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 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'.

ADMIN	USER			
Accou	nt + Create Account	÷	Property + Create Proper	ty
	Account Settings		Setup Assistant	
<u></u>	Account User Management		Property Settings	
Ŧ	All Filters		Property User Management	
5	Account Change History		Data Streams	
Î	Trash Can		Data Settings	
			Default Reporting Identity	
			Property Change History	

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'.

DMI	IN USER						
Test Property (251927000)		Data Streams					
•	Setup Assistant	All iOS Android Web	Add stream 👻				
	Property Settings	Sample Website 2 https://example2.com	. >				
	*** Property User Management	Sample Website	>				
	Data Streams	https://example.com	,				
	Data Settings						
	E Default Reporting Identity	Click here to select property					

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.

\times	More	tagging settings
	R	Modify events Modify incoming events and parameters
	B	Create events Create new events from existing events
	→←	Configure your domains Specify a list of domains for cross-domain measurement
	€	Define internal traffic Define IP addresses whose traffic should be marked as internal

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

×	Configure your domains	Save
	Changes made here could affect other Google Analytics properties. Learn more	
L	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)

A Changes made here could	d affect other Google Analytics properties. Learn mor	£
Specify all of your domains that use links on your site do not trigger Out	this tag. This list enables cross-domain measureme	nt and further defines which
inne on you one do not thigger out	our order order and a sing of harded measurements	
Configuration		
Include domains that match the	following conditions	
Include domains that match the Match type	following conditions Domain	
Include domains that match the Match type Contains	following conditions Domain example2.com	Θ

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.

1	Property + Create Property Test Property (251927000)	Data S	treams			Click her	e to select j	proper
	Setup Assistant	All	IOS	Android	Web		Add s	tream 🖣
	Property Settings		Sample W	ebsite 2 nple2.com				>
	Property User Management		Sample W	ebsite	_		_	>
	Data Streams		https://exan	nple.com				

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

	Add new on-page tag Use existing on-page tag	
~	Global Site Tag (gtag.js)	
~	Coogle Tag Manager Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.	
Addi	tional Settings	
<·->	Connected Site Tags Load tags for additional properties or products using this stream's on-page glob 0 connected	>
D	Tagging Settings	>

Sample Website 2

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

More tagging settings \times Modify events Ľ Modify incoming events and parameters Create events B Create new events from existing events Configure your domains ≁ Specify a list of domains for cross-domain measurement Define internal traffic € Define IP addresses whose traffic should be marked as internal



\times	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	1
	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

Configuration			
Include domains that match the	e following condition	s Domain	_
Contains	-	example1.com	Θ
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.