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**EM Support for Google
Analytics 4**
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On July 1, 2023, Google is retiring its Universal Analytics product for standard properties and is transitioning to Google Analytics 4. In advance of this change, EM has been updated to support Google Analytics 4.

Information on current integrations:

[Manuscript analysis services](#)

[Repositories](#)

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EM Support for Google Analytics 4

User role impact: NONE

Publishers can take advantage of Google Analytics to measure user engagement across their Editorial Manager (EM) sites. Google Analytics offers insights into user transactions such as publication login or main page traffic, which linked resources get the most clicks, and the navigation behavior of site visitors.

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TO CONFIGURE:

No system configuration is required.

Publishers that already use Google's Universal Analytics to capture analytics against their EM sites will need to add the Google Analytics 4 property to their Google Analytics account. Once the property has been added, EM customers must then provide their updated Google Tag ID to their Aries Account Coordinator to ensure uninterrupted data capture from their sites. Google Tag IDs typically start with a G, or in some cases follow the gtag.js format.

Please refer to [Google's instructions for setting up an analytics account and site](#). Once both the account and site have been created, a Google Tag ID will be generated. Contact your Aries Account Coordinator to have your Google Tag ID added to your EM sites.