



Search
Engine
Optimization

Search & Social
DOUBLE WHAMMY
Integrated Marketing Seminar

Social
Media
Marketing



McDougall Interactive
MARKETING

Google Analytics and ROI Tracking

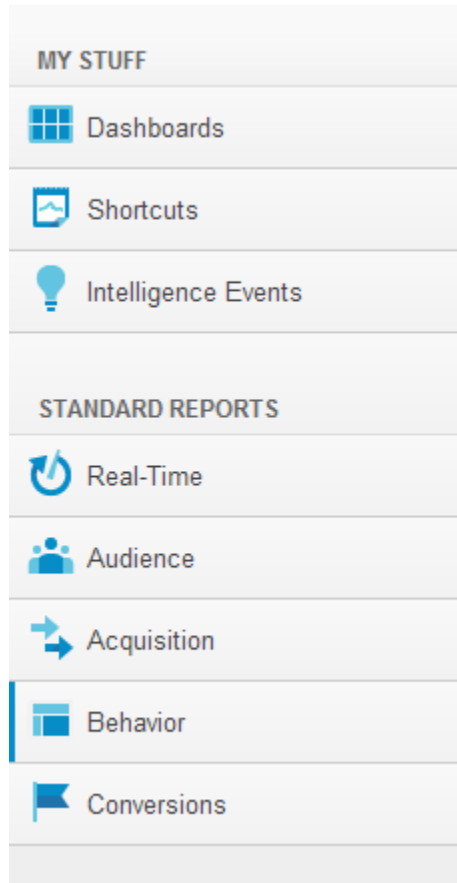
John Maher

Director of Interactive Marketing
McDougall Interactive

The background of the slide features a series of radiating lines that originate from the top center and spread outwards, creating a sunburst effect. The color palette is warm, transitioning from bright yellow at the top to deep orange and red at the bottom.

Recent Changes to Google Analytics

Navigation



Audience

Geographic, New vs Returning, Browser & OS, Mobile Devices

Acquisition

Where users came from: organic search, direct, paid search, referral, campaigns, social; keywords

Behavior

Behavior Flow, Top/Landing Pages, Site Speed, Site Search, Experiments, In-page Analytics

Conversions

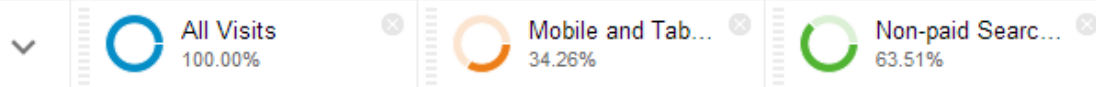
Goals, Ecommerce, Multi-Channel Funnels, Attribution

Segments

Oct 1, 2013 - Oct 31, 2013

Audience Overview

Email Export Add to Dashboard Shortcut

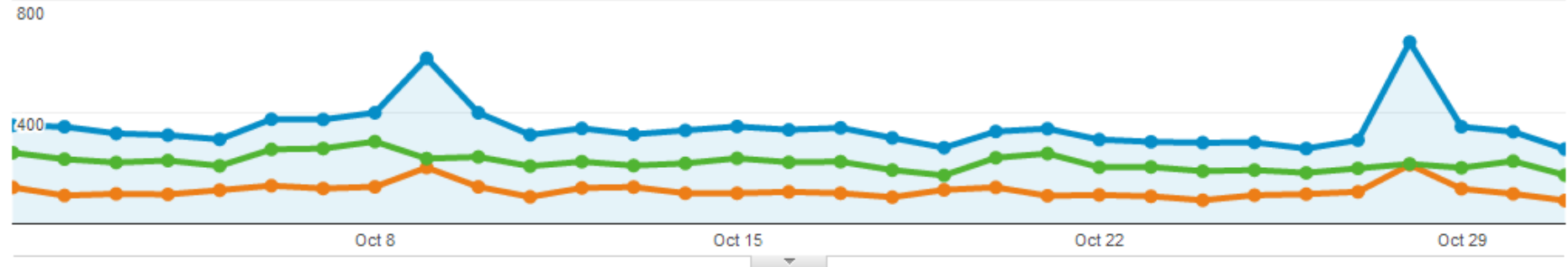


Overview

Visits vs. Select a metric

Hourly Day Week Month

● Visits (All Visits) ● Visits (Mobile and Tablet Traffic) ● Visits (Non-paid Search Traffic)



