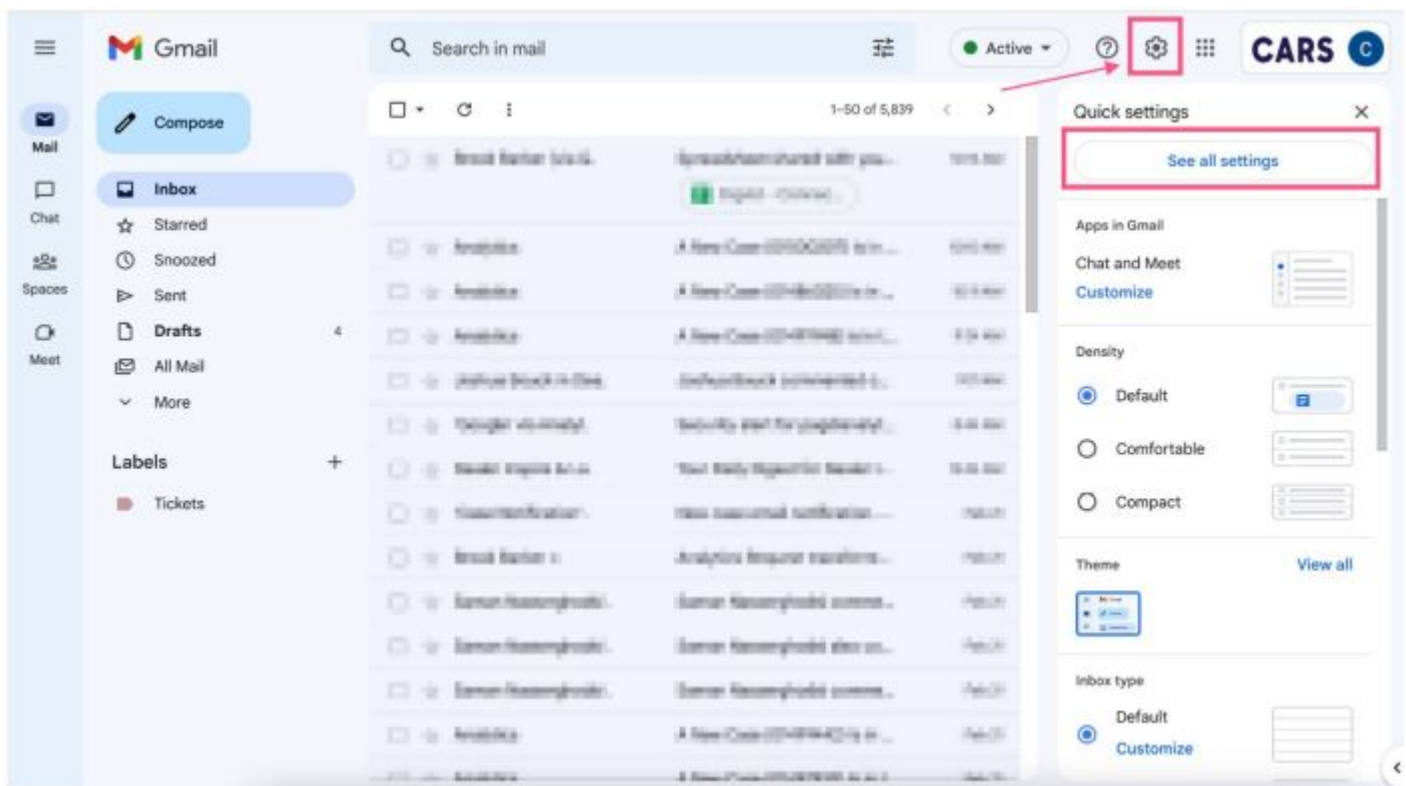Dealer Inspire has your Google Analytics 4 (GA4) property tracking and you're ready to look into the property yourself, but you do not have a Google account linked to the email/account you would like to use.
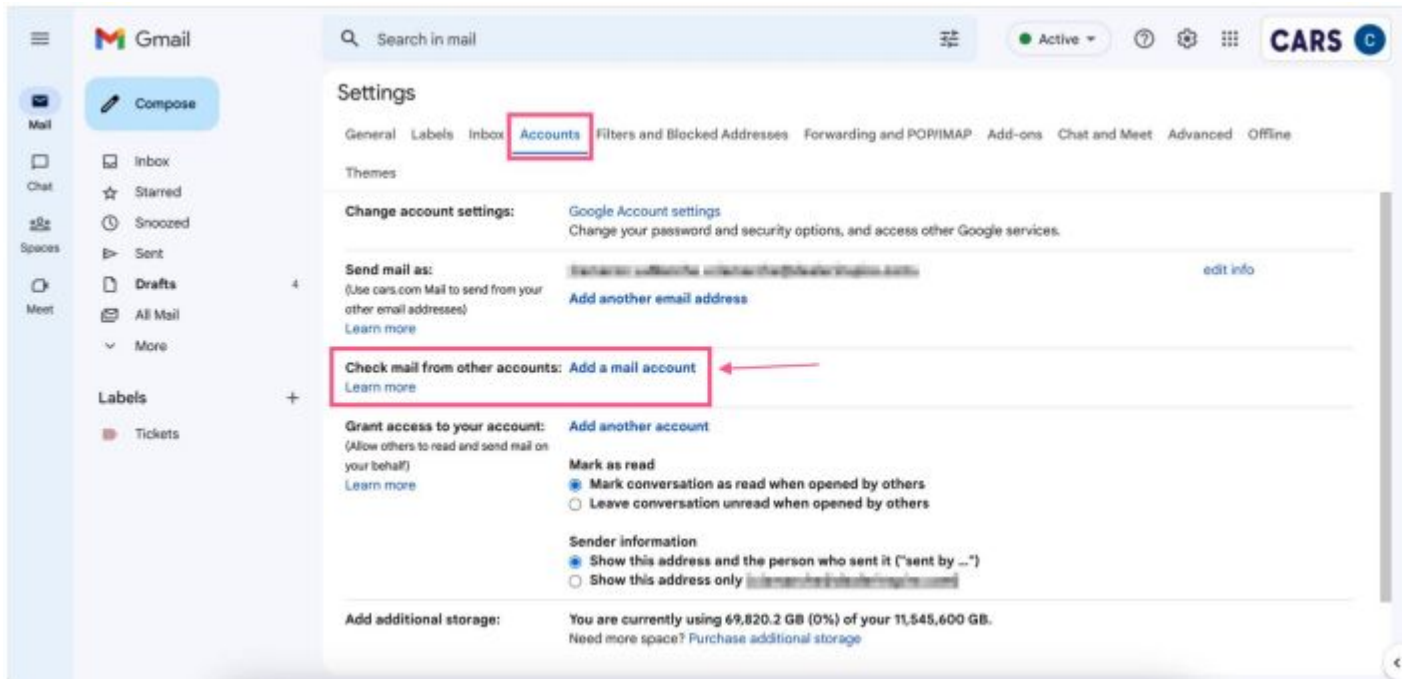
Google does not allow us to give access to a GA4 account if the email is not linked to a Google account. This resource will provide you step-by-step instructions on how to link a non-Google account (Yahoo, Outlook, AOL, Dealership Accounts, etc.) to your Gmail account.

