Marketing Analytics Metrics Part II: Google Analytics Overview

MKT/DSO 566:
Marketing Analytics   **Fall 2020**   **Kalinda Ukanwa, Ph.D.**

Administrative

- Class Participation

- Finish Marketing Analytics Metrics Part I

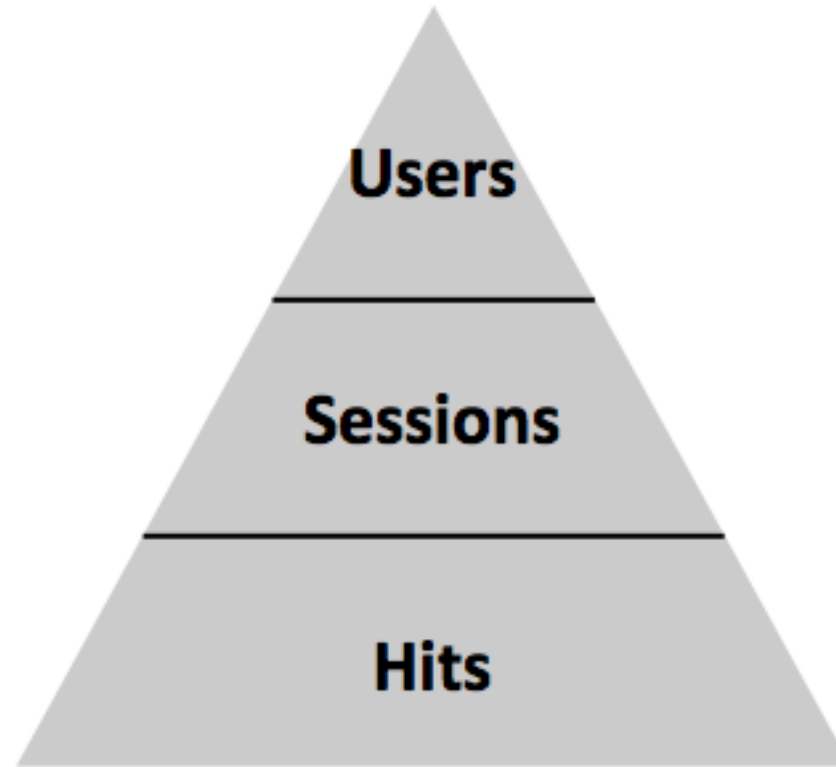- Digital Analytics Metrics: Google Analytics Overview

Learning Objectives

- Get an overview of Digital Analytics Metrics via Google Analytics

- Understand the organization of data in Google Analytics

- Understand features and capabilities of Google Analytics

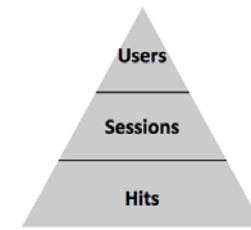# Data organization in Google Analytics

Data Organization in Google Analytics

Digital analytics data is organized into a hierarchy of hits, sessions and users.

Hits

A hit is the most granular piece of data in an analytics tool:

It's how most analytics tools send data to a collection server. In reality, a hit is a request for a small image file. This image request is how the data is transmitted from a website or app to the data collection server.
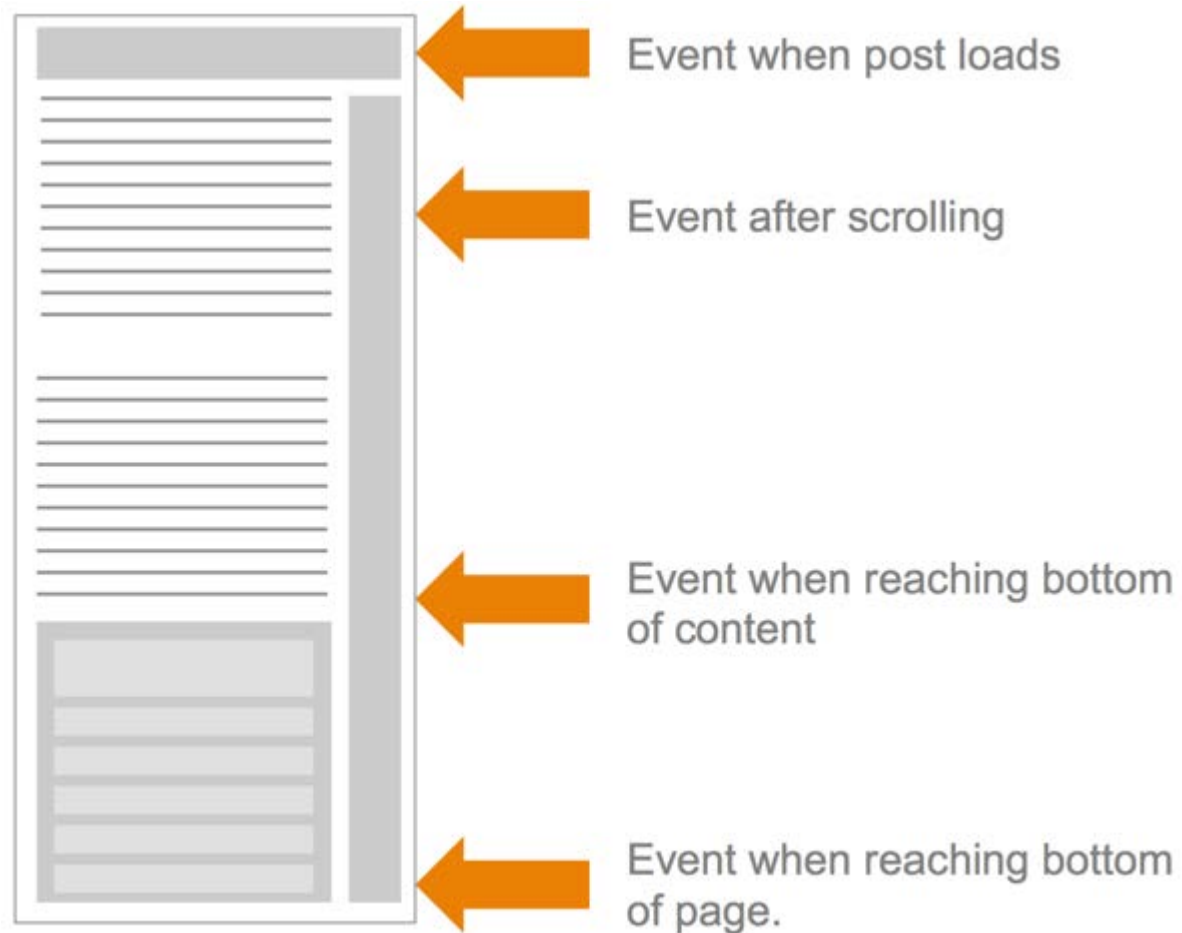
Examples

Pageviews (screenview for mobile)

usually <u>automatically generated</u> and measures a user viewing a piece of content

related metrics: Pageviews per Visit and Average Time on Page

Events

measure how often a user takes action (interacting) on a piece of content. **Must be manually implemented**.

Examples: clicking on a button, file download, link, swiping a screen

Example: Content Tracking Events

Event when post loads

Event after scrolling

Event when reaching bottom of content

Event when reaching bottom of page.

Hits: Require Manual Implementation

Transactions (e-commerce tracking)

A transaction is sent when a user completes an ecommerce transaction.
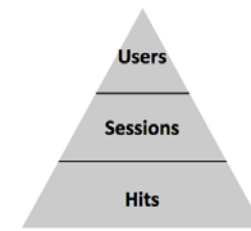
Social interaction hit

Clicks on a ReTweet button, +1 button, Like button.

