BLANCO

Google Analytics

User Manual

feel the fflow

A UDG Company

Content

Introduction

Web analysis means trend analysis!

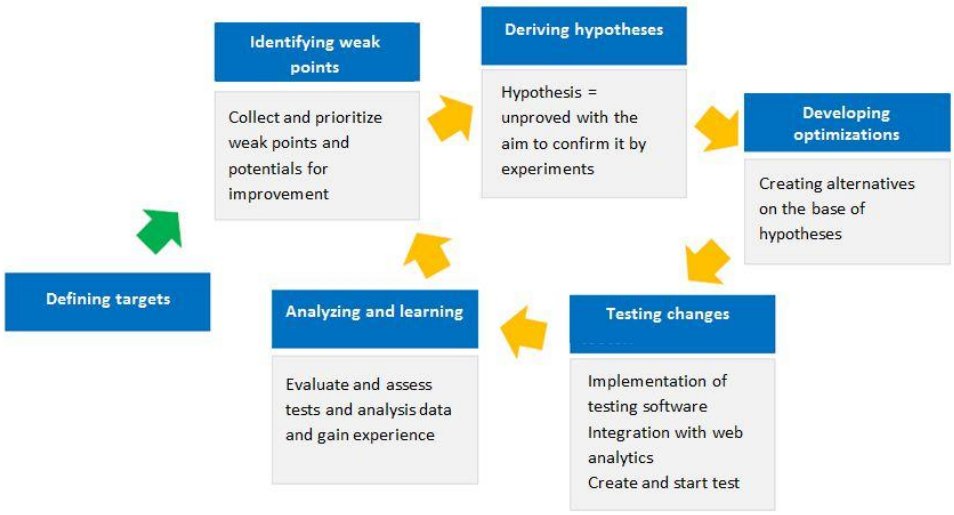
Web analysis is the measurement, collection, analysis and evaluation of internet data. It is used for better understanding and optimizing web usage.[1]

In general, web analysis means ALWAYS trend analysis. Therefore, the following advices should never be left out of consideration.

- Never base your statements on absolute figures, but on change rates!
- Write down your questions, which you want to answer with Google Analytics. This helps to keep the focus on what you are looking for.

Properly analyze and optimize!

Google Analytics allows website owners to optimize their online presence and to improve their marketing ROI continuously. The optimization is carried out in continuous cycles in view of optimizing the defined KPIs (key performance indicators).



Of course it is not necessary to analyze every single change immediately. But conspicuous problems should be rectified as soon as possible.

[1] Source: Web Analytics Association

Ask the right questions!

Different target groups ask different questions to the Website. The following questions are examples to illustrate which issues in the analysis of trends for different target groups could be important:

Management

- How does the performance of the site develop? (Conversion Rates, Visits, Bounces)?
- Which customer segments are most valuable?
- Which areas are the most popular? (brands, lines, etc.)

Marketing Professionals

- Where do visitors come from?
- Which campaign/source/media/keyword is the best/worst?
- Which products are sold most often?

Content & Developers

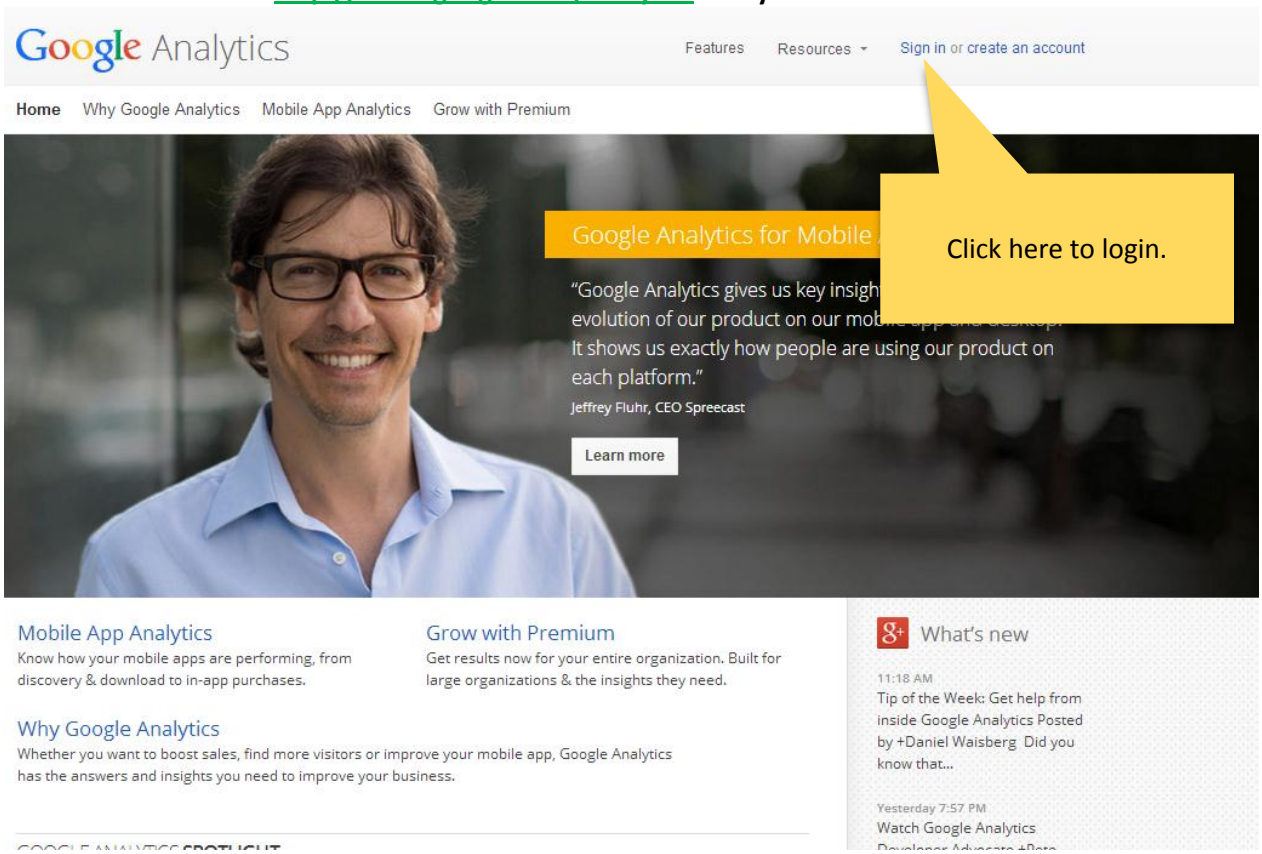
- Where do visitors leave the site?
- Which pages retain visitors the longest?
- Which search terms people use mostly to find the site

! It is virtually impossible to answer questions based on predefined dashboards or reports completely. Rather, they serve to derive the right questions and to give an introduction. **For a complete analysis a "deep dive" into the data is necessary!**

Google Analytics basic know-how

Login

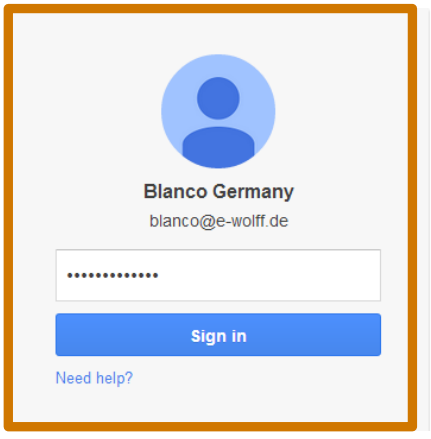
1. **Enter the URL http://www.google.com/analytics into your browser.**



2. Enter your login data here:

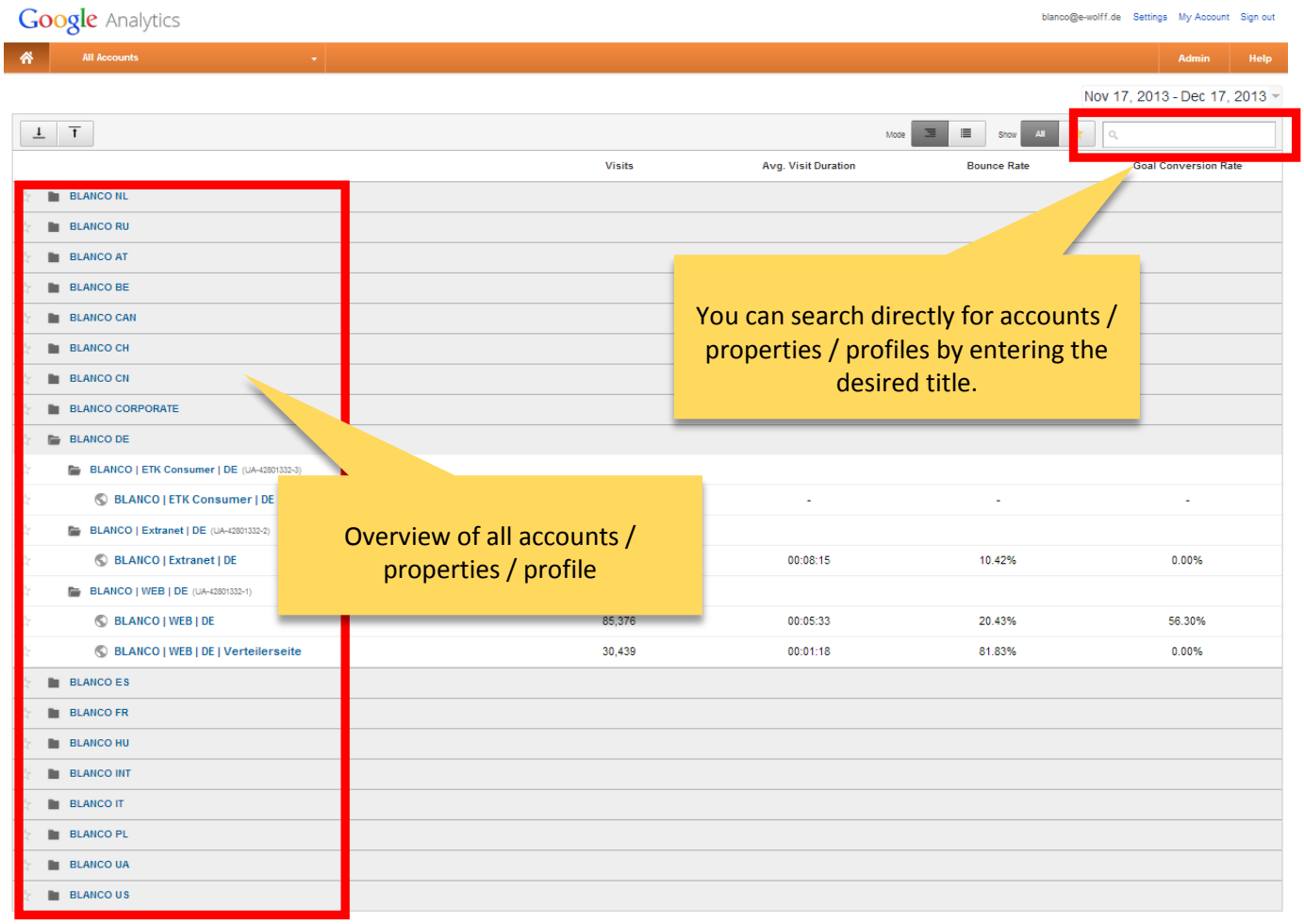
Email: blanco@e-wolff.de

Password: **********



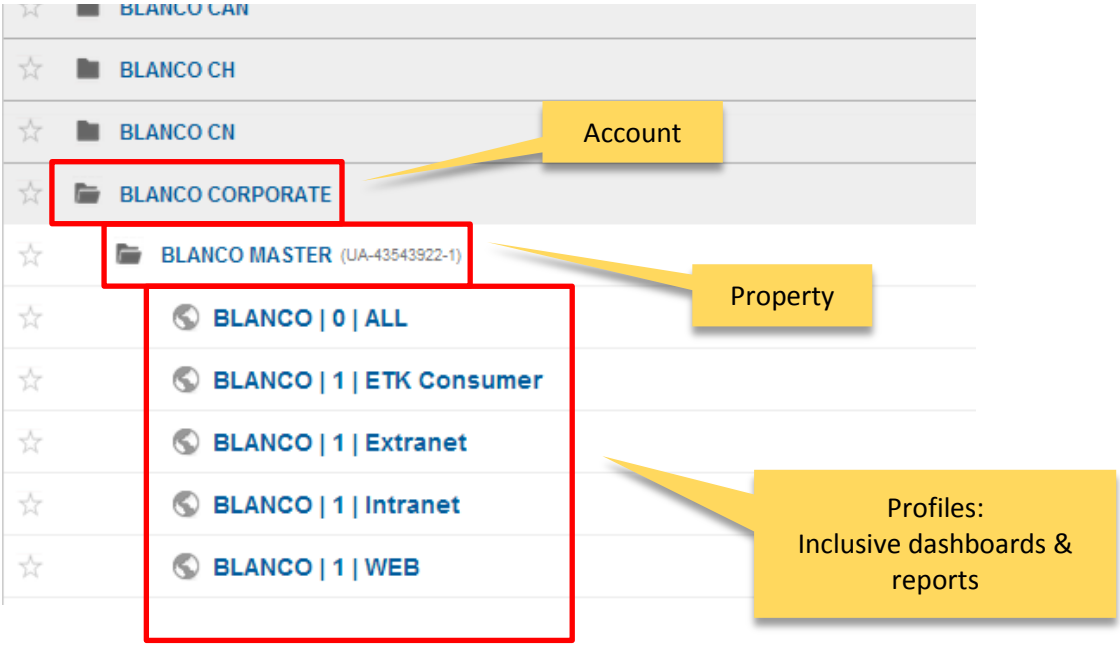
Content of your accounts

The Account Home page lists all of the accounts, properties and profiles of your Google Analytics account. You can use this page to navigate between these assets and get a quick view of how each is performing using the 30-day visit and percent-change metrics.



Account, Property & Profile

Each Google Analytics account has the following structure:



Definition Account / Property / Profile

Account

The account is your access point for Analytics, and the topmost level of organization.

Property

An Analytics account consists of at least one property. The properties are distinguished by individual UA-numbers that are stored in the tracking. Based on these UA-numbers cookies are set.

Profile

Profiles are your access point for any reporting data. A property can contain one or more profiles, for example: Website DE, Website UK, Website COM, Website CH, …

Where can I analyze what?

Your account has the following structure:

BLANCO NL				
BLANCO RU				
BLANCO AT				
BLANCO BE				
BLANCO CAN				
BLANCO CH				
BLANCO CN				
BLANCO CORPORATE				
BLANCO MASTER				
BLANCO | 0 | ALL	147,210	00:05:28	25.35%	46.17%
BLANCO | 1 | ETK Consumer	-	-	-	-
BLANCO | 1 | Extranet	-	-	-	-
BLANCO | 1 | Intranet	-	-	-	-
BLANCO | 1 | WEB	138,630	00:05:39	22.69%	18.70%
BLANCO | 2 | AT	2,188	00:05:40	21.71%	0.00%
BLANCO | 2 | BE	3,359	00:05:41	21.38%	0.00%
BLANCO | 2 | CAN	-	-	-	-
BLANCO | 2 | CH	1,682	00:05:23	31.93%	0.00%
BLANCO | 2 | CN	909	00:07:26	36.08%	0.00%
BLANCO | 2 | DE	90,329	00:05:20	23.34%	0.00%
BLANCO | 2 | ES	3,226	00:05:15	29.42%	0.00%
BLANCO | 2 | FR	7,389	00:04:57	28.76%	0.00%
BLANCO | 2 | HU	1,142	00:07:00	23.99%	0.00%
BLANCO | 2 | INT	22,180	00:03:54	38.41%	0.00%
BLANCO | 2 | IT	3,629	00:05:38	25.99%	0.00%
BLANCO | 2 | NL	568	00:04:01	24.65%	0.00%
BLANCO | 2 | PL	4,118	00:06:51	19.40%	0.00%
BLANCO | 2 | RO	-	-	-	-
BLANCO | 2 | RU	9,663	00:06:17	29.52%	0.00%
BLANCO | 2 | UA	1,827	00:05:44	32.68%	0.00%
BLANCO | 2 | UK	-	-	-	-
BLANCO | 2 | USA	-	-	-	-
BLANCO | 9 | Backup	147,572	00:05:28	25.35%	0.00%
BLANCO | 99 | Testsystem	229	00:11:21	15.28%	0.00%
BLANCO DE				
BLANCO ES				
BLANCO FR				
BLANCO HU				
BLANCO INT				
BLANCO IT				
BLANCO PL				
BLANCO UA				
BLANCO US				

Master

The master account shows the performance of the whole project across all properties. Filtered profiles help to analyze for example Mobile Sites of all countries or the channels (e.g. web, mobile, shops) of each country.

