Click to prove you're human

You can create additional properties to an existing GA4 account. It’s up to you to manage the relationships between your accounts and properties, but each GA4 account can contain up to 2,000 properties. Learn more about the Google Analytics hierarchy. On this page Before you begin, make sure you are in the correct account where you want to add a new property. You must also be an Editor or above at the account level. To create a property: In Admin, click Create, then select Property. Enter a name for the property (e.g. "My Business, Inc website") and select the reporting time zone and currency. If a visitor comes to your website on a Tuesday in their time zone, but it's Monday in your time zone, the visit is recorded as having occurred on Monday. If you choose a time zone that honors Daylight Savings Time, Analytics automatically adjusts for time changes. Use Greenwich Mean Time if you don't want to adjust for Daylight Savings Time. Changing the time zone only affects data going forward. If you change the time zone for an existing property, you may see a flat spot or a spike in your data, caused by the time shift forwards or backwards, respectively. Report data may refer to the old time zone for a short period after you update your settings, until Analytics servers have processed the change. We recommend that you change the time zone for a property no more than once per day so Analytics can process the change. Click Next. Select your industry category and business size. Click Next. Select how you intend to use Google Analytics. Google Analytics tailors the set of default reports based on the information you provide about how you intend to use Analytics. For example, if you choose "Leads," you will see a collection of reports to help you measure lead generation. Learn more about Business objectives collection. Click Create. If you want to start collecting data, you can continue to Add a data stream. Set up data collection for websites After adding a web stream, you’ll be prompted to set up a Google tag. You’ll have different options to select from, depending on how the site is configured. Click Show more options to see the full list of options. Choose this option if one of the following is true: Your website builder/CMS does not yet support the Google tag (gtag.js) You or your web developer are manually tagging your website You use Google Tag Manager How to manually install the Google tag When you select "Install manually," you will see the JavaScript snippet for the Google tag. To establish a connection between your website and Google Analytics, copy and paste the entire Google tag in the code of every page of your website, immediately after the element. Don’t add more than one Google tag to each page. Your Google tag is the entire section of code that appears, beginning with: and ending with If you're using a website builder or Content Management System (CMS) that doesn't yet support the Google tag, copy the entire Google tag and paste it into the platform's custom HTML field. When you've set up your tag, you need to configure your Google tag settings. For basic data collection, follow the Google Tag Manager help center instructions to add the Google Analytics: GA4 Configuration tag using your Google Tag Manager account. If you manage your site using certain website builders or Content Management System (CMS) platforms, like Wix or Duda, you can finish setting up your Google tag without making changes to your code. If you manage your site using one of the platforms listed on the Installation instructions page, select your platform and follow the instructions to finish setting up your Google tag without making changes to your code. If your platform doesn't yet support the Google tag, use the previous "Install manually" option. We're continually updating the CMS instructions to make it as easy as possible to set up your Google tag. If you don't see your platform on the Installation instructions page, you might still be able to paste your Google tag ID into your website builder or CMS. Before installing manually, check for your platform on this list. Learn more about installing your Google tag with a website builder. You are seeing this option because Google has identified an integration between your site and a specific Content Management System (CMS). This option lets you finish setting up your Google tag without making changes to your code using the existing CMS integration. Follow the instructions to finish setting up your Google tag without making changes to your code. If your platform doesn't yet support the Google tag, use the previous "Install manually" option. We're continually updating the CMS instructions to make it as easy as possible to set up your Google tag. If you don't see your platform on the Installation instructions page, you might still be able to paste your Google tag ID into your website builder or CMS. Before installing manually, check for your platform on this list. Learn more about installing your Google tag with a website builder. Select this option to reuse an existing Google tag that you have admin access to. Click Choose a tag. You'll see: A list of tags you have admin access to. (If you don't see the tag you are looking for, you might not have the appropriate user permissions to make changes to that Google tag.) Tag IDs Whether or not the tag was detected on your website. Choose a tag labeled "On site" to complete setup without making changes to your site's code. If you choose a tag labeled "Not detected", you might need to install it. (Note that if your site has low traffic volume, your tag may be shown as "Not detected".) The destinations that are associated with the tag Select the Google tag you want to use, then click Confirm to finish creating your new GA4 property. Users on your property will be added as users on the tag. Learn more about managing your Google