



Digital Marketing Solutions.

Link a Google Analytics Property to a Google Ads Account

Last Updated / Reviewed: May 31st, 2022

Execution Time: ~5 - 10 Mins



Goal: Successfully link your Google Ads and Google Analytics account.

Ideal Outcome: You will be able to see ad performance data in the Google Ads and Google Analytics as well as create advanced user segments and Audiences.

Prerequisites or requirements: You need to have edit/administrative access to both the Google Ads and Analytics account you want to link. Make sure they have the same Google (email) account and that you are logged in to both before you start this SOP.

Why this is important: By linking the data from Google Ads and Google Analytics, you will get a better overview of the entire customer journey from the moment they click on your ad to how they interact with your site thereafter.

Where this is done: Google Analytics.

When this is done: After you've set up Google Analytics and Google Ads account.

Who does this: The marketing manager, business owner or the person responsible for



Digital Marketing Solutions.

analytics.

☐ **Google Analytics 4 update**

On July 1, 2023, standard Universal Analytics properties will no longer process data. You'll be able to see your Universal Analytics reports for a period of time after July 1, 2023. However, new data will only flow into Google Analytics 4 properties.

We've updated this SOP to reflect the latest change in Google Analytics, before starting this SOP select one of the following:

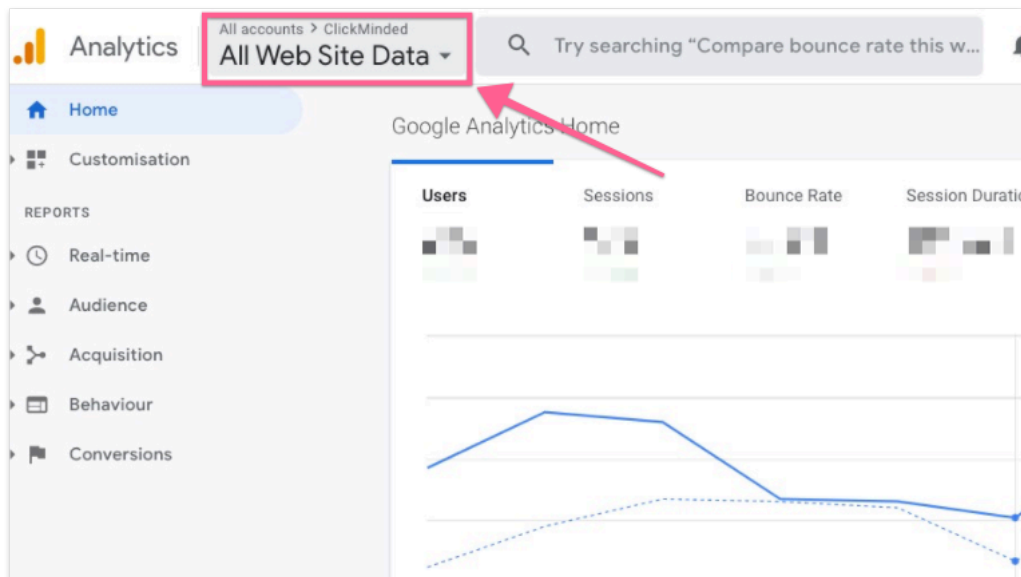
- If you're still using a Google Analytics Universal Analytics property, follow this SOP: [Link Google Ads and Universal Analytics Property](#).
- If you're using a Google Analytics 4 property then follow the SOP highlighted in [Link a Google Analytics 4 Property with your Google Ads account](#) instead.

Markestic

Digital Marketing Solutions.

