

# Google Analytics @ IWC

Christopher Smith  
csmith@agitraining.com



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## Requested topics

- Traffic evolution (acquisition)
- Effectiveness of paid search, display, email, and social media (acquisition)
- Product page views (behavior)
- Time spent on the website (behavior)
- Cart Abandonment (goals; funnel visualization; checkout behavior)
- Conversion rate (goals; campaigns; landing pages)
- Average basket (events & ecommerce)



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## Analytics Process

Measure: Data  
Learn: Analysis  
Hypothesis: Insights & Information  
Take Action: Revise... then repeat



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## Richemont's Objectives

The Group is managed with the objective of *growing value for shareholders over the long-term*, recognising that the most important assets of the Group - its Maisons - have almost all been in existence for over a century.

The independence of each Maison within the Group is fundamental to Richemont's overall growth strategy. Each Maison focuses on *increasing awareness and desirability by developing creative products and appropriate marketing programmes*.



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## Creating a Measurement Plan

- Objective for business
  - Strategy to achieve objective
    - Tactics to carry-out strategy
      - KPIs for measuring success



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## About Web Analytics

Web involves *analyzing data, creating information*, and *generating insight* as to whether KPI's are being attained.

GA includes information about:

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



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## G.A. provides

- a wealth of visitor information
- Data analysis tools
- Data segmentation tools



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## G.A. does *not* provide

- Personally identifiable information (PII)
- Analysis
- Insight
- Interpretation



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## G.A. helps determine ROI for

- Paid Search
- Display
- Social
- Email
- PR



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## Examples of how web analytics is used

- Determine what works (or doesn't work)
- Analyze trends: generally more important than individual snapshots of data
- Monitor the effectiveness of marketing campaigns



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## How you should use web analytics

- Analytics involves measuring, collection and analysis of data for the purpose of optimizing and understanding your business.
- The data isn't the end-goal
- Use the data to:
  - create information
  - help you and your organization make better decisions
- The volume of data can provide information overload



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## Turn the metrics into stories

- Avoid sending raw data without providing context
- Consider your KPIs when evaluating data
  - Awareness: New visits from specific campaign
  - Desirability: Return visitors
  - Value to shareholders: Items added to bag; search for retailers
- Evaluate Visitor Behavior
  - Did they leave right away?
  - Are visitors going to multiple pages?
  - Are visitors spending considerable time on the site?
- Create Multiple Goals
  - Show visitors progressing through sales cycle
- Use Multi-Channel Funnels



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## How Google Analytics works

- Javascript code is inserted into website or app being monitored
  - Google provides the unique code for each site
  - Occurs "behind the scenes"
- Javascript sends data to analytics provider with each visit
  - Google receives and retains the Google Analytics data from your site
- Google collects, processes, organizes, then displays data from site visitors when you log-in and request a report
  - If you advertise with Google, analytics data can be combined with adwords data



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## Google Analytics is On-site

- Provides data about a specific site
- Requires you manage or have access to site
- Only reports data to authorized users



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## Data collected in standard setup

- Who is visiting page
  - Demographics
  - Geography
  - Technology used
- How they arrived
- Have they visited previously / time between visits
- HTML content viewed: pages visited
- Where they left the site
- General demographic data
- Are visitors doing something useful



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## Additional data can be collected

- PDF downloads
- Video plays
- In-page links: see variations; see technical details
- Items added to cart
- Links clicked to other sites or sub domains
- Scroll depth
- Items added / removed from cart
  - Value
  - Item details: color, SKU, size



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## Users, Accounts, Properties, Views



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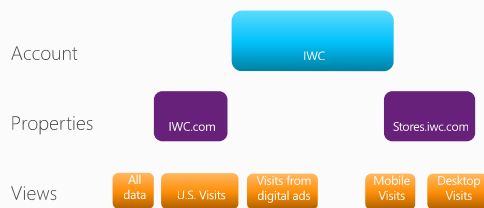
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## Accounts, Properties, and views



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



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## Know what data you are viewing

- Is it US only or Global?
- Is it filtered?
- Why filtering is important: By default data includes:
  - Your coworkers
  - Agency employees
  - Your visits
  - Visits from areas you may not wish to measure



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## Account structure

- Account, Properties, and Views are established in the Administrative areas
- Ability to add, edit, or remove depends upon access rights assigned to user's log-in.



