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LEARN TO READ E-COMMERCE REPORTS IN GOOGLE ANALYTICS

Step by Step guide to reading e-commerce reports

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Learn to Read Ecommerce Reports in Google Analytics

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- Nominated for Digital Analytics Association Awards for Excellence

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- Consultant to countless small and big businesses over the decade
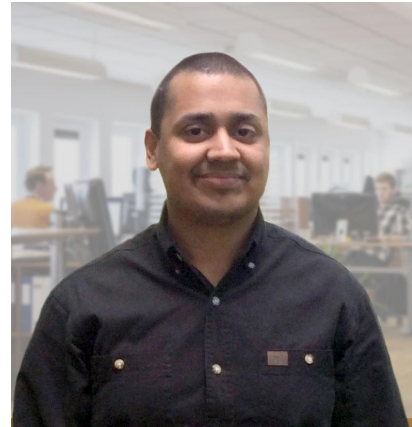
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Facebook: https://www.facebook.com/optimizesmart

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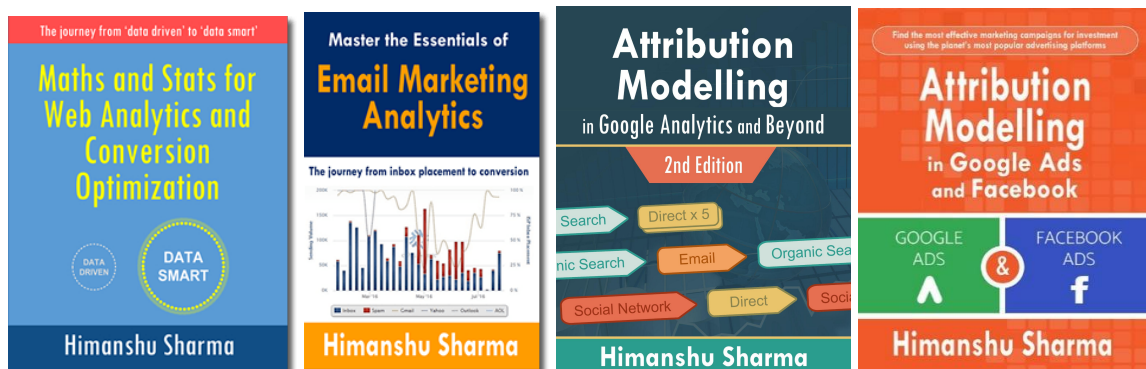
Following are our most downloaded ebooks for career advancement:

#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.

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#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.

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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.

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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.

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The Difference between Standard and Enhanced Ecommerce Tracking

You can set up two types of ecommerce tracking in Google Analytics.

One is **standard ecommerce tracking** and one is **enhanced ecommerce tracking**.

Both standard and enhanced ecommerce tracking are not already built into Google Analytics.

You can still access the ecommerce reports in your Google Analytics account but you won't see any ecommerce data in them.

You need to hire a [Google Analytics developer](#) to set up ecommerce tracking for your website.

I would recommend that you ask your Google Analytics developer to set up *enhanced ecommerce tracking* for your website.

This is because enhanced ecommerce tracking provides twice as many reports as standard ecommerce tracking.

If you have installed standard ecommerce tracking for your website, then you will see the following five ecommerce reports in your Google Analytics view:

#1 Ecommerce Overview

#2 Product Performance

#3 Sales Performance

#4 Transactions

#5 Time to Purchase

However, if you have installed enhanced ecommerce tracking for your website, then you will see the following ten ecommerce reports in your Google Analytics view:

#1 Ecommerce Overview

#2 Shopping Behavior Analysis

#3 Checkout Behavior Analysis

#4 Product Performance

#5 Sales Performance

#6 Product List Performance

#7 Internal Promotion

#8 Order Coupon

#9 Product Coupon

#10 Affiliate Code

Standard Ecommerce Tracking

Enhanced Ecommerce Tracking
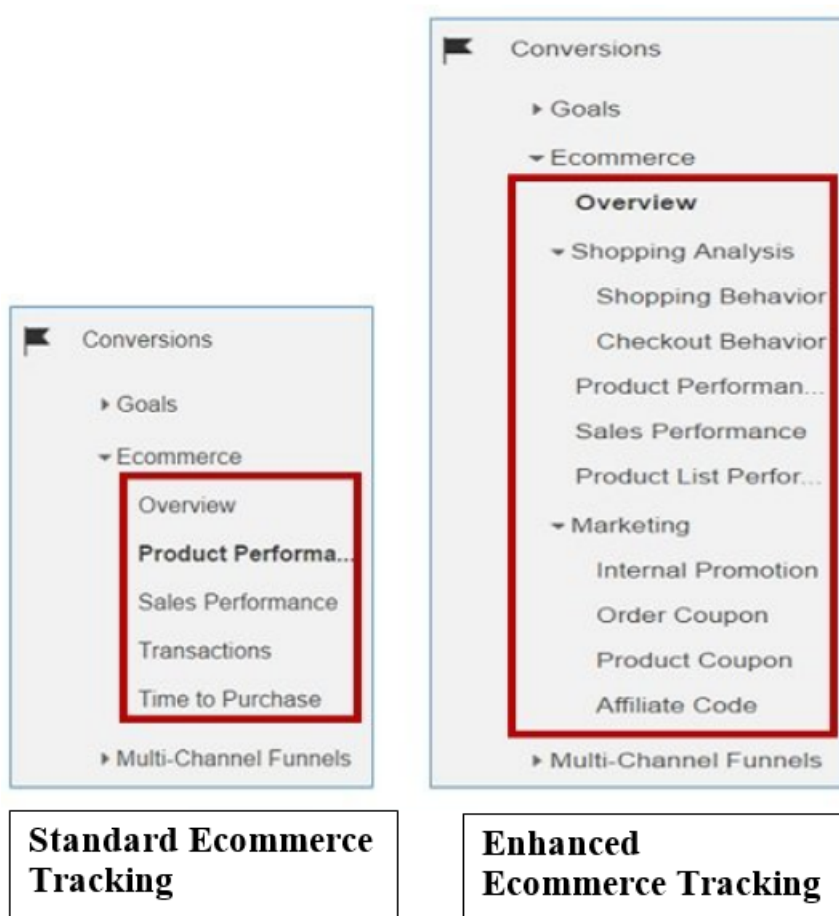
So when you install enhanced ecommerce tracking, you get two times more reports on ecommerce data.

And this is a good thing, as it provides many more ways to collect and analyze ecommerce data and help in getting a deeper and better insight into the ecommerce engagement of your users.

Standard Ecommerce Tracking Reports

If you have installed standard ecommerce tracking for your website, then you will see ecommerce data in the following five ecommerce reports in your Google Analytics view:

#1 Ecommerce Overview

#2 Product Performance

#3 Sales Performance

#4 Transactions

#5 Time to Purchase

Standard Ecommerce Tracking: Ecommerce Overview Report

As the name suggests, this report provides an overview of ecommerce activity on your website.

You can access this report by navigating to *Conversions > Ecommerce > Overview*
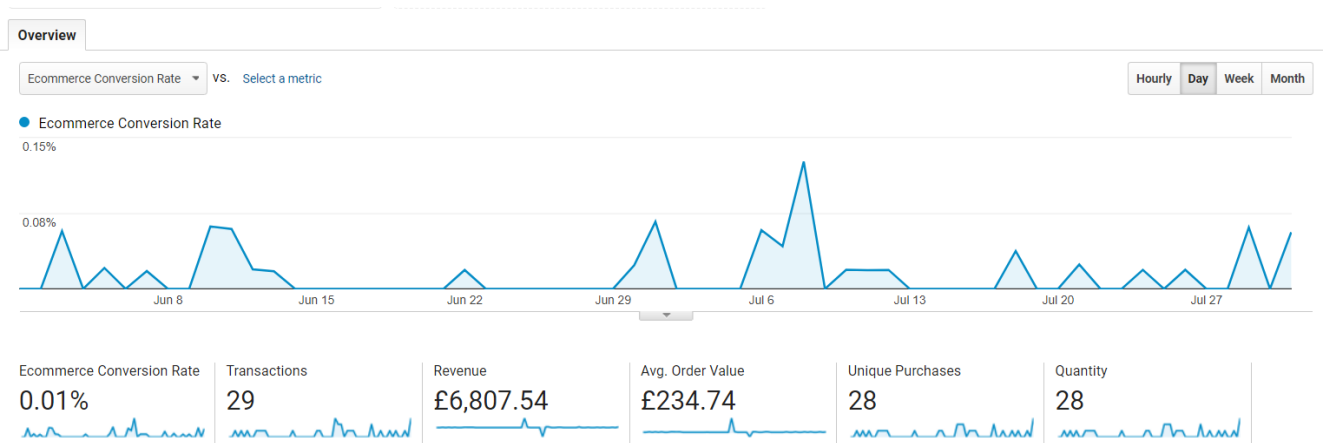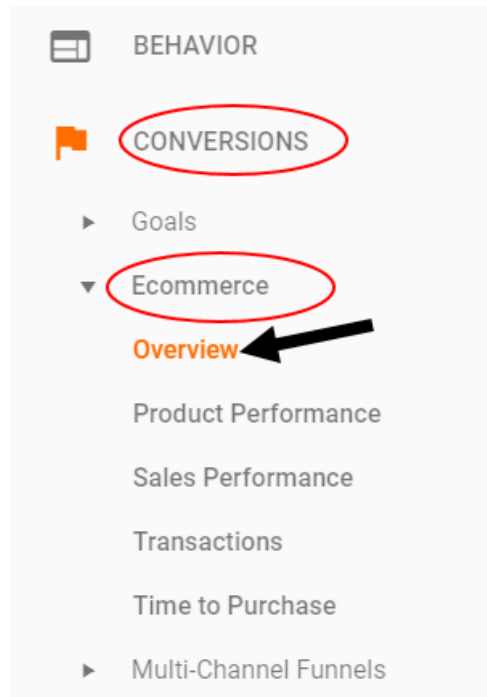
Ecommerce Conversion Rate

Ecommerce conversion rate is the percentage of sessions which resulted in ecommerce transactions (in a given time period).

Following is the formula to calculate the ecommerce conversion rate:

*Ecommerce conversion rate = (Total Ecommerce Transactions/Total website sessions) * 100*

For e.g. the ecommerce conversion rate in the chart above was calculated as:

= (29 transactions / 247,664 sessions) * 100 = 0.01%

Transactions

Transaction (or ecommerce transaction) is a purchase order. For example, 29 transactions mean 29 purchase orders were placed on the website.

Revenue

The revenue that you see in the ecommerce overview report is the total revenue.

Following is the formula to calculate total revenue:

Total Revenue = Total Product Revenue + Total Tax + Total Shipping

For example, the total revenue in the ecommerce overview report above, was calculated as:

Total Revenue = $188,211.37 (total product revenue) + $47,371.58 (total tax) + $1,274.95 (total shipping) = $236,857.90

Your total revenue figure in the ecommerce overview report depends upon how the ecommerce tracking has been setup.

If your developer decided to exclude tax and shipping amount from the total revenue, then your total revenue and product revenue amount would be the same.

If the tax information and/or shipping information is not supplied while setting up ecommerce tracking then Google Analytics cannot report such information in its reports and they won't be included in the computation of total revenue.

Avg. Order Value

Avg. Order Value or average order value (AOV) is the average value of an ecommerce transaction.

Following is the formula to calculate AOV:

Average Value = Total Revenue/Total Transactions

For example, the AOV in the chart above was calculated as:

AOV = $236,857.90 / 1,736 = $136.44

Unique Purchases

A unique purchase is the total number of times a product or a set of products was a part of a transaction.

There are two categories of unique purchases in Google Analytics:

#1 Total unique purchases of a set of products

#2 Total unique purchases of a product

The total unique purchases of a product are not equal to the total number of units sold for the product in one transaction.

For example, the total unique purchases of the first product are 75 (see the screenshot above). But many people wrongly assume the 75 units of the first product were sold in one transaction. But this is not the case.

The 75 figure tells you that the first product was a part of a transaction 75 times. It doesn't tell you the number of units sold for the product in one transaction.

Quantity

Quantity is the total number of units sold for a product or set of products. Thus there are two categories of quantities in Google Analytics:

#1 Total number of units sold for a set of products

#2 Total number of units sold for a product
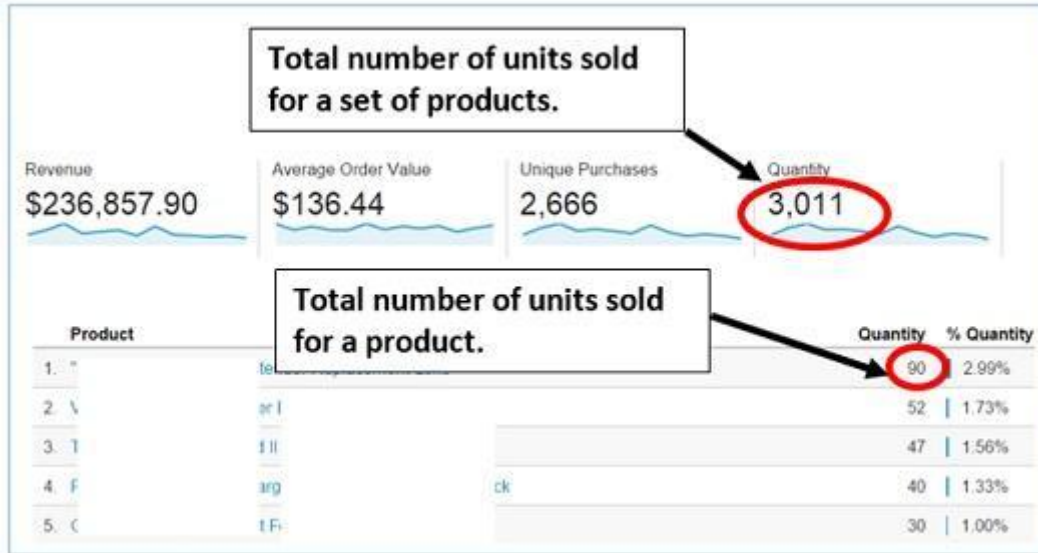
Top Revenue Sources

