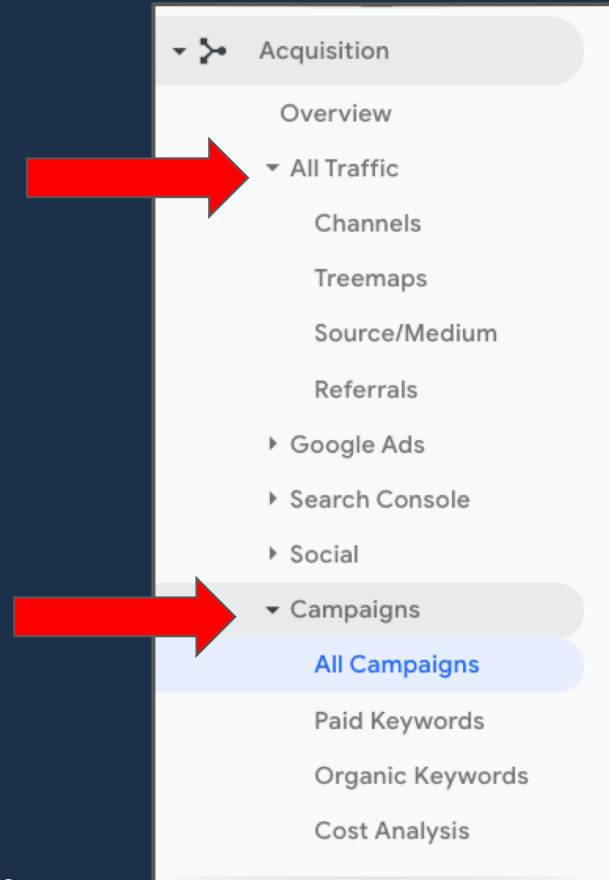# DAP Learning Series:
A Deep Dive Into Acquisition Reports

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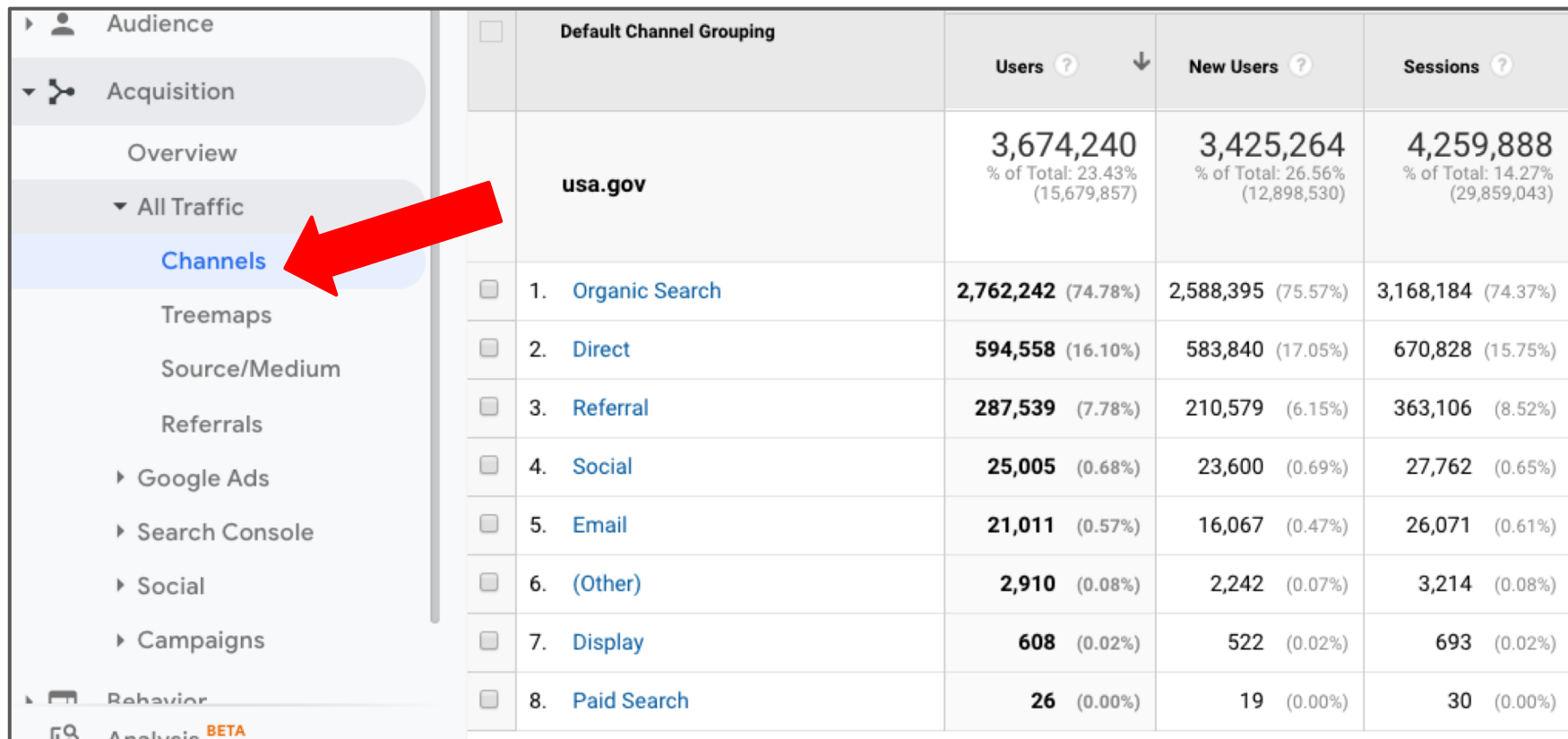
At its core:

The Acquisition section tells you where your visitors originated from, such as search engines, social networks or website referrals.

Acquisition

Overview

▾ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▸ Google Ads

▸ Search Console

▸ Social

▾ Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis

Where do we start? Default Channels Report

Default Channel Grouping		Users ↓		New Users		Sessions	
usa.gov		3,674,240 % of Total: 23.43% (15,679,857)		3,425,264 % of Total: 26.56% (12,898,530)		4,259,888 % of Total: 14.27% (29,859,043)	
☐ 1.	Organic Search	**2,762,242**	(74.78%)	**2,588,395**	(75.57%)	3,168,184	(74.37%)
☐ 2.	Direct	**594,558**	(16.10%)	583,840	(17.05%)	670,828	(15.75%)
☐ 3.	Referral	**287,539**	(7.78%)	210,579	(6.15%)	363,106	(8.52%)
☐ 4.	Social	**25,005**	(0.68%)	23,600	(0.69%)	27,762	(0.65%)
☐ 5.	Email	**21,011**	(0.57%)	16,067	(0.47%)	26,071	(0.61%)
☐ 6.	(Other)	**2,910**	(0.08%)	2,242	(0.07%)	3,214	(0.08%)
☐ 7.	Display	**608**	(0.02%)	522	(0.02%)	693	(0.02%)
☐ 8.	Paid Search	**26**	(0.00%)	19	(0.00%)	30	(0.00%)

Sidebar navigation:
- Audience
- Acquisition
  - Overview
  - ▼ All Traffic
    - Channels
    - Treemaps
    - Source/Medium
    - Referrals
  - ▸ Google Ads
  - ▸ Search Console
  - ▸ Social
  - ▸ Campaigns
- Behavior
- Analysis BETA

Tackling one channel at a time:
Organic Search

What is it (in theory):

- Traffic the comes to the site from a user searching on a search engine such as Google, Bing, Yahoo, duckduckgo, etc.

Things to remember:

- Search keyword data for organic search is pretty useless; you need Search Console

Tackling one channel at a time:
Direct

What is it (in theory):

- Traffic that comes to your site from a user keying in the URL in the URL bar (or it autocompleting), or coming from a bookmark

Things to remember:

- In reality, all traffic without a referrer (which can be caused by many factors) get bucketed here, so the number is almost always inflated

Reasons Direct Traffic is Inflated:

1. Desktop email clients

2. Link Shorteners

3. Referrals where an HTTP link is on an HTTPS site

4. Other things I'm not even thinking of

Tackling one channel at a time:
Referral

What is it (in theory):

- Traffic to the site that come from a link click on another site. E.g. a link click from fdic.gov to a job post on usajobs.gov. The referral to usajobs.gov is from fdic.gov.

Things to remember:

- Social and Organic traffic is really a special referral

- HTTP links on the referring site can strip the referrer

Tackling one channel at a time:
Social

What is it (in theory):

- Traffic that come to your site from link clicks present on one of GA's established social media list, which includes Twitter, FB, Insta, VKontakte, Weibo, etc.

Things to remember:

- Shortened links on those platforms *without campaign parameters* will often be attributed as direct traffic.

Tackling one channel at a time:
Email

What is it (in theory):

- Traffic to your site from a link marked with the utm_medium=email parameter

Things to remember:

- This default channel *will not* have data without the required campaign parameter added to links. More to come.

