In order to have ASC/DI website events pushed to a GA4 property, the Measurement ID is needed.

Measurement IDs have the following format: G-XXXXXXXXXXXX

GA4 has a multitude of different IDs such as Account ID, Property ID, and Stream ID. These IDs all service different purposes and cannot be used to push events to a GA4 property. These IDs also have different formats than the Measurement ID.

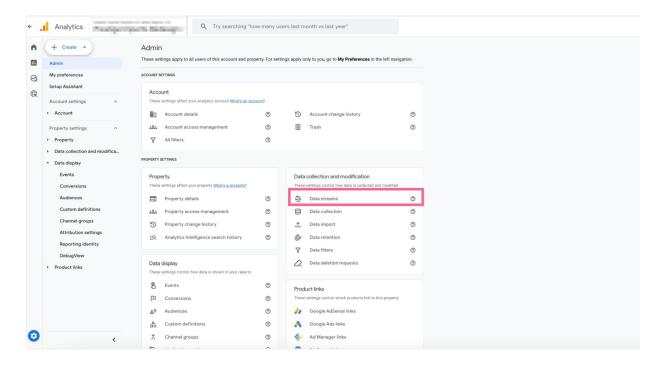
The following steps outline how to locate the Measurement ID in your GA4 property.

**STEP 1:** Log into your GA4 property for the site in which you are trying to locate the Measurement ID for. Click Admin.

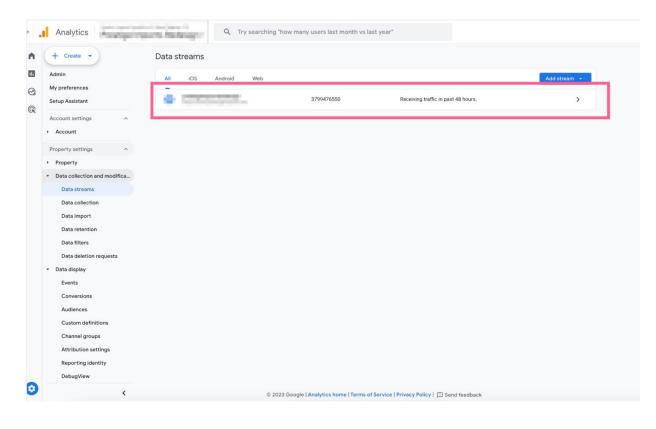
← , Analytics	Q Try searching "how many	vusers last month vs last year"				<b>::</b> Ø :		
	Home	Home ×						
0 ©	7.2K 47K	Conversions         New users           37         6.8 K           0.0%         † 3.3%	2K USE	RS PER MINUTE	0.			
	06 07 08	09 10 11	500 Unit 0 Unit 12 Car	DUNTRY - red States ded Kingdom usda traila	USERS ~ 23 4 2 1			
	- Last 7 days - Preceding period Last 7 days -	Vie	v reports snapshot →		fiew realtime →			
	Recently accessed	Recently accessed						
	Admin Just Now	Outitled exploration	Explore today	Property settings today				
	Suggested for you	Suggested for you						
	And an and a second sec	Users≁ by Country ID≁	COUNTRY	Sessions by Session default cha* USERS SESSION DEFAULT_	SESSIONS			
\$		1	United Kingdom 1	2K         113.1%         Organic Search           2K         4.8.8%         Direct           15         19.8%         Referral	6.6K 152% 2K 11.9% 83 114.4%			



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



STEP 3: Click on data steam for the site in which are locating the Measurement ID for





## STEP 4: Copy the Measurement ID in top right corner

× Web st	tream details		1			
	Ø Data collection is active in the past 48 hours.					
	Stream details	1				
	STREAM NAME STREAM URL	STREAM ID	MEASUREMENT ID			
	Events            Enhanced measurement <ul> <li>Automatically measure interactions and content on your sites in addition to standard page view measurement.             <ul> <li>Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more</li> </ul>            Measuring:</li></ul>					
	Modify events     Modify incoming events and parameters. Learn more	>				
	Create custom events Create new events from existing events. Learn more	>				
	Create an API secret to enable additional events to be sent into this stream through the Measurement I	>				
	Redact data     Prevent specific data from being sent to Google Analytics. Learn more	RL query parameter keys inactive				
	Google tag					
	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 products using this stream's on-page Google tag. Learn more		0 connected >			
	View tag instructions           Get instructions for how to implement your Google tag for this data stream. Learn more		✓ Data flowing >			

