

How to manage user access for Google Analytics 360 Suite Products (Google Analytics, Google Tag Manager and Google Optimize)

Last Updated / Reviewed: March 10th, 2020
Execution Time: ~5 min to grant/revoke access



Goal: To properly and securely assign and revoke employees, freelancers, and partners access to your Google Analytics, Tag Manager and Optimize accounts.

Ideal Outcome: You have full control over who has access to your Google Analytics 360 Product accounts, and have successfully assigned or revoked access to your staff.

Prerequisites or requirements: You need a Google Account, and admin permissions on the service to which you want to share access.

Why this is important: If your Google Analytics 360 product accounts aren't properly accounted for and managed, you can easily lose track of who has access to critical information and tools for your or your clients' business.

Where this is done: In Google Analytics 360 Home, Optimize, and Tag Manager.

When this is done: Every time you want to grant, request, or revoke access to your Google Analytics, Optimize, or Tag Manager accounts.

Who does this: The person responsible for managing access to your Google Analytics 360 accounts.

☒ **Select user roles for Google's 360 Suite Home**

Below you will find the different user roles and access-levels for Google 360 Suite Home. Typically you won't need to grant your employees access to Google 360 Suite Home, but you'll want to assign individual products instead. That being said, go through the table below to understand the access level you need for your specific case:

	Org admin	Billing admin	User admin	User	Google representative	Sales Partner
Product access / Task						
Suite Home	Y	Y	N	N	N	N
Organization settings	Y	Y	Y	N	Y	Y
Link Google+ page to organization	Y	Y	N	N	Y	Y
Change organization name	Contact your Google representative.					
Link existing product accounts to organization (requires administrative access to product account)	Y	Y	Y	Y	Y	Y
Link new product accounts to organization during account creation (within Analytics, Tag Manager, or Optimize interface)	Y	Y	Y	Y	Y	Y
Upgrade service level to 360	Y	Y	N	N	Y	Y
Downgrade service level to Standard	Contact your Analytics 360 Suite Account Manager.					
Add/remove organization and product-account users, set permissions	Y	N	Y	N	Y	Y*
Add/remove organization and product-account users	Y	N	Y	N	Y	Y*
Assign the Org admin role to other users	Y	N	N	N	N	N
Assign organization admin roles	Y	N	Y	N	Y	Y*
Modify billing	Y	Y	N	N	N	N
View change history	Y	Y	N	N	N	N

(Source: Google: <https://support.google.com/marketingplatform/answer/7513893?hl=en>)

☒ **User roles for Google Tag Manager:**

There are 2 layers of access inside Google Tag Manager: **Account** and **Container**. To select which kind of access you want to grant:

Account-level

Important: It is recommended to have at least 2, but not much more than 2, account-level admins in your account at any moment. This is to avoid getting locked out of your account because the sole admin lost access to the account, or left the company.

1. Does that user need to manage other user's access to that account, and do you absolutely trust that user?
 - a. **Yes:** Give that user "**Admin**" account-level access;
 - i. **Important:** Make sure you trust that user. A Google Tag Manager account does not have 'ownership'. Admins can remove other admins, and you can get locked out of your Google Tag Manager account by a malicious user.
 - b. **No:** Give that user "**User**" account-level access;

Container-level

(Source: Google - <https://support.google.com/tagmanager/answer/6107011?hl=en>)

- **No access:** The user will not see the container listed in the account.
- **Read:** The user will see the container listed and may browse the tags, triggers, and variables in the container, but will not have the ability to make any changes.
- **Edit:** The user has rights to create workspaces and make edits but not create versions or publish.
- **Approve:** The user has rights to create versions, workspaces, and make edits but not publish.
- **Publish:** The user has full rights to create versions, workspaces, make edits, and publish.
 - **Important:** Make sure you only give "Publish" permission to users you trust, and that actually need to publish containers frequently. Remember, these users could potentially inject malicious code into your website or delete current containers.

☒ **User roles for Google Analytics:**

*There are 3 layers of access inside Google Analytics: **Account**, **Property**, and **View**. And there are 4 access levels available to those that can be assigned to each.*

*Permissions are inherited, this means that if you assign a user “Edit” permission at the ‘**Account**’ level, that user will have “Edit” permission at the ‘**Property**’ and ‘**View**’ level.*

To select which kind of access you want to grant at each layer:

Permission	Explanation
Manage Users	Can manage account users (add/delete users, assign permissions). Does not include Edit or Collaborate.
Edit	<p>Can perform administrative and report-related functions (e.g., add/edit/delete accounts, properties, views, filters, goals, etc., but not manage users), and see report data.</p> <p>Edit permission is required at the account level to create filters. Edit permission is required at the view level to apply filters.</p> <p>Includes Collaborate.</p>
Collaborate	<p>Can create, edit, delete, and share personal assets. Can collaborate on shared assets. Includes Read & Analyze.</p> <p>Shared assets include:</p> <ul style="list-style-type: none"> • Attribution models • Channel Groupings • Conversion Segments • Custom reports • Dashboards • Segments • Unsampled Reports
Read & Analyze	Can see report and configuration data; can manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment); can create personal assets, and share them, and see shared assets. Cannot collaborate on shared assets.

(Source: Google - <https://support.google.com/analytics/answer/2884495?hl=en>)

☒ **User roles for Google Optimize:**

There are 2 layers of access inside Google Analytics: **Account**, and **Container**. And there are 4 access levels available to those that can be assigned to each.

To select which kind of access you want to grant:

Account-level

(Source: Google - <https://support.google.com/optimize/answer/6376029>)

- **User** – Can view other users.
 - *E.g: A common employee would only require this access level at the ‘Account’ level.*
- **Admin** – Can view and manage users. Can create and view containers.
 - *Note: You should only assign this ‘Account-level’ permissions to users that you trust, and that need to manage users on your account.*

	Users		Containers					
Account	View	Manage	Create	View	Edit	Publish	Delete	Settings
User	Yes	-	-	-	-	-	-	-
Admin	Yes	Yes	Yes	Yes	-	-	-	-

Container-level

(Source: Google - <https://support.google.com/optimize/answer/6376029>)

- **No access** – Can’t view containers or experiments.
- **Read** – Can view containers and experiments.
- **Edit** – Can view and edit containers and experiments. Cannot start experiments or change property linking.
- **Publish** – Can view, edit, and delete containers, experiments and property linking. Can start experiments.

Container-level summary table:

	Containers					
Container	Create	View	Edit	Publish	Delete	Linking
No access	-	-	-	-	-	-
Read	-	Yes	-	-	-	-
Edit	-	Yes	Yes	-	-	-
Publish	-	Yes	Yes	Yes	Yes	Yes

Container-level detailed table:

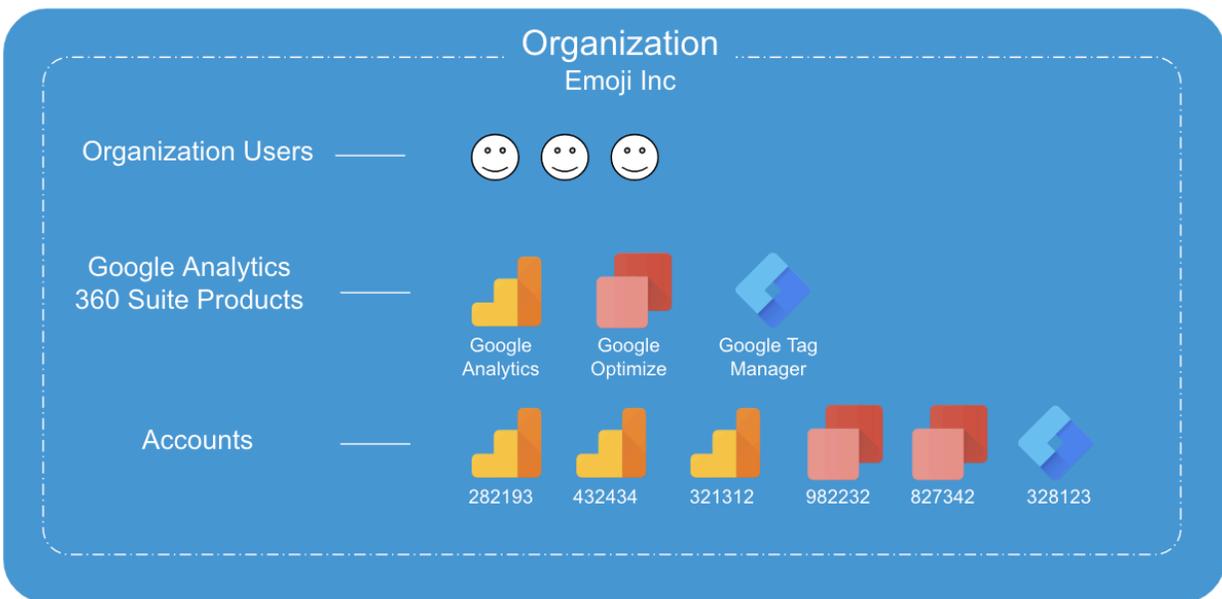
	Containers		Variables		Drafts		Previews		Experiments			Reports
Container	View	Linking	Create	Edit	Edit	Delete	Share	View	Start/Stop	Edit	Archive	View
No access	-	-	-	-	-	-	-	Yes	-	-	-	-
Read	Yes	-	-	-	-	-	-	-	-	-	-	Yes
Edit	Yes	-	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes	Yes	Yes
Publish	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

