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Google Analytics

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The Google Analytics integration in Vizia is highly dynamic and flexible. The integration leverages the full API meaning that you can access your full metrics and conversion list directly from Vizia.

There are four different visualization options:

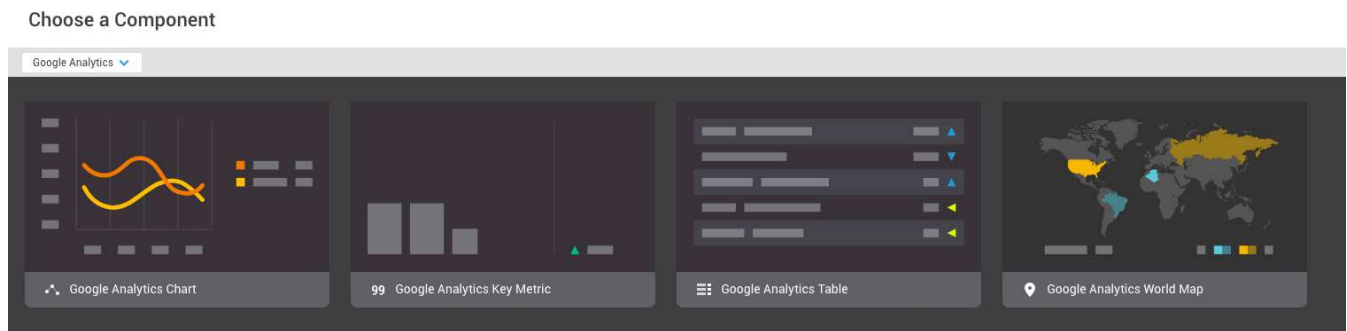
1. Google Analytics Chart
2. Google Analytics Key Metric
3. Google Analytics Table
4. Google Analytics World Map



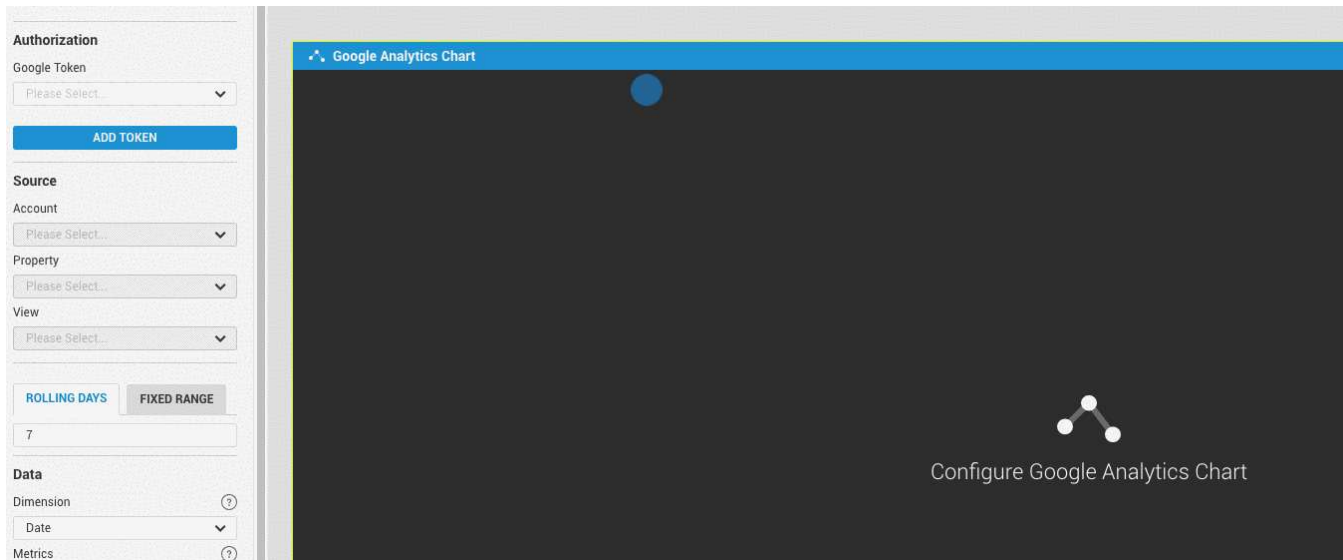
Set up

For all of the Google Analytics components, you need to follow the follow up to step 5. For the chart component you need to follow up to step

1. Choose your desired component from the component library. You can go straight to the GA component by choosing it in the drop down menu in the top left corner of the component library.



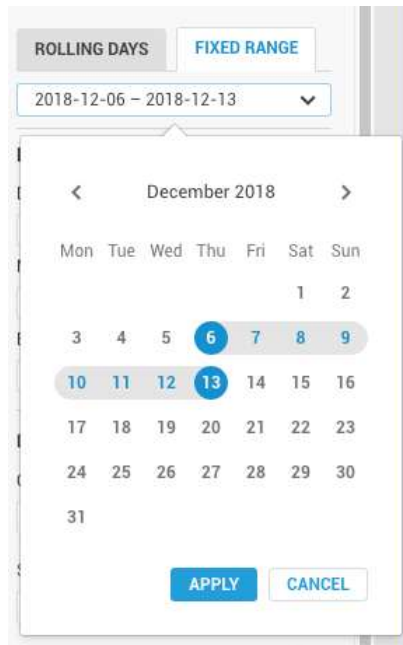
2. Add your **Google Token**. If you have already authenticated, please choose your token from the drop down menu.



