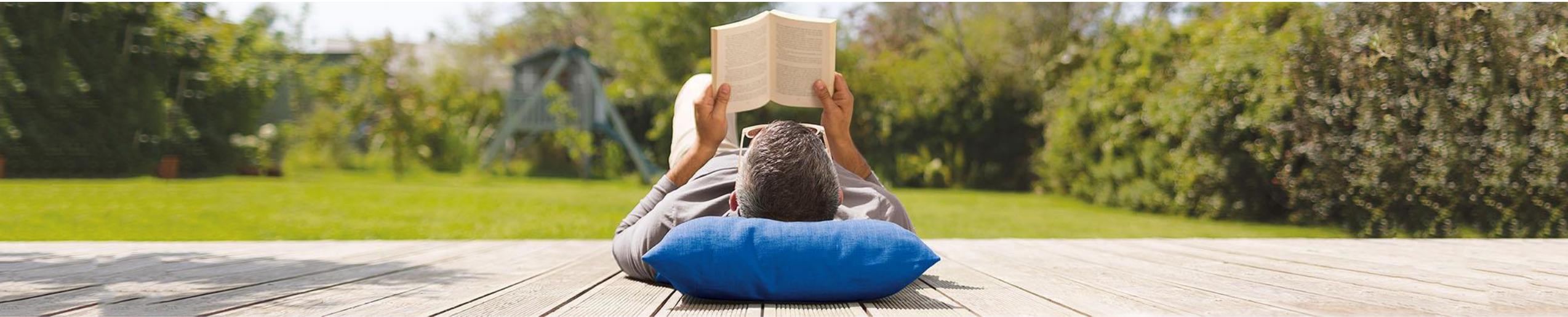


# Google Analytics: Part one



# AGENDA



# AGENDA

- What is Google Analytics
- How to set it up
- Important definitions
- Digital marketing & measurement model
- Reporting overview
- Setting up goals
- Creating a dashboard
- Summary



# OBJECTIVES



# OBJECTIVES

- Understand what web analytics is and what it isn't
- Understand how to set Google Analytics up
- Understand the variety of information it can give us
- Understand how to make goals and dashboards



# WHAT IS GOOGLE ANALYTICS?



# WHAT IS GOOGLE ANALYTICS?

It helps with describing visitors

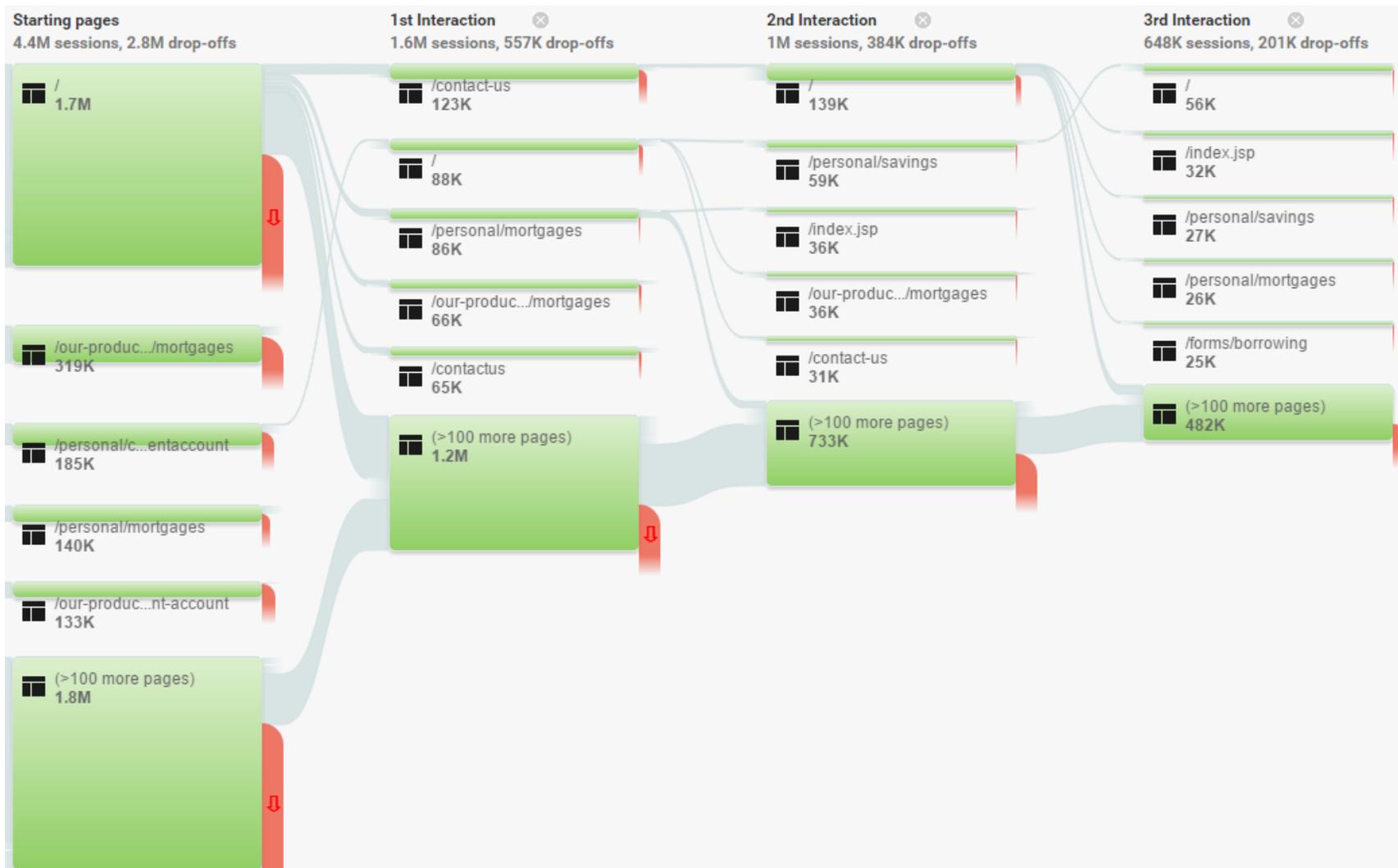
- Female
- Chrome
- Samsung Galaxy S9
- Yoga enthusiast



