Marketing Academy:

Applying Your Analytics

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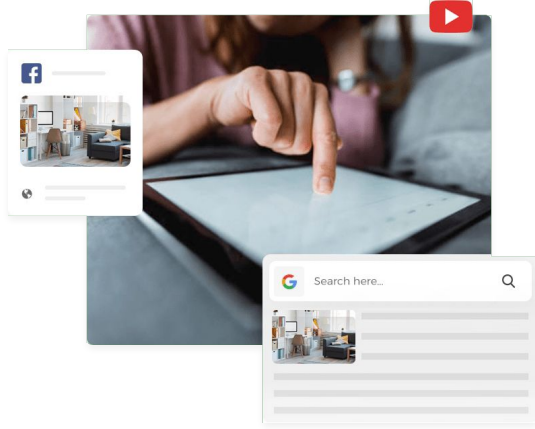*Conversion Logix*

Nick Danford
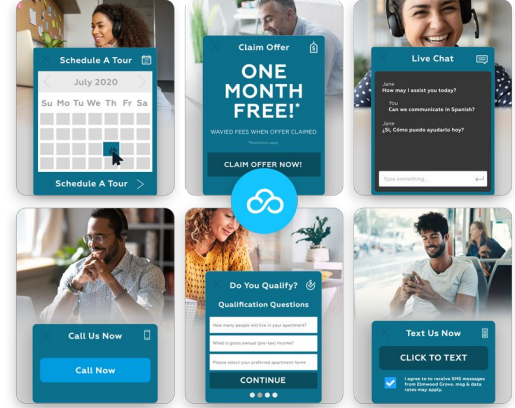Agency Development
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Analytics Overview
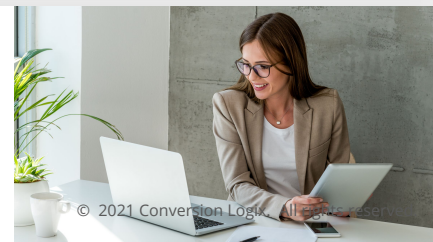
New Engagement Metrics in GA4

New Features & Tools in GA4

What the Future Holds

Learning Objectives for This Training

Know What's New in GA4

Create the Right Reporting Set Up for Your Site

Be Able to Find, Use & Interpret New Metrics, Features & Tools

Part 1
Analytics Overview

How Website Tracking Works

Google Analytics

Google Analytics is the marketing industry's most popular platform for tracking website behavior.

UTM Tags

By adding UTM tags to links in your marketing campaigns you can track the source of your campaigns in Google Analytics.

Conversion Tracking

In Google Analytics you can set up event tracking which allows you to define what a conversion on your website is and monitor how successful your campaigns are at driving conversions.

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GA4 vs. Universal Analytics

How GA4 Differs From Universal Analytics

GA4 focuses on individual user data rather than pages or sessions like UA. It utilizes more machine learning and touch points to try to paint a picture using individual user data, even when aggregated together.

Biggest Changes

- Multi-Touch Attribution
- Engagement Metrics
- Event Creation
- Report building tools

Existing Accounts

Keep Using Your Existing UA Account

- GA4 does not yet support an API connection between other reporting platforms. This means you won't get GA4 data in your existing reporting platforms for a while.
- By keeping your current Universal Analytics account you will be able to look back at historic data.

Launch GA4 in Addition to Your Current Account

Google has recently launched the capability to link your GA4 account and your UA account so that your GA4 account pulls in the settings from your UA account, including events.

Get Started Using the New Setup Assistant

The new assistant will create a GA4 property for you without requiring a new tag or impacting your current account.

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GA4 Setup Assistant
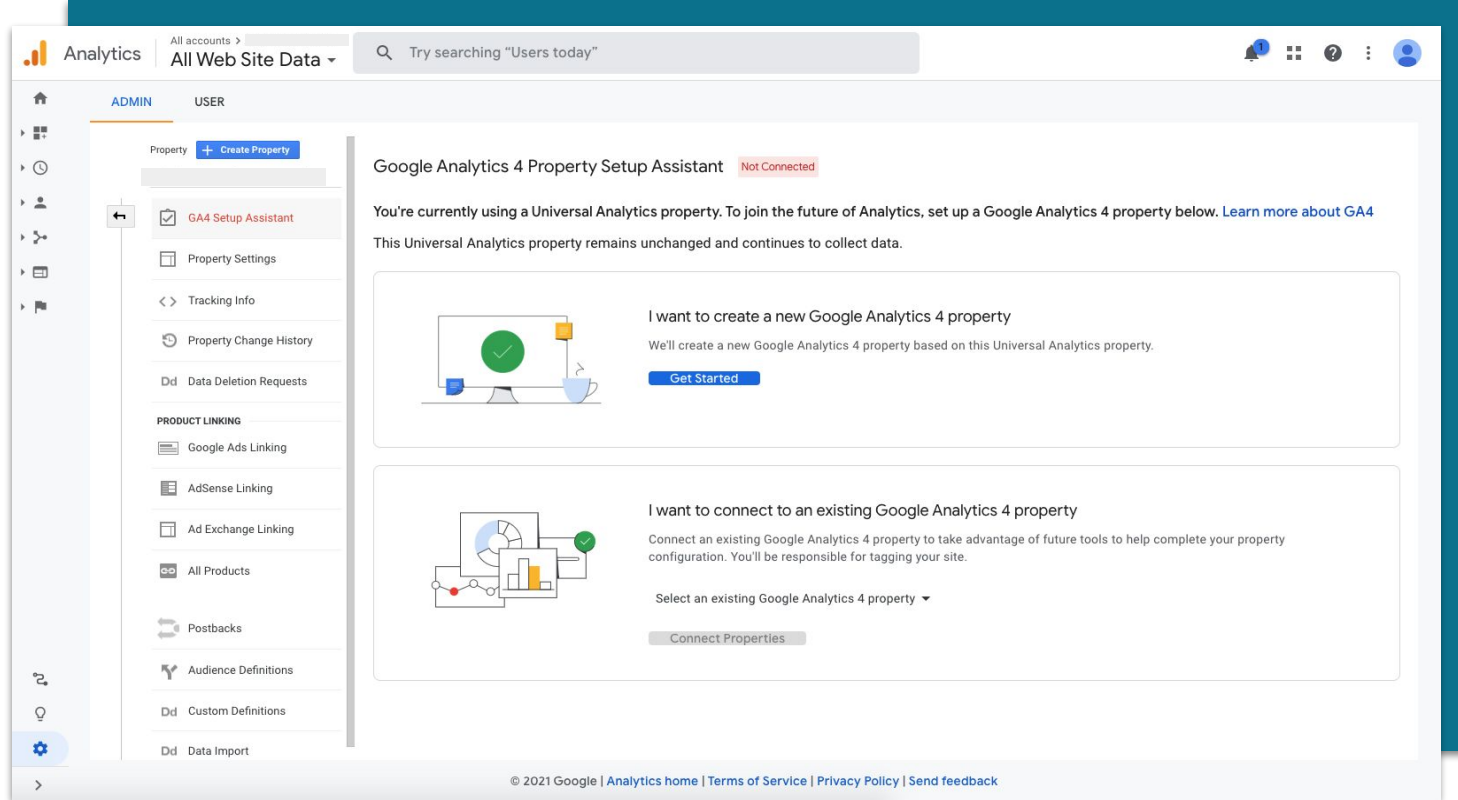
New Accounts

Create a GA4 Account & UA Account

- The default platform for new Google Analytics users is GA4.
- When you setup your new account you can select the option to create a Universal Analytics property at the same time.

