



# Intro to Google Analytics

Alex Sierra – CEO Sigma Ridge

# 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





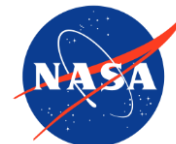
# Alexander Sierra

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?
- What are you trying to get from today's class?
- Have you used Google Analytics before?





# Google Analytics

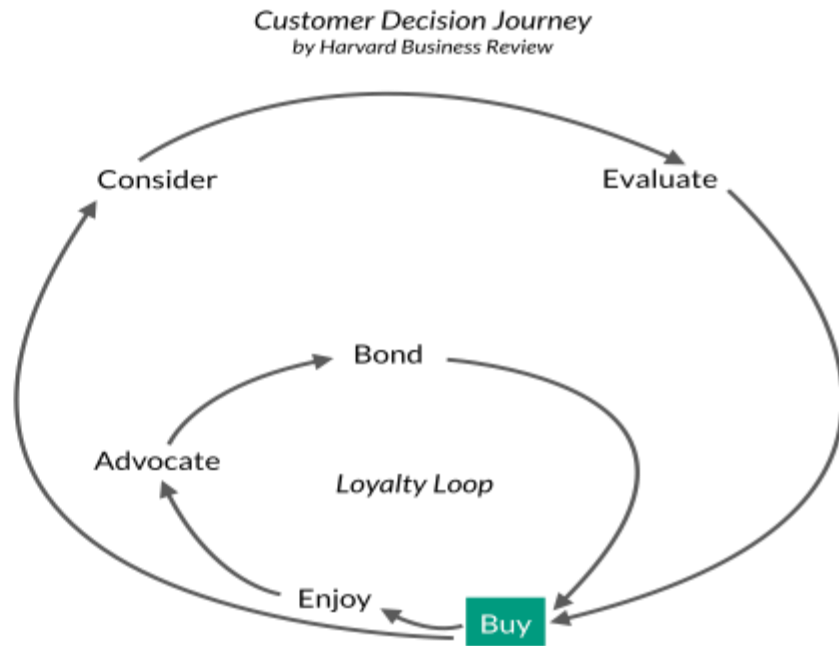
An Introduction

# 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!



# Provides Insight into The Customer Journey



# 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>

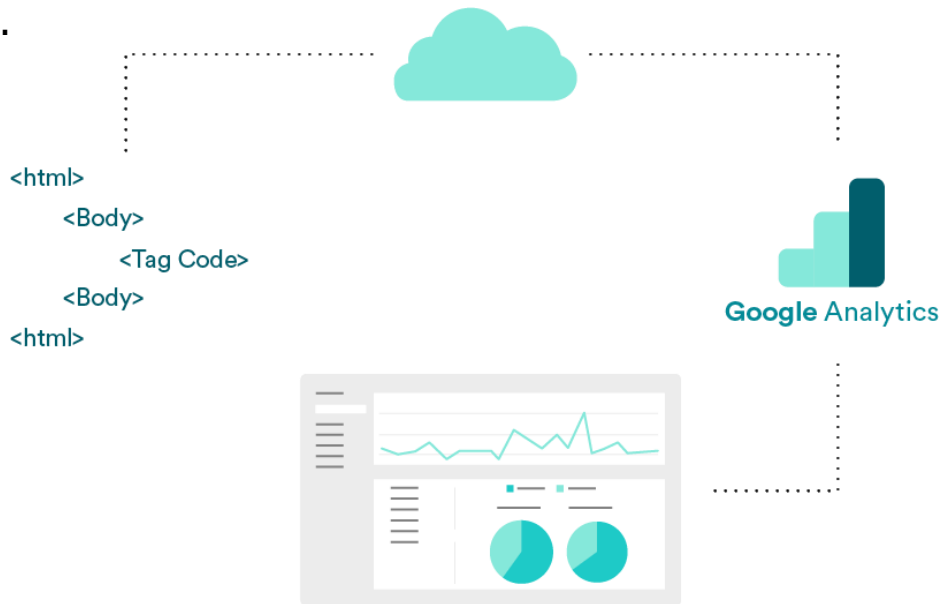
<!-- Krux - Control Tag- Start -->
<!-- BEGIN Krux ControlTag for "businessinsider.com" -->
<script class="kxct" data-id="I2I9M2yx" data-timing="async" data-version="3.0" type="text/javascript">
window.Krux||(function(){Krux.q.push(arguments)}}).q=[];
(function(){
    var k=document.createElement('script');k.type='text/javascript';k.async=true;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





# 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.



# Google Analytics: The Basics

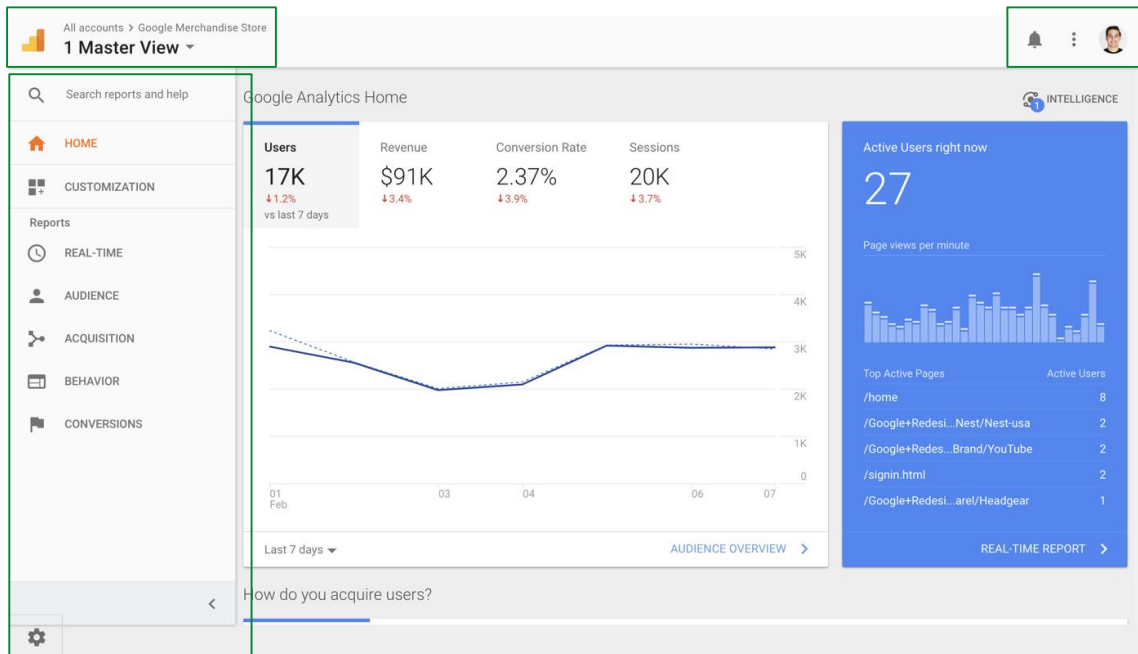
- Sessions, % New Sessions, and New Users
- Bounce Rate
- Pages/Session
- Avg. Session Duration
- Goals & Events
- Segments
- Cohorts
- Referrals
- UTM Codes



# General Navigation (Part 1)

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

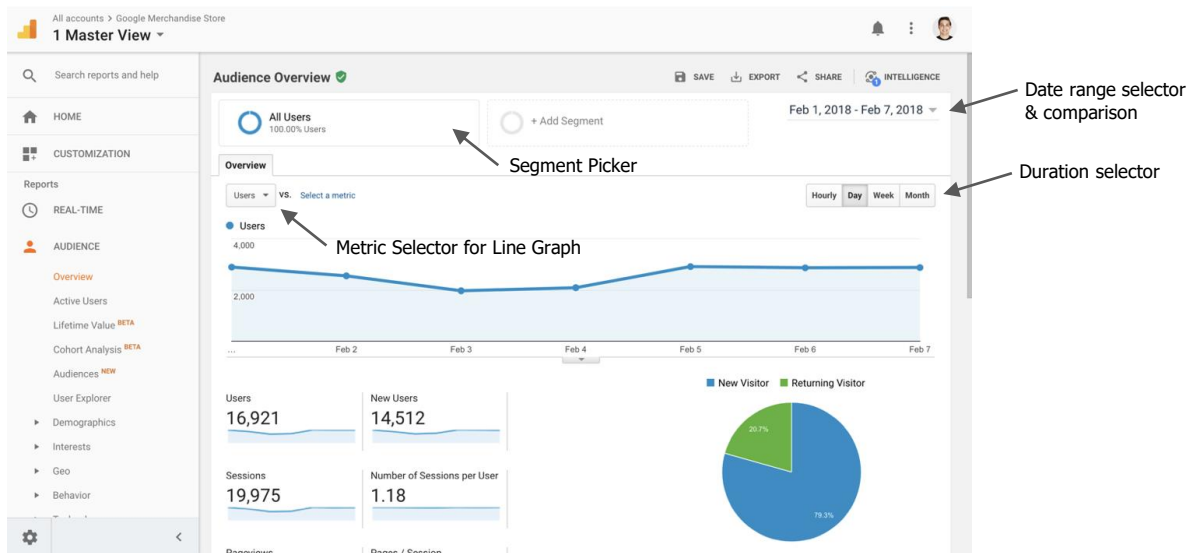
Navigation menu: Clicking each of these sections will expose the reports that belong to each section.



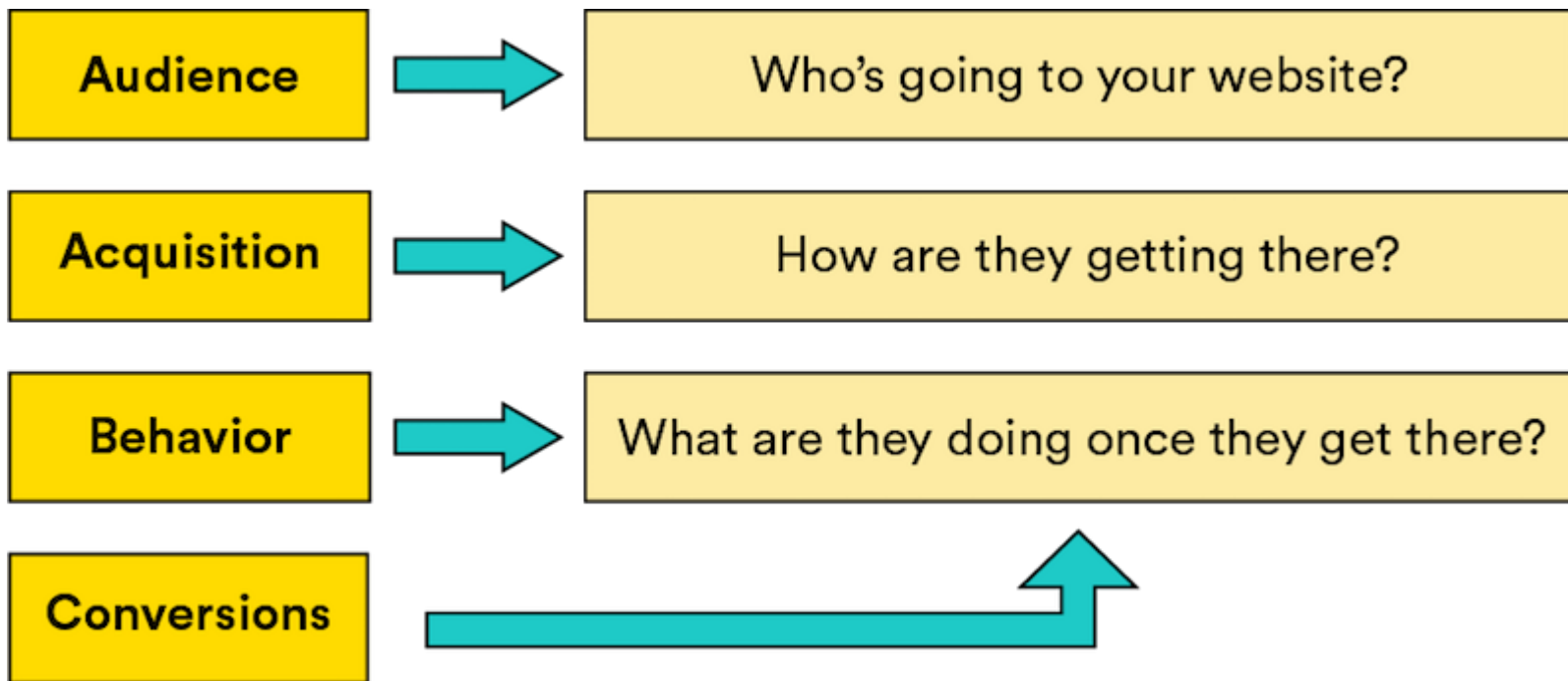
Alert & User menu: Check account notifications, switch between Google Analytics tools, and switch between Google user accounts.

# General Navigation (Part 2)

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.

