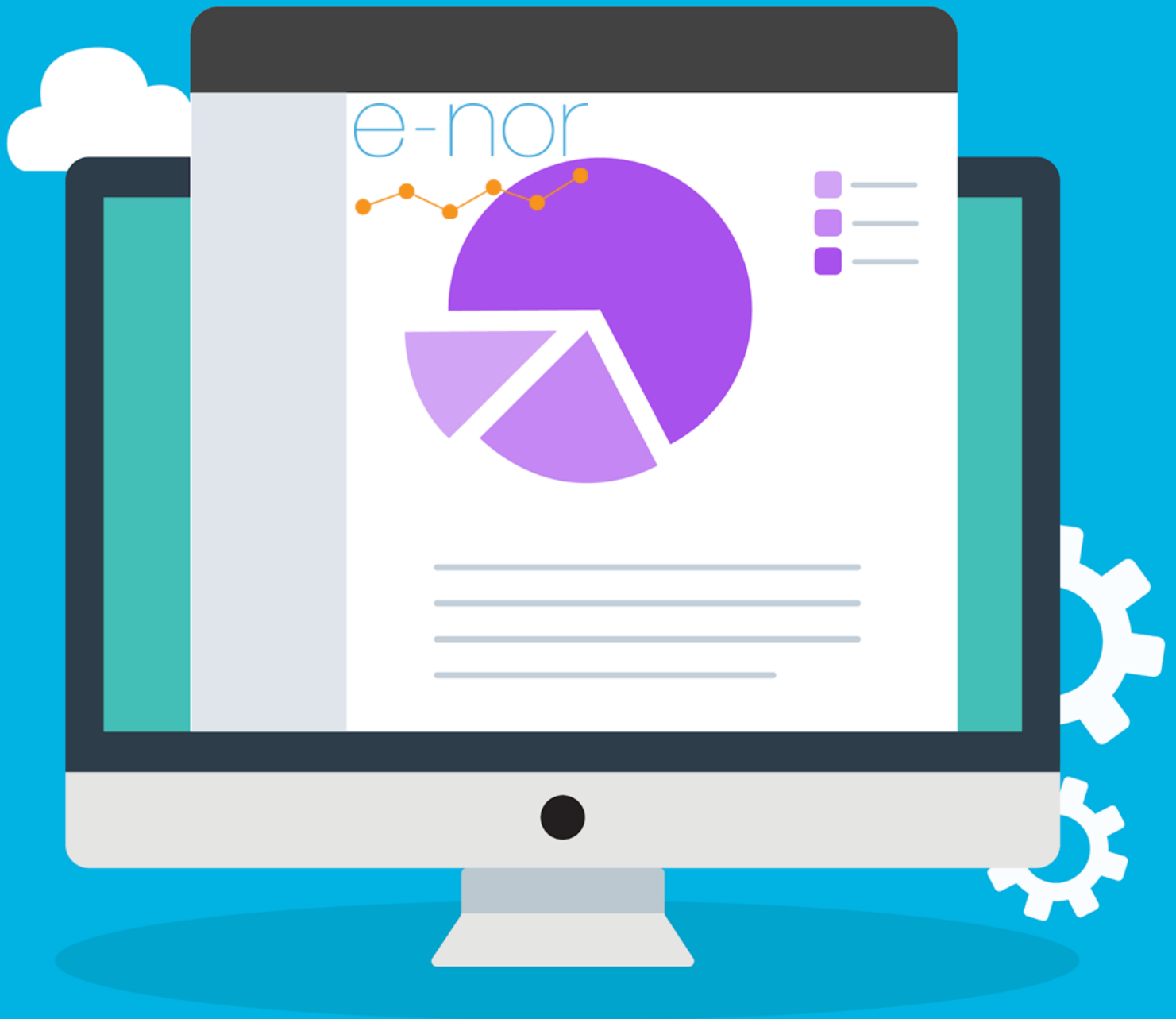# Project 3: ANND Portfolio

e-nor

Acquisition, Conversion, E-commerce, & Attribution

Part One:
UTM Tagging

Decoding a URL that Contains UTM Tags

You've just been brought in and asked to take a look at a URL that contains UTM tags. The CMO wants you to determine what's being tracked and to identify the naming convention being used, so that you can maintain consistency when you start building tags for future campaigns. The URL you are given is:

http://www.udacity.com/?utm_source=google&utm_medium=cpc&utm_campaign=winter_enrollment_2019&utm_term=google_analytics%2C%20nanodegree%2C%20online%2C%20web_analyst%2C%20learn&utm_content=early_bird

