



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

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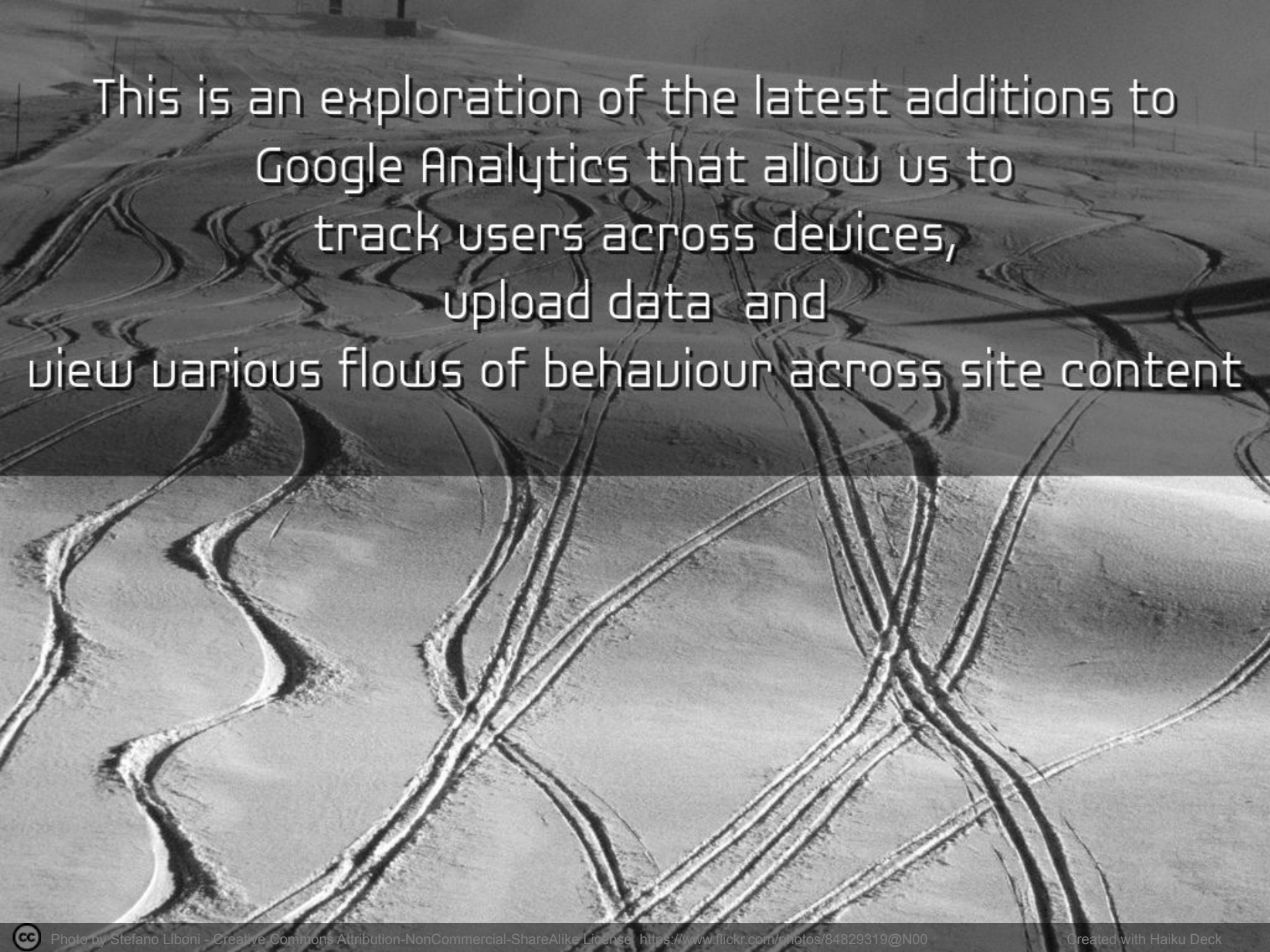
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This is an exploration of the latest additions to Google Analytics that allow us to track users across devices, upload data and view various flows of behaviour across site content



A collage of four fruit boxes. The top-left box contains red and yellow apples. The top-right box contains yellow lemons. The bottom-left box contains red and yellow apples, some with a '100% Juice' sticker. The bottom-right box contains green limes. A single orange slice is placed in the center, overlapping the text.

