

Marketér 1

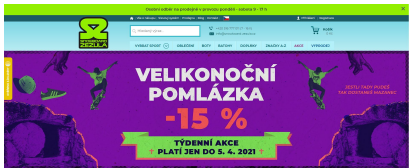


Program

- e-commerce, enhanced e-commerce;
- základy vyhodnocování;
- segmentace;
- cost imports;
- základní reporty v GA pro marketéry;
- základy atribuce.

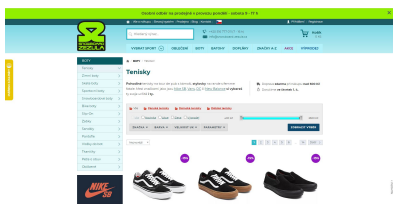
Opakování

- uživatelé a návštěvy;
- bounce rate (okamžitá míra opuštění);
- měření času.

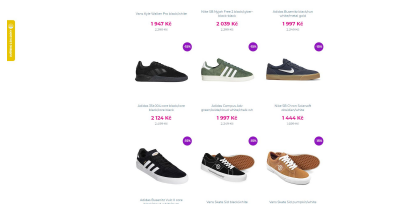


11:52

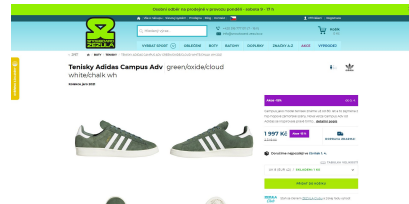
google /organic



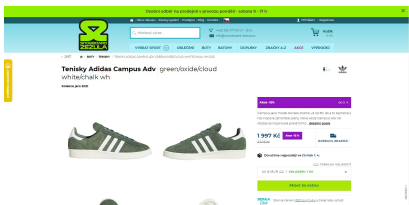
11:53



11:59

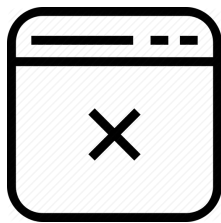


12:23

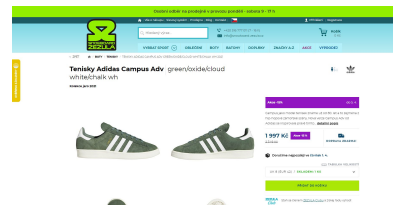


18:59

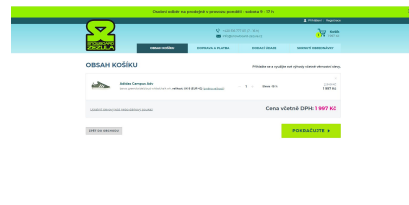
heureka / product_bid



18:59



19:11



19:42



- počet uživatelů?
- počet návštěv?
- průměrná doba strávená na stránce?
- bounce rate (okamžitá míra opuštění)?

- počet uživatelů: 1
- počet návštěv: 3
- průměrná doba strávená na stránce: 14 minut 20 s
- bounce rate (okamžitá míra opuštění): 33,3 %

E-commerce

Enhanced e-commerce

Enhanced e-commerce

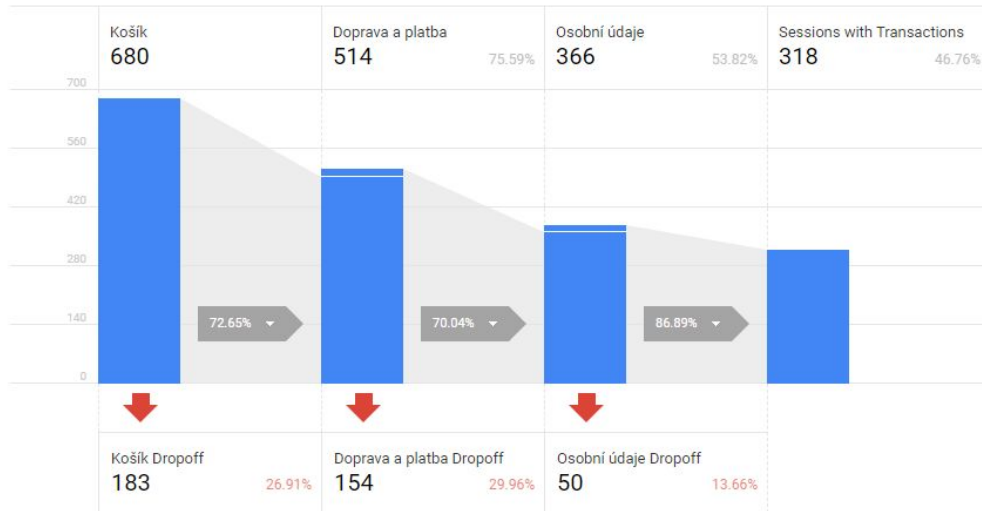
- impression data;
- internal promotions;
- e-commerce flow;
- refunds;
- enhanced checkout - more categories, variants, coupons etc.

