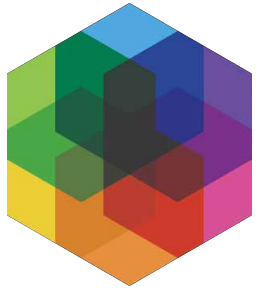
Analytics 201



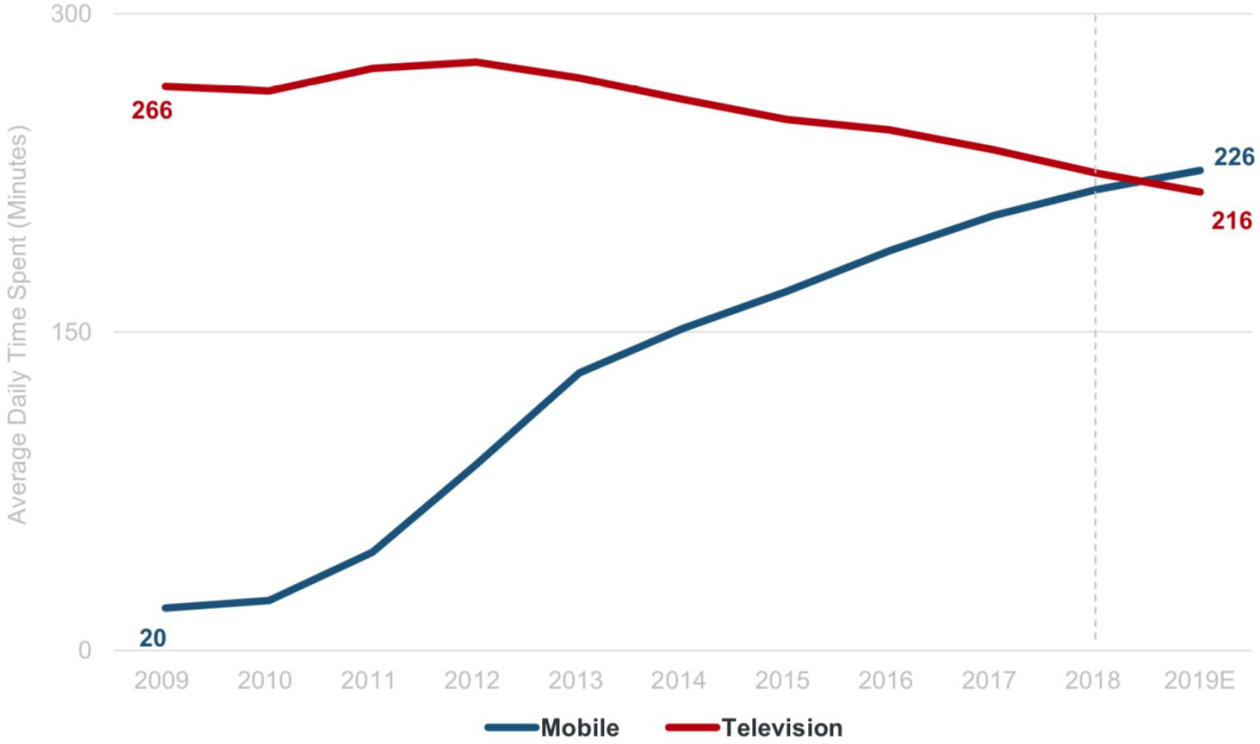
BADCamp 2019

Andrew Mallis
CEO, Kalamuna

mallis@kalamuna.com | @andrew_mallis

I don’t watch TV anymore

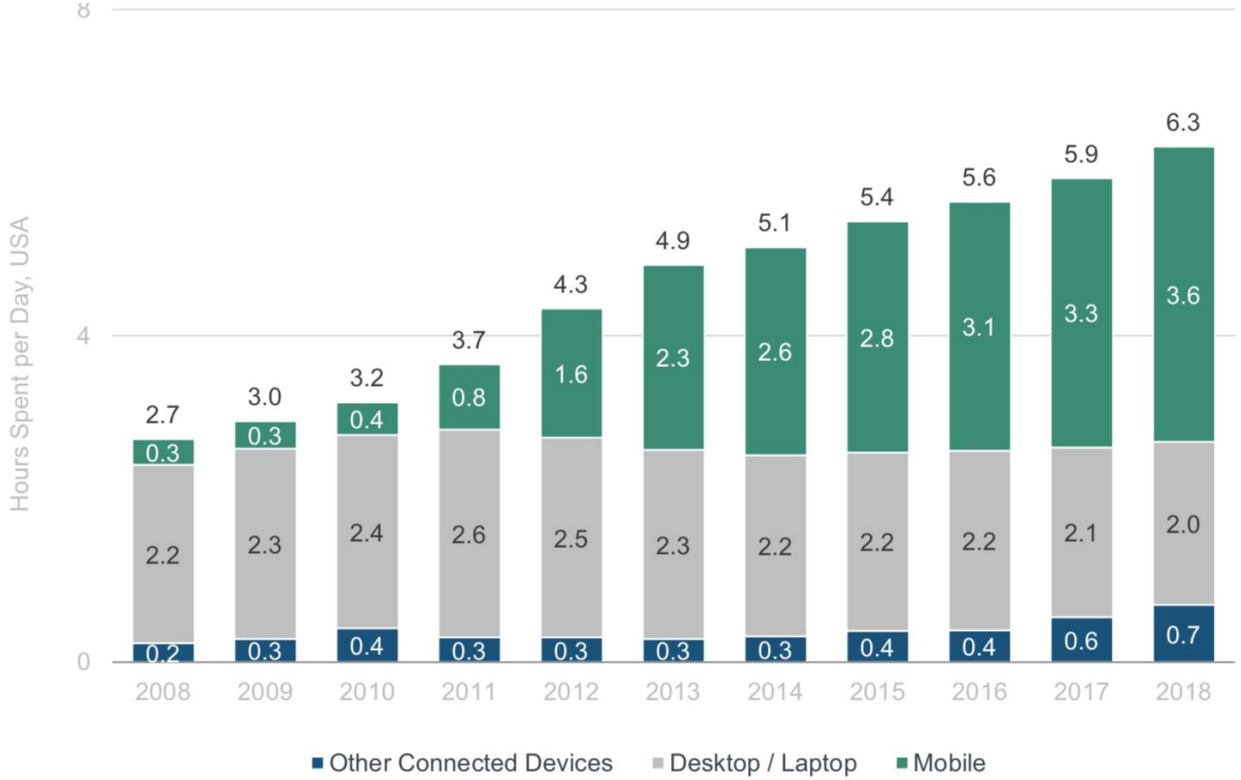
Television & Mobile Daily Time Spent (Non-Deduped), USA



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



Source: eMarketer (9/14, 4/15, 4/17, 10/18).

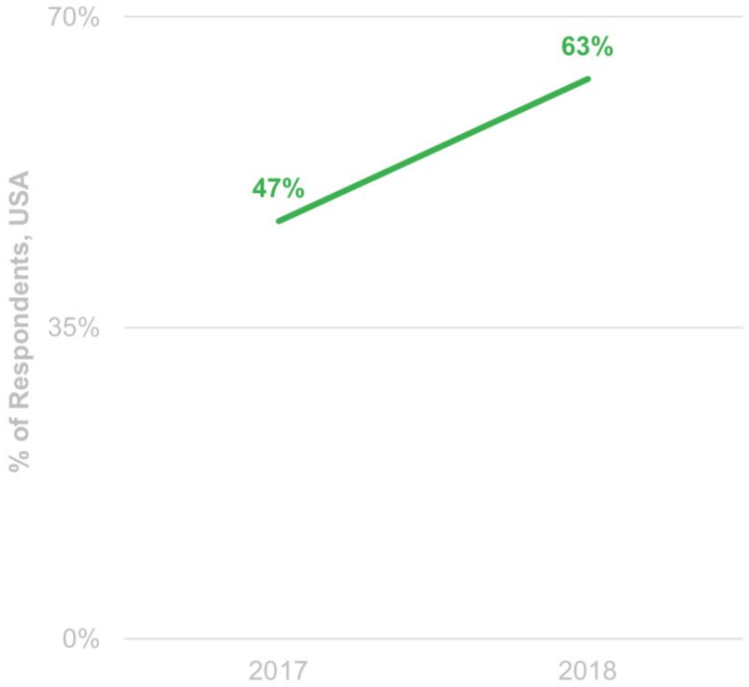
Note: Other connected devices include OTT & game consoles. Mobile includes smartphone & tablet.
Usage includes both home & work for consumers 18+. Non-deduped as ties spent with each medium individually, regardless of multitasking.

Scott McCloud, Understanding Comics

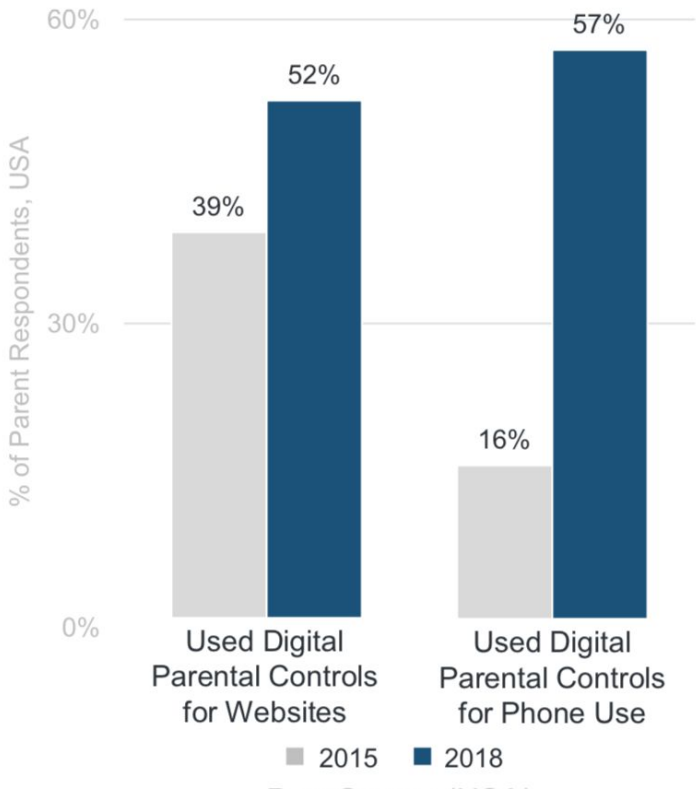
Scott McCloud, Understanding Comics

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

% of Adults Trying to Limit Personal Smartphone Use, USA



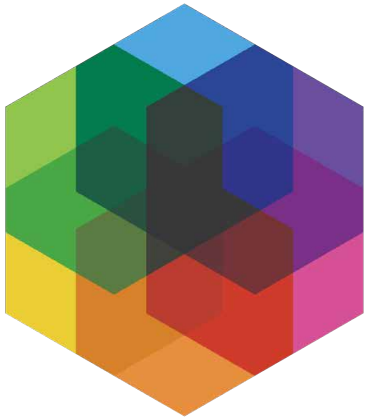
Parent Actions to Regulate Children's Internet / Phone Usage



