Google Analytics Chewy 2020

Materials at agitraining.com/chewy

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Key learning Objectives for Google Analytics training

In this workshop you will:
- Understand more of what Google Analytics (G.A.) can tell you.
- Discover GA reporting options
- Track how visitors arrive & navigate through site
- Understand impact of internal and external promotions
- Turn data into information that relates to Chewy's business
- Get your questions about Google Analytics answered.

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About Google Analytics

Core default reports separated into four areas:
- Who is visiting pages (audience)
- How they arrived (acquisition)
- Pages being visited (behavior)
- Did visitors do what you wanted (conversions)

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About Google Analytics

Additional reporting areas:
- Products, promotions & transactions (ecommerce)
- Custom reporting: combines multiple reporting areas

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GA is on-site

- Javascript code is inserted into website or app being monitored
  - Google provides the unique code for each site
  - Occurs "behind the scenes"
  - There are different versions of script to collect analytics information
  - Script proves ownership / management of site
- Javascript sends data Google
  - Google receives the data
  - Google holds the data in the cloud
  - Data is aggregated and updated every 24 hours (would be 4 hours if less data was collected)
- Google collects, processes, organizes, then displays data when you log-in and request a report

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Data collected in standard setup

- Who is visiting page
  - Demographics
  - Technology used
- How they arrived
- Have they visited previously / time between visits
- HTML Content viewed
- Where they left
- General demographic data

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Data that can also be collected

- Video plays
- Product preview
- Promotional clicks
- Scroll depth
- Items added to or removed from cart
  - Value
  - Item details: color, SKU, size
- Abandoned carts
- Social Likes or Shares
- Crashes (for apps)

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Chewy Collects volumes of site data

- Averages 70,000 data collections every minute
- Each hit contains dozens of data points
- 3 billion data collections per month (hits)

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Terminology

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Analytics Terminology

- User – Individual visitor to site
- Session – Each visit to a website or interaction with an app. Resets after 30 minutes of inactivity
- Pageview – Visit to a page
- Bounce rate – Percent of visitors who enter and leave from a single page, not going past that page. **
- Event – An action on a page beyond the page loading that a site owner wishes to measure. Requires setup.
- Unique: removes duplicate actions from same users

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Analytics Terminology *(continued)*

- Impressions – Number of times an item is displayed
- Transactions –Purchases completed
- Revenue – Dollars spent as part of transactions. Can be measured by product, transaction, day, week, or other duration
- Events – Data sent to G.A. about user, session, or specific activity that you wish to collect. Events are customized.
- Hit – Data sent to G.A. about user, session, or specific activity. By default a hit is sent each time a page loads. Hits can be sent when other activities occur, such as adding an item to the shopping cart. *Too many hits slows UX, slows data processing, increases costs.*

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Users
Accounts
Properties
Views

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Google Analytics account access

- User must have google account
  - Google account can be your @companyname.com domain or even gmail
- User must be granted access to Google Analytics data for each specific site on which they wish to work
- Accounts can include multiple web sites & apps (properties)
  - Each account is individual; data is not combined between accounts
  - If you want to roll-up data together from multiple divisions, then put them under a single account

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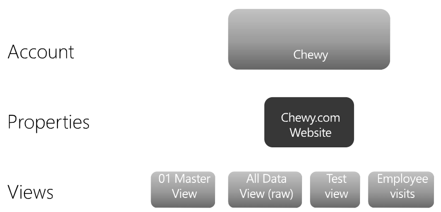
Accounts, Properties, and views



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Google Analytics Account Hierarchy

- Accounts: Parent folder containing related websites or apps. Each account may monitor many different websites. A user can have access to multiple accounts.
- Properties: Websites or apps being monitored.
- Views: Selected view determines what appears in reports. Data from properties are reported through views. Views may be configured to display partial sets of data using filters.
  - Some data may be intentionally omitted via views, such as visitors from company network

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Know what data you are viewing

- Is it filtered?
- Why filtering is important: By default data includes:
  - Boston employees
  - Ft Lauderdale employees
  - Visits from areas you may not serve (eg: outside USA)

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Google Analytics demo account login

Use this if you don't have access to Chewy GA account:

- Log-in to your Google account
  - Can be gmail or business email address that has been granted access to Google account
- This link provides access to demonstration Analytics data: https://analytics.google.com/analytics/web/demoAccount
  then click —>ACCESS DEMO ACCOUNT<—
- If you already have a Google Analytics account, the demo site data is added to the sites you already monitor.
- If you have a Google account but not an Analytics account, one is created and the demo account is added to it.

