

MODULE 3

MARKETING AND BRANDING

Digital Analytics



Erasmus+

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Learning Objectives

- Understanding how digital analytics can help you
- See what has been happening on your business website
- Define measurable outcomes for your business
- Develop a winning business strategy
- Make data-driven decisions
- Google Analytics videos

What has been happening on your website?

Understanding how digital analytics can help you

- See what has been happening on your business website
- Define measurable outcomes for your business
- Develop a winning business strategy
- Make data-driven decisions
- Google Analytics videos

Digital Analytics

www.land-mobility.eu



Defining Measurable Outcomes for Your Business

Digital/Google analytics could help you focus specifically on measuring outcomes, that is, connecting online customer behaviour to, for example,

- Increased revenue,
- Reduced cost,
- Improved customer satisfaction

OUTCOME



Develop a winning Business Strategy

You could develop a winning business strategy by

- Using Digital/Google Analytics to run tests/experiments live on your website's content with various ideas. For example,
 - Testing your website's content to learn what works best for your visitors
 - Customizing your website experience to suit each type of audience
- Getting direct feedback from customers on your website through for example
 - Surveys,
 - Usability testing



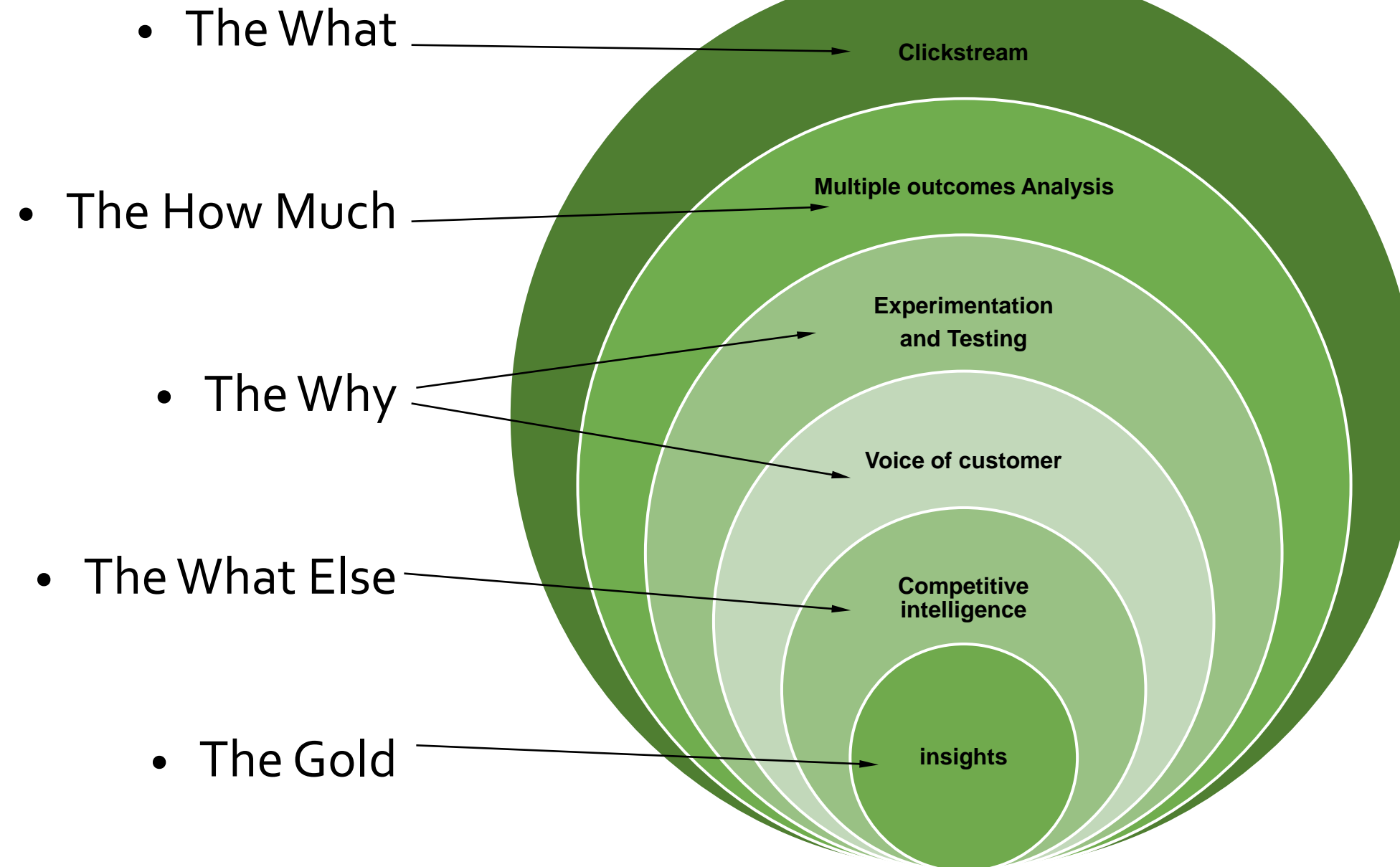
Making Data-Driven Decisions

The purpose of digital/Google analytics is to give you the knowledge from which you can make informed decisions such as

