

Project 3: ANND Portfolio



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**

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

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


All accounts > Google Merchandise Store


2 Test View ▾

USER


view [+ Create View](#)


Test View

 View Settings

 Goals


 Filters

 Ecommerce Settings


 Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

 Segments

 Annotations

 Attribution Models

 Custom Channel Grouping
BETA

Specialized Referrals

[Delete Channel Grouping](#)

CHANNEL DEFINITIONS

+ Define a new channel

1. Youtube referrals

User defined

2. googleplex referrals

Define rules

Source ▾

contains ▾

googleplex.com

– OR AND

AND

Medium ▾

contains ▾

referral

– OR AND

Display Color:



Preview:

googleplex referrals

youtube.com Referral Channel

All accounts > Google Merchandise Store

2 Test View ▾

USER

view [+ Create View](#)

Test View

 View Settings

 Goals

 Filters

 Ecommerce Settings

 Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

 Segments

 Annotations

 Attribution Models

Name

Specialized Referrals

[Delete Channel Grouping](#)

CHANNEL DEFINITIONS

+ Define a new channel

1.

Youtube referrals

Define rules

Source ▾

contains ▾

youtube.com

— OR AND

Display Color:



Preview:

Youtube referrals

Done


Cancel

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.

Applying A Custom Channel Grouping


Analytics

All accounts > Google Merchandise Store
 2 Test View

Search reports and help

Channels

SAVE EXPORT SHARE EDIT INSIGHTS

Sep 2, 2018 - Sep 29, 2018

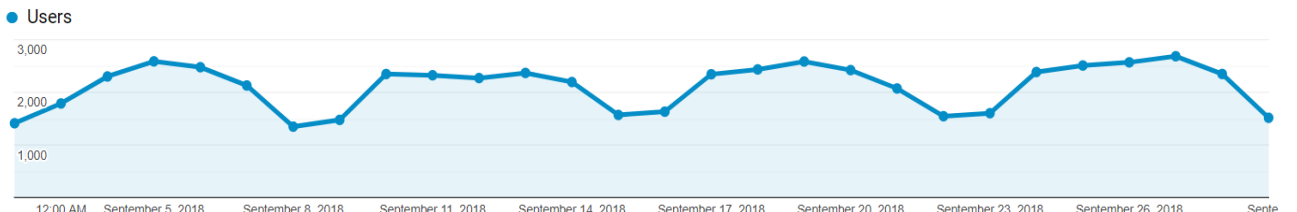
Home
 Customization
 REPORTS
 Real-Time
 Audience
 Acquisition
 Overview
 All Traffic
Channels
 Treemaps

All Users
 100.00% Users

+ Add Segment

Explorer
 Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric
 Day Week Month



Primary Dimension: Specialized Referrals Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

	Acquisition			Behavior			Conversions eCommerce		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
Specialized Referrals	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 referrals	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 referrals	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%)

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 2/12/19 at 6:43:08 PM - Refresh Report



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*.

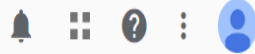
Set up your comparison using the following parameters and share your screenshot on the following slide:

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

accounts > Google Merchandise Store

Test View ▾



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:

1 Conversion Type Selected ▾

Type:

All Google Ads

Lookback Window:

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

MCF Channel Grouping ?	Conversions & Value ▾						% change in Conversions (from First Interaction) ▾	
	First Interaction		Last Interaction		Last Non-Direct Click		Last Interaction	Last Non-Direct Click
	Conversions ? ↓	Conversion Value ?	Conversions ?	Conversion Value ?	Conversions ?	Conversion Value ?		
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 channel performed the best in the Last Non-Direct Click Model?

Worst Performer in Each Model

(based on Conversion Value) – Social Network

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 SegmentsExportSave

Conversion:1 Conversion Type SelectedType:AllGoogle AdsLookback Window:Set 30 days prior to conversion

% of conversions: 5.80%

First InteractionvsLast InteractionvsLast Non-Direct Click

Primary Dimension: MCF Channel GroupingDefault Channel GroupingSource / MediumSourceMediumOtherChannel Groupings

Secondary dimension

advanced

MCF Channel Grouping	Conversions & Value						% change in Conversion Value (from First Interaction)	
	First Interaction		Last Interaction		Last Non-Direct Click		Last Interaction	Last Non-Direct Click
	Conversions	Conversion Value	Conversions	Conversion Value	Conversions	Conversion Value		
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: 10Go to: 11 - 6 of 6

