

Advanced Google Analytics

In this training, we will cover...

Advanced Configuration Settings

1. Custom Dimensions
2. Custom Metrics
3. Event Tracking
4. Other Useful Configurations (Cross domain tracking, users IDs etc)

Advanced Analysis Tools & Techniques

5. Segments
6. Multi-Channel Funnel Reports
7. Custom Reports

Advanced Marketing Tools

8. Remarketing

1. Custom Dimensions

1. Custom Dimensions

Custom Dimensions are one of the most powerful configuration settings you can use to collect data that's specific to your business.

1. Custom Dimensions

What are Dimensions?

- **Dimensions describe data.** Gender, Age, Country, City, Device, Browser, Source/Medium are all examples of dimensions that you'll find in standard Google Analytics reports.
- **Metrics measure data.** Metrics will invariably be a number, ratio or percentage.
- Most Google Analytics reports organise dimensions into rows and metrics into columns.

The diagram illustrates the structure of a Google Analytics report. At the top, a 'Metric' box has an arrow pointing to the 'Acquisition' section of the report. Below this, a 'Dimension' box has an arrow pointing to the row labels '1. California', '2. New York', '3. Texas', and '4. Florida'. The report itself is a table with the following data:

| Region | Metric | Acquisition | | Behavior | | | |
|---------------|-----------|---|--|--|---|--|---|
| | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| | | 27,831 % of Total 23.58% (118,015) | 75.73% Avg for View: 70.21% (7.66%) | 21,076 % of Total 25.44% (82,861) | 35.45% Avg for View: 31.45% (12.75%) | 1.30 Avg for View: 1.32 (-1.53%) | 00:02:57 Avg for View: 00:03:16 (-9.49%) |
| 1. California | Dimension | 5,188 (18.64%) | 75.37% | 3,910 (18.55%) | 34.77% | 1.30 | 00:02:54 |
| 2. New York | | 2,711 (9.74%) | 75.95% | 2,059 (9.77%) | 35.23% | 1.28 | 00:03:01 |
| 3. Texas | | 1,792 (6.44%) | 79.07% | 1,417 (6.72%) | 35.10% | 1.29 | 00:03:00 |
| 4. Florida | | 1,550 (5.57%) | 79.61% | 1,234 (5.86%) | 34.77% | 1.28 | 00:02:59 |

1. Custom Dimensions

Benefits of Custom Dimensions

- **Track dimensions not available in Google Analytics.** Through custom dimensions, you can import data Google Analytics does not automatically collect and combine it with Google Analytics data. e.g. import data from a CMS like WordPress or CRM like Salesforce).
- **Build reports using custom dimensions.** Custom dimensions are available in custom reports and available for use with advanced segments. Custom dimensions can also be used as secondary dimensions in standard reports.
- **Analyse company-specific data.** Get actionable insights tailored to the needs of your business.

1. Custom Dimensions

Example Custom Dimensions

- **Author.** If you run a multi-author blog, you could create a custom dimension to capture "Author" data from your website. Then, create a custom report with Author as the primary dimension to measure differences between authors. To grow your business, ask the author with the most pageviews to write more.

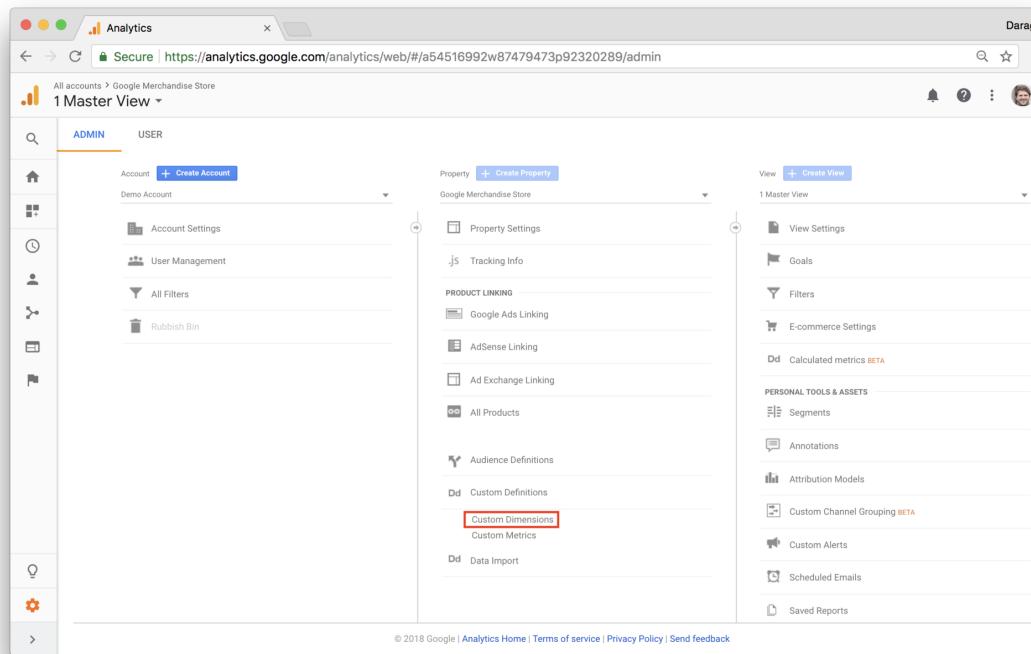
| Author | Pageviews |
|---------------------------|---|
| | 1,080,276 % of Total: 68.52% (1,576,519) |
| 1. Joost de Valk | 518,849 (48.03%) |
| 2. Marieke van de Rakt | 310,342 (28.73%) |
| 3. Michiel Heijmans | 97,693 (9.04%) |
| 4. Edwin Toonen | 79,668 (7.37%) |
| 5. Willemien Hallebeek | 41,701 (3.86%) |
| 6. Jimmy Comack | 15,105 (1.40%) |
| 7. Annelieke van den Berg | 7,199 (0.67%) |

Other Examples: Shipping Methods, Logged In Users, Member Types (Free, Paid, Basic, Gold, Platinum) etc.

1. Custom Dimensions

How to Set Up Custom Dimensions

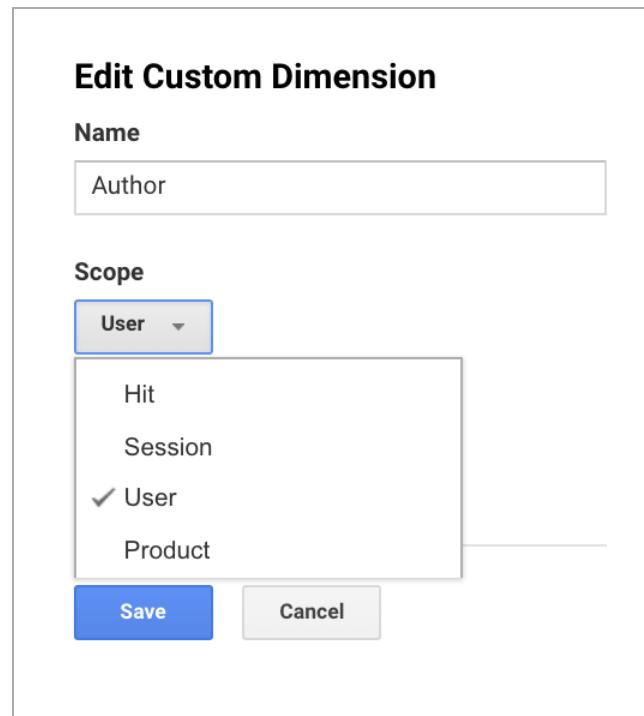
1. Add a New Custom Dimension. Go to Admin> Custom Definitions >Custom Dimensions. Note you need edit access to add custom dimensions.



1. Custom Dimensions

How to Set Up Custom Dimensions

2. **Enter the dimension name & select the scope.** A dimension can have one of the following scopes: hit, session, user or product.



1. Custom Dimensions

What is Scope?

