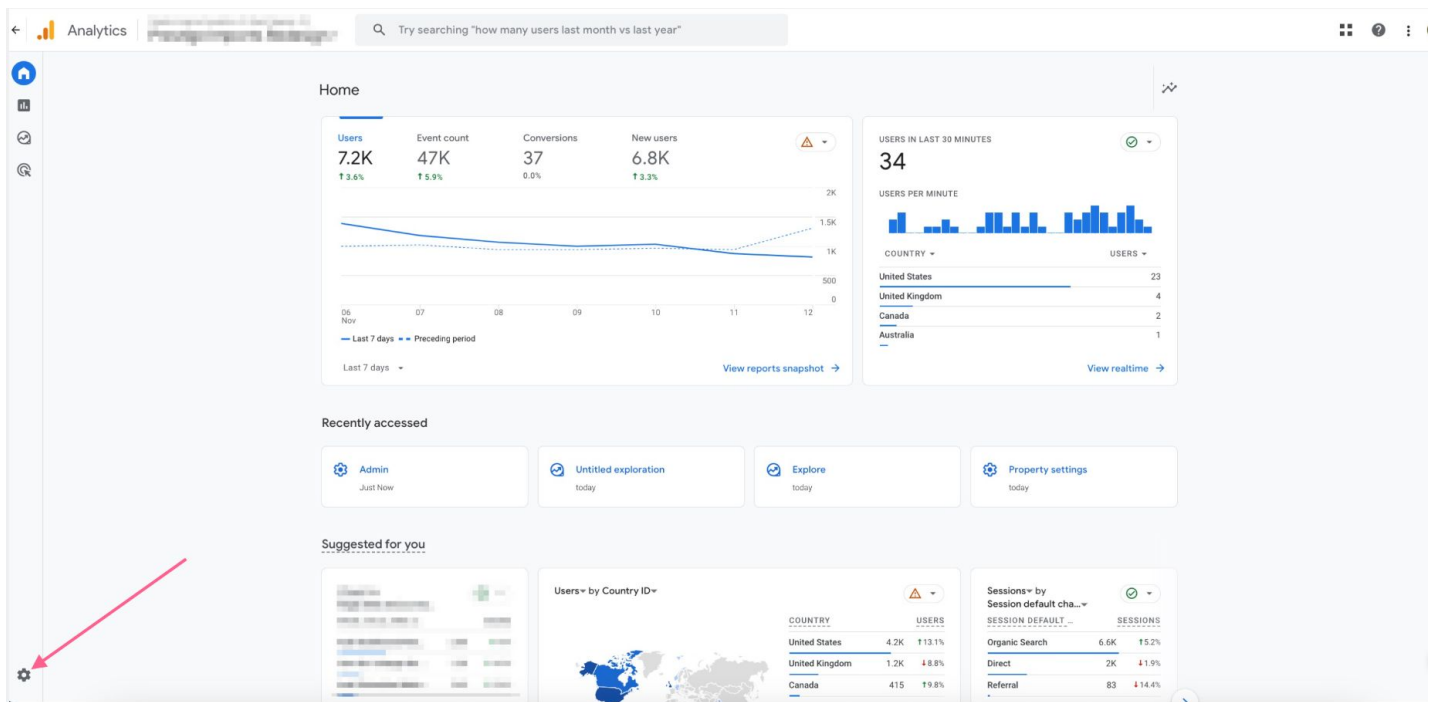In order to have ASC/DI website events pushed to a GA4 property, the Measurement ID is needed.