(Source: Google - <https://support.google.com/optimize/answer/6376029>)

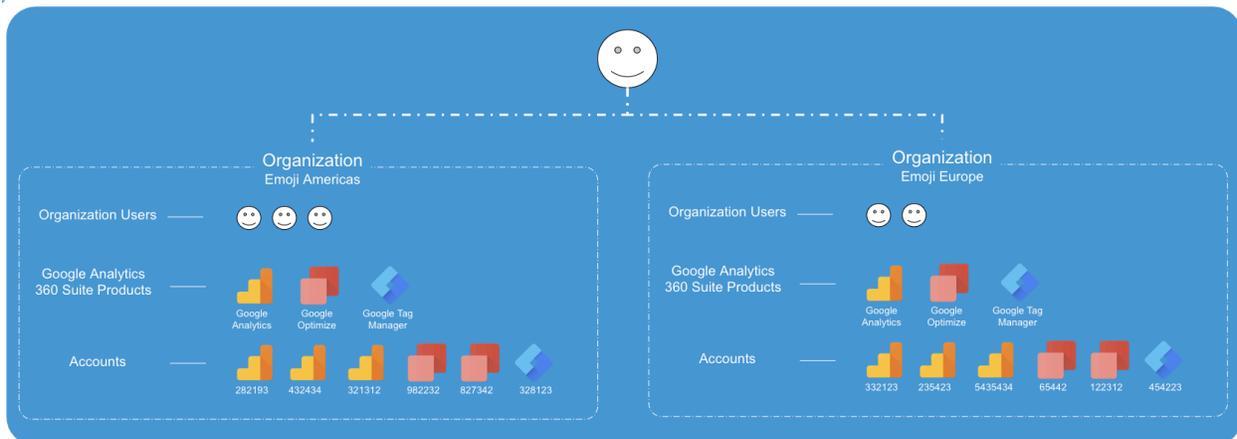
📌 Creating a 360 Suite Organization Profile

Your Google Analytics 360 Suite products and accounts will be collected together in organizations. This will allow you to centrally access your accounts, and smoothly manage which users have access to your accounts.

This is how your Organization will be structured after you follow this SOP:

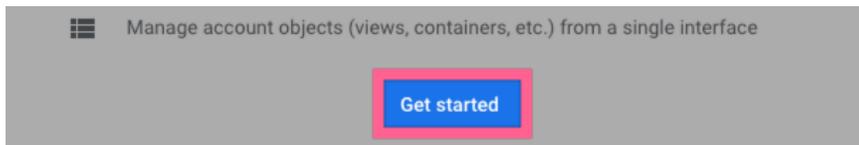


Note: You can also be a member of multiple organizations:



1. Log In to your Google Account [through this link](#). (Google 360 Suite Home > Organization Profiles)

2. Click “Get Started”:



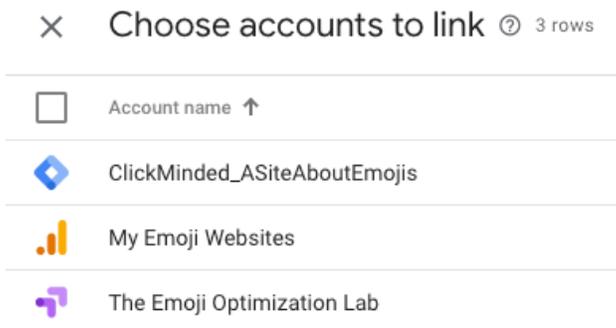
Or click ‘Create Organization’ in the top-right corner if you already have other organizations)

[Create organisation](#)

3. Enter your Organization name (your employees will be able to see this)

Organization name

4. Select the accounts that you want to link to your Organization Profile



Note: Are you not seeing some of the accounts that you want to link? You can only link accounts to your organization if your Google Account has Admin permissions.

If you don't have Admin permissions to those accounts contact one of the Administrators and request those permissions first.

5. Make sure everything is ‘ok’ and if it is, click “Create”:

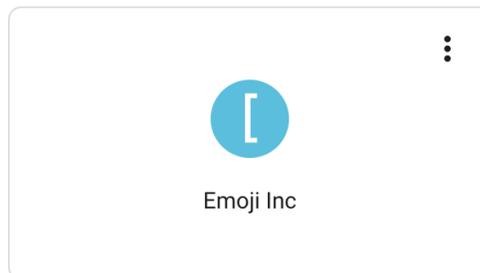


6. That's it! You'll see a success message confirming your Organization Profile was created and your accounts linked:

Successfully created Emoji Inc with 3 linked accounts.

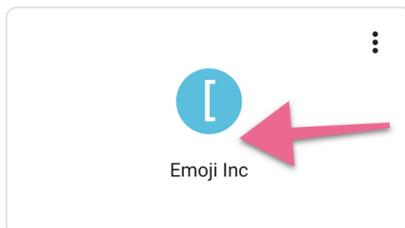
Note: If you don't see your Organization at this point. Refresh your page (Ctrl+R for Windows, and ⌘+R for Mac). When the page refreshes you should be able to see it:

Organizations [?](#)

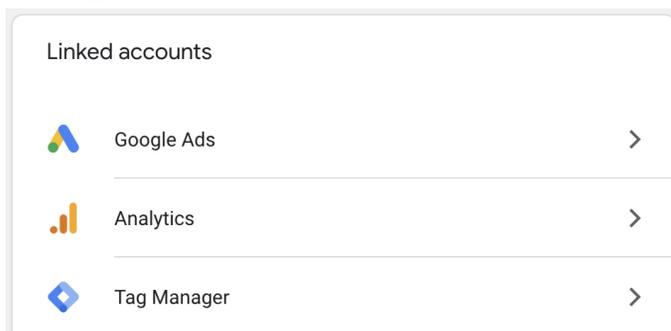


☑ How to link an additional Google Analytics 360 Suite Product accounts to your Organization Profile

