

# Digital Analytics

Running Your Show  
Project Management



## INTRO

# Digital Analytics

For the most part, Google Analytics is the main tool used to track the performance of any online activity. It will be the primary data dashboard used to evaluate and review your crowdfunding campaign. When a user lands on your website, clicks through to read a few blog posts, visits your campaign page, and makes a purchase, all of this information gets tracked and reported on by Google Analytics. For free.

As the digital marketing and analytics arena changes at a rapid pace, the most up-to-date information should be referenced from Google themselves. They have created a free online class that you can complete in a couple hours to understand all the fundamentals needed for digital analytics.

For your convenience, this document provides a broad overview of all the important aspects and key words you need to know. For step-by-step beginner instructions on how to set up, use the links below:

Click here for the [Digital Analytics Fundamentals Course](#). If you don't want to do the entire class (should only take a couple of hours), focus on Unit 4 and Unit 5. Those specifically focus on how to set up and use Google Analytics.

Click here for an [Absolute Beginners Guide To Google Analytics](#).

## OVERVIEW

1. Conversions
2. Traffic
3. Google Analytics
4. Goals
5. Link Tagging

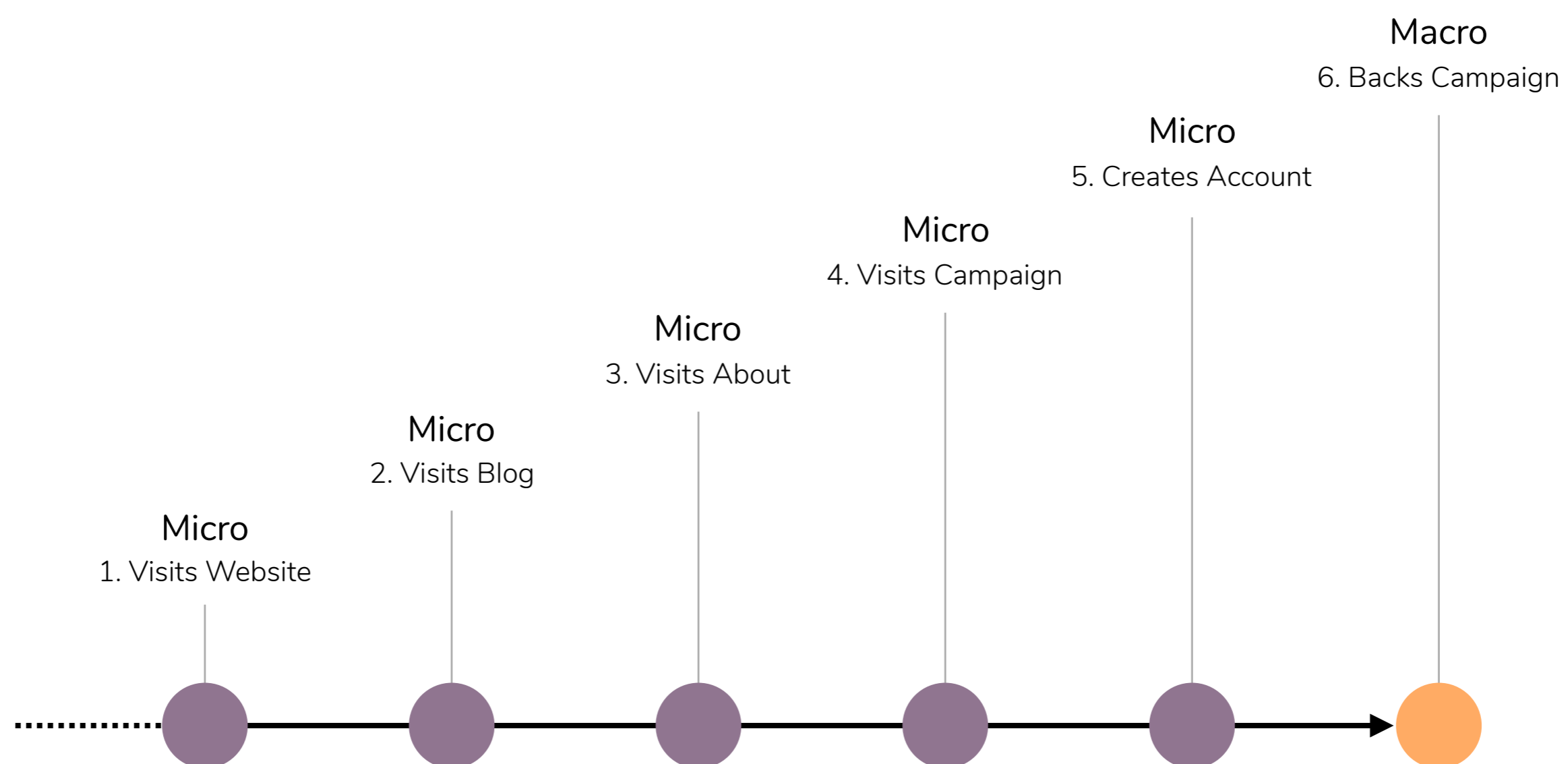
ONE

# Conversions

Conversions are essentially the main thing being tracked. If a person walks into a store and doesn't buy anything, it counts as 1 Traffic but 0 Conversion. If a second person walks into the store and buys something, it will then be 2 Traffic and 1 Conversion. In the case of a crowdfunding, the main conversion is somebody backing the campaign (essentially making a purchase).

**Macro Conversion:** Main objective helping reach business goal.

**Micro Conversion:** Small steps that lead towards the macro conversion.



## Business Objectives > Measurable Outcome

What you consider as your conversion depends on the objective. Here are some examples.

- E-Commerce > Purchase Made
- Lead Generation > Contact Details Given
- Content Publishing > Ads Shown To Visitors
- Information Support > Help Find Information
- Branding > Awareness & Engagement

TWO

# Traffic

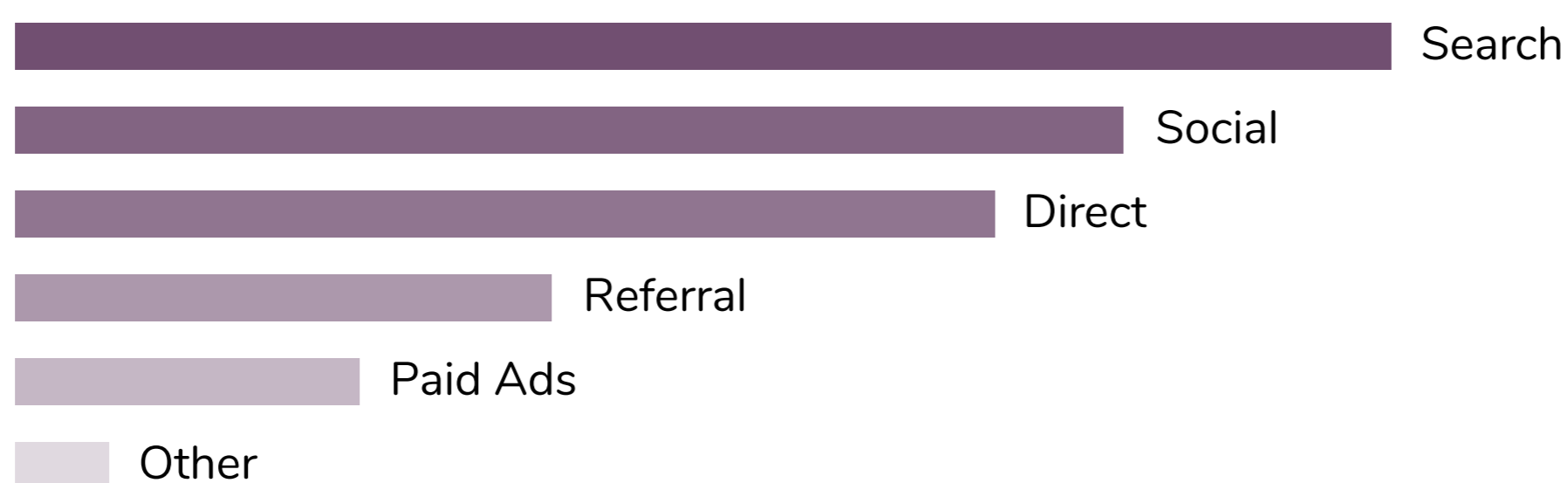
This is essentially people. Just like how a clothing store measures how many people enters its doors, a website tracks how many people visit the digital asset (website, app, platform, page). However it doesn't just count how many visitors, it also collections information on who they are and where they came from.

