



Module 16

Analytics

Module 16: Analytics

Introduction

BigCommerce provides its merchants with robust Ecommerce Analytics and Ecommerce Insights to help them understand how their products are performing against their customers. By gaining visibility into what is selling and what isn't selling, merchants are better able to merchandise their products, cross-sell and upsell customers, and drive repeat customers through marketing and outreach. BigCommerce includes a suite of built-in analytics as well as an integration with Google Analytics.

In this module you will explore reports in Ecommerce Analytics and configure Google Analytics

Learning Objectives

After completing this module, you should be able to:

- Locate reports in Ecommerce Analytics
- Describe how to add the Insights report
- Describe how billing for Insights is handled
- Navigate reports in Ecommerce Analytics
- Drill down into a report
- Export a report to a CSV
- Describe Google Analytics at a high level
- Locate the text field BigCommerce provides to add the Google Analytics Tracking Code
- Add a Google Analytics tracking code to a BigCommerce store
- Use the Google Analytics tracking code provided by BigCommerce to set up ECommerce Tracking in Google Analytics
- Identify other uses of the Tracking Code text field under the Google Analytics tab on Advanced Settings › Web Analytics

Lessons

This module includes the following lessons:

Lessons
Lesson 1: Ecommerce Analytics
Lesson 2: Ecommerce Analytics Practice
Lesson 3: Google Analytics
Lesson 4: Using Google Analytics with BigCommerce
Lesson 5: Enabling Google AMP

Analytics Lesson 01:

Ecommerce Analytics

Introduction

Ecommerce Analytics are a set of tools for reporting visitor metrics, identifying order trends, shaping merchandising strategies and helping maximize the efficacy of your marketing campaigns native to BigCommerce. This means you have a comprehensive, end-to-end view of customer engagement and revenue across all your marketing channels available in one place. By understanding your store’s performance, you will save time, resources and money.

In this lesson you will locate reports in Ecommerce Analytics and explore the Insights report.

Learning Objectives

After completing this lesson, you should be able to:

- Locate reports in Ecommerce Analytics
- Describe how to add the Insights report
- Describe how billing for Insights is handled

Content

This lesson includes the following content:

Content
Video: Ecommerce Analytics & Insights
Q&A Activity: Ecommerce Analytics and Insights

Reference

This lesson may reference the following content

Reference
KB Article: Ecommerce Analytics Overview https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics/
KB Article: Ecommerce Insights https://support.bigcommerce.com/articles/Public/Ecommerce-Insights
KB Article: Ecommerce Analytics: Glossary of Terms https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics-Glossary-of-Terms

Video: Ecommerce Analytics & Insights

Video

Watch the *Ecommerce Analytics & Insights* video on YouTube:
<https://youtu.be/UrKz-INTix0>

Notes

Use the area below for writing down any notes or key takeaways from the video:

Q&A: Ecommerce Analytics and Insights

Duration: 5 minutes

Instructions

Use the “Using Ecommerce Analytics” KB article, “Ecommerce Insights” KB article, and the “Ecommerce Analytics: Glossary of Terms” KB Article to answer the following questions:

<https://support.bigcommerce.com/articles/Public/Using-Ecommerce-Analytics>

<https://support.bigcommerce.com/articles/Public/Ecommerce-Insights>

<https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics-Glossary-of-Terms>

1. All page views from the same person that occur within ____ minutes of each other count as the same visit.
2. A merchant would like to use Ecommerce Insights. They take 600-800 orders per month and are on the Pro pricing plan. How much could they expect to pay per month for Insights?
3. A merchant just archived several hundred orders in Completed status. Should that merchant expect to see those orders removed from Ecommerce Analytics?

Analytics Lesson 02:

Ecommerce Analytics Practice

Introduction

Reports in Ecommerce Analytics are interactive and available to all stores. Merchants can drill down into the Orders report to see data on individual products pulled from the Merchandising report. Merchants can also change the layout of reports and even export data to a CSV file.

In this lesson you will interact with reports in Ecommerce Analytics.

Learning Objectives

After completing this lesson, you should be able to:

- Navigate reports in Ecommerce Analytics
- Drill down into a report
- Export a report to a CSV

Content

This lesson includes the following content:

Content
Lab Activity: Ecommerce Analytics Practice

Reference

This lesson may reference the following content

Reference
KB Article: Ecommerce Analytics https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics/
KB Article: Ecommerce Analytics > Exporting Reports https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics/#export
KB Article: Ecommerce Analytics Orders Report https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics-Reports/#orders

Build-A-Store: Ecommerce Analytics Practice

Duration: 10 minutes

In this lab you will...