- For standard dimensions, Google Analytics automatically categorises the scope.
- For custom dimensions you must select which scope the Custom Dimension value will be applied to. Each Custom Dimension can have one of four scopes:

| Scope | | | |
|--|--|---|---|
| Standard Dimensions in Google Analytics | | | |
| Page | Landing Page | Age | Product |
| Page Title | Source/Medium | Gender | Product SKU |
| Event Category | Campaign | City / Country | Product Category |
| Hit | Session | User | Product |
| Value applies to the single hit for which it has been set. | Value applies to all hits in a single session. | Value applies to all hits in current and future sessions. | Value applies to the product for which it has been set (requires Enhanced Ecommerce). |

1. Custom Dimensions

How to Set Up Custom Dimensions

3. Implement the tracking code.

Copy and paste code into your platform to collect custom data.

Don't forget to replace the dimension value with your own.

Different businesses will do this in different ways, depending on their data collection method and what data they wish to collect.

Google Tag Manager is a great option for managing Custom Dimension tracking code more easily.

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (gtag.js)

For instructions on how to set up custom dimensions using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';
ga('set', 'dimension1', dimensionValue);
```

Android SDK

```
String dimensionValue = "SOME_DIMENSION_VALUE";
tracker.set(Fields.customDimension(1), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @":SOME_DIMENSION_VALUE";
[tracker set:[GAIFields customDimensionForIndex:1] value:dimensionValue];
```

1. Custom Dimensions

Limits & Caveats

- Custom Dimensions are **not a must** to implement but we should be aware of the benefits.
- You can create up to **20** Custom Dimensions.
- You **can't apply** a Custom Dimension **retroactively**. You can only apply a Custom Dimension to data that was collected after you created the dimension.
- You should not send **personally identifiable information** (PII) as values. This is against the Google Analytics [Terms of Service](#).
- Custom Dimensions **cannot be shared** in The Solutions Gallery like goals, segments, dashboards and custom reports.
- Custom dimensions **cannot be deleted**, but you can disable them.

2. Custom Metrics

2. Custom Metrics

Custom Metrics let you send your own metrics to Google Analytics for analysis.

2. Custom Metrics

Benefits of Custom Metrics

- **Track metrics not available in Google Analytics.** Through custom metrics, you can import data Google Analytics does not automatically collect and combine it with Google Analytics data.
- **Build reports with custom metrics.** Custom metrics are available in custom reports and available for use with advanced segments.
- **Analyze company-specific data.** Get actionable insights tailored to the needs of your business.

2. Custom Metrics

Example Custom Metrics

- Custom metrics enable you to unlock some really great reports like this:

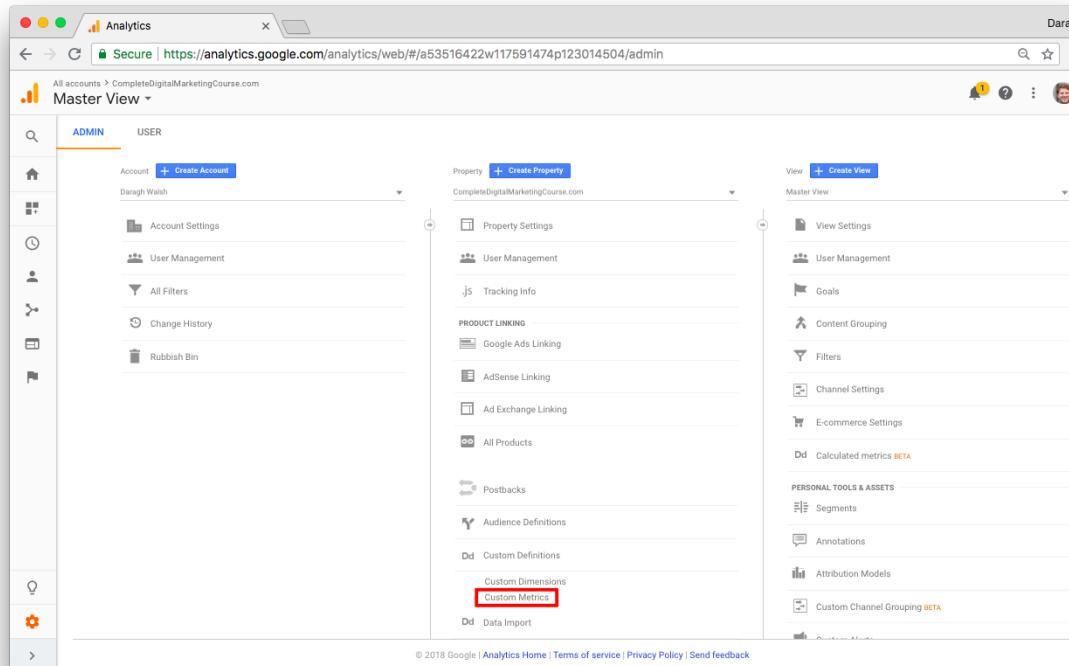
| | Product Brand ? | Original Price ? ↓ | Displayed Price ? | Product Level Discount Value ? | Order Coupon Value per Product ? | Product Revenue ? |
|----|-----------------|---|---|---|---|---|
| | | £959,759.15 % of Total: 100.00% (£959,759.15) | £648,891.88 % of Total: 100.00% (£648,891.88) | £360,785.18 % of Total: 100.00% (£360,785.18) | £49,917.64 % of Total: 100.00% (£49,917.64) | £583,369.89 % of Total: 100.00% (£583,369.89) |
| 1. | [REDACTED] | £319,586.80 (33.30%) | £216,672.41 (33.39%) | £118,029.87 (32.71%) | £15,115.47 (30.28%) | £195,953.20 (33.59%) |
| 2. | [REDACTED] | £226,891.10 (23.64%) | £150,338.30 (23.17%) | £87,585.27 (24.28%) | £11,032.30 (22.10%) | £136,169.15 (23.34%) |
| 3. | [REDACTED] | £71,566.00 (7.46%) | £46,156.50 (7.11%) | £29,374.27 (8.14%) | £3,964.76 (7.94%) | £41,026.24 (7.03%) |
| 4. | [REDACTED] | £43,250.00 (4.51%) | £36,309.00 (5.60%) | £10,208.19 (2.83%) | £3,267.18 (6.55%) | £32,047.17 (5.49%) |
| 5. | [REDACTED] | £35,295.00 (3.68%) | £21,802.50 (3.36%) | £15,530.46 (4.30%) | £2,037.96 (4.08%) | £19,389.21 (3.32%) |
| 6. | [REDACTED] | £30,281.00 (3.16%) | £24,286.00 (3.74%) | £7,885.82 (2.19%) | £1,890.82 (3.79%) | £21,383.00 (3.67%) |
| 7. | [REDACTED] | £24,108.00 (2.51%) | £14,795.50 (2.28%) | £10,483.13 (2.91%) | £1,170.62 (2.35%) | £13,281.88 (2.28%) |
| 8. | [REDACTED] | £19,010.00 (1.98%) | £9,592.00 (1.48%) | £9,989.56 (2.77%) | £571.56 (1.15%) | £8,972.46 (1.54%) |

Examples: With the above custom metrics in place, we can see the impact of discounting / sales / promotions etc on any product brand.

2. Custom Metrics

How to Set Up Custom Metrics

1. Add a Custom Metric. Go to Admin> Custom Definitions >Custom Metrics. Note you need edit access to add custom metrics.



2. Custom Metrics

How to Set Up Custom Metrics

2. **Select the scope.** Unlike dimensions, Custom Metrics can only have a scope of “hit,” or “product.”

Add Custom Metric

Name

Scope

Hit

Hit
 Product

Minimum Value optional

Maximum Value optional

Active

2. Custom Metrics

How to Set Up Custom Metrics

3. **Select the formatting type.** Select Integer (number), currency or time and hit create.

Add Custom Metric

Name

Scope

Hit

Formatting Type

Integer

Integer
Currency (Decimal)
Time

Maximum Value optional

Active

2. Custom Metrics

How to Set Up Custom Metrics

4. **Implement the tracking code.** Copy and paste code into your platform to collect custom data. Don't forget to replace the metric value with your own. Different businesses will do this in different ways, depending on their data collection method and what data they wish to collect. **Google Tag Manager** is a great option for managing Custom Metric tracking code more easily.

Created Custom Metric

Example Codes for This Metric

Copy the following code snippet for your platform. DO NOT FORGET to replace metricValue with your own.

JavaScript (gtag.js)

For instructions on how to set up custom metrics using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var metricValue = '123';
ga('set','metric1',metricValue);
```

Android SDK

```
String metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
tracker.set(Fields.customMetric(1), metricValue);
```

iOS SDK

```
NSString *metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
[tracker set:[GAIFields customMetricAtIndex:1] value:metricValue];
```

Done

2. Custom Metrics

Limits & Caveats

- Custom Metrics are **not a must** to implement but we should not avoid its benefits.
- Standard Google Analytics users can create up to **20** Custom Metrics.
- You **can't apply** a Custom Metrics **retroactively**. You can only apply a Custom Metric to data that was collected after you created the metric.
- Custom Metrics **cannot be shared** in The Solutions Gallery like goals, segments, dashboards and custom reports.
- Custom metrics **cannot be deleted**, but you can disable them.