On the next slide, please identify the following based on the URL:

    a) **Campaign Source**
    b) **Campaign Medium**
    c) **Campaign Name**
    d) **Campaign Content**
    e) **Campaign Term(s)**

Decoding a URL that Contains UTM Tags

Based on the URL on the previous page, the following UTM parameters are in place to provide campaign tracking information in GA:

a) Campaign Source: **google**
b) Campaign Medium: **cpc**
c) Campaign Name: **winter enrollment 2019**
d) Campaign Content: **early bird**
e) Campaign Term(s): **google analytics nanodegree online web analytics learn**

: Required: Kindly separate between terms with a comma.
If there's one term with two words, add an "_" between them.

Building a URL that Contains UTM Tags

Your CMO is super-excited about being able to track campaigns in Google Analytics and wants you to build a URL to track a new campaign about to be launched using a Facebook banner ad. Based on this information and using one of the tools below, generate a URL that will track the following elements with the values listed and put it on the next slide:

a) **Website URL**: (you can use your own or the google merchandise store:
   https://www.googlemerchandisestore.com/)
b) **Campaign Source**: facebook
c) **Campaign Medium**: banner
d) **Campaign Name**: spring_promo
e) **Campaign Content**: first_ad
f) **Campaign Term(s)**: shirts, office_product

URL Builders
https://www.e-nor.com/portfolio/tools/url-builder
https://ga-dev-tools.appspot.com/campaign-url-builder/

Building a URL that Contains UTM Tags

Based on the information provided, the URL below contains the UTM tags required to track the following elements for this campaign:

a) Website URL: (you can use your own or the google merchandise store)
    https://www.googlemerchandisestore.com/
b) Campaign Source: facebook
c) Campaign Medium: banner
d) Campaign Name: spring_promo
e) Campaign Content: first_ad
f) Campaign Term(s): shirts, office_products

: Great job!

http://www.googlemerchandisestore.com/?utm_source=facebook&utm_medium=banner&utm_term=shirts%2C%2Boffice_products&utm_content=first_ad&utm_campaign=spring_promo

Part Two:
Creating a Custom Channel Grouping

Creating A Custom Channel Grouping

The CMO of the Google Merchandise Store now wants to track channels more granularly, to align with marketing tactics. Specifically, she's interested in looking at referrals from Googleplex and YouTube and their impact on the store.

Using the Google Merchandise Store Demo Account:
- Create a custom channel grouping, in the Test View, that contains only referrals from sources that contain *googleplex.com* and *youtube.com*.
- Name the custom channel grouping *Specialized Referrals.*

On the next slide, provide a screenshot showing how you configured the *googleplex.com referral channel*.

On the slide after that, provide a screenshot showing how you configured the *youtube.com* referral source.

googleplex.com Referral Channel

2. Googleplex Mall

: Required: kindly make it "googleplex referrals"

Define rules

| Source ▾ | contains ▾ | mall.googleplex.com | | — | OR | AND |

: : Required: this one should be "Googleplex.com"

: Required: you need to include another Rule. Click on AND, select Medium that Exactly matches, "Referrals"

Display Color:

a a a a a a a a a a a a a a
a a a a a a a a a a a a a a

Preview:
Googleplex Mall

Done Cancel

Learn how regular expressions work with Channel Grouping

Drag rules to specify the order in which they should apply.

: Required: the screenshot must include the name of the custom grouping as "Specialized Referrals" and kindly make sure that the screenshot is wide enough to see the Test view on the top left hand corner.

Save Cancel

youtube.com Referral Channel

1.
   Youtube

   Define rules

   Source ▾ | contains ▾ | youtube.com | − OR AND

   Display Color:
   a a a a a a a a a a a a a
   a a a a a a a a a a a a a

   Preview:
   Youtube

   Done Cancel

2. **Googleplex Mall** | User defined

: : Required: you must name the channel grouping as "Specialized Referrals" according to the rubric specifications.

