



HCM - HN

HOW TO OPTIMIZE CONVERSIONS WITH Google Analytics

SPEAKER **TRAN QUOC KY**



MR. TRẦN QUỐC KỲ



Kiên Giang

1



CNTT

2



2008

3

SEO/ blogger



2012

4



2014

5

Ecommerce



Chin Media
Your Digital Agency

2015

6

OUR SOLUTION



1 Analytics

Tracking and analyzing the results with the help of digital analytics. Grow your business by finding out what customers really want

2 Social Listening

Brand tracking & monitoring, Consumer Insight Campaign Tracking & Measurement

3 Optimization

Turning good results into great ones across all digital channels

4 Data Driven

Collecting, aggregating, and mining data provides the insight necessary to form strategies and predictions future campaigns

OUR CLIENT



Ecommerce

TIKI.VN

LAZADA



AEON SHOP

GAME



Young World

VTC GAME



Fintech - Banking

TPBank

citibank

VIB

Sacombank

G88

Doctor Đồng

finggo

ATM online

Retail

NguyenKim

VienthongA.vn

Kids plaza

SUNHOUSE

VinMart

LOTTE-VN

Travel - OTA

Booking.com

traveloka

Vietravel

dulichHoànMỹ

Education



ila

Education

KYNAVN

FPT POLYTECHNIC

TOPICA

sage

Delivery - F&B

Grab

giaohangnhanh



LALAMOVE

Vietnammm.com

GEM

FIVE STAR

01

ĐỊNH DANH CHO CHIẾN DỊCH





Không đặt tracking code



Không đặt UTM để tracking



Không có tổ chức trong việc cấu trúc tài khoản UTM



Không đặt goals để đo lường



Không xem và phân tích hàng ngày

1.2 XÁC ĐỊNH MỤC TIÊU TỐI ƯU



No	CHỈ SỐ	DIỄN GIẢI
1	Hiển thị	Impression
2	CTR%	Click/ hiển thị
3	Click/ Session	Traffic
4	Bouncer Rate %	Tỷ lệ thoát
5	Chuyển đổi %	CR%
6	CPA	Cost Order/ Lead...
7	Doanh thu	Unit * Giá bán
8	Lợi nhuận	CIR%, ROI%
9	Số lượng nhiều	Scale lớn

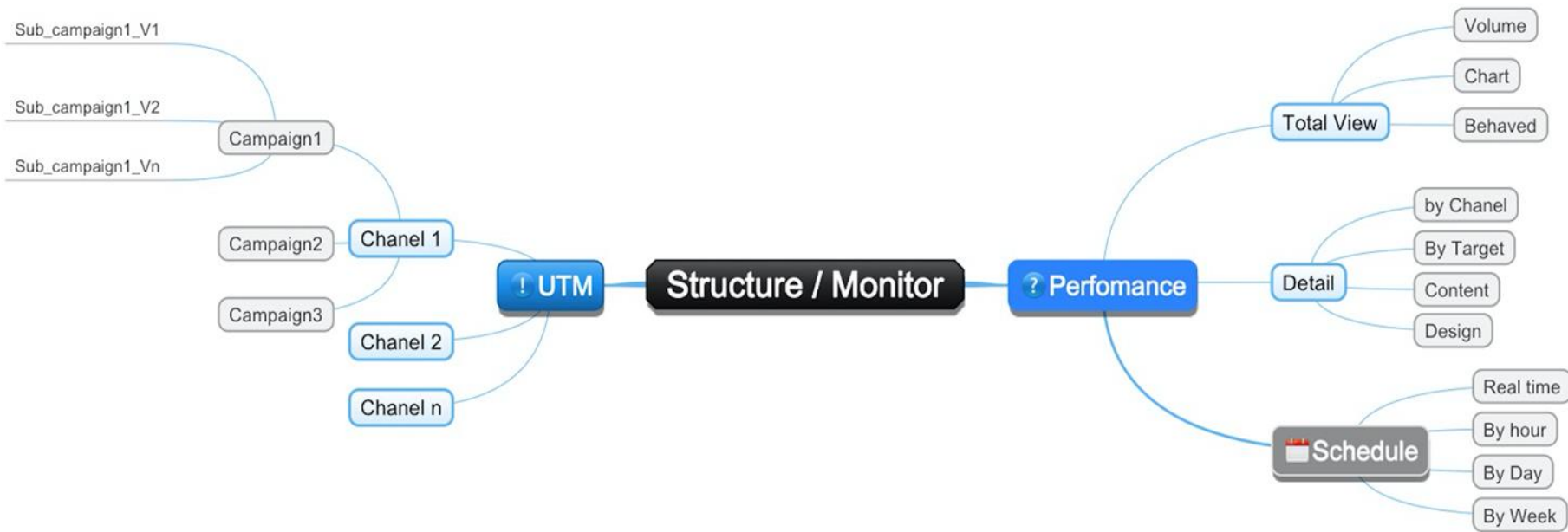
CHỈ SỐ NÀO QUAN TRỌNG?

