

Increasing marketing efficiency with Google Analytics

Table of content:

Advertising and analytics market, its players.

Main concepts. The functioning principles of Google Analytics

Administrator area. Reviewing Google Analytics Settings: accounts, properties, views.

Administration of users, creating new profiles, using main data filters.

- Practical task: Creating profile. Application of basic filters

Standard reports. Review of main reports: Audience, Acquisition, behaviour. Who are our visitors, where they come from, what are they doing in the website.

- Practical task: Brief analysis of users: returning versus new visitors, efficiency of media sources, popular pages of website.

Goals and ecommerce. Observing and evaluating user activities- possibilities of setting and using goals, defining goals and their preview, extended goal statistics: Funnels and Goal flow. Ecommerce settings, defining indicators and their preview.

- Practical task: Set the Goal

Channels and their interconnections. Multichannel funnels statistics shows the interplay among different sources of user flows. Concept of Assisted conversions. Channels with different aims: for increasing awareness or generating conversions (i.e. branding versus performance)

- Practical task: Setting assisted conversions and their analysis

Management of flow sources. Analysis of the performance principles of the flow, reflection of different marketing activities in statistics, effective separation and identification of necessary data. Defining links to different flow sources.

- Practical task: Setting strategy for link definition for the sample advertising campaign

Reporting. Exporting different reports, creating additional segmenting for data, making adjusted reports according to own purposes, configuring Dashboards. Data export. "Advanced segments"- additional extended segmentation of data. Functions of Custom reports and Dashboards. Presenting important data in one place.

- Practical task: Creating Segment, adjusted Custom report, and Dashboard

Some data about Google activities

Advertising and analytics market, its players.

Market participation features:

The capacity of visibility in the market can be evaluated by the speed of acquiring customers. It took different time for acquiring the same number of 80 mln customers for various can be attractive as advertising channels, namely :

- Facebook – 3 years
- Twitter- 4 years
- Google – several months. The social network Google+ has about 4 billion users (80% of them are not active 😊 but they can be addressed by companies here.

The main formal indicator for improvement in the advertising activities CPA (clicks per ad). The maximum profitable CPA shows how much more is it worth investing in advertising.

In Lithuania the Google analytics and Google Adwords market participants:

- Digital Academy
- Google partners
- Advertising agencies

In USA – Digital Analytics Association

Digital Academy (LT) provides learning courses- 4 specialists are currently employed as trainers. However the self-learning package is available as well. One of the goals for learning is certification. Priority area for training is Google Adwords (paid advertising platform).

The Advertising agencies specialize in reporting. The current return on investment ROI to advertising market is evaluated as 1.45 USD return for 1 USD invested. The agencies take about 10-20% for their work. They also can take responsibility to pay to Google on behalf of the company (by meeting payment system of Google), and then regularly charge the company for full service. On the other hand if the advertising agency is small and it does not have sufficient turnover, the advertising payment to Google directly is transferred to the company. The VAT tax is applied. Recently in LT there are about 34 agencies.

The organizations can do their analytics and advertising with Google platforms by themselves as well.

Payment to Google has threshold principle (automatic payment): either 30 days or limit threshold “stairways” (depending which is achieved quicker). The threshold means that the payment is made by fixed sums: first balance to be covered is 50 USD (or EUR by choice of company). The money should be assigned in the account. If the money is missing the campaign will stop and after replenishment company should initiate payment and pay a little more. Then the threshold value can be set as 100, 200, 300 or 500 USD (or 30 days condition remains).

Professional specialists seek for certification. In LT their number is increasing: in the beginning of 2014 there were only 4 certified specialists, and on January 1, 2015 – there were 101 certified specialists.

The learning opportunity for student is participation in Google Online Marketing challenge (GOMC). Total duration in international challenge is approx. 5 weeks. Advertising budget awarded by Google is 250 USD, real company (business or non-profit) is advertised online by Google Adwords for 3 weeks)

Certification:

Different certificates for Google Analytics and Google Adwords.

The certification for Google partners is free. Register www.google.com/partners
For certification you need to answer 70 questions during 80 minutes with 80% correct answers. The form of awarding certificate is the online link. Certificate is valid for 18 months.

The Google certification:

- AdWords certified professional certificate is awarded for passing 2 of the AdWords certification exams— the AdWords Fundamentals exam and one of the following: Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, or Shopping Advertising.
- Analytics certified:
https://www.google.com/partners/#p_overview
https://www.google.com/partners/#p_analyticscertification
Exam study guide : Use these video courses provided by the Google Analytics Academy to help you study for the Google Analytics Individual Qualification Exam
CONTINUE READING: Digital Analytics Fundamentals (provided by GOMC)

Main concepts. The functioning principles of Google Analytics

The Website can be tracked by Google analytics tool. In order to start tracking the website should be registered in Google analytics account of the analyst (he can have up to 100 accounts) and the tracking code should be embedded into the website itself. There are several ways of embedding tracking code depending on the website design technology (either insert generated code number to blogger, or insert html code to each webpage, or insert code to template for php pages).

The **website** tracking is just one option- other data, such as **PC java script, mobile presence, POS, data import from door cards, credit cards, vending machines** can be tracked as well.

The Google analytic tracking starts form the moment of registering. The Standard analysis and reports is readily available, and custom reports can be made by analyst – all reports start collecting data only from the moment of setting particular request without rearrangement of historical info, and without recovery possibility in case of deleting it. The analytic settings are processed in separate Views (up to 25). Each view can have different filters and settings. One View should always contain full statistical data.

Administrator area. Reviewing Google Analytics Settings: accounts, properties, views.

Administration of users, creating new profiles, using main data filters.

- Practical task: Creating profile. Application of basic filters
 1. Observe settings of the profile: Account, Property, View.
 2. Leave standard view and create new view (MyFilter) for filtered information
 3. Attach new user to the account level and the view level
 4. See the main menu of standard accounts:
 5. HOME menu- Left side menu board: nine menu items. Google is constantly changing the functions.

The newest ones and most efficient are:

- a. Dashboard (selection of statistics for constant monitoring)
- b. Shortcuts (the path of all steps which were needed to create custom report are memorized as one –click link) for future immediate report generating
- c. Intelligence (Events) – automated Google service showing unusual rare occurrences (especially useful for mobile), good place to start analysis.
- d. Real-time statistics. General lag for Google analytics statistics is 18-48 hours, Paid analytics 1-2 hours lag.