To begin, you will need to log into your personal Gmail account. If you do not yet have one, you will need to make one in order to have an account linked to Google.
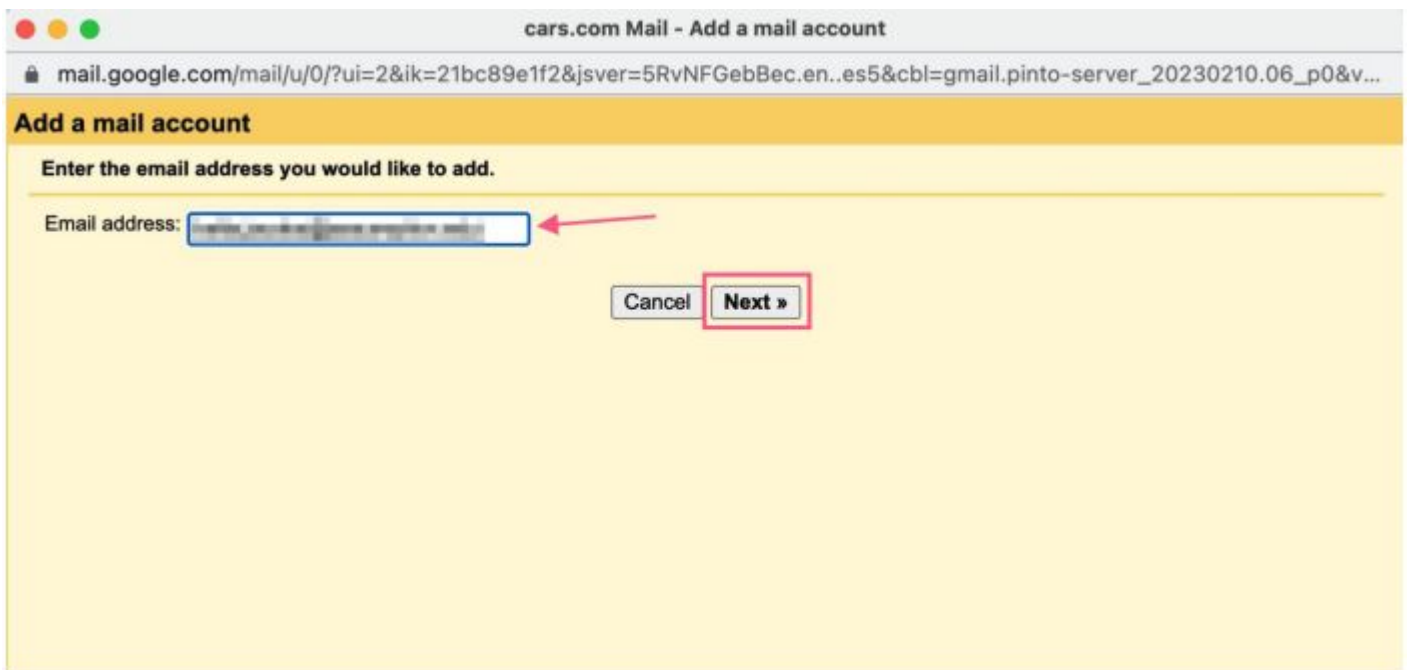
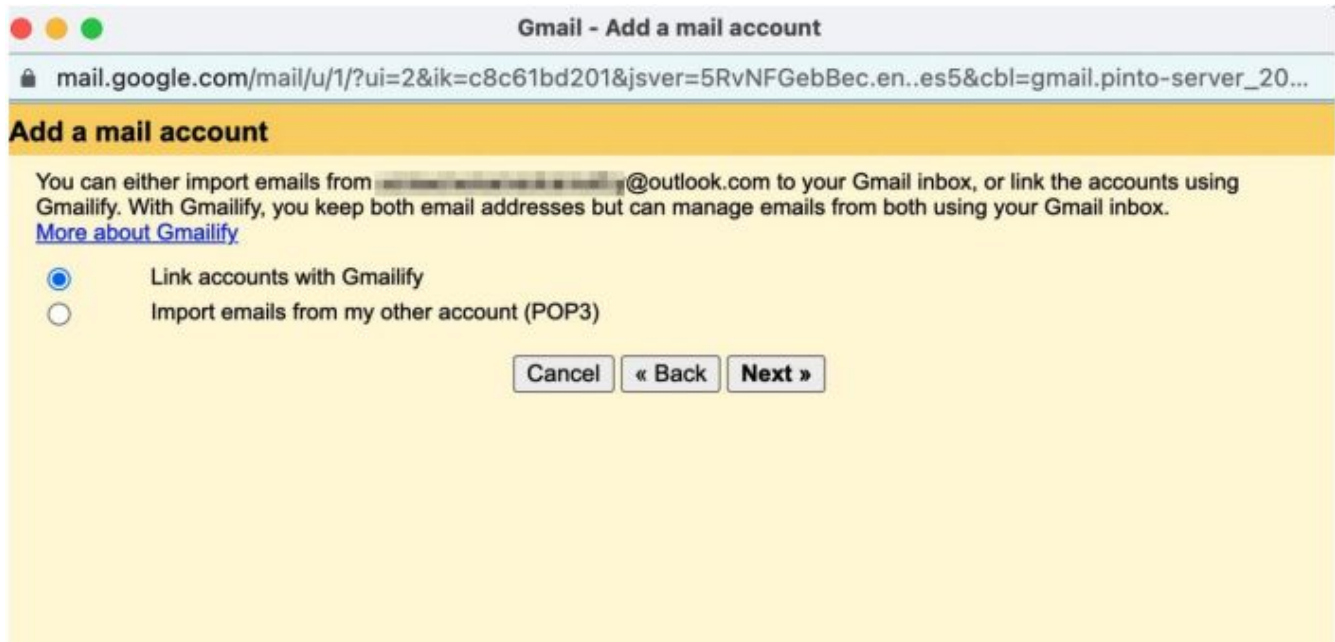Step 1: Open Gmail and navigate to Settings ➜ See all settings