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## 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



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## Property

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



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## 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



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## An unfiltered view is a good idea

- An unfiltered view provides a safety net for all data
- Once your data is filtered, it can't be recovered
- Once filtered it cannot be reprocessed



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## Other view examples

Beyond Production, Test, and Unfiltered, other views can provide specific perspectives on visitor behavior. Example views may include:

- External visitors: visitors not from company network / IP
- Mobile visitors: Only visitors on mobile devices
- Visitors from specific geographies
  - By Country
  - By Region (State / Province)
- Authenticated visitors: Those who are logged-in
- Anonymous: Visitors who are not logged-in



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## Accounts, Properties, & Views in action

- Log-in to existing G.A. account for your Maison or
- Access G.A. demonstration account



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## If you don't have access to your site or client data, use the demo 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 IWC View you typically analyze
- Determine what filters, if any, are applied to this View



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## Terminology



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## Analytics Terminology

- User – Individual visitor
- Session – Each visit to a website or interaction with an app.  
Resets after 30 minutes of inactivity
- Pageview – Visit to a page
- Hit – Data sent to G.A.
- Bounce rate – Percent of visitors who enter and leave from a single 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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## Report Types



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## Understanding the User Interface

- Administrative menu is bottom-left gear icon
  - eg: add 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



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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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## 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



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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 (not always useful with more than 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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## Date ranges and reporting

- 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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## 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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## Real-Time Reporting

- Provides only a brief snippet in time
- Useful for QA but generally not for reporting



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## Applying: G.A. User Interface

- Go to the Audience > Overview report
- Change the date range to show Jan 1, 2019 to today.
- Compare to the previous period
- After viewing the comparison date range, remove the comparison and show the past 90 days.
- Add a note to a specific date on the timeline



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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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## Applying: Reporting

- Navigate to Audience > Geo > Location report  
*You do not need familiarity with this specific report to gain an understanding of how to change visualizations*
- Review various report visualization options
- Select Pivot for report visualizations
- Change Pivot dimension to Operating System



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## Exporting Reports



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## 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



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## Exporting Reports

- Reports can be emailed on a schedule
- Export and email 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 customized report. Locate it under the Saved reports within the Customization section



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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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## Bounce rate

- Bounce is any visitor that only sees one page during a session
- Bounce can signal poor performance
  - Use comparisons for benchmarking – compare bounce rate of:
    - devices
    - browsers
    - pages
    - traffic sources
- More about bounce rate
  - Depends upon the objectives of the page
  - If goal is to drive visitors further into the site, bounce rate should be low
  - If objective is to provide a single piece of information, a higher bounce rate may be expected.



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## Clicks vs. Sessions Discrepancies

- Clicks are not the same as sessions. Different Metrics.
- Clicking an ad twice within 30 minutes
  - 2 Clicks
  - 1 session
- Analytics shows all data
  - Invalid clicks removed from AdWords
  - All sessions shown using G.A.
- Auto-tagging in Google Ads required for G.A. to know source
- Import & Export must be enabled in Ads & Analytics
- Redirects from landing page can impact data
- Users return to site after bookmarking gclid URL



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## Understanding Averages

- Average numbers tend to be skewed by outlying numbers
- Extremes may create unreliable numbers
- Trend analysis tends to be more valuable



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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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## 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



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## Dimensions and Metrics in action

| Mobile Device   | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
|-----------------|-------|-----------|----------|-------------|-----------------|-----------------------|
| Apple iPhone    | 4257  | 4073      | 5336     | 46.12%      | 3.57            | 120.27                |
| Apple iPad      | 746   | 705       | 907      | 44.32%      | 4.29            | 150.61                |
| Google Pixel    | 443   | 412       | 603      | 40.46%      | 3.71            | 115.75                |
| Google Nexus 5X | 358   | 347       | 426      | 62.68%      | 2.87            | 85.06                 |



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What were the percent of new visits for the past three months for the IWC site?  
 What percent came from mobile?  
 What is the bounce rate for this period?



