



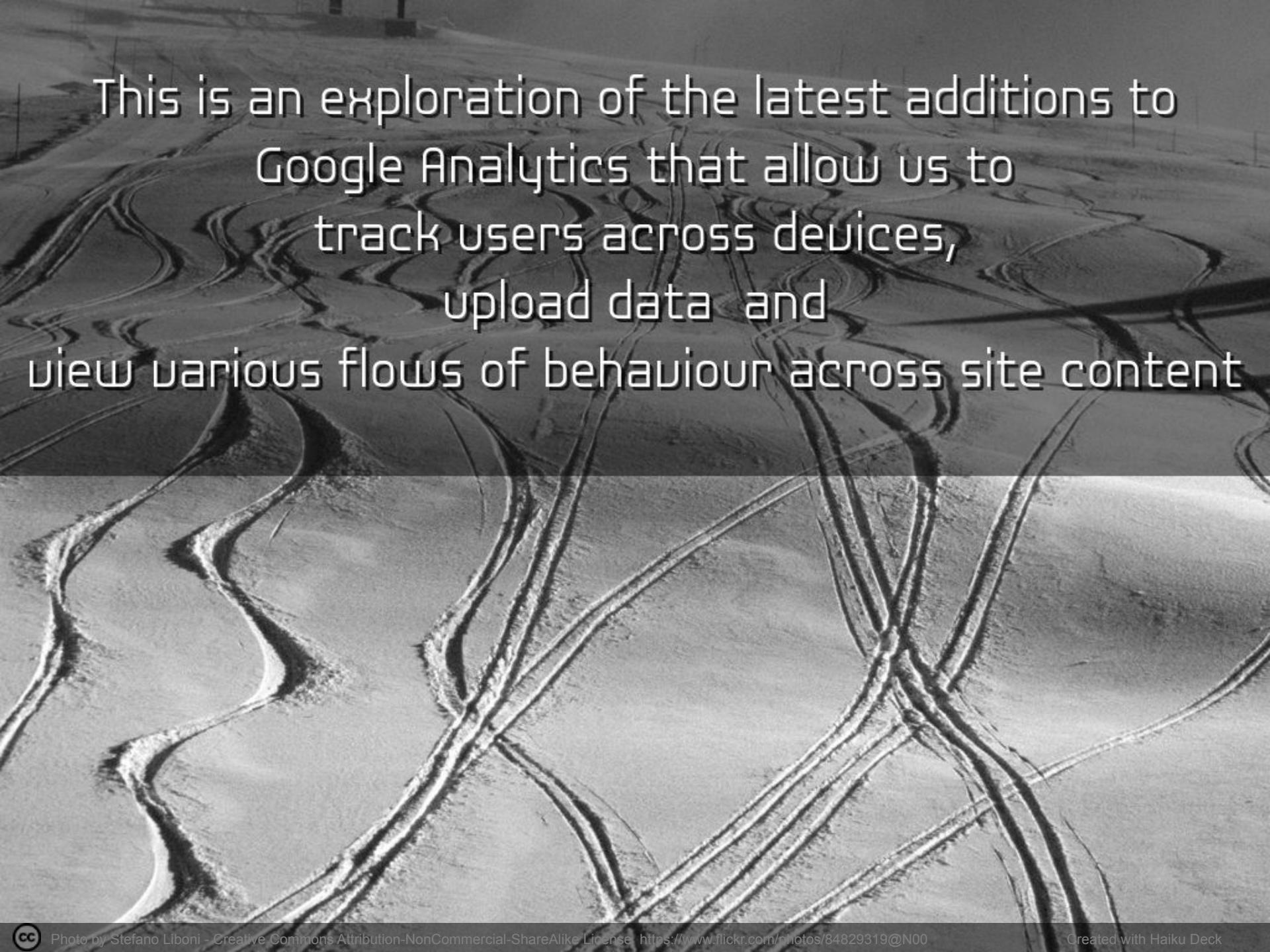
# WHAT CAN AND SHOULD MARKETPLACES BE TRACKING? USING GOOGLE ANALYTICS

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A black and white aerial photograph of a complex highway interchange. The image shows multiple levels of roads, ramps, and exits, creating a dense, web-like pattern of white lines on a darker ground surface. The perspective is from above, looking down the length of the roads.