Step 2: Click the 'Accounts' tab (it may also be shown as 'Accounts and Import'). Then, click 'Add a mail account' in the 'Check mail from other accounts' section
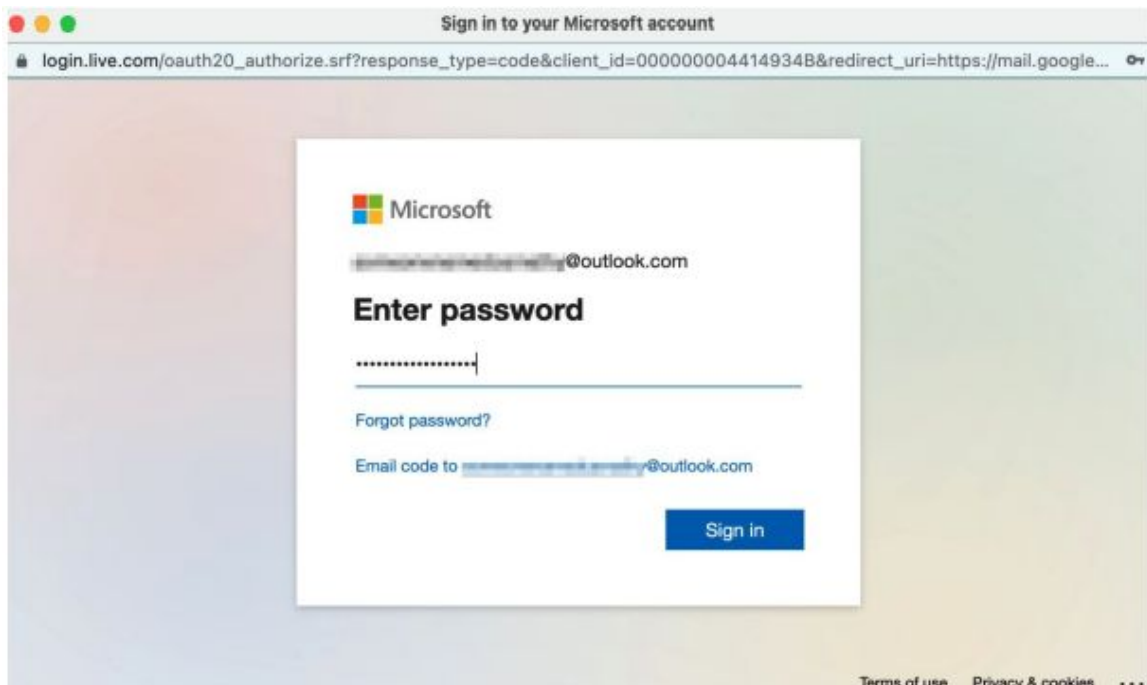

Step 3: You will then see a new window that looks like this. Enter your non-Google email address and click 'Next' to continue.

Step 4: Select 'Link accounts with Gmailify' then click 'Next'

Step 5: You should be redirected to your provider's sign in page (in this case, it is Outlook). Type in your email address and password, then click 'Next'

Step 6: Congrats! You've successfully connected your non-Google email account to Google. We can now give your non-Google email address access to Google Analytics 4.

As stated in the below screenshot, you can unlink the email address at any time in the Settings in Gmail.