Customized user timings
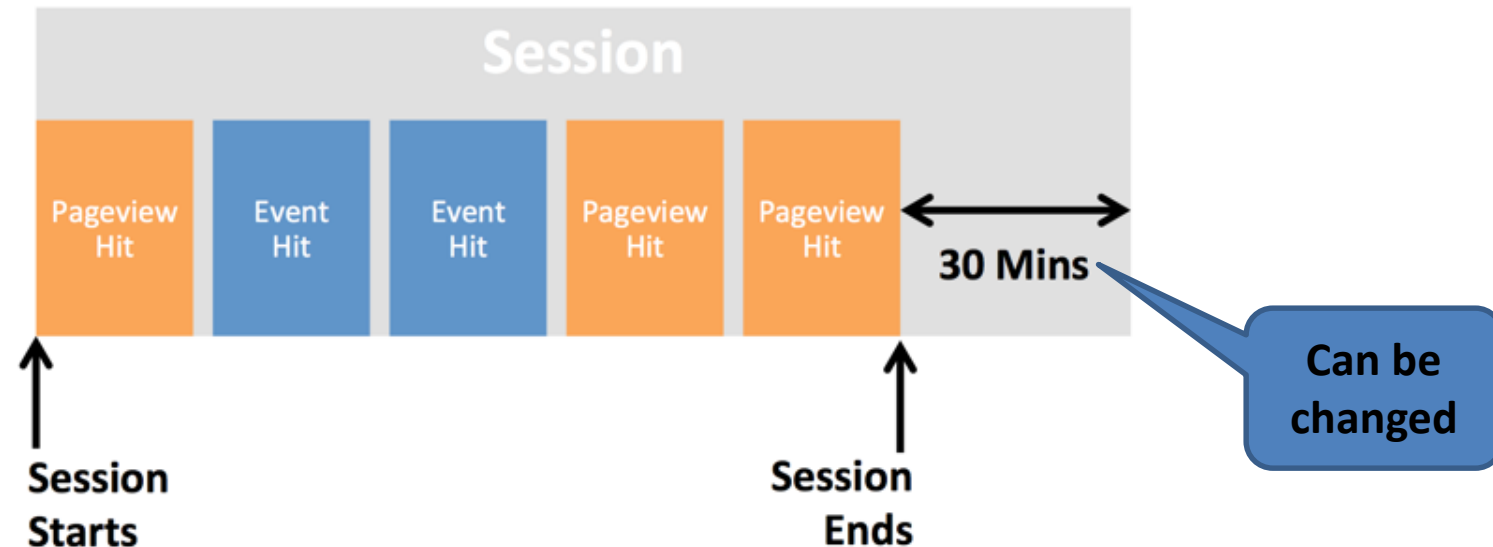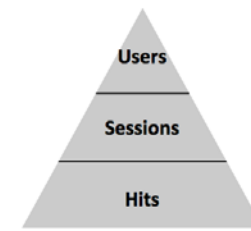
Measure the actual time between two activities.

Sessions

A session is a collection of hits, from the same user, grouped together.

When the analytics tool detects that the user is no longer active it will terminate the session and start a new one when the user becomes active.

Users

A user is the tool's best-guess of an anonymous person

    Users are identified using an anonymous number or a string of characters.
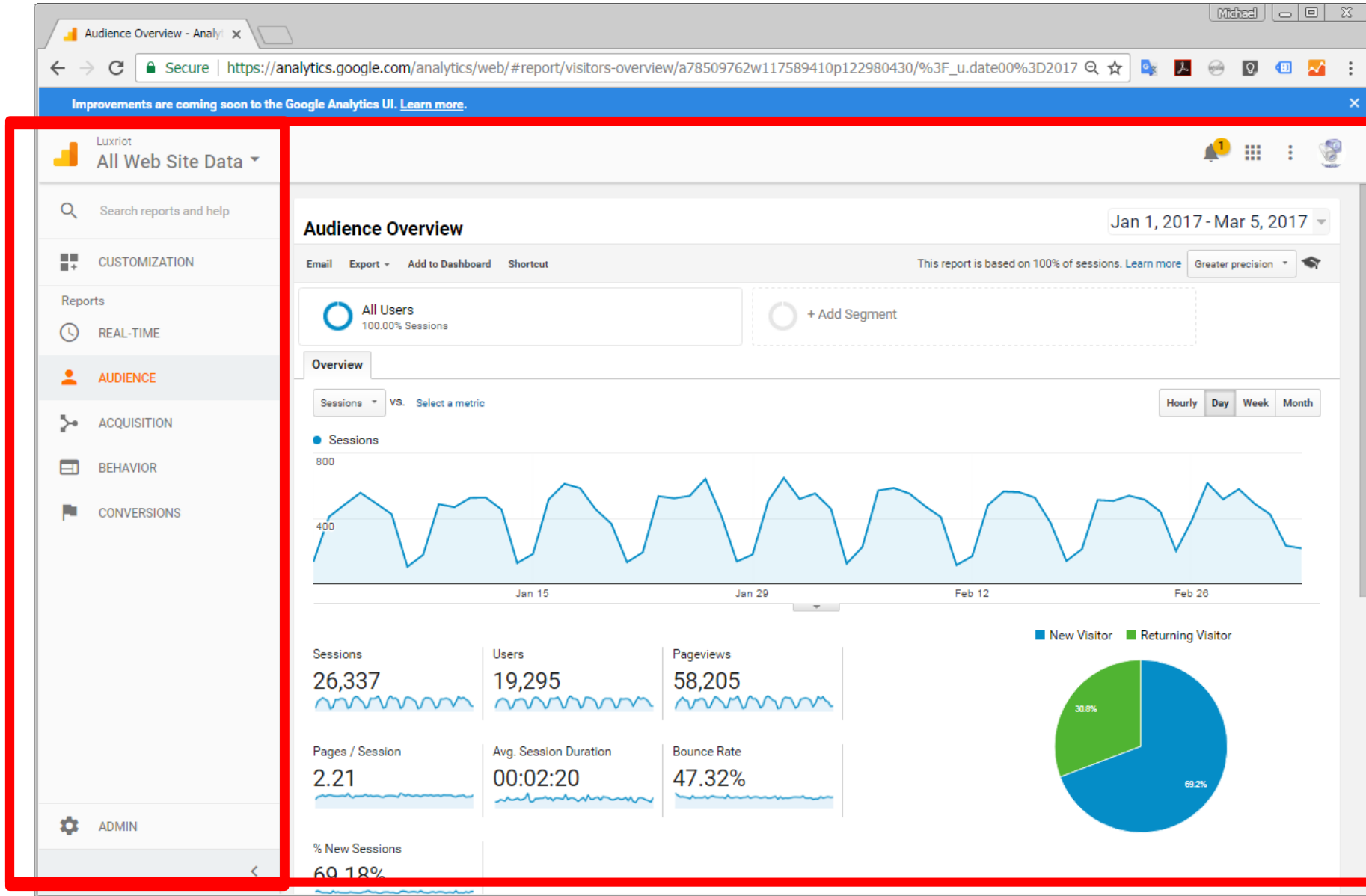
    The analytics tool normally creates the identifier the first time a user is detected.