Country accounts

These accounts represent the smallest level of analysis data. The rule here is: One property per project or domain.

When do I use which profiles?

This is, as always, depending on your questions to the website. As recommended write your questions down, this will help you in choosing the right account. Below you will find some examples and their allocation to the individual profiles.

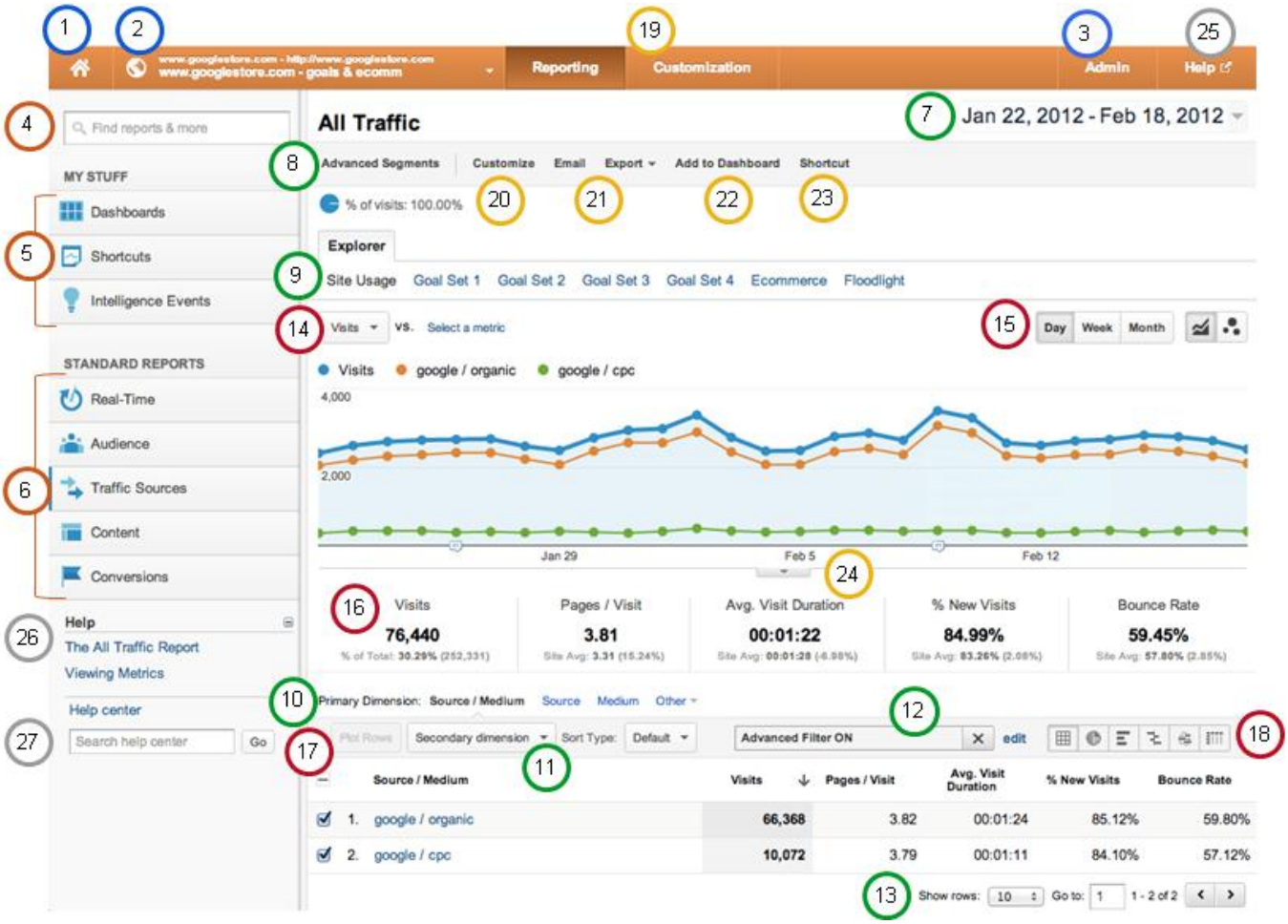
- Master ALL
  - How much traffic the project has in total?
  - What is the overall conversion rate of my project and which conversions are performed most often?
  - Are there differences between the web traffic (www.) and the mobile traffic (m.) or the web traffic of the country domains (www.).

- Mobile ALL
  - Which mobile devices are the most popular from my users?
  - On which mobile properties the conversion rate is the best?
  - Which mobile campaign is the most effective in which country?

- Web DE
  - How users navigate on the website?
  - How successful is promotion X and where there is still potential for improvement?
  - Which optimization potentials exist in my conversion funnel Y?

The Google Analytics Interface

Google Analytics has the following structure. If you need further information choose one of the following links, thus you will be redirected to the Google Analytics help.



Account Controls
1. Account Home
2. Account/Profile Selector
3. Administrative Settings

Report Navigation
4. Report Finder
5. Dashboards, Shortcuts, & Intelligence
6. Directory of Reports

Data Inclusion Controls
7. Date Selector
8. Advanced Segments
9. Metric Group Selector
10. Primary Dimension Selector
11. Secondary Dimension Selector
12. Table Filter
13. Table Controls

Graph & Visualization Controls
14. Metric View Selector
15. Graph Increment Selector
16. Scorecard
17. Plot Rows
18. Data View Selector

Report Sharing & Customization
19. Customization (Custom Reports & Unsampled Report Downloads)
20. Customize a Standard Report
21. Email, Export, & Unsampled Reports
22. Add to Dashboard
23. Shortcut creation
24. Annotations

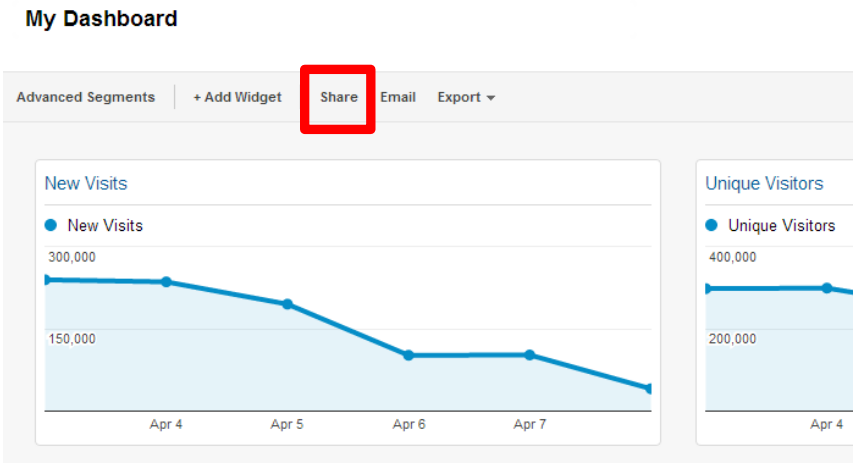
Help Resources
25. Link to Help Center
26. Contextual Help
27. Help Search Box

Individual contents

Each user can create his individual contents (assets). For example:

- Advanced Segments
- Annotations
- Channel Groupings
- Custom Alerts
- Dashboards
- Scheduled E-Mails
- Shortcuts
- Custom Reports

Usually only advanced segment (User Defined), Custom Reports (Custom reports), as well as dashboards are shared with other users. Other assets are not considered therefore. You can share the respective assets over the share button. The displayed link will then be sent to the recipient via email.



If the recipient is logged in, he is able to import this asset in his Google Analytics account by clicking this link.

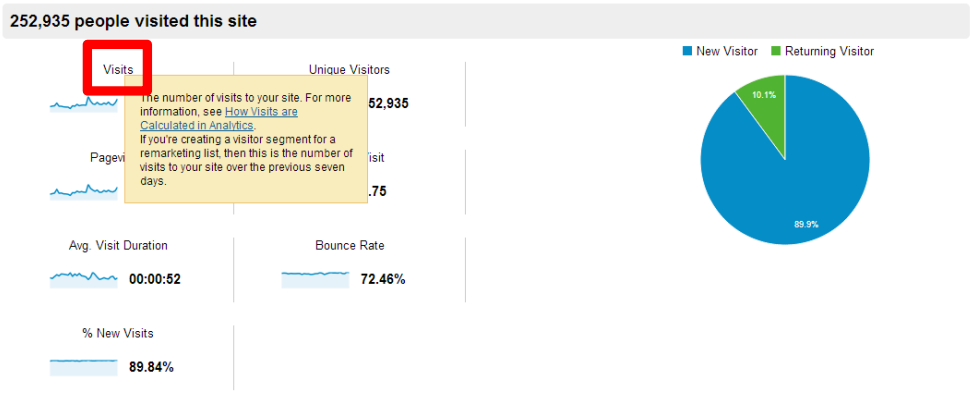
You can also share reports directly by copying the corresponding link in your browser. In this case, it must be provided that the addressee has the access rights to the reports and to user-defined segments or channel groupings.

Google Analytics 101

Dimensions and metrics

Below the difference between dimensions and metrics is described and the classification into the different levels is shown. A complete overview of all dimensions and metrics can be found here (click on the Link below):
☞Dimensions & Metrics Reference

Their definitions can also be shown with a mouseover on the sums above the data tables.

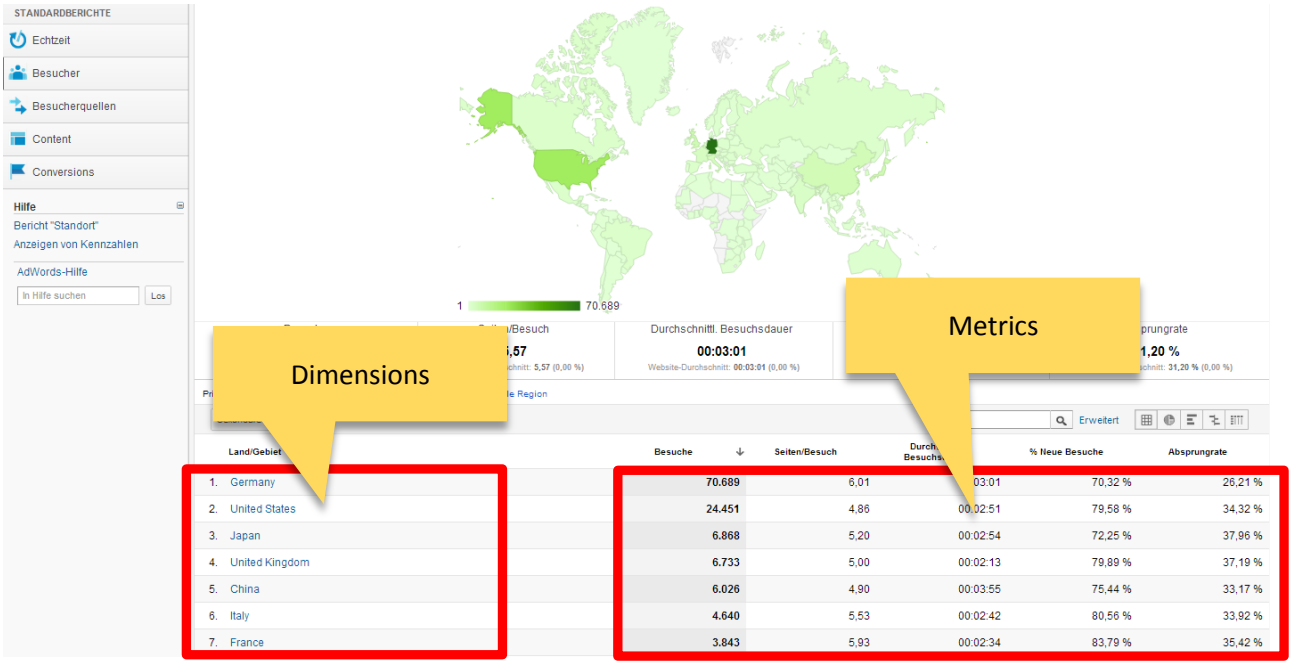


Dimensions: Describe Data

„A dimension is a descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name. Values for the City Name dimension could be San Francisco, Berlin, or Singapore."

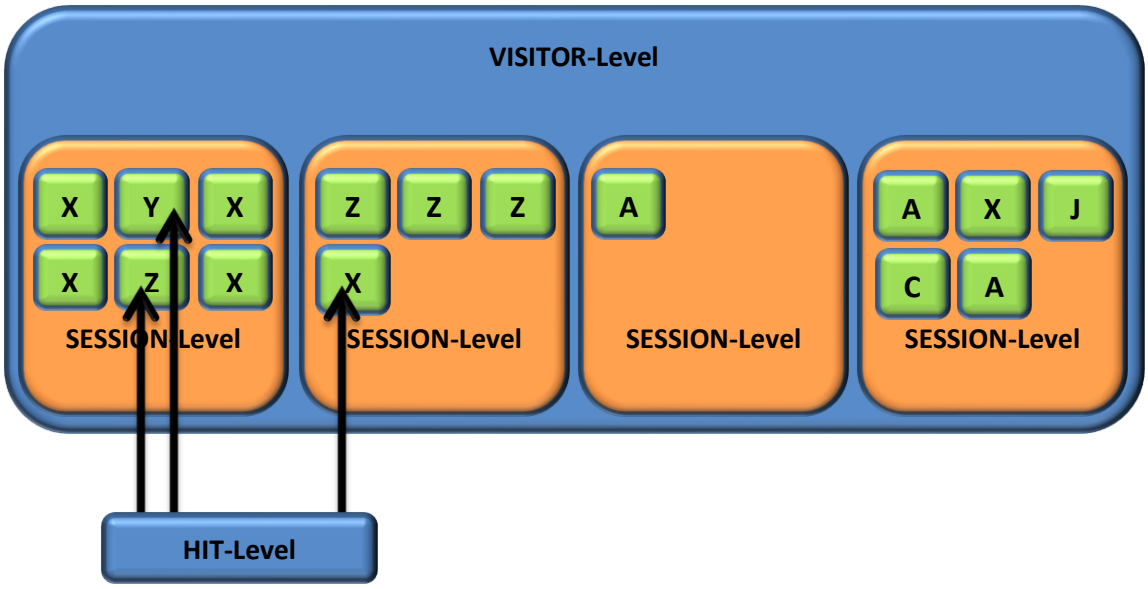
Metrics: Measure Data

„Metrics are individual elements of a dimension that can be measured as a sum or a ratio. For example, the dimension City can be associated with a metrics like Population, which would have a sum value of all the residents of the specific city. Pageviews, Page per Visit, and Average Visit Duration are examples of metrics in Google Analytics."


STANDARDBERICHTE
Echtzeit
Besucher
Besucherquellen
Content
Conversions
Hilfe
Bericht "Standort"
Anzeigen von Kennzahlen
AdWords-Hilfe
In Hilfe suchen
Los
1
70.689
Durchschnittl. Besuchsdauer
00:03:01
Dimensions
Metrics
Erweitert
Land/Gebiet
Besuche
Seiten/Besuch
% Neue Besuche
Absprungrate
1. Germany 70.689 6,01 70,32 % 26,21 %
2. United States 24.451 4,86 79,58 % 34,32 %
3. Japan 6.868 5,20 72,25 % 37,96 %
4. United Kingdom 6.733 5,00 79,89 % 37,19 %
5. China 6.026 4,90 75,44 % 33,17 %
6. Italy 4.640 5,53 80,56 % 33,92 %
7. France 3.843 5,93 83,79 % 35,42 %

Visitor-, Session-, Hit-Level

Dimensions and metrics can be categorized in three levels.