3. Event Tracking

3. Event Tracking

Event tracking allows you to capture user interactions on your site which Google Analytics does not automatically capture.

3. Event Tracking

Benefits of Event Tracking

- **Track interactions Google Analytics Goals can't track.** Google Analytics goals usually require a specific page being loaded to track an interaction e.g. thank you page. Event tracking allows you to track interactions on a single page.
- **Better understand user behaviour.** Understand if users are engaging with your content and performing intended actions that are important for your site and business.
- **View event tracking reports.** All data collected using event tracking is reported within the Event Tracking sub-section, which is found within the Behaviour Reports section.

3. Event Tracking

Examples Events

- Click-to-call phone number
- External link clicks e.g. third-party live chat
- Clicks on email addresses
- Video plays
- Podcast plays
- Selected colour or size (ecommerce sites)
- Abandonment of form field
- Movement of mouse
- Scrolling down the page
- Clicks to social profiles

3. Event Tracking

How to Set Up Event Tracking

1. **Copy the tracking code template.** To track an event, a snippet of code is added to the link on your site you want to track. When the link is clicked, the interaction is tracked and displayed as an event in Google Analytics.

Template:

```
onclick="ga('send', 'event', 'Category', 'Action', 'Label', 'Value');"
```

3. Event Tracking

How to Set Up Event Tracking

2. **Replace the template fields.** Replace category, action, label and value fields to describe a user's interaction on your website (these fields are what will show within Google Analytics).

Template:

```
onclick="ga('send', 'event', 'Category', 'Action', 'Label', 'Value');
```

- **Category (Required)** Typically the object or group of objects that was interacted with e.g. 'Video', 'PDF'
- **Action (Required)** The type of interaction e.g. 'play', 'download'
- **Label (Optional)** Useful for summarising what the event is about e.g. 'name of video', 'name of PDF'
- **Value (Optional)** A numeric value associated with the event e.g. '42'

3. Event Tracking

How to Set Up Event Tracking

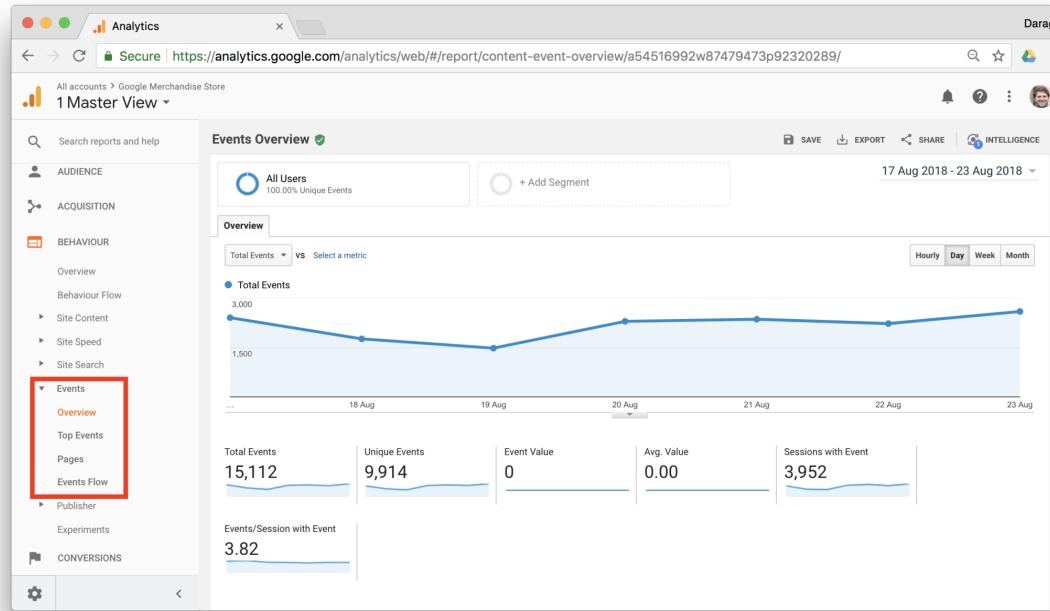
3. **Implement the tracking code.** Manually add the link + event tracking code to your website or use Google Tag Manager to add the tracking code. The highlighted text below shows an example of event tracking code configured to record the download of a company brochure PDF document.

```
<a href="www.examplewebsite.co.uk/pdf/company_brochure.pdf"  
onclick="ga('send', 'event', 'PDF', 'Download', 'Company Brochure -  
PDF Download');">ANCHOR Text</a>
```

3. Event Tracking

Reporting

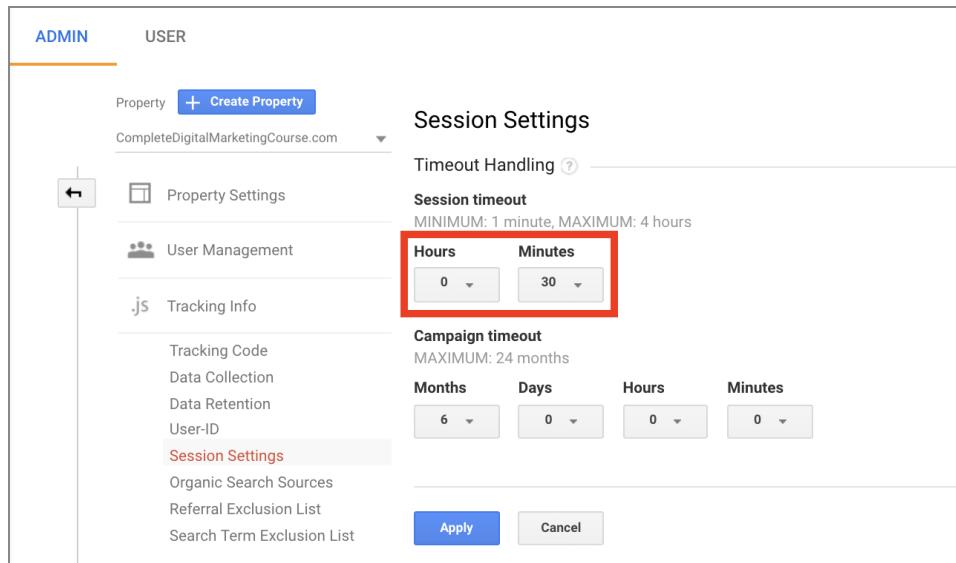
- **View Event Reports.** Click Behaviour > Events > Overview to look at the events you have tracked and see how they're performing.



4. Other Useful Configurations

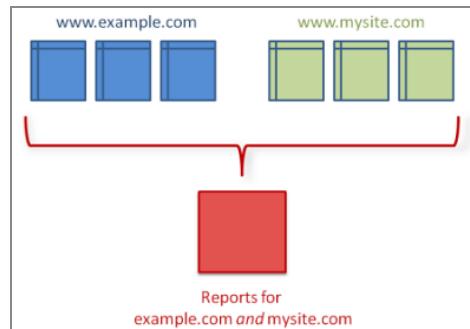
4. Other Configurations

- **Custom Session Settings.** Set how long sessions can last.
 - By default, sessions end after 30 minutes of inactivity or when the user closes the browser window. You can lengthen the session time if an average users spend a lot more time on your site (e.g. 2 hours to play a game).
 - Go to Admin>Session settings to adjust session timeout.