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Applying: Accounts, Properties & Views

- Log-in to G.A.
- Select the Chewy View you typically analyze
  if you do not have access to the Chewy site, use demo account
- Select the 01 Master reporting view

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Metrics & Dimensions

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Metrics

- Metrics are measurements that Google Analytics displays
- Displayed in blue when selecting those to display
- Metrics are displayed in columns

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Examples of Metrics

- Bounce rate
- Visits
- Time on site
- Conversions
- Time on Page
- Clicks
- Impressions
- Unique Page views

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Metrics can be viewed within

- Scorecards in overview reports
- Columns within tables
- Graphs
- Dashboards
- Custom Reports

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Metrics can be customized

- Examples of custom metrics
  - Tokens collected
  - Dollars spent
  - Number of items ordered
- Custom Metrics requires
  - Setup within G.A.
  - additional JavaScript added to pages where used or displayed

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Dimensions

- Dimensions are attributes describing data.
- Dimensions are generally text (exception is *age of visitor*)
- Displayed in rows
- Displayed in green when selecting those to display

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Examples of Dimensions

- Browser
- Operating System
- Country
- City
- Campaign
- Landing page
- Language
- Device

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Secondary Dimensions

- Provides additional insight for report being evaluated

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Dimensions can be customized

- Examples of custom metrics
  - User ID
  - Product Purchased
  - Product color
- Custom Metrics requires
  - Setup within G.A.
  - additional JavaScript added to pages where used or displayed or GTM

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Available Metrics & Dimensions

- See all available metrics & dimensions:

  https://ga-dev-tools.appspot.com/dimensions-metrics-explorer

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Bounce rate

- Bounce is any visitor that only sees one page during a session
- Bounce may signal lack engagement
  - Use comparisons for benchmarking – compare bounce rate of:
    - devices
    - browsers
    - pages
    - traffic sources
- More about why bounce rate may matter for your clients
  - If visitors you drive show low bounce rate, it shows you are reaching right audience
  - If you have higher bounce rate, is client site pushing users to a different domain or subdomain (eg: store.client.com)?

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Reporting Interface

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Understanding the User Interface

- Administrative menu is bottom-left gear icon
  - Use this for adding new users; set up properties, views, filters, and goals
- Select property and view to work with on top left
- Home provides dashboard of metrics perceived as relevant for your site; each section provides links to more in-depth reports
- Select specific reports to view along left side
- Middle section of left side selects type of reports
- Date range for reporting selected in upper right corner

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Date ranges and Date comparisons

- Can customize time period
- Can compare range
  - By default to the previous day/week/
  - Can chose comparison to any other time period that you customize
- Traffic graph along bottom shows dates
- Can compare date ranges
  - When comparing two periods: always try to compare same day of week to same day of week

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Standard Reports

Use standard reporting to understand your audience, including information about:

- Audience: Who is visiting
- Acquisition: How your visitors found you
- Behavior: What visitors did on the site
- Conversions: Any goals you've set for your site visitors

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Overview reports

Available for audience, acquisition, behavior, and conversions

- Can change what is displayed within reports
- Can modify date range displayed
- Compare different date ranges and metrics
- Add notes (annotations):
  - Annotations can be public or private

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Adding notes to Google Analytics

- Notes added to line graph in standard reports
- Annotations can be private or shared
- Add along bottom of line graph
- Available within all reports

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Applying: G.A. User Interface

