Link a Google Analytics Property to a Google Ads Account

Last Updated / Reviewed: Jan 10th, 2023
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 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.

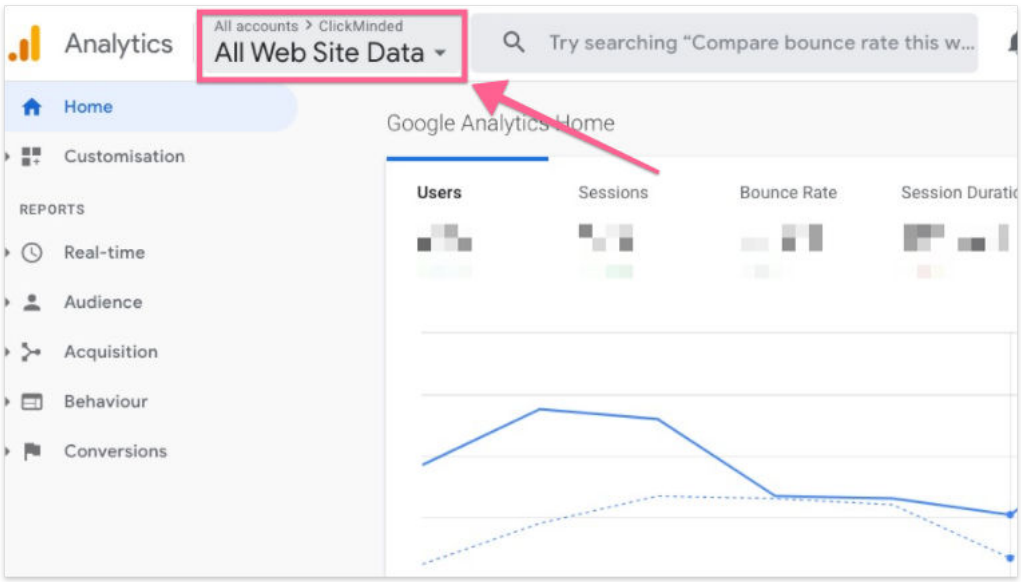
We've updated this SOP to reflect the latest change in Google Analytics, before starting this SOP select one of the following:

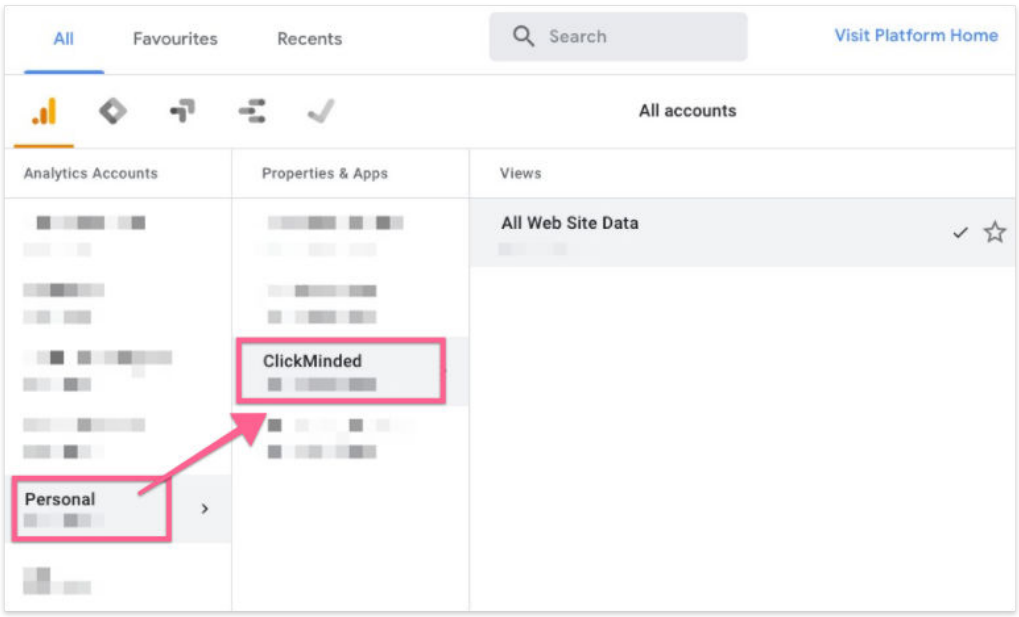
- If you're still using a Google Analytics Universal Analytics property, follow this SOP: Link Google Ads and Universal Analytics Property.

- 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.

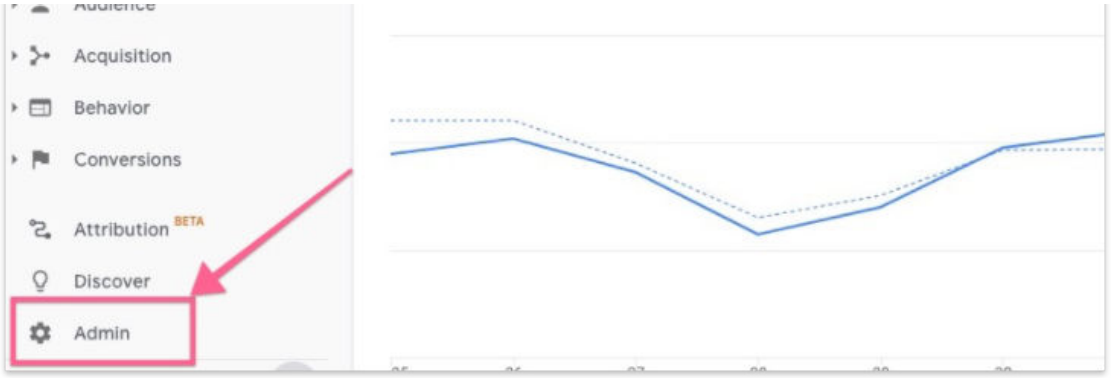
☐ Link Google Ads and Universal Analytics Property

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.

