



Google Analytics 4 Configuration in Google Tag Manager

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Google Tag Manager allows you to set up and manage GA4 events all in one place. To send event data from Google Tag Manager to GA4, you need two tags that work together:

Google Analytics: Google Analytics 4 Configuration

The GA4 configuration tag ensures data flow from your website into the analytics platform.

1 Create a Google Analytics 4 Instance

+ Create a new property

- Sign into Google Analytics, or create a Google login if you do not already have one
- Go to Admin -> Create new property
- Enter prompted property details and create property

+ Basic configuration

- Data stream: Add and configure web stream based on your web domain
- Global site tag: Install the provided gtag.js in Google Tag Manager
- Enhanced measurement: Enable automatic tracking

2 Create a Google Tag Manager Container

+ Create a new container

- Sign into Google Tag Manager with your Google login
- Select -> Create Account
- Enter prompted property details and select "Web" for target platform and create

3 Setting up GA4 in Google Tag Manager (GTM)

Start by creating a Google Analytics 4 tag to send data to your analytics property.

+ In your Google Tag Manager container, click Tags -> New

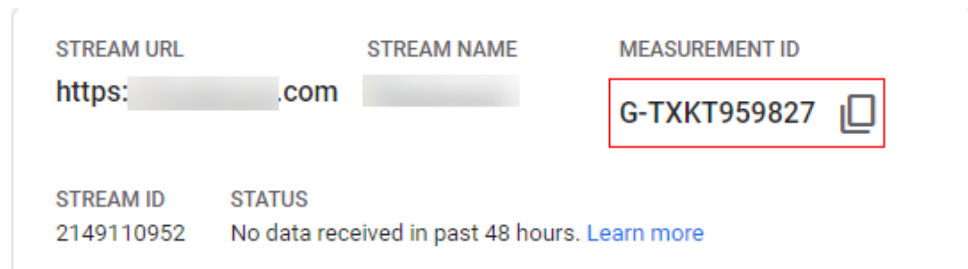
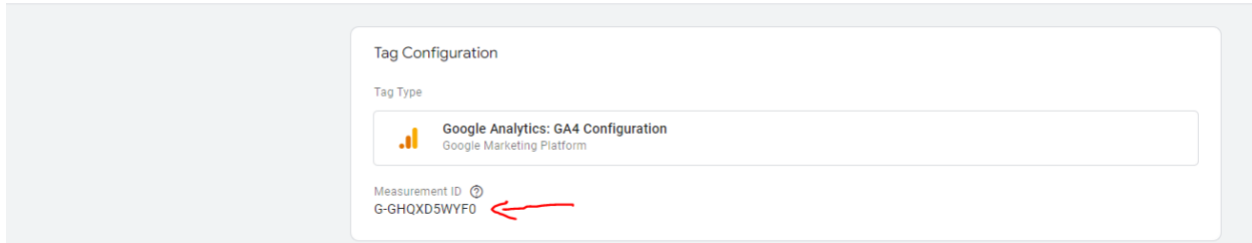
- Enter the name for the tag at the top (e.g., "GA4 Configuration - yourwebsite.com")
- In the tag configuration box, select Google Analytics -> Google Tag



In the field Measurement ID, enter your "G-" ID - You can find your measurement ID in your GA4 property in the 'Admin' section under 'Data Streams'.

