



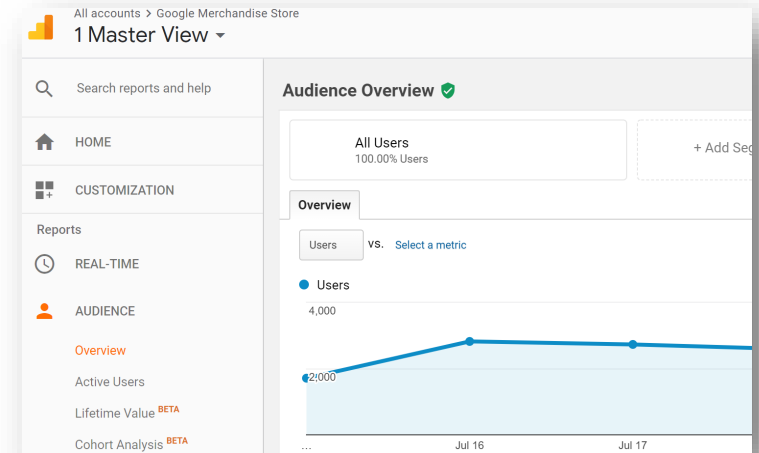
# Marketing Web Analytics and Insights

## Lesson 11

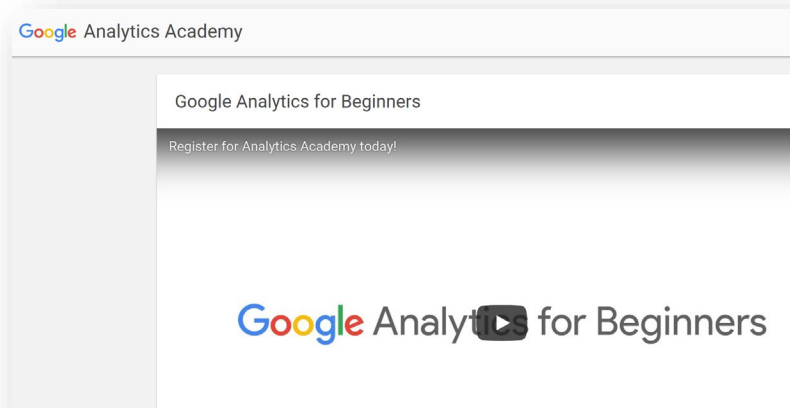


# Google Analytics Useful Links

[How to access the Demo Account](#)



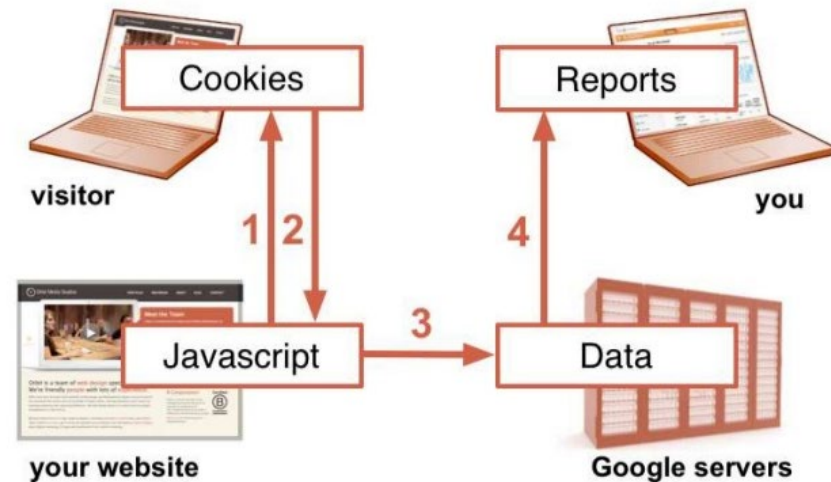
[Google Analytics for Beginners](#)



# Introducing Google Analytics

# How Google Analytics Works

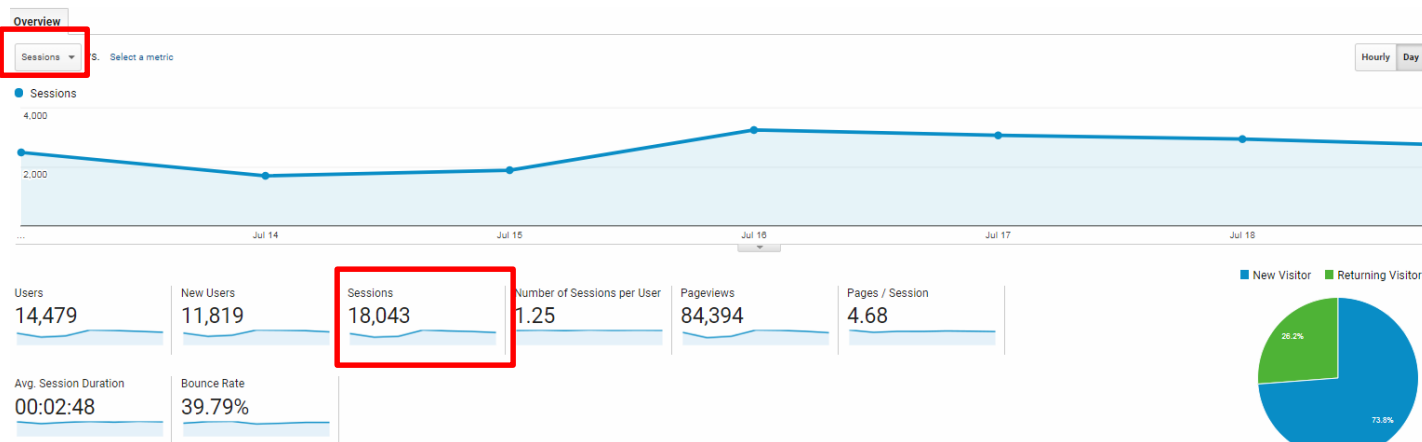
- GA is a platform that collects **online data** and compiles it into **useful reports**
- To start collecting data you need to create an **account** and add javascript **code** to your site
- Every time a user visits a page, the code will collect **interaction** data and **other** information from the browser (ex: language, type of browser, device, etc...)



