Digital Marketing & Social Media II

Student: HADI KIKI (W1881959)

Degree: BSc/BEng (Hons) Computer Science

TASK 1

Events hold a crucial part of analytics , they are the foundation for tracking user interactions on a website or app .Unlike Universal Analytics , which categorize interactions under hit types .Events track customer interactions on the website such as page views ,

scroll depth , and session starts .This data helps us as marketers measure engagement,

identify user preferences , and optimize content strategies to improve retention and conversions

What do events hold?

page_view	tracks when a user loads a page on our website
Scroll	captures when a user scrolls to a certain depth
user_engagement	Measuers active user interaction , such as staying on a page for a certain duration
session_start:	marks the beginning of a user session when they first visit our website.
first_visit	tracks when a user lands on the web for the first time.

Application of Events in My Microsite

This microsite is designed to enhance team engagement and workplace well-being by leveraging location-based networking feature ,

Implementation of google 4 analytics can be through events to track various interactions on the site , gaining insights into user engagement and behavior. Below , I will describe some of the key events that i would track on my site

Tracking Page Views (page_views Event)

 use the page_view event to track how many visitors are viewing different pages on my microsite . This helps me understand which sections of the site are the most popular and engaging.

Tracking Scroll Depth(scroll Event)

 Track how far users scroll down the page to guage their engagement with my content . This is useful for content-heavy sections, like "**Why FlexConnect Matters Now** ". where i want to know if users are reading the entire content or just scanning.

User Engagement(user_engagement Event)

Measures active interaction time(scrolling, clicking) , Tracks how long users spend on the site , thus it helps me Identify passive vs highly engaged users

 based on user engagement results , I can create targeted ads that align with most frequently visited sections and highest performing content

Tracking New User Sessions(session_start Event)

Tracks when a user session begins , how often users return to the website, whether marketing efforts are successfully bringing users back

If return sessions are low , I may need to:

- Improve email remarketing(eg ,send follow-up content to past visitors)
- Run retargeting ads(google ads, or meta ads for users who didn't return)
- Enhance loyalty incentives(e.g exclusive content for returning users).

Tracking New User Onboarding (first_visit Event)

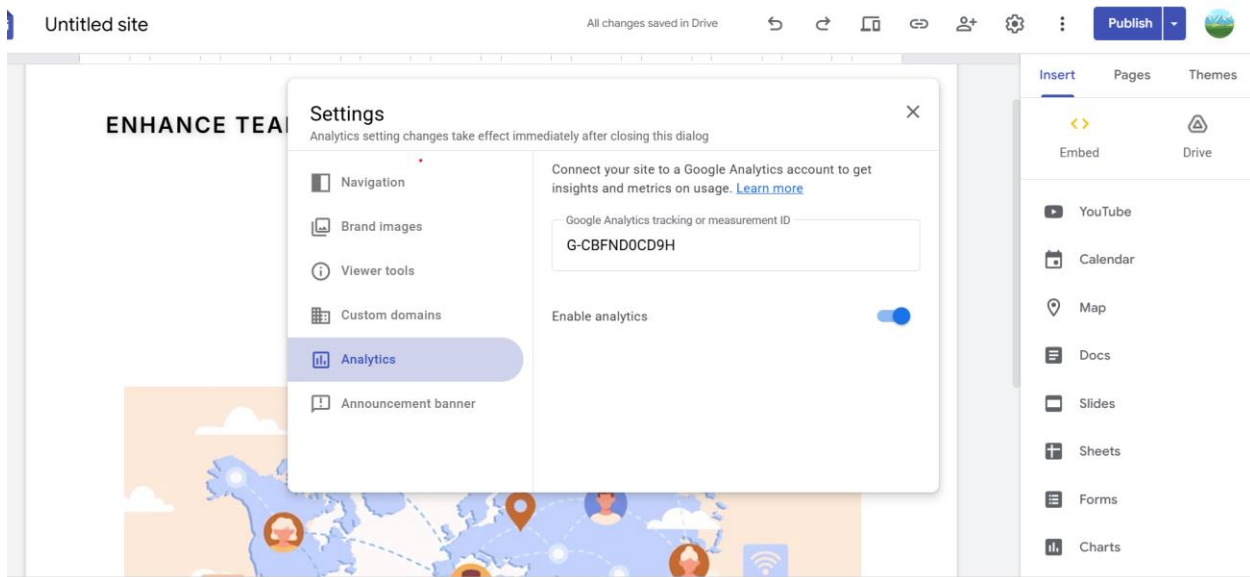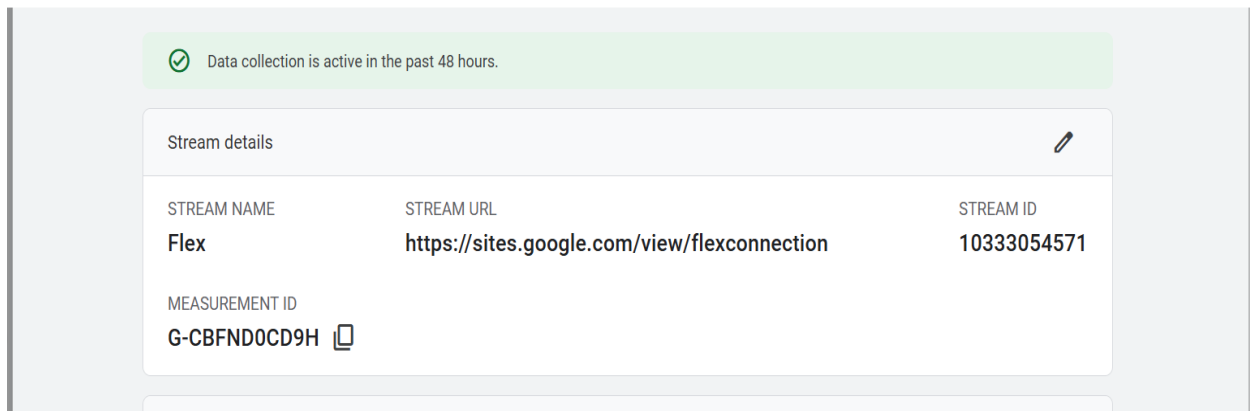Identify new users ,Segment first-time visitors vs returning users , Measures onboarding effectiveness.

