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Connect. Engage. Analyse. Grow.

with 'LOGICSERVE MASTERCLASS'

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6. Be An Analytics Pro – A peek into Advanced Analytics

Who should attend - Brand Marketers leading Digital Marketing Functions

April **24**th 2020

TIME:
IST 3:00 pm / GST 1:30 pm / GMT 9:30 am
(One Hour Session)

Agenda of this Webinar

1 Common Business Challenges that can be solved using Google Analytics

2 Advanced Funnel Creation

3 Content Personalization using Google Optimize

4 Offline / Online Tracking

5 GA use cases along with BigQuery

6 Summary and Q&A

ABOUT LOGICSERVE DIGITAL

The fastest growing global conglomerate with expertise in new-age Digital Media, Creative, Data & Analytics & Technology Solutions.

MEDIA   CREATIVE   DATA & INSIGHTS   TECHNOLOGY

+350 Agency Strength   **+122** Awards Bagged   **+500** Happy Clients

If Bread, Butter, Elixir and Enigma were all rolled into one for a Digital Marketer, It would be

#GoogleAnalytics

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<u>Poll 1</u>

No one needs an introduction to Google Analytics! Tell us what do you typically use Google Analytics for?

- Monitoring Traffic Sources
- Analysing Campaign Performance & ROI
- Understanding User Behaviour & Engagement
- Tracking E-Commerce Conversions
- Creating a visual map of the entire user journey without leaving out any activity of importance
- Capturing all product related information to understand which products / variants are performing better
- Personalising content / layout and perform A/B Tests to analyse its impact
- Tracking Offline data to estimate lifetime value of customers across channels

Advanced Funnels
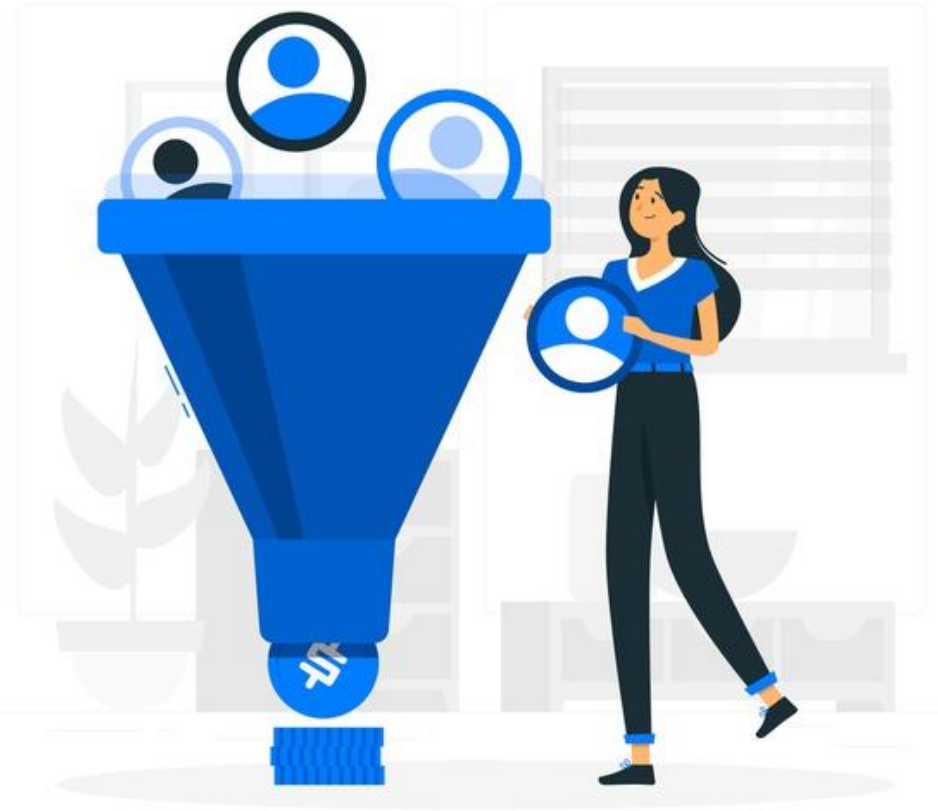
Funnels & Goals for Conversion Tracking - Standard

4 Types of Funnels:

Goal Funnel

Series of Web page expected for users to follow to complete a non-transactional goal (Signup, Downloads, etc.)

