



Getting results with data and analytics

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Product Marketing, Google Analytics

“ If we have data, let's look at data. If all we have are opinions, let's go with mine. ”

— Jim Barksdale, former CEO of Netscape Communications Corporation

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

A framework for results



Launching the new Google Analytics site



In 2015, Google Analytics launched a new version of our website in the US.

We brought together our existing products and updated the look and feel of the site.

70%

Increase in sign ups for free products

359%

Increase in leads for paid products

Google Analytics for Mobile Apps

"Google Analytics gives us key insights that help drive the evolution of our product on our mobile app and desktop. It shows us exactly how people are using our product on each platform."

Jeffrey Fluhr, CEO Spreecast

[Learn more](#)

Mobile App Analytics

Know how your mobile apps are performing, from discovery & download to in-app purchases.

Why Google Analytics

Grow with Premium

Get results now for your entire organization. Built for large organizations & the insights they need.



What's new

5:04 PM

2016 will be the year of the "Supershipper!" How can retailers prepare?



Turn insights into action.

Improve performance across your sites, apps, and other marketing channels. Google Analytics and related products can help you turn customer insights into actionable solutions for your business.

Solutions for your business.

Goal / Objective

Launch updated website **without hindering user adoption** of our products.

Key Performance Indicators

Free product **sign-ups**
Paid product **interest forms**

Scorecard

Goal #3 - Lead Gen

Contact Form Views to Completions

Sessions with View 5,763 8.4%	% of Total Sessions 0.47% -11.6%	Sessions with View 21,709 49.3%
Sessions with Completion 12 0.33%	% of Total Sessions 0.00% 79.7%	Sessions with Completion 373 -193.0%
Unique (per Session) Completion Rate 0.21% 81.8%		Unique (per Session) Completion Rate 1.72% -478.5%

Measure, Test, Iterate

Google Analytics Solutions

SUPPORT | SIGN IN

Analytics Tag Manager Optimize Data Studio Surveys Attribution Audience Center Analytics 360 Suite

Turn insights
into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions helps you turn customer insights into real gains.





WILD NATURE

Oct 10, 2016 - Nov 8, 2016

Exploring the wild side of data

Users

92,770

↑ 48.4%

Sessions

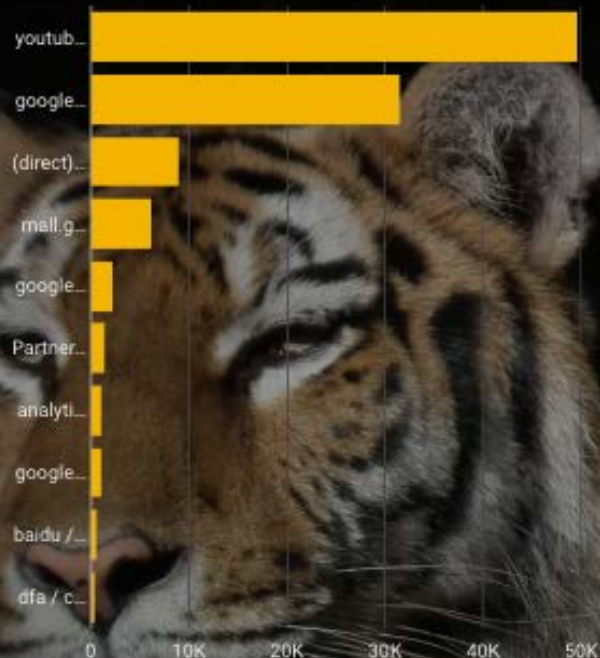
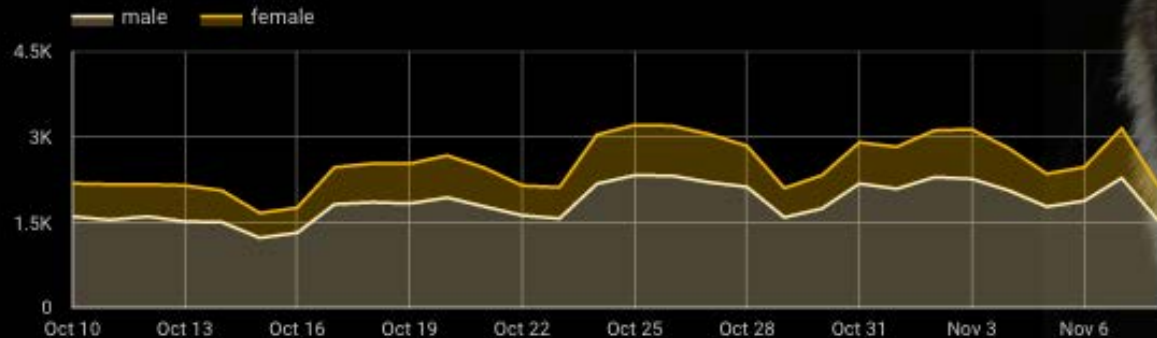
107,877

