# 2020 WAS A LITTLE (A LOTTLE) ODD
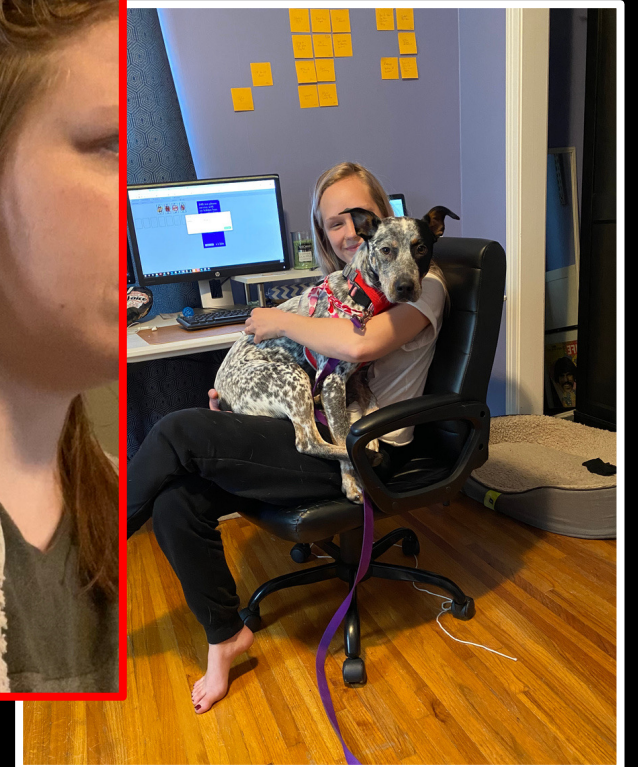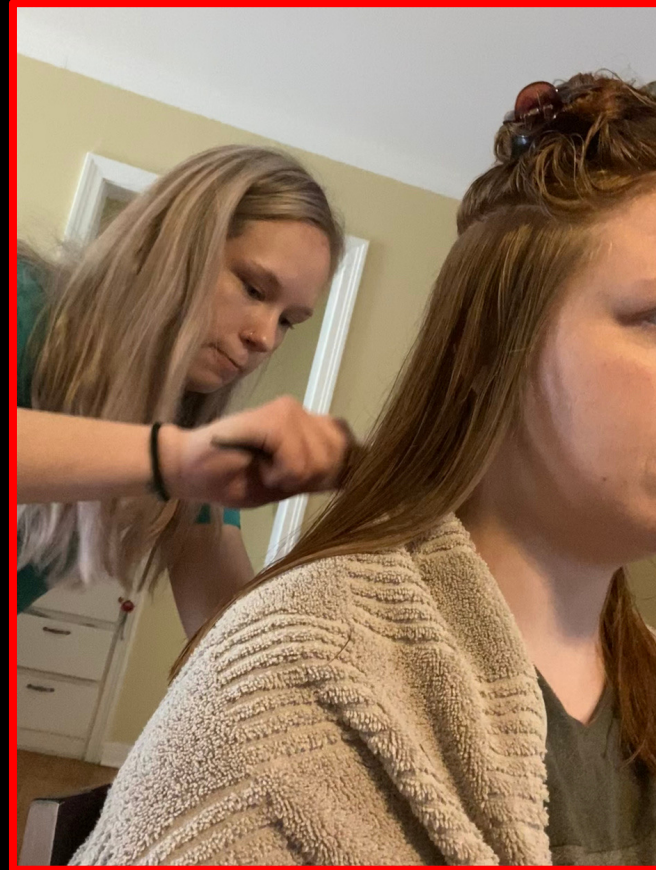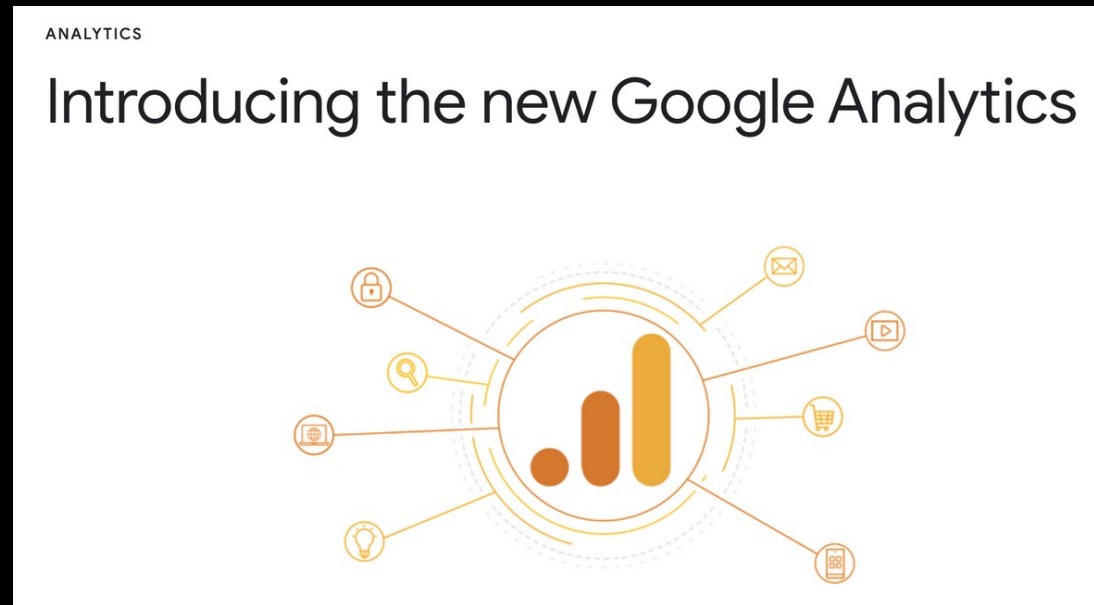
Smarter insights to improve your marketing decisions and get better ROI

A more complete understanding of how customers interact with your business

Built for the long term

The future of Google Analytics

& I KNOW WHAT YOU'RE THINKING

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# BUT HERE IS THE THING...
## YOU'RE GONNA WANNA.

**IN GOOGLE ANALYTICS 4**

EASY ADVANCED TRACKING

BADASS (& CUSTOM) VISUALS

GOOGLE MAY TELL US SECRETS

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# IF YOU WANT THIS

# INSTEAD OF THIS

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# YOU GOTTA DO IT, **NOW!**

# THERE IS NO RETROSPECTIVE DATA

**Tag Configuration**

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID ⓘ

☑ Send a page view event when this configuration loads

## & HONESTLY, IT DOESN'T REPLACE UA.

# SO, LET'S TALK TRACKING

**Use a single tag to measure clicks**

You can simplify your container with a single trigger that uses a regular expression to fire on the correct pages, and a single tag that uses a Tag Manager variable for the **Label** field:

1. Add a Google Analytics pageview tag if one does not already exist. This tag must fire on all pages.
2. Enable Tag Manager to capture clicked URL values:
   a. Click **Variables**.
   b. In the **Built-In Variables** section, click **Configure**.
   c. Select the **Click URL** built-in variable.