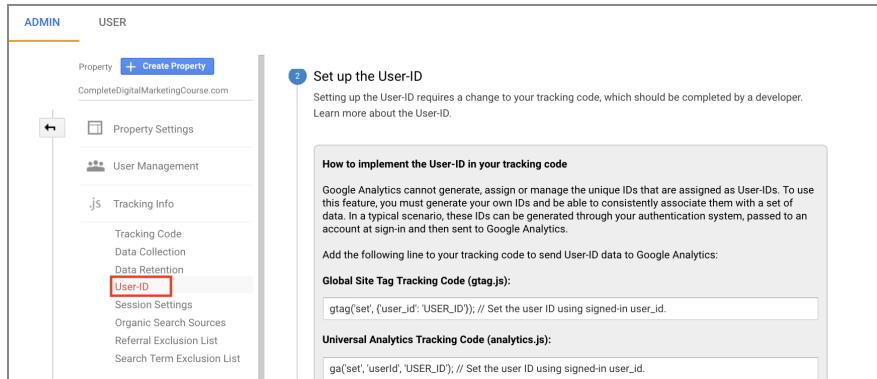
4. Other Configurations

- **Cross-Domain Tracking.** Track users and sessions across multiple domains e.g. an ecommerce site and a separate shopping cart site.
 - Without cross-domain tracking, the shopping behaviour and check out won't get linked together and Google Analytics will associate these users and sessions with their respective domains. This is because Google Analytics can't link the anonymous ID (known as a client ID) assigned by one domain to another domain.
 - To [set up cross-domain tracking](#) use Google Tag Manager or modify the tracking code.



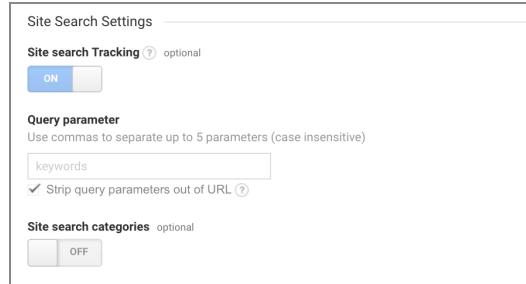
4. Other Configurations

- **User-ID.** Track users across multiple devices and sessions.
 - By default, Google Analytics will NOT be able to identify sessions from the same user when the sessions happen in different browsers on the same device or browsers on different devices. This is because the anonymous ID (known as a client ID) assigned by Google Analytics is stored in the browser.
 - To use this feature, you must have a sign-in that generates your own IDs and be able to consistently associate them with a set of data. You can set up this up in the Admin section under User ID.



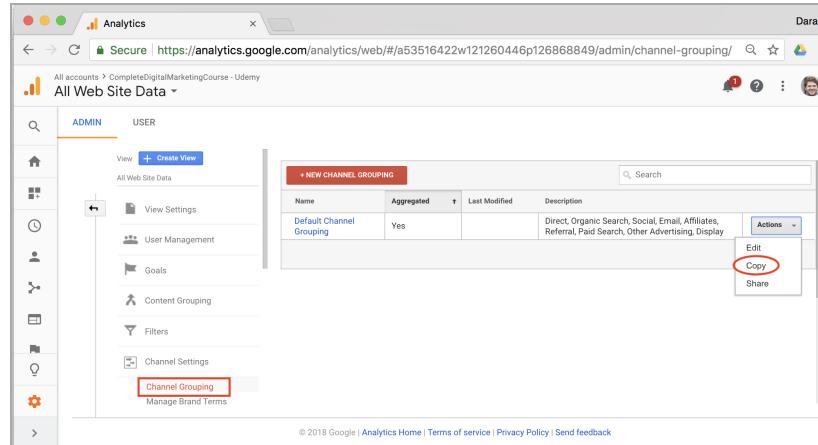
4. Other Configurations

- **Internal Site Search.** See how users search your site.
 - If you have a search field that lets customers search on your website, you can set up “Site Search” to track what search terms users enter. This can help you identify missing or obscured content, optimize navigation and site layout, improve search results, and even generate ideas for new keywords for marketing campaigns.
 - To set up Site Search, go to the Admin >View>View Settings. Then. enable site search tracking and enter the “query parameter” that your website uses in the URL when users search on your site.



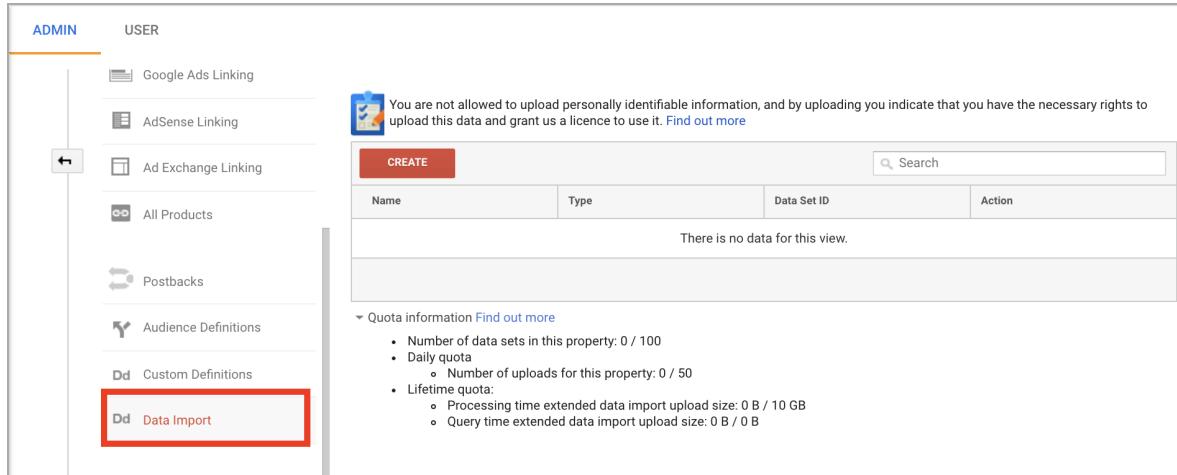
4. Other Configurations

- **Custom Channel Group.** Customize how Google Analytics groups channels in your reports.
 - By default, Google Analytics groups your traffic sources using default channels like Organic, Social, Direct, Referral, and Display.
 - To set up a custom channel group, go to admin > make a copy of the default Channel Grouping. Edit it to label your traffic in other ways for analysis e.g. move traffic source from "social" to "community".



4. Other Configurations

- **Data Import.** Upload data from external sources and combine it with data you collect via Analytics.
 - Data import provides an alternative to collecting data by the JavaScript tracking code.
 - Note: If you're importing custom dimension and metric data, you'll need to create custom dimensions and metrics create prior to uploading the data.



4. Other Configurations

Summary

- **Custom Session Settings.** Set how long sessions and campaigns can last.
- **Cross-Domain Tracking.** Track users and sessions across multiple domains.
- **User-ID.** User-ID. Track users across multiple devices and sessions.
- **Internal Site Search.** See how users search your site.
- **Custom Channel Group.** Customize how Google Analytics groups channels in your reports.
- **Data Import.** Upload data from external sources and combine it with data you collect via Analytics.

5. Segments

5. Segments

Segments are one of the most powerful tools in Google Analytics for analysis. Segments allow you to isolate and compare various groups of users on your website.

5. Segments

Benefits of Segments

- Segmentation allows you to understand the differences between various groups of your users and identify growth opportunities based on those differences.
- Compare up to four segments side by side in a single report.
- Segments can be applied to any report within the GA interface.
- Segments can be applied to historical data.
- Segments do not permanently alter your data, like filters do.
- Segments can be used to build audiences for remarketing campaigns.

