

Facebook & Google Ads

Data Export Guide



LOADING...

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Facebook & Google Ads Data Export Guide

Written by Himanshu Sharma, Founder of Optimize Smart

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About the author

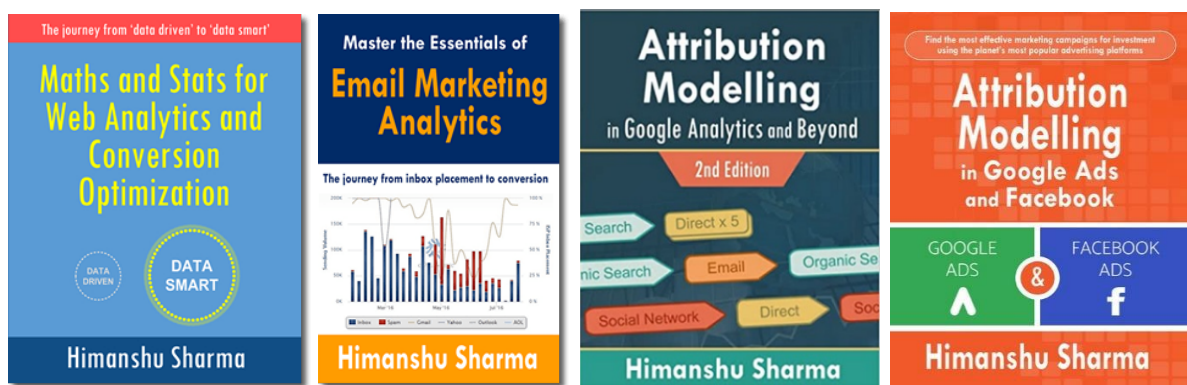
- Founder, OptimizeSmart.com
- Over 15 years of experience in digital analytics and marketing
- Author of four best-selling books on digital analytics and conversion optimization
- Nominated for Digital Analytics Association Awards for Excellence
- Runs one of the most popular blogs in the world on digital analytics
- Consultant to countless small and big businesses over the decade



Website: www.optimizesmart.com

LinkedIn: <https://www.linkedin.com/in/analyticsnerd>

Facebook: <https://www.facebook.com/optimizesmart>



Following are our most downloaded ebooks for career advancement:

#1 [Sales and ROI Accelerator \(150+ pages\)](#)

WHAT'S INSIDE: My step-by-step blueprint for generating record sales and ROI by leveraging analytics data.

#2 [Set Up Your Google Analytics 4 \(GA4\) Account Correctly And Fast \(70 pages\)](#)

WHAT'S INSIDE: Learn to set up your GA4 account correctly and fast using this 62 points checklist.

FAQ: Do you show “How” to do each item on the checklist? If so, with screenshots?

Yes. There are links to the articles with detailed step by step instructions.

FAQ: Does this ebook cover GTM too?

Yes.

#3 [Google Tag Manager Data Layers \(100+ pages\)](#)

WHAT'S INSIDE: My step-by-step blueprint for getting started with data layers. Get the only ebook on GTM data layers ever published. Learn the JavaScript behind it.

#4 [Learn to Read E-Commerce Reports in Google Analytics \(100+ pages\)](#)

WHAT'S INSIDE: My step-by-step guide to reading both standard and enhanced e-commerce reports in Google Analytics. E-commerce reports are the most valuable reports in Google Analytics.

#5 **Do you want better skills in digital analytics and marketing? If yes, then [register for the free training:](#)**

Here's what we're going to cover...

1. Why digital analytics is the key to online business success.
2. The number 1 reason why most marketers are not able to scale their advertising and maximize sales.
3. Why Google and Facebook ads don't work for most businesses & how to make them work.
4. Why you won't get any competitive advantage in the marketplace just by knowing Google Analytics.
5. The number 1 reason why conversion optimization is not working for your business.
6. How to advertise on any marketing platform for FREE with an unlimited budget.
7. How to learn and master digital analytics and conversion optimization in record time.

Get helpful tips on a daily basis

If you are the type of person who finds it helpful to receive short tips on building your website traffic, improving conversions, fixing attribution issues and learning about analytics in general, then follow me on LinkedIn. I post a few short tips each day.

[Click here and follow me on LinkedIn](#)

How to send Facebook ads data to Google Sheets?

Make sure you have installed the [Supermetrics for Google Sheets Add-on](#) before you continue.

Follow the steps below:

Step-1: Before you pull data from Facebook ads into Google Sheets, determine the overall layout and format of how your extracted data should look in Google Sheets.

For example, let's create the following Facebook ads report in Google Sheets:

Create

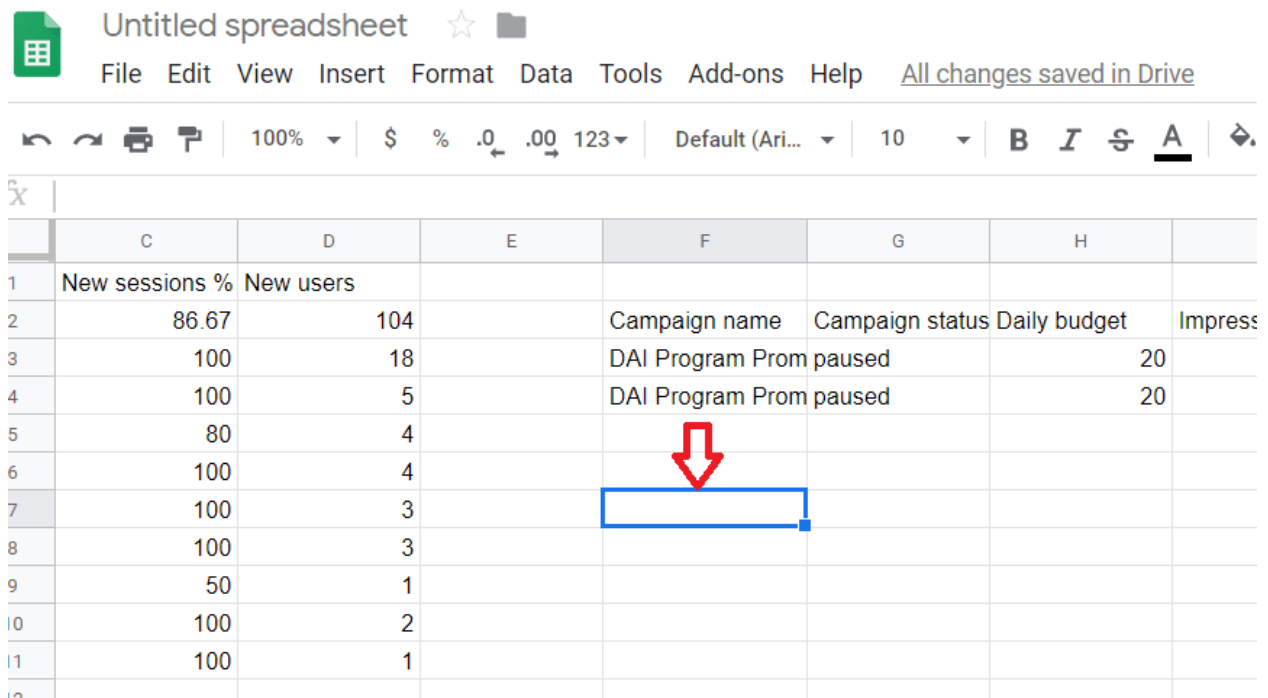
Export

<input type="checkbox"/>	Name	↕	Amount Spent	Clicks (All) ↓	Landing Page Views	Reach	Frequency
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$271.66	1,146	55	9,172	2.46
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$163.16	779	59	8,708	2.63
<input type="checkbox"/>	> Post: "👉🤪 It's all about being very g...	<input checked="" type="checkbox"/>	\$13.61	626	2	7,106	1.40
<input type="checkbox"/>	> Post: "👉 Register for the web class >...	<input checked="" type="checkbox"/>	\$5.77	396	–	3,102	1.22
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$166.32	378	182	13,107	4.99

Following are the attributes of this report:

1. It contains one dimension named 'Name' (which denotes Facebook Campaign Name).
2. It contains five metrics named: 'Amount Spent', 'Clicks (All)', 'Landing Page Views', 'Reach' and 'Frequency'.
3. The data table is sorted by 'Clicks (All)' metrics in descending order.
4. The data table contains five rows of data.
5. The data is for the month of Sept 2019 (not shown in the screenshot above)
6. The data table is using the 1 day click attribution window (not shown in the screenshot above)

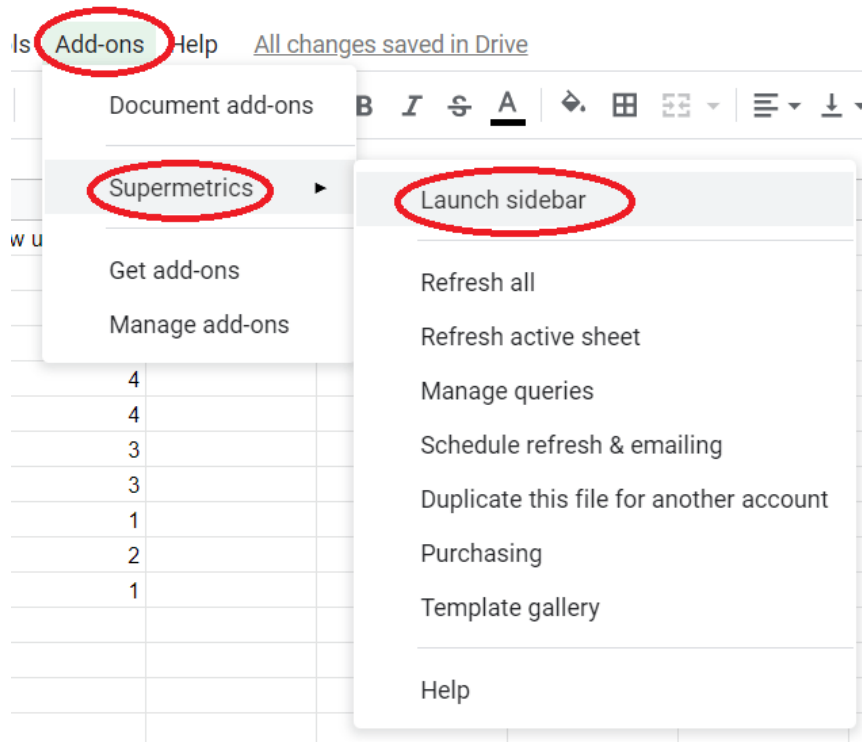
Step-2: Navigate to Google Sheets and then click on the cell where you want the extracted Facebook ads data to appear:



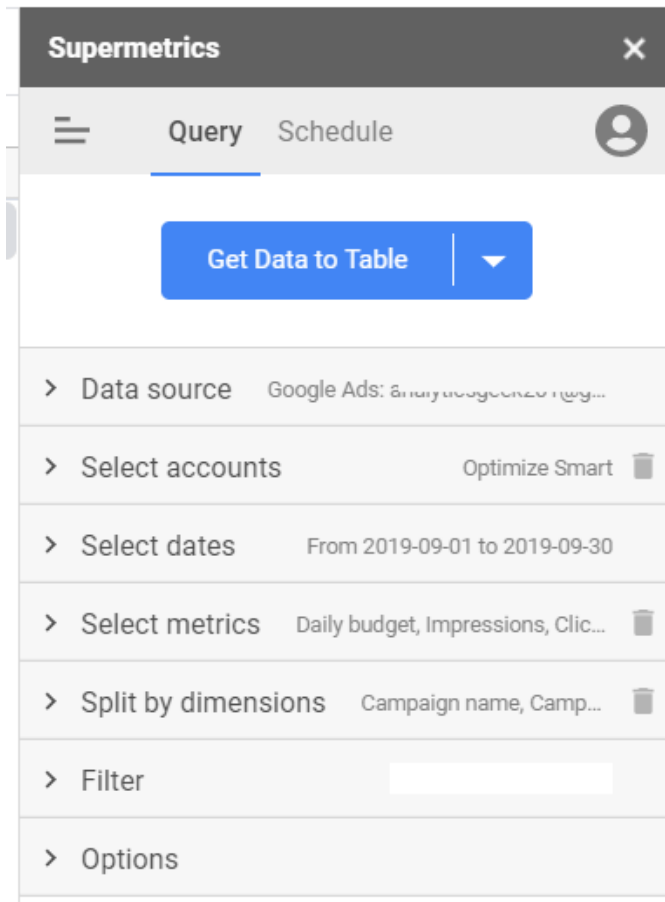
Every time you pull data from a data source (like Facebook ads), the Supermetrics Google Sheets add-on run a query in the background.

Supermetrics run queries at a specific location in Google Sheets. This location is specified by you when you click on a particular cell.

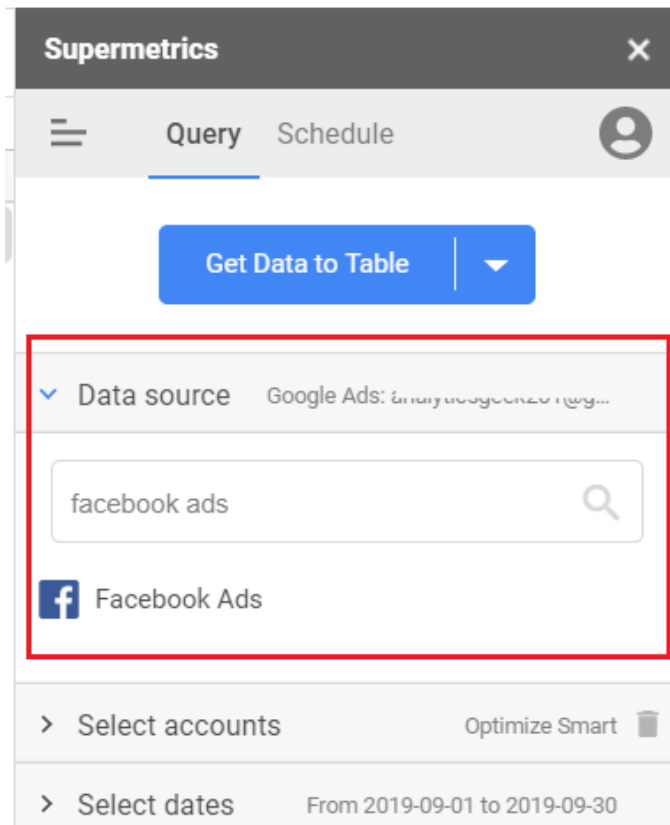
Step-3: Click on **'Launch Sidebar'** from the **'Supermetrics'** menu (under **'Add-ons'**):



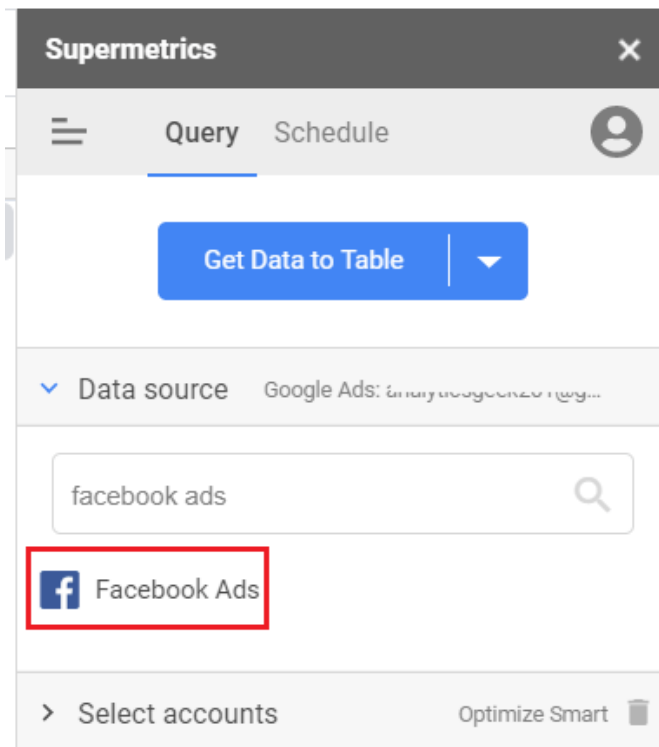
You should now see a dialog box like the one below:



Step-4: Click on the 'Data Source' drop-down menu and then type 'facebook ads' in the text box to find this data source:



Step-5: Click on the 'Facebook Ads' option:



A new tab will open in your browser window which will ask you to log in for Facebook Ads:



Supermetrics Login for Facebook Ads



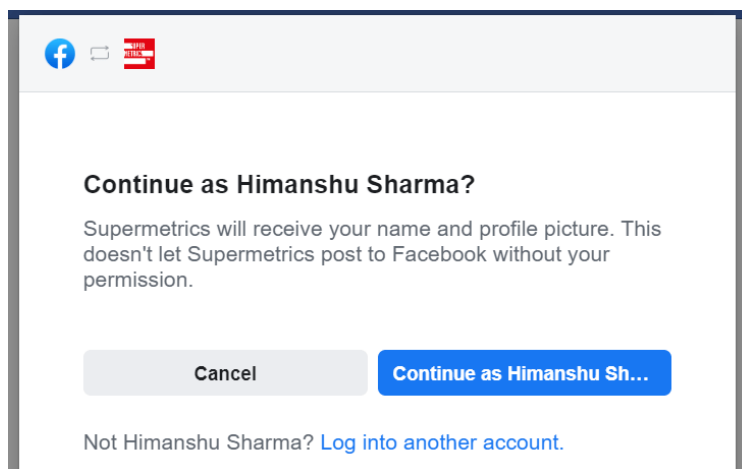
Note that if you are currently logged into Facebook, the account you are logged in with you wish to use another Facebook account, log out of Facebook before clicking the [here](#)).

You can revoke the permissions at any time from your Facebook account's control panel at info@supermetrics.com

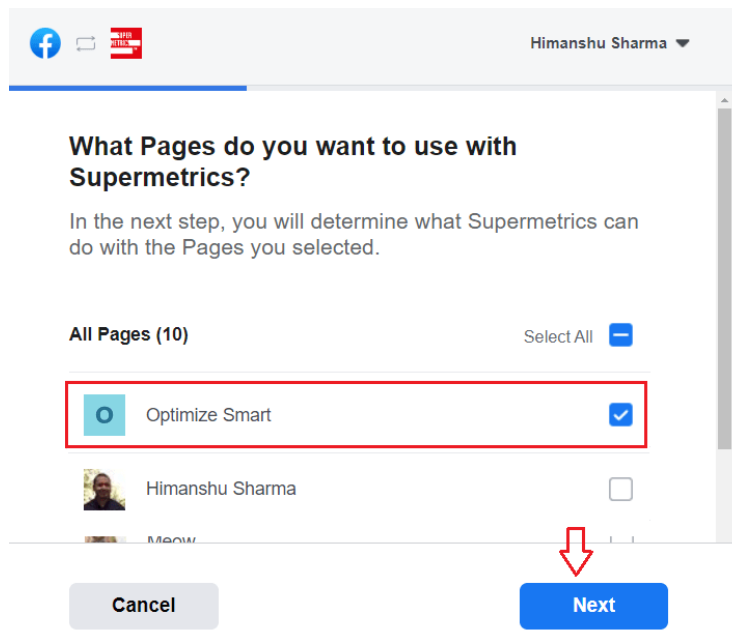
If you are currently logged into Facebook, the account you are logged in with will automatically be used for authentication. If you wish to use another Facebook account, log out of Facebook before clicking the link above.

