

# GAIQ REVISION

## OVERVIEW

- Google Analytics (GA) will time out the session after 30 minutes of inactivity
- A standard GA user can have up to 100 accounts
- Each GA account has at least one property

## GOOGLE ANALYTICS STRUCTURE



## DIMENSIONS & METRICS

*Dimensions are attributes of the data like Page, Landing Page, City, Device Category, Source/Medium*

*Metrics are quantitative measurements made against dimensions, like Sessions, Page Views, Bounce Rate*

- Every report in GA is made up of dimensions and metrics
- It is possible to change the dimension and add a secondary dimension to narrow down information further
- Create custom metrics and dimensions to view specific parts of the data

- Each dimension and metric has a scope: user-level, session-level or hit-level
- Not all dimensions and metrics can be combined
- It makes sense to combine dimensions and metrics that share the same scope

## SCOPES

*Scopes inform the way that metrics and dimensions are set up. Examples of scopes are:*

*User - Looks at data in terms of a user's aggregated sessions and hits (pageviews)*

*Session - groups component hits throughout one viewing session*

*Hit - captures each view or interaction on the site*

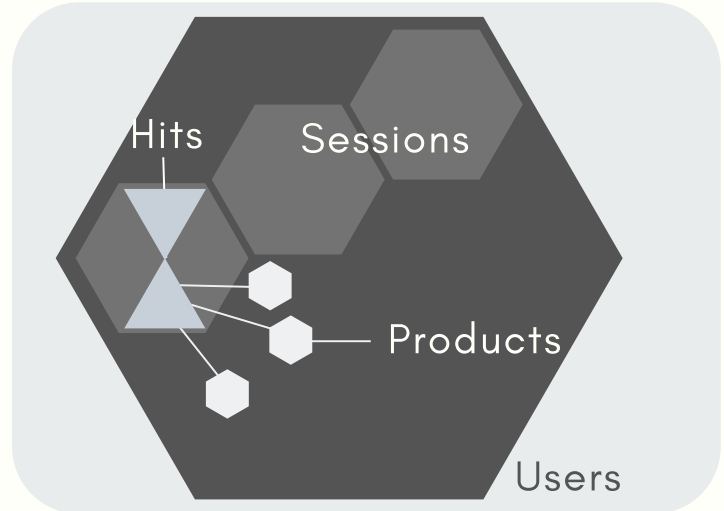
*Product - specifically for e-commerce use, shows behaviour by specific product like product transactions or product revenue*

# GAIQ REVISION

## SCOPES

Client ID is generated from GA tracking code, stored in a cookie on the browser for each user that visits the site

**Users** are made up of sessions, **sessions** are made up of hits, each **hit** may have **products** associated with them



## ATTRIBUTION MODELS

*An attribution model is the rule or set of rules that determine how credit for conversions is assigned to touchpoints in conversion paths. A Last Interaction model assigns 100% credit to the clicks that precede the conversion. Conversely, the First Interaction model assigns 100% credit to the initiating interactions. Multi-Channel Funnel reports shed light on what role prior marketing campaigns have played in the conversion process to understand fully what is responsible for the conversion.*

## AUDIENCE REPORTS

*To use an audience report you should first activate Advertising Features in order to see data in each report. If the site traffic is low or the segment is too small, it may not show data. Behaviour reports help you to understand how often visitors came and returned to the website. The New vs. Returning report looks at acquisition, behaviour and conversion goal metrics for new and returning users. The Exit Pages report shows which pages that users are on when they leave the website.*

## ACQUISITION REPORTS

*Acquisition reports can be used to compare the performance of different marketing channels to discover which sources result in the highest quality traffic and conversions. Medium refers to the way that traffic was delivered to site: organic, CPC, referrals, email or none.*

# GAIQ REVISION

## ACQUISITION REPORTS

**Organic** - traffic that arrived onsite through unpaid search like a non-paid Google search result

**CPC** - traffic that arrived through a paid search campaign

**Referral** - traffic that arrived after the user clicked on a website other than a search engine

**Email** - traffic that came from an email marketing campaign

**None** - traffic that arrived directly from typing the URL into the browser. This shows as Source: Direct, Medium: None

## GOALS

*Goals define the actions that you want users to take whilst they're on the website. When a user completes a goal, this results in a conversion.*

**Goal funnel** - a visual representation of the steps needed to complete a goal, used to identify when users are dropping out of the conversion process. Found in *Conversions - Goals - Funnel Visualisation*.

Goal types are:

**Destination** - when a user reaches a specific page, like a 'Thank you' page

**Duration** - based on the length of a user's session

**Pages/screens** - how many pages a user views in a session

**Events** - tracking specific actions on a site

## SEGMENTATION

*Segments allow GA users to view subsets of data within reports. It is also possible to add multiple segments to a single report for comparison, and these segments can be imported or shared without the sharing of data.*

*Add demographics, technology, behaviour, date of first session, traffic sources and ecommerce to your segment, and create segments based on sequences of user interactions by adding filters in sequential order.*

# GAIQ REVISION

## SEGMENTATION

*There are two different types of segments:*

**User segments** - spanning multiple sessions with a maximum date range of 90 days, e.g. a segment that shows age, date, gender or a combination of these

**Session segments** - confined to user behaviour within a session e.g. created for a goal that users complete during the session

*They can be applied through using:*

**System segments** - default segments that already exist and can be applied to data at the click of a button

**Custom segments** - created by the Google Analytics user and show up under the heading 'Custom'

## TRACKING CODE

*Tracking code is a unique identifier that sends hits to the appropriate property and account inside Google Analytics, made of a string of numbers like UA-XXXXXX-X.*

To use Google Analytics, add Javascript to each element of the site that should be tracked. This means *ga.js* (new version) or *urchin.js* (old version) will be applied immediately after the <head> tag in the HTML of each site page.

Event tracking code passes 4 parameters on the way to a hit:

**Category** - organises tracked events into groups

**Action** - the action the user took when the event was initiated

**Label** - optional value used to further describe the element being tracked

**Value** - optional numerical value e.g. the amount of time it takes a video to load

## CUSTOM REPORTS

*Custom reports are any reports created by the user. Pick the dimensions and metrics and then decide how they are displayed. Metrics and dimensions from different scopes cannot be compared in a custom report.*

*Flat tables - static, sortable tables*

*Map overlay - map of the world with a heatmap overlay to indicate traffic*

*Explorer reports - have graphs, data tables, search and sort dimensions and secondary dimensions*

# GAIQ REVISION

## GOOGLE ADS

*Google Ads (Adwords) is Google's online advertising platform, where users can create paid adverts to target specific demographics. The ad has to meet quality guidelines to be shown to users. Campaign data is shared between the two systems but still requires tracking.*

There are two main types of ads:

**Text ads** - show up next to Google search results. Bid on matching keywords to the user's search query

**Display ads** - images, animation or video that show up on the collection of websites called the Google Display Network

Link the Ads account to the GA account to:

- View Ad click & cost data alongside site engagement data in Analytics
- Create remarketing lists in Analytics to use in Ad campaigns
- Import Analytics goals and transactions into Ads as conversions
- View Analytics site engagement data in Ads

## AUTO-TAGGING

- Can be implemented on Ads URLs, and this is required to get specific dimensions on Google Analytics
- Auto-tagging adds a parameter called GCLID (Google Click Identifier) to the URLs so people click through
- GCLID is often stored in a new GA cookie on the site's domain
- Once linked you can find the reports in *Acquisition - Adwords - Campaigns*

Auto-tagging allows users to:

- Track conversions on the website on all browsers
- Import conversion data into Google Ads from Analytics, as well as external sources like the CRM system
- Import Ads campaign and cost data into Google Analytics reports
- Import GA site engagement metrics (e.g. bounce rate) into Google Ads reporting