

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

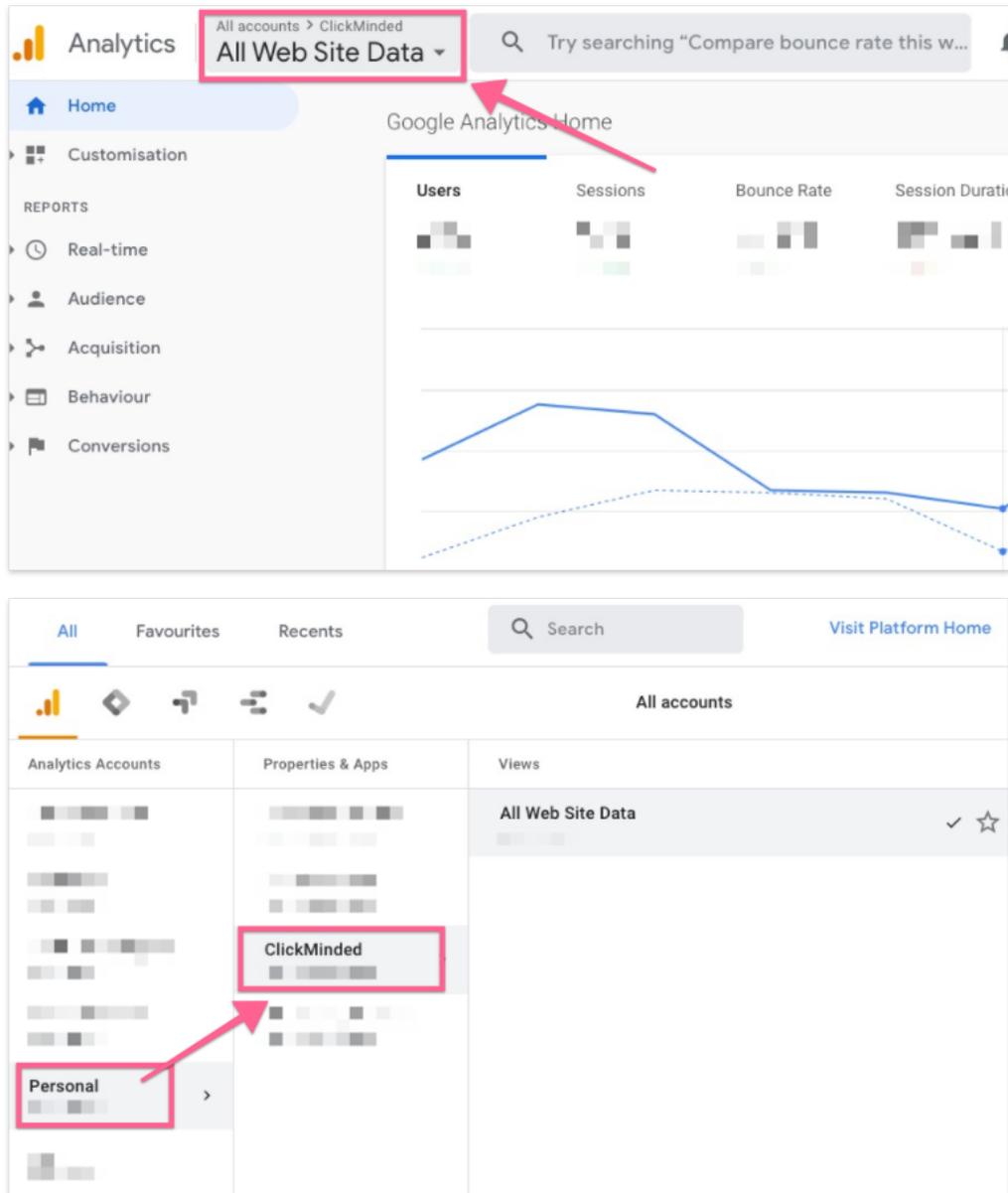
According to the table below:

Permission	Explanation
Manage Users	Can manage account users (add/delete users, assign permissions). Does not include Edit or Collaborate.
Edit	<p>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.</p> <p>Edit permission is required at the account level to create filters. Edit permission is required at the view level to apply filters.</p> <p>Includes Collaborate.</p>
Collaborate	<p>Can create, edit, delete, and share personal assets. Can collaborate on shared assets. Includes Read & Analyze.</p> <p>Shared assets include:</p> <ul style="list-style-type: none"> ▪ 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.

