How to Grant NPR Digital Services Access to Your Google Analytics Account

1. Login to your Station Analytics System (SAS) Account at analytics.nprstations.org.

2. Once logged in, click the Setup tab.
3. On the Setup page, choose the station to which you are granting access, and click on the “Get Code” link for that station.

4. The Get Code page lists two email addresses. Keep this page open while you move on to the next steps.

5. In a new tab, navigate to your Google Analytics account and log in.
6. Once logged in there, enter the Admin section of your account.

7. Select “User Management” under the account.
8. Go back to the “Get Code” page in the Station Analytics System and copy the first email address listed there.

9. Navigate back to the “User Management” section of the Google Analytics account. Paste the email address into the field titled “Add permissions for.” Check all four boxes listed under the “Manage users, Edit, Collaborate, Read and Analyze” drop down. Hit the “Add” button.
10. Go back to the “Get Code” page in the Station Analytics System and copy the second email address listed there.

11. Repeat step 9 with the second email address.

12. If you have further questions, email us at analytics@ds.npr.org.