

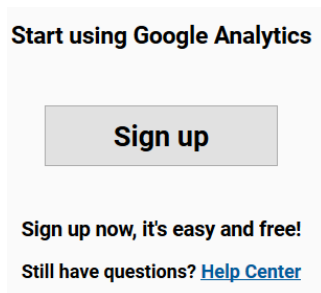


Google Analytics

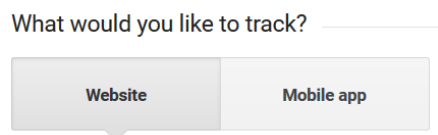
Sign up for a Google Analytics Account:

💡 Enter the following link in your browser:
<https://analytics.google.com/analytics/web/provision/?authuser=1#provision/SignUp/>

1. Click the **Sign up** button.



2. Select the **Website** option.



3. Enter your **Account Name**.

Account Name required
Accounts can contain more than one tracking ID.

4. Enter your **Website Name**.

Website Name required

5. Enter your **Website URL**.

Website URL required

6. Select your **Industry Category**. This will likely be **Shopping**.

Industry Category ?

7. Select your country and time zone.

Reporting Time Zone



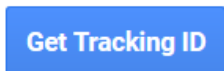
Google Analytics

9. Read through each section of the **Data Sharing Settings** and select the appropriate fields.

- Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*
- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

10. Click the **Get Tracking ID** button.



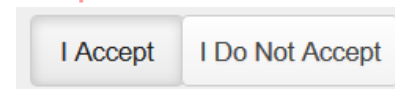
11. Review the **Google Analytics Terms of Service** and then click the checkbox to accept the terms of service.

- I also accept the [Data Processing Terms](#) as required by GDPR. [Learn More](#)

12. Review the **Google Measurement Controller-Controller Data Protection Terms** and then click the checkbox to accept the terms.

- I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

13. If you accept, select **I Accept**. If you do not accept, click **I Do Not Accept**.



Congrats! Your Tracking ID has been created.