Digital Performance Report

1. Standard Table

Campaign	Tactic	Impressions ❷ ▾	Clicks	Total Conversions ❶ ▾	Media Spend
Campaign 3	Tactic 2	3,031,427	9,120	193	$19,059
Campaign 1	Tactic 2	3,153,701	9,582	192	$21,077
Campaign 4	Tactic 2	4,675,315	7,771	189	$18,446
Campaign 5	Tactic 3	3,605,585	5,071	187	$21,271
Campaign 1	Tactic 1	2,796,975	8,207	187	$16,611
Campaign 2	Tactic 3	5,360,017	9,449	178	$23,953
Campaign 3	Tactic 3	3,824,281	5,276	165	$18,352
Campaign 1	Tactic 3	1,117,986	5,351	159	$22,840
Campaign 5	Tactic 2	5,041,928	9,784	156	$17,870
Campaign 3	Tactic 1	5,793,646	6,984	152	$16,463
Campaign 4	Tactic 3	2,211,950	6,064	145	$17,855
Campaign 2	Tactic 2	5,826,978	8,925	135	$24,248
Campaign 2	Tactic 1	1,049,566	8,871	114	$17,473
	Grand total	**52,345,202**	**119,493**	**2,373**	**$295,841**

2. Pivot Table - Row Dimensions *(with Filter Control)*

Campaign ▾

Campaign	Tactic	Impressions	Clicks	Total Conversions	Media Spend
Campaign 3	Tactic 1	5,793,646	6,984	152	$16,463
	Tactic 3	3,824,281	5,276	165	$18,352
	Tactic 2	3,031,427	9,120	193	$19,059
Campaign 2	Tactic 2	5,826,978	8,925	135	$24,248
	Tactic 3	5,360,017	9,449	178	$23,953
	Tactic 1	1,049,566	8,871	114	$17,473
Campaign 5	Tactic 2	5,041,928	9,784	156	$17,870
	Tactic 3	3,605,585	5,071	187	$21,271
	Tactic 1	3,439,662	9,936	108	$16,175
Campaign 4	Tactic 2	4,675,315	7,771	189	$18,446
	Tactic 3	2,211,950	6,064	145	$17,855
	Tactic 1	1,416,185	9,102	113	$24,148
Grand total		**52,345,202**	**119,493**	**2,373**	**$295,841**

3. Pivot Table - Row and Column Dimensions *(with heatmaps)*

Campaign ▾

Tactic ▾

	Country / Impressions / Clicks				
		Canada			Brazil
Campaign	Impressions	Clicks		Impressions	Clicks
Campaign 5	7,045,247	15,007		5,041,928	9,784
Campaign 4	4,675,315	7,771		3,628,135	15,166
Campaign 3	9,617,927	12,260		3,031,427	9,120
Campaign 2	5,826,978	8,925		6,409,583	18,320
Campaign 1	3,914,961	13,558		3,153,701	9,582

