



<http://camptech.ca/analytics2gm>

Geoff Marcy

Founder, Adfluent Media

www.adfluentmedia.com

Twitter: @geofferson

www.linkedin.com/in/geoffmarcy



#Daddy

#TakenSeriouslyWithoutASuit



After all,
we want you
to love tech
as much as we do.



Assumptions

You are a Camp Tech **Intro Analytics** Graduate!

OR

You're already comfortable with GA for:

- Creating New Views
- Setting up Filters & Applying Segments
- Setting Up Basic Goals (Ex. Duration, Destination)
- Using Common Reports
- Tagging URLs for Campaigns

Today's Agenda

- Quick Recap of Analytics Foundations
- Neat Admin Features (Annotations, Alerts & Shortcuts)
- Tracking Custom Event Goals
- Using Custom (more advanced) Segments
- Creating Custom Reports
- Case Studies & Walkthrough
- BONUS Resources

Annotations

Create/use them like a logbook to note any occurrence that may positively or negatively influence activity on your website:

- Site Redesign - what short term impact did this have
- Traffic and/or Sale spike? Add a note to identify that you were featured in the news or launched a new campaign
- Low conversions last week? Append a comment to explain why (maybe your site was undergoing maintenance)
- Site traffic down? You can always blame the weather (maybe there really was a storm)

Annotations - HUG Example

Overview

Sessions ▼ VS. [Select a metric](#)

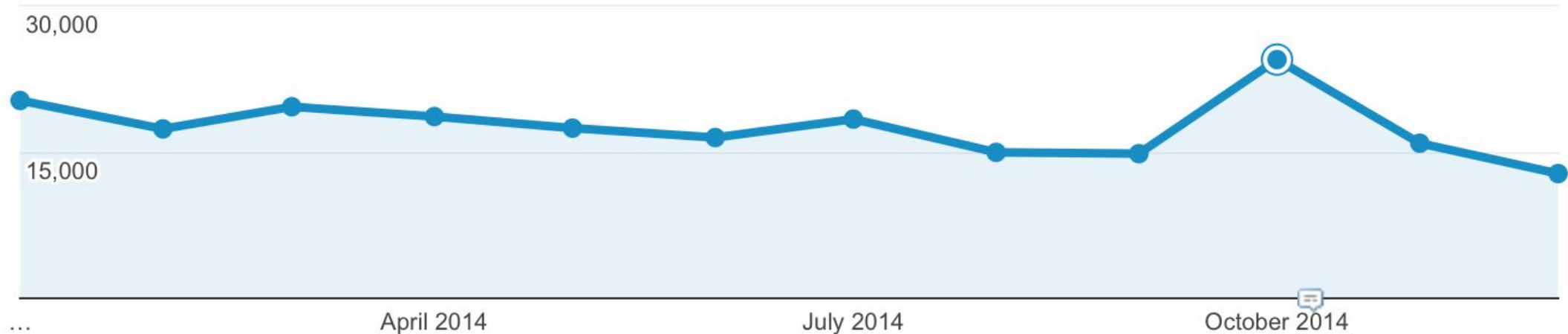
Hourly

Day

Week

Month

● Sessions



Show: [All](#) | [Starred](#)

[+ Create new annotation](#)



Oct 1, 2014

Busiest Month of 2014

[edit](#)

[hipurbangirl@gmail.com](#)

Custom Alerts

Analytics alerts can be used for negative or positive alerts

- Use it to show high up-ticks of traffic during content marketing campaigns.
- Visualize new markets by setting a high traffic alert for a particular country, region or city.
- E-commerce sites can use alerts to help track sales goals or high sales days.


Custom Alerts - New Traffic High

Alert name:

Apply to: **www.hipandurbangirl.blogspot.com/** and 0 other views ▾

Period: Day ▾

☐ Send me an email when this alert triggers.

 [Setup your mobile phone](#) to receive a text message about Intelligence Alerts

Alert Conditions

This applies to

All Traffic ▾

Alert me when	Condition	Value
Sessions ▾	Is greater than ▾	<input type="text" value="850"/>

Save Alert Cancel


Custom Alerts - 50% Traffic Drop from Google

Alert name:

Apply to: **www.hipandurbangirl.blogspot.com/** and

Period:

☐ Send me an email when this alert triggers.

