

DAB103

Analytic Tools and Decision Making

Google Analytics

WEEK 3

Learning Objectives

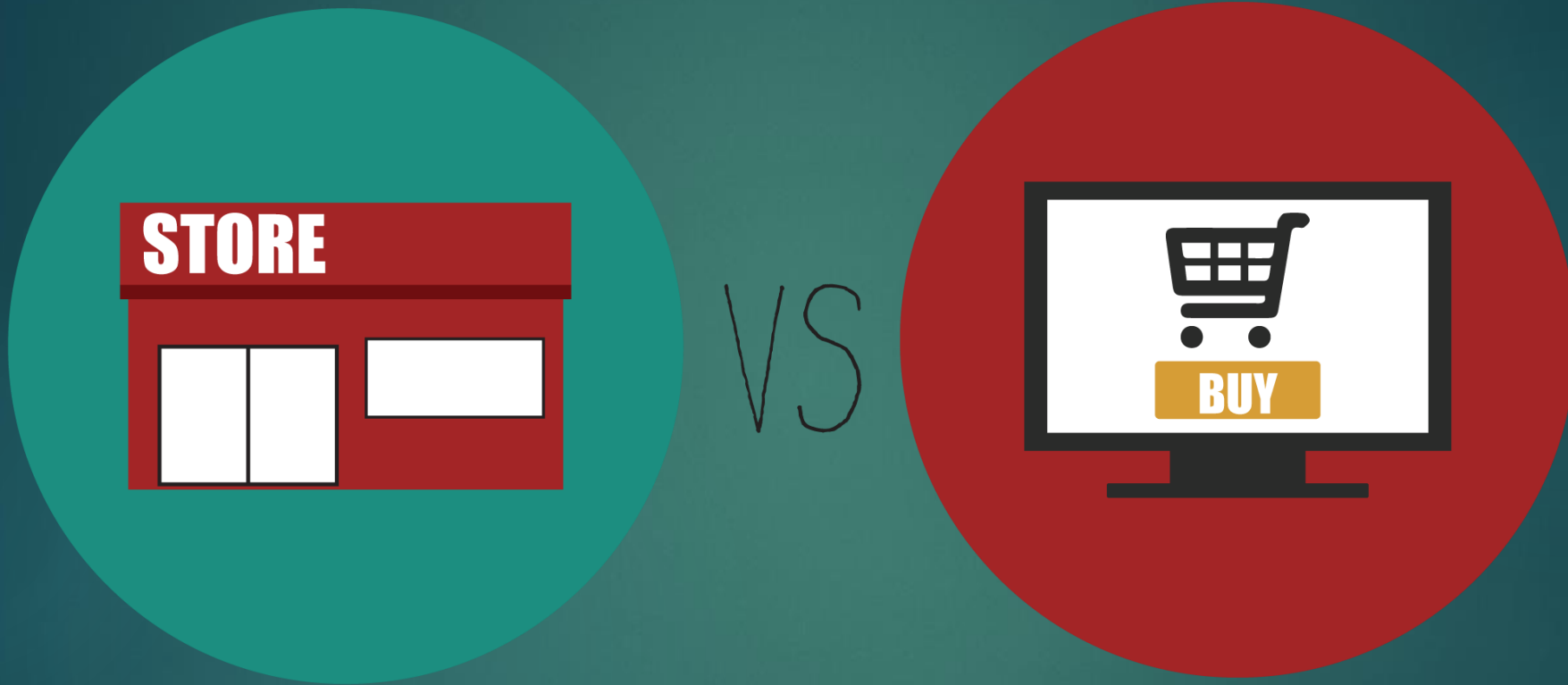
- ▶ Identify Business Values with Digital Analytics
- ▶ Understand how Google Analytic works



