

**DIGITAL**  
**DIGITAL 7**  
WORKSHOP SERIES EPISODE

**AustCham**Thailand  
Business | Connections | Community

SEP  
**18**  
8:30-10:30

# UNDERSTANDING



&



Google Tag Manager



**JAMES THURLBY**  
SENIOR CAMPAIGN MANAGER



**DANIEL BEAN**  
HEAD OF SEM/SMM

Google Analytics **A PRACTICAL GUIDE**

WEDNESDAY 18 SEPTEMBER 2019 || 8.30 - 10.30 HRS

GLOWFISH SATHORN, 2ND FLOOR, SATHORN THANI 2 BUILDING

**GLOWFISH**



**COST: 300THB FOR AUSTCHAM MEMBERS**  
**600 BAHT FOR NON-MEMBERS**



2019 PLATINUM SPONSORS  
BLACKBRIES  
LINDX



# Introduction



# Google Analytics

Presented by



**MoveAhead**<sup>™</sup>  
media

# Agenda

1. Welcome & Warm Up
2. Determining Objectives
3. Understanding Categories
4. Selecting the data
5. Using Tag Manager
6. Creating a dashboard for reporting
7. Special Offer
8. Q&A



# Determining Objectives

- Brand Awareness
- Leads / Sales
- Traffic
- Ecommerce

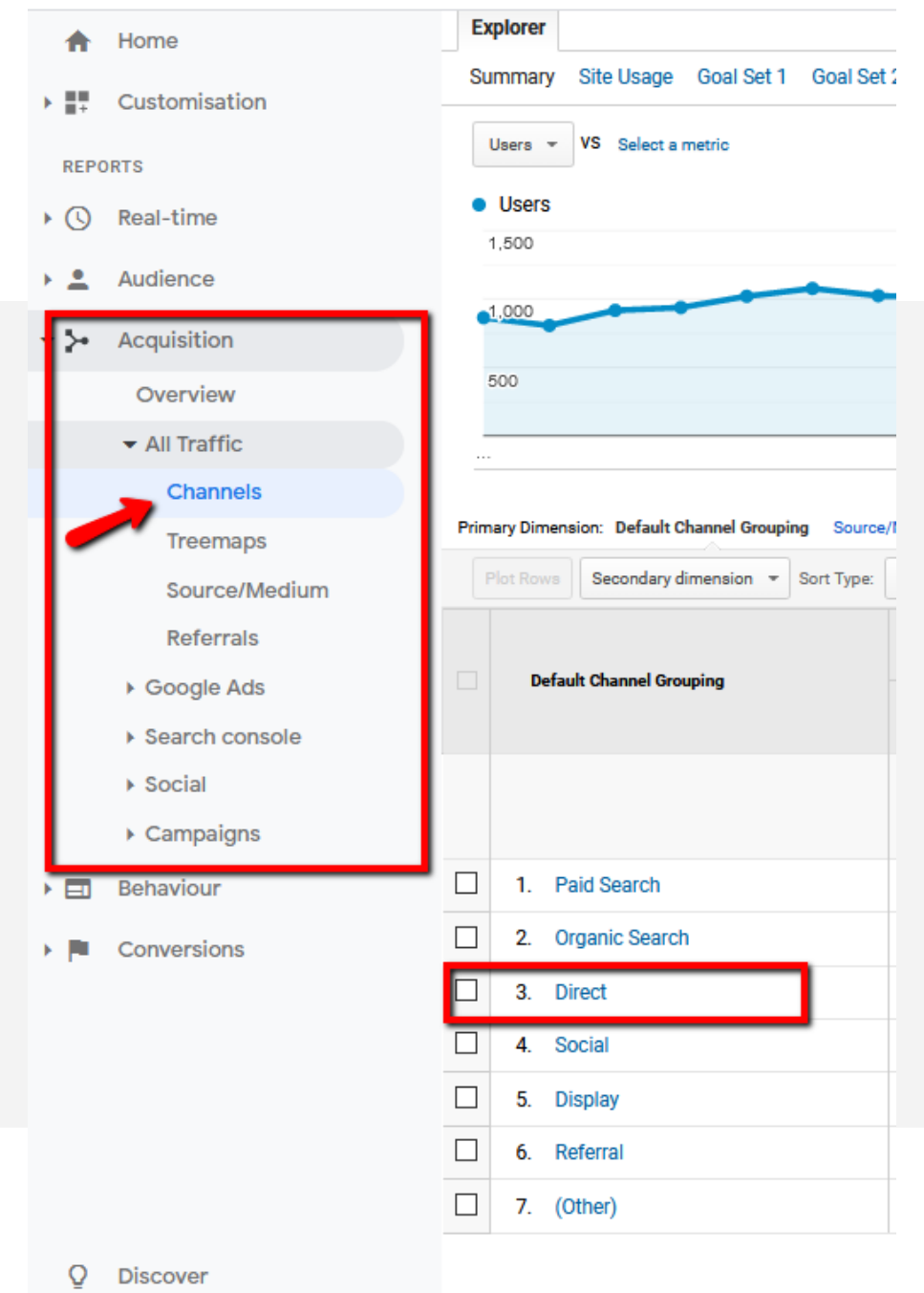
# Brand Awareness

## Impressions & Reach

Definition: the number of times your business is shown. E.g.

- Google Search the ad or organic listing is on the page viewed
- Your ad displayed on another website
- Your ad in Social Media

*\* Requires the use of additional tools, such as: Google Search Console, Google AdWords, Facebook Analytics etc.*

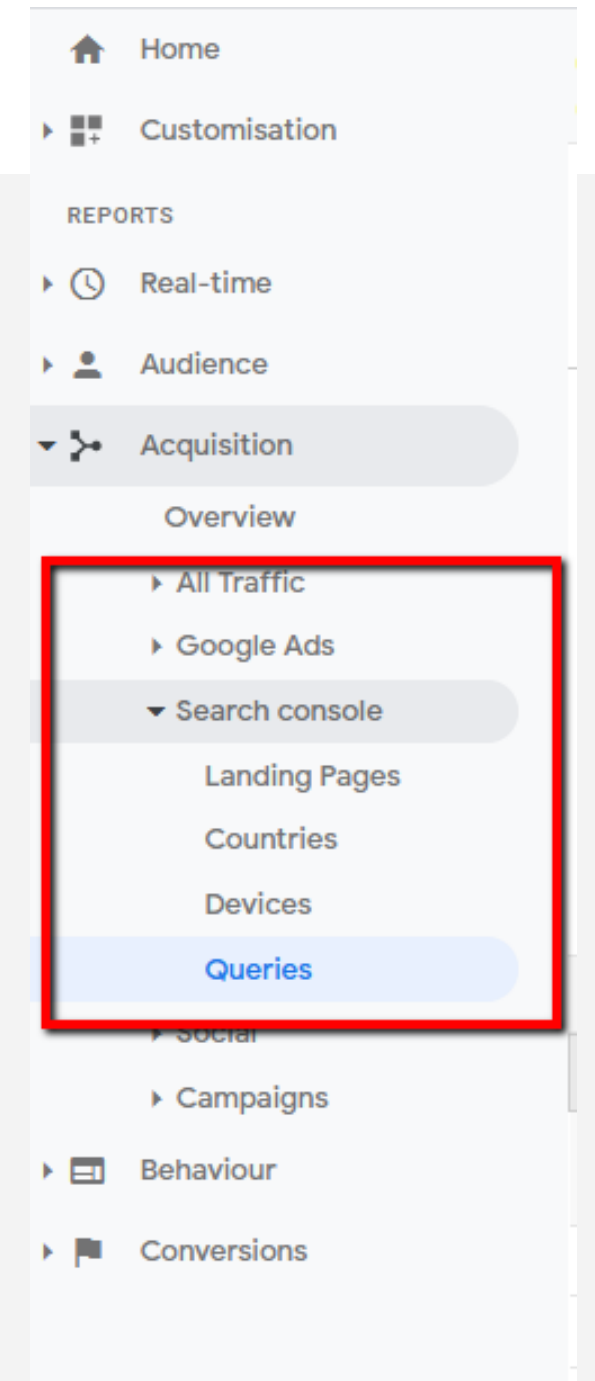


# Brand Awareness

## What can we learn from Analytics and Where to look.

As mentioned, Google Analytics is not really tailored for Brand Awareness Metrics....  
But here are a few areas you can check to measure Brand Awareness Campaigns.

1. Do you have an Increase in Direct Traffic
2. Have your Brand Name Searches Increased find these within your search console and query report.
3. Returning Users vs New Users Has the ratio of new users increased?



# Traffic

Also known as Users or Visitors

definition: the number people who have landed on your website.

What can we learn from Analytics and Where to look.

Traffic is probably the most commonly used metric within Google Analytics but can be broken down into many segments and there is lot to be learnt in Google Analytics about your traffic.

