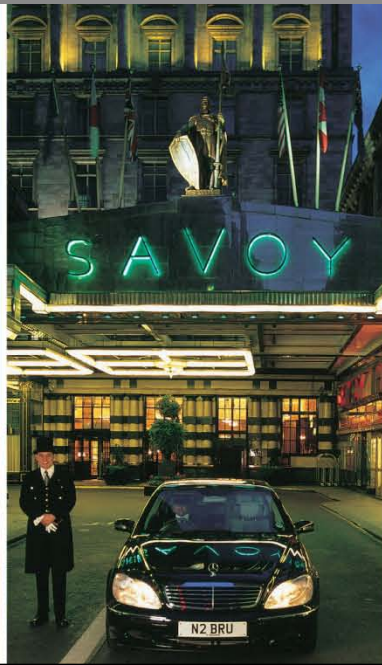


TTI Summer Forum London, 2012

Barbara Pezzi, Director Web Analytics & Search Optimization



This Session: Marketing Tracking & Web Analytics

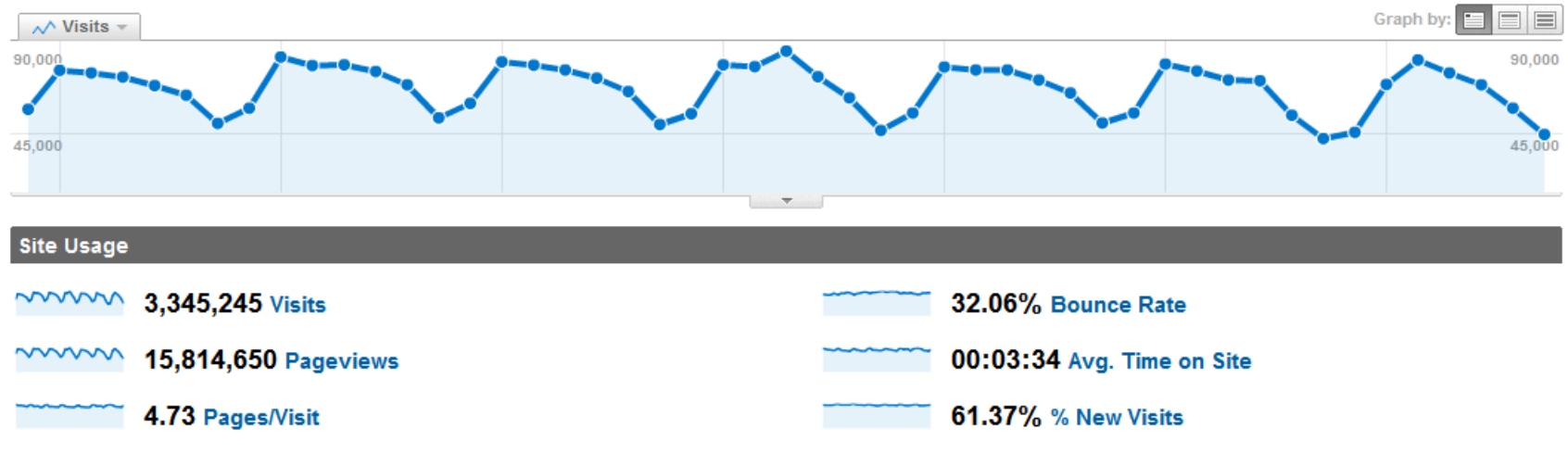


Web Analytics

- Any successful online marketing initiative requires a foundation of solid measurement and testing
- Web analytics is the objective tracking, collection, measurement, reporting and analysis of quantitative internet data to **optimise** websites and marketing initiatives
- Web analytics works best when expectations are clearly defined in advance, not after the fact or on an ad-hoc basis (Eric Petersen)

Common Web Analytics mistake:

Dashboard



- With no goals or segmentation, you can only expect clickstream reports: data with no insight

Common Web Analytics mistake:

- Numbers are just numbers
- Top exit pages: bad content or the right content?
- % of new visitors: great stuff or no repeat customers
- Page views / time on site: great content or complex navigation?

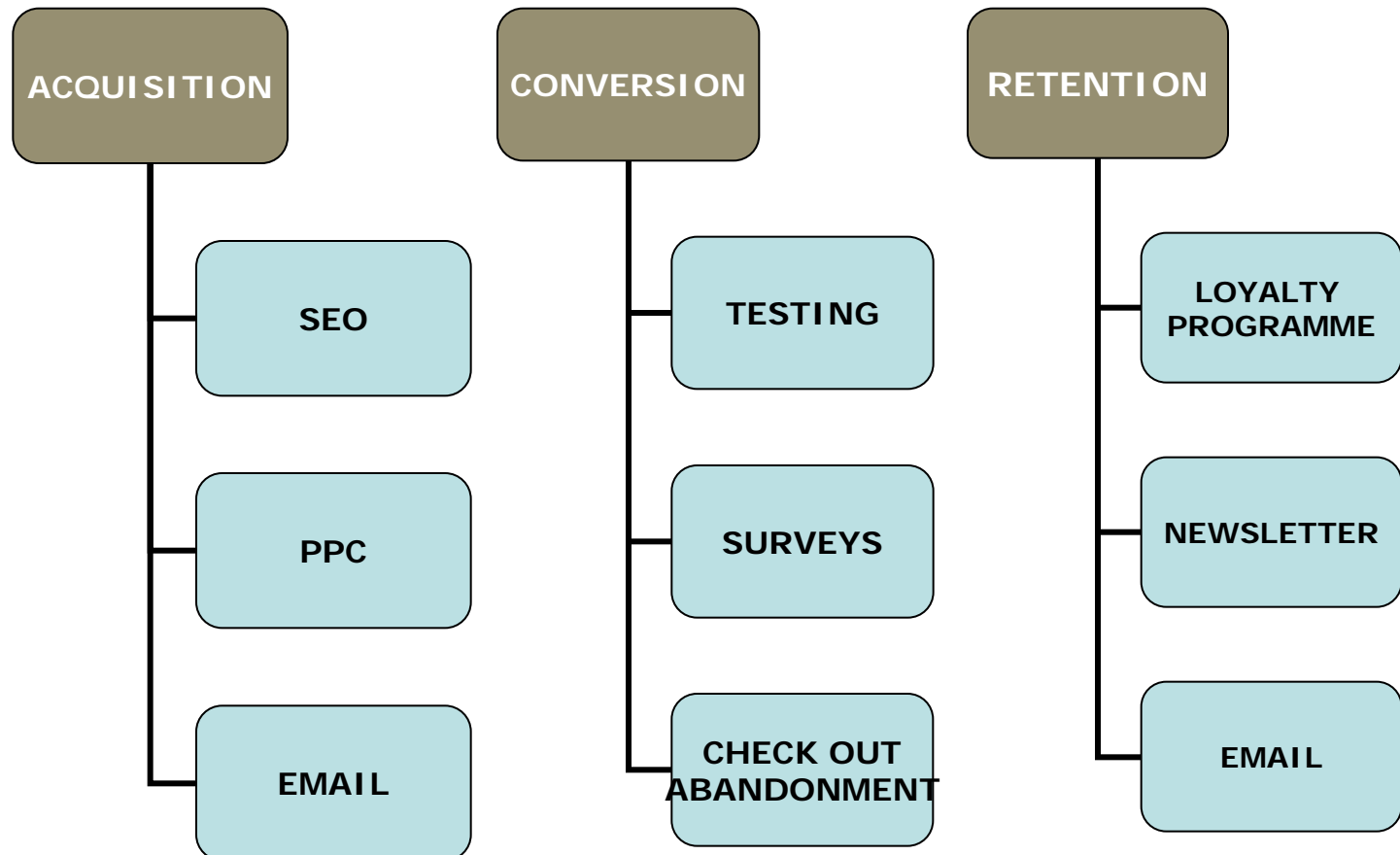
Web Analytics: your top 3 priorities

- Set goals: find key actionable and useful insights, not just traffic report
- Segment: gain true insights of what your customers want and establish how your website is doing today
- Ask real business questions (ex: where should I be investing my money?) and analyse accordingly

No1: Set your Goals and KPIs before you start analysing

- Establish what the main goals of the website are and ensure these are tied to the company actual business goals and solve business questions. Is number of page views or FB likes really a business goal?..
- Once goals have been established, select actionable key performance indicators related to the goals in question. Focus on these to start with, rather than getting “lost” in the tons of reports available.
- Example: a goal could be “increase bookings from organic channels by x %”; KPIs related to that goal could be: “bookings by new visitors”, “bookings by repeat visitors”, etc..

No1: Set your Goals and KPIs



No1: Set your Goals and KPIs

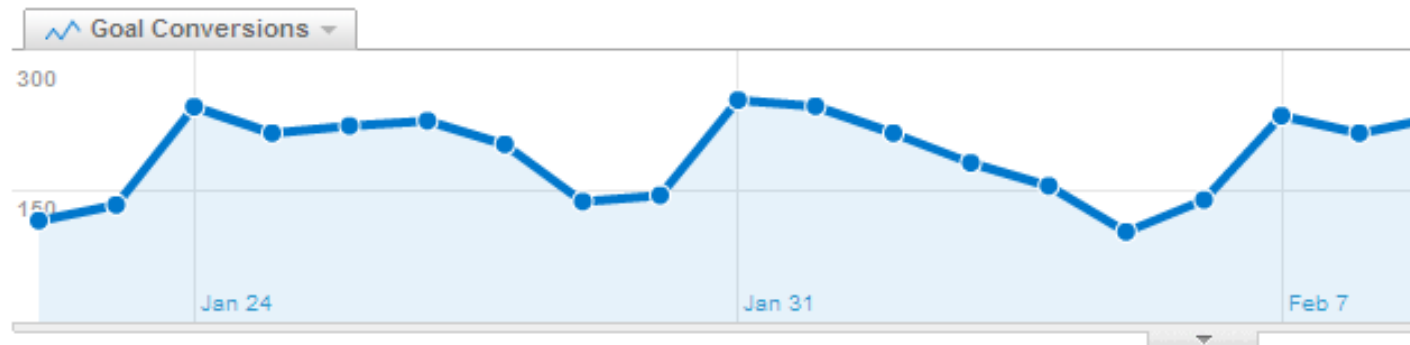
GOALS & KEY PERFORMANCE INDICATOR	April-11	April-10	VAR	VAR
ACQUISITION: increase overall bookings by 10% YOY				
Overall Website Bookings	3,752	2,888	▲	30%
Transactions from new visitors	1,458	1,211	▲	20%
Revenue by free traffic (organic, direct, referrers)	\$1,236,223	\$769,968	▲	61%
Revenue by paid traffic (ppc, email, referrers)	\$252,541	\$202,527	▲	25%
Paid Traffic Margin	10.1%	15.4%	▼	-34%
CONVERSION: increase overall conversion by 5% YOY				
Overall Website conversion rate	1.06%	1.08%	▼	-2%
Campaign conversion rate	1.75%	1.61%	▲	9%
Visitors Task Conversion rate (survey)	60%	57%	▲	6%
Check out abandonment	85%	84%	▲	1%
Check out abandonment - new visits	89%	90%	▼	-1%
RETENTION: increase CSG Members conversion rate by 5% MOM				
% of tot visitors who joined CSG (loyalty programme)	4.68%	5.20%	▼	-10%
Monthly new subscribers to newsletter	687	610	▲	13%
Ecommerce conversion – CSG members	5.30%	4.80%	▲	10%

*The numbers shown have been altered for the purpose of this presentation.

