



# Google Analytics Bootcamp

Alex Sierra – CEO Sigma Ridge

# Hello!

- WiFi info is on the whiteboard
- The slide deck will be emailed to you after class
- Coffee bar and bathrooms are on this floor
- There will be a break! Maybe several breaks...
  
- We are so glad that you've joined us today



# What You'll Learn Today

- Find your way around your Google Analytics account and learn basic terminology
- Identify the metrics that matter to your business and how to measure these in Google Analytics
- Learn how to export and share reports and export data
- Find out which marketing campaigns and pages on your website create the most business value
- Create custom segments, reports and dashboards
- Learn the basics of tracking goals, campaigns, conversions and events



Welcome to...



**GENERAL ASSEMBLY**



# GA Campus Locations





# Alexander Sierra

CEO, Sigma Ridge

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Alexander Sierra has a diverse background. He has a bachelor's degree in Aerospace Engineering from the University of Florida, A master's in Finance from Harvard University, and an MBA from the University of Massachusetts. Over 23 years of experience as a leader in Consulting, Sales & Marketing. Alex has managed teams of over 130 direct reports in 13 different countries and Marketing budgets of over 25 million dollars a year. He has been able to achieve year-over-year growth for his clients from 25% to 120%.

His consulting practice **-Sigma Ridge-** was a spinoff from the Harvard University Consulting club where he works with companies like Cisco, Dell, and some of the largest fashion companies in the US.



# Please Introduce Yourself

- What's your name?
- What's your current profession?
- Why are you here and what do you want to learn?
- Have you used Google Analytics before?



# Questions for You

- Raise your hand: Have you used Google Analytics before?
- What was the most challenging part of using the tool?







# Google Analytics

An Introduction

# Why Google Analytics?

- Easy to use.
- Powerful-yet-simple dashboards.
- Measures (almost) anything!
- Extensive online documentation.
- It's Google — i.e., integrates with most other major platforms.
- Free!



# GOOGLE ANALYTICS

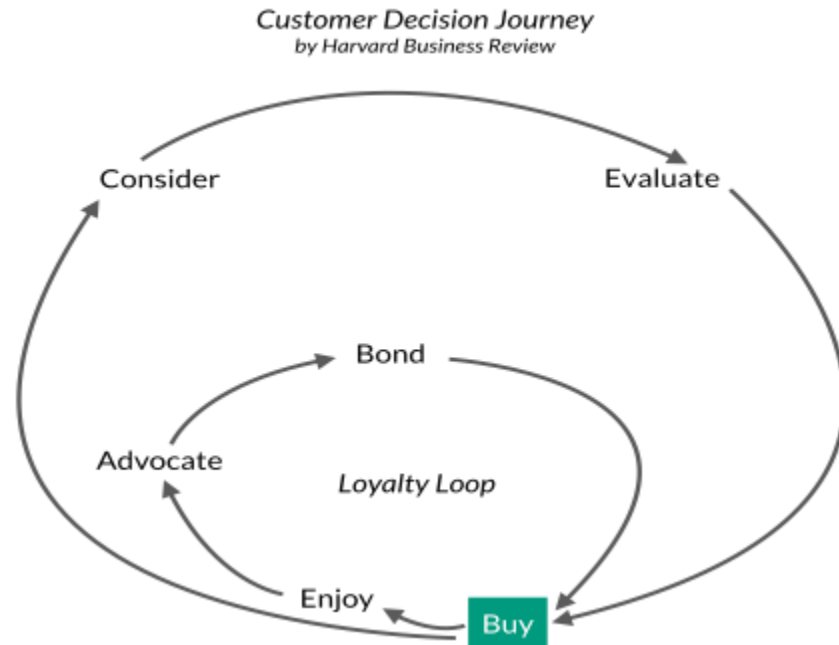
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Use Analytics to track performance and growing trends across:

1. Site Performance
2. Consumer Behavior
3. Advertising & Marketing Campaigns
4. Identify Top Products/Features



# Provides Insight into The Customer Journey



# GOOGLE ANALYTICS

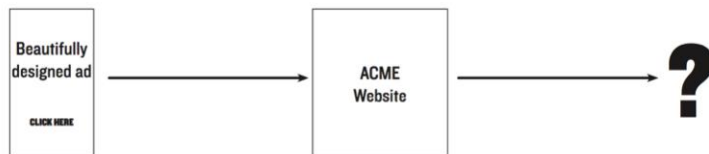
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## BEFORE ANALYTICS



### BEFORE ANALYTICS

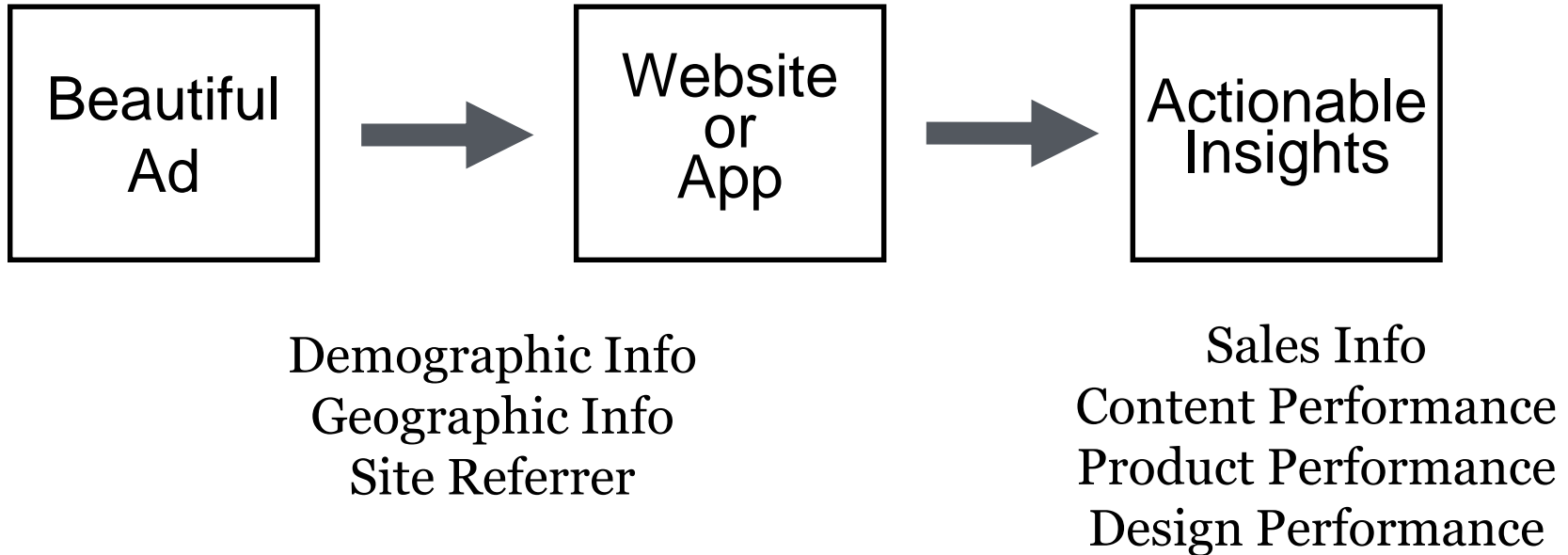
Acme creates a display ad and places it into an ad network on sites like CNN, Mashable, and Tech Crunch. No analytics are used.



# GOOGLE ANALYTICS

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## WITH ANALYTICS



# Behind the Curtain: What's Going On?

```
<!-- detect adblock users for Piano and set cookie appropriately -->
<script>

// CustomEvent polyfill
(function () {

    if ( typeof window.CustomEvent === "function" ) return false;

    function CustomEvent ( event, params ) {
        params = params || { bubbles: false, cancelable: false, detail: undefined };
        var evt = document.createEvent( 'CustomEvent' );
        evt.initCustomEvent( event, params.bubbles, params.cancelable, params.detail );
        return evt;
    }

    CustomEvent.prototype = window.Event.prototype;

    window.CustomEvent = CustomEvent;
})();

var setAdblockerCookie = function(adblocker) {
    var d = new Date();
    d.setTime(d.getTime() + 60 * 60 * 24 * 30 * 1000);
    document.cookie = "__adblocker=" + (adblocker ? "true" : "false") + "; expires=" + d.toUTCString() + "; path=/";

    var event = new CustomEvent('piano_set', { 'detail' : adblocker });
    document.dispatchEvent(event);
}

var script = document.createElement("script");
script.setAttribute("async", true);
script.setAttribute("src", "http://www.npttech.com/advertising.js");
script.setAttribute("onerror", "setAdblockerCookie(true);");
script.setAttribute("onload", "setAdblockerCookie(false);");
document.getElementsByTagName("head")[0].appendChild(script);
</script>

<!-- Krux - Control Tag- Start -->
<!-- BEGIN Krux ControlTag for "businessinsider.com" -->
<script class="xct" data-id="I2I9M2yx" data-timing="async" data-version="3.0" type="text/javascript">
window.Krux||(function(){Krux.q.push(arguments)}).q=[];
(function(){
    var k=document.createElement('script');k.type='text/javascript';k.async=true;
```





## OVERVIEW

Top interest  
Science news

## DEMOGRAPHICS

Top language  
English

## LIFESTYLE

Top lifestyle type  
Online buyers

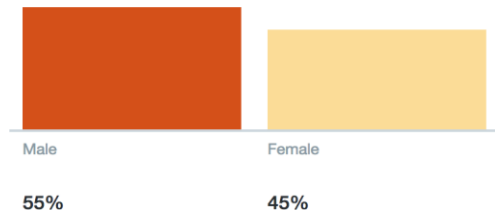
## CONSUMER BEHAVIOR

Top buying style  
Premium brands

## MOBILE FOOTPRINT

Top wireless carrier  
AT&T

## Gender



## Household income categories

Income category	% of audience
\$75,000 - \$99,999	17%
\$100,000 - \$124,999	13%
\$150,000 - \$199,999	11%
\$200,000 - \$249,999	11%
\$125,000 - \$149,999	8%

Values based on 39.7% match rate from Twitter partners

## Languages



## Country

Country name	% of audience
United States	80%
Canada	3%
United Kingdom	3%
India	2%
Indonesia	< 1%
Australia	< 1%
France	< 1%
Italy	< 1%
Brazil	< 1%
Spain	< 1%

## Home value

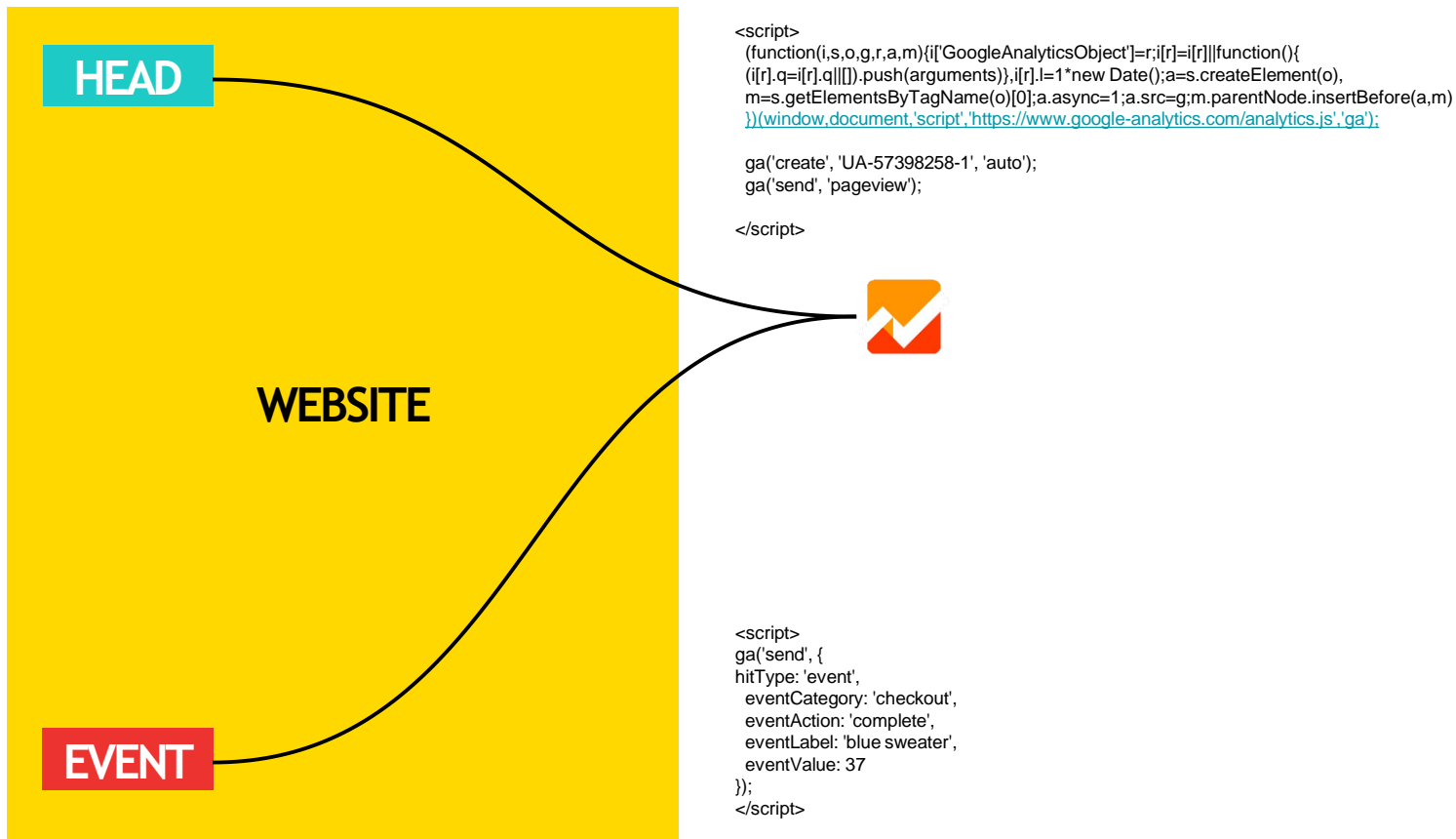
Home value category	% of audience
\$99,999 and under	2%
\$100,000 - \$199,000	16%
\$200,000 - \$299,000	16%
\$300,000 - \$499,000	24%
\$500,000 and higher	41%

Values based on 28.4% match rate from Twitter partners





# GOOGLE ANALYTICS



# GOOGLE ANALYTICS + FACEBOOK + ADWORDS



```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','https://www.google-analytics.com/analytics.js','ga');
```

```
ga('create', 'UA-57398258-1', 'auto');
ga('send', 'pageview');
```

```
</script>
```



```
<script>
ga('send', {
  hitType: 'event',
  eventCategory: 'checkout',
  eventAction: 'complete',
  eventLabel: 'blue sweater',
  eventValue: 37
});
</script>
```

<!-- Facebook Pixel Code -->

```
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '841205239359329'); // Insert your pixel ID here.
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

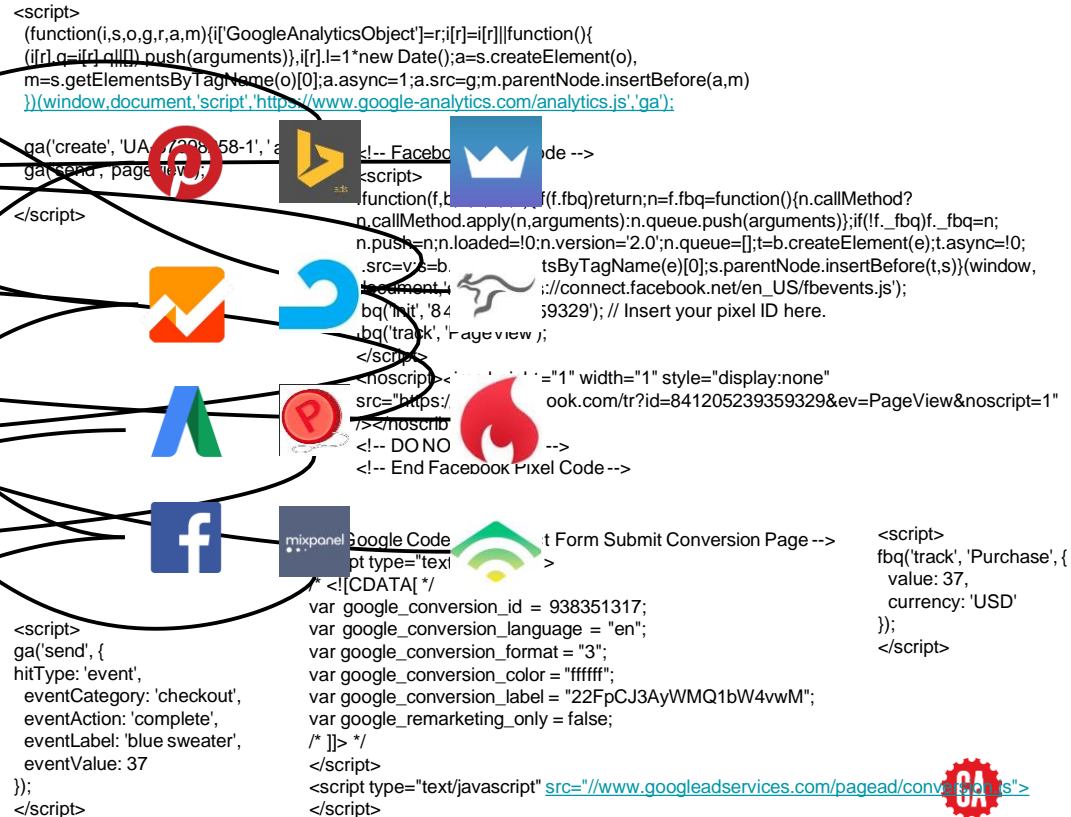
<!-- Google Code for Contact Form Submit Conversion Page -->

