

You Can't Manage... What You Can't Measure

Professor Ernesto Lee

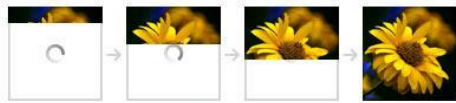
The courage to think differently



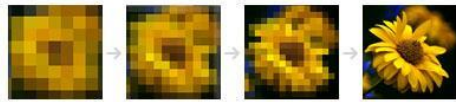
In Data we Trust



Module 1: How to learn



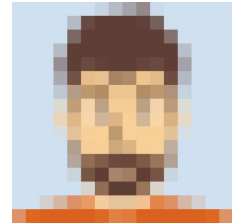
✓ Simple JPEG



✓ Progressive JPEG



✗ Preload and then show



Conversation not a “lecture”

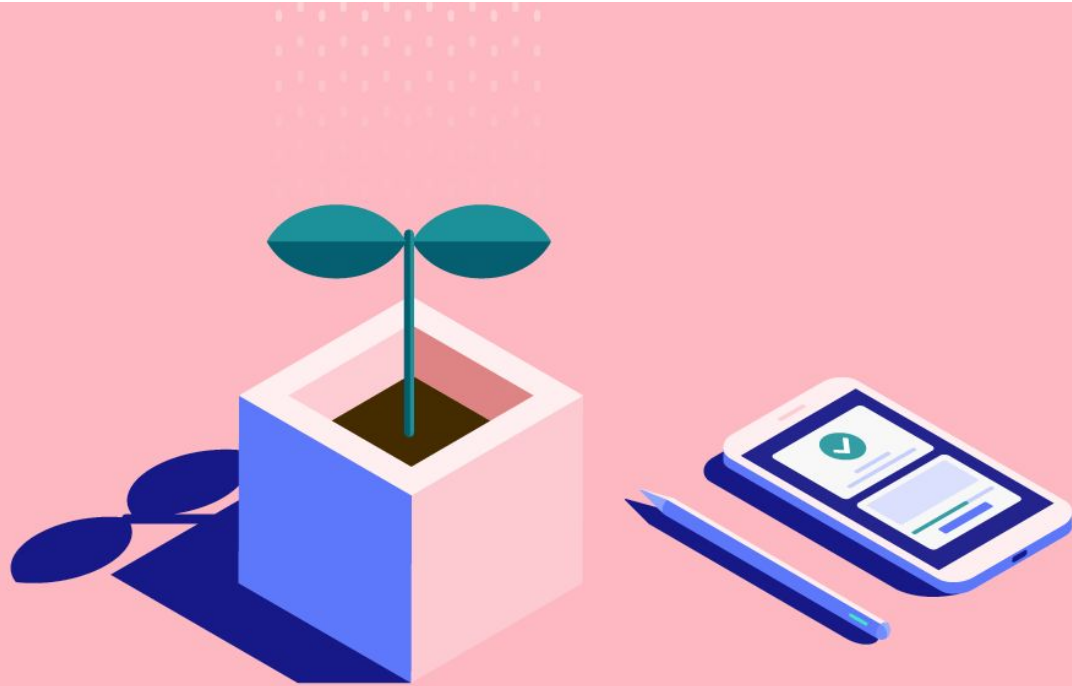
- A friendly, curious, and engaging style
- A mix of deep intuitions and deep technical understanding
- An emphasis on developing permanent insights



Chef Analogy



If a flower doesn't blossom, you don't change the flower -
You change the environment



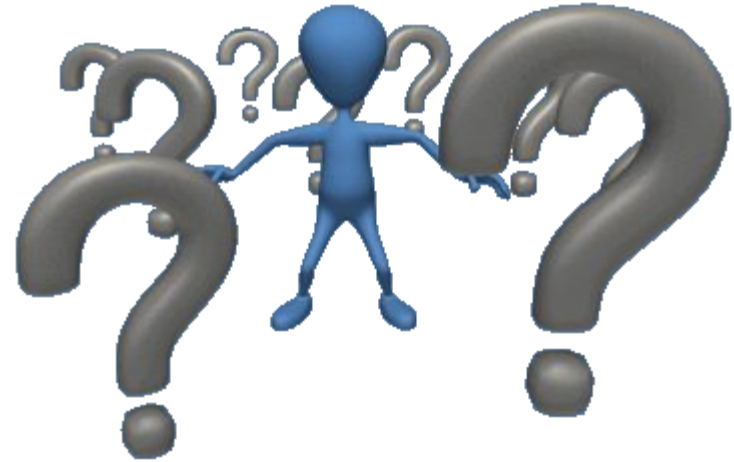
Intuitive Understanding Means:

- **Understandable:** Did I have an aha! Or a wow! moment? Can I explain the concept in simple language? Does it connect to other topics I know?
- **Memorable:** Do I have an analogy, diagram, or example that will stick with me for years?
- **Enjoyable:** Do I want to revisit or use this knowledge? Don't study data in a way that makes you hate data analytics.



Ask Yourself Questions

- Can I walk away with an analogy that works for me? Can it help me frame information in my head in a way that leads to future knowledge discoveries? Can it help me solve practical problems?
- Am I able to explain the topic to my friends or colleagues? Would they want to explain it to their friends or colleagues later?
- Will I remember the essence of the topic after a few years?
- Can I find something that I enjoy in the topic - even if it was just one thing?
- Will I return to this topic when I inevitably forget most of it?



Learn from the world's greatest learners...

"Education is what remains after one has forgotten what one has learned in school." —Albert Einstein

"The only real valuable thing is intuition." —Albert Einstein

"The noblest pleasure is the joy of understanding." —Da Vinci

"Education is the kindling of a flame, not the filling of a vessel." —Socrates

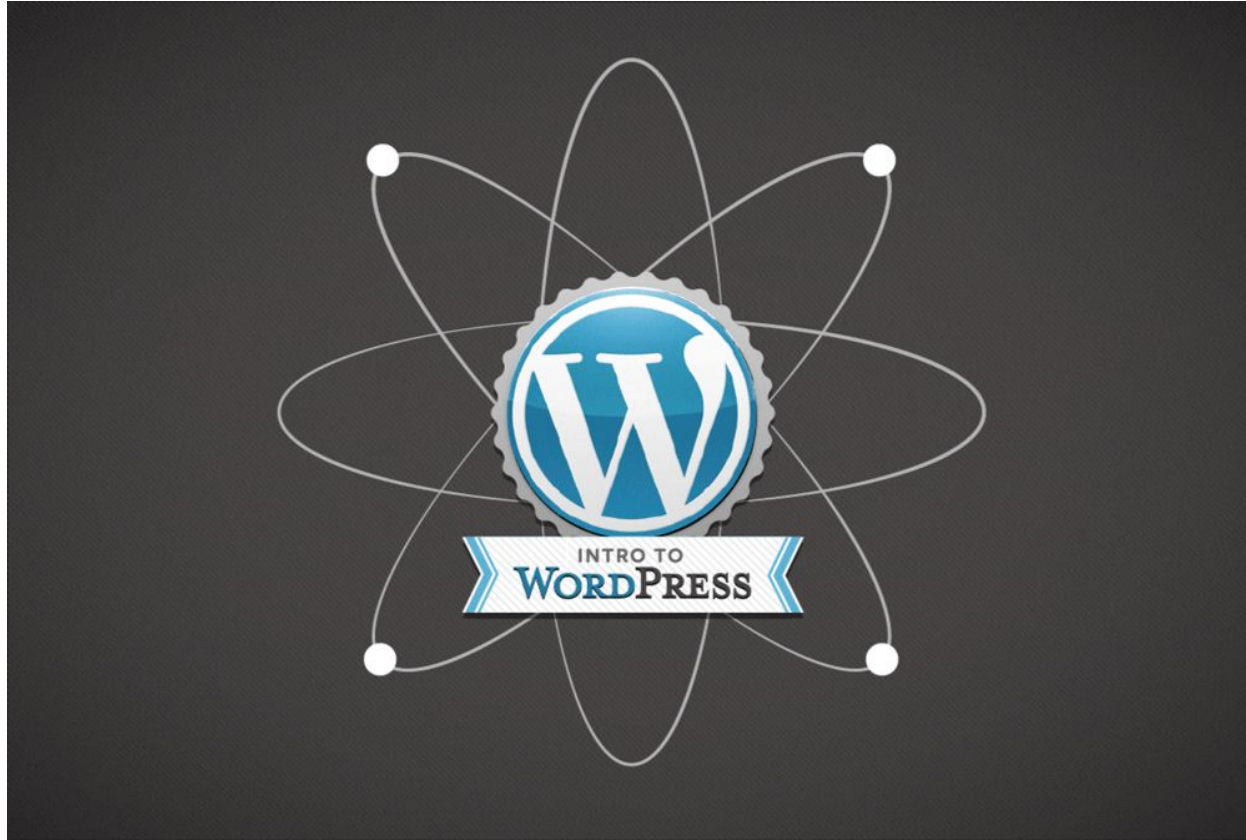
True learning goes beyond memorized facts. While I can forget the equation of a circle, I can't forget that it's round. And knowing it's perfectly round quickly leads me back to the equation.

Summary: Learn to love learning...

"To be effective, you must develop a passion for your 'thing'. You can never make others sense the vitality if you do not sense it yourself. You can never share your enthusiasm when you have no enthusiasm to share. How you make your points and visualize your brand are as important as the points you want to make. You must personally feel it for it to be important to you and only then can you show others why or how 'it' is important."
—Professor Ernesto Lee



Module 2: Install WordPress

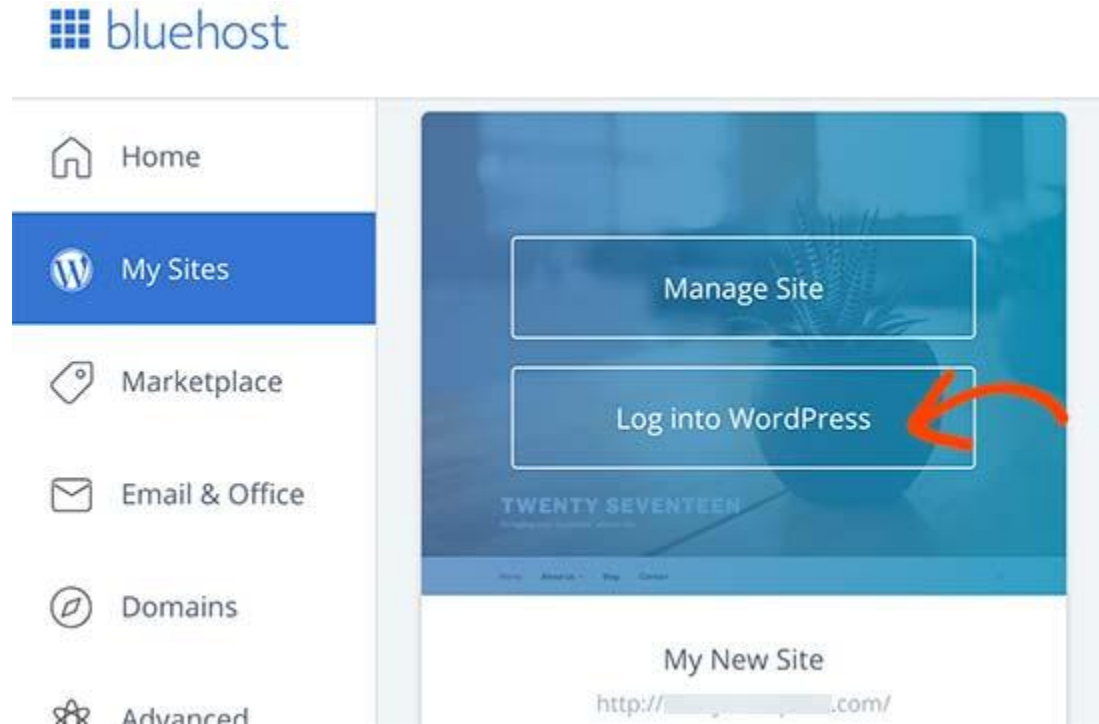


Pick a Hosting Company

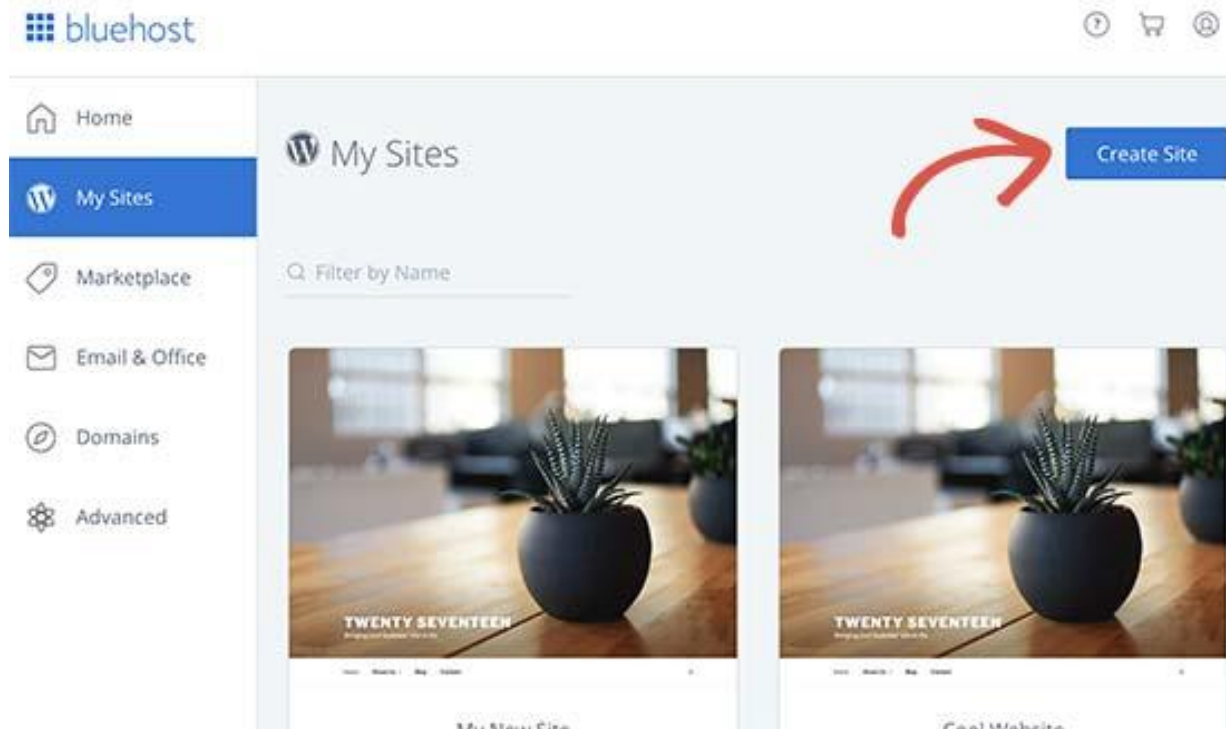
- **BlueHost**
- **SiteGround**
- **WP Engine**
- **WordPress.com /**
WordPress.org (free)



Installation on BlueHost




Create Site



Site Name and Tag Line Wizard

Create a new WordPress site

Site Name

Simply Delicious Pastries 


Site Tagline

Happiness starts here

Cancel [Next →](#)


Choose a Domain (and Directory)


← Choose a Domain


Domain 

Directory

Helpful Free Plugins


WP Forms
The best WordPress forms plugin out there.


