Give Hyperdrive audit access

Start here • Updated November 17, 2026

Meta first → Confirm access → Add the other accounts

1. Start with Facebook

Open Meta Business Suite on a computer. Use the next page to share your ad account and its website dataset. If you only have time for one step, do this one.

2. Send Ryan a quick reply

Tell Ryan the name of the ad account you shared. For Google Ads, include the 10-digit customer ID from the account that runs your campaigns. An ID is enough for us to start the manager request.

3. Work down the guide

Google Ads: campaign history. Google Analytics: traffic and sales. Tag Manager: tracking setup. Klaviyo: email attribution. Shopify: actual orders. For Analytics and Tag Manager, use the installations you already have.

4. Use these addresses for individual invitations

ryan@hyperdrivelab.com
veronica@hyperdrivelab.com
sara@hyperdrivelab.com
A partner invitation goes to the agency once. Ryan assigns team members on our side.

5. What we'll look for

We'll trace a consultation from the first inquiry to a paid order, compare how the channels report it, and identify the first test worth running.

Access notes If someone else manages an account, forward only that platform's page to its administrator. Keep your current agencies in place. Passwords, backup codes and billing details stay with you.

Check before you leave Reply once you've finished Meta. We'll confirm what we can see and tell you if a specific asset is missing.

Meta • Facebook & Instagram

Start here • Use the business portfolio that owns your assets

Business settings → Users → Partners → Add

1. Open the right business

At business.facebook.com/settings, select the portfolio that owns your Facebook Page and ad account. The person adding a partner needs full control of that portfolio.

2. Add Hyperdrive as a partner

Under Users, select Partners → Add → Give a partner access to your assets. Enter 1699069137080938. Confirm the displayed partner is Hyperdrive Lab before continuing.

3. Select the assets

Ad accounts → choose the one with campaign history → View performance. Pages → choose the brand Page → Insights. Instagram accounts → choose the connected professional account → Insights where available.

4. Include the website dataset

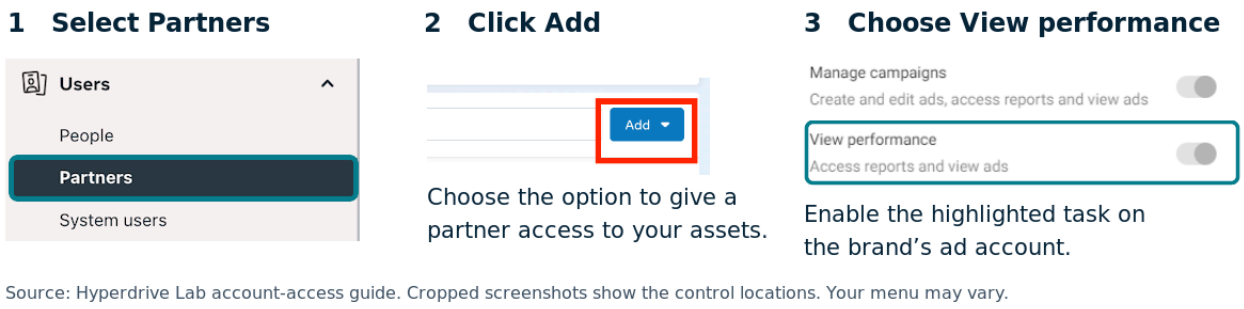
Select the dataset/pixel that receives the store's events and grant Use events dataset if available. If missing here, open Data sources → Datasets (or Datasets and pixels), select the matching ID → Assign partner. This role can also permit some advertising uses.

5. Save and accept

Choose Assign assets or Save changes. If a sharing agreement is pending, Hyperdrive's admin accepts it in Requests. Ryan then assigns the appropriate team members.

Access notes Direct route: Users → People → Invite people. Enter the three team emails, choose basic/partial portfolio access and grant the same tasks on the same assets. Each person accepts the invitation with their Meta identity and completes any required two-factor check. Full control of an ad account or dataset adds powers such as managing campaigns or changing event setup.

Check before you leave Partners → Hyperdrive → Assigned assets should list the correct ad account and dataset. We'll confirm campaign history in Ads Manager and event visibility in Events Manager. A missing Add button usually calls for the owning portfolio's full-control admin.



Source: Hyperdrive Lab account-access guide. Cropped screenshots show the control locations. Your menu may vary.

Hyperdrive guide • Annotated screenshots of the Meta partner controls.

Meta • Add partners | Meta • Invite people | Visual walkthrough • Meta training example, pp. 17–20 (2024)

Google Ads

Use the customer account that contains your active campaigns

Customer ID → Hyperdrive requests link → You accept

1. Find the customer ID

Sign in to ads.google.com. Select the account where you see your campaigns. Copy its 10-digit customer ID and send it to Ryan. Keep existing managers connected.

2. Wait for our request

Hyperdrive enters your ID in its manager account under Accounts → Sub-account settings → + → Link existing account. Ryan will tell you when the request is ready.