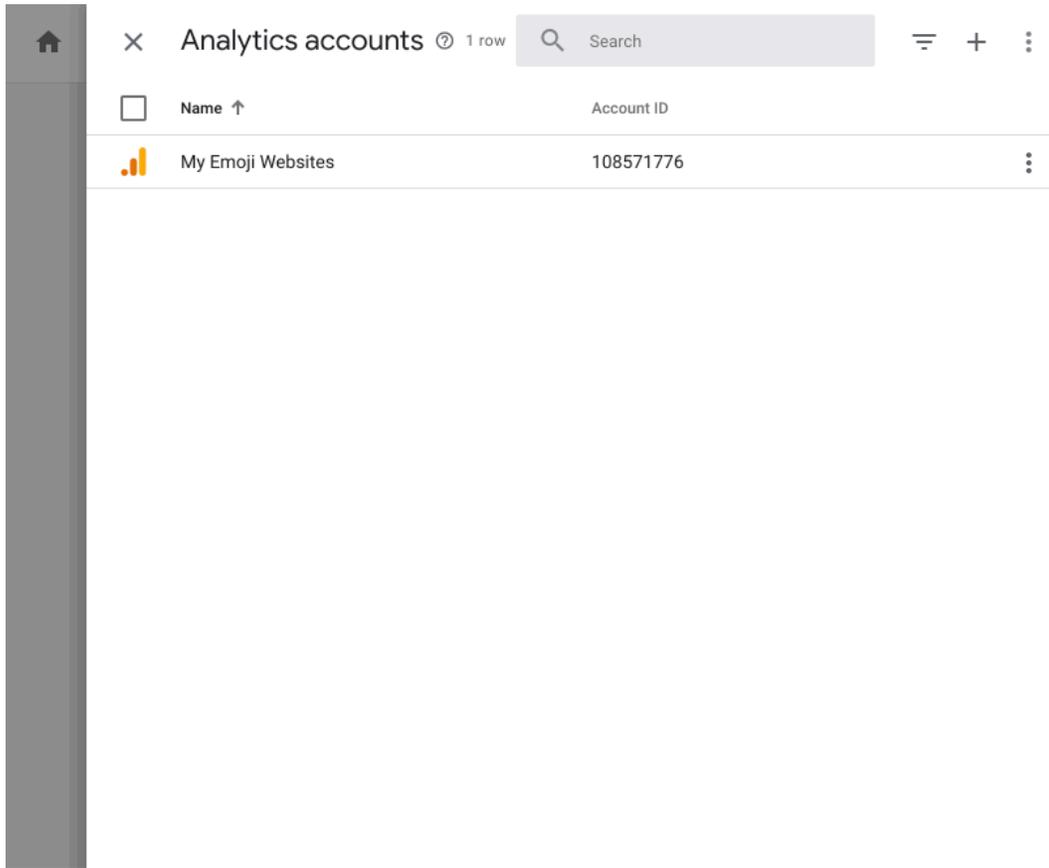
1. Log into your Google Account [through this link](#). (Google 360 Suite Home > Organization Profiles)
2. Select your organization:



3. Scroll down to "Linked Accounts" and click on the product that you want to link to this organization:

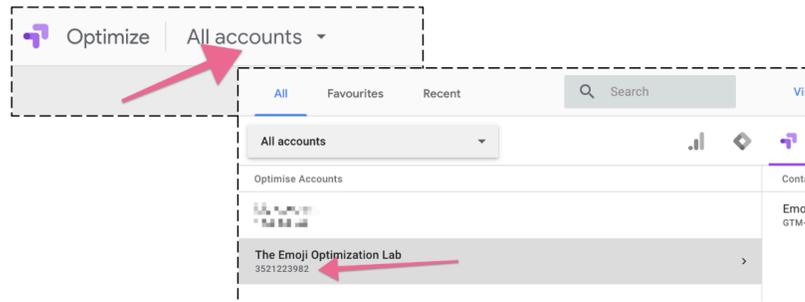
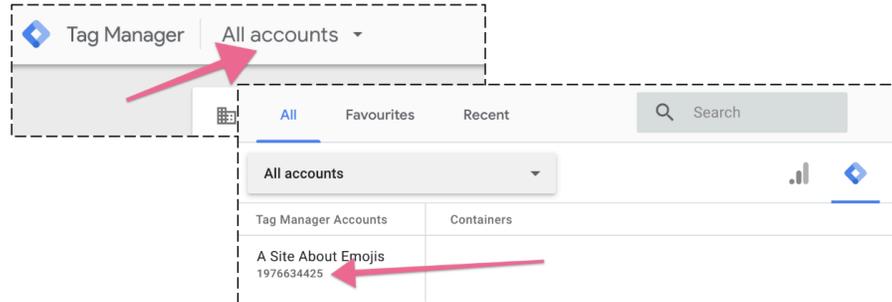
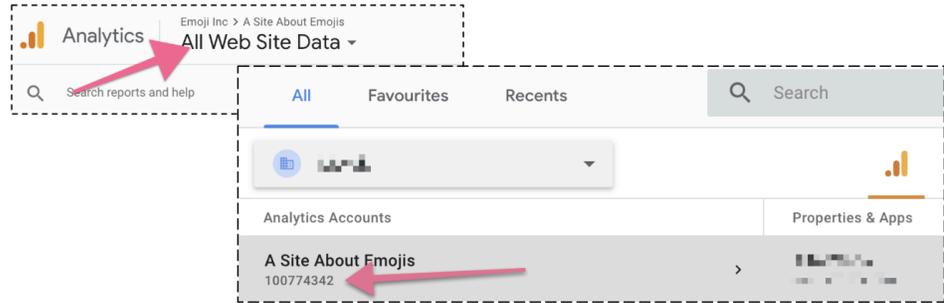


4. Click the '+' icon on the top right corner:



Analytics accounts 🔒 1 row		Search	≡	+	⋮
<input type="checkbox"/>	Name ↑	Account ID			
	My Emoji Websites	108571776			⋮

6. Select the organization to which you want to link this account:
 - a. **If you don't have administrative access to this account:**
Note: You can locate the account ID by logging into your account and clicking in the top left corner:



1. Select “Enter comma-separated account IDs” → Enter the Account ID of the account that you want to link. → Click ‘Link’;

Linking setup

Destination organisation


Emoji Inc



Accounts to link

Choose accounts to which you have access
 Enter comma-separated account IDs

Enter account IDs separated by commas.

✕

Link

2. You will be notified with a message letting you know that the account was not linked. Don't worry, this is part of the process. It just means your account wasn't linked **yet**.

An administrator of the account has now received an email prompting to confirm the linking request.

 1 account not linked

The admins of the following accounts must approve each link. You can resend or cancel the link requests from your organisation's accounts page.



Analytics account
70241212

Type
Analytics

Instructions to the account administrator

1. You will receive an email in the next few minutes:

☆ Google Analytics 36. [Action Required]  is requesting that you link your Analyti

2. Your email will contain details about the request that was made.

Make sure that you know and trust that email address, and that the account that is being requested is the correct one, and if it is, click "Manage Requests":

ACCOUNT LINKING REQUEST



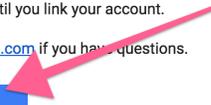
ceo@asiteaboutemojis.com ✓

Wants to add the following account:

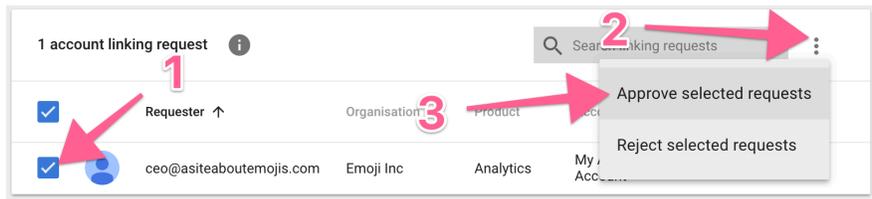
 My Analytics Emoji Account (80241343) ✓

As an administrator of the Analytics 360 "My Analytics Emoji Account" (80241343) account, you have the authority to approve or reject this request. You can't take advantage of Google Marketing Platform features until you link your account.

Contact ceo@asiteaboutemojis.com if you have questions.

 [MANAGE REQUESTS](#)

3. You will be taken to a page where you will have one last chance to make sure you know the requester, the organization, and that the product and account that is being requested makes sense. If everything is correct:
 - i. Tick that specific request → Click the 3 vertical dots icon in the top right corner → Click “Approve selected requests”.

