



HOW TO SET UP CROSS-DOMAIN TRACKING IN GOOGLE ANALYTICS 4

Here we'll walk you through the steps to set up cross-domain tracking in GA4. Everyone will have some variance in web properties, but the steps are clear enough to adapt to your needs.



1 Open your GA4 configuration tag in GTM

- Navigate to your GA4 configuration tag.
- Under **Fields to Set**, check that `allowLinker` is enabled. This enables GTM to append tracking parameters to URLs.

2 Enable cross-domain tracking in GA4

- In your GA4 property settings, go to **Admin** → **Data Streams** → **More Tagging Settings** → **Configure your domains**.
- Add all relevant domains you want to track, e.g. `example.com`, `checkout.com`, `blog.example.com`.

3 Configure the linker in GTM

- While still in your GA4 configuration tag, expand **Cross Domain Tracking**.
- Add the same domains you listed in GA4.
- GTM will automatically append the `_gl` linker parameter to URLs when users click among these domains.

4 Publish your container

- Save your changes.
- Preview to test.
- Publish your container.

5 Test your implementation

- Use GA4 DebugView or Tag Assistant to confirm that sessions persist when you navigate among domains.
- Check that no new session is created when crossing from one domain to another.