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SEM Coaching - 31

Clickmedia
Performance Based Marketing

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Conversion Tracking

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Introduction to Conversion Tracking

- Conversion tracking involves measuring goal conversions and determining conversion source, characteristics & goal path
- Requires inserting HTML or javascript tracking code on 'thank you' page
- Helps you determine the effectiveness of all your online marketing channels, including:
  - Direct traffic
  - Referral traffic
  - Search traffic (Keywords (Organic & PPC) & Ads (PPC))
  - Social media traffic
  - E-mail marketing

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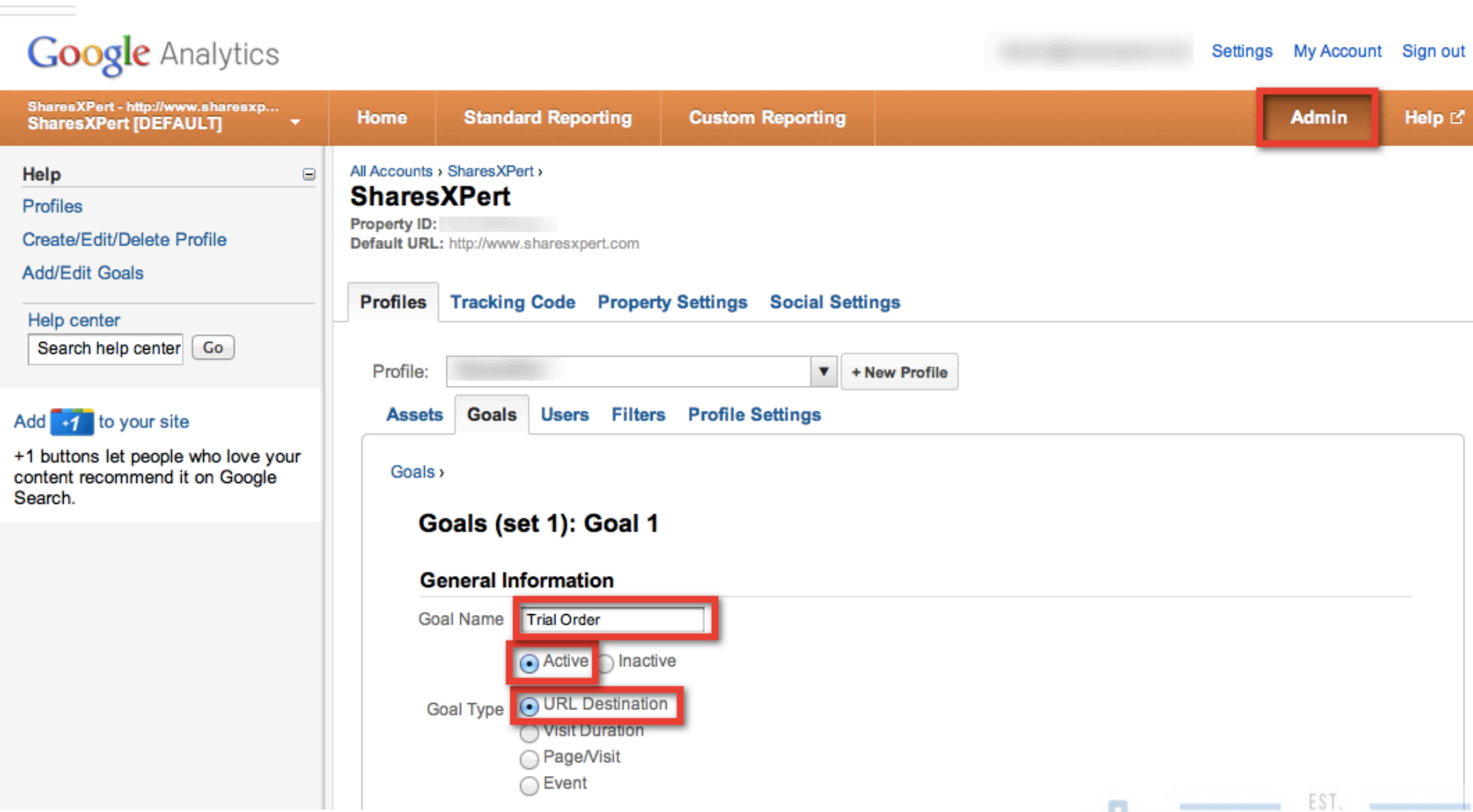
Conversion Tracking Using Google Analytics



