

Data Marketing module

Session 3

Advanced analysis technique

Google Analytics Audiences

Audience Building Basics

Audience : Segment users to isolate visitor subsets based on dimensions, metrics or events.



BENEFITS

- Filter an Analytics report and export audiences to target and set Google Ads ads/bids
- Mark events as conversions when users match the audience definition

Sequences : Complete conditions in a specific order or time frame.

Metrics associated with a time period :

Associate the conditions with a period of time such as the duration of a user's engagement over a period of time or over a certain number of days.

Static evaluation : include users who met the condition at some point, even if that is no longer the case.

Dynamic evaluation : only include users who currently meet the condition.

Scope : specify to what extent the conditions must be met (over all sessions or in the same event/session).

Create audiences: predefined and new audiences

Audiences created and predefined automatically:

All users : All users of the website/application.

Buyers : All users who have made a purchase on the website/app.

Audience Models : Partially configured generic audiences with a set of applicable dimensions and/or metrics

Audience suggestions : Audiences automatically proposed to modify or not depending on the need.

Predictive audience : is an audience using at least one condition based on a predictive metric.

Start from scratch : Allows you to manually create the audience by setting all the parameters.

Audience triggers : create, fire, and add events based on the criteria available in the audience creation tool.

Predictive Metrics : Using machine learning to predict future user behavior based on past data/behavior.



Existing Audiences : To view existing audiences and create new ones, go to [Configure > Audiences](#).

CONFIGURATION



Use Analytics with Google Ads

Shopping Ads

From Google and the Web, present products to sell online to a potential customer

Search Ads

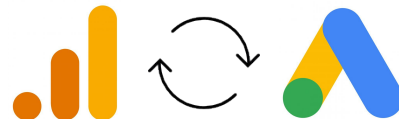
View products and services online when a potential customer searches online

Display Ads

View products and services online when viewing another website or app by a potential customer

Vidéo Ads

Show products and services online when a potential customer watches a Youtube video, a video on a website or another video partner



Google Ads & Google Analytics Association :

Explorations and reports

Combine Google Ads and Google Analytics to share data between the two services in order to better target an audience via advertising campaigns.

- Import data from Google Ads to Google Analytics
- Import Google Analytics audiences to Google Ads

Advertising workspace

Detailed report indicating Google Ads spending by channel directly from Google analytics to analyze the performance of an ad/ad campaign

Google Ads & Google Analytics association guide



Google Analytics

Modification rights at the property level to associate.



Google Ads

Administrator access to the account

- Benefit from new functionalities and new reporting tools thanks to the association
- The import/linking is triggered from Google Analytics and tracks Google Ads conversions. History data prior to import is not added.



Enable **personalized advertising**

Publish audience lists and Google Analytics remarketing events/settings to Google Ads

Enable **automatic tagging**

Automatic integration of Google Ads ad URLs to display campaign information in Google Analytics reports

Google Ads Conversion

Conversions : User activities designated as a success for the business.



BENEFITS

- Import conversion events into Google Ads
- Base bids on conversions from analytics reports
- Access conversion events after voluntary viewing on YouTube (Web), or EVC



Smart bidding strategies : optimize conversions or conversion value with each auction and optimize bid amounts for different ad placements using Google machine learning



EVC YouTube : conversion on a website 3 days after a user watches a YouTube video for at least 10 seconds

Go further with Google Analytics data

Control data usage in Google Analytics

Google Analytics adapts to changing consumer expectations and stricter privacy and data protection regulations

Data collection

IP Addresses : no recording and storage of individual IP addresses.

Consent Mode : user consent dynamically impacts Google tags and data collection

Disable data collection : partially or completely disable data collection

Data retention period : set the length of time after which user and event data is stored

Data deletion

Delete a property : All property reports and data are permanently deleted 35 days after being placed in the trash

Request data deletion : Delete data from Analytics servers via a deletion request with a seven-day cancellation period

Delete User Information : Deleting a single user's data and their associated data will be removed from the report within 72 hours and then deleted from the Analytics servers during the next deletion process



Analytics User Deletion API: allows you to delete data in bulk.

Personalize ads and data sharing

Personalize ads : allows you to improve campaign performance via Analytics audiences

- **Property** level : enable or disable ad personalization for a property
- **Country** level : enable or disable geo-level ad personalization by country
- At the **event** or **user property** level : Enable or disable ad personalization for a specific event type or user property
- At the **session** or **Individual Event** level : enable or disable ad personalization for an individual session or event (activation only if there is consent)



Data sharing with Google : share data to improve Google products and services and access Google Analytics services (quality information and analysis, essential spam detection services)

Benchmarking : share anonymous aggregate data with other users and enable benchmarking and publishing features to track data trends



Technical support : Allow Google Technical Support to access the Google Analytics account to resolve technical issues

Account specialists : Allow Google marketing and sales specialists to access the Google Analytics account and optimize Analytics setup and analytics

Associate business data in Google Analytics

A business generates its own data outside of the web or an application. It is possible to enrich or adjust the data sent to Google Analytics with this data and thus collect relevant signals.



Edit event : Rename or correct an event to improve measurement. Creating events via this feature does not enrich Google Analytics



Create an event: use a specific page as a trigger for a separate event or even as a conversion if it's important



Measurement protocol : collect, enrich and send (via HTTP requests) events to Google Analytics via a set of standard rules.

- linking online and offline behaviors
- measure client-side and server-side interactions
- send events that occur outside of the website and app (in-store purchases)

Google Analytics data collection is done via **events** and records actions on the website or application (page views, button clicks, user actions or system events).

