

# Google Analytics 4

Setup Guide

Easy

15 minutes

## Tandem Beam

### Quick Facts

<b>Click ID:</b>	Auto-detected from UTM parameters
<b>Authentication:</b>	Measurement ID + API Secret
<b>Test Mode:</b>	Debug endpoint available
<b>Events Supported:</b>	All standard GA4 events

### Prerequisites

- Active Google Analytics 4 property
- Admin access to GA4 property
- Measurement Protocol API enabled

### Setup Steps

#### 1 Access GA4 Admin

Log in to Google Analytics > Select your GA4 property > Navigate to Admin (gear icon)

#### 2 Find Your Measurement ID

Go to Data Streams > Select your web stream > Copy the Measurement ID (format: G-XXXXXXXXXX)

#### 3 Create API Secret

In the same Data Stream settings > Scroll to Measurement Protocol API secrets > Click Create > Name it "Tandem Beam" > Copy the secret value

#### 4 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Google Analytics 4
4. Enter your Measurement ID
5. Paste your API Secret
6. Click Save Configuration

### Configuration Fields Reference

Field Name	Format	Required
Measurement ID	G-XXXXXXXXXX	Required
API Secret	Alphanumeric string	Required

**Security Note:** Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.

**Tandem Beam** - Server-Side Conversion Tracking

Generated: January 20, 2026 | For support, contact your Tandem Beam account representative