Show rows: 10 Go to: 1 1 - 6 of 6

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

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: 1 Conversion Type Selected **Type:** All Google Ads **Lookback Window:** 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

MCF Channel Grouping	Conversions & Value						% change in Conversions (from First Interaction)	
	First Interaction		Last Interaction		Last Non-Direct Click		Last Interaction	Last Non-Direct Click
	Conversions	Conversion Value	Conversions	Conversion Value	Conversions	Conversion Value		
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

Analytics 2 Test View

SAVE EXPORT SHARE INSIGHTS

▼ Attribution

Aug 9, 2018 - Aug 9, 2018 ▼

Day Week Month

\$10,000.00

Thursday, August 9, 2018

Secondary dimension ▼

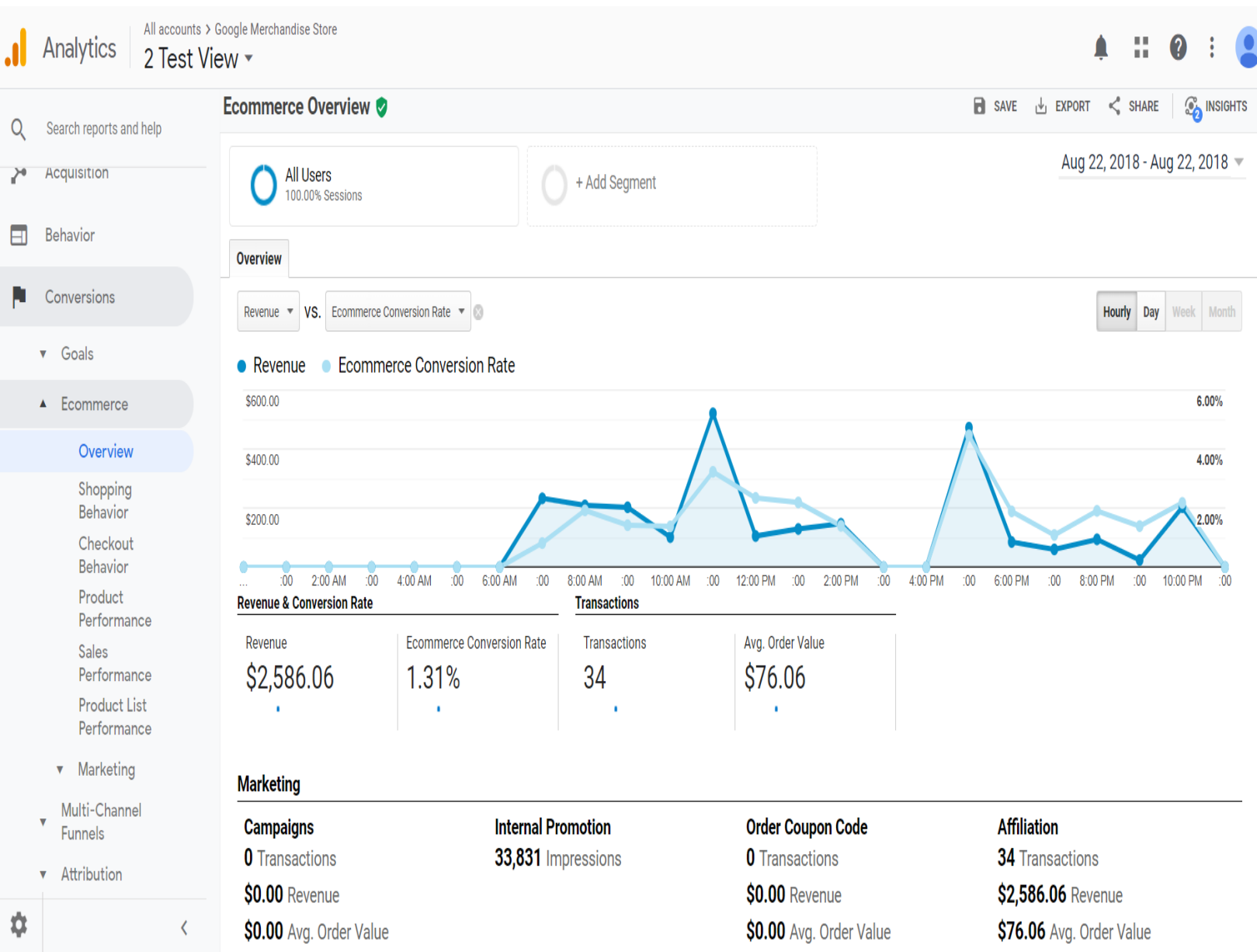

[advanced](#)





