

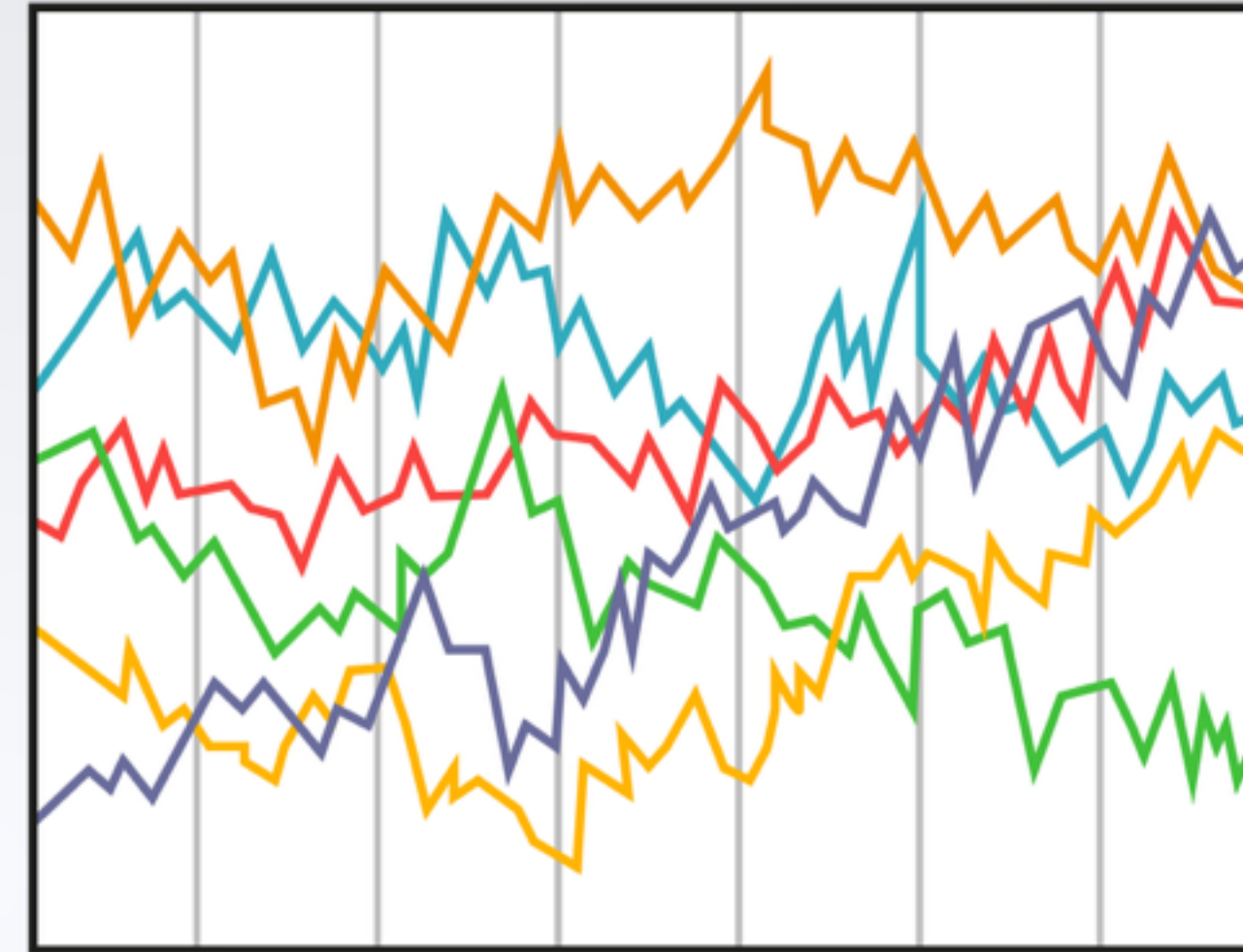
BECOME A GOOGLE ANALYTICS NINJA



Outline

- Filters & Segments
- Event Tracking
- Goal Tracking
- Custom Reports & Dashboards

**We have a lot to get through,
please hold Questions to the end.**



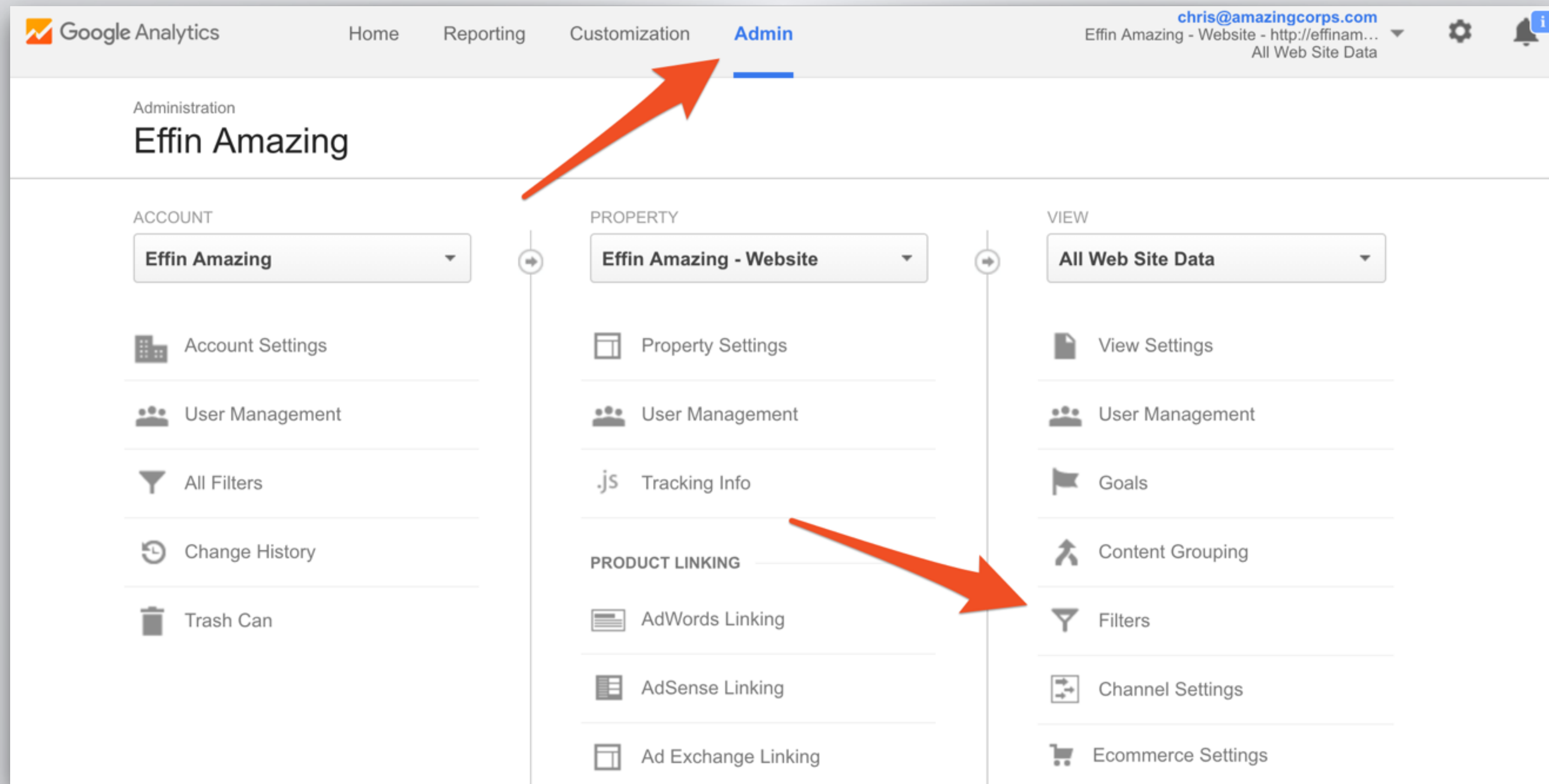
FILTERS & ADVANCED SEGMENTS

Filter vs Advanced Segments

Filter - A filter is applied to a profile view and is permanent. This stops the data from ever being saved into a profile.

Advanced Segment - An advanced segment allows you to isolate similar visitors into groups. These can be applied to any report without making permanent changes to your data.

How To Create a Filter



How To Create a Filter

The screenshot shows the Google Analytics Admin interface. At the top, the navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin' (which is highlighted). The user's email 'chris@amazingcorps.com' and the property name 'Effin Amazing - Website' are visible. The breadcrumb trail reads 'Administration > View Filters'. The main heading is 'Effin Amazing / Effin Amazing - Website / All Web Site Data'. On the left sidebar, under the 'VIEW' section, the 'All Web Site Data' view is selected. Below this, there are links for 'View Settings', 'User Management', 'Goals', and 'Content Grouping'. The 'Filters' link is highlighted at the bottom of the sidebar. In the main content area, there is a table with columns 'Rank', 'Filter Name', and 'Filter Type'. A red button labeled '+ ADD FILTER' is positioned above the table. A red arrow points from this button to the 'Filter Name' column header. Below the table, a message states 'There is no data for this view.'