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## Dimensions: Primary & Secondary

Most reports support primary dimensions

Examples of Primary Dimensions

- Query: What user typed into Google
- Source: Who sent the traffic
- Medium: How (email, organic, paid, referral)

Secondary Dimensions

- Adds another way to organize data
- Examples:
  - Medium (cpc, referral, etc.)
  - Country
- Viewing and removing secondary dimensions



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## Plot rows within reports

- Clicking checkbox to left of dimension
- click "plot rows"
- Rows displayed on line graph



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## Audience Reporting



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## Geography

Google uses IP address tracking

- Matches visitor IP address against database of known locations
- Works for ISP, telecom providers, and mobile

A small percent age of addresses can't be categorized to a precise location

- 100% ability to detect for country
- 99% ability to detect state
- 98% ability to detect city
- If one of the above cannot be detected, it is listed as "not set"



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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
- 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
- Can also filter internal (corporate) traffic using segments



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## Geography

Why are we getting traffic from cities that we don't have targeted?

- A small percent of US traffic may appear to be from the center of the US (Kansas)
- Ashburn, VA is data center for many providers: AWS, etc.

Evaluate :

- sources of traffic: what brought them to site?
- number of users: is the unusual traffic from a small number of people visiting often?
- technology used: Is it all from one device?
- Exact city: is much of it from one location?
- Landing page: what pages are viewed?

Filter:

- Remove known bot traffic via View Settings
- Manually set-up filters via Views



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## Demographics & Interests

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



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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

- 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 operating system is most prevalent in the past 90 days?
- Does anything in the Geo > Location reports shows a need to apply 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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## Source & Medium

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



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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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## 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 paid search traffic performance



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## Evaluating Organic Search

- Most organic search terms or keywords are not reported
- Generally need to add secondary dimensions to understand visitor search or intent



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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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## Behavior



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## Why Behavior Matters

Shows Pages visitors viewed after coming from your ads

Your campaign effectiveness is impacted by:

- Landing pages which are ineffective
- Site loading slowly



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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
- What sections of content are visited



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## Site Content Reports

- 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 (selected across the top) shows page visited before as well as pages visited after the selected page



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## Behavior Flow

- Site-wide view of user navigation through site
- Lacks important metrics:
  - time on page;
  - page depth;
  - bounce rate



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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
- Use segments to determine from which pages specific visitors are leaving
- Use to identify pages where visitors encountered problems which may include:
  - Browser compatibility
  - Page speed
  - Page content



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## Bounce vs. Exit

| Page   | Pageviews | Entrances | Bounce Rate % | Exit % |
|--------|-----------|-----------|---------------|--------|
| Page 1 | 3         | 3         | 33%           | 33%    |
| Page 2 | 2         | 0         | 0             | 50%    |
| Page 3 | 1         | 0         | 0             | 100%   |



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## Applying: Behavior Reporting

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



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## Conversions: Goals achieved



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## 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
- When you reached a goal you've achieved a *conversion*.
- Having clearly defined goals in place is essential for the optimal use of G.A.
- Not just specific revenue goals – but also
  - What is the purpose of your organizations' digital footprint?
  - What are the goals of your website?



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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.



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## Customer journey & G.A. 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



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## 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



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## 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



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## 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



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## 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



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## G.A. allows quantification of

- How many leads came from a marketing event
- How many sales came from advertisement
- How valuable are leads or customers from specific sources



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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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## Goals can track

- Activity
- Interactions
- Time spent on site



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## Goal types

- Destination
- Duration
- Pages per session
- GA Event



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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: watching a video; downloading a white paper



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## Goals can show a funnel

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



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## 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



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## Questions goals can help answer

- On what sites should we continue to advertise?
- On which keywords should we bid?
- What sources and mediums generate the most goals
- What landing page leads to goals being achieved
- What stories in email newsletter brought the most conversions?



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## Applying: Goals

- Identify three goals to be measured for the IWC site, one at each level of the funnel



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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
- Must have Goals or Ecommerce enabled to use MCF
- Access reports via Conversions > MCF > Assisted



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## MCF Report Setup

- Choose Specific Conversions to evaluate
- Select Whether All visits or Ads focused
- Set reporting to Source/Medium to see StarTribune
- Set Lookback window to determine where credit for attribution will be applied
- Select Conversion Segments (upper left under report name)



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## Assisted Conversions

- Number and value indicates the quantity 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 StarTribune influence conversions by focusing on a specific source



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## Other MCF Reports

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



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## Possible StarTribune 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.