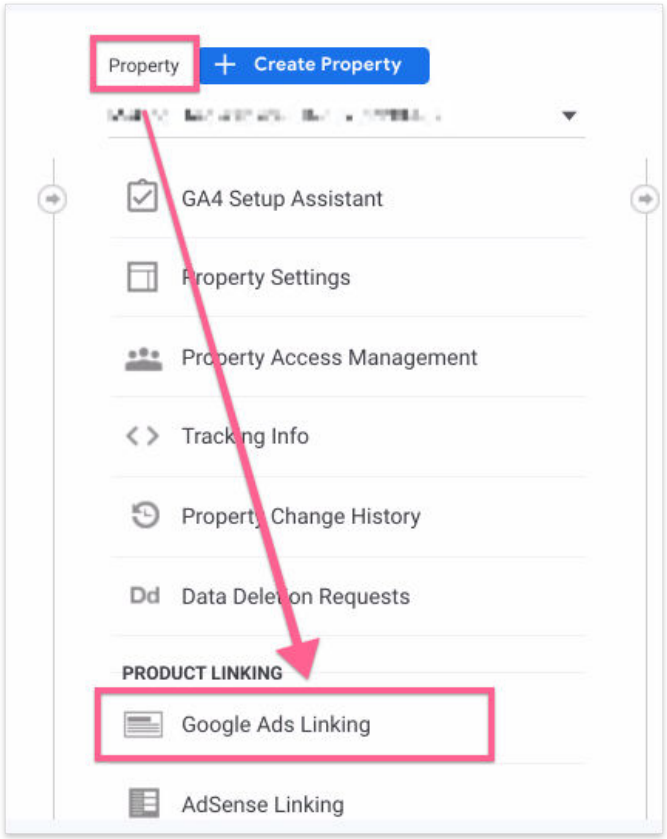




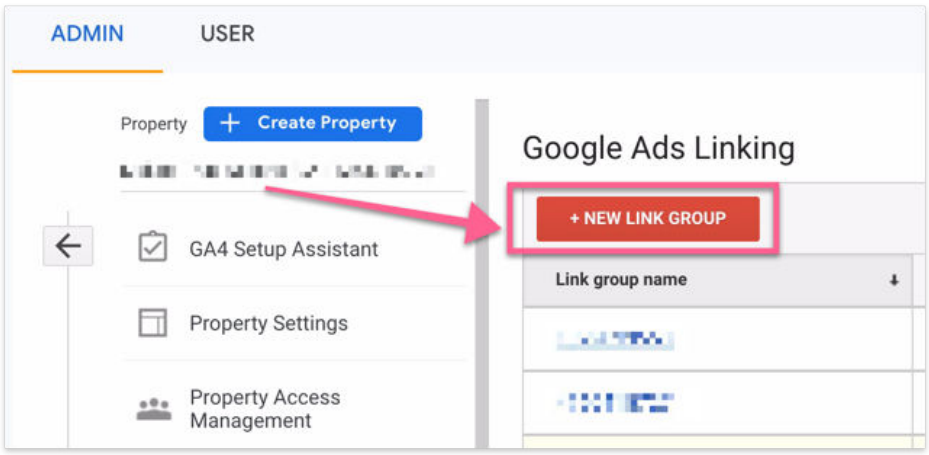
3. On the left sidebar, click "**Admin**".



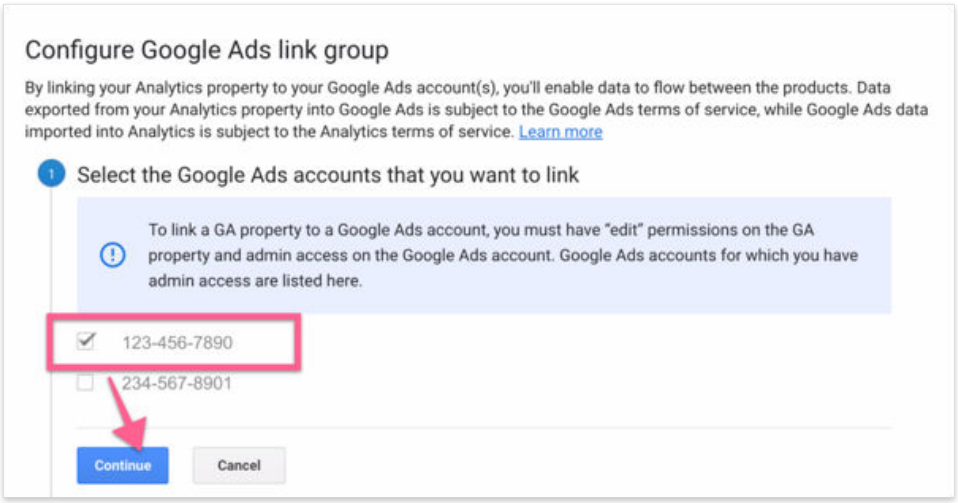
4. In the property (middle) column, click "**Google Ads Linking**".



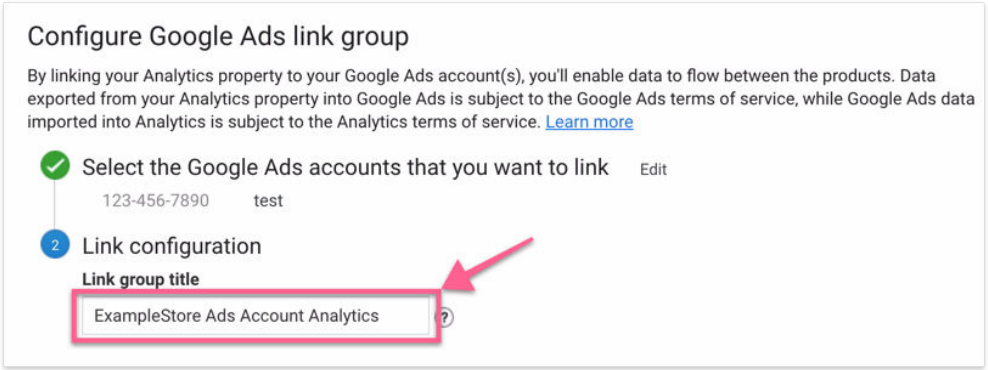
5. Click "**New Link Group**".



