

Data Marketing Introduction

Session 2 - Introduction to Google Analytics

Introduction to Google Analytics

Understand how Google Analytics works and its benefits

Definition of Digital Analytics

Digital Analytics

Digital analytics is the process of collecting, measuring and analyzing data from digital sources such as websites or mobile applications.

OBJECTIVES



Analyze user behavior



Improve decision making



**Evaluate the effectiveness of
your marketing campaigns**



**Improve commercial
performance**

Customer lifecycle

MARKETING FUNNEL

ACQUISITION

Make your product/service known and generate user interest.

ENGAGEMENT

All user interactions with your business.

MONETIZATION

A user becomes a customer and makes a purchase.

RETENTION

Encourage a customer to become a recurring customer

DIGITAL ANALYTICS

OBJECTIVES

Identify marketing channels that drive customers to a website/app

Determine the content with the most interaction

Know how many users become customers

Know a customer's loyalty on the company's website/app

Impact of promotion on a website

Promote the business

Referring sites: sites compiling store and product reviews to make purchases on the original website

Display: display the website in the results of different search engines

Social media : be present on several social networks and promote products to redirect customers to the main website

Email campaign : communicate about products and promotions via email.

Paid display ads : display advertisements on your products to customers during their web browsing

Paid search ads : Showing ads to users searching for products on search engines

Impact

Audience : all people who visit a website

- is measured via different indicators (number of unique visitors, number of pages viewed, number of visits, average duration of visits)
- Segment users by dimension, metric and event based on your business.

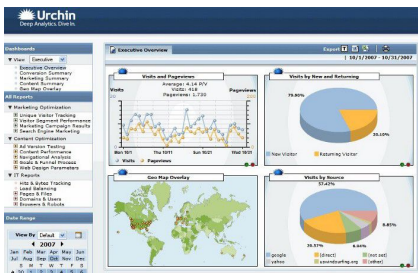
Event: A user's measurable interaction with a website or application.

Key event: important and intermediate interaction between an event and a conversion.

Conversion : user activities considered a success for the company (purchase of a product, download of a document, registration for an event).
Conversions are a subset of events that are the most valuable events for a business.

Google Analytics Presentation

Evolution of Google Analytics



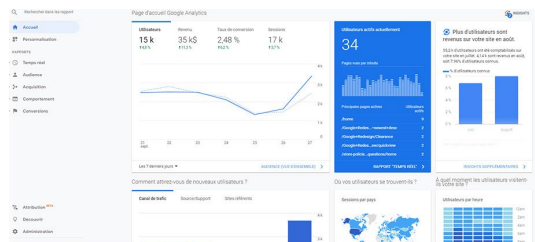
1995

Urchin creation

Web statistical data collection by Urchin Software Corporation

Google Analytics Classic

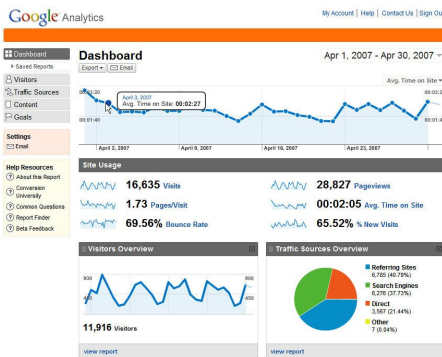
Acquisition of Urchin by Google and development of a statistical analysis tool



2005

Google Analytics Universal (GA3)

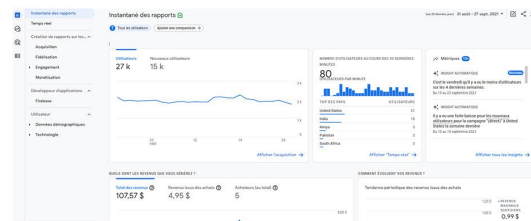
Redesign and new features



2013

Google Analytics 4 (GA4)

