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The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains 2 Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features. In this article: Demo Account in Google Analytics For subtitles in your language. Turn on YouTube captions. Select the settings icon at the bottom of the video player, then select "Subtitles/CC" and choose your language. Access the demo account To access the demo account, click one of the three links at the end of this section. When you click a link: If you already have a Google account, you're prompted to log in to that account. If you don't have a Google account, you're prompted to create an account and then log in. When you click a link below, you agree to let Google perform one of 2 actions related to your Google account: If you already have a Google Analytics account, we will add the demo account to your Analytics account. If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account. The demo account is available from the account selector in Analytics where you select organization and account links. The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account. Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the account selector. You can remove the demo account at any time. Where the data comes from The data in the Google Analytics demo account is from the Google Merchandise Store and Flood-It!. The Google Merchandise Store is an e-commerce site that sells Google-branded merchandise. These 2 properties contain data in the account that is typical of what you would see for an e-commerce site, and include the following kinds of information: Traffic source data. Information about where website users originate. This includes information about organic traffic, paid search traffic, and display traffic. Content data. Information about the behavior of users on the site. This includes the URLs of pages that users look at, and how they interact with page content. Transaction data. Information about the transactions that occur on the Google Merchandise Store website. Flood-It! is a simple yet exciting strategy puzzle game in which you have to flood the whole game board with one color in fewer than the allowed steps. The game is available for download on Android and iOS. There is a Google Analytics 4 property for Flood-It! containing games reporting and data from the app and website that includes the following kinds of information: Calculated metrics. Information that is computed from existing metrics. This includes metrics like Average revenue per active user and Average engagement time. It also includes Buyer conversion and Revenue heartbeat, which are based on Google Plays recommended key performance indicators. Events data. Information about user interaction with content. This includes events like level completion and level resets. E-commerce data. Information related to in-app purchases. Ways to use the demo account Because the demo account shows actual data from an e-commerce website, it's useful for exploring Google Analytics reports and features. Here are a few things you can do with the 2 Google Analytics 4 properties: View the standard Google Analytics 4 reporting in the Merchandise Store property. Explore games reporting in the Flood-It! property. Do basic analysis, such as: Which channel is responsible for acquiring the most new users across your different platforms? How many total unique users does each business have? How many conversions have occurred on the Flood-It! app and Merchandise Store website in the last week? Perform funnel exploration: Where do users enter the conversion funnel, and where do they drop off? Conduct ad-hoc explorations by dragging and dropping multiple variables between the different segments, dimensions, and metrics you use to measure a business onto a canvas to see instant visualizations of your data. Limitations All users have the Viewer role for the Google Analytics Demo Account. This means that you can: See reporting data and configuration settings. Manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment). Create personal assets like custom reports and share them, and see shared assets. You cannot collaborate on shared assets. Data in the demo account is obfuscated but is still typical Analytics data. The Google Analytics 4 properties do not include report or exploration export functionality, the ability to see the device ID dimension, or the use of the User Exploration technique in the Explorations main menu. You cannot use the demo account with the Analytics Data API for either property type. Attempts to do so result in a permissions error. To remove your access to the demo account, follow the steps below. You can always get access to the demo account again. In Admin, under Account, click Account access management. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Administrator of the account level to edit an account. Make sure you are in the demo property. Click Remove myself. Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. To sign up for Gmail, create a Google Account. You can use the username and password to sign in to Gmail and other Google products like YouTube, Google Play, and Google Drive. Important: Before you set up a new Gmail account, make sure to sign out of your current Gmail account. Learn how to sign out of Gmail. From your device, go to the Google Account sign in page. Click Create account. In the drop-down, select if the account is for your: Personal use Child Work or business To set up your account, follow the steps on the screen. Create an account Tip: To use Gmail for your business, a Google Workspace account might be better for you than a personal Google Account. With Google Workspace, you get increased storage, professional email addresses, and additional features. Learn about Google Workspace pricing and plans. Try Google Workspace The username I want is taken You can't create a Gmail address if the username you requested is: Already being used. Very similar to an existing username. For example, if example@gmail.com already exists, you can't use example1@gmail.com. The same as a username that someone used in the past and then deleted. Reserved by Google to prevent spam or abuse. Someone is impersonating me If you believe someone has created a Gmail address to try to impersonate your identity, you can: Unfortunately, Gmail is unable to participate in mediations involving third parties regarding impersonation. Learn more about Gmail Terms of Use. Related resources How do I create a new Google Account? Sign in to Gmail Post to the help community Get answers from community members Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Your first step is to set up an Analytics account, unless you already have one. Skip to creating a property unless you want to create a separate account for this website and/or app. For example, you might want to create another account if this website and/or app belong(s) to a separate business. Go to . If this is your first time using Google Analytics, click Start Measuring. If you already have an account set up, go to step 2. In Admin, click Create, then select Account. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be a Viewer or above of the account level to create an Analytics account. Provide an account name. Configure the data-sharing settings to control which data you share with Google. Click Next to add the first property to the account. Use Google Analytics to understand the full customer journey, from first visit to purchase. You need the Editor role to add properties to a Google Analytics account. If you created this account, you automatically have the Editor role. You can add up to 2,000 properties (any combination of Universal Analytics and Google Analytics 4 properties) to an Analytics account. To raise this limit, contact your support representative. To create a property: Are you continuing from "Create an Analytics account", above? If so, skip to step 2. Otherwise, in Admin, click Create, then select Property. Enter a name for the property (e.g. "My Business, Inc website") and select the reporting time zone and currency. If a visitor comes to your website on a Tuesday in their time zone, but it's Monday in your time zone, the visit is recorded as having occurred on Monday. If you choose a time zone that honors Daylight Savings Time, Analytics automatically adjusts for time changes. Use Greenwich Mean Time if you don't want to adjust for Daylight Savings Time. Changing the time zone only affects data going forward. If you change the time zone for an existing property, you may see a flat spot or a spike in your data, caused by the time shift forwards or backwards, respectively. Report data may refer to the old time zone for a short period after you update your settings, until Analytics servers have processed the change. We recommend that you change the time zone for a property no more than once per day so Analytics can process the change. Click Next. Select your industry category and business size. Click Next. Select how you intend to use Google Analytics. Google Analytics tailors the set of default reports based on the information you provide about how you intend to use Analytics. For example, if you choose "Generate more leads," you will see a collection of reports to help you measure lead generation. Learn more about the business objectives reports collection. Click Create and (if you are setting up a new account) accept the Analytics Terms of Service and the Data Processing Amendment. Continue to Add a data stream to start collecting data. Add a data stream Are you continuing from "Create a property", above? If so, skip to step 2. Otherwise, in Admin, under Data collection and modification, click Data Streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to add a data stream. Click Add stream. Click iOS app, Android app, or Web iOS app or Android app When you add an app data stream, Analytics creates a corresponding Firebase project and app data stream, and automatically links the Firebase project to your property if your project and property are not already linked. You can link to an existing Firebase project, however you have to do this from Firebase (and for a GA4 property that is not yet linked with Firebase.) Learn how. Enter the iOS bundle ID or Android package name, the app name, and for iOS, the App Store ID, then click Register app. Click Next and follow the instructions to download the config file for your app. Click Next and follow the instructions to add the Google Analytics for Firebase SDK to your app. Click Next. Run your app to verify installation of the SDK and that the app is communicating with Google servers. Click Finish. (Alternatively, click Skip this step if you want to complete app setup at a later time.) Web Watch a step-by-step video to see how to set up Google Analytics on your website using Google Tag Manager. Set up data collection To begin seeing data in your new Google Analytics 4 property, you'll need to do one of the following: Add the tag to a website builder or CMS-hosted website (e.g., HubSpot, Shopify, etc.) Many CMSs have native integrations with Google Analytics 4. If you're using one of the CMSs listed below, follow the instructions to find your Google tag ID and paste it into the Google Analytics