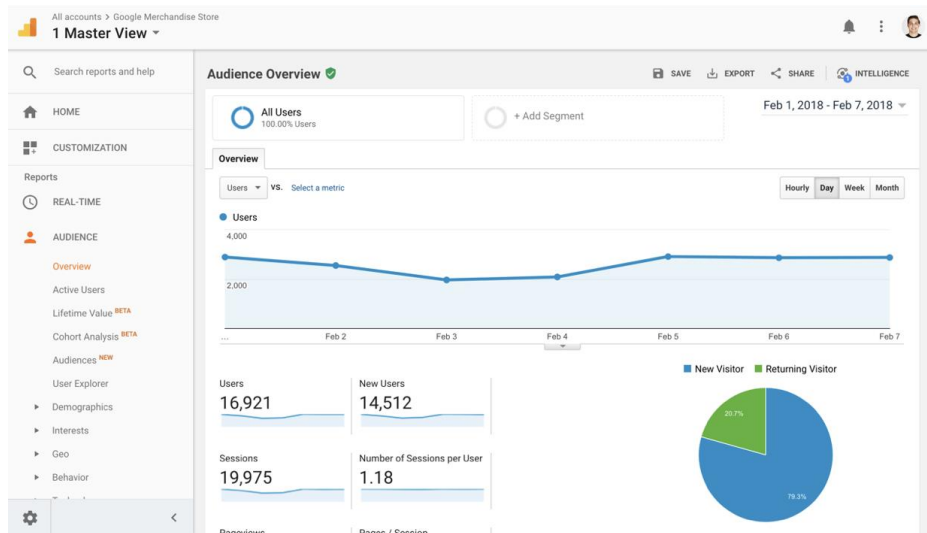


# Google Analytics: “The Big Four”

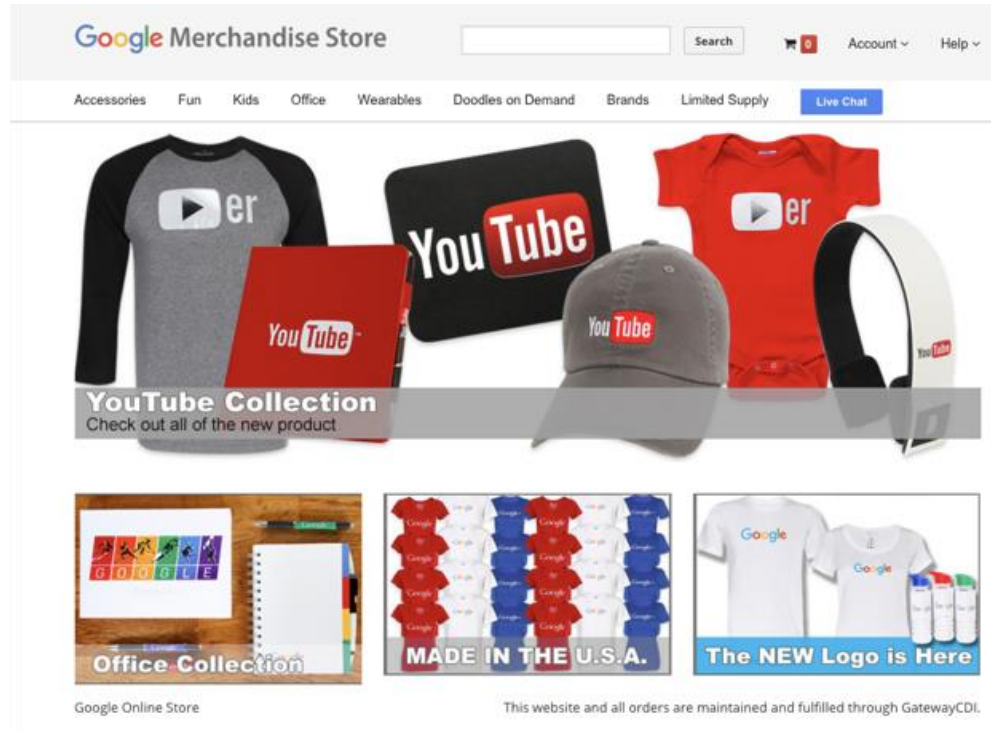


# Audience Reports: Understand the Characteristics of Your Users

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.



# 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](#) 







# Computers OutExplore the Audience Tab

10 minutes



1. What is the percentage change in mobile sessions between Q1 2018 and Q1 2019
2. Who had a higher bounce rate last December (2018), men or women?
3. What is the revenue for the “region” of California (Q1 2019).



## 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

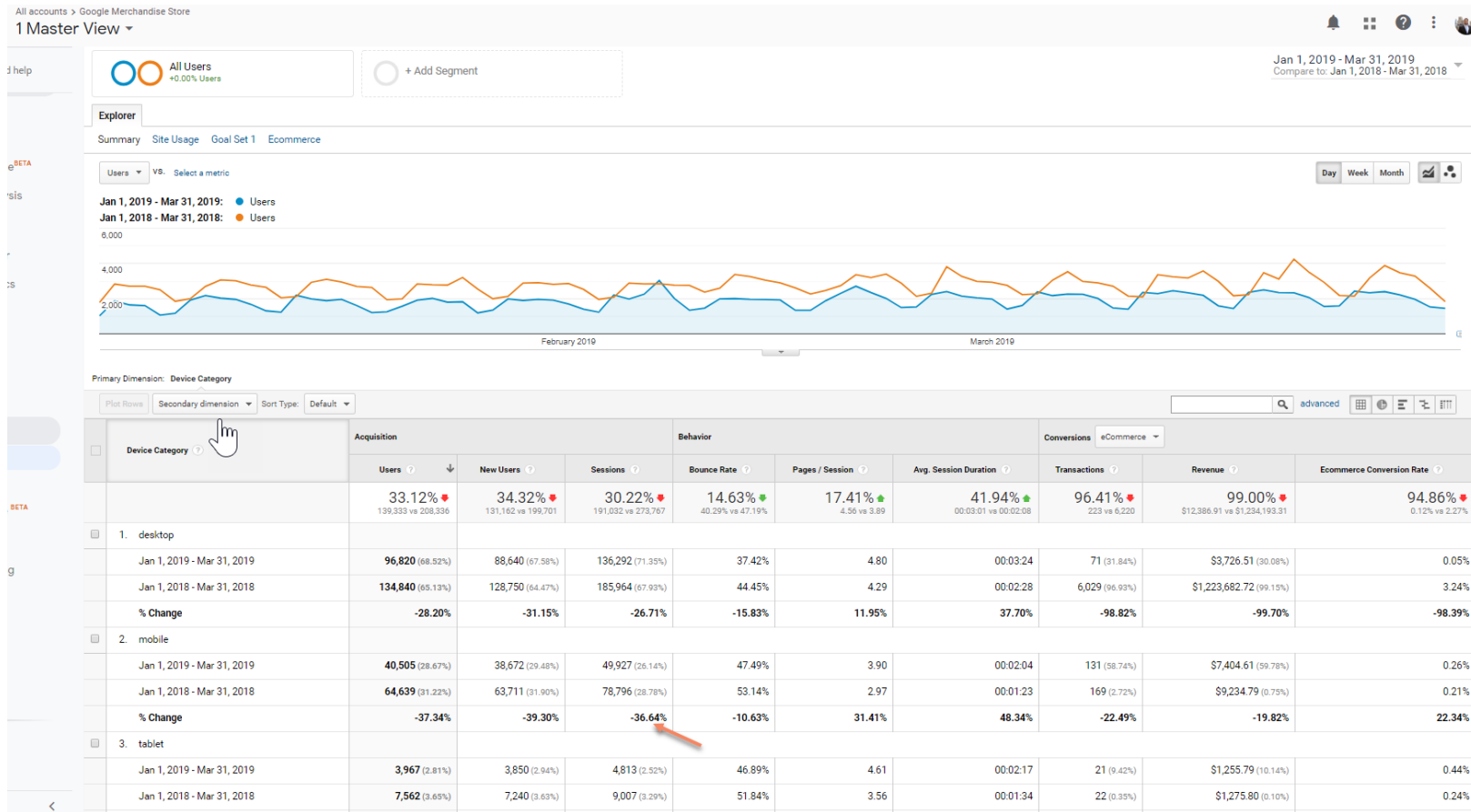
▶ Mobile

▶ Custom

▶ Benchmarking

Users Flow

# Question 1: What is the percentage change in mobile sessions between Q1 2018 and Q1 2019?



# Question 1: What is the percentage change in mobile sessions between Q1 2018 and Q1 2019?

Primary Dimension: Device Category

Plot Rows

Secondary dimension

Sort Type:

Default

Search

advanced

Grid

Chart

Table

Filter

Settings

<div><input type="checkbox"/></div> Device Category <span>?</span>	Acquisition			Behavior			Conversions <div>eCommerce ▾</div>		
	Users <span>?</span> <div>↓</div>	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Transactions <span>?</span>	Revenue <span>?</span>	Ecommerce Conversion Rate <span>?</span>
	33.12% <div>139,333 vs 208,336</div> <div>🔴</div>	34.32% <div>131,162 vs 199,701</div> <div>🔴</div>	30.22% <div>191,032 vs 273,767</div> <div>🔴</div>	14.63% <div>40.29% vs 47.19%</div> <div>🟢</div>	17.41% <div>4.56 vs 3.89</div> <div>🟢</div>	41.94% <div>00:03:01 vs 00:02:08</div> <div>🟢</div>	96.41% <div>223 vs 6,220</div> <div>🔴</div>	99.00% <div>\$12,386.91 vs \$1,234,193.31</div> <div>🔴</div>	94.86% <div>0.12% vs 2.27%</div> <div>🔴</div>
<div><input type="checkbox"/></div> 1. desktop									
Jan 1, 2019 - Mar 31, 2019	96,820 (68.52%)	88,640 (67.58%)	136,292 (71.35%)	37.42%	4.80	00:03:24	71 (31.84%)	\$3,726.51 (30.08%)	0.05%
Jan 1, 2018 - Mar 31, 2018	134,840 (65.13%)	128,750 (64.47%)	185,964 (67.93%)	44.45%	4.29	00:02:28	6,029 (96.93%)	\$1,223,682.72 (99.15%)	3.24%
% Change	-28.20%	-31.15%	-26.71%	-15.83%	11.95%	37.70%	-98.82%	-99.70%	-98.39%
<div><input type="checkbox"/></div> 2. mobile									
Jan 1, 2019 - Mar 31, 2019	40,505 (28.67%)	38,672 (29.48%)	49,927 (26.14%)	47.49%	3.90	00:02:04	131 (58.74%)	\$7,404.61 (59.78%)	0.26%
Jan 1, 2018 - Mar 31, 2018	64,639 (31.22%)	63,711 (31.90%)	78,796 (28.78%)	53.14%	2.97	00:01:23	169 (2.72%)	\$9,234.79 (0.75%)	0.21%
% Change	-37.34%	-39.30%	-36.64%	-10.63%	31.41%	48.34%	-22.49%	-19.82%	22.34%
<div><input type="checkbox"/></div> 3. tablet									
Jan 1, 2019 - Mar 31, 2019	3,967 (2.81%)	3,850 (2.94%)	4,813 (2.52%)	46.89%	4.61	00:02:17	21 (9.42%)	\$1,255.79 (10.14%)	0.44%
Jan 1, 2018 - Mar 31, 2018	7,562 (3.65%)	7,240 (3.63%)	9,007 (3.29%)	51.84%	3.56	00:01:34	22 (0.35%)	\$1,275.80 (0.10%)	0.24%
% Change	-47.54%	-46.82%	-46.56%	-9.54%	29.48%	44.70%	-4.55%	-1.57%	78.63%



# Computers OutExplore the Audience Tab

10 minutes



1. What is the percentage change in mobile sessions between Q1 2018 and Q1 2019
2. Who had a higher bounce rate last December (2018), men or women?
3. What is the revenue for the “region” of California (Q1 2019).



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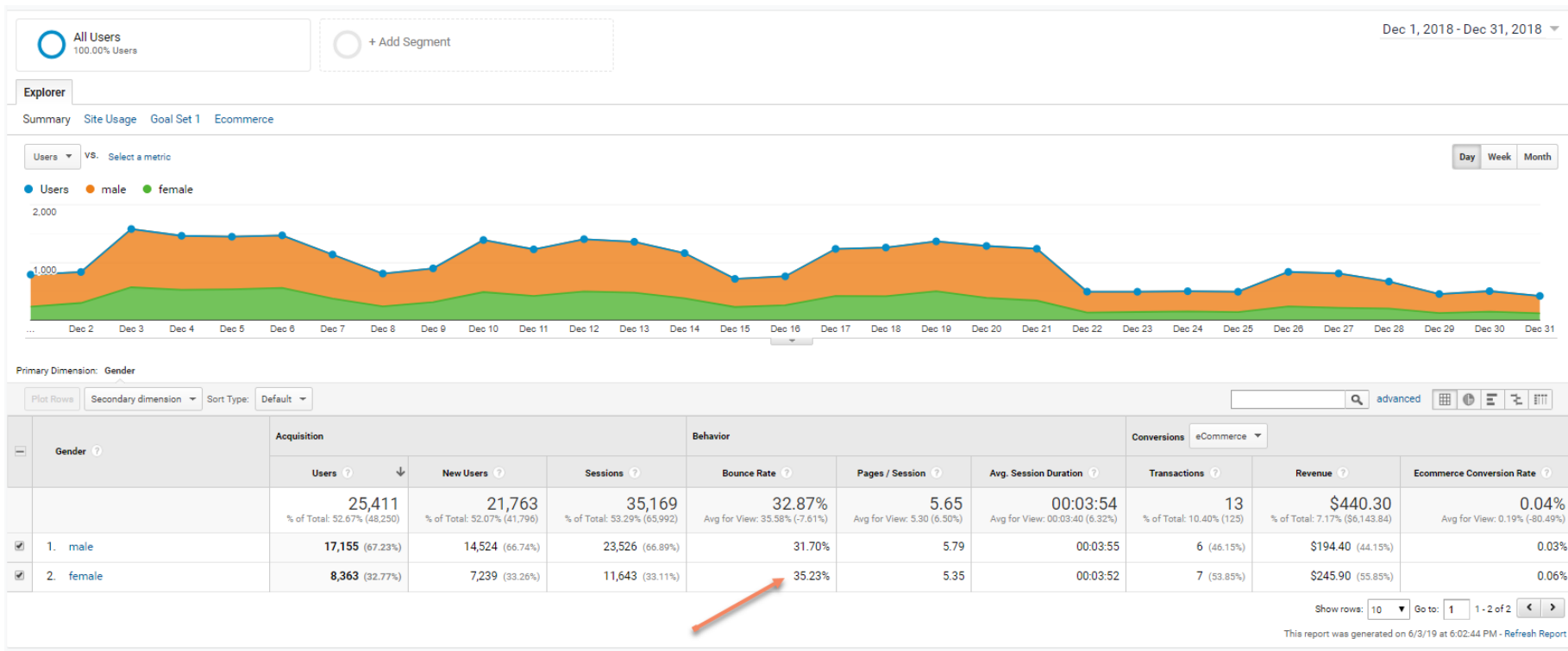
▶ Mobile