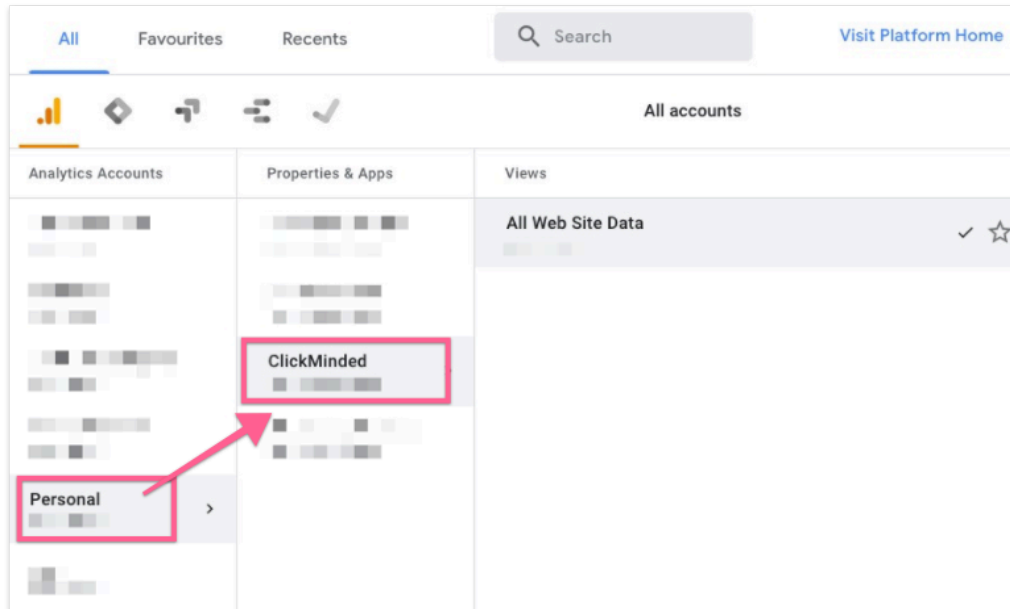
☐ Link Google Ads and Universal Analytics Property

1. Sign in to [Google Analytics](#).
2. Make sure you are in the correct account (Google Analytics account that you want to share access to) by selecting it from the top menu.

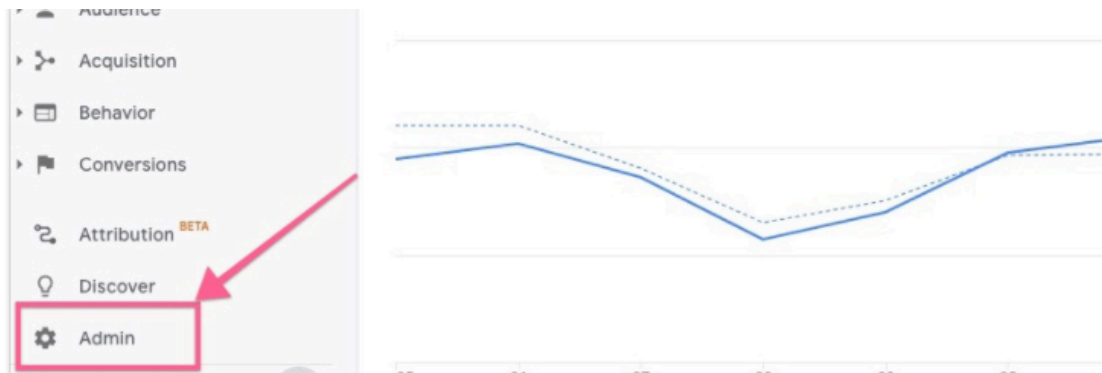


Markestic

Digital Marketing Solutions.



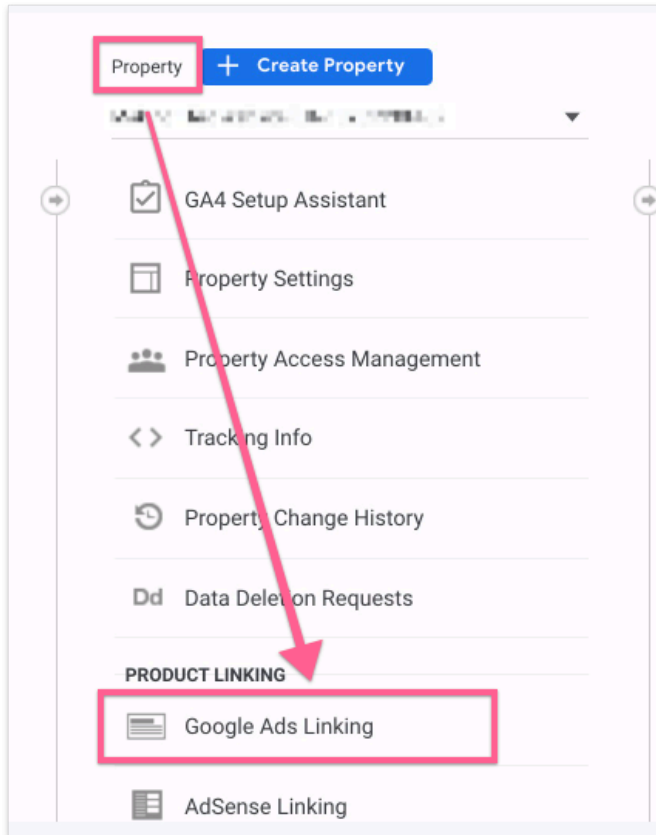
3. On the left sidebar, click “**Admin**”.