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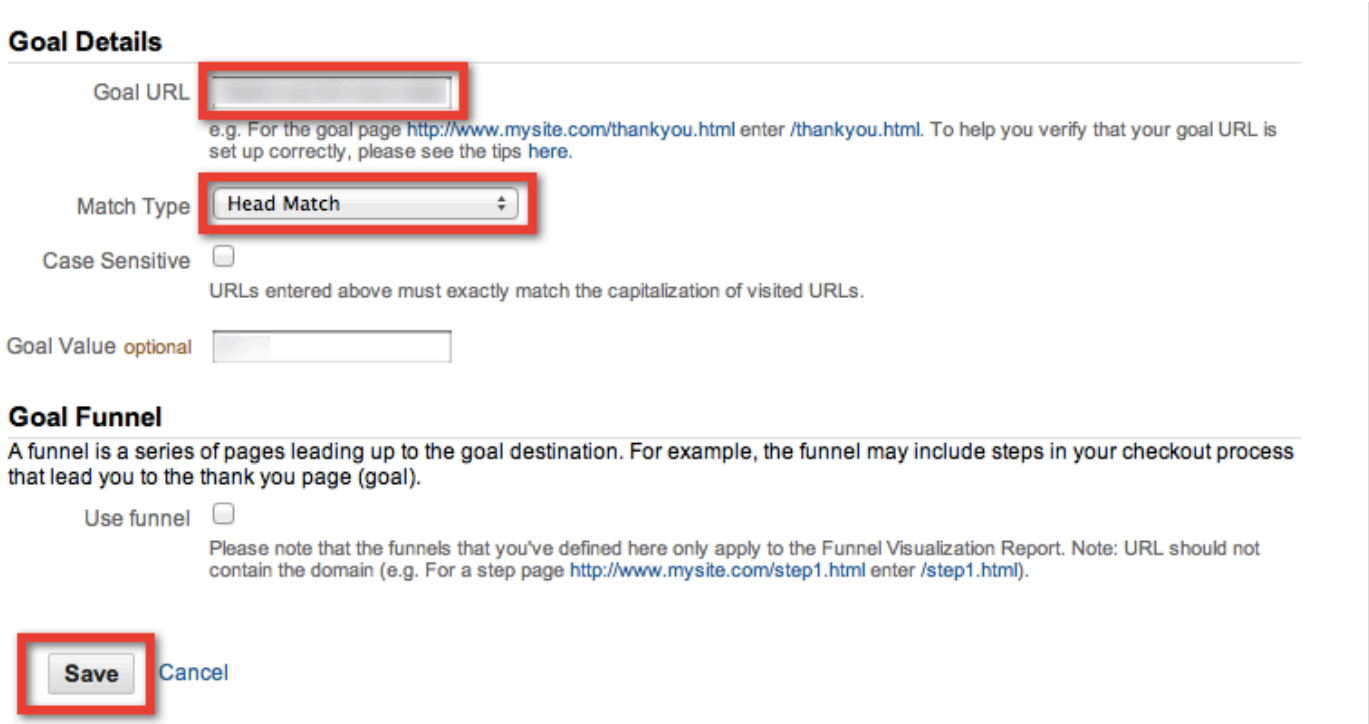

