# GOOGLE ANALYTICS DEMO

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# SET UP GOOGLE ANALYTICS ACCOUNT

▪ Google Analytics website: https://marketingplatform.google.com/about/analytics/
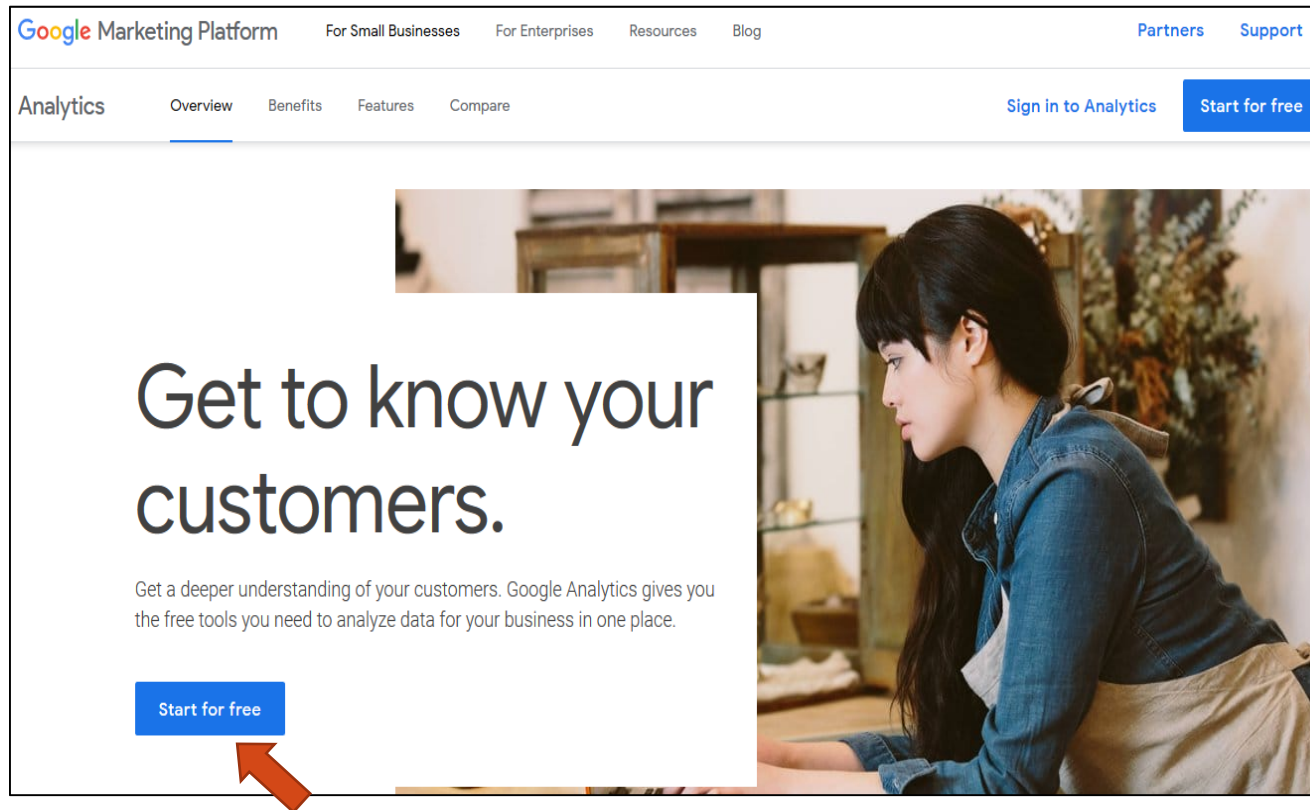
# ADD GOOGLE ANALYTICS DEMO ACCOUNT

- The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It's a great way to look at real business data and experiment with Google Analytics features.

- To access demo account: https://support.google.com/analytics/answer/6367342

- The data in the account is typical of what you would see for an ecommerce site, and includes the following kinds of information:
  - **Traffic source data** Information about where website users originate. This includes information about organic traffic, paid search traffic, and display traffic.
  - **Content data** Information about the behavior of users on the site. This includes the URLs of pages that users look at, and how they interact with page content.
  - **Transaction data** Information about the transactions that occur on the Google Merchandise Store website.

# GOOGLE ANALYTICS REPORTS

## Audience- Who came to our site?

- Where geographically?
- Have they been here before?
- How often do they come back?
- What devices do they use?

## Acquisition- How did they get here?

- What channels are driving the most traffic?
- Which sites are sending traffic to your site?
- Which campaigns are driving the most traffic?

## Behavior- What did they look at?

- Which pages?
- Where did they enter and leave?
- What did they search for?
- What actions did they take?

## Conversions- Were they successful?

- Did they complete our goals?
- Did they complete a transaction?
- If not, where did they drop out?