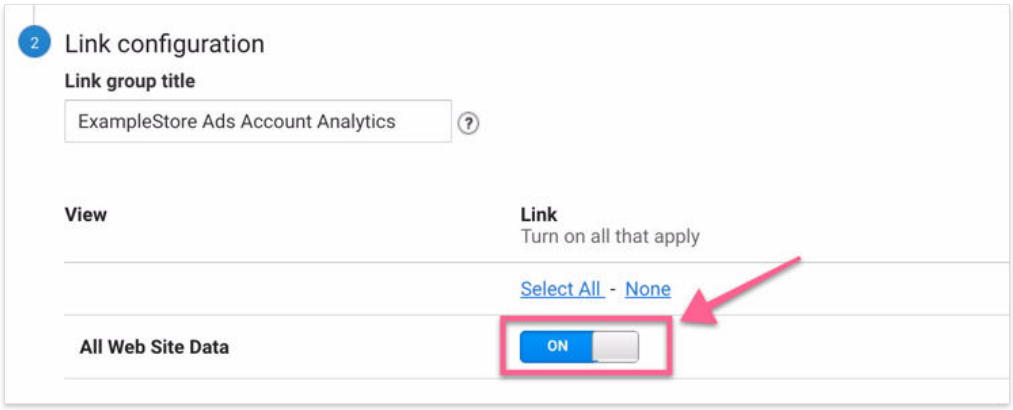
6. The Google Ads account ID (you have admin access to) will show up, select the Google Ads account you wish to link and click "**Continue**".



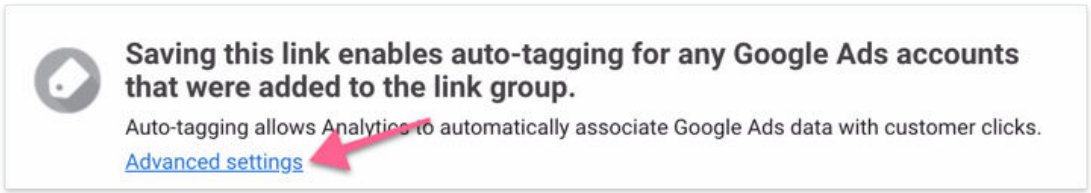
7. Choose an appropriate name for this group. Make sure you'll be able to identify which Google Ads account this is from in case you link additional Ads accounts in the future.

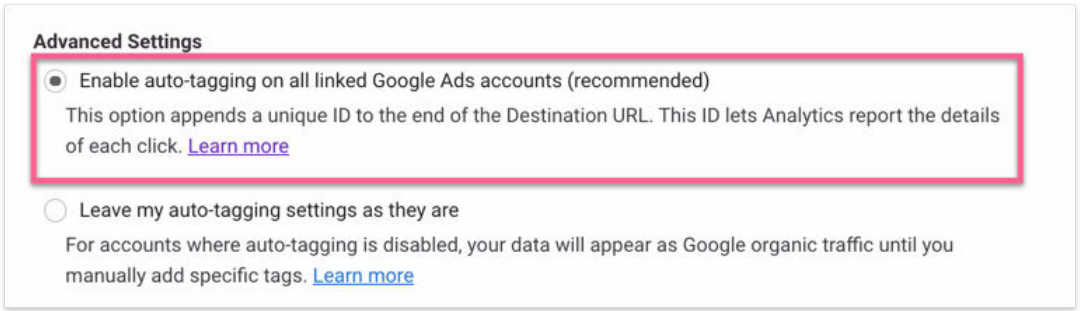


8. Choose which Google Analytics view you want the Ads data to show. You can select multiple views (if they are set up in your Analytics account).

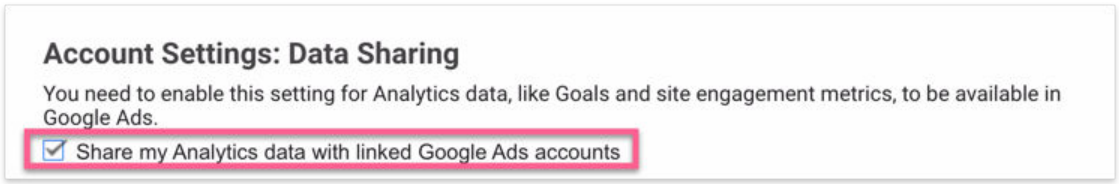


9. (Optional) Click "**Advanced Settings**". Here, you can enable auto-tagging on all linked Google Ads accounts. This setting pulls all additional Google Ads data such as keywords and costs into your Analytics account. This setting is enabled by default (recommended) unless you're using custom UTM tracking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

