

Google Analytics Criteo 2020

Christopher Smith
csmith@agitraining.com



AGI Training

AGITraining.com

1

Key learning Objectives for Google Analytics training

In this workshop you will:

- Understand how Google Analytics (G.A.) works.
- Discover what web analytics can tell you.
- Gain a clear sense of practical next steps for your clients.
- Get your questions about Google Analytics answered.



AGITraining.com

2

Analytics Process

Measure: Data

Learn: Analysis

Hypothesis: Insights & Information

Take Action: Revise and repeat



AGITraining.com

3

Creating a Measurement Plan

- Objective for business
 - Strategy to achieve objective
 - Tactics to carry-out strategy
 - KPIs for measuring success
similar to key results, but longer-term

Find measurements in G.A that align to client KPIs



4

About Web Analytics

Web involves *analyzing data, creating information, and generating insight*. It includes information about:

- Who is visiting pages (audience)
- How they arrived (acquisition)
- Pages being visited (behavior)
- Did visitors do what your client wanted (conversions)



5

How Google Analytics works

- Javascript code is inserted into website or app being monitored
 - Google provides the unique code for each site
 - Tracking occurs "behind the scenes"
 - There are different versions of script to collect analytics information
- Javascript sends data to Google
 - Google receives the data about each session from the script
 - Google holds the data in the cloud
- Google collects, processes, organizes the visitor data
- Google Analytics displays data when you log-in and request reports



6

Google Analytics setup

- Obtain code upon setup or in Google Analytics admin area
 - Obtaining code requires no technical skills and little time
- Place code on the site you wish to monitor
 - Only use the code on a single site
 - Each site should have its own unique tracking ID
 - Set-up multiple sites with unique code per site
- Types of code you may see on client sites
 - ga.js — old, original code
 - analytics.js — Universal Analytics tag, second generation of default tag
 - gtag.js — Global Site Tag, current generation default tag
 - GTM.js — provides advanced capabilities
 - requires learning a tool for managing scripts
 - allows a non-administrative user to change scripts on a website as needed
eg: marketing wants to change GA scripts without involving web administrator



7

Data collected in standard GA 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



8

Data that can also be collected

- PDF downloads
- Video plays
- Quick-view (on shopping site)
- Links clicked to other sites or sub domains
- Scroll depth
- Items added /removed from cart
 - Value
 - Item details: color, SKU, size



9

Terminology



10

Analytics Terminology

- Dimensions – Descriptive attributes of who visits your site, how visitors arrive, and what they do while on site.
- Metrics – Quantitative measurements related to your site reported as numbers or percentages. Metrics quantify dimensions.



11

Analytics Terminology (*continued*)

- 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



12

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.*



13

Users
Accounts
Properties
Views



14

Google Analytics account access

- All GA users must have Google account
 - Google account can be your @criteo.com domain or even gmail
- User must be granted access to Google Analytics data for each specific site on which they wish to work



15

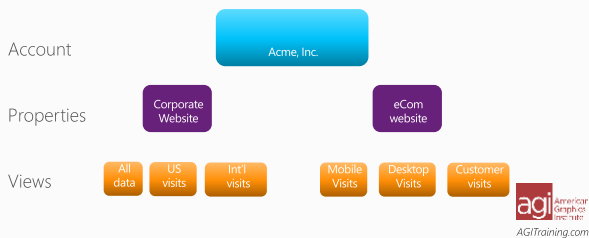
Google Analytics Account Hierarchy

- **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:** Data from properties are reported through views. Views may include filters to display partial sets of data or they may display all data.
 - Some data may be intentionally omitted via views, such as visitors from company network
 - Set-up to remove or refine data occurs manually.



16

Accounts, Properties, and views



17

Account

- Top-level access for a site or collection of sites (or apps)
- Your account may be attached to multiple web properties.
- Account may also be attached to different Google services, such as Webmaster tools or Tag Manager
- 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



19

Property

- Each specific website is generally a property
- Each app is generally a property
- A single Google Analytics account can monitor multiple properties



20

View

- Defined view of visitor data from a property
- Views may be filtered or unfiltered
- Views are not retroactive; they filter data going forward
- It is possible to filter all website data
- Best practice is to create *at least* three views
 - Raw / unfiltered: do not edit this
 - Test: For dev / staging
 - Working: Use this for live data



21

Gaining Access to Client GA Data

- Client must share access
- Access added in Admin area (lower left corner)
- Click User Management in Property section
 - Ideally provided at Property level to access all Views
- Suggest requesting Edit level access to be able to add goals



22

Accessing accounts shared with you

- Drop-down located at upper-left of user interface *to the left of the Google Analytics Icon*
- Select Account, Property, and View to determine what reports will display.



23

Know what data you are viewing

- Is it filtered?
 - Visit the Administrative areas
 - Click Filters
- Why filtering is important: By default data includes:
 - Your client's employees
 - Agency employees
 - Your visits
 - Visits from areas your client may not serve (eg: Russia)



24

Google Analytics demo account login

- 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.



25

Applying: Accounts, Properties & Views

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



26

Reports Metrics & Dimensions



27

Understanding the User Interface

- Administrative menu is bottom-left gear icon
Why you need to know this:
 - This is how your clients add you as a user
 - Filters are set-up here
 - Goals are defined here
- Select property and view to work with on top left
- Reports are selected along left side



28

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



29

Overview reports

Available for audience, acquisition, behavior, and conversions

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



30

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



31

General Reporting interface

Most reports include the following:

- Line graph
- Explorer Data Table
- Dimensions (rows)
- Metrics (columns)



32

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



33

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



34

Report Types



35

Reports

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



36

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, pivot
- Table view: big picture overview
- Pie charts (most useful 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



37

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



38

Exporting Reports



43

Exporting Reports

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



44

Exporting Reports

- Reports can be emailed on a schedule
- Export and email options are at top-right for most reports



45

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



46

Metrics & Dimensions



47

Metrics

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



48

Examples of Metrics

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



49

Metrics can be viewed within

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



50

Bounce rate: a popular metric

- 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)?



51

Determining True Bounce rate

- Visitors may scroll
- Visitors may complete a form, but page URL remains the same
- Use GTM to configure Events to identify engaged visitors who remain on a single page.



52

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



54

Examples of Dimensions

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



55

Acquisition: Traffic Sources



57

Acquisition Reports

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.



58

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



59

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



60

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)



61

Use Source & Medium as secondary dimension for insight across funnel

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



62

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.



63

Not Provided & Not Set

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



64

Mining competitive data from Google Ads with Search Query Report

- Provides exact search phrase for PAID search ads on Google network
- Query match type as secondary dimension helps define more details of search intent



65

Applying: Acquisition Reporting

- What are the top non-direct sources?
- Identify Criteo traffic?



66

Secondary Dimensions



67

Secondary Dimensions

- Provides additional insight for report being evaluated
- Allows evaluation of two dimensions concurrently
- Examples:
 - Age and gender dimensions
 - Traffic source and location of visitor
- Available within most standard reports
- Additional dimensions require custom reports



68

Segments



69

Filtering with Segments

- 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
- Can compare up to four segments



70

Conditions and Sequences

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



71

Examples of custom segments

- Visitors from specific cities or regions
- Morning visitors
- Visitors with 2 minutes or more time on site
- Sessions from Criteo ads
- Sessions with certain keywords



72

Audience Reporting



73

Why audience matters

- Is performance different in various regions?
- Are there differences in mobile vs. desktop visitors to client site?
- Does gender or age impact user behavior on client site?



74

Geography

Location

- Population centers being measured can affect results
- May want to remove or focus on visitors users from different countries
- May want to remove visitors from outside your region or country
- Filter out unrelated traffic
- Use filters to remove certain geographic areas
- Using segments to hide geographic areas



75

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?



76

Behavior

Frequency & Recency

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



77

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?

Use dimensions of device category to see differences between

- Mobile
- Tablet
- Desktop
- Allows you to determine issues relating to site performance vs. ad performance



78

Cohort Analysis

- See how groups of visitors performed over time
- Use Segments to compare various source / mediums
- Select performance metrics: goal completions; user retention



79

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?



