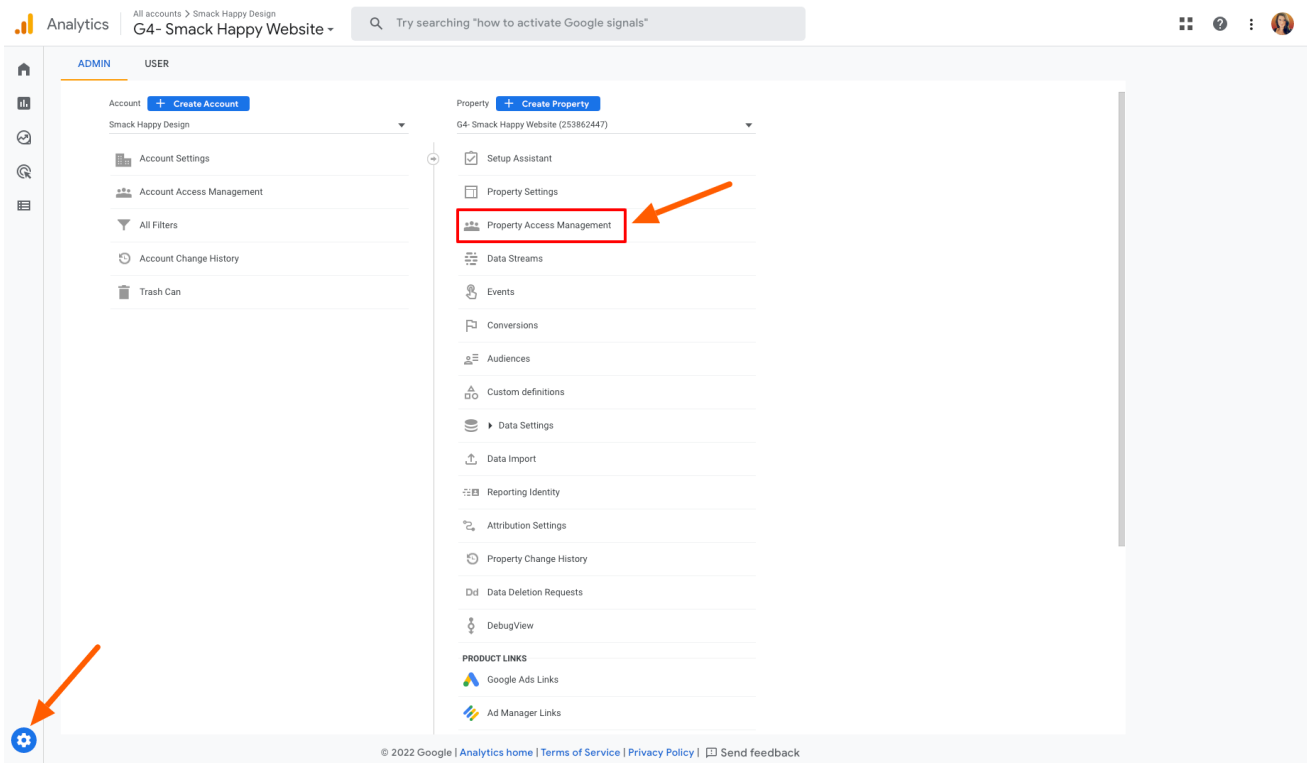


How to Add Users to GA4

Adding or adjusting a new user to GA4 (Google Analytics 4) looks slightly different than when doing so in a UA (Universal Analytics) account.