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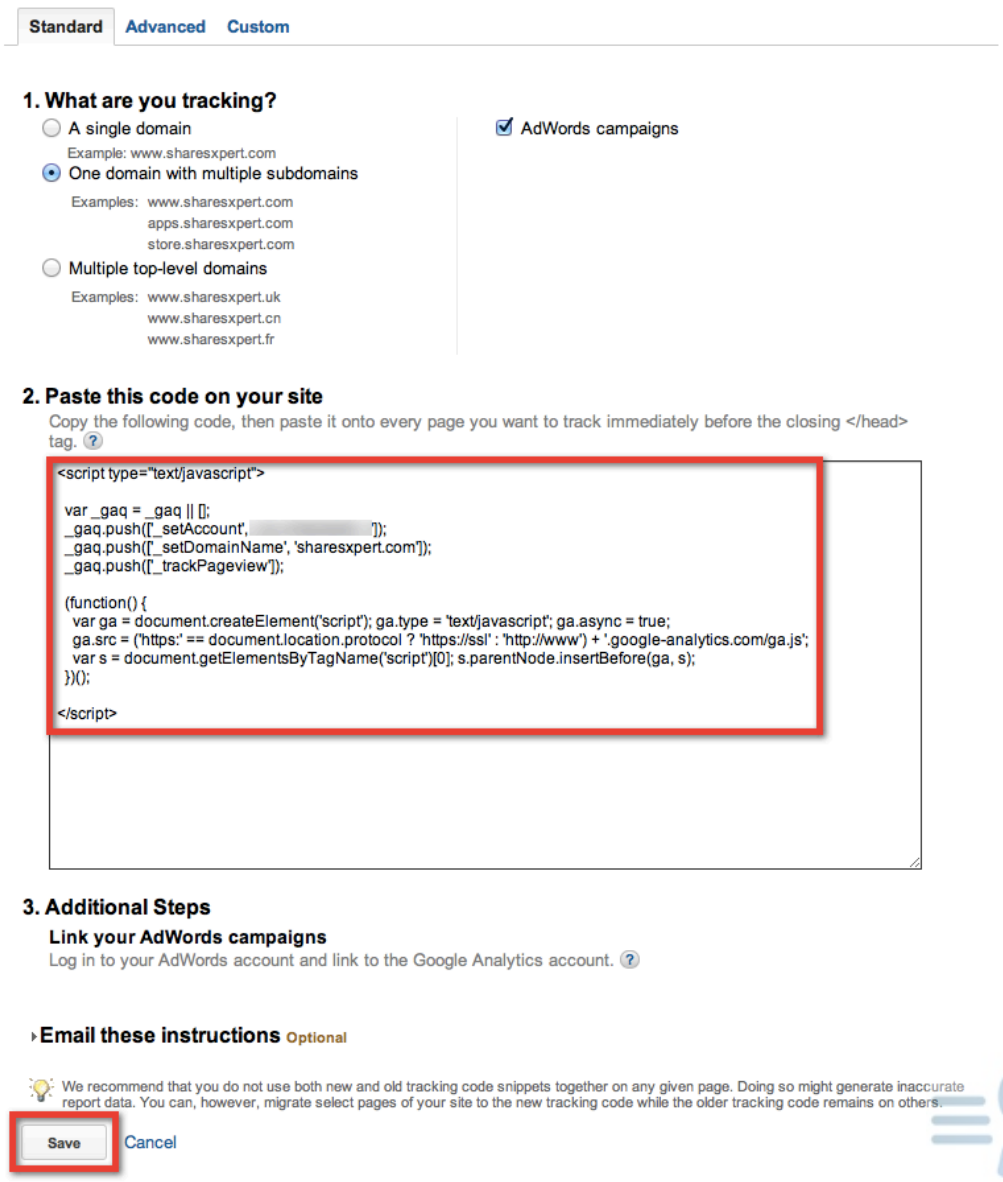
Conversion Tracking Using Google Analytics



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Custom Tracking Using Google Analytics

Traffic

Tool: URL Builder

Google Analytics URL Builder

Use this tool to create URLs for your custom campaigns. Fill in the form information and click the **Generate URL** button below.

Step 1: Enter the URL of your website.

Website URL: * http://www.sharesxpert.com/

(e.g. *http://www.urchin.com/download.html*)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: *	newsletter	(referrer: google, citysearch, newsletter4)
Campaign Medium: *	email	(marketing medium: cpc, banner, email)
Campaign Term:		(identify the paid keywords)
Campaign Content:	toplink	(use to differentiate ads)
Campaign Name: *	sxp1	(product, promo code, or slogan)

Step 3

Generate URL Clear

http://www.sharesxpert.com/?utm_source=newsletter&utm_medium

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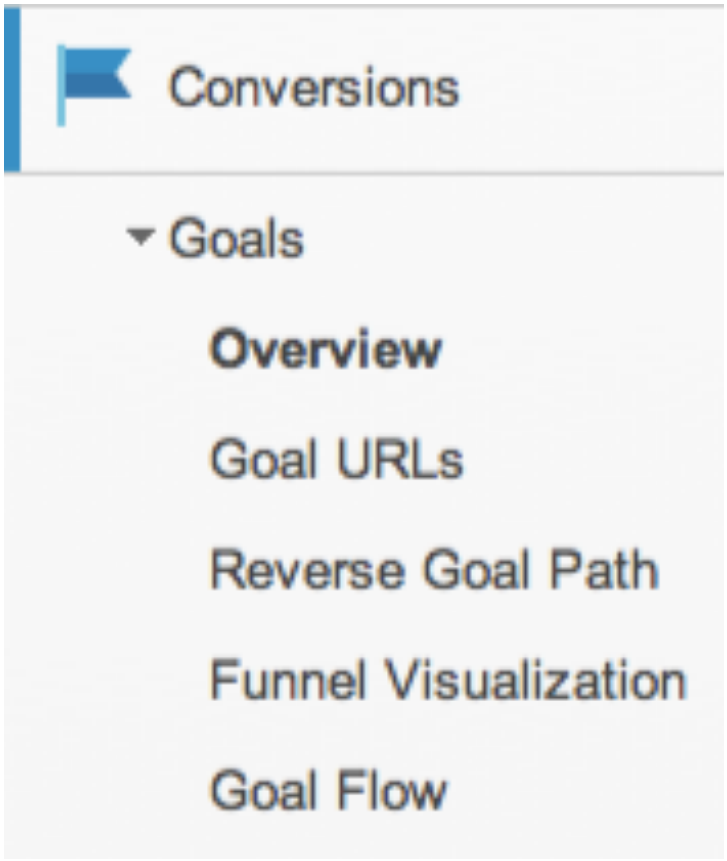
Conversion Reports - Google Analytics



