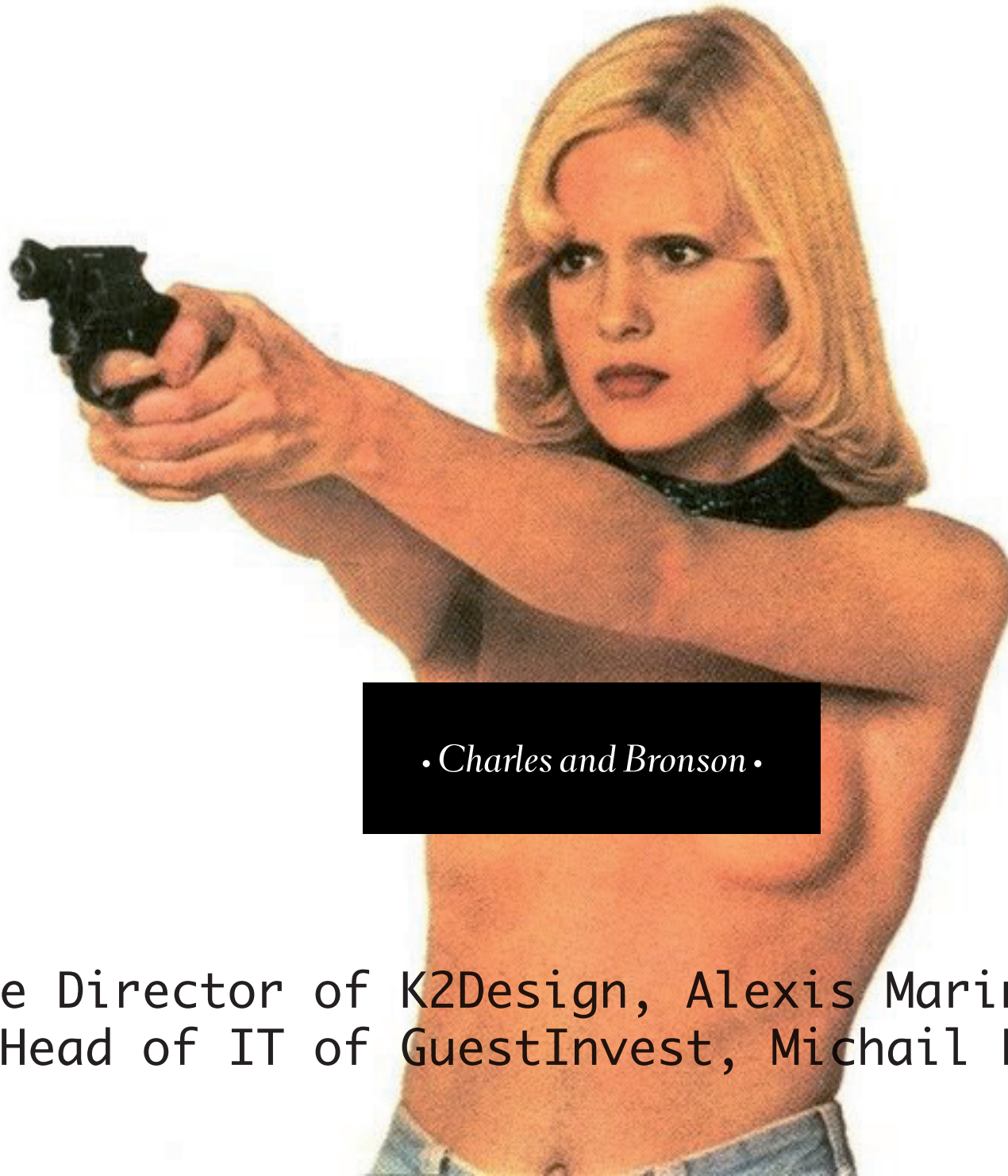"If you can't measure it,
then you can't improve it"

-Lord Kelvin

• *Charles and Bronson* •

Creative Director of K2Design, Alexis Marinis
Former Head of IT of GuestInvest, Michail Ballis

Did you know?

in 2010 human race created 800 exabytes of info (17billion 16G iPads)
from dawn till 2003 we created 5 exabytes - now every 2 days
by 2020 prediction - 53 zettabytes (53 trillion gigabytes)
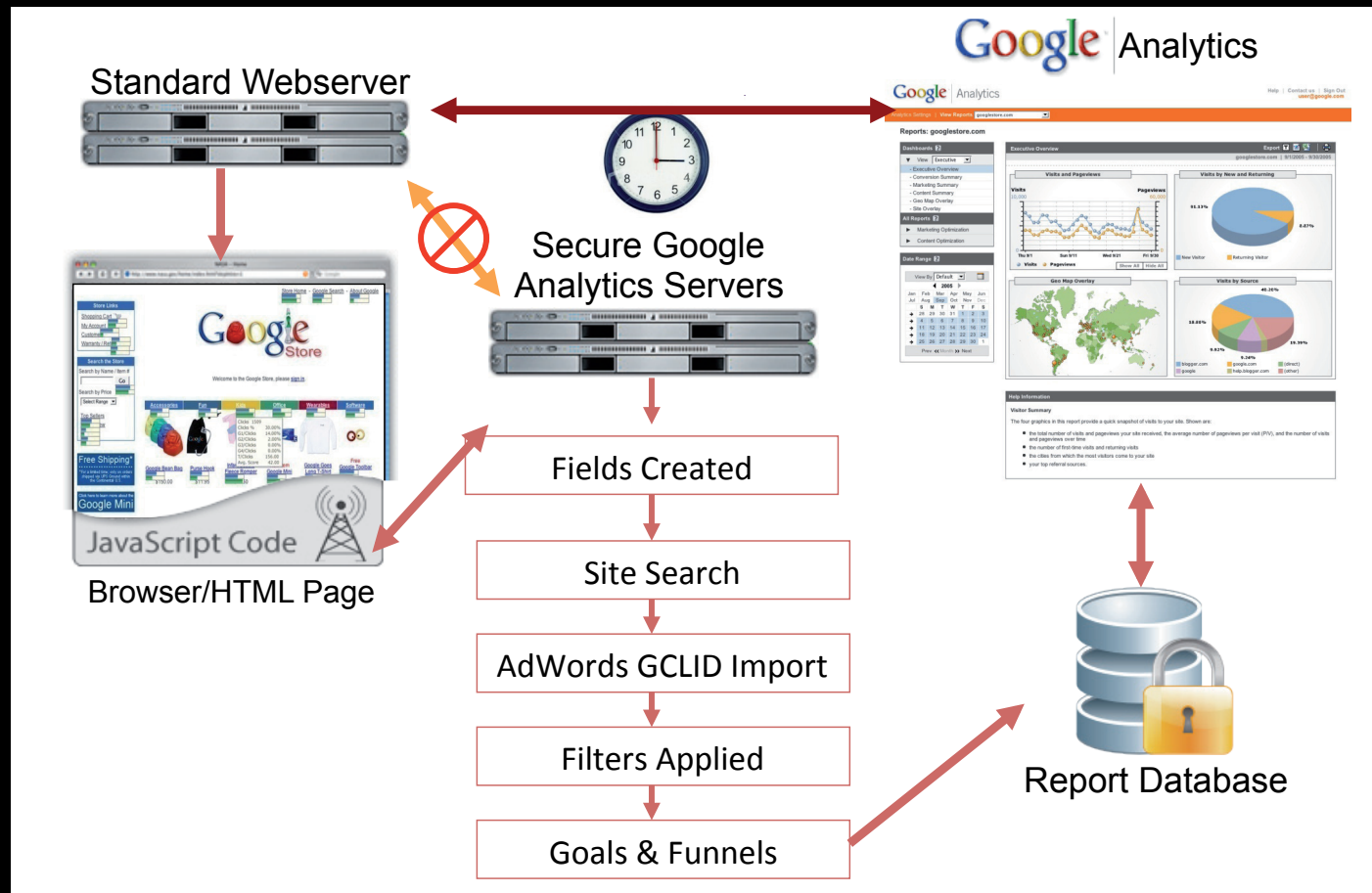
thinkquarterly.co.uk

Data is like food.

"We used to be calorie poor and now the problem is obesity.
We used to be data poor and now the problem is data obesity."

-Hal Varian (Chief Economist - Google)

The Google Analytics diet.

How Google Analytics works?

javascript and 1st party cookies

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

 var _gaq = _gaq || [];
 _gaq.push(['_setAccount', 'UA-XXXXX-X']);
 _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>
```

Tracking issues

CLIENT SIDE
1. Javascript disabled - visitors will not be tracked
2. Cookies deleted - appear as new visitors each time
3. Multiple browsers and computers - appear as new visitors each time

SERVER SIDE
1. Multiple domains
2. Subdomains
3. Redirects
4. Frames/iFrames
5. QueryString/Form based CMS
6. Rich Internet Applications sites (AJAX/Flash)

No 100% accuracy

ANALYTICS PACKAGES

Javascript based

Log file based

Cookie based

Uncertainty? Get over it.

Trends in data;
Art + Science

Define business objectives

Specify goals - to measure success

"Not using goals is a crime against humanity"
-Avinash Kaushik (Analytics Evangelist, Google)

Metrics and Key Performance Indicators should be tied to your objectives

Page views
Downloads
Contact form
Leads
Video views
E-Commerce transactions
Newsletter
RSS signups

E-commerce - Completed orders
product research
account signups
clicks to support

Blog - Feed subscribers
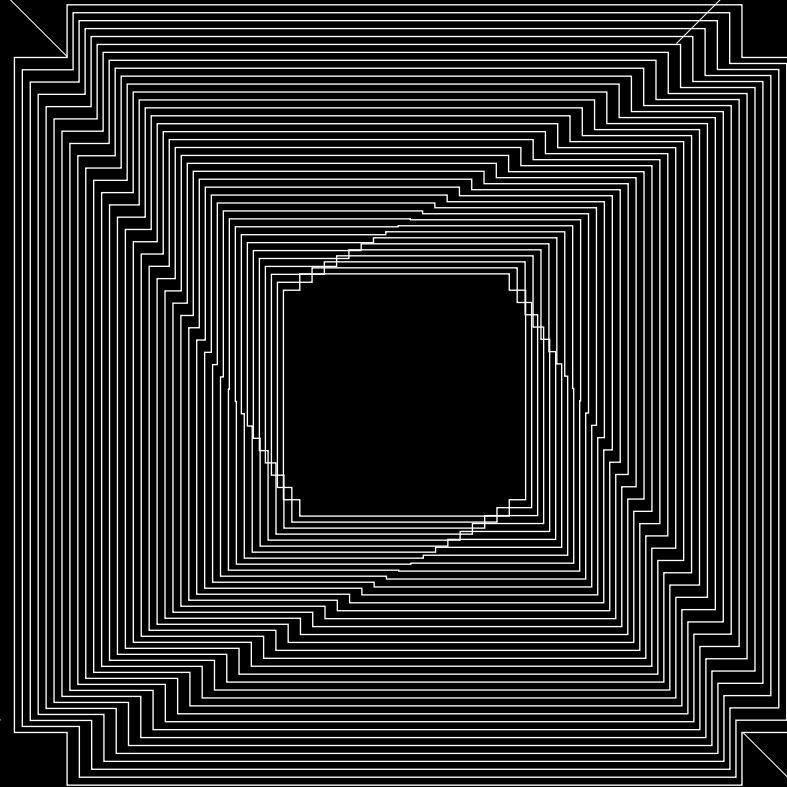visits with comment
ad clicks
uplift in clicks to main site

Non-profit - Visits with donations
volunteer signups
brochure downloads
visits to events pages

Content sharing - Visits with uploads
premium signups
pages/visit
referrals from twitter

Different Visits - Different Purpose

Standard reports

Goals & Funnels
E-commerce tracking

Adwords auto-tagging
Campaign Tracking Codes

Site search tracking
Event tracking

Tagging Links

Are my online advertising campaigns effectively and efficiently
accomplishing my objectives?

Which traffic sources generate the highest quality traffic?

Where should I invest more money? Less money?

Set up - Tagging links
5 variables can be added

-Source* - utm_source - website, e-newsletter, partner
-Medium* - utm_medium - cpc, banner, email, facebook
-Term - utm_term - keyword or phrase searched
-Content - utm_content - diffirentiate ads and creative testing
-Name* - utm_campaign - campaing name (i.e. "Winter Sale")

*Required

http://charlesandbronson.com

+

?utm_source=EDEE&utm_medium=pres&utm_campaign=GA

=

http://charlesandbronson.com/?utm_source=EDEE&utm_medium=pres&utm_campaign=GA
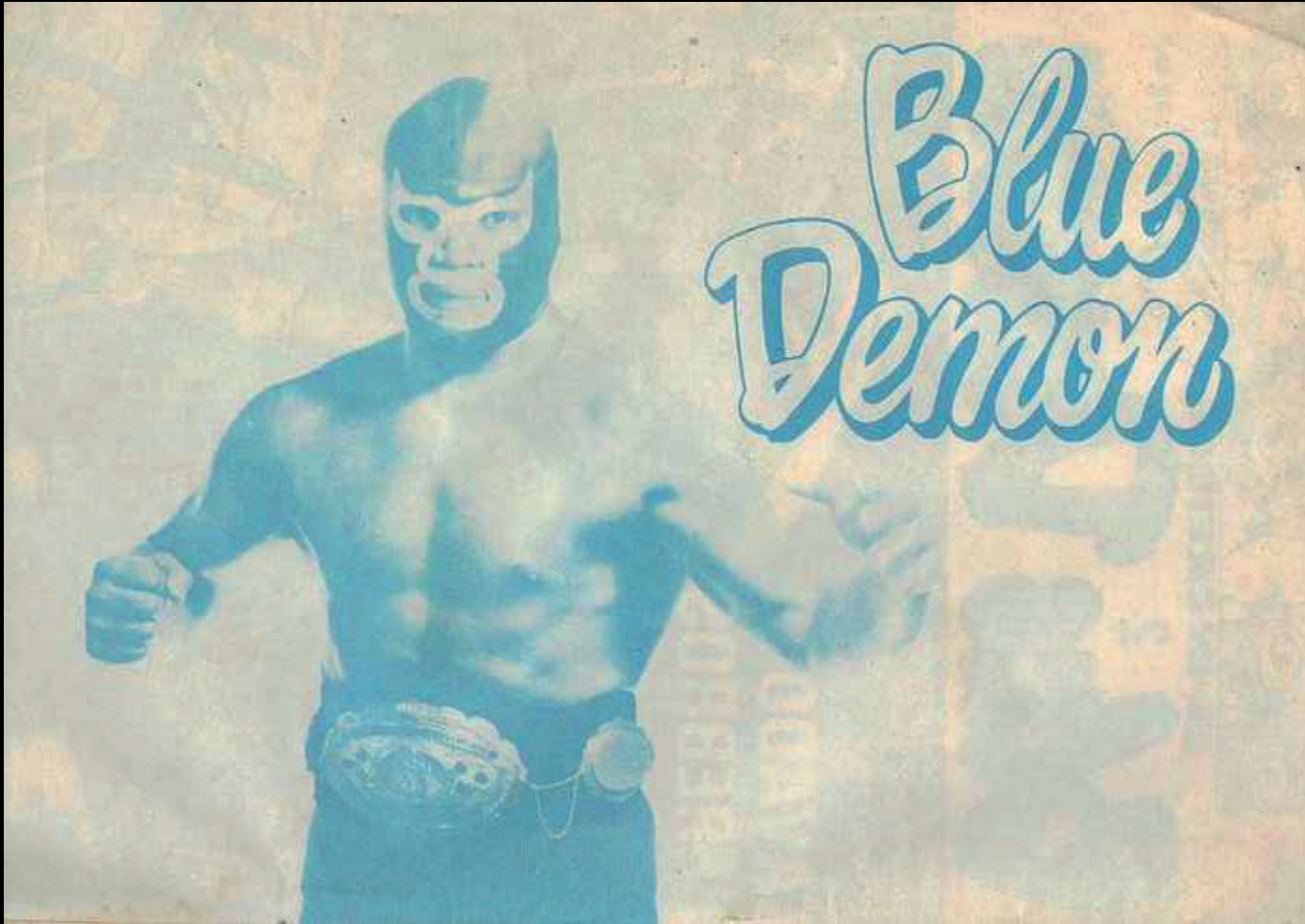
Advanced capabilities

Custom segmentation - Group visitors
Custom reporting - Slice and dice
Automated reporting - To your mailbox
Cross-Domain Tracking - Track multiple domains
Website Optimiser - A/B and Multivariate testing

any questions?

speak@charlesandbronson.com