Opt-in Monster
Convert abandoning visitors into subscribers.


Monster Insight
Measure website traffic using Google Analytics.

Cancel Next →



WordPress installed successfully!

Installation Details

Website:
Admin: /wp-...
Username: syed
Password:

This information has also been emailed to you.

[Go back to My Sites](#)

[Login to WordPress](#)

Master WordPress Today

Get expert WordPress support and training, when you need it most. WP Live experts help you level up quickly to build, grow, and maintain a successful website.

Start today for only \$29/month.

[Get Started Today - \(855\) 464-5345](#)





Summary

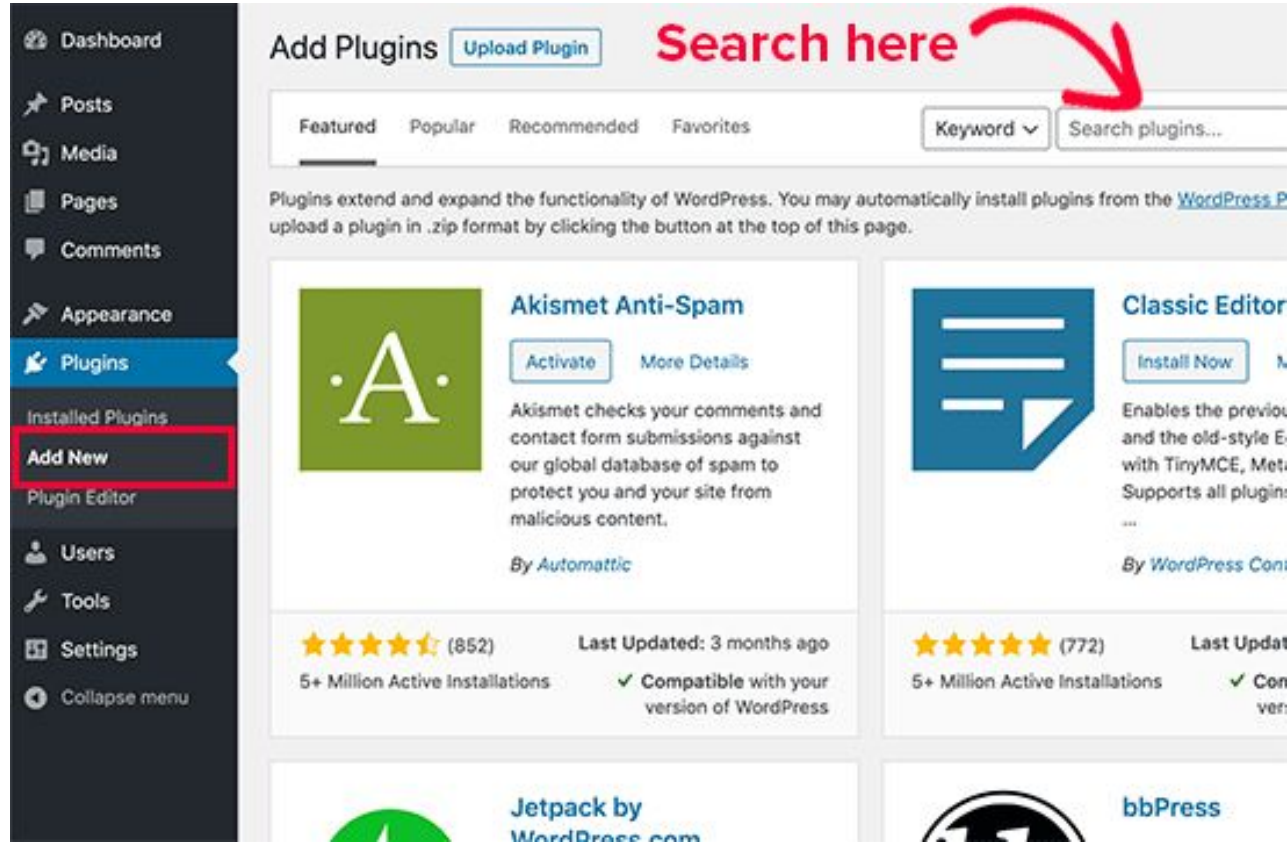
- **WPBeginner Blog** – The central place for all our WordPress tutorials and guides.
- **WPBeginner Dictionary** – Our WordPress glossary is the best place to familiarize yourself with the WordPress lingo
- **WPBeginner Videos** – New WordPress users can start with these 23 videos to master WordPress.
- **WPBeginner on YouTube** – Need more video instructions? Subscribe to our YouTube channel with more than 128,000 subscribers and 12 Million+ views.
- **WPBeginner Blueprint** – Check out plugins, tools, and services we use on WPBeginner.
- **WPBeginner Deals** – Exclusive discounts on WordPress products and services for WPBeginner users.

Module 3: Plugins: Extend Your Site



WordPress Plugin Search

1. **Plugins → Add New**
inside your WordPress
Admin Page
2. **[http://YOURSITE.com/](http://YOURSITE.com/wp-admin)**
[wp-admin](http://YOURSITE.com/wp-admin)




Find Your Plugin

Add Plugins [Upload Plugin](#) Help ▾

Search Results [Featured](#) [Popular](#) [Recommended](#) [Favorites](#) Keyword ▾ WPForms

112 items < 1 of 4 >




Contact Form by WPForms – Drag & Drop Form Builder for WordPress

The best WordPress contact form plugin. Drag & Drop online form builder that helps you create beautiful contact forms with just a few clicks.

By WPForms

★★★★★ (5,819) Last Updated: 4 weeks ago
3+ Million Active Installations ✓ Compatible with your version of WordPress

[Install Now](#) [More Details](#)




WP Mail SMTP by WPForms

The most popular WordPress SMTP and PHP Mailer plugin. Trusted by over 1 million sites.

By WPForms

★★★★★ (418) Last Updated: 2 months ago
1+ Million Active Installations ✓ Compatible with your version of WordPress


[Install Now](#) [More Details](#)



MC4WP: Mailchimp for WordPress

Mailchimp for WordPress, the #1 unofficial Mailchimp plugin.

[Install Now](#) [More Details](#)

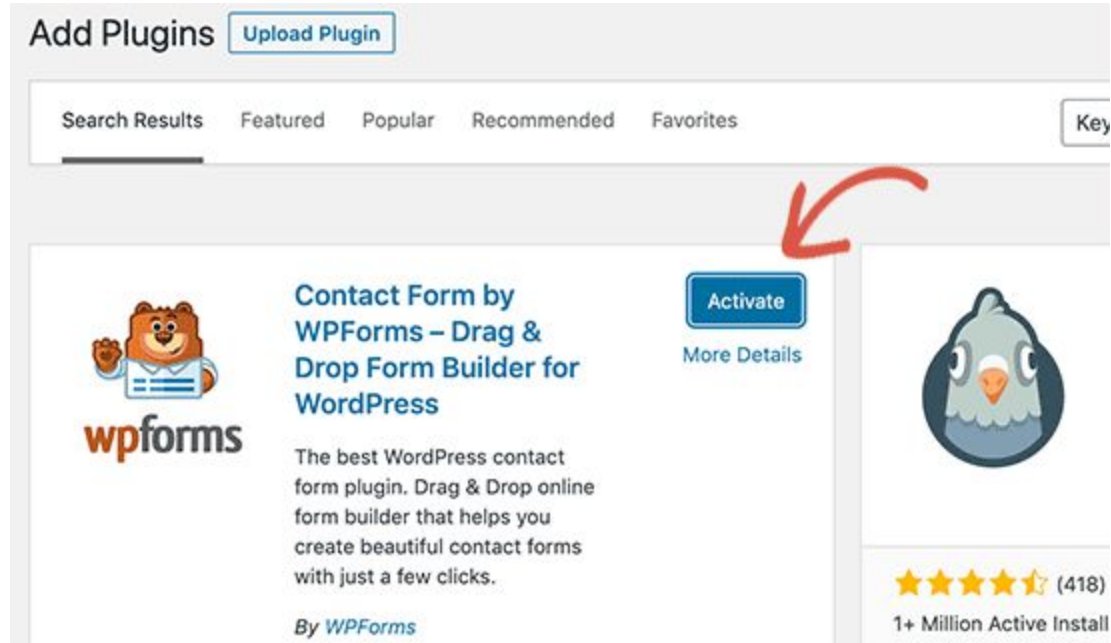


Styler for WPForms

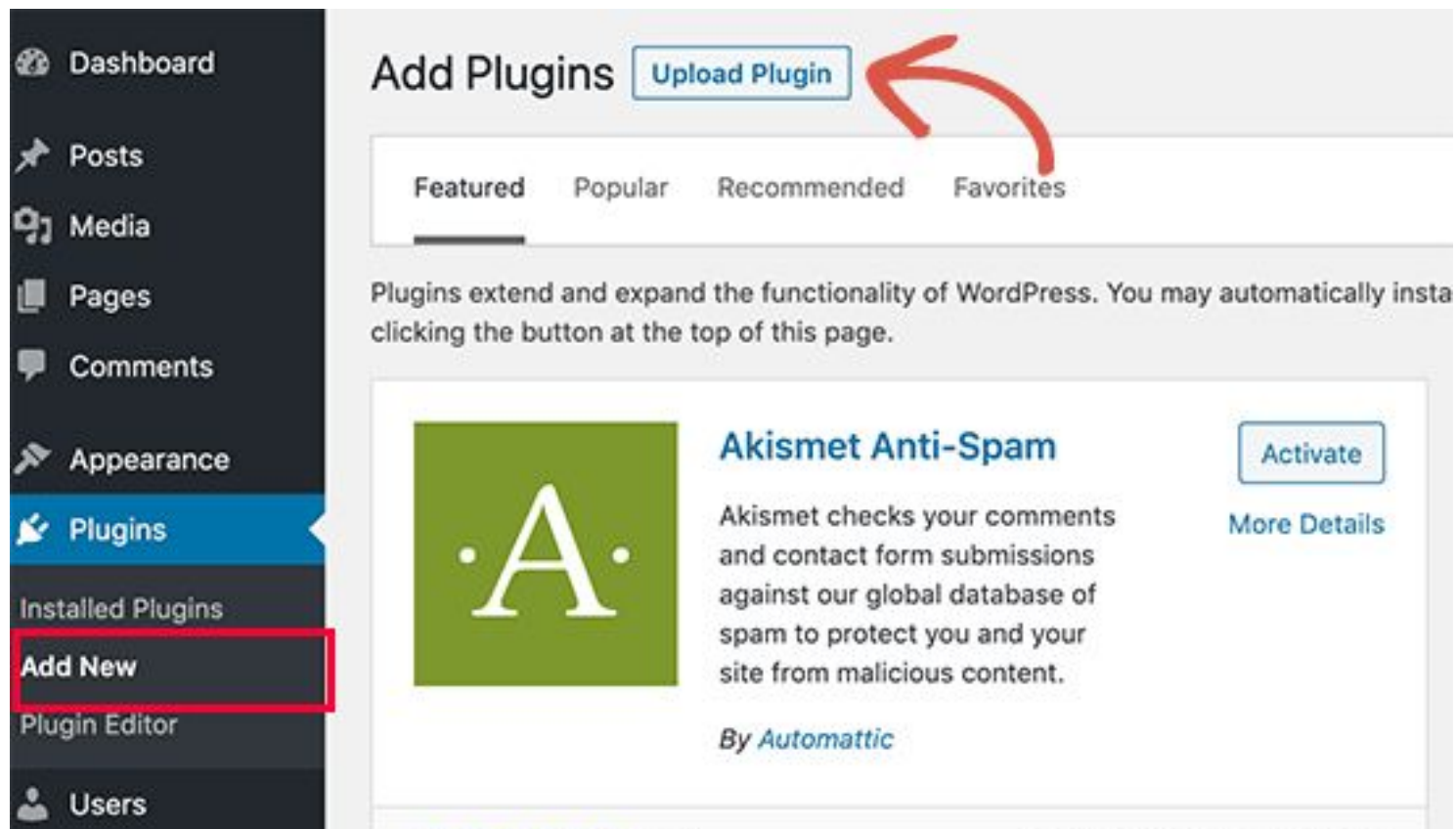
Styler for WPForms makes the task of designing WPForms an easy one.

[Install Now](#) [More Details](#)

Activate Your Plugin



INSTALL YOUR PLUGIN MANUALLY



Dashboard


- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins**
- Installed Plugins
- Add New**
- Plugin Editor
- Users

Add Plugins

[Upload Plugin](#)

Featured Popular Recommended Favorites

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress plugin repository by clicking the button at the top of this page.