```
<script type="text/javascript">
/*  */
var google_conversion_id = 938351317;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "22FpCJ3AyWMQ1bW4vwM";
var google_remarketing_only = false;
/*  */
</script>
<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">
</script>
```

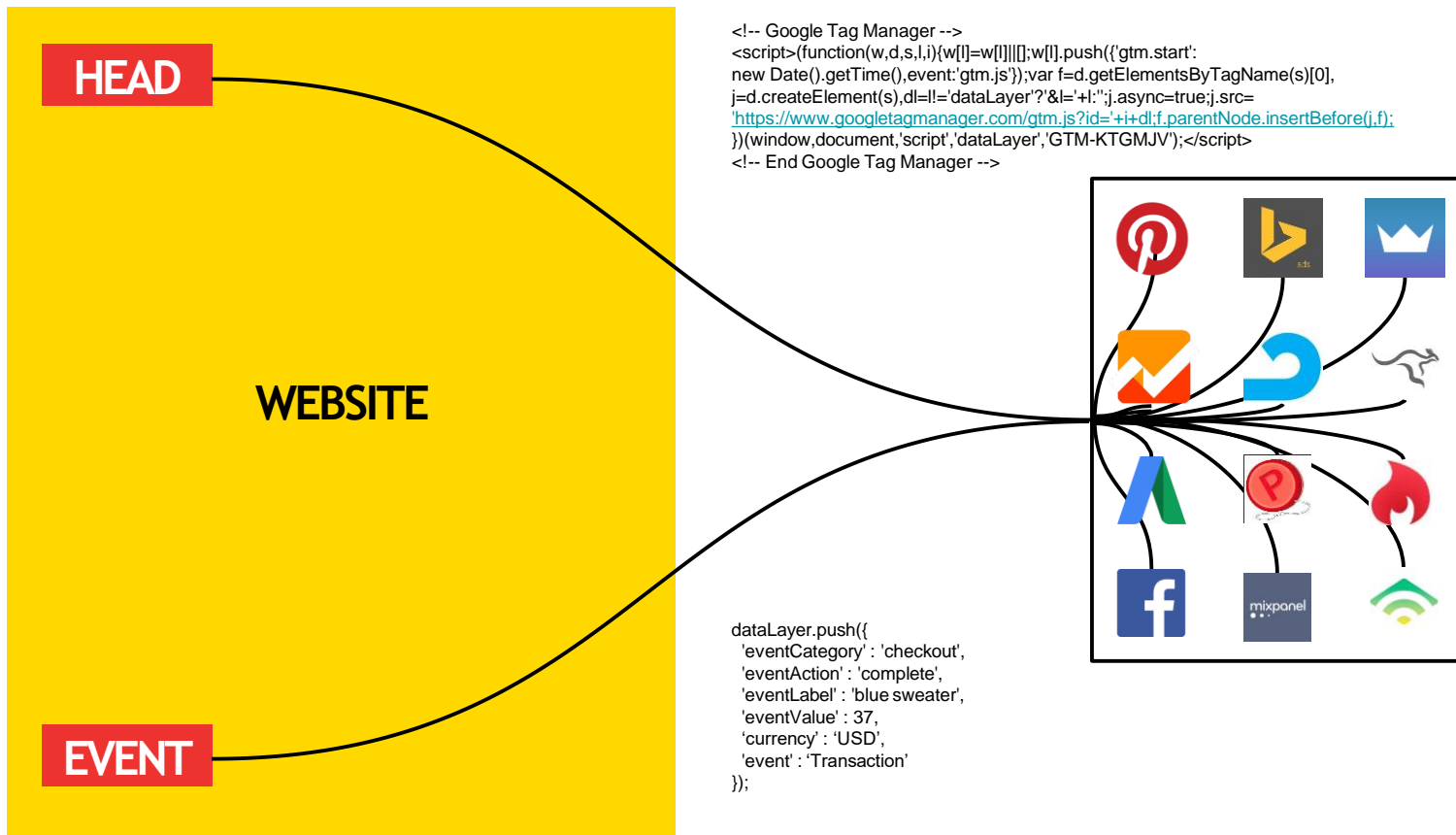
```
<script>
fbq('track', 'Purchase', {
  value: 37,
  currency: 'USD'
});
</script>
```



The diagram shows a network structure on a yellow background. At the top, there are three light blue rectangular nodes, each labeled "HEAD" in white capital letters. Below these, there are three more light blue rectangular nodes, also labeled "HEAD" in white capital letters. In the center, the word "WEBSITE" is written in black capital letters. At the bottom, there are nine red rectangular nodes, each labeled "EVENT" in white capital letters, arranged in a 3x3 grid. Black lines connect the nodes, showing a complex network. Lines connect the top "HEAD" nodes to the middle "HEAD" nodes and to the "EVENT" nodes. Lines also connect the middle "HEAD" nodes to the "EVENT" nodes. The "WEBSITE" node is connected to several "EVENT" nodes. The bottom "EVENT" nodes are connected to each other and to the "WEBSITE" node.



# GOOGLE TAG MANAGER



# GOOGLE ANALYTICS

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Google Analytics



Adobe  
Analytics



# How Google Analytics Works



- JavaScript code (a.k.a., a pixel) “fires” and collects information every time a user visits.
- It sends raw data to the cloud.
- The cloud computes and sends data to Google.
- Google Analytics visualizes it.

# Why Google Analytics?

- [GA for beginners](#)
- [GA advanced](#)
- [About the certification](#)



# GOOGLE ANALYTICS

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Founder



Marketer



Designer



Engineer



Sales



# GOOGLE ANALYTICS

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Founder

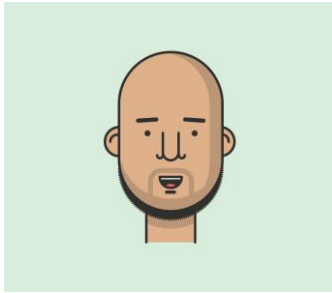
**Show me needles in the haystack on how to improve my business!**

I use analytics to:

1. Better understand the overall health of the business
2. Allocate company resources: budget and time
3. Pursue the next business initiatives
4. How to better direct my teams
5. Show our investors business growth.

# GOOGLE ANALYTICS

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**I have a monthly budget and need to acquire as many customers as possible!**

Marketer

I use analytics to:

1. Plan my marketing campaigns
2. Understand what mix of channels would work best
3. Gather valuable user targeting information
4. Find insights to drive my next marketing initiatives
5. Better spend my budget.

# GOOGLE ANALYTICS

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## Designer

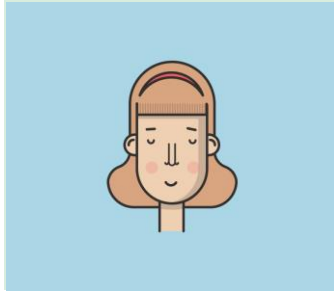
**I aim to develop quality products the public wants and to make sure there is enough supply for the demand!**

I use analytics to:

1. Constantly know how my products are performing
2. Get insights about which types of products and design are doing well
3. How many products are selling and being engaged
4. Determine which products to improve or create
5. Determine which products should be killed.

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**I keep the website (or app) optimized to ensure its easy to browse products and easy to complete purchases!**

Engineer

I use analytics to:

1. Find and fix bugs on the site and/or app
2. Improve the user experience
3. Optimize overall site performance based on the most recent industry updates
4. Create or remove features.

# GOOGLE ANALYTICS

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## Sales

I make sure the product moves to new and repeat purchases.  
Closing leads is a top priority of mine!

I use analytics to:

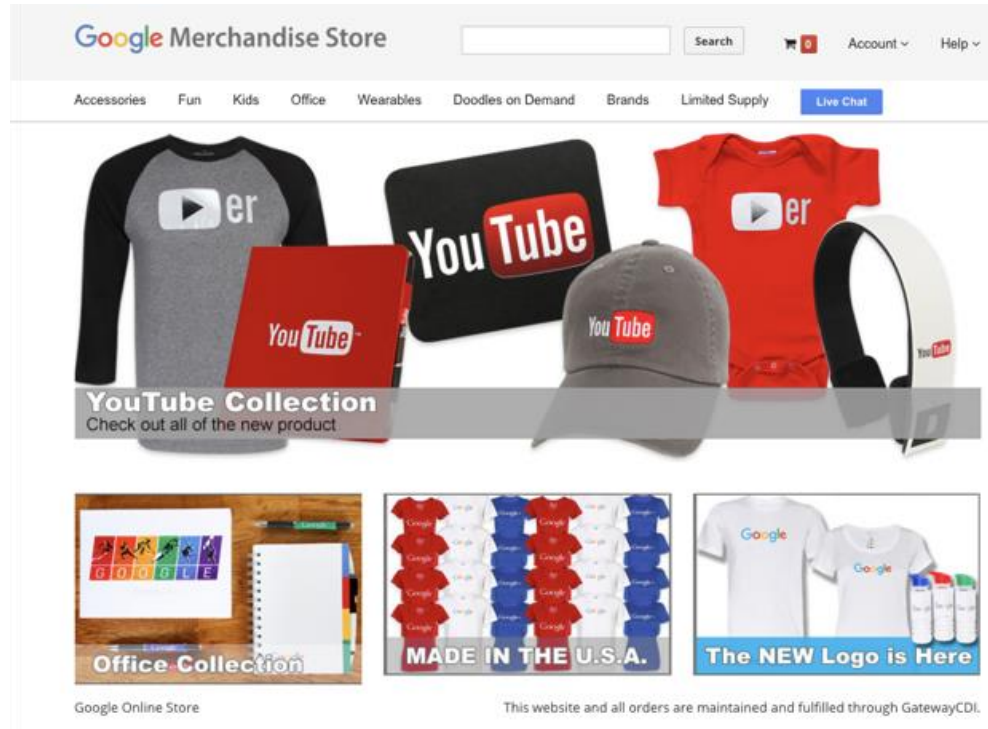
1. Understand what information leads want to see
2. Find out the top purchase factors for leads
3. Provide experiences that keep clients engaged and retained.

# Google Analytics: The Basics

- Sessions, % New Sessions, and New Users
- Bounce Rate
- Pages/Session
- Avg. Session Duration
- Goals & Events
- Segments
- Cohorts
- Referrals
- UTM Codes



# A Real Business





# Guided Walk-Through: Google Analytics Demo

## Access the demo account

To access the demo account, click the *ACCESS DEMO ACCOUNT* link at the end of this section. When you click the link:

- If you already have a Google account, you are prompted to log in to that account.
- If you do not have a Google account, you are prompted to create an account and then log in.

When you click the *ACCESS DEMO ACCOUNT* link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you do not have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the *Home* tab in Analytics.

The demo account counts against the maximum number of Analytics accounts you are permitted to create under a single Google account. The current maximum for Google Analytics Standard is 100 Analytics accounts per Google account.

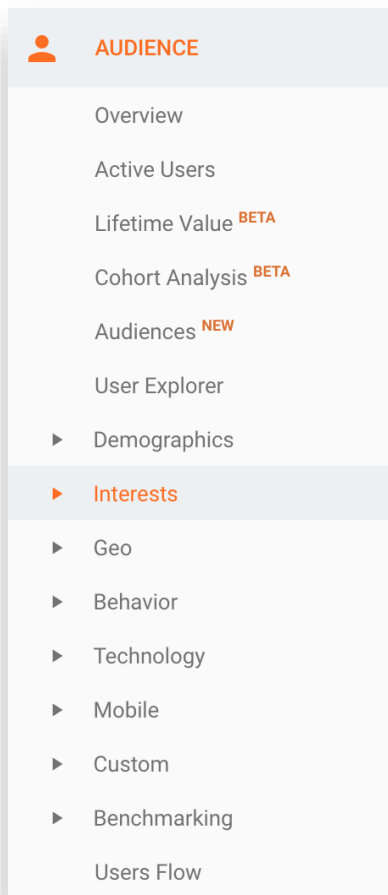
You can [remove the demo account](#) at any time.

[ACCESS DEMO ACCOUNT](#) 

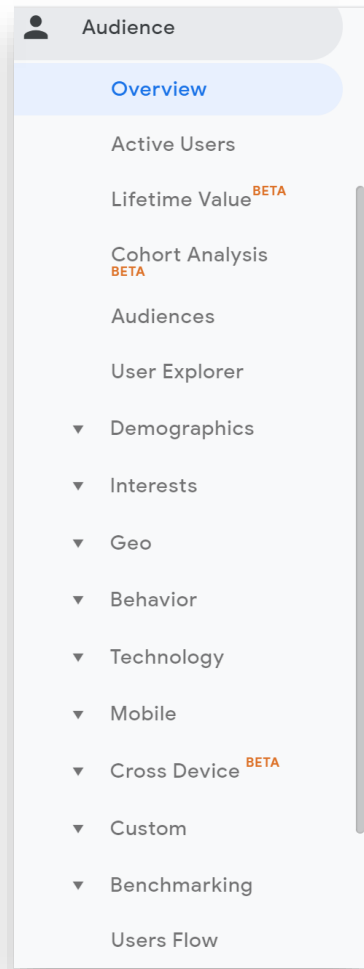




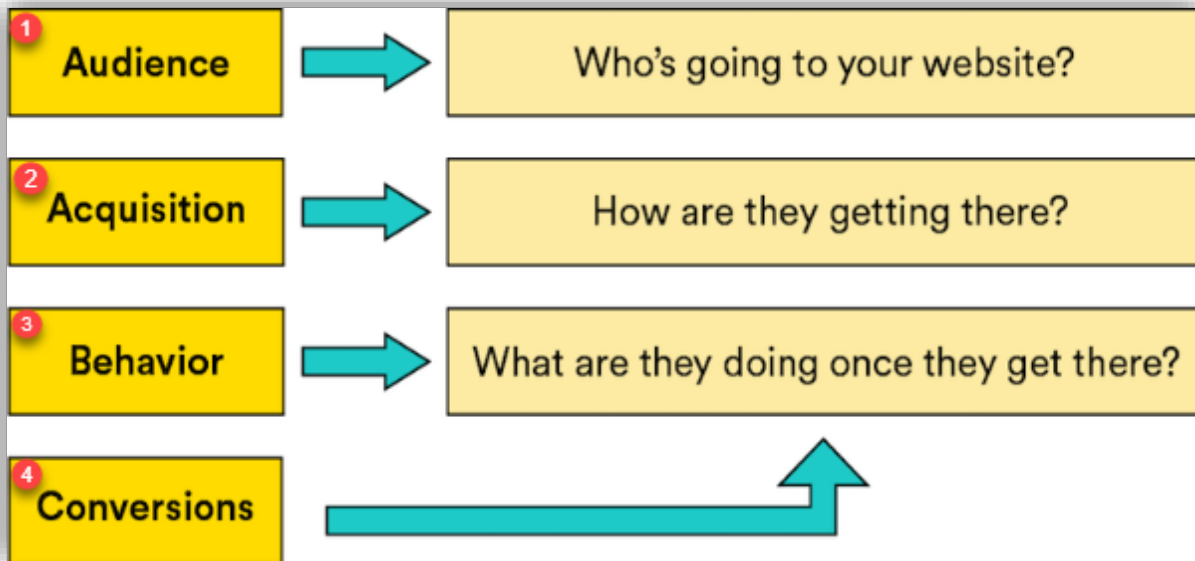
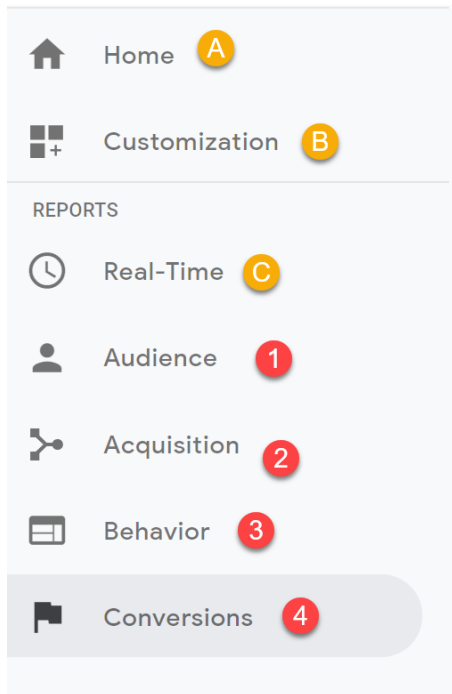
# Google Analytics: Changes are always happening



Vs.



# Google Analytics: “The Big Four”



**GOOGLE ANALYTICS**

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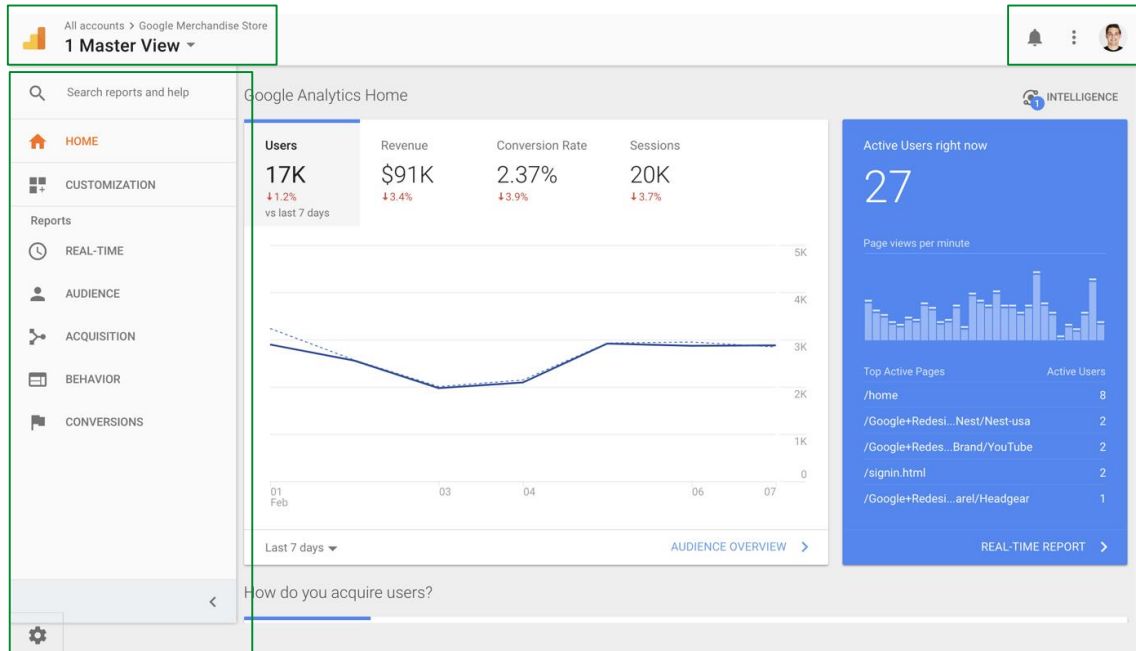
# GENERAL NAVIGATION



# General Navigation

Account menu: Switch between accounts, properties/apps, and views.

Navigation menu: Clicking each of these sections will expose the reports that belong to each section.

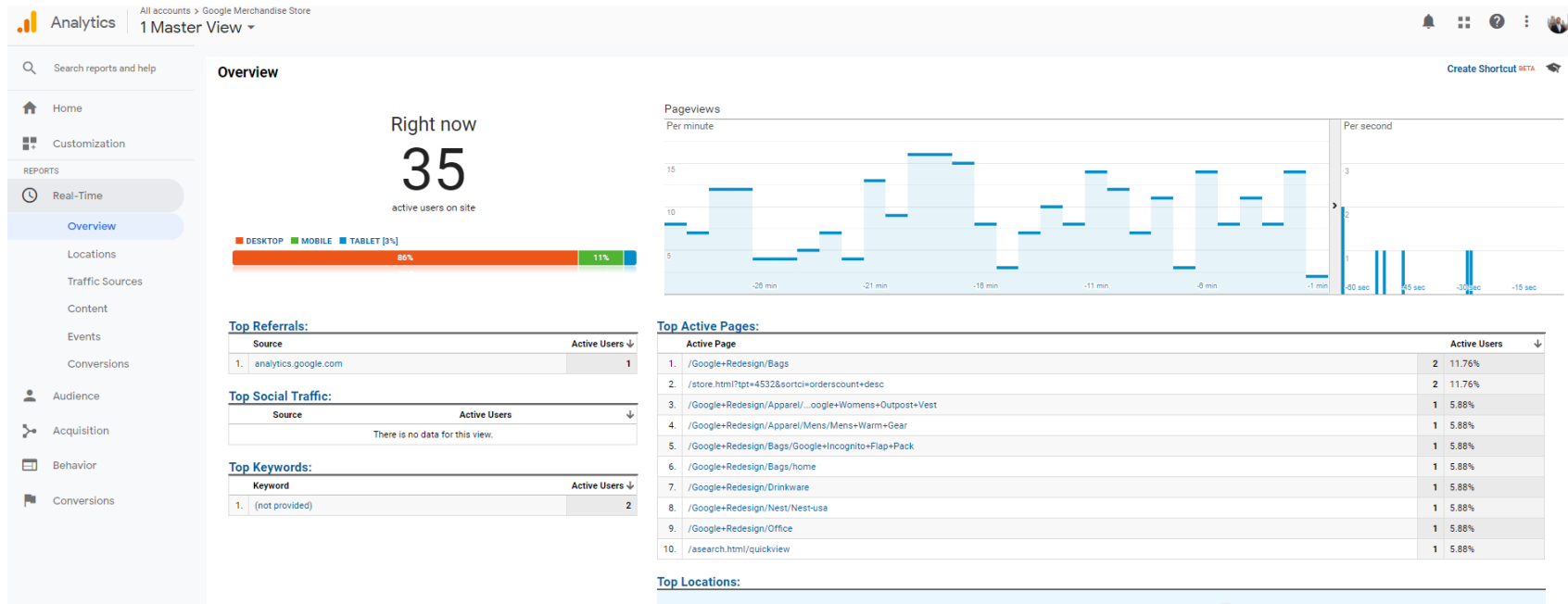


Alert & User menu: Check account notifications, switch between Google Analytics tools, and switch between Google user accounts.

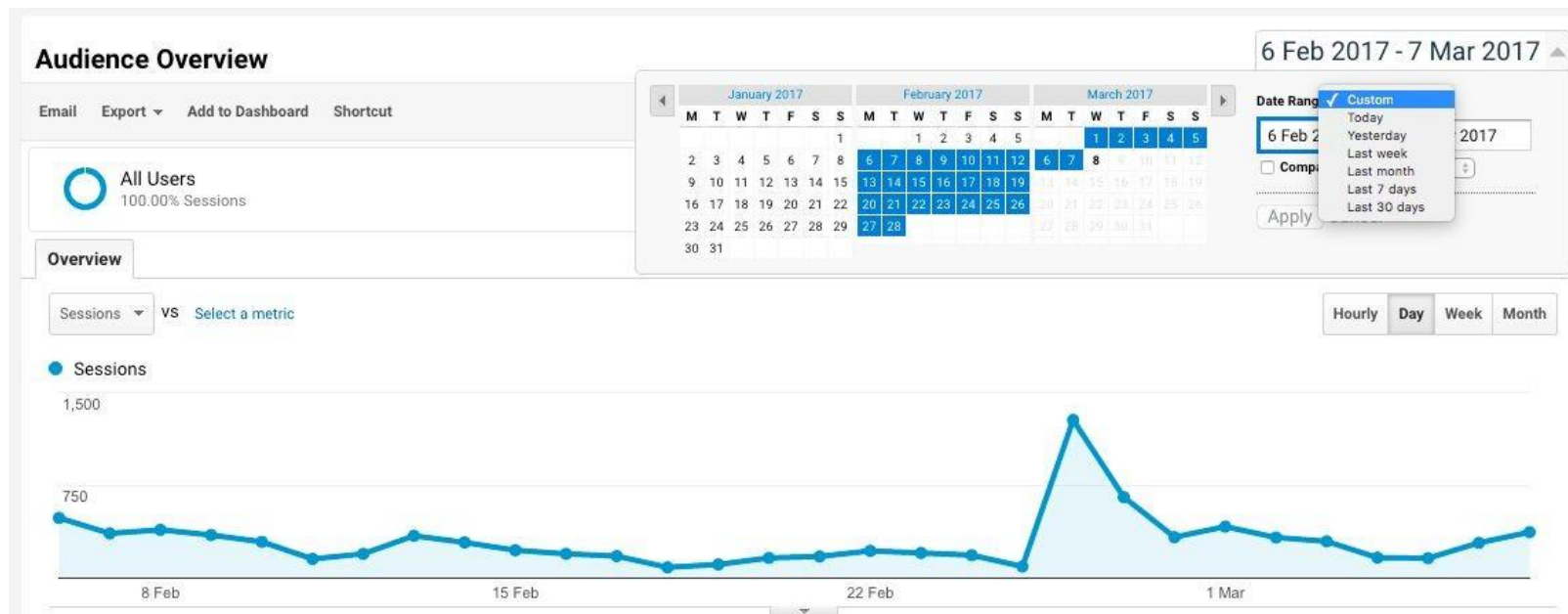


# General Navigation

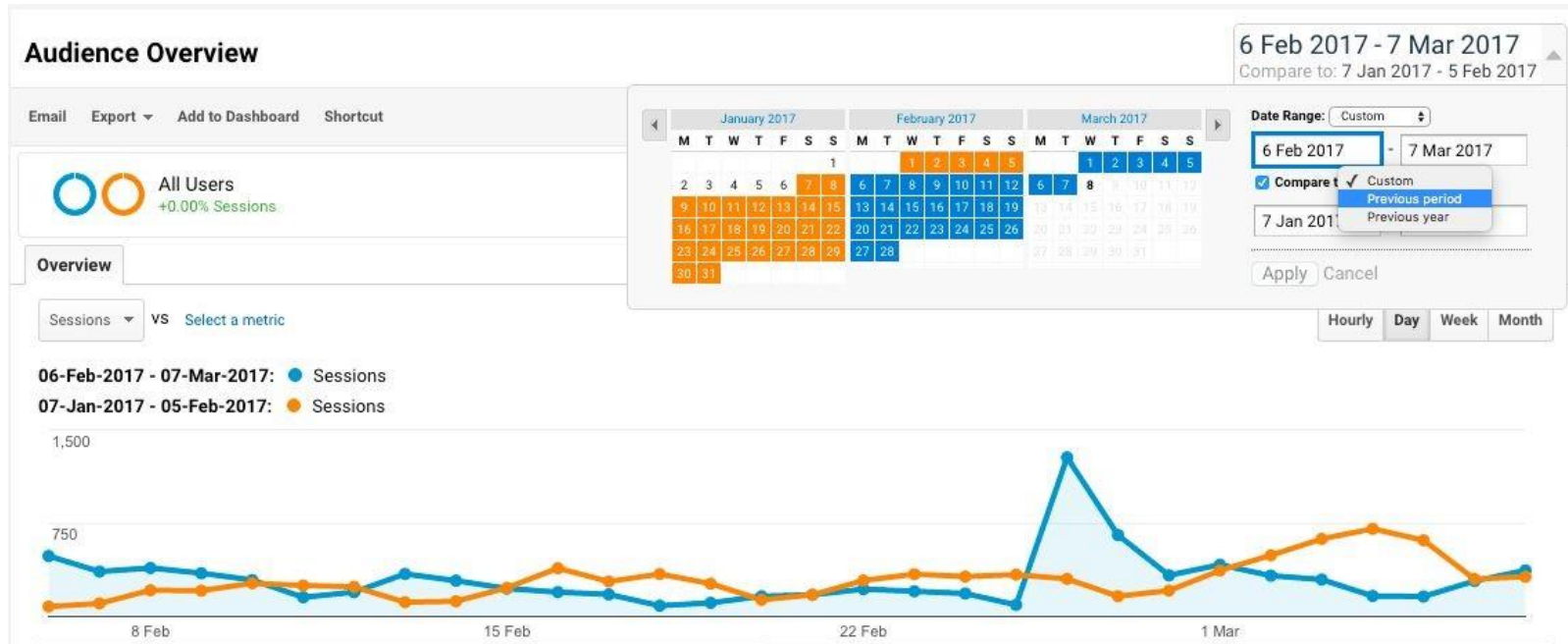
Real-time reports let you look at live user behavior on your website, including information such as where your users are coming from and if they're converting.



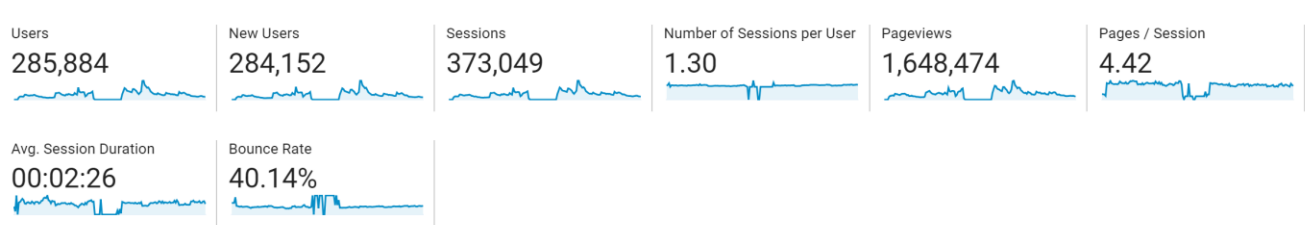
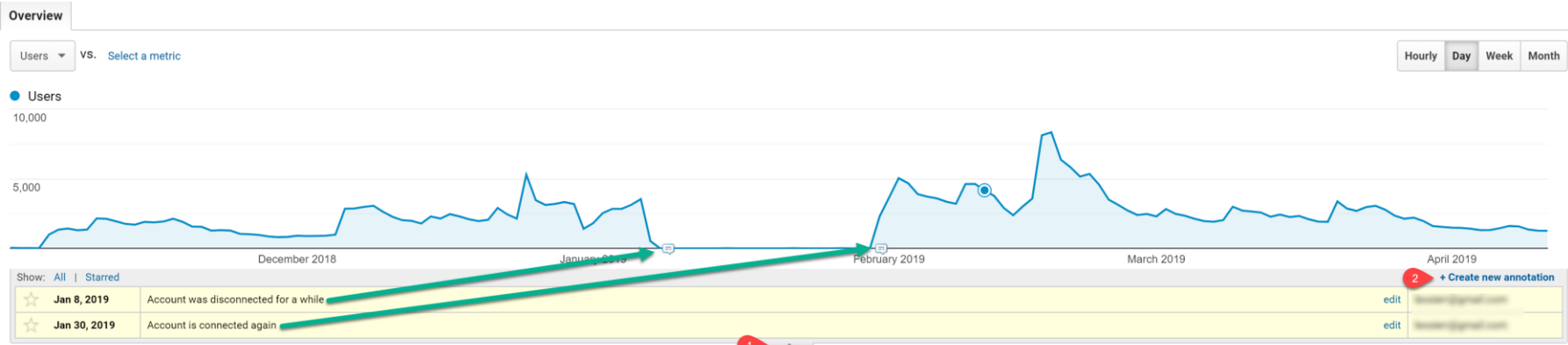
# DATE RANGES



# DATE RANGE COMPARISONS



# ANNOTATIONS





**GOOGLE ANALYTICS**

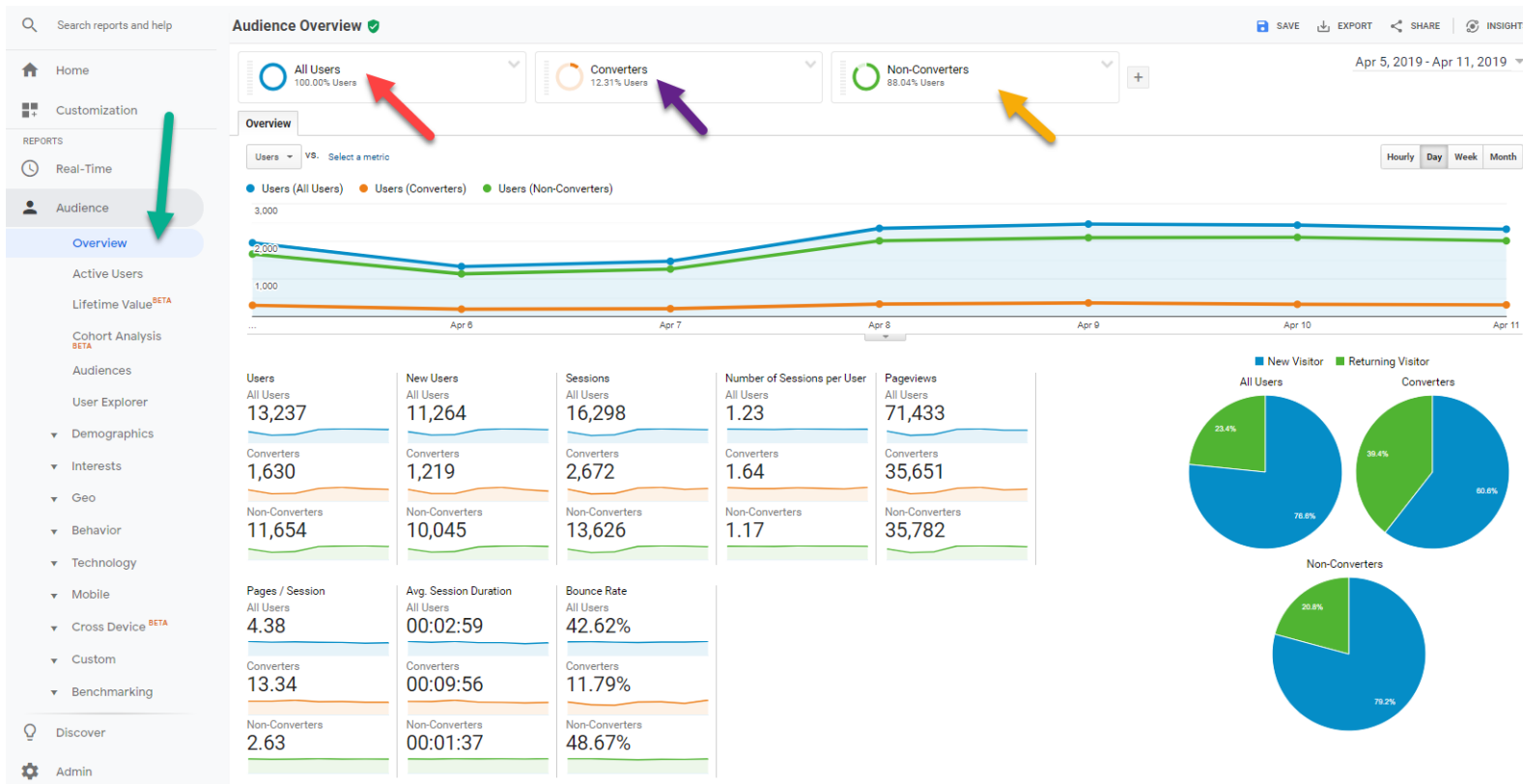
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# SEGMENTATION



# General Navigation

## Start with Segments



# General Navigation

Start with Segments -Default Types

## Default Segments

- All Users
- Bounced Sessions
- Converters
- Direct Traffic
- Made a Purchase
- Mobile and Tablet Traffic
- Mobile Traffic
- Multi-session Users
- New Users
- Non-bounce Sessions
- Non-Converters
- Organic Traffic
- Paid Traffic
- Performed Site Search
- Referral Traffic
- Returning Users
- Search Traffic
- Sessions with Conversions
- Sessions with Transactions
- Single Session Users
- Tablet and Desktop Traffic
- Tablet Traffic



# The ABCs of Audience Segmentation

## Audience

Gender

Age

Income

Family status

Where they live

What they like

## Behavior

New vs. return visitors

Browsing behavior

Search behavior

Has or has not  
purchased

Email engagement

Abandoned carts

## Context

Referral source

Device

Current location

Time of day

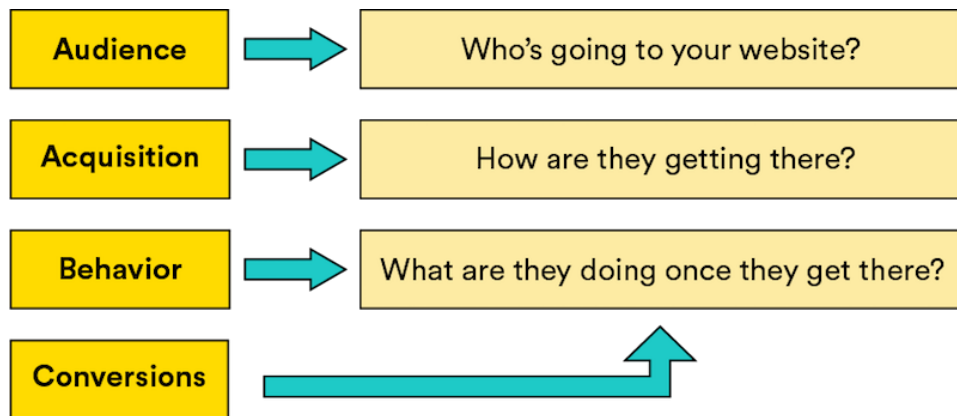
Time of week

Content on page



# You can create powerful segments by adding some other elements to your audience:

- A customer in your target audience who is also a new visitor.
- Someone in your target audience who has arrived through a promotional ad.
- What else?



# Google helps marketers out by creating “affinity audiences.”

- Technophiles
- Movie lovers
- TV lovers
- Shutterbugs
- News junkies/entertainment and celebrity news junkies
- Mobile enthusiasts
- Travel buffs
- Shoppers/shopaholics
- Business professionals
- ... and so many more!





## Solo Exercise: Segments

10 minutes



Create a segment based on consumer personas.

1. Segment 1 **together**: Male and Female **From April 5<sup>th</sup> 2019 to April 11 2019**
2. Segment 2: **From April 5<sup>th</sup> 2018 to April 11 2019**
  1. They are top of the funnel, have an affinity, or are “somewhat” interested in: Shoppers/Luxury Shoppers
  2. They are in the market for Business technology
  3. User location in San Francisco





# Guided Walk-Through: A Deeper Look at Segments

10 minutes



Let's create a segment together:

Click here.

Then here.

Create audience here.

Number of users in the segment over the specified time period





# General Navigation

## Start with Segments -Custom Types

All Users  
100.00% Users

Female  
16.60% Users

Male  
33.46% Users

Segment Name

Save

Cancel

Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age ?☐ 18-24☐ 25-34☐ 35-44☐ 45-54☐ 55-64☐ 65+

Gender ?☐ Female☐ Male☐ Unknown

Language ?contains

Affinity Category (reach) ?contains

In-Market Segment ?contains

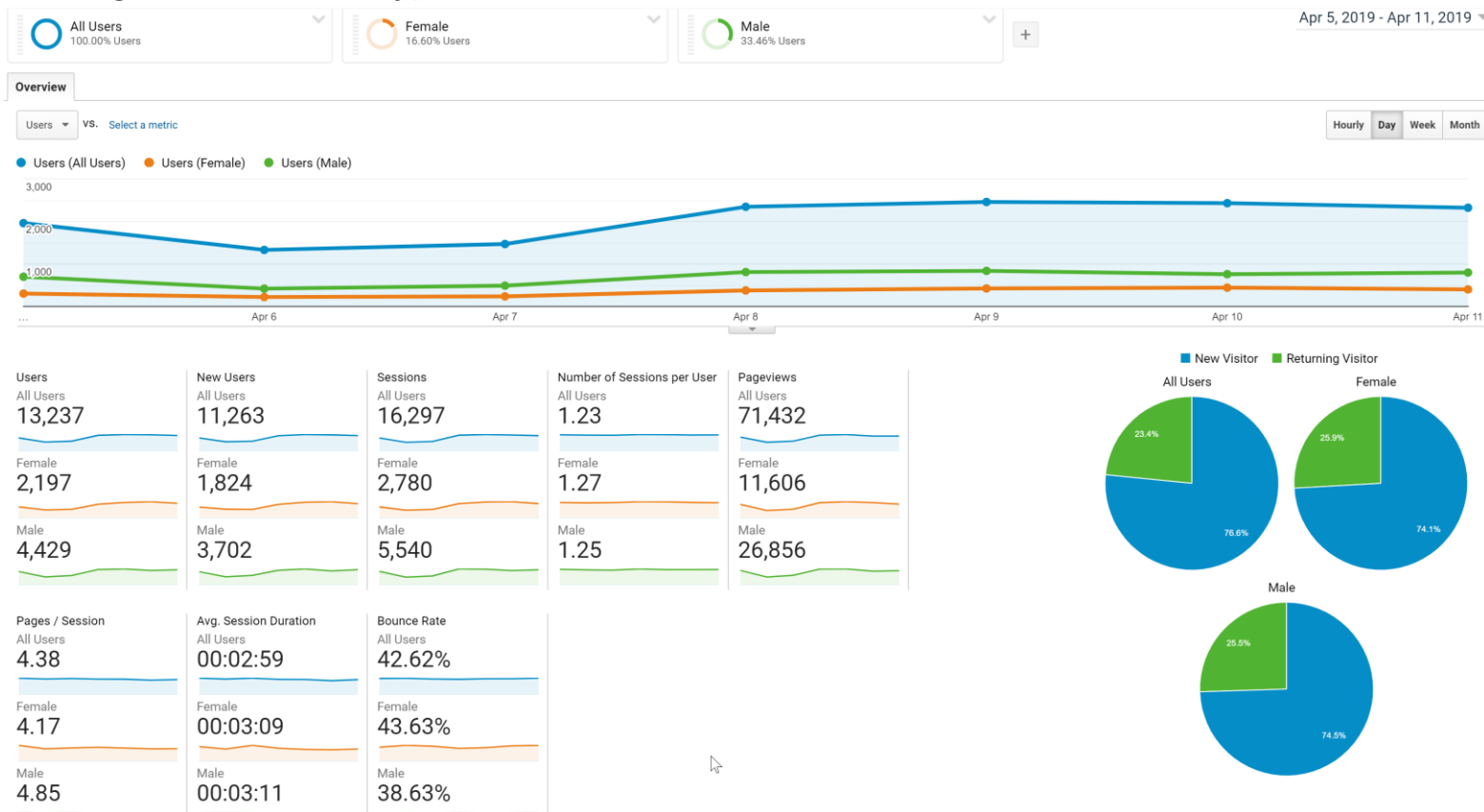
Other Category ?contains

Location ?Continentcontains



# General Navigation

## Start with Segments - Custom Types





## Solo Exercise: Segments

10 minutes



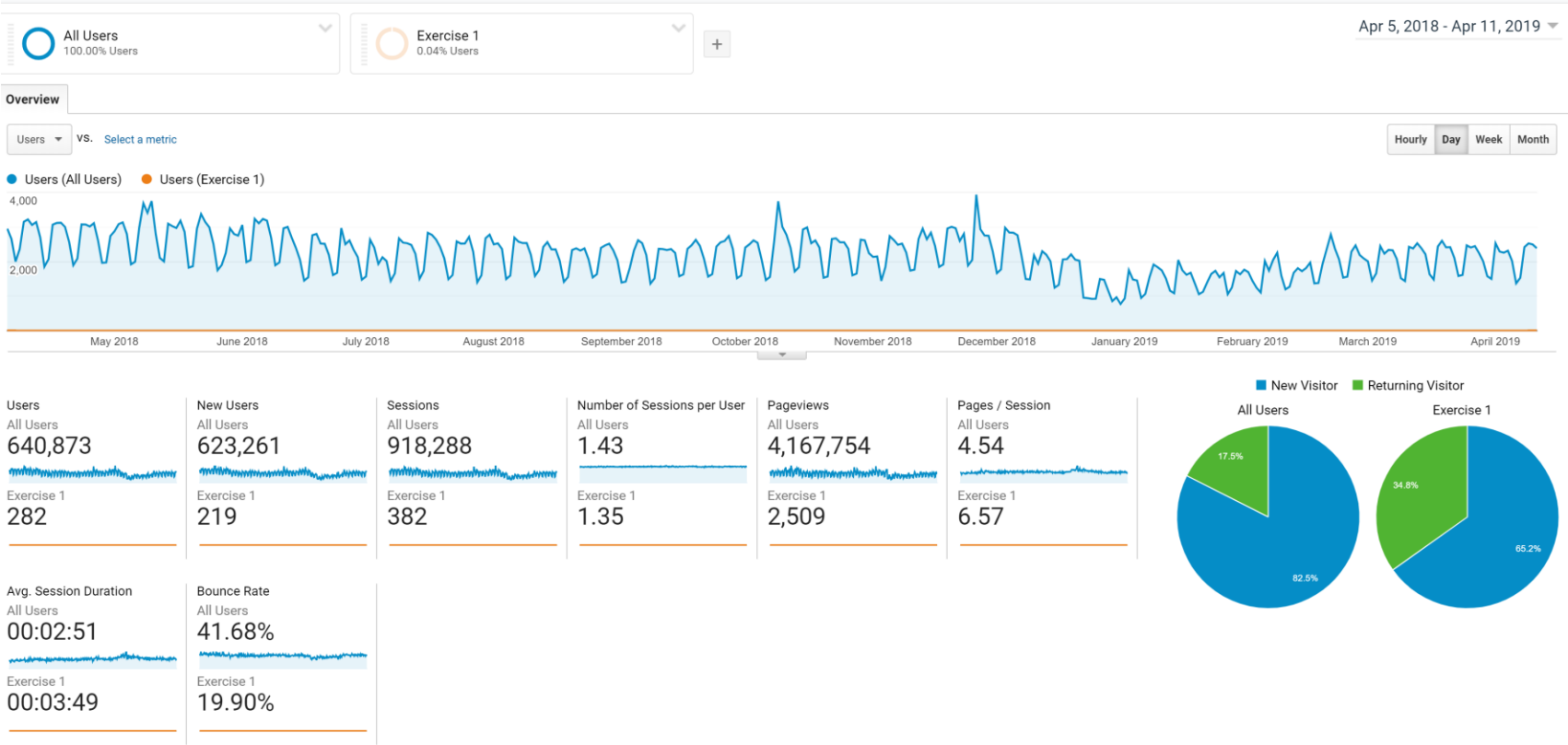
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# General Navigation

## Start with Segments -Custom Types



**GOOGLE ANALYTICS**

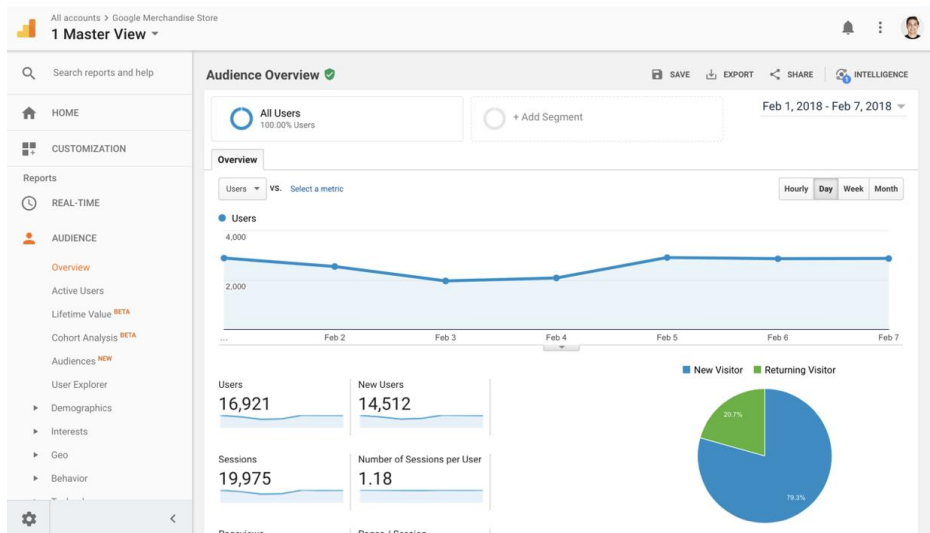
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# WALK THROUGH



# Audience Reports: Understand the Characteristics of Your Users

This can include what countries they're in, what languages they speak, and the technology they use to access your site. But, it can also include data such as their age and gender, their engagement and loyalty, and even some of their interests.