▶ Custom

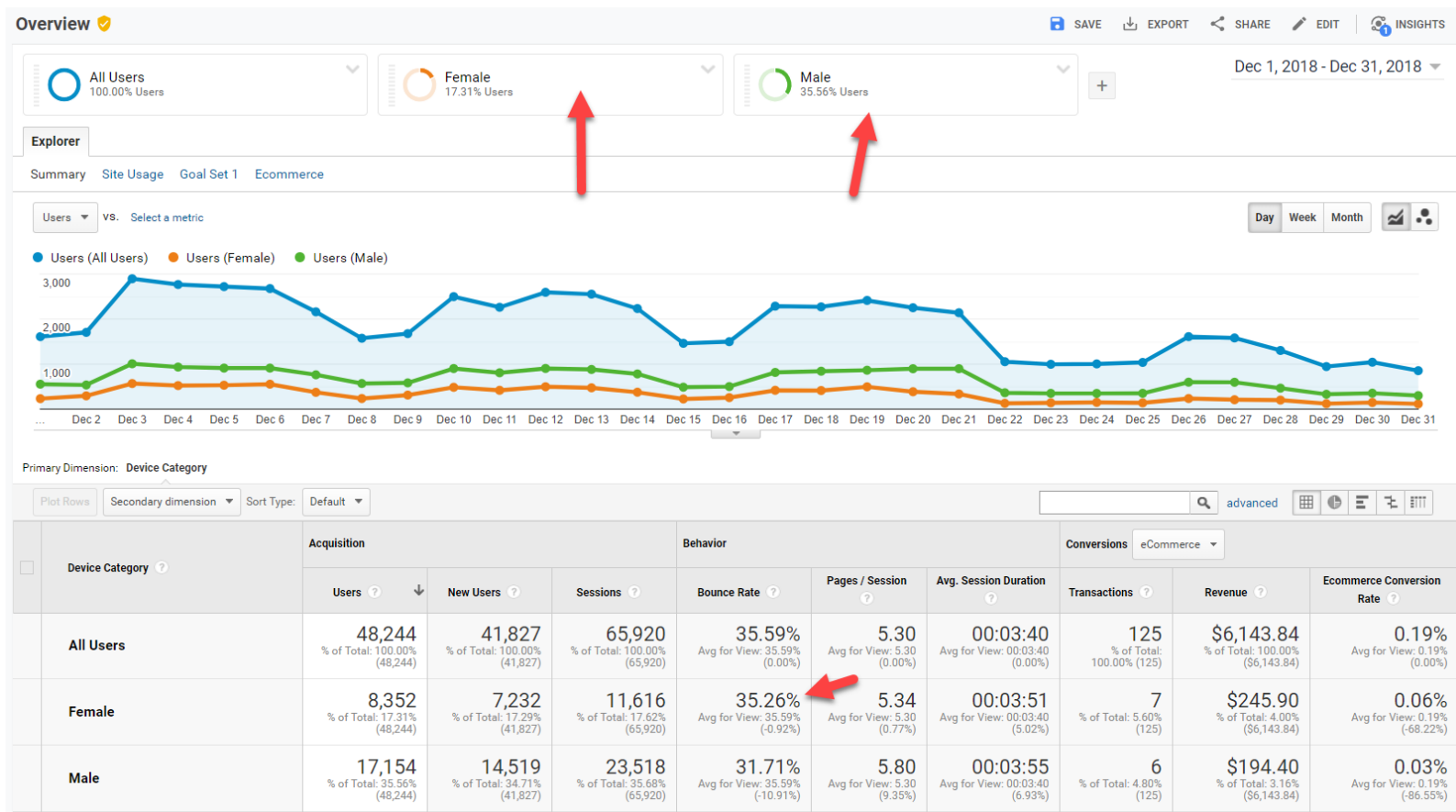
▶ Benchmarking

Users Flow

# Question 2: Who had a higher bounce rate last December (2018), men or women?



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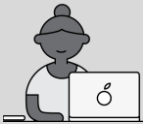
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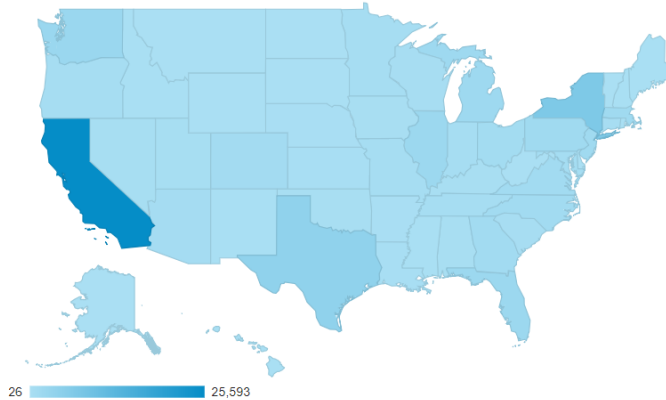


# Computers OutExplore the Audience Tab

10 minutes



3. What is the revenue for the "region" of California (Q1 2019).



Primary Dimension: Region City Metro Other									
Secondary dimension									
Region	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	65,784 % of Total: 47.21% (139,333)	59,977 % of Total: 45.78% (131,010)	97,296 % of Total: 50.93% (191,032)	30.28% Avg for View: 40.29% (-24.84%)	5.55 Avg for View: 4.56 (21.73%)	00:03:32 Avg for View: 00:03:01 (17.21%)	213 % of Total: 95.52% (223)	\$11,987.31 % of Total: 96.77% (\$12,386.91)	0.22% Avg for View: 0.12% (87.54%)
1. California	25,593 (37.68%)	21,598 (36.01%)	40,834 (41.97%)	23.71%	6.14	00:03:59	65 (30.52%)	\$3,638.23 (30.35%)	0.16%
2. New York	6,784 (9.99%)	6,075 (10.13%)	9,389 (9.65%)	30.97%	5.42	00:03:24	17 (7.98%)	\$744.71 (6.21%)	0.18%
3. Texas	4,040 (5.95%)	3,672 (6.12%)	5,399 (5.55%)	35.64%	5.25	00:03:21	13 (6.10%)	\$538.43 (4.49%)	0.24%





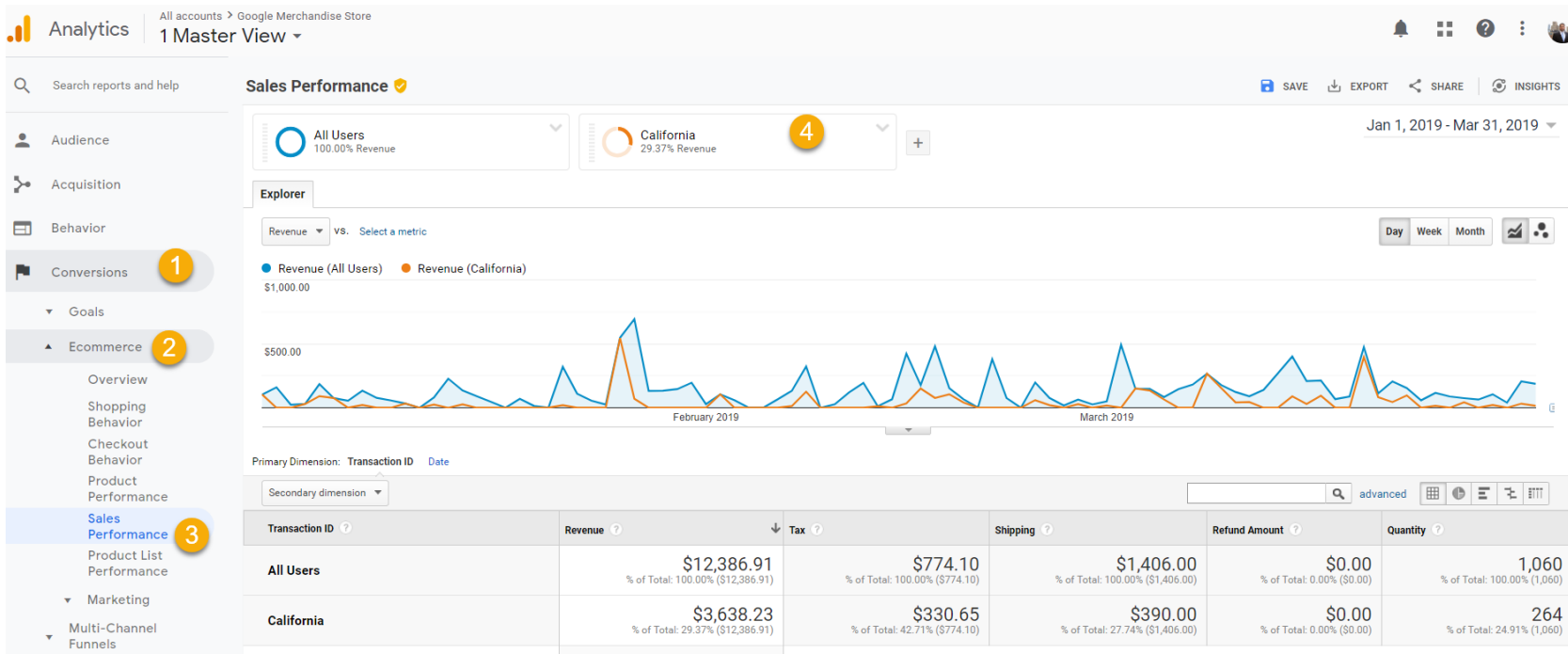


# Computers OutExplore the Audience Tab

10 minutes

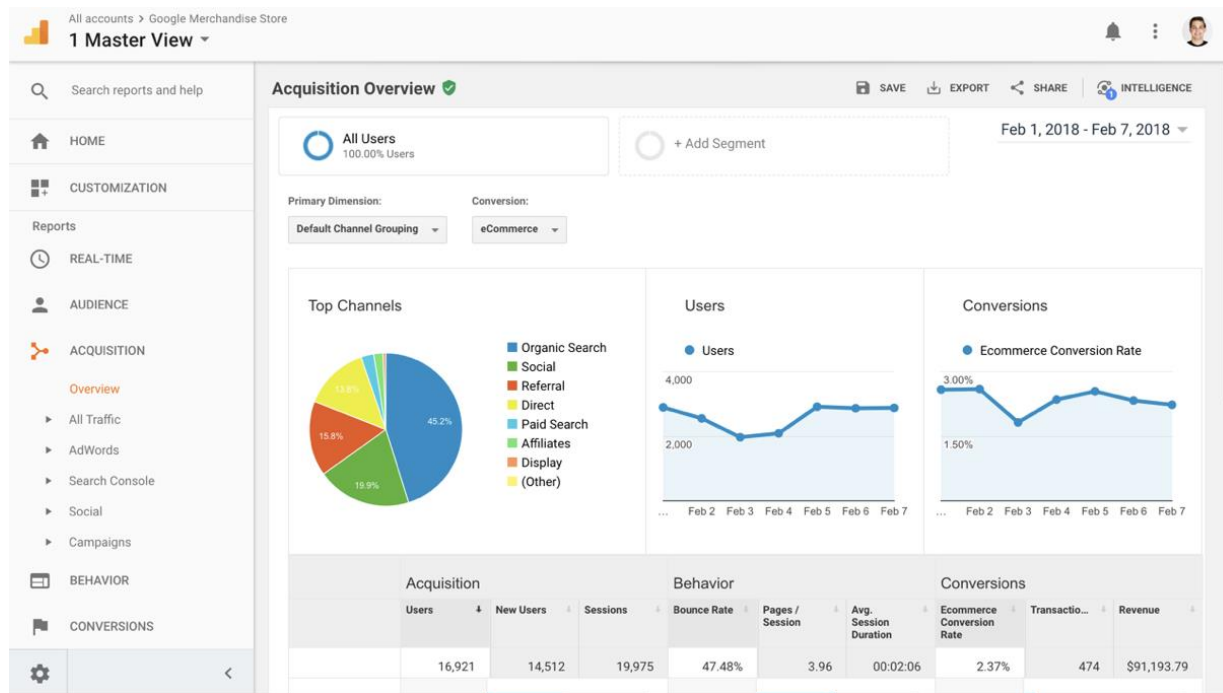


3. What is the revenue for the "region" of California (Q1 2019). Create a segment.



# 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.





# Computers OutExplore the Acquisition Tab

10 minutes



1. What was the highest revenue-generating traffic channel November 2018?
2. What had the best performing keyword (Q4 2018)?
3. How much traffic came from California via Reddit in November 2017?