Source: Deloitte Mobile Consumer Survey, US (11/18)
Pew Research (7/15, 1/18)

Analytics reinforces the power of story

About Kalamuna



Kalamuna

We make your mission our mission

SFUSD
SAN FRANCISCO
PUBLIC SCHOOLS

GATEWAY
PUBLIC SCHOOLS

ROCKETSHIP
PUBLIC SCHOOLS

SFAI
SAN FRANCISCO
ART INSTITUTE

Berkeley
UNIVERSITY OF CALIFORNIA

UC HASTINGS
COLLEGE OF THE LAW
SAN FRANCISCO

Stanford

Cornell University

UCSF
University of California
San Francisco

ASU

Kettering
UNIVERSITY

SAN FRANCISCO
HUMAN SERVICES AGENCY

SAN JOSE
WATER

FASTRAK™

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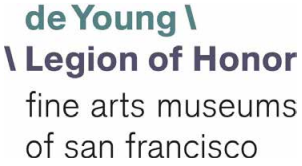
SAN FRANCISCO
PUBLIC SCHOOLS

FAIR
TRADE
USA
EVERY PURCHASE MATTERS

Action Canada
for Sexual Health & Rights

CENTRE FOR
SOCIAL
INNOVATION

AFB American Foundation®
for the Blind
Expanding possibilities for people with vision loss

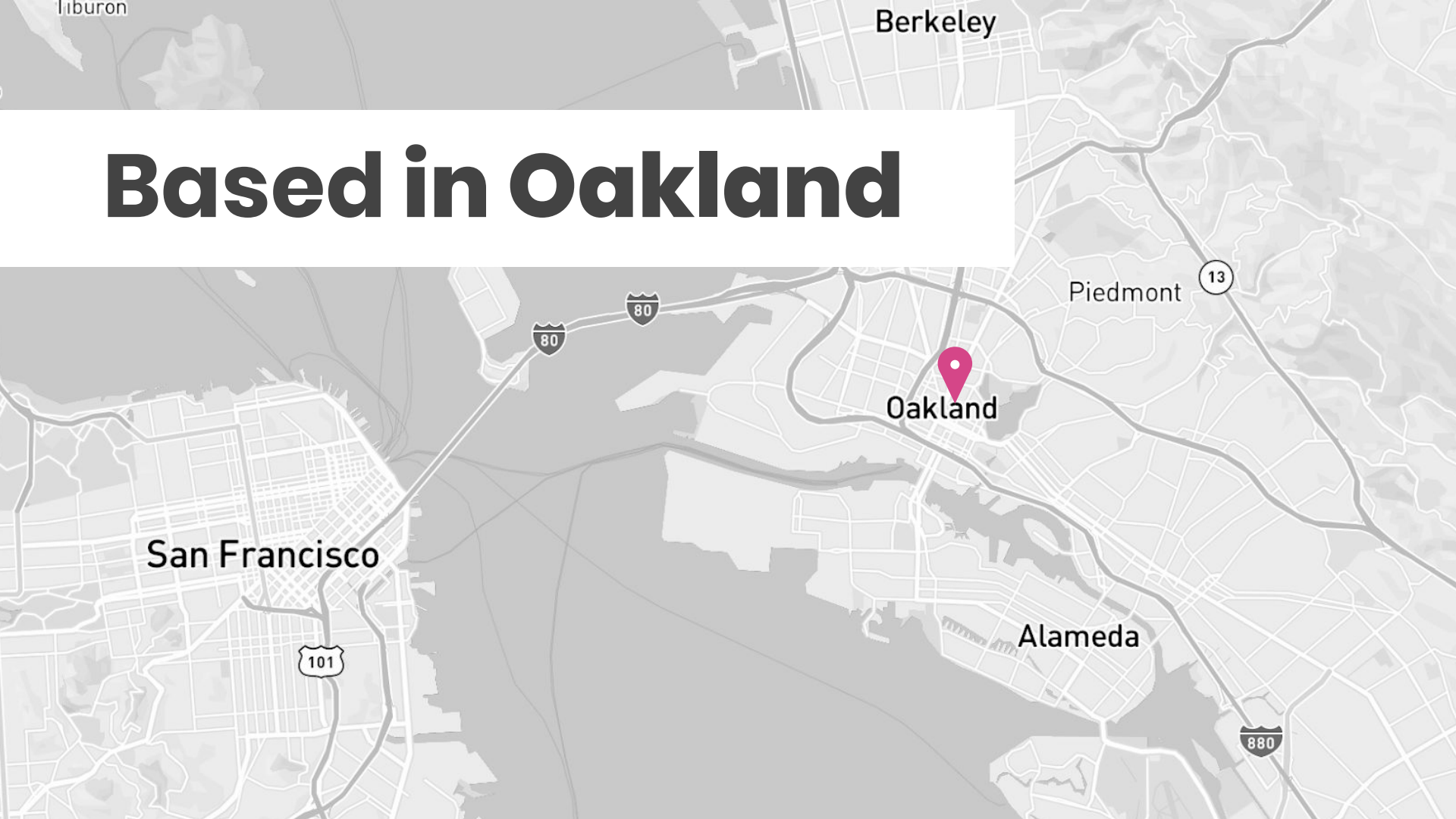

de Young \
\ Legion of Honor
fine arts museums
of san francisco

GreenBiz

NATIONAL ASSOCIATION OF
SCIENCEWRITERS™

THE
LINUX
FOUNDATION

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

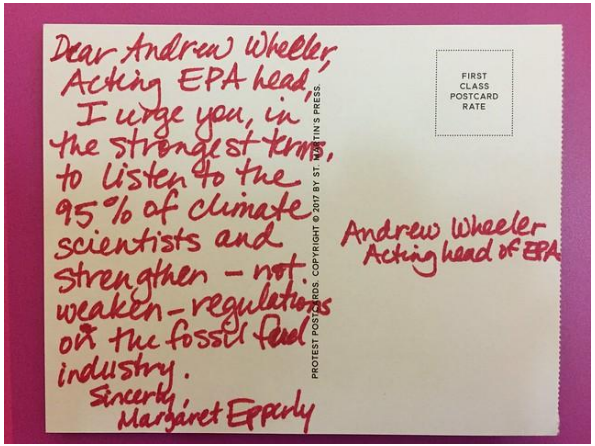
Join Us
In Loud, Loving
Memory of Drupal 6

Welcome to the
6
Mourning
Party
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
WE BELIEVE
BLACK LIVES MATTER
NO HUMAN IS ILLEGAL
LOVE IS LOVE
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.
Sincerly,
Margaret Epperly
FIRST CLASS POSTCARD RATE
Andrew Wheeler
Acting head of EPA
PROTEST POSTCARDS. COPYRIGHT © 2017 BY ST. MARTIN'S PRESS.

NEVERTHELESS,
SHE PERSISTED

April Sides
@weekbeforenext

Follow

Saving the planet at #DrupalCon with @kalamuna! #Drupal4Good

3:13 PM - 10 Apr 2019

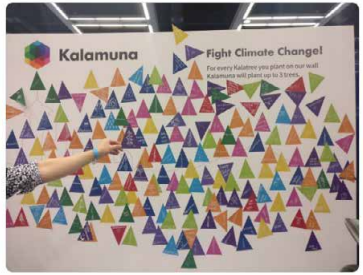
20 Likes

2 20

Rachel Agyemang
@rachel_agy

Follow

Was just thinking about event swag and how it could be more meaningful. Now @DrupalConNA and got to see this awesome booth by @kalamuna



4:20 PM - 10 Apr 2019

5 Likes

1 5

Elli L
@ekl1773

Follow

.@kalamuna has the best booth ideas! I just helped plant three trees 🌲🌲🌲 #drupal4good #drupalcon

1:59 PM - 10 Apr 2019 from Seattle, WA

5 Likes

2 5

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?

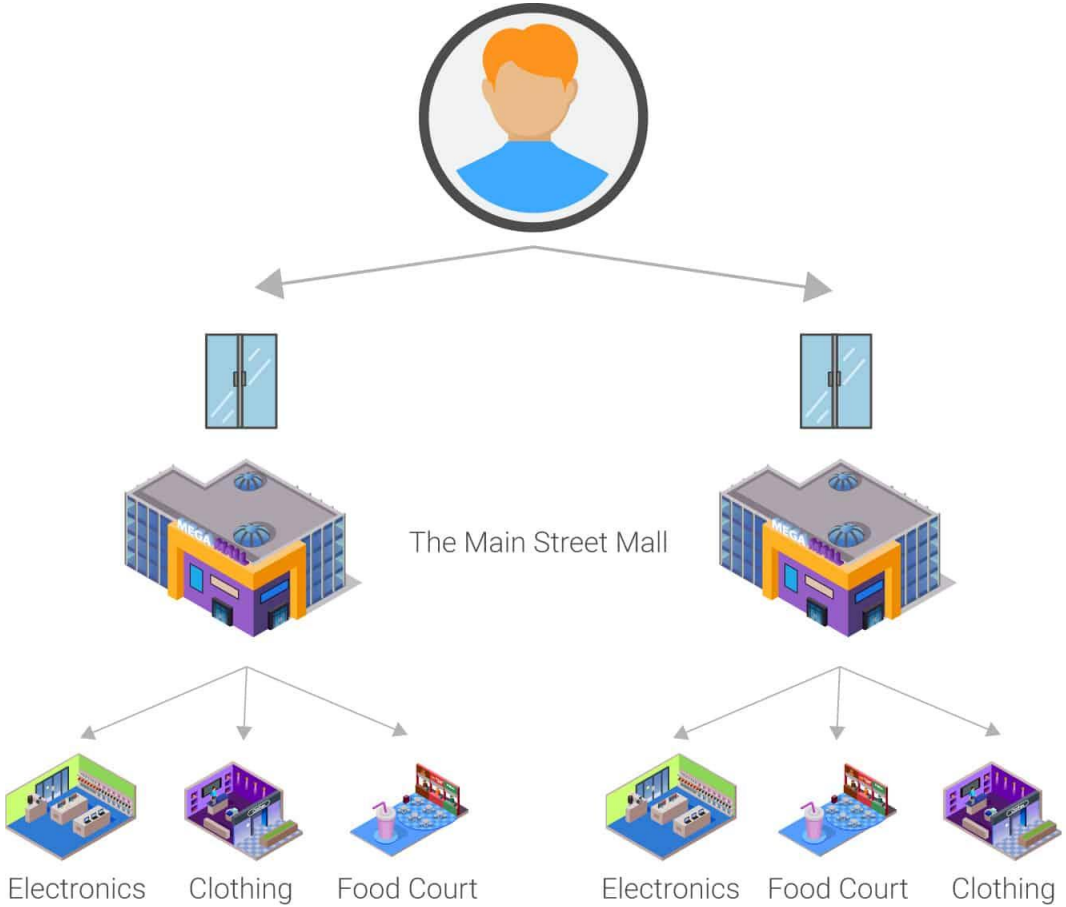
I may be analytical, but I’m no analyst.