Acquisition Overview

Oct 1, 2013 - Oct 31, 2013

Acquisition Overview

Email Export Shortcut



All Visits
100.00%

Top Channels

Edit Channel Grouping

Click to change view

	Acquisition			Behavior			Conversions		
	Visits ↓	% New Visits ↓	New Visits ↓	Bounce Rate ↓	Pages / Visit ↓	Avg. Visit Duration ↓	Goal Conversi... ↓	Goal Completi... ↓	Goal Value ↓
	10,699	74.45%	7,965	58.49%	4.20	00:02:27	1.18%	126	\$0.00
Organic Search	6,795	<div><div style="width: 74.45%;"></div></div>		62.77%	<div><div style="width: 4.20;"></div></div>		1.04%	<div><div style="width: 126;"></div></div>	
Direct	1,442	<div><div style="width: 74.45%;"></div></div>		62.14%	<div><div style="width: 4.20;"></div></div>		0.90%	<div><div style="width: 126;"></div></div>	
Paid Search	960	<div><div style="width: 74.45%;"></div></div>		49.58%	<div><div style="width: 4.20;"></div></div>		1.67%	<div><div style="width: 126;"></div></div>	
(Other)	851	<div><div style="width: 74.45%;"></div></div>		29.85%	<div><div style="width: 4.20;"></div></div>		1.88%	<div><div style="width: 126;"></div></div>	
Referral	620	<div><div style="width: 74.45%;"></div></div>		57.90%	<div><div style="width: 4.20;"></div></div>		1.45%	<div><div style="width: 126;"></div></div>	
Social	31	<div><div style="width: 74.45%;"></div></div>		25.81%	<div><div style="width: 4.20;"></div></div>		3.23%	<div><div style="width: 126;"></div></div>	

Experiments

Content Experiments - Create a new experiment

- ✓ Choose an experiment objective

The experiment, Product Page Change, will evaluate Order Confirmation (Goal 1 Completions) on 100% of visitor traffic. Email notification is not set for this experiment. Dynamic traffic distribution, 2 weeks minimum run time, 95% confidence threshold.

- 2 Configure your experiment

Original Page URLs with dynamic parameters are supported. ?

Web page to experiment ?

http://

Name for the page

Original

Consolidate experiment for other content reports ?



Variation 1 ✕

Web page to experiment ?

http://

Name for the page

Variation 1





Setting Up Goal Tracking

Goal Tracking

Find reports & more

Audience Overview

Oct 1, 2013 - Oct 31, 2013

Email Export Add to Dashboard Shortcut

All Visits
100.00%

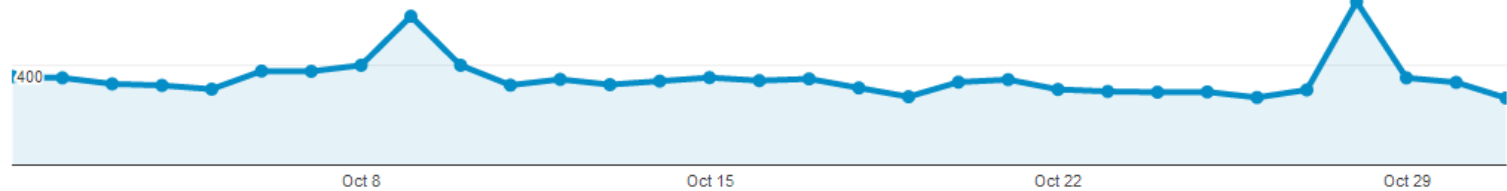
Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits

800



Goal Tracking

adwords@mcdougallinteractive.com [Settings](#) [My Account](#) [Sign out](#)

Admin

Help

com

VIEW (PROFILE)

www.fishermansoutfitter.com

View Settings

User Management

Goals

Filters

Channel Grouping

Goal Tracking

1 Goal description

Name

Goal ID 5 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per visit ex: 3 pages
- Event ex: played a video

Next step

Cancel

2 Goal details

Goal Tracking

✓ Goal description [Edit](#)
Name: *Contact Us*
Goal type: *Destination*

2 Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Put your confirmation page URL here

Note: make sure your developers program forms so that filling out a form results in a unique URL, only reached by users completing the form

Goal Funnels

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

Off Assign a monetary value to the conversion.

Funnel OPTIONAL

Off On Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="User Information"/>	<input type="text" value="/user-info"/>	<input type="checkbox"/> No <input type="checkbox"/>
2	<input type="text" value="Billing Information"/>	<input type="text" value="/billing-info"/>	<input checked="" type="checkbox"/>
3	<input type="text" value="Credit Card"/>	<input type="text" value="/credit-card-info"/>	<input checked="" type="checkbox"/>

Funnel lists all of the pages (on site) leading up to the conversion. This only affects the Funnel Visualization report, not the goal itself.

