



Google Analytics – Review Part I





Part I - Digital Analytics Fundamentals

Getting Started with digital analytics



Part I - Digital Analytics Fundamentals

Getting started with digital analytics

- ❖ The Importance of digital analytics
- ❖ Core Analytics Technique
- ❖ Conversions and Conversion Attribution
- ❖ Creating a Measurement Plan



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Importance of digital analytics

What is Digital Analytics?

Digital analytics is the analysis of qualitative and quantitative data from your business and the competition to drive a continual improvement of the online experience that your customers and potential customers have which translates to your desired outcomes (both online and offline).



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Importance of digital analytics

There are five common business objectives:

- ❖ For *ecommerce sites*, an obvious objective is selling products or services.
- ❖ For *lead generation sites*, the goal is to collect user information for sales teams to connect with potential leads.
- ❖ For *content publishers*, the goal is to encourage engagement and frequent visitation.
- ❖ For *online informational or support sites*, helping users find the information they need at the right time is of primary importance.
- ❖ For *branding*, the main objective is to drive awareness, engagement and loyalty.



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Core Analysis Techniques

Two Techniques to Analyze Data

✘ **Segmentation:**

Segmentation allows you to isolate and analyze subsets of your data.

✘ **Context: Is my Performance is GOOD Or BAD**

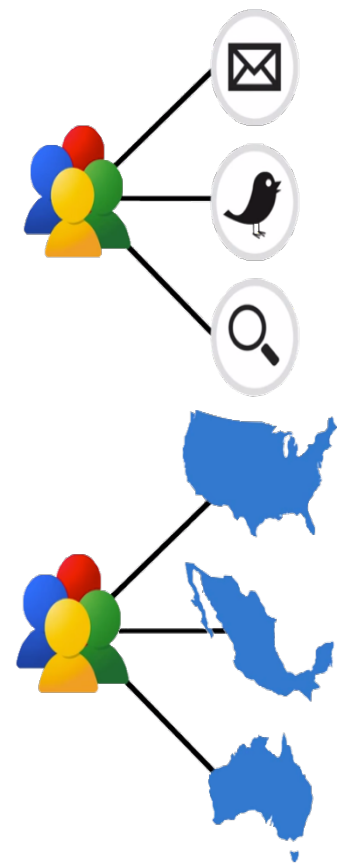
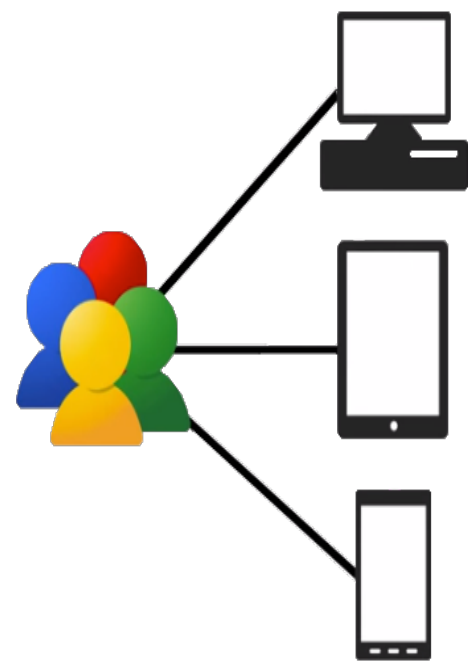
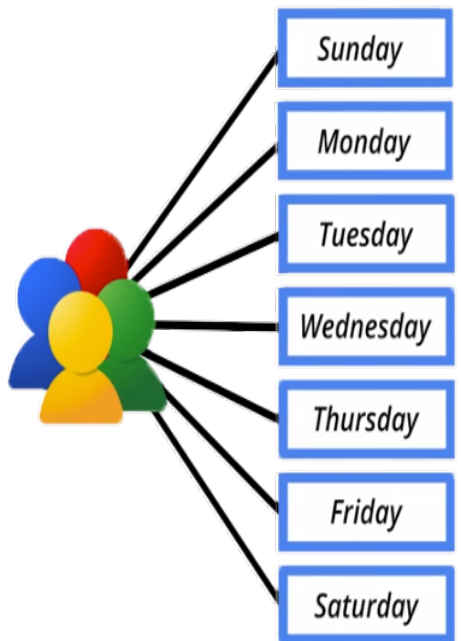
Internally

Externally



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Segmentation examples



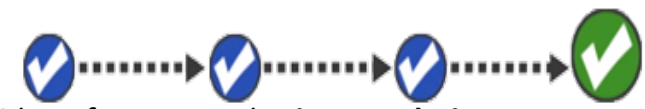


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Conversion and Conversion attribution

