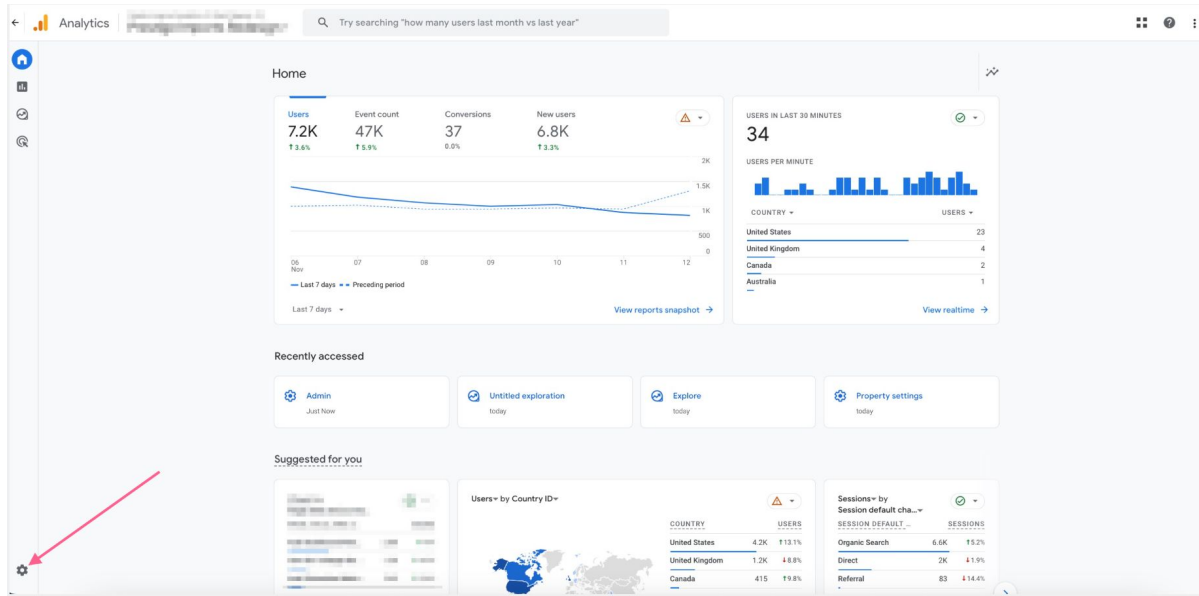
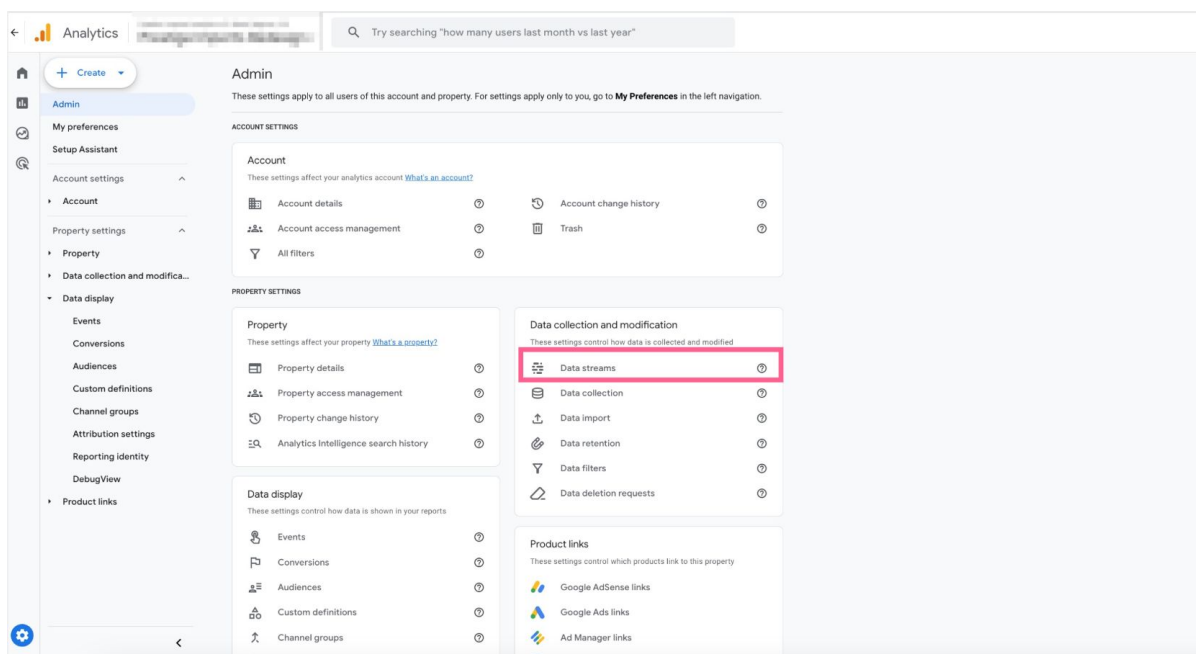