Digital Performance Report

1. Adding Calculated Fields - *CTR, CPA*

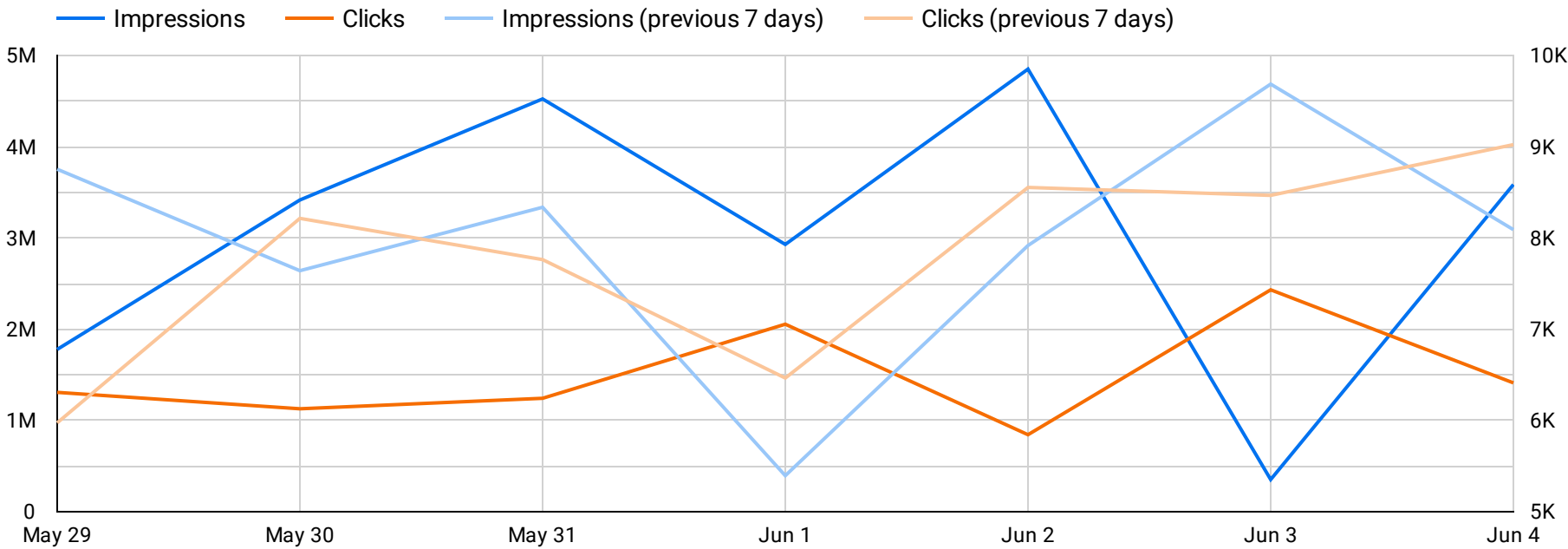| Complex Campaign	Impressions ▾	Clicks	CTR	Total Conversions	Media Spend	CPA ($)	
2019_New Campaign_EN_Expanded_Brand	5,826,978	8,925	0.15%	135	$24,248	$179.61	▬▬▬▬
2019_New Campaign_FR_Expanded_Brand	5,360,017	9,449	0.18%	178	$23,953	$134.57	▬▬▬
2019_New Campaign_Expanded_FR_Brand	5,100,109	7,666	0.15%	134	$22,863	$170.62	▬▬▬▬
2019_New Campaign_EN_Brand	4,500,294	7,504	0.17%	167	$15,006	$89.86	▬
2019_New Campaign_Expanded_EN_Brand	3,450,279	6,700	0.19%	113	$17,560	$155.40	▬▬▬
2019_New Campaign_Brand_FR	3,153,701	9,582	0.30%	192	$21,077	$109.78	▬▬
2019_New Campaign_Brand_EN	2,796,975	8,207	0.29%	187	$16,611	$88.83	▬
Grand total	**2,796,975**	**8,207**	**0.29%**	**187**	**$16,611**	**$88.83**	

2. Creating Custom Dimensions with Conditional Expressions (CASE + IN) - *Language*

Language	Campaign	Impressions	Clicks	Total Conversions	Media Spend
English	Campaign 2 - EN	9,277,257	15,625	248	$41,808
	Campaign 1 - EN	7,297,269	15,711	354	$31,617
	Total	**16,574,526**	**31,336**	**602**	**$73,425**
French	Campaign 2 - FR	10,460,126	17,115	312	$46,816
	Campaign 1 - FR	5,603,735	18,277	348	$41,529
	Total	**16,063,861**	**35,392**	**660**	**$88,345**
Grand total		**32,638,387**	**66,728**	**1,262**	**$161,770**

## 3. Creating Custom Dimensions with Conditional Expressions (CASE + REGEXP_MATCH) - *Advanced Language, Type*

Language (Adva...	Complex Campaign	Type	Impressions	Clicks	Total Conversions	Media Spend
English	2019_New Campaign_EN_Expanded_Brand	EN	5,826,978	8,925	135	$24,248
	2019_New Campaign_EN_Brand	EN	4,500,294	7,504	167	$15,006
	2019_New Campaign_Expanded_EN_Brand	EN	3,450,279	6,700	113	$17,560
	2019_New Campaign_Brand_EN	EN	2,796,975	8,207	187	$16,611
French	2019_New Campaign_FR_Expanded_Brand	FR	5,360,017	9,449	178	$23,953
	2019_New Campaign_Expanded_FR_Brand	FR	5,100,109	7,666	134	$22,863
	2019_New Campaign_Brand_FR	FR	3,153,701	9,582	192	$21,077
	2019_New Campaign_FR_Brand	FR	2,450,034	8,695	156	$20,452
Grand total			**32,638,387**	**66,728**	**1,262**	**$161,770**

