






In this article:

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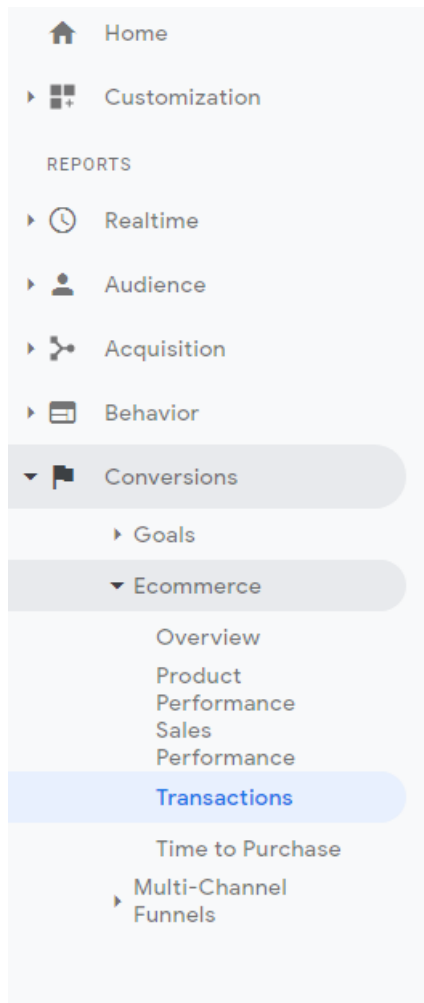
Step 1: Confirm eCommerce tracking is enabled

In order for Ascent360 to be able to use the data that is provided from Google Analytics, eCommerce tracking has to be enabled. To confirm that your Google Analytics account has eCommerce tracking turned on, first log in to the Google Analytics account and view you would like to connect with.

Analytics Accounts	Properties & Apps	Views
Ascent360 44392563 >	Ascent360 UA-44392563-1 >	 ☆
		 ☆
		 ☆
		Master Filtered View 105535254 Open ☆
		 Master Filtered View ☆

If your Google Analytics account contains multiple views, please let your CSM know the name of the view you would like us to pull from once access has been granted.

Once you have logged in, navigate to Conversions > Ecommerce > Transactions on the left menu.



If eCommerce tracking is turned on for your account, you will see the following report:

Primary Dimension: Transaction ID

Secondary dimension

Transaction ID	Revenue	Tax	Shipping	Quantity
1. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
2. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
3. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
4. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
5. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
6. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
7. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
8. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
9. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1
10. TRANSACTION ID	\$100.00	\$10.00	\$10.00	1

Show rows: 10 Go to: 1 1 - 10 of 419

If eCommerce tracking is not turned on for your account, you will see the following message:

This report requires ecommerce tracking to be set up for the view.

What is ecommerce tracking?

Ecommerce tracking is a snippet of code you can include on your site or app to collect transaction data like product sales, purchase amounts, and billing locations, and connect it to your Google Analytics account.

Why set up ecommerce tracking?

With ecommerce tracking, you can better understand the value of your digital business. Use the Ecommerce Reports to segment and analyze your data, and discover relationships between your marketing campaigns, user engagement, and transactions.

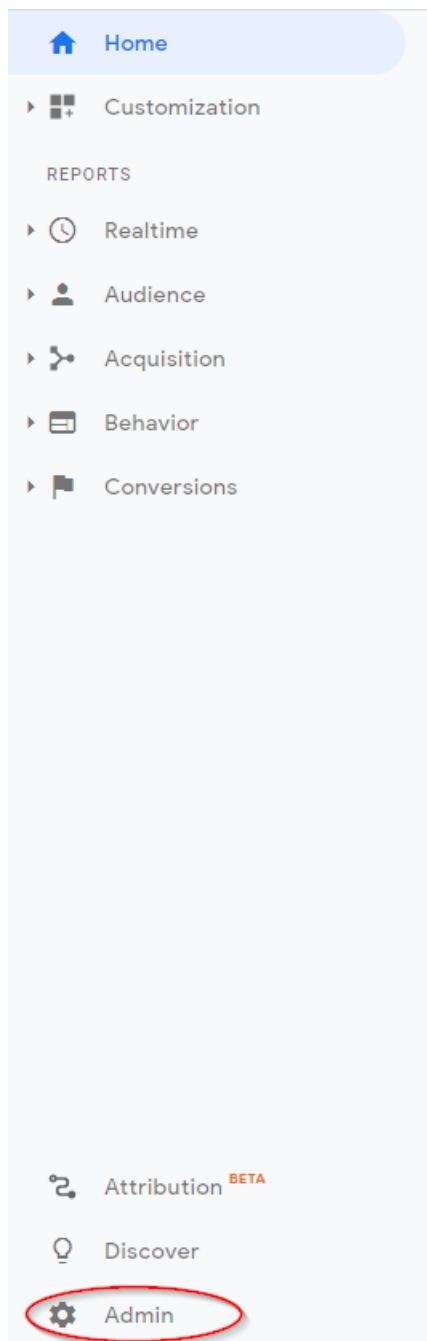
[Learn more](#)

Click "learn more" to learn more about how to enable eCommerce tracking so that you can track how your transactions are attributed.

