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

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

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

Customer Decision Journey
by Harvard Business Review

Consider

Evaluate

Bond

Advocate

Loyalty Loop

Enjoy

Buy

BEFORE ANALYTICS

| Beautiful Ad | → | Website or App | → | ? |
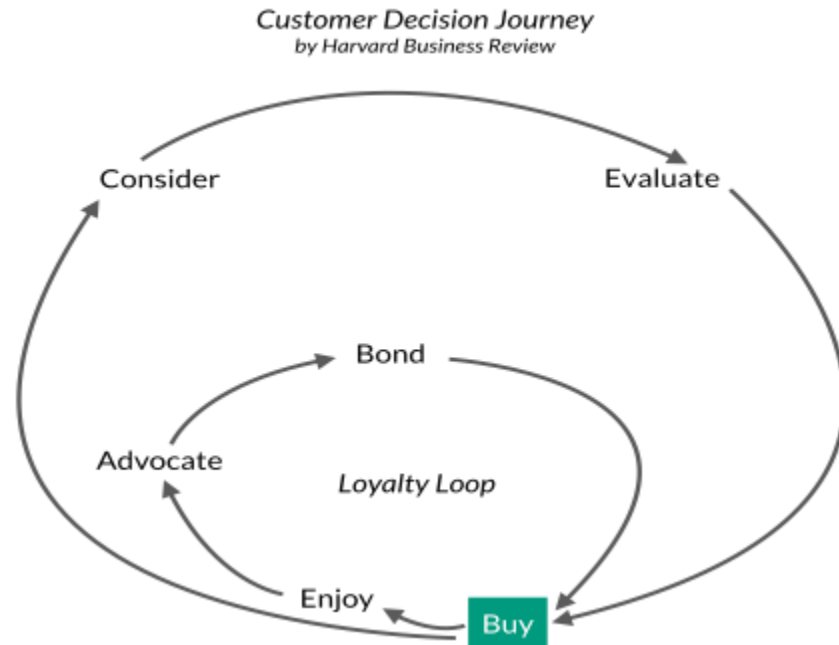
BEFORE ANALYTICS

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

Beautifully designed ad CLICK HERE → ACME Website → ?

WITH ANALYTICS

| Beautiful Ad | → | Website or App | → | Actionable Insights |

Demographic Info
Geographic Info
Site Referrer

Sales Info
Content Performance
Product Performance
Design Performance
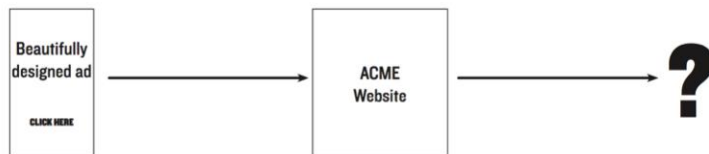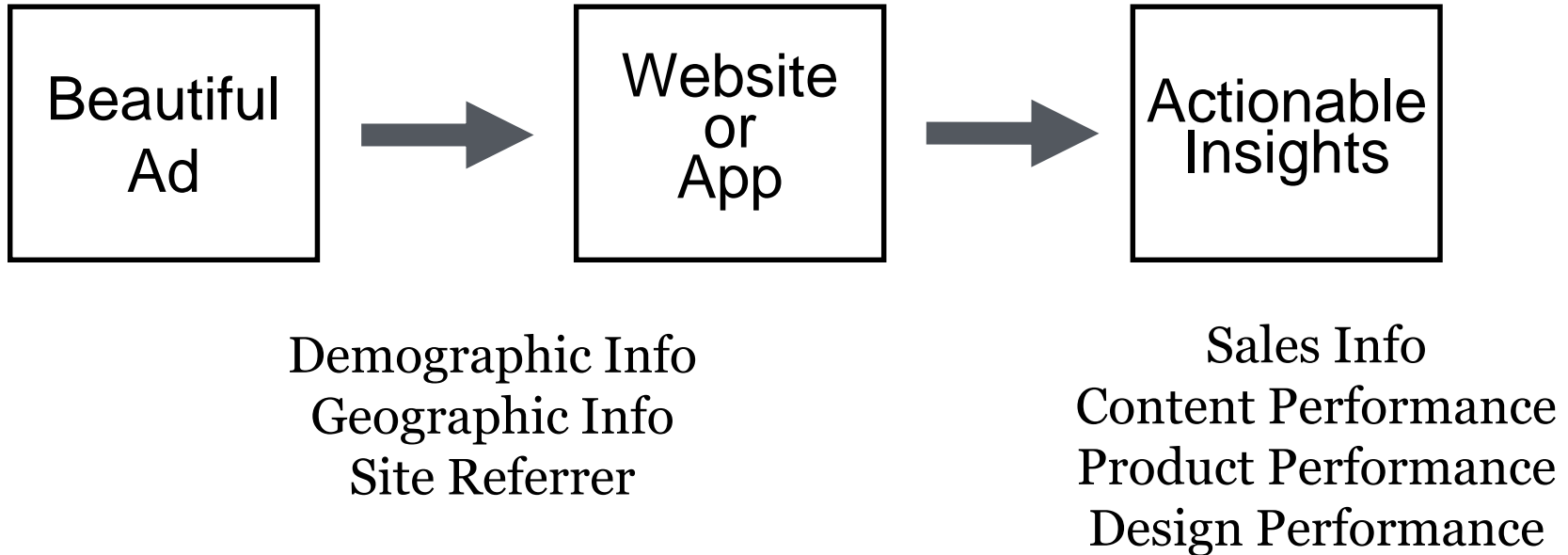
Behind the Curtain: What's Going On?

```
<!-- 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", "//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="kxct" data-id="I2I9M2yx" data-timing="async" data-version="3.0" type="text/javascript">
  window.Krux||((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

Male	Female
55%	45%
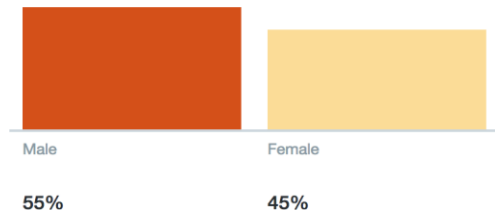
Household income categories

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

English   Spanish   Portuguese   French   Indonesian

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
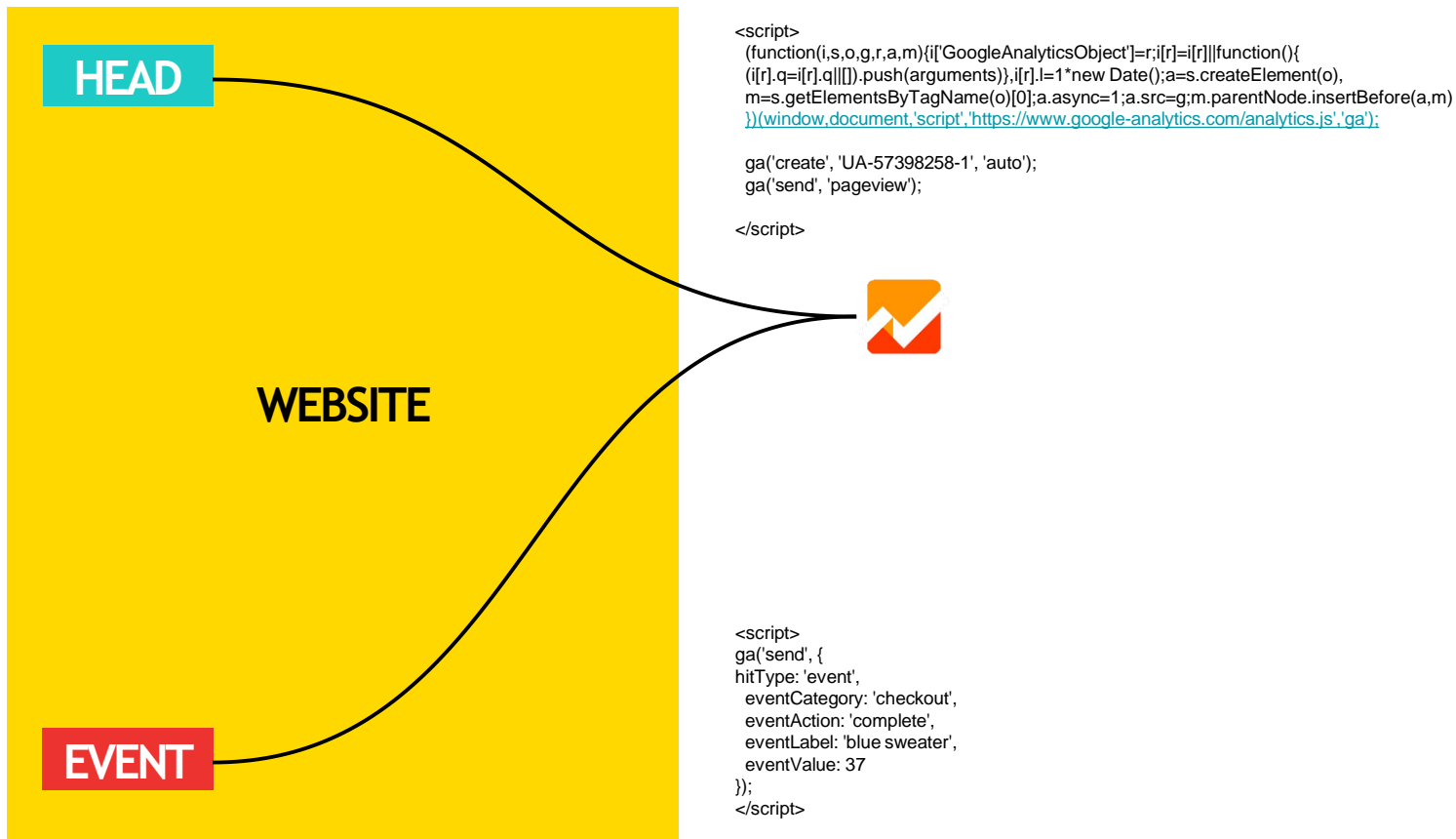
HEAD

WEBSITE

EVENT

```
<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>
```

GOOGLE ANALYTICS + FACEBOOK + ADWORDS

HEAD   HEAD

WEBSITE

EVENT   EVENT   EVENT

```
<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>
```

```
<!-- 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><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=841205239359329&ev=PageView&noscript=1"
/></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

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

```
<!-- Google Code for Contact Form Submit Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
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>
```
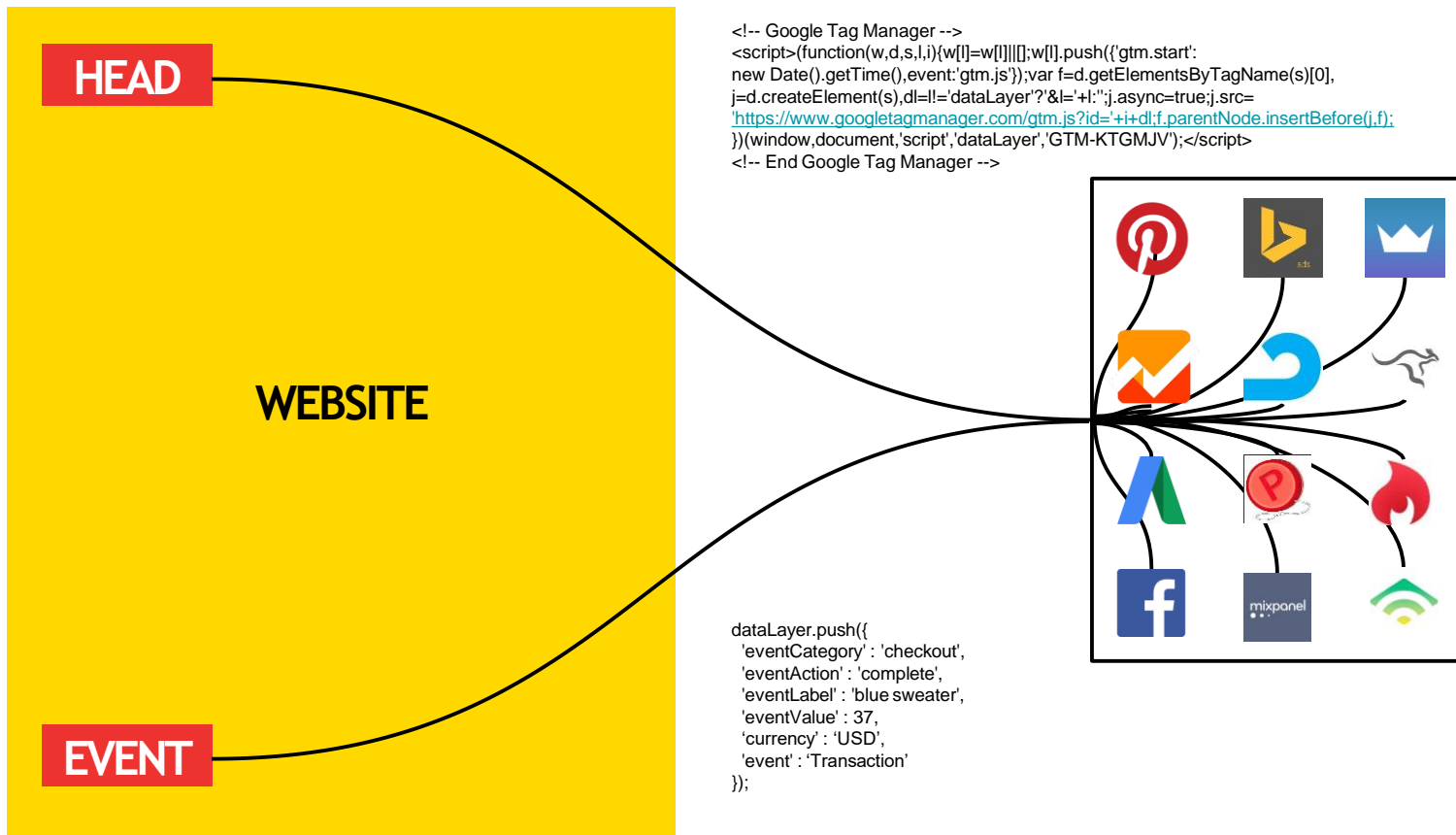
```
<script>
fbq('track', 'Purchase', {
  value: 37,
  currency: 'USD'
});
</script>
```

