Analytics 201

Drupal Govcon 2019
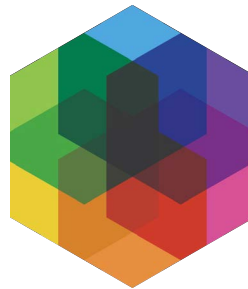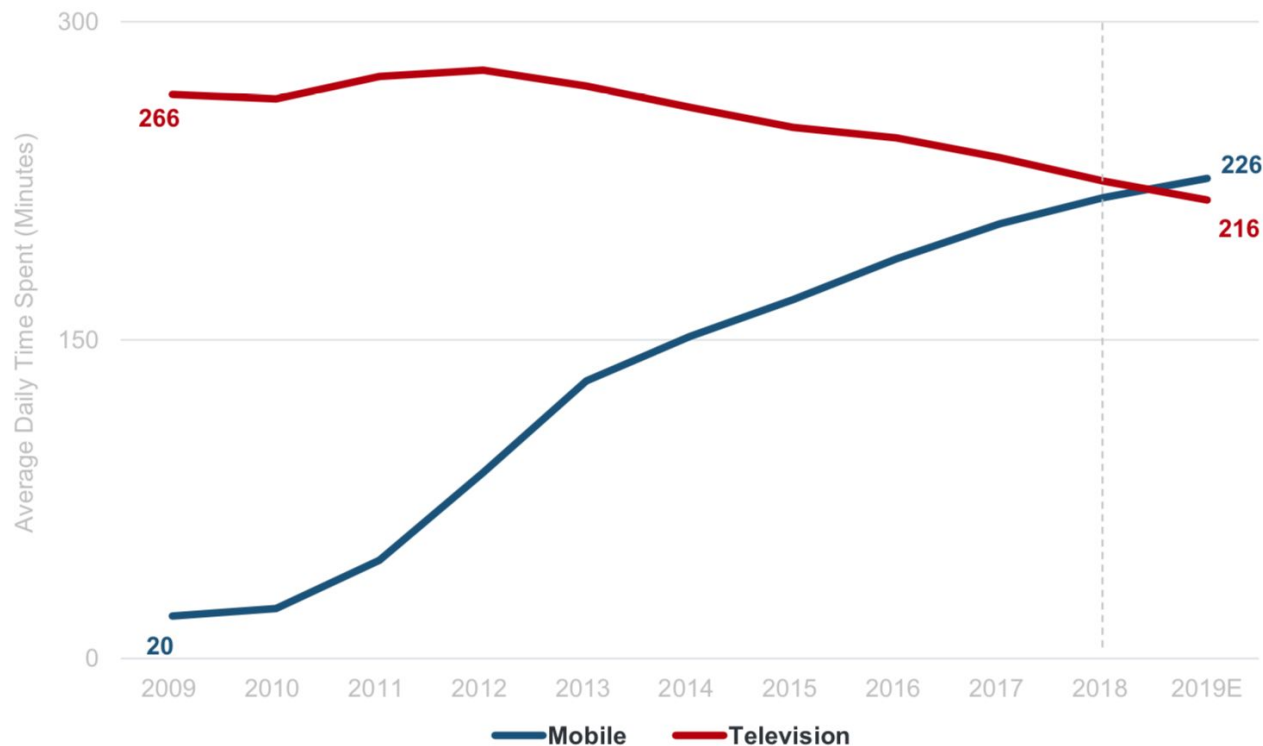
Andrew Mallis

CEO, Kalamuna

mallis@kalamuna.com | @andrew_mallis

I don't watch TV anymore

Television & Mobile Daily Time Spent (Non-Deduped), USA

Average Daily Time Spent (Minutes)

300

266

226

150

216

20

0

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019E
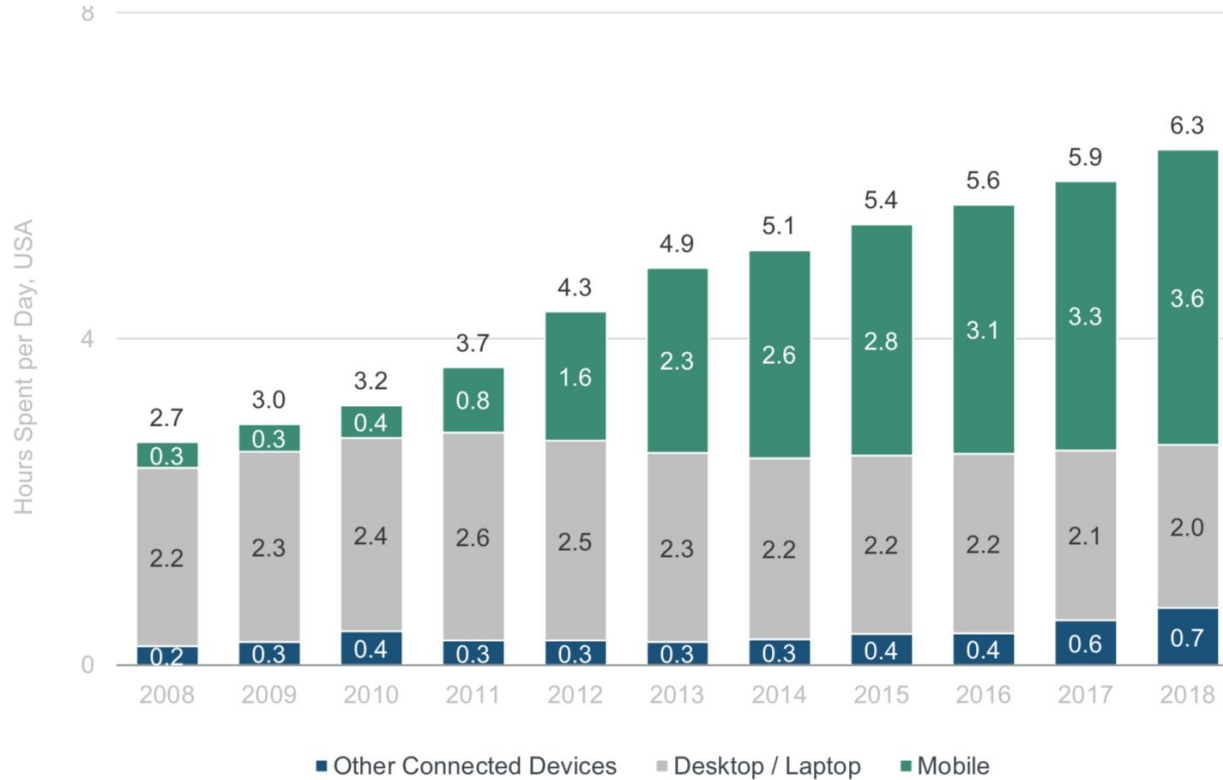
— Mobile — Television

Usage includes both home & work for consumers 18+.
Non-deduped as ties spent with each medium individually, regardless of multitasking.

Source: eMarketer (10/18).

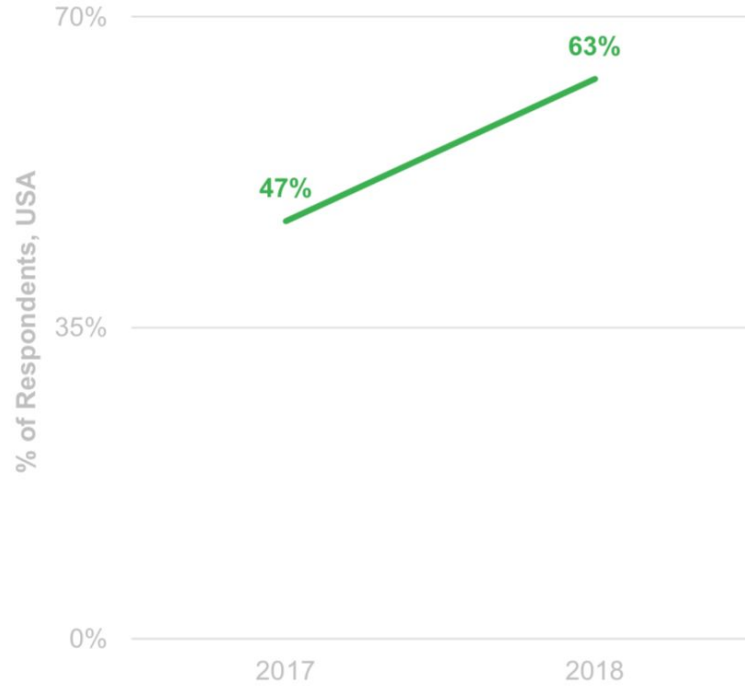# Daily Hours Spent with Digital Media per Adult User, USA

