



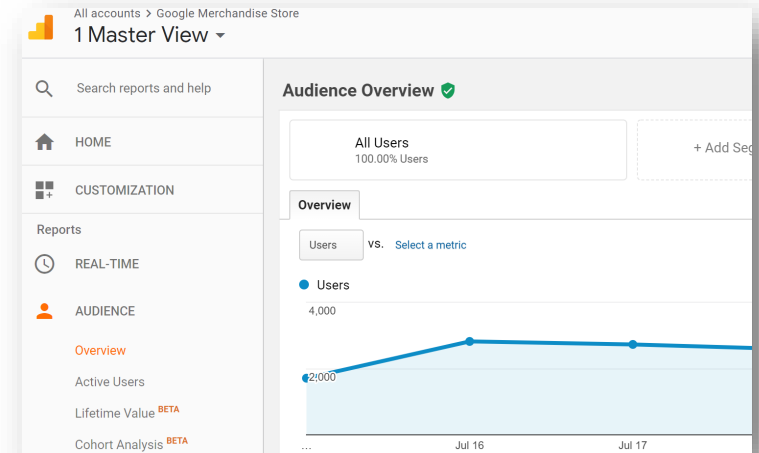
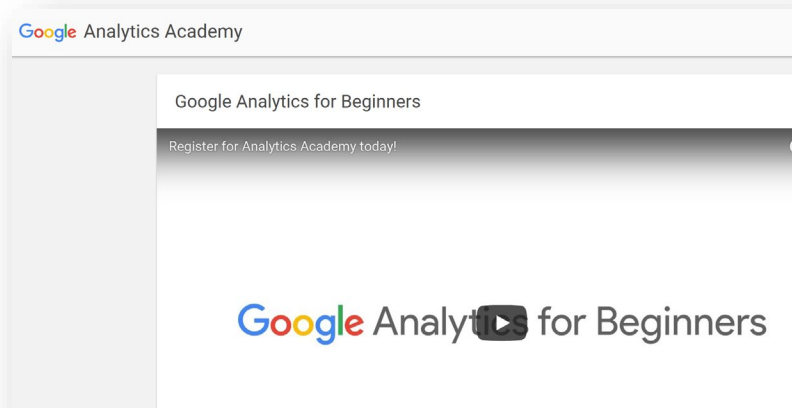
# Marketing Web Analytics and Insights

## Lesson 12



# Google Analytics Useful Links

[How to access the Demo Account](#)

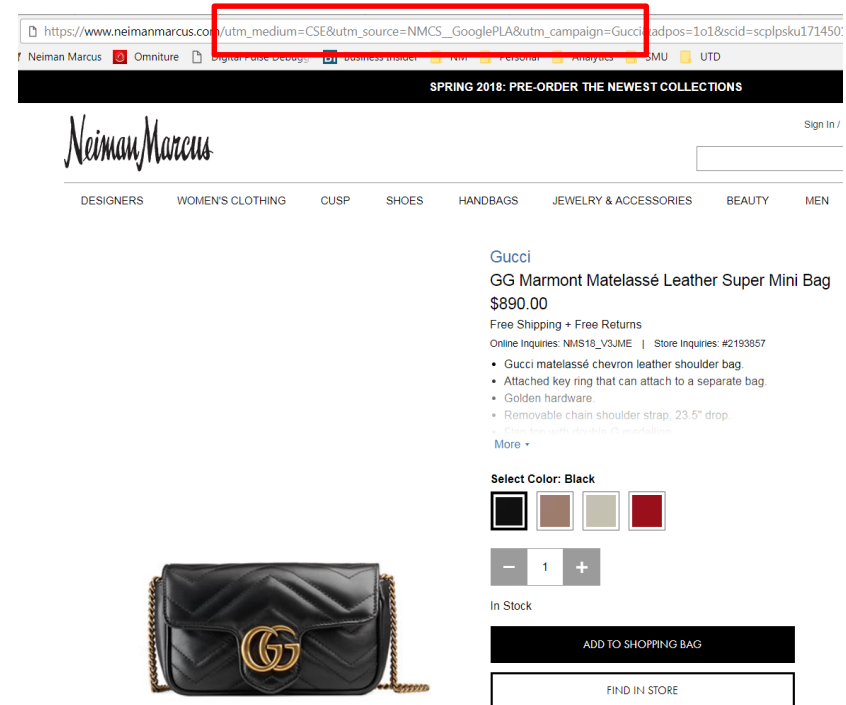


[Google Analytics for Beginners](#)

# Basic Campaign and Conversion Tracking

# How to Measure Custom Campaigns

- Marketing Campaigns are tracked in GA through **campaign tagging**
- A Campaign tag is an extra bit of information added to the URL links (similar to Adobe)



# Campaigns Tags

There are **5** different campaign tags:

1. Medium\*: mechanism or how you sent your message  
(ex: Affiliate)
2. Source\*: where the user came from  
(ex: Ebates)
3. Campaign\*: name of the marketing campaign  
(ex: back to school 2018)
4. Content: to differentiate versions of a promotion
5. Term: to identify the keyword for paid search

**\* Required**

# URL Builder

- Friendly tool to **build landing page** URLs with marketing tracking parameters
- Click [here](#) to try

## Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

### Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL



The full website URL (e.g. `https://www.example.com`)

\* Campaign Source



The referrer (e.g. `google`, `newsletter`)

Campaign Medium



Marketing medium (e.g. `cpc`, `banner`, `email`)

Campaign Name



Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term



Identify the paid keywords

**Note:** All Web Analytics tools are case sensitive

# Practice Problem #1

Create a campaign URL for [www.underarmour.com/en-us/](http://www.underarmour.com/en-us/) with the below parameters:

- Medium: Affiliate
- Source: Shopstyle
- Name: 20% off

**[www.underarmour.com/en-us/?utm\\_source=affiliate&utm\\_medium=shopstyle&utm\\_campaign=20%25%20off](http://www.underarmour.com/en-us/?utm_source=affiliate&utm_medium=shopstyle&utm_campaign=20%25%20off)**

# Goals in GA

There 2 type of goals:

1. Business Goals: actions you want users to take on the website. Each time a user completes a business goal, we call this a “conversion”
2. GA Goals: in GA, we use a feature called Goal to **track** business goal conversions



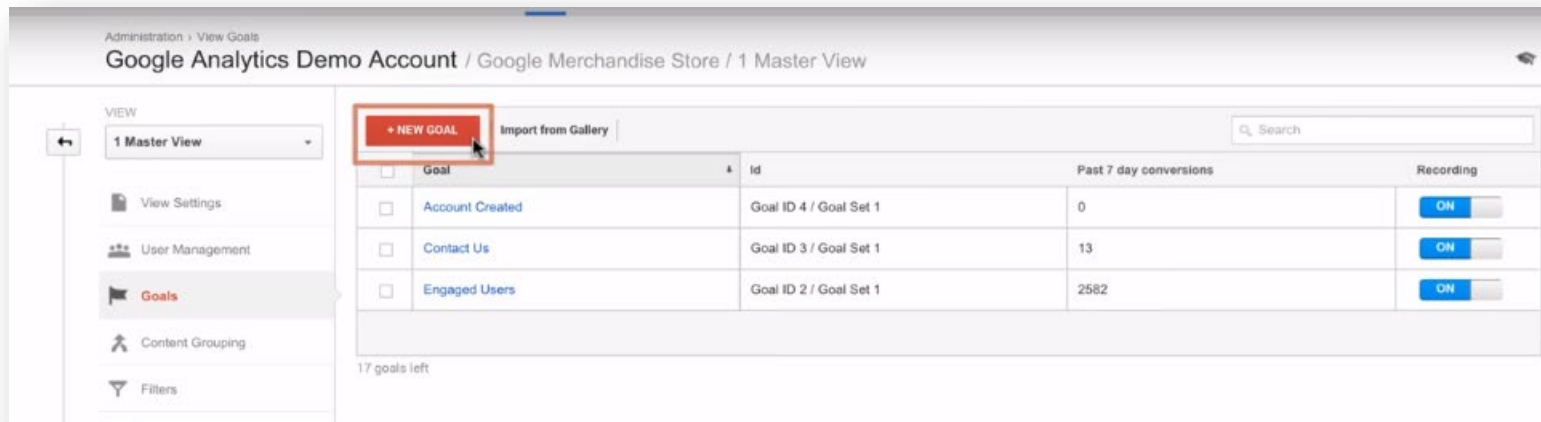
# Goals in GA

- Allows the creation of **conversion related metrics** (ex: TTL number of conversions, % users that converted)
- Using “**Goal Funnel**” allows for the visualization of the different steps needed to complete the goal (similar to the conversion funnel in AA)
- There is a limit of **20** goals per view



# How to configure Goals

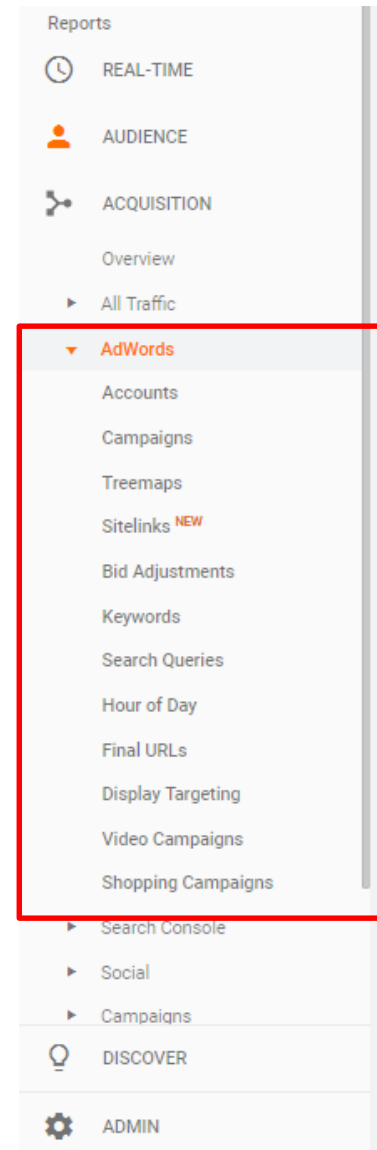
- Admin > Goals > New Goal



Watch video [here](#)

# AdWords Campaigns

- AdWords is Google's **advertising system**
- If you link your GA and AdWords accounts you can:
  - View AdWords **click** and **cost** data within GA
  - Create remarketing lists to use for campaigns
  - Import GA goals and transactions AdWords
  - View site engagement in AdWords



# Assessment #4

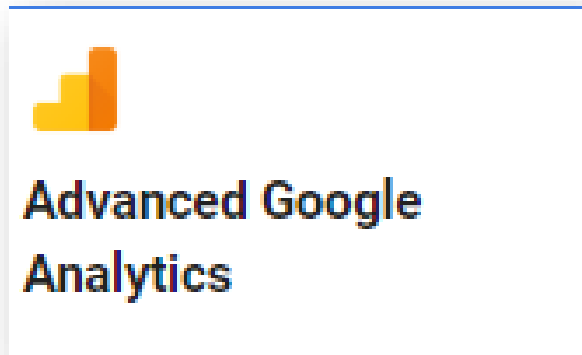
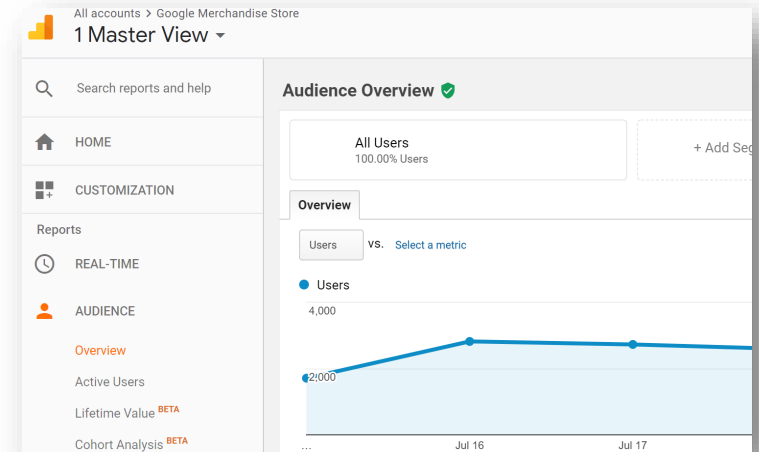
Click [here](#) to start



# Advanced Google Analytics

# Google Analytics Useful Links

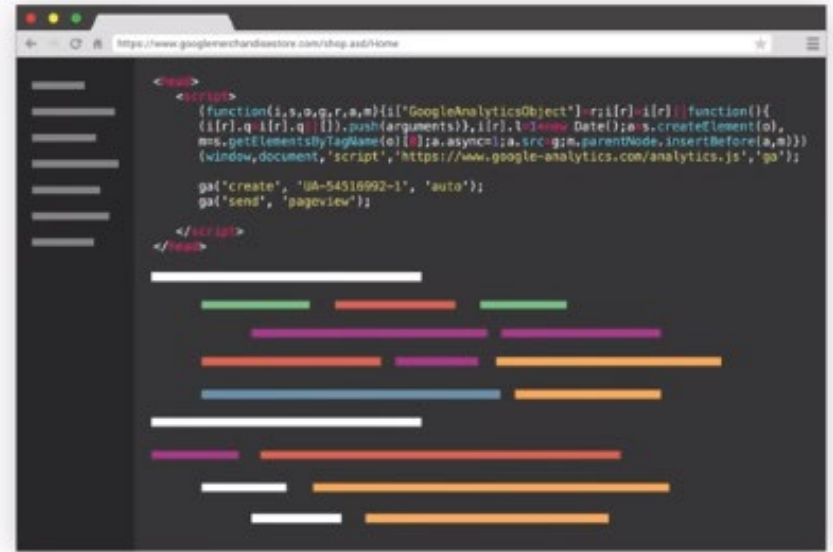
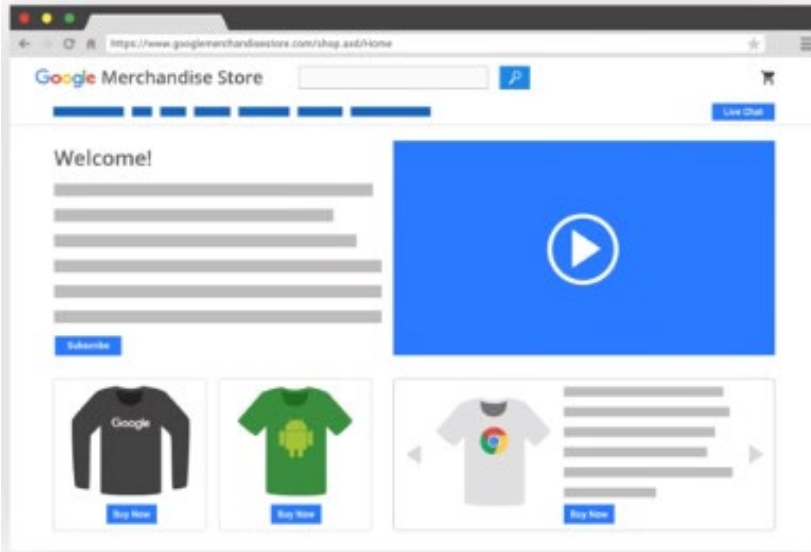
[How to access the Demo Account](#)



[Advanced Google Analytics](#)

# Data Collection and Processing

# How data is collected

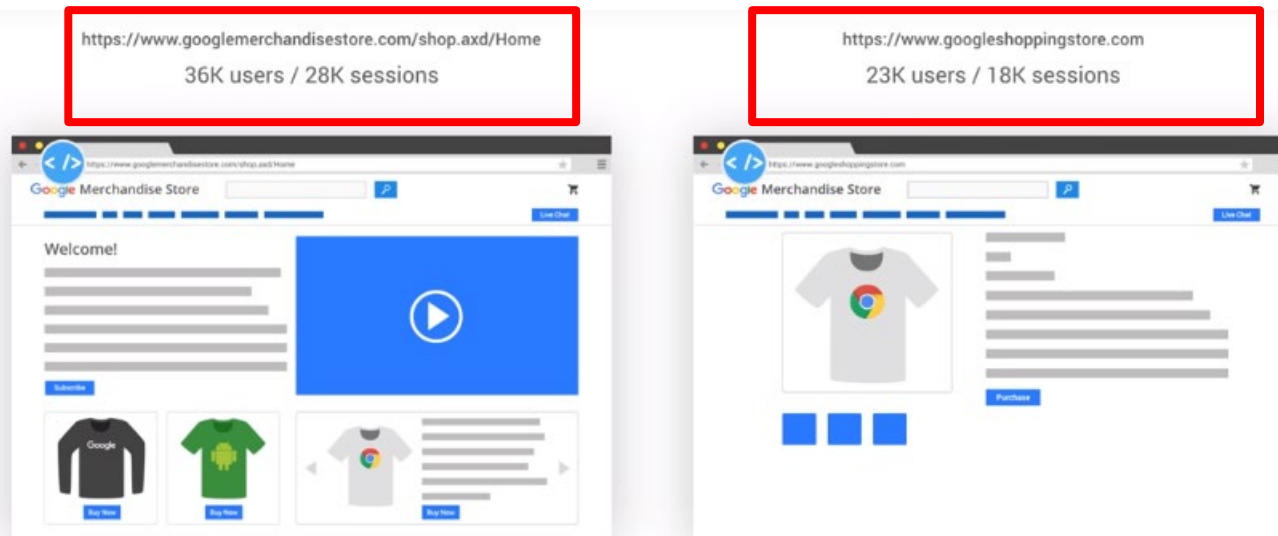


- Website data is collected through the snippet of JavaScript **tracking code** that is included on **every** page of the site
- The code tracks each user **interaction** on your website (ex: loading a page, clicking on a video)



# Tracking Code

- With the code installed, GA will drop a **cookie** in the user's browser for that website and any related sub-domain
- If you install the same code on different domains, users and sessions will be counted separately **without** cross-domain tracking



# What is a Hit?

- With each user interaction on the website, the tracking code sends a “**hit**” to GA
- A “hit” is a **URL string** with parameters containing data about the user

https://www.google-analytics.com/collect?v=1&\_v=j43&a=1222585067&t=pageview&\_s=1&dl=https%3A%2F%2Fwww.googlemerchandisestore.com%2F&dr=https%3A%2F%2Fwww.google.com%2F&ul=en-us&de=UTF-8&dt=Google%20Online%20Store&sd=24-bit&sr=1440x900&vp=1375x447&je=0&fl=21.0%20r0&\_utma=41230772.810117230.1459896990.1464714869.1464802254.8&\_utms=41230772.1464802254.8.7.utmcsr%3Dgoogle%7Cutmccn%3D(organic)%7Cutmcmd%3Dorganic%7Cutmctr%3D(not%2520provided)&\_utmht=1464805887520&\_u=SCCCgAAR~&jid=&cid=8101172301459896990&tid=UA-30481-1&gtm=GTM-CGSQ&cd55=Retail&z=1860796108

Screen  
Resolution

Browser  
Language

Page Name

# Types of “Hit”

There are 3 types of “hit”:

1. Page View: triggered when user **loads** a page with the GA code
2. Event: tracks every time a user **interacts** with a particular element on the site
3. Transaction: used for ecommerce **purchases**



Pageview hit



Event hit



Transaction hit

# Additional Data from GA

- Leveraging **other sources** (IP, server-log files, ad-serving data) also widens the data available for GA



# Data Configuration Rules

Determine how the data will be processed. They include:

1. Data Filters: discussed in Lesson 10
2. Goals: previously discussed in this lesson
3. Data Grouping: organize data into customized channels
4. Custom Dimension: helps define a group of metric data that is specific to your business
5. Imported Data: you can upload your own data in GA (similar to Saint Classifications on AA)

# Measurement Plan

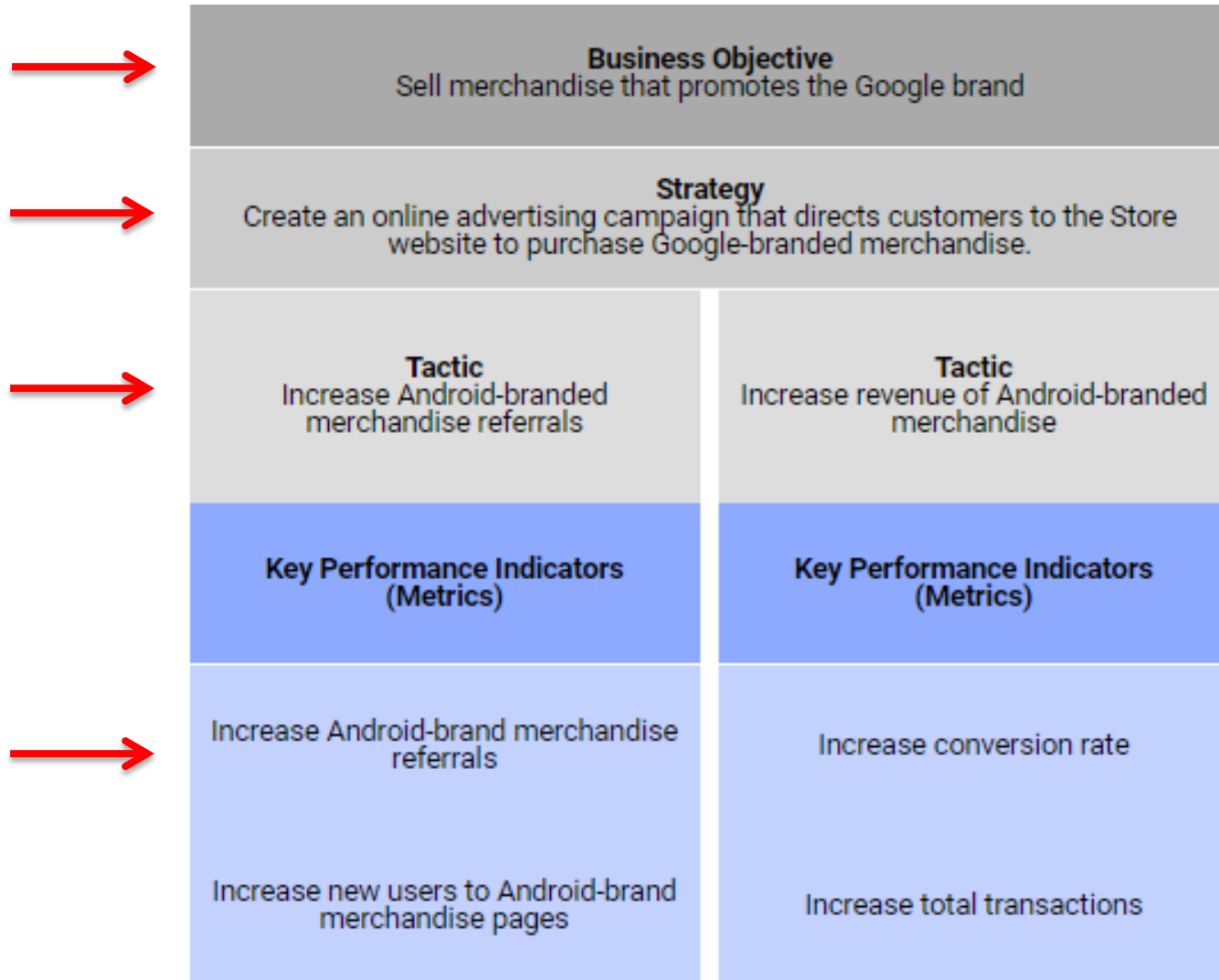
A way to align business objectives with GA configuration settings. It should include:

- Business Objective
- Strategy: to support the objective
- Tactic: to achieve your strategies
- KPIs: to measure conversion and success



[How to create a measurement plan](#)

# Google Merchandise Store Plan



# Assessment #1

Click [here](#) to start

