

Cross-domain tracking in Google Analytics 4

- **Google Analytics 4** setting up cross-domain tracking has been made very simple and no hardcoded tagging is required like in the earlier version. It can now be achieved with only configuration setting in the “Admin” section.

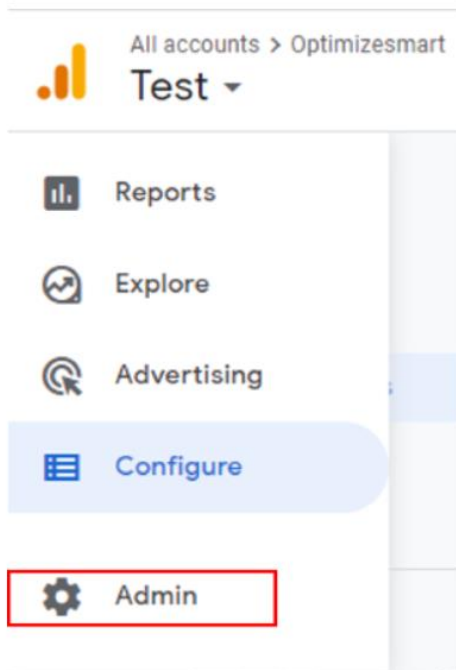
Follow the simple steps below to get started:

Note: You will need edit level access to the GA4 property to setup cross-domain tracking.

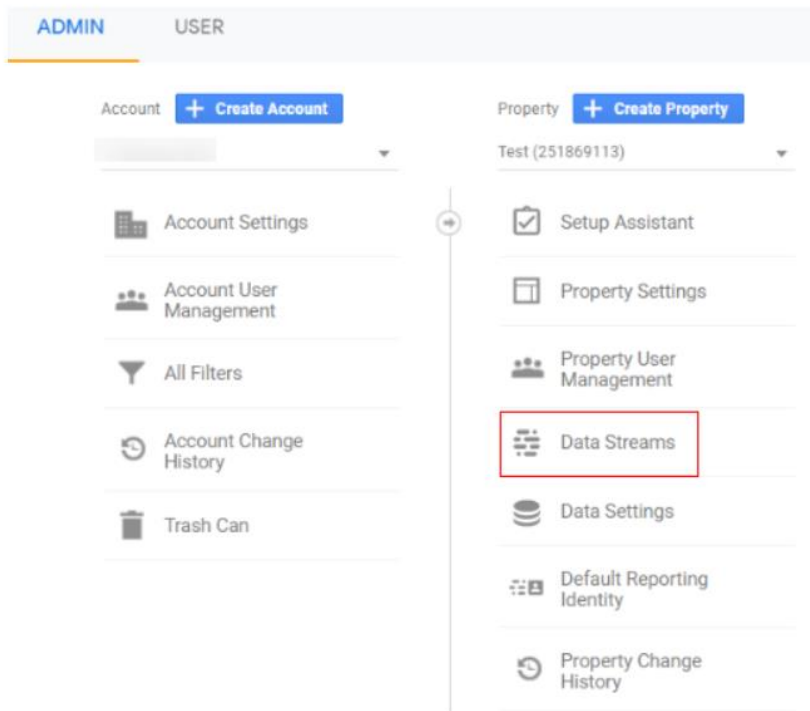
Example reference: In the below steps we are setting up cross-domain tracking between two different GA4 properties.

