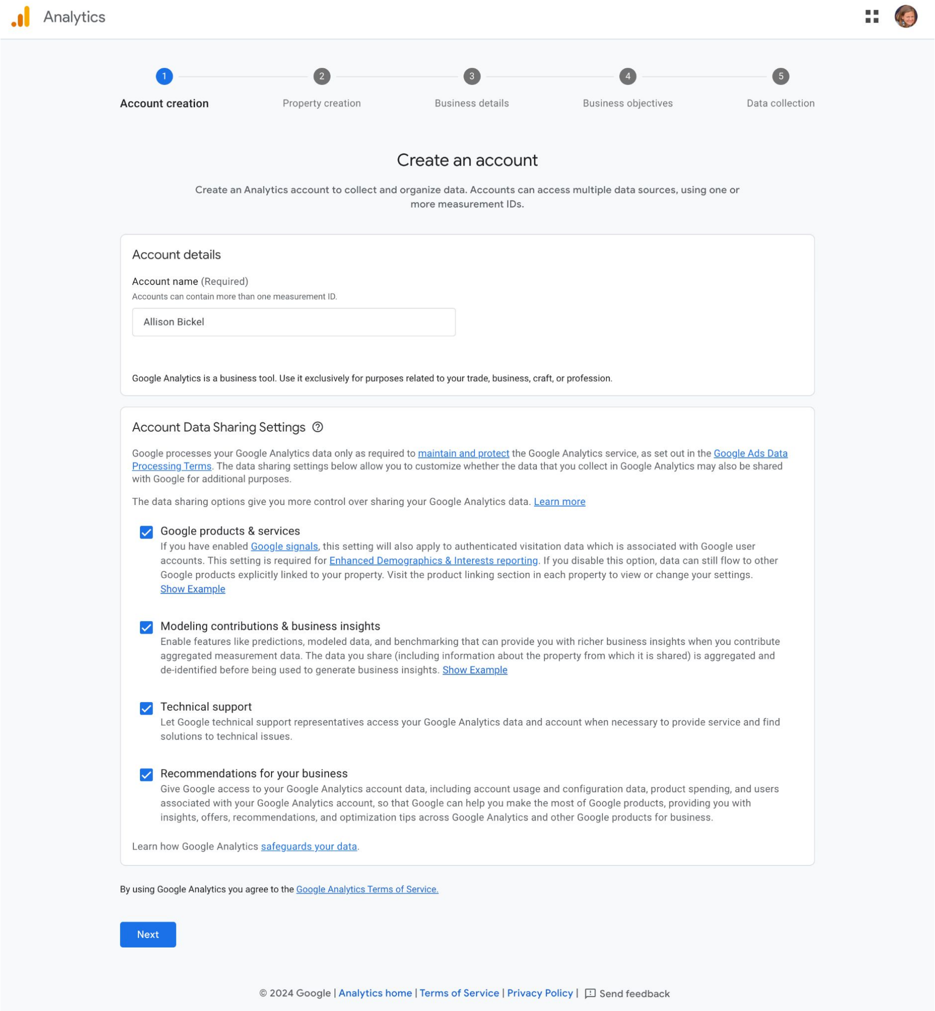
Marketing **Analytics**

Allison Bickel



Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)

Accounts can contain more than one measurement ID.

Allison Bickel

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to maintain and protect the Google Analytics service, as set out in the Google Ads Data Processing Terms. The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. Learn more

☑ **Google products & services**
If you have enabled Google signals, this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for Enhanced Demographics & Interests reporting. If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. Show Example

☑ **Modeling contributions & business insights**
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. Show Example