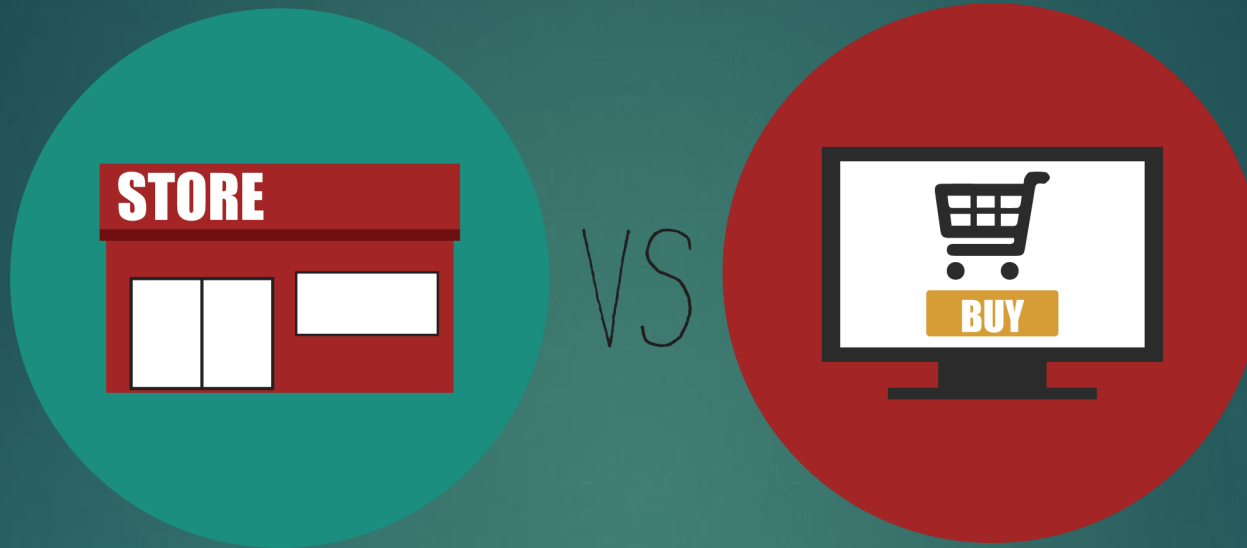
Digital Analytics Business Value



Physical Store vs. Web Store



Physical Store vs. Web Store



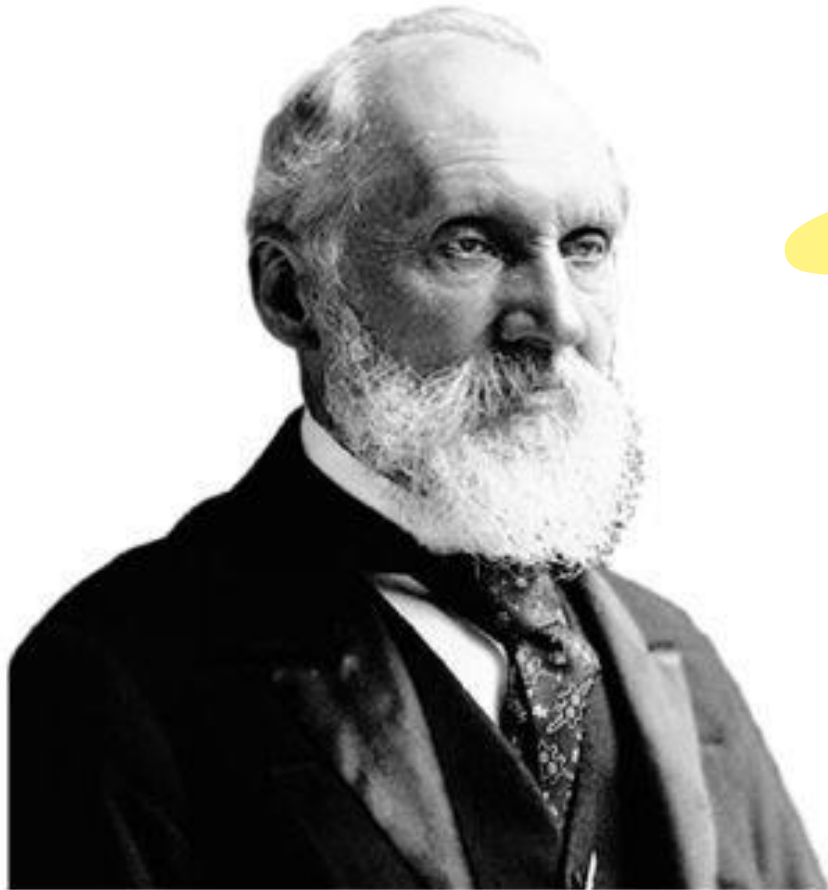
1. Customers want to see the product
2. The difficulty selling certain products online
3. Customer loyalty

1. You are open to the world
2. New Customers
3. New sales options
4. Lower costs
5. No schedules



Why understanding web traffic
is important for your
business?

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To measure
is to know.

If you can not
measure it,
you can not
improve it.

– Lord Kelvin

Why understanding web traffic is important for your business?

- ▶ For web analytics, identifying what works and what does not from a user's point of view web analytics helps in running a successful website.
- ▶ Web analytics constantly checks and monitors the health of a website.
- ▶ It is the study of online experience.



The Digital Marketing Funnel

(how companies attract and retain customers via the web)



Digital Analytics

- ▶ Digital analytics is about measuring your business goals, understanding your performance and finding areas of optimization and improvement.
- ▶ Focus on actionable intelligence leading to conversions.
- ▶ **Process of MALA (measure, analyze, learn, act)**
- ▶ Focus on the relationships between users, online business entity and their digital experience on the platform.