Visitor-Level:

The associated cookie is valid for 2 years. Example: Absolute Unique Visitors (Visitors)

Session-Level:

The associated cookie is valid for the duration of one visit. In the case of inactivity the session expires after 30 minutes. The same occurs at midnight. Example: Entrances

Hit-Level:

Every page view and every event creates a so-called hit. Accordingly, almost all dimensions of the content area are situated on the hit level. (Exceptions: e.g. landing pages or exit page) Example: page views (impressions)

Important specials in Google Analytics

The (not provided) problem

Since October 21, 2011 Google made the SSL search the default search for signed-in users. The company justified this approach with the growing claim of privacy protection and assured an improved user experience. This change encrypts your search queries and Google's results page and means that visits from organic search listings no longer include the information about each individual query. Instead, Google started passing the term "(not provided)" as the referring keyword for those organic search visits. This fact applies to all web analytic tools, not only to Google Analytics.

Through Google Webmaster Tools, the website owners should still receive an aggregated list of the top 1,000 search queries that drove traffic to their site for each of the past 30 days, but these data are not nearly as accurate. Furthermore, it is not possible to connect the data of the Webmaster Tools to Google Analytics, to view conversions on keyword level, for example.

The trend of (not provided) has grown faster than originally thought. A recent Optify study found that the term "(not provided)" now accounts for almost 40 percent of referring traffic data from organic search. Today, when users are signed in to Google, Chrome sends their searches from the Chrome address bar ("omnibox") over SSL. Since January 18, 2013 omnibox searches performed by users who are not signed are sent via SSL. So, the traffic data from organic search of the not-signed users show the term (not provided).

We currently expect that the situation will not improve and suggest you to trace the development of the (not provided) issue. Websites as ☞www.notprovidedcount.com can help you to do this. In addition, website owners should review the performance of their landing pages to reveal at least approximate trends. Consider here, that you segment always for organic search traffic.

The (not set) problem

(not set) is a placeholder name that Analytics uses when it has not received any information for the dimension that you have selected. You might see (not set) as the value for dimensions within each of these dimension groups: **Advertising** (e.g. Campaign, Ad Group, Keyword), **Content**: (e.g. Landing Page), **Visitors** (e.g. Flash version).
(not set) appears also, if you try to analyze two dimensions, who are not able to be combined. For example, the dimensions "keyword" and "direct traffic". In this case (not set) is naturally displayed.

On the Google Analytics ☞support site, you will also find possible cases for the (not set) issue.

The Average Visit Duration problem

Google Analytics measures the visit of so-called permanent timestamps that are generated with each hit. Therefore, the following should be strongly considered:

- If only one hit is generated, it is equal to a bounce (bounce visit)
- The visit duration of the last page view before leaving the site CANNOT be detected, because NO hit is generated. Exception: For example a clickout to another domain. This will be recorded by the event tracking.

- Average visit duration is: total duration of all visits / number of visits

Why this is not a problem for web analytics?

- We are analyzing trends. If we revise our website, the trend should change.

Why the metric Average visit duration is a problem?

- The metric is useless, because always incompatible goals meet.
- For example:
  - We want to have a low as possible average visit duration (Because, users should be guided to the relevant areas of the website as quickly as possible.)
  - We want to have a high as possible average visit duration (Because, the users should browse through the website, to get familiar with the website.)
- Unfortunately, these two user groups cannot be separated.

Limits in Google Analytics

Google Analytics is used on many company websites. The volume of the traffic differs from website to website, from low traffic on blogs to high traffic on international known websites. If your website sends more than 10 million hits per month to Google Analytics, the following limits may appear.

Limit of data collection: If you get more than 10 million hits per month it cannot be guaranteed that the excess hits will be considered. So far, we did not find any data losses.[2] For premium accounts the limit is one billion hits per month.

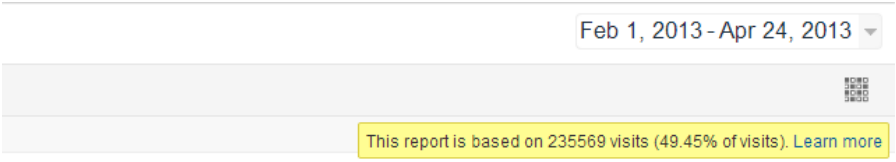
Limit of data refreshing: If default accounts send more than 50,000 visits per day to Google Analytics, the reports are only updated once a day. Due to this the updating of reports and measurements could be delayed for up to two days. For premium accounts the limit is two billion hits per month.

Each user interaction with you site or app can be sent as a single hit to Google Analytics. These activities include all individual page views, screen views, events and e-commerce transactions. Thus, one visit can lead to several hits.[3]

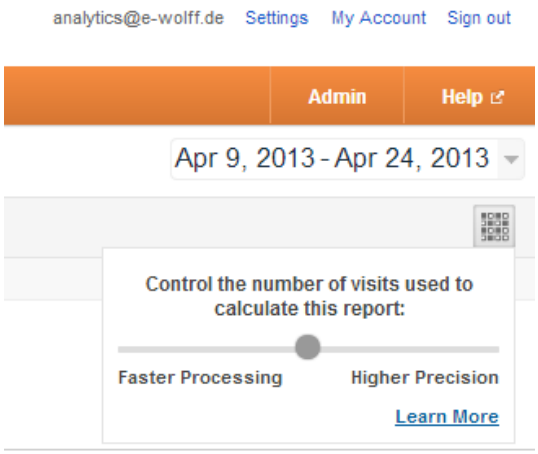
[2] This refers to customer accounts which get averaged more than 40 million hits per month.
[3] Source: http://support.google.com/analytics/answer/1070983?hl=en

Sampling problem

When analyzing large data sets the so-called data sampling can occur. Thus, only a subset of those records will be analyzed and not the whole 100%. Whether and how data sampling occurred, is visualized in the respective reporting in the top right corner.



Use the slider top right to adjust the data sampling and enhance the precision of the maximum (500,000 visits).



When does data sampling occur?

Data sampling always appears, if the reports are not pre-calculated or the data sets you want to analyze are too big. This is the case, if:

- More than 500,000 sessions are analyzed in a report, which was not calculated in advance. This could be the case, if:
  - Secondary Dimensions or Segments were being used
  - Primary Dimensions were changed by drilldowns
  - Default reports were being created

- More than 1,000,000 unique URLs (or other dimension values) are called up. However, this is mostly only on the dimension "Page". [4]

Sampling always happens on Web Property level. This means that even with only 100,000 segmented visits, data sampling could occur, in the profile Blanco | 0 | ALL because the Number of Visits in the Web property is always the same as in the unfiltered Backup profile.

[4] Source: https://developers.google.com/analytics/resources/concepts/gaConceptsSampling

Is data sampling a problem?

When deriving trends, data sampling is usually not a problem. In general, we recommend that you choose the highest precision to achieve maximum accuracy. On the other hand data sampling is a problem, if:

- the sample is only a small part of the total website traffic (up to 50%)
- the sessions of a segment representing a very small proportion of the total website traffic

Faster Processing

Primäre Dimension: Kampagne Quelle **Medium** Quelle/Medium

Sekundäre Dimension: Land/Gebiet Sortierungsart: Standard

Pivot-Tabelle von: Medium Pivot-Kennzahlen: Besuche E-C

	Medium	Land/Gebiet	Gesamt: Besuche ↓	Gesamt: E-Commerce-Conversion-Rate
1.	cpc	Germany	309.859	1,18 %
2.	email	Germany	38.080	2,74 %
3.	cpc	Austria	21.388	2,44 %
4.	email	Austria	7.303	14,28 %
5.	banner	Germany	6.781	7,70 %

Higher Precision

Primäre Dimension: Kampagne Quelle **Medium** Quelle/Medium

Sekundäre Dimension: Land/Gebiet Sortierungsart: Standard

Pivot-Tabelle von: Medium Pivot-Kennzahlen: Besuche E-C

	Medium	Land/Gebiet	Gesamt: Besuche ↓	Gesamt: E-Commerce-Conversion-Rate
1.	cpc	Germany	297.978	1,98 %
2.	email	Germany	39.027	5,69 %
3.	cpc	Austria	26.299	1,44 %
4.	banner	Germany	6.941	4,42 %
5.	email	Austria	3.567	5,38 %

How can I avoid data sampling?

- Reduce the considered time periods.
- Use Standard Reports
- Use similar KPIs. In the trend analysis there is not a big difference between the analysis of visits or unique visits

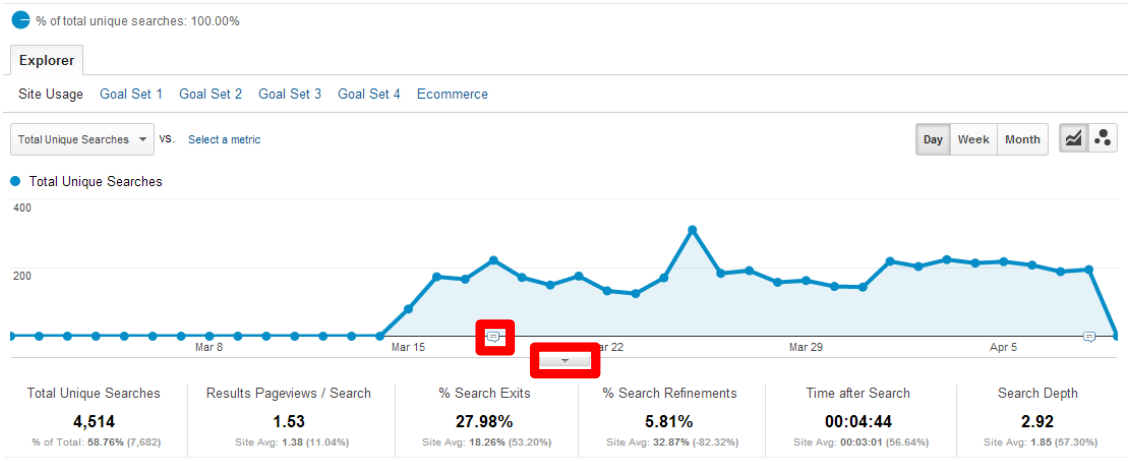
The (other) problem

Each record in an Analytics report is stored in a fixed-size database. Once this limit (50,000 rows) has been reached, Google Analytics includes additional records in the 'Other' record. Usually, this ‘problem’ should occur only in large projects and only in the Master ALL Profile. With a change to the appropriate local profile, the problem can be circumvented.

Track changes - Annotations

With the Annotations Feature of Google Analytics you can track changes quickly and easily. This simplifies the analysis and the answering of questions, because all stakeholders will have the same level of knowledge.

Annotations are visible through small flags in each report at the profile level, and can be opened with the slide centrally placed under the graph.



For a better overview, the following syntax should be considered when maintaining the annotations. In the case of bugs, a "bug |" has to be prefixed.

- Dimension: URL | period | Info

Variable	Value
(Bug |) Dimension: Wert	Bug | (optional für Bugs), Dimension (z.B. Campaign, Page, Landing Page): Wert (z.B. /dealer_locator/
period	start, end
Info (optional)	90197 hits in dealer locator

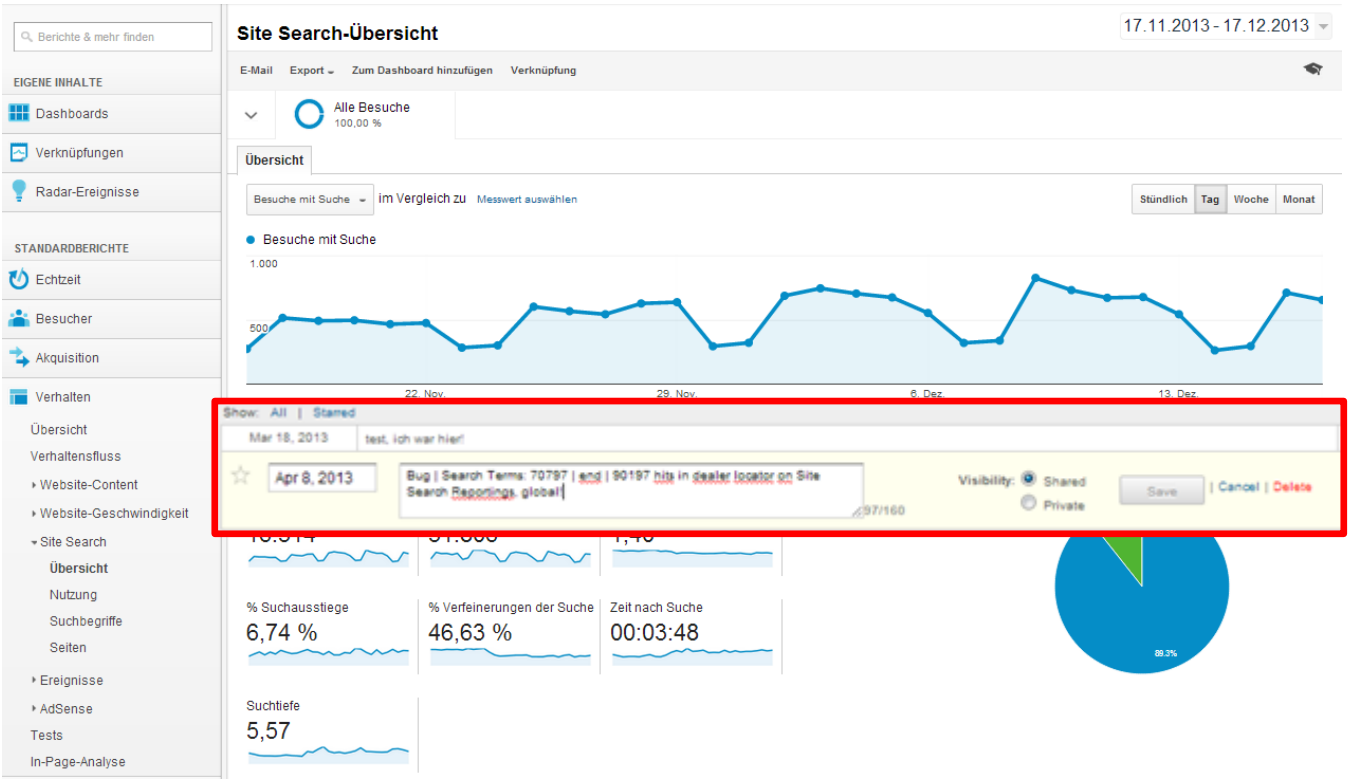
Complete examples:

- Bug | Search Terms: 70797 | end | 90197 hits in dealer locator on Site Search Reportings, global!
- Campaign: campaign name | start | Germany only
- Campaign: campaign name | end | Germany only

Create new annotation:

1. Select date
2. Add status message
3. Select **shared** Visibility, so that all parties have access to the status

By adding the dimension to the status message – for example "Search Terms" – the bug is quick and easy to understand for anyone.



Use the Annotation-Feature to indicate global changes in or about the homepage in the profile Blanco | 0 | ALL

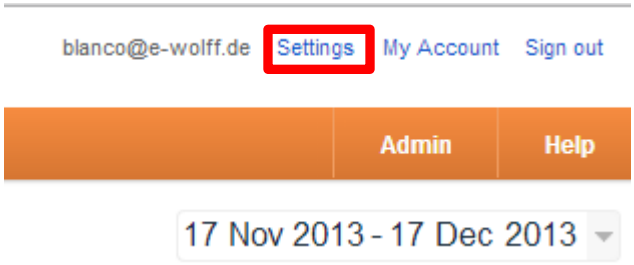
Google Analytics Reports

In this chapter you will find a helpful overview of the most important functions, which you should use in daily business.