Checkout Behaviour Analysis ✔

○ All Users
100.00% Sessions

○ + Add Segment

■ Sessions ■ Checkout Progression ■ Abandonments



Sessions		Abandonments		% Completion rate		Search	
User Type	Košík	Doprava a platba	%	Osobní údaje	%	Sessions with Transactions	%
1 Returning Visitor	433	315	72.75%	211	48.73%	179	41.34%
2 New Visitor	247	199	80.57%	155	62.75%	139	56.28%

Show rows: 10 | Go to: 1 | 1-2 of 2

Základy vyhodnocování

Neřešit absolutní hodnoty

Sessions

53,806



Users

37,468




Pageviews

171,042



Pages / Session

3.18




Avg. Session Duration

00:02:32




Bounce Rate

53.29%



% New Sessions

67.27%



Vyhodnocovat trendy



Srovnávat

Source/Medium ?	Acquisition			Behaviour			Conversions		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
	21,809 % of Total: 100.00% (21,809)	15,009 % of Total: 100.07% (14,999)	31,602 % of Total: 100.00% (31,602)	50.79% Avg for View: 50.79% (0.00%)	3.31 Avg for View: 3.31 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	1.03% Avg for View: 1.03% (0.00%)	324 % of Total: 100.00% (324)	CZK 823,584.00 % of Total: 100.00% (CZK 823,584.00)
1. google / cpc	8,597 (34.98%)	5,563 (37.06%)	12,288 (38.88%)	52.00%	3.25	00:02:07	1.22%	150 (46.30%)	CZK 389,252.00 (47.26%)
2. google / organic	5,254 (21.38%)	3,138 (20.91%)	6,555 (20.74%)	49.24%	3.57	00:02:42	0.90%	59 (18.21%)	CZK 156,015.00 (18.94%)
3. facebook.com / cpc	2,224 (9.05%)	1,263 (8.41%)	2,485 (7.86%)	37.83%	3.31	00:01:37	0.32%	8 (2.47%)	CZK 18,058.00 (2.19%)
4. seznam / cpc	2,190 (8.91%)	778 (5.18%)	2,743 (8.68%)	55.92%	3.25	00:01:50	0.87%	24 (7.41%)	CZK 48,022.00 (5.83%)
5. (direct) / (none)	1,330 (5.41%)	1,171 (7.80%)	1,726 (5.46%)	52.38%	3.78	00:02:51	0.81%	14 (4.32%)	CZK 48,985.00 (5.95%)
6. glami.cz / cpc	1,194 (4.86%)	970 (6.46%)	1,354 (4.28%)	55.32%	1.72	00:00:36	0.30%	4 (1.23%)	CZK 20,681.00 (2.51%)
7. facebook.com / social	696 (2.83%)	414 (2.76%)	767 (2.43%)	37.03%	3.56	00:01:39	0.13%	1 (0.31%)	CZK 2,912.00 (0.35%)
8. 66992-odběratelé newsletteru / email	495 (2.01%)	262 (1.75%)	626 (1.98%)	65.34%	2.81	00:01:43	1.12%	7 (2.16%)	CZK 17,385.00 (2.11%)
9. seznam / organic	489 (1.99%)	211 (1.41%)	569 (1.80%)	57.82%	3.48	00:02:05	1.23%	7 (2.16%)	CZK 9,833.00 (1.19%)
10. heureka.cz / product_bid	279 (1.14%)	154 (1.03%)	339 (1.07%)	49.26%	2.96	00:02:18	3.54%	12 (3.70%)	CZK 20,758.00 (2.52%)