- Acquisition of visitors,
- Measurement of performance,
- Analysis of trends,
- Testing to improve



How Will Digital Analytics Help Your Business?



For further information, please watch the following videos

Why digital analytics?

<https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/1>

How Google Analytics works

<https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/2>

Google Analytics Basics

Learning Objectives

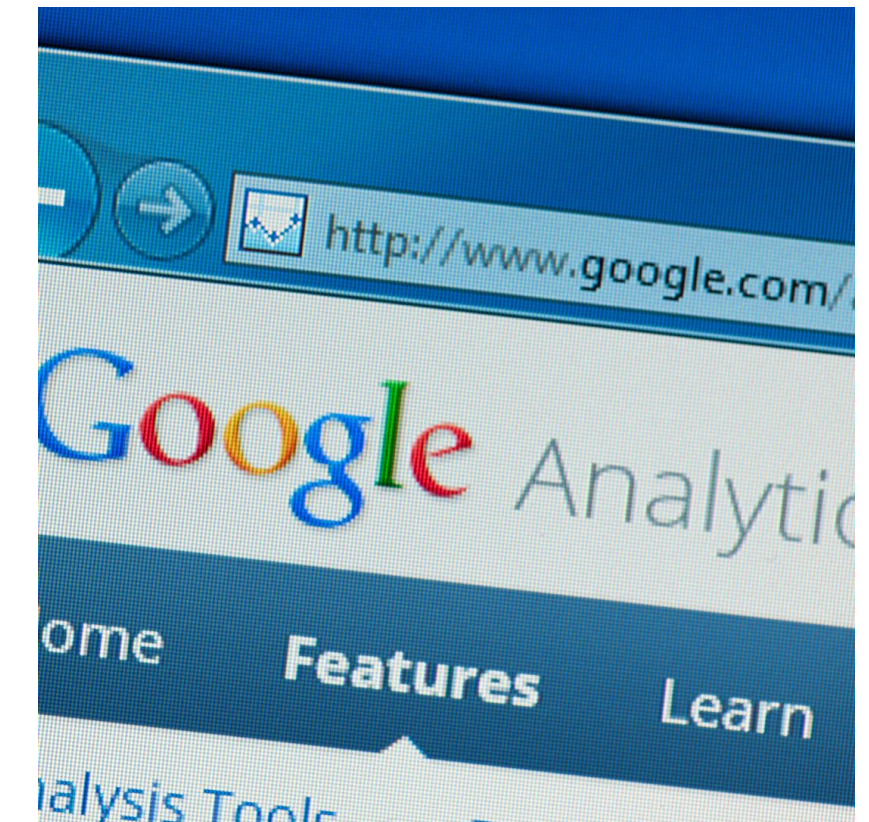
- Google Analytics platform
- Opening a Google Analytics account
- Managing your Google Analytics account
- Google Analytics videos



Google Analytics Platform

Collection. Google Analytics uses a simple model to organize the data you collect. There are three components to this data model:

- **A user** is a visitor to your website or app
- **A session** is the time a user spends there
- **A hit** is an interaction that is what a user does while the user is there, which results in data being sent to Analytics



Google Analytics Platform

Processing data and applying your configuration settings

- 1) Google Analytics organizes the hits you've collected into users and sessions
 - 2) Data from other sources such as Google AdWords can be joined with data collected
 - 3) Google Analytics processing will modify your data according to any configuration rules, such as including or excluding, you've added
 - 4) Google Analytics prepares the data for analysis by organizing it in meaningful ways and storing it in database tables
- **Reporting** through Google Analytics interface



Opening a Google Analytics Account

- 1) Create or sign in to your Google Analytics account
- 2) Set up a property in your Google Analytics account. A property represents your website or app, and is the collection point in Analytics for the data from your site or app
- 3) Set up a reporting view in your property. **Views** let you create filtered perspectives of your data, such as data from your company's current marketing promotion
- 4) Follow the instructions during the Google Analytics sign-up process to add the tracking code to your website so you can collect data in your Analytics property.