5. Segments

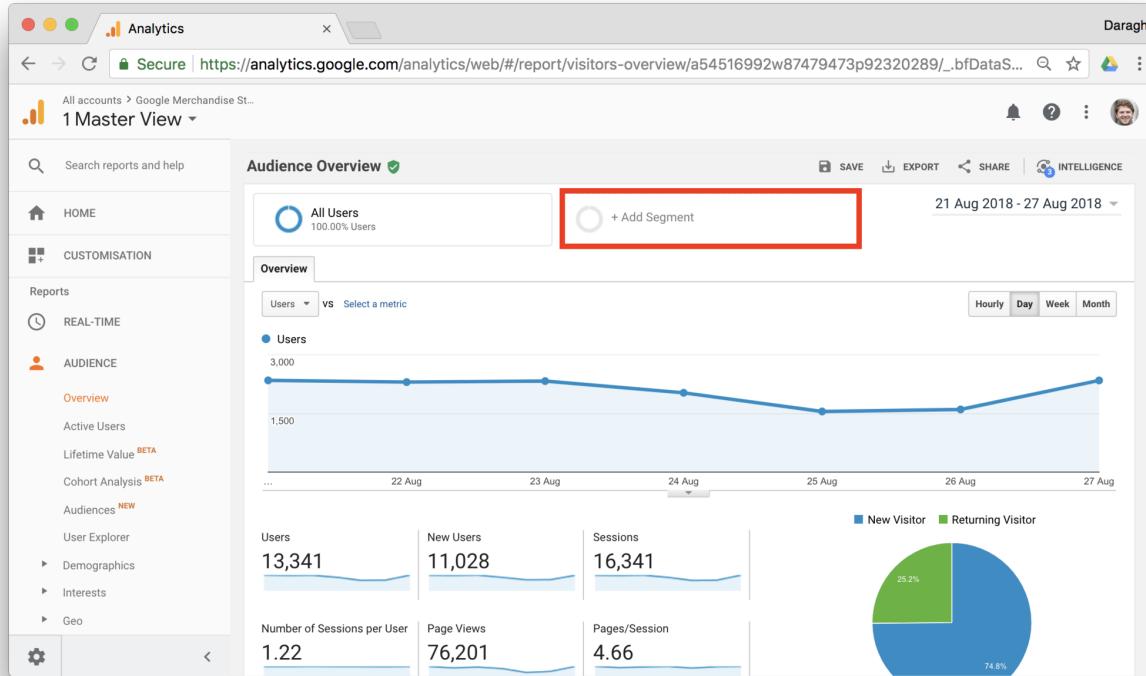
Examples Segments

- **Converters vs. Non-Converters.** Compare the behavior of visitors who converted versus those who didn't. Are there any differences in the age, gender, or interests? Understand the factors that are helping to drive conversions and optimize marketing to encourage conversions.
- **High-Value Customers.** Isolate those big spenders to understand who they are, how they behave and what makes them different. Target them in future acquisition campaigns and optimize your site and retention campaigns to encourage average customers to start behaving like high-value customers.
- **One-Time Buyers vs. Multi-Buyers.** What separates the one-time buyers from the multi-buyers? Do they have a tendency to buy products from specific categories? Make changes to encourage one-time buyers to start behaving like multi-buyers customers.

5. Segments

How to Use Segments

- **Add a Segment.** Click on the + Add segment tab at the top of any report in Google Analytics.



5. Segments

How to Use Segments

- **Default Segments.** Click the “System” tab in the segment builder to see the predefined segments. Select the segments you wish to compare and click the “Apply” button.

The screenshot shows the Google Analytics interface. On the left, the navigation menu is open, showing 'REAL-TIME', 'AUDIENCE' (with 'Overview' selected), and other report categories like 'Reports' and 'Customisation'. The main content area is titled 'Audience Overview' and displays 'All Users' by default. A search bar at the top right says 'Choose segment from list'. Below it, there's a 'Segment builder' section with tabs for '+ NEW SEGMENT', 'Import from gallery', and 'Share segments'. Under 'VIEW SEGMENTS', the 'System' tab is highlighted with a red box. The table lists various system segments: All Users (selected), Bounced Sessions, Converters, Direct Traffic, Made a Purchase, Mobile and Tablet Traffic, Mobile Traffic, and Multi-session Users. Each row has an 'Actions' dropdown arrow.

5. Segments

How to Use Segments

- **Custom Segments.** To build a custom segment, click custom segment > create New Segment. Define your segment by selecting the filters. For example, under Demographics you can filter for users who are 25–34, female, and located in New York City. Note % of users in segment on right hand side.

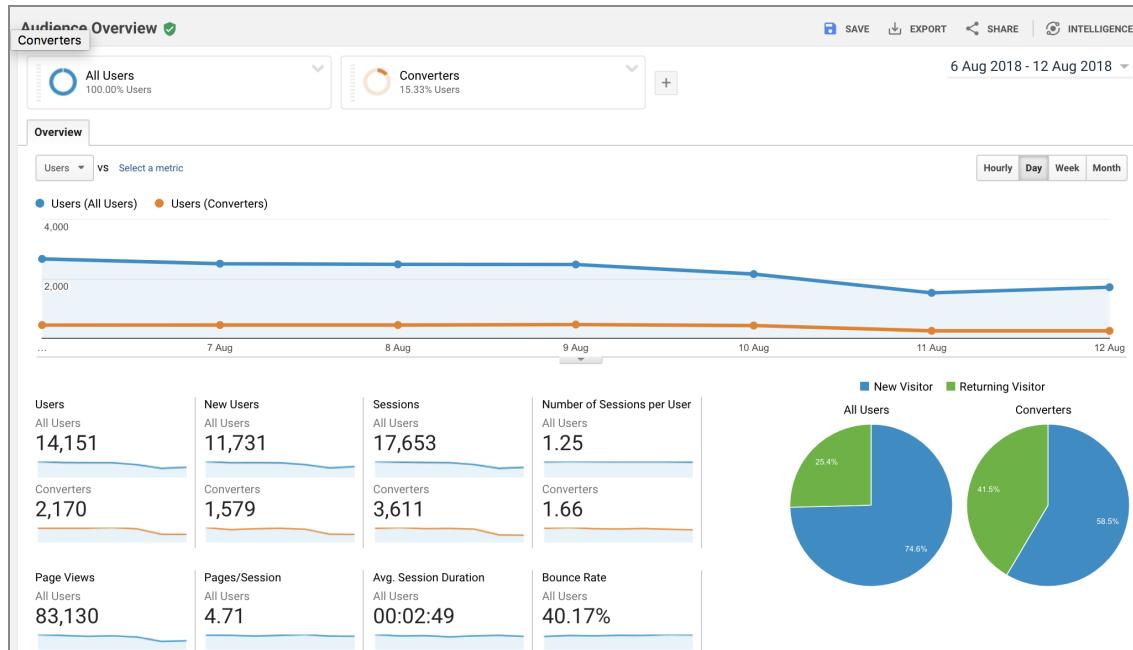
The screenshot shows a user interface for creating a new segment. At the top, there are two tabs: 'Returning Users' (17.47% Users) and 'New Users' (93.42% Users). Below these is a date range selector: 'Aug 14, 2017 - Sep 12, 2017'. The main area is titled 'Segment Name' with a red error message: 'Please specify segment name'. On the left, a sidebar lists categories: Demographics (selected), Technology, Behavior, Date of First Session, Traffic Sources, Enhanced Ecommerce, Advanced, Conditions, and Sequences. Under 'Demographics', filters are applied: Age (25-34 selected), Gender (Female selected), Language (en-us), Affinity Category (Sports & Fitness/Health & Fitness Buffs), In-Market Segment, Other Category, and Location (City: New York). To the right, a summary section displays a donut chart showing '0.17% of users' (28 users, 47 sessions, 0.24% of sessions) and a detailed breakdown of the segment's demographics:

| Demographic | Value |
|---------------------------|---|
| Age | 25-34 |
| Gender | Female |
| Language | en-us |
| Affinity Category (reach) | Sports & Fitness/Health & Fitness Buffs |
| In-Market Segment | |
| Other Category | |
| Location | New York |

5. Segments

How to Use Segments

- **Apply segments to your reports** and dashboards so you can see that specific data. Segments will appear in every report until you change them or leave Google Analytics.