Start from Your Dashboard

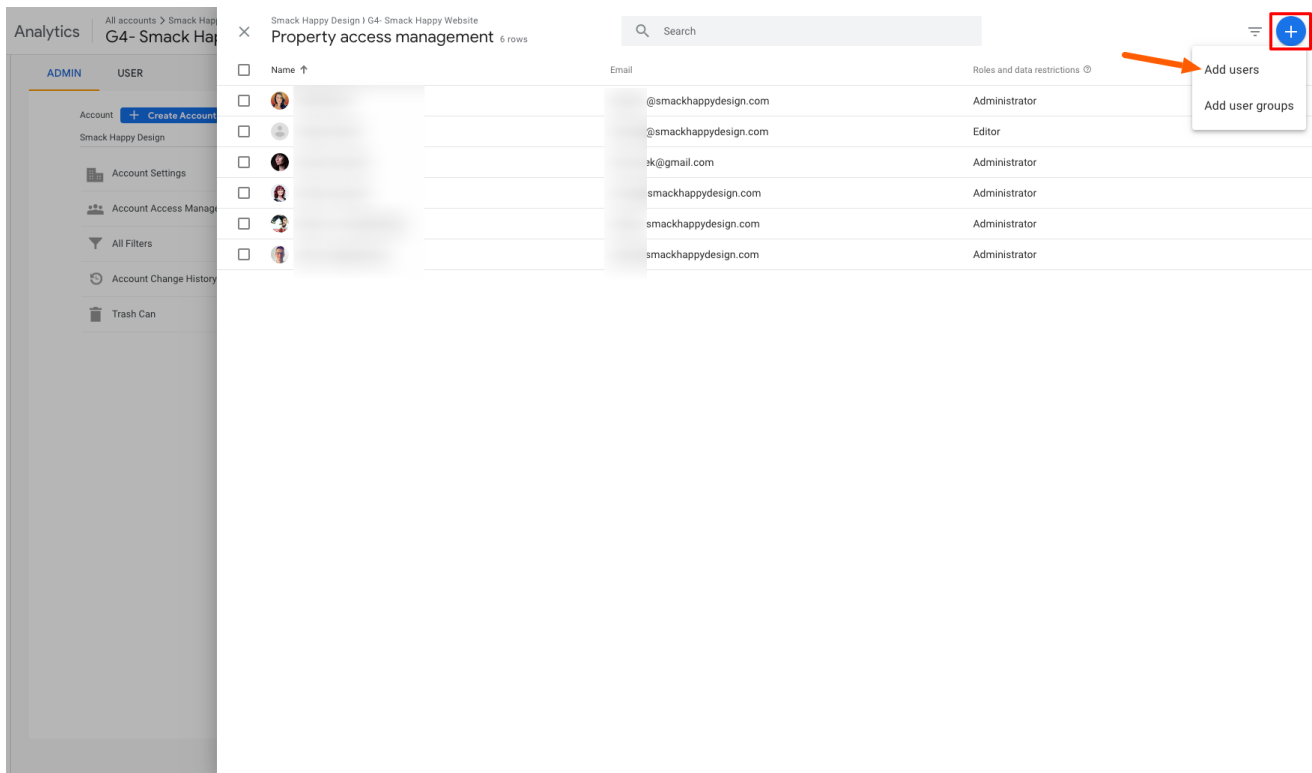
Go to Admin > Property Access Management from your dashboard