## ACQUISITION

### Overview

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



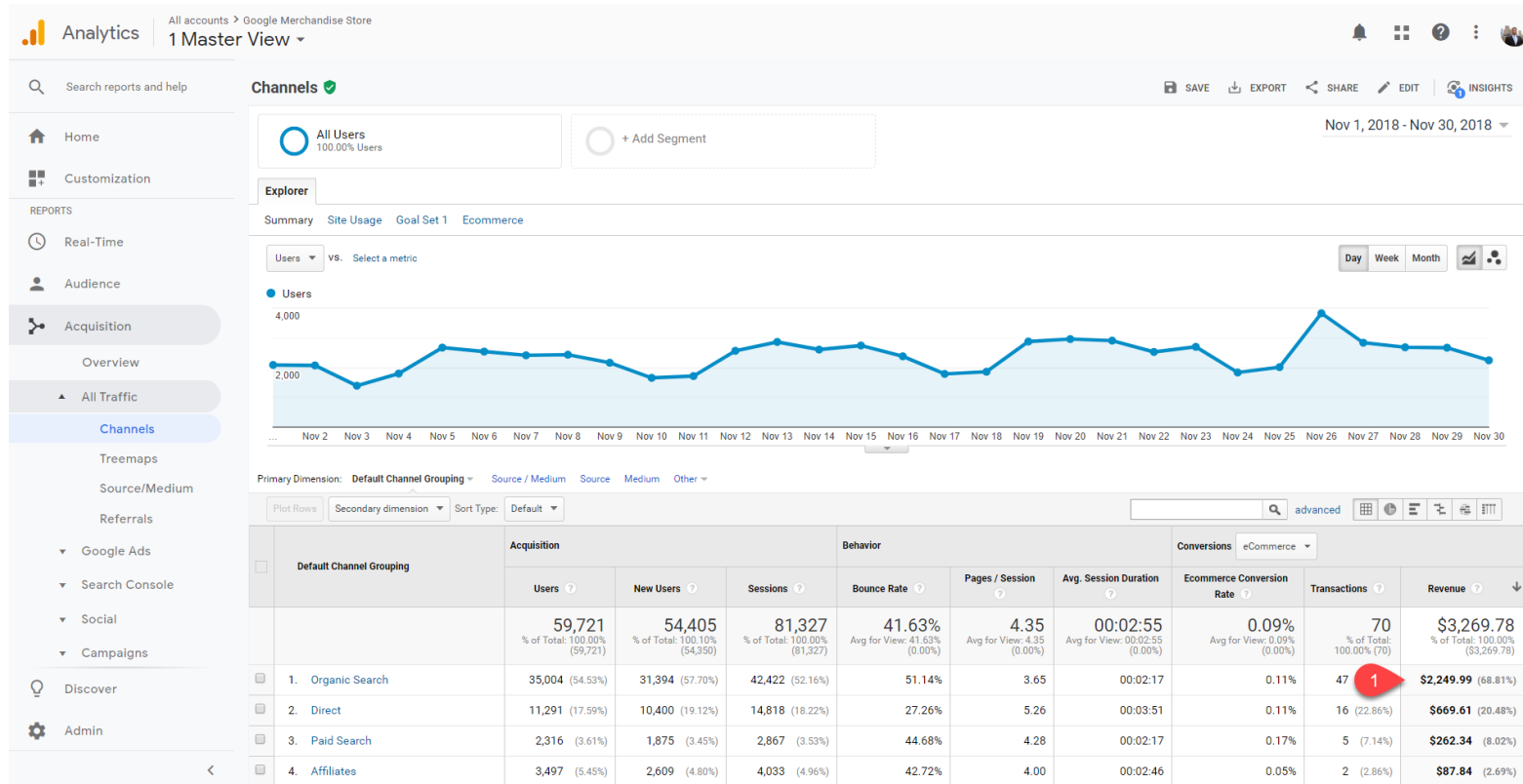


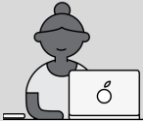
# Computers OutExplore the Acquisition Tab

10 minutes



## 1. What was the highest revenue-generating traffic channel November 2018?





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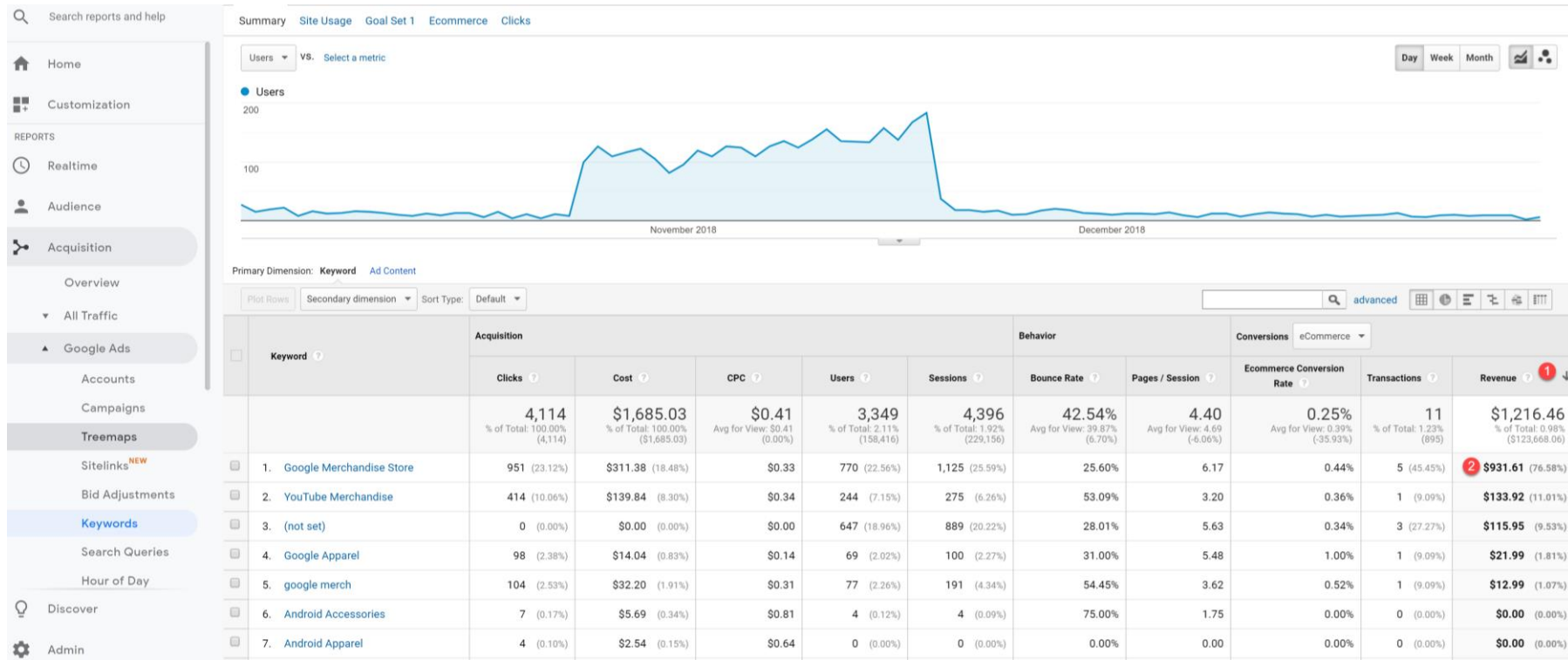


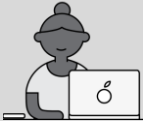
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10 minutes



## 1. What had the best performing keyword (Q4 2018)?





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- ▶ All Traffic
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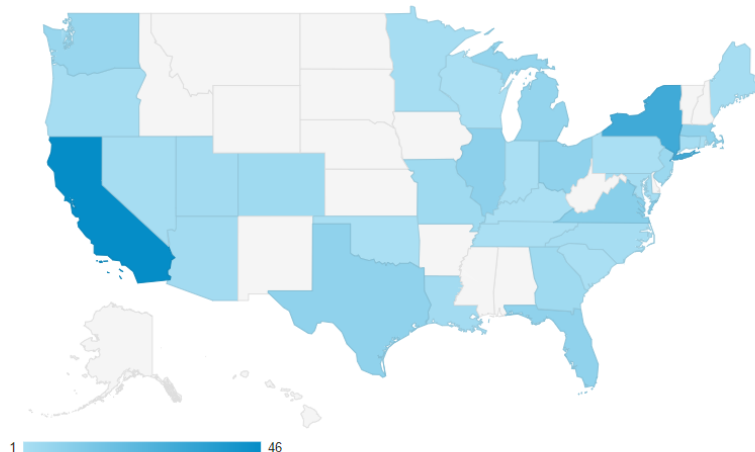


# Computers OutExplore the Acquisition Tab

10 minutes



## 3. How much traffic came from California via Reddit in November 2017?



Primary Dimension: Region City Metro Other

Secondary dimension: Source / Medium

Advanced Filter ON

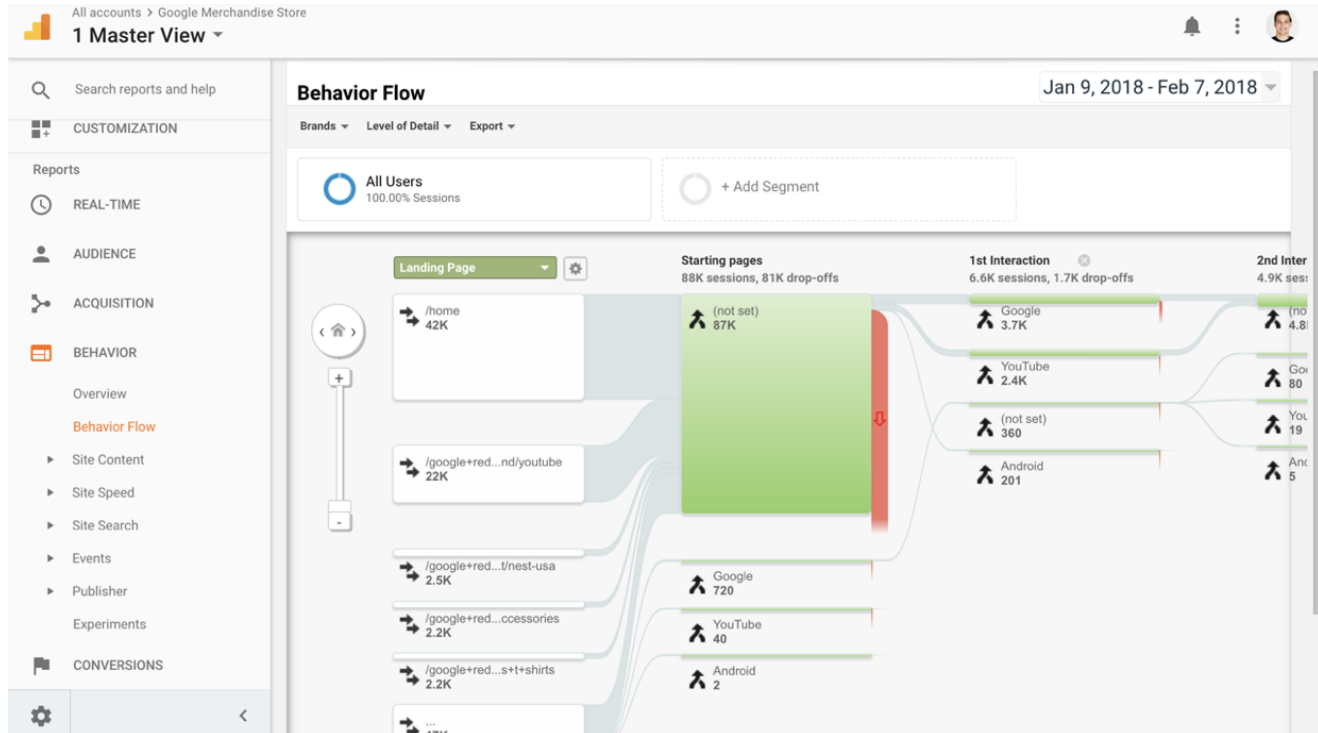
Region	Source / Medium	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		189 % of Total: 0.25% (76,772)	181 % of Total: 0.25% (71,404)	199 % of Total: 0.20% (100,859)	34.17% Avg for View: 45.67% (-25.18%)	3.80 Avg for View: 4.29 (-11.31%)	00:01:27 Avg for View: 00:02:24 (-39.69%)	0 % of Total: 0.00% (2,285)	\$0.00 % of Total: 0.00% (\$511,304.09)	0.00% Avg for View: 2.27% (-100.00%)
1. (not set)	reddit.com / referral	1 (0.53%)	1 (0.55%)	1 (0.50%)	0.00%	2.00	00:00:11	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Arizona	reddit.com / referral	3 (1.58%)	3 (1.66%)	3 (1.51%)	33.33%	1.67	00:00:11	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. California	reddit.com / referral	46 (24.21%)	43 (23.76%)	49 (24.62%)	34.69%	3.08	00:01:20	0 (0.00%)	\$0.00 (0.00%)	0.00%





# 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 OutExplore the Behavior Tab

10 minutes



Try to find out:

1. How many times was something added to the cart in January 2019?
2. What were the three most-searched terms on the site in Q1 2019?
3. What product category had the second-highest number of page views this month?