- Go to the Audience > Overview report
- Change the date range to show past 90 days.
- Compare to the previous period
- After viewing the comparison date range, remove the comparison and show year to date data.
- Add a note to a specific date on the timeline

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Report Types

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Reports

- Information gathered for you regarding site visitors
- Accessed via left-side of interface
- Separated into:
  - Audience
  - Acquisition
  - Behavior
  - Conversions

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General Reporting interface

Most reports include the following:
- Line graph
- Explorer Data Table
- Dimensions (rows)
- Metrics (columns)

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View types within standard reports

- Multiple data visualization options exist for most reports
- Select the visualization desired at top-right of most tables
- Data, percentage, performance,
- Table view: big picture overview
- Pie charts (better for reports with only a few dimensions)
- Performance view: evaluate the performance of dimensions
  - Can sort any column by clicking on it when in a performance view
  - *Spend time covering various ways to sort in the performance view*

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Home Screen

- Dashboard
- Varies from site to site
- Rarely provides actionable information

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Exporting
& Sharing Reports

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Exporting Reports

- Most reports can be exported
  - Download XLS or CSV for additional manipulation;
  - download PDF to share with someone who does not have GA access
- Download includes visible rows

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Sharing Reports

- Most reports can be emailed on a schedule
- Share options are at top-right for most reports

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Applying: Exporting and Saving

- Export a report to PDF, Excel, or Google Sheets. Open the exported report to make certain you understand the data
- Save a report. Locate it under the Saved reports within the Customization section

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Audience Reporting

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Geography

Language
- Language used is a function of browser
- Browser doesn't tell you too much as user might be Hispanic but working with an English browser, for example.

Location
- Population centers being measured can affect results: *eg: visitors from a large country where you do not sell many products*
- May want to focus on visitors from a specific country
- May want to remove visitors from outside your region or country
- Filter out unrelated traffic
- Can also filter internal (corporate) traffic using filters applied at View level (not geographic)

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Demographics & Interests

- Age, gender, hobbies
- Must be enabled
- Information taken primarily from:
  - User supplied info on Google properties
  - Cookies: visitor's browsing history

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Affinity & In-Market Reporting

- Affinity: Things visitors like
- In-Market: Things visitors are looking to purchase

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Behavior

New vs. Returning
- New Visitors: Is site seeing enough new interest to allow for growth?
- Return Visitors: Tend to be most likely to take action: is this number consistent or growing?

Frequency & Recency
- How frequently do visitors return?
- How much time do users take between visits?

Engagement
- How often do visitors return to site

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Technology

Does the user's device or browser impact their experience?
- Browser: Is site developed on one browser but not tested on others?
- OS: Are mobile or desktop users seeing the site differently?

Network
- On which networks are users who visit site?
- Bulk coming from primary ISPs
- For B-2-B: search for college, university, corporation

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Mobile

- Overview reports compares mobile vs. desktop vs. tablet
  - Use *Device Category* as a secondary dimension when evaluating mobile vs. desktop performance
- Mobile devices used
- Device branding
- Operating system

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Time on Site

- Time on site calculated as entry time until the next click
- If visitor visits two pages on the site, but never clicks a link on the second page
  - The only page visited that counts is the first page
  - The time on the final page is not counted
- Visitors only hitting a single page will show as zero seconds, regardless of time spent on that page

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Applying: Audience Reporting

- What Device Category is most prevalent in the past 30 days?
- Does anything in the Geo > Location reports shows a need to apply additional filtering before reviewing app data?

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Acquisition: Traffic Sources

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Acquisition Reports – an overview

Reports are available based upon each channel type.
Use the reports to:

- Determine if one source of traffic is better than others
- See if certain traffic sources under-perform
- Compare similar traffic sources within a single category
- Evaluate traffic patterns.