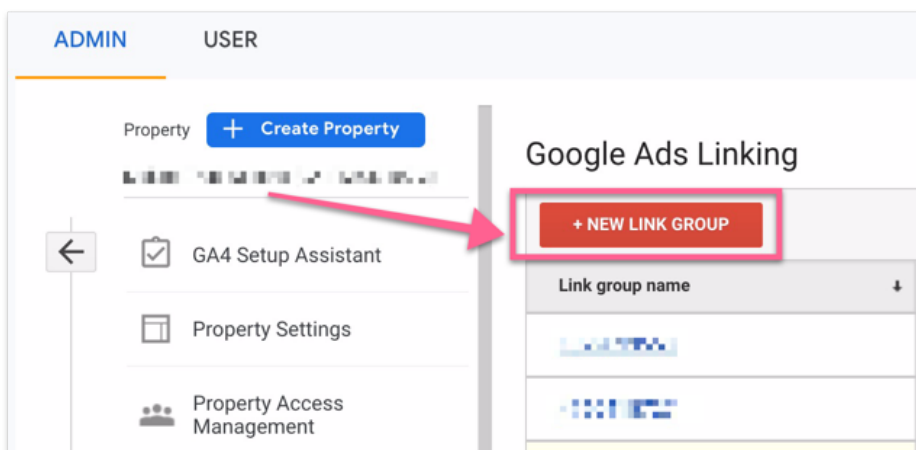
4. In the property (middle) column, click “**Google Ads Linking**”.

Markestic

Digital Marketing Solutions.



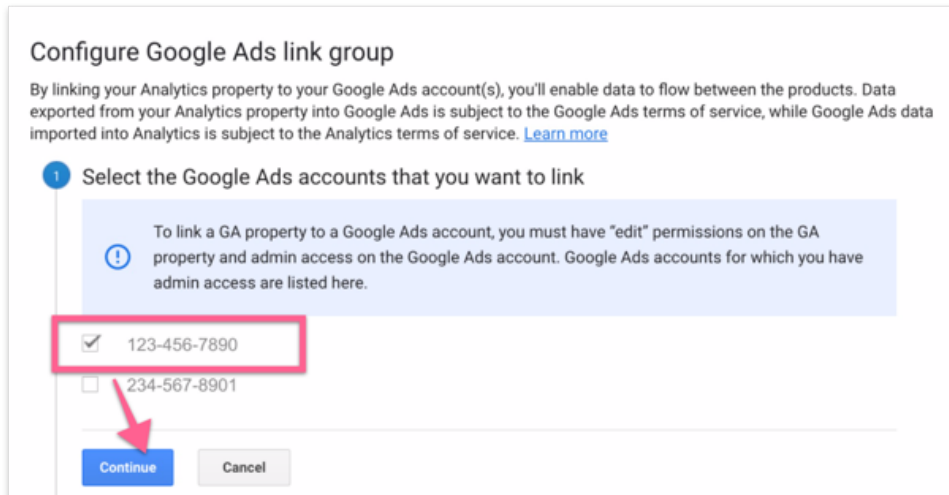
5. Click “**New Link Group**”.



6. The Google Ads account ID (you have admin access to) will show up, select the Google Ads account you wish to link and click “**Continue**”.

Markestic

Digital Marketing Solutions.



