What's a 'Like' really worth?

How to track the value of social media using Google Analytics.

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Download this: bit.ly/Measurement-bh

Google "Analytics"?

- 80% of online retailers are using Google Analytics incorrectly
- Only 50% of e-commerce businesses track main conversion points.
- 67% of websites haven't integrated social media tracking.
- 73% do not track micro conversion goals such as newsletter sign ups or account registrations.
- 30% of websites have incorrect e-commerce tracking implementation.

Why?

- Marketing not talking Dev speak (or knowing what they want?)

- Developers not understanding what marketing want (and why they keep needing to make changes?)

- But Analytics benefits both developers and marketing.

- Work with your developer/marketing/social friend ☺

Workshop overview

- Implementing Google Analytics (the right way)
- Ecommerce tracking
- Setting up and configuring goals
- Social media integration
- New social reporting
- Social media dashboard
- Resources

Implementing Google Analytics

- Create or sign in to a Google account at www.google.com/analytics

- Create a new property (website)

- Get tracking code (and insert before </head>)

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-530964-4']);
_gaq.push(['_trackPageview']);

(function() {
 var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
 ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
 var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

Verify it's working

- Check it's working: Reporting > Real Time

Setting up Ecommerce

- Why do this?
  - The products that were purchased from your online shop
  - Your sales revenue
  - Your ecommerce conversion rate
  - The number of times people visited your website before purchasing

Setting up Ecommerce

- Enable ecommerce reporting within your Analytics profile

- Ensure the Google Analytics Tracking Code is tagged on your confirmation page or "transaction complete" page

- Add ecommerce tracking code to your confirmation page so that you can capture the details of each transaction (you will need the help of a developer and the Google Developers tutorial in Resources)

E-Commerce Settings

E-Commerce tracking optional   Yes, an E-Commerce Site ⬍

Setting up Ecommerce

```javascript
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);
  _gaq.push(['_addTrans',
    '1234',           // order ID - required
    'Acme Clothing',  // affiliation or store name
    '11.99',          // total - required
    '1.29',           // tax
    '5',              // shipping
    'San Jose',       // city
    'California',     // state or province
    'USA'             // country
  ]);

   // add item might be called for every item in the shopping basket
   // where your ecommerce engine loops through each item in the basket and
   // prints out _addItem for each
  _gaq.push(['_addItem',
    '1234',           // order ID - required
    'DD44',           // SKU/code - required
    'T-Shirt',        // product name
    'Green Medium',   // category or variation
    '11.99',          // unit price - required
    '1'               // quantity - required
  ]);
  _gaq.push(['_trackTrans']); //submits transaction to the Analytics servers

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript';
ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Sample Ecommerce integration code – inserted into purchase confirmation page.

Setting up Goals

- Google Analytics is not very useful without goals
- Each website has objectives
- Objectives = Goals
  - Purchases
  - Newsletter subscriptions
  - Sharing content
  - Playing games
  - Interactive tools (quizzes, calculators etc.)
- Requires understanding of how website works
- Goal value?
  - 10 leads = sale
  - Sale = €100
  - Goal value = €10
  - Use when not tracking ecommerce

Goal Types

- **URL Destination** – triggers a conversion when a visitor views the page you've specified. For an account sign- up, this might be the "Thank You for signing up" page. For a purchase, this might be the confirmation page.

- **Visit Duration** – triggers a conversion when a visitor spends more (or less) time on your website than the threshold you specify.

- **Pages/Visit** – triggers a conversion when a visitor views more (or fewer) pages than the threshold you've set.

- **Event** – triggers a conversion when a visitor performs an event you are tracking on your website, usually when no new page is visited (e.g. play a video, download a file…)

Social Media Integration

- New Social reports in GA (Traffic sources > Social)

- Some good, some ok

- Facebook and Twitter not fully tracked

- Need to set up 'Social Plug-in Analytics'

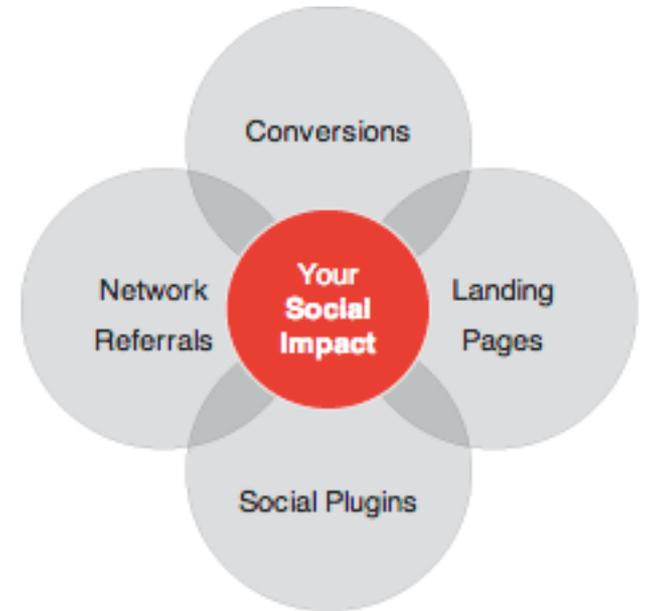Example of 'Activity Stream' (not much use)

Setting up Social Plug-in Analytics

```
_gaq.push(['_trackSocial', network, socialAction, opt_target, opt_pagePath]);
```

- Track Likes, Shares (sends), Tweets from your websites
- Uses GA tracking code on each action
  - **Network** – social network being tracked (Facebook, Twitter, LinkedIn…)
  - **Social Action** – social action being tracked (like, share, tweet…)
  - **Target** (optional) – URL or resource which receives the action (if undefined, page on which the action took place)
  - **Page Path** (optional) – page from which the action occurred (generally the source of the social action – only really necessary if you are using virtual page views)

Social Media Integration

- New Social Analytics reporting (Traffic Sources > Social)
  - **Overview**
  - Sources
  - Pages
  - **Conversions**
  - **Social Plugins**
  - Social Visitor Flow

Brand website
Brand Profile

Home | **Standard Reporting** | Custom Reporting | **Admin** | **Help** ⧉

Overview

Feb 10, 2012 - Mar 11, 2012 ▾

Add to Dashboard

Conversion:
All ▾

● 100.00% of total data hub activities

Overview

Social Value
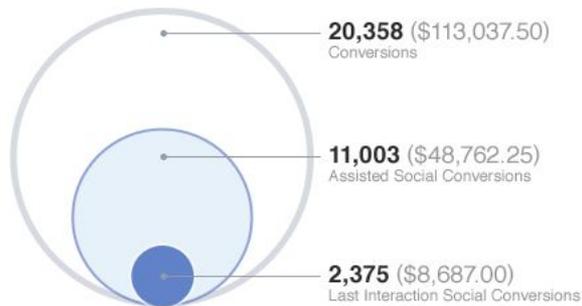
20,358 ($113,037.50)
Conversions

11,003 ($48,762.25)
Assisted Social Conversions

2,375 ($8,687.00)
Last Interaction Social Conversions

115,763 Visits

6,632 Visits via Social Referral

20,358 Conversions

11,003 Assisted Social Conversions

2,375 Last Interaction Social Conversions

Social Sources

Social Network ▸

Pages

Shared URL

Social Plugins

Social Source

	Social Network		Visits	% Visits
1.	Google+		2,598	39.33%
2.	Facebook		1,205	18.24%
3.	Twitter		660	9.99%
4.	StumbleUpon		496	7.51%
5.	Blogger		310	4.69%
6.	LinkedIn		293	4.44%
7.	HootSuite		139	2.10%
8.	Quora		138	2.09%
9.	WordPress		117	1.77%
10.	Delicious		90	1.36%

view full report

Sidebar navigation

- Audience
- Advertising
- **Traffic Sources**
  - Overview
  - ▸ Sources
  - ▸ Search Engine Optimization
  - ▾ Social
    - **Overview**
    - Sources
    - Pages
    - Conversions
    - Social Plugins
    - Social Visitors Flow
- Content
- Conversions
- Market Insights
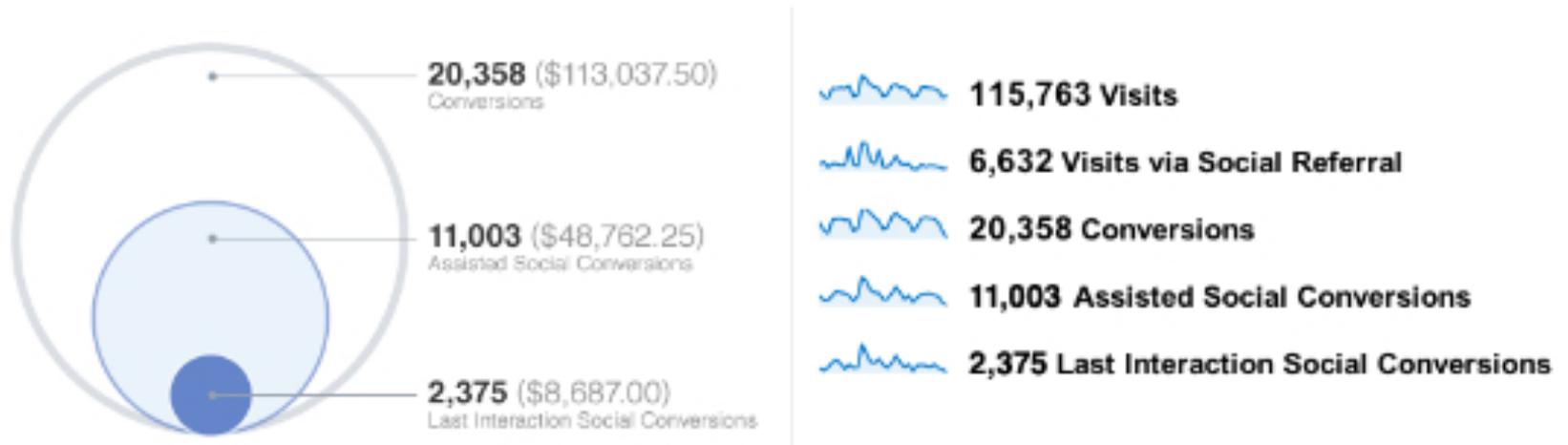
Help

Help center

Search help center Go

Social Value

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Last Interaction Social Conversions

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20,358 Conversions

11,003 Assisted Social Conversions

2,375 Last Interaction Social Conversions

- **Last Interaction Social Conversion** means that the social content was the last thing the person clicked on before buying (the "try").

- **Assisted Social Conversion** "doesn't immediately generate a conversion, but the visitor returns later and converts" (the "assist"; think Brian O'Driscoll to Simon Zebo).

Social Network		Conversions ↓	Conversion Value
1. Facebook		25,633	€266,161.29
2. Facebook Apps		576	€5,932.50
3. Twitter		482	€5,835.85
4. Meetup		54	€334.00
5. TripAdvisor		47	€354.00
6. LinkedIn		32	€276.50
7. Sina Weibo		13	€36.00
8. Odnoklassniki		6	€274.00
9. Draugiem.lv		4	€39.00
10. Google+		4	€84.00

- Conversion report – All that goals/ecommerce tracking is paying off!
- Can also drill down into Assisted v Last Interaction
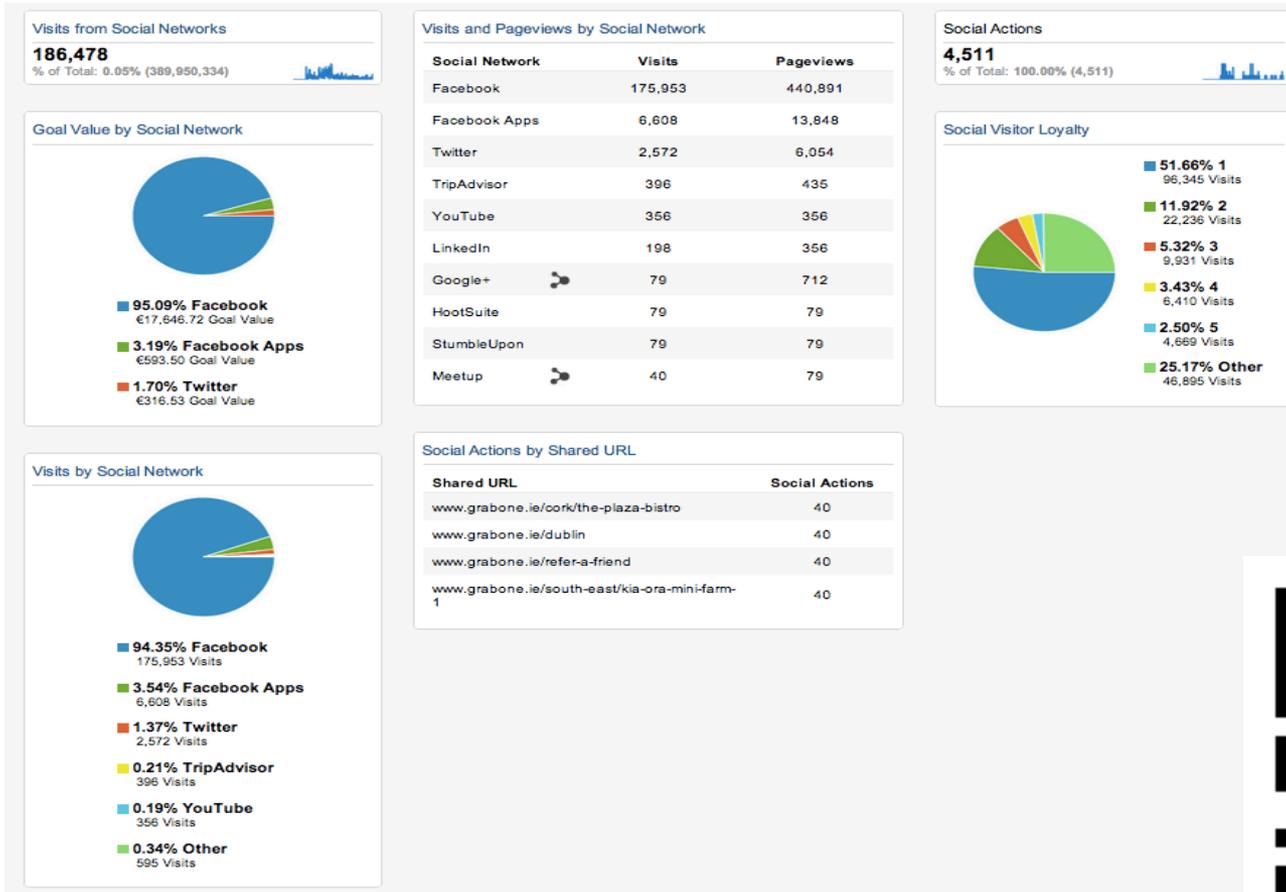
Social Source and Action	Social Actions ▼ ↓	Social Actions
1. ■ pinterest : pinit	92	64.79%
2. ■ Google : +1	32	22.54%
3. ■ facebook : like	14	9.86%
4. ■ tweet : share	2	1.41%
5. ■ stumbleupon : share	1	0.70%
6. ■ tumblr : share	1	0.70%

- **Social Source & Action:** Allows you to attribute what the action was to your website
- E.g How many likes, pins, shares, tweets your page

Social Media Dashboard

- Get this dashboard:
  - bit.ly/Measurement-bh1

Analytics

It doesn't matter what the value is – What are you going to do to improve it?

Thank You!

Questions?

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Resources

- How to set up the web tracking code - https://support.google.com/analytics/bin/answer.py?hl=en&answer=1008080
- Google Analytics Debugger for Chrome - https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofjcijamephohjechhna
- Ecommerce tracking - https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingEcommerce
- How to set up Goals - http://support.google.com/analytics/bin/answer.py?hl=en&answer=1032415
- Social Analytics - http://support.google.com/analytics/bin/answer.py?hl=en&answer=1683971
- Social Interactions - https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingSocial
- Social Interaction Sample Code - http://analytics-api-samples.googlecode.com/svn/trunk/src/tracking/javascript/v5/social/facebook_js_async.html
- Social tracking for 'AddToThis' http://penguininitiatives.com/track-social-shares-addthis-widget-google-analytics/
- Social Hub partners - https://developers.google.com/analytics/devguides/socialdata/