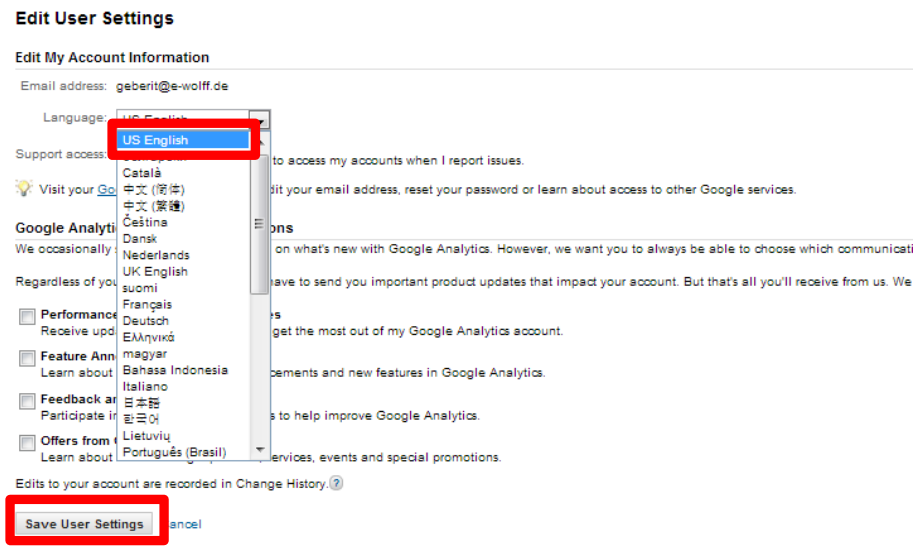
Language settings

Use the „settings“ option to change the default language. You could change the language in your browser settings, too. In this case the parameter `?hl=en` is crucial.

1. Click „settings“ in the header



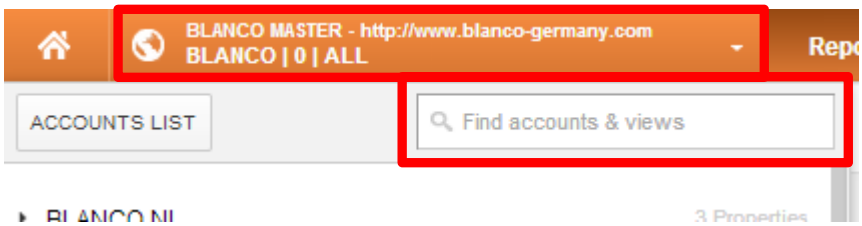
2. Change the language in the Drop Down-menu



Use English language settings when you are operating globally, so that all parties learn the same designation of dimensions ad metrics.

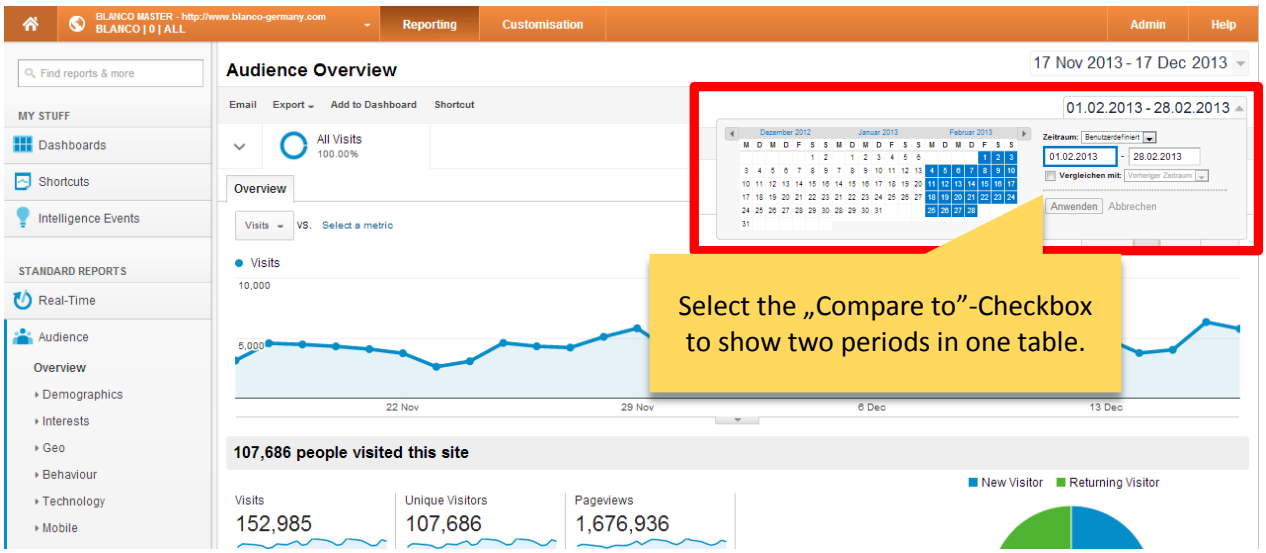
Locate profiles & reports

Use the drop down box to search for different profiles as shown in the following screen shot:



Define time periods

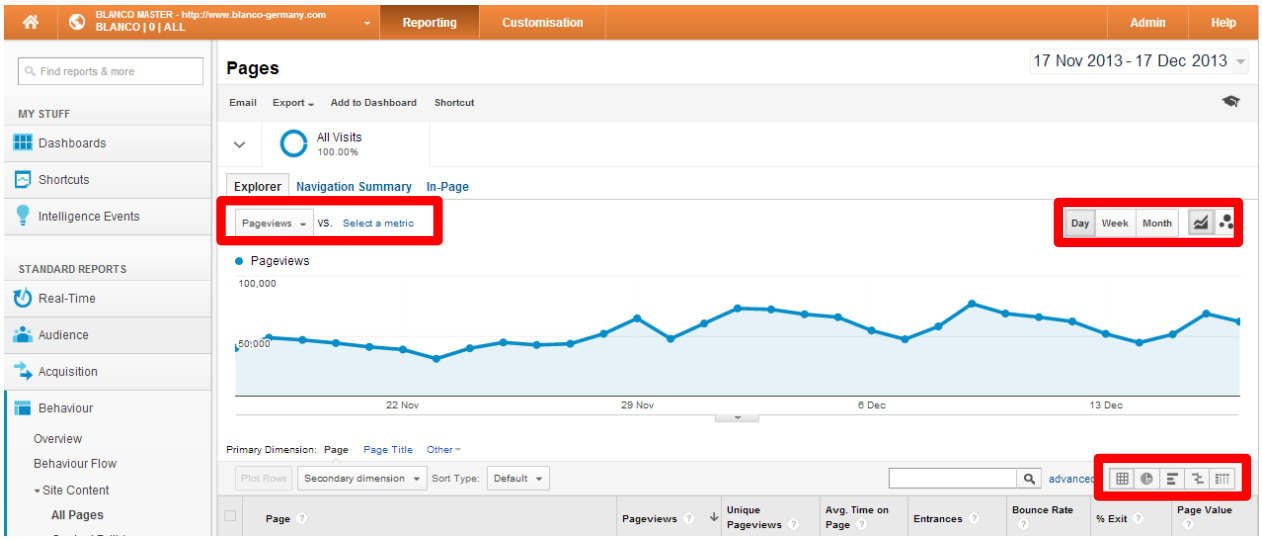
Use the Date Selector to define the relevant period. You can also compare periods with each other, to identify trends faster.



When comparing periods, be sure that they have the same structure (e.g. analog weekdays) so that the comparability of the date is guaranteed.

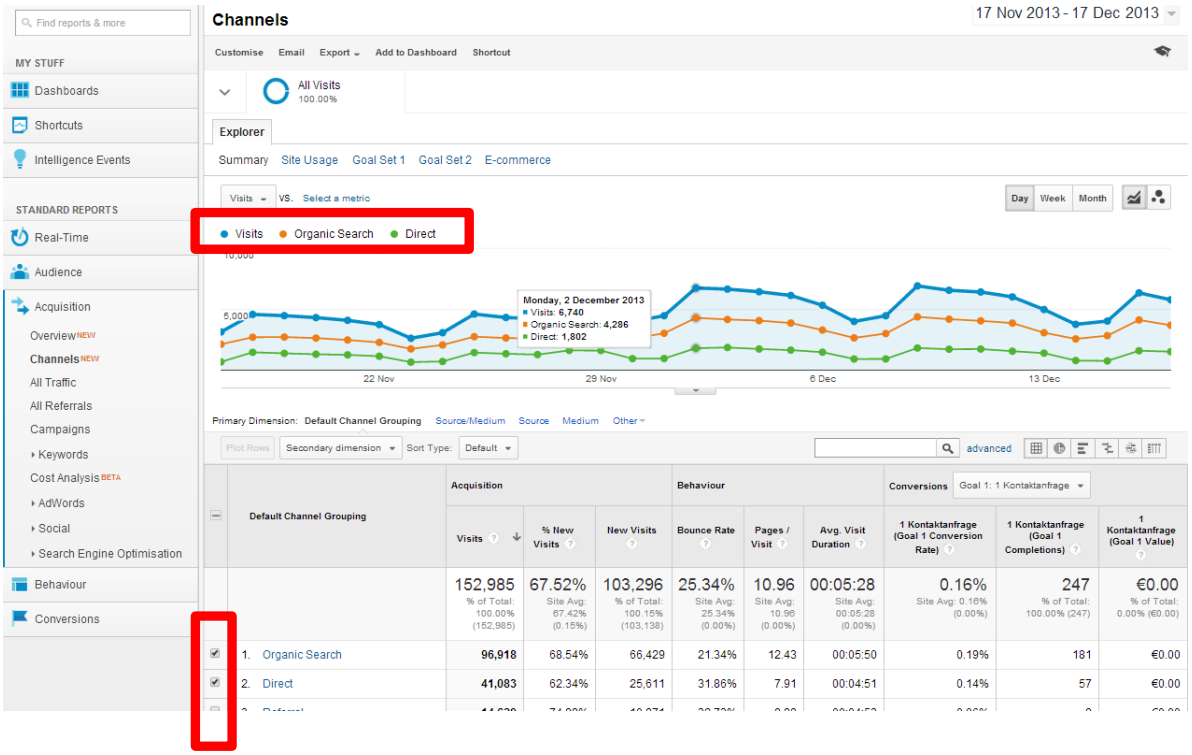
Visualization of Reports

Optimize the visualization of your reporting by the Increment Selector and the Data View Selector, to represent trends meaningful. Of course you can change the displayed metrics with the „Metric Selector“, or activate another metric for comparison.



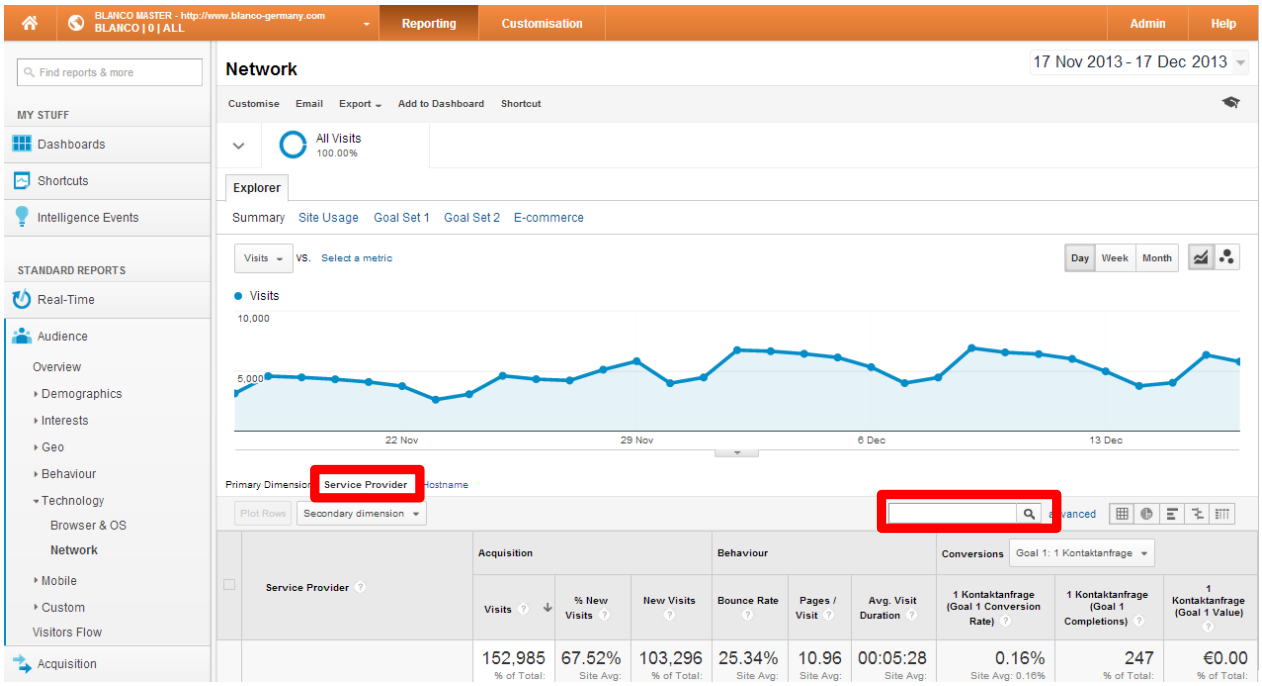
Plot rows feature

The plot rows feature allows visualizing dimension values in a data table. Simply click on the appropriate line you want to visualize.



Filter

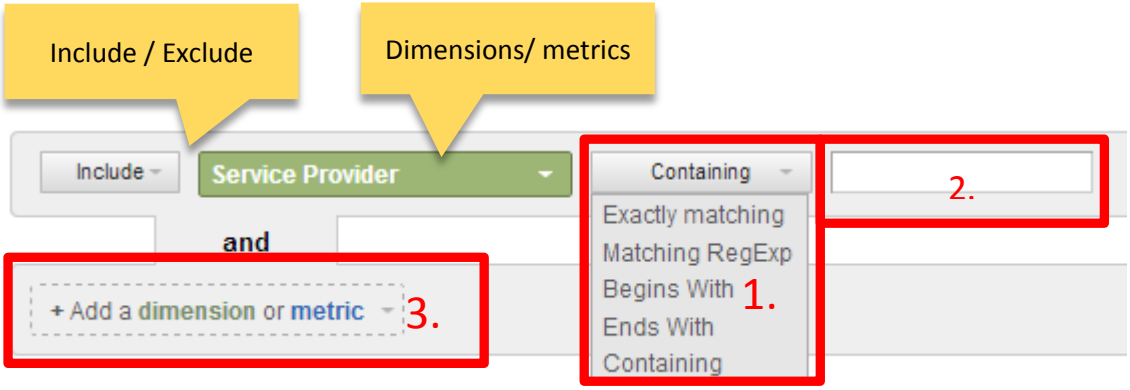
Standard Filter



Filters allow you to limit and modify the traffic data that is included in a profile. For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory or convert dynamic page URLs into readable text strings. With filters you can filter this primary dimension, which is shown in the data table.

Advanced Filter

By using advanced filters, data can be filtered easily, without having to rely on Excel or other third-party tools. Furthermore, for example secondary dimensions or metrics can be filtered, too.



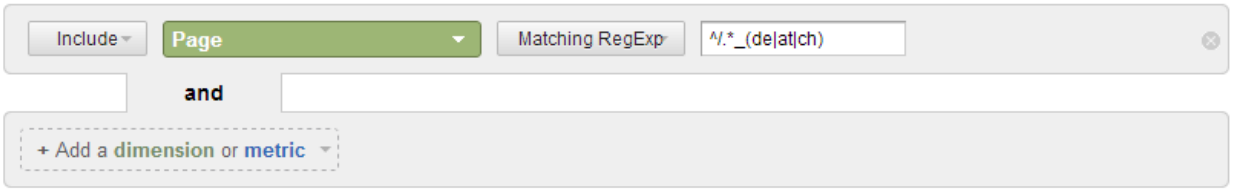
Using filters:

- Use “Include” and “Exclude” filters.
- Choose a dimension, you want to in-/exclude by using a filter. Attend that you can filter only these dimensions, which are already open in the table.
- Choose the attribute of your filter. (Field 1.)
- Enter the metric, which you want to in-/exclude from your data range. (Field 2.)
- Connect several filter expressions with an „and“. (Field 3.)
- Use regular expressions, to tap the full potential of the filter feature.