Add Your Tracking Code to Your Website

Once you create an account you will need to add a tracking code to your website.

Wait 24 Hours

It can take up to 24 hours to start seeing events in GA4 and website traffic populating in your accounts.

Part 2

New Engagement Metrics in GA4

New Metrics

Google Analytics 4	Universal Analytics
Engaged Session	Session
Engaged Sessions Per User	Pages/Session
Average Engagement Time	Average Session Duration
Engagement Rate	Bounce Rate

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Engaged Session

Definition

The number of sessions that last longer than 10 seconds, had a conversion event, or had 2 or more screen or page views.
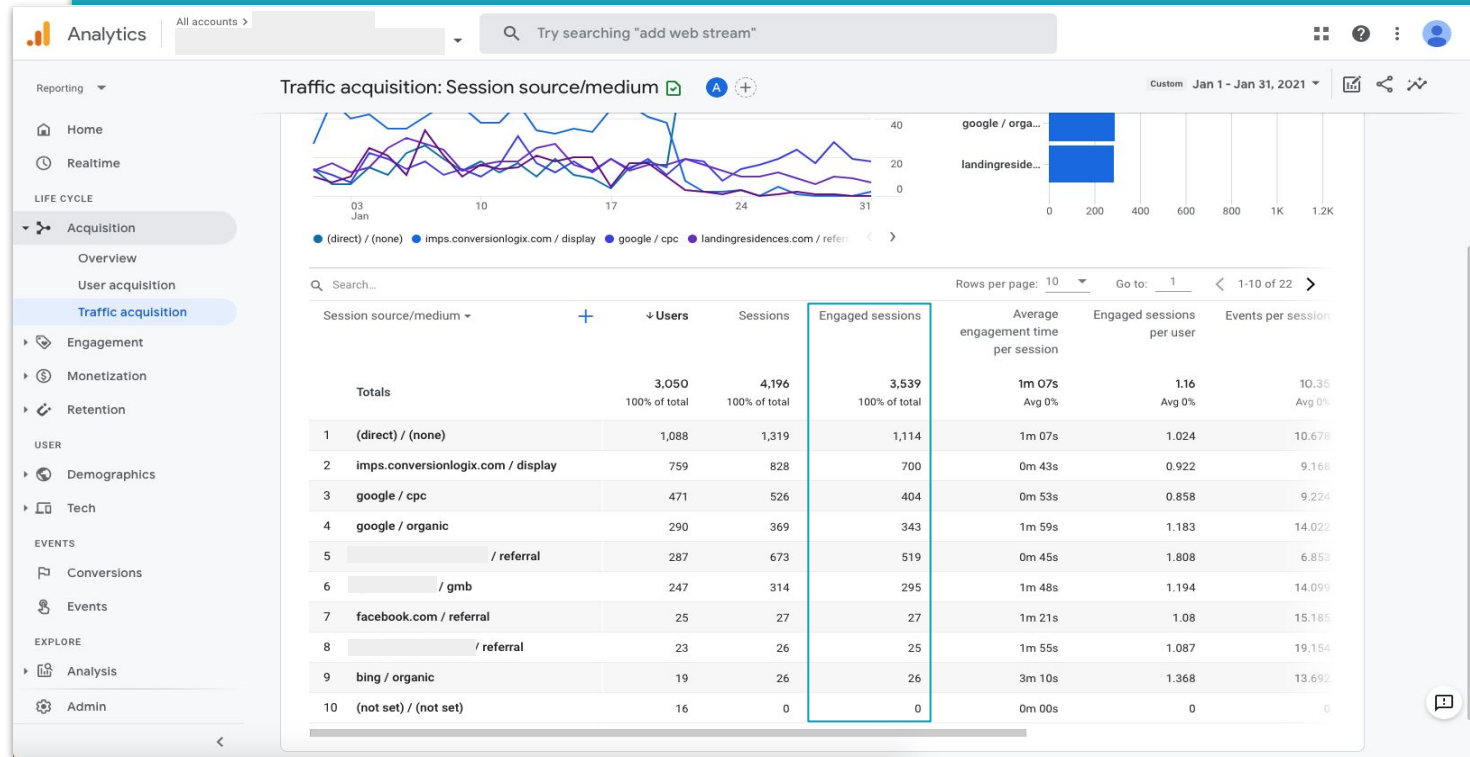
Impact

The transition from sessions to engaged sessions gives marketers a better understanding of traffic quality.

Better marketing should result in a larger uptick of engaged sessions rather than using marketing tactics to create a lot of sessions even if the quality is poor.
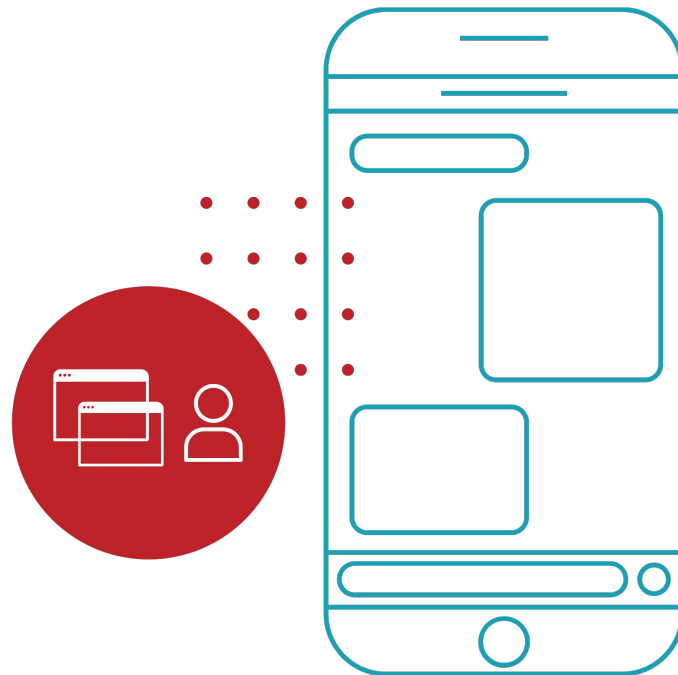
Engaged Session