tag Use the tag detected on your site to complete setup without making any additional changes to your site's code. Google will add the Google Analytics property to the tag found on your site. Choose this option if Google detected a tag on your website, but you want to use a different tag from the one Google detected. Choose this option if Google detected a tag on your website, but you want to install a new Google tag on your website manually instead. How to manually install the Google tag When you select this option, you will see the JavaScript snippet for the Google tag. To establish a connection between your website and Google Analytics, copy and paste the entire Google tag in the code of every page of your website, immediately after the element. Don’t add more than one Google tag to each page. Your Google tag is the entire section of code that appears, beginning with: and ending with If you're using a website builder or Content Management System (CMS) that doesn't yet support the Google tag, copy the entire Google tag and paste it into the platform's custom HTML field. When you've set up your tag, you need to configure your Google tag settings To ensure that your new property is fully set up, in Admin, click Setup Assistant on the left side of the screen. Setup Assistant in Google Analytics 4 properties guides you through recommended features and settings to help you finish setting up your GA4 property. Learn how to Configure your GA4 property using Setup Assistant. In Setup Assistant, you can configure: Data collection Property settings Google Ads (Optional) Advanced setup Manage users Import data Link to BigQuery Set up user IDs Use measurement protocol It can take up to 30 minutes for data to begin appearing in your new GA4 property. To verify that data is being collected, browse your website, then select Realtime from the report navigation. You should see activity in the Realtime report. If you have an existing Firebase project, you can link this GA4 property to it. However, you have to do this from Firebase. Learn how. SearchClear searchClose searchGoogle appsMain menu 百度知道>提示信息 知道宝贝找不到问题了>_提示信息 知道宝贝找不到问题了>_ and ending with Paste your Google tag to your website using your CMS's custom HTML feature. Follow your CMS's instructions on how to do this below: Cart.com: Contact Cart.com support for instructions. PrestaShop: Contact PrestaShop support for instructions. Salesforce (Demandware): Contact Salesforce support for instructions. VTEX: Contact VTEX support for instructions. Weebly instructions Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Add the Google tag directly to your web pages You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete the steps yourself. In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Editor or above at the property level to create. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually: On the screen, you’ll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag immediately after the on each page of your website. Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Don't see a Data Streams option in the Property column? You are in a Universal Analytics property instead of the GA4 property that you just created. Use the property selector or Admin to navigate to your new GA4 property. Add your tag using Google Tag Manager To set up data collection for an app, read these instructions. Next steps After you have set up data collection, complete additional configurations to get more useful data out of Analytics. Review the checklist to learn which configurations are right for you to collect more data, filter unwanted data, and power advertising. 百度知道>提示信息 知道宝贝找不到问题了>_ tag to the HTML of a specified page. We'll verify that the meta tag exists on that page. If we can't find the tag, we'll give you information about the error we encountered. This tag is tied to a specific user. Search Console will periodically check for the presence of this tag. ⚠ Requirements Your homepage cannot require authentication. The site homepage must be available to non-logged-in users. You must be able to edit the HTML source code of the site's homepage directly. Specifically, you must be able to insert a tag into the tag on your homepage. If you do not have permissions to do this, try another verification method. If you are using a website hosting platform, you might need to search your service's help pages to see if this is possible. The tag must be included less than 2MB into the file. External resources such as scripts are not counted as part of the size. (This restriction should affect very few websites.) Can be used for URL-prefix properties, but not Domain properties. Steps To verify ownership using an HTML tag: If you are using a website hosting platform, search your service's help pages for custom instructions to verify your site on Search Console. If you don't find any information, then continue on to the next steps. Read the requirements for this verification technique. Choose the HTML tag method on the Ownership verification page for your property. Copy the tag from the Search Console verification wizard into the section in the HTML of your site's non-logged-in home page (see note). Example: Example.com homepage This tag is unique to you; it cannot be used to identify anyone else, and is associated with your Gmail account. Save your page. Confirm that the tag is present in your live page by visiting the page and looking for the tag in the page source code. (Press Control + F then search for "google-site-verification" in the page source to find the tag.) Complete verification by clicking Verify in the verification details page. If verification fails, see Potential errors below to troubleshoot the issue. Troubleshooting The following verification errors can occur with HTML tag verification: Meta tag not found/in the wrong location. The verification meta tag must be within the section of the