GOOGLE ANALYTICS + FACEBOOK + ADWORDS + ALL THE TAGS

GOOGLE TAG MANAGER

WEBSITE

HEAD

EVENT

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KTGMJV');</script>
<!-- End Google Tag Manager -->
```

```
dataLayer.push({
  'eventCategory' : 'checkout',
  'eventAction' : 'complete',
  'eventLabel' : 'blue sweater',
  'eventValue' : 37,
  'currency' : 'USD',
  'event' : 'Transaction'
});
```

GOOGLE 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

Founder   Marketer   Designer   Engineer   Sales

GOOGLE ANALYTICS

<u>Founder</u>

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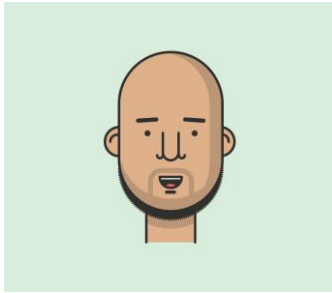
I have a monthly budget and need to acquire as many customers as possible!

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

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.

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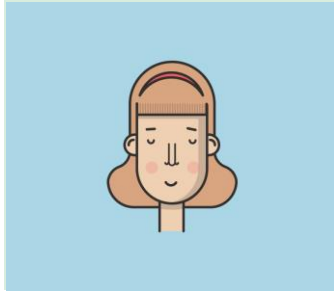
I keep the website (or app) optimized to ensure its easy to browse products and easy to complete purchases!

<u>Engineer</u>

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

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
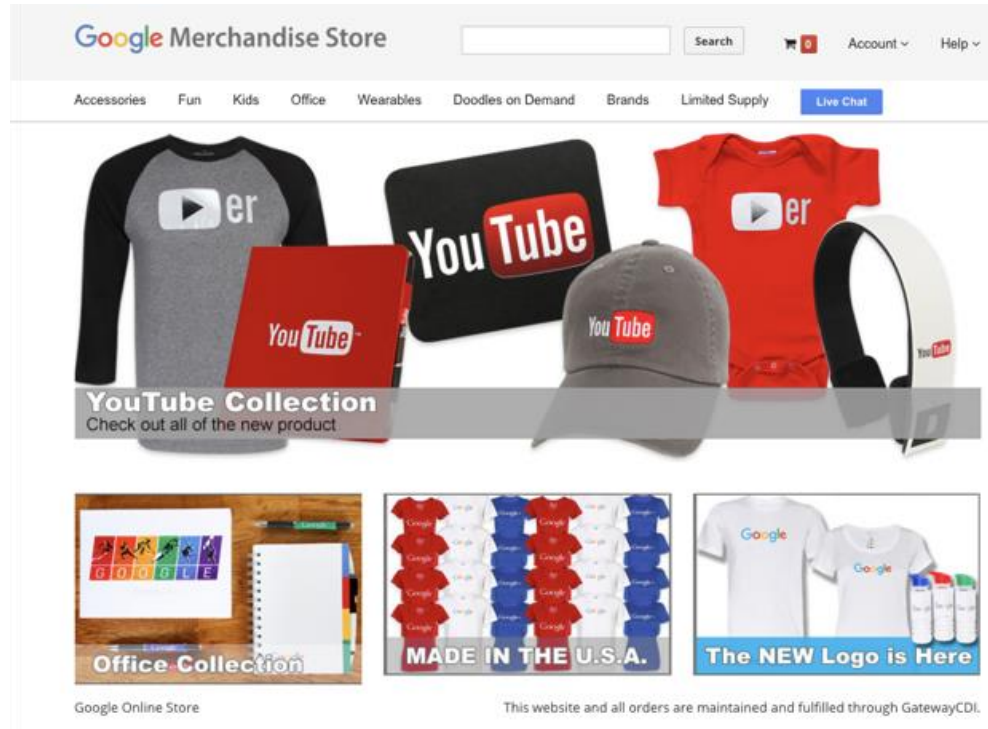
Access the demo account

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 ☑

http://bit.ly/2bzvysJ   *or* https://support.google.com/analytics/answer/6367342#access