The classical menu items are:

- e. Audience

- f. Acquisition
- g. Behaviour
- h. Conversions – goals,
- i. Ecommerce

All the menu items have submenus, filtering possibilities, graphical visualisation, standard set of evaluation metrics and their extended selection.

Standard reports. Review of main reports: Audience, Acquisition, Behaviour. Who are our visitors, where they come from, what they are doing in the website.

- Practical task: Brief analysis of users: returning versus new visitors, efficiency of media sources, popular pages of website.

Goals and ecommerce. Observing and evaluating user activities- possibilities of setting and using goals, defining goals and their preview, extended goal statistics: Funnels and Goal flow. Ecommerce settings, defining indicators and their preview.

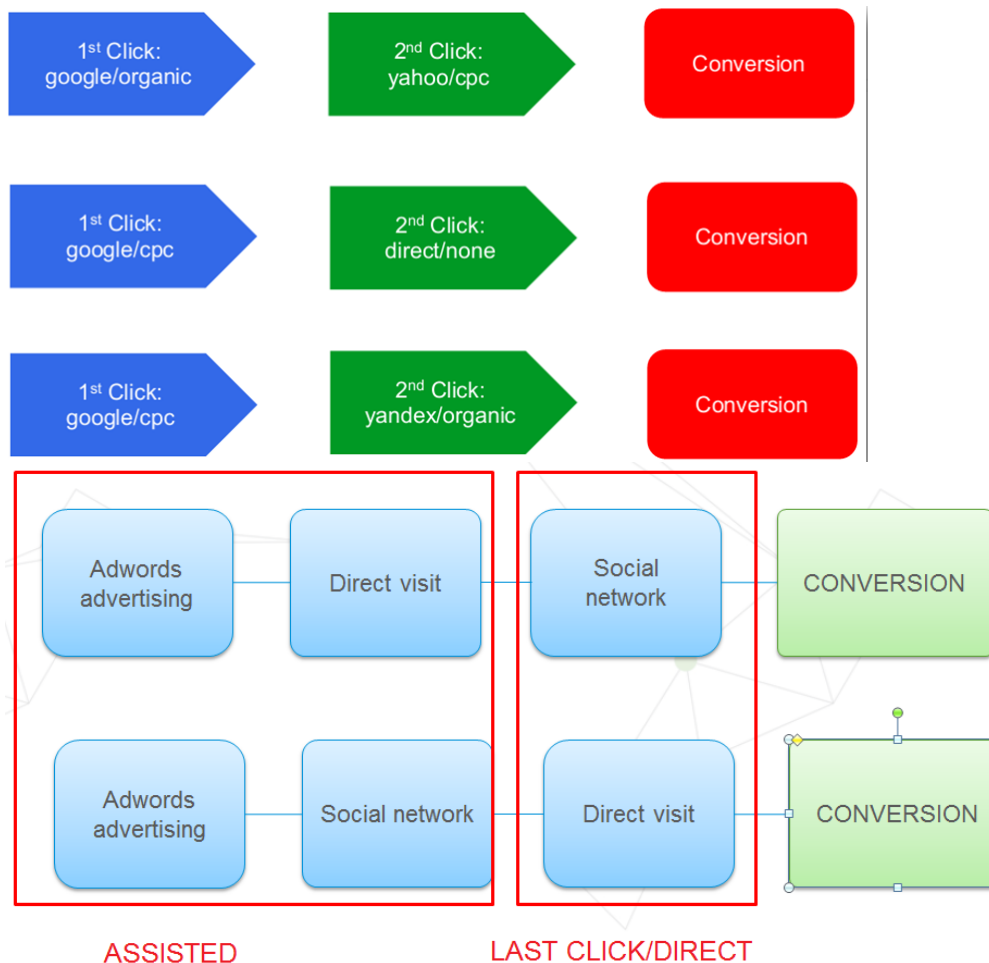
- Practical task: Set the Goal

Channels and their interconnections. Multichannel funnels statistics shows the interplay among different sources of user flows. Concept of Assisted conversions. Channels with different aims: for increasing awareness or generating conversions (i.e. branding versus performance)

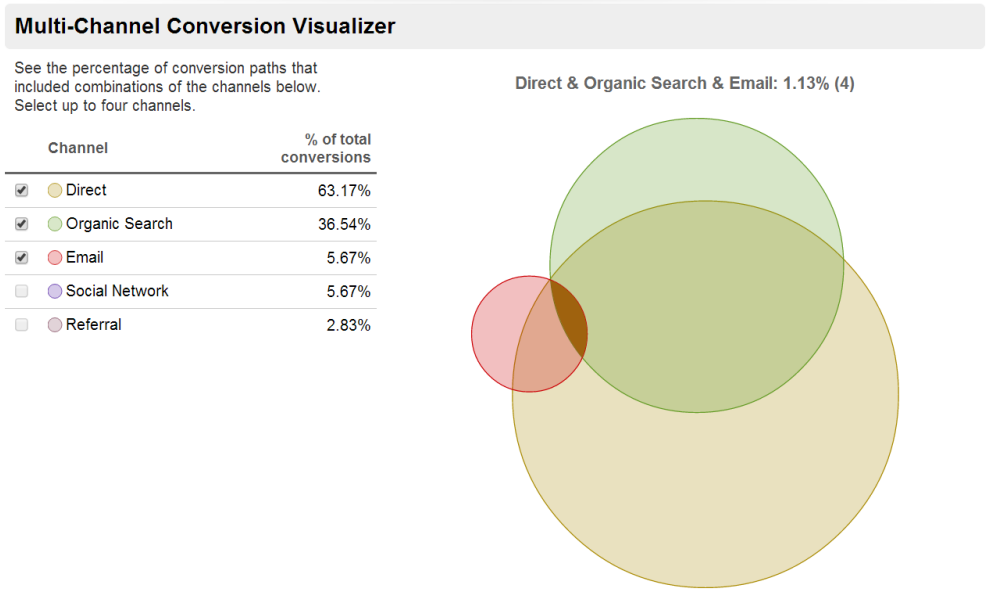
- Practical task: Setting assisted conversions and their analysis

They explore how the flow sources interplay among themselves; what are the assisting conversions. increasing awareness versus conversion rate.