: : Required: kindly name it "Youtube referrals"

Applying A Custom Channel Grouping

On the following slide, provide a screenshot showing your Specialized Referrals Custom Channel Grouping applied to the date range of Sept 2nd - Sept 29th, 2018 in the *Acquisition→ All Traffic→ Channels* Report, in the Test View of the Google Merchandise Store Demo Account.

Highlight the number of users that *googleplex.com* referrals brought to the site and the number of users *youtube.com* referrals brought to the site.

accounts > Google Merchandise Store

Test View ▾

All Users
100.00% Users

+ Add Segment

Sep 2, 2018 - Sep 29, 2018 ▾
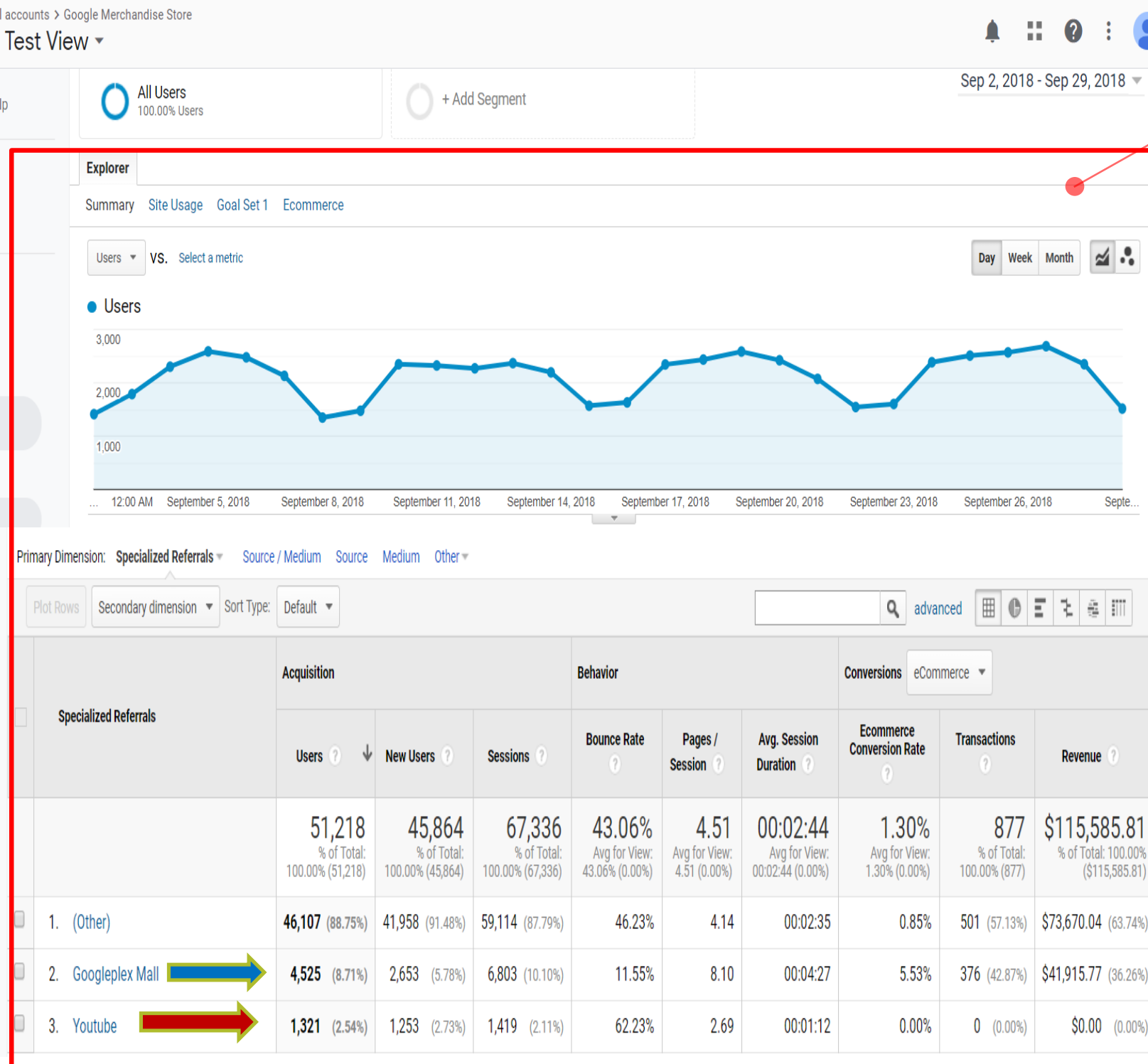
: Required: numbers looks fine and the date range in included but you need to include a wider screenshot that shows the left label of GA that includes All traffic - Channels

