Guide to granting Google Analytics Access

	Administration Ntooitive Internal		0
CUSTOMIZATION	ACCOUNT Ntooitive Internal	PROPERTY Ntooitive Main Site	•
Reports REAL-TIME AUDIENCE	Account Settings	Property Settings User Management	Step 1.
	All Filters Change History	.jS Tracking Info	Navigate to Admin Page
	Trash Can	AdWords Linking AdSense Linking	The admin page gives you access to
		Ad Exchange Linking	administrator settings such as
		Postbacks	Management setings, Product
	Located in your side rail panel	Audience Definitions Custom Definitions	Linking, and View customizations.
DISCOVER ADMIN		Data Import	

Step 2. User Management

Within the Admin Page you can Manage user access and assign permissions required for each user.

	ACCOUNT	_				
	Ntooitive Internal	•		Fmail	۰	Account Permis
	Account Settings	-	1.	analytics@ntooitive.com		Manage Users, E
u can	User Management	2. seo@clicksandclients.com			Read & Analyze	
ssign	All Filters		3.	trey@ntooitive.com		None 🔻
each user.	Change History					_
	Trash Can		Ad	d permissions for:	Pe	ad & Analyze
e Add permisions section			User e-mail that is registered in Google accounts Notify this user by email			Manage Users Edit Collaborate
lytics@ntooitive	e.com			Add Cancel		Read & Analyze

Choose the appropriate permissions

Permission	Explanation
Manage Users	Can manage account users (add/delete users, assign permissions). Does not include Edit or Collaborate.
Edit	Can perform administrative and report-related functions (e.g., add/edit/delete accounts, properties, views, filters, goals, etc., but not manage users), and see report data. Edit permission is required at the account level to create filters. Edit permission is required at the view level to apply filters. Includes Collaborate.
Collaborate	Can create personal assets, and share them. Can collaborate on shared assets, for example, edit a dashboard or annotation. Includes Read & Analyze.
Read & Analyze	Can see report and configuration data; can manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment); can create personal assets, and share them, and see shared assets. Cannot collaborate on shared assets.

Step 3.

Grant Permissions

Permissions required to manage the campaign may differ in certian scenarios.

Explanations of each permission level is explained to the left.

