



# Video Transcript: Google Analytics Connector Demo

[\[Link to video\]](#)

Hello everyone. Today I'm going to show you a demo of Google Analytics connector for Data Cloud. I will talk about what data you can bring in from this connector and then what use cases it will light up for your customers, and that way you can create a unified data foundation and unlock new experiences for your customers.

Let me start by talking about what data can be ingested using this connector. So you can bring in account information like user accounts...summaries, and then you can also do engagement trends over time, and you can also identify where the traffic is coming from. Is it from a campaign? Is it from a platform, what mediums and things like that. We can also get in demographics data like user age, gender, location, interests, and then behavioral data like their purchase behavior, which product categories, and how has their engagement been? Like which pages have the most visited, which events, conversations, and you can bring in user interactions tracked on site or app. So there's a lot of data that you can bring in and this is just a subset of the data that we're bringing in, not an exhaustive list.

Let's go over the use cases. Once you get all of this data into Data Cloud, you can combine Google Analytics, web engagement data with CRM data and then you can do identity resolution on top of it to combine some profiles and then build a unified view of customers.

Uh, once you have a unified view, you can then...use whatever criteria you would want, maybe behavioral data, page views, clicks, purchases, or demographic data. Uh, you already combined that with CRM data now, so now you can create segments on top of it. You can activate these segments into Marketing Cloud for personalized campaigns. And we don't just stop at creating campaigns, right? We want to measure the performance of these campaigns. So you can connect Google Analytics acquisition data with the advertising spend and then sales data and then compare and understand which ads are performing well, and then how are these corresponding sales with that particular ad. And then you can measure campaign effectiveness across various channels.

Uh, you can also identify disengaged users based on session drop-offs and inactivities, and then you could use AI models to predict churn and trigger retention actions, like sending a promo code or a coupon code for the users who dropped off and getting them to re-engage. You can also analyze purchase behavior alongside loyalty program data. Your company might already be having a loyalty program and then you can bring in that loyalty program information into Data Cloud, combine that with Google Analytics data and CRM data, and then you can optimize product recommendations based on, you know, browsing and transaction history. You can leverage Google Analytics event data to train AI models for propensities coding and forecast customer lifetime value based on behavioral patterns. So these are a lot of insights that you can uncover using the data and combining that with CRM data and what... whatever data you would want to bring in.

So let's talk about how to set up this Google Analytics connector. There are 3 main steps involved in this. Uh, one is on Google console, and the second one is on Salesforce Setup, and then Data Cloud Setup. So in Google console, you need to enable a couple of APIs, set up consent screen, and then set up credentials. And in Salesforce Setup you need to set up auth provider, external credentials, external auth provider, name credentials, and authenticate the principles. And then you need to set up the right permission set. And then you go to Data Cloud Setup to create the actual connection.

So let me show you what we need to do in the Google console. So, I'm right now logged into my Google console account, Google Cloud console account, and then you need to click on APIs and Services. You need to enable these two APIs, Google Analytics admin API and Google Analytics API. All you need to do is just search for that API here and then enable it. Because I already have it enabled, it just shows as API already enabled.

After enabling the API, the next thing to do is OAuth consent screen. You need to click on OAuth consent screen and then come to audience. I already have ... an app published. So if, if I don't have that ... this is how it look like if I'm coming here for the first time, and then you need to make it external. And there are two statuses here, testing and production, because our app is still in development. We chose testing, but there are some limitations with choosing testing. As shown here, the refresh token expires in 7 days ... if your app is in testing status. So you need to be mindful of that. And then if I click on testing and click **Confirm**, you can see that the, it is published and you can add users. I already have my email ID added to this. Uh, and then we are done with the OAuth consent screen. The next thing to do is go to client and then you need to create a new client. This is where you'll be creating the credentials as well. You just need to click on **Create Client** and choose the application type as Web Application, and then you just click **Create**.

Already have one created, so let me show you that. So um the name of my client is Web Client One, and then as you can see, if I, after I click **Save**, it generates the client ID and client secret. You need to make note of them because you will be using them in Salesforce and Data Cloud to set up the connection. And ... once you're done with this, um we are pretty much done. We just need to add this URL. Remember, this needs to be brought in from the Salesforce Setup. So I

will go over that ... but just remember, remember this, that you don't have to do it right away. You'll need to come back to this. Once you, once you are done with the Salesforce Setup. We're basically done with the Google console um steps here. So now we're moving on to Salesforce Setup.