Sales Funnel

Series of Web pages expected for users to follow to complete a transaction goal (Product Checkout)
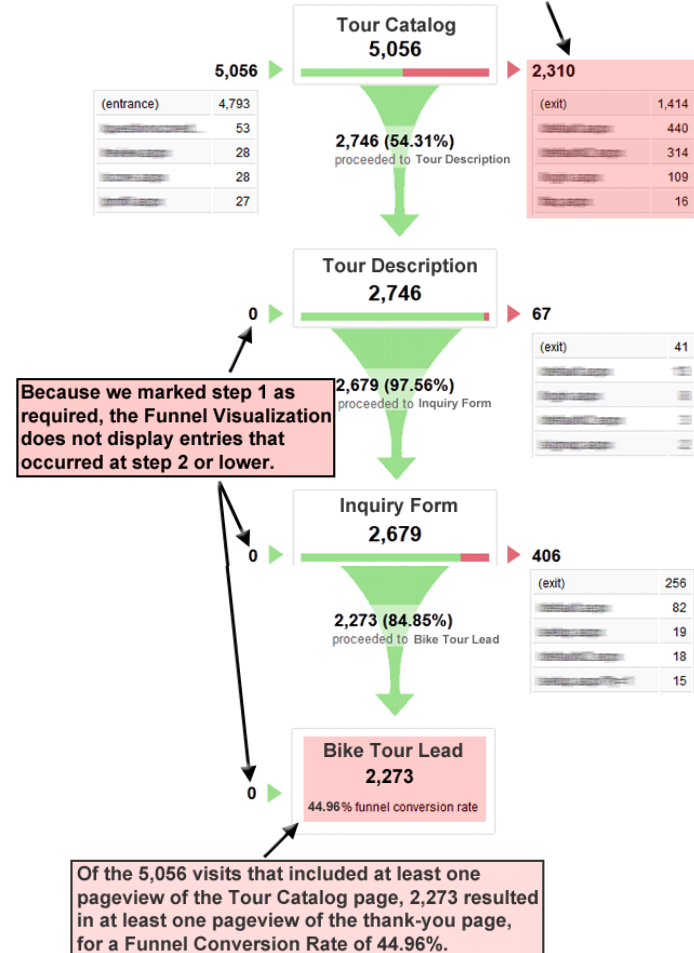
Multi-channel Goal Funnel

Goal funnel, but takes into account multiple marketing channels in the conversion path
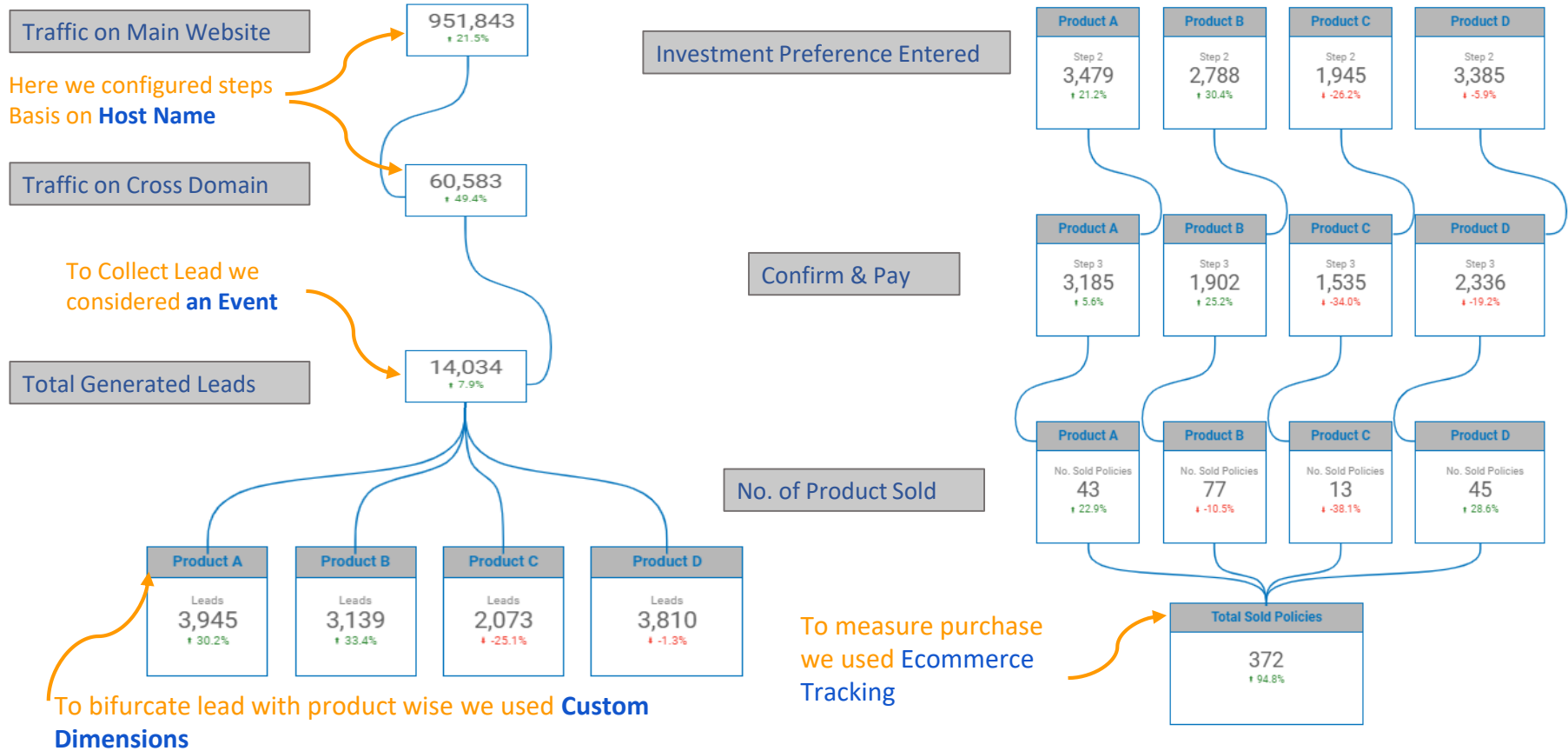
Multi-channel Sales Funnel