No1: Set your Goals and KPIs

- If you have not done so already, make sure your goals are set up in your web analytics tool

Goals Overview



Visitors completed 5,961 goal conversions

 3,509 conversions, Goal 1: Completed booking

 1,993 conversions, Goal 2: Contact Form Submission

 459 conversions, Goal 3: Signup Form Submission

No2: All visitors are not equal. Segment everything.



No2: Segment everything

- Aggregate data works on the assumption that all site visitors are identical
- Every site visitor is unique, each with their own behaviour, intent and requirements.
- Aggregate data cannot be actioned. Data without action is a pointless exercise.
- Segments are a subset of your data generally referring to groups of visitors whose behaviour you would like to see and analyse. Ex: new visitors vs returning ones, convert vs did not convert, organic vs paid traffic, etc.

No2: Segment everything

ADVANCED SEGMENTS ▼

EXPORT ▼

ADD TO DASHBOARD

Select up to four segments by which to filter your report ?

Default Segments

- ☐ All Visits
- ☐ New Visitors
- ☐ Returning Visitors
- ☐ Paid Search Traffic
- ☐ Non-paid Search Traffic
- ☐ Search Traffic
- ☐ Direct Traffic

Custom Segments

- ☐ New Visitor with Transaction [edit](#)
- ☐ Facebook Visitors [edit](#)
- ☐ Twitter Visitors [edit](#)
- ☐ Social Media Traffic [edit](#)
- ☐ Social Media Traffic [edit](#)
- ☐ Visits from Google Maps [edit](#)
- ☐ IE Users [edit](#)

Apply

ADVANCED SEGMENTS ▼

EXPORT ▼

ADD TO DASHBOARD

Name: Social Media Traffic

Include ▼

Source ▼

Matching RegExp

^\\t.co\$|facebook|twitter|

or

No2: Segment everything

☐ list view

Dimensions

- Visitors
- Traffic Sources
- Content
- E-Commerce
- Systems

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Drag and drop dimensions and metrics into the boxes to create a visit segment.

Out of a total of ? visits...

Page Depth

Condition
Greater than ▼

Value
3 ▼

☐ case sensitive

or

Add "or" statement

and

Transactions

Condition
Equal to ▼

Value
0


or

Add "or" statement

and

No2: Segment everything

Sales of 1 products generated €77,117.00

 **1.76% Conversion Rate**

 **196 Transactions**

 **€393.45 Average Order Value**

 **434 Purchased Products**

No2: Segment everything



All Visits : **1.76%** Conversion Rate

Search Traffic : **2.08%**

Direct Traffic : **1.38%**

Referral Traffic : **1.27%**



All Visits : **€393.45** Average Order Value

Search Traffic : **€385.77**

Direct Traffic : **€432.10**

Referral Traffic : **€345.89**



All Visits : **1.76%** Conversion Rate

Paid Search Traffic : **2.97%**

Non-paid Search Traffic : **1.99%**



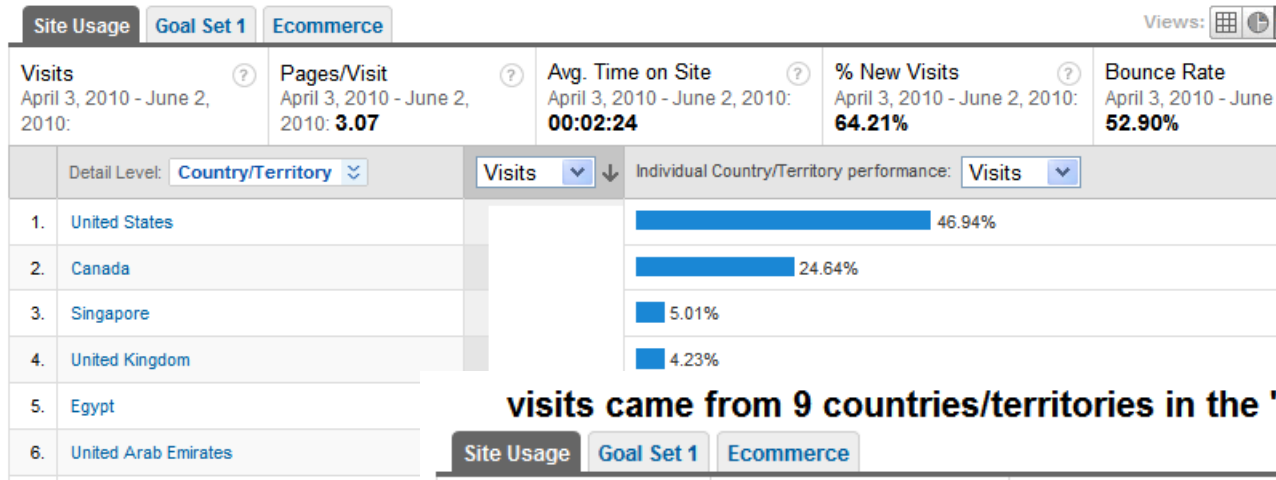
All Visits : **€393.45** Average Order Value

Paid Search Traffic : **€480.65**

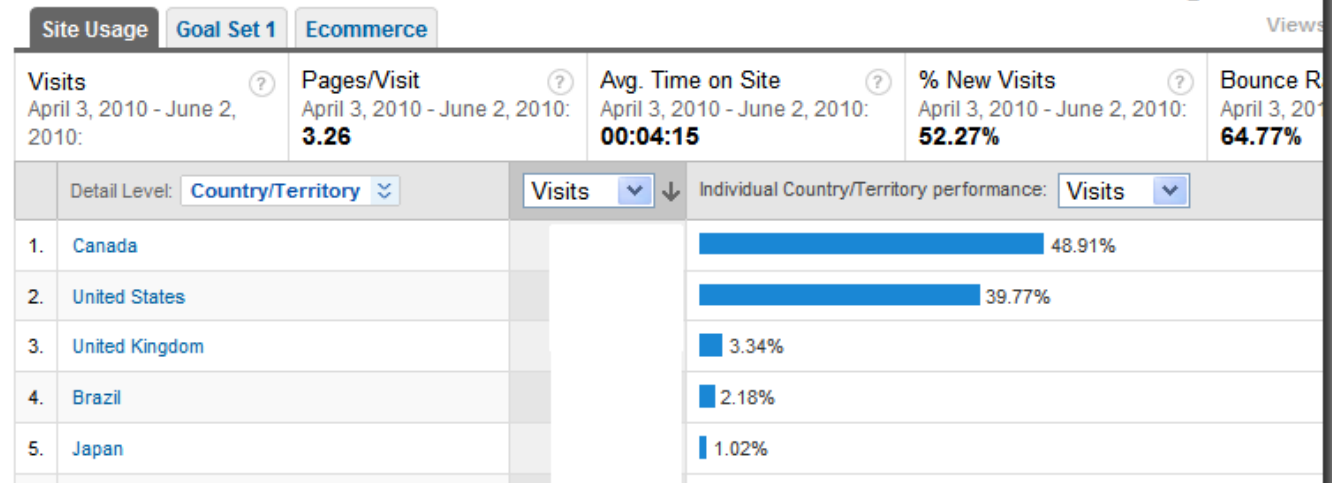
Non-paid Search Traffic : **€371.50**

No2: Segment everything

visits came from 48 countries/territories in the "Facebook Visitors" segment



visits came from 9 countries/territories in the "Twitter Visitors" segment



No3: Ask real business questions



No3: Follow the money

- Start by analysing the performance and ROI of your current marketing investments, be it Social Media, Pay Per Click, EDMs... and establish what is working and what is not.
- Are there any traffic sources (ex. a search engine or a new referring site) showing promising results? Should you be investing more?
- Are all countries performing equally well? Do you need to add new languages to the website?

No3: Follow the money

- Click on “Performance” and immediately view where your bookings are coming from:

All Traffic Sources

Feb 1, 2011 - Mar 31, 2011



All traffic sources sent 160,512 visits via 1,228 sources and mediums

Show: Source Medium

Site Usage Goal Set 1 Ecommerce

Views:

Source/Medium	Visits	Individual Source/Medium performance:
1. google / organic	55.98%	
2. (direct) / (none)	13.96%	
3. yahoo / organic	6.51%	
4. google / cpc	8.05%	
5. bing / organic	2.49%	

Source/Medium	None	Visits	Individual Source/Medium: Ecomm	compared to site average
1. google / organic				33.08%
2. (direct) / (none)			-62.36%	
3. yahoo / organic				21.81%
4. google / cpc				156.49%
5. bing / organic				45.59%

No3: Follow the money

- And finally apply a segment:

All Traffic Sources



All traffic sources sent 236,448 visits via 8 mediums in the "New Visitors" segment






	Medium	None	Visits	Individual Medium: Ecommerce compared to site average
1.	organic		121,565	3.91%
2.	(none)		68,516	15.92%
3.	referral		36,063	-60.19%
4.	cpc		6,509	68.96%
5.	email		3,585	32.08%

No3: Follow the money

- Drill deeper (for ex: by country, language, keyword, referrer, etc..):

Source Medium Detail:

google / cpc

Site Usage Goal Set 1 Ecommerce			Views:     	
Country/Territory	None	Individual Country/Territory: Ecomm	compared to site average	
1. Australia			<div></div>	104.01%
2. United States			<div></div>	292.87%
3. United Kingdom			<div></div>	183.40%