What is Google Analytics?

- ▶ Service provided by Google for **generating statistics** about the visits to a web site.
- ▶ Available since Aug. 2006 to anyone.
- ▶ Aimed at marketers.
- ▶ Free of charge.
- ▶ Paid for premium version also available.
- ▶ New features and functionality being added constantly.
- ▶ Allow business owners to see exactly who is coming to the web site and what they are doing.



Meet GA

- ▶ Website:
<https://marketingplatform.google.com/about/analytics/>
- ▶ YouTube:
<https://www.youtube.com/user/googleanalytics>

How GA Work?

Google Analytics works by the inclusion of a block of JavaScript **code** on pages in your website. When users visit the website and view a page, this JavaScript **code** references a JavaScript file which then executes the tracking operation for **Analytics**.

Two (2) requirement for GA:

1. Cookies

- ▶ Identify individual website users
- ▶ Gather data as users travel through the site
- ▶ Cookies must be enabled.

2. JavaScript Tracking Code

- ▶ Must be encoded on every webpage.
- ▶ JavaScript is required on the user's machine

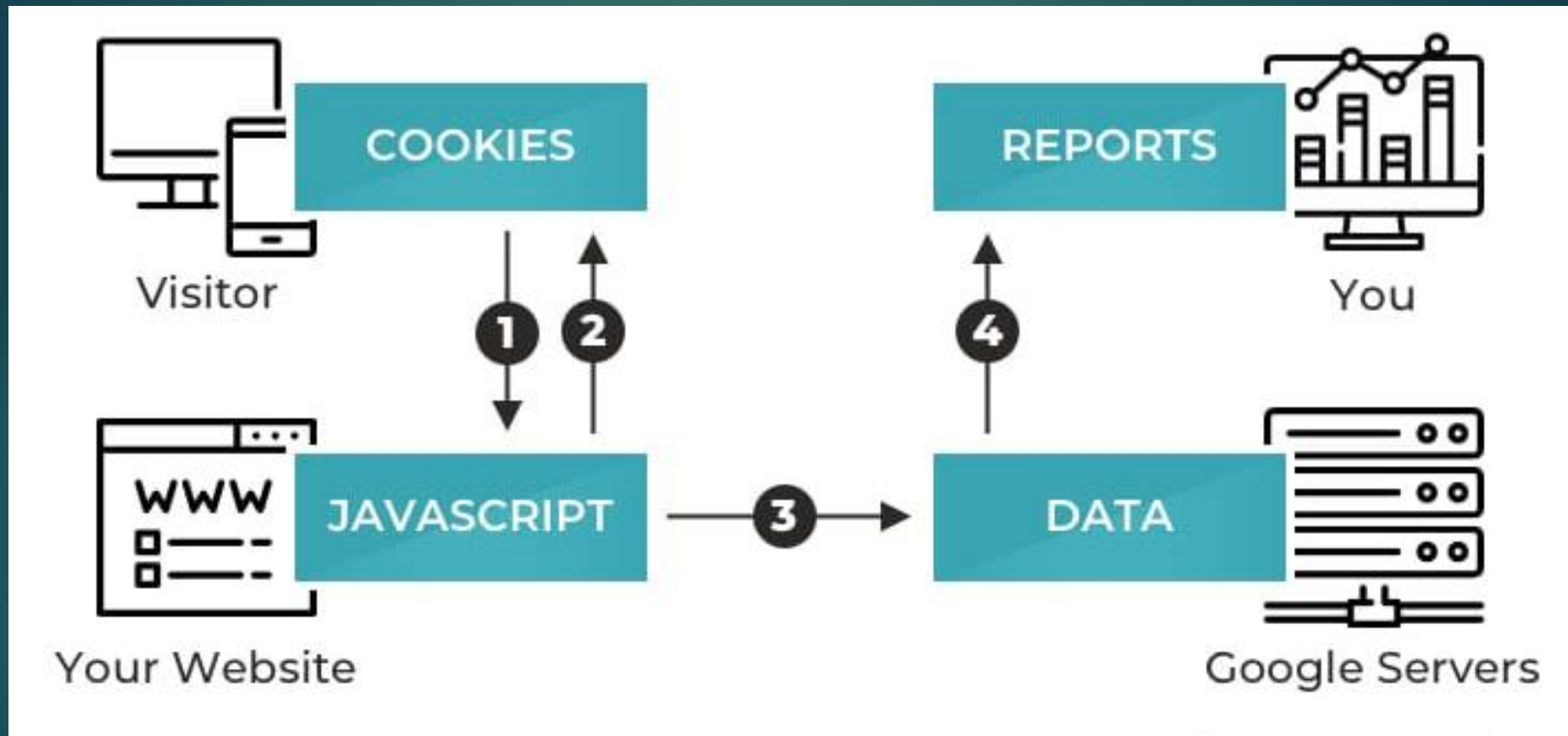
We need your consent to set cookies on your device.
To agree, click "Accept below."