Users - People who have initiated one session

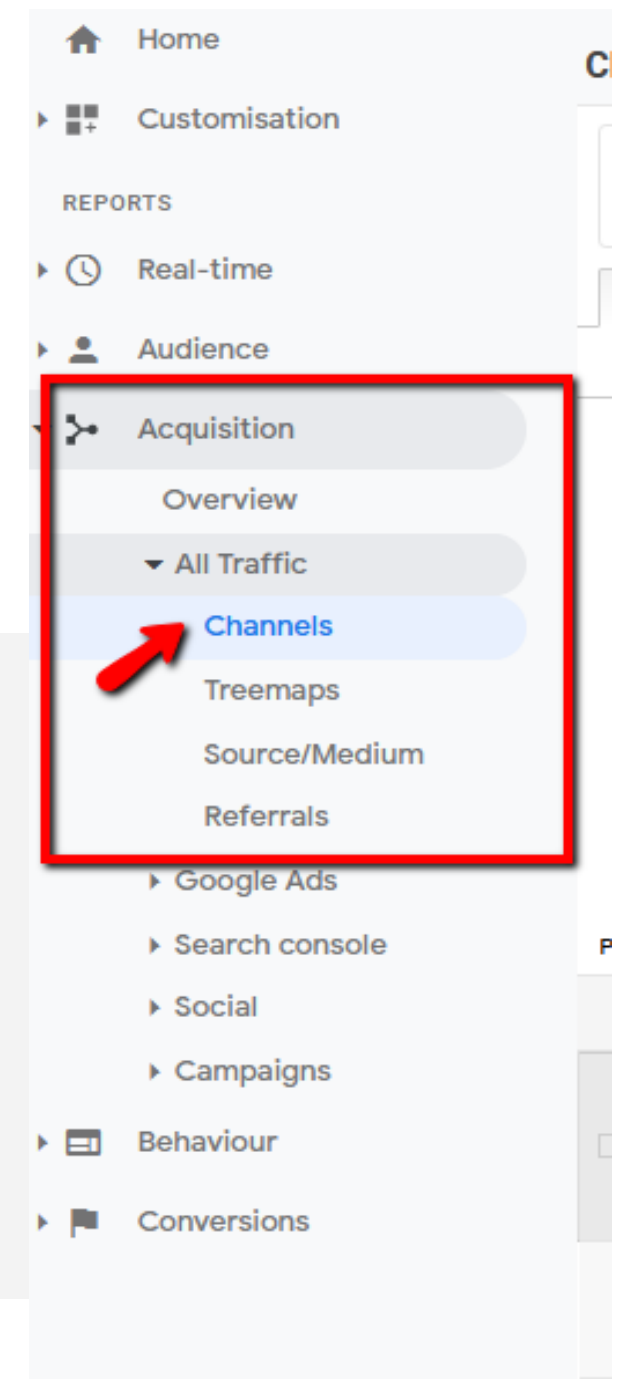
New Users - Number of First time users

Sessions - A period of time a user is engaged with your website.

Bounce Rate - The percentage of single page sessions with no interaction on the page.

Pages per Session - Average number of pages viewed per each session

Ave Session Duration - The average length of a session



# Traffic

1. Channel Group - What source is bringing you the most traffic?
2. What source/medium within the channel group is bringing the most traffic. E.g. Facebook, YouTube, Instagram will all sit under ‘Social’ So you may need to dig further into this.
3. When looking to increase the traffic through your website - Identifying the areas that are bringing you the most traffic will allow you to focus your efforts or investment into these areas.
4. Having traffic on your site is the first part of the puzzle but always dig deeper to understand how the traffic is behaving.

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>
		<b>36,133</b> % of Total: 100.00% (36,133)	<b>34,580</b> % of Total: 100.06% (34,560)	<b>45,903</b> % of Total: 100.00% (45,903)
<input type="checkbox"/>	1. Paid Search	<b>19,447</b> (52.59%)	18,624 (53.86%)	22,927 (49.95%)
<input type="checkbox"/>	2. Organic Search	<b>10,106</b> (27.33%)	9,047 (26.16%)	13,002 (28.32%)
<input type="checkbox"/>	3. Direct	<b>3,484</b> (9.42%)	3,340 (9.66%)	4,985 (10.86%)
<input type="checkbox"/>	4. Social	<b>2,281</b> (6.17%)	2,111 (6.10%)	2,587 (5.64%)
<input type="checkbox"/>	5. Display	<b>1,353</b> (3.66%)	1,197 (3.46%)	1,974 (4.30%)
<input type="checkbox"/>	6. Referral	<b>284</b> (0.77%)	240 (0.69%)	403 (0.88%)
<input type="checkbox"/>	7. (Other)	<b>24</b> (0.06%)	21 (0.06%)	25 (0.05%)



# Leads or Conversions

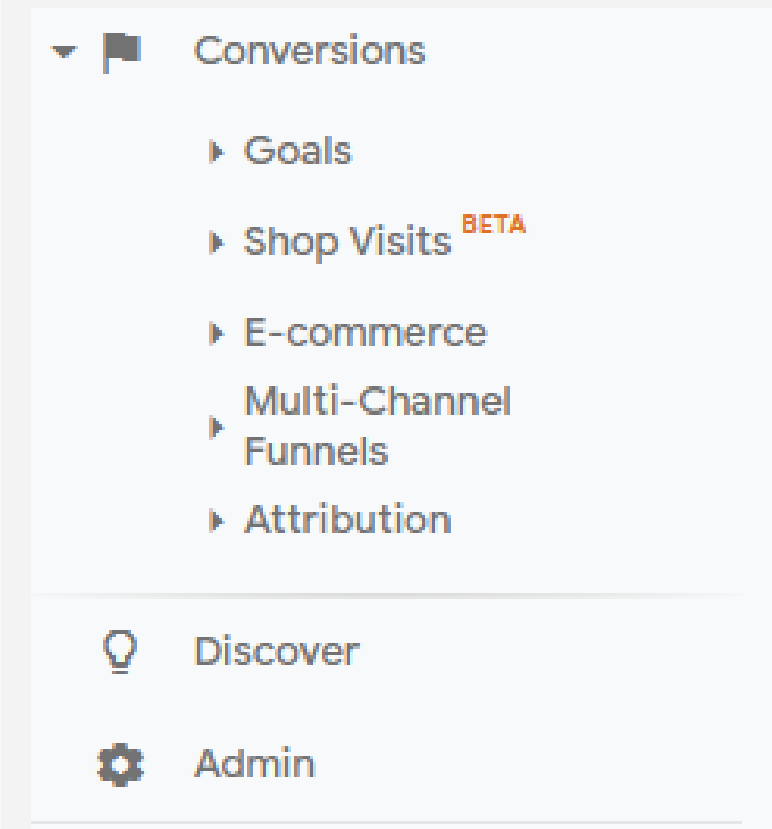
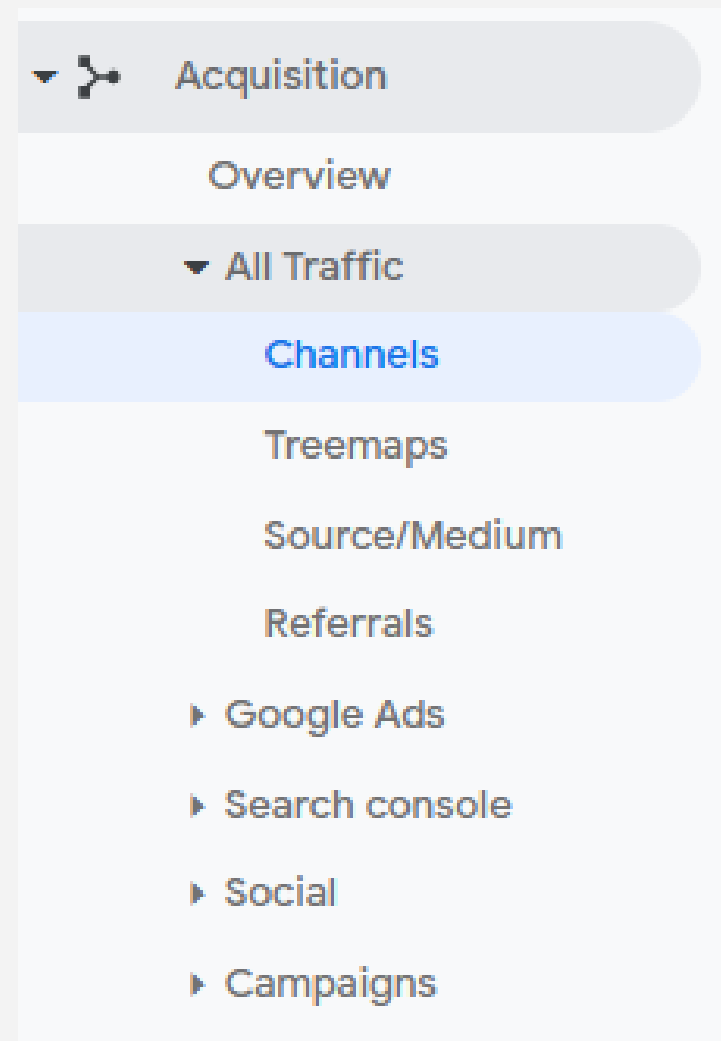
definition: the number of Valuable Actions chosen by you on your website.

E.g. Calls / Thank You pages / Button Clicks

What can we learn from Analytics and Where to look.

Leads and Conversions is the final part of the puzzle.

Setting up Goals within the admin section of Google Analytics is imperative to Fully Understanding your website from a Leads / Conversion Perspective.



# Leads or Conversions

Learning more about your Leads and Conversions.

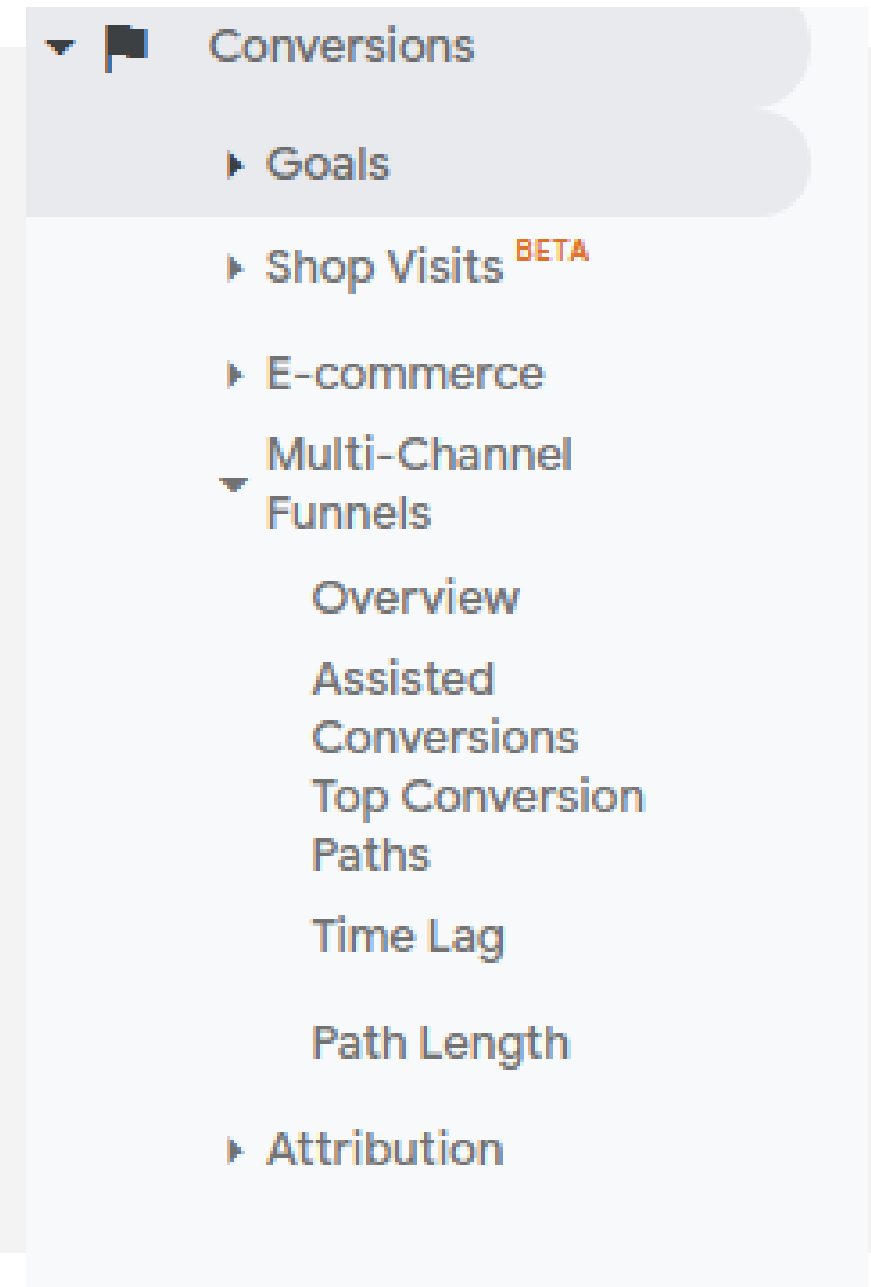
**Assisted Conversions-** This can tell you what channels. Source Mediums are assisting in your conversions along the marketing funnel.

