

## فصل دوم



### درس چهارم

#### لینک گوگل ادز به GA۴

Google Ads links to GA۴  
Import Google ads data





## admin -> google ads links

Analytics | All accounts > MentorX  
mentorx.ir GA4

Try searching "where did my users come from"

ADMIN USER

Google Ads Links

Ad Manager Links

BigQuery Links

Display & Video 360 Links

Merchant Center

Optimize Links

Google Play Links

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روی link کلیک کنید تا اکانتی که دسترسی ادمین در گوگل ادز رو دارید، بهتون نشون بده. یادتون باشه که دسترسی گوگل آنالیتیکس هم باید اِدیتور باشه

The screenshot shows the 'Google Ads links' management page. On the left, there's a sidebar with navigation options: 'Data Deletion Requests', 'DebugView', and 'PRODUCT LINKS' (with sub-options for 'Google Ads Links' and 'Ad Manager Links'). The main area has a search bar and two buttons: 'Link' (highlighted with a red circle) and 'Import'. Below these is a table with columns: 'Account Name', 'Account ID', 'Account type', 'Personalized Advertising', 'Date linked', and 'Linked by'. The table is currently empty, displaying the message 'No links yet. Click "Link" to create one.' At the bottom right, there are pagination controls showing 'Items per page: 5' and '0 of 0'.



اگه با گوگل آنالیتیکس یونیورسال کار می‌کنید و گوگل ادز بهش وصله، می‌تونین داده‌های ادز رو از یونیورسال به ga4 انتقال بدید. برای این کار باید روی IMPORT کلیک کنید



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روی choose google ads accounts کلیک کنید تا اکانتی که دسترسی ادمین بهش دارید رو ببینید

× Create a link with Google Ads

### Link setup

By linking your Analytics property to your Google Ads account, you will enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorized users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

- 1** Choose Google Ads accounts
  - Link to Google Ads accounts I manage
  - Choose Google Ads accounts**
  - Next
- 2** Configure settings
- 3** Review and submit



همونطور که می‌بینید، من کلی اکانت گوگل ادز دارم که باید به id توجه کنم. اگه شما به دونه اکانت دارید، کارتون راحت‌تره. فقط کافیه انتخابش کنید و روی confirm کلیک کنید

× Link to Google Ads accounts I manage  Confirm

**i** To link a GA property to a Google Ads account, you must have "edit" permissions on the GA property and admin access on the Google Ads account. Google Ads accounts for which you have admin access are listed here.

[Collapse all](#) [Expand all](#)

	Account name	Account ID	Account type
<input type="checkbox"/>	Google Ads account	336-100-4949	Account
<input type="checkbox"/>	Google Ads account	490-914-9884	Account
<input type="checkbox"/>	Google Ads account	568-884-6564	Account
<input type="checkbox"/>	Beroozresan	672-178-2441	Account
<input checked="" type="checkbox"/>	Digitalmentorx	155-154-8884	Account
<input type="checkbox"/>	Khazanbook	901-453-7798	Account

**i** Selected: 1 (maximum: 20)  
You have selected a Google Ads account. You may not complete links to manager accounts and sub-accounts at the same time. You may create separate links to manager accounts once this link is completed.



همونطور که می‌بینید، من کلی اکانت گوگل ادز دارم که باید به id توجه کنم. اگه شما به دونه اکانت دارید، کارتون راحت‌تره. فقط کافی‌ه انتخابش کنید و روی confirm کلیک کنید

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	Account name	Account ID	Account type
<input type="checkbox"/>	Google Ads account	336-100-4949	Account
<input type="checkbox"/>	Google Ads account	490-914-9884	Account
<input type="checkbox"/>	Google Ads account	568-884-6564	Account
<input type="checkbox"/>	Beroozresan	672-178-2441	Account
<input checked="" type="checkbox"/>	Digitalmentorx	155-154-8884	Account
<input type="checkbox"/>	Khazanbook	901-453-7798	Account



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You have selected a Google Ads account. You may not complete links to manager accounts and sub-accounts at the same time. You may create separate links to manager accounts once this link is completed.



حالا باید روی **configure settings** یا **next** بزنید تا تنظیمات لینک گوگل ادز به **ga** رو انجام بدید.