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Conversion Source - Google Analytics

		Source/Medium	Visits	Goal Conversion Rate ↓	Per Visit Goal Value
☐	1.	[redacted]	5	20.00%	$0.20
☐	2.	[redacted]	6	16.67%	$0.17
☐	3.	[redacted]	9	11.11%	$0.00
☐	4.	[redacted]	91	5.49%	$0.05
☐	5.	[redacted]	39	2.56%	$0.03
☐	6.	[redacted]	53	1.89%	$0.02
☐	7.	[redacted]	76	1.32%	$0.01
☐	8.	[redacted]	154	1.30%	$0.01
☐	9.	[redacted]	168	1.19%	$0.01
☐	10.	[redacted]	6,022	1.05%	$0.01
☐	11.	[redacted]	1,616	0.56%	$0.00
☐	12.	[redacted]	934	0.32%	$0.00

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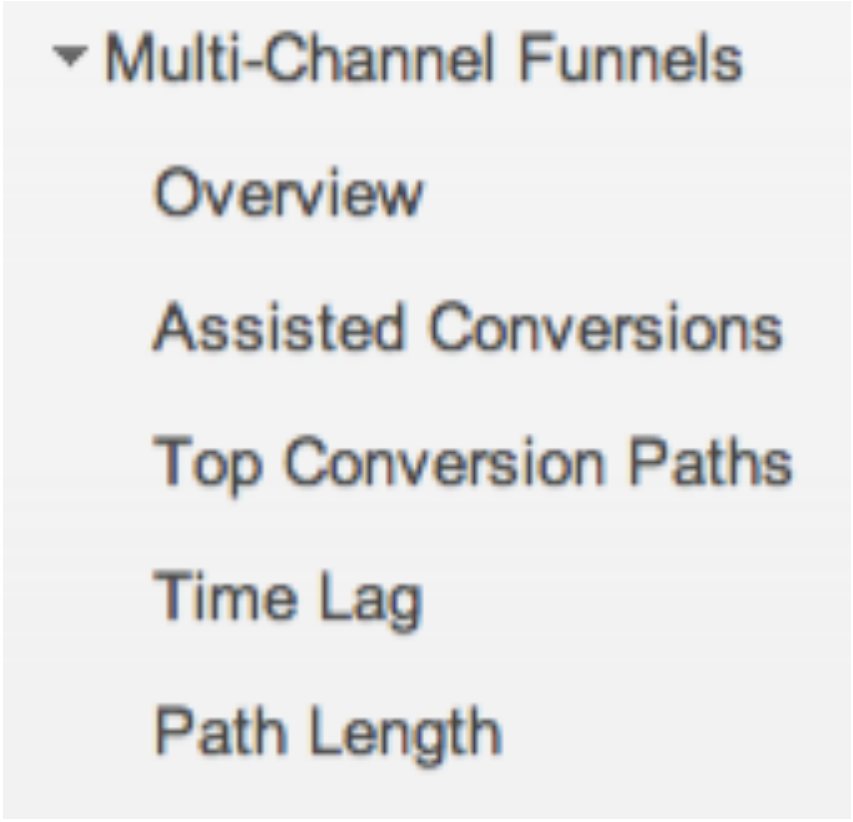
Conversion Reports - Google Analytics



