Google Analytics 4

Setup Guide

Easy 15 minutes

Tandem Beam

Quick Facts

Click ID:	Auto-detected from UTM parameters
Authentication:	Measurement ID + API Secret
Test Mode:	Debug endpoint available
Events Supported:	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.
