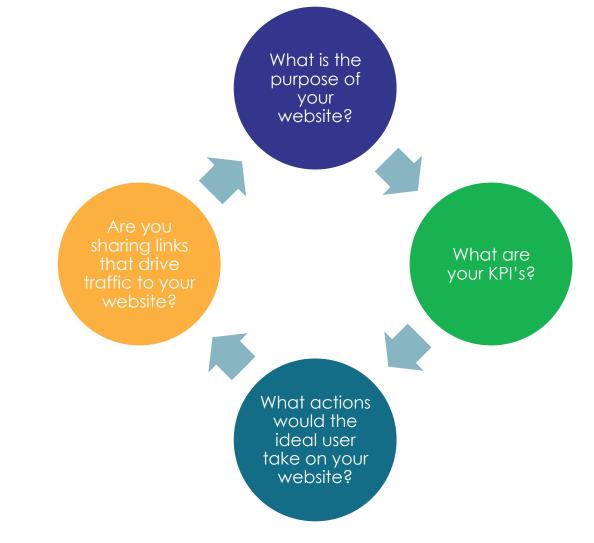


Google Analytics: Moving Beyond Sessions and Pageviews

Chris Grant, Marketing Analyst

Key Questions Before You Begin





GOOGLE ANALYTICS IN A NUTSHELL



Benefits of Google Analytics

Highly customizable

Analyze how visitors use your site

Differentiate between traffic sources Lets you see what happens "after the click" for digital campaigns



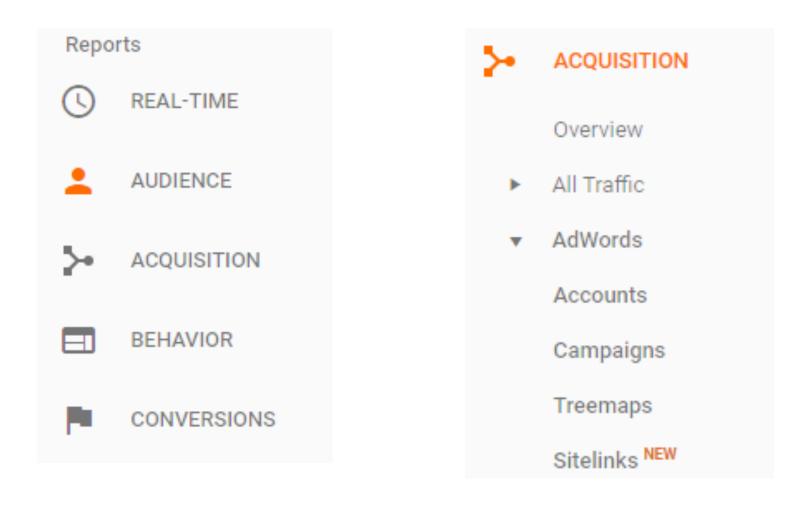
Google Analytics

The key to understanding how users engage with your website!

Q Search rep	ports and help	Audience Overview						Apr 18, 20	017 - Apr 24, 2017 👻
CUSTOMIZ	ZATION	Email Export - Add to Dashboard Shortcut						This report is based on 100% of sessions. Learn more	re Greater precision 👻 🗬
Reports	E	All Users 100.00% Sessions			+ Add Segment				
AUDIENCE		Overview							
> ACQUISITI	ION	Sessions VS. Select a m	terric					Н	ourly Day Week Month
BEHAVIOR	2	1 0;000			•				
CONVERSI	IONS	5,000							
			Apr 19		Apr 20	Apr 21	Apr 22	Apr 23	Apr 24
		Sessions 63,195 % New Sessions 65.42%	Users 50,280	Pageviews 238,660	Pages / Session 3.78		Bounce Rate 42.94%	New Visitor Return	05.4%
		Demographics			Language				% Sessions
		Language		•	1. en-us			58,880	93.17%
ADMIN		Country			2. en-gb				1.64%
· T ·		City			3. en-ca				0.99%
	<	System			4. fr				0.31%



Google Analytics – Default Reports





Google Analytics Caveats

Does not capture all relevant data without proper setup

Interface can be daunting

Data is anonymized

Private browsing and cookie deletion can skew results



MAKING GOOGLE ANALYTICS WORK FOR YOU



URL Tagging

Used to identify traffic from the links you are sharing

http://www.sigmamarketing.com/? utm_source=facebook&utm_medium=social&utm_campaign=AMA

URL to shar	e.					
	mamarketing.com/					
(i.e. www.domain.com/page)						
Fill form or	choose presets:	▼ /				
Source*:	facebook	(Referrer: i.e. Google, Newsletter, Facebook, Twitt				
Medium*:	social	(Marketing Medium: cpc, banner, email, QR)				
Term:		(Identify the paid keywords or other value)				
Content:		(Use to differentiate ads)				
Campaign*:	AMA	(Product, Promo code or slogan)				
Final URL:						
http://www.sig	mamarketing.com/?utm_source=facebook&utm_medium	COPY COPY PARAMETERS				
		SHORTEN & COPY				