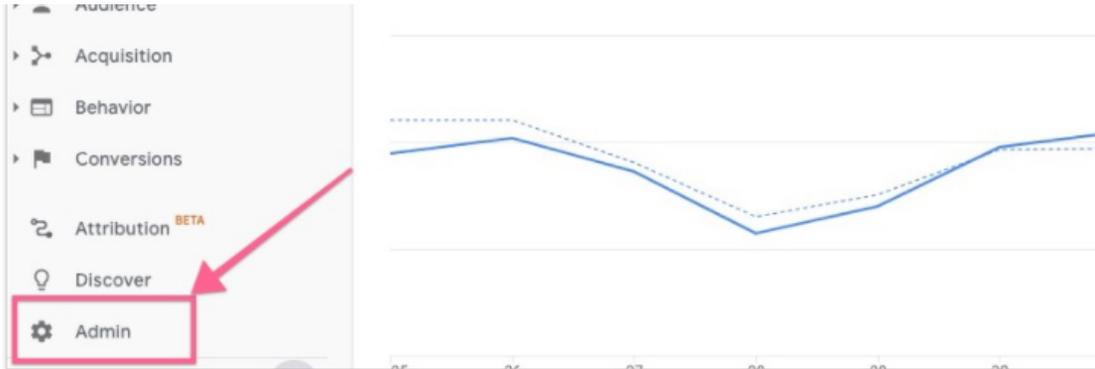
(Source: Google - <https://support.google.com/analytics/answer/2884495?hl=en>)

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.

