

# LOUDER™



**HOW TO LINK**

Google Analytics 4  
**AND**  
Display & Video 360

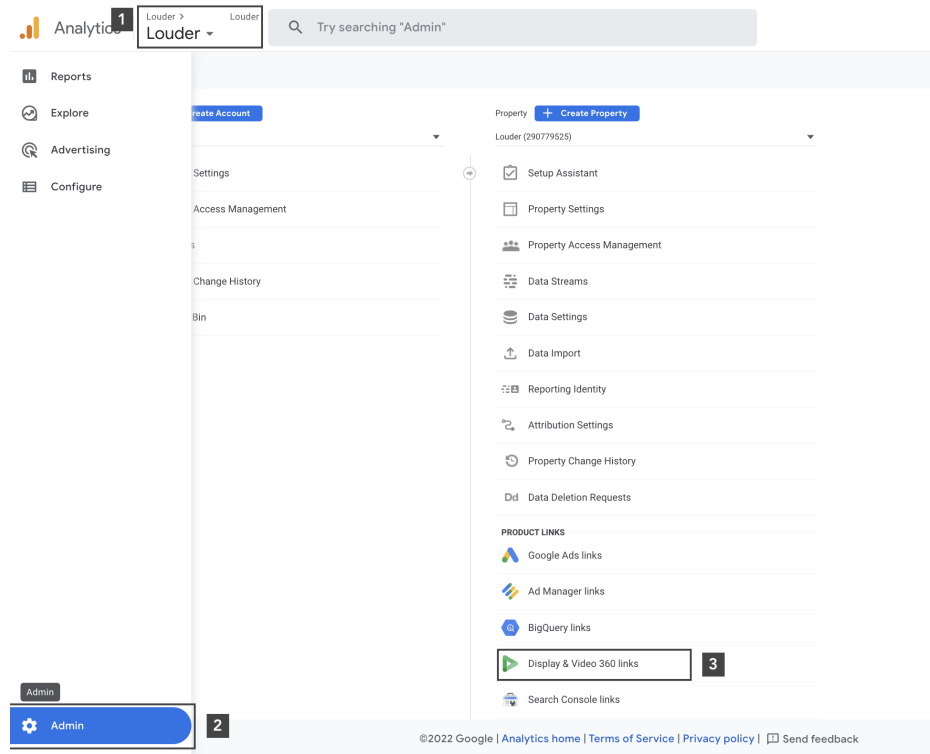
## Prerequisites

You need the [Editor role](#) in GA4 and the [Admin role](#) for DV360 to complete the linking process.

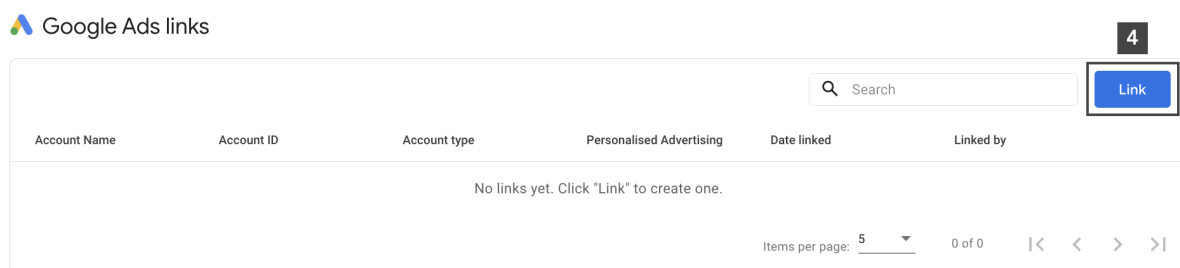
If you don't have the Admin Role for DV360, you can send a request to an Admin on DV360 so that you can complete the process.

## 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

Create a link with Display & Video 360

Link setup

By linking your Analytics property to your Display & Video 360 advertiser, you'll enable data to flow between the products. Data exported from your Analytics property into Display & Video 360 is subject to the Display & Video 360 terms of service, while Display & Video 360 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 Display & Video 360 advertiser.

