

Web Analytics

DIANE WOODBRIDGE, PH.D



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Content

Report

- Segment data for insights
- Analyze data by channel, audience.

Remarketing

Report

Segmentation

- A subset of data in a report.
 - Isolate and analyze subsets of data to examine and respond to the component trends.
 - Can compare the separate data side by side in your reports.
 - Can be built using dimensions, metrics, session dates, sequences of user actions.
 - Are applied after sampling.



Report

Segmentation

- 3 types
 - User Segment
 - People interact with your property
 - Span multiple sessions with a max date range of 90 days.
 - For that 90 days, Analytics reports on only the first 1000 sessions for each user.
 - Can be used to target specific user groups.
 - Ex. Users from United States.



Report

Segmentation

- 3 types
 - Session Segment
 - Interactions by a single user are grouped into sessions.
 - Span a single session.
 - Ex. Sessions during which a purchase occurred.



Report

Segmentation

- 3 types
- Hit Segment
 - Interactions during a session are referred to as hits.
 - Ex. Hits in which revenue was greater than \$10.



Report

Segmentation

- System Segment (Predefined) : Default.

VIEW SEGMENTS		Segment Name	Created	Modified	
All		<input type="checkbox"/> All Users			Actions ▾
System		<input type="checkbox"/> Bounced Sessions			Actions ▾
Custom		<input type="checkbox"/> Converters			Actions ▾
Shared		<input type="checkbox"/> Direct Traffic			Actions ▾
Starred		<input type="checkbox"/> Made a Purchase			Actions ▾
Selected		<input type="checkbox"/> Mobile and Tablet Traffic			Actions ▾
		<input type="checkbox"/> Mobile Traffic			Actions ▾
		<input type="checkbox"/> Multi-session Users			Actions ▾
		<input type="checkbox"/> New Users			Actions ▾

+ NEW SEGMENT Import from gallery Share segments View Search segments ?

Apply Cancel



Example

Build a report to compare New Users of June 9 – June 16 with June 1 – June 8.

Audience Overview

Email Export - Add to Dashboard Shortcut

New Users UP TO 4 SEGMENTS

+ NEW SEGMENT Import from gallery Share segments

VIEW SEGMENTS

All System Custom Shared Starred Selected

	Segment Name	Created	Modified	Actions
<input type="checkbox"/>	Converters			Actions
<input type="checkbox"/>	Direct Traffic			Actions
<input type="checkbox"/>	Made a Purchase			Actions
<input type="checkbox"/>	Mobile and Tablet Traffic			Actions
<input type="checkbox"/>	Mobile Traffic			Actions
<input type="checkbox"/>	Multi-session Users			Actions
<input checked="" type="checkbox"/>	New Users			Actions
<input type="checkbox"/>	Non-bounce Sessions			Actions
<input type="checkbox"/>	Non-Converters			Actions

Jun 9, 2017 - Jun 16, 2017 ▲
Compare to: Jun 1, 2017 - Jun 8, 2017

Date Range: Custom Jun 9, 2017 - Jun 16, 2017
Compare to: Custom Jun 1, 2017 - Jun 8, 2017

Apply cancel

Audience Overview

Jun 9, 2017 - Jun 16, 2017
Compare to: Jun 1, 2017 - Jun 8, 2017

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision 



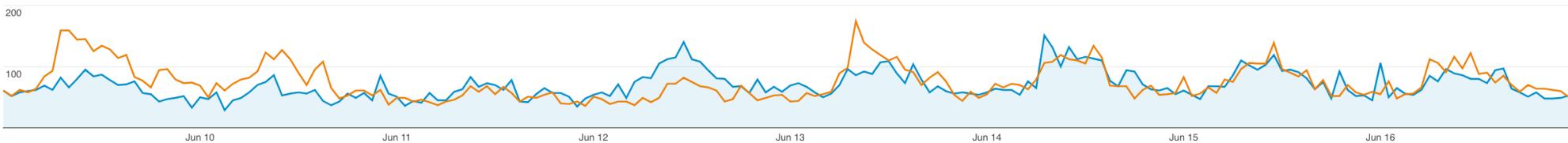
+ Add Segment

Overview

Users vs. Select a metric

Hourly Day Week Month

Jun 9, 2017 - Jun 16, 2017: ● Users
Jun 1, 2017 - Jun 8, 2017: ○ Users



Users
New Users
-7.65%
12,972 vs 14,046

New Users
New Users
-6.34%
12,991 vs 13,870

Sessions
New Users
-6.34%
12,991 vs 13,870

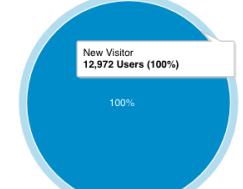
Number of Sessions per User
New Users
1.42%
1.00 vs 0.99

Pageviews
New Users
-6.05%
50,177 vs 53,406

Pages / Session
New Users
0.31%
3.86 vs 3.85

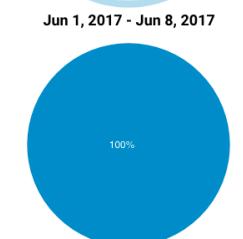
Avg. Session Duration
New Users
-0.77%
00:02:15 vs 00:02:16

New Visitor Returning Visitor
Jun 9, 2017 - Jun 16, 2017



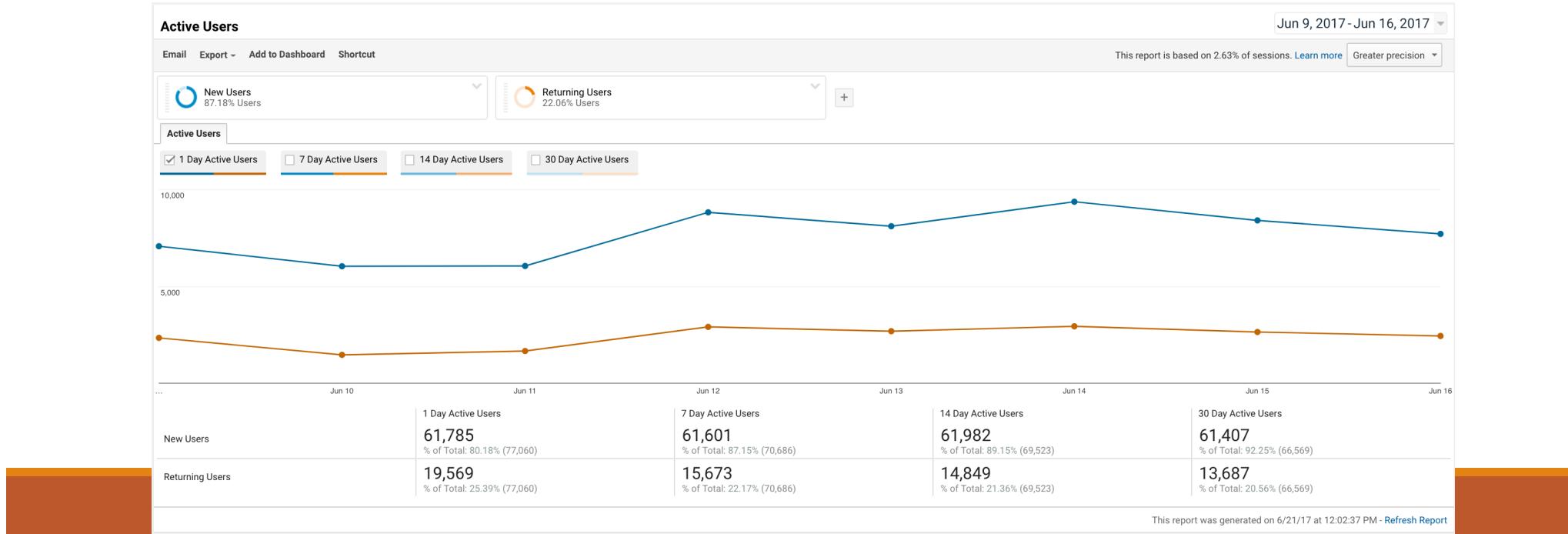
Bounce Rate

New Users
1.02%
48.95% vs 48.46%



Example

Build a report to compare between New and Returning for June 9 – June 16.



Report

Segmentation

- Custom Segment : You can create and will show up under “Custom”

Segment Name Save Cancel Preview Segment is visible in any View Change

Demographics	Technology	Behavior	Date of First Session	Traffic Sources	Enhanced Ecommerce	Advanced	Conditions	Sequences	Summary
Demographics Segment your users by demographic information. Age <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65+ Gender <input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Unknown Language <input type="checkbox"/> contains <input type="text"/> Affinity Category (reach) <input type="checkbox"/> contains <input type="text"/> In-Market Segment <input type="checkbox"/> contains <input type="text"/> Other Category <input type="checkbox"/> contains <input type="text"/> Location <input type="checkbox"/> Continent <input type="checkbox"/> contains <input type="text"/>									100.00% of users Users - Sessions - 100.00% of sessions No Filters



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Example

Create a segment of male users who are between 25 and 44 years old.

25-44 Male Save Cancel Preview Segment is visible in any View Change

Demographics 2

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age ? 18-24 25-34 35-44 45-54 55-64 65+

Gender ? Female Male Unknown

Language ? contains

Affinity Category (reach) ? contains

In-Market Segment ? contains

Other Category ? contains

Location ? **Continent** contains

Summary

23.98% of users

Users 3,568

Sessions 4,439

24.95% of sessions

Demographics

Age: 25-34, 35-44

Gender: male

This screenshot shows a user segmentation interface. On the left, there's a sidebar with categories like Demographics, Technology, Behavior, etc. The main area is titled 'Demographics' and contains fields for Age (checkboxes for 18-24, 25-34, 35-44, 45-54, 55-64, 65+), Gender (checkboxes for Female, Male, Unknown), Language (dropdown 'contains' and input field), Affinity Category (dropdown 'contains' and input field), In-Market Segment (dropdown 'contains' and input field), Other Category (dropdown 'contains' and input field), and Location (dropdown 'Continent' and 'contains' dropdown with an input field). To the right is a summary section with a donut chart showing '23.98% of users' (3,568 users, 4,439 sessions, 24.95% of sessions) and a detailed 'Demographics' breakdown: Age 25-34, 35-44; Gender male.

Report

Segmentation

- Advanced
 - Conditions - Specify dimensions and metrics.
 - Sequences - Specify sequences of user interactions including pageviews and events.

