LOUDER™

Google Analytics 4

AND

Display & Video 360

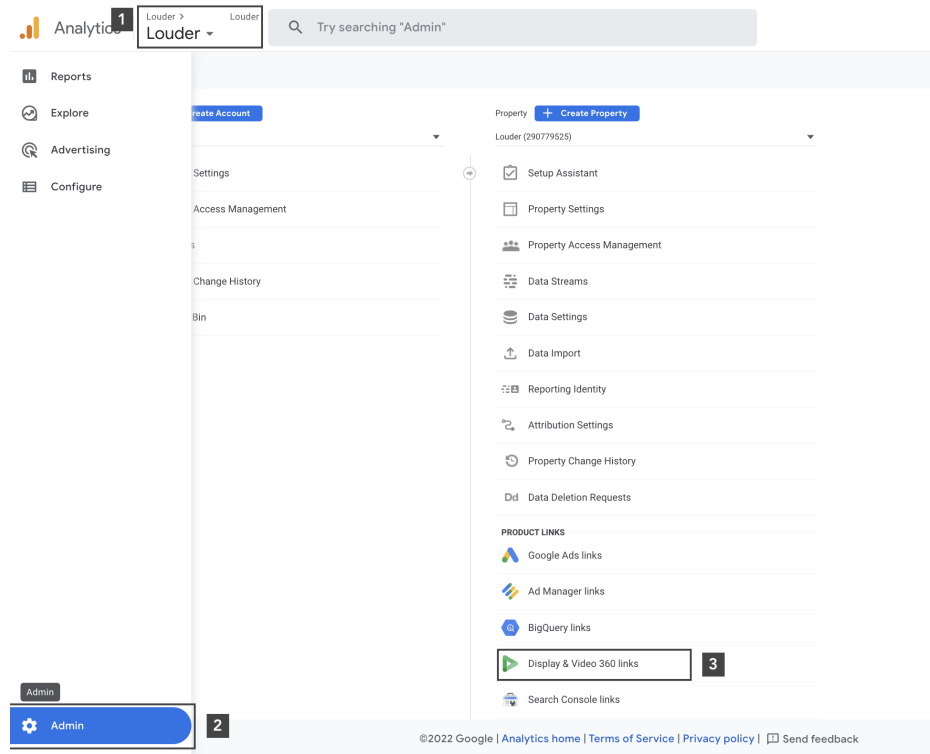**Prerequisites**

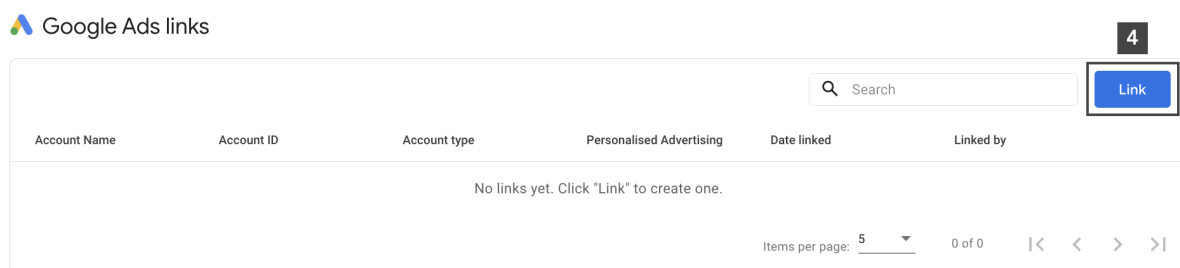You need the Editor role in GA4 and the Admin role for DV360 to complete the linking process.

If you don't have the Admin Role for DV360, you can send a request to an Admin on DV360 so that you can complete the process.

Setting up GA4 and DV360 link

1 Choose the correct GA account and property

2 Click on 'Admin'

3 Click on 'Display & Video 360 links'

4 Click on 'Link'

5 Create the link based on your permission level:

- If you have the *Admin* role for the DV360 advertiser(s) you want to link to GA4, click on 'Choose advertisers'
- If you don't have the *Admin* role for the advertiser(s) you want, click on 'Send request' to identify the advertisers you want

6 + **7** Confirm the connection based on your permission level:

- If you have the *Admin* role for the DV360 advertiser(s) you want, select the advertisers you want to link your property to.

- If you don't have the *Admin* role for the advertiser(s) you want, enter the advertiser ID and the email address of an Admin for each advertiser.

8 Click on 'Next'

Create a link with Display & Video 360

9 Click on 'Next' if you agree with the following configurations:

- Enable Personalized Advertising (Enabled by default): Allows GA data to be used for ads personalization
- Enable Campaign Attribution (Enabled by default): Import Display & Video 360 campaign data.
- Enable Cost Data Reporting (Enabled by default): Allow GA to import Display & Video 360 cost data.
- Enable auto-tagging (Enabled by default): You can't edit this setting. Auto-tagging adds the dclid parameter to your landing-page URLs when users click your ads to open your site pages, which passes the following

information to GA reports: source, medium, campaign, buying platform, creative format, ad server, and marketing tactic.

Create a link with Display & Video 360

10 Review for connection settings and click on 'Submit'

11 Your link is now created

Create a link with Display & Video 360

Display & Video 360 links