# Audience Reports: Retargeting Audiences

The screenshot displays the Google Analytics 'Admin' section. The breadcrumb trail at the top reads 'All accounts > Alyce Paris > User ID Creation'. The 'ADMIN' tab is selected, and the 'Account' column is active, showing 'Alyce Main'. The 'Audience Definitions' menu item in the 'Account' column is highlighted with a red circle and a red notification badge. The 'USER' tab is also visible, showing 'Alyce Paris' and 'User ID Creation'.

The interface is divided into three columns:

- Account Column:** Includes 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Trash Can'.
- Property Column:** Includes 'Property Settings', 'User Management', 'Tracking Info', 'PRODUCT LINKING' (Google Ads Linking, AdSense Linking, Ad Exchange Linking, All Products), 'Postbacks', 'Audience Definitions' (highlighted with a red circle and a red notification badge), 'Audiences' (highlighted with a red circle and a red notification badge), 'Dynamic Attributes', 'Custom Definitions', and 'Data Import'.
- View Column:** Includes 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Calculated Metrics BETA', 'PERSONAL TOOLS & ASSETS' (Segments, Annotations, Attribution Models, Custom Channel Grouping BETA, Custom Alerts, Scheduled Emails).



# Audience Reports: Retargeting Audiences

The screenshot displays the Google Analytics interface. On the left, the 'ADMIN' tab is active, showing the 'Audiences' section under 'Property Settings'. The 'Audiences' section includes a '+ NEW AUDIENCE' button and a table with columns for 'Name' and 'All Users'. A red circle with the number '1' highlights the '+ NEW AUDIENCE' button.

The main content area shows the 'Audiences' report. A modal window is open, displaying the 'Engagement Pack' Core Remarketing Lists. The modal has a search bar and a 'Type: Audience Definition' filter. It lists three audience definitions:

- [Engagement Pack] Core Remarketing Lists** by Dan Stone, GA Team, Jul 17, 2014. It has 44 reviews, 28,388 members, and a 5-star rating. The description states: 'Start supercharging your remarketing with the power and precision of Remarketing with Google Analytics. This core set of 20 lists is based around user engagement and allows you to re-engage differently with your users based on important behaviors like rece...'. It includes an 'Import' button with a red circle and the number '2'.
- All Devices and Operating Systems** by SunithaDevi, Aug 12, 2014. It has 30 reviews, 13,353 members, and a 5-star rating. The description states: 'A bundle of Traffic Sources.....'. It includes an 'Import' button.
- [Ecommerce Pack] Intermediate Remarketing Lists** by Dan Stone, GA Team, Jul 17, 2014. It has 15 reviews, 6,582 members, and a 5-star rating. The description states: 'Expansion set of 7 remarketing lists to help you identify your loyal customers and re-engage with them differently. Based on total purchase amount and number of purchases across multiple sessions, using 540 day membership duration. Custom combo with the [E...'. It includes a 'Go to Gallery' link and a 'Close' button.





# Audience Reports: Retargeting Audiences

## Remarketing Audiences

<input checked="" type="checkbox"/>	[Engagement Pack] Visited >1m
<input checked="" type="checkbox"/>	[Engagement Pack] Visited >10m
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 7 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 14 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 30 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 540 days
<input checked="" type="checkbox"/>	[Engagement Pack] Conversions > 0
<input checked="" type="checkbox"/>	[Engagement Pack] Past Purchasers
<input checked="" type="checkbox"/>	[Engagement Pack] New Visitor
<input checked="" type="checkbox"/>	[Engagement Pack] Returning Visitor
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 360 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 180 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 90 days
<input checked="" type="checkbox"/>	[Engagement Pack] Visited last 1 day
<input checked="" type="checkbox"/>	[Engagement Pack] Visited >60m
<input checked="" type="checkbox"/>	[Engagement Pack] Visited >=3x
<input checked="" type="checkbox"/>	[Engagement Pack] Page depth >1
<input checked="" type="checkbox"/>	[Engagement Pack] Page depth >5
<input checked="" type="checkbox"/>	[Engagement Pack] Page depth >10
<input checked="" type="checkbox"/>	[Engagement Pack] Page depth >=20
Selected Account "Google Analytics" <span>1</span>	

Create 2

Cancel



# Audience Reports: Retargeting Audiences

The screenshot displays the Google Analytics 'Audiences' section. The left sidebar contains navigation options: Home, Reports, Audience, and Admin. The 'Admin' tab is selected, showing 'Property Settings', 'User Management', 'Tracking Info', 'PRODUCT LINKING' (Google Ads Linking, AdSense Linking, Ad Exchange Linking), 'All Products', 'Postbacks', 'Audience Definitions', 'Audiences' (highlighted with a red circle and number 2), 'Custom Definitions', and 'Data Import'. The main content area is titled 'Audiences' and includes a '+ NEW AUDIENCE' button (highlighted with a red circle and number 3) and an 'Import from Gallery' button. Below these buttons is a table of audiences. The table has columns for Name, Description, Date created, Last modified, Membership, and Type. The table lists 10 audiences, all of which are 'Open' and 'Analytics' type. The bottom of the table shows 'Show rows' set to 10, 'Go to' set to 1, and '1 - 10 of 20'.

Name	Description	Date created	Last modified	Membership	Type
[Engagement Pack] Conversions > 0	Goal Completions > 0...	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] New Visitor	User Type: 'New Visitor'	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Page depth > 1	Page Depth > 1...	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Page depth > 10	Page Depth > 10...	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Page depth > 5	Page Depth > 5...	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Past Purchasers	Transactions > 0	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Returning Visitor	User Type: 'Returning Visitor'	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Visited >=3x	Count of Sessions ≥ 3	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Visited >10m	Session Duration > 600	Apr 12, 2019	Apr 12, 2019	Open	Analytics
[Engagement Pack] Visited >1m	Session Duration > 60	Apr 12, 2019	Apr 12, 2019	Open	Analytics



---

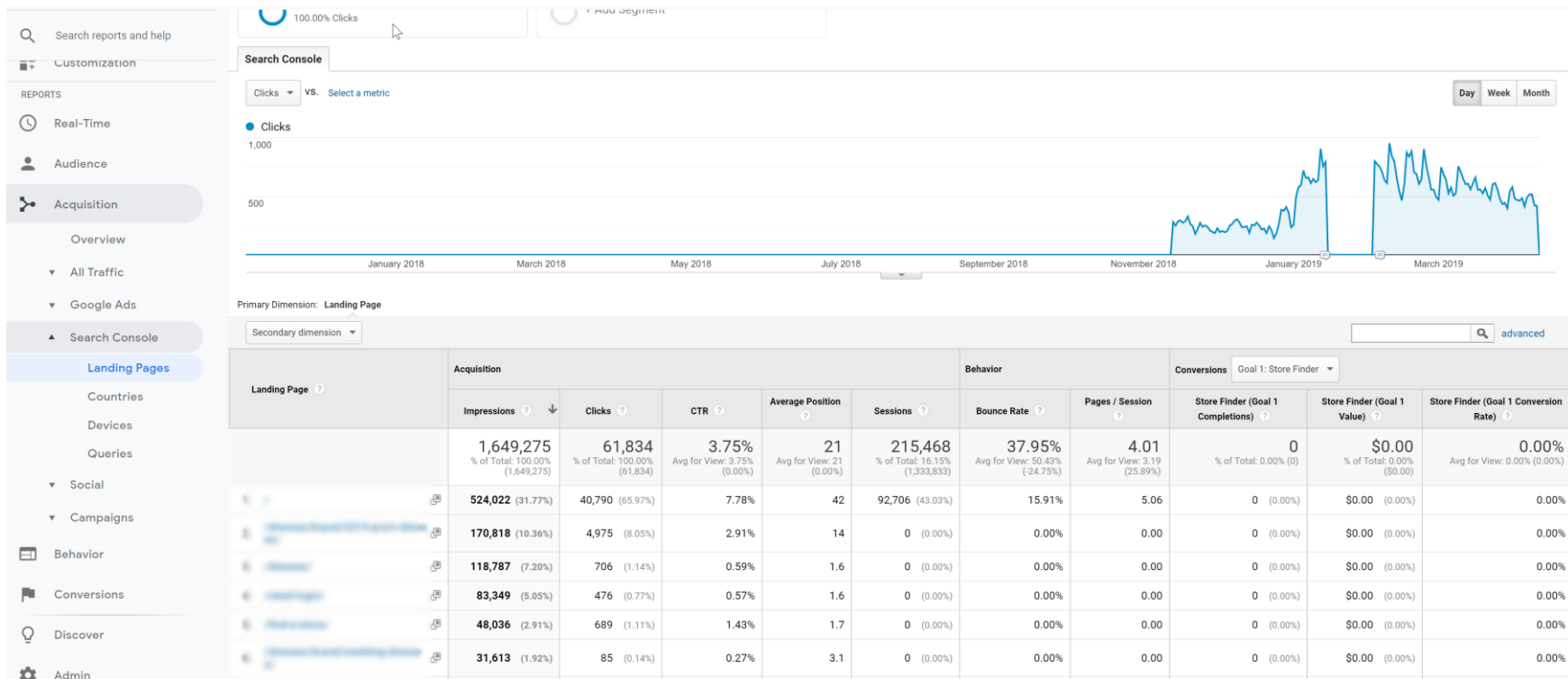
**METRICS REVISITED**

---

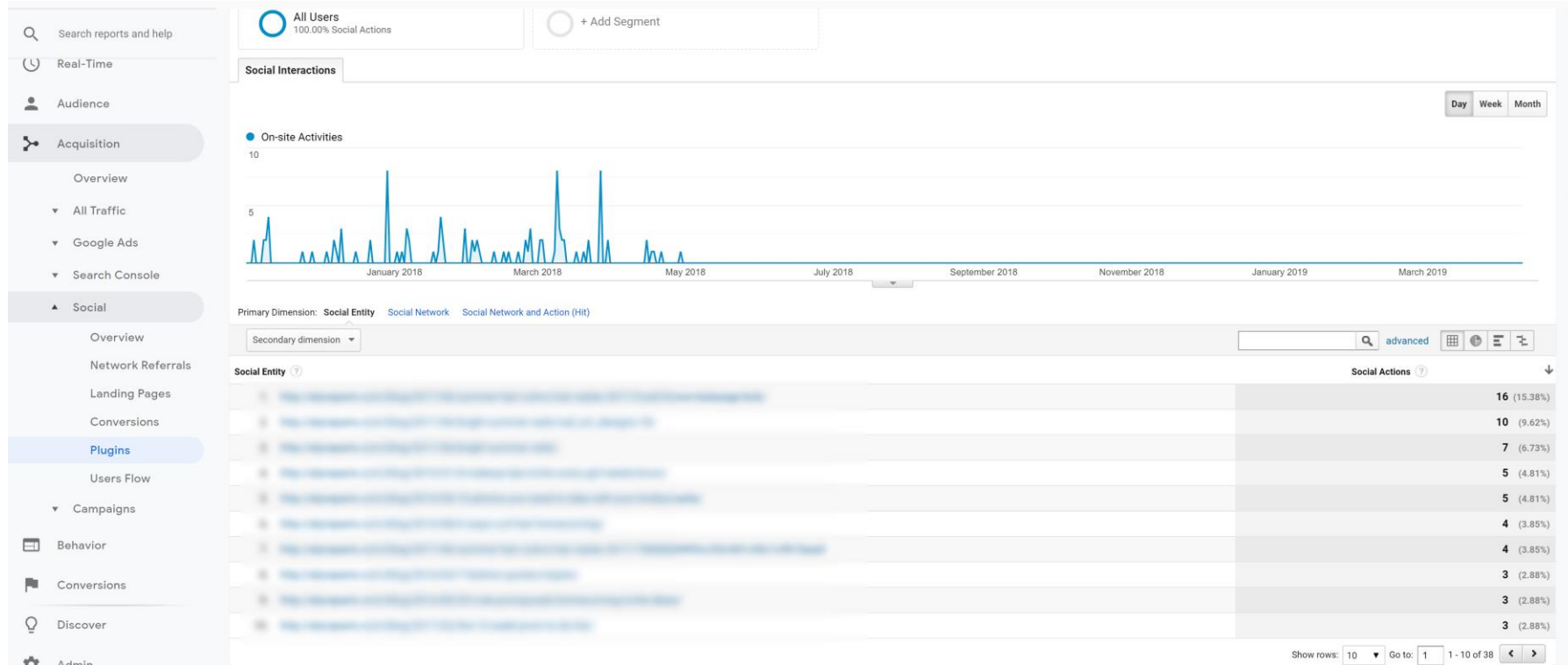
# ACQUISITION REPORTS



# Acquisition Reports



# Acquisition Reports (Social Plugins)



**METRICS REVISITED**

---

# GOOGLE ANALYTICS

## AUDIENCE TAB





# Computers Out: Explore the Audience Tab

10 minutes



1. What is the percentage change in Android mobile visits between 2018 and 2017?
2. Who had a higher bounce rate last December, men or women (2018)?
3. What was the 26th-highest converting metro last April by revenue? By conversion rate (2018)?
4. Create a segment the “region” of California.



## AUDIENCE

Overview

Active Users

Lifetime Value <sup>BETA</sup>

Cohort Analysis <sup>BETA</sup>

Audiences <sup>NEW</sup>

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

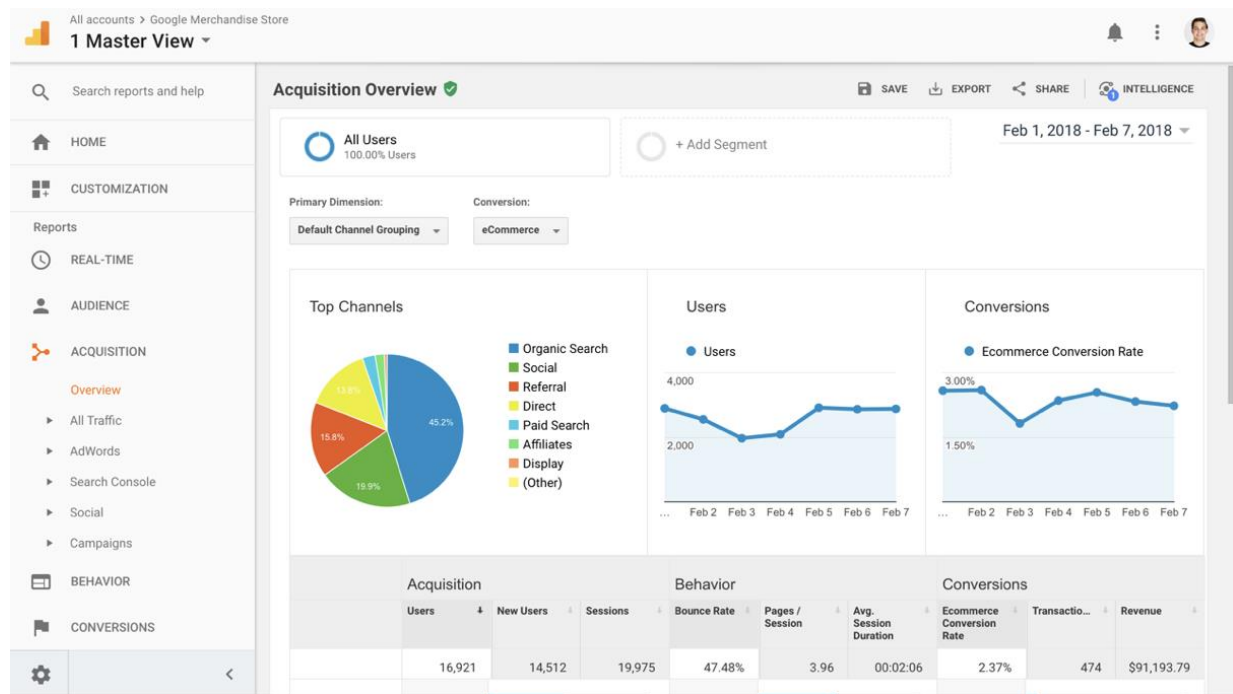
▶ Custom

▶ Benchmarking

Users Flow

# Acquisition Reports: Channel Analysis

Acquisition reports can provide insight into how users get to your website and how well your digital marketing and advertising works across different channels, such as email, search, and display ads. These are some of the most important and actionable reports in Google Analytics.





**METRICS REVISITED**

---

# GOOGLE ANALYTICS

## AQUISITION TAB





# Computers Out: Explore the Acquisition Tab

10 minutes



Try to find out:

1. What was the highest revenue-generating traffic channel Feb 2019?
2. What was the average CPC for the highest-performing Google ads campaign last quarter of 2018?
3. How much traffic came from California via Reddit in November 2017?



## ACQUISITION

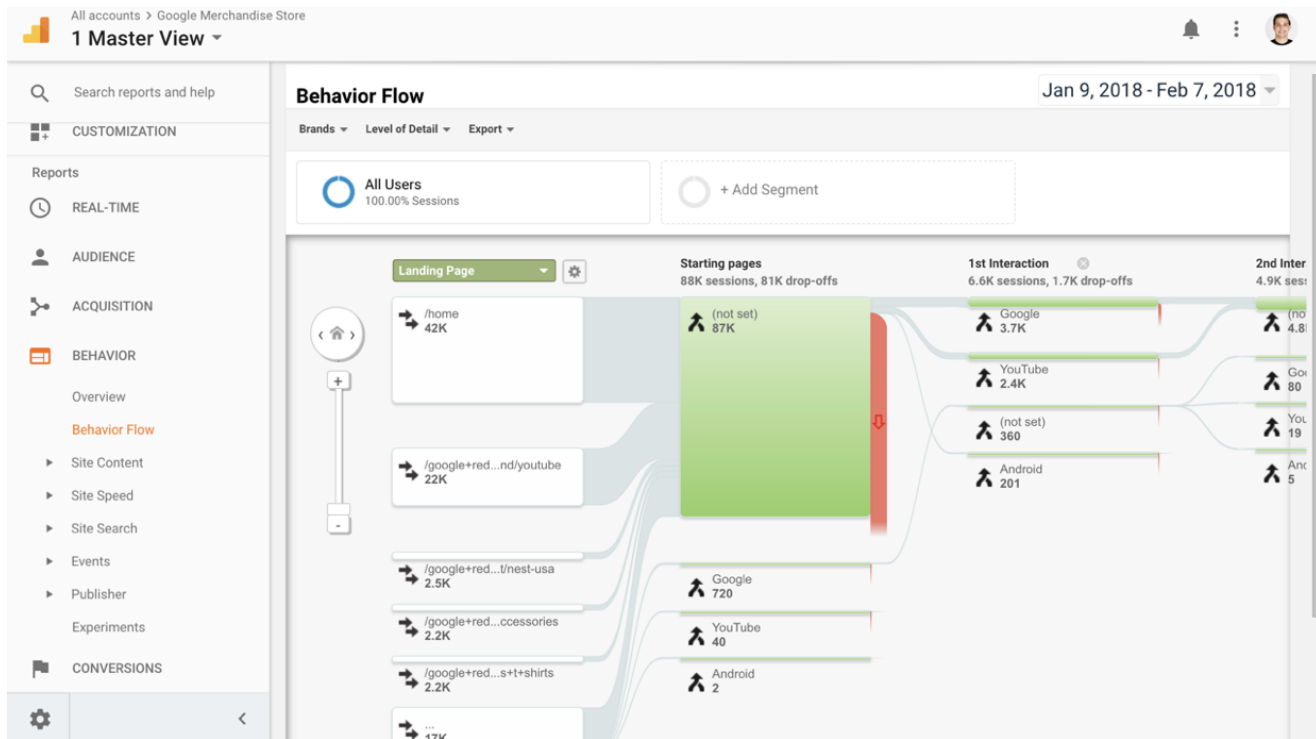
### Overview

- ▶ All Traffic
- ▶ AdWords
- ▶ Search Console
- ▶ Social
- ▶ Campaigns



# Behavior Reports: User Experience & Flow

Behavior reports show how users interact with your website. This can include many different things, from what content users view to how users navigate between pages.





# Computers Out: Explore the Behavior Tab

10 minutes



Try to find out:

1. How many times this week was something added to the cart in Q1 - 19?
2. What were the three most-searched terms on the site for Q1 - 19?
3. What product category had the highest bounce rate in Q1 - 19?



BEHAVIOR

Overview

Behavior Flow

▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments





# Computers Out: Explore the Behavior Tab

10 minutes



Analytics | All accounts > Google Merchandise Store | 1 Master View

ADMIN USER

View [+ Create View](#)

1 Master View

View Settings

Goals

Filters

**Ecommerce Settings** 2

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

**Ecommerce set-up**

**Enable Ecommerce**

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

**ON** 3

**Enable Enhanced Ecommerce Reporting**

**ON** 4

**Checkout Labeling** optional

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easil

FUNNEL STEPS

1. Billing and Shipping
2. Payment
3. Review

Done

1



**METRICS REVISITED**

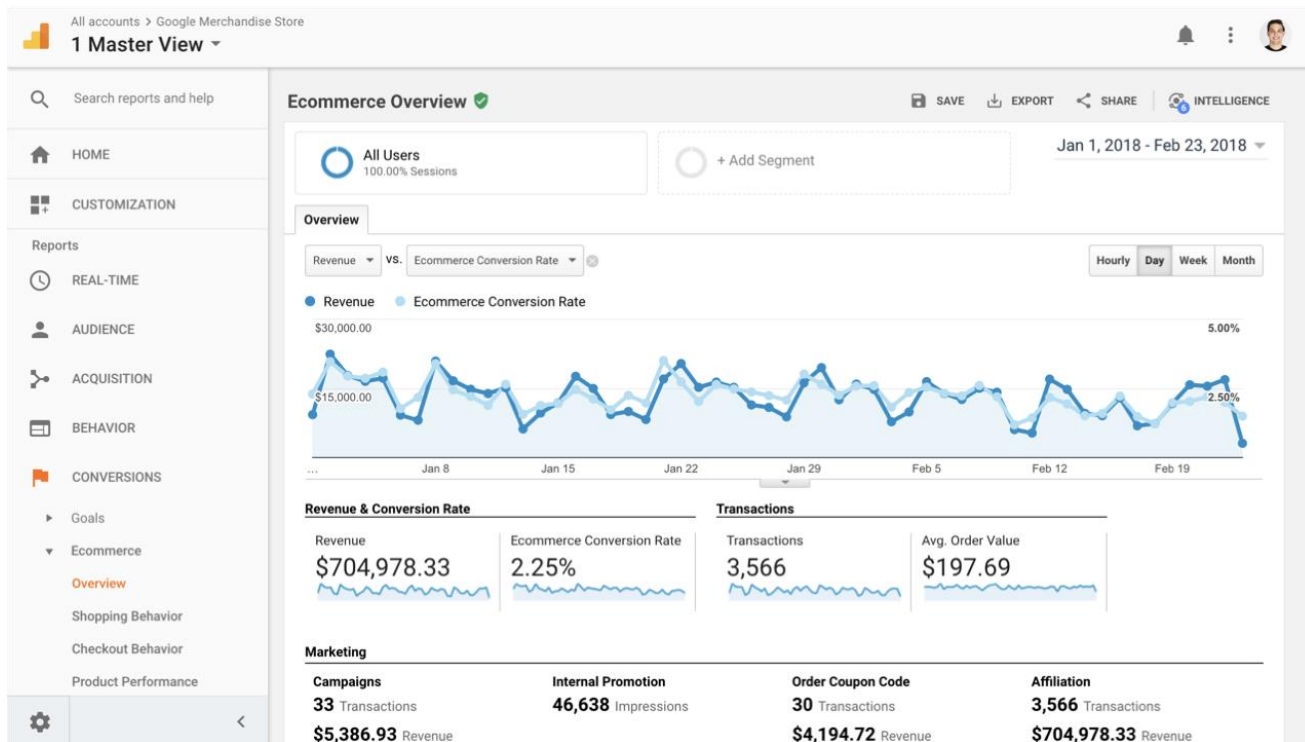
---

# GOOGLE ANALYTICS CONVERSION TAB



# Conversion Reports: Commerce Stats & Sales Analysis

Conversion reports offer in-depth analysis of eCommerce activities.





## Computers Out: Activity



1. What was the highest selling product for 2018 in terms of revenue?
2. What was the highest selling product for 2018 in terms of quantity?