- Cork
- 25 – 34
- Uses Spanish as a default browser language
- Returning visitor

# WHAT IS GOOGLE ANALYTICS?

It shows us how visitors flow through our site



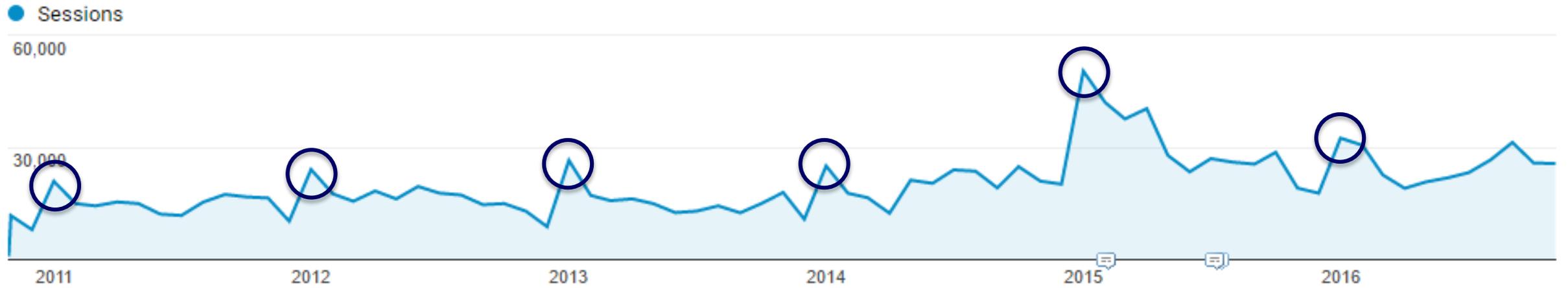
# WHAT IS GOOGLE ANALYTICS?

It tracks actions visitors perform on our site

Event Category	Total Events	% Total Events
1. Scroll Depth	10,353,363	63.79%
2. Enhanced Ecommerce	1,044,384	6.43%
3. Calculator	525,350	3.24%
4. Online Banking	505,884	3.12%
5. Mortgage Calculator Button	348,959	2.15%
6. Contact Us	295,309	1.82%
7. Form: /forms/borrowing/application.aspx	230,910	1.42%
8. Call To action	226,071	1.39%
9. Form: /forms/borrowing/application.aspx?product=1	156,593	0.96%
10. Mortgages Calculator	156,556	0.96%

# WHAT IS GOOGLE ANALYTICS?

It helps with identifying trends and seasonality



# WHAT IS GOOGLE ANALYTICS?

Google Analytics:

- Can't show you exactly what visitors wanted or had issues with
- Can't show whether visitors left feeling happy or frustrated
- Doesn't know what happens outside of the website
- Doesn't reveal the identity of your visitors
- Doesn't record visitors in private browsing or using blockers
- Doesn't execute on resources that don't support Javascript (PDFs)
- Doesn't track users beyond the cookie (yet, for the most part)

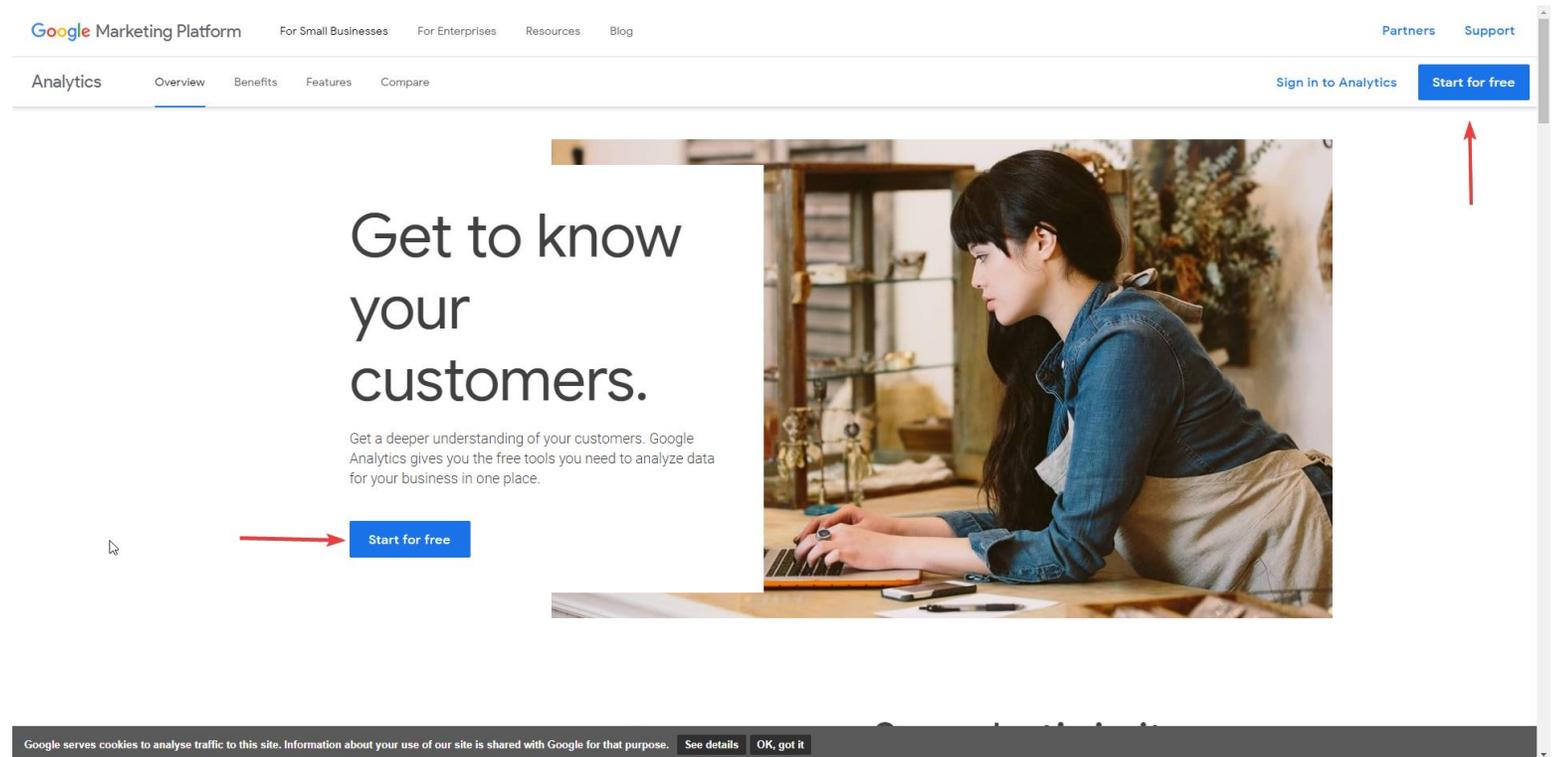
# HOW TO SET UP GOOGLE ANALYTICS?