Source: OrbitMedia

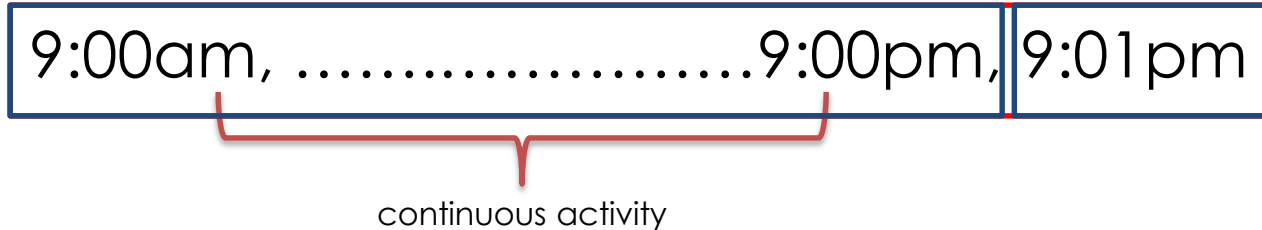
# Google Analytics Session

- User's activity is grouped into a period of time called “**session**”, similar to a “visit” in Adobe Analytics
- A session begins when a user navigates to a page that includes the GA tracking **code** and ends after **30 minutes** of inactivity (no max limit)



# GA Session vs AA Visit

Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day:



- How many Sessions are there in GA? **1**
- How many Visits are there in AA? **2**

# Configurations Settings

- Allows you to **customize** how data is processed
- Ex: apply filter to exclude internal traffic



**Note:** Once GA processes the data, it's stored in a database where it **can't** be changed

# Google Analytics Setup

- GA accounts can be grouped under an “Organization”
- When you create an account, you automatically create a **property** and within the property a **view** for that account
- Accounts can have multiple properties and properties can have multiple views





# Google Analytics Account

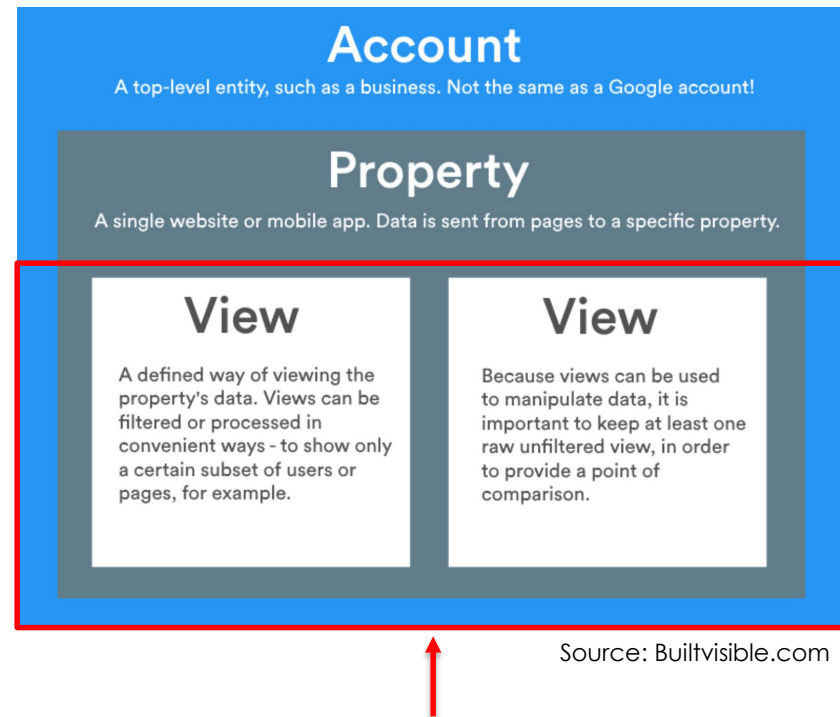
- Determines how data is **collected** from your website
- Manages who can **access** the data
- Separate accounts can be created for distinct business units



Source: Builtvisible.com

# Google Analytics View

- You can set up filters to **exclude** data from a view (ex: internal traffic)
- You can set “**goals**” to track conversion or business objectives from your website (ex: signups for newsletter)
- “**New**” views will **not** include past data