**Top Conversion Paths -** This lays out the Customer Journey across different Touch points. You can segment this by multiple levels, such as channels / Campaigns / Keywords etc



**Time Lag -** The Number of Days it took from First Interaction before a conversion or lead happened.

**Path Length -** The Number of Interactions before a conversion or lead happened.



- ▼ Conversions
  - ▶ Goals
  - ▶ Shop Visits <sup>BETA</sup>
  - ▶ E-commerce
  - ▼ Multi-Channel Funnels
    - Overview
    - Assisted Conversions
    - Top Conversion Paths
    - Time Lag
    - Path Length
  - ▶ Attribution

# Ecommerce

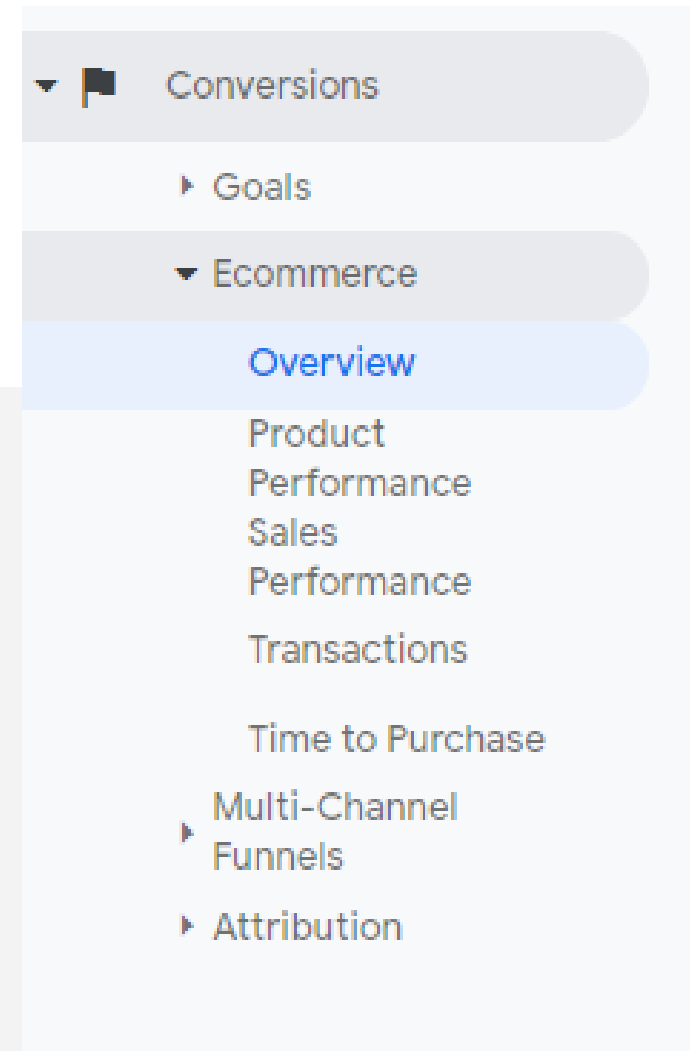
Google Analytics is your best friend when looking at running an Ecommerce or Revenue based website.

Eg - Product Purchases / Online Bookings

What can we learn from Analytics and Where to look.

Within the Conversion section of Analytics we have a full breakdown of Ecommerce actions. You can also Utilise the same techniques as mentioned in my previous slides for Leads and Conversions.

- Product Performance - Individual Items performance
- Sales Performance- By Time eg. Day of month.
- Transactions - Individual Order ID's
- Time to Purchase - Days or Sessions to Transaction from first Visit



- Conversions
  - Goals
- Ecommerce
  - Overview
  - Product Performance
  - Sales Performance
  - Transactions
  - Time to Purchase
  - Multi-Channel Funnels
  - Attribution

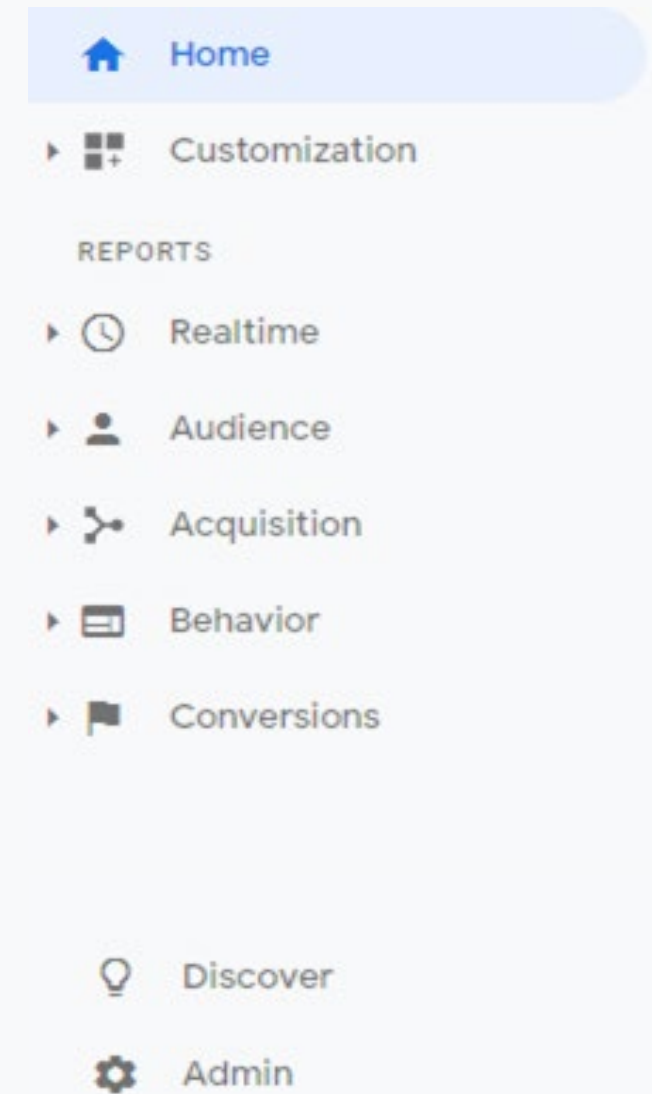




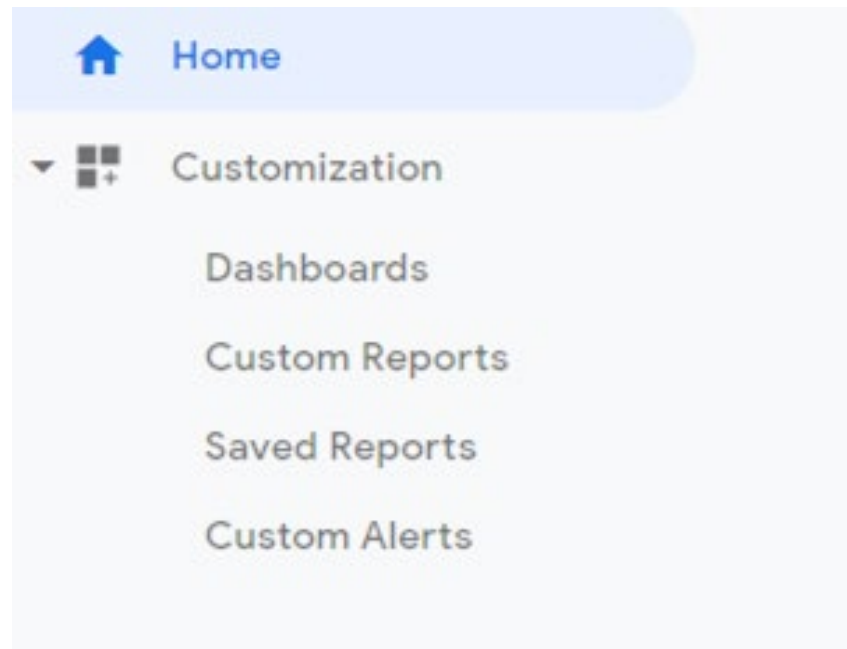


# Understanding the Categories

- Customisation
- Realtime
- Audience - WHO
- Acquisition - HOW
- Behaviour - WHAT
- Conversions
- Admin

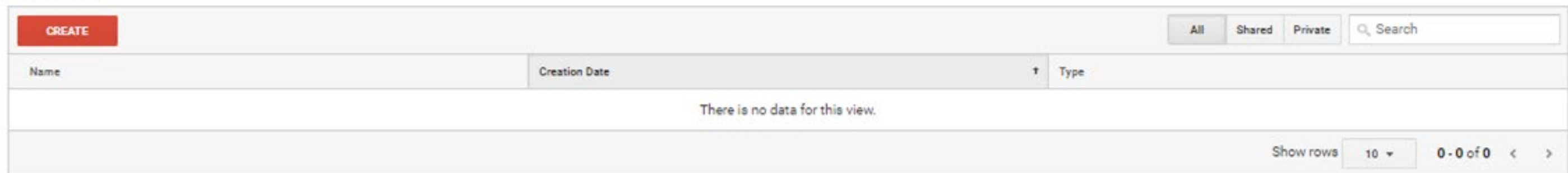


# Customisation



The benefit of using a custom Google Analytics report is that you can see an exact portion of your Google Analytics and have it emailed regularly to contacts you choose.