# HOW TO SET UP GOOGLE ANALYTICS?

Create a Google Analytics account

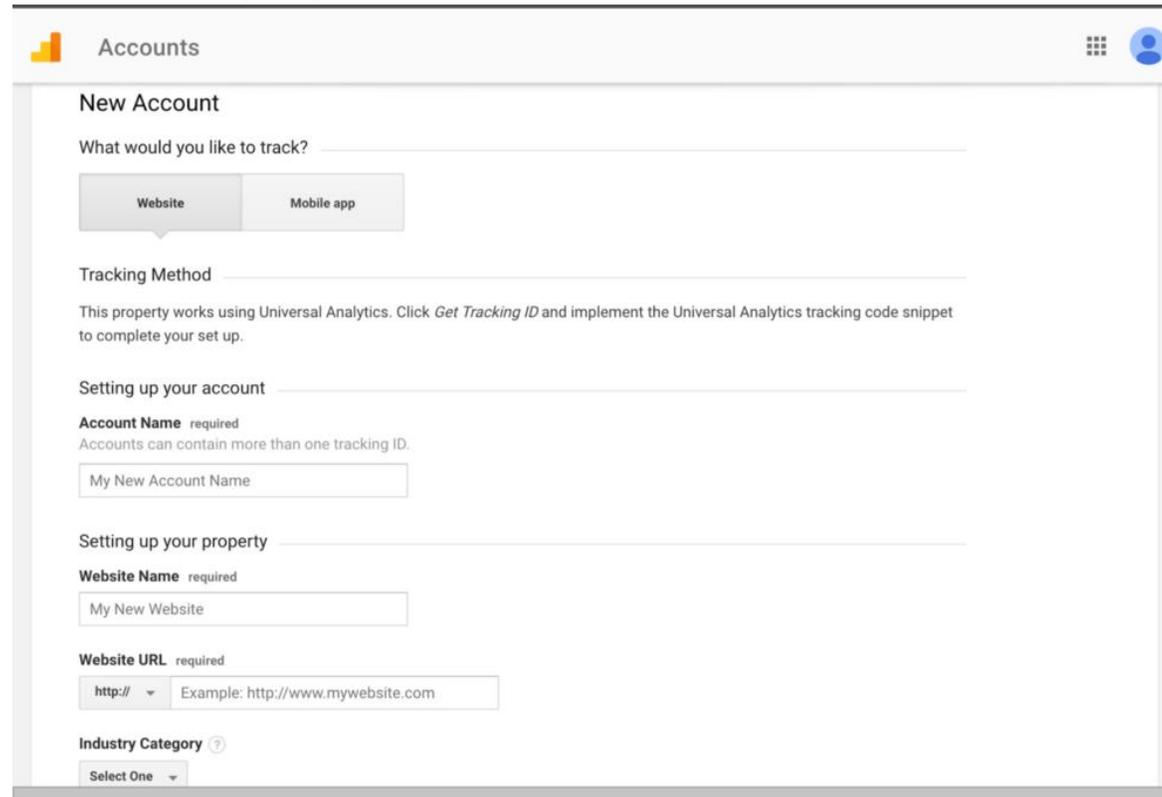
1. Go to <https://marketingplatform.google.com/about/analytics/>
2. Click the 'Start for free' button



