

Increasing marketing efficiency with Google Analytics

Table of content:

Advertising and analytics market, its players.

Main concepts. The functioning principles of Google Analytics

Administrator area. Reviewing Google Analytics Settings: accounts, properties, views.

Administration of users, creating new profiles, using main data filters.

- Practical task: Creating profile. Application of basic filters

Standard reports. Review of main reports: Audience, Acquisition, behaviour. Who are our visitors, where they come from, what are they doing in the website.

- Practical task: Brief analysis of users: returning versus new visitors, efficiency of media sources, popular pages of website.

Goals and ecommerce. Observing and evaluating user activities- possibilities of setting and using goals, defining goals and their preview, extended goal statistics: Funnels and Goal flow. Ecommerce settings, defining indicators and their preview.

- Practical task: Set the Goal

Channels and their interconnections. Multichannel funnels statistics shows the interplay among different sources of user flows. Concept of Assisted conversions. Channels with different aims: for increasing awareness or generating conversions (i.e. branding versus performance)

- Practical task: Setting assisted conversions and their analysis

Management of flow sources. Analysis of the performance principles of the flow, reflection of different marketing activities in statistics, effective separation and identification of necessary data. Defining links to different flow sources.

- Practical task: Setting strategy for link definition for the sample advertising campaign

Reporting. Exporting different reports, creating additional segmenting for data, making adjusted reports according to own purposes, configuring Dashboards. Data export. "Advanced segments"- additional extended segmentation of data. Functions of Custom reports and Dashboards. Presenting important data in one place.

- Practical task: Creating Segment, adjusted Custom report, and Dashboard

Some data about Google activities

Advertising and analytics market, its players.

Market participation features:

The capacity of visibility in the market can be evaluated by the speed of acquiring customers. It took different time for acquiring the same number of 80 mln customers for various can be attractive as advertising channels, namely :

- Facebook – 3 years
- Twitter- 4 years
- Google – several months. The social network Google+ has about 4 billion users (80% of them are not active 😊 but they can be addressed by companies here.

The main formal indicator for improvement in the advertising activities CPA (clicks per ad). The maximum profitable CPA shows how much more is it worth investing in advertising.

In Lithuania the Google analytics and Google Adwords market participants:

- Digital Academy
- Google partners
- Advertising agencies

In USA – Digital Analytics Association

Digital Academy (LT) provides learning courses- 4 specialists are currently employed as trainers. However the self-learning package is available as well. One of the goals for learning is certification. Priority area for training is Google Adwords (paid advertising platform).

The Advertising agencies specialize in reporting. The current return on investment ROI to advertising market is evaluated as 1.45 USD return for 1 USD invested. The agencies take about 10-20% for their work. They also can take responsibility to pay to Google on behalf of the company (by meeting payment system of Google), and then regularly charge the company for full service. On the other hand if the advertising agency is small and it does not have sufficient turnover, the advertising payment to Google directly is transferred to the company. The VAT tax is applied. Recently in LT there are about 34 agencies.

The organizations can do their analytics and advertising with Google platforms by themselves as well.

Payment to Google has threshold principle (automatic payment): either 30 days or limit threshold “stairways” (depending which is achieved quicker). The threshold means that the payment is made by fixed sums: first balance to be covered is 50 USD (or EUR by choice of company). The money should be assigned in the account. If the money is missing the campaign will stop and after replenishment company should initiate payment and pay a little more. Then the threshold value can be set as 100, 200, 300 or 500 USD (or 30 days condition remains).

Professional specialists seek for certification. In LT their number is increasing: in the beginning of 2014 there were only 4 certified specialists, and on January 1, 2015 – there were 101 certified specialists.

The learning opportunity for student is participation in Google Online Marketing challenge (GOMC). Total duration in international challenge is approx. 5 weeks. Advertising budget awarded by Google is 250 USD, real company (business or non-profit) is advertised online by Google Adwords for 3 weeks)

Certification:

Different certificates for Google Analytics and Google Adwords.

The certification for Google partners is free. Register www.google.com/partners
For certification you need to answer 70 questions during 80 minutes with 80% correct answers. The form of awarding certificate is the online link. Certificate is valid for 18 months.

The Google certification:

- AdWords certified professional certificate is awarded for passing 2 of the AdWords certification exams— the AdWords Fundamentals exam and one of the following: Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, or Shopping Advertising.
- Analytics certified:
https://www.google.com/partners/#p_overview
https://www.google.com/partners/#p_analyticscertification
Exam study guide : Use these video courses provided by the Google Analytics Academy to help you study for the Google Analytics Individual Qualification Exam
CONTINUE READING: Digital Analytics Fundamentals (provided by GOMC)

Main concepts. The functioning principles of Google Analytics

The Website can be tracked by Google analytics tool. In order to start tracking the website should be registered in Google analytics account of the analyst (he can have up to 100 accounts) and the tracking code should be embedded into the website itself. There are several ways of embedding tracking code depending on the website design technology (either insert generated code number to blogger, or insert html code to each webpage, or insert code to template for php pages).

The **website** tracking is just one option- other data, such as **PC java script, mobile presence, POS, data import from door cards, credit cards, vending machines** can be tracked as well.

The Google analytic tracking starts from the moment of registering. The Standard analysis and reports is readily available, and custom reports can be made by analyst – all reports start collecting data only from the moment of setting particular request without rearrangement of historical info, and without recovery possibility in case of deleting it. The analytic settings are processed in separate Views (up to 25). Each view can have different filters and settings. One View should always contain full statistical data.