    Then that identifier persists until it expires or is deleted.

    The identifier is sent to the analytics tool with every hit of data.

Google Analytics Environment

Interface and Navigation

Date Range

Audience Overview

Email   Export ▾   Add to Dashboard   Shortcut

Calendar/Timelines:
You can select a different timeline or date range for extracting data.

Mar 27, 2016 - Apr 26, 2016
Compare to: Mar 27, 2015 - Apr 26, 2015

Date Range: Custom ▾

Mar 27, 2016 - Apr 26, 2016

☑ Compare to: Custom ▾

Mar 27, 2015 - Apr 26, 2015

Apply   cancel

Sessions ▾ VS. Select a metric

Hourly Day Week Month

Mar 27, 2016 - Apr 26, 2016: ● Sessions
Mar 27, 2015 - Apr 26, 2015: ● Sessions

Data Comparison:
Data of two different timelines can be compared.

Site Usage Metrics

Visits:
Visits represent the number of individual sessions initiated by all the visitors to your site.

Unique Visitors:
Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

▸ Demographics

▸ Interests

▸ Geo

▸ Behavior

▸ Technology

▸ Mobile

Pageviews:
A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code.

Pages/visits:
An average number of pages a visitor have consumed on your website.

Avg. Visit Duration:
One way of measuring visit quality. If visitors spend a long time visiting your site, they may be interacting extensively with it.

Bounce Rate:
Bounce rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

%New Visits:
A percentage of new visits out of the total visits on your website on the basis of cookies.

Behavior

10,783 people visited this site

Visits
14,086

Unique Visitors
10,783

Pageviews
34,959

Pages / Visit
2.48

Avg. Visit Duration
00:02:10

Bounce Rate
54.50%

% New Visits
70.25%

Key Reports

Audience Report: Overview

86,485 people visited this site

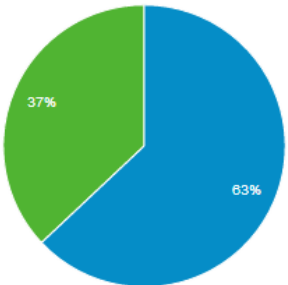| Visits	Unique Visitors	Pageviews	Pages / Visit
133,642	86,485	392,750	2.94