field that your CMS provides. To find your Google tag ("G-") ID: In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click the data stream for which you need the ID. Under Stream Details, copy the Measurement ID (starts with "G-" or "AW-") Enter your Google tag ID into the field that your CMS provides: All other website builders If you are using a CMS or website builder that doesn't provide a field to enter your Google tag ID, you'll need to paste your Google tag into your website using your CMS's custom HTML feature. In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually: On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag to your website using your CMS's custom HTML feature. Follow your CMS's instructions on how to do this below: Cart.com: Contact Cart.com support for instructions. PrestaShop: Contact PrestaShop support for instructions. Salesforce (Demandware): Contact Salesforce support for instructions. VTEX: Contact VTEX support for instructions. Webby instructions Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Add the Google tag directly to your web pages You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete the steps yourself. In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually: On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag immediately after the on each page of your website. Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Don't see a Data Streams option in the Property column? You are in a Universal Analytics property instead of the GA4 property that you just created. Use the property selector or Admin to navigate to your new GA4 property. Add your tag using Google Tag Manager To set up data collection for an app, read these instructions. Next steps After you have set up data collection, complete additional configurations to get more useful data out of Analytics. Review the checklist to learn which configurations are right for you to collect more data, filter unwanted data, and power advertising. Creating a new survey is simple: Visit . Click + NEW SURVEY. In step 1 (Write questions), select the appropriate question type(s) and write your question(s). Click CONFIRM. In step 2 (Pick audience), name your survey and select your target audience. Click CONTINUE. In step 3 (Confirm survey), review your survey questions and purchase responses. You also have the option here to adjust the survey frequency. Click BUY NOW or START TEST* if your survey has screening questions. Your survey is sent to our team for review and you receive a confirmation email once it has been started. You receive another email with a link to your results once your survey is completed. You can start seeing results once your survey is approved and data is processed, which usually happens in a matter of hours. *If you use screening questions, an audience test is required and the minimum incidence rate is 5%. Survey creation frequently asked questions Expand all Collapse all How can I target the appropriate audience with my survey questions? When Google Surveys collects responses from the general-Internet audience, it uses published Internet-population data sets for the target-population distribution. For example, when targeting United States, the United States governments Current Population Survey (CPS) Internet Supplement is the target population distribution. For details, see our methodology overview. Note that our audience incomes are the median income of the areas we surveyed. You can target questions based on inferred demographics (age, gender, or geography) from the first step of the survey-creation wizard. For custom audiences such as dog owners or people who play golf, you can use screening questions that let you screen respondents to ensure that they are in your target audience. A screening question can be any non-binary, multiple choice question such as Yes / No / I plan to. As an example, respondents first see your screening question and then those who select Yes or I plan to answer the following questions from your survey. What types of language targeting are available? When targeting surveys to the general population in specific countries, you are required to write your survey questions in the language that's available in the country you selected. Learn more about the language availability for each country. Survey translation Google Surveys does not provide any survey-translation services. All surveys must be written and submitted in the language that the survey is targeting. Surveys are not automatically translated. Where will my survey questions appear? Questions appear throughout sites in our publisher network in order to get a representative sample of respondents. Users complete survey questions in order to access high quality content around the web, and publishers get paid as their users answer. Google and many publishers want to protect their readers privacy and ensure that any proprietary data they have about their readership is not exposed, so we do not supply a list of the sites where individual questions run. Can I create matrix-grid-type questions? Google Surveys does not support matrix questions, or grids with response categories along the top and a list of questions down the side, which often prompt participants to abandon surveys (Brecko, Carstens; 2006). Instead, we suggest that you break out each row of a matrix question into its own separate multiple choice or rating question. This way, respondents can focus on each question and provide more accurate answers. Learn more about our available question types Post to the help community Get answers from community members

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