Google Analytics: Changes are always happening
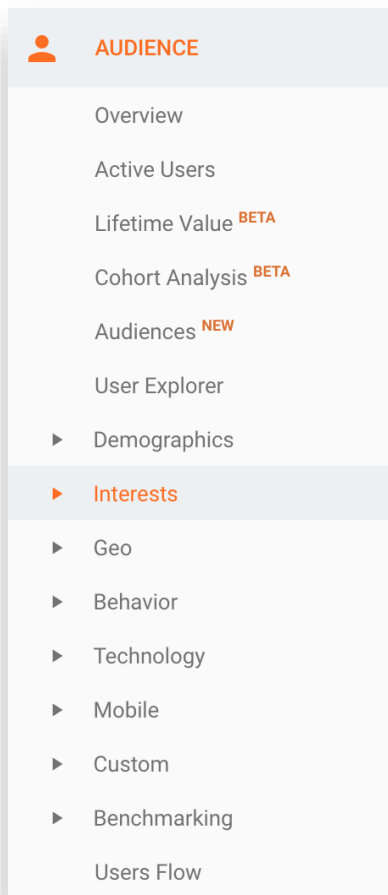
Vs.
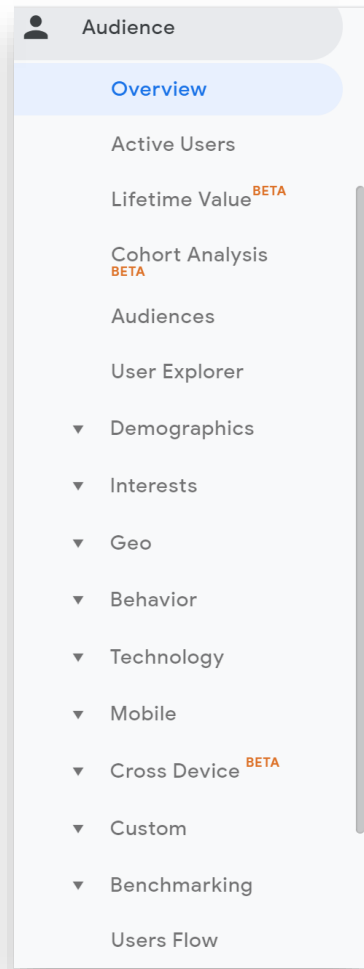
Google Analytics: "The Big Four"

Home **A**

Customization **B**

REPORTS

Real-Time **C**

Audience **1**

Acquisition **2**

Behavior **3**

Conversions **4**

1 Audience → Who's going to your website?

2 Acquisition → How are they getting there?

3 Behavior → What are they doing once they get there?

4 Conversions
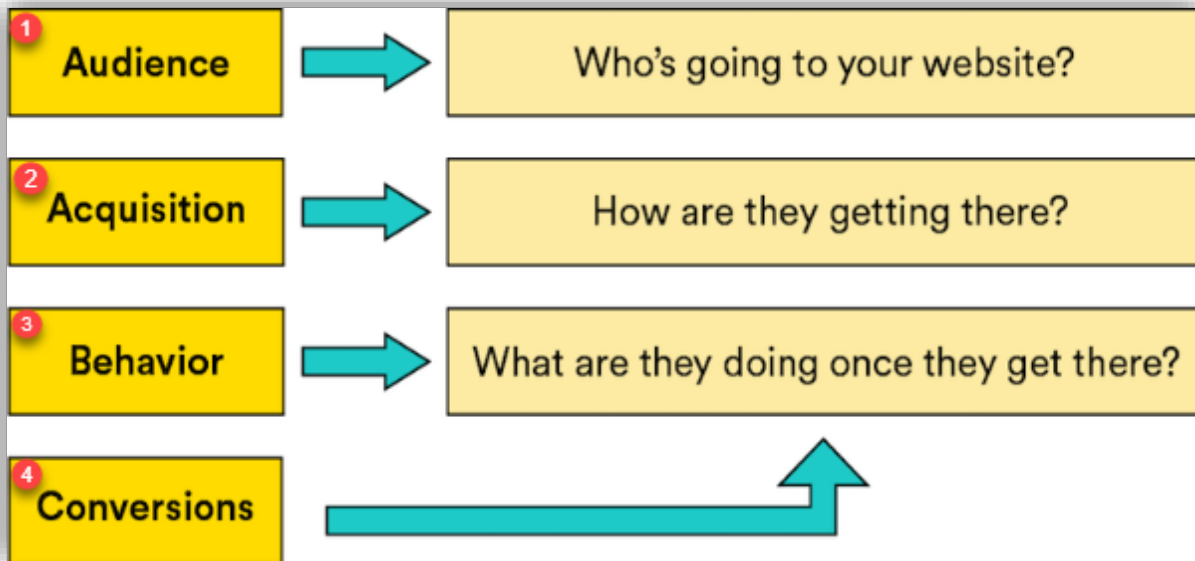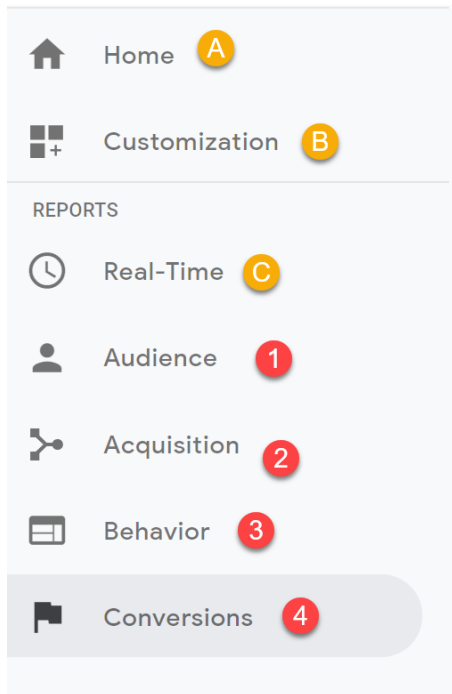
GENERAL NAVIGATION

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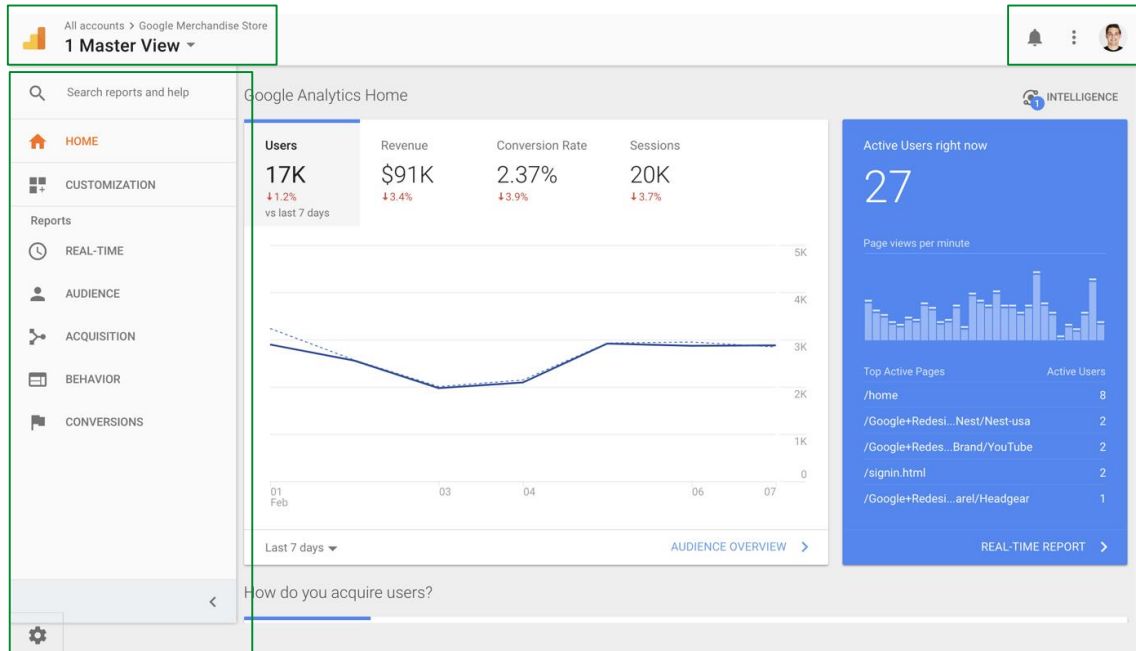
Alert & User menu: Check account notifications, switch between Google Analytics tools, and switch between Google user accounts.

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.
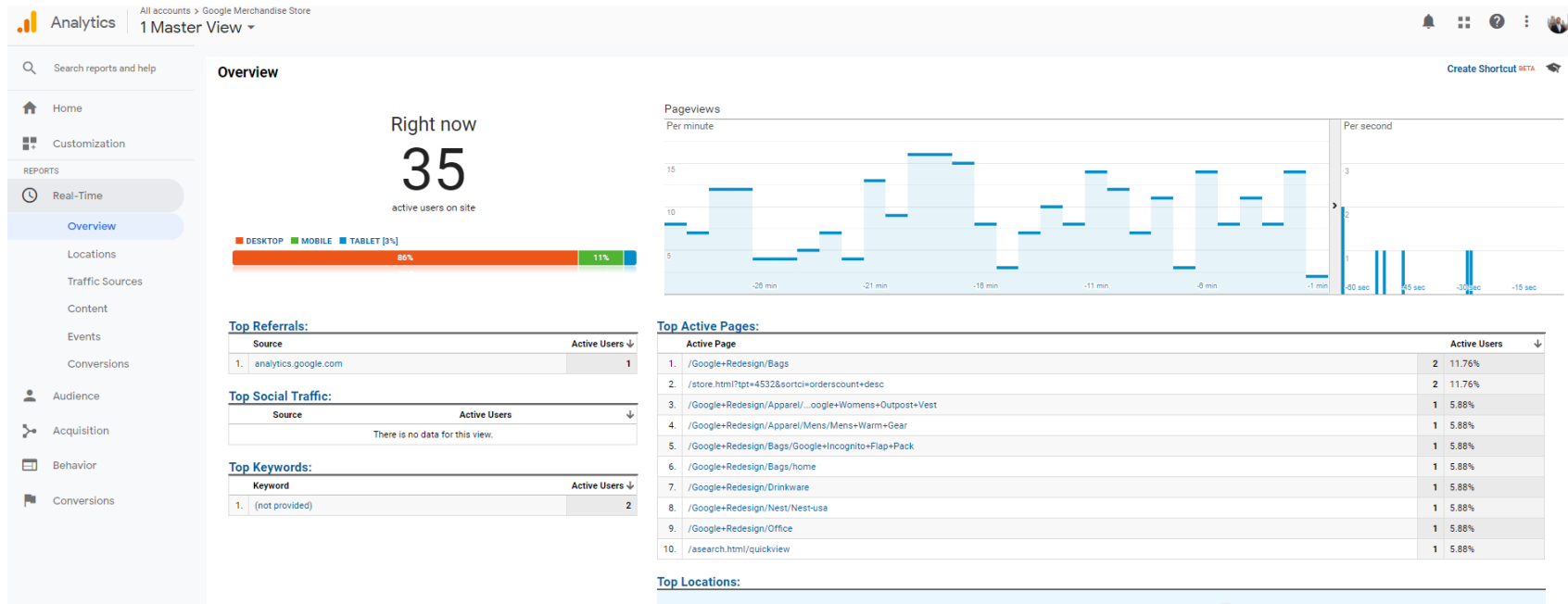
DATE RANGES
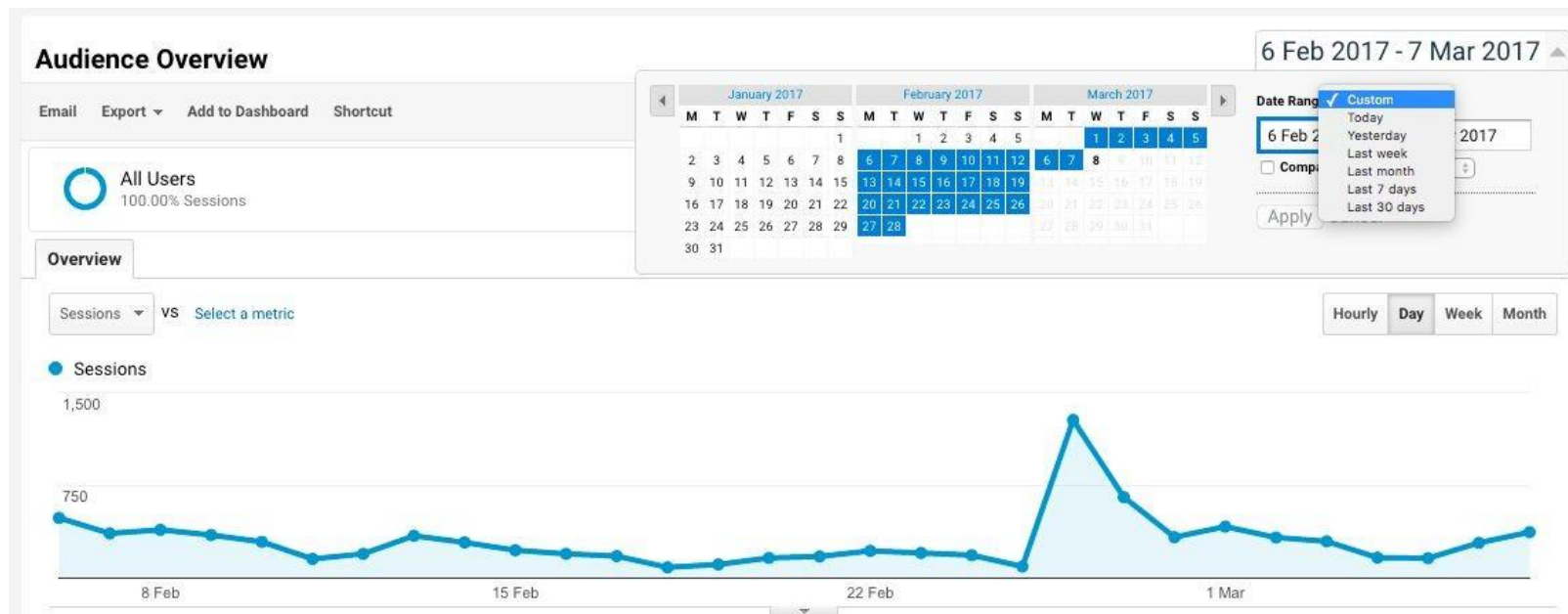
DATE RANGE COMPARISONS
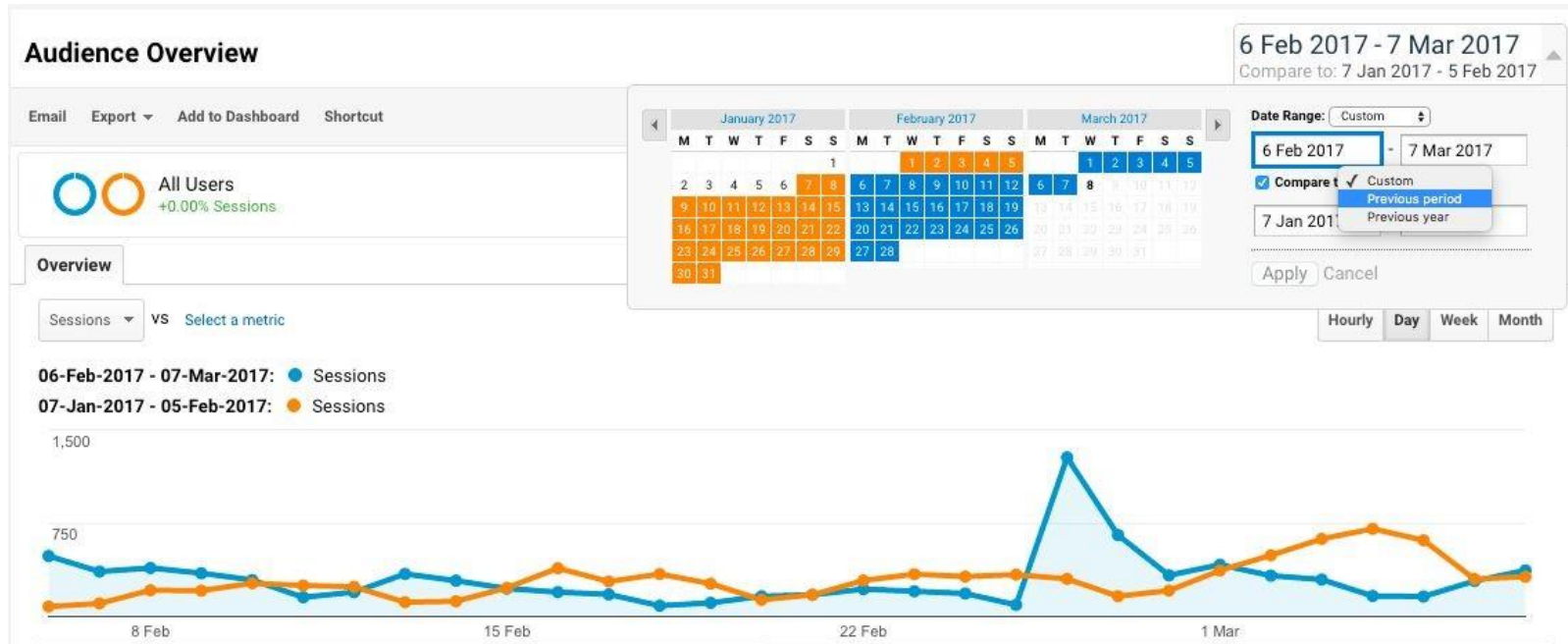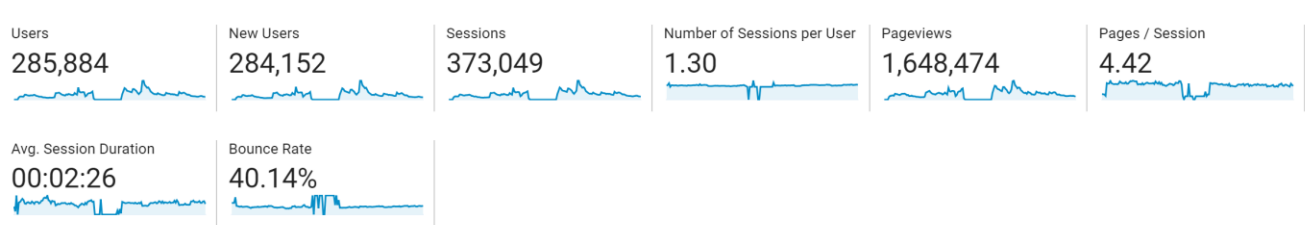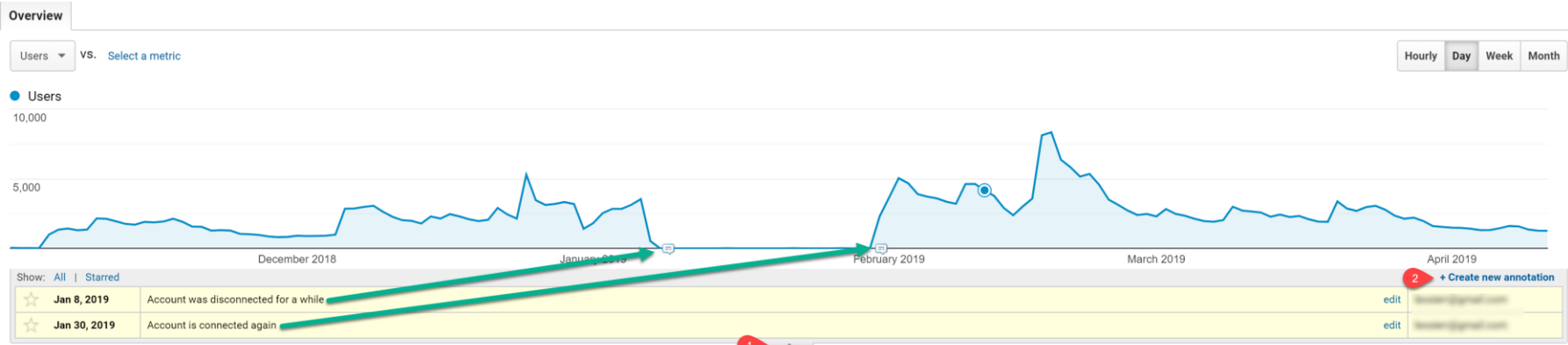
ANNOTATIONS

SEGMENTATION

General Navigation

Start with Segments
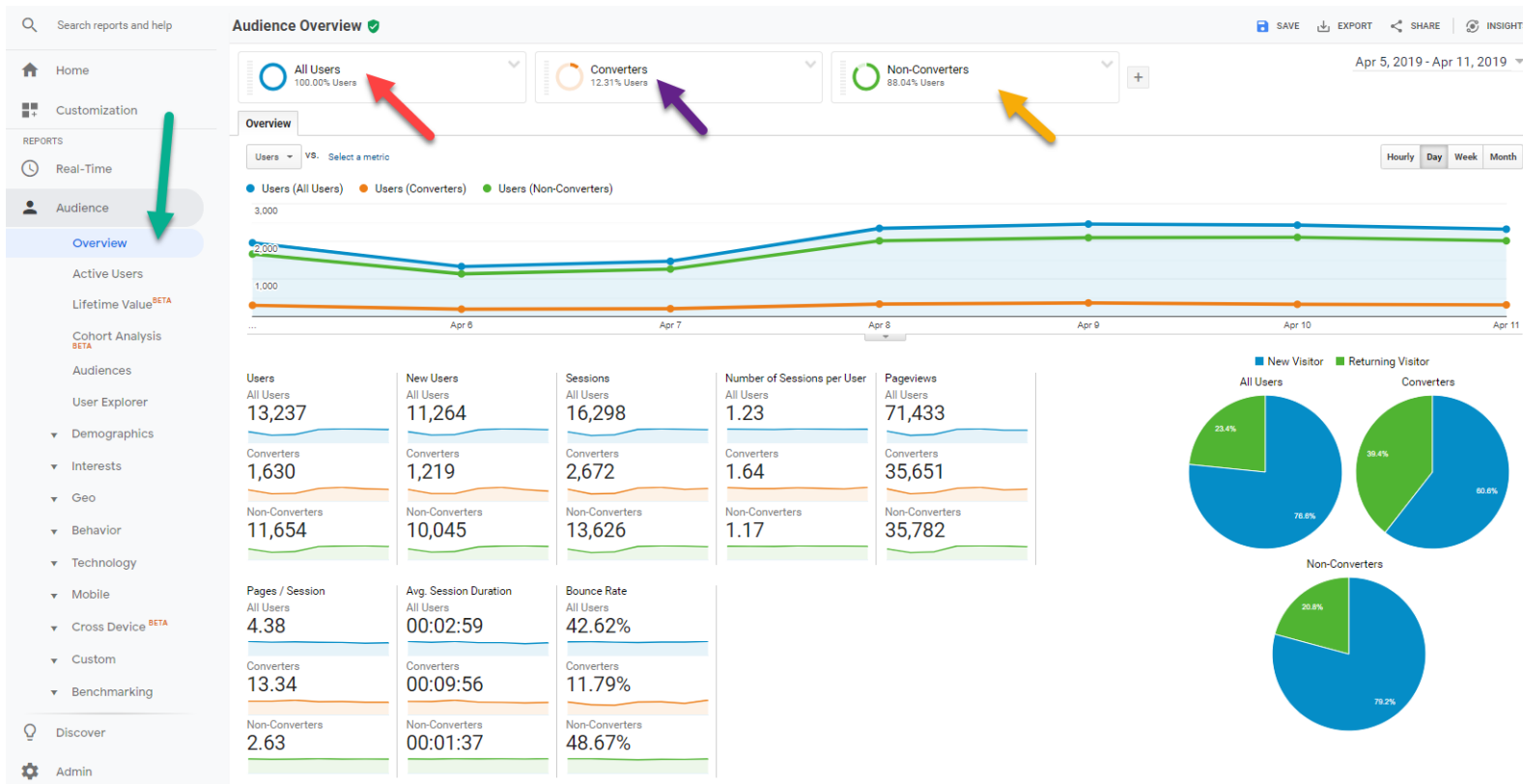
General Navigation

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	Behavior	Context
Gender	New vs. return visitors	Referral source
Age	Browsing behavior	Device