Digital Performance Report

1. Creating a Time Series with Rolling Dates

Legend: — Impressions — Clicks — Impressions (previous 7 days) — Clicks (previous 7 days)

2. Applying Interaction Filters and Dynamic Data Comparison

City	Impressions ▾	% Δ	Clicks	% Δ	Total Conversions	% Δ
Montreal	8,293,761	49.2% ⬆	19,775	17.9% ⬆	467	27.9% ⬆
Calgary	8,267,324	3.0% ⬆	11,972	-26.2% ⬇	254	-21.4% ⬇
Toronto	4,876,511	-32.6% ⬇	13,675	-36.3% ⬇	258	-42.9% ⬇
Grand total	**21,437,596**	**3.0% ⬆**	**45,422**	**-16.6% ⬇**	**979**	**-14.1% ⬇**

4,876,511 — 8,293,761

All		
Montreal	Calgary	Toronto
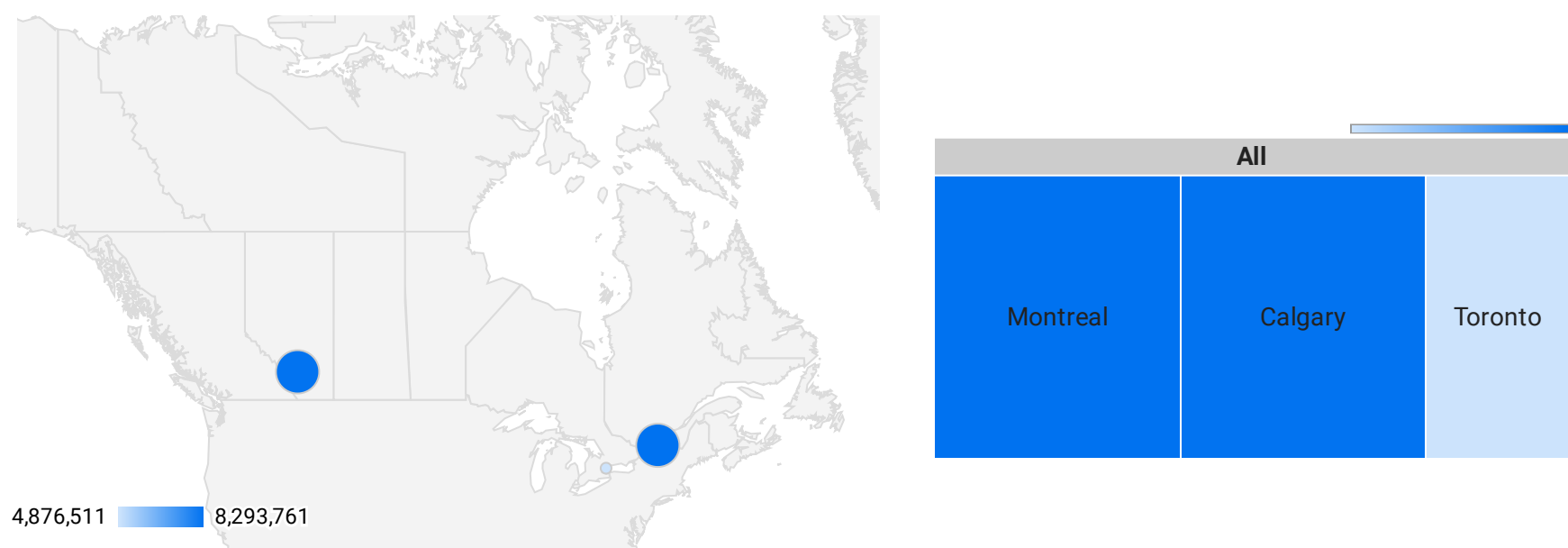
Digital Performance Report