Digression: Regular Expressions

Google Analytics supports regular expressions so that users can create more powerful implementations. Regular expressions are special characters that match or capture portions of a field.

Example: How many page views we had in Germany, Austria and Switzerland? Die URLs always begin with /de_de/, /fr_ch/, /de_ch/, /de_at/.



- ^ = expression begins with
- .* = any character string
- (de|at|ch) = or condition / agreement

Regular Expression Characters

Wildcards

.	Matches any single character (letter, number or symbol)	**goo.gle** matches **gooogle**, **goodgle**,**goo8gle**
*	Matches zero or more of the previous item	The default previous item is the previous character. **goo*gle** matches **gooogle**,**goooogle**
+	Just like a star, except that a plus sign must match at least one previous item	**gooo+gle** matches **goooogle**, but never **google**.
?	Matches zero or one of the previous item	**labou?r** matches both **labor** and **labour**
|	Let you do an "or" match	**a|b** matches **a** or **b**

Anchors

^	Requires that your data be at the beginning of its field	**^site** matches **site** but not **mysite**
$	Requires that your data be at the end of its field	**site$** matches **site** but not **sitescan** Note: to understand why anchors are necessary, please read **Tips for Regular Expressions** at the bottom of this page.

Grouping

()	Use parenthesis to create an item, instead of accepting the default	**Thank(s|you)** will match both**Thanks** and **Thankyou**
[]	Use brackets to create a list of items to match to	**[abc]** creates a list with **a**, **b** and**c** in it
-	Use dashes with brackets to extend your list	**[A-Z]** creates a list for the uppercase English alphabet

Other

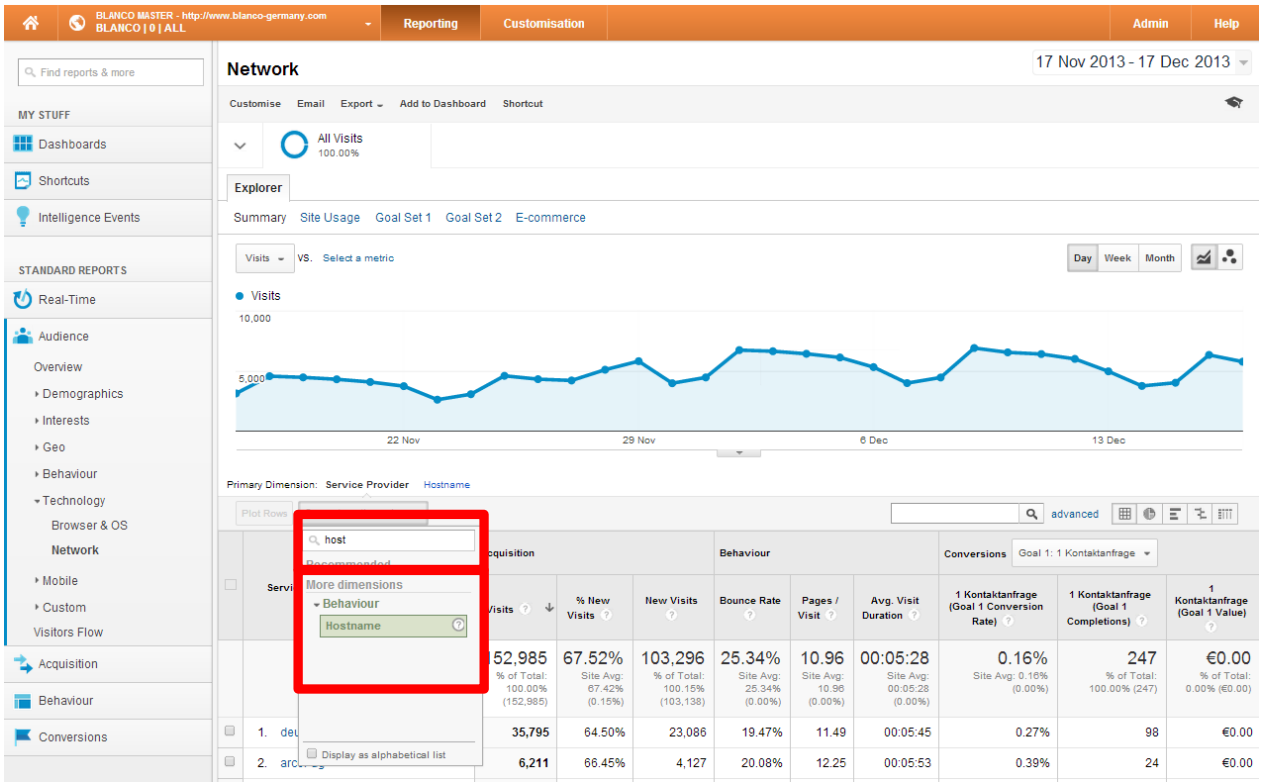
\	Turns a regular expression character into an everyday character	mysite\.com keeps the dot from being a wildcard

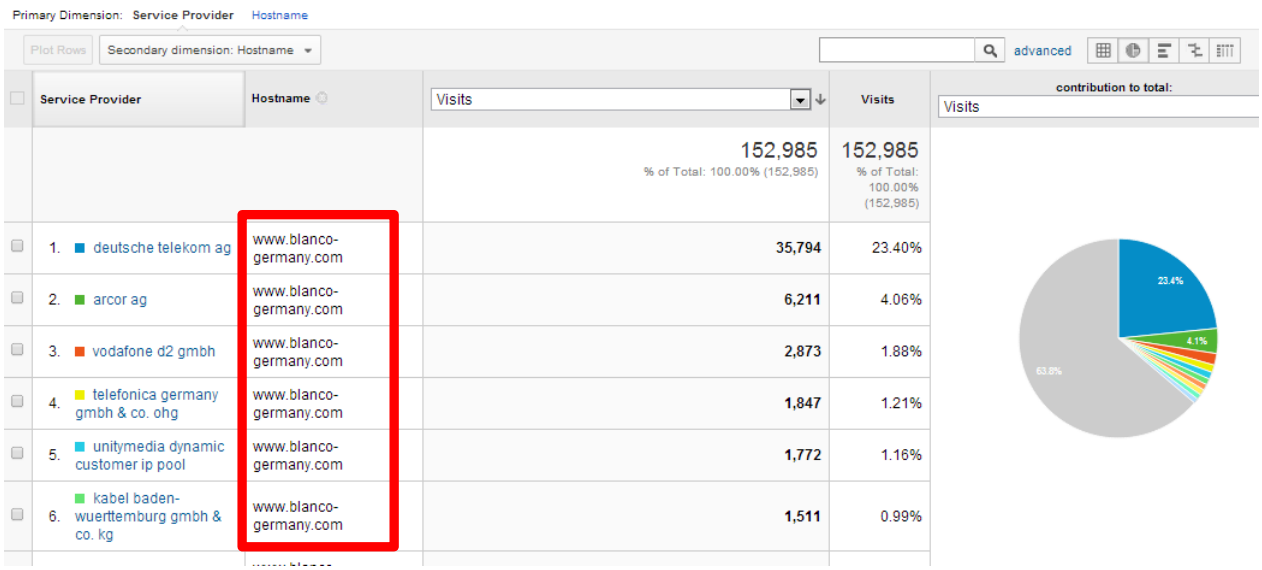
Tips for Regular Expressions

1. Make the regular expression as simple as possible so that you and your colleagues can work with them easily in the future.
2. Make sure you use a backslash if you have characters like "?" or "." and you wish to match those literal characters -- otherwise, they will be interpreted as special regular expression characters.
3. Regular expressions are greedy. For example, **site** matches **mysite** and **yoursite**and **sitescan**. If **site** is your regular expression, it is the equivalent of asking to match to all strings that contain **site**. Therefore, you should use anchors whenever necessary, to get a more accurate match. **^site$**, which uses both a beginning **^** and ending **$** anchor, will ensure that the expression has to start with**site** and end with **site** and include nothing else.
4. Use http://www.gethifi.com/tools/regex to proof your regular expressions.

Secondary dimensions

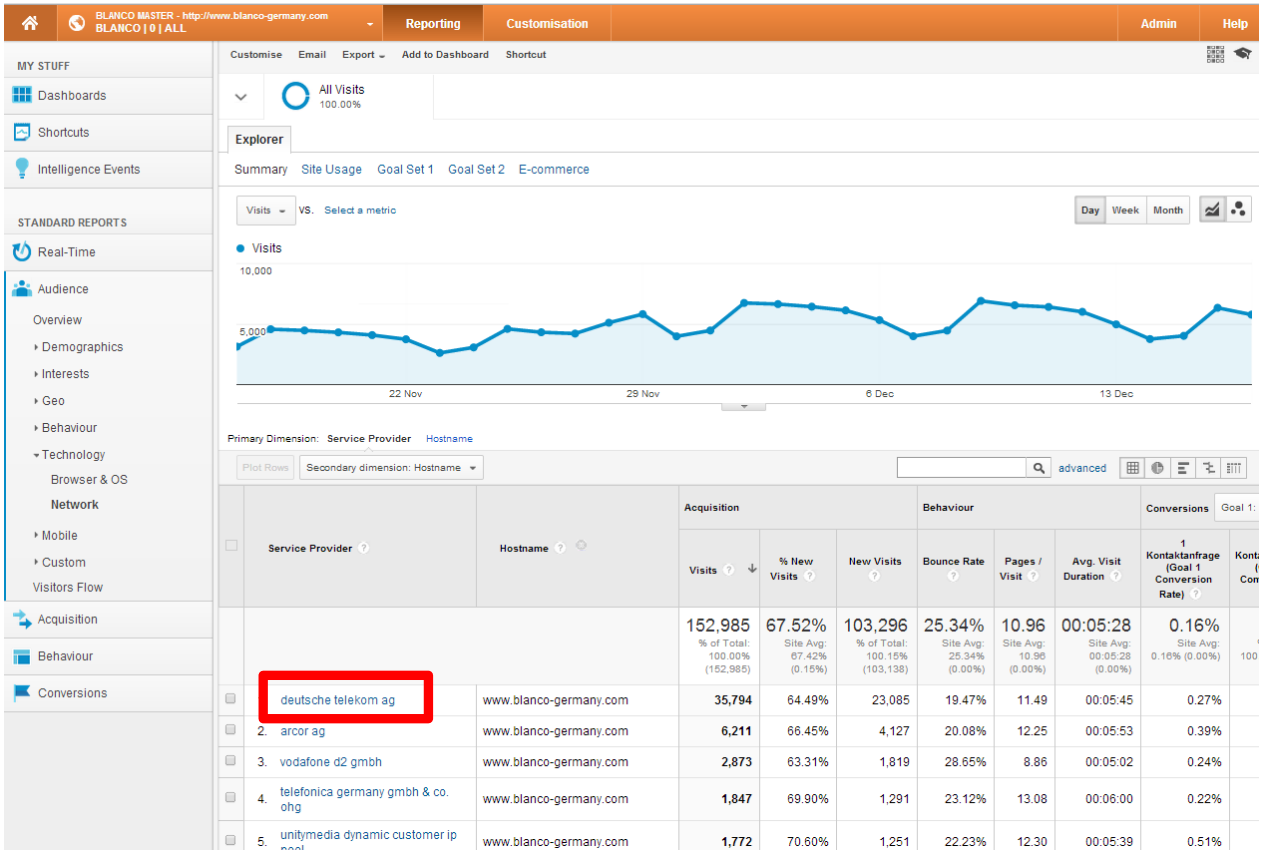
The Secondary Dimension feature allows you to add an additional dimension to analyze the data. Click the Secondary dimension tab and choose the corresponding dimension. Additionally, you can use the Advanced Search to reach your goal faster.



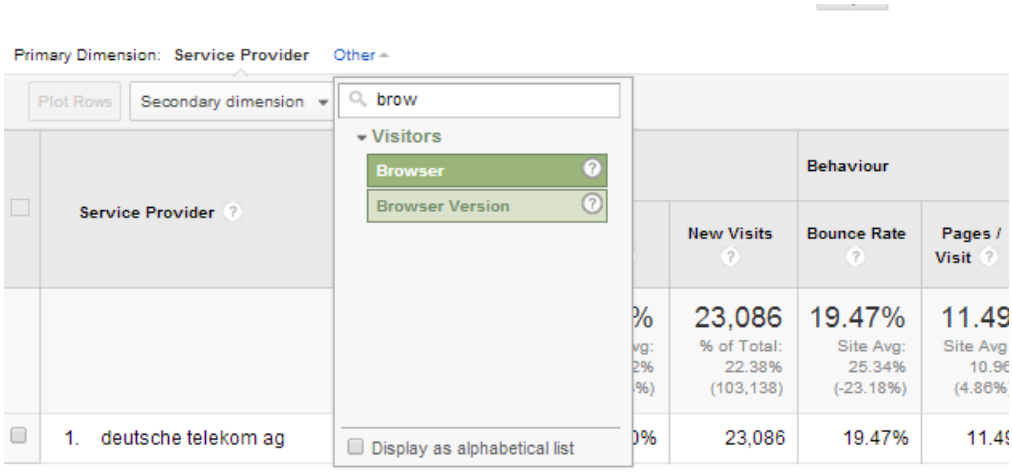


Drill Downs

Alternatively, you can also use the drill-down feature to reduce your data. You can use this function, if the dimension is blue-highlighted.



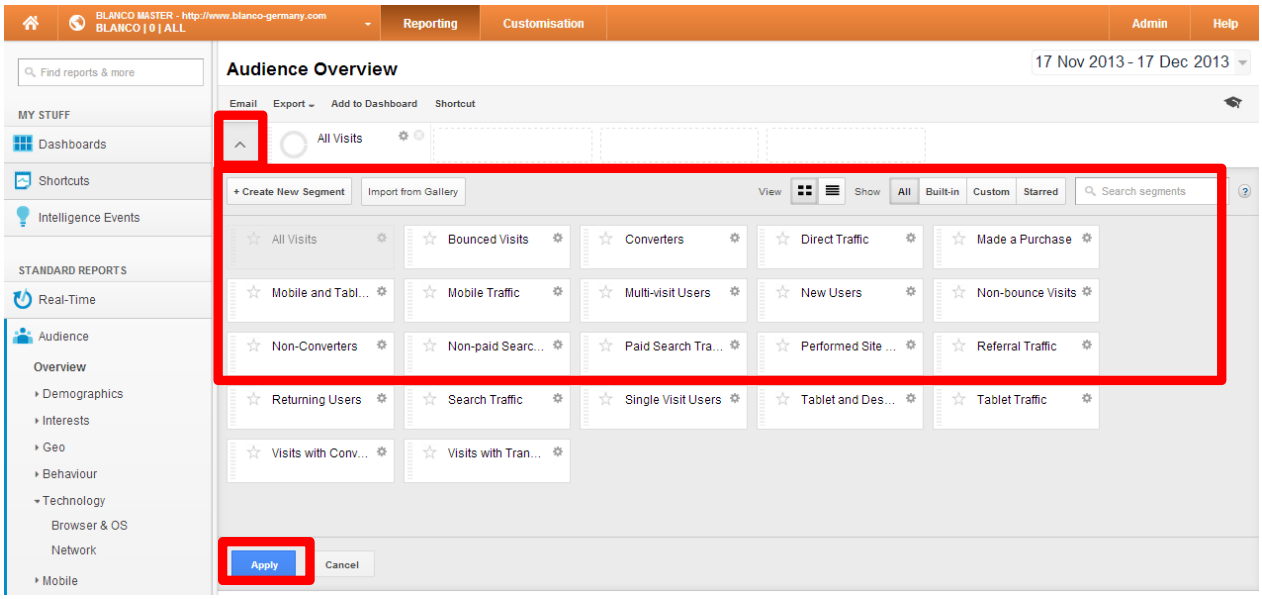
In the next step you choose the desired Primary Dimension. Your reporting is then, in contrast to the use of a secondary dimension, shown much clearer.
However, please attend, that not all dimensions are available.