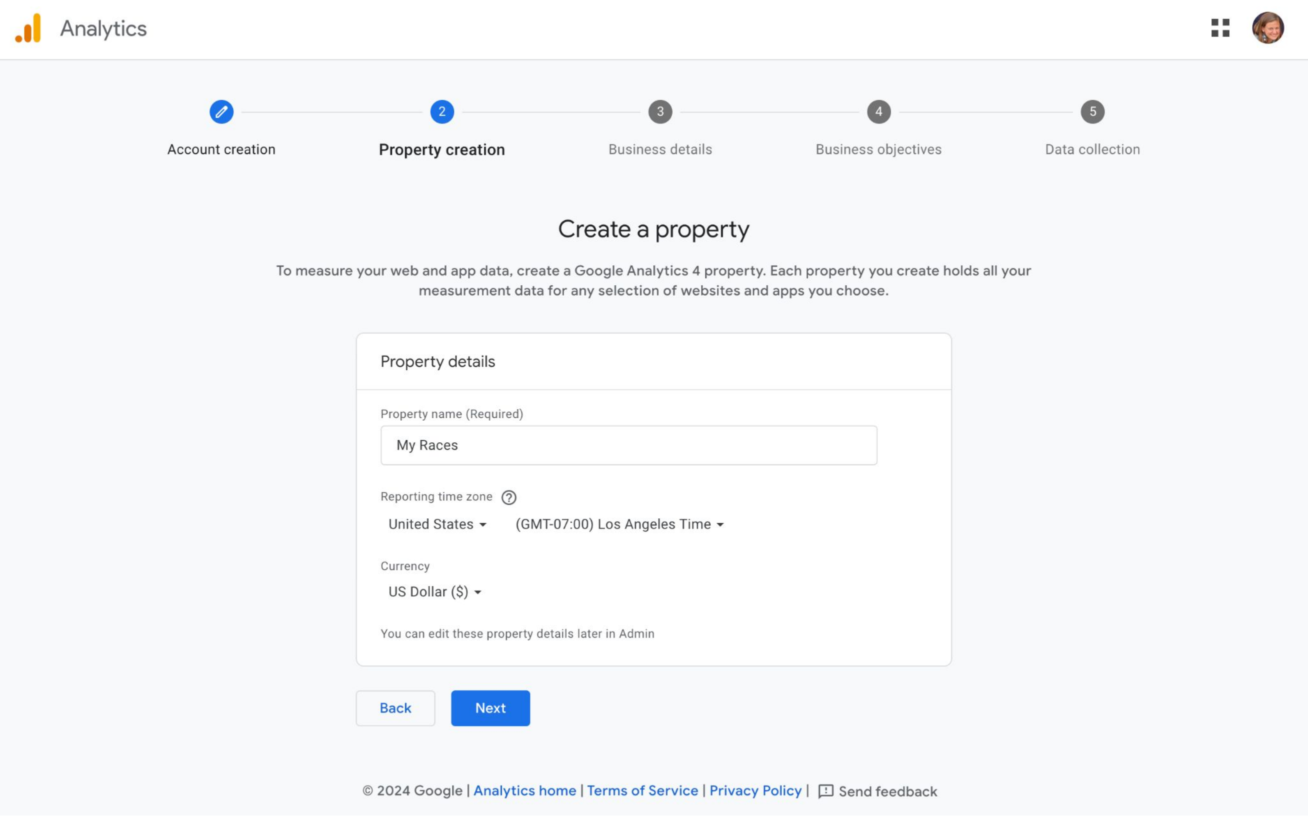
☑ **Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☑ **Recommendations for your business**
Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how Google Analytics safeguards your data.

By using Google Analytics you agree to the Google Analytics Terms of Service.

One Property PER Business



Analytics
Account creation
2
Property creation
3
Business details
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Business objectives
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Data collection

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required): My Races

Reporting time zone: United States (GMT-07:00) Los Angeles Time

Currency: US Dollar ($)