BEHAVIOR

Overview

Behavior Flow

► Site Content

► Site Speed

► Site Search

► Events

► Publisher

Experiments



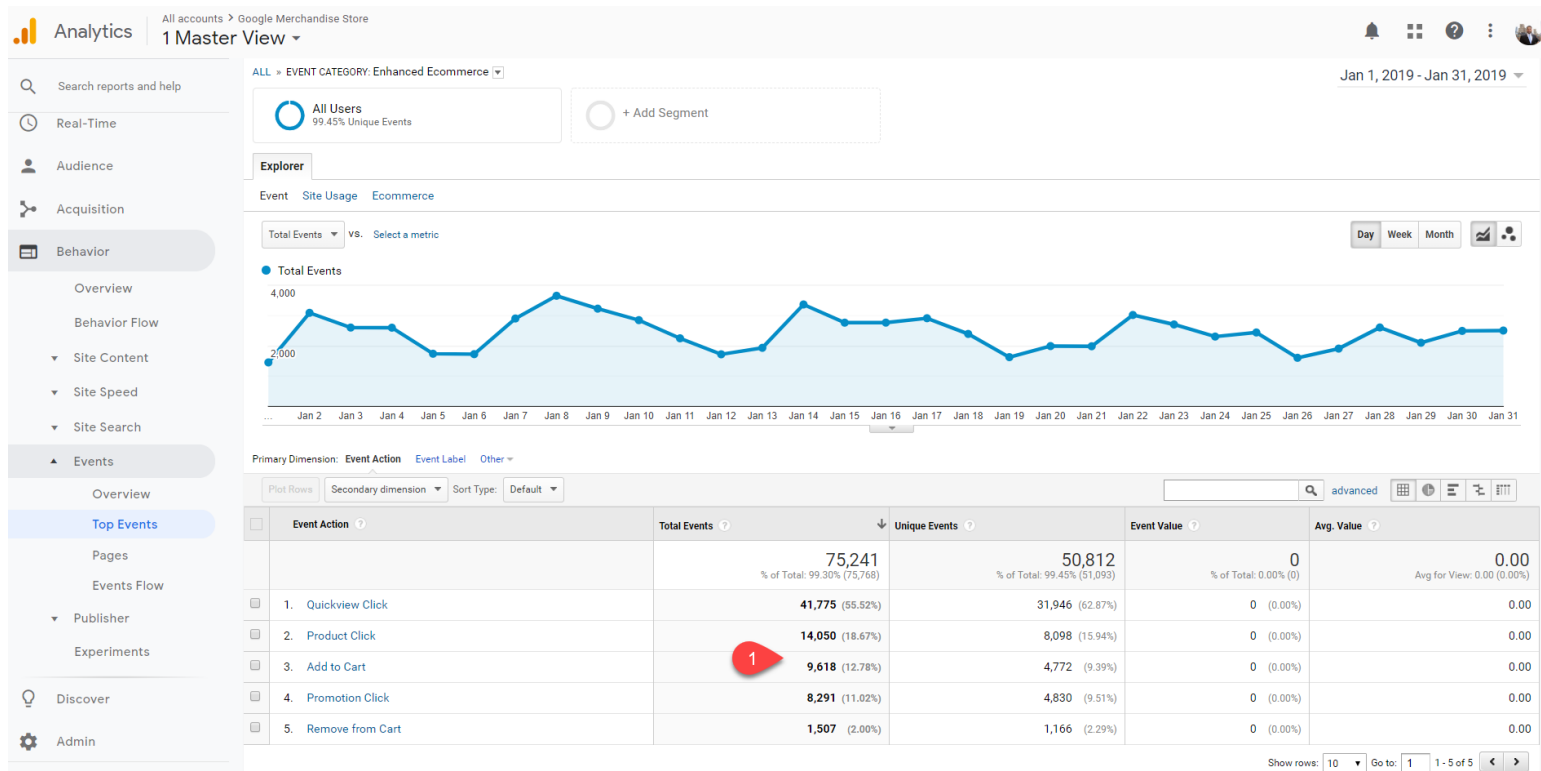


# Computers OutExplore the Behavior Tab

10 minutes



1. How many times this week was something added to the cart in January 2019?





# Computers OutExplore the Behavior Tab

10 minutes



Try to find out:

1. How many times was something added to the cart in January 2019?
2. What were the three most-searched terms on the site in Q1 2019?
3. What product category had the second-highest number of page views this month?



BEHAVIOR

Overview

Behavior Flow

► Site Content

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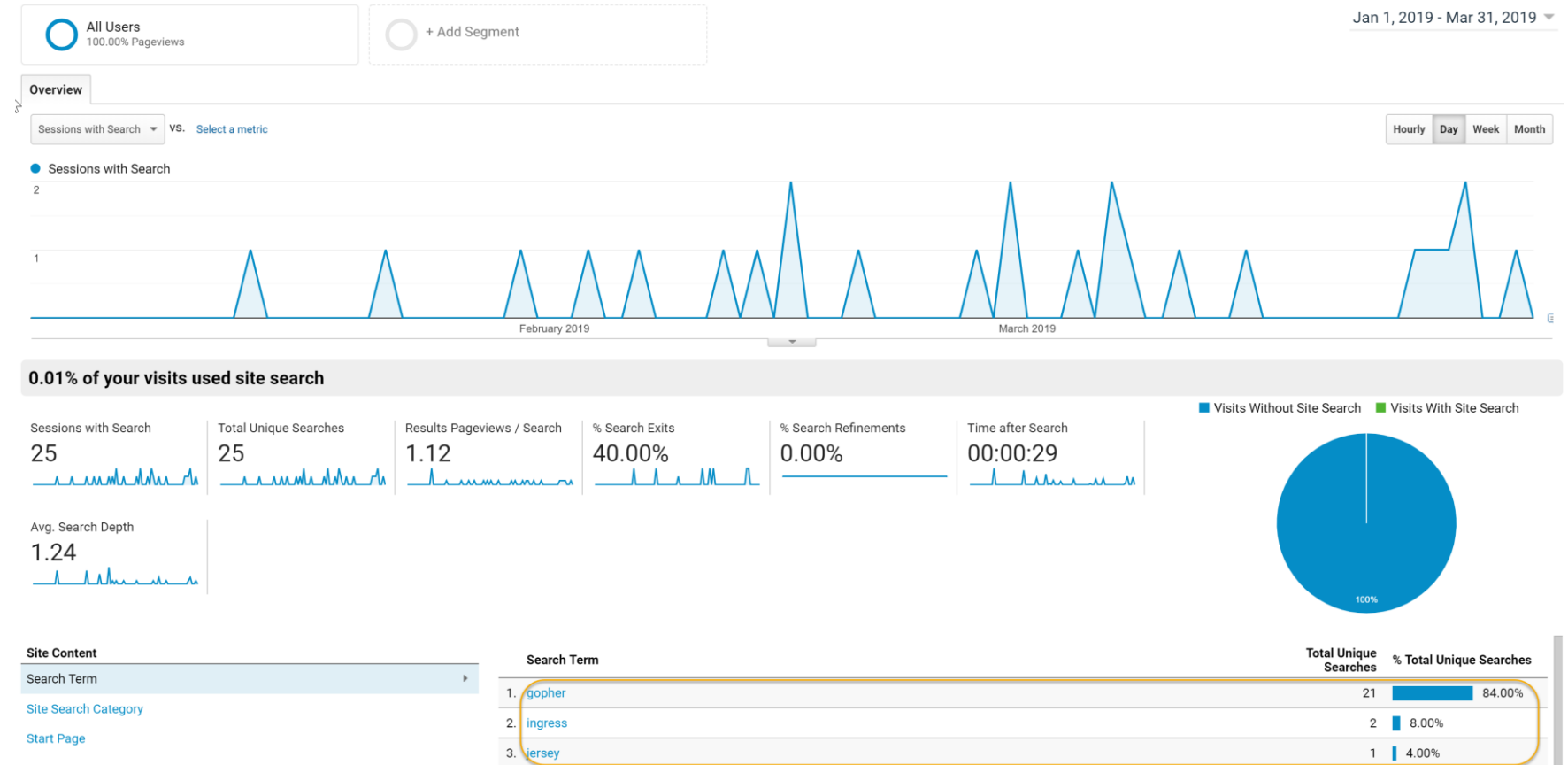
► Events

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Experiments



## 2. What were the three most-searched terms on the site in Q1 2019?





# Computers OutExplore the Behavior Tab

10 minutes



Try to find out:

1. How many times was something added to the cart in January 2019?
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BEHAVIOR

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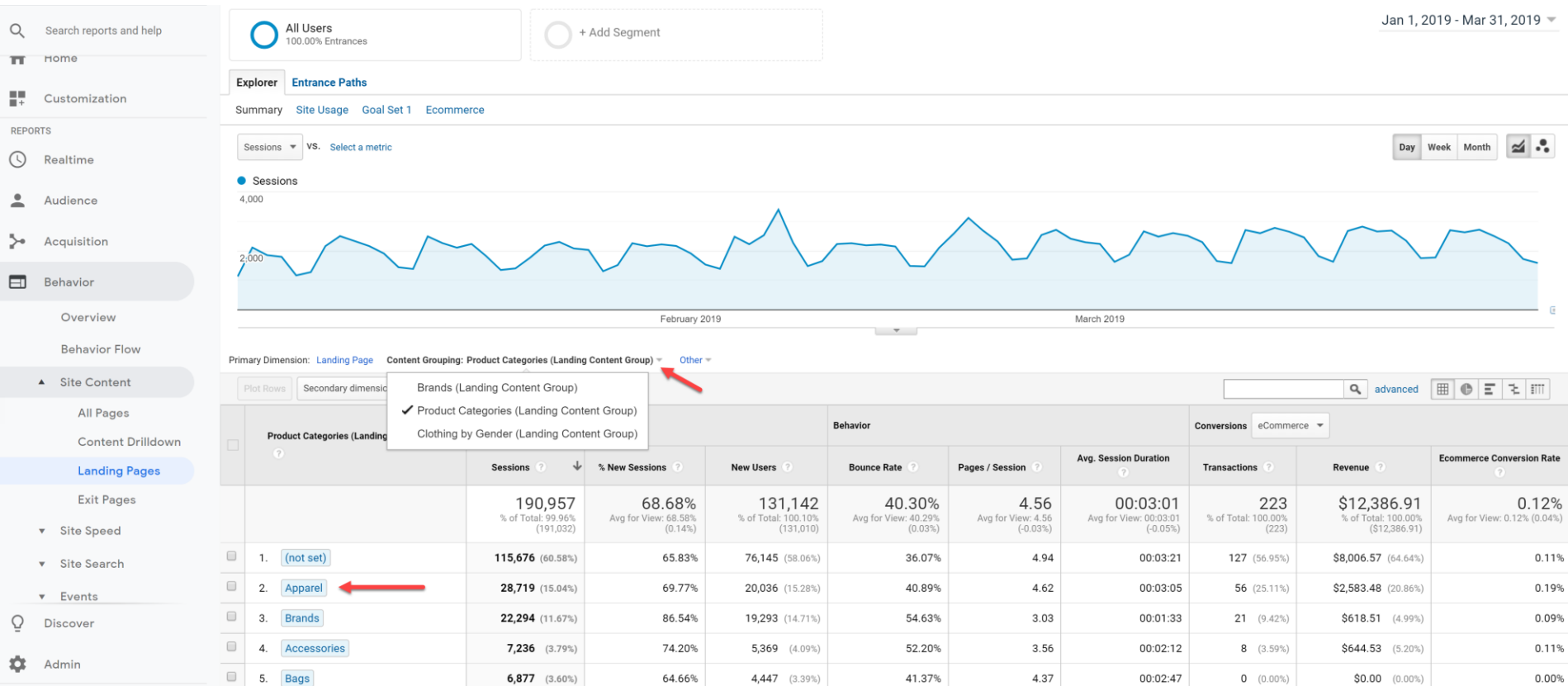
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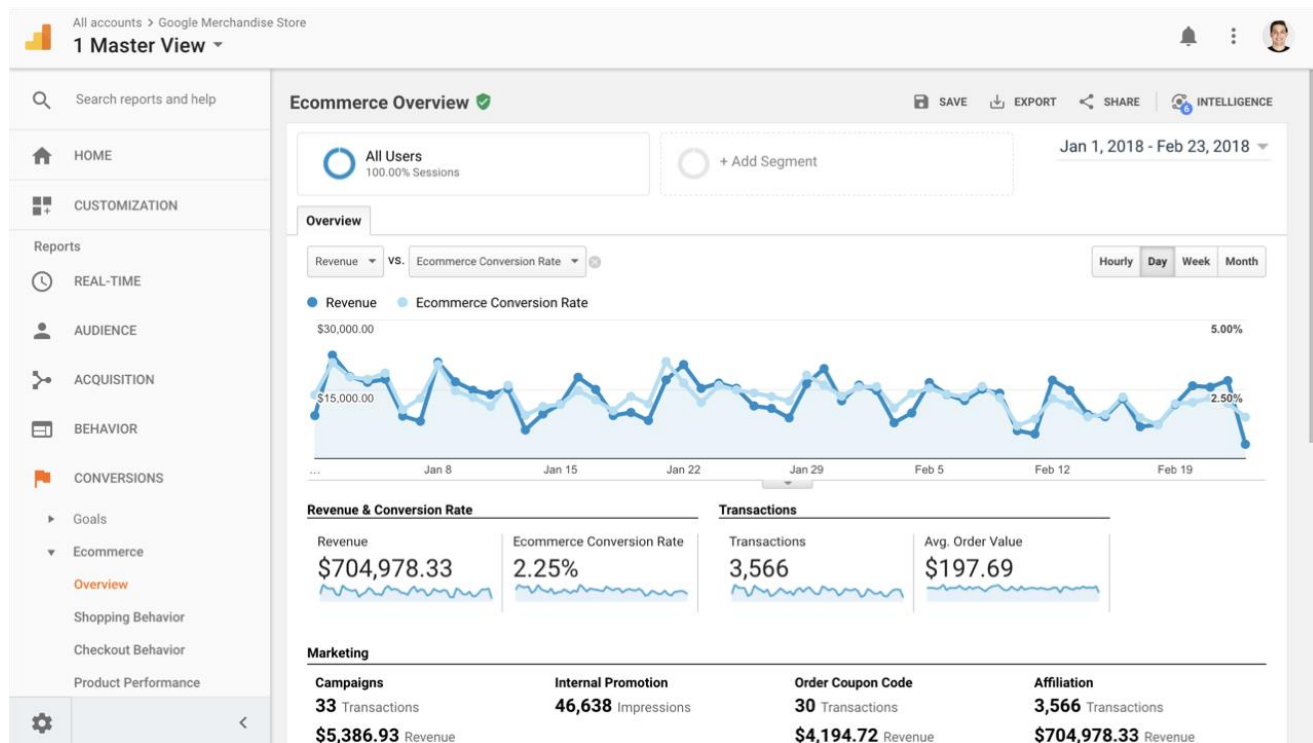


### 3. What product category had the second-highest number of page views Q1 2019?



# Conversion Reports: Commerce Stats & Sales Analysis

Conversion reports offer in-depth analysis of eCommerce activities.