 [Setup your mobile phone](#) to receive a text message about Intelligence Alerts

Alert Conditions

This applies to	Condition	Value
<input type="text" value="Source"/>	<input type="text" value="Contains"/>	<input type="text" value="google."/>
Alert me when	Condition	Value
<input type="text" value="Sessions"/>	<input type="text" value="% decreases by more than"/>	<input type="text" value="50 %"/>
		Compared to <input type="text" value="Previous week"/>

Goals - Four Main Types

Covered in Google Analytics Intro (Recap)

1. Destination - orders/leads, thank you page
2. Duration - time on site
3. Page/Screens per visit - 3 pages

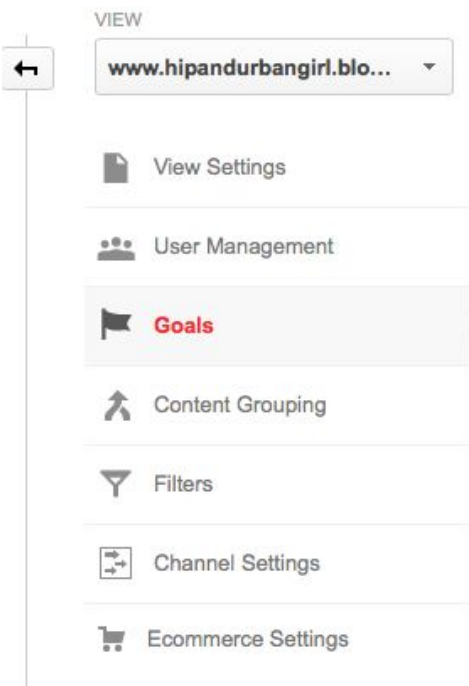
Now let's look custom events!

4. Events - played a video, downloaded an ebook
(need to set up Event Tracking First)

Setting up a Duration Goal

Find users who spend at least 5 minutes on the site

Go to View > Goals > New Goal



Label it for the action

1 Goal description

Name

Goal slot ID

Goal ID 2 / Goal Set 1

Type

☐ Destination ex: thanks.html

☒ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

Next step Cancel

Choose
Duration and
then Next
Step

✓ Goal description Edit

Name: *Spends 5 Minutes On Site*

Goal type: *Duration*

2 Goal details

Enter Value of 5

	Hours	Minutes	Seconds
Duration Greater than	0	5	0

Value OPTIONAL

Off Assign a monetary value to the conversion.

Verify this Goal See how often this Goal would have converted based on your

Create Goal Cancel

Create Goal!

Setting Up a Destination Goal

Let's setup a goal to track a completed form submission

Go to View > Goals > New Goal

VIEW
www.hipandurbangirl.blo...

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Label it for the action

1 Goal description

Name
Completed Sign Up Form

Goal slot ID
Goal ID 1 / Goal Set 1

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

Next step Cancel

2 Goal details

Choose Destination and then Next Step

✓ Goal description Edit

Name: Completed Sign Up Form
Goal type: Destination

2 Goal details

Destination

Equals to hipurbangirl.com/thankyou.html ☐ Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page

Value OPTIONAL

Off Assign a monetary value to the conversion.

Ex. You can assign a value for a lead and track ROI

Funnel OPTIONAL

Off

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Create Goal Cancel

Create the Goal!

Setting Up Event Goals

Let's setup a Goal to track a downloaded file on your site

Go to View > Goals > New Goal

Goal setup Edit

Custom

2 Goal description

Name

download adwords guide

Goal slot ID

Goal Id 1 / Goal Set 1 ▼

Type

- ☐ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☒ Event ex: played a video

To enable Event Tracking, custom code must be placed and fields must match in the code (see next slide)

Goal setup Edit

Custom

Goal description Edit

Name: *Downloaded Guide*
Goal type: *Event*

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true. *must have at least one Event set up to create this type of Goal.* [Learn more](#)

Category	Equals to ▼	download
Action	Equals to ▼	adwords guide
Label	Equals to ▼	Label
Value	Greater than ▼	Value

Event Tracking

**Requires additional code placed on the action you want to track
(Ex. link, video or button on your site)**

Generate your custom event code here:

<https://raventools.com/gaconfig/google-analytics-event-tracking/>

Ex. Code For File Download: `onClick="ga('send', 'event', { eventCategory: 'download', eventAction: 'adwords guide'});"`