80

Behavior



81

Why Behavior Matters

Campaign effectiveness is impacted by:

- Landing pages which are ineffective
- Site loading slowly



82

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
- What sections of content are visited



83

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



84

Site Content: Navigation summary

- *Navigation summary* for specific pages (selected across the top) shows page visited before and pages visited after selected page.
- Pages within reports can be displayed by content groupings



85

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



86

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



87

Applying: Behavior Reporting

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



90

Goals & Conversions



91

Understanding Goals and Conversions

- Google Analytics is at its most powerful when you have goals
 - Goals are essential because they provide the lens through which you see performance
- Set-up goals at all levels of funnel
 - Top of funnel: engaged visitor spends more time on site
 - Mid-funnel: add-to cart
 - Bottom of funnel: Purchase complete
- When a goal is reached it is a *conversion*.
- Not just specific revenue goals – but also
 - What is the purpose of your client's digital footprint?
 - What are the goals of their website?



92

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.



93

Customer journey & GA role

- Attract
 - Visit site - Measure: source, bounce-rate
- Engage
 - View a product; Watch a video; download PDF - Measure pageviews, % exits
- Convert
 - Add to cart; sign-up for newsletter
 - Measure ecommerce transactions; newsletter sign-ups; sources for these visitors
- Retain
 - Repeat purchase - Measure: Retargeting clicks; repeat visits; repeat purchases
- Advocate
 - Social media share; write a review
 - Measure: social media mentions; visits from social media; from review sites



94

Customer journey and goals

- Many visitors make small, incremental steps towards final commitment: micro conversions
- Google Analytics goals can identify both smaller or larger steps in purchase or commitment process.
- These steps are goals, which are unique to each site



95

Micro and Macro goals

- Macro Conversions:
 - Measurable with a dollar impact
 - Ecommerce sales;
 - Lead Generation
- Micro Conversions:
 - Steps along customer journey
 - Downloading a brochure or whitepaper
 - Generally show that the site delivering customer value
 - Show interest in your site or service
 - Examples
 - Playing a video; playing it to the end
 - Downloading a PDF



96

Conversion funnel

Top: Many visitors

Middle: Fewer visitors; micro conversions

Bottom: Smallest number of visitors, macro conversions

Create goals at all steps in the funnel process

- Segment goals into top or bottom
- Create both micro goals and macro goals



97

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

- Sign-up for newsletter
- View a video
- Download a PDF
- Access a coupon
- Obtain driving directions
- Add an item to their shopping cart
- Complete a Purchase



98

G.A. allows quantification of

- How many leads came from each source
- How many sales came from source
- How valuable are leads or customers from specific sources



99

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



100

Goals can track

- Activity
- Interactions
- Time spent on site
- Purchases



101

Goal types

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



102

Examples of goals

- Reaching a destination URL
- Spending a specific amount of time on the site
- Visiting a certain number of pages
- Events: watching a video; downloading a white paper
- Adding something to cart
- Completing a transaction online



103

Goals can require a funnel

- Optional
- Allows you to define a specific conversion path
- Allows you to define different conversion goals that might have the same result
 - eg: Criteo ads that lead to a sale vs. Adwords spending with same result



104

More about goals

- Goals are set at the view (profile) level
 - Part of the administrative area
- You can have
 - Four sets of goals
 - Five goals per set
 - Total of 20 available goals
- Once goals are set, they can't be removed but can be edited or paused



105

Matching URL goals

- Exact match: regular URL
- Head match: Eliminates trailing characters
- RegEx match: Allows you to specify a pattern to match



106

Conversions: Goals achieved

- Conversion reporting show influence of traffic sources, mediums, and campaigns on converted sessions
- Conversions are also reported in the far-right columns of most standard reports



108

Goal Reporting



109

Goals Reporting

- Overview: Total goals completed and percentage
- Goal URLs: Pages where goals are completed
- Reverse Goal Path: Pages visited before goal is completed
- Funnel Visualization: Shows each step of a conversion funnel.
- Goal Flow: Visualize sources that lead to conversions
- Smart Goals: GA uses machine learning to identify sessions most likely to convert. Used for Google Ads.