Vadim Tchernine
Senior Analyst

Kalamuna

GA Tips, Tricks & Best Practices

Users, Sessions, Pageviews



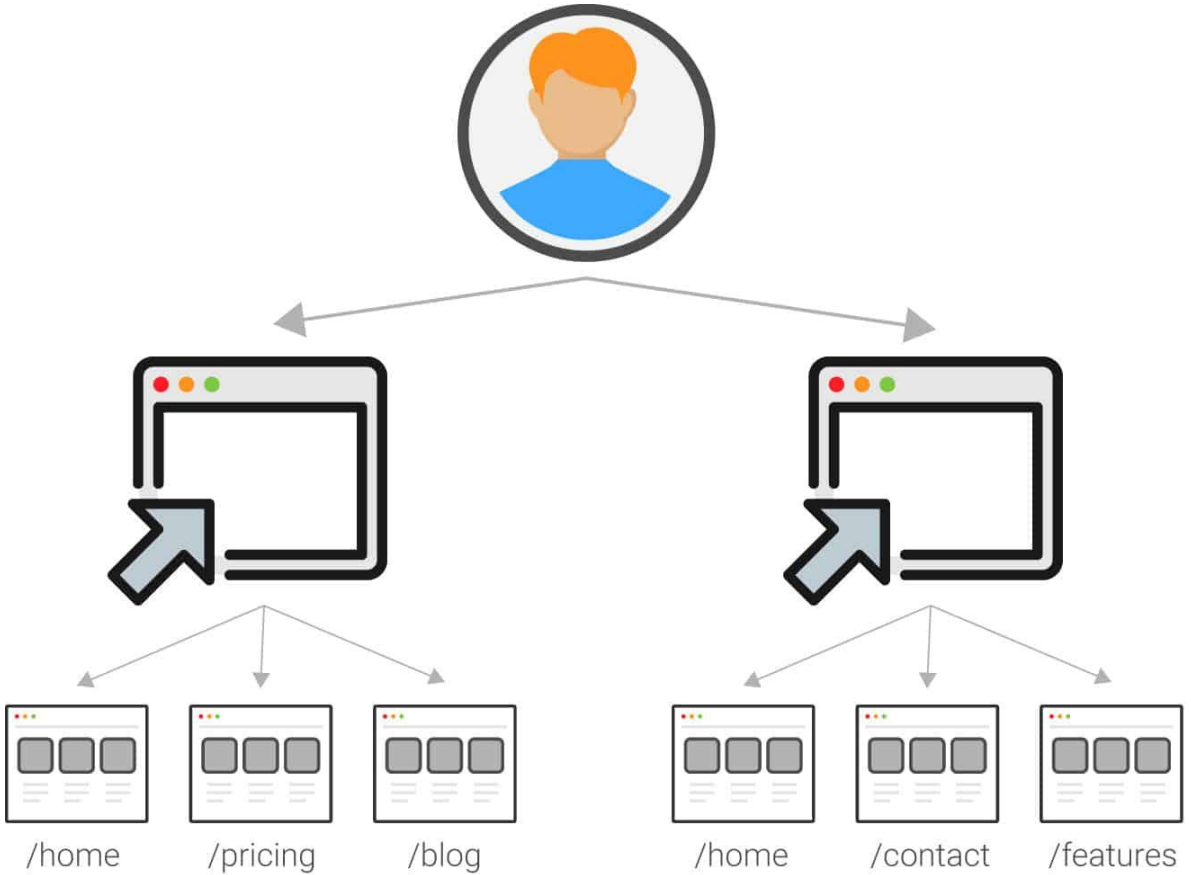
Person
A shopper

Trip To Mall
One trip

Store
Store within mall

KALAMUNA

https://databox.com/basic-google-analytics-concepts-explained-visiting-shopping-mall



User

A real human (hopefully)

Session

Visit to a domain

Pageview

Page within domain

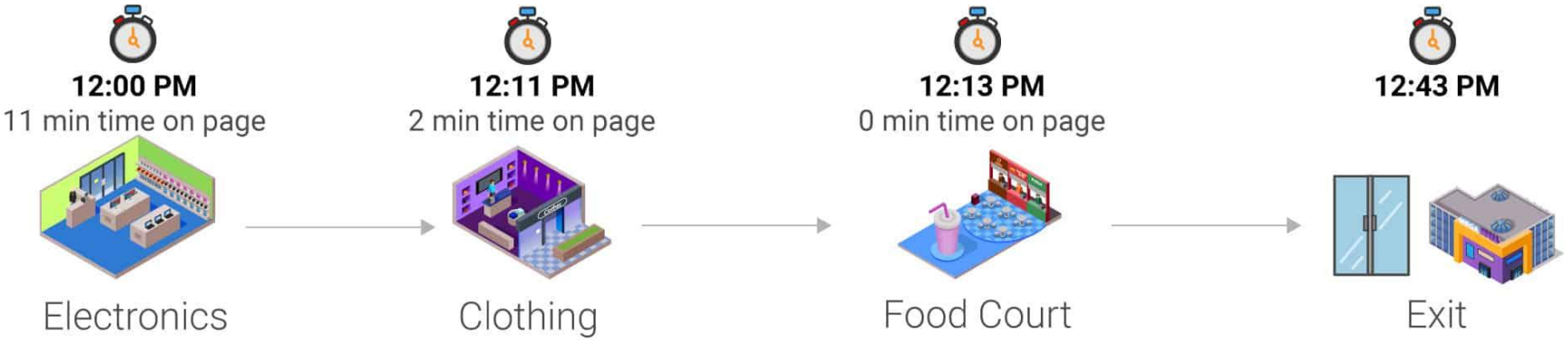
KALAMUNA

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

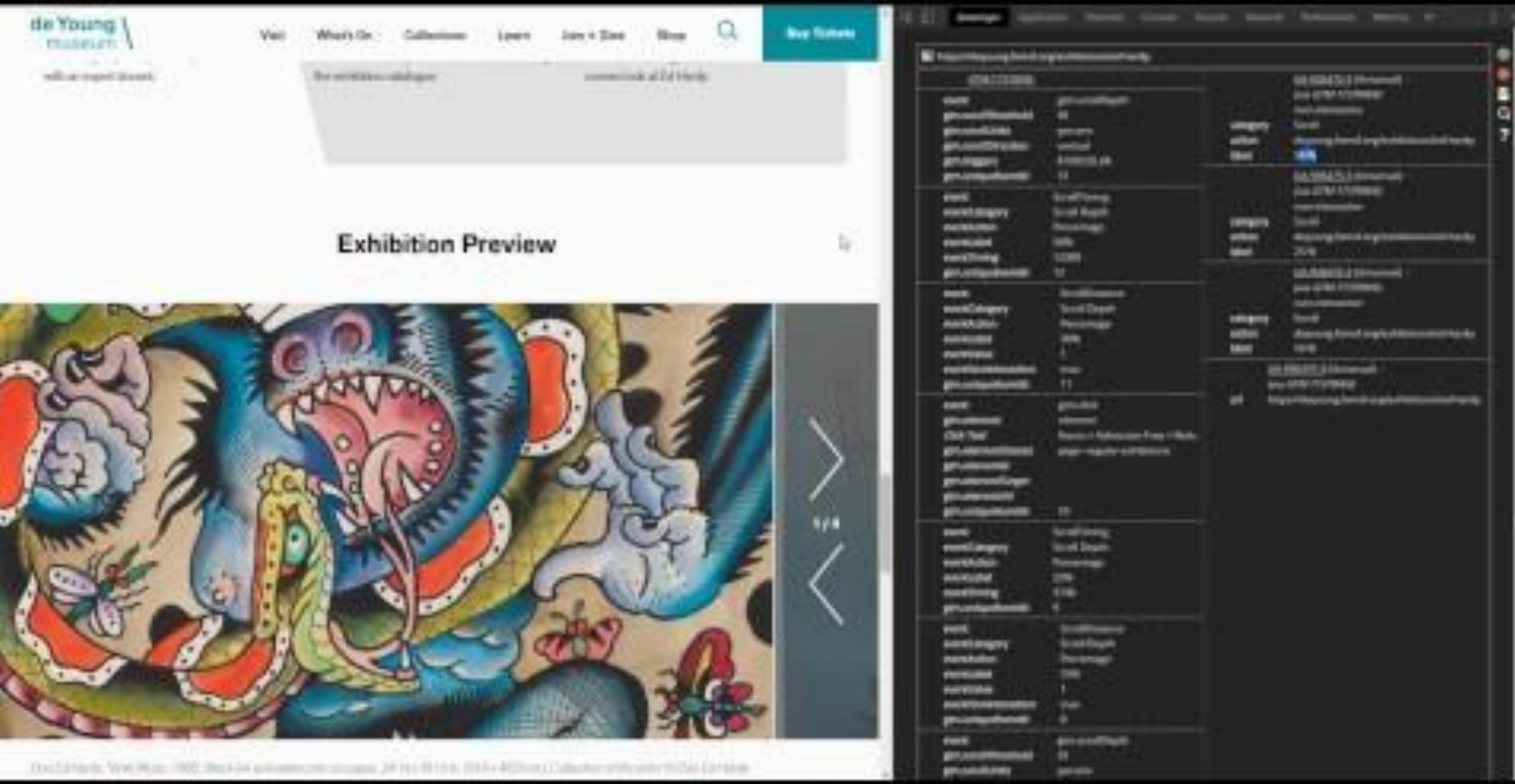
Session Duration

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.



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.

