



Web analytics, tools, tips and tricks

Vladimir Sitnikov, Internet Marketing Lead

Google tag manager

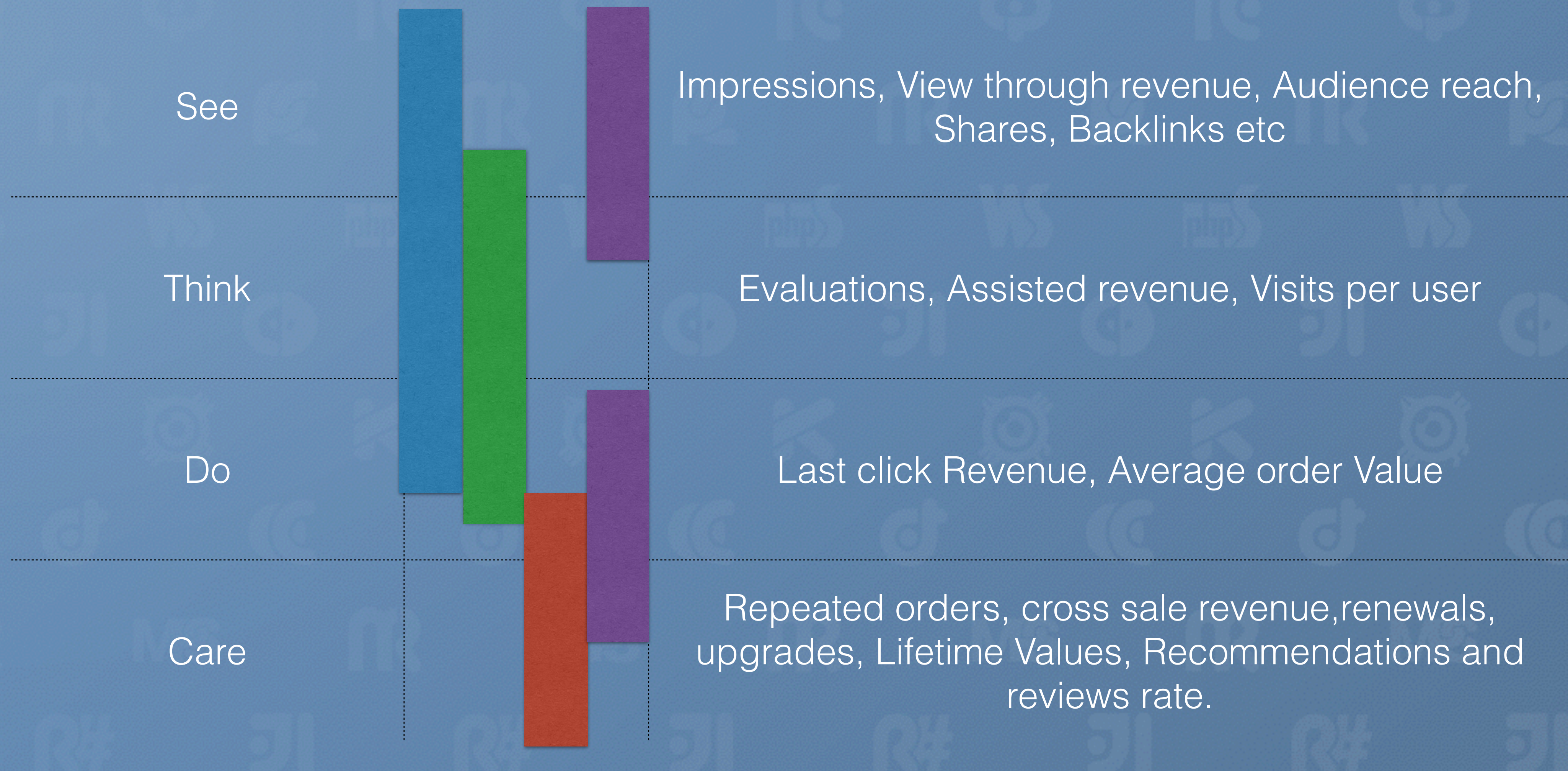
1. Custom Tracking on Demand
2. External Links Tracking
3. Internal Banners performance
4. Online conversions
5. Conversion experiments

Website Analytics

1. Google analytics
2. CRM systems/Akamai/Marketo
3. Crazy Egg, Yandex Metrika, Surveys

Analytics by channels

1. 3rd Party tools
2. Doubleclick Suite
3. Webmaster tools





Use 2 aligned metrics instead of 1

Plans and forecasts














Year	Year-over-Ye	Goal, %
2014	44.00%	
2015 (expected)	33.00%	50.00%
2015 (actual)		

Multichannel Funnels

Path Length in Interactions	Conversions
1	2,381,541
2	669,272
3	317,111
4	188,496
5	124,630
6	90,002
7	67,329
8	51,906
9	41,089
10	32,416
11	26,422
12+	153,715

	Time Lag in Days	Conversions
	0	2,766,534
	1	65,856
	2	45,105
	3	35,703
	4	31,350
	5	30,235
	6	32,311
	7	28,535
	8	23,548
	9	20,338
	10	18,683
	11	18,819
+	12-30	310,273
+	31-60	321,081
+	61-90	395,516

Attribution models

	Last Interaction	
	Last Non-Direct Click	
	Last AdWords Click	
	First Interaction	
	Linear	
	Time Decay	
	Position Based	

More:

1. Service providers
2. Site search analytics
3. 3rd Party Services domains as referrals
4. Demographic data in GA
5. Google translate referrals
6. Universal analytics

3rd party platforms

1. Youtube
2. Social media
3. Mentions tracking
4. External links
5. Competitive Intelligence
6. International analytics
7. Unstructured data



Thank you! Questions?