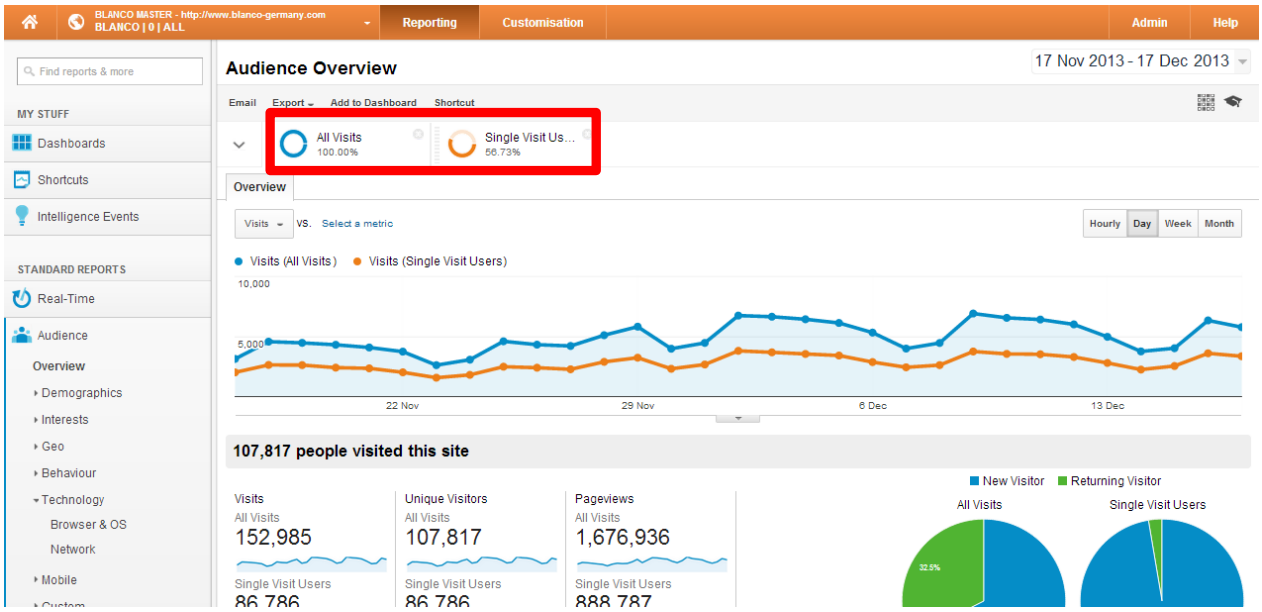
Advanced segments

Advanced Segments allow you to isolate and analyze specific kinds of traffic. For example you can create a segment which only shows data of visits of buyers. You can then browse through your Analytics reports, viewing data only for this segment or even comparing it side by side with data from other segments or data from all visits.

1. Choose segment

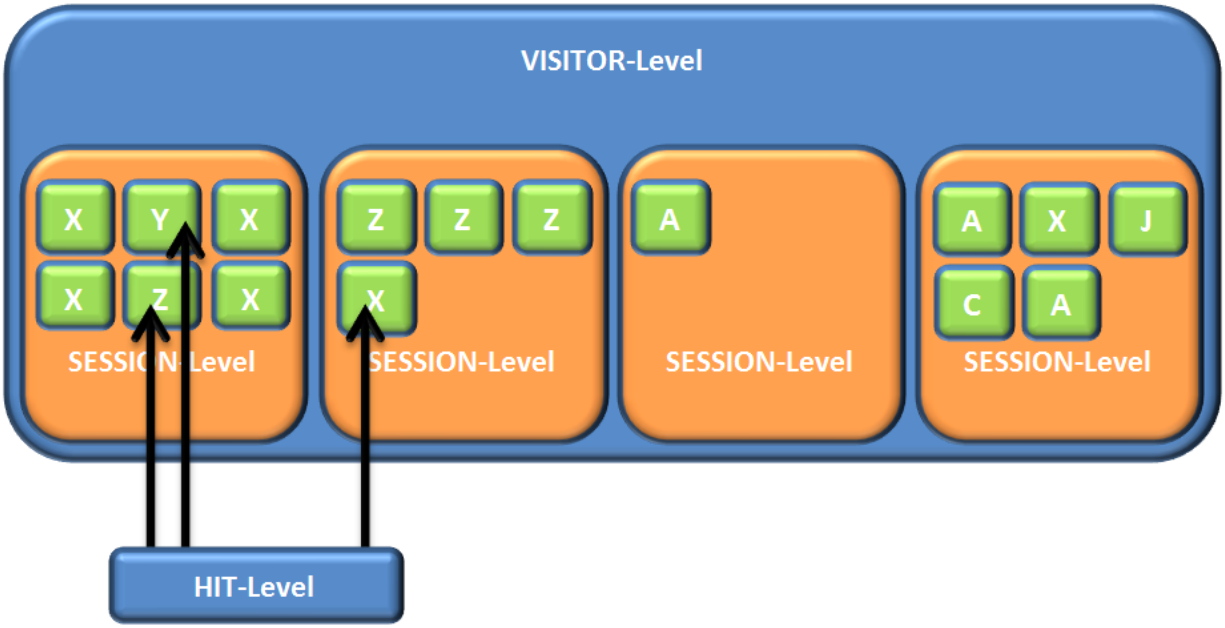


2. In addition, choose for example “Single Visit Users” to compare



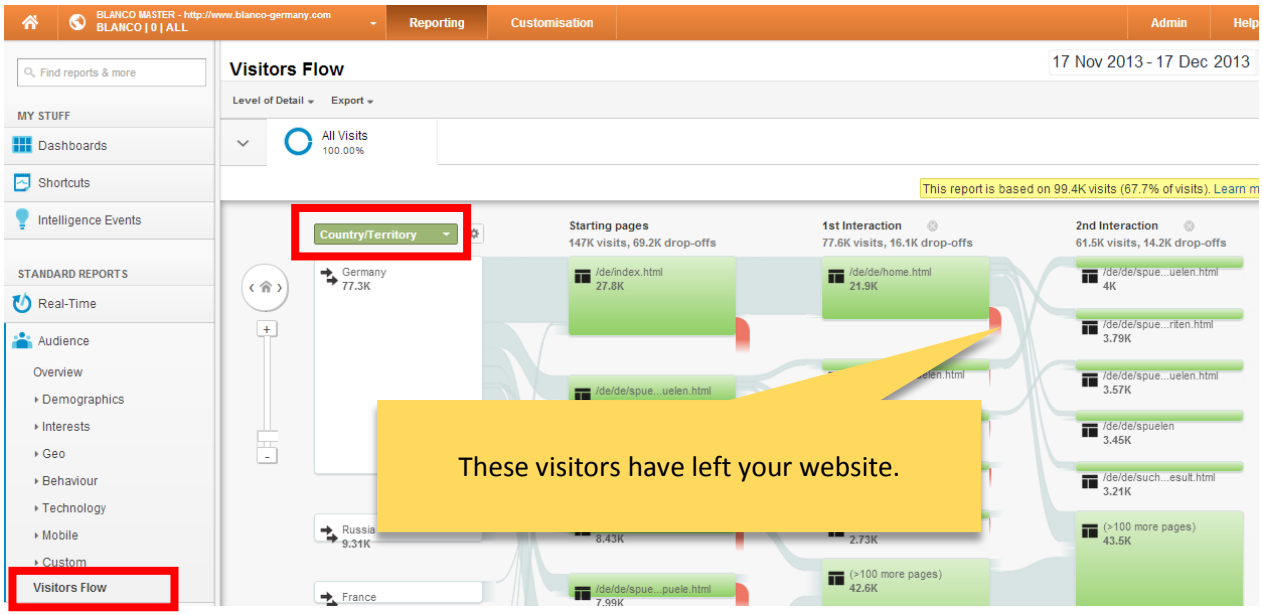
Consider that segments are always working at the session-level. In the analysis this leads to the following results:

- If you create a segment on the hit-level (e.g. page x) the pages y, z, a, c, j are shown in the Site report, too. Because these sites were accessed in this session as well. Because these sites were also called in the respective session.
- If you only want to view pages in a particular area, then you should filter your site reporting!



Analytics special: Visitors flow analysis

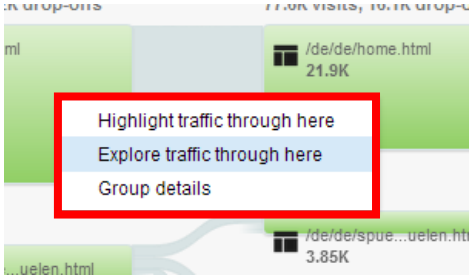
The visitors flow shows you the paths visitors take through your website/campaign – where they come from, pages they see, and where they exit. Go to the tab “Reporting” and navigate over the audience-section to the “Visitors Flow”.



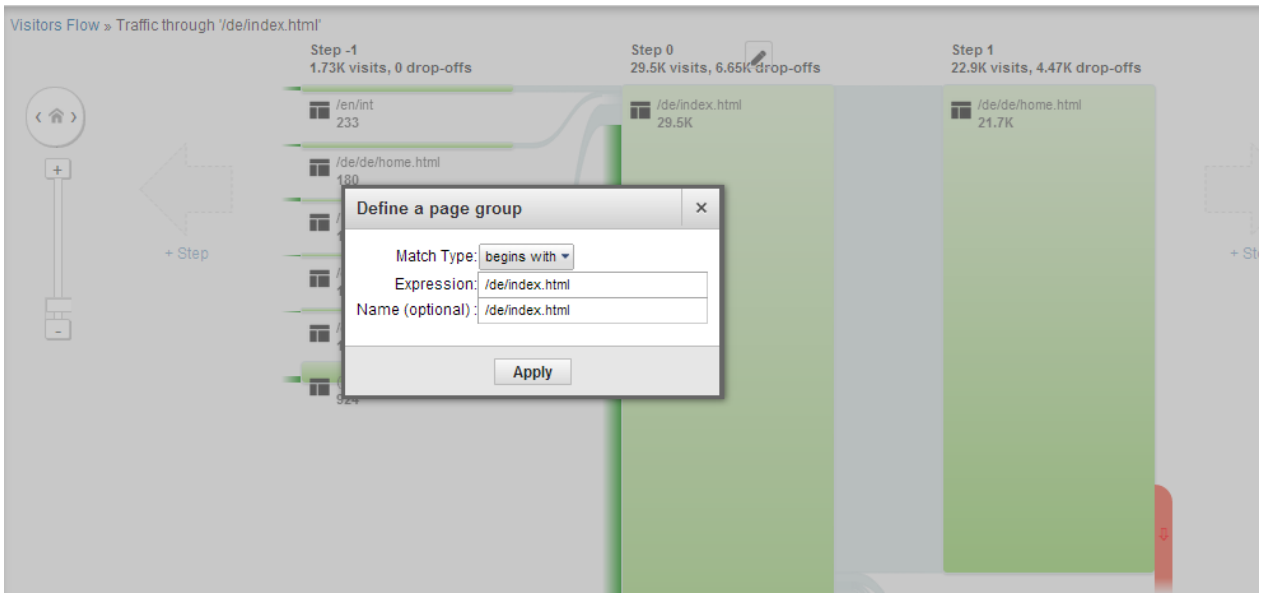
The visitors flow is often used for analysis, unfortunately, often without specific question. Mainly you should use this feature to answer the following question:

"How do users navigate through my page X?

To do this, click on any page in the visitors flow and select **Explore traffic through here**.



Afterwards, define the page that you want to analyze. You can then add as many steps forward or backward.



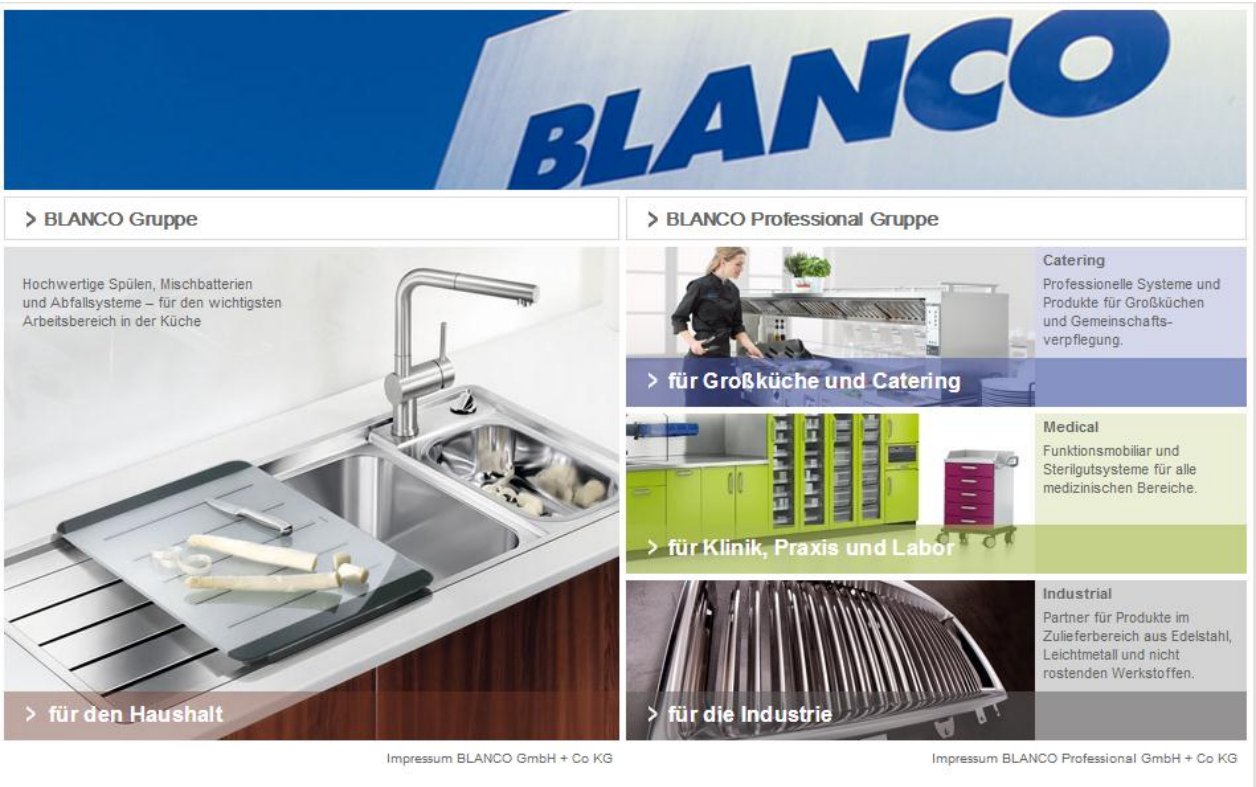
Campaigns

It is very important to differentiate between internal and external campaignes, because the tracking works differently. If you would use the Tagging tool of external campaignes for internal campaignes, too, you would have enormous influence on the attribution of the traffic source and the medium.

Use the Annotation Feature, to create your campaign reports more meaningful.

Internal campaigns

You can find internal campaigns on their individual pages in Google Analytics, in the Event Tracking area. Because of this, here is in contrast to the external campaign tracking a different methodology to execute.



Link Tagging

The logic is very simple. Each teaser, banner, link will be expand by a parameter.

`http://www.examplellink.de/de/forblanco/campaign/campaign.html#r=teaser-top`

In principle, a parameter contains two terms, which can be combined in any way. Of course other terms are possible, too.