3. Where was the biggest drop-off in the checkout for Q1 2019?
4. What was the top organic (unpaid) conversion path last month?








# Google Analytics

Goal Setup

# GOAL SETUP

 Analytics

All accounts > Google Merchandise Store

1 Master View ▾

ADMIN

USER

Account

+ Create Account

Demo Account ▾

Account Settings

User Management

All Filters

Trash Can

Property

+ Create Property

Google Merchandise Store ▾

Property Settings

<> Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Audience Definitions

Custom Definitions

Data Import

View

+ Create View

1 Master View ▾

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models


Custom Channel Grouping BETA


Custom Alerts

Scheduled Emails

Saved Reports

Share Assets





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# GOAL SETUP

View + Create View

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

☐ Place an order

Completed purchase or pre-order request

☐ Make an appointment

Scheduled a visit or meeting

ACQUISITION

☐ Create an account

Successful sign up, account, or view created

INQUIRY

☐ Refer a friend

Emailed link

☐ View more

Viewed product or service details

☐ Contact us

Viewed phone number, directions, chat or email

☐ Find a location

Viewed location or dealer information

☐ See deals

Viewed current sales or promotions

ENGAGEMENT

☐ Media play

Played interactive media, like a video, alideshow, or product demo

☐ Share / social connect

Shared to a social network or emailed

☐ Newsletter sign up

Signed up for newsletter or mailings

☐ Smart Goal

Maximum of one Smart Goal per view reached. Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

☐ Custom

Continue

Cancel

2 Goal description

3 Goal details

Cancel

# EVENT GOAL SETUP

## ✓ Goal set-up [Edit](#)

Custom

## ✓ Goal description [Edit](#)

Name: *All Leads*

Goal type: *Event*

## 3 Goal details

### Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equal to ▾	Lead
Action	Equal to ▾	Submit
Label	Equal to ▾	Label
Value	greater than ▾	Value

### Use the Event value as the Goal Value for the conversion

☒ YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel



# DESTINATION GOAL SETUP

✓

Goal set-up

Edit

Custom

✓

Goal description

Edit

Name: *SheWorx100: PR Goodie Lead*

Goal type: *Destination*

3

Goal details

Destination

Regular expression ▾

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

☐ OFF

Assign a monetary value to the conversion.

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Named	Screen/Page	Required?
1	<input type="text" value="Visit Landing Page"/>	<input type="text" value="/landing"/>	<div><input type="checkbox"/> NO</div>
2	<input type="text" value="Register Page"/>	<input type="text" value="/register"/>	<div><input checked="" type="checkbox"/></div>
<div>+ Add another Step</div>			



# PREVIEW MODE



Google Tag Manager

Tags Variables Data Layer

QUICK\_PREVIEW GTM-KTGMJV

Summary

4 gtm.click

3 Window Loaded


2 DOM Ready

1 Page View

Summary

Tags Fired On This Page:

Facebook Custom Audience Custom HTML - Fired 1 time(s)	GA Strat button click event Universal Analytics - Fired 1 time(s)	Hotjar Tracking Code Hotjar Tracking Code - Fired 1 time(s)	Universal Analytics Universal Analytics - Fired 1 time(s)
---	--	--	--



# TAG ASSISTANT

The image shows a web browser window with a dark-themed website. The website displays a large 'Success!' message, followed by the text 'Ready to skip the line?'. Below this, there are two green buttons with white text: 'LEARN MORE AT OUR BLOG' and 'SCHEDULE YOUR GROWTH CHAT, INSTANTLY'. At the bottom of the website, there is a 'TALK TO A ST' button and a 'TELL ME MORE' link.

Overlaid on the right side of the browser window is the Google Tag Assistant extension interface. The title bar reads 'Google Tag Assistant'. The main heading is 'Result of Tag Analysis' with a count of '3 In total'. The interface lists three tags:


- 1. AdWords Conversion Tracking (938351317)
- 2. Google Analytics (UA-54978695-4)
- 3. Google Tag Manager (GTM-KTGMJV)

At the bottom of the extension interface, there are two buttons: 'STOP RECORDING' (in red) and 'VIEW RECORDINGS'.



# EVENT DATA

Google Tag Assistant

←  Google Analytics UA-54978695-4 2/3 ^ v

Metadata

Web Property ID	UA-54978695-4
Code Version/Syntax	Universal
Implemented in Google Tag Manager	GTM-KTGMJV
Protocol version number	1

1 Pageview Requests

1 Keep Alive

2 Events

STOP RECORDING

VIEW RECORDINGS

Google Tag Assistant

1 Event Lead - Submit ↓ < >

Event URLs

Category	Lead
Action	Submit
Label	Landing-Page-Form
Title	Ladder.io - Growth Marketing







# Google Analytics

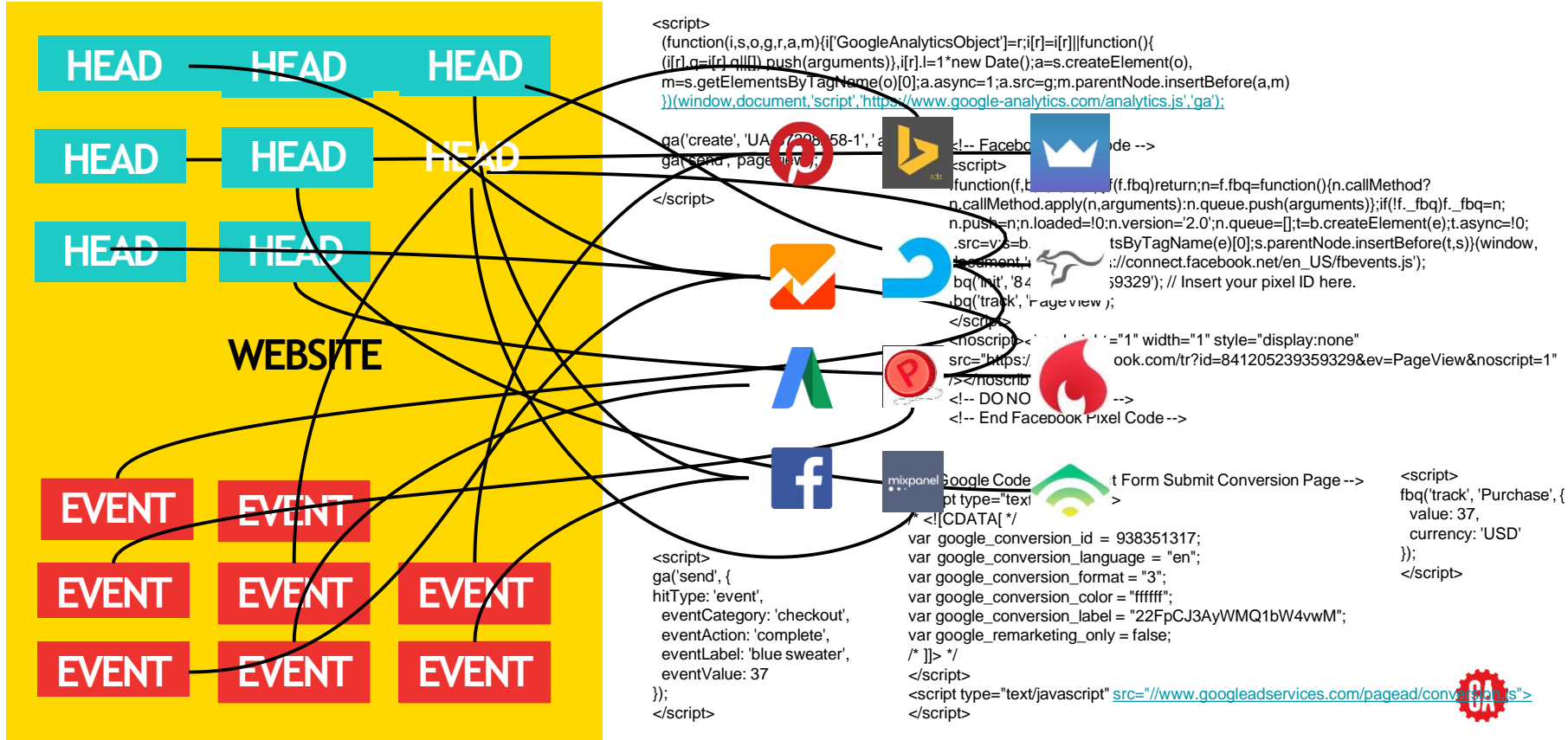
Deeper Dive Into Acquisition: UTM Codes



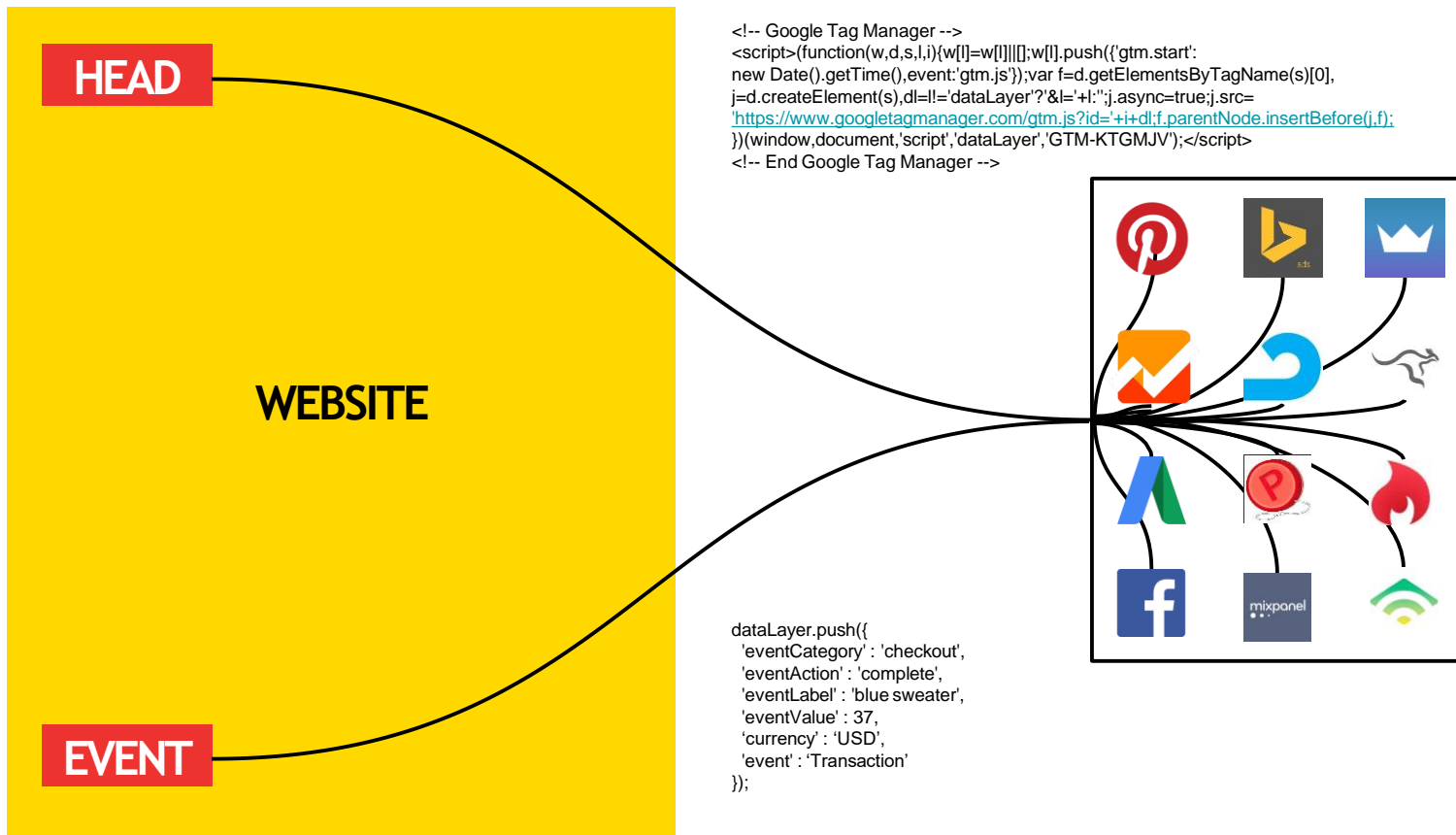
## Discussion

**How can you know which social media posts, ads, emails, etc. are driving the most/best traffic to your website?**

# GOOGLE ANALYTICS + FACEBOOK + ADWORDS + ALL THE TAGS



# GOOGLE TAG MANAGER



# UTM Code Introduction

UTM codes help you differentiate one traffic source from another. Think of it as a labeling and categorizing tool for Google Analytics.

<input type="checkbox"/>	Source / Medium ?	Campaign ?	Acquisition			
			Sessions ?	% New Sessions ?	New Users ?	
	All Traffic (No Advertising)		7,008 % of Total: 67.30% (10,413)	74.69% Site Avg: 74.65% (0.05%)	5,234 % of Total: 67.34% (7,773)	
<input type="checkbox"/>	1. (direct) / (none)	(not set)	Without UTM codes, you cannot tell traffic from the same source apart.	1,736 (24.77%)	80.70%	1,401 (26.77%)
<input type="checkbox"/>	2. google / organic	(not set)		1,459 (20.82%)	65.32%	953 (18.21%)
<input type="checkbox"/>	3. dappered.com / referral	(not set)		623 (8.89%)	93.26%	581 (11.10%)
<input type="checkbox"/>	4. reddit.com / referral	(not set)		620 (8.85%)	94.84%	588 (11.23%)
<input type="checkbox"/>	5. facebook.com / referral	(not set)		577 (8.23%)	81.46%	470 (8.98%)

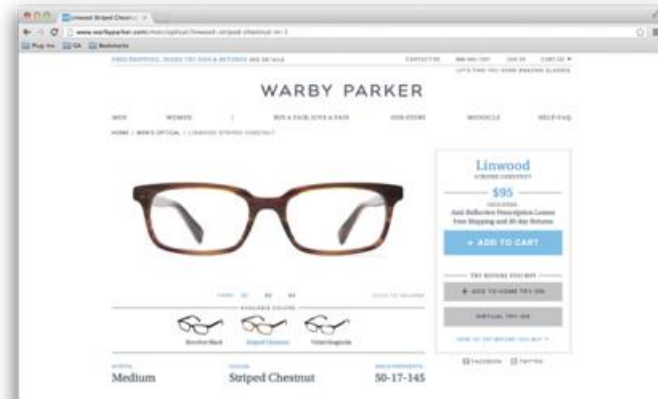
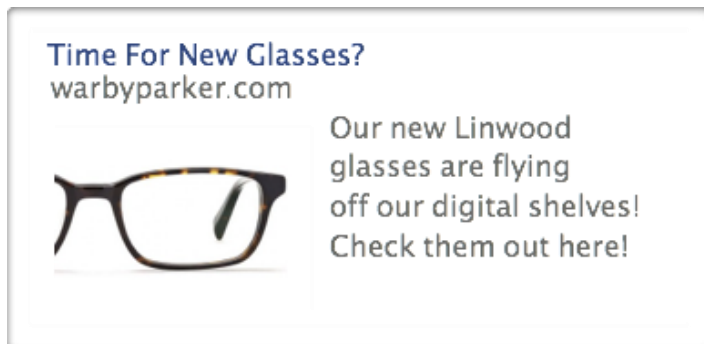


# You Can Add UTM Codes to Any URLs You Control (i.e., Ads, Emails, Blog Articles)

This labeling was possible because of UTM codes.

<input type="checkbox"/>	Source / Medium ?	Campaign ?	Acquisition		
			Sessions ? ↓	% New Sessions ?	New Users ?
	Paid Advertising - All		3,359 % of Total: 32.26% (10,413)	74.81% Site Avg: 74.65% (0.22%)	2,513 % of Total: 32.33% (7,773)
<input type="checkbox"/>	1. Facebook / BrandFans	DressPantsSweatpants	522 (15.54%)	91.57%	478 (19.02%)
<input type="checkbox"/>	2. Facebook / YMensFashion	Woodies	443 (13.19%)	79.46%	352 (14.01%)
<input type="checkbox"/>	3. Facebook / DHoodie_Lookalike_Reach	DiscoTuxedo	207 (6.16%)	85.02%	176 (7.00%)
<input type="checkbox"/>	4. google / cpc	Search - Unbranded Opt	180 (5.36%)	73.89%	133 (5.29%)
<input type="checkbox"/>	5. Facebook / Lookalike_Similar	DiscoTuxedoPants	164 (4.88%)	84.15%	138 (5.49%)
<input type="checkbox"/>	6. Facebook / TechPubs	Cordarounds	154 (4.58%)	81.17%	125 (4.97%)
<input type="checkbox"/>	7. Facebook / BurningMan	Festivals	146 (4.35%)	93.15%	136 (5.41%)

# UTM Codes in Action



[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?](http://www.warbyparker.com/men/optical/linwood-revolver-black-m?)

VS

[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?utm\\_source=tellapart&utm\\_medium=retargeting&utm\\_campaign=product\\_feed\\_retargeting](http://www.warbyparker.com/men/optical/linwood-revolver-black-m?utm_source=tellapart&utm_medium=retargeting&utm_campaign=product_feed_retargeting)

# UTM Codes – How to Create Your Own

You need the following to create your tagged URL: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

## Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

www.sigmaridge.com

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

facebook

The referrer (e.g. `google`, `newsletter`)

Campaign Medium

banner

Marketing medium (e.g. `cpc`, `banner`, `email`)

Campaign Name

180901 Free\_Consultation

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

marketing help

Identify the paid keywords

Campaign Content

cute puppy

Use to differentiate ads

## Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`www.sigmaridge.com?utm_source=facebook&utm_medium=banner&utm_campaign=180901%20Free_Consultation&utm_term=marketing%20help&utm_content=cute%20puppy`

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link (authorization required)





# UTM Code Principles

- **Before you deploy any campaign, creative, email, or link, ask yourself:** “Why are we not tracking this?” The answer should unilaterally be, “Well, we need to.”
- UTM codes are only helpful if people are actually looking at the reports after you deploy them.
- Any UTM code you add to a URL will override the “source.” For example, without a UTM code, traffic from Reddit would appear as “reddit.com.” However, if you added “source=reddit\_blog,” Reddit would then show as “reddit\_blog” in Google Analytics.



# UTM Coding: Pro Tips

- **Encourage** others in your organization to add UTM parameters to everything they do (within reason).
- You can even add UTM codes within your site (tag links on your blog that drive back to your main website so you can separate who came from your blog).
- **Develop a simple naming convention** and circulate it to other departments (e.g., “medium” must always be “medium=web” if it’s coming from a website, or “medium=email” for any inbound email efforts.)
- Be consistent in your campaign tagging structure.
- Keep an Excel spreadsheet handy with your campaign tag structure until you memorize it.
- There is no “right” way to do this. Experiment until you find the right level of tagging for you.





## Solo Exercise: UTM Codes

10 min



Create UTM structures for these three campaigns.

