Google Analytics – Review Part III

Navigating Google Analytics Report

Intelligence Alert Report

Monitor significantly changes in traffic and usage

      Intelligence monitors your website's traffic to detect significant statistical variations, and generates alerts when those variations occur.

Types of alerts

❖ **Automatic web alerts** are generated whenever Google Analytics detects a significant change in usage or traffic metrics.

❖ **Automatic AdWords alerts** are generated whenever Google Analytics detects a significant change in traffic from AdWords.

❖ **Custom alerts** are generated when traffic reaches a specific threshold that you have specified.

Navigating Google Analytics Report

Custom Reports and Dashboard

Custom reports simply allow you to customize metrics and dimensions you see in Google analytics report

Dashboard also offer a quick and easy way get a high level view of your critical metrics and segments in one simple place

Walkthrough:
➔ Create a custom report
➔ Create a custom dashboard
➔ Share customizations with coworkers

Annotation

- Think of them as a sticky notes.
- After all the data has been processed and pushed into reports, you can attach notes and comments for specific dates.

How to use Annotations:

1. underneath the line graph at the top of any page is a tab with an arrow.
2. click this tab to open an annotation interface

Processing & Configuration

Processing Hits into Users & Sessions

How?

By default each session ends after 30 minutes of inactivity.
we call this period of time, the session timeout length

You can change the session length in your Session settings

Processing & Configuration

Importing Data into Google Analytics

There are two ways to add your data in the Google Analytics without using the tracking code:

➢ Account linking

➢ Data import

Account Linking

Data Import includes:

- advertising data
- customer data
- or any other data

Two ways to import data into Google Analytics

- Dimension widening
- Cost Data Import

Google Analytics   Imported data

The key is the common element that connects the two sets of data

Processing & Configuration

Importing Data into Google Analytics

Two Ways to import data into Google Analytics

➢ Dimension widening
➢ Cost data import

Your Internal Data   Google Analytics Data

Author	Topic	Page URL	Page URL	Page Title	Pageviews
J. Stewart	Political	/pageA.html	/pageA.html	Page A	7,000
L. Page	Technology	/pageB.html	/pageB.html	Page B	8,500
J. Rowling	Fantasy	/pageC.html	/pageC.html	Page C	13,000
I. Fleming	Espionage	/pageD.html	/pageD.html	Page D	18,300
D. Koontz	Horror	/pageE.html	/pageE.html	Page E	11,000
A. Christie	Mystery	/pageF.html	/pageF.html	Page F	14,700
D. Seuss	Children	/pageG.html	/pageG.html	Page G	15,525
M. Angelou	Poetry	/pageH.html	/pageH.html	Page H	5,785

Dimension widening

you can import any data into google analytics

Upload a file   Time Consuming

API

Processing & Configuration

Importing Data into Google Analytics

Cost Data Import:

we use this feature to specifically to add data that shows the amount of data you spent to you non google advertisement

To import cost data you must a file that includes the

Campaign Source	Campaign Medium	Clicks	Impressions	Cost
Yahoo	cpc	1,000	10,000	$5
Bing	cpc	1,000	10,000	$5
Facebook	display	1,000	10,000	$5

Reporting

Google Analytics also gives you simple and powerful APIs
- this helps you save time to by automating complex reporting task

In order to use APIs you have to build your own applications
- these applications needs to be able to write and sends the query to the reporting API
- the api uses the query to retrieve the tables and send a response back to your application with the data that was requested

Each query sends to the API must contain a specific information including:
- ❑ View ID
- ❑ Start date
- ❑ end date
- ❑ dimensions

Introduction to Ecommerce Analysis

Reporting Vs. Analysis

A good way to measure a success of a business is to start with a high level of daily overview using a:

- dashboard or
- custom report

A **Dashboard** has:

- all the KPIs to defined in the measurement plan
- is a good way to monitor the daily health of the business

It can help you spot the anomalies need to be investigated or corrected

A **custom report analysis** can:
           segment your data the way you want it to.