# AUDIENCE REPORTS

| Audience- Who came to our site? |
|---|
| • Where geographically? |
| • Have they been here before? |
| • How often do they come back? |
| • What devices do they use? |

- Dimensions
  - Where are the users coming from?
  - Which device, OS, browser are they using?
  - Can add additional dimensions, e.g. which industry do the users represent

- Metrics
  - How are the users engaging with your site?

- Sample reports
  - Demographics – not available for all traffic, so interpret reports directionally
  - Geo location – location identified from IP address
  - Behavior new vs. returning – based on whether cookie was set for the first time
  - Behavior frequency & recency – count of sessions & days since last session
  - Behavior engagement – how long people spend on site and how many pages they visit?
  - Technology – whether your site is functional on all platforms

# ACQUISITION REPORTS

**Acquisition-** How did they get here?
- What channels are driving the most traffic?
- Which sites are sending traffic to your site?
- Which campaigns are driving the most traffic?

- Look at how good the different traffic sources are, and analyze the quality of traffic by e.g.,
  - Channels
  - Treemaps - uses size and color to compare traffic sources on two different metrics
  - Source/Medium - medium (more general) and source (more specific)
  - Referrals - analyze audience brought in by different referral traffic sources
  - Google Ads campaigns – see performance of Google Ads campaigns

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# BEHAVIOR REPORTS

| Behavior- What did they look at? |
|---|
| • Which pages? |
| • Where did they enter and leave? |
| • What did they search for? |
| • What actions did they take? |

- What content is popular?

- How do visitors navigate the site?

- How do visitors search for information on the site?

- Sample reports
  - Site content
    - All pages – which pages perform badly (need to be updated) and which perform well (provide directions on what content works)
    - Content drilldown – which section of website are being used most and how they are performing
    - Landing pages – performance of the pages through which people enter the website
    - Exit pages – last pages of user journal; are some of them common with landing pages?
  - Site search
    - What do people search for?
    - Should some campaigns be done around more used search terms?
    - Is there an implication for inventory management?

# CONVERSION REPORTS

| Conversions- Were they successful? |
|---|
| • Did they complete our goals? |
| • Did they complete a transaction? |
| • If not, where did they drop out? |

- Macro conversion
  - The final action that you want the customer to take – e.g. buying a product

- Micro conversion
  - The intermediate action that customers take on the journey to a macro conversion – e.g. visiting a product page
  - Specific to your business
  - Micro-conversions can be defined as goals

- Sample Reports
  - Funnel visualization
  - Ecommerce tracking – tracks different aspects of the conversion
  - Multi-channel funnel

# CAN YOU FIND THESE METRICS?

1. **Pageviews**: How many total pageviews occurred?

2. **Average Time on Page**: What was it overall? What was it for the homepage?

3. **Entry**: How many entries occurred on the homepage?

4. **Page Bounce Rate**: Find the bounce rate for the homepage.

5. **Sessions**: How many total sessions occurred?

6. **Average Page Depth**: Calculate it.

7. **Average Session Duration**: Find it.

8. **Average Order Value:** Find it.

9. **Revenue per Session**: Calculate it.

**Use July 1, 2018 to July 31, 2018**

# CAN YOU ANSWER THESE QUESTIONS?

1. Which marketing channel gives the best traffic?

2. Which of the following segments gives the best traffic?
   a) New vs. returning users
   b) Hours of a day for new vs. returning visitors

3. Which pages were viewed more by returning users?

4. Evaluate the effectiveness of a page by comparing the conversions of those who viewed the page versus those who did not view the page
   https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube

**Use July 1, 2018 to July 31, 2018**

# CAN YOU CREATE THESE SEGMENTS?

1.  Create a custom segment consisting of sessions using either Chrome or Safari.

2.  Create a custom segment consisting of users who purchased at least one item and came to site primarily through referral.

3.  Create a segment for users who purchased after 5th visit (in Multi-Channel Funnels reports only)

4.  Create a segment for users who showed interest in a product

# VISIT/SESSION VS. VISITOR LEVEL SEGMENTATION

# VISITOR LEVEL

# VISIT/SESSION LEVEL

# ATTRIBUTION

- Assigns credit for conversions to different digital touchpoints or channels along the conversion path.