Segment Name Save Cancel Preview Segment is visible in any View Change

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

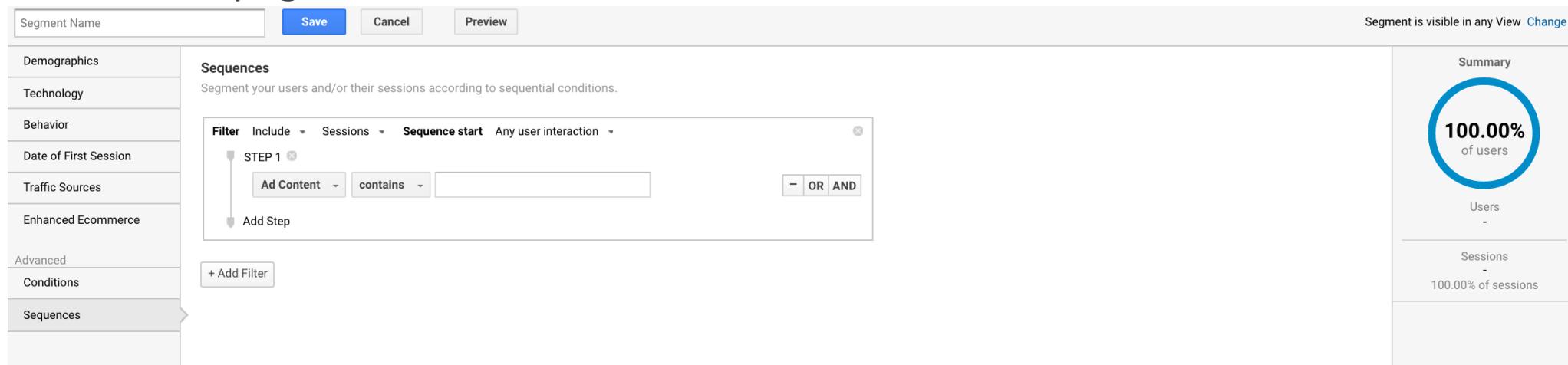
Sequences

Sequences
Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

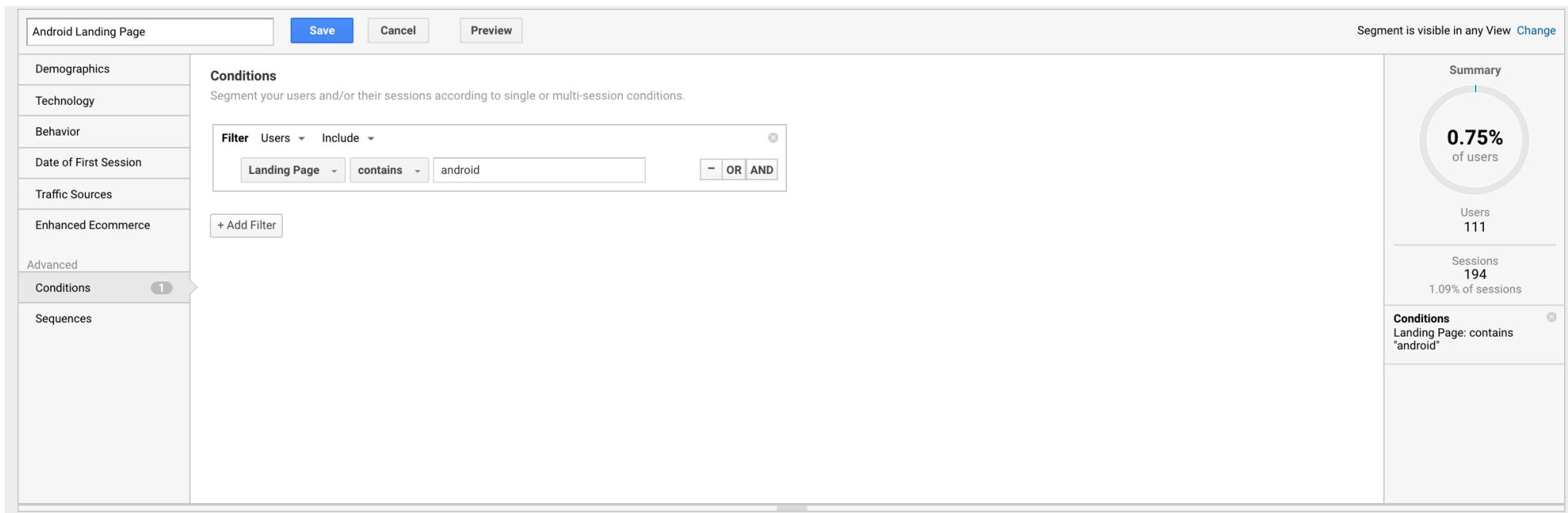
STEP 1
Ad Content contains - OR AND Add Step + Add Filter

Summary
100.00% of users
Users
Sessions 100.00% of sessions



Example

Create a user segment for users who landed pages including “android”.



The screenshot shows the Google Analytics Segment builder interface. The left sidebar has tabs for Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Enhanced Ecommerce, Advanced, Conditions (which is selected), and Sequences. The main area is titled "Android Landing Page". It includes "Save", "Cancel", and "Preview" buttons, and a note "Segment is visible in any View Change". The "Conditions" section allows segmenting by single or multi-session conditions. A filter is applied: "Filter Users Include Landing Page contains android OR AND". The summary on the right indicates 0.75% of users (111) and 1.09% of sessions (194) meet this criteria. The conditions summary states "Landing Page: contains \"android\"".

Report

Segmentation

- Limitations
 - Can apply up to four segments at a time.
 - 1000 per user for segments that can be applied/edited in any view.
 - 100 per user per view for segments that can be applied/edited only by that user in that view.
 - 100 per view for segments in that can be applied/edited by all users in that view.



Report

Attribution modeling

- A set of rules to determines how credit for sales and conversions is assigned to touchpoints in conversion paths. ⇒ help you allocate your marketing time and budget.
- By default, GA is a “last click attribution model”.
 - Assigns 100% credit to the final touchpoints that immediately precede sales or conversions.
 - Cf. First Interaction model - Assigns 100% credit to touchpoints that initiate conversion paths.



Report

Attribution modeling

- Multi-channel funnel (MCF) report
- Show how your marketing channels work together to create sales and conversions.
- Channels are credited according to the roles they play in conversions—how often they assisted and/or completed sales and conversions.
- Requisite : Need to set up Goals or Ecommerce.

Report

Multi-channel funnel (MCF) report

- Include “assisted conversion”.
- Channels contributed to a conversion prior to the final interaction.
- Tell the role and weight the prior activities played in the conversion process.
- Indicate the time it took to go from initial interest to purchase.



Report

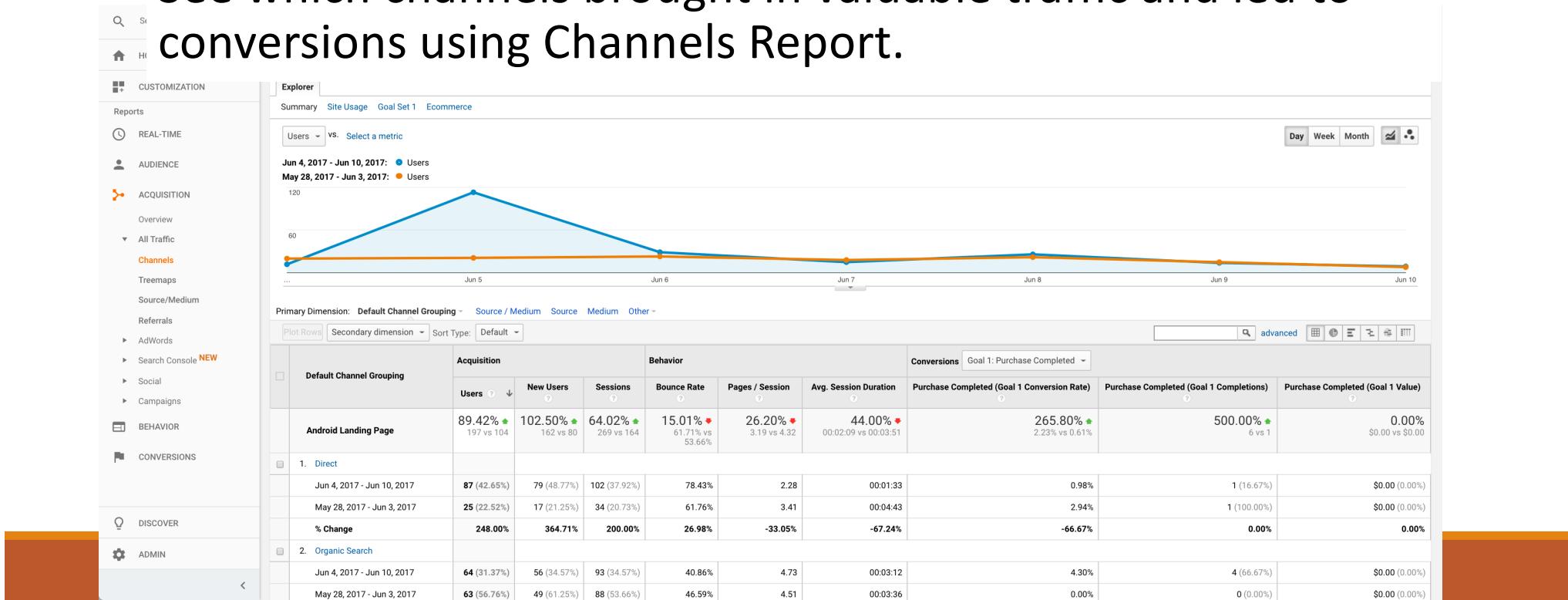
Channel and Multi-Channel Attribution reports

- You can measure whether the campaigns for your business have been successful.
- You can use channel analysis to understand what channels work for your business and which are most responsible for facilitating conversions.

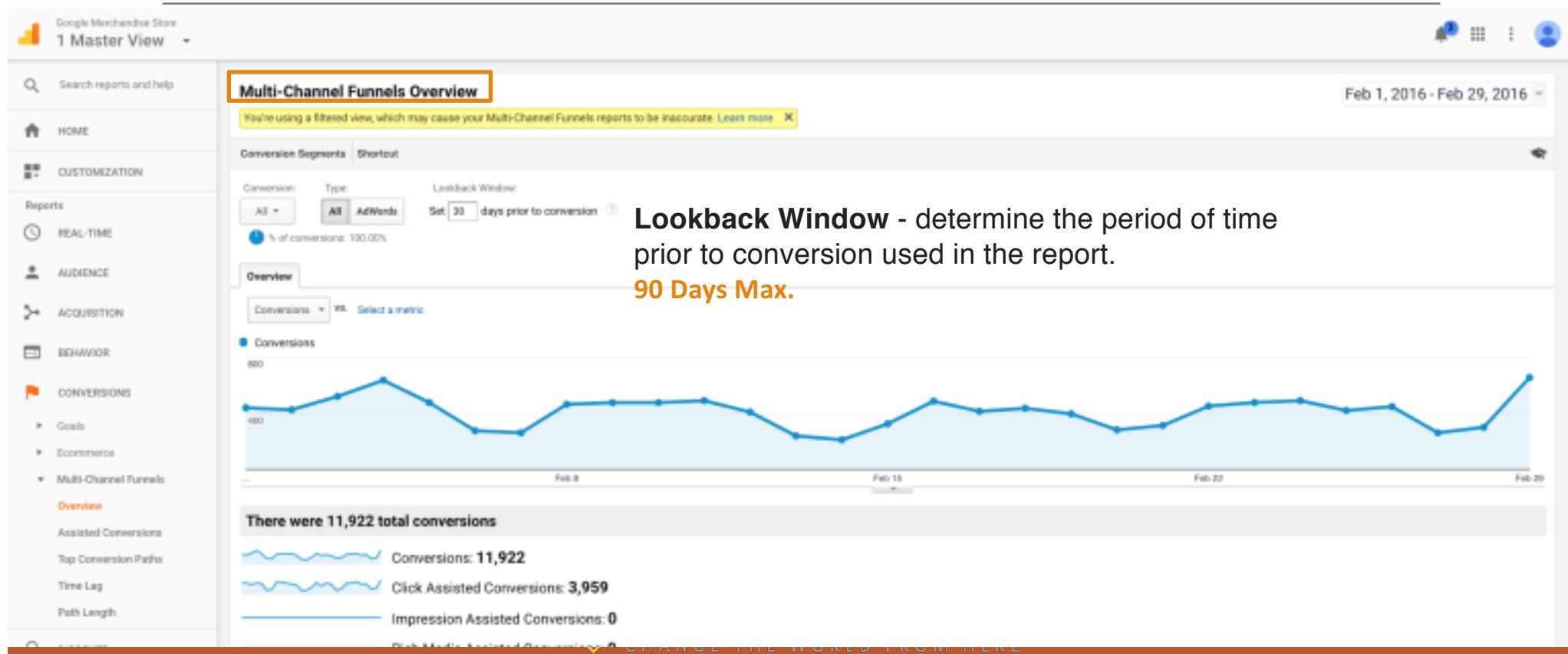


Example

See which channels brought in valuable traffic and led to conversions using Channels Report.



Example



Example

Google Merchandise Store
1 Master View

Search reports and help

HOME CUSTOMIZATION Reports REAL-TIME AUDIENCE ACQUISITION BEHAVIOR CONVERSIONS Goals Ecommerce Multi-Channel Funnels Overview Assisted Conversions Top Conversion Paths Time Lag Path Length

Feb 8 Feb 15 Feb 22 Feb 29

There were 11,922 total conversions

Conversions: 11,922

Click Assisted Conversions: 3,959

Impression Assisted Conversions: 0

Rich Media Assisted Conversions: 0

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included one or up to four channels.

