[**http://go/au-drive**](http://go/au-drive)

[**http://go/csi-demos**](http://go/csi-demos)

Tag manager allows the web owner to add a single tag on their website that will enable them to manage other tags within a manageable UI.

*G-drive hack: share->advanced->public, anyone can view->copy ID->paste after* [*www.googledrive.com/host/*](http://www.googledrive.com/host/)

Qs:

* Question: selective user access per tag (e.g. developer, approver, publisher)
* Version control (marketing vs. dev vs. agency)?
* Asymmetric script loads?

Google analytics is only a first party cookie platform. First party cookies are only accessible through the domain that requests it. Why is this a problem?

* First party cookies will generate a different cid for the different domain.
* There is a workaround to copy 3rd party cookies and overwrite 1st party cookies which is not (legally in some countries) supported by GA.
* Therefore the information generated across domains will be different -> more apparent users.

Possible fix: <https://support.google.com/analytics/answer/1034342?hl=en>

Internal: just as google has done, move away from subdomains (drive.google.com to google.com/drive) as it has benefits for tracking and seo.

Tracking events:

Keep the categories consistent. E.g. button, video, forms, …

The most important things to track when tacking a button is the name of the button and where it was (page name / URL)

Limits:

The actual hit limit (collect) is 50M but may be brought down to 10M at any moment.

**Mobile measurement (refer to preso)**

* Device type is not sufficient to evaluate mobile performance
* Look at the operating system instead of device name in primary dimension.
* When evaluating mobile performance, look at the bounce rate

(i) When filtering the data for bounce rate or pages/session, develop a threshold by looking at the average from the top 10 countries using sessions.

(i) Define the minimum number of sessions that qualify a data row.

Looking at which pages to use as landing pages (very important for advertising) by looking at the type of device, landing page report (content behavour), and the comparison view. Lower performing landing pages should be reviewed (bad as adwords links because people just leave)

Search reports can be used to quantify intent of the customer.

Research and shopping behaviour throughout the day/weekday. Create a custom report to show the day/hour and look at the behaviour. Exporting to excel can show day of week/hour of day for each of the devices.

Remember industry benchmarking.

Check cross device ratio checks the dependence of the client on cross device conversions using the ratio between first and last device (or something like that, refer to last slides).

**Very important: mobile attribution modeling:** Unlock budgets by proposing a test of the mobile attribution model to store (to be discussed on Thur morning) and mobile impact on the site.

Using user demographic interests

* Best practice for in-market audience conversions: target the users that have the highest conversion rates; remarket to them regardless of the absolute number of sessions, then test the performance in a matter of about 4 weeks.
* When segmenting (or developing remarketing lists) with GDN audiences, use multiple tests by using regex matches “(seg1)|(seg2)|(seg3)”

**Acquisition**

Overcoming the multiple paid source/mediums: - by filtering the unrecognised paid traffic!

Always compare apples to apples! E.g. google/cpc (search and display) cannot be compared to google/cpm and cannot be compared to facebook/cpc (only display)

* For more accurate results, select - ad distribution network
* Filter out Google search (for example) to only show display. Only compare apples to apples.

(i) facebook publishes average cpc’s which can be used to model how much the client is spending on the platform.

(i) ask the client for criteo cpc and use google analytics to estimate the spend on platform.

All attributions report, outside of the Multichannels report are based on last non-direct click!

**Top conversion path report**

When in the top conversion paths report. ALWAYS remember to uncheck other conversion goals and focus only on the one of interest, e.g. ecommerce.

* Filter for a specific adwords campaign (secondary dimension) to see the value of all conversions that it has contributed.

**Assisted conversion report**

The “Assisted / Last Click or Direct Conversions” shows how assistive the source/medium or campaign is. The higher the ration the more assistive the campaign or source has been.

**Keywords report (only shows Adwords keywords)**

To check for keywords that do not add any value to the search campaign.

* Filter the entire table with ones that generated no transactions (check if they are not responsible for upper funnel later)
* Filter the table by highest bounce rates. Look at the top 10 list bounce rate average, then apply the limit to the filter. Also look at the page depth (pages/session) brought about by the keywords.

**GDN Placement reports**

Follow the same steps as the keywords report to uncover the best placements on the network. Shows exactly what the worst performing placements are - to be excluded.

**Organic search report**

Link the google webmaster tools to analytics to see exactly what's driving internal traffic from organic perspective (investigate) - because the search keywords are now hashed to protect the users.