What can I do :

- Show introductory offers to first-time visitors
- Retarget returning users with loyalty discounts or new features

<u>TASK 2</u>

Created google analytics account and get the measurement Id after that user the measurement Id in my microsite

Microsite URL added to the stream

Data collection is active in the past 48 hours.

Stream details

| STREAM NAME	STREAM URL	STREAM ID
Flex	https://sites.google.com/view/flexconnection	10333054571

MEASUREMENT ID
G-CBFND0CD9H

Then after connecting my measurement id to get the full analytics through all pages ,I needed to connect the data stream tags and add it to every header in pages

 I went through settings>Data streams

And get these tags to install manually in my microsite :
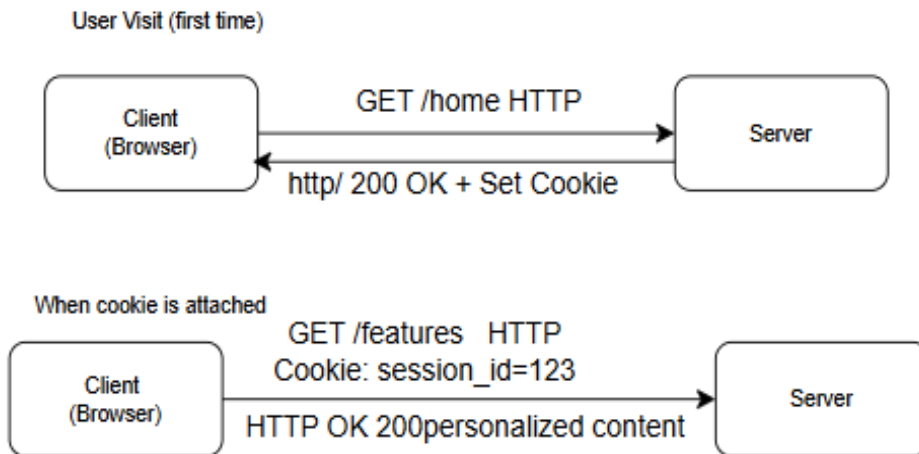
`
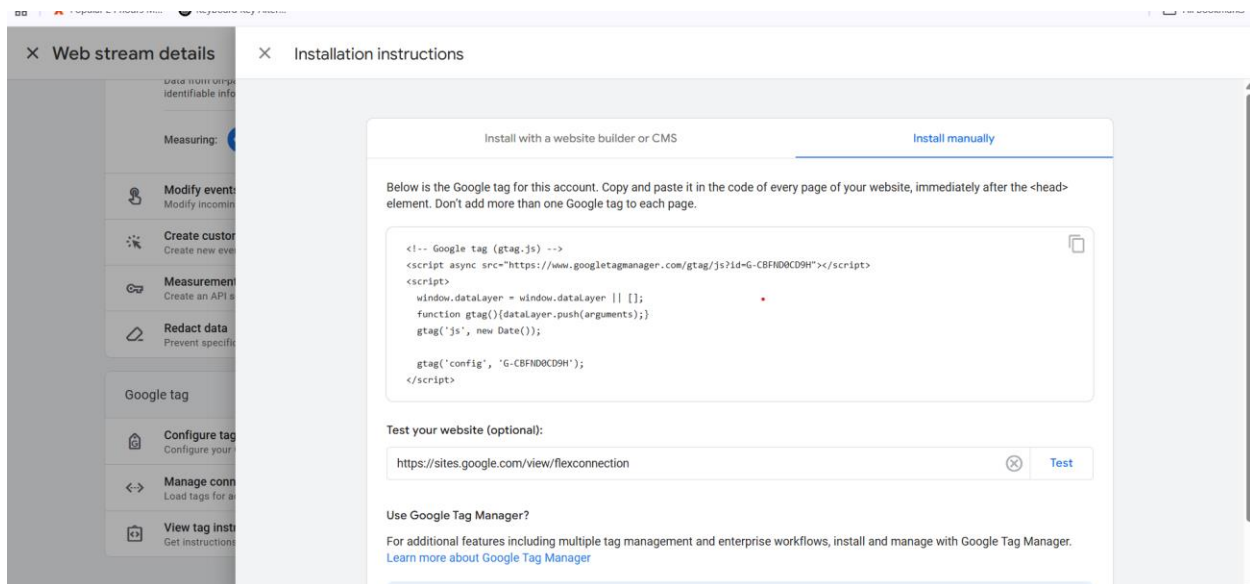
Added tags to each page
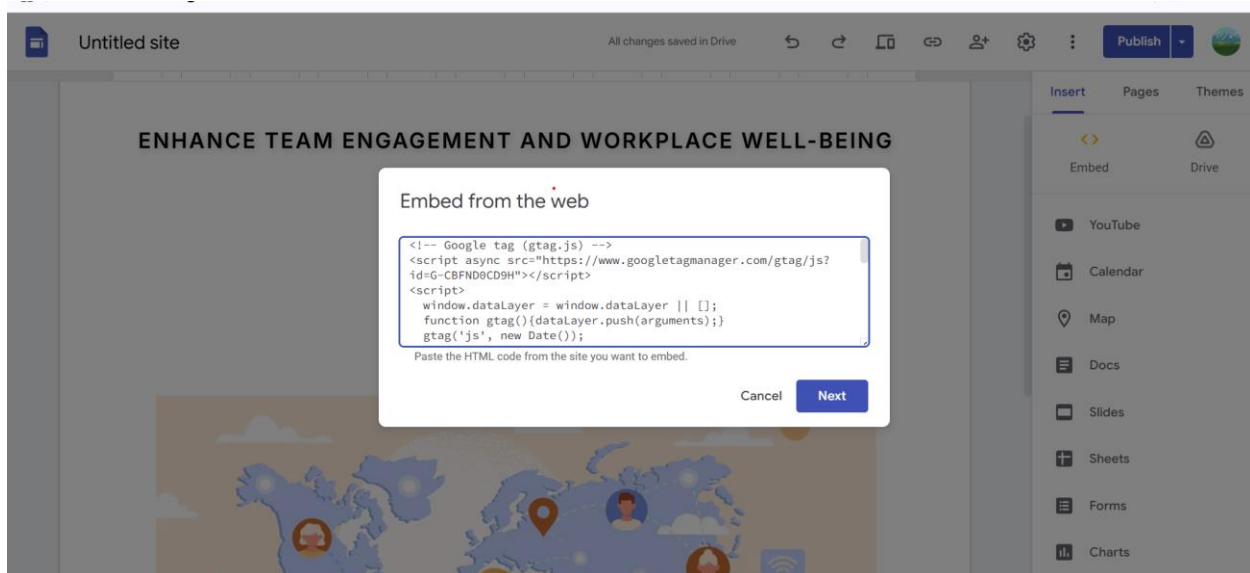
Task 3

