

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.

Tandem Beam - Server-Side Conversion Tracking

Generated: January 15, 2026 | For support, contact your Tandem Beam account representative