

# Putting Google Analytics to Work for Your Brand and Clients

Louis Gray  
Google Analytics

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# Some Upfront Truths for PR Pros

- 1 What you do is measurable.
- 2 You (or your client) determine what to measure.
- 3 That data will inform your next decisions.
- 4 Analytics can get you closer to your users.
- 5 Analytics can deliver reports that show results.

# Analytics Academy



Digital Analytics  
Fundamentals



Google Analytics Platform  
Principles



Ecommerce Analytics:  
From Data to Decisions



Mobile App Analytics  
Fundamentals



Google Tag Manager  
Fundamentals

<https://analyticsacademy.withgoogle.com/>

# New World. New Rules.

*'Half the money I spend on advertising is wasted; the trouble is I don't know which half.'*

*-- Jhn*

*Wanamaker*



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# Today's Customer Journey



# MICRO- MOMENTS

THE NEW BATTLEGROUND FOR BRANDS

# 150x per day



Wake up. Read email  
and Twitter.  
6:50am



Walk to bus, listen to  
new music playlist  
8:30am



On the bus, read Google  
News and do more email  
8:42am



Add more items to the  
Amazon Wishlist  
11:15am



Grab ballgame tickets  
from Stubhub at work  
11:36am



Back on bus, read up on  
early sports scores  
5:29pm



Use Google Maps to find  
the nearest food truck  
1:13pm



Watch newest YouTube  
videos from subscriptions  
7:15pm



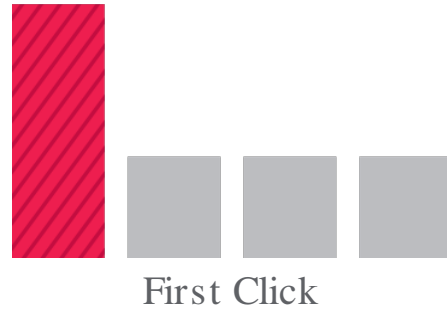
While waiting in line,  
respond to IMs.  
1:33pm



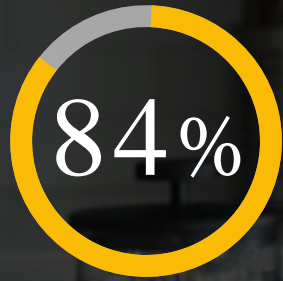
Use flashlight app to  
light way for late jog.  
11:09pm



Which **customer touch point** drives the sale?