Channel	% of total conversions
Organic Search	46.97%
Direct	34.08%
Referral	24.69%
Paid Search	12.98%
Social Network	6.52%
Display	1.27%
Email	0.01%

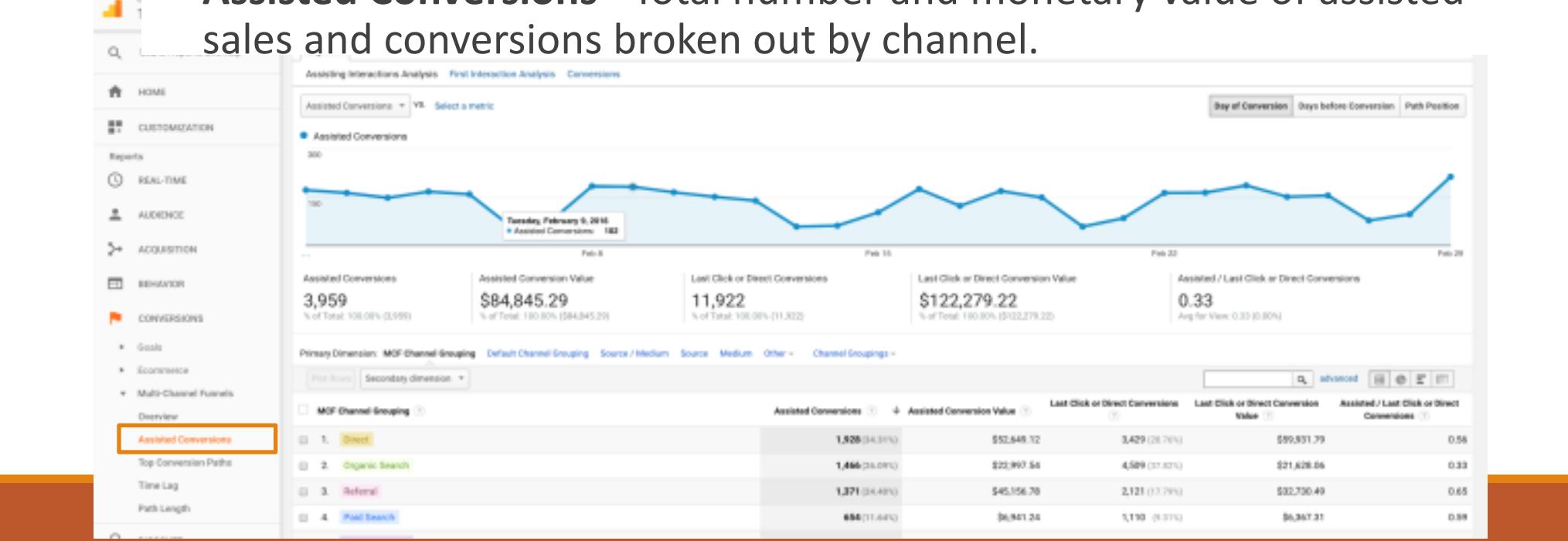
Organic Search & Direct & Referral: 1.26% (156)

How much each channel contributed to overall conversions and where those overlapped.

Example

Multi-Channel Attribution reports

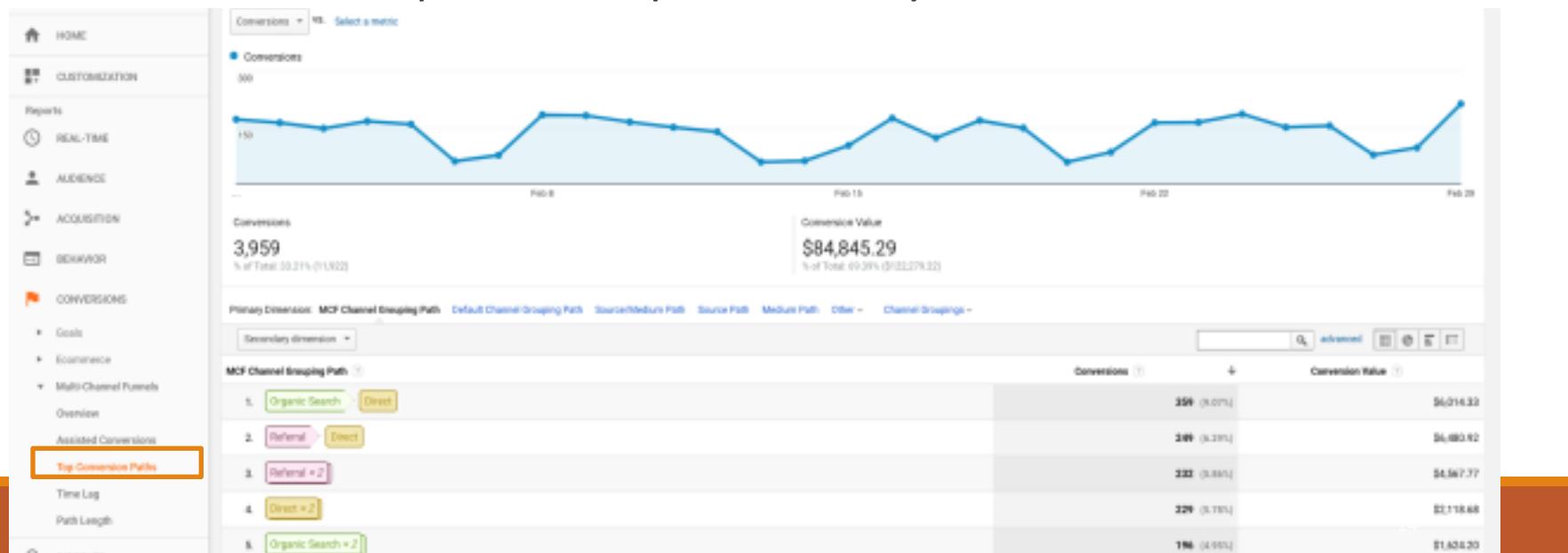
- Assisted Conversions - Total number and monetary value of assisted sales and conversions broken out by channel.



Example

Multi-Channel Attribution reports

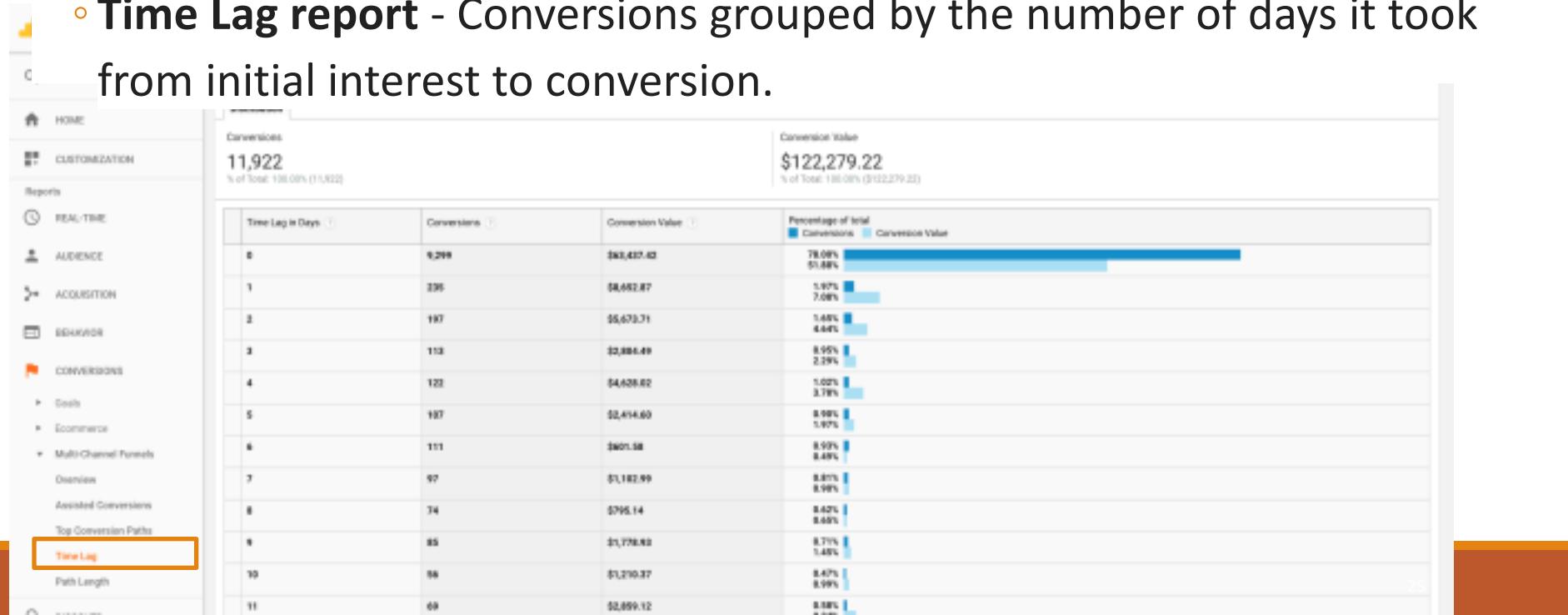
- **Top Conversions Paths report** - The path to conversion where interactions on the path are represented by channels.



Example

Multi-Channel Attribution reports

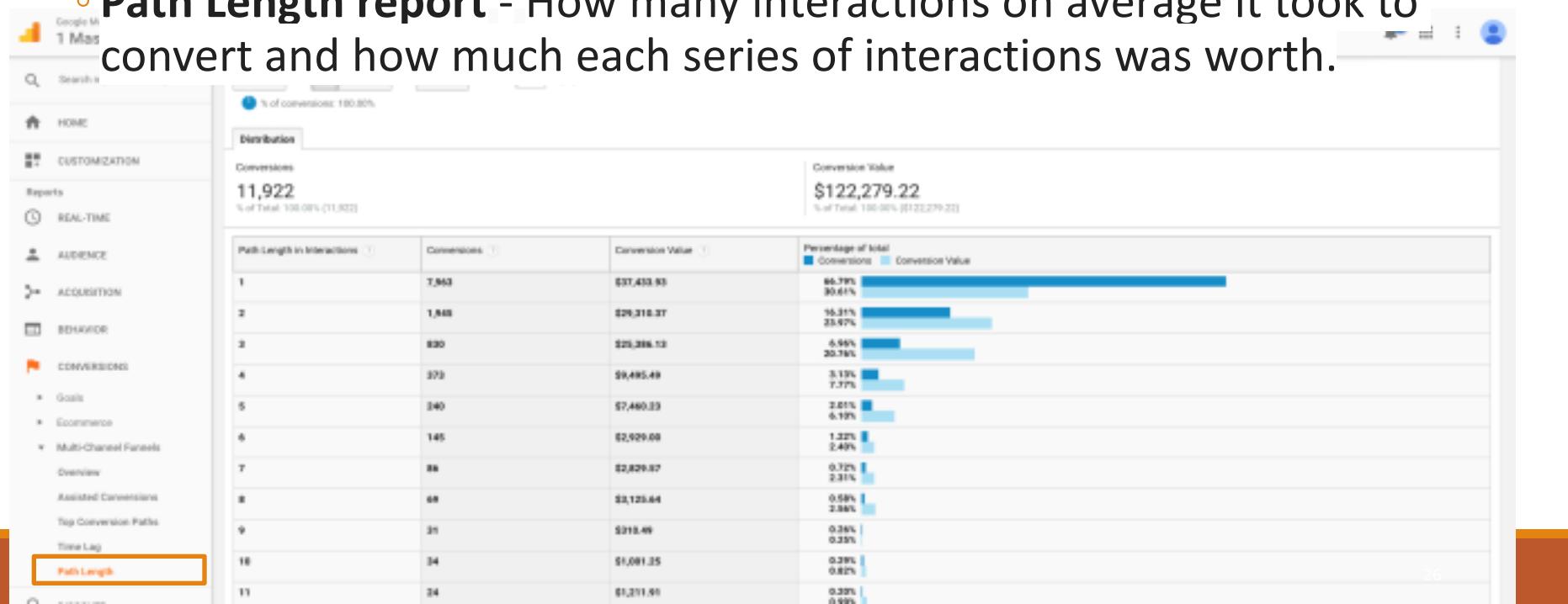
- **Time Lag report** - Conversions grouped by the number of days it took from initial interest to conversion.



Example

Multi-Channel Attribution reports

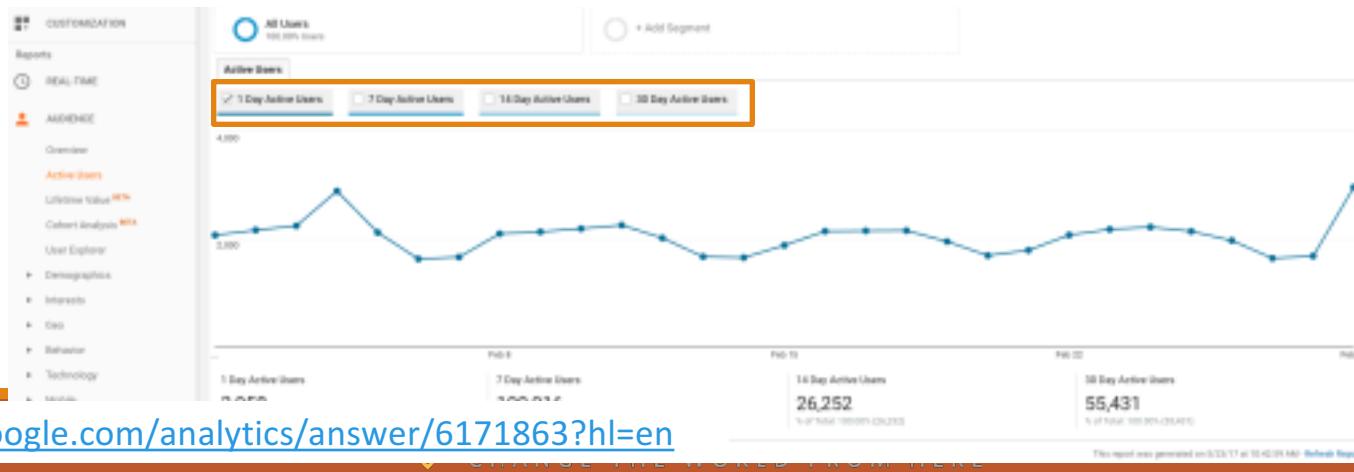
- **Path Length report** - How many interactions on average it took to convert and how much each series of interactions was worth.



Report

Audience

- Active Users Report
 - Measure the level of user interest.
 - Show the number of unique users who initiated sessions on your site over the last day, seven days, fourteen days, or thirty days.



Report

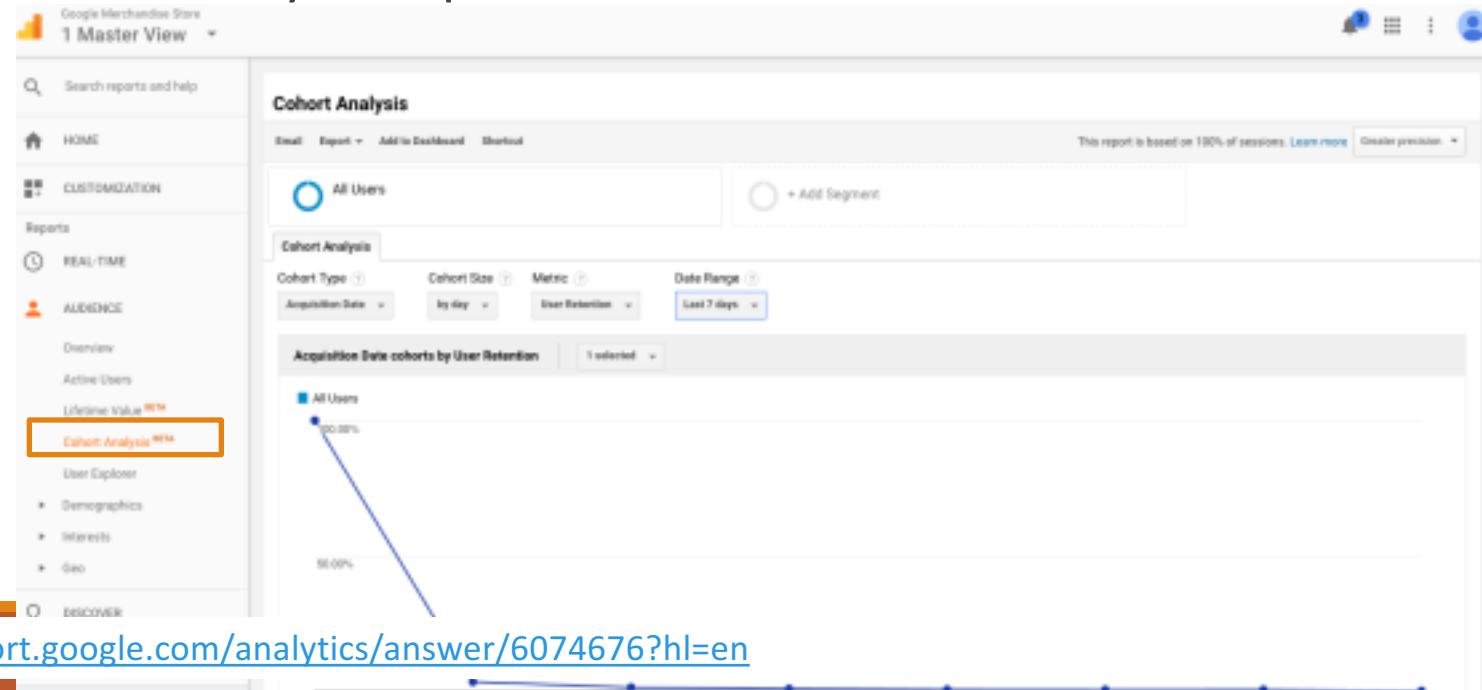
Audience

- Cohort Analysis Report
 - The cohort type “Acquisition Date” groups cohorts based on when users started their first sessions with your site.
 - Let you examine specific groups of users and their behavior, to better inform your marketing.
 - Ex. Percentage of users in your cohort who returned during the given week since acquisition date.

Report

Audience

- Cohort Analysis Report

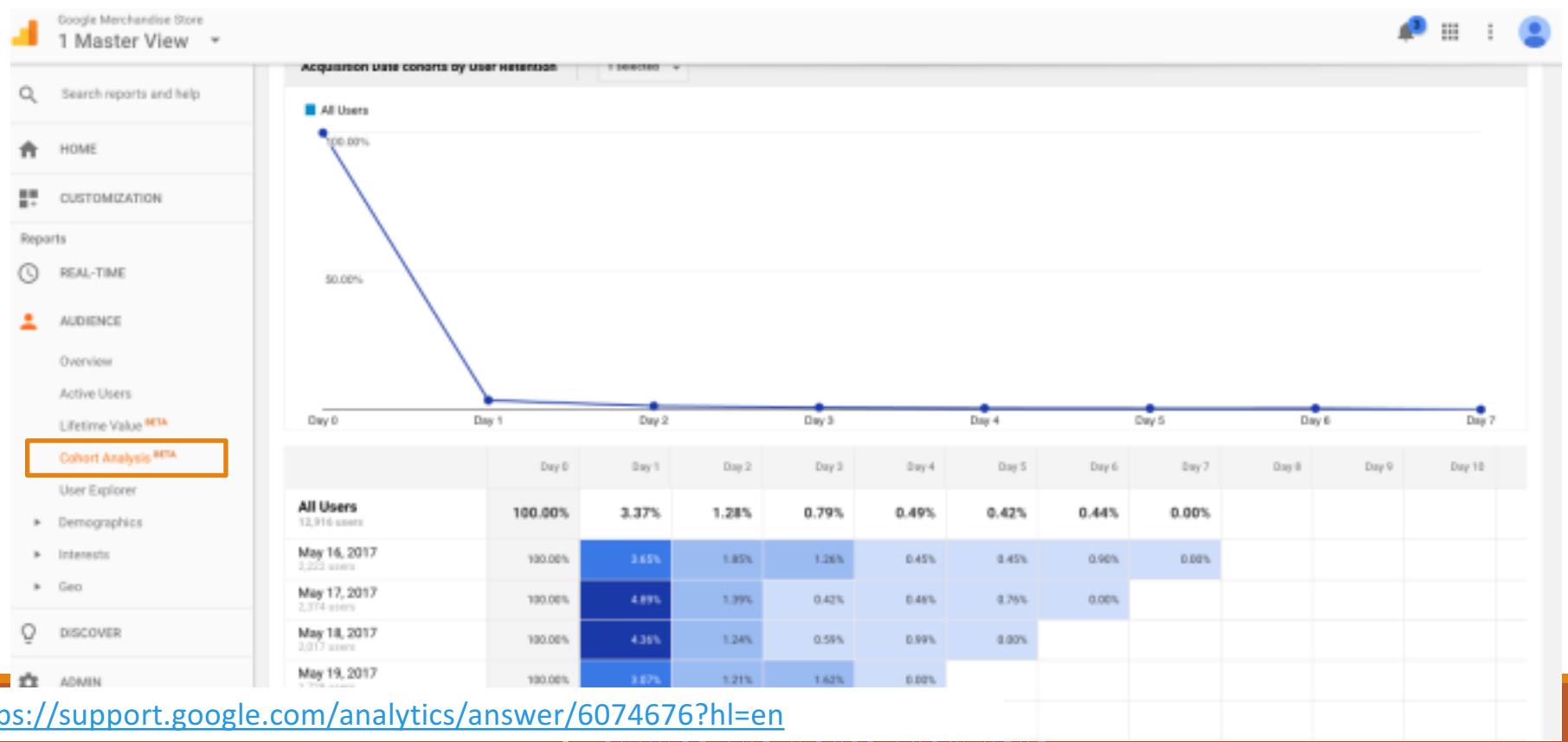


Report

Audience

- Cohort Analysis Report
- Cohort Type : The dimension that characterizes the cohorts.
 - Ex. “Acquisition Date” groups cohorts based on when users started their first sessions with your site.
- Cohort Size : The value type for the dimension.
- Metric : The metric you want to evaluate.
- Date Range : The relative date range of the data.

Report



Report

Audience

- Benchmarking
- Compare your business against anonymized aggregated industry data from other companies who share their data.
- Help gain insight into trends occurring across your industry, and find out how you are doing compared to your competition.

Report

Audience

- Benchmarking
- Need to enable Benchmarking in Account Settings.

The screenshot shows the 'Account Settings' page for a Google Analytics account named 'Diane Personal Webpage'. The left sidebar includes icons for Home, Overview, Audience, Behavior, Content, Acquisition, Conversions, and Settings. The 'Account Settings' section is highlighted. The main content area shows 'Basic Settings' with 'Account Id' 99314866 and 'Account Name' set to 'Diane Personal Webpage'. Under 'Data Sharing Settings', it says: 'Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#)'. It then details sharing options:

- Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the [product linking](#) section in each property to view or change your settings. [Show Example](#)
- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- Technical support** RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account specialists RECOMMENDED

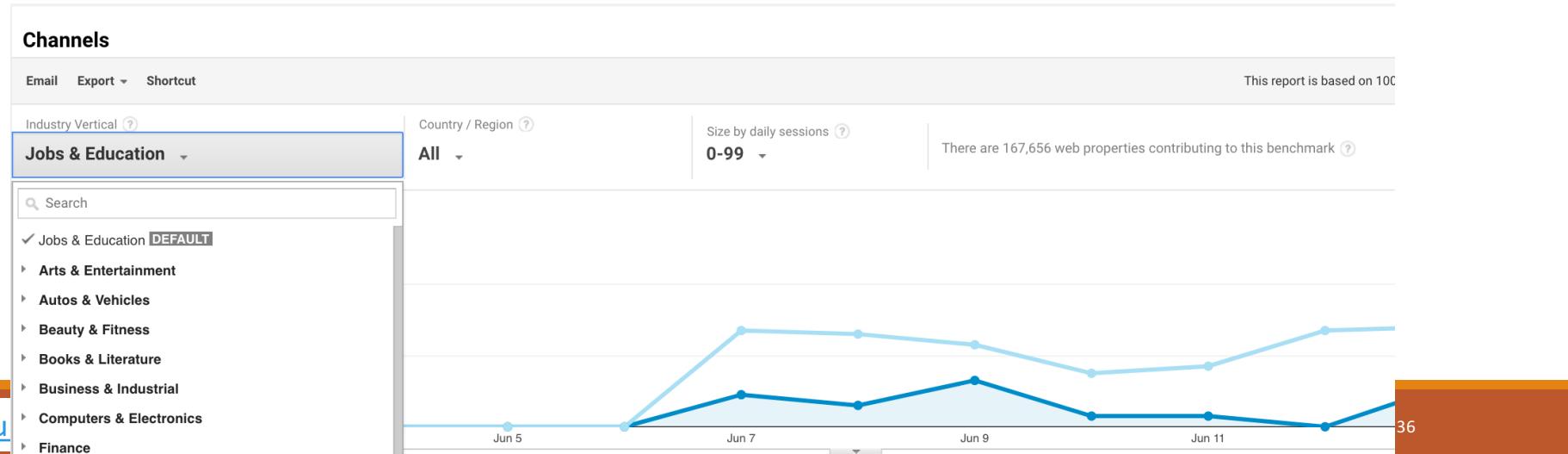
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Give all Google sales experts access to your data and account, so you can get more in depth analysis, insights, and recommendations across Google products.

Report

Audience

- Benchmarking
- Industry Vertical, Country/Region, Size by daily sessions.
- Industry Vertical : can choose from over 1600 categories.

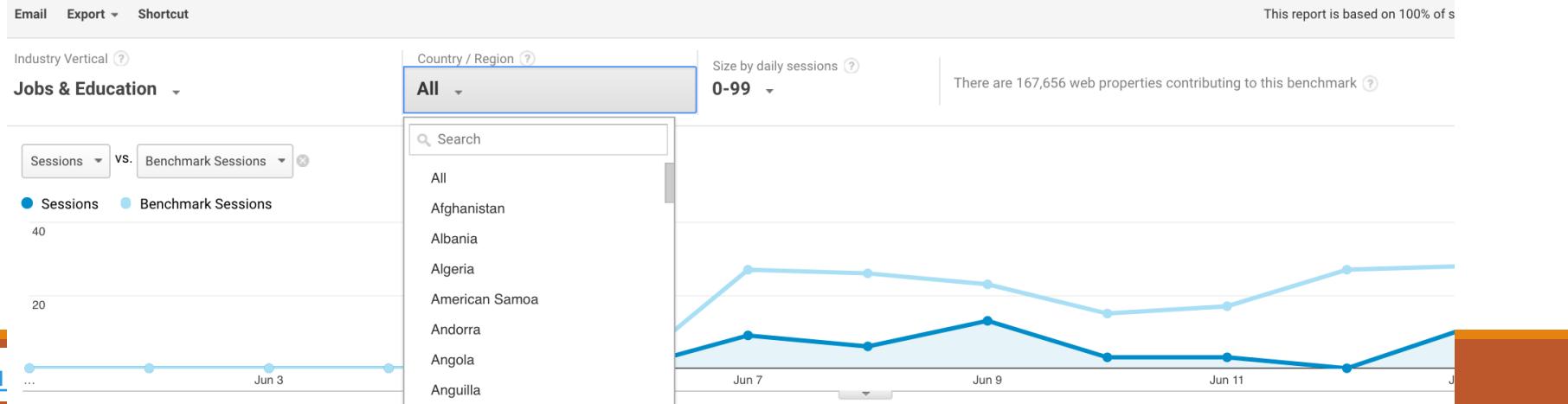


Report

Audience

- Benchmarking
 - Industry Vertical, Country/Region, Size by daily sessions.
 - Country/Region : Refine geographic location.
-

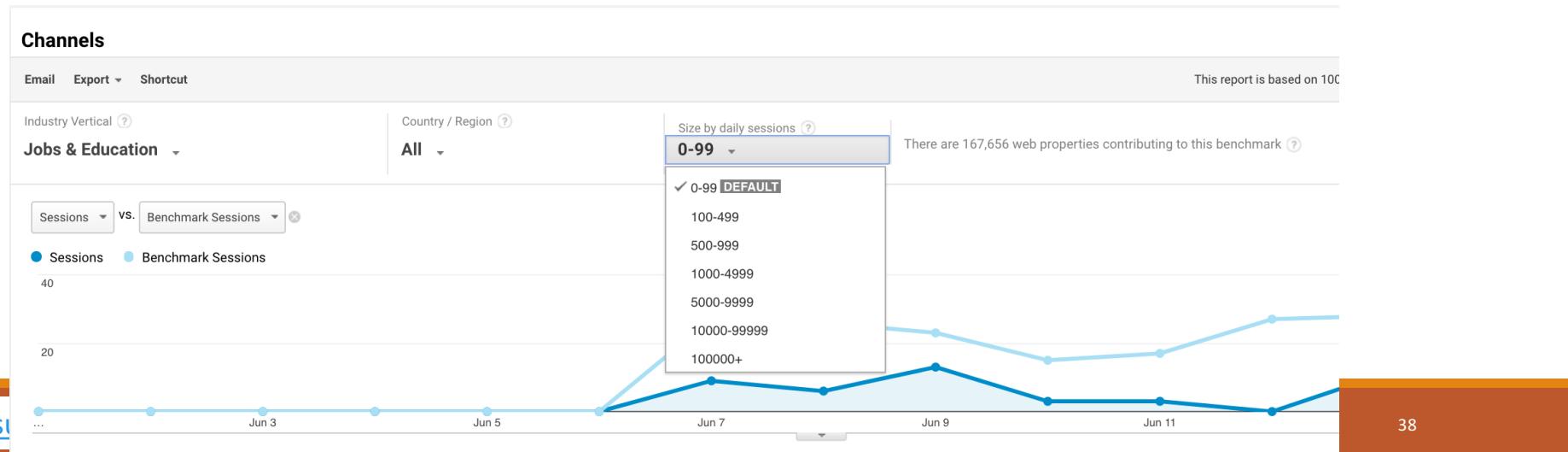
Channels



Report

Audience

- Benchmarking
- Industry Vertical, Country/Region, Size by daily sessions.
- Size : Refine seven traffic size (avg. daily sessions) classifications.



Report

Google Merchandise Store
1 Master View

Search reports and help

Geo Behavior Technology Mobile Custom Benchmarking

Industry Vertical: Select industry vertical... Country / Region: All

Feb 1, 2016 - Feb 29, 2016

Some benchmark data has been filtered due to an insufficient number of contributing properties.

Sessions vs. Benchmark Sessions

Primary Dimension: Default Channel Grouping

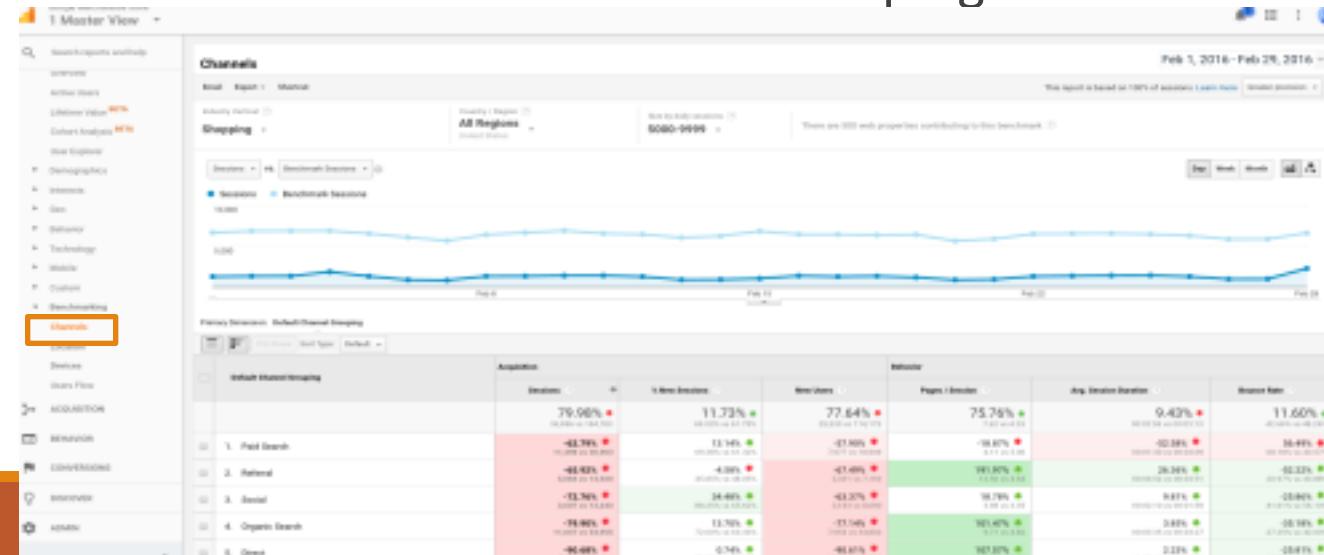
Sort Type: Default

Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	100.00% * 65,348 vs 0	100.00% * 76.28% vs 0.00%	100.00% * 48,848 vs 0	100.00% * 6.25 vs 0.00	100.00% * 00:02:31 vs 00:00:00	100.00% * 46.73% vs 0.00%

Report

Audience

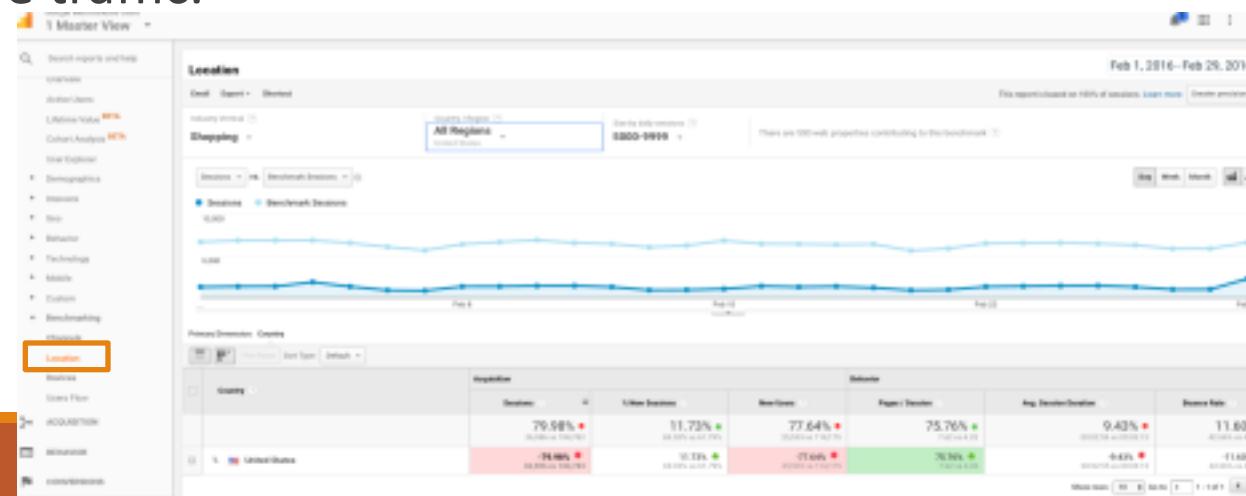
- Benchmarking
 - The Channels report compares your channel data to benchmarks for each channel in the Default Channel Grouping.



Report

Audience

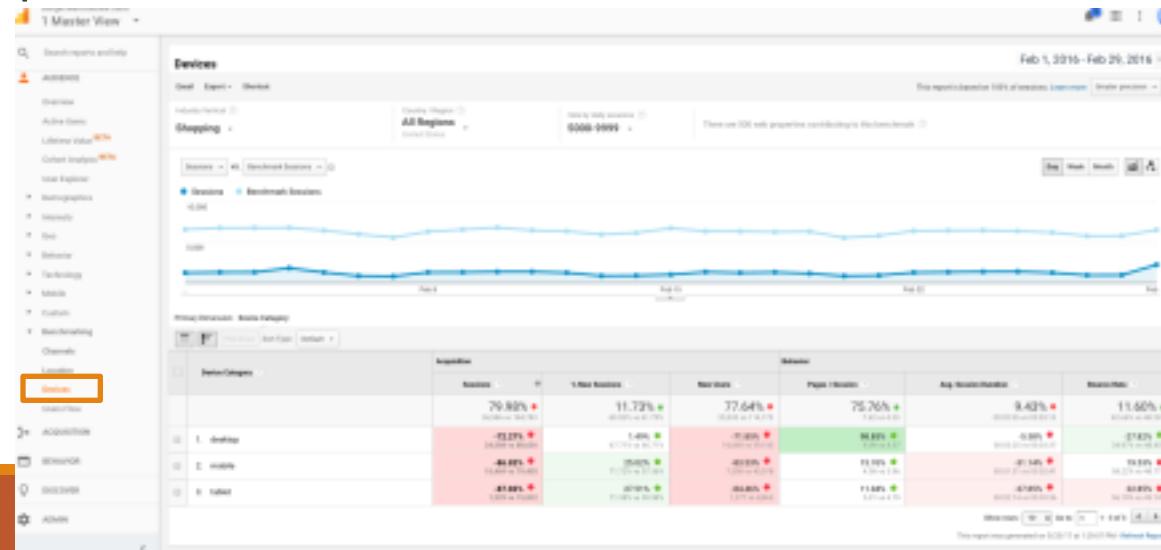
- Benchmarking
 - The Location report compares your Country/Territory data to the benchmarks for each of the Countries and Territories from which you receive traffic.



Report

Audience

- Benchmarking
 - The Devices report compares your Devices data to the benchmarks for desktop, mobile, and tablet traffic.



Remarketing

Bring users who have already visited your website back and encourage them to make a purchase by displaying relevant advertisements on Google Search, Display Network, mobile apps.

- Remarketing Lists for Search Ads with Analytics
- Use your Remarketing Audiences in AdWords

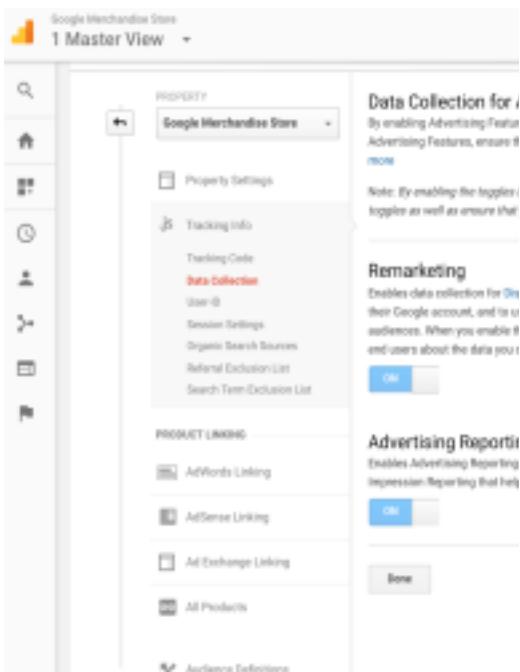
Remarketing

The screenshot shows the Google Analytics Admin interface. The left sidebar has icons for search, home, dashboard, reports, users, segments, and properties. The main area shows 'Administration > AdWords Linking' for 'Diane Personal Web'. A sidebar on the left lists 'PROPERTY' (Diane Woodbridge), 'JS Tracking Info', 'PRODUCT LINKING' (AdWords Linking selected), 'AdSense Linking', 'Ad Exchange Linking', 'All Products', and 'Postbacks'.

- Need to link your Google AdWords or DoubleClick Bid Manager accounts to Analytics.
- For enabling the feature, Admin → Property → Tracking Info → Data Collection → Turn on “Remarketing” and “Advertising Reporting Features”.



Remarketing



- Need to link your Google AdWords or DoubleClick Bid Manager accounts to Analytics.
- For enabling the feature, Admin → Property → Tracking Info → Data Collection → Turn on “Remarketing” and “Advertising Reporting Features”.



Remarketing

Limitations

- The Google Display Network's demographics dimensions “Age, Gender, Interests” are not eligible for Search remarketing.
- A remarketing audience must include a minimum of 100 unique cookies in order for the Google Display Network to serve ads to the audience.
- Remarketing lists for search ads must include a minimum of 1000 unique cookies.



Remarketing

Remarketing Audience

- A list of cookies or mobile-advertising IDs that represents a group of users you want to re-engage because of their likelihood to convert.
- For targeted ad.
- Ex. Users who placed items in their shopping cart, but haven't completed transactions.

Remarketing

Remarketing Audience

- Admin → Property → Audience Definitions → Audience → New Audience → Attach to View and Account.
- Choose from preconfigured audience definitions
- Create a new audience definition
- Import a segment

Remarketing

The screenshot shows the Google Analytics interface under the 'Audiences' section for the 'Diane Personal Webpage' view. On the left, there's a sidebar with various navigation links like 'Property Settings', 'User Management', 'Tracking Info', etc. The main area is titled 'Audiences' and contains a sub-section 'Audience source'. A dropdown menu is open, showing options: 'Create New' and 'Import Segment' at the top, followed by 'Smart List' (which is highlighted with an orange arrow and a box), 'All Users', 'New Users', 'Returning Users', 'Users who visited a specific section of my site (e.g. /index.html, shirts, cars)', and 'Users who completed a transaction'. At the bottom of the dropdown, there's a field labeled 'Audience name' with a text input box.

<https://support.google.com/analytics/answer/2611404?hl=en>
<https://support.google.com/analytics/answer/4628577>

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Remarketing

The screenshot shows the Google Analytics Audience Builder interface. The left sidebar lists various sections: PROPERTY (Diane Woodbridge), PRODUCT LINKING, and Audience Definitions. The main area is titled "Audience Builder" and has a sub-section "Behavior". The "Behavior" section contains fields for "Sessions" (operator =, value blank), "Days Since Last Session" (operator <, value 5), "Transactions" (operator per user, operator =, value blank), and "Session Duration" (operator per user, operator =, value blank). At the bottom are "Apply" and "Cancel" buttons.



Remarketing

The screenshot shows the Google Analytics Audience Builder interface. The left sidebar shows the property is set to "Diane Woodbridge". The main area displays the "Audience Builder" configuration for creating a sequence audience. A modal window titled "Sequences" is open, showing a step-based filter configuration:

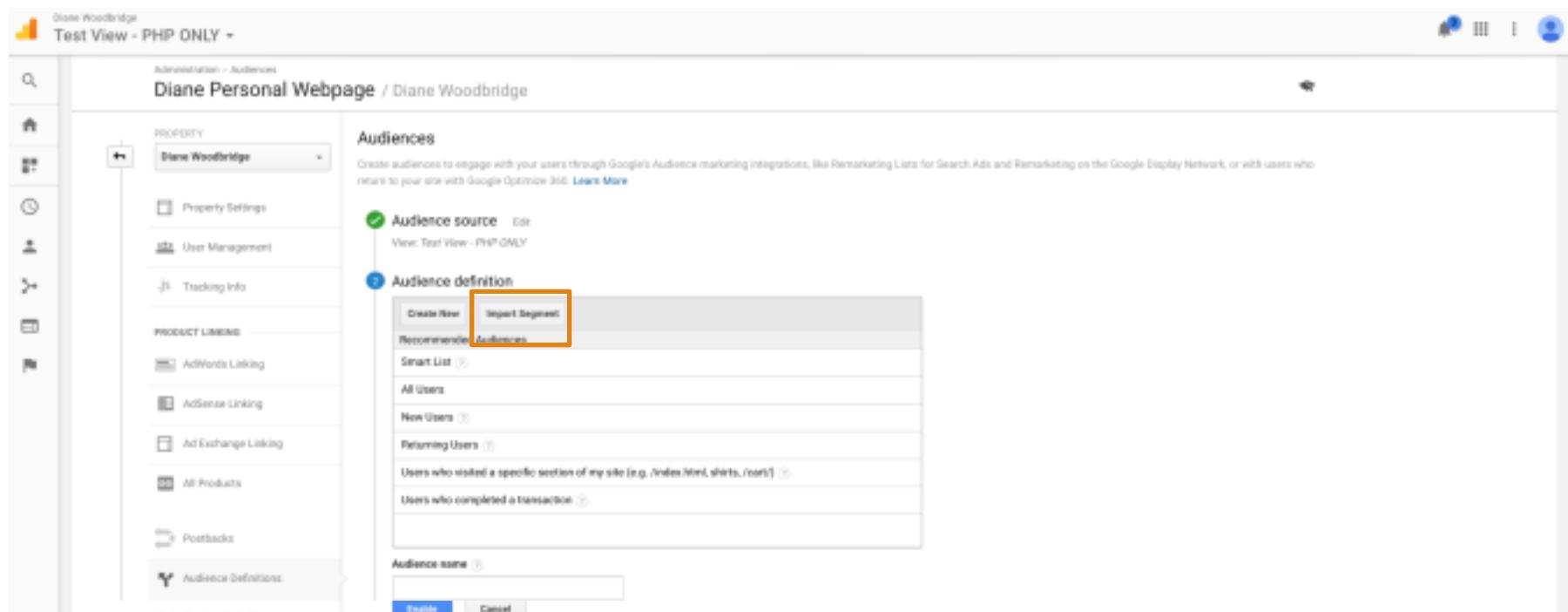
- Filter:** Include Sessions Sequence start Any user interaction
- Step 1:** Ad Content contains [empty field] OR AND
- Add Step:** [button]
- Buttons:** Apply, Cancel

The "Audience name" field at the bottom is empty. The overall interface is light gray with blue highlights for active sections.



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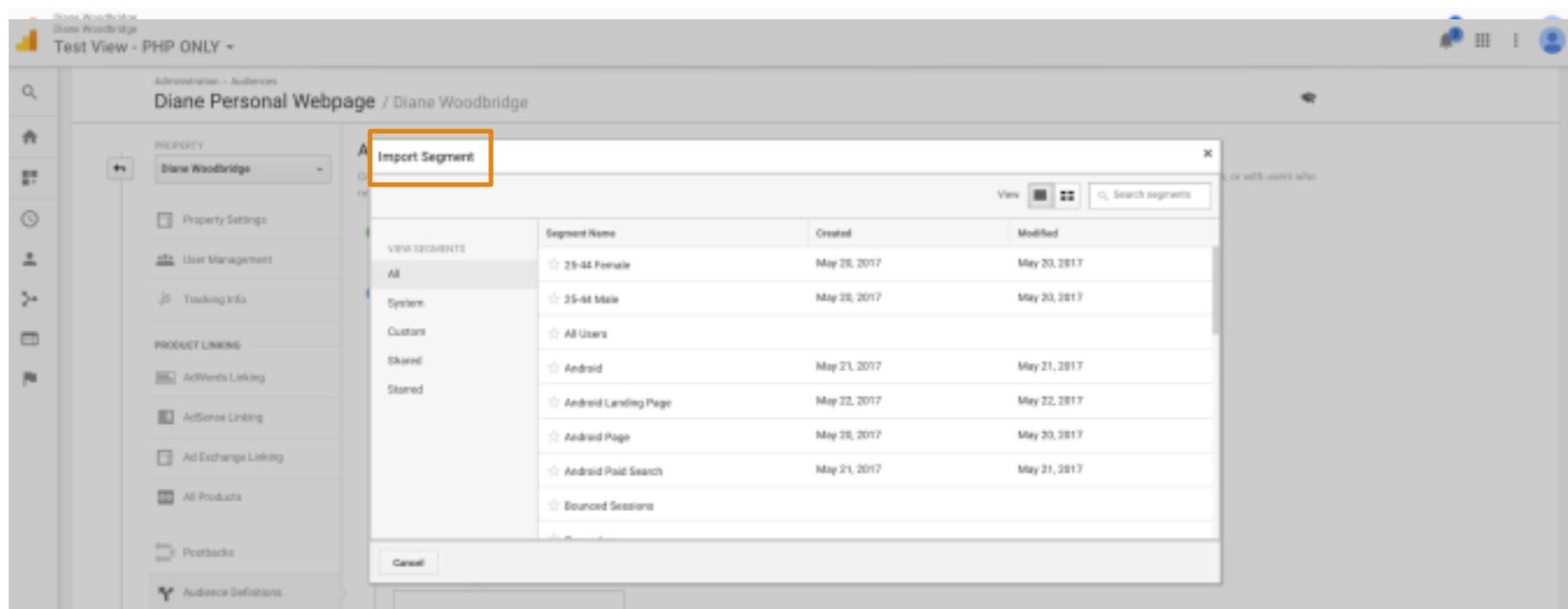
Remarketing



The screenshot shows the Google Analytics interface for creating an audience definition. The left sidebar lists various tracking and linking options. The main panel is titled 'Audiences' and contains sections for 'Audience source' (selected) and 'Audience definition'. Under 'Audience definition', there are two buttons: 'Create New' and 'Import Segment', with 'Import Segment' being highlighted by a red box. Below these buttons are several audience segments: 'Smart List', 'All Users', 'New Users', and 'Returning Users'. At the bottom of the panel, there is a field for 'Audience name' and two buttons: 'Create' and 'Cancel'.