page. If you see these errors, check the following: Is the meta tag on the correct page? We look for it in the rendered source of your site's home page. This is the page where your browser goes when you visit the URL that defines your Search Console property. Is the meta tag in the correct place on the page? We look for it in the page's section. An example of correct placement is shown here: Your Page Title ... If you're using a web editor or a WYSIWYG editor to edit your page, make sure you're editing the HTML of the live page, not just the local copy on your computer. Your meta tag is incorrect We found the verification meta tag, but the contents were incorrect. To avoid errors, copy and paste the meta tag provided on the Verification page of Search Console. If another user's verification tag was already present in the page, you might get this error; confirm that the exact tag given to you in the Search Console verification wizard is present in the page HTML. Your meta tag is not formatted correctly We found the meta tag on your page, but there seems to be a syntax error for it. Copy and paste the tag exactly as provided by Search Console in the source HTML of your page. (Note that you shouldn't see the tag in your browser when you're visiting this page; you will only see it when looking at the HTML that generates the page.) Additional common verification problems are listed below. Domain name provider DNS record for site ownership verification - Google Search Console Training Overview Add a DNS record to your domain provider's record list to prove ownership. This is required only for Domain property, (example.com) not URL-prefix properties ( ). If you use this method on a URL-prefix property, you will also be auto-verified for the Domain property. For some domains, Google can add the record for you; for other domains you will need to insert the record yourself. You can verify ownership of root domains (example.com) or subdomains (m.example.com). Verifying ownership of a root domain automatically verifies ownership of all subdomains, but verifying ownership of a subdomain does not verify ownership of a parent domain. For example: verifying ownership of m.example.com also verifies ownership of pets.m.example.com, but does not verify ownership of example.com. ⚠ Requirements You must have a custom domain name, or control your domain name. You must be able to log into your domain name provider's administration page. Steps To verify ownership via your domain name provider (the company that you purchased your domain name from): If you are using a website hosting platform, search your service's help pages for any custom instructions on verifying your site on Search Console. (Tips for finding your DNS provider, if you don't know who it is.) If you don't find a custom solution on your provider's page, then continue on to the next steps. Choose the Domain name provider method on the Ownership verification page for your property in Search Console. (This will be chosen automatically when you create a Domain property.) If Search Console provides a TXT record, follow Manual domain name provider instructions > TXT DNS record instructions below. If Search Console shows your domain name provider in a list, choose your provider and click Start verification, then follow the instructions provided. You will be required to log in to your domain name provider, after which verification should occur immediately. If Search Console shows you a domain name provider that isn't yours, choose Any DNS provider from the list and follow the manual domain name provider instructions below. Manual domain name provider instructions If Search Console doesn't list your domain name provider in the Domain name verification dialog, you will need to manually add a DNS record to your provider's records. This DNS record is a name/value pair provided by Search Console. Let's get started: Determine which DNS record format to use. You must choose between a TXT record and a CNAME record depending on how your site is configured. Here is how to determine which to use: Open the Google Admin Toolbox in the CNAME tab Enter your property's domain name. This is the part after "https://". For the property " the domain name would be "www.example.com". Look at the output in the CNAME tab Follow the appropriate instructions for your TXT or CNAME record below. TXT DNS record instructions Generate a unique TXT verification record: When asked to verify your Domain property in Search Console, choose TXT for Select record type in in the Search Console verification popup. Search Console will give you a string value TXT record to use in the next step. Add your DNS record to your domain provider: Add the TXT record that Search Console gave you in the previous step to your domain provider's records by following these steps: Open the Google Workspace documentation for your provider. Ignore Google Workspace step 1 (Get your unique verification record) because you got your TXT record in Search Console. Sign in to your domain host (typically Google Workspace Step 2). Add your Search Console TXT record to your domain's DNS records (typically Google Workspace Step 3): For the Host/Name property, either leave this blank, or set as "@", as described in the documentation for your DNS provider. For the Value property, provide the Search Console TXT record string that you generated earlier. Ignore Google Workspace step 4 (the verification step) and continue with step 4 below. CNAME DNS record instructions Generate a unique CNAME verification record: In the verification flow for your Domain property, choose CNAME for Select record type in in the Search Console verification popup. You will be given two values (one called "name" or "label" or "host", the other called "destination" or "target" depending on the context) to use in the next step. Add the DNS record values to your domain provider: Open the