Note: Other connected devices include OTT & game consoles. Mobile includes smartphone & tablet.
Usage includes both home & work for consumers 18+. Non-deduped as ties spent with each medium individually, regardless of multitasking.
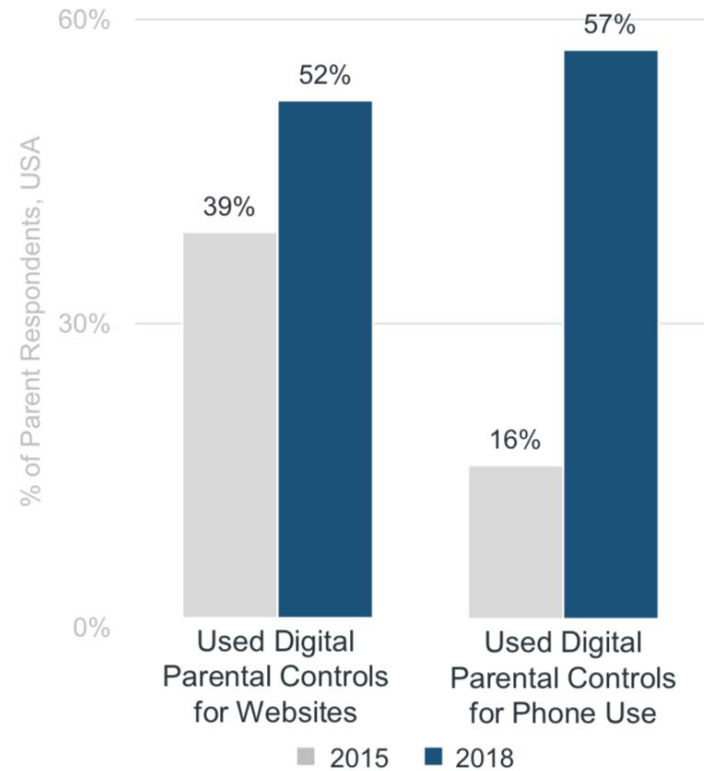
Scott McCloud, Understanding Comics

I think I spend too much time on my phone...

% of Adults Trying to Limit Personal Smartphone Use, USA

47% (2017) → 63% (2018)

Parent Actions to Regulate Children's Internet / Phone Usage

Used Digital Parental Controls for Websites	Used Digital Parental Controls for Phone Use
2015: 39% — 2018: 52%	2015: 16% — 2018: 57%

■ 2015   ■ 2018

Analytics reinforces the power of story

About Kalamuna
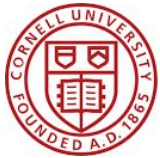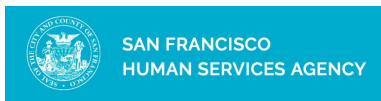
Based in Oakland
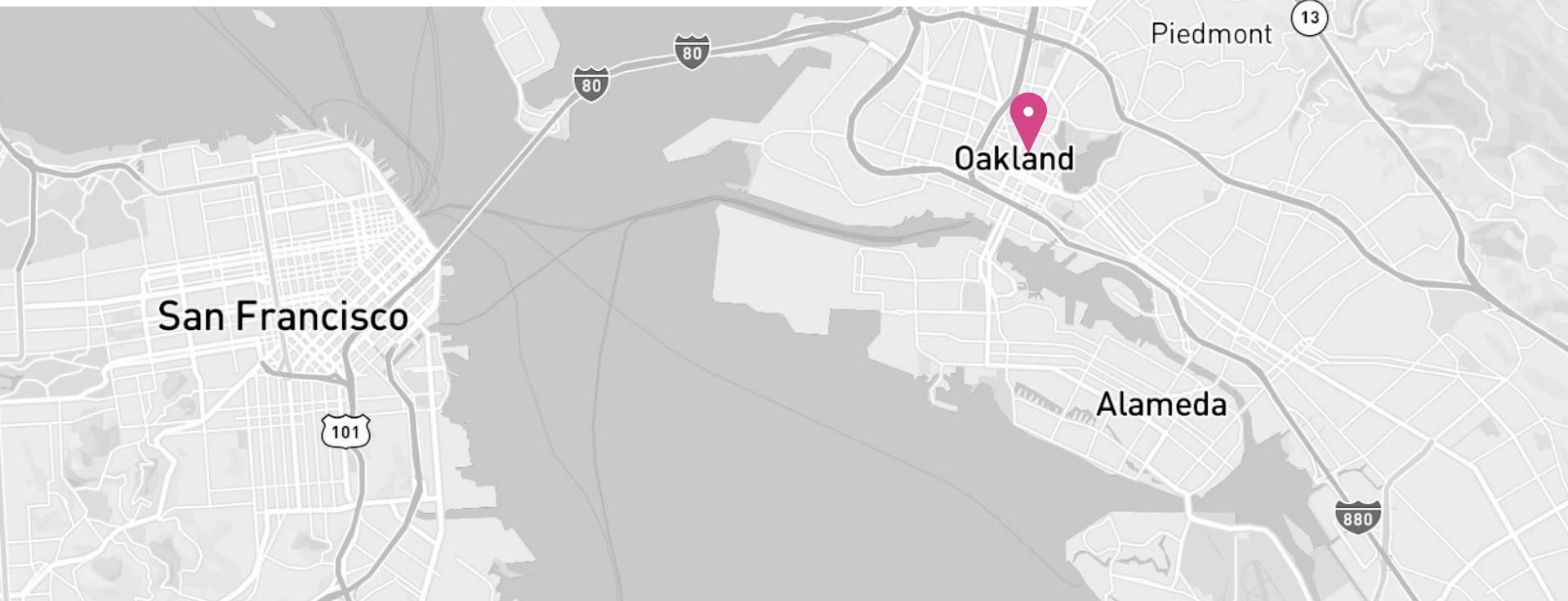
Widely distributed

We share our knowledge freely and actively in our community of practice

We build community as event organizers

In Loud, Loving Memory of Drupal 6

Join Us

In Loud, Loving
Memory of Drupal 6

Welcome to the
6
Mourning Party

Brought to you by:
KALAMUNA   FOUR KITCHENS

We foster community interactions founded in meaning and service
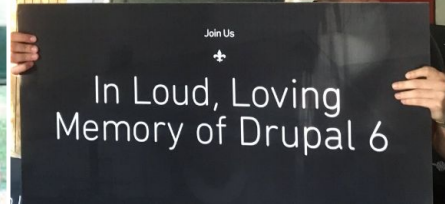
#drupal4good
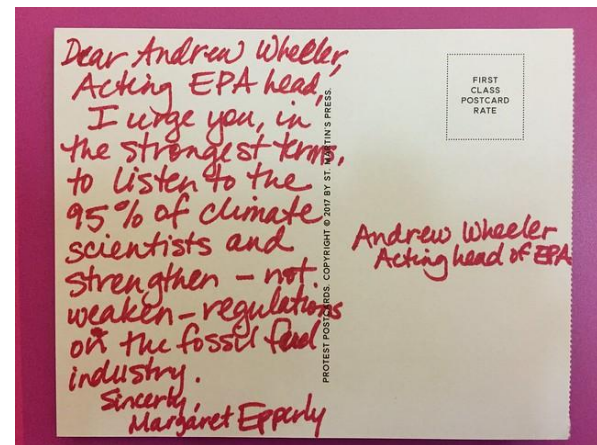
ACLU EFF PP

KALAMUNA

American Civil Liberties Union

Electronic Frontier Foundation

Planned Parenthood

STEP RIG UF

Send a elected official related to one nonprofits and $5 to that or

WE BELIEVE
BLACK LIVES MATTER
NO HUMAN IS ILLEGAL
LOVE IS LOVE
Women's Rights Are Human Rights
SCIENCE IS REAL
WATER IS LIFE

Dear Andrew Wheeler,
Acting EPA head,
I urge you, in the strongest terms, to listen to the 95% of climate scientists and strengthen — not weaken — regulations on the fossil fuel industry.
Sincerely,
Margaret Epperly

Andrew Wheeler
Acting head of EPA

FIRST CLASS POSTCARD RATE

PROTEST POSTCARDS. COPYRIGHT © 2017 BY ST. MARTIN'S PRESS.

I STAND WITH THE TRANS COMMUNITY

Human is Illegal

I'M WITH HER

DIVERSITY IS BEAUTIFUL

SHARE THE NET!