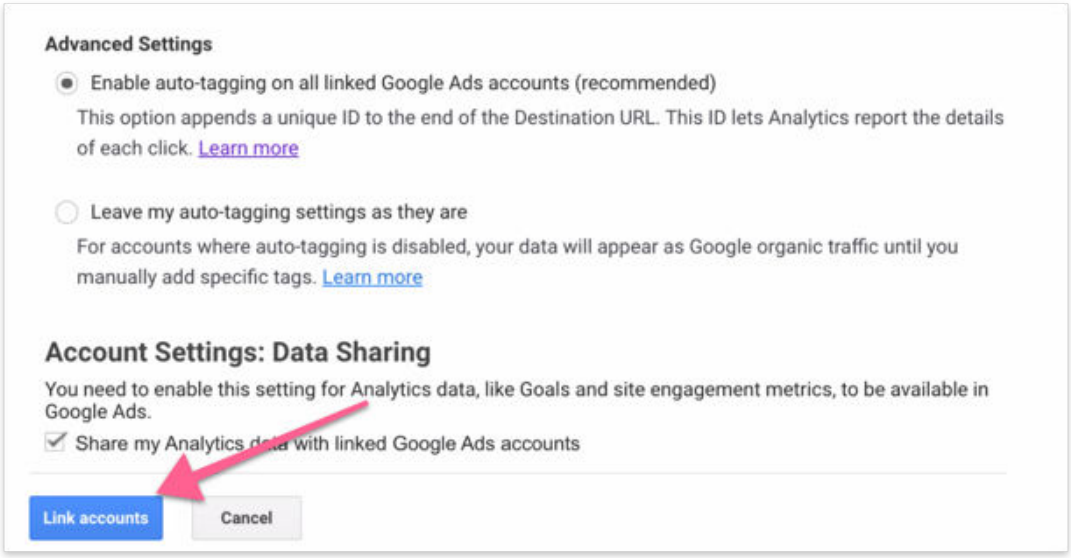




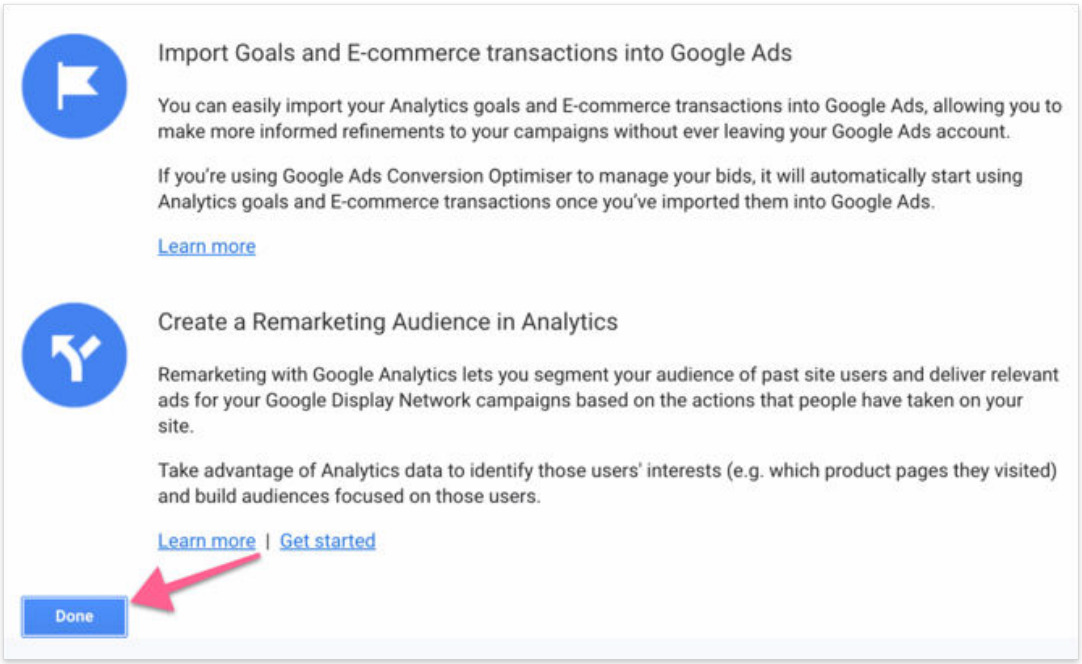
10. (Optional) Enable sharing your Analytics data with the linked Google Ads account.