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce

Users ▾   VS.   Select a metric

Day Week Month

● Users

3,000

2,000

1,000

... 12:00 AM September 5, 2018 September 8, 2018 September 11, 2018 September 14, 2018 September 17, 2018 September 20, 2018 September 23, 2018 September 26, 2018 Septe...

Primary Dimension: **Specialized Referrals** ▾   Source / Medium   Source   Medium   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

advanced

Specialized Referrals	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	51,218 % of Total: 100.00% (51,218)	45,864 % of Total: 100.00% (45,864)	67,336 % of Total: 100.00% (67,336)	43.06% Avg for View: 43.06% (0.00%)	4.51 Avg for View: 4.51 (0.00%)	00:02:44 Avg for View: 00:02:44 (0.00%)	1.30% Avg for View: 1.30% (0.00%)	877 % of Total: 100.00% (877)	$115,585.81 % of Total: 100.00% ($115,585.81)
1. (Other)	46,107 (88.75%)	41,958 (91.48%)	59,114 (87.79%)	46.23%	4.14	00:02:35	0.85%	501 (57.13%)	$73,670.04 (63.74%)
2. Googleplex Mall	4,525 (8.71%)	2,653 (5.78%)	6,803 (10.10%)	11.55%	8.10	00:04:27	5.53%	376 (42.87%)	$41,915.77 (36.26%)
3. Youtube	1,321 (2.54%)	1,253 (2.73%)	1,419 (2.11%)	62.23%	2.69	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)

Part Three: Conversions & Channel Performance

Conversions & Channel Performance

Now, the CMO of the Google Merchandise Store is asking you to look at *channel performance*, as it relates to *ecommerce transactions.*

Set up your comparison using the following parameters and share your screenshot on the following slide:

1. **View**: Test
2. **Date Range**: June 3rd, 2018 to August 25th, 2018
3. **Conversion Type**: Ecommerce Transactions only
4. **Ad types**: All
5. **Lookback Window**: 30 days
6. **Primary Dimension**: MCF Channel Performance
7. **Attribution Models**: (show all three at once)
     i.   First Interaction
     ii. Last Interaction
     iii. Last Non-Direct Click
8. **Showing Comparison for**:
     i.   Conversions & Conversion Value
     ii. % Change in Conversions (from First Interaction)

Conversions & Channel Performance

Model Comparison Tool

Jun 3, 2018 - Aug 25, 2018 ▾

You're using a filtered view, which may cause your Multi-Channel Funnels reports to be inaccurate. Learn more ✕

Conversion Segments   Export ▾   Save   Insights(2)

Conversion: Type: Lookback Window:
1 Conversion Type Selected ▾   All Google Ads   Set 30 days prior to conversion ?

% of conversions: 5.80%

| First Interaction ▾ | vs | Last Interaction ▾ | vs | Last Non-Direct Click ▾ |

Primary Dimension: MCF Channel Grouping   Default Channel Grouping   Source / Medium   Source   Medium   Other ▾   Channel Groupings ▾

Secondary dimension ▾   🔍 advanced

: Great job!

Conversions & Value ▾   % change in Conversions ▾
(from First Interaction)

