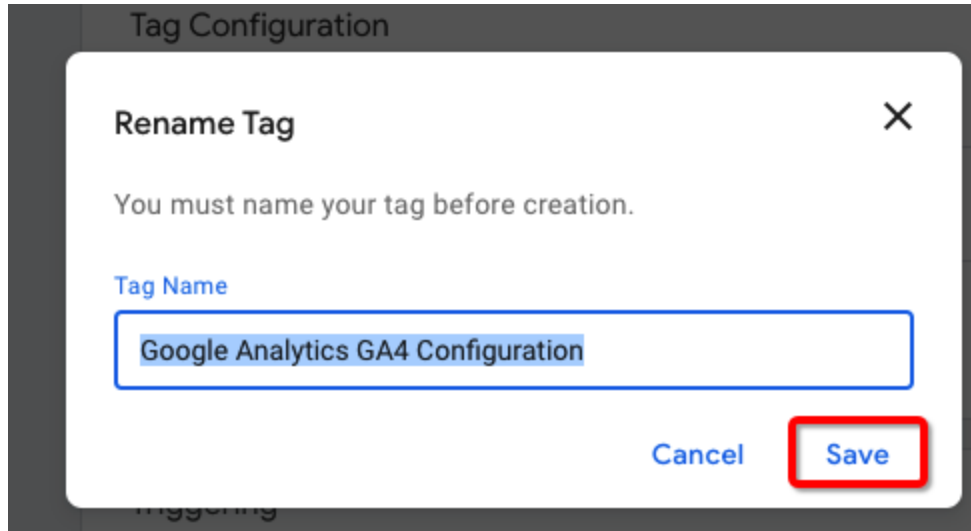
Firing Triggers



All Pages
Page View

[Add Exception](#)

Save - Keep Tag Name the Same - Save



You will then click Submit at the top right hand corner of the page

Name: GA4 Configuration

Click Publish

Go to the website

Click on Tag Assistant

Enable - and refresh the page

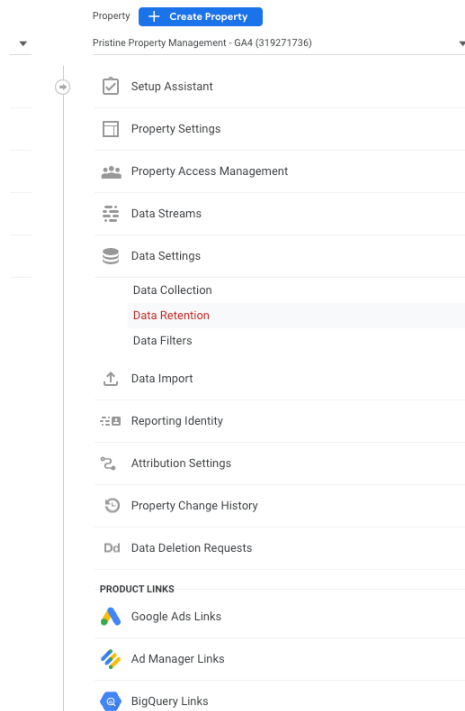
Click on Tag Assistant again and you will see all the tags loaded

Make sure the Global Site Tag matches the GA4 Measurement ID in your notes

Data Retention Period - back in Google Analytics 4

Make sure the Data Retention Period is set to 14 months.

Go to Admin → Data Settings → Data Retention → Select 14 months in the dropdown → Click Save



User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more](#)

Event data retention ⓘ 14 months ▾

Reset user data on new activity ⓘ

[Save](#) [Cancel](#)

Linking To Google Ads

Go to Admin → Google Ads Links → Link

ADMIN USER

Data streams

Data Settings

Data Collection

Data Retention

Data Filters

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

PRODUCT LINKS

- Google Ads Links**
- Ad Manager Links
- BigQuery Links
- Display & Video 360 Links
- Merchant Center

Google Ads links

Search

Link

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
No links yet. Click "Link" to create one.					