- Set a date range on the Orders Report
- Export the data
- Remove and replace columns
- Drill down in the Orders report

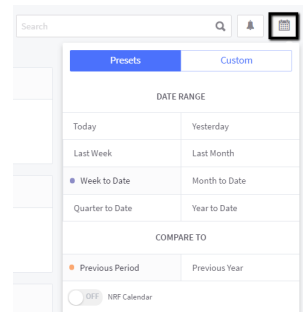
Prerequisites

1. *Build-A-Store: Managing Orders Basics*

Complete These Steps

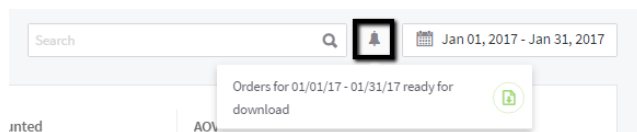
1. Set a date range on the Orders Report

- a. **Navigate** to *Analytics > Order*
- b. **Click** the calendar button in the top right corner
- c. Under *Date Range*, **select** a date range like *Yesterday* or *Week To Date*
- d. Under *Compare To*, **select** *Previous Period*



2. Export the data

- a. **Scroll** down to the list of orders
- b. **Click** the download CSV button
- c. **Click** the *Got It* button on the confirmation
- d. **Scroll** up and **click** the notifications button
- e. **Click** the *Orders for [date range] ready for download* link



ORDER #	ORDERED	ORDER C...	SUBTOTAL	DISCOUNTS	SHIPPING	TAX	TOTAL
131	2017-01-27	Unattrib...	\$229.00	\$23.00	\$12.00	\$17.99	\$235.99
130	2017-01-24	Direct	\$79.00	\$0.00	\$5.00	\$0.00	\$84.00
129	2017-01-24	Direct	\$6.00	\$0.00	\$12.00	\$1.49	\$19.49
128	2017-01-24	Direct	\$99.99	\$0.00	\$5.00	\$0.00	\$104.99
126	2017-01-23	Direct	\$79.00	\$0.00	\$12.00	\$7.51	\$98.51
125	2017-01-23	Direct	\$89.00	\$0.00	\$12.00	\$8.33	\$109.33
124	2017-01-18	Unattrib...	\$57.00	\$10.00	\$6.86	\$0.00	\$53.86
123	2017-01-18	Direct	\$30.00	\$0.00	\$12.00	\$3.47	\$45.47
122	2017-01-18	Direct	\$66.00	\$0.00	\$2.61	\$0.00	\$68.61
121	2017-01-18	Direct	\$110.00	\$0.00	\$0.00	\$9.63	\$119.63

3. Remove and reset columns

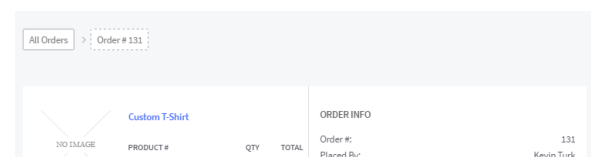
- a. **Scroll** down to the list of orders
- b. **Click** the *Hide/Show* columns button
- c. **Disable** a few columns
- d. **Click** the *Reset Table Layout* button

ORDER #	ORDERED	ORDER C...	SUBTOTAL	DISCOUNTS	SHIPPING	TAX	TOTAL
131	2017-01-27	Unattrib...	\$229.00	\$23.00	\$12.00	\$17.99	\$235.99

ORDER #	ORDERED	ORE	Order #
131	2017-01-27	Un	Ordered
130	2017-01-24	Dir	Order Channel Attribution
129	2017-01-24	Dir	Subtotal
128	2017-01-24	Dir	Discounts
126	2017-01-23	Dir	Shipping
125	2017-01-23	Dir	Tax
124	2017-01-18	Un	Total
123	2017-01-18	Direct	\$45.47

4. Drill down in the Orders report

- a. In the list of orders, **click** on an order number



- b. On the *Order Details* page, **click** the name of a product
- c. On the *Product Details* page, **click** the breadcrumbs to navigate to the Merchandising Report

Product Details


Search

Overview

Bigcommerce Crest Duffel Bag

Bigcommerce Crest Duffel Bag

SKUs



Revenue

\$199.00

n/a

QTY Sold

1

n/a

Visits

0

0%

Average Price

\$199.00

n/a

Orders

1

n/a

Abandon Rate

-9%

0%

Analytics Lesson 03:

Google Analytics

Introduction

Google Analytics is a free analytics tool that helps you track visitors and conversions on your store. Google Analytics is widely used for all types of websites including ecommerce stores. To set up Google Analytics, you will need to create a free Google account.