How to Add Users to GA4

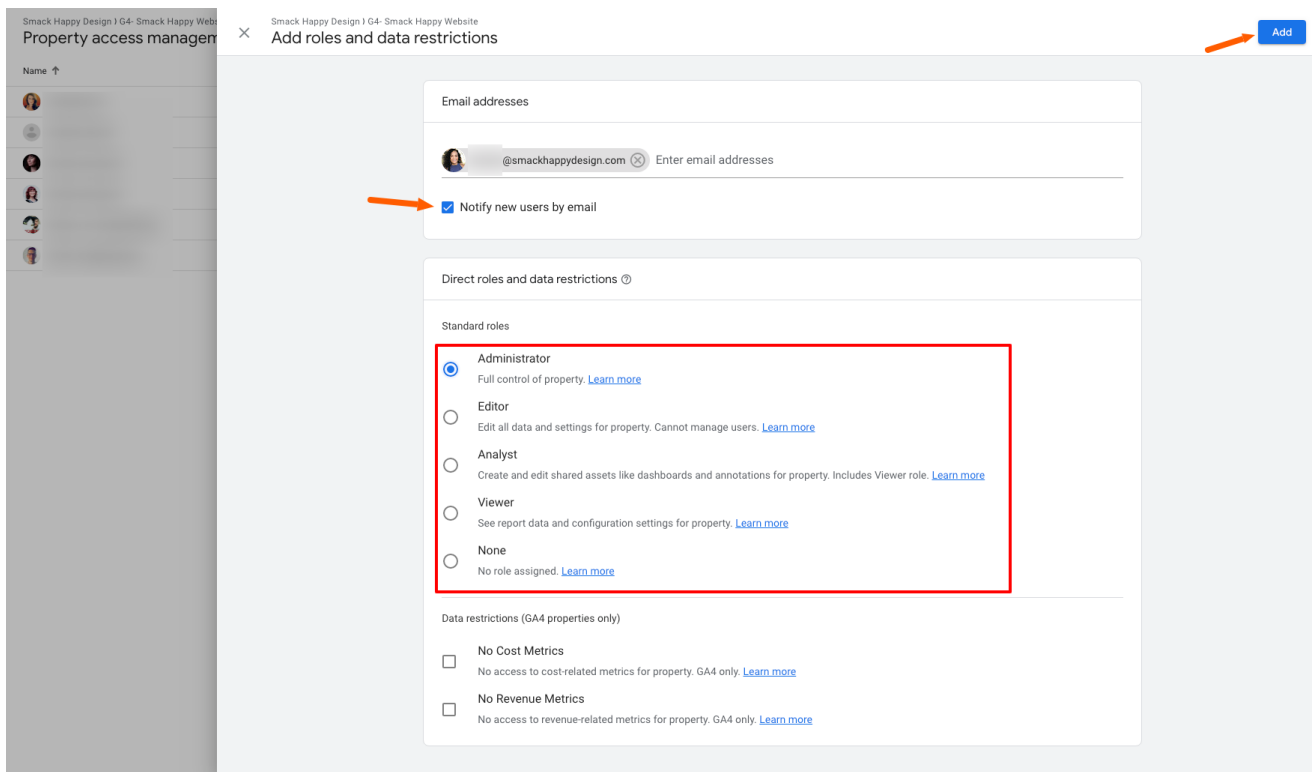
Add a User

Click the plus sign in the top right corner to add a new user



Adjust Roles for New User

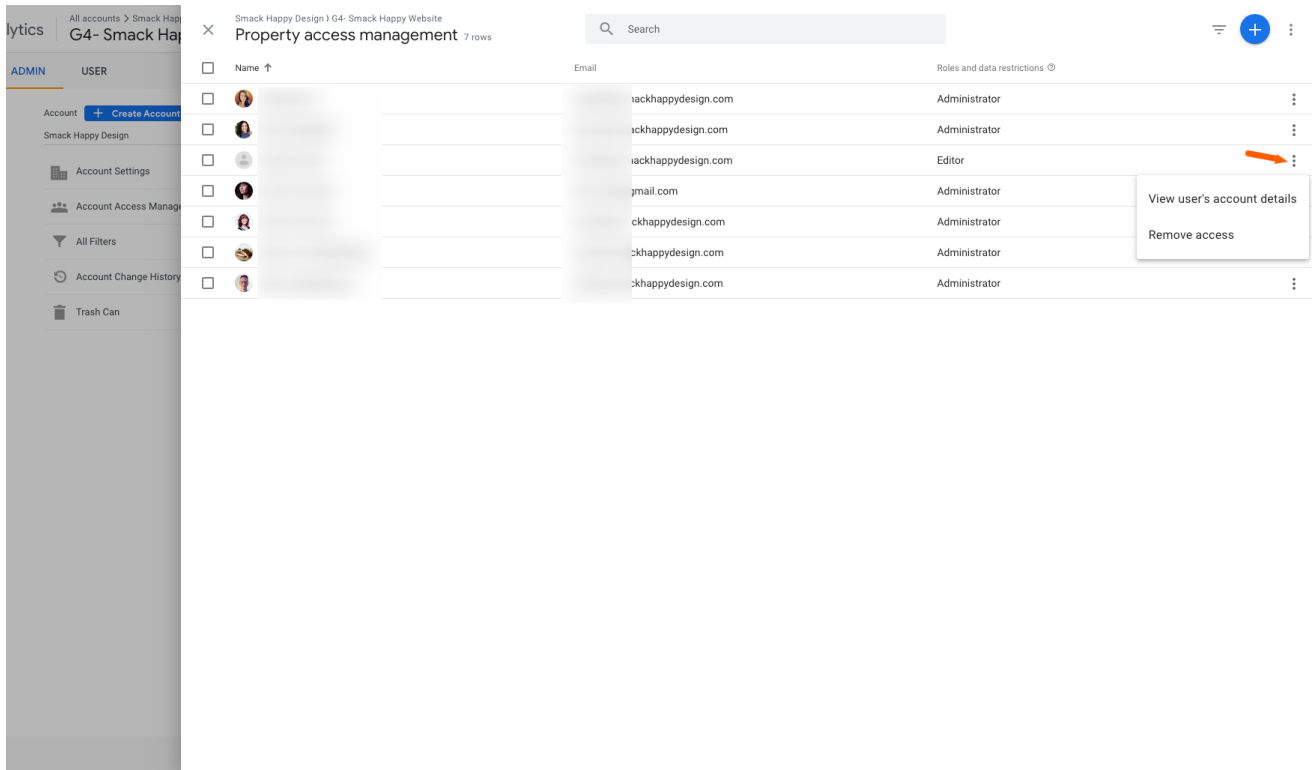
On this screen, you'll add the new users email (they'll need a Google powered email address). You can also notify the user via email, adjust the role, and add data restrictions if necessary.