11. Once you're satisfied with the configuration, click "**Link Accounts**".

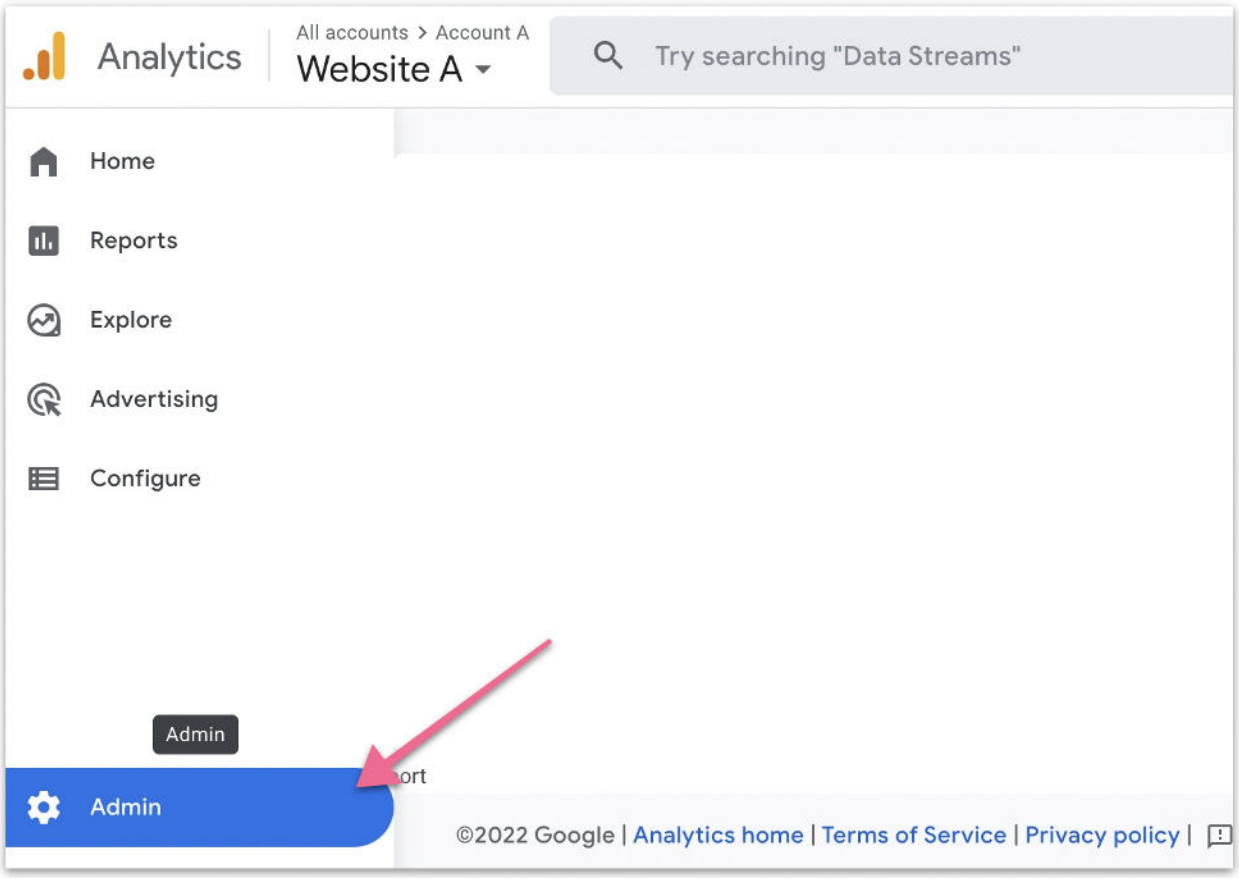


12. Your Google Analytics and Ads account are now linked. Click “Done” to return to the admin dashboard.

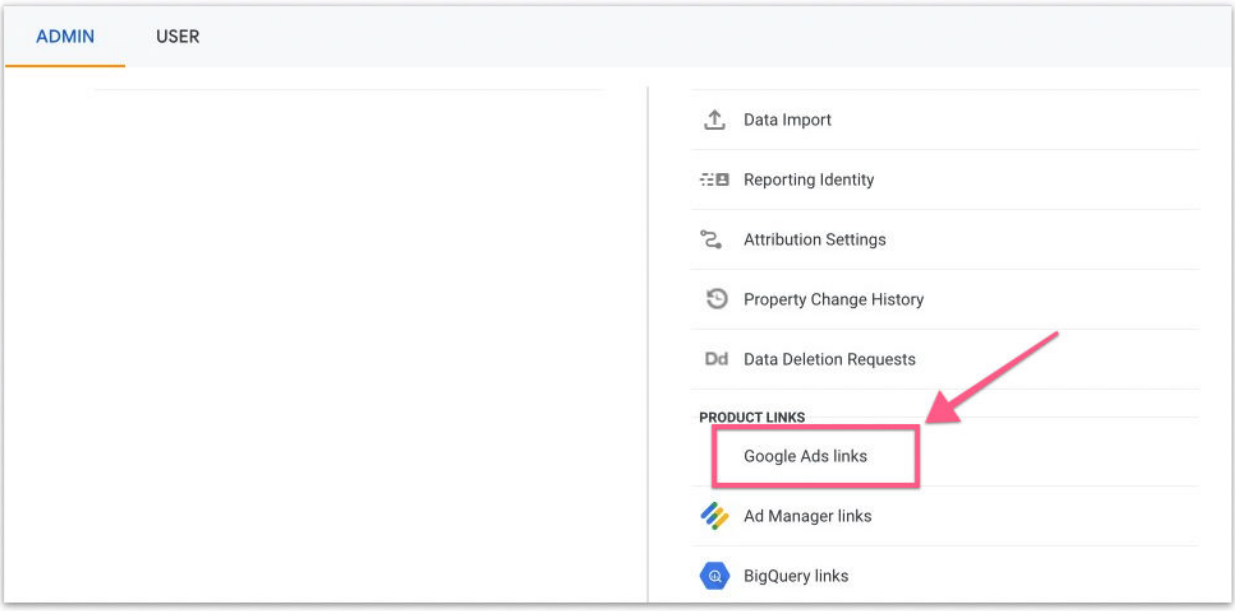


☐ Link a Google Analytics 4 Property with your Google Ads account

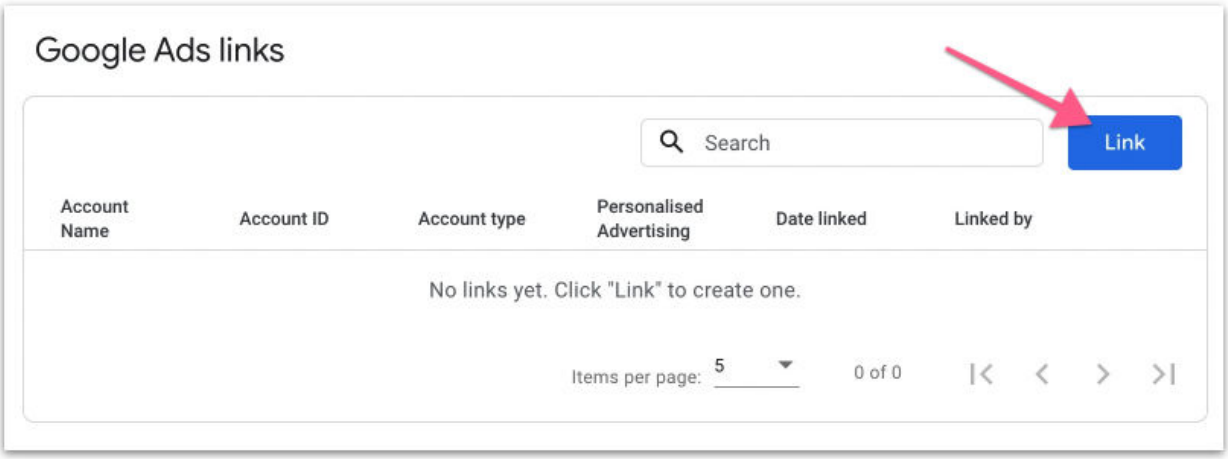
1. Login to your Google Analytics account.
2. Click “Admin”.



