GOOGLE ANALYTICS BOOTCAMP

DAY TWO

CHRIS EDWARDS

Day Two Agenda

Advanced Admin

- Move Properties
- Referral Exclusions
- Channel Grouping
- Custom Dimensions
- Calculated Metrics
- **Q&A Session**

Custom Reports

- Custom Reports
- Shortcuts
- Annotations
- **Q&A Session**
- **5 Minute Break**

Ecommerce

- Overview
- Setup
- Reports
- Shopping & Checkout Behavior
- Conversion Funnel
- **Q&A Session**

Tomorrow we will learn about creating dashboards!

ADVANCED ADMIN FUNCTIONS

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Move Properties From One Account to Another

This was a new featured added in 2016 and a much needed one. You can move a property from one account to another without any lost of historical data.

Things To Note:

UA ID (UA-XXXXXXXX-X) will not change

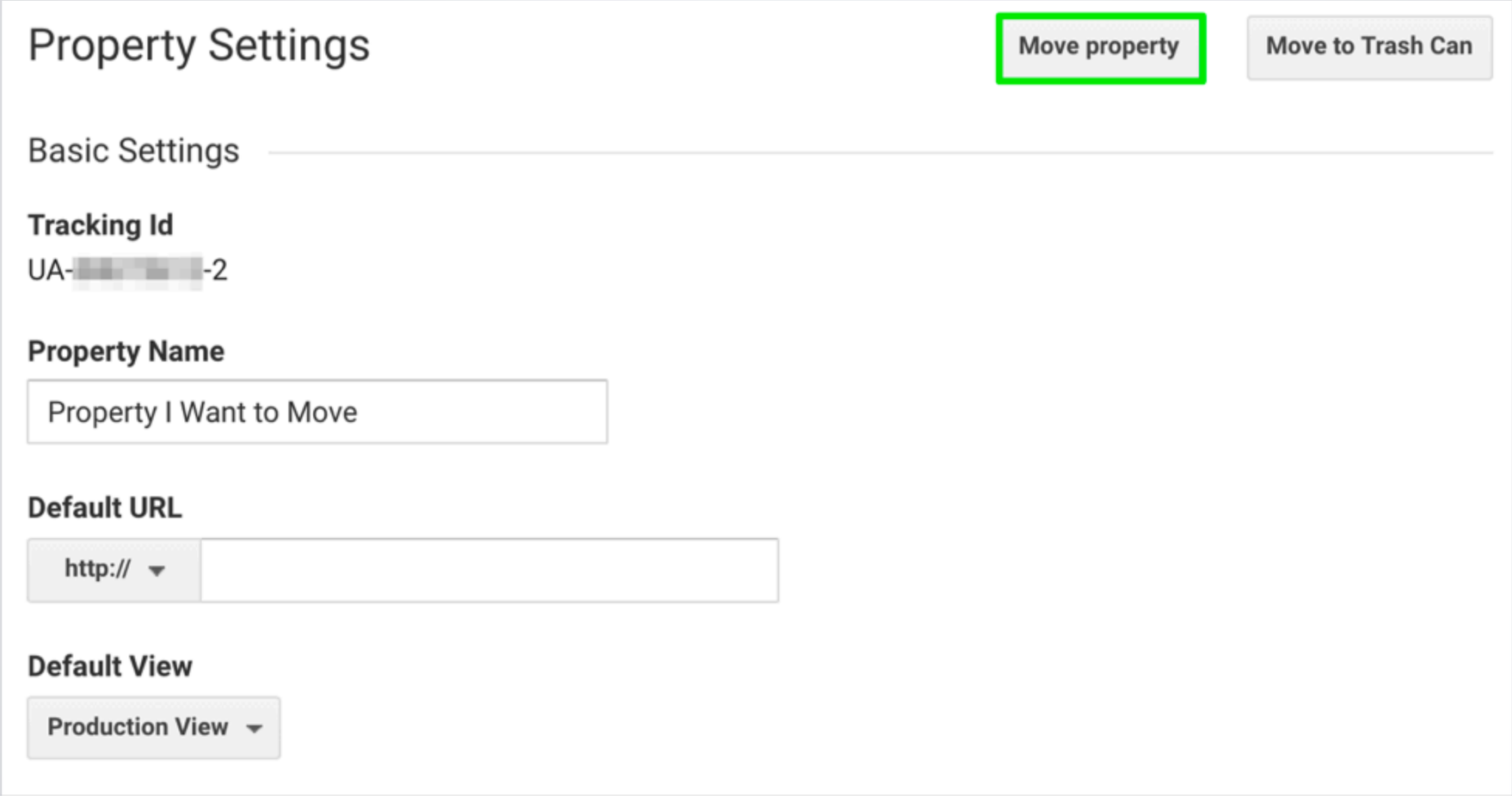
This is not duplicating or copying a property

All views, filters, settings, dashboards, goals and annotations move

You do not need to reconnect any linked accounts

Move Properties From One Account to Another

Admin -> Account -> Property -> Property Settings



Move Properties From One Account to Another

Move Property

Your changes will affect [redacted] and its views.

Select a destination account

- (●) Keep existing property and view permissions. The current property and view permissions are copied along with the property. Users who have account-level access in the source account will have property-level access in the destination account.
- ( ) Replace existing property and view permissions with permissions of the destination account. The property and its views will inherit permissions from the destination account.

Confirm changes

☐ When you select this option, you agree that the property you are moving is subject to the Terms of Service (or agreement for Google Analytics Premium) and Data Processing Amendment, if any, of the destination account. You also understand that the reporting data of the property you are moving, and data imported & exported from linked products, will only be available in the destination account. You acknowledge that you are authorized on behalf of all involved account holders to move this property to its new destination.

Note: Moving a property may take up to several minutes to complete. After completion, you may need to refresh the page before seeing the property in the destination account. Please notify other users that they may experience errors if accessing the property while the move is in progress.

Start move | Cancel

Referral Exclusions

Referral exclusions will exclude traffic from listed domains from your referrals report.

Example:
On YourDomain.com someone makes a purchase that goes to PayPal.com then is sent back to YourDomain.com

If you do not have PayPal.com setup as a referral exclusion, a session would have started on the first visit to YourDomain.com and then the second visit to YourDomain.com would create a new session with PayPal.com as the referral.

If you have PayPal.com excluded, then when they come back to your site from PayPal.com, they would continue their first session as if they never left your website.

Referral Exclusions

When To Use?

Third Party Payment Systems such as PayPal

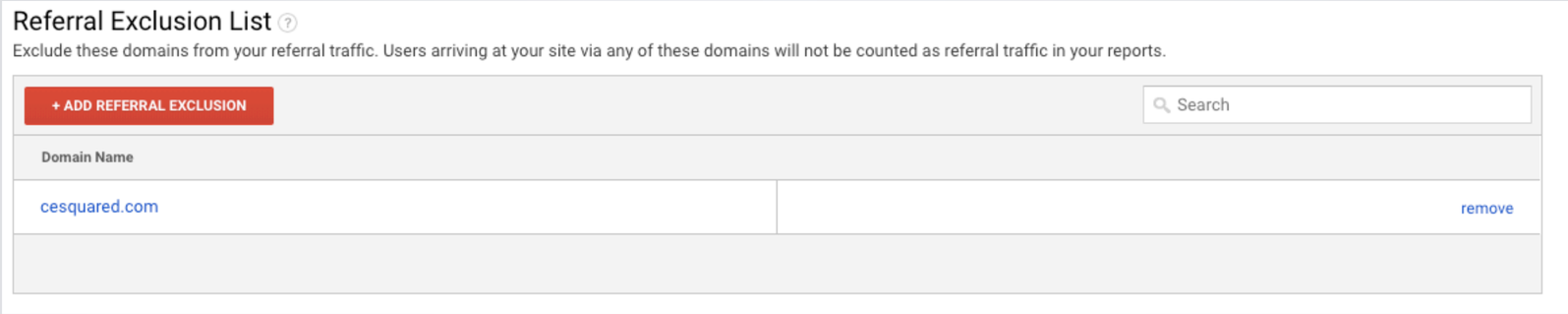
Multi-domain websites (domain.com, shop.domain.com)

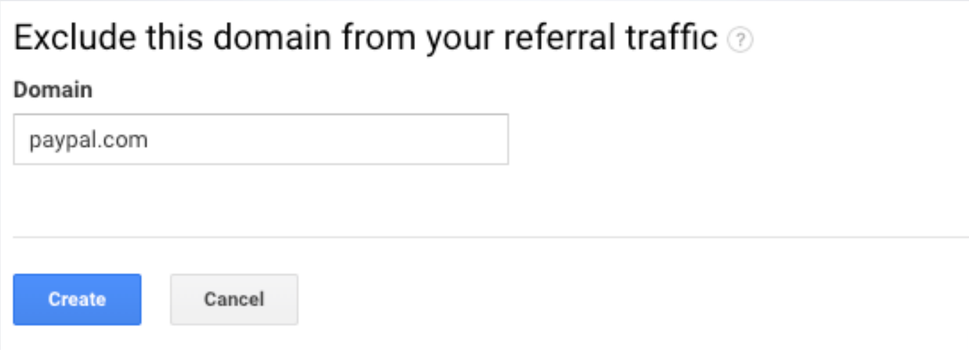
Other domains

Goto Acquisition -> All Traffic -> Referrals and take a look to see if other domains need to be excluded. You may be using a third party system that you are not aware of that needs to be removed.