Income	Search behavior	Current location
Family status	Has or has not purchased	Time of day
Where they live	Email engagement	Time of week
What they like	Abandoned carts	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?

Audience	→	Who's going to your website?
Acquisition	→	How are they getting there?
Behavior	→	What are they doing once they get there?
Conversions	→	
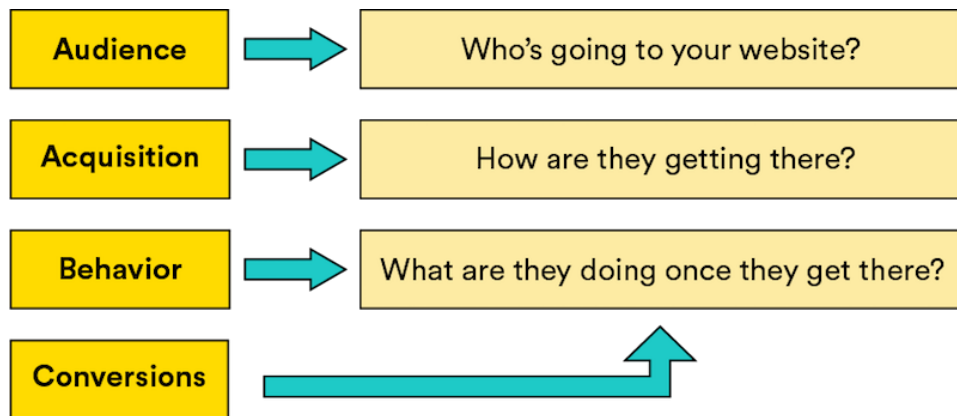
Google helps marketers out by creating "affinity audiences."

- 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

Create a segment based on consumer personas.

1. Segment 1 **together**: Male and Female **From April 5ᵗʰ 2019 to April 11 2019**

2. Segment 2: **From April 5ᵗʰ 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

49 | © 2018 General Assembly

General Navigation

Start with Segments -Custom Types

General Navigation
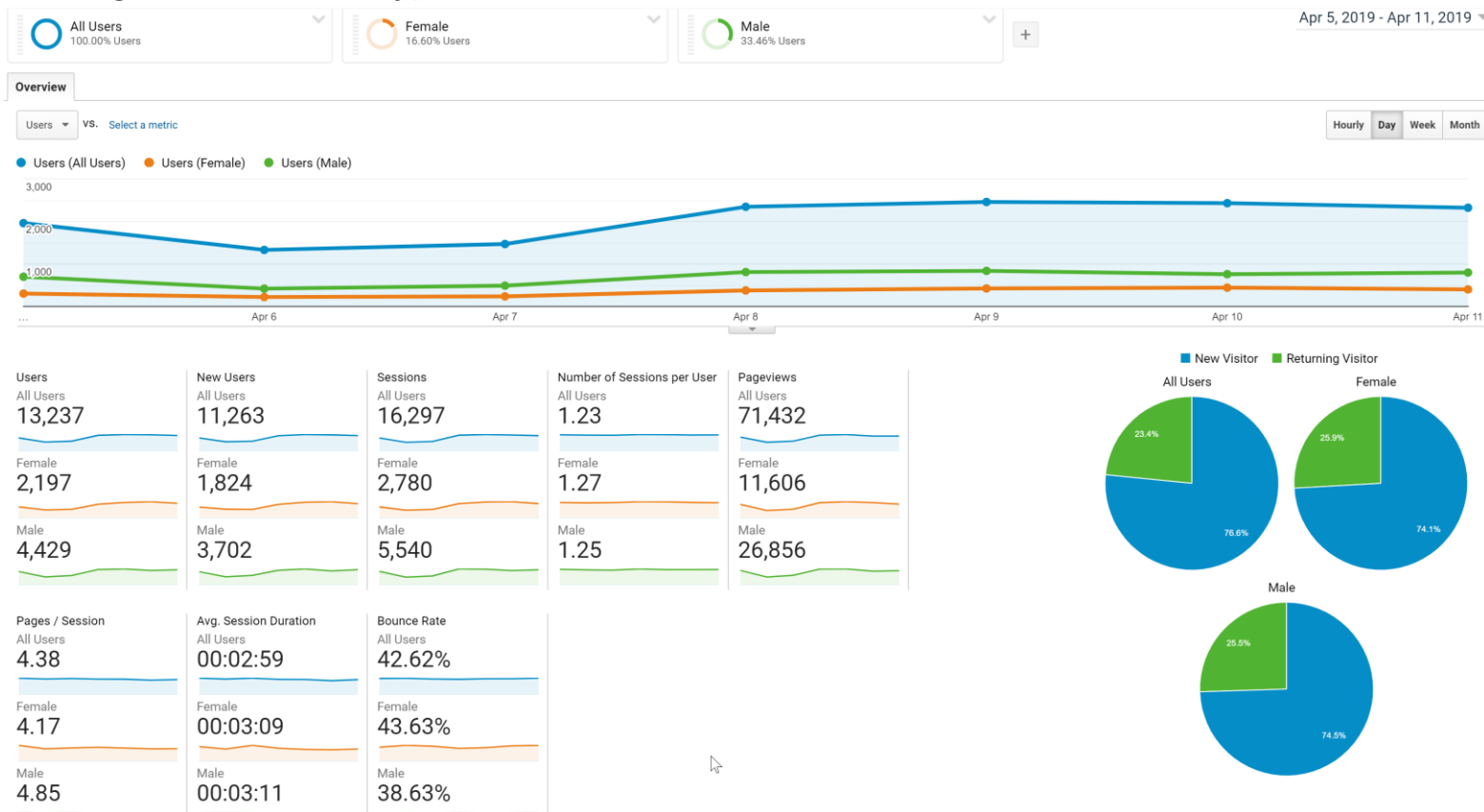
Start with Segments -Custom Types

Create a segment based on consumer personas.

1. Segment 1 **together**: Male and Female **From April 5th 2019 to April 11 2019**

2. Segment 2: **From April 5th 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

General Navigation
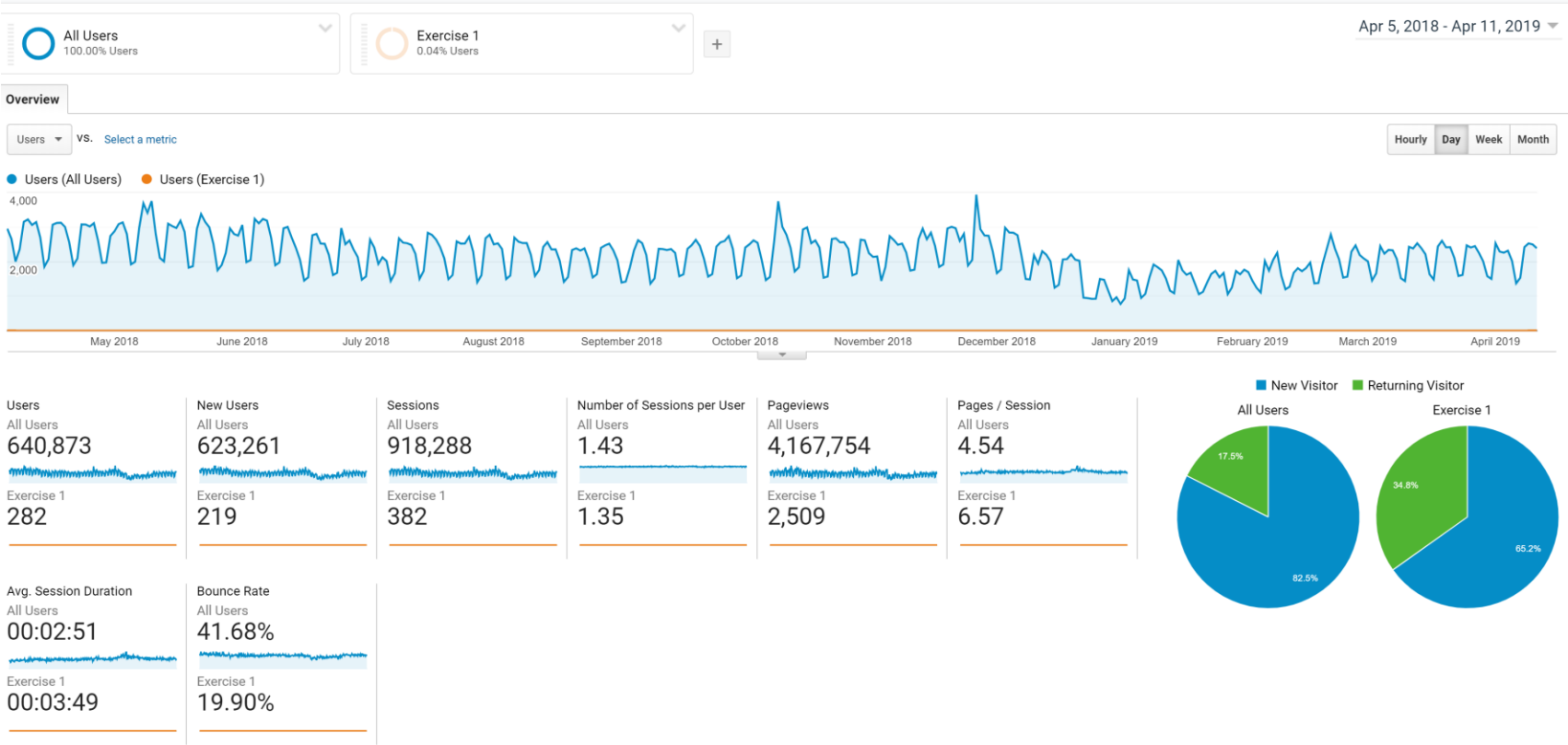
Start with Segments -Custom Types

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

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Audience Reports: Retargeting Audiences