WOMEN'S RIGHTS ARE HUMAN RIGHTS

THERE IS NO PLAN B

IGNORANCE KILLS

PERSIST

THIS LAND WAS MADE FOR YOU AND ME

EQUALITY FOR ALL

JUSTICE

WE BELIEVE

WHEN WILL EQUALITY BE AN AMERICAN TRADITION

LOVE IS LOVE

LIBERTY JUSTICE

NEVERTHELESS, SHE PERSISTED

Why invest in analytics?

Analytics help you understand what works and what doesn't, so you can adjust your approach to your audience and have a greater impact.

Why do you have a website?

I may be analytical, but I'm no analyst.

Vadim Tchernine
Senior Analyst

Kalamuna

GA Tips, Tricks
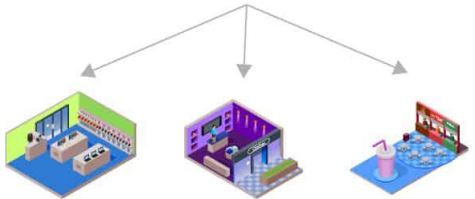# & Best Practices

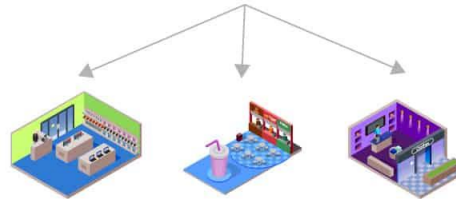# Users, Sessions, Pageviews

Person
A shopper

Trip To Mall
One trip

The Main Street Mall

Store
Store within mall

Electronics   Clothing   Food Court   Electronics   Food Court   Clothing

KALAMUNA

User
A real human (hopefully)
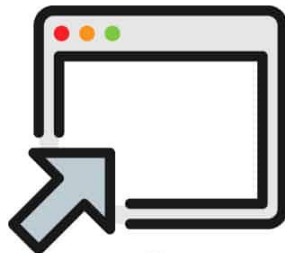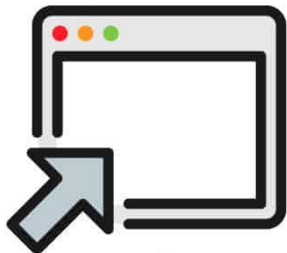
Session
Visit to a domain

Pageview
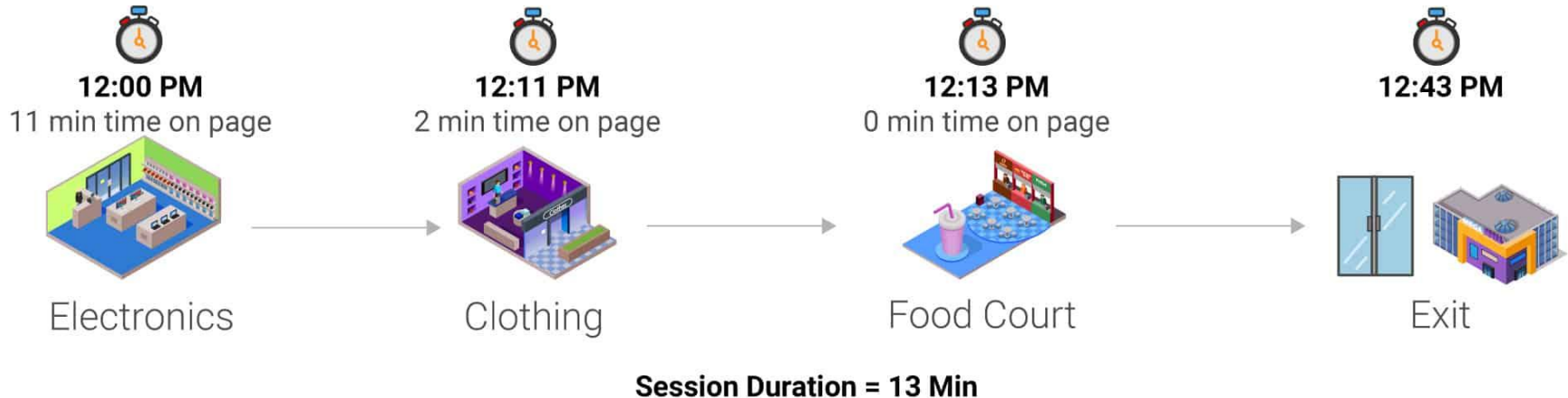Page within domain

/home /pricing /blog /home /contact /features

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Session

- ■ Begins when user visits a page with the tracking code

- ■ Each session is unique to a browser on a device

- ■ Typically ENDS after 30 minutes of inactivity

- ■ If visiting the site once an hour, a new session starts each time.

- ■ Google Analytics has no way to measure duration for the last page visited within the session

Session Duration

Looks at the total time spent across the entire session.
It includes exits on the last page, so it is considered a less
reliable metric since the last page will always have a value of 0.

12:00 PM
11 min time on page

Electronics

12:11 PM
2 min time on page

Clothing

12:13 PM
0 min time on page

Food Court

12:43 PM

Exit

Session Duration = 13 Min

Sessions only demonstrate traffic to your site, but **not user intent** once they've reached it.

Events add a level of granularity beyond page data.

http://bit.ly/2Yl5veK
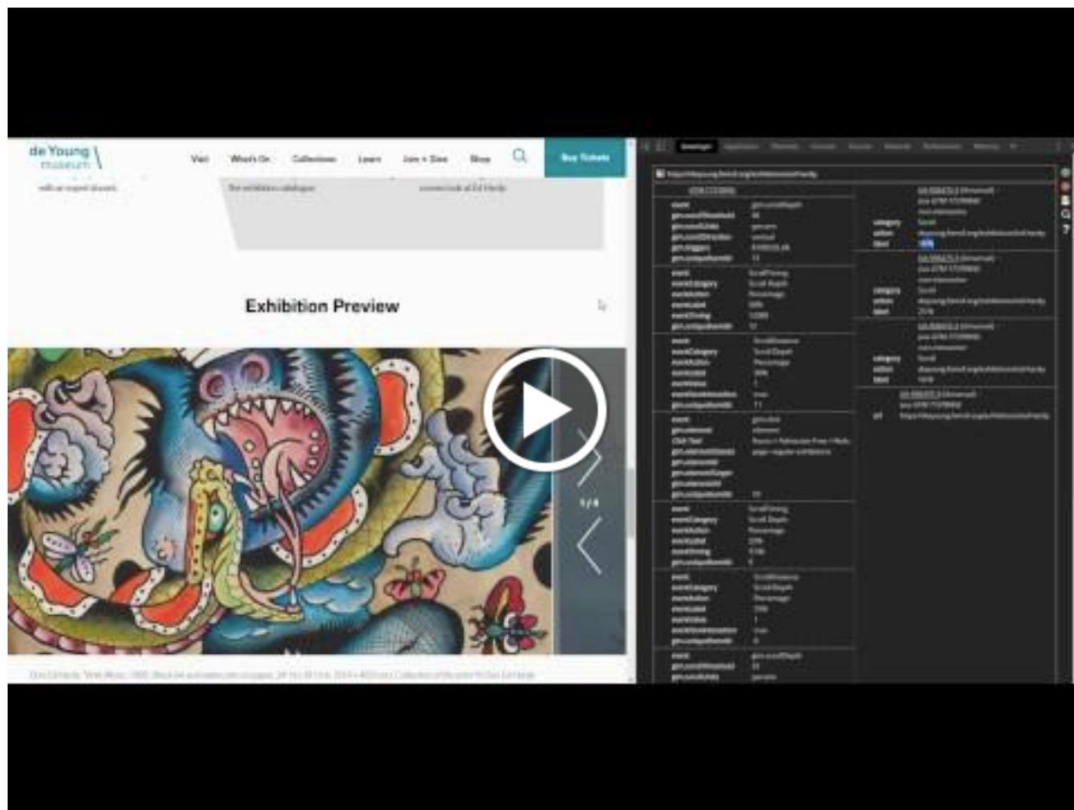
Use **events** to create more defined goals.