Cơ sở đánh giá hiệu quả

Chỉ số chính

Chỉ số phụ

Có độ lệch nhất định



1.4 CẤU HÌNH UTM SOURCE



MOBILEDAY



Chin Media
Your Digital Agency

<http://www.example.com/>

http://www.example.com/?utm_campaign=display&utm_source=CH&utm_medium=Google-Search&utm_content=khuyen-mai-mua-he

http://www.example.com/?utm_campaign=display&utm_source=CH&utm_medium=Facebook&utm_content=khuyen-mai-mua-he

Ghi Chú:

Bắt đầu với “?”

Các thành phần liên kết nhau bằng dấu “&”

Phân biệt chữ HOA và chữ thường khác nhau.

1.5

CÔNG CỤ HỖ TRỢ



A	B	C	D	E	F	G	Q
HÀNG	HỌN TYP	CATEGORY	Source	Medium	UTM Campaign	NHẬP LANDING PAGES	COPY Final URL TRACKING
[CH]	-01CK	CAT1	cheetah	Display	Mar_2018	http://www.lazada.vn/xa-hang-khong-loi-nhuan/	http://www.lazada.vn/xa-hang-khong-loi-nhuan/?utm_source=cheetah&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[CH]CAT1
[GG]	-01CK	CAT2	google	Display	Mar_2018	http://www.lazada.vn/khuyen-mai/	http://www.lazada.vn/khuyen-mai/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT2
[FB]	-01CK	CAT3	facebook	Display	Mar_2018	http://www.lazada.vn/top-deal-nha-cua-doi-song/	http://www.lazada.vn/top-deal-nha-cua-doi-song/?utm_source=facebook&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[FB]CAT3
[CC]	-01CK	CAT4	coccoc	Display	Mar_2018	http://www.lazada.vn/khuyen-mai-flash-sale/	http://www.lazada.vn/khuyen-mai-flash-sale/?utm_source=coccoc&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[CC]CAT4
[CH]	-01CK	CAT5	cheetah	Display	Mar_2018	http://www.lazada.vn/giao-hang-tiet-kiem/	http://www.lazada.vn/giao-hang-tiet-kiem/?utm_source=cheetah&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[CH]CAT5
[BI]	-01CK	CAT6	bing	Display	Mar_2018	http://www.lazada.vn/	http://www.lazada.vn/?utm_source=bing&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[BI]CAT6-01CK
[YH]	-01CK	CAT7	yahoo	Display	Mar_2018	http://www.lazada.vn/but-khac-chu-lt-2016-trang-phoi-xanh-1360097.html	http://www.lazada.vn/but-khac-chu-lt-2016-trang-phoi-xanh-1360097.html?utm_source=yahoo&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[YH]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/khong-the-re-hon/	http://www.lazada.vn/khong-the-re-hon/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/deal-noi-bat/	http://www.lazada.vn/deal-noi-bat/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/deal-gia-soc/	http://www.lazada.vn/deal-gia-soc/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/hang-moi/	http://www.lazada.vn/hang-moi/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/giao-hang-tiet-kiem/	http://www.lazada.vn/giao-hang-tiet-kiem/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/khuyen-mai/	http://www.lazada.vn/khuyen-mai/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/thu-tu-vui-ve/	http://www.lazada.vn/thu-tu-vui-ve/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/pages/i/vn/act/lp-flash-sale	http://www.lazada.vn/pages/i/vn/act/lp-flash-sale?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/giao-hang-nhanh-trong-ngay/	http://www.lazada.vn/giao-hang-nhanh-trong-ngay/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/hang-nhap-khau-tu-nuoc-ngoai/	http://www.lazada.vn/hang-nhap-khau-tu-nuoc-ngoai/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/pages/i/vn/act/lp-official-stores	http://www.lazada.vn/pages/i/vn/act/lp-official-stores?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK	CAT7	google	Display	Mar_2018	http://www.lazada.vn/deal-bi-an-all/	http://www.lazada.vn/deal-bi-an-all/?utm_source=google&utm_medium=Display&utm_campaign=Mar_2018&utm_content=[GG]CAT7
[GG]	-01CK		google	Display	Mar_2018		#VALUE!