How To Create a Filter

VIEW

← All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

Add Filter to View

Choose method to apply filter to view

☒ Create new Filter
☐ Apply existing Filter

Filter Information

Filter Name

Block Internal IP

Filter Type

Predefined Custom

Exclude traffic from the IP addresses that are equal to

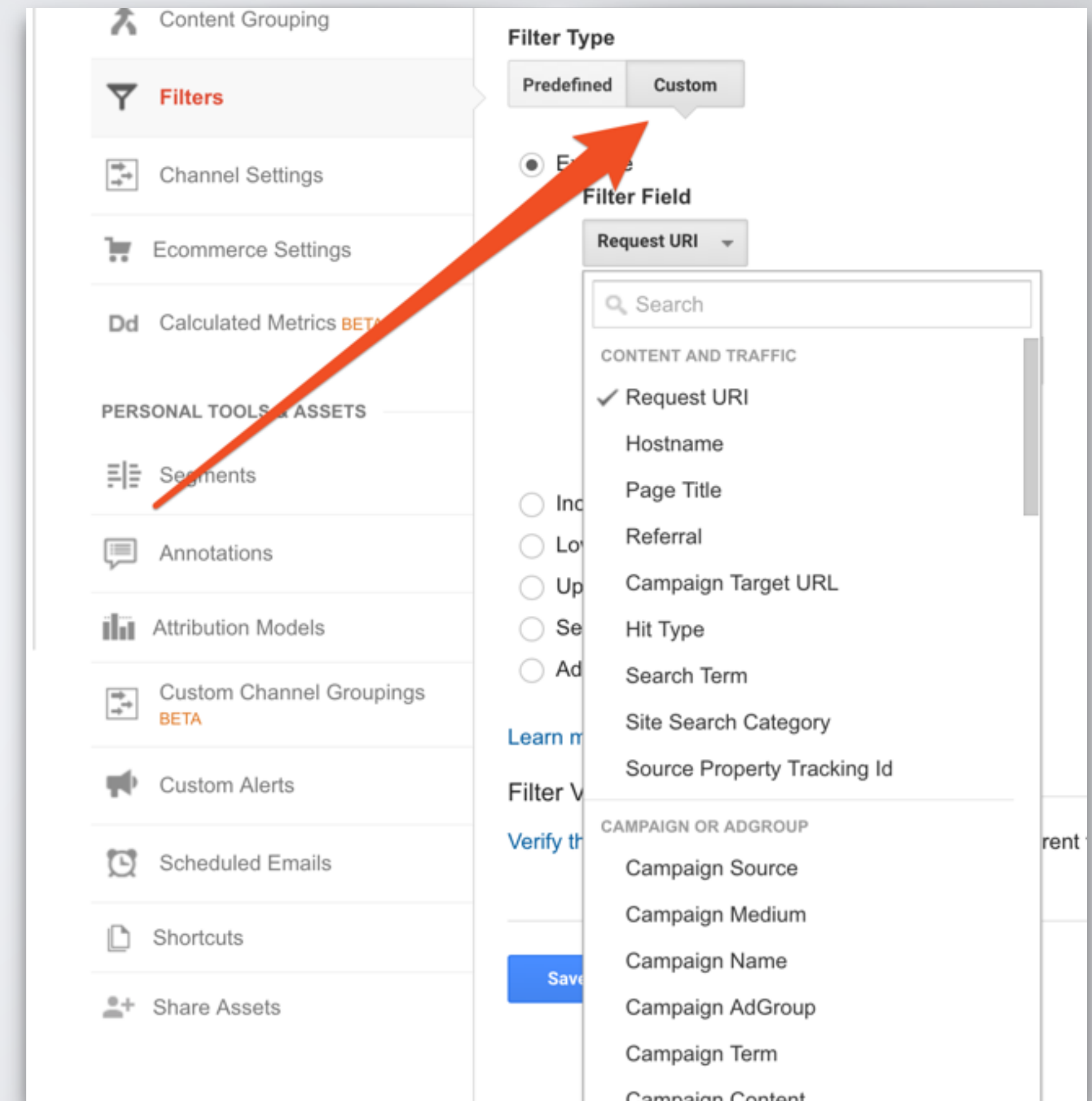
IP address

123.123.123.123

How To Create a Filter

Get Custom!

Go beyond the standard predefined filters and create filters off any dimension of Google Analytics.



Filter Examples

Exclude Internal Traffic

The best converting user on your site is you! Your internal team doesn't act like typical web users and will alter the metrics that are most reported, including users, sessions, and pageviews.

Edit Filter

Filter Information

Filter Name

Block the Office

Filter Type

Predefined

Custom

Exclude

traffic from the IP addresses

that are equal to

IP address

71.42.54.209

Filter Examples

Exclude Development Sites

Have a development site? Exclude traffic going to that hostname.

View Filter

Filter Information

Filter Name

exclude effinamazing.local

Filter Type

Predefined

Custom

Exclude

traffic to the hostname

that contain

Hostname

effinamazing.local

Filter Examples

Lowercase on Campaign Attributes

By default, UTM parameters are case sensitive in GA. Simply add 5 lowercase filters on the UTM

Campaign parameters: Campaign Medium, Campaign Source, Campaign Content, Campaign Term and Campaign Name.

Assets Users Goals **Filters** Profile Settings

Add Filter to Profile

Choose method to apply filter to Profile

☒ Create new Filter
☐ Apply existing Filter

Filter Information

Filter Name

Filter Type ☐ Pre-defined filter ☒ Custom filter

☐ Exclude
☐ Include
☒ Lowercase
☐ Uppercase
☐ Search and Replace
☐ Advanced

Filter Field

Filter Examples

Exclude All Query Parameters

Use filters to make `website.com/order.php?id=1234` and `website.com/order.php?id=4321` show up as just `order.php` by excluding the query string.

Filter Information

Filter Name

Exclude All Query Parar

Filter Type

☐ Pre-defined filter ☒ Custom filter

☐ Exclude
☐ Include
☐ Lowercase
☐ Uppercase
☐ Search and Replace
☒ Advanced

Field A -> Extract A

Request URI

(.*)\?

Field B -> Extract B

-

Output To -> Constructor

Request URI

\$A1

Field A Required

☒ Yes ☐ No

Field B Required

☐ Yes ☒ No

Override Output Field

☒ Yes ☐ No

Case-sensitive

☐ Yes ☒ No

Other Filter Examples

- Include/Exclude Specific Campaign
- Lowercase on Request URI
- Attach Hostname to Request URI
 - To make page.html be domain.com/page.html
- Include Mobile Only
- Include/Exclude Traffic to Specific Subdirectory
 - i.e. /blog/ or /shop/