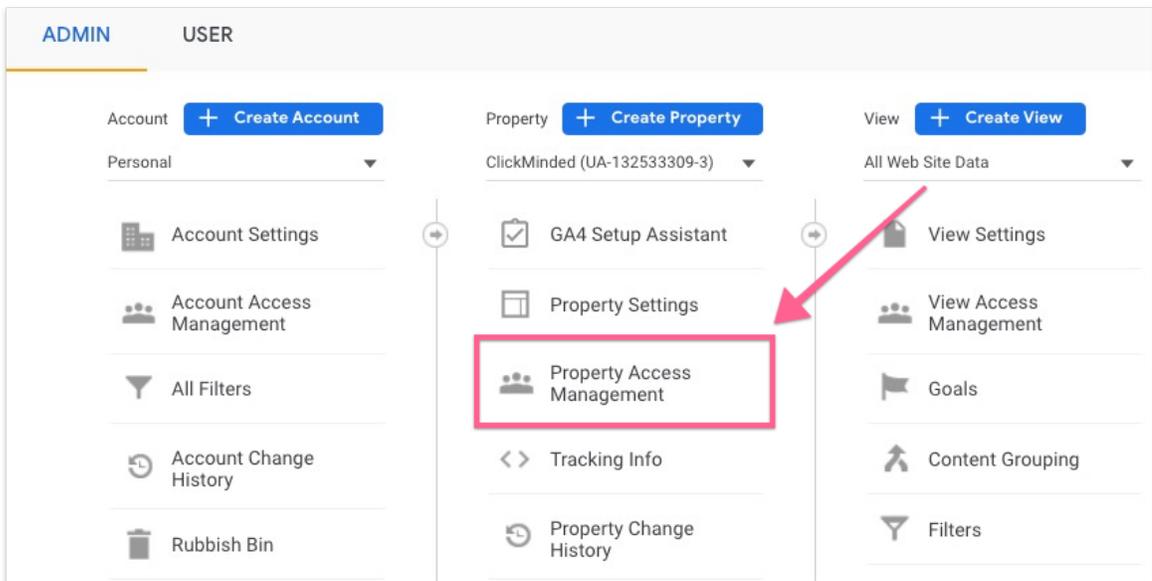


3. On the left sidebar, click "Admin".

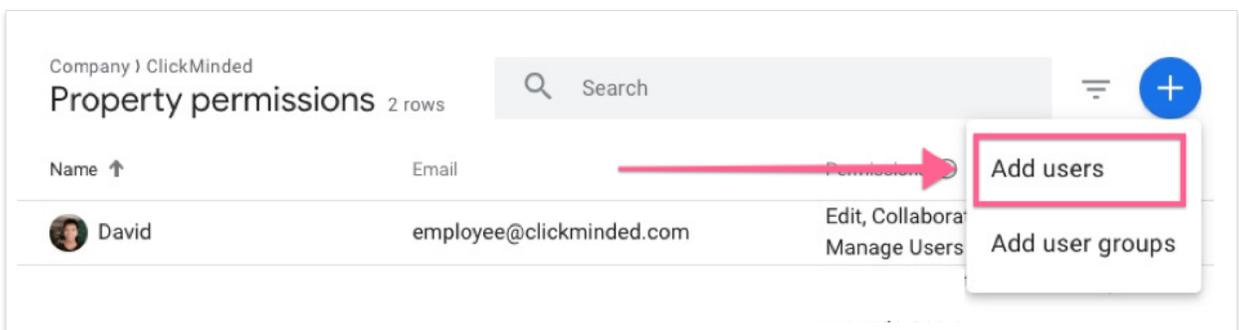


4. In the admin dashboard, click “Property Access Management”.

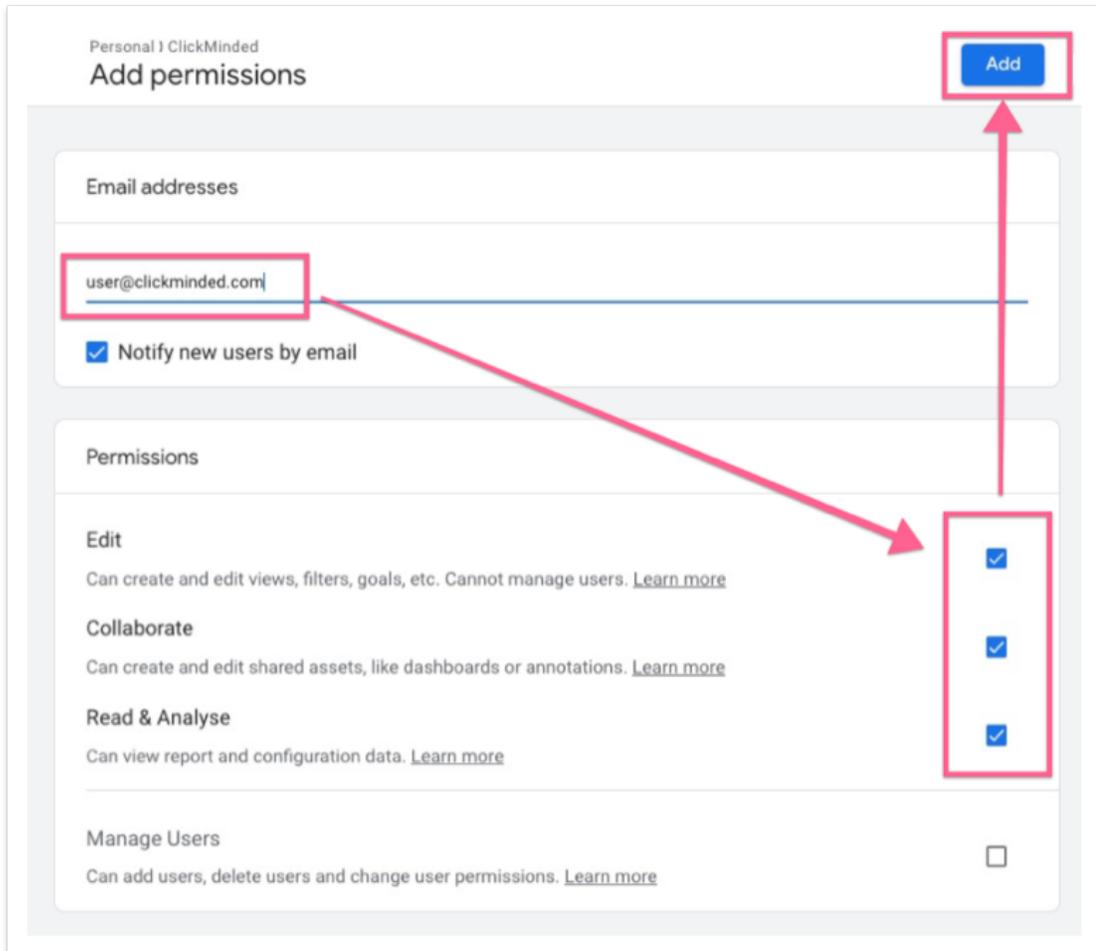
Note: Granting a user access to a property will also grant access to all views for that property.