1. Blending two Data Sources (LEFT OUTER JOIN) and Creating a Blended Field

Legend: Sessions (datastudio.ca) — Sessions (datastudio.com) — Traffic Difference
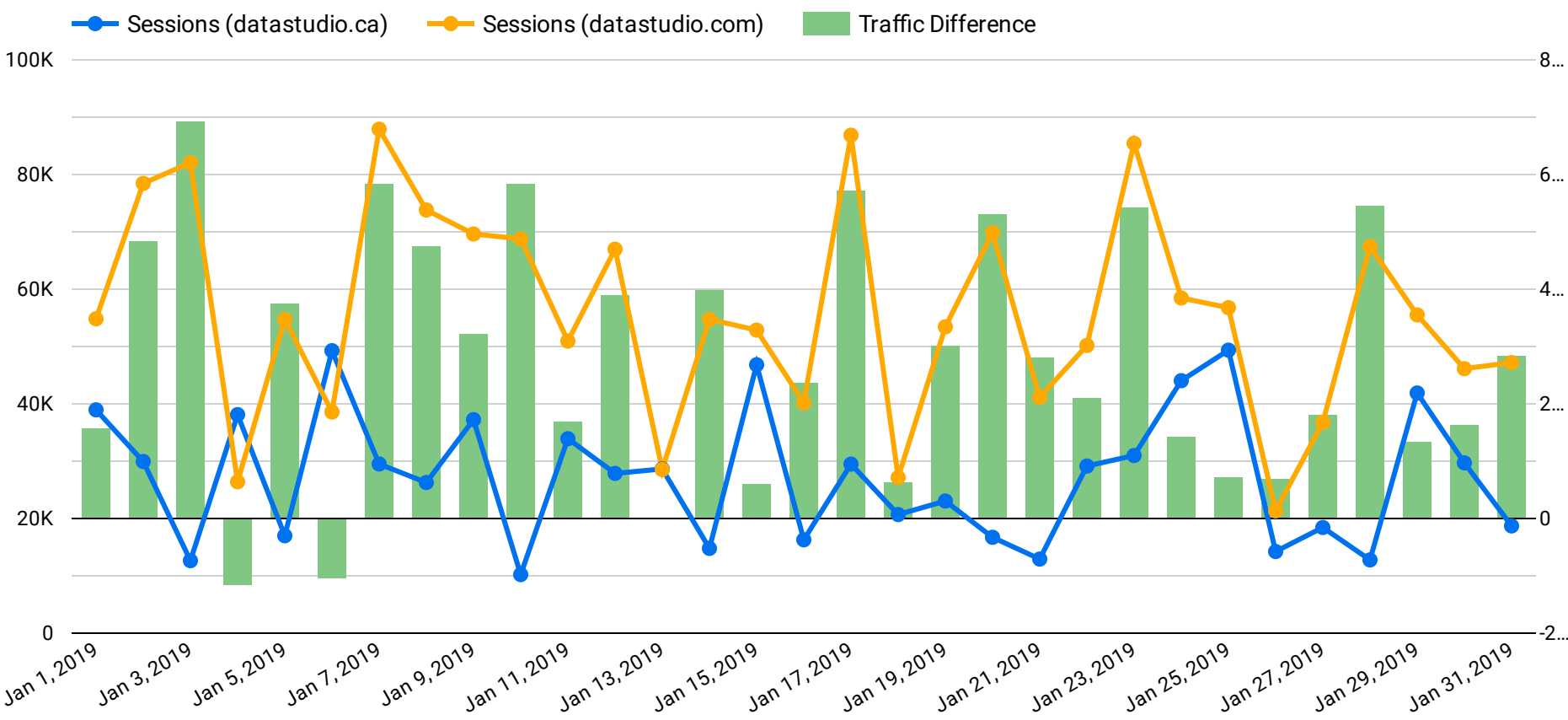
2. Blending Dimensions with High Cardinality + Add calculated "CPA" field