# HOW TO SET UP GOOGLE ANALYTICS?

Create a Google Analytics account

- Set up your account and property by filling out the form

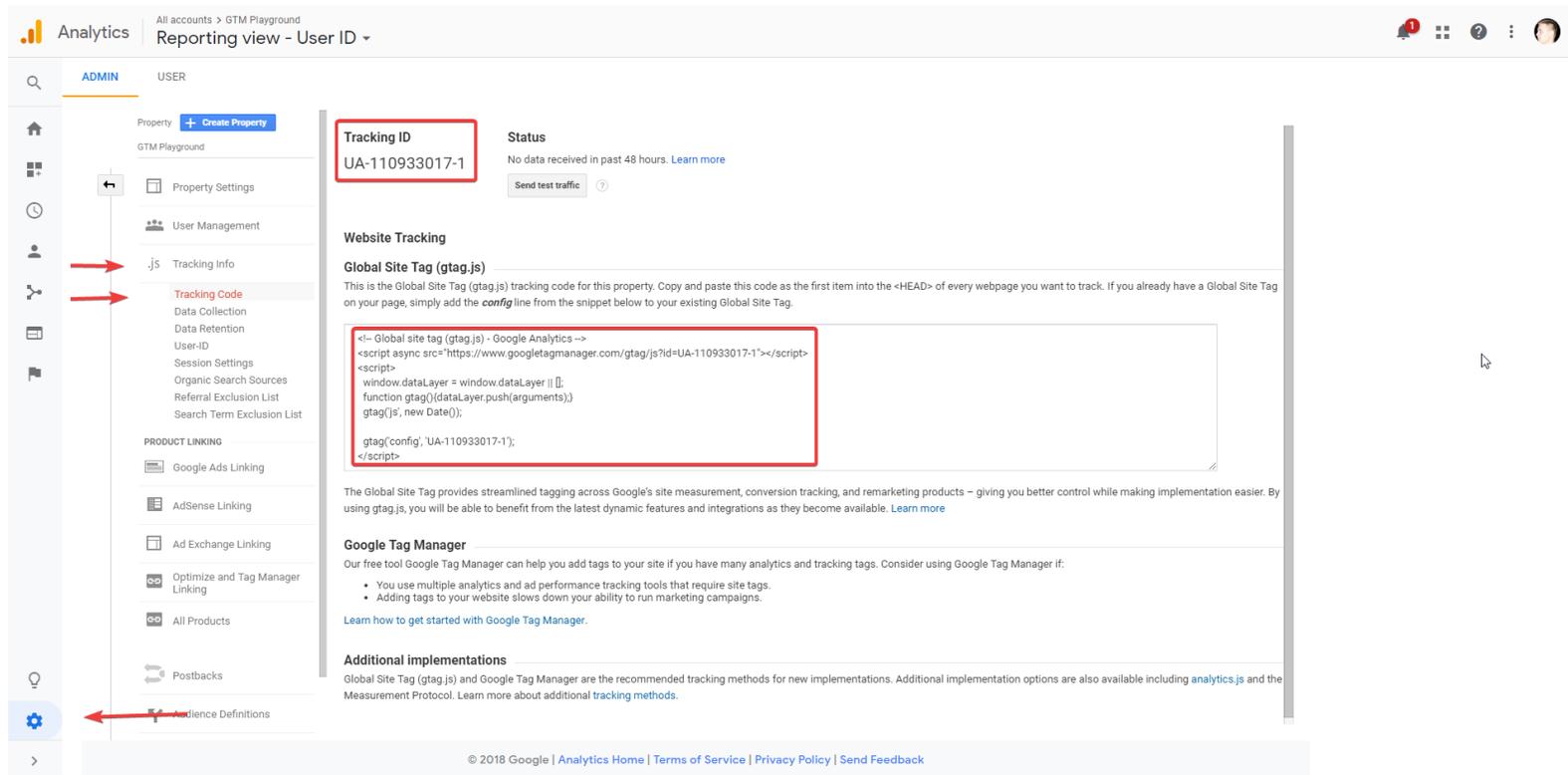


The screenshot shows the 'Accounts' page in Google Analytics. The main heading is 'New Account'. Below this, there is a question 'What would you like to track?' with two buttons: 'Website' and 'Mobile app'. The 'Website' button is selected. Underneath, there is a 'Tracking Method' section with a text input field and a note: 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.' The next section is 'Setting up your account', which includes a required 'Account Name' field with the placeholder text 'My New Account Name'. Below that is 'Setting up your property', which includes a required 'Website Name' field with the placeholder 'My New Website', a required 'Website URL' field with a dropdown menu set to 'http://' and the placeholder 'Example: http://www.mywebsite.com', and an 'Industry Category' dropdown menu set to 'Select One'.

# HOW TO SET UP GOOGLE ANALYTICS?

## Get the tracking code

- Navigate to Admin / Tracking Info / Tracking Code



The screenshot shows the Google Analytics Admin interface for a property named 'GTM Playground'. The left sidebar contains navigation options: ADMIN, USER, Property Settings, User Management, Tracking Info (highlighted with a red arrow), Tracking Code (highlighted with a red arrow), Data Collection, Data Retention, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List, PRODUCT LINKING, Google Ads Linking, AdSense Linking, Ad Exchange Linking, Optimize and Tag Manager Linking, All Products, Postbacks, and Audience Definitions (highlighted with a red arrow). The main content area displays the Tracking ID 'UA-110933017-1' and the Status 'No data received in past 48 hours. Learn more'. Below this is the 'Website Tracking' section, which includes the 'Global Site Tag (gtag.js)' code snippet. The code snippet is highlighted with a red box and is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-110933017-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-110933017-1');
</script>
```

The 'Additional implementations' section at the bottom of the page provides further information on tracking methods.

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code directly onto the website

- Paste the tracking code as the first item into the <head> tag on every page of the site

```
<!doctype html>
<html lang="hr" class="no-js gr__fightsite_hr" xml:lang="hr">
  ▼<head>
    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://www.googletagmanager.com/gtag/js?id=UA-110933017-1"></script>
    ▼<script>
      window.dataLayer = window.dataLayer || [];
      function gtag(){dataLayer.push(arguments);}
      gtag('js', new Date());