- You are sending weekly emails to leads on your B2B list, driving them to your blog.
- You are conducting a sweepstakes for free tickets on Facebook and Twitter in order to drive traffic to your site and build your email list.
- You are promoting the sweepstakes with a video campaign featuring your influencer, Guy Fieri.





# Google Analytics

Customization

 Search reports and help

## Dashboards

## Custom Reports

## Shortcuts

## Custom Alerts

## Reports

⌚ REAL-TIME

 AUDIENCE

ACQUISITION

BEHAVIOUR

## CONVERSIONS

 ADMIN

## 1 Oct 2016 - 8 Mar 2017 ▼

+ Add Widget

Share ▼

Email

Export ▼

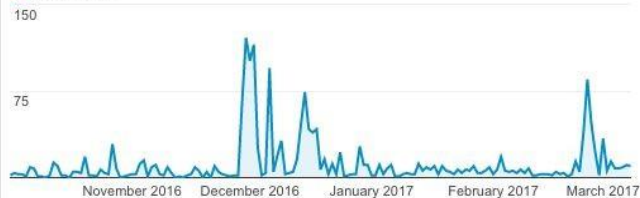
**Customise Dashboard**

### Delete Dashboard

 + Add Segment

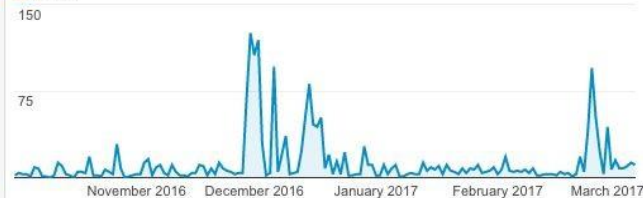
## New Users

- New Users



## Users

- Users



## Sessions



### Sessions by Browser

Browser	Sessions
Safari	1,218
Chrome	737
Firefox	113
google.com	60
HggH PhantomJS Screenshoter	16

# CUSTOM DASHBOARD GALLERY

Sort by

☒ Most popular

☐ Latest

☐ Highest rating

Filter by ranking

1

2

3

4

5

☒ Show unrated

Filter by category

☒ Show all categories

☐ Acquisition

☐ Analytics Academy

☐ Branding

☐ Campaign

☐ Conversion

☐ Display Advertising

☐ E-commerce

☐ Engagement

☐ Enhanced E-commerce

☐ Lead Generation

☐ Mobile

☐ Organic Search

☐ Paid Search

All Solutions

SEARCH TERM: justin cutroni X

Type: Dashboard X

Social Media Dashboard

By Justin Cutroni 03-Apr-2013

★★★★☆ (48) +62,796

g+1

Like

Tweet

How is social performing for your brand? This dashboard gives you a view of Off-site activity, On-site activity, and Conversions/Outcomes, making it easier to evaluate user activity throughout the conversion process.

Import

Site Performance Dashboard

By Justin Cutroni 04-Apr-2013

★★★★☆ (29) +37,072

g+1

Like

Tweet

Is your IT team begging for useful data? This dashboard contains various speed metrics to help identify issues with your pages or servers.

Import

Comments (8)

By Tomek on 26-Sep-2013  
Great dashboard, thx.


By dburk on 31-Mar-2014  
Thanks Just for a really useful dashboard, it help me see an intermittent issue in page load speed that was hurting conversion rates.

By Deyson Thome on 08-Jul-2014  
Thanks **Justin** very useful. I had downloaded and now It's in use in my analytics and used to my costumers too. Thanks more once.


Go to Gallery

Close

More by Justin Cutroni



More by Justin Cutroni



A red circular logo with the letters 'GA' in white, representing Google Analytics.

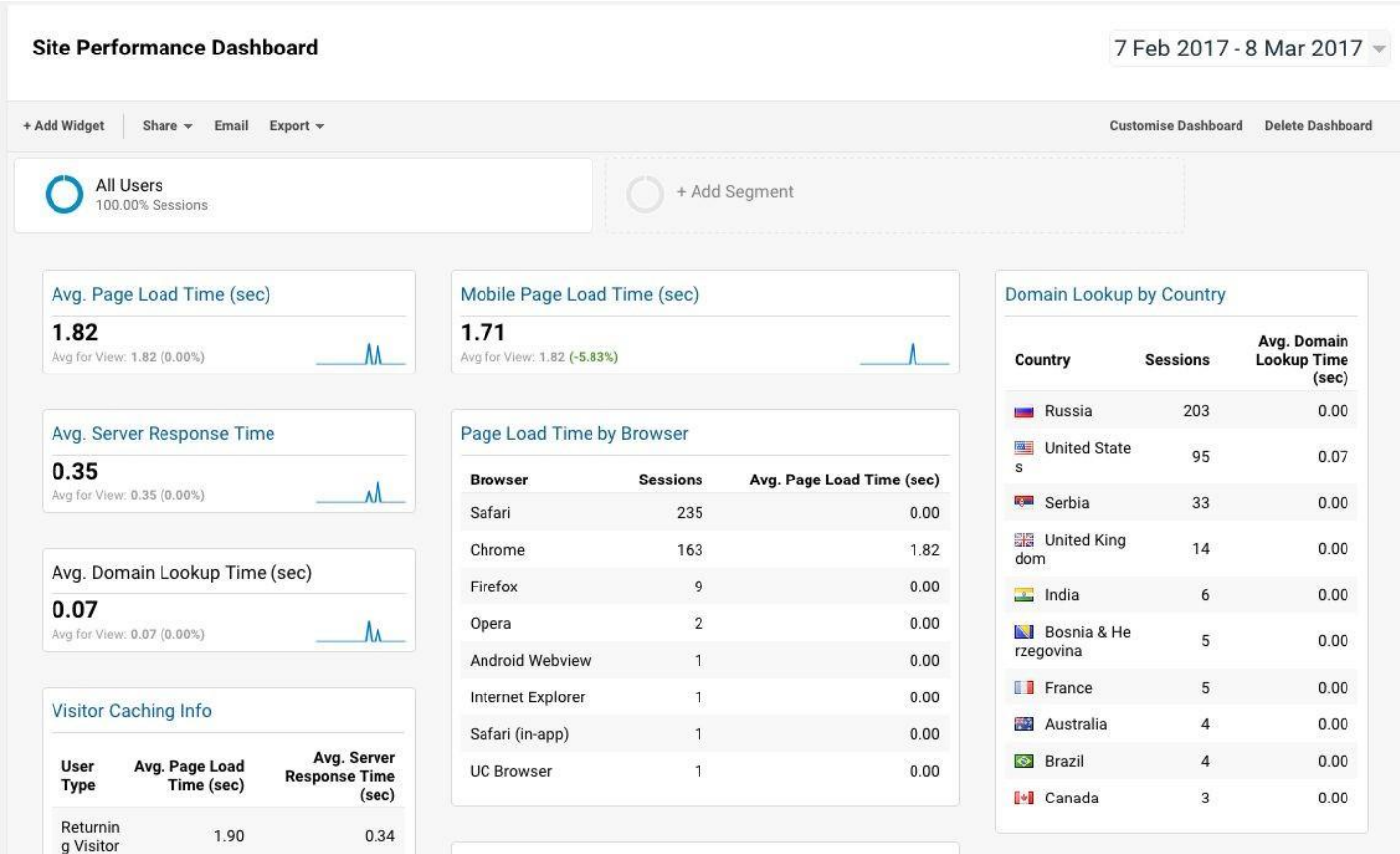
## Guided Walkthrough: Customization







# IMPORTED DASHBOARD



# CUSTOM ALERTS

Alert name:

Apply to: **All Web Site Data** and

Period:

☒ Send me an email when this alert triggers. Also include

**Alert Conditions**

This applies to

Alert me when	Condition	Value
<input type="text" value="Sessions"/>	<input type="text" value="Is less than"/>	<input type="text" value="1000"/>



# CUSTOM EMAIL REPORTS

**Audience Overview** ✓

SAVE 1 SHARE INSIGHTS

Apr 8, 2019 - Apr 14, 2019

All Users 100.00% Users + Add Segment

Overview

Users vs. Select a metric

Users

3,000  
2,000  
1,000

Apr 9

Users 13,622 New Users 11,646 Sessions 16,841 Number 1,24

Bounce Rate 42.95%

Demographics Language

Session Duration 02:52

New Visitor 76.9% Returning Visitor 23.1%

Users % Users

**Email Report: Audience Overview**

2 From: lexierr@gmail.com

To: [input field]

Subject: Google Analytics: Audience Overview

3 Attachments: PDF AUDIENCE OVERVIEW

4 Frequency: Monthly Day of Month: 1st

5 ADVANCED OPTIONS

Active for: 12 months

Hello,

Here is the monthly report for your Audience overview:

Cheers,

Alex

6 I'm not a robot reCAPTCHA Privacy - Terms

Send Cancel

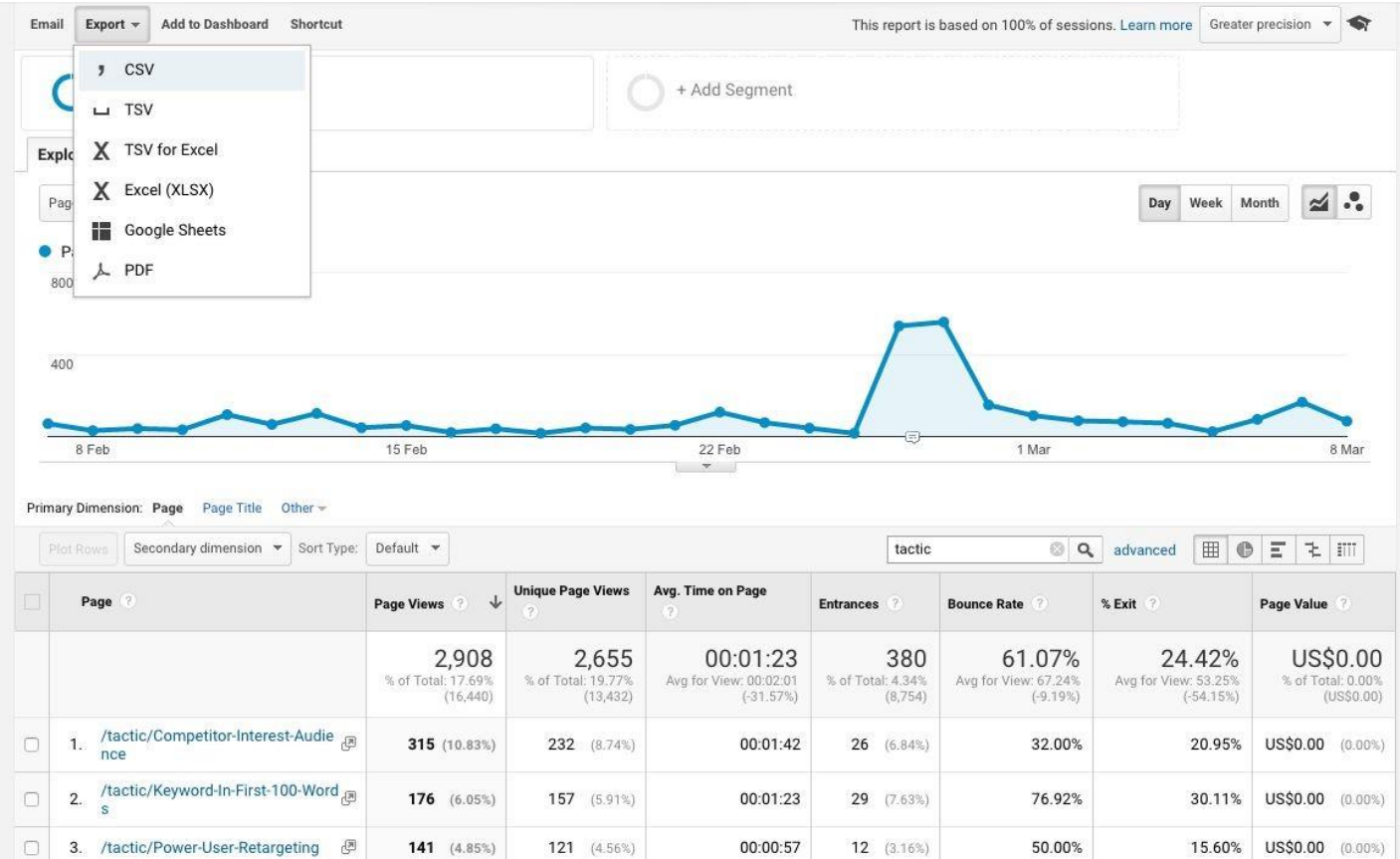




# Google Analytics

Data Export

# DATA EXPORT



# DATA EXPORT

Analytics All Web Site Data Pages 20170101-20170131 (1)																	
Home Insert Page Layout Formulas Data Review View																	
Paste Cut Copy Format Calibri (Body) 12 A A Wrap Text General Conditional Formatting Format as Table Cell Styles Insert Delete																	
J1 # # All Web Site Data # Pages # 20170101-20170131 # # # 20170201-20170228 #																	
Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value	Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value	Page	Page Views
/tactic/Comp	132	105	0:01:16	11	83.33%	24.24%	US\$0.00	/tactic/Comp	265	193	0:01:29	18	35.29%	20.75%	US\$0.00	/tactic/Comp	265
/tactic/Powe	72	62	0:00:41	7	28.57%	25.00%	US\$0.00	/tactic/Keyw	139	125	0:01:36	17	78.57%	30.94%	US\$0.00	/tactic/Keyw	139
/tactic/Keyw	51	47	0:02:12	3	66.67%	21.57%	US\$0.00	/tactic/Powe	115	99	0:01:06	11	45.45%	17.39%	US\$0.00	/tactic/Powe	115
/tactic/Videc	24	18	0:01:06	0	0.00%	4.17%	US\$0.00	/tactic/More	70	60	0:00:47	13	75.00%	35.71%	US\$0.00	/tactic/More	70
/tactic/Conti	22	20	0:01:30	18	44.44%	72.73%	US\$0.00	/tactic/AB-Te	40	35	0:01:23	3	66.67%	15.00%	US\$0.00	/tactic/AB-Te	40
/tactic/AB-Te	19	19	0:00:16	4	75.00%	21.05%	US\$0.00	/tactic/Use-S	37	35	0:00:46	1	0.00%	24.32%	US\$0.00	/tactic/Use-S	37
/tactic/Multi	19	16	0:01:49	3	66.67%	31.58%	US\$0.00	/tactic/Daily	36	30	0:00:35	3	66.67%	19.44%	US\$0.00	/tactic/Daily	36
/tactic/More	18	15	0:03:41	0	0.00%	27.78%	US\$0.00	/tactic/Videc	35	31	0:00:51	1	0.00%	22.86%	US\$0.00	/tactic/Videc	35
/tactic/Daily	15	14	0:00:24	1	0.00%	0.00%	US\$0.00	/tactic/Comp	33	31	0:01:55	4	75.00%	36.36%	US\$0.00	/tactic/Comp	33
/tactic/Comp	14	13	0:01:40	2	100.00%	28.57%	US\$0.00	/tactic/Prodi	32	31	0:00:51	0	0.00%	21.88%	US\$0.00	/tactic/Prodi	32
/tactic/Lead-	14	13	0:03:35	2	100.00%	21.43%	US\$0.00	/tactic/Multi	31	27	0:02:52	5	100.00%	25.81%	US\$0.00	/tactic/Multi	31
/tactic/Story	14	13	0:01:26	6	100.00%	57.14%	US\$0.00	/tactic/Optin	30	27	0:03:09	3	100.00%	23.33%	US\$0.00	/tactic/Optin	30
/tactic/Use-S	14	14	0:00:28	1	0.00%	35.71%	US\$0.00	/tactic/Spot-	24	19	0:00:39	2	50.00%	20.83%	US\$0.00	/tactic/Spot-	24
/tactic/Optin	13	12	0:03:07	2	50.00%	38.46%	US\$0.00	/tactic/Tellin	24	24	0:01:25	2	100.00%	25.00%	US\$0.00	/tactic/Tellin	24
/tactic/Buckk	12	9	0:03:23	3	33.33%	33.33%	US\$0.00	/tactic/Tools	23	20	0:01:33	1	0.00%	8.70%	US\$0.00	/tactic/Tools	23
/portal/-/tac	11	10	0:01:34	8	75.00%	81.82%	US\$0.00	/tactic/Buzz-	22	21	0:01:08	4	25.00%	9.09%	US\$0.00	/tactic/Buzz-	22
/tactic/Free-	11	10	0:02:06	4	25.00%	36.36%	US\$0.00	/tactic/Helpi	22	22	0:00:28	2	50.00%	22.73%	US\$0.00	/tactic/Helpi	22
/tactic/Gatec	11	10	0:03:47	1	0.00%	36.36%	US\$0.00	/tactic/Lead-	22	22	0:02:09	2	50.00%	13.64%	US\$0.00	/tactic/Lead-	22
/tactic/Inspir	11	10	0:03:43	0	0.00%	9.09%	US\$0.00	/tactic/Conti	20	19	0:03:39	15	80.00%	75.00%	US\$0.00	/tactic/Conti	20
/tactic/Trans	11	10	0:01:13	0	0.00%	18.18%	US\$0.00	/tactic/Story	20	20	0:00:26	4	75.00%	35.00%	US\$0.00	/tactic/Story	20
/portal/Hffoc	10	10	0:00:00	10	100.00%	100.00%	US\$0.00	/tactic/Lead-	19	17	0:00:24	4	100.00%	36.84%	US\$0.00	/tactic/Lead-	19
/tactic/Email	10	10	0:00:50	1	100.00%	20.00%	US\$0.00	/tactic/Custc	18	16	0:00:26	2	100.00%	27.78%	US\$0.00	/tactic/Custc	18
/tactic/Perisc	10	9	0:01:31	1	100.00%	40.00%	US\$0.00	/tactic/Email	18	16	0:00:35	1	0.00%	5.56%	US\$0.00	/tactic/Email	18
/tactic/Prodi	10	10	0:02:00	0	0.00%	30.00%	US\$0.00	/tactic/Intern	18	17	0:01:06	0	0.00%	16.67%	US\$0.00	/tactic/Intern	18
/tactic/Tools	10	9	0:02:35	3	33.33%	30.00%	US\$0.00	/tactic/Twitt	18	18	0:01:17	0	0.00%	16.67%	US\$0.00	/tactic/Twitt	18
/portal/3anb	9	9	0:00:11	6	100.00%	66.67%	US\$0.00	/tactic/Carov	17	17	0:00:26	1	0.00%	5.88%	US\$0.00	/tactic/Carov	17
/tactic/Two-	9	9	0:04:59	0	0.00%	22.22%	US\$0.00	/tactic/Free-	17	16	0:00:24	3	33.33%	5.88%	US\$0.00	/tactic/Free-	17
/portal/pHik	8	8	0:00:00	7	100.00%	100.00%	US\$0.00	/tactic/Imagi	17	17	0:00:51	1	0.00%	29.41%	US\$0.00	/tactic/Imagi	17
/tactic/Buzz-	8	8	0:03:25	0	0.00%	12.50%	US\$0.00	/tactic/Just-f	17	16	0:00:57	1	100.00%	23.53%	US\$0.00	/tactic/Just-f	17
/tactic/Fake-	8	6	0:00:19	1	100.00%	50.00%	US\$0.00	/tactic/Goog	16	16	0:00:58	2	0.00%	18.75%	US\$0.00	/tactic/Goog	16
/tactic/Inqui	8	6	0:00:35	1	100.00%	25.00%	US\$0.00	/tactic/Two-	15	15	0:01:21	2	50.00%	20.00%	US\$0.00	/tactic/Two-	15
/tactic/Just-f	8	7	0:04:33	0	0.00%	12.50%	US\$0.00	/tactic/Abou	14	14	0:00:52	0	0.00%	14.29%	US\$0.00	/tactic/Abou	14
/tactic/Lazy-	8	6	0:01:24	0	0.00%	12.50%	US\$0.00	/tactic/Gain-	14	14	0:00:24	2	0.00%	21.43%	US\$0.00	/tactic/Gain-	14
/tactic/Page-	8	7	0:00:46	0	0.00%	12.50%	US\$0.00	/tactic/Remc	14	14	0:00:17	2	50.00%	14.29%	US\$0.00	/tactic/Remc	14
/tactic/Quesi	8	5	0:01:19	0	0.00%	0.00%	US\$0.00	/tactic/Viral-	14	14	0:00:44	0	0.00%	42.86%	US\$0.00	/tactic/Viral-	14



# EXCEL FORMULAS

SUM																		✖		✔		fx		=N2/E2-1	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q								
1	#										#														
2	# All Web Site Data			SUM		1402									SUM		2627		DIFF		=N2/E2-1				
3	# Pages			COUNT		400									# Pages		453		DIFF		13%				
4	# 20170101-20170131			AVG		3.51									# 20170201-20170228		AVG		5.80		DIFF		65%		
5	#										#														
6	Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value		Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value								
7	/tactic/Comp	132	105	0:01:16	11	83.33%	24.24%	US\$0.00		/tactic/Comp	265	193	0:01:29	18	35.29%	20.75%	US\$0.00								
8	/tactic/Powe	72	62	0:00:41	7	28.57%	25.00%	US\$0.00		/tactic/Keyw	139	125	0:01:36	17	78.57%	30.94%	US\$0.00								
9	/tactic/Keyw	51	47	0:02:12	3	66.67%	21.57%	US\$0.00		/tactic/Powe	115	99	0:01:06	11	45.45%	17.39%	US\$0.00								
10	/tactic/Videc	24	18	0:01:06	0	0.00%	4.17%	US\$0.00		/tactic/More	70	60	0:00:47	13	75.00%	35.71%	US\$0.00								
11	/tactic/Conte	22	20	0:01:30	18	44.44%	72.73%	US\$0.00		/tactic/AB-Te	40	35	0:01:23	3	66.67%	15.00%	US\$0.00								
12	/tactic/AB-Te	19	19	0:00:16	4	75.00%	21.05%	US\$0.00		/tactic/Use-S	37	35	0:00:46	1	0.00%	24.32%	US\$0.00								