Goals in GA help measure **success**. You can either create them yourself or import them from the Solutions Gallery.
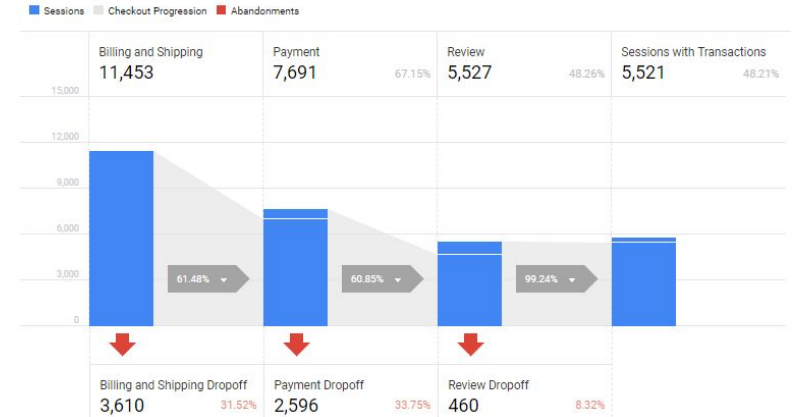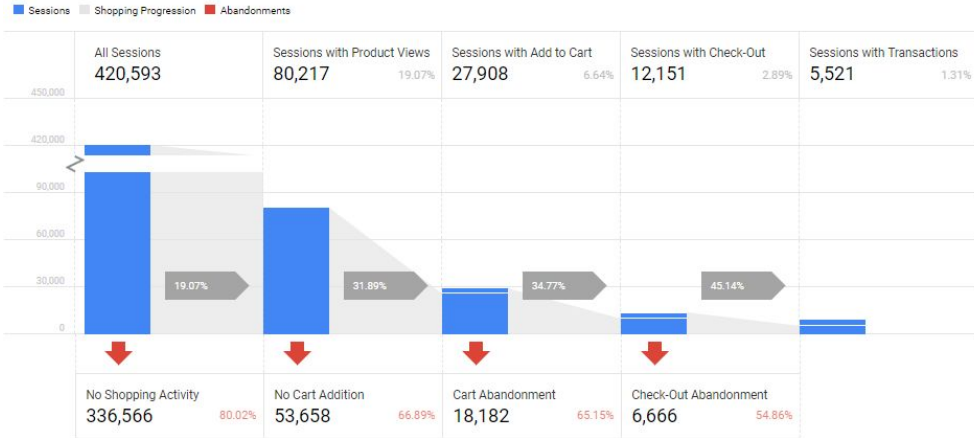
Goals

Goals

	Goal ↓	Id	Goal Type	Past 7 day conversions	Recording
☐	Email Contact Us	Goal ID 1 / Goal Set 1	Event	68	ON
☐	File Downloads	Goal ID 2 / Goal Set 1	Event	3583	ON
☐	Member Login	Goal ID 3 / Goal Set 1	Event	5014	ON
☐	Social Share	Goal ID 4 / Goal Set 1	Event	22	ON
☐	Video Play	Goal ID 5 / Goal Set 1	Event	17	ON

+ NEW GOAL   Import from Gallery   Search

Funnel Visualization

View Cart
73,333

73,333 ▶ ▶ 34,405

/checkout/cart/	11,404
(exit)	8,484
/	1,965
	1,836
	1,176

38,928 (53.08%)
proceeded to Start Checkout

Start Checkout
38,928

0 ▶ ▶ 12,582

(exit)	5,879
/checkout/cart/	3,128
/	530
/shipping-info	485
/firecheckout/	394

26,346 (67.68%)
proceeded to Checkout Completion

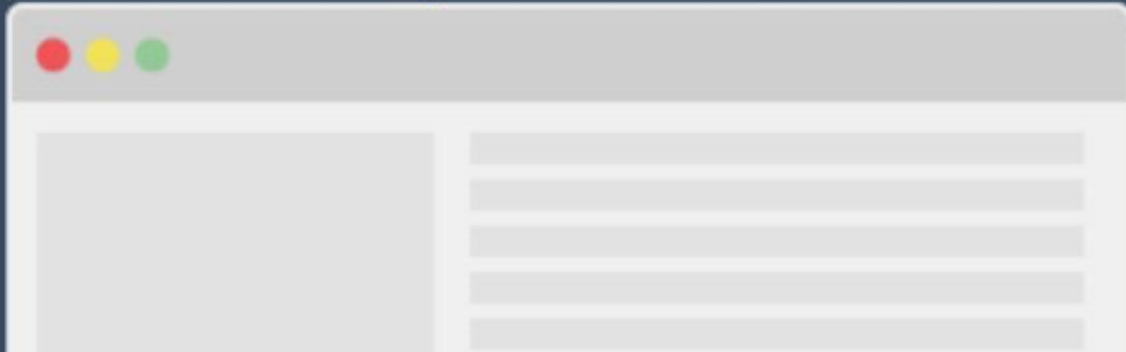**Checkout Completion**
26,346

0 ▶

35.93% funnel conversion rate

# Enhanced eCommerce Reports

Bounce Rate

Bounce Rate

■ A Bounce = a single page session

■ Bounce Rate is the the % of sessions that only saw 1 page

■ There is NO relationship to time spent

■ Sometimes visitors find what they want and Bounce. Success.

■ Most time-based metrics within GA, such as Average Session Duration, only include users who DID NOT bounce. If your Bounce Rate is 70%, that number is calculated using only 30% your overall traffic.

Data Collection

Views

- Only Data from point of creation forward

- The default View is called "All Website Data."

ORGANIZATION

ACCOUNT (123928328)

PROPERTY (UA-123928328-1)

VIEW   VIEW   VIEW   VIEW
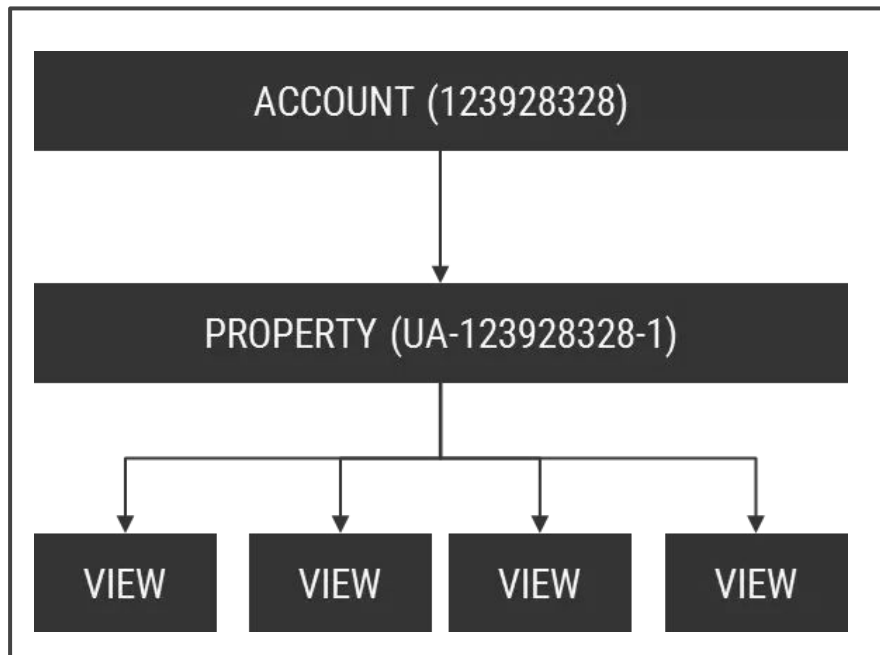
Create a Minimum of 3 Views for Every Property

The Master View is your working view. It's where you apply many different filters and modifications to get the most accurate and actionable data.

The Test View is where you test all of your filters first. Also where traffic from staging, localhost and other non production environment can go.

The Raw Data View is untouched by filters that alter the data collection process for safekeeping in case something goes wrong in your working view(s).

Filters

- Use them to exclude your organization from your traffic, to ensure you are only seeing data on your real customers

- Remove query parameters that are polluting your reporting

- Once data is filtered out, you can't get it back

Segments

Customizable subsets of visitors based on user, session, or page info.

- ■ Mobile Traffic

- ■ Single Session Users

- ■ Female users 35-44 in California

- ■ Users that performed a certain activity

- ■ Can be added to any report and work retroactively

Site Search

Ensure that you have enabled site search in each of your **views**. This the most specific information about **user intent** you are likely to get.

Look for the parameter after the question mark.

https://www.yoursite.edu/en/search?query=best+program

Site Search Settings

Site search Tracking ? optional

ON

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

search

✓ Strip query parameters out of URL ?

Sending out emails and being active on social media, but your main source of traffic is Direct?

UTM parameters in your links help Google Analytics understand where traffic is coming from and what campaign it belongs to.