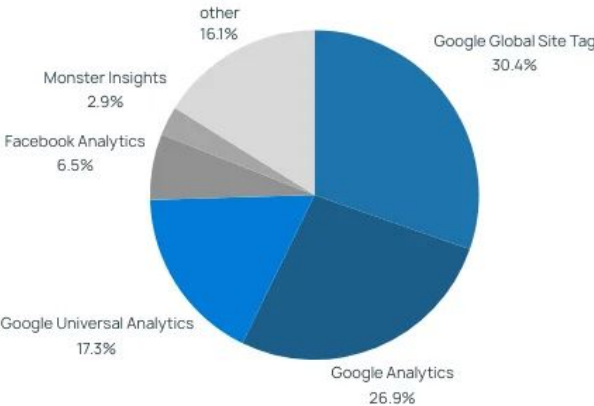
Overhaul of data collection and processing



2020

2023 Market share of Google Analytics & Google revenue

Market share of leading web analytics technologies worldwide in 2023



Data Source: Datanyze | Graphic by BusinessDIT

Financial Results

Revenues

The following table presents revenues by type (in millions):

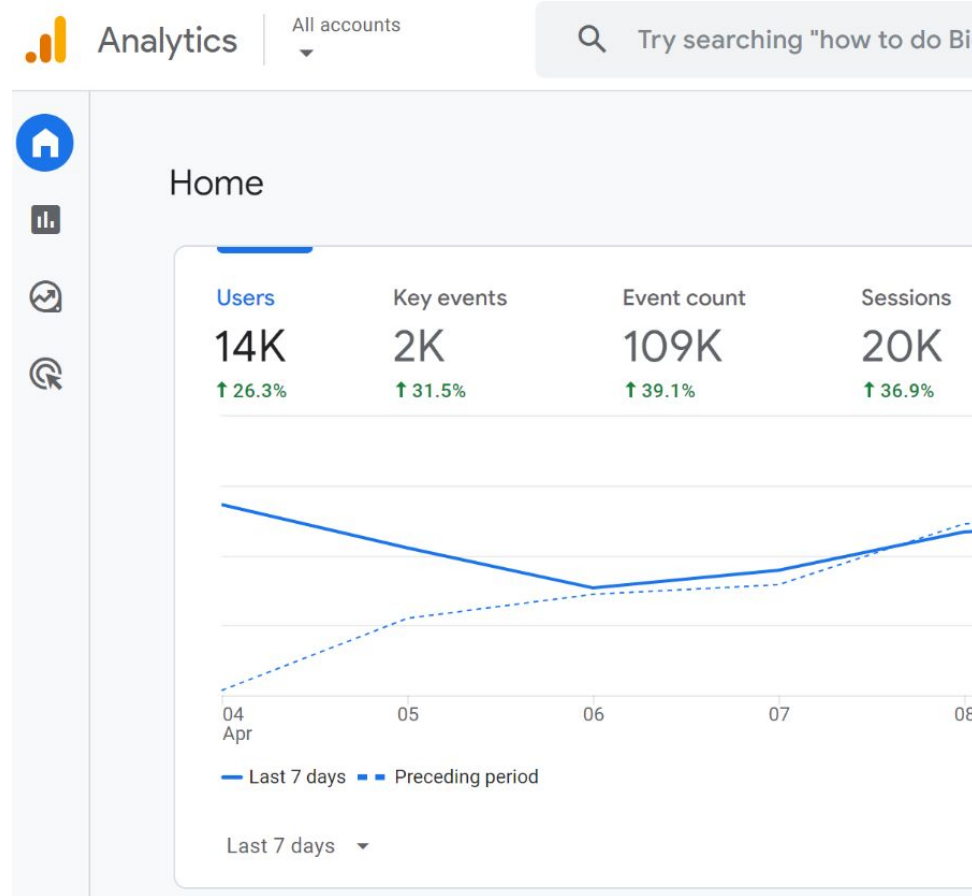
	Year Ended December 31,	
	2022	2023
Google Search & other	\$ 162,450	\$ 175,033
YouTube ads	29,243	31,510
Google Network	32,780	31,312
Google advertising	224,473	237,855
Google subscriptions, platforms, and devices	29,055	34,688
Google Services total	253,528	272,543
Google Cloud	26,280	33,088
Other Bets	1,068	1,527
Hedging gains (losses)	1,960	236
Total revenues	\$ 282,836	\$ 307,394

[Alphabet Inc. 2023 Annual Report](#)

Google Analytics



Google Analytics is a data collection platform to analyze the **audience** of websites and applications. The tool allows you to create reports on web activities, customer journey analysis and marketing performance.