Engaged Sessions Per User

Definition

The number of engaged sessions divided by the number of users in a given time period.
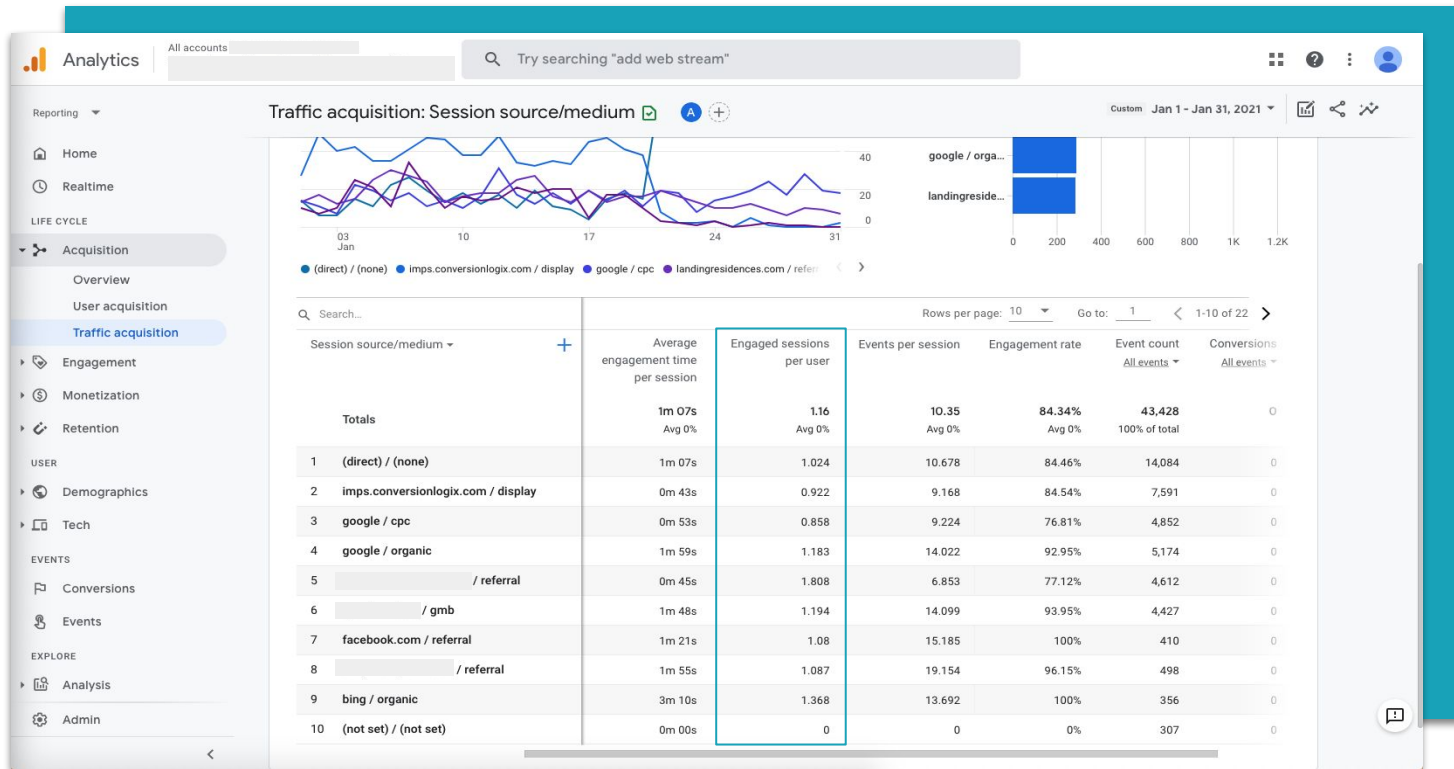
Impact

Engaged sessions per user gives a better understanding of how many times a user touches the website.