MCF Channel Grouping ?	First Interaction		Last Interaction		Last Non-Direct Click		% change in Conversions	
	Conversions ? ↓	Conversion Value ?	Conversions ?	Conversion Value ?	Conversions ?	Conversion Value ?	Last Interaction	Last Non-Direct Click
1. Direct	1,335.00 (40.68%)	$171,968.01 (43.36%)	2,100.00 (63.99%)	$274,446.10 (69.20%)	1,114.00 (33.94%)	$146,358.98 (36.90%)	57.30% ↑	-16.55% ↓
2. Referral	1,072.00 (32.66%)	$150,957.96 (38.06%)	576.00 (17.55%)	$74,728.44 (18.84%)	1,195.00 (36.41%)	$160,736.83 (40.53%)	-46.27% ↓	11.47% ↑
3. Organic Search	775.00 (23.61%)	$66,454.93 (16.76%)	503.00 (15.33%)	$38,210.15 (9.63%)	839.00 (25.56%)	$75,751.22 (19.10%)	-35.10% ↓	8.26% ↑
4. Paid Search	71.00 (2.16%)	$4,967.74 (1.25%)	70.00 (2.13%)	$6,307.55 (1.59%)	88.00 (2.68%)	$8,246.10 (2.08%)	-1.41% ↓	23.94% ↑
5. Display	18.00 (0.55%)	$1,314.52 (0.33%)	23.00 (0.70%)	$2,241.49 (0.57%)	33.00 (1.01%)	$3,091.72 (0.78%)	27.78% ↑	83.33% ↑
6. Social Network	11.00 (0.34%)	$960.72 (0.24%)	10.00 (0.30%)	$690.15 (0.17%)	13.00 (0.40%)	$2,439.03 (0.61%)	-9.09% ↓	18.18% ↑

Show rows: 10 ▾   Go to: 1   1 - 6 of 6   ‹ ›

Conversions & Channel Performance

Using the comparison you've set-up, answer the following questions and provide a screenshot showing each answer.

a) Based on Conversion Value, which channel is the worst performer in each Model?

a) Based on Conversions, which chanel performed the best in the Last Non-Direct Click Model?

Worst Performer in Each Model
(based on Conversion Value) – **Social Network**

: Great job!

Model Comparison Tool

Jun 3, 2018 - Aug 25, 2018 ▾

You're using a filtered view, which may cause your Multi-Channel Funnels reports to be inaccurate. Learn more   ✕

Conversion Segments   Export ▾   Save   🎓 ⚙ Insights(2)

Conversion: Type: Lookback Window:
[1 Conversion Type Selected ▾]   [All | Google Ads]   Set [30] days prior to conversion ?

⊙ % of conversions: 5.80%

▦ **First Interaction**   ▾   vs   ▦ **Last Interaction**   ▾   vs   ▦ **Last Non-Direct Click**   ▾

Primary Dimension: **MCF Channel Grouping**   Default Channel Grouping   Source / Medium   Source   Medium   Other ▾   Channel Groupings ▾

Secondary dimension ▾   [   ] 🔍 advanced

	Conversions & Value ▾						% change in Conversion Value ▾	
	First Interaction		**Last Interaction**		**Last Non-Direct Click**		(from First Interaction)	
MCF Channel Grouping ?	**Conversions** ? ↓	**Conversion Value** ?	**Conversions** ?	**Conversion Value** ?	**Conversions** ?	**Conversion Value** ?	**Last Interaction**	**Last Non-Direct Click**
1. Direct	1,335.00 (40.68%)	$171,968.01 (43.36%)	2,100.00 (63.99%)	$274,446.10 (69.20%)	1,114.00 (33.94%)	$146,358.98 (36.90%)	59.59% ▲	-14.89% ▼
2. Referral	1,072.00 (32.66%)	$150,957.96 (38.06%)	576.00 (17.55%)	$74,728.44 (18.84%)	1,195.00 (36.41%)	$160,736.83 (40.53%)	-50.50% ▼	6.48% ▲
3. Organic Search	775.00 (23.61%)	$66,454.93 (16.76%)	503.00 (15.33%)	$38,210.15 (9.63%)	839.00 (25.56%)	$75,751.22 (19.10%)	-42.50% ▼	13.99% ▲
4. Paid Search	71.00 (2.16%)	$4,967.74 (1.25%)	70.00 (2.13%)	$6,307.55 (1.59%)	88.00 (2.68%)	$8,246.10 (2.08%)	26.97% ▲	65.99% ▲
5. Display	18.00 (0.55%)	$1,314.52 (0.33%)	23.00 (0.70%)	$2,241.49 (0.57%)	33.00 (1.01%)	$3,091.72 (0.78%)	70.52% ▲	135.20% ▲
6. Social Network	11.00 (0.34%)	$960.72 (0.24%)	10.00 (0.30%)	$690.15 (0.17%)	13.00 (0.40%)	$2,439.03 (0.61%)	-28.16% ▼	153.88% ▲