Steps

1.First Visit

- Google sites server sends Google Analytics cookies
- Browser stores these cookies

2. Later Visits

- Browser automatically sends cookies back to Google's servers
- GA4 processes this data to track user behavior

User Visit (first time)

When cookie is attached

What cookies do?

Http cookies server as foundational component of digital analytics infrastructure , enabling collection of essential engagement metrics that populate Google Analytics reports. These small data packets facilitate critical tracking functions including unique user identification , session monitoring(distinguishing first_visit from returning users), page_view tracking, and user_engagement measurement .

The absence of cookies would fundamentally disrupt data collection capabilities

TASK 4

Users By Browser Over Time

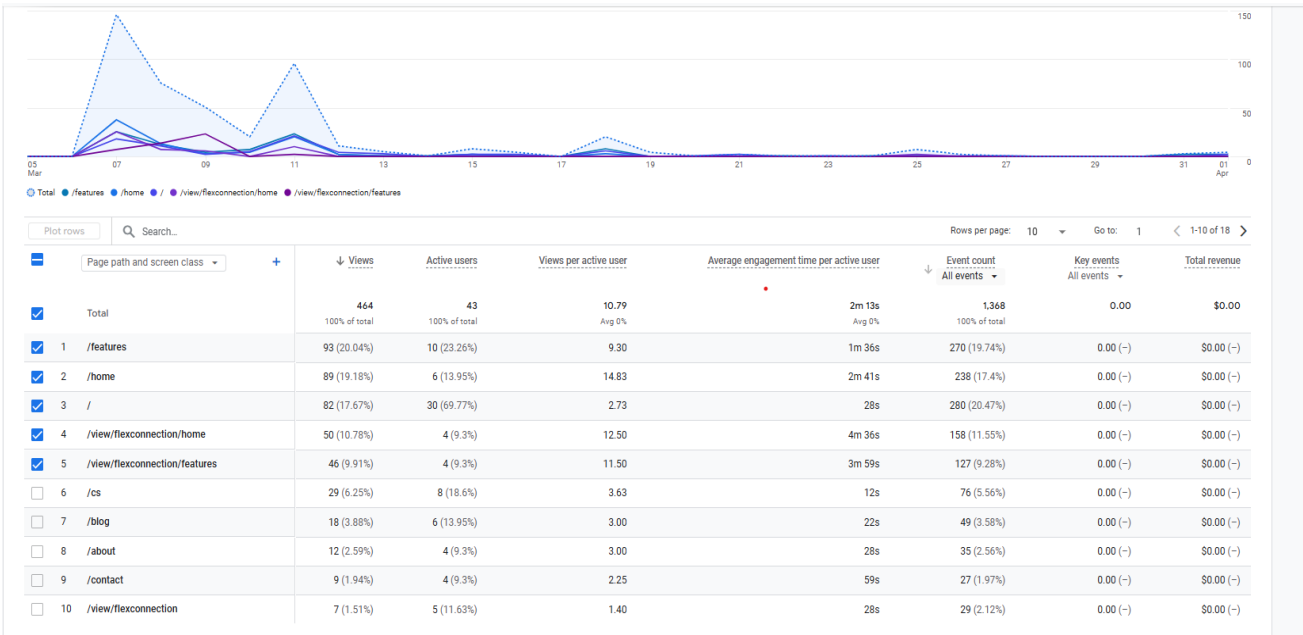| Browser	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total	43 100% of total	40 100% of total	64 100% of total	58.18% Avg 0%	1.49 Avg 0%	2m 13s Avg 0%	1,368 100% of total	0.00	$0.00
1 Chrome	29 (67.44%)	27 (67.5%)	24 (37.5%)	46.15%	0.83	2m 02s	562 (41.08%)	0.00 (–)	$0.00 (–)
2 Safari	13 (30.23%)	12 (30%)	39 (60.94%)	68.42%	3.00	2m 48s	797 (58.26%)	0.00 (–)	$0.00 (–)
3 Edge	1 (2.33%)	1 (2.5%)	1 (1.56%)	100%	1.00	7s	9 (0.66%)	0.00 (–)	$0.00 (–)

This diagram provide insights into user behavior across different browsers, helping guide marketing decisions , although chrome has the highest number of active and new users, its engagement rate (46.15%) is lower compared to Safari's (68.42%). This suggests that while chrome brings more traffic , Safari users are more engaged , indicating higher quality leads. This tells me that safari users, through fewer , are spending more time interacting with the microsite, it suggest stronger content alignment on that platform ,