In this lesson you will learn the basic concepts of Google Analytics.

Learning Objectives

After completing this lesson, you should be able to:

- Describe Google Analytics at a high level
- Locate the text field BigCommerce provides to add the Google Analytics Tracking Code

Content

This lesson includes the following content:

Content
Video: Google Analytics First Steps
Q&A Activity: Google Analytics

Reference

This lesson may reference the following content

Reference
KB Article: Setting Up Google Analytics
https://support.bigcommerce.com/articles/Public/Starting-a-Bigcommerce-Trial/

Video: Google Analytics | First Steps

Video

Watch the *Google Analytics: First Steps* video on YouTube:

<https://youtu.be/lZf3YYklg8w>

Notes

Use the area below for writing down any notes or key takeaways from the video:

Q&A: Google Analytics

Duration: 3 minutes

Instructions

Use the “Setting Up Google Analytics” KB article to answer the following questions:

<https://support.bigcommerce.com/articles/Public/Setting-Up-Google-Analytics/>

1. Describe a few things that merchants can track and analyze using Google Analytics.
2. Google provides Javascript that should be added before the closing `</head>` tag on each page that should be tracked. Where can this be added in the BigCommerce control panel?

Analytics Lesson 04:

Using Google Analytics with BigCommerce

Introduction

For Google to track activity on a website, javascript must be added to every web page. BigCommerce has created an easy to use text field in the control panel where the Google Analytics tracking code can be added. Additionally, BigCommerce has developed a custom version of the Google Analytics tracking code for use with Google’s ECommerce Tracking feature.

In this lesson you will configure Google Analytics with ECommerce Tracking.

Learning Objectives

After completing this lesson, you should be able to:

- Add a Google Analytics tracking code to a BigCommerce store
- Use the Google Analytics tracking code provided by BigCommerce to set up ECommerce tracking in Google Analytics
- Identify other uses of the Tracking Code text field under the Google Analytics tab on Advanced Settings › Web Analytics

Content

This lesson includes the following content:

Content
Lab Activity: Google Analytics

Reference

This lesson may reference the following content

Reference
KB Article: Setting Up Google Analytics https://support.bigcommerce.com/articles/Public/Setting-Up-Google-Analytics/
Google Analytics Help: Get started with Analytics https://support.google.com/analytics/answer/1008015
KB Article: Ecommerce Analytics vs. Google Analytics https://support.bigcommerce.com/articles/Public/Ecommerce-Analytics-vs-Google-Analytics/

Build-A-Store: Google Analytics

Duration: 15 minutes/hours

In this lab you will...

- Access Google Analytics
- Add a tracking code to the storefront
- Test the tracking code
- Enable ECommerce Tracking

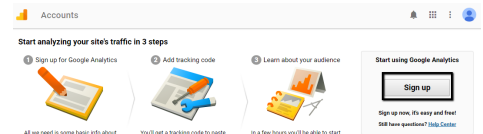
Prerequisites

1. *Lab Activity: Submit a Sitemap to Google*
2. *Lab Activity: Google Shopping Integration*

Complete These Steps

1. Access Google Analytics

- a. **Navigate** to <https://www.google.com/analytics>
- b. In the top right **click** *Sign In > Analytics*
- c. **Sign in** to the Google account used for Search Console and Merchant Center
- d. **Click** the *Sign up* button
- e. **Type** an *Account Name* and *Website Name* appropriate for your business and store
- f. **Type** the URL used in the *Submit a Sitemap to Google* activity into the *Website URL* field



Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required



Select the protocol standard (<http://> or <https://>). Enter the domain name, without any characters following the name, including a trailing slash (www.example.com, not www.example.com/).

See Google's "Add an account" article for more information:

<https://support.google.com/analytics/answer/1009694>

- g. **Complete** the remaining fields then **click** the *Get Tracking ID* button
- h. **Review** and **accept** the terms of service appropriate to your location

1. Add a tracking code to the storefront

- Copy** the `<script>` tag in the *Website tracking* text field



Example tracking code:

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

  gtag('config', 'UA-XXXXXXX-X');
</script>
```

- In a new tab or window, **navigate** to *Advanced Settings > Web Analytics* in your store's control panel
- Click** the *Google Analytics* tab on top

Settings

Tracking Code: `<meta name="google-site-verification" content="7ULndx0hrFB48dN2n Cv9A2wGeLvFtmhFFh7RM0b6CpY" />`

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-42625534-4"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-42625534-4');
</script>
```

