



Google Analytics

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What is Google Analytics?

- ▶ Enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness.
- ▶ Free web analytics service offered by Google that tracks and reports website traffic.

How does Google Analytics track data?

- ▶ Google Analytics tracks data by a unique tracking code that is installed on each page of your website.
- ▶ The code sets a cookie on each visitor's computer, which provides anonymous information to create user IDs.

What does Google Analytics measure?

<https://www.shivarweb.com/2977/what-does-google-analytics-do/>

- ▶ The main components of a Google Analytics report are Dimensions and Metrics
- ▶ Dimensions:
 - ▶ are the attributes of your data, such as the city where traffic is coming from, the page you're measuring, or the social media channel you're evaluating.
- ▶ Metrics:
 - ▶ are the quantitative measurements for those dimensions.

What can Google Analytics do?

- ▶ See your most important analytics data first.
- ▶ Find out which online campaigns bring the most traffic and conversations.
- ▶ Determine where your best visitors are located.
- ▶ Learn what people are searching for on your site.
- ▶ Visualize what people click on the most.

What can Google Analytics do?

- ▶ Uncover your top content.
- ▶ Identify your worst performing pages.
- ▶ Determine where people abandon the shopping cart.
 - ▶ This feature can help make your checkout process more shopper-friendly to keep customers engaged and continue to shop.

- Dashboard
- ▶ Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals
- Settings
- ✉ Email

Dashboard

Apr 1, 2007 - May 1, 2007

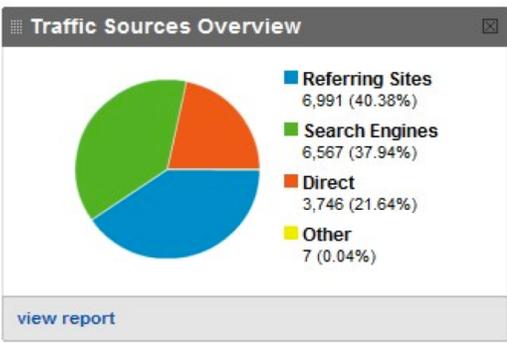
Export | Email



- ### Help Resources
- ⓘ About this Report
 - ⓘ Conversion University
 - ⓘ Common Questions
 - ⓘ Report Finder
 - ⓘ Beta Feedback

Site Usage

17,311 Visits	30,080 Pageviews
1.74 Pages/Visit	00:02:06 Avg. Time on Site
69.61% Bounce Rate	65.36% % New Visits



<https://www.youtube.com/watch?v=mPgAug15bcQ>

Google Analytics Academy

- ▶ Analytics Academy helps you learn about measurement tools so that you can grow your business through intelligent data collection and analysis.
- ▶ 5 Courses
 - ▶ Google Analytics for Beginners
 - ▶ Advanced Google Analytics
 - ▶ Getting started with Google Analytics 360
 - ▶ Ecommerce Analytics: From Data to Discussion
 - ▶ Google Tag Manager Fundamentals
- ▶ Google Analytics for Beginners and Advanced Google Analytics should take between 4 and 6 hours to complete per course.

How do I sign up?

- ▶ Starting a Google Analytics account is easy
- ▶ Just go to <https://www.google.com/analytics>
 - ▶ Sign in using your Gmail or create a new account.
- ▶ Select one of the 5 courses you want to take and start learning

American Cancer Society Case Study



The Challenge

- ▶ In 2012, The Society realized it needed help in understanding how users interact with its sites and apps.
- ▶ The Society also wanted to monitor how its users changed behavior over time, and remarket to all segments once they were identified.

The Process

- ▶ Search Discovery
- ▶ The Society used Google Analytics to identify user segments.
- ▶ The Society's next step was to understand whether each group was reaching its goals.
 - ▶ This helped the marketing team monitor the overall health of the site for each segment.

The Results

- ▶ In October 2014, The American Cancer Society saw unexpected amount of traffic across their sites.
 - ▶ Marketing team quickly created new promotions.
- ▶ The result was a 5.4% increase in Cancer.org revenue year over year.

Sources

- ▶ <https://analytics.google.com/analytics/academy/>
- ▶ <https://www.shivarweb.com/2977/what-does-google-analytics-do/>
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