Full Download Link: `Hacking AdWords Quality Score Guide`

Event Tracking

Wordpress Example - Track a File Download adfluentmedia.com/adwords

Existing html code (no event tracking)

Want a near perfect Quality Score? Download this Free Hacking AdWords Quality Score Guide

New html code (with event tracking)

Want a near perfect Quality Score? Download this Free Hacking AdWords Quality Score Guide

Custom Segments

Let's create some useful segments to cut our data and look at reports through these various "lenses"

- Target Demo
- Smartphone Traffic
- Desktop Traffic
- Non Flirts, Potential Lovers
- Loyal Users
- Business Hours Vs. Weekends
- Bonus Segments (time permitting and if you're all behaving)

Custom Segments - Target Demo

HUG DEMO

Save

Cancel

Demographics3

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age?

☐ 18-24☒ 25-34☒ 35-44☐ 45-54☐ 55-64☐ 65+

Gender?

☒ Female☐ Male☒ Unknown

Language?

contains

Affinity Category (reach)?

contains

In-Market Segment?

contains

Other Category?

contains

Location?

Country

exactly matches

Canada

Custom Segments Smartphone Traffic

The screenshot shows the 'Smartphone Traffic' custom segment configuration in Google Analytics. On the left is a sidebar with categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Ecommerce, Advanced (highlighted), Conditions (with a '1' badge), and Sequences. The main area is titled 'Conditions' with the instruction 'Segment your users and/or their sessions according to single or multi-session conditions.' It features a filter configuration table with two rows. The first row is for 'Mobile (Including Tablet)' with a warning icon, set to 'contains' and 'Yes'. The second row is for 'Tablet' with a warning icon, set to 'contains' and 'No'. Between the rows is an 'AND' connector. Each row has a minus sign, 'OR', and 'AND' button to the right. At the bottom is a '+ Add Filter' button. At the top of the main area are 'Save' and 'Cancel' buttons, and a 'Se' label on the far right.

Filter	Sessions	Include
Mobile (Including Tablet)	⚠	contains
Yes		
— OR AND		
AND		
Tablet	⚠	contains
No		
— OR AND		

+ Add Filter

Google Analytics comes with Mobile Traffic and Tablet Traffic segments built-in as defaults. For some odd reason they do not, by default provide a Smartphone Traffic segment

Custom Segments

Desktop Traffic

The screenshot shows the 'Desktop Traffic' custom segment configuration in Google Analytics. At the top, there is a text input field containing 'Desktop Traffic', a blue 'Save' button, and a grey 'Cancel' button. Below this is a sidebar with a list of categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Ecommerce, Advanced, Conditions (highlighted with a '1' badge), and Sequences. The main area is titled 'Conditions' with the instruction 'Segment your users and/or their sessions according to single or multi-session conditions.' It features a filter configuration box with the following settings: 'Filter' set to 'Sessions', 'Include' set to 'Include', and a condition 'Mobile (Including Tablet)' which 'does not contain' the value 'Yes'. A yellow warning icon is present next to the condition. Below the filter box is a '+ Add Filter' button. At the bottom right of the filter box are buttons for '- OR AND'.

Google Analytics comes with Mobile Traffic and Tablet Traffic segments built-in as defaults. For some odd reason they do not, by default provide a Desktop Traffic segment

Custom Segments

Non Flirts, Potential Lovers

Non-Flirts, Potential Lovers

SaveCancel

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multiple conditions.

FilterSessions ▾Include ▾

Page Depth ▾

≥ ▾

3

+ Add Filter

Segments your users that look at 3 pages or more in a session!

Custom Segments - Loyal Users

The screenshot shows the 'Custom Segments' interface for a segment named 'Loyal Visitors'. At the top, there is a text input field containing 'Loyal Visitors', a blue 'Save' button, and a grey 'Cancel' button. Below this is a sidebar with a list of categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Ecommerce, Advanced, Conditions (highlighted with a grey background and a '1' in a circle), and Sequences. The main area is titled 'Conditions' with the subtitle 'Segment your users and/or their sessions according to single or multiple conditions'. It features a 'Filter' section with two dropdown menus: 'Sessions' and 'Include'. Below these is a row of controls: a 'Count of Sessions' dropdown, a comparison operator dropdown set to '>', and a text input field containing the number '3'. At the bottom of the main area is a '+ Add Filter' button.