- Type: slider, banner, link
- Position: top, left, right, content, footer, header

Accordingly, the following exemplary combinations for the internal link tracking emerge. Depending on the analysis request, in some cases a description of the parameter according to the campaign could be useful

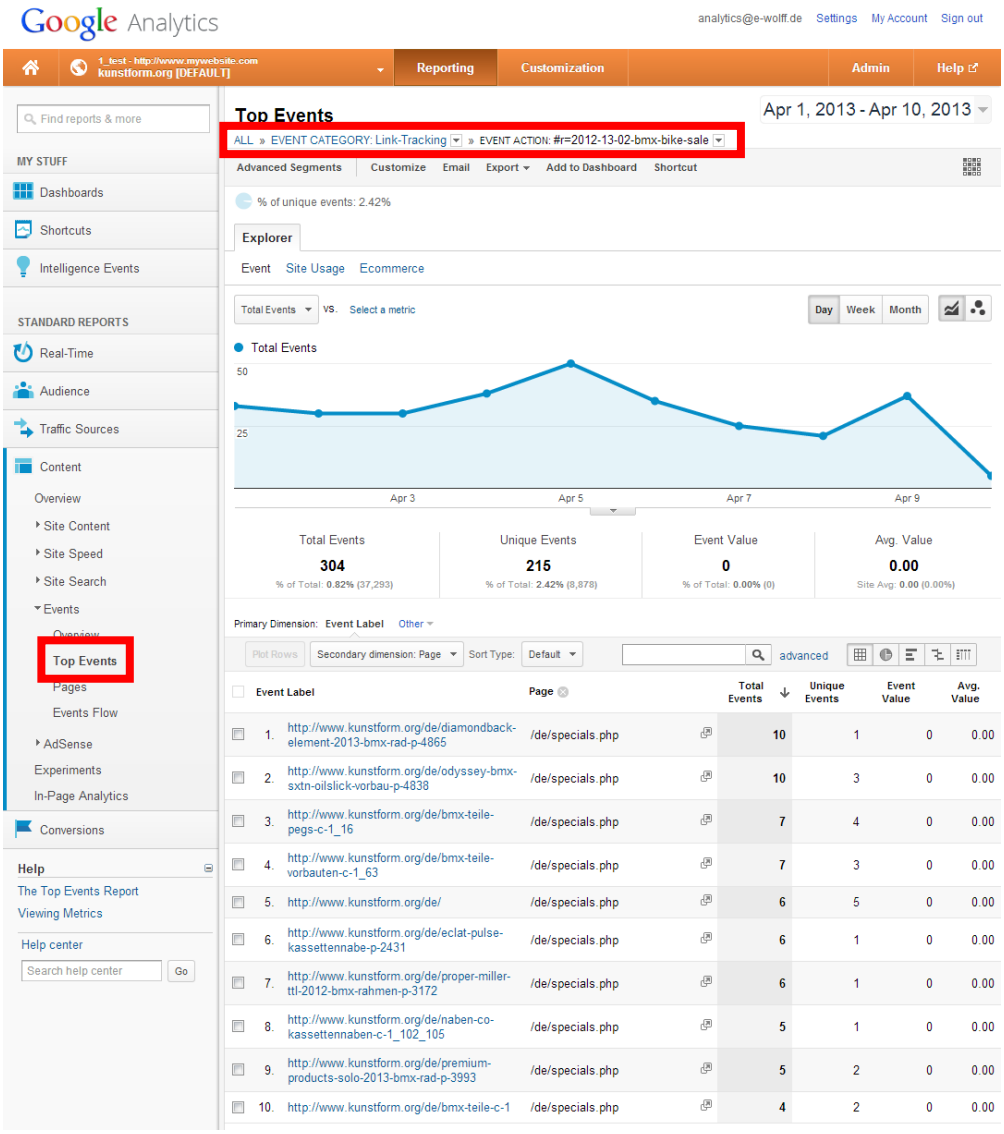
Parameter	**Explanation**
slider-top	Sliding banner, mostly located at the homepage
banner-left	Banner in the right column
banner-right	Banner in the right column
banner-content	start, end
link-footer	90197 hits in dealer locator
2013-02-20_unboxing	Designation of campaign

Evaluation

The evaluation of internal campaigns is carried out in the rubric Behaviour > events. Here, the event declarations are structured like this:

Event	**Explanation**
Category	Link-Tracking
Action	Parameter. z.B. link-footer
Label	Referral. The site where the banner is displayed.
Page	Landingpage. The page linked on the banner.

Use the example below we can see which side of a particular banner has received the most clicks. In addition, you can also check on which landing page the banner has linked. This is interesting, especially when analyzing multilingual content. (example below: Test site of kunstform)



The internal campaign tagging is a powerful tool and can be used for any link tracking. Keep in mind: less is more. Enter only important links in order to avoid any problems with the hit limit.

External campaigns

The external campaign tagging serves to classify traffic sources neatly and meaningfully into Google Analytics. So you can check the performance of your campaign quickly and easily.

Record any campaigns which cost manpower or money, except Google AdWords campaigns. These are recorded automatically.

Manual campaign tagging

Each campaign needs a unique campaign parameter to identify it. This tagging link can be created with a campaign tagging tool. The tagging link has to be added to the advertising media (newsletter, QR-code, banner…) before the campaign starts. By adding the tagging link to the advertising media, the data of the campaign will automatically appear in Google Analytics.

The parameters must be appended to the deep links. Forwardings should not be included, because otherwise parameters could be deleted. This is important particularly in URL-shorteners:

Wrong: http://bit.ly/qrcode-aktion#utm_medium…
Wrong: http://www.companynema.de#utm_medium...
Correct:http://www.companyname.de/de_de/home.html#utm_medium...

Access the link, which refers to the landingpage. So you make sure that no forwardings are active.

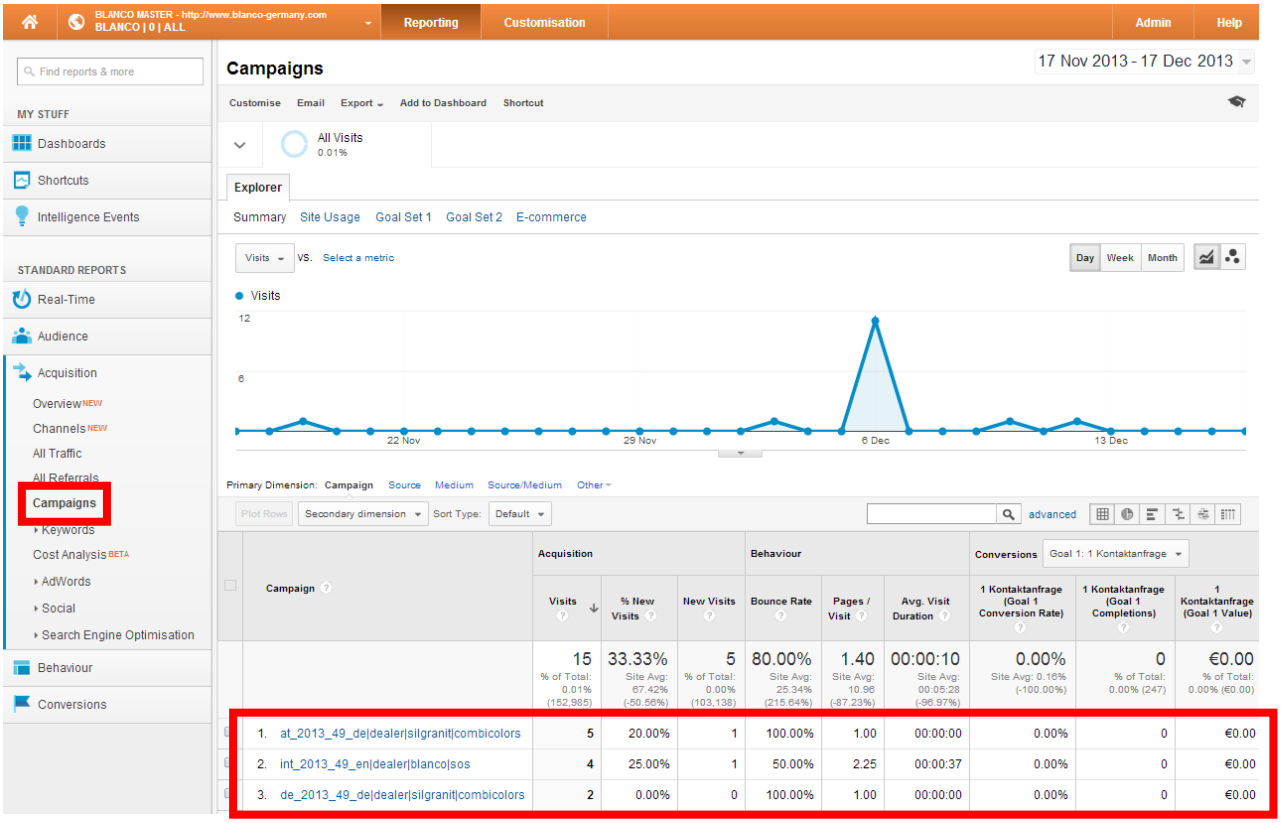
Evaluation

When you pay for campaigns (AdWords, Banners, QR-Codes, Newsletters and other types), you want to know how they are performing and how many visitors they send to your campaign target.

> ! It is virtually impossible to answer questions based on predefined dashboards or reports completely. These are always seen as an entry in the "deep dive". Background knowledge about the individual campaigns is also essential. For example, banner campaigns have ALWAYS higher bounce rates as for instance search campaigns.

As described in the previous chapters, you can use the reporting function of Google Analytics to answer questions concerning to the campaigns purposefully. Proceed always top-down and make use of the drill-down function or secondary dimensions to investigate the cause. For example, you can use it to answer the following question:

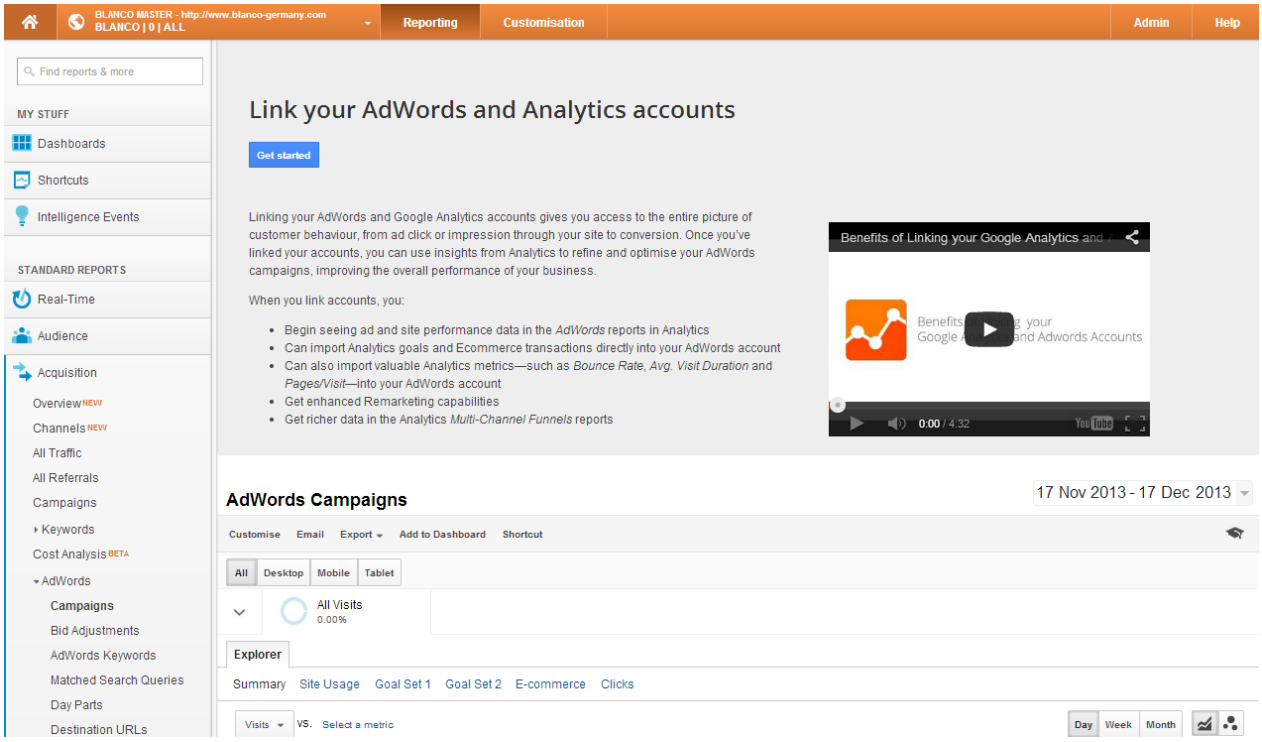
„How well / bad campaign XY is performing? And which circumstances are influencing the performance?"



AdWords campaigns

AdWords campaigns are external campaigns. But these campaigns are representing a special case, because Adwords can be connected with a profile in Google Analytics. Therefore it is possible to show AdWords traffic and cost data in Google Analytics. You will find the AdWords campaigns in the section Traffic Sources in the rubric Advertising.

By selecting the menu item “clicks“ in the Metric Group Selectors Adwords cost data on all available dimension levels are visible. If you can allocate values to stored targets, ROI and margin can be displayed.



AdWords conversions and Google Analytics targets are ALWAYS different from each other. More information ☞ here.

Use the AdWords Conversion Tracking Reports from your agency to control the costs.
Use Google Analytics to analyze trends in user behavior.

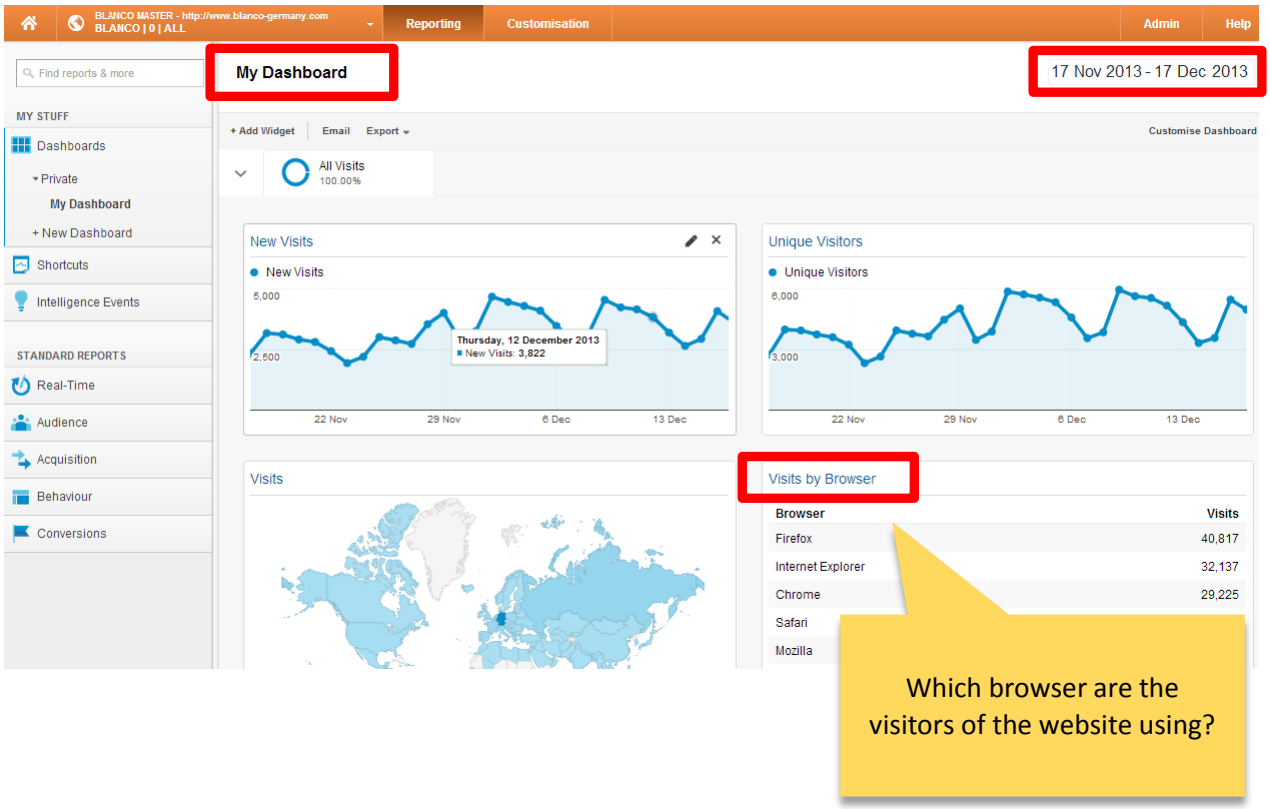
For analyzing Adwords campaigns, in general, the same possibilities exist. As this is often done by your agency you will not find further information at this point.