Avg. Visit Duration	Bounce Rate	% New Visits
00:02:46	41.68%	62.87%
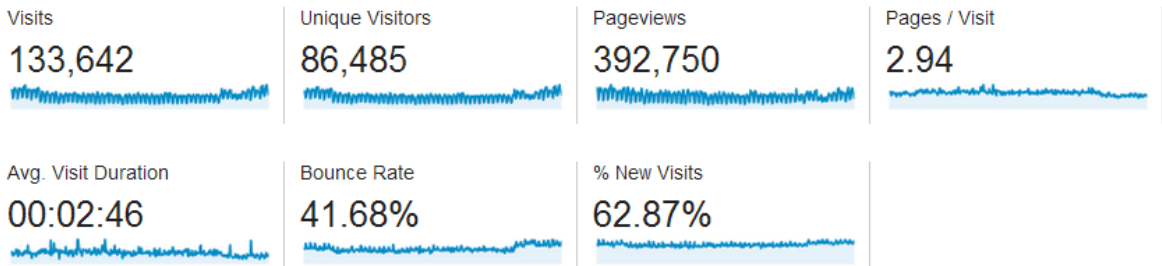
■ New Visitor   ■ Returning Visitor

37%   63%

Demographics		Language	Visits	% Visits
Language	▶	1. en-us	68,274	51.09%
Country / Territory		2. ru	12,850	9.62%
City		3. ru-ru	4,940	3.70%
System		4. es	4,580	3.43%
Browser		5. en-gb	4,084	3.06%
Operating System		6. fr	3,228	2.42%
Service Provider		7. zh-tw	2,501	1.87%
Mobile		8. tr	2,468	1.85%
Operating System		9. zh-cn	2,215	1.66%
Service Provider		10. en	1,953	1.46%

Audience Report: Geo - Location

Region	Acquisition			Behavior			Conversions Goal 1: Download Full Featured Luxriot Demo ▾		
	Visits ↓	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Download Full Featured Luxriot Demo (Goal 1 Conversion Rate)	Download Full Featured Luxriot Demo (Goal 1 Completions)	Download Full Featured Luxriot Demo (Goal 1 Value)
	31,364 % of Total: 23.47% (133,642)	62.98% Site Avg: 62.87% (0.17%)	19,752 % of Total: 23.51% (84,021)	34.36% Site Avg: 41.68% (-17.56%)	3.20 Site Avg: 2.94 (9.06%)	00:02:48 Site Avg: 00:02:46 (1.27%)	8.45% Site Avg: 6.83% (23.64%)	2,650 % of Total: 29.02% (9,133)	$0.00 % of Total: 0.00% ($0.00)
1. California	5,820	62.37%	3,630	30.76%	3.36	00:02:53	7.94%	462	$0.00
2. New York	2,841	53.08%	1,508	31.93%	3.16	00:02:42	7.50%	213	$0.00
3. Texas	2,080	68.22%	1,419	37.21%	3.19	00:02:54	7.45%	155	$0.00
4. Florida	1,990	61.01%	1,214	37.99%	3.15	00:02:33	6.88%	137	$0.00
5. Ohio	1,259	57.90%	729	36.54%	3.04	00:02:38	9.21%	116	$0.00
6. Washington	967	59.67%	577	47.57%	2.69	00:02:04	6.62%	64	$0.00
7. Arizona	930	67.63%	629	43.76%	2.90	00:02:55	5.05%	47	$0.00
8. Georgia	927	65.48%	607	33.33%	3.29	00:02:31	11.00%	102	$0.00
9. Michigan	855	69.01%	590	29.36%	3.36	00:02:33	13.10%	112	$0.00
10. Pennsylvania	847	67.53%	572	35.06%	3.18	00:02:52	9.80%	83	$0.00

Audience Report: User Explorer

Acquisition Report

Acquisition Report

		Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
		26,337	69.18%	18,219	47.32%	2.21	00:02:20	0.64%	168	$840.00
1	Organic Search	8,698			32.21%			0.91%		
2	Direct	6,132			39.42%			0.68%		
3	Display	5,618			81.67%			0.00%		
4	Paid Search	3,802			47.24%			0.68%		
5	Referral	1,940			40.41%			1.03%		
6	Social	147			51.70%			0.68%		

Use this section to compare traffic from search, referrals, email, and your marketing campaigns

Direct: How do the people who clicked a bookmark to come to your site or typed your site URL into their browser compare to the "average" visitor to your site? Direct traffic can include visitors recruited via offline (i.e. print, television) campaigns.

Display: Indicates traffic from display advertising, such as Google AdWords remarketing campaigns.

Search Engines (Paid & Organic): How does search engine traffic compare to traffic as a whole to your site? The graph shows overall trends while the table lists the search engines driving the trends.