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## Model Comparison



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## Attribution: Model Comparison Tool

When using the last click model, you might notice a slight time lag between what's reported in the "Conversions (current model)" column and the "Conversions" column for recent time periods. This lag eventually corrects itself.



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## Last click

Last click: all credit for conversion is given to the last-clicked source, medium, or ad.

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



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## First click

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

Useful for determining client, brand or product awareness campaign effectiveness



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## Linear

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

Use if maintaining awareness throughout a longer sales cycle.



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## Time decay

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 one-day sales promotion which enticed a visitor to start their interaction



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## 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.

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



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## Data-driven

Data-driven: Distributes credit for the conversion based on past data for the conversion.

Only available to accounts with enough data.



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## Custom Models

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

- more time on site
- increased page depth
- customized lookback window timeframe



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## Ecommerce & Enhanced Ecommerce



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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
- Not enabled by default
- Requires additional code to be added to app



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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 (optional)
- Category: category of item sold (optional)
- Price: per-unit price of item sold (optional)
- Quantity: Number sold (optional)



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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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## 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

- In Enhanced Ecommerce, 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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# 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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## Campaign Tracking



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## About Campaigns

- These are not defined in Google Analytics but can be reported within Google Analytics if you use them.
- Campaigns are set-up within Google Adwords or Bing, etc.
- Can also be set on any *outside* links that point back to your site
  - Twitter
  - Facebook
  - LinkedIn



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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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## Campaign Classification Examples

| Source      | Medium            | Campaign        |
|-------------|-------------------|-----------------|
| Twitter     | Social            | Product-launch  |
| Facebook    | Social            | Product-launch  |
| LinkedIn    | Social            | Product-launch  |
| Google      | CPC (paid search) | brand           |
| Client list | email             | June-newsletter |



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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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## 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



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## Campaigns and Organic Search

- Source and Medium are defined for organic search
- campaigns are not set for organic campaign
- Example
  - source = bing
  - medium=organic
  - campaign=not set
  - keywords=american graphics institute
- Possible source and medium combinations
  - Google/Organic
  - Bing / Organic



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## Tracking offline efforts

- Examples
  - Radio
  - TV
  - Newspaper
  - Billboard
  - Direct Mail
- Track via
  - Custom URL
  - Custom landing page



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## Applying custom tags

- Apply tags at the end of the url string
- Place a question mark (?) then follow with tag
- Placing an ampersand (&) between each tag used
- Tags to use are
  - utm\_source=
  - utm\_medium=
  - utm\_campaign=
  - utm\_term=
  - utm\_content=
- Register for our spring conference: [http://www.perio.org/spring-conference?utm\\_campaign=spring-conference&utm\\_medium=social&utm\\_source=facebook](http://www.perio.org/spring-conference?utm_campaign=spring-conference&utm_medium=social&utm_source=facebook)



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## Additional considerations for custom campaign tags

- Without utm parameters, campaigns appear as "not set" in Google Analytics
- Don't add tags for Google ads as Google applies tags within its network
- Campaigns report show up in the Campaigns section of the Sources
  - Can use a secondary dimension of Medium to determine where campaign was generated from, or you can do this for source



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## Additional considerations for custom campaign tags (continued)

- 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



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## Campaign URL builder

- Use to build URLs
- Track via spreadsheet



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## Campaign Tracking Examples

| Story                | Source      | Medium | Campaign          | Term        | Content      |
|----------------------|-------------|--------|-------------------|-------------|--------------|
| Grant funding        | client-list | email  | summer-newsletter | apply-now   | grants       |
| Guide dog            | client-list | email  | summer-newsletter | read-more   | guide-dog    |
| New Courses          | client-list | email  | summer-newsletter | see-courses | courses      |
| Certificate Programs | client-list | email  | summer-newsletter | learn-more  | certificates |



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## Create a table for tracking an upcoming email campaign

- Source
- Medium
- Campaign
- term
- content



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## Events



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## Not everything is tracked (by default)

Some of what is missing:

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



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## 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)



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## Event data

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



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## Custom Reporting



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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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# Dashboards



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## Custom Dashboards

- 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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## custom alerts

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



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# Questions?

Christopher Smith  
[csmith@agitraining.com](mailto:csmith@agitraining.com)  
@cgsmith



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