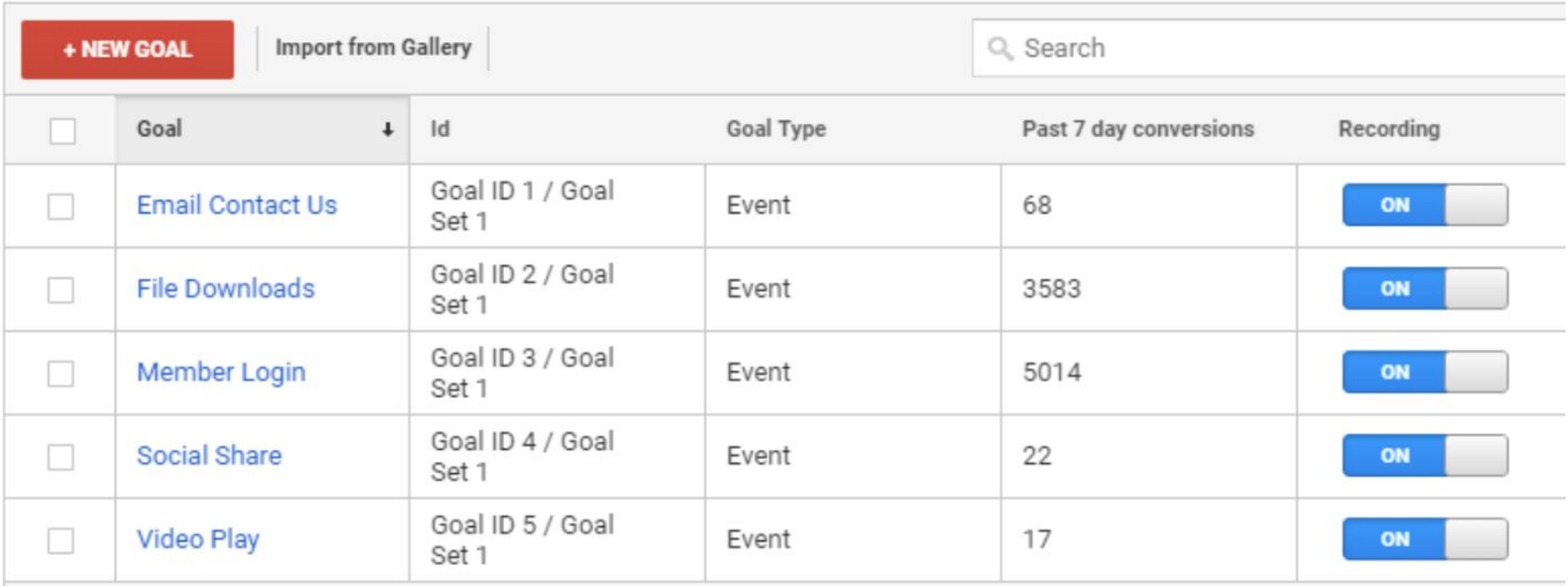

de Young museum
Exhibition Preview

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.

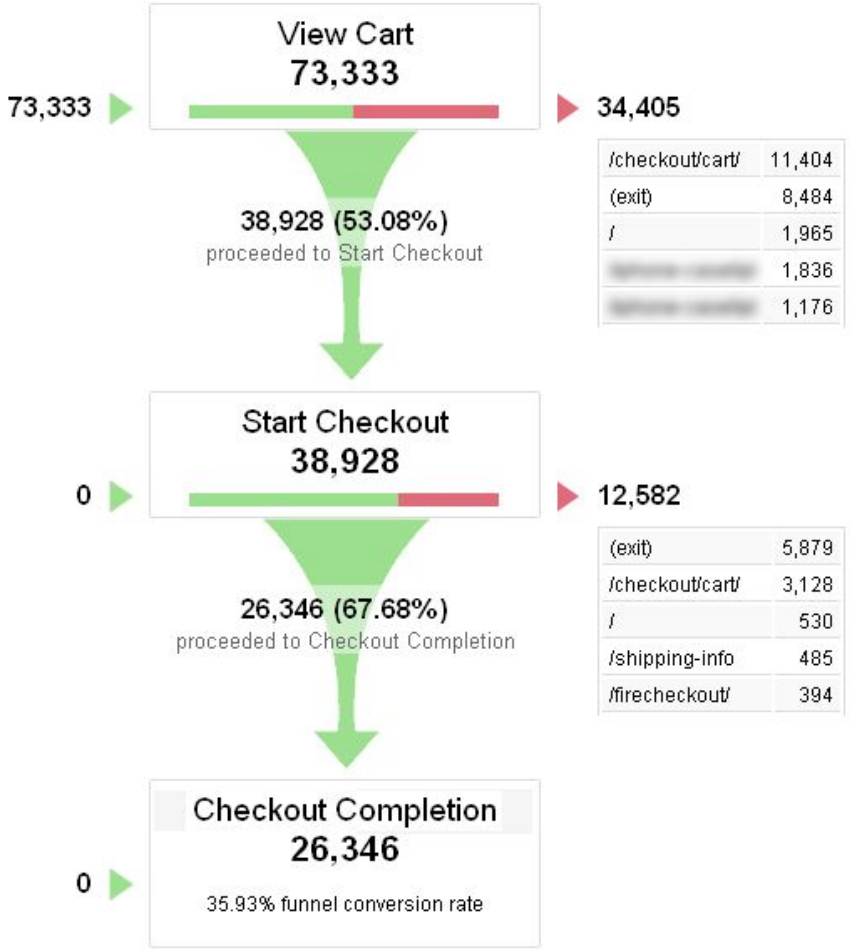
Goals

Goals

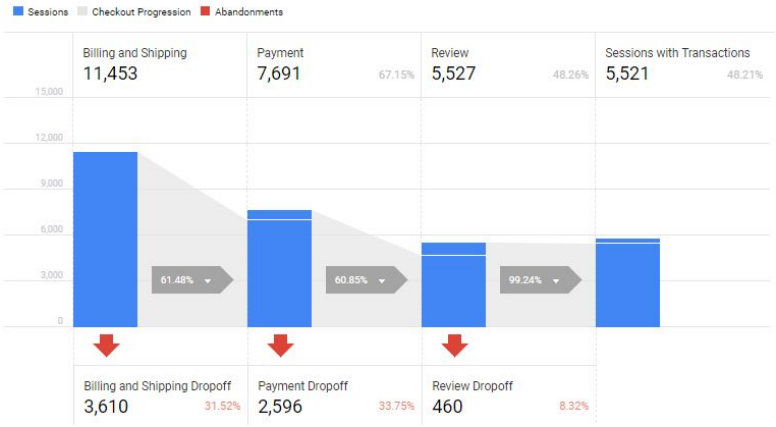


Goal	Id	Goal Type	Past 7 day conversions	Recording
Email Contact Us	Goal ID 1 / Goal Set 1	Event	68	ON
File Downloads	Goal ID 2 / Goal Set 1	Event	3583	ON
Member Login	Goal ID 3 / Goal Set 1	Event	5014	ON
Social Share	Goal ID 4 / Goal Set 1	Event	22	ON
Video Play	Goal ID 5 / Goal Set 1	Event	17	ON

Funnel Visualization



Enhanced eCommerce Reports



Bounce Rate

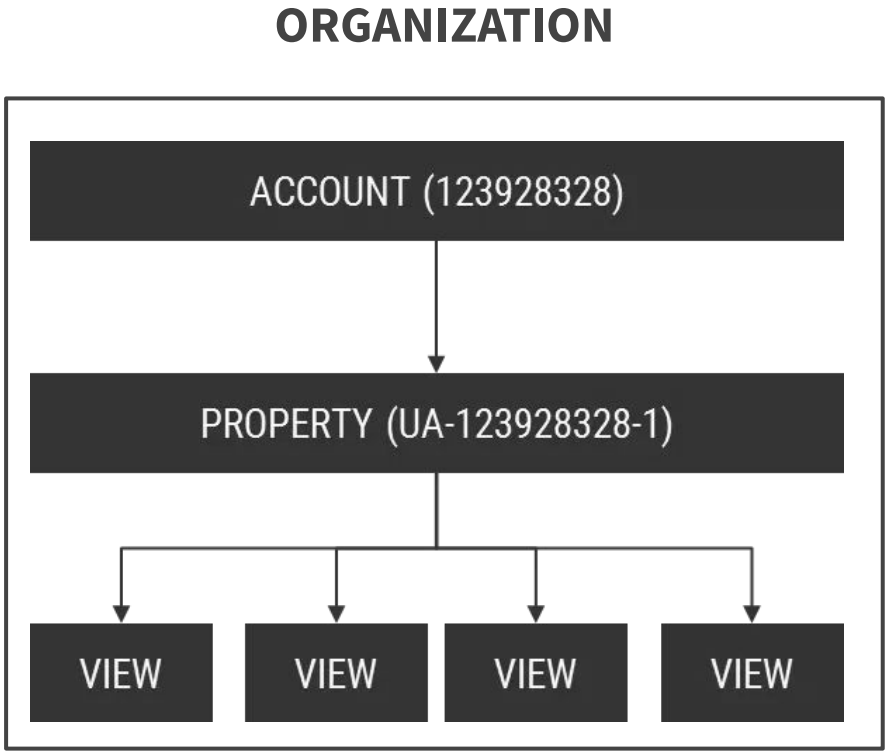
Bounce Rate

- 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.”



Create a Minimum of 3 Views for Every Property

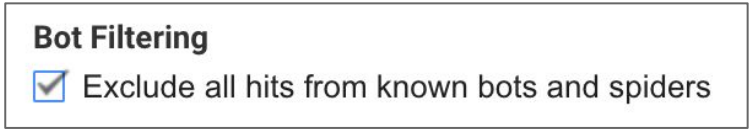
The Master View is your working view. It's where you apply many different filters and modifications to get the most accurate and actionable data.

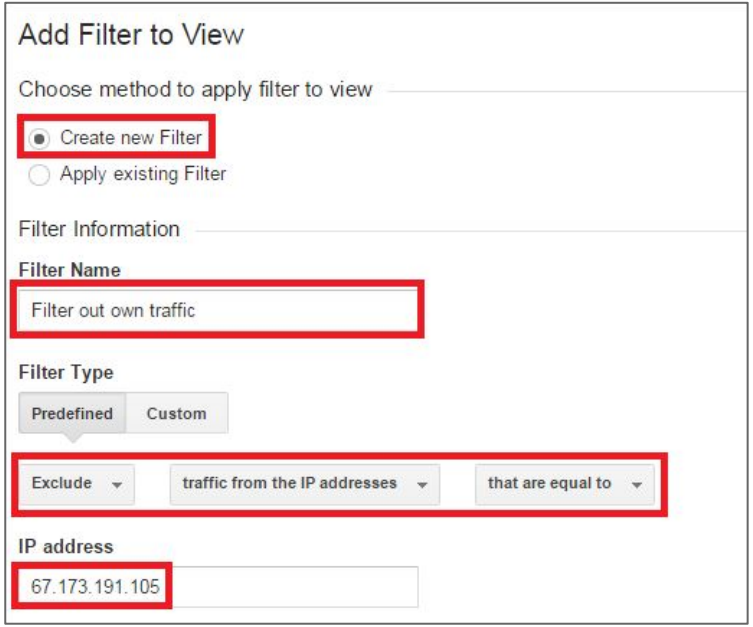
The Test View is where you test all of your filters first. Also where traffic from staging, localhost and other non production environment can go.