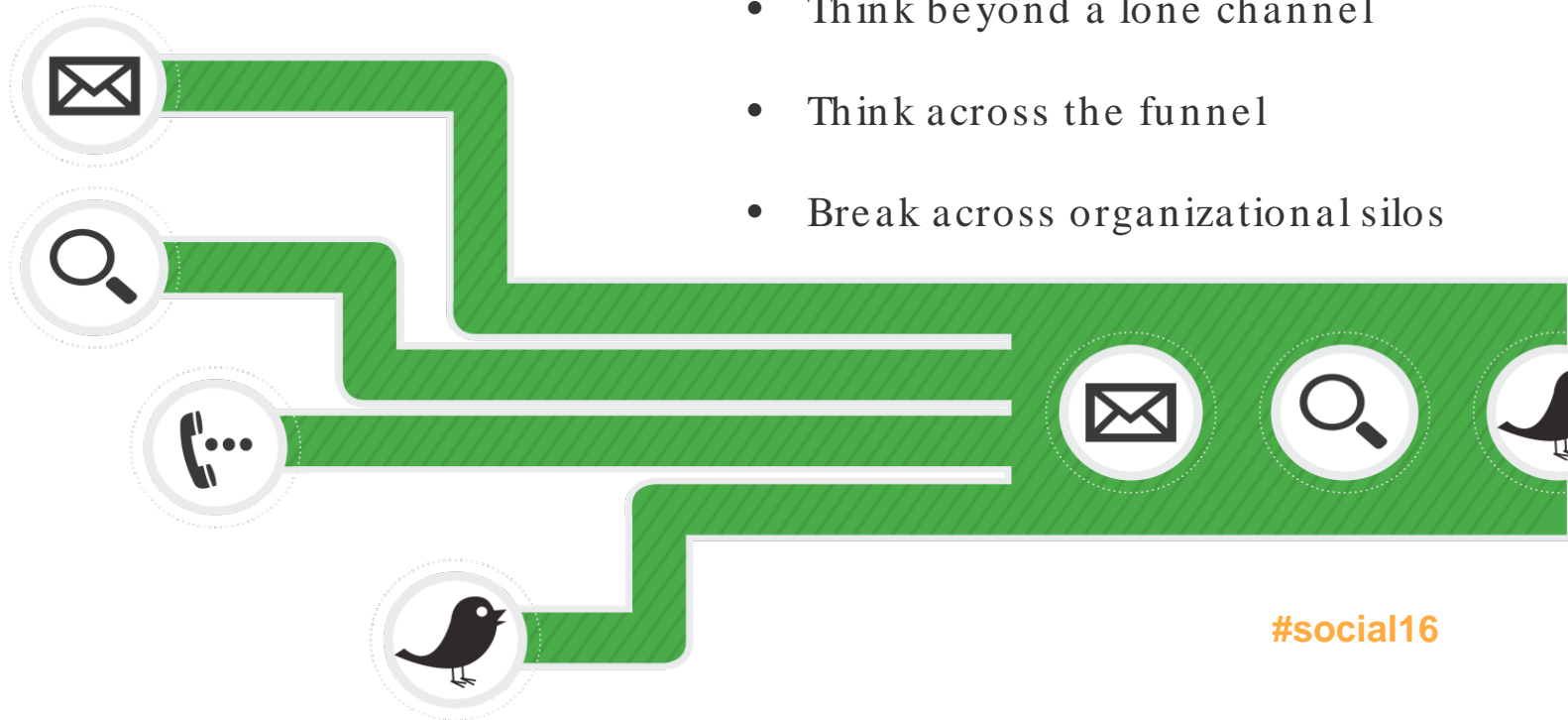
# Understand the customer journey



of marketers surveyed don't believe that their data sources are well integrated.



## Attribution: Move from channel silos to **holistic business**



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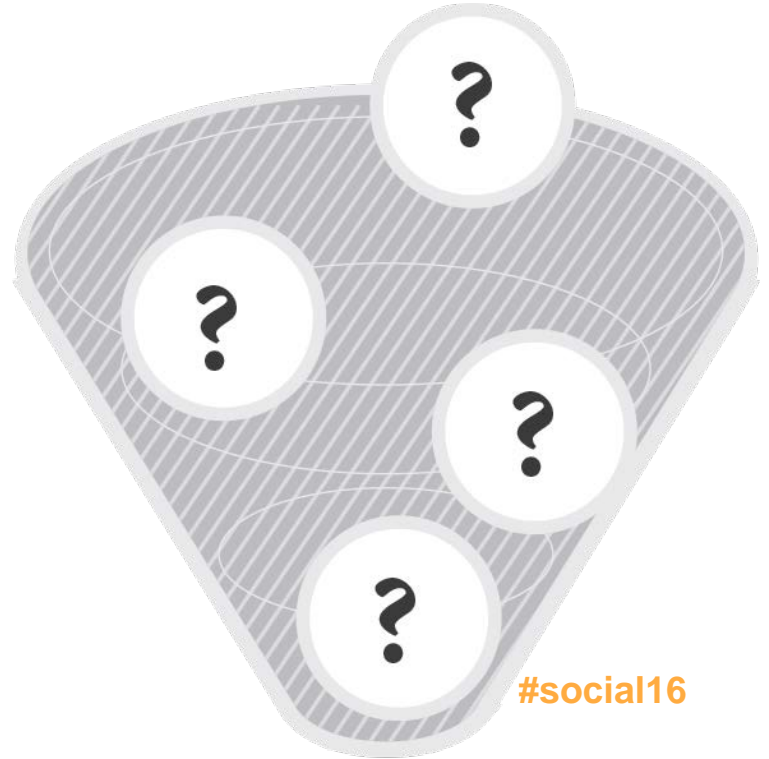
## Better business decisions

**72%**  
of marketers

agree that attribution enables  
better budget decisions

**44%**  
of marketers

are not using attribution



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# Creating a virtuous cycle

Understand the customer journey



Get insights, not data



Deliver engaging experiences



Share insights with everyone



# Modern Tools = Key To Success

Key features to look for when choosing the right technology to power your marketing



Users and journeys, not sessions and devices

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Understand the full context of a user's journey across channels and devices.



More insights, not more data

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Built in intelligence does the heavy lifting and quickly delivers insights.



Access and collaboration powers smarter decisions

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Share the data, work together, and tell compelling stories that inspire action.