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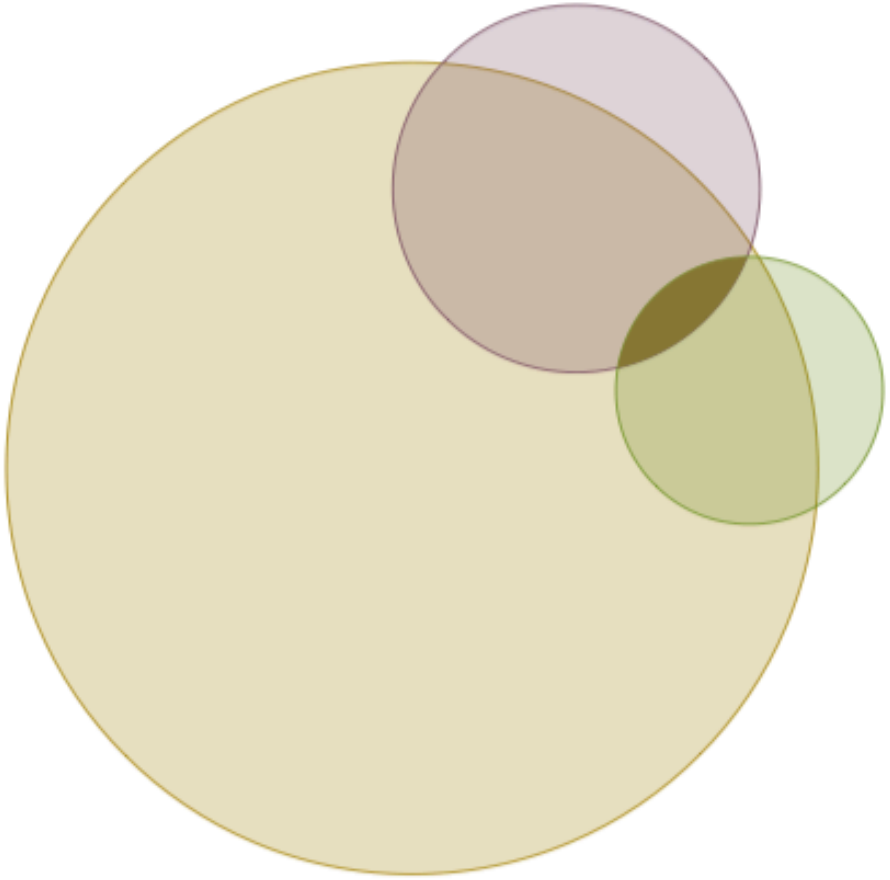
Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
☑ Direct	92.22%
☑ Referral	18.89%
☑ Organic Search	10.00%
☐ Social Network	1.11%

Direct & Referral & Organic Search: 1.11% (1)



The overlap areas of the circles above are approximations.

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Assisted Conversions - Google Analytics

	Basic Channel Grouping	Assisted Conversions ↓	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value	Assisted / Last Interaction Conversions
1.	Direct	47	$38.00	77	$64.00	0.61
2.	Referral	15	$14.00	6	$6.00	2.50
3.	Organic Search	4	$4.00	6	$4.00	0.67
4.	Social Network	0	$0.00	1	$1.00	0.00

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Top Conversion Paths - Google Analytics

	Basic Channel Grouping Path	Conversions ↓	Conversion Value
1.	Direct	29	$24.00
2.	Direct > Direct	16	$12.00
3.	Direct > Direct > Direct	9	$8.00
4.	Direct > Direct > Direct > Direct	4	$4.00
5.	Direct > Direct > Direct > Direct > Direct	3	$1.00
6.	Referral > Direct	3	$3.00
7.	Direct > Direct > Direct > Direct > Direct > Direct	2	$2.00
8.	Referral	2	$2.00
9.	Organic Search	2	$1.00
10.	Organic Search > Direct	2	$2.00

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Time Lag - Google Analytics

Primary Dimension: Time Lag in Days

Time Lag in Days	Conversions	Conversion Value	Percentage of total (Conversions / Conversion Value)
0	62	$53.00	68.89% / 70.67%
1	3	$2.00	3.33% / 2.67%
2	2	$1.00	2.22% / 1.33%
3	2	$1.00	2.22% / 1.33%
4	2	$2.00	2.22% / 2.67%
5	6	$5.00	6.67% / 6.67%
6	1	$1.00	1.11% / 1.33%
7	2	$1.00	2.22% / 1.33%
10	1	$1.00	1.11% / 1.33%
12+	9	$8.00	10.00% / 10.67%
13	2	$2.00	2.22% / 2.67%
15	1	$1.00	1.11% / 1.33%
29	6	$5.00	6.67% / 6.67%

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Path Length - Google Analytics

Primary Dimension: **Path Length in Interactions**

Path Length in Interactions	Conversions	Conversion Value	Percentage of total Conversions / Conversion Value
1	33	$27.00	36.67% 36.00%
2	24	$20.00	26.67% 26.67%
3	11	$10.00	12.22% 13.33%
4	8	$7.00	8.89% 9.33%
5	3	$1.00	3.33% 1.33%
6	3	$3.00	3.33% 4.00%
7	1	$1.00	1.11% 1.33%
10	1	$1.00	1.11% 1.33%
12+	6	$5.00	6.67% 6.67%

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Questions?

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