

Getting started with the course

Media planning

Performance goals

Introduction to tools for marketing analytics

Video: Marketing analytics skills
3 min

Video: Introduction to Google Analytics
5 min

Reading: Resources to learn more about Google Analytics
20 min

Practice Quiz: Activity: Familiarize yourself with Google Analytics
1 question

Reading: Activity Exemplar: Familiarize yourself with Google Analytics
10 min

Video: Introduction to Google Ads
3 min

Reading: Resources to learn more about Google Ads
20 min

Reading: Other tools for marketing and analytics
20 min

Video: Tim - Use marketing analytics data
4 min

Video: Big data for marketing analytics and automation
3 min

Reading: Prepare for a cookie-less future in advertising and e-commerce
20 min

Practice Quiz: Test your knowledge: Marketing analytics
5 questions

Review: Introduction to assess for success: marketing analytics and measurement

Activity Exemplar: Familiarize yourself with Google Analytics

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

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

Link to exemplar: [Metrics for January](#)

Assessment of Exemplar

Compare the exemplar to your completed document. Review your work using each of the sections in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: If the current year isn't 2023, your results will look different.

Acquisition metrics

If you browsed the user acquisition metrics independently, hopefully you didn't miss the First user source option where Google Analytics breaks down the source of new users. The data includes sources that are customized search services from Yahoo and Baidu. When you enter either of those search engines in the search field, a detailed list is displayed.

Below are the results for Google, Bing, YouTube, and Baidu from January 1, 2023 to January 31, 2023.

google					Rows p
First user source +					
New users Engaged sessions Engagement rate Engaged sessions per user					
35,644 53.96% of total 47,917 50.72% of total 92.72% Avg +7.05% 1.27 Avg +4.69%					
1	google	33,767	45,276	93.24%	1.27
2	analytics.google.com	710	1,102	89.96%	1.48
3	googleads.g.doubleclick.net	622	725	97.97%	1.15
4	support.google.com	373	434	94.97%	1.10
5	sites.google.com	147	361	87.83%	1.56
6	mail.google.com	25	56	82.35%	1.51

bing					Rows
First user source +					
New users Engaged sessions Engagement rate Engaged sessions per user					
292 0.44% of total 402 0.43% of total 85.17% Avg +1.67% 1.29 Avg +6.62%					
1	bing	292	402	85.17%	1.29

youtube					Row
First user source +					
New users Engaged sessions Engagement rate Engaged sessions per user					
410 0.62% of total 460 0.49% of total 93.88% Avg +8.38% 1.11 Avg +8.79%					
1	youtube.com	410	460	93.88%	1.11

Below are the results for Baidu from January 1, 2023 to January 31, 2023. Notice the new mobile users counted.

baidu					Rows
First user source +					
New users Engaged sessions Engagement rate Engaged sessions per user					
1,328 2.01% of total 1,360 1.44% of total 98.19% Avg +15.37% 1.01 Avg +16.53%					
1	baidu	1,120	1,151	98.12%	1.02
2	m.baidu.com	208	209	98.58%	0.99

Engagement metrics

If you browsed the engagement metrics independently, hopefully you didn't miss the importance of the metrics for events. You calculated the number of users with cart abandonment using the metrics for the begin_checkout and purchase events. You also calculated the percentage of cart reduction using the metrics for add_to_cart and remove_from_cart events. These metrics are important to monitor for future promotions or remarketing efforts. Imagine increasing sales by re-engaging these users!