Conversion is any action of the visitor which shows his inclination to further buying or expressing awareness :



About Multichannel analysis purpose:



Assisted conversions :

Conversion: All | Type: All AdWords | Lookback Window: Set 30 days prior to conversion

Select all | none | Show all | selected

Goal	Count
<input checked="" type="checkbox"/> Goal 2: Registracija ģ mokymus	3
<input checked="" type="checkbox"/> Goal 3: Atējimas ģ pagrindinģ puslapģ	175
<input checked="" type="checkbox"/> Goal 4: Kontaktų peržiūra	175

Apply | Cancel

Channel	Assisted Conversions	Conversions	Value
1. Organic Search	56	11.62% (452)	0.25
2. Direct	21	52	\$0.00 0.40
3. Paid Search	18	42	\$0.00 0.43
4. Social Network	9	7	\$0.00 1.29
5. Referral	4	11	\$0.00 0.36
6. Display	2	11	\$0.00 0.18

Show rows: 10 | Go to: 1 | 1 - 6 of 6

Some channels help to sell, the others make impact to improve user awareness and recommend. Conversion paths are visualized and give us insight:

Primary Dimension: Basic Channel Grouping Path

Basic Channel Grouping Path	Conversions	Conversion Value
1. Organic Search → Organic Search	60	\$0.00
2. Paid Search → Paid Search	42	\$0.00
3. Paid Search → Organic Search	32	\$0.00
4. Organic Search → Direct	17	\$0.00
5. Direct → Direct	16	\$0.00

7. Paid Search → Paid Search	Adwords → Adwords	6	\$0.00
8. Direct → Direct → Direct → Direct	unavailable → unavailable → unavailable → unavailable	6	\$0.00
9. Direct → Organic Search	unavailable → (not provided)	6	\$0.00
10. Paid Search → Direct	google adwords → unavailable	4	\$0.00

Organic Search × 2 → Direct → Organic Search × 4 → Direct → Organic Search × 5 Direct → Organic Search → Direct → Organic Search × 6 → Direct → Organic Search Direct → Organic Search × 3 → Direct → Organic Search → Direct × 2 → Organic Search Direct × 2 → Organic Search → Direct → Organic Search × 2 → Direct × 2 Organic Search × 15 → Direct → Organic Search × 3 → Direct → Organic Search → Direct Organic Search → Direct → Organic Search × 2 → Direct → Organic Search → Direct Organic Search × 5 → Direct → Organic Search × 3 → Direct → Organic Search × 3	1	LTL1,799.99
Direct × 3 → Organic Search → Direct × 8 → Social Network → Direct → Organic Search Direct × 6 → Referral × 2 → Direct → Referral → Direct × 8 → Referral → Direct Referral → Direct → Referral	3	LTL9,344.99
Paid Search × 2 → Direct → Organic Search × 2 → Direct → Paid Search → Direct × 5 Social Network → Direct → Organic Search → unavailable → Direct → unavailable Direct × 4	2	LTL2,199.00
Paid Search × 2 → Direct → Organic Search × 2 → Direct → Paid Search → Direct × 5 Social Network → Direct → Organic Search → unavailable → Direct → unavailable Direct × 7	2	LTL2,199.00

Primary Dimension: Basic Channel Grouping

Basic Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Interaction Conversions	In Co
1. Direct	277	\$118,537.42	391	\$
2. Referral	142	\$62,182.97	95	\$
3. Organic Search	100	\$40,763.90	85	\$

Assisted / Last Interaction Conversions

0.71

1.49

1.18

Tikslu nustatymas, parenkant kelią (funnel):

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

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="Krepšelis"/>	<input type="text" value="/shop/cart"/>	<input type="checkbox"/> No <input checked="" type="checkbox"/>
2	<input type="text" value="Pristatymo būdai"/>	<input type="text" value="/buy/delivery"/>	<input checked="" type="checkbox"/>
3	<input type="text" value="Adresas"/>	<input type="text" value="/buy/address"/>	<input checked="" type="checkbox"/>

Ataskaita, rodanti "Funnel" vartotojų elgseną

Management of flow sources. Analysis of the performance principles of the flow, reflection of different marketing activities in statistics, effective separation and identification of necessary data. Defining links to different flow sources.

- Practical task: Setting strategy for link definition for the sample advertising campaign

Management of flow sources (The functioning of flow sources, cases for data identification and separation, assigning links to particular flow sources)

Visitor flow management is used for accurate evaluation of efficiency of different flow sources, compare them, optimize and prioritize expenses, and increase conversions.

Referrals , add new segment, by Traffic sources

	Source/Medium	Visits	↓	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. facebook.com / referral	4,453		1.95	00:01:01	93.64%	56.30%
<input type="checkbox"/>	2. (direct) / (none)	952		2.58	00:02:17	63.66%	52.94%
<input type="checkbox"/>	3. google / organic	676		4.10	00:04:47	63.17%	38.46%
<input type="checkbox"/>	4. google / cpc	663		2.52	00:01:58	86.88%	53.24%
<input type="checkbox"/>	5. apps.facebook.com / referral	597		1.94	00:01:18	93.47%	54.77%
<input type="checkbox"/>	6. netsundhedsplejerske.dk / referral	89		1.82	00:00:58	89.89%	71.91%
<input type="checkbox"/>	7. netdokter.dk / referral	83		1.43	00:00:10	96.39%	85.54%
<input type="checkbox"/>	8. altomboern.dk / referral	72		2.04	00:01:26	59.72%	63.89%
<input type="checkbox"/>	9. bing / organic	45		1.58	00:00:45	88.89%	71.11%

Facebook post

facebook / post

Facebook paid ads

facebook / cpc

Link in the account of other Facebook user

facebook / referral

Viewing sources by means of tagging:

	517,297 % of Total: 100.00% (517,297)	3.22 Site Avg: 3.22 (8.89%)	00:04:04 Site Avg: 00:04:04 (8.89%)	15.44% Site Avg: 15.42% (8.91%)	62.01% Site Avg: 62.01% (8.89%)
1. google / organic	297,457	2.98	00:03:23	8.63%	60.28%
2. (direct) / (none)	158,583	3.82	00:05:43	29.57%	64.55%
3. facebook.com / referral			32,211	2.27	00:02:22
				2.23%	69.61%
4. bing / organic	3,425	3.35	00:04:36	10.54%	49.05%
5. m.facebook.com / referral	2,072	1.63	00:01:37	7.77%	78.43%
6. conduit / organic	1,604	2.20	00:02:09	8.29%	70.14%
7. lamabpo.it / referral	911	4.96	00:04:50	46.87%	27.44%
8. tipro / one-zinute	890	1.47	00:00:23	91.24%	71.35%
9. del.it / referral	886	2.58	00:02:47	56.66%	64.79%
10. google.it / referral	714	2.66	00:02:04	10.08%	59.80%
11. yandex.ru / referral	704	2.43	00:01:52	6.11%	66.48%
12. tipro / banner	670	1.30	00:00:27	80.15%	89.40%
13. mail.mruni.eu / referral	665	3.87	00:05:46	0.30%	27.82%
14. ask / organic	585	2.87	00:02:56	10.09%	55.73%
15. policija.it / referral	582	3.07	00:02:58	22.34%	55.15%
16. avg / organic	543	3.34	00:02:58	9.39%	60.22%
17. us-mg6.mail.yahoo.com / referral			539	2.88	00:03:29
				3.34%	54.92%