## Dashboards



# Realtime



- ▼ 🕒 Realtime
  - Overview
  - Locations
  - Traffic Sources
  - Content
  - Events
  - Conversions

Real-Time reports the activity on your website right now.

The overview tab page displays how many users are active on your site in real time, where they are from and which pages they are browsing.

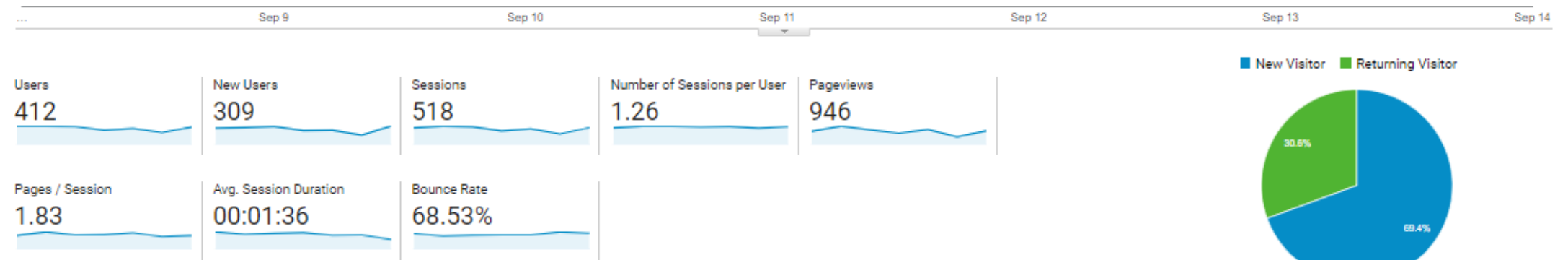


# Audience

- Audience
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Users Flow

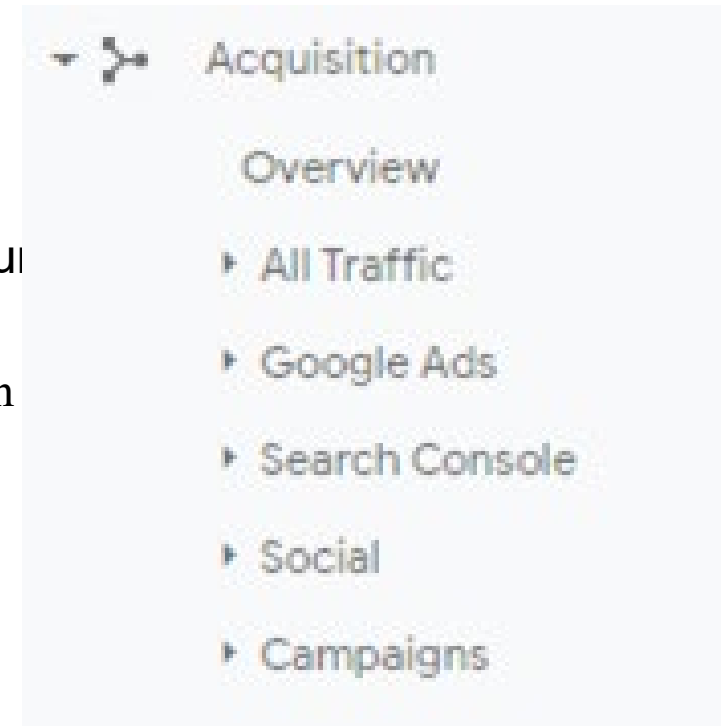


The Audience report in Google Analytics gives you a detailed analysis of the users visiting your website. The overview tab gives you an overall picture of your websites audience and their activity.

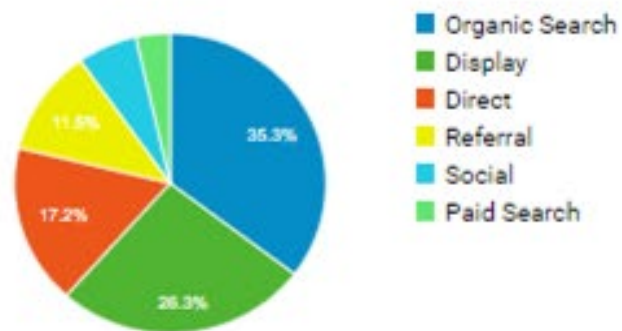


# Acquisition

The Acquisitions report gives you a detailed overview of where your traffic is originating from such as organic search, direct, social, referral or email. Using the tabs inside the Acquisition report, you can dig deeper into the individual traffic sources and view them by channel, source/medium and more.



Top Channels



Users



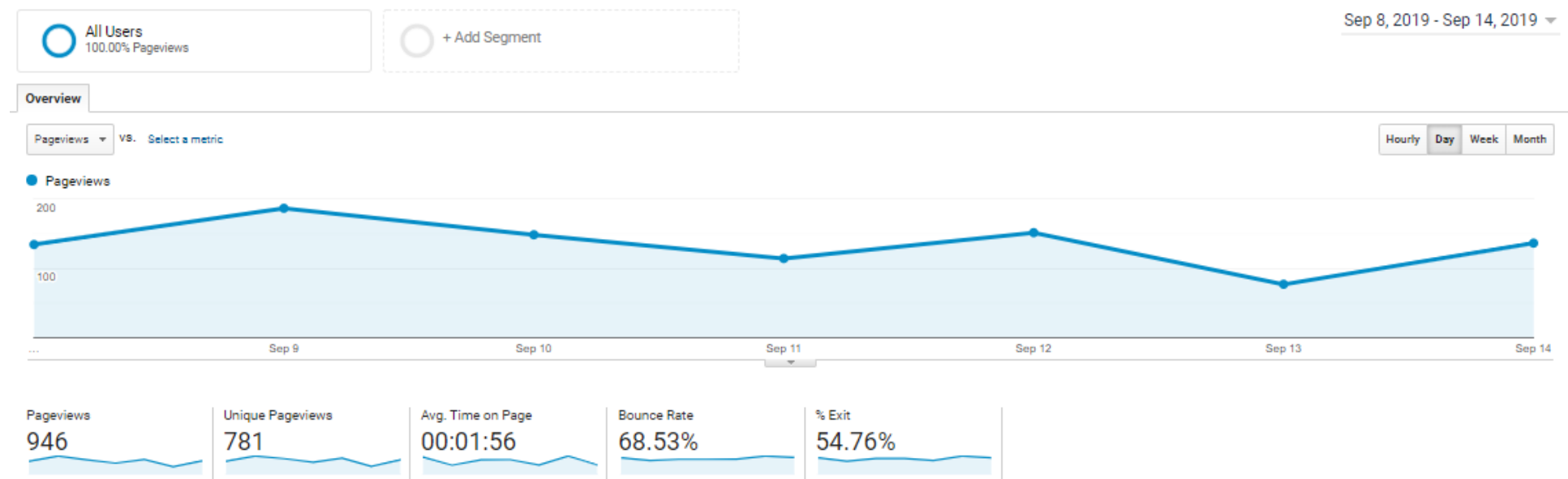
Conversions



# Behavior

- ▼ Behavior
  - Overview
  - Behavior Flow
  - ▶ Site Content
  - ▶ Site Speed
  - ▶ Site Search
  - ▶ Events
  - ▶ Publisher
  - Experiments

The behavior report captures and displays what visitors on your website, the pages they visit and what actions they take while on those pages. The overview shows you how many page views your site received in the selected time range along with some other metrics.

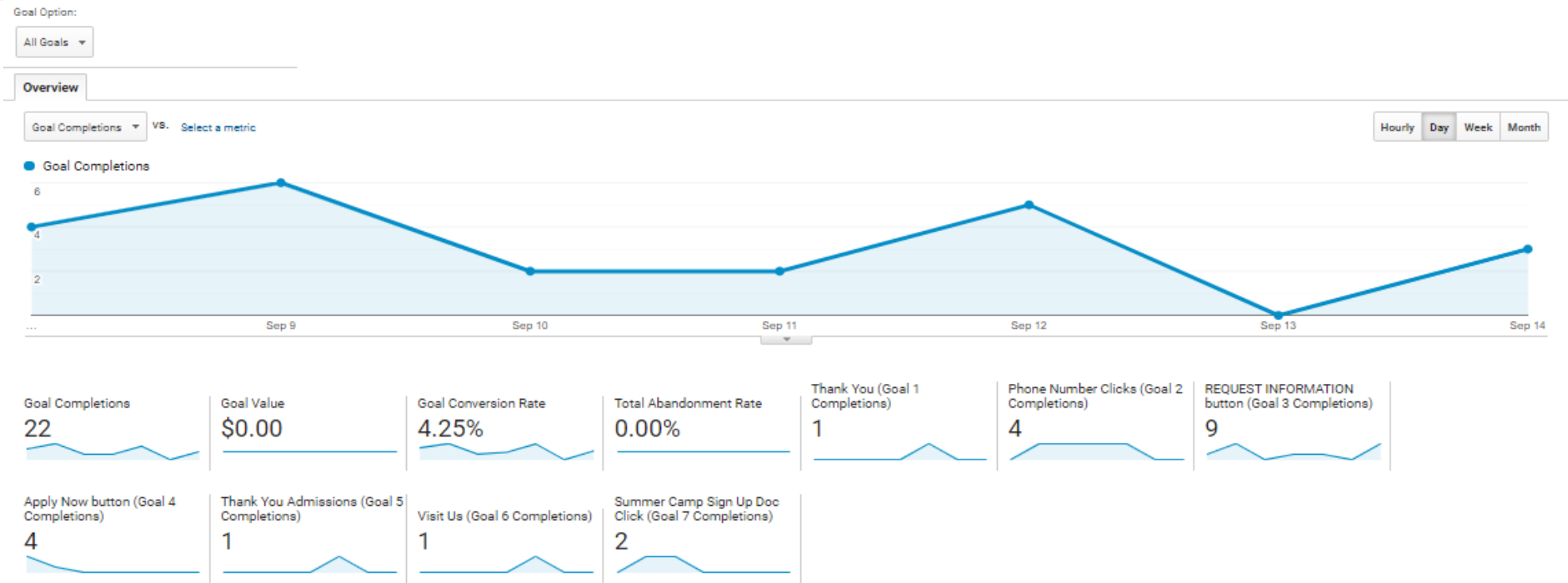




# Conversions

In Analytics, conversions simply mean a certain action taken by the user that's important to your business; for instance, the completion of a purchase.