Step-6: Click on the 'Continue with Facebook' button.

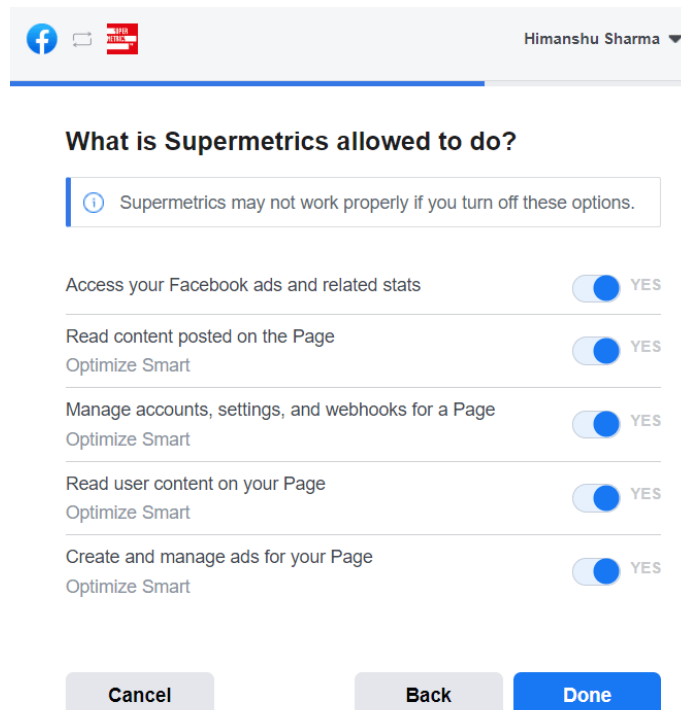
Step-7: Allow supermetrics to receive your name and profile picture by clicking on the 'Continue as...' button:



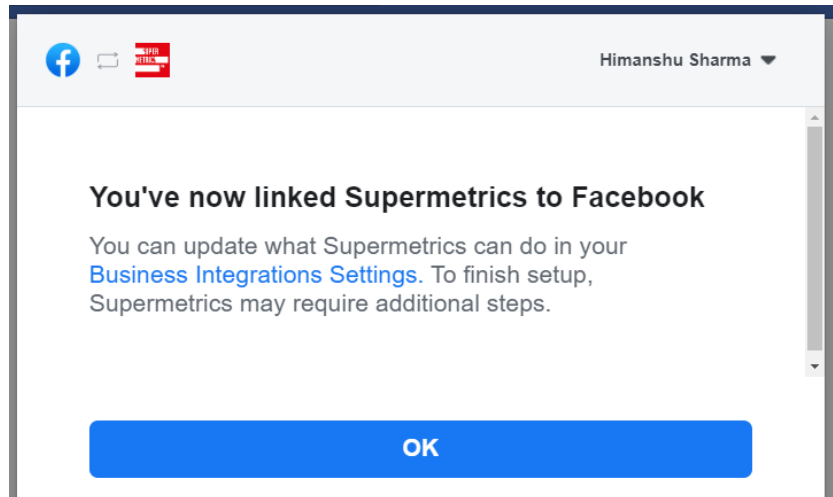
Step-8: Select the Facebook Fan page you want to use with Supermetrics and then click on the 'Next' button:



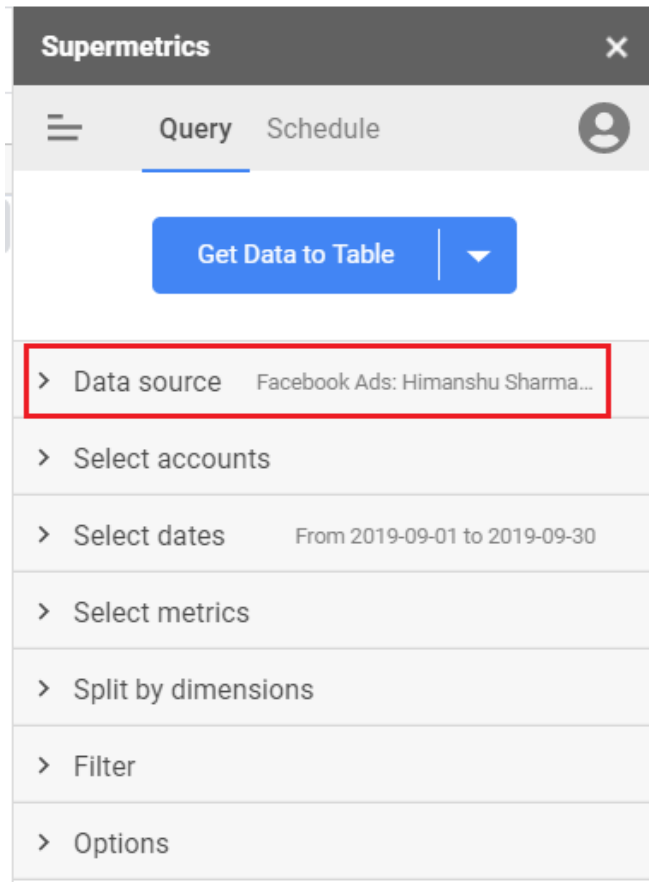
Step-9: Allow Supermetrics to access your Facebook ads and related stats by clicking on the 'Done' button:



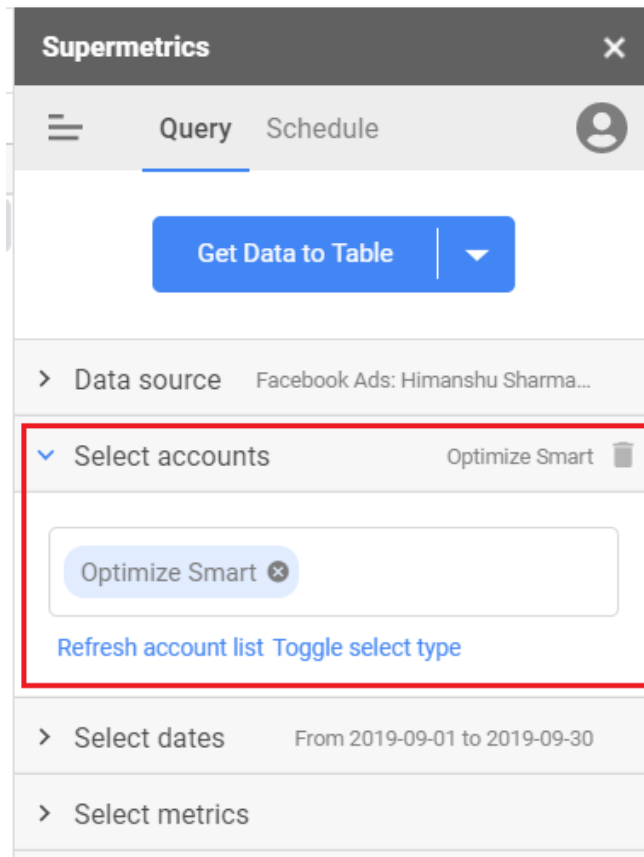
Step-10: Click on the 'Ok' button:



Once you clicked on the 'OK' button, you should automatically be redirected to your Google Sheets and you should be able to see 'Facebook Ads' listed as a data source:

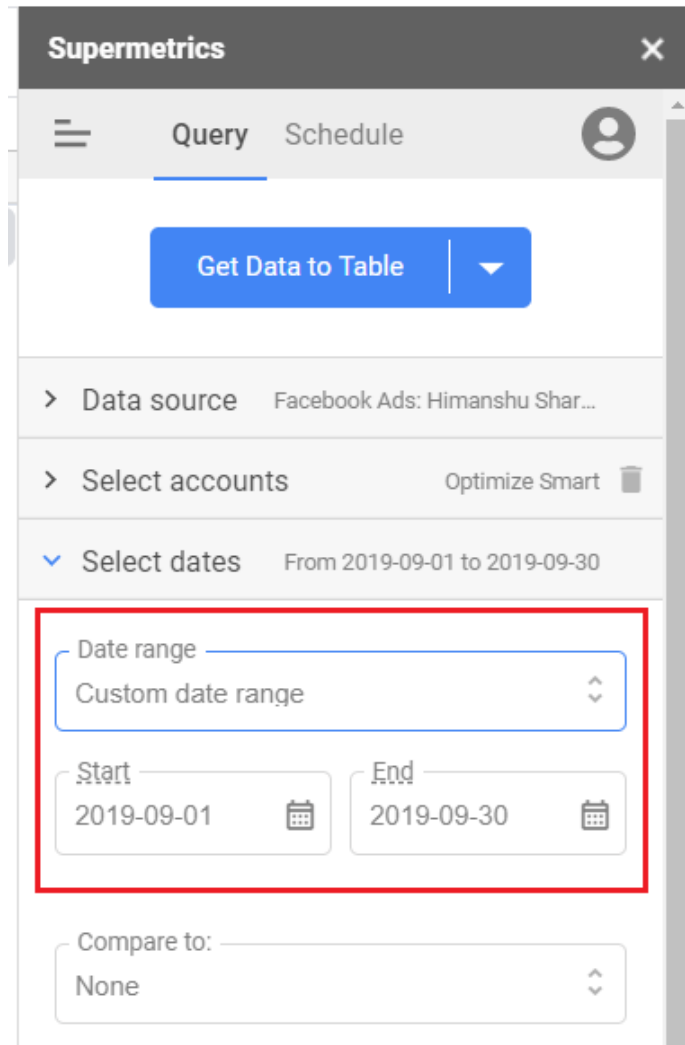


Step-11: Click on the 'Select Accounts' drop-down menu and then select your Facebook ads account from which you to pull data into Google Sheets:



Note: If you don't see your Facebook ads account then click on the 'Refresh account list' link. If that doesn't work then it means you don't have access to the Facebook ads account.

