1.

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⤢.

Activity Overview

In this activity, you will sign-in to a Google Analytics demo account and explore the metrics collected in the tool. You'll review a scenario with metrics of interest, find the values for those metrics, and record your results. Think of this activity as a kind of treasure hunt where *metrics* are the treasures.

Being able to interpret metrics and analytics is an important skill for a digital marketer. You'll use the metrics to analyze information such as customer engagement, monetization, and to identify trends.

Note: To complete this activity, you must have a Google account to sign in and access the Google Analytics demo account. If you don't have a Google account, you may set up an account by following the instructions in the Help Center article,
Create a Google Account⤢*. There is no cost to access the Google Analytics demo account.*

Be sure to complete this activity before moving on. The next course item will review an exemplar with the values recorded for the metrics of interest. You can compare the values in the exemplar with what you found in this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

As a new marketing associate at Google, you have been asked to familiarize yourself with the metrics in Google Analytics that are available for the Google Merchandise Store. To help you do this, your manager has given you a list of metrics for user acquisition, engagement, and monetization that you can view under the *Life cycle* section of the tool. Normally, someone reviews these metrics on a monthly basis. Since this has been incorporated into your training assignment, everyone on the team is thrilled that you'll be helping to get some real work done!

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Metrics for January⤢

Step 2: Access the Google Analytics demo account

Click this link, Access the demo account⤢, to display the page in a new browser window.

 Locate the paragraph that contains the three options:

Google Analytics 4 property: Google Merchandise Store (web data)

Google Analytics 4 property: Flood-It! (app and web data)

Universal Analytics property: Google Merchandise Store (web data)

Click the link to the first option.

Note: If you aren't already signed in to your Google account, you'll be prompted with "Sign In to continue to Google Analytics." Enter your Google (gmail) ID and click Next*. Then, enter your password and click* Next*. You'll be returned to the Help article and you can click the link again as instructed.*

Note: If you are denied access to the demo account when you sign in, open the link in an Incognito window and sign in again. To open an Incognito window in Chrome, click the More icon (three vertical dots) and select New Incognito window*.*

New tab	Ctrl+T
New window	Ctrl+N
New Incognito window	Ctrl+Shift+N

Step 3: Set the month for the time frame
Navigate to Reports to locate and click the date range, and then select *Custom*. Your 28-day range will display dates that are different from the dates shown in the example below.

Last 28 days **May 8 - Jun 4, 2023** ▼

With the start date highlighted, scroll up and select January 1 of the <u>current</u> year on the calendar. Next, click to highlight the end date and scroll up to select January 31 of the current year. For instance, for the year 2023, January 1, 2023 and January 31, 2023 are selected as shown below.

	CUSTOM						
Today	**Jan 1, 2023** – Jan 31, 2023						
Yesterday							
This week ▶	S	M	T	W	T	F	S
Last week ▶							
Last 7 days	18	19	20	21	22	23	24
Last 28 days	25	26	27	28	29	30	31
Last 30 days	JAN 2023						
Last 90 days	**1**	2	3	4	5	6	7
Last 12 months	8	9	10	11	12	13	14
Last calendar year	15	16	17	18	19	20	21
This year (Jan – Today)	22	23	24	25	26	27	28
Custom ✓	29	30	31				
Compare ⬤	FEB 2023			1	2	3	4

Cancel   **Apply**

Step 4: Find Acquisition metrics
Your manager asked you to find the total number of new users and the number and percentage of new users who arrive at the Google Merchandise Store after using these search engines:
Google

Bing

YouTube

Baidu

Note: To complete this step, use the treasure hunt method (Option 1) to browse for and discover the metrics independently, OR follow the detailed steps (Option 2) for a fully guided approach.
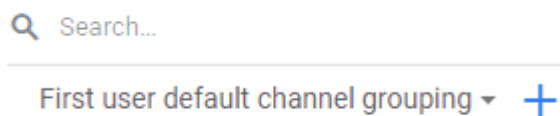(Option 1) Treasure hunt