      gtag('config', 'UA-110933017-1');
    </script>
```

# HOW TO SET UP GOOGLE ANALYTICS?

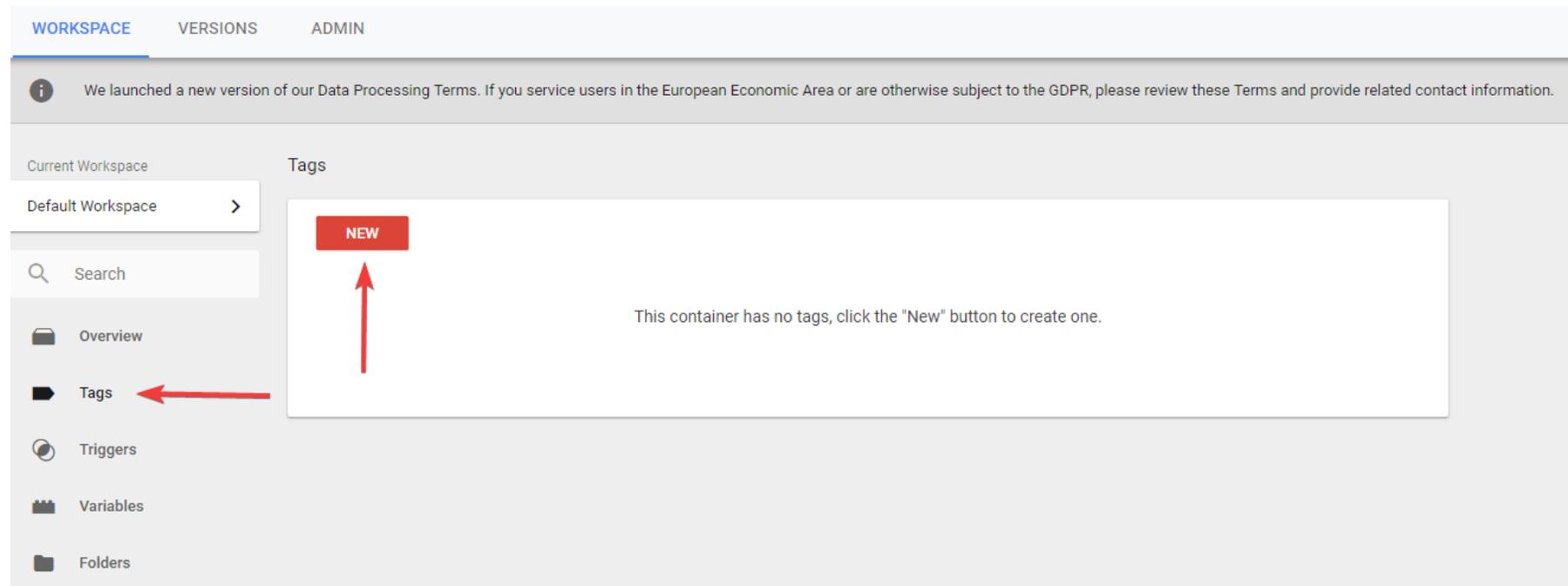
**An alternative method:** Install the tracking code via Google Tag Manager

1. Go to <http://tagmanager.google.com/>
2. Create a Google Tag Manager account
3. Install the GTM tracking code on every page of the website

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager

1. Navigate to the 'Tags' section
2. Click the 'NEW' button



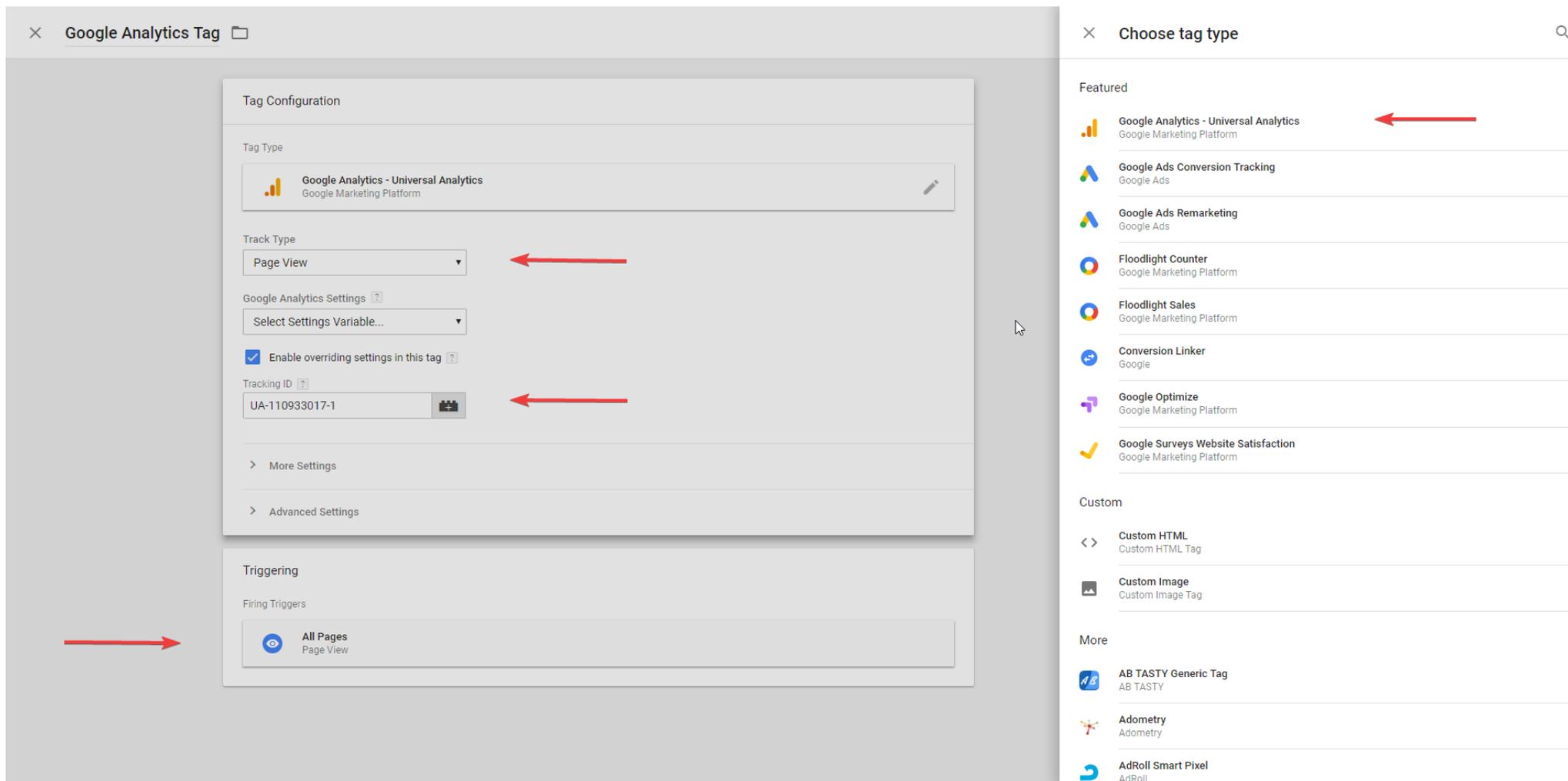
# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager

1. Choose the 'Google Analytics – Universal Analytics' tag type
2. Choose the 'Page View' as the Track Type
3. Tick the 'Enable overriding settings in this tag'
4. Paste the Tracking ID from the Google Analytics account tracking code section
5. Add the trigger 'All pages'
6. Save the tag and publish the changes

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager



The image shows a screenshot of the Google Tag Manager interface. On the left, the 'Tag Configuration' panel is open for a 'Google Analytics Tag'. The 'Tag Type' is set to 'Google Analytics - Universal Analytics'. The 'Track Type' is set to 'Page View'. The 'Tracking ID' is 'UA-110933017-1'. The 'Triggers' section shows 'All Pages' selected. On the right, the 'Choose tag type' panel is open, showing a list of tag types. A red arrow points to 'Google Analytics - Universal Analytics' in the 'Featured' section.

Google Analytics Tag

Tag Configuration

Tag Type

Google Analytics - Universal Analytics  
Google Marketing Platform

Track Type

Page View

Google Analytics Settings

Select Settings Variable...

Enable overriding settings in this tag

Tracking ID

UA-110933017-1

More Settings

Advanced Settings

Triggers