Two Important Concepts use to measure Customers Journey:

- ✗ Conversion
- ✗ Conversion Attribution



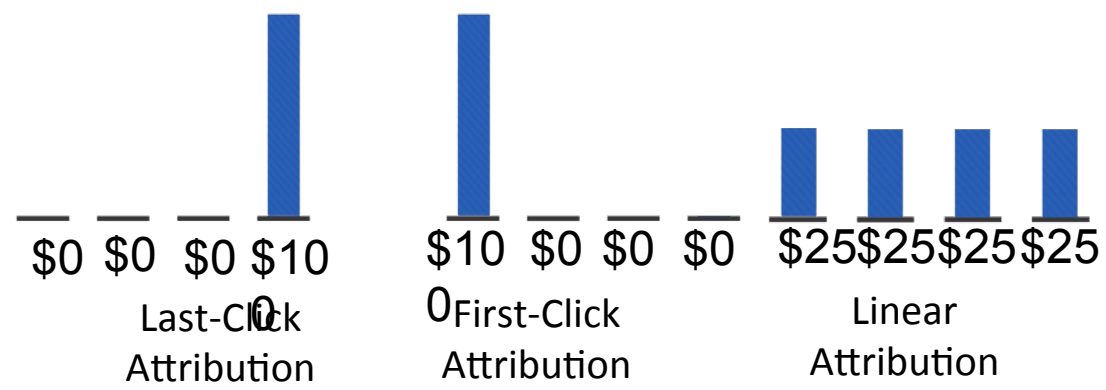
One of the most important Idea of Digital Analytics is the idea of **Macro** and **Micro Analytics**

Micro Analytics Macro Analytics

Attribution:

Is Assigning credit for a conversion.

Three Types of Attribution:

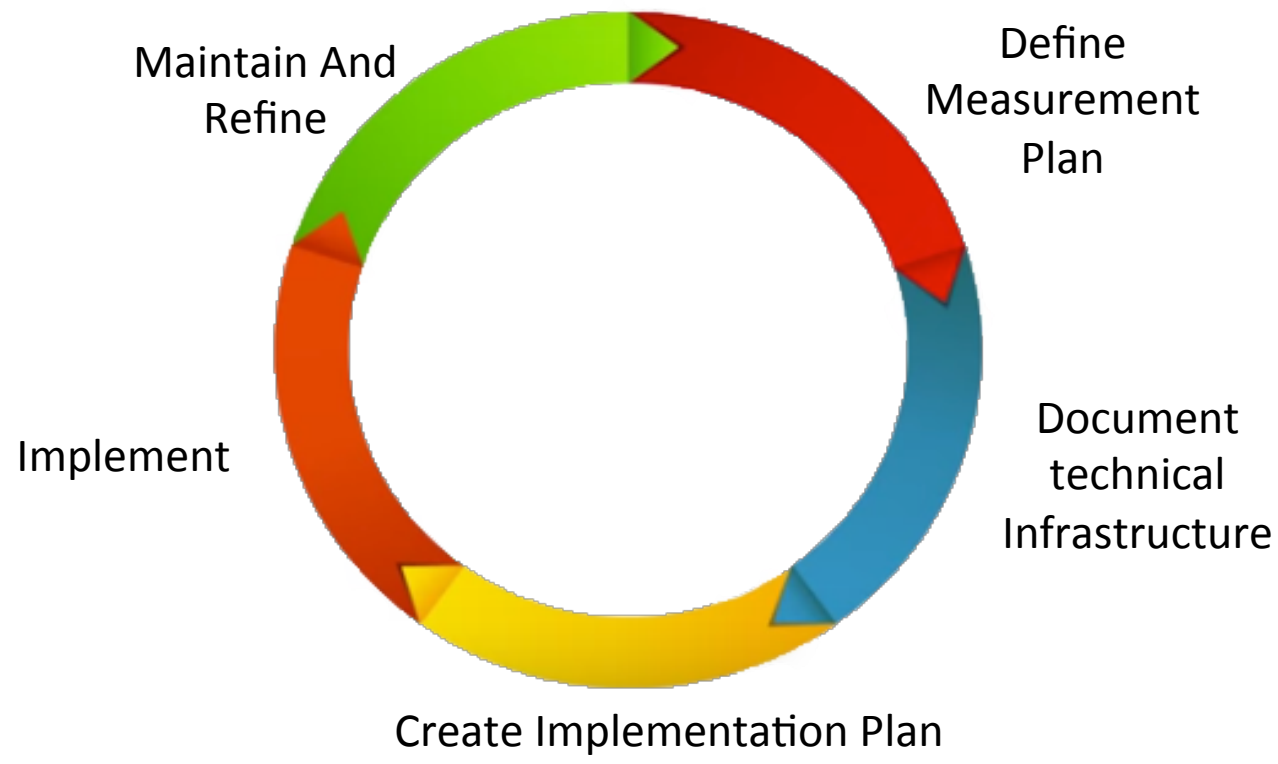




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Creating a Measurement plan

Building Your Analytics Infrastructure





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5 Steps of Measurement Planning