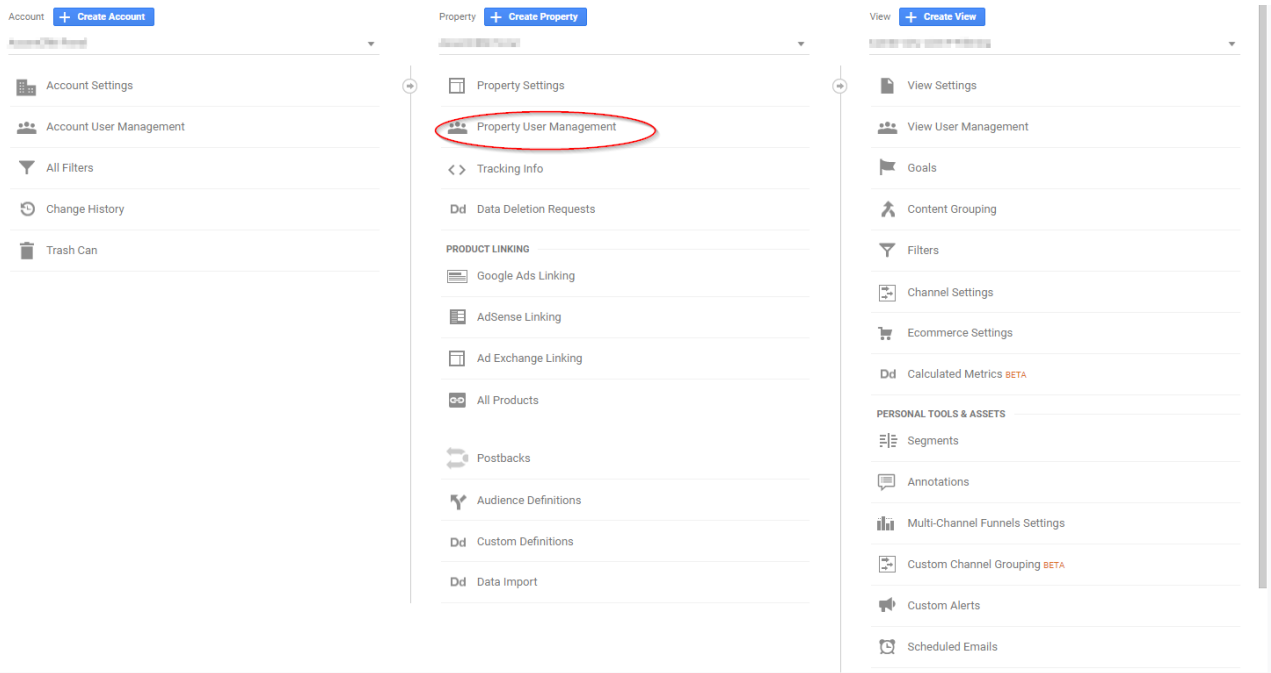
Step 2: Add Ascent360's Google User to allow access

Once you have validated that there is data to be pulled, all that is required is to add the Ascent360 accounts as "Read and Analyze" users for access.

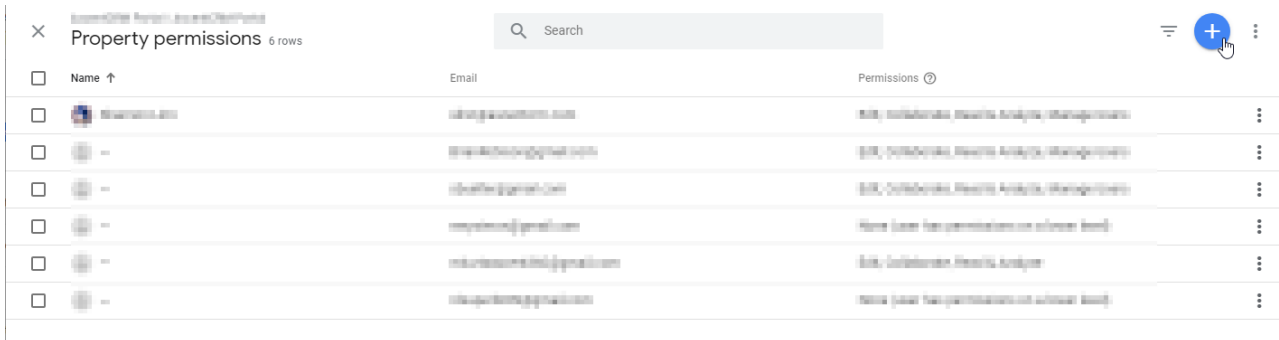
Start by accessing the admin panel. First, click "Admin" at the bottom of the left menu.



Then, select "Property User Management" from the middle column. This will open the property permissions menu.



From the Property Permissions menu, click the "+" button in the upper right of the screen and select "Add Users"



The two users you will need to add with "Read & Analyze" access are **as360-365@ascent360-1.iam.gserviceaccount.com** and **google@ascent360.com**

Email addresses

google@ascent360.com as360-365@ascent360-1.iam.gserviceaccount.com

Notify new users by email

Permissions

Edit Can create and edit views, filters, goals, etc. Cannot manage users. Learn more	<input type="checkbox"/>
Collaborate Can create and edit shared assets, like dashboards or annotations. Learn more	<input type="checkbox"/>
Read & Analyze Can view report and configuration data. Learn more	<input checked="" type="checkbox"/>
Manage Users Can add users, delete users, and change user permissions. Learn more	<input type="checkbox"/>

Click the "Add" button in the upper right corner, and that will send Ascent360 a notification that we have access, and we'll get started setting up the integration.

If your Google Analytics account contains multiple views, please let your CSM know the name of the view you would like us to pull from once access has been granted.