Advanced Segments

+ NEW SEGMENT

Import from gallery

Share segments

View

Search segments

VIEW SEGMENTS

All

System

Custom

Shared

Starred

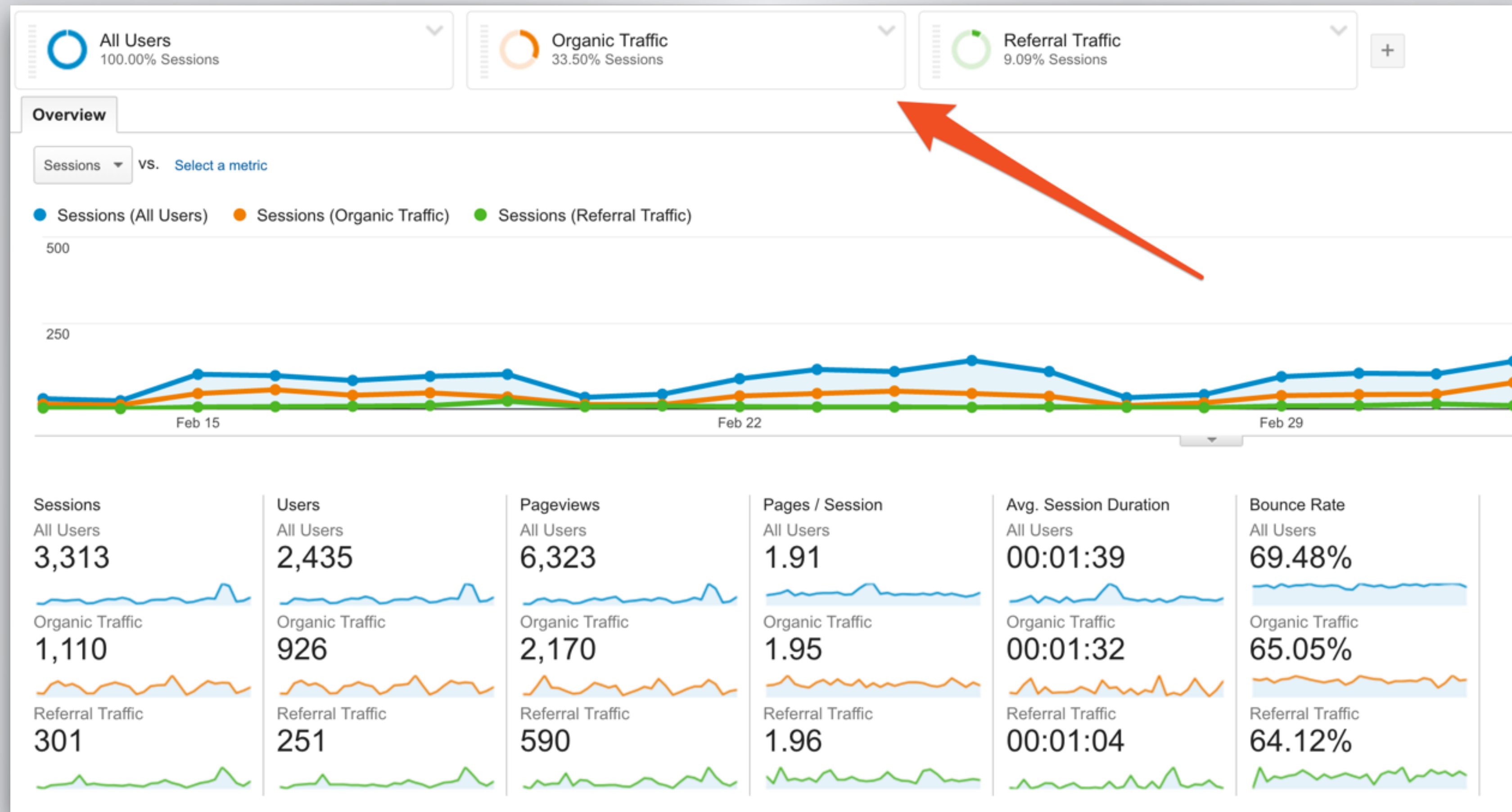
Selected

Segment Name	Created	Modified	
<input checked="" type="checkbox"/> ☆ All Users			Actions ▾
<input type="checkbox"/> ☆ Bounced Sessions			Actions ▾
<input type="checkbox"/> ☆ Converters			Actions ▾
<input type="checkbox"/> ☆ Direct Traffic			Actions ▾
<input type="checkbox"/> ☆ Made a Purchase			Actions ▾
<input type="checkbox"/> ☆ Mobile and Tablet Traffic			Actions ▾
<input type="checkbox"/> ☆ Mobile Traffic			Actions ▾
<input type="checkbox"/> ☆ Multi-session Users			Actions ▾
<input type="checkbox"/> ☆ New Users			Actions ▾

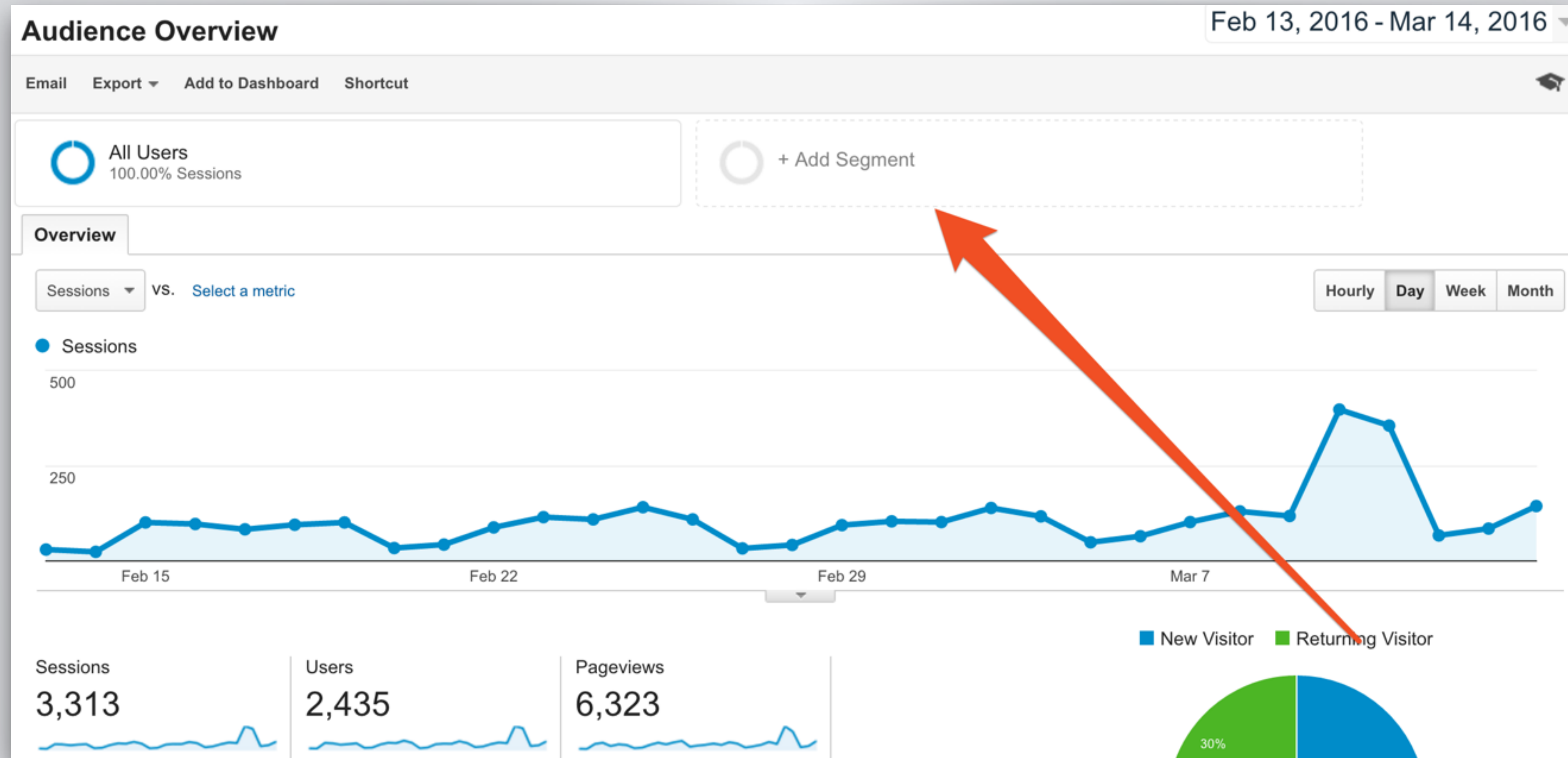
Apply

Cancel

Advanced Segments



Create Custom Advanced Segments



Create Custom Advanced Segments

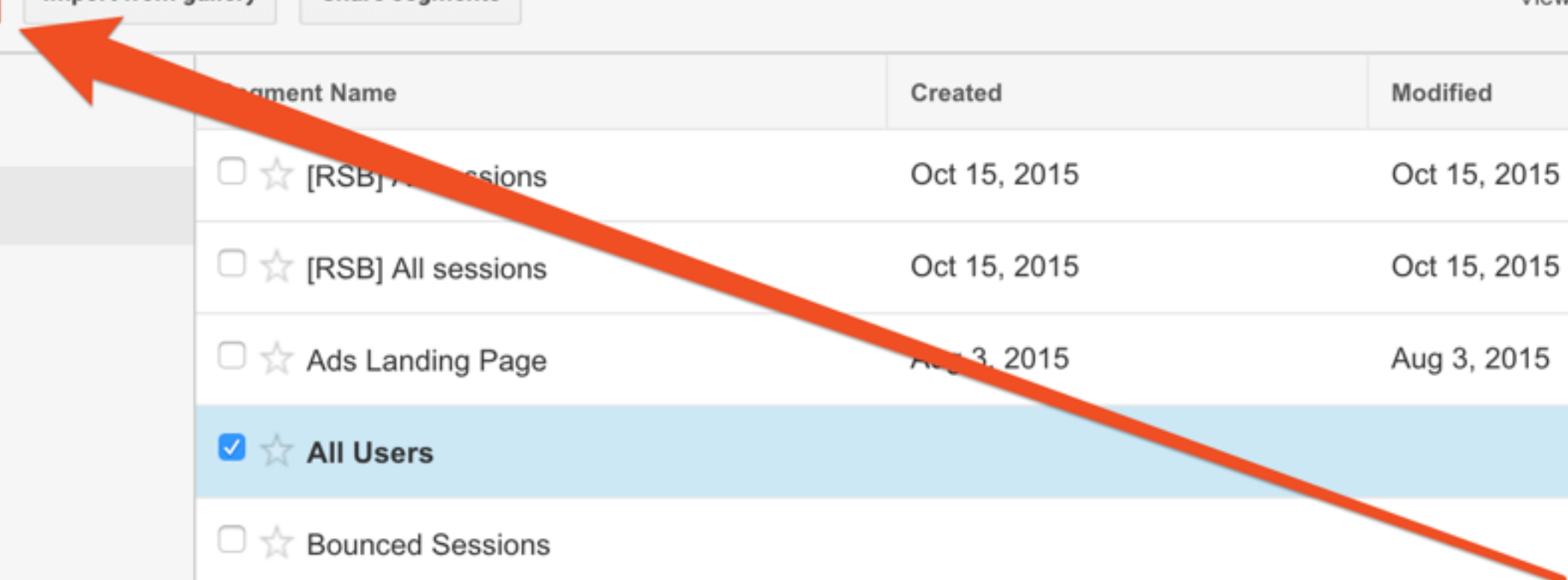
Audience Overview Feb 13, 2016 - Mar 14, 2016

Email Export Add to Dashboard Shortcut

All Users Choose segment from list

+ NEW SEGMENT Import from gallery Share segments View Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> ☆ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions ▾
System	<input type="checkbox"/> ☆ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions ▾
Custom	<input type="checkbox"/> ☆ Ads Landing Page	Aug 3, 2015	Aug 3, 2015	Actions ▾
Shared	<input checked="" type="checkbox"/> ☆ All Users			Actions ▾
Starred	<input type="checkbox"/> ☆ Bounced Sessions			Actions ▾
Selected	<input type="checkbox"/> ☆ Converters			Actions ▾
	<input type="checkbox"/> ☆ Direct Traffic			Actions ▾
	<input type="checkbox"/> ☆ Donate Widget Only	Oct 30, 2015	Oct 30, 2015	Actions ▾



Create Custom Advanced Segments

Audience Overview Feb 13, 2016 - Mar 14, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Segment Name Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Segment your users by demographic information.