Google Analytics tracking URL consists of different compounds:

- utm_source* - identifies sources of the coming visitor (newsletter, website, facebook).
- utm_medium* - identifies channel (e.g. email, affiliate, banner).
- utm_term – is used to define keyword which does not belong to the paid Adwords search flow (not obligatory parameter)
- utm_content – additional parameter (not obligatory parameter) used to define additional information about the content (e.g. banner1, textlink2, bottom link).
- utm_campaign* - identifies particular advertising campaign (e.g. Newsletter April, Banner Spring Sale).

Example of the compound description of tracking URL:

digitalacademy.it/?utm_source=lrytas.it&utm_medium=banner&utm_content=160x600&utm_campaign=kovo%20kampanija

Tracking URL can be simply generated by tool "Analytics URL Builder":

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

* Required field

The outcome: <http://goo.gl/HSKQsh>

And the structure of the link:

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

digitalacademy.lt/?
utm_source=facebook&utm_medium=post&utm_content=kovo%203%20diena&utm_campaign=kovo%20kampa



Important advice: check the task sequence: First step: generate a link with tracking parameters; Second step: use the link for your advertisement, social communication, newsletter, etc. Never do it in an opposite way

If we make a mistake :

Source/Medium	Visits	Pages/Visit	Avg. Visit Duration
1. (direct) / (none)	42,446	3.88	00:06:02
2. google / organic	14,309	3.87	00:02:36
3. jobindex.dk / referral	9,171	2.00	00:01:28
4. faceit.nnit.com / referral	5,895	2.78	00:01:48
5. google / cpc	3,596	1.86	00:00:44
6. it.jobindex.dk / referral	2,613	2.09	00:01:41
7. Jobindex Banner	1,280	2.17	00:01:03
8. novonordisk.com / referral	1,266	2.58	00:01:23
9. cw banner	916	2.24	00:01:00
10. ofir.dk / referral	715	2.10	00:01:21
11. linkedin.com / referral	703	3.19	00:02:08
12. borsen / banner	655	1.81	00:00:33
13. -newsletter-corp / e-mail	564	1.52	00:00:37

We can assign parameters:

Campaign source	Campaign medium	Campaign content	Campaign name
facebook	cpc		new ad
facebook	post	april 5	new ad
lrytas	banner	300x250	other ad
lrytas	link		article 1
zurnalas a	qrcode		reklama
newsletter	email	upper link	news april
newsletter	email	bottom link	news april

Defining the referrals:

E.g.

utm_source=name_surname

utm_medium=offline

utm_campaign=Registration

Resulting link:

www.digitalacademy.lt/?utm_source=Domas_Vysniauskas&utm_medium=offline&utm_term=&utm_content=&utm_campaign=Registration

This way we can create a procedure “Bonus for registration (10% discount)” for the referring person, registered by his name and surname:

Šaltinis / terpė	Įgijimas			Elgsena			Konversijos	
	Seansai	Naujų seansų %	Nauji naudotojai	Atmetimo rodiklis	Puslapių per seansą	Vid. seanso trukmė	Registracija į seminarą (1 tikslo konversijos rodiklis)	Registracija į seminarą (gyvendintas 1 tikslas)
	3 Iš viso %: 0,40 % (744)	0,00 % Svetainės vid.: 74,60 % (-100,00 %)	0 Iš viso %: 0,00 % (555)	33,33 % Svetainės vid.: 76,48 % (-56,41 %)	2,67 Svetainės vid.: 1,57 (69,72 %)	00:01:38 Svetainės vid.: 00:01:03 (54,79 %)	33,33 % Svetainės vid.: 0,54 % (6 100,00 %)	1 Iš viso %: 25,00 % (4)
1. Mantas / offline	3 (100,00 %)	0,00 %	0 (0,00 %)	33,33 %	2,67	00:01:38	33,33 %	1 (100,00 %)

www.digitalacademy.lt/?utm_source=Mantas_Povelauskas&utm_medium=offline&utm_term=&utm_content=&utm_campaign=Registracijos

Recommend Digital Academy to your colleagues, and we shall assign 10% of your training cost as a discount to your following courses.

10 recommendations = Free Training



Reporting. Exporting different reports, creating additional segmenting for data, making adjusted reports according to own purposes, configuring Dashboards. Data export. “Advanced segments”- additional extended segmentation of data. Functions of Custom reports and Dashboards. Presenting important data in one place.

- Practical task: Exporting reports, creating Segment, Custom report, and Dashboard

Exporting reports:

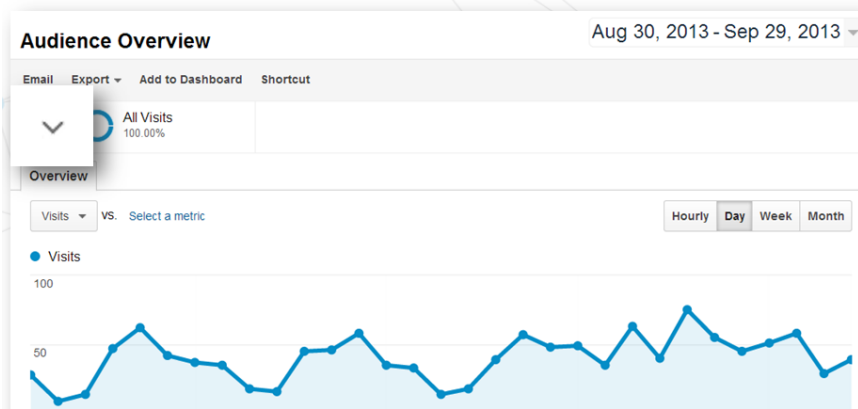
All data from Analytics from all sectors can be exported to Excel, Pdf, also email immediately. The regular export and email of reports can be set-up.