Google Workspace documentation for your provider. Ignore Google Workspace step 1 (Get your unique verification record) because you got your CNAME record in Search Console. Sign in to your domain host (typically Google Workspace Step 2). Add your CNAME verification record to your domain's DNS records (typically Google Workspace Step 3) using the record values that you got previously in Search Console. Provide both values in the appropriate fields on your DNS provider's site. You can use the default TTL value suggested by your provider. Ignore Google Workspace step 4 (the verification step) and continue with step 4 below. Complete your ownership verification by clicking Verify in the Search Console verification details page. IMPORTANT: For manually installed records, it can take up to two or three days for your provider to start serving the record. If you have followed the Manual domain name provider instructions above and verification fails, wait a day or two and try again. See the Potential errors section for troubleshooting, or to learn how to see whether your domain name provider is serving your record yet. Important: To stay verified, don't remove the DNS record from your provider, even after verification succeeds. Troubleshooting To see which records are served by your domain name provider: Visit the Google Admin Toolbox Type your domain name into the box at the top, without the protocol or any slashes (that is, enter example.com, not). Click either TXT or CNAME, depending on what record type you are using for verification. (Most sites use TXT records for domain verification.) All DNS records of the selected type found on your provider will be shown at the bottom with a label describing the record type (typically, either CNAME or TXT). Look in the list of records for the DNS record issued to you by Search Console. For TXT records, a Search Console verification record looks something like google-site-verification=. For CNAME records, the verification record is a name/value pair where the name includes your property domain, and the value includes dv.googlehosted.com. Your record should match exactly the verification record values given to you by Search Console. (You can look up your Search Console DNS record values by following the manual verification steps again to the step where you generate a verification record.) If you don't see your credentials listed, wait a day or two, then try again. To see your DNS record after you've verified your property using the DNS method: Open Search Console. Click your property name in the list of properties to see a list of verification methods for the property. Next to either DNS TXT record or DNS CNAME record, click Details to see your record value. If you like, you can also see all records being served by your domain name provider using the Google Admin Toolbox as described above. The following verification errors can occur with DNS record verification: Your verification DNS TXT record was not found Your verification TXT record was not found. It can take a few minutes or even days after posting the record for it to be visible to Google; wait a day or two then try again. Your verification record did not match No verification records on your DNS provider matched the value given to you by Search Console. Be sure to use the record provided by the verification page. For a TXT record, you should leave the name/host field blank and use your TXT string in the DNS record's value field. For a CNAME record, you are given a name/value pair to use in your DNS record's name/value fields. Additional common verification problems are listed below. Google Analytics tracking code Google Analytics for site ownership verification - Google Search Console Training Overview If you use Google Analytics to track your site's traffic and you have edit permission in the account, you can verify your site using the Google Analytics tracking code used on your site. You must be logged into Search Console with the same Google Account used to manage Google Analytics. ⚠ Requirements Your homepage cannot require authentication. The site homepage must be available to non-logged-in users for verification. Additionally, any pages that require authentication to reach probably won't appear in Search often, and so they won't accrue significant Search data. You must have "edit" rights for the Google Analytics account used by that page. In Google Analytics 4, the verification code is associated with a Google Analytics stream. For earlier versions of Google Analytics, the verification code is associated with a Google Analytics Web Property. You must use the same Google account for both Search Console and Google Analytics. Your non-logged-in homepage (see note) must contain either the analytics.js or gtag.js snippet. The tracking code must be in the section, not the section, of your page. To confirm the presence of this tag, visit the page in your browser, view the page source, and search for the snippet. Use the Google Analytics code exactly as provided; do not modify it. If you modify it, verification will fail. The tag must be included less than 2MB into the file. External resources such as scripts are not counted as part of the size. (This restriction should affect very few websites.) Can be used for URL-prefix properties, but not Domain properties. Steps To verify ownership using your Google Analytics tag: Read the requirements for this verification technique. Open Search Console using the same Google account that has edit access to your property in Google Analytics, and add or select the property to verify. Choose Google Analytics in the verification details page for your site and click Verify. If verification fails, see Potential errors below to troubleshoot the issue. Troubleshooting The following verification errors can occur with Google Analytics tracking code verification: No Analytics code found ("We could not find