Google Tag Manager

Google Tag Manager

Event Action

Event Category	Total Events	% Total Events
1. Ecommerce	246,714	43.98%
2. Multi Gallery	158,051	28.18%
3. Featurette	41,618	7.42%
4. Card	33,678	6.00%
5. Event Info Banner	13,313	2.37%
6. Attraction Info Banner	12,979	2.31%
7. Teaser Carousel	12,435	2.22%
8. Mosaic Tile	9,563	1.70%
9. Multi Gallery Slide	7,291	1.30%
10. Hero	6,185	1.10%

Erent Aetion	Total Erento	- Total Erento
1. Nav	171,545	30.58%
2. Product Impression	109,527	19.53%
3. CTA Click	97,909	17.45%
4. Product Click	46,432	8.28%
5. Product Details	46,429	8.28%
6. Flip	26,459	4.72%
7. Checkout Option	13,644	2.43%
8. undefined	12,290	2.19%
9. Add to Cart	9,913	1.77%
10. Promotion Impression	9,860	1.76%

Total Events % Total Events

view full report

view full report



Using Custom Segments

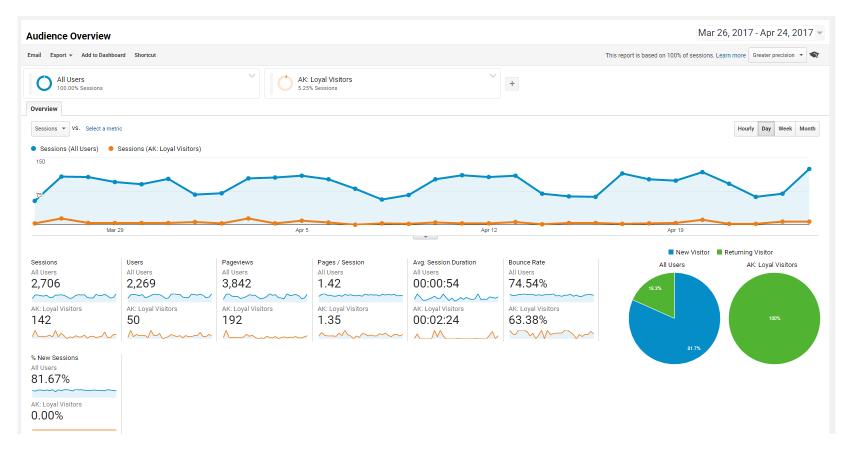
Create your segments based on what matters to your business

Segment Name	Save Cancel
Demographics	Demographics
Technology	Segment your users by demographic information.
Behavior	Age ? 18-24 25-34 35-44 45-54 55-64 65+
Date of First Session	Gender ⑦ Female Male Unknown
Traffic Sources	Language 🕜 contains 👻
Enhanced Ecommerce	
Advanced	Affinity Category (reach) 🕜 contains 👻
Conditions	In-Market Segment 🕐 🔹 🗸
Sequences	Other Category 🦪 🗸 🗸
	Location ? Continent 👻 contains 👻



Custom Segments

Analyze and compare segments





Google Search Console

ACQUISITION

Overview

- All Traffic
- AdWords
- Search Console NEW

Landing Pages

Countries

Devices

Queries

Integrate SEO analytics

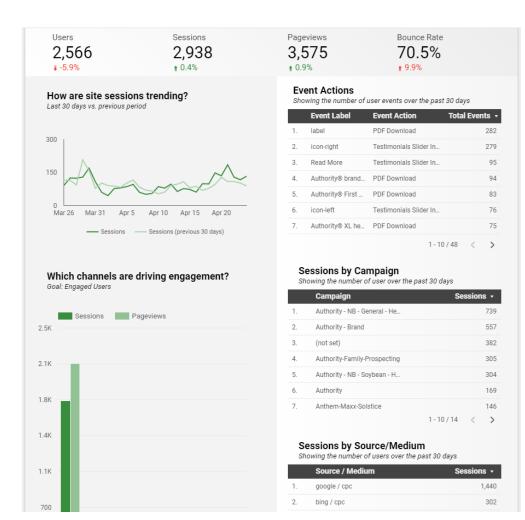
- What are visitors searching for when they find your site?
- What landing pages are they visiting?



Google Data Studio

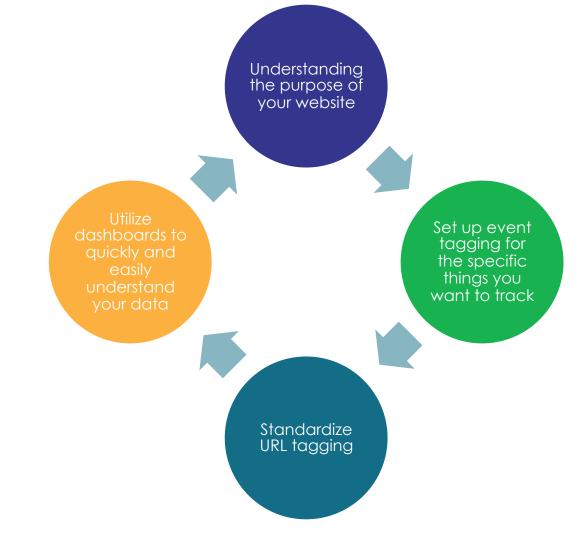
Create customized dashboards containing the key metrics you need

- Easily see what is happening at a glance
- Share reports with others
- FREE!





Takeaways





QUESTIONS?