- Top Conversion Paths Report

# DIFFERENT ATTRIBUTION MODELS

- A channel can play three roles in a conversion path:
  - *Last Interaction* is the referral that immediately precedes the conversion.
  - *Assist Interaction* is any referral that is on the conversion path, but is not the last interaction.
  - *First Interaction* is the first referral on the conversion path; it's a kind of assist interaction



Last Interaction/Click Attribution



Last Non-Direct Click Attribution
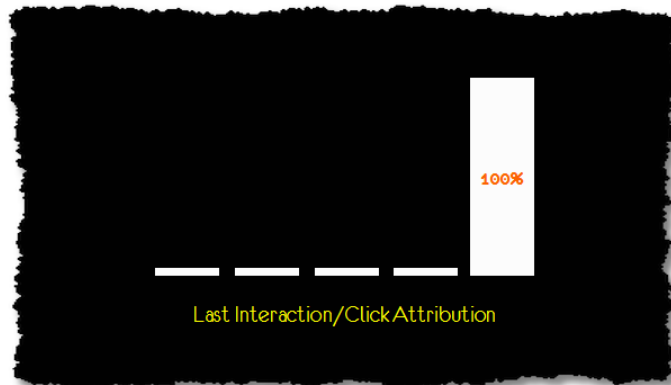
If your ads and campaigns are designed to attract people at the moment of purchase, or your business is primarily transactional with a sales cycle that does not involve a consideration phase, the Last Interaction model may be appropriate.
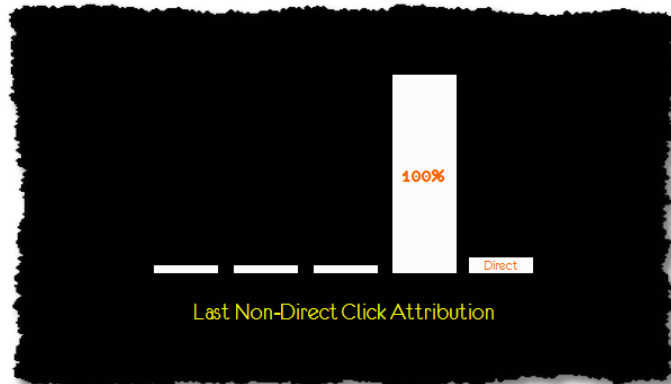
If you consider direct sessions to be from customers who have already been won through a different channel, then you may wish to filter out direct sessions and focus on the last marketing activity before conversion.

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# DIFFERENT ATTRIBUTION MODELS

100%

First Interaction/Click Attribution
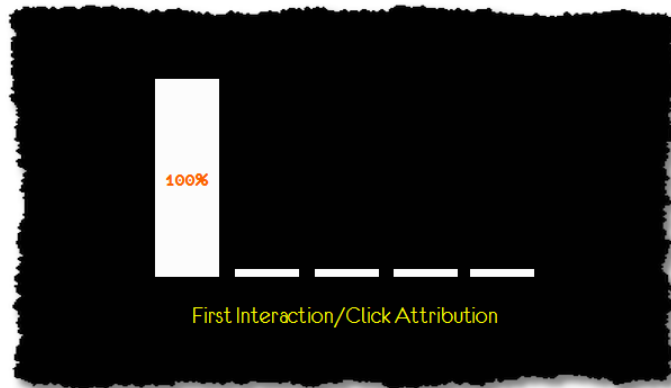
This model is appropriate if you run ads or campaigns to create initial awareness. For example, if your brand is not well known, you may place a premium on the keywords or channels that first exposed customers to the brand.

20%  20%  20%  20%  20%

Linear Attribution
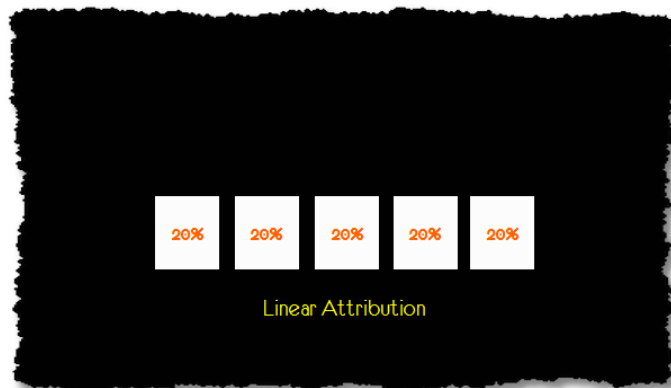
This model is useful if your campaigns are designed to maintain contact and awareness with the customer throughout the entire sales cycle. In this case, each touch point is equally important during the consideration process.

# DIFFERENT ATTRIBUTION MODELS



15%  17%  19%  23%  26%

Time Decay Attribution

If you run one-day or two-day promotion campaigns, you may wish to give more credit to interactions during the days of the promotion. In this case, interactions that occurred one week before have only a small value as compared to touch points near the conversion. The Time Decay model allows you to appropriately credit touch points during the day or two leading up to conversion.



40%  6.7%  6.7%  6.7%  40%

Position Based Attribution

If you most value touchpoints that introduced customers to your brand and final touchpoints that resulted in sales, use the Position Based model.