Campaign ▲	Tactic	Creative Version	Impressions	Clicks	Total Conversions	Spend ($)	CPA ($)
Campaign 1	Tactic 1	Blue	8,116,866	6,164	229	$15,236	$66.53
Campaign 1	Tactic 1	Green	9,893,606	5,822	167	$13,159	$78.80
Campaign 1	Tactic 2	Green	9,476,698	7,824	199	$52,243	$262.53
Campaign 1	Tactic 2	Blue	1,116,701	6,638	118	$45,884	$388.85
Campaign 1	Tactic 3	Blue	8,466,774	6,750	166	$55,933	$336.95
Campaign 1	Tactic 3	Green	5,423,892	5,896	102	$51,122	$501.20
Campaign 2	Tactic 1	Green	4,488,492	6,667	125	$40,857	$326.86
Campaign 2	Tactic 1	Blue	4,212,469	4,218	101	$20,435	$202.33
Campaign 2	Tactic 2	Blue	7,133,958	3,243	181	$19,280	$106.52
Campaign 2	Tactic 2	Green	8,685,605	6,989	246	$24,427	$99.30
Campaign 2	Tactic 3	Green	1,794,361	6,569	158	$53,074	$335.91
Campaign 2	Tactic 3	Blue	9,889,111	7,737	203	$58,938	$290.33

Create a User Journey Funnel with Google Analytics

■ Users   ■ Users % of Total (Home)

Home	23,260
	100%
Shopping Cart	6,731
	28.94%
Checkout Your Information	1,293
	5.56%
Payment Method	1,144
	4.92%
Shipping Information	464
	1.99%
Checkout Confirmation	72
	0.31%

0   2K   4K   6K   8K   10K   12K   14K   16K   18K   20K   22K   24K
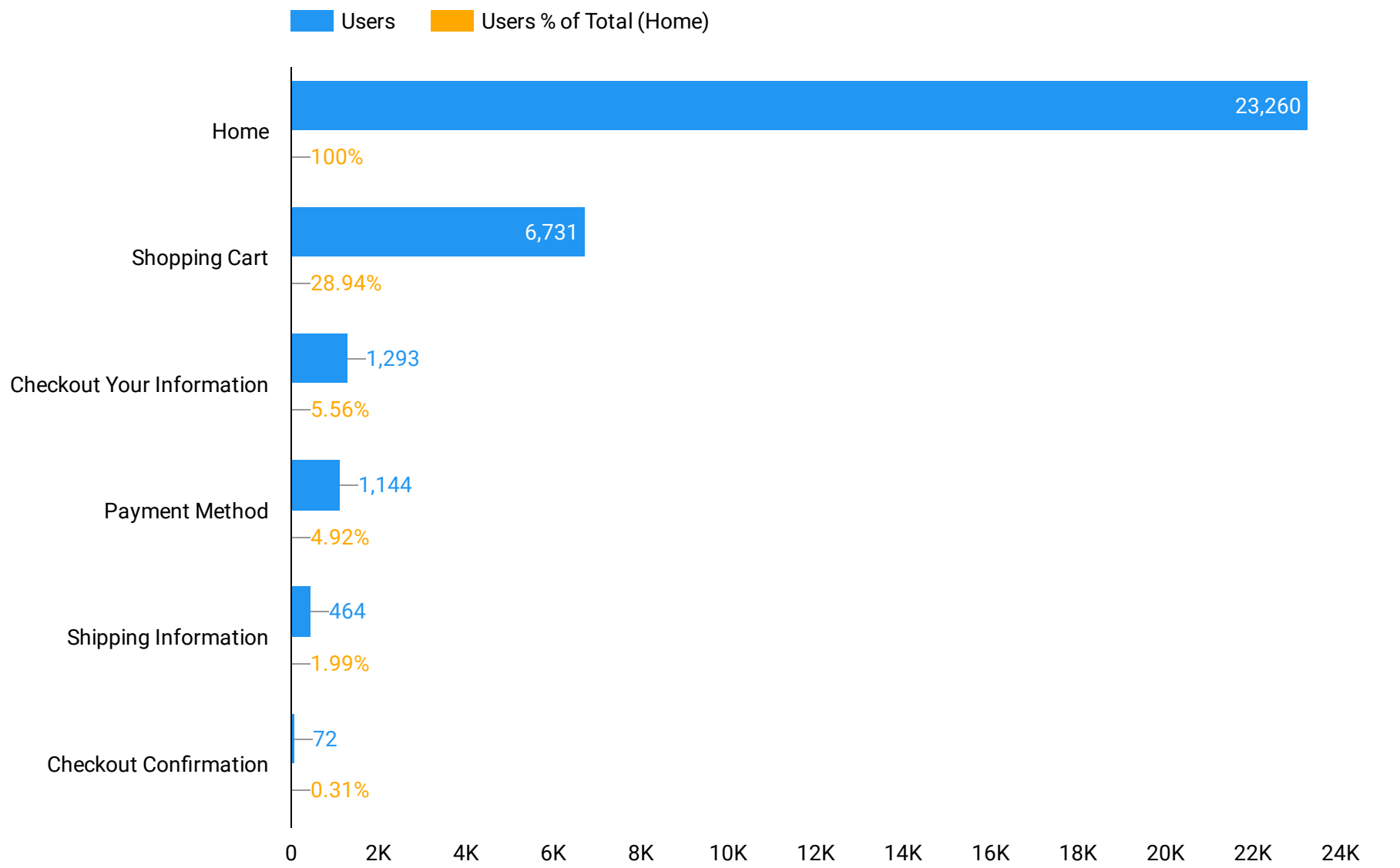
Device Breakdown and User-Level Analysis (E-commerce)