Remarketing

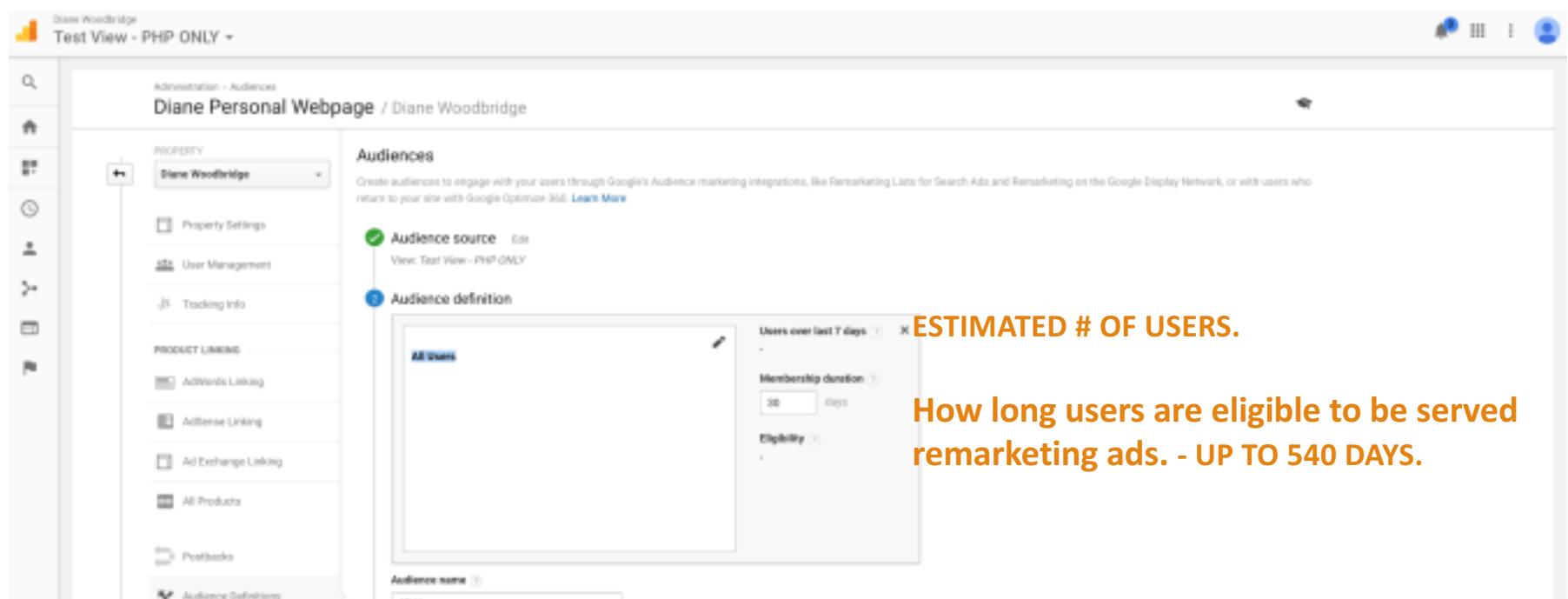


The screenshot shows the Google Analytics interface for a property named "Diane Woodbridge". The left sidebar includes links for Property Settings, User Management, Tracking Info, Product Linking, AdWords Linking, AdSense Linking, Ad Exchange Linking, All Products, Postbacks, and Audience Definitions. A modal window titled "Import Segment" is open, showing a list of segments under "VIEW SEGMENTS: All". The segments listed are:

	Segment Name	Created	Modified
1	25-44 Female	May 20, 2017	May 20, 2017
2	25-44 Male	May 20, 2017	May 20, 2017
3	All Users		
4	Android	May 21, 2017	May 21, 2017
5	Android Landing Page	May 22, 2017	May 22, 2017
6	Android Page	May 20, 2017	May 20, 2017
7	Android Paid Search	May 21, 2017	May 21, 2017
8	Bounced Sessions		

At the bottom of the modal are "View" and "Search segments" buttons, and a "Cancel" button.

Remarketing



The screenshot shows the Google Analytics Audience Overview page for a property named "Diane Woodbridge". The left sidebar includes links for Property Settings, User Management, Tracking Info, Product Linking (AdWords, AdSense, Ad Exchange), All Products, Postbacks, and Audience Definitions. The main content area displays the "Audiences" section with a sub-section titled "Audience source". It shows a green checkmark next to "View: Test View - PHP ONLY". Below this is the "Audience definition" section, which contains a box labeled "All users" and filters for "Users over last 7 days" (selected) and "Membership duration" set to 30 days. An orange callout box highlights the "ESTIMATED # OF USERS." text. Another orange callout box highlights the "How long users are eligible to be served remarketing ads. - UP TO 540 DAYS." text.

Test View - PHP ONLY

Diane Personal Webpage / Diane Woodbridge

Audiences

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](#)

Audience source Edit
View: Test View - PHP ONLY

Audience definition

All users

Users over last 7 days

Membership duration 30 days

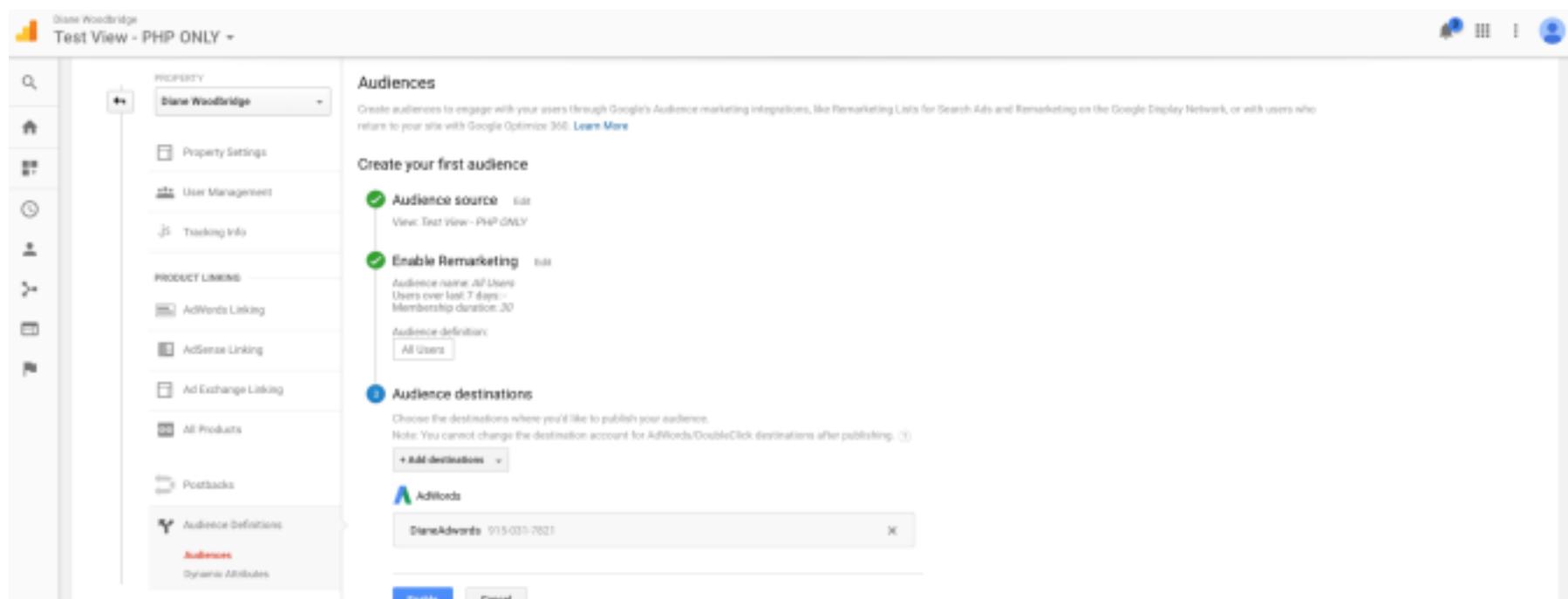
Eligibility

ESTIMATED # OF USERS.

How long users are eligible to be served remarketing ads. - UP TO 540 DAYS.



Remarketing



The screenshot shows the Google Analytics interface for creating a new audience. The left sidebar is titled "Diane Woodbridge" and "Test View - PHP ONLY". The "Audiences" section is selected. The main content area is titled "Create your first audience". It includes two sections: "Audience source" (selected) and "Enable Remarketing". Under "Enable Remarketing", the audience name is set to "All Users", targeting "Users over last 7 days" with a "Membership duration: 30". The "Audience destinations" section lists "Adwords" with the account "DianeAdwords 911-031-7821". Buttons at the bottom are "Enable" and "Cancel".



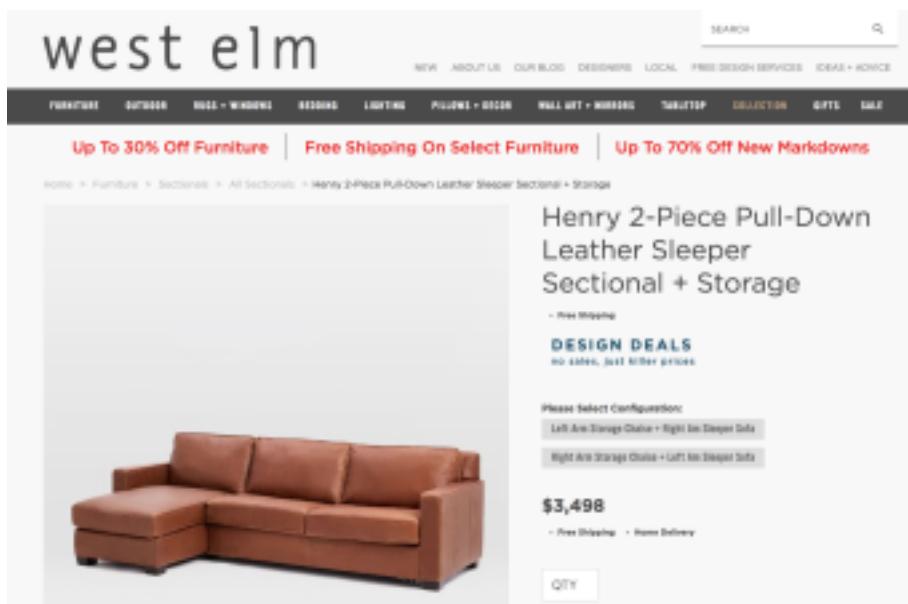
Remarketing

Dynamic Remarketing

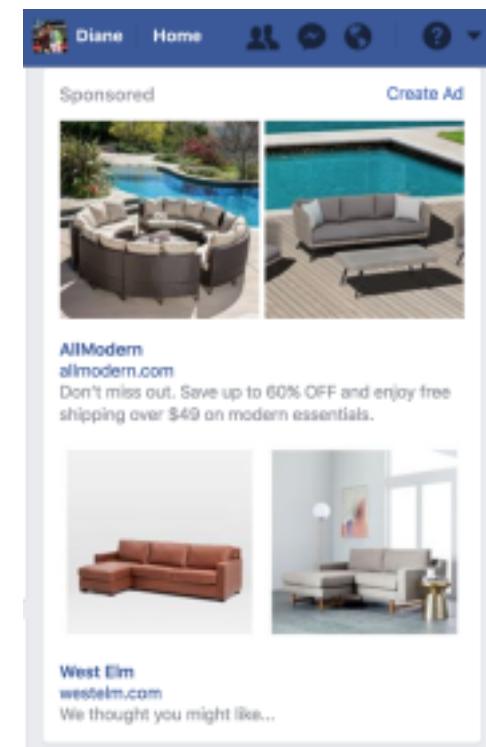
- Re-engage users based on the content they've already seen.
- Show remarketing ads for content or products that are most likely to interest your users based on the content or products they viewed on your site, related and top-performing content and products, as well as their purchase histories and demographics.
- Use the segment-based lists you create in Remarketing with Analytics as the basis for Dynamic Remarketing campaigns in AdWords.

Remarketing

Dynamic Remarketing



The screenshot shows a product page for a "Henry 2-Piece Pull-Down Leather Sleeper Sectional + Storage". The page includes a large image of the sofa, product details, and a price of \$3,498. The URL in the address bar is <https://www.westelm.com/furniture/sectionals/all-sectionals/henry-2-piece-pull-down-leather-sleeper-sectional-storage.html>.



