

Scheduled Email Reporting in GA4

Scheduled email reporting is a feature in GA4 that allows one to schedule automated reports to be sent to users as an email on a recurring basis. As an administrator you can schedule up to 50 standard and custom reports to be sent by email, enabling team members to receive periodic updates about a website.

As of now Google allows these scheduled reports to be sent with Basic Reporting. These can be Traffic Acquisition Reports, Pages and Screens Reports, Conversion Reports, and customized versions of these reports within the basic reporting in GA4.

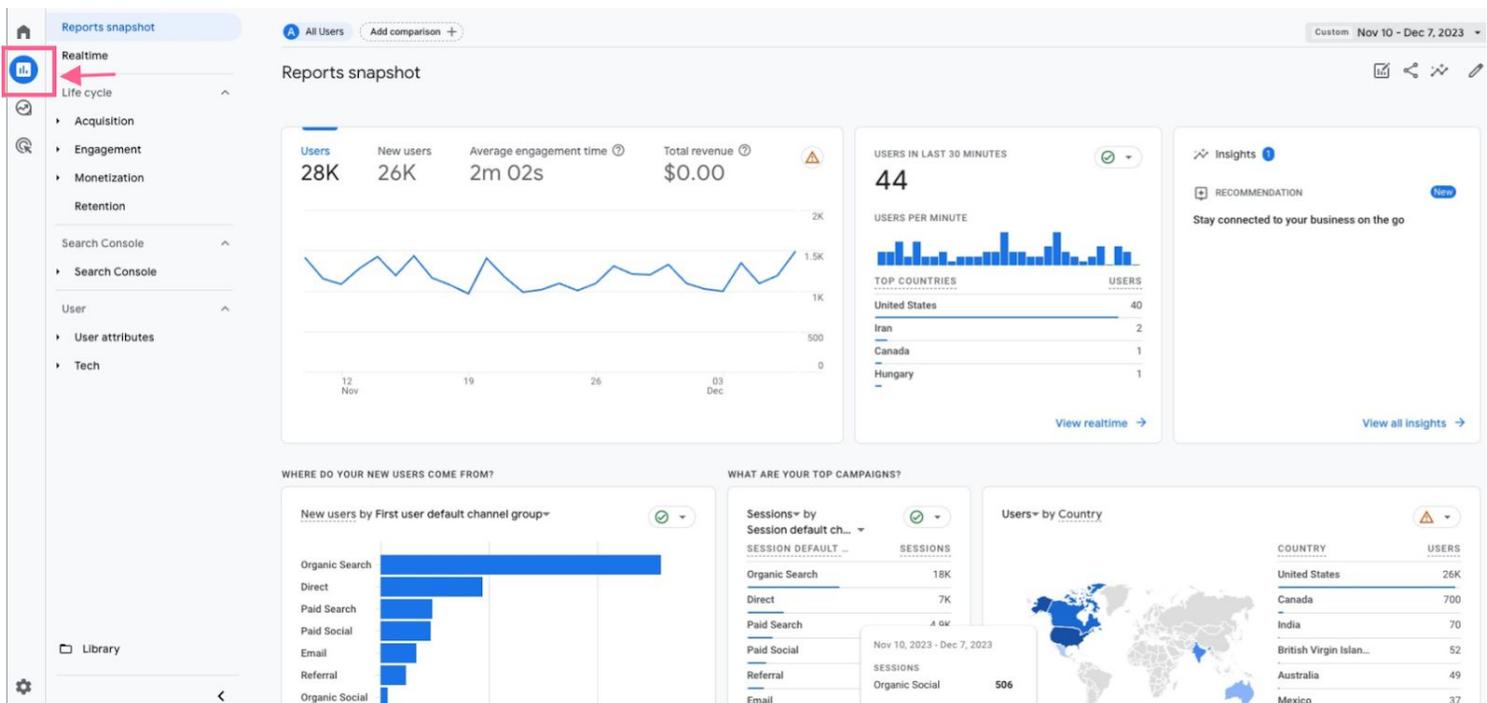
**Exploration reports are not able to be sent for Scheduled Reporting