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

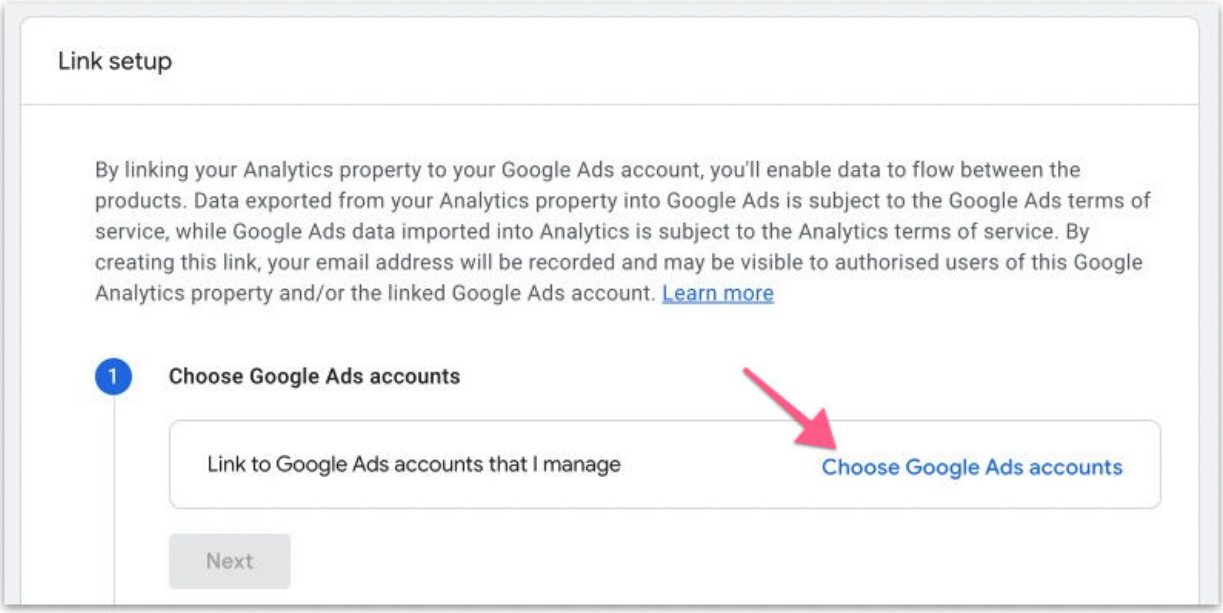


4. Click “Link”

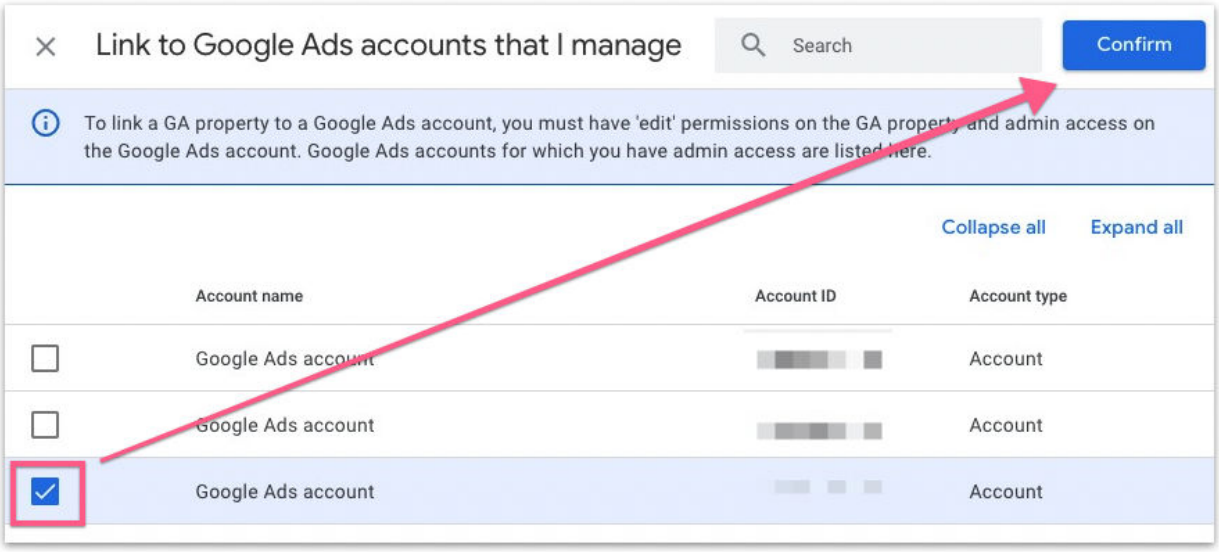


Note: If the “link” button is disabled, it’s likely you don’t have the permission to edit your Google Analytics property settings. Send this SOP to the Google Analytics admin user to grant you edit access for the GA4 property.

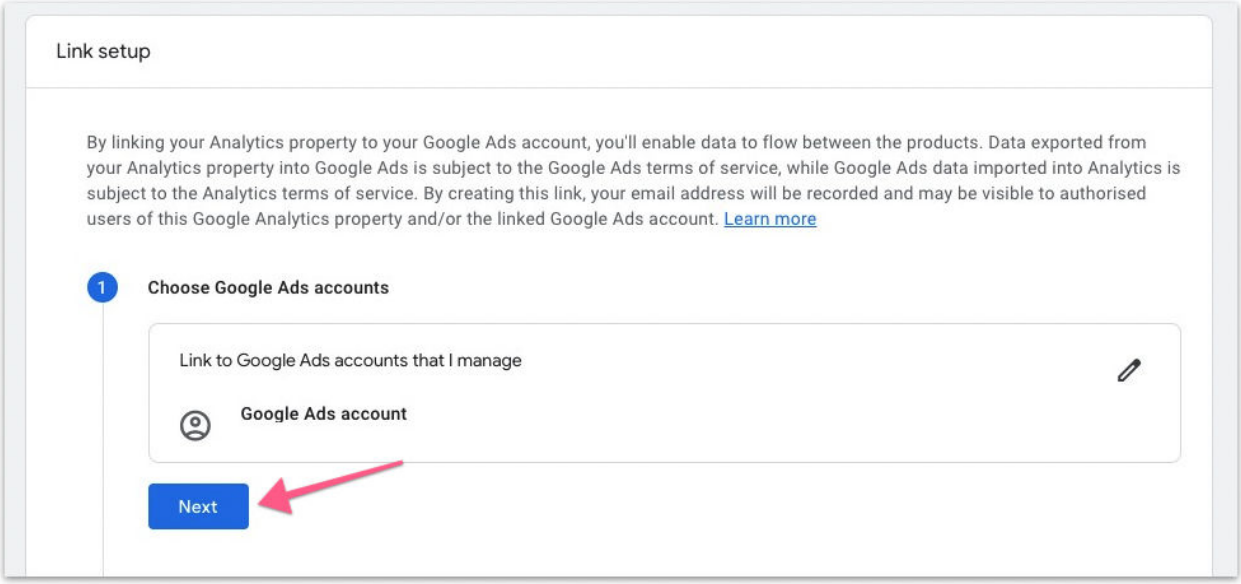
5. Click “Choose Google Ads accounts” to select the Google Ads account to link to your GA4 property.