Referral: How do the people referred from other sites compare to the "average" visitor to your site? The graph shows the overall trends in traffic volume from referrals while the table lists the sites driving the trends.

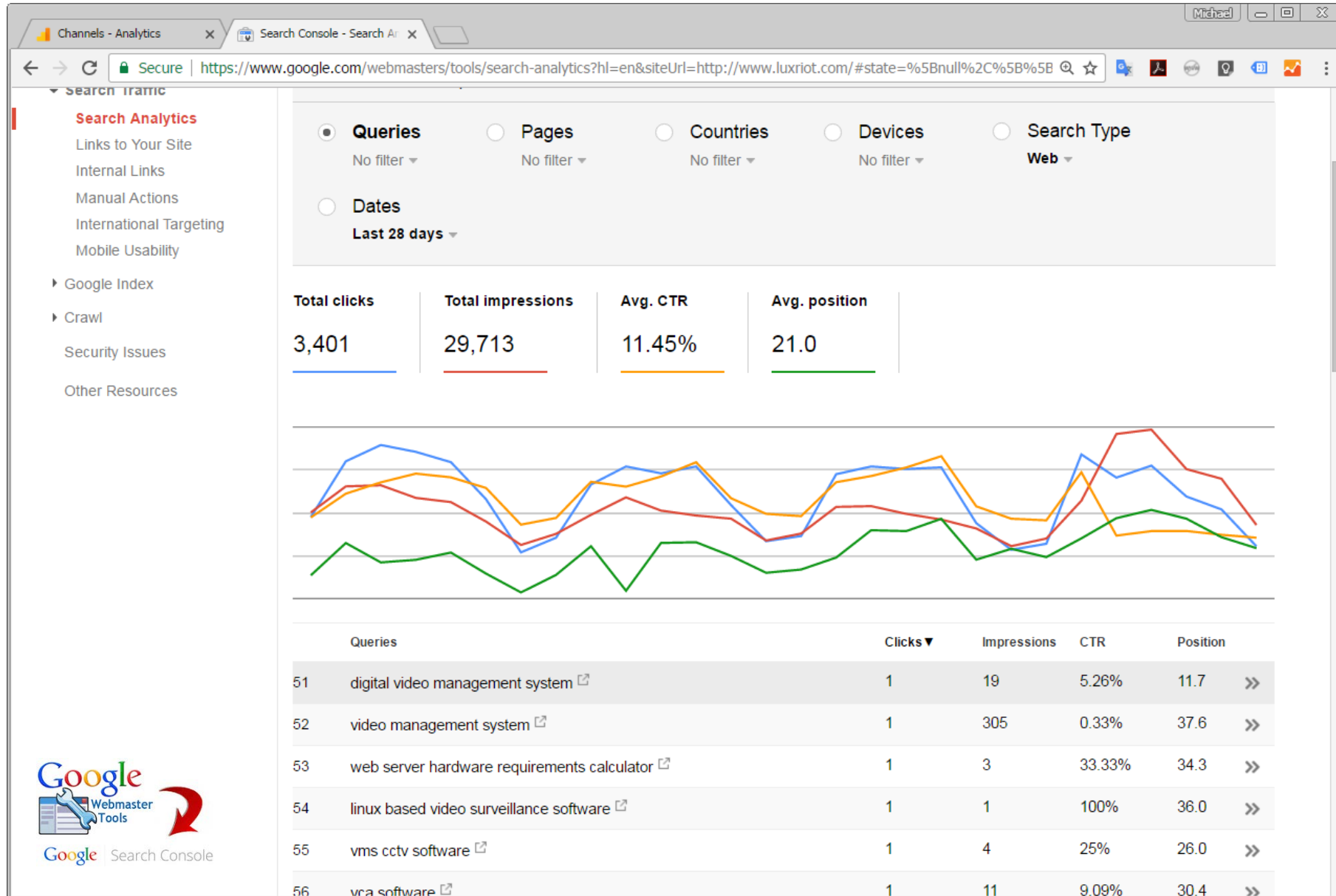**Social:** The social network where the activity originated.