In order for these reports to be sent to a user

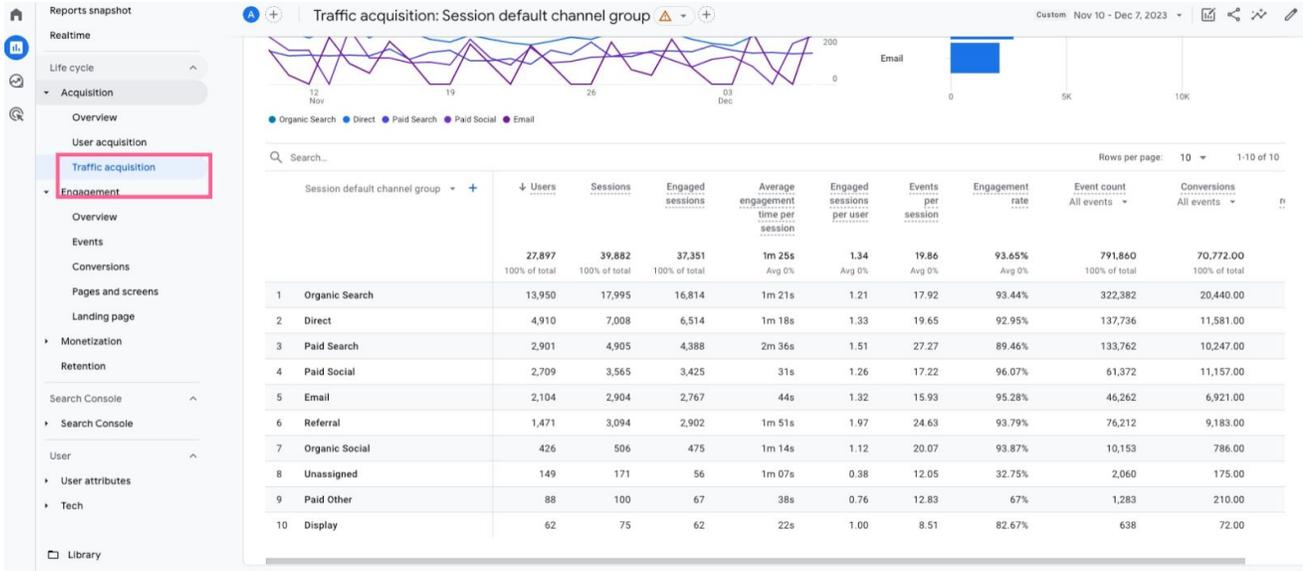
- The user's email has to be added on the property as a (Viewer, Analyst, Editor, Admin)
- The person setting up the Scheduled Emailing must be an administrator

Next we'll look at the steps for setting up Scheduled Email Reporting for basic reports in GA4

Step 1: The first step is once you are on the correct property of the Site you wish to look at, navigate to "Reports" on the left hand side of GA4.