Step-12: Click on the 'Select Dates' drop-down menu and then select the date range for your data:



For this example, I selected the entire month of Sept 2019.


Note: The date range updates automatically every time you refresh/update the query.



Step-13: Click on the 'Select Metrics' drop-down menu and then add the following five metrics:



> Data source Facebook Ads: Himanshu Sharma...


> Select accounts Optimize Smart

> Select dates From 2019-09-01 to 2019-09-30

▼ Select metrics Amount spent (USD), Clicks (all... 

Amount spent (USD)  Clicks (all) 

Landing page views  Reach 






Frequency 

> Split by dimensions

I selected these particular metrics because if you remember, I want to replicate the following Facebook ads report in Google Sheets:

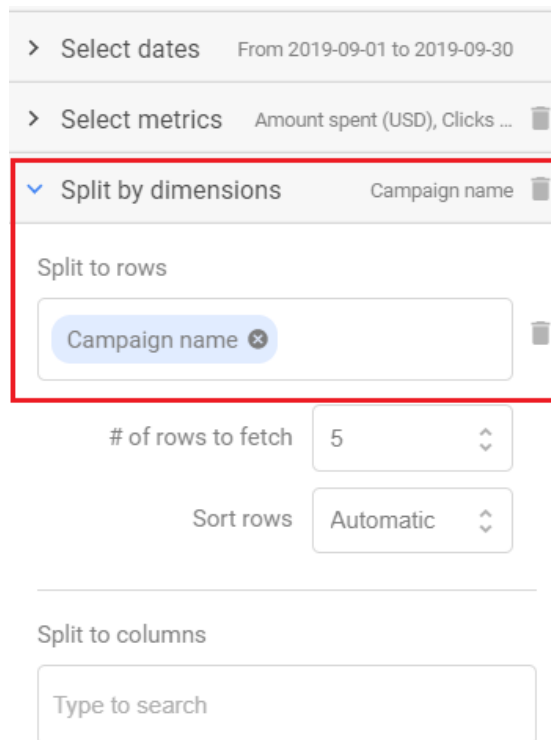
Campaigns Ad Sets Ads

[Create](#) [Export](#) ▼ ⋮

<input type="checkbox"/>	Name	↕	Amount Spent	Clicks (All) ↓	Landing Page Views	Reach	Frequency
<input type="checkbox"/>	>  Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$271.66	1,146	55	9,172	2.46
<input type="checkbox"/>	>  Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$163.16	779	59	8,708	2.63
<input type="checkbox"/>	>  Post: "👉🤔 It's all about being very g...	<input checked="" type="checkbox"/>	\$13.61	626	2	7,106	1.40
<input type="checkbox"/>	>  Post: "👉 Register for the web class >...	<input checked="" type="checkbox"/>	\$5.77	396	–	3,102	1.22
<input type="checkbox"/>	>  Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$166.32	378	182	13,107	4.99

And this report contains five metrics named: 'Amount Spent', 'Clicks (All)', 'Landing Page Views', 'Reach' and 'Frequency'. So I added the corresponding five metrics via Supermetrics Google Sheets Add-on.

Step-14: Click on the 'Split by dimensions' drop-down menu and then add the following dimension:



The screenshot shows the Supermetrics interface with the following elements:

- Select dates:** From 2019-09-01 to 2019-09-30
- Select metrics:** Amount spent (USD), Clicks ...
- Split by dimensions:** Campaign name (highlighted with a red box)
- Split to rows:** Campaign name (selected in a search box)
- # of rows to fetch:** 5
- Sort rows:** Automatic
- Split to columns:** Type to search

I selected this particular dimension because if you remember, I want to replicate the following Facebook ads report which contains the 'Name' dimension:

Campaigns

Ad Sets

Ads

Create

Export

<input type="checkbox"/>	Name	↕	Amount Spent	Clicks (All) ↓	Landing Page Views	Reach	Frequency
<input type="checkbox"/>	> <input type="checkbox"/> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$271.66	1,146	55	9,172	2.46
<input type="checkbox"/>	> <input type="checkbox"/> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$163.16	779	59	8,708	2.63
<input type="checkbox"/>	> <input type="checkbox"/> Post: "👉🤔 It's all about being very g...	<input type="checkbox"/>	\$13.61	626	2	7,106	1.40
<input type="checkbox"/>	> <input type="checkbox"/> Post: "👉 Register for the web class >...	<input type="checkbox"/>	\$5.77	396	—	3,102	1.22
<input type="checkbox"/>	> <input type="checkbox"/> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$166.32	378	182	13,107	4.99

So I added the corresponding dimension via Supermetrics Google Sheets Add-on.

Step-15: Select the number of rows to fetch to 5 (as there are five rows in the data table of Facebook ads report):

> Select metrics Amount spent (USD), Clicks ...

▼ Split by dimensions Campaign name

Split to rows

Campaign name ✕

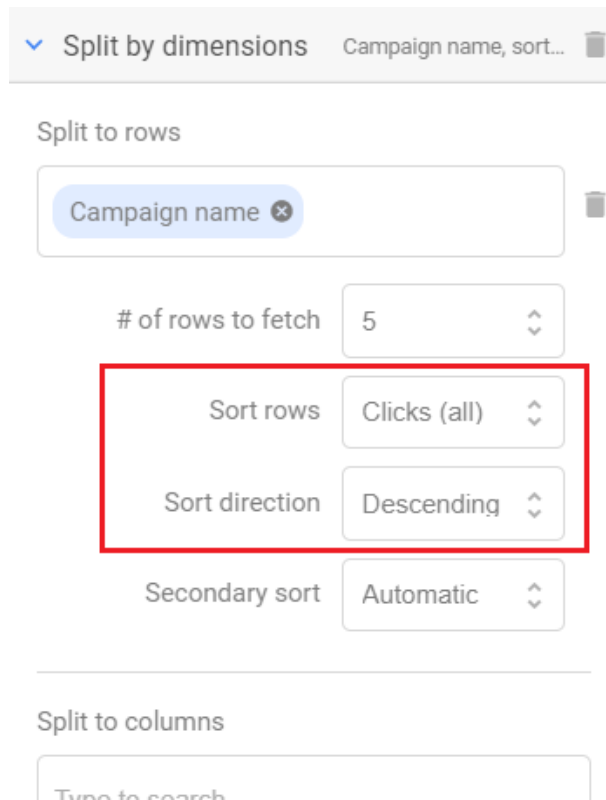
of rows to fetch


Sort rows Automatic

Split to columns


Type to search


Step-16: Set 'Sort rows' setting to 'Clicks (All)' and 'Sort direction' to 'Descending':





Split by dimensions Campaign name, sort... 


Split to rows

Campaign name 

of rows to fetch 5 

Sort rows Clicks (all) 

Sort direction Descending 

Secondary sort Automatic 

Split to columns

Type to search

We are going to sort the data table by 'Clicks (All)' metric in descending order because this is how our Facebook ads report has been sorted:

Campaigns

Ad Sets

Ads

Create

Export

<input type="checkbox"/>	Name	↕	Amount Spent	Clicks (All) ↓	Landing Page Views	Reach	Frequency
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$271.66	1,146	55	9,172	2.46
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$163.16	779	59	8,708	2.63
<input type="checkbox"/>	> Post: "👉🤔 It's all about being very g...	<input type="checkbox"/>	\$13.61	626	2	7,106	1.40
<input type="checkbox"/>	> Post: "👉 Register for the web class >...	<input type="checkbox"/>	\$5.77	396	—	3,102	1.22
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input type="checkbox"/>	\$166.32	378	182	13,107	4.99

Step-17: Click on the 'Options' drop-down menu and then set the conversion window to '1 d click' (which stands for '1 day click' attribution window in the context of Facebook ads):

> Select dates From 2019-09-01 to 2019-09-30

> Select metrics Amount spent (USD), Clicks ...

> Split by dimensions Campaign name, sort...

> Filter

Options Conversion window: 1 d click, Report...

Select timezone
Use sheet's timezone

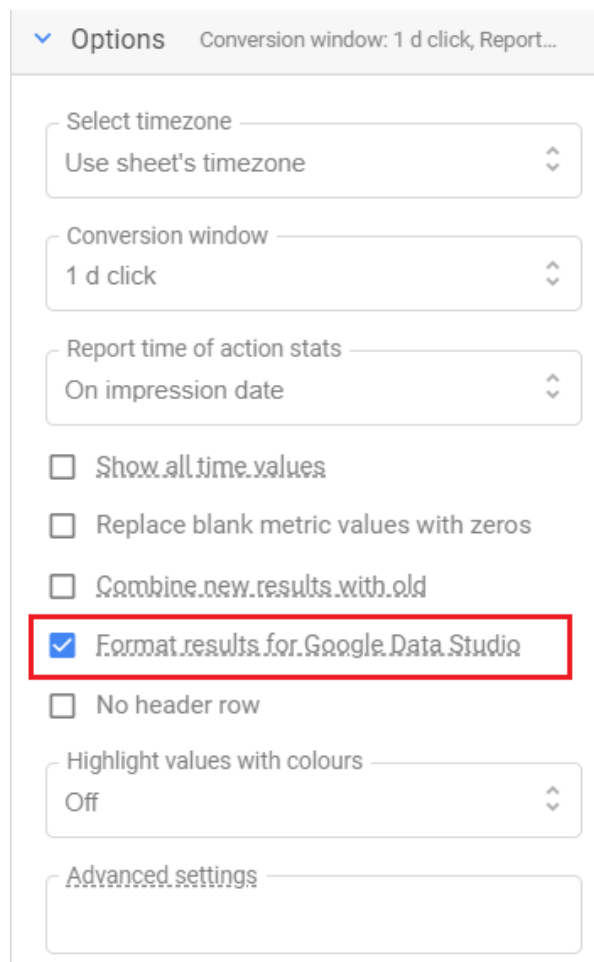
Conversion window
1 d click

Report time of action stats
On impression date

I used the 1-day click window because this is the attribution window that my Facebook ads report is using.