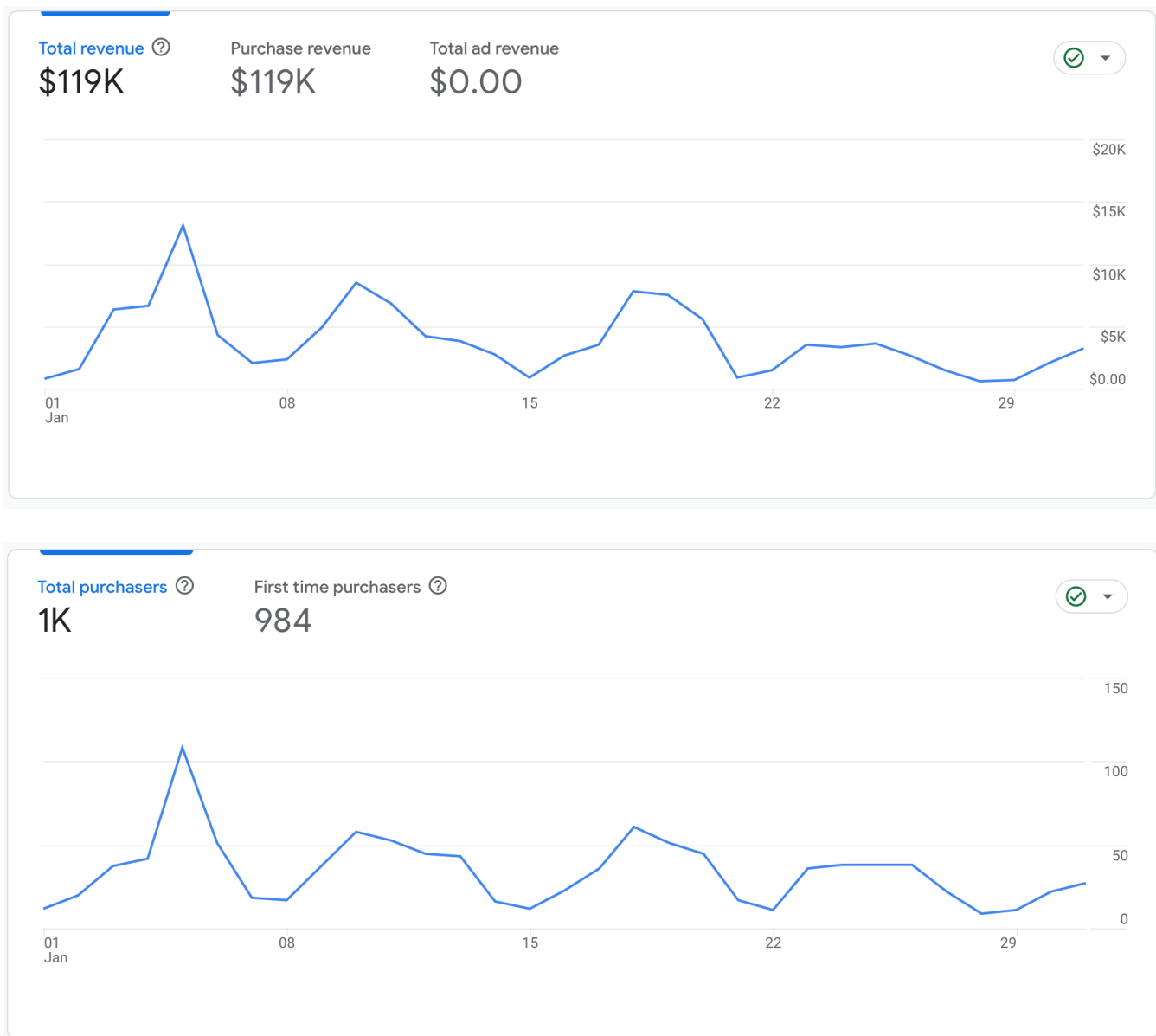
Below are the event metrics from January 1, 2023 to January 31, 2023.

Search...					Rows per page: 50 1/28 of 28
Event name +					
Event count Total users Event count per user Total revenue					
2,353,183 100% of total 97,332 100% of total 29.99 Avg 0% \$119,223.36 100% of total					
1	page_view	361,002	77,910	4.65	\$0.00
2	session_start	106,248	75,214	1.42	\$0.00
3	first_visit	67,089	67,260	1.00	\$0.00
4	new_recent_active_user	79,083	56,148	1.98	\$0.00
5	view_animation	723,526	45,748	15.91	\$0.00
6	user_engagement	283,149	44,542	6.41	\$0.00
7	view_item_list	361,709	39,397	9.18	\$0.00
8	scroll	150,154	35,957	4.19	\$0.00
9	view_item	76,203	22,400	3.40	\$0.00
10	new_engaged_user	26,165	20,685	2.26	\$0.00
11	predicted_top_spenders	34,266	19,312	25.67	\$0.00
12	click	17,702	5,786	3.06	\$0.00
13	view_cart	17,488	5,579	3.14	\$0.00

Monetization metrics

If you browsed the monetization metrics independently, you might have noticed how useful the Overview page is. You were able to find the number of first-time purchasers and the top-selling items from this page. These metrics are important to monitor for growth. Imagine increasing the number of first-time purchasers through a promotion on the most popular items!

Below is the monetization overview for January 1, 2023 to January 31, 2023.



Below are the top-selling items from January 1, 2023 to January 31, 2023, as shown on the monetization overview page.

Items purchased by	
Item name	
ITEM NAME	ITEMS PURCHASED
Google Cloud Sticker	794
Google Pen White	373
Google Re... Notebook	303
#IamRemark...Lapel Pin	190
Google Light Pen Green	190
Google Sticker	178
Google Sea Glass Bottle	145

Mark as completed

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