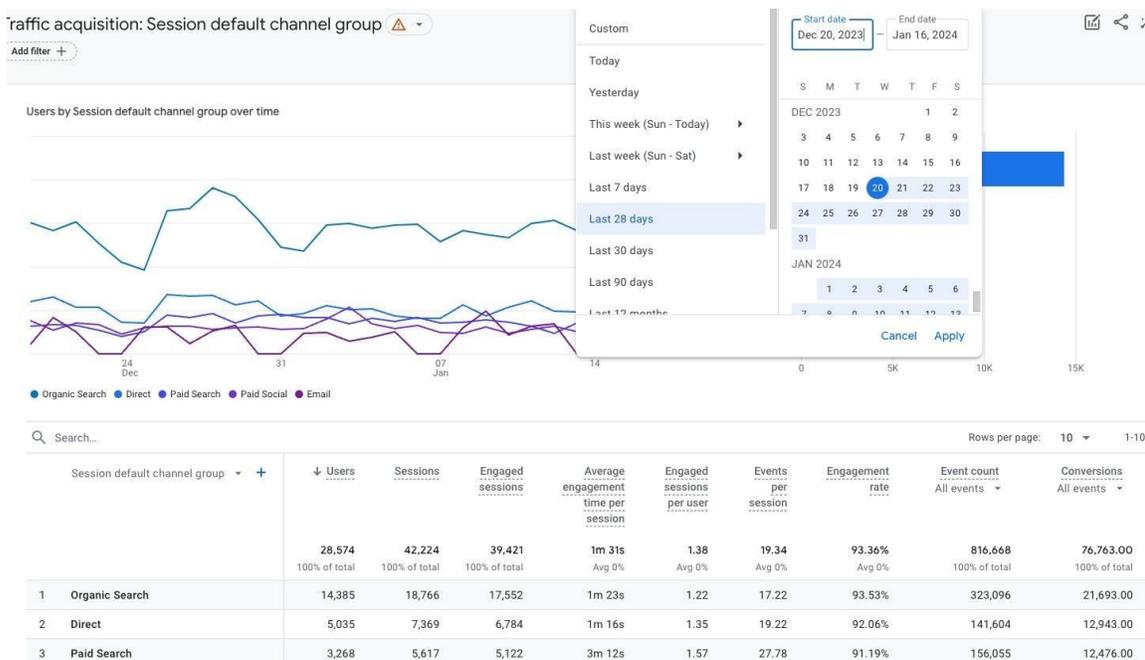


Step 2: Next choose the report you would like to be sent. This can be customized based on specifications chosen within the options on the report. Here we have chosen the traffic acquisition report.

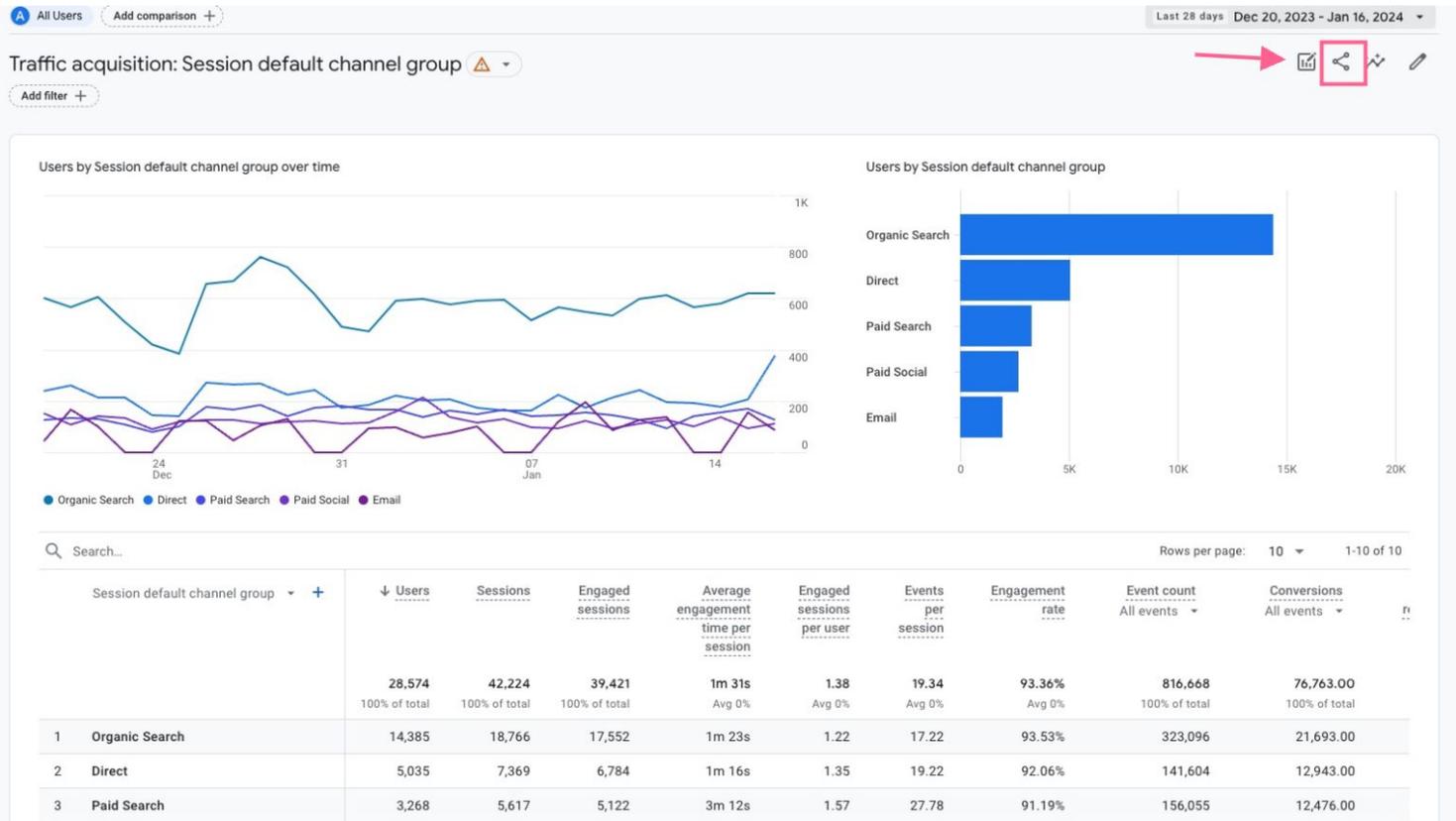


Step 3: Once the report has been chosen, head to the top right to choose the date range you'll want this report to look at.