Step 1 : Document business objectives

Step 2: Identify strategies and tactics

Step 3: Choose KPIs (Key Performance Indicators)

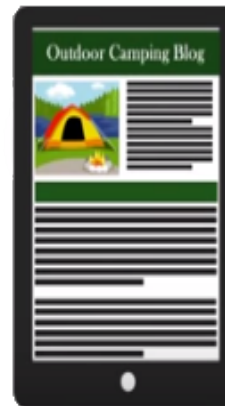
Step 4: Choose Segments

Step 5: Choose targets



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Example: an Outdoor Equipment Company



Blogs

Business Objectives:

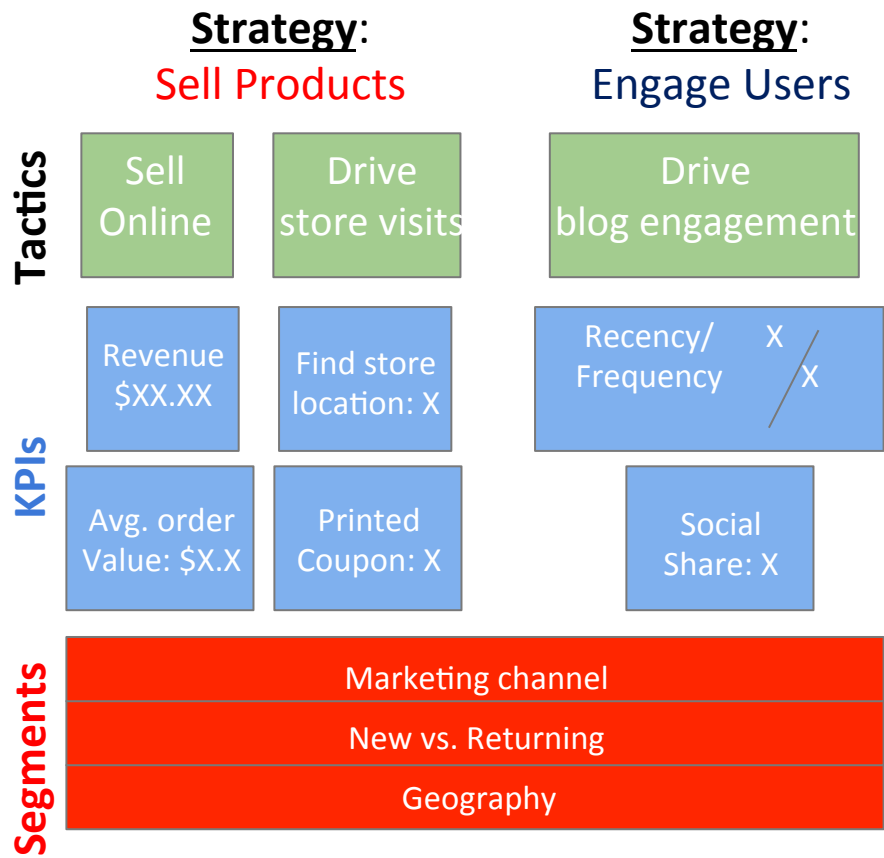
Help people enjoy the outdoors through innovative products and cultivate their love of the outdoors.



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Business Objectives:

Help people enjoy the outdoors through innovative products and cultivate their love of the outdoors.



Need context in your Data, To know whether the business is doing well or doing poorly

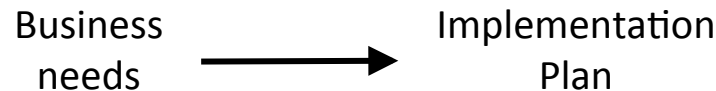
Finally Document the Document Plan



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Documenting the Technical environment

Involvement Your IT Team to Document Technical Infrastructure



Plan ahead for:

- query string parameters
- server redirects
- Flash and AJAX events
- multiple subdomains
- responsive web design



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Create Your Implementation Plan

- standard dimension & metrics → basic page tag
- business outcomes → goals & ecommerce
- clean, accurate data → filters/settings
- marketing channels → campaign tracking & AdWords linking
- simplified reporting → custom report & dashboards

Then Implement your plan



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Maintain and Refine

Your business requirements and your technical environment can change over time. Without a team to maintain your measurement plan, your data won't keep pace with your reporting needs.