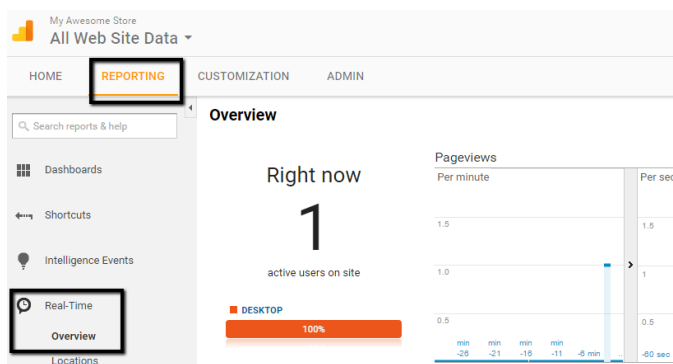
- Paste** the tracking code into the *Tracking Code* text field underneath the `<meta>` tag
- Click** the *Save* button

2. Test the tracking code

- Navigate** to the storefront
- In another tab or window, **return** to Google Analytics at <https://analytics.google.com/>
- Click** the *Reporting* tab on top
- Navigate** to *Real Time > Overview* in the left side navigation



You should see one active visitor indicating the tracking code recognizes you recently interacted with the storefront



2. **Enable** Ecommerce Tracking



Ecommerce tracking will allow you to track your conversions with Google Analytics. It provides analytical data such as, total revenue, rate of conversions, and number of unique purchases.

You must have a dedicated SSL certificate as this feature. For this exercise, you will update the tracking code and enable the feature, but it will not function if the store is still on a *.mybigcommerce.com subdomain or an SSL certificate has not been installed.

- a. **Navigate** to the BigCommerce support article *Setting Up Google Analytics* at <https://support.bigcommerce.com/articles/Public/Setting-Up-Google-Analytics/>
- b. **Complete** the steps in the *E-commerce Tracking* section to replace the tracking code you added in step 2.d with the tracking code from the BigCommerce support article

Given that the Tracking Code text field under the Google Analytics tab on Advanced Settings › Web Analytics injects the Google Analytics tracking code and/or the the Google site verification <meta> tag into the <head> element of every page, can you think of any other uses for this text field?

Analytics Lesson 05:

Enabling Google AMP

❑ Introduction

Google AMP (Accelerated Mobile Pages), is an open-source project to improve page speed on mobile devices by using a specific framework for a page's code. The improved performance on mobile devices provides a better browsing experience for shoppers and boosts ranking on Google search. Google AMP pages appear with an icon while searching on a mobile device. To learn more about the Google AMP project itself see AMP Overview on the Google AMP project site.

❑ Learning Objectives

After completing this lesson, you should be able to:

- Describe the benefits of Google AMP
- Describe the requirements to use Google AMP
- Enable Google AMP
- Describe use of Google Analytics Tracking ID with AMP pages

❑ Reference

This lesson may reference the following content

Reference
KB Article: Enabling Google AMP https://support.bigcommerce.com/articles/Public/Google-AMP/

Build-A-Store: Google AMP

Duration: 5 minutes/hours

In this lab you will...

- Review the benefits of Google AMP
- Review requirements to use Google AMP
- Enable Google AMP
- Review use of Google Analytics Tracking ID with AMP pages

Prerequisites

1. *Lab Activity: Submit a Sitemap to Google*
2. *Lab Activity: Google Shopping Integration*
3. *Lab Activity: Setting up Google Analytics*

Google AMP (Accelerated Mobile Pages), is an open-source project to improve page speed on mobile devices by using a specific framework for a page's code. The improved performance on mobile devices provides a better browsing experience for shoppers and boosts ranking on Google search. Google AMP pages appear with an icon while searching on a mobile device. To learn more about the Google AMP project itself see AMP Overview on the Google AMP project site.

Complete These Steps

1. **Enable** Google AMP

- a. **Navigate** to your store's Control Panel
- b. **Navigate** to *Advanced Settings* › *Google AMP*



Before you can enable Google AMP, you must verify your theme is compatible with the Google AMP feature. If your theme is not compatible, you can find Google AMP enabled themes by accessing the Theme Marketplace and clicking on the Google AMP Enabled filter, to find themes with this feature.

It is possible to implement Google AMP to unsupported themes. For merchants interested in this option, they should be directed to the BigCommerce [Developer Documentation](#).

- c. **Enable** Google AMP for Product and Category Pages



Once a merchant has enabled Google AMP, it is recommended that they use their Google Analytics Tracking ID to begin tracking statistics on AMP enabled pages.

Why might a user want to avoid enabling Google AMP on Product Pages?