1. Sample website domain: **example.com**
2. Sample website domain: **example2.com**

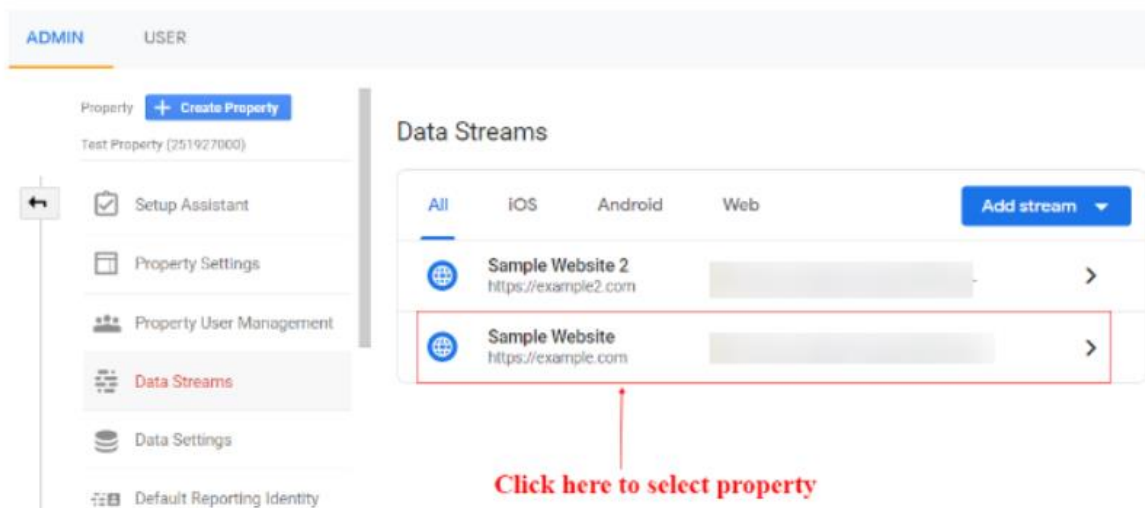
Step 1: Navigate to your GA4 Property in Google Analytics. Click on the “Admin” link available on the left-hand side.



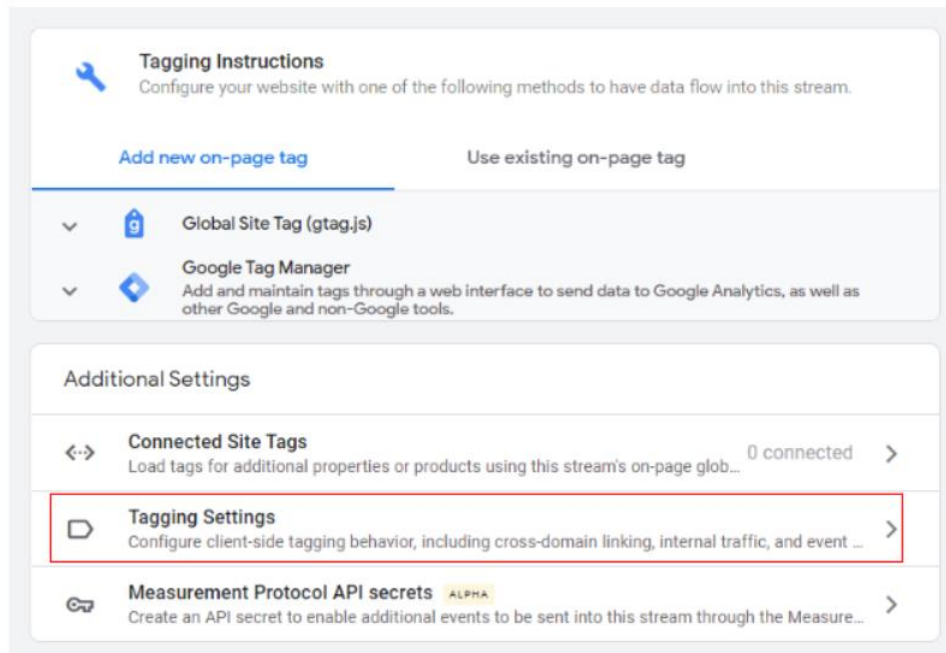
Step 2: A new overlay will appear as below. Click on ‘Data Streams’.