Show rows: [10 ▾]   Go to: [1]   1 - 6 of 6   ‹ ›

Best Performer in Last Non-Direct Click Model (based on Conversions) - **Referral**

: Awesome! that's correct

Model Comparison Tool

Jun 3, 2018 - Aug 25, 2018

You're using a filtered view, which may cause your Multi-Channel Funnels reports to be inaccurate. Learn more ✕

Conversion Segments   Export ▾   Save   Insights(2)

Conversion: Type: Lookback Window:
1 Conversion Type Selected ▾   All Google Ads   Set 30 days prior to conversion ?

% of conversions: 5.80%

▎.... **First Interaction** ▾   vs ┃.... **Last Interaction** ▾   vs ▎.┃. **Last Non-Direct Click** ▾

Primary Dimension: **MCF Channel Grouping**   Default Channel Grouping   Source / Medium   Source   Medium   Other ▾   Channel Groupings ▾

Secondary dimension ▾   🔍 advanced

			Conversions & Value ▾					% change in Conversions ▾	
		First Interaction		Last Interaction		Last Non-Direct Click		(from First Interaction)	
MCF Channel Grouping ?	Conversions ? ↓	Conversion Value ?	Conversions ?	Conversion Value ?	Conversions ?	Conversion Value ?	Last Interaction	Last Non-Direct Click
1. Direct	**1,335.00** (40.68%)	$171,968.01 (43.36%)	2,100.00 (63.99%)	$274,446.10 (69.20%)	1,114.00 (33.94%)	$146,358.98 (36.90%)	57.30% ▲	-16.55% ▼
2. Referral	**1,072.00** (32.66%)	$150,957.96 (38.06%)	576.00 (17.55%)	$74,728.44 (18.84%)	1,195.00 (36.41%)	$160,736.83 (40.53%)	-46.27% ▼	11.47% ▲
3. Organic Search	**775.00** (23.61%)	$66,454.93 (16.76%)	503.00 (15.33%)	$38,210.15 (9.63%)	839.00 (25.56%)	$75,751.22 (19.10%)	-35.10% ▼	8.26% ▲
4. Paid Search	**71.00** (2.16%)	$4,967.74 (1.25%)	70.00 (2.13%)	$6,307.55 (1.59%)	88.00 (2.68%)	$8,246.10 (2.08%)	-1.41% ▾	23.94% ▲
5. Display	**18.00** (0.55%)	$1,314.52 (0.33%)	23.00 (0.70%)	$2,241.49 (0.57%)	33.00 (1.01%)	$3,091.72 (0.78%)	27.78% ▲	83.33% ▲
6. Social Network	**11.00** (0.34%)	$960.72 (0.24%)	10.00 (0.30%)	$690.15 (0.17%)	13.00 (0.40%)	$2,439.03 (0.61%)	-9.09% ▾	18.18% ▲

Part Four:
Ecommerce Reports

Identifying Ecommerce Elements in Standard Reports

Your ecommerce implementation has been gathering data and now it's time to put it to use.

Using the Test View of the GMSDA, you are being asked to identify the following data points, all of which can be found in the Conversions → Ecommerce → Sales Performance Report. For each item, provide a screenshot on a separate slide.