Views By Page Title and Screen Class Over Time

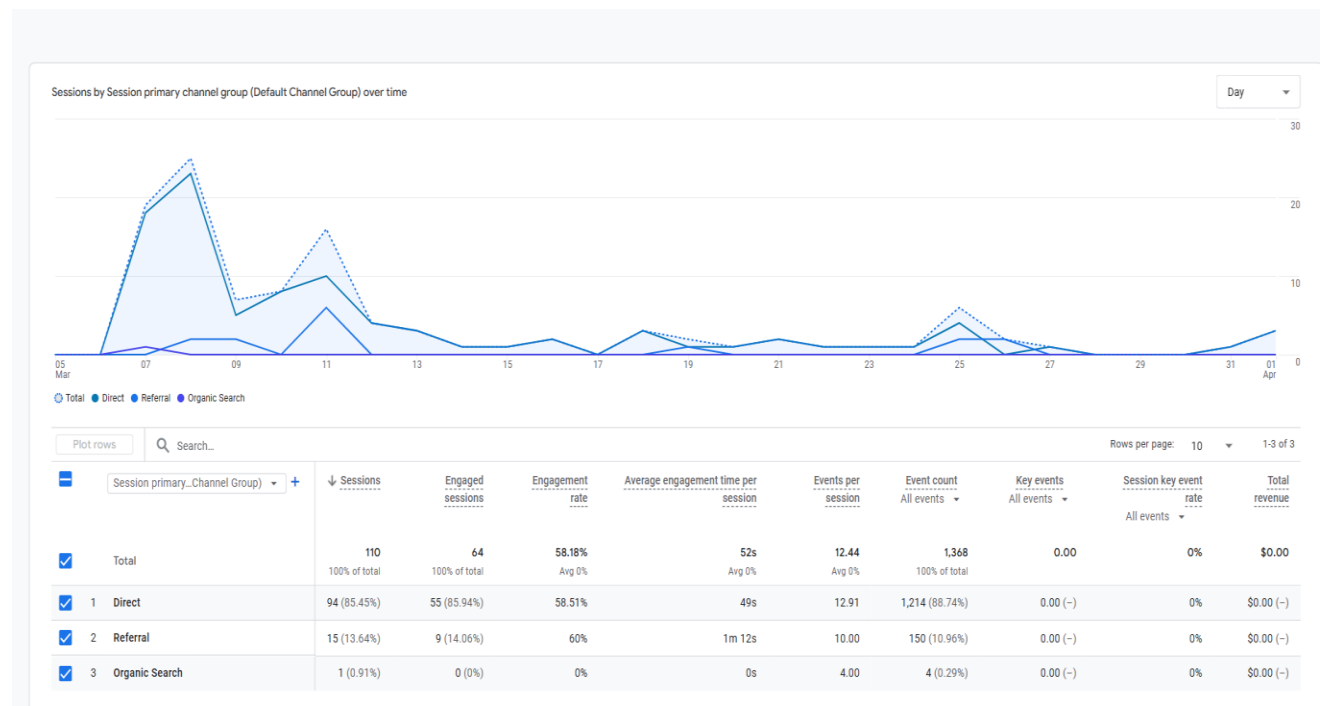|		↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾	Key events All events ▾	Total revenue
	Total	464 100% of total	43 100% of total	10.79 Avg 0%	2m 13s Avg 0%	1,368 100% of total	0.00	$0.00
1	/features	93 (20.04%)	10 (23.26%)	9.30	1m 36s	270 (19.74%)	0.00 (–)	$0.00 (–)
2	/home	89 (19.18%)	6 (13.95%)	14.83	2m 41s	238 (17.4%)	0.00 (–)	$0.00 (–)
3	/	82 (17.67%)	30 (69.77%)	2.73	28s	280 (20.47%)	0.00 (–)	$0.00 (–)
4	/view/flexconnection/home	50 (10.78%)	4 (9.3%)	12.50	4m 36s	158 (11.55%)	0.00 (–)	$0.00 (–)
5	/view/flexconnection/features	46 (9.91%)	4 (9.3%)	11.50	3m 59s	127 (9.28%)	0.00 (–)	$0.00 (–)
6	/cs	29 (6.25%)	8 (18.6%)	3.63	12s	76 (5.56%)	0.00 (–)	$0.00 (–)
7	/blog	18 (3.88%)	6 (13.95%)	3.00	22s	49 (3.58%)	0.00 (–)	$0.00 (–)
8	/about	12 (2.59%)	4 (9.3%)	3.00	28s	35 (2.56%)	0.00 (–)	$0.00 (–)
9	/contact	9 (1.94%)	4 (9.3%)	2.25	59s	27 (1.97%)	0.00 (–)	$0.00 (–)
10	/view/flexconnection	7 (1.51%)	5 (11.63%)	1.40	28s	29 (2.12%)	0.00 (–)	$0.00 (–)

Homepage (/home , /view/flexconnection/home)

The combined homepage performs strongly in both engagement time and depth of interaction , with users spending an average of over 3 minutes , and generating a high event count(396) , this indicates the homepage content is highly interactive and holds user attention, its effectively serving its role.I would continue to enhance this page with clear CTAs and conversion opportunities , especially since returning users show high engagements.

Feature page (/features , /view/flexconnection/features)

Features page also sees strong engagement and high traffic , nearly equal to homepage , with 47 active users , this is clearly a high interest page. Users are spending an average of 3 minutes here , and the event count is the highest overall (397). This tells me that visitors are not only browsing the feature content but actively interacting with it. I would leverage this interest by adding more actionable touchpoints , example (subscribe, feedback ,rate us)

Session By Session Default Channel grouping

Sessions by Session primary channel group (Default Channel Group) over time

	Session primary...Channel Group)	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
✓	Total	110 100% of total	64 100% of total	58.18% Avg 0%	52s Avg 0%	12.44 Avg 0%	1,368 100% of total	0.00	0%	$0.00
✓ 1	Direct	94 (85.45%)	55 (85.94%)	58.51%	49s	12.91	1,214 (88.74%)	0.00 (–)	0%	$0.00 (–)
✓ 2	Referral	15 (13.64%)	9 (14.06%)	60%	1m 12s	10.00	150 (10.96%)	0.00 (–)	0%	$0.00 (–)
✓ 3	Organic Search	1 (0.91%)	0 (0%)	0%	0s	4.00	4 (0.29%)	0.00 (–)	0%	$0.00 (–)

Direct Traffic

The majority of sessions are coming through direct traffic , which usually means users are either :

- Typing the URL manually
- Or traffic is coming from sources not tagged with UTM parameters(like messaging apps , or emails)

The engagement rate is decent , and the number of events per session is quite high(12.91), which indicates that direct users are interacting well with the site , even if average time is under minute.