Enrich Google Analytics with external sources

Data Import : Integrate External Data into Google Analytics

What types of data can be imported?

User Data : Import user metadata to improve user segmentation and remarketing audiences

Offline Events : Import data from offline events (no Internet connection or incompatible with real-time event collection)

Item data : Import a product catalog from an e-commerce company

Cost data : import email or social media marketing campaign data

How is imported data associated with Analytics data?

At the time of collection/processing: Association of Analytics data during collection and processing, like a typical event

At report/query time: Temporary association of Analytics data when opening a report. It is possible to completely delete imported data

Benefits of Google Analytics integration

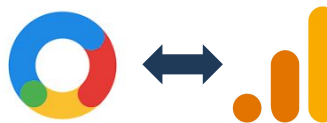
Google Ads associated with Google Analytics



Benefits in Google Ads : Metrics and dimensions related to the campaign are generated automatically.

Benefits in Analytics : transfer conversions to create reports, build smart bidding strategies and increase ROI.

Google Marketing Platform associated with Google Analytics



Advantages in Optimize : This tool uses Google Analytics audiences to target your tests and thus focus them on a group of users adopting certain behaviors when they interact with a website.

Benefits in Display & Video 360 : Conversions are transferred from Google Analytics to create reports, set custom bids and increase ROI.

Benefits in Analytics : Display & Video 360 advertising data is included in Analytics multi-channel reporting, explorations, attribution, and the Advertising workspace.



Tools from Google Marketing Platform, a unified advertising and analytics platform, combine to centrally plan, buy, measure, and optimize digital media and customer experiences.

Benefits of Google Analytics integration

Firebase combined with Google Analytics



Benefits in Firebase: Integrate Google Analytics reporting through the Firebase console including crash data, notification effectiveness, deep link performance, in-app purchase data, and more.

Benefits in Analytics : Transfer your app data to Analytics and analyze app and website data together.

Search Console associated with Google Analytics



Benefits in Analytics : Google Organic Search Queries Report: Shows search queries and metrics. Google Organic Search Traffic Report: Shows landing pages.

Benefits in Search Console : Search Console data is combined with Google Analytics.



Firebase: Build and run powerful apps, solve complex problems, and optimize your app experience



Search Console: Measure your site's performance and search traffic, optimize its ranking in Google search results, and troubleshoot issues.

Export Google Analytics data to BigQuery



BigQuery : multi-cloud data warehouse on large data sets thanks to a scalable distributed analysis engine

- execute SQL queries without managing infrastructure
- manage and analyze data through machine learning, geospatial analysis and business intelligence.

Export Analytics data to BigQuery :

Export your raw events then export the data to external storage or import external data and combine it with Analytics data.

Frequency of export to BigQuery :

- A complete data export takes place once a day.
- Some data is exported continuously throughout the day (user attribution data is excluded for example)

The screenshot shows the Google Cloud BigQuery console interface. At the top, there's a search bar and buttons for 'EXÉCUTER', 'ENREGISTRER', 'TÉLÉCHARGER', and 'PAR'. Below this, a SQL query is entered in the editor:

```
1 SELECT
2 *
3 FROM
4 'bigquery-public-data.covid19_tracking.national_testing_and_outcomes'
5 LIMIT 1000
```

Below the query editor, the 'Résultats de la requête' (Query Results) section is displayed. It includes a table with columns: 'Ligne', 'date', 'death', 'death_increase', 'in_icu_cumulative', and 'in_icu_currently'. The table contains 17 rows of data, showing dates from 2021-02-14 to 2021-03-07 and corresponding COVID-19 statistics.

Ligne	date	death	death_increase	in_icu_cumulative	in_icu_currently
1	2021-03-07	515151	842	45475	8134
2	2021-03-06	514309	1680	45453	8409
3	2021-03-05	512629	2221	45373	8634
4	2021-03-04	510408	1743	45293	8970
5	2021-03-03	508665	2449	45214	9359
6	2021-03-02	506216	1728	45084	9465
7	2021-02-26	500349	2141	44791	10466
8	2021-02-25	498208	3138	44636	10846
9	2021-02-24	495070	2447	44534	11026
10	2021-02-23	492623	2241	44420	11272
11	2021-02-22	490382	1235	44266	11536
12	2021-02-19	485700	2477	44085	12491
13	2021-02-18	483223	2616	43964	13036
14	2021-02-17	480607	2348	43823	13094
15	2021-02-16	478259	1353	43673	13607
16	2021-02-15	476906	1078	43553	13790
17	2021-02-14	475828	1366	43516	14038

Google Analytics for Business

Analytics 360 : paid version of Google Analytics intended for large businesses.



BENEFITS

- Meet the measurement needs of large advertisers and agencies with more customizations, greater scalability, and enterprise-grade support.
- Offer SLAs for many product features, such as data collection and processing, reporting, and attribution
- Monitor changes to your property with a change history that lets you see when settings are changed

Organize your data with Analytics 360

Sub-properties : Collect a subset of data from another property called the "source property".

Sub-properties are used for the purposes of:

- user governance (preventing access to data from one region to another)
- data governance (controlling what data is included or excluded from a property)

Consolidation property : include data from at least two source properties and source data from regular properties and sub-properties. Consolidation properties are used for the purposes of:

- Track activities across your products, brands or regions where you operate, combining data from multiple source properties
- Consolidation of several brands into one in order to benefit from a global overview of their performance.

Quizz Session

<https://forms.office.com/e/zPRr4hEn4j>

Google Analytics Preparation



SQL Workshop

Steven VINCENT - Burgundy School of Business -
March, 2025 -