[Da Vinci tools](#)

BFF metriky

- CTR + bounce rate;
- uživatelé + návštěvy;
- konverzní poměr + průměrná hodnota objednávky;
- tržby + zisk.

[BFF metrics by Avinash](#)

Pozor na průměry

% New Sessions

67.27%

Pages / Session

3.18

Avg. Session Duration

00:02:32

Avg. Order Value

CZK483.02

Avg. Price ?

CZK145.91

Avg for View: CZK145.91
(0.00%)

Avg. QTY ?

1.23

Avg for View: 1.23
(0.00%)

Pozor na průměry

Každý Američan vypije **průměrně** za týden

9,8 drinku

(pivo nebo panák)

How Much Do Americans Drink?

There's a wide range.

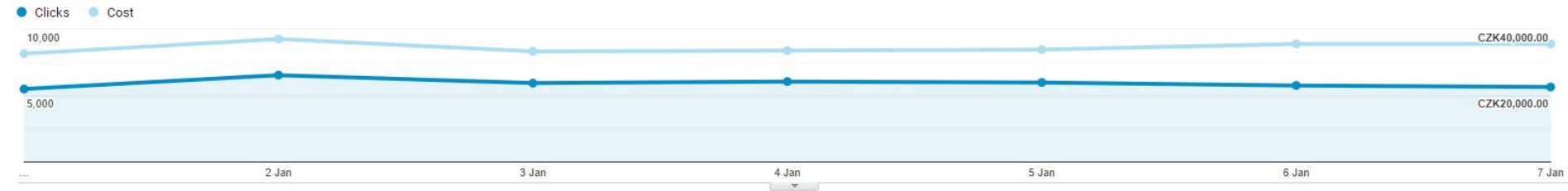


SOURCE: WASHINGTONPOST/WONKBLOG, "PAYING THE TAB" BY PHILIP J. COOK

Další doporučení

- práce s poznámkami;
- vyhodnocování v kontextu, sezónnost;
- od obecného ke konkrétnímu;
- segmentace.

Cost import



Primary Dimension: **Source/Medium** Campaign Keyword

Plot Rows Secondary dimension Sort Type: Default

Source/Medium	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC	ROAS
	50,265 % of Total: 100.00% (50,265)	79,842 % of Total: 100.00% (79,842)	3,109,499 % of Total: 100.00% (3,109,499)	41,436 % of Total: 100.00% (41,436)	CZK 241,590.42 % of Total: 100.00% (CZK 241,590.42)	1.33% Avg for View: 1.33% (0.00%)	CZK 5.83 Avg for View: CZK 5.83 (0.00%)	CZK 69.13 Avg for View: CZK 69.13 (0.00%)	1,185.75% Avg for View: 1,185.75% (0.00%)
1. google / cpc	22,919 (38.95%)	36,173 (45.31%)	2,428,463 (78.10%)	32,713 (78.95%)	CZK 171,895.14 (71.15%)	1.35%	CZK 5.25	CZK 43.79	833.34%
2. google / organic	12,929 (21.97%)	16,946 (21.22%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
3. (direct) / (none)	4,054 (6.89%)	5,141 (6.44%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
4. m.facebook.com / referral	3,569 (6.07%)	4,163 (5.21%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
5. facebook.com / cpc	2,975 (5.06%)	3,160 (3.96%)	0 (0.00%)	0 (0.00%)	CZK 33,487.19 (13.86%)	0.00%	CZK 0.00	CZK 0.00	68.50%
6. seznam / cpc	2,089 (3.55%)	2,376 (2.98%)	681,036 (21.90%)	4,283 (10.34%)	CZK 13,819.71 (5.72%)	0.63%	CZK 3.23	CZK 31.61	979.72%
7. glami.cz / cpc	1,593 (2.71%)	1,639 (2.05%)	0 (0.00%)	3,405 (8.22%)	CZK 16,824.95 (6.96%)	0.00%	CZK 4.94	CZK 9.61	194.54%
8. glami.cz / referral	1,035 (1.76%)	1,108 (1.39%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
9. l.facebook.com / referral	788 (1.34%)	854 (1.07%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
10. seznam / organic	765 (1.30%)	946 (1.18%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%