Source Medium Detail:

bing / organic

Site Usage Goal Set 1 Ecommerce				
Keyword	None	Visits	Individual Keyword performance: Revenue	
1. fairmont hotels		2,984		
2. fairmont		1,822		
3. hotels in scottsdale, arizona		1,302		
4. banff springs hotel		903		

No3: Follow the money

Site Speed Page Timings

100.00% of Total pageviews

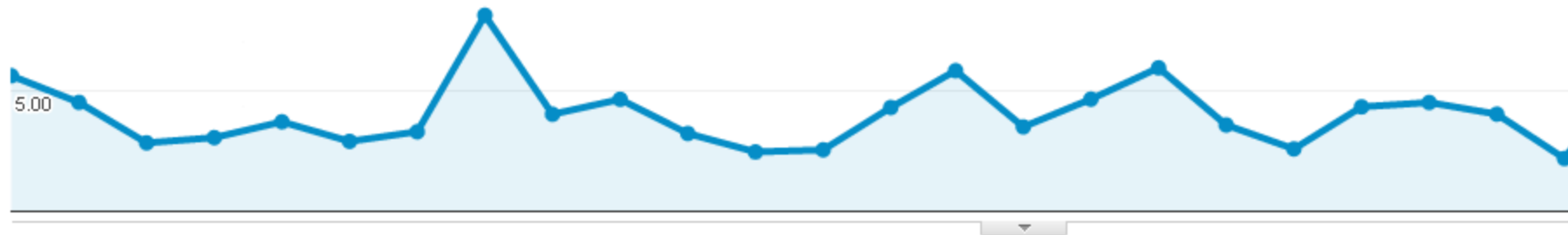
Explorer Performance Map Overlay

Site Usage Technical

Avg. Page Load Time (sec) vs. Select a metric

Avg. Page Load Time (sec)

7.00



Primary Dimension: Page Page Title Other

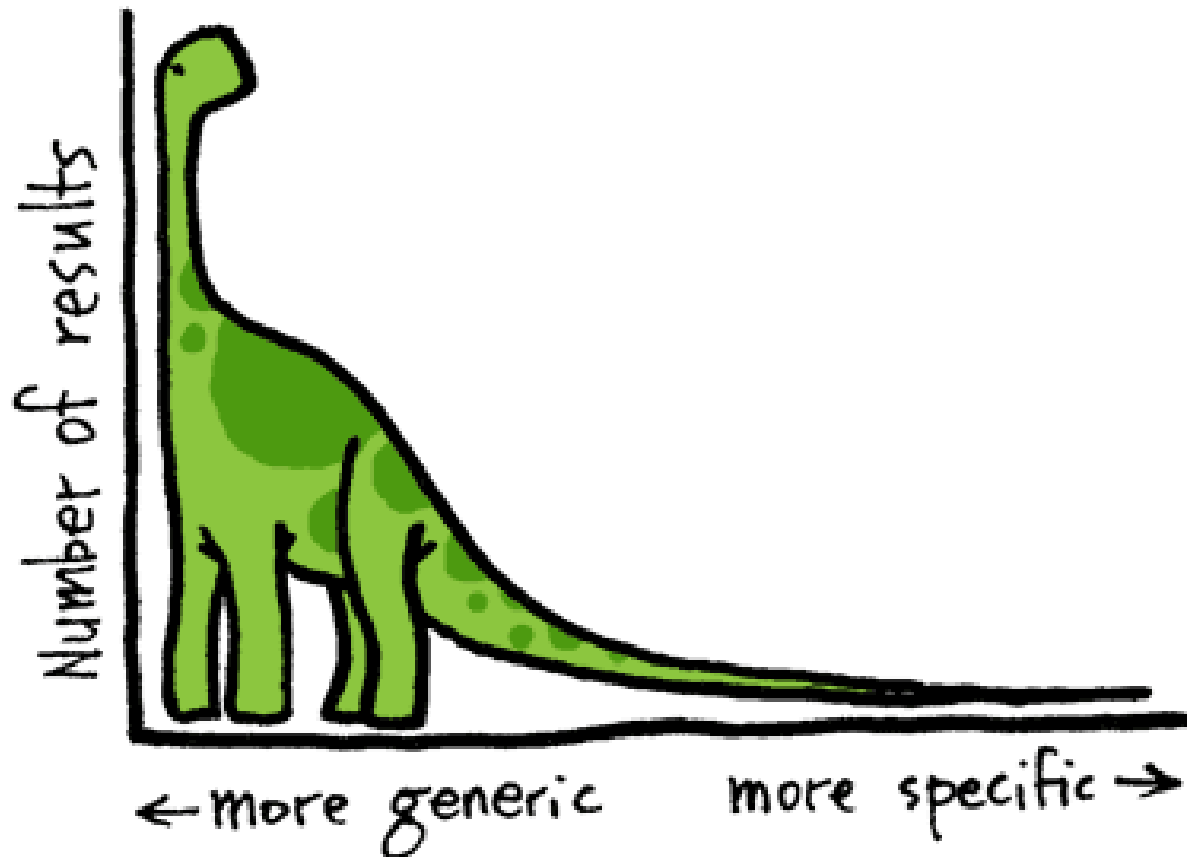
Secondary dimension Sort Type: Default

Page		Avg. Page Load Time (sec)	Pageviews	↓	Page Load Sample
1. /		5.39	298,914		847
2. /en_fa/property/		3.30	211,672		824

AMAZON: 1% REVENUE INCREASE FOR EVERY 100MS OF IMPROVEMENT

Amazon announced these findings in 2006. A mere five years ago, this was one of the earliest reported studies on the relationship between site speed and revenue.

A few additional tips: Don't forget the long tail



Don't forget the long tail

- The top 5-10 rows on each report are likely to stay the same over time. That's your head. The potential lies in the long tail, be it keywords, new referrers, countries, etc...
- Best tools for the job: GA advance filters, GA Weighted Sort
- Review at least monthly to identify keywords for your PPC/SEO campaigns and potential new referrers for partnerships.

Don't forget the long tail

	Keyword ⌵	None ⌵	Visits ⌵	Pages/Visit	Avg. Time on Site	%
1.	swissotel		14,418	4.98	00:03:39	
2.	swissotel singapore		9,835	6.02	00:04:22	
3.	swissotel sydney		6,524	7.15	00:04:46	
4.	swissotel berlin		4,197	5.88	00:03:09	
5.	swissotel the stamford		3,849	6.35	00:04:29	

Go to: Show rows: ⌵

Filter

Keyword ⌵ Excluding ⌵ [Delete](#)

Transactions ⌵ Greater than or equal to ⌵ [Delete](#)

[+ Add new condition](#) ⌵

Dimensions	Metrics		
<input type="radio"/> Keyword	Site Usage	Goal Set 1	Ecommerce
	<input type="radio"/> Visits	<input type="radio"/> Completed booking	<input type="radio"/> Revenue
	<input type="radio"/> Pages/Visit	<input type="radio"/> Contact Form Submission	<input type="radio"/> Transactions
	<input type="radio"/> Avg. Time on Site	<input type="radio"/> Signup Form Submission	<input type="radio"/> Average Value
	<input type="radio"/> % New Visits	<input type="radio"/> Goal Conversion Rate	<input type="radio"/> Ecommerce Conversion Rate
	<input type="radio"/> Bounce Rate	<input type="radio"/> Per Visit Goal Value	<input type="radio"/> Per Visit Value

Don't forget the long tail

Search sent 12,476 total visits via 153 keywords

Filtered for keywords excluding "swis"



Filtered for Transactions >= 1

Show: total | paid | non-paid ←

Site Usage		Goal Set 1	Ecommerce	Views:		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
12,476	5.51	00:03:28	84.04%	22.33%		
% of Site Total: 2.68%	Site Avg: 4.30 (28.11%)	Site Avg: 00:03:35 (-2.91%)	Site Avg: 74.35% (13.03%)	Site Avg: 39.36% (-43.26%)		
Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. chicago hotels		1,362	4.50	00:02:03	93.02%	27.24%
2. merchant court hotel singapore		884	5.68	00:03:37	82.47%	23.08%
3. singapore hotels		760	6.21	00:04:08	87.37%	21.05%
4. hotels in singapore		561	5.11	00:03:49	89.13%	19.61%

- Switch between “paid” and “non-paid” and identify potential new keywords for your organic and paid campaigns

Don't forget the long tail

<input type="checkbox"/> Weighted Sort [?]					
	Detail Level: Country/Territory 	Visits	Pages/Visit	Avg. Time on Site	% New Visits 
1.	Botswana	7	2.29	00:00:38	100.00%
2.	Ethiopia	10	5.20	00:04:43	100.00%
3.	Timor-Leste	2	4.50	00:04:14	100.00%
4.	Benin	1	1.00	00:00:00	100.00%
5.	Solomon Islands	2	2.50	00:01:53	100.00%
6.	Zambia	2	3.00	00:01:34	100.00%
7.	Nauru	1	2.00	00:00:46	100.00%
8.	Trinidad and Tobago	14	8.79	00:08:14	100.00%
9.	Cuba	3	3.67	00:03:47	100.00%
10.	Tajikistan	6	1.67	00:00:35	100.00%

Don't forget the long tail

<input checked="" type="checkbox"/> Weighted Sort ?					
	Detail Level: Country/Territory ⌵	Visits	Pages/Visit	Avg. Time on Site	% New Visits ⬇
1.	United States	49,405	4.31	00:02:35	83.95%
2.	Malaysia	4,912	4.38	00:03:31	84.39%
3.	Spain	4,064	5.19	00:02:55	83.42%
4.	Germany	33,381	5.04	00:02:57	82.34%
5.	Italy	5,370	5.38	00:03:08	82.74%
6.	United Kingdom	33,148	4.66	00:02:53	81.76%
7.	India	10,741	5.03	00:03:56	81.96%
8.	France	6,186	4.73	00:02:59	81.73%
9.	Peru	6,827	3.50	00:02:06	81.22%
10.	Ireland	1,411	4.96	00:03:26	82.57%




Don't forget the long tail

Search sent 221,974 total visits via **33,135 keywords**

Show: [total](#) | [paid](#) | [non-paid](#)