Google Analytics Benefits



- Measure interactions throughout the customer journey
- Optimize marketing campaigns through the integration of Google advertising and publishing tools
- Anticipate customer behavior using Google Machine Learning
- Facilitate data analysis and encourage collaboration on analysis reports
- Export your Google Analytics conversions to Google Ads for ad reporting and bidding.

Google Analytics Ecosystem

Search Console

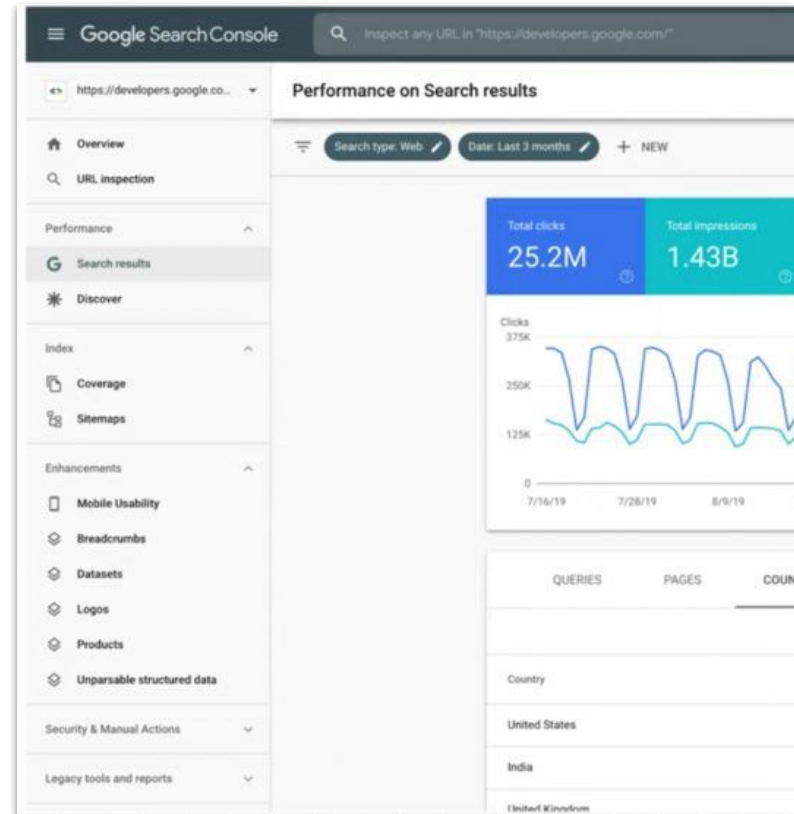


Search Console

Search Console is a Google SEO and performance optimization tool for a website.

Benefits:

- Receive an alert and resolve issues on your site
- Optimize web content
- Optimize ranking in search results
- Host your content (sitemaps and URLs) on Google
- Determine how Google Search arrives at your site
- Check the correct indexing of your website