Note: It is very important that you select the correct conversion window. Otherwise, your data in the Facebook ads report may not match with the extracted data in Google Sheets.

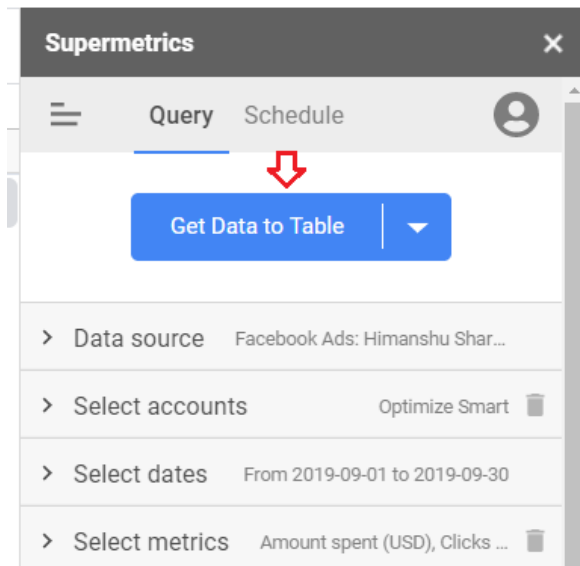
Step-18: Select the following checkbox '*Format results for Google Data Studio*':



The image shows a screenshot of the 'Options' panel in Google Ads. The panel is titled 'Options' and has a subtitle 'Conversion window: 1 d click, Report...'. It contains several settings:

- Select timezone:** A dropdown menu with 'Use sheet's timezone' selected.
- Conversion window:** A dropdown menu with '1 d click' selected.
- Report time of action stats:** A dropdown menu with 'On impression date' selected.
- Show all time values
- Replace blank metric values with zeros
- Combine new results with old
- Format results for Google Data Studio** (This checkbox is highlighted with a red border in the original image)
- No header row
- Highlight values with colours:** A dropdown menu with 'Off' selected.
- Advanced settings:** A text input field.

Step-19: Click on the 'Get Data to Table' button:



You should now see your Facebook ads data in Google Sheets:

Campaign name	Cost (USD)	Clicks (all)	Landing page vie	Reach	Frequency
Webinar Promotior	271.66	1146	55	9172	2.46
Webinar Promotior	163.16	779	59	8708	2.63
Post: "👉🤪 It's a	13.61	626	2	7106	1.4
Post: "👉 Register	5.77	396	0	3102	1.22
Webinar Promotior	166.32	378	182	13107	4.99

Step-20: Now compare this extracted data with your Facebook ads report:

Campaigns

Ad Sets

Ads

Create

Export

<input type="checkbox"/>	Name	↕	Amount Spent	Clicks (All) ↓	Landing Page Views	Reach	Frequency
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$271.66	1,146	55	9,172	2.46
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$163.16	779	59	8,708	2.63
<input type="checkbox"/>	> Post: "👉🤪 It's all about being very g...	<input checked="" type="checkbox"/>	\$13.61	626	2	7,106	1.40
<input type="checkbox"/>	> Post: "👉 Register for the web class >...	<input checked="" type="checkbox"/>	\$5.77	396	–	3,102	1.22
<input type="checkbox"/>	> Webinar Promotion to Website Visitor...	<input checked="" type="checkbox"/>	\$166.32	378	182	13,107	4.99

Since the extracted data matches the data from the Facebook ads report, we can conclude that we extracted the Facebook ads data correctly into Google Sheets.

That's how you can pull data from Facebook ads into Google Sheets.

How to send Google ads data to Google Sheets?





Make sure you have installed the [Supermetrics for Google Sheets Add-on](#) before you continue.

Follow the steps below:

Step-1: Make sure that the Google email you used to access Google Sheets has also got access to your Google Ads account.

Step-2: Before you pull data from Google Ads into Google Sheets, determine the overall layout and format of how your extracted data should look in Google Sheets.

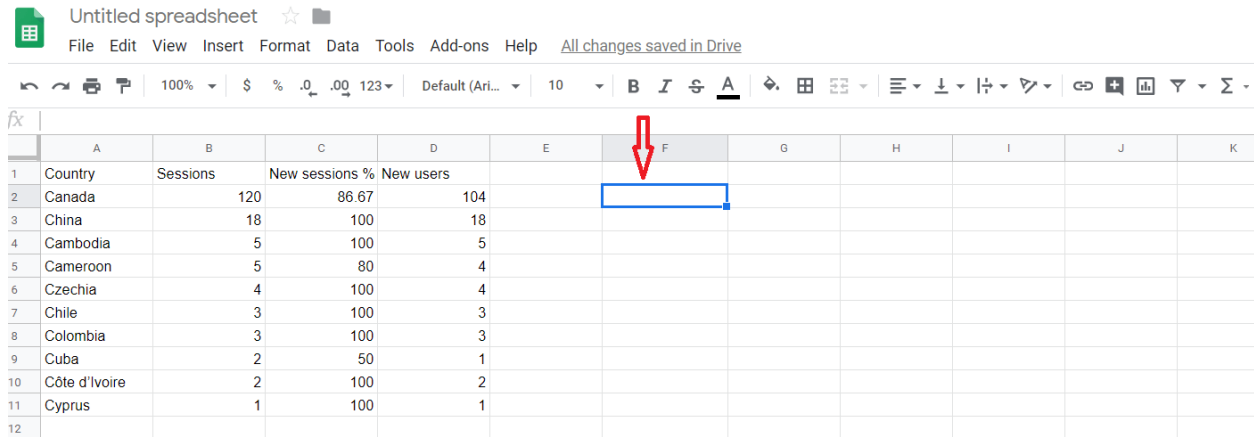
For example, let's create the following Google Ads report in Google Sheets:

<input type="checkbox"/> ● Campaign	Budget	Status	↓ Impr.	Clicks	CTR	Avg. CPC
Total: All but removed campaigns [?]			2,375	55	2.32%	£3.49
<input type="checkbox"/> ⓘ  DAI Program Prom	£20.00/day 	Paused	1,380	35	2.54%	£2.94
<input type="checkbox"/> ⓘ  DAI Program Prom	£20.00/day 	Paused	995	20	2.01%	£4.46

Following are the attributes of this report:

1. It contains two dimensions named 'Campaign' and 'Status'.
2. It contains five metrics named: 'Budget', 'Impr.', 'Clicks', 'CTR' and 'Avg. CPC'.
3. The data table is sorted by 'Impr.' metrics in descending order.
4. The data table contains two rows of data.
5. The data is for the month of Sept 2019 (not shown in the screenshot above)

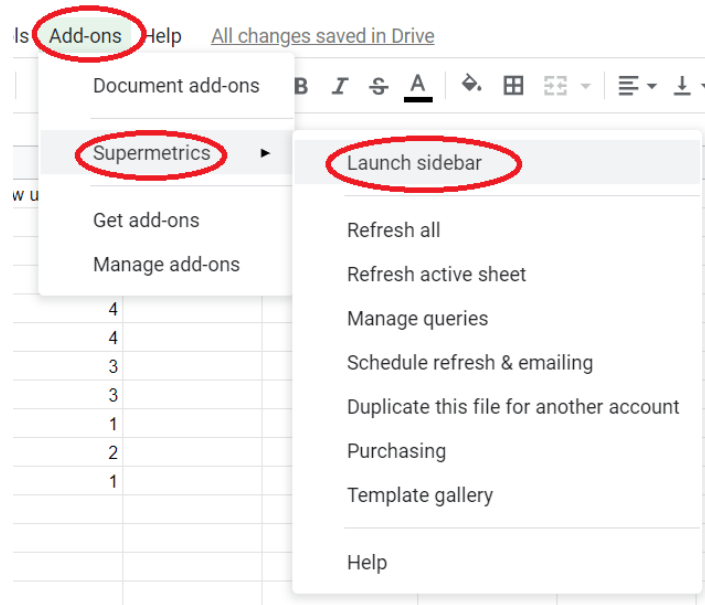
Step-3: Navigate to Google Sheets and then click on the cell where you want the extracted Google Ads data to appear:



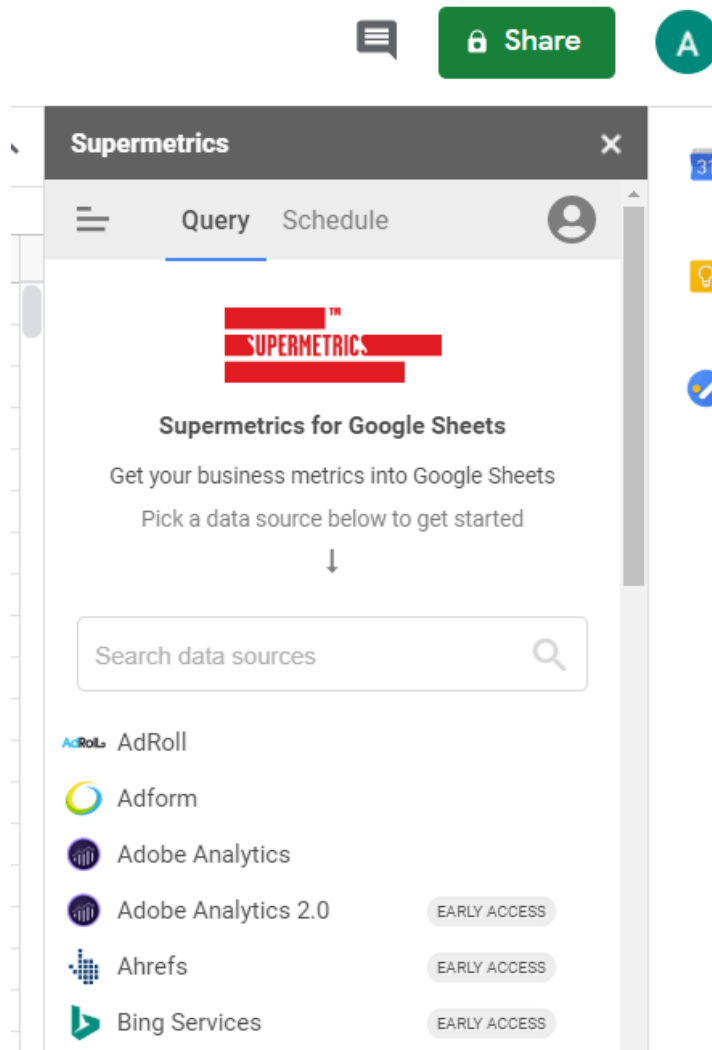
Every time you pull data from a data source (like Google Analytics or Google Ads), the Supermetrics Google Sheets add-on run a query in the background.

Supermetrics run queries at a specific location in Google Sheets. This location is specified by you when you click on a particular cell.

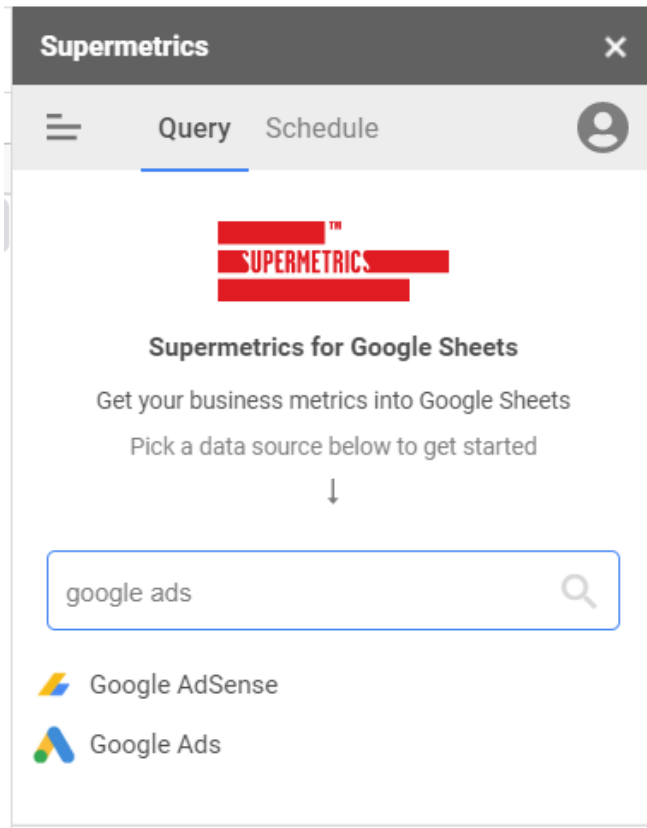
Step-4: Click on **'Launch Sidebar'** from the **'Supermetrics'** menu (under **'Add-ons'**):



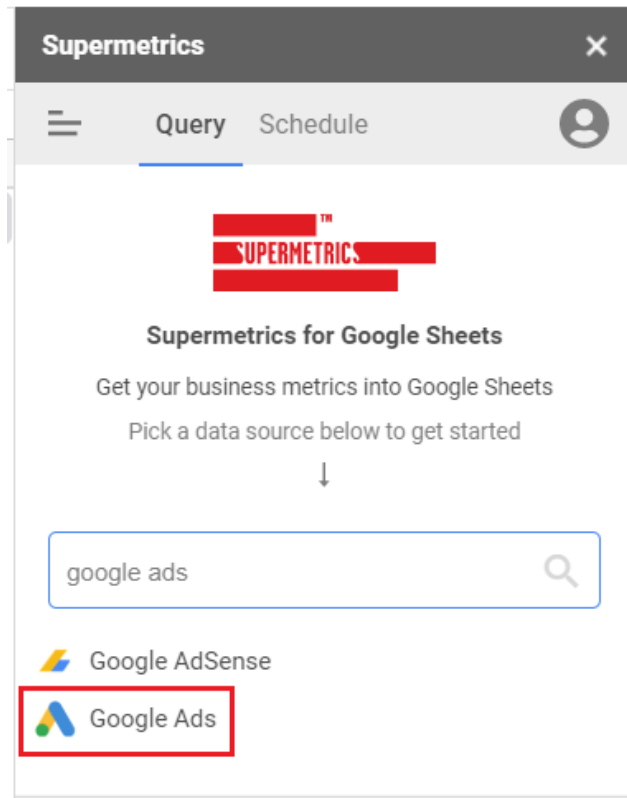
You should now see a dialog box like the one below:



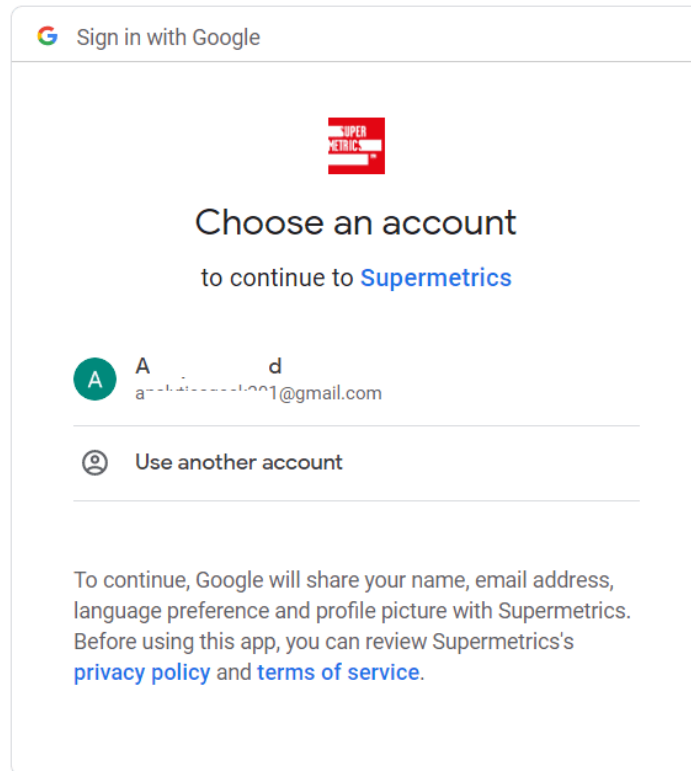
Step-5: Type 'google ads' in the text box to find this data source:



Step-6: Click on the 'Google Ads' option:

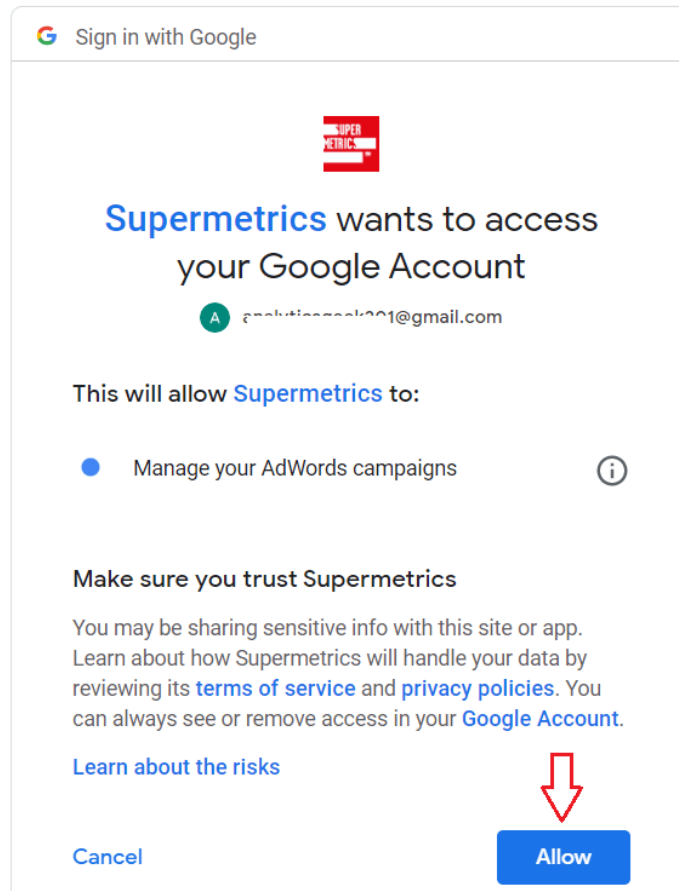


A new tab will open in your browser window which will ask you to select your Google Account:

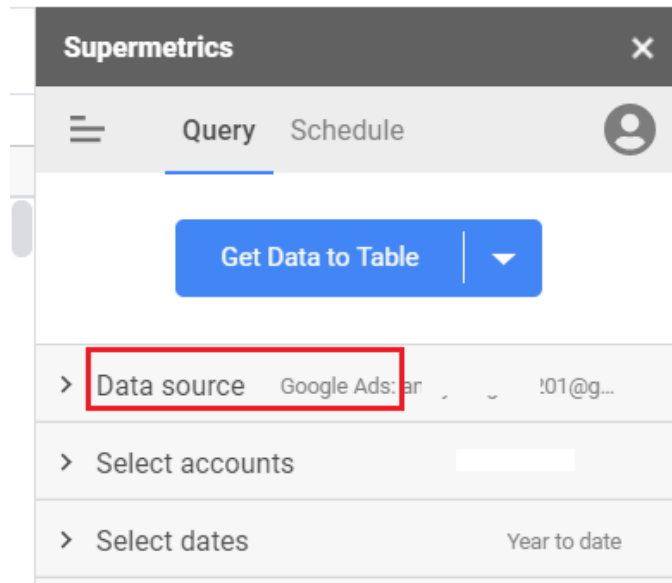


Step-7: Click on your Google account.