Configure Google Ads link group

By linking your Analytics property to your Google Ads account(s), you'll enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. [Learn more](#)

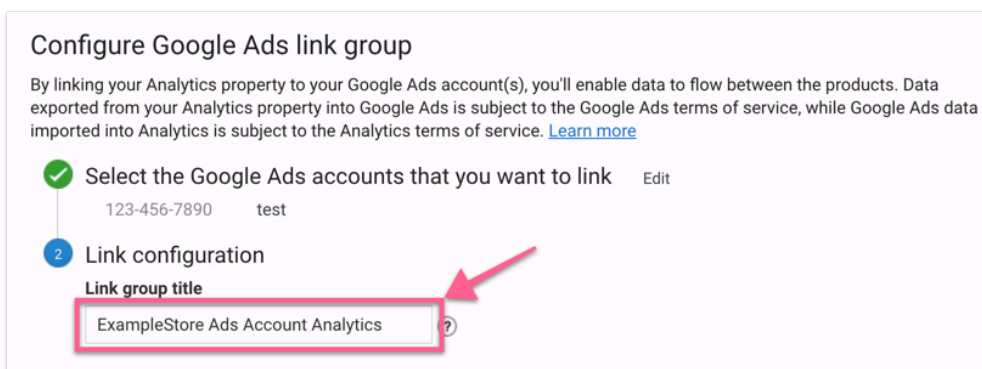
1 Select the Google Ads accounts that you want to link

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.

☒	123-456-7890
☐	234-567-8901

[Continue](#) [Cancel](#)

7. Choose an appropriate name for this group. Make sure you'll be able to identify which Google Ads account this is from in case you link additional Ads accounts in the future.



Configure Google Ads link group

By linking your Analytics property to your Google Ads account(s), you'll enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. [Learn more](#)

2 Select the Google Ads accounts that you want to link [Edit](#)

123-456-7890 test

2 Link configuration

Link group title

ExampleStore Ads Account Analytics ?

8. Choose which Google Analytics view you want the Ads data to show. You can select multiple views (if they are set up in your Analytics account).

Markestic

Digital Marketing Solutions.

2 Link configuration

Link group title

ExampleStore Ads Account Analytics ?

View

Link

Turn on all that apply

Select All - None

All Web Site Data

ON

9. (Optional) Click “**Advanced Settings**”. Here, you can enable auto-tagging on all linked Google Ads accounts. This setting pulls all additional Google Ads data such as keywords and costs into your Analytics account. This setting is enabled by default (recommended) unless you’re using custom UTM tracking to track keywords for your Google Ads.

 **Saving this link enables auto-tagging for any Google Ads accounts that were added to the link group.**

Auto-tagging allows Analytics to automatically associate Google Ads data with customer clicks.

[Advanced settings](#)

Advanced Settings

☒ **Enable auto-tagging on all linked Google Ads accounts (recommended)**

This option appends a unique ID to the end of the Destination URL. This ID lets Analytics report the details of each click. [Learn more](#)

☐ **Leave my auto-tagging settings as they are**

For accounts where auto-tagging is disabled, your data will appear as Google organic traffic until you manually add specific tags. [Learn more](#)

10. (Optional) Enable sharing your Analytics data with the linked Google Ads account.

Account Settings: Data Sharing

You need to enable this setting for Analytics data, like Goals and site engagement metrics, to be available in Google Ads.

☒ **Share my Analytics data with linked Google Ads accounts**

11. Once you’re satisfied with the configuration, click “**Link Accounts**”.

Markestic

Digital Marketing Solutions.

Advanced Settings

- ☒ Enable auto-tagging on all linked Google Ads accounts (recommended)

This option appends a unique ID to the end of the Destination URL. This ID lets Analytics report the details of each click. [Learn more](#)
- ☐ Leave my auto-tagging settings as they are

For accounts where auto-tagging is disabled, your data will appear as Google organic traffic until you manually add specific tags. [Learn more](#)

Account Settings: Data Sharing

You need to enable this setting for Analytics data, like Goals and site engagement metrics, to be available in Google Ads.

☒ Share my Analytics data with linked Google Ads accounts

[Link accounts](#) [Cancel](#)

12. Your Google Analytics and Ads account are now linked. Click “Done” to return to the admin dashboard.

**Import Goals and E-commerce transactions into Google Ads**

You can easily import your Analytics goals and E-commerce transactions into Google Ads, allowing you to make more informed refinements to your campaigns without ever leaving your Google Ads account.