13	/tactic/Multi	19	16	0:01:49	3	66.67%	31.58%	US\$0.00		/tactic/Daily-	36	30	0:00:35	3	66.67%	19.44%	US\$0.00								
14	/tactic/More	18	15	0:03:41	0	0.00%	27.78%	US\$0.00		/tactic/Videc	35	31	0:00:51	1	0.00%	22.86%	US\$0.00								
15	/tactic/Daily-	15	14	0:00:24	1	0.00%	0.00%	US\$0.00		/tactic/Comp	33	31	0:01:55	4	75.00%	36.36%	US\$0.00								
16	/tactic/Comp	14	13	0:01:40	2	100.00%	28.57%	US\$0.00		/tactic/Prodi	32	31	0:00:51	0	0.00%	21.88%	US\$0.00								
17	/tactic/Lead-	14	13	0:03:35	2	100.00%	21.43%	US\$0.00		/tactic/Multi	31	27	0:02:52	5	100.00%	25.81%	US\$0.00								
18	/tactic/Story	14	13	0:01:26	6	100.00%	57.14%	US\$0.00		/tactic/Optin	30	27	0:03:09	3	100.00%	23.33%	US\$0.00								
19	/tactic/Use-S	14	14	0:00:28	1	0.00%	35.71%	US\$0.00		/tactic/Spot-	24	19	0:00:39	2	50.00%	20.83%	US\$0.00								
20	/tactic/Optin	13	12	0:03:07	2	50.00%	38.46%	US\$0.00		/tactic/Tellin	24	24	0:01:25	2	100.00%	25.00%	US\$0.00								
21	/tactic/Bucke	12	9	0:03:23	3	33.33%	33.33%	US\$0.00		/tactic/Tools	23	20	0:01:33	1	0.00%	8.70%	US\$0.00								
22	/portal/-/tac	11	10	0:01:34	8	75.00%	81.82%	US\$0.00		/tactic/Buzz-	22	21	0:01:08	4	25.00%	9.09%	US\$0.00								
23	/tactic/Free-	11	10	0:02:06	4	25.00%	36.36%	US\$0.00		/tactic/Helpi	22	22	0:00:28	2	50.00%	22.73%	US\$0.00								
24	/tactic/Gatec	11	10	0:03:47	1	0.00%	36.36%	US\$0.00		/tactic/Lead-	22	22	0:02:09	2	50.00%	13.64%	US\$0.00								
25	/tactic/Inspir	11	10	0:03:43	0	0.00%	9.09%	US\$0.00		/tactic/Conte	20	19	0:03:39	15	80.00%	75.00%	US\$0.00								
26	/tactic/Trans	11	10	0:01:13	0	0.00%	18.18%	US\$0.00		/tactic/Story	20	20	0:00:26	4	75.00%	35.00%	US\$0.00								
27	/portal/FPcc	10	10	0:00:00	10	100.00%	100.00%	US\$0.00		/tactic/Lead-	19	17	0:00:24	4	100.00%	36.84%	US\$0.00								
28	/tactic/Email	10	10	0:00:50	1	100.00%	20.00%	US\$0.00		/tactic/Custc	18	16	0:00:26	2	100.00%	27.78%	US\$0.00								
29	/tactic/Perso	10	9	0:01:31	1	100.00%	40.00%	US\$0.00		/tactic/Email	18	16	0:00:35	1	0.00%	5.56%	US\$0.00								
30	/tactic/Prodi	10	10	0:02:00	0	0.00%	30.00%	US\$0.00		/tactic/Inter	18	17	0:01:06	0	0.00%	16.67%	US\$0.00								
31	/tactic/Tools	10	9	0:02:35	3	33.33%	30.00%	US\$0.00		/tactic/Twitt	18	18	0:01:17	0	0.00%	16.67%	US\$0.00								
32	/portal/3anb	9	9	0:00:11	6	100.00%	66.67%	US\$0.00		/tactic/Carou	17	17	0:00:26	1	0.00%	5.88%	US\$0.00								
33	/tactic/Two-	9	9	0:04:59	0	0.00%	22.22%	US\$0.00		/tactic/Free-	17	16	0:00:24	3	33.33%	5.88%	US\$0.00								
34	/portal/pHiK	8	8	0:00:00	7	100.00%	100.00%	US\$0.00		/tactic/Imagi	17	17	0:00:51	1	0.00%	29.41%	US\$0.00								
35	/tactic/Buzz-	8	8	0:03:25	0	0.00%	12.50%	US\$0.00		/tactic/Just-f	17	16	0:00:57	1	100.00%	23.53%	US\$0.00								
36	/tactic/Fake-	8	6	0:00:19	1	100.00%	50.00%	US\$0.00		/tactic/Goog	16	16	0:00:58	2	0.00%	18.75%	US\$0.00								
37	/tactic/Inqui	8	6	0:00:35	1	100.00%	25.00%	US\$0.00		/tactic/Two-	15	15	0:01:21	2	50.00%	20.00%	US\$0.00								
38	/tactic/Just-f	8	7	0:04:33	0	0.00%	12.50%	US\$0.00		/tactic/Abou	14	14	0:00:52	0	0.00%	14.29%	US\$0.00								
39	/tactic/Lazy-	8	6	0:01:24	0	0.00%	12.50%	US\$0.00		/tactic/Gain-	14	14	0:00:24	2	0.00%	21.43%	US\$0.00								
40	/tactic/Page-	8	7	0:00:46	0	0.00%	12.50%	US\$0.00		/tactic/Remc	14	14	0:00:17	2	50.00%	14.29%	US\$0.00								
41	/tactic/Quec	8	5	0:01:19	0	0.00%	0.00%	US\$0.00		/tactic/Viral-	14	14	0:00:44	0	0.00%	42.86%	US\$0.00								





# VLOOKUP FORMULA

SUM =VLOOKUP(I7,\$A\$7:\$B\$406,2,FALSE)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	#									#										
2	# All Web Site Data		SUM	1402						# All Web Site Data		SUM	2627			DIFF	87%			
3	# Pages		COUNT	400						# Pages		COUNT	453			DIFF	13%			
4	# 20170101-20170131		AVG	3.51						# 20170201-20170228		AVG	5.80			DIFF	65%			
5	#									#										
6	Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value		Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value		PAST PAGEVIEWS	DIFF
7	/tactic/Comp	132	105	0:01:16	11	83.33%	24.24%	US\$0.00		/tactic/Comp	265	193	0:01:29	18	35.29%	20.75%	US\$0.00		FALSE	101%
8	/tactic/Powe	72	62	0:00:41	7	28.57%	25.00%	US\$0.00		/tactic/Keyw	139	125	0:01:36	17	78.57%	30.94%	US\$0.00		51	173%
9	/tactic/Keyw	51	47	0:02:12	3	66.67%	21.57%	US\$0.00		/tactic/Powe	115	99	0:01:06	11	45.45%	17.39%	US\$0.00		72	60%
10	/tactic/Videc	24	18	0:01:06	0	0.00%	4.17%	US\$0.00		/tactic/More	70	60	0:00:47	13	75.00%	35.71%	US\$0.00		18	289%
11	/tactic/Conti	22	20	0:01:30	18	44.44%	72.73%	US\$0.00		/tactic/AB-Te	40	35	0:01:23	3	66.67%	15.00%	US\$0.00		19	111%
12	/tactic/AB-Te	19	19	0:00:16	4	75.00%	21.05%	US\$0.00		/tactic/Use-S	37	35	0:00:46	1	0.00%	24.32%	US\$0.00		14	164%
13	/tactic/Multi	19	16	0:01:49	3	66.67%	31.58%	US\$0.00		/tactic/Daily	36	30	0:00:35	3	66.67%	19.44%	US\$0.00		15	140%
14	/tactic/More	18	15	0:03:41	0	0.00%	27.78%	US\$0.00		/tactic/Videc	35	31	0:00:51	1	0.00%	22.86%	US\$0.00		24	46%
15	/tactic/Daily	15	14	0:00:24	1	0.00%	0.00%	US\$0.00		/tactic/Comp	33	31	0:01:55	4	75.00%	36.36%	US\$0.00		14	136%
16	/tactic/Comp	14	13	0:01:40	2	100.00%	28.57%	US\$0.00		/tactic/Prodi	32	31	0:00:51	0	0.00%	21.88%	US\$0.00		10	220%
17	/tactic/Lead-	14	13	0:03:35	2	100.00%	21.43%	US\$0.00		/tactic/Multi	31	27	0:02:52	5	100.00%	25.81%	US\$0.00		19	63%
18	/tactic/Story	14	13	0:01:26	6	100.00%	57.14%	US\$0.00		/tactic/Optin	30	27	0:03:09	3	100.00%	23.33%	US\$0.00		13	131%
19	/tactic/Use-S	14	14	0:00:28	1	0.00%	35.71%	US\$0.00		/tactic/Spot-	24	19	0:00:39	2	50.00%	20.83%	US\$0.00		3	700%
20	/tactic/Optin	13	12	0:03:07	2	50.00%	38.46%	US\$0.00		/tactic/Tellin	24	24	0:01:25	2	100.00%	25.00%	US\$0.00		8	200%
21	/tactic/Bucki	12	9	0:03:23	3	33.33%	33.33%	US\$0.00		/tactic/Tools	23	20	0:01:33	1	0.00%	8.70%	US\$0.00		10	130%
22	/portal-/tac	11	10	0:01:34	8	75.00%	81.82%	US\$0.00		/tactic/Buzz-	22	21	0:01:08	4	25.00%	9.09%	US\$0.00		8	175%
23	/tactic/Free-	11	10	0:02:06	4	25.00%	36.36%	US\$0.00		/tactic/Helpi	22	22	0:00:28	2	50.00%	22.73%	US\$0.00		3	633%
24	/tactic/Gatec	11	10	0:03:47	1	0.00%	36.36%	US\$0.00		/tactic/Lead-	22	22	0:02:09	2	50.00%	13.64%	US\$0.00		14	57%
25	/tactic/Inspir	11	10	0:03:43	0	0.00%	9.09%	US\$0.00		/tactic/Conti	20	19	0:03:39	15	80.00%	75.00%	US\$0.00		22	-9%
26	/tactic/Trans	11	10	0:01:13	0	0.00%	18.18%	US\$0.00		/tactic/Story	20	20	0:00:26	4	75.00%	35.00%	US\$0.00		14	43%
27	/portal/ffPcc	10	10	0:00:00	10	100.00%	100.00%	US\$0.00		/tactic/Lead-	19	17	0:00:24	4	100.00%	36.84%	US\$0.00		6	217%
28	/tactic/Email	10	10	0:00:50	1	100.00%	20.00%	US\$0.00		/tactic/Custc	18	16	0:00:26	2	100.00%	27.78%	US\$0.00		7	157%
29	/tactic/Persc	10	9	0:01:31	1	100.00%	40.00%	US\$0.00		/tactic/Email	18	16	0:00:35	1	0.00%	5.56%	US\$0.00		10	80%
30	/tactic/Prodi	10	10	0:02:00	0	0.00%	30.00%	US\$0.00		/tactic/Interv	18	17	0:01:06	0	0.00%	16.67%	US\$0.00		3	500%
31	/tactic/Tools	10	9	0:02:35	3	33.33%	30.00%	US\$0.00		/tactic/Twitt	18	18	0:01:17	0	0.00%	16.67%	US\$0.00		4	350%
32	/portal/3anb	9	9	0:00:11	6	100.00%	66.67%	US\$0.00		/tactic/Carou	17	17	0:00:26	1	0.00%	5.88%	US\$0.00		6	183%
33	/tactic/Two-	9	9	0:04:59	0	0.00%	22.22%	US\$0.00		/tactic/Free-	17	16	0:00:24	3	33.33%	5.88%	US\$0.00		11	55%
34	/portal/pHik	8	8	0:00:00	7	100.00%	100.00%	US\$0.00		/tactic/Imagi	17	17	0:00:51	1	0.00%	29.41%	US\$0.00		3	467%
35	/tactic/Buzz-	8	8	0:03:25	0	0.00%	12.50%	US\$0.00		/tactic/Just-f	17	16	0:00:57	1	100.00%	23.53%	US\$0.00		8	113%
36	/tactic/Fake-	8	6	0:00:19	1	100.00%	50.00%	US\$0.00		/tactic/Goog	16	16	0:00:58	2	0.00%	18.75%	US\$0.00		6	167%
37	/tactic/Inqui	8	6	0:00:35	1	100.00%	25.00%	US\$0.00		/tactic/Two-	15	15	0:01:21	2	50.00%	20.00%	US\$0.00		9	67%
38	/tactic/Just-f	8	7	0:04:33	0	0.00%	12.50%	US\$0.00		/tactic/Abou	14	14	0:00:52	0	0.00%	14.29%	US\$0.00		2	600%
39	/tactic/Lazy-l	8	6	0:01:24	0	0.00%	12.50%	US\$0.00		/tactic/Gain-	14	14	0:00:24	2	0.00%	21.43%	US\$0.00		7	100%
40	/tactic/Page-	8	7	0:00:46	0	0.00%	12.50%	US\$0.00		/tactic/Remc	14	14	0:00:17	2	50.00%	14.29%	US\$0.00		6	133%
41	/tactic/Quas	8	5	0:01:19	0	0.00%	0.00%	US\$0.00		/tactic/Viral-	14	14	0:00:44	0	0.00%	42.86%	US\$0.00		2	600%





# SUMIF FORMULA

=SUMIF(S7:S459,"#N/A",K7:K459)

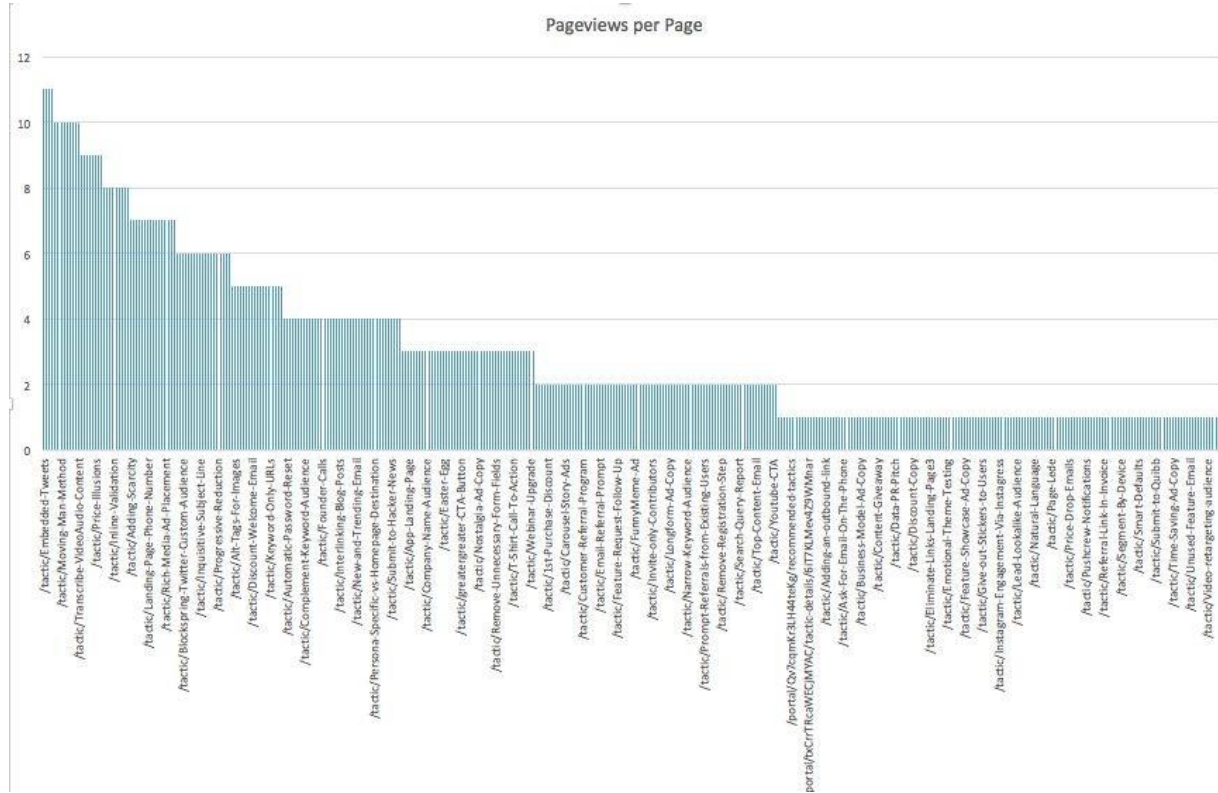
C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
	SUM	1402					#										
	COUNT	400					# All Web Site Data			SUM	2627		DIFF	87%			NEW TACTIC PAGEVIEWS
	AVG	3.51					# Pages			COUNT	453		DIFF	13%			"#N/A",K7:K459)
							# 20170201-20170228			AVG	5.80		DIFF	65%			
							#										
Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value	Page	Page Views	Unique Page	Avg. Time on	Entrances	Bounce Rate	% Exit	Page Value	PAST PAGEVIEWS	DIFF		
5	0:00:37	0	0.00%	33.33%	US\$0.00	/tactic/Embe	11	11	0:01:45	1	0.00%	18.18%	US\$0.00	#N/A	#N/A		
6	0:09:49	2	50.00%	50.00%	US\$0.00	/tactic/Find-	11	10	0:02:23	1	100.00%	45.45%	US\$0.00	1	1000%		
6	0:01:11	1	100.00%	50.00%	US\$0.00	/tactic/Incor	11	10	0:03:19	3	0.00%	18.18%	US\$0.00	5	120%		
6	0:01:48	0	0.00%	0.00%	US\$0.00	/tactic/Twitt	11	9	0:00:38	0	0.00%	9.09%	US\$0.00	4	175%		
6	0:01:06	0	0.00%	0.00%	US\$0.00	/portal/-/tac	10	9	0:11:07	7	71.43%	70.00%	US\$0.00	11	-9%		
4	0:00:42	3	0.00%	33.33%	US\$0.00	/tactic/Bucke	10	10	0:00:55	4	75.00%	30.00%	US\$0.00	12	-17%		
6	0:04:17	0	0.00%	50.00%	US\$0.00	/tactic/Movi	10	10	0:04:58	4	75.00%	50.00%	US\$0.00	1	900%		
6	0:01:35	0	0.00%	16.67%	US\$0.00	/tactic/Page-	10	10	0:00:21	0	0.00%	20.00%	US\$0.00	8	25%		
6	0:00:32	1	0.00%	50.00%	US\$0.00	/tactic/Pen-s	10	10	0:01:04	2	100.00%	30.00%	US\$0.00	7	43%		
4	0:02:16	1	0.00%	40.00%	US\$0.00	/tactic/Post-	10	10	0:00:26	2	50.00%	40.00%	US\$0.00	1	900%		
1	0:00:12	1	0.00%	0.00%	US\$0.00	/tactic/Skysc	10	9	0:00:37	1	0.00%	10.00%	US\$0.00	8	25%		
5	0:00:15	2	100.00%	40.00%	US\$0.00	/tactic/Stock	10	10	0:00:57	0	0.00%	40.00%	US\$0.00	2	400%		
5	0:00:24	0	0.00%	0.00%	US\$0.00	/tactic/Trans	10	10	0:00:16	0	0.00%	10.00%	US\$0.00	11	-9%		