This is an exploration of the latest additions to  
Google Analytics that allow us to  
track users across devices,  
upload data and  
view various flows of behaviour across site content

# SEGMENTATION





# GOOGLE ANALYTICS

## AUDIENCE AND CHANNEL



# LABEL CAMPAIGNS & CHANNELS USING UTM TRACKING PARAMETERS

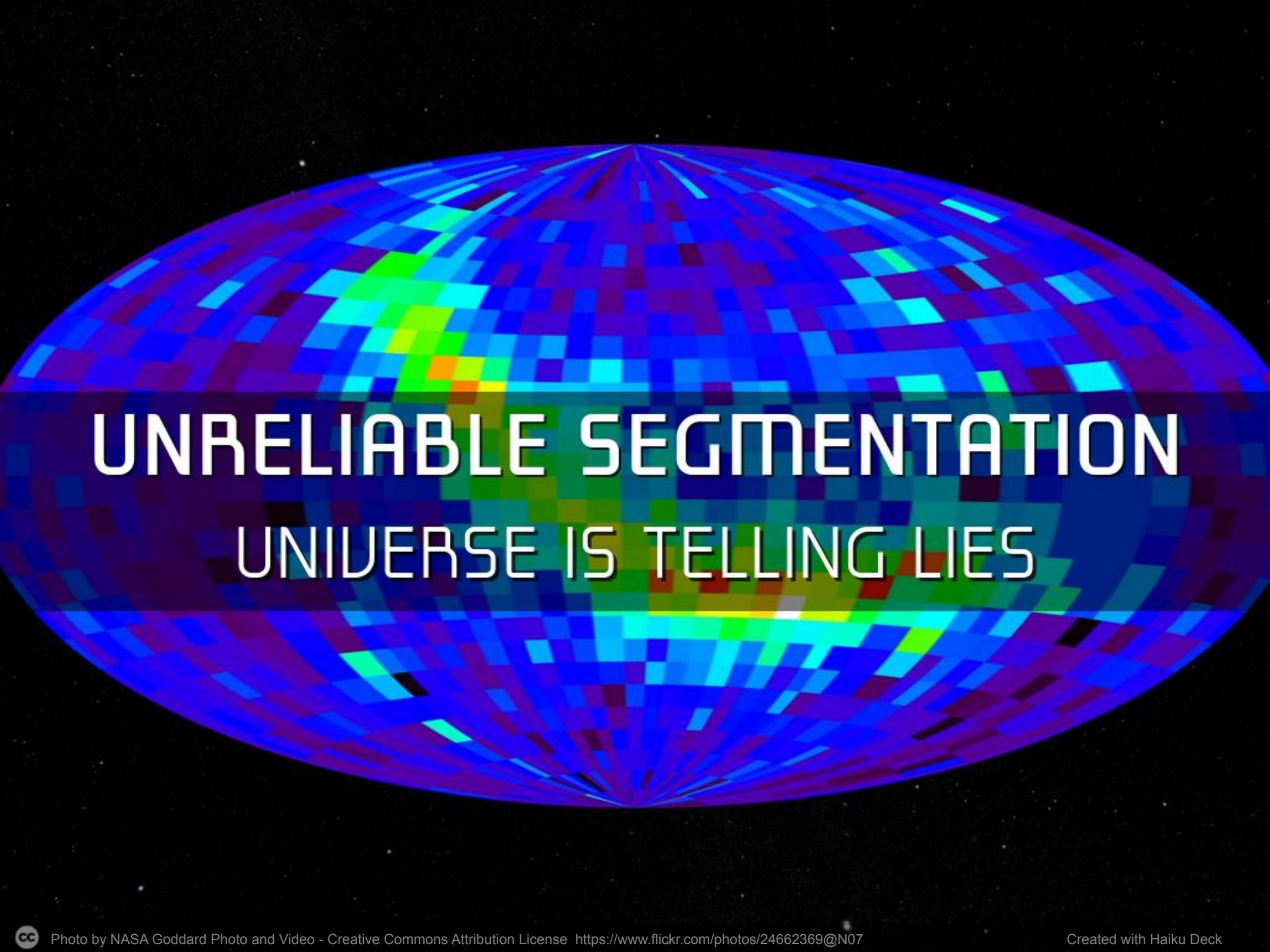


# LABEL AUDIENCES

USING RELIABLE & UNRELIABLE SEGMENTS

# RELIABLE SEGMENTATION





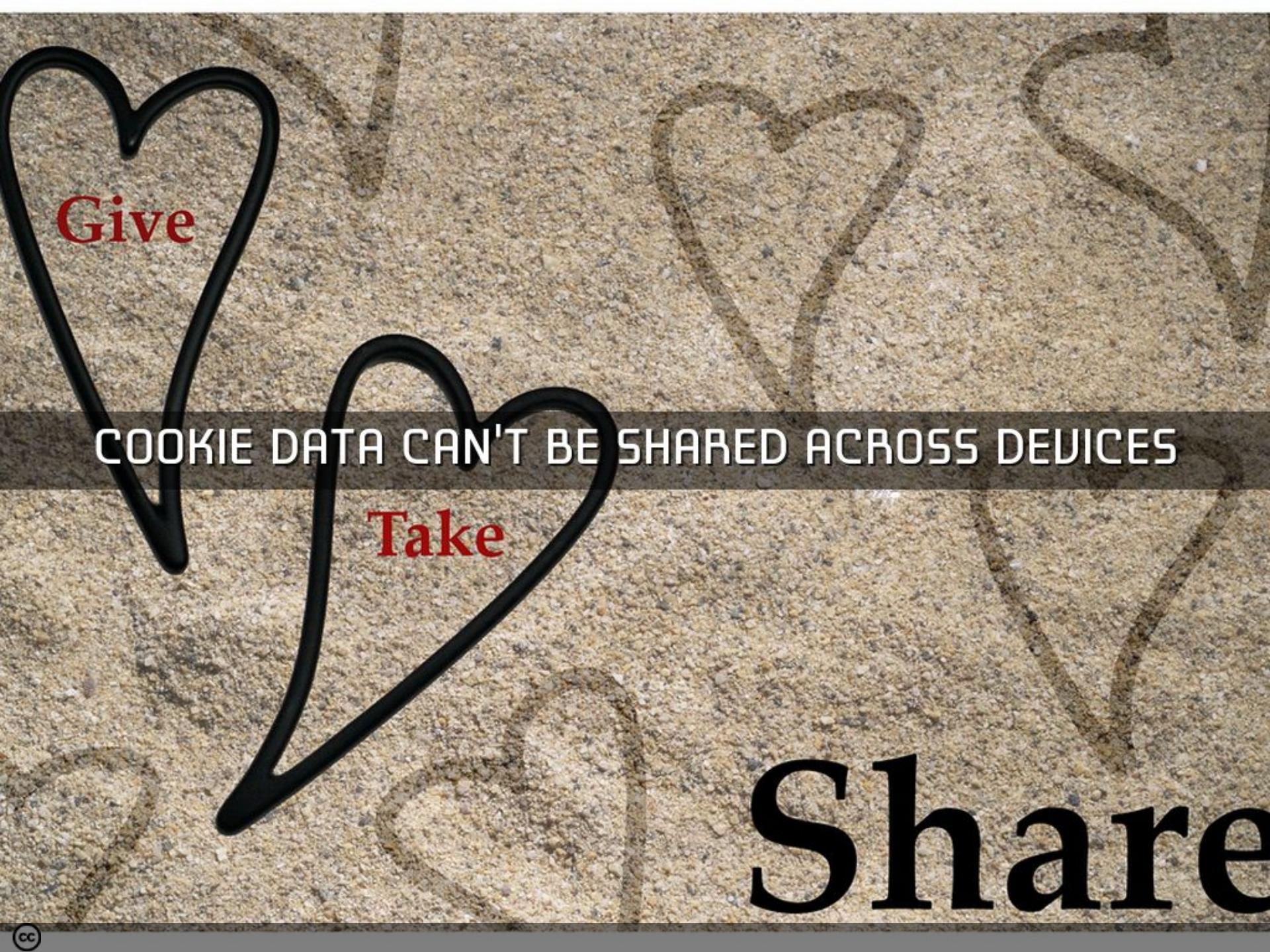
UNRELIABLE SEGMENTATION  
UNIVERSE IS TELLING LIES



# WE LOVE OUR DEVICES



ANALYTICS TOOLS  
LOVE TO USE COOKIES



Give

COOKIE DATA CAN'T BE SHARED ACROSS DEVICES

Take

Share



# 6 USERS?

## 36 DEVICES?



# WHAT IS THE MOST IMPORTANT SEGMENT?



# So what can we do?

# IDENTIFY OUR USERS BY CUSTOMISING GOOGLE ANALYTICS

RINGBEARER

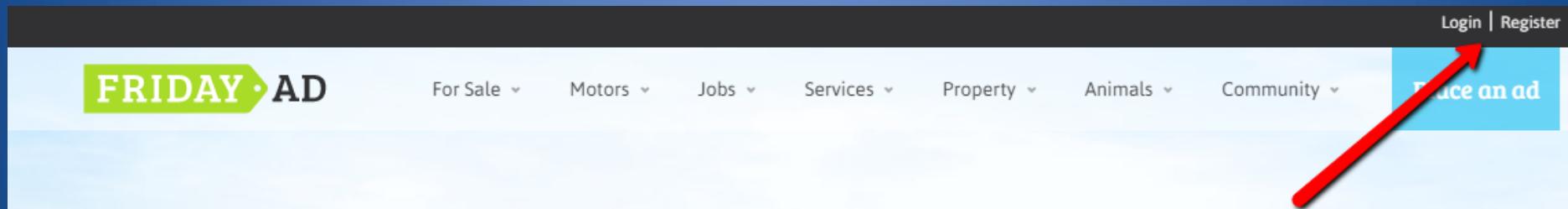


# RECOGNISE CURRENT USERS BY USING USER ID

# BENEFITS

- More accurate user count
- Analyse signed in user experience
- Connect data from multiple sessions to see conversion process from start to finish

# User ID from Sellers Accounts



# Acquisition Device

Google Analytics

Home Reporting Customization Admin

Find reports & more

Acquisition Device

Mar 21, 2014 - Apr 20, 2014

Email Export Shortcut

All Sessions 100.00%

Sequencer

Overview Ecommerce

Users VS. Select a metric

Users

300,000

150,000

Mar 22 Mar 29 Apr 5 Apr 12

Primary Dimension: Device Category

advanced

Originating Device	Users	Sessions	Revenue From Originating Device	Revenue From Other Devices	Revenue
1. Desktop	% of Total: 100.00%	% of Total: 100.00%	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)
2. Tablet			\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)
3. Mobile			\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)