UTM Parameters in URLs

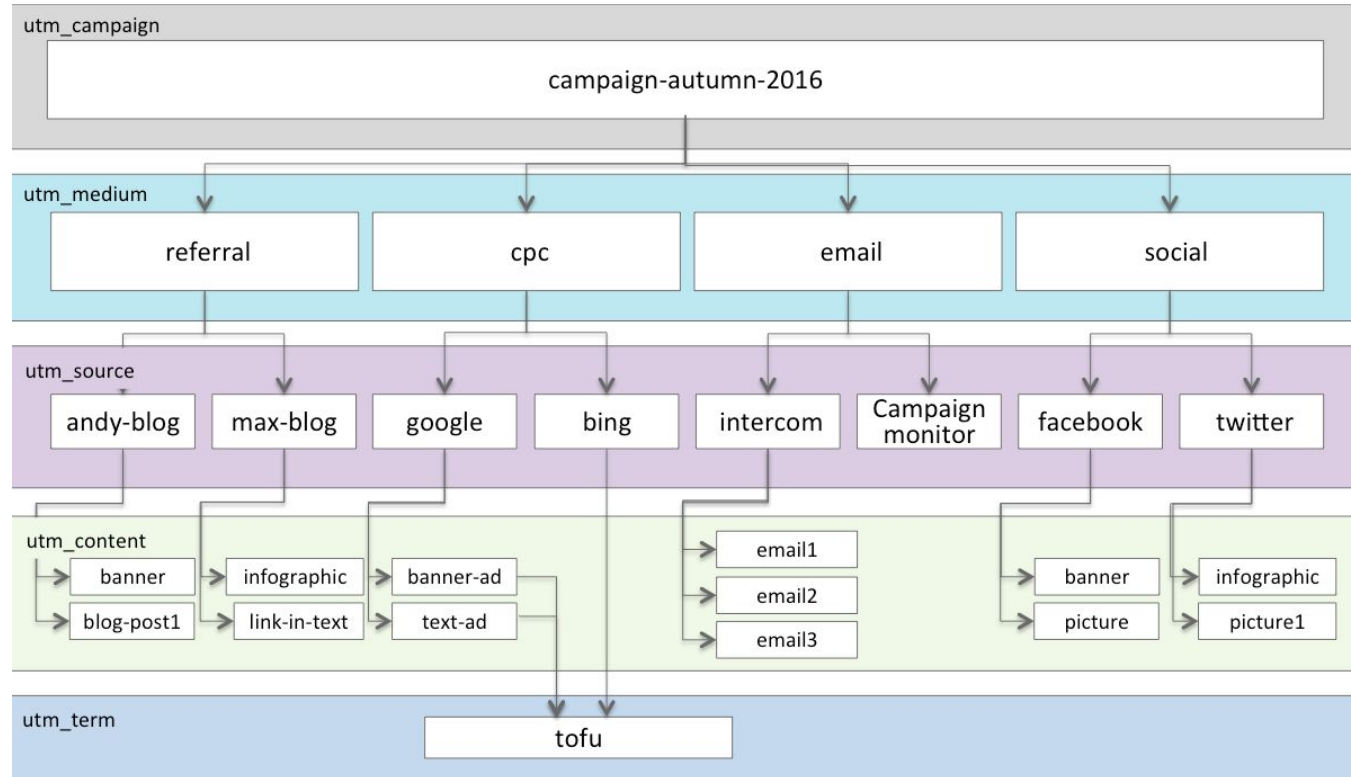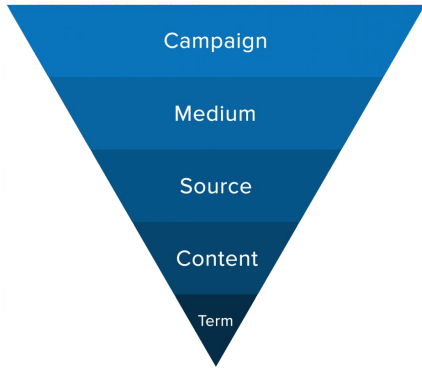Where is the traffic coming from?

Why is the traffic going there?

http://optimising.com.au/?utm_source=mailchimp&utm_medium=email&utm_campaign=newsletter

Where is the traffic going?

How is the traffic getting there?

UTM Hierarchy & Strategy

UTM Parameters

There are five primary dimensions under your control that can be used for slicing up the traffic data. Three are required, while the other two are optional.

1. **Campaign**
   The name of the campaign. Your campaign typically spans across multiple platforms, including offline.

2. **Medium**
   The marketing medium, e.g., cpc, organic, email.

3. **Source**
   The referrer of the visits, e.g., google, facebook, bing, nytimes.

4. **Content** - Optional
   Allows us to add granularity to the audience or content, e.g., email #4, blue banner, male segment.

5. **Term** - Optional
   Used for paid traffic only. Keyword when used for search ads. For other ad platforms, it is typically used for identifying the audience or the level below the campaign. For example, the ad set in Facebook.

UTM Best Practices

- Use a generator service ([utm.io](utm.io)) or Google Sheet to **standardize** UTMs

- All characters should be **lowercase**

- No spaces between words – use **dashes** if necessary.

- Do not use special **characters**, such as &.

- Do not create **manual** Google Ad UTMs

- For social channels, its best for medium to be the broad category and say "**social**", with source being the specific network. Email already follows this convention.

- Keep naming conventions and parameters **consistent**, even across different traffic sources

Search Console

- Connect Search Console (Webmaster Tools) to GA to understand Organic Search performance, improve SEO, and identify broken links

- Search Console keeps data for the last 16 months. As a result, SEO reports in Analytics also include a maximum of 16 months of data.

- Search Console data is always 48 hours behind
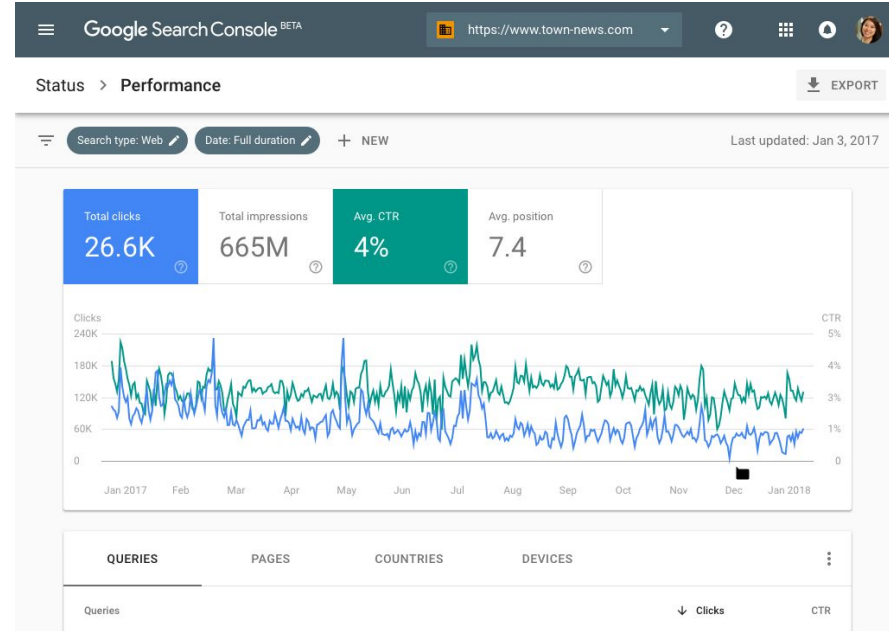
Google Tag Manager

Use Google Tag Manager to deploy all scripts

Drupal™

Download & Extend

Drupal Core   Distributions   **Modules**   Themes

GoogleTagManager

[View]   Version control   Automated testing

By solotandem on *19 February 2014*, updated *26 February 2018*

This Google Tag Manager project allows non-technical stakeholders to manage the analytics for their website by triggering the insertion of tags and tracking systems onto their page(s) via Google's Tag Manager (GTM) hosted application.

https://www.drupal.org/project/google_tag

---

1 Choose Product

Google Analytics	Google AdWords	doubleclick *by Google*	adometry	Google consumer surveys
Google Trusted Stores	AdRoll	Marin	comSCORE	Linkedin
clicktale	crazyegg	dstillery	TURN	VisualDNA
criteo	affiliatewindow *part of the name group*	EULERIAN TECHNOLOGIES	Mediaplex	mouseflow
neustar	nudge	Perfect Audience Pi...	SearchForce	Tradedoubler
VeInteractive				

Google Tag Manager

- Connect 3rd party tags (Google Analytics, Adwords, Facebook, Crazyegg, etc)

- Enable/disable without code pushes (go, Marketers!)