Core Metric Performance with Device Breakdown

Impressions

44.3% | 34.2% | 21.5%

● Desktop ● Mobile ● Tablet

Clicks

40.1% | 34.5% | 25.4%

● Mobile ● Tablet ● Desktop

Transactions

47.8% | 31.7% | 20.4%

● Mobile ● Tablet ● Desktop
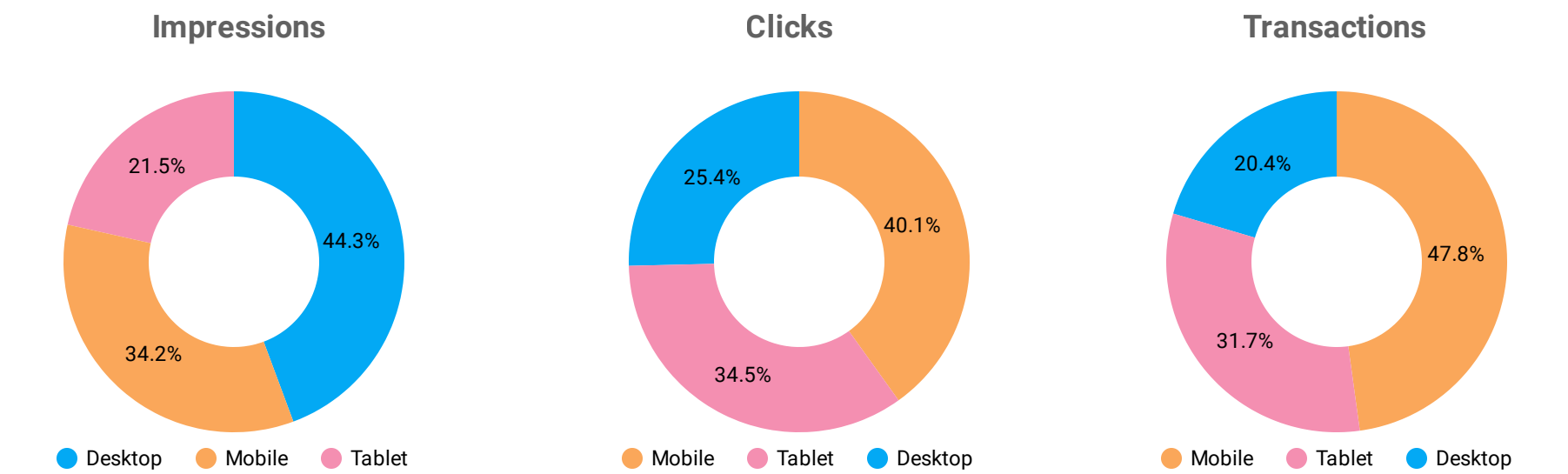
Tactic Performance against Core Metrics *(applying interaction filter)*