Not all traffic is equal, certain types of customers provide higher value to the company. It's important to split them up into groups and analyse them individually. This can be seen in Traffic Sources Report. Some common ways to segment people are:

- Date and Time (Sunday, Afternoon)
- Device (Mobile, Desktop)
- Marketing Channel (Email, Search)
- Geography (Country, City)
- Customer Characteristics (New, Repeat)

**Visits:** How many times the website or page is visited. One person can count towards many visits.

**Unique Visits:** How many times the website or page is visited by different people. One person can only count towards one visit.



## THREE

# Google Analytics

Conversions and traffic are general concepts used in all forms of marketing analytics. The following is specifically about Google Analytics and how its system works. There are four parts to Google Analytics.

## 1. Collection (Tracking Tag On Websites)

A piece of tracking code is on every single website. The moment a people visits a website, it will trigger the code and Google Analytics will start tracking that visitor.

## 2. Processing (Data Being Collected Onto Servers)

The raw data related to the visitor is sent to Google's servers to be processed and made useful.

## 3. Configuration (Data Configured According To View Settings)

After the data is ready, it get configured according to the 'View Settings' on the Google Analytics account. E.g. If the View Settings doesn't want to include any visitors from Iceland, it will configure it here.

## 4. Reporting (The Data Being Reported In Views)

The final result, the data is reported on the dashboard according to the View Settings. This is where the evaluation and analysis happens, that is, where people spend almost all their time.



# Google Analytics

## Key Google Analytics Terms

- **Dimensions:** Characteristics of users and their sessions. Geography, traffic source, page name, etc.
- **Metrics:** Quantitative numbers that describe user behaviour. Visitors, page visits, conversions, etc.
- **Session Duration:** Time duration spent from opening first page to last page event interaction/hit.
- **Bounce Rate:** User arriving on page and leaving without another hit/interaction.
- **Event Tracking:** Interactions/hits that keep a session alive. Opening a page, watching a video, etc.

## FOUR

## Goals

This is essentially setting up Google Analytics to know what you consider to be a macro conversion. Goals are configured at the View level. There are four types of goals:

1. **Destination** — e.g. thanks.html  
Page on the website that users see when they complete an activity. Can be a thank you for signing up page or purchase confirmation. Goal is triggered by user viewing page.
2. **Duration** — e.g. 5mins or more  
How long they spend on the site. Goal is triggered when user stays on site longer than threshold.
3. **Pages/Screen** — e.g. 3 pages  
Amount of content/pages seen, tracking engagement. Such as viewing over 4 pages. Triggered when user passes threshold set.
4. **Event** — e.g. played a video  
When user does something specific. Downloading a PDF or starting a video. Need to implement event tracking for this.

### Goals For Crowdfunding Campaign Page

While you're running a live campaign, this macro conversion is a person backing the campaign. As each crowdfunding platform has its own configuration, please use the following links to understand how to set up Google Analytics for each specific platform. Make sure you turn on e-commerce.

[Kickstarter Google Analytics Setup](#)

[Indiegogo Google Analytics Setup](#)

### Goals For Website Landing Page & Lead Magnet

Note, this is not a necessary step although recommended. By doing this, your Google Analytics dashboard will report how many people have signed up for the lead magnet and have information about them.

To set this up, you will use a Destination Goal on Google Analytics. A visitor will land on your website, be attracted to the lead magnet, enter their email address, receive an email asking them to confirm their email address, click the link in the email, and land on a 'thank you for confirming' page. It is this page that you set up your Destination Goal. All Google Analytics is doing is making a 'conversion note' for whoever visits this 'thank you' page.