I'd continue encouraging this behavior through brand-building and direct campaigns(emai newsletters , QR codes)

Referral Traffic

Although its smaller than direct traffic in volume , referral traffic is showing strong quality , with the highest average engagement time(1m12s) and a 60% engagement rate % , users coming form other sites clearly finding value in the content .This referrals , may be coming from backlinks or blog mention,

I'd identify which sources are referring this traffic and explore expanding these efforts ,

By :

- Collaborating with more niche blogs or directories
- Doing guest posts

New users by First user default channel grouping
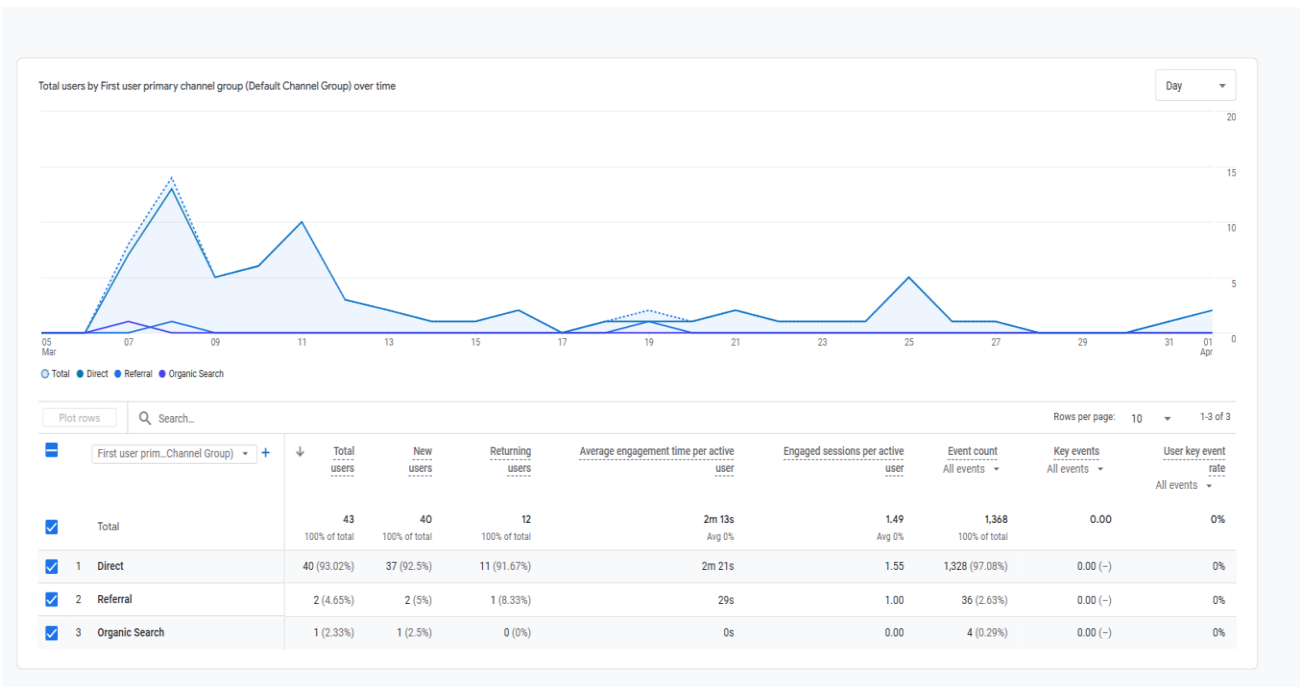
Direct Channel

Direct traffic is a strong perform in terms of new user acquisition, with 37 new users and a substantial engagement time of 2m21 per user . The high event count (1,328) suggests that users coming through direct channels are highly engaged , interacting with multiple elements of the site during their sessions .

This indicates the direct channel is a key strength and i would prioritize building brand recognition efforts such as email marketing , direct ads , or content driven campaigns that encourage users to visit directly, I'd enhance user engagement with additional , highly interactive content or loyalty, as the direct visitors are already invested.

Referral Channel

Referral traffic is limited in volume (only 2 total users) but it's still worth noting the low engagement (29s average) and low event(36) . With just one returning user and one engaged session per active user , the quality of traffic from referrals is currently low, this indicated the content might not be resonating as much .

Referral sources are not yet effective in driving valuable traffic, so i would consider improving referral strategies , such a building relationships with high quality partners or publications that can drive more engaged traffic .