↑ 43.1%

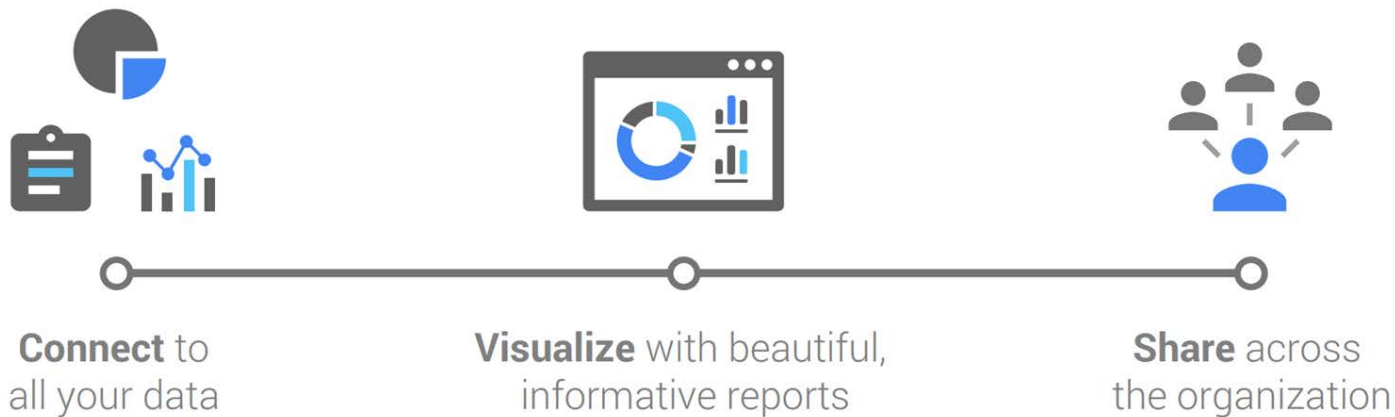
Pageviews

393,576

↑ 16.0%

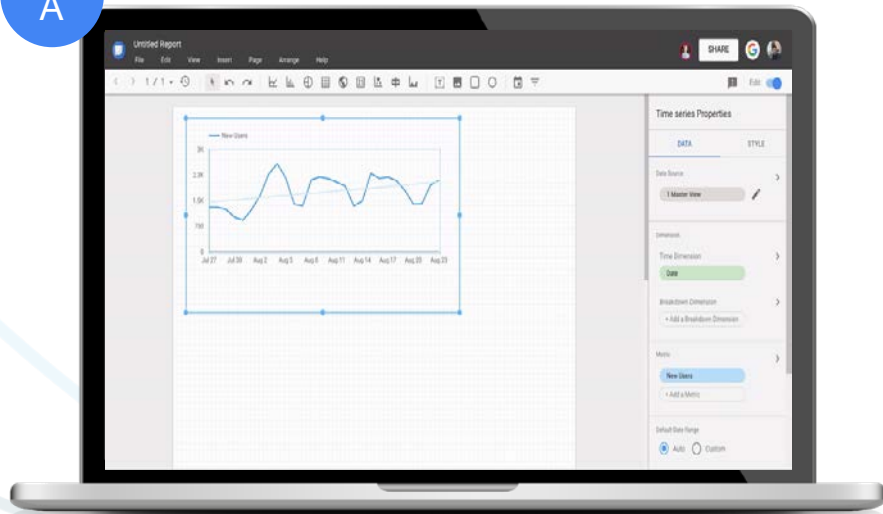


Data visualization with Data Studio

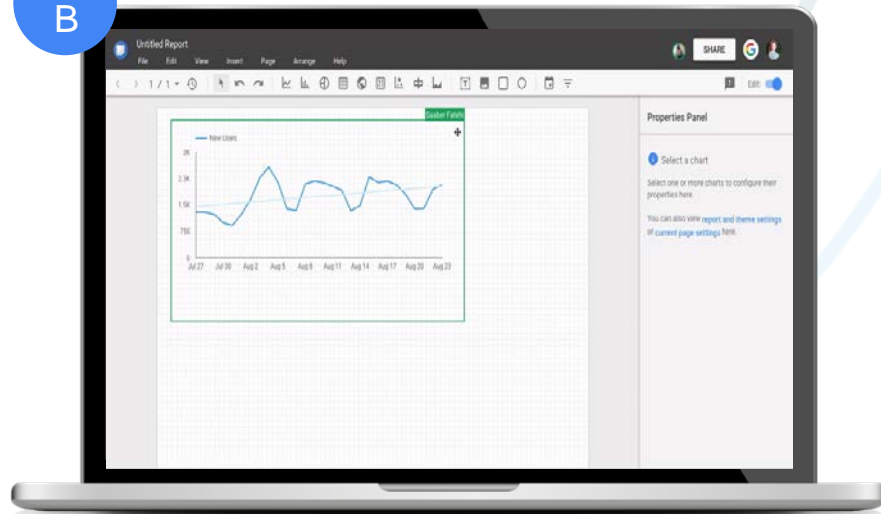


Quicker insights, faster results

Person
A



Person
B



Measure with Google Analytics



Audience

Who are the customers?



Acquisition

Where did they come from?



Behavior

What did they do on site?



Conversions

How did they convert?

Test and iterate with Optimize



Test

Easy-to-use editor and tight integration makes getting started a cinch



Adapt

Advanced Bayesian statistics help you make smarter, faster decisions



Personalize

Analytics 360 integrations enable you to easily give every customer the perfect content

Case Study: The Motley Fool



The Motley Fool

The Motley Fool was looking to increase sign-ups to their newsletter.

They used Optimize 360 to test elements on their order page and iterate to improve their conversion rate.

26%

Increase in order page conversion rate

10

Minutes to deploy a site experiment

Thank you!