6. Multi-Channel Funnel (MCF) Reports

6. MCF Reports

The **Multi-Channel Funnels reports** show how different marketing channels work together to create conversions.

6. MCF Reports

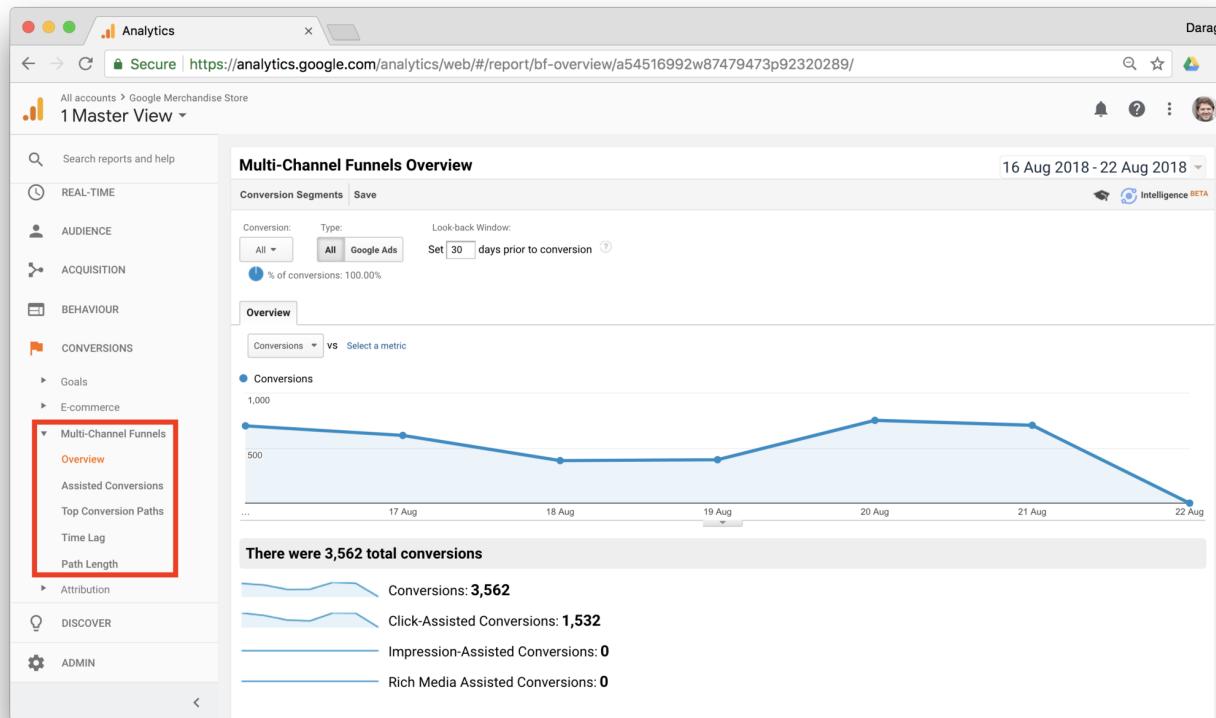
Benefits of MCF Reports

- **Analyse channel contribution.** Most reports in Google Analytics attribute all of the credit, of a conversion, to the last touch point on the conversions path. This is called a “last-click” attribution model. Multi-Channel Funnel Reports give you the bigger picture and enables you to see how often channels initiated, assisted and/or completed conversions.
- **Analyze Conversion Paths.** Understand the top conversion paths and how many interactions and/or days it takes users to convert.
- **Optimise Your Marketing.** Knowing how other channels initiated, assisted and/or completed conversions helps you to find the right marketing mix and decide how to best spend your budget.

6. MCF Reports

Find the MCF Reports

- Access the Multi-Channel Funnel Reports in the left hand navigation underneath "conversions".



6. MCF Reports

MCF Reports

- **Overview.** See a snapshot of the total number of conversions and well as the total number of assists before the last click.
- **Assisted Conversions.** Shows the total number and monetary value of assisted conversions broken out by channel. The higher these numbers the more the channel help assist with conversions.
- **Top Conversion Paths.** Show the different routes customers takes before conversion. See the popular paths through your marketing funnel and find out what's working.
- **Time Lag.** See the amount of time customers take from the first channel interaction to conversion.
- **Path Length.** Shows how many interactions visitors had with your site before they converted.

6. MCF Reports

Limits & Caveats

- In order to enable the MCF reports, you need to set up goals and/or ecommerce tracking.
- Some setup is required in order properly track the following channels:
 - Google Ads (Link Google Ads with Analytics)
 - Paid search on non-Google search engines (campaign tagging)
 - Custom campaigns (campaign tagging)

7. Custom Reports

7. Custom Reports

Custom Reports allow you to go beyond standard Google Analytics reports and gain truly valuable insights by creating reports for yourself.

7. Custom Reports

Benefits of Custom Reports

- **Gain valuable insights.** Build custom reports with standard dimensions and metrics. Drill down into fine details and discover correlations you wouldn't see otherwise.
- **Build reports with custom dimensions and metrics.** Analyze and present non-standard data with custom reports.
- **Create reports for different teams.** Marketing will be interested in one set of metrics and the development team will have their own agenda.
- **Organize data for presentations.** Present exactly what is needed, without extraneous and unnecessary information.
- **Export data into another software for analysis.** Include more than two dimensions per row.

7. Custom Reports

Example Custom Report

- **Hours & Days Reports.** See what time of the day and which day of the week your website receives the most traffic so you can plan marketing campaigns and site maintenance accordingly.

| Plot Rows | | Secondary dimension: Day of Week Name | Sort Type: |
|-----------|--------|---------------------------------------|------------|
| | Hour | Day of Week Name | |
| | | | |
| | 1. 15 | Thursday | |
| | 2. 16 | Thursday | |
| | 3. 18 | Tuesday | |
| | 4. 15 | Wednesday | |
| | 5. 14 | Wednesday | |
| | 6. 17 | Thursday | |
| | 7. 13 | Thursday | |
| | 8. 07 | Friday | |
| | 9. 15 | Tuesday | |
| | 10. 16 | Monday | |

7. Custom Reports

How to Create Custom Reports

- Go to Customization > Custom Reports > New Custom Report
- Pick the dimensions and metrics and decide how they should be displayed.

Create Custom Report

General Information

Title: New Custom Report

Report Content

Report Tab + add report tab

Name: Report Tab

Type: Explorer

Metric Groups

Metric Group + add metric

+ add metric group

Dimension Drilldowns

+ add dimension

Filters - optional

+ add filter

Views - optional

All views associated with this account

1 view selected

Save Cancel

The screenshot shows the 'Create Custom Report' page. It has sections for 'General Information' (Title: 'New Custom Report'), 'Report Content' (Report Tab: 'Report Tab', Type: 'Explorer'), 'Metric Groups' (Metric Group, + add metric, + add metric group), 'Dimension Drilldowns' (+ add dimension), 'Filters - optional' (+ add filter), and 'Views - optional' (radio buttons for 'All views associated with this account' and '1 view selected'). At the bottom are 'Save' and 'Cancel' buttons.

7. Custom Reports

How to Find Quality Custom Reports

- If you don't want to create your own Google Analytics custom reports, you can go ahead and borrow some from the [Google Solutions Gallery](#), which gives you access to custom reports and advanced segments created by others.

The screenshot shows the Google Analytics Solutions Gallery interface. At the top, there is a search bar and a 'CREATE' button. Below the search bar, there are tabs for 'All Solutions' (which is selected), 'Imported Solutions', and 'My Solutions'. On the left, there are filters for 'Sort by' (Most popular, Latest, Highest rating) and 'Filter by type' (Show all types, Attribution Model, Audience Definition, Channel Grouping, Custom Report, Dashboard, Goal, Segments). There is also a 'Filter by ranking' section with a slider from 1 to 5. The main content area displays three solutions:

- Occam's Razor Awesomeness** (By Avinash Kaushik, Aug 20, 2013): A collection of top segments, custom reports, and dashboards critical for any Analytics user. It has 309 reviews and 221,943 views. An 'Import' button is available.
- New Google Analytics User Starter Bundle** (By The Google Analytics Team, Sep 20, 2013): A bundle of must-have dashboards, custom reports, and segments for new Google Analytics users. It includes Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom... It has 140 reviews and 209,904 views. An 'Import' button is available.
- Content Analysis Dashboard** (By Vagelis Varfis | Nudge Digital, Mar 14, 2014): A dashboard for analyzing website content efficiency. It has 79 reviews and 93,665 views. An 'Import' button is available.