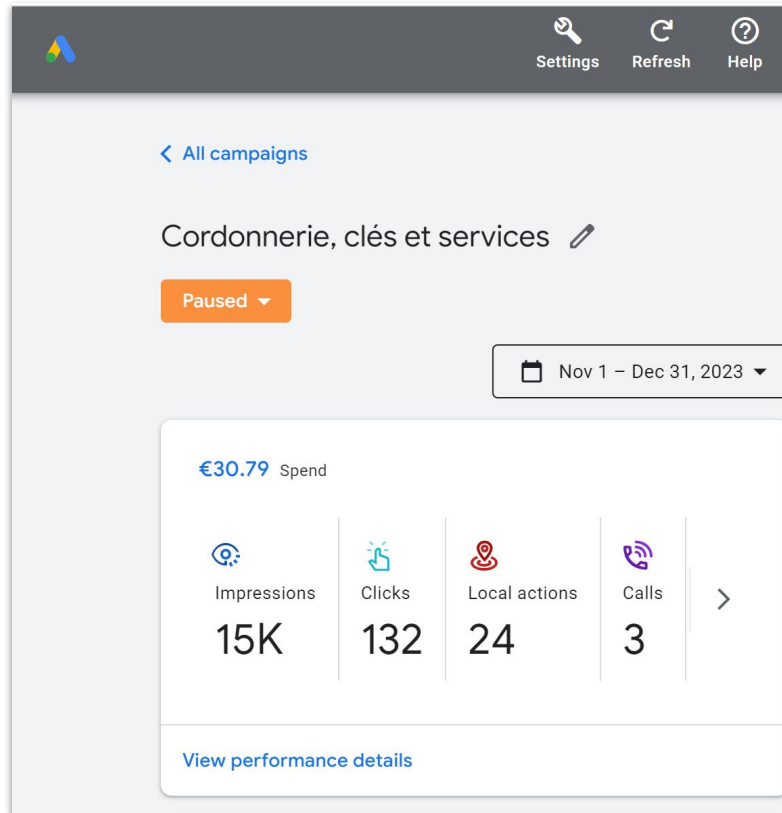
Google Ads



Google Ads is an advertising program offered by Google to distribute advertising campaigns.

Benefits:

- Maximize leads, conversions and online sales
- Improve company visibility
- Generate in-store traffic
- Improve ROI and control your budget



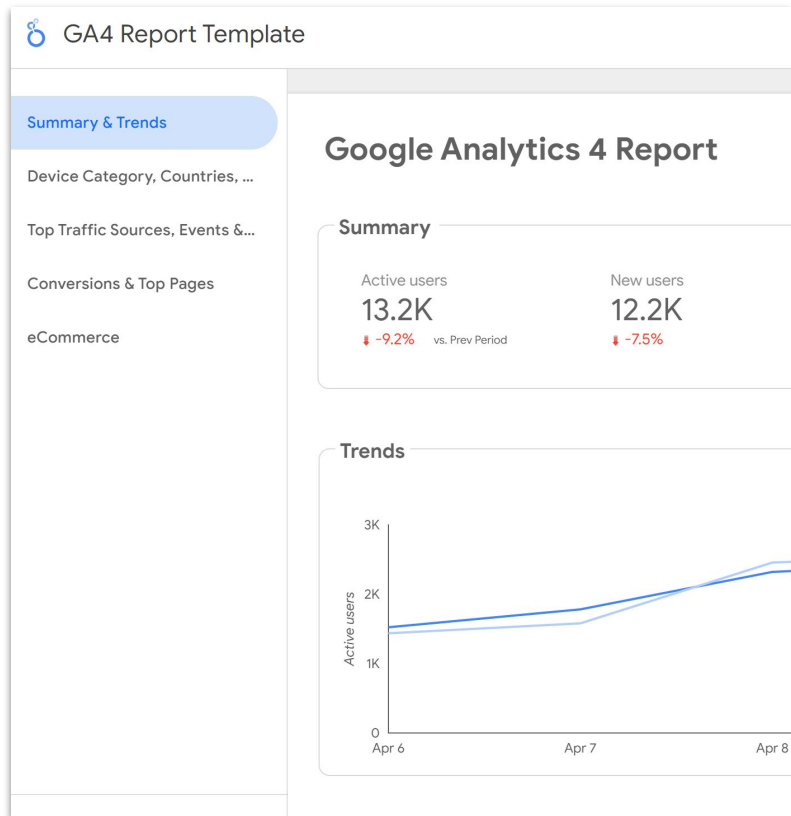
Looker Studio



Looker Studio is a Google Dashboard and data visualization tool.

Benefits:

- Create Custom Dashboards
- Connect multiple data sources
- Create report templates to share



Google Analytics structure

Managing website tags



Google Tag

A tag is a small snippet of code that is placed on every page of your website to measure user behavior or ad performance. You can add the tags directly into your website code.



Google Tag manager

A tag management system allowing you to control all Google Tags present on the website.



Google Tag Assistant

A debugging tool that allows you to check the correct implementation of your site's tags.

Managing application tags



Firebase

SDK that allows you to collect data for an application in the same way that a Google beacon does for websites.

We also talk about SDK (English “software development kit”).