<input type="text" value="Keyword"/> <input type="text" value="None"/>		<input type="checkbox"/> Weighted Sort ?				
		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate ↓
1.	"asian bar"	1	1.00	00:00:00	100.00%	100.00%
2.	"best american breakfast in singapore"	1	1.00	00:00:00	100.00%	100.00%
3.	"city space bar & lounge"	1	2.00	00:00:00	100.00%	100.00%
4.	"club rooms"	1	1.00	00:00:00	100.00%	100.00%
5.	"enter the code shown above:" + thai food	1	1.00	00:00:00	100.00%	100.00%
6.	"equonix restaurant"	1	1.00	00:00:00	100.00%	100.00%
7.	"five star hotels" istanbul	1	1.00	00:00:00	100.00%	100.00%
8.	"gluten free cream tea" + "london"	1	1.00	00:00:00	100.00%	100.00%

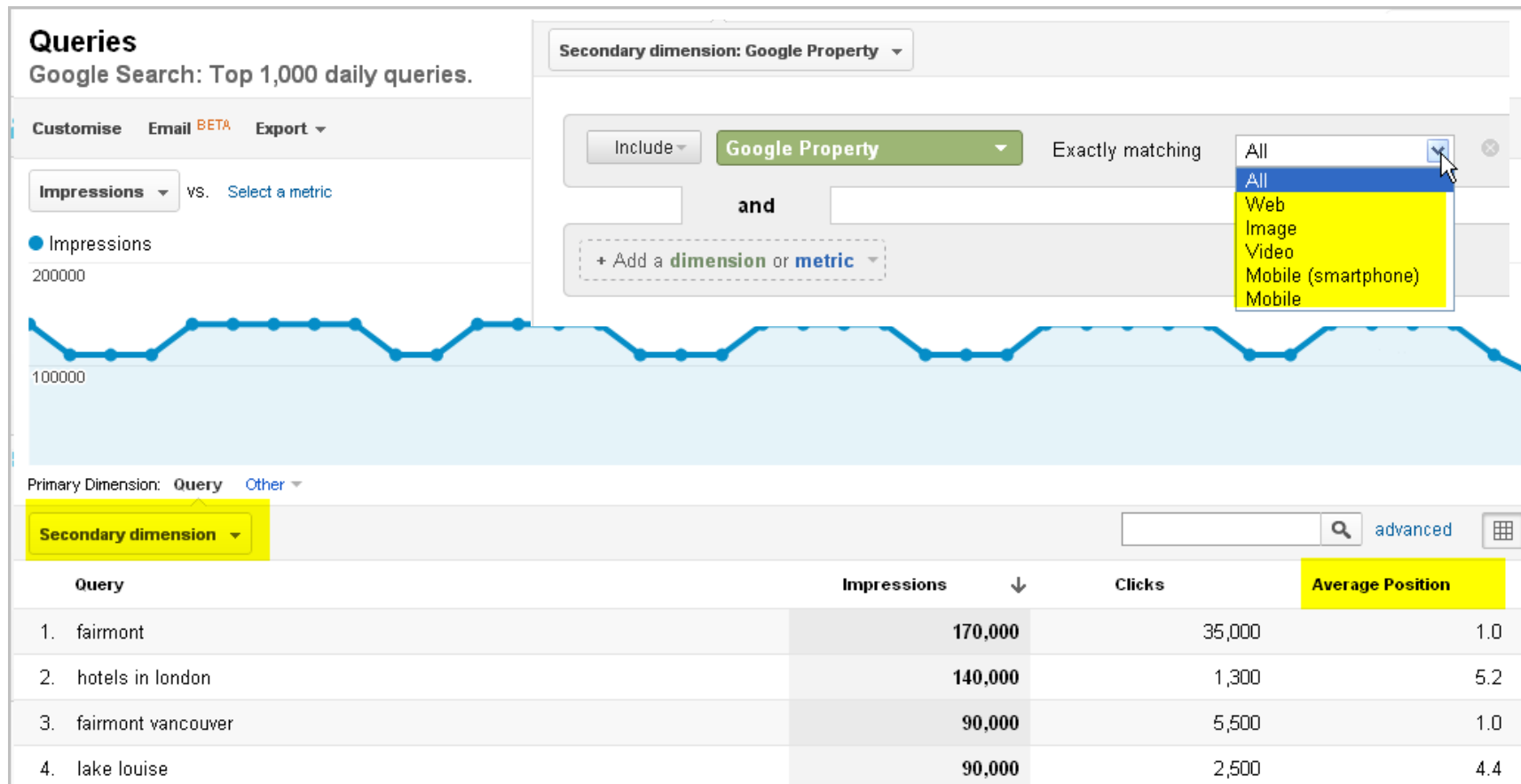
Don't forget the long tail

Keyword 		None 	<input checked="" type="checkbox"/> Weighted Sort 				
			Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate ↓
1.	new asia bar		1,003	2.49	00:01:58	74.58%	60.22%
2.	jaan		445	2.16	00:01:38	64.49%	67.87%
3.	jaan par andre		357	2.21	00:01:32	65.27%	64.71%
4.	new asia bar singapore		468	2.71	00:02:10	73.93%	59.62%
5.	grand efes		136	1.15	00:00:57	1.47%	86.76%
6.	equinox restaurant		496	3.46	00:02:25	67.94%	53.43%
7.	equinox		940	3.60	00:02:46	70.74%	46.60%
8.	ellenborough market cafe		936	3.25	00:02:43	63.14%	46.47%
9.	equinox swiss hotel singapore		66	1.14	00:00:08	4.55%	95.45%
10.	cafe swiss		306	3.84	00:02:15	66.34%	50.33%

Don't forget the long tail

		<input checked="" type="checkbox"/> Weighted Sort [?]					
	Keyword [⌵]	Landing Page [⌵]	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate [⌵]
1.	new asia bar	/en/destinations/singapore/swissotel+the+	985	2.33	00:01:56	75.74%	60.81%
2.	jaan	/en/destinations/singapore/swissotel+the+	432	2.06	00:01:38	66.20%	68.52%
3.	jaan par andre	/en/destinations/singapore/swissotel+the+	322	1.98	00:01:23	68.94%	68.94%
4.	new asia bar singapore	/en/destinations/singapore/swissotel+the+	433	2.65	00:02:11	76.91%	60.28%
5.	grand efes	/en/home	131	1.13	00:00:58	0.00%	88.55%
6.	swissotel beijing	/en/destinations/china/swissotel beijing/hc	157	2.33	00:01:14	12.10%	80.25%
7.	equinox	/en/destinations/singapore/swissotel+the+	827	3.35	00:02:47	73.04%	51.03%
8.	equinox restaurant	/en/destinations/singapore/swissotel+the+	466	3.21	00:02:26	71.24%	54.72%
9.	ellenborough market cafe	/en/destinations/singapore/swissotel+mer	873	2.97	00:02:32	66.21%	48.11%

Don't forget the long tail

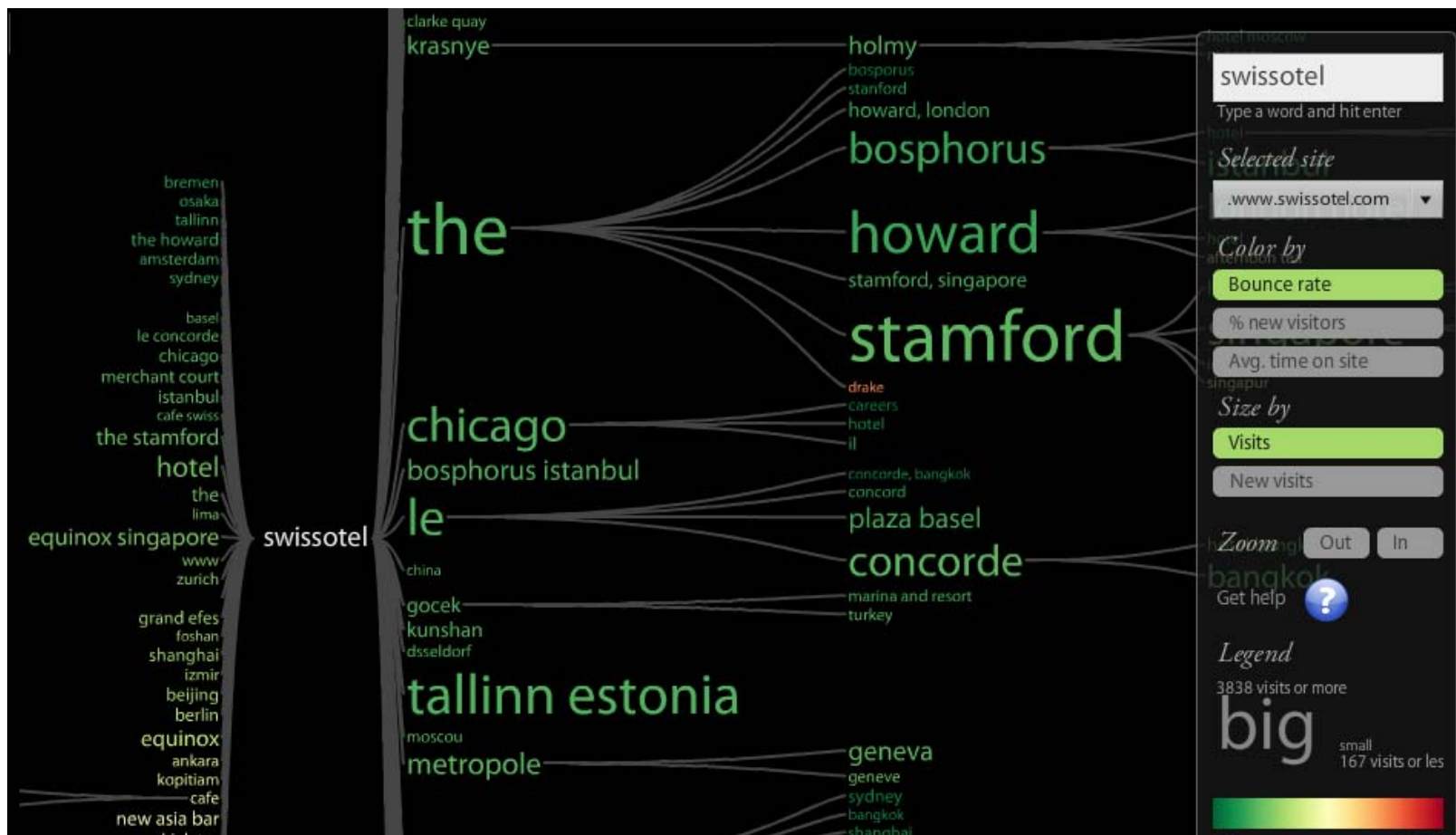


- Google Webmaster Tools integration with Google Analytics – use the filter options

Don't forget the long tail

- Keyword tree:

<http://analyticsvisualizations.appspot.com/juicekit/AnalyticsVisualization.html>



A few additional tips: tag your social media posts



fairmonthotels

A quote to end off the week: "Only Robinson Crusoe had everything done by Friday."