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

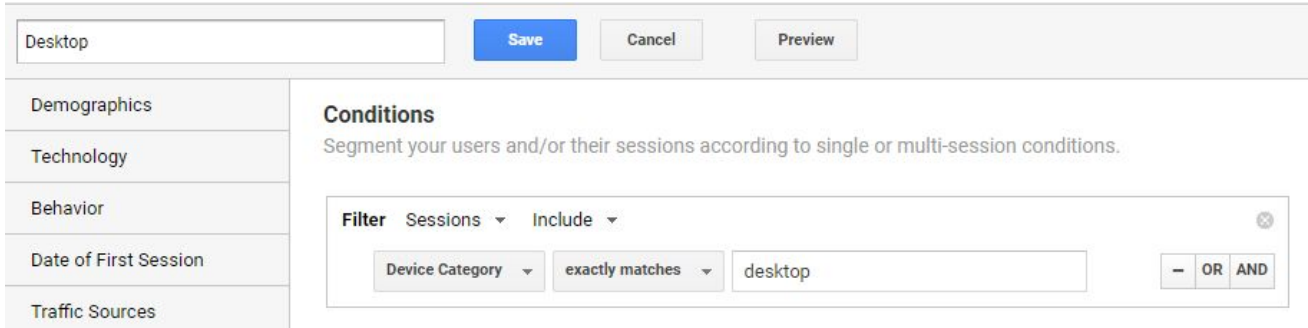




Segments

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

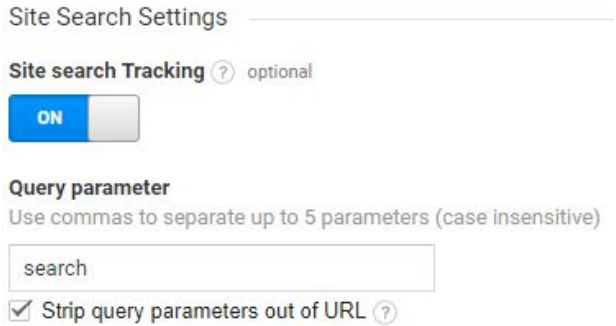


Site Search

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

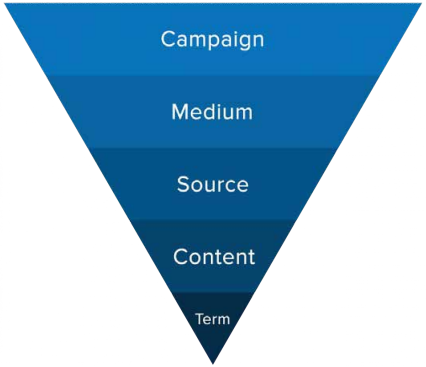


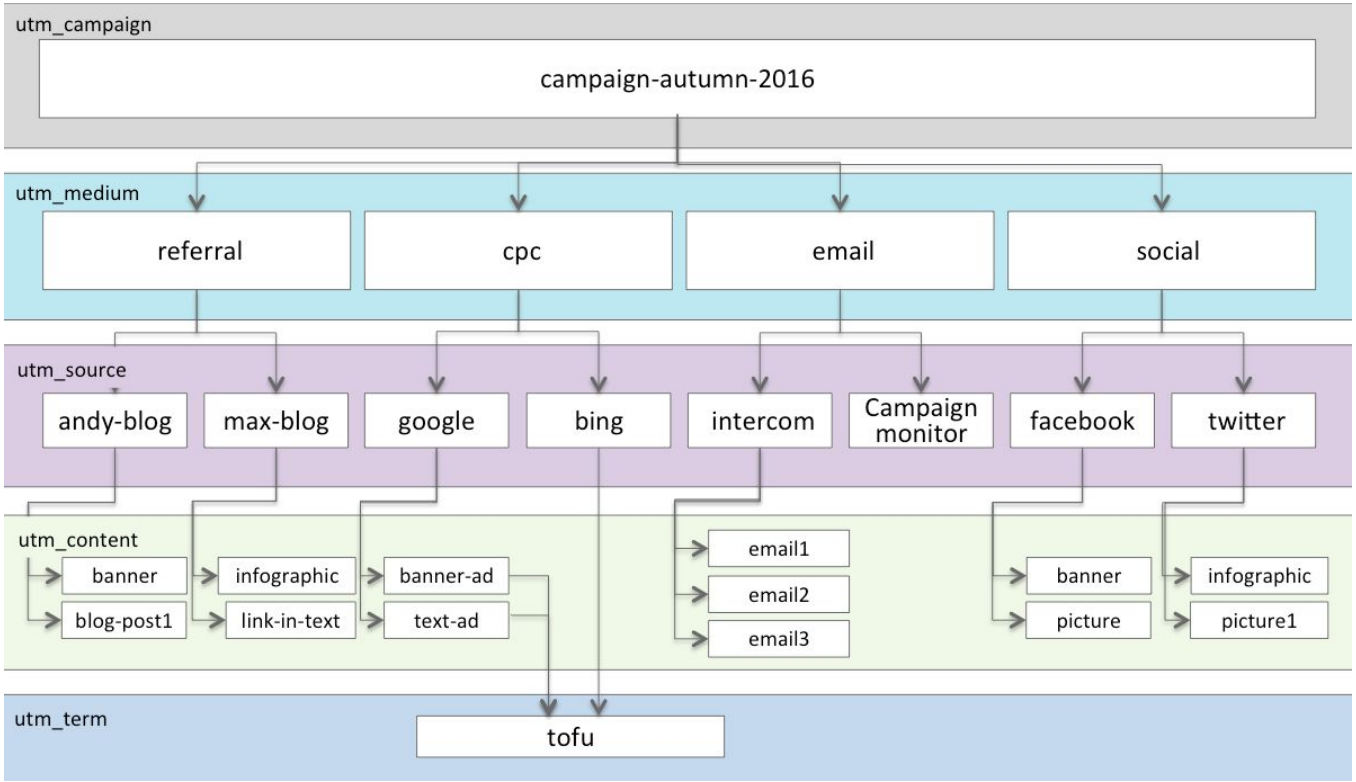
Sending out emails and being active on social media, but your main source of traffic is Direct?

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

UTM Parameters in URLs

UTM Hierarchy & Strategy



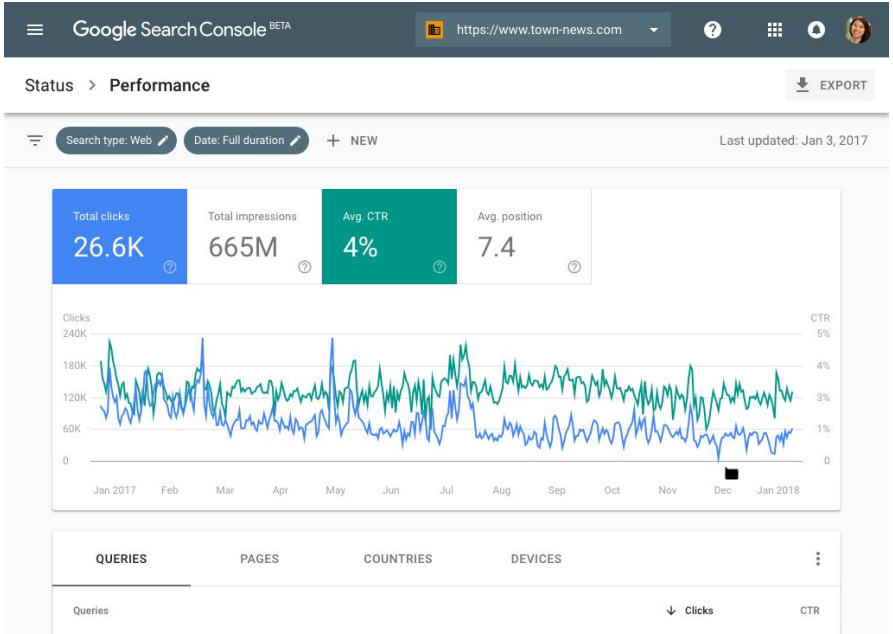


UTM Best Practices

- Use a generator service (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

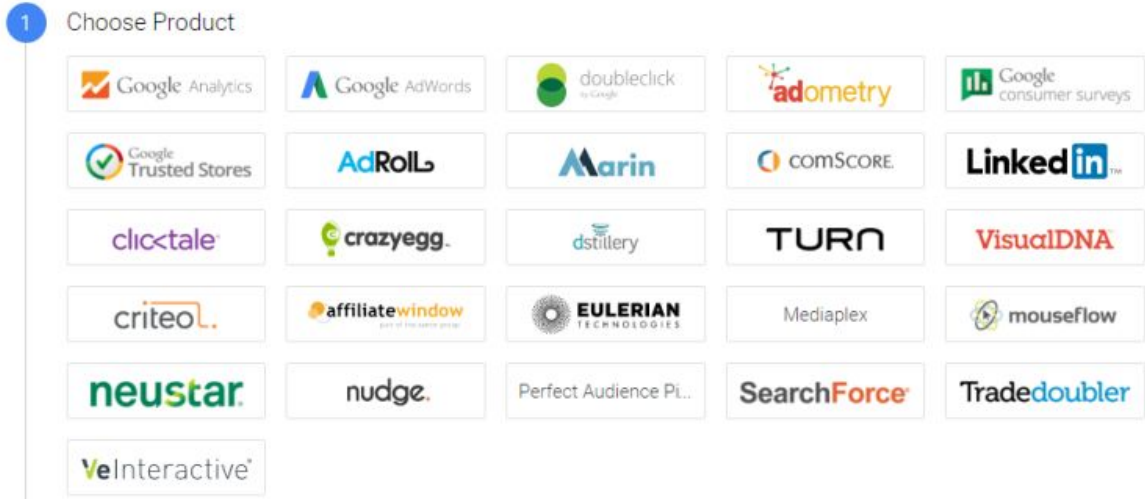
GoogleTagManager

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



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

CURRENT WORKSPACE

Default Workspace

Search

- Overview
- Tags
- Triggers
- Variables
- Folders

Tags

New

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

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

- If you don't like the results, simply delete the **GTM Bot** workspace.
- Keep this page open until the installation completes.