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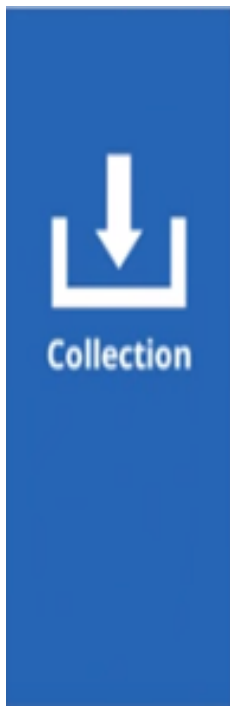
Understanding & Using Analytics Data

Four main components of Google Analytics system:





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Put Java Script Code on every page on your websites to collect information

One package of information is called **Hit** or **Interaction**



websites



mobile apps

You can use Google Analytics to collect data from:

& digital connected environments



kiosk

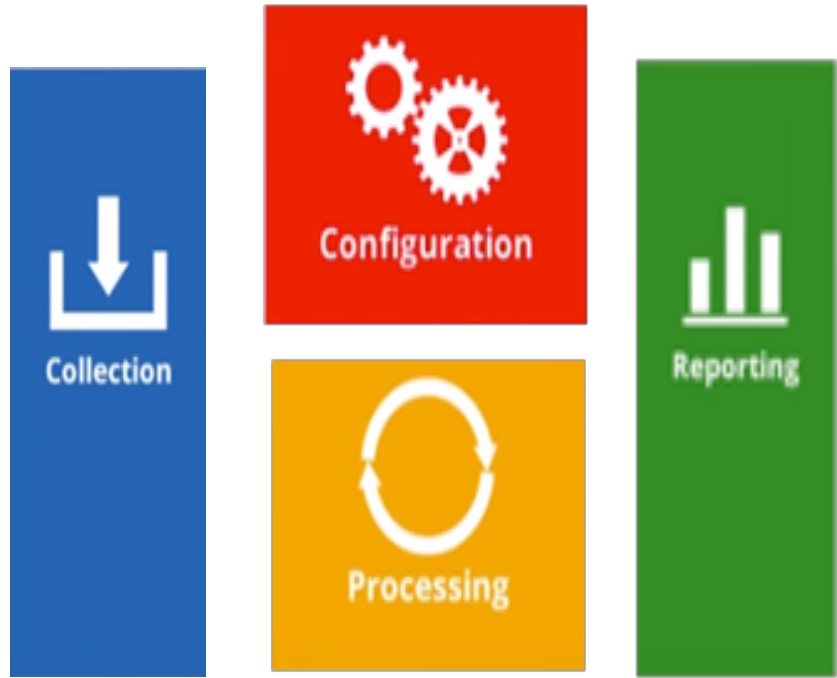


point of sale system



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Google Analytics applies your configuration settings, such as filters, to the raw data. Once your data is processed, the data is stored in a database. Once the data has been processed and inserted into the database, it can't be changed.



Typically, you will use the web interface at www.google.com/analytics to access your data. However, it is also possible to systematically retrieve data from your Google Analytics account using your own application code and the Core Reporting API.

This is the “transformation” step that turns your raw data to something useful.



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Key Metrics and Dimensions Defined

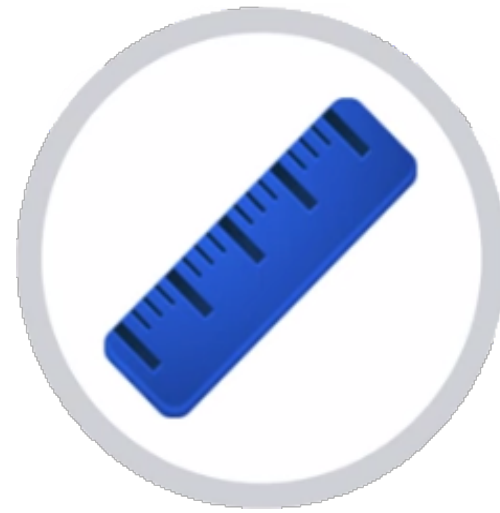
Two Types of Data

Dimensions



It describe characteristics of your users, their sessions and actions.

Metrics



Metrics are the quantitative measurements of users, sessions and actions. Metrics are numerical data.