Each solution card includes a small profile picture of the creator, a 'More by [Creator]' link, and social sharing icons (Google+, Facebook, Twitter, Email).

7. Custom Reports

Limits & Caveats

- Custom reports will not let you Pair metrics and dimensions of different scopes. When you add dimensions and metrics, make sure they're of the **same scope** or no data will appear in the report e.g. dimension and metric both have a Hit, User, Session or Product scope.

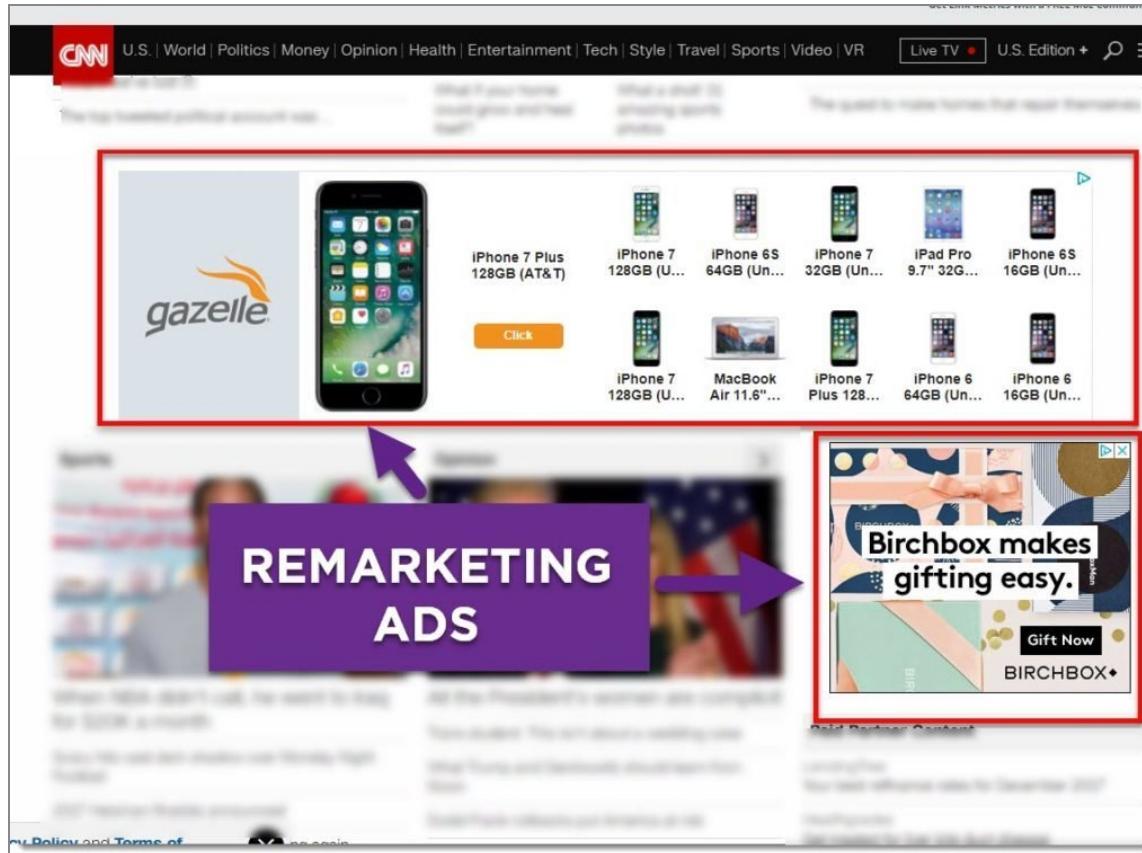
8. Remarketing

8. Remarketing

Remarketing is a powerful marketing tool that allows you to show targeted ads to bring users back to a website and encourage a conversion.

8. Remarketing

Example Remarketing Ads



8. Remarketing

Benefits of Remarketing

- **Higher Conversion Rates.** Someone who has already educated themselves about your product or service is one step further in the buying cycle than those visiting your site for the first time.
- **Lower Cost Per Clicks.** Generally, remarketing campaigns have better conversion rates which translate to a faster return on your investment and a lower cost per sale.
- **Targeted Ad Copy.** For someone who has already visited your website, you can change ad copy to something like: "Still In Need Of Widgets? Check Out Some of the Widgets You Might Have Missed."

8. Remarketing

Benefits of Remarketing in Google Analytics

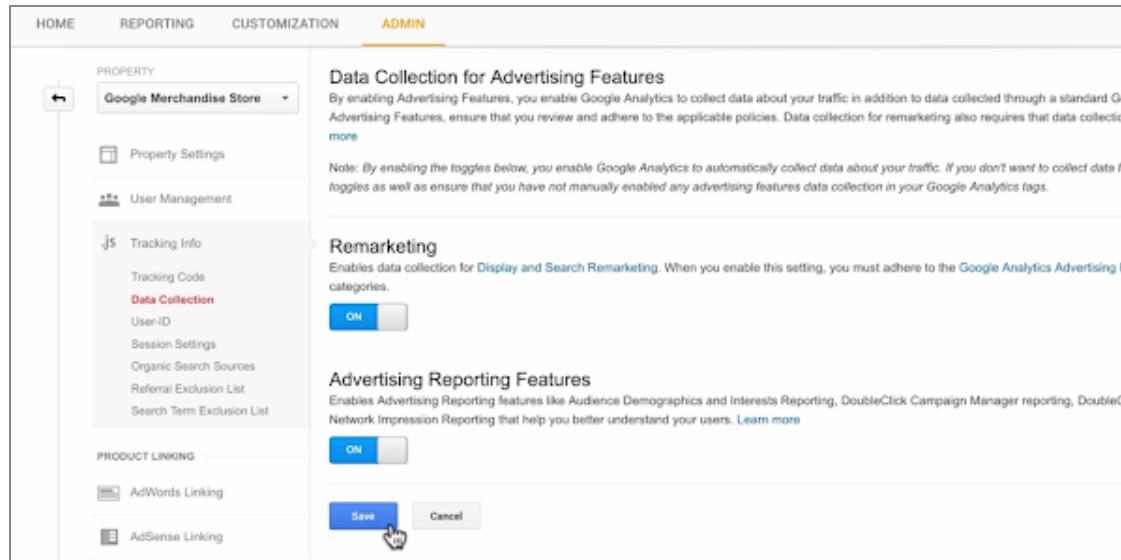
You can set up remarketing in Google Ads but the integration with Google Analytics offers some options that augment Google Ads Remarketing:

- **Create remarketing lists based on Analytics data.** Build your audiences from Analytics data. You can retarget based on pages visited, site engagement (time on site, pageviews/session), site activity (events, goals, ecommerce), and demographics (interests, age, gender).
- **No need to modify site code.** Remarketing in AdWords requires you to add the Remarketing tag to your website. Enable Remarketing with one click in Admin settings in Analytics.