3. Create a single trigger to handle link clicks for each item in the table above:
   a. Click **Triggers** > **New**.
   b. Click **Trigger Configuration** > **Click - Just Links**.
   c. Configure the trigger with these settings:
      - **Wait for tags:** *Enable*
      - **Max wait time:** *2000ms*
      - **Check Validation:** *Disable*
      - **Enable this trigger when all of these conditions are true:** *Page URL* > *contains* > */*
      - **This trigger fires on:** *Some Clicks* > *Click URL* > *matches RegEx* > `contact\.html|buy\.html|about\.html`

   d. Name the trigger "*Trigger - Nav Clicks*" and save.

4. Create a single Tag to handle all clicks:
   a. Click **Tags** > **New**.
   b. Click **Tag Configuration** > **Google Analytics - Universal Analytics**.
   c. Set **Track Type** to **Event**.
   d. Complete the **Event Tracking Parameters**:
      - **Category:** *Nav*
      - **Action:** *Select*
      - **Label:** *{{Click URL}}*

   e. Click **Triggering** and select the trigger that you created in step 3, titled "*Trigger - Nav Clicks*".
   f. Save the tag.

5. Publish the container.

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| Measurement option / event | Triggered… | parameters |
|---|---|---|
| Page views<br><br>page_view | each time the page loads or the browser history state is changed by the active site<br><br>This event is collected automatically. You cannot turn off collection.<br><br>An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState. | page_location (page URL), page_referrer (previous page URL) |
| Scrolls<br><br>scroll | the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible) | No parameters are collected |
| Outbound clicks<br><br>click | each time a user clicks a link that leads away from the current domain | link_classes, link_domain, link_id, link_url, outbound (boolean) |
| Site search<br><br>view_search_results | each time a user performs a site search, indicated by the presence of a URL query parameter<br><br>By default, the event is triggered based on the presence of one of the following 5 parameters in the URL:<br>• q<br>• s<br>• search<br>• query<br>• keyword<br><br>You can optionally configure this option to look for search terms in other parameters. | search_term, optionally 'q_<additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings) |

# ENHANCED MEASUREMENT COLLECTS PRE-DEFINED EVENTS

<<<<<

# USE PRE-DEFINED EVENTS



Create new events from existing events. Learn more

## Configuration

Custom event name ⓘ

[                              ]

### Matching conditions

Create a custom event when another event matches ALL of the following conditions

| Parameter | Operator | Value | |
|-----------|----------|-------|---|
| event_name | equals ▼ | | ⊖ |

**Add condition**

### Parameter configuration

☑ Copy parameters from the source event

Modify parameters ⓘ

| Parameter | New value | |
|-----------|-----------|---|
| | Example: [[source_parameter_name]] or 1234 | ⊖ |

**Add modification**

# TO CREATE CUSTOM EVENTS

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# USING ONLY CONDITIONS

Configuration

Custom event name ⍰

view_promotion

Matching conditions

Create a custom event when another event matches ALL of the following conditions

| Parameter | Operator | Value |
|-----------|----------|-------|
| page_title | contains ▾ | Daily Deals | ⊖

Add condition

Parameter configuration

☑ Copy parameters from the source event

Modify parameters ⍰

Add modification

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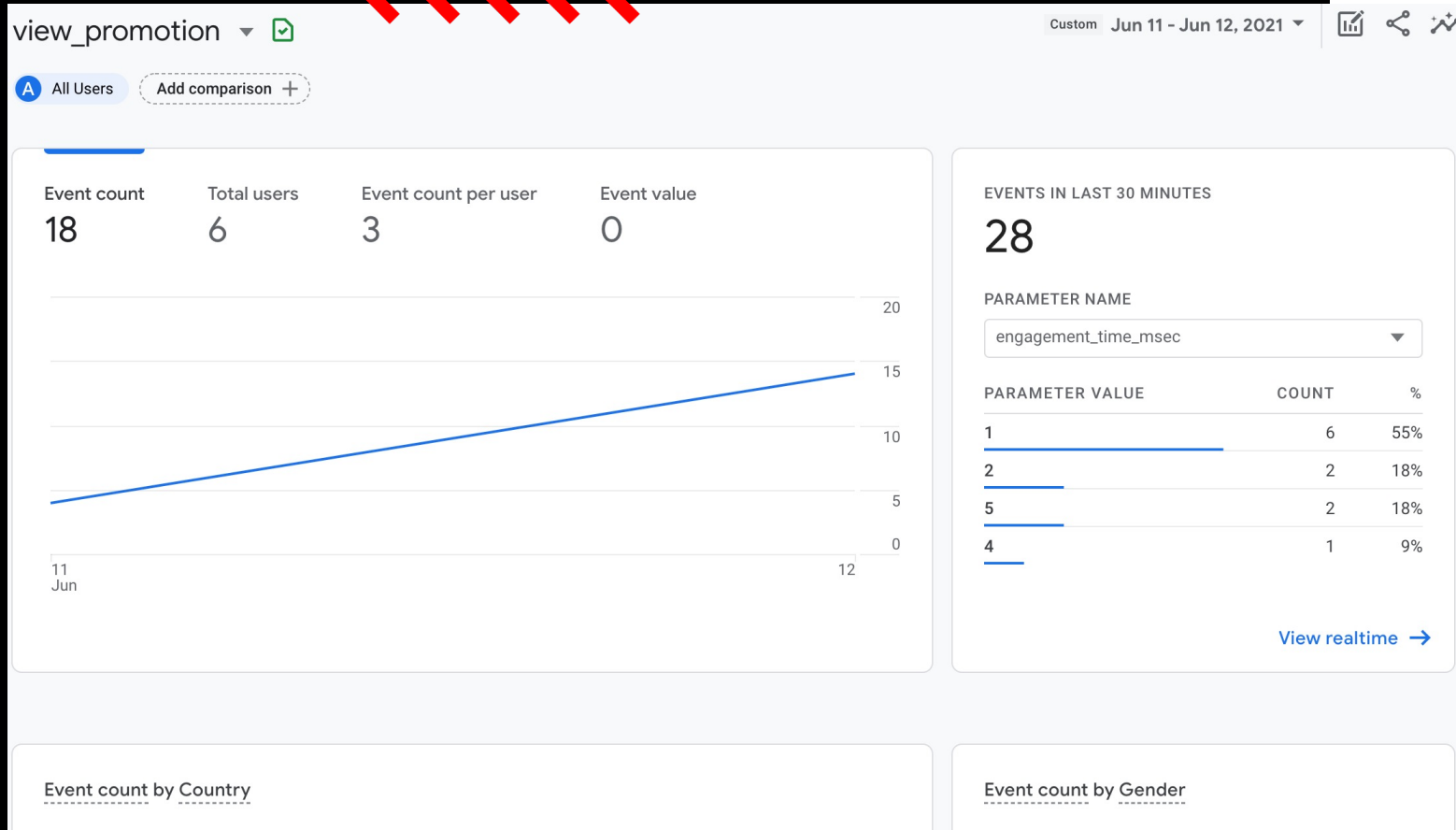
# USE EVENTS THROUGHOUT