Age ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ☐ Female ☐ Male ☐ Unknown

Language

Affinity Category (reach)

In-Market Segment

Other Category

Location

Summary

100.00%
of users

Users
-

Sessions
-
100.00% of sessions

No Filters

Other Cool Things With Advanced Segments

The screenshot displays the 'Advanced Segments' configuration interface. On the left, a sidebar lists various filter categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, and an 'Advanced' section containing 'Conditions' and 'Sequences'. The 'Conditions' option is highlighted with a red arrow. The main area is titled 'Conditions' and includes the instruction 'Segment your users and/or their sessions according to single or multi-session conditions.' Below this, a filter configuration box shows 'Filter' set to 'Sessions', 'Include' set to 'Include', and a condition 'Ad Content' 'contains' an empty text field. A red arrow points to this filter configuration box. To the right of the main area, a 'Summary' panel shows a circular progress indicator for '100.00% of users' and '100.00% of sessions'. At the bottom of the summary panel, it says 'No Filters'. The top of the interface features a 'Segment Name' input field, 'Save', 'Cancel', and 'Preview' buttons, and a status indicator 'Segment is visible in any View' with a 'Change' link.

Segment Name Save Cancel Preview

Segment is visible in any View [Change](#)

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Ad Content contains

OR AND

+ Add Filter

Summary

100.00%
of users

Users
-

Sessions
-
100.00% of sessions

No Filters

Other Cool Things With Advanced Segments

The screenshot displays the 'Advanced Segments' configuration interface. On the left, a sidebar lists various filter categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences. The 'Sequences' category is selected and highlighted. The main area is titled 'Sequences' and includes a description: 'Segment your users and/or their sessions according to sequential conditions.' Below this, a 'Filter' section is active, showing 'Include' as the operator, 'Sessions' as the scope, and 'Sequence start' as the condition type, with 'Any user interaction' selected. A single step, 'STEP 1', is configured with the condition 'Ad Content' 'contains' an empty text field. Below the step, there are buttons for '- OR AND' and '+ Add Step'. A red arrow points from the 'Sequences' category in the sidebar to the 'Sequences' section header. Another red arrow points from the bottom center of the interface up to the 'Add Step' button. At the top, there are buttons for 'Save', 'Cancel', and 'Preview', along with a 'Segment Name' input field and a toggle for 'Include hostname filter'. On the right, a 'Summary' panel shows a circular progress indicator for '100.00% of users' and lists 'Users' as '-', 'Sessions' as '-', and '100.00% of sessions'. A 'No Filters' button is at the bottom of the summary panel.

Segment Name [Save](#) [Cancel](#) [Preview](#) Segment is visible in any View [Change](#)

☒ Include hostname filter

Sequences
Segment your users and/or their sessions according to sequential conditions.

Filter Include ▾ Sessions ▾ Sequence start Any user interaction ▾

STEP 1

Ad Content ▾ contains ▾

— OR AND

Add Step

[+ Add Filter](#)

Summary

100.00%
of users

Users
-

Sessions
-

100.00% of sessions

No Filters

Advanced Segments Examples

- Everything you use filters for
- Include Mobile Only
- Show traffic from a specific campaign
- Show only traffic from a specific geographical location
- Include/Exclude Traffic to Specific Subdirectory
 - i.e. /blog/ or /shop/

Advanced Segments Gallery

The screenshot displays the Google Analytics Advanced Segments Gallery. On the left, a sidebar lists various dimensions and metrics. The main area shows a modal window with search and filter options. The search bar is empty, and the filter dropdown is set to 'Type: Segments'. Below the search bar, there are three filter sections: 'Sort by' (Most popular, Latest, Highest rating), 'Filter by ranking' (a slider from 1 to 5), and 'Filter by category' (a list of categories with checkboxes). The gallery lists three segments: 'Occam's Razor Awesomeness' by Avinash Kaushik, 'New Google Analytics User Starter Bundle' by The Google Analytics Team, and 'Social Media Traffic' by Rachel W (GA team). Each segment entry includes a star rating, a description, and an 'Import' button. The 'Occam's Razor Awesomeness' segment has a 4.5-star rating and 150,036 users. The 'New Google Analytics User Starter Bundle' has a 4.5-star rating and 141,264 users. The 'Social Media Traffic' segment has a 4.5-star rating and 17,606 users. At the bottom right of the modal, there are links for 'Go to Gallery' and 'Close'.

ports & help

Email Export

Time

nce

view

re Users

ort Analysis **BETA**

mographics

erests

io

havior

New vs Returning

Frequency & Rece...

Engagement

chnology

obile

ustom

nchmarking

s Flow

sition

All Users

+ NEW SEGMENT

VIEW SEGMENTS

All

System

Custom

Shared

Starred

Selected

Apply

Search

All Solutions Type: Segments X

Sort by

☒ Most popular

☐ Latest

☐ Highest rating

Filter by ranking

1 2 3 4 5

☒ Show unrated

Filter by category

☒ Show all categories

☐ Acquisition

☐ Analytics Academy

☐ Branding

☐ Campaign

☐ Conversion

☐ Display Advertising

☐ Ecommerce

☐ Engagement

☐ Enhanced Ecommerce

☐ Lead Generation

☐ Mobile

☐ Organic Search

☐ Paid Search

Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★★ (228) 150,036

A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

Import

More by Avinash Kaushik

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★★ (107) 141,264

A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

Import

More by The Google Analytics Team

Social Media Traffic

By Rachel W (GA team) Mar 1, 2013

★★★★★ (20) 17,606

Captures as many major social media channels and common social URL shorteners as possible. Feel free to suggest more so we can make this more comprehensive. Currently the list includes: facebook, quora, twitter, linkedin, google plus, youtube, hacker news, ...

More by Rachel W (GA team)

Go to Gallery Close

data where there are values for "Event Action" dimension

View Search segments

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions

EVENT TRACKING

What is Event Tracking?

Events are user interactions with content that can be tracked independently from a web page or a screen load.

Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.

Event Tracking

Top Events	Event Action	Total Events	% Total Events
Event Category	1. copy	5,575	95.19%
Event Action	2. addnew	223	3.81%
Event Label	3. save	59	1.01%

Primary Dimension: Event Action Event Label Other					
Plot Rows Secondary dimension Sort Type: Default					
	Event Action	Total Events	Unique Events	Event Value	Avg. Value
		5,634 % of Total: 96.19% (5,857)	1,741 % of Total: 9.58% (18,166)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
<input type="checkbox"/>	1. copy	5,575 (98.95%)	1,724 (98.35%)	0 (0.00%)	0.00
<input type="checkbox"/>	2. save	59 (1.05%)	29 (1.65%)	0 (0.00%)	0.00

Event Tracking JavaScript

Implementation

```
ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);
```

Field Name	Value Type	Required	Description
eventCategory	text	yes	Typically the object that was interacted with (e.g. 'Video')
eventAction	text	yes	The type of interaction (e.g. 'play')
eventLabel	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
eventValue	integer	no	A numeric value associated with the event (e.g. 42)

Example

```
ga('send', 'event', 'Videos', 'play', 'Fall Campaign');
```

GOAL TRACKING

What is Goal Tracking?

Goals measure how well your site or app fulfills your target objectives. A Goal represents a completed activity, called a conversion, that contributes to the success of your business.

Examples of Goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).

Types of Goal Tracking

URL Destination Goals - Tracks visits to a URL.

Visit Duration Goals - How long people stay on your site.

Pages/Visit Goals - Number of pages visited.

Event Goals - Goals based off the firing of an event using event tracking.

Know Important Metrics!

Leads
Trial signups
Account creations
Newsletter signups
White paper downloads
Ebook downloads

Remember: You're
limited to 20 goals total!



Destination Based & Event Based

Goals (set 1): Goal 4

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination ☐ Visit Duration ☐ Page/Visit ☐ Event

Goal Details

Goal URL
e.g. For the goal page <http://www.mysite.com/thankyou.html> enter [/thankyou.html](#). To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive ☐
URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel ☐
Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter [/step1.html](#)).