Sales funnel, but takes into account multiple marketing channels in the conversion path

Bike Tour Lead

2,273 visitors finished | 44.96% funnel conversion rate

With a sizeable percentage of visitors exiting or not otherwise proceeding through the funnel, the Tour Catalog page may be ripe for optimization.

Because we marked step 1 as required, the Funnel Visualization does not display entries that occurred at step 2 or lower.

Of the 5,056 visits that included at least one pageview of the Tour Catalog page, 2,273 resulted in at least one pageview of the thank-you page, for a Funnel Conversion Rate of 44.96%.

Funnels & Goals for Conversion Tracking - Advanced

Enhanced Ecommerce

ONLINE
SHOPPING

Tracking Ecommerce conversions - Setup

Setting up Enhanced Ecommerce in Google Analytics Console

Notice the Checkout Labels definitions

These need to be defined by you

Tracking Ecommerce conversions - Reports

Standard Ecommerce Report

Includes the following data

| Transaction Data	Product Data
Unique transaction identifier	Product Name
Partner or Store	Product SKU
Total value of transaction	Product category
Shipping charge for transaction	Unit price
Tax amount for transaction	Number of items
List of items purchased in transaction	

Enhanced Ecommerce Reports:

- Shopping Behaviour Analysis
- Checkout Behaviour Analysis
- Product Performance
- Sales Performance
- Product List Performance
- Internal Promotion
- Order Coupon
- Product Coupon
- Affiliate Code
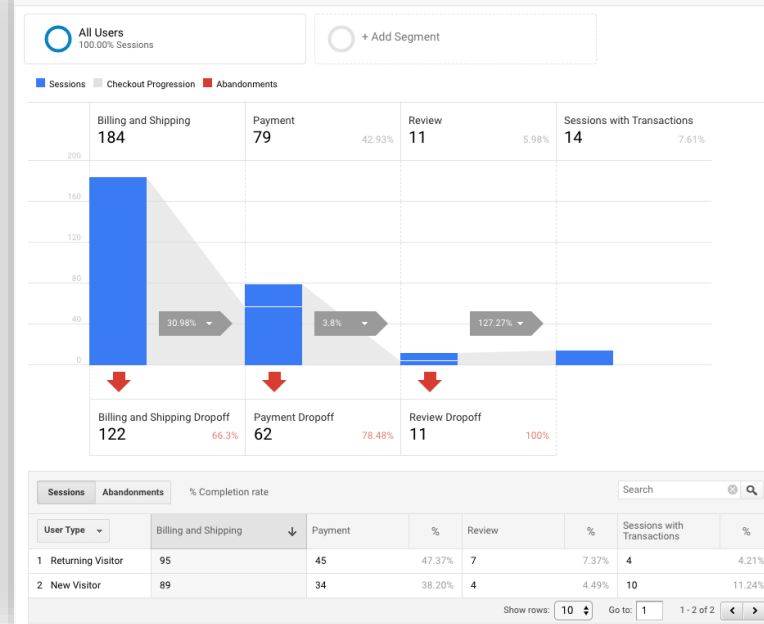
Enhanced Ecommerce – Sample Reports