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Channels

High-level groupings of how traffic arrived on your site

- Search: Organic, Paid
- Direct: The page directly typed-in or bookmarked
- Referral: Link from another site
- Social: Facebook, Twitter, etc.
- Display advertising

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Channels can be customized

- Can add Criteo to Display or Paid Search
- Can create Retargeting Channel
- Can also group together channels
- Edits are made in Admin area at view level
- Edits to default channels only affect data going forward

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Source & Medium

- Source: Who sent the traffic
  - Google
  - Bing
  - Direct
  - Criteo
- Medium: Category for the source
  - Organic
  - CPC (paid search)
  - Display
  - Retargeting
  - None (for direct traffic)

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Use Source & Medium as secondary dimension for insight across funnel

- Landing Page + Source Medium
- Mobile + Source Medium
- New vs. Returning + Source Medium

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Not Provided & Not Set

- Not provided: Google has decided to not share the information
- Not set: Google does not have the information

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Applying: Acquisition Reporting

- What are the top non-direct sources?
- What are the top 3 non-direct sources for generating revenue?

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Campaign Tracking

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About Campaigns

- Campaigns can be set on any *outside* links that point back to your site
  Examples:
  - Twitter
  - Facebook
  - External blog
- Campaigns are automatically set-up if you advertise with Google Ads, Bing, Yahoo, etc.
- Campaigns are reported within Google Analytics but require setup on external sites.

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Campaigns

- Google automatically adds campaign tracking codes to ads placed on their network. If you advertise on Google, the campaign name is reported within Google Analytics.
- Tagged links that point to your site can also include a campaign name.

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Most Popular Campaign Dimensions

- source: where did they come from
  - Website or social media site
  - none
- medium: what's the marketing channel
  - Organic or Paid search
  - Manual tags: email, social, tv, newspaper, magazine, radio
- campaign
  - What was this tied to (what do we want people to do, what is the campaign all about? What is the initiative? Similar to Mad Men style campaigns)
    - Awareness
    - New sales
    - Remarketing
  - Use campaigns liberally: there's no limit to the number of campaigns used

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Other Campaign Dimensions

- keyword: keywords searched for when using search engine
  - When SSL search is used, value is *(not provided)*
    - To determine "not provided" look at landing page as a secondary dimension to see what users were expecting when searching
- content: Identifies specific links in a custom campaign
  - Use if you have multiple call to action links in an email, you can use *content* to determine which of the calls to action is most effective
  - Can be call-to-action, or a more specific drill-down
    - time email was sent
    - different subject line in an email, etc.
    - specific ad size
    - specific ad creative

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Ways to use Campaigns

- Tag source, medium, and campaign to determine what marketing efforts are most successful
- For example, a nonprofit could use:
  - campaign = donations
  - medium = social
  - source = (each specific source used in the campaign).

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Behavior

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Why Behavior Matters

Campaign effectiveness is impacted by:
- Landing pages effectiveness
- Page speed

Product sales are impacted by
- PDP page effectiveness
- Category page clarity

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Behavior overview

- Provides an understanding of what visitors do on your site or app
- What pages are visited
- How long visitors stay on pages
- What pages lead to bounced visits or exits
- What sections of content are visited

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Site Content

- Provides page-level metrics rather than site level metrics
- Landing Pages: Where people are entering site
- Exit pages: Where people are leaving site
- When Viewing All Pages section, can be helpful to switch to view by Page Title rather than URL

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Navigation Summary

- *Navigation summary* for specific pages shows page visited before and pages visited after selected page.
- Available within All Pages report
- Pages within reports can be displayed by content groupings

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Navigation Summary

- *Navigation summary* for specific pages (selected across the top) shows page visited before as well as pages visited after the selected page

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Content Grouping

- Allows analysis of content based upon logical groupings
- Custom content groupings can be separate from site structure
- Custom Content groupings set-up under Admin area

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Exit Page

- Last page visitors saw before leaving or ending session
- Can be any page encountered at any time on the site
- Can use Criteo segment to focus on page where Criteo-driven visitors exited site.
- Use to identify pages where visitors encountered problems which may include:
  - Browser compatibility
  - Page speed
  - Page content

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Site Speed

- Page Timings: Faster load time is tied to SEO and conversions
- Should optimize page load time so it is decreasing
- Can reduce page load time with
  - Optimized images
  - Optimizing JS
  - CDN
  - GTM
- Use Page Speed Insights for details on specific pages
- Use Lighthouse for reports on opportunities for improvement

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Applying: Behavior Reporting

- What is the most frequent page for visitors to leave Chewy?
- What is the most common page frequented by visitors to the site?