Goals (set 1): Goal 4

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☐ URL Destination ☐ Visit Duration ☐ Page/Visit ☒ Event

Goal Details

1. Configure a combination of one or more event conditions from the list below

Category

Action

Label

Value

2. For an event that meets the above conditions set the following goal value

☒ Use the actual Event Value

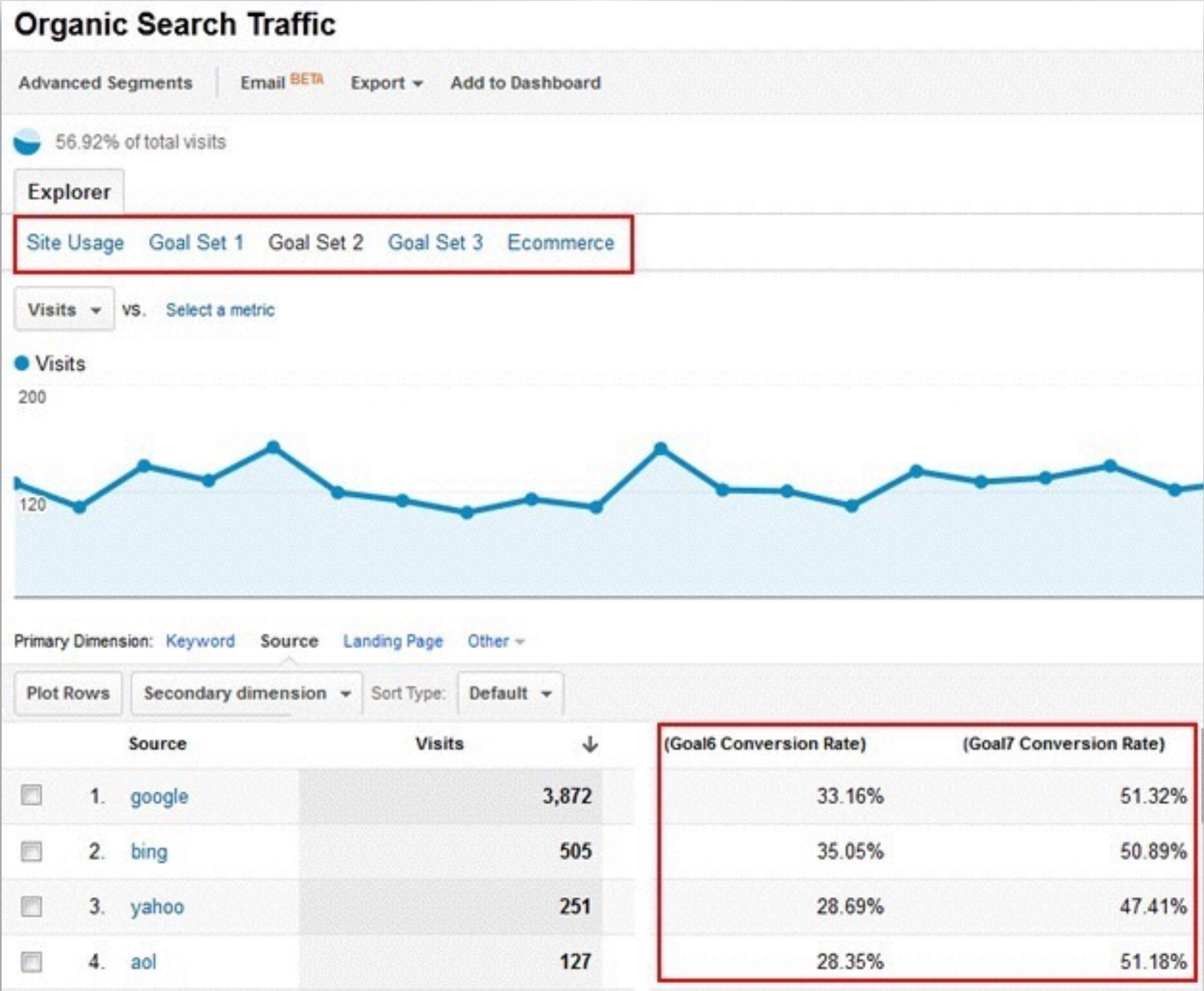
Goal Value ☐ Use a constant value

Goal Value

Assign a value for each goal. This should not be your only way of tracking revenue.

Goal values can be useful when looking for the ROI on specific campaigns, referrals, social sources and more.

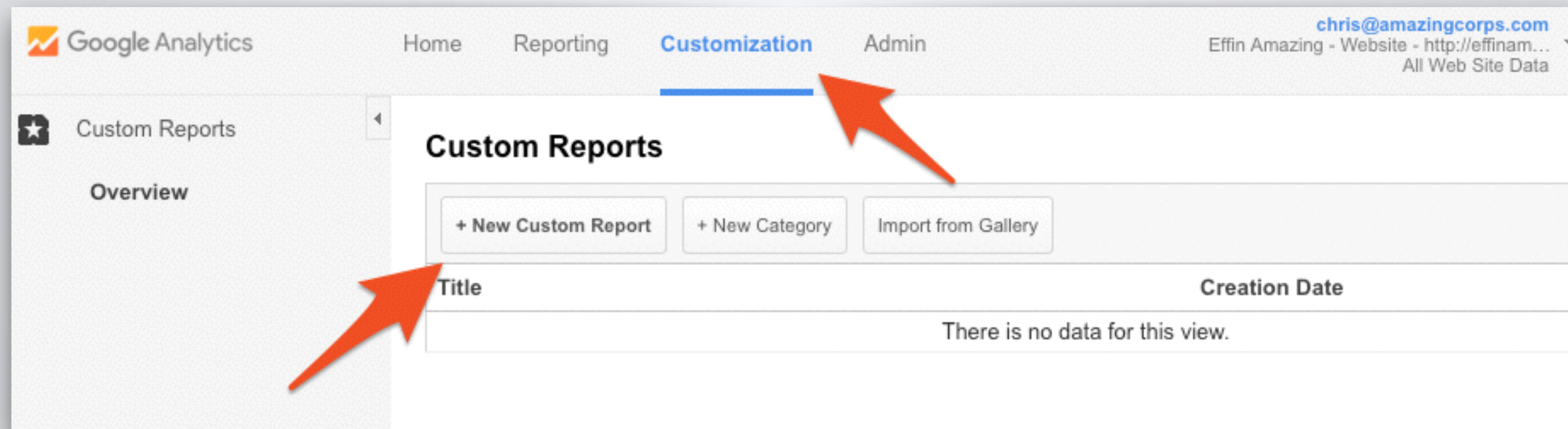
Conversion Rate



CUSTOM REPORTS & DASHBOARDS

Custom Reports

Create custom reports to slice and dice your website analytics data in very interesting ways, based on your unique business goals and needs.



Custom Reports

Edit Custom Report

General Information

Title

Report Content

Report Tab ✕ [+ add report tab](#)

Name [Duplicate this tab](#)

Type Explorer Flat Table Map Overlay

Metric Groups

Visits Pages / Visit Avg. Time on Page

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

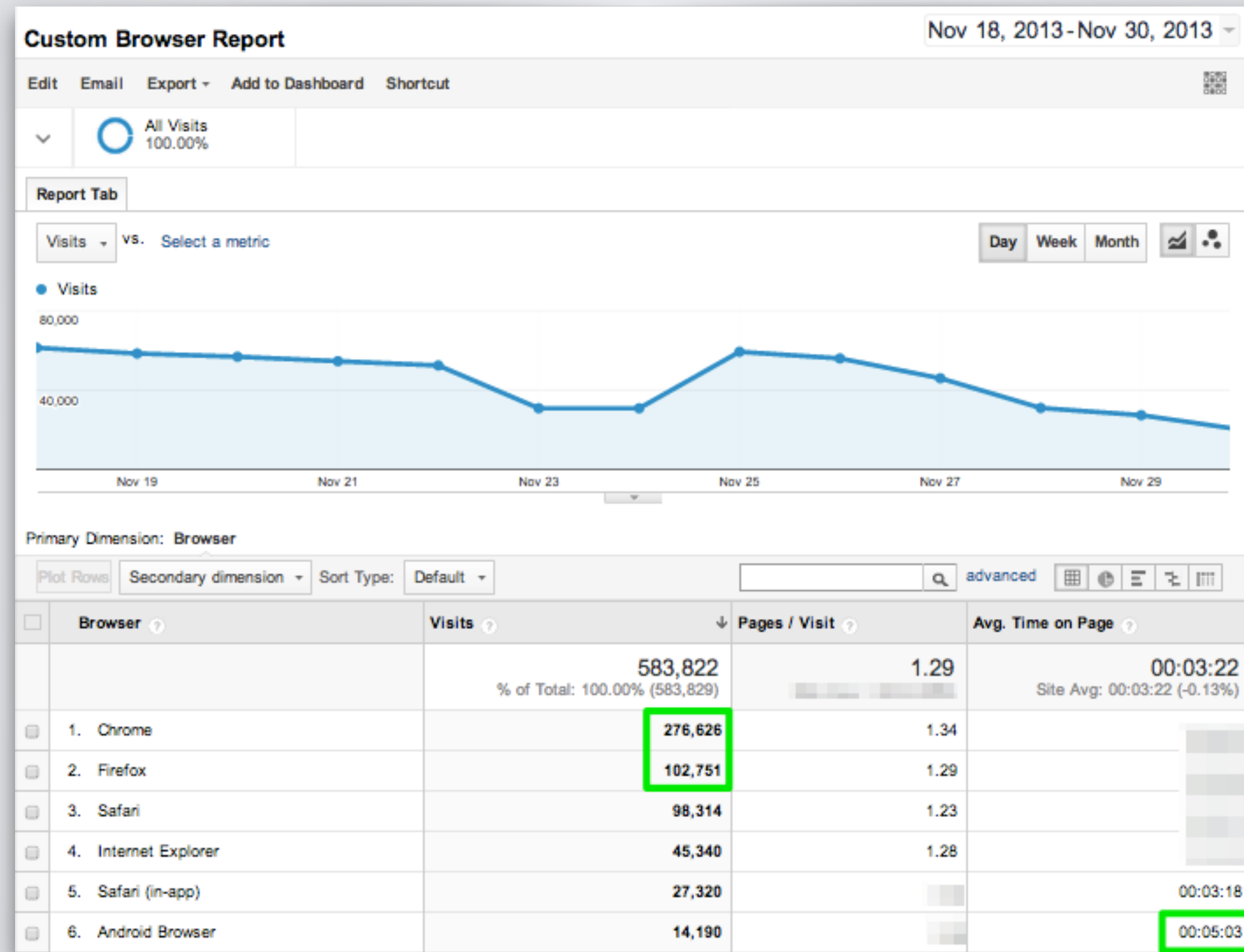
Browser

[+ add dimension](#)