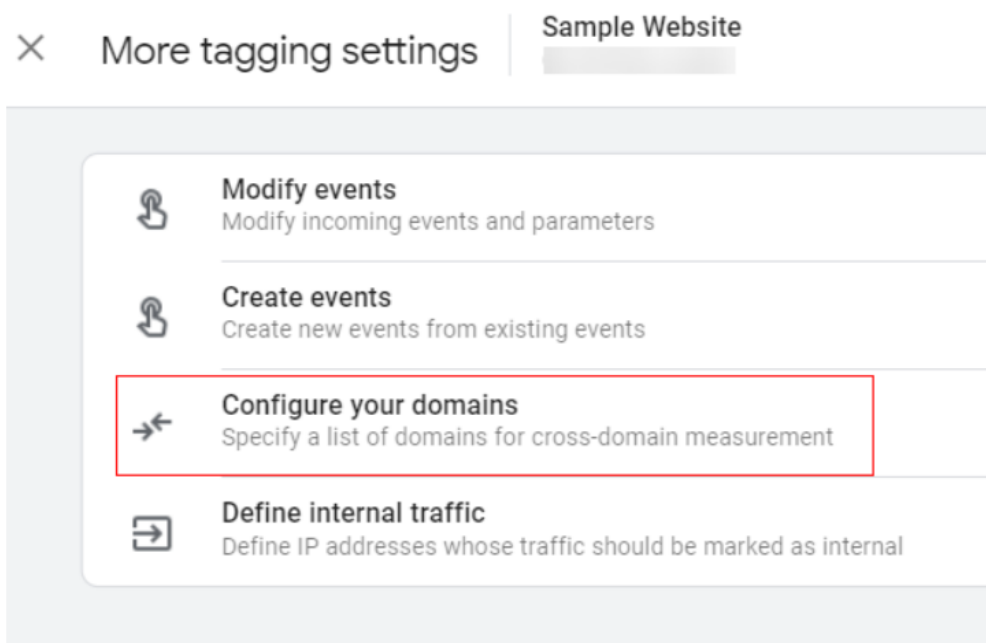
Step 3: Data Streams show you all the available streams (GA4 properties and their details). Select the web property for which you wanted to set up-cross domain tracking. In our case, we will select 'sample website' with the domain 'example.com'.



Step 4: An overlay will appear like below. Click on the 'Tagging Settings' options under additional settings.



Step 5: A new overlay will appear as below with a variety of features available. As of now, we are focusing on cross-domain tracking so click on the 'Configure Your Domains' option.



Step 6: You will see the configuration panel opens like below.

× Configure your domains | Sample Website Save

⚠ Changes made here could affect other Google Analytics properties. [Learn more](#)

Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)

Configuration

Include domains that match the following conditions

[Add condition](#)

You will see an important note at the top. If you are using a legacy version of Google Analytics Universal properties and want to setup cross-domain tracking between GA4 and a legacy version, then you need a map the settings between each type of property.

You can Click '[Learn more](#)' which will guide you through the required settings.

In our case, we are setting up the cross-domain tracking for GA4 properties and it is going to be simpler. Here we just need to add our domains and, as I said earlier, no hardcoded changes are required.

Just Click on '[Add Condition](#)',

Step 7: You will get the option to select the math type for the domain conditions. You can use any of the following to meet your business needs.


- **Contains:** Includes part of a string in the domain name.
- **Begins with:** Includes domains that start with a specified string.
- **Ends with:** Includes domains that end with a specified string.
- **Exactly Matches:** Exactly Matches the whole part of a domain string.
- **Matches Regex:** Powerful lookups to match multiple domains from the list specified.

We will be using a simple match type in our case – '[Contains](#)'.

Step 8: Add the domain like below. We are adding the domain name for sample website 2.

(Match Type: Contains and Domain: Example2.com)

× Configure your domains Sample Website Save

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Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)

Configuration

Include domains that match the following conditions

Match type	Domain
Contains	example2.com

Add condition

Now Click on 'Save'.

Step 9: Now navigate to the data streams tab in the 'Admin' section and select another web property.

In our case, we will select the domain for sample website 2 – example2.com.

ADMIN USER





Property + Create Property

Test Property (251927000)

- Setup Assistant
- Property Settings
- Property User Management
- Data Streams**
- Data Settings