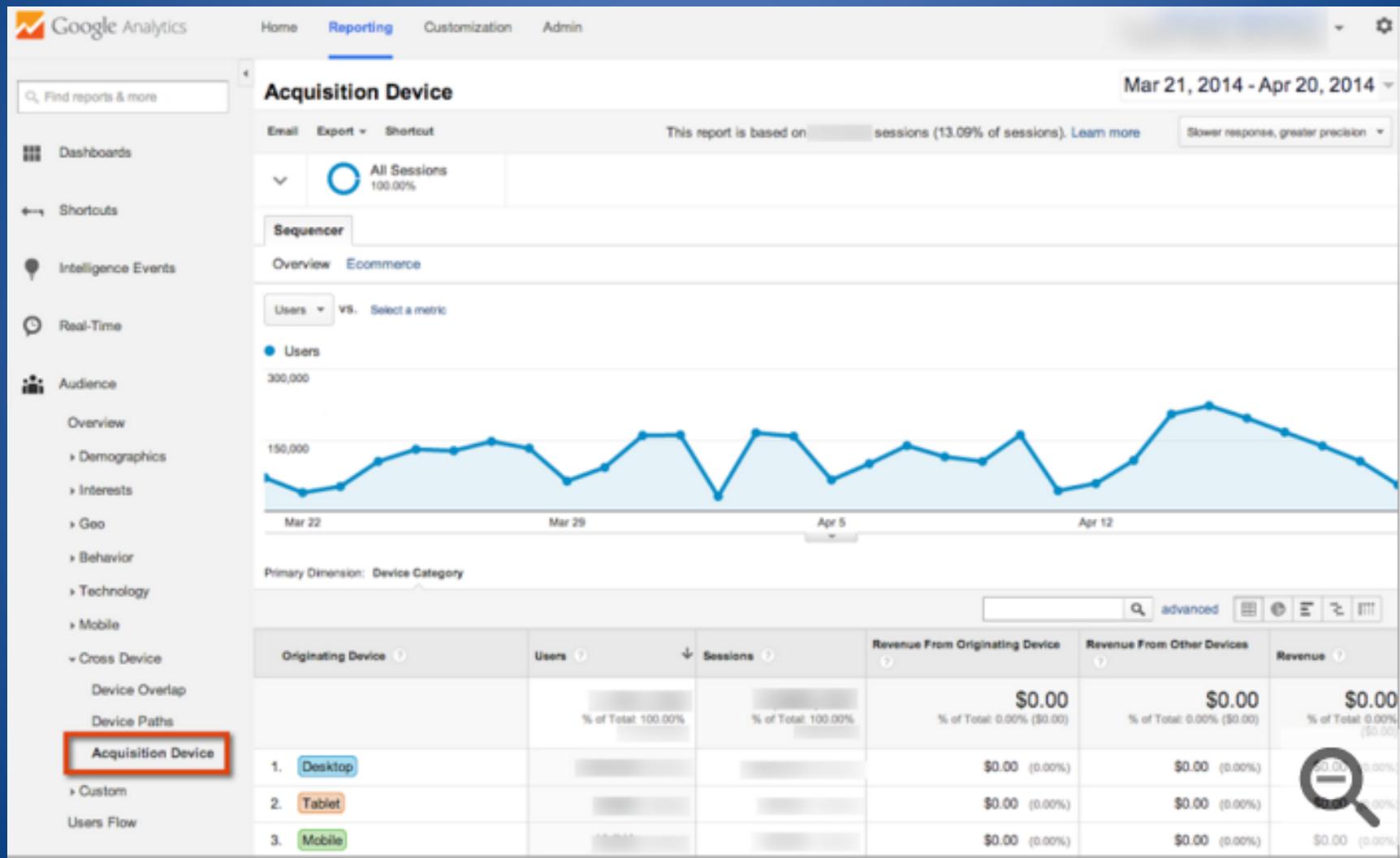
Device Overlay

Device Paths

Acquisition Device

Custom

Users Flow



# Device Overlap

Google Analytics

Reporting

Customization Admin

Find reports & more

Device Overlap

Mar 21, 2014 - Apr 20, 2014

Email Export Shortcut This report is based on sessions (13.09% of sessions). Learn more Slower response, greater precision

All Sessions 100.00%

Sequencer

Users

Desktop (checked)

Mobile (checked)

Tablet (checked)

Desktop 93.06%

Mobile 0.66%

Tablet 0.06%

2.17% 0.57%

0.83%

The overlap areas of the squares above are approximations.