Referral Exclusions

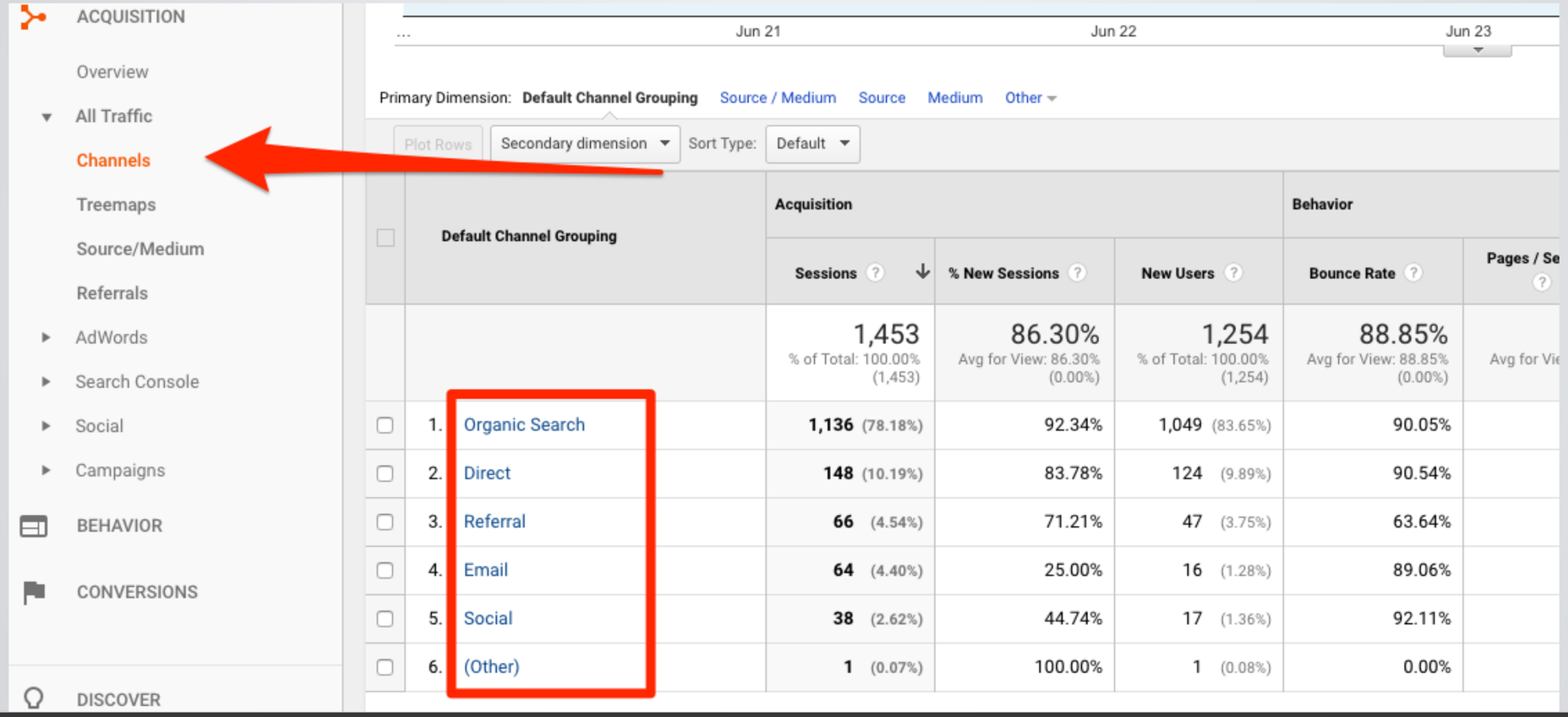
Admin -> Account -> Property -> Tracking Settings -> Referral Exclusion List





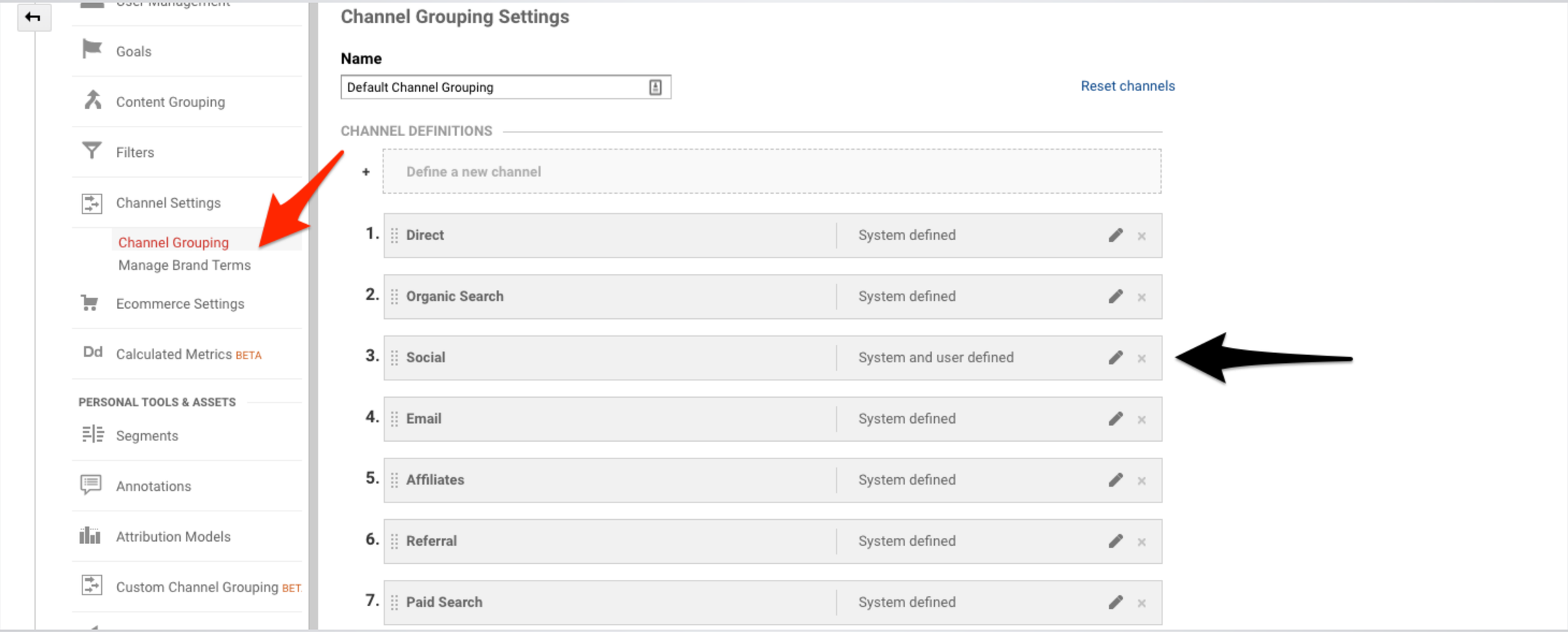
Default Channel Grouping

Channel Groupings are rule-based groupings of your traffic sources.



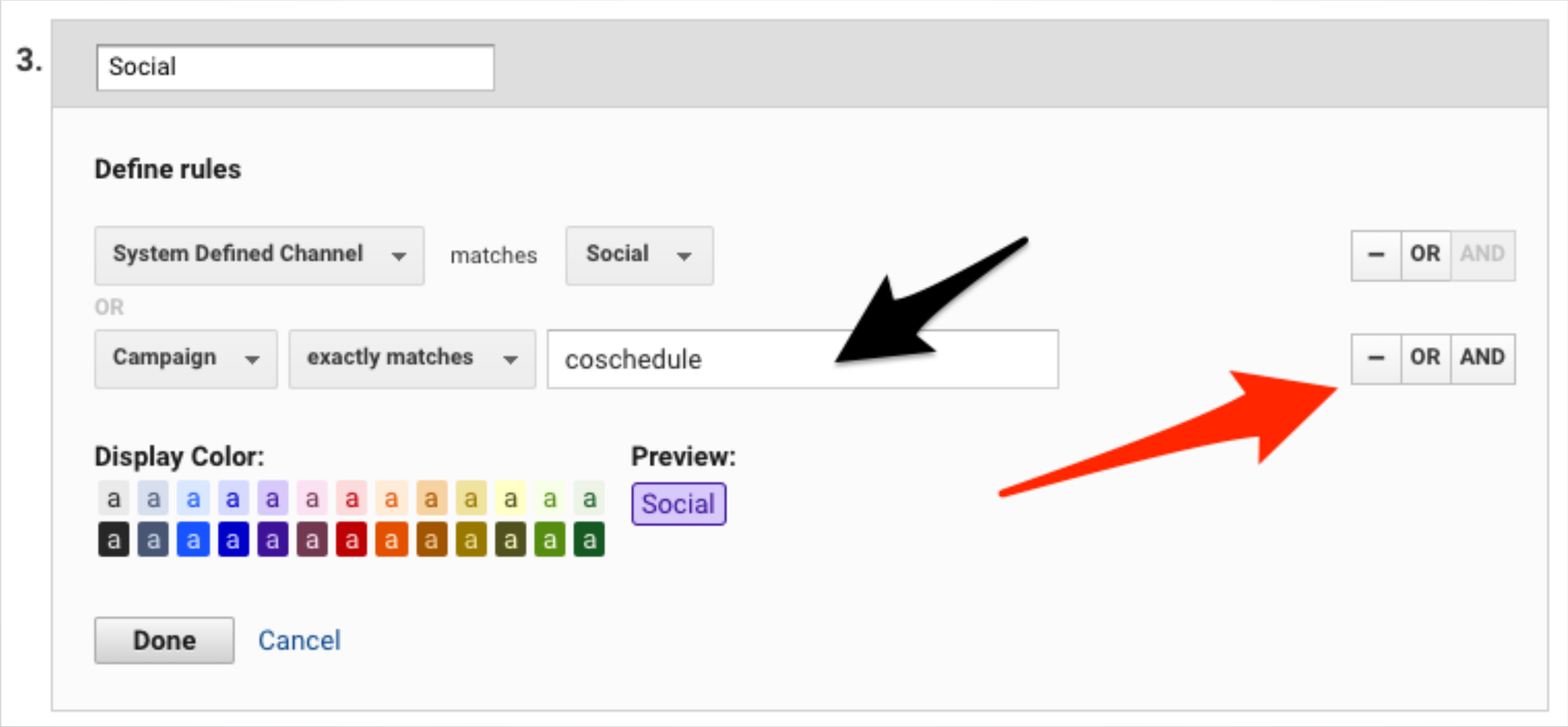
Default Channel Grouping

These are found at the view level under Channel Settings -> Channel Grouping



Default Channel Grouping

Click on "-", "OR", "AND" to add rules for Channel Grouping.



Custom Channel Grouping

What's the difference between Default and Custom Channel Groupings?