110

Multi-Channel Funnels



111

Multi-Channel Funnels

- Site visitors arrive and return via different processes
- Last non-direct click attribution model is default: last traffic source that is not direct receives 100% of credit for conversion in standard reports
- MCF allows for attribution across different sources
- Must have Goals or Ecommerce enabled to use MCF
- Access reports via Conversions > MCF



112

MCF Overview & Report Setup

- Choose Specific Conversions to evaluate (upper left)
- Select Whether All visits or Google Ads focused (upper left)
- Set Lookback window to determine where credit for attribution will be applied (upper center)
- Select Conversion Segments (upper left under report name)
- Create new user-defined Conversion Segments:
can focus on interactions from Criteo visitors
- Determine which channels to consider, evaluate using Venn diagram



113

Assisted Conversions

- Conversions where a source, medium or channel appear on the conversion path but are not the final interaction.
- Reports number and value of sales and conversions assisted by a source, medium, or channel.
- Includes all interactions except final interaction
- Higher volume shows increased importance in assist



114

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.



115

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.



116

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:



117

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



118

Other MCF Reports

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



119

Possible Criteo roles in conversions

- 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.



120

Model comparison



121

About the Model Comparison Tool

- Use the model comparison tool to evaluate how different attribution models impact the value placed on marketing efforts.
- Select attribution models that align with advertising objectives.
eg: creating brand awareness vs. driving return visitor to buy.



122

Using the Model Comparison Tool

- Select up to three attribution models.
- Evaluate conversions attributed to traffic sources based upon selected models.



123

Last interaction



All credit for conversion is given to the last-clicked source, medium, or ad.

Use when reaching people immediately before they purchase.
Useful for clients with businesses or sales that don't require consideration or evaluation before completing a purchase.



124

Last non-direct click



All credit for conversion is given to the last channel clicked before completing the action or purchase. This applies credit to the last clicked source, even if the user bookmarks a site and returns later via a direct source. This is the default model for most GA reports.

Useful for clients with businesses or sales that don't require consideration or evaluation before completing a purchase.



125

Last Google Ads click



All credit for conversion is given to the last Google Ad clicked prior to purchase.

Useful for determining Google Ads that drive sales



126

First interaction



Gives all credit for the conversion to the first-clicked ad and corresponding keyword.

Useful for determining campaign effectiveness for prospecting campaigns, or those building awareness of client, brand or product.



127

Linear



Linear: Distributes the credit for the conversion equally across all clicks on the path.

Use if maintaining awareness throughout a longer sales cycle.



128

Time decay



Gives more credit to clicks that happened closer in time to the conversion. Credit is distributed using a 7-day half-life.

Example: a click 8 days before a conversion gets half as much credit as a click 1 day before a conversion.

Use to apply credit around promotions-driven campaigns.
Example: ads for a limited time free shipping promotion which enticed a visitor to convert.



129

Position-based



Position-based: Gives 40% of credit to both the first- and last-clicked ads and corresponding keyword, with the remaining 20% spread out across the other clicks on the path. Effectively a combination of the first interaction and last interaction models.

Use this to provide credit to the introductory click source and the source which closed the sale.



130

Data Driven

Data driven attribution models are available for Analytics 360 clients and use analytics data to suggest attribution models.



131

Custom Models

Custom Models: Can be created to provide credit weighted for specific factors

- more time on site or increased page depth
- customized lookback window timeframe
- Reduce weight for direct traffic



132

Custom Model example

Reducing weight for direct traffic

- *Create custom model in the Model Comparison Tool*
- *Include **Position in Path** Exactly Matching **last** and Include **Source** Exactly Matching **direct***
- *Apply credit 0.25 times other interactions*

Credit for direct will be at 25% of other interactions.



133

Attribution Projects (beta)

Google is testing a separate attribution modeling platform access from within GA. The goal is to identify channels and paths that lead to conversions.

It only starts collecting data when a project is created, and requires a separate setup step.



134

Campaign Tracking



135

About Campaigns

- These are not defined in Google Analytics but can be reported within Google Analytics if your client uses them.
- Campaigns can be set on any *outside* links that point back to a site
 - Twitter
 - Facebook
 - LinkedIn
- Campaigns also used within Criteo, Google Ads, Bing, etc.



136

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



137

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



138

Campaign Classification Examples

Source	Medium	Campaign
Twitter	Social	Product-launch
Facebook	Social	Product-launch
Criteo	Retarget	Previous Visitors
Google	CPC (paid search)	brand
Client list	email	June-newsletter



139

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).