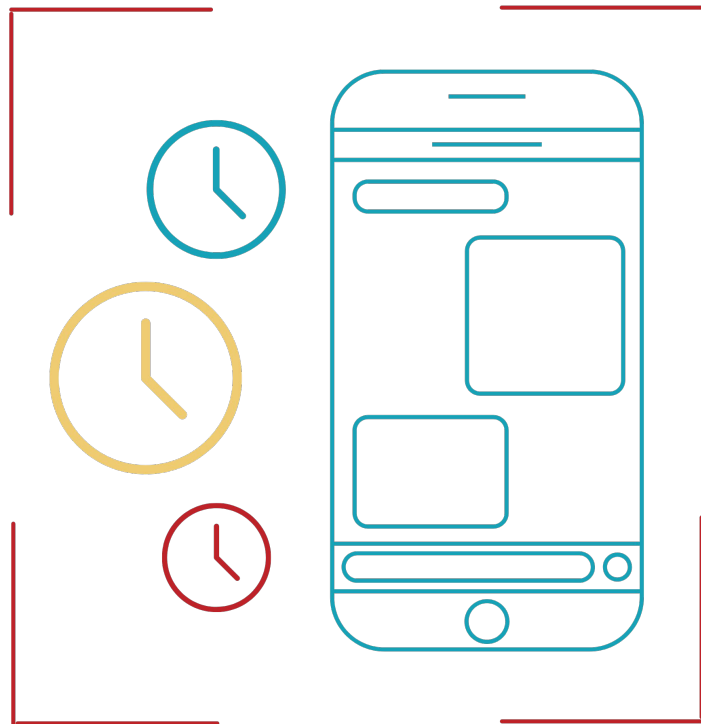# Engaged Sessions Per User

Average Engagement Time

Definition

Average engagement time measures the length of time an app was in the foreground or a website had focus in the browser.
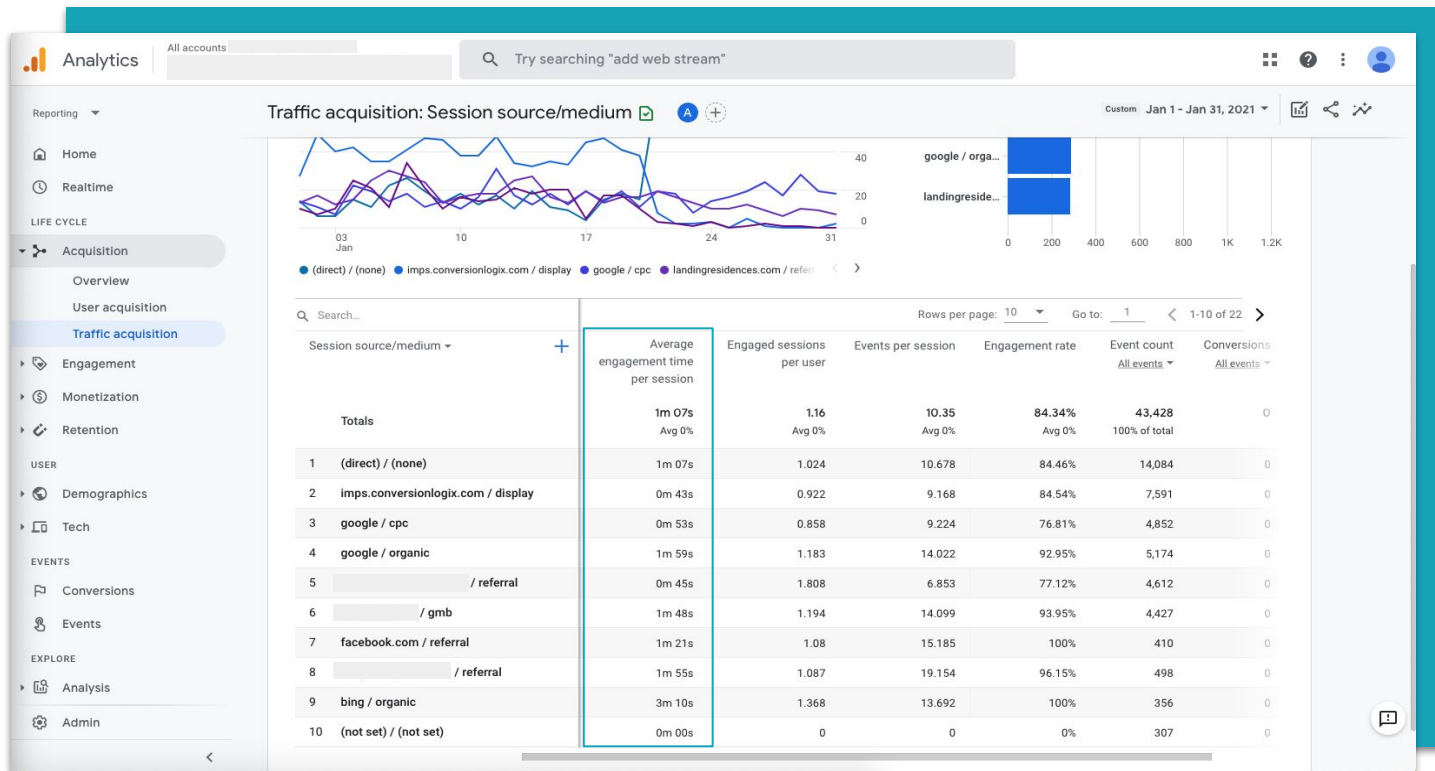
Impact

Transitioning from average session duration to average engagement time helps eliminate the outliers such as quick bounces or people lingering with the website open but not actually engaging.

This also helps reflect if the content on the website is something that users engage with or if it needs to be adjusted to engage their attention.

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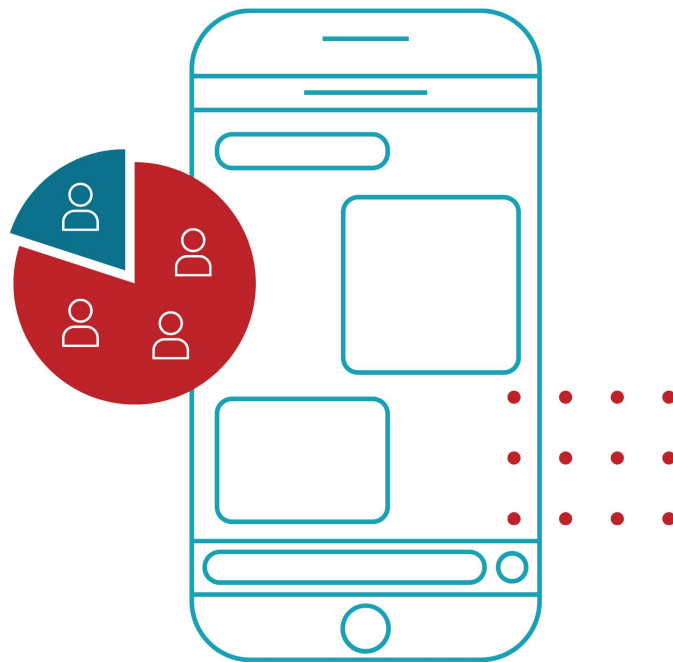
Average Engagement Time
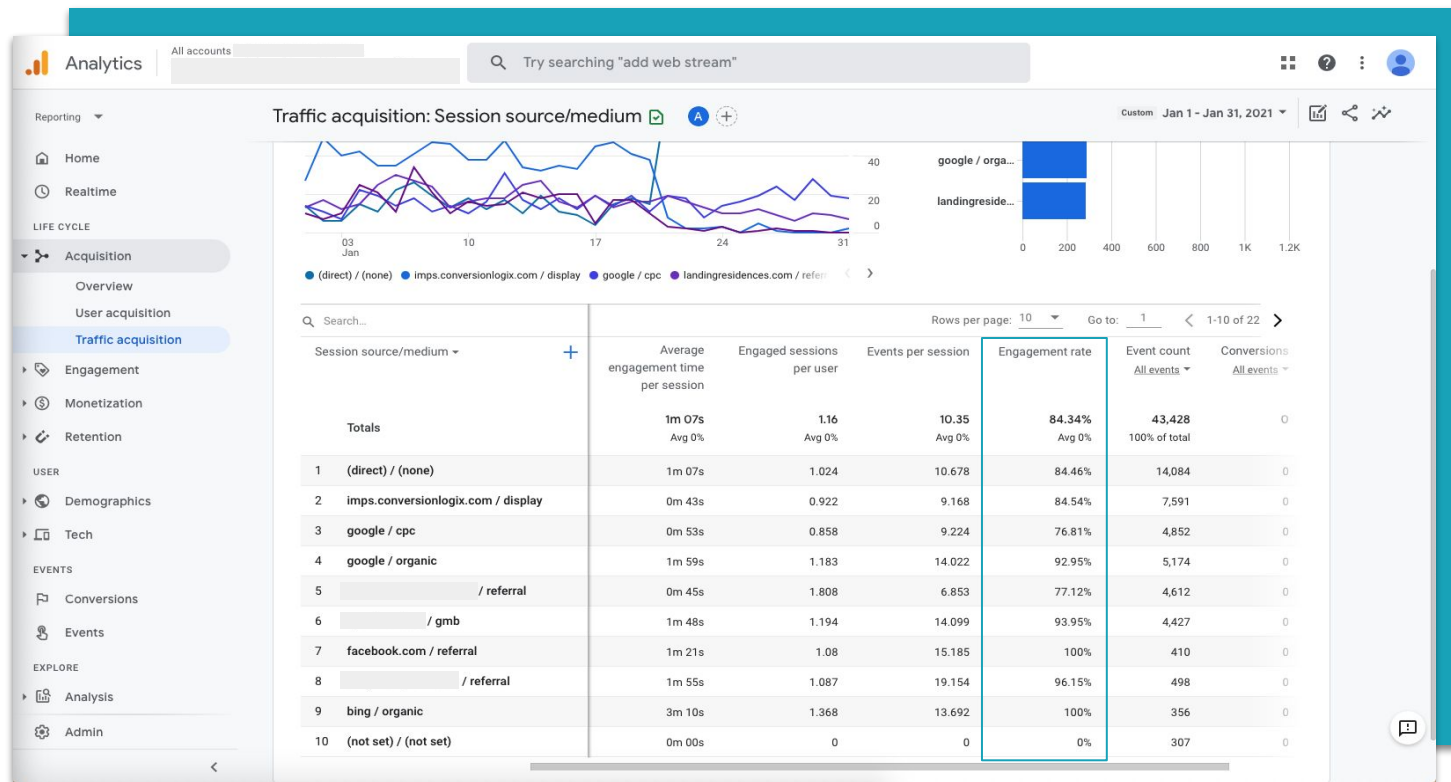
Engagement Rate

