Connecting Google Analytics to GiveSmart Fundraise

To enable **Google Analytics** tracking for your GiveSmart Fundraise account, all you need to do is enter the **GA4 Measurement ID** from your GA4 account into the Integrations Settings of your GiveSmart Fundraise account.

> For more information about Google Analytics, you can read about the options and capabilities here: https://support.google.com/analytics/

Retrieve your GA4 Measurement ID

In your Google Analytics account, navigate to **Admin > Data Streams**. Select the Data Stream you've set up for GiveSmart Fundraise.

Haven't set up your Google Analytics Property or Data Stream? Click here *for instructions.*

> **Please Note**: GiveSmart Support does not assist with setting up or configuring your organization's Google Analytics account. See **here** for what type of information Google Analytics will capture by default or visit their support portal for more information: https://support.google.com/analytics/

Locate the Measurement ID on the right-hand side and select the Copy action. Click **here** for more on locating the GA4 Measurement ID.

Add your GA4 Measurement ID to GiveSmart Fundraise

Click on **Settings** (the Gear icon)

Select **Integrations** from the left navigation, then expand the **Analytics** section.

In the Google Analytics 4 field, paste the **GA4 Measurement ID.** This will save automatically once you click away from the field.

> **Note**: The code you enter needs to include the "G-" in front of it. For example, enter G-123456789, not just 123456789
>
> If a non GA4 ID is entered, the following error is returned.

Setting up your Google Analytics Account

New to Google Analytics? **Click here** for instructions on setting up a new account. For more information about Google Analytics, you can read about the options and capabilities here: https://support.google.com/analytics/

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What information can I get from Google Analytics in GiveSmart Fundraise?

Generally speaking, your Google Analytics account will return data on:

- How many users have or are currently visiting your GiveSmart pages
- The general location of these users
- When users access your pages
- Which web browser and device users are accessing your pages from
- Referrals (where users came from to visit your page)

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