

# MOZCON

2014

## WELCOME!

### Supercharging Your Digital Analytics!



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#MozCon

# ANALYTICS EVANGELIST?

## #Seriously

LOVES  
DATA



A man in a white button-down shirt and jeans stands in front of a large projection screen. The screen displays a web-based analytics dashboard. The dashboard has a 'Profile' section with a bar chart and a line graph titled 'Average Stay (minutes)'. The line graph shows data points for May 05, May 06, and May 07, with values ranging from 0.00 to 4.00. The man is looking slightly upwards and to the right, with a thoughtful expression. The text 'ANALYTICS EVANGELIST!' and '#FTW' is overlaid in large, bold, white letters with black outlines.

# ANALYTICS EVANGELIST!

## #FTW
















# #OMG

Event Action	Total Events	↓	Unique Events	Event Value	Avg. Value
1. <a href="#">ArticleLoaded</a>	20,583		13,034	0	0.00
2. <a href="#">StartReading</a>	14,871		10,165	12,685,072	853.01
3. <a href="#">ContentBottom</a>	10,347		6,849	7,125,439	688.65
4. <a href="#">PageBottom</a>	1,258		1,026	1,001,765	796.32



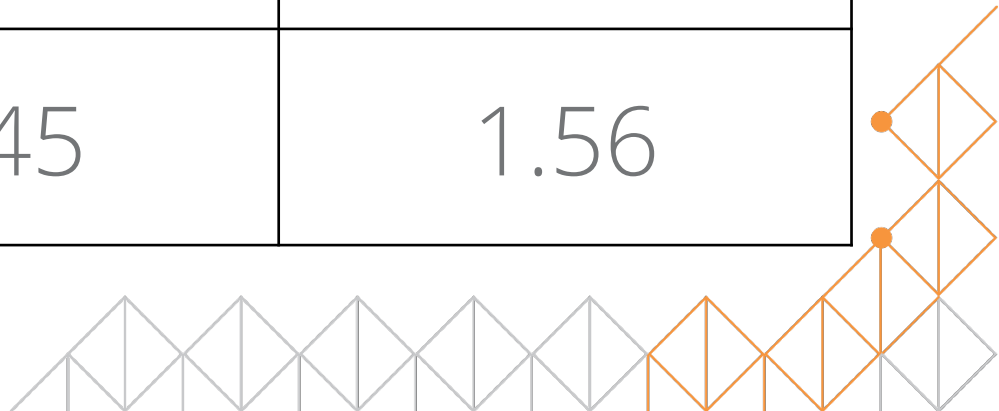
# Segment by content

Event Action	Page 	Total Events 	Unique Events	Event Value	Avg. Value
1. ArticleLoaded	/blog/2012/02/21/advanced-content-tracking-with-google-analytics-part-1/index.php 	3,342	2,985	0	0.00
2. StartReading	/blog/2012/02/21/advanced-content-tracking-with-google-analytics-part-1/index.php 	2,539	2,341	3,511,464	1,383.01
3. ContentBottom	/blog/2012/02/21/advanced-content-tracking-with-google-analytics-part-1/index.php 	1,477	1,395	1,917,258	1,298.08
4. PageBottom	/blog/2012/02/21/advanced-content-tracking-with-google-analytics-part-1/index.php 	217	211	751,086	3,461.23





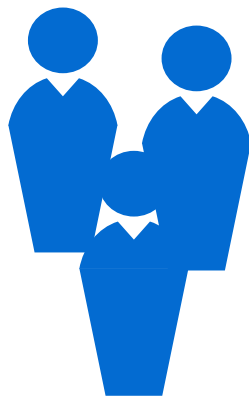
	Before	After
Time on Site	1:38	8.16
Bounce Rate	78.18%	20.28%
Pages/Visit	1.45	1.56