Custom Channel Grouping only affect the display of your data, not the underlying data itself.

Anyone at any access level can create custom channel groupings, however, ONLY that user can see those channel groupings.

Default Channel Groupings can only be used with Acquistion, Overview and Channel reports. Custom can ALSO be used with Multi-channel funnel reports and attribution reports.

Custom Dimensions & Metrics

Custom dimensions and metrics allow you to combine Analytics data with non-Analytics data, e.g. CRM data.

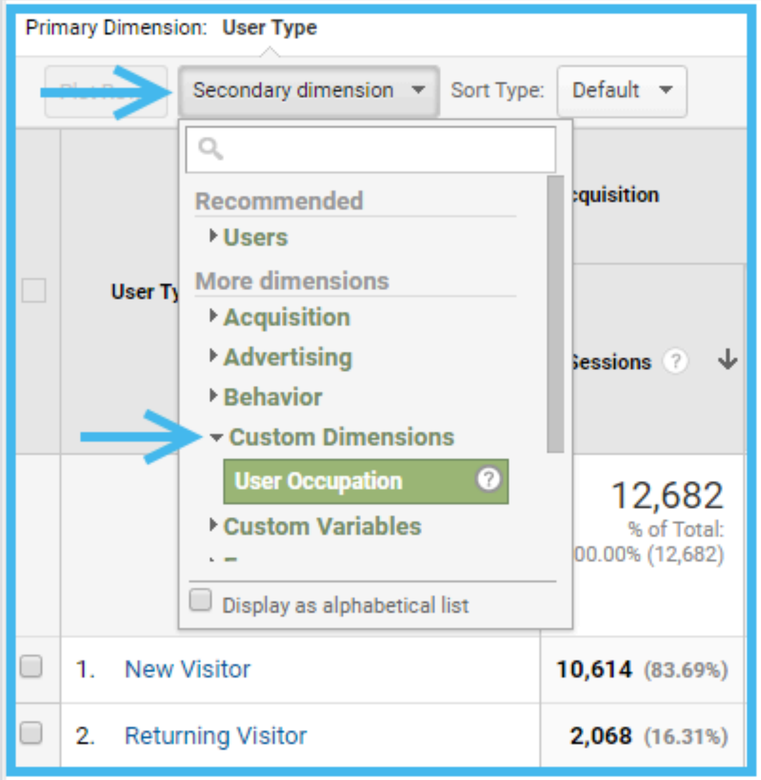
Custom dimensions can appear as primary dimensions in Custom Reports. You can also use them as Segments and secondary dimensions in standard reports.

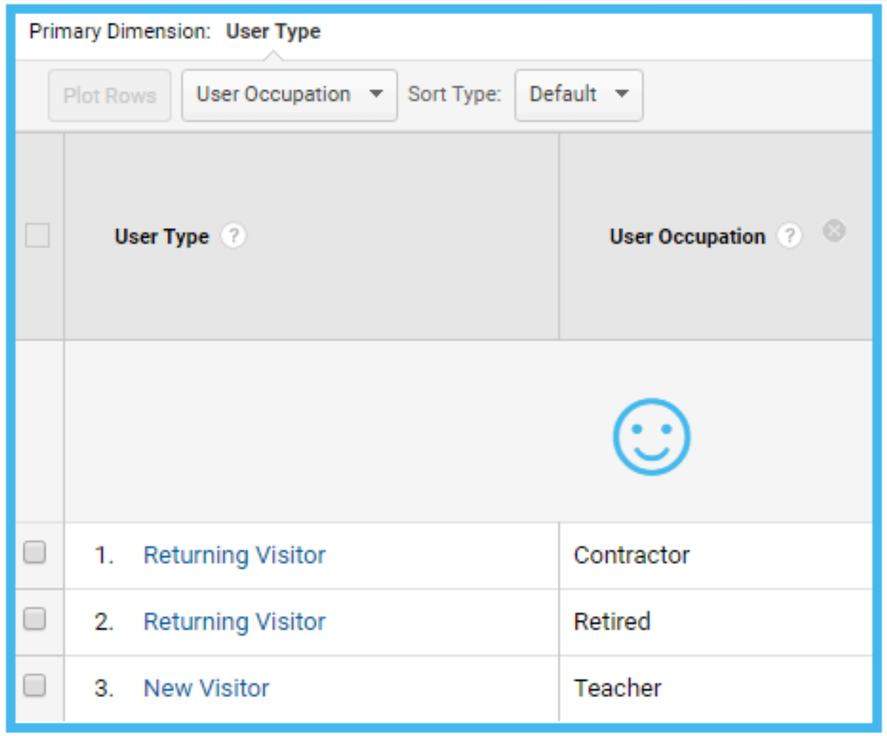
You are limited to only 20 Custom Dimensions & Metrics per property.

More Information

Custom Dimensions & Metrics

How you can use Custom Dimensions and where do they show up in Analytics?

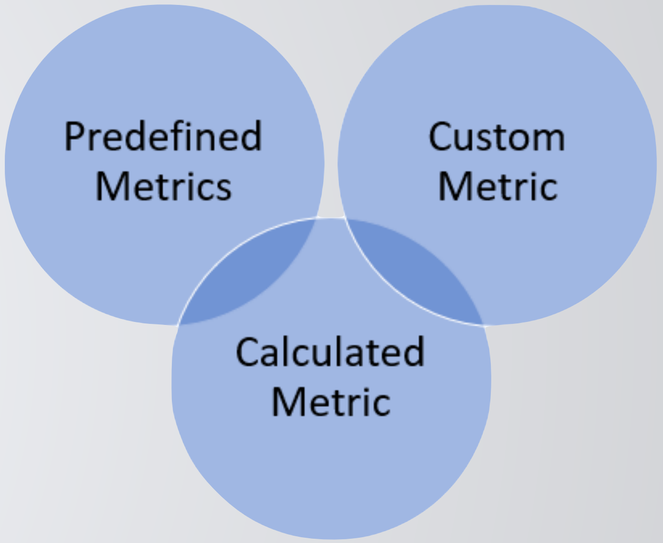




Calculated Metrics

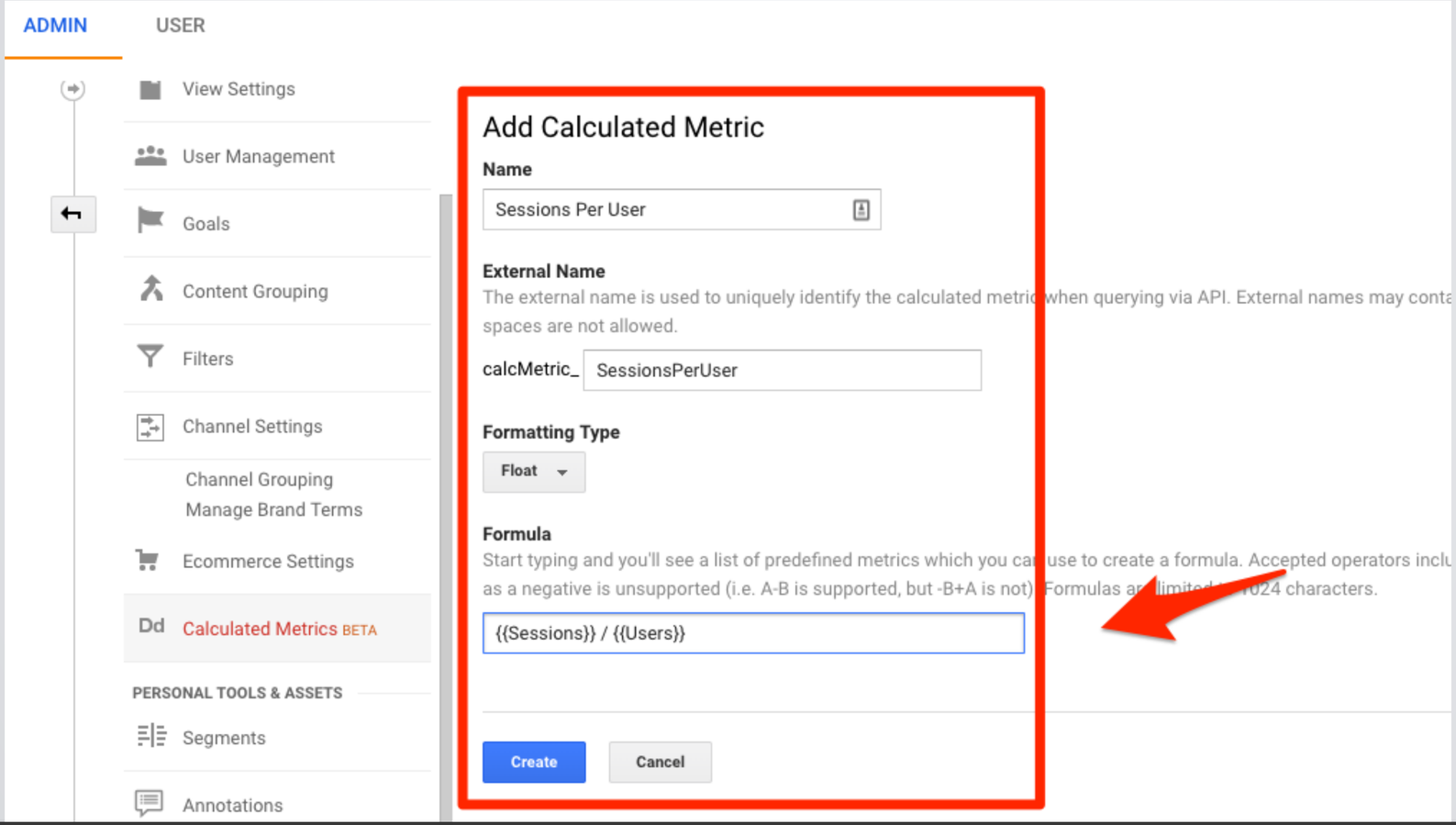
Calculated Metrics allow you to create a calculation between two metrics to create a new metric.

You are limited to only 5 Calculated Metrics per view.