any Google Analytics tracking codes on the index page of your site") No Google Analytics tracking code was found on the property's homepage. Malformed code ("The Google Analytics tracking code on your site looks malformed") Code that seems to be Google Analytics tracking code is found on the page, but it seems to be malformed. Be sure to use the Analytics tracking code exactly as provided. Old Google Analytics snippet found ("The Google Analytics tracking code on your site uses the traditional snippet") An older version of the Analytics code is present on the homepage; Search Console supports only the latest version of the Google Analytics snippet. An older snippet contains either _gat. or _getTracker|urchin.js in the snippet. Google Tag Manager code found ("We found a Google Tag Manager snippet in your site") Search Console found a Google Tag Manager snippet on the page, but no Google Analytics snippet. Try verifying this property using the Google Analytics method. Wrong snippet type ("We found a third party tag manager snippet in your site") Be sure that you are using a Google Analytics snippet on the page. Snippet in wrong location ("The Google Analytics tracking code on your site is in the wrong location on the page) The snippet must be in the section of your home page. You can verify this by viewing the rendered source for your homepage. You don't have a Google Analytics account ("You have not yet created an account in Google Analytics") You must have a valid Google Analytics account, the account must be used on the site, you must be signed in to Search Console using the Google account used to access that Google Analytics account, and you must have Edit permissions on that Google Analytics account. No views created ("You have not yet created any website views in Google Analytics") You have a Google Analytics property without any views. You must create a view in this property before you can use Google Analytics to verify site ownership. Insufficient permission ("You must have "edit" rights in this Analytics web property to use this verification method") You need to have edit rights on the Google Analytics property used in this website. Be sure that you're logged in to Search Console with an account that has edit rights in Google Analytics. Additional common verification problems are listed below. Google Tag Manager container snippet Google Tag Manager for site ownership verification - Google Search Console Training Overview If you have a Google Tag Manager account active on your site and you have Publish or Admin permission, you can verify ownership of your site using your Google Tag Manager container snippet code. You must be logged into Search Console with the same Google Account used to manage Tag Manager. ⚠ Requirements Your homepage cannot require authentication. The site homepage must be available to non-logged-in users for verification. Additionally, any pages that require authentication to reach probably won't appear in Search often, and so they won't accrue significant Search data. You must have Publish or Admin permission for the Google Tag Manager container on the page. You must use the same Google account for both Search Console and Google Tag Manager. Your non-logged-in homepage (see note) must contain the correct tag in the correct location. The portion of the Tag Manager code must be placed immediately after the opening tag of your page. If it is not, verification will fail. You cannot insert a data layer (or anything other than HTML comments) between the tag and the Tag Manager code. To confirm the presence of this tag, visit the page in your browser, view the page source, and search for the snippet. Use the code exactly as provided; do not modify it. If you modify it, verification will fail. The tag must be included less than 2MB into the file. External resources such as scripts are not counted as part of the size. (This restriction should affect very few websites.) Can be used for URL-prefix properties, but not Domain properties. Steps To verify ownership using a Google Tag Manager tag: Open Search Console using the same Google account that has edit access in Google Tag Manager. Read the requirements for this verification technique. Choose Google Tag Manager in the verification details page for your site, and follow the instructions shown. If verification fails, see Potential errors below to troubleshoot the issue. Troubleshooting The following verification errors can occur with Google Tag Manager verification: Tag not found (We could not find a Google Tag Manager container ID on the homepage of your site) Search console couldn't find any Google Tag Manager code on the homepage of your site. Insufficient permissions (You must have "publish" or "admin" rights in this Tag Manager container to use this verification method) You need Publish or Admin permission on your Google Tag Manager container in order to use this verification method. Wrong tag (The container ID used by your site is not associated with your Tag Manager account) Tag Manager code was found on the homepage, but you are not logged in to Search Console with an account that is granted proper permissions for that Tag Manager container. Be sure that you're using Search Console with a Google account that has proper permissions in this Tag Manager container. No tag manager container (You have not yet created any containers in Google Tag Manager) You haven't created any containers in your Tag Manager account for the Google account that you're currently using. Verify that you have created a Tag Manager container, and that you're accessing Search Console with the Google account that has proper permissions in that container. Tag in wrong location (We could not find a Google Tag Manager container ID on the homepage of your site) The tag either isn't present on the homepage, or is present but not in the required location in the page code (inside