Loyal Visitors

Save Cancel

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their sessions according to single or multiple conditions

Filter Sessions Include

Count of Sessions > 3

+ Add Filter

Segments your users that generate > 3 sessions for any date range.

Custom Segments

Business Hours Vs Weekends

Business Hours

Save

Cancel

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessionsInclude

Hour<22

—ORAND

AND

Hour>7

—ORAND

+ Add Filter

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessionsInclude

Hour>21

—ORAND

OR

Hour<8

—ORAND

+ Add Filter

If you have an offline business, see what impact business hours 8 a.m. – 9 p.m. (ET) have on your web traffic.

BONUS: Advanced Segments

Conversions by Visit Count

Conversion on 1st Visit Save Cancel

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Goal Completions per session > 0 — OR AND

AND

Count of Sessions = 1 — OR AND

+ Add Filter

This segment can be quite useful for lead generation. It shows you how the number of visits impact your conversions and allows you to see different behavioral patterns leading to conversion.

Advanced Segments

Conversions on 2 Visits

Conversion on 2nd Visit

SaveCancel

S

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessions ▾Include ▾

Goal Completions ▾per session ▾> ▾0

—ORAND

AND

Count of Sessions ▾= ▾2

—ORAND

+ Add Filter

Advanced Segments

Conversions on 3+ Visits

Conversion on 3+ Visits

SaveCancel

Segment

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessions ▾Include ▾

Goal Completions ▾per session ▾> ▾0

—ORAND

AND

Count of Sessions ▾> ▾2

—ORAND

+ Add Filter

Bonus: Custom Segments

Whales (\$1000+)

Whales (\$1000+) Save Cancel

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Ecommerce

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their sessions according to single or multiple conditions.

Filter Sessions Include

Revenue per session > 1000

+ Add Filter

Look at sources, locations, product bundles purchased, keywords and campaigns and all that to learn where/how you can find more Whales.

Super Useful Custom Reports

Let's create some tailored reports to find out what's really going on to make smart decisions:

- Busiest Day/Hour
- Social Media Analysis
- Mobile Optimization
- High Value Referring Sites

Custom Reports - Busiest Day/Hour

Useful for when to post content. I also used this report to help a client determine the best times to implement a live chat feature.

General Information

Title

Report Content

Report Tab ×

[+ add report tab](#)

Name

Type Explorer Flat Table Map Overlay

Dimensions

⋮ Day of Week ▼ ×

⋮ Hour ▼ ×

Metrics

⋮ Sessions ▼ ×

[+ add metric](#)

Filters - optional

[+ add filter](#) ▼

Custom Reports - Social

How different social media channels are performing for you. This is a simple way to figure out where you should consider investing more time into social.

Click [here](#) to automatically generate this report.

Report Content

Engagement × + add report tab

Name: Engagement

Type: Explorer Flat Table Map Overlay

Dimensions

Landing Page × Source ×

+ add dimension

Metrics

Sessions × Social Actions ×

Goal Completions × Goal Conversion Rate ×

Goal Value × + add metric

Filters - optional

Include Source Regex facebook\.com|twitter\.c ×

and

+ add filter

Custom Reports - Mobile Performance Analysis

Nice clean report on how well your site is optimized for mobile, including goals and where you need to make improvements

General Information

Title

Report Content

Mobile Device Performance × [+ add report tab](#)

Name

[Duplicate this tab](#)

Type **Explorer** Flat Table Map Overlay

Metric Groups

⋮ Users ×

⋮ Sessions ×

⋮ Bounce Rate ×

⋮ Avg. Session Duration ×

⋮ Goal Completions ×

⋮ Goal Conversion Rate ×

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

⋮ Operating System ×

⋮ Mobile Device Info ×

⋮ Landing Page ×

[+ add dimension](#)

Filters - optional

Include ▼

Mobile (Including Tablet) ⚠ ▼

Exact ▼

and

[+ add filter](#)

Custom Reports - Referring Sites

This [report by Anna Lewis](#) is great for identifying the referring sites that provide the most value. It tells you not only which referring sites are generating the most traffic but also how they're contributing to goal conversions.

General Information

Title Referring Sites

Report Content

Report Tab x + add report tab

Name Report Tab Duplicate

Type Explorer Flat Table Map Overlay

Metric Groups

New tab

Sessions x Goal Completions x Goal Conversion Rate x

+ add metric

+ Add metric group

Dimension Drilldowns

Source x

+ add dimension

Filters - optional

Include Medium Exact referral x

Building Glorious Campaign URLs

Adding manual UTM tags ensures your channels are being properly credited. Offline marketing, newsletters, social media, affiliate links, etc. all need these tags.

Use Google's URL builder tool for generating your campaign urls:

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

Note: You don't need to do this for AdWords (just make sure it's "autotagging" is set to yes)

Fill in the
required
fields then
generate url
to get your
link...

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

http://www.hipurbangirl.com/2010/07/condo-size-furniture.html

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

* Campaign Source

twitter

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

Campaign Medium

organic

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

Campaign Name

oct24tweet

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

Campaign Term

Identify the paid keywords

Campaign Content


Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

http://www.hipurbangirl.com/2010/07/condo-size-furniture.html?
utm_medium=organic&utm_source=twitter&utm_campaign=oct24tweet

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link

Example of a “tagged” URL to track an organic tweet

http://www.hipurbangirl.com/2010/07/condo-size-furniture.html?utm_source=twitter&utm_medium=organic&utm_campaign=aug23tweet

- **3 Required Fields** - Source, Medium, Name
- **Term & Content** are optional - use what you need
- **Organic keywords** from search engines can't be tagged

Well.ca - Newsletter Example with UTM

LAST CHANCE: Up to 75% off This Week's Sales Ends Tonight!

Well.ca <reply@email.well.ca> [Unsubscribe](#)
to me

7:01 AM (14 hours ago)

[Email not displaying correctly? View it in your browser](#)



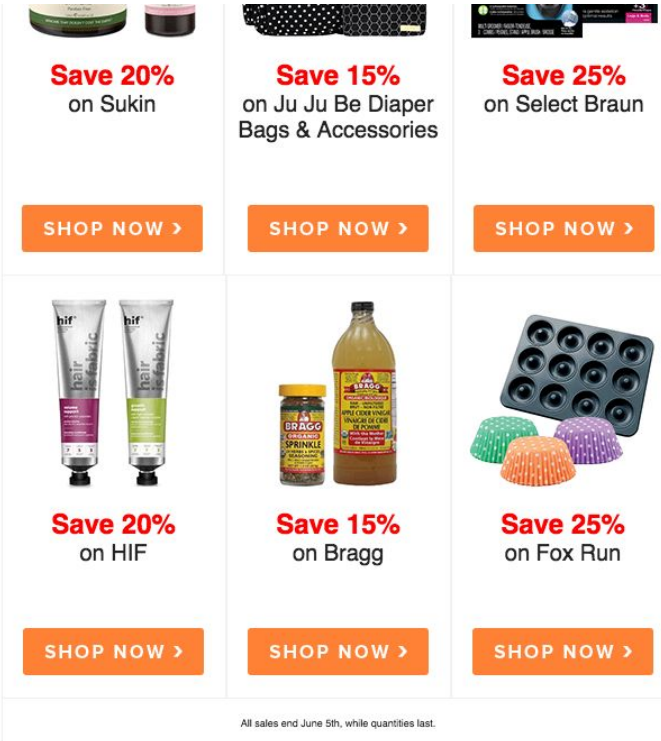
FREE SHIPPING
ON ORDERS \$29+

[Baby](#) [Beauty](#) [Vitamins](#) [Personal Care](#) [Food](#) [Home](#) [Green & Natural](#) [Sale](#)



Hero Graphic

Email Footer



Well.ca Example of a “tagged” URL

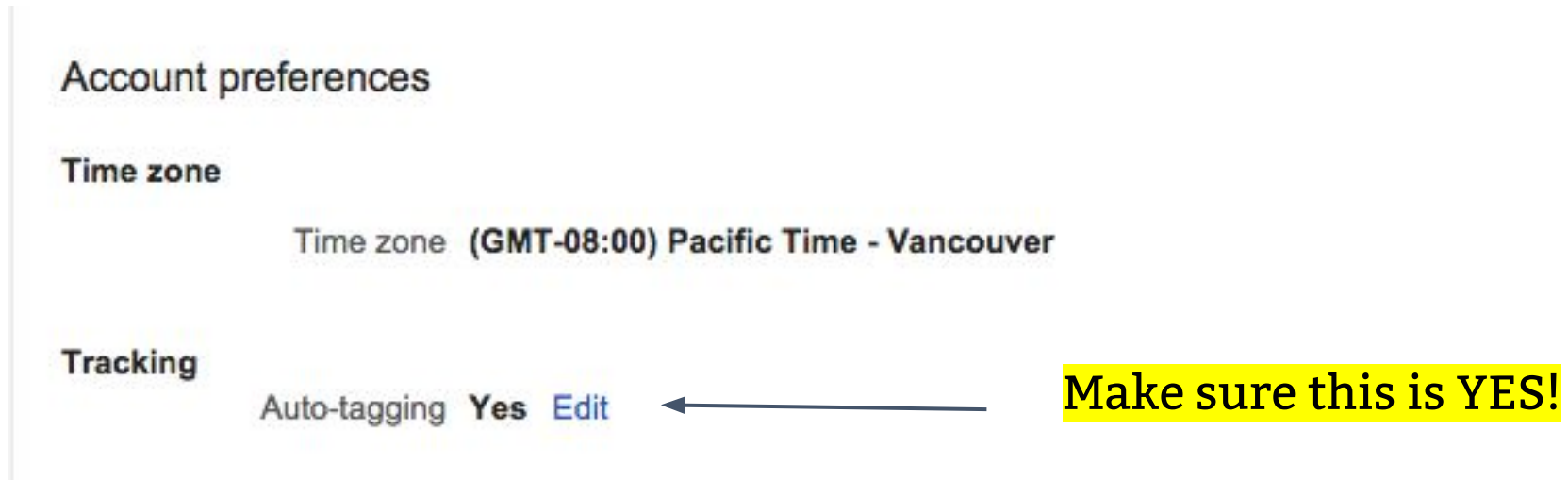
https://well.ca/overstock?utm_source=email&utm_medium=email-newsletter&utm_campaign=Flyer-2016-06-05&utm_content=hero

- **Landing Page=**<https://well.ca/overstock>
- **Utm_source=email**
- **Utm_medium=email-newsletter** (to show email newsletter)
- **Utm_campaign=Flyer-2016-06-05** (to track specific email)
- **Utm_content=hero** (to track clicks from the big clickable image vs tile vs footer etc.)

Adwords URL “Auto-Tagging”

Adwords > Account Settings > Preferences

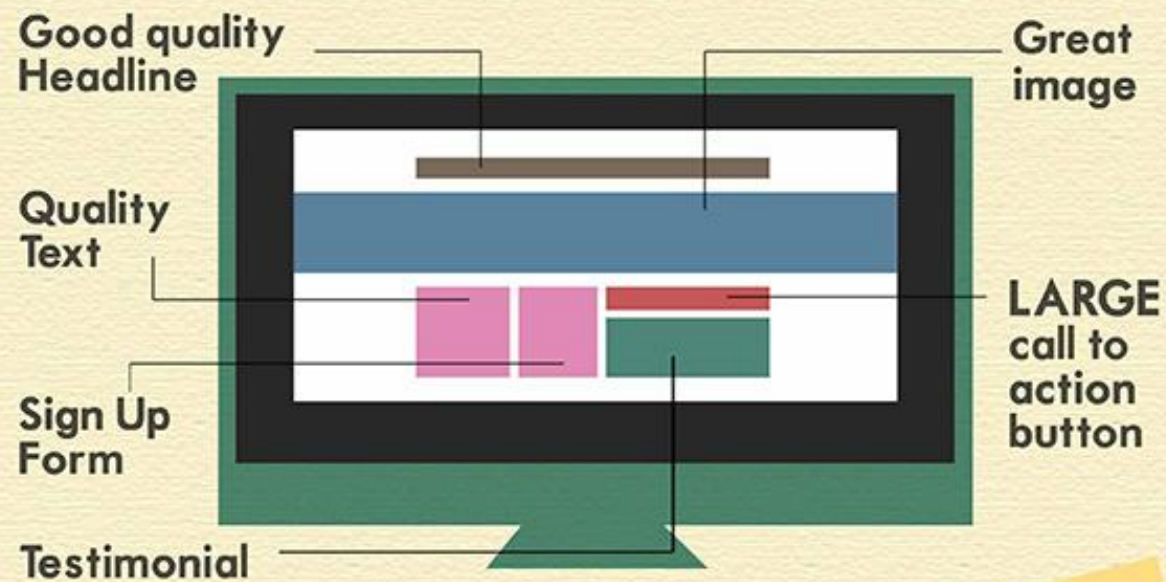
If you have linked Adwords to Analytics, implement **Adwords “auto tagging”** then you’re good to go!



The screenshot shows the 'Account preferences' section of the Google Adwords interface. Under the 'Tracking' category, the 'Auto-tagging' option is set to 'Yes'. A blue 'Edit' link is next to it. A yellow callout box with the text 'Make sure this is YES!' has an arrow pointing to the 'Yes' value.

Account preferences
Time zone
Time zone (GMT-08:00) Pacific Time - Vancouver
Tracking
Auto-tagging Yes Edit

THE RECIPE FOR A PERFECT LANDING PAGE



Landing Page Tips

#1 Relevant, useful and original content

Is the page featuring what you promised in the ad?

- Your landing page needs to be relevant to your ad copy and keyword.
- Provide useful information about whatever you're advertising.
- Offer useful features or content that are unique to your site.

Landing Page Tips

#2 Transparency and trustworthiness

- Make it easy for visitors to find your contact info.
- If you request personal information, make it clear why you're asking for it and what you'll do with it.
- Distinguish sponsored links, like ads, from the rest of your site content.
- Openly share information about your business and clearly state what your business does.

Landing Page Tips

#3 Ease of Navigation

Can people easily find what they are looking for?

- Don't make people hunt around for the information.
- Make it quick and easy to order the product mentioned in your ad.
- Don't annoy customers with pop-ups or other features that interfere with their navigation.
- Ensure customers can easily find information to learn more about the advertised product.

Return On Investment (ROI)

$$\frac{\text{Revenue} - \text{Cost of Goods Sold}}{\text{Cost of Goods Sold}}$$

Ex. You have a gizmo that costs \$100 to make and sells for \$200. You sell 5 of them using Adwords with \$200 in spend. Your total sales are \$1000 (5 x \$200).

Your ROI is $(\$1000 - (\$500 + \$200)) / (\$500 + \$200) = 43\%$

Geoff's Treasure Trove of Resources...



Google-Related Resources

- Google Analytics <http://google.com/analytics>
- Analytics Event Tracking
<https://raventools.com/gaconfig/google-analytics-event-tracking/>
- URL Builder <https://support.google.com/analytics/answer/1033867?hl=en>
- Analytics Academy <https://analyticsacademy.withgoogle.com/explorer>
- Analytics Blog <http://analytics.blogspot.ca/>
- GA Solutions Gallery analytics.google.com/analytics/gallery/#landing/
- GA Tag Manager: <https://www.google.ca/analytics/tag-manager/>
- Adwords Fundamentals <https://support.google.com/partners/answer/3045820>
- Adwords Keyword Planner <https://adwords.google.com/KeywordPlanner>
- Google Trends <http://www.google.ca/trends/>

Other Resources

Advanced Analytics

- Mixpanel www.mixpanel.com

Landing Page Optimization

- Optimizely www.optimizely.com
- Unbounce www.unbounce.com

User Behavior

- Crazy Egg www.crazyegg.com
- ClickTale www.clicktale.com

Tracking

- CPV Lab www.cpvlab.com
- HasOffers (for Affiliate Programs) www.hasoffers.com

Other Resources

Research & Competitive Intelligence Tools

- Quantcast www.quantcast.com
- SimilarWeb www.similarweb.com
- Adbeat www.adbeat.com
- MixRank www.mixrank.com
- AdClarity <http://www.adclarity.com/>
- Twitter Search <https://twitter.com/search-home>

Website Templates & Hosting

- Wordpress www.wordpress.org
- Namecheap www.namecheap.com

Other Resources

Retargeting

- Perfect Audience www.perfectaudience.com
- Adroll www.adroll.com

Marketing Platforms

- Hubspot www.hubspot.com

Books

- **Ca\$hvertising: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone** www.cashvertising.com

Any more Q&A?
+ Brain Decompression!



You've earned
a professional
credit badge
for completing
this class.





**For your digital reference guide, \$10 off promo code
(per order) and the post-workshop feedback survey
visit:**

camptech.ca/analytics2gm