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Filtering within reports

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Report-level filters

- Can filter data by dimensions or metrics within reports
- Temporary
- Can include or exclude data
- Allows multiple criteria to be applied
- Only applied to a specific report
- Report with filters can be saved

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Report-level filters

- Advanced filtering necessary for filtering secondary dimensions and metrics
  - Example: Only show visitors who went to a specific product detail page
  - Example: Only show product detail pages with more than 100 visitors in the past month
- Most reports support filtering, but not all

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Segments

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Segments filter data across all reports

- Segments allow filtering of data beyond secondary dimensions
- You can apply segments retroactively
- You can create and save custom segments
  - Custom segments can use regular expressions
  - Can share or edit custom advanced segments

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Examples of custom segments

- Iams buyers
- Users that added Hill's items to cart
- Visitors who searched while on site
- Repeat Buyers
- Visitors who clicked carousel promotions

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Conditions and Sequences

- Allows for advanced segmentation
- Specific landing page visited
- Certain Events were clicked

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Comparing segments

- Can compare up to 4 segments

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Events

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Not everything is tracked by default

Some of what is missing using default analytics:
- Video plays
- Banner clicks
- Internal promotional clicks
- Searches
- Category Navigation used

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Event tracking

- Events are used to track on-page clicks
- Events appear in the Events panel :
  a separate section & don't surface easily in other reports
- May need custom reporting to gain actionable data

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Event data: What events collect

Event data is entirely customized for each site and each event.

- Category: "bucket" (eg: videos)
- Action: What occurs with the event (eg: play)
- Label: name (eg: holiday-puppy)
- Value: numerical (eg: time of video)

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Evaluating Events

- Total events: The total number of times an event occurs.
  Example: If the play button is being tracked, and it is pressed five times, the value would be five.
- Unique events: The number of times an event initially occurs per visit – excludes duplicate clicks during the same session
  Example: If one user presses the same play button five times, it only would report as one.

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Goals & Conversions

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Goals

Activities you want visitors to perform on your site.

Examples:

- Sign-up for emails
- Click a promotion
- Add to cart
- Complete a purchase
- Set-up auto-ship

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Goals and the conversion funnel

- The conversion process includes the lifecycle for a customer
  - From prospect to customer to repeat customer
    Attract > **Engage** > **Convert** > **Retain** > **Advocate**
  - The value of conversions tends to increase as you move from attraction to advocate.
  - All are worth measuring

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Micro and Macro goals

- Micro Conversions:
  - Steps along customer journey
    - Downloading a brochure or whitepaper
  - Generally show that the site delivering customer value
  - Show interest
  - Examples
    - Clicking a promotional banner
    - Reading a PDP
- Macro Conversions:
  - Measurable with a dollar impact
    - Ecommerce sales
    - Auto-ship enabled

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Conversion funnel

Top: Many visitors - browsing
Middle: Fewer visitors; showing some interest: micro conversions
Bottom: Smallest number of visitors, macro conversions

Suggest creating goals at all steps in the funnel process
- Segment goals into top or bottom
- Create both micro goals and macro goals

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G.A. measures if visitors are meeting your specific goals and objectives

- Sign-up for emails
- Clicking promotions
- Viewing PDP
- Access a coupon
- Add an item to their cart
- Completing a Purchase

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G.A. goals allow quantification of

- How many sales came from source
- Sales driven from each campaign
- Value of on-site promotions

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Goals can track

- Activity
- Interactions
- Time spent on site
- Purchases

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Goal types

- Destination
- Duration
- Pages per session
- Event
- eCommerce

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Goals vs. Events

- Events can trigger a goal
- Goals can measure events that have occurred

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Examples of goals

- Reaching a destination URL
- Spending a specific amount of time on the site
- Visiting a certain number of pages
- Events: clicking a promotional link
- Adding something to cart
- Completing a transaction online