# 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



A person with blonde hair, wearing a black t-shirt and blue jeans, is lying on their back on a light-colored wooden floor. They are smiling and looking towards the camera. Their right leg is bent at the knee, and they are wearing a green sock with black stripes. They are surrounded by a large number of electronic devices, including several smartphones, tablets, and laptops, which are scattered around them. The devices are of various colors and models, some with their screens on and some with their screens off. The text "WE LOVE OUR DEVICES" is overlaid in the center of the image in a large, white, sans-serif font.

# WE LOVE OUR DEVICES





# ANALYTICS TOOLS

LOVE TO USE COOKIES





Give

COOKIE DATA CAN'T BE SHARED ACROSS DEVICES

Take

Share



A group of six people are lying on their backs on a light-colored wooden floor. They are surrounded by a large number of electronic devices, including laptops, tablets, and smartphones, which are laid out on the floor around them. The text '6 USERS?' is overlaid in large white letters, and '36 DEVICES?' is overlaid in smaller white letters below it.

# 6 USERS?

## 36 DEVICES?



WHAT IS THE MOST IMPORTANT SEGMENT?





So what can we do?



A metal clip is attached to the top of a Frodo Baggins ID card. The card is white with a green header that says "HOBBIT". Below the header is a black and white photo of Frodo Baggins. To the right of the photo, the text reads "FRODO BAGGINS" and "RINGBEARER". The card is placed on a wooden surface.

# IDENTIFY OUR USERS BY CUSTOMISING GOOGLE ANALYTICS





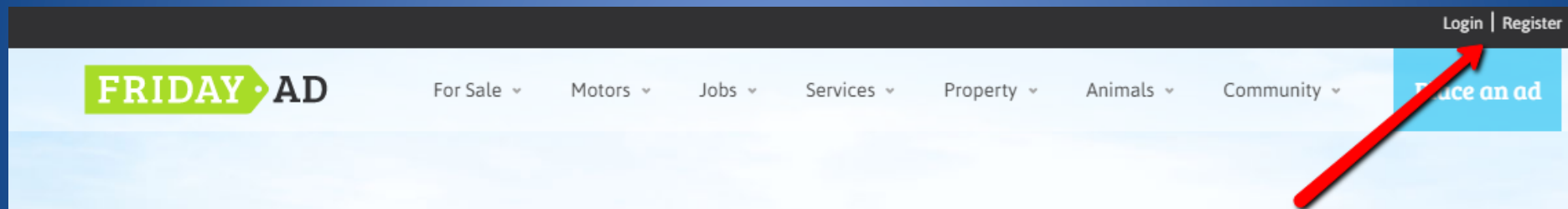
# RECOGNISE CURRENT USERS BY USING USER ID