Filters - optional

[+ add filter](#)

Custom Reports

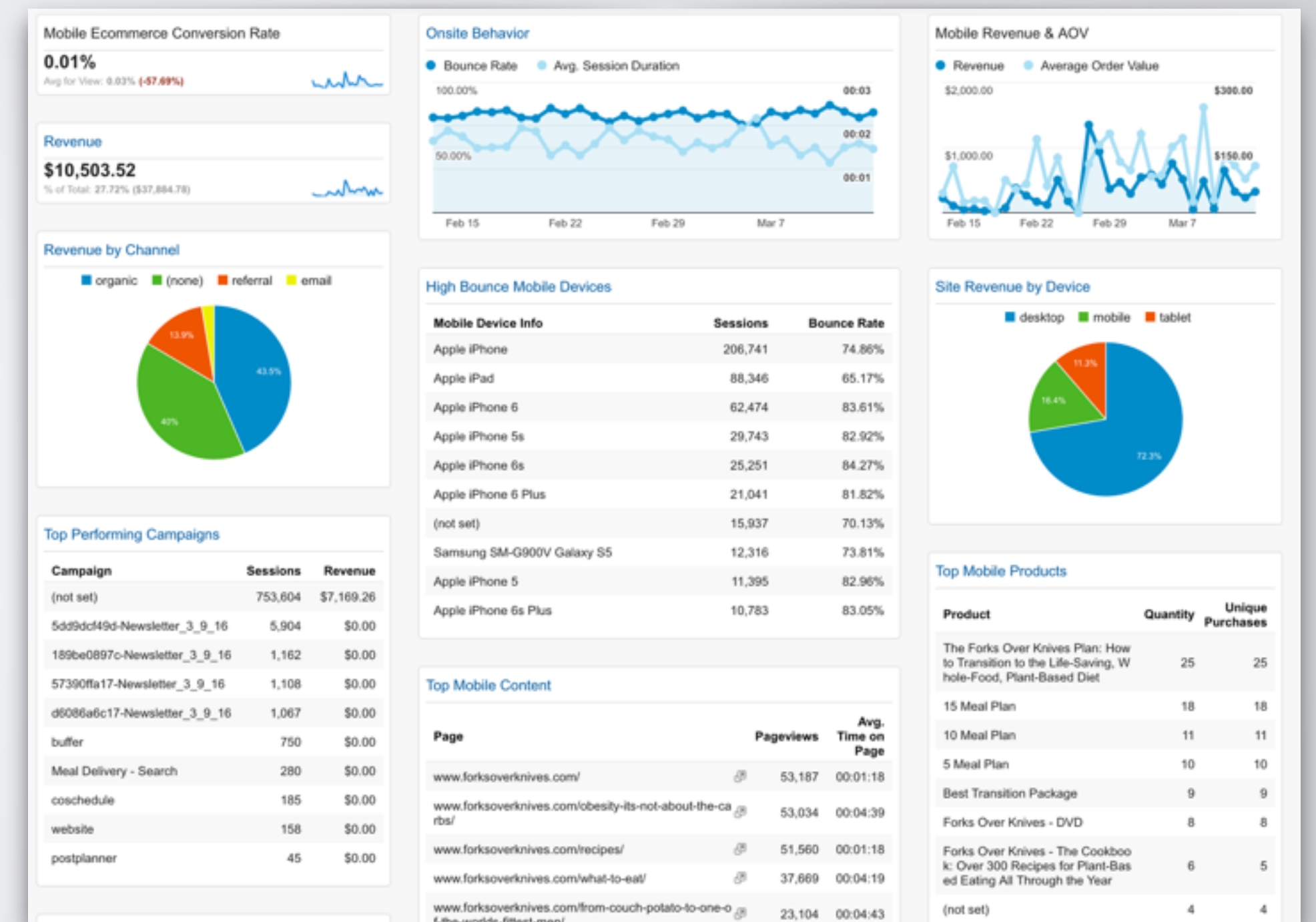


Custom Report Examples

- Browser Report
- Mobile Performance Report
- Hours & Days Report
- Referring Sites Report
- Any Custom Segment You Use Often

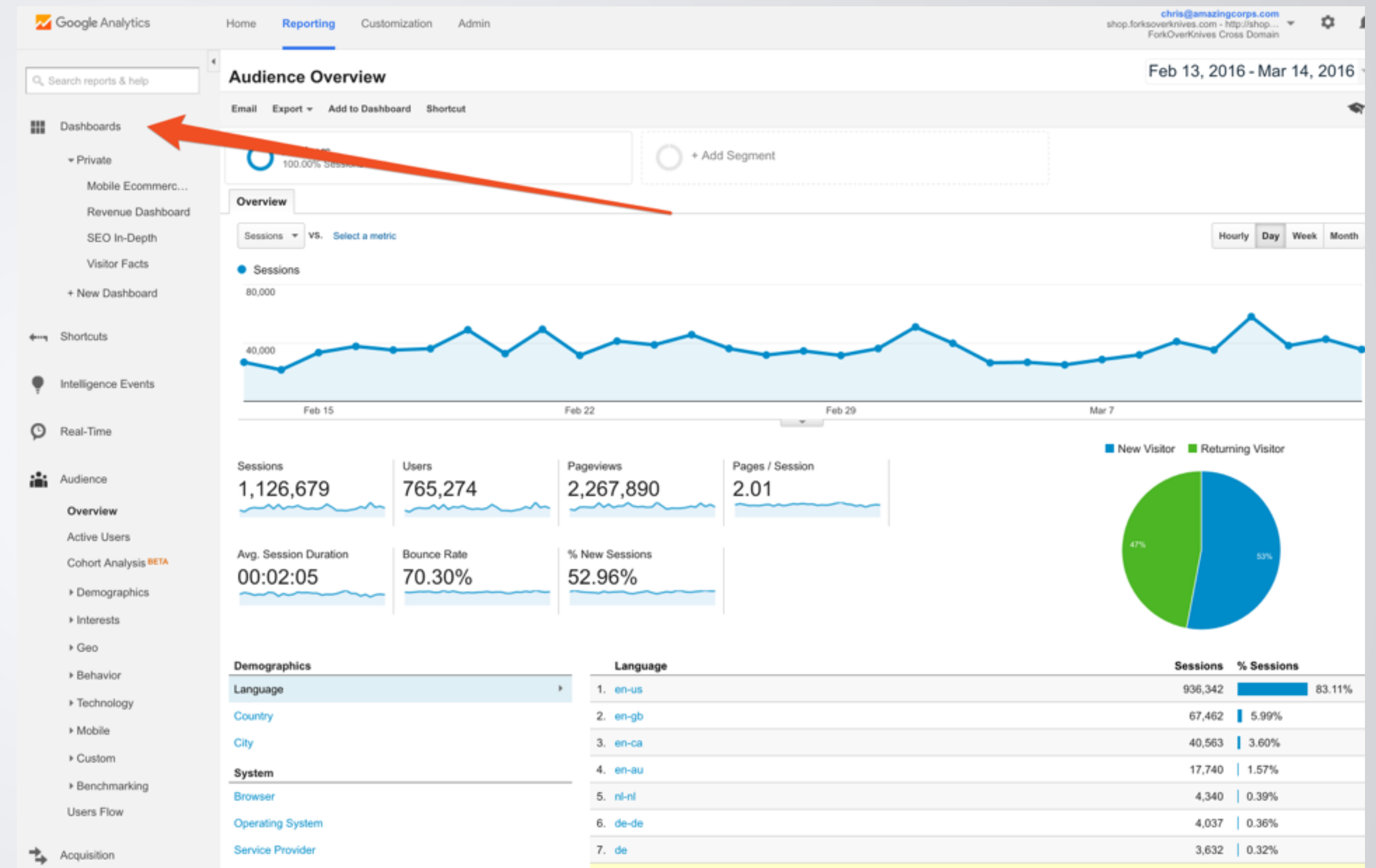
Custom Dashboards

Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports.



