

NetElixir™
search marketing solved

GOOGLE ANALYTICS





SHELBY SIMON

ENTERPRISE ACCOUNT MANAGER



- Leads many of NetElixir's top brands like Knot Standard and JRenee Shoes.
- Prior to joining NetElixir, Shelby spent seven years in the digital advertising space working in media planning & strategy, programmatic and digital display for clients such as BJ's Wholesale, Duracell, Perdue, Universal Studios, BB & T, Audible, NARS, and more.



**WE HELP RETAIL BRANDS
FIND & ACQUIRE
NEW CUSTOMERS**



OUR MISSION IS TO HELP COMPANIES SUCCEED ONLINE BY
HUMANIZING EVERY CLICK.

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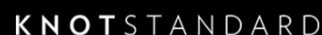


130+
TEAM MEMBERS

3
GLOBAL OFFICES



FEATURED PARTNERSHIPS



OUR SOLUTIONS

PAID SEARCH

ORGANIC SEARCH

PAID SOCIAL

WEB ANALYTICS
CONSULTING & CRO

AMAZON ADS

ECOMMERCE TECH
DEVELOPMENT SERVICES



Our integrated
digital marketing approach
helps brands own the search bar.

NetElixir™
search marketing solved.

OWN THE SEARCH BAR, EVERYWHERE





SUDHEER SURASANI

HEAD OF ANALYTICS



Sudheer is the Head of Analytics at NetElixir. His team provides analytics services for retail clients focusing on Web Analytics, Tag Management, Data Visualization, Attribution Modeling, Reporting & Insights, and Conversion Rate Optimization.

Prior to joining NetElixir, Sudheer built and managed analytics teams at Teleflora.com and Murad (a division of Unilever). He has over 15 years of experience in the retail industry, over 10 of which he has spent in various analytics roles, mostly in ecommerce. He is adept at creating and implementing analytics roadmaps.

Sudheer is a wildlife enthusiast and amateur photographer.

ANALYTICS



OVERVIEW:

Premier analytics retail partner focusing on increasing ROI by providing actionable business insights and conversion rate optimization solutions such as:

- Conversion Rate Optimization
 - Personalization
 - Channel Attribution
 - Google Analytics Setup
 - Reporting and Tracking Issues
 - Visualization
-

OUR SERVICES INCLUDE:

- Web analytics tool expertise
- GA standard setup checklist
- Google Tag Manager implementation
- Data visualization using Tableau
- CRO services
- Channel attribution modeling
- Custom reports and dashboards
- Monthly executive summary

10-POINT GOOGLE ANALYTICS AUDIT



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01. Goal Setup & Funnel Configuration
02. Enhanced Ecommerce Reporting
03. Site Search Tracking
04. Data Validation
05. Filters
06. Account Linkage
07. Profile and Views Setup
08. Custom Alerts
09. Duplicate or Missing Tracking
10. Demographic, Cross Device, and Benchmarking Reports

EMAIL analytics@netelixir.com TO GET STARTED NOW

YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE

– Peter Drucker

PURPOSE: To leverage reports and features available in Google Analytics to create actionable insights and thereby drive business decisions.

AGENDA

An illustration of a funnel with a yellow top and red bottom, floating in a dark teal sky. Several hot air balloons of different colors (yellow, red, blue) are scattered around the funnel. The text "GOALS AND FUNNELS" is centered in white.

GOALS AND FUNNELS

An illustration showing a desktop monitor, a laptop, a tablet, and a smartphone, all displaying different colored screens (blue, red, yellow, green). The text "CROSS DEVICE TRACKING" is centered in white.

CROSS DEVICE TRACKING

An illustration showing a flow of arrows representing different marketing channels. The top row contains arrows labeled "Affiliate", "Organic", "Re marketing", "Direct", and "Direct". The bottom row contains arrows labeled "Paid", "Paid", "Organic", "Direct", and "Email". The text "CHANNEL ATTRIBUTION" is centered in white.

CHANNEL ATTRIBUTION

An illustration of a data studio with two people standing in front of several large screens displaying various data visualizations, including pie charts, bar charts, and a world map. The text "DATA STUDIO" is centered in white.

**DATA
STUDIO**



A stylized illustration of a funnel with a yellow top and red bottom, floating in a teal sky with clouds and hot air balloons. The funnel is the central focus, with its yellow top and red bottom. It is surrounded by several hot air balloons and clouds. The text "GOALS AND FUNNELS" is written in white, bold, uppercase letters across the middle of the funnel.

GOALS AND FUNNELS

GOALS

What are goals?

A goal represents a completed activity, called a conversion, that reflects a specific success event. Examples of goals include making a purchase, submitting contact information, creating an account, playing a video, or downloading a file.

Macro goals

Macro goals are directly related to a company's profitability. They are the ultimate goals of your website, whether that's making a purchase, filling out a lead form, or scheduling an appointment. For ecommerce businesses that sell products on their websites, for example, a product purchase would be a macro goal.

Micro goals

These are any miscellaneous conversions or actions taken by a prospect which might ultimately lead to a macro conversion. They help you better understand a visitor's engagement with your website content.

GOAL TYPES:

Goal Type	Description	Example
Destination	A specific location or page load	Confirmation page or a specific app screen location
Duration	Sessions that last a specific amount of time or longer	5 minutes spent on a blog, article, etc.
Pages/screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an event is triggered	Social recommendation, video play, ad click, etc.

Smart Goals

When you have Smart Goals enabled, Google Analytics automatically evaluates your website or app visits and assigns each a score, with the "best" visits being translated into Smart Goals. These can be utilized for ad personalization in Google Ads.

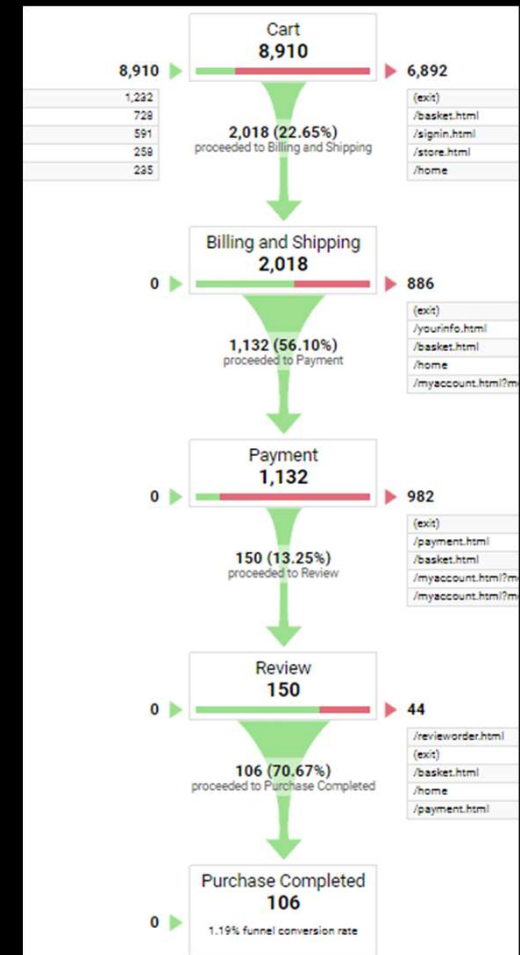
FUNNELS

Funnels are specific to Destination goals and help us understand customer interaction and exits throughout the site.

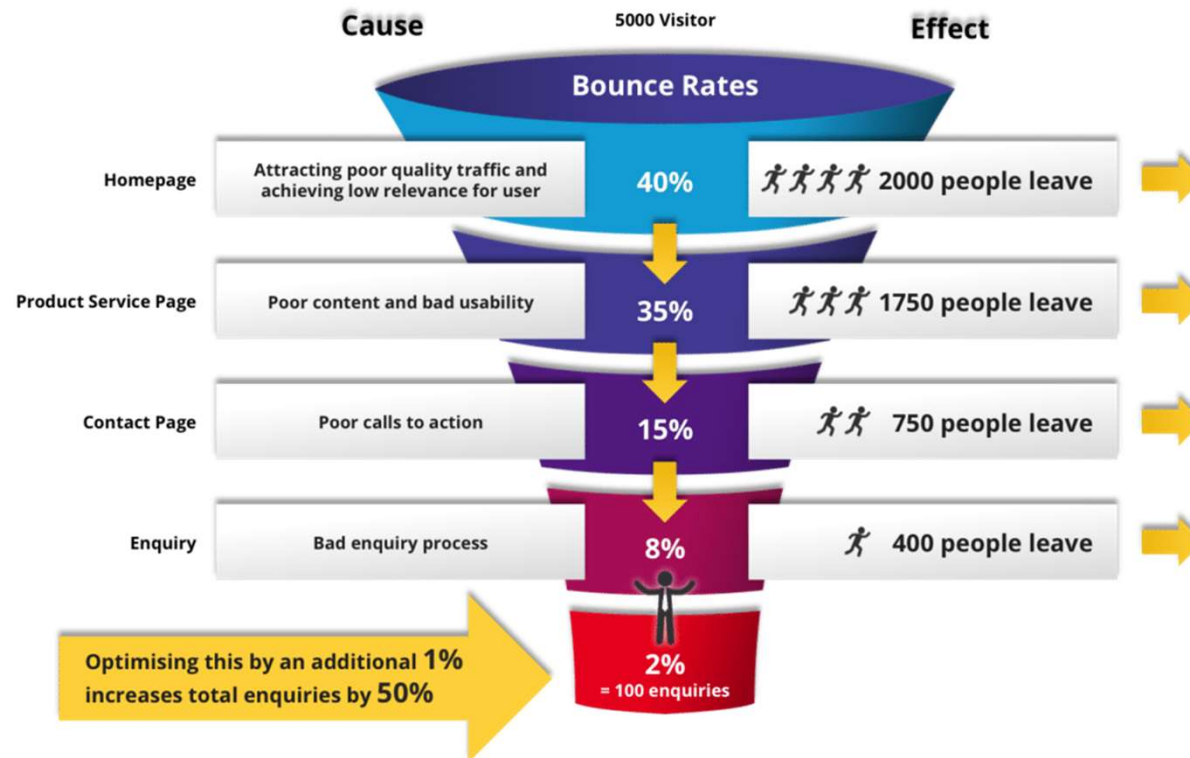
They show the critical path visitors take to reach a specific goal.

Interpretation:

1. It does not reflect the actual conversion path
2. Shows the way report is defined, not how visitor navigates
3. Multiple sessions
4. Sessions with skipped step(s)
5. User repeating purchase funnel
6. Small time frame and data sets



DECODING FUNNEL REPORT



FUNNELS

.contd

Common errors:

1. Defining wrong funnel path
2. Logging incorrect definition for destination path
3. Common thank you page for multiple success events
4. Adding goal value for ecommerce goals
5. Using incorrect regex for funnel pages
6. Misinterpreting the first step as mandatory
7. Inadequate validation

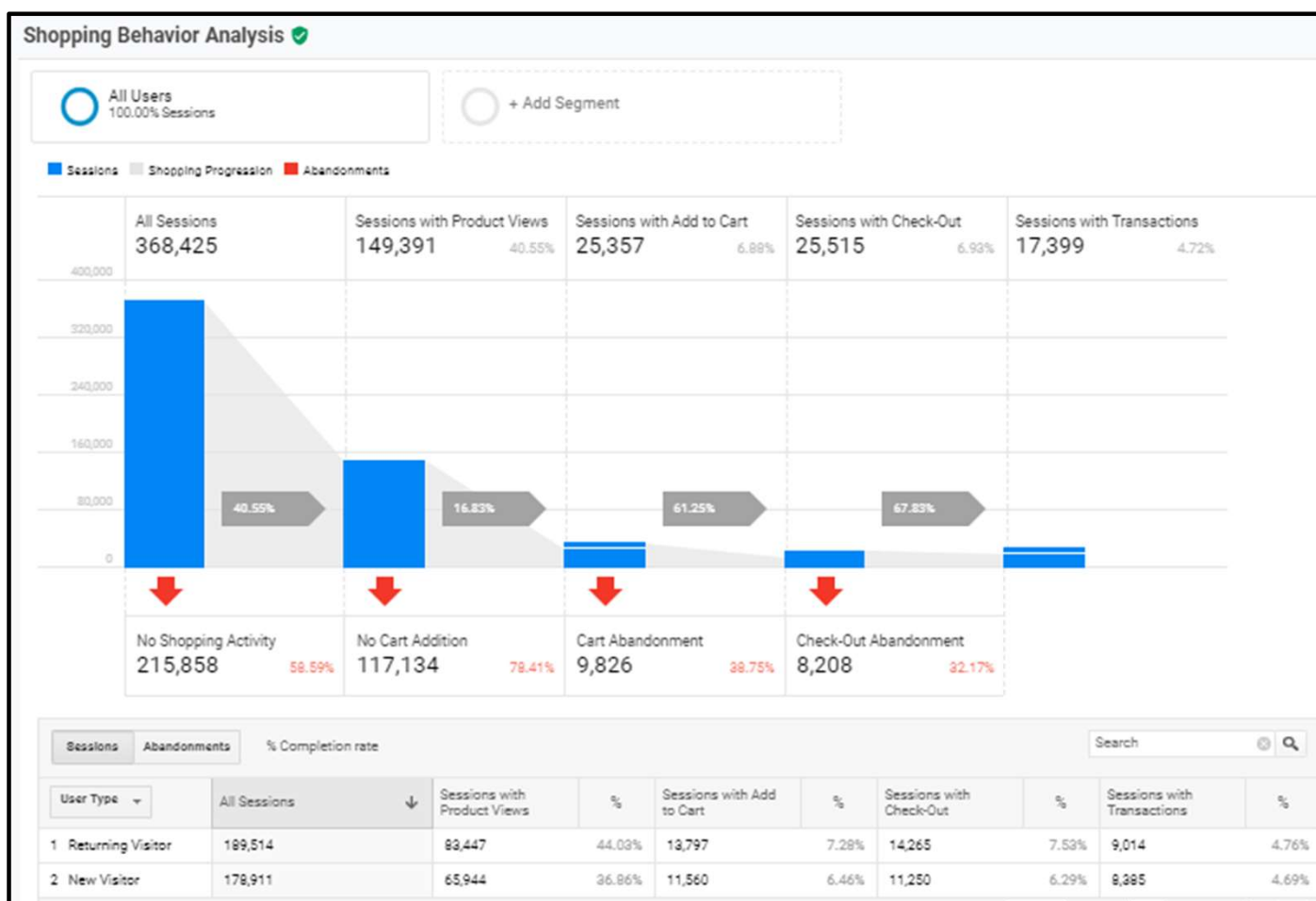
FUNNELS

.contd

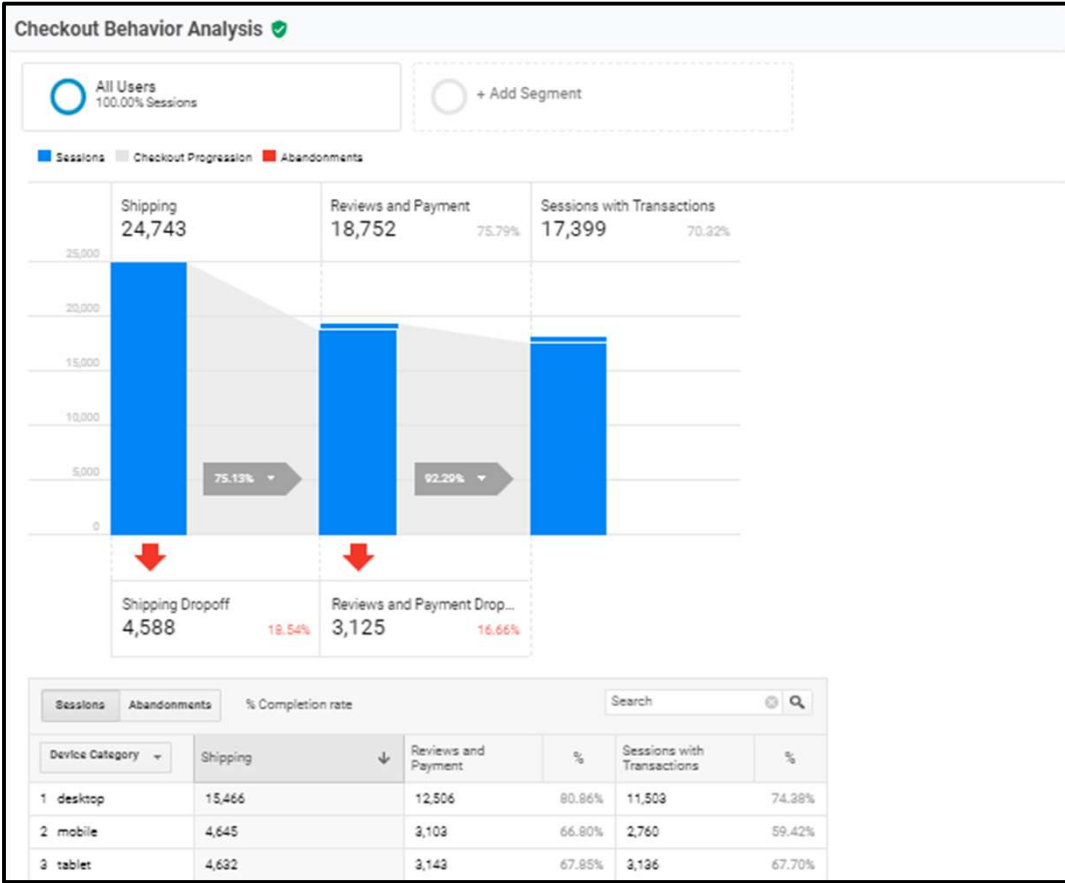
Insights from funnel data:

1. Redesign checkout process
2. Identify out-of-stock products
3. Products unavailable for certain geographies
4. Poor navigation
5. Limited payment options

SHOPPING BEHAVIOR



CHECKOUT BEHAVIOR



An illustration of various electronic devices on a grey surface against a grey background. The devices include a laptop with a red screen on the left, a large desktop monitor with a teal screen in the center, a tablet with a yellow screen to the right of the monitor, a smartphone with a green screen in front of the tablet, and another tablet with an orange screen to the right of the smartphone. The text "CROSS DEVICE TRACKING" is overlaid in white, bold, sans-serif font across the middle of the image.

CROSS DEVICE TRACKING

CROSS DEVICE TRACKING

A process of stitching together a customer's interactions with a website across multiple devices.

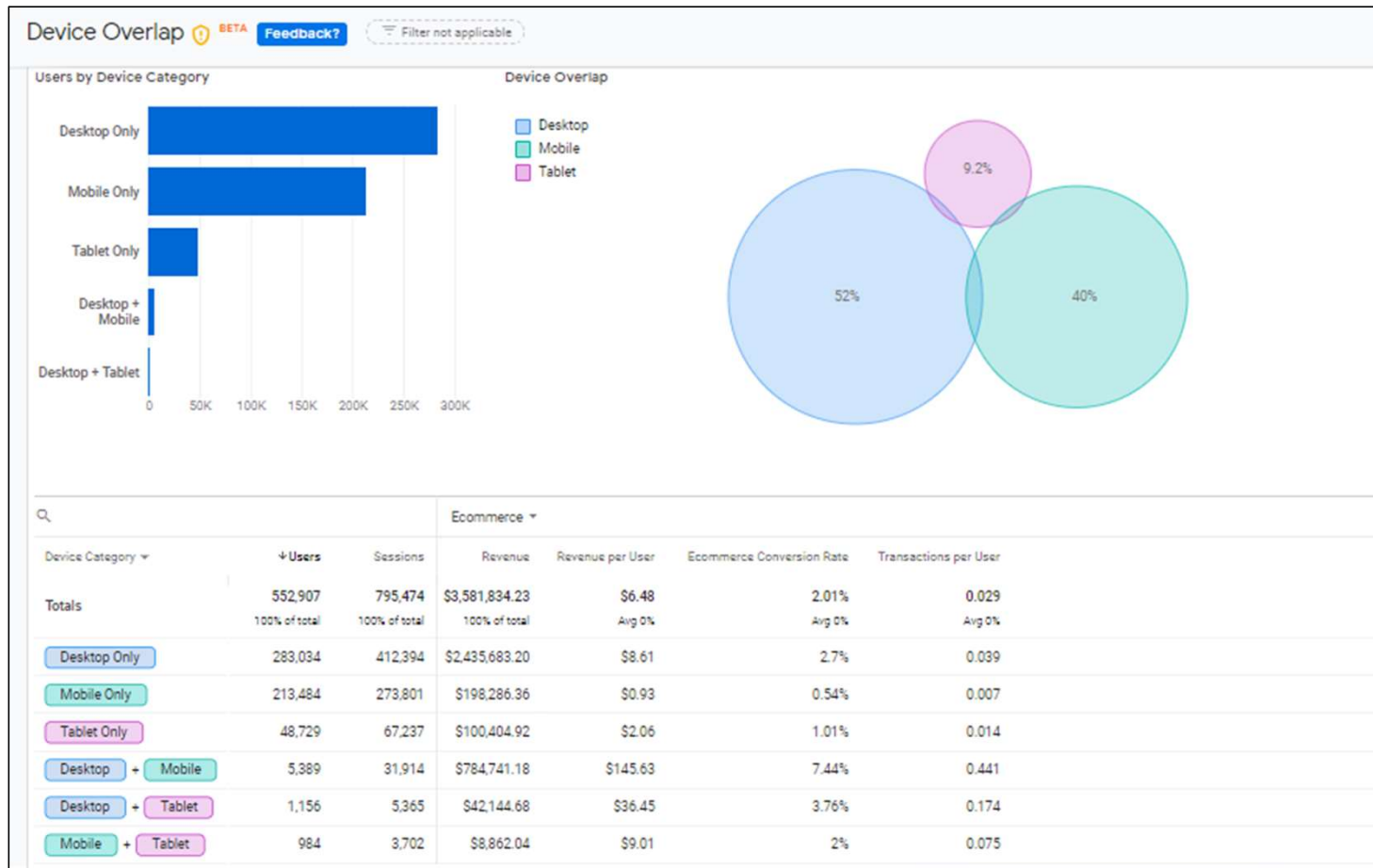
Why it's important: It enables us to have a holistic view of a customer journey.



HOW DO WE ACHIEVE IT?

1. User-ID tracking: Needs custom implementation and technical resources.
2. Enabling Google signals.

DEVICE OVERLAP REPORT



DEVICE PATHS REPORT

Device Paths BETA [Feedback?](#)

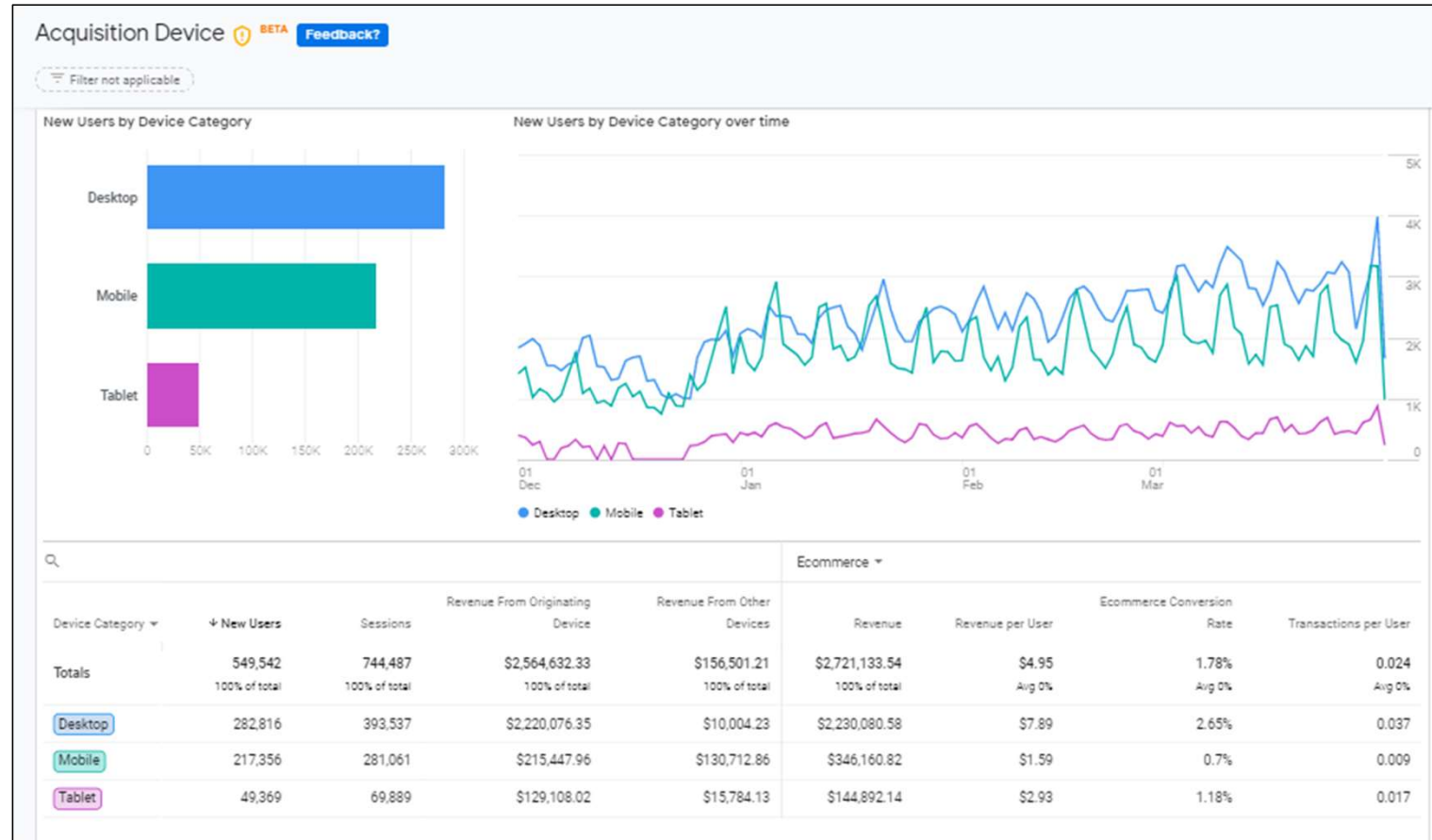
Filter not applicable

Path Options	Show Steps in path	CANCEL	APPLY					
<input type="text"/>				Ecommerce				
Device Category	Users	Sessions	Avg. Session Duration	Revenue	Revenue per User	Ecommerce Conversion Rate	Transactions per User	
Totals	552,907 100% of total	795,474 100% of total	2m 39s Avg 0%	\$3,581,848.90 100% of total	\$6.48 Avg 0%	2.01% Avg 0%	0.029 Avg 0%	
Desktop	283,034	412,394	3m 10s	\$2,435,693.17	\$8.61	2.7%	0.039	
Mobile	213,484	273,801	1m 16s	\$198,287.17	\$0.93	0.54%	0.007	
Tablet	48,729	67,237	2m 18s	\$100,405.33	\$2.06	1.01%	0.014	
Mobile > Desktop	2,104	6,593	3m 33s	\$48,104.64	\$22.86	3.68%	0.115	
Desktop > Mobile	1,818	5,746	3m 47s	\$71,956.66	\$39.58	4.23%	0.134	
Desktop > Mobile > Desktop	531	3,332	4m 23s	\$22,317.51	\$42.07	5.19%	0.326	
Tablet > Desktop	507	1,490	3m 48s	\$13,755.11	\$27.15	3.87%	0.114	
Mobile > Tablet	393	1,049	2m 56s	\$1,876.40	\$4.77	1.18%	0.031	
Mobile > Desktop > Mobile	381	2,307	4m 53s	\$28,531.19	\$74.79	4.28%	0.259	
Desktop > Tablet	352	1,079	3m 32s	\$7,697.42	\$21.89	2.29%	0.07	
Tablet > Mobile	340	1,019	2m 02s	\$146.55	\$0.43	1.21%	0.036	

CHANNELS REPORT

Cross Device Channels BETA Feedback? Filter not applicable Dec 1, 2018 - Apr 1, 2019										
Acquisition		Behavior			Ecommerce					
Default Channel Grouping	Device Category	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Revenue	Revenue per User	Ecommerce Conversion Rate
Totals		554,258 100% of total	528,422 100% of total	786,657 100% of total	59.74% Avg 0%	3.022 Avg 0%	2m 42s Avg 0%	\$3,920,127.... 100% of total	\$7.07 Avg 0%	2.08% Avg 0%
Organic Search	mobile	114,721	107,008	131,831	74.19%	1.835	1m 11s	\$59,133.33	\$0.52	0.34%
Paid Search	mobile	105,940	98,190	135,212	69.61%	2.171	1m 31s	\$264,376.90	\$2.50	1.02%
Organic Search	desktop	104,985	95,965	131,495	53.34%	3.23	2m 54s	\$642,195.19	\$6.12	2.1%
Paid Search	desktop	58,257	50,106	77,808	45.64%	4.224	3m 55s	\$751,236.10	\$12.90	4.13%
Organic Search	tablet	49,295	44,769	60,140	58.27%	2.785	2m 29s	\$134,597.54	\$2.73	0.89%
Paid Search	tablet	44,408	39,454	60,503	63.77%	3.06	2m 42s	\$192,097.15	\$4.33	1.58%
Referral	mobile	23,967	20,686	28,367	59.83%	2.365	1m 50s	\$40,664.67	\$1.70	1.29%
Direct	mobile	18,011	17,567	23,424	70.39%	2.183	1m 38s	\$20,203.64	\$1.12	0.95%
Direct	desktop	11,841	10,929	23,734	39.83%	5.188	6m 19s	\$401,224.01	\$33.88	6.44%
Email	desktop	7,644	2,726	20,785	21.5%	6.647	7m 02s	\$565,902.34	\$74.03	9.02%
Email	mobile	6,756	3,113	15,630	39.65%	4.035	3m 23s	\$135,264.19	\$20.02	2.62%

ACQUISITION DEVICE REPORT



Use cases

1. Remarketing tune-up based on users/device clusters
2. Signifies relevance of cross-device advertising
3. Optimizing customer journeys based on popular devices

Limitations

1. Data collected is not retroactive
2. We cannot apply segments, unlike other Google Analytics reports
3. Users must be logged into their Google account and ad personalization needs to be turned on

CHANNEL ATTRIBUTION



ATTRIBUTION

- Attribution modeling is the process by which credit for a sale or transaction is assigned to one or more marketing touch points.
- Google Analytics offers seven pre-defined models and an option to build your own custom models (up to 10).

Single-Touch



Last Interaction



Last Non-Direct Click



Last AdWords Click



First Interaction

Multi-Touch



Linear



Time Decay



Position Based



Data-Driven / Custom

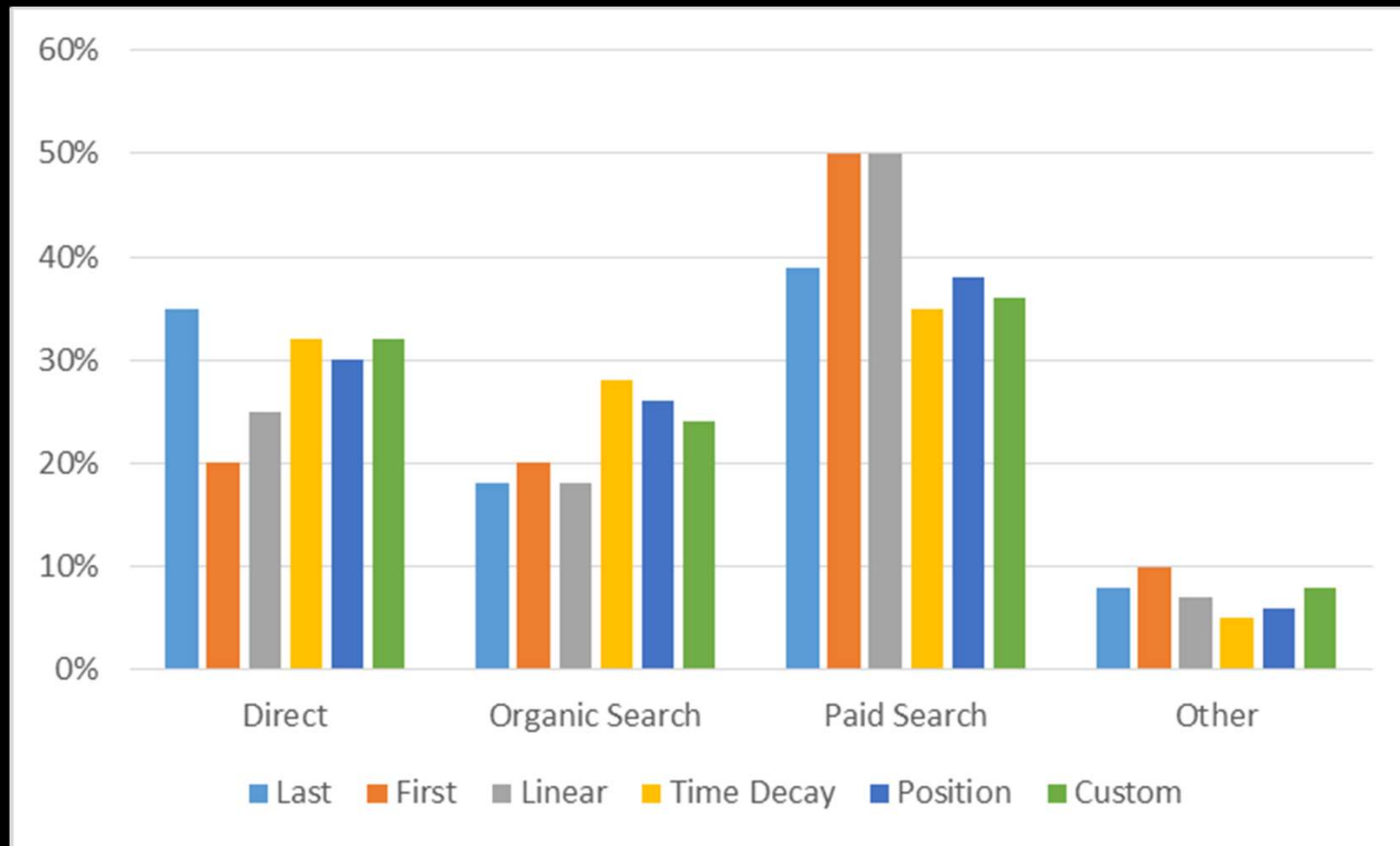
MODEL COMPARISON 1

<div> <div> <div> <div></div> <div>Last Interaction</div> </div> <div>vs</div> <div> <div></div> <div>Time Decay</div> </div> <div>vs</div> <div> <div></div> <div>Custom model based on Position</div> <div>Lookback window: 22 days</div> </div> </div> </div>										
Primary Dimension: MCF Channel Grouping Default Channel Grouping Source / Medium Source Medium Other Channel Groupings										
Secondary dimension <input type="text"/> <input type="button" value="advanced"/>										
MCF Channel Grouping ?	Spend (for selected time range)	Conversions & CPA						% change in Conversions (from Last Interaction)		
		Last Interaction		Time Decay		Custom model based on Position				
		Conversions ? ↓	CPA ?	Conversions ?	CPA ?	Conversions ?	CPA ?	Time Decay	Custom model based on Position	
1. Direct	\$0.00 (0.00%)	52,390.00 (80.93%)	\$0.00 (0.00%)	51,001.10 (78.78%)	\$0.00 (0.00%)	51,362.83 (79.34%)	\$0.00 (0.00%)	-2.65% +	-1.96% +	
2. Organic Search	\$0.00 (0.00%)	6,838.00 (10.56%)	\$0.00 (0.00%)	7,862.05 (12.14%)	\$0.00 (0.00%)	7,570.53 (11.69%)	\$0.00 (0.00%)	14.98% +	10.71% +	
3. Paid Search	\$3,299.78 (16.11%)	3,154.00 (4.87%)	\$1.05 (320.61%)	3,396.01 (5.25%)	\$0.97 (307.05%)	3,361.59 (5.19%)	\$0.98 (310.20%)	7.67% +	6.58% +	
4. Email	\$0.00 (0.00%)	1,823.00 (2.82%)	\$0.00 (0.00%)	2,001.53 (3.09%)	\$0.00 (0.00%)	1,968.95 (3.04%)	\$0.00 (0.00%)	9.79% +	8.01% +	
5. Referral	\$0.00 (0.00%)	373.00 (0.58%)	\$0.00 (0.00%)	302.16 (0.47%)	\$0.00 (0.00%)	305.30 (0.47%)	\$0.00 (0.00%)	-18.99% -	-18.15% -	
6. Social Network	\$0.00 (0.00%)	149.00 (0.23%)	\$0.00 (0.00%)	164.02 (0.25%)	\$0.00 (0.00%)	156.78 (0.24%)	\$0.00 (0.00%)	10.08% +	5.22% +	
7. (Other)	\$0.00 (0.00%)	7.00 (0.01%)	\$0.00 (0.00%)	5.66 (0.01%)	\$0.00 (0.00%)	7.59 (0.01%)	\$0.00 (0.00%)	-19.19% -	8.39% +	
8. Display	\$17,186.18 (83.89%)	3.00 (0.00%)	\$5,728.73 (1,810,315.86%)	4.31 (0.01%)	\$3,987.30 (1,260,010.26%)	3.31 (0.01%)	\$5,191.72 (1,640,613.32%)	43.67% +	10.34% +	

MODEL COMPARISON 2

<div> <div> <div>Last Interaction</div> <div>vs</div> <div>First Interaction</div> <div>vs</div> <div>Position Based</div> </div> </div>									
Primary Dimension: MCF Channel Grouping Default Channel Grouping Source / Medium Source Medium Other Channel Groupings									
Secondary dimension									
MCF Channel Grouping	Spend (for selected time range)	Conversions & CPA						% change in Conversions (from Last Interaction)	
		Last Interaction		First Interaction		Position Based		First Interaction	Position Based
		Conversions	CPA	Conversions	CPA	Conversions	CPA		
1. Direct	—	32,775.00 (48.06%)	—	22,687.00 (33.27%)	—	28,154.22 (41.28%)	—	-30.78%	-14.10%
2. Organic Search	—	20,019.00 (29.36%)	—	25,566.00 (37.49%)	—	22,576.11 (33.10%)	—	27.71%	12.77%
3. Referral	—	9,383.00 (13.76%)	—	13,324.00 (19.54%)	—	11,158.11 (16.36%)	—	42.00%	18.92%
4. Paid Search	\$4,119.10	2,700.00 (3.96%)	\$1.53	2,978.00 (4.37%)	\$1.38	2,822.76 (4.14%)	\$1.46	10.30%	4.55%
5. (Other)	—	1,344.00 (1.97%)	—	1,373.00 (2.01%)	—	1,366.11 (2.00%)	—	2.16%	1.64%
6. Other Advertising	—	969.00 (1.42%)	—	1,177.00 (1.73%)	—	1,065.10 (1.56%)	—	21.47%	9.92%
7. Social Network	—	862.00 (1.26%)	—	956.00 (1.40%)	—	912.22 (1.34%)	—	10.90%	5.83%
8. Display	—	144.00 (0.21%)	—	135.00 (0.20%)	—	141.37 (0.21%)	—	-6.25%	-1.83%

MODEL COMPARISON 3



ATTRIBUTION

.contd

Keep in mind:

1. Make sure all marketing campaigns are tagged and have campaign parameter tracking.
2. A combination of conversions and cost per order would be better to gauge performance instead of only looking at sales.
3. We can use attribution models for goals other than ecommerce metrics.



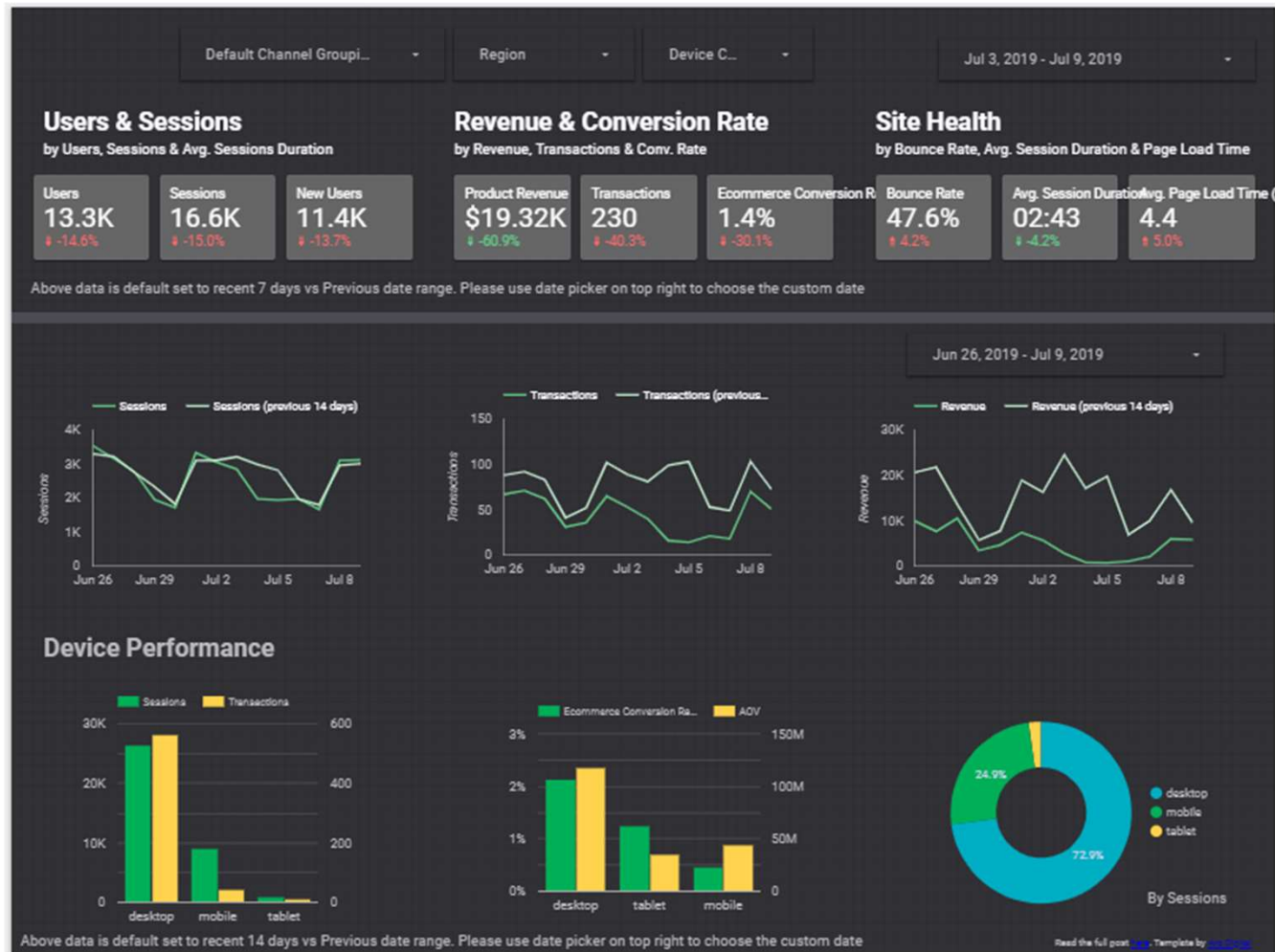
DATA STUDIO

DATA STUDIO

A feature in GA that allows us to combine data from different sources and build visual, easy-to-use dynamic reports.

- Easy to build
- Easy to read
- Easy to share
- Customizable

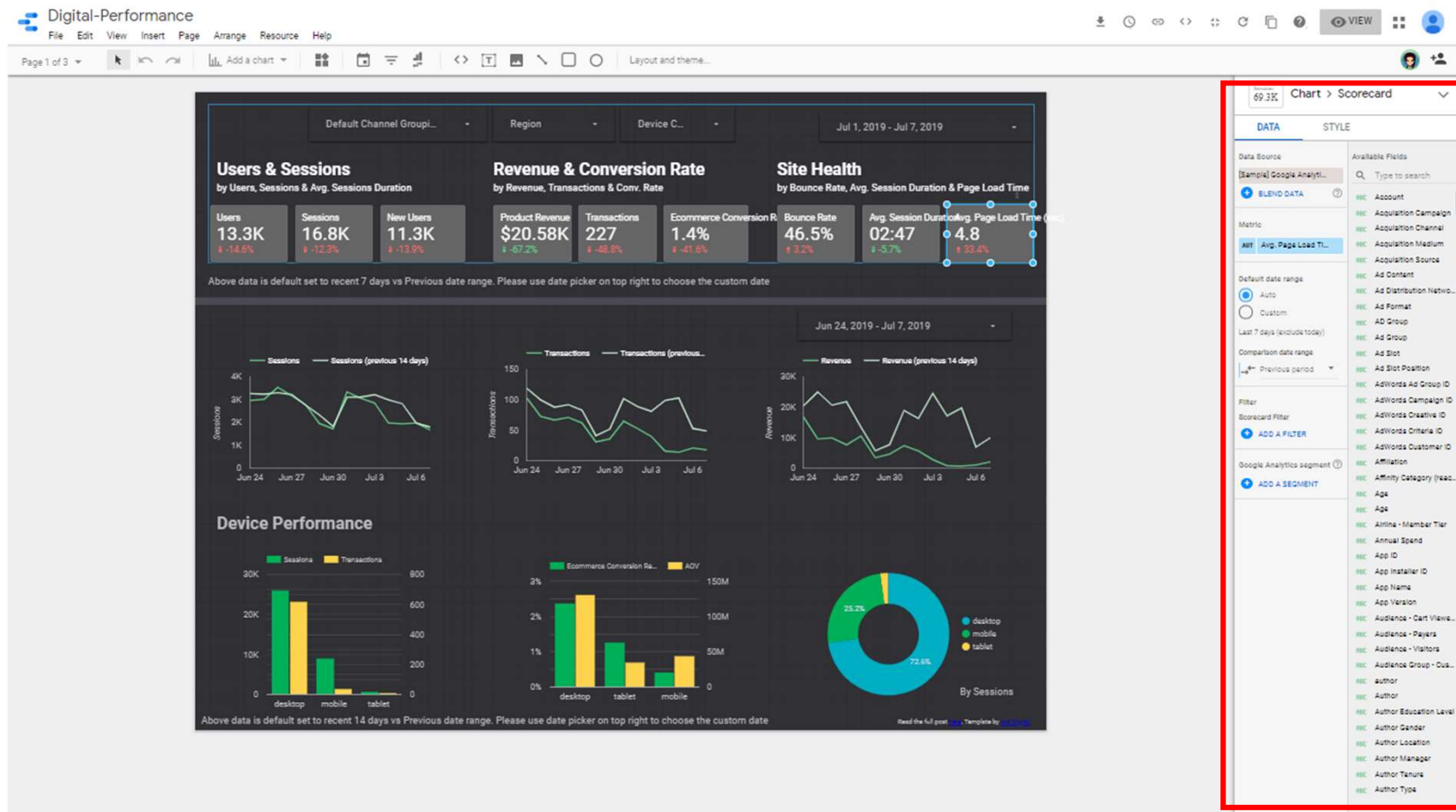
DASHBOARD 1



DASHBOARD 2



DATA STUDIO WORKSPACE



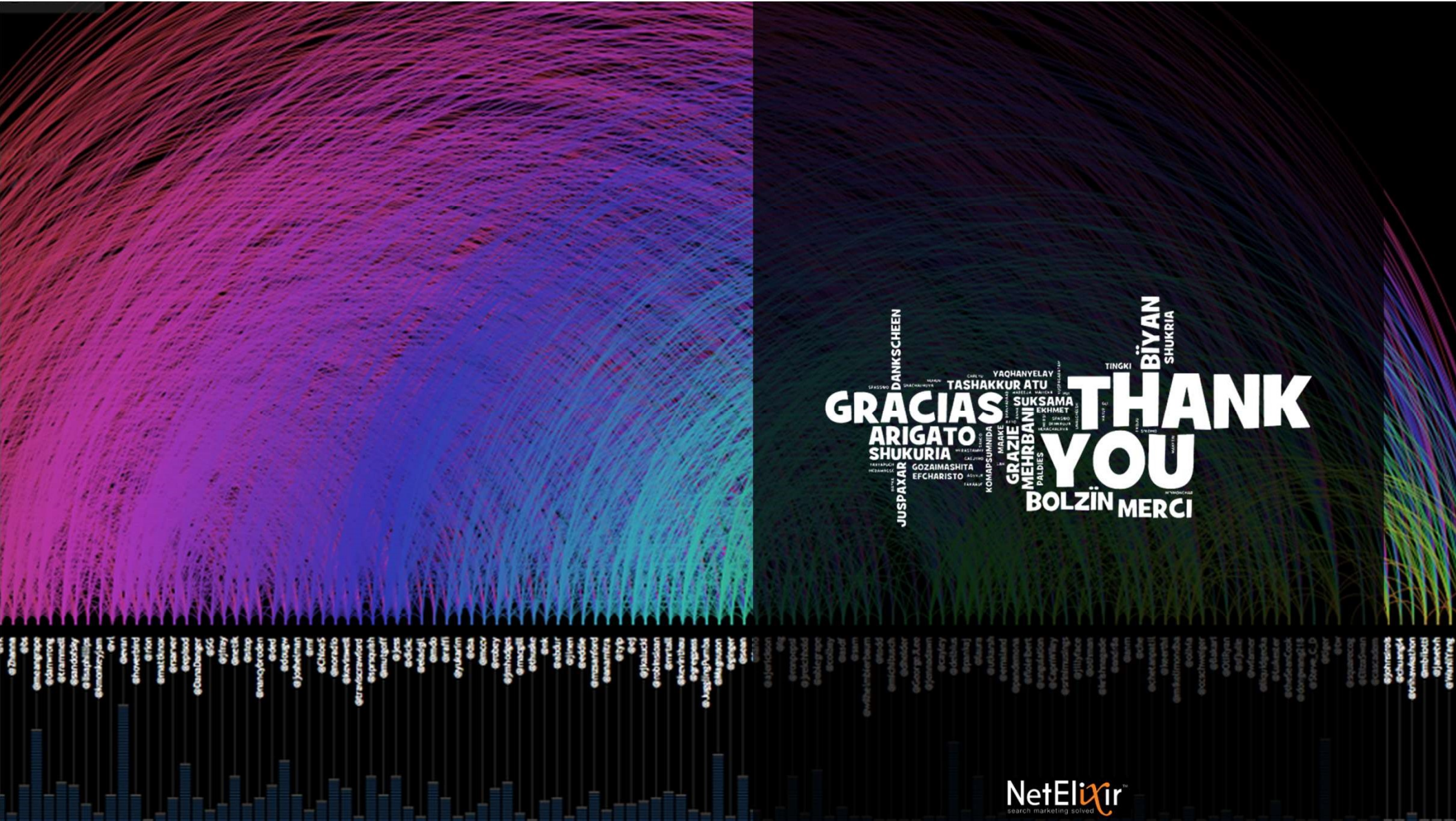
10-POINT GOOGLE ANALYTICS AUDIT



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08. Custom Alerts
09. Duplicate or Missing Tracking
10. Demographic, Cross Device, and Benchmarking Reports

EMAIL analytics@netelixir.com TO GET STARTED NOW



GRACIAS
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TASHAKKUR ATU
SUKSAMA
EKKHMET
YACHANVELAY
MAARE
MEHRBANI
PALDIES
GOZAIMASHITA
ETCHARISTO
KOMAPSUMINDA
TINGKI
BIYAN
SHUKRIA
THANK
YOU
BOLZIN
MERCII

ANALYTICS SOLUTIONS FOR RETAILERS



NETELIXIR ANALYTICS

OBJECTIVE

Be a premier analytics retail partner focused on increasing ROI by providing web analytics solutions, actionable insights, and conversion rate optimization solutions.

2019 TRENDS & FOCUS AREAS

- Conversion Rate Optimization
- Personalization
- Channel Attribution
- Cross device and cross channel marketing
- Video advertising
- Artificial intelligence and machine learning

OUR EXPERTIZE

- Strong, analytically-driven team
- Retail focus (120+ retail clients)
- 10+ years implementing analytics projects
- Led by Head of Analytics with 15+ years in retail
- 6 million hours of digital marketing experience
- Google, Bing, and UPS preferred partner

CHALLENGES & SOLUTIONS

Challenges:

- Reporting and tracking issues
- Tools underutilized
- High abandon rate and low conversion
- Lack of actionable insights
- Testing not integral part of strategy

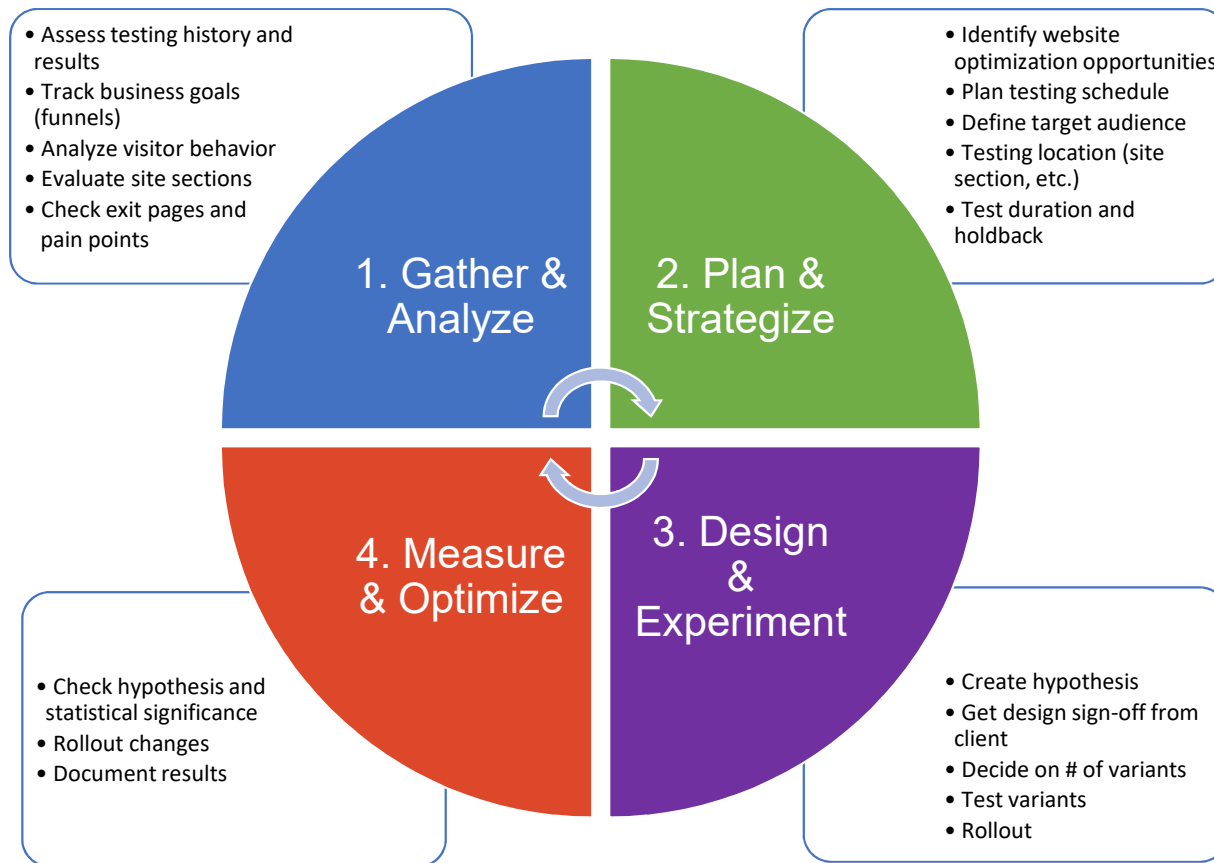
Our Solutions:

- **Google Analytics** tool expertise
- **Google Tag Manager** implementation
- Data Visualization using **Tableau**
- **CRO** services
- Channel **attribution** modeling

GOOGLE ANALYTICS 25-POINT SAMPLE CHECKLIST

#	Type	GA Health Check Checkpoints	Detail	Yes	Incomplete/ Improvement	No	Has Recommendations
1	Account Setup	Web Properties	Account > property > view hierarchy makes sense	X			
2		Views	IP filtered/ Test/ Raw		X		Needs additional view
3		Filters	Necessary Filters in Place (Internal IP's, Partners)		X		Need to add all filters
4		View Settings	Exclude bots and spiders	X			
5	Tracking	Pageview Tracking code	GA code placed and spot checked at 5 different sections of the site	X			
6		Pageview Tracking code	Enhanced Link Attribution Enabled			X	
7		Custom Definitions	suggestions for customization based on web site analysis		X		
8		Traffic Channel Segmentation	check all traffic report for anomalies		X		
9		Referral Exclusion list	check referral report for examples of incorrectly tagged results		X		Needs to be comprehensive
10		Conversion Tracking code	Transaction and SKU level detail are reported and accurate.	X			
11		Goal setup	Existing goal setup is checked for accuracy		X		
12		Goal setup	Potential new goals to set up are identified based on website analysis		X		Goals for various actions need to be added
13		Funnels	existing funnel setup is checked		X		Inaccurate/ page url's are old
14		Funnels	Potential new funnels identified based on website analysis	X			
15	Integrations and Options	Events	Verify Setup of User-defined Event Goals			X	
16		Events	Potential new events identified based on website analysis	X			
17		Enhanced ecommerce	Enhanced ecommerce option		X		Funnel not setup
18		Integration with AdWords n Search Console	Integrated and reporting AdWords data		X		Needs to be integrated with Search Console
19		Audience	Demographics and Interests Reports option	X			
20		Audience	Google Signals option			X	Helps with cross device and in store data
21		Audience	Benchmarking option	X			
22		Site Search Integration	Tracking Site Search is enabled and configured properly	X			
23		Executive Dashboards	Are any non-default dashboards setup?			X	
24		Custom Reports	Potentially helpful custom reports identified based on NX past experience.			X	
25	Reports	Custom Alerts	Suggestions for using Custom Alerts			X	

NETELIXIR CRO PROCESS



ANALYTICS PACKAGES

Basic GA and GTM

- GA standard setup audit and checklist
- Basic reporting and monthly snapshot
- Ongoing GA, GTM, and report support

Advanced GA and GTM

- GA standard setup audit and checklist
- Custom reports and dashboards along with monthly executive summary using Tableau
- Google Tag Manager support as necessary

Advanced GA and CRO

- GA standard setup audit and checklist
- Custom reports and dashboards
- Landing page testing and optimization using Google Optimize
- Monthly executive summary

Custom

- Tailor a package for customized in-depth analysis and recommendations
- Help with Google Analytics setup or setting up executive dashboards
- Tool-specific project or ad hoc analysis