Granting access to Google Analytics

Last Updated / Reviewed: Jan 10th, 2023
Execution Time: *~5 min to grant/revoke access*

Goal: To grant access to your Google Analytics property (website) to a new user (employee, contractor, agency).

Ideal Outcome: Your employee, contractor, or agency will have access and be able to collaborate on your Google Analytics account.

Prerequisites or requirements: You will need admin access to a Google Analytics Account.

Why this is important: Google Analytics allows you to grant access to other users so you can share your data with them, or give them access to create reports for your company. Granting access is the most secure way to share your site's data without having to share your login details.
Where this is done: Google Analytics.

When this is done: Every time you want to grant, request, or revoke access to your Google Analytics property.

Who does this: The person responsible for managing access to your Google Analytics or web analytics.

☐ **User roles for Google Analytics:**

User roles in Google Analytics are divided into four:
- Manage Users
- Edit
- Collaborate
- Read & Analyze

According to the table below:

| Permission	Explanation
Manage Users	Can manage account users (add/delete users, assign permissions). Does not include Edit or Collaborate.
Edit	Can perform administrative and report-related functions (e.g., add/edit/delete accounts, properties, views, filters, goals, etc., but not manage users), and see report data. Edit permission is required at the account level to create filters. Edit permission is required at the view level to apply filters. Includes Collaborate.
Collaborate	Can create, edit, delete, and share personal assets. Can collaborate on shared assets. Includes Read & Analyze. Shared assets include: • Attribution models • Channel Groupings • Conversion Segments • Custom reports • Dashboards • Segments • Unsampled Reports
Read & Analyze	Can see report and configuration data; can manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment); can create personal assets, and share them, and see shared assets. Cannot collaborate on shared assets.

(**Source**: Google - https://support.google.com/analytics/answer/2884495?hl=en)