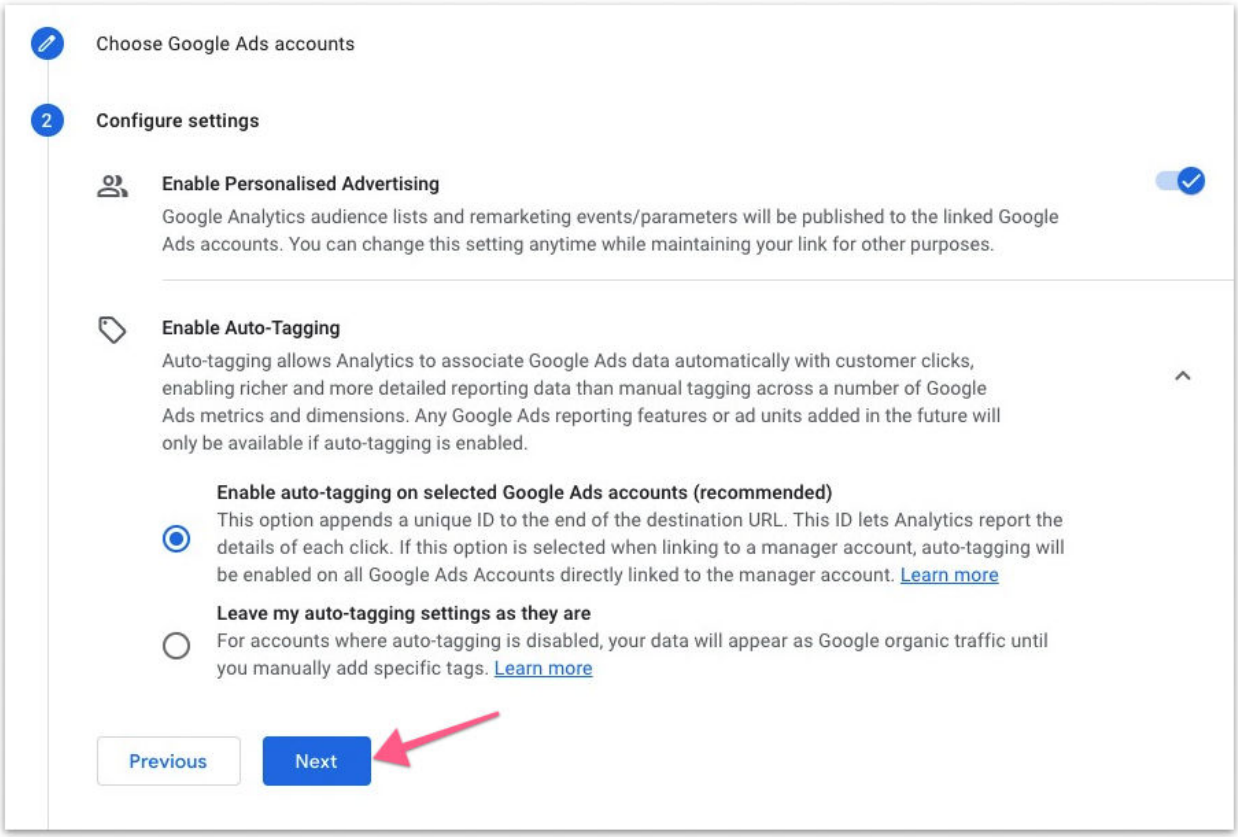
6. Check the Google Ads account you want to link and click “Confirm”.