8. Remarketing

How to Set Up Standard Remarketing

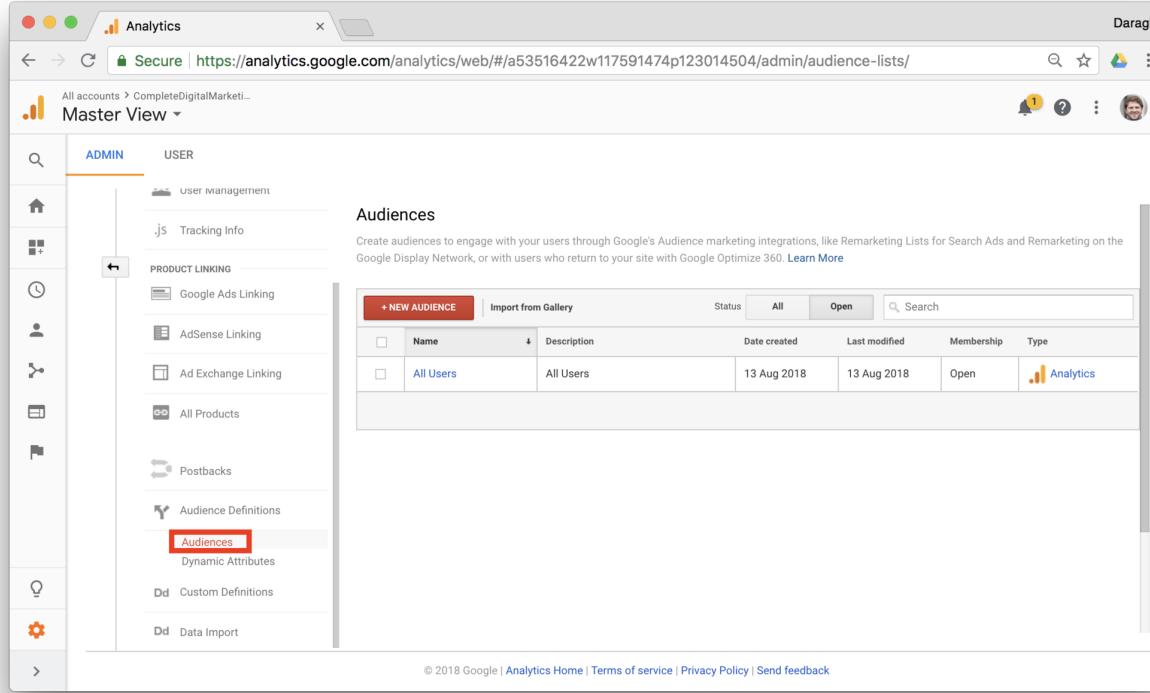
1. **Link your Google Ads account.**
2. **Enable Remarketing & Advertising Features in Google Analytics.** Go to Admin > Tracking Info > Data Collection > set Remarketing and Advertising Reporting Features to “on”.



8. Remarketing

How to Set Up Standard Remarketing

3. Add a New Remarketing Audience. Go to Admin>Audience definitions> add a new audience.



The screenshot shows the Google Analytics Admin interface. The left sidebar is titled 'Master View' and has tabs for 'ADMIN' (which is selected) and 'USER'. Under 'ADMIN', there are sections for 'user management', 'Tracking Info', 'PRODUCT LINKING' (with options for Google Ads Linking, AdSense Linking, and Ad Exchange Linking), 'All Products', 'Postbacks', 'Audience Definitions' (with 'Audiences' highlighted by a red box), 'Dynamic Attributes', 'Custom Definitions', and 'Data Import'. The main content area is titled 'Audiences' and contains a sub-header: 'Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Remarketing on the Google Display Network, or with users who return to your site with Google Optimize 360. [Learn More](#)'. Below this is a table with a single row:

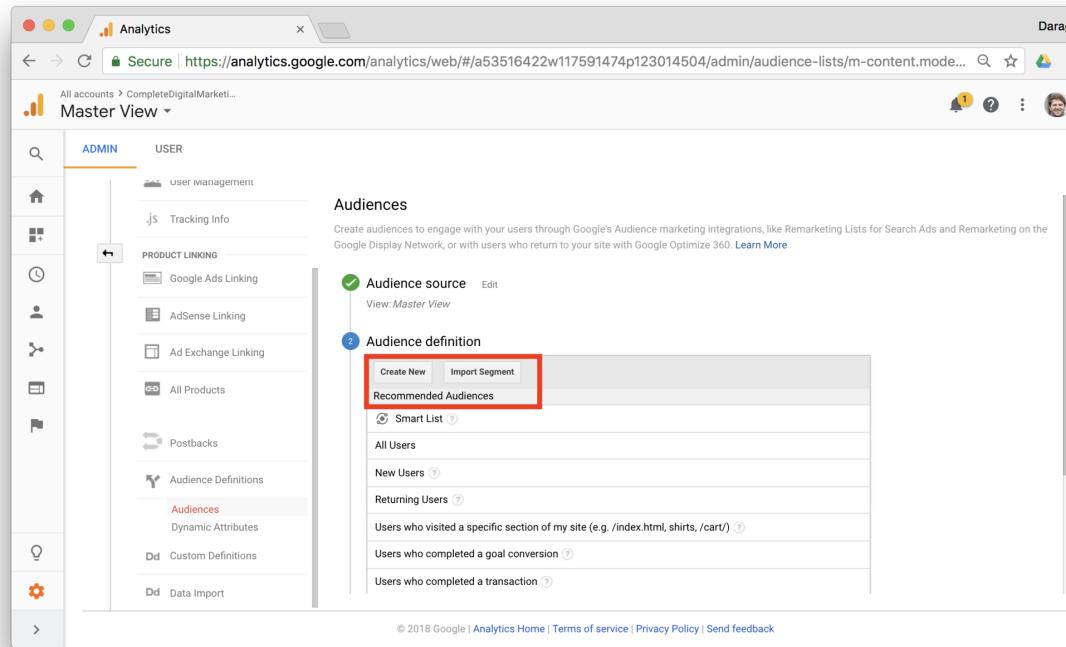
| Name | Description | Date created | Last modified | Membership | Type |
|-----------|-------------|--------------|---------------|------------|---|
| All Users | All Users | 13 Aug 2018 | 13 Aug 2018 | Open |  |

At the top of the audience list, there are buttons for '+ NEW AUDIENCE' and 'Import from Gallery', and filters for 'Status' (set to 'All') and 'Open'. There is also a search bar and a 'Search' button.

8. Remarketing

How to Set Up Standard Remarketing

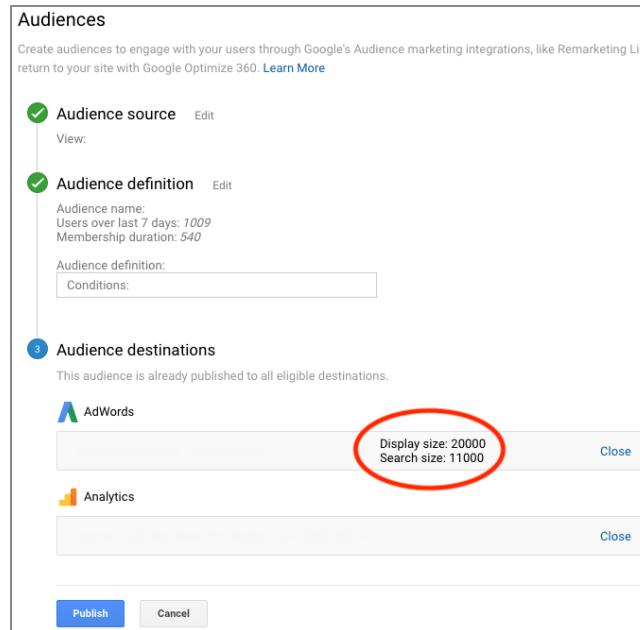
4. Define Your Remarketing Audience. There are three options: select from a predefined list, import a segment or create a new audience.



8. Remarketing

How to Set Up Standard Remarketing

5. **Publish Audience to Google Ads.** See estimated audience size and click publish. Audience lists will populate in your Google Ads. You can then use those Google Ads to create ad campaigns for those specific audiences.



8. Remarketing

Limits & Caveats

- A remarketing audience must include a minimum of **100** unique users before it can be used.
- The maximum duration a user can be included in a remarketing audience is **540 days**.
- Since website remarketing utilizes browser cookies, if a user clears their browser cookies, they will **no longer** be a part of the remarketing audience you created until they visit your site again.

In this training, we have covered...

Advanced Configuration Settings

1. Custom Dimensions
2. Custom Metrics
3. Event Tracking
4. Other Useful Configurations (Cross domain tracking, users IDs etc)

Advanced Analysis Tools & Techniques

5. Segments
6. Multi-Channel Funnel Reports
7. Custom Reports

Advanced Marketing Tools

8. Remarketing

Download slides

Link in description