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Existing Chewy Goals

- Some goals in use:
  - Add to Cart PDP
  - CC added to wallet
  - Checkout
  - First order
- 6 inactive goals – can be repurposed
- 10 goals unused & available

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Conversion reporting

- Conversions show goals that have been achieved
- Conversions can be tracked by:
  - Category
  - Source
  - Medium
- Funnels can be created with goals
  - Funnel report shows where drop-off occurs within the funnel

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Conversion reporting: standard reports

- See goals achieved based upon
  - Landing Page
  - Source of traffic
  - Country
  - Demographics

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See conversion based on pageviews rather than sessions?

Goal: see which on-site referral paths led to higher conversion?

Conversions are measured by session. But we can see:

- Landing Pages that lead to conversions
- Events leading to conversions via segmentation
- Show visitors to certain pages who previously clicked an event
- Page Path for specific product detailed pages

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Ecommerce & Enhanced Ecommerce

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Chewy Questions

- How many people click on PDP page but don't go to check-out
  - Ecommerce Reports; Segments
- How many people click on search
  - Site Search Overview
- What is the CvR of people who searched at least once. How does that compare with those who do not
  - Site Search Usage
- How many people are clicking "play video" on a PDP page
  - Events with segments or Events with secondary dimension
- Number of accounts created yesterday
  - Events
- Change payment type during checkout

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eCommerce Tracking

- Collects transaction data such as products sold and purchase amounts within Google Analytics account.
- eCommerce transactions display as goals
- Can use to determine value of visitors and marketing efforts
- Customized by each site owner

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eCommerce Tracking

- Learn what sells well
- Determine revenue spent per transaction
- Number of items sold in each transaction
- How long it takes & number of visits for customer to purchase
- Determine how devices, browsers, and marketing impact sales

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eCommerce Tracking – what it tracks

- Transaction ID: transaction number for purchase
- Name: What was purchased
- SKU: stock code of item sold
- Category: category of item sold
- Price: per-unit price of item sold
- Quantity: Number sold

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eCommerce Tracking – Chewy specific

- Product Performance:
  - Sales activity by product | SKU | Category | Brand
- Product List Performance:
  - Browse vs. Search vs. PDP vs. Brand page vs. Also bought, etc.
  - Clicking PDP-Alternate within list shows details of specific PDPs
- Use secondary dimension of Product to see internal path

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Tracking by SKU

- Product Performance:
  - Select SKU for primary dimension
- Add Secondary Dimension
  - Examples: Internal Promotion; Page Title

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Marketing: Internal Promotion

- Use internal promotion to see promotions leading to goal completions
  - Example: Determine how often Home Hero Carousel leads to to checkout
- In other reports you can use *internal promotion* as a secondary dimension to see relationship between promotions and audience, acquisition, & behavior

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Measuring Ecommerce Activities

Typical enhanced ecommerce implementation measures:

- Product impressions
- Selecting a product.
- Viewing product details.
- Impressions and selection of internal promotions.
- Adding / removing a product from a shopping cart.
- Initiating the checkout process for a product.
- Purchases and refunds.

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Economic performance

- The Overview and Product Performance reports include data for the revenue and conversion rates your products generate
- how many products the average transaction includes
- average order value,
- refunds issued
- rate products are added to carts
- Rates purchases are completed after viewing product screens

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Product performance

Sales activity by:
- Product
- SKU
- Category
- Brand

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Economic performance

- A basic implementation of Enhanced Ecommerce tagging gives you data for individual products
- Enhanced ecommerce adds:
  - category
  - brand
- Category and brand use strings, supporting any text
- Suggest developing and using a consistent taxonomy that aligns with business data needs

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Marketing reporting

- Track internal and external marketing metrics for order-level coupons in the Order Coupon report.
- The Product Coupon report lets you see how effective product-level coupons are in terms of revenue, unique purchases, and product revenue per purchase.
- If you're using internal promotions, for example internal banners that promote sales on another part of your site, you can track views, clicks, and the click-through rate for those promotions in the Internal Promotion report.