○

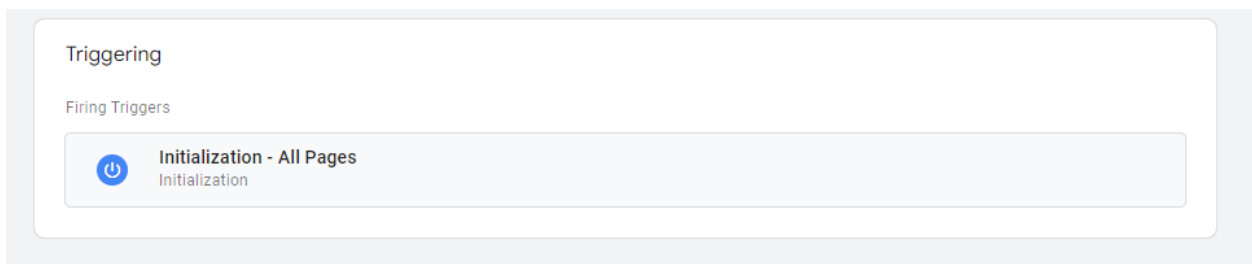
GA4 - All Page  



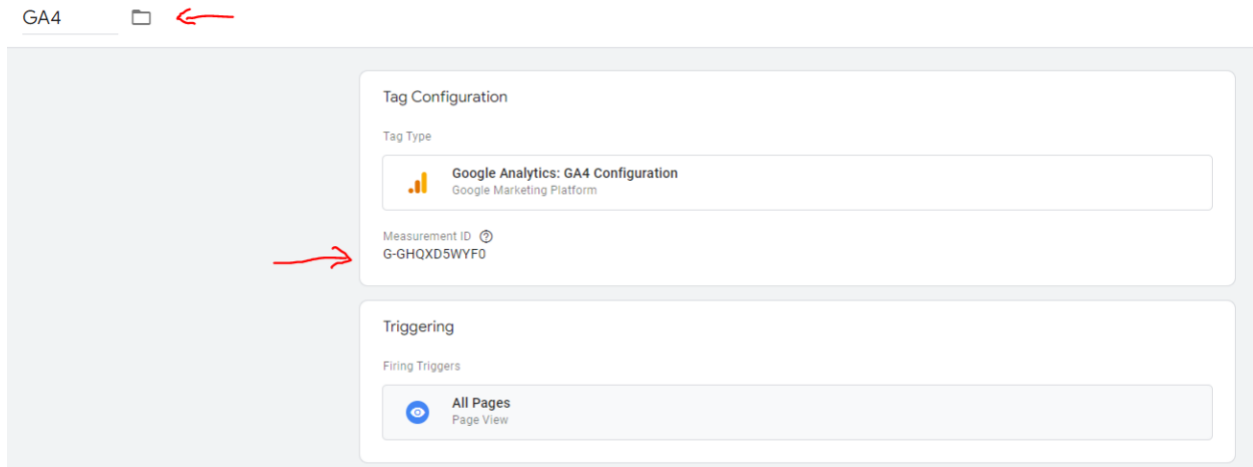
4 Create a Trigger

+ Next, set up a trigger to load the GA4 tag you just created for when someone loads your website

- To ensure that the **Google Analytics 4 Configuration** tag fires before other triggers, click **Triggering** and use the **Initialization - All pages** trigger
- Save the tag configuration



- The configuration should match the below image:

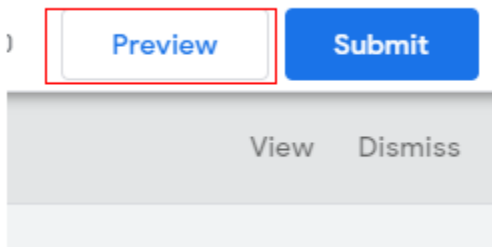


- Make sure to debug your container before clicking Submit to publish it live

5 Debugging Tags

Google Tag Manager provides an excellent and free debugging tool along with its tagging platform in order to validate your setup in real time:


- + To open the Debugger within Google Tag Manager, click on the "Preview" Button in the top right of the Home page





- + Enter the URL of the page you want to test and click "Start".

Start Tag Assistant ✕



Tag Manager Preview Mode

[Learn why Tag Manager preview mode has changed](#)

Tag Manager container **GTM-TKQHLRG** will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.

URL ⓘ

Start

Include debug signal in the URL ⓘ

- This will automatically redirect you to a new tab in your browser
- At this point, you will have two tabs open: one for your webpage that you are debugging and one for the debug tool itself. Be sure to click "Continue" on the debug page to move forward with the debug process
- From here, you can interact with your webpage and see the tags do and don't fire during the different actions you take by selecting those steps in the "Summary" column
- You can also click on the individual tags and see different information, such as what information the tag pulled and what trigger caused it to fire