1.6 KẾT QUẢ TRẢ VỀ

Totals For All Results

	Sessions	Bounce Rate	ga:goalCompletionsall	CR%
	55,421	75.50%	6,039	10.90%

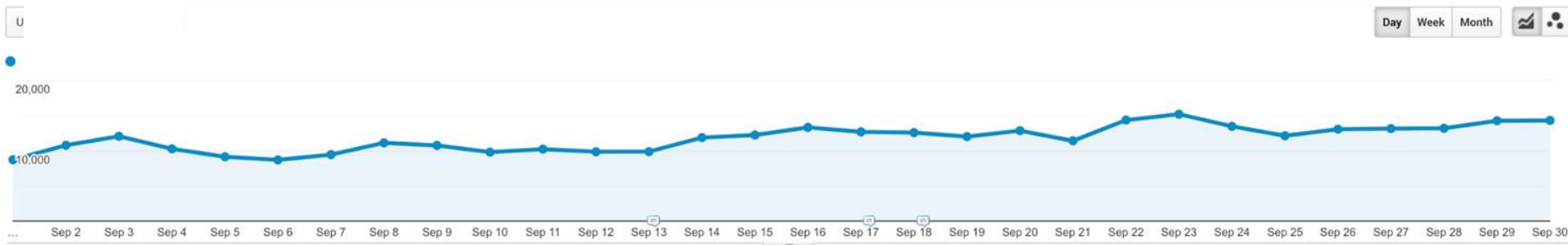
Results Breakdown

Source / Medium	Sessions	Bounce Rate	ga:goalCompletionsall	CR%
CH / Google-Search	51,518	75.70%	5,812	11.28%
CH / Facebook	2,161	70.25%	155	7.17%
CH / Google-GDN	1,715	76.21%	71	4.14%
CH / FB	17	58.82%	1	5.88%
CH / Coccoc-Search	9	66.67%	0	0.00%
CH / (not set)	1	100.00%	0	0.00%