Administrator area. Reviewing Google Analytics Settings: accounts, properties, views.

Administration of users, creating new profiles, using main data filters.

- Practical task: Creating profile. Application of basic filters
 1. Observe settings of the profile: Account, Property, View.
 2. Leave standard view and create new view (MyFilter) for filtered information
 3. Attach new user to the account level and the view level
 4. See the main menu of standard accounts:
 5. HOME menu- Left side menu board: nine menu items. Google is constantly changing the functions.

The newest ones and most efficient are:

- a. Dashboard (selection of statistics for constant monitoring)
- b. Shortcuts (the path of all steps which were needed to create custom report are memorized as one –click link) for future immediate report generating
- c. Intelligence (Events) – automated Google service showing unusual rare occurrences (especially useful for mobile), good place to start analysis.
- d. Real-time statistics. General lag for Google analytics statistics is 18-48 hours, Paid analytics 1-2 hours lag.

The classical menu items are:

- e. Audience

- f. Acquisition
- g. Behaviour
- h. Conversions – goals,
- i. Ecommerce

All the menu items have submenus, filtering possibilities, graphical visualisation, standard set of evaluation metrics and their extended selection.

Standard reports. Review of main reports: Audience, Acquisition, Behaviour. Who are our visitors, where they come from, what they are doing in the website.

- Practical task: Brief analysis of users: returning versus new visitors, efficiency of media sources, popular pages of website.

Goals and ecommerce. Observing and evaluating user activities- possibilities of setting and using goals, defining goals and their preview, extended goal statistics: Funnels and Goal flow. Ecommerce settings, defining indicators and their preview.

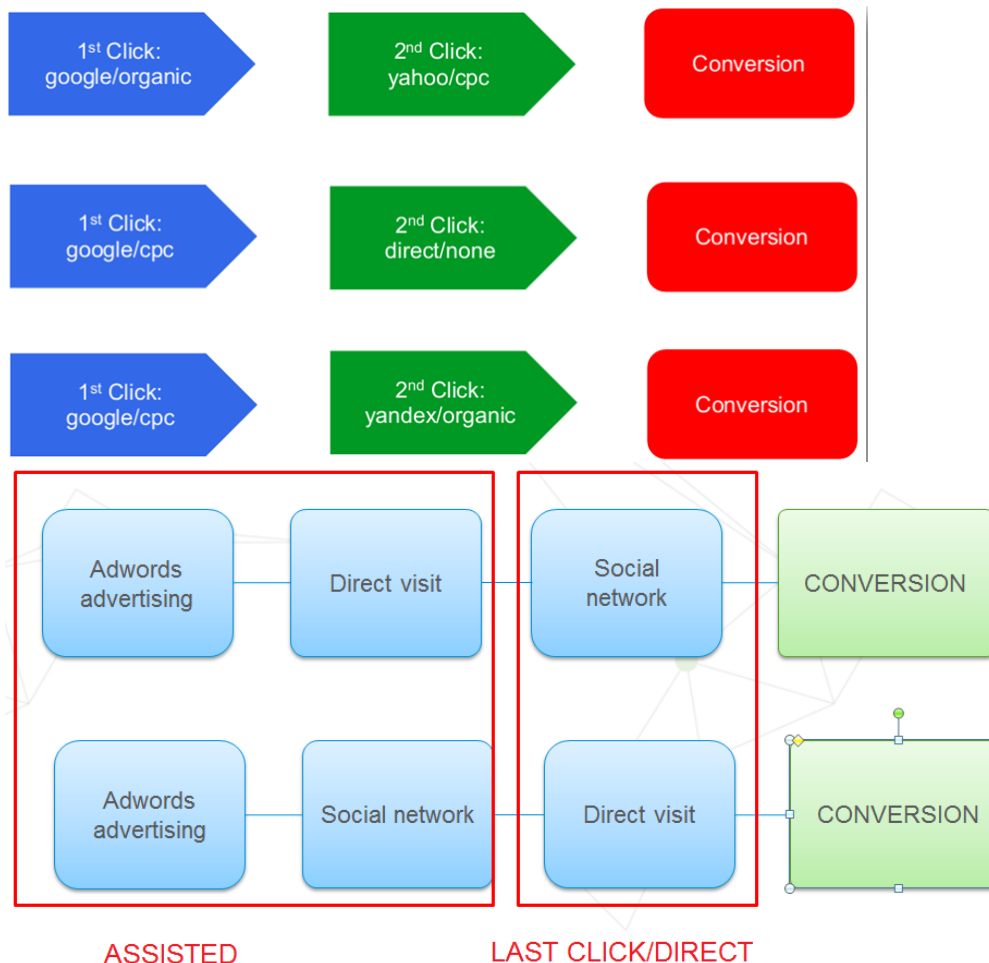
- Practical task: Set the Goal

Channels and their interconnections. Multichannel funnels statistics shows the interplay among different sources of user flows. Concept of Assisted conversions. Channels with different aims: for increasing awareness or generating conversions (i.e. branding versus performance)