AVANTAGES



Development

Simplifies application development with integrated backend infrastructure



Launch and measurement

Secures launch and measures performance and stability



Engagement

Increase user engagement with rich data analytics, A/B testing, and campaign messages

Configuring Google Tags

To associate your website or app with Google Analytics, you need to add a Google tag or the Firebase SDK to create a data feed:

Website association guide

- Google Tag Manager to add a tag without changing the code of a website
- Manually add a Google tag to the site
- Specify a Google Metric ID or Tag in the Website Builder

App association guide

- From the console if the application already uses Firebase
- Create a Firebase project from Google Analytics



Create a data feed for each application platform if it is available on iOS and Android

Real Time report

The "Real Time" report collects and displays users' online activity over the last 30 minutes via Google Analytics.

This report also allows you to verify the correct installation of a beacon. Note that you must wait up to 24 hours to populate the report when installing Google Analytics.



Test the report in real time by logging into your website

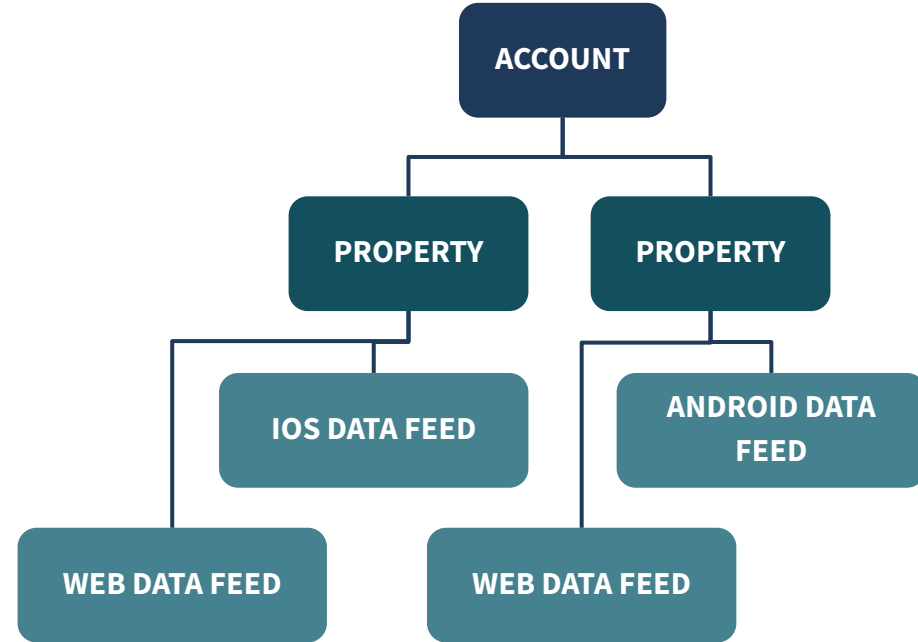
Google Analytics Architecture



An account is unique with properties and data linked to an entity.