Opening a Google Analytics Account

Tracking ID

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```


Opening a Google Analytics Account

For further information, please watch the following videos:


Google Analytics setup

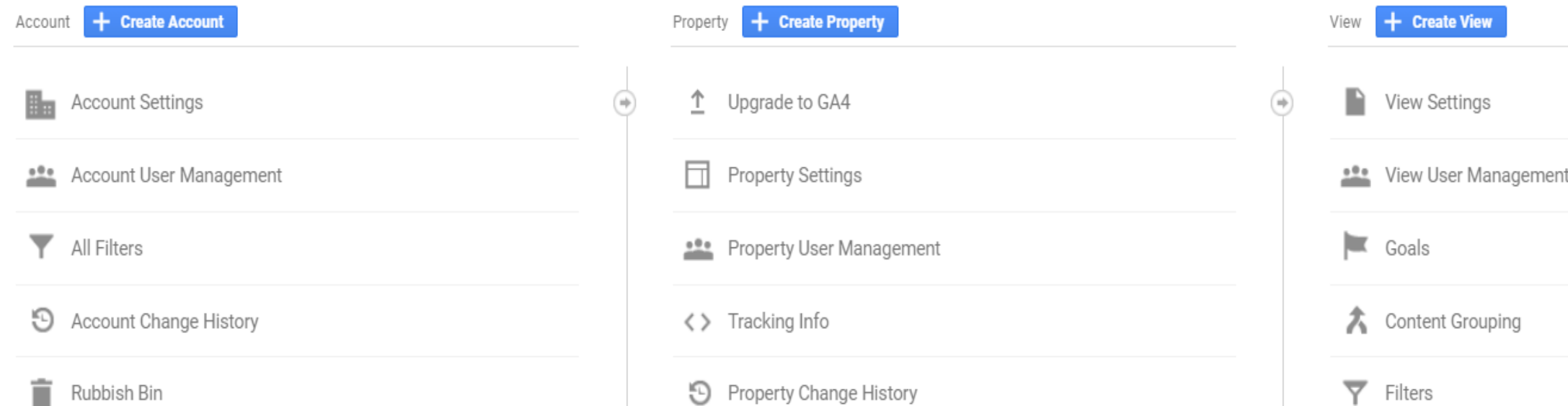
<https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/3>

How to set up views with filters

<https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/4>

Managing your Google Analytics Account




- Sign in to your Google Analytics Account. Click  **Admin** at the bottom of any Analytics page.
- From the dropdown in *Account* column, click **+ Create Account**.



- Follow the rest of instructions ...





Managing your Google Analytics Account

Delete a Google Analytics account

- Remove the Analytics tracking code from all your web pages/app .
- Click  **Admin** at the bottom of any Analytics page.
- Use the **Account menu** to select the account you want to delete.
- Click  **Account Settings** .
- Click  to **Delete** this account.

Managing your Google Analytics Account

Add a new user

- Click  **Admin**.
- Use the menus at the tops of the columns to select the account, property, or view you want.
- To add a user at the account level, click  **Account User Management**, at the property or view level, click  **Property User Management** or  **View User Management** in the appropriate column.
- Follow the rest of instructions ...

Opening a Google Analytics Account

For further information, please watch the following videos:

Navigating Google Analytics

<https://analytics.google.com/analytics/academy/course/6/unit/2/lesson/1>

Understanding overview reports

<https://analytics.google.com/analytics/academy/course/6/unit/2/lesson/2>

Using Goal Conversion and Funnels to define and measure your website success

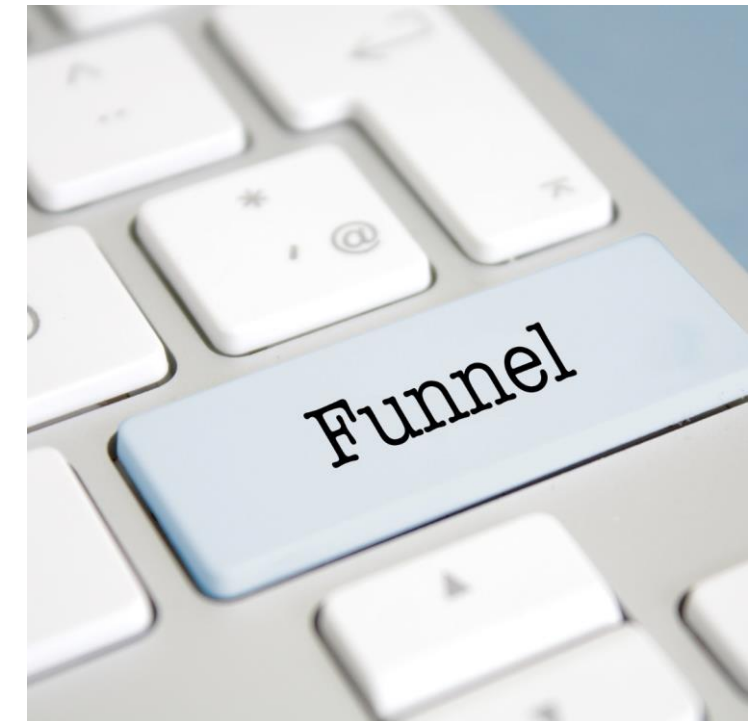
Learning Objectives

- Understanding the importance of Goal conversion and Funnels
- Understanding the Goal Setup Process
- Relevant Google Analytics videos





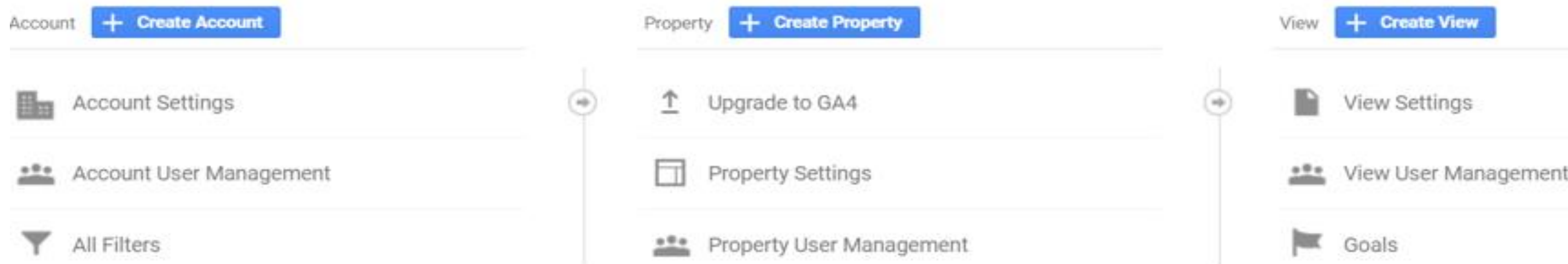
Understanding the Importance of Goal Conversion and Funnels

- **Goals or conversions** measure how well your site or app fulfils your target objectives, such as *making a purchase, submitting a contact information form, viewing special-offers page...*
- **Goals** enable you to define success
- A **funnel** specifies the path a visitor takes to reach a goal; helps you to visualise and optimise the completion rate of a series of steps in your site or app



The Goal Setup Process

- Sign in to Google Analytics.
- Click  **Admin**, and navigate to the desired view.
- In the *VIEW* column, click  **Goals**.



- Click + **+ NEW GOAL** or **Import from Gallery** to create a new goal, or click an existing goal to edit its configuration.

The Goal Setup Process

You have two basic options for creating goals

- using a goal template
 - Select a Template from ☒ Template.
 - Click **Continue** to set up your goal.
- creating custom goals
 - Select ☒ Custom then **Continue**.
 - Then select a goal Type.
 - Click **Continue** again to set up your goal.
- Adding a Goal Funnel.