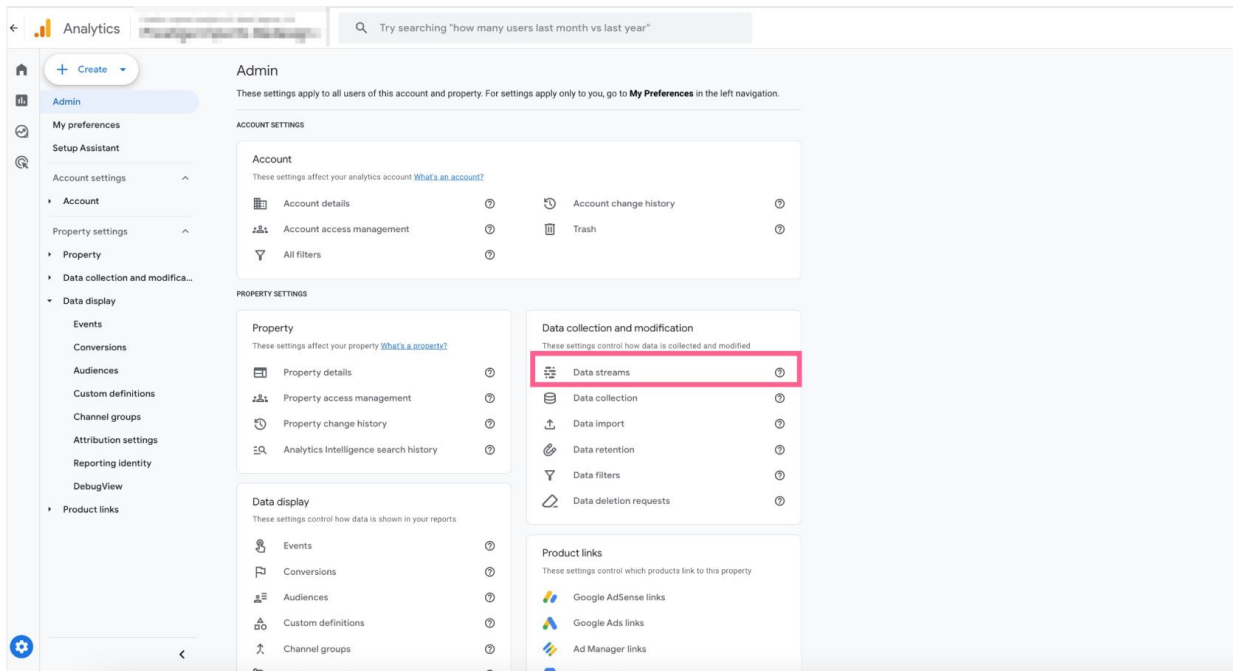Measurement IDs have the following format: G-XXXXXXXXXX

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.

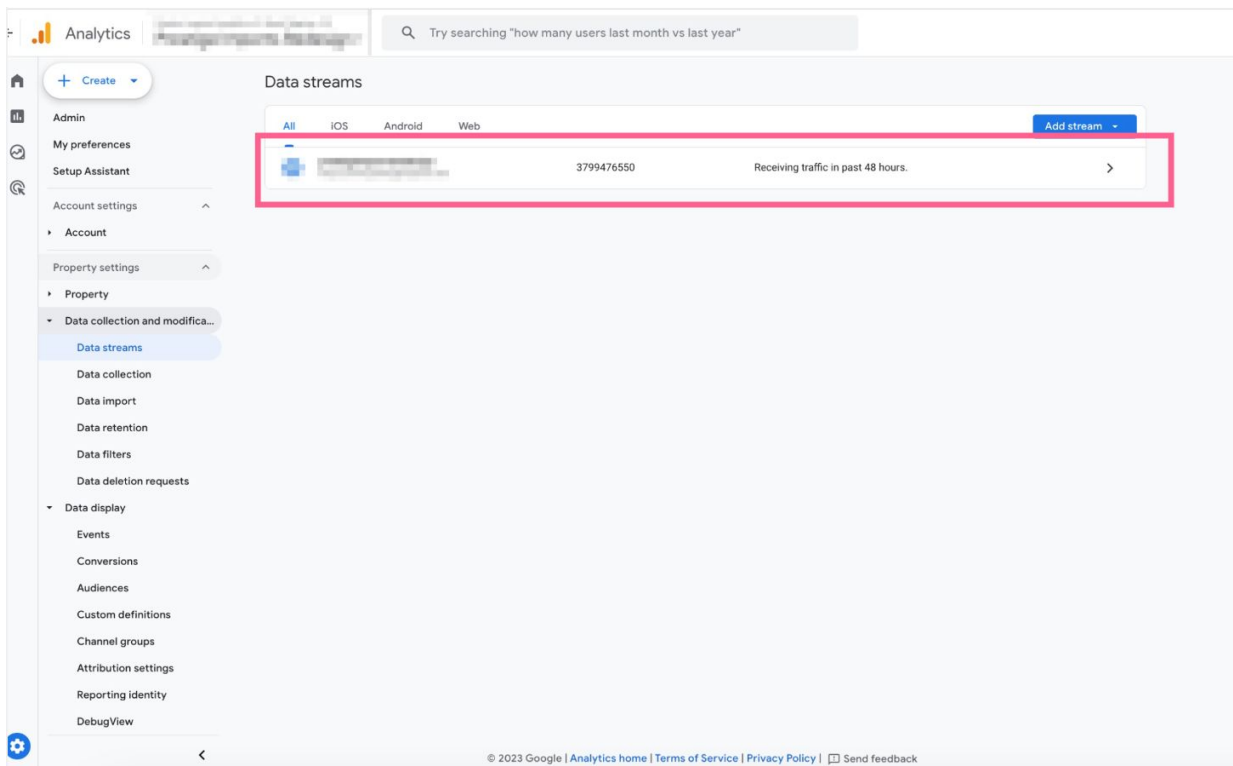The following steps outline how to locate the Measurement ID in your GA4 property.