Firing Triggers

All Pages  
Page View

Choose tag type

Featured

Google Analytics - Universal Analytics  
Google Marketing Platform

Google Ads Conversion Tracking  
Google Ads

Google Ads Remarketing  
Google Ads

Floodlight Counter  
Google Marketing Platform

Floodlight Sales  
Google Marketing Platform

Conversion Linker  
Google

Google Optimize  
Google Marketing Platform

Google Surveys Website Satisfaction  
Google Marketing Platform

Custom

Custom HTML  
Custom HTML Tag

Custom Image  
Custom Image Tag

More

AB TASTY Generic Tag  
AB TASTY

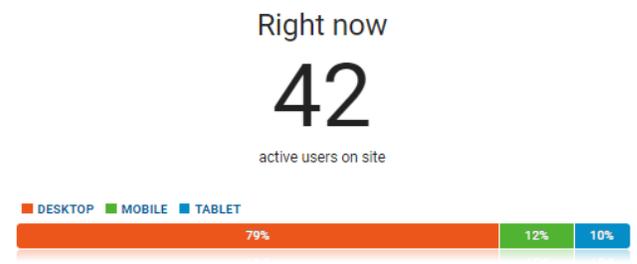
Adometry  
Adometry

AdRoll Smart Pixel  
AdRoll

# HOW TO SET UP GOOGLE ANALYTICS?

Verify tracking is working via the Real Time report in Google Analytics

- Home
- Customisation
- REPORTS
- Real-Time
- Overview
- Locations
- Traffic Sources
- Content
- Events
- Conversions
- Audience
- Acquisition
- Behaviour
- Conversions



**Top Referrals:**

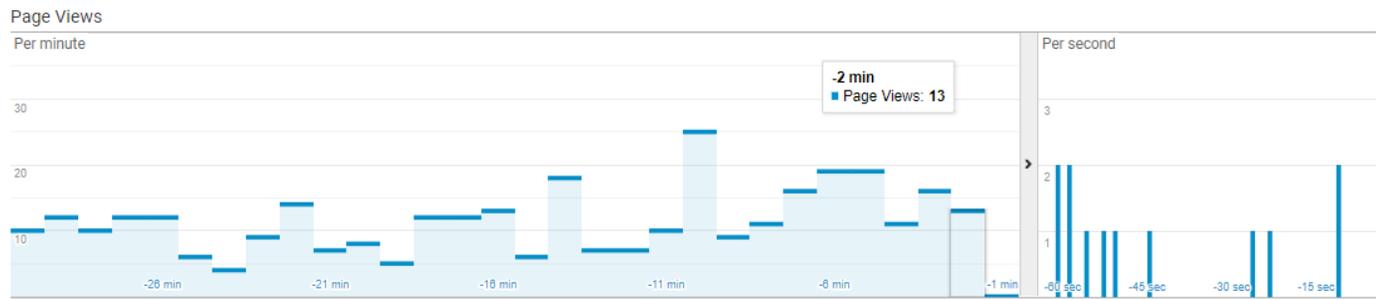
Source	Active Users ↓
1. financialbroker.ie	1

**Top Social Traffic:**

Source	Active Users ↓
There is no data for this view.	

**Top Keywords:**

Keyword	Active Users ↓
1. (not provided)	10
2. zurich fund centre	1



**Top Active Pages:**

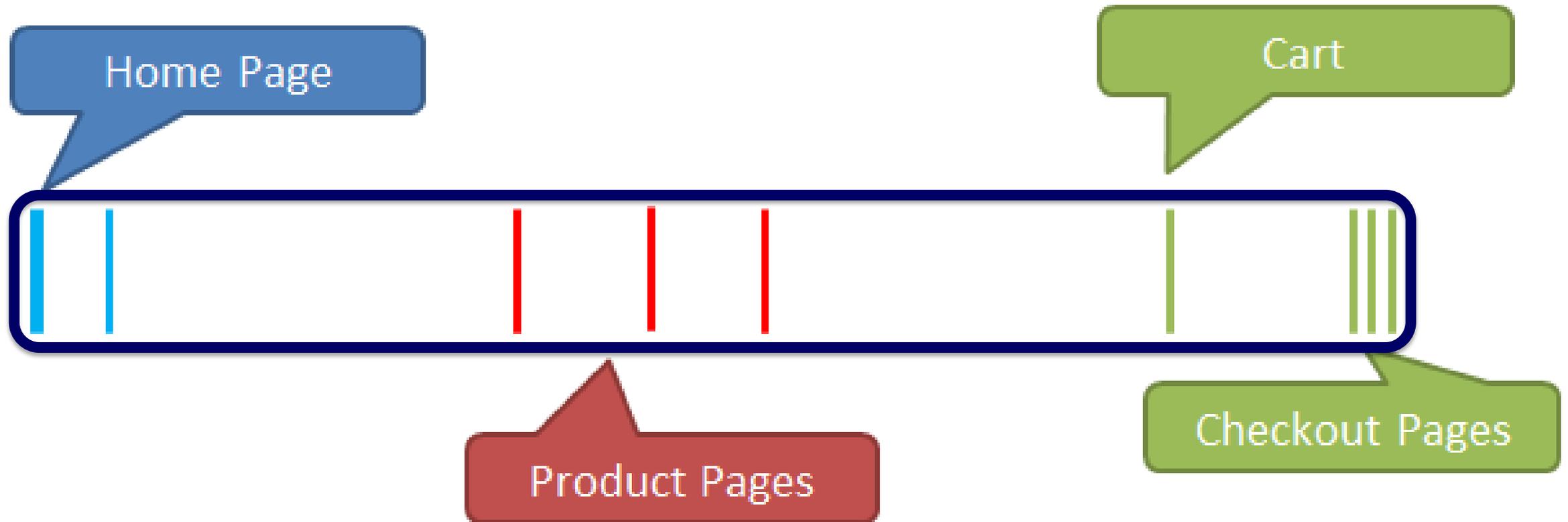
Active Page	Active Users ↓	Percentage
1. /broker-centre/home.jsp	3	7.14%
2. /bgsi/sales_centre/mib/index.jsp	2	4.76%
3. /funds/fund-performance-calculator/home.jsp	2	4.76%
4. /funds/fund-products/equi...ed-global-equity/home.jsp	2	4.76%
5. /bgsi/index.jsp	1	2.38%
6. /bgsi/sales_centre/lis_gtp/index.jsp	1	2.38%
7. /bgsi/sales_centre/scp_personal/index.jsp	1	2.38%
8. /bgsi/search_results/fund_values.jsp	1	2.38%
9. /bgsi/search_results/policy_documentation.jsp	1	2.38%
10. /bgsi/underwriting/limits_guidelines.jsp	1	2.38%