Primary Dimension: Device Category

	Users	Revenue	User Transaction Rate
1. Desktop	% of Total: 100.00%	\$0.00 % of Total: 0.00% (\$0.00)	0.00% % of Total: 0.00% (0.00%)
2. Desktop Mobile		\$0.00 (0.00%)	0.00% (0.00%)

advanced

Device Overlap

Device Paths

Acquisition Device

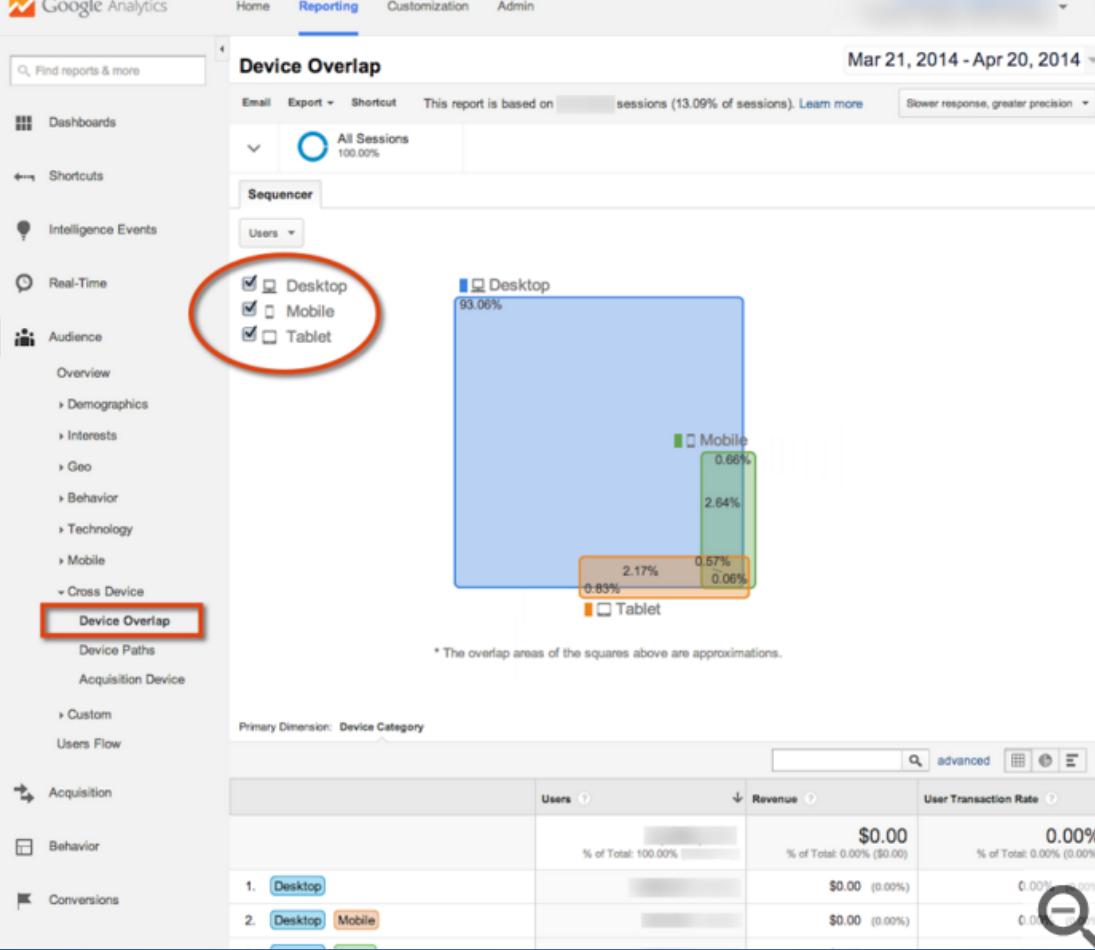
Custom

Users Flow

Acquisition

Behavior

Conversions



# Device Paths

Google Analytics

Home Reporting Customization Admin

Find reports & more

Mar 21, 2014 - Apr 20, 2014

Device Paths

Email Export Shortcut

This report is based on sessions (13.09% of sessions). Learn more Slower response, greater precision

All Sessions 100.00%

Sequencer

Overview Ecommerce

Primary Dimension: Device Category Mobile Device Marketing Name

Path Options

Adjust the path options:

Show steps in path

Minimum steps to show in a path: 1

Apply Cancel

Device Paths

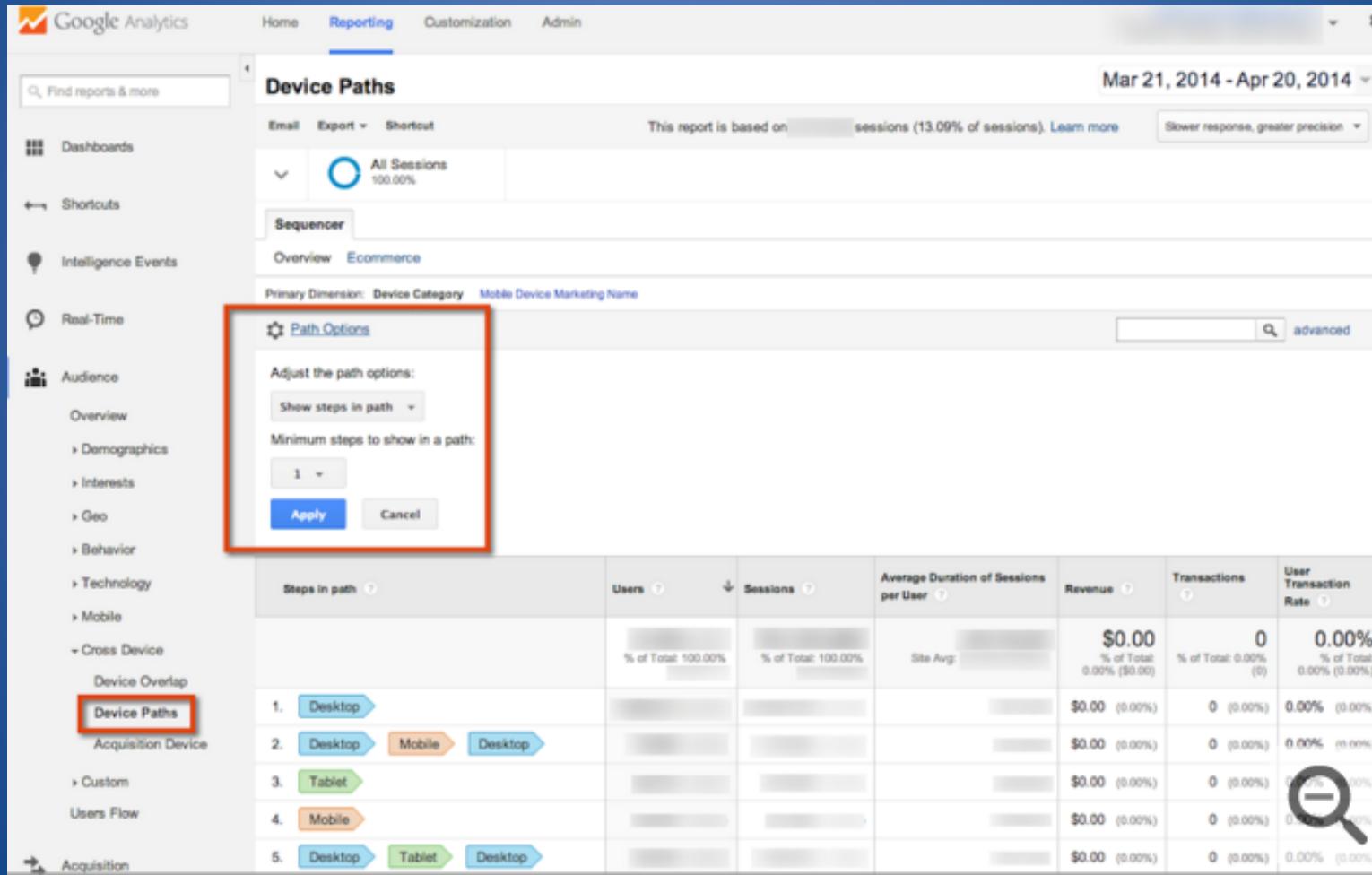
Steps in path	Users	Sessions	Average Duration of Sessions per User	Revenue	Transactions	User Transaction Rate
1. Desktop	% of Total: 100.00%	% of Total: 100.00%	Site Avg:	\$0.00 % of Total: 0.00% (\$0.00)	0 (0.00%)	0.00% % of Total: 0.00% (0.00%)
2. Desktop → Mobile → Desktop				\$0.00 (0.00%)	0 (0.00%)	0.00% (0.00%)
3. Tablet				\$0.00 (0.00%)	0 (0.00%)	0.00% (0.00%)
4. Mobile				\$0.00 (0.00%)	0 (0.00%)	0.00% (0.00%)
5. Desktop → Tablet → Desktop				\$0.00 (0.00%)	0 (0.00%)	0.00% (0.00%)

Acquisition Device

Custom

Users Flow

Acquisition



A large, diverse crowd of people of various ages, ethnicities, and styles are sitting on the grass, looking towards the left. The scene is outdoors, possibly at a festival or event. The crowd is dense, with people of all ages visible.

ASK OUR AUDIENCE  
BY USING CUSTOM DIMENSIONS

# White Dinner Plates

📍 Brighton



Photos

Map

Report



Heart Favourite



Share:



🕒 9 days ago

£10

Collection only

Contact seller

Private advertiser



Cathy C.



Posting ads since Nov 2007

📍 Brighton 8 miles away

See seller's profile

See seller's other adverts



Got one like this?

Sell it here!