Accept

[Reject](#)

[More information](#)

How GA Work?



- JavaScript is required on the user's machine.
- Cookies must be enabled.


Tracking Code


Administration


Academic Technology / The Beginnings of Empire, 168-27 BC

PROPERTY

The Beginnings of Empir... ▾

 Property Settings

 User Management

 Tracking Info


Tracking Code


Session Settings


Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

 Remarketing

 Custom Definitions

 Social Settings

Tracking ID

Status: Receiving Data

UA-37692171-3

Website tracking

This tracking code can be used on warwick.ac.uk or any warwick.ac.uk sub-domain (www.warwick.ac.uk, blog.warwick.ac.uk, etc.). To track visitors across other domains you own (warwick.uk and warwick.cn, etc.), please refer to the [cross-domain tracking guide](#).

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-37692171-3', 'warwick.ac.uk');
ga('send', 'pageview');

</script>
```



```
<html>
<head>
<Title> My Website </Title>
<h1> GA Code Manual <h2>
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
    (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-91199129-1', 'auto');
  ga('send', 'pageview');

</script>
</head>
<body>
</body>

</html>
```

- ▶ The tracking code must be inserted into **each webpage**.
- ▶ **Be inserted before </head>**.
- ▶ Can be done manually, page by page; or by tools.

What does GA analyze?

Website Traffic

- Where are visitors coming from.
- How are they navigating through the site.



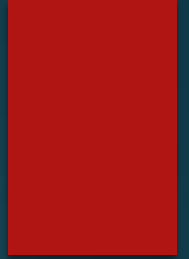
Conversions

- Downloads
- Page Views

E-commerce

- Volume of Transactions
- Success of Transactions (% Complete and % Dropped out of Sales Funnel)

Google Analytics Resources



- ▶ Developer Guide
<https://developers.google.com/analytics>
- ▶ Google Marketing Platform
<https://marketingplatform.google.com/about/analytics/>
- ▶ It's time to act: Adopt new data strategies for better marketing
<https://www.thinkwithgoogle.com/intl/en-ca/marketing-strategies/data-and-measurement/data-driven-marketing-strategy/>

Assignment #1

- ▶ Download a Document to Read: [google-analytics-user-guiden.pdf](#)
- ▶ Complete Assignment #1 - Google Analytics
- ▶ Name your certificate as “**7XXXXXX_GOOGLE.pdf**” and submit it via Blackboard



Google Analytics

Self-Review

Metrics & Dimensions

- Pageview
- Hits
- Sessions
- User
- Segment (Dimension)
- Conversion
- Event
- Attribution

Reports

- Real Time
- Audience
- Acquisition
- Behavior
- Conversion

Metrics & Dimensions

- ▶ **Pageview** - A count for each time a **user views** a specific page on your website
- ▶ **Hits** - User interactions with website and page content (Page tracking, Event tracking; eCommerce specific hits such as checkout)
- ▶ **Sessions**
 - A visit to the website within a **given timeframe**
 - Exit can be leaving the site or being inactive for at least **30 minutes**
 - Users that leave and return within 30 minutes are still counted as the original session

Metrics & Dimensions

▶ User

- – Visitors to your website
- – Identified by Client ID, which is stored in browser cookies
- – Can track the same user across multiple sessions with Client ID

▶ Segment (Dimension)

- – Breaks up users into categories or dimensions
- – Key concept in analytics reporting
- – Segments by geographic location, device category, traffic source, and more.

Metrics & Dimensions

▶ **Conversion**

- – Measure if your business objectives are being reached
- – When a user completes an action or goal on your website
- – These goals are defined by the business

▶ **Event**

- – Any hit or user interaction on your website
- – A goal can be an event or group of events that you want your user to complete
- – You can configure events to track in Google Analytics

Metrics & Dimensions

- ▶ **Source (Metric)**
 - Where the user traffic originated from
 - Example: Twitter
- ▶ **Medium (Dimension)**
 - The avenue the traffic took to get from the source to your site
 - Example: Social Media

Metrics & Dimensions

- **Attribution**

- Assigning value to touchpoints within a user's journey up to conversion.
- Analyze which traffic sources and site content may help users reach your business goals.
- Different attribution models in analysis.



Questions?