Tactic	Impressions	Clicks	Transactions	Revenue
Tactic 1	1,036	133	29	$3,716
Tactic 7	1,077	155	28	$2,312
Tactic 4	1,094	139	30	$1,967
Tactic 6	1,062	165	27	$1,760
Tactic 3	1,036	158	21	$1,689
Tactic 10	773	134	24	$1,563
Tactic 5	968	139	16	$1,562
Tactic 9	868	134	23	$1,360
Tactic 2	884	142	16	$1,270
Tactic 8	1,010	155	16	$975
Grand total	**9,808**	**1,454**	**230**	**$18,174**

User-Level Scatter Plot Chart *(applying interaction filter)*

Digital Performance Report
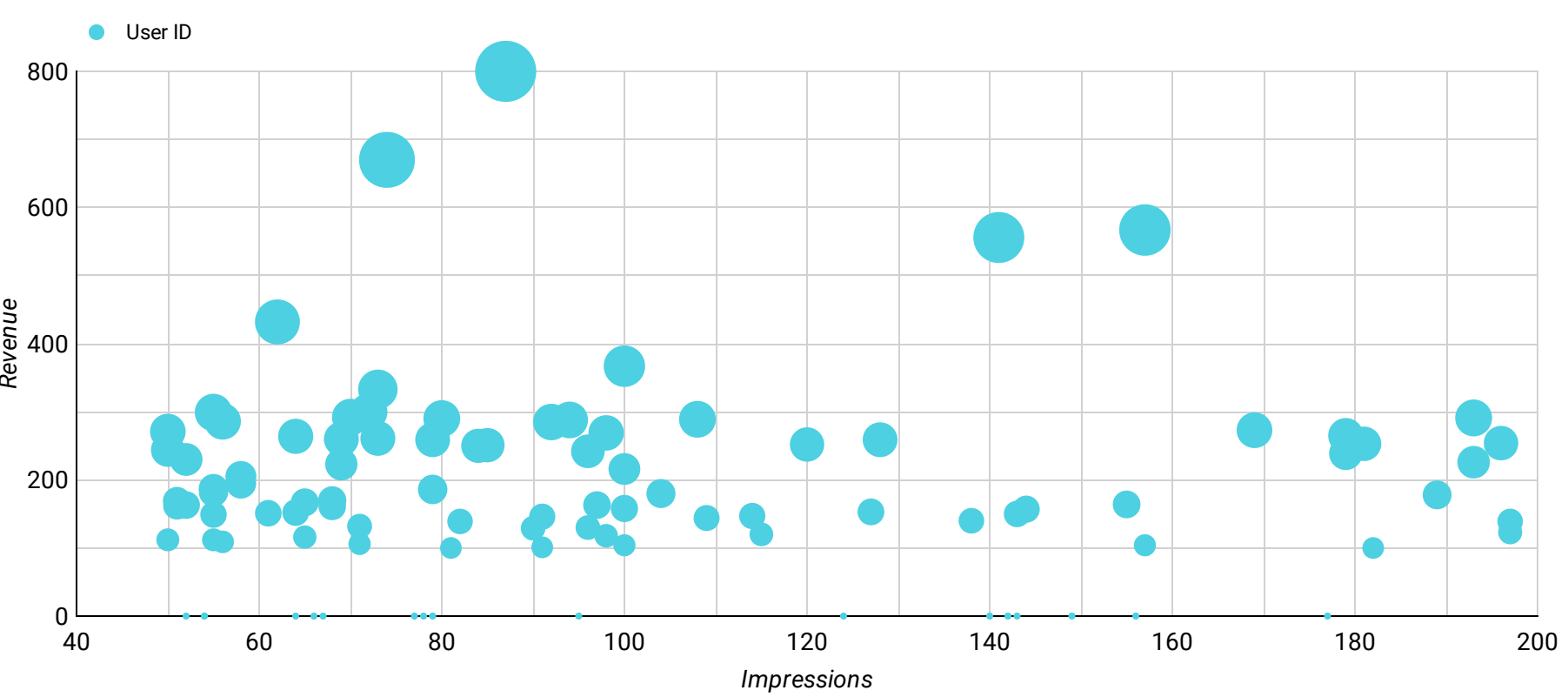
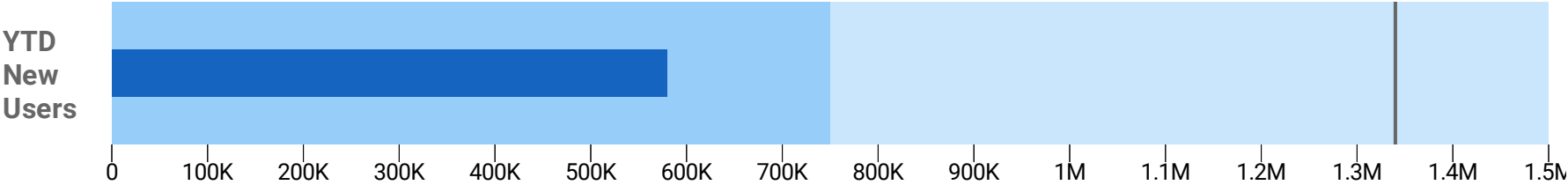| Sessions	Pageviews	Bounce Rate	% Exit
56,753	**283,934**	**36.23%**	**19.98%**
⬇ -11.6%	⬇ -16.8%	⬆ 2.5%	⬆ 6.4%