How to Add Users to GA4

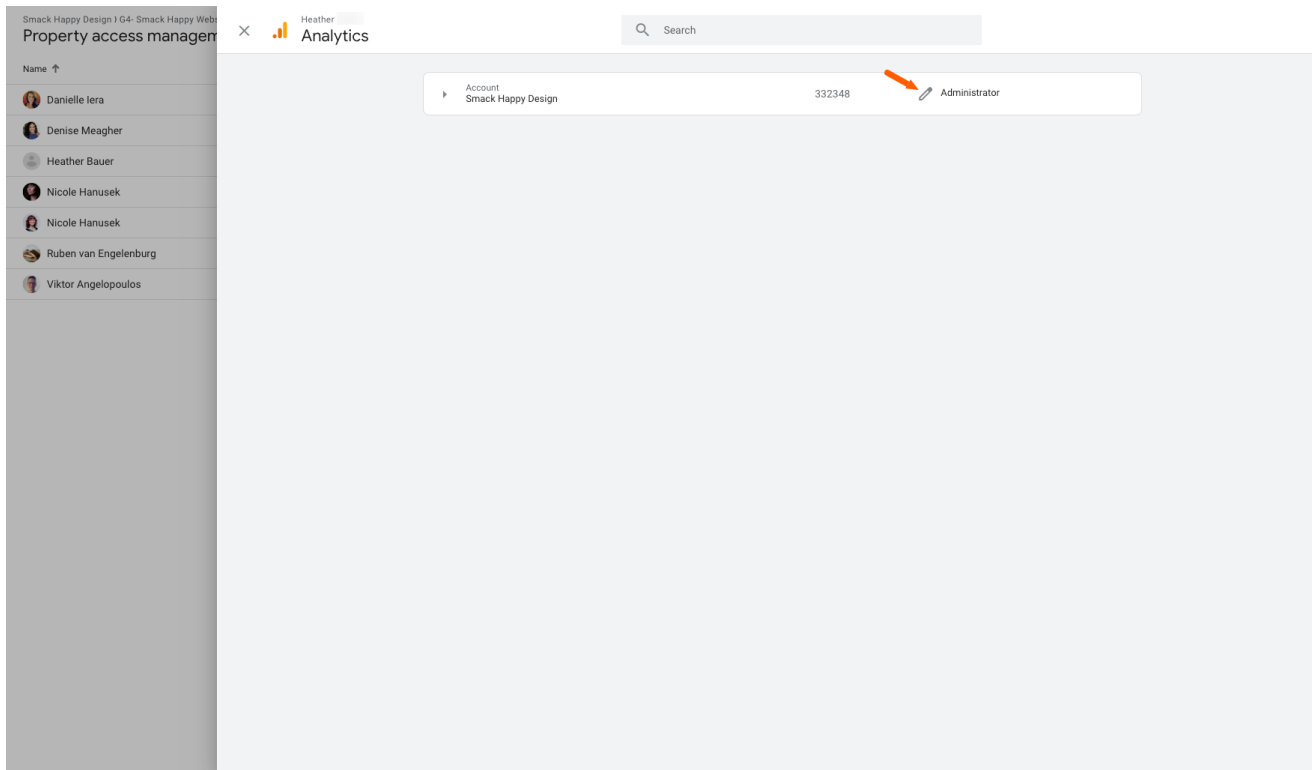
Adjust Roles for Existing User

If you've already added a user and their role needs to be adjusted or removed - you can click the three vertical dots on any user account.