5	0:00:25	0	0.00%	0.00%	US\$0.00	/portal/oigro	9	7	0:05:59	7	71.43%	77.78%	US\$0.00	#N/A	#N/A		
5	0:00:31	1	0.00%	0.00%	US\$0.00	/tactic/Acqu	9	9	0:00:22	1	0.00%	11.11%	US\$0.00	6	50%		
4	0:00:41	3	33.33%	40.00%	US\$0.00	/tactic/Dyna	9	8	0:00:54	1	0.00%	11.11%	US\$0.00	1	800%		
5	0:02:12	0	0.00%	60.00%	US\$0.00	/tactic/Email	9	9	0:01:21	2	50.00%	11.11%	US\$0.00	3	200%		
5	0:02:02	0	0.00%	20.00%	US\$0.00	/tactic/One-	9	8	0:06:41	6	33.33%	55.56%	US\$0.00	3	200%		
5	0:08:06	4	50.00%	60.00%	US\$0.00	/tactic/Price	9	8	0:04:27	0	0.00%	33.33%	US\$0.00	#N/A	#N/A		
5	0:00:18	1	100.00%	80.00%	US\$0.00	/tactic/Smar	9	8	0:01:35	1	100.00%	33.33%	US\$0.00	2	350%		
4	0:00:11	3	0.00%	25.00%	US\$0.00	/tactic/Testi	9	9	0:03:39	0	0.00%	11.11%	US\$0.00	4	125%		
3	0:01:04	3	66.67%	75.00%	US\$0.00	/portal/exDS	8	8	0:00:00	8	100.00%	100.00%	US\$0.00	2	300%		

NEW TACTIC PAGEVIEWS

312



# EXCEL CHART





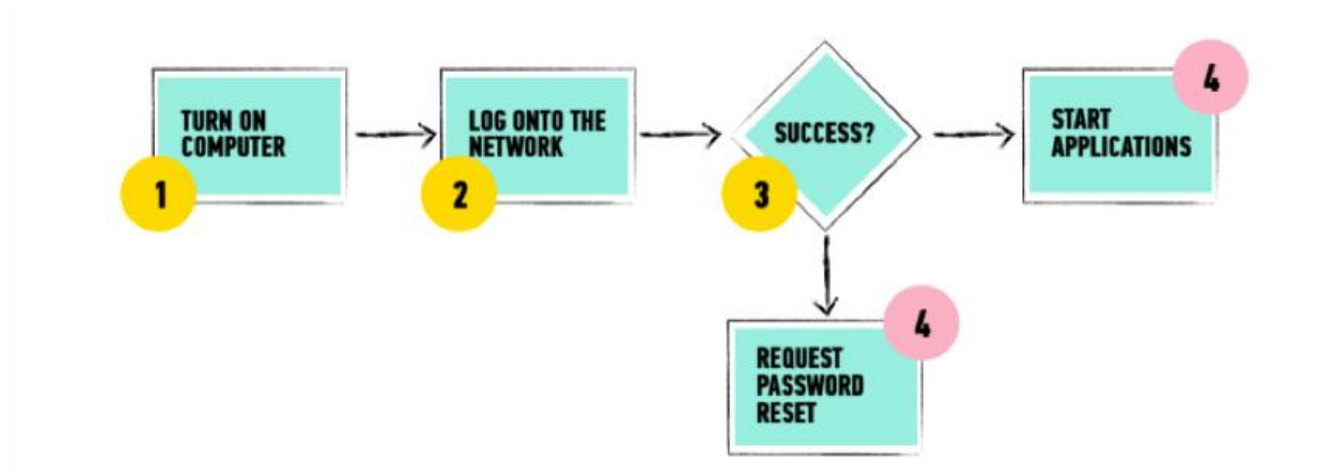
# Google Analytics

Deeper Dive Into Behavior: User Flows

# What's a User Flow?

A user flow is the path you construct for users to take the desired action.

Design each step of your flow with intention, and watch how traffic, leads, and sales grow.



# The Puzzle Pieces of a User Flow

These are the standard titles, shapes, and functions of the pieces used in a flow:

**“Start/End”**



*The beginning or end point of the flow.*

**“Arrow”**



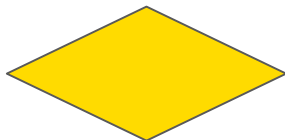
*The connection between points.*

**“Process”**



*What a user does.*

**“Decision”**



*The choice a user must make.*



# Real Cases: Netflix User Flows





## Guided Walk-Through: Finding Data on User Flows

10 minutes



- Create a flow report for your organization's Website. (if you don't have one, work with Google's store)
- Use the Users Flow to In-Page Analytics report to see where people are (or are not) clicking on your site.



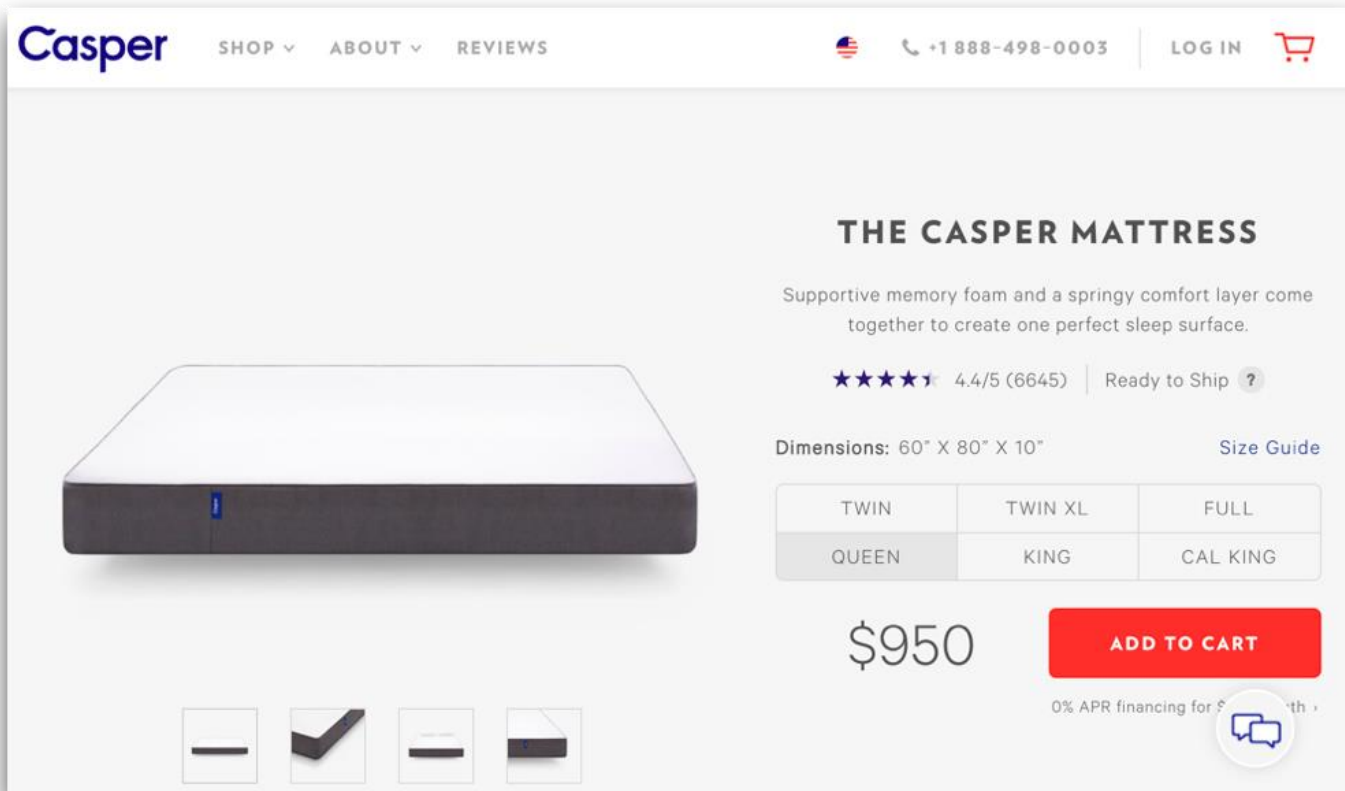


# Google Analytics

Deeper Dive Into Conversion: Micro & Macro Goals



# How would you know if this webpage was successful?

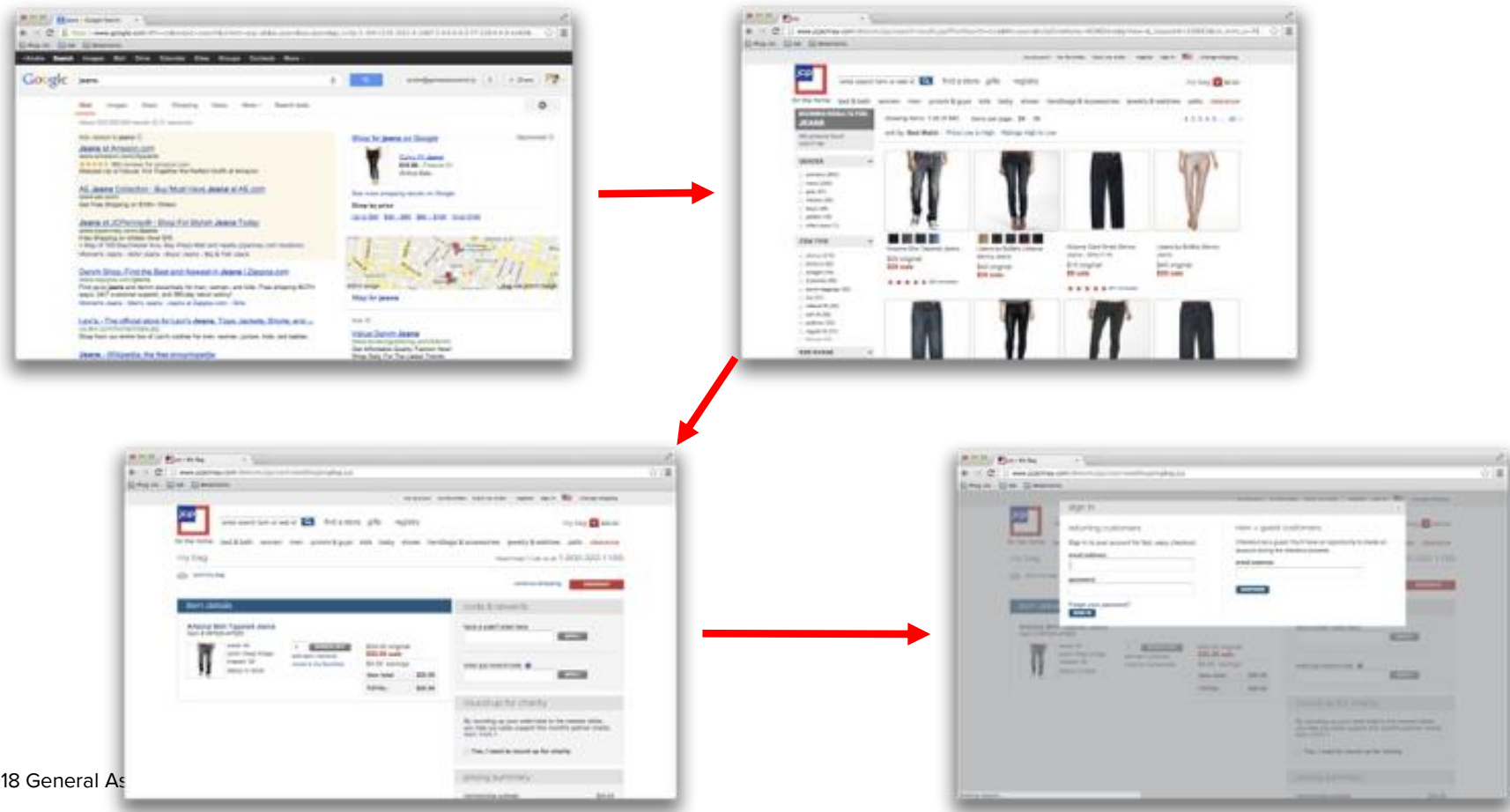


The screenshot shows the Casper website's product page for 'THE CASPER MATTRESS'. The header includes the Casper logo, navigation links for SHOP, ABOUT, and REVIEWS, a US flag, a phone number (+1 888-498-0003), a LOG IN link, and a shopping cart icon. The main content area features a large image of the mattress on the left. To the right of the image, the product title 'THE CASPER MATTRESS' is displayed in bold. Below the title, a descriptive sentence reads: 'Supportive memory foam and a springy comfort layer come together to create one perfect sleep surface.' Further down, there is a star rating of 4.4/5 (6645) and a 'Ready to Ship' status with a question mark icon. Below this, the dimensions '60" X 80" X 10"' are listed, along with a 'Size Guide' link. A table of size options is provided:

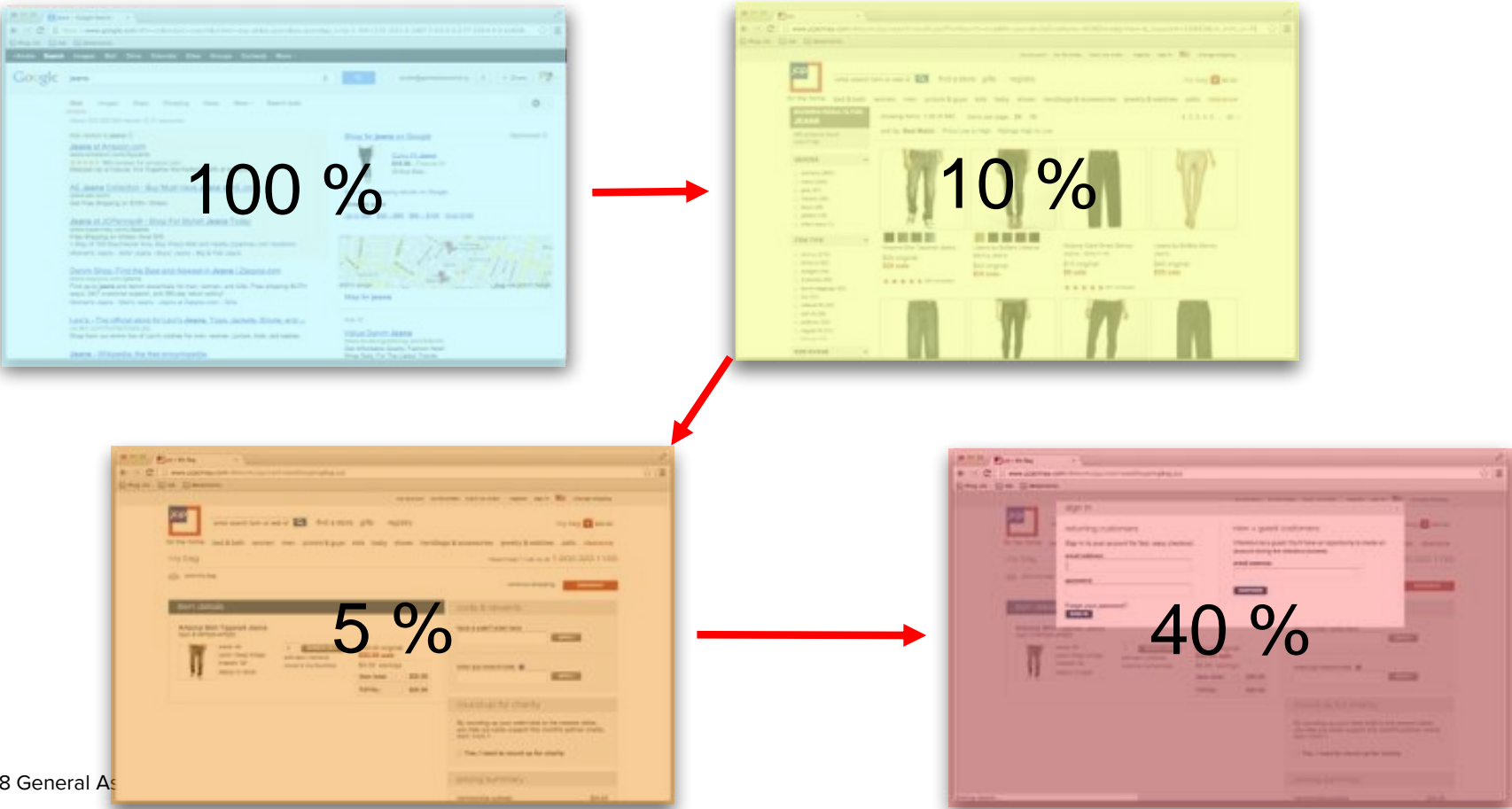
TWIN	TWIN XL	FULL
QUEEN	KING	CAL KING

Below the table, the price '\$950' is shown. To the right of the price is a red 'ADD TO CART' button. Below the button, there is a financing offer: '0% APR financing for \$... with'. At the bottom left of the product image area, there are four small icons representing different mattress features: a simple line, a corner, a side view, and a cross-section.

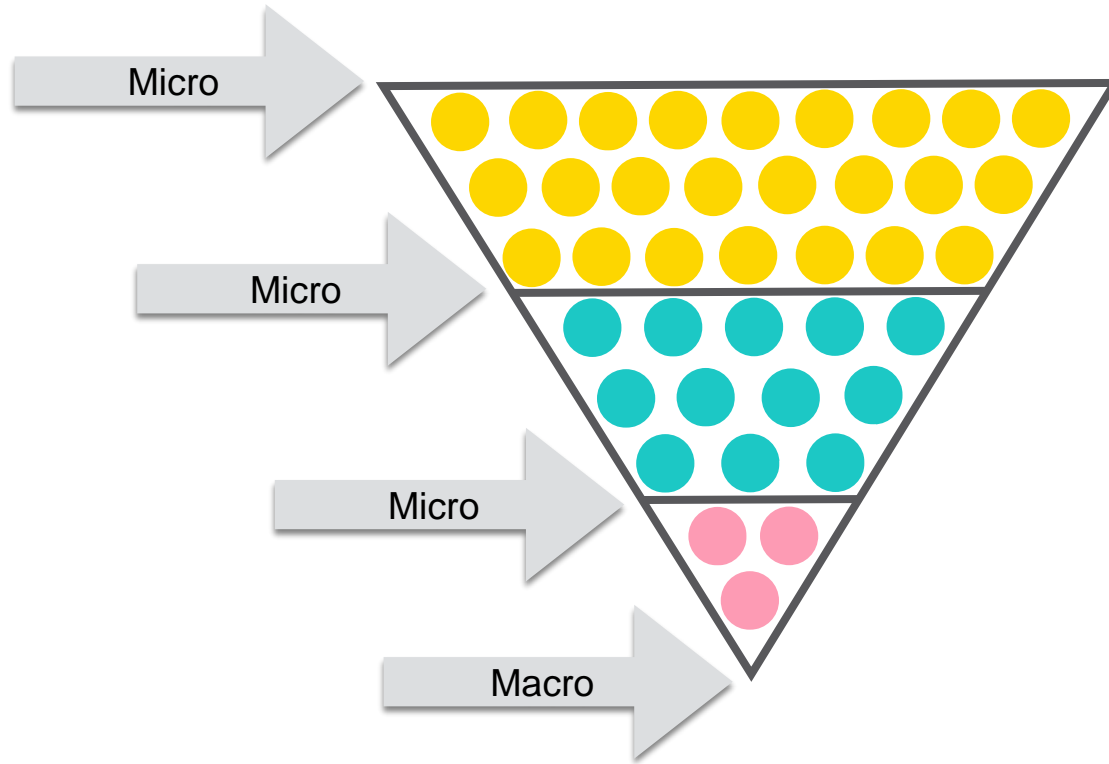
# Conversion Funnels Are Made of Micro- and Macro-Goals

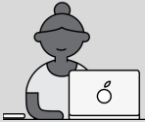


# Conversion Funnels Are Made of Micro- and Macro-Goals



# Refresher: Micro- and Macro-Conversions





## Computers Out: Micro- and Macro-Goals

10 min



Visit the Google Merchandise Store:

<https://shop.googlemerchandisestore.com/>

Identify the macro- and micro-conversions.

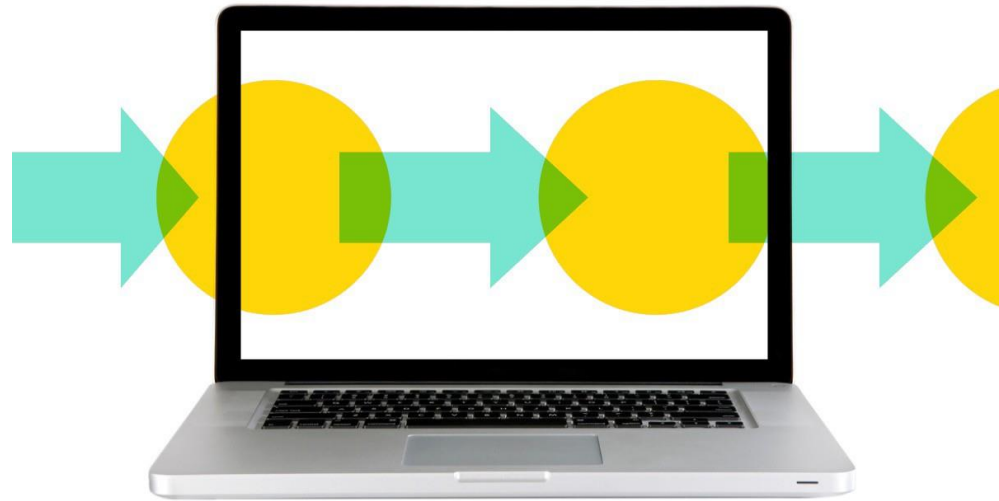


# Google Analytics

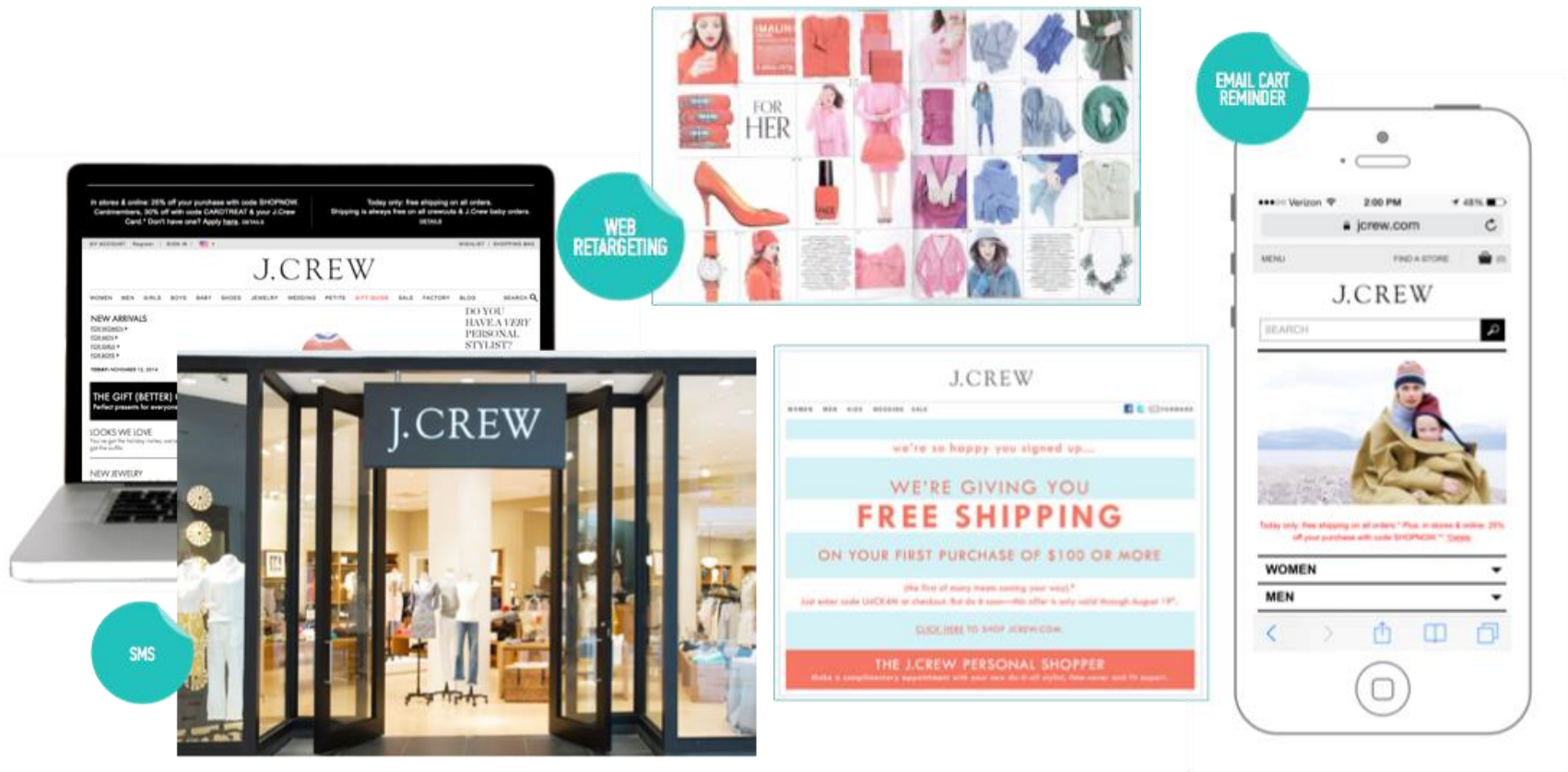
Attribution

# Attribution

- An **attribution model** is the rule, or set of rules, that determines how credit for conversions is assigned to various touchpoints before a conversion.
- Without some form of attribution model, you are not taking into account the full value of your marketing efforts.



# Attribution: Who Gets the Credit?





# Attribution Models

## Google Analytics Attribution Models

### Single-Touch



Last Interaction



Last Non-Direct Click



Last AdWords Click



First Interaction

### Multi-Touch



Linear



Time Decay

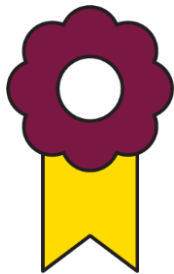


Position Based



Data-Driven

# Choosing your model



## Campaign goal

*What am I trying to measure and accomplish?*

- Awareness/Demand, New Product or Brand, single point campaigns: FI
- Conversion, easy & default for Google Analytics: LI
- Interest marketing: LN-DI
- Awareness & Conversion: PB
- Promotion: TD
- Awareness TO conversion: Linear



## Sales cycle

*How long is my sales cycle?*

- Short Sales Cycle: LI, PB (U), FI
- Long sales Cycle: LN-DI, TD, Linear



## Tech stack

*What data am I able to gather and analyze?*

- Not a lot of data: FI, LI
- A lot of Data: LN-DI, PB (U), TD, Linear

# View-Through vs. Click-Through Attribution:

## VIEW-THROUGH CONVERSION



You get credit if your ad was **seen** within the lookback window for a conversion.

VS.

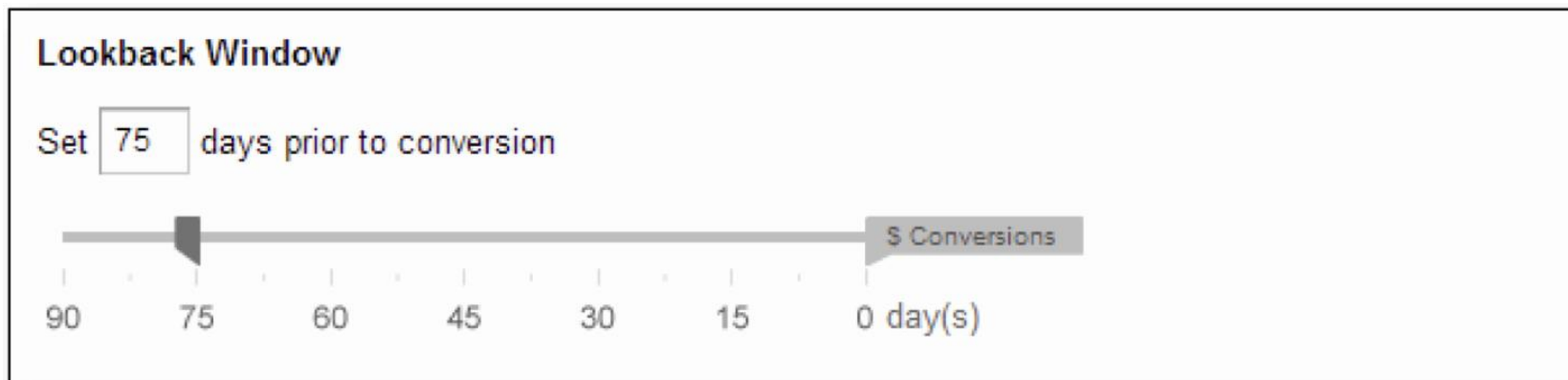
## CLICK-THROUGH CONVERSION



You get credit if your ad was **clicked on** within the lookback window for a conversion.

# Attribution Models

## Lookback Windows



# Four Things to Know About Attribution

- No channel is independent.
- Attribution is art and science.
- There is no complete data set.
- There is no perfect attribution model.



# First Touch & Last Touch



%100

1. Mom

%0

2. Dad

%0

3. Agent

%0

4. Director



%0

1. Mom

%0

2. Dad

%0

3. Agent

%100

4. Director

# Attribution Models

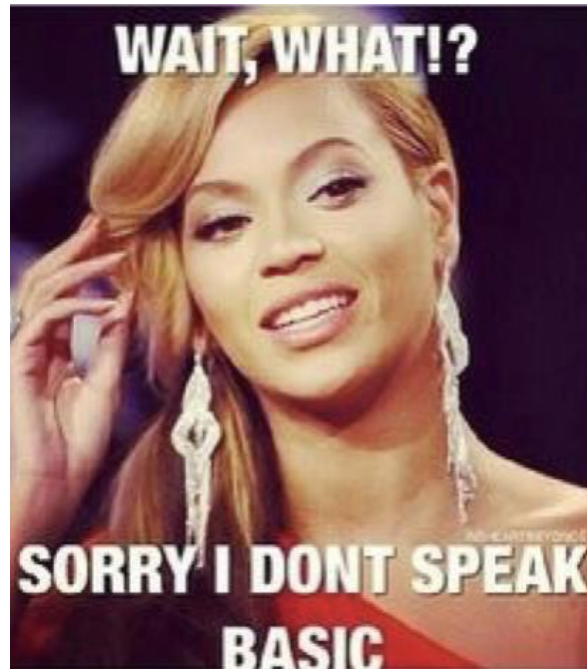
## Single-Touch Attribution Models

### Pros:

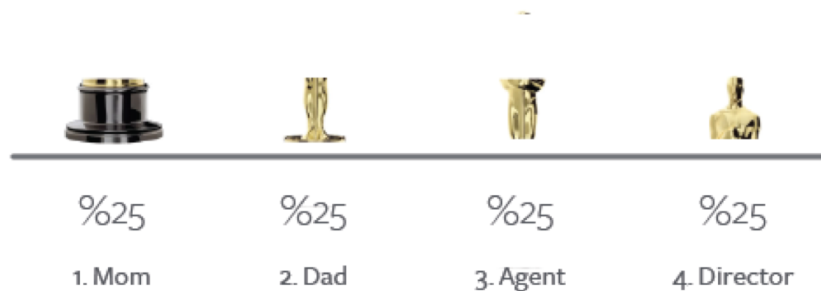
- It's simple and easy. First-touch may be useful for marketers who are only focused on demand generation (not conversion).

### Cons:

- Increasingly, online behavior is to search for the brand/product when you're ready to buy.
- All the credit goes to this "paid search," but it's a touchpoint of navigation, not of actual influence.
- So, last-touch, simple data say to spend more there... but that's not good advice!

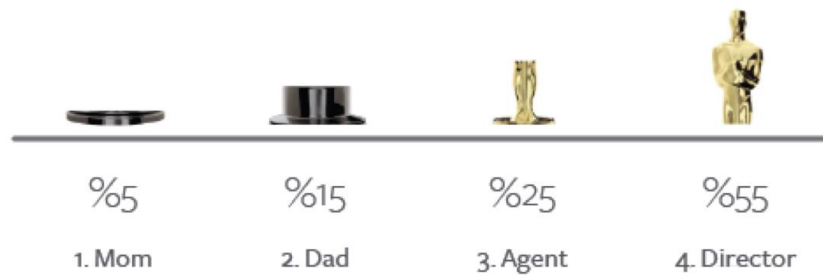


# Linear

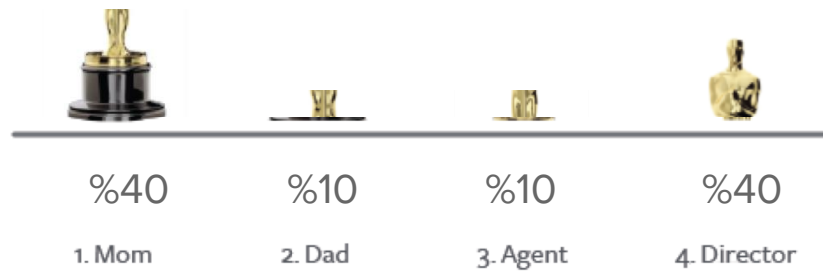




# Time Decay



# U-Shaped



# Attribution Models

## Mid-Complexity Attribution Models

### Linear:

- Pros: Better than single-touch.
- Cons: Because every touch receives equal credit, you lose the ability to optimize for specific outcomes.
- Also, low-value (i.e., email click) and high-value (i.e., demo request) touchpoints are given equal credit, making it difficult to optimize.

### Time Decay:

- Pros: Offers good recognition for the conversion touchpoint and those that occur shortly before.
- Cons: Doesn't offer much recognition for the first touchpoint. Also doesn't account for the value of the touchpoint.

### Position-Based:


- Pros: Still allows you to give more credit to the introductory touchpoint and conversion touchpoint without being as basic as single-touch.
- Cons: Same issue with the value of the touchpoint not being taken into consideration.



# Lucky for Us, We Don't Have to Pick Just One, or Calculate This Manually


## Model Comparison Tool


Conversion Segments | Export ▾ | Shortcut

Conversion:  
1 Conversion Type Selected ▾  
 % of conversions: 11.71%


Type:  

All | AdWords

Lookback Window:  
Set 30 days prior to conversion 

 First Interaction

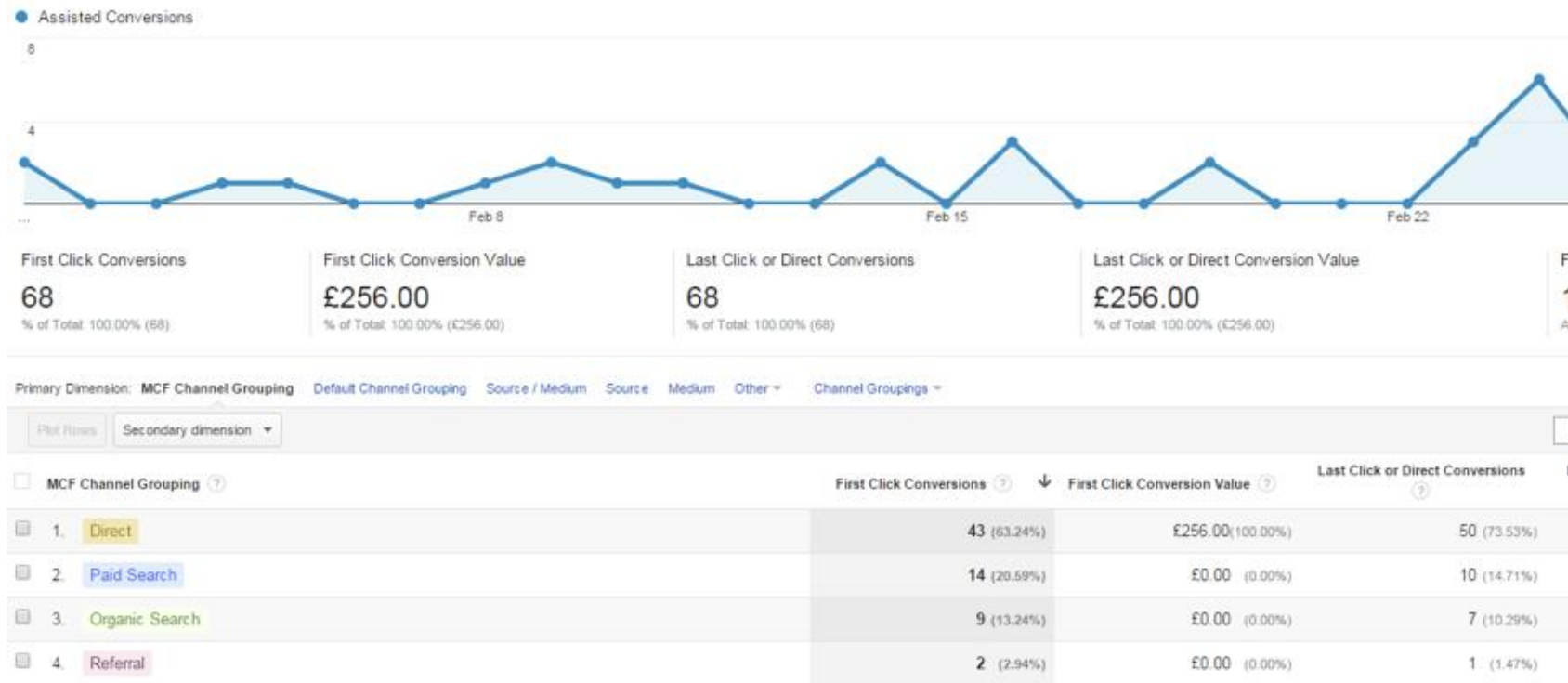
vs

 Last Interaction

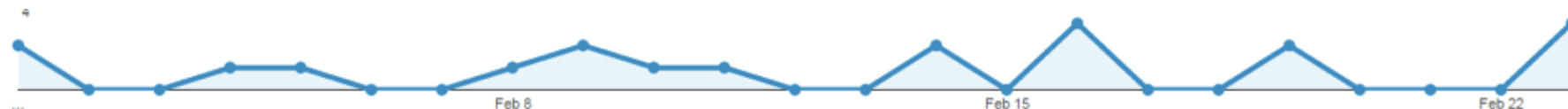
<https://vimeo.com/202841438>



# Attribution & Multi-Channel Funnels



# Attribution & Multi-Channel Funnels



Assisted Conversions

39

% of Total: 100.00% (39)

Assisted Conversion Value

£96.00

% of Total: 100.00% (£96.00)

Last Click or Direct Conversions

68

% of Total: 100.00% (68)

Last Click or Direct Conversion Value

£256.00

% of Total: 100.00% (£256.00)

Primary Dimension: **MCF Channel Grouping** Default Channel Grouping Source / Medium Source Medium Other Channel Groupings

Plot Rows

Secondary dimension

☐ MCF Channel Grouping ?

Assisted Conversions ?



Assisted Conversion Value ?

Last Click or Direct Con



<input type="checkbox"/>	1. Direct	32 (58.18%)	£96.00
<input type="checkbox"/>	2. Referral	7 (12.73%)	£48.00
<input type="checkbox"/>	3. Paid Search	6 (10.91%)	—
<input type="checkbox"/>	4. Organic Search	5 (9.09%)	—
<input type="checkbox"/>	5. Social Network	5 (9.09%)	£48.00

# Attribution & Multi-Channel Funnels

Conversions

597

% of Total: 18.36% (3,251)

Conversion Value

£1,949.50

% of Total: 19.50% (£3,996.00)

Primary Dimension: MCF Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension



advanced



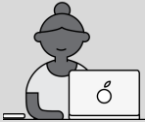
MCF Channel Grouping Path

Conversions



Conversion Value

		Conversions	Conversion Value
1. Organic Search × 2		130 (21.78%)	£491.00 (25.19%)
2. Organic Search Direct		108 (18.09%)	£341.50 (17.52%)
3. Paid Search Organic Search		52 (8.71%)	£150.00 (7.69%)
4. Paid Search × 2		35 (5.86%)	£94.50 (4.85%)
5. Organic Search Direct × 2		26 (4.36%)	£79.00 (4.05%)
6. Direct × 2		23 (3.85%)	£66.50 (3.41%)
7. Organic Search × 3		20 (3.36%)	£67.00 (3.44%)
8. Organic Search Direct Organic Search		17 (2.85%)	£58.00 (2.98%)
9. Organic Search Paid Search		17 (2.85%)	£49.50 (2.54%)
10. Paid Search × 3		12 (2.01%)	£34.00 (1.74%)



## Computers Out: Experiment with Attribution Models

10 min



Pick an attribution model you'd like to try, then save it in your Google Analytics view.

Why did you pick that model?