Traffic Sources - Search Engines

Primary Dimension: Keyword   Source   Landing Page   Other

Plot Rows   Secondary dimension ▼   Sort Type: Default ▼

STANDARD REPORTS

- Real-Time
- Audience
- Acquisition
  - Overview NEW
  - Channels NEW
  - **All Traffic**
  - All Referrals
  - Campaigns
  - ▸ Keywords
  - Cost Analysis BETA
  - ▸ AdWords
  - ▸ Social
  - ▸ Search Engine Optimization

	Source	Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		8,698 % of Total: 33.03% (26,337)	**56.05%** Avg for View: 69.18% (-18.98%)	**4,875** % of Total: 26.76% (18,219)	**32.21%** Avg for View: 47.32% (-31.92%)	**2.73** Avg for View: 2.21 (23.67%)	**00:03:39** Avg for View: 00:02:20 (56.78%)
☐	1. google	7,351 (84.51%)	53.07%	3,901 (80.02%)	31.25%	2.82	00:03:55
☐	2. bing	687 (7.90%)	67.39%	463 (9.50%)	32.17%	2.35	00:02:28
☐	3. yahoo	343 (3.94%)	89.50%	307 (6.30%)	50.44%	1.82	00:01:12
☐	4. yandex	251 (2.89%)	61.75%	155 (3.18%)	30.28%	2.58	00:02:45
☐	5. seznam	15 (0.17%)	93.33%	14 (0.29%)	73.33%	1.40	00:00:59
☐	6. baidu	12 (0.14%)	75.00%	9 (0.18%)	58.33%	1.75	00:01:10
☐	7. naver	12 (0.14%)	66.67%	8 (0.16%)	41.67%	3.33	00:02:01
☐	8. go.mail.ru	8 (0.09%)	75.00%	6 (0.12%)	37.50%	2.50	00:05:15
☐	9. ask	4 (0.05%)	50.00%	2 (0.04%)	0.00%	3.25	00:02:00
☐	10. daum	3 (0.03%)	66.67%	2 (0.04%)	66.67%	1.67	00:00:36

Google Search Console

Adwords Keywords

AdWords Campaign (AdWords): How do the people referred from your AdWords Campaigns compare to the "average" visitor to your site? Click an AdWords Campaign in the table to see its component ad groups and keywords. The "Clicks" tab displays the AdWords cost, impression, and ROI data useful for monitoring the profitability of your AdWords Campaigns and keywords.

Adwords / Keyword Positions

Keyword Position (Campaigns Paid Keywords): Where do your AdWords ads appear on Google search results pages and how much influence does search position have on volume (Visits) and visit quality (Avg. pageviews, conversion rates, per visit value

PPC Custom Reports

"End to End Paid Search Report"

Primary Dimension: **Keyword**

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | [search] 🔍 | advanced

	Keyword ?	Impressions ↓ ?	Clicks ?	Visits ?	% New Visits ?	CTR ?	Cost ?	CPC ?	RPC ?	Transactions ?	Revenue ?
		490,148 % of Total: 69.87% (701,548)	**4,208** % of Total: 71.58% (5,879)	**3,760** % of Total: 26.69% (14,086)	**88.09%** Site Avg: 70.25% (25.38%)	**0.86%** Site Avg: 0.84% (2.45%)	**$2,909.59** % of Total: 62.95% ($4,621.79)	**$0.69** Site Avg: $0.79 (-12.05%)	**$0.00** Site Avg: $0.00 (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
☐	1. vms	257,513	1,958	1,701	87.18%	0.76%	$1,546.40	$0.79	$0.00	0	$0.00
☐	2. (content targeting)	91,391	1,044	886	90.63%	1.14%	$407.26	$0.39	$0.00	0	$0.00
☐	3. video management	73,497	446	405	91.85%	0.61%	$491.99	$1.10	$0.00	0	$0.00
☐	4. nvr	48,217	343	349	83.09%	0.71%	$196.73	$0.57	$0.00	0	$0.00
☐	5. ip camera software	4,057	91	93	90.32%	2.24%	$75.33	$0.83	$0.00	0	$0.00
☐	6. cctv software	3,871	94	93	90.32%	2.43%	$50.86	$0.54	$0.00	0	$0.00
☐	7. vms software	3,161	66	68	77.94%	2.09%	$28.61	$0.43	$0.00	0	$0.00
☐	8. video management software	2,913	40	44	72.73%	1.37%	$23.53	$0.59	$0.00	0	$0.00
☐	9. surveillance software	1,215	32	32	90.62%	2.63%	$18.54	$0.58	$0.00	0	$0.00
☐	10. video management system	1,072	10	8	100.00%	0.93%	$5.78	$0.58	$0.00	0	$0.00

Behavior Report

Behavior Flow

Site Content

Site Content
Shows you the most popular pages on your site and what they contribute to your site's overall performance.