Here we can clearly see the number of users who passed through different stages of the buying journey on the website
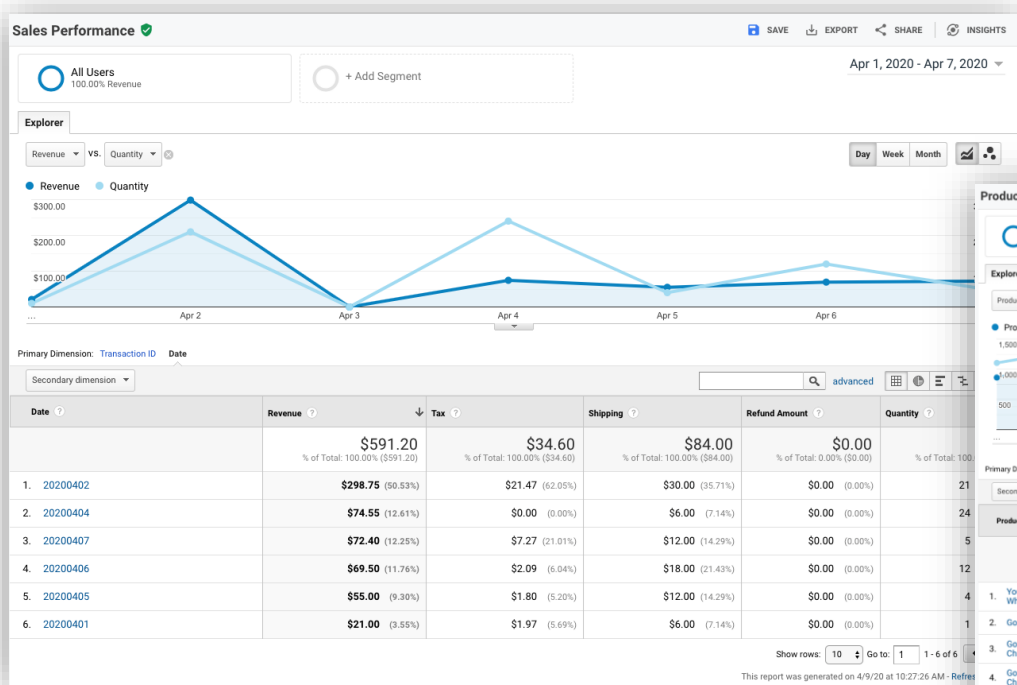
Shopping Behaviour Analysis
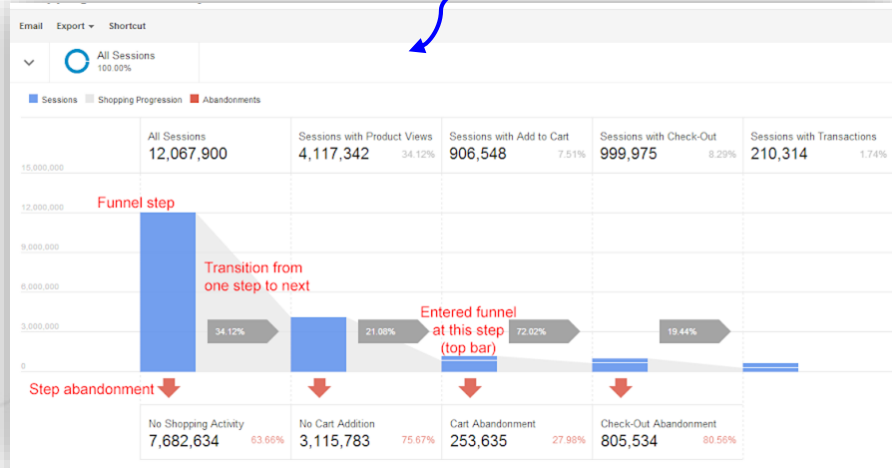
Many people are dropping off at the Billing & Shipping stage - may be because the shipping cost is high.
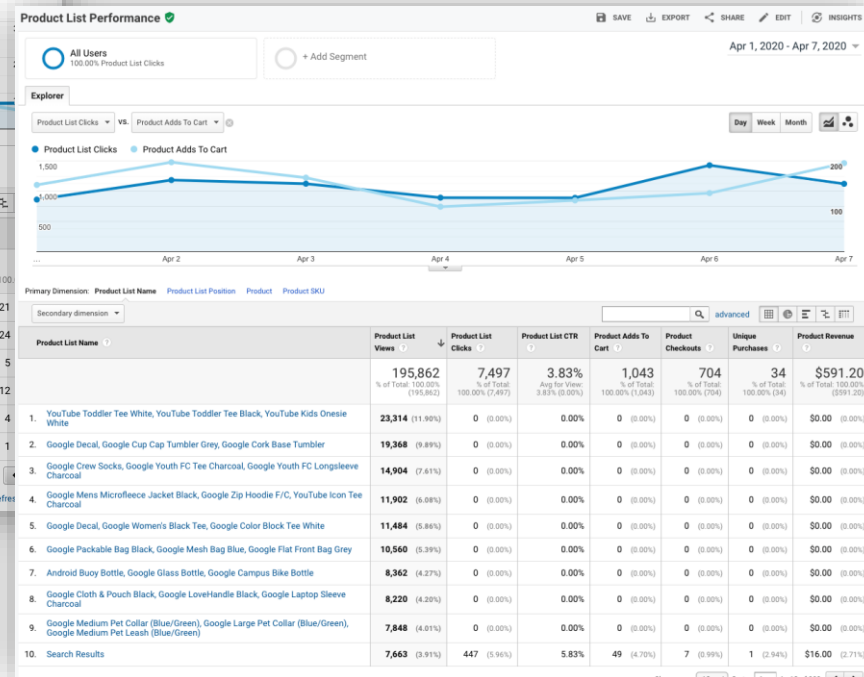
Enhanced Ecommerce – Sample Reports

