E-commerce Analytics – Understanding Customers

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Understanding Customers

Traffic Source Analysis

When looking at traffic source data we want to know information about what happens in sessions initiated by each traffic source, like:

- Which traffic sources bring in the most revenue?
- Which have the highest conversion rates?
- Which have the lowest conversion rates?
- Which sources drive the highest-value transactions?
- And which generate the highest user engagement?

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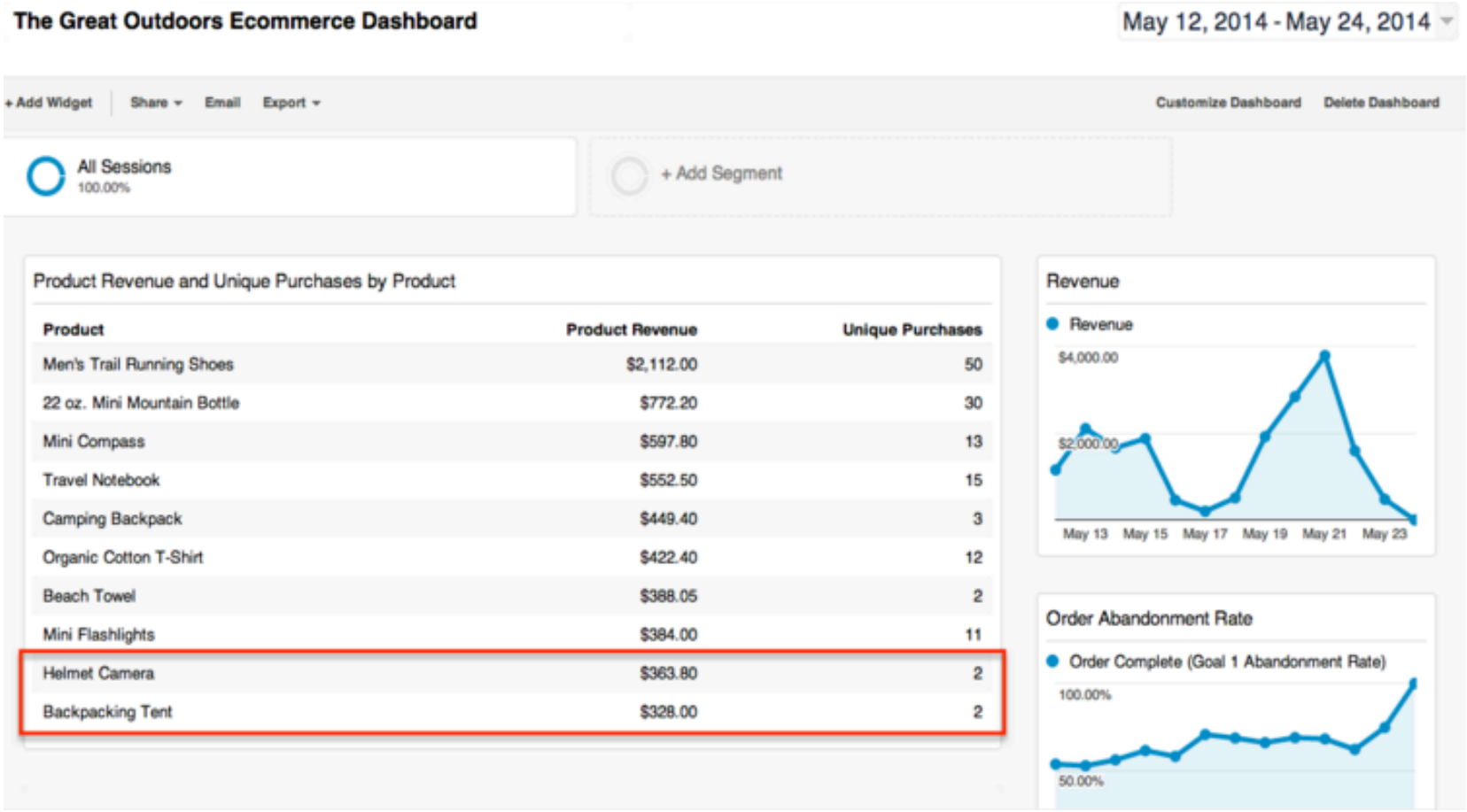
Shopping Behavior Analysis