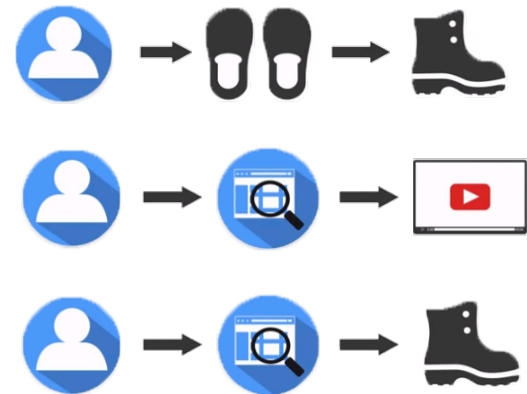## Introduction to Ecommerce Analysis

Analysis Preparation

Sessions and Users can be built using

- Dimensions
- Metrics
- Session dates
- User actions

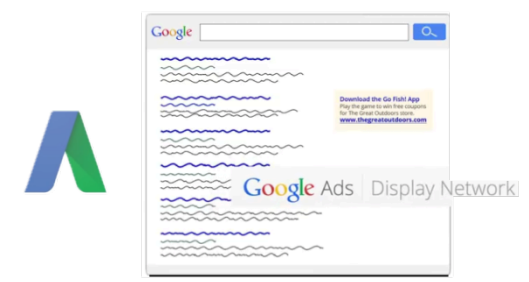Google Analytics offers a number of helpful default segments

But you can also make your custom segments

Introduction to Mobile App Analytics
Marketing and Analytics Tools

Tools to help promote and measure your app:

Adwords   Admob   Google Analytics

Lets you measure the effectiveness of your marketing efforts

These two allow you to advertise on websites and other mobile apps

Marketplaces like:
➔ Google Play
➔ App Store

Hosting other advertisement in your ad to gain revenue

Introduction to Mobile App Analytics

Tools to Set up Tracking

In order to collect data with Google Analytics
you'll need:

- to install one of the SDK that connects to the
  Google Analytics APIs.
- create a Google Analytics account, which we
  recommend setting up through AdMob.

Introduction to Mobile App Analytics

Android App Configuration

Download the Android SDK and Studio

The ◇ Android SDK ↗ includes the API libraries and developer tools needed to build, test, and debug Android apps. ◇ Android Studio ↗ also has built-in tools to help streamline your app development.

Download the Play Services SDK

The ◇ Google Play Services SDK ↗ provides access to the entire suite of Google services including the Analytics and Google Play APIs. The Analytics API lets you measure useful metrics like:

- Your active app users
- The specific actions users perform
- Whether users are completing the app's objectives and goals
- How long it takes users to accomplish specific tasks
- App crashes and exceptions
- In-app purchases and transactions

Link your AdMob account to Google Analytics

If you haven't done so already, you'll want to create an AdMob account linked to Google Analytics ↗ by going to the AdMob website ↗ and following the instructions. (Please note that AdMob will also create AdWords and AdSense accounts that will allow you to advertise your app on other web or app properties, or publish advertising within your app.)

Once you've created an AdMob account, you'll need to:

1. Associate your account with your app in any apps marketplaces
2. Set up your Analytics tracking ID by creating a new ID or linking to an existing account

You should start seeing Google Analytics data on the Analyze tab of AdMob within 24 hours after you successfully implement the Google Analytics service in the Play Store SDK and launch the app to your users.

Add tags to Google Tag Manager

◇ Google Tag Manager for Android ↗ makes it easy to add and update data collection tags in your app for tracking without having to push out new versions of an app. This allows developers to efficiently change their configurations without having to rebuild and resubmit application binaries to apps marketplaces. To use GTM, go to the Google Tag Manager website ↗ and create an account.

Introduction to Mobile App Analytics

IOS app Configuration

App Store

Download Xcode

To build apps for the App Store, you'll need a Mac computer running OS X 10.8 (Mountain Lion) or later, as well as Xcode ⬀, which includes the iOS SDK. Xcode is Apple's integrated development environment (IDE), which includes a source editor, graphical user interface editor, and other features.

Download the Analytics SDK

If you're developing for iOS, you can implement the stand-alone ◆ Google Analytics SDK for iOS ⬀, which lets you measure useful metrics like:

- Your active app users
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End of Part III