1:02 PM Feb 18th via TweetDeck

Vancouver: @nytimestravel checks-in @FairmontPacific
<http://nyti.ms/g0vKGe> #yvr

12:36 PM Feb 18th via TweetDeck

Thanks for the #FF nods @glutenfreemike @jpbuchmeyer
@FairmontCopley @BulkTV @fairmontham @lunardream

12:02 PM Feb 18th via TweetDeck

One of my favorite travel/golf writers has joined Twitter. Say hi to
@travelgolfgal everyone.

12:01 PM Feb 18th via TweetDeck

Name fairmonthotels

Location Toronto

Web <http://www.fairmo...>

Bio "Suite Tweets" from Fairmont Hotels & Resorts - an impressive collection of world-class hotels (Tweeter/Host Mike Taylor)

3,620 following 12,601 followers 949 listed

Tweets 4,241

Favorites

Lists

@fairmonthotels/
fairmonthotels

View all

Following



Social media tracking

- Tag all your posts with campaign tracking codes using GA URL builder

safewofitsbestkeptsecrets.htm?utm_source=twitter&utm_medium=socialmedia&utm_term=40442&utm_campaign=FHRSecrets

> MEMBER LOGIN | ENGLISH

Shhh! Can you keep a secret? <http://bit.ly/9TPvYn> #travel

4:18 PM Feb 4th via TweetDeck



"EVERYONE'S AN ORIGINAL"

US | DESTINATIONS | FAIRMONT PRESIDENT'S CLUB | MEETING & EVENTS | TRAVEL AGENTS | SEARCH | PACKAGE FINDER

Fairmont Hotels & Resorts Reveals A Few Of Its Best Kept Secrets

Publish Date: 21/09/2010



Add a Bookmark



PRINTABLE VERSION



SEND TO A FRIEND

- From secret messages to secret treasures, Fairmont invites guests to take a peek -

TORONTO, September 21, 2010 – With more than a century of hosting the rich and famous, kings and queens, presidents and prime ministers, and stars of the stage and screen, the colleagues at Fairmont Hotels & Resorts are masters of discretion. But the proclivities of celebrities are not all that has been kept hush-hush within the walls of Fairmont. From discreet cottages tucked away in the woods of Quebec to the untold services of a private concierge, Fairmont is revealing some of its best-loved and least-known places, spaces and graces.

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Social media tracking

Google docs ☆ bit.ly Google Analytics Campaign Tool Anyone with the link

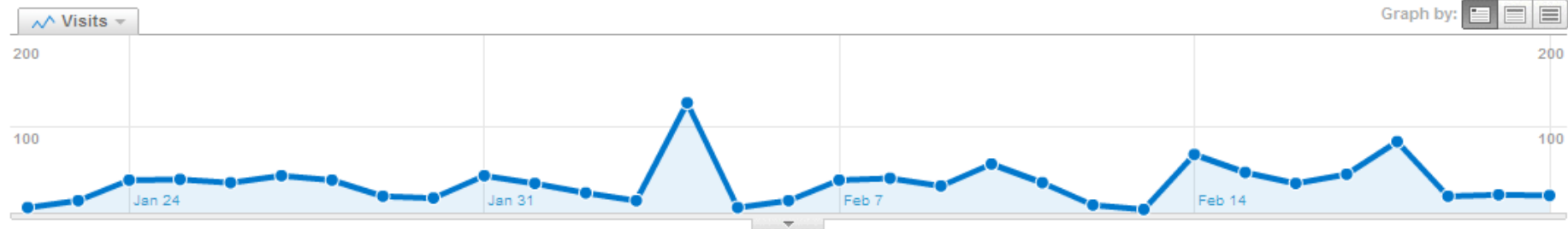
File Edit View Insert Format Data Tools Help

<http://bit.ly/ga-campaign-tool>

Social media tracking

Overview »

All Traffic Sources



Filtered for sources and mediums containing "twitter"

Show: Source Medium

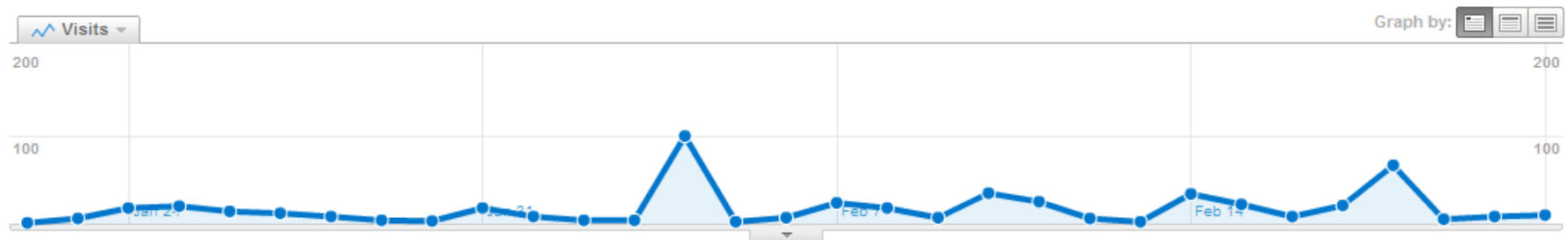
Site Usage		Goal Set 1		Ecommerce		Views:	
Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
2.93		00:02:13		45.39%		58.57%	
Source/Medium	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. twitter.com / referral			2.52	00:01:37	54.09%	59.67%	
2. twitter / socialmedia			3.34	00:02:50	36.21%	57.47%	

- Start by comparing “your traffic” vs other traffic from the same social media channel

Social media tracking

Source Medium Detail:

twitter / socialmedia



This source medium combination sent 522 visits

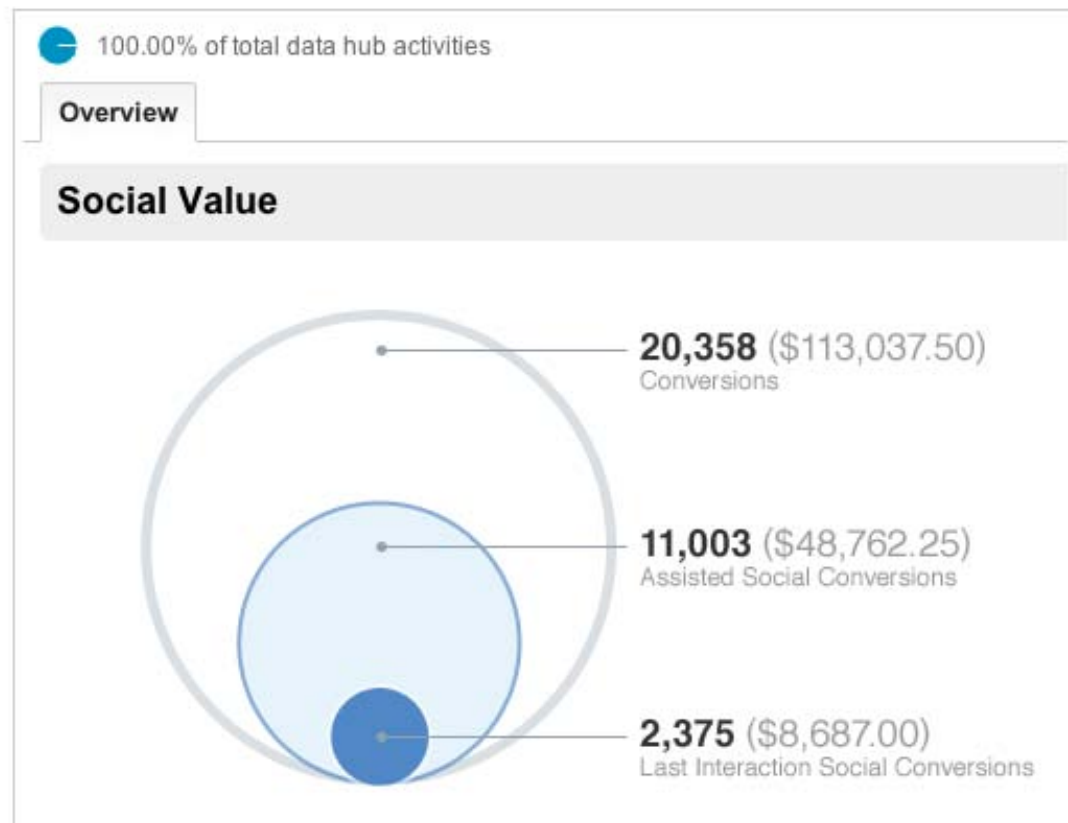
Site Usage Goal Set 1 Ecommerce

Views: [Table Icon] [List Icon] [Line Icon] [Bar Icon] [Area Icon] [Pie Icon]

Visits 522		Pages/Visit 3.34		Avg. Time on Site 00:02:50		% New Visits 36.21%		Bounce Rate 57.47%					
Campaign		None		Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
1. FHRSecrets						2.82		00:01:59		27.21%		65.44%	
2. FHRpress						5.10		00:04:42		30.48%		38.10%	
3. LCPLusPR						2.47		00:03:19		38.30%		65.96%	
4. EMPGardenOffer						1.04		00:00:01		88.89%		97.78%	