Progress: Created variable adwords_remarketing_id

Elements

The following items will be implemented:

Type	Name	Purpose	Status	
[redacted]	gtc_settings	Holds all settings relevant to Google Analytics, including which property to send data to.	[redacted]	Installed
[redacted]	dl_event_label	A generic event label pushed to the data layer.	[redacted]	Installed
[redacted]	dl_event_value	A generic event label pushed to the data layer.	[redacted]	Installed
[redacted]	attention_time_custom_metric_index	The slot number in Google Analytics of the custom metric you want to track Attention Time.	[redacted]	Installed
[redacted]	social_share_button_css_selector	The CSS selector used to identify social share buttons.	[redacted]	Installed
[redacted]	adwords_remarketing_id	The ID of your remarketing tag created in AdWords.	[redacted]	Installed
[redacted]	facebook_pixel_id	The ID of your Facebook marketing pixel.	[redacted]	Installing
[redacted]	marketing_email_opt_in_value	The monetary value of an email opt-in to your business.	[redacted]	Pending
[redacted]	currency_code	A three digit code representing the currency your website trades in (e.g. USD).	[redacted]	Pending

gtmbot.io

Feedback

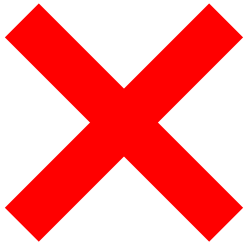
Data Validation

Tag Assistant (by Google)

Offered by: Google

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

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.

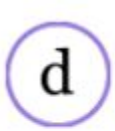
Jessa Elsasser Modified Sep 28, 2018 ★☆☆☆☆

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

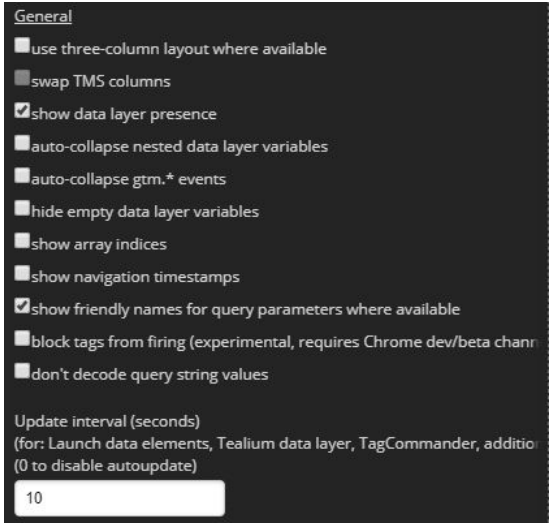
yeah, I am running into the same issue whenever I click on the icon for it, it just popped up asking if I want to enable on checking for other tags and if I want to inspect all pages or specific page, then once choose an option, it doesn't do anything! So frustrate! I removed and re-added the plug-in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

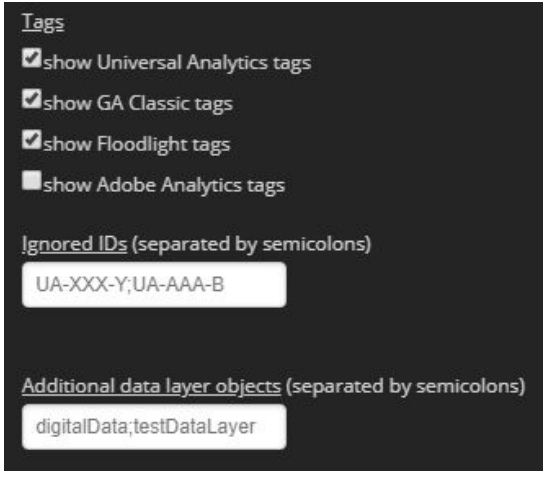


dataslayer

Offered by: bearcla.ws

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





Beyond Google Analytics

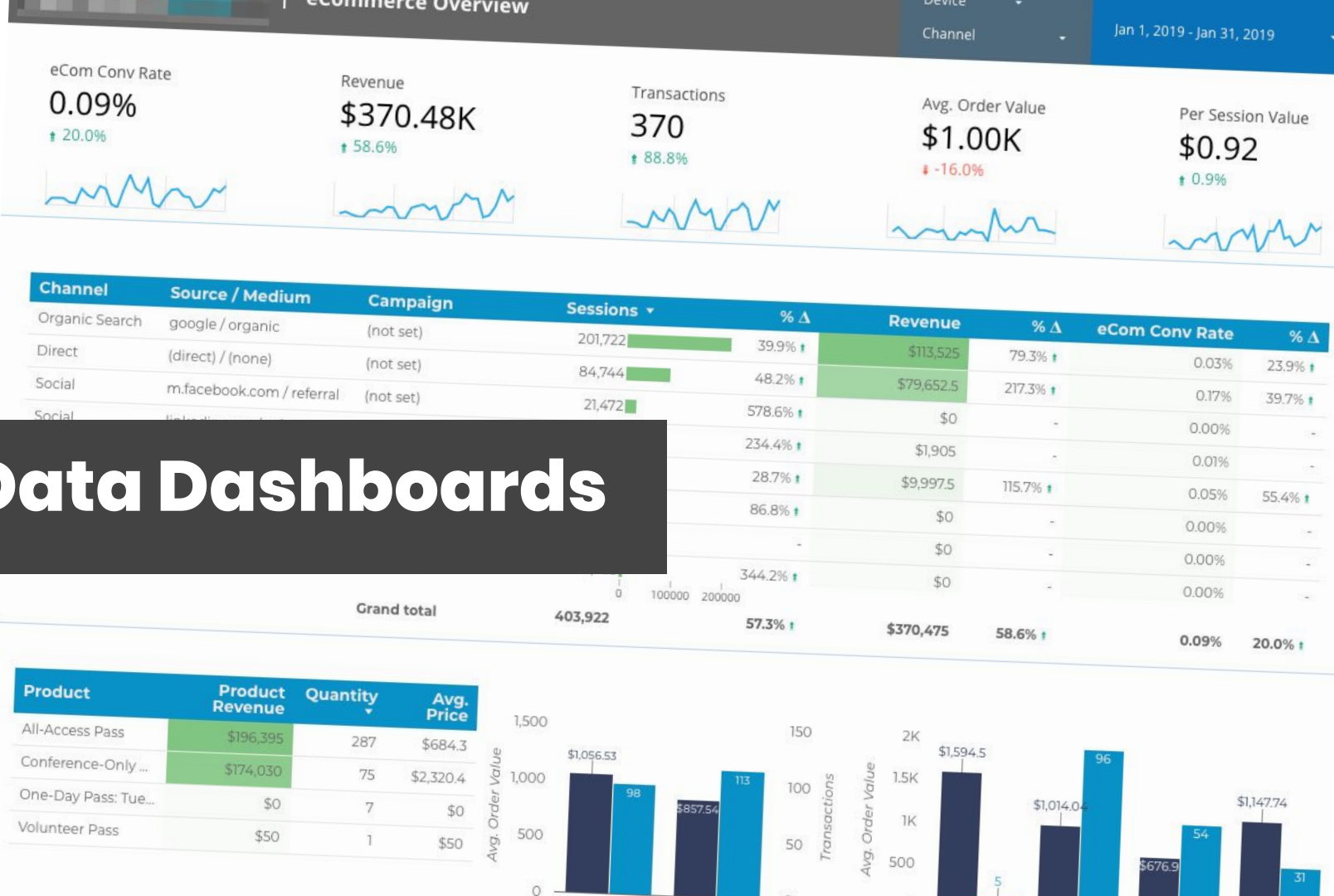
Google Analytics alternatives

Adobe
Analytics

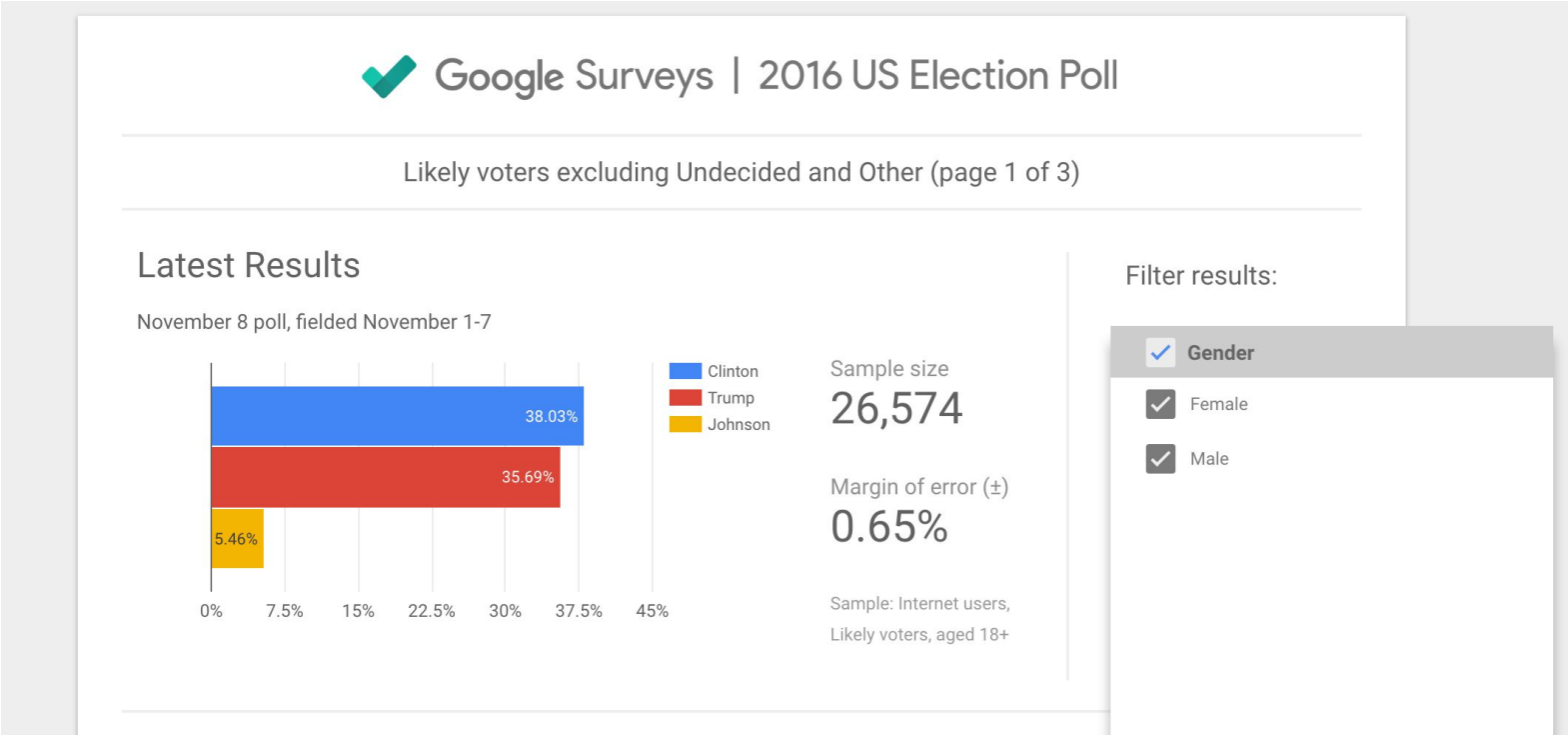
Google Data Studio

analytics meets powerpoint

Live Data Dashboards



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)