Segment: TASK: Create segments:

- iOS
- Android

Examples:

Switching- on segments:



Segment view:

All Visits

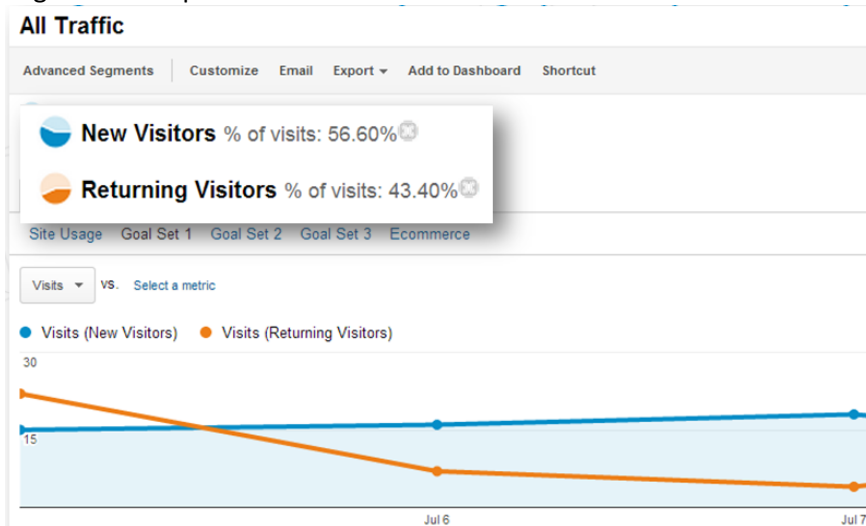
+ Create New Segment Import from Gallery View Show

All Built-in Custom Starred

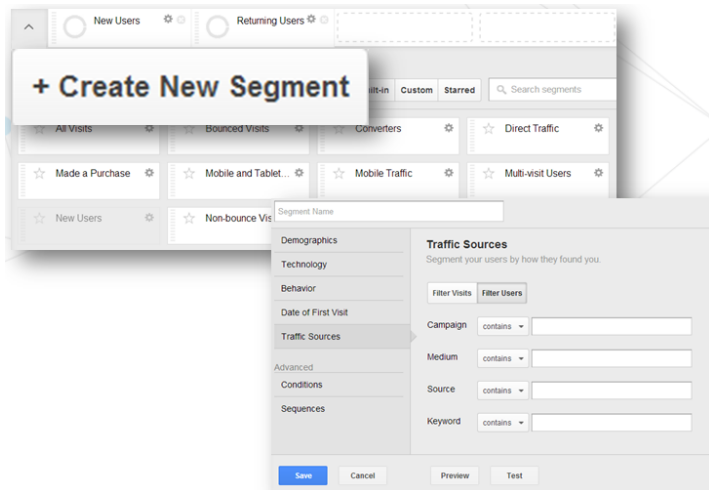
All Visits	Bounced Visits	Converters	Direct Traffic
Made a Purchase	Mobile and Table...	Mobile Traffic	Multi-visit Users
New Users	Non-bounce Visits	Non-Converters	Non-paid Search ...
Paid Search Traffic	Performed Site S...	Referral Traffic	Returning Users
Search Traffic	Single Visit Users	Tablet and Desk...	Tablet Traffic
Visits with Conver...	Visits with Transa...		

Apply Cancel

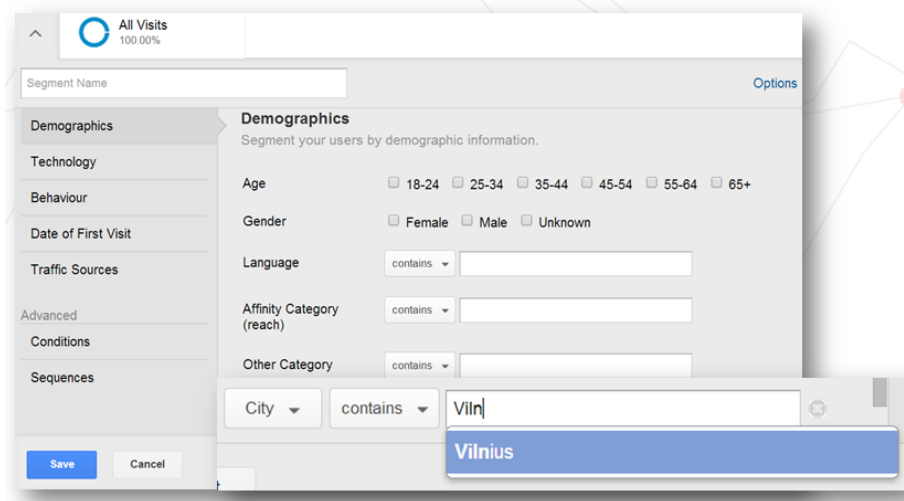
Segment example:



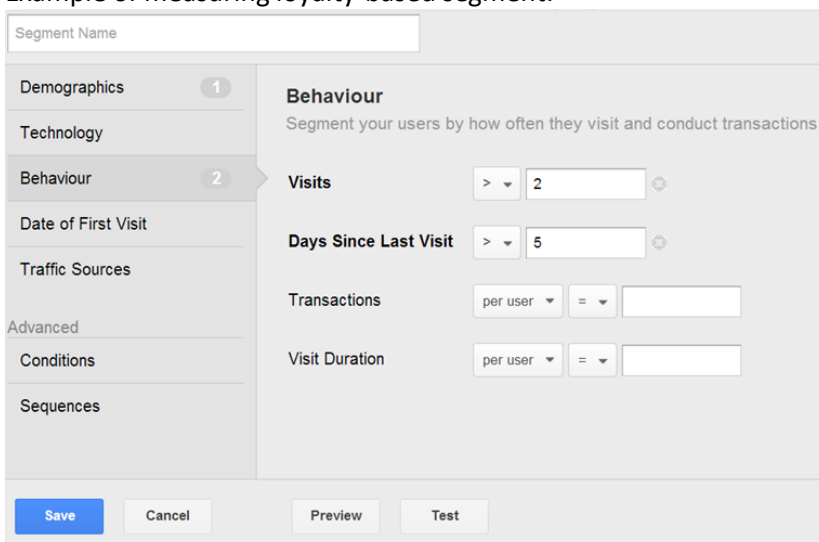
Create our own segments:



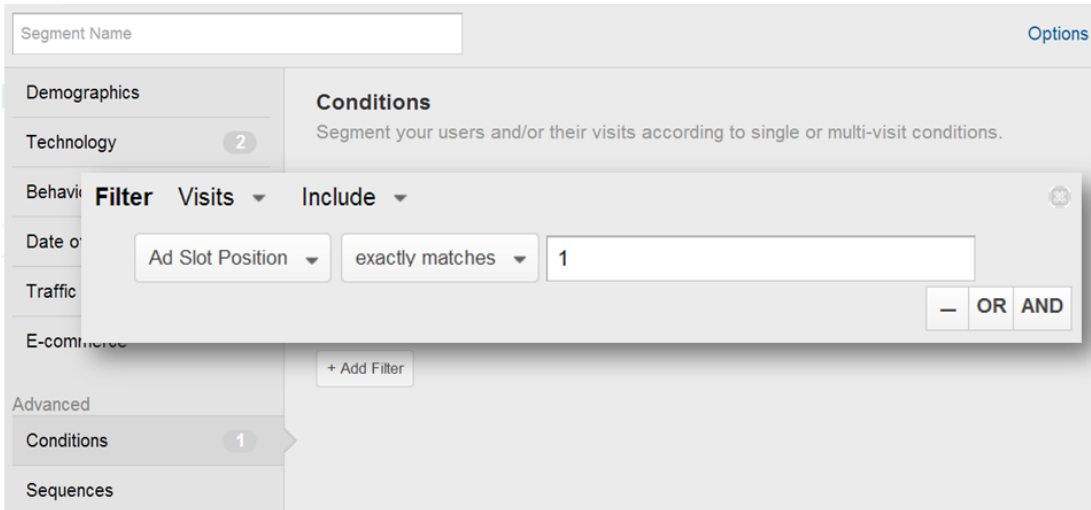
Example of geographical segment:



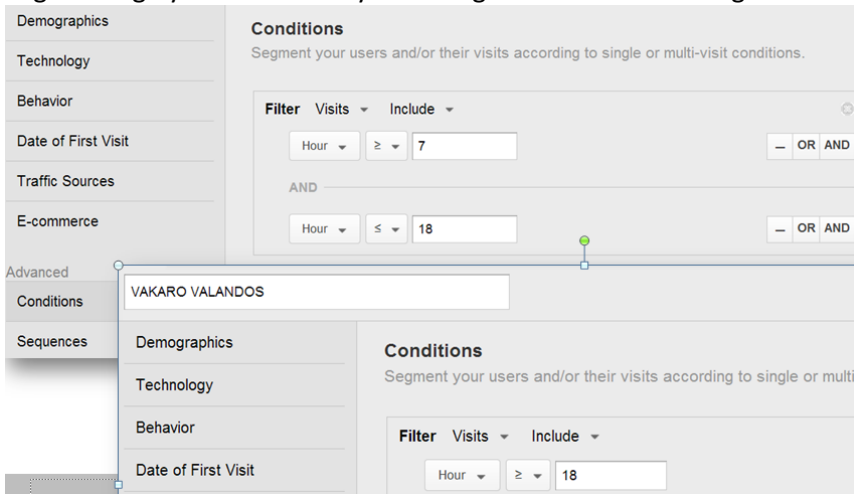
Example of measuring loyalty-based segment:



If Analytics is joined to Google Adwords, we can segment its outcomes:



Segmenting by time of the day : working hours versus evening hours:



Custom report : TASK

Create Custom report:

- Dimensions: countries and distribution by towns
- Metrics: % new sessions, new users, bounce rate.

Usefulness of custom report- providing integrated insights:



Google Analytics Home Reporting **Customization** Admin mokymal@digitalacademy.lt DigitalAcademy.lt - Classic - http://digit... Mokymai

Custom Reports

Custom Reports

+ New Custom Report Import from Gallery

	Creation Date	
Reportas	Nov 27, 2013	Actions
11	Jan 29, 2014	Actions
Užduotis	Jan 29, 2014	Actions
Universal	Jan 29, 2014	Actions
Report	Feb 26, 2014	Actions

General Information

Title: Mano nauja ataskaita

Report Content

Pagrindiniai duomenys **+ add report tab**

Name: Pagrindiniai duomenys

Type: Explorer Flat Table Map Overlay

Metric Groups

Metric Group **+ add metric**

+ Add metric group

Dimension Drilldowns **+ add dimension**

Filters - optional **+ add filter**

Views - optional

Any view

Mokymai

Save Cancel

- Acquisition
- Advertising
- Behavior
- Conversions
- Social
- Visitors

Display as alphabetical list

General Information

Title: Mano nauja ataskaita

Report Content

Pagrindiniai duomenys **+ add report tab**

Name: Pagrindiniai duomenys

Type: Explorer Flat Table Map Overlay

Metric Group

New Visits Unique Visitors Kontaktų peržiūra (Goal 4...)

+ Add metric group

City Language

+ add dimension

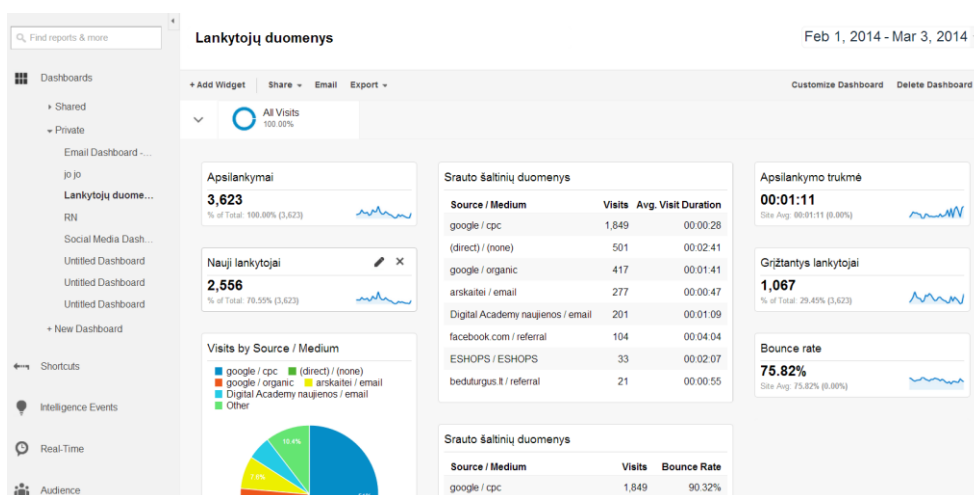
Result:

City	New Visits	Unique Visitors	Kontaktų peržiūra (Goal 4 Completions)
	4,722 % of Total: 106.57% (4,431)	4,649 % of Total: 100.00% (4,649)	185 % of Total: 100.00% (185)
1. Vilnius	2,344 (49.64%)	2,547 (50.54%)	141 (76.22%)
2. Kaunas	964 (20.42%)	1,028 (20.40%)	21 (11.35%)