If you're using Google Ads Conversion Optimiser to manage your bids, it will automatically start using Analytics goals and E-commerce transactions once you've imported them into Google Ads.

[Learn more](#)



Create a Remarketing Audience in Analytics

Remarketing with Google Analytics lets you segment your audience of past site users and deliver relevant ads for your Google Display Network campaigns based on the actions that people have taken on your site.

Take advantage of Analytics data to identify those users' interests (e.g. which product pages they visited) and build audiences focused on those users.

[Learn more](#) | [Get started](#)

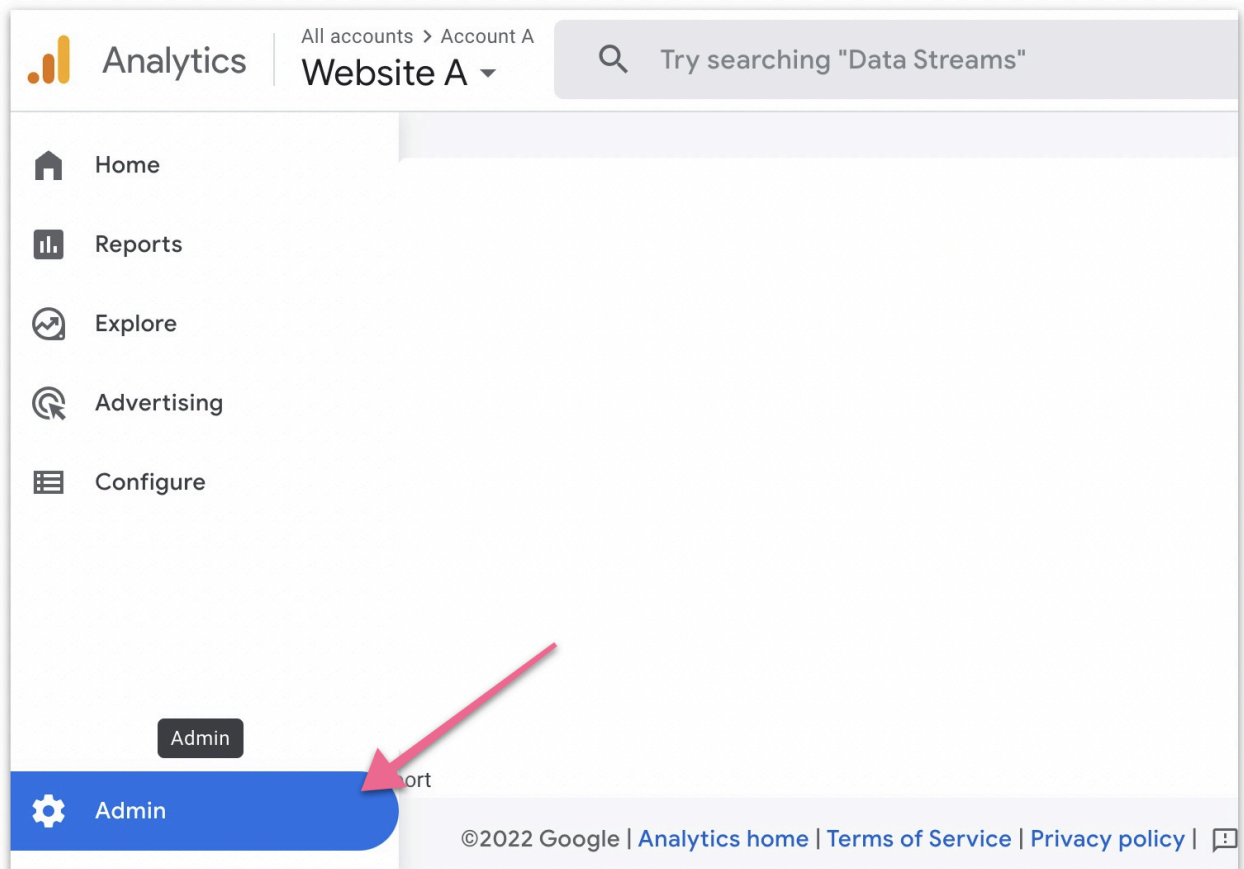
[Done](#)

Markestic

Digital Marketing Solutions.