1 Choose Display & Video 360 advertisers

Link to Display & Video 360 advertisers that I manage

OR

Request access to other Display & Video 360 advertisers

Next

2 Configure settings

3 Review and submit

5 Choose advertisers

Send request

## 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.

Create a link with Display

Link to Display & Video 360 advertisers I manage

Search

7 Confirm

To link a GA property to a Display & Video 360 advertiser, you must have "edit" permissions on the GA property and **admin** access on the Display & Video 360 advertiser. Display & Video 360 advertisers for which you have admin access are listed here. Don't see your Display & Video 360 advertiser listed? Make sure that your Display & Video 360 advertiser is **enabled** and that you are signed into GA using the same email address that you use to access your Display & Video 360 advertiser.

Advertiser name	Advertiser ID	Partner name	Partner ID
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/> Louder AU	XXXXXX	Partner name	XXXXXX
<input checked="" type="checkbox"/> Louder	XXXXXX	Partner name	XXXXXX
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

1 Choose

2 Conf

3 Revis

- 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.

7 **Confirm**

Link setup

By linking your Analytics property into the Display & Video 360 advertiser, you agree to share your email address, name, Analytics property ID, and Analytics property name with the administrator(s) of the Display & Video 360 advertiser.

Number of link requests: 1 (maximum: 20)

Display & Video 360 advertiser ID: 12345678910

Display & Video 360 administrator email address: adops@louder.com.au

**Add**

## 8 Click on 'Next'

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1 Choose Display & Video 360 advertisers

Link to Display & Video 360 advertisers I manage

Louder  
xxxxxxxx

**Next** 8

2 Configure settings

3 Review and submit

## 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

Link setup

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1

Choose Display & Video 360 advertisers

2

Configure settings

3

Review and submit

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## 10 Review for connection settings and click on 'Submit'

Analytics

Loouder > Display & Video 360

Create a link with Display & Video 360

ADMIN USER

Property

Loouder (290779125)

Display & Video 360

Setup Assistant

Property Settings

Property Access Management

Data Streams

Data Settings

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

PRODUCT LINKS

Google Ads Links

Ad Manager Links

BigQuery Links

Display & Video 360 Links

Search Console Links

ADDITIONAL SETTINGS

Analytics Intelligence Search History

Link setup

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1

Choose Display & Video 360 advertisers

2

Configure settings

3

Review and submit

Link to Display & Video 360 advertisers | manage

Loouder

Data configurations

Enable Personalized Advertising

Google Analytics audience lists and remarketing events will be published to the linked Display & Video 360 advertisers. You can change this setting anytime while maintaining your link for other purposes.

ON

Enable Campaign Attribution

This setting controls whether Analytics attribution will include Display & Video 360 campaigns. If this setting is disabled, no Display & Video 360 reporting will be available and no conversions will be exported to Display & Video 360. Once the link is completed, this setting may only be modified by Display & Video 360 admins from within the Display & Video 360 product.

ON

Enable Cost Data Reporting

This setting controls whether Display & Video 360 revenue data will be available in Analytics reporting. Once the link is completed, this setting may only be modified by Display & Video 360 admins from within the Display & Video 360 product.

ON

Enable Auto-tagging

Auto-tagging will be automatically enabled when this link is created. Auto-tagging allows Analytics to associate Display & Video 360 data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of cross-channel and Display & Video 360 metrics and dimensions.

ON

Previous


Submit

10

## 11 Your link is now created


Create a link with Display & Video 360


Results

 **Louder**  
XXXXXX

LINK CREATED

What's next?

 **Optimize towards Analytics conversions in Display & Video 360 with Custom Bidding scripts**  
Analytics conversions are automatically exported to linked Display & Video 360 advertisers. You can begin optimizing your Display & Video 360 bidding strategies towards these Analytics conversions by creating Custom Bidding scripts using the Google Analytics syntax.  
[Learn more](#)

 **Create a remarketing audience in Analytics**  
Remarketing with Google Analytics lets you segment your audience of past users and deliver relevant ads through your Display & Video 360 campaigns based on the actions that people have taken on your site and in your app. 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](#)

### Display & Video 360 links

<div>Completed (1)   Approval needed (0)   Request sent (0)   Cancelled (0)</div> <div><input type="text" value="Search"/> <a href="#">Link</a></div>					
Advertiser name	Advertiser ID	Partner name	Partner ID	Date linked	Google Analytics approver
Louder	XXXXXX	Louder	XXXXXX	Mar 1, 2022	adops@louder.com.au >
<div>Items per page: 5 1 - 1 of 1 &lt; &gt; &gt; </div>					