- This is important as what you choose for the date range will determine the dates of the Scheduled Email Report. For this example, if you select the previous 7 days, each emailed report will have the previous 7 days once sent, dynamically changing based on the day. For this example we have it set to the last 28 days. Meaning that each emailed report will contain the previous 28 days



Step 4: Click the share this report option below the date. This will pull up the Schedule Email option. Click on this so you can see the setup for Schedule Emails.



Step 5: Here you can name the report, choose the frequency we want the report to be sent, edit the Report format, as well as other option. This is also where we find the **Recipient list**. This determines who the scheduled email report will be sent to. In order for a recipient to be able to be added they must be added as a user on the property.

****This can be any permission Viewer, Analyst, Admin, they just need to be added on the account**



- Once the recipients are chosen, save the report. The Scheduled Report is now active. The report will be sent to the emails of the recipients based on the timeframe you have set out.

Enter the details to schedule an export of this report at a frequency and format of your choice.

Report details

Report name [?](#)
Traffic Acquisition Report

Description (optional) [?](#)
Add a description to remind you what this report contains

Recipient list [?](#)
Nico Rossi [x](#) Enter email addresses
1/50 recipients

Scheduling details

Choose date [?](#)
01/18/2024

Frequency [?](#) Active for [?](#)
Weekly 12 Months

Report format [?](#)
PDF

Language [?](#)
English (United States)

Step 6: In order to edit or delete the scheduled report, an administrator can navigate to the admin page and to the property section as seen below.

The screenshot shows the 'Admin' settings page. The left sidebar contains navigation options: Admin, My preferences, Setup Assistant, Account settings, Property settings, Property, Data collection and modification, Data display, and Product links. The main content area is titled 'Admin' and includes a note: 'These settings apply to all users of this account and property. For settings apply only to you, go to My Preferences in the left navigation.' Below this, there are sections for 'ACCOUNT SETTINGS' and 'PROPERTY SETTINGS'. Under 'PROPERTY SETTINGS', the 'Scheduled emails' option is highlighted with a red box and a red arrow pointing to it from the left. Other options in 'PROPERTY SETTINGS' include Property details, Property access management, Property change history, Analytics Intelligence search history, Data collection and modification (Data streams, Data collection, Data import, Data retention, Data filters, Data deletion requests), and Product links (Google AdSense links, Google Ads links).

Step 7: Within the “Scheduled Emails” section in the admin a user is able to delete or edit the scheduled email.

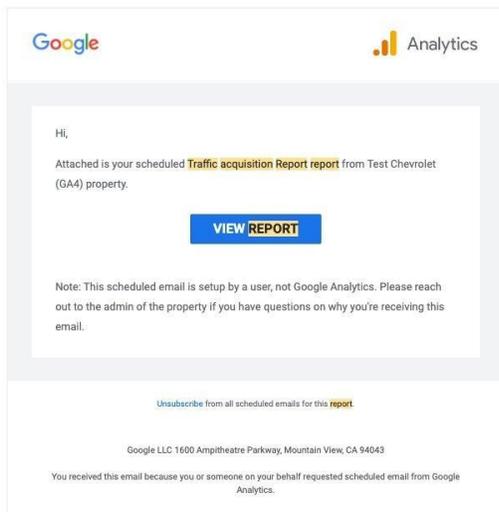
Scheduled emails Quota information

Make changes to the scheduled reports as per your needs. [Learn more](#)

List of reports	Frequency	Format	Number of recipients	Active until	Status	
Traffic Acquisition Report	Monthly	PDF	1	Jan 18, 2025	Scheduled	⋮

Items per page:
1 - 1 of 1 |< < > >|

Step 8: The Report will be sent to the recipient's email. At the top of the email is a link to the actual report. At the bottom of the email will be a PDF of the report with dates based on what was chosen when setting up the Scheduled Delivery.



One attachment • Scanned by Gmail