Custom Reports		
Title	Creation Date	Actions
Reportas	Nov 27, 2013	Actions
11	Jan 29, 2014	Actions
Užduotis	Jan 29, 2014	Actions
Universal	Jan 29, 2014	Actions
Report	Feb 26, 2014	Actions
Mano nauja ataskaita	Mar 3, 2014	Actions

Dashboard

Dashboard organizes all reports of analytic data in one place, see example below:

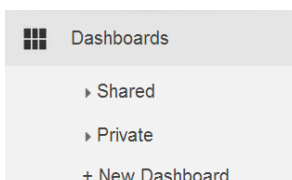


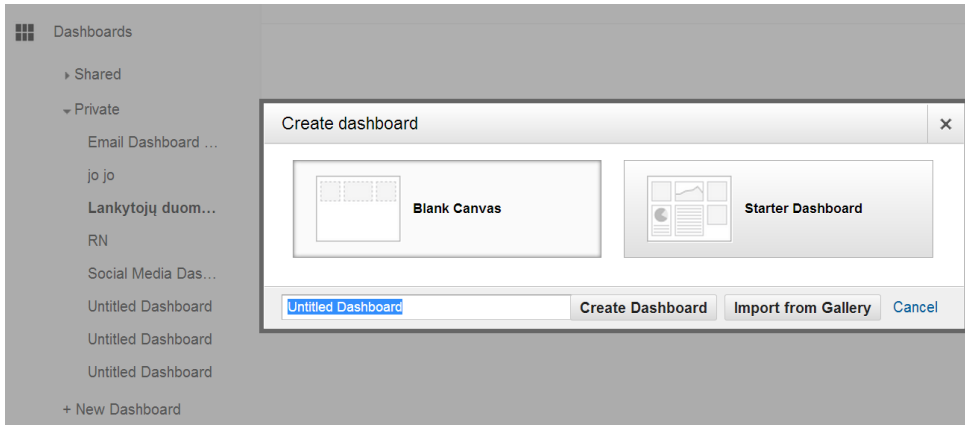
Dashboard TASK:

Create *Dashboard* which will show if our website is visited by users from mobile devices:

- △ Widget type: Table
- △ Dimension: Mobile device info
- △ Metrics: Sessions & Bounce rate.

Creating dashboard:










New Widget:




Add a Widget ✕

Widget title:

Standard:

2.1 METRIC	 TIMELINE	 GEOMAP	 TABLE	 PIE	 BAR
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Real-time:

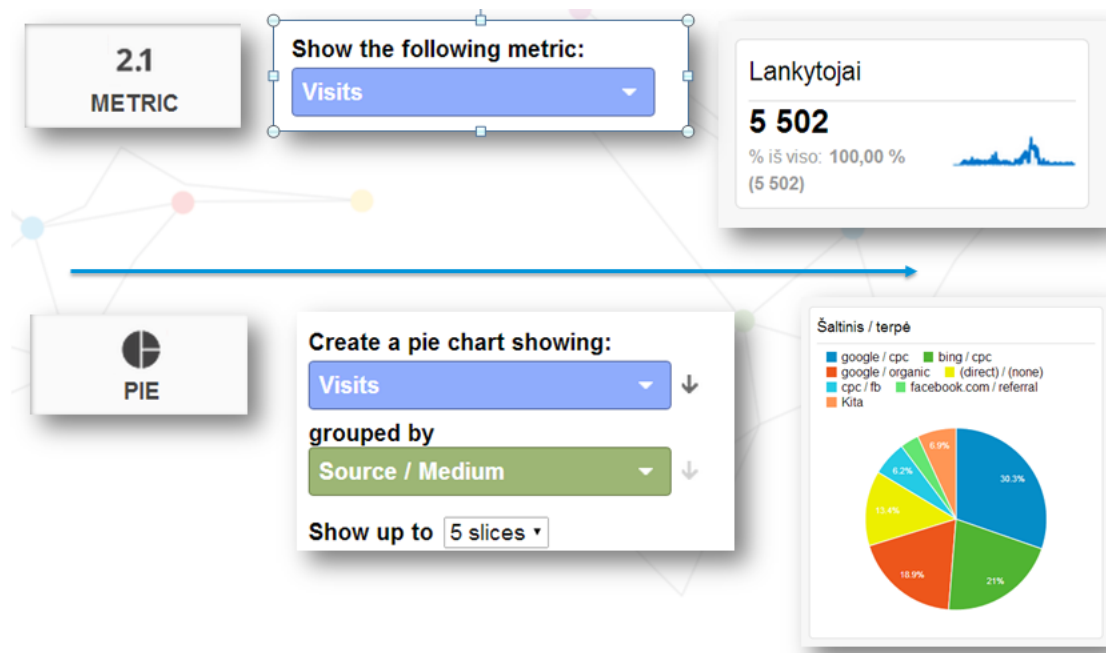
2.1 COUNTER	 TIMELINE	 GEOMAP	 TABLE
-----------------------	---	---	--

Show the following metric:

Filter this data:
[Add a filter](#)

Link to Report or URL:

[Clone widget](#)



Check if you made it correctly:

Widget Settings

Widget title: Device Info

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BAR

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Display the following columns: Mobile Device Info, Sessions, Bounce Rate

Show a table with 10 rows

Filter this data: Only show Mobile (including Tablet), Exactly matching, Yes

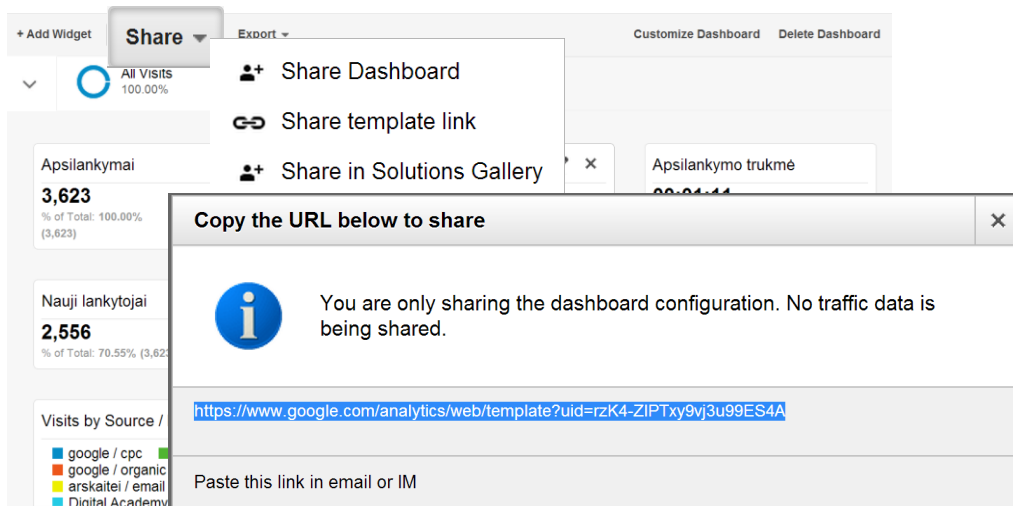
Link to Report or URL: Audience / Mobile / Devices