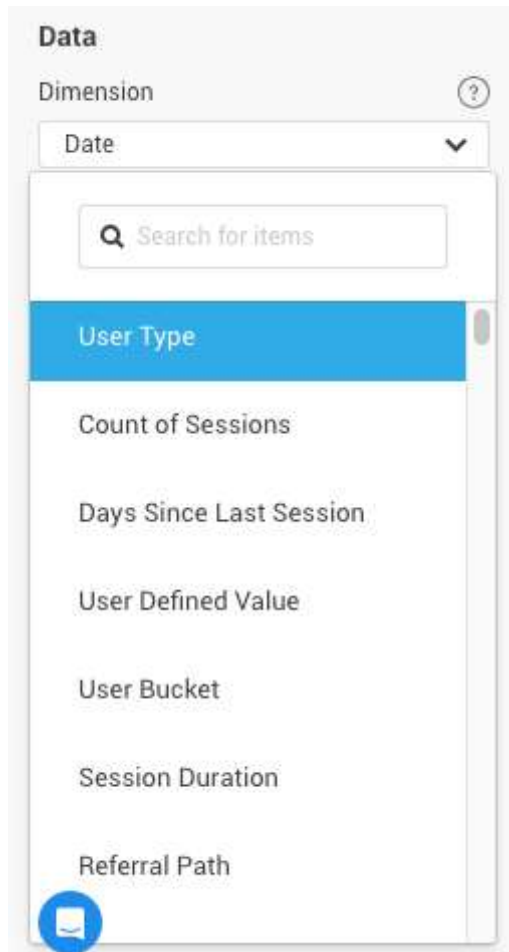
3. Once you have chosen your token, chose you Google Analytics **Account**, **Property** and **View** from the drop down menus. These will automatically be pulled from your Google Analytics account. If you cannot see the correct account, please re-authenticate or speak to your Google Analytics account administrator.

4. Now it's time to pick your **date range**. You have two options.

- **Rolling date range:** This will look at the last X days/ weeks/ months and update accordingly each date.
- **Fixed date range:** This looks at a specific period in time and will maintain a view on the data between those two dates.



5. Next you need to choose the **data dimension**. There are a number of different ways you can categorize the data. The most common is date however you could also categorize by website sessions or campaigns. The full list of options is available in the drop down menu.



6. Now you choose the **metrics** you would like to define. The metrics list is compiled off all of the metrics available within the Google Analytics platform as well as the specific conversion metrics or goals you have preset within your account.

You can choose up to 10 different metrics. Only metrics with the same value can be charted together. For instance, a number and a percentage cannot be visualized on the same chart.



7. This step is optional and can only be applied if you have only chosen one metric. The breakdown apply a number of different parameters to the chosen dimension and metrics. For example you could look at demo requests (custom conversion) by continent, broken down by user type. That would look like the following:

Data

Dimension ?

Continent ▼

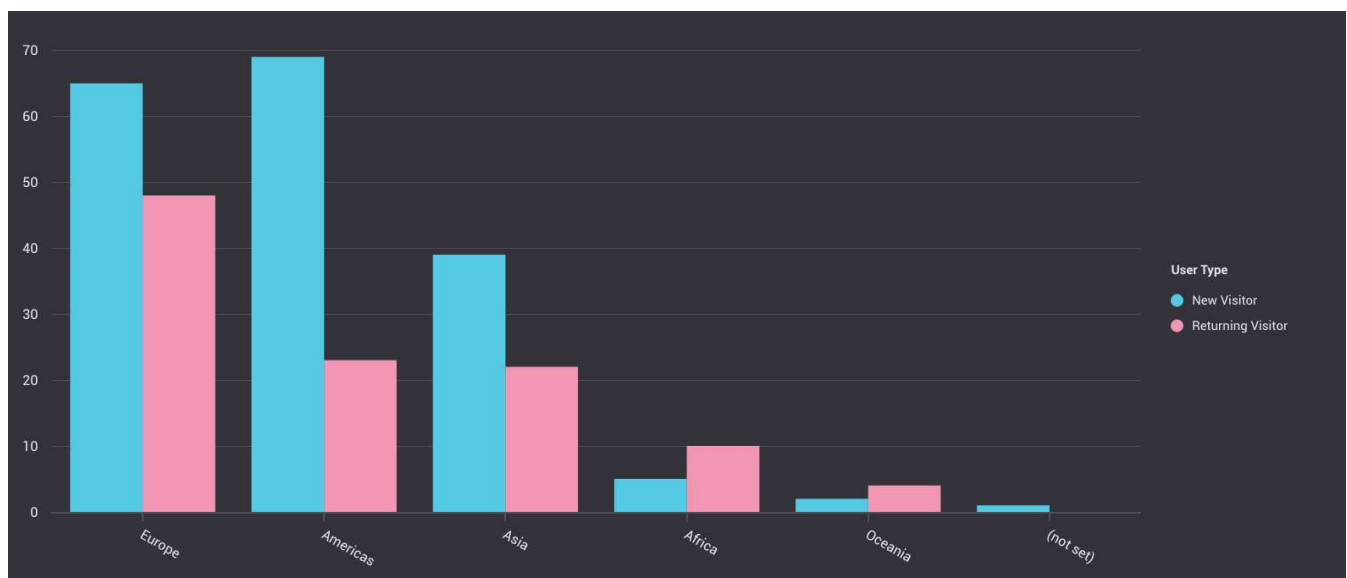
Metrics ?

Demo Request Conversions ×

Please Select... ▼

Breakdown ?

User Type ▼



Within the different components there are specific features that are unique to each.

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