Tackling one channel at a time:
(Other)

What is it (in theory):

- Traffic to your site that are marked with a medium that is NOT recognized as a GA default channel

Things to remember:

- If you create a campaign where the medium is "newsletter", it will go into (Other). We need to use source/medium reports in that case

Tackling one channel at a time:
Display and Paid Search

What is it (in theory):

- Traffic to your site coming from Display Advertising or Paid Search campaigns via Ads
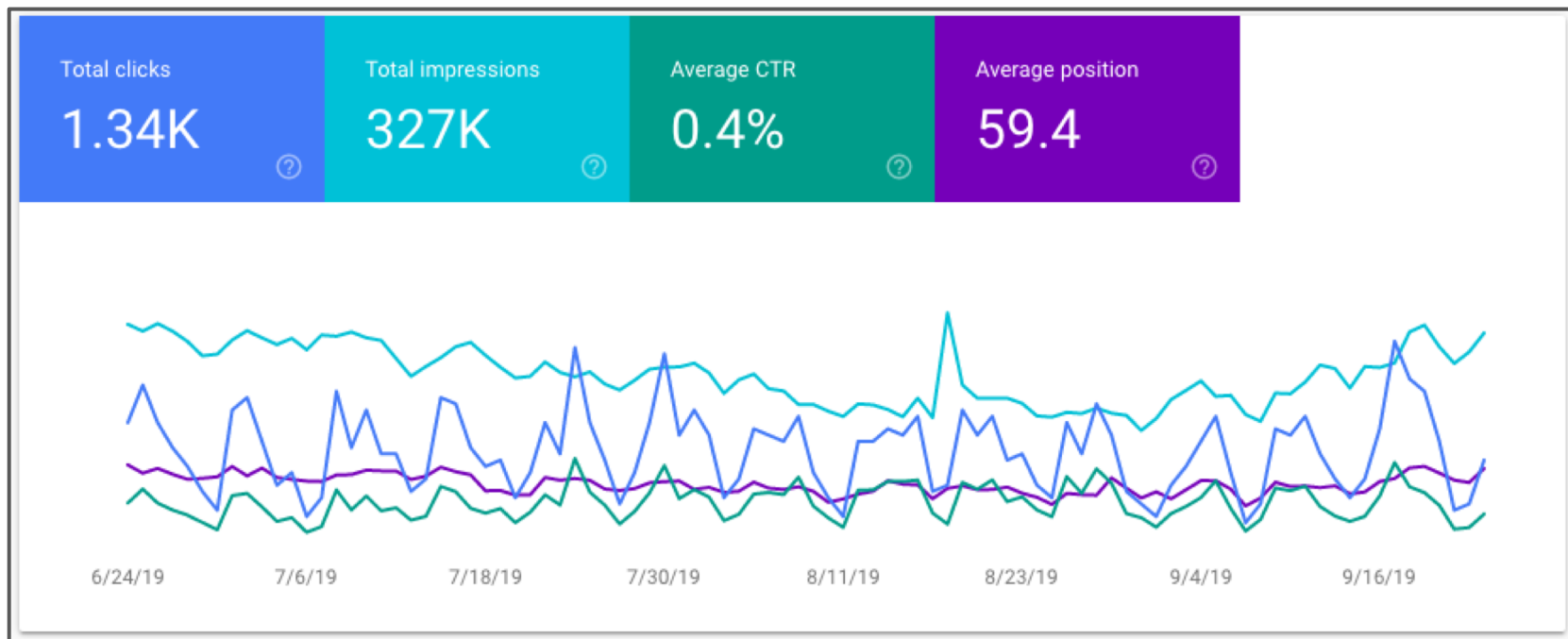
Things to remember:

- We don't integrate with any ads platforms in the DAP account, so data here is potentially from spurious tagging and links being passed. Use a non-DAP GA account if you run ads.

Google Ads integration is not available in the DAP GA account, but you could integrate with your independent GA account

Google Ads

Search Console integration is not available in the DAP GA account, but you could integrate with your independent GA account

Total clicks	Total impressions	Average CTR	Average position
1.34K	327K	0.4%	59.4

6/24/19   7/6/19   7/18/19   7/30/19   8/11/19   8/23/19   9/4/19   9/16/19

Finally…
Campaigns

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

analytics.usa.gov?utm_source=twitter&utm_medium=social&utm_campaign=deepdive

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

📋 Copy URL   ⓑ Convert URL to Short Link (authorization required)

Did you know that without campaign parameters, shortened link clicks will all be classified as "direct"?

Well, now you know.

Did you know that without campaign parameters, links clicked in emails will be marked as either "referral" or "direct"?

Campaign URL Builder

Tips on campaigns

- **Even if you don't shorten links, campaign URLs have value**

- Always use lowercase (trust me)

- Make sure there is consistency in naming across your teams

- Be aware that links improperly tagged will be collected with whatever the tag says

- Know that copy+paste links will inherit those tags

Questions?
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Thanks for coming!