How are we performing against our goal?
Objective: Increase the volume of net new users coming to site by 20%

YTD New Users

0	100K	200K	300K	400K	500K	600K	700K	800K	900K	1M	1.1M	1.2M	1.3M	1.4M	1.5M

How are our channels performing?
KPI(s): Sessions, Bounce Rate

Channels	Sessions ▾	% Δ	Pageviews	% Δ	Bounce Rate	% Δ	% Exit	% Δ
Organic Search	27,120	-12.8% ⬇	130,162	-7.8% ⬇	38.07%	-8.7% ⬇	20.83%	-5.4% ⬇
Direct	11,429	-12.0% ⬇	63,863	-23.4% ⬇	29.36%	14.8% ⬆	17.89%	14.8% ⬆
Referral	10,612	-19.4% ⬇	65,632	-28.0% ⬇	25.11%	11.8% ⬆	16.16%	11.9% ⬆
Social	2,706	18.7% ⬆	7,559	6.9% ⬆	59.42%	1.9% ⬆	35.8%	11.1% ⬆
Affiliates	1,765	-51.4% ⬇	5,160	-66.1% ⬇	55.52%	34.2% ⬆	34.21%	43.5% ⬆
Display	1,357	97.2% ⬆	3,119	107.9% ⬆	73.4%	-4.5% ⬇	43.51%	-5.1% ⬇
Paid Search	920	195.8% ⬆	4,201	120.6% ⬆	38.15%	36.4% ⬆	21.9%	34.1% ⬆
(Other)	844	42,100.0% ⬆	4,238	211,800.0% ⬆	33.18%	-66.8% ⬇	19.92%	-80.1% ⬇
Grand total	**56,753**	**-11.6% ⬇**	**283,934**	**-16.8% ⬇**	**36.23%**	**2.5% ⬆**	**19.98%**	**6.4% ⬆**

Traffic volume generated by each page

Page	Sessions ▾	Pageviews
/home	25,264	43.0K
/google+redesign/shop+by+brand/youtube	6,908	10.3K
/google+redesign/apparel/mens/mens+t+shirts	2,638	7.7K
/google+redesign/bags	1,749	11.6K
/google+redesign/apparel	1,714	6.9K
/signin.html	1,626	10.6K
/google+redesign/apparel/mens/mens+warm+gear	1,208	9.8K
/basket.html	1,133	16.8K
/store.html	898	3.6K
/google+redesign/accessories	795	4.2K

1 - 10 / 452 ‹ ›

AdWords Keyword Performance

Search Query	Impressions ▾	Clicks
google merchandise store	539	175
youtube merch	408	135
youtuber merch	242	102
youtube merchandise	134	52
google merchandise	83	26
google swag	47	17
google merch	39	13
google backpack	37	8
google apparel	32	14
youtube store	32	15
merch youtube	25	8
googlemerchandisestore	22	8
merch for youtubers	20	5

1 - 20 / 80 ‹ ›