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.*



Personal | ClickMinded
Add permissions

Email addresses

user@clickminded.com

Notify new users by email

Permissions

Edit
Can create and edit views, filters, goals, etc. Cannot manage users. [Learn more](#)

Collaborate
Can create and edit shared assets, like dashboards or annotations. [Learn more](#)

Read & Analyse
Can view report and configuration data. [Learn more](#)

Manage Users
Can add users, delete users and change user permissions. [Learn more](#)

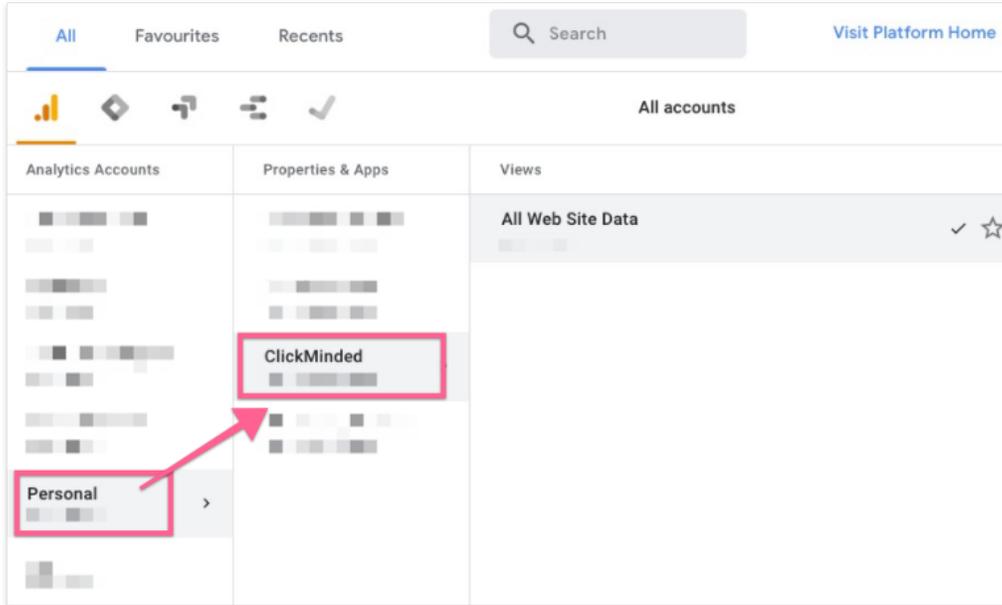
7. You will now see the new user added with permission to access and collaborate on your Google Analytics account.

Company ClickMinded		
Property permissions <small>3 rows</small>		
Name ↑	Email	Permissions ⓘ
David	employee@clickminded	Edit, Collaborate, Read & Analyse, Manage Users
User	user@clickminded.com	Edit, Collaborate, Read & Analyse

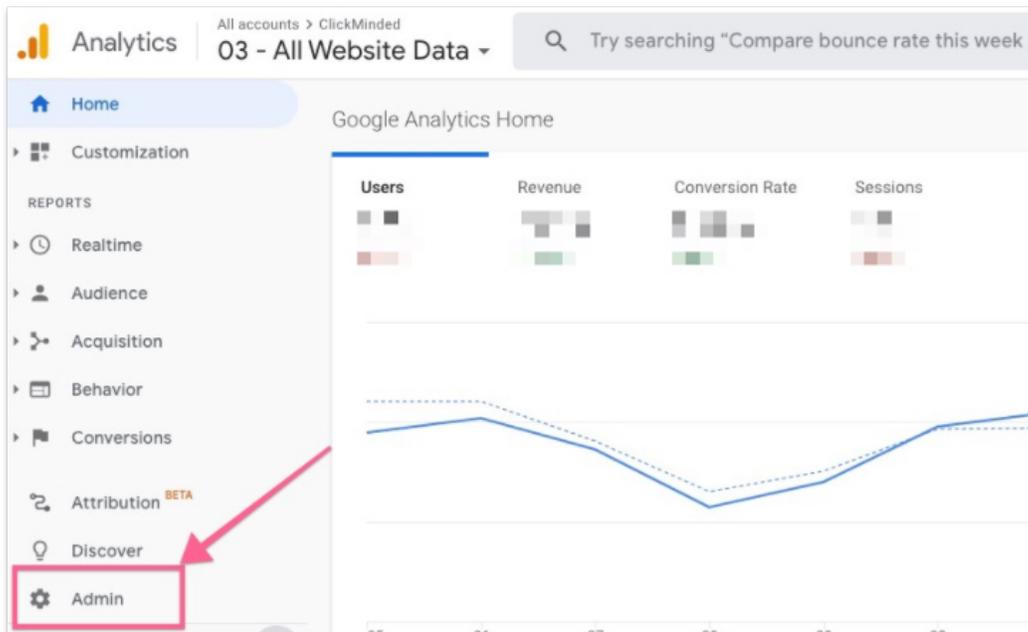
Remove access to Google Analytics

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.