STEP 1: Log into your GA4 property for the site in which you are trying to locate the Measurement ID for. Click Admin.
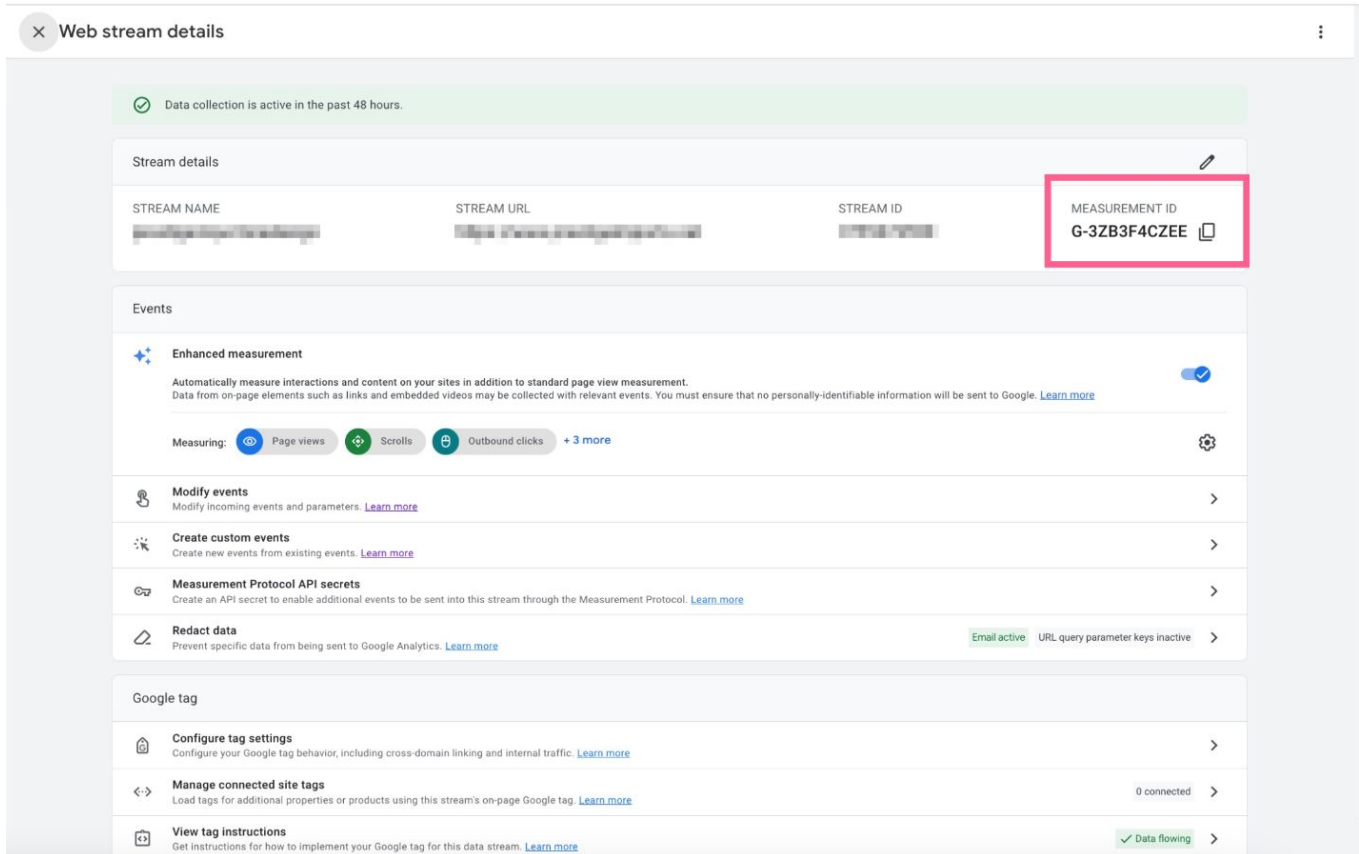
STEP 2: Under 'Data collection and modification' click on "Data streams"

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