☐ **Granting access to Google Analytics**

1. Sign in to your Google Analytics account.
2. Make sure you are in the correct account (Google Analytics account that you want to share access to) by selecting it from the top menu.
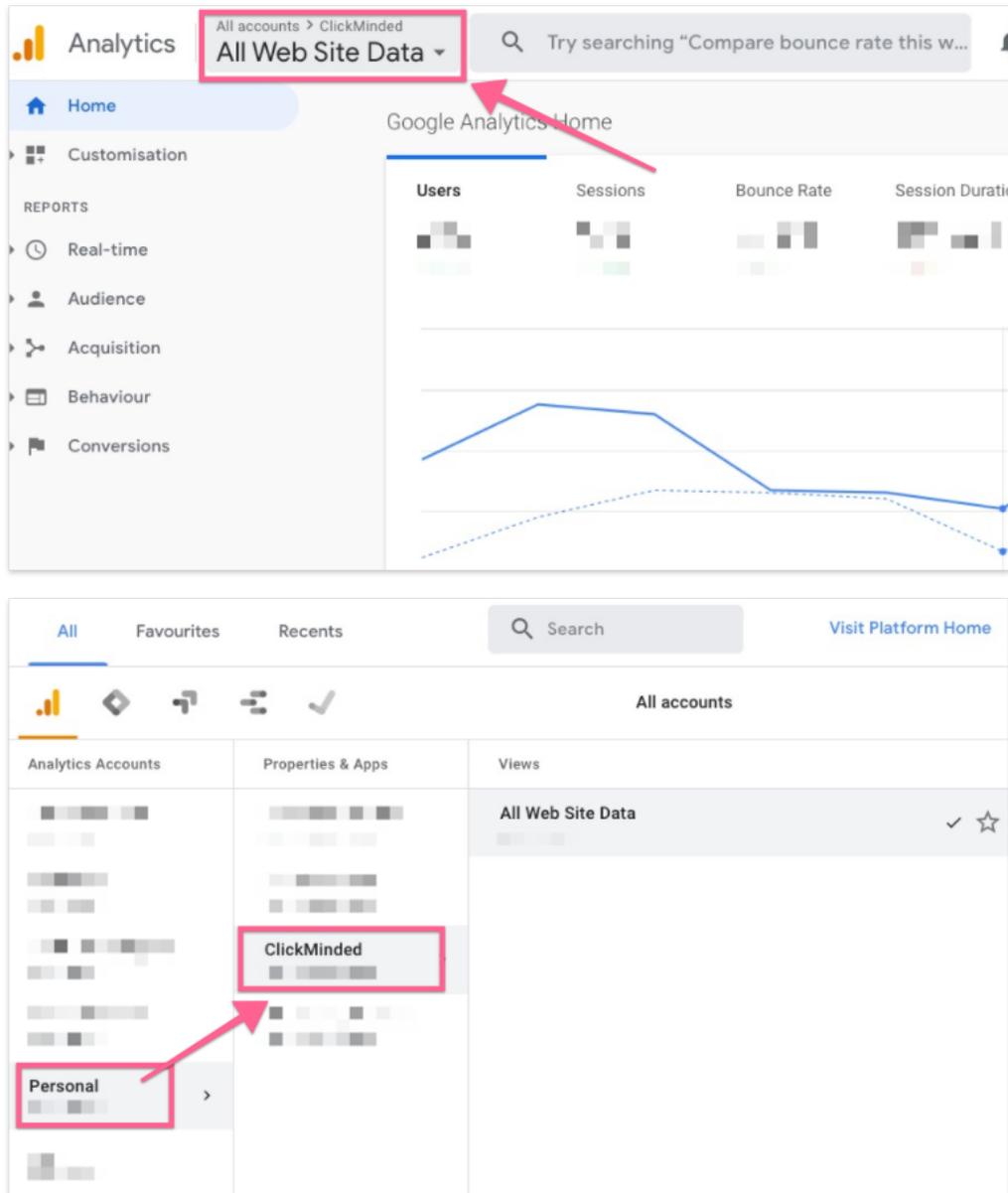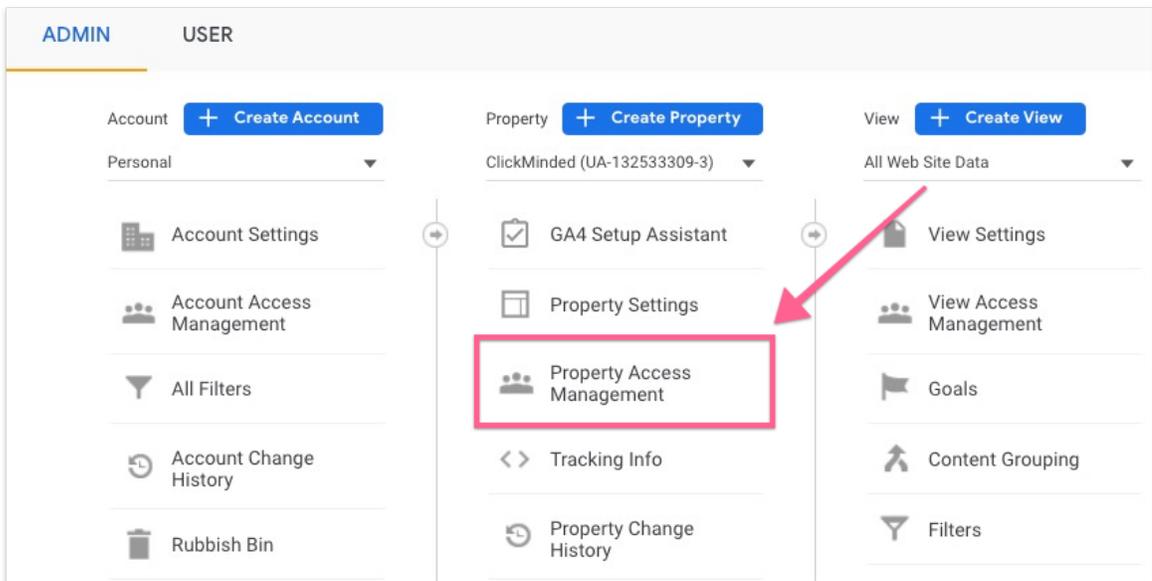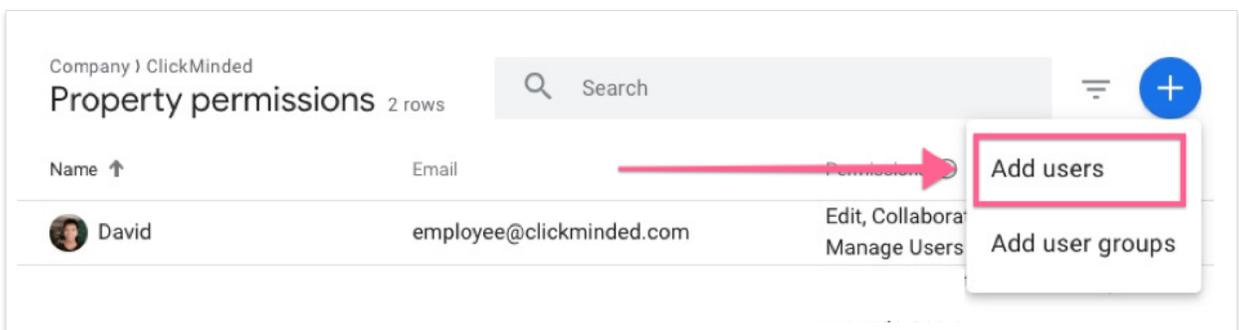

