

MARKETING ANALYTICS YOUR GUIDE TO SUCCESSFUL CAMPAIGN TRACKING



BUILDING THE
FOUNDATION FOR
ADVANCED WEB
ANALYTICS

2017



PANALYSIS

INTRODUCTION

Campaign Tracking for Success

To get the most value from Google Analytics you need to take a structured and planned approach to tracking and assessing your advertising campaigns.

For most marketers this may be easier said than done. **The challenges are many:**

- multiple team members administering campaigns
- inconsistent tagging approaches
- complex and often overlapping communication activities

Then there are the nuances of Google Analytics default settings. Understanding which settings are right for your business isn't always easy. As a Google Analytics Certified Partner, Panalysis can help you.

 **THIS GUIDE TAKES YOU THROUGH THE KEY POINTS OF CAMPAIGN TRACKING FOR SUCCESS.**



HOW TRAFFIC IS IDENTIFIED

Google Analytics automatically recognises the source of traffic to websites based on a set of predefined 'Rules'.

These rules group traffic sources into one of 3 main channels:

Search Traffic

Direct Traffic

Referral Traffic

Where Google Analytics cannot identify the Referrer it sets the source to Direct.

This is a **default rule** in Google Analytics.



This default rule is a campaign tracking hurdle for most marketers. It means your Direct traffic reports may include traffic that is not actually Direct. Using Custom Campaign tagging is essential to ensure you get accurate reports.



Google Analytics lets you set your own rules. This is a feature called Custom Campaigns and the process is called tagging.

CUSTOM CAMPAIGNS

Tagging for success

Custom Campaigns are created easily by adding specific parameters and corresponding values to website links.

Google provides a tool to help you do this. The output is a link appended with parameters and values you can share with partners and advertisers.

When a web visitor clicks on, or enters this link into a browser, Google Analytics looks for and identifies these specific parameters and values.

These parameters are called **UTM Tracking Parameters**, and their values populate Campaign Dimensions in Google Analytics.



UTM Tracking Parameters. The acronym UTM stands for Urchin Tracking Monitor. Urchin was the company that Google acquired in 2006 and was the basis of Google Analytics.

CUSTOM CAMPAIGNS

There are **5 Dimensions** which Google Analytics recognises.

Dimension	Description	Example
medium	<i>Required:</i> Top level channel the visitor used	email
source	<i>Required:</i> Source the visitor came from	wines_direct
campaign	<i>Required:</i> Marketing Campaign Name	2017_summer_special_white_wines
content	<i>Optional:</i> The creative the user interacted with	launch_email_partner_customers
term	<i>Optional:</i> Track either the keyword bid on, or the search term the user entered	<i>Not relevant in this example</i>



The correct format to use in the query parameter names is `utm_[dimensionname]`



Set up your own tags using the Google URL Builder. Remember, how you construct these are critical to successful campaign analysis.

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

CUSTOM CAMPAIGNS

Primary Dimension: **Source/Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾

Sort Type: Default ▾

<input type="checkbox"/>	1. google / organic	10,543 (74.94%)	90.83%	9,576 (75.56%)
<input type="checkbox"/>	2. (direct) / (none)	2,210 (15.71%)	88.28%	1,951 (15.39%)
<input type="checkbox"/>	3. wines_direct / email	229 (1.63%)	91.27%	209 (1.65%)
<input type="checkbox"/>	4. wines_direct / social	214 (1.52%)	93.93%	201 (1.59%)

Primary Dimension: **Campaign** Source Medium Source/Medium Other ▾

Plot Rows Secondary dimension: Ad Content ▾

Sort Type: Default ▾

<input type="checkbox"/>	Campaign ?	Ad Content ? ✕	Acquisition
			Sessions ? ↓
<input type="checkbox"/>	1. 2017_summer_special_white_wines	launch_email_partner_customers	120 (36.04%)
<input type="checkbox"/>	2. 2017_summer_special_white_wines	launch_email_new_subscribers	47 (14.11%)
<input type="checkbox"/>	3. 2017_summer_special_white_wines	launch_email_past_customers	47 (14.11%)



www.example.com?utm_source=wines_direct&utm_medium=email&utm_campaign=2017_summer_special&utm_content=launch_email_partner_customers

PRE-PLAN YOUR STRUCTURE

Planning ahead creates value

Time is tight, resources are strained and you need to get ads into market. Do you really need to set up custom tags? **YES!**

Before you publish your ads, invest in a little pre-planning. We promise it will save you time, money and improve your overall campaign performance in the long run. There are 4 easy steps.

- ❶ Create a consistent Campaign Tagging & Naming Convention
- ❷ Ensure everyone is aware of it, and uses it consistently
- ❸ Group campaigns for easy analysis
- ❹ Keep score



Making decisions on inaccurate data is costly.

If you don't tag consistently your reports will require manual consolidation. This not only wastes time but introduces risk in reporting accuracy.

CAMPAIGN TAGGING & NAMING CONVENTIONS

Putting it all together

The first step in creating a **Campaign Tagging & Naming Convention** is to prepare a Master List of the **medium** and **source** tags you use – including online and offline channels.

Example **mediums** include:

- *Online*: social, email, content, banner, pr, rss, partner ...
- *Offline*: tv, print, radio, outdoor ...you get the idea.