Items per page: 5 0 of 0 |<

Choose Google Ads Accounts

1 Choose Google Ads accounts

Link to Google Ads accounts I manage

Choose Google Ads accounts

Next

2 Configure settings

3 Review and submit

Click PMW drop down and find the correct account

Select account and click confirm

× Link to Google Ads accounts I manage Confirm

To link a GA property to a Google Ads account, you must have "edit" permissions on the GA property and admin access on the Google Ads account. Google Ads accounts for which you have admin access are listed here.

[Collapse all](#) [Expand all](#)

	Account name	Account ID	Account type
<input type="checkbox"/>	Google Ads account	256-444-6219	Account
<input type="checkbox"/>	Google Ads account	674-037-7790	Account
<input type="checkbox"/>	Kohva LLC	656-194-6289	Account
<input type="checkbox"/>	Mosaic Properties	853-521-2732	Account
<input type="checkbox"/>	PMW	804-430-5948	Manager account
<input checked="" type="checkbox"/>	1st Choice Property Management	683-734-7156	Account
<input type="checkbox"/>	20/20 Rental Management	139-906-8909	Account
<input type="checkbox"/>	24 Hour Property Management	720-264-4592	Account

Click Next

Link setup

By linking your Analytics property to your Google Ads account, you will enable data to Google Ads is subject to the Google Ads terms of service, while Google Ads data imp link, your email address will be recorded and may be visible to authorized users of thi


- 1 Choose Google Ads accounts**
 - Link to Google Ads accounts I manage
 - 1st Choice Property Management**
683-734-7156
- 2 Configure settings**
- 3 Review and submit**

Next


Keep the next options as is and click next

1 Choose Google Ads accounts

2 **Configure settings**

 **Enable Personalized Advertising**

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.

 **Enable Auto-Tagging** ▼

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

[Previous](#) [Next](#)

3 Review and submit


Submit

1 Choose Google Ads accounts


2 Configure settings

3 **Review and submit**


Link to Google Ads accounts I manage

 **1st Choice Property Management**
683-734-7156

Data configurations

 **Enable Personalized Advertising** ON

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.

 **Enable Auto-Tagging** ▼

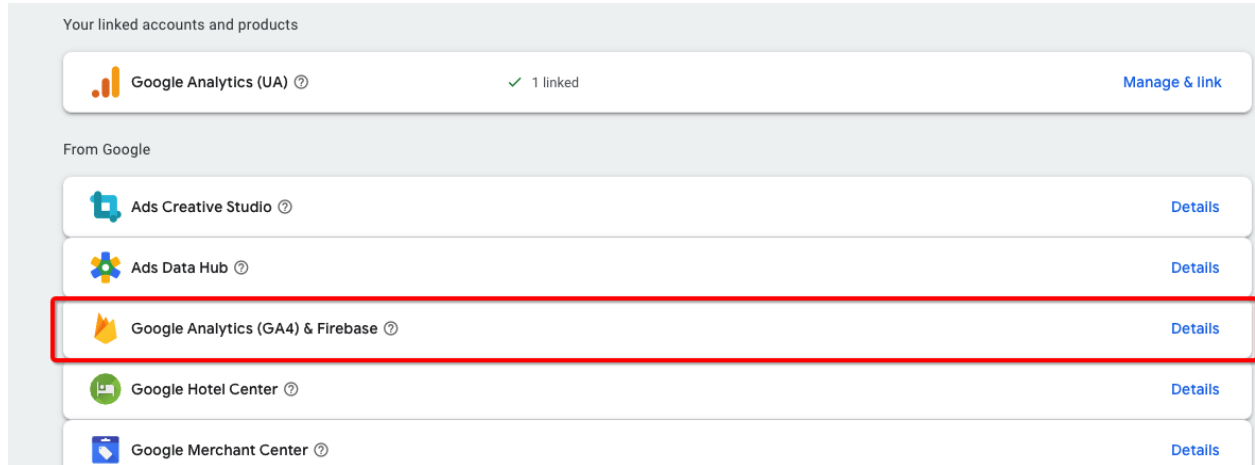
Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

[Previous](#) [Submit](#)

Next, you will go into Google Ads and link the GA4 account

Go to Tools & Settings → Linked Accounts

Click on Google Analytics (GA4) & Firebase → details



You will see that it is correctly linked

DONE!