Definition

Engaged sessions divided by total sessions.

Impact

Bounce rate gave too much weight to the negative extremes while engagement rate focuses on what marketers want to see, the percentage of users that are interacting with the website.

Engagement Rate

Benefits of New Metrics

Better Benchmarks

Page views and bounce rate are largely website dependent. These new engagement metrics will create better benchmarks across websites.

Easier to Compare Channel Effectiveness

It will be easier to analyze different traffic sources and marketing channels across an array of communities.

Clearer Picture of Engagement

Overall it does help us understand the quality of the traffic better. Before we viewed time on site, bounce rate, and page views as a way to divulge user engagement, the new metrics now help us do that without reading between the lines.

Navigating New Metrics

How to Establish Internal Benchmarks

Compare and contrast the metrics on a single property within a single channel. This will allow you to develop a solid understanding of the new metrics and create benchmarks in reference to the older metrics.

GA4	Benchmarks
Engaged Sessions Per User	Should Be 1+ Per User
Average Engagement Time	Expect it to be 15%-30% Shorter Than Today's Session Duration
Engagement Rate	Should be in the 60-80% Range

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Reporting Limitations

Still Waiting for API Development

The first version of the GA4 API has not been publicly released.

Impact

- Tapclicks and other reporting platforms cannot connect to GA4
- You can only view GA4 data in the GA platform on a single account basis which means no mass reporting utilizing GA4 metrics

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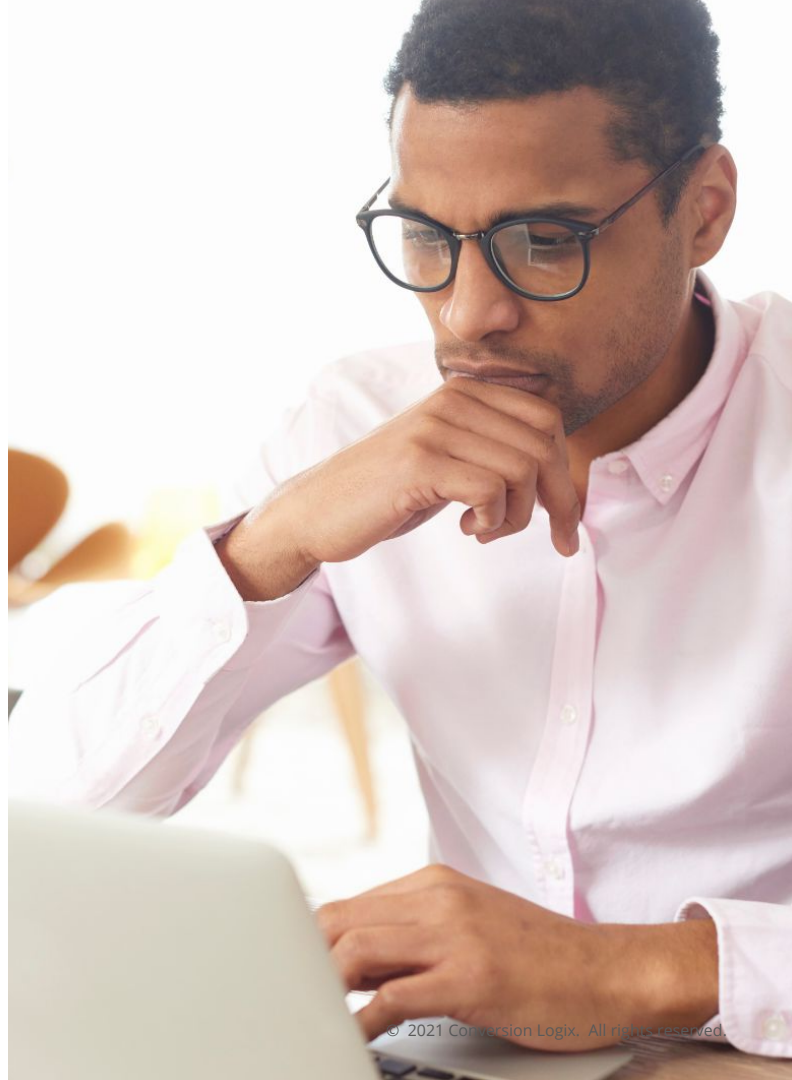
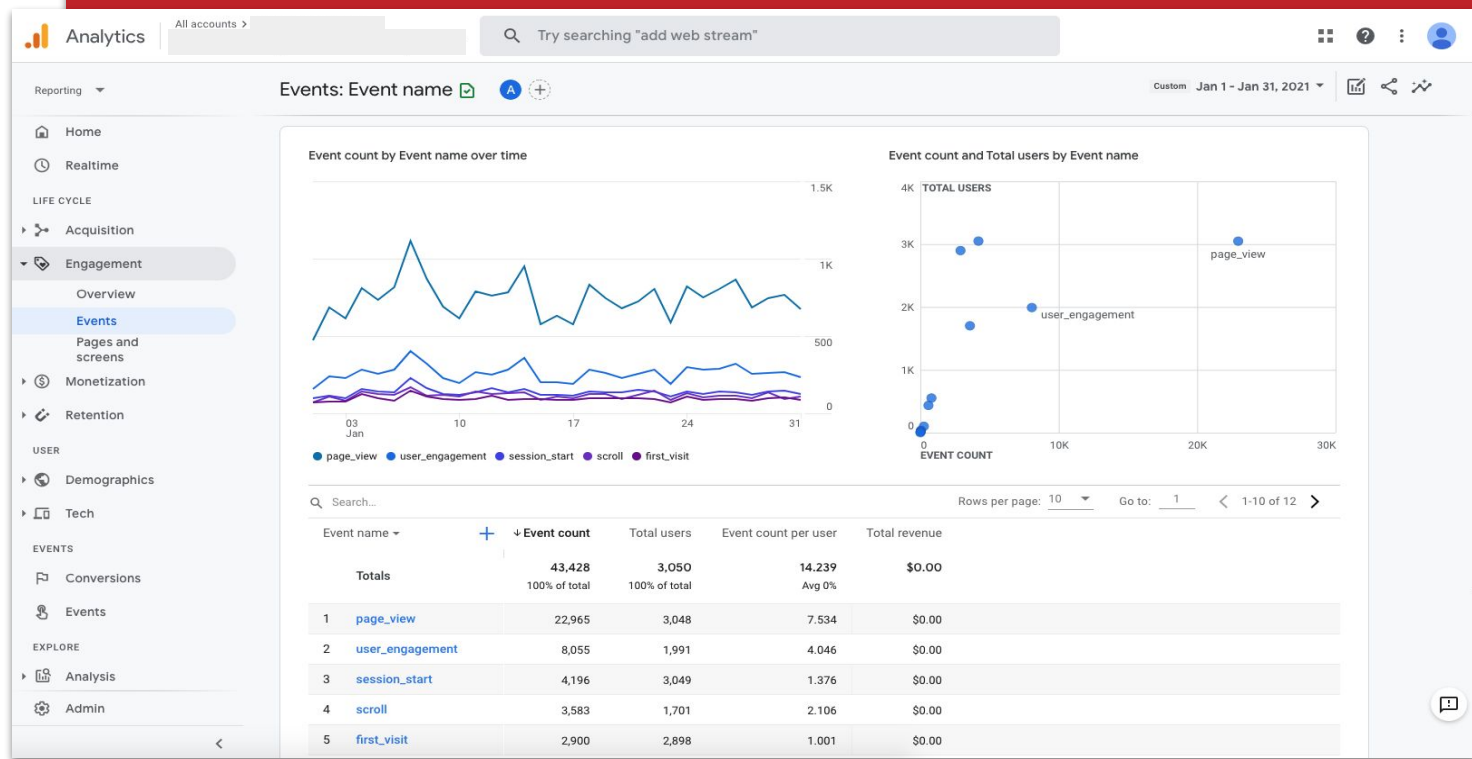Part 3