Content by Title
Which are the most commonly viewed groups of pages on your site (grouped by title), and how are they used?

Site Content: Experiments
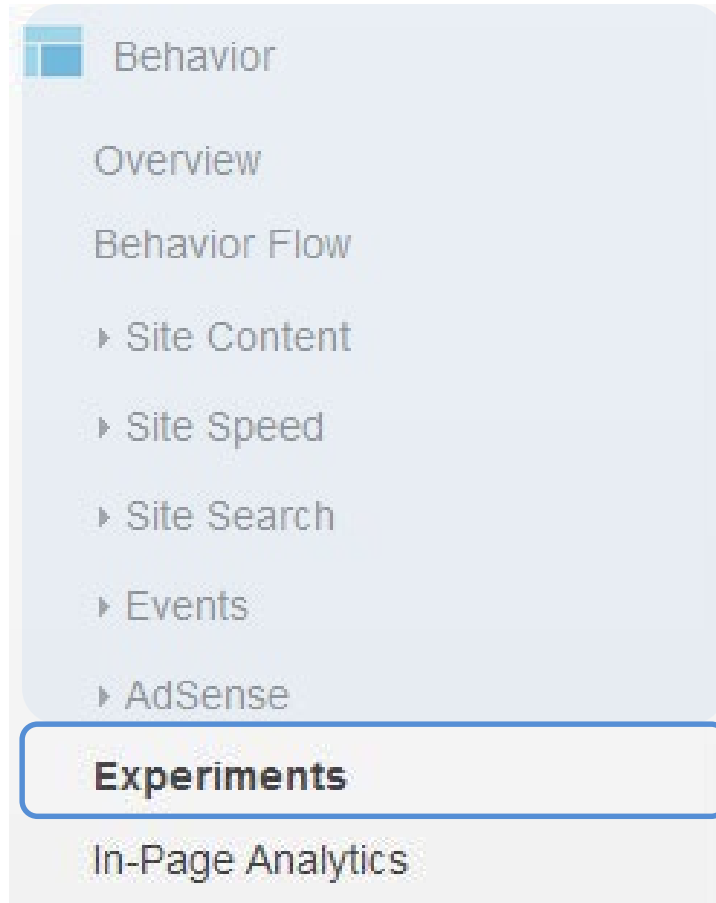
Conversions Report

Conversions

A conversion is the completion of an activity on your site, such as a registration or download, that is important to the success of your business. Set up a goal for each activity you want to track as a conversion.

Goal types:
- Destination
- **Event**
- Duration and Pages/Screen per Visit

Funnel Visualization

Shopping Cart
10,214

10,214 ▶ ▶ 1,244

/Categories.bok	743
(entrance)	626
/-strse-Glucose-Test-Strips/C	350
/StoreFront.bok	258
/Search.bok?oem=Roche+/+A	155

(exit)	679
/Lost.bok	33
/StoreFront.bok	26
/Search.bok	15
/-strse-Specials-&-Combos/C	10

5,749 (82%)
proceeded to Sign In Page

Sign In Page
6,993

177 ▶ ▶ 3,398

(entrance)	116
/StoreFront.bok	14
/-strse-Glucose-Test-Strips/C	1
/StoreFront.bok?sfs=246214f	1
/AccountHistory.bok?bk=ISDb	1

(exit)	1,317
/Search.bok	314
/StoreFront.bok	95
/-strse-Specials-&-Combos.	70
/Search.bok?oem=Roche+/-	33

6,816 (67%)
proceeded to Billing Information

Billing Information
5,773

24 ▶ ▶ 296

Assignment 5: Google Analytics for Beginners & Advanced Google Analytics

- During the remainder of the semester, you are expected to work through two Google Analytics online mini-courses to complete Assignment 5. They are
  - Google Analytics for Beginners
  - Advanced Google Analytics

- The mini-courses are in the Google Analytics Academy:
  https://analytics.google.com/analytics/academy/

Assignment 5: Google Analytics for Beginners & Advanced Google Analytics

To earn credit for this assignment, upload to Blackboard a copy of the certificates of completion for each of the two courses by the end of the semester. You can find the date this is due in the class syllabus. This is your terminal project (in lieu of a final exam). The certificates must look like the examples below and must display your name.