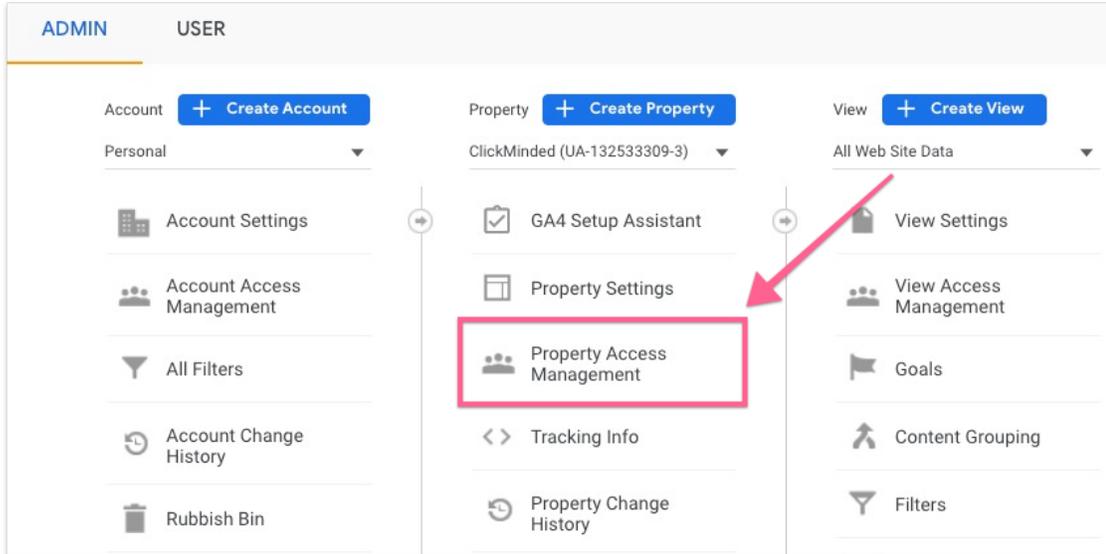
The screenshot shows the Google Analytics dashboard. At the top, the navigation bar includes the 'Analytics' logo, the account name 'All accounts > ClickMinded', and a dropdown menu currently showing 'All Web Site Data'. A red arrow points to this dropdown menu. Below the navigation bar, the main content area displays 'Google Analytics Home' with several charts for 'Users', 'Sessions', 'Bounce Rate', and 'Session Duration'. A sidebar on the left contains navigation options like 'Home', 'Customisation', and various reports.



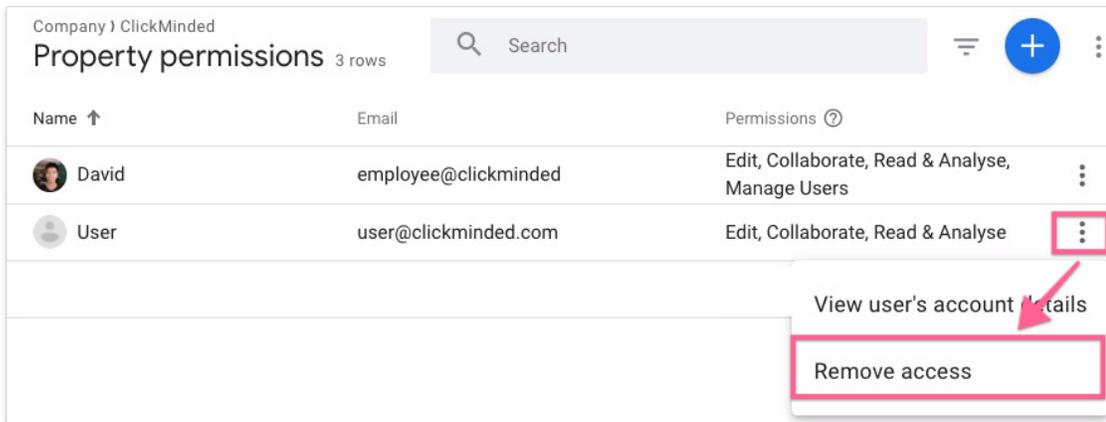
3. On the left sidebar, click “Admin”.



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.