New Tools & Features

Machine Learning

Filling in the Gaps as Data Becomes More Private

GA4 utilizes machine learning to a greater extent than UA.

In a cookieless future machine learning helps fill in the gaps by using data collected from large audiences to report trends and create insights.

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Auto-Generated Events

Audience Insights

Audiences

Audiences allow you to define a segment based on their demographics, purchases, acquisition channels and overall activity. You can then see the size of your audiences and which segments are growing or shrinking over time.
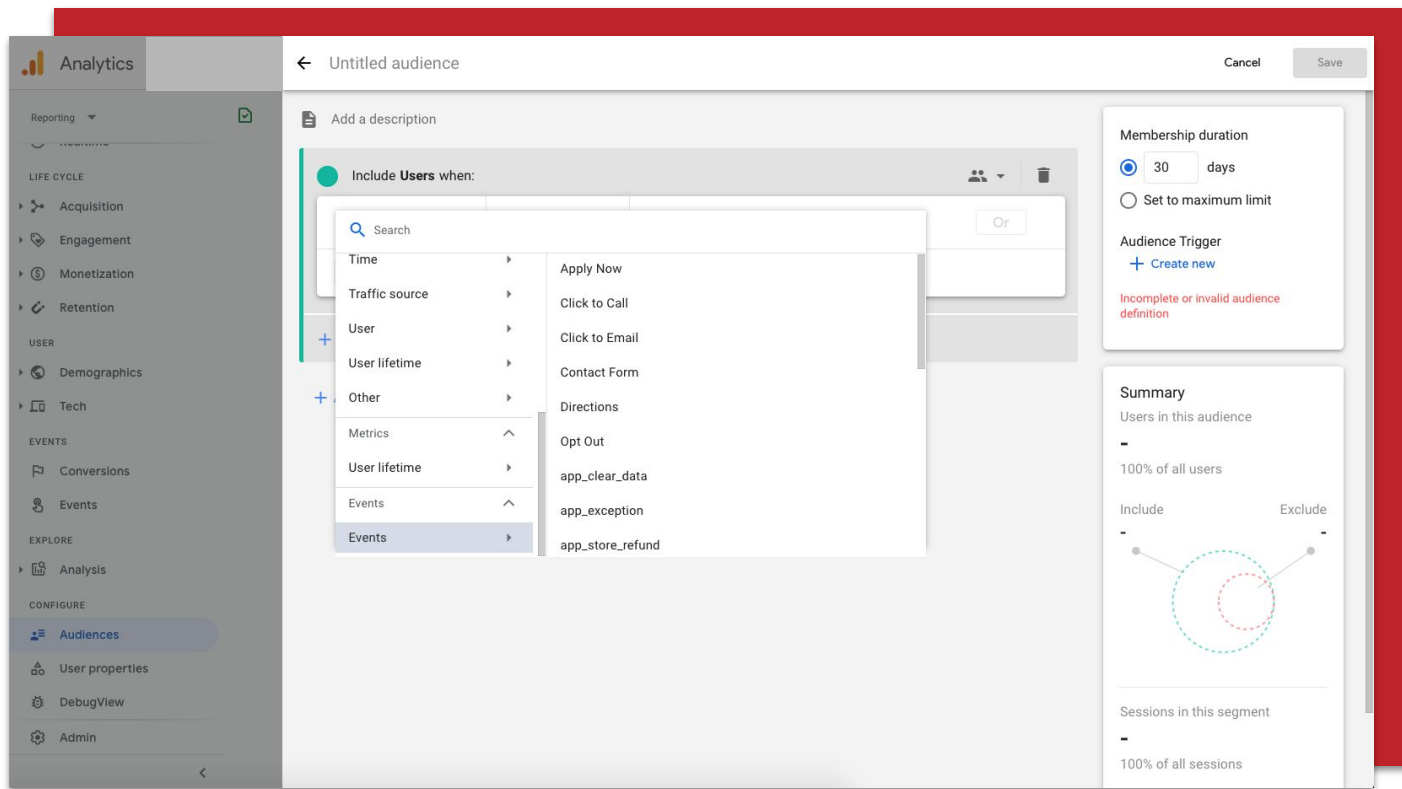
Using Audience Insights in an EHO Friendly Way

