

DM2004 Online Advertising and Analytics

Google Analytics

Technology in Analytics Tools (Platforms with Built-in Analytics)

In-built



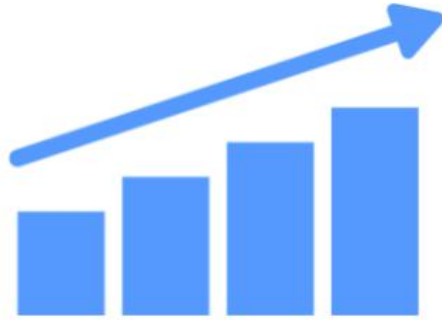
Web Tools



Technology in Analytics Tools (Platforms with Built-in Analytics)



Technology in Analytics Tools (Value of Digital Data)



Immediate

data
daily, weekly ...



Measurable

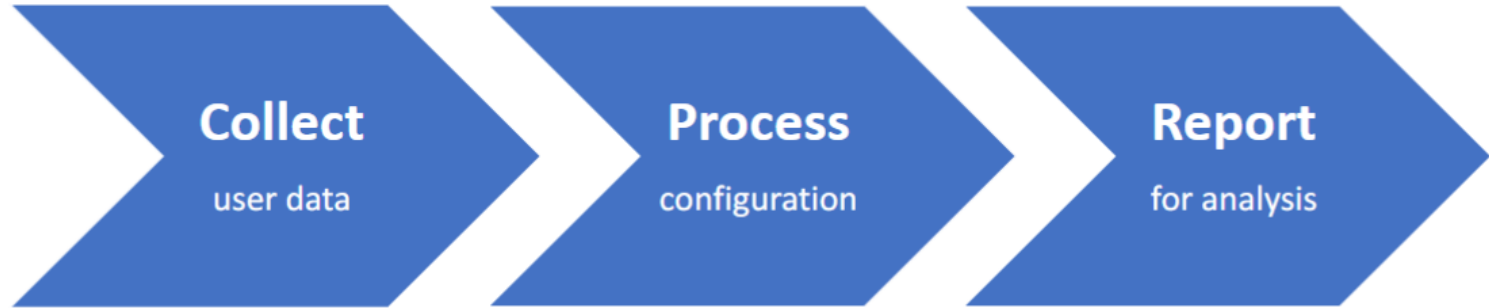
SMART goals
analysis



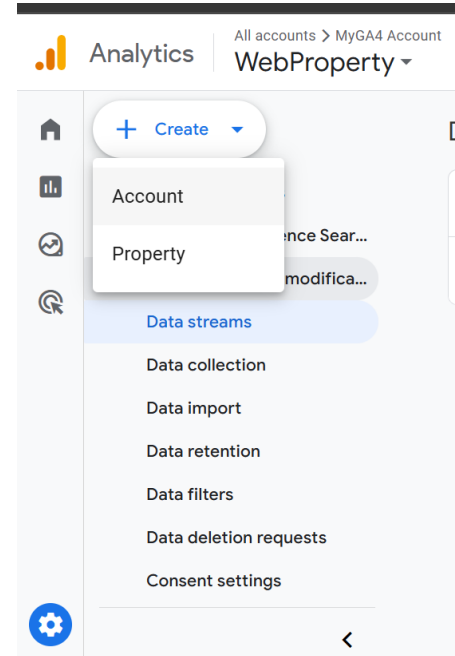
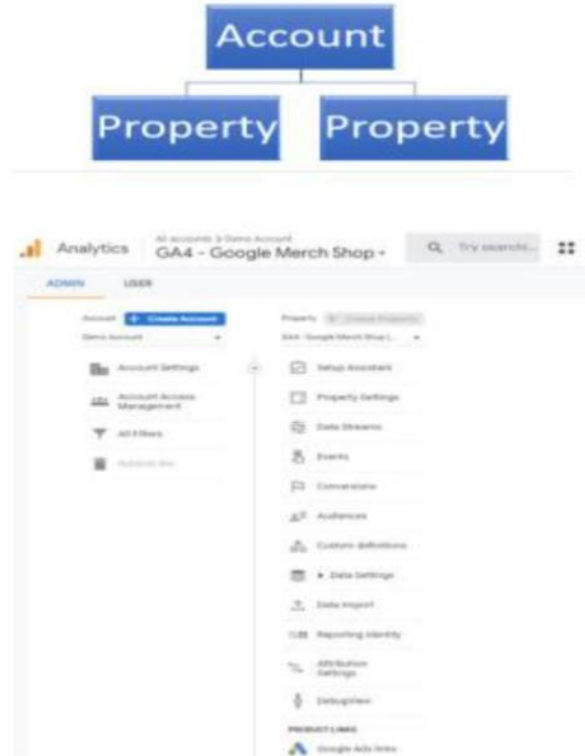
Responsive