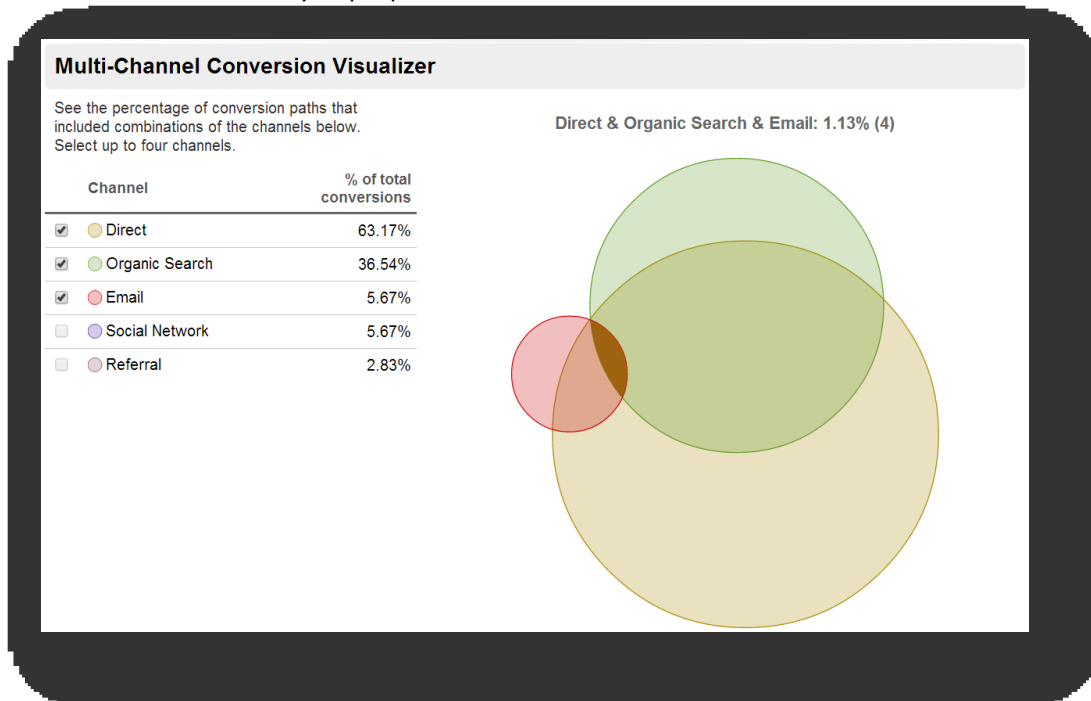
- Practical task: Setting assisted conversions and their analysis

They explore how the flow sources interplay among themselves; what are the assisting conversions. increasing awareness versus conversion rate.

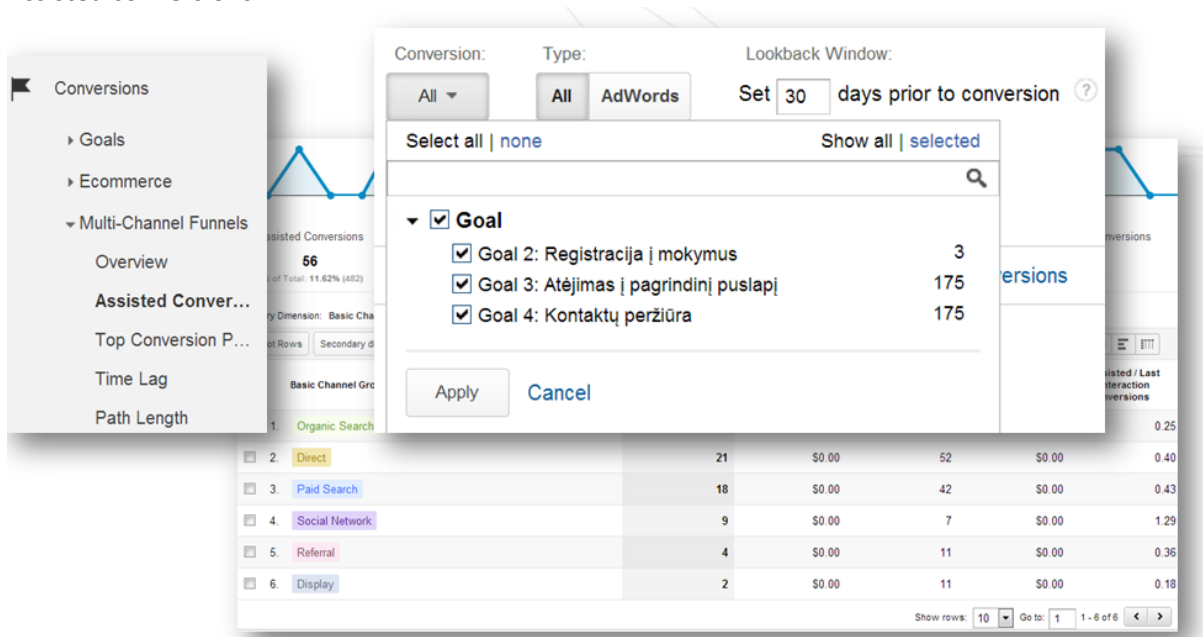
Conversion is any action of the visitor which shows his inclination to further buying or expressing awareness :



About Multichannel analysis purpose:



Assisted conversions :



Some channels help to sell, the others make impact to improve user awareness and recommend. Conversion paths are visualized and give us insight:



Management of flow sources. Analysis of the performance principles of the flow, reflection of different marketing activities in statistics, effective separation and identification of necessary data. Defining links to different flow sources.

- Practical task: Setting strategy for link definition for the sample advertising campaign Management of flow sources (The functioning of flow sources, cases for data identification and separation, assigning links to particular flow sources)

Visitor flow management is used for accurate evaluation of efficiency of different flow sources, compare them, optimize and prioritize expenses, and increase conversions.

Referrals , add new segment, by Traffic sources

Source/Medium	Visits	↓	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. facebook.com / referral	4,453		1.95	00:01:01	93.64%	56.30%
2. (direct) / (none)	952		2.58	00:02:17	63.66%	52.94%
3. google / organic	676		4.10	00:04:47	63.17%	38.46%
4. google / cpc	663		2.52	00:01:58	86.88%	53.24%
5. apps.facebook.com / referral	597		1.94	00:01:18	93.47%	54.77%
6. netsundhedsplejerske.dk / referral	89		1.82	00:00:58	89.89%	71.91%
7. netdoktor.dk / referral	83		1.43	00:00:10	96.39%	85.54%
8. altomboern.dk / referral	72		2.04	00:01:26	59.72%	63.89%
9. bing / organic	45		1.58	00:00:45	88.89%	71.11%

Facebook post

facebook / post

Facebook paid ads

facebook / cpc

Link in the account of other Facebook user

facebook / referral

Viewing sources by means of tagging:

	517,297 % of Total: 100.00% (917,297)	3.22 Site Avg: 3.22 (8.88%)	00:04:04 Site Avg: 00:04:04 (8.88%)	15.44% Site Avg: 15.42% (8.91%)	62.01% Site Avg: 62.01% (8.88%)		
1. google / organic	297,457	2.98	00:03:23	8.63%	60.28%		
2. (direct) / (none)	158,583	3.82	00:05:43	29.57%	64.55%		
3. 3. facebook.com / referral			32,211	2.27	00:02:22	2.23%	69.61%
4. bing / organic	3,425	3.35	00:04:36	10.54%	49.05%		
5. m.facebook.com / referral	2,072	1.63	00:01:37	7.77%	78.43%		
6. conduit / organic	1,604	2.20	00:02:09	8.29%	70.14%		
7. lamabpo.it / referral	911	4.96	00:04:50	46.87%	27.44%		
8. tipro / one-zinute	890	1.47	00:00:23	91.24%	71.35%		
9. delft.it / referral	886	2.58	00:02:47	56.66%	64.79%		
10. google.it / referral	714	2.66	00:02:04	10.08%	59.80%		
11. yandex.ru / referral	704	2.43	00:01:52	6.11%	66.48%		
12. tipro / banner	670	1.30	00:00:27	80.15%	89.40%		
13. mail.mruni.eu / referral	665	3.87	00:05:46	0.30%	27.82%		
14. ask / organic	585	2.87	00:02:56	10.09%	55.73%		
15. policija.lt / referral	582	3.07	00:02:58	22.34%	55.15%		
16. avg / organic	543	3.34	00:02:58	9.39%	60.22%		
17. 17. us-mg6.mail.yahoo.com / referral			539	2.88	00:03:29	3.34%	54.92%

Google Analytics tracking URL consists of different compounds:

- utm_source* - identifies sources of the coming visitor (newsletter, website, facebook).
- utm_medium* - identifies channel (e.g. email, affiliate, banner).
- utm_term – is used to define keyword which does not belong to the paid Adwords search flow (not obligatory parameter)
- utm_content – additional parameter (not obligatory parameter) used to define additional information about the content (e.g. banner1, textlink2, bottom link).
- utm_campaign* - identifies particular advertising campaign (e.g. Newsletter April, Banner Spring Sale).

Example of the compound description of tracking URL:

digitalacademy.lt/?utm_source=lrytas.lt&utm_medium=banner&utm_content=160x600&utm_campaign=kovo%20kampanija

Tracking URL can be simply generated by tool “Analytics URL Builder”:

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Submit * Required field

The outcome: <http://goo.gl/HSKQsh>

And the structure of the link:

Step 1: Enter the URL of your website.

Website URL *

digitalacademy.lt

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be Campaign Source *

facebook

(referrer: google, citysearch, newsletter4)

Campaign Medium *

post

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

kovo 3 diena

(use to differentiate ads)

Campaign Name *

kovo kampanija

(product, promo code, or slogan)

Submit

digitalacademy.lt/?

utm_source=facebook&utm_medium=post&utm_content=kovo%203%20diena&utm_campaign=kovo%20kampa

digitalacademy.lt/?utm_source=facebook&utm_medium=post&utm_content=kovo%203%20diena&utm_campaign=kovo%20kampanija

utm_source=facebook
utm_medium=post
utm_content=kovo 3 diena
utm_campaign=kovo kampanija

Important advice: check the task sequence: First step: generate a link with tracking parameters; Second step: use the link for your advertisement, social communication, newsletter, etc. Never do it in an opposite way

If we make a mistake :

Source/Medium	Visits	↓	Pages/Visit	Avg. Visit Duration
1. (direct) / (none)	42,446		3.88	00:06:02
2. google / organic	14,309		3.87	00:02:36
3. jobindex.dk / referral	9,171		2.00	00:01:28
4. faceit.nnit.com / referral	5,895		2.78	00:01:48
5. google / cpc	3,596		1.86	00:00:44
6. it.jobindex.dk / referral	2,613		2.09	00:01:41
7. JobIndex Banner	1,280		2.17	00:01:03
8. novonordisk.com / referral	1,266		2.58	00:01:23
9. cw banner	916		2.24	00:01:00
10. ofir.dk / referral	715		2.10	00:01:21
11. linkedin.com / referral	703		3.19	00:02:08
12. borsen / banner	655		1.81	00:00:33
13. -newsletter-corp / e-mail	564		1.52	00:00:37

We can assign parameters:

Campaign source	Campaign medium	Campaign content	Campaign name
facebook	cpc		new ad
facebook	post	april 5	new ad
lrytas	banner	300x250	other ad
lrytas	link		article 1
zurnalas a	qrcode		reklama
newsletter	email	upper link	news april
newsletter	email	bottom link	news april

Defining the referrals:

E.g.

utm_source=name_surname

utm_medium=offline

utm_campaign=Registration

Resulting link:

www.digitalacademy.lt/?utm_source=Domas_Vysniauskas&utm_medium=offline&utm_term=&utm_content=&utm_campaign=Registration

This way we can create a procedure “Bonus for registration (10% discount)” for the referring person, registered by his name and surname:

Šaltinis / terpė	Įėjimas			Eišena			Konversijos	
	Seansai	Naujų seansų %	Nauji naudotojai	Atmetimo rodiklis	Puslapių per seansą	Vid. seanso trukmė	Registracija seminara (1 tikslas konversijos rodiklis)	Registracija seminara (įgyvendintas 1 tikslas)
	3 Iš viso %: 0,40 % (744)	0,00 % Svetaiains vid.: 74,60 % (-100,00 %)	0 Iš viso %: 0,00 % (555)	33,33 % Svetaiains vid.: 76,48 % (-56,41 %)	2,67 Svetaiains vid.: 1,57 (69,72 %)	00:01:38 Svetaiains vid.: 00:01:03 (54,79 %)	33,33 % Svetaiains vid.: 0,54 % (6 100,00 %)	1 Iš viso %: 25,00 % (4)
1. Mantas / offline	3(100,00 %)	0,00 %	0 (0,00 %)	33,33 %	2,67	00:01:38	33,33 %	1(100,00 %)

www.digitalacademy.lt/?utm_source=Mantas_Povelauskas&utm_medium=offline&utm_term=&utm_content=&utm_campaign=Registracijos

Recommend Digital Academy to your colleagues, and we shall assign 10% of your training cost as a discount to your following courses.
10 recommendations = Free Training!

Reporting. Exporting different reports, creating additional segmenting for data, making adjusted reports according to own purposes, configuring Dashboards. Data export. “Advanced segments”- additional extended segmentation of data. Functions of Custom reports and Dashboards. Presenting important data in one place.

- Practical task: Exporting reports, creating Segment, Custom report, and Dashboard

Exporting reports:

All data from Analytics from all sectors can be exported to Excel, Pdf , also email immediately. The regular export and email of reports can be set-up.

All Traffic

Advanced Segments Customize Email **Export** Add to Dashboard Shortcut

% of visits: 100.00%

Explorer

Site Usage Goal Set 1 Ecommerce

Visits vs. Select a metric

Visits

- CSV
- TSV
- TSV for Excel
- Excel (XLSX)
- Google Spreadsheets
- PDF

Email Report: All Traffic

From: rn@manopastas.it

To: [input field]

Subject: Google Analytics: All Traffic

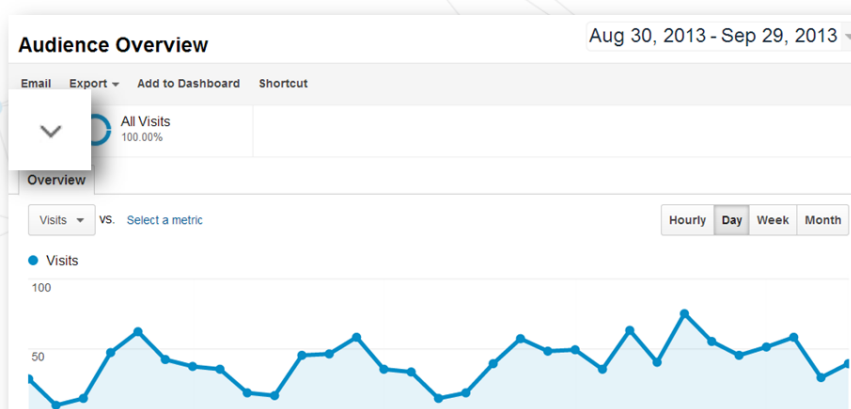
Attachments: CSV ALL TRAFFIC

Frequency: Weekly Day of Week: S M T W T F S

Segment: TASK: Create segments:

- iOS
- Android

Examples:
Switching- on segments:



Segment view:

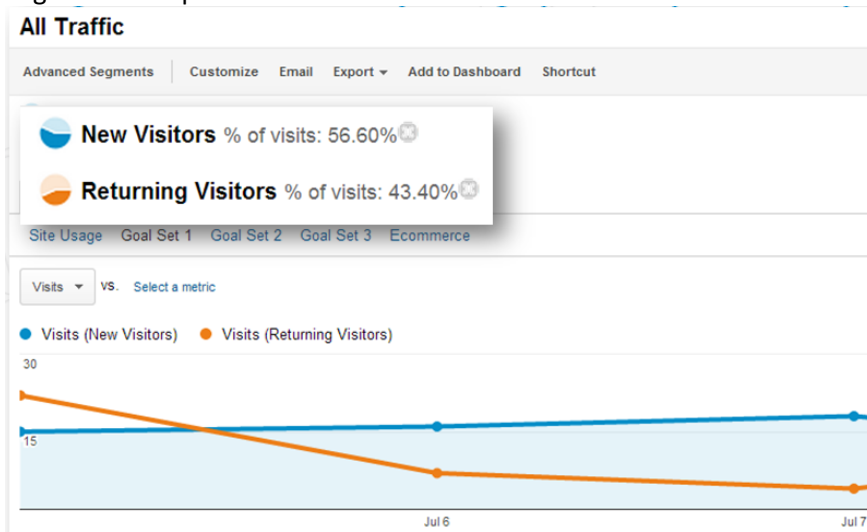
All Visits

+ Create New Segment Import from Gallery View Show All Built-in Custom Starred

All Visits	Bounced Visits	Converters	Direct Traffic
Made a Purchase	Mobile and Table...	Mobile Traffic	Multi-visit Users
New Users	Non-bounce Visits	Non-Converters	Non-paid Search ...
Paid Search Traffic	Performed Site S...	Referral Traffic	Returning Users
Search Traffic	Single Visit Users	Tablet and Desk...	Tablet Traffic
Visits with Conver...	Visits with Transa...		