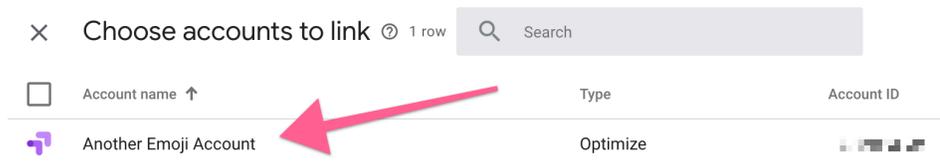


- ii. Read and accept the Terms of Service of Google Analytics 360 Home:

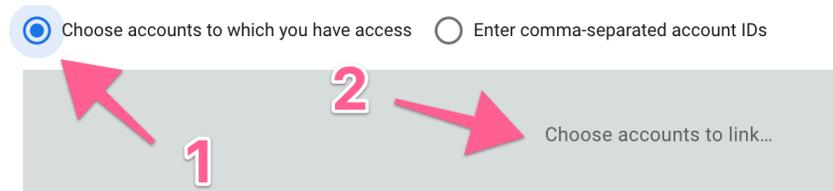


b. If you already have administrative access to this account:

1. Select the first option (“Choose accounts to which you have access”)



2. If you already have administrative access to this account select the first option (“Choose accounts to which you have access”) → Click “Choose accounts to link”:



3. Choose the account that you want to link:

× Choose accounts to link ⓘ 1 row

Account name ↑

 Another Emoji Account



4. Click “Select” in the top right corner:

SELECT

5. Click “Link” in the top right corner:

Link

6. Click “Link Account”:

Link account?

Linking an account to an organization allows the organization administrators to manage users.

CANCEL

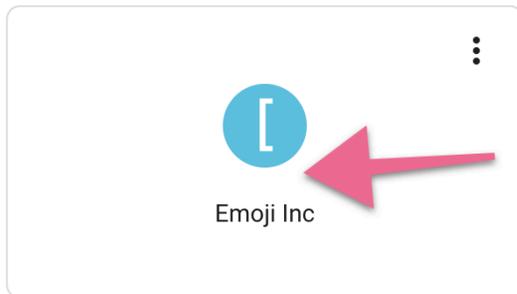
LINK ACCOUNT

7. That’s it! You will see a confirmation notification in the bottom of your screen:

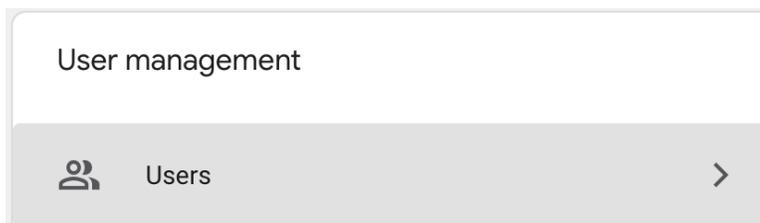
Successfully linked 1 account

☒ **How to grant employees access to your organization, and Google 360 Suite Product accounts**

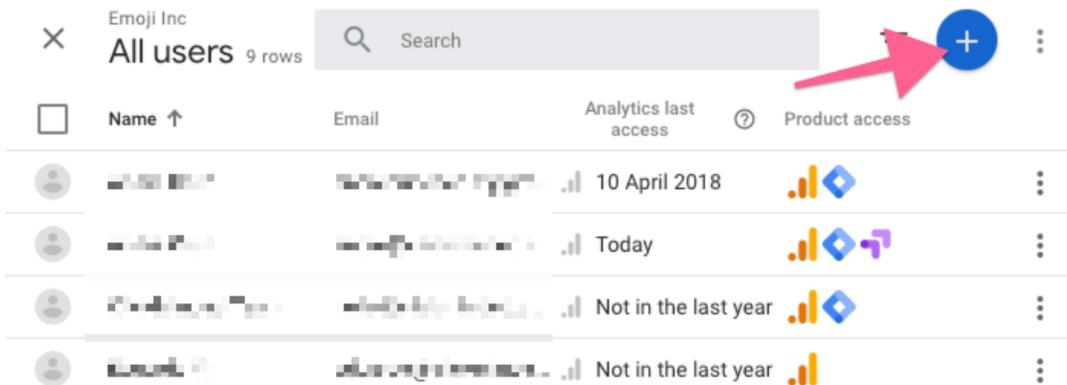
1. Log In to your Google Account [through this link](#). (Google 360 Suite Home > Organization Profiles)
2. Select your organization:



3. Under “User Management” click “Users”:



4. You will see a list of users that have access to the accounts that are linked to your organization. Click the blue “+” button:



<input type="checkbox"/>	Name ↑	Email	Analytics last access	Product access
	[Redacted]	[Redacted]	10 April 2018	
	[Redacted]	[Redacted]	Today	
	[Redacted]	[Redacted]	Not in the last year	
	[Redacted]	[Redacted]	Not in the last year	

5. Enter the email address of the person you want to give access to your

organization → Click “Add”;

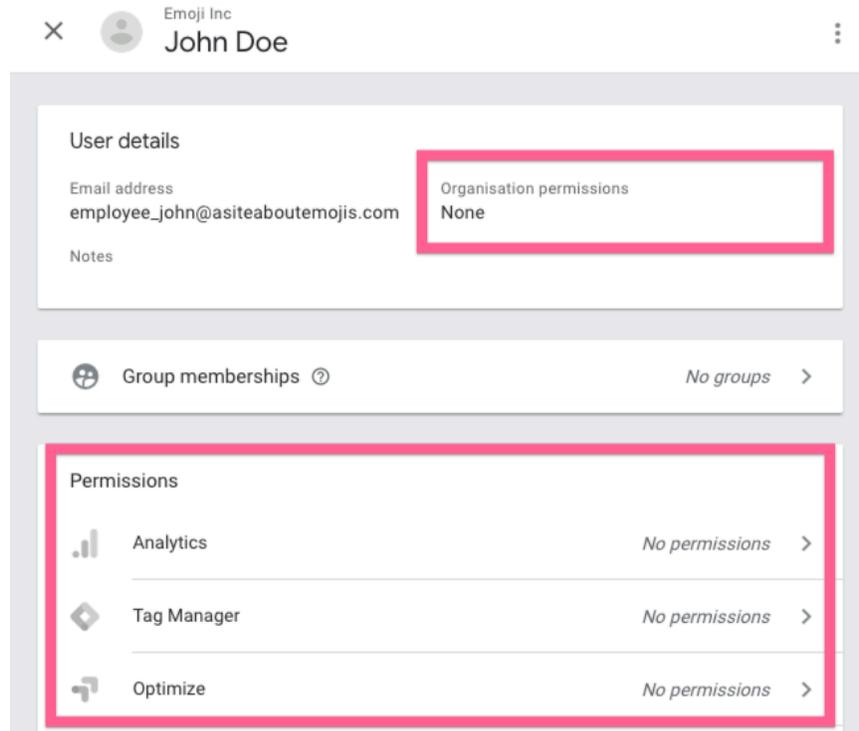
- a. **Note:** *This email should have a Google Account associated. (If you’re using any other Google service, like Gmail, using that email you already have a Google account)*

Users to add

employee_john@asiteaboutemojis.com

Add

6. In the next screen you’ll see the profile of the person you’ve just invited, and you’re able to edit their permissions:
 - a. **Organisation permissions:** These permissions will grant that user access to your organization as a whole. Typically your employees would not need this type of permissions, but it would make sense for a business partner to have it.
 - i. **Note:** *You can check the available organization-roles and what they grant [here](#).*
 - b. **Permissions:** This section allows you to add users to your accounts, properties and views individually. It offers you more control over what each user is able to access and should typically be used for employees or freelancers.