Akismet Anti-Spam

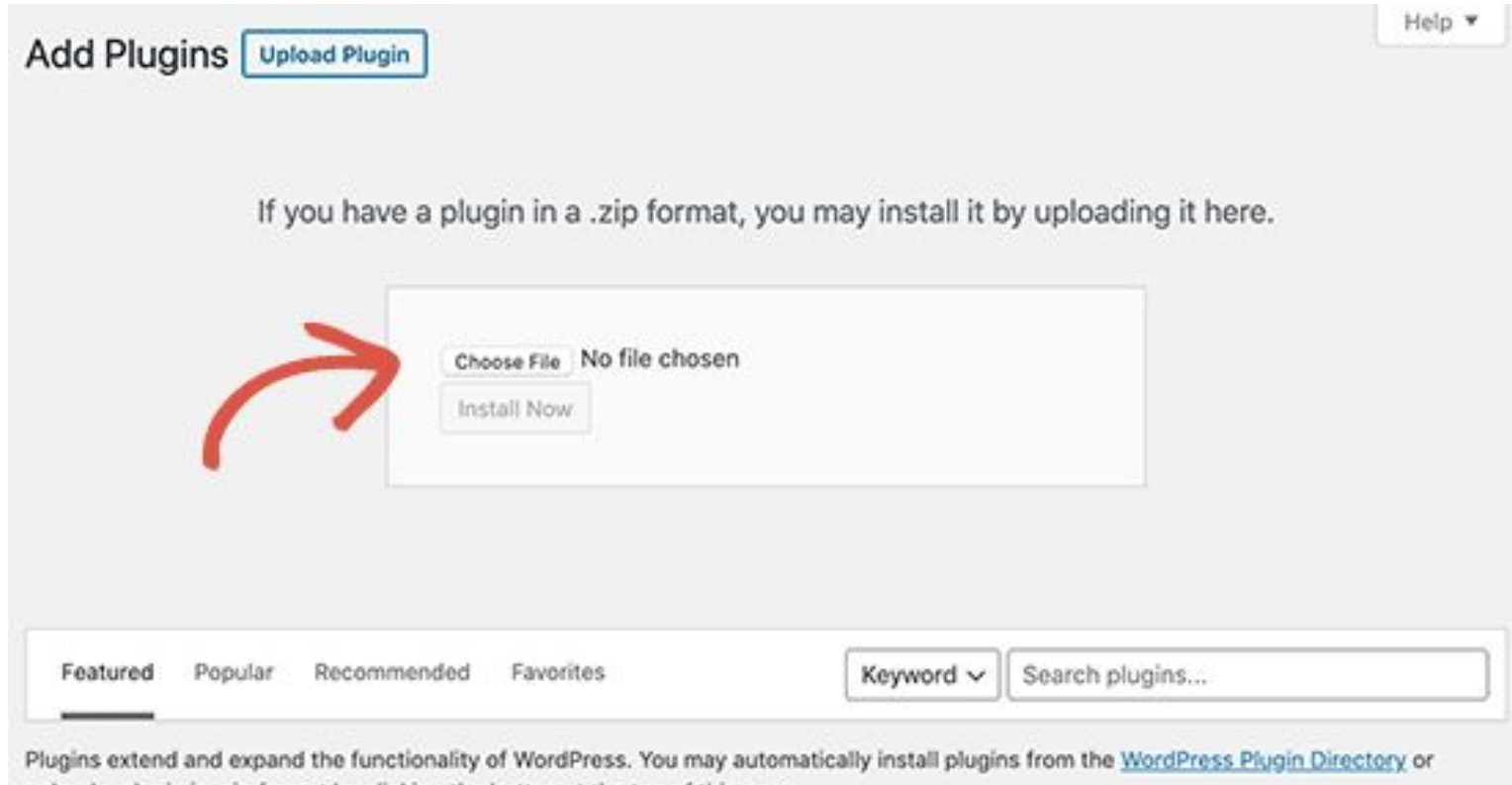
Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By *Automattic*

[Activate](#)

[More Details](#)

Find and Upload Your Plugin



Installing Plugin from uploaded file: google-analytics-premium-v7.10.0.zip

Unpacking the package...

Installing the plugin...

Plugin installed successfully.

Activate Plugin

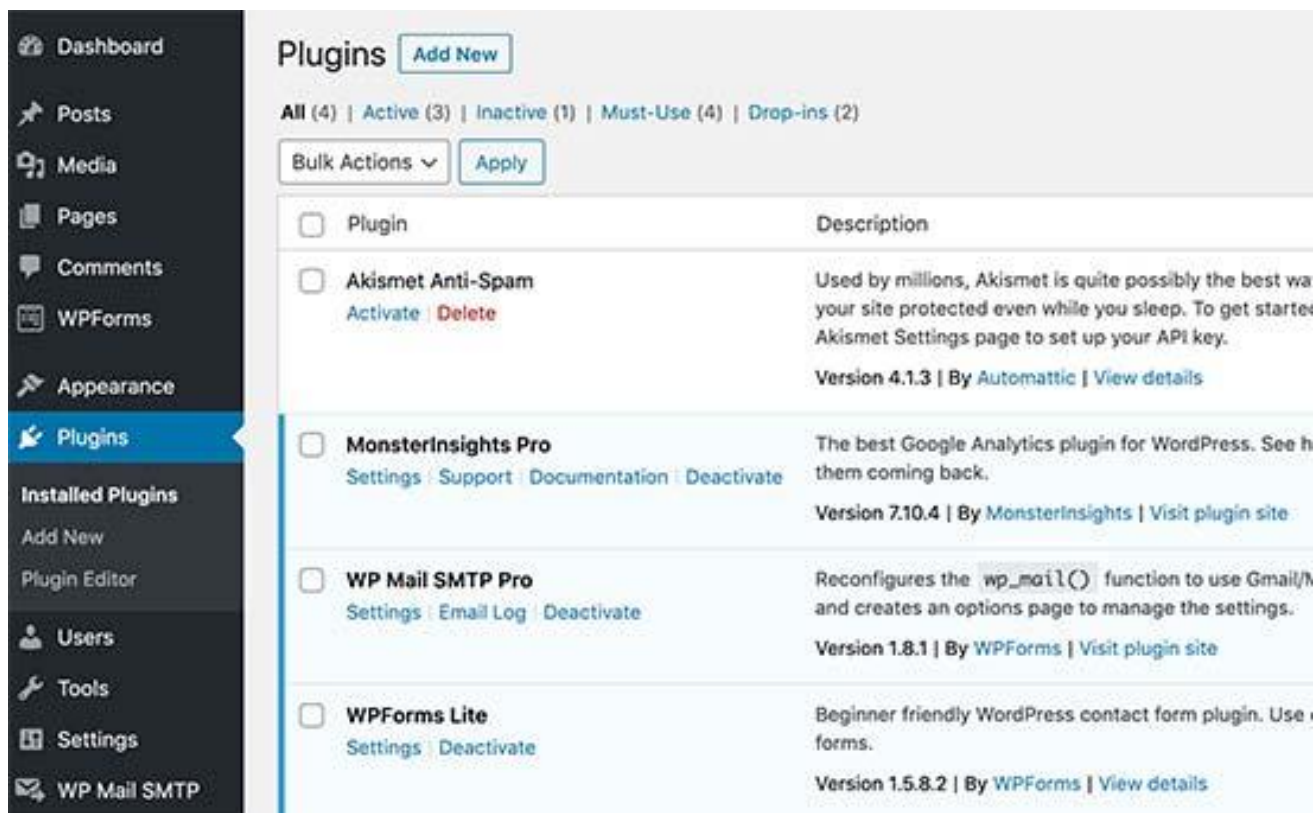
[Return to Plugin Installer](#)



What are the BEST plugins for your site?



Active versus Installed



The screenshot displays the WordPress dashboard's 'Plugins' section. On the left, a sidebar menu lists various dashboard options, with 'Plugins' highlighted. Below the sidebar, a section titled 'Installed Plugins' lists 'Add New' and 'Plugin Editor'. The main content area, titled 'Plugins', includes an 'Add New' button and filters for 'All (4)', 'Active (3)', 'Inactive (1)', 'Must-Use (4)', and 'Drop-ins (2)'. A 'Bulk Actions' dropdown and an 'Apply' button are also present. The table below lists four installed plugins, each with a checkbox, name, description, version, and author information.

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	Akismet Anti-Spam Activate Delete	Used by millions, Akismet is quite possibly the best way to protect your site from spam even while you sleep. To get started, visit the Akismet Settings page to set up your API key. Version 4.1.3 By Automattic View details
<input type="checkbox"/>	MonsterInsights Pro Settings Support Documentation Deactivate	The best Google Analytics plugin for WordPress. See how we can help them coming back. Version 7.10.4 By MonsterInsights Visit plugin site
<input type="checkbox"/>	WP Mail SMTP Pro Settings Email Log Deactivate	Reconfigures the <code>wp_mail()</code> function to use Gmail/Outlook and creates an options page to manage the settings. Version 1.8.1 By WPForms Visit plugin site
<input type="checkbox"/>	WPForms Lite Settings Deactivate	Beginner friendly WordPress contact form plugin. Use it to create contact forms. Version 1.5.8.2 By WPForms View details

Delete Inactive Plugins



Dashboard

Posts

Media

Pages

Comments

WPForms

Appearance

Plugins

Installed Plugins

Add New

Plugin Editor

Plugins

Add New

All (4) | Active (3) | Inactive (1) | Must-Use (4) | Drop-ins (2)

Bulk Actions ▾Apply

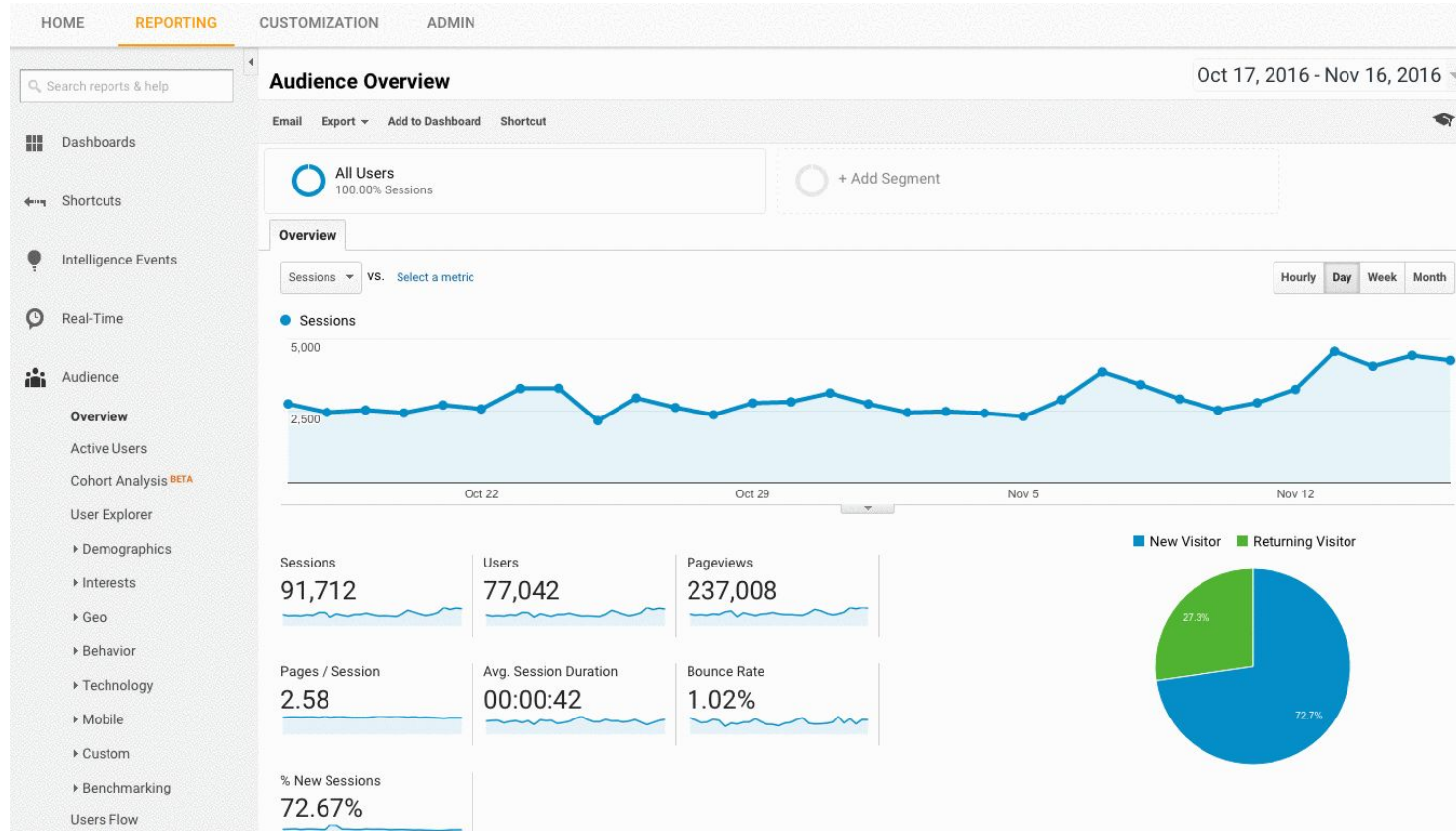
<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	<div>Akismet Anti-Spam</div> <div>ActivateDelete</div>	<div>Used by millions, Akismet is protected even while you sleep. Your site is protected even while you sleep. Your API key.</div> <div>Version 4.1.3 By Automattic</div>
<input type="checkbox"/>	<div>MonsterInsights Pro</div> <div>Settings Support DocumentationDeactivate</div>	<div>The best Google Analytics plugin for WordPress. Get the best of both worlds. The best Google Analytics plugin for WordPress. Get the best of both worlds.</div> <div>Version 7.10.4 By MonsterInsights</div>
<input type="checkbox"/>	WP Mail SMTP Pro	Reconfigures the wp_mail function to work with your favorite SMTP provider.

Summary

Essential Plugins:

- Yoast
- SNAP
- Monster Insights
- Rocket Cache
- UpdraftPlus

Module 4: General Analytics : Google Analytics



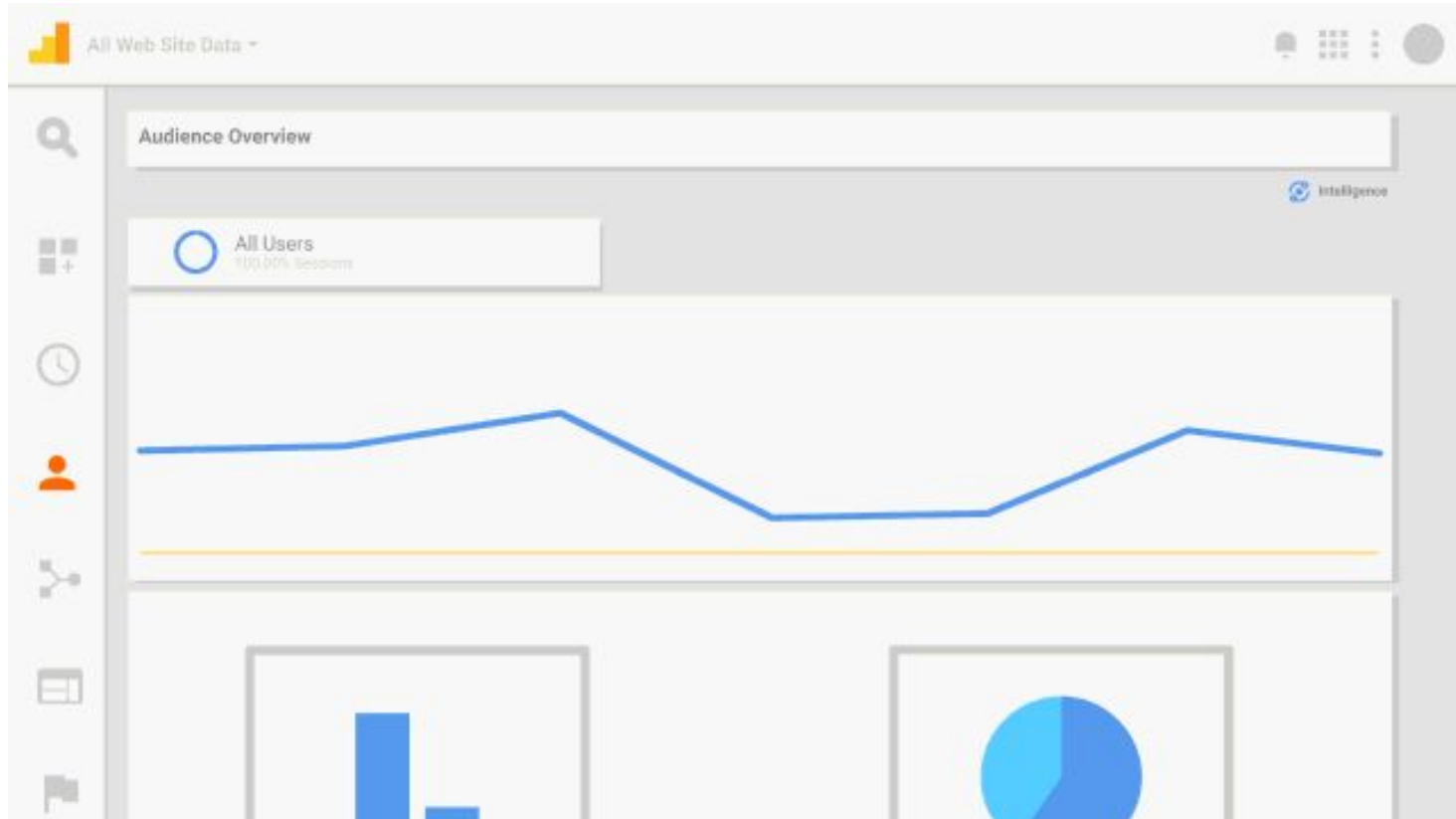
Why is GA Important

- **Once you start a website, your #1 goal is to get more traffic and subscribers.**
- **Google Analytics help you make data-driven decisions by showing you the stats that matter**

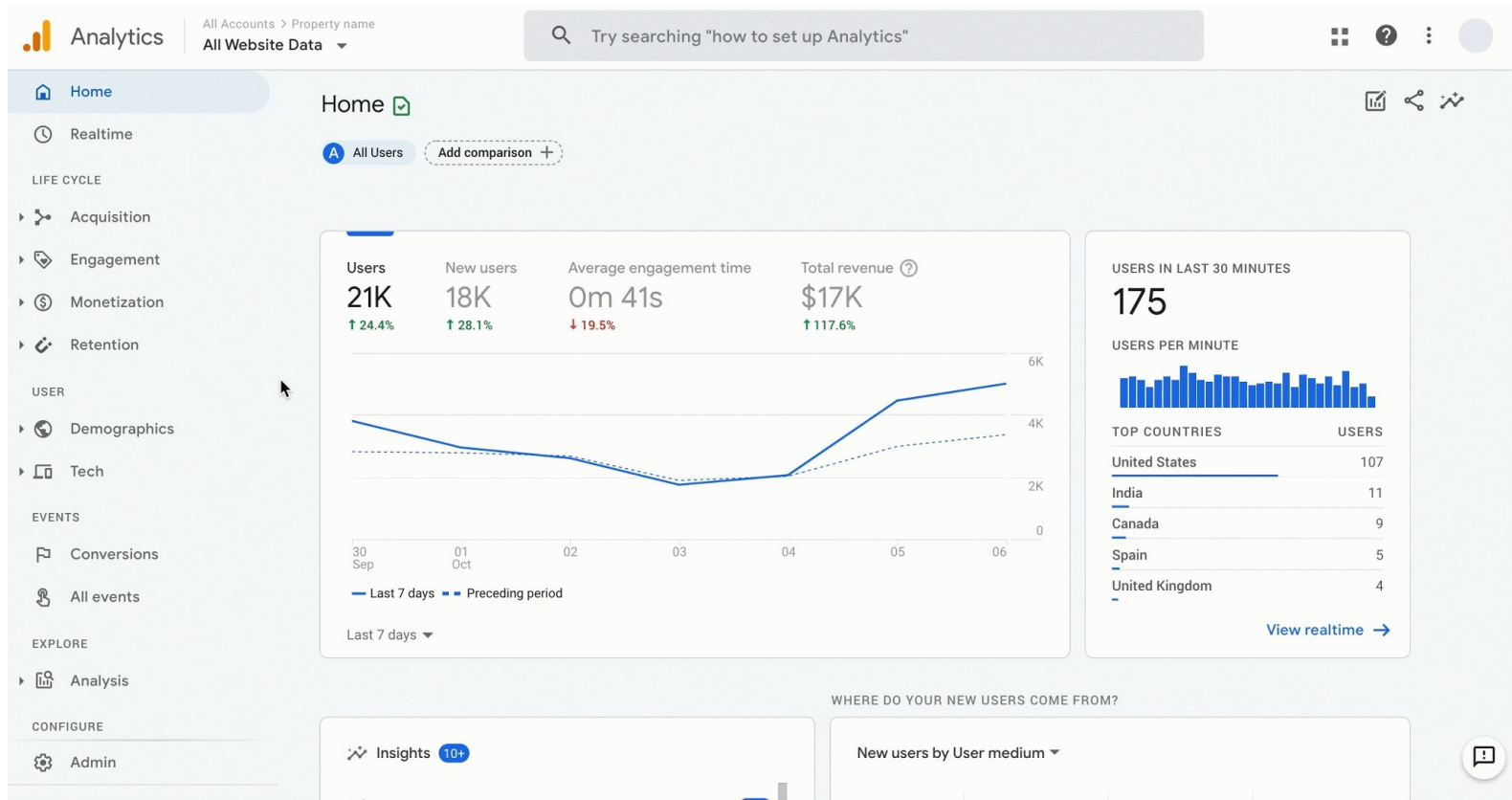
Who Visits Your Site



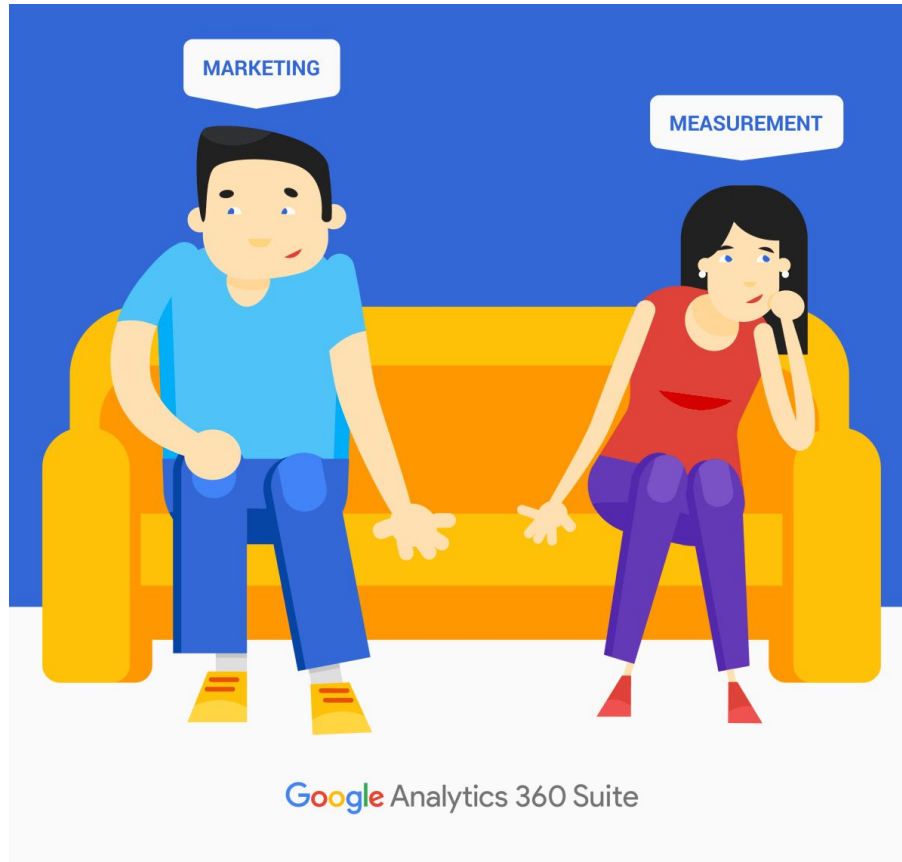
What Do People Do on Your Website



WHEN do people visit your site?



HOW do people find your site?

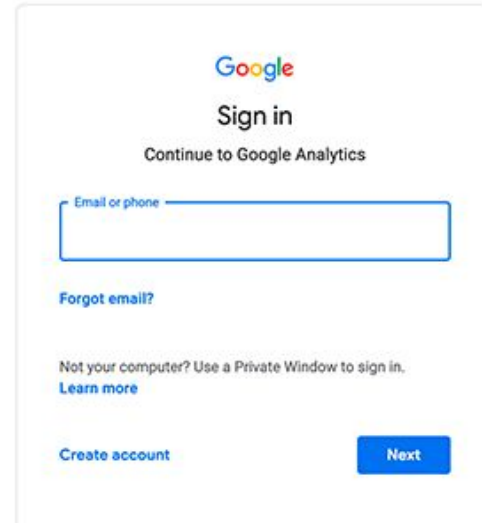


HOW do people interact with your content?



Sign in to Google Analytics (analytics.google.com)

Step 1: First you need to visit **Google Analytics sign up.**



The image shows a sign-in form for Google Analytics. At the top is the Google logo, followed by the text "Sign in" and "Continue to Google Analytics". Below this is a text input field with the placeholder "Email or phone". Under the input field is a link "Forgot email?". Further down is a line of text: "Not your computer? Use a Private Window to sign in." followed by a link "Learn more". At the bottom left is a link "Create account", and at the bottom right is a blue button labeled "Next".

Sign Up for GA with your GMail Account

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information

and your site and app users to better check the
performance of your marketing, content, products, and more.

Insights only Google can give

Google's unique insights and machine learning capabilities



Create Your Account

Create account

1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

Account Data Sharing Settings


Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).


☐ **Google products & services** RECOMMENDED

If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user [Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property to view or change your settings. [Show Example](#)

Focus on Web Analytics

 Analytics ⋮


1 What do you want to measure?





Web

Measure your website

- Understand where your users are coming from and turn data into insights
- Analyze user behavior and optimize for your business
- Discover trends with performance and conversion analysis









Apps


Measure your iOS or Android apps

- Understand user growth and get insights into app behavior
- Automatically capture key events or define your own
- Add web stream later to measure cross-platform behavior beta

Upgrade to your Firebase account if you want to create a new property for an existing Firebase project









Apps and web beta

Measure your users across app and web

- Explore cross-platform user-centric analytics
- Get started quickly with codeless event configuration and out of the box reports
- Implement without retagging if you already use gtag.js or Tag Manager on your site

Upgrade to use Firebase account if you want to create a new property for an existing Firebase account





42

✓ What do you want to measure? [Edit](#)

3 Property setup

Property details

Website Name

Demo Inc.

Website URL

https:// example.com

Industry Category

Arts and Entertainment

Reporting Time Zone

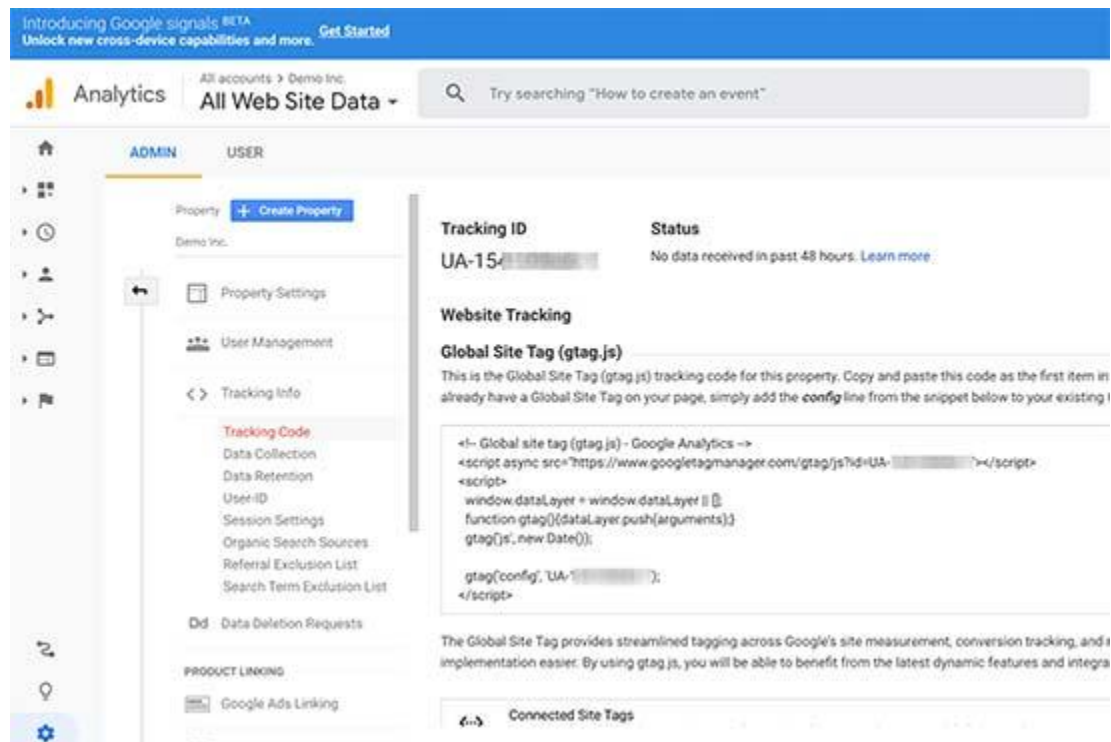
United States

(GMT-08:00) Los Angeles Time

Create

Previous

Get your GA Tracking Code



The screenshot displays the Google Analytics 'All Web Site Data' interface. The top navigation bar includes the Analytics logo, account information ('All accounts > Demo Inc.'), and a search bar. The left sidebar contains navigation icons and a menu with 'ADMIN' and 'USER' tabs. Under the 'ADMIN' tab, the 'Tracking Info' section is expanded, showing options like 'Property Settings', 'User Management', 'Tracking Info', 'Tracking Code', 'Data Collection', 'Data Retention', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', 'Search Term Exclusion List', 'Data Deletion Requests', and 'Product Linking'. The 'Tracking Code' option is highlighted. The main content area shows the 'Tracking ID' as 'UA-15...' and the 'Status' as 'No data received in past 48 hours. Learn more'. Below this, the 'Website Tracking' section is titled 'Global Site Tag (gtag.js)' and provides instructions on how to use the code. A code snippet is provided for the Global Site Tag, and a note explains that the Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and implementation easier. At the bottom, there is a section for 'Connected Site Tags'.

Introducing Google signals BETA
Unlock new cross-device capabilities and more. [Get Started](#)

Analytics All accounts > Demo Inc. All Web Site Data

Try searching "How to create an event"

ADMIN USER

Property [+ Create Property](#)

Demo Inc.

Property Settings

User Management

Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

Tracking ID

Status

UA-15...

No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item in already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-15..."></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-15...');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integra

Connected Site Tags

HOW TO INSTALL GA ON WORDPRESS

Añadir plugins < Knowma x

www.dominandowp.com/wp-admin/plugin-install.php

Hola, Paul

Ayuda ▾


Añadir plugins

Subir plugin

Destacados Populares Recomendado Favoritos

Palabra clave ▾ Buscar plugins...

Los plugins extienden y amplían las funcionalidades de WordPress. Puedes instalar automáticamente plugins del [directorio de plugins de WordPress](#) o subir un plugin en formato .zip haciendo clic en el botón de la parte superior de esta página.



Akismet

Activar Más detalles


Akismet revisa tus comentarios y envíos al formulario de contacto contra nuestra base de datos...

Por Automattic

★★★★★ (796) Última actualización: Hace 2 semanas

Más de un millón instalaciones activas

✓ Compatible con tu



Jetpack by WordPress.com


Instalar ahora Más detalles

Jetpack gives you tools to design, secure, and grow your site in one convenient bundle.

Por Automattic

★★★★☆ (1.396) Última actualización: Hace 22 horas

Method 1: Monster Insights (Preferred)



MonsterInsights
Grow Your Business with Confidence

● ○ ○ ○ ○ ○

Welcome to MonsterInsights!
Let's get you set up.

Which category best describes your website?
We will recommend the optimal settings for MonsterInsights based on your choice.

☒ Business Website
☐ Publisher (Blog)
☐ Ecommerce

Save and Continue



Connect MonsterInsights to Your Website

MonsterInsights connects Google Analytics to WordPress and shows you stats that matter.

License Key

You're using MonsterInsights Lite - no license needed. Enjoy! 😊

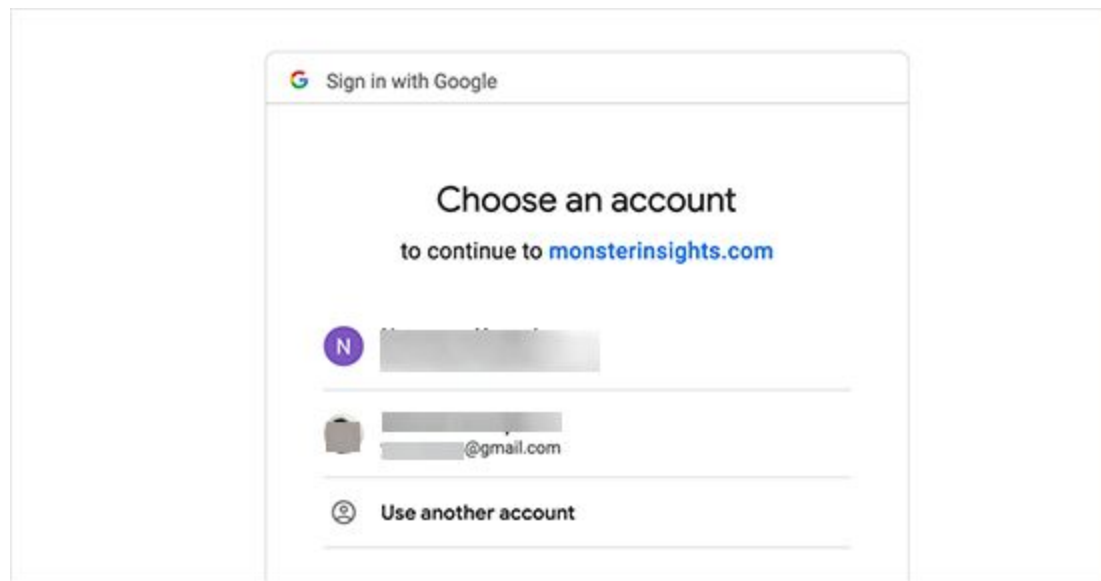
To unlock more features consider [upgrading to PRO](#).

As a valued MonsterInsights Lite user you **receive 50% off**, automatically applied at checkout!

Connect Google Analytics + WordPress

You will be taken to the MonsterInsights website where you'll need to connect your Analytics account.

[Connect MonsterInsights](#)



monsterinsights.com wants to access your Google Account

jmail.com

This will allow monsterinsights.com to:

Edit Google Analytics management entities

View and manage your Google Analytics data

View your AdSense data

View and manage Search Console data for your verified sites

Make sure you trust monsterinsights.com

You may be sharing sensitive info with this site or app. Learn about how monsterinsights.com will handle your data by reviewing its [terms of service](#) and [privacy policies](#). You can always see or remove access in your [Google Account](#).

[Learn about the risks](#)

Cancel

Allow

Connect Google Analytics to Your Website

MonsterInsights connects Google Analytics to WordPress and shows you stats that matter.

Pick a Profile for John's Blog

Choose the view you want MonsterInsights to use for your reports. ⓘ

https://example.com: All Web Site Data ▼

Complete Connection

[Cancel and return to John's Blog](#)

Recommended Settings

Monsterinsights recommends the following settings based on your configuration.

Events Tracking

Must have for all click tracking on site. ⓘ



Enhanced Link Attribution

Improves the accuracy of your In-Page Analytics. ⓘ



File Download Tracking

Helps you see file downloads data. ⓘ

doc,exe,js,pdf,ppt,tgz,zip,xls

Affiliate Link Tracking

Helps you increase affiliate revenue. ⓘ

Path (example: /go/)

/go/

Label (example: aff)

aff





MonsterInsights Facebook Instant Articles

Integrate Google Analytics and Facebook Instant Articles with just one click.

[Learn More](#)

[Upgrade to Pro](#)



MonsterInsights AMP

MonsterInsights Google AMP Addon enables accurate tracking of all mobile visitors to your AMP-enabled pages.

[Learn More](#)

[Upgrade to Pro](#)

Other Addons

[View all MonsterInsights addons](#)

[Save and continue](#)

MonsterInsights Recommends WPForms

Built by the folks behind MonsterInsights, WPForms is the most beginner friendly form plugin in the market.



Used on over 1,000,000 websites!

WPForms allow you to create beautiful contact forms, subscription forms, payment forms, and other types of forms for your site in minutes, not hours!

[Continue & Install WPForms](#)

[Skip this Step →](#)

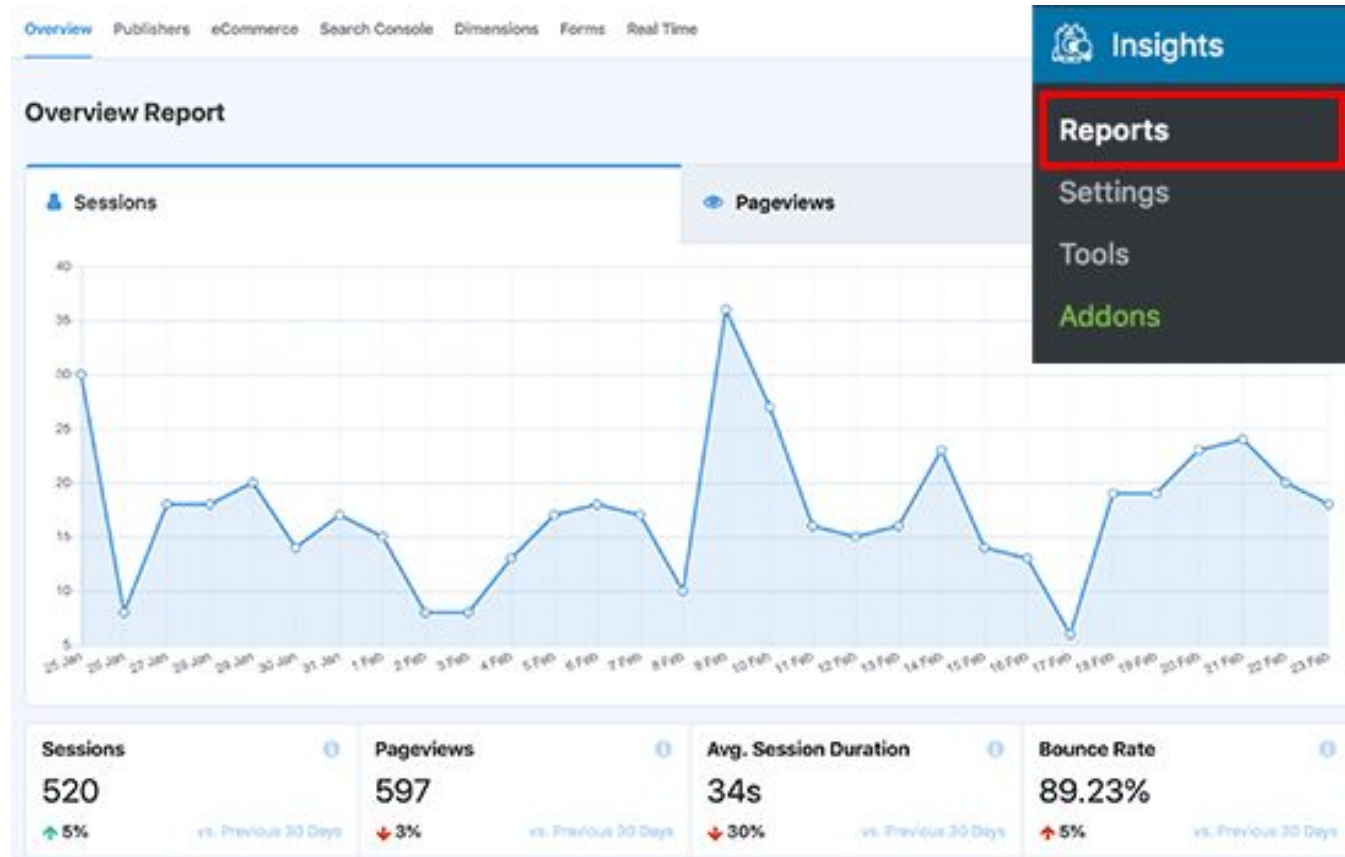
Awesome, You're All Set!

MonsterInsights is all set up and ready to use. We've verified that the tracking code is deployed properly and collecting data.

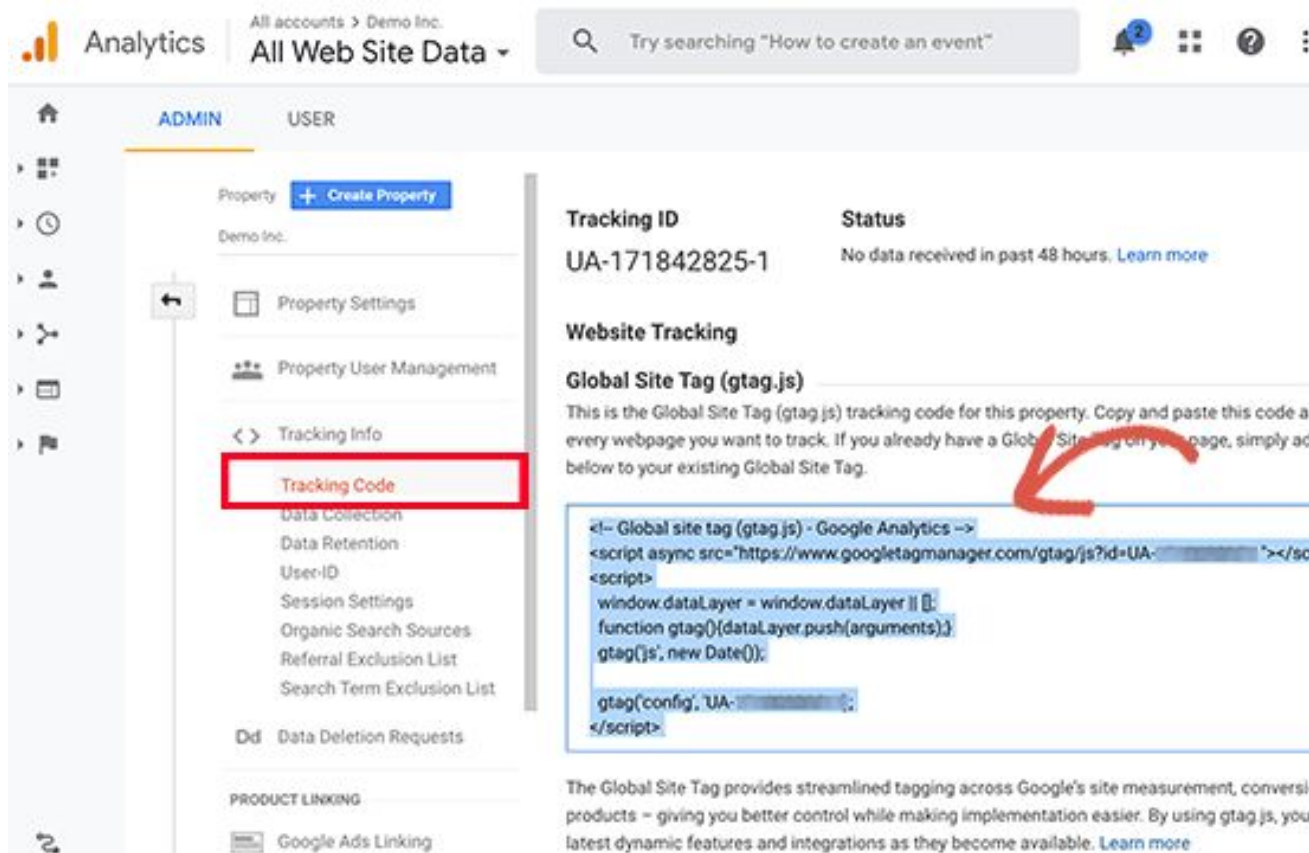
1. **Please Note:** While Google Analytics is properly setup and tracking everything, it does not send the data back to WordPress immediately. Depending on the size of your website, it can take between a few hours to 24 hours for reports to populate.
2. [Subscribe to the MonsterInsights blog](#) for tips on how to get more traffic and grow your business.

Finish Setup & Exit Wizard

Insights --> Reports



Method 2: Add the JavaScript to the Header/Footer



The screenshot shows the Google Analytics Admin interface for a property named "Demo Inc.". The left sidebar contains a menu with "Tracking Code" highlighted in a red box. The main content area displays the "Tracking ID" as UA-171842825-1 and the "Status" as "No data received in past 48 hours". Under the "Website Tracking" section, the "Global Site Tag (gtag.js)" is shown. A red arrow points to the code block containing the Global Site Tag script. The code is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-171842825-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-171842825-1');
</script>
```

The text below the code states: "This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code on every webpage you want to track. If you already have a Global Site Tag on your page, simply add below to your existing Global Site Tag."

The bottom of the interface shows the "PRODUCT LINKING" section with "Google Ads Linking" as an option.

<https://wordpress.org/plugins/insert-headers-and-footers/>

Insert Headers and Footers » Settings

Settings

Scripts in Header

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-12345678-9"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
```

These scripts will be printed in the `<head>` section.

Scripts in Body

These scripts will be printed just below the opening `<body>` tag.