# BENEFITS

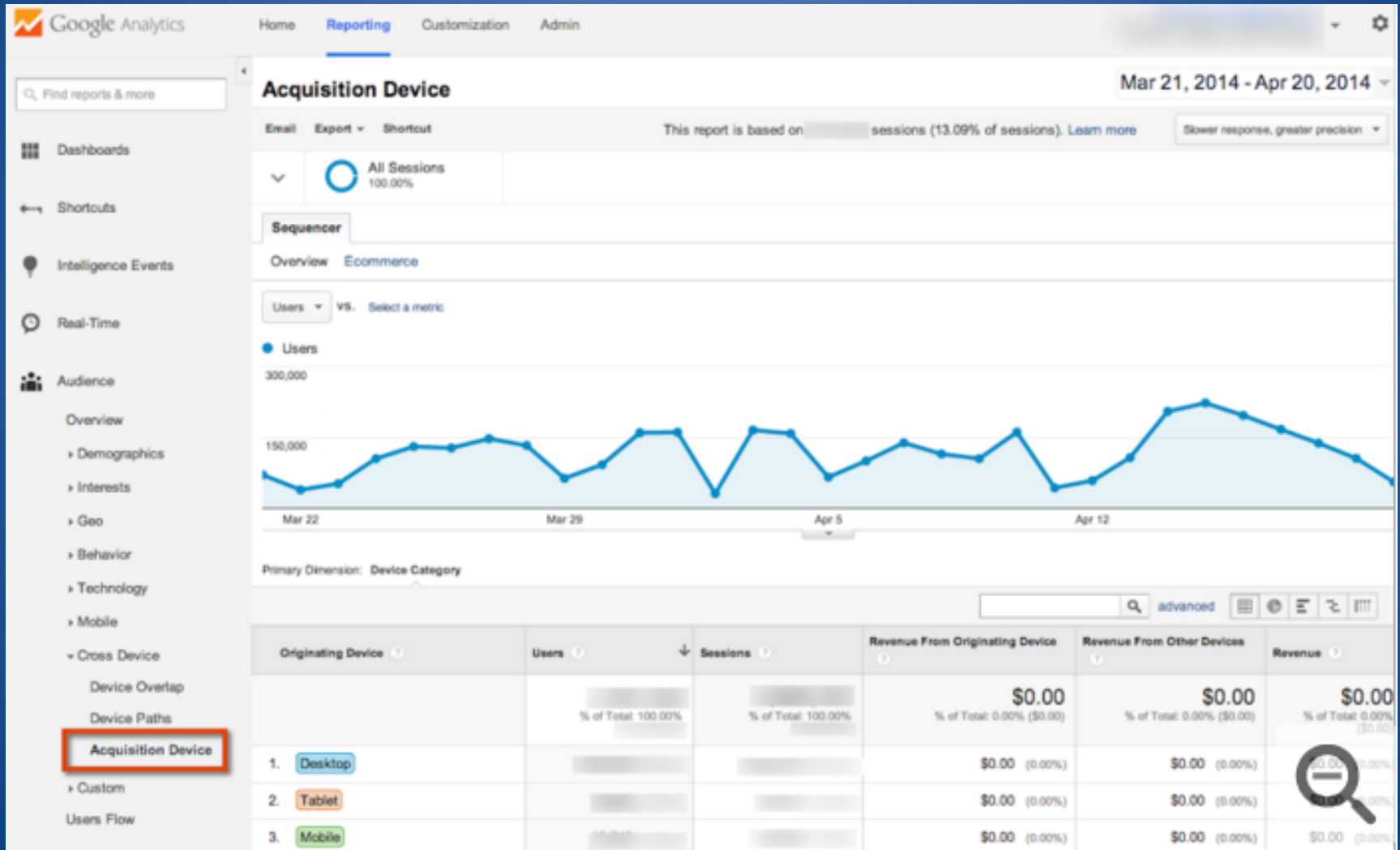
- More accurate user count
- Analyse signed in user experience
- Connect data from multiple sessions to see conversion process from start to finish