Emoji Inc
John Doe

User details

Email address
employee_john@asiteaboutemojis.com

Notes

Organisation permissions
None

Group memberships ⓘ *No groups* >

Permissions

- Analytics *No permissions* >
- Tag Manager *No permissions* >
- Optimize *No permissions* >

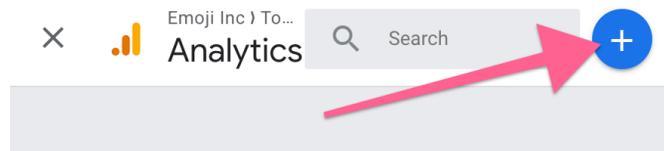
7. Click the GA 360 Suite Product that you want to grant that user access:



Permissions

- Analytics *No permissions* >
- Tag Manager 1 account | 1 container >

8. Click the blue '+' button in the top right corner:

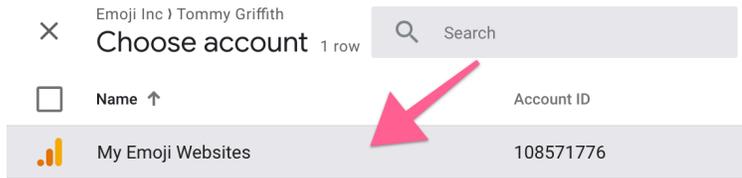


Emoji Inc | To...
Analytics

Search

+

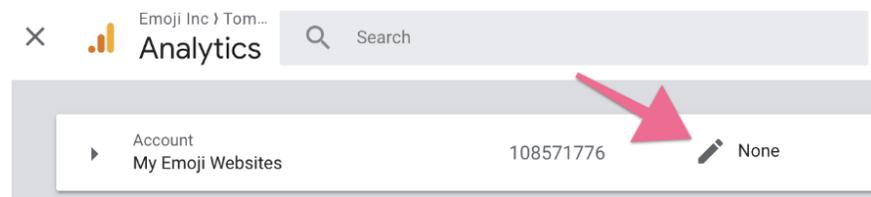
9. Select the account that you want to grant access:



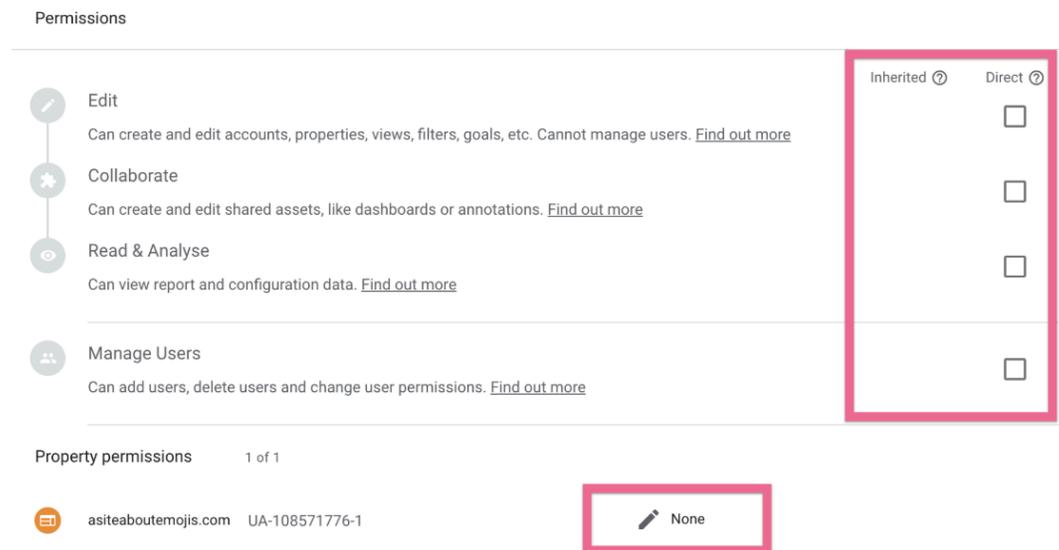
10. Depending on which product you've selected (Google Analytics, Google Tag Manager, or Google Optimize) you will have different options to further refine the access level;

a. Google Analytics:

1. Click the pencil icon next to the account you want to grant access:



2. Based on the permission level you've [selected previously](#):

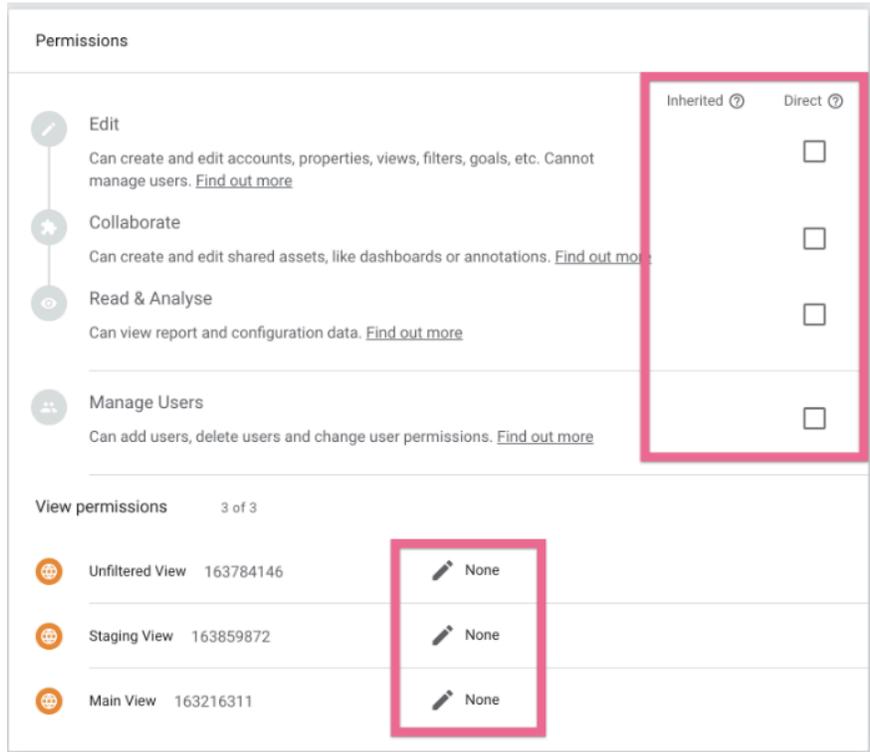


a. **If you want to grant that user those permissions to all your properties:** Tick those boxes on the right;

Or

b. **If you only want to grant access to specific properties,**

or different access-level per properties: Click on the pencil icon in the specific property that you'd want to assign to that user and then assign the permissions at the property and view level.



The screenshot shows the 'Permissions' configuration page. It is divided into two main sections: 'Permissions' and 'View permissions'.

Permissions Section:

Permission	Inherited	Direct
Edit Can create and edit accounts, properties, views, filters, goals, etc. Cannot manage users. Find out more	<input type="checkbox"/>	<input type="checkbox"/>
Collaborate Can create and edit shared assets, like dashboards or annotations. Find out more	<input type="checkbox"/>	<input type="checkbox"/>
Read & Analyse Can view report and configuration data. Find out more	<input type="checkbox"/>	<input type="checkbox"/>
Manage Users Can add users, delete users and change user permissions. Find out more	<input type="checkbox"/>	<input type="checkbox"/>

View permissions Section (3 of 3):

View Name	View ID	Access Level
Unfiltered View	163784146	None
Staging View	163859872	None
Main View	163216311	None

- c. **If you want to grant that user those permissions to all your views:** Tick those boxes on the right;

Or

- d. **If you only want to grant access to specific views, or different access-level per view:** Click on the pencil icon in the specific view that you'd want to assign to that user and tick the permissions that you'd want that user to have:

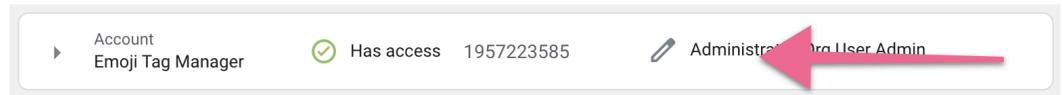
Permissions		Inherited ⓘ	Direct ⓘ
	Edit Can create and edit accounts, properties, views, filters, goals, etc. Cannot manage users. Find out more		<input type="checkbox"/>
	Collaborate Can create and edit shared assets, like dashboards or annotations. Find out more		<input checked="" type="checkbox"/>
	Read & Analyse Can view report and configuration data. Find out more		<input checked="" type="checkbox"/>
	Manage Users Can add users, delete users and change user permissions. Find out more		<input type="checkbox"/>

- Click the blue 'Save' button on the top-right corner whenever you're done granting permissions to that user:

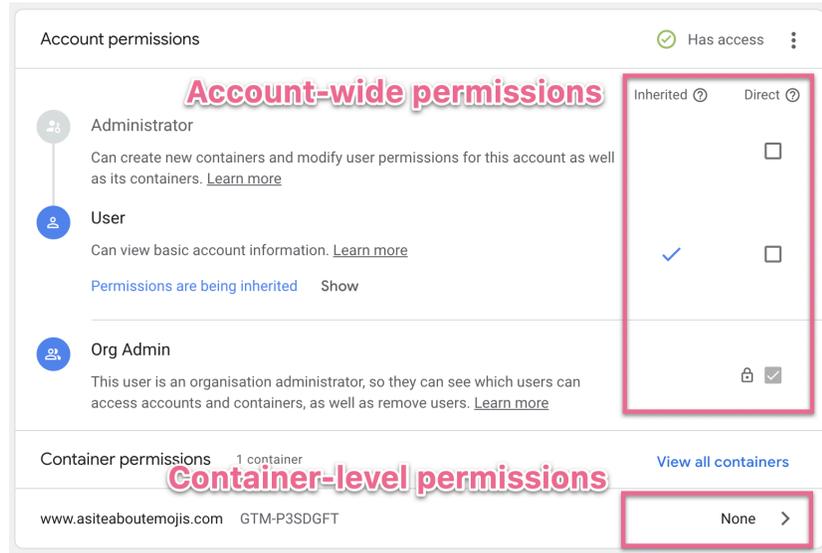
Save

b. Google Tag Manager:

- Click the pencil icon next to the account you want to grant access:



- Based on the permission level you've [selected previously](#):
 - If you want to grant that user those permissions to all your containers:** Tick those 'Account-wide permissions' boxes to the right;



Account permissions Has access

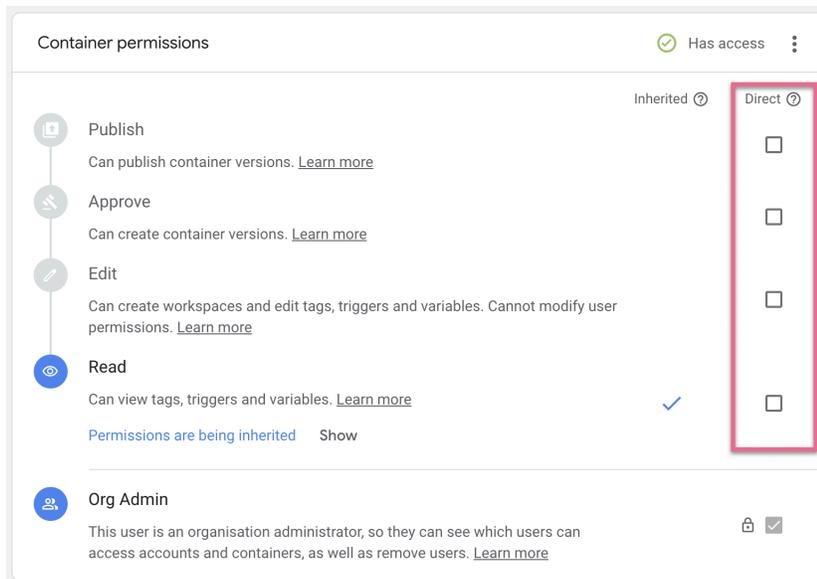
Account-wide permissions

	Inherited	Direct
Administrator Can create new containers and modify user permissions for this account as well as its containers. Learn more		<input type="checkbox"/>
User Can view basic account information. Learn more Permissions are being inherited Show	✓	<input type="checkbox"/>
Org Admin This user is an organisation administrator, so they can see which users can access accounts and containers, as well as remove users. Learn more		<input checked="" type="checkbox"/>

Container permissions 1 container [View all containers](#)

www.asiteaboutemojis.com GTM-P3SDGFT None >

- b. **If you only want to grant access to specific containers, or different access-level per container:** Click on the specific container that you'd want to assign to that user and select the permissions you want to assign for that specific container:



Container permissions Has access

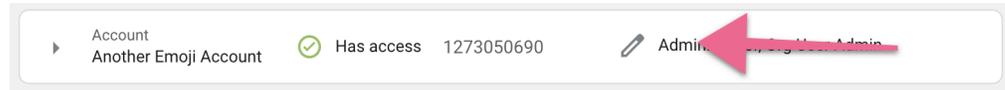
	Inherited	Direct
Publish Can publish container versions. Learn more		<input type="checkbox"/>
Approve Can create container versions. Learn more		<input type="checkbox"/>
Edit Can create workspaces and edit tags, triggers and variables. Cannot modify user permissions. Learn more		<input type="checkbox"/>
Read Can view tags, triggers and variables. Learn more Permissions are being inherited Show	✓	<input type="checkbox"/>
Org Admin This user is an organisation administrator, so they can see which users can access accounts and containers, as well as remove users. Learn more		<input checked="" type="checkbox"/>

3. Click the blue 'Save' button on the top-right corner whenever you're done granting permissions to that user:

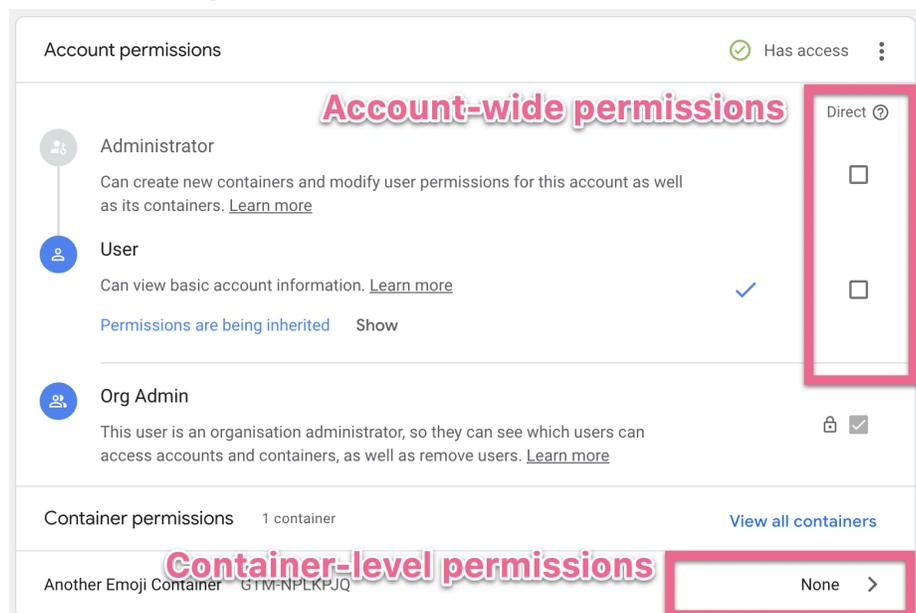
Save

- c. **Google Optimize:**

1. Click the pencil icon next to the account you want to grant access:



2. Based on the permission level you've [selected previously](#):
 - a. **If you want to grant that user those permissions to all your containers:** Tick those 'Account-wide permissions' boxes to the right;



- b. **If you only want to grant access to specific containers, or different access-level per container:** Click on the specific container that you'd want to assign to that user and select the permissions you want to assign for that specific container:

Container permissions ✔ Has access ⋮

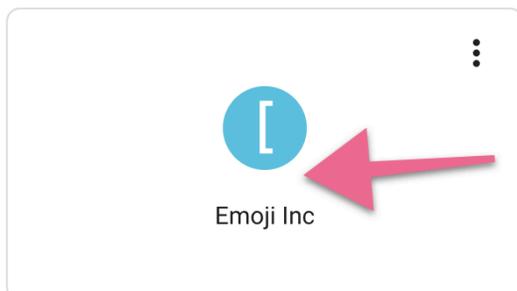
	Inherited ?	Direct ?
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Publish</p> <p>Can publish container versions. Learn more</p> </div> </div>	<input type="checkbox"/>	<input type="checkbox"/>
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Edit</p> <p>Can edit the container and its experiments. Learn more</p> </div> </div>	<input type="checkbox"/>	<input type="checkbox"/>
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Read</p> <p>Can view the container and its experiments. Learn more</p> <p style="font-size: small;">Permissions are being inherited Show</p> </div> </div>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Org Admin</p> <p style="font-size: x-small;">This user is an organisation administrator, so they can see which users can access accounts and containers, as well as remove users. Learn more</p> </div> </div>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