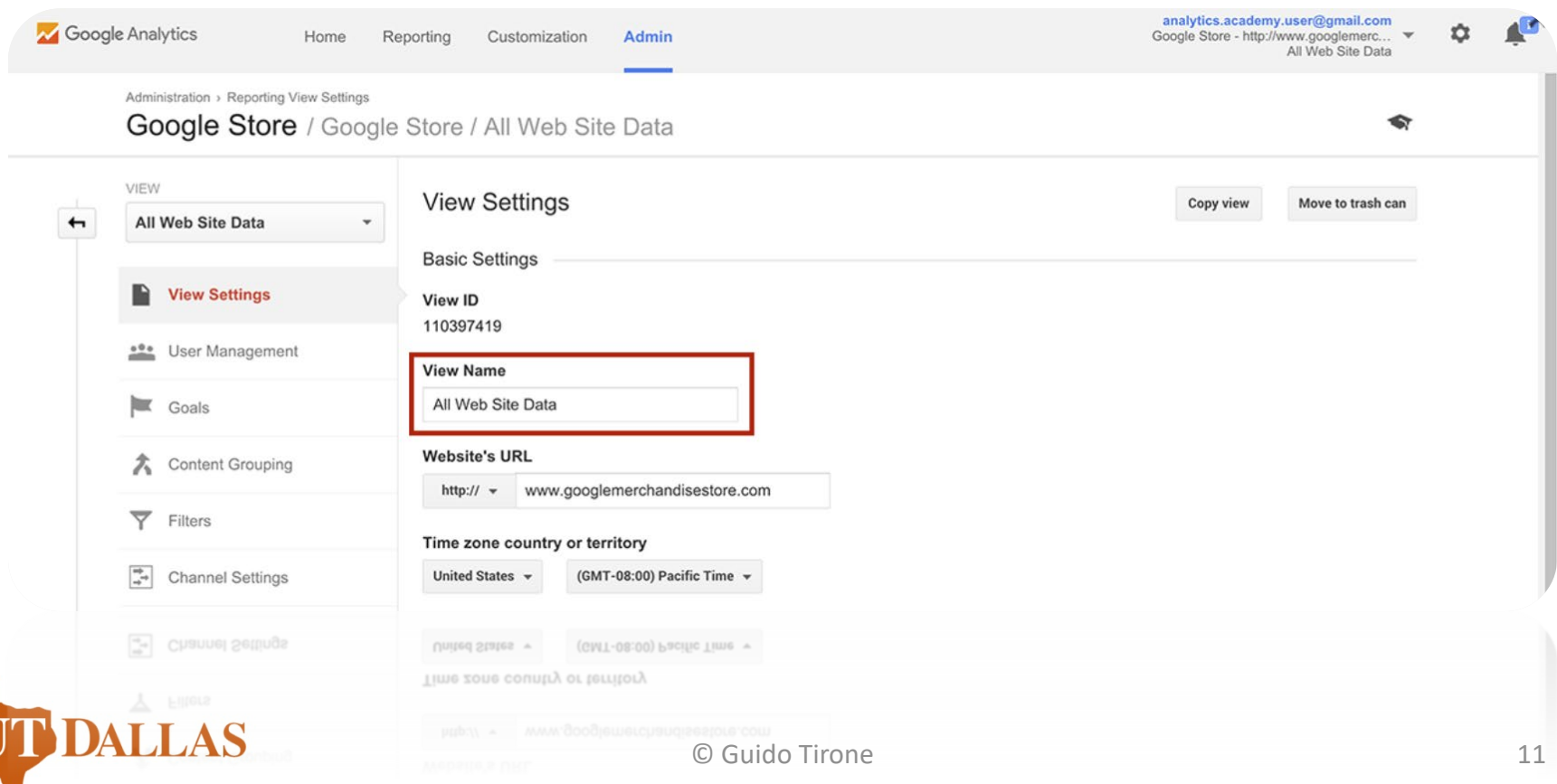


Source: Builtvisible.com

# How to Apply Filters to a View

Admin > Select View > View Settings

Click [here](#) to start demo



The screenshot displays the Google Analytics Admin interface. The top navigation bar includes 'Google Analytics', 'Home', 'Reporting', 'Customization', and 'Admin'. The user's email 'analytics.academy.user@gmail.com' and the account name 'Google Store - http://www.googlemerc...' are visible in the top right. The breadcrumb trail shows 'Administration > Reporting View Settings'. The main heading is 'Google Store / Google Store / All Web Site Data'. On the left sidebar, the 'VIEW' section is expanded, showing 'All Web Site Data' as the selected view. The 'View Settings' option is highlighted in red. The main content area is titled 'View Settings' and includes buttons for 'Copy view' and 'Move to trash can'. Under the 'Basic Settings' section, the 'View ID' is '110397419'. The 'View Name' field, which contains 'All Web Site Data', is highlighted with a red rectangle. Below this, the 'Website's URL' is 'http:// www.googlemerchandisestore.com'. The 'Time zone country or territory' is set to 'United States' and '(GMT-08:00) Pacific Time'.

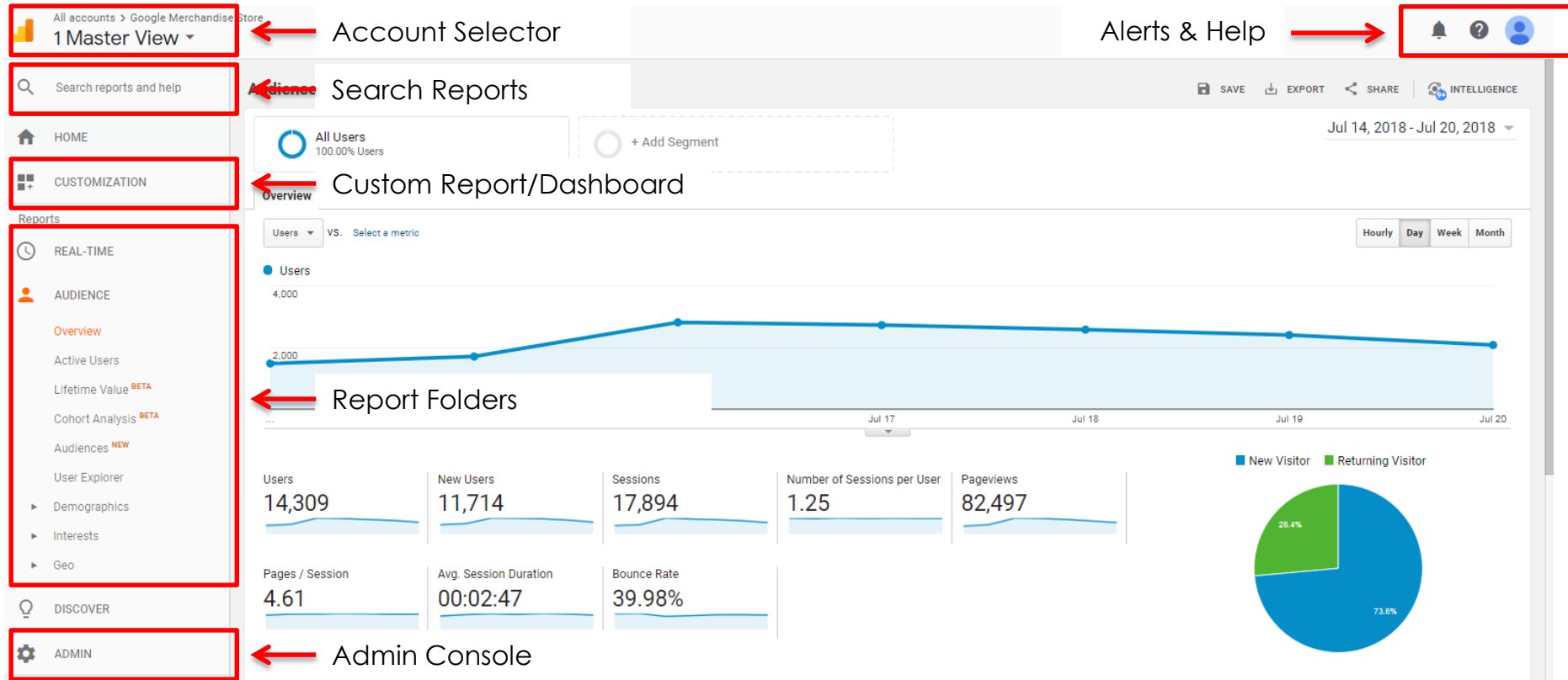
# Assessment #1

Click [here](#) to start



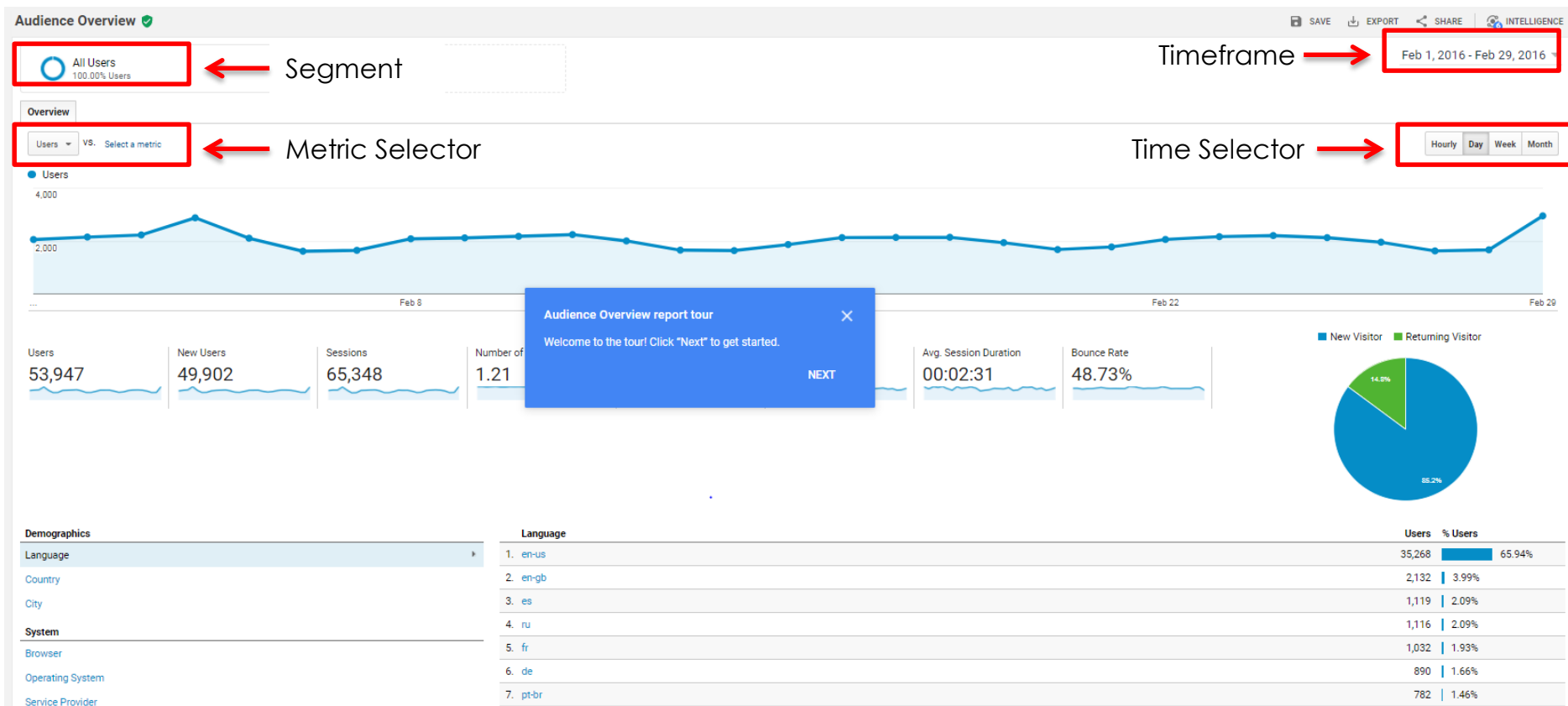
# Google Analytics Layout

# GA Layout



Click [here](#) for demo

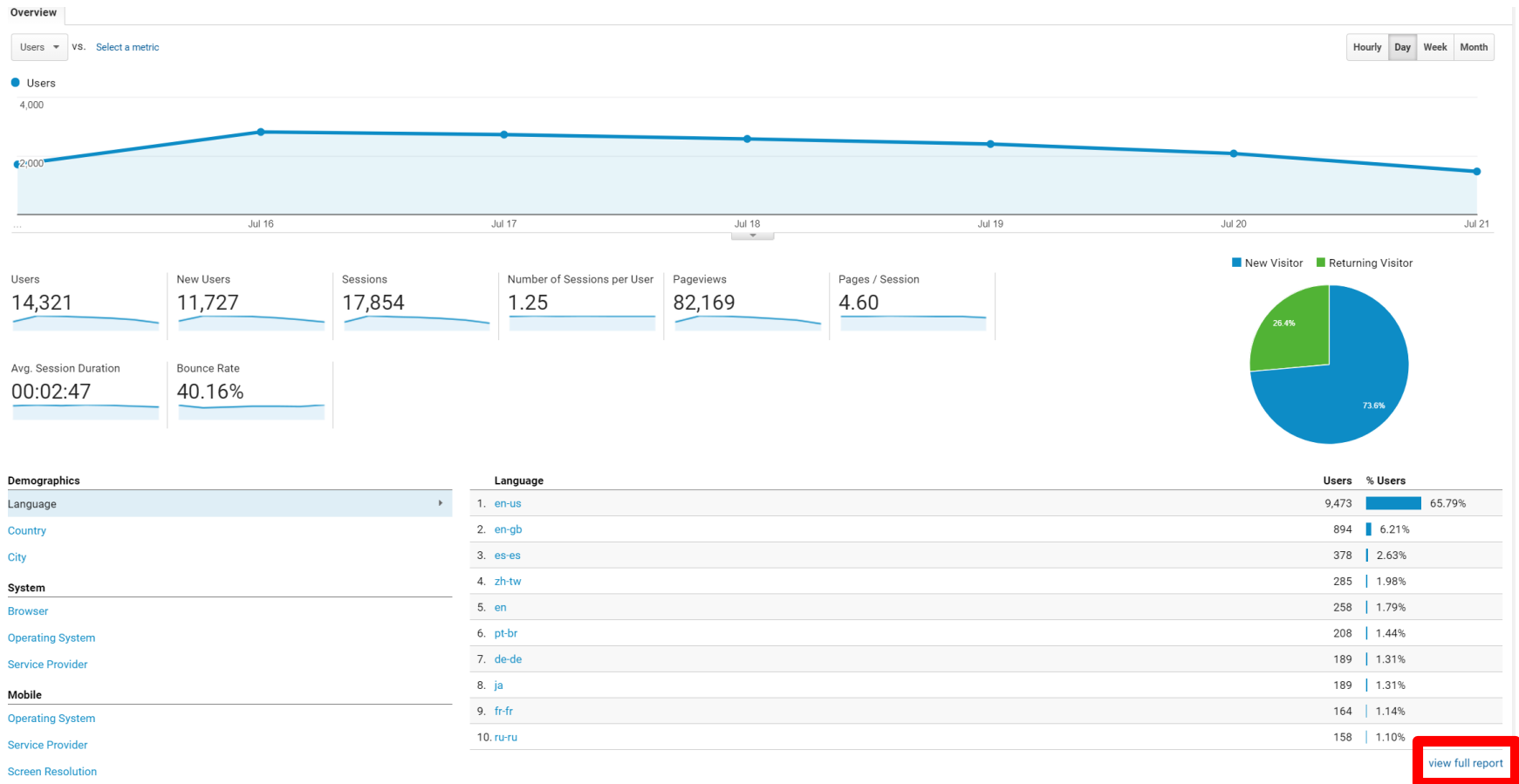
# GA Report Overview



Click [here](#) for demo

# Full Reports

- Available at the bottom of every “Overview Report”





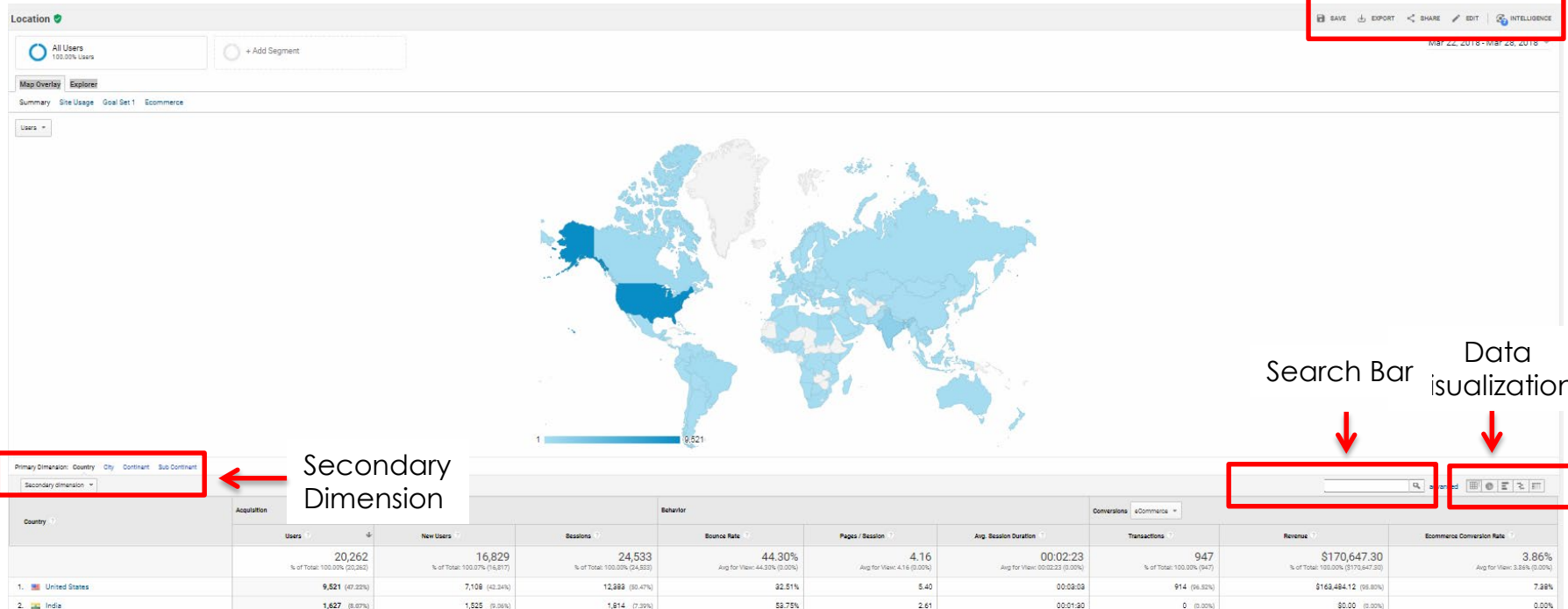
# Full Reports

There are 4 types of data in the “Full Report”:

1. Summary: summary of dimensions categorized by Acquisition, Behavior and Conversion Metrics
2. Site Usage: **behavior** metrics like users, page per session and avg session duration
3. Goal Set 1: metrics based on the # of **goals** you have configured
4. Ecommerce: **transactions** metrics

# Summary View

Save/Share/Export



Secondary Dimension

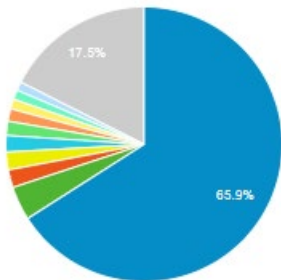


# Data Visualizations

There are **5** types of data visualizations:

## 1. Data

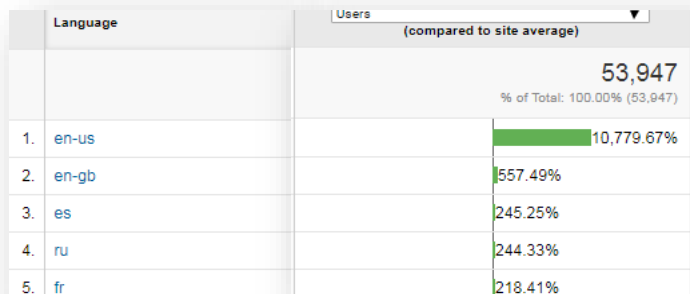
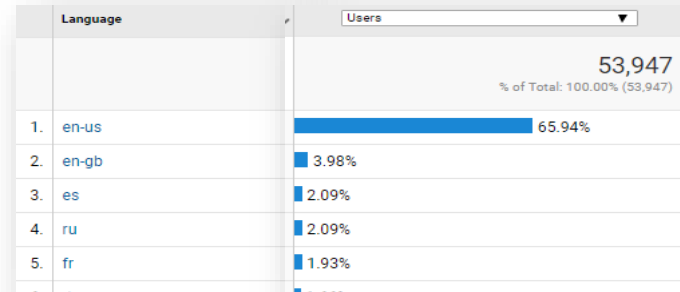
| Language ? | Acquisition                               |   |   |
|------------|---|---|---|
|            | Users ? ↓                                 | New Users ?                               | Sessions ?                                |
|            | 53,947<br>% of Total: 100.00%<br>(53,947) | 49,901<br>% of Total: 100.00%<br>(49,901) | 65,325<br>% of Total: 100.00%<br>(65,325) |
| 1. en-us   | 35,262 (65.94%)                           | 32,210 (64.55%)                           | 45,141 (69.10%)                           |
| 2. en-gb   | 2,131 (3.98%)                             | 2,056 (4.12%)                             | 2,570 (3.93%)                             |
| 3. es      | 1,119 (2.09%)                             | 1,065 (2.13%)                             | 1,200 (1.84%)                             |
| 4. ru      | 1,116 (2.09%)                             | 1,106 (2.22%)                             | 1,168 (1.79%)                             |
| 5. fr      | 1,032 (1.93%)                             | 1,000 (2.00%)                             | 1,135 (1.74%)                             |



## 2. Percentage

# Data Visualizations

## 3. Performance



## 4. Comparison

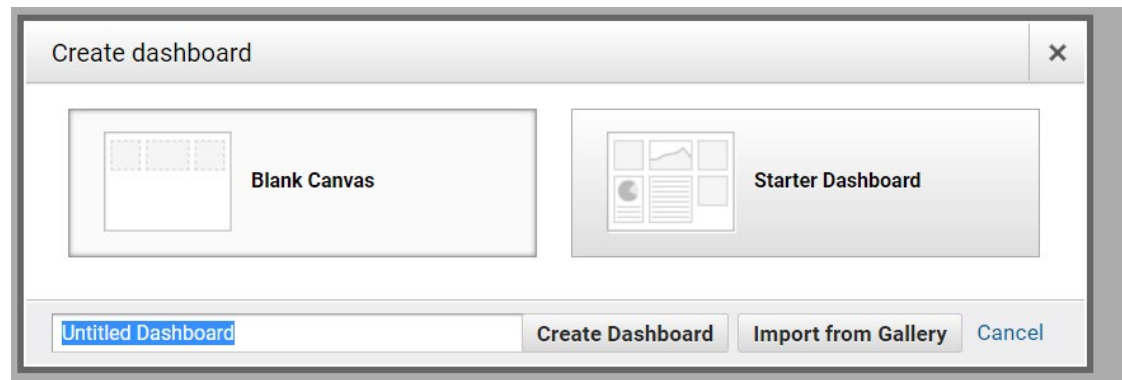
| Language | Total   | 1. en-us |
|----------|---------|----------|
|          | Users ↓ | Users    |
| 1. en-us | 35,262  | 35,262   |
| 2. en-gb | 2,131   | 0        |
| 3. es    | 1,119   | 0        |
| 4. ru    | 1,116   | 0        |

## 5. Pivot

# How to Create Dashboards

Customization > Dashboards > Create

- Widgets can be used for visualizing data differently
- Dashboards can be **shared** with other users
- There is a limit of 20 private dashboards per user and 50 shared per view



# Practice Problem #1

Create a Dashboard containing:

1. Total # of Sessions
2. Daily Trend for Revenue
3. Transactions geographic distribution
4. Users breakdown by gender (pie chart)
5. Total Revenue amount

# Practice Problem #1

1

Total # of Session

**65,348**

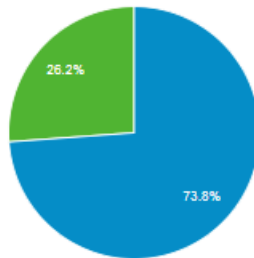
% of Total: 100.00% (65,348)



4

Users by Gender

■ male ■ female



5

Revenue

**\$122,279.22**

% of Total: 100.00% (\$122,279.22)