☐ Link a Google Analytics 4 Property with your Google Ads account

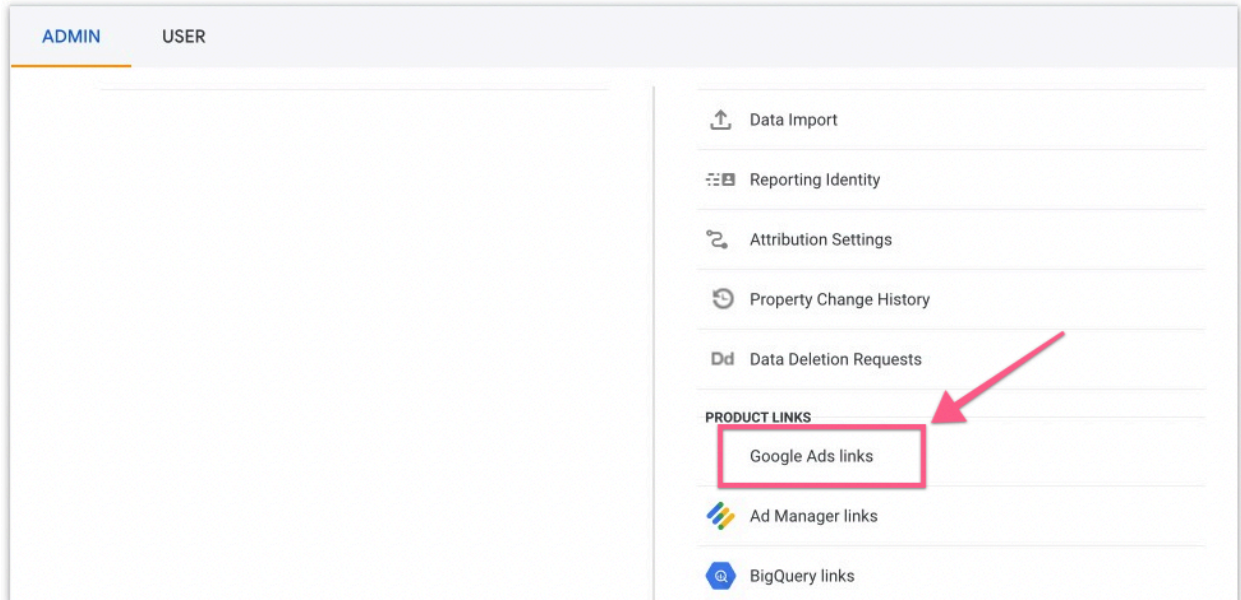
1. Login to your [Google Analytics account](#).
2. Click "Admin".



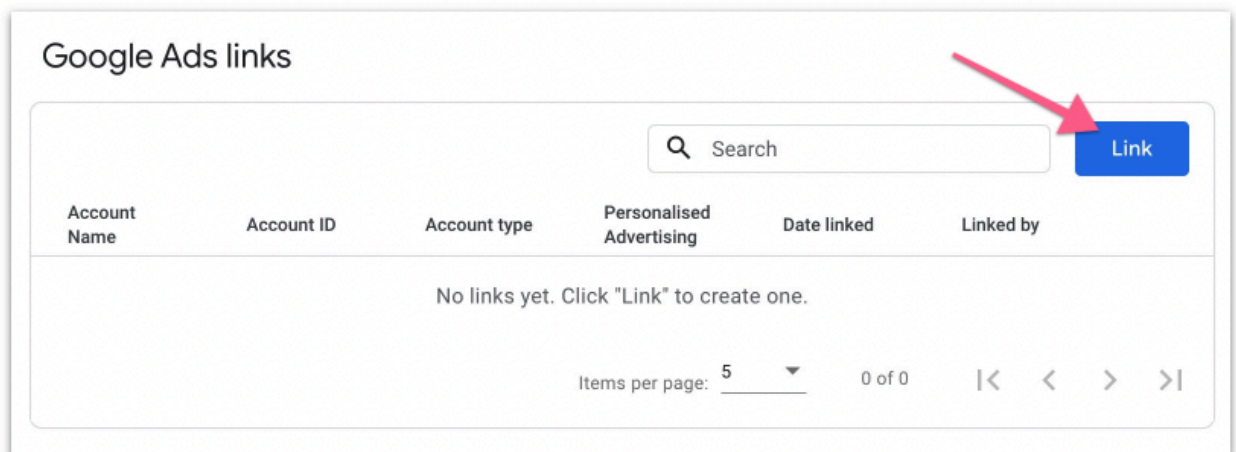
3. Make sure you've selected the correct property (website) and select "Google Ads links" under PRODUCT LINKS.