3. Click the blue 'Save' button on the top-right corner whenever you're done granting permissions to that user:

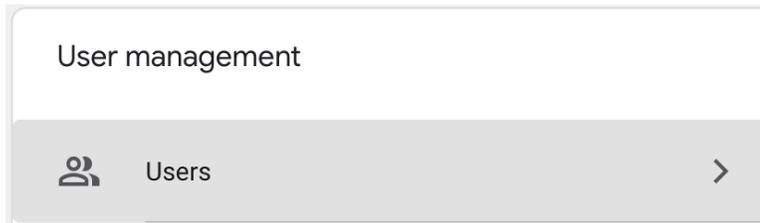
Save

☒ Removing users from your GA 360 Suite Products

1. Log In to your Google Account [through this link](#). (Google 360 Suite Home > Organization Profiles)
2. Select your organization:



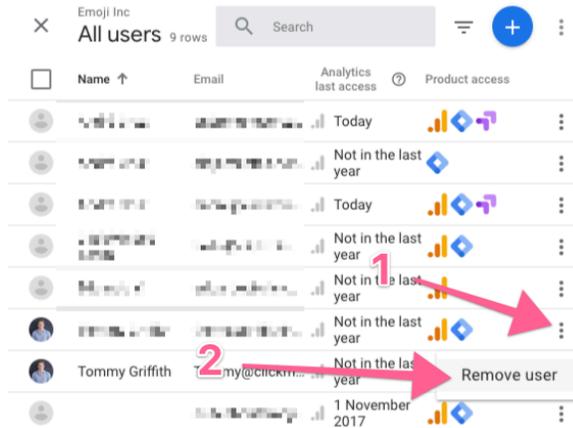
3. Under "User Management" click "Users":



4. You will see a list of users that have access to the accounts that are linked to your organization.
 - a. If you want to remove a user from **all the Google Analytics 360 Suite products** (e.g: *Google Analytics, Google Tag Manager, Google Optimize*) that you have linked to your organization:

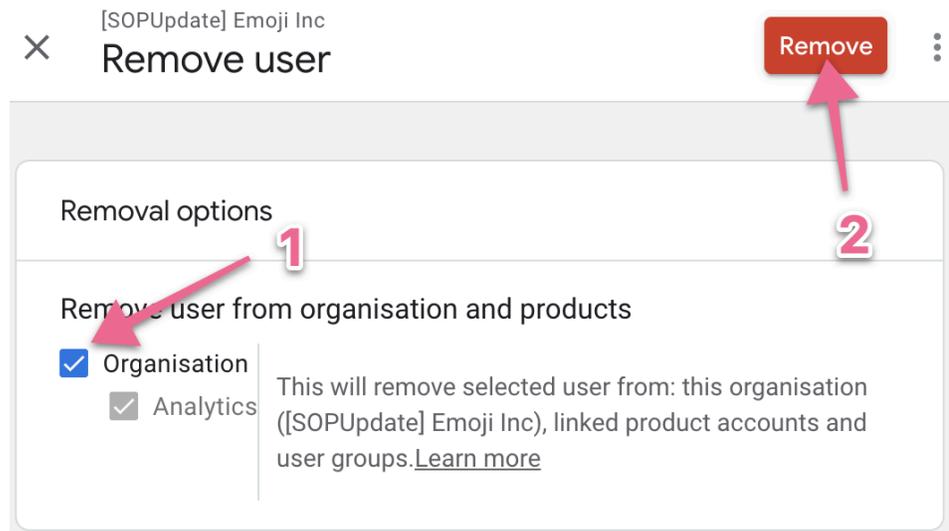
E.g: An employee no longer works in the company.

- i. Locate the user that you want to remove → Click the 3 vertical dots icon → Click “Remove User”



<input type="checkbox"/>	Name ↑	Email	Analytics last access	Product access
<input type="checkbox"/>	[Redacted]	[Redacted]	Today	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	Not in the last year	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	Today	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	Not in the last year	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	Not in the last year	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	Not in the last year	[Icons]
<input type="checkbox"/>	Tommy Griffith	[Redacted]	Not in the last year	[Icons]
<input type="checkbox"/>	[Redacted]	[Redacted]	1 November 2017	[Icons]

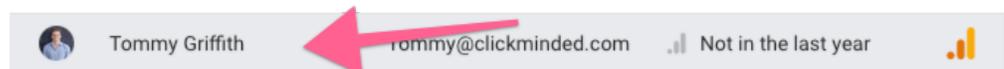
- ii. Tick ‘Organisation’ → ‘Remove’



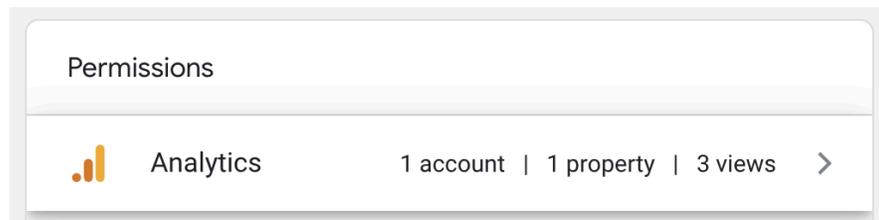
- b. If you want to remove a user from **only specific Google Analytics 360 Suite products** (e.g: *Google Analytics, Google Tag Manager, Google Optimize*) that are linked to your organization:

E.g: An employee no longer works in the Google Analytics department;

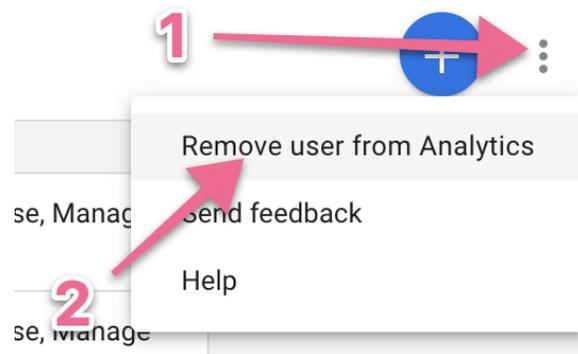
- i. Locate the user that you want to remove → Click on that row;



- ii. Select the Google Analytics 360 Suite Product:
(I.e. *Google Analytics*)

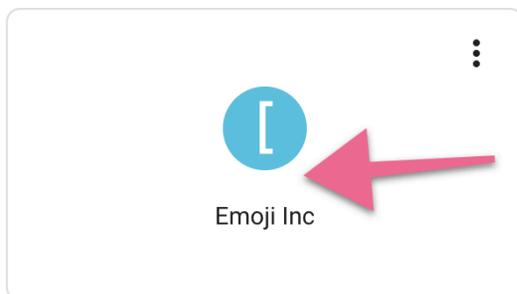


- iii. Click the 3 vertical dots on the top right corner → 'Remove user from Analytics'

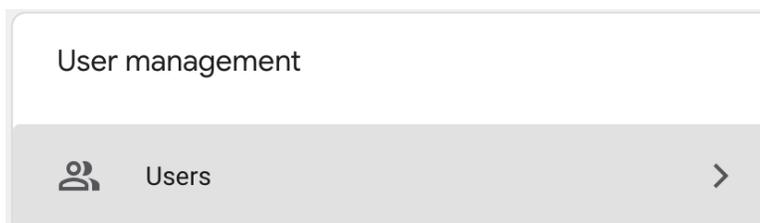


☒ Changing/Updating user permissions for your GA 360 Suite Products

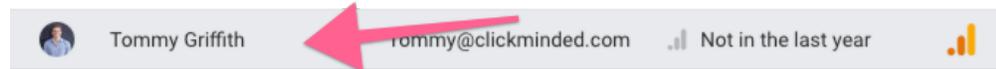
1. Log In to your Google Account [through this link](#). (Google 360 Suite Home > Organization Profiles)
2. Select your organization:



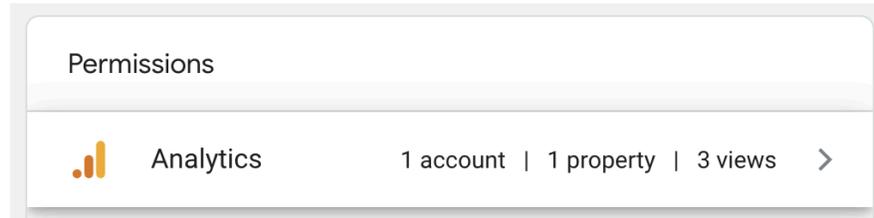
3. Under “User Management” click “Users”:



4. You will see a list of users that have access to the accounts that are linked to your organization.
 - i. Locate the user whose permissions you want to manage → Click on that row;



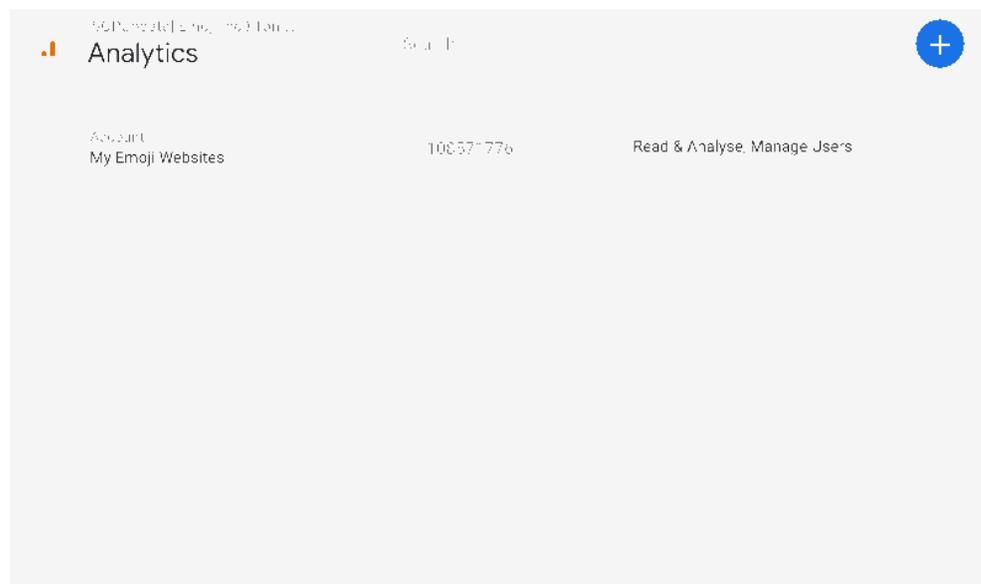
- ii. Select the Google Analytics 360 Suite Product:
(*I.e. Google Analytics*)



- iii. Follow the instructions according to the product that you want to manage permissions for:

- a. **Google Analytics:**

1. You will see a list of the accounts, properties, and views that are linked to your organization and to the right you will see a summary of the access level that user has to each of those.
2. Click the pencil icon next to each of them and edit the permissions based on the permission level you've selected previously:



Note: If you want to change the permissions at the view-level, use the “View Permissions” section below instead.

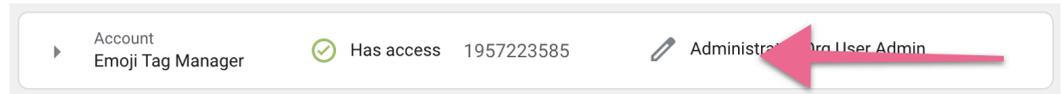
3. Click “Save” on the top right corner:



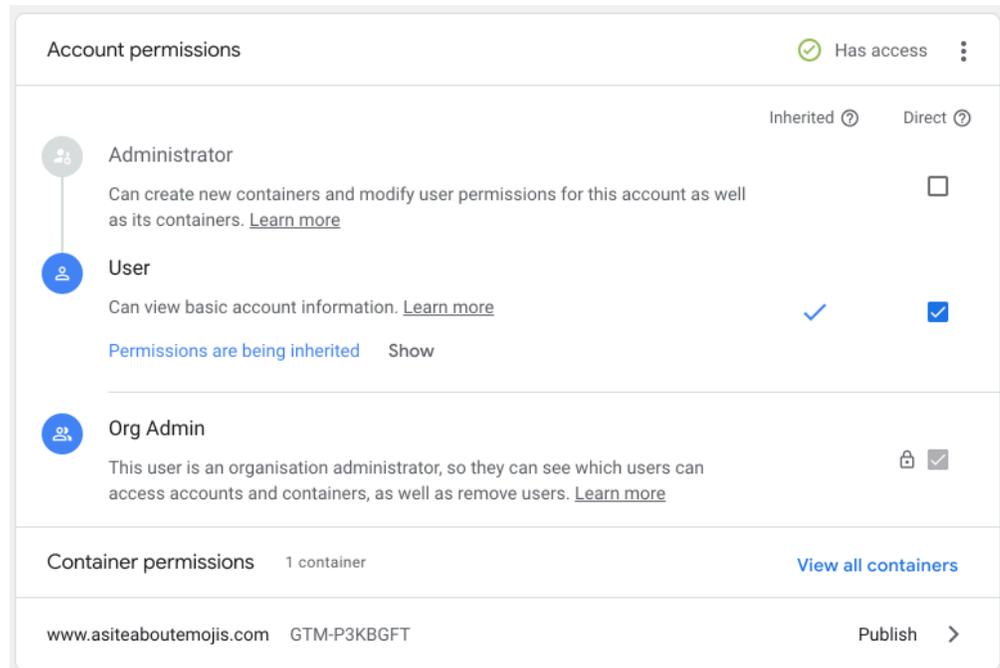
4. That’s it!

b. Google Tag Manager:

1. Click the pencil icon next to the account you want to grant access:



2. Click the pencil icon next to each of them and edit the permissions based on the permission level you’ve selected previously:



Note: If you want to change the permissions at the container-level, use the “Container Permissions” section below instead.

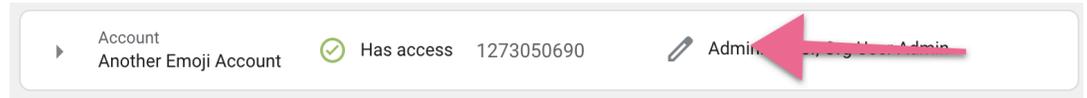
- c. Click “Save” on the top right corner:



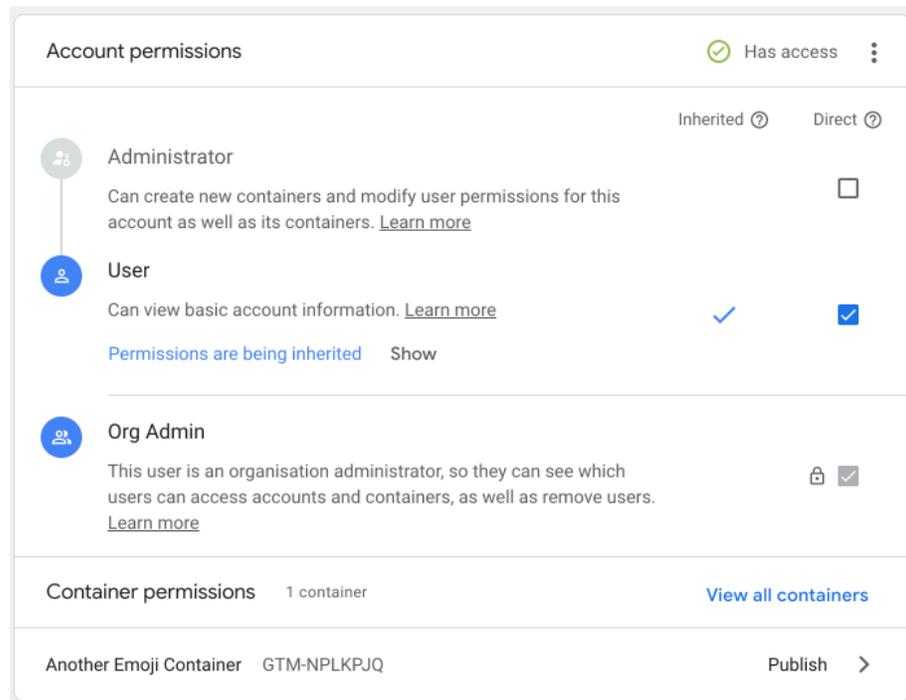
- d. That’s it!

e. Google Optimize:

1. Click the pencil icon next to the account you want to grant access:



2. Click the pencil icon next to each of them and edit the permissions based on the permission level you've selected previously:



Note: If you want to change the permissions at the container-level, use the “View Permissions” section below instead.

3. Click “Save” on the top right corner:



4. That's it!