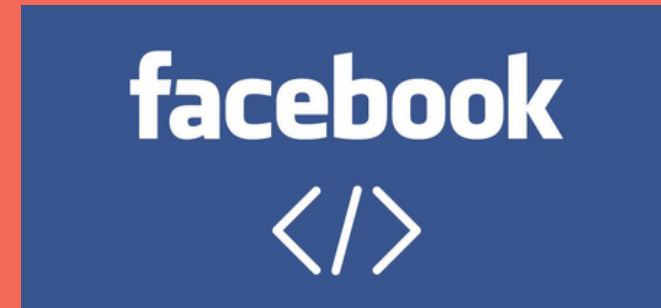
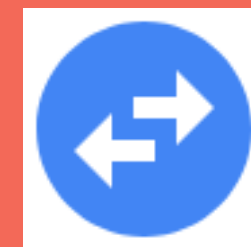


YASH SINOJIA

# Tracking Schanz.com



Ads



# Google Analytics Configuration



# Goals

- Contact Form Submit (Event)
- Request Brochure Submit (Event)
- Phone Call DE (Event)
- Email DE (Event)
- Select Profile Video Play (Event)

# Custom Dimensions

- |                  |           |
|------------------|-----------|
| 1. Client ID     | (Session) |
| 2. Session ID    | (Session) |
| 3. Hit Timestamp | (Hit)     |

# Filter

- Self IP Filter

# Brand Terms (Channel Grouping)

Active brand terms <span>?</span>	
braas	×
full profile	×
marki tex	×
roto	×
select profile	×
studio star	×
sun tex	×
vario star	×
velux	×
wiga star	×

# EE Funnel Steps

1. Viewed Home Page
2. Studio Star Click
3. Request Brochure Click

# Calculated Metrics

- Events / User (Int)  
 $\{\{\text{Total Events}\}\} / \{\{\text{Users}\}\}$
- Event Goal Completion (Float)  
 $\{\{\text{Goal Completions}\}\} / \{\{\text{Unique Events}\}\}$
- User Goal Conversion Rate (Percent)  
 $\{\{\text{Goal Completions}\}\} / \{\{\text{Users}\}\}$

# Content Grouping

- Asymmetric Roll Shutter Products
- Sun Room Shutter Products
- Other Sun Protection Products
- Counsellor



# Custom Alerts

- js Error
- New Engaged Visitor
- No Traffic
- Social Media Traffic Increase
- Social Media Traffic Decrease

# Custom Reports

- G Ads Leads by Device by Month
- Event Goal Report
- Dwell Time

# Custom Dashboard

- New Social Traffic Overview

# Attribution Model

## Model Comparison Tool

Conversion Segments | Export ▾ | Save

Conversion:  

All ▾

Type:  

All

Google Ads

Lookback Window:  
Set 

30

 days prior to conversion 

?

% of conversions: 0.00%

Last Interaction

vs

Test Model

Lookback window: 30 days

# Other Configurations

- Site Search Tracking
- Demographics and Interest Reporting

# Google Tag Management



# Custom Dimension Variables

- Get Client ID for Current Tracker
- Set Session ID
- Hit Timestamp Local Time with Offset



# Cookie

- First Visit Listener

## Variables

- firstSeen Cookie

# Geo Listener



Geo Plugin





# Form Submission

- Contact Form
- Request Brochure

## Variables

- Country Name
- Time to Conversion
- Source



# Email Clicks

- Email Schanz DE
- Email Schanz AT
- Email Schanz CH



# Phone Call

- Phone Call DE



# Video Tracking

- Select Profile Video

## Variables

- Video Action

# JavaScript Error Tracking



# EE Funnel

- Step 1: Viewed Homepage
- Step 2: Studio Star Click
- Step 3: Request Brochure Click
- Step 4: Request Brochure Form Submit



## Variables

- EE Object for Each Step

# Quick Link Enhancement

- Quick Link Colour Test
- Quick Link Hover Listener



## Triggers

- gtm.hover



# Adjusted Bounce Rate

- Timer 10 s





# Content Scroll Depth + Timer

- Home Page
- Save Energy Content

## Variables

- Time Since Pageload in Seconds (Custom)

# Outbound Link Click



## Variables

- Outbound Event (AEV)

# Dwell Time

- Listener SERP Bounce
- GA Dwell Timing



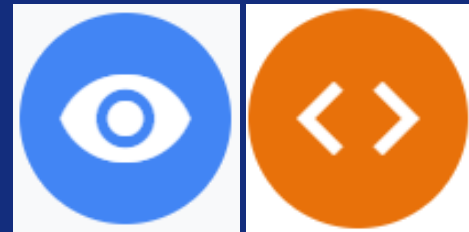
## Triggers

- Back to SERP
- Return to SERP

## Variables

- gtm.start
- timeToSerp

# Text Copy



# 404 Error



# What is incongruous?

- URL - Language