- Tags with GTM load asynchronously

- Create Tags, Triggers, and Variables

- Track types of clicks like email, outbound links, pdfs, etc

- Add a dataLayer to customize data captured > required for eCommerce

Tags

Default Workspace >

Search

- Overview
- **Tags**
- Triggers
- Variables
- Folders

Tags

Name ↑	Type	Firing Triggers	Folder	Last Edited
CU - YouTube Tracking - LunaMetrics Plugin	Custom HTML	👁 P Viewed Any Page	YouTube Tracking Plugin	7 months ago
GA Viewed Page	Google Analytics - Universal Analytics	👁 P Viewed Any Page	Site Tracking	7 months ago
GAE Downloaded File	Google Analytics - Universal Analytics	🔗 E Downloaded File	Site Tracking	7 months ago
GAE Email Link Clicked	Google Analytics - Universal Analytics	🔗 E Clicked Email Link	Site Tracking	7 months ago
GAE Outbound Link Clicked	Google Analytics - Universal Analytics	🔗 E Outbound Link Clicked	Site Tracking	7 months ago
GAE Reached Scroll Depth	Google Analytics - Universal Analytics	◇ E Heard Scroll Timing Ping	Site Tracking	7 months ago
GAE Submitted Form	Google Analytics - Universal Analytics	✓ E Submitted Any Form	Site Tracking	7 months ago
GAE Telephone Link Clicked	Google Analytics - Universal Analytics	🔗 E Clicked Telephone Link	Site Tracking	7 months ago

New

Save hours by automating your GTM set-up with **gtmbot.io**

http://bit.ly/32OqbQ1

Data Validation

Tag Assistant (by Google)

Offered by: Google

★★★★☆ 1,124 | **Developer Tools** | 👤 1,685,104 users

G By Google
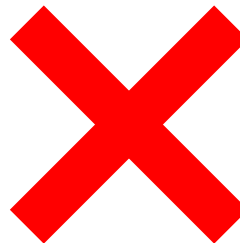
Nikki Kuhlman Modified Jan 24, 2019 ★★★☆☆

It's an extremely useful extension for my job BUT, lately, it's been failing a lot, where I have to remove the extension and then re-install it. When it works, it's five stars. But when it fails, especially in the middle of a conference call with a client, it's not good.

Josh Deltener Modified Aug 29, 2018 ★☆☆☆☆

Seems very unreliable/simple detection especially when working with single page apps.

It shows same tag included multiple times (GTM or even GTag) but it's impossible from my end as it's only in the DOM once and on the first page hit.

GTM preview mode clearly shows things firing as expected, but this tool doesn't reflect the same and sends you on a wild goose chase.

Jessa Elsasser Modified Sep 28, 2018 ★☆☆☆☆

I loved this extension at first and would still love it if it worked properly. At random times I click it and nothing happens, it just stops working, it doesn't matter what page I'm on or if I quit and reopen the browser it just completely stops working and the only way to fix it is to uninstall and reinstall. This happens A LOT and it's really annoying. Google, get it together, you are better than this, it is a simple extension, make it work!!!!!!!

Was this review helpful? ○ Yes ○ No | Reply | Mark as spam or abuse

HardRockL1L Apr 18, 2019

yeah, I am running into the same issue whenever I click on the icon for it, it just popped up asking if I want to enable on checking for other tags and if I want to inspect all pages or specific page, then once choose an option, it doesn't do anything! So frustrate! I removed and re-added the plug-in over and over, yet still not working!

dataslayer

Offered by: bearcla.ws

★★★★★ 65 | Developer Tools | 👤 53,622 users

	UA-936475-3 (Universal) +
	(via GTM-T73TW6V)
category	Newsletter Click
action	Sign up for our newsletter
label	deyoung.famsf.org/exhibitions/ed-hardy

	UA-936475-3 (Universal) +
	(via GTM-T73TW6V)
category	Buy Tickets - DeYoung
action	deyoung.famsf.org/exhibitions/ed-hardy

	UA-936475-3 (Universal) +
	(via GTM-T73TW6V)
	non-interactive
category	Scroll
action	deyoung.famsf.org/exhibitions/ed-hardy
label	90 %

General

☐ use three-column layout where available
☐ swap TMS columns
☑ show data layer presence
☐ auto-collapse nested data layer variables
☐ auto-collapse gtm.* events
☐ hide empty data layer variables
☐ show array indices
☐ show navigation timestamps
☑ show friendly names for query parameters where available
☐ block tags from firing (experimental, requires Chrome dev/beta chann
☐ don't decode query string values

Update interval (seconds)
(for: Launch data elements, Tealium data layer, TagCommander, additio
(0 to disable autoupdate)

`10`

Tags

☑ show Universal Analytics tags
☑ show GA Classic tags
☑ show Floodlight tags
☐ show Adobe Analytics tags

Ignored IDs (separated by semicolons)

`UA-XXX-Y;UA-AAA-B`

Additional data layer objects (separated by semicolons)

`digitalData;testDataLayer`

Beyond Google Analytics

Google Analytics alternatives

Google Data Studio

eCommerce Overview

Device

Channel

Jan 1, 2019 - Jan 31, 2019

eCom Conv Rate	Revenue	Transactions	Avg. Order Value	Per Session Value
0.09%	$370.48K	370	$1.00K	$0.92
↑ 20.0%	↑ 58.6%	↑ 88.8%	↓ -16.0%	↑ 0.9%

Live Data Dashboards

Channel	Source / Medium	Campaign	Sessions ▾	% Δ	Revenue	% Δ	eCom Conv Rate	% Δ
Organic Search	google / organic	(not set)	201,722	39.9% ↑	$113,525	79.3% ↑	0.03%	23.9% ↑
Direct	(direct) / (none)	(not set)	84,744	48.2% ↑	$79,652.5	217.3% ↑	0.17%	39.7% ↑
Social	m.facebook.com / referral	(not set)	21,472	578.6% ↑	$0	-	0.00%	-
Social	linkedin			234.4% ↑	$1,905		0.01%	
				28.7% ↑	$9,997.5	115.7% ↑	0.05%	55.4% ↑
				86.8% ↑	$0		0.00%	
				-	$0		0.00%	
				344.2% ↑	$0		0.00%	
Grand total			403,922	57.3% ↑	$370,475	58.6% ↑	0.09%	20.0% ↑

Product	Product Revenue	Quantity ▾	Avg. Price
All-Access Pass	$196,395	287	$684.3
Conference-Only ...	$174,030	75	$2,320.4
One-Day Pass: Tue...	$0	7	$0
Volunteer Pass	$50	1	$50

1,500

$1,056.53

98

$857.54

113

2K

1.5K

$1,594.5

96

$1,014.0

54

$1,147.74

31

$676.9

5

Avg. Order Value

Transactions

Avg. Order Value

Interactive reports
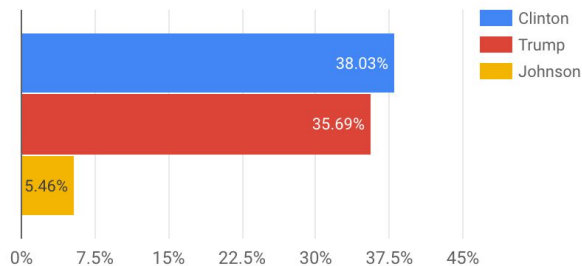
Fun

What happened to M Night Shyamalan?

In 1999 following the release of a low budget independent film Praying with Anger (1992), and his first major motion picture Wide Awake (1998), M Night Shyamalan directed The Sixth Sense a box office smash hit that grossed half a billion dollars at the box office.

Gross Box Office Revenue (Adjusted for inflation)

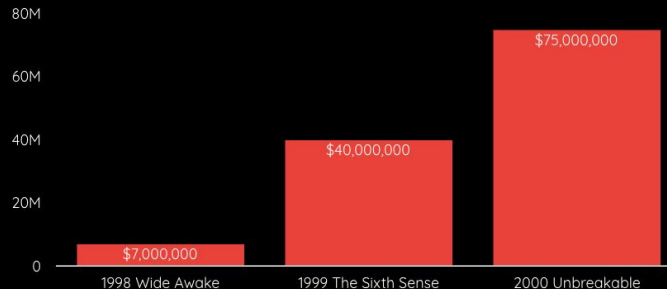|	
600M	
400M	$498,635,200
200M	
0	$521,000
	1998 Wide Awake	1999 The Sixth Sense

The Sixth Sense

IMDB Rating	Gross Box Office
8.1	$498.64M

Award Wins	Box Office ROI
32.0	733.77%

Estimated Budget

80M	
60M	$75,000,000
40M	$40,000,000
20M	
0	$7,000,000
	1998 Wide Awake	1999 The Sixth Sense	2000 Unbreakable

Riding high of the success of The Sixth Sense, $75 million was invested into M Night's next project "Unbreakable".