# Engagement segments



> 5 mins



> 15 mins



> 25 mins

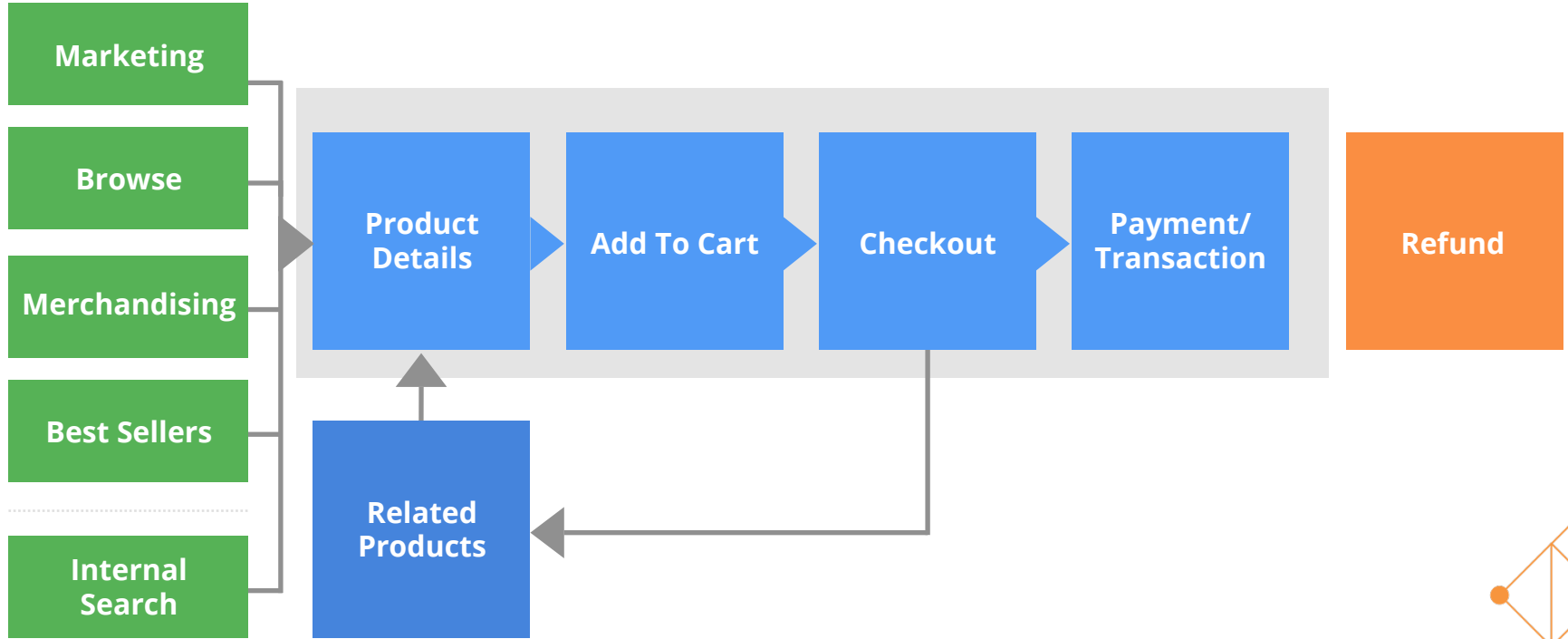


troni.me/UAScroll











Q Zoom



## Diagonal Strap Gym Bag

Limited Supply

Item # 10 55331

Price: \$35.15

Description

We've come a long way since 'The Oregon Trail' in terms of canvas. This lightweight and durable duffel is made of bull denim canvas and features a roomy main zippered compartment and side zippered compartment. Dimensions: 22" x 10.5". Available in Natural Denim with the Google logo embroidered in white on side of bag underneath zipper.

Stock

10

Qty

1

Add to Cart

Add To Wishlist

You may also like...

District Convertible Bag  
\$35.10USA Made Duffel Bag  
\$113.15Chevron Duffel Bag  
\$33.80Expandable Colorful Tote  
\$22.35

# Measure the entire process

Primary Dimension: **Product** Product SKU Product Category (Enhanced Ecommerce) Product Brand

Secondary dimension ▾

Search advanced

Product ?	Product List Views ?	Product Detail Views ?	Product Adds ?	Product Removes ?	Product Checkouts ?	Unique Purchases ? ↓	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
	3,468,856 % of Total: 100.00% (3,468,856)	10,000 (0.28%)	10,000 (0.28%)	10,000 (0.28%)	10,000 (0.28%)	1,127 % of Total: 100.00% (1,127)	5.26%	1.06% Site Avg: 1.06% (0.00%)
1. Fiji Pens - Pack of 6	3,490 (0.10%)	228 (0.21%)	12 (2.01%)	0 (0.00%)	239 (1.70%)	32 (2.84%)	5.26%	4.94%
2. Malibu Sunglasses	9,604 (0.28%)	815 (0.76%)	11 (1.84%)	0 (0.00%)	190 (1.35%)	28 (2.48%)	1.35%	3.44%
3. Pen-Buddy Notebook	9,579 (0.28%)	228 (0.21%)	12 (2.01%)	0 (0.00%)	239 (1.70%)	32 (2.84%)	5.26%	4.98%
4. 22 oz. Mini Mountain Bottle	6,328 (0.18%)	815 (0.76%)	11 (1.84%)	0 (0.00%)	190 (1.35%)	28 (2.48%)	1.35%	3.44%
5. The 'Original' Black T-Shirt	16,637 (0.48%)	815 (0.76%)	11 (1.84%)	0 (0.00%)	190 (1.35%)	28 (2.48%)	1.35%	3.44%

“Look to Book”

# Add to Cart

---

# Product Detail Views





# “Look to Book”

$$\frac{12}{648} = 1.85\%$$



Bags  
Drinkware  
Housewares  
Pets  
Stickers  
Other

New  
Made In USA  
Top Sellers  
Specials

Product Icon Key

SHOP BAGS »



SHOP DRINKWARE »



SHOP HOUSEWARES »



# Do on-site promotions work?

Primary Dimension: <b>Product List Name</b> <a href="#">Product List Position</a> <a href="#">Product</a> <a href="#">Product SKU</a>			
Secondary dimension <span>▼</span>		<input type="text"/>	<input type="button" value="Q"/> <input type="button" value="advanced"/> <input type="button" value="Table"/> <input type="button" value="Pie"/> <input type="button" value="Bar"/> <input type="button" value="Line"/> <input type="button" value="Map"/>
Product List Name <span>?</span>	Product List Views <span>?</span> <span>↓</span>	Product List Clicks <span>?</span>	Product List CTR <span>?</span>
	2,369 00.00% (99,369)	344 00.00% (1,344)	7% 07% (0%)
1. <a href="#">Category - Accessories</a>	11.02%	6.35%	6%
2. <a href="#">Category - Kids</a>	(6.80%)	2.02%	9%
3. <a href="#">Category - Wearables</a>	2,650,073 (6.59%)	38,700 (9.89%)	1.46%
4. <a href="#">Best Sellers</a>	1,657,461 (4.12%)	14,269 (3.65%)	0.86%
5. <a href="#">Related Products</a>	1,351,350 (3.36%)	10,503 (2.68%)	0.78%

# Shopping Behavior Analysis

Shortcut

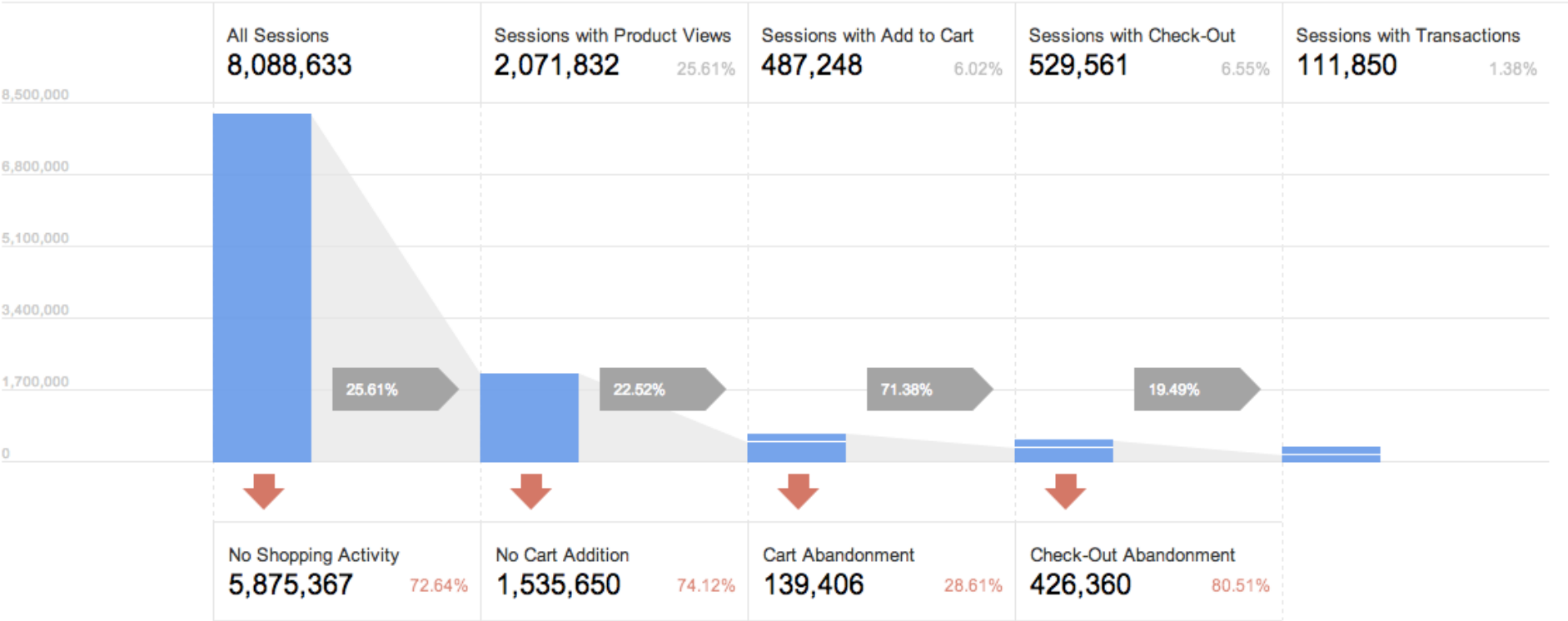
This report is based on 8,088,633 sessions (100% of sessions). [Learn more](#)

Slower response, gre

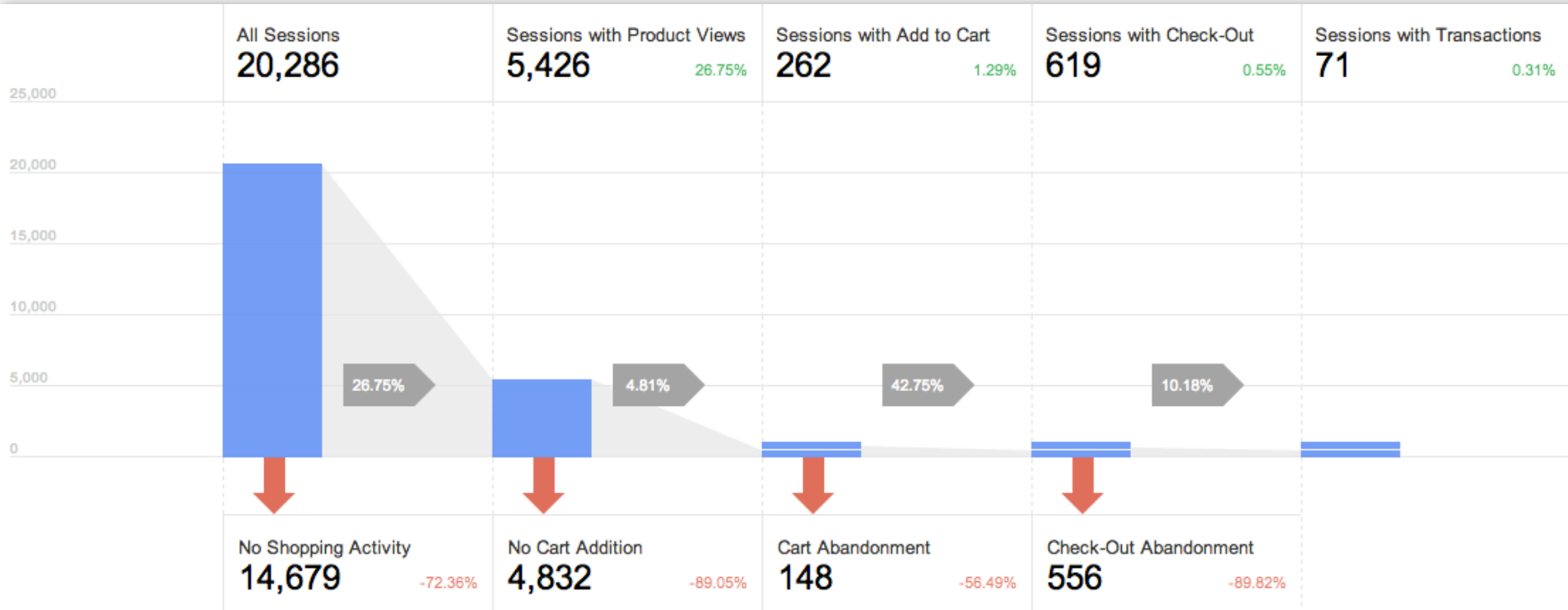


All Sessions  
100.00%

Sessions Shopping Progression Abandonments







Sessions Abandonments

User Type	All Sessions	%	Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	%	Sessions with Transactions	%
1 New Visitor	16,071	100.00%	3,550	22.09%	164	1.02%	329	2.05%	34	0.21%
2 Returning Visitor	4,215	100.00%	1,876	44.51%	98	2.33%	290	6.88%	37	0.88%

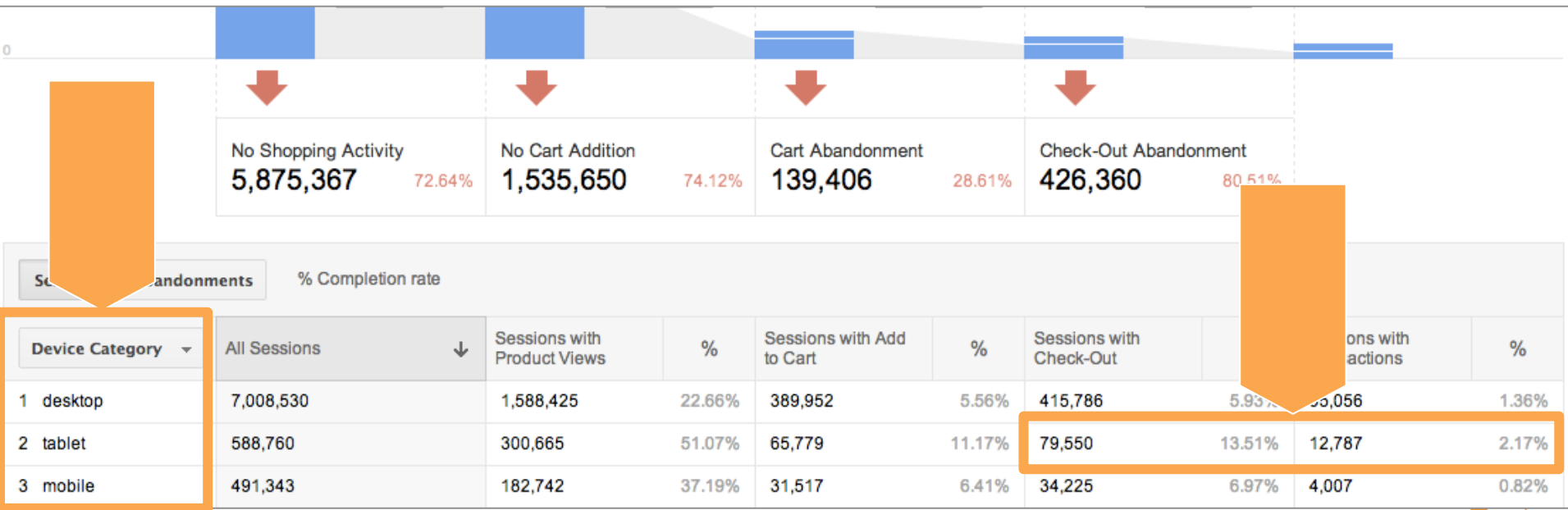
Show rows: 10

Go to: 1

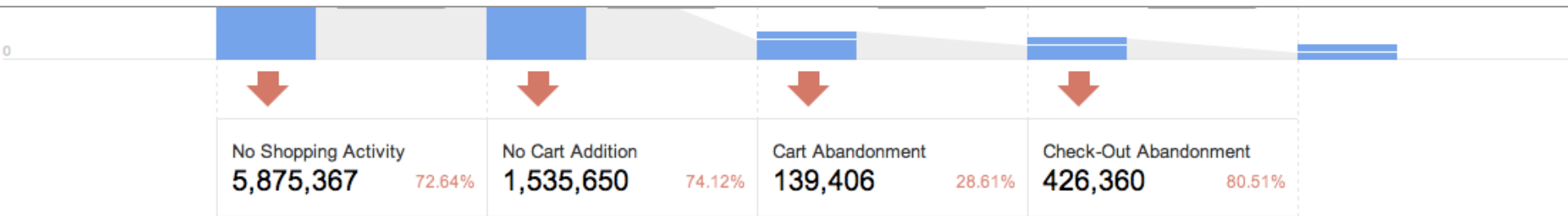
1 - 2 of 2



# Segment, segment, segment!



# Users abandon mobile



Sessions		Abandonments		% Completion rate					
Device Category		All Sessions		Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	
1	desktop	7,008,530		1,588,425	22.66%	389,952	5.56%	415,786	1.36%
2	tablet	588,760		300,665	51.07%	65,779	11.17%	79,550	2.17%
3	mobile	491,343		182,742	37.19%	31,517	6.41%	34,225	0.82%

# Implementation will vary

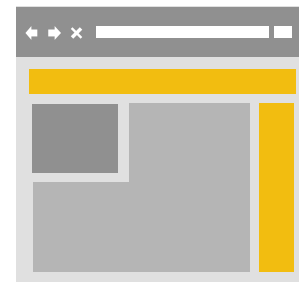
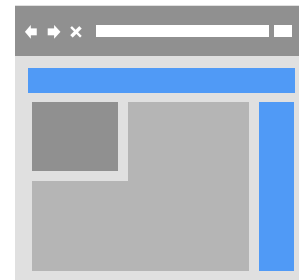
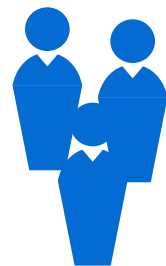
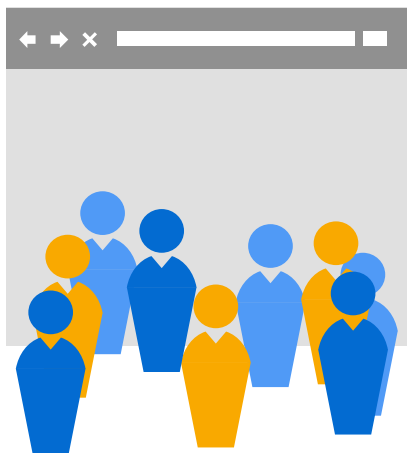
```
ga('ec:addImpression', {  
  'id': '1055340',  
  'name': 'District Convertible Bag',  
  'category': 'Accessories/Bags',  
  'brand': 'Google',  
  'variant': 'olive',  
  'list': 'You may also like',  
  'position': 1  
});  
  
ga('ec:addImpression', {  
  'id': '1055279',  
  'name': 'US Made Duffel Bag',  
  'category': 'Accessories/Bags',  
  'brand': 'Google',
```



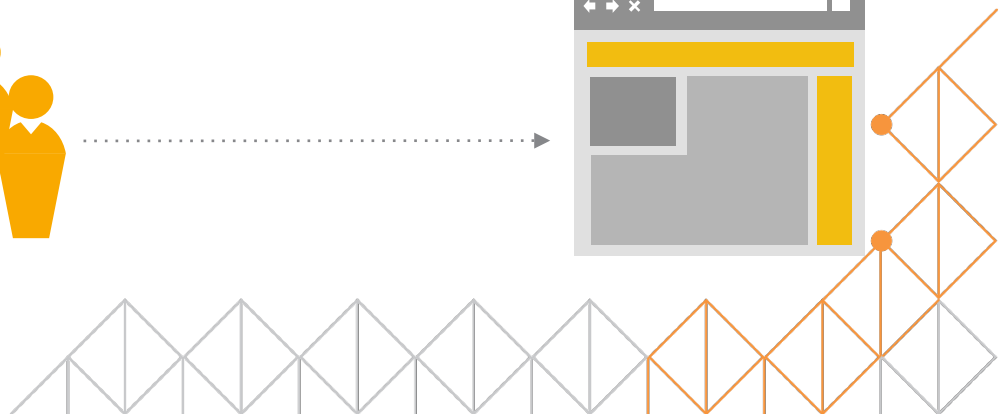
Measure real behavior &  
everyone will love you.







Google™





“Use a person’s behavior to  
deliver more effective &  
relevant advertising.”

- Avinash Kaushik





WE'RE HIRING

SEARCH

SIGN IN | SHOPPING BASKET | [0 ITEMS]

CALL 0843 249 8337

# WATCHFINDER

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WF&Co. »  
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BROWSE OUR STOCK

NEW ARRIVALS

SELL YOUR WATCH

SERVICE YOUR WATCH

CUSTOMER SERVICE

# TWM

THE WATCH MAGAZINE

SEVENFRIDAY  
ON TOUR

WATCH ANISH TAKES



DOWNLOAD THE FREE  
APP FOR YOUR iOS OR  
ANDROID DEVICE



WIN

Google™

Segment Name

Visibility

Demographics3

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age?

☐ 18-24☐ 25-34☒ 35-44☒ 45-54☐ 55-64☐ 65+

Gender?

☐ Female☒ Male☐ Unknown

Language?

contains

Affinity Category (reach)?

contains

Auto Enthusiasts/Performance & Luxury

In-Market Segment?

contains

City?

contains

Save

Cancel

Preview

Test



Google™



# 1300%

#OMG

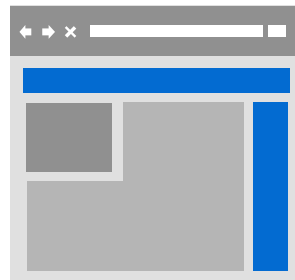




ID



ID



# Email inbox → online

www.google-analytics.com/

$$\sum_{i=1}^n x_i = 1$$

&tid=UA-X

[ UniqueID ]

```
&t=event
```

1&ea=Open

&e1=Summer%20X-sell

&...





# Email inbox → online

Filter Include ▾ Users ▾ Sequence start Any user interaction ▾

STEP 1 ×

Event Category ▾ exactly matches ▾ Email - OR AND

AND

Event Action ▾ exactly matches ▾ Open - OR AND

AND

Event Label ▾ exactly matches ▾ Summer X-sell - OR AND

is followed by... ▾

STEP 2 ×

Source / Medium ▾ exactly matches ▾ Newsletter / email - OR AND

AND

Campaign ▾ exactly matches ▾ Summer X-sell - OR AND

Add Step

troni.me/TrackOff2On



Use behavior to drive the  
right message to the right  
user at the right time.







Google™



“We had broad statistics about the pet goods industry, but nothing about the demand for rubber versus plush.”



Pick the name and audience for your survey

**Survey name:**

Wicked Awesome

**Survey format:**

- ☐ Original: Microsurveys  
Longer surveys are divided among respondents. Each respondent answers 1 or 2 questions.
- ☒ Full survey  
Each respondent answers all survey questions, up to 10. Analyze results across questions.

**Audience sample:**

- ☒ General population in the selected country
- United States
- ☐ Your website
- ☐ Android smartphone users in the selected country

**Targeting:**

- ☒ No filter
- ☐ Filter by age, gender, or geography
- ☐ Filter by a screening question

# 10¢ to \$3.50 per complete

Each respondent answers all questions in your survey.  
Prices are based on survey length. See the [full price table](#).

**What's included once the survey is complete:**

- Segmentation by gender, age, geography, urbanicity and income.
- Full cross-question analysis.
- Interactive charts and data visualizations.
- Automatically generated insights by demographic segment.
- Downloadable charts and data sets.

Respondents are a representative sample of online users in the selected country.

**Need help? Let's chat.**



I'm available over  
live video on Helpouts

◀ Back

Continue ▶

## Select a question format



Which diaper bag feature is **most important**?

Machine washable

Removable changing mat

Water bottle pockets

Customizable color/fabric

Stroller straps

How important is **same day delivery** to you when buying flowers online?

Not important

Very important

What color package do you prefer?

Blue

Red

What did you have for breakfast this morning?

Bacon and eggs

Submit

Which of the following news topics have you heard of?

☐ Nano technology

☐ Social media

☐ Climate change

☐ Reality television

Submit answer

How familiar are you with the following statement:

The web is what you make of it.

Not familiar

Very familiar

Which preparation of *Tomato* would you most like to see in a cookbook?

Roasted

Raw

Select an answer ↕

How many text messages do you **send** from your phone each day?

5

Go!

What information would you most like to see on a gluten free baking mix package?

glutenfree

Ingredient list

Recipes Ideas

How familiar are you with this icon?

Not familiar

Very familiar

Which of these vegetables do you most associate with summertime grilling?

Asparagus

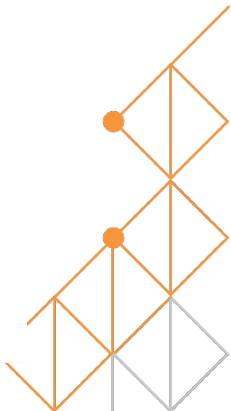
click image below to select

In one word, how does this logo make you feel?

Submit

Goog

Cancel





Write questions for your survey "Wicked Awesome" [Edit](#)

1

Single answer:



Enter question text (you can use *\*bold\** and *\_italics\_*)

125 characters remain ?

Randomize answer order

The answers aren't in any particular order. Randomization produces best quality results. ?

☐ Include an open-ended response, i.e., "Other (please specify)" text field.

Enter answer text



Enter answer text



Enter answer text



Enter answer text



Enter answer text



Enter answer text



Enter answer text



Question preview:



Enter question text (you can use **bold** and *italics*)

answer 1

answer 2

Need help? Let's chat.



I'm available over  
live video on Helpouts

## Answer a question or share to continue viewing The Big Picture

*Question 1 of 2 or fewer:*

How much time do you spend listening to music online (e.g. on Pandora, Spotify, YouTube etc.)?

I do not listen to any music online

More than 1 hour / day


Between 1 hour / week & 1 hour / day

Less than 1 hour / week

[Show me another question](#)

Share the page you're reading:

 **Tweet** 156

 **Like** 428 people like this. [Sign Up](#) to see what your friends like.

 **+20** Recommend this

or



Report Custom Insights

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of the USA	
Sum	Compare

Urban Density

Sum	Compare
Urban	
Suburban	
Rural	

Income

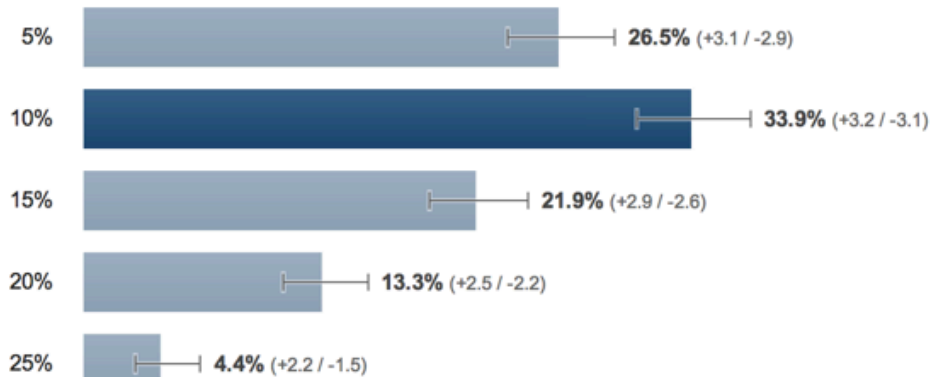
Sum	Compare
\$0-24K	\$25-49K

SINGLE ANSWER

Tip for a good taxi ride?

h demographics. Weighted by Age, Gender, Region. (1045 responses) ?

it. ?



Options

Weighted ☒ ON

Percentages ☒ ON

Sort by winner ☐ OFF

Answers

6%

1%

3%

☒ 20%

☒ 25%

Response metrics

Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions

2,260

Responses

1,510

Response Rate

66.8%

Response Times

Median response time is 5.0 seconds

Responses by hour of day

Local times of respondents

Responses by day of week

Local times of respondents

<http://troni.me/GCS-trial>



**Survey data**

**The More You Know**



**for better decisions**

# MOZCON

2014

## THANK YOU!

### SESSION Q&A



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#MozCon