Content Personalization and Testing using Optimize

Use case: Internal Site Search

Variant A
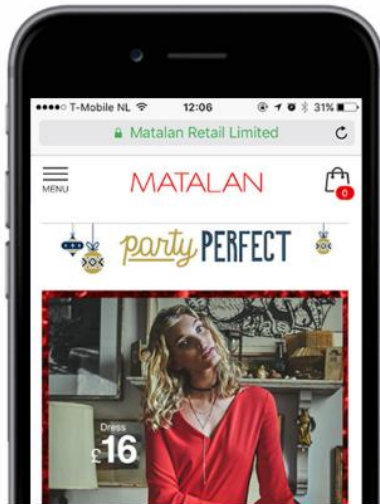
Variant B

49%
Search
Engagement
uplift

17%
Conversion
Rate uplift

Source: www.thinkwithgoogle.com
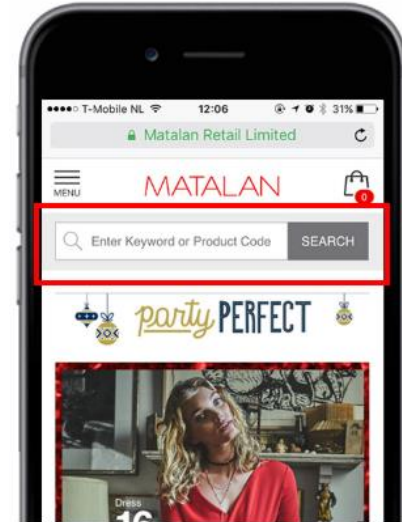
Plugging Offline Data Sources

Plugging in Offline Data Sources

1) **Store Visits**

2) **Data Import**

3) **BigQuery Integration** (360 Only)

4) **Salesforce Integration** (360 Only)

5) **Measurement Protocol**

Data Import

Measurement Protocol

Using Measurement Protocol: Merge Online Data with Offline Data

GA data enriched with CRM data

'Natasha'