You can edit these property details later in Admin

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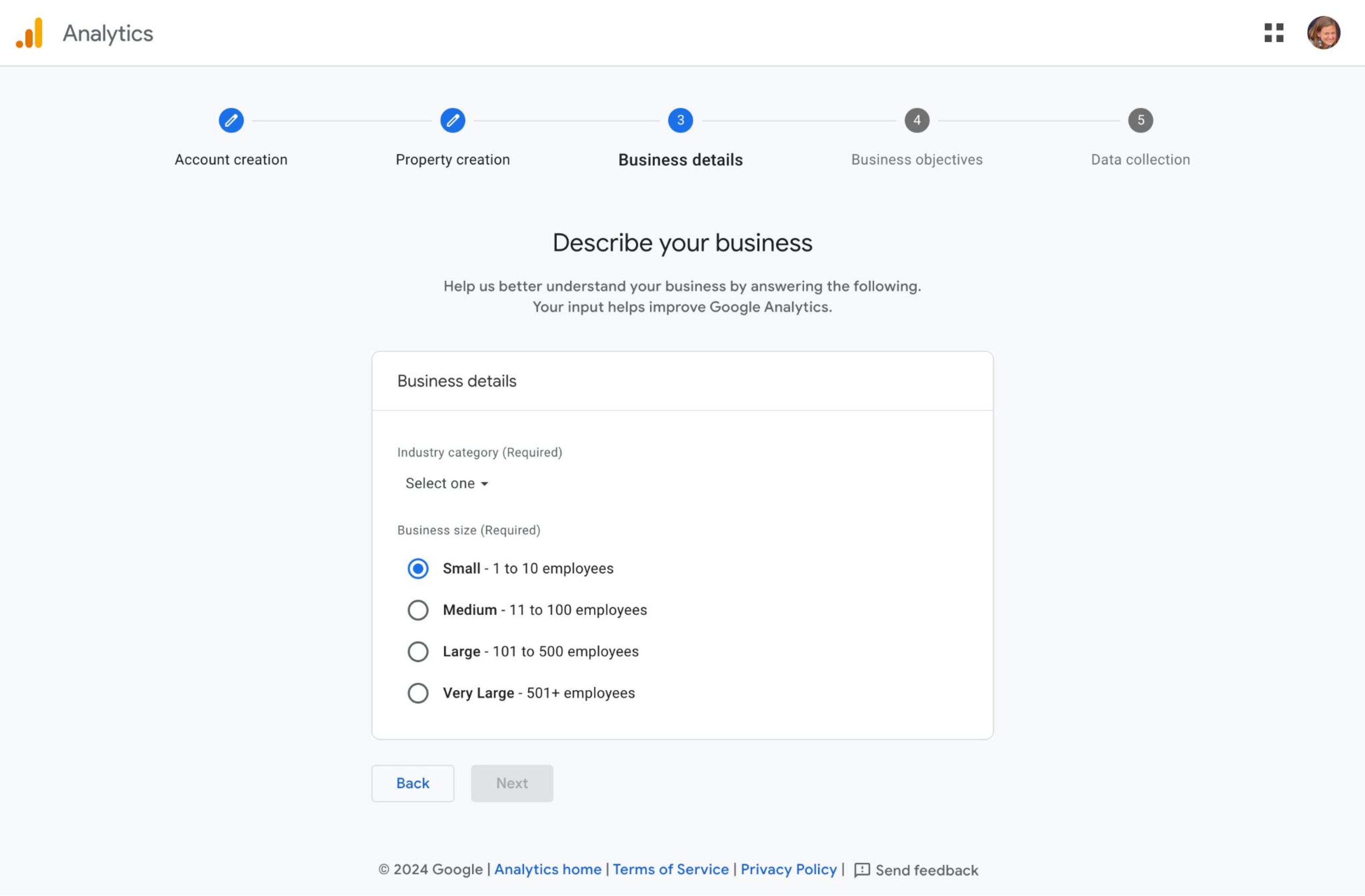

Analytics

Account creation — Property creation — 3 Business details — 4 Business objectives — 5 Data collection

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Select one ▾

Business size (Required)

- ● **Small** - 1 to 10 employees
- ○ **Medium** - 11 to 100 employees
- ○ **Large** - 101 to 500 employees
- ○ **Very Large** - 501+ employees