02 PHÂN TÍCH & TỐI ƯU



2.1 PHÂN TÍCH TỔNG QUÁT



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

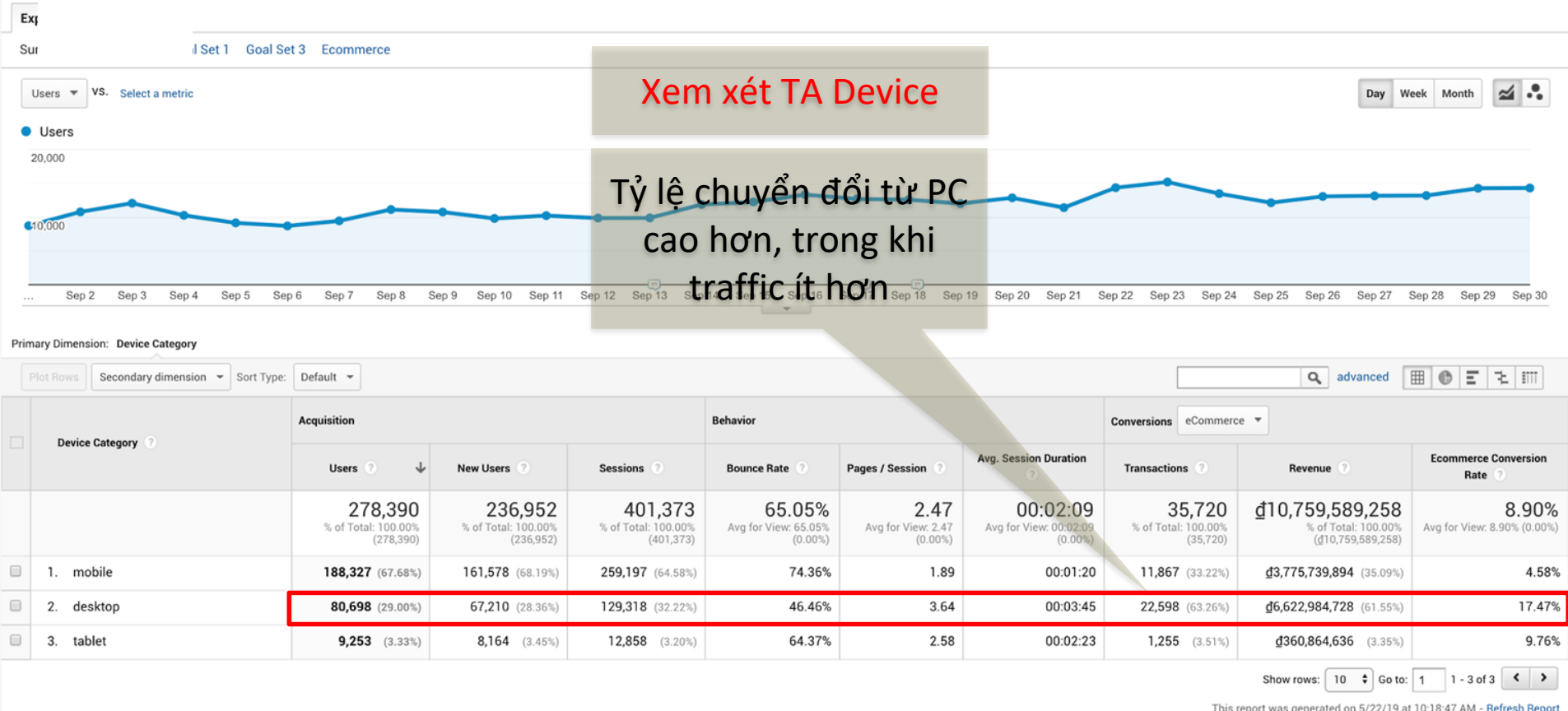
Plot Rows Secondary dimension Sort Type: Default