Scripts in Footer

Improve Your Site

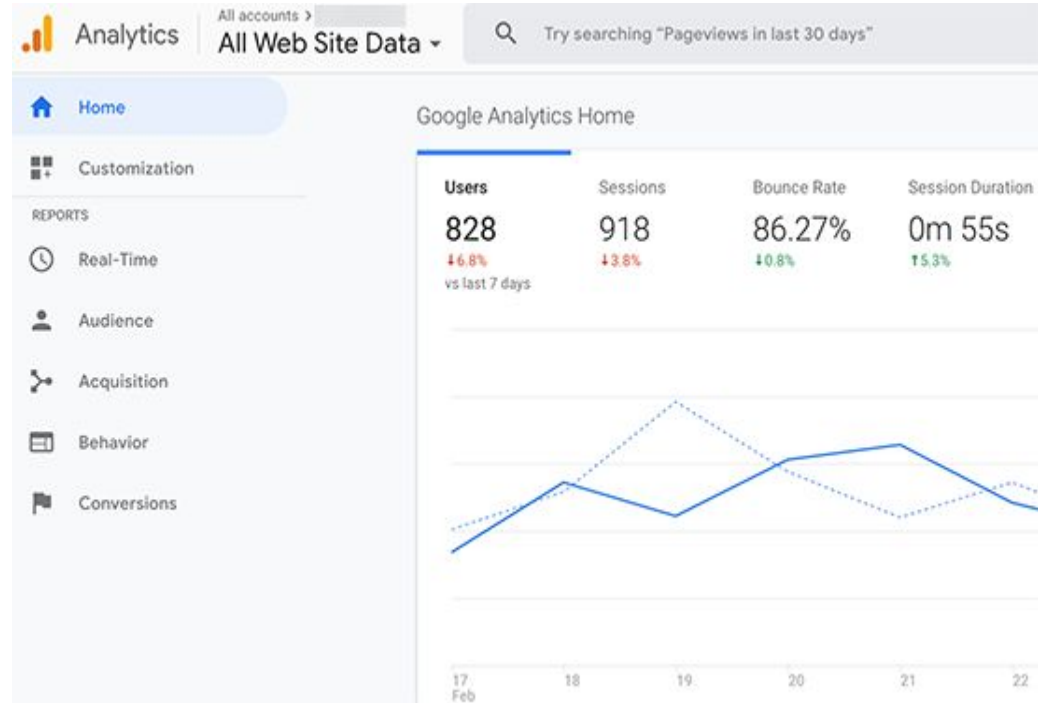
Want to take your site to the next level? Check out our daily free WordPress tutorials on [WPBeginner blog](#).

Settings

- General
- Writing
- Reading
- Discussion
- Media
- Permalinks
- Privacy
- Insert Headers and Footers**

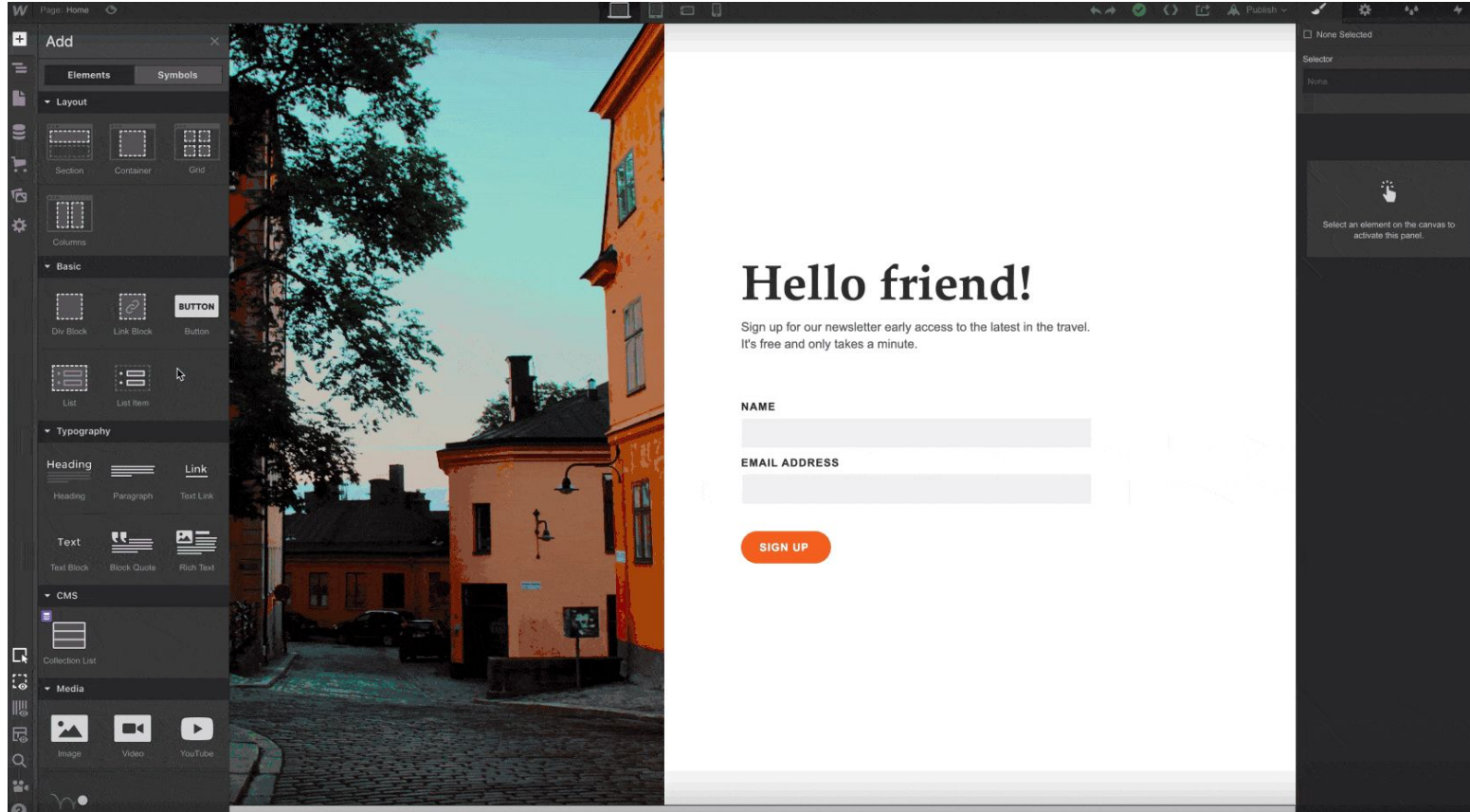
Viewing Reports on Google Analytics Website

- **Real-time** This report will show you a real time view of your traffic.
- **Audience** tab will show reports to help you understand your users.
- **Acquisition** reports explore where your users came from.
- **Behavior** reports summarize what your users do after they arrive on your site.
- **Conversion** reports show how well you're doing against your goals.



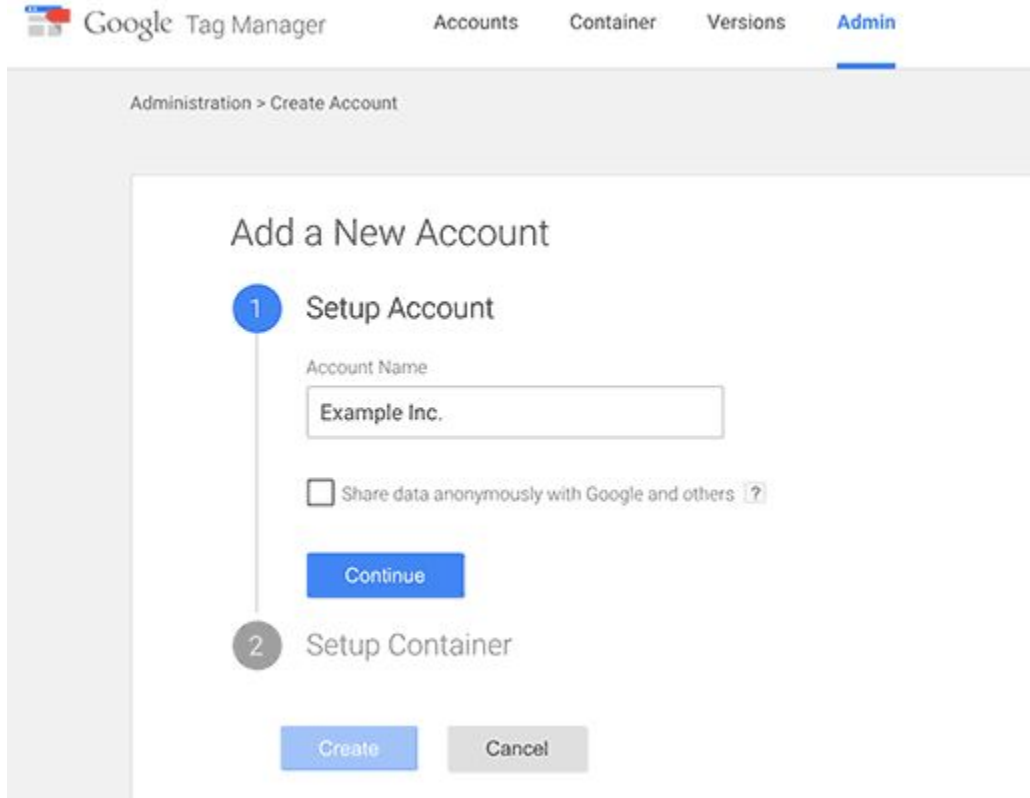
Summary

Module 5: GTM : Google Tag Manager



Setup Google Tag Manager

<http://www.google.com/tagmanager/>



The screenshot shows the Google Tag Manager interface. At the top, there's a navigation bar with 'Google Tag Manager' and links for 'Accounts', 'Container', 'Versions', and 'Admin' (which is highlighted with a blue underline). Below this, a breadcrumb trail reads 'Administration > Create Account'. The main heading is 'Add a New Account'. A vertical progress indicator on the left shows two steps: '1 Setup Account' (highlighted with a blue circle) and '2 Setup Container' (in a grey circle). Under step 1, there's a text input field for 'Account Name' containing 'Example Inc.'. Below that is a checkbox labeled 'Share data anonymously with Google and others' with a help icon. A blue 'Continue' button is positioned below the checkbox. At the bottom of the form, there are two buttons: a blue 'Create' button and a grey 'Cancel' button.

Google Tag Manager Accounts Container Versions Admin

Administration > Create Account

Add a New Account

- 1 Setup Account**
Account Name

☐ Share data anonymously with Google and others [?](#)
[Continue](#)
- 2 Setup Container

[Create](#) [Cancel](#)

Add a Container

Add a New Account

✓

Setup Account

Account Name **Sabza**

2

Setup Container

Container name

Where to Use Container

Web

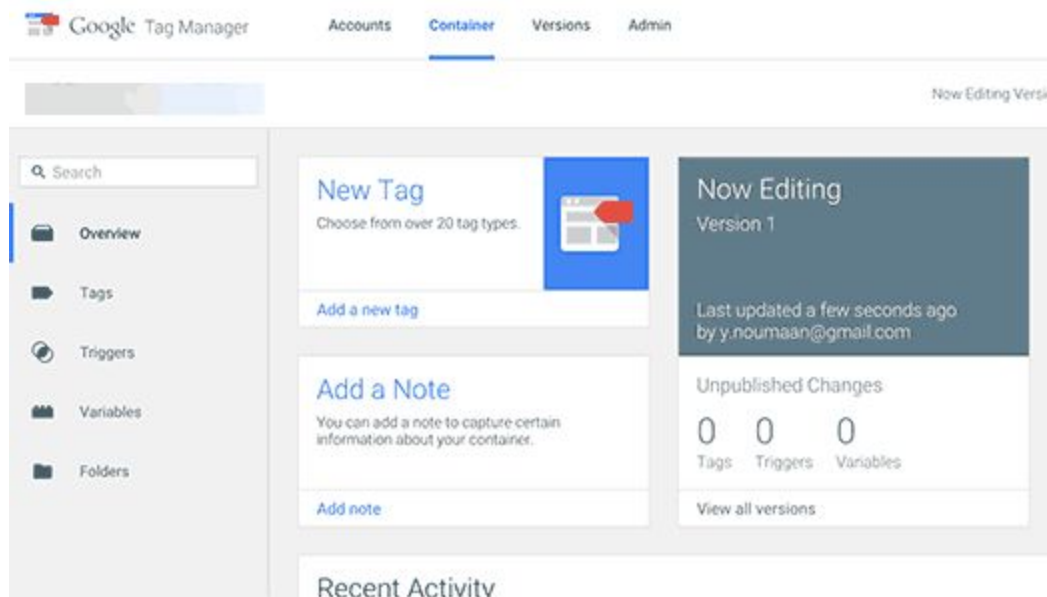
iOS

Android

Create

Cancel


























Complete the setup



Choose your product (Google Analytics)

Untitled Tag Unified items

1 Choose Product

 Google Analytics	 Google AdWords	 doubleclick by google	 adometry	 Google consumer surveys
 Google Trusted Stores	 AdRoll	 Marin	 comScore	 LinkedIn
 clicktale	 crazyegg	 dstillery	 TURN	 VisualDNA
 affiliatewindow <small>part of the window group</small>	 EULERIAN TECHNOLOGIES	 Mediaplex	 mouseflow	 neustar
 nudge.	 Perfect Audience PL	 SearchForce	 Tradedoubler	 VeInteractive

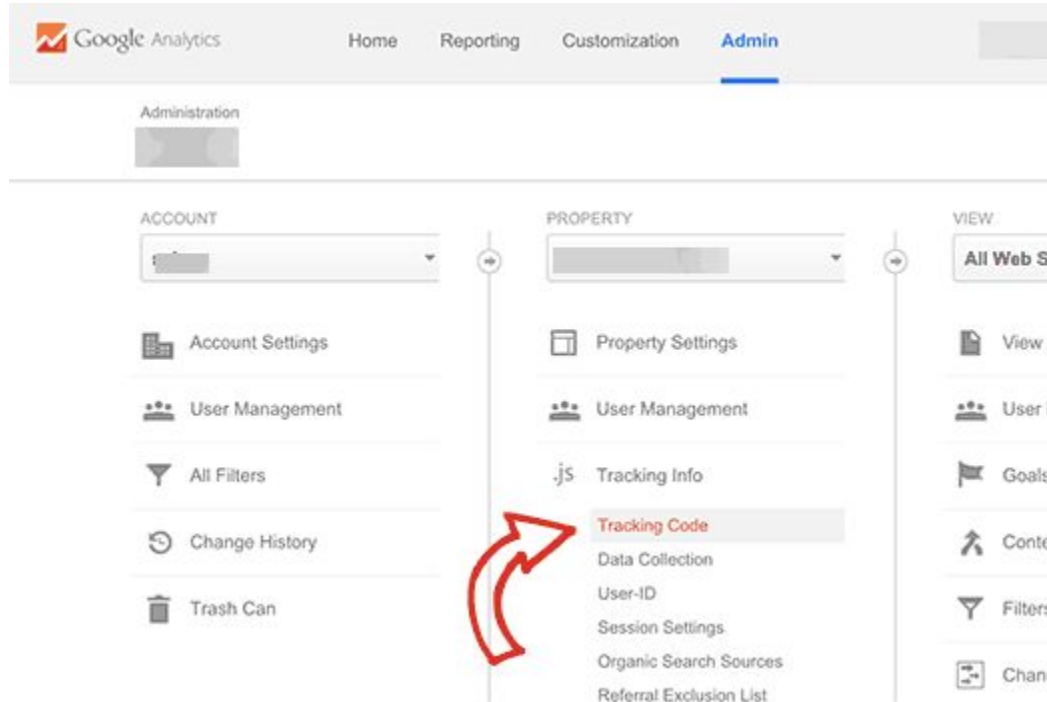
[Show less](#)

Don't see a tag you want?

Custom HTML Tag	Custom Image Tag	Suggest a tag
---------------------------------	----------------------------------	-------------------------------

[Continue](#)

Get the GA Tracking Code for GTM



Get your GA Tracking ID

The screenshot shows the Google Analytics Admin interface. At the top, there is a navigation bar with the Google Analytics logo and links for Home, Reporting, Customization, and Admin. Below this, the 'Administration' section is visible. On the left, there is a sidebar with a back arrow and a 'PROPERTY' dropdown menu. The main content area on the right shows the 'Tracking ID' as 'UA-55550000-1', which is highlighted with a red box. Below the tracking ID, there is a section for 'Website tracking' with instructions on how to use the tracking code.

Google Analytics

Home Reporting Customization **Admin**

Administration

PROPERTY

Tracking ID

UA-55550000-1

Status:

Website tracking


This is the Universal Analytics tracking code for this property, copy and paste this code in your website's HTML.

This is your tracking code. Copy and paste this code into your website's HTML.

Universal Tag Type

✓

Choose Product

 Google Analytics


✓

Choose a Tag Type


Universal Analytics

3

Configure Tag

Tracking ID [?](#)
 

☐ Enable Display Advertising Features [?](#)

Track Type
 

[› More settings](#)

[› Advanced Settings](#)

Continue

When to fire...

4

Fire On

Choose one or more triggers from the following types:

All Pages

Some Pages

Click

Form

This trigger will fire your tag: [Create Exceptions](#)

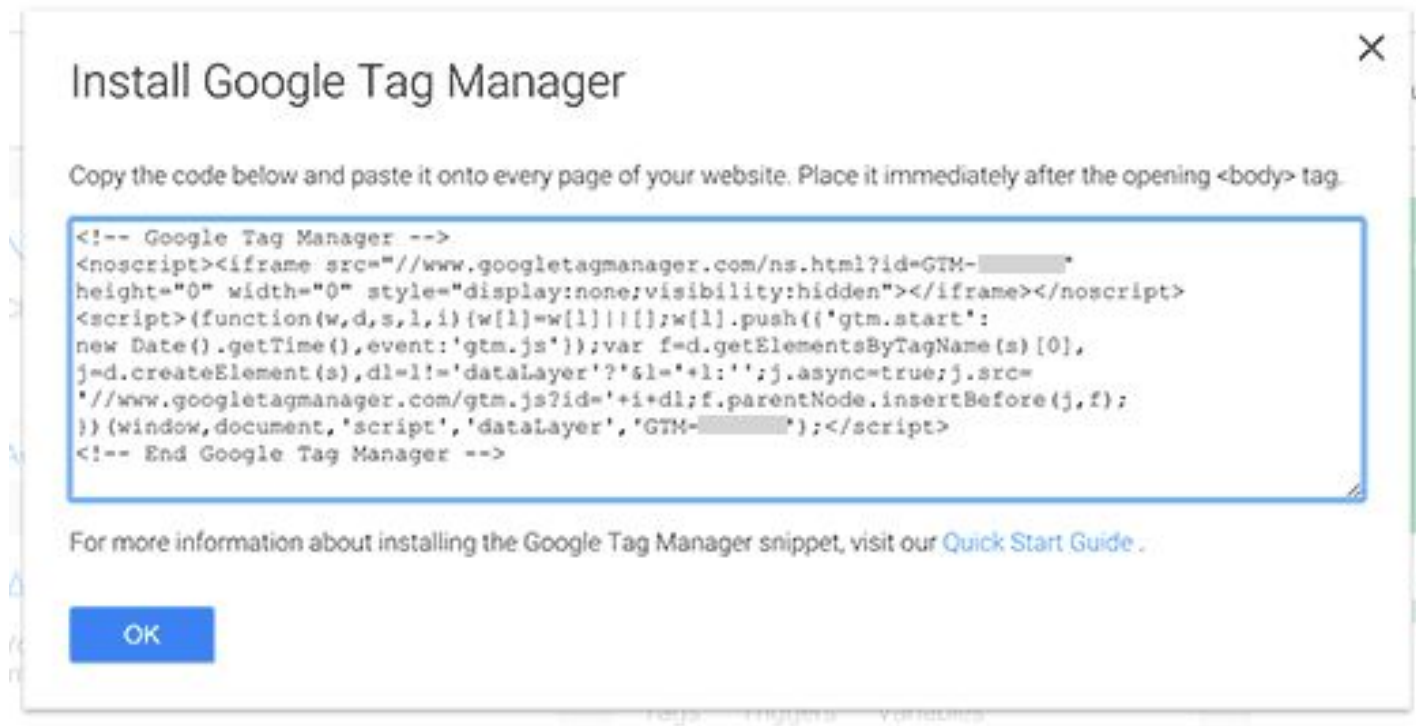
All Pages

×

Create Tag

Cancel

Your JavaScript Code



Add your GTM JavaScript to the Header

Settings

Scripts in Header

```
<!-- Google Tag Manager -->
<noscript><iframe
src="//www.googletagmanager.com/ns.html?id=GTM-XXXX"
height="0" width="0"
style="display:none;visibility:hidden"></iframe>
</noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||
[];w[l].push({'gtm.start':
```

These scripts will be printed in the `<head>` section.

Scripts in Footer

Publish Your Container

[Accounts](#) [Container](#) [Versions](#) [Admin](#)

Now Editing Version: 1 Unpublished Changes: 1 [Publish](#)

Tags

[New](#)

Name ▲	Type	First
Example, Inc. Analytics	Universal Analytics	AU

Publish Now
Push your changes live to your site.

[Publish](#)

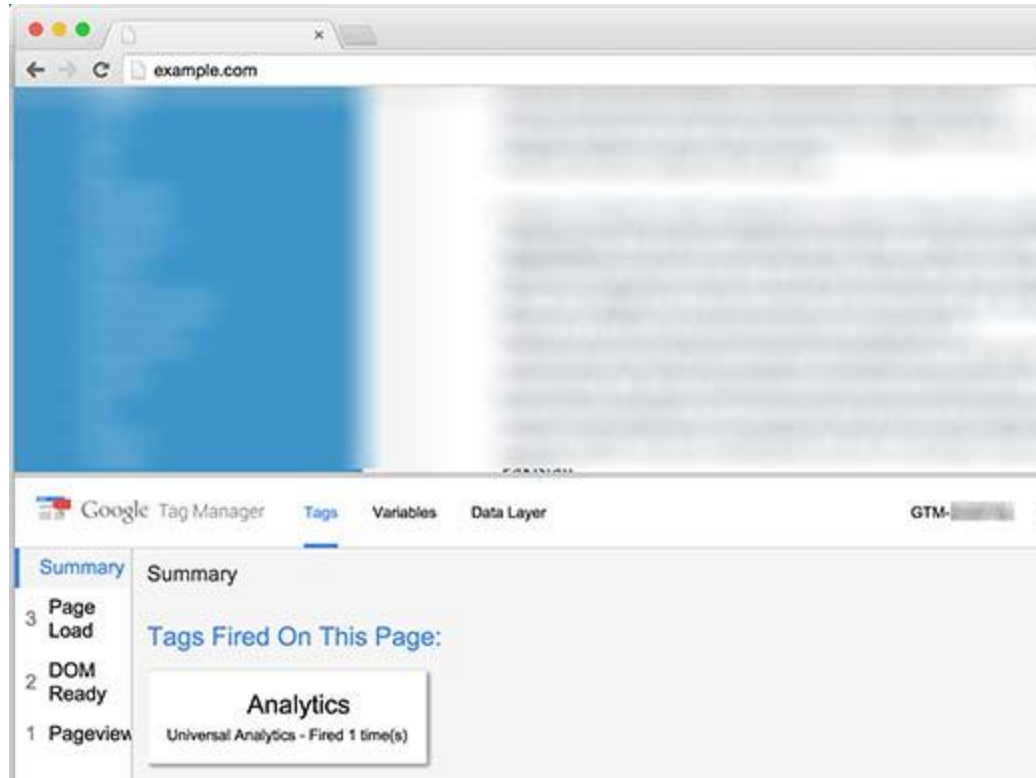
Preview and Debug
Verify and check for problems before publishing your tags.

[Preview](#)

Save as New Version
This will save your current version and create a new draft version to work on.

[Create Version](#)

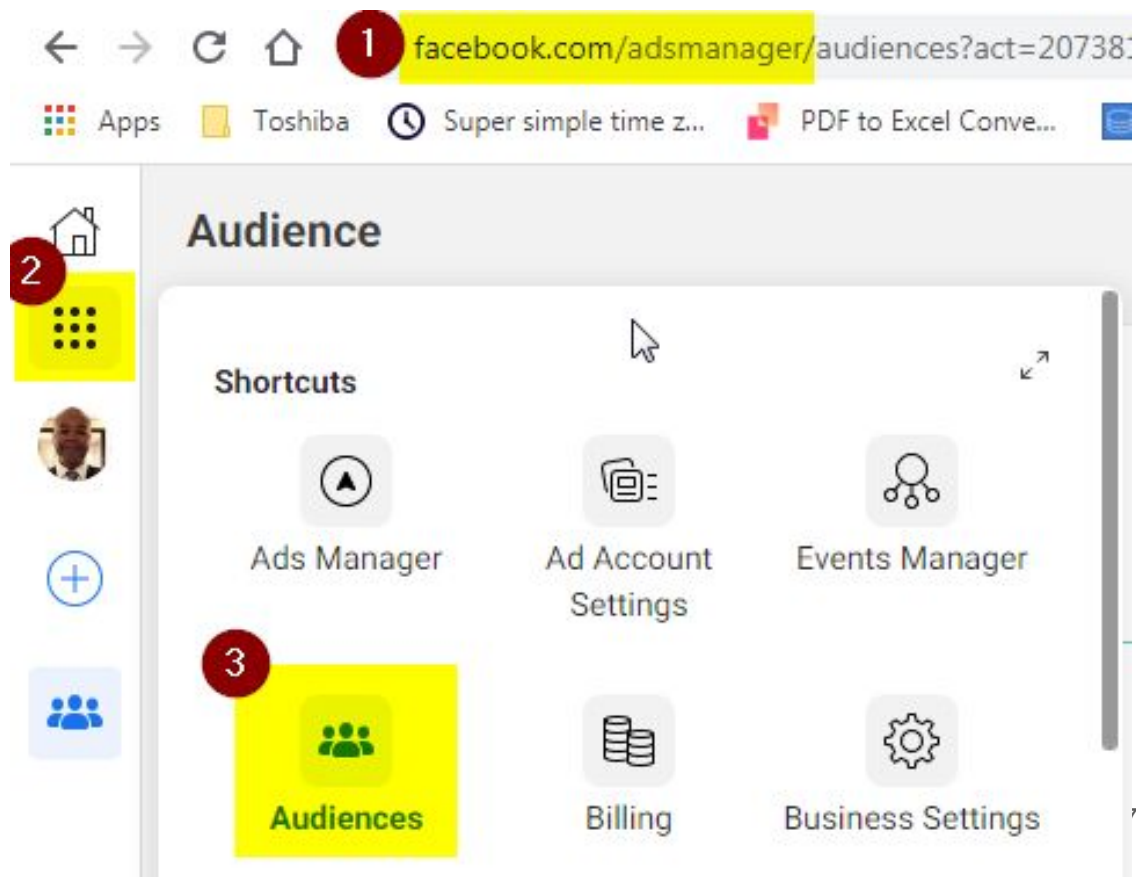
Preview








Module 6: FB Pixel, FB Ads, Audiences, and GTM Integration



Create a Facebook Audience




Types of FB Audiences



Audience

Ernesto Lee (2073814179)




New! Use LTV for Better Performing Lookalikes

- 1**
- 2**
- 3**


Include LTV in a Custom Audience

Create a Custom Audience using a customer file with LTV included.



Create a lookalike


When you create a lookalike from a Custom Audience that includes LTV, our system will find people similar to your highest value customers.




Get Started


Measure your performance


Use downstream events, like purchases, to measure performance and your return on ad spend over time.




1

 Custom Audience

 Lookalike Audience

 Special Ad Audience

 Saved Audience

Create Audience ▼

<input type="checkbox"/>	Name	Type	Size	Availability
--------------------------	------	------	------	--------------

Saved Audiences

Audience Name

Name your audience

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

People who live in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ

18 ▼ - 65+ ▼

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Potential Audience:

Potential Reach: 230,000,000 people ⓘ

Audience Details:

- Location - Living In:
 - United States
- Age:
 - 18 - 65+

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Connections ⓘ

Add a connection type ▼

Cancel

Create Audience

Target by Location

Locations ⓘ

Everyone in this location ▼

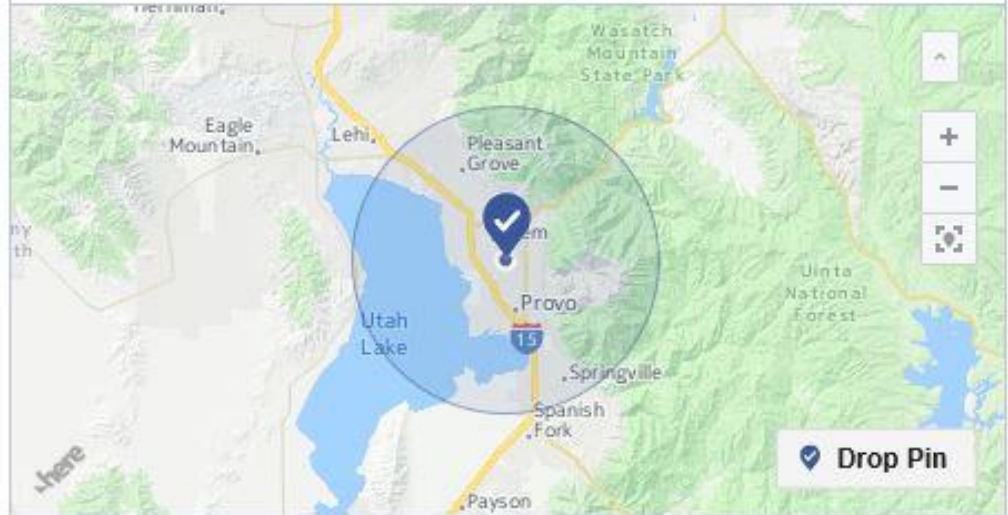
United States

📍 University Mall, Orem, Utah, United States + 10mi ▼

📍 Include ▼

Type to add more locations

Browse



Add Locations in Bulk

Demographics

Age ⓘ -

Gender ⓘ

Languages ⓘ

Demographics

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions [Browse](#) ^

▼

Demographics ⓘ

▶ Education

▶ Financial

▶ Home

▶ Life Events

▶ Parents

▶ Politics (US)