- Observe growing segments
- Uncover tactics within income bid adjustments
- Audiences can be grouped by mobile vs desktop to gain a better understanding of how mobile users interact vs desktop.
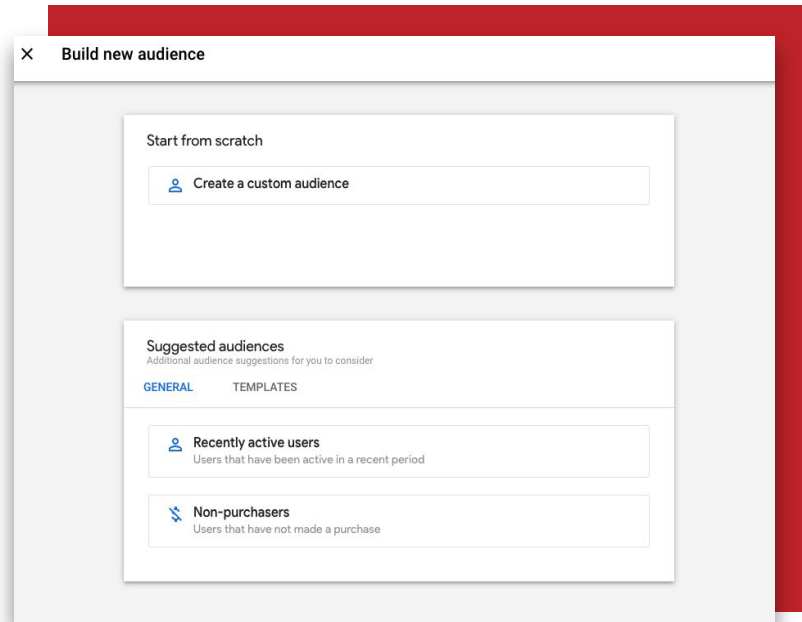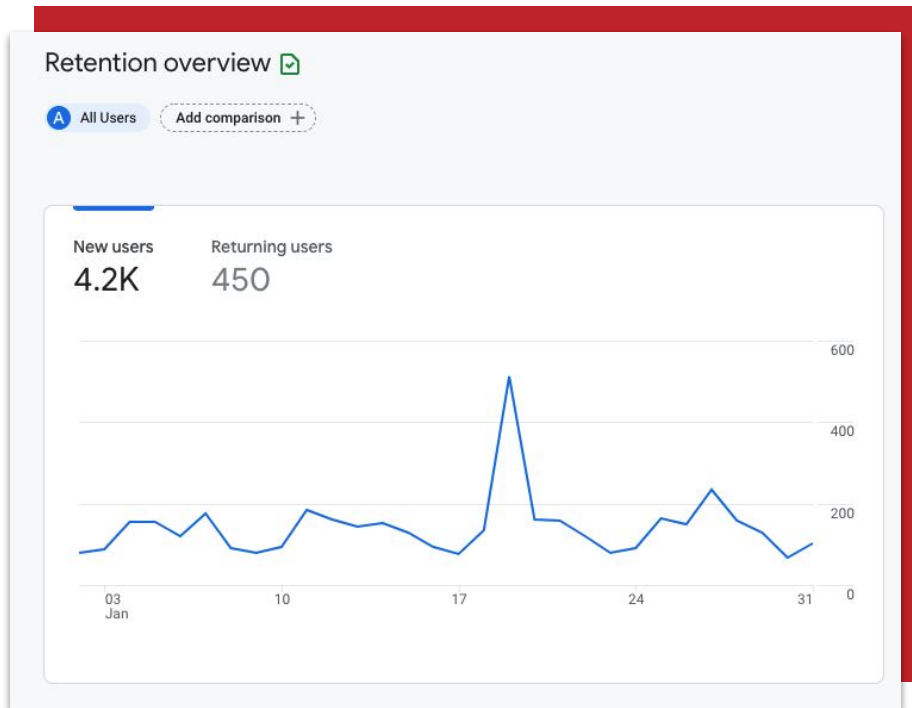
Audience Creation

# Returning Users

User Retention

GA4 has a new section called "Retention". Now you can track how many users come back to your website and the retention rate of different marketing channels.

How to Utilize This Feature

Create a baseline for your retention rate. Returning users often have higher conversion rates so it's important to track and nurture these users.
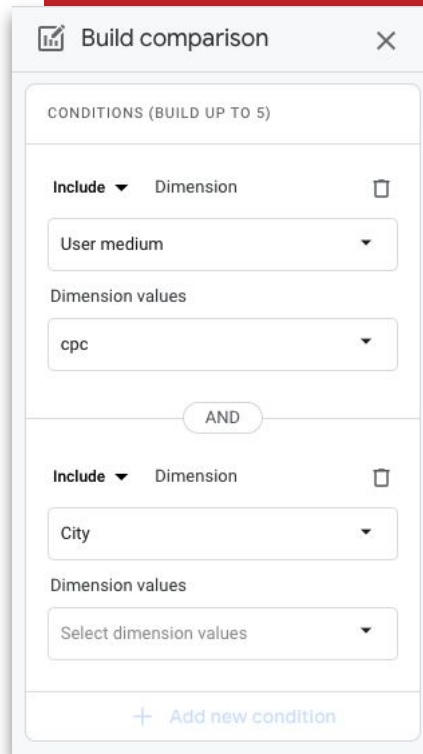
Retention
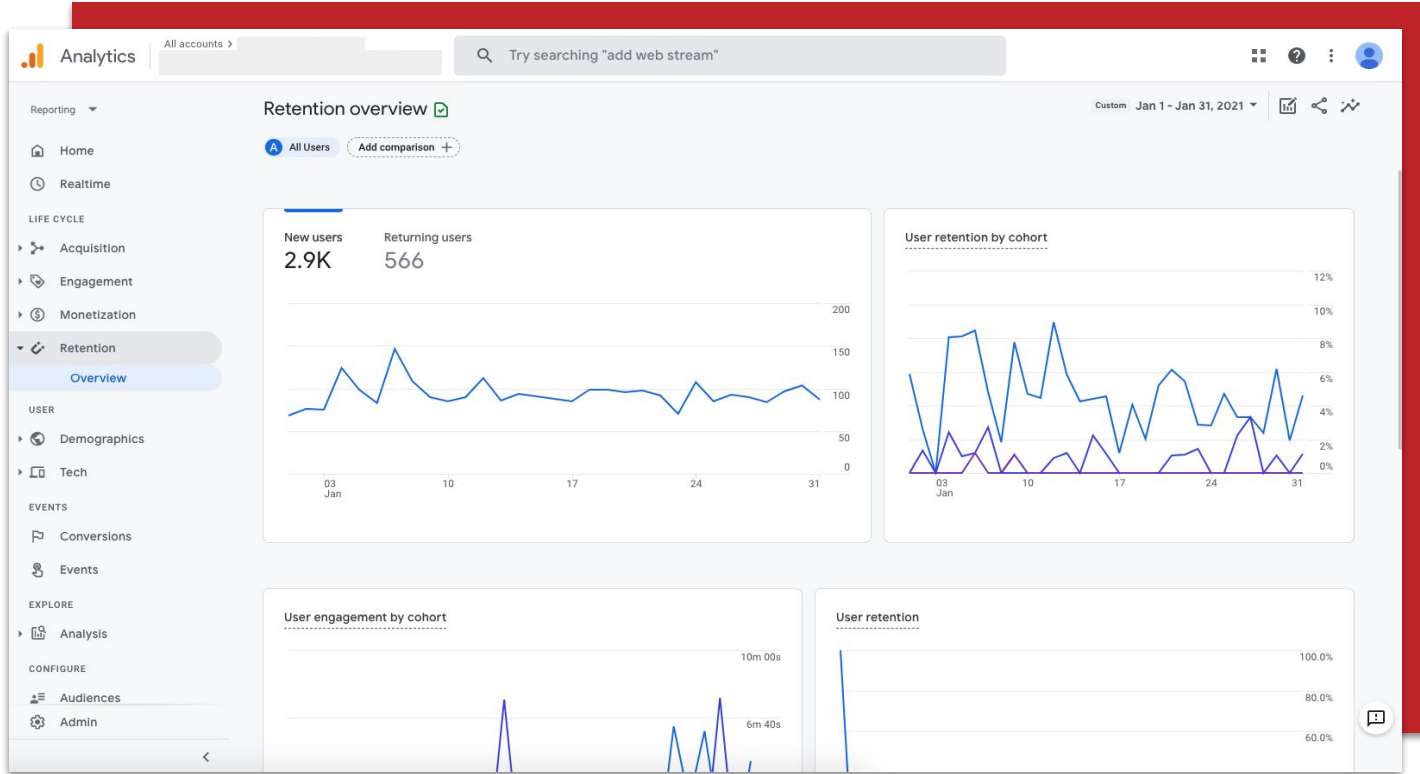
Comparison Tool