## User Engagement & Retention (Overview)
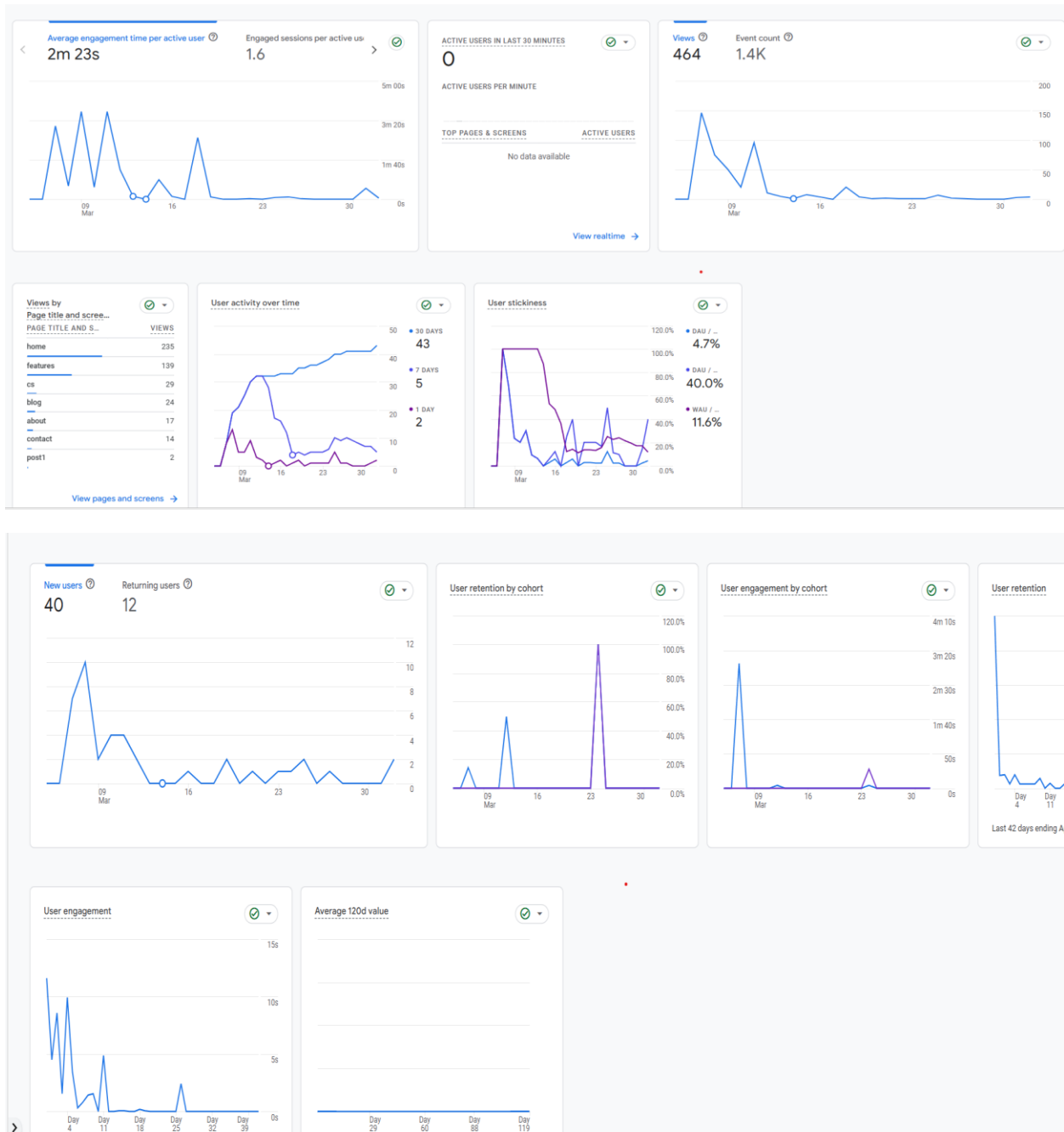
Overall , engagement metrics is performing strong on key pages , like /features , /home , with users spending time and engaging deeply .However , areas like /blog , /about , /contact need attention, as engagement and interaction are lower here .

To improve I need to :

- Focus on enhancing user experience on /blog , /about ,/contact pages , making it more interactive and appealing.

- Continue to optimize content and calls to action on the high performing pages to sustain and increase engagement.

- Leverage insights from user activity over time and event counts to enhance overall user stickiness , ensuring users continue interacting with the site in the long term

Users By City
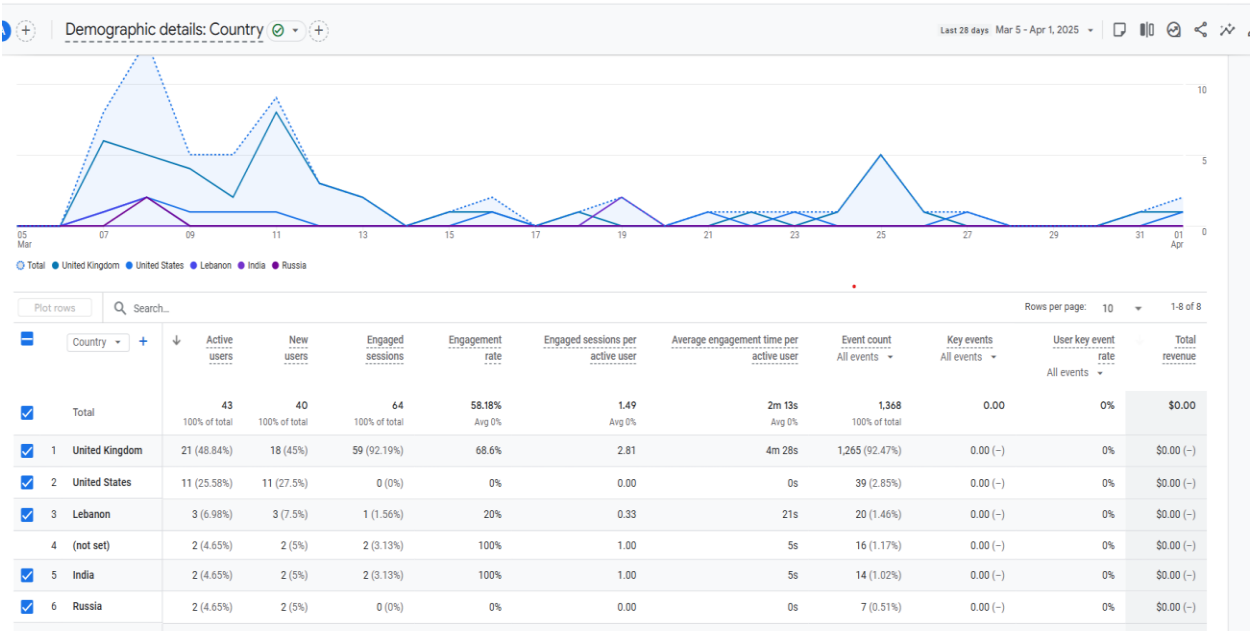
United Kingdom

The United Kingdom shows strong engagement with 68.6% engagement rate , and 4m 28s average engagement time per active user , indicating high interaction .

United States and Russia

There's no engagement at all , which is concerning ,I need to dig deeper to understand why users aren't interacting with the site , whether it's content , user experience , or something else .