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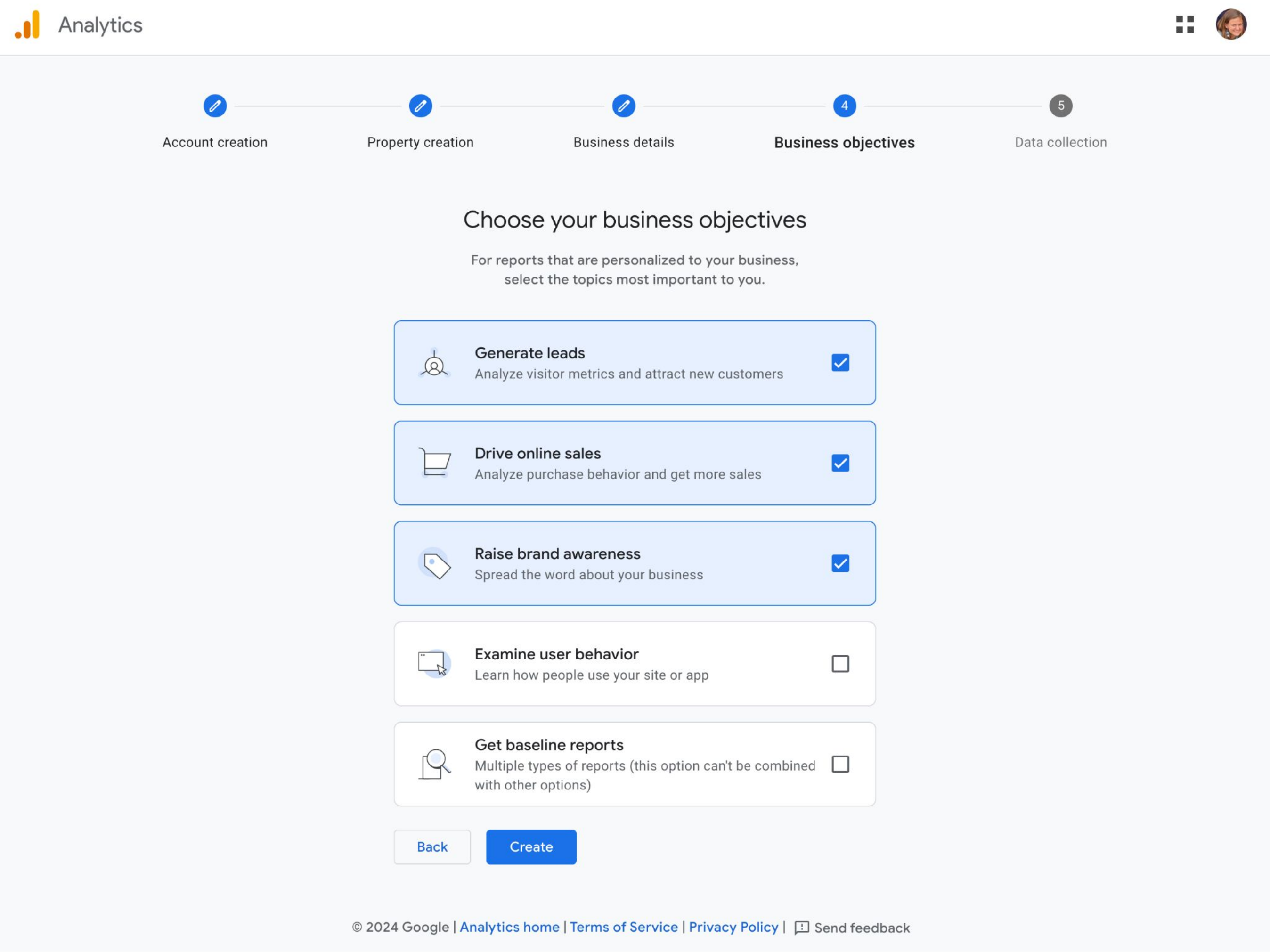
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Choose your business objectives