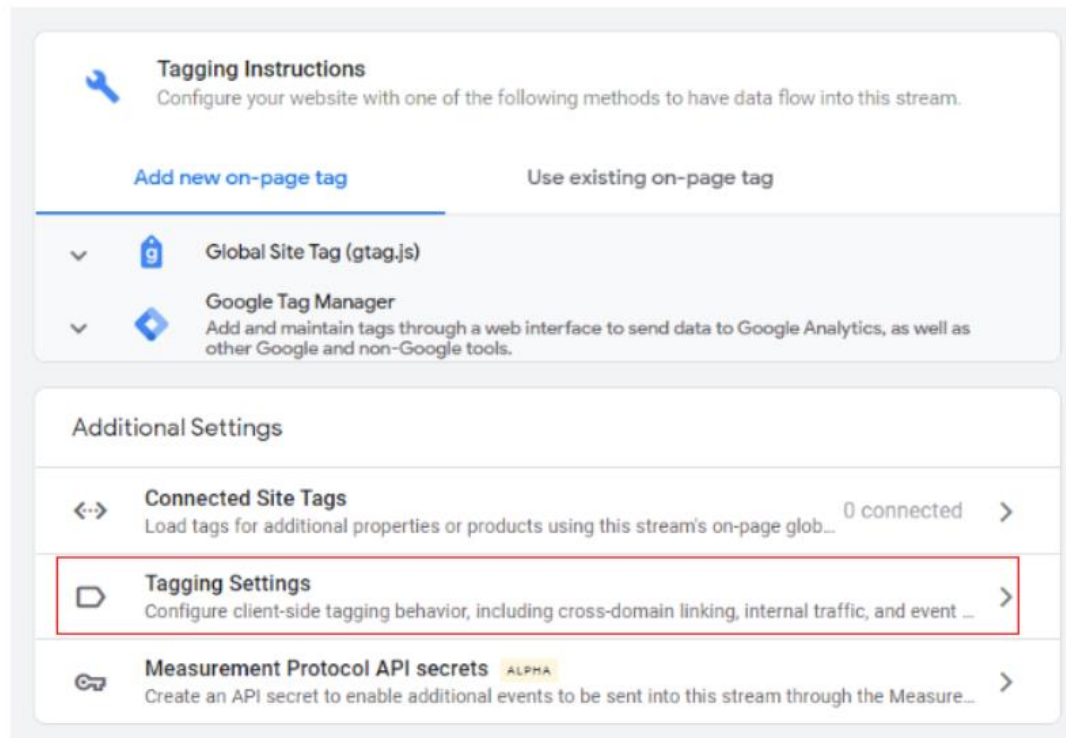
Data Streams

All iOS Android Web Add stream

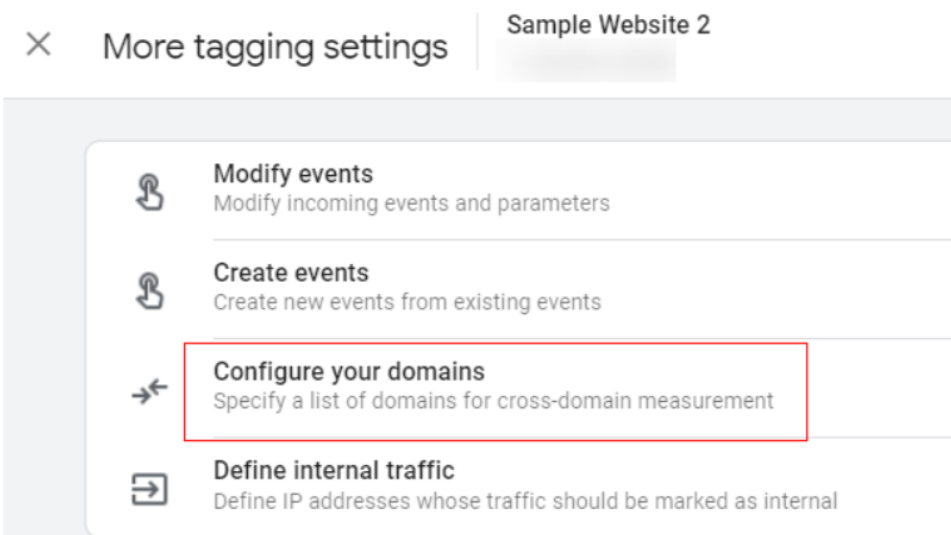
	Sample Website 2 https://example2.com	
	Sample Website https://example.com	

Click here to select property

Step 10: An overlay will appear like below. Click on the 'Tagging Settings' option under additional settings.




Step 11: Click on the 'Configure your domains' option.



Step 12: You will see the configuration panel opens like below. Just Click on 'Add condition'.

× Configure your domains | Sample Website 2 Save

 Changes made here could affect other Google Analytics properties. [Learn more](#)

Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)

Configuration

Include domains that match the following conditions

[Add condition](#)

Step 13: You will get the option to select the math type for the domain conditions.

We will be using a simple match type in our case – ‘**Contains**’.

Now add the respective domain of the first website in the textbox next to match type. Match type = Contains and Domain = example.com

Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site do not trigger Outbound Click events when using enhanced measurement. [Learn more](#)

Configuration

Include domains that match the following conditions

Match type	Domain
Contains	example1.com

[Add condition](#)

Step 14: Click on ‘**Save**’.

Now the cross-domain setting is done, when the users navigate from one website to another, it will be counted as a single visit and all the traffic sources will be consistent throughout.