advanced

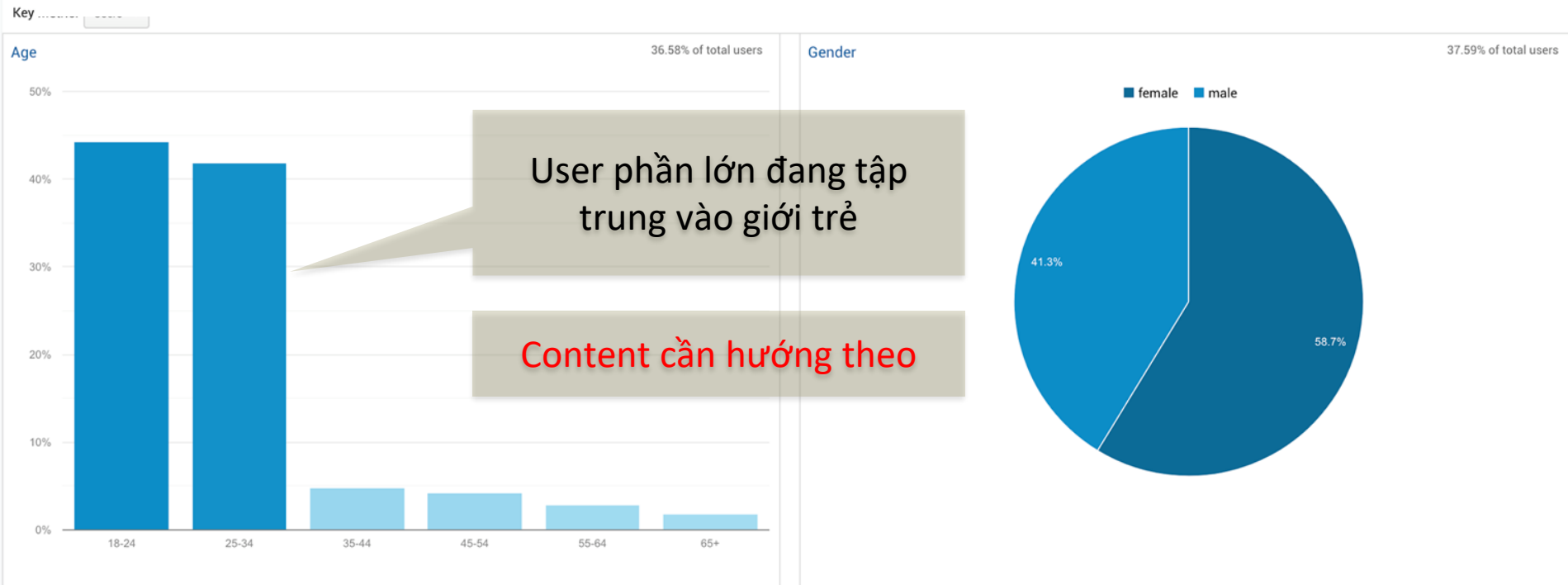
	Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	U	278,390 % of Total: 100.00% (278,390)	236,952 % of Total: 100.00% (236,952)	401,373 % of Total: 100.00% (401,373)	65.05% Avg for View: 65.05% (0.00%)	2.47 Avg for View: 2.47 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	8.90% Avg for View: 8.90% (0.00%)	35,720 % of Total: 100.00% (35,720)	₫10,759,589,258 % of Total: 100.00% (₫10,759,589,258)
	1. Paid Search	103,290 (35.04%)	87,838 (37.07%)	136,731 (34.07%)	59.26%	2.51	00:02:03	7.13%	9,751 (27.30%)	₫2,246,337,677 (20.88%)
	2. Display	68,258 (23.16%)	54,058 (22.81%)	85,974 (21.42%)	87.93%	1.23	00:00:25	0.10%	90 (0.25%)	₫20,239,760 (0.19%)
	3. Organic Search	45,630 (15.48%)	36,369 (15.35%)	60,996 (15.20%)	58.63%	3.01	00:03:10	11.48%	7,001 (19.60%)	₫3,478,137,098 (32.33%)
	4. (Other)	36,865 (12.51%)	28,988 (12.23%)	43,434 (10.82%)	83.05%	1.38	00:00:37	0.76%	332 (0.93%)	₫56,686,450 (0.53%)
	5. Direct	23,466 (7.96%)	16,327 (6.89%)	50,324 (12.54%)	35.43%	4.71	00:05:19	32.88%	16,545 (46.32%)	₫4,404,965,317 (40.94%)
	6. Referral	6,117 (2.08%)	4,534 (1.91%)	8,019 (2.00%)	57.14%	2.94	00:02:48	11.19%	897 (2.51%)	₫241,273,815 (2.24%)
	7. Social media	3,967 (1.35%)	3,241 (1.37%)	4,951 (1.23%)	57.54%	2.81	00:02:37	6.02%	298 (0.83%)	₫76,145,400 (0.71%)