Markestic

Digital Marketing Solutions.



4. Click "Link"



Note: If the "link" button is disabled, it's likely you don't have the permission to edit your Google Analytics property settings. Send this SOP to the Google Analytics admin user to grant you edit access for the GA4 property.

5. Click "Choose Google Ads accounts" to select the Google Ads account to link to your GA4 property.

Markestic

Digital Marketing Solutions.

Link setup

By linking your Analytics property to your Google Ads account, you'll enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

1

Choose Google Ads accounts

Link to Google Ads accounts that I manage

Choose Google Ads accounts

Next

6. Check the Google Ads account you want to link and click “Confirm”.

×

Link to Google Ads accounts that I manage

Q Search

Confirm

i

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
☐	Google Ads account		Account
☐	Google Ads account		Account
☒	Google Ads account		Account

7. Click “Next”.

Markestic

Digital Marketing Solutions.

Link setup

By linking your Analytics property to your Google Ads account, you'll enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

1

Choose Google Ads accounts

Link to Google Ads accounts that I manage

 Google Ads account

Next

8. And click “Next” again in the configure settings.

1

Choose Google Ads accounts

2

Configure settings

 **Enable Personalised 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.

Enable auto-tagging on selected Google Ads accounts (recommended)

☒ This option appends a unique ID to the end of the destination URL. This ID lets Analytics report the details of each click. If this option is selected when linking to a manager account, auto-tagging will be enabled on all Google Ads Accounts directly linked to the manager account. [Learn more](#)

Leave my auto-tagging settings as they are

☐ For accounts where auto-tagging is disabled, your data will appear as Google organic traffic until you manually add specific tags. [Learn more](#)