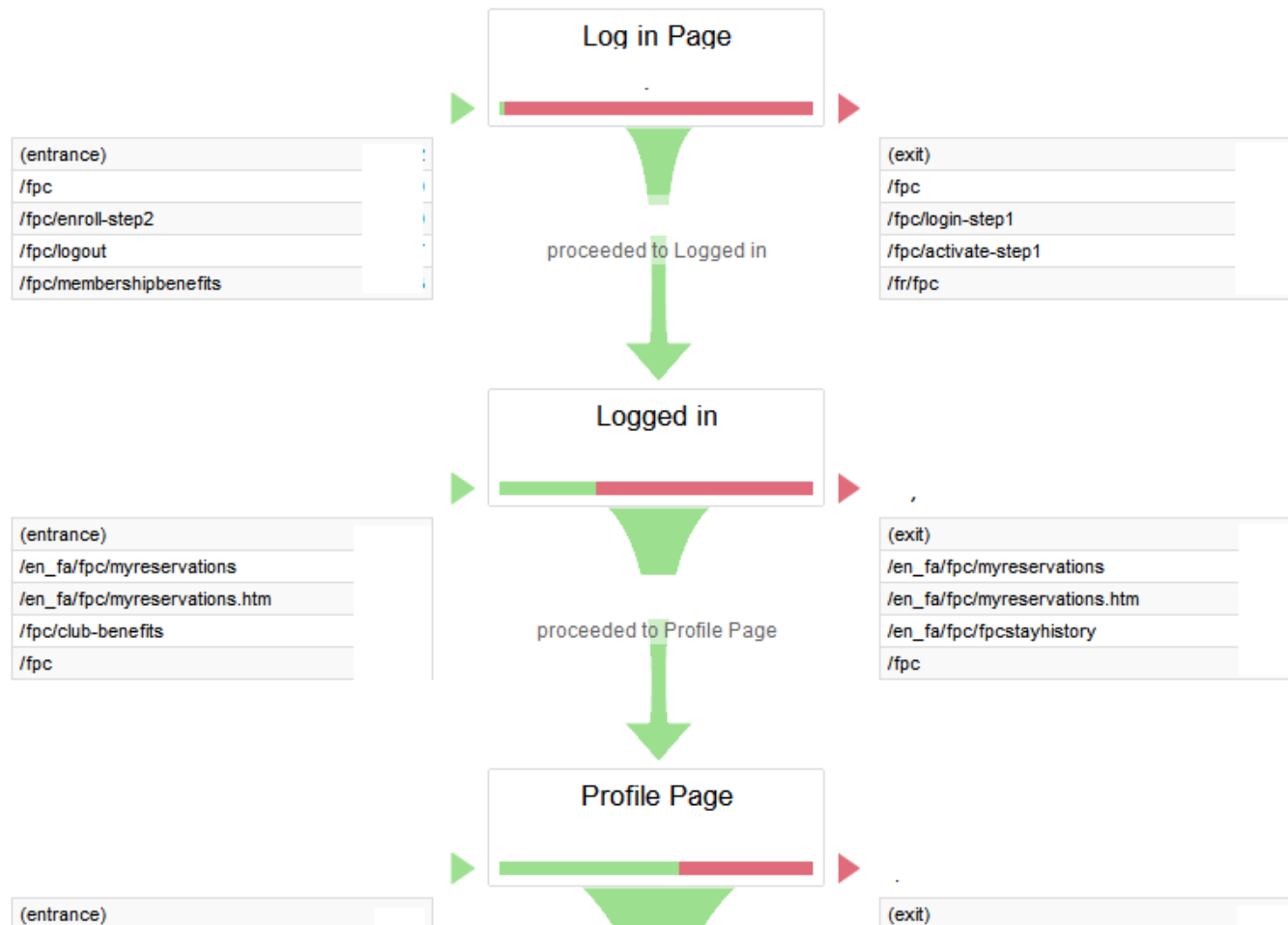
- Review each post results by site usage, goal completion, ecommerce

Social media tracking

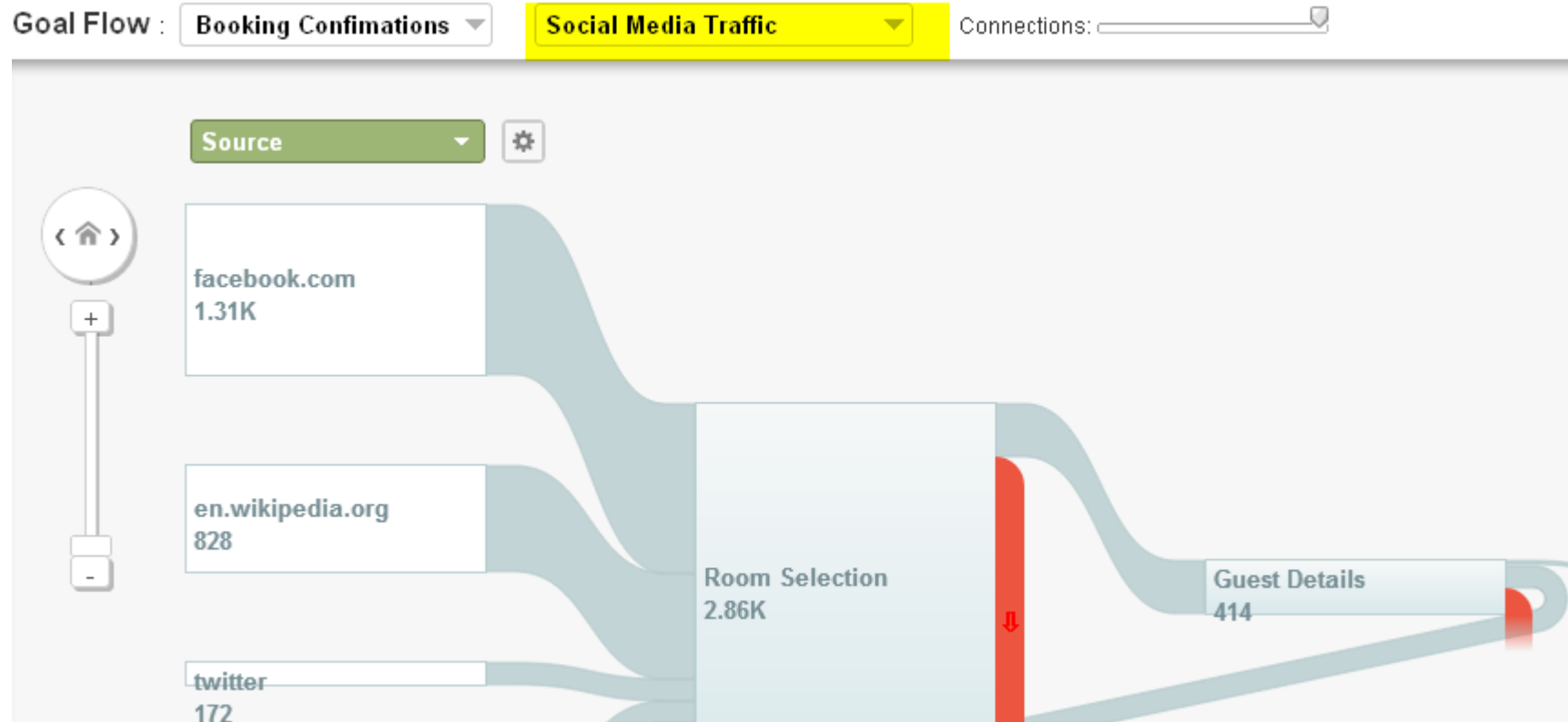


- New social reports in Google Analytics
- <http://analytics.blogspot.co.uk/2012/03/capturing-value-of-social-media-using.html>

A few additional tips: check out that funnel



Check out that funnel



- Goal flow in Google Analytics

Check out that funnel


Booking Confirmations ▾

Select a segment ▾

Connections:  0 / 30.4K

1 Jan 2012 - 31 Jan 2012

Compare to: 1 Dec 2011 - 31 Dec 2011

Source ▾ 

google
434K ▲ 27%

(direct)
143K ▲ 16%

bing
30.4K ▲ 51%

yahoo
20.1K ▲ 45%

(direct)
143K ▲ 16%

bing
0 / 30.4K

Room Selection
▲ 14%

Guest Details
▲ 14%

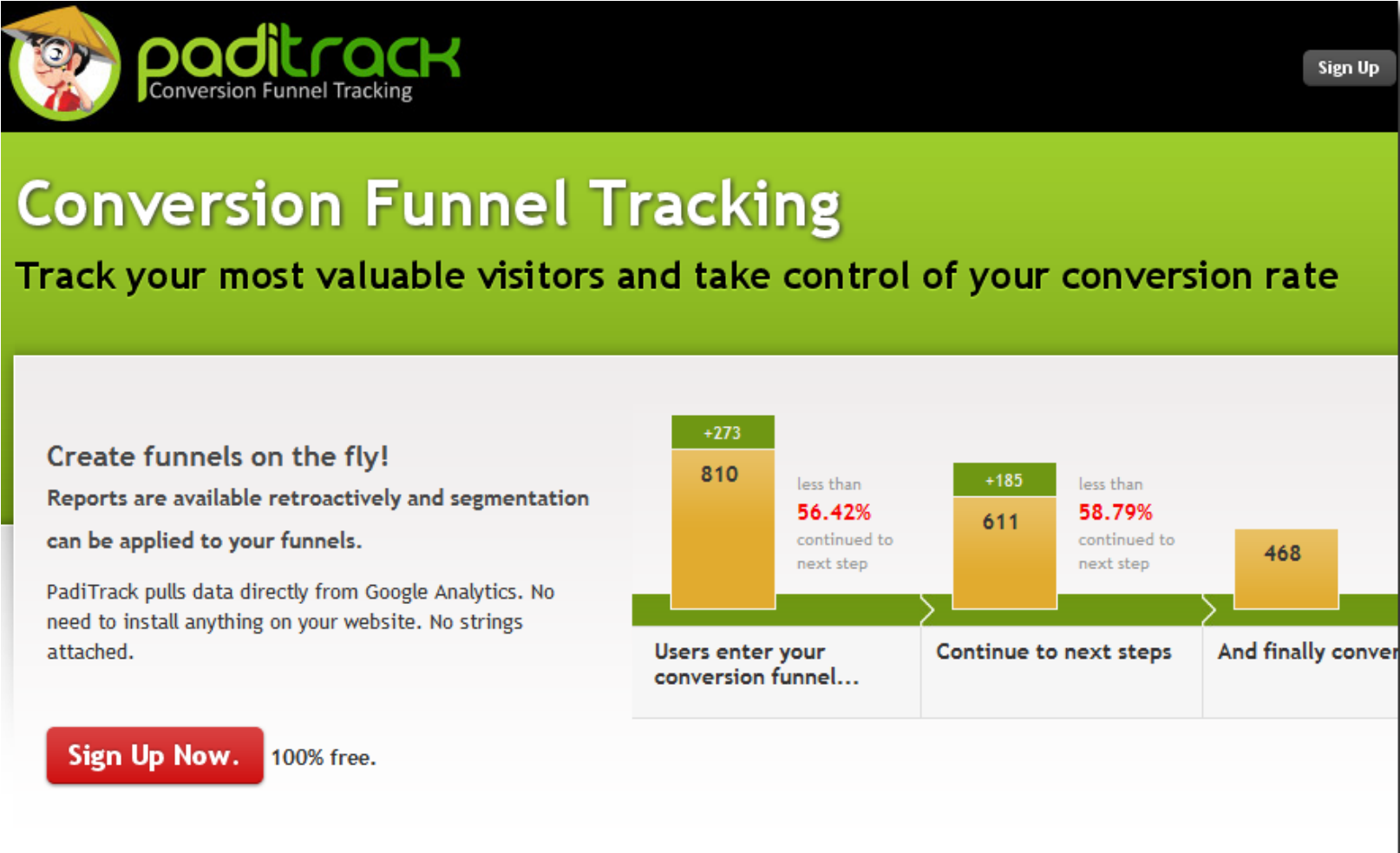
Booking Confirmations
▲ 26%

Room Selection
▲ 25%

Guest Details
▲ 14%

Booking Confirmations
▲ 17%

Check out that funnel



paditrack
Conversion Funnel Tracking

[Sign Up](#)

Conversion Funnel Tracking

Track your most valuable visitors and take control of your conversion rate

Create funnels on the fly!
Reports are available retroactively and segmentation can be applied to your funnels.