Calculated Metrics

Admin -> Account -> Property -> View -> Calculated Metrics



Calculated Metrics

Examples

Sessions per User

{{Sessions}} / {{Users}}

Pageviews per User

{{Pageviews}} / {{Users}}

Goals per User (Conv Rate)

{{Goal Completions}} / {{Users}}

Value per Session

{{Revenue}} + {{Goal Value}} / {{Users}}

Sky is the limit, but, only 5 per view!

QUESTIONS?

Advanced Admin

- Move Properties
- Referral Exclusions
- Channel Grouping
- Custom Dimensions
- Calculated Metrics

CUSTOM REPORTS

Live Demo

- Custom Reports
- Shortcuts
- Alerts
- Annotations

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QUESTIONS?

Custom Reports

- Custom Reports
- Shortcuts
- Annotations

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BREAK TIME

Take A Few Minutes

ECOMMERCE ANALYTICS THE WHAT & WHY

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What Makes Ecommerce Analytics Different Than Goal Tracking?

Goal Tracking will show you the number of conversions and an estimated value for the goal.

Ecommerce Analytics dives deeper to provide you exact transaction amounts and product performance.

Ok, So What KPIs Will I See?

- Revenue
- Average Order Value
- Average Purchase Quaunity of a Product
- Product Revenue
- Time to Purchase
- Checkout Funnel
- Life Time Value (KissMetrics)
- And So Much More…

Biggest Thing To Remember

Data will not always be correct. **This is not to be a replacement for your accounting software.**
Why? Well…

- Canceled Orders, Refunds and Test Orders
- Data Sampling (over 250k Sessions)
- Opted Out Shoppers (Blocking Analytics)

GOOGLE ANALYTICS ENHANCED ECOMMERCE

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Enhanced vs Standard Ecommerce

Standard Reports

- Ecommerce Overview
- Product Performance
- Sales Performance
- Transactions
- Time to Purchase

Additional Enhanced Reports

- Shopping Behavior Analysis
- Checkout Behavior Analysis
- Product List Performance
- Internal Promotion
- Order Coupon
- Product Coupon
- Affiliate Code

Setup Google Analytics Ecommerce Tracking

WooCommerce

WooCommerce has an extension called Google Analytics Pro

Easy Digital Downloads

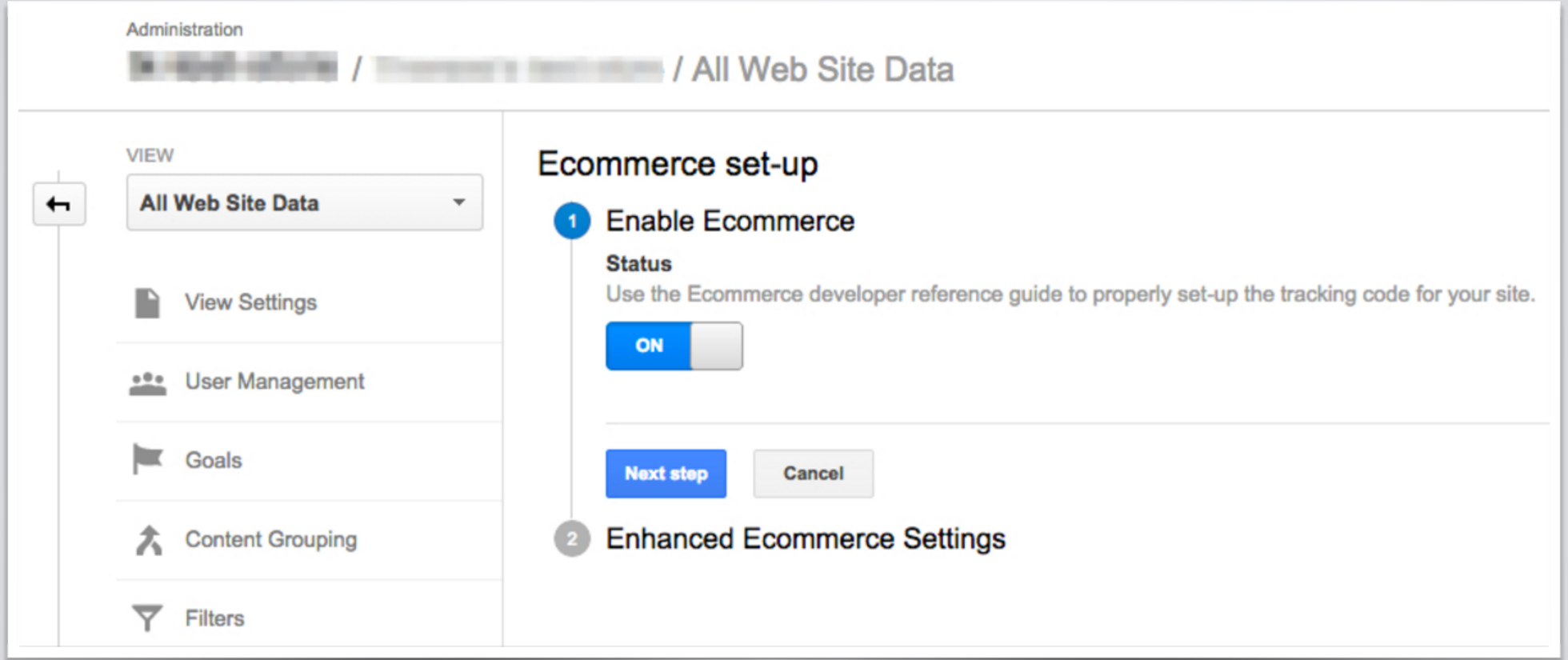
Use 3rd-party-extensions such as Monster Insights or EDD Enhanced Ecommerce Tracking from ShopPlugins

Shopify

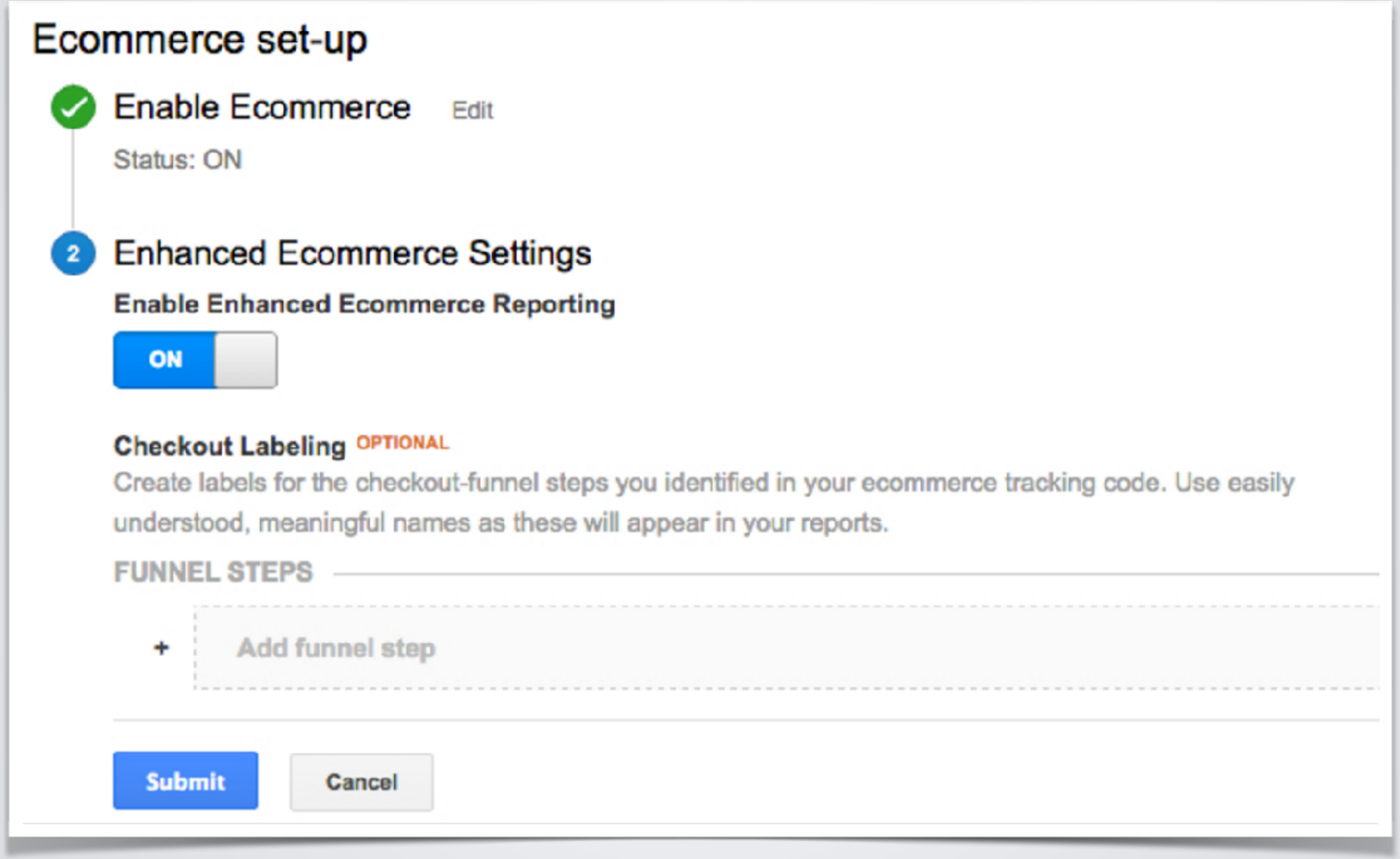
Built in, just need to turn it on.

All links are available at https://chrisedwards.me/wctpa16

Enable In Google Analytics



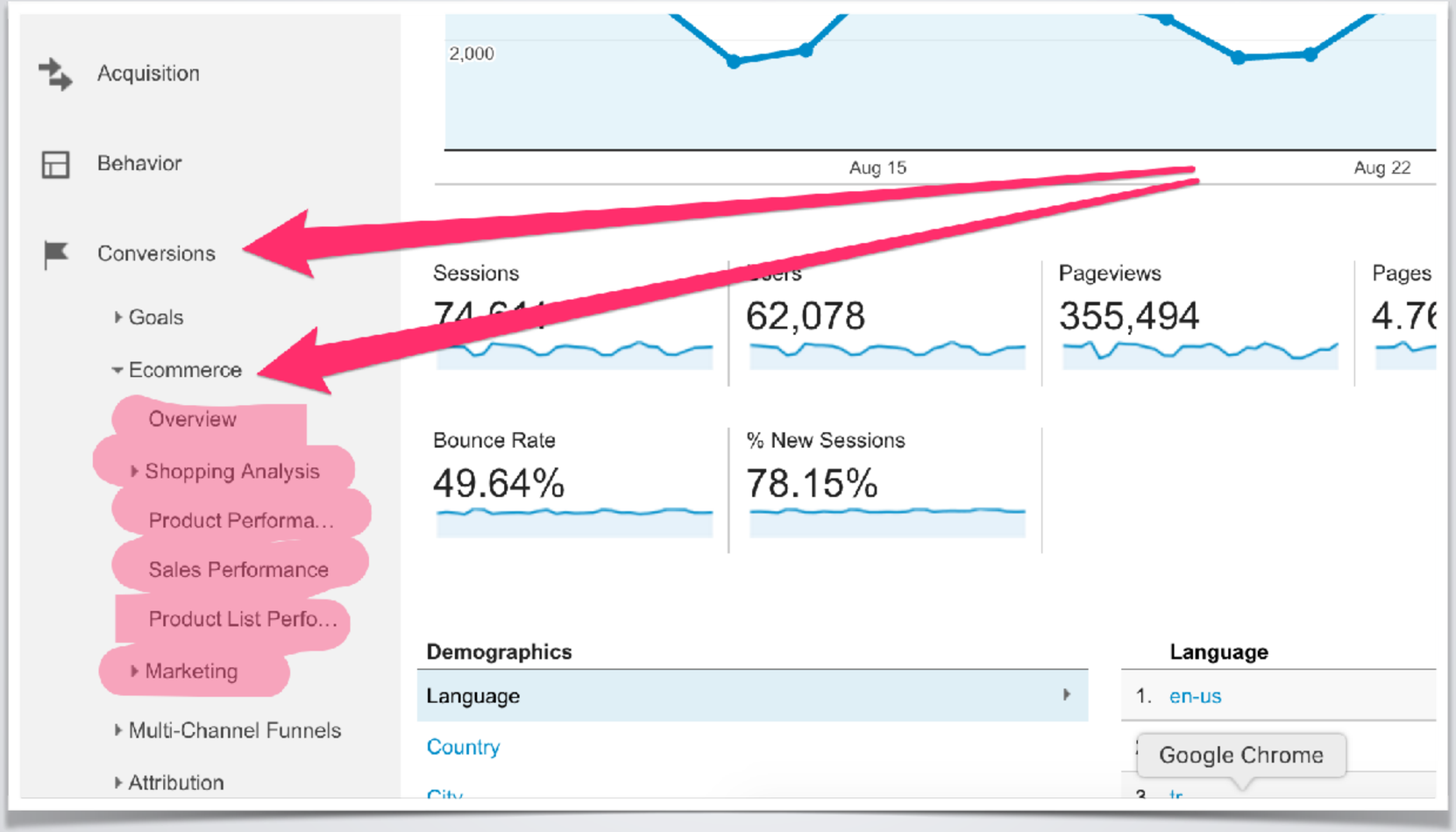
Enable In Google Analytics



Let The Plugins Know You're Enhanced

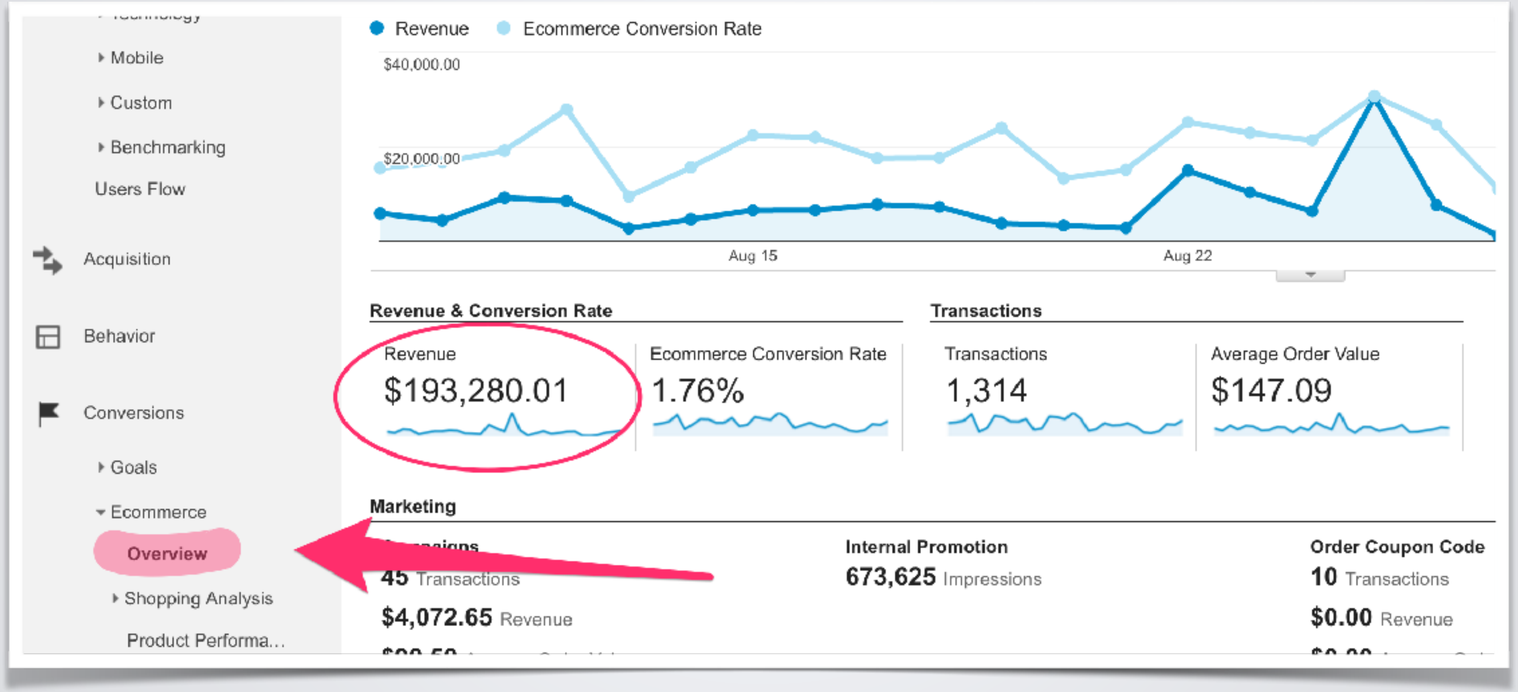
Make sure you go back to your plugin and enable enhanced ecommerce tracking if you're using it. All the plugins for WooCommerce, EDD and Shopify will require this step.

Where Do I View My KPIs?



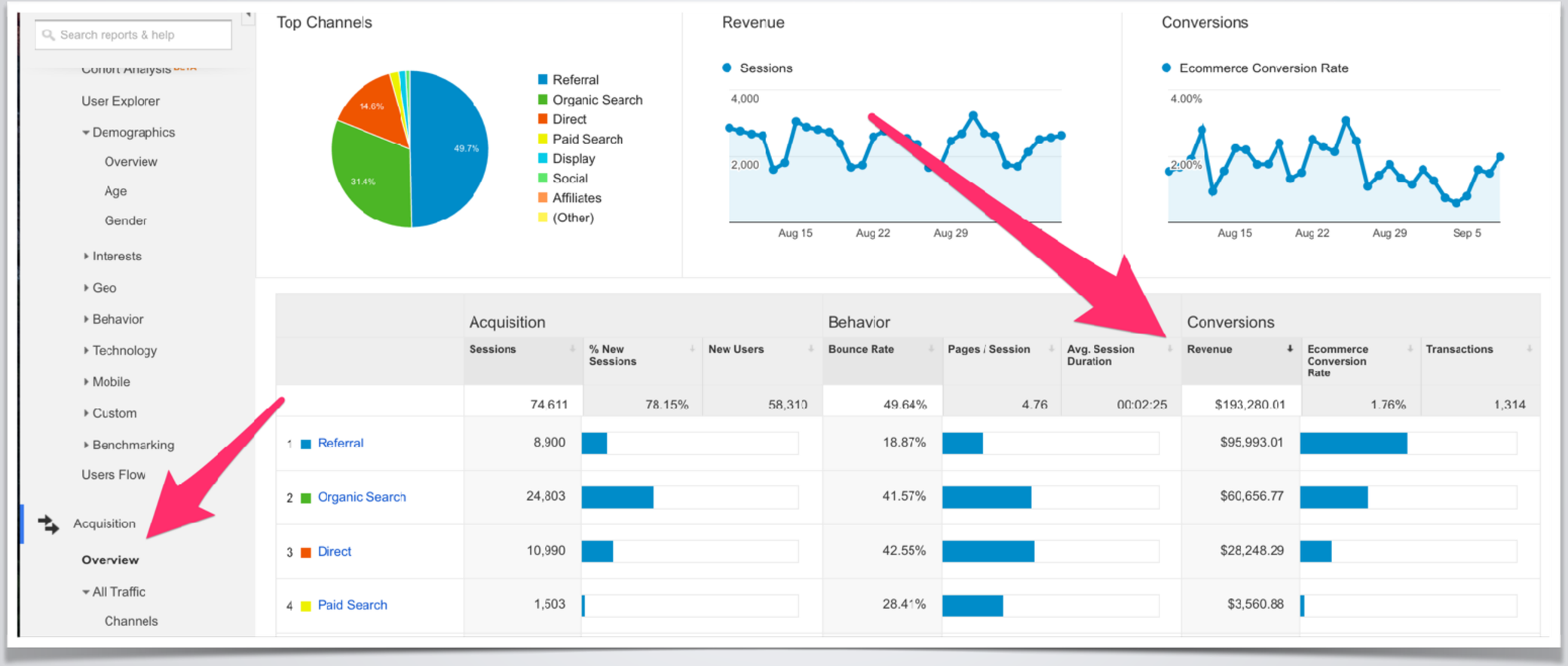
Revenue

Revenue is found under Ecommerce -> Overview



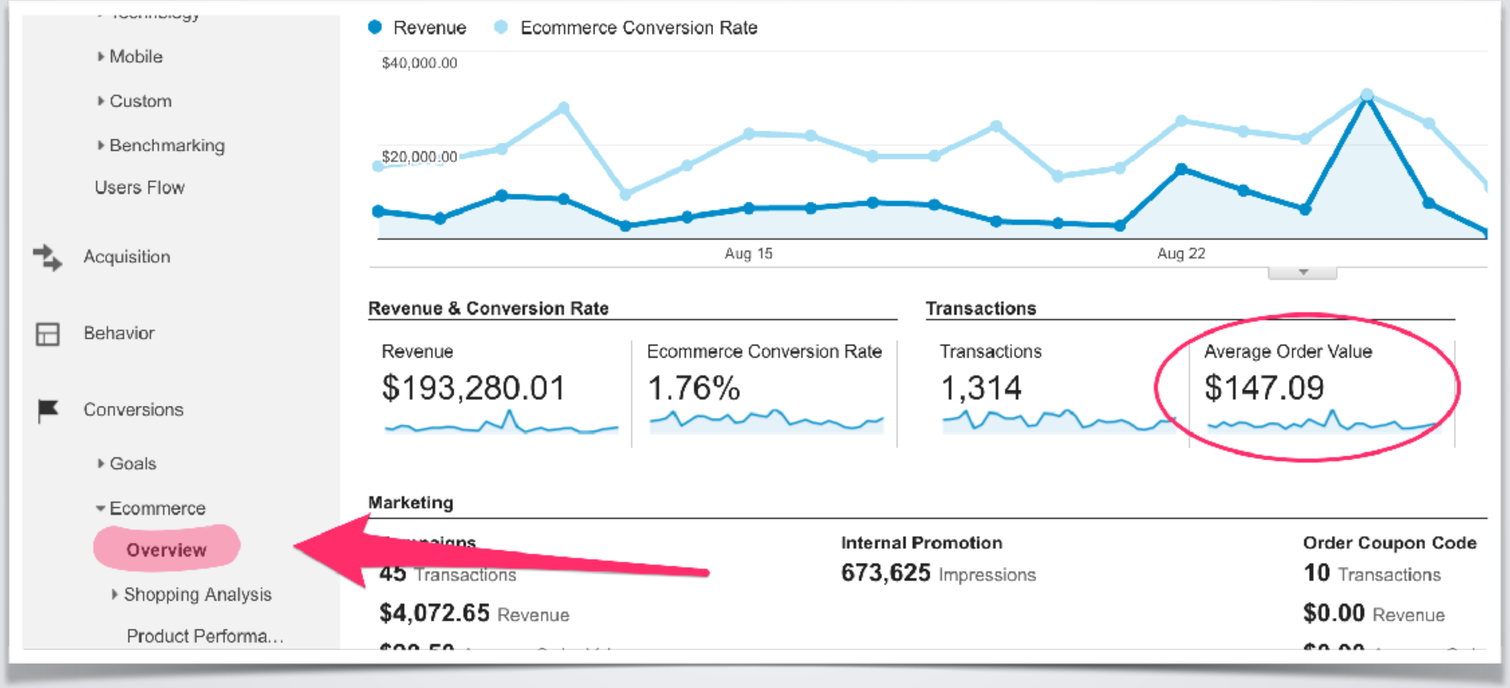
Revenue

Revenue is also found throughout many standard reports within Google Analytics



Average Order Value

Average Order Value is found under Ecommerce -> Overview



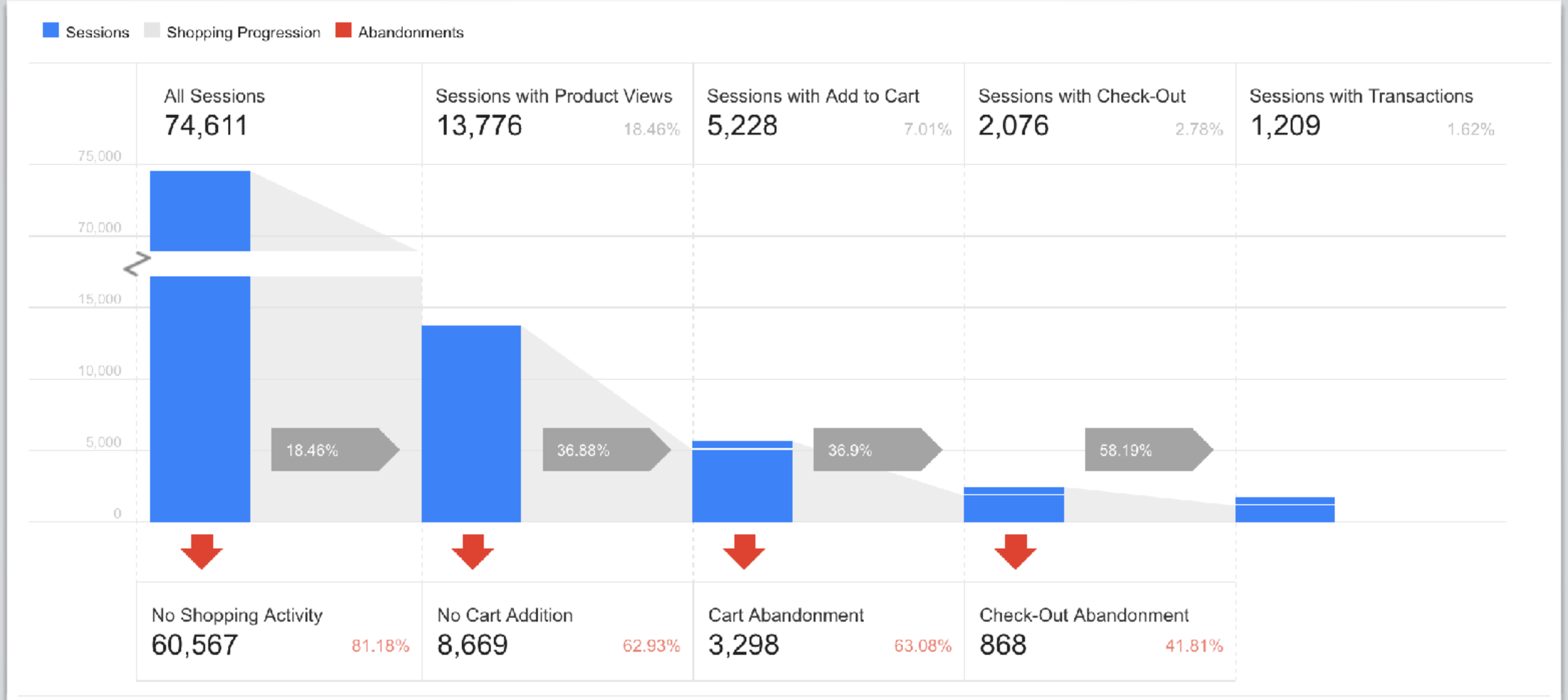
Product Performance

Product	Sales Performance						Shopping Behavior	
	Product Revenue	Unique Purchases	Quantity	Average Price	Average QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	$158,868.66 % of Total: 100.00% ($158,868.66)	4,286 % of Total: 100.00% (4,286)	21,581 % of Total: 100.00% (21,581)	$7.36 Avg for View: $7.36 (0.00%)	5.04 Avg for View: 5.04 (0.00%)	$0.00 % of Total: 0.00% ($0.00)	28.20% Avg for View: 28.20% (0.00%)	8.37% Avg for View: 8.37% (0.00%)
1. 26 oz Double Wall Insulated Bottle	**$4,897.74** (3.08%)	51 (1.19%)	226 (1.05%)	$21.67	4.43	$0.00 (0.00%)	27.90%	8.32%
2. Leatherette Journal	**$4,700.77** (2.96%)	55 (1.28%)	503 (2.33%)	$9.35	9.15	$0.00 (0.00%)	28.73%	12.06%
3. Waterproof Backpack	**$4,699.48** (2.96%)	26 (0.61%)	52 (0.24%)	$90.37	2.00	$0.00 (0.00%)	10.24%	2.66%
4. Google 22 oz Water Bottle	**$4,262.83** (2.68%)	88 (2.05%)	1,577 (7.31%)	$2.70	17.92	$0.00 (0.00%)	64.47%	17.09%
5. Google Metallic Notebook Set	**$3,520.93** (2.22%)	40 (0.93%)	707 (3.28%)	$4.98	17.68	$0.00 (0.00%)	41.93%	11.33%
6. Google Power Bank	**$3,329.80** (2.10%)	42 (0.98%)	220 (1.02%)	$15.14	5.24	$0.00 (0.00%)	19.46%	8.17%
7. YouTube Leatherette Notebook Combo	**$3,174.07** (2.00%)	32 (0.75%)	533 (2.47%)	$5.96	16.66	$0.00 (0.00%)	44.39%	8.36%
8. Google Men's Zip Hoodie	**$2,922.59** (1.84%)	56 (1.31%)	61 (0.28%)	$47.91	1.09	$0.00 (0.00%)	24.77%	8.67%
9. Google Men's 100% Cotton Short Sleeve Hero Tee White	**$2,891.47** (1.82%)	109 (2.54%)	193 (0.89%)	$14.98	1.77	$0.00 (0.00%)	38.29%	8.96%
10. Google Sunglasses	**$2,478.70** (1.56%)	147 (3.43%)	768 (3.56%)	$3.23	5.22	$0.00 (0.00%)	56.81%	20.42%

Time to Purchase / Time Lag

Time Lag in Days	Conversions	Conversion Value	Percentage of total (Conversions / Conversion Value)
0	10,165	$100,650.95	68.23% / 52.08%
1	478	$7,070.18	3.21% / 3.66%
2	245	$12,467.90	1.64% / 6.45%
3	214	$4,569.66	1.44% / 2.36%
4	225	$2,660.56	1.51% / 1.38%
5	190	$3,176.90	1.28% / 1.64%
6	250	$4,826.63	1.68% / 2.50%
7	196	$2,722.70	1.32% / 1.41%
8	143	$2,797.73	0.96% / 1.45%
9	172	$3,374.23	1.15% / 1.75%
10	108	$834.75	0.72% / 0.43%
11	139	$3,288.08	0.93% / 1.70%
12-30	2,373	$44,839.74	15.93% / 23.20%

Shopping Behavior

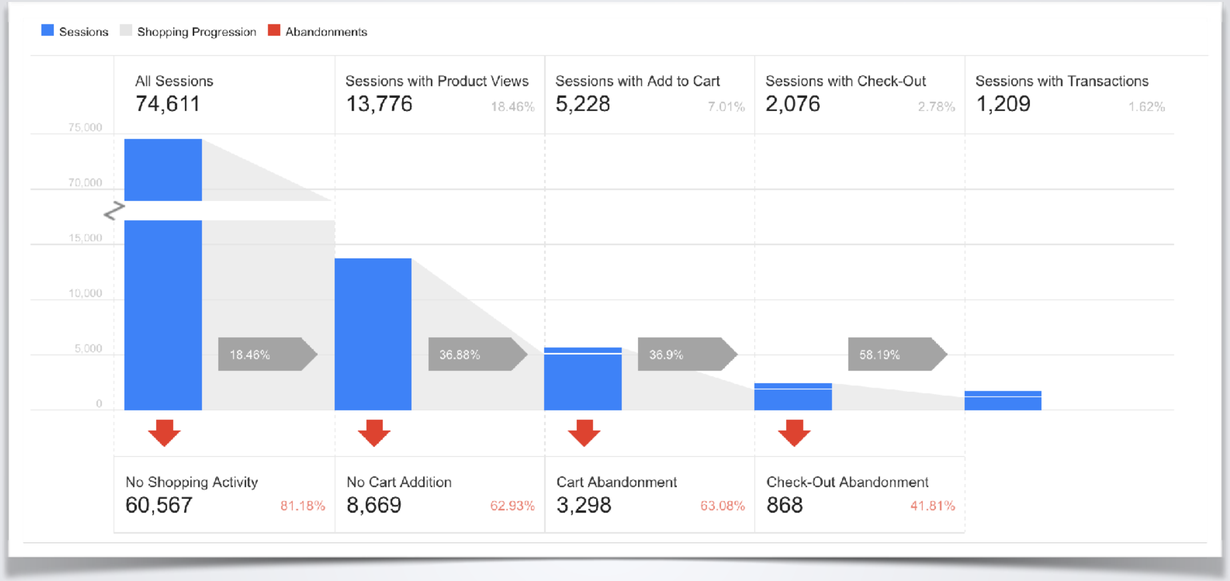


Shopping Behavior

- **No Shopping Activity** - Not starting a shopping activity on a website
- **No Cart Addition** - Viewing a product but not adding it to the shopping cart
- **Cart Abandonment** - Adding a product to the shopping cart but then not starting the checkout process
- **Checkout Abandonment** - Starting a checkout process but not completing the purchase

Checkout Behavior

AHH! One of my Steps Has A Steep Dropoff

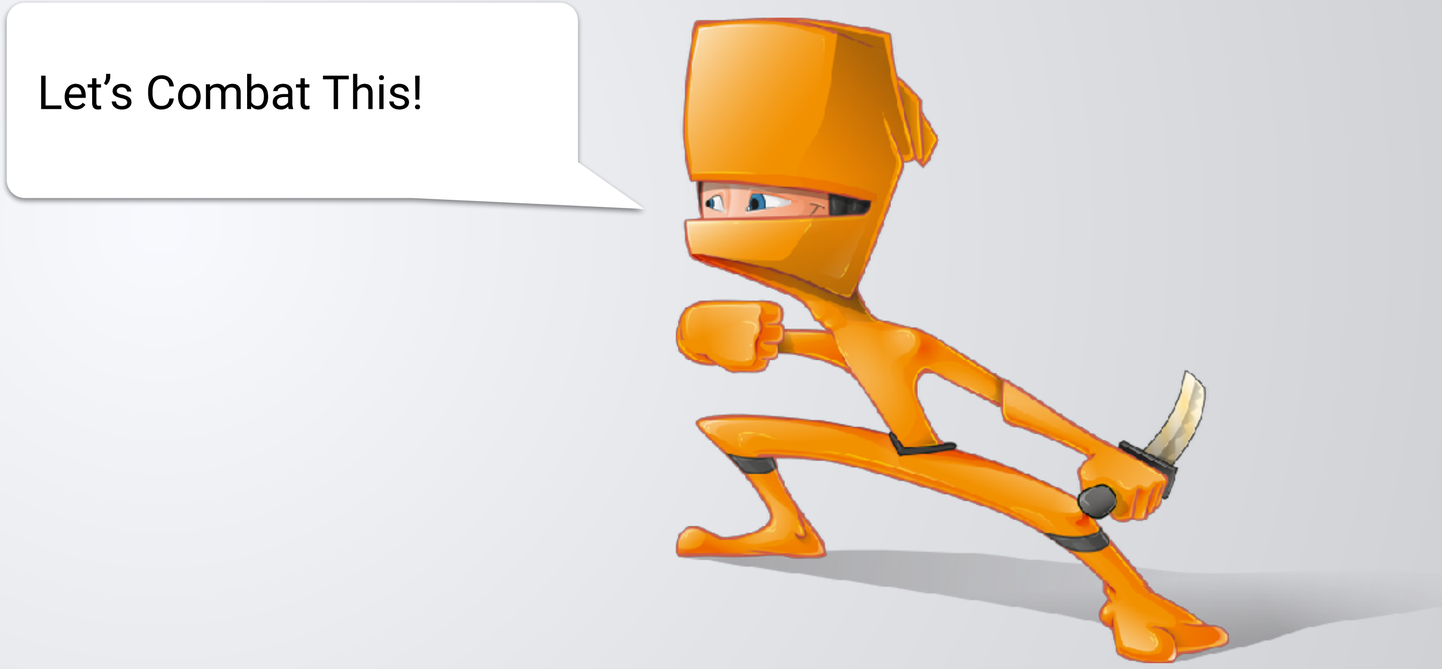


Look at shopping and checkout behavior analysis step to step and identify where most of your visitors are dropping off. This is where we need to focus some efforts.

Why Did They Drop Off?

To fix a problem, we must first know what is causing it. There are several ways to do this.

- Identify Common Causes
- Bug Check
- On Page Surveys
- Heatmaps
- Visitor Recordings
- A/B Testing



Common Causes

No cart addition? Check your add to cart button or is that page working correctly?

Shopping cart abandonment? Did they find a better price or forget to come back when shopping for a better price?

Checkout abandonment? Check your UX, maybe they got lost? Did you present them with an unexpected cost or high shipping? What about an error in filling out your form?

Check For Bugs

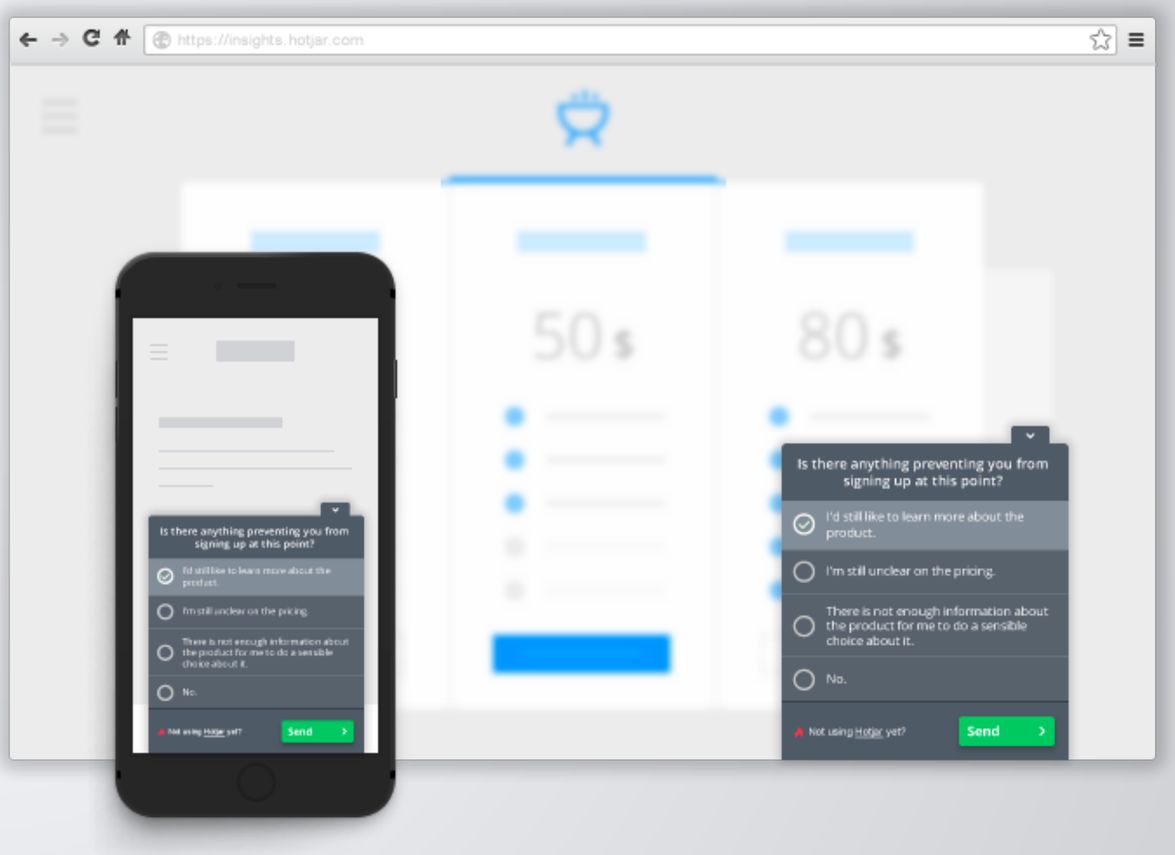
Run through and do a full QC of the steps where people are dropping off.

Don’t forget to browser test as well!

On Page Surveys

Ask questions at funnel drop off points.