When setting the **source**, it is recommended to create meaningful, descriptive high level names – for example partnercompanyname, tradingdeskname or advertisername.

Each time you use a new advertiser, define the source name and record the source name in a master list – and don't forget to share.



Remember: Consistent standardization
makes analysis easier, faster and more valuable.

CAMPAIGN TAGGING & NAMING CONVENTIONS

Naming Conventions

The second step is to develop your Campaign Taxonomy. Below are a few structural recommendations.

Together your **Master List** and **Campaign Taxonomy** will ensure everyone who creates campaign tracking URLs has a set of consistent rules to follow.

- ✓ Create an alphabetical and numerical hierarchy for name and content.
- ✓ Keep the campaign **name** structure high level and make it reflective of your business. Consider how to best structure recurring offers, different product groupings, locations and dates.
- ✓ Reference more granular information such as audience groups, different messaging and images at the **content** level.
- ✓ For search engines other than Google, use the **term** to track the user's search query or the keyword bid on.



Want more? We see campaigns all day, every day and can help your team develop a structure that's right for your company.

CAMPAIGN TAGGING & NAMING CONVENTIONS

Custom Campaign Tagging

Key points to remember...

- ✓ Use lower case values. Google Analytics reports are case sensitive and different capitalisations result in the creation of new reporting lines if found.
- ✓ Use a term consistently. Avoid variations e.g. email vs e-mail or facebook vs face-book
- ✓ Always tag URLs with UTM parameters before using URL shortening tools
- ✓ Consider if you need to be more descriptive with email as a source. Do you have multiple systems or need to track paid, transactional and owned emails separately?
- ✓ Follow these same rules in AdWords and your emailing or marketing automation systems, and check auto-tagging is set up correctly
- ✓ Underscores help significantly in manipulating data in Excel and are easier to scan in online reports.
- ✓ Always test URLs in the browser address bar to ensure all parameters are coming through.



GROUPING CAMPAIGNS

Make life easy.

Structure campaign tags into Groups

It is rare that a campaign will exist in isolation. You may have a series of emails within a campaign and will want to know how each of these contributed overall. Descriptive naming becomes very important.

Dimension	Example	Example	Example
medium	email	email	email
source	owned_ marketing	owned_ transactional	wines_direct
name	2017_summer_ special_white_wines	2017_summer_ special_white_wines	2017_summer_ special_white_wines
content	launch_email_ new_subscribers	confirmation_email_ new_subscribers	launch_email_ partner_customers
	launch_email_ past_customers	confirmation_email_ past_customers	



To really improve your campaign reporting structures, consider using the **Google Analytics Campaign Channels** feature.

3 MORE HELPFUL TIPS

1. Auto Tag where possible


If Google Analytics is integrated correctly with Adwords, and you have auto-tagging enabled, you don't need to tag your Adwords URLs. Bing also lets you enable automated UTM Tracking.

2. Don't Tag Internal Web Promotions

If you have promotional elements on your own website, don't tag them using UTM Parameters. Tagging these results in a new session being generated and an incremental count of session data. They also overwrite original traffic source data.

3. Use Campaign Channels

Campaign Channels allow you to customise your channel groupings e.g. you can break Social Traffic into Paid Social and Owned Social.

 **Don't forget to test your UTMs.** You should always test after creation and again as soon as the campaign launches. To do this, check that all UTM parameters appear in the browser address bar and report accurately in Google Analytics.

KEEPING SCORE

The value of insight

It takes effort to develop and follow a methodical approach to campaign analytics. Keeping track of what you have done in the past and learning what works over time is highly valuable intelligence.

We recommend developing a Campaign Diary and recording the results of your campaigns – specifically look at which channels and advertisers work for different audiences and campaign types. A campaign debrief is also a good way to share learnings with the wider team.

Don't forget. You can also add annotations in Google Analytics for each campaign you run. This is quick and easy to do, and adds so much value that it's hard to believe it isn't used more.

Who we are. Panalysis is Australia's oldest and longest serving Google Analytics Certified Partner. Since 2001 we have been providing strategic measurement and insights to clients to improve their online and marketing performance. We specialise in web, mobile and marketing analytics. We are experts in developing customised dashboards and reports, including the integration of data from external systems into analytics systems data. If you need help with setting up, reviewing or upgrading your analytics services ask us for a free consultation. www.panalysis.com/marketinganalytics

Google Analytics

Google Analytics 360



PANALYSIS

THE BIG PICTURE

Laying the foundation for success

Unless you have a very simple business you will be running multiple campaigns, across multiple channels, managed by multiple users and agencies.

These campaigns will interact with each other and sometimes $1+1$ will equal >2 . The combined effects of campaigns can be greater than the individual effects.

The process of understanding these effects is called Attribution Modelling. This guide has outlined a process for structuring campaign tags. This process lays the foundation for more valuable attribution modelling and advanced features.

Getting the foundation right is critical. Here we have provided a simplified overview of a complex activity. What is right for one organisation may not be right for another.

Always check with your Google Analytics Certified Partner.



**ASK US ABOUT
CUSTOM CAMPAIGNS
CAMPAIGN CHANNELS
ATTRIBUTION MODELLING**



REQUEST A MARKETING ANALYTICS ASSESSMENT

Take the first step towards improving your
marketing performance.

ASK US HOW



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