141

Campaign Example

- Determining success of an email campaign: Test email subject lines to measure effectiveness
 - Source: weekly email blast; or name of list (where names were acquired)
 - Medium: Email
 - Campaign Name: Date of email campaign
 - Content:
 - add subject line A for first email subject used
 - add subject line B for second email subject used



142

Additional considerations for custom campaign tags

- Don't tag internal links
 - Internal tags will override how users arrived on the site
 - Events can be set-up to tag internal links (covered in 301)
- Tagging offline ads: magazines; billboards
- Use redirects on the site, and the redirect inserts the parameters



147

Campaign URL builder

- Use to build URLs
- Track via spreadsheet



148

Custom Reporting



153

Custom Reporting Types

- Explorer: Standard report with line graph and data table
- Flat table: Static table
- Map overlay: heat map



154

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



AGITraining.com

155

Criteo Custom Report Example

- Evaluate effectiveness of campaign in specific regions
- Dimensions:
 - Campaign
 - Landing Page
 - Region
- Metrics:
 - Users
 - Sessions
 - Bounce Rate
 - Avg Session Duration
 - Pages / Session
 - Goal conversion rate
- Filters: Source/Medium must contain Criteo



AGITraining.com

156

Create a Custom Report

- Compare Mobile to Desktop visits from Criteo ads
- Filter to only show visits with Criteo as source
- Example could include:
 - Metrics: Users, Session, Bounces
 - Dimensions: Landing Page, Device Category, Campaign



AGITraining.com

157

Filters



158

Filters: General Information

- Filters are applied on the view (profile) level
 - predefined filters are available
 - custom filters can be created
- *Data cannot be reprocessed as raw after it has been filtered.*
 - **Always keep at least one unfiltered profile.**
- Filter types
 - Include
 - Exclude
 - Modify data
- Applied sequentially if multiple exist



159

Predefined filters

- Exclude from domains: excludes traffic from specified domain names
- Exclude traffic from an IP address:
- Include traffic to subdirectories:
 - Use this to allow a profile to view traffic to only one part of a website (eg: blogs)



160

Custom filters

- Include / exclude: use this to exclude certain visitors, such as those from an IP range
- Search / replace: Use this to replace codes with plain language. For example, id=100 could be "shoes"
- Uppercase / lowercase: Use to standardize URLs because Google Analytics sees uppercase and lowercase URLs differently, even if they display the same data.
- Advanced: Can combine data from multiple fields.
- Exclude referrers: Use to exclude traffic sent from a domain that you do not want to track. Available for domain or IP address.



161

Custom filter examples

- Only show app traffic
- Exclude desktop traffic: show only mobile
- Exclude paid search



162

Filtering within reports

- Non-destructive
- Temporarily masks data



163

Events



164

Not everything is tracked (by default)

Some of what is missing:

- Video plays
- PDF downloads and clicks
- Ecommerce
- Some site searches



165

Event tracking

- Events are used to track non-page clicks, similar to a Virtual Pageview, but more granular.
- When using events, keep the following in mind:
- Events do not create a page view
- You can organize events into categories
- Events appear in the Events panel (a separate section – so they don't surface as easily when looking at overview reports)



166

Event data

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



167

Implementing Event tracking

- Use Google Tag Manager
 - Apply GTM on page (replace standard code if a legacy GA implementation)
 - Requires learning curve, but involves no code
- (or)
- Add additional code on site for each event being tracked



168

Dashboards



174

Custom Dashboards

- Create from templates or from scratch
- Access shared templates
- Single page view across all report types
- Limited tables with two dimensions and 10 rows



175

Ecommerce & Enhanced Ecommerce



176

Questions eCommerce can answer

- 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



177

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



178

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



179

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



180

eCommerce Tracking – more examples

- 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



181

Shopping Behavior & Checkout Behavior



193

Shopping Behavior Analysis

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



194

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



195

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?



196

Customization



197

custom alerts

- Examples:
 - bounce rate changes
 - traffic decreases / increases



198

Cross Domain tracking

Track visitors across different domains and subdomains

- Requires modifying code on all pages
or
- Use Google Tag Manager to deploy code across all pages on all sites to be tracked together
or
- Create Roll-up property if using G.A. 360



210

Questions?

Christopher Smith
csmith@agitraining.com
 @cgsmith



237