7. Click “Next”.

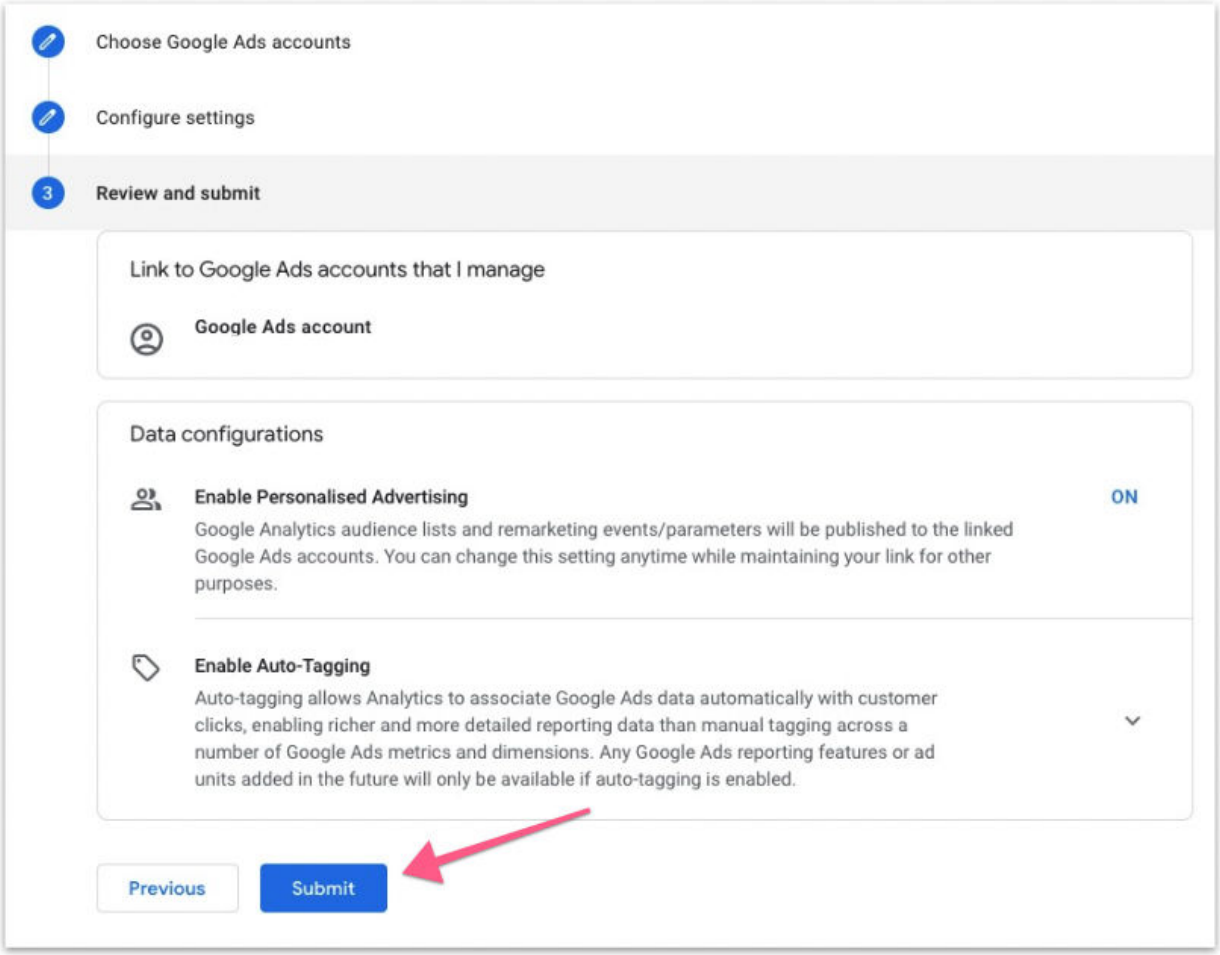


8. And click “Next” again in the configure settings.

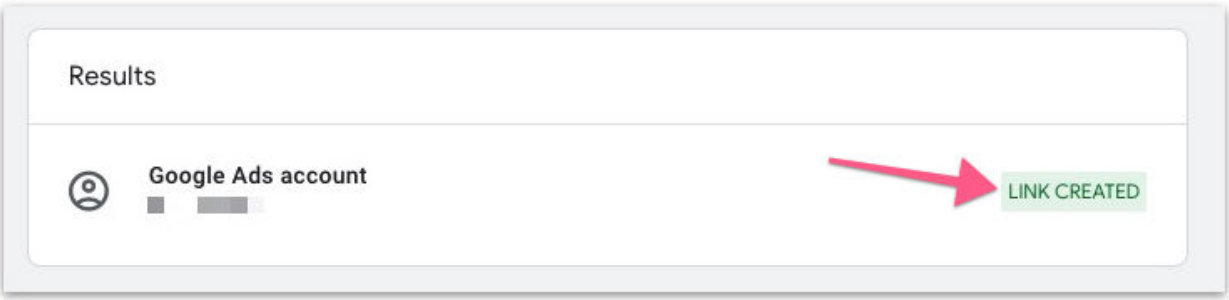
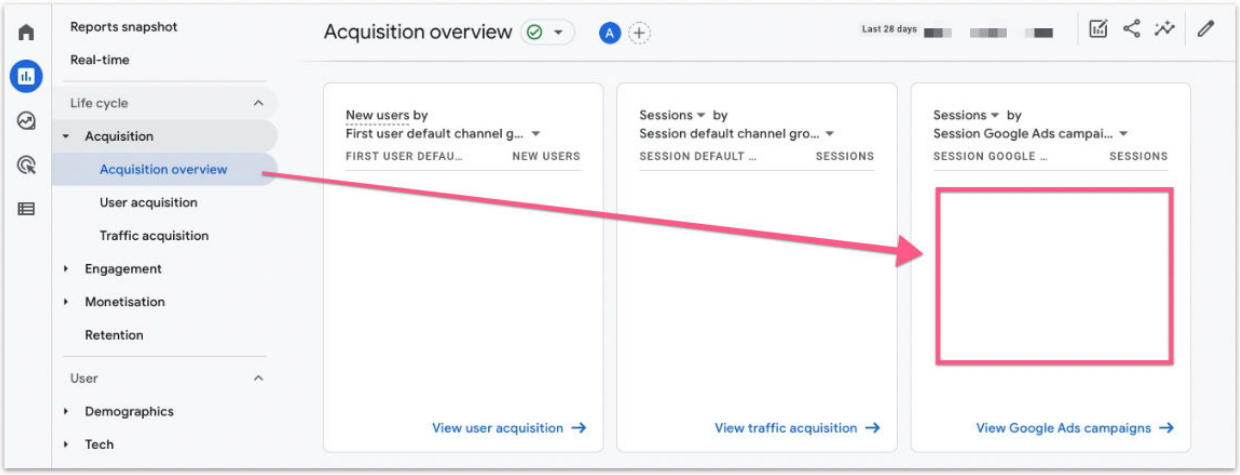


Note: It’s recommended to enable personalized advertising and auto-tagging so Google Analytics can associate customer data in your Google Ads reporting.

9. Then click “Submit”.



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.



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