Create Dashboards

Dashboards give you an overview on how your properties are performing by displaying summaries of different reports as widgets on a single page. You can define a dashboard as a control instrument and as the entry to the analysis.

With a dashboard, you can monitor many metrics at once, so you can quickly check the efficiency of your accounts or see correlations between different reports.

To view and manage your dashboards, use the Dashboards menu on the left, placed underneath the Home tab.

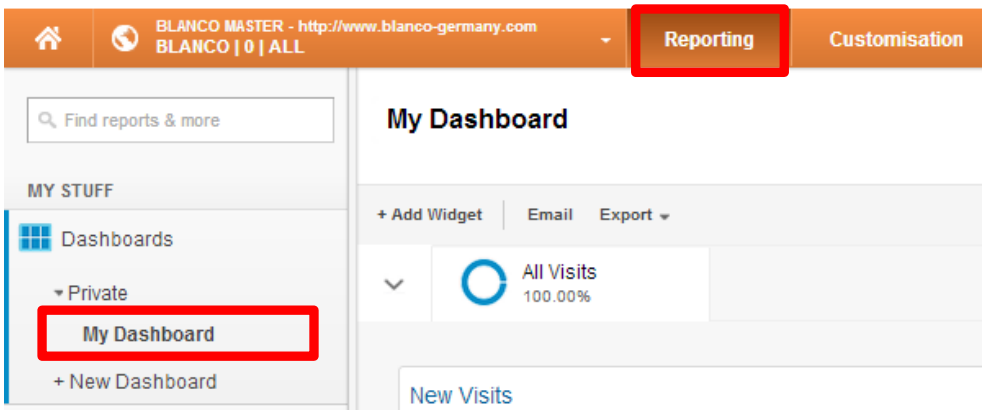


Please attend:

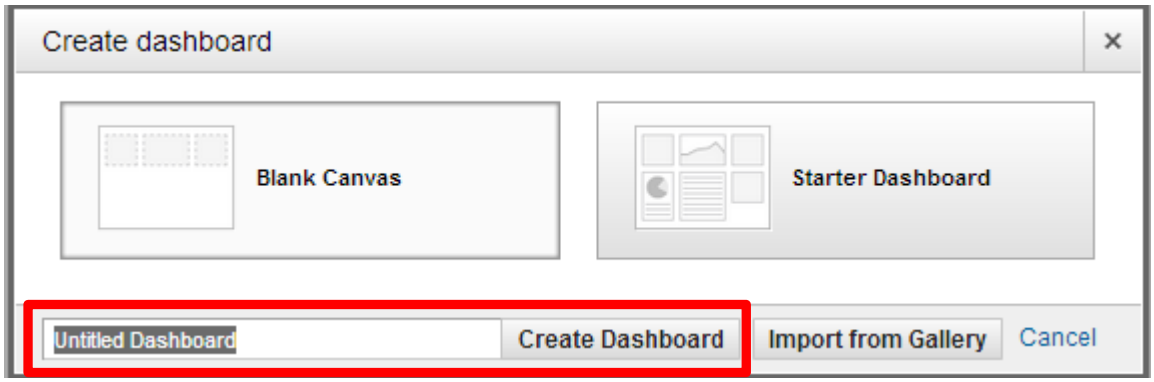
You can create up to 20 dashboards in each profile, and each dashboard can contain up to 12 widgets. Dashboards are only in the profile and user account in which you have created it. Use the Email and Export menu options to share a dashboard.

Create Dashboards – First Method

1. Click the **reporting tab >** expand **Dashboards** and click **+New dashboard**



2. Select **„Blank Canvas**" (no widgets) or **„Starter Dashboard"** (default set of widgets).



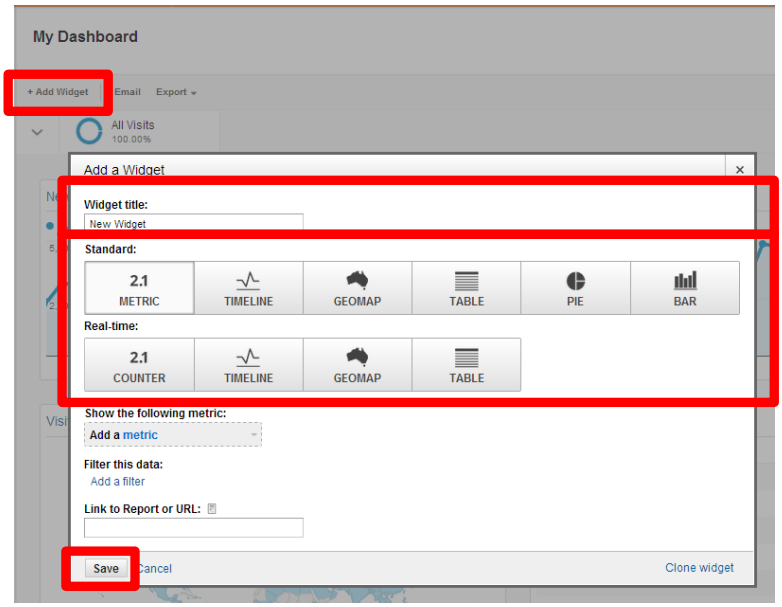
- Enter a title and click **Create Dashboard**.

3. Customize Dashboard Widgets

- If you are adding widgets to a new "Blank Canvas" (new blank Dashboard), or if you click **+ Add Widget** to add a new widget to an existing dashboard, the widget editor opens.
- Select the display format for your widget: Metric, Pie chart, Timeline, Table.
- Select the data for the format you chose:
  - Metric: Select the individual metric.
  - Pie chart: Select the metric and dimension, and the number of slices.
  - Timeline: Select the primary metric, and optionally a comparative metric.
  - Table: Select the dimensions, up to two metrics, and the number of rows.
- Click **Add a filter** to filter the data in the widget.
  - Select **Only show** to include specific data.
  - Select **Don't show** to exclude specific data.
  - Select a dimension.
  - Select a method to evaluate your entry in the last field.

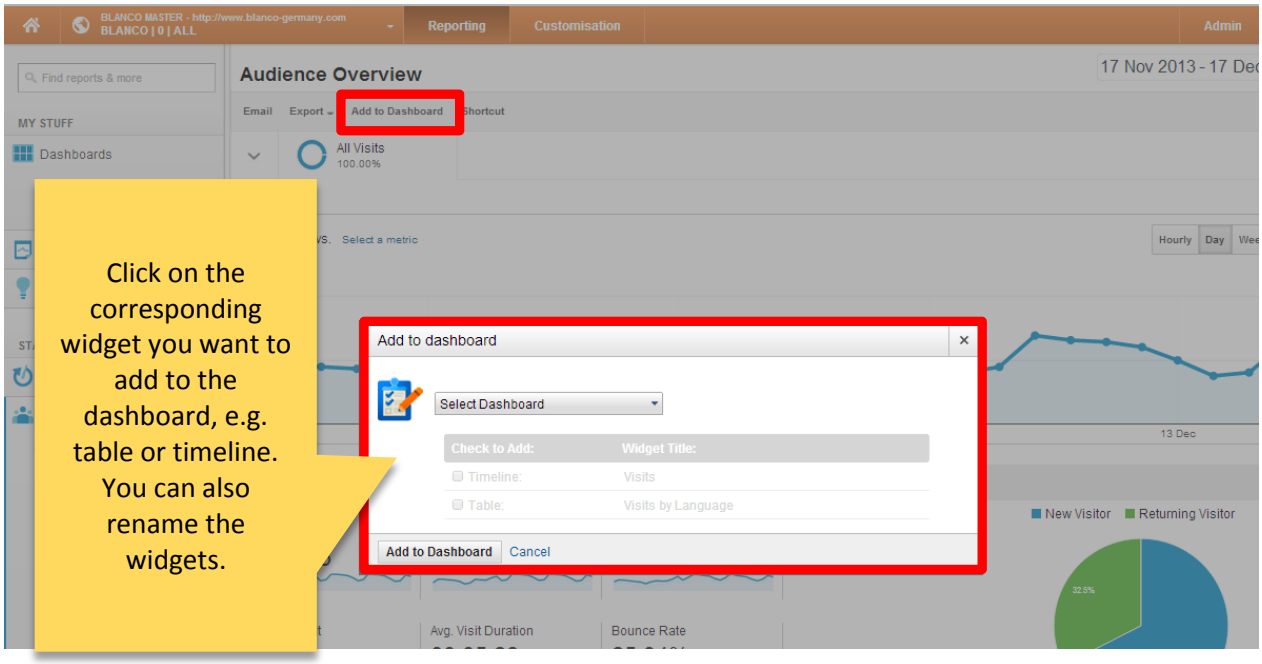
- Enter a value in the last field.

- Enter a title for the widget.
- Optionally, enter the URL to a report.
- Click **Save**.



Create Dashboards – Second Method

Select a standard reporting, click **+Add widget**, customize it and add it to an existing or a new dashboard.



Edit Dashboards

- You can drag existing widgets to new positions within the dashboard.
- Edit or delete an individual widget by clicking the gear icon in the top-right corner of the widget. Change the items you want and click **Save**. To delete the widget, click Delete widget.
- To delete the entire dashboard, click Delete Dashboard in the upper-right corner.

Attention:

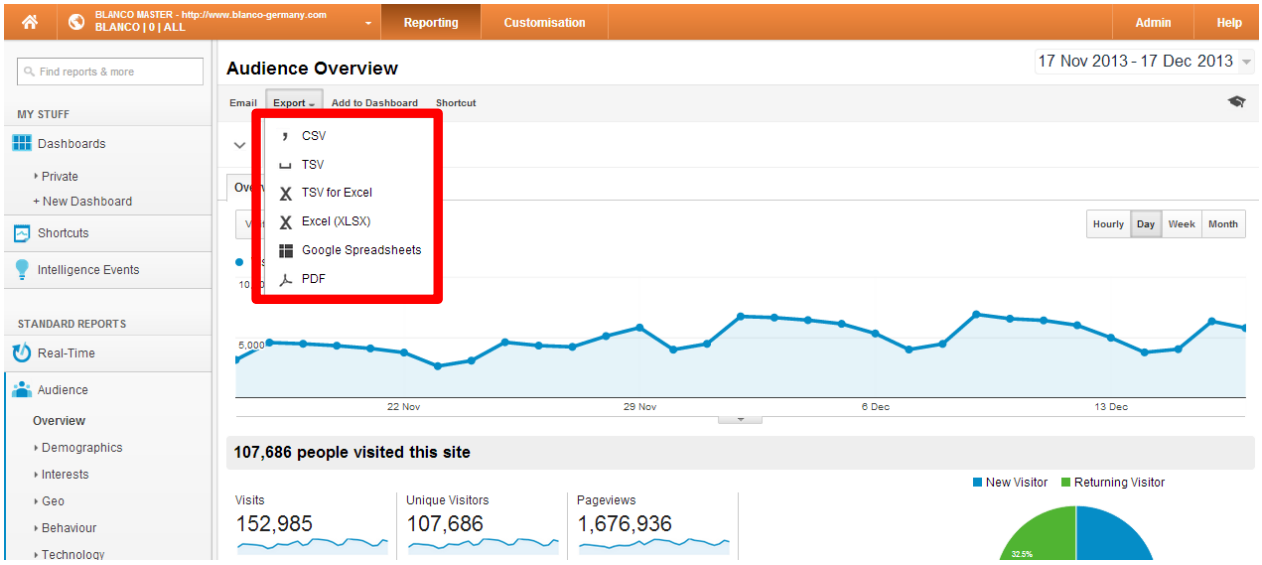
Each profile in your Google Analytics account displays a default dashboard that is pre-populated with a few widgets. You can add new widgets to a dashboard by applying the two methods above. You can also customize and remove any widget on a dashboard, including the default widgets that automatically display in your account.

Data Export for External Users

Exporting Reports

Google Analytics enables you to export any of your reports in the following formats:

- PDF (Portable Document Format)
- CSV (Comma Separated Values)
- TSV (Tab Separated Values)
- TSV for Excel
- Excel (xlsx)
- Google Spreadsheets



Use Google Spreadsheets, to adapt and share data quickly and easily.

Emailing Reports

You can send a report via email in one of the following formats:

- PDF
- TSV
- TSV for Excel
- CSV
- Excel (xlsx)

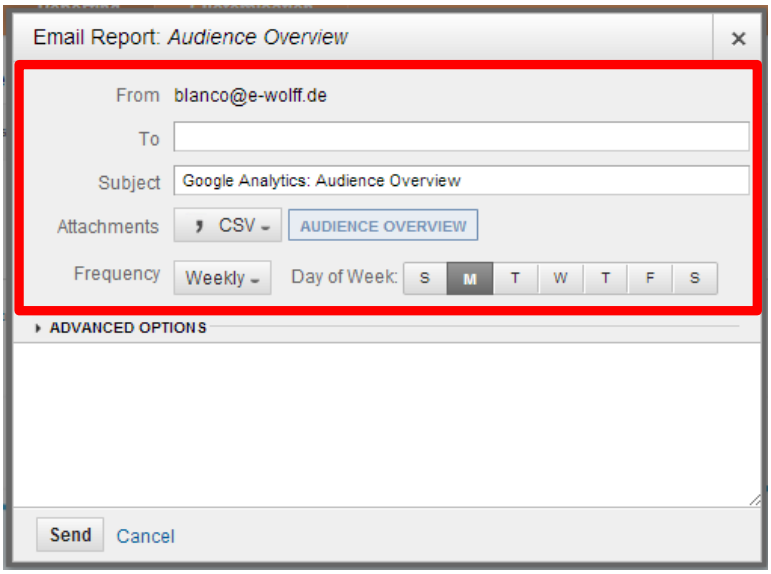
You can also schedule a report to be sent via email on one of the following schedules:

- Once
- Daily (sent each morning)
- Weekly (sent the day of the week you selected)
- Monthly (sent the day of the month you selected)
- Quarterly (sent first day of each quarter)

> ! Emails are being sent for a period of 12 month. Afterwards you have to renew the sending period.

To send a report via email:

1. Open the report you'd like to schedule.
2. Click Email above the report title
3. The email address you used as your login is listed in the *From* field.



4. In the *To* field, enter a comma-separated list of email addresses.
5. Enter a subject, and select the attachment format and frequency.
6. Click Advanced Options to select how long Analytics sends the message with this report attached.
7. Use the text field to enter the body of your email.
8. Click Send.

Comparability of data from different Analytic Tools

Beside Google Analytics there are a lot of free tools for data visualization and data analysis out there. Increasingly, the question arises to what extent these different data can be compared. To get more information on this topic follow this link and find Use Case Scenarios which explain the questionability.
http://www.e-wolff.de/blog/vergleichbarkeit-von-daten-aus-unterschiedlichen-webanalyse-tools

Contact

Sebastian Pospischil
Head of Analytics

07033 / 46871-28
sebastian.pospischil@e-wolff.de

e-wolff Consulting GmbH
Alemannenstraße 9
71296 Heimsheim

Tel.: 07033 / 46871-0
Fax.: 07033 / 46871-99

mail@e-wolff.de
www.e-wolff.de