a) **For August 9th, 2018**: Total amount of *Tax* collected
b) **For August 22nd, 2018**: Total number of *Transactions*
c) **For the week of August 12-18, 2018**: Total *Quantity* of items sold
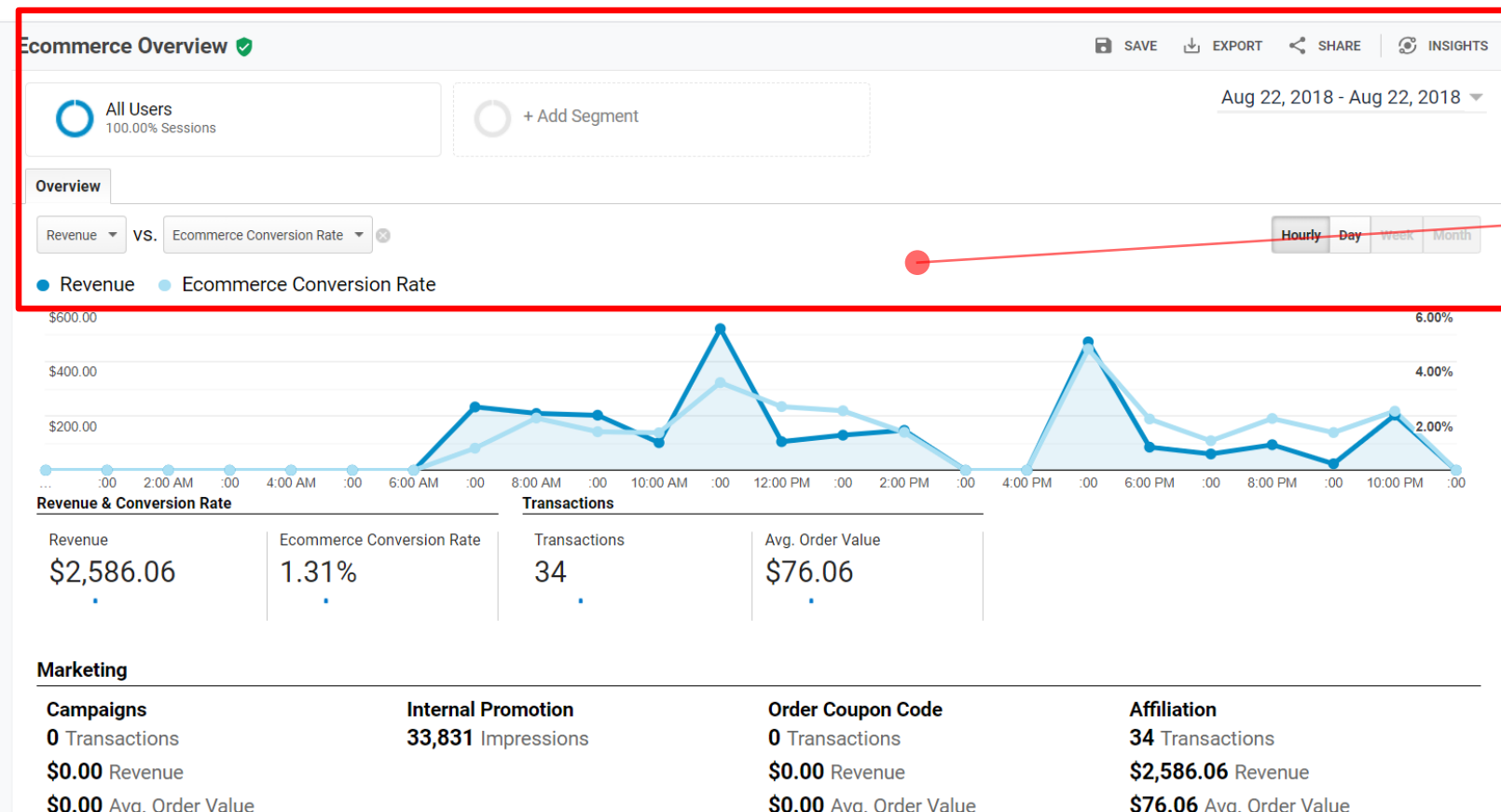
Sales Tax Collected: August 9th, 2018

: Everything looks fine but you just need to include a wider screenshot that shows the "Test View" on the top left hand corner.

Sales Performance ✓

SAVE   EXPORT   SHARE   INSIGHTS

All Users
100.00% Revenue

+ Add Segment

Aug 9, 2018 - Aug 9, 2018

: Great! You've selected the correct date range.

Explorer

Revenue ▾ VS. Select a metric

Day Week Month

● Revenue

$10,000.00

$5,000.00

Thursday, August 9, 2018

Primary Dimension: **Transaction ID** Date

Secondary dimension ▾

advanced

Transaction ID ?	Revenue ?	Tax ?	Shipping ?	Refund Amount ?	Quantity ?
	$7,149.92 % of Total: 100.00% ($7,149.92)	$313.46 % of Total: 100.00% ($313.46)	$509.87 % of Total: 100.00% ($509.87)	$0.00 % of Total: 0.00% ($0.00)	780 % of Total: 100.00% (780)
1. 71737	$2,571.90 (35.97%)	$0.00 (0.00%)	$19.99 (3.92%)	$0.00 (0.00%)	330 (42.31%)
2. 71747	$431.40 (6.03%)	$45.95 (14.66%)	$16.86 (3.31%)	$0.00 (0.00%)	60 (7.69%)

