

DM2004 Online Advertising and Analytics

Google Analytics

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

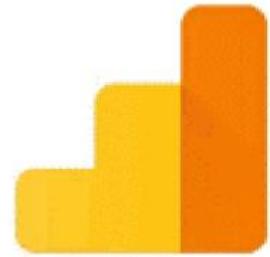
In-built



Web Tools



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



Google Analytics



Google Analytics

Website

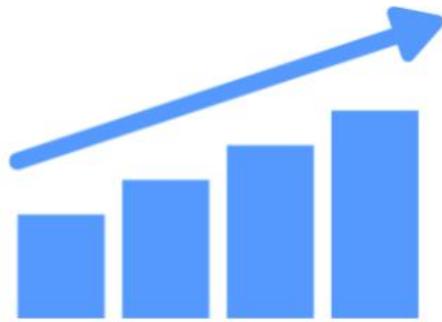
Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin. Wikipedia

Date launched: 14 November 2005

Type of site: Web analytics

Created by: Google, Wesley Chan

Technology in Analytics Tools (Value of Digital Data)



Immediate
data
daily, weekly ...



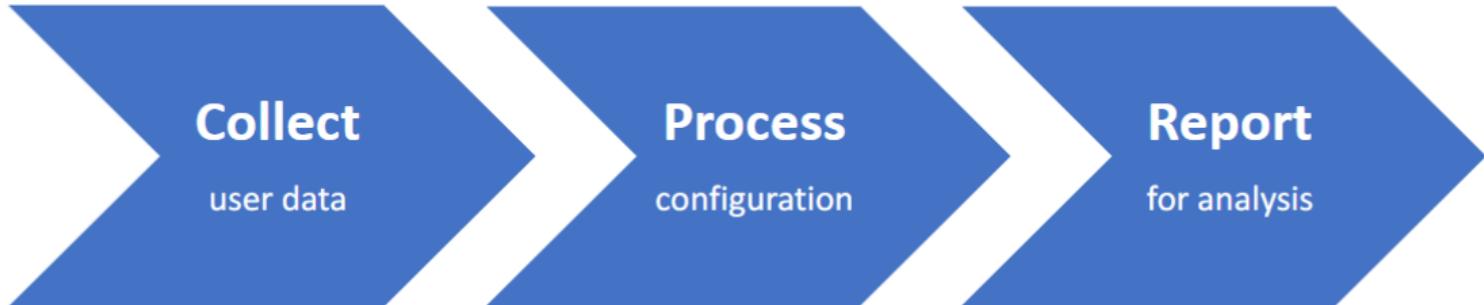
Measurable
SMART goals
analysis



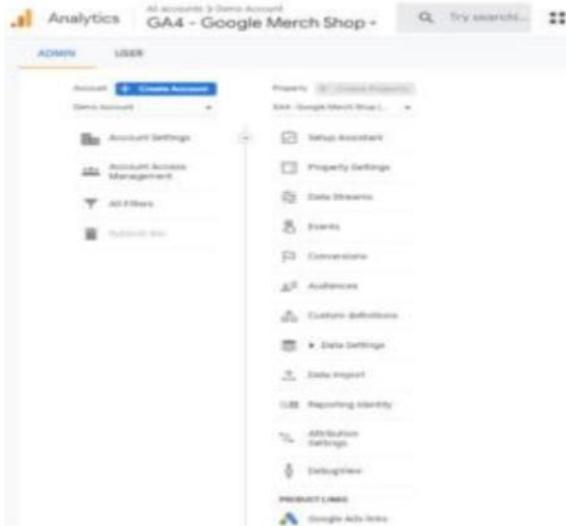
Responsive
User &
Company

Technology Trend in Google Analytics

(How Google Analytics Works)



Technology Trend in Google Analytics (Google Analytics Account Structure)



- + Create
- Account
- Property
- Data streams
- Data collection
- Data import
- Data retention
- Data filters
- Data deletion requests
- Consent settings

Technology Trend in Google Analytics

(Set-up Google Analytics Account)

The screenshot shows a web browser window for analytics.google.com. The address bar displays the URL. The page content starts with a large "Welcome to Google Analytics" heading. Below it, a text block explains the tool's purpose: "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 "Start measuring" button is centered below this text. To the left, a section titled "Complete information" includes a brief description and a link to "products and more". To the right, there is a light gray illustration featuring a smartphone, a pie chart, and a bar chart.

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

Paused

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

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)

The screenshot shows the 'Create an account' page in the Google Analytics web interface. At the top, there is a navigation bar with various links like 'Analytics', 'Paused', and 'All Bookmarks'. Below the navigation, a progress bar indicates five steps: 'Account creation' (step 1), 'Property creation' (step 2), 'Business details' (step 3), 'Business objectives' (step 4), and 'Data collection' (step 5). The main section is titled 'Create an account' and contains the following text: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' Below this, there is a 'Account details' section where the user is prompted to enter an 'Account name (Required)'. A note states that accounts can contain more than one measurement ID, and a text input field contains 'My New Account Name'. A disclaimer below the input field reads: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.' At the bottom, there is a 'Account Data Sharing Settings' section with a note about Google's data processing practices and a link to the 'Google Ads Data Processing Terms'. The footer of the page includes the copyright notice '© 2024 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC.'

Google Tag

The screenshot shows the Google Analytics interface for managing a web stream. The left sidebar is collapsed, showing various icons for different Google services like Ads, Analytics, and Search Console. The main content area is titled "Web stream details" for the stream "www.genetic.edu.sg".

Stream details:

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

Events:

Enhanced measurement: 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.

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