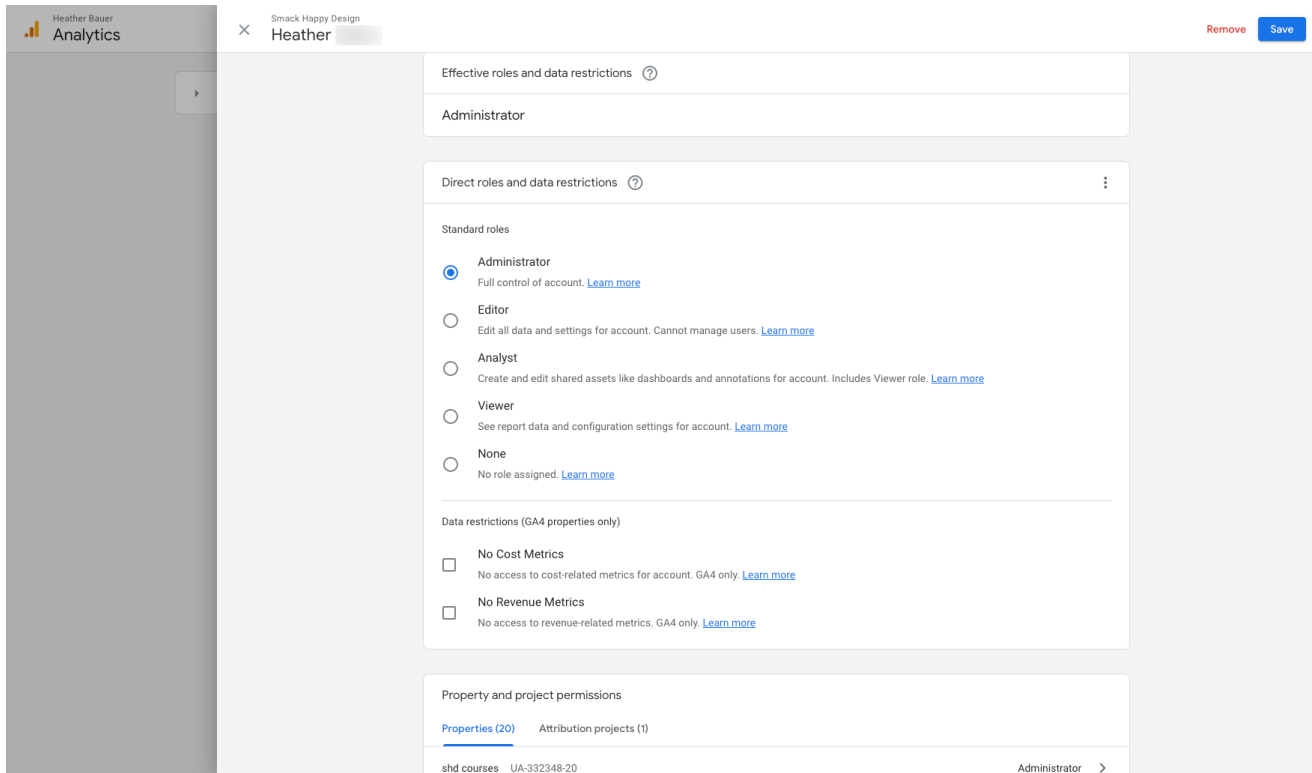
Update Access for Existing User

Once you've clicked 'view user's account details' to adjust an existing user's role - you can then click the pencil next to their role to choose how you'd prefer to change the permissions.



How to Add Users to GA4

Remember to Save! 😊



The screenshot shows the Google Analytics user management interface for user Heather Bauer. The interface is divided into several sections:

- Effective roles and data restrictions:** Shows the user's current role as Administrator.
- Direct roles and data restrictions:** A list of standard roles with radio buttons for selection:
 - Administrator: Full control of account. [Learn more](#)
 - Editor: Edit all data and settings for account. Cannot manage users. [Learn more](#)
 - Analyst: Create and edit shared assets like dashboards and annotations for account. Includes Viewer role. [Learn more](#)
 - Viewer: See report data and configuration settings for account. [Learn more](#)
 - None: No role assigned. [Learn more](#)
- Data restrictions (GA4 properties only):** Two checkboxes for restricting access to cost and revenue metrics:
 - No Cost Metrics: No access to cost-related metrics for account. GA4 only. [Learn more](#)
 - No Revenue Metrics: No access to revenue-related metrics. GA4 only. [Learn more](#)
- Property and project permissions:** A list of properties and projects with their respective permissions. The current user is assigned the Administrator role.