PadiTrack pulls data directly from Google Analytics. No need to install anything on your website. No strings attached.

[Sign Up Now.](#) 100% free.

Step	Users	Drop-off
Users enter your conversion funnel...	810 (+273)	less than 56.42% continued to next step
Continue to next steps	611 (+185)	less than 58.79% continued to next step
And finally convert	468	

A few additional tips: Custom Variables



A few additional tips: Custom Variables

Custom Variables

Site Usage		Goal Set 1	E-commerce
Custom Variable	Visits ↓	Hits	Pages/Visit
1. content_language	374,853	1,923,852	4.88
2. hotel_sub_section			
3. corporate			
4. video			
5. loyalty_member			
6. successfully_booked			

Custom Variable:
content_language

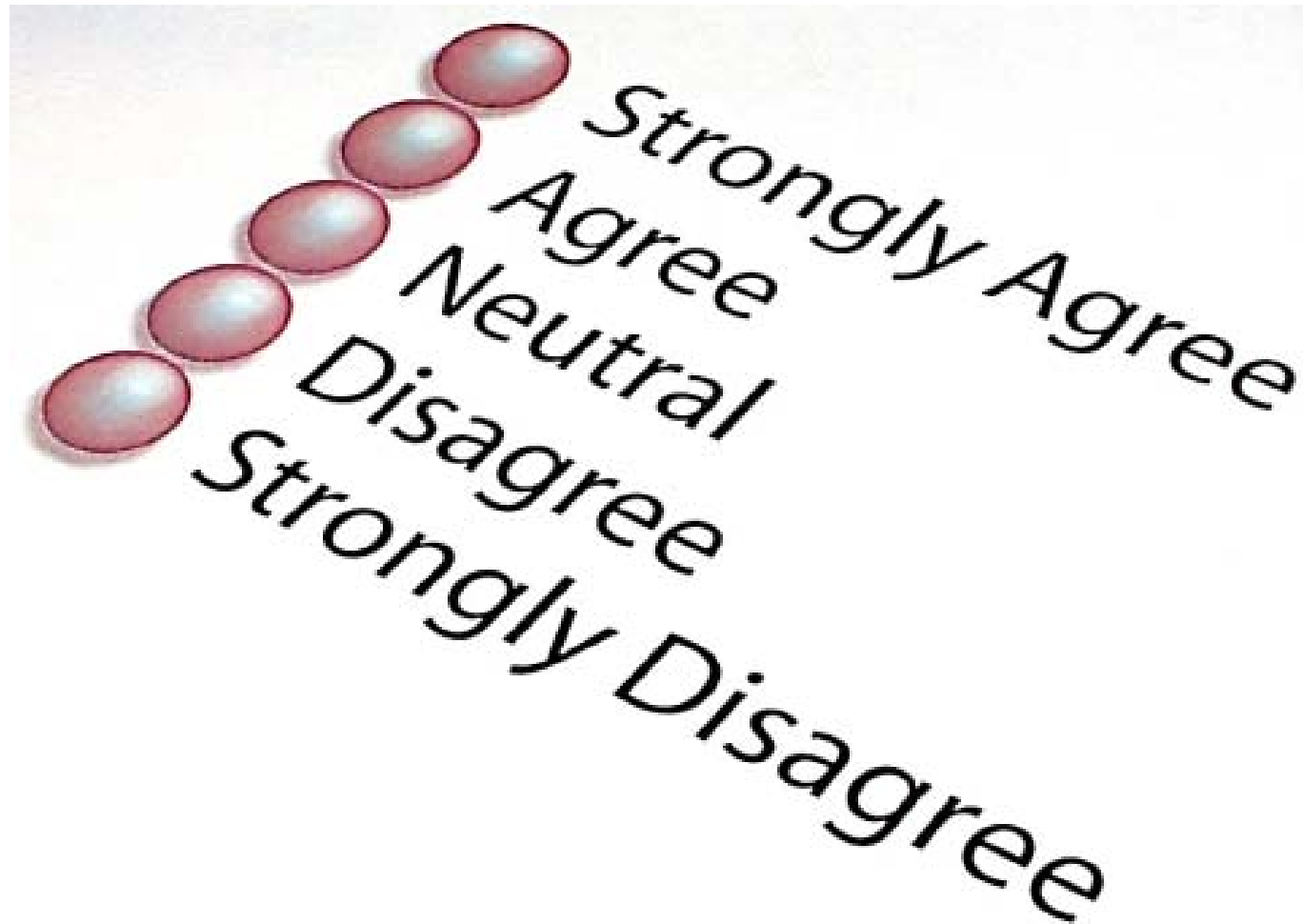
Site Usage		Goal Set 1	E-commerce
Visits	389,530	Revenue	3,190
% of Site Total: 2,385.07%		% of Site Total: 2,306.97%	
		Transactions	Average Value
			\$4,714.70
		% of Site Total: 2,044.87%	Site Avg: \$4,179.06 (12.8%)

Custom Variable	Visits ↓	Revenue
1. EN	347,436	\$14,718,198.72
2. DE	28,175	\$198,388.50
3. RU	7,607	\$102,221.40

Custom Variables let you to identify metrics and customers relevant and unique to your business.

<http://code.google.com/apis/analytics/docs/tracking/gaTrackingCustomVariables.html>

A few additional tips: just ask them



Just ask them

- Customers may complain but cannot be expected to provide solutions.
- Web analytics tools will show you what happened, not why.
- Use click/heat maps to view how customers interact with a page.
- Enable site search analysis (when applicable).
- Fill in the blanks by asking them why they came to the site, did they complete their task, and if not, why not? (online surveys)

Just ask them



[Features](#)
[Products and Pricing](#)

Learn about your website visitors - for FREE!

4Q is an **online survey tool** which allows business owners to evaluate the online experience, **measure customer satisfaction** and quickly implement website improvements based on **real visitor feedback**.



Easy
Fast setup gets you collecting customer feedback in **under 5 minutes**.



Affordable
4Q Free allows even the smallest websites to measure visitor satisfaction.



Scalable
Need more features or survey responses? Upgrade at the click of a button!



Actionable
Use real-time data to improve your website and **increase customer satisfaction** and task completion.



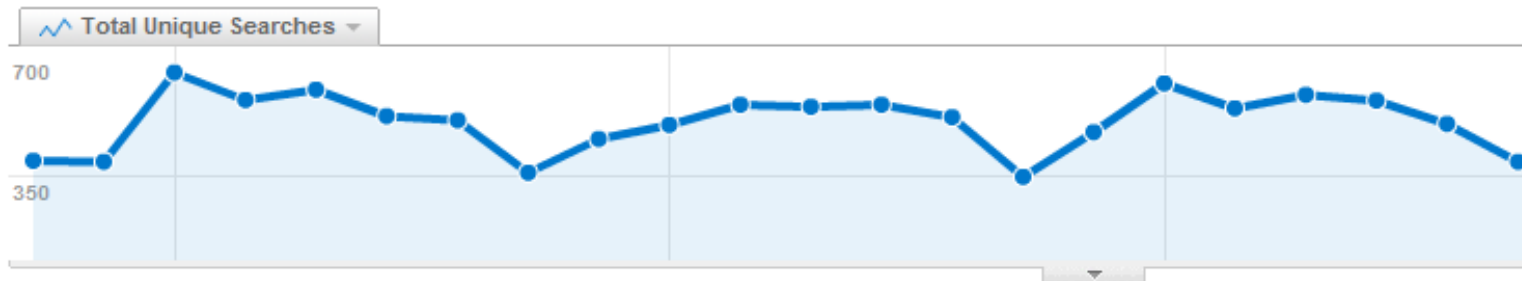
A screenshot of the 4Q survey dashboard showing various analytics. It includes a line graph at the top left, a bar chart in the middle left, and another line graph at the bottom right. A large green '4' is overlaid on the dashboard. Navigation arrows are visible on the left and right sides of the dashboard.

Free Trial!

• www.4qsurvey.com/

Just ask them

Site Search Terms



There were 15,825 unique searches via 8,575 search terms

Site Search Usage		Goal Set 1	Ecommerce		
Total Unique Searches ? 15,825 % of Site Total: 100.00%		Results Pageviews/Search ? 1.65 Site Avg: 1.65 (0.00%)	% Search Exits ? 15.68% Site Avg: 15.68% (0.00%)	% Search Refinements ? 17.58% Site Avg: 17.58% (0.00%)	
	<div>Search Term ▼</div>	<div>None ▼</div>	Total Unique Searches ↓	Results Pageviews/Search	% Search Exits
1.	parking		279	1.70	12.90%
2.	jobs		156	1.66	21.79%
3.	afternoon tea		145	1.90	6.90%

Just ask them

The screenshot shows the Fairmont Turnberry Isle website. At the top, there's a navigation bar with links: HOME, ABOUT US, DESTINATIONS, FAIRMONT PRESIDENT'S CLUB, MEETING & EVENTS, TRAVEL AGENTS, SEARCH, PACKAGE FINDER, INTRODUCTION, ACCOMMODATIONS, GUEST SERVICES, DINING, PACKAGES, MEETINGS, DESTINATION GUIDE, MAP & DIRECTIONS, and PHOTOS. Below this is a large image of the hotel building and a golf course. To the right is a reservation form with fields for DESTINATION (Miami), HOTEL (Fairmont Turnberry Isle), ARRIVAL DATE (01 Jun 201), and DEPARTURE DATE (02 Jun 201). At the bottom, there are sections for GOLF, SPA, and SPECIAL OFFERS. The website is overlaid with a heatmap showing click percentages on various elements.