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

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

Back
Create

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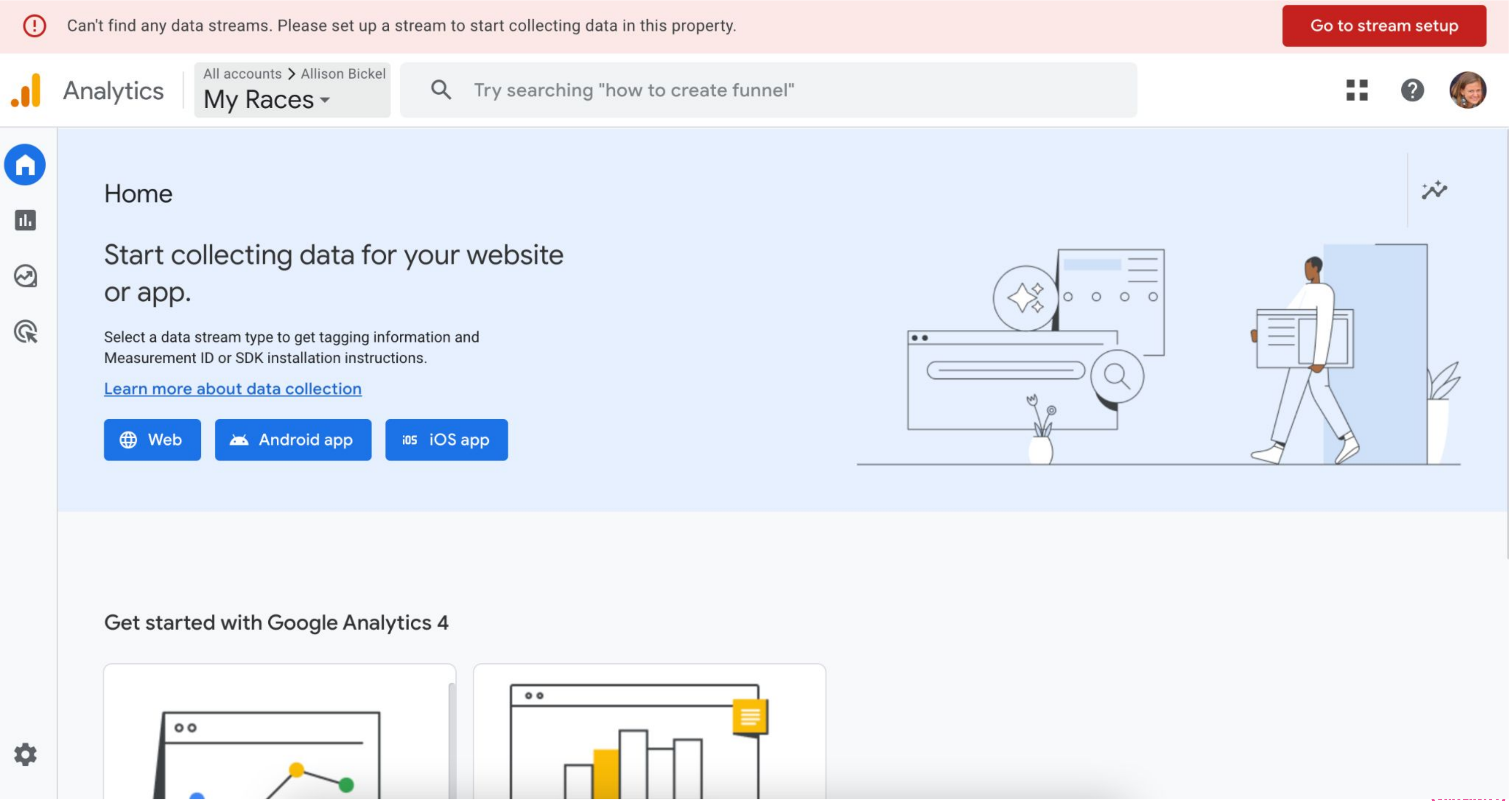

Analytics
All accounts > Allison Bickel
My Races
Try searching "how to create funnel"
Go to stream setup
Web
Android app
iOS app

Can't find any data streams. Please set up a stream to start collecting data in this property.