the element). Be sure to put the tag on the proper page and location, as described in the Tag Manager documentation. Additional common verification problems are listed below. Blogger Blogger for site ownership verification - Google Search Console Training Overview New blogs that you create in Blogger should be added and verified automatically in your Search Console account. If your blog doesn't appear automatically on the Search Console home page, add the property and it should be verified automatically. ⚠ Requirements Older blogs are not automatically verified, and should be verified using the HTML tag method. Be sure that you are logged in to Search Console with the same account used to manage your blog. Where should I put my verification tag? If you are using a tag-based verification method (Google Analytics, Google Tag Manager, or the HTML tag methods), Search Console will look for your verification tag in the page to which a non-logged-in user is redirected when visiting the URL that defines your property. Example If you define your property as , and any non-logged in user who types that URL in their browser is redirected to then Search Console will look for your verification tag in the page . For other verification methods, such as the file upload method, redirects are not followed. Common verification errors In addition to any method-specific verification errors, the following verification errors are possible in most verification methods: Incorrect tag/snippet/file errors Be sure to use the exact tag, code snippet, or file provided to you when beginning verification. The connection to your server timed out. We were unable to verify your file because we received a server timeout. This could be because your server is down or is busy and responding slowly. Make sure that your server is responding and try again. We encountered an error looking up your site's domain name. We tried to access your verification file, but were unable to access your domain due to a DNS error. This could be because your server is down, or there is an issue with the DNS routing to your domain. Make sure that your domain is resolving correctly and try again. The download request was redirected too many times. Check the URL for potential issues, such as an infinite loop. Your server returned an invalid response. This can happen if your site is requires password authentication, or if we cannot access it for other reasons. We were unable to connect to your server. Make sure that your server is not down, and that your domain is resolving correctly, and try again. An internal error occurred. If this problem persists, check the Search Central Help Forum for updates. Timeout Either your site or the domain server stopped responding to our requests (depending on the verification method used). Confirm that your site is responding, and then try again. Could not find your domain We tried to resolve the site URL that you gave us, but it is unknown to the DNS service. Check that you are providing the correct URL for your property. Post to the help community Get answers from community members Google Analytics collects data from your websites and apps to create reports that provide insights into your business. You can use reports to monitor traffic, investigate data, and understand your users and their activity. Once Analytics starts to receive data, the data appears in the Realtime report and then in your other reports shortly after. Some of the data in your reports is collected from your websites and apps once you set up Google Analytics, while other data requires some additional setup. You can find all your reports by clicking Reports on the left. Watch a video about Google Analytics reports Get started When you open your reports, you will see a Reports snapshot report, a Realtime report, and a number of predefined reports. Everyone with access to your Google Analytics will see the same set of reports on the left. Google Analytics provides two types of reports: Overview reports: These reports summarize data about a topic; for example, see how much you're making across ecommerce purchases, in-app purchases, and mobile ads. Detail reports: These reports provide more in-depth information about an area of interest; for example, see in-depth data about ecommerce purchases. Report collections The set of reports below the Reports snapshot and Realtime reports on the left are called report collections. You will see some of the following report collections based on information you provide during setup. You can customize the report collections to include any report. Report collection What it is Appears automatically when... App developer Summarizes key metrics about the apps you connect to Firebase, including data about your users and their behavior you add the Google Analytics for Firebase SDK to your connected mobile app Business objectives Provides a tailored set of reports based on information you provide about your business when you first set up Google Analytics you selected a business objective during setup that wasn't the "Get baseline reports" option Games reporting Provides game-specific information to help you measure customer behavior across the user funnel and develop metric-driven insights about your mobile gaming apps you have at least one app data stream associated with a games app in the Google Play Store or Apple App Store, or the industry category in your Property Settings is set to "Games" Life cycle Helps you understand each stage in the customer journey — from acquisition to retention you selected "Get baseline reports" during setup, you created the property before March 27, 2023, or you migrated from a Universal Analytics property using Setup Assistant User Helps you understand the people who use your websites and apps, such as their ages, interests, devices, and app versions All Google Analytics properties start with this collection by default.