Element	Click Percentage
HOME	11%
ABOUT US	3.4%
DESTINATIONS	3.7%
FAIRMONT PRESIDENT'S CLUB	0.9%
MEETING & EVENTS	0.9%
TRAVEL AGENTS	6.3%
SEARCH	9.0%
PACKAGE FINDER	9.0%
INTRODUCTION	4.8%
ACCOMMODATIONS	4.8%
GUEST SERVICES	2.2%
DINING	2.2%
PACKAGES	4.8%
MEETINGS	4.8%
DESTINATION GUIDE	4.8%
MAP & DIRECTIONS	4.8%
PHOTOS	4.8%

Displaying: Clicks from: All Visits with more than: 0.00% + Add Filter

MEMBER LOGIN ENGLISH

Fairmont
TURNBERRY ISLE

"EVERYONE'S AN ORIGINAL" - SHARE YOUR MEMORIES HERE >

WELCOME TO FAIRMONT TURNBERRY ISLE

~7% Clicks below ↓

Just ask them

userfly

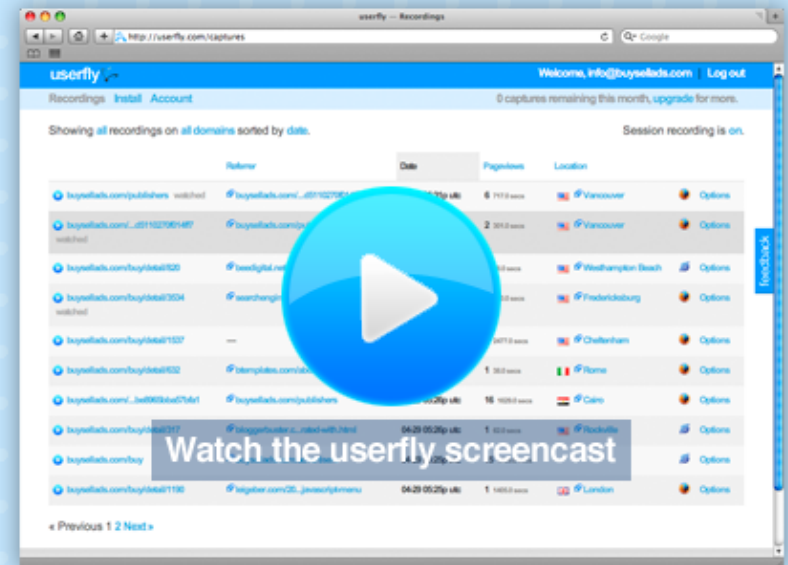
log in sign up

Usability testing has never been this easy.

- ✓ Watch videos of your real users.
- ✓ See every mouse movement and click.
- ✓ Install in seconds with one line of code.
- ✓ Increase conversions on landing pages.

Sign up for free

Takes less than 30 seconds.

[Try the demo.](#)

www.userfly.com or alternatively www.usertesting.com

A few additional tips : Attribution

1st Visit
Organic

2nd Visit
EDM

3rd Visit
Banner Ad

4th Visit:
Direct
Purchase






Attribution

- Know thy cookies.. All web analytics tools are different.
- Establish first if you have an attribution problem: how many visits to purchase?
- Rather than focusing on success percentages, analyse the optimal media mix. Is PPC+EDM+Display better than PPC+EDM?
- Make the most of multi-channel funnels in Google Analytics

Attribution

Visits to Purchase

Most purchases occurred after: 1 visits

Visits to Purchase (from start of last campaign)	Transactions	Percentage of all purchases
1 visits	2,986.00	 80.01%
2 visits	487.00	 13.05%
3 visits	137.00	 3.67%
4 visits	64.00	 1.71%
5 visits	22.00	 0.59%
6 visits	8.00	0.21%
7 visits	9.00	0.24%
8 visits	6.00	0.16%
9-14 visits	8.00	0.21%
15-25 visits	4.00	0.11%
26-50 visits	1.00	0.03%

Attribution

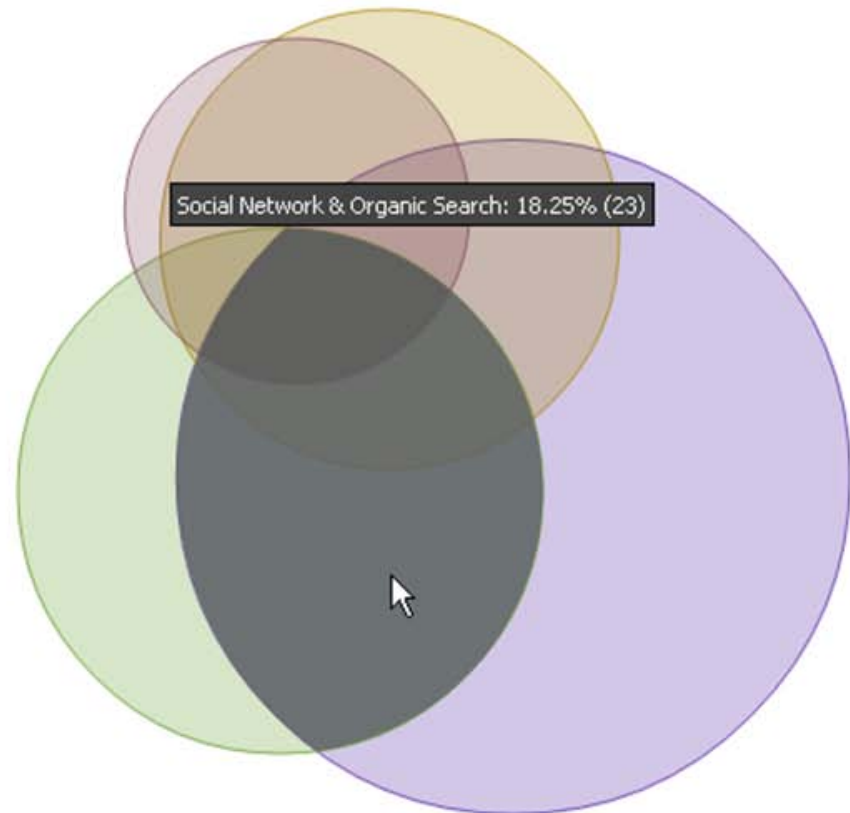
Multi-Channel Conversion Visualiser

See the percentage of conversion paths that included combine channels below. Select up to four channels.

Channel

- | | |
|-------------------------------------|------------------------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> Direct |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> Organic Search |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> Paid Advertising |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> Referral |
| <input type="checkbox"/> | <input type="checkbox"/> (Other) |
| <input type="checkbox"/> | <input type="checkbox"/> Email |
| <input type="checkbox"/> | <input type="checkbox"/> Social Network |

Social Network & Organic Search & Direct & Referral



The overlap areas of the circles above are approximations.

Attribution

CONVERSION SEGMENTS ▾

Conversion Segments

Select up to four segments to compare

Create New Conversion Segment

Default Segments

- ☐ All Conversions
- ☐ Time Lag > 1 day
- ☐ Path Length > 1
- ☐ Any interaction is Referral
- ☐ First interaction is Paid Advertising
- ☐ Last interaction is Paid Advertising
- ☐ First interaction is Direct
- ☐ Last interaction is Direct
- ☐ First interaction is Organic Search

User-defined Segments

- ☐ Email [edit](#)
- ☐ Facebook/Twitter [edit](#)
- ☐ Social [edit](#)

Include ▾

Any Interaction

from:

Containing ▾

Facebook

0

times

+ Add a conversion

+ Add a conversion

Any Interaction

First Interaction

Last Interaction

Assist Interaction

Path Length in Interactions

Time Lag in Days

Conversion Value

☒ Display as alphabetical list

Attribution

Assisted Conversions

Conversion:

Type:

All

All

AdWords

100.00% of Total conversions

Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value
Organic Search	15,000	\$1,500,000.00	15,000	\$1,500,000.00
Paid Advertising	15,000	\$1,500,000.00	15,000	\$1,500,000.00
Direct	15,000	\$1,500,000.00	15,000	\$1,500,000.00
Referral	15,000	\$1,500,000.00	15,000	\$1,500,000.00
Email	15,000	\$1,500,000.00	15,000	\$1,500,000.00
Social Network	15,000	\$1,500,000.00	15,000	\$1,500,000.00

Attribution

Top Conversion Paths

Conversion: **All** Path Length: **2 or more** Type: **All** **AdWords**

Viewing: **Basic Channel Grouping Path** Source Medium Path Source Path Medium Path Other **Channel Groupings**

Secondary dimension: **Select...**

	Basic Channel Grouping Path	Conversions
1.	Organic Search → Organic Search	
2.	Direct → Direct	
3.	Paid Advertising → Paid Advertising	
4.	Organic Search → Direct	
5.	Organic Search → Organic Search → Organic Search	
6.	Paid Advertising → Organic Search	

Attribution

Name:

Copy of Basic Channel Grouping

e.g. Generic keywords vs. Brand keywords

Label Rules Define labels for channels based on specific rules (e.g. if keyword contains "hotel", label it as "Generic keywords").

1. Paid Advertising

2. Organic Search

3. Social Network

4. Referral

5. Email

6. Feed

7. Direct

8. New Rule

e.g. Generic keywords

Condition:

Include ▾

Source ▾

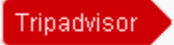

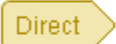

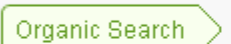



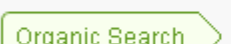



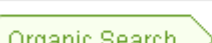

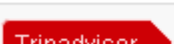
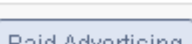


Exactly matching

Tripadvisor



Attribution

Viewing: [Basic Channel Grouping Path](#) [Source Medium Path](#) [Source Path](#) [Medium Path](#) [Other](#) [Traffic Channels](#)

Secondary dimension: Select...		<input type="text" value="trip"/>
Channel Grouping Path		Conversions
1.	 	
2.	 	
3.	 	
4.	 	
5.	  	
6.	  	
7.	 	
8.	 	

In conclusion:

- Don't measure activities but results. Focus on key business questions.
- It is not about reporting or measurement. It has to be useful and actionable. If you are not gaining valuable insights, revisit your metrics.
- Start with a free web analytics tool before you invest in a paid solution. If you do not have a solid analytics strategy in place, and the human resources to manage it, even the most expensive and sophisticated tool will be next to useless.
- **No size fits all solution. Make it relevant to your business.**

THANK YOU FOR YOUR ATTENTION