GA4 Measurement Protocol events require you to supply an API key, which ensures that the information is coming from a trusted source. As you begin to work with your vendors on getting GA4 events pushing to your Measurement ID, you may hear them ask for your ‘Measurement Protocol API Secret’. The following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

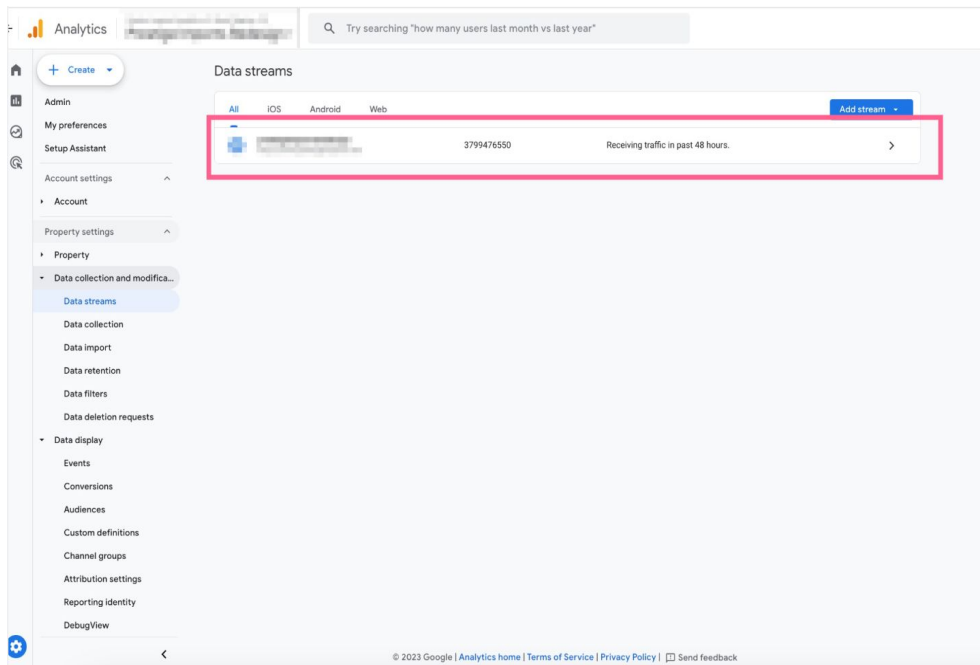
STEP 1: Click on the gear icon to go to the admin settings



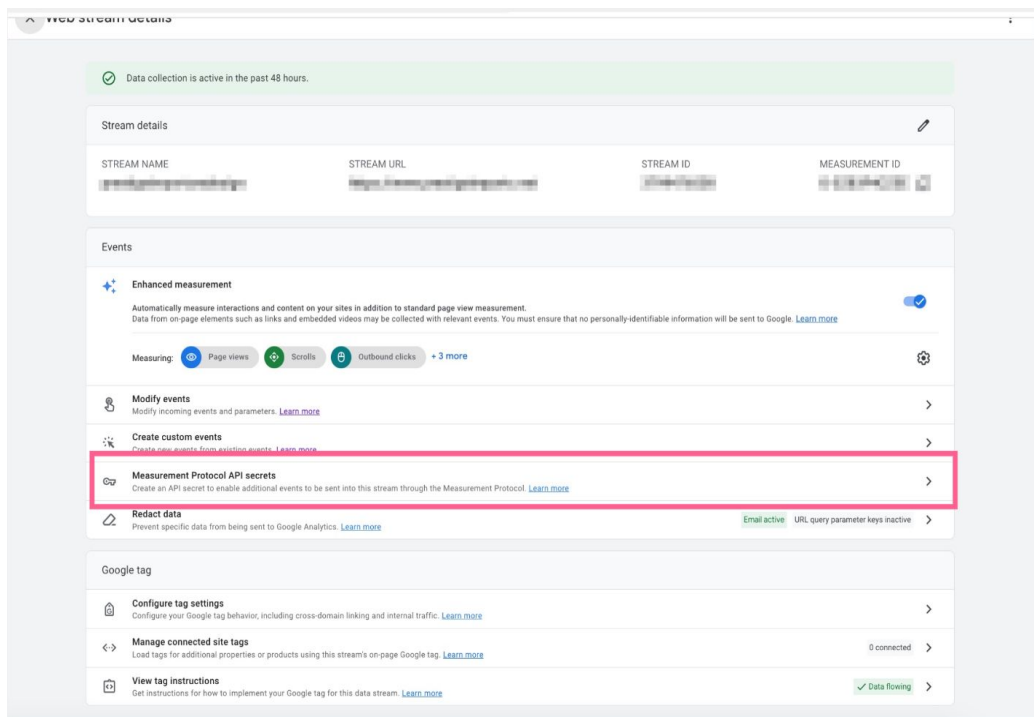
STEP 2: Under ‘Data collection and modification’ click ‘Data streams’