Apply Cancel

Segment example:



Create our own segments:

This screenshot shows the 'Create New Segment' dialog box in Google Analytics. A prominent '+ Create New Segment' button is at the top left. The dialog is divided into several sections: 'Demographics' (Age, Gender, Language, Affinity Category, Other Category), 'Technology', 'Behavior', 'Date of First Visit', 'Traffic Sources' (Campaign, Medium, Source, Keyword), 'Advanced', 'Conditions', and 'Sequences'. The 'Traffic Sources' section is currently active, showing filters for Campaign, Medium, Source, and Keyword, each with a 'contains' dropdown and an input field. At the bottom, there are 'Save', 'Cancel', 'Preview', and 'Test' buttons.

Example of geographical segment:

This screenshot shows the 'Demographics' section of the segment creation dialog. The 'City' filter is selected with a 'contains' dropdown, and the input field contains 'Vilnius'. A dropdown menu is open below the input field, showing 'Vilnius' as the selected option. Other demographic filters like Age, Gender, Language, Affinity Category, and Other Category are visible but not selected. The 'Save' and 'Cancel' buttons are at the bottom left.

Example of measuring loyalty-based segment:

Segment Name

Demographics 1

Technology

Behaviour 2

Date of First Visit

Traffic Sources

Advanced

Conditions

Sequences

Behaviour
Segment your users by how often they visit and conduct transactions.

Visits > 2

Days Since Last Visit > 5

Transactions per user =

Visit Duration per user =

Save Cancel Preview Test

If Analytics is joined to Google Adwords, we can segment its outcomes:

Segment Name Options

Demographics

Technology 2

Behaviour

Date of First Visit

Traffic Sources

E-commerce

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their visits according to single or multi-visit conditions.

Filter Visits Include

Ad Slot Position exactly matches 1

OR AND

+ Add Filter

Segmenting by time of the day : working hours versus evening hours:

Demographics

Technology

Behavior

Date of First Visit

Traffic Sources

E-commerce

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their visits according to single or multi-visit conditions.

Filter Visits Include

Hour ≥ 7

AND

Hour ≤ 18

VAKARO VALANDOS

Demographics

Technology

Behavior

Date of First Visit

Conditions
Segment your users and/or their visits according to single or multi-visit conditions.

Filter Visits Include

Hour ≥ 18

Custom report : TASK

Create Custom report:

- Dimensions: countries and distribution by towns
- Metrics: % new sessions, new users, bounce rate.

Usefulness of custom report- providing integrated insights:



Google Analytics Home Reporting **Customization** Admin mokymal@digitalacademy.lt

Custom Reports

Custom Reports

+ New Custom Report Import from Gallery

Report	Creation Date	Actions
Reportas	Nov 27, 2013	Actions
11	Jan 29, 2014	Actions
Užduotis	Jan 29, 2014	Actions
Universal	Jan 29, 2014	Actions
Report	Feb 26, 2014	Actions

General Information

Title: Mano nauja ataskaita

Report Content

Pagrindiniai duomenys x + add report tab

Name: Pagrindiniai duomenys

Type: Explorer Flat Table Map Overlay

Metric Groups

Metric Group

+ add + add metric

+ Add metric group

Dimension Drilldowns

+ add + add dimension

Filters - optional

+ add filter

Views - optional

Any view

Mokymal

Save Cancel

- Acquisition
- Advertising
- Behavior
- Conversions
- Social
- Visitors

Display as alphabetical list

General Information

Title: Mano nauja ataskaita

Report Content

Pagrindiniai duomenys x + add report tab

Name: Pagrindiniai duomenys

Type: Explorer | Flat Table | Map Overlay

Metric Group

New Visits | Unique Visitors | Kontaktų peržiūra (Goal 4...)

+ Add metric group

City | Language

+ add dimension

Result:

City	New Visits	Unique Visitors	Kontaktų peržiūra (Goal 4 Completions)
	4,722 % of Total: 106.57% (4,431)	4,649 % of Total: 100.00% (4,649)	185 % of Total: 100.00% (185)
1. Vilnius	2,344 (49.84%)	2,547 (50.54%)	141 (76.22%)
2. Kaunas	964 (20.42%)	1,028 (20.40%)	21 (11.35%)
3. Panevėžys			
4. Klaipėda			
5. (not set)			
6. Alytus			
7. Mazeikiai			
8. Utena			
9. Kėdainiai			
10. Palanga			

Custom Reports

Title	Creation Date	Actions
Reportas	Nov 27, 2013	Actions
11	Jan 29, 2014	Actions
Uzduotis	Jan 29, 2014	Actions
Universal	Jan 29, 2014	Actions
Report	Feb 26, 2014	Actions
Mano nauja ataskaita	Mar 3, 2014	Actions

Dashboard

Dashboard organizes all reports of analytic data in one place, see example below:

Lankytojų duomenys Feb 1, 2014 - Mar 3, 2014

All Visits 100.00%

Apsilankymai 3,623
% of Total: 100.00% (3,623)

Nauji lankytojai 2,556
% of Total: 70.55% (3,623)