Lebanon and India

Engagement here is low and users are only spending 21 seconds on average , I'll need to adjust the content to better appeal to this audience and make experience more engaging

Returning Users By Device Category
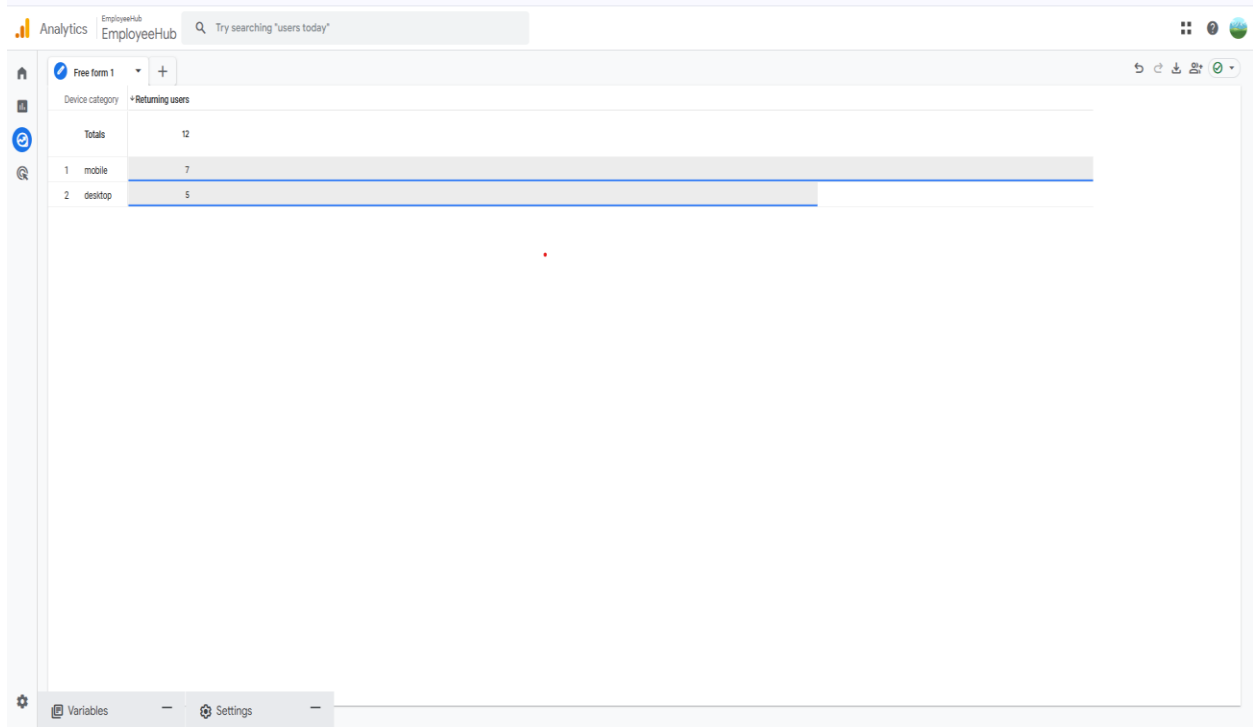
Mobile : 7

Desktop : 5

Since mobile seems to have more returning users , I'll prioritize mobile optimization but still keep the desktop experience appealing to maintain or grow the return rate on that platform

New Users By Screen Resolution
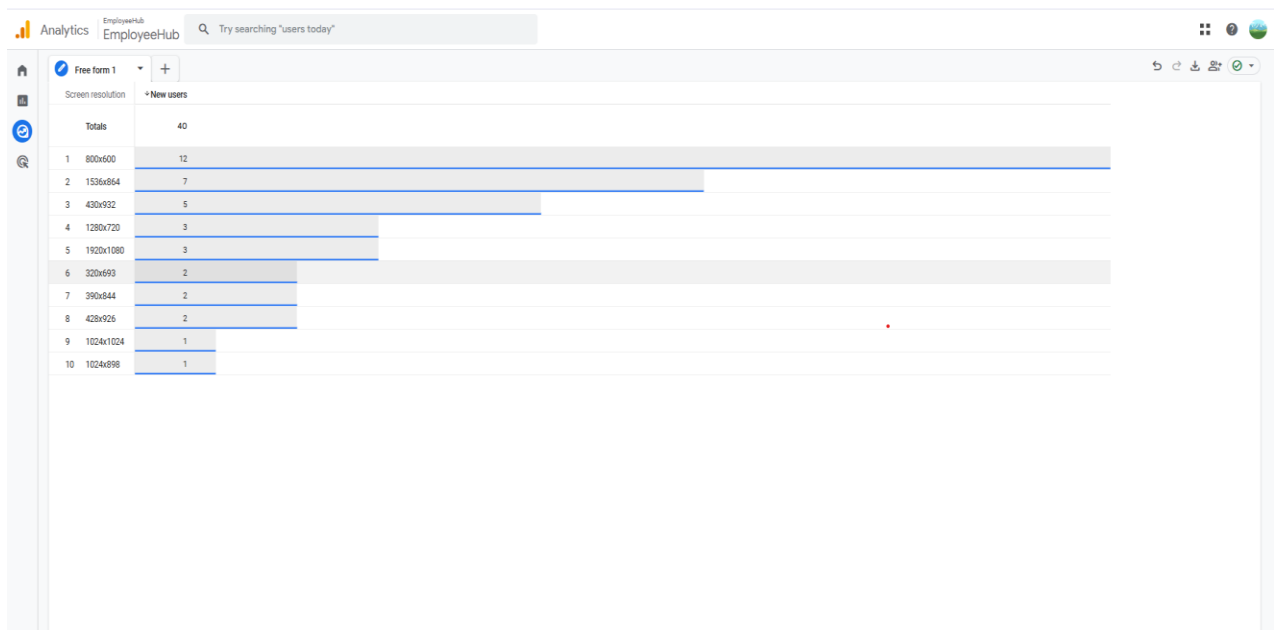
A significant number of new users are accessing the site on smaller screens , especially with 800*600 resolution , which means i really need to focus on optimizing the site for mobile users .

We also have a fair amount of traffic from 1536*864 , so I'll need to ensure the site is responsive on tablets and medium-sized desktops

A good portion of users are on mobile devices with 430*932 resolution , so improving the mobile experience is definitely a priority .

For users with larger screens like 1280*720 and 1920*1080 , I want to make sure the site looks great and takes advantage of those higher resolutions with a rich visual experience

TASK 5

For my microsite , I'm defining KPI's using the Balanced Scorecard Approach (BSA) to measure long-term success. Here's how I break it down

Financial Perspective .

KPI : Revenue Generated from Paid Subscriptions or purchases

If my microsite has any paid features or monetization options , such as subscriptions or ads , this KPI will be crucial to track . Even if I don't have direct sales , this will help

measure how well the site is converting visitors into paying customers or generating revenue in any form.