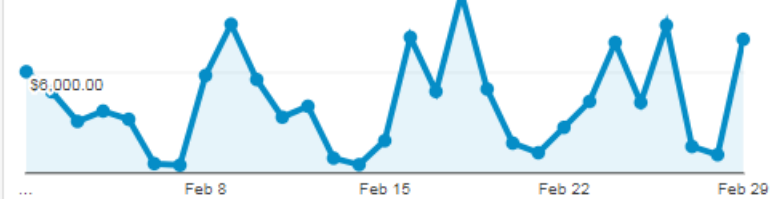


2

Daily Trend for Revenue

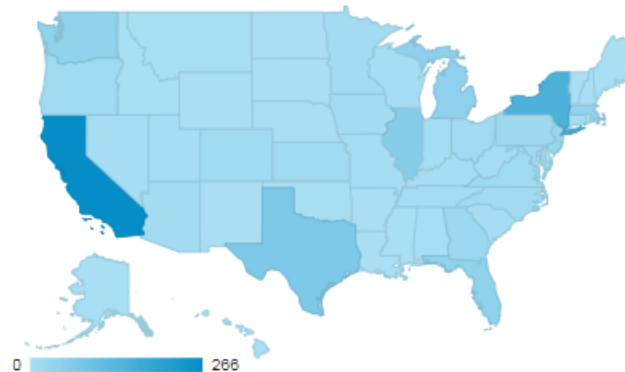
● Revenue

\$12,000.00



3

Transactions Geographic Distribution



# Assessment #2

Click [here](#) to start



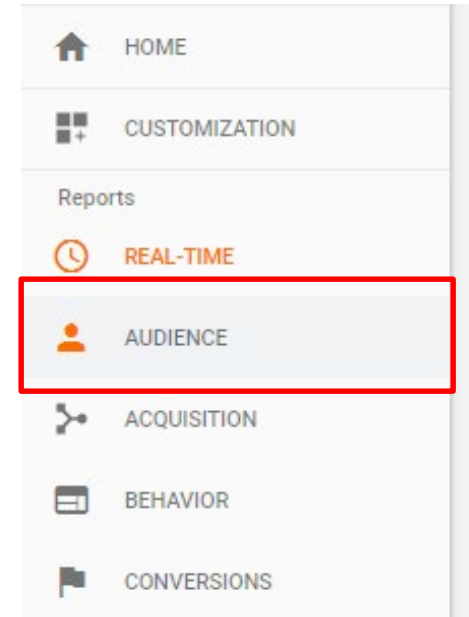


# Basic Reporting

# Audience Reports

Help better understand the **characteristics** of your users:

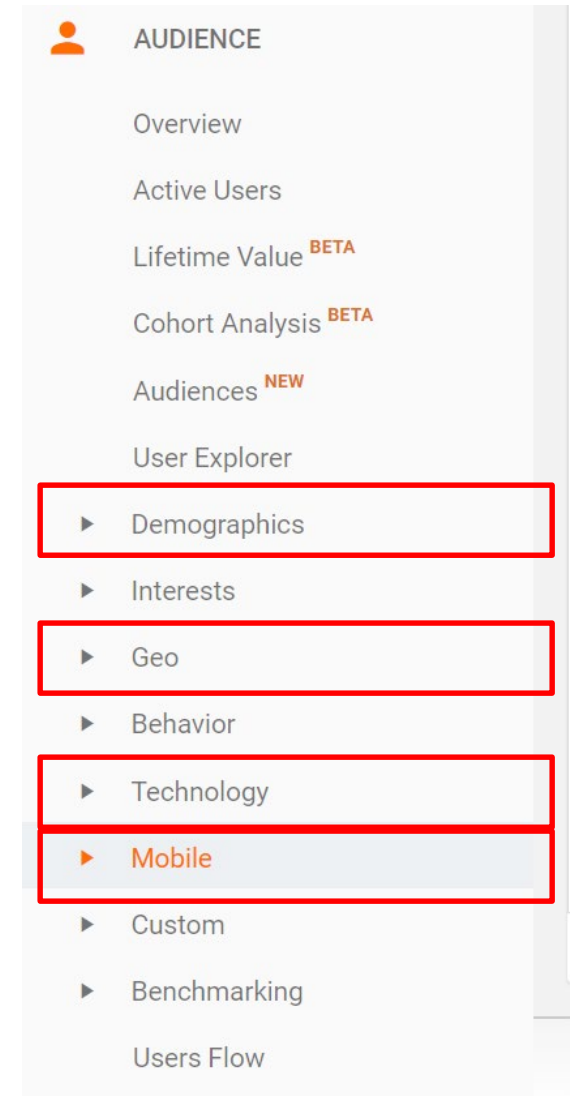
- What countries they are in
- What language they speak
- What technology they use
- Engagement
- Loyalty, etc..



# Audience Reports

Some of the most important reports are:

- Demographics
- Geo
- Technology
- Mobile



# Practice Problem #2

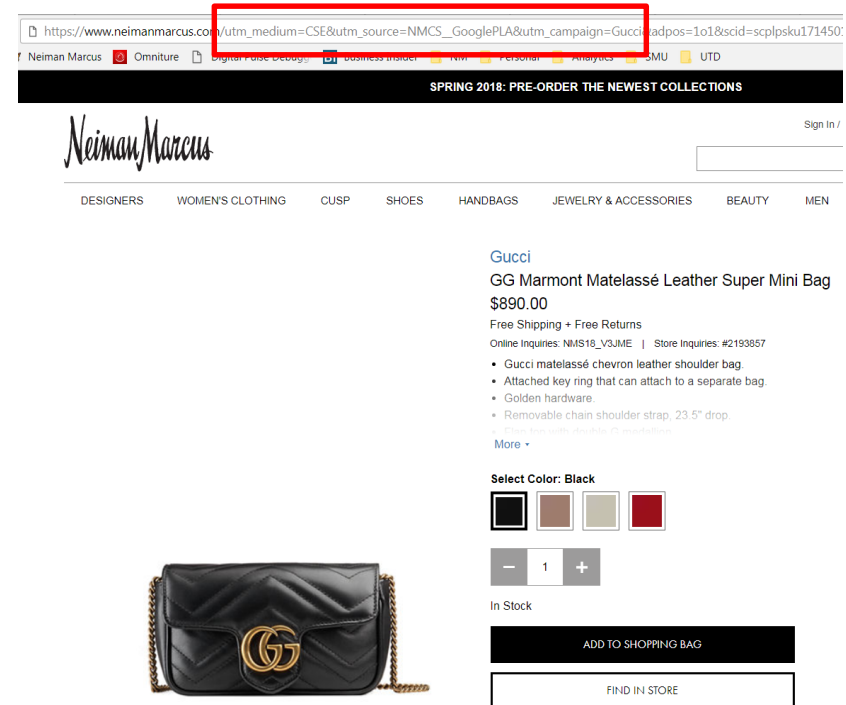
For March 2018, calculate:

1. One day active users **1,868**
2. % of Users older than 34 **36.7%**
3. Number of Male New Users **27,074**
4. Sessions from Google Pixel 2 **682**