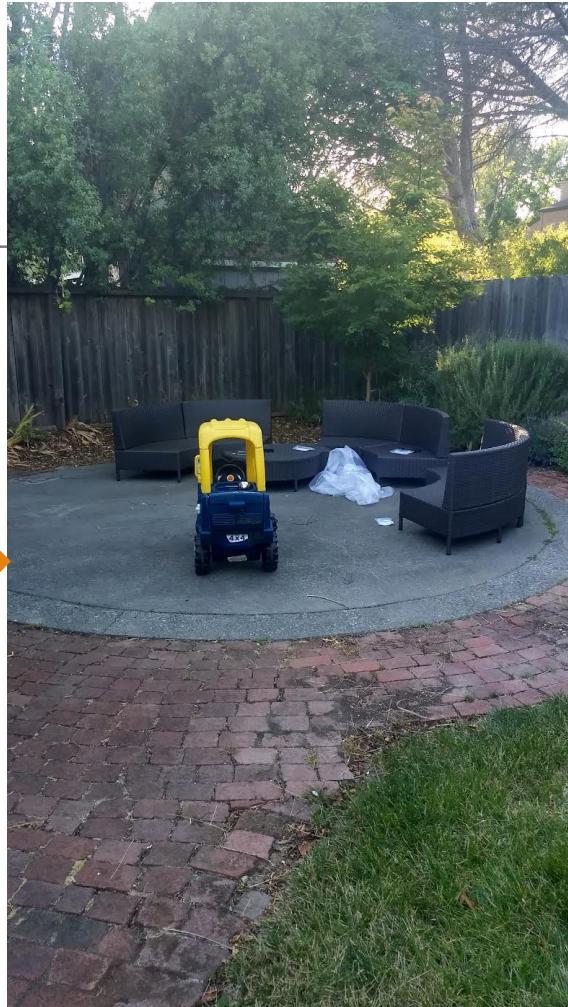
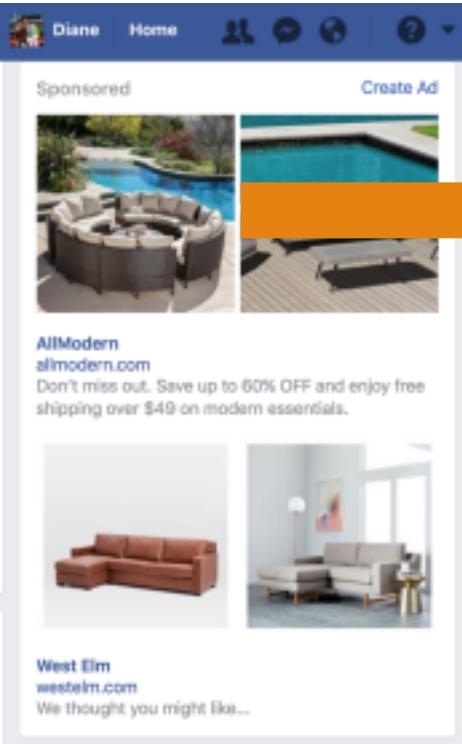
The screenshot shows a Facebook ad for AllModern. It features two images of outdoor furniture: a circular sofa set and a modular sofa. The ad is sponsored by AllModern and includes the text: "Don't miss out. Save up to 60% OFF and enjoy free shipping over \$49 on modern essentials." Below the ad, there are two smaller images of different sofa models.

<https://support.google.com/analytics/answer/3455585?hl=en>

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Remarketing

Dynamic Remarketing



Remarketing

Dynamic Remarketing

- Requirements
 - Enable Remarketing and Advertising Reporting Features in Analytics.
 - Link your AdWords and Analytics accounts.
 - Link your Google Merchant Center and AdWords accounts (required only for Retail vertical).
 - Merchant Center - Show online and in-store inventory and used to customize ads better.

Remarketing

Dynamic Remarketing

- Next Steps

1. Find your vertical attributes for Dynamic Remarketing.
2. Create your Custom Dimensions .
3. Update your website tags.
4. Create audiences for Dynamic Remarketing.
5. Create attributes for Dynamic Remarketing.
6. Create your Dynamic Remarketing campaign in AdWords.

Remarketing

Dynamic Remarketing

1. Find your vertical attributes for Dynamic Remarketing.
 - [Vertical and Its Attributes](#)

Example attributes for each vertical

Each of the following sections includes an illustration of how you configure the required and optional attributes for each vertical.

[Retail](#)



[Education](#)



[Flights](#)



[Hotels and rentals](#)



[Jobs](#)



[Local deals](#)



[Real estate](#)



[Travel](#)



[Custom](#)



Remarketing

Dynamic Remarketing

1. Find your vertical attributes for Dynamic Remarketing.
 - [Vertical and Its Attributes](#)

Retail

Dynamic Attribute Linking

Configuration [Edit](#)

Business Type: Retail
View: All Web Site Data
Sharing: 708-910-1563

Dynamic Attributes

Required Attributes

Product ID [?](#) [ecomm_prodid](#)

Optional Attributes

Page Type [?](#) [ecomm_pagetype](#)

Total Value [?](#) [ecomm_totalvalue](#)

[Save](#)

[Cancel](#)

You can also use [Product SKU](#) (instead of [ecomm_prodid](#)) as the value for Product ID.

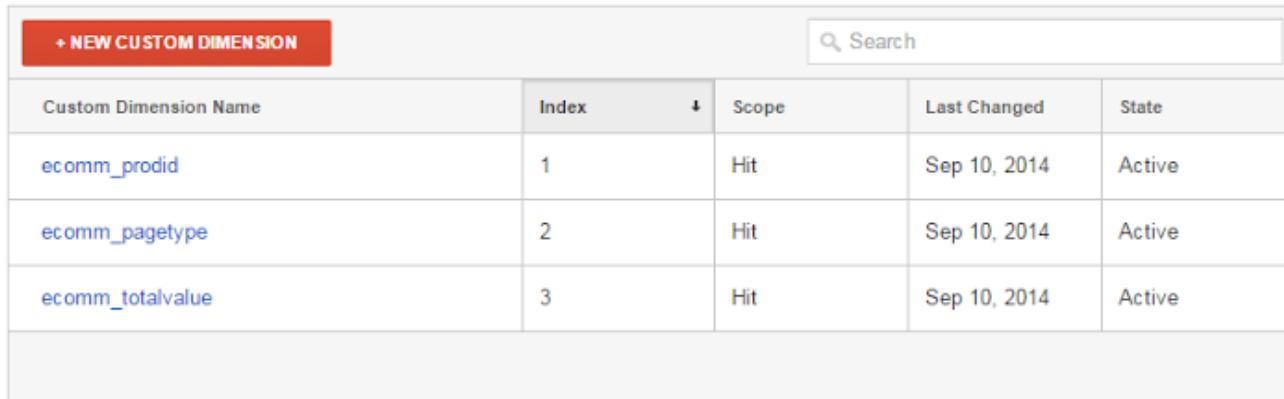


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Remarketing

Dynamic Remarketing

2. Create your Custom Dimensions .



+ NEW CUSTOM DIMENSION					Search
Custom Dimension Name	Index	Scope	Last Changed	State	
ecomm_prodid	1	Hit	Sep 10, 2014	Active	
ecomm_pagetype	2	Hit	Sep 10, 2014	Active	
ecomm_totalvalue	3	Hit	Sep 10, 2014	Active	

Remarketing

Dynamic Remarketing

3. Update your website tags.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-
analytics.com/analytics.js','ga');
ga('create', 'UA-XXXXX-YY', 'auto'); // Insert your GA Web
Property ID here, e.g., UA-12345-1
ga('set','dimension1','12345, 678910, 98765'); // REQUIRED
Product ID value, e.g., 12345, 67890
ga('set','dimension2','searchresults'); // Optional Page type
value, e.g., home, cart, purchase
ga('set','dimension3','99.95'); // Optional Total value, e.g.,
99.95, 5.00, 1500.00 ga('send', 'pageview');
```

Remarketing

Dynamic Remarketing

4. Create audiences for Dynamic Remarketing.

- General users
- Product searchers
- Product viewers
- Conversion abandoners
- Past converters

The screenshot shows a dialog box from Google Analytics. At the top, there is a blue circular icon with a white letter 'i' and the text "Several object configurations were shared with you. Please choose a view from your Google Analytics account to import these configurations." Below this, a dropdown menu shows "2 Test View". A section titled "Remarketing Audiences" contains five checked checkboxes: "Cart viewers", "General visitors", "Product viewers", and "Purchasers". A dropdown menu at the bottom right is set to "Selected Account '165-745-4712'".

2 Test View

Remarketing Audiences

Cart viewers

General visitors

Product viewers

Purchasers

Selected Account "165-745-4712"

Create Cancel

Remarketing

Dynamic Remarketing

5. Create attributes for Dynamic Remarketing.

The screenshot shows the Google Analytics interface with three panels: Account, Property, and View. The 'View' panel is active, showing 'Test View - PHP ONLY'. The sidebar on the left has a red bar at the bottom. The main content area shows 'PERSONAL TOOLS & ASSETS' with 'Audience Definitions' highlighted and a red box drawn around it. Under 'Audience Definitions', there are two items: 'Audiences' and 'Dynamic Attributes'. The 'Dynamic Attributes' item is currently selected.

 Diane Woodbridge

Test View - PHP ONLY ▾



Administration

Diane Personal Webpage / Diane Woodbridge

PROPERTY
Diane Woodbridge
Property Settings
User Management
Tracking Info
PRODUCT LINKING
AdWords Linking
AdSense Linking
Ad Exchange Linking
All Products
Postbacks
Audience Definitions
Audiences
Dynamic Attributes
Custom Definitions



Dynamic Attributes let you enhance your remarketing campaigns with dynamic creative content, and tailor advertisements to each user's interests. [Learn More]

[+ NEW ATTRIBUTE](#)[Search](#)

Business Type	Adwords Customer ID	Definition	Type	Status	Creation Date	Last Modified
There is no data for this view.						



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Diane Woodbridge

Test View - PHP ONLY ▾



Administration

Diane Personal Webpage / Diane Woodbridge

PROPERTY
Diane Woodbridge

Property Settings

User Management

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Audiences

Dynamic Attributes

Custom Definitions



Dynamic Attributes let you enhance your remarketing campaigns with dynamic creative content, and tailor advertisements to each user's interests. [Learn More]

Dynamic Attribute Linking

Configuration Edit

Business Type: Retail

View: Test View

Sharing: [165-745-4712](#)

Dynamic Attributes

Required Attributes

Product ID

ecomm_prodid

Optional Attributes

Page Type

ecomm_pagetype

Total Value

ecomm_totalvalue

Save

Cancel



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Remarketing

Dynamic Remarketing

6. Create your Dynamic Remarketing campaign in AdWords.
 - [Use dynamic remarketing to show ads tailored to your site visitors](#)

References

Google Analytics Academy :

<https://analytics.google.com/analytics/academy/>



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Appendix

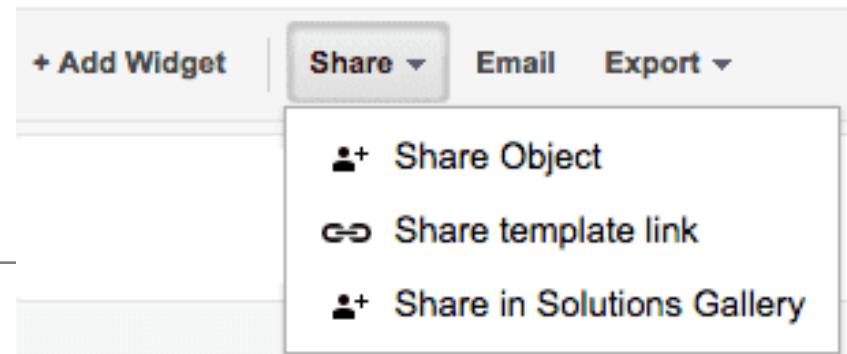


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Report

Share Dashboard

- Share Object
 - Share Dashboards with the current view.
 - Anyone with access to this view can see the Dashboard's data and add to or edit any widgets contained in the Dashboard.
 - Share Dashboard templates
 - Share only the settings for the Dashboard--you do not share any data.
 - Share Dashboards in the Solutions Gallery
 - Share and custom reporting tools and assets.
 - Your personal information and Analytics data stay private in your account.



<https://support.google.com/analytics/answer/1069386?hl=en>