# IMPORTANT DEFINITIONS



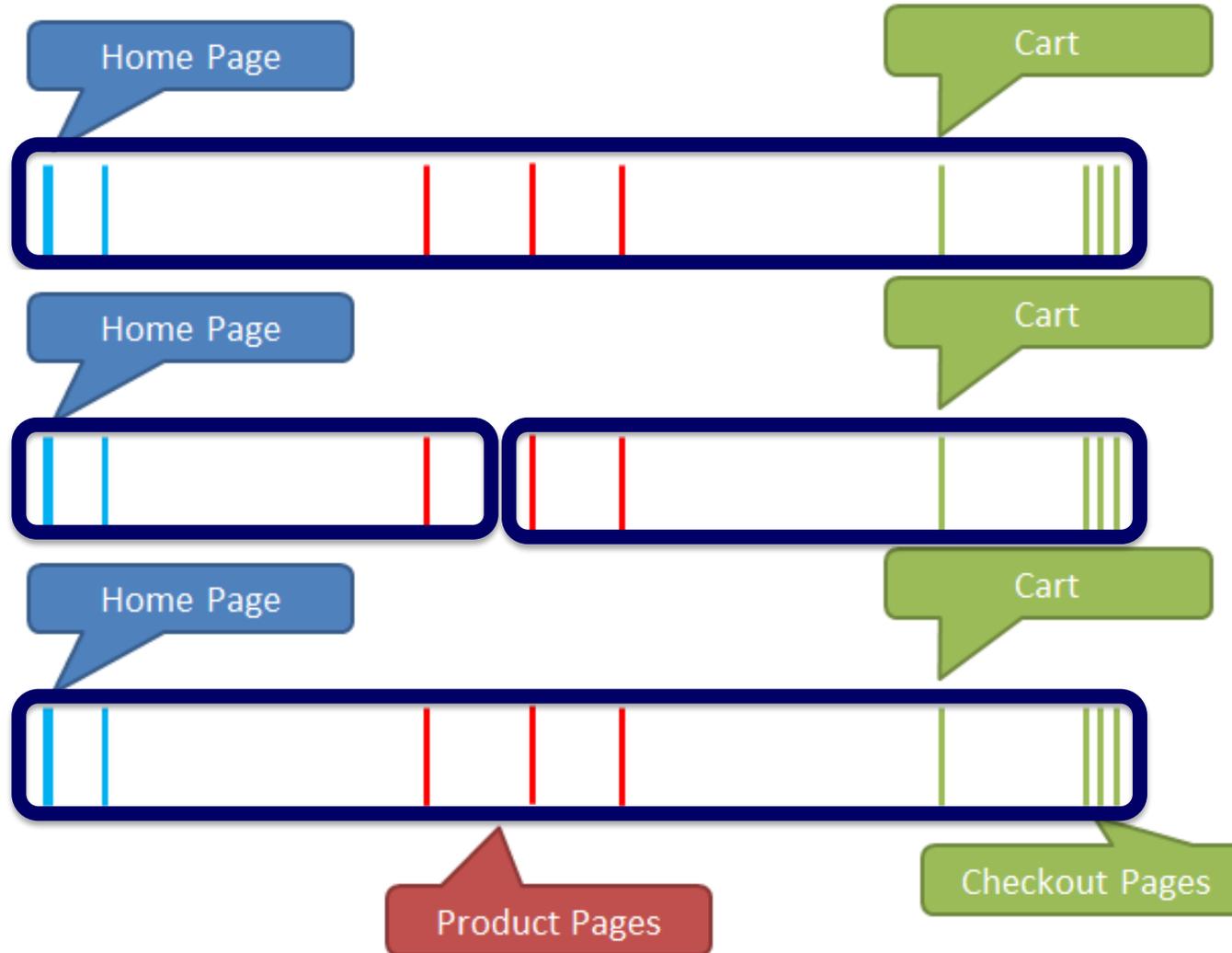
# IMPORTANT DEFINITIONS

Pageview vs Session vs User



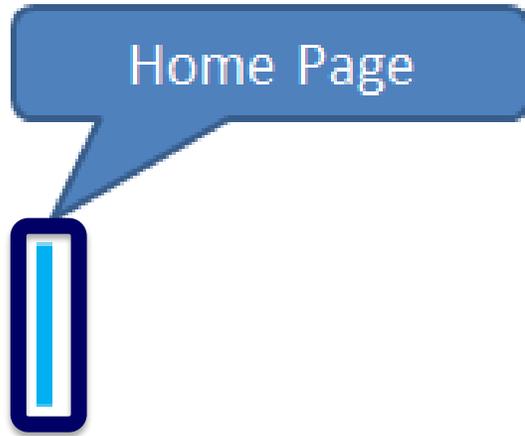
# IMPORTANT DEFINITIONS

## Pageview vs Session vs User



# IMPORTANT DEFINITIONS

Typical Session vs Bounce



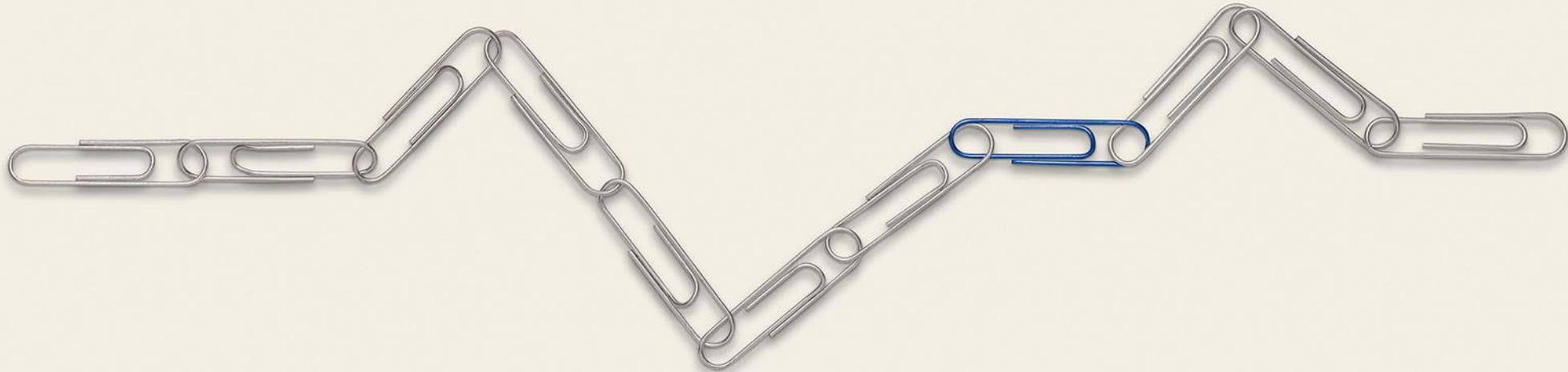
# IMPORTANT DEFINITIONS



## Acquisition – Behaviour - Conversions

Source / Medium ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	4,366,494 <small>% of Total: 100.00% (4,366,494)</small>	55.97% <small>Avg for View: 55.94% (0.06%)</small>	2,443,836 <small>% of Total: 100.06% (2,442,408)</small>	54.57% <small>Avg for View: 54.57% (0.00%)</small>	2.78 <small>Avg for View: 2.78 (0.00%)</small>	00:02:17 <small>Avg for View: 00:02:17 (0.00%)</small>	1.12% <small>Avg for View: 1.12% (0.00%)</small>	48,917 <small>% of Total: 100.00% (48,917)</small>	€2,087,314,065.39 <small>% of Total: 100.00% (€2,087,314,065.39)</small>
1. google / organic	1,531,477 (35.07%)	50.22%	769,092 (31.47%)	43.60%	3.31	00:02:50	0.81%	12,365 (25.28%)	€540,669,818.06 (25.90%)
2. google / cpc	998,331 (22.86%)	51.25%	511,633 (20.94%)	49.60%	2.93	00:02:24	1.96%	19,611 (40.09%)	€860,311,640.19 (41.22%)
3. (direct) / (none)	754,300 (17.27%)	59.36%	447,730 (18.32%)	57.68%	2.67	00:02:15	0.73%	5,518 (11.28%)	€406,062,810.32 (19.45%)
4. bing / organic	88,215 (2.02%)	50.63%	44,659 (1.83%)	42.91%	3.42	00:02:36	1.03%	906 (1.85%)	€49,624,280.00 (2.38%)
5. N5457.134426.GOOGLEDISPLAYNETWORK / display	80,901 (1.85%)	61.40%	49,677 (2.03%)	86.44%	1.24	00:00:57	0.06%	46 (0.09%)	€437,650.00 (0.02%)
6. N5457.375584.THEJOURNAL.IE5 / display	74,310 (1.70%)	71.83%	53,380 (2.18%)	90.75%	1.17	00:00:29	0.10%	77 (0.16%)	€5,723,100.00 (0.27%)