Browse the data under Life cycle > Acquisition to find where you can locate the search information, and record the total new users and number of new users for each search engine in your activity template. Then, calculate the percentage of new users from each search engine.
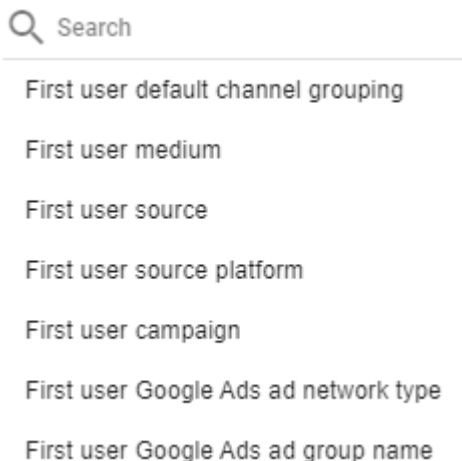(Option 2) Detailed steps
Under Life cycle, click *Acquisition* and then click *User acquisition*.

For the Search field (below the line graph in the middle of the page), click *First user default channel grouping*.

Q Search...

First user default channel grouping ▾ +

Select *First user source* from the drop-down list.

Q Search

First user default channel grouping

First user medium

First user source

First user source platform

First user campaign

First user Google Ads ad network type

First user Google Ads ad group name

Find the total number of new users in the report and enter the number in your activity template.
Enter *Google* in the search field, and record the number of new users who found the Google Merchandise Store from a Google search in your activity template.
Enter *Bing* in the search field and record the number of new users who found the Google Merchandise Store from a Bing search in your activity template.
Enter *YouTube* in the search field and record the number of new users who found the Google Merchandise Store from YouTube.
Enter *Baidu* in the search field and record the number of new users who found the Google Merchandise Store from a Baidu search. *Note: The Baidu results also identify the number of new users from searches on mobile devices.*
Calculate the percentage of new users from each search engine using the formula:
[(Number of new users from search engine) / (Total number of new users)] x 100.

Step 5: Find Engagement metrics

Your manager asked you to find the total users for the following events:

sessions_start

begin_checkout

remove_from_cart

purchase

Note: To complete this step, use the treasure hunt method (Option 1) to browse for and discover the metrics independently, OR follow the detailed steps (Option 2) for a fully guided approach.
(Option 1) Treasure hunt
Browse the data under Life cycle > Engagement to find each of the events, and record the values for total users in your activity template. In your activity template, also calculate and record the following as insights for your manager:
Number of users with cart abandonment =
(total users for begin_checkout) − (total users for purchase)
Sales conversion rate = [(total users for purchase) / (sessions_start)] x 100

(Option 2) Detailed steps
Under Life cycle, click *Engagement* and then click *Events*.

Use the drop-down for Rows per page and select 50 so you can view all the events on a single page.

Rows per page: 50 ▼   1-31 of 31

Find the sessions_start event and record the value in the Total users column in your activity template.
Find the begin_checkout event and record the value in the Total users column in your activity template.
Find the remove_from_cart event and record the value for Total users in your activity template.
Find the purchase event and record the value for Total users in your activity template.

In your activity template, calculate and record the number of users with cart abandonment as (total users for begin_checkout) − (total users for purchase). This is an insight to share with your manager.
In your activity template, calculate and record the sales conversion rate as [(total users for purchase) /(session_start))] x 100. This is an insight to share with your manager.

Step 6: Find Monetization metrics
Your manager asked you to find the total revenue, the number of first-time buyers, and the top three best-selling items.
Note: To complete this step, use the treasure hunt method (Option 1) to browse for and discover the metrics independently, OR follow the detailed steps (Option 2) for a fully guided approach.
(Option 1) Treasure hunt
Browse the data under Life cycle > Monetization to find the revenue amounts and top three best-selling items. Record the information in your activity template.
(Option 2) Detailed steps
Under Life cycle, click *Monetization* and then click *Overview*.

From the first chart, record the total revenue in your activity template.

From the second chart, record the number of first-time purchasers in your activity template.
Scroll down to the pane labeled Ecommerce purchases by item name and record the top three best-selling items and the quantities sold.

Pro Tip: Save your work
Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.
What to Include in Your Response

Be sure to include the following elements in your completed activity:

The number and percentage of new users for each search engine

Observations about the YouTube and Baidu metrics

Total users for each of the four events

The number of users with cart abandonment

The sales conversion rate

Monetization metrics, including total revenue, number of first-time buyers, and the top three best-selling items