Previous

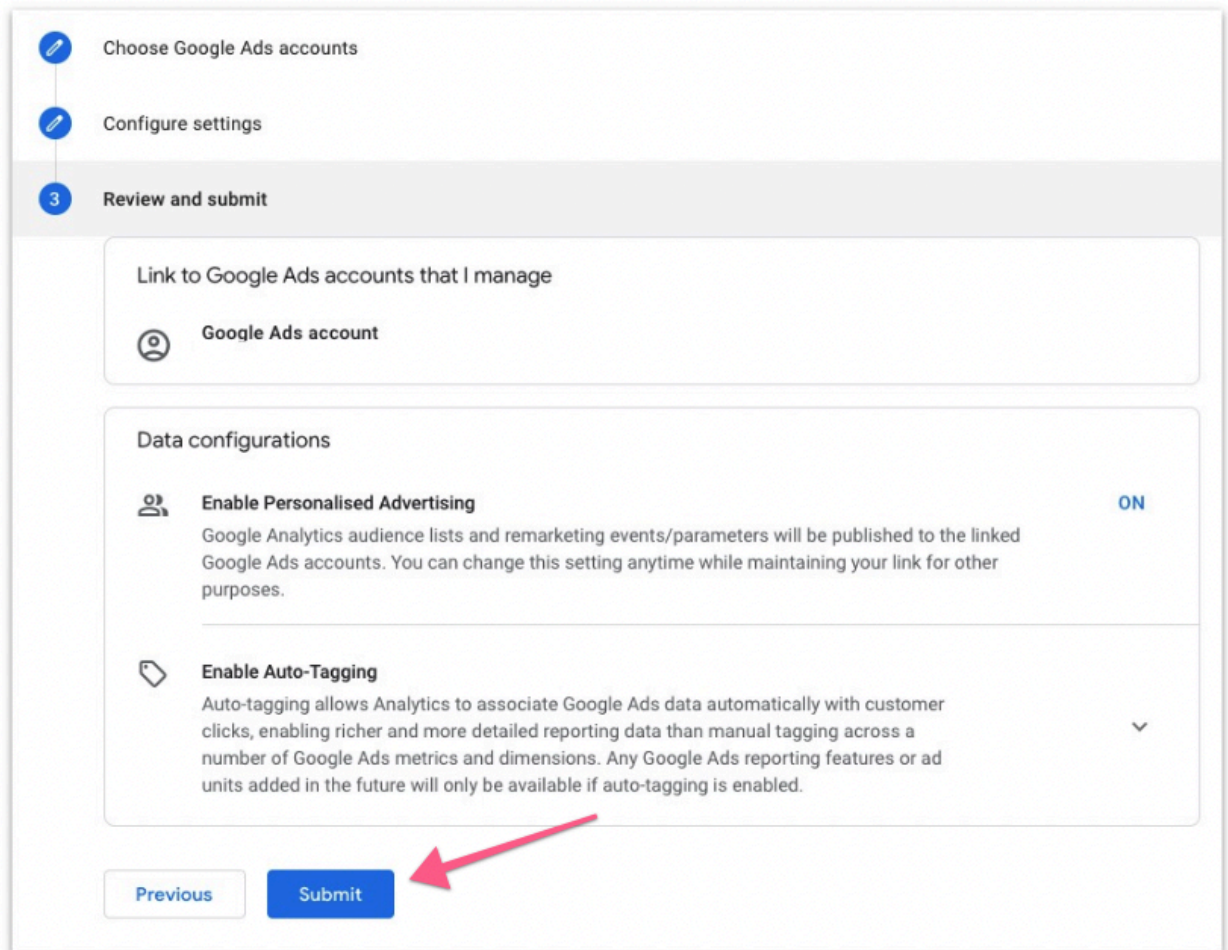
Next

Markestic

Digital Marketing Solutions.

Note: It's recommended to enable personalized advertising and auto-tagging so Google Analytics can associate customer data in your Google Ads reporting.

9. Then click "Submit".

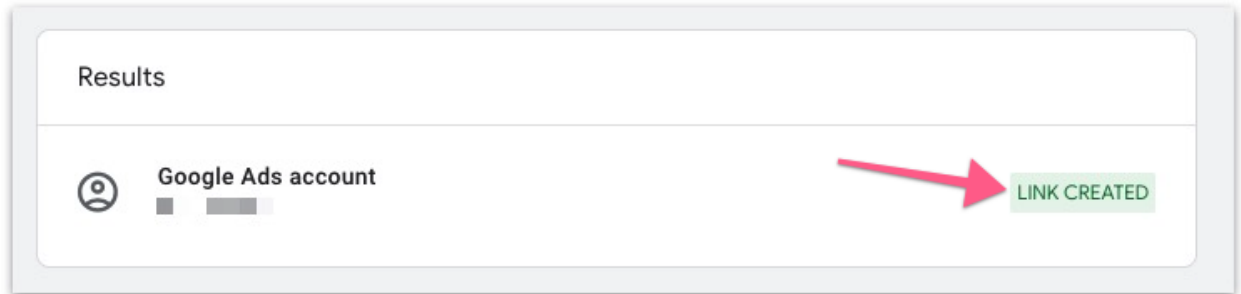


The screenshot shows the 'Review and submit' step in the Google Analytics interface. At the top, there is a progress bar with three steps: 'Choose Google Ads accounts', 'Configure settings', and 'Review and submit' (the current step, indicated by a blue circle with the number 3). Below the progress bar, there are two main sections. The first section is titled 'Link to Google Ads accounts that I manage' and contains a single entry labeled 'Google Ads account' with a person icon. The second section is titled 'Data configurations' and contains two toggle switches. The first toggle is 'Enable Personalised Advertising', which is currently turned 'ON'. The second toggle is 'Enable Auto-Tagging', which is currently turned 'OFF'. Below the 'Enable Auto-Tagging' toggle, there is a description: '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.' At the bottom of the form, there are two buttons: 'Previous' and 'Submit'. A red arrow points to the 'Submit' button.

10. That's it! If you see the "LINK CREATED" confirmation message that means you have successfully linked your Google Ads with your Google Analytics 4 property. It may take up to 24 hours for your Google Ads data to show.

Markestic

Digital Marketing Solutions.



You can see your Google Ads data in **Reports** → **Acquisition** → **Acquisition Overview** → **Sessions by Session Google Ads Campaigns**.