Acquisition Reports
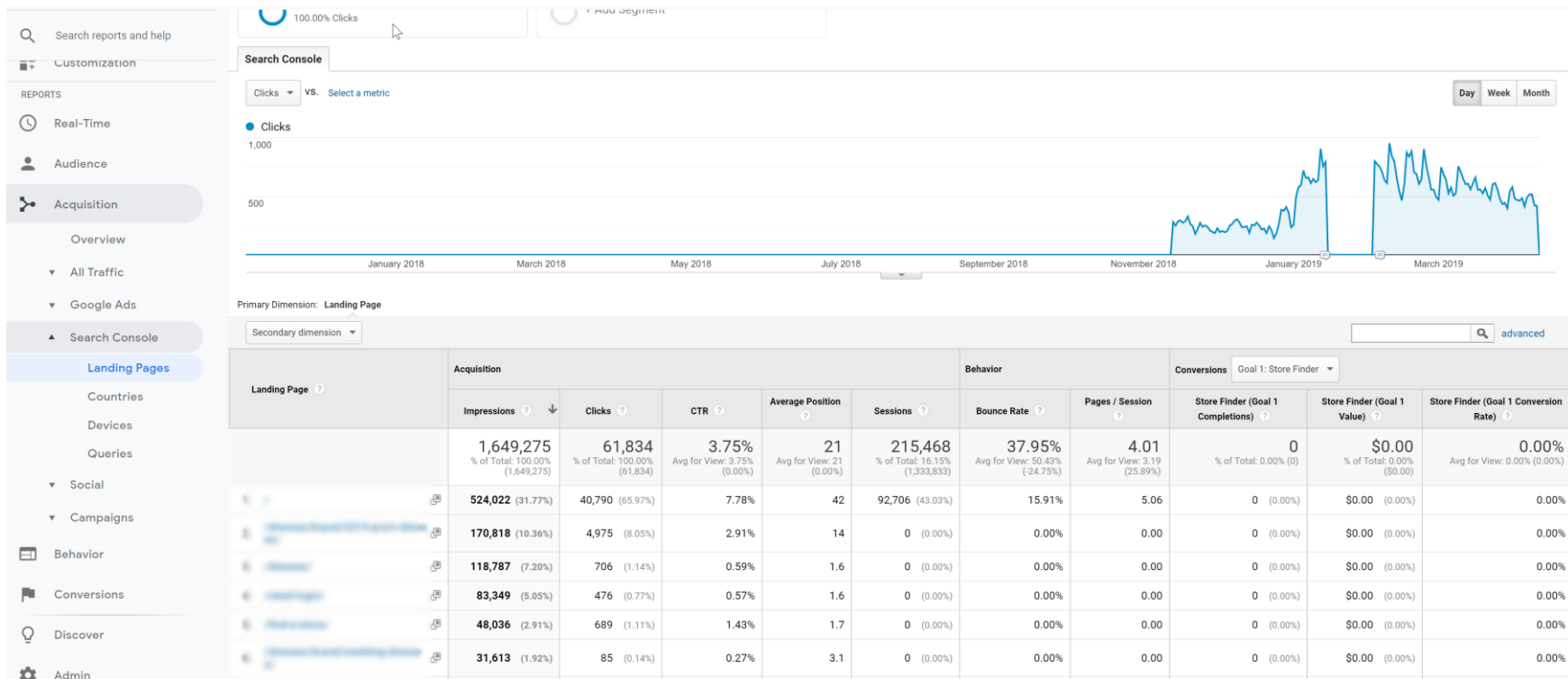
Acquisition Reports (Social Plugins)
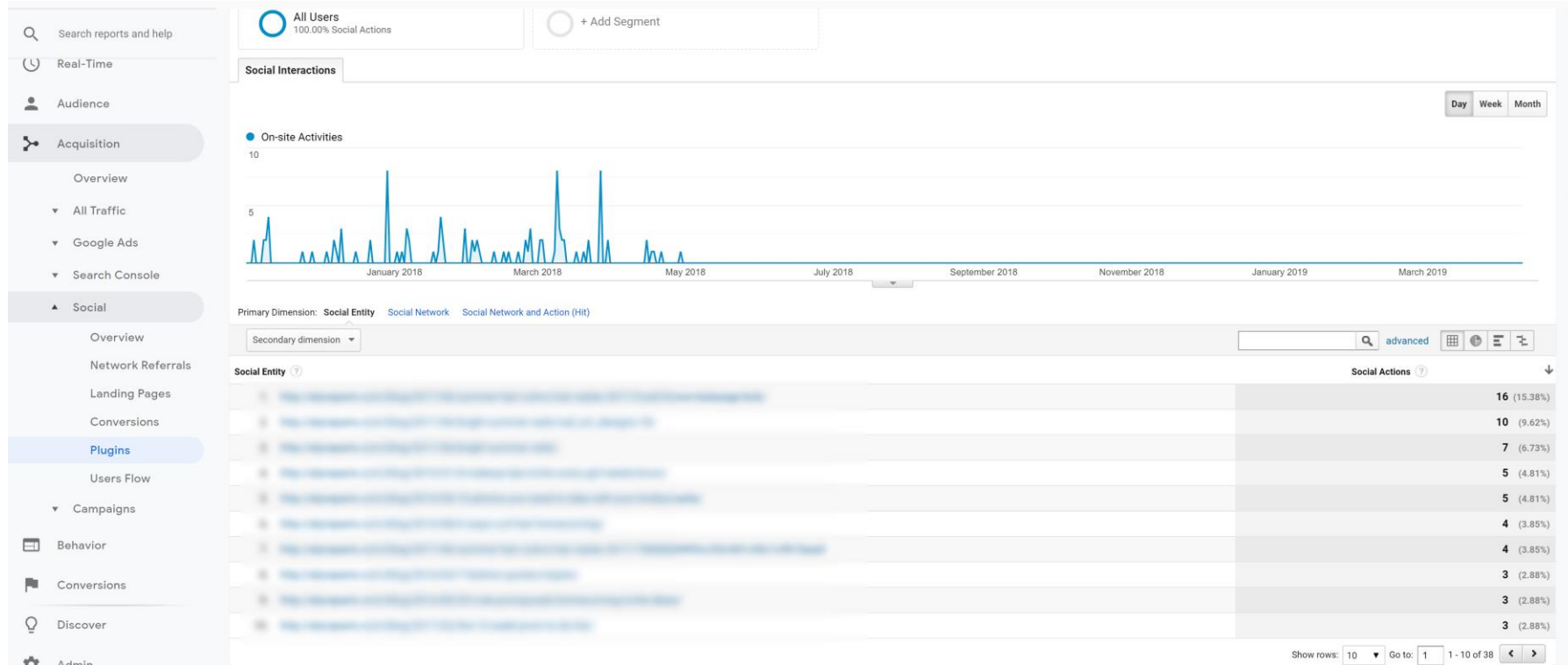
GOOGLE ANALYTICS AUDIENCE TAB

Computers Out: Explore the Audience Tab

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 BETA

Cohort Analysis BETA

Audiences NEW

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.
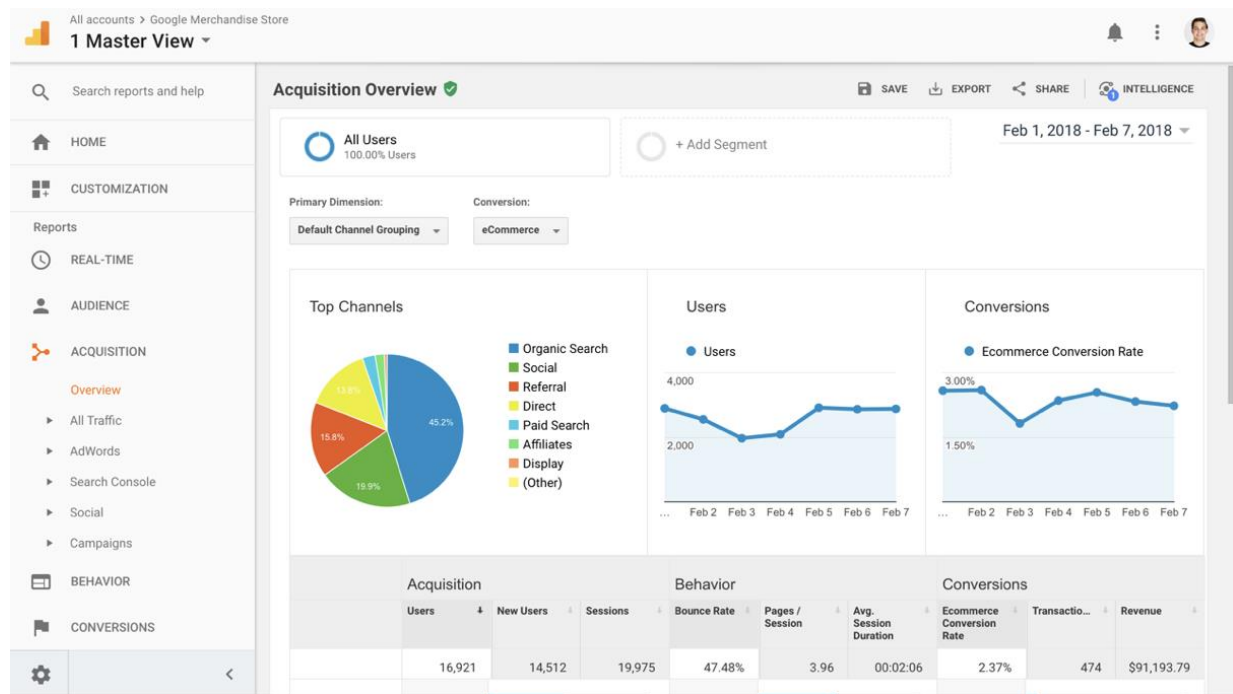
GOOGLE ANALYTICS

AQUISITION TAB

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.
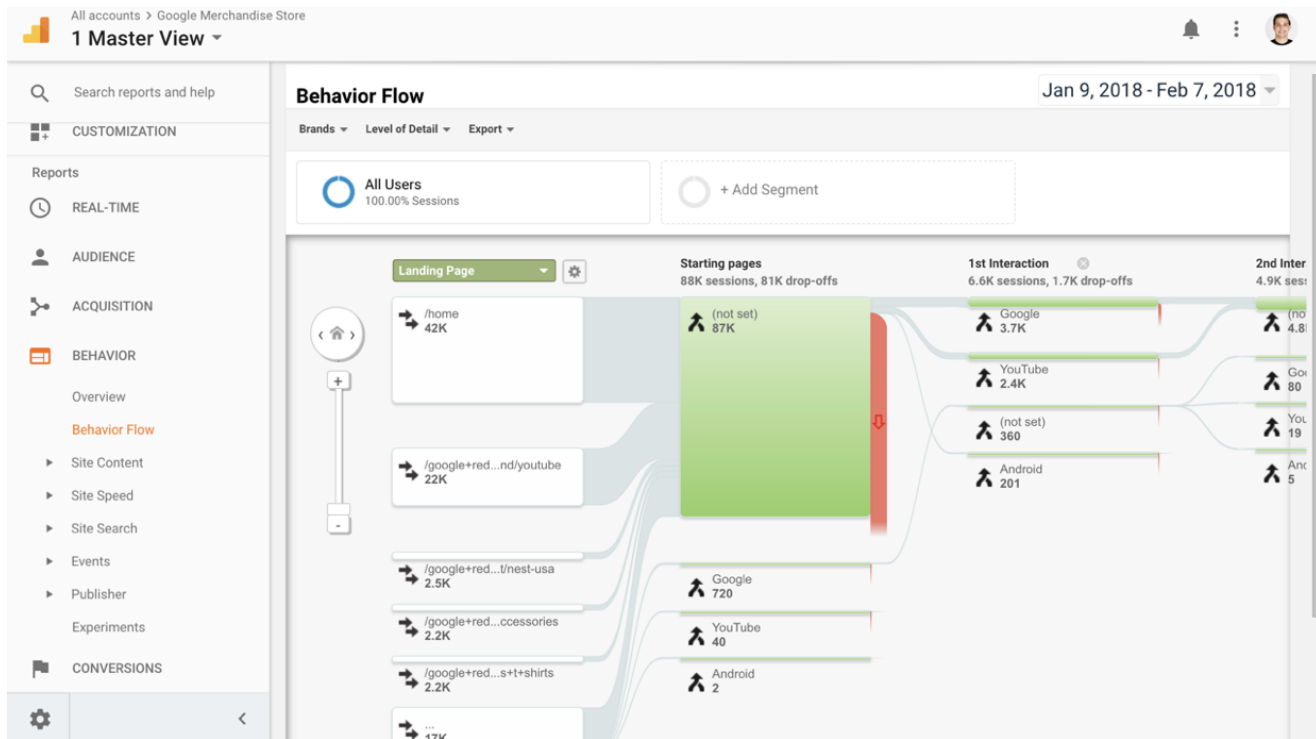
Computers Out: Explore the Behavior Tab

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

Conversion Reports: Commerce Stats & Sales Analysis

Conversion reports offer in-depth analysis of eCommerce activities.
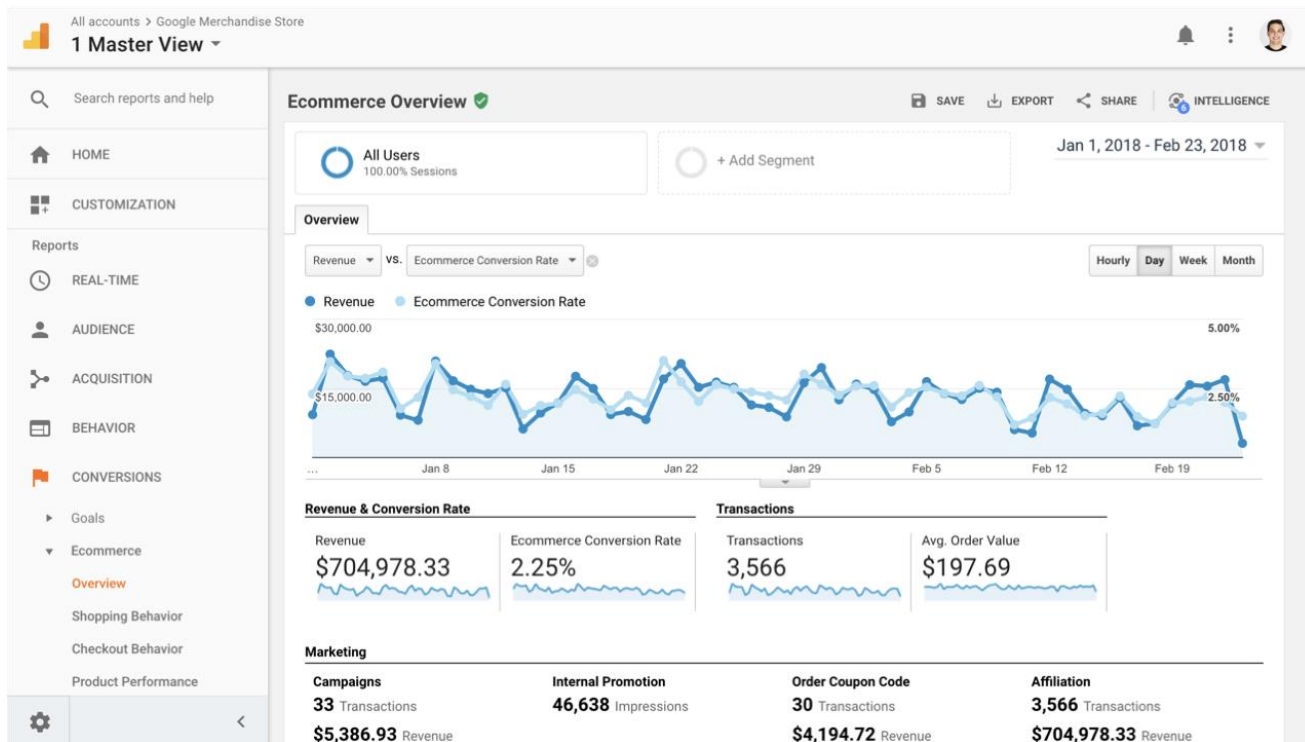
Computers Out: Activity

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

GOAL SETUP

EVENT GOAL SETUP

DESTINATION GOAL SETUP

PREVIEW MODE

TAG ASSISTANT

EVENT DATA

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

HEAD

WEBSITE

EVENT

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KTGMJV');</script>
<!-- End Google Tag Manager -->
```

```
dataLayer.push({
  'eventCategory' : 'checkout',
  'eventAction' : 'complete',
  'eventLabel' : 'blue sweater',
  'eventValue' : 37,
  'currency' : 'USD',
  'event' : 'Transaction'
});
```