Customer Perspective

KPI: Engagement Rate (Average Engagement Time per User)

From the analysis , I see the users on key pages like /features , /home are spending quite time engaging with the content . Tracking the average engagement time per user will show me how interested and satisfied users are with the site. The longer they engage , the more likely they are to stay loyal and return .

Internal Processes

KPI: Conversion Rate from New Visitors to Returning Users

It's not enough to just attract new users , I need to convert them into returning ones. This KPI will track how well the site is turning one-time visitors into regular users. If I have a high conversion rate , it means the site is doing good job at keeping users engaged and interested in coming back

Learning and Growth Perspective

KPI: User Feedback and Feature Requests

To keep improving the microsite, it's essential to track user feedback , feature requests, and support queries. This KPI will reflect how well I'm Learning form user input and how the site evolves to meet their needs .If users are asking for new features, it means I'm on the right path to continuous improvement.

TASK 6

Your Invitation to Explore FlexConnect

"Unlock Exclusive Features on Our Microsite!"

"Discover the latest features and engage with our interactive content!"

Hi Hadi,

We're excited to have you as part of our community! Our site is designed to bring you all the features you need to stay connected and engaged. Whether you're interested in our newest updates or want to explore what's new, we've got something for everyone.

Key Features:

- **Interactive Content:** Dive into our engaging content tailored just for you.
- **Stay Updated:** Be the first to know about our upcoming releases and features.
- **Connect with Us:** Explore our community and join the conversation.

LEARN MORE

Contact us: posiconnection@gmail.com
Follow us on:

TASK 7

User Acquisition

For User Aquisition , I would look at the Aquisition Overview report in Google analytics , Thi report is really valuable because it shows where my site traffic is coming from , whether it's from search engines, social media , paid ads, or referrals. It helps me understand which channels are driving the most users to my microsite

If I see certain channel , like organic search , is bringing in a lot of traffic , I know I should put more focus on SEO to keep that momentum going . On the flip side , If social media or paid ads aren't performing well , I can adjust the campaigns or shift the focus to channels that work better . It's all about knowing where to focus my energy and budget for max impact.

User Engagement & Behavior

The Behavior Flow report is perfect for understanding how users are navigating my microsite . It shows the paths users take after landing on a page , which helps me understand what content is engaging users and what's causing them to drop off.

How it Supports Marketing Decision-Making ?

By seeing which pages users are spending time on and where they tend to leave, I can optimize those key pages to keep users engaged .If a page has a high bounce rate, I could update it with better content or improve the CTA to encourage users to explore more. The idea is to keep users engaged for as long as possible and reduce drop-offs

Conversion & E-commerce Tracking

For tracking conversions , I use Goals & Conversions report . This report tells me how well my microsite is achieving its objectives , whether that's getting users to sign up , or any other goal I've set up.

How it Supports Marketing Decision-Making ?

By analyzing conversion rates , I can identify which pages and CTAs are driving results which one need improvement . If I see a drop-off int he conversion funnel , I can optimize specific steps to reduce friction and increase conversions , For example , if my form has too many fields , I might simplify it to improve completion rates.

Customer Retention & Loyalty

To understand customer retention, I use Cohort Analysis . This report tracks users who came to the site during the same time period , so I can see how well I'm retaining them over time.

How it Supports Marketing Decision-Making ?

Comparing how different cohorts perform, I can spot trends in retention . If a particular group of users tends to engage more, i can analyze why and replicate those strategies for future users. If retention is low , I know I need to improve user experience , maybe by offering more value or providing incentives for returning users.

Marketing & Campaign Effectiveness

Session Campaign :report (traffic Acquisition)

This report shows me how different campaign sources such as (direct) and (referral) contribute to overall traffic , engaged sessions , and other key metrics like engagement rate , average session duration , and event count , it's GA4 way of tracking campaign effectiveness.

How it Supports Marketing Decision-Making ?

Direct traffic makes up the majority of sessions (82.65%) but has a lower engagement rate(53.09%) and shorter average session time (39s)

Referral traffic , though smaller (17.35% of sessions) has a higher engagement rate (58.82%) and users stay longer (1m06s)

This suggests that referral traffic brings more interested users ,and I might want to invest more in partnerships or referral campaigns.

Meanwhile , I can look into improving direct campaigns by optimizing landing pages .

TASK 8

When I use Google Analytics on my microsite, there are a few important privacy concerns I need to keep in mind:

User Data Collection Without Consent
 One of the main issues is tracking user data without clear consent. If users aren't explicitly agreeing to cookies or tracking, it could violate regulations like GDPR or PECR, especially if I'm collecting data like IP addresses or browsing behavior.

IP Address Tracking
 Google Analytics may collect users' IP addresses, which can be considered personally identifiable information (PII) under GDPR. Even if it's anonymized, I still need to let users know this is happening.

Cross-Border Data Transfers
 Since Google's servers are mainly in the US, user data might be transferred outside of the UK/EU. This raises concerns about how that data is protected under international privacy laws.

Lack of User Control
 Users don't always have control over what is tracked. Unless I implement clear cookie banners and allow opt-outs, I might be collecting data from people who didn't want to be tracked.

Over-Tracking & Profiling
 If I use advanced features like user-ID tracking or enhanced measurement events, I risk collecting more personal behavioral data than necessary, which could be considered excessive profiling.

Third-Party Access
 Since Google processes the data, there's always a risk of it being accessed or used for their own purposes — like ad targeting — unless proper safeguards and settings are in place.

Retention Policies
 If I don't configure data retention settings properly, I might be keeping user data for longer than necessary, which again goes against GDPR's minimization principle.

Inaccurate Consent Logging
 Without a proper consent management platform (CMP), I might not have reliable records to prove that users agreed to tracking — which I would need in case of an audit.

Vulnerability to Data Breaches

Even though Google is secure, storing analytics data still introduces a potential attack surface where sensitive user patterns could be exposed if not managed properly.

Misuse or Misunderstanding of Data

Finally, if I or my team misinterpret user data, we might make unfair assumptions or even design experiences that unintentionally manipulate or harm the user experience.