

## Big Query Code Example

```
(/*2017 Dates Query*/  
  
Select  
  
LEFT(date,4) year,  
  
RIGHT(LEFT(date,6),2) MM,  
  
RIGHT(date,2) DD,  
  
date,  
  
d.Country AS Country,  
  
d.Region AS Region,  
  
MarketingRegion,  
  
Channel, EXACT_COUNT_DISTINCT(visitID) AS TotalSessions,  
  
EXACT_COUNT_DISTINCT(ModelAndDeeper) AS ModelSession, /*CASE WHEN INTEGER(date) >= 20170101 AND INTEGER(date) <= 20170228  
THEN EXACT_COUNT_DISTINCT( ModelSession) ELSE EXACT_COUNT_DISTINCT( ModelAndDeeper) END AS ModelSessions*/  
  
EXACT_COUNT_DISTINCT(LeadSessions) AS LeadSessions,  
  
EXACT_COUNT_DISTINCT(HDCMSessions) AS HDCMSessions  
  
  
FROM(  
  
SELECT  
  
date, campaign,
```

```

CASE WHEN Lower(campaign) contains 'remarketing' THEN 'Remarketing'

      WHEN lower(adnetworktype) CONTAINS 'content' THEN 'Content Network'

      WHEN medium = 'retargeting' THEN 'Retargeting'

      WHEN medium = 'social-paid' THEN 'FB Ads to Web'

      WHEN ( regexp_match(medium,r^(social|social-network|social-media|sm|social network|social media)$') = true
      OR      medium CONTAINS 'social' ) THEN 'Social'

      WHEN medium = 'display' THEN 'Display / Banner'

      WHEN medium = 'email' THEN 'Email'

      WHEN medium = 'cpc' THEN 'Paid Search'

      WHEN medium = 'organic' THEN 'Organic'

      WHEN medium = 'referral' THEN 'Referral'

      WHEN medium = '(none)' THEN 'Direct'

      ELSE 'Other' END Channel,

```

```

fd.PageType AS PageType,
fd.PageSubtype AS PageSubtype,
fd.ProductLine AS ProductLine,
visitID ,

```

```

/*ModelANDEEPER*/ CASE WHEN LOWER(fd.PageType) = 'model' THEN visitID

```

```
WHEN regexp_match(page,r'.*\{2\}.\{2\}\|(ranger-utv|rzt-side-by-side|ace-atv|atv-quad|general-utv)\|(ranger|rzt|scrambler|ace|sportsman|phoenix|outlaw|general|ute|hawkeye|[0-9]{4}).([a-zA-Z0-9-]*)')=true
```

```
THEN visitID END ModelAndDeeper,
```

```
/*ModelSession*/ CASE WHEN regexp_match(page,r'.*\{2\}.\{2\}\|(ranger-utv|rzt-side-by-side|ace-atv|atv-quad|general-utv)\|(ranger|rzt|scrambler|ace|sportsman|phoenix|outlaw|general|ute|hawkeye|[0-9]{4}).([a-zA-Z0-9-]*)')=true
```

```
THEN visitID END ModelSession,
```

```
/*LeadSession*/ CASE WHEN LOWER(fd.PageType) = 'model' AND ( LOWER(fd.PageSubType) = 'special offers'
```

```
OR LOWER(fd.PageSubType) = 'specs'
```

```
OR LOWER(fd.PageSubType) = 'build configurator'
```

```
OR LOWER(fd.PageSubType) = 'quote form' )
```

```
THEN visitID
```

```
WHEN (/* get build pages but not build submissions */
```

```
page CONTAINS 'build' AND NOT page CONTAINS 'build-quote-confir'
```

```
/* get quote pages but not build submissions */
```

```
OR regexp_match(page,r'.*\{2\}.\{2\}\|([a-zA-Z0-9-]).*(\quote).*') = true AND regexp_match(page,r'.*\{2\}.\{2\}\|([a-zA-Z0-9-]).*(\quote-confir).*') =false
```

```
OR page CONTAINS 'dealer-locator' /* should not appear on individual brands, need to UNION the event query to this one to infer the brand based on prior path*/
```

THEN visitID END LeadSessions,

```
OR regexp_match(page,r'.*\\(\\.\\{2\\}-\\{2}\\)\\.([a-zA-Z0-9-]).*(\\quote-confir).*' ) = true )*/
```

THEN visitID END HDCMSessions, Country, Region

```
SELECT * FROM (
```

```
SELECT date , fullvisitorid , concat(fullvisitorid, string(visitid)) AS visitid, /*CASE WHEN hits.page.pagepath  
CONTAINS '?' THEN regexp_extract(hits.page.pagepath,r'(.*).*[?]*') ELSE hits.page.pagepath END AS page , */
```

```
CASE WHEN hits.page.pagepath CONTAINS '?' THEN  
replace(regexp_extract(hits.page.pagepath,r'(.*).*[?]*'),LEFT(regexp_extract(hits.page.pagepath,r'(.*).*[?]*'),6),")
```

```
ELSE replace(hits.page.pagepath ,LEFT(hits.page.pagepath ,6),") END pageuncultured,
```

```
CASE WHEN totals.bounces <> 0 THEN concat(fullvisitorid, string(visitid)) END AS bounces,
```

```
CASE WHEN hits.isentrance = true THEN concat(fullvisitorid, string(visitid)) END AS entrances,
```

```
hits.page.pagepath ,
```

```
geonetwork.region AS region ,
```

```
trafficsource.medium medium ,
```

```
device.devicecategory devicetype ,
```

```
geonetwork.country country ,
```

```
trafficsource.adwordsclickinfo.adnetworktype adnetworktype,
```

```
trafficsource.campaign campaign
```

```
FROM table_date_range([82670717.ga_sessions_], timestamp('2017-05-01'), timestamp(CURRENT_DATE() ))
```

```
WHERE 1=1
```

```
AND ( hits.page.pagepath CONTAINS 'rzt-side-by-side' OR hits.page.hostname CONTAINS 'rzt' )
```

```
AND geonetwork.country in ('United States','Canada')
```

```
/* AND concat(fullvisitorid, string(visitid)) ='2608104426534111181495135392' HDCM Session, will show 1  
getting counted in each column */
```

```

)

/* group in layer 2 to remove cannot join on repeated fields error */

GROUP BY
date,fullvisitorid,visitid,pageuncultured,bounces,entrances,region,medium,devicetype,country,adnetworktype,campaign, hits.page.pagepath

) m LEFT OUTER JOIN ( SELECT * FROM [82670717.FlattenedCustomDims] ) fd ON (fd.page = m.pageuncultured)

GROUP BY date, Channel, PageType, PageSubtype, ProductLine, visitID, ModelSession, ModelAndDeeper,
LeadSessions, HDCMSessions, Country, Region, hits.page.pagepath

) d LEFT OUTER JOIN EACH [82670717.OrvMarketingRegions] o ON ( o.region = d.region )

GROUP BY year, MM, dd, date, Channel, Country, Region, MarketingRegion

)

```