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.

	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)
☐	1. (direct) / (none)	(not set)	**1,736** (24.77%)	80.70%	**1,401** (26.77%)
☐	2. google / organic	(not set)	**1,459** (20.82%)	65.32%	953 (18.21%)
☐	3. dappered.com / referral	(not set)	623 (8.89%)	93.26%	581 (11.10%)
☐	4. reddit.com / referral	(not set)	620 (8.85%)	94.84%	588 (11.23%)
☐	5. facebook.com / referral	(not set)	577 (8.23%)	81.46%	470 (8.98%)

Without UTM codes, you cannot tell traffic from the same source apart.

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

This labeling was possible because of UTM codes.

	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)
1.	Facebook / BrandFans	DressPantsSweatpants	**522** (15.54%)	91.57%	**478** (19.02%)
2.	Facebook / YMensFashion	Woodies	**443** (13.19%)	79.46%	**352** (14.01%)
3.	Facebook / DHoodie_Lookalike_Reach	DiscoTuxedo	**207** (6.16%)	85.02%	**176** (7.00%)
4.	google / cpc	Search - Unbranded Opt	**180** (5.36%)	73.89%	**133** (5.29%)
5.	Facebook / Lookalike_Similar	DiscoTuxedoPants	**164** (4.88%)	84.15%	**138** (5.49%)
6.	Facebook / TechPubs	Cordarounds	**154** (4.58%)	81.17%	**125** (4.97%)
7.	Facebook / BurningMan	Festivals	**146** (4.35%)	93.15%	**136** (5.41%)

UTM Codes in Action
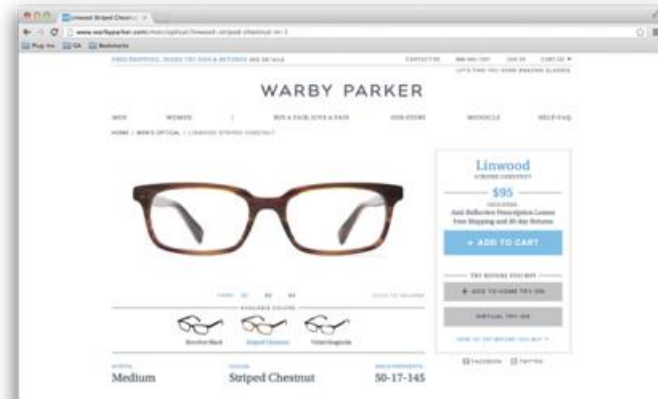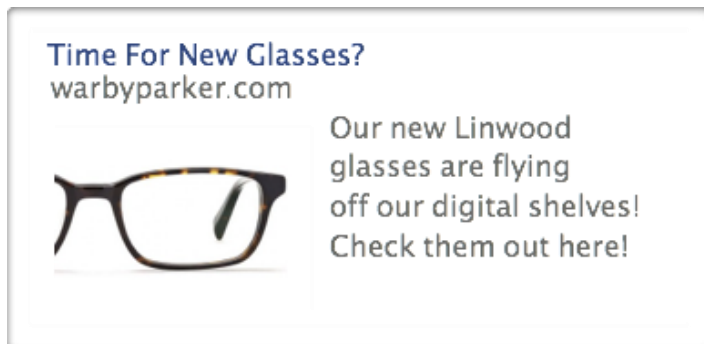
HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?

VS

HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?utm_source=tellapart&utm_medium=retargeting&utm_campaign=product_feed_retargetting

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)

GA

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.

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.
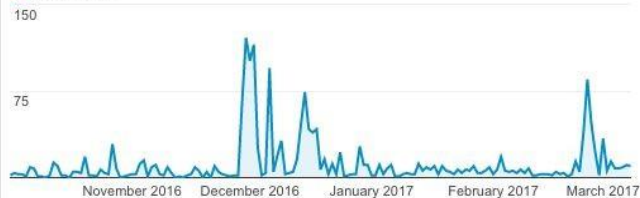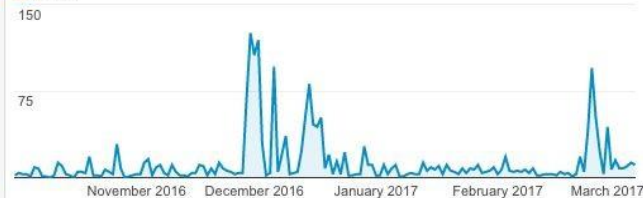
CUSTOM DASHBOARDS

CUSTOM DASHBOARD GALLERY

GOOGLE ANALYTICS

<div style="text-align: center;">

Guided Walkthrough:

Customization

</div>

CUSTOM REPORTS

IMPORTED DASHBOARD

CUSTOM ALERTS

CUSTOM EMAIL REPORTS

Google Analytics

Data Export

DATA EXPORT

DATA EXPORT

EXCEL FORMULAS

VLOOKUP FORMULA

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					# All Web Site Data			SUM	2627		DIFF	87%		**NEW TACTIC PAGEVIEWS**	
	COUNT	400					# Pages			COUNT	453		DIFF	13%		"#N/A",K7:K459)	
	AVG	3.51					# 20170201-20170228			AVG	5.80		DIFF	65%			
-							# ------------------------										
ue 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/Buck	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-a	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/oiqro	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/Emai	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/eXD5	8	8	0:00:00	8	100.00%	100.00%	US$0.00		2	300%

NEW TACTIC PAGEVIEWS
312

EXCEL CHART

Pageviews per Page
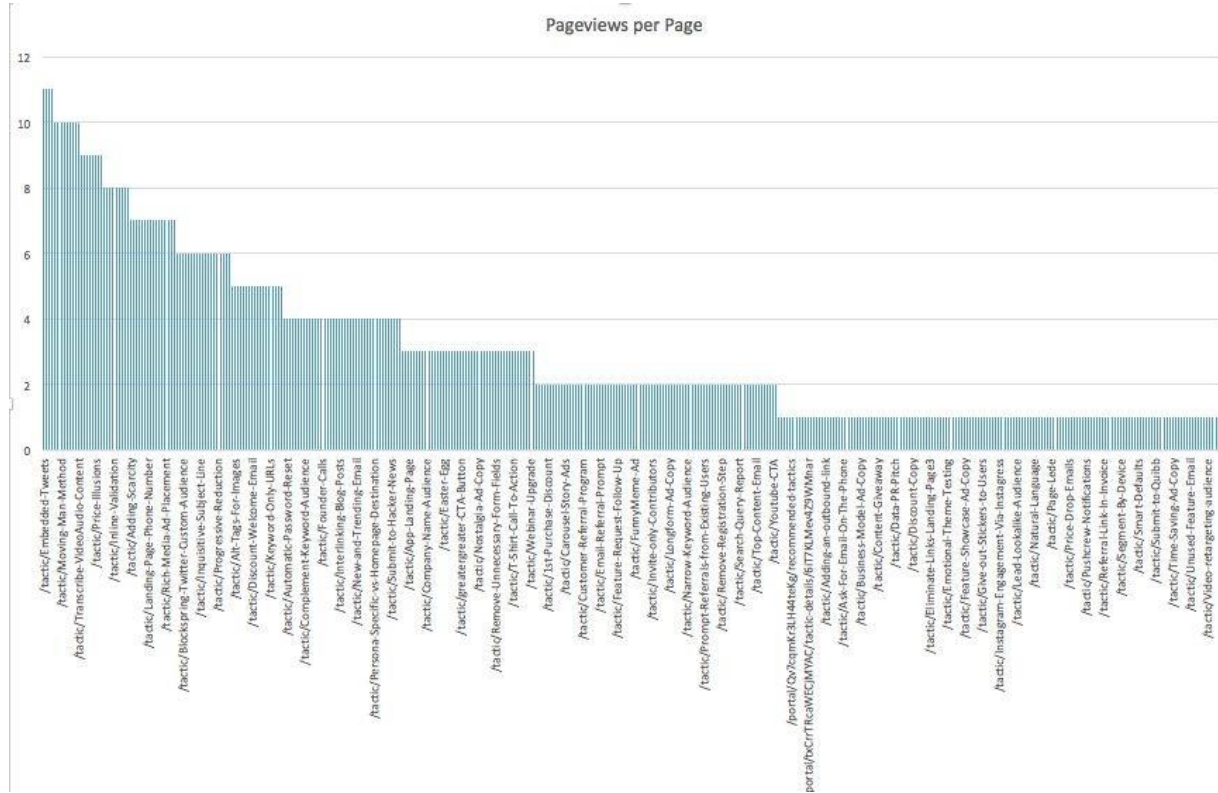
Google Analytics

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.
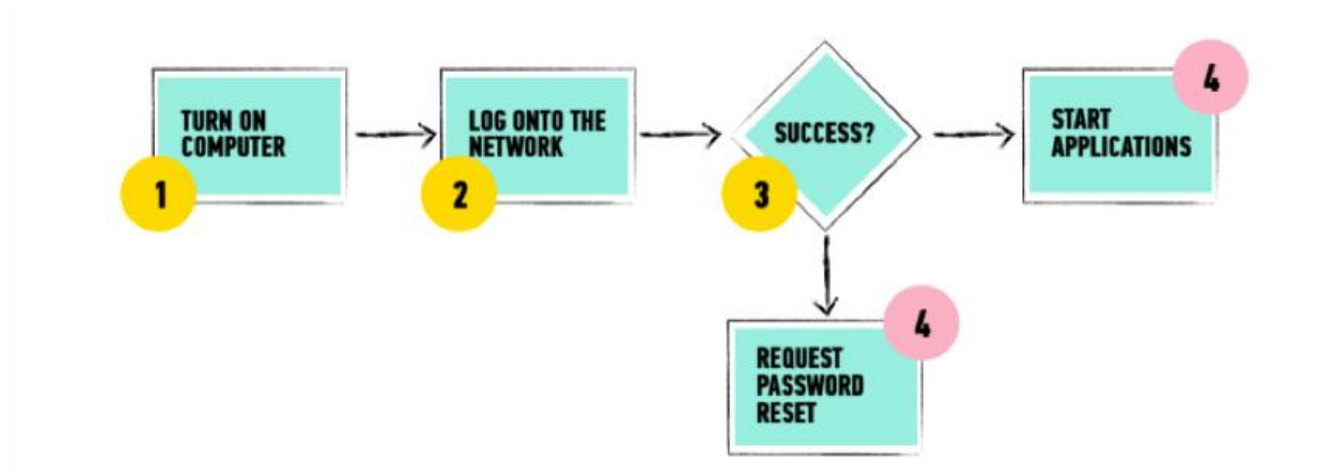
The Puzzle Pieces of a User Flow