| User medium ▾ | ...essions | Engagement rate | Engaged sessions per user | Average engagement time | Event count view_pro... ▾ |
|---|---|---|---|---|---|
| **Totals** | **680** % of total | **71.88%** Avg 0% | **0.76** Avg 0% | **1m 44s** Avg 0% | |
| 1  **organic** | 554 | 74.36% | 0.78 | 1m 41s | |
| 2  **(none)** | 96 | 63.16% | 0.65 | 1m 50s | |
| 3  **referral** | 27 | 58.7% | 0.73 | 1m 59s | |
| 4  **Social** | 2 | 100% | 1.00 | 1m 03s | |
| 5  **cpc** | 1 | 100% | 1.00 | 0m 11s | |

🔍

click
first_visit
login
page_view
scroll
session_start
user_engagement
view_promotion
view_search_results

# TRACK MICRO AND MACRO EVENTS

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# AND CONVERSIONS

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# & DON'T FORGET THE VISUALIZATIONS
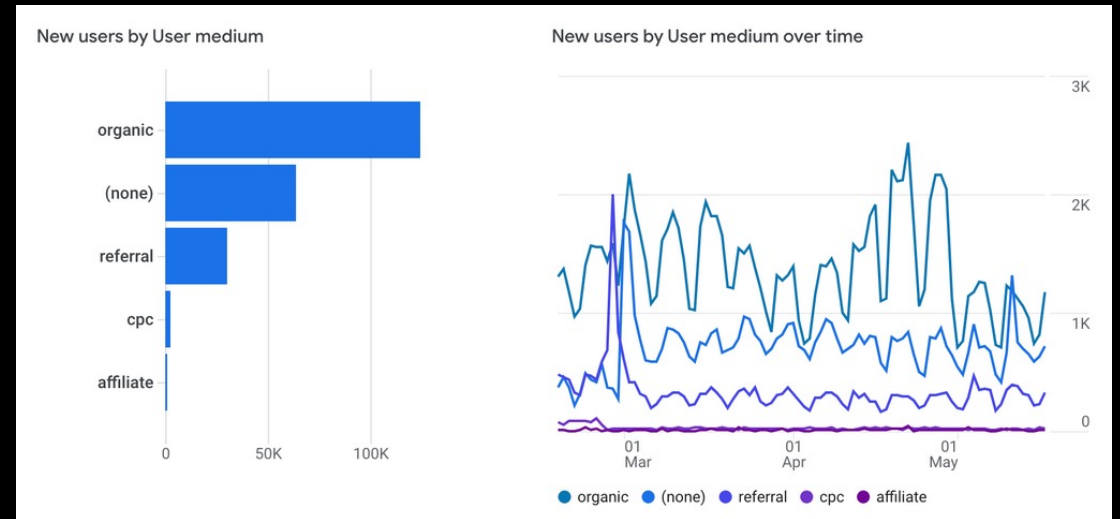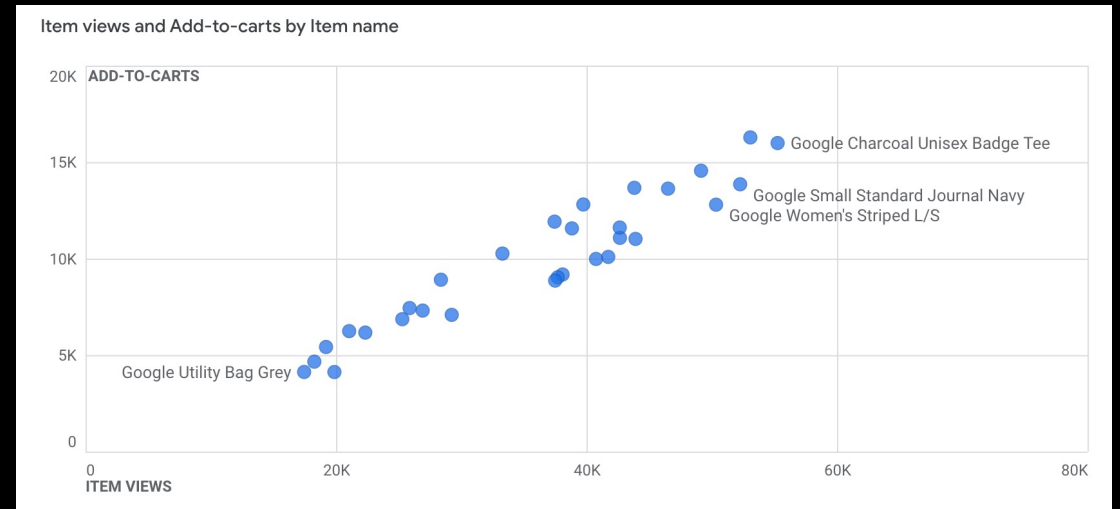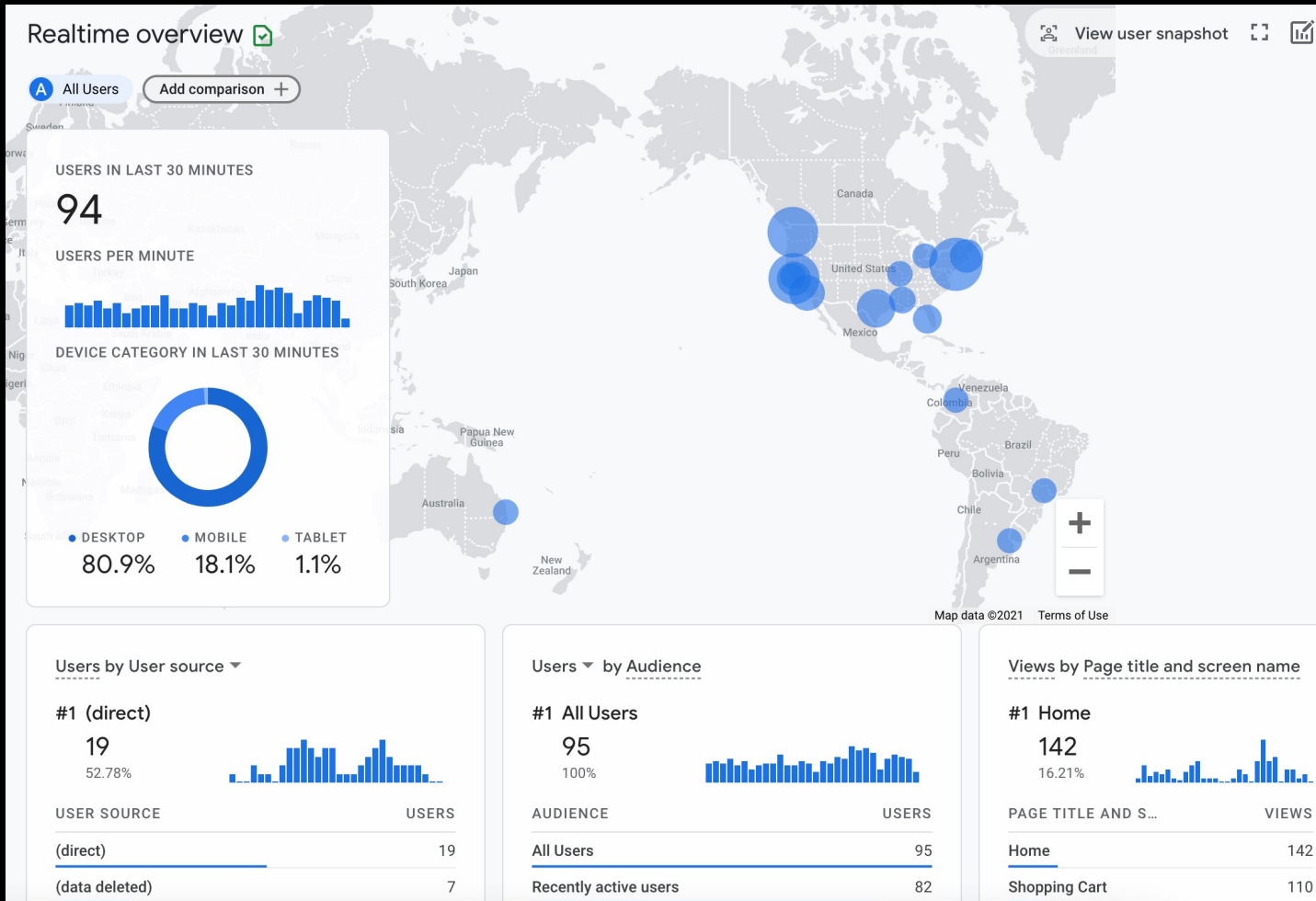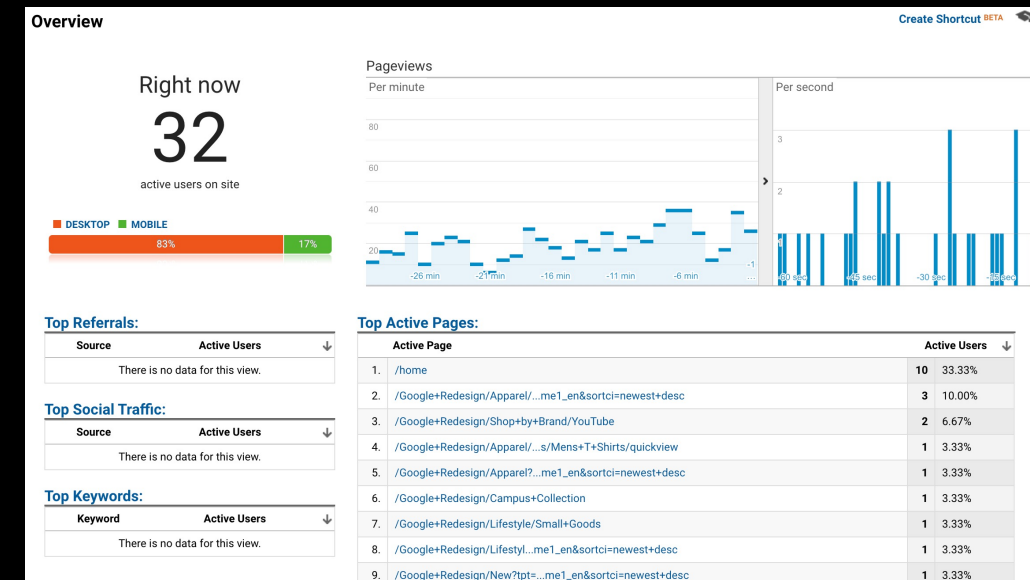
# & MORE SOPHISTICATED



Total revenue ⑦
$293K

Ecommerce revenue ⑦
$293K

Total ad revenue
$0.00

**ANOMALY DETECTED**

**Spike in combinedRevenue on 2021-05-25**

Expected   $19,223.14   Actual   $26,248.08   ↑36.5%

Tue 25 May

Total revenue                                    $26,248.08

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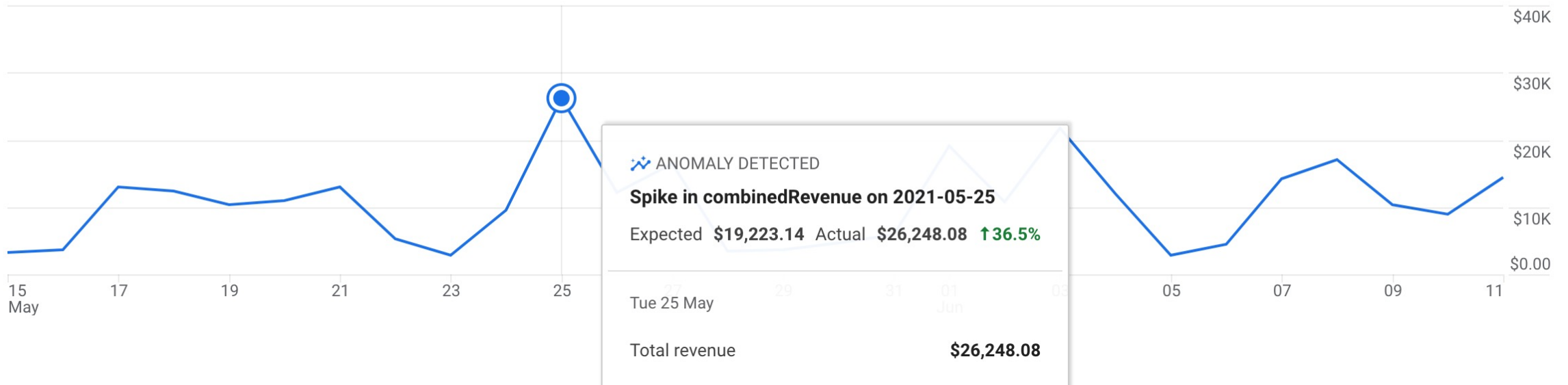
Item views and Add-to-carts by Item name