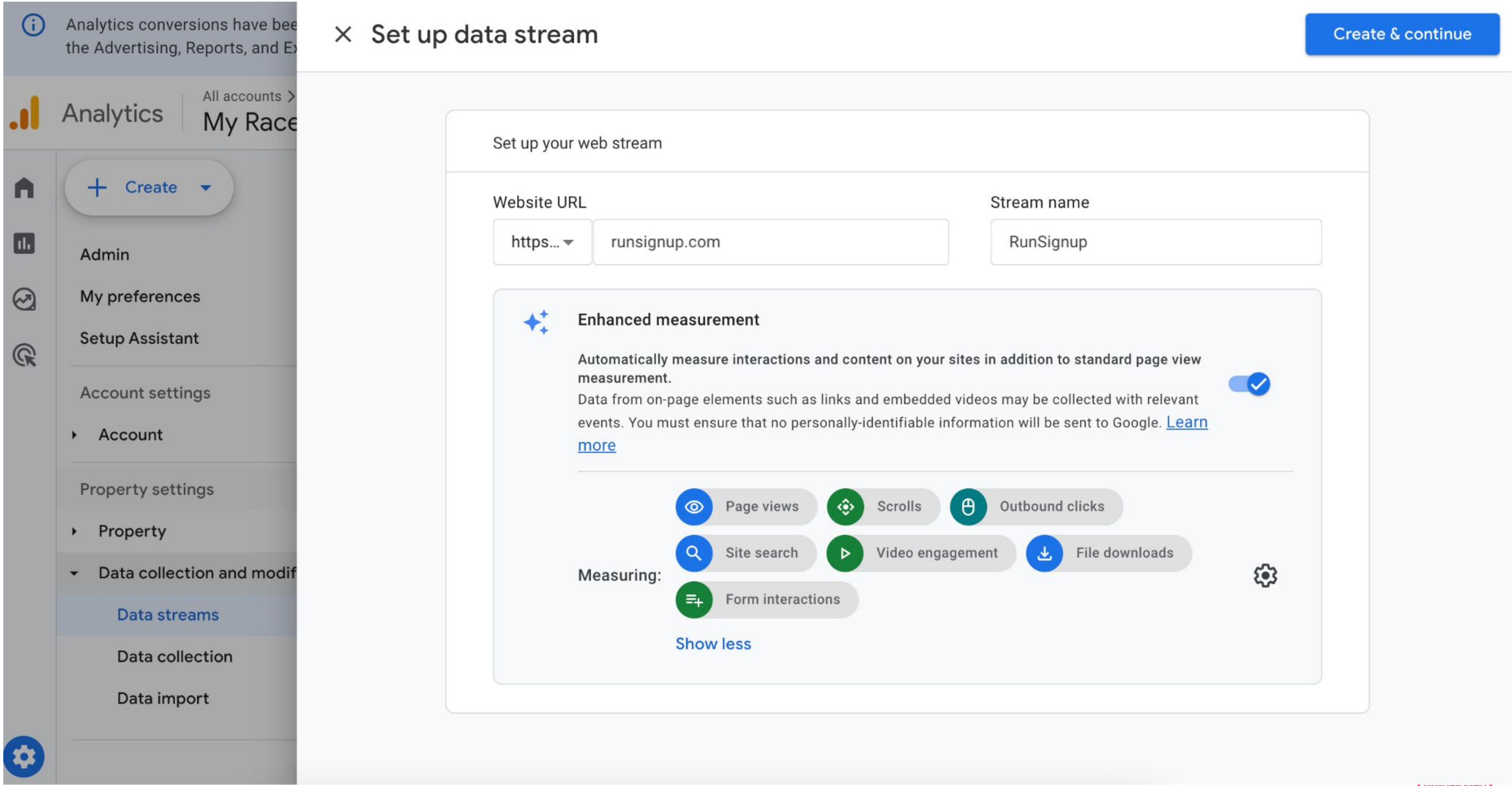
Home

Start collecting data for your website or app.