<http://go/csi-demos>

Awesome list of demos

**Cross device**

**Session unification**

All the hits for a single users within **one** session to be stitched to a user ID to include the research activity before the user logs in.

*Internal: Have developed a way to stitch multiple session; however not yet implemented.*

For cross device tracking across apps and web it is **heavily recommended that our clients use different properties**. Apps have been known to send about 3x more hits within sessions than web counterparts. The limits may get inforced soon!

The users have to be GA360 clients to be able to stitch the user ID to the firebase variables using Bigquery. Unfortunately this is only available for the 360 clients.

Google does not support a non tag-manager approach to implementing user ID.

**Enhancing User ID**

The limitation with session unification is that it is within one session. So the client can persist the login tracking (user ID) even when the user has logged out. → Legal considerations.

There are other types of logins that can be used such as:

* Email logins (from newsletters)
* Third party logins
* Soft login (only properly login when the sensitive stuff needs to be done)

The user incentives to login:

* Discounts (not likely to be accepted by clients)
* Show the users other benefits of login in

Client incentives:

* User centric funnels
* Ability to personalise data for clients

**Lead management system / Customer relational system integration**

Perfect for insurance. Predominantly uses the client ID where the user does not interact very much with the website (therefore no chance to login) → allows targeting based on cookie and data re-upload from lms (call center and the like)

**Measurement protocol**

For sending lead measurement hits to be plugged back into analytics.

<https://developers.google.com/analytics/devguides/collection/protocol/v1/parameters>

<https://ga-dev-tools.appspot.com/hit-builder/>

How to protect against measurement protocol bot behavior

* By using a field parameter that is standard across the entire site to identify legit hits (pattern maybe?)
* That and to use bot protection
* And to check things like screen size, geolocation, browser which is inflated for only one session/user/hits...

(i) suggest that the clients can use their servers to send the data to google analytics instead of the point of sale machines. BI and CRM can be used (some solutions can actually include hacking the reciept printer driver).

The best to use is the use case where the hits are transmitted from the point of sale system to get the hit time closest as possible to the real time transaction in store.

**Use case for online to offline (store)**

It is best to use custom metrics because with ecommerce variables it is much more easier to match the data (refer to slides for e.gs)

<http://go/o2s-workshop>

Why not client id? We want to look at the last device used by the user (i.e. using user ID). Otherwise they would have to overwrite the client id for every device a user uses.

**Creating an example of an LMS/CRM request to MP**

Always know the result that is to be achieved by sending data to GA.

(i) When setting up a custom dimension it is important to create is as a hit level data to prevent session overwrites in dimension. Except for the user where the scope is intended to be stitched for the whole user.

(i) Non interaction hit (ni=1) ensures that the data sent to GA does not affect site interaction metrics such as bounce rate. This is because the events will be sent as hit data and may affect the interaction metrics. *For ni hits to be recorded there needs to be at least 1 interaction hit.*

**User Explorer**

Looks at user activity at a client id (cookie) level and all activities including acquisition; and the user id for cross asset (device) enabled reports.

**Multichannel analysis**

New channel groupings can be used to generate new channels such as paid search-branding and paid search-generic.

To do this, select “copy existing MSF” in the “channel grouping” primary dimension link.

Can also change the custom channel groupings to show facebook and G+ instead of just “social”

(i) the other reports on acquisition in GA

**Conversion segments**

This offers a more suitable solution for segmenting data based on funnels (position in the funnel) and the specific channels (e.g. search vs. display, or adwords generic vs. branded)

* It is possible to specify whether the paid search was first, then organic was last.

**Attribution and custom modeling tool**

Possible to fix a value of a certain model to see the independent values of the other channels, for example; setting direct=0 by developing a custom model (seen in a list of models) to show only the channels that matter.

Research about which attribution model is suitable for which kind of industry. E.g. retail with many purchases may warrant time decay. E.t.c.

**Future:**

Multichannel funnels representing lifetime value from guid and uid

E.g. direct → cpc ($) → direct → direct ($) → … lifetime

Read: <https://en.wikipedia.org/wiki/RFM_(customer_value)>

Feature request: proposal, use case.

1. The journey for the feature: user edits, edits get locked by approver, publisher finishes off.
2. Where to apply, industries, agency,...

Questions summary:

PP

* Web view apps; to use firebase or GA js in web view?

WW

* Google to investigate potential solution for Account Registration Goal creation parameters
* Google team to send Nicolien Implementation recommendations for User ID Reporting for Cross Device Measurement