Práce se segmenty

Základní reporty v GA pro marketéry

All Users
100.00% Users

+ Add Segment

2 Mar 2019 - 8 Mar 2020 ▾

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 E-commerce





Users ▾ VS Select a metric

Day Week Month  



Primary Dimension: Source/Medium Source Medium Keyword Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

advanced      

Source/Medium ?	Acquisition			Behaviour			Conversions E-commerce ▾			
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?	
	61,396 % of Total: 100.00% (61,396)	60,229 % of Total: 100.06% (60,193)	83,168 % of Total: 100.00% (83,168)	63.49% Avg for View: 63.49% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:02:02 Avg for View: 00:02:02 (0.00%)	0.30% Avg for View: 0.30% (0.00%)	251 % of Total: 100.00% (251)	CZK 152,649.78 % of Total: 100.00% (CZK 152,649.78)	
1. google / organic	36,389 (56.82%)	35,285 (58.58%)	44,496 (53.50%)	66.35%	2.21	00:01:56	0.22%	97 (38.65%)	CZK 58,769.53 (38.50%)	
2. seznam.cz / organic	6,435 (10.05%)	6,091 (10.11%)	7,809 (9.39%)	63.34%	2.40	00:01:35	0.20%	16 (6.37%)	CZK 13,464.00 (8.82%)	
3. (direct) / (none)	6,108 (9.54%)	6,063 (10.07%)	7,242 (8.71%)	71.04%	2.19	00:01:29	0.35%	25 (9.96%)	CZK 13,759.73 (9.01%)	
4. ecomail / mail	4,338 (6.77%)	3,426 (5.69%)	9,138 (10.99%)	51.17%	2.90	00:02:33	0.61%	56 (22.31%)	CZK 31,298.16 (20.50%)	
5. bing / organic	2,017 (3.15%)	1,924 (3.19%)	2,428 (2.92%)	61.49%	2.24	00:01:29	0.12%	3 (1.20%)	CZK 1,125.00 (0.74%)	

Primary Dimension: **Product** Product SKU Product Category (Enhanced E-commerce) Product Brand

Secondary dimension ▾

advanced     

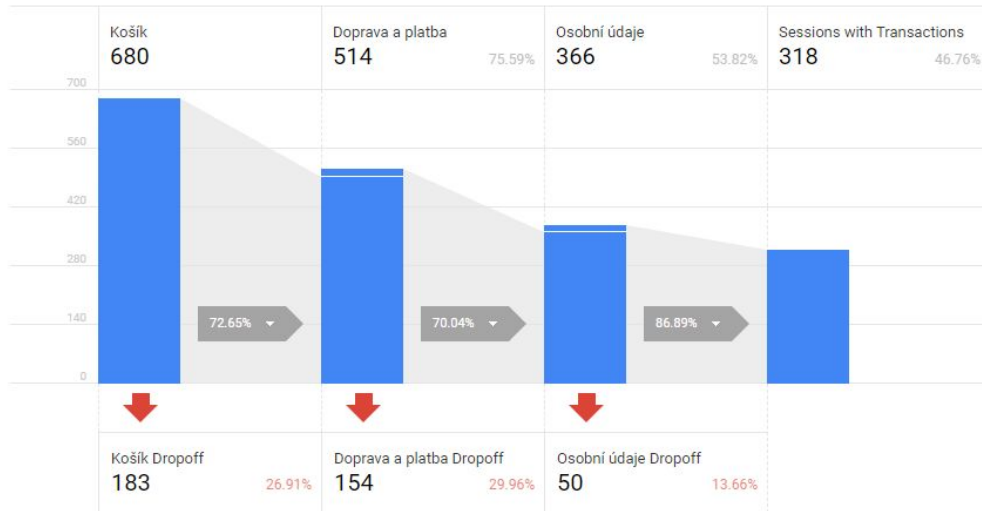
Product ?	Sales Performance						Shopping Behaviour	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Basket-to-Detail Rate ?	Buy-to-Detail Rate ?
	CZK 112,908.95 <small>% of Total: 100.00% (CZK 112,908.95)</small>	499 <small>% of Total: 100.00% (499)</small>	665 <small>% of Total: 100.00% (665)</small>	CZK 169.79 <small>Avg for View: CZK 169.79 (0.00%)</small>	1.33 <small>Avg for View: 1.33 (0.00%)</small>	CZK 0.00 <small>% of Total: 0.00% (CZK 0.00)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	1.41% <small>Avg for View: 1.41% (0.00%)</small>
1. Plastová šablona pro tvoření vlastních mandal	CZK 22,869.85 (20.26%)	60 (12.02%)	64 (9.62%)	CZK 357.34	1.07	CZK 0.00 (0.00%)	0.00%	3.20%
2. Šablona pro tvoření vlastních mandal	CZK 20,603.03 (18.25%)	49 (9.82%)	59 (8.87%)	CZK 349.20	1.20	CZK 0.00 (0.00%)	0.00%	2.67%
3. Mandaly sebepoznání	CZK 10,681.75 (9.46%)	25 (5.01%)	25 (3.76%)	CZK 427.27	1.00	CZK 0.00 (0.00%)	0.00%	2.82%
4. Stolní mandalový kalendář a odznáček	CZK 9,424.30 (8.35%)	29 (5.81%)	44 (6.62%)	CZK 214.19	1.52	CZK 0.00 (0.00%)	0.00%	3.38%
5. On-line kurz Cesta Mandal	CZK 4,462.40 (3.95%)	2 (0.40%)	2 (0.30%)	CZK 2,231.20	1.00	CZK 0.00 (0.00%)	0.00%	1.34%
6. Mandalové karty sebepoznání	CZK 4,430.08 (3.92%)	15 (3.01%)	15 (2.26%)	CZK 295.34	1.00	CZK 0.00 (0.00%)	0.00%	3.42%
7. Mandalové magnetky	CZK 4,165.28 (3.69%)	39 (7.82%)	112 (16.84%)	CZK 37.19	2.87	CZK 0.00 (0.00%)	0.00%	14.29%
8. Mandalové omalovánky – od vybarvování po tvoření	CZK 3,055.90 (2.71%)	25 (5.01%)	26 (3.91%)	CZK 117.53	1.04	CZK 0.00 (0.00%)	0.00%	4.04%
9. Mandalové antistresové omalovánky	CZK 2,727.40 (2.42%)	21 (4.21%)	22 (3.31%)	CZK 123.97	1.05	CZK 0.00 (0.00%)	0.00%	2.84%
10. Mandalové tričko	CZK 2,355.40 (2.09%)	10 (2.00%)	10 (1.50%)	CZK 235.54	1.00	CZK 0.00 (0.00%)	0.00%	4.55%

Checkout Behaviour Analysis ✔

○ All Users
100.00% Sessions

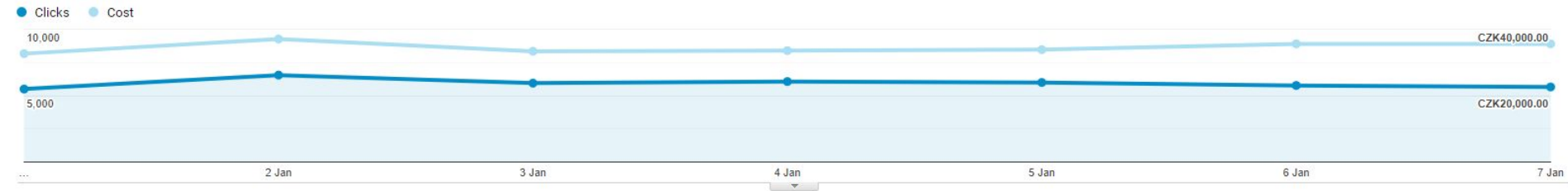
○ + Add Segment

■ Sessions ■ Checkout Progression ■ Abandonments



Sessions		Abandonments		% Completion rate		Search	
User Type	Košík	Doprava a platba	%	Osobní údaje	%	Sessions with Transactions	%
1 Returning Visitor	433	315	72.75%	211	48.73%	179	41.34%
2 New Visitor	247	199	80.57%	155	62.75%	139	56.28%

Show rows: 10 | Go to: 1 | 1-2 of 2



Primary Dimension: **Source/Medium** Campaign Keyword

Plot Rows Secondary dimension Sort Type: Default

Source/Medium	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC	ROAS
	50,265 % of Total: 100.00% (50,265)	79,842 % of Total: 100.00% (79,842)	3,109,499 % of Total: 100.00% (3,109,499)	41,436 % of Total: 100.00% (41,436)	CZK 241,590.42 % of Total: 100.00% (CZK 241,590.42)	1.33% Avg for View: 1.33% (0.00%)	CZK 5.83 Avg for View: CZK 5.83 (0.00%)	CZK 69.13 Avg for View: CZK 69.13 (0.00%)	1,185.75% Avg for View: 1,185.75% (0.00%)
1. google / cpc	22,919 (38.95%)	36,173 (45.31%)	2,428,463 (78.10%)	32,713 (78.95%)	CZK 171,895.14 (71.15%)	1.35%	CZK 5.25	CZK 43.79	833.34%
2. google / organic	12,929 (21.97%)	16,946 (21.22%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
3. (direct) / (none)	4,054 (6.89%)	5,141 (6.44%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
4. m.facebook.com / referral	3,569 (6.07%)	4,163 (5.21%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
5. facebook.com / cpc	2,975 (5.06%)	3,160 (3.96%)	0 (0.00%)	0 (0.00%)	CZK 33,487.19 (13.86%)	0.00%	CZK 0.00	CZK 0.00	68.50%
6. seznam / cpc	2,089 (3.55%)	2,376 (2.98%)	681,036 (21.90%)	4,283 (10.34%)	CZK 13,819.71 (5.72%)	0.63%	CZK 3.23	CZK 31.61	979.72%
7. glami.cz / cpc	1,593 (2.71%)	1,639 (2.05%)	0 (0.00%)	3,405 (8.22%)	CZK 16,824.95 (6.96%)	0.00%	CZK 4.94	CZK 9.61	194.54%
8. glami.cz / referral	1,035 (1.76%)	1,108 (1.39%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
9. l.facebook.com / referral	788 (1.34%)	854 (1.07%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%
10. seznam / organic	765 (1.30%)	946 (1.18%)	0 (0.00%)	0 (0.00%)	CZK 0.00 (0.00%)	0.00%	CZK 0.00	CZK 0.00	0.00%

Základy atribuce

Conversion:

1 Conversion Type Selected

Type:

All Google Ads

Look-back Window:

Set 30 days prior to conversion

% of conversions: 18.82%

Distribution

Conversions

251

% of Total: 18.82% (1,334)

Conversion Value

CZK 152,649.78

% of Total: 98.22% (CZK 155,419.78)

Time Lag in Days	Conversions	Conversion Value	Percentage of Total	
			Conversions	Conversion Value
0	187	CZK 111,283.85	74.50%	72.90%
1	11	CZK 8,692.16	4.38%	5.69%
2	1	CZK 700.00	0.40%	0.46%
3	4	CZK 1,736.86	1.59%	1.14%
4	2	CZK 1,389.00	0.80%	0.91%
5	1	CZK 280.00	0.40%	0.18%
6	1	CZK 37.82	0.40%	0.02%
8	2	CZK 934.00	0.80%	0.61%
9	4	CZK 1,440.00	1.59%	0.94%
10	3	CZK 2,058.00	1.20%	1.35%
11	3	CZK 937.73	1.20%	0.61%
12-30	32	CZK 23,160.36	12.75%	15.17%

Path Length

2 Mar 2019 - 8 Mar 2020

Conversion Segments Export Save

Insights(6)

Conversion: 1 Conversion Type Selected
Type: All Google Ads
Look-back Window: Set 30 days prior to conversion

% of conversions: 18.82%

Distribution

Conversions

251
% of Total: 18.82% (1,334)

Conversion Value

CZK 152,649.78
% of Total: 98.22% (CZK 155,419.78)

Path Length in Interactions	Conversions	Conversion Value	Percentage of Total	
			Conversions	Conversion Value
1	143	CZK 85,046.60	56.97%	55.71%
2	54	CZK 32,630.16	21.51%	21.38%
3	21	CZK 10,549.25	8.37%	6.91%
4	12	CZK 7,900.34	4.78%	5.18%
5	7	CZK 4,203.00	2.79%	2.75%
6	6	CZK 4,074.00	2.39%	2.67%
8	1	CZK 2,700.00	0.40%	1.77%
9	1	CZK 230.00	0.40%	0.15%
10	1	CZK 758.00	0.40%	0.50%
12+	5	CZK 4,558.43	1.99%	2.99%

Conversion Segments Export Save

Insights(6)

Conversion:

1 Conversion Type Selected

Type:

All Google Ads

Look-back Window:

Set 30 days prior to conversion

% of conversions: 18.82%

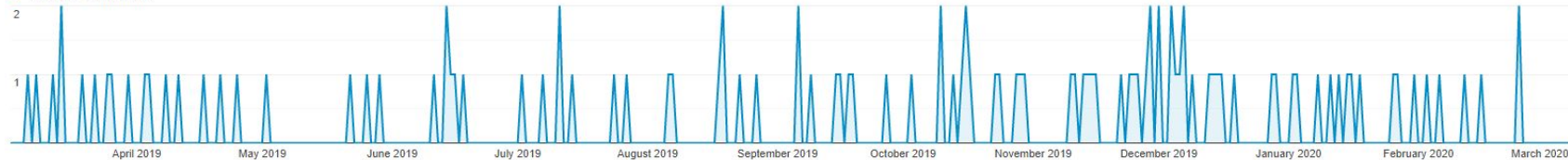
Explorer

Assist Interaction Analysis First Interaction Analysis Conversions

Assisted Conversions VS Select a metric

Day of Conversion Days before Conversion Path Position

Assisted Conversions



Assisted Conversions

108

% of Total: 17.48% (618)

Assisted Conversion Value

CZK 67,603.18

% of Total: 98.04% (CZK 68,953.18)

Last Click or Direct Conversions

251

% of Total: 18.82% (1,334)

Last Click or Direct Conversion Value

CZK 152,649.78

% of Total: 98.22% (CZK 155,419.78)

Assisted/Last Click or Direct Conversions

0.43

Avg for View: 0.46 (-7.12%)

Primary Dimension: MCF Channel Grouping Default Channel Grouping Source/Medium Source Medium Other Channel Groupings

Plot Rows Secondary dimension

 advanced

<input type="checkbox"/> Source/Medium	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted/Last Click or Direct Conversions
<input type="checkbox"/> 1. (direct) / (none)	57	CZK 38,185.84	100	CZK 60,017.07	0.57
<input type="checkbox"/> 2. google / organic	44	CZK 29,321.75	56	CZK 37,476.96	0.79
<input type="checkbox"/> 3. email / mail	36	CZK 27,907.13	37	CZK 20,654.53	0.97
<input type="checkbox"/> 4. seznam.cz / organic	8	CZK 7,065.00	12	CZK 11,006.00	0.67
<input type="checkbox"/> 5. email.seznam.cz / referral	5	CZK 5,161.00	4	CZK 1,305.00	1.25

**Díky za
pozornost!**