2.2

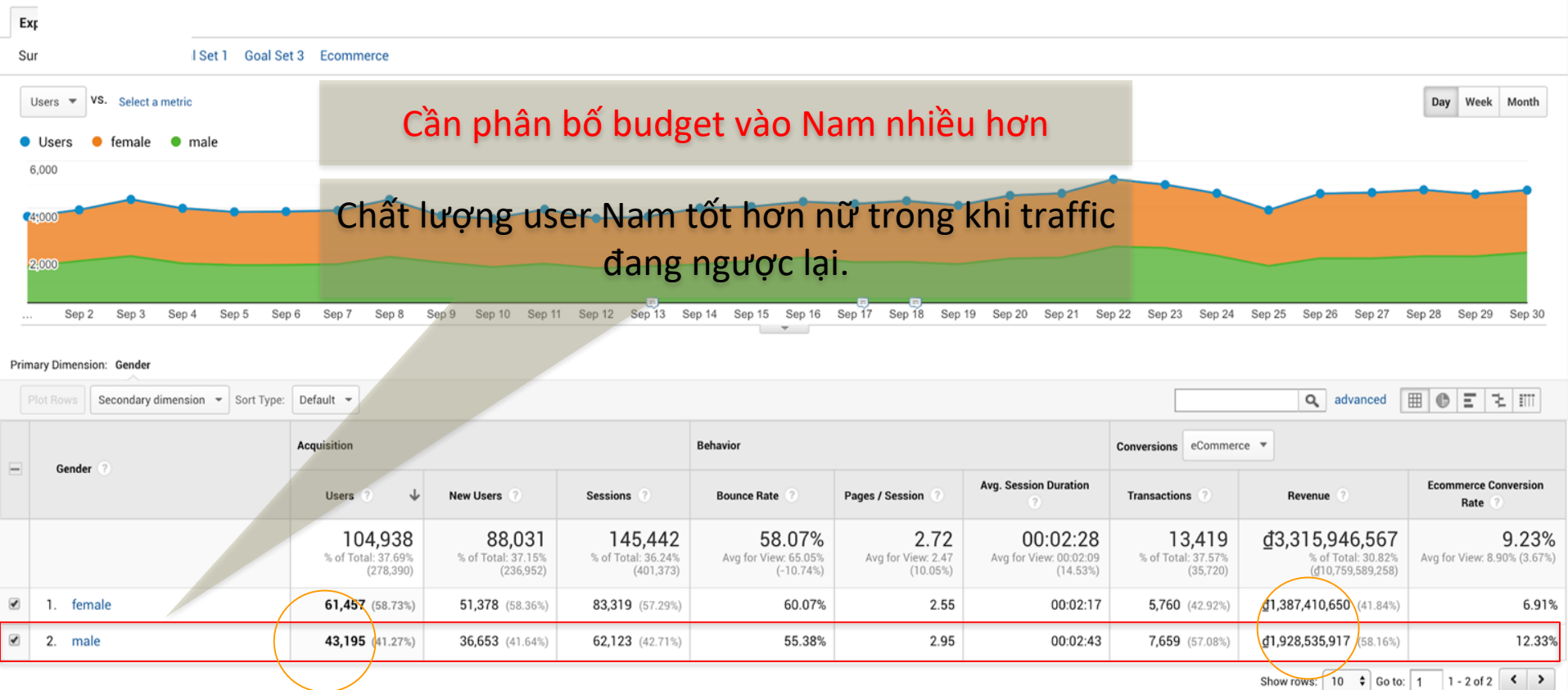
PHÂN TÍCH THIẾT BỊ TRUY CẬP



2.3 PHÂN TÍCH NGƯỜI DÙNG



2.4 PHÂN TÍCH NHÂN KHẨU HỌC



2.5

PHÂN TÍCH HÀNH VI



Explorer

Summary Site Usage Goal Set 1 Goal Set 3 Ecommerce

Users ▼ vs. Select a metric

● Users

20,000

10,000

Cần đẩy mạnh ngân sách vào remarketing.

Tỷ lệ chuyển đổi từ Returning đang rất tốt

Day Week Month



Primary Dimension: User Type

Plot Rows

Secondary dimension ▼

Sort Type: Default ▼



advanced



User Type ?	Acquisition			Behavior			Conversions eCommerce ▼		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	278,390 % of Total: 100.00% (278,390)	236,952 % of Total: 100.00% (236,952)	401,373 % of Total: 100.00% (401,373)	65.05% Avg for View: 65.05% (0.00%)	2.47 Avg for View: 2.47 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	35,720 % of Total: 100.00% (35,720)	\$10,759,589,258 % of Total: 100.00% (10,759,589,258)	8.90% Avg for View: 8.90% (0.00%)
1. New Visitor	236,271 (75.05%)	236,952 (100.00%)	236,952 (59.04%)	72.50%	1.85	00:01:13	6,368 (17.83%)	\$2,936,178,398 (27.29%)	2.69%
2. Returning Visitor	78,535 (24.95%)	0 (0.00%)	164,421 (40.96%)	54.32%	3.37	00:03:31	29,352 (82.17%)	\$7,823,410,860 (72.71%)	17.85%

Show rows: 10 ▼ Go to: 1 1 - 2 of 2

2.6

CÔNG CỤ HỖ TRỢ



Totals For All Results					
	Sessions	Bounce Rate	Ecommerce Conversion Rate	Transactions	Revenue