3. Approve the manager link

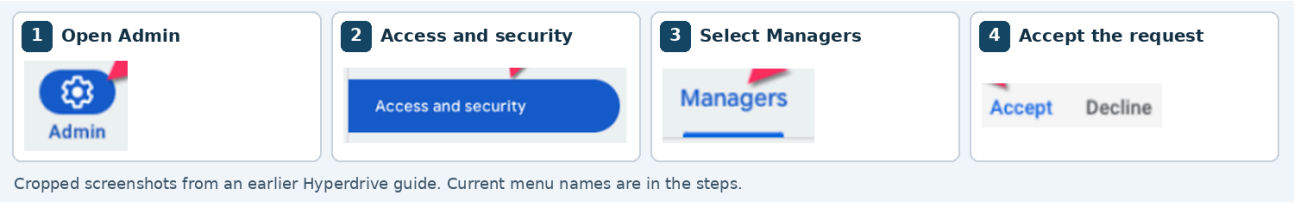
As a client account Admin, open Admin → Access and security → Managers. Find the link request, check the requesting manager's name and choose Accept. Manager linking gives operational access. Administrative ownership is optional and unnecessary for this audit.

4. Choose individual access for a read-only audit

Admin → Access and security → Users → +. Enter one team email, choose Read-only and send the invitation. Repeat for all three. Each person accepts using the matching Google Account.

Access notes Read-only is sufficient to inspect campaigns and conversion settings. Standard can change campaigns. Admin is the highest direct role and can also manage access and links. Use the individual route if you prefer to keep our audit access read-only.

Check before you leave Verify the manager appears in Managers or all three accepted invitations appear in Users. If the request is missing, compare the full customer ID on both sides and ask a client Admin to check.



Google Ads • Visual guide to the access menu.

Google • Link an existing account | Google • Invite a user | Google • Compare access levels

Google Analytics 4

If installed • Select the production GA4 property

Admin → Property access management → Add users

1. Select the live website property

Sign in to analytics.google.com. Use the account/property picker. Confirm the property name and the web data stream correspond to your live store.

2. Invite the team

As a property or account Administrator, open Admin → Property access management → + → Add users. Enter the three team addresses associated with Google Accounts.

3. Allow reporting and explorations

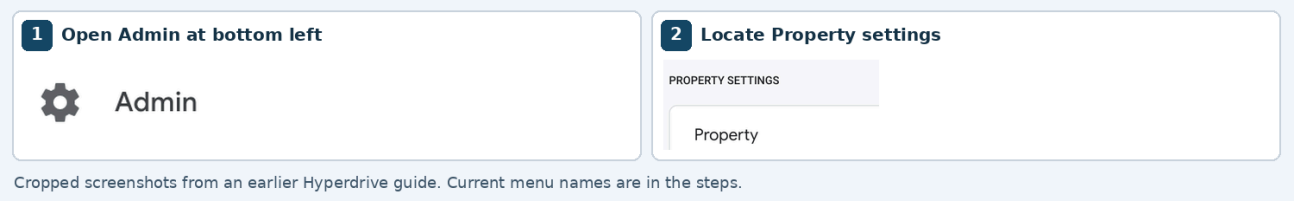
Select Analyst. Leave No Cost Metrics and No Revenue Metrics unchecked so the audit includes spend and revenue. Check Notify new users by email, then Add.

4. Confirm visibility

The team signs in with the invited accounts. We'll open acquisition and revenue reports and verify that the property contains recent traffic and purchase events.

Access notes Administrator is the highest property role and can manage users. Editor can change property settings. Analyst is sufficient for examining reports and sharing explorations. Grant at the property level to keep access scoped to this store.

Check before you leave Look up each email under Property access management. If + is missing, check the selected property and ask an Administrator. If no property exists, tell Ryan and move on.



Google Analytics • Visual guide to property access.

Google • Add Analytics users | Google • GA4 roles and restrictions

Google Tag Manager

If installed • Use the container deployed on your live store

Admin → Container: User Management → Invite

1. Identify the container

Sign in to tagmanager.google.com. Select the website account and its live GTM- container. If you're unsure, ask your existing implementer for the production container ID.

2. Grant access to the container

As an account Administrator, open Admin. In the Container column, select User Management → + → Add users. Enter the three Google-account email addresses.

3. Choose Read and invite

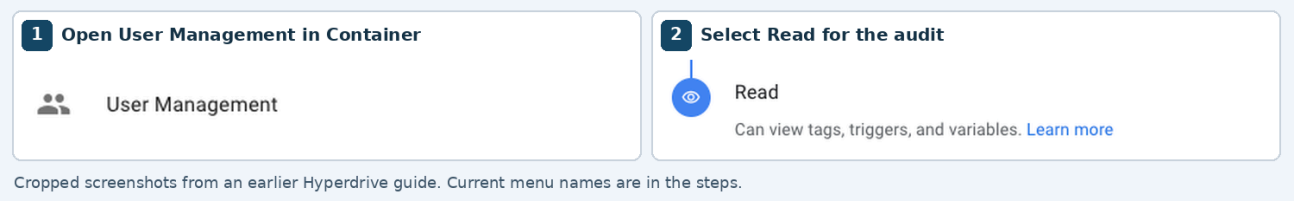
Select Read, then Invite. This lets us inspect tags, triggers, variables and versions. If an existing server-side container handles tracking, repeat for that specific container.