3. On the left sidebar, click "Admin".
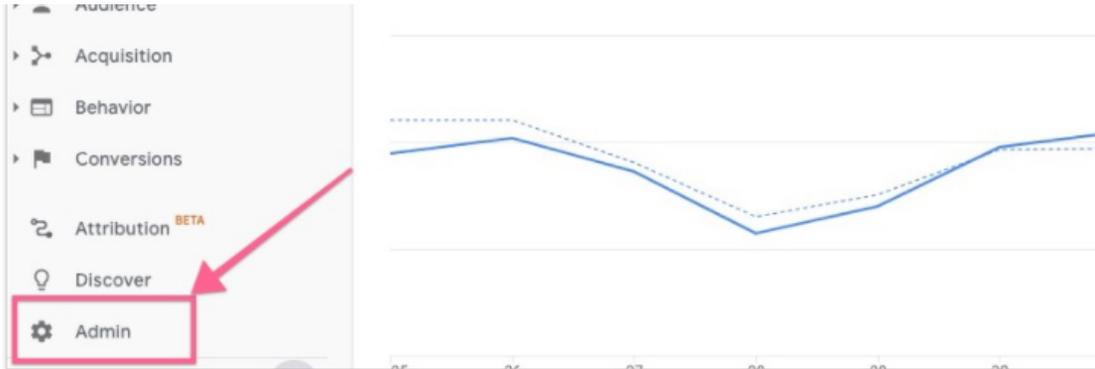
4. In the admin dashboard, click "Property Access Management".
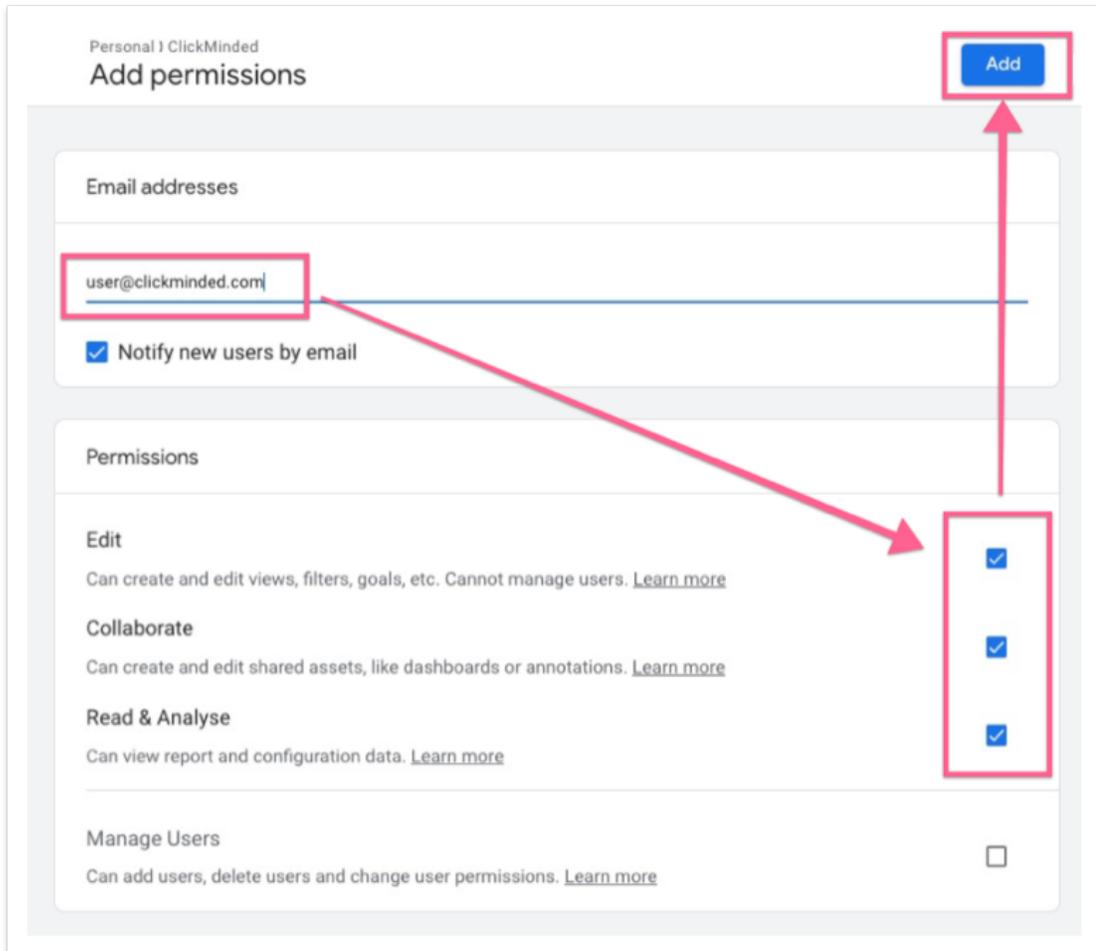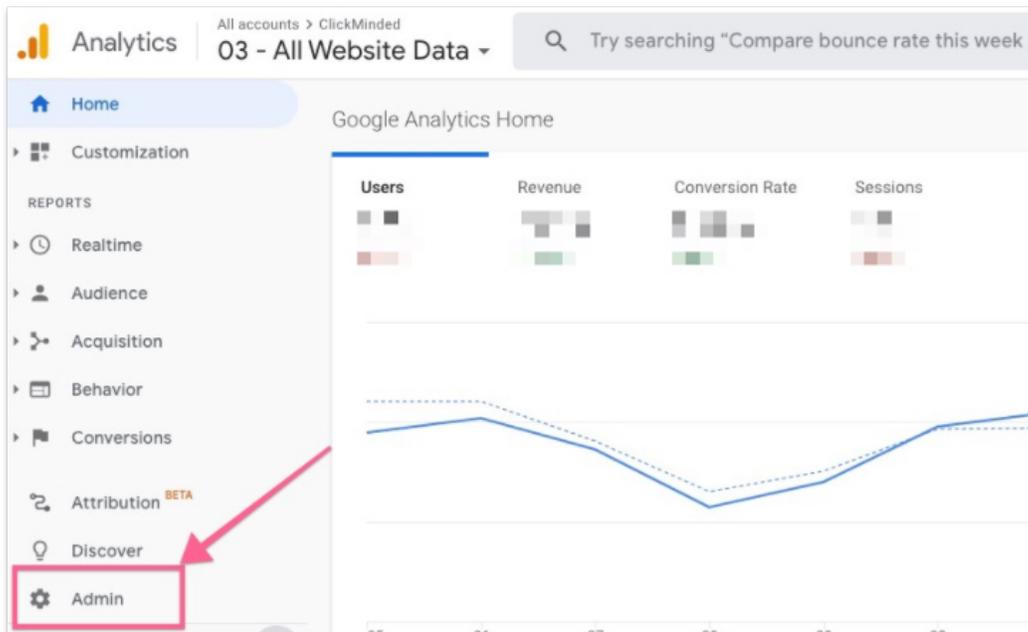   *Note: Granting a user access to a property will also grant access to all views for that property.*