EASILY IDENTIFY OUTLIERS

# WHY NO STATIONARY?



**CART-TO-VIEW RATE**

0.6

0.4 — Google Green Corkbase Mug

0.2 — Android Large Trace Journal Black

Google Cloud Unisex Tee

Google Women's Striped L/S

0

May 14 - Jun 10, 2021

**Android Large Removable Sticker Sheet**

| Item views | **536** |
|---|---|
| Cart-to-view rate | **30.43%** |

0        500        1K        1.5K

**ITEM VIEWS**
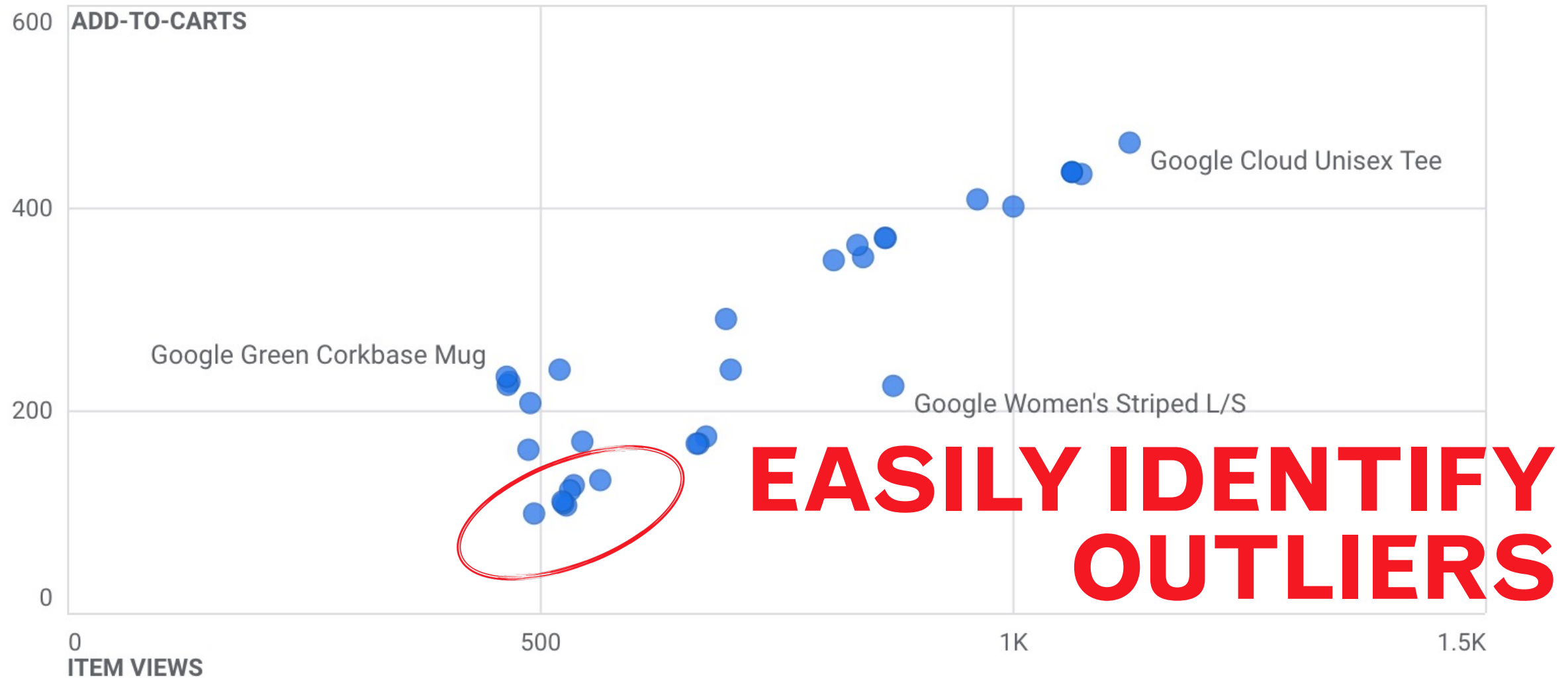
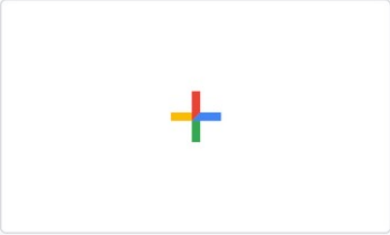# CREATE YOUR OWN VISUALIZATIONS



**Analysis Hub**

Start a new analysis

Template gallery

**Blank**
Create a new analysis

**Exploration**
What insights can you uncover with custom charts and tables?

**Funnel analysis**
What user journeys can you analyze, segment, and breakdown with multi-step funnels?

**Path analysis**
What user journeys can you uncover with tree graphs?

| Type | Name ↓ | Owner | Last modified ↓ | Property | 🔍 |
|------|--------|-------|-----------------|----------|-----|

No analyses to show.

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# IF DATA STUDIO

# &

# CUSTOM DASHBOARDS

>>>>>

# HAD A BABY.

# COMPLETE WITH PREDICTIVE ANALYTICS

## Suggested segments
Additional segment suggestions for you to consider

**GENERAL**   **TEMPLATES**   **PREDICTIVE** NEW

Analytics builds predictive audiences based on behaviors such as buying or churning. Learn more

### Likely 7-day purchasers
Users who are likely to make a purchase in the next 7 days.

ELIGIBILITY STATUS
✓ **Ready to use** ?

### Likely 7-day churning users
Active users who are likely to not visit your property in the next 7 days.

ELIGIBILITY STATUS
✓ **Ready to use** ?

### Predicted 28-day top spenders
Users who are predicted to generate the most revenue in the next 28 days.

ELIGIBILITY STATUS
⊘ **Not eligible to use** ?