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Action Data

Action Data

Represents information about an ecommerce related action that has taken place. It is referred to as an `actionFieldObject` and contains the following values:

Key	Value Type	Required	Description
`id`	text	Yes*	The transaction ID (e.g. T1234). ***Required if the action type is `purchase` or `refund`.**
`affiliation`	text	No	The store or affiliation from which this transaction occurred (e.g. Google Store).
`revenue`	currency	No	Specifies the total revenue or grand total associated with the transaction (e.g. 11.99). This value may include shipping, tax costs, or other adjustments to total revenue that you want to include as part of your revenue calculations. **Note:** if revenue is not set, its value will be automatically calculated using the product quantity and price fields of all products in the same hit.
`tax`	currency	No	The total tax associated with the transaction.
`shipping`	currency	No	The shipping cost associated with the transaction.
`coupon`	text	No	The transaction coupon redeemed with the transaction.
`list`	text	No	The list that the associated products belong to. Optional.
`step`	integer	No	A number representing a step in the checkout process. Optional on `checkout` actions.
`option`	text	No	Additional field for `checkout` and `checkout_option` actions that can describe option information on the checkout page, like selected payment method.

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Product Actions

Product and Promotion Actions

Actions specify how to interpret product and promotion data that you send to Google Analytics.

Action	Description
`click`	A click on a product or product link for one or more products.
`detail`	A view of product details.
`add`	Adding one or more products to a shopping cart.
`remove`	Remove one or more products from a shopping cart.
`checkout`	Initiating the checkout process for one or more products.
`checkout_option`	Sending the option value for a given checkout step.
`purchase`	The sale of one or more products.
`refund`	The refund of one or more products.
`promo_click`	A click on an internal promotion.

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Implementing the Codes – Product Views

Measuring Impressions

Product impressions are measured using the `ec:addImpression` command. Details about the product are added in an `impressionFieldObject`.

For example, the following code measures the impression of a product in a list of search results:

```
ga('ec:addImpression', {            // Provide product details in an impressionFieldObject.
  'id': 'P12345',                   // Product ID (string).
  'name': 'Android Warhol T-Shirt', // Product name (string).
  'category': 'Apparel/T-Shirts',   // Product category (string).
  'brand': 'Google',                // Product brand (string).
  'variant': 'Black',               // Product variant (string).
  'list': 'Search Results',         // Product list (string).
  'position': 1,                    // Product position (number).
  'dimension1': 'Member'            // Custom dimension (string).
});
```

An `impressionFieldObject` must have a `name` or `id` value. All other values are optional and don't need to be set.

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Implementing the Codes – Product Add to Cart

Measuring Actions

Actions are measured by using the `ec:addProduct` command with a `productFieldObject` to add product details, and the `ec:setAction` command to specify the action being performed.

For example, the following code measures a click on a product link displayed in a list of search results:

```
ga('ec:addProduct', {                // Provide product details in a productFieldObject.
  'id': 'P12345',                    // Product ID (string).
  'name': 'Android Warhol T-Shirt',  // Product name (string).
  'category': 'Apparel',             // Product category (string).
  'brand': 'Google',                 // Product brand (string).
  'variant': 'Black',                // Product variant (string).
  'position': 1,                     // Product position (number).
  'dimension1': 'Member'             // Custom dimension (string).
});

ga('ec:setAction', 'click', {        // click action.
  'list': 'Search Results'           // Product list (string).
});
```

A `productFieldObject` must have a `name` or `id` value. All other values are optional and don't need to be set.

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Implementing the Codes – Checkout Steps

Measuring a Checkout Step

To measure a checkout step, use `ec:addProduct` for each product, and `ec:setAction` indicate a checkout. If applicable, `ec:setAction` can take an additional `actionFieldObject` to describe the checkout step with a `step` and an `option`.

The following example shows how to measure the first step of a checkout process, with a single product, and some additional information about the payment type:

```
ga('ec:addProduct', {                // Provide product details in an productFieldObject.
  'id': 'P12345',                    // Product ID (string).
  'name': 'Android Warhol T-Shirt',  // Product name (string).
  'category': 'Apparel',             // Product category (string).
  'brand': 'Google',                 // Product brand (string).
  'variant': 'black',                // Product variant (string).
  'price': '29.20',                  // Product price (currency).
  'quantity': 1                      // Product quantity (number).
});

// Add the step number and additional info about the checkout to the action.
ga('ec:setAction','checkout', {
    'step': 1,
    'option': 'Visa'
});
```

https://developers.google.com/analytics/devguides/collection/analyticsjs/enhanced-ecommerce

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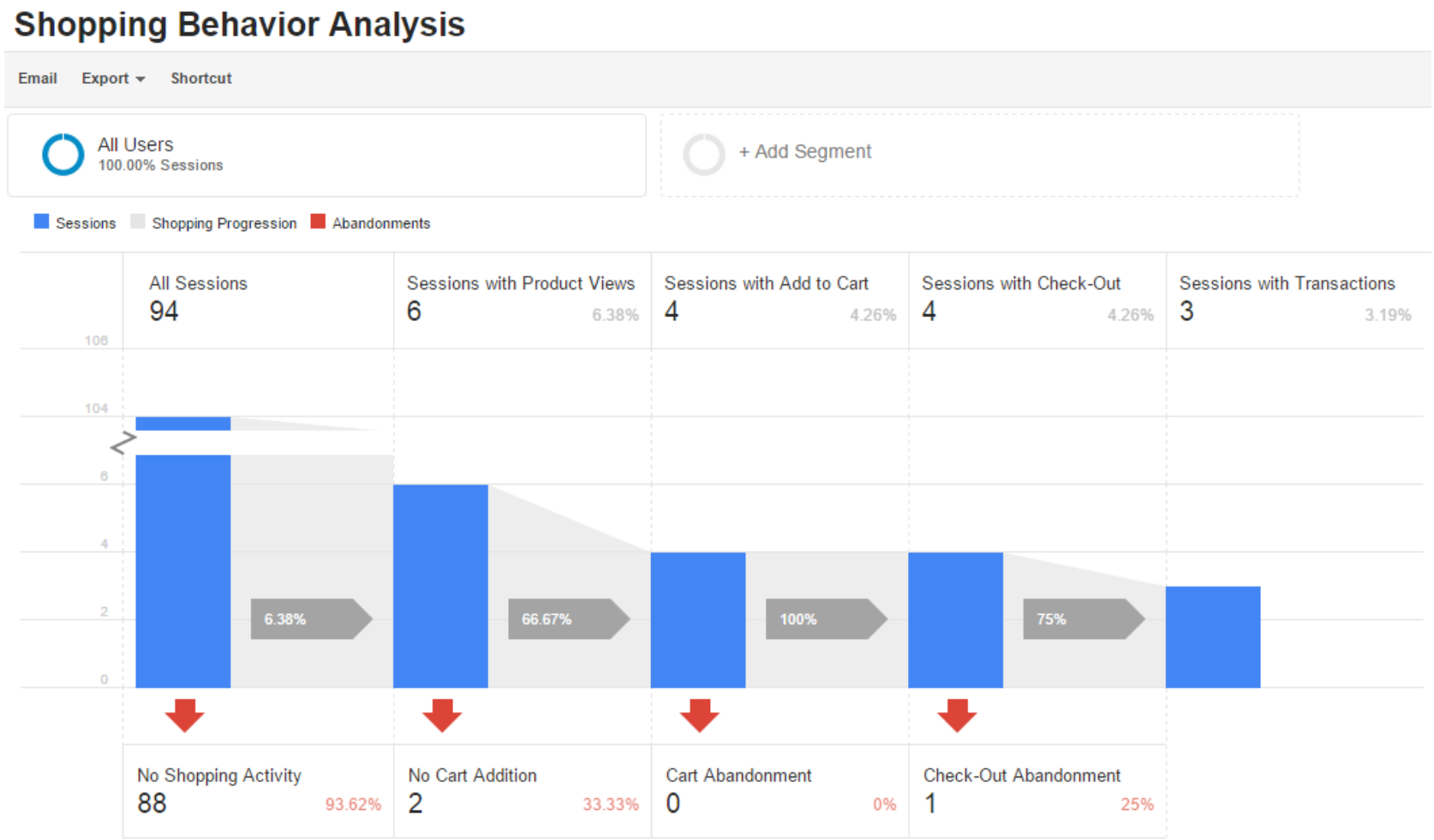
Shopping Behavior Analysis Report



THANK YOU

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