	401,373	65.05%	8.90%	35,720	10,759,589,258 đ
Results Breakdown					
Source / Medium	Sessions	Bounce Rate	Conversion Rate	Transactions	Revenue
google / cpc	131,905	59.07%	7.30%	9,627	2,221,515,677 đ
facebook / cpc	106,903	89.69%	0.08%	88	19,648,930 đ
google / organic	59,163	59.27%	10.99%	6,500	3,331,800,573 đ
(direct) / (none)	50,324	35.43%	32.88%	16,545	4,404,965,317 đ
CocCoc / cpc	11,493	71.32%	1.75%	201	32,040,850 đ
tripadvisor / cps	5,011	68.61%	5.03%	252	75,790,700 đ
lcn / cpc	4,206	65.72%	0.40%	17	2,392,000 đ
context.cc.coccoc.com / referral	3,261	71.45%	0.37%	12	2,292,000 đ
accengage / push-noti	3,183	84.54%	0.79%	25	6,000,150 đ
FB / cpe	3,057	61.43%	1.34%	41	7,649,380 đ
m.facebook.com / social	2,601	66.44%	1.73%	45	12,684,500 đ
google / cpv	2,230	87.94%	0.00%	0	0 đ
mailchimp / email	2,134	48.41%	12.70%	271	74,394,651 đ
coccoc / cpc	1,951	49.72%	4.87%	95	14,521,000 đ
lcn / cpm	1,125	72.00%	0.36%	4	378,000 đ
facebook.com / social	1,013	46.59%	8.49%	86	24,026,100 đ
google / cpm	990	89.39%	0.00%	0	0 đ
coccoc.com / referral	985	56.85%	3.35%	33	4,059,130 đ
coccoc-display / cpc	820	61.59%	0.24%	2	298,000 đ
l.facebook.com / social	805	45.34%	15.53%	125	29,502,700 đ
bing / organic	682	41.35%	27.13%	185	51,964,100 đ
laban.vn / referral	468	80.13%	0.21%	1	3,904,000 đ
yahoo / organic	456	36.40%	25.00%	114	33,259,625 đ