The Sixth Sense

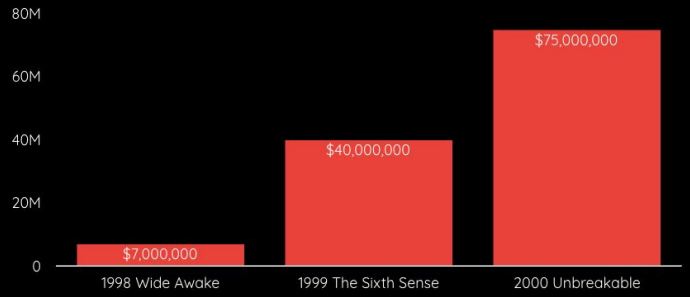
IMDB Rating
8.1

Gross Box Office
$498.64M

Award Wins
32.0

Box Office ROI
733.77%

Estimated Budget



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

Next

Search

Google Connectors (18)

Connectors built and supported by Data Studio. Learn more

Connector Gallery

File Upload
By Google
Connect to CSV (comma-separated values) files.
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BigQuery
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Connect to BigQuery tables and custom queries.
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Search Ads 360
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Search Console
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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

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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.

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
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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 service Query Lang... Learn more

Sizmek
By Tapclicks

Connect to your data using Tapclicks's Sizmek connector Learn more

Socrata
By Socrata

Connect Data Studio to Socrata Data Learn more

StackAdapt
By StackAdapt

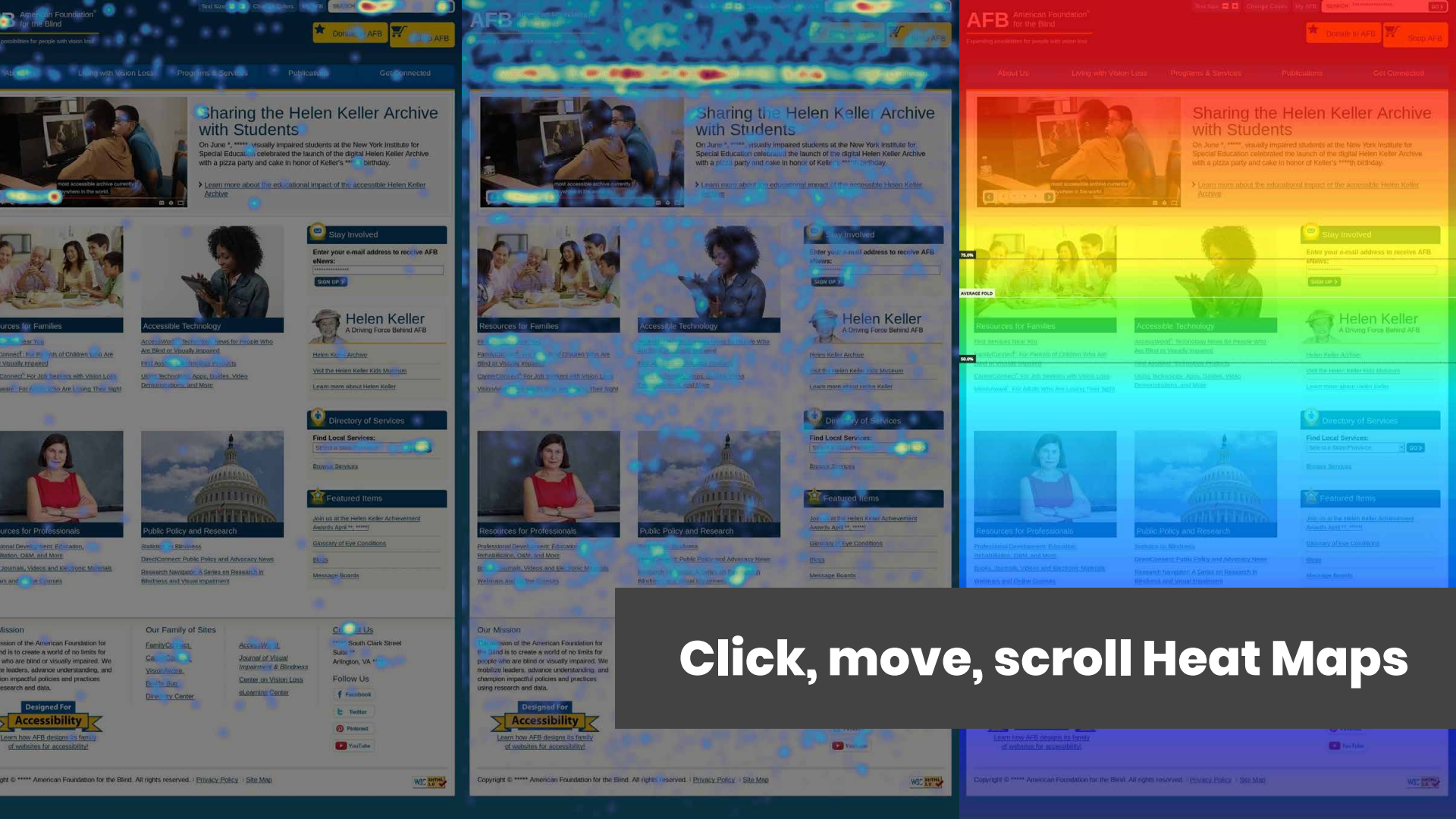
Access StackAdapt campaign metrics directly in Google Data Studio. Learn more