: Awesome!
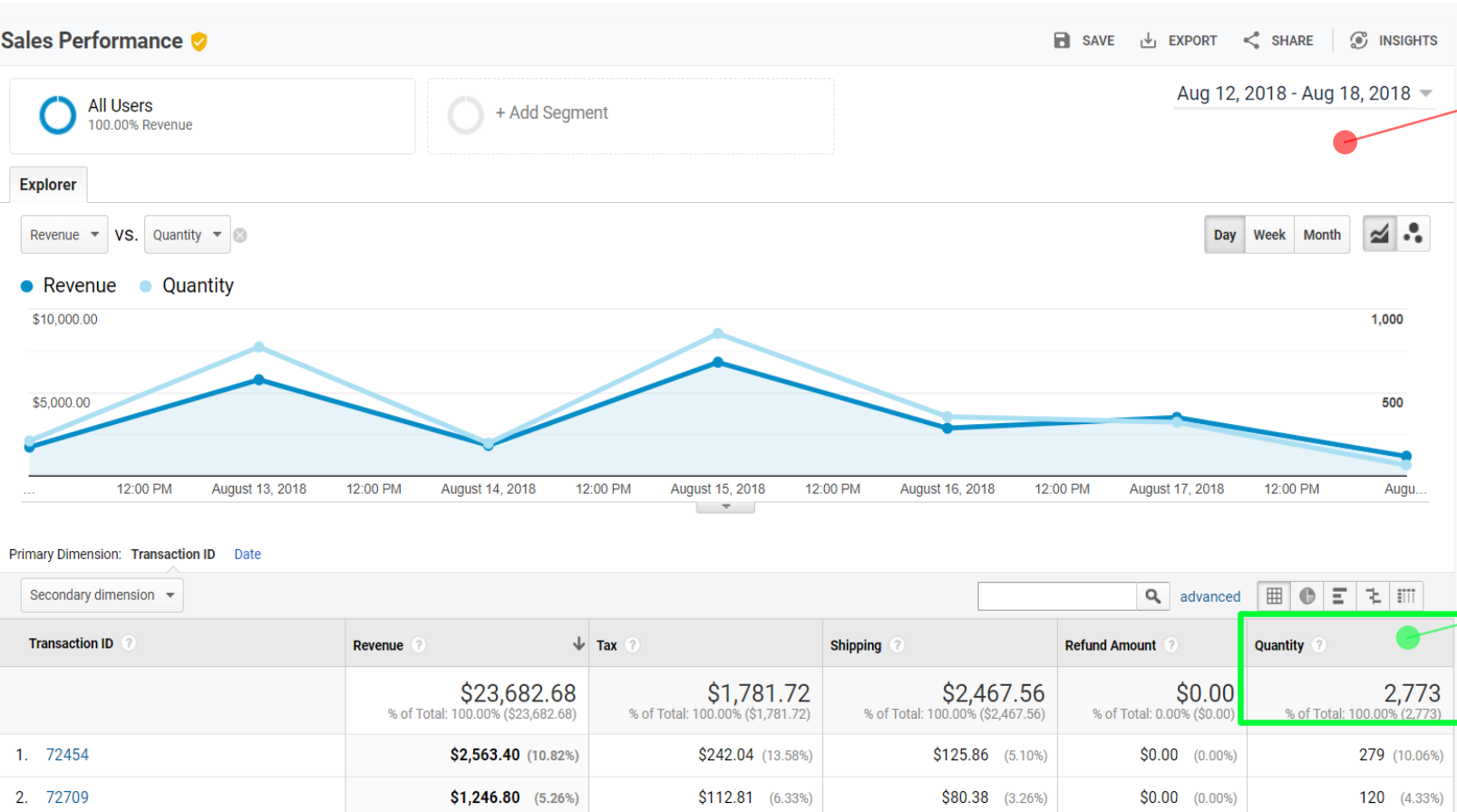
Project 3:
ANND Portfolio

Acquisition, Conversion, E-commerce, & Attribution