Totals For All Results				
	Sessions	Ecommerce Conversion Rate	Transactions	Revenue
	401373	0.08899452629	35720	10,759,589,258 đ
Results Breakdown				
City	Sessions	Ecommerce Conversion Rate	Transactions	Revenue
Ho Chi Minh City	227794	0.09858029623	22456	5,667,230,269 đ
Hanoi	106196	0.09221627933	9793	2,545,063,922 đ
Da Nang	14305	0.06431317721	920	232,978,660 đ
(not set)	4847	0.09923664122	481	150,706,940 đ
Bien Hoa	3221	0.0425337473	137	35,459,650 đ
Nha Trang	2657	0.0346255175	92	16,114,500 đ
Thuan An	1988	0.01911468813	38	8,896,750 đ
Can Tho	1509	0.007289595759	11	2,770,000 đ
Hoi An	1311	0.04500381388	59	18,410,500 đ
Thai Nguyen	833	0.06482593037	54	14,728,500 đ
Vung Tau	815	0.01717791411	14	3,573,800 đ
My Tho	792	0.001262626263	1	325,000 đ
Tu Son	792	0.05808080808	46	14,060,120 đ
Thai Binh	777	0.03217503218	25	6,897,300 đ
Bac Ninh	764	0.005235602094	4	799,000 đ
Long Xuyen	741	0.004048582996	3	1,015,000 đ

Totals For All Results				
	Sessions	Ecommerce Conversion Rate	Transactions	Revenue
	145442	0.09226358273	13419	3,315,946,567 đ
Results Breakdown				
Gender	Sessions	Ecommerce Conversion Rate	Transactions	Revenue
female	83319	0.06913189069	5760	1,387,410,650 đ
male	62123	0.1232876712	7659	1,928,535,917 đ



UTM BUILDER:

<http://bit.ly/2JmHrFh>

REPORT REAL TIME GOOGLE SHEET:

<http://bit.ly/2VFHvXI>

TOOL DIGITAL:

<http://bit.ly/2WMBynQ>

03

CASE STUDY



VIETRAVEL - OTA

<https://travel.com.vn/>

Challenge

After more than 23 years of operation, Vietravel is currently one of the biggest travel companies often holding tours in the form of full-flight renting packages in Vietnam. Following the trend of OTA, which has strongly spread out in Vietnam, Vietravel has developed an online booking site to scale up their business. Google and Facebook are popular and potential channels. Chin Media has implemented digital marketing to optimize and push sales for Vietravel when launching the OTA segment.

Solution

Step 1: A/B Testing
Step 2: Intensive Exploitation
Step 3: Remarketing

Channel: Google, Facebook
Model: Fix CPC
Segment: OTA

The Results

CR% > 1,3%

CIR% < 9%



Geo: HCM

Timeline: 02/2019

 Chin Media
Your Digital Agency

SAVY TPBANK - FINTECH

<https://savy.tpb.vn/savy/>

Challenge

Savy has been launching an application which allows users to save in many ways. However, it has difficulties in increasing the number of installations. Furthermore, customer acquisition and retention should also be put into consideration.

Solution

Step 1: A/B Testing
Step 2: Get user on app
Step 3: Remarketing

Channel: Google, Facebook
Model: Fix CPA
Segment: Fintech

The result

> 40.000

Install per month

> 45.00 %

CR% from install to NRU

Savy



APP TIẾT KIỂM VẠN NĂNG
HOÀN TOÀN MIỄN PHÍ

Timeline: Oct 2018 - now

Geo: Mass

THANK YOU

