

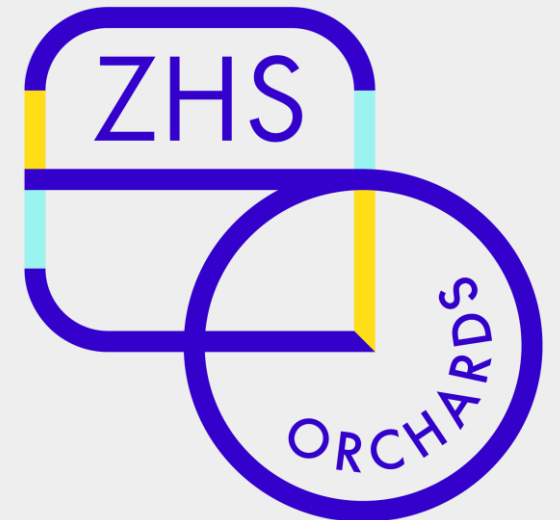


Digital Analytics Lunchtime Workshops

20th Aug 2021 – Audit of GA Set-up for Ecommerce Websites

G'day I'm Peter

- Australian
- Lived in London for 16 years
- Now making a home in the Netherlands
- Worked in Digital Analytics since 2006
- Launched own agency in 2010, merged in 2016, sold in 2018, exited last year
- Founder of MeasureCamp
- Back freelancing as a Data Strategy Director



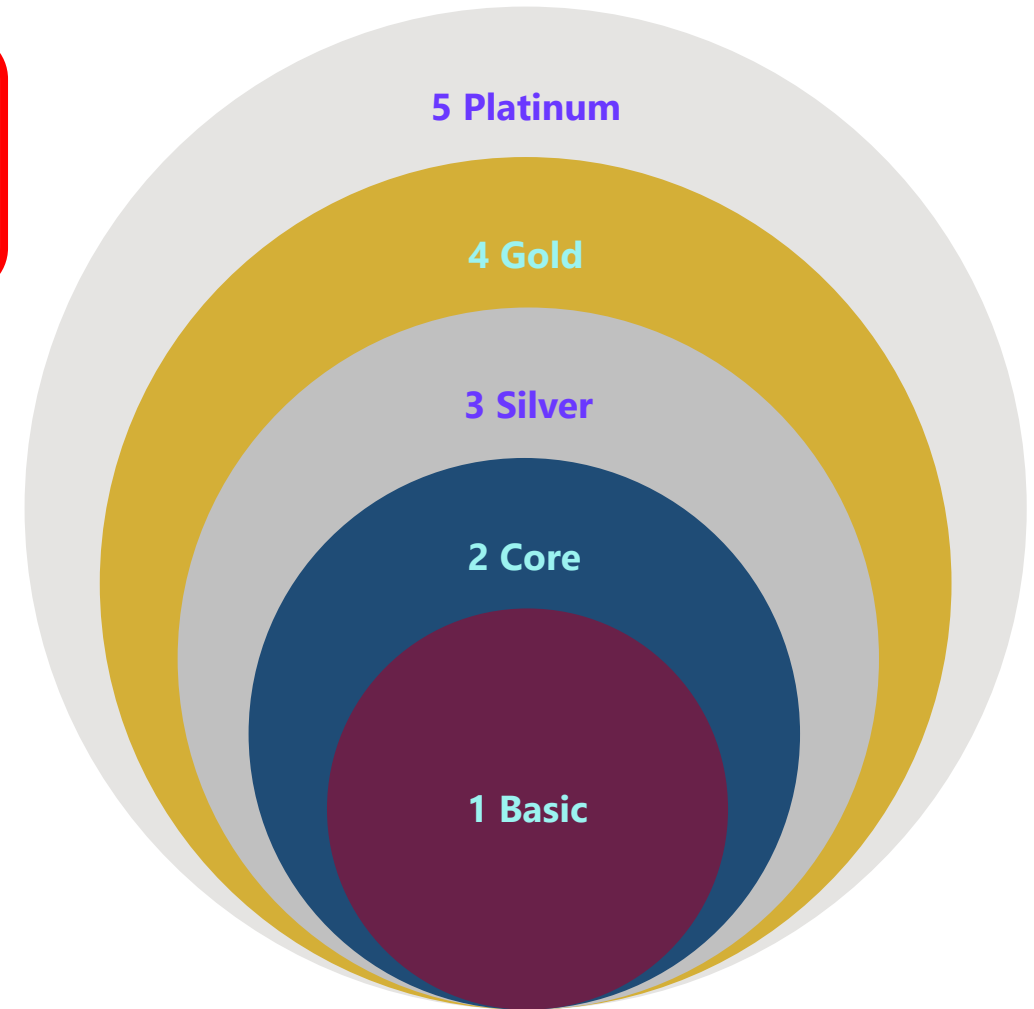
Weekly Lunchtime Workshops

- Trying out a new idea/approach to sharing my ideas
 - Not everyone reads blog posts
 - My ideas don't translate well to a formal course
- 45 min lunchtime sessions
 - Allow people to follow along in their lunchbreak
 - Keeping to the MeasureCamp style
 - My bit should be ~ 20min than Q&A
- I want sessions to be practical
- Purpose of workshops
 - To share my knowledge with others
 - Best way to challenge/develop ideas, make them public
 - Lead generation

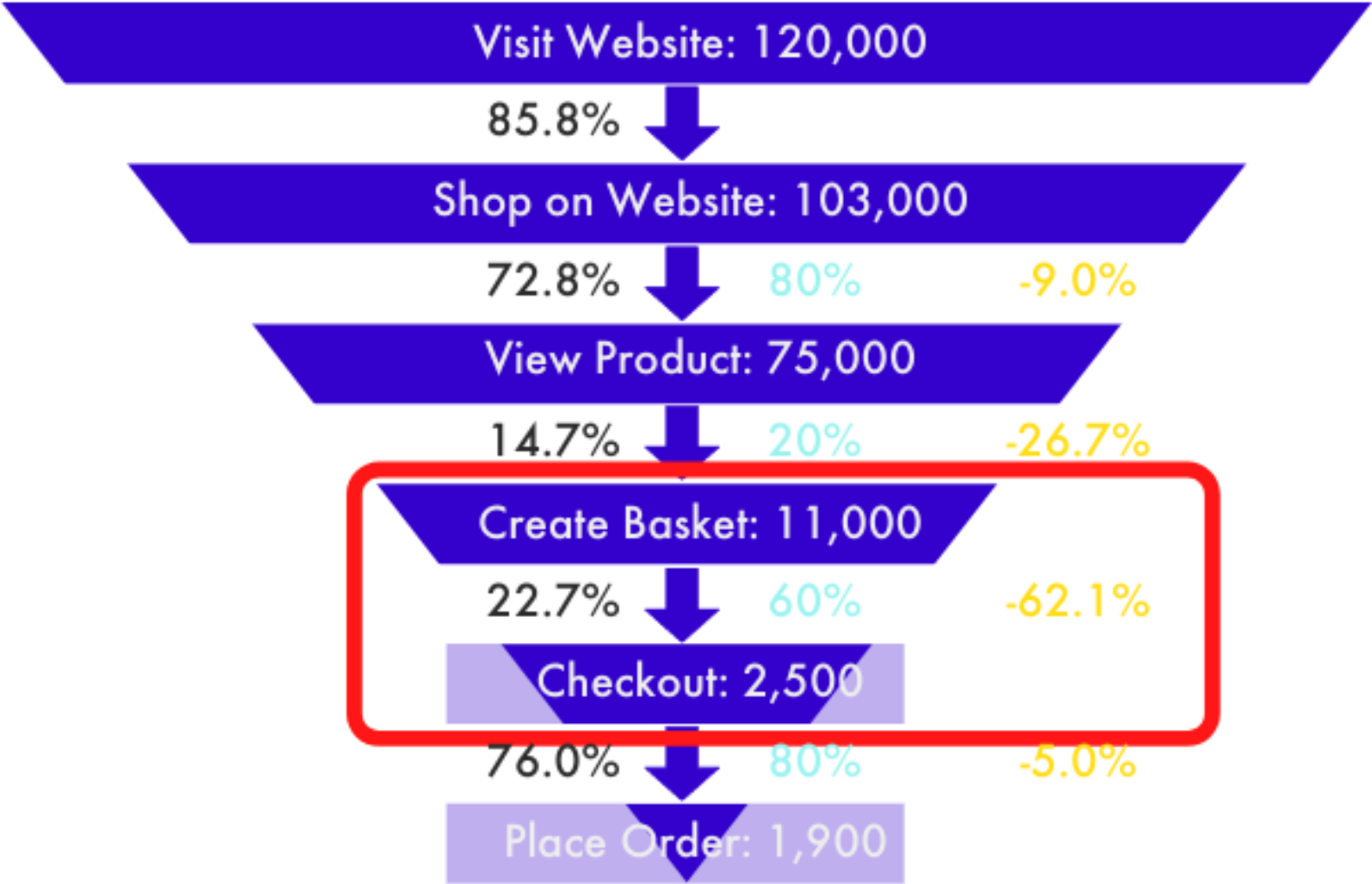
Output of GA Set-up

Based on a Core Set-up of GA

- Basic – basic page tags only
- Core – macro conversion actions and critical information on visitors/content
- Silver – micro conversion actions and directly usable information on visitors/content
- Gold – non critical features and interesting information on visitors/content
- Platinum – nice to know, the granular details on website behaviour and advanced data collected



Identify the biggest leakage point in the website



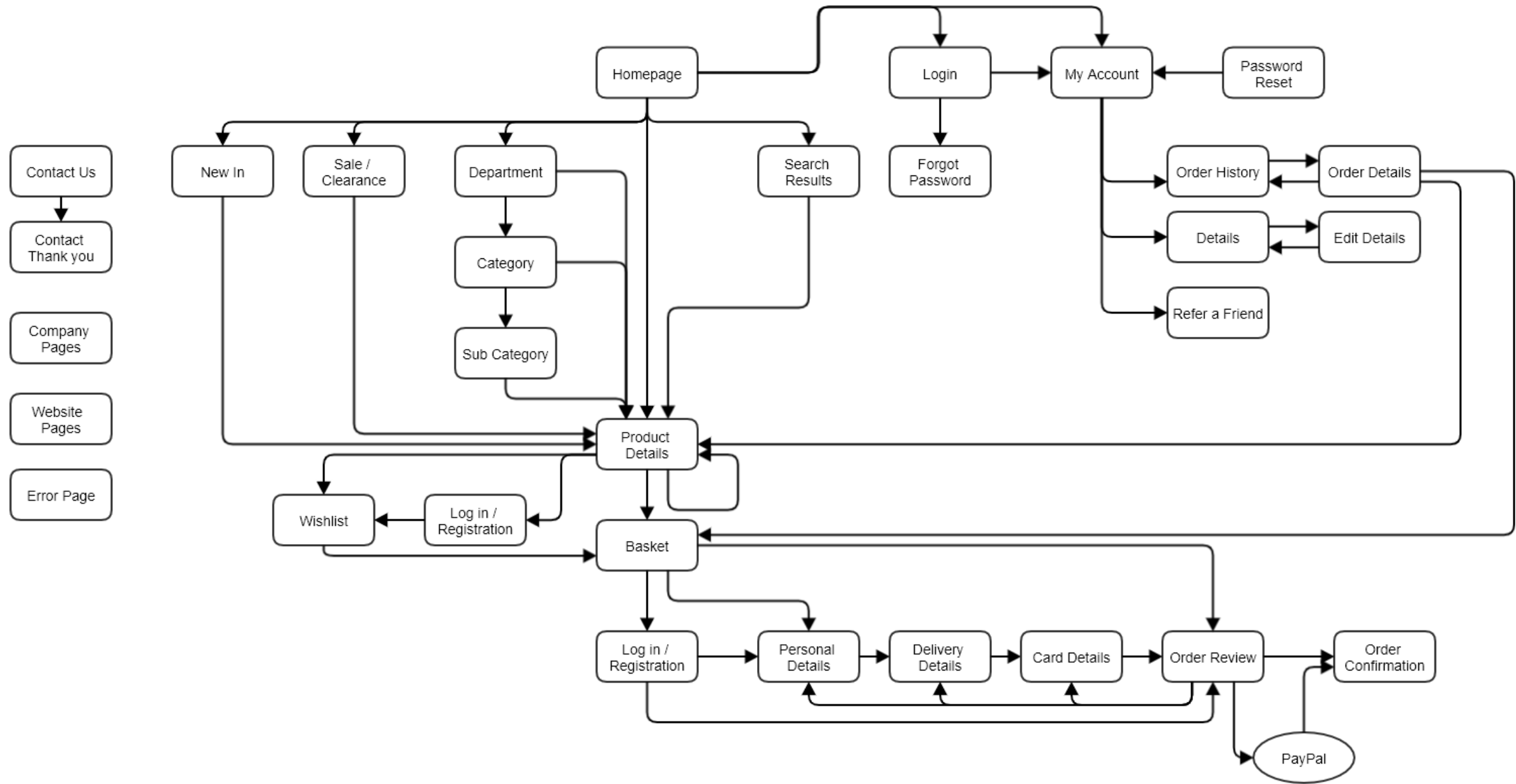
Identify products under/over performing

Product Name	Product Category	Sessions	Views per Session	Product Page Success Rate	Units Sold	Revenue	Price	Checkout Completion Rate
product 1	product category A	5,261	1.2	17.2%	573	€ 43,342	€ 75.64	43.4%
product 2	product category A	4,863	1.2	22.0%	683	€ 98,612	€ 144.38	43.4%
product 3	product category B	4,379	1.1	24.2%	900	€ 75,294	€ 83.66	48.9%
product 4	product category C	3,984	1.4	6.5%	144	€ 26,874	€ 186.63	49.3%
product 5	product category D	3,848	1.1	17.6%	506	€ 36,943	€ 73.01	48.2%
product 6	product category B	3,671	1.3	21.9%	546	€ 64,357	€ 117.87	44.3%
product 7	product category B	3,565	1.2	19.6%	312	€ 35,124	€ 112.58	27.2%
product 8	product category A	3,271	1.3	16.2%	364	€ 36,218	€ 99.50	48.7%
product 9	product category C	3,117	1.3	19.3%	353	€ 13,996	€ 39.65	47.7%
product 10	product category C	2,881	1.4	18.3%	355	€ 20,551	€ 57.89	44.7%
product 11	product category C	2,420	1.3	32.8%	360	€ 14,378	€ 39.94	42.9%
product 12	product category D	2,315	1.3	17.6%	239	€ 12,148	€ 50.83	43.6%
product 13	product category B	2,275	1.3	16.6%	326	€ 16,365	€ 50.20	54.0%
product 14	product category C	2,222	1.1	24.3%	393	€ 4,755	€ 12.10	50.5%
product 15	product category A	2,053	1.1	25.0%	407	€ 24,294	€ 59.69	49.9%

Identify weak points within the website

Metric Type	Metric Name	All Traffic	User Type		Device Type			Visitor Location		Chrome
			New Users	Return Users	Desktop	Tablet	Mobile	Domestic	International	
Traffic	Sessions	1,000,000	650,000	350,000	520,000	100,000	380,000	800,000	200,000	350,000
	% Sessions		65%	35%	52%	10%	38%	80%	20%	67%
Key Conversion Stages	Website Conversion Rate	1.97%	0.95%	3.86%	3.12%	2.35%	0.29%	2.21%	1.00%	3.27%
	Ecommerce Conversion Rate	2.52%	1.23%	4.82%	3.95%	2.98%	0.37%	2.76%	1.43%	4.14%
	% Create Basket	7.7%	5.3%	12.2%	10.3%	9.9%	3.4%	8.5%	4.4%	10.7%
Ecommerce Funnel	% Ecommerce Sessions	78%	77%	80%	79%	79%	77%	80%	70%	79%
	Ecommerce => Product	76%	76%	76%	77%	78%	74%	83%	45%	75%
	Product => Basket	13%	9%	20%	17%	16%	6%	13%	14%	18%
	Basket => Checkout	44%	40%	47%	49%	45%	21%	46%	33%	52%
	Checkout => Order	58%	45%	68%	62%	53%	40%	56%	69%	59%
Sales Metrics	Transactions	19,667	6,162	13,505	16,225	2,351	1,091	17,659	2,008	11,452
	Revenue	£1,083,000	£315,900	£767,100	£904,800	£132,000	£46,200	£935,000	£148,000	£638,500
	Average Transaction Value	£55.07	£51.27	£56.80	£55.77	£56.15	£42.35	£52.95	£73.71	£55.75

Understand how people navigate the website?



Be able to evaluate campaign performance

Evaluate performance of each campaign against the purpose for that campaign – instead of trying to match to the end conversion

1. Define what success means for each campaign
2. Define a metric to represent this success
3. Attach a financial value to the success metric
4. Measure performance of the campaign using success metric
5. Calculate the ROI of the marketing campaign



Audit Time

Useful Links for today

- Website - <https://shop.googlemerchandisestore.com/>
- GA Demo account - <https://support.google.com/analytics/answer/6367342>
- GA Ecommerce Audit - <https://docs.google.com/spreadsheets/d/1MW9IQbFIELpdu5zIAev29T3ZS18hB SKP9073jDSxqoA/edit?usp=sharing>
- Dataslayer - <https://chrome.google.com/webstore/detail/dataslayer/ikbablmmjldhamhcljji gniffkkjgpo>
- GTM/GA Debug - <https://chrome.google.com/webstore/detail/gtmga-debug/ilnpmccnfdjdjjikgkefkcegefikecdc?hl=en>

Questions

Next time suggestions

1

Resolving discrepancies in conversion reporting (e.g. transactions)

2

Google Merchandise store page naming convention

Thank you for your time today



To get in touch, please contact me at:

Email: peter.oneill@zhsorchards.com

Twitter: [@peter_oneill](https://twitter.com/peter_oneill)

LinkedIn: www.linkedin.com/in/peteroneill

Website: www.zhsorchards.com