So go to Salesforce Setup ... search for Auth. Providers and then you will come here. You just need to create New. And, and then choose the provider type as open ID connect and then add all this information and click **Save**. I will show you one which I already created, which is Google Analytics 3. So it will ask you for the name, name is whatever you can give and then URL suffix is also not an important field here, so you can give any relevant name and URL suffix. And then the consumer key and consumer secret is what you would be copying from here. This is the client ID and this is the client secret, which is what you'll be copying here. And then authorize endpoint URL and token endpoint URL. Make a note of them. This is what Google recommends. So you need to provide the same URLs while trying to create an Auth provider. And then also note that...you need to add ... this scope ... analytics dot read only. This is the scope you need to add, otherwise the connection may not work. So make a note of the scope as well. And then you click **Save** and then you are done with creating the Auth provider.

Once you create an auth provider, you will be given a callback URL. So this callback URL is what you will copy and paste here. Uh, so this was, this was a step I was talking about earlier where we needed to come back here and then we are done with auth providers. Um, after we are done with auth provider, then we need to go to Setup again. And then search for named credentials. And then this is the screen we would come in.

Uh, we first need to create an external auth identity provider. Click on **new**... give label name as per your choice, and then choose authentication protocol as Oauth 2.0 and then authentication flow type as browser flow, and then you will again copy the same ... client ID, client secret over here and then authorize endpoint URL and token endpoint URL are the same as what we did here. I already created ... one external identity provider, so I will show you that. Uh, we chose Oauth 2.2, 2.0 as authentication protocol, authorization code browser flow as authentication flow type, and then client ID, client secret from the Google Console, and then we gave endpoint URL and token endpoint URL as these links right here.

Uh, and then we are, we're done with the, we're done with the external auth identity provider. This step is done. And then the next step is creating an external credential. Same, we'll create **new** and then give label and name as per your choice and then authentication protocol. As Oauth 2.0 and then you will select ... identity provider as external auth identity provider and then we we just created this one so that will show up here and then you also need to add the scopes here. The same scopes as we did in ... authentication provider. I will show you one that I created. So this is my ... external credential. This is a label, names OAuth 2.0, browser flow. This is the scope that I added. Make a note of this one. It has to be analytics.read only, and then I chose my external identity provider as Google Analytics 3. And then we click **Save**. Uh, there's one more step that needed that that needs to be done here.

Once you click **Save**, we also need to add a principle. So you click on **New**. Give a parameter name of your choice and the sequence number of your choice. And choose the identity type as named principal and then click **Save**. I only created one, and then after you create that, you need to authenticate. Once it is authenticated properly, the status should show as configured, and then you should be done here in the extra credential step. After this, you come to name credentials, create a new name credentials, give label and name of your choice, and then you select the external external credentials that you just created, um, and then click **Save**. I will show you one that is created. And then this is the URL you need to give, make a note of that label name, we show the credentials that we created and then click **Save**. And that's it. We are done with creating name credentials, and then the next step is permissions.

So for that, you'll come to Salesforce Setup, search for permission sets, and then click on that, and then you'll click on new to create a new permission set. It's very simple. You just give it a name, API name, and then click **Save**. Uh, I already have one created, so I will show you, what it looks like and what you need to do. So this is the one I've created. Uh, you need to go in there, click on external credential principal access ... and then click **Edit**. So you need to add your external credential principle here. So, remember we have we have created this external credentials. The label for that is GA\_EC\_3, and then we gave ... parameter name as one. So that's the same name that's showing up here. So I made it available here and then you just click **Save**. And then I need to go into manage manage assignments and then add my ... username here by clicking on add assignments. So that's it. We are done with the permission set.

So we're done with Google Console set up. We're done with Salesforce Setup, and then the last piece is going to Data Cloud Setup. So, now we are in Data Cloud home screen. From here, we will go to Data Cloud Setup and then click on other connectors. And then click new, search for Google Analytics connector, um, and then give a connection name. Let's seem VasanthiDGA1, and then choose the name credentials that we just configured and then test connection. As you can see, the connection was established, and then I just click **Save**. And then the connection should be there. As you can see, this is the connection. It's still processing. I just created a ... another one recently, and this one is already active. Uh after we create that connection... now we can go to Data Cloud home screen to create a data stream. So you can click on data stream, create new, choose your connector. So in our case it's Google Analytics connector and we already have a connection for it. I will use my previous one just in case if it isn't active yet. And then it'll show what objects you can bring in from your Google Analytics Connection. And then I'll click on account summaries, click next, and then it will ask me for the primary key... and then I can select what all fields I want to bring in. Click next. And then I'll choose full refresh or incremental refresh. Looks like for this particular connector incremental is not supported, so we can, I can choose full refresh. And then I can choose the refresh frequency I want. We have daily, hourly, weekly, or monthly. And then click **Deploy**. And ... I can show you a data stream that we recently created um as you can see that. This is an hourly refresh frequency, so it's incremental refresh mode. It's for a different table and it's been successful throughout. Uh, my last ones status is success, last refreshed, last processed records.

So this is how you can use Google Analytics connector to bring in your data from Google Analytics and Data Cloud. Uh, I hope this demo is helpful. Thank you.

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