The full power of your data, when and where you need it

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Integrations to better understand and improve each consumer touchpoint.

# You Have Options for Tracking Data

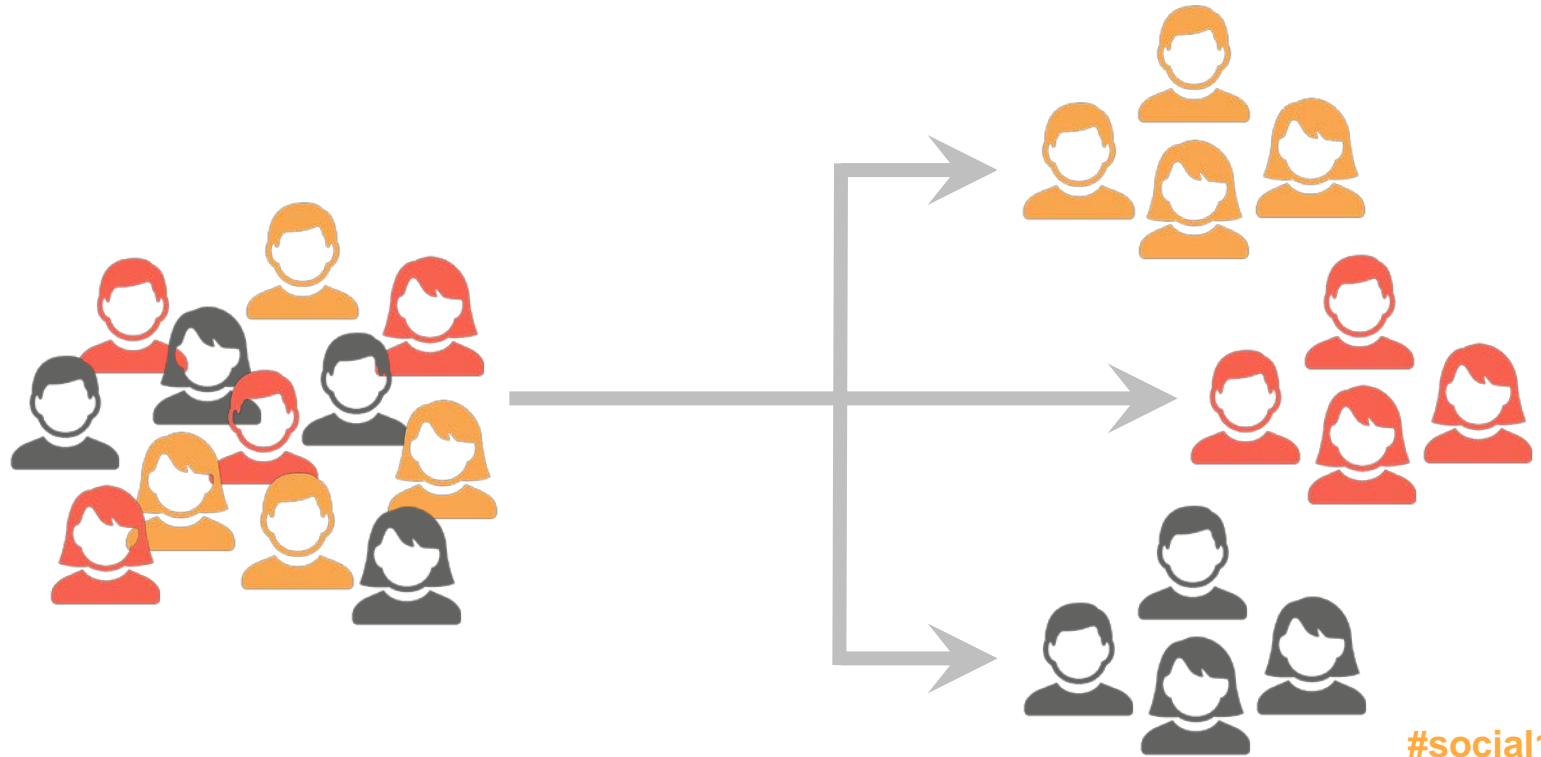
- 1 Track nothing
- 2 Tracking is broken
- 3 Track everything not knowing what is important
- 4 Track everything & report on what is important

# Demographics & interest reports

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# Segmentation - more useful data cuts.