Save Cancel Delete widget

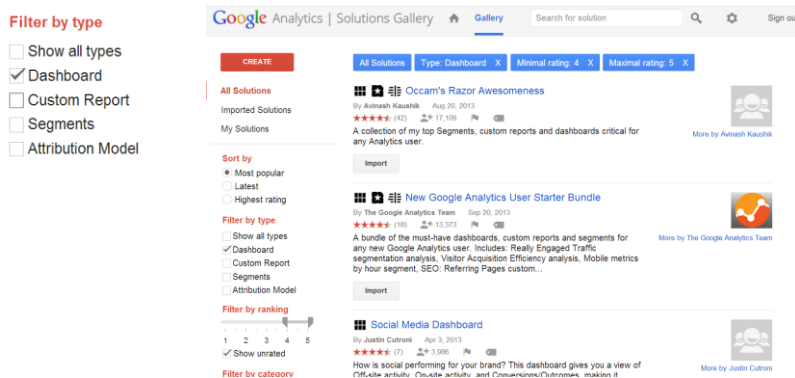
And

Mobile Device Info	Sessions	Bounce Rate
Apple iPhone	183	85.25%
Apple iPad	93	82.80%
(not set)	84	83.33%
Samsung GT-I9300 Galaxy S III	49	81.63%
Samsung GT-I9505 Galaxy S IV	40	95.00%
Samsung GT-I9301I Galaxy S III Neo+	17	88.24%
Samsung GT-I9105P Galaxy SII Plus	15	100.00%
Samsung GT-I9195 Galaxy S4 Mini	14	100.00%
Samsung GT-I9100 Galaxy S II	13	100.00%
Samsung SM-N8005 Galaxy Note 3	12	100.00%

Then you can share it:



Analytic solution gallery:



Literature (Adwords):

1. O'Reilly, Anastasia Holdren. Google Adwords
2. Bradd Geddes Advanced Google Adwords (experiments, campaign testing)
3. Google Adwords help (<http://support.google.com/adwords> - explanatory dictionary of terms, concepts and procedures)

Literature (Analytics):

1. <https://google.starttest.com>
2. Google partner
3. Insights: www.thinkwithgoogle.com (many presentations)
4. Google shop – course packs, case studies, agency pitch deck library
5. **Novelty from Google Analytics Academy:**
<https://analyticsacademy.withgoogle.com/preview>
6. Google Analytics Youtube <http://www.youtube.com/user/googleanalytics>
7. Analytics starter: http://www.google.com/intl/en_uk/analytics/learn/setupchecklist.html
8. Analytics IQ: http://www.google.com/intl/en_uk/analytics/iq.html
9. Success stories: http://www.google.com/intl/en_uk/analytics/customers/index.html
10. Google Analytics blog: <http://analytics.blogspot.com/>

Demo account

Learn by experimenting with data from the Google Merchandise Store.

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It's a great way to look at real business data and experiment with Google Analytics features.

In this article:

- [Access the demo account](#)
- [Where the data comes from](#)
- [Ways to use the demo account](#)
- [Limitations](#)
- [Remove access to the demo account](#)

Access the demo account

Before you can access the demo account, you will be prompted to sign in to your [Google account](#). If you do not have a Google account, you can [create one](#).

Important: By clicking the **ACCESS DEMO ACCOUNT** link below, you opt in to Google performing one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to it (accessible via the **Home** tab in Google Analytics).
- If you do not have a Google Analytics account, we will create one for you in association with your Google account and add the demo account to it.

You will still be able to create other accounts, but the demo account will use up one of the total number of Google Analytics accounts you are allowed to have with a Google account (100 accounts for Google Analytics Standard). You can [remove the demo account](#) at any time.

[—>ACCESS DEMO ACCOUNT<—](#)

Where the data comes from

The data in the Google Analytics demo account is from the [Google Merchandise Store](#), a real ecommerce store. The Google Merchandise Store sells Google-branded merchandise. The data in the account is typical of what you would see for an ecommerce website. It includes the following kinds of information:

- Traffic source data: information about where website visitors originate. This includes data about organic traffic, paid search traffic, display traffic, etc.
- Content data: information about the behavior of users on the site. This includes the URLs of pages that visitors look at, how they interact with content, etc.

- Transactional data: information about the transactions that occur on the Google Merchandise Store website.

Ways to use the demo account

Because it shows actual data from an ecommerce website, the demo account is useful for exploring Google Analytics reports and features. Here are a few things you can do using the demo account:

- View all standard reports populated with real data from the Google Merchandise Store
- View AdWords and Search Console integration related data
- Alter reports by adding filters and secondary dimensions, and by changing the report view
- View predefined dashboards and segments imported from the [Solutions Gallery](#)
- Compare audience, acquisition, behavior and conversion performance to a previous date range period
- Segment the data using your own custom segments
- Create your own dashboards, custom reports, and attribution models

Limitations

All users have [Read & Analyze access](#) to the Google Analytics Demo Account. This means that you can see report and configuration data; can manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment); can create personal assets, and share them, and see shared assets. You cannot collaborate on shared assets.

To learn more about user permissions, read the [section on user management](#) in this help center.

The demo account cannot be used with the [Analytics Reporting API](#). Attempting to access the demo account with the Analytics Reporting API will result in a permissions error: `(403) insufficientPermissions`.

Remove access to the demo account

To remove your access to the demo account, follow the steps below. You can always [get access to the demo account again](#).

1. [Sign in to Google Analytics](#).
2. Select the **Admin** tab.
3. In the *ACCOUNT* drop down menu, select **Google Analytics Demo Account**.
4. In the *ACCOUNT* column, select **User Management**.
5. Select **Remove myself from this account**.