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Product Attribution

- The Product List Performance report includes Product Attribution data.
- "last action" attribute gives product-level credit to the last Product List that the user interacted with prior to the conversion event (e.g., add to cart, checkout, or purchase).

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Product Attribution

- Product Attribution data helps identifies which products are driving conversions
- Use these to optimize merchandising efforts and drive sales.
  - eg: Understand whether users are purchasing a product as a result of clicking on category page or following a search and the search results page.

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Product Attribution

- Product Attribution requires specifying the list attribute on your ecommerce action data. This list field is used to attribute the following in the Product List Performance Report:
  - Product Adds To Cart,
  - Product Checkouts,
  - Unique Purchases,
  - Product Revenue.

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Product Attribution

- Product List Performance: Browse vs. Search vs. PDP vs. Brand page vs. Also bought, etc.
- Click PDP-Alternate to see specific PDPs
- Use secondary dimension of Product to see internal path

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Shopping Behavior & Checkout Behavior

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Shopping Behavior Analysis

- This report shows concrete statistics on how many customers moved from one stage to the next of your sales funnel.

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Shopping Behavior answers questions:

How many
- sessions occurred during a set period of time
- sessions with product views,
- left without adding anything to their cart,
- added something to their cart
- abandoned their cart
- initiated checkout
- abandoned checkout
- sessions ended in a successful transaction

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Shopping Behavior Analysis

- Lots of product views, but most leaving without adding anything to their cart? Evaluate the strength of your product descriptions, and/or consider adding product reviews, testimonials, or tutorials right on the page.
- Too many people abandoning their cart without checkout? Evaluate shipping cost or time, discounts and promotions, or competitive pricing.
- Checkouts abandoned after starting? How streamlined is the process. Are there costs added after starting checkout?

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Checkout Behavior Analysis

- Similar to Shopping Behavior but only for steps in the checkout process

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Checkout Behavior Analysis

- Similar to Shopping Behavior but only for steps in the checkout process
- Requires setup Admin > View > Ecommerce Settings.
- Provides data for users flowing through each step

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Enhanced Ecommerce segments

- Create from Shopping Behavior & Checkout Behavior
- Segments can be applied to other reports
  - See how users with orders behave
  - Examine actions of users who abandon their carts

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Multi-Channel Funnels

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Multi-Channel Funnels

- Site visitors arrive and return via different processes
- Last-click attribution model is default:
  last traffic source receives 100% of credit for conversion
- MCF allows for attribution across different sources
- Requires Goals or Ecommerce be enabled
- Access reports via Conversions > MCF > Assisted

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MCF Report Setup

- Choose Specific Conversions to evaluate
- Select Whether All visits or Google Ads focused
- Set Lookback window to determine where credit for attribution will be applied
- Select Conversion Segments (upper left under report name)
- Create new user-defined Conversion Segments:
  can include interactions from retargeting ads

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Assisted Conversions

- Number and value of sales and conversions the source, medium, or channel assisted.
- Includes all interactions except final interaction
- Higher volume shows increased importance in assist

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Assisted: Last Click or Direct Conversions

- Number and value of sales and conversions the channel, medium, or source brought to the site immediately prior to a sale being completed.
- Attribution goes to the final click or direct session which occurred before the conversion.
- Higher values show increased role in concluding sales.

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Assisted: First Click Conversions

- Number and value of sales and conversions where a specific source, medium, or channel introduced a visitor to the site.
- This is the first interaction on a conversion path.
- The higher these numbers, the more important the role in initiating new sales and conversions.