# Google Analytics

Deeper Dive Into Audience: Creating Segments

# 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

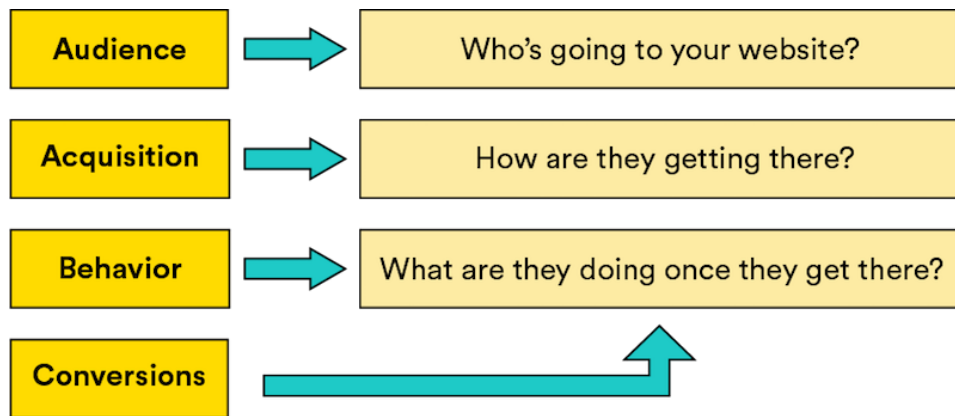
Time of week

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!





# 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**





## Solo ExerciseSegments

10 minutes



Create a segment based on consumer personas.

Include at least one audience attribute, one behavioral attribute, and one contextual attribute in each segment.

For example, movie lovers who are on mobile devices and have not yet converted.

- Segment 1: Must use affinity and/or in-market data.
- Segment 2: Must be an advanced condition.

**Deliverable:** Two segments





# 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?**



# 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.

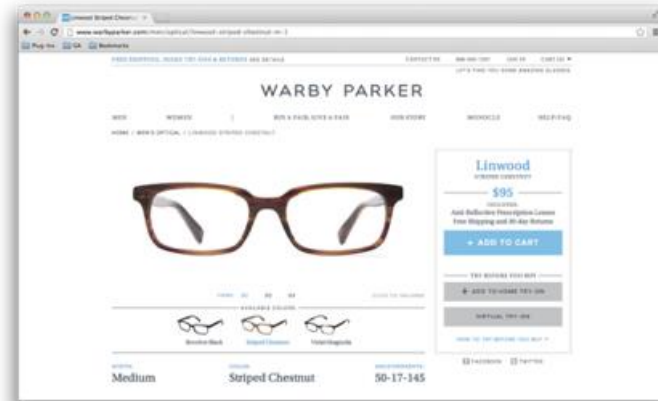
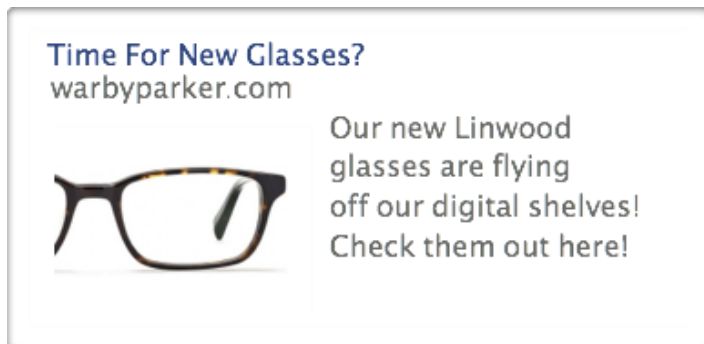
<input type="checkbox"/>	Source / Medium ?	Campaign ?	Acquisition			
			Sessions ?	% New Sessions ?	New Users ?	
	All Traffic (No Advertising)		7,008 % of Total: 67.30% (10,413)	74.69% Site Avg: 74.65% (0.05%)	5,234 % of Total: 67.34% (7,773)	
<input type="checkbox"/>	1. (direct) / (none)	(not set)	<div>Without UTM codes, you cannot tell traffic from the same source apart.</div>	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\\_retargetting](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:

- Your website URL →
- Three UTM elements:
- Campaign source →
  - Campaign medium →
  - Campaign name →

Step 1: Enter the URL of your website.  
Website URL \*  
  
(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source \*  
  
(referrer: google, citysearch, newsletter4)

Campaign Medium \*  
  
(marketing medium: cpc, banner, email)

Campaign Term  
  
(identify the paid keywords)

Campaign Content  
  
(use to differentiate ads)

Campaign Name \*  
  
(product, promo code, or slogan)

www.FlatironFlowers.com/?utm\_source=facebook&utm\_medium=social&utm\_campaign=Vday-021414

# UTM Codes – How to Create Your Own

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

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.





## Solo ExerciseUTM Codes

10 min



- 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.

**bit.ly/URLBUILDER** <https://ga-dev-tools.appspot.com/campaign-url-builder/>

- Create UTM structures for these three campaigns.



# 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.







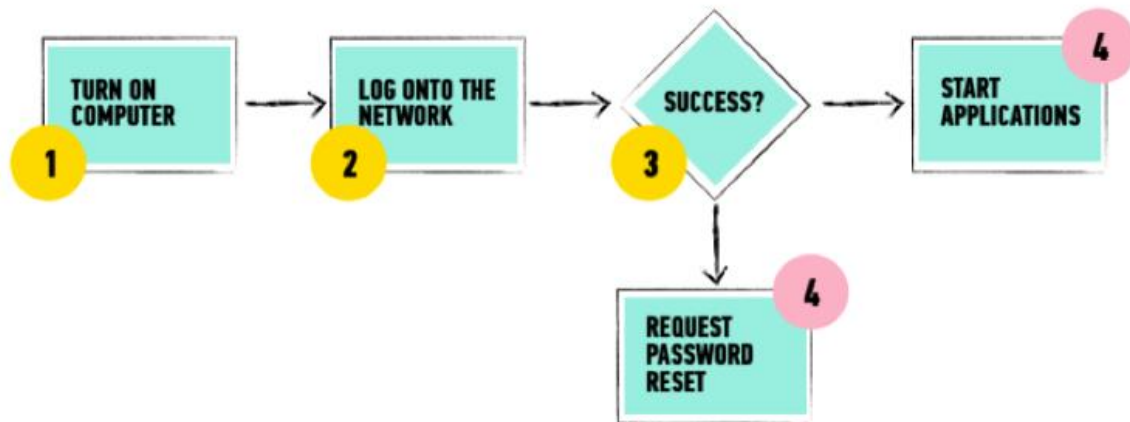
# Google Analytics

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.





## Guided Walk-Through:

## Finding Data on User Flows

10 minutes



- Use the Behavior Flow report to see where people are dropping off your site.
- Use the In-Page Analytics report to see where people are (or are not) clicking on your site.



# 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"**



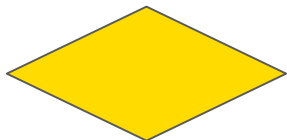
*The connection between points.*

**"Process"**



*What a user does.*

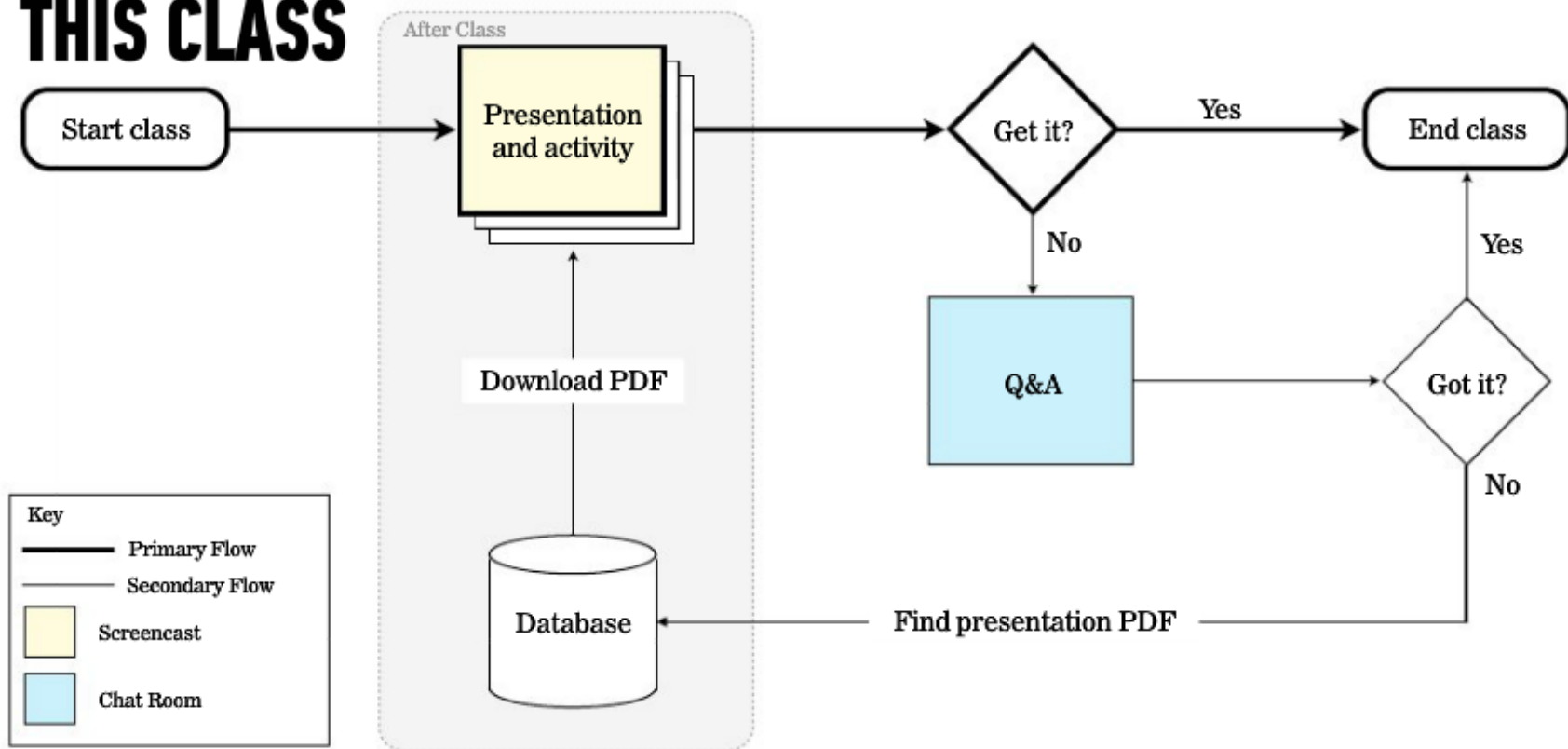
**"Decision"**



*The choice a user must make.*

# User Flows

## THIS CLASS





# Real CasesNetflix User Flows





## Solo Exercise Draw Your User Flow

20 minutes



1. Define your objective, e.g.:

- Build a mailing list.
- Drive sales.
- Increase app downloads.
- Encourage webinar registrations.

2. Define your target audience:

- Who are you targeting?

Draw your user flow using the shapes provided.