Link setup

By linking your Analytics property to your Google Ads account, you will enable data to flow between the products. Data exported from your Analytics property into Google Ads is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service. By creating this link, your email address will be recorded and may be visible to authorized users of this Google Analytics property and/or the linked Google Ads account. [Learn more](#)

- 1** Choose Google Ads accounts
  - Link to Google Ads accounts I manage 
  -  **Digitalmentorx**  
155-154-8884
  - Next**
- 2** Configure settings
- 3** Review and submit

## 2 Configure settings



### Enable Personalized Advertising

Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link f



اینو فعال کنید تا ایونت‌ها و audience که در ga۴ ساختید، در گوگل ادز ایمپورت بشه تا بعدا بتونین دیتای بهتری داشته باشین. یادتون نره حتما فعالش کنید



### Enable Auto-Tagging

Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

#### Enable auto-tagging on selected Google Ads accounts (recommended)



This option appends a unique ID to the end of the destination URL. This ID lets Analytics report the details of each click. If this option is selected when linking to a manager account, auto-tagging will be enabled on all Google Ads Accounts directly linked to the manager account. [Learn more](#)

#### Leave my auto-tagging settings as they are



For accounts where auto-tagging is disabled, your data will appear specific tags. [Learn more](#)

با فعال کردن auto-tagging، دیتای گوگل ادز توی گوگل آنالیتیکس ۴ مشخصه و دیگه نیازی نیست به صورت دستی، برای دیتامون تگ بذاریم



### Allow access to Analytics features from within Google Ads

Google Ads users with Standard or higher access levels in this Google Ads account will be able to make changes to this Analytics property using embedded Analytics features, such as audience builder, from within Google Ads. You can change these access settings at any time. [Learn more about Ads integration.](#)



برای اینکه یه سری تغییرات توی گوگل ادز انجام بدیم و به طور اتوماتیک این تغییرات توی ga۴ هم ثبت بشه، این گزینه رو فعال کنید

Back

Next






در آخر هم به بار دیگه مرور کنید بعد روی submit کلیک کنید


Configure settings


3 Review and submit


Link to Google Ads accounts I manage

 Digitalmentorx  
155-154-8884

Data configurations

 **Enable Personalized Advertising** ON  
Google Analytics audience lists and remarketing events/parameters will be published to the linked Google Ads accounts. You can change this setting anytime while maintaining your link for other purposes.

 **Enable Auto-Tagging** ▼  
Auto-tagging allows Analytics to associate Google Ads data automatically with customer clicks, enabling richer and more detailed reporting data than manual tagging across a number of Google Ads metrics and dimensions. Any Google Ads reporting features or ad units added in the future will only be available if auto-tagging is enabled.

 **Allow access to Analytics features from within Google Ads** ON  
Google Ads users with Standard or higher access levels in this Google Ads account will be able to make changes to this Analytics property using embedded Analytics features, such as audience builder, from within Google Ads. You can change these access settings at any time. [Learn more about Ads integration.](#)

[Back](#) [Submit](#)




در آخر هم به بار دیگه مرور کنید بعد روی submit کلیک کنید


Configure settings


3 Review and submit


Link to Google Ads accounts I manage

 Digitalmentorx  
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[Back](#) [Submit](#)



اتصال با موفقیت انجام شد. حالا باید منتظر بمونیم.  
حداکثر ۲۴ ساعت طول می‌کشد تا دیتای گوگل ادز رو در ga۴ ببینید.

Create a link with Google Ads


Results

 Digitalmentorx  
155-154-8884

**LINK CREATED**


What's next?

It may take up to 24 hours for your Google Ads link to begin displaying data.

 **Import conversions into Google Ads**

You can easily import your Analytics Conversions into Google Ads, allowing you to make more informed refinements to your campaigns without ever leaving your Google Ads account. If you are using Google Ads Smart Bidding to manage your bids, it will automatically start using Analytics Conversions once you have imported them into Google Ads.

[Learn more about importing conversions](#)

 **Create a remarketing audience in Analytics**

Remarketing with Google Analytics lets you segment your audience of past users and deliver relevant ads for your Google campaigns based on the actions that people have taken on your site and in your app. Take advantage of Analytics data to identify those users' interests (e.g. which product pages they visited) and build audiences focused on those users.