5. Click "+" in the top right corner → "Add users"

6. Enter the email address you want to grant access to and select the right permission(s). Then click "Add".
   a. ***Note****: The email address you enter has to be a Google account, otherwise you won't be able to add them.*

7. You will now see the new user added with permission to access and collaborate on your Google Analytics account.

☐ **Remove access to Google Analytics**

1. Sign in to your [Google Analytics account](#).
2. Make sure you are in the correct account (Google Analytics account that you want to share access to) by selecting it from the top menu.
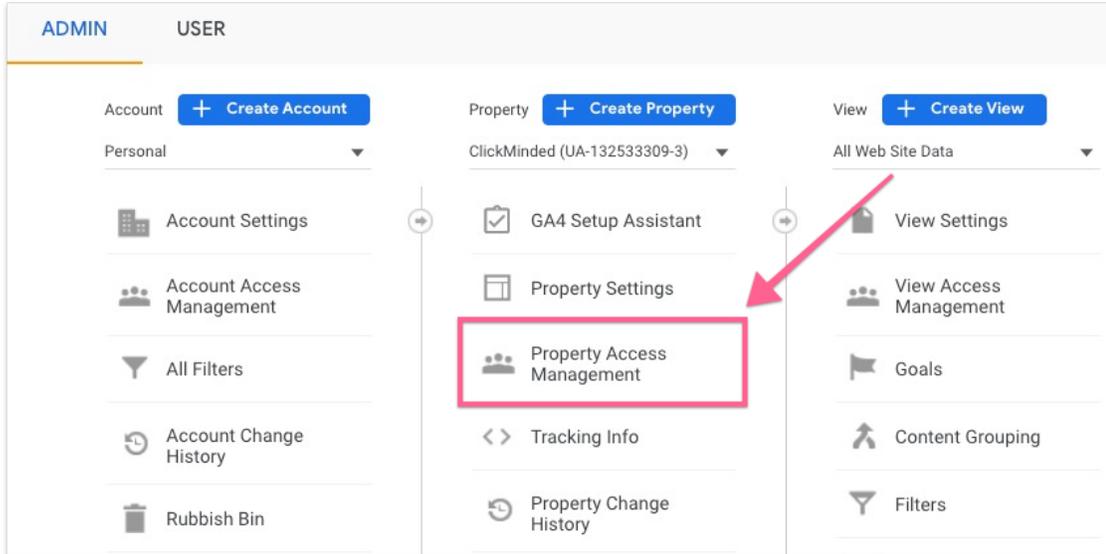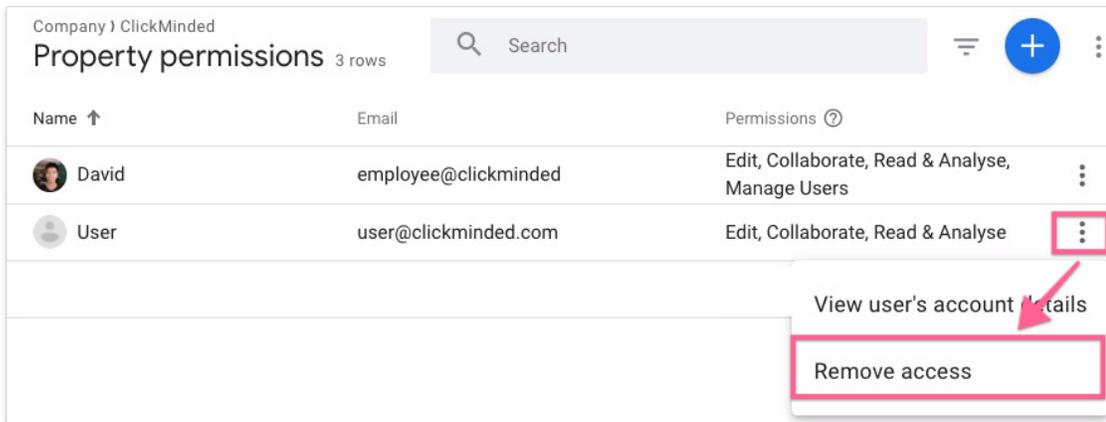
3. On the left sidebar, click "Admin".

4. In the admin dashboard, click "Property Access Management".

5. For each user you want to remove access, click on the three dots menu and select "Remove access".

6. The user's access will now be removed.