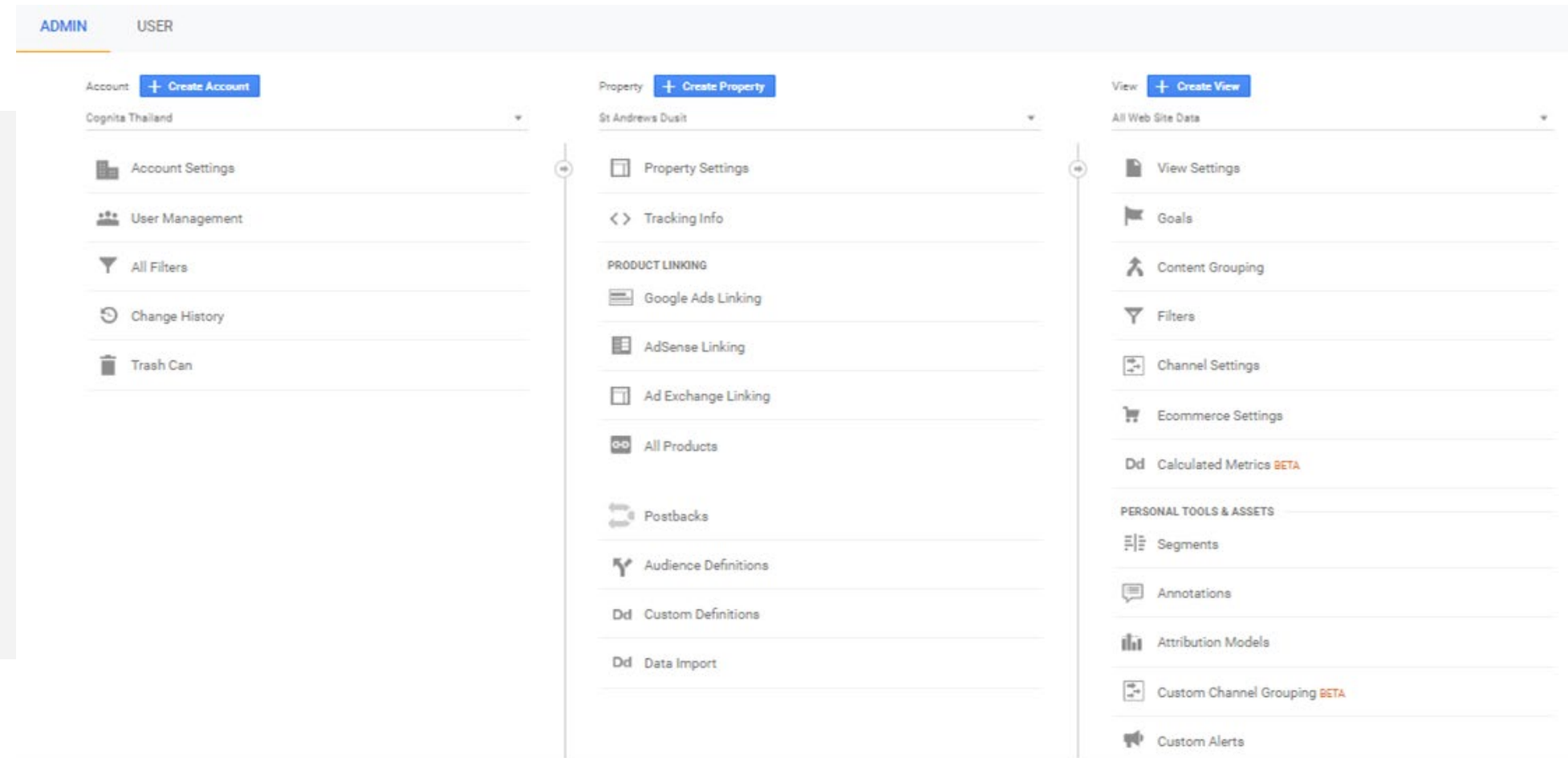
- ▶ Conversions
- ▶ Goals
- ▶ Ecommerce
- ▶ Multi-Channel Funnels
- ▶ Attribution



# Admin

This is where you manage all of the settings for your website within Google Analytics.

To truly get value from your Analytics Goals, and Custom Campaigns should be set.



# Selecting the Data

What data do I need to look at based on my objectives?

The following slides will show examples of data from each category



# Audience / Location

- Home
- Customization
- REPORTS
- Realtime
- Audience**
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo**
    - Language
    - Location**
    - Behavior

Country ?	Acquisition			Behavior			Conversions <small>Goal 1: Thank You</small>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Thank You (Goal 1 Conversion Rate) ?	Thank You (Goal 1 Completions) ?	Thank You (Goal 1 Value) ?
	2,280 <small>% of Total: 100.00% (2,280)</small>	1,640 <small>% of Total: 100.24% (1,636)</small>	3,761 <small>% of Total: 100.00% (3,761)</small>	74.26% <small>Avg for View: 74.26% (0.00%)</small>	1.65 <small>Avg for View: 1.65 (0.00%)</small>	00:01:20 <small>Avg for View: 00:01:20 (0.00%)</small>	0.27% <small>Avg for View: 0.27% (0.00%)</small>	10 <small>% of Total: 100.00% (10)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Thailand	1,721 (75.22%)	1,104 (67.32%)	3,051 (81.12%)	75.78%	1.60	00:01:10	0.23%	7 (70.00%)	\$0.00 (0.00%)
2. United Kingdom	135 (5.90%)	126 (7.68%)	202 (5.37%)	56.93%	2.36	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. India	84 (3.67%)	83 (5.06%)	89 (2.37%)	82.02%	1.33	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. United States	69 (3.02%)	66 (4.02%)	80 (2.13%)	78.75%	1.88	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Singapore	28 (1.22%)	25 (1.52%)	34 (0.90%)	67.65%	1.68	00:00:58	2.94%	1 (10.00%)	\$0.00 (0.00%)
6. Australia	20 (0.87%)	19 (1.16%)	21 (0.56%)	71.43%	2.19	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. South Korea	19 (0.83%)	19 (1.16%)	24 (0.64%)	83.33%	1.62	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Turkey	18 (0.79%)	18 (1.10%)	18 (0.48%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. China	15 (0.66%)	15 (0.91%)	17 (0.45%)	52.94%	2.12	00:01:45	5.88%	1 (10.00%)	\$0.00 (0.00%)
10. Spain	15 (0.66%)	15 (0.91%)	15 (0.40%)	66.67%	1.60	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 60

# Audience / All Channels

Acquisition	Default Channel Grouping	Acquisition			Behavior			Conversions <span>All Goals</span>		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>	Goal Value <sup>?</sup>
		<b>2,280</b> <small>% of Total: 100.00% (2,280)</small>	<b>1,640</b> <small>% of Total: 100.24% (1,636)</small>	<b>3,761</b> <small>% of Total: 100.00% (3,761)</small>	<b>74.26%</b> <small>Avg for View: 74.26% (0.00%)</small>	<b>1.65</b> <small>Avg for View: 1.65 (0.00%)</small>	<b>00:01:20</b> <small>Avg for View: 00:01:20 (0.00%)</small>	<b>2.71%</b> <small>Avg for View: 2.71% (0.00%)</small>	<b>102</b> <small>% of Total: 100.00% (102)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. Display	<b>842</b> (35.95%)	334 (20.37%)	1,800 (47.86%)	88.00%	1.15	00:00:33	0.89%	16 (15.69%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Organic Search	<b>571</b> (24.38%)	465 (28.35%)	786 (20.90%)	58.02%	2.29	00:02:09	5.85%	46 (45.10%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Direct	<b>468</b> (19.98%)	442 (26.95%)	593 (15.77%)	61.38%	2.10	00:02:33	4.38%	26 (25.49%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Paid Search	<b>180</b> (7.69%)	154 (9.39%)	213 (5.66%)	53.99%	2.45	00:02:13	2.82%	6 (5.88%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Referral	<b>179</b> (7.64%)	154 (9.39%)	220 (5.85%)	74.55%	1.50	00:01:01	1.36%	3 (2.94%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Social	<b>102</b> (4.36%)	91 (5.55%)	149 (3.96%)	73.83%	1.66	00:00:55	3.36%	5 (4.90%)	\$0.00 (0.00%)

Show rows: 25 Go to: 1 1 - 6 of 6 < >

# Behavior / Landing Page

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior**
  - Overview
  - Behavior Flow
  - Site Content
    - All Pages
    - Content Drilldown
    - Landing Pages**
    - Exit Pages
  - Site Speed
  - Site Search

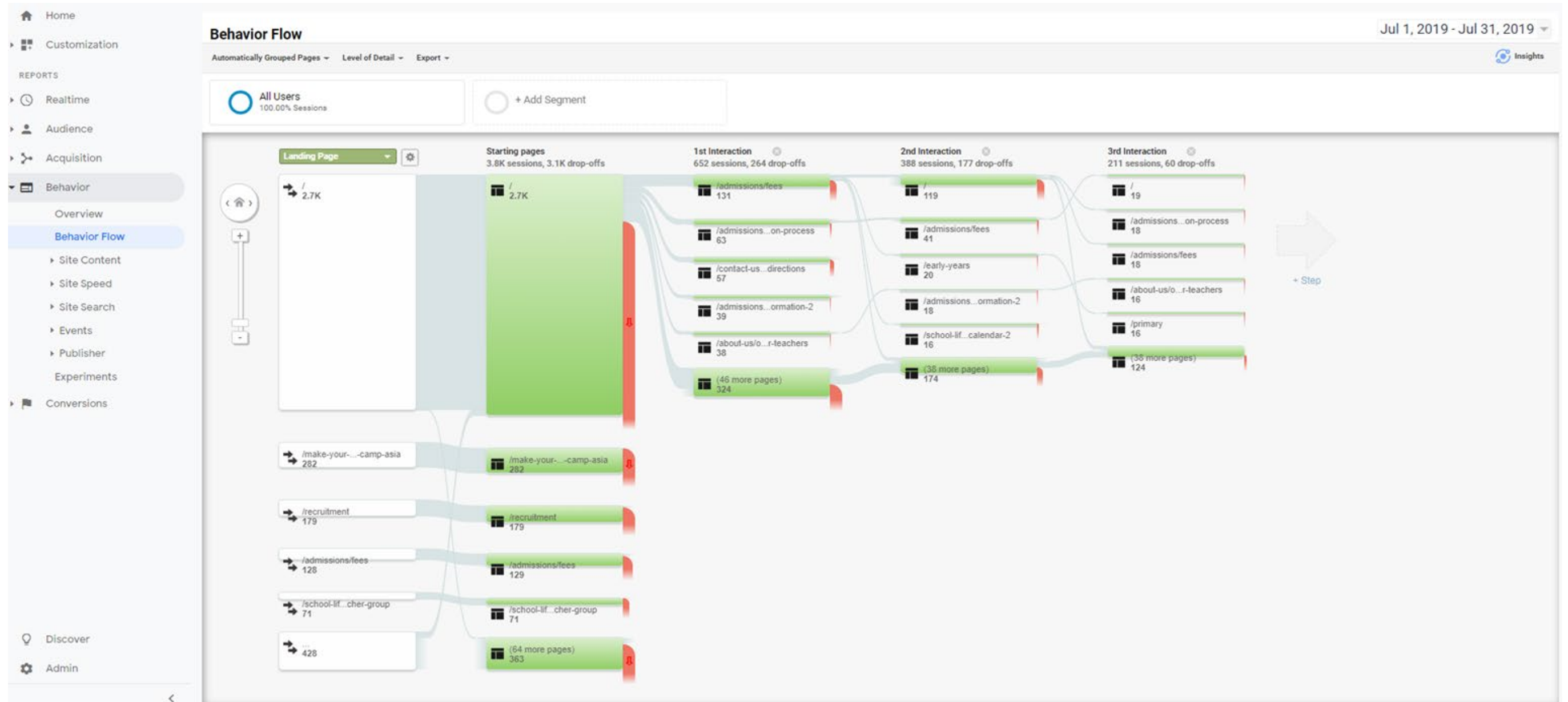
Landing Page ?	Acquisition			Behavior			Conversions <span>All Goals ▾</span>			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?	
	<b>3,761</b> <small>% of Total: 100.00% (3,761)</small>	<b>43.61%</b> <small>Avg for View: 43.50% (0.24%)</small>	<b>1,640</b> <small>% of Total: 100.24% (1,636)</small>	<b>74.26%</b> <small>Avg for View: 74.26% (0.00%)</small>	<b>1.65</b> <small>Avg for View: 1.65 (0.00%)</small>	<b>00:01:20</b> <small>Avg for View: 00:01:20 (0.00%)</small>	<b>2.71%</b> <small>Avg for View: 2.71% (0.00%)</small>	<b>102</b> <small>% of Total: 100.00% (102)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>	
1. /	<b>2,669</b> (70.97%)	41.14%	1,098 (66.95%)	71.90%	1.70	00:01:16	2.62%	70 (68.63%)	\$0.00 (0.00%)	
2. /make-your-holidays-fun-camp-asi a	<b>282</b> (7.50%)	18.79%	53 (3.23%)	88.65%	1.12	00:00:59	3.90%	11 (10.78%)	\$0.00 (0.00%)	
3. /recruitment	<b>179</b> (4.76%)	75.42%	135 (8.23%)	81.56%	1.45	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. /admissions/fees	<b>128</b> (3.40%)	60.94%	78 (4.76%)	77.34%	1.85	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. /school-life/parent-teacher-group	<b>71</b> (1.89%)	97.18%	69 (4.21%)	90.14%	1.17	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. /admissions/request-information- 2	<b>48</b> (1.28%)	45.83%	22 (1.34%)	72.92%	1.48	00:01:54	2.08%	1 (0.98%)	\$0.00 (0.00%)	
7. /school-life/calendar-2	<b>40</b> (1.06%)	45.00%	18 (1.10%)	80.00%	2.12	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. /make-your-holidays-fun-camp-	<b>31</b> (0.82%)	54.84%	17 (1.04%)	54.84%	2.26	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. /early-years	<b>28</b> (0.74%)	67.86%	19 (1.16%)	71.43%	1.68	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. /contact-us/directions	<b>27</b> (0.72%)	62.96%	17 (1.04%)	70.37%	1.48	00:04:42	0.00%	0 (0.00%)	\$0.00 (0.00%)	



# Behavior / Landing Page

Behavior		Acquisition		Behavior			Conversions					
Landing Page ?		Source / Medium ?		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
				282 % of Total: 7.50% (3,761)	18.79% Avg for View: 43.50% (-56.79%)	53 % of Total: 3.24% (1,636)	88.65% Avg for View: 74.26% (19.38%)	1.12 Avg for View: 1.65 (-32.24%)	00:00:59 Avg for View: 00:01:20 (-25.89%)	3.90% Avg for View: 2.71% (43.83%)	11 % of Total: 10.78% (102)	\$0.0 % of Total: 0.00% (\$0.0)
1.	/make-your-holidays-fun-camp-asi a	google / cpc	166 (58.87%)	4.82%	8 (15.09%)	93.98%	1.05	00:00:42	0.60%	1 (9.09%)	\$0.00 (0.00)	
2.	/make-your-holidays-fun-camp-asi a	(direct) / (none)	77 (27.30%)	48.05%	37 (69.81%)	80.52%	1.22	00:01:54	10.39%	8 (72.73%)	\$0.00 (0.00)	
3.	/make-your-holidays-fun-camp-asi a	google / organic	38 (13.48%)	18.42%	7 (13.21%)	84.21%	1.18	00:00:24	5.26%	2 (18.18%)	\$0.00 (0.00)	
4.	/make-your-holidays-fun-camp-asi a	m.facebook.com / referral	1 (0.35%)	100.00%	1 (1.89%)	0.00%	2.00	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00)	

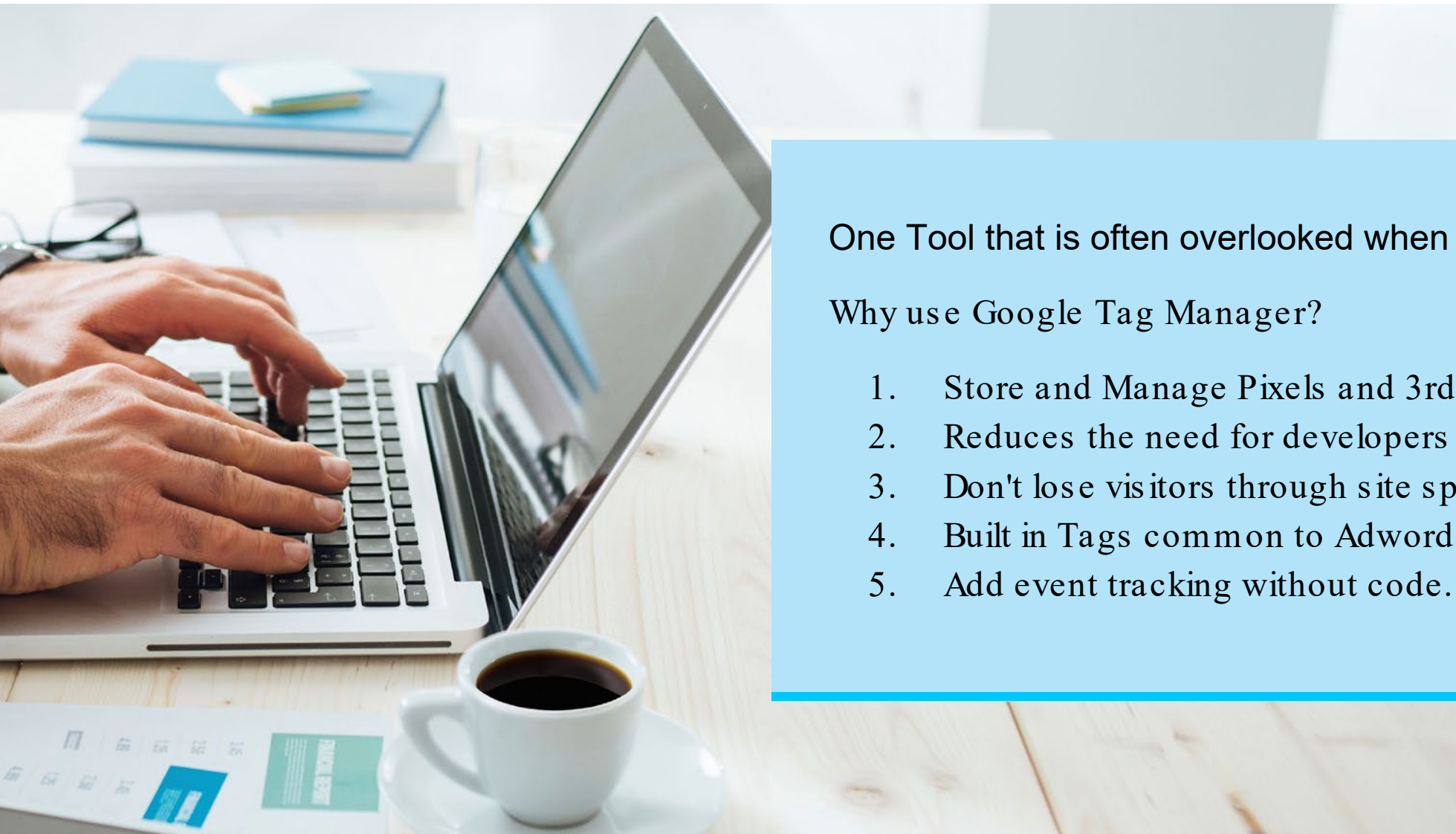
# Behavior / Behavior Flow



# Using Tag Manager

Enhance your tracking and understanding  
of visitors behaviour

# Using Google Tag Manager



One Tool that is often overlooked when using Google Analytics is Google Tag Manager.

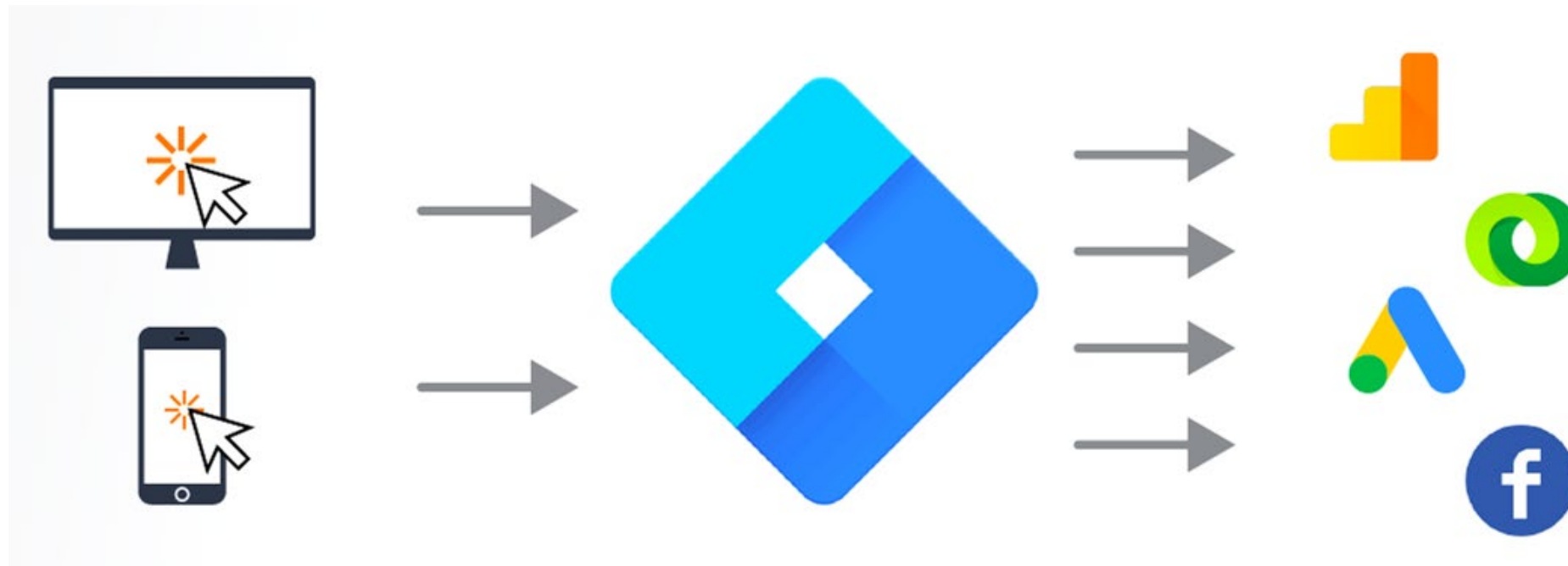
Why use Google Tag Manager?

1. Store and Manage Pixels and 3rd Party Code. (FB, Adwords, Mailchimp)
2. Reduces the need for developers to track actions.
3. Don't lose visitors through site speed issues.
4. Built in Tags common to Adwords and Analytics
5. Add event tracking without code. Such as button clicks and scroll depth.



# Using Google Tag Manager

Google Tag Manager should be the home for all of your tracking software and Pixels. If you are utilising retargeting as part of your online marketing strategy you will soon find yourself with multiple pixels/tags. These will slow your site down quite dramatically. This is where GTM can help take away the weight of all your tracking codes.



# Using Google Tag Manager



Google Analytics



Google Ads



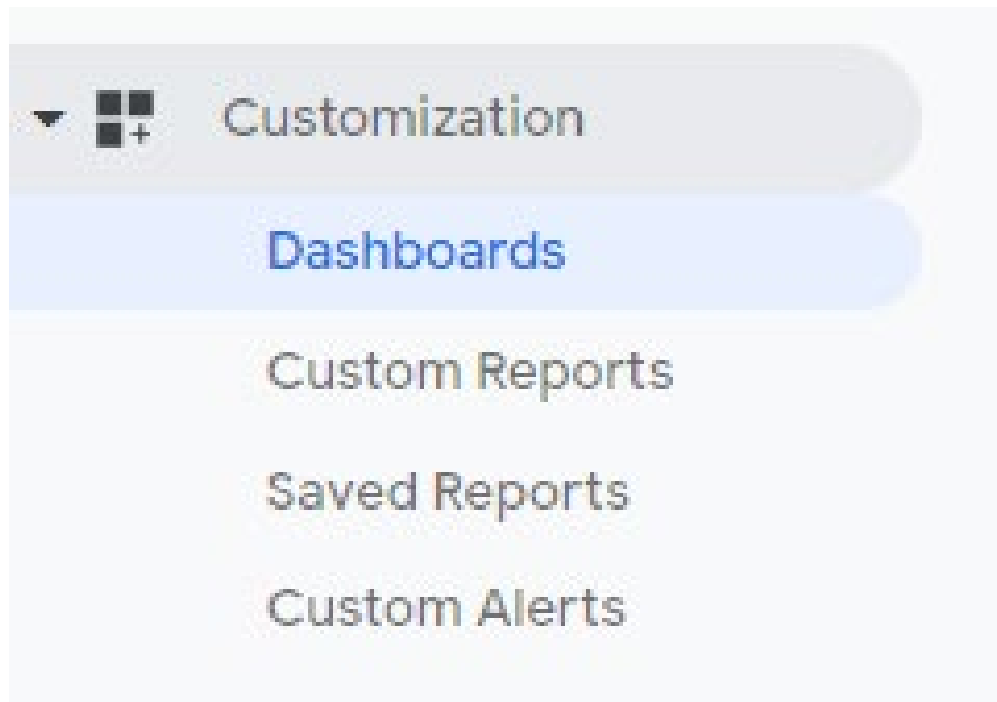
Some of the most common tags used on websites that should be housed within GTM are:

1. Google Analytics
2. Adwords Conversions and Remarketing Tags
3. Facebook Pixels
4. Heatmap Tracking Codes (Hotjar, Crazyegg, etc.)
5. MailChimp Tags

# Creating a dashboard for reporting

Live reports for instant reviews by all team members

# Creating a live report



Google Analytics has a wealth of information but should you not have the time to mine this data then there are a number of options to make life easier.

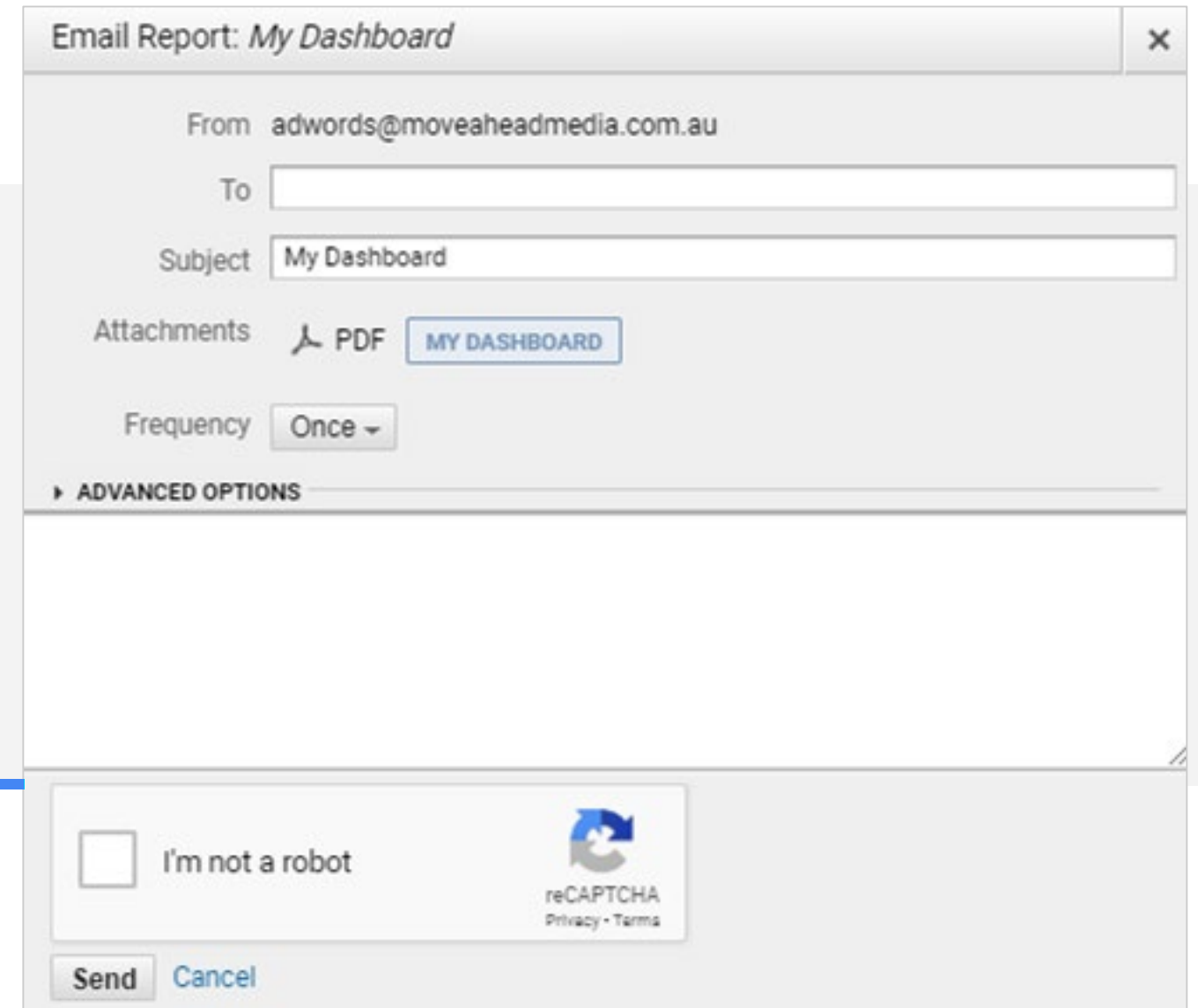
1. Dashboards
2. Custom Report Templates
3. Saved Reports
4. Custom Alerts
5. Scheduled Reporting





# Creating a live report

Upon completing your Dashboards it is now very easy to have these reports put into a PDF and sent directly to a desired email. On a frequency that suits your needs.



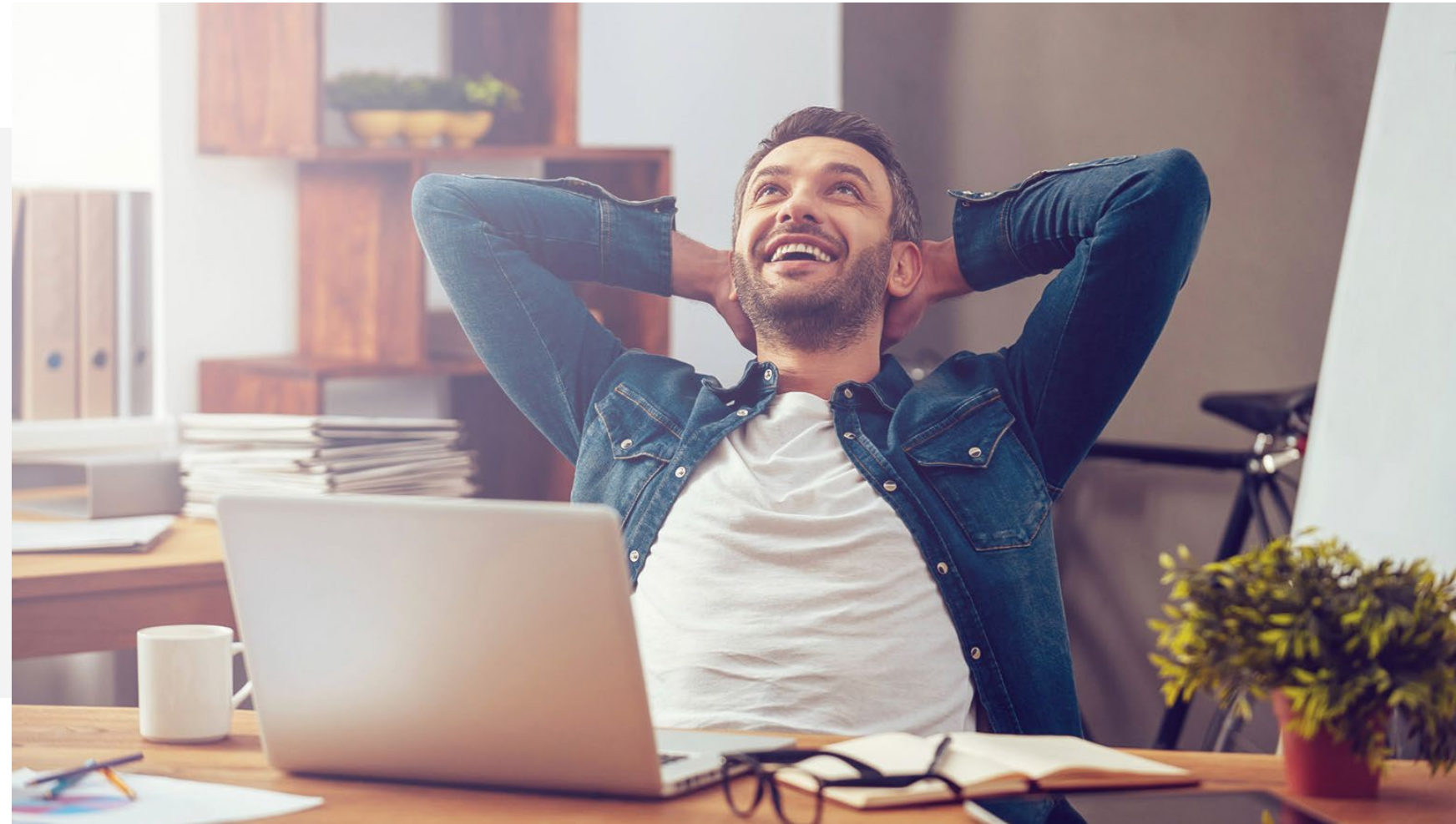
The screenshot shows the 'Email Report: My Dashboard' configuration window. It includes the following fields and options:

- From:** adwords@moveaheadmedia.com.au
- To:** [Empty text input field]
- Subject:** My Dashboard
- Attachments:** PDF icon, MY DASHBOARD button
- Frequency:** Once (dropdown menu)
- ADVANCED OPTIONS:** [Collapsible section]
- reCAPTCHA:** I'm not a robot checkbox, reCAPTCHA logo, Privacy - Terms link
- Buttons:** Send, Cancel

# Creating a live report

Google Analytics has a wealth of information but should you not have the time to mine this data then there are a number of options to make life easier.

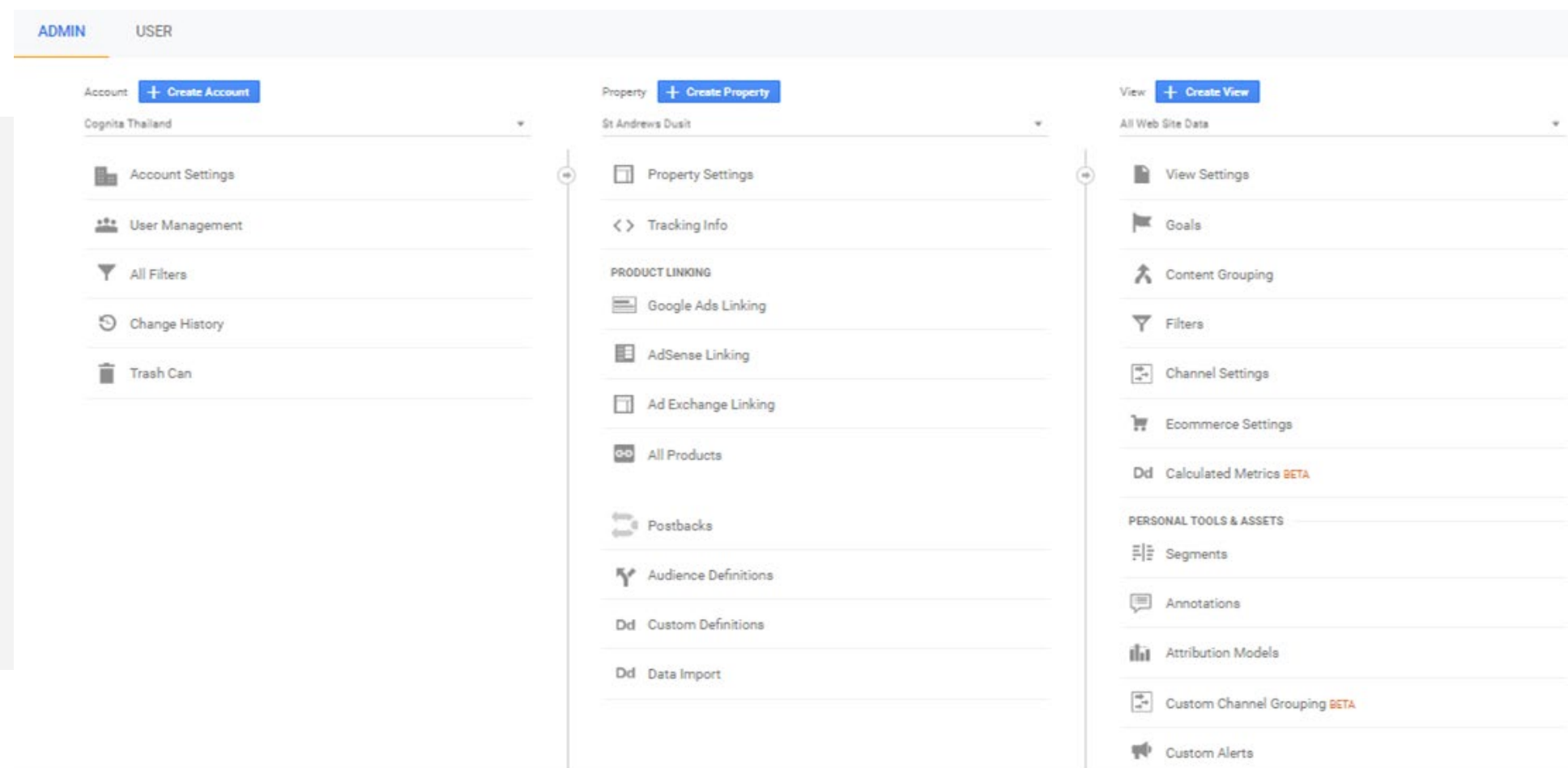
Custom Dashboard Examples



# Admin

This is where you manage all of the settings for your website within Google Analytics.

To truly get value from your Analytics Goals, and Custom Campaigns should be set.





# Special Offer

Exclusive offer for Austcham Digital  
Marketing Workshop Attendees



# Move Ahead Media - PowerGroups

- 2 to 4 members of AustCham
- 2 hour training session
- @ MAM offices in Asoke
- Bring your Analytics
- Set-up your own Customised Report with our help

## CONTACT

Names: James Thurlby

Email: [james.thurlby@moveaheadmedia.com.au](mailto:james.thurlby@moveaheadmedia.com.au)

Phone: 081 849 3013





# Thank you

**AustCham**Thailand  
Business | Connections | Community

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec