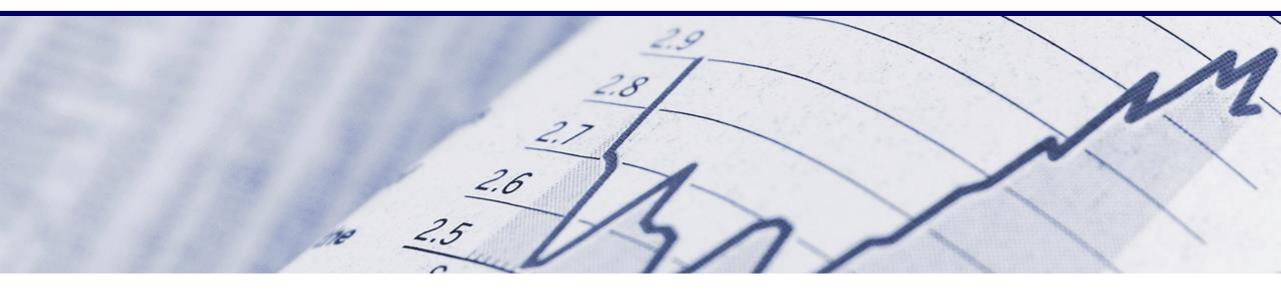
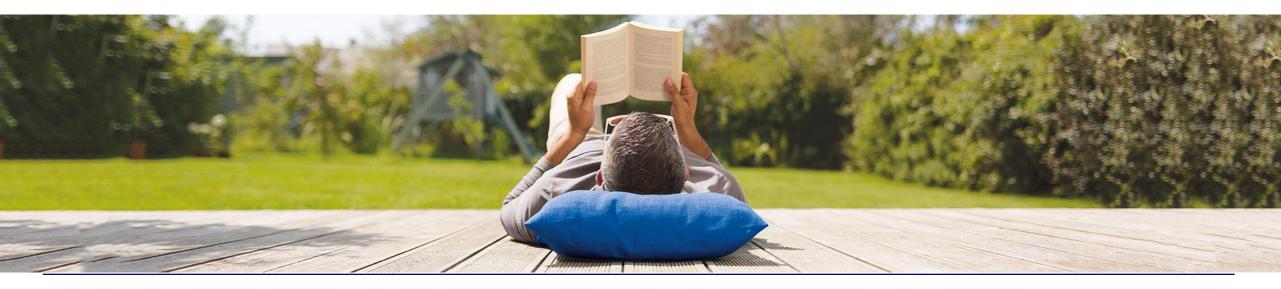


Google Analytics: Part two





AGENDA







- Reporting overview
- Setting up goals
- Creating a dashboard
- Summary







ZURICH[®]

Audience – Overview

earch reports & help	Sessions VS. Select a metric						Н	ourly Day Week Mo
	 Sessions 							
Shortcuts	12,000				A	- L - L - L - L - L - L - L - L - L - L		
ntelligence Events	6,000	www.www.	mmmmm	Manna Mannah	mymmy mmmm	www.www.hannahan	MunummumM	MMM MM
eal-Time	January 2014	-==-==-==-==-== July 20		January 2015	July 2015	January 2016	ল <u>ল</u> ল July 2016	January 2017
udience					•		New Visitor 📕 Return	ning Visitor
Overview			Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate 54.57%		
Active Users	4,366,494	2,468,808	12,137,032	2.78	00:02:17	04.07%		
Cohort Analysis BETA							44.1%	
Jser Explorer	% New Sessions							55.9%
 Demographics 	55.94%							
▶ Interests	And and a second se							
▶ Geo								
 Behavior 	Demographics			Language			Sessions	% Sessions
 Technology 	Language		Þ	1. en-us			2,427,180	55.59%
 Mobile 	Country			2. en-gb			1,051,505	24.08%
WODIE	City			3. en-ie			668,302	15.31%
L Oueteen				4. en			26,273	0.60%
	System							
Benchmarking	System Browser			5. pl			26,166	0.60%
Benchmarking				5. pl 6. nl				0.60%
▶ Benchmarking Users Flow	Browser						13,642	
▶ Benchmarking Users Flow	Browser Operating System			6. nl			13,642 10,342	0.31%
Custom Benchmarking Users Flow Acquisition Behavior	Browser Operating System Service Provider			6. nl 7. fr			13,642 10,342 9,529	0.31%

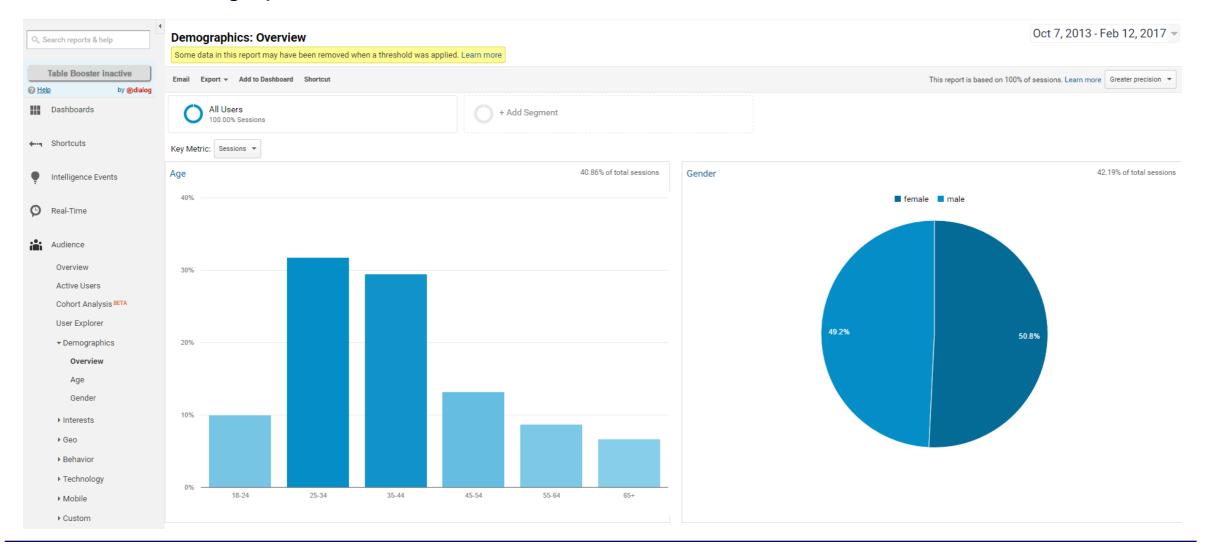


Audience – Demographics

č

Z

0



1.31%

Internet & Telecom/Email & Messaging



Audience – Interests

Q. Search reports & help	All Users 100.00% Sessions	+ Add Segment			
Table Booster inactive	Key Metric: Sessions 🔻				
Help by @dialog	Affinity Category (reach)		42.99% of total sessions	In-Market Segment	40.87% of total sessi
Dashboards	Finally outegoly (readily			in market beginent	
	4.52%	Travel Buffs		5.24%	Travel/Hotels & Accommodations
← Shortcuts	4.46%	Movie Lovers		3.86%	Employment
	4.32%	TV Lovers		3.37%	Real Estate/Residential Properties/Residential Properties (For Sale)
Intelligence Events	3.71%	News Junkies/Entertainment & Celebrity News Junkies		3.09%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
	3.36%	Technophiles		2.82%	Travel/Air Travel
Real-Time	3.23%	Sports Fans/Soccer Fans		2.63%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
	3.12%	News Junkies		2.56%	Real Estate/Residential Properties
Audience	2.94%	Music Lovers		2.05%	Real Estate/Residential Properties/Residential Properties (For Rent)
	2.69%	News Junkies/Political News Junkies		2.01%	Financial Services/Investment Services
Overview	2.44%	Home Decor Enthusiasts		1.84%	Dating Services
Active Users					
Cohort Analysis BETA			10 100 10 1		
User Explorer	Other Category		42.48% of total sessions		
▶ Demographics	3.62%	Arts & Entertainment/Celebrities & Entertainment News			
✓ Interests	3.36%	Sports/Team Sports/Soccer			
	3.00%	Arts & Entertainment/TV & Video/Online Video			
Overview	2.64%	Real Estate/Real Estate Listings			
Affinity Categories	2.48%	News/Newspapers			
In-Market Segments	2.31%	News/Sports News			
Other Categories	2.29%	Travel/Hotels & Accommodations			
▶ Geo	2.10%	News/Weather			
	1.98%	Travel/Air Travel			
▶ Behavior	1.31%	Internet & Telecom/Email & Messaging			

Technology

č

© Zuri



Audience – Geo

	▲ Search reports & help	Map Overlay Explorer
- ₂	search reports & help	Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce
	Activate Table Booster	Sessions 🔻
0 <u>He</u>	by @dialog	
***	Dashboards	
4	Shortcuts	
•	Intelligence Events	
Ģ	Real-Time	
iiii	Audience	
	Overview	
	Active Users	
	Cohort Analysis BETA	
	User Explorer	
	▶ Demographics	
	► Interests	
	▼ Geo	
	Language	
	Location	1 3,768,701



Audience – Geo

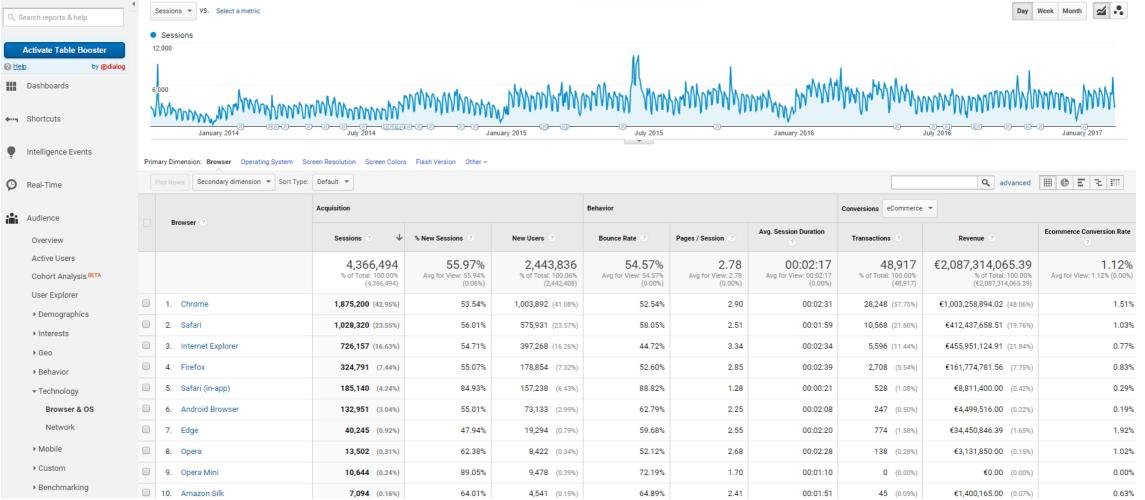
	Acquisition			Behavior			Conversions eCommerce	•	
Country ?	Sessions 🤉 🗸	% New Sessions ?	New Users ?	Bounce Rate	Pages / Session ?	Avg. Session Duration 🥐	Transactions	Revenue ?	Ecommerce Conversion Rate
	4,366,494 % of Total: 100.00% (4,366,494)	55.97% Avg for View: 55.94% (0.06%)	2,443,836 % of Total: 100.06% (2,442,408)	54.57% Avg for View: 54.57% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	48,917 % of Total: 100.00% (48,917)	€2,087,314,065.39 % of Total: 100.00% (€2,087,314,065.39)	1.12% Avg for View: 1.12% (0.00%)
1. 🚺 Ireland	3,768,701 (86.31%)	54.29%	2,045,964 (83.72%)	54.98%	2.78	00:02:19	45,126 (92.25%)	€1,837,989,651.41 (88.06%)	1.20%
2. 🗱 United Kingdom	207,475 (4.75%)	57.41%	119,117 (4.87%)	45.48%	3.15	00:02:34	2,092 (4.28%)	€123,817,318.20 (5.93%)	1.01%
3. 🔤 United States	71,157 (1.63%)	75.34%	53,608 (2.19%)	57.71%	2.41	00:01:38	343 (0.70%)	€30,007,541.59 (1.44%)	0.48%
4. 🚺 Belgium	54,063 (1.24%)	76.26%	41,227 (1.69%)	61.70%	2.18	00:01:17	66 (0.13%)	€3,444,000.00 (0.16%)	0.12%
5. 💶 India	33,067 (0.76%)	86.91%	28,738 (1.18%)	45.54%	2.79	00:01:40	29 (0.06%)	€332,850.00 (0.02%)	0.09%
6. (not set)	26,695 (0.61%)	58.36%	15,579 (0.64%)	46.98%	3.03	00:02:21	267 (0.55%)	€16,666,559.19 (0.80%)	1.00%
7. 🔳 Germany	21,695 (0.50%)	59.19%	12,842 (0.53%)	51.75%	2.86	00:02:20	188 (0.38%)	€12,668,925.00 (0.61%)	0.87%
8. 🚺 France	13,780 (0.32%)	64.16%	8,841 (0.36%)	54.56%	2.66	00:02:12	79 (0.16%)	€3,655,090.00 (0.18%)	0.57%
9. 📧 Spain	13,085 (0.30%)	58.74%	7,686 (0.31%)	54.94%	2.51	00:02:11	54 (0.11%)	€3,924,600.00 (0.19%)	0.41%
10. 🚍 Netherlands	12,607 (0.29%)	59.60%	7,514 (0.31%)	48.04%	3.12	00:02:14	103 (0.21%)	€8,992,200.00 (0.43%)	0.82%

Audience – Behaviour

🔍 Search reports & help	Frequency & Recency		Oct 7, 2013 - Feb 12, 2017
Table Booster inactive	Email Export - Add to Dashboard Shortcut		This report is based on 100% of sessions. Learn more Greater precision 💌
Help by @dialog Dashboards	All Users 100.00% Sessions	+ Add Segment	
	Distribution		
+ Shortcuts	Count of Sessions Days Since Last Session		
• Intelligence Events	Sessions 4,366,494		eviews 2,137,032
🕑 Real-Time	% of Total: 100.00% (4,366,494)		Total: 100.00% (12,137,032)
Audience	Count of Sessions	Sessions	Pageviews
	1	2,440,979	6,878,841
Overview	2	627,808	1,821,049
Active Users	3	297,793	880,175
Cohort Analysis BETA	4	178,453	518,837
User Explorer	5	120,700	345,286
▶ Demographics	6	87,825	246,934
▶ Interests	7	67,182	184,306
	8	53,221	144,271
▶ Geo	9-14	179,156	457,376
▼ Behavior	15-25	125,108	290,015
New vs Returning	26-50	94,185	195,955
Frequency & Recen	51-100	53,228	101,650
Engagement	101-200	25,359	47,461
▶ Technology	201+	15,497	24,876

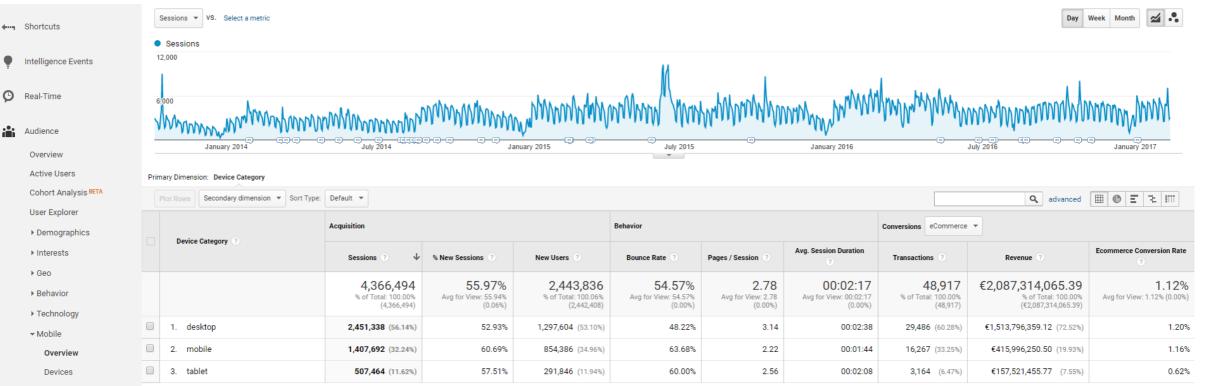


Audience – Technology



ZURICH

Audience – Mobile



▶ Custom

ţ



Show rows: 10 V Go to: 1 1 - 3 of 3 < >

Audience – Mobile

	Prin	nary Dimens	ion: Mobile Device Info Mobile Devic	e Branding Service Provider	Mobile Input Selector Ope	erating System 🛛 Other 👻						
		Plot Rows	Secondary dimension Sort Type	Default 🔻							Q advanced	
Intelligence Events				Acquisition			Behavior			Conversions eCommerce	• •	
🕑 Real-Time		Mobile	Device Info	Sessions 🕜 🛛 🗸	% New Sessions 🕜	New Users 🕜	Bounce Rate	Pages / Session	Avg. Session Duration 🕐	Transactions ?	Revenue	Ecommerce Conversion Rate
Audience Overview				1,913,662 % of Total: 43.83% (4,366,494)	59.87% Avg for View: 55.94% (7.03%)	1,145,662 % of Total: 46.91% (2,442,408)	62.71% Avg for View: 54.57% (14.91%)	2.31 Avg for View: 2.78 (-16.81%)	00:01:50 Avg for View: 00:02:17 (-19.62%)	19,404 % of Total: 39.67% (48,917)	€573,328,706.27 % of Total: 27.47% (€2,087,314,065.39)	1.01% Avg for View: 1.12% (-9.49%)
Active Users		1. Ap	ple iPhone	697,015 (36.42%)	63.49%	442,507 (38.62%)	65.58%	2.10	00:01:26	7,014 (36.15%)	€210,435,015.51 (36.70%)	1.01%
Cohort Analysis BETA		2. Ap	ple iPad	384,684 (20.10%)	58.42%	224,717 (19.61%)	59.25%	2.58	00:02:07	2,367 (12.20%)	€133,129,615.77 (23.22%)	0.62%
User Explorer		3. (no	ot set)	63,042 (3.29%)	64.09%	40,403 (3.53%)	61.46%	2.41	00:02:01	593 (3.06%)	€16,903,952.00 (2.95%)	0.94%
▶ Demographics		4. Sa	msung SM-G900F Galaxy S5	51,133 (2.67%)	55.70%	28,483 (2.49%)	59.91%	2.54	00:02:04	944 (4.86%)	€24,606,285.00 (4.29%)	1.85%
► Interests		5. Sa	msung GT-19505 Galaxy S IV	43,310 (2.26%)	55.87%	24,199 (2.11%)	58.39%	2.60	00:02:05	249 (1.28%)	€5,628,643.00 (0.98%)	0.57%
▶ Geo		6. Sa	msung SM-G920F Galaxy S6	37,821 (1.98%)	54.79%	20,723 (1.81%)	62.89%	2.34	00:01:54	945 (4.87%)	€30,232,513.00 (5.27%)	2.50%
 Behavior Technology 		7. Sa	msung GT-19300 Galaxy S III	18,360 (0.96%)	49.62%	9,110 (0.80%)	58.66%	2.37	00:02:38	25 (0.13%)	€71,000.00 (0.01%)	0.14%
✓ Mobile		8. HT	C M8 One M8	12,432 (0.65%)	55.23%	6,866 (0.60%)	58.92%	2.50	00:02:01	215 (1.11%)	€5,863,750.00 (1.02%)	1.73%
Overview		9. Sa	msung GT-19195 Galaxy S4 Mini	10,942 (0.57%)	55.91%	6,118 (0.53%)	60.61%	2.48	00:01:59	68 (0.35%)	€1,882,180.00 (0.33%)	0.62%
Devices		10. Mi	crosoft Windows RT Tablet	10,502 (0.55%)	51.70%	5,430 (0.47%)	64.94%	2.33	00:01:57	61 (0.31%)	€2,190,705.00 (0.38%)	0.58%

▶ Custom

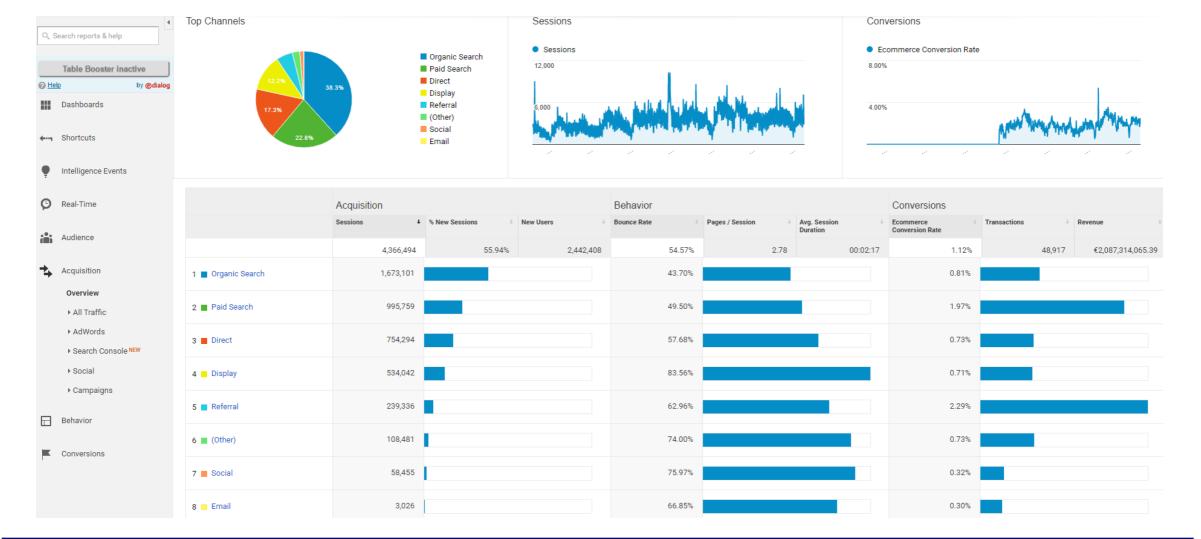
먹



Show rows: 10 🔻 Go to: 1 1 - 10 of 4566 < >



Acquisition – All Overview



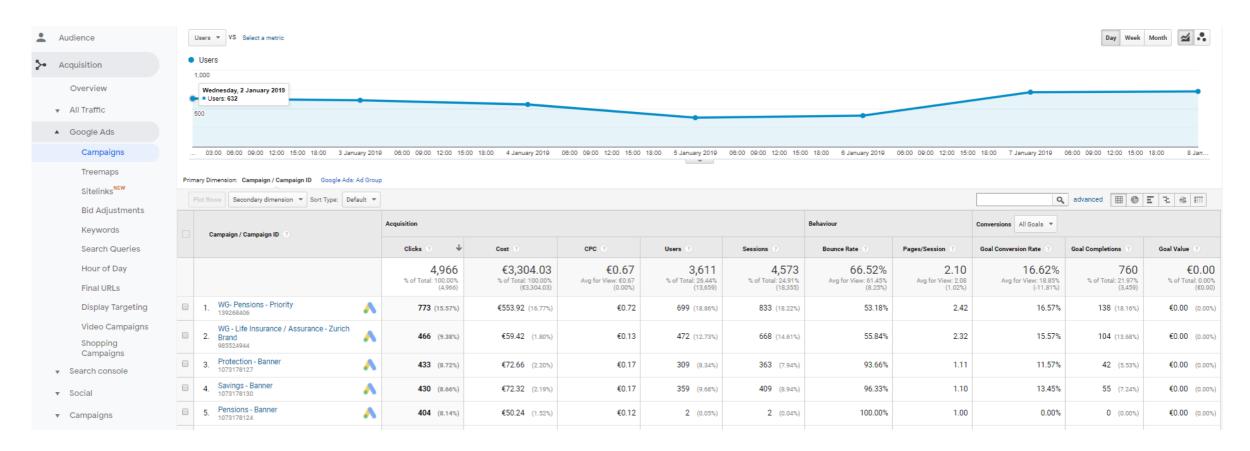


Acquisition – All Traffic

REPORTS		Users 💌 VS Select a metric								Day Wee	ek Month 🗹 🕄
Real-Time		Users									
Audience		4,000									
Acquisition		2,000									
Overview											
▲ All Traffic		. 03:00 06:00 09:00 12:00 15:00 18:00 3 Ja	anuary 2019 06:00 09:00 12:00	15:00 18:00 4 January 201	9 06:00 09:00 12:00 15:00	18:00 5 January 2019 06:00	09:00 12:00 15:00 18:00	6 January 2019 06:00 09:00	12:00 15:00 18:00 7 January 2	2019 06:00 09:00 12:00 15	:00 18:00 8 Jan
Channels	Prin	nary Dimension: Source/Medium Source Medium	Keyword Other 🕶								
Treemaps		Plot Rows Secondary dimension - Sort Type:	Default 👻							Q advanced) = 1 & m
Source/Medium			Acquisition			Behaviour			Conversions All Goals *		
Referrals		Source/Medium									a 141 0
			Users ? 🔶 🗸	New Users 🕜	Sessions (?)	Bounce Rate ?	Pages/Session (?)	Avg. Session Duration (?)	Goal Conversion Rate 🕐	Goal Completions (?)	Goal Value
▼ Search console			13,659 % of Total: 100.00% (13,659)	9,577 % of Total: 100.03% (9,574)	18,355 % of Total: 100.00% (18,355)	61.45% Avg for View: 61.45% (0.00%)	2.08 Avg for View: 2.08 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	18.85% Avg for View: 18.85% (0.00%)	3,459 % of Total: 100.00% (3,459)	€0.00 % of Total: 0.00% (€0.00)
▼ Social		1. google / organic	4,989 (36.00%)	3,675 (38.37%)	6,341 (34.55%)	62.40%	2.32	00:01:57	16.61%	1,053 (30.44%)	€0.00 (0.00%
 Campaigns 		2. (direct) / (none)	4,389 (31.67%)	2,695 (28.14%)	6,203 (33.79%)	54.73%	1.85	00:02:05	22.22%	1,378 (39.84%)	€0.00 (0.00%
Behaviour		3. google / cpc	3,611 (26.06%)	2,646 (27.63%)	4,573 (24.91%)	66.52%	2.10	00:01:14	16.62%	760 (21.97%)	€0.00 (0.00%
-		4. bing / organic	194 (1.40%)	126 (1.32%)	267 (1.45%)	57.68%	2.66	00:01:48	35.21%	94 (2.72%)	€0.00 (0.00%
Conversions		5. lion.ie / referral	128 (0.92%)	112 (1.17%)	137 (0.75%)	97.08%	1.07	00:00:09	10.95%	15 (0.43%)	€0.00 (0.00%
		6. moneycube.ie / referral	65 (0.47%)	43 (0.45%)	74 (0.40%)	68.92%	2.57	00:03:10	24.32%	18 (0.52%)	€0.00 (0.00%
Discover		7. campionins.com / referral	53 (0.38%)	51 (0.53%)	181 (0.99%)	79.01%	1.54	00:00:52	13.81%	25 (0.72%)	€0.00 (0.00%
-		8. pensionadvice.ie / referral	36 (0.26%)	31 (0.32%)	37 (0.20%)	75.68%	1.65	00:02:00	8.11%	3 (0.09%)	€0.00 (0.00%
🗘 Admin		9. quigley.ie / referral	35 (0.25%)	28 (0.29%)	41 (0.22%)	68.29%	1.46	00:01:46	12.20%	5 (0.14%)	€0.00 (0.00%)



Acquisition – AdWords



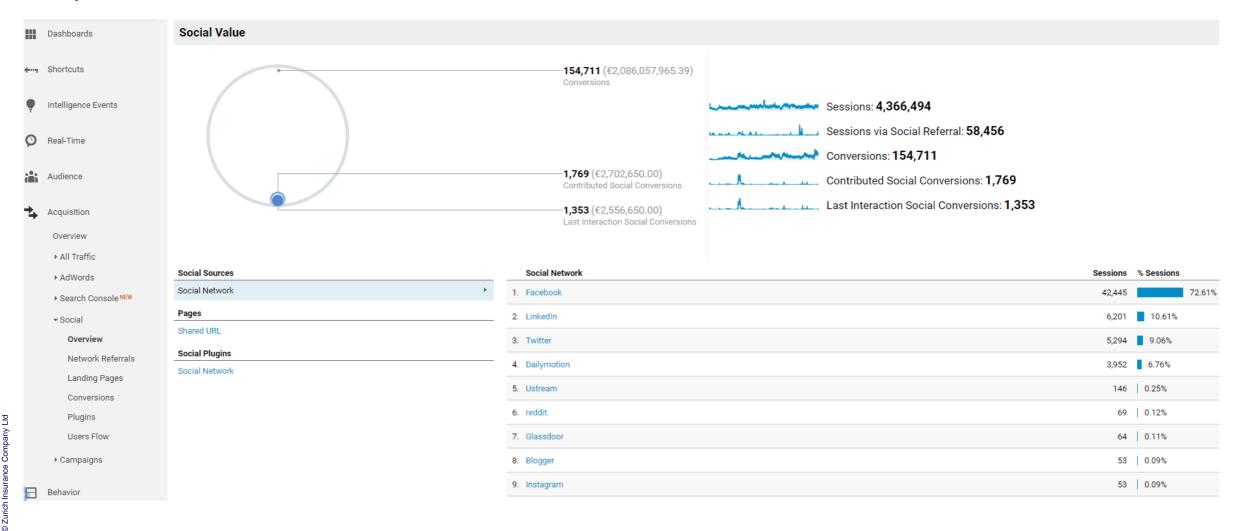
ZURICH[®]

Acquisition – Search Console

		Primary Dimension: Landing Page										
4	Shortcuts	Secondary dimension 👻										Q advanced
ę	Intelligence Events		Acquisition					Behavior		Conversions eComm	nerce 🔻	
Ø	Real-Time	Landing Page 🕜	Impressions ? \downarrow	Clicks (?)	CTR ?	Average Position	Sessions ?	Bounce Rate ③	Pages / Session	Transactions ?	Revenue	Ecommerce Conversion Rate ?
:	Audience		3,354,545 % of Total: 100.00% (3,354,545)	139,285 % of Total: 100.00% (139,285)	4.15% Avg for View: 4.15% (0.00%)	7.2 Avg for View: 7.2 (0.00%)	1,514,279 % of Total: 34.68% (4,366,494)	43.81% Avg for View: 54.57% (-19.72%)	3.30 Avg for View: 2.78 (18.70%)	12,404 % of Total: 25.36% (48,917)	€492,462,982.01 % of Total: 23.59% (€2,087,314,065.39)	0.82% Avg for View: 1.12% (-26.88%)
÷.	Acquisition	1.	388,616 (11.58%)	31,158 (22.37%)	8.02%	5.0	536,438 (35.43%)	37.49%	3.73	4,691 (37.82%)	€222,988,298.94 (45.28%)	0.87%
	Overview	2.	316,518 (9.44%)	10,407 (7.47%)	3.29%	9.0	37,842 (2.50%)	73.16%	1.77	148 (1.19%)	€29,375,687.02 (5.97%)	0.39%
	► All Traffic	3.	208,109 (6.20%)	10,441 (7.50%)	5.02%	3.1	56,514 (3.73%)	69.18%	1.97	111 (0.89%)	€5,586,739.74 (1.13%)	0.20%
	► AdWords	4.	162,762 (4.85%)	5,934 (4.26%)	3.65%	4.1	17,785 (1.17%)	23.68%	3.85	573 (4.62%)	€109,805,162.62 (22.30%)	3.22%
	✓ Search Console NEW	5.	90,713 (2.70%)	2,121 (1.52%)	2.34%	5.4	12,115 (0.80%)	53.81%	2.47	0 (0.00%)	€0.00 (0.00%)	0.00%
	Landing Pages	6.	68,006 (2.03%)	584 (0.42%)	0.86%	2.5	2,087 (0.14%)	61.04%	1.89	0 (0.00%)	€0.00 (0.00%)	0.00%
	Countries	7.	67,411 (2.01%)	4,609 (3.31%)	6.84%	13	54,501 (3.60%)	7.93%	6.91	0 (0.00%)	€0.00 (0.00%)	0.00%
	Devices Queries	8.	63,289 (1.89%)	2,541 (1.82%)	4.01%	7.5	7,332 (0.48%)	63.48%	1.95	37 (0.30%)	€73,874.24 (0.02%)	0.50%
	▶ Social	9.	58,245 (1.74%)	2,298 (1.65%)	3.95%	7.9	7,295 (0.48%)	49.36%	3.33	683 (5.51%)	€6,907,241.86 (1.40%)	9.36%
	▶ Campaigns	10.	55,823 (1.66%)	493 (0.35%)	0.88%	1.6	2,567 (0.17%)	18.00%	4.97	37 (0.30%)	€92,342.81 (0.02%)	1.44%



Acquisition – Social





Acquisition – Campaigns

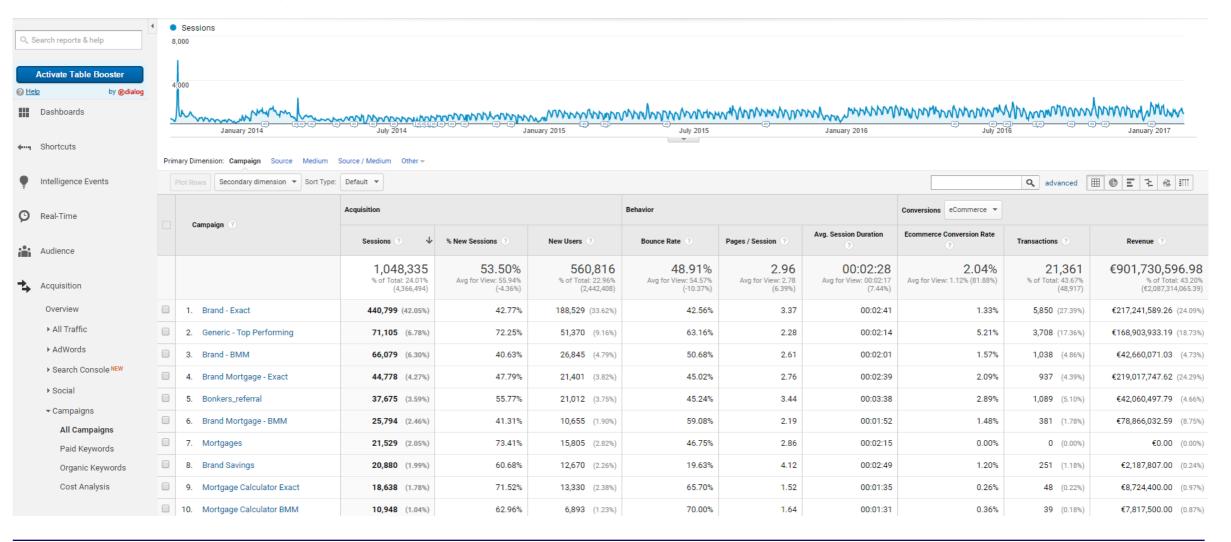
4

any

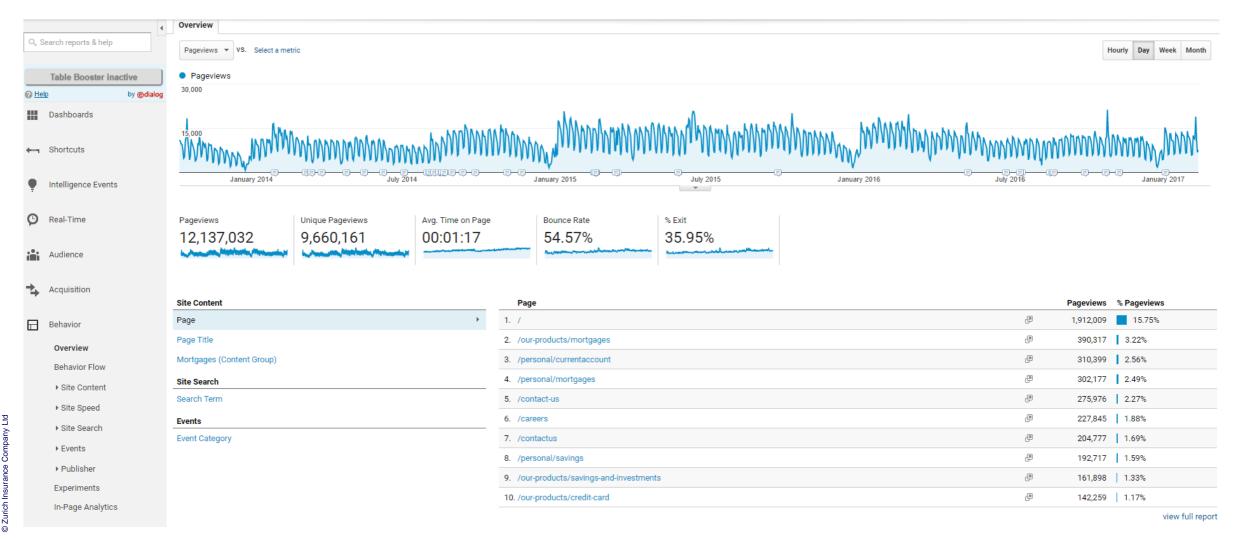
2

Zurich

0

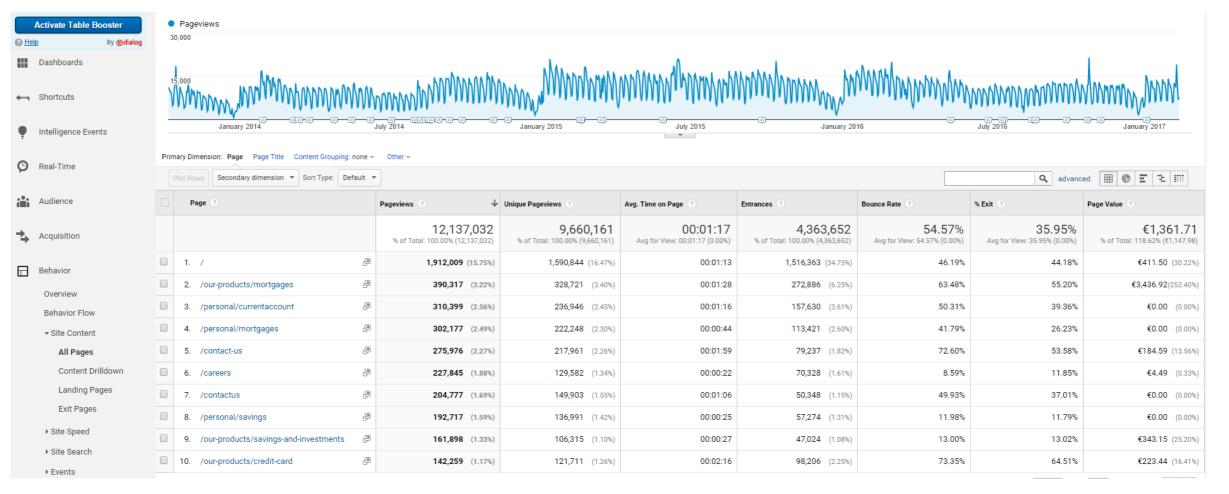


Behaviour – Overview



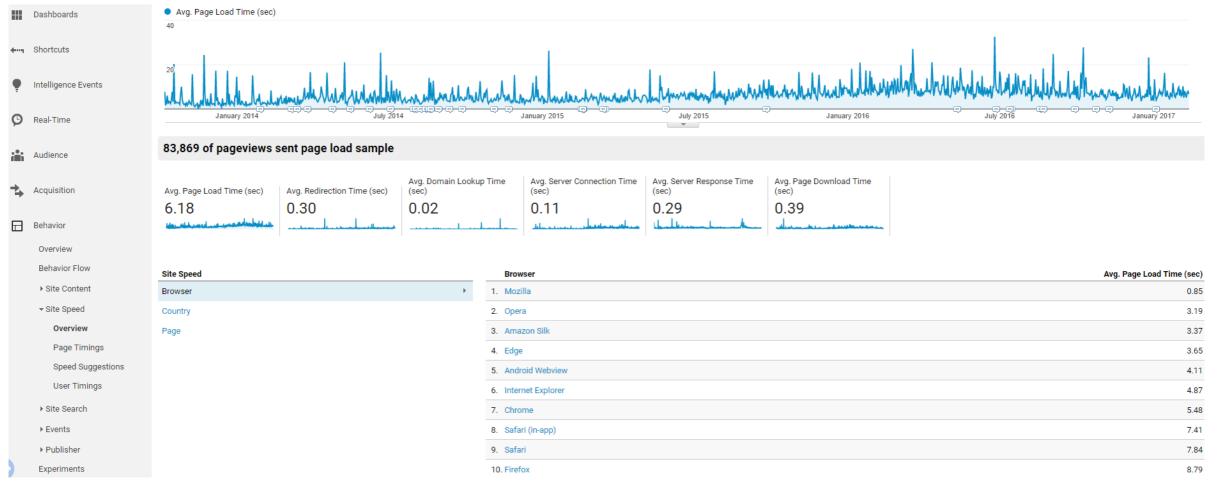
ZURICH[®]

Behaviour – Site Content



ZURICH

Behaviour – Site Speed



ZURICH

Ę



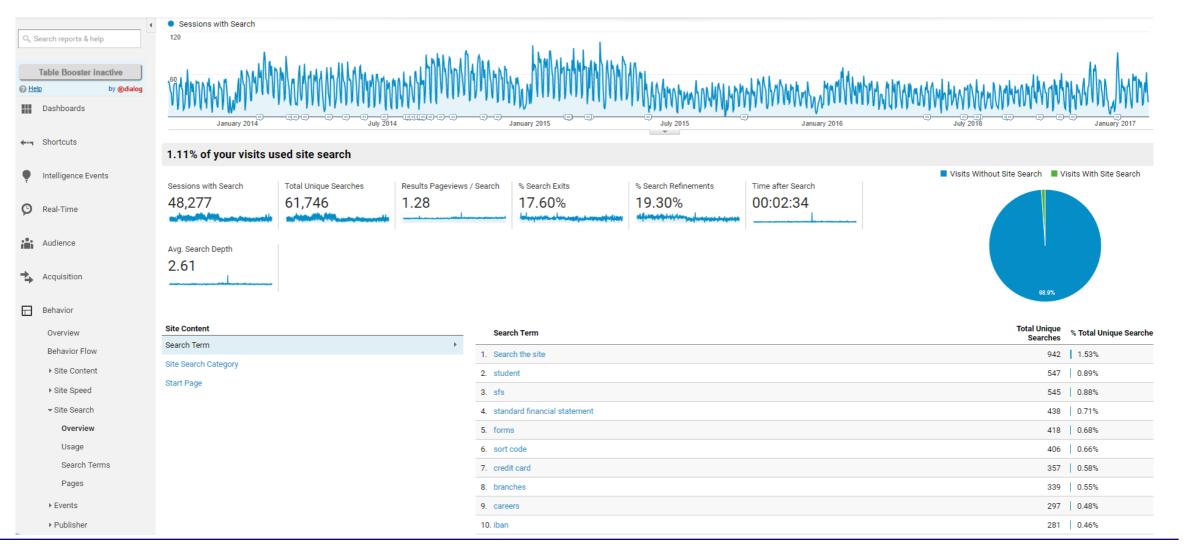
Behaviour – Page Timings

	Prin	hary Dimension: Page Page Title Content Grouping: none - Other -			
🕑 Real-Time		Secondary dimension 🔻 Sort Type: Default 💌			Q advanced Ⅲ I
Audience		Page	Pageviews 🔻 🗸	Avg. Page Load Time (sec) 🔻	(compared to site average)
Acquisition			12,137,032 % of Total: 100.00% (12,137,032)		6.18 Avg for View: 6.18 (0.00%)
	1.	7	1,912,009		30.53%
Behavior	2.	/our-products/mortgages 過	390,317		108.93%
Overview	3.	/personal/currentaccount	310,399	-13.39%	
Behavior Flow	4.	/personal/mortgages	302,177	-24.87%	
▶ Site Content	5.	/contact-us @	275,976		20.09%
✓ Site Speed	6.	/careers @	227,845	-22.37%	
Overview	7.	/contactus @	204,777	-18.67%	
Page Timings	8.	/personal/savings	192,717	-41.94%	
Speed Suggestions	9.	/our-products/savings-and-investments	161,898		5.78%
User Timings	10.	/our-products/credit-card @	142,259		161.98%
▶ Site Search				0.5	• Costo: 1 1, 10 of 99760

▶ Site Search

Show rows: 10 🔻 Go to: 1 1 - 10 of 88769 < >

Behaviour – Site Search





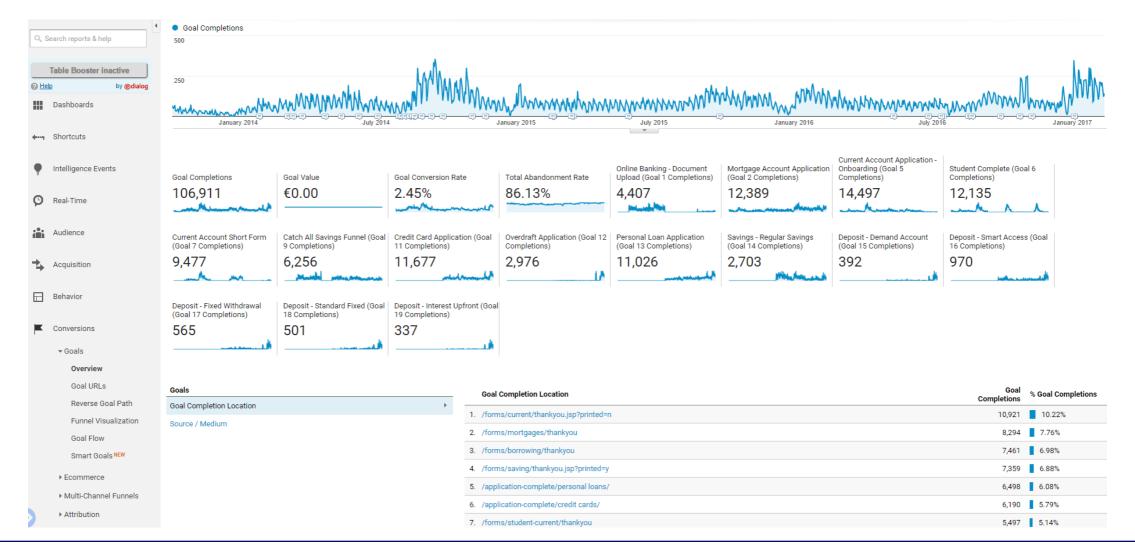
ZURICH[®]

Behaviour – Events

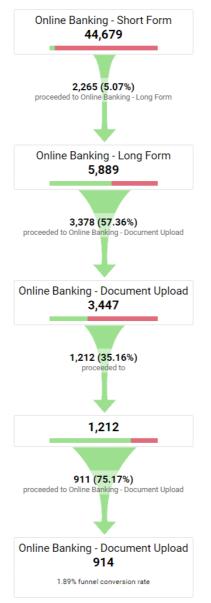
Search reports & help	Total Events 🔻 VS. Select a metric							Hourly Day Week Mo
,	 Total Events 							
Shortcuts	100,000					1		
Intelligence Events	50,000					Man Manalina	NMMmmWMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMM	hwww.hww
Real-Time	January 2014	چ ېد چېگرېگرېگد July 20	~~ [<u>]]]</u> * [*] 	January 2015	July 2015	January 2016	ு ு ு ர ர ர ர ர ர ர ர ர ர ர ர ர ர ர ர ர	January 2017
Audience			Event Value					
Acquisition		ue Events 130,446	51,763,944,94 0		Sessions with Event	Events / Session with Event 6.35		
		130,440	0	3,186.46	2,559,798	0.55		
Behavior	/Metaustaji	100,440		5,100.40	2,559,798			
Behavior Overview		100,440 //////		3,100.40	2,559,798	Markethered		
				Event Category	2,559,798	Markethered	Total Events	s % Total Events
Overview			•		2,559,798	Markethered	Total Events 10,362,707	
Overview Behavior Flow I Site Content	Top Events		• 1.	Event Category	2,559,798	Markethered	10,362,707	
Overview Behavior Flow I Site Content Site Speed	Top Events Event Category		1. 2.	Event Category Scroll Depth		Markethered	10,362,707 1,043,742	63.79%
Overview Behavior Flow > Site Content > Site Speed > Site Search	Top Events Event Category Event Action		1. 2. 3.	Event Category Scroll Depth Enhanced Ecommerce	2,559,798	Markethered	10,362,707 1,043,742 525,378	63.79%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events	Top Events Event Category Event Action		1. 2. 3. 4.	Event Category Scroll Depth Enhanced Ecommerce Calculator	2,559,798	Markethered	10,362,707 1,043,742 525,376 506,053	63.79% 6.43% 3.23%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events Overview	Top Events Event Category Event Action		1. 2. 3. 4. 5.	Event Category Scroll Depth Enhanced Ecommerce Calculator Online Banking		Markethered	10,362,707 1,043,742 525,378 506,053 348,745	63.799 6.43% 3.23% 3.12%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events Overview Top Events	Top Events Event Category Event Action		 1. 2. 3. 4. 5. 6. 	Event Category Scroll Depth Enhanced Ecommerce Calculator Online Banking Mortgage Calculator Button		Markethered	10,362,707 1,043,742 525,378 506,053 348,745 295,515	63.799 6.43% 3.23% 3.12% 5 2.15%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events Overview Top Events Pages	Top Events Event Category Event Action		1. 2. 3. 4. 5. 6. 7.	Event Category Scroll Depth Enhanced Ecommerce Calculator Online Banking Mortgage Calculator Button Contact Us		Markethered	10,362,707 1,043,742 525,378 506,053 348,745 295,515 230,768	63.79% 6.43% 3.23% 3.12% 2.15% 1.82%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events Overview Top Events Pages Events Flow	Top Events Event Category Event Action		 1. 2. 3. 4. 5. 6. 7. 8. 	Event Category Scroll Depth Enhanced Ecommerce Calculator Online Banking Mortgage Calculator Button Contact Us Form: /forms/borrowing/applic Call To action	cation.aspx	Markethered	10,362,707 1,043,742 525,378 506,053 348,745 295,518 230,768 225,932	63.79% 6.43% 3.23% 3.12% 2.15% 1.82% 1.42% 1.39%
Overview Behavior Flow • Site Content • Site Speed • Site Search • Events Overview Top Events Pages	Top Events Event Category Event Action		1. 2. 3. 4. 5. 6. 7. 8. 9.	Event Category Scroll Depth Enhanced Ecommerce Calculator Online Banking Mortgage Calculator Button Contact Us Form: /forms/borrowing/applic	cation.aspx	Markethered	10,362,707 1,043,742 525,378 506,053 348,745 295,515 230,768 225,932 157,106	63.79% 6.43% 3.23% 3.12% 1.12% 1.42%

ZURICH[®]

Goals - Overview



Goals – Funnel Visualisation







Multi-Channel Funnels – Top Conversion Paths

←… Shortcuts	Conversions	Conversion Value		
Intelligence Events	52,401 % of Total: 33.87% (154,711)			
	Primary Dimension: MCF Channel Grouping Path Default Channel Grouping Path Source/Medium Path Source Path Medium Path	Other + Channel Groupings +		
🕑 Real-Time	Secondary dimension 🔻			Q advanced Ⅲ ● Ξ ΞΪΪΪ
Audience	MCF Channel Grouping Path 🕜	Conversio	ons 🕐 🗸 🤟	Conversion Value
.	1. Paid Search × 2		4,695 (8.96%)	€69,425,588.21
Acquisition	2. Organic Search Direct		4,371 (8.34%)	€62,409,938.50
Behavior	3. Direct × 2		3,098 (5.91%)	€43,229,769.41
Conversions	4. Paid Search Direct		2,179 (4.16%)	€32,817,584.90
▶ Goals	5. Paid Search Organic Search		2,022 (3.86%)	€21,426,631.44
► Ecommerce	6. Organic Search × 2		2,008 (3.83%)	€14,804,655.00
✓ Multi-Channel Funnels Overview	7. Organic Search Paid Search		1,606 (3.06%)	€26,069,110.00
Assisted Conversions	8. Organic Search Referral		1,265 (2.41%)	€2,225,200.00
Top Conversion Paths	9. Paid Search Referral		1,202 (2.29%)	€1,300,248.42
Time Lag Path Length	10. Organic Search Direct × 2		1,163 (2.22%)	€12,196,805.00







What are goals?

- Goals are actions visitors can perform on our site that we value
- They are often split into 2 sections:
 - Micro conversion/goal a small step on the path of a visitor towards your primary conversion goal (usually called a macro conversion)
 - Macro conversion/goal primary action we want users to perform (transaction for ecommerce site, becoming a lead for lead gen sites)
- Crucial for performance evaluation



Goal types in Google Analytics

- Destination (visiting a certain page triggers a goal)
- Duration (session duration over a certain point triggers a goal)
- Pages per Session (number of pages viewed during a single session triggers a goal)
- Event (triggered when specific events are recorded)
- Smart Goal (automatic goal based on machine learning algorithms)

Destination goal

- Go to Admin / Goals
- Click '+ NEW GOAL'
- Choose a 'Custom' goal
- Click 'Continue'

	View + Create View	
		Goal setup
		○ Template
+	View Settings	Select a template to start with a pre-filled configuration
	User Management	Smart Goal Smart Goal not available. Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. Learn more
	Goals	Custom
	Content Grouping	
	Y Filters	Continue
	the channel Settings	Goal description Edit Name: Destination goal Goal type: Destination
	Ecommerce Settings	Goal details Edit
	Dd Calculated Metrics BETA	Cancel
	PERSONAL TOOLS & ASSETS	
	≓ ≣ Segments	
	Annotations	
	Attribution Models	
	Custom Channel Grouping BET.	
	Custom Alerts	
	Scheduled Emails	

Q

A

+

()

-

≻

0

10



Destination goal

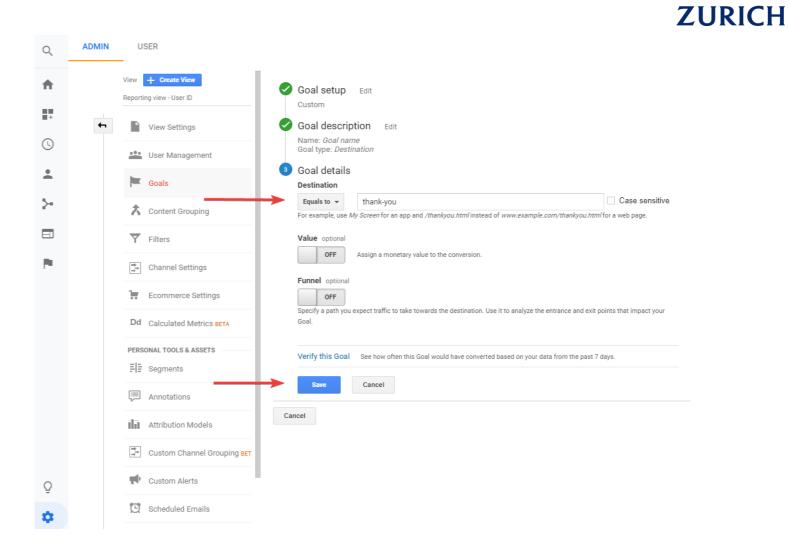
- Choose the name
- Choose 'Destination'
- Click 'Continue'

ADMIN	USER	
	View + Create View Reporting view - User ID	Goal setup Edit Custom
4	View Settings	2 Goal description
	User Management	Name Destination goal
	Goals	Goal slot ID
	Content Grouping	Goal Id 1 / Goal Set 1 🔻
	Y Filters	Destination ex: thanks.html
	Channel Settings	Duration ex: 5 minutes or more Pages/Screens per session ex: 3 pages
	Ecommerce Settings	Event ex: played a video Smart Goal _ Smart Goal not available.
	Dd Calculated Metrics BETA	Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. Learn more
	PERSONAL TOOLS & ASSETS	Continue Cancel
	EIE Segments	Goal details Edit
	Annotations	
	Attribution Models	Cancel
	Custom Channel Grouping BET.	
	Custom Alerts	
	Scheduled Emails	

Destination goal

• Input the destination page

• Click 'Save'



Destination goal

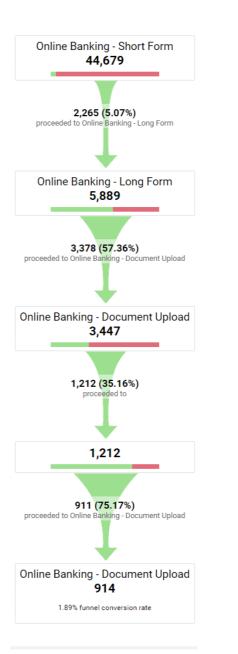
- Funnel option allows us to track steps prior to the destination page
- We can see where people drop off

Q	ADMIN	USER						
ŧ		View + Create View TCS - Reporting View	Goal description Edit					
+	4	View Settings	Goal type: Destination					
()		2 User Management	Goal details Destination					
•		Goals	Regular expression ▼ \/checkout\/than For example, use My Screen for an app and /thankyou	,	for a web page.			
>-		Content Grouping	Value optional					
		T Filters	OFF Assign a monetary value to the conversion.					
		🚔 Channel Settings	Use an app screen name string or a web page URL for					
		Ecommerce Settings	instead of www.example.com/thankyou.html for a w		and <i>rinankyou.num</i>			
		Dd Calculated Metrics BETA	Step Name	Screen/Page	Required?			
		Calculated Metrics BETA	1 Product	.*\/products\/.*	NO			
		PERSONAL TOOLS & ASSETS	2 Cart	Vcart				
		≓ ≣ Segments	3 Contact Information	\/checkout\/contact_information				
			Shipping Method	\/checkout\/shipping	8			
		Annotations	5 Payment Method	\/checkout\/payment	8			
		Attribution Models	6 Processing	\/checkout\/processing	8			
		Custom Channel Grouping BET.	+ Add another Step					
		Gustom channel Grouping BEL						
Q		Custom Alerts	Verify this Goal See how often this Goal would	have converted based on your data from the past 7	days.			
\$		Scheduled Emails	Save					



Destination goal

- Funnel option allows us to track steps prior to the destination page
- We can see where people drop off







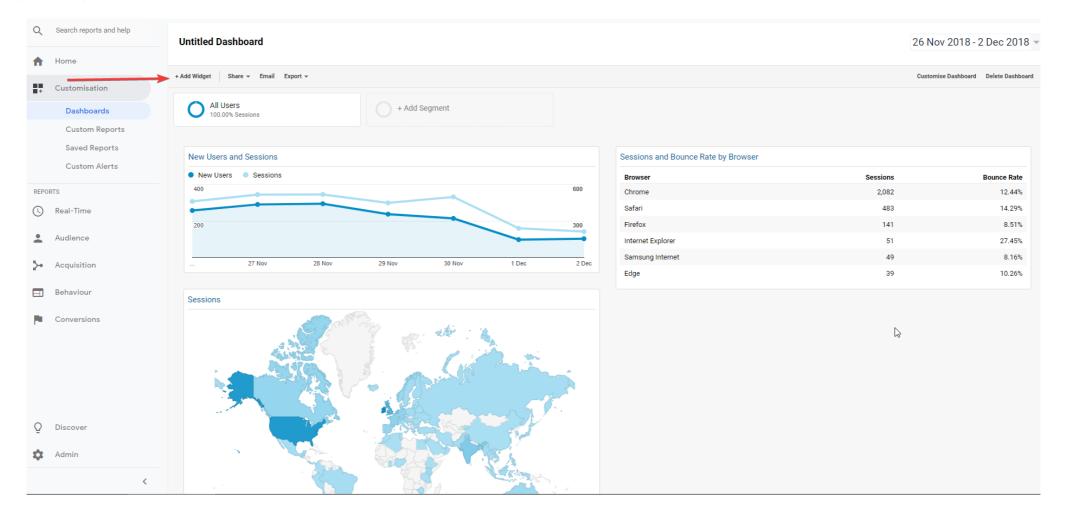




	Analytics Reporting	™ Playground g view - User ID →				<i></i> :: 0	: 🌖
Q	Q Search reports and help See your audiences, acquisitions and behaviors visualized in a brand new way. Try Google Data Studio now!						
A	Home	Dashboards					
	Customization	СПЕАТЕ		A	I Shared Private	Q, Search	
	Dashboards	Name	Creation Date	Туре			
	Custom Reports	There is no data for this view.					
	Saved Reports				Show rows	10 - 0 of	0 < >
	Custom Alerts						
REPORTS							
(L)	Real-Time Section 2018 Google Analytics Home Terms of Service Privacy Policy Send Feedback						
•	Audience						
≻	Acquisition						
	Behavior						
1	Conversions						
Q	Discover						
\$	Admin						
	<						

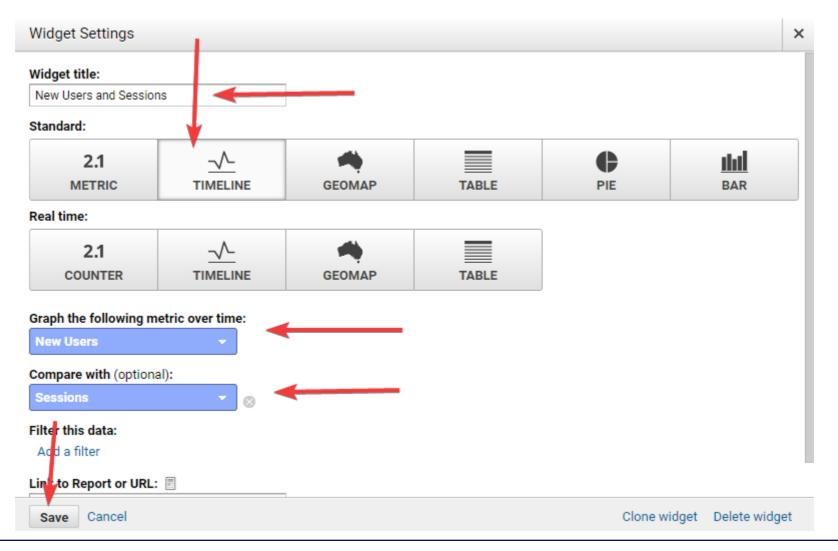


Adding widgets



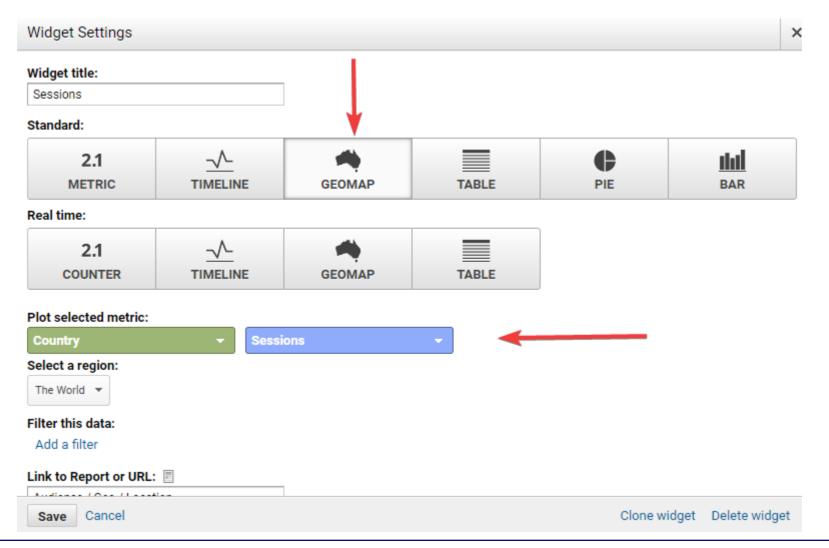


Widgets – Timeline



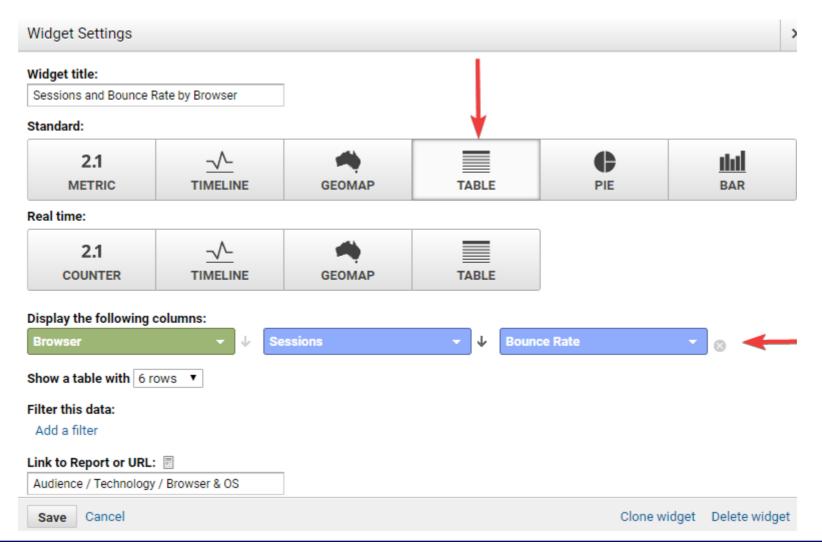


Widgets – Geomap



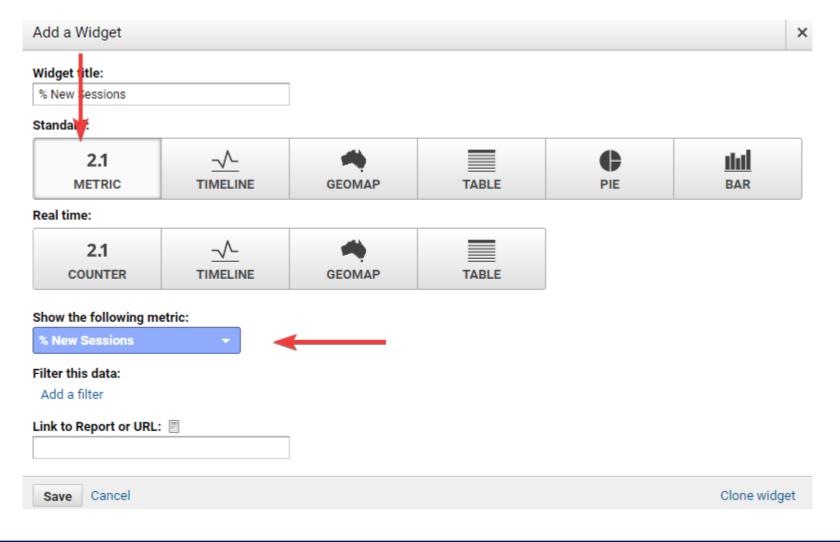


Widgets – Table





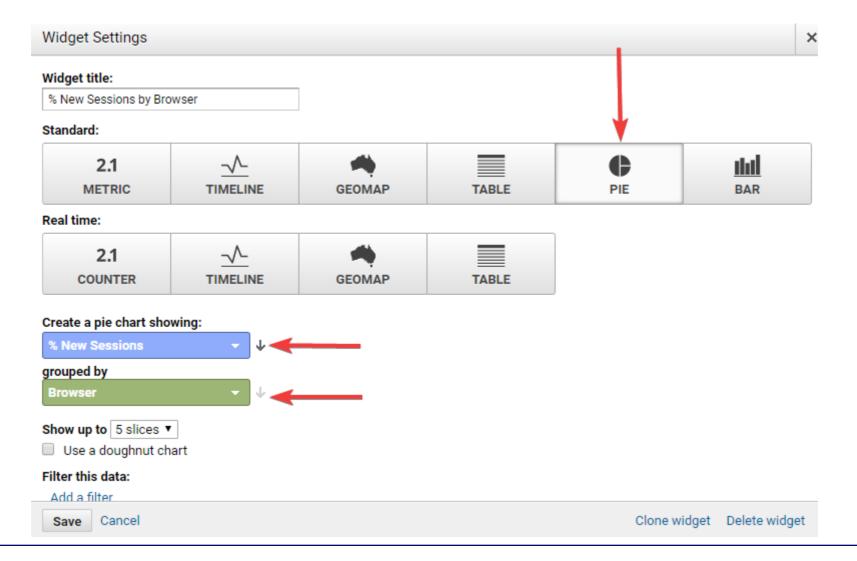
Widgets – Metric



0



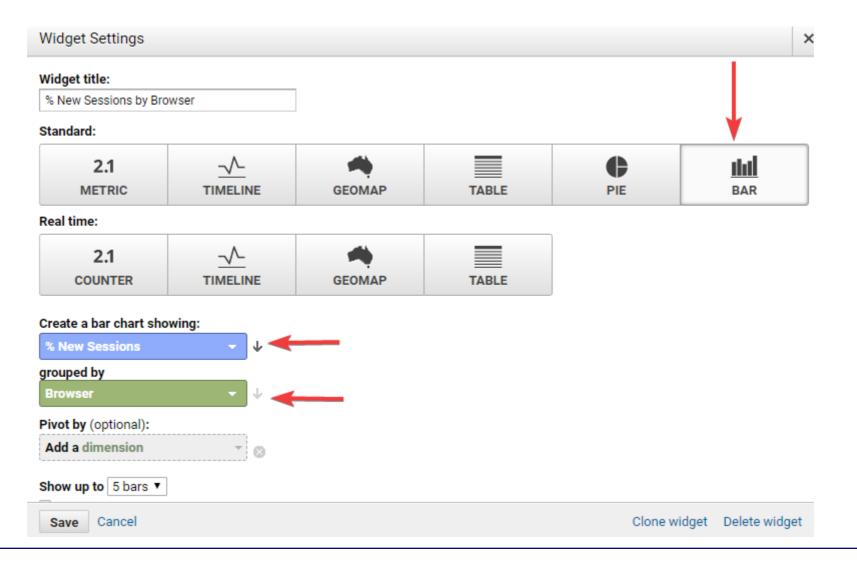
Widgets – Pie



0



Widgets – Bar





SUMMARY





Key Takeaways

• Analytics allows you to track important actions on your website

• Consequently, you can make educated decisions about your business

- Setting up goals is very important
- There are lots of dashboards that can be set up to make it easier and quicker to digest the information



Thank you