1st Purchase Order Value $50

2nd Purchase Order Value $90

3rd Store Purchase Order Value $100

Customer LTV $240

GA Data

Session	Product Page Views	Online Purchase	User ID
3	10	$140	abc123

+

CRM Data

User ID	Customer Status	Loyalty	In-store Purchases
abc123	active	4	$100
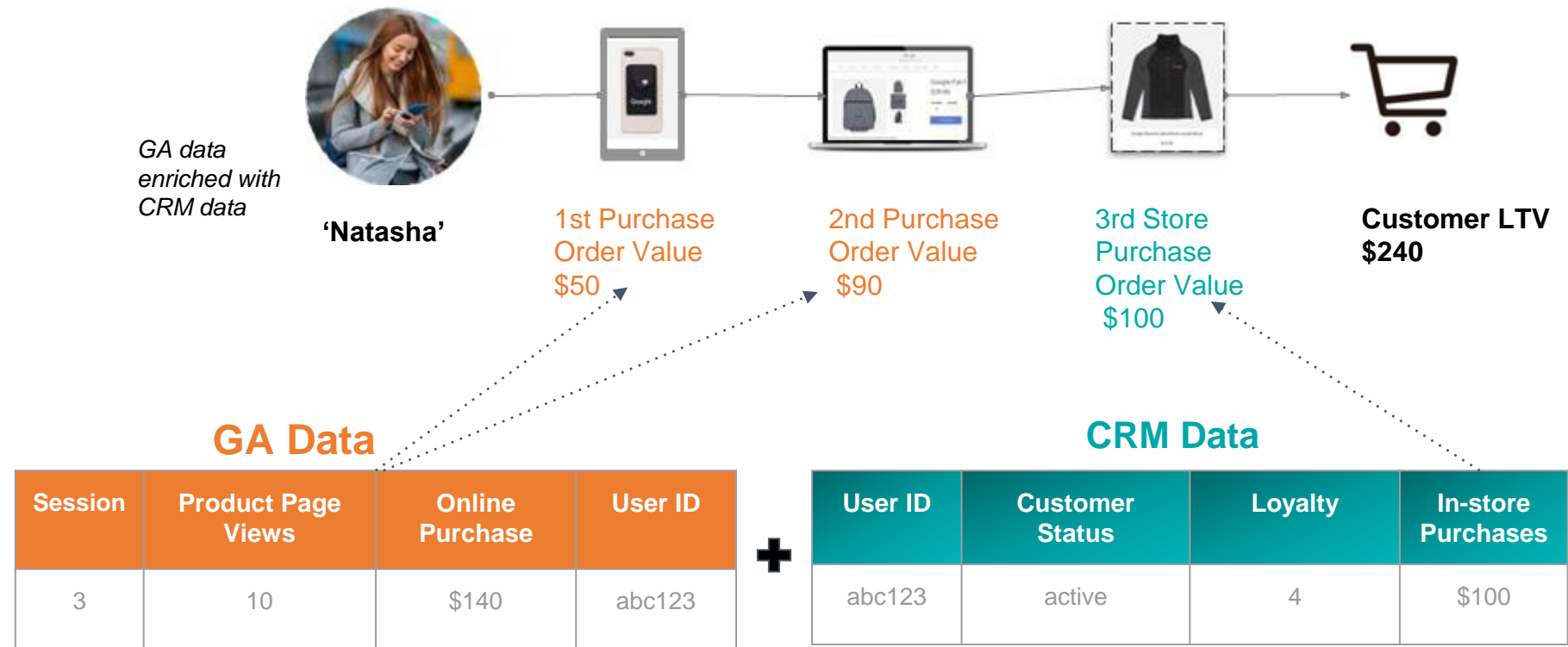
MP Script Example

Use The Measurement Protocol

- POST or GET requests via API
- Build and request the URL www.google-analytics.com/collect using parameters

http://www.google-analytics.com/collect?v=1&t=event&tid=UA-XXXX&cid=[InsertClientIdHere]&ec=Lead&ea=DemoSet&sr=Measurement Protocol…

Big Queries about
BigQuery

What is BigQuery?