Custom Dashboards

To access dashboards, a user needs to navigate to the property view, select the Reporting tab, and then select Dashboards.



Custom Dashboard Examples

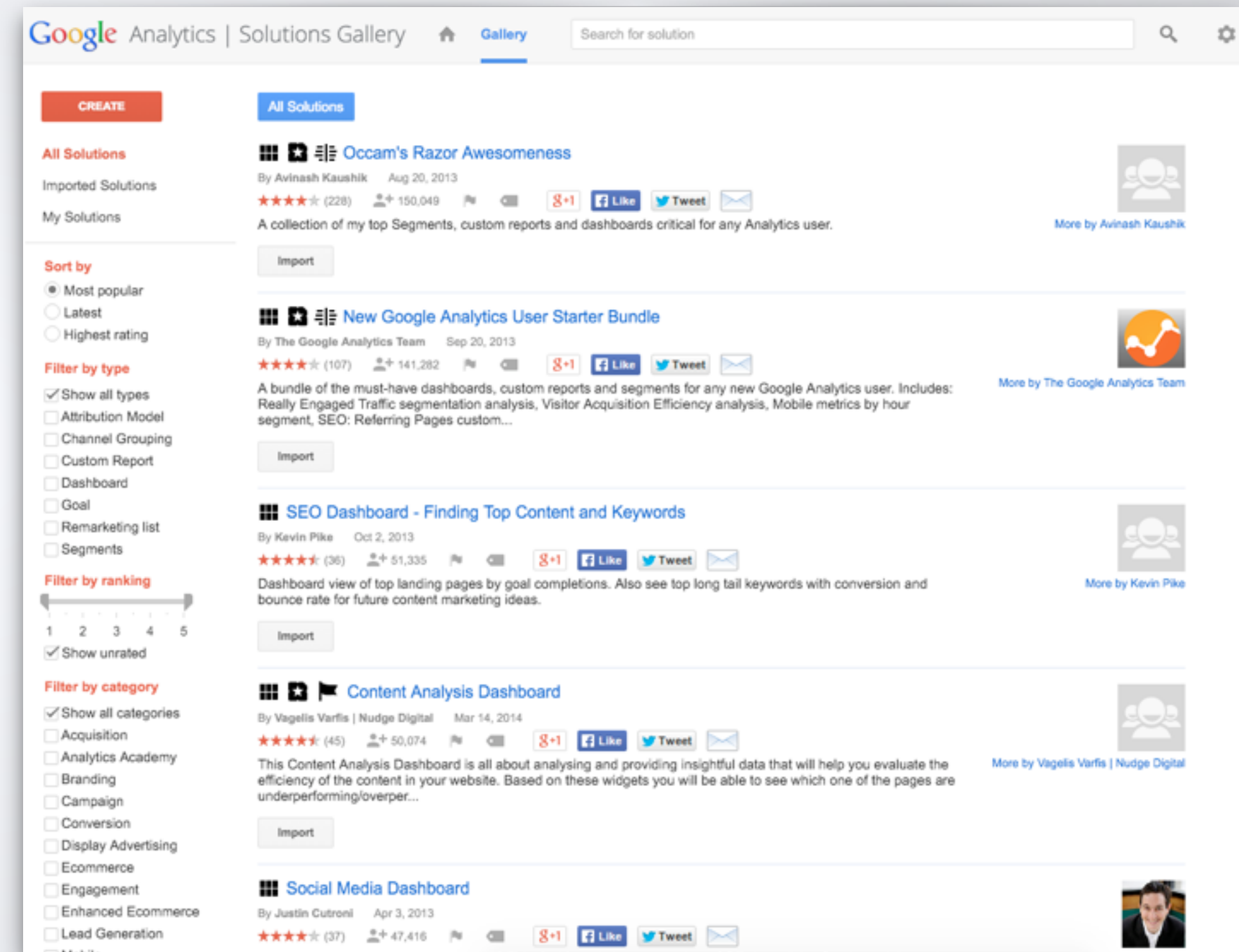
- Goals & Conversions
- Different SEO Dashboards
- Social Media Dashboard
- Visitor Facts Dashboard
- Ecommerce Dashboard
- Mobile Dashboard

Google Analytics Solutions Gallery

Pre-Built items that can be imported to your Google Analytics account.

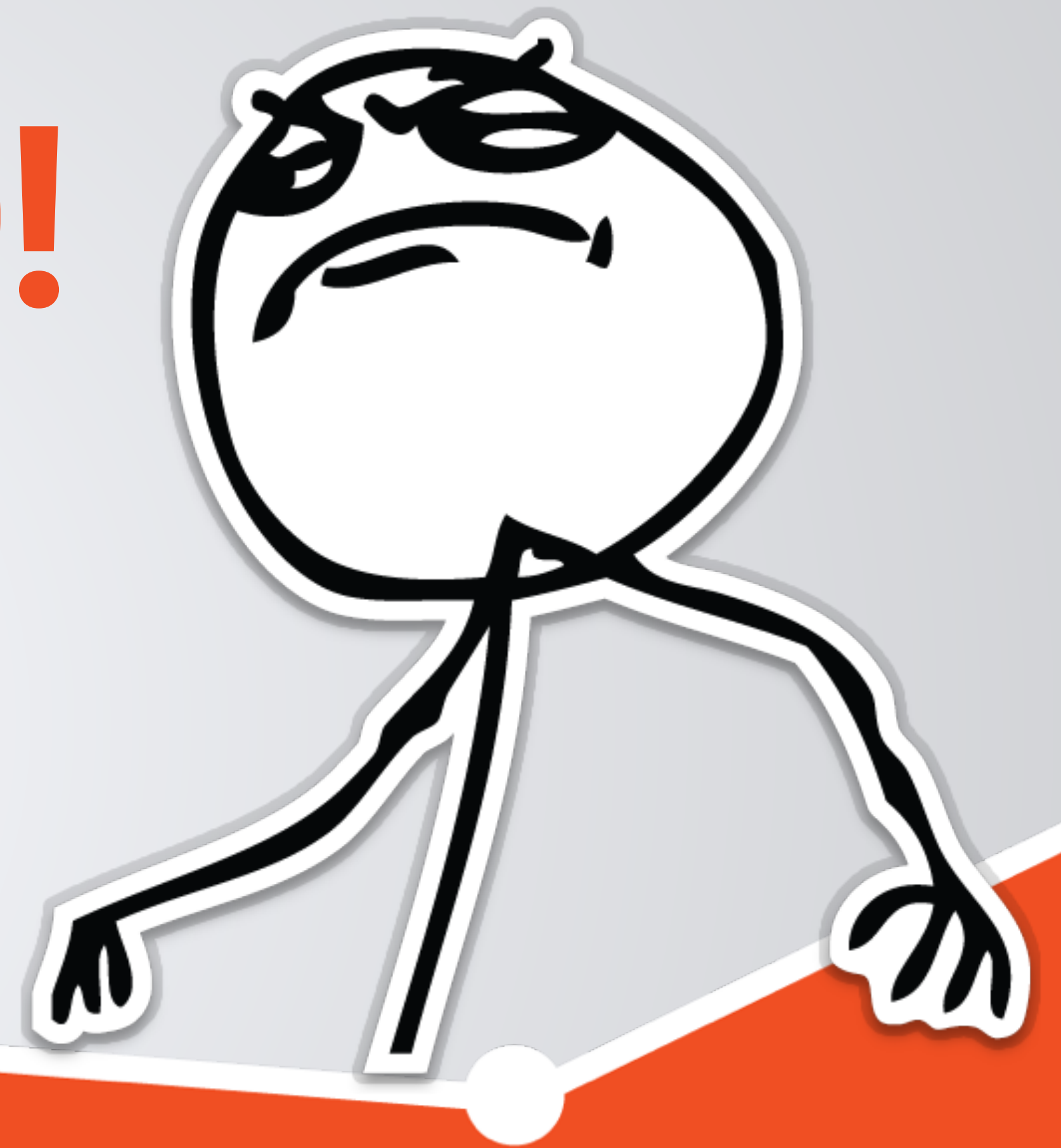
- Segments
- Dashboards
- Custom Reports
- Goals
- And More

[Google.com/Analytics/Gallery](https://google.com/analytics/gallery)



TRACKING ROI WITH UTM_s

**COME AT ME BRO!
QUESTIONS?**



Know What Drove Traffic!

Without UTMs, you can already see the referral source of your traffic, but you do not know which campaign, which tweet, which email actually drove the traffic.

UTMs allow you to know exactly what is working and where to spend more marketing dollars.

DEFINITION

A UTM (Urchin Tracking Module) is a group of tags appended to the end of a URL. When these tags are appended, it allows you track the specifics of your source.