This section of the ecommerce overview report lets you determine top revenue sources by:

- Product
- Product SKU (product code which is used to uniquely identify a product)
- Product Category
- Source / Medium

Charting Ecommerce Data

If you want to see ecommerce data trend over time, you can do that by selecting an ecommerce metric from the drop-down menu in the ecommerce overview report:

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Trend in Revenue
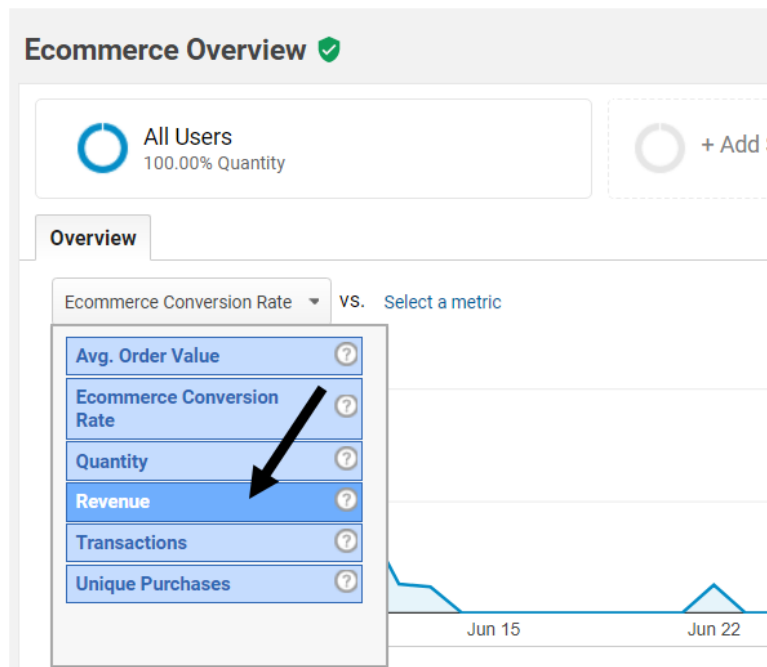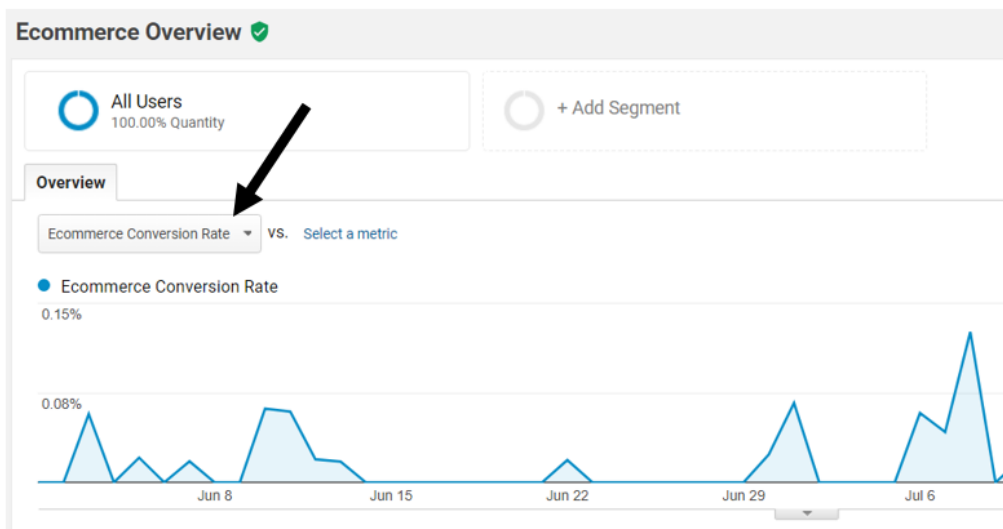