Select a data stream type to get tagging information and Measurement ID or SDK installation instructions.

Learn more about data collection

Get started with Google Analytics 4



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Admin
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Property settings
Property
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Data collection
Data import
Create & continue
Show less

Set up data stream

Set up your web stream

Website URL: https... runsignup.com

Stream name: RunSignup

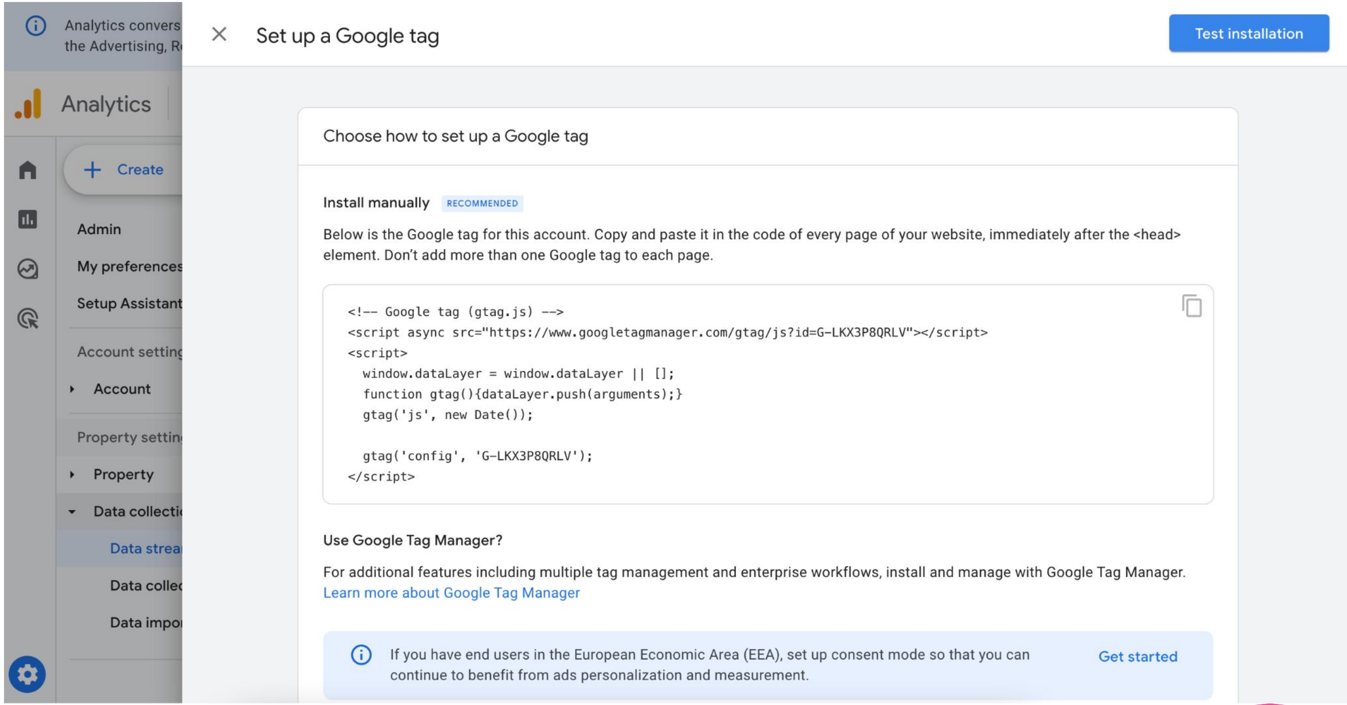
Enhanced measurement

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

You don’t need to embed this code in RunSignup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Set up a Google tag
Test installation

Choose how to set up a Google tag

Install manually RECOMMENDED

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don’t add more than one Google tag to each page.