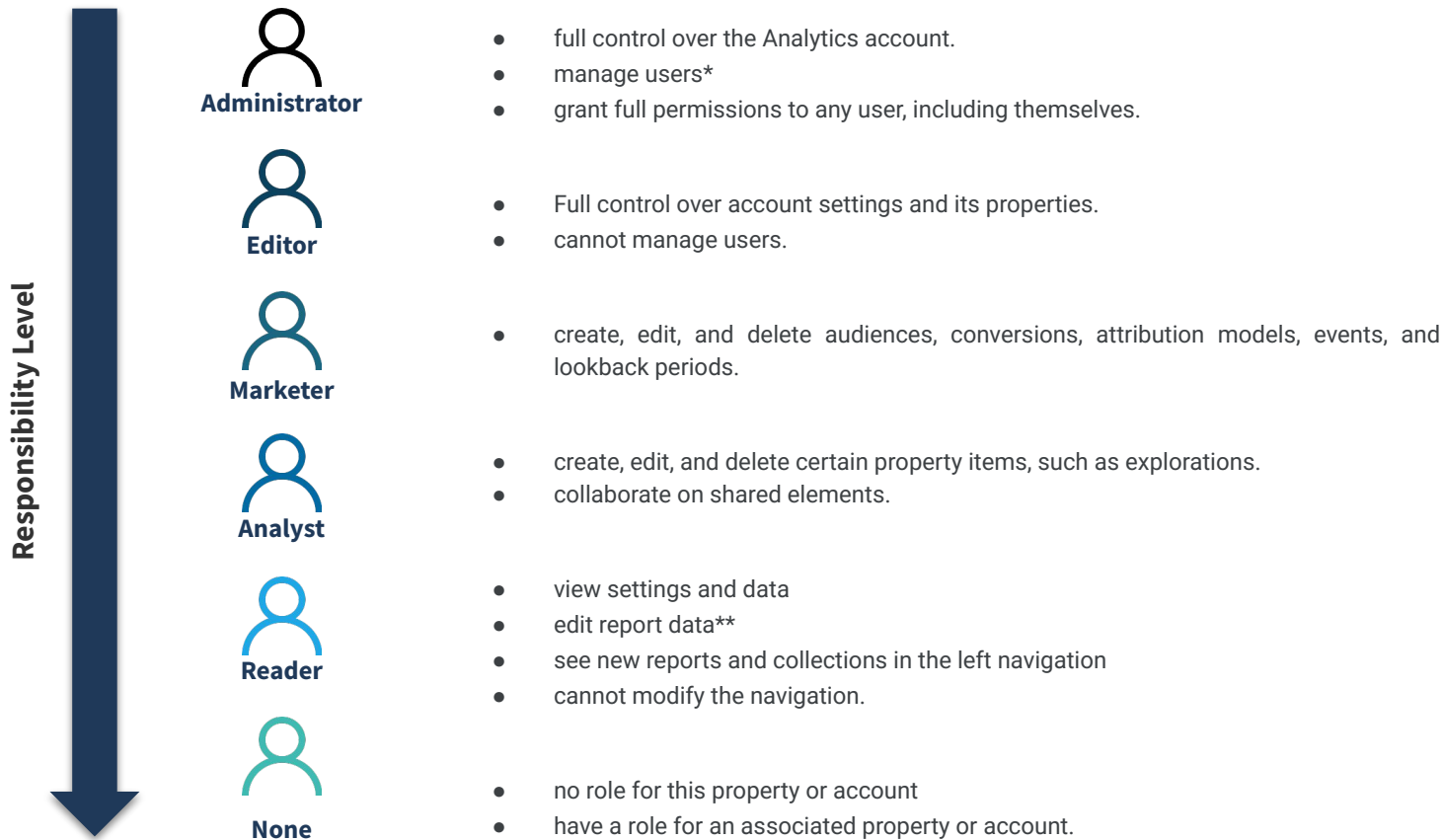
A property is a report container based on collected user data. Google Analytics allows associations with Google products at this level.

A data feed is a web or application data source. This level allows you to control the data collected.



Architecture Example

Account access management - User roles



Managing Account Access - Create Restrictions



No revenue metrics

- Metrics on revenue generated from customer purchases are not available.

No cost metrics

- Metrics on costs of online advertising and marketing investments are not available.

Audience Segmentation

To better understand segments of your user base it is possible to combine dimensions that answer the “who”, “what” or “where” questions while metrics answer the “how many” question.

Dimension

A dimension is a label in text format that represents your data (country name, type of device used).

Metric

A metric is a numerical value that represents your data. (total users, events and conversions, and revenue).



User properties

Attributes about who users of your app or website are (e.g. geographic location or device used).

Event Settings

Additional data linked to events to specify the action performed or contextualize the event (name of the video watched or viewing duration)

Advanced analysis technique

Modeled Conversions

Modeled Conversions

Predict online conversions that cannot be directly observed using machine learning. The model looks for trends between conversions directly observed or not

For what?

- Strengthening controls over data collection
- Users' demand for control and transparency in the collection and use of their data
- Evolution of regulations around the world aimed at better regulating the collection and use of data

BENEFITS



Analyze a subset of conversions separated from ads

- Accurately attribute conversions without identifying users
- No authentication allowed of individual users
- Aggregating data to estimate the likelihood of conversions occurring

Optimize advertising campaigns and improve automatic bidding

- Inclusion of modeled conversions only if quality is assured
- Without sufficient traffic to feed the model, conversions are not counted or attributed to the direct channel
- Allows recovery of loss of observability and avoids overestimation

Modeling and change management

- Separation from more general modeling to represent customer activities and behaviors
- Reservation validation, a machine learning best practice, ensures the accuracy of Google models.
- The modeled conversions are compared to the observed conversions that have been booked, and the resulting information is used to refine the models.
- We communicate changes that may have a major impact on the data.