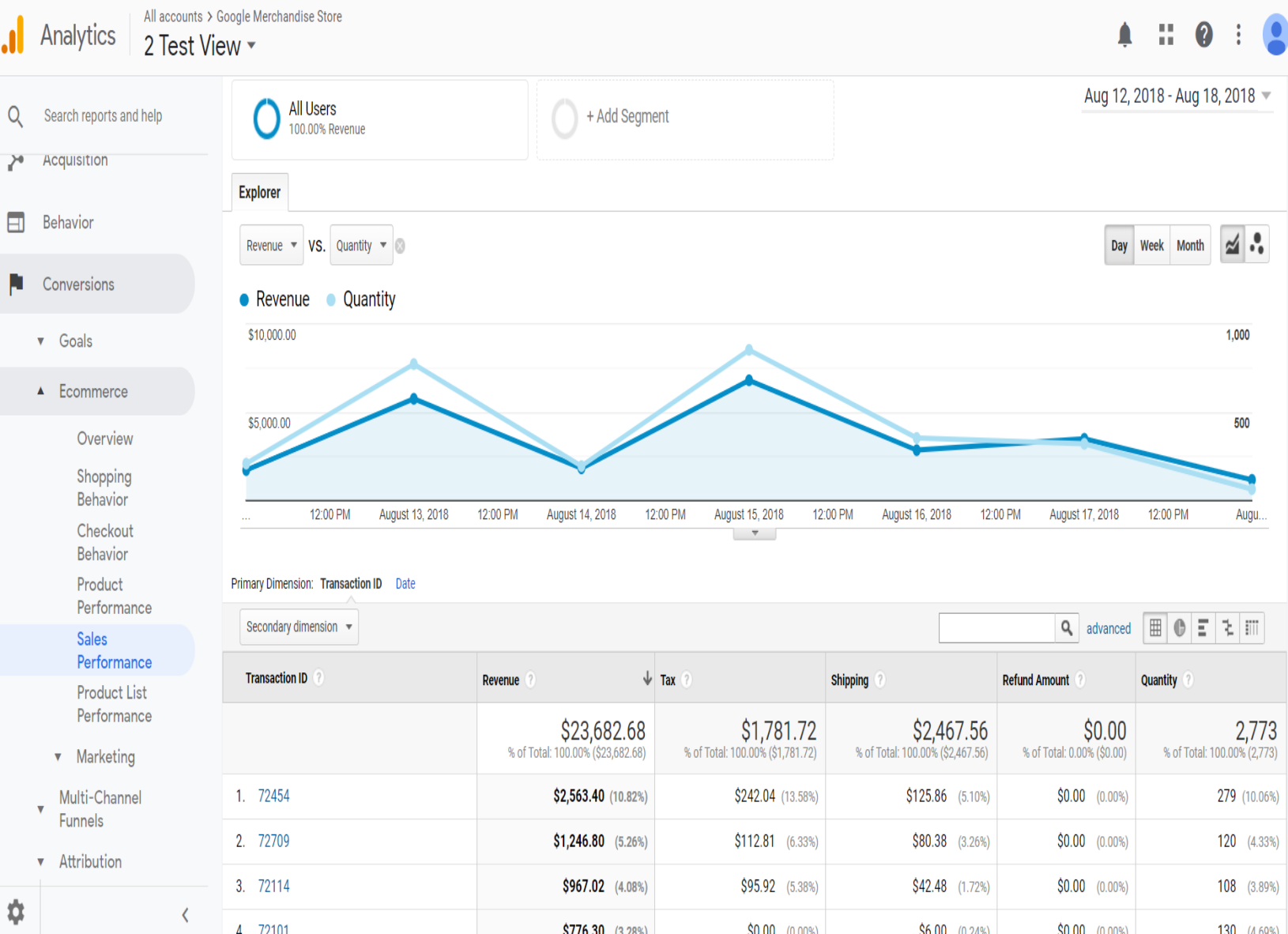

LEARN MORE udacity.com/google-analytics

Total Number of Transactions: August 22, 2018 - 34



Quantity of Items Sold:

August 12-18, 2018 – 2,773 items



Project 3: ANND Portfolio

Acquisition, Conversion,
E-commerce, &
Attribution