Search

Google Connectors (18)

Connectors built and supported by Data Studio. Learn more

File Upload
By Google

Connect to CSV (comma-separated values) files.
Learn more

BigQuery
By Google

Connect to BigQuery tables and custom queries.
Learn more

Connector Gallery

Cloud SQL for MySQL
By Google

Connect to Google Cloud SQL for MySQL databases.
Learn more

Display & Video 360
By Google

Connect to Display & Video 360 report data.

Extract Data
By Google

Connect to Extract Data Learn more

Google Ad Manager 360
By Google

Connect to Google Ad Manager data. Learn more

Google Ads
By Google

Connect to Google Ads performance report data.
Learn more

Google Analytics
By Google

Connect to Google Analytics reporting views.
Learn more

Google Cloud Storage
By Google

See your files in Google Cloud Storage. Learn more

Google Sheets
By Google

Connect to Google Sheets. Learn more

MySQL
By Google

Connect to MySQL databases. Learn more

PostgreSQL
By Google

Connect to PostgreSQL databases. Learn more

Search Ads 360
By Google

Connect to Search Ads 360 performance reports.

Search Console
By Google

Connect to Search Console data. Learn more

3rd party Connectors

Page Modified
By Page Modified

Automatically pull your crawl data into Data Studio with the Page Modified Data Studio Connector. Learn more

PayPal
By Power My Analytics

Free Trial! Analytics Importer PayPal Connector connects PayPal Transaction data into Data Studio. Learn more

Pinterest
By Supermetrics

#1 Connector for Pinterest. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. Learn more

Pinterest Analytics
By Power My Analytics

Free Trial! Analytics Importer Pinte Connector connects Pinterest Ana Studio. Learn more

Reddit
By Supermetrics

#1 Connector for Reddit reporting. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. Learn more

Rival IQ Social Analyti
By Rival IQ

Pull social media and SEO analytic account into Google Data Studio. I

Search Ads 360
By Supermetrics

#1 Connector for Google Search Ads 360. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. Learn more

SEMrush
By Supermetrics

#1 Connector for SEMrush. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. Learn more

ShareASale Merchant
By Power My Analytics

Free Trial! Analytics Importer ShareASale Connector pipes ShareASale Merchant data into Data Studio. Learn more

ShufflePoint Preview
By ShufflePoint, Inc.

ShufflePoint's Data Studio Commu allows you to query digital services Query Lang... Learn more

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Google Data Studio alternatives

More Tools
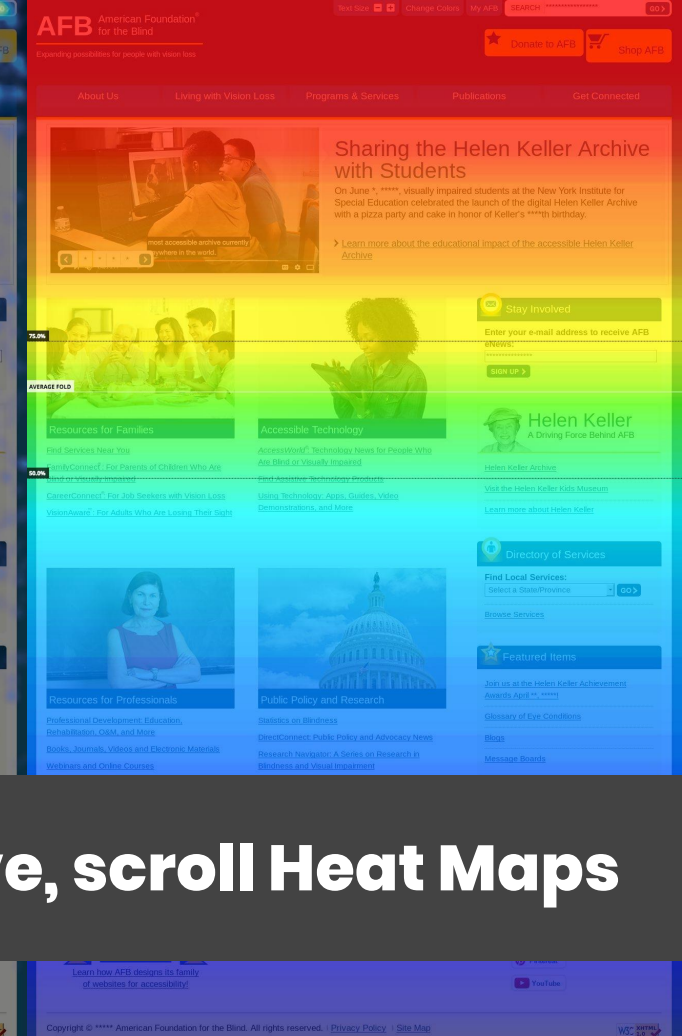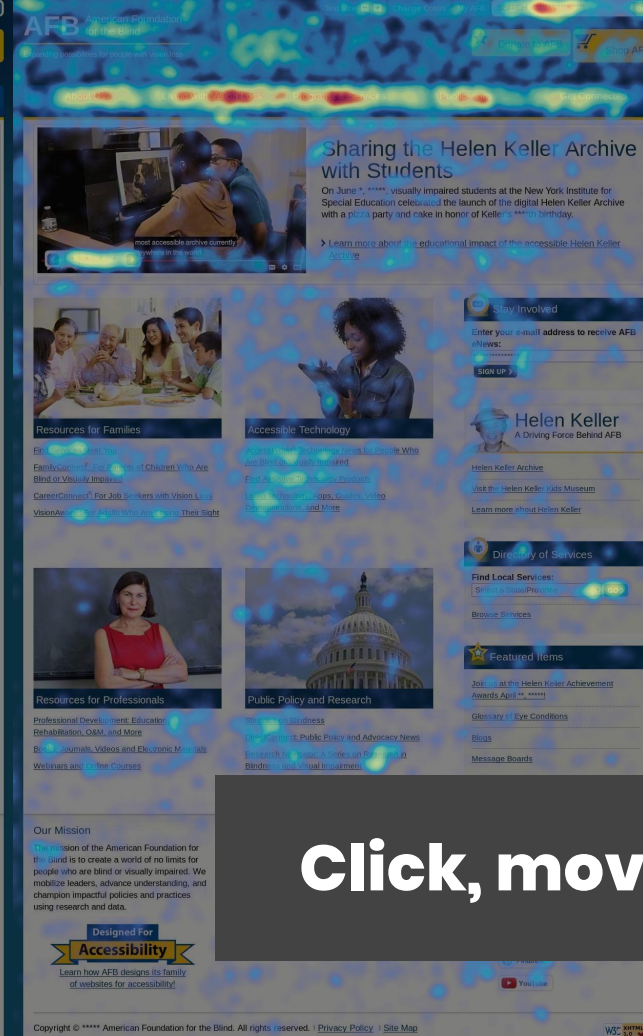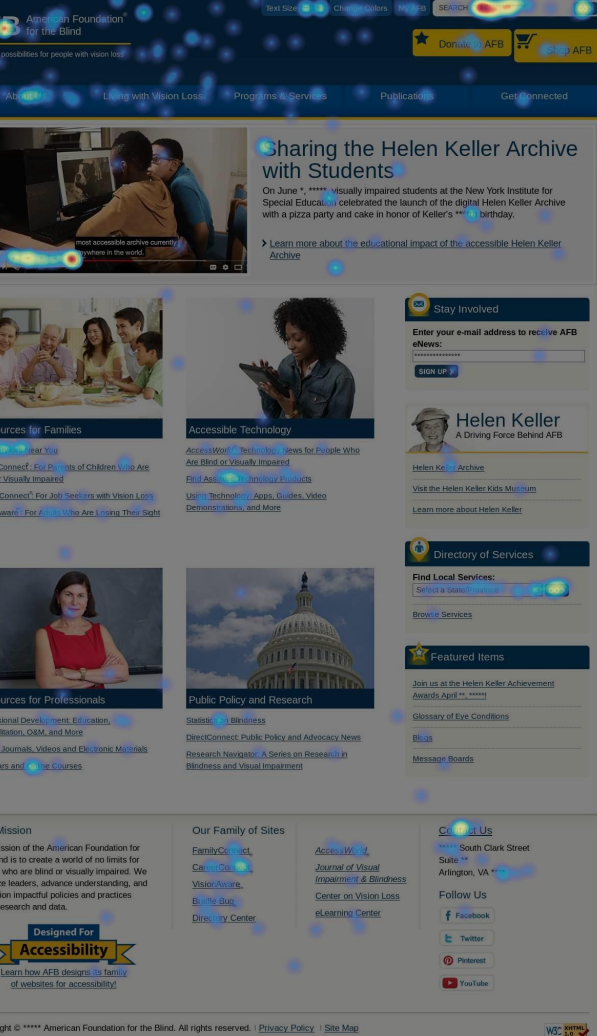
Click, move, scroll Heat Maps