# Google Analytics

Let's get to work



Founder



Marketer



Designer



Engineer



Sales

[Link to worksheet](#)

Download or make a copy! We are  
looking at the **first month of 2019**

---





Founder  
Ginny

#### CONTEXT

---

- Been informed that the site needs to be mobile optimized
- Needs some convincing
- Creating a mobile optimized site will require using the businesses profits and resources
- Wants to see data that would justify that resource



Founder  
Ginny

## QUESTIONS

- What percentage of sessions and revenue are coming from mobile devices?
  - Navigate to Audience > Mobile > Overview, Select July 2018 for the date range and look at the percentage displayed for the Sessions metric (26.03%) and Revenue metric (2.89%) for the Mobile dimension
  - Has sessions and revenue from mobile increased since last period, if so by what percentage?
  - On the same report select the date selector and select Compare to previous period, then look at the percentage increase for the Sessions metric (-4.83%) and Revenue metric (7.96%) for the Mobile dimension
-



Founder  
Ginny

## QUESTIONS \_\_\_\_\_

In terms of sessions are we performing better or worse compared to businesses of the same kind in July 2018?

Deselect Compare to previous period and navigate to Audience > Benchmarking > Devices, look at the Mobile dimension (-52.81% below average).

Use these variable on the top input bar: Vertical: All Shopping, Country/Region: All, Daily Sessions: 1,000 - 4,999.

---



Founder  
Ginny

## QUESTIONS \_\_\_\_\_

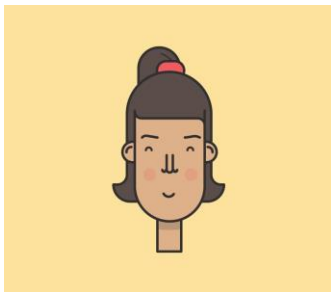
What countries drive the most traffic to our site?

Create a list of countries organized by highest sessions to lowest that exclude United States and Canada

Navigate to Audience > Geo > Location, select advanced next to the filter box at the top-right of the table and create the filter Excludes > Country > Exactly Matching > United States, add another filter as well Excludes > Country > Exactly Matching > Canada, select Apply. Click the Sessions metric to sort.

India, UK, Taiwan

---



Founder  
Ginny

## **QUESTIONS**

---

Compared to last period by what percentage have we increased or decreased in sessions and revenue?

Navigate to Acquisition > Overview, select the date selector and select Compare to previous period, then look at the percentage increase for the Sessions metric (-9.53%) and Revenue metric (-43.45%)



Founder  
Ginny

## QUESTIONS \_\_\_\_\_

Do males purchase more than female on mobile?

Navigate to Audience > Demographics > Gender

Which age categories produces the most transactions on mobile?

Navigate to Audience > Demographics > Age

---





Marketer  
Harry

## CONTEXT \_\_\_\_\_

- Using Pay-Per-Click to appear 1st in search results
- Google Analytics used to track users who click on ads
- Harry has linked Google Ads with her Google Analytics account
- Wants to understand her campaigns and how to spend his marketing budget



Marketer  
Harry

## QUESTIONS \_\_\_\_\_

What is the hour of the day that the Store typically produces more revenue than the site average from Google Ads campaigns in July 2018?

Navigate to Acquisition > Google Ads > Hours of the Day, change the report to the Comparison view and select Revenue metric (far right column) to compare to the site average. (10AM)

Same question but for day of the week

From the report you are on select the Days of the week link above the reporting table. Hint: 0 is Sunday! Thursday

---



Marketer  
Harry

## QUESTIONS \_\_\_\_\_

For the AW - Apparel campaign within the top 10 keywords that are attracting sessions are there any that are not producing revenue?

Navigate to Acquisition > Google Ads > Campaigns, Click AW-Apparel, add Keyword as a secondary dimension

Google Merchandise Store (Men's), YouTube Clothing (Apparel All), Google Hats (Headgear), youtube clothes (All)



Marketer  
Harry

## QUESTIONS

---

We target different ads to different cities in the United States, what are the top 3 states where we have a large audience (Top 10), but lower than average performance (use bounce rate) for paid traffic

Navigate to Audience > Geo > Location > click United States (to show drill down functionality), change the table to the Comparison view, select Bounce Rate metric to compare to the site average, add the Paid Traffic segment, remove the default All Sessions segment

Illinois, Texas and Florida

---



# Google Analytics

Attribution work



Marketer  
Harry

## QUESTIONS \_\_\_\_\_

- Harry knows that there are many channels that customers touch on before they convert
- She wants to use attribution models to see the full value of Paid Search
- Believes that a time decay model will help her assign credit to the channels in a more insightful way



Marketer  
Harry

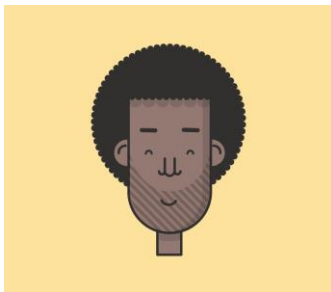
## QUESTIONS

Does the Paid Search generate more conversion value when being attributed conversions based on the Last Interaction attribution model or the First Interaction attribution model?

-Navigate to Attribution > Model Comparison > select First Interaction from the second drop down menu (after the drop down menu next to First Interaction)

The Paid Search channel is worth more when using the First Interaction model

---



Marketer  
Harry

## QUESTIONS \_\_\_\_\_

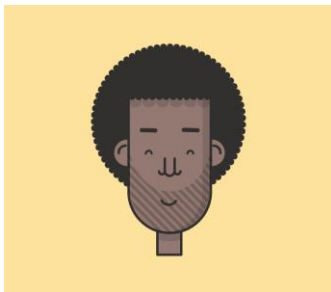
How long did the majority of customers take to convert in the last 90 days?

Navigate to Conversions > Multi-Channel Funnels > Time Lag, select 90 days for the Lookback Window.

Over this period there the majority of conversions happened on the same day a visitor arrived at the site.

---





Marketer  
Harry

## QUESTIONS

---

What percentage of conversions did Organic Search and Direct assist with?

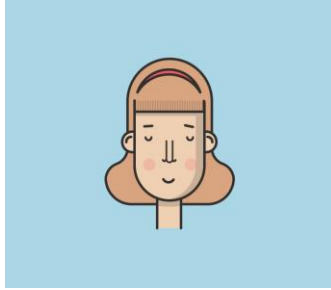
Navigate to Conversions > Multi-Channel Funnels > Assisted Conversions and select 90 days for the Lookback Window.

- Organic assisted in 1692 (21.89%) of conversions worth \$1,237.48
  - Direct assisted in 3,815 (49.36%) of conversion worth \$576.41
-



# Google Analytics

Engineering and Design



Engineer  
Hermione

## CONTEXT

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- Hermione wants to reduce page load times
  - Knows visitors use the search feature on the site
  - Needs data to justify improving the search facility if over 50% of visitors exit the site for searches made more than 15x per month
  - She also wants insights on the check out process to make it easier to buy online
  - Needs to know what part of the funnel she is losing visitors
-



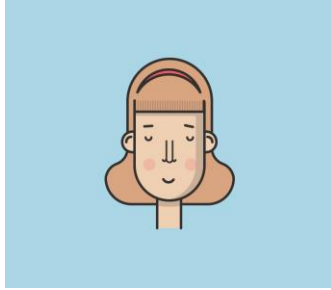
Engineer  
Hermione

## QUESTIONS \_\_\_\_\_

What percentage of conversions did Organic Search and Paid Search assist with?

Navigate to Conversions > Multi-Channel Funnels > Assisted Conversions and select 90 days for the Lookback Window.

- Organic assisted in:
- Paid Search assisted in:



Engineer  
Hermione

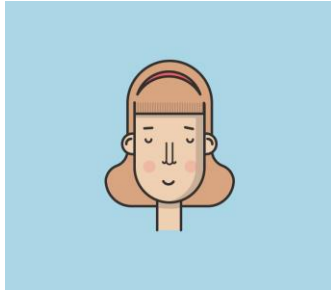
## QUESTIONS \_\_\_\_\_

What is the slowest loading page from the top 10 most viewed pages?

Navigate to Behavior > Site Speed > Page Timings

`/google+redesign/shop+by+brand/quickview`

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Engineer  
Hermione

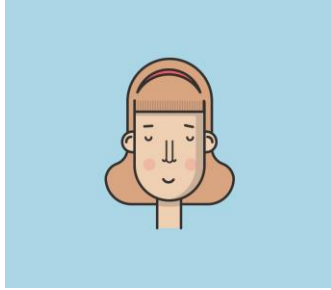
## QUESTIONS

What are the internal search terms that are being searched more than 5 times in a month and causing over 30% of visitors that made the search to exit the site?

Navigate to Behavior > Site Search > Search Terms, select advanced next to the filter field at the top of the table and create the filter Include > % Search Exits > Greater than 30%, add another filter Include > Total Unique Searches > Greater than 5

gopher, beanie

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Engineer  
Hermione

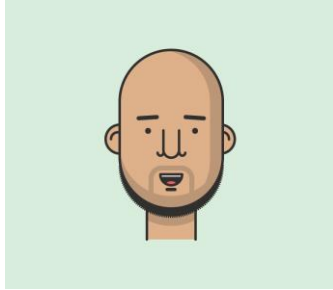
## QUESTIONS

Which part of the checkout / purchase funnel is causing the highest percentage of drop offs / exits from the funnel?

Navigate to Conversions > Ecommerce > Checkout Behavior

Billing and Shipping

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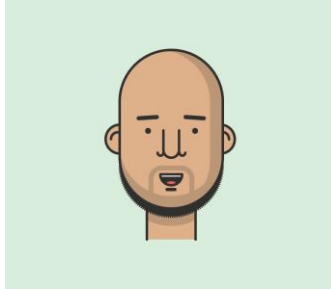


Designer  
Ron

## CONTEXT \_\_\_\_\_

- Clark can only produce 1000 units per product, per month
- He would like to know when he is getting close to this number
- Knowing what products are selling well would help
- Clark has been asked to create 2 new products for different brands to increase revenue





Designer  
Ron

## QUESTIONS

What is the product that sells the most quantities?

Navigate to Conversions > Product Performance, select the Quantity column to sort it by quantities sold

YouTube 3 lines Tee Grey

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Designer  
Ron

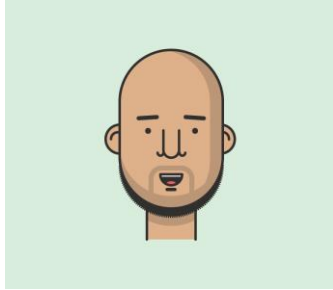
## QUESTIONS

Which part of the checkout / purchase funnel is causing the highest percentage of drop offs / exits from the funnel?

Navigate to Conversions > Ecommerce > Checkout Behavior

Billing and Shipping

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Designer  
Ron

## QUESTIONS

We released a new product in October (SKU: GGOEGABB100999), how many units did we sell?

From the current report select the link to the Product SKU report at the top of the table and use the filter field at the top of the table to search



# Google Analytics

Conclusion

# Key Takeaways

- Google Analytics can provide real insights into your website's visitors, behaviors and trends.
- Tagging campaigns is non-negotiable. Do it and make everyone else on your team do it, too.
- Learn to LOVE data, it is powerful!



# Google Analytics Certification

- [GA for beginners](#)
- [GA advanced](#)
- [About the certification](#)



“

**Questions?**

# THANK YOU!

## We love feedback.

Please complete the follow-up survey via email.