What's New

You can now create very specific segments from your website audience and compare engagement metrics.

How You Can Use It

This tool allows you to analyze how different members of your user base are interacting with your website and use this to inform marketing decisions.

Ex: You can compare how engaged website visitors are in your local area vs. another city.

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Add Comparison

Analyzing Comparison Results

Analysis Hub

New Reporting Templates

Inside of GA4 Analysis Hub are a range of reporting templates you can use to help you visualize acquisition, conversion and user behavior data in the platform.

← Template gallery

Techniques

Blank
Create a new analysis

Exploration
What insights can you uncover with custom charts and tables?

Funnel analysis
What user journeys can you analyze, segment, and breakdown with multi-step funnels?

Path analysis
What user journeys can you uncover with tree graphs?

Segment overlap
What do intersections of your segments of users tell you about their behavior?

User explorer
What individual behaviors can you uncover by drilling into individual user activities?

Cohort analysis
What insights can you get from your user cohorts behavior over time?

User lifetime
What can you learn by analyzing the entire lifetime of your users?

Part 4

The Future of Analytics

Analytics Is a Top Priority Because It Drives Business Results

Marketers ranked improving their use of data and analytics as a top priority over the next twelve months. 63% indicated that analytics was in their top five priorities.[1]

Connecting customer and behavioral data across channels can inform digital improvements that increase sales.[2]

Decision makers say that their top reasons for putting budget toward analytics tools include sophisticated user management capabilities, advanced features, and customer support.[1]

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Invest in Cross-Platform Analytics Tools to Get Better Insights

84% of decision-makers consider cross-platform analytics "critical" or "very important", but only 43% have cross-platform analytics tools implemented.

Many organizations are using separate tools to analyze data from their websites versus apps. This makes it difficult to get a full picture and it multiplies the time and effort needed to derive insights.

By investing in cross-platform analytics tools, organizations can unify data across the customer journey to generate deeper insights, make smarter marketing decisions, improve customer experiences, and ultimately see better business outcomes.

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Make Customer Privacy and Data Security a Priority

64% of executives say their companies are expanding their privacy and data-management controls, and half say they would welcome solutions that help unify user behavior across platforms and devices in a privacy-safe way.

Solving for privacy is a must. The findings in this study suggest that decision makers take a privacy-first view as they seek to protect consumer data and preserve trust.

Organizations can take privacy a step further than compliance by seeking visibility into the privacy practices of cross-platform measurement. This can ensure that businesses are not only processing data lawfully but that the tools they are using also meet the higher privacy standards that customers expect.

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Use Machine Learning to Harness Insights

81% of executives say that the ability to generate insights using machine learning is critical to achieving their firm's marketing objectives, but only 44% say their current efforts are very effective.

There's a gap between the crucial role machine learning can play in creating high-value customer experiences and the ability of marketing organizations to use machine learning and automation effectively.

Organizations with advanced AI/ML capabilities can make the most of their data and get faster and deeper insight into complex customer behaviors, enabling marketers to quickly act on insights.

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Key Takeaways

**1**   Launch GA4 But Keep Using Universal Analytics

2   Engagement Metrics Have Changed

3   New Tools Added to Understand User Trends

4   Machine Learning is the Future of Analytics

Take Your Next Step

1. Reach out to us at sales@clxmedia.com for a one on one consultation!

2. Visit us online at ConversionLogix.com and schedule a call.

3. Read the blog for a step by step walkthrough of how to set up GA4.

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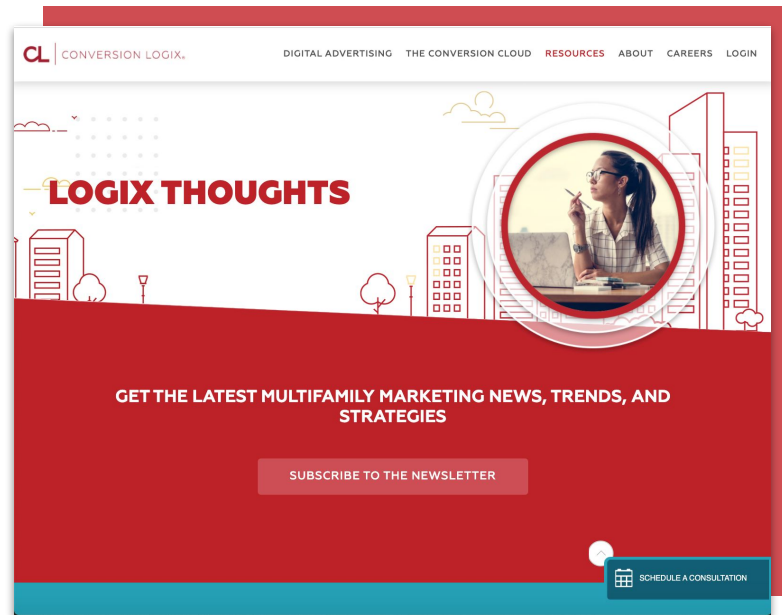
Spring Webinar

Join us March 10th for our next webinar!

What we'll cover:

- Spring ad performance across hundreds of communities
- Ad spend recommendations for spring 2021
- Spring ad message and offer ideas

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Questions?