4. Accept the invitations

Each person accepts by email or opens the GTM Accounts screen → Invitations → selects the invitation → Accept.

Access notes Publish is the highest container permission. It can deploy tracking code to the live site. Account Administrator can manage users and create containers. For the audit, container Read covers the inspection. Account User alone does not grant access to a container.

Check before you leave Confirm all three emails have Read on the correct GTM- ID. We'll open its tags and triggers. If Shopify uses an app or native pixel instead, tell us how tracking is installed and skip GTM.



Google Tag Manager • Visual guide to container access.

Google • Account and container permissions

Klaviyo

Inspect email performance and attribution settings

Settings → Users → Add new user

1. Open the brand account

Sign in as the Owner or an Admin. Choose the brand's account name (lower left) → Settings → Users. Some layouts group Users under General.

2. Create an audit role

Under Settings → General → Users → Roles, choose Add. Name it Hyperdrive audit. Set Content to View and export and Account settings to View. Leave other categories at the lowest available access. Create the role.

3. Invite each person

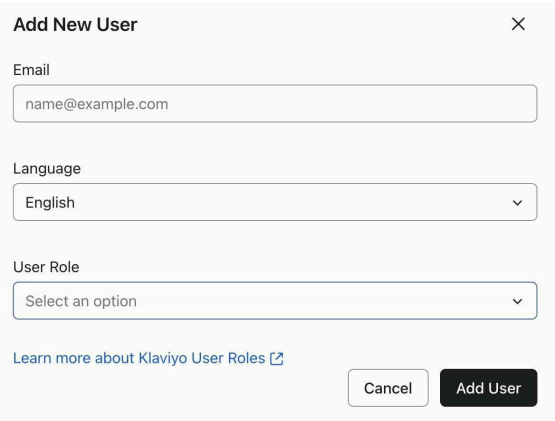
Users → Add new user → enter one team email → choose language → select the Hyperdrive audit role → Add User. Repeat for all three.

4. Accept and check attribution

Each person opens the invitation email and signs in to the invited account. We'll open a campaign report, a flow report and Settings → Attribution to confirm the attribution windows.

Access notes Admin is the highest ordinary invitation and includes user and billing management. If a custom role is unavailable, Analyst can inspect performance. With Analyst access, also send Ryan a screenshot of Settings → Attribution. Manager grants broader editing powers including live marketing content.

Check before you leave Under Users, check the status of each invitation. If one stays pending, check the address and resend. If the wrong brand opens, sign out of the other Klaviyo account before accepting.



Klaviyo's invitation screen. Choose your new audit role in User Role.

Klaviyo • Invite users (screenshots) | Klaviyo • Roles | Klaviyo • Custom roles

Shopify

Match reported sales to actual store orders

Collaborator code → Agency request → Review & accept

1. Send Ryan the store details privately

In Shopify admin, open Settings → Users → Security → Collaborators. Copy the four-digit collaborator request code and send Ryan the code and original .myshopify.com domain. Older layouts say Users and permissions.

2. Approve Hyperdrive's request

We request access through our Shopify Partner account. In Shopify admin, open Settings → Users → Requests and select the expected Hyperdrive request.

3. Choose the store permissions

Review Roles. Include Analytics → Dashboards and Reports, plus Orders → View so we can match sales with qualified inquiries. Reports access also allows report creation. Accept the request.

4. If you need to invite staff directly

On a plan with staff seats, go to Settings → Users → Add users → Admin user. Add each team email, assign a role with the store permissions above and save. Each recipient accepts within seven days. Basic and Starter stores should use collaborators.

Access notes The store owner approves collaborator access and keeps ownership. A broad administrator role can manage users and store settings. Use the listed analytics and order permissions for this review. Partner users must have two-step authentication enabled.

Check before you leave Under Users, check that the agency is active. We'll open Analytics → Reports → Performance by marketing channel, review its attribution model if available, and match a sample order to the lead record. A rejected code usually means the code or original store domain needs checking.

Shopify • Collaborator accounts | Shopify • Invite users | Shopify • Store permissions

Connect inquiries to sales

Optional • Useful when a sale closes by phone or after a design consultation

Inquiry date → Consultation → Paid order

1. Trace one completed consultation

Show us where a submitted consultation goes, who follows up, and where the order is recorded. A brief screen share is enough to start.

2. Use a small sample

For a few won and lost inquiries, include a reference ID, creation date, recorded source, qualification status and, where applicable, order ID, date and net amount. Leave out phone numbers, emails and message text. Share privately.

3. Mark existing opportunities

Flag any lead that was already in conversation before advertising began. Use its original inquiry date when comparing it with a later purchase.

4. Close the audit loop

We'll compare campaign and email reports with the store orders, identify tracking gaps and return with a proposed first test, its budget and what would count as success.

Access notes If lead status lives in a chat app, CRM or spreadsheet, tell Ryan its name. We'll ask for the narrowest useful report once we know how your team uses it.

Check before you leave One paid order can be traced back to the first recorded inquiry. Record any unknowns instead of guessing which channel earned the sale.