### Likely first-time 7-day purchasers
Users who are likely to make their first purchase in the next 7 days.

ELIGIBILITY STATUS
✓ **Ready to use** ?

---

Predictive

☐ Churn probability: 10th percentile ?
☐ Churn probability: 50th percentile ?
☐ Churn probability: 80th percentile ?
☐ Churn probability: 90th percentile ?
☐ Churn probability: Average ?
☐ In-app purchase probability: 10th percentile ?
☐ In-app purchase probability: 50th percentile ?
☐ In-app purchase probability: 80th percentile ?
☐ In-app purchase probability: 90th percentile ?
☐ In-app purchase probability: Average ?
☐ Predicted revenue: 10th percentile ?
☐ Predicted revenue: 50th percentile ?
☐ Predicted revenue: 80th percentile ?
☐ Predicted revenue: 90th percentile ?

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**Active users overlap**

- Google
- Likely 7-day purchasers
- Bing

| Segment set | ↓ Active users |
|---|---|
| **Totals*** | **68,215** |
| | 100% of total |
| 1  Google | 30,233 |
| 2  Google ONLY | 24,843 |
| 3  Likely 7-day purchas... | 11,694 |
| 4  Likely 7-day purcha... | 6,490 |
| 5  Google + Likely 7-day purchas... | 5,251 |
| 6  Bing | 286 |
| 7  Bing ONLY | 230 |
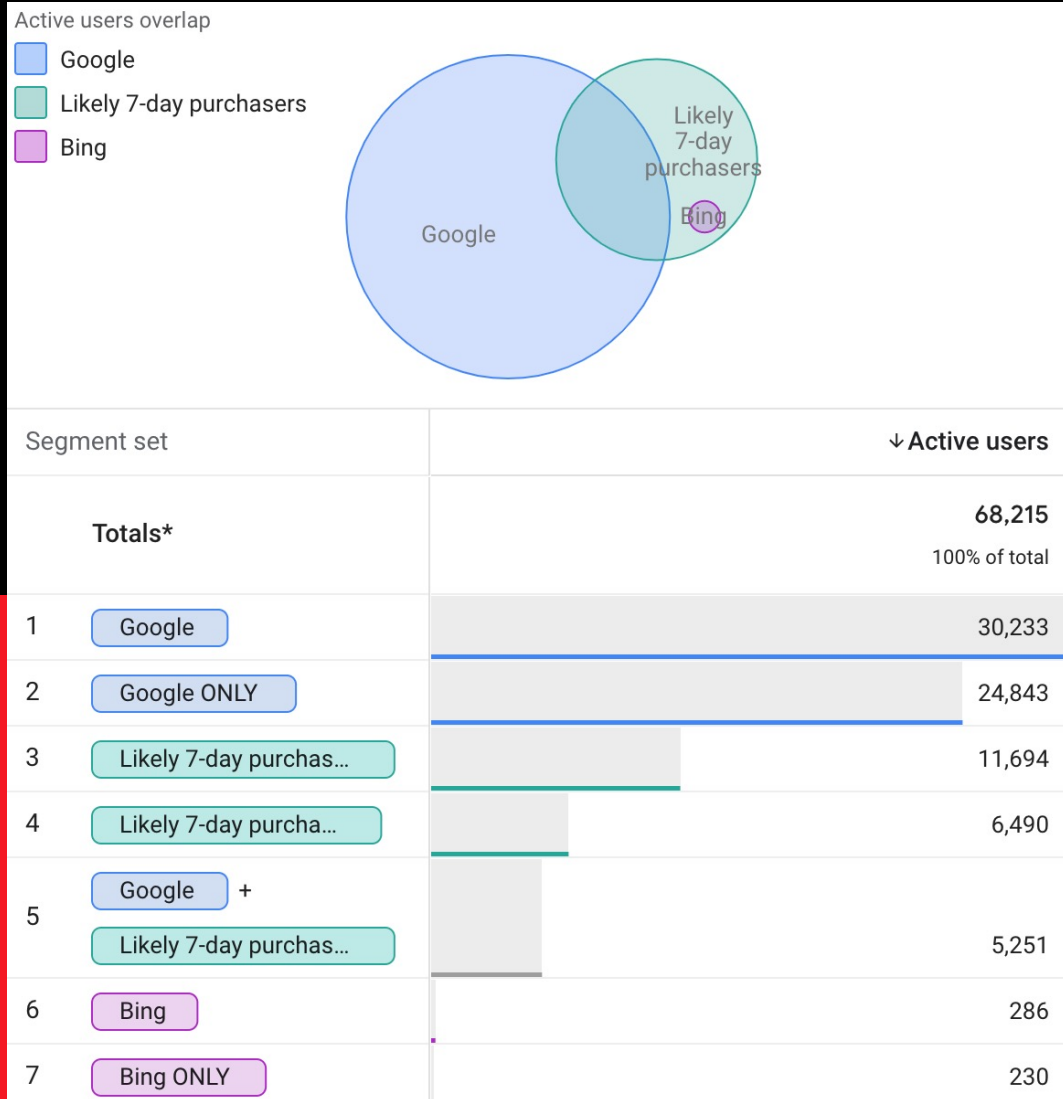
# SEGMENT OVERLAP WITH PREDICTIVE ANALYTICS

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# REMEMBER THAT STATIONARY?

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# CREATE **CUSTOM** SEGMENT

Create a custom segment
Select the type of segment you want to create

**User segment**
For example, users who have previously purchased a product.

**Session segment**
For example, all sessions originating from Campaign A.

**Event segment**
For example, all events that took place at a particular location.

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# CUSTOM STATIONARY SEGMENTS



TECHNIQUE

Exploration

VISUALIZATION

SEGMENT COMPARISONS

Stationary

NON Stationary

Drop or select segment

Pivot

First column

ROWS

User medium: Cros...

Drop or select dimension

Stationery

Add a description

Include **Sessions** when:

| Page title | contains | station | OR |

AND

+ Add condition group

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# WHERE IS THE ISSUE?

VALUES

Add-to-carts

Transaction

Drop or se

Bar chart

Plain text

Cell type

Heat map

| Segment | NON Stationary | | Stationary | |
|---|---|---|---|---|
| User medium: Cross-channel last click | Item views | Add-to-carts | Item views | Add-to-carts |
| **Totals** | **698,459**<br>67.5% of total | **165,926**<br>61.9% of total | **336,196**<br>32.5% of total | **102,028**<br>38.1% of total |
| 1 referral | 174,282 | 56,365 | 141,818 | 40,385 |
| 2 organic | 221,788 | 40,689 | 82,910 | 24,140 |
| 3 (data deleted) | 158,957 | 33,241 | 49,199 | 17,368 |
| 4 (none) | 127,032 | 30,880 | 57,994 | 18,093 |

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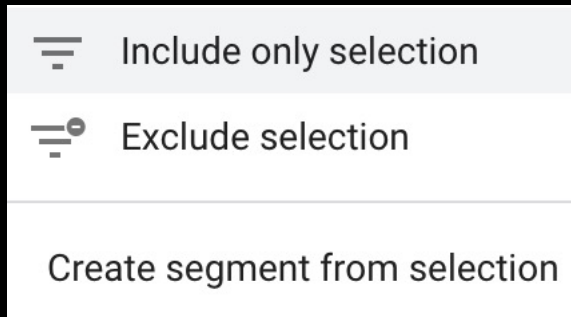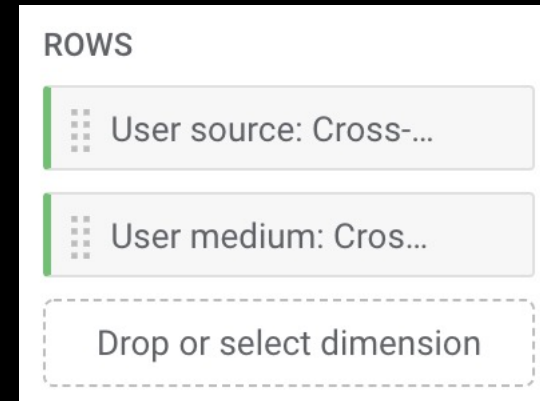
# 1 & 2 ARE THE ISSUE

| | Segment | | NON Stationary | | Stationary | | Totals | |
|---|---|---|---|---|---|---|---|---|
| User source: Cross-channel last click | User medium: Cross-channel last click | | Item views | Add-to-carts | Item views | Add-to-carts | Item views | ↓Add-to-carts |
| **Totals** | | | **174,282** 55.1% of total | **56,370** 58.3% of total | **141,816** 44.9% of total | **40,386** 41.7% of total | **316,098** 100.0% of total | **96,756** 100.0% of total |
| 1 | shop.googlemerchandisestore.com | referral | 68,381 | 29,851 | 94,596 | 24,698 | 162,977 | 54,549 |
| 2 | mall.googleplex.com | referral | 62,640 | 19,487 | 32,702 | 11,803 | 95,342 | 31,290 |
| 3 | sites.google.com | referral | 3,968 | 1,481 | 2,568 | 1,197 | 6,536 | 2,678 |
| 4 | creatoracademy.youtube.com | referral | 19,233 | 1,534 | 2,814 | 370 | 22,047 | 1,904 |
| 5 | analytics.google.com | referral | 4,669 | 1,117 | 1,606 | 352 | 6,275 | 1,469 |
| 6 | perksatwork.com | referral | 2,810 | 831 | 1,967 | 494 | 4,777 | 1,325 |
| 7 | mail.google.com | referral | 1,557 | 297 | 1,112 | 403 | 2,669 | 700 |
| 8 | support.google.com | referral | 1,589 | 269 | 600 | 178 | 2,189 | 447 |

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# MORE AI

Organic User
Active users

800
600
400
200
0

○ Anomalies   ☑ Expected value
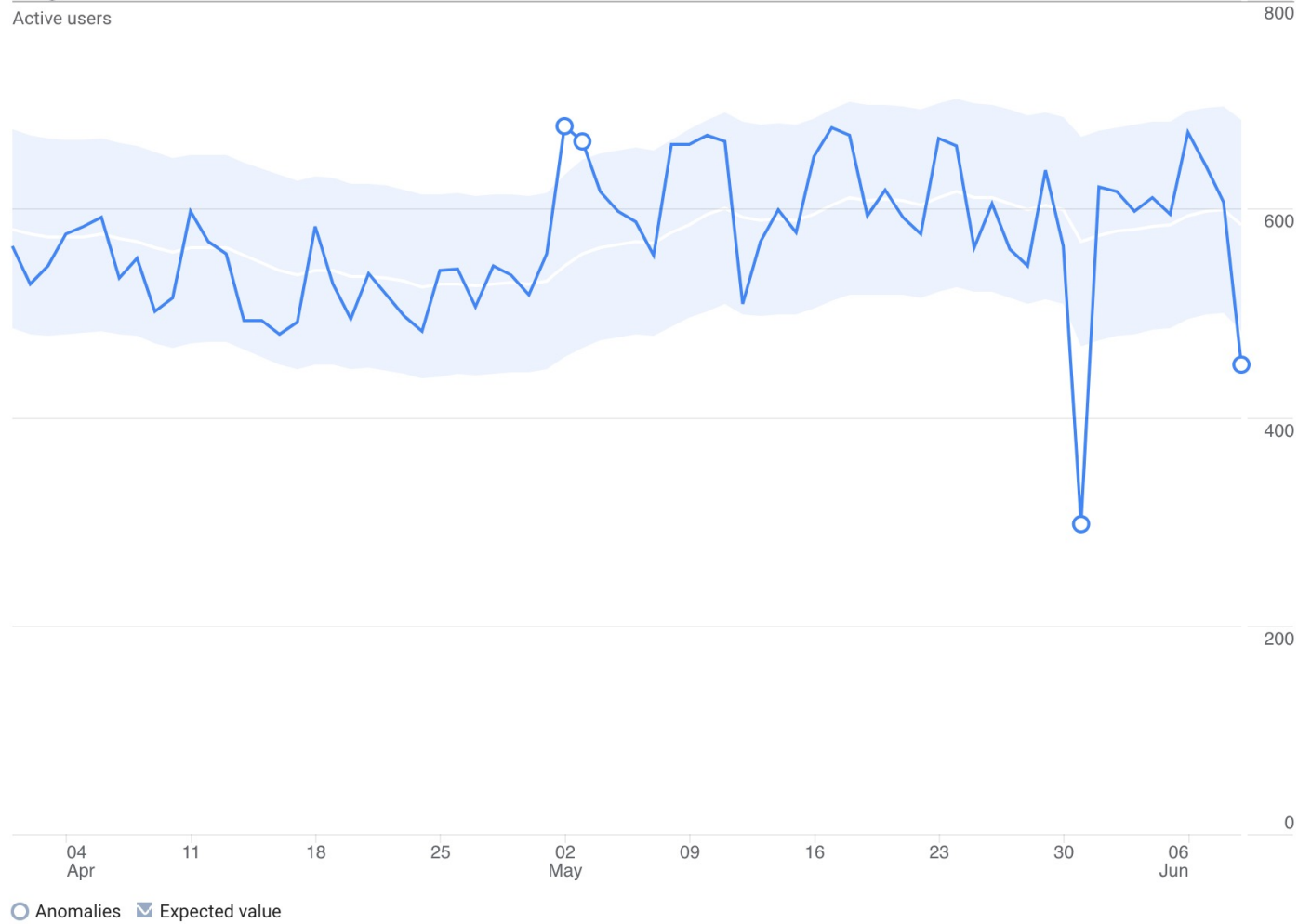
ANOMALY DETECTION

Training period (days before timeframe)

0 ————————— 171

Sensitivity

Low ————————— High

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# IS GOOGLE TELLING US SECRETS?

