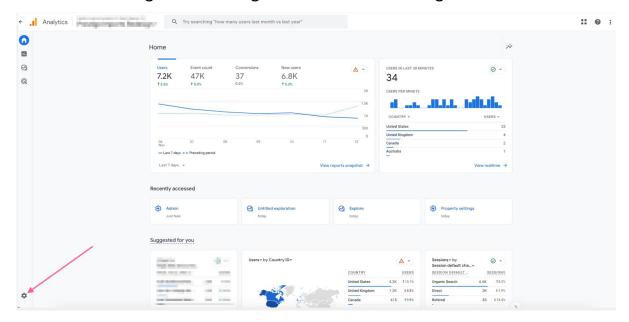
GA4 Measurement Protocol events require you to supply an API key, which ensures that the information is coming from a trusted source. As you begin to work with your vendors on getting GA4 events pushing to your Measurement ID, you may hear them ask for your 'Measurement Protocol API Secret'. The following steps outline how to find and create that secret key.



STEP 1: Click on the gear icon to go to the admin settings

STEP 2: Under 'Data collection and modification' click 'Data streams'

÷		Q Try searchin	g "how many us	ers last month vs last year"	
ħ.	+ Create +	Admin			
11.	Admin	These settings apply to all users of this account an	d property. For sett	ings apply only to you, go to My Preferences in the let	ft navigation.
ଷ	My preferences Setup Assistant	ACCOUNT SETTINGS			
R	Account settings	Account These settings affect your analytics account What's	an account?		
	Account	Account details	0	3 Account change history	0
	Property settings	Account access management	0	Trash	0
	 Property 	Y All filters	0		-
	 Data collection and modifica 				
	 Data display 	PROPERTY SETTINGS			
	Events	Property		Data collection and modification	
	Conversions	These settings affect your property What's a property	<u>y2</u>	These settings control how data is collected and mo	odified
	Audiences	Property details	0	Data streams	0
	Custom definitions	Property access management	0	Data collection	0
	Channel groups	Property change history	0	▲ Data import	0
	Attribution settings	EQ Analytics Intelligence search history	0	C Data retention	0
	Reporting identity DebugView				0
	Product links	Data display These settings control how data is shown in your rep	ports	Data deletion requests	0
		B Events	0	Product links	
		F ² Conversions	0	These settings control which products link to this pr	roperty
		_a≡ Audiences	0	🧞 Google AdSense links	
		Custom definitions	0	🔥 Google Ads links	
0	<	Channel groups	0	🍫 🛛 Ad Manager links	
		· · · · ·	~	_	



STEP 3: Click on data steam for the site in which you are getting the secret key

1	+ Create -	Data strea	ms			
1	Admin	All iC	S Android Web			Add stream +
)	My preferences Setup Assistant			3799476550	Receiving traffic in past 48 hours.	>
C.K.	Account settings					
	Account					
	Property settings					
	Property					
	Data collection and modifica					
	Data streams					
	Data collection					
	Data import					
	Data retention					
	Data filters					
	Data deletion requests					
	 Data display 					
	Events					
	Conversions					
	Audiences					
	Custom definitions					
	Channel groups					
	Attribution settings					
	Reporting identity					
	DebugView					

STEP 4: Under the 'Events' section click on 'Measurement Protocol API secrets'

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O Data collection is active in the past 48 hours.							
s	trea	m details				1	
-						0	
		AM NAME	STREAM URL	STREAM ID	MEASUREMENT ID		
1		a principal de la constant de	March 1999 (1999) (1997) (1997)	100000	0.0304030		
E	vent	15					
1	F.	Enhanced measurement					
			ent on your sites in addition to standard page view measurement. d embedded videos may be collected with relevant events. You must e	nsure that no personally-identifiable information will be sent to Goo	igle. Learn more	9	
		Measuring: 💿 Page views 💿	Scrolis (B) Outbound clicks + 3 more			۲	
4	B	Modify events Modify incoming events and parameters. Lea	m.more			>	
¢	ĸ	Create custom events	o more			>	
G	57	Measurement Protocol API secrets Create an API secret to enable additional eve	nts to be sent into this stream through the Measurement Protocol. Lea	rn møre		>	
4	2	Redact data Prevent specific data from being sent to Goo	gle Analytics. <u>Learn more</u>	Email activ	e URL query parameter keys inactive	>	
G	loog	le tag					
6	ŝ	Configure tag settings Configure your Google tag behavior, including	cross-domain linking and internal traffic. Learn more			>	
¢	·>	Manage connected site tags Load tags for additional properties or produc	ts using this stream's on-page Google tag. <u>Learn more</u>		0 connected	>	
	ô	View tag instructions Get instructions for how to implement your G			✓ Data flowing	>	





STEP 5: Click on 'Create' button

Measurement Protocol API secret			
Create a secret to enable additional events to be API secrets	sent into this stream through the Measurement Protocol. <u>Learn more about meas</u>	urrement protocol API secrets.	Create
Nickname	Secret value	Date created	
1000	and the second s	1000 C 1000 C 100 C 100	:

STEP 6: Name your secret key (for the purpose of this example we will name it 'API Secret Key'). Click 'Create'

treate a secret to enable additional events to be sent into this stream through the Measurement Protocol. Learn more about measurement protocol API secrets.			Nickname API Secret Key	
API secrets			Ari Seciel Key	
Nickname	Secret value	Date created		
1000	and a second sec	14 10303 81070		

STEP 7: You will now have a 'Secret Value' which is your API Secret Key

API secrets Cereated Nickname Secret value Date created API Secret Key RV4qvTTCQka4B9bn0WzGYQ Nov 13, 2023, 4:31:04 PM							
Nickname Secret value Date created	Create a secret to enable additional events to be sent into this stream through the Measurement Protocol. Learn more about measurement protocol API secrets.						
na internation de la company	Create						
API Secret Key RV4qvTTCQka4B9bn0WzGYQ [] Nov 13, 2023, 4:31:04 PM	:						
	i						

