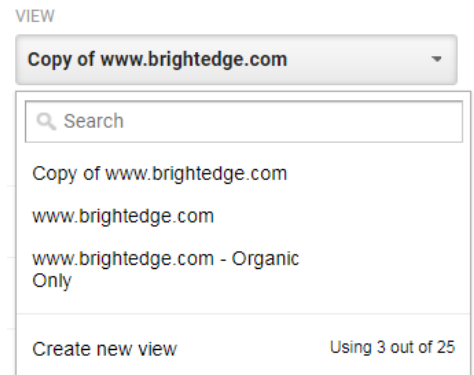


# Creating a Filtered View in Google Analytics and Importing It into BrightEdge

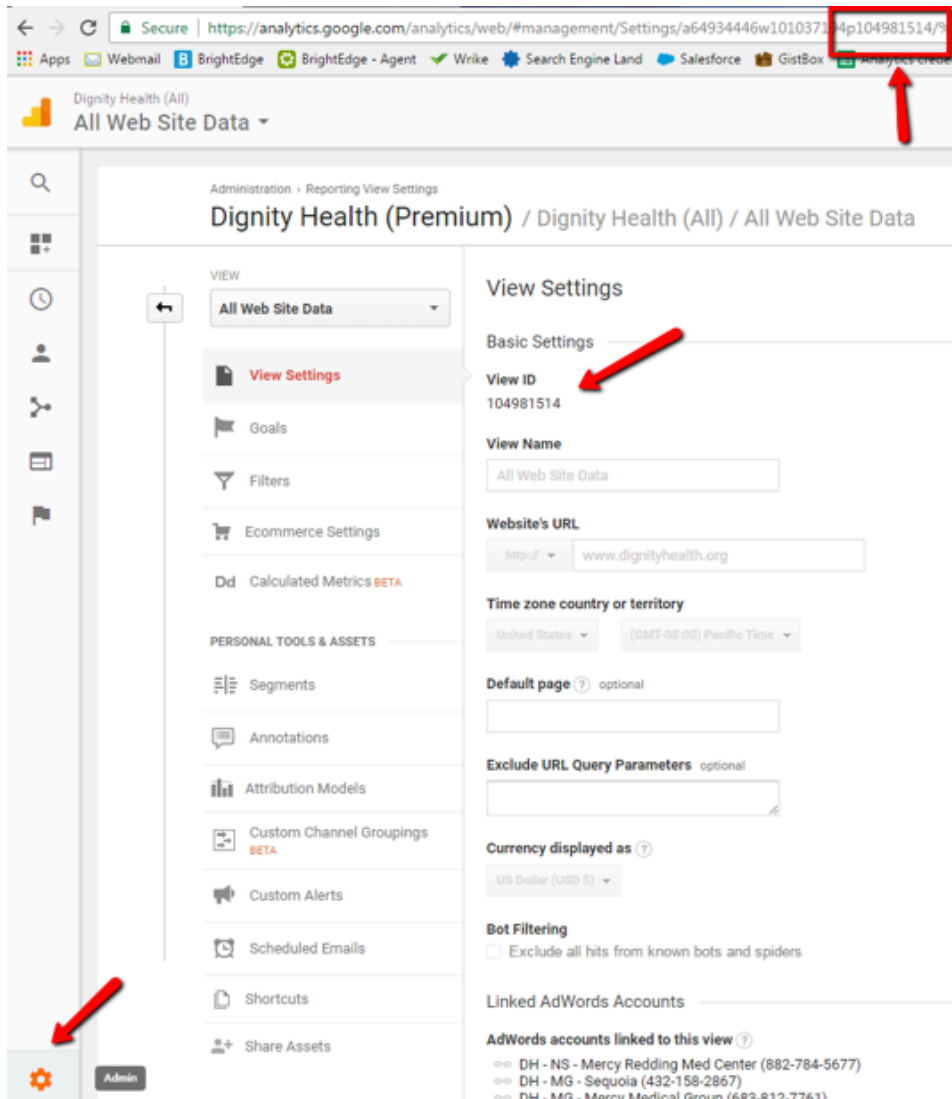
Measuring your organic traffic in Google Analytics accurately often requires you to filter traffic and create segments. For example, a SaaS company that wants to measure traffic excluding returning subscribers needs to use a filtered view. You can integrate that filtered view into BrightEdge to drive Site Reporting and Page Reporting. Here are the steps to integration.

1. In Google Analytics go to your Administration page by clicking the gear icon in lower left
2. In Admin click the dropdown under the "VIEW" column on the far right
3. Select Create New View from the dropdown menu
4. Follow the process to create View, return to Admin screen, select new View from View dropdown menu
5. Under new View, select "Filters"
6. Apply your Filters to segment traffic you want in the view and Save changes.



+ ADD FILTER		Assign Filter Order	
Rank	↓	Filter Name	Filter Type
1		<a href="#">San Mateo Office Exclude</a>	Exclude
2		<a href="#">New York Office Exclude</a>	Exclude
3		<a href="#">Show www for info subdomain</a>	Search and Replace
4		<a href="#">Staging Site Exclusion</a>	Exclude

7. Note new View ID number (See diagram below)



8. Log in to BE platform
9. Under Setup, enter Integrations and select Google Analytics
10. Follow regular process to integrate – select new View ID you as the one to integrate
11. You can set up both filtered and unfiltered integrated BrightEdge accounts

If you would like to discuss the topic, please contact your customer success manager or call us at 800-678-8023 or email us at [info@brightedge.com](mailto:info@brightedge.com).