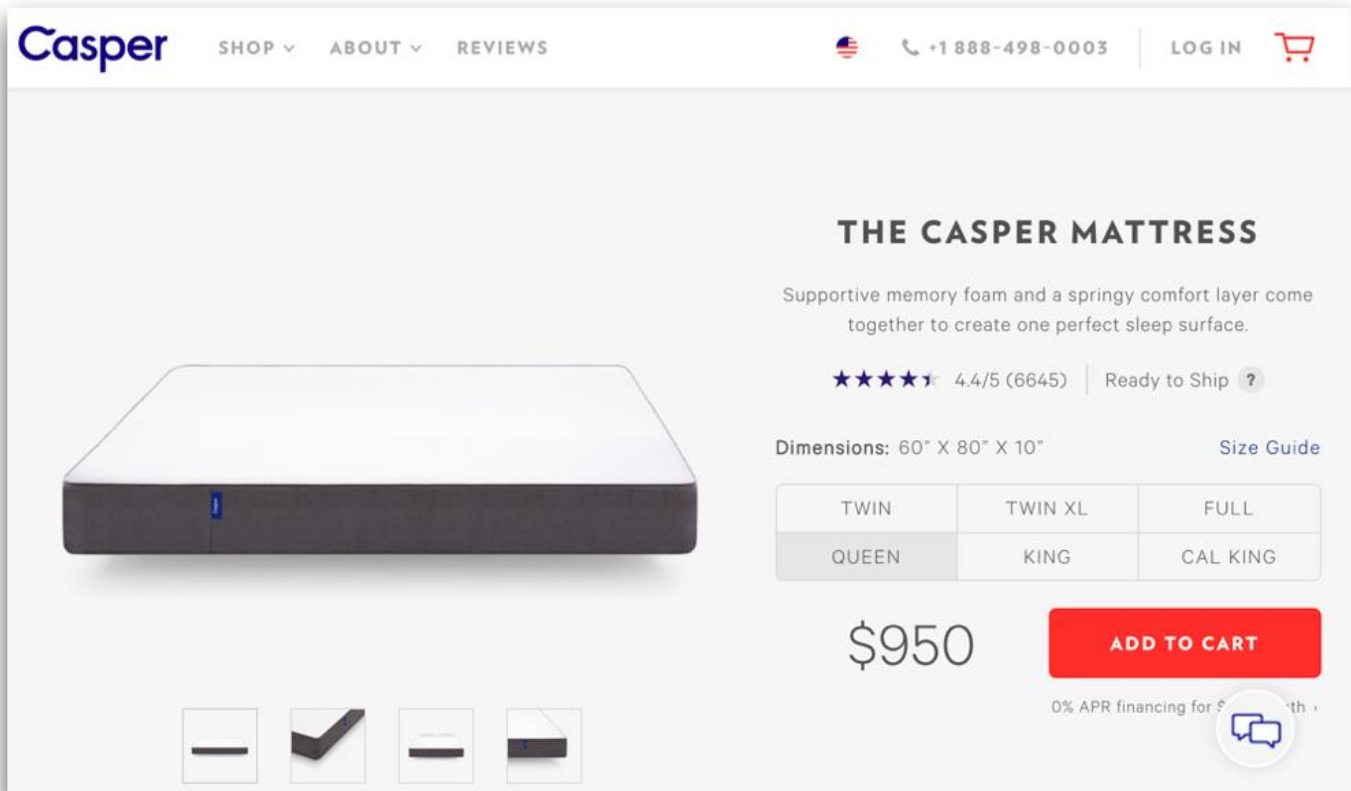


# Google Analytics



Deeper Dive Into Conversion: Micro & Macro Goals



# How would you know if this webpage was successful?



The screenshot displays the Casper website's product page for 'THE CASPER MATTRESS'. The header includes the Casper logo, navigation links (SHOP, ABOUT, 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, a title 'THE CASPER MATTRESS', a descriptive paragraph, a 4.4/5 star rating (6645 reviews), and a 'Ready to Ship' status. Below this, the dimensions (60" X 80" X 10") and a 'Size Guide' link are provided. A table lists the available sizes: TWIN, TWIN XL, FULL, QUEEN, KING, and CAL KING. The price is \$950, and there is a prominent red 'ADD TO CART' button. At the bottom, there are icons for different mattress features and a financing offer: '0% APR financing for \$... with...'. A chat bubble icon is also visible in the bottom right corner.

Casper SHOP ▾ ABOUT ▾ REVIEWS  +1 888-498-0003 LOG IN 

## THE CASPER MATTRESS

Supportive memory foam and a springy comfort layer come together to create one perfect sleep surface.


★★★★☆ 4.4/5 (6645) | Ready to Ship ?

Dimensions: 60" X 80" X 10" [Size Guide](#)

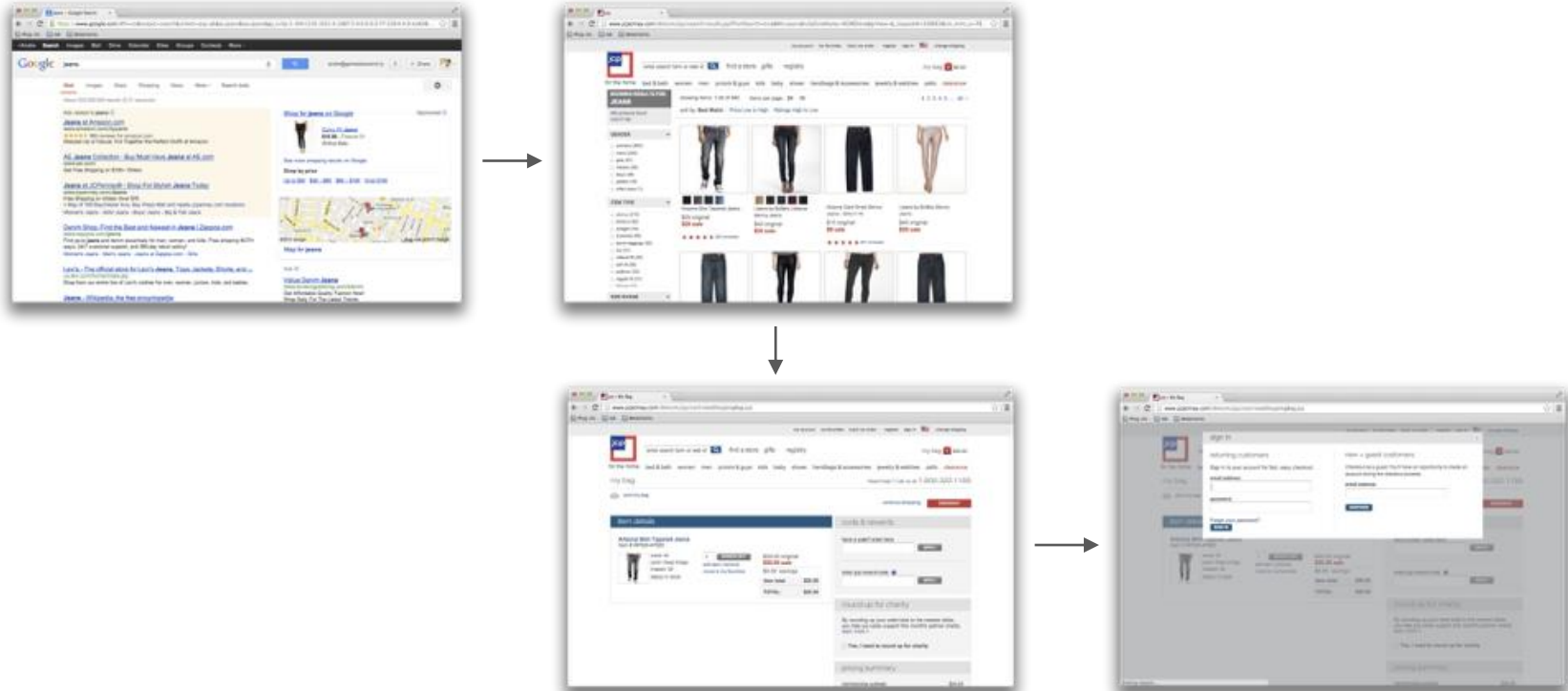
TWIN	TWIN XL	FULL
QUEEN	KING	CAL KING

\$950

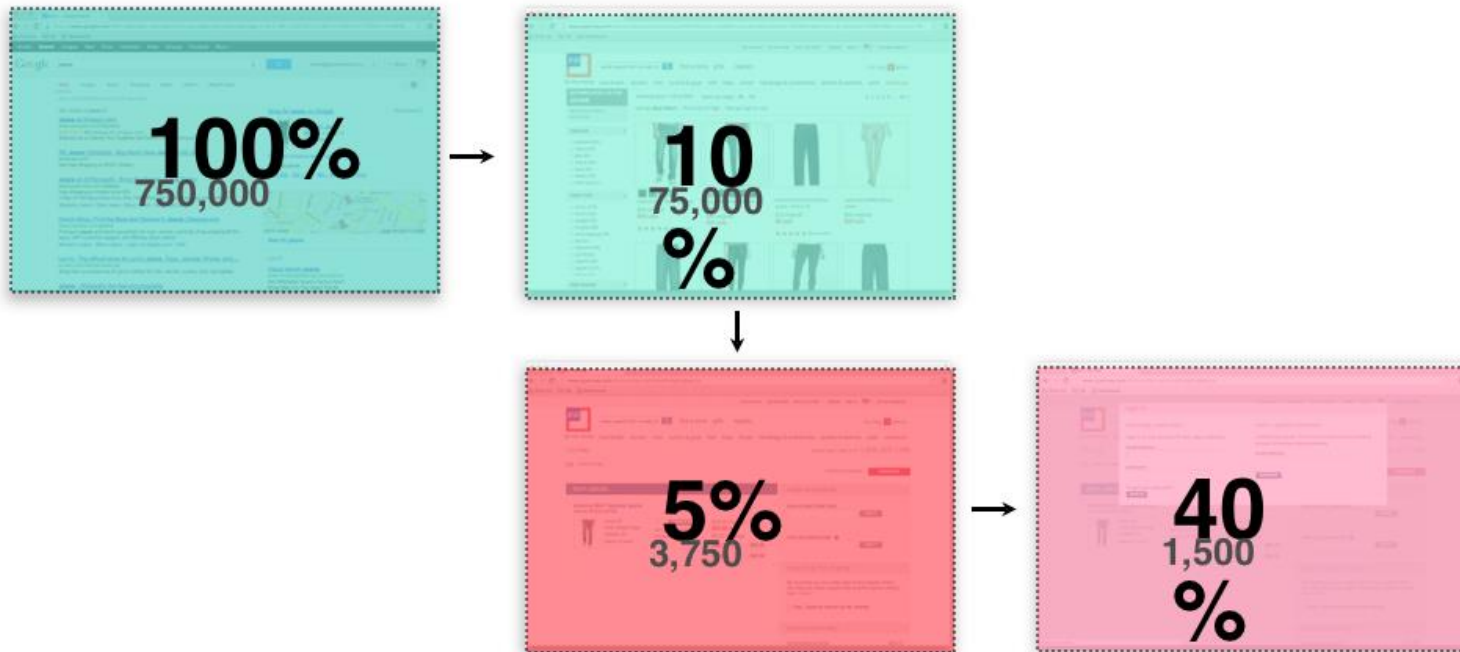
**ADD TO CART**

0% APR financing for \$... with... 

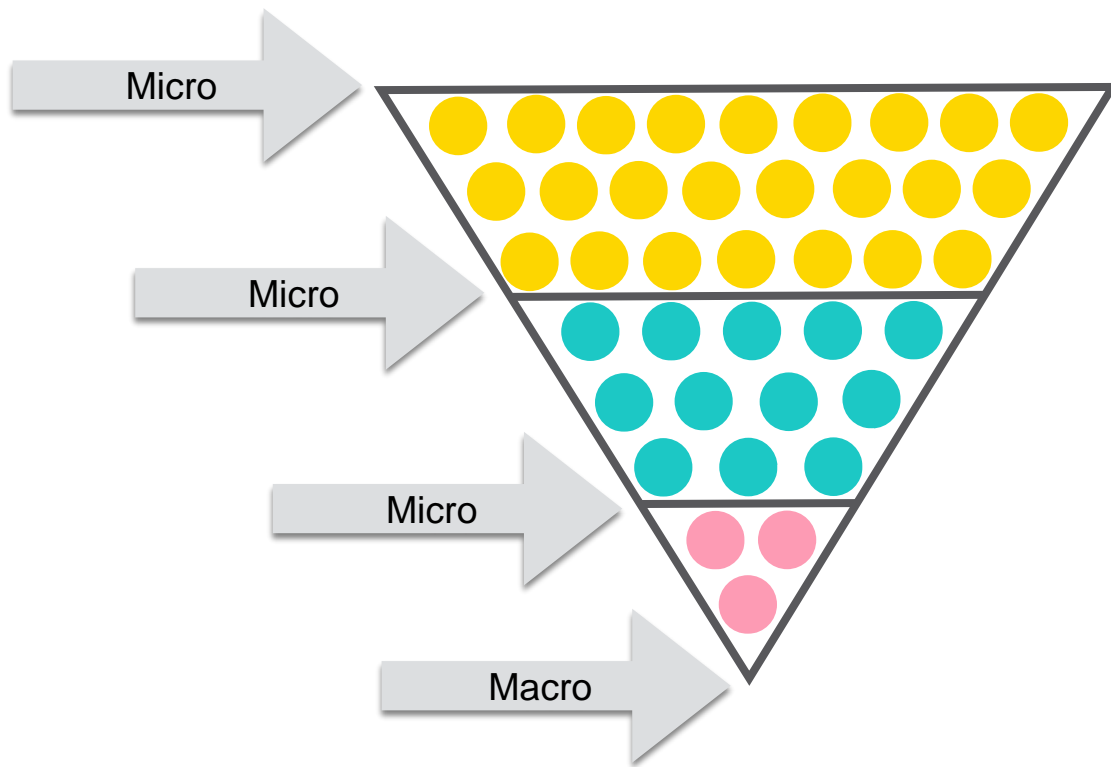
# Conversion Funnels Are Made of Micro- *and* Macro-Goals



# CONVERSION FUNNELS



# Refresher: Micro- and Macro-Conversions



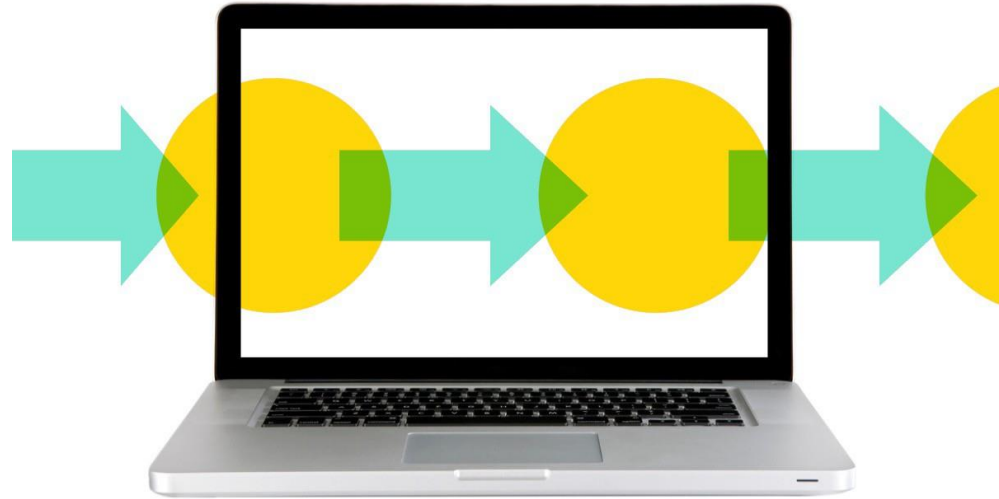


# Google Analytics

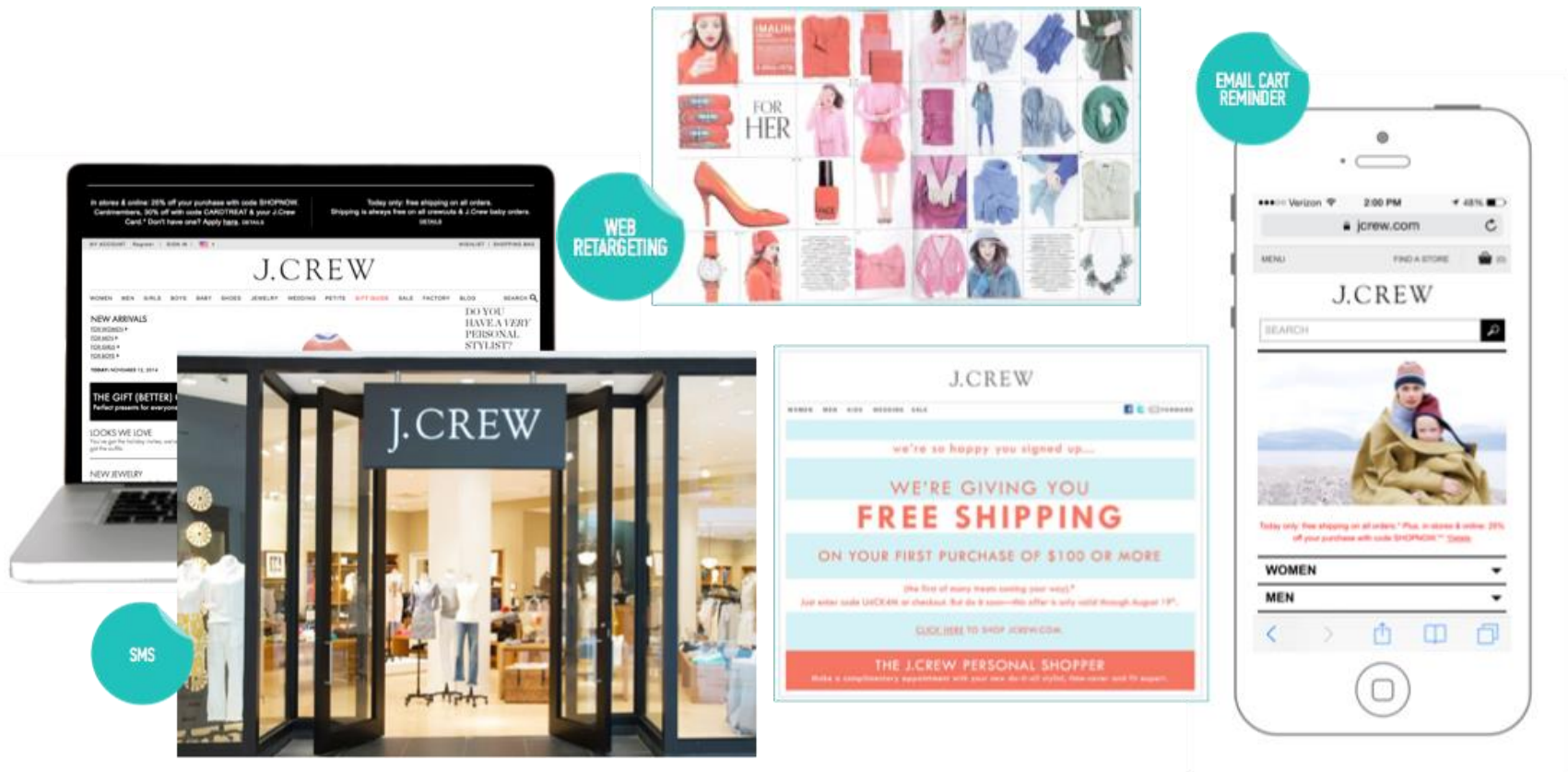
Attribution

# 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



# 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.

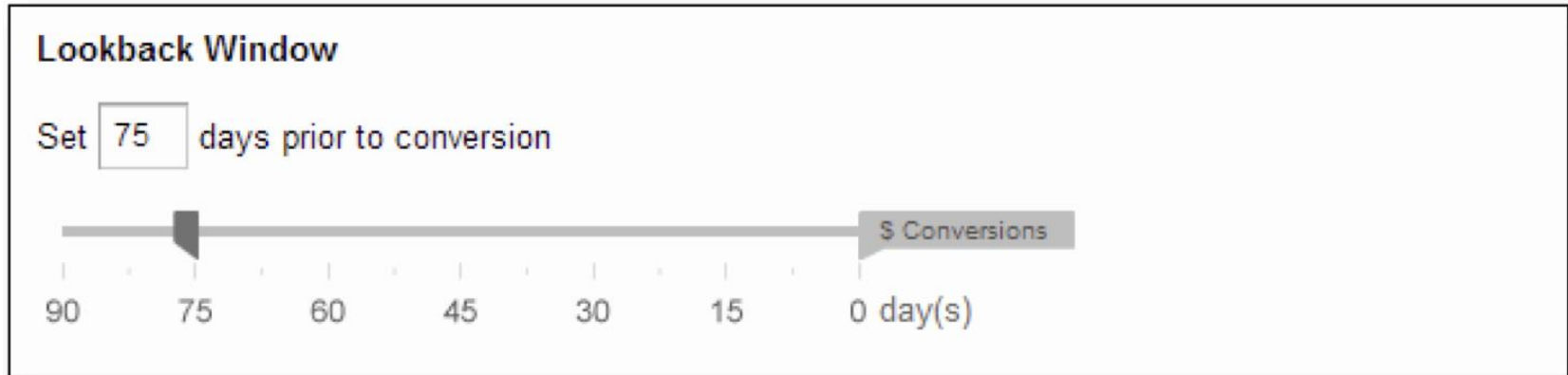
## CLICK-THROUGH CONVERSION



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 a bit of 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

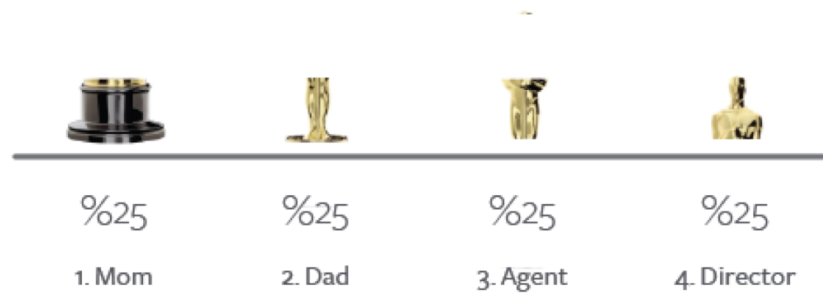
%0

3. Agent

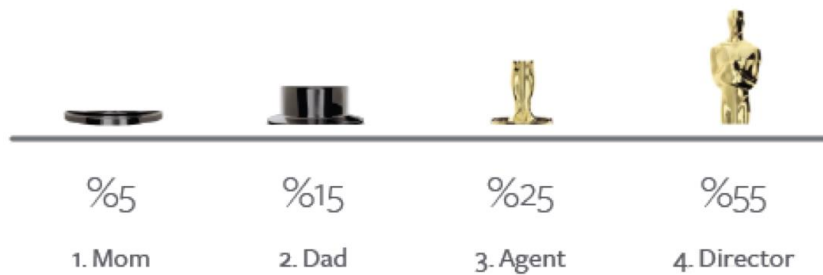
%100

4. Director

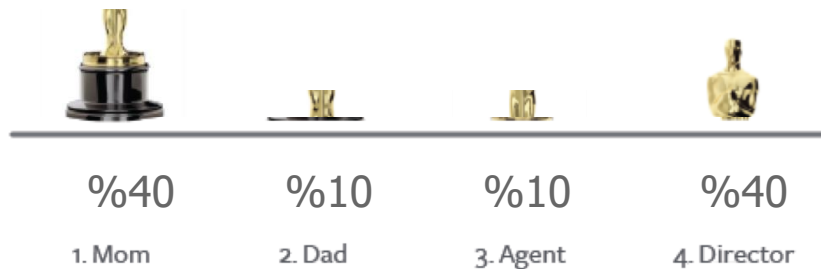
# Linear



# 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.

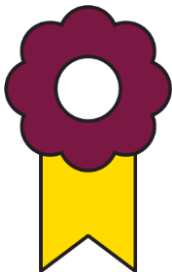
### Position-Based:

- 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.





# 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



# 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  days prior to conversion ?

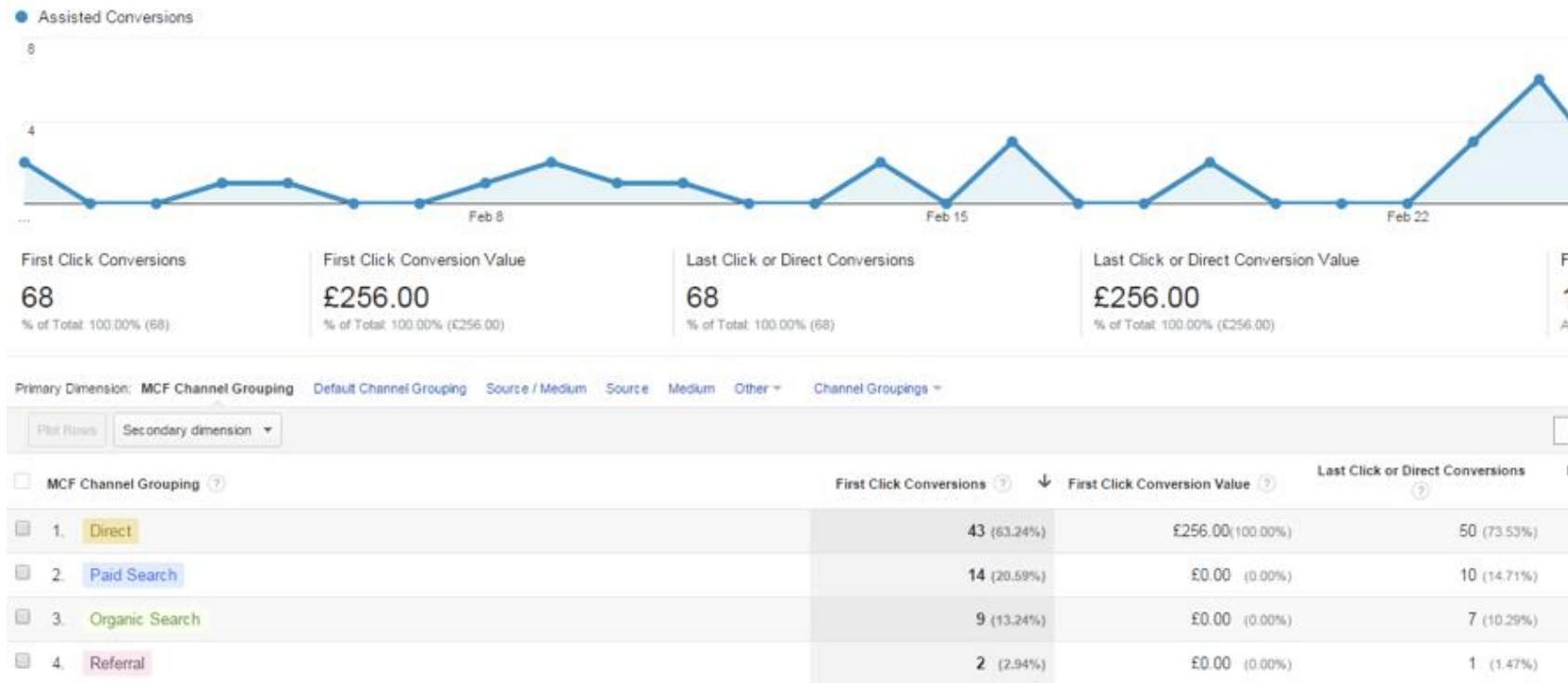
 % of conversions: 11.71%

 First Interaction

▾ vs 

 Last Interaction

# 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

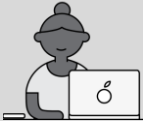
Conversions



Conversion Value

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 OutExperiment with Attribution Models

10 min



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

Then, run a report to see how the attribution model affects your report.



# 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?



# Computers OutActivity



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