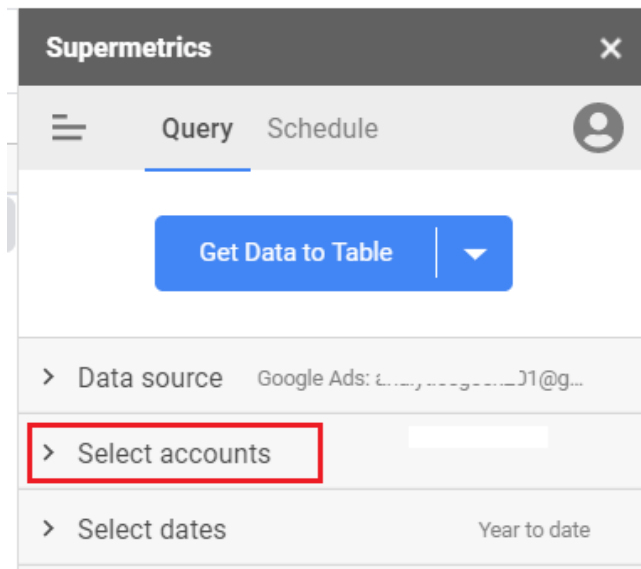
Step-8: Allow supermetrics to view and manage your Google Ads campaign by clicking on the '**Allow**' button:



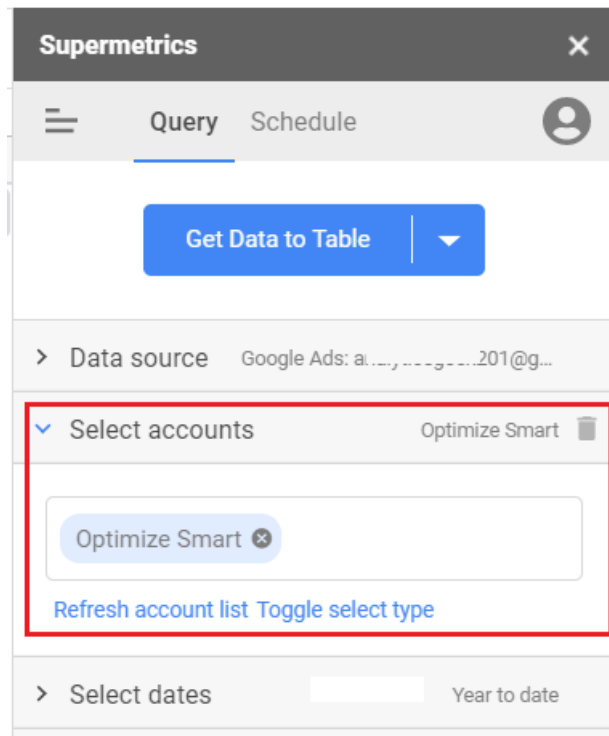
Once you clicked on the 'Allow' button, you should automatically be redirected to your Google Sheets and you should be able to see 'Google Ads' listed as a data source:



Step-9: Click on the '*Select Accounts*' drop-down menu:

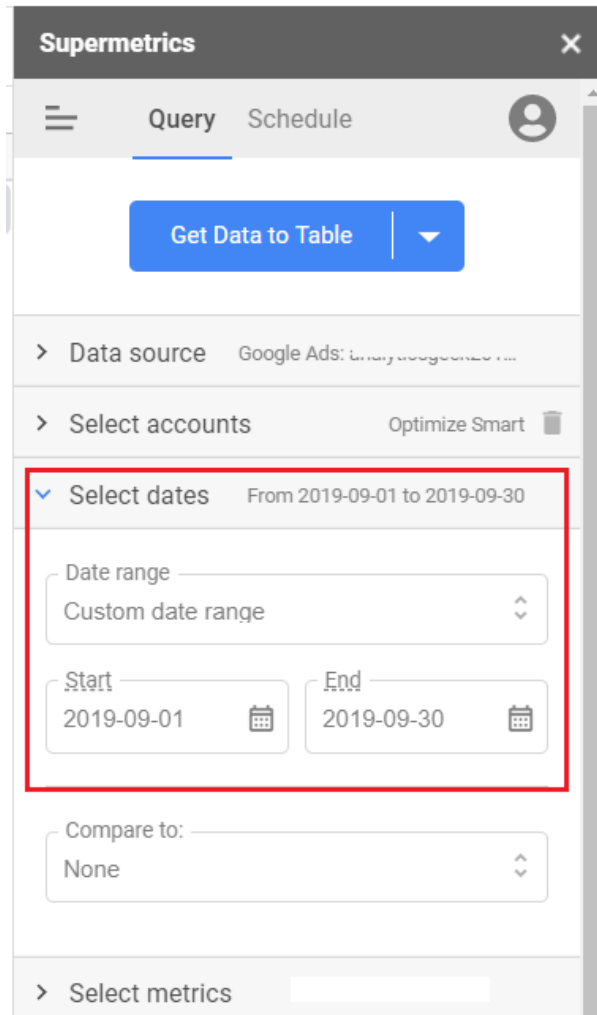


Step-10: Select your Google Ads account from which you want to pull data into Google Sheets:



Note: If you don't see your Google Ads account then click on the 'Refresh account list' link. If that doesn't work then it means you don't have access to the Google Ads account.

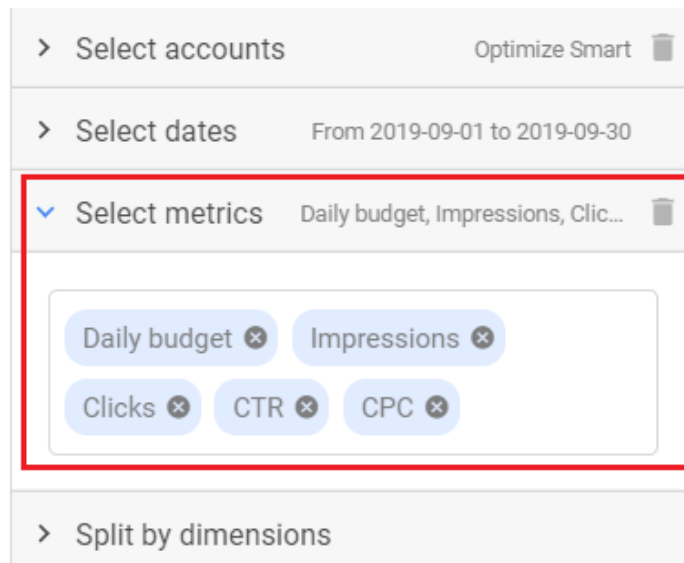
Step-11: Click on the '**Select Dates**' drop-down menu and then select the date range for your data:



For this example, I selected the entire month of Sept 2019.

Note: The date range updates automatically every time you refresh/update the query.

Step-12: Click on the '**Select Metrics**' drop-down menu and then add the following five metrics:



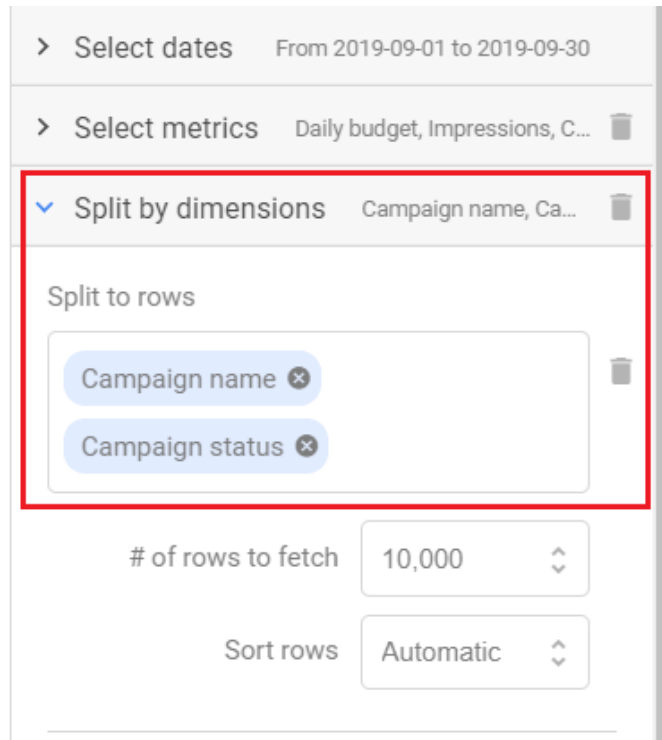
I selected these particular metrics because if you remember, I want to replicate the following Google Ads report in Google Sheets:

<input type="checkbox"/>	Campaign	Budget	Status	↓ Impr.	Clicks	CTR	Avg. CPC
Total: All but removed campaigns ⓘ				2,375	55	2.32%	£3.49
<input type="checkbox"/>	DAI Program Prorr	£20.00/day	Paused	1,380	35	2.54%	£2.94
<input type="checkbox"/>	DAI Program Prorr	£20.00/day	Paused	995	20	2.01%	£4.46

And this report contains five metrics named: 'Budget', 'Impr.', 'Clicks', 'CTR' and 'Avg. CPC'

So I added the corresponding five metrics via the Supermetrics Google Sheets add-on.