EXAMPLE

`http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation`

EXAMPLE

[http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: **http://effinamazing.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

Campaign Content: **mixpanel**

Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

[utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: **http://effinamazing.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

Campaign Content: **mixpanel**

Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

[utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: <http://effinamazing.com>

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

Campaign Content: **mixpanel**

Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: <http://effinamazing.com>
Campaign Source: **google**
Campaign Medium: **cpc**

Campaign Name: **product**
Campaign Content: **mixpanel**
Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: <http://effinamazing.com>
Campaign Source: **google**
Campaign Medium: **cpc**

Campaign Name: **product**
Campaign Content: **mixpanel**
Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: <http://effinamazing.com>
Campaign Source: **google**
Campaign Medium: **cpc**

Campaign Name: **product**
Campaign Content: **mixpanel**
Campaign Term: **segmentation**

EXAMPLE

[http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation](http://effinamazing.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

LET'S BREAK IT DOWN

Website URL: <http://effinamazing.com>
Campaign Source: **google**
Campaign Medium: **cpc**

Campaign Name: **product**
Campaign Content: **mixpanel**
Campaign Term: **segmentation**

Campaign Source

?utm_source=google

This is the referrer of the traffic to your page. This is normally the website, platform or tool you posted your link on.

EXAMPLES

Google
Facebook
Twitter

Mailchimp
Outbrain
Reddit

Required

Campaign Medium

?utm_medium=cpc

This is the marketing medium that referred the traffic. Unlike the source, it tracks the type of traffic.

EXAMPLES

cpc
banner-ad
email

post
tweet
article-link

Required

Campaign Name

?utm_campaign=product

This acts as the identifier for a specific campaign, product or offering that you're driving traffic to.

EXAMPLES

spring-sale
social10152015
product

your promo code (25off)

Required

Campaign Content

?utm_content=mixpanel

This is an optional part of a UTM, but allows you to easily differentiate between ads on the same channel. Good for A/B testing ad copy.

EXAMPLES

content-a
content-b

Optional

Campaign Term

?utm_term=segmentation

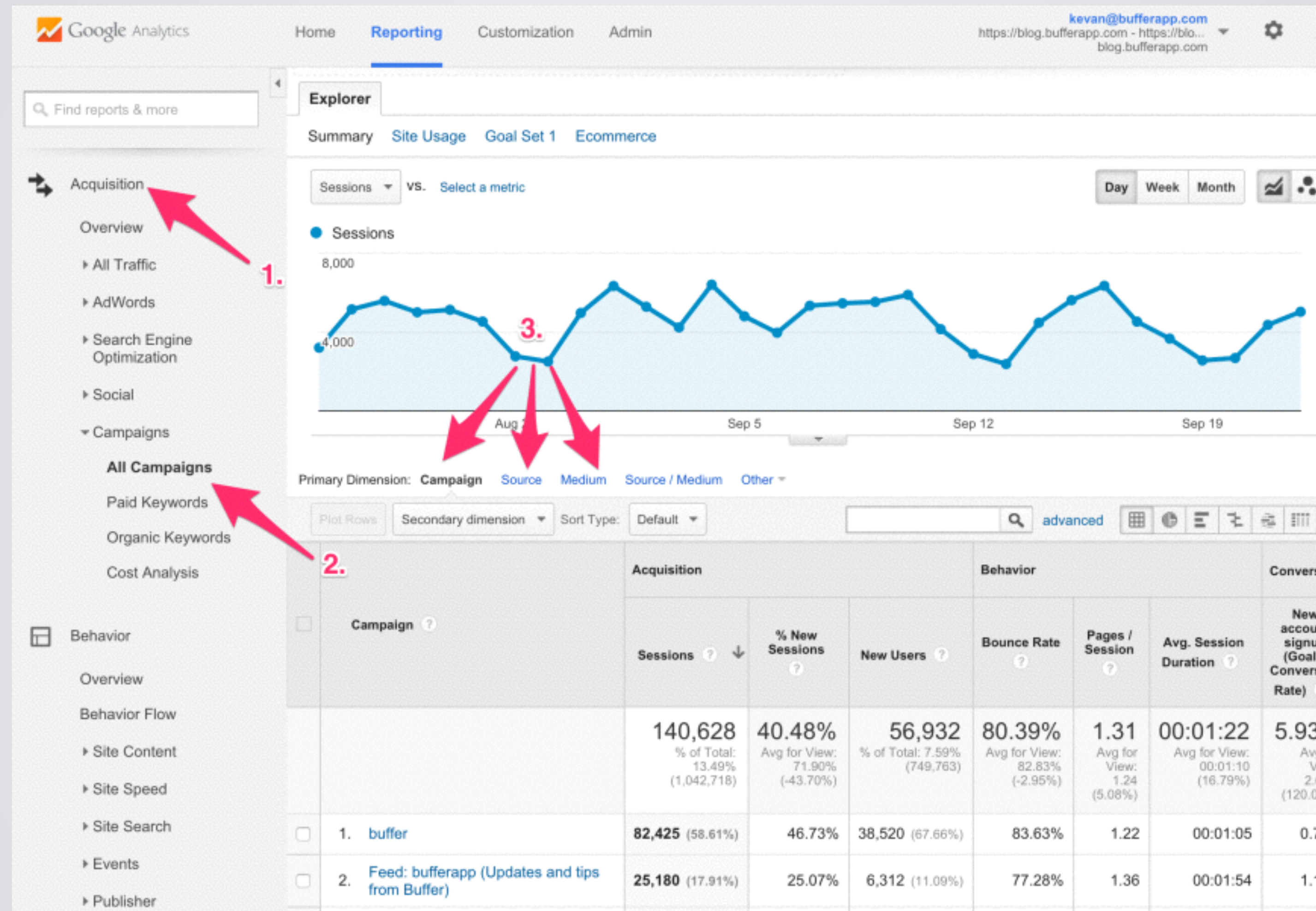
This is also an optional part of a UTM, but allows you to easily differentiate between different ad keywords.

EXAMPLES

Your Key Word

Required

See Campaign Info in Google Analytics



See Campaign Info in Google Analytics

Campaign ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
Campaign Names ↓	165,141 % of Total: 35.77% (461,674)	44.96% Site Avg: 58.24% (-22.81%)	74,243 % of Total: 27.61% (268,881)	32.12% Site Avg: 36.31% (-11.52%)	5.52 Site Avg: 5.18 (6.60%)	00:03:42 Site Avg: 00:03:42 (0.06%)	3,262 % of Total: 44.99% (7,251)	\$526,939.92 % of Total: 46.66% (\$1,129,369.17)	1.98% Site Avg: 1.57% (25.77%)
1. [blurred]	32,298 (19.56%)	56.67%	18,303 (24.65%)	18.12%	7.29	00:04:52	704 (21.58%)	\$119,165.48 (22.61%)	2.18%
2. [blurred]	22,555 (13.66%)	55.46%	12,509 (16.85%)	22.77%	6.57	00:04:04	470 (14.41%)	\$77,226.23 (14.66%)	2.08%
3. [blurred]	14,610 (8.85%)	11.10%	1,621 (2.18%)	34.76%	4.56	00:02:39	121 (3.71%)	\$19,063.85 (3.62%)	0.83%
4. [blurred]	7,955 (4.82%)	46.49%	3,698 (4.98%)	69.20%	2.78	00:01:56	125 (3.83%)	\$18,126.43 (3.44%)	1.57%
5. [blurred]	6,571 (3.98%)	55.53%	3,649 (4.91%)	29.02%	6.26	00:04:26	168 (5.15%)	\$19,009.15 (3.61%)	2.56%
6. [blurred]	6,298 (3.81%)	54.68%	3,444 (4.64%)	21.47%	6.00	00:03:52	178 (5.46%)	\$30,652.20 (5.82%)	2.83%

Wow, Amazing! Now, how the heck to I create these “UTMs” for my campaigns?

Online UTM Builder

Online UTM Tracking Code Builder

Fill in the information in the form below and click the **Generate URL** button.

Website URL*	<input type="text" value="http://www.yourdomain.com/"/>
Campaign Source*	<input type="text" value="referrer: google, emailnewsletter2, facebook"/>
Campaign Medium*	<input type="text" value="marketing medium: cpc, banner, email, social"/>
Campaign Name*	<input type="text" value="e.g. product, promo code, slogan"/>
Campaign Term	<input type="text" value="(optional) Identify the paid keywords"/>
Campaign Content	<input type="text" value="(optional) use to differentiate ads"/>

Your Generated URL:

Just do a Google search for an online UTM builder.

- or -

Use Effin Amazing's online builder at <http://effinamazing.com/> under the Resources menu item.

Our Amazing Chrome Extension

The screenshot shows the 'Effin Amazing UTM Builder' interface. It features a 'URL' field with 'http://www.domain.com', a 'Preset' dropdown menu, and several input fields for 'Campaign*', 'Medium*', 'Source*', 'Term', and 'Content'. Each field has a placeholder example. Below these fields are two optional checkboxes: 'Shorten URL with bit.ly (Configure Bitly)' and 'Use to differentiate similar ads'. A 'Copy' button is located next to the final generated URL: 'http://www.domain.com?utm_medium=&utm_campaign=&utm_'. At the bottom, there are links for 'Our blog' and 'Help a Marketer' with a Twitter icon. A 'View Tutorial' link is in the top right corner.

We have created an amazing UTM builder as a Chrome extension. This builder includes saved presets and bit.ly integration.

Get it at <http://effinamazing.com/utm>

Stay tuned after the presentation for a quick demo

URL Shorteners

UTMs are long and ugly! Utilize URL shorteners to create easier to view URLs and shorter to type URLs.

Two popular shortener services:

<http://goo.gl>

<http://bit.ly>