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.*
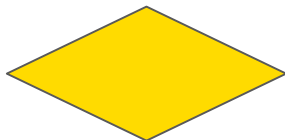
"Decision" *The choice a user must make.*

- 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.
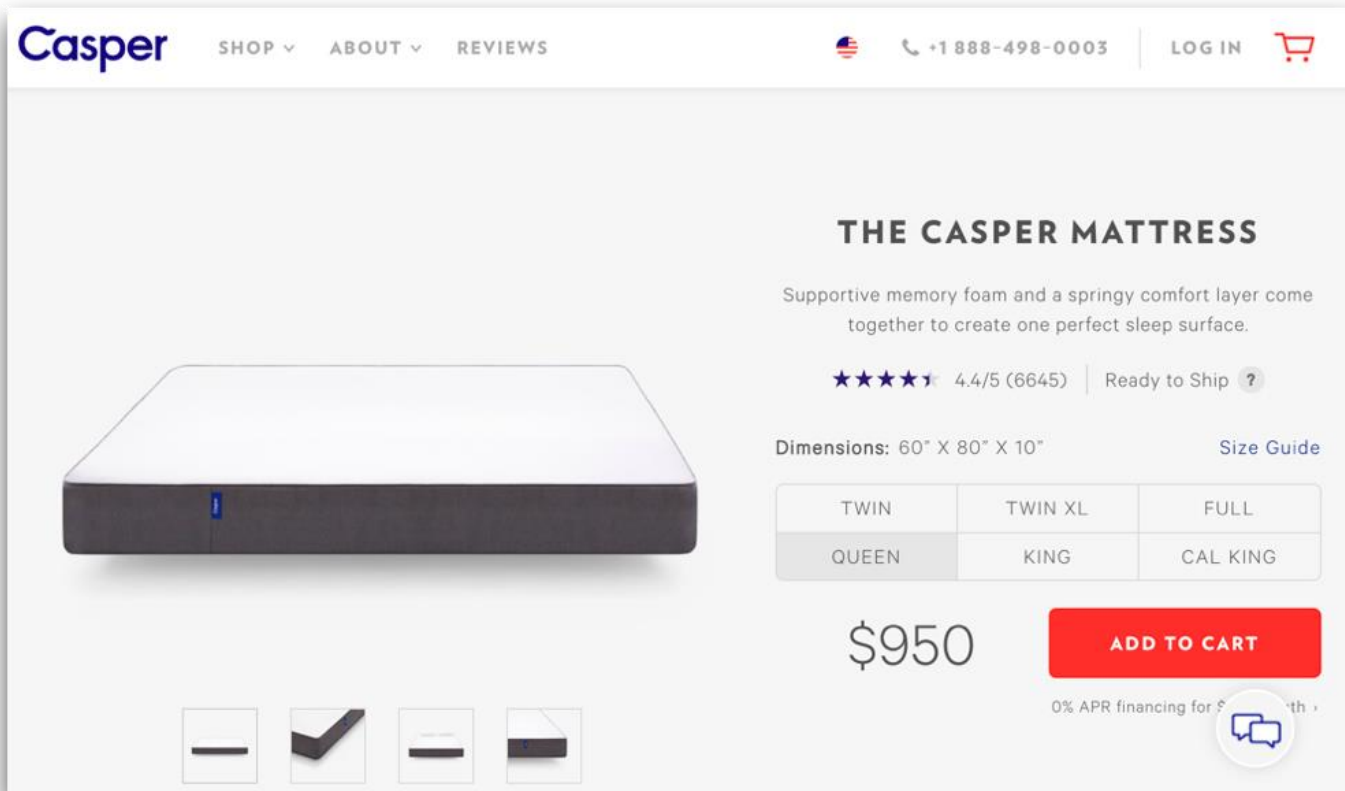
Google Analytics

Deeper Dive Into Conversion: Micro & Macro Goals

How would you know if this webpage was successful?

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

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

100 %

10 %

5 %

40 %
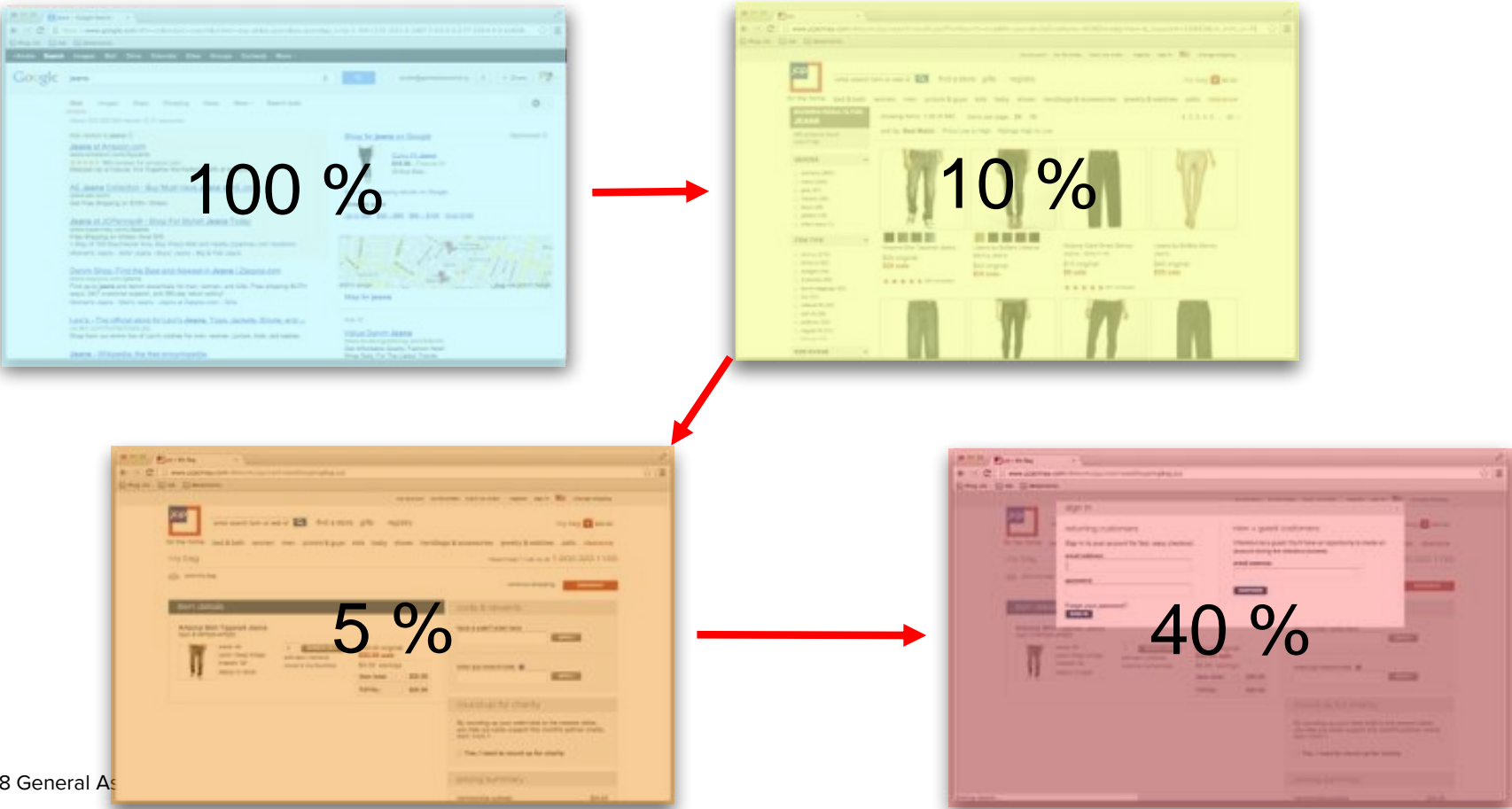
Refresher: Micro- and Macro-Conversions
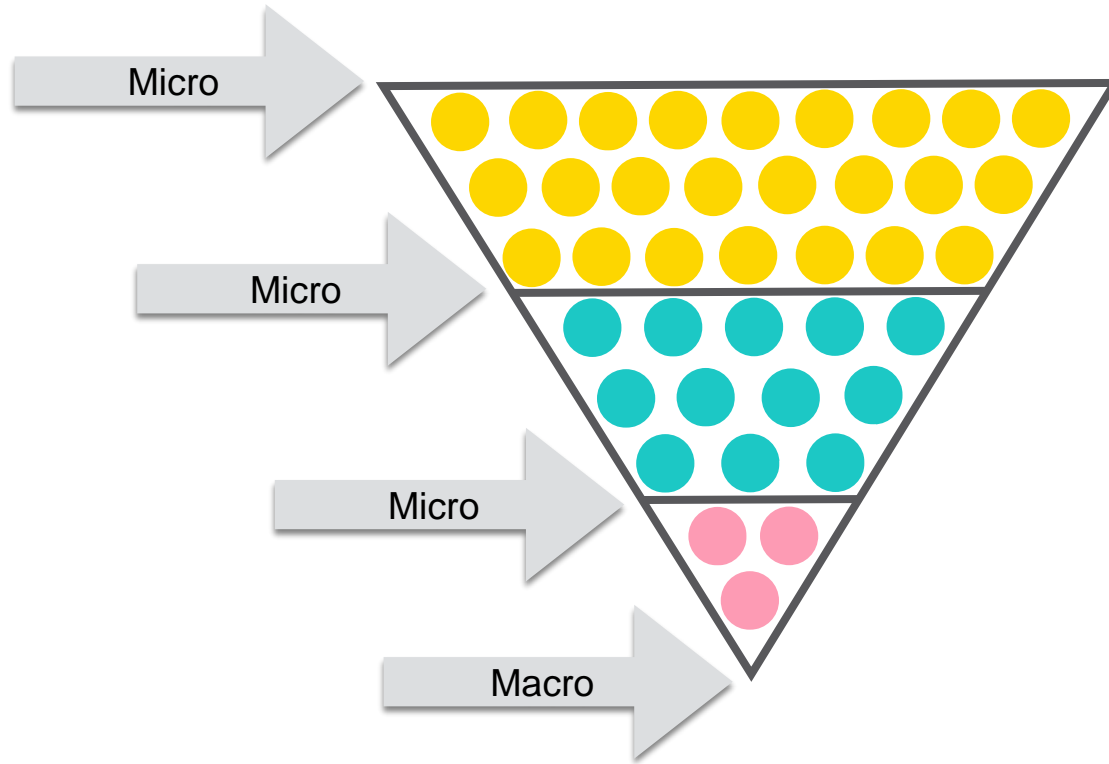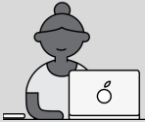
Visit the Google Merchandise Store:

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.
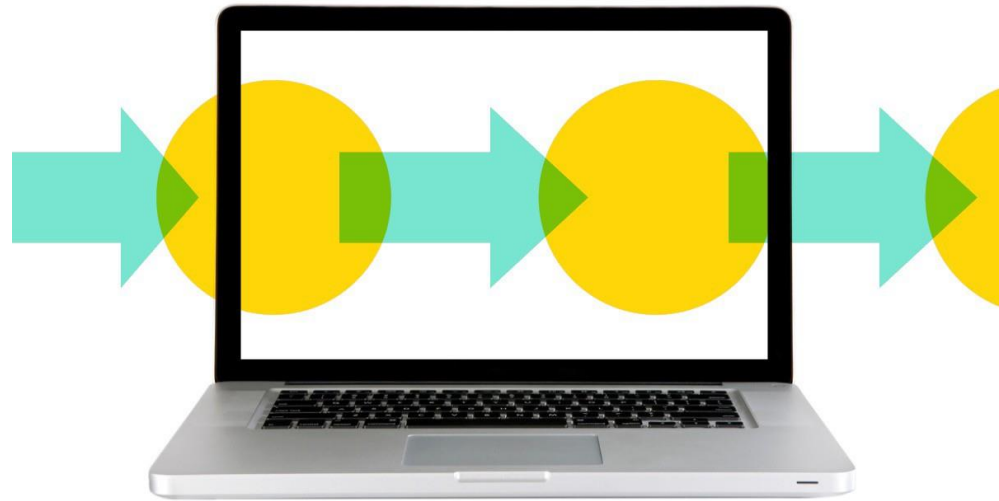
Attribution: Who Gets the Credit?
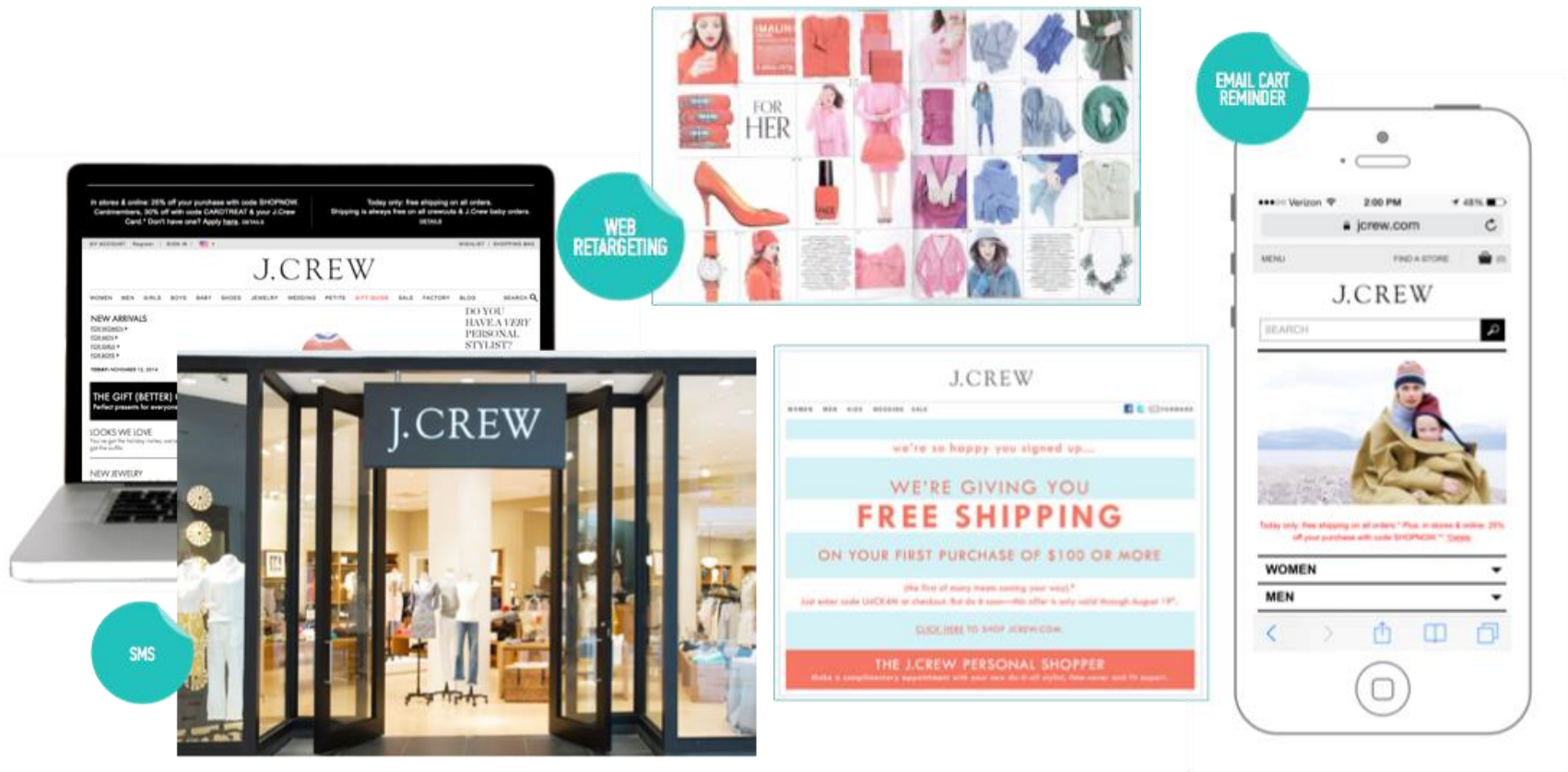
Attribution Models

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
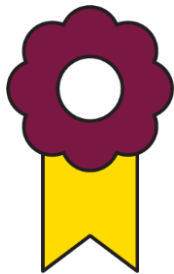
Campaign goal

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

CLICK-THROUGH CONVERSION

VS.

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

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

Attribution Models

Lookback Windows
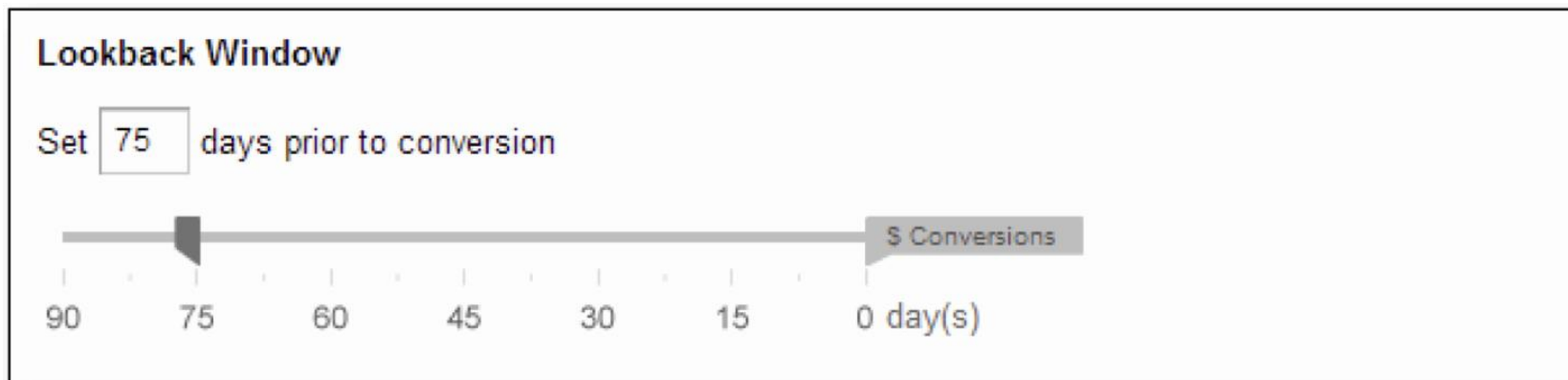
Four Things to Know About Attribution

- 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   %0   %0   %0

1. Mom   2. Dad   3. Agent   4. Director

%0   %0   %0   %100

1. Mom   2. Dad   3. Agent   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

%25	%25	%25	%25
1. Mom	2. Dad	3. Agent	4. Director

Time Decay

%5 — 1. Mom
%15 — 2. Dad
%25 — 3. Agent
%55 — 4. Director

U-Shaped

	%40	%10	%10	%40
	1. Mom	2. Dad	3. Agent	4. Director
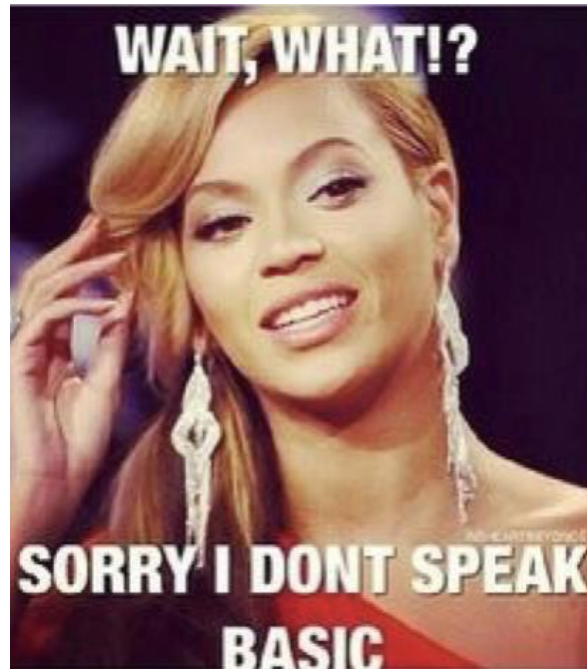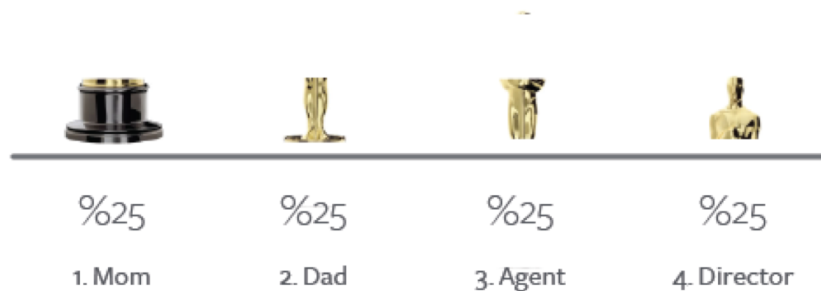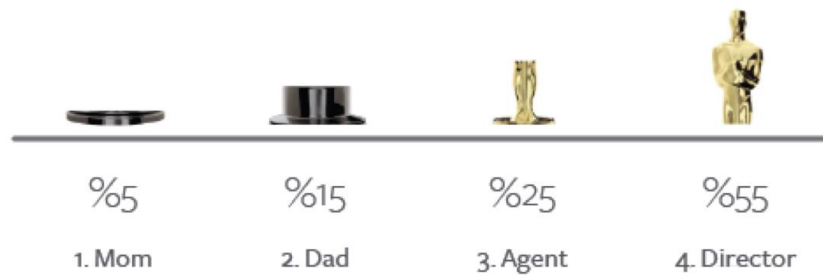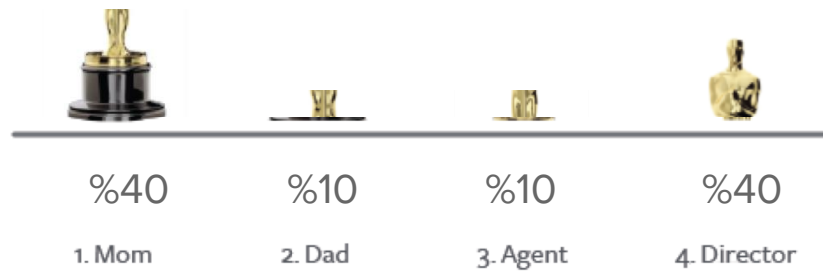
Attribution Models

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 ▾]

Type:
[All | AdWords]

Lookback Window:
Set [30] days prior to conversion ⊙

◔ % of conversions: 11.71%

I.... **First Interaction** ▾ **vs** ....I **Last Interaction**

https://vimeo.com/202841438

Attribution & Multi-Channel Funnels

Attribution & Multi-Channel Funnels

Attribution & Multi-Channel Funnels

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

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

• 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

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.

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
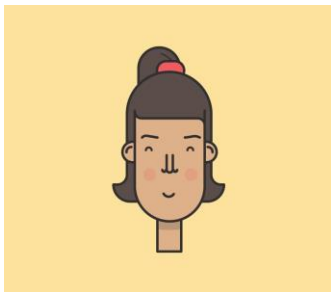
Founder
Ginny

Founder Ginny

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%)

Do males purchase more than female on mobile?

Navigate to Audience > Demographics > Gender

Founder
Ginny

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

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

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

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

‣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

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

Marketer Harry

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

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

Engineer
Hermione

CONTEXT

‣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

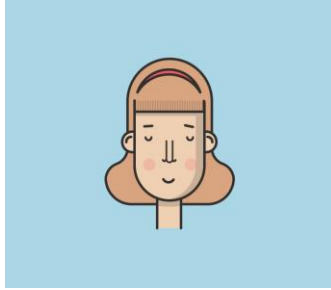What percentage of conversions did Organic Search and Paid Search assist with?

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

- Organic assisted in:

- Paid Search assisted in:
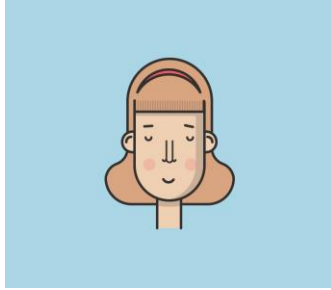
Engineer Hermione

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

Engineer Hermione

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

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

Engineer
Hermione

Designer
Ron

CONTEXT

‣Clark can only a 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

What is the product that sells the most quantities?

Navigate to Conversions > Product Performance, select the Quantity column to sort it by quantities sold
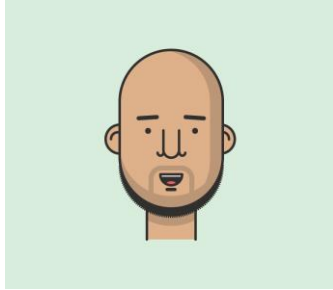
YouTube 3 lines Tee Grey

Designer
Ron

QUESTIONS

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

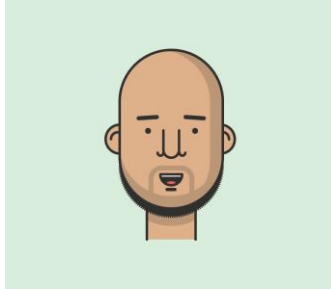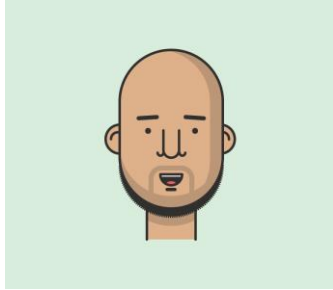Navigate to Conversions > Ecommerce > Checkout Behavior

Billing and Shipping

Designer
Ron

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

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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.