# User ID from Sellers Accounts

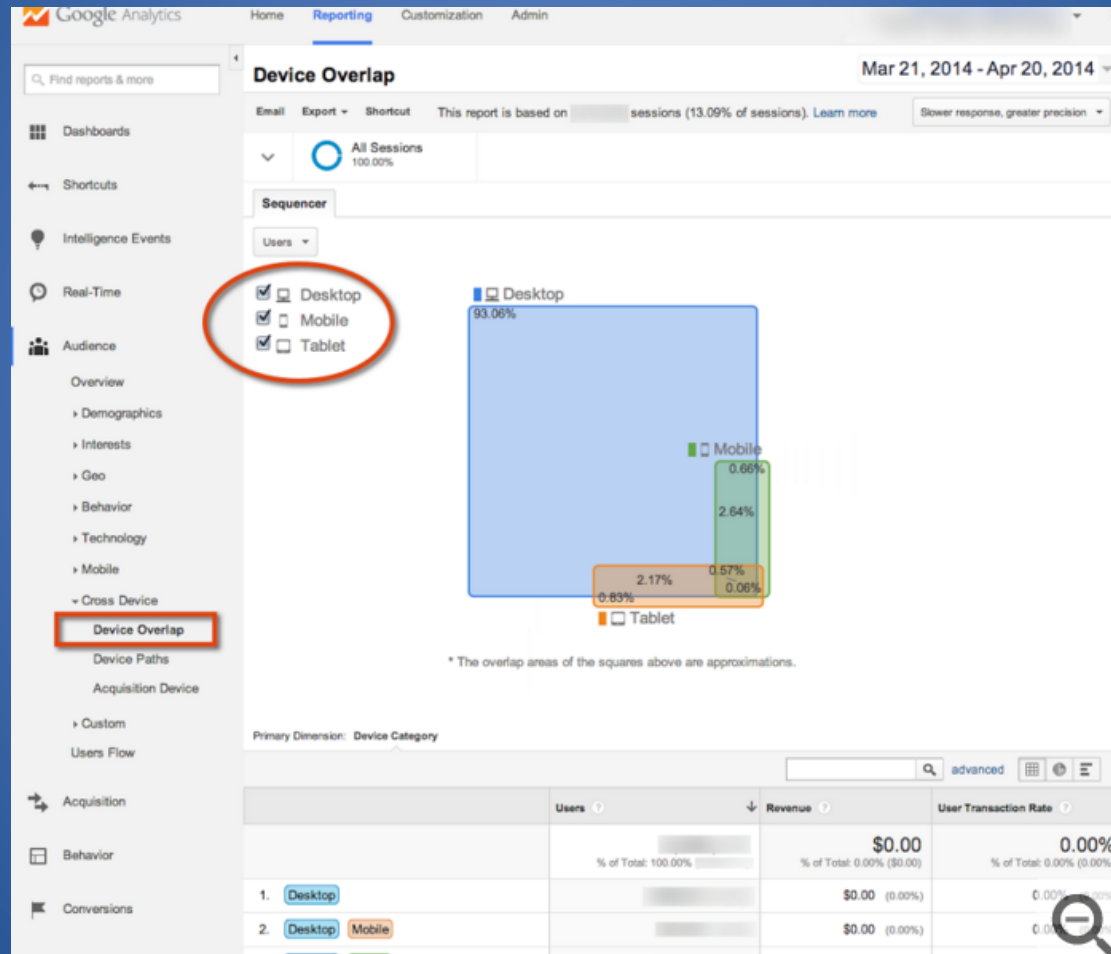


# Acquisition Device





# Device Overlap



# Device Paths

The screenshot shows the Google Analytics interface with the 'Device Paths' report selected. The report is for the period 'Mar 21, 2014 - Apr 20, 2014' and is based on 'All Sessions' (100.00%). The 'Sequencer' tab is active, showing a list of device paths. A red box highlights the 'Path Options' dialog box, which allows users to adjust the path options. The dialog box includes a 'Show steps in path' dropdown and a 'Minimum steps to show in a path' input field set to '1'. The 'Apply' button is highlighted.

**Device Paths** 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

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

Steps in path ▼	Users ▼	Sessions ▼	Average Duration of Sessions per User ▼	Revenue ▼	Transactions ▼	User Transaction Rate ▼
	% of Total: 100.00%	% of Total: 100.00%	Site Avg:	\$0.00 (% of Total: 0.00% (\$0.00))	0 (% of Total: 0.00% (0))	0.00% (% of Total: 0.00% (0.00%))
1. Desktop				\$0.00 (0.00%)	0 (0.00%)	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%)



A large, diverse crowd of people of various ages and ethnicities is sitting on a grassy field. They are all looking towards the camera. The crowd is dense, with people in the foreground and background. The text "ASK OUR AUDIENCE BY USING CUSTOM DIMENSIONS" is overlaid in white, bold, sans-serif font on a semi-transparent dark band across the middle of the image.

# ASK OUR AUDIENCE

## BY USING CUSTOM DIMENSIONS



# White Dinner Plates

📍 Brighton

📷 Photos

📍 Map

⚠️ Report



❤️ 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?

A close-up photograph of numerous wooden Scrabble tiles scattered across a dark, textured surface. The tiles are light-colored wood with black lettering and point values. Visible letters include P, R, Z, T, E, V, G, N, L, M, and S. Some tiles show point values like 3, 1, 10, 4, 2, and 3. The tiles are arranged in a somewhat chaotic but patterned manner, with some forming parts of words like 'DATA' and 'UNRELIABLE' in the background.

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.	★	★





# 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

A Cosmic Microwave Background (CMB) fluctuation map, showing a spherical distribution of color-coded temperature variations. The colors range from dark blue (cooler) to red and yellow (warmer). The map is centered on the Earth, with the Milky Way galaxy visible as a bright, curved band across the center. The background is a deep black space filled with distant stars.

# 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?