

Adding DealerOn to Your GA4 Account



1 Log into Google Analytics
Sign in using the Google account that manages your dealership's GA4 property.

2 Select the Correct GA4 Property
In the top-left corner, select the appropriate dealership GA4 property you want DealerOn to access.

3 Open Admin Settings
In the lower-left corner of the screen, click the Admin gear icon.

4 Open Property Access Management
Under the Property column, click: Property Access Management.

5 Add DealerOn User
In the top-right corner, click the + button, then select Add users. Enter the DealerOn-provided email address: dealerwebdata1@gmail.com.

6 Assign Permissions
Enable the following permissions: Viewer

7 Click Add
Click the Add button in the top-right corner to save. DealerOn will now be able to review your historical GA4 reporting data for setup and comparison purposes.

Optional: If you do not currently have access to GA4 or are not comfortable navigating the platform, you may copy and send the email below to your current website provider to request access or assistance:

Hello,
Please add the following email address to our Google Analytics 4 (GA4) property with Read-Only / Viewer access only:
dealerwebdata1@gmail.com

This user does not require administrative, editor, or management permissions. Viewer-level access is sufficient. Once access has been granted, please reply to confirm completion.