Attribution

Multi-channel models

Attribution : the action of distributing the credit for each conversion between the different clicks, ads and other factors involved on the path taken by the user before the conversion.

Attribution model : Can be a rule, set of rules, or data-driven algorithm that determines how credit for conversions is assigned to touchpoints on conversion paths



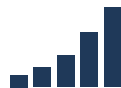
Last Click

Attributes the conversion to the last channel the user interacted with before the conversion



First Click

Attributes the conversion to the first channel the user interacted with before the conversion



Depreciation over time

Gives more credit to touchpoints that are chronologically closest to conversion



Linear

conversion is distributed equally across all channels



Location-based

Gives 40% of the credit to the first and last interactions, and the remaining 20% is distributed evenly among interactions in between.



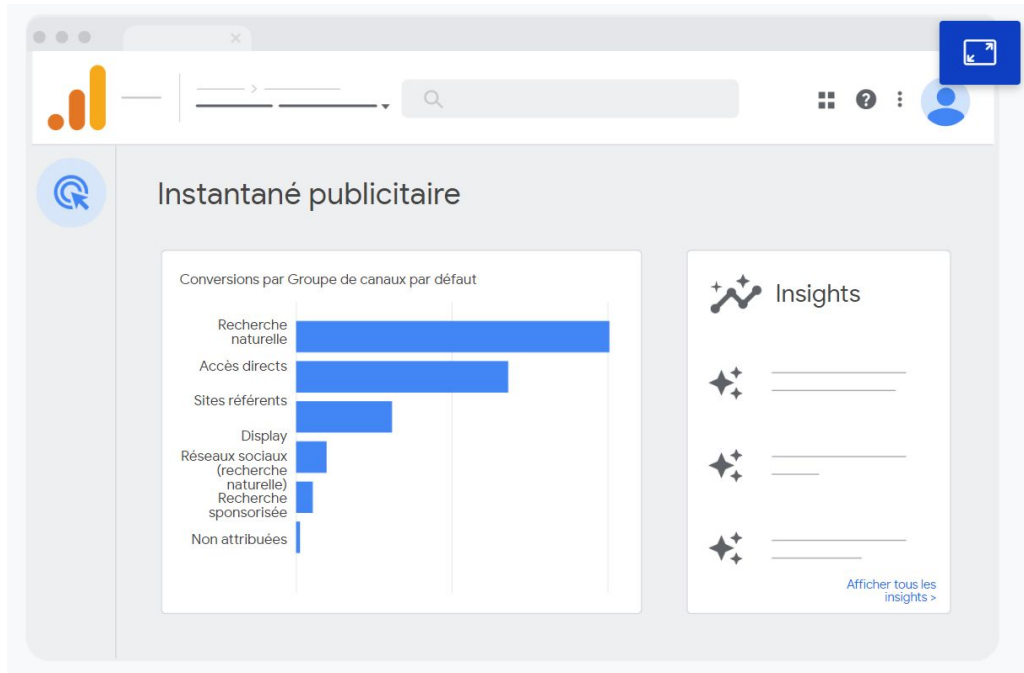
Data driven

Distributes conversion credit based on observed data for each conversion type. Calculates the actual contribution of each click using your account data.

The Advertising workspace

The Advertising workspace provides additional analytics on user journeys. The reports in this section help you better understand the impact of marketing actions across different channels.

- Quickly view your advertising performance.
- The Ad Snapshot report lets you quickly check metrics