[Learn more about creating audiences](#) | [Get started](#)



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## لیست اکانت‌های گوگل ادز متصل به GA4 رو در همین قسمت می‌تونین ببینید

Analytics | All accounts > MentorX | mentorx.ir GA4

Try searching "where did my users come from"

ADMIN USER

Data Deletion Requests

DebugView

PRODUCT LINKS

- Google Ads Links
- Ad Manager Links
- BigQuery Links
- Display & Video 360 Links
- Merchant Center
- Optimize Links
- Google Play Links
- Search Ads 360 Links
- Search Console Links

ADDITIONAL SETTINGS

### Google Ads links

Search Link Import

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
Digitalmentorx	155-154-8884	Account	Enabled	Apr 13, 2023	teymoorishima@gmail.com

Items per page: 5 1 - 1 of 1



## حالا بریم سراغ import

اگه گوگل ادز به گوگل آنالیتیکس یونیورسال وصله و می‌خوااین دیتاشو به ga4 منتقل کنید، از import استفاده کنید.

The screenshot shows the Google Analytics Admin interface for the account 'mentorx.ir GA4'. The 'ADMIN' tab is selected, and the 'Google Ads links' section is active. The 'Import' button is highlighted with a red circle. The table below shows one linked account.

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
Digitalmentorx	155-154-8884	Account	Enabled	Apr 13, 2023	teymoorishima@gmail.com



اکانت گوگل ادز موردنظرتون رو انتخاب کنید و بعد روی import کلیک کنید.

✕ Import Ads links from your connected Universal Analytics property Import selected Ads links

Your linked Universal Analytics property has 5 links to Google Ads accounts. Google Ads links enable you to share your Analytics and Google Ads data to maximize your marketing return on investment. Select the Google Ads links you would like to import. We will copy each eligible link into this property.

Learn more: [How to import your existing Google Ads links to your new GA4 Property](#)

**i** This tool is the first step in getting your Analytics data into Google Ads. This makes the data available to Google Ads, but it isn't being used until you take further action within Google Ads. [Learn more](#)

### Select Google Ads links to import

Search

<input type="checkbox"/>	Google Ads Account Name	Google Ads Account ID	Personalized Advertising
<input type="checkbox"/>	ADN-STE01	8103202047	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Behgozin	5743817495	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Google Ads account	1701927413	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Mentorix	8658222456	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Digitalmentorx	1551548884	<input type="checkbox"/>

**i** Selected: 1 (maximum: 399)



# به همین سادگی، اکانت جدید گوگل ادز با اطلاعاتش ایمپورت شد

Analytics | All accounts > MentorX  
mentorx.ir GA4

Try searching "where did my users come from"

ADMIN USER

Google Ads links

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
Digitalmentorx	155-154-8884	Account	Enabled	Apr 13, 2023	teymoorishima@gmail.com
Mentorix	865-822-2456	Account	Enabled	Apr 13, 2023	teymoorishima@gmail.com

Items per page: 5 1 - 2 of 2





## جهت یادآوری

- دسترسی ادمین در گوگل ادز و دسترسی editor در ga۴ برای لینک این دو ابزار نیازه
- حتما auto tagging رو فعال کنید
- حداکثر ۲۰ اکانت گوگل ادز به یک property گوگل آنالیتیکس ۴ می‌تونیم وصل کنیم.
- حداکثر ۲۴ ساعت طول می‌کشه تا اطلاعات گوگل ادز در گوگل آنالیتیکس ۴ نمایش داده بشه
- اگه گوگل ادز و گوگل آنالیتیکس یونیورسال متصل دارید، می‌تونید از import استفاده کنید تا داده‌هارو به ga۴ منتقل کنید





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## تمرین

- گوگل آنالیتیکس ۴ رو به اکانت گوگل ادز وصل کنید
- اگه از قبل اکانت گوگل ادز فعال دارید که به گوگل آنالیتیکس یونیورسال وصله، اطلاعاتشو به GA۴ ایمپورت یا منتقل کنید