# Link Tagging

Google Analytics already automatically tracks where users are coming from, however it is limited to common things such as search, referral, etc. When you want to track people according to your marketing campaigns, you need to tag your links. Link tagging is adding extra information to URL links, that overrides the automatic tags, so you can figure out exactly where people are coming from. Here is an example:



In the above link, whoever clicks on it to visit the website will have their visit dimensions tagged as 'newsletter', 'email', and 'personal' instead of the automatic dimensions Google sets (such as 'direct'). When would you use such a link? Imagine you write an email and you want to know how many people you personally emailed visited your website. Using a normal URL link in that email ([www.example.com](http://www.example.com)) will cause Google Analytics to record it as 'direct'. Google can't tell the difference between a person typing a URL in a browser and clicking a link in an email, all are 'direct'. But if you use the above link that has been tagged with your custom dimensions, it will show up on your dashboard as those dimensions, and you will know exactly how many people visit from your emailing activities with that link.

## Custom Link Tag Dimensions

Below are the five main dimensions that can be customised. Ultimately, what words you set is entirely up to you, all that matters is that you know and remember what means when you look at the reports.

### Source

Name of website or main channel. For example, for a newsletter you add: `utm_source=newsletter`

### Medium

How they arrived. For example, for an email you add: `utm_medium=email`

### Campaign

For particular campaigns. For example, for the July update you add: `utm_campaign=julynews`

### Term

Used for paid adwords. For example, an ad with a balloon image you add: `utm_term=balloon`

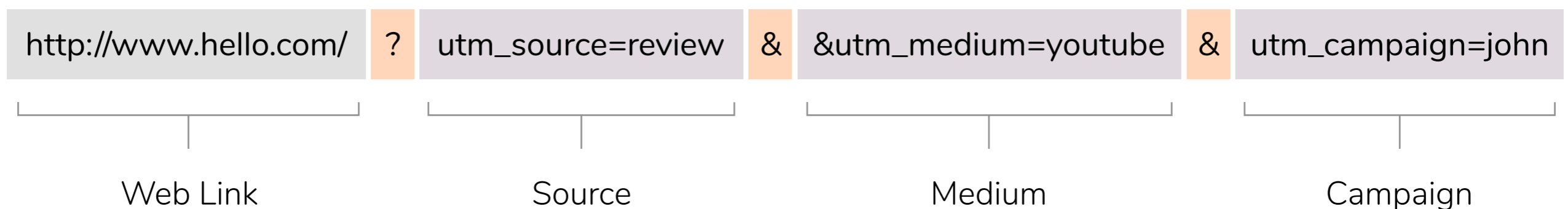
### Content

To tag different versions. For example, if you're testing different ads you add: `utm_content=version1`

## FIVE

# Link Tagging

If you are new to link tagging, it's recommended you just start with a couple in the beginning (5 or so) and work your way up later. Here is a clear breakdown of how the link tag is typed:

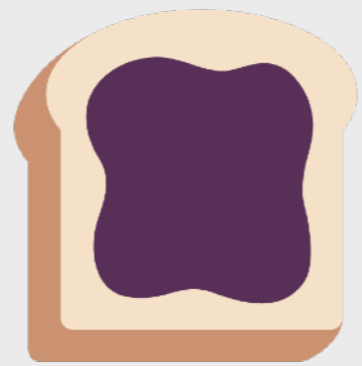


1. Source, medium, and campaign are mandatory to set while term and content are optional.
2. You can put the dimensions (source, medium, term, etc.) in any order. It doesn't matter.
3. The web link can be any url link, but obviously it should be of your own website.
4. Before you write your first dimension, start with a '?' and add a '&' before each extra dimension.
5. If you are running multiple marketing activities, it helps to have all of your custom link tags stored in one spreadsheet. That way you can be sure you don't forget what they were for.

## Url Builder Tool

You can use the following tool to build your custom link tags for you: [click here](#). Ultimately, a link tag is just a url link with extra letters and symbols. There's no fancy code behind it.





## Need help on your crowdfunding campaign?

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