User &
Company

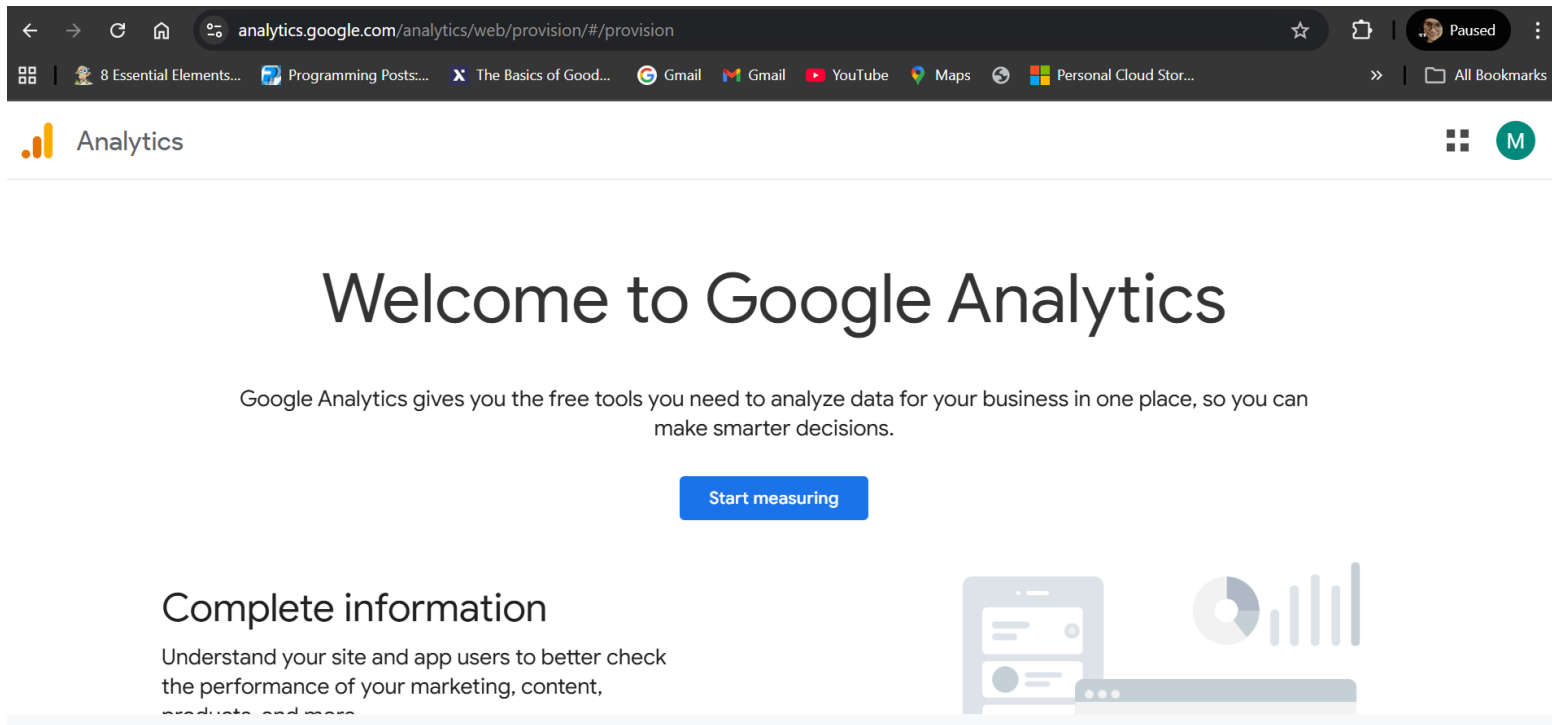
Technology Trend in Google Analytics (How Google Analytics Works)



Technology Trend in Google Analytics (Google Analytics Account Structure)



Technology Trend in Google Analytics (Set-up Google Analytics Account)



The screenshot shows a web browser window with the URL `analytics.google.com/analytics/web/provision/#/provision`. The browser's address bar and tabs are visible at the top. Below the browser window, the Google Analytics logo and the word "Analytics" are displayed. The main content area features a large heading "Welcome to Google Analytics" and a subheading "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A blue button labeled "Start measuring" is positioned below the text. At the bottom, the text "Complete information" is followed by a paragraph: "Understand your site and app users to better check the performance of your marketing, content, products, and more." To the right of this text is a graphic of a laptop displaying a dashboard with a pie chart and a bar chart.

analytics.google.com/analytics/web/provision/#/provision

Analytics

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

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

Technology Trend in Google Analytics (Set-up Google Analytics Account)

analytics.google.com/analytics/web/provision/#/provision/create

8 Essential Elements... Programming Posts... The Basics of Good... Gmail Gmail YouTube Maps Personal Cloud Stor... All Bookmarks

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

My New Account Name

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

Google Tag

The screenshot displays the Google Analytics interface for the property **www.genetic.edu.sg**. The left sidebar shows the navigation menu with 'Data streams' selected under 'Data collection and modification'. The main content area is titled 'Web stream details' and includes a warning banner about data collection status.

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
www.genetic.edu.sg	www.genetic.edu.sg	4630616390	G-F6R8RK6MEK

Events

Enhanced measurement (Enabled)

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views, Scrolls, Outbound clicks, + 4 more