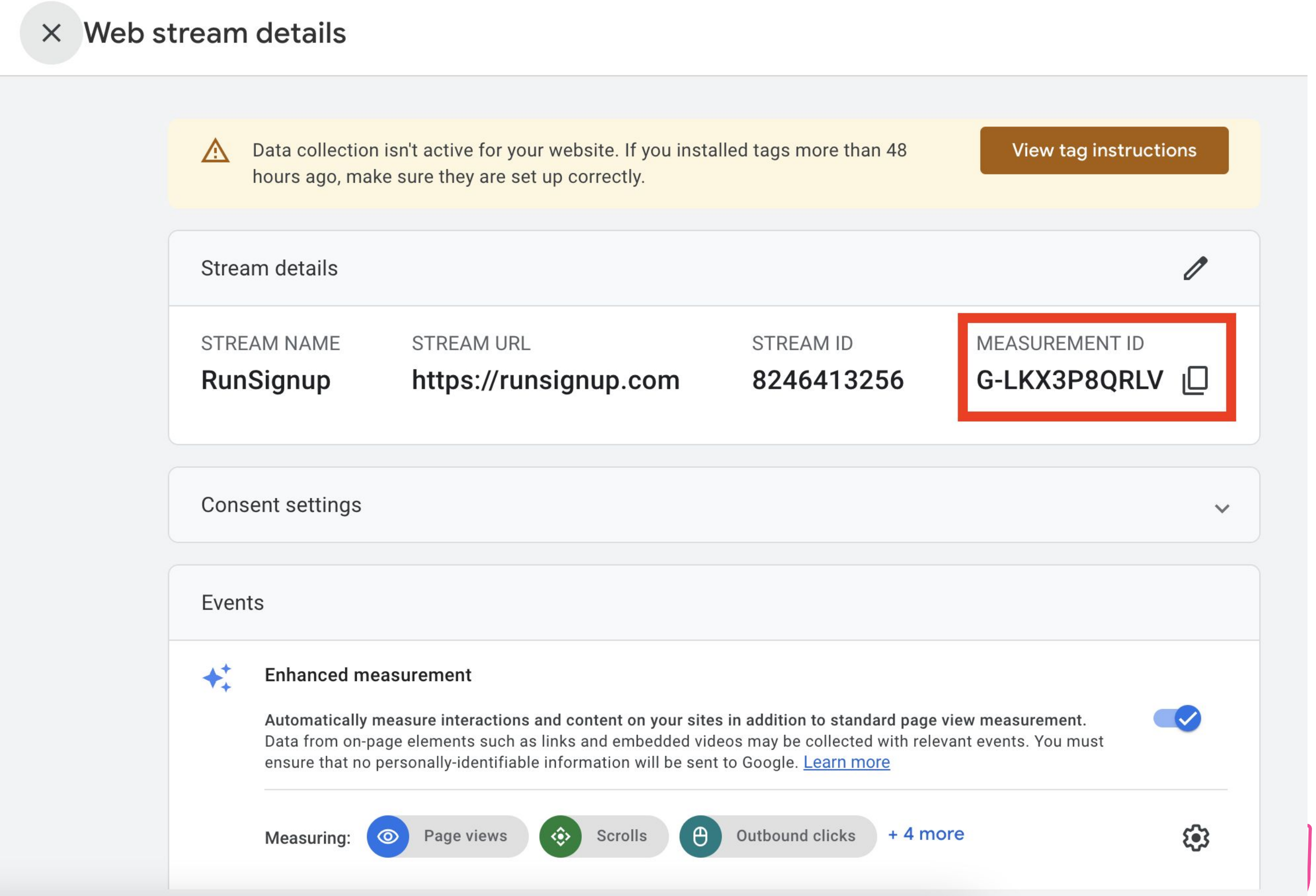
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-LKX3P8QRLV"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-LKX3P8QRLV');
</script>
```

Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.
Learn more about Google Tag Manager

If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalization and measurement. Get started

Just grab this ID



Web stream details

Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

Stream details

STREAM NAME: RunSignup

STREAM URL: https://runsignup.com

STREAM ID: 8246413256

MEASUREMENT ID: G-LKX3P8QRLV

Consent settings

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

Questions?

RunSignup
UNIVERSITY
2024