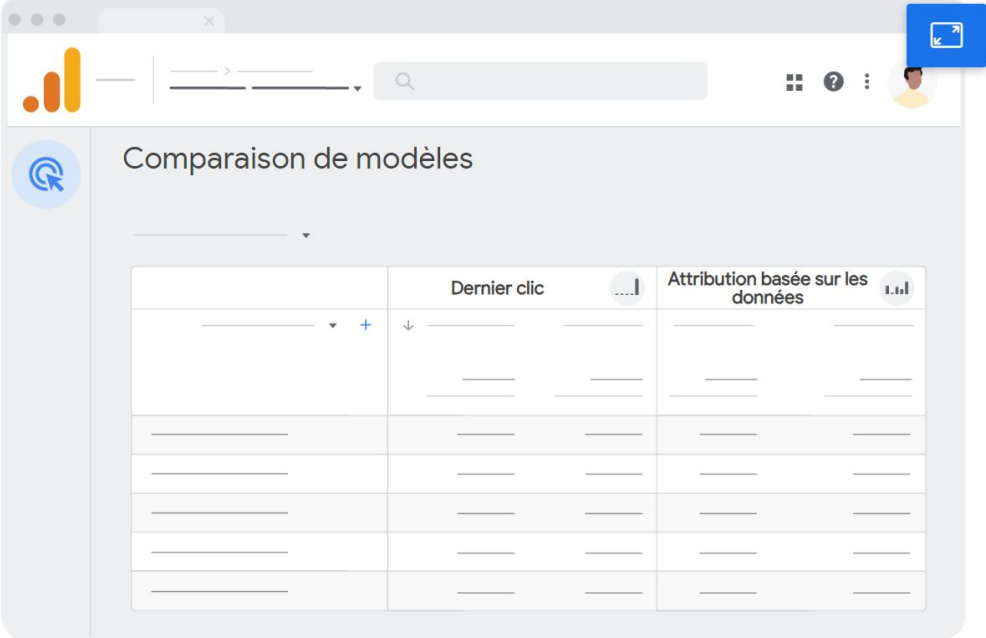


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Model Comparison shows advertisers how different attribution models assign credit to channels, sources, media and campaigns.

- From the drop-down menu at the top right of the page, select a date range.
- From the drop-down menu at the top left, select one or more conversions.

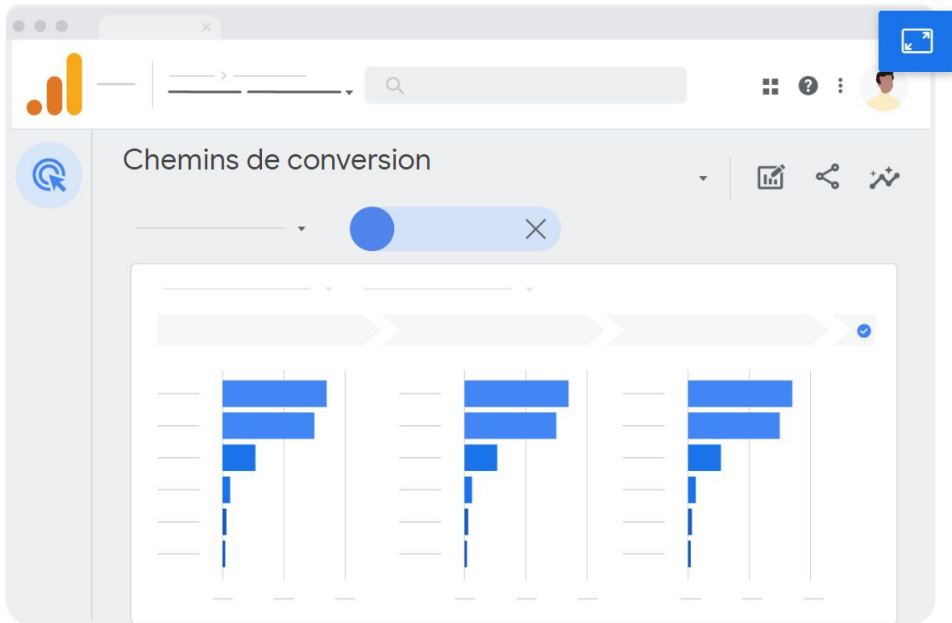
By default, all conversion events are selected and grouped in the report.



Conversion Paths report

The "**Conversion Paths**" report has two sections :

- A **data visualization** : allows you to quickly see on which channels the conversion starts, continues and ends.
- A **Data table** : displays the paths taken by users who converted, as well as the following metrics: "Conversions", "Revenue from purchases", "Number of days until a conversion", and "Touchpoints before conversion".



Compare the multi-channel last click model to the multi-channel first click model to identify undervalued campaigns that move users on the conversion path. This approach is useful if you want to attract more new customers to a website or app.