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- Fully managed structured data store query-able with SQL

- Fast, Simple & Easy to use

- Cost effective

- Built on Google's infrastructure component
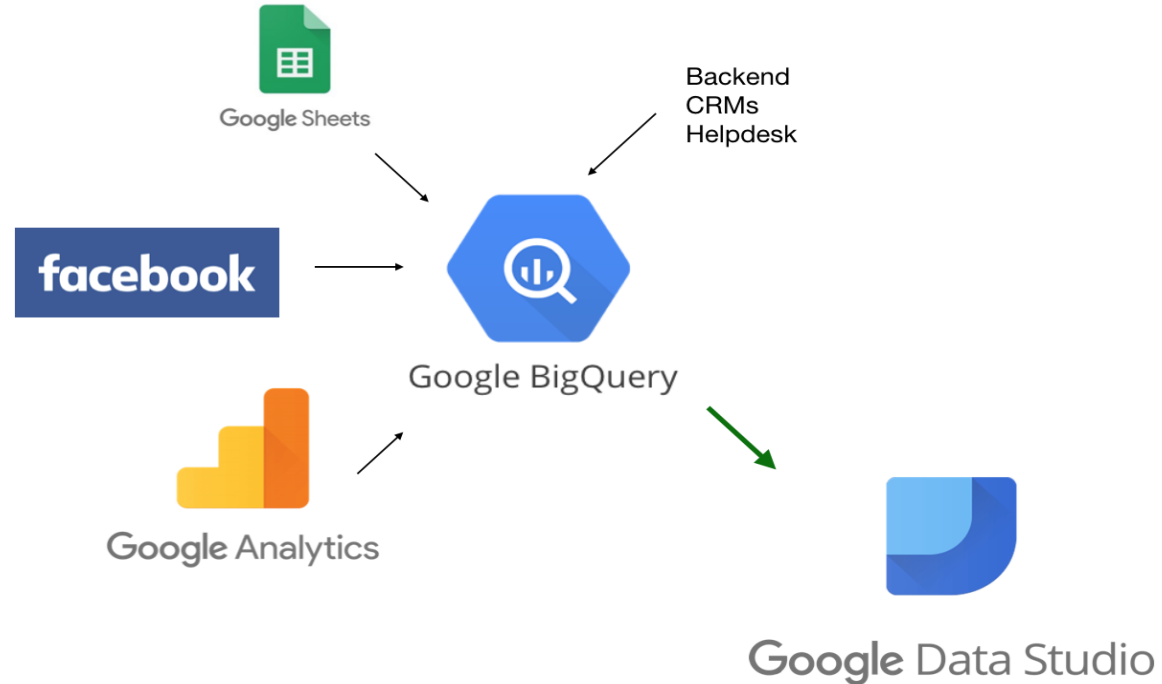
Advantages:

- Specialized visualizations not available in GA

- Advanced Data Analysis such as AI-driven predictions which uses GA data as a starting point

- Needs only regular skills of data analyst to use SQL instead of a data scientist