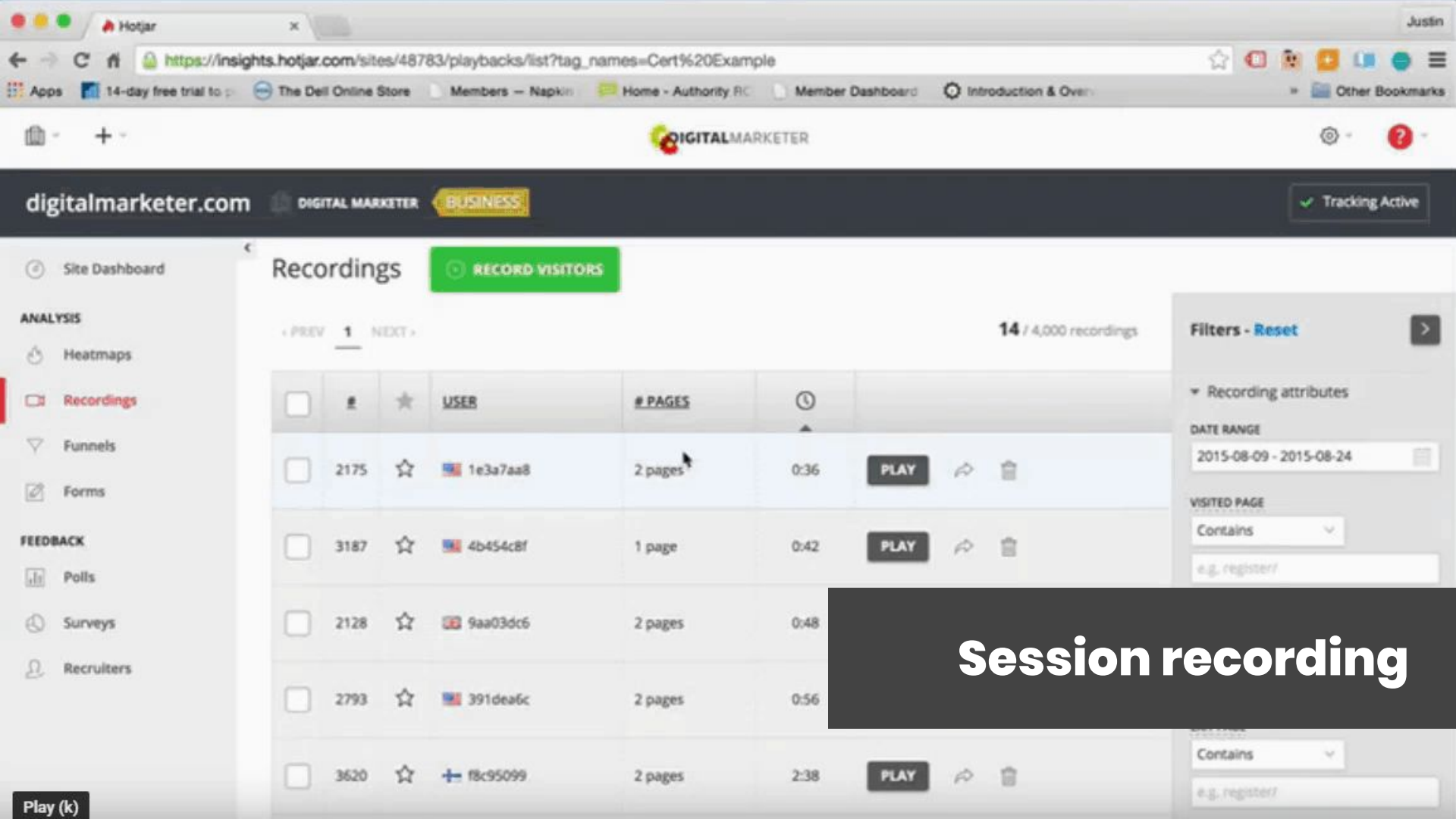
Stripe
By Supermetrics

#1 Connector for Stripe. Powerful To Use. Trusted by 300k+ Markete

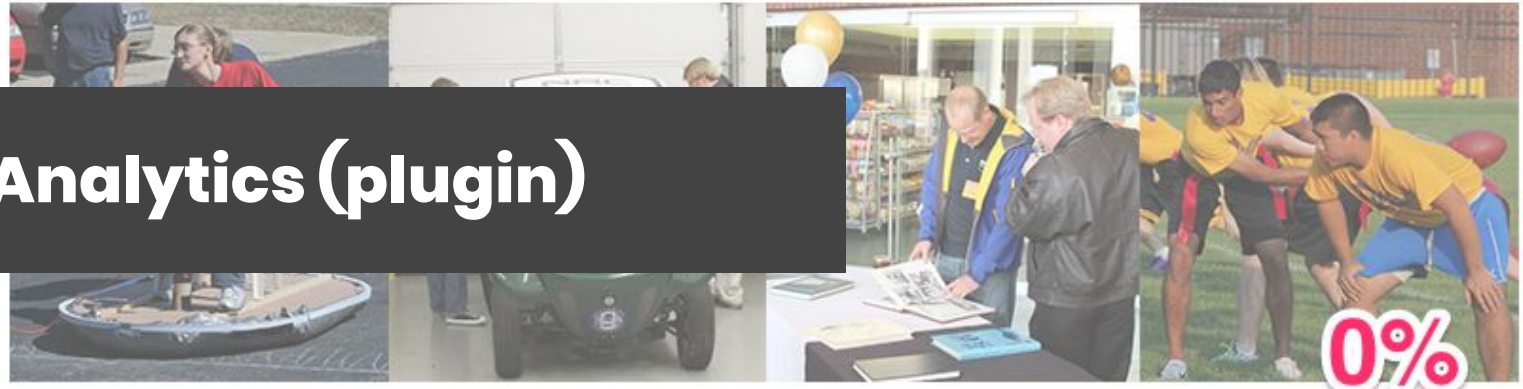
Google Data Studio alternatives

More Tools


Click, move, scroll Heat Maps


Hotjar
Justin
https://insights.hotjar.com/sites/48783/playbacks/list?tag_names=Cert%20Example
Apps
14-day free trial to p
The Dell Online Store
Members — Napkin
Home - Authority RC
Member Dashboard
Introduction & Over
Other Bookmarks
DIGITALMARKETER
digitalmarketer.com
DIGITAL MARKETER
BUSINESS
Tracking Active
Site Dashboard
ANALYSIS
Heatmaps
Recordings
Funnels
Forms
FEEDBACK
Polls
Surveys
Recruiters
Recordings
RECORD VISITORS
‹ PREV 1 NEXT ›
14 / 4,000 recordings
Filters - Reset
Recording attributes
DATE RANGE
2015-08-09 - 2015-08-24
VISITED PAGE
Contains
e.g. register
USER # PAGES
2175 1e3a7aa8 2 pages 0:36 PLAY
3187 4b454c8f 1 page 0:42 PLAY
2128 9aa03dc6 2 pages 0:48
2793 391dea6c 2 pages 0:56
3620 f8c95099 2 pages 2:38 PLAY
Contains
e.g. register
Session recording
Play (k)

Page Analytics (plugin)



1.9% 14%

Donors & Giving Information

14%

Alumni & Donors

15% Donors & Giving Information

3.8% Annual Giving

5.7% Corporate & Foundation Giving

7.5% Donor Recognition Societies

1.9% Guide to Giving

18% Matching Gift Search

10% Meet the Development Staff

1.9% Scholarship Recipient Profiles

0%

Annual Giving

>Make a Gift

The generosity of Kettering University alumni and friends enhances student experiences an 10% nces the University as a leader in STEM education. Support student scholarships or another area of the University that is important to you. By taking advantage of a company's matching gift program, you can arrange for 1.9% ditional gift that can double or triple the impact of your contribution. Find your employer with our search engine. Make a gift. Make a difference.

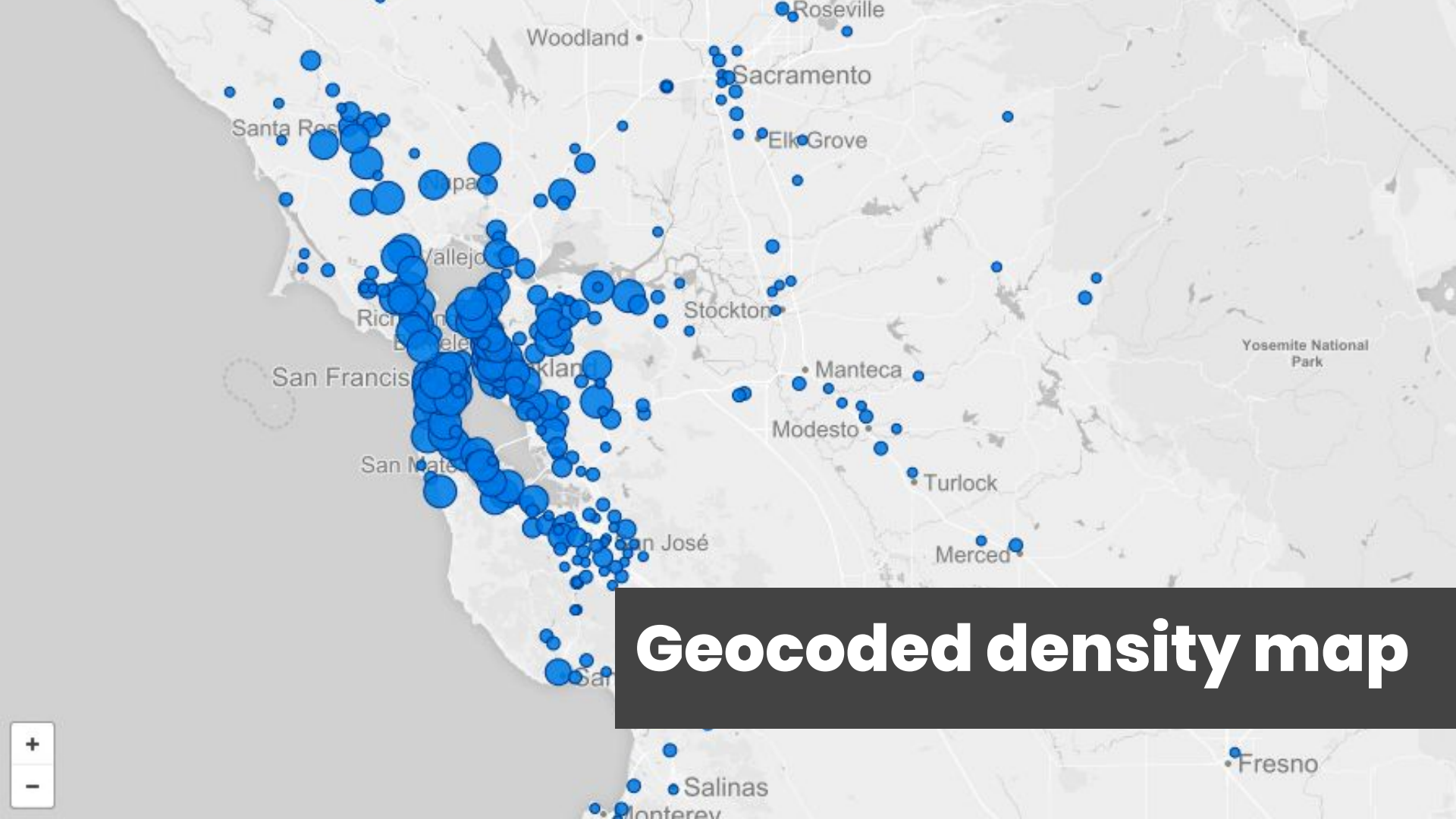
Estate & Planned Giving

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. Learn More

Page Analytics (by Google)

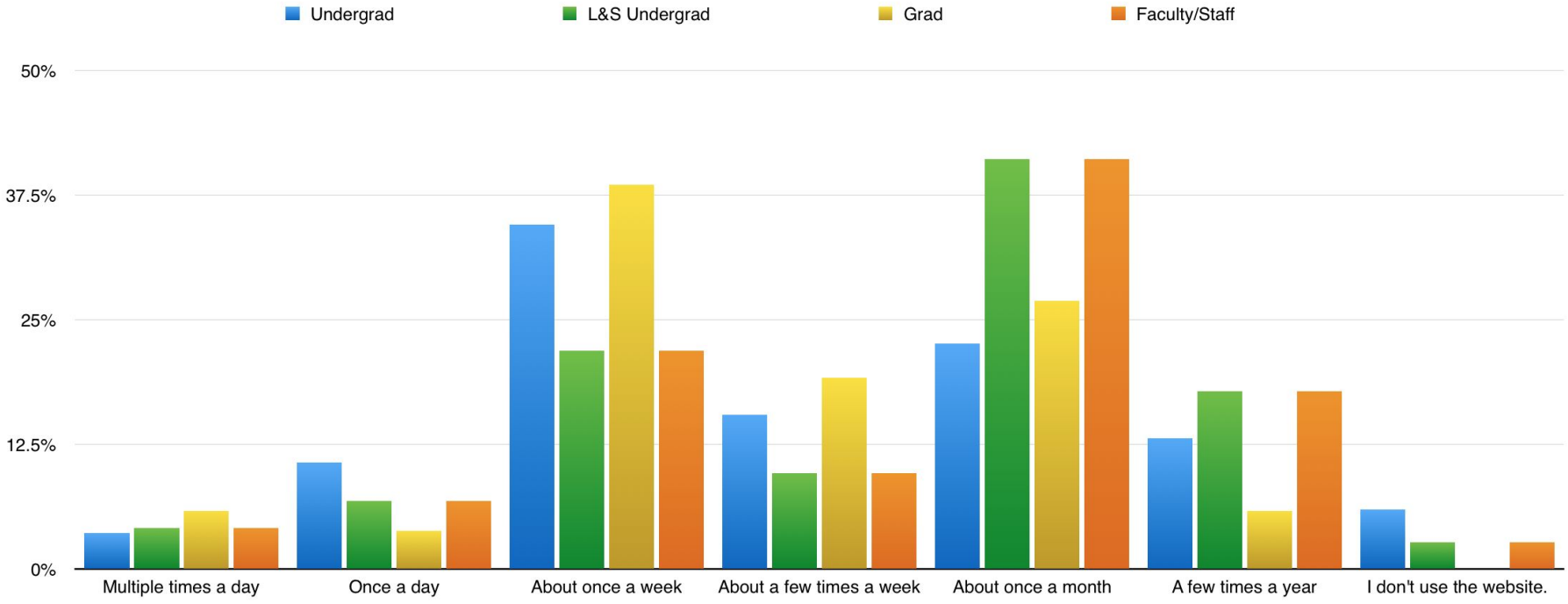
Offered by: google.com

1,015 | Productivity | 841,662 users


Roseville
Woodland
Sacramento
Elk Grove
Vallejo
Stockton
Yosemite National Park
Manteca
Modesto
Turlock
Merced
Salinas
Fresno
Geocoded density map

User Surveys

How often do you visit the website?



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-13

Thank You!

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Email mallis@kalamuna.com

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