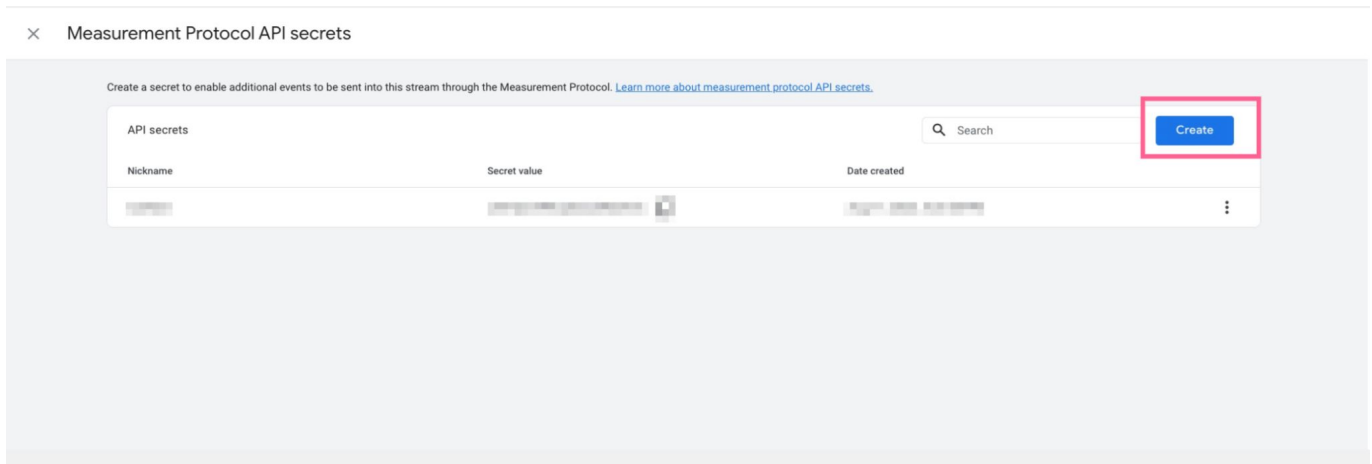
STEP 3: Click on data stream for the site in which you are getting the secret key



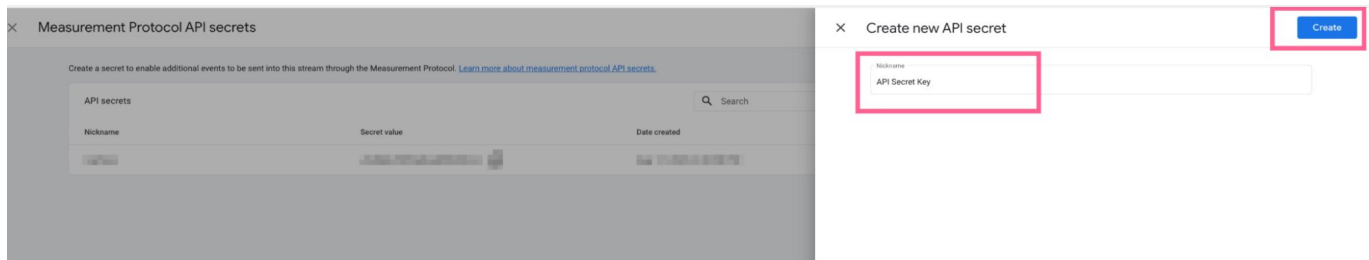
STEP 4: Under the 'Events' section click on 'Measurement Protocol API secrets'



STEP 5: Click on 'Create' button



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



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