For further information, please watch the following videos

How to measure Custom Campaigns

<https://analytics.google.com/analytics/academy/course/6/unit/4/lesson/1>

Use Goals to measure business objectives

<https://analytics.google.com/analytics/academy/course/6/unit/4/lesson/3>


Introduction to Segmentation

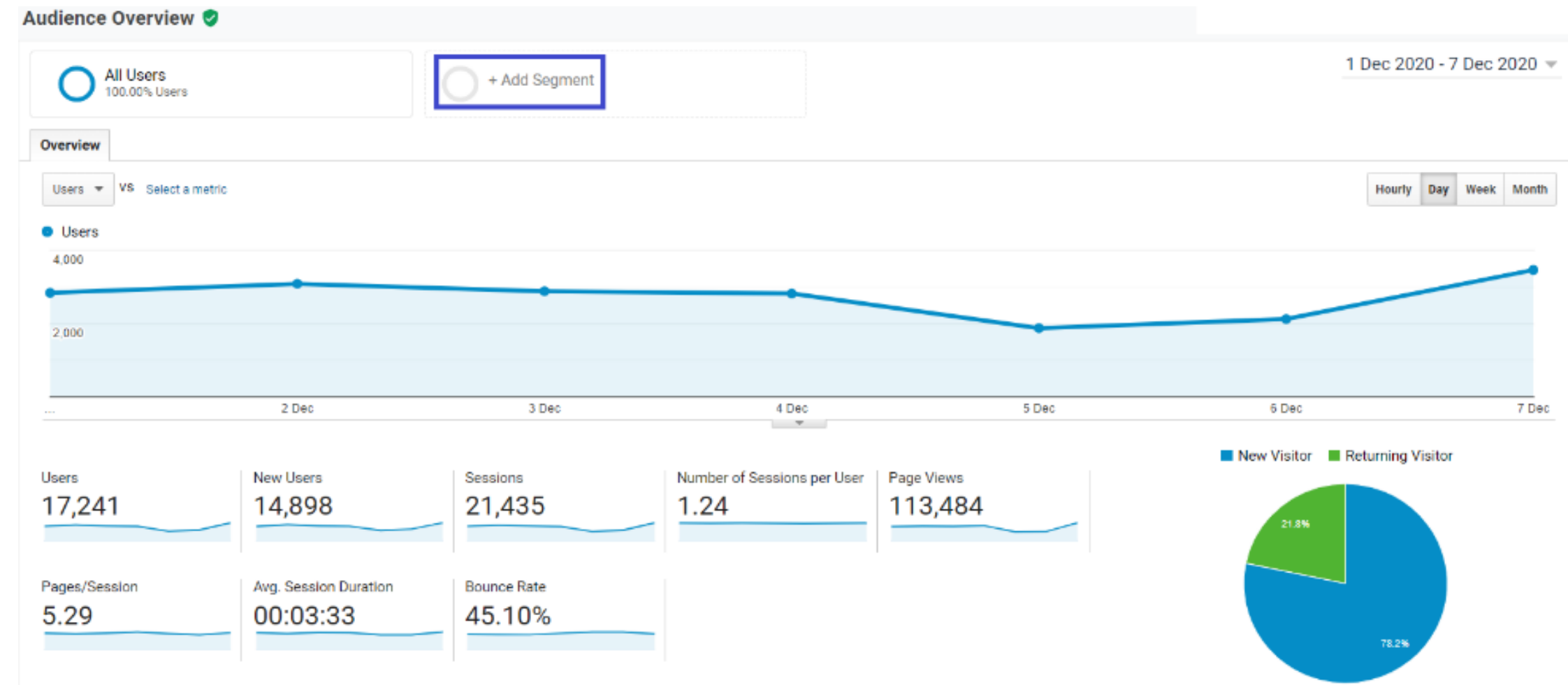
- A segment is a subset of your analytics data, such as *users from a particular city, users who purchase a particular line of products...*
- Segments allow you to examine and respond to the component trends in your business
- A segment is made up of one or more filters that isolate subsets of users, sessions, and hits. For example,
 - Users who have previously purchased
 - All sessions originating from Campaign A
 - All hits in which revenue was greater than €15



Building New Segments Using Segment Builder

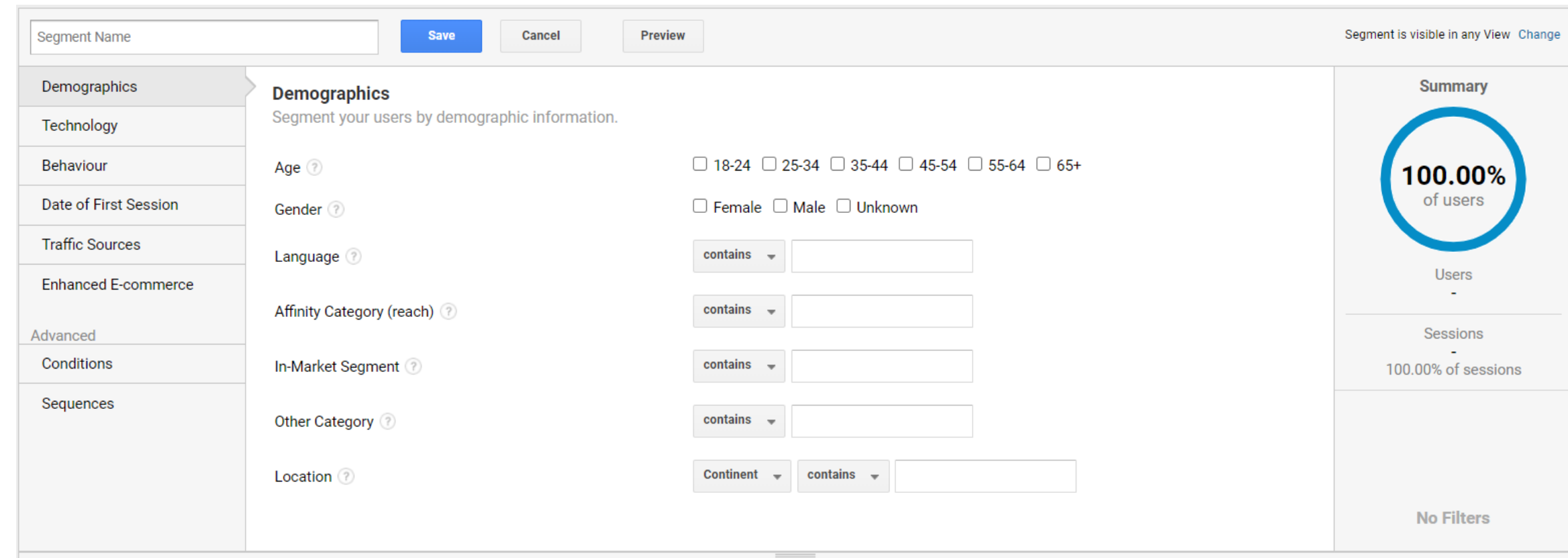
To create a segment:

- 1) Sign in to your Analytics account
- 2) Open the **View** whose data you want to analyse
- 3) Open **Reports**. You can start with any report
- 4) Click **+ Add Segment**
- 5) Click 



Building New Segments Using Segment Builder

- f) Enter a name for the segment.
- g) Use the options in the different categories to configure the filters you want for your segment.
- h) When you have finished configuring filters, you can preview and test the segment.
- i) When you're satisfied that the segment includes exactly the data you want, click Save to close the segment builder and apply the segment to your reports



The screenshot shows the Segment Builder interface. At the top, there is a 'Segment Name' input field, 'Save', 'Cancel', and 'Preview' buttons. A status message on the right says 'Segment is visible in any View Change'. The left sidebar contains a list of categories: Demographics, Technology, Behaviour, Date of First Session, Traffic Sources, Enhanced E-commerce, Advanced, Conditions, and Sequences. The 'Demographics' category is selected, and its options are displayed in the main area. These include Age (checkboxes for 18-24, 25-34, 35-44, 45-54, 55-64, 65+), Gender (checkboxes for Female, Male, Unknown), Language (a 'contains' dropdown), Affinity Category (reach) (a 'contains' dropdown), In-Market Segment (a 'contains' dropdown), Other Category (a 'contains' dropdown), and Location (a 'Continent' dropdown followed by a 'contains' dropdown). On the right, a 'Summary' panel shows a circular progress indicator for '100.00% of users' and 'Users -'. Below this, it shows 'Sessions -' and '100.00% of sessions'. At the bottom of the summary panel, it says 'No Filters'.

Building New Segments Using Segment Builder

E.g., you can segment your visitors in terms of age, gender, language, and



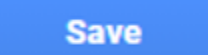
- **Using "affinity audiences"** to reach as many people as possible and drive awareness of your products. With affinity audiences, you could reach, for example, *green living enthusiasts, foodies, cooking enthusiasts, family-focused, health & fitness buffs, shoppers*, among others;
- **Using "location-based targeting"** to search for country, cities, and/or even street addresses;
- **Using "topic"** to target one ad to multiple pages about certain topics at once. Topic targeting lets you reach a broad range of pages on the Display Network.

Profile Segments: Segmenting Visitors

Using Filters




You can use filters to provide specialised profiles (reports) to gain a better understanding of visit types.

Create a filter at the account level

- Sign in to Google Analytics.
- Click **Admin**, and navigate to the account in which you want to create the filter.
- In the *ACCOUNT* column, click  All Filters .
- Click . (If this button is not visible, you do not have the necessary permission.)
- Enter a name for the filter.
- Select Predefined to select from the predefined filter types.
- Select Custom to construct a custom filter.
- From the *Available views* list, select the views to which you want to apply the filter, then click Add.
- Click .

Profile Segments: Segmenting Visitors Using Filters

Change the filter order for a view

- Sign in to Google Analytics.
- Select the **Admin** tab and navigate to the **view in which you want to create the filter**.
- In the *VIEW* column, click  **Filters**.
- Click **Assign Filter Order**, select the filter you want to move, then click  **Move up** or  **Move down**.
Click Save when you are finished.
- If you want to remove a filter from the view, click remove in the row for that filter.

Best Practice Tip: Keep a Profile without Filters. That is, keep your original profile and apply new filters to a duplicate profile in your account. That way, if you make a mistake in applying a new profile, you always have the original profile to fall back on.

For further information, please watch the following videos

Segment data for insight

<https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/1>

Analyse data by channel

<https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/2>

Analyse data by audience

<https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/3>

Identifying Key Performance Indicators (KPIs)

Learning objectives

- How to find a KPI
- The attributes of a good KPIs
- KPIs for e-commerce sites
- KPIs for non-e-commerce sites



How to find a KPI

- Preparing KPIs consists of defining objectives and key results (OKRs).
- For small organisations, having a report of 10 KPIs aligning with 10 OKRs is usually sufficient.
- KPIs should align with business goals such as a specific action you want website visitors to take. In many cases, this will be a revenue-impacting action.
- KPIs should correspond to trackable metrics in Google Analytics.



The Attributes of a Good KPIs

- **Available and Measurable.** KPIs should be based on monetary values where possible; if not, use a ratio, percentage or average rather than the raw number.
- Hugely **business bottom-line impacting**.
- **Relevant.** If your KPI is hugely business bottom-line impacting then it is got to be relevant to your business objectives.
- **Instantly useful.** That is, you can quickly take actions on the basis of the insight you get from your KPI.
- **Timely.** Your KPI should be available to you in a timely manner so that you can take timely decisions.



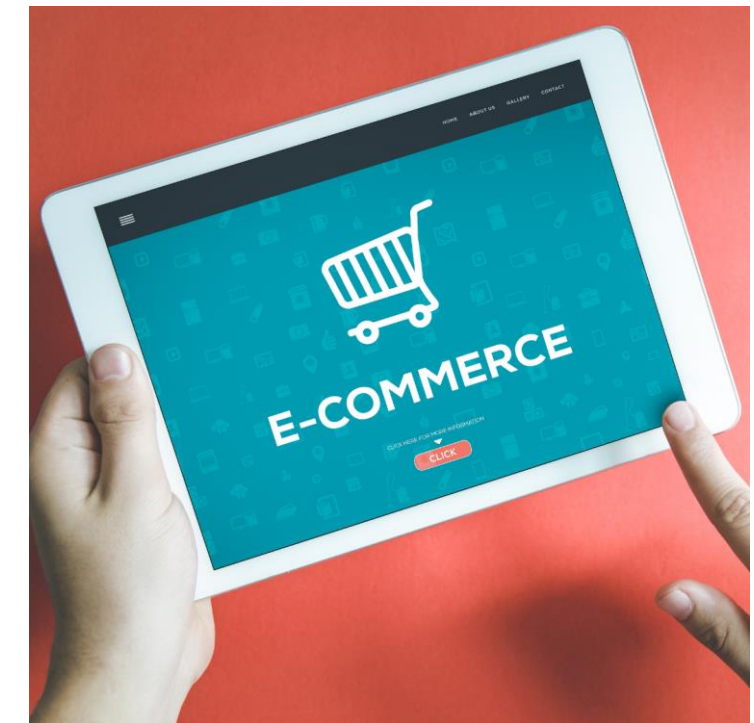
KPIs for E-commerce Sites

- The more **Website traffic** your site gets, the better chance you have at turning those visitors into buying customers (e.g., from *Google account*->*Acquisition* ->*Channels*...)
- **Referral traffic** can help you determine which sources are sending the most visitors to your site and where you should focus more (*Google account*-> Referral)
- **Conversion rate** is the percentage at which your website visitors convert into actual customers
- A high **bounce rate** may indicate that a majority of your visitors aren't finding what they want when they visit your site

Acquisition		Acquisition
Overview		Users ? ↓
All Traffic		11,819 % of Total: 100.00% (11,819)
Channels		
Treemaps	<input type="checkbox"/>	1. Direct 9,743 (82.48%)
Source/Medium	<input type="checkbox"/>	2. Paid Search 1,344 (11.38%)
Referrals	<input type="checkbox"/>	3. Display 257 (2.18%)
▶ Google Ads	<input type="checkbox"/>	4. Affiliates 242 (2.05%)
▶ Search console	<input type="checkbox"/>	5. (Other) 92 (0.78%)
▶ Social	<input type="checkbox"/>	6. Referral 70 (0.59%)

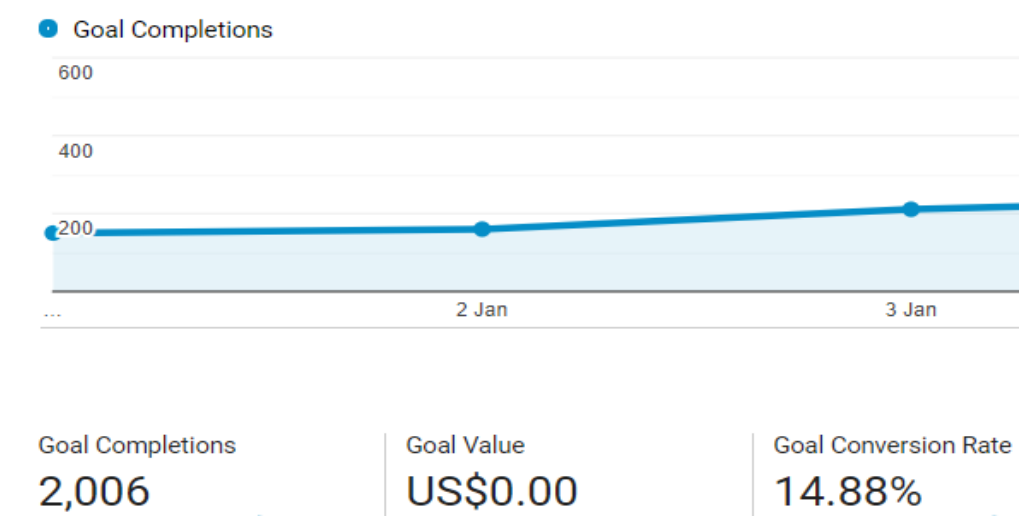
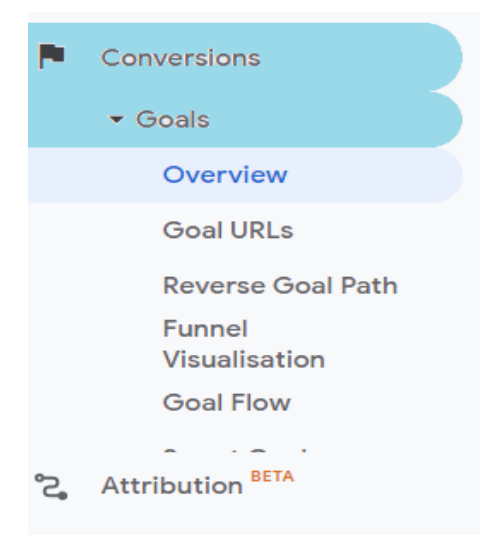
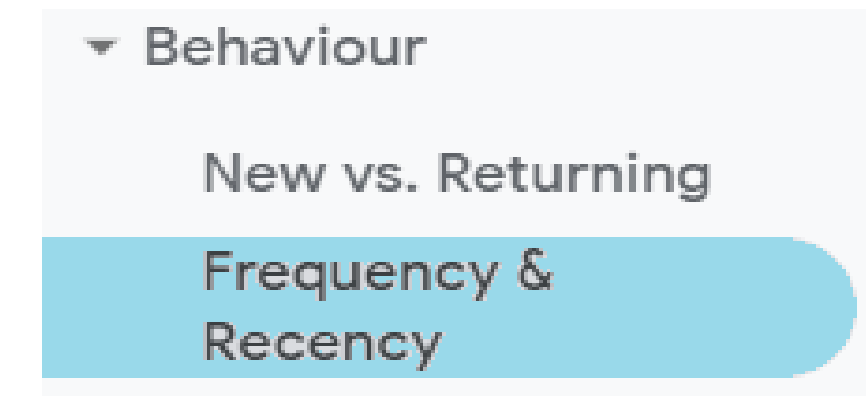
KPIs for E-commerce Sites

- **Time to purchase** tells you approximately how long it took for visitors to your site to change into actual customers
- By tracking **Cart abandon rate** very closely, you can identify problems with your checkout process before they start to cause significant problems for your business
- **Cost per conversion** (CPC) is the amount you pay to turn a visitor into a buyer. It can help you make smarter decisions about how much your products should be sold for, what you should pay for advertising, and even how you should market your business online



KPIs for E-commerce Sites

- **Visitor Loyalty** is the frequency of visits on your website for a specific time period. It will help you know about the characteristics of your visitors
- **Recency** is the number of repeated visits on your website. The greater the recency of visits, the better for your site
- **Length of Visit** refers to the quality of visits during a reporting period. Suppose your site could increase this KPI, then take measures to convert more visits into a successful one by engaging your customers
- **Depth of Visit** refers to the number of pages visited. It helps you to have a broad picture of your customer experience and to improve your goals
- **Conversions** refer to the valuable actions such as site registrations and viewed contact us that you may want your users to take





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