Step-13: Click on the **'Split by Dimensions'** drop-down menu and then add the following two dimensions:

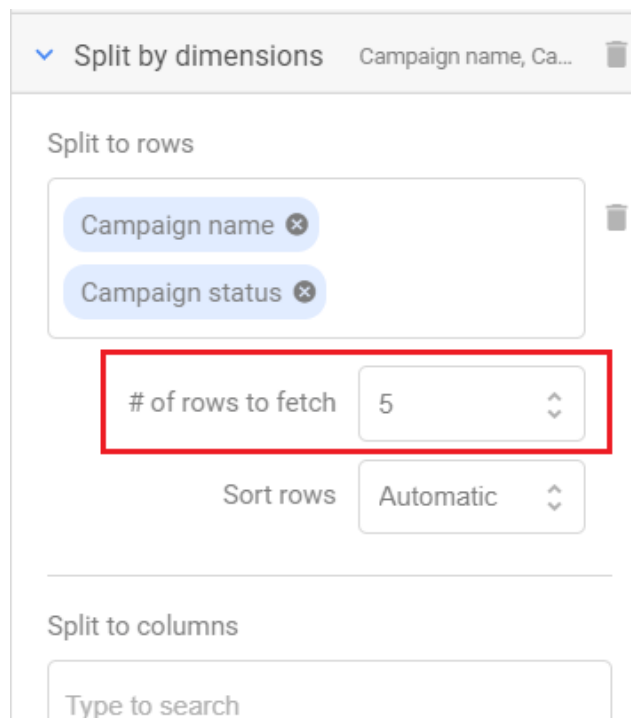



I selected these particular dimensions because if you remember, I want to replicate the following Google Ads report in Google Sheets:

<input type="checkbox"/>	<input checked="" type="checkbox"/> Campaign	Budget	<input checked="" type="checkbox"/> Status	↓ Impr.	Clicks	CTR	Avg. CPC
Total: All but removed campaigns ⓘ				2,375	55	2.32%	£3.49
<input type="checkbox"/>	<input checked="" type="checkbox"/> DAI Program Pror	£20.00/day	Paused	1,380	35	2.54%	£2.94
<input type="checkbox"/>	<input checked="" type="checkbox"/> DAI Program Pror	£20.00/day	Paused	995	20	2.01%	£4.46


And this report contains two dimensions named 'Campaign' and 'Status'. So I added corresponding dimensions via the Supermetrics Google Sheets add-on.


Step-14: Select the number of rows to fetch to the minimum value of 5 (as there are only 2 rows in the data table of the Google Ads report):





Split by dimensions Campaign name, Ca... 

Split to rows

Campaign name 

Campaign status 


of rows to fetch 5 

Sort rows Automatic 



Split to columns


Type to search


Step-15: Set '*Sort rows*' setting to 'Impressions' and '*Sort direction*' to 'Descending':


Split by dimensions Campaign name, Ca... 


Split to rows


Campaign name  

Campaign status 

of rows to fetch 

Sort rows 

Sort direction 


Secondary sort 

Split to columns

We are going to sort the data table by impressions in descending order because this is how our Google Ads report has been sorted:

<input type="checkbox"/>	Campaign	Budget	Status	↓ Impr.	Clicks	CTR	Avg. CPC
Total: All but removed campaigns 							
<input type="checkbox"/>	 DAI Program Pror	£20.00/day 	Paused	1,380	35	2.54%	£2.94
<input type="checkbox"/>	 DAI Program Pror	£20.00/day 	Paused	995	20	2.01%	£4.46

Step-16: Click on the **'Options'** drop-down menu and then select the following checkbox **'Format results for Google Data Studio'**:

> Split by dimensions Campaign name, Ca... 

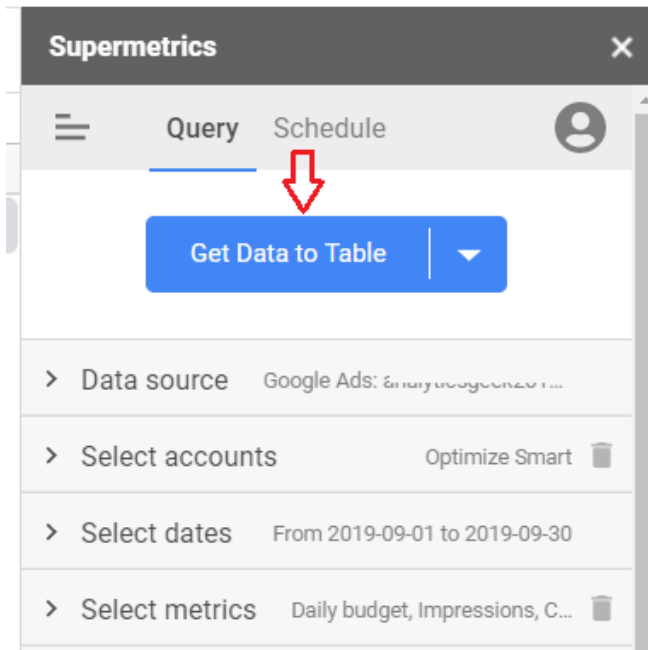
> Filter

Options Format for Google Data Studio

Brand keywords

- Enable user location view
- Include zero impression rows
- Show all time values
- Replace blank metric values with zeros
- Combine new results with old
- Format results for Google Data Studio**
- No header row

Step-17: Click on the '***Get Data to Table***' button:



You should now be able to see your Google ads data in Google Sheets:

Campaign name	Campaign status	Daily budget	Impressions	Clicks	CTR	CPC
DAI Program Prom	paused	20	1380	35	2.54	2.94
DAI Program Prom	paused	20	995	20	2.01	4.46

Now compare this extracted data with the data in your Google Ads report:

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	↓ Impr.	Clicks	CTR	Avg. CPC
		Total: All but removed campaigns ?			2,375	55	2.32%	£3.49
<input type="checkbox"/>	<input checked="" type="radio"/>	DAI Program Prom	£20.00/day	Paused	1,380	35	2.54%	£2.94
<input type="checkbox"/>	<input checked="" type="radio"/>	DAI Program Prom	£20.00/day	Paused	995	20	2.01%	£4.46

Since the extracted data matches the data from the Google Ads report, we can conclude that we extracted the Google Ads data correctly into Google Sheets.

That's how you can pull data from Google Ads into Google Sheets.

You are doing Google Analytics all wrong. Here is why...

I have dealt with hundreds of Google Analytics accounts in my career.

I have seen a lot of issues from incorrect tracking code, selecting the wrong KPIs to analyzing data without using custom reports or advanced segments.

But do you know the biggest issue of all in Google analytics?....

It is the “misinterpretation of analytics data”.

Many marketers make the mistake of crediting conversions to the wrong marketing channel.

And they seem to be making this mistake over and over again.

They give the credit for conversions to the last touchpoint (campaign, ad, search term...).

They can't help themselves because they believe that the Google Analytics reports are 'what you see is what you get'.

But they are actually 'what you interpret is what you get'.

This has resulted in marketers making wrong business decisions and losing money.

All the data you see in Google Analytics reports today lies to you unless you know exactly how to interpret it correctly.

For example, let's talk about direct traffic.

All untagged or incorrectly tagged marketing campaigns from display ads to emails could be reported as direct traffic by Google.

Whenever a referrer is not passed, the traffic is reported as direct traffic by Google.

Mobile applications don't send a referrer. Word/PDF documents don't send a referrer.

'302 redirects' sometimes cause the referrer to be dropped. Sometimes browsers don't pass the referrer.

During an HTTP to HTTPS redirect (or vice versa) the referrer is not passed because of security reasons.

All such traffic is reported as direct traffic by Google.

So on the surface, it may look like that most people are visiting your website directly but this is not usually the case.

But this analysis does not end here, because you are still not looking at the complete picture.

People do not always access your website directly and then make a purchase straight away.

They are generally exposed to multiple marketing channels (display ads, social media, paid search, organic search, referral websites, email etc) before they access your website directly.

Before they make a purchase.

So if you are unaware of the role played by prior marketing channels, you will credit conversions to the wrong marketing channels.

Like in the present case to direct traffic.

To get this type of understanding you need to understand and implement web analytics.

But you learn data analysis and data interpretation from web analytics and not from Google Analytics.

The direction in which your analysis will move will determine the direction in which your marketing campaigns will move.

You get that direction from 'web analytics' and not from 'Google Analytics'.

Web/Digital analytics is not about Google Analytics (GA) or Google Tag Manager (GTM). It is about analyzing and interpreting data, setting up goals, strategies and KPIs.

It's about creating a strategic roadmap for your business. That's why the knowledge of web/digital analytics is so important.

So, what I have done is put together some completely free training for you.

This training will teach you what digital analytics really is and how I have been able to leverage it to generate floods of new sales and customers.

I will also show you how you can copy what I have done to get similar results.

You can sign up for the free training here:

[Reserve My Seat Now](#)

I hope you find it helpful.

All the best,

Himanshu