What if you had a **common ID** for your customer?  
From **website** and **mobile app** analytics  
To any other **digital touch points**



Desktop Website



Mobile Web  
& App



Desktop Website



Point of Sale



TV Set-Top Box



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# Shifting from **session-based** analytics

Google Search  
on Mobile



Discovery



First  
Purchase



Return  
Purchase



Loyal  
Purchase

Current  
Session-Based  
View



Unique  
Visitor 1



Unique  
Visitor 2



Unique  
Visitor 3  
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# Toward a customer-centric view

User-ID = "38490185"

Google Search



Lead Generation

Discovery



First Purchase



Return Purchase



Loyal Purchase

Customer-centric View



Unique Customer



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# Introducing Google Analytics User Explorer

User Explorer offers website owners a chance to see, on an anonymized basis, very specific visitor interactions across their website.

Found under the Audience tab.

The screenshot displays the 'User Report' interface for a specific user. At the top, it shows the date range 'Mar 13, 2016 - Apr 12, 2016'. Below this, a summary row indicates 42 sessions, a session duration of 01:56:04, and a revenue of \$0.00. The interface includes a 'Filter by' section with '4 selected' and a 'Sort by' section set to 'Descending'. The main content area shows a list of events for the date 'Apr 12, 2016'. The first event is 'Viewed Facebook's Messenger Platform launched, allows businesses to build bots' at 7:14 PM. A second event, 'Event read on internal', is shown at 7:12 PM with a detailed breakdown: Event category 'internal', Event count '1', Event action 'read', Event value '0', and Event label 'mosaic'. Other events include 'Viewed Marketing Land | Digital Marketing & Martech News, Tactics & Strategies' at 7:11 PM, 'Event Targeted Overlay on Justuno' at 6:58 PM, 'Viewed Facebook's Messenger Platform launched, allows businesses to build bots' at 6:57 PM, 'Viewed Live blog: Zuckerberg pitches Messenger as part of more connected world at F8' at 2:25 PM, and 'Viewed Live blog: The Facebook F8 opening keynote' at 12:56 PM.



# The New Data Landscape





# Marketers need the right capabilities

3x

*Sophisticated marketers who use analytics platforms are 3X more likely to outperform their peers in achieving revenue goals.*

“ ...businesses that integrate multiple sources of customer and marketing data significantly outperform other companies in terms of sales, profits, and margin. They also had dramatically higher total shareholder returns.”

—From a study by Harvard Business Review, 2016



# Get insights, not data



of marketers said that marketing measurement tools are difficult to use - reducing cross-team collaboration.

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Marketers with simple and easy to use tools are more likely to outperform their revenue goals.

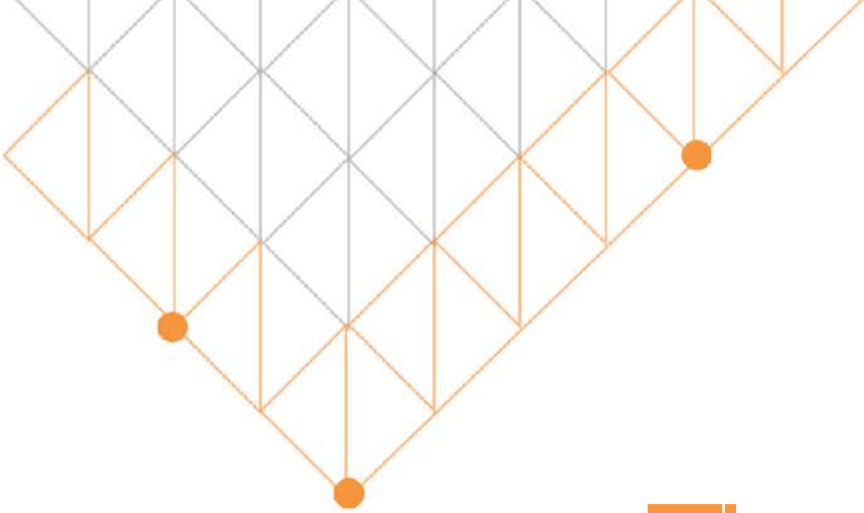


The slide features decorative geometric patterns in the corners. The top-left corner has a grid of triangles with three orange dots. The bottom-right corner has a similar grid with two orange dots and a red-to-orange gradient bar at the bottom. The text is centered in the middle.

# Analytics & Attribution

# Analysis best practices

- 1 Agree on business objectives, have a plan.
- 2 Collect data, and understand relevance.
- 3 Attribution can accurately assess value.
- 4 Segment data and understand customer journey.
- 5 Create and share valuable reports.



Thank You