Use Case : Recommendation engine

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Google Analytics

Analytics data sync

BigQuery

Recommendation engine

Recommendations API

User web page

Product data obtained by scraping plus optional database import

Product data

CRM
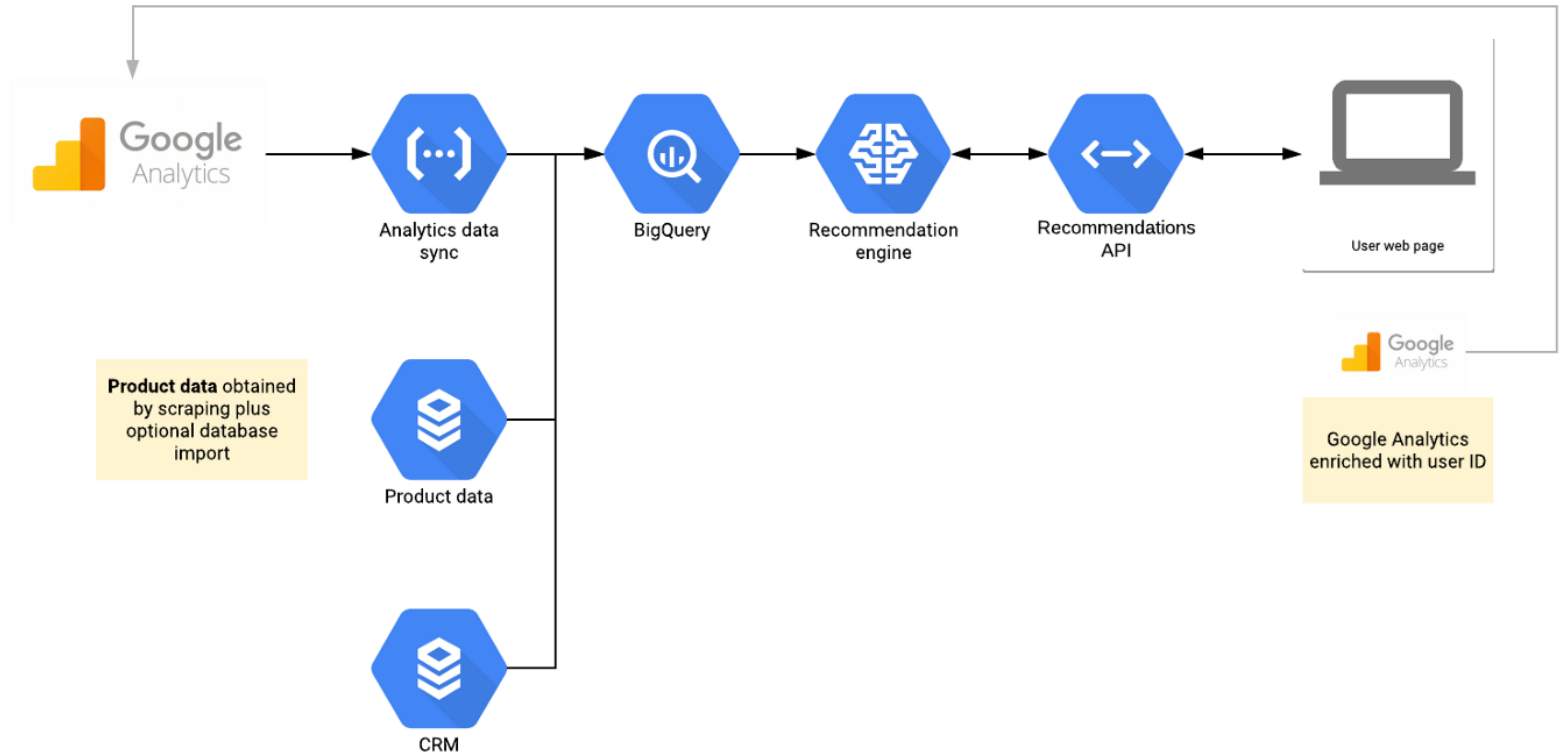
Google Analytics

Google Analytics enriched with user ID

Google Analytics vs Google Analytics 360 Differences

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Data Collection

	Google Analytics STANDARD	Google Analytics 360 PREMIUM
Hits Per Month	10 million	1 billion +
Custom Dimensions/Metrics	20 each	200 each
Properties Per Account	50	50+
Views Per Property	25	25+
Roll-up Properties	✕	●
Data Freshness	No timeframe guarantee	4 ho (ty

Importing Advertising & Other Data

	STANDARD	PREMIUM
AdWords Integration	✓	✓
AdSense Integration	✓	✓
DoubleClick Campaign Manager Integration	✕	✓
DoubleClick Bid Manager Integration	✕	✓
DoubleClick for Publishers Integration	✕	✓
Import Custom Data Sources	✓	✓
Query-time Data Import	✕	✓

Google Analytics vs Google Analytics 360 Differences

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Sampling

	STANDARD	PREMIUM
Standard Reports Pre-aggregated	✓	✓
Report Row Limit Per Day	50k	75k
Session Threshold for Sampling in Ad Hoc Reports	500k per property	50M per view
Custom Tables	✕	
Custom Table Report Row Limit	✕	
Unsampled Reports	✕	
Unsampled Report Row Limit	✕	3M

Reporting

	STANDARD	PREMIUM
Standard Reports	✓	✓
Custom Reports, Dashboards, & Segments	✓	✓
Custom Funnel Reports	✕	✓
Intelligence Alerts	✓	✓
Real-time Reports	✓	✓
Flow Visualization Reports	✓	✓
MCF Reports & Attribution Modeling	✓	✓
Data-driven Attribution Model	✕	✓

Thank You

Write to us at ***masterclass@logicserve.com***

Logicserve Masterclass : Next Sessions

28th April:	Explore the World of GMP with Use Cases & Case-studies

Write to us at **masterclass@logicserve.com**