# How GA Identifies Traffic Sources

When a user lands on the site, the GA tracking code **automatically** captures several attributes:

- Traffic Medium (ex. Email)
- Traffic Source (ex. em:101)
- Marketing Campaign Name

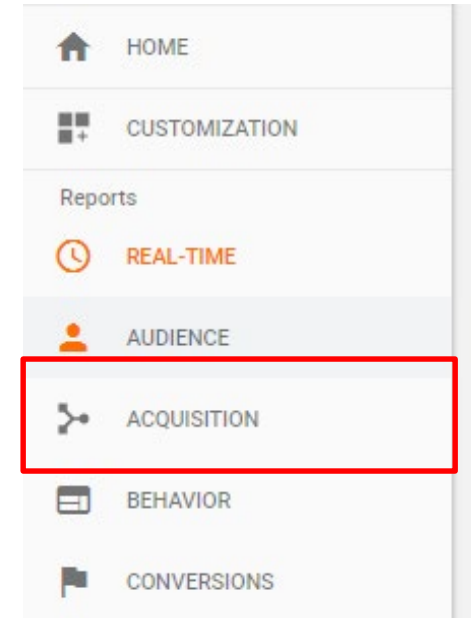


**Note:** The logic is the same as for Adobe Analytics (ex: utm parameters)

# Acquisition Reports

Used to compare the performance of different marketing **channels** and discover best performing sources:

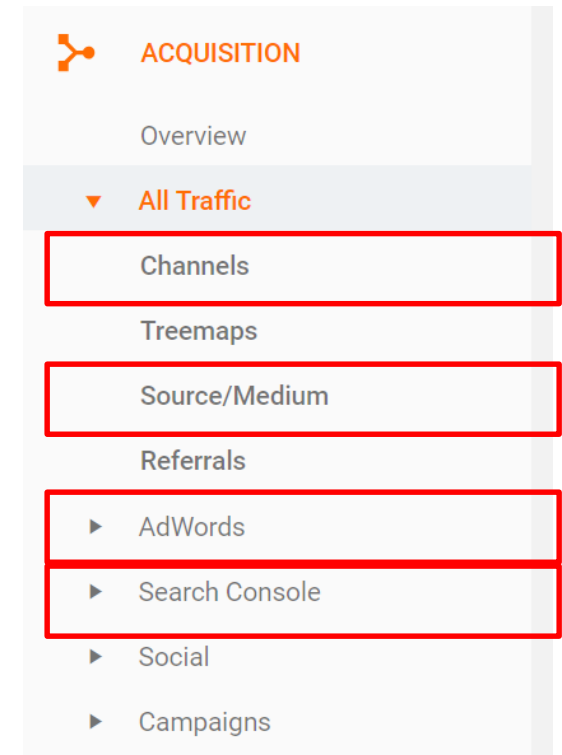
- What channel/source/referral they came from
- Search Console
- Social Media performance



# Acquisition Reports

Some of the most important reports are:

- Channels
- Source/Medium
- AdWords
- Search Console



# Practice Problem #3

For March 2018, calculate:

1. Conversion Rate for CPC as medium **1.38%**
2. Session originated from youtube.com **18,765**
3. Search landing page with highest CTR

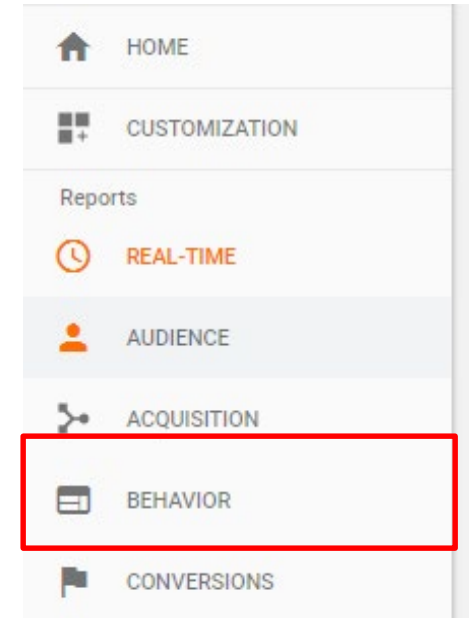
**/Google+Redesin/Nest/Nest+USA/Nest+Cam+Indoor+Security+Camera+USA.axd**



# Behavior Reports

Shows how users **interact** with your website. This can include many different things from what content users view to how users navigate between pages:

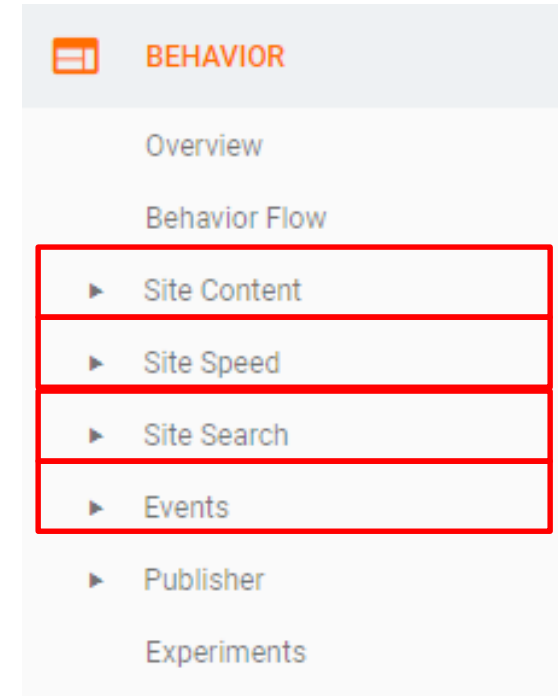
- Page/URL performance
- Internal Search
- Customized Events



# Behavior Reports

Some of the most important reports are:

- Site Content
- Site Speed
- Site Search
- Events



# Practice Problem #4

For March 2018, calculate:

1. Page views for /store.html **17,729**
2. Avg Page Load time for /home **4.48**
3. Most used internal search term **gopher**

# Assessment #3

Click [here](#) to start