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

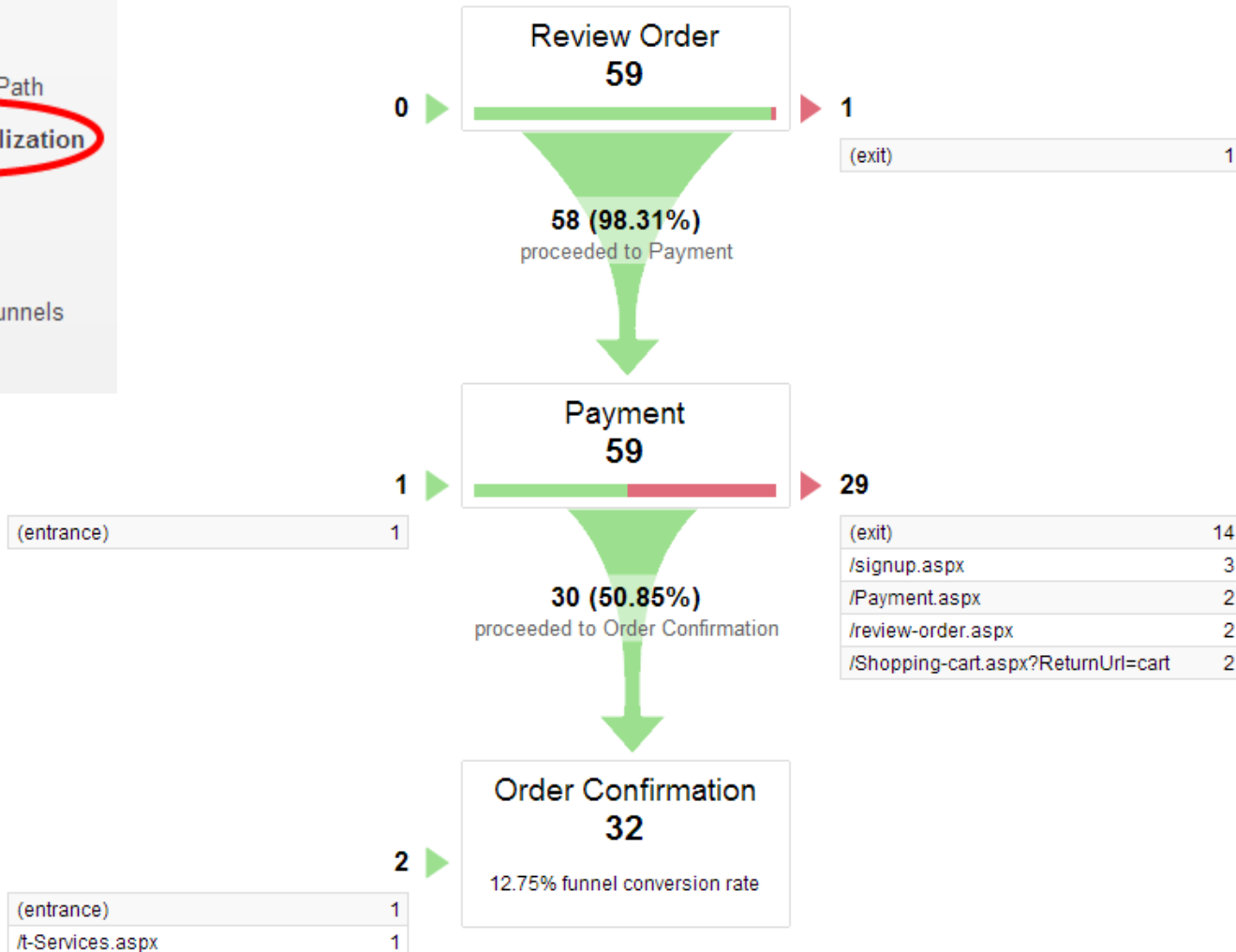
Goal Flow

Ecommerce

Multi-Channel Funnels

Attribution

Goal Funnels



The background of the slide features a series of radiating lines that originate from the top center and fan out towards the bottom corners. The color palette is warm, transitioning from bright yellow at the top to deep orange and red at the bottom. The lines are evenly spaced and create a sense of depth and focus towards the center.

Tracking ROI

How Much Is A Lead Worth?

Lifetime Value of a Customer

Avg Revenue * Profit Margin * Longevity

Closing Rate

of Sales / # of Leads

Value of a Lead

Lifetime Value * Closing Rate

Here's An Example

Lifetime Value of a Customer

$$\text{\$1000/yr} * .20 * 3 \text{ years} = \text{\$600 (Profit)}$$

Closing Rate

$$2 \text{ Sales} / 10 \text{ Leads} = 0.2$$

Value of a Lead

$$\text{\$600} * 0.2 = \text{\$120}$$

Plug That Back Into Your Goal

✓ Goal description [Edit](#)

Name: *Contact Form*
Goal type: *Destination*

2 Goal details

Destination

Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

On \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

ROI Calculation

$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

Gain: \$120 per lead * 30 leads = \$3,600

Cost: \$2,000

ROI = (\$3,600 - \$2,000) / \$2,000 = 0.8 or 80%

Presentations available here:

www.searchsocialseminar.com/presentations/

www.mcdougallinteractive.com