# HIT-LEVEL SEGMENTATION

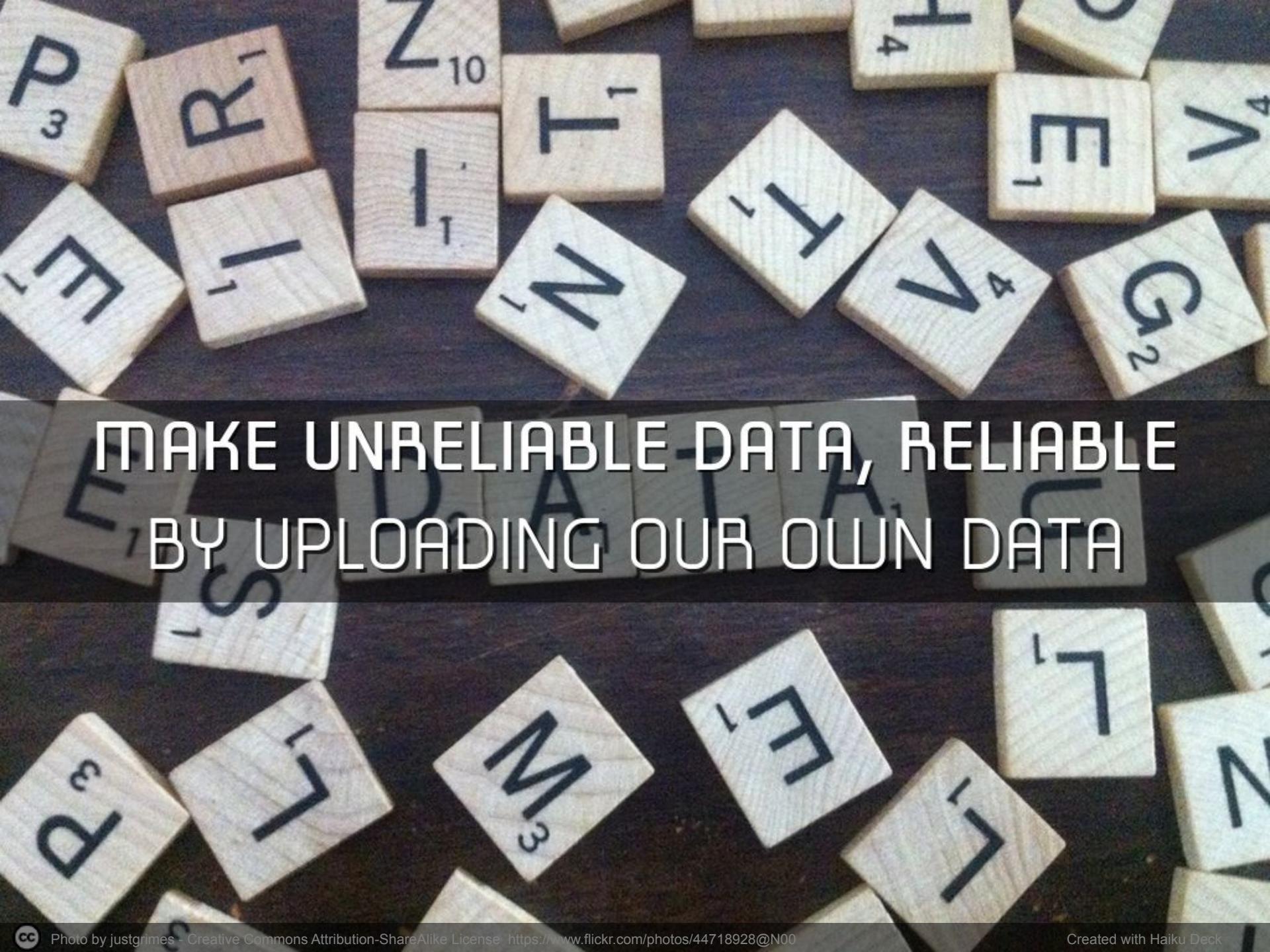
- For Sale
- Home & Garden
- Cookware & Dining
- China, Pottery & Glass
- Chinaware
- Product

# SESSION-LEVEL SEGMENTATION

- Did User login?
- Did User Register?
- Did User Contact Seller
- Did User Buy an Ad?

# USER-LEVEL SEGEMENTATION

- Buyer?
- Seller?
- Combi (what were they in this session?)
- Demographics?
- Lifetime no. of Ads placed and Value?



MAKE UNRELIABLE DATA, RELIABLE  
BY UPLOADING OUR OWN DATA

# DATA IMPORT

- User Data
- Campaign Data
- Geographical Data
- Content Data
- Product Data
- Custom Data

If you want to...	Join data on	Typical import dimensions/metrics
Use CRM data to analyze site usage by customer interest, loyalty rating, lifetime value, etc.	User ID	Custom dimensions and metrics such as Segment, Rating, Value.
Reuse and expand on campaign tagging to track traffic from non-Google sources.	Campaign ID	Source, Medium
Use CMS data to see which authors on your site are the most popular.	Article ID	Custom dimensions such as Author, Category.
Generate reports on your most popular products categorized by price, color, size, etc.	Product ID (SKU)	Custom dimensions such as Price, Color, Size.
Process refunds in a batch.	Transaction ID	Product Price, Quantity Refunded, Revenue
Analyze 3rd party (non-Google) ad network click and cost performance.	Source, Medium, Campaign, Keyword	Clicks, Impressions, Cost
Add data that doesn't match one of the above.	*	*

A photograph of a waterfall cascading down a dark, textured stone wall. The water flows over the wall in multiple streams, creating white foam at the base. Green plants and moss are growing on the wall, particularly on the left side. The background shows a yellow wall and some foliage.