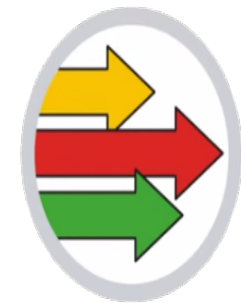


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Key Metrics and Dimensions Defined

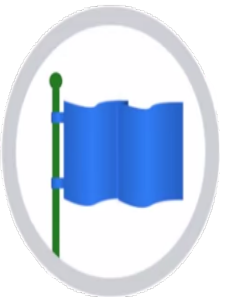
Example Dimensions

User Dimension Session Dimension Interaction Dimension



Example Metrics

Audience Metrics Behavior Metrics Conversion Metrics



Dimensions

Metrics

Visitor or User

Page or Visit

Conversion Rate



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Collecting Actionable Data with Analytics

Creating an Account

Set Up your Google Analytics account and begin Collecting Data

- Creating an account
- getting the tracking Code

In creating your Analytics Account: You are ask to What would you like to track?

A **Website** or a **Mobile application**

If you select **Website** you will receive a piece of Java code that you must add every page on the site you want to track

Once you add the code to your site, you should see data immediately in the **Real Time reports**

If you're tracking a **mobile application** you will download a Mobile Software Development kit or SDK and share it with your development team.

There's an SDK for the Android platform as well as IOS.



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Collecting Actionable Data with Analytics

There are other ways to add the Google Analytics tracking code to a site.

- ❖ Using a Tag Management Tool



Google Tag Manager

- ❖ Providing Plug ins

- Sites like Blogger, WordPress or Drupal
 - simply require you to input your analytics ID in the administrator settings, and platform taking care the tagging from their.



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Understanding Your Account Structure

Example from our Fictional Outdoor Company

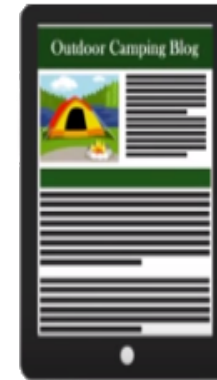


My Outdoor Store



My Outdoor Store - mobile app data

- 1 - mobile app (master view)
- 2 - mobile app (test view)
- 3 - mobile app (unfiltered view)
- 4 - mobile app (tablet only)
- 5 - mobile app (smartphone only)



My Outdoor Store



My Outdoor Store - website data

- 1 - www.myoutdoorstore.com (master view)
- 2 - www.myoutdoorstore.com (test view)
- 3 - www.myoutdoorstore.com (unfiltered view)





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Setting Up Basic Filters

Filters provide a flexible way of modifying data within each view:

Filters can:

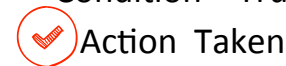
- ❖ exclude data
- ❖ include Data
- ❖ change data
 - ❖ lowercase
 - ❖ uppercase
 - ❖ advanced filters that remove , replace and combine field

Filters help you transform data so it's better aligned with your business data needs

Filters are set of instructions to transform data into view.

We call this Rules a Conditions

Condition = True



Action Taken

Condition = False



No Action Taken



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Setting Up Basic Filters

First you have to identify what type of data you want to evaluate or change

1. Filter field:

Examples are:

- User IP Address
- Device type
- Geographic Location

Filter Type Predefined filter Custom filter

- traffic from the ISP domain
- traffic from the IP addresses
- traffic to the subdirectories
- traffic to the hostname

2. Specify the condition or set of rules:

Examples are:

- that are equal to
- that begin with
- that end with
- that contain

3. Choose the action:

- include data
- exclude data
- change data

Filter Type Predefined filter Custom filter

- Exclude
- Include
- Lowercase
- Uppercase
- Search and Replace
- Advanced

Filter Field

Filter Pattern

Case Sensitive Yes No



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Setting up Goals and Ecommerce

Once you enable Goals you get metrics like:

- conversions
- conversion rate

Specific features of Google analytics Goals

Goals are configured at View level

Goal types:

→ Destination

ex: thanks.html

→ Duration

ex: 5 minutes or more

→ pages/Screen per visit

ex: 3 pages

→ Event

ex: played a video



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Setting up Goals and Ecommerce

Goals that track user actions

1. Destination Goal:

a page on your website that users see when they complete an activity.



Types of matching type:

- ❖ Equals to
- ❖ Begins with
- ❖ Regular expressions

2.

Event Goal:

triggered when a user does something specific like downloading a PDF or starting a video



3.

Pages per visit Goal:

triggered when a user sees more or fewer pages than a threshold that you specify.



4.

Time on site:

triggered when a user's visit exceeds or falls below a threshold that you set.





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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.



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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



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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



End of Part I