# INDUCTIVE REASONING

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# WHAT EXACTLY IS GOOGLE TRACKING?

>>>>>

| Modify event | Create event |

## Existing events

🔍 ⬇

| Event name ↑ | Count | % change | Users | % change | Mark as conversion ❓ |
|---|---|---|---|---|---|
| click | 61 | ↓ 73.4% | 53 | ↓ 47.5% | ⚪ |
| first_visit | 19,026 | ↓ 24.3% | 18,952 | ↓ 24.3% | ⚪ |
| page_view | 130,127 | ↓ 45.1% | 19,713 | ↓ 27.9% | ⚪ |
| scroll | 15,685 | ↓ 54.8% | 7,063 | ↓ 41.7% | ⚪ |
| session_start | 22,917 | ↓ 36.8% | 19,702 | ↓ 27.5% | ⚪ |
| view_search_results | 1,315 | ↓ 20.7% | 447 | ↓ 31.0% | ⚪ |

# WE SEE A FEW NEW METRICS

**LIFE CYCLE**

- **Acquisition**
  - Overview
  - User acquisition
  - **Traffic acquisition**
- Engagement
- Monetization
- Retention

**USER**

- Demographics
- Tech

**EVENTS**

- Conversions

| | Search... | | | Rows per page: 10 ▾ | Go to: 1 | ‹ 1-10 of 109 › |

| | Session source/medium ▾ | **+** | s | Engaged sessions | Average engagement time per session | Engaged sessions per user |
|---|---|---|---|---|---|---|
| | Totals | | 4 | 89,081 | 1m 09s | 1.21 |
| | | | al | 100% of total | Avg 0% | Avg 0% |
| 1 | google / organic | | 6 | 47,338 | 1m 01s | 1.21 |
| 2 | (direct) / (none) | | 2 | 25,336 | 0m 59s | 1.19 |
| 3 | (not set) / (not set) | | 4 | 67 | 33m 10s | 0.02 |
| 4 | mall.googleplex.com / referral | | 9 | 4,422 | 3m 32s | 1.57 |
| 5 | analytics.google.com / referral | | 2 | 3,558 | 0m 30s | 1.31 |
| 6 | creatoracademy.youtube.com / referral | | 8 | 1,607 | 1m 06s | 1.07 |
| 7 | baidu / organic | | 7 | 1,418 | 0m 13s | 1.01 |

# HOW IS "ENGAGED" DEFINED?

Engaged sessions

The number of sessions that lasted longer than 10 seconds, or had
a conversion event, or had 2 or more screen or page views. Learn
more about sessions .

Average
engagement time

Unique user scrolls

Event count

All events ▼

The average length of time that the app was in the foreground, or
the web site had focus in the browser.

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# NEW KPIs

⌃ **10 SECOND SESSIONS**

⌃ **2 PAGES/SESSION**
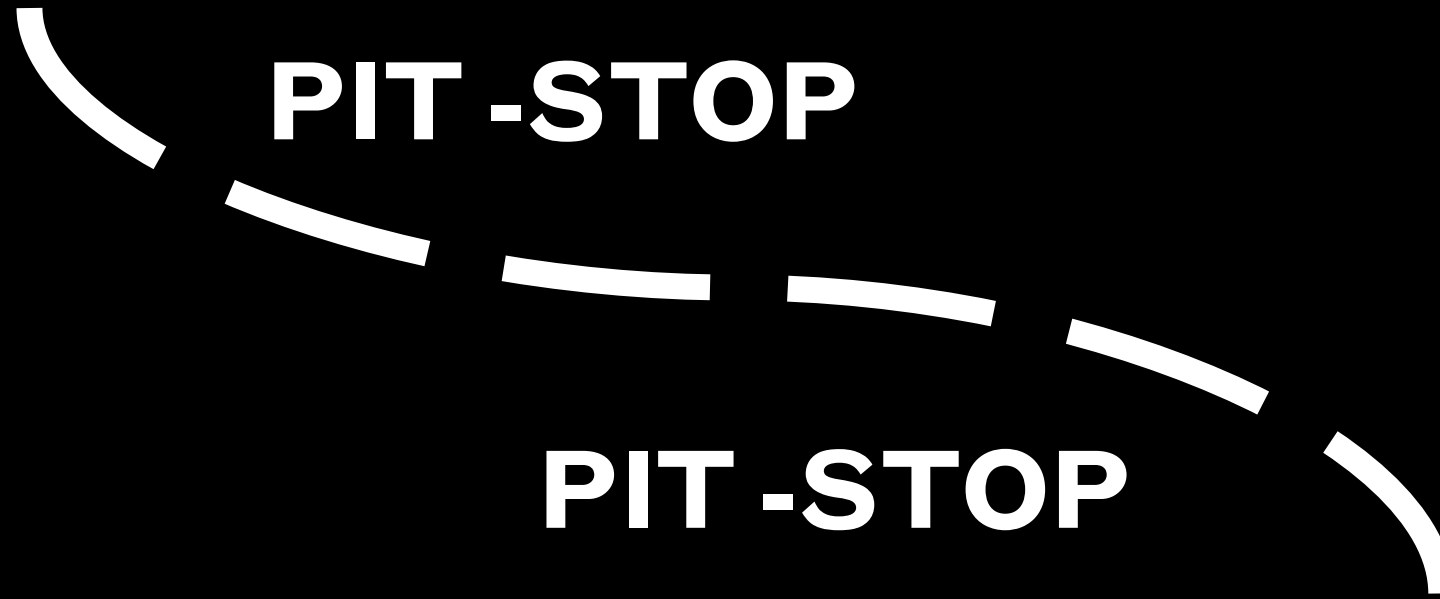
⌃ **CONVERSION**

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# FUTURE OF MARKETING?

>>> OMNI-CHANNEL MONETIZATION

>>> INCREASED FOCUS ON RETENTION

>>> DESTINATION VS. PIT-STOP

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# THANKS A BUNCH

GET IN TOUCH

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