

Setting Up Automated Google Analytics Reports

Introduction

At Zemanta, our objective is to drive quality traffic to your site's content that meets or exceeds your campaign KPIs. Reliable data is key to any traffic acquisition campaign, and being able to analyze your campaign's postclick performance is vital for the success of your campaign.

This tutorial explains how you can setup Google Analytics traffic analysis report that will be imported back to our system as an additional signal for our traffic performance optimisation process. As a result of this you will also be able to review campaign performance metrics in our Zemanta ONE dashboard.

Prerequisites

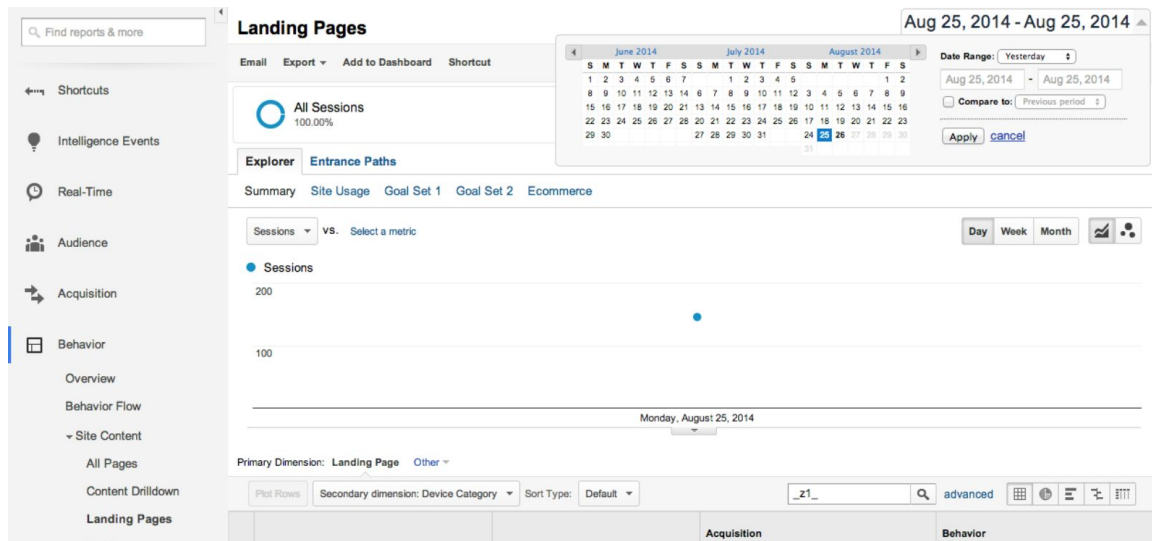
- Your website uses Google Analytics to monitor and analyze traffic
- You have administrative access to your site's Google Analytics account

Steps to create an automated daily traffic performance report

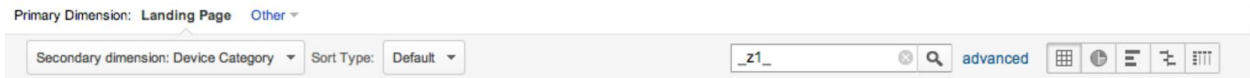
1. Log in to your Google Analytics account and select the site that you are promoting by clicking **All Web Site Data**:



2. In the left panel, under the section **Behavior**, expand **Site Content** and select **Landing Pages**. Change the date range to **Yesterday**, and click **Apply**. Set the secondary dimension to **Device Category**.



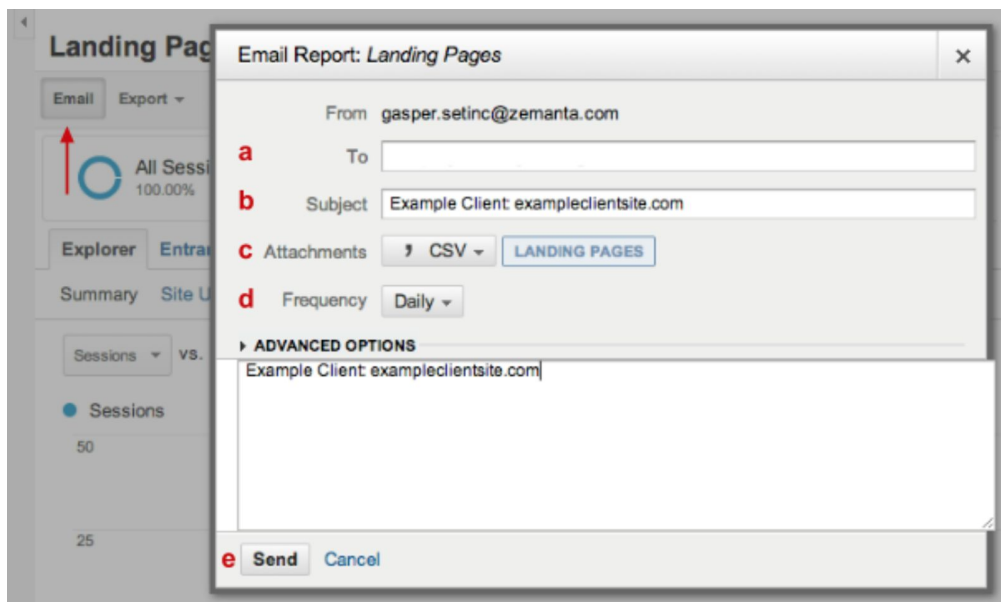
3. In the search box below the main graph, search for “_z1_” (this will filter the traffic being displayed in GA to all user visits that Zemanta drove to your site):



4. Expand the list to show 5000 items:

A screenshot of a Google Analytics table. The table has several columns with data. A red arrow points to the 'Show rows' dropdown menu, which is currently set to '10'. The dropdown menu shows options for 10, 25, 50, and 100 rows. Below the table, it says 'Go to 1 1 - 10 of 522' and 'back'.

5. Click on **Email**. A window will appear for you to schedule an automated email report.
- Send the Email Report to: gareports@mailapi.zemanta.com
 - Customize the Subject to specify the campaign name and/or the site's domain (ie: Example Campaign: Exampleclientsite.com)
 - Set the Attachments format to **CSV**
 - Set the Frequency to **Daily**
 - Click **Send**



You're all set!

Zemanta's campaign management team will receive Google Analytics reports for the traffic that we're driving to your site. We'll analyze this data to make optimizations to your campaign.

FAQ

Under what conditions am I sharing my data with Zemanta?

Zemanta will use this data to plan the execution of your campaign and improve the overall performance of Zemanta systems. This data will never be shared with any third parties.