▶ Relationship

▶ Work

Connections ⓘ

Target by Interest

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | **Suggestions** [Browse](#) ^

▼ **Interests** ⓘ

- ▶ Business and industry ☐
- ▶ Entertainment ☐
- ▶ Family and relationships ☐
- ▶ Fitness and wellness ☐
- ▶ Food and drink ☐
- ▶ Hobbies and activities ☐
- ▶ Shopping and fashion ☐
- ▶ Sports and outdoors ☐

Connections ⓘ

Target by Behavior

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions Browse ^

▼ Behaviors ⓘ

▶ Anniversary

▶ Automotive

▶ B2B

▶ Charitable donations

▶ Consumer Classification

▶ Digital activities

▶ Expats

▶ Financial

Connections ⓘ

Refine your Audience

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Espresso

Add demographics, interests or behaviors

Suggestions

Browse

and MUST ALSO match at least ONE of the following ⓘ



Interests > Food and drink > Beverages

Coffee

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or **Narrow Further**

FACEBOOK CUSTOM AUDIENCES

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Custom File Audience

Create a Custom Audience

1

Add Customer List

2

Edit Data Mapping

3

Hashed Upload & Creation

4

Next Steps

Choose a file or copy and paste data

Read best practices for improving match rate

Identifiers you can use (15)

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

☒ Add a new file (CSV or TXT)

Download file template

Drag and drop your file here or

Upload File

☐ Copy and paste

Audience name

Name your audience

Show description

Cancel



Back


Next

Website Traffic Audience

Create Audience

X

Pixel  

Website Traffic 

Anyone who visits your website ▾


✓ Anyone who visits your website

People who visit specific web pages

People visiting specific web pages but not others

People who haven't visited in a certain amount of time


Custom Combination

In the Last 

Audience Name

Enter a name for your audience

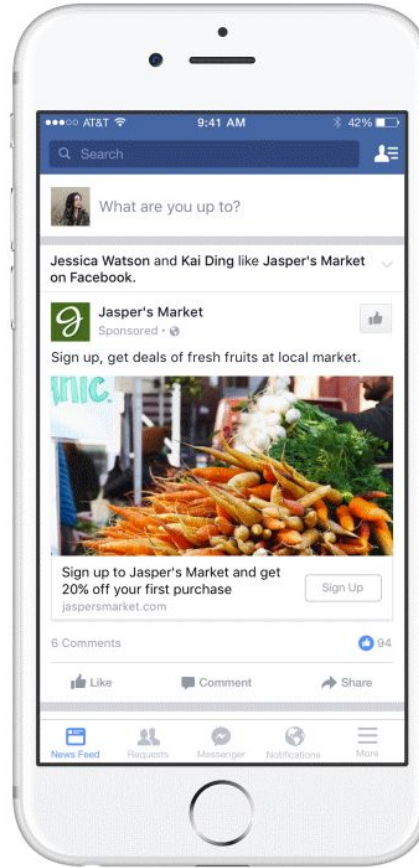
[Add a description](#)



Cancel

Create Audience

Mobile App Activity Audience



Create an Engagement Audience

Create a Custom Audience ✕

Create a list of people who interacted with your Page on Facebook or Messenger.

Page ? **Page:** Aggregate blog ▼

Include ? ☒ **Everyone who engaged with your Page** ?

In the past ?

Audience Name ?

Anyone who visited your Page ?

People who engaged with any post or ad ?

People who clicked any call-to-action button ?

People who sent a message to your Page ?

People who saved your Page or any post ?

Cancel Back Create Audience

Lookalike audiences

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

Source ⓘ

Converters 180 days COM

Location ⓘ

Countries > Europe

United Kingdom

Countries > North America

United States

Search for countries or regions to target

Browse

Audience Size ⓘ

2.5M

0 1 2 3 4 5 6 7 8 9 10 % of countries

Resulting audiences

Lookalike (GB, US, 1%) - Converters 180 days COM

Estimated reach

2,520,000 people



Your audience is based on the combined population of these countries. This means you always get the strongest match but the distribution of people may not be equal across all countries.



Show Advanced Options ▾

Cancel

Create Audience

EXCLUDE

Custom Audiences ⓘ INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (AU, 2%) - Converters 180 days COM

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Website

Converters of 90 days COM

Add Custom Audiences or Lookalike Audiences

FACEBOOK AUDIENCES

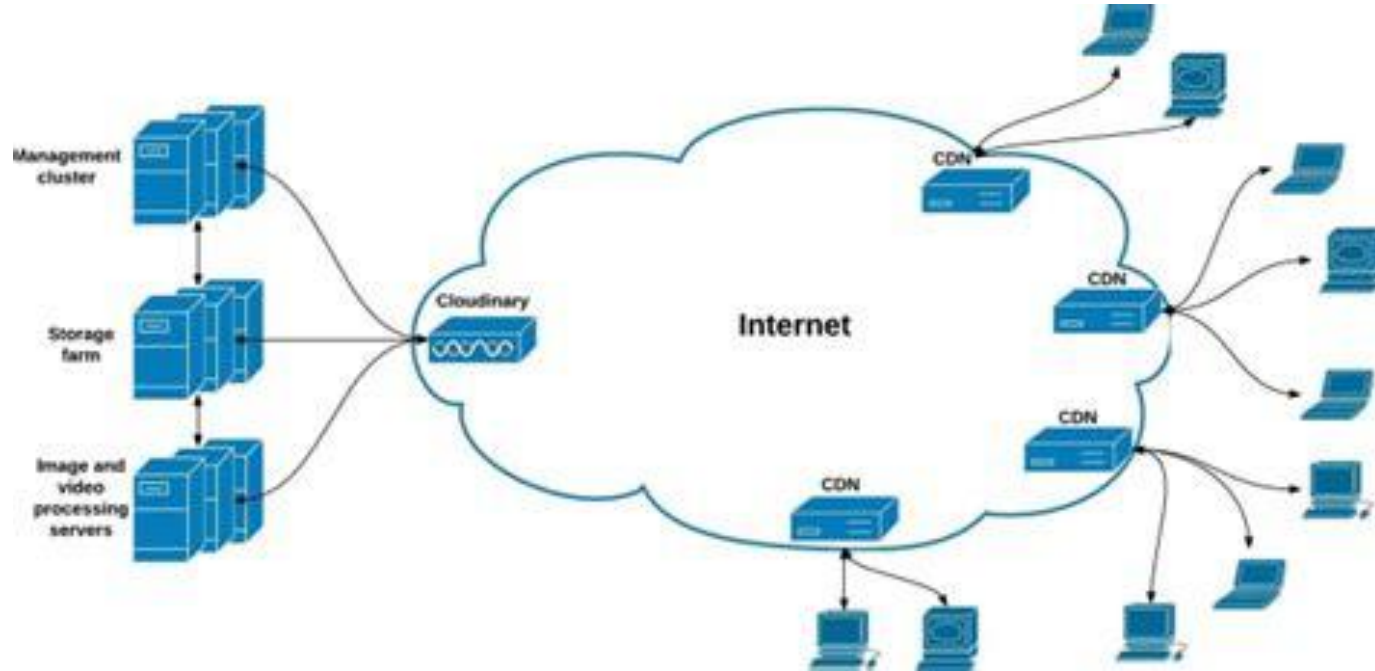


Create a FB Pixel

Create a Facebook pixel

1. Go to [Events Manager](https://facebook.com/events_manager). (facebook.com/events_manager)
2. Click the green plus sign and Connect Data Sources and select Web.
3. Select Facebook Pixel and click Connect.
4. Add your Pixel Name.
5. Enter your website URL to check for easy setup options.
6. Click Continue.

Module 7: CDN : Content Delivery Network



Module 8: SEO : Search Engine Optimization



Module 9: KYC : Know Your Customer



Aleve versus Vitamins

Aleve solves the problem of pain.

**Do you ever need to convince
anyone to purchase something
that solves a pain for them?**



What do people want?

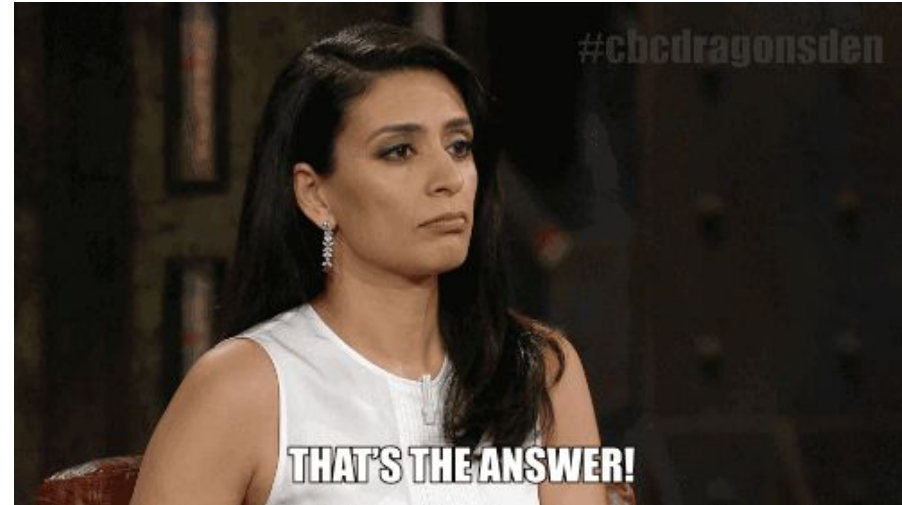
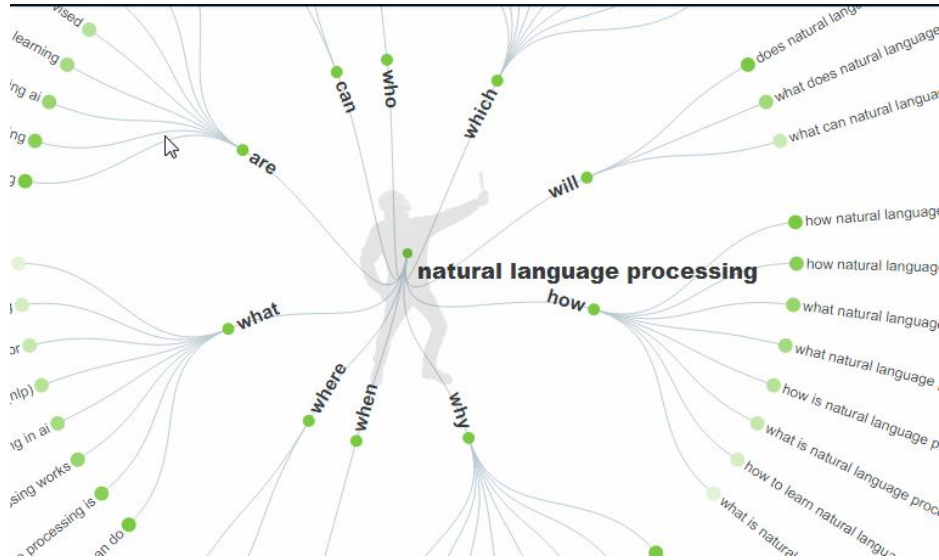
Creating products about things people are searching for = WIN

Creating products about things no one is searching for = FAIL

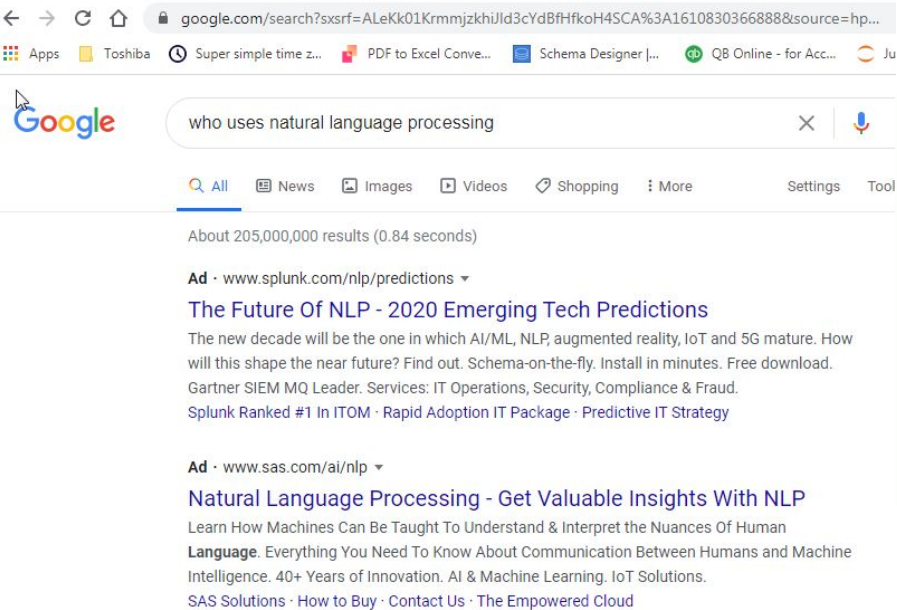


Answer the Public

<https://answerthepublic.com/>



Google it!



A screenshot of a Google search results page. The search bar at the top contains the text "who uses natural language processing". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The "All" tab is selected. The search results show "About 205,000,000 results (0.84 seconds)". The first result is an advertisement from Splunk, titled "The Future Of NLP - 2020 Emerging Tech Predictions". The second result is an advertisement from SAS, titled "Natural Language Processing - Get Valuable Insights With NLP".

← → ↻ 🏠 google.com/search?xsrf=ALeKk01Krmmjzkhjld3cYdBfHfkoH4SCA%3A1610830366888&source=hp...

Apps Toshiba Super simple time z... PDF to Excel Conve... Schema Designer |... QB Online - for Acc... Ju

Google

who uses natural language processing

🔍 All 📰 News 🖼 Images 📺 Videos 🛒 Shopping ⋮ More Settings Tool

About 205,000,000 results (0.84 seconds)

Ad · www.splunk.com/nlp/predictions ▾

The Future Of NLP - 2020 Emerging Tech Predictions

The new decade will be the one in which AI/ML, NLP, augmented reality, IoT and 5G mature. How will this shape the near future? Find out. Schema-on-the-fly. Install in minutes. Free download. Gartner SIEM MQ Leader. Services: IT Operations, Security, Compliance & Fraud. Splunk Ranked #1 In ITOM · Rapid Adoption IT Package · Predictive IT Strategy

Ad · www.sas.com/ai/nlp ▾

Natural Language Processing - Get Valuable Insights With NLP

Learn How Machines Can Be Taught To Understand & Interpret the Nuances Of Human Language. Everything You Need To Know About Communication Between Humans and Machine Intelligence. 40+ Years of Innovation. AI & Machine Learning. IoT Solutions. SAS Solutions · How to Buy · Contact Us · The Empowered Cloud



What is the Landscape?

Discover Current Solutions to
Existing Problems?



Summary: Do your research