7. N5457.1750088.IRISHMIRROR.IE3 / display	72,985 (1.67%)	84.80%	61,889 (2.53%)	97.42%	1.05	00:00:05	0.04%	31 (0.06%)	€26,500.00 (0.00%)
8. N5457.151082.DAFT.IE1 / display	55,699 (1.28%)	77.17%	42,982 (1.76%)	68.28%	1.87	00:01:23	0.70%	389 (0.80%)	€72,010,700.00 (3.45%)
9. yahoo / organic	44,402 (1.02%)	55.01%	24,425 (1.00%)	48.14%	3.07	00:02:30	0.59%	264 (0.54%)	€12,524,620.00 (0.60%)
10. online.kbc.ie / referral	36,668 (0.84%)	7.67%	2,812 (0.12%)	61.45%	2.24	00:02:28	1.42%	521 (1.07%)	€7,001,024.42 (0.34%)

# DIGITAL MARKETING & MEASUREMENT MODEL



# DIGITAL MARKETING & MEASUREMENT MODEL

The importance of a model

OBJECTIVE	INCREASE SALES	IMPROVE EFFICIENCIES	ESTABLISH THE ABC BRAND
GOAL	Improve Conversion Rate Increase Customer Spend per Order	Identify True Opportunity	Win New Visitors Build Fan Base
* KPI	Conversion Rate Average Order Value	Task Completion Rate	Market Share of Visits Fan Base Connections
SEGMENT	On-Site Search vs. Non On-Site Search Product Recommendations	Task Completion Rate per Primary Purpose of Visit	Connections per medium Upstream and Downstream Traffic ABC Store Footprint vs. Non-Footprint
TARGET	FY: 1.78% May: 1.72% FY: \$93.03 May: \$83.79	FY: 80 May: 72	Hold 3.00% of the Department Store online market share Grow Fan Base by 37.67% or 1,013,266 connections

*“There is one difference between winners and losers when it comes to web analytics. Winners, well before they think data or tool, have a well structured Digital Marketing & Measurement Model. Losers don't.”*

Avinash Kaushik

# DIGITAL MARKETING & MEASUREMENT MODEL

## Steps

1. Identify business **objectives**
2. Identify a **goal** for each business objective
3. Define **key performance indicators**
4. Set **targets** for each key performance indicator
5. Identify **segments** of people/behavior/outcomes



# Thank you