# PUTTING IT ALTOGETHER

## FLOW VISUALISATION

# GOOGLE ANALYTICS FLOW REPORTS

- Behaviour
- Goal
- Users
- Events
- Goal Funnel Visualisation
- Shopping Behaviour Analysis
- Checkout Behaviour Analysis



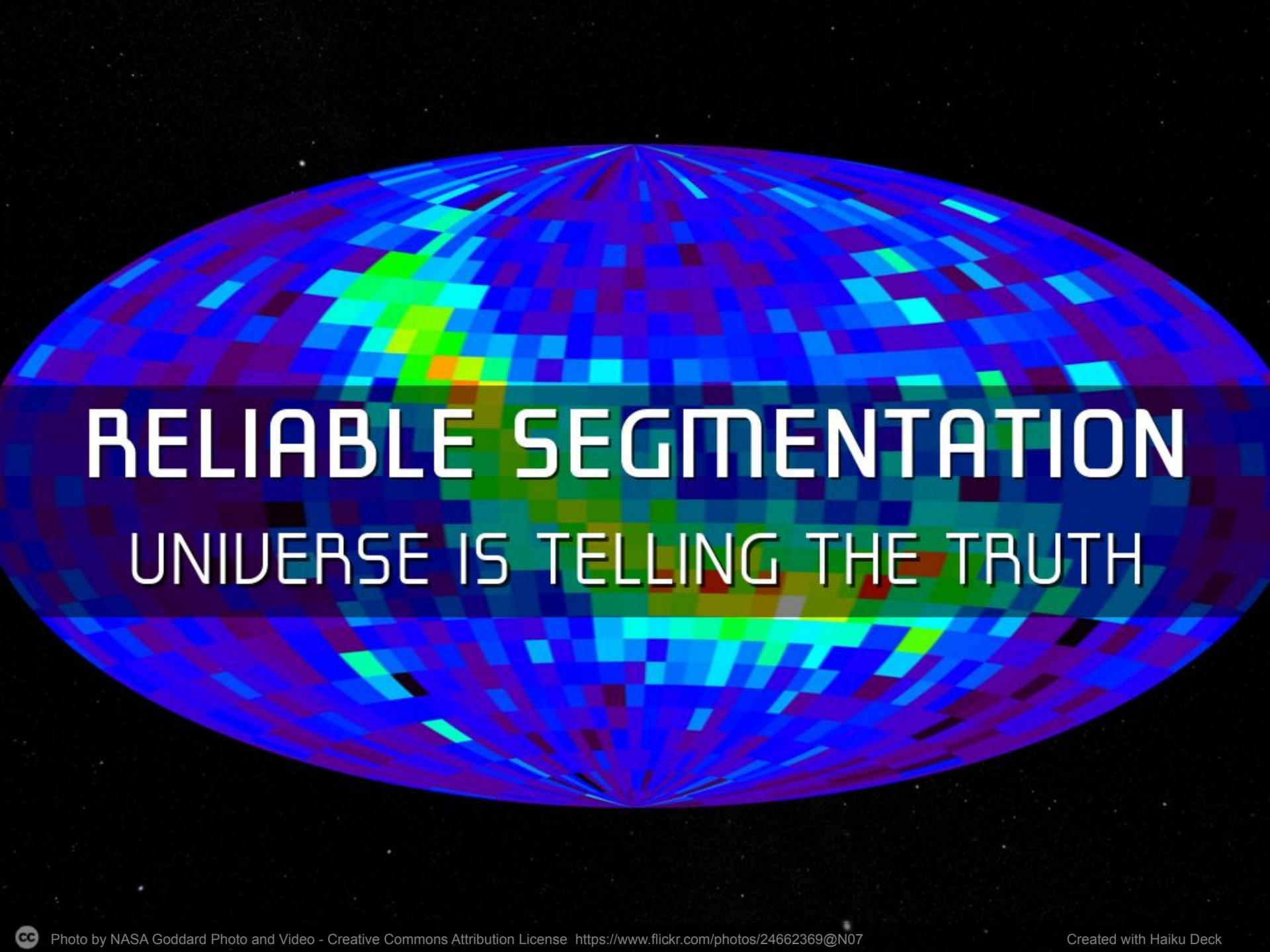
# Shopping / Checkout Behaviour



# Flow Across App Screens



# WHAT CAN AND SHOULD MARKETPLACES BE TRACKING? USING GOOGLE ANALYTICS



# RELIABLE SEGMENTATION UNIVERSE IS TELLING THE TRUTH

# ASK THE TEAM...

- Are we tracking our non-Google campaigns?
- Are we effectively segmenting our Users?
- Are we using all our data to maximise opportunities?
- Could we learn more about our Users?
- Have we optimised our Analytics setup?