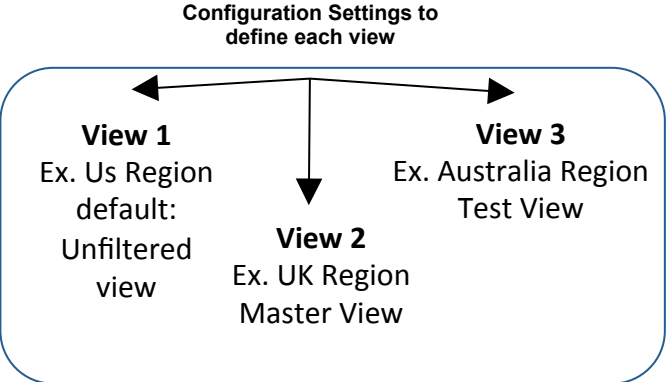
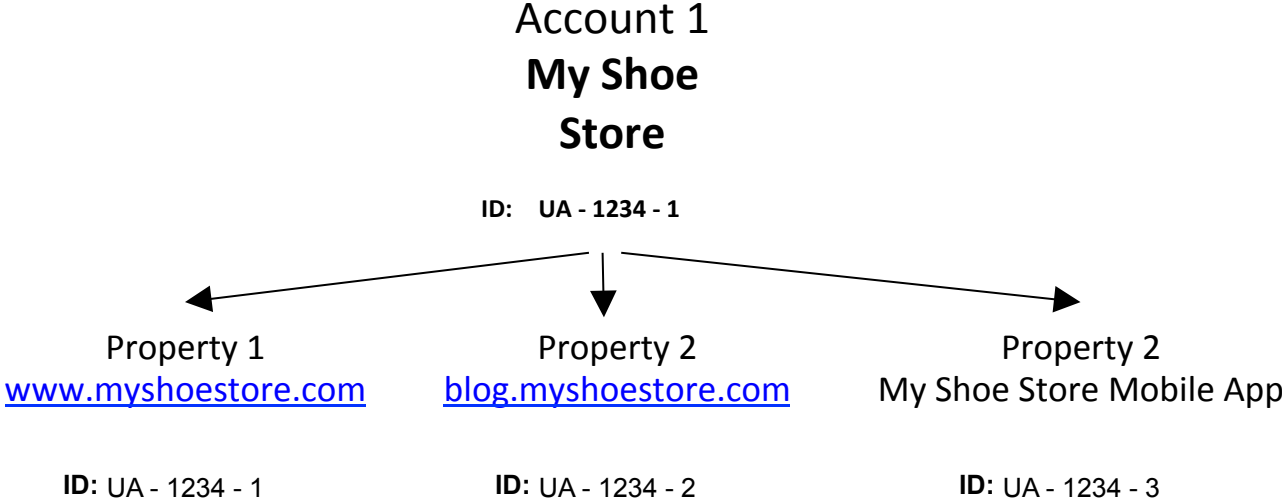


Collecting Actionable Data Through Google Analytics Standard Reports

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Understanding Your Account Structure



Remember:
Once data is processed, it cannot be reprocessed
Once a view is deleted, it cannot be restored
New view star reporting data from the date of creation

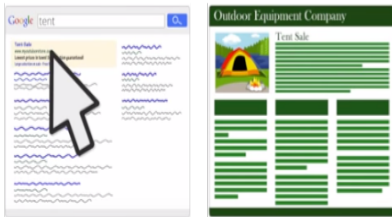
It is recommend that you have at least three views for each property

Collecting Campaign Data

Google Analytics automatically captures number of attributes or dimensions about where the users came from

Two such dimensions are:

Source
Medium



optional



Collecting Campaign Data

When tagging campaign:

- use consistent spelling
- use consistent capitalization
- use consistent values for medium
e.g. “cpc”, “social”, and “display”

Google analytics and Google adwords are connected so no need to manually add campaign tags

Adwords autotagging automatically imports:

- campaign
- medium
- source
- ad content
- keyword
- keyword match types
- ad placement domain
- etc.

Navigating Standard GA Reports