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Alumni & Donors

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3.8%   Annual Giving

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> Make a Gift

Estate & Planned Giving

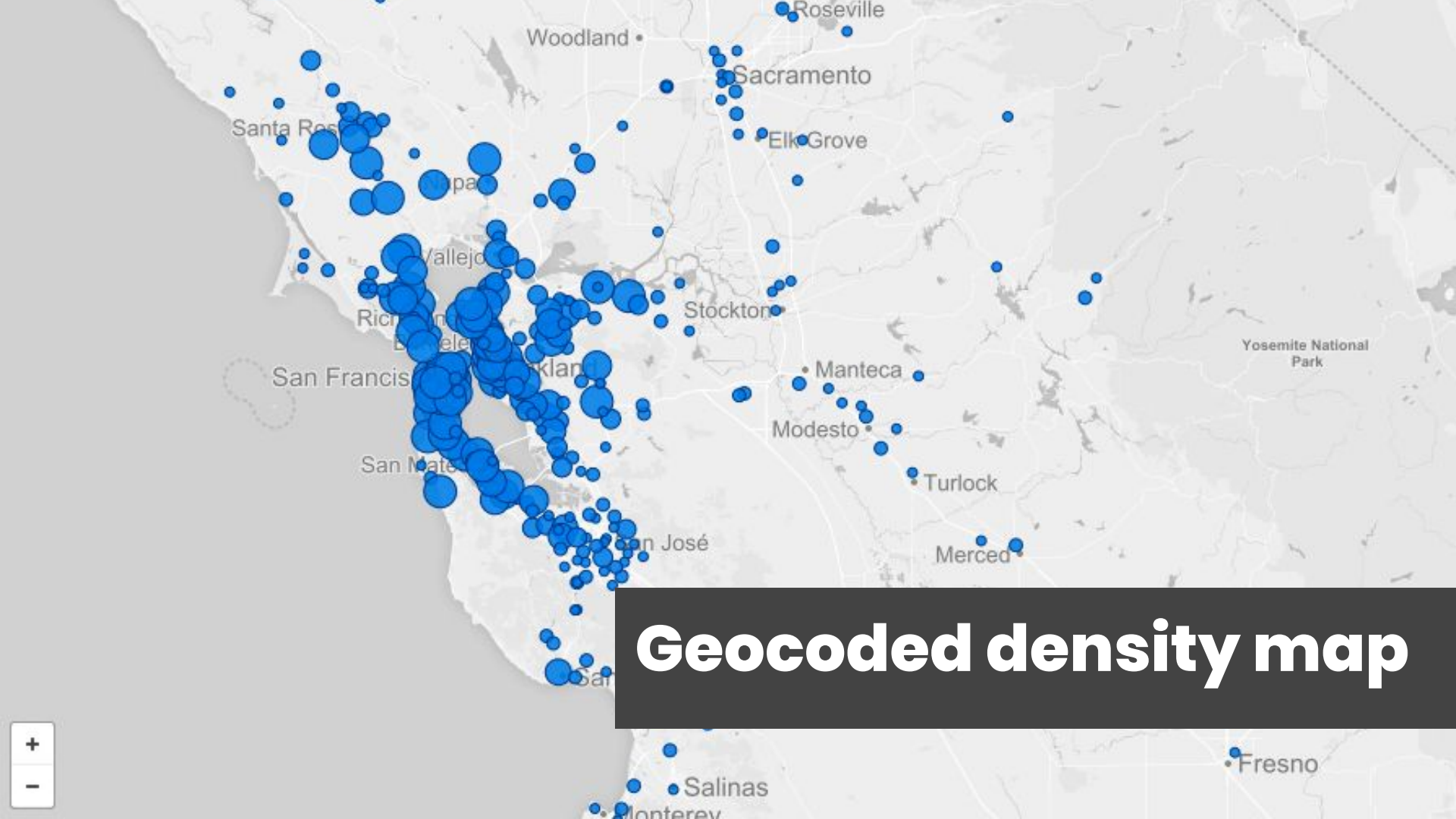Gifts through estate planning are a great way to support Ketter Bequests, gift annuities, life insurance, and other financial plan advantages for the donor and their heirs. Con[1.9%]to discuss University can help you achieve your financial goals. Cara Bod

Geocoded density map
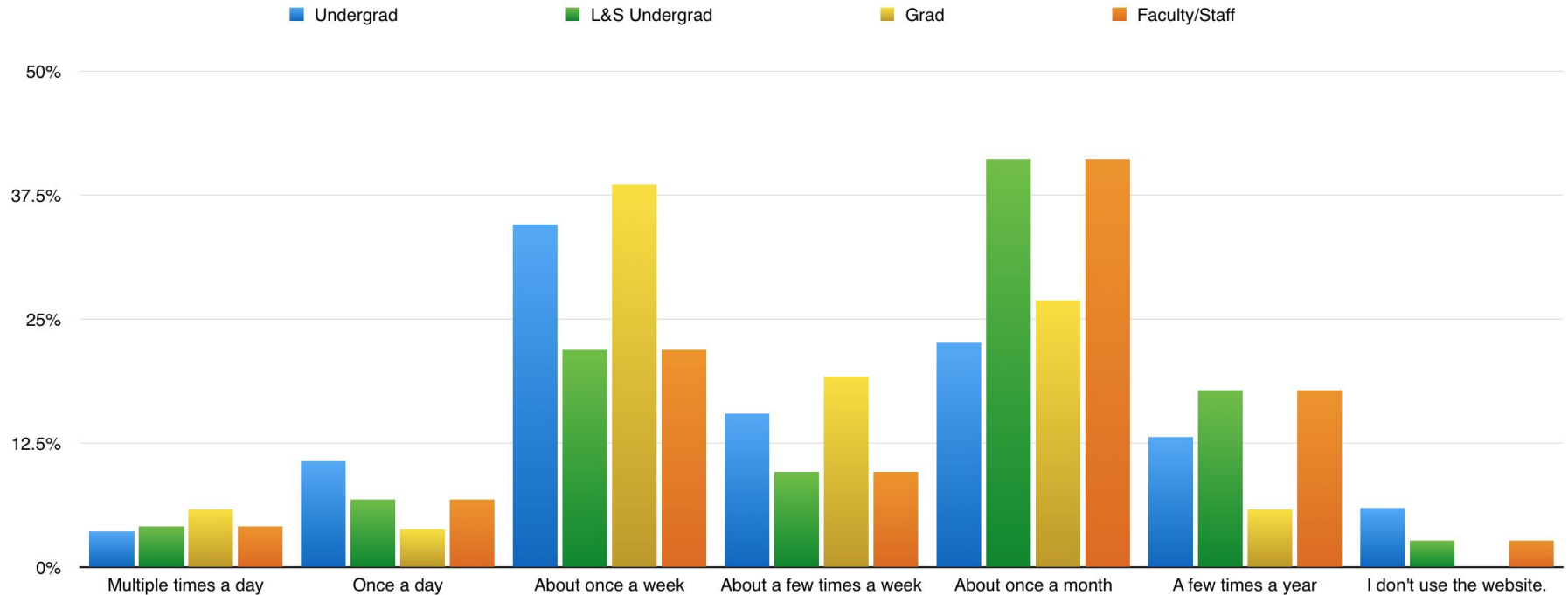
Learning More

Bond Internet Trends 2019

bondcap.com/report/it19

Google Analytics Demo Account

analytics.google.com/ analytics/web/demoAccount

E-Commerce Demo - dataLayer Examples

enhancedecommerce.appspot.com

Free tips and tricks (with links)

bit.ly/ga-tips-10

Google Analytics
Tips, Tricks, and Best Practices

v1.0 – July 24, 2018

Thank You!

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