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Assisted: Last Click or Direct Conversions

- Expressed as a ratios
- Attempts to summarize an overall role for a source.
- Values closer to 0 indicate a channel completed more sales and conversions than it assisted.
- Values closer to 1 indicates a channel equally assisted and completed sales and conversions.
- The more this value exceeds 1, the more the channel assisted sales and conversions.
- Also applies to First/Last Click or Direct Conversions:

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Top Conversion Paths Reports

- Shows paths conversions took when returning to site
- Can set to show Criteo influence conversions by focusing on a specific source

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Other MCF Reports

- Time Lag: Time between 1st interaction and Goal completion
- Path Length: Number of Interactions Before Goal is Completed

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Conversions models for Chewy

- Last Interaction: refer visitors that achieve a goal immediately before conversion.
- Assist Interaction: refer visitors at any time other than immediately before conversion
- First Interaction: the first referral within a conversion path within a specified time period. This is also counted as an Assist interaction, but can be viewed separately.

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Custom Reporting

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"Is there a way to see…"

- Custom Reporting allows mixing dimensions and metrics to build your own report
- Dimension and Metric scope must agree (User, Session, Hit)

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Custom Reporting Types

- Explorer: Standard report - line graph, data table, search/sort
- Flat table: static table
- Map overlay: heat map

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Custom Reporting Options

- Metrics: up to 10 metrics
- Dimensions: up to 5 dimensions
- Scope of metric and dimensions must align
  - Must both be for the same: hit, session, or user
    - :eg: Event category and Time on Page don't align and would yield no result
- Filters: Can filter data before report is processed
- Create multiple tabs to group similar custom reports
- Display reports with specific views or all views
- Can share report template

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Custom Reports

- Mix Various reports into single, simple UI
- Create from templates or from scratch
- Single page view across all report types
- Widgets:
  - reporting elements displayed on page
  - high-level: tables limited to 10 rows
  - Can be filtered
- Dashboards can be automated via email
- Access shared templates

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Example: Chewy Ad effectiveness report

Dimensions to consider
- Campaign
- Source / Medium: What platform brought visitors
- Ad Content (if variances are used within campaign)
- Landing Page
- Region
- Device Category

Metrics to evaluate
- Bounce Rate
- Pages Per Session
- Average Session Duration
- Goal completions: measure at various levels of funnel

Filter by
- Medium = PPC

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Pivot Tables

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Pivot tables

- Pivots data by a secondary dimension.
- Primary dimension: initial dimension of report
- Secondary dimension can be added
- Pivot Metrics: standard metric for report, plus one other metric. Available metrics changed based upon category selected.
- Categories for pivot metrics: selected in Explorer tab
  - Summary: Most metrics in categories other than below
  - Site Usage: Sessions, bounce rate, pages per session
  - Goals: Determined by goals set-up for site
  - eCommerce: transactions, revenues, average order value

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Pivot tables example: Channel Report

- Primary dimension: Channel
- Pivot by: Source
- Pivot Metrics: Sessions; Bounce Rate
- To create this report:
  Acquisition / All Traffic / Channels

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Pivot tables example: Source/Medium

- Primary dimension: Source / Medium
- Pivot by: Campaign or Landing Page
- Pivot Metrics: Sessions; Bounce Rate
- To create this report:
  Acquisition / All Traffic / Source/Medium

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Pivot tables example: Returning Visitors

- Primary dimension: Source / Medium
- Pivot by: User Type
- Pivot Metrics: Sessions; Goal Completions (or eCommerce)
- To create this report:
  Acquisition / All Traffic / Source/Medium

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Pivot tables example: Conversions

- Primary dimension: Landing Page
- Secondary dimension: Medium
- Pivot by: Location
- Pivot Metrics: Sessions; Goal Completions (or eCommerce)
- To create this report:
  Acquisition / All Traffic / Source/Medium

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Dashboards

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Custom Dashboards

- Created and accessed via Customization
- Mix Various reports into single, simple UI
- Widgets: reporting elements displayed on page
- Widgets:
  - high-level: tables limited to 10 rows
  - Can be filtered
- Dashboards can be automated via email

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Site Search

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Internal Site Search

- Discover what users are searching for on your site
- Requires search query parameters in the URL
  - eg: ?q=search-terms
- Use to compare goal completions for visitors who use search vs. visitors that don't
- Use to determine what content users are having difficultly locating
- Site search shows start page, destination page, search terms used

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Questions?

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