Visits by Source / Medium

Source / Medium	Visits	Avg. Visit Duration
google / cpc	1,849	00:00:28
(direct) / (none)	501	00:02:41
google / organic	417	00:01:41
arskaitei / email	277	00:00:47
Digital Academy naujienos / email	201	00:01:09
facebook.com / referral	104	00:04:04
ESHOPS / ESHOPS	33	00:02:07
beduturgus.lt / referral	21	00:00:55

Apsilankymo trukmė 00:01:11
Site Avg: 00:01:11 (0.00%)

Grižtantys lankytojai 1,067
% of Total: 29.45% (3,623)

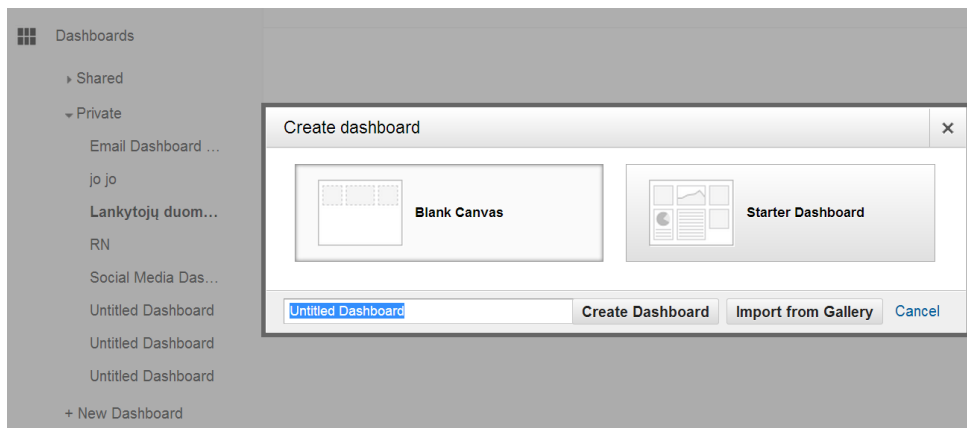
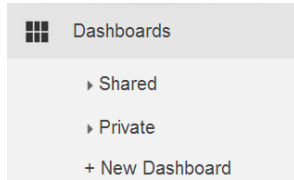
Bounce rate 75.82%
Site Avg: 75.82% (0.00%)

Dashboard TASK:

Create *Dashboard* which will show if our website is visited by users from mobile devices:

- △ Widget type: Table
- △ Dimension: Mobile device info
- △ Metrics: Sessions & Bounce rate.

Creating dashboard:



New Widget:

Add a Widget ✕

Widget title:

Standard:

2.1 METRIC	 TIMELINE	 GEOMAP	 TABLE	 PIE	 BAR
----------------------	--------------	------------	-----------	---------	---------

Real-time:

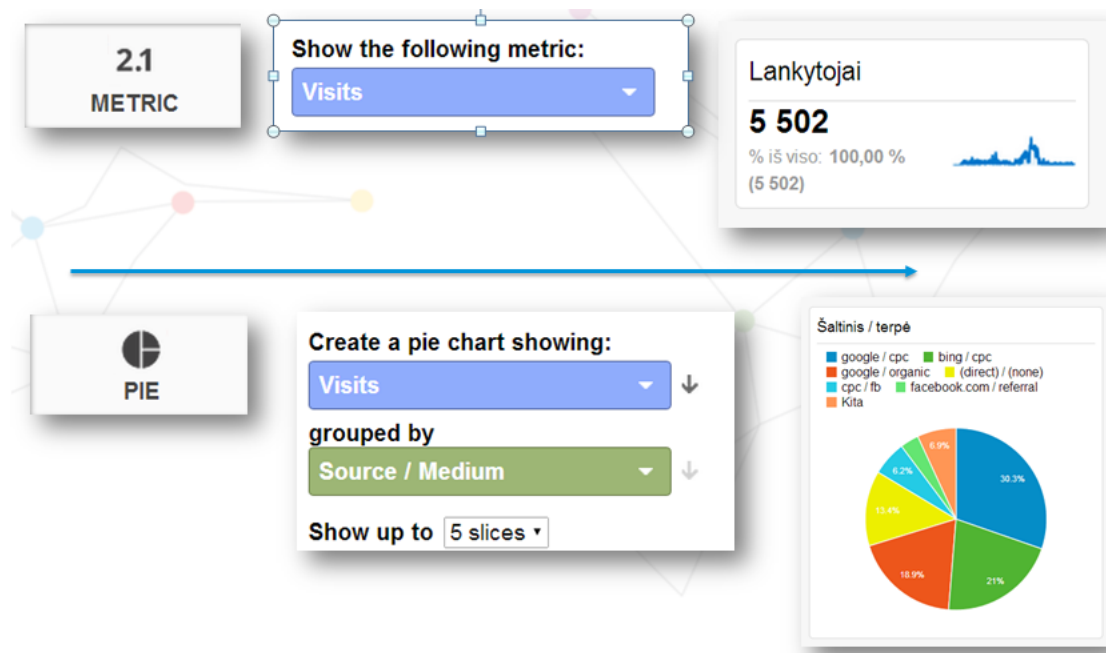
2.1 COUNTER	 TIMELINE	 GEOMAP	 TABLE
-----------------------	--------------	------------	-----------

Show the following metric:

Filter this data:
[Add a filter](#)

Link to Report or URL:

Save
Cancel
Clone widget



Check if you made it correctly:

Widget Settings

Widget title: Device Info

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BAR

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Display the following columns: Mobile Device Info, Sessions, Bounce Rate

Show a table with 10 rows

Filter this data: Only show Mobile (including Tablet), Exactly matching, Yes

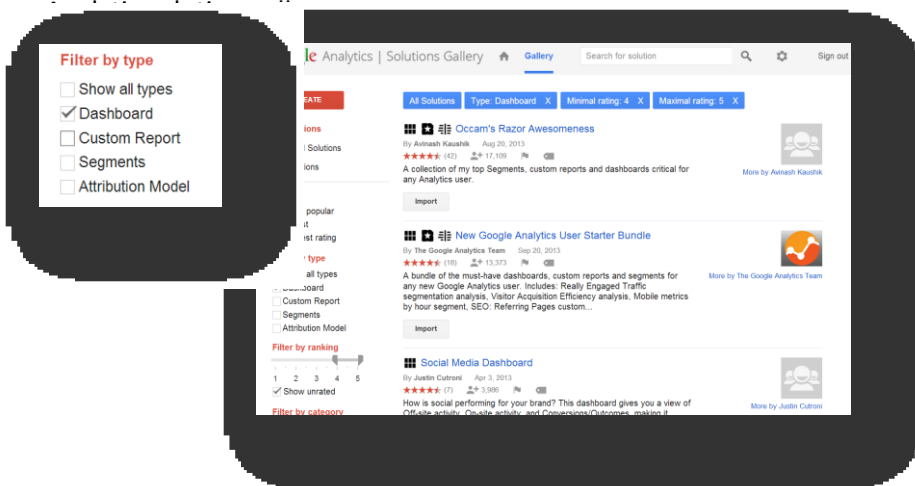
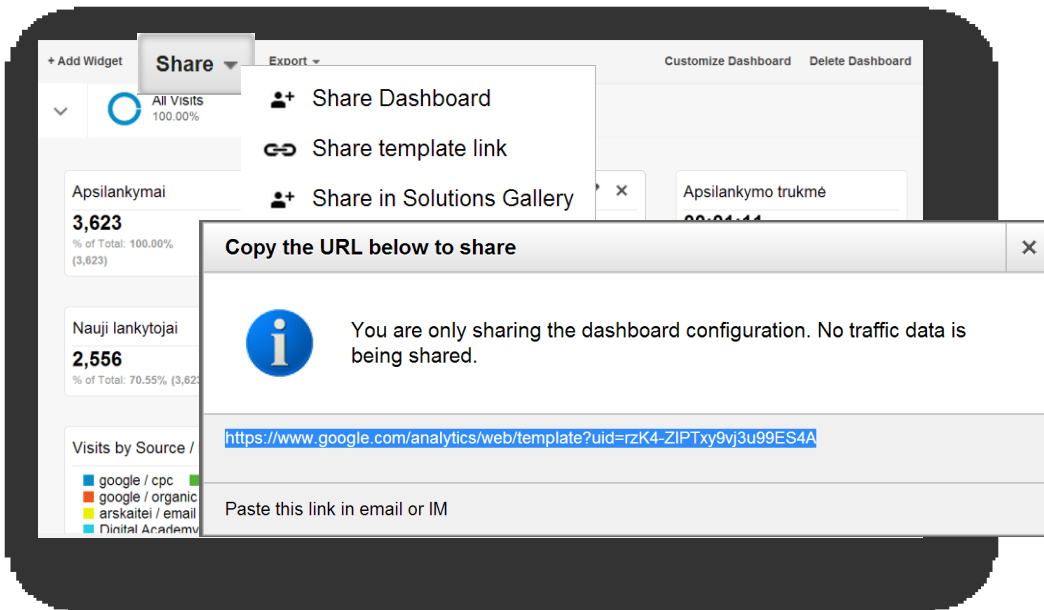
Link to Report or URL: Audience / Mobile / Devices

Save Cancel Delete widget

And

Mobile Device Info	Sessions	Bounce Rate
Apple iPhone	183	85.25%
Apple iPad	93	82.80%
(not set)	84	83.33%
Samsung GT-I9300 Galaxy S III	49	81.63%
Samsung GT-I9505 Galaxy S IV	40	95.00%
Samsung GT-I9301I Galaxy S III Neo+	17	88.24%
Samsung GT-I9105P Galaxy SII Plus	15	100.00%
Samsung GT-I9195 Galaxy S4 Mini	14	100.00%
Samsung GT-I9100 Galaxy S II	13	100.00%
Samsung SM-N8005 Galaxy Note 3	12	100.00%

Then you can share it:



Literature (Adwords):

1. O'Reilly, Anastasia Holdren. Google Adwords
2. Bradd Geddes Advanced Google Adwords (experiments, campaign testing)
3. Google Adwords help (<http://support.google.com/adwords> - explanatory dictionary of terms, concepts and procedures)

Literature (Analytics):

1. <https://google.starttest.com>
2. Google partner
3. Insights: www.thinkwithgoogle.com (many presentations)
4. Google shop – course packs, case studies, agency pitch deck library
5. **Novelty from Google Analytics Academy:**
<https://analyticsacademy.withgoogle.com/preview>
6. Google Analytics Youtube <http://www.youtube.com/user/googleanalytics>
7. Analytics starter: http://www.google.com/intl/en_uk/analytics/learn/setupchecklist.html
8. Analytics IQ: http://www.google.com/intl/en_uk/analytics/iq.html
9. Success stories: http://www.google.com/intl/en_uk/analytics/customers/index.html
10. Google Analytics blog: <http://analytics.blogspot.com/>