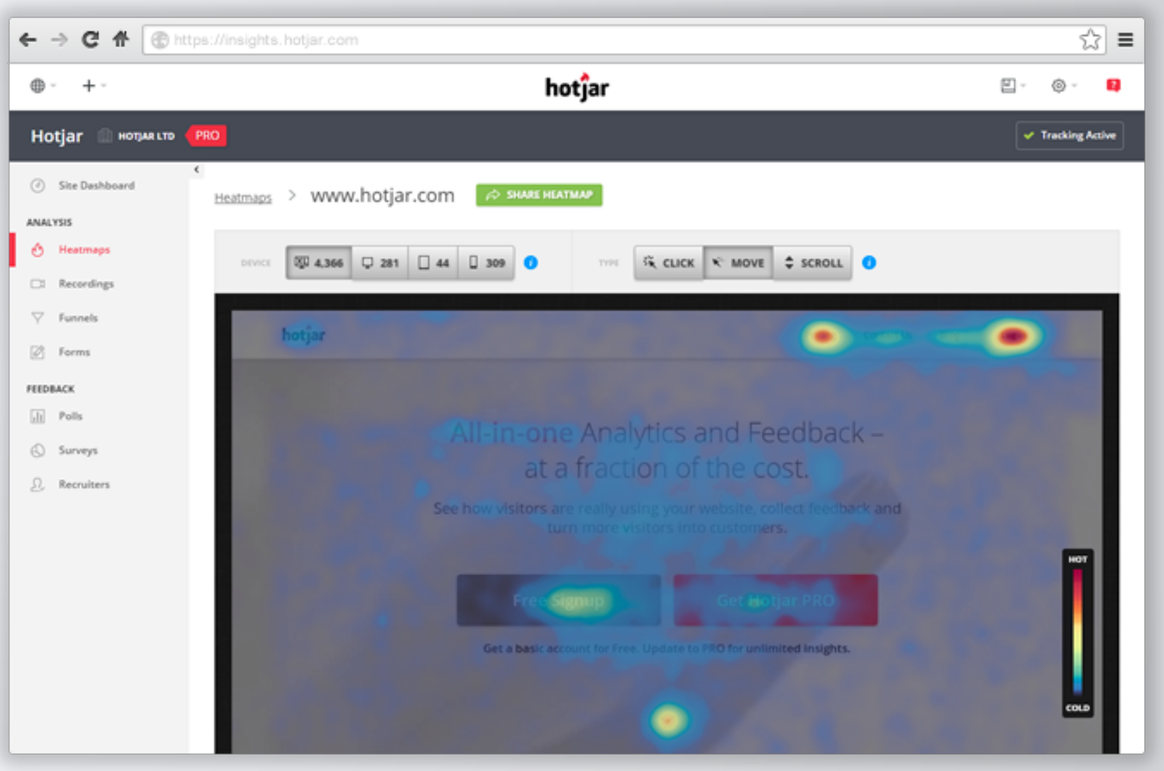
- How can we help?
- Are you looking for something we don't have?
- Do you need assistance?
- How can we improve?



Heatmaps

Learn what is being clicked

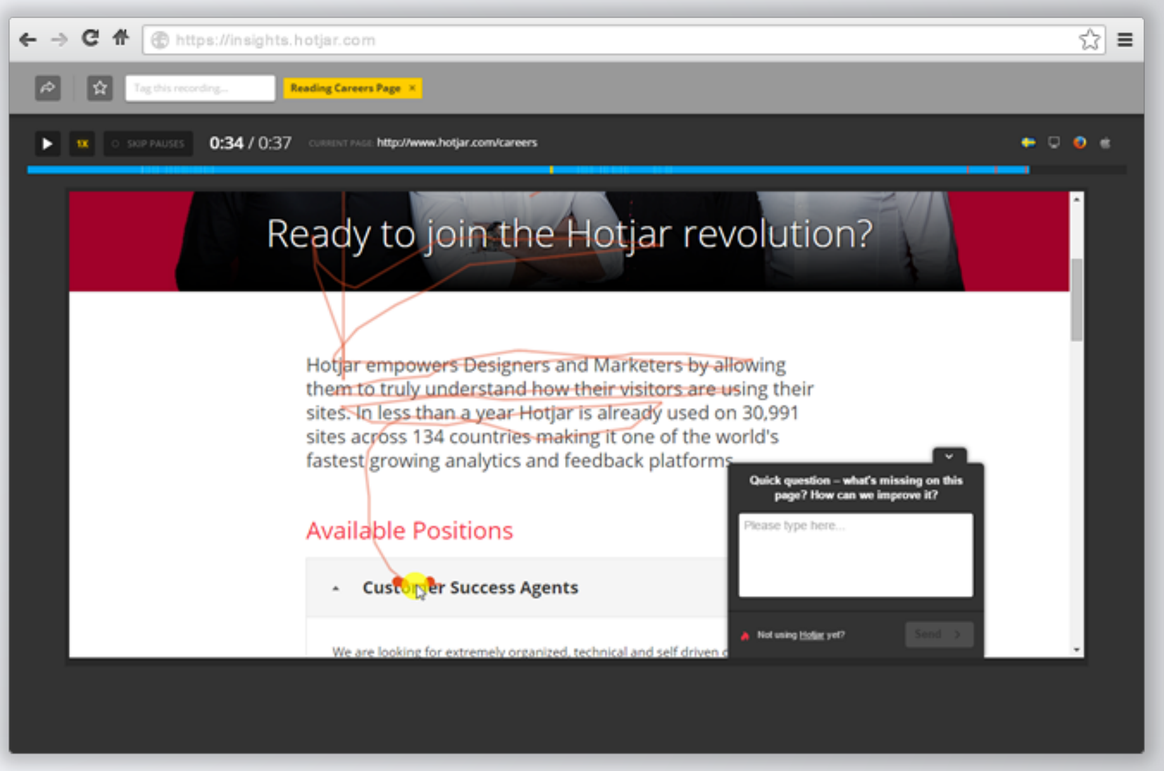
- Find cold spots
- What are they looking at?
- What are they reading?



Visitor Recordings

Watch the visitors. You can even watch Hotjar funnel steps.

- See their mouse movements
- Identify long pauses
- Identify “lost” vistors
- Look for bugs



AB Test!

Run an AB test to try different variants of each test. Some AB Test tools will integrate with Mixpanel and Kissmetrics funnels to make it easier to identify which ones improved your funnel.

What Else Should I Use This Data For?

Develop New Products

Which product out performs all the others? Are certain variants selling better?

Use these insights to build out new products to offer

Top 10 products by revenue

Product	Product Revenue	Unique Purchases
26 oz Double Wall Insulated Bottle	$4,897.74	51
Leatherette Journal	$4,700.77	55
Waterproof Backpack	$4,699.48	26
Google 22 oz Water Bottle	$4,262.83	88
Google Metallic Notebook Set	$3,520.93	40
Google Power Bank	$3,329.80	42
YouTube Leatherette Notebook Combo	$3,174.07	32
Google Men's Zip Hoodie	$2,922.59	56
Google Men's 100% Cotton Short Sleeve Hero Tee White	$2,891.47	109
Google Sunglasses	$2,478.70	147

Understand Marketing Spend

Search Query	Acquisition				Behavior		Conversions eCommerce		
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	1,340 % of Total: 99.48% (1,347)	$282.59 % of Total: 99.24% ($284.74)	$0.21 Avg for View: $0.21 (-0.24%)	1,337 % of Total: 1.79% (74,611)	25.06% Avg for View: 49.64% (-49.52%)	8.10 Avg for View: 4.76 (69.98%)	2.54% Avg for View: 1.76% (44.40%)	34 % of Total: 2.59% (1,314)	$3,470.96 % of Total: 1.80% ($193,280.01)
1. google merchandise	299 (22.31%)	$19.76 (6.99%)	$0.07	348 (26.03%)	22.41%	8.98	3.45%	12 (35.29%)	$902.65 (26.01%)
2. google merchandise store	238 (17.76%)	$31.56 (11.17%)	$0.13	279 (20.87%)	25.09%	7.98	1.43%	4 (11.76%)	$520.34 (14.99%)
3. google online store	86 (6.42%)	$24.92 (8.82%)	$0.29	81 (6.06%)	34.57%	4.91	1.23%	1 (2.94%)	$26.89 (0.77%)
4. google apparel	35 (2.61%)	$4.40 (1.56%)	$0.13	41 (3.07%)	12.20%	8.17	0.00%	0 (0.00%)	$0.00 (0.00%)
5. google clothing	32 (2.39%)	$4.70 (1.66%)	$0.15	33 (2.47%)	15.15%	9.15	6.06%	2 (5.88%)	$119.27 (3.44%)
6. google merch	30 (2.24%)	$1.50 (0.53%)	$0.05	31 (2.32%)	16.13%	9.42	0.00%	0 (0.00%)	$0.00 (0.00%)
7. google store mountain view	28 (2.09%)	$8.32 (2.94%)	$0.30	32 (2.39%)	9.38%	10.50	0.00%	0 (0.00%)	$0.00 (0.00%)
8. google merch store	26 (1.94%)	$4.79 (1.70%)	$0.18	37 (2.77%)	8.11%	15.38	8.11%	3 (8.82%)	$963.08 (27.75%)
9. wireless earbuds	22 (1.64%)	$13.28 (4.70%)	$0.60	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	$0.00 (0.00%)
10. google gift shop	19 (1.42%)	$4.83 (1.71%)	$0.25	23 (1.72%)	17.39%	6.43	0.00%	0 (0.00%)	$0.00 (0.00%)
11. waterproof backpack	16 (1.19%)	$10.13 (3.58%)	$0.63	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	$0.00 (0.00%)
12. shop on google	15 (1.12%)	$4.55 (1.61%)	$0.30	15 (1.12%)	33.33%	3.13	0.00%	0 (0.00%)	$0.00 (0.00%)
13. google shirts	14 (1.04%)	$4.72 (1.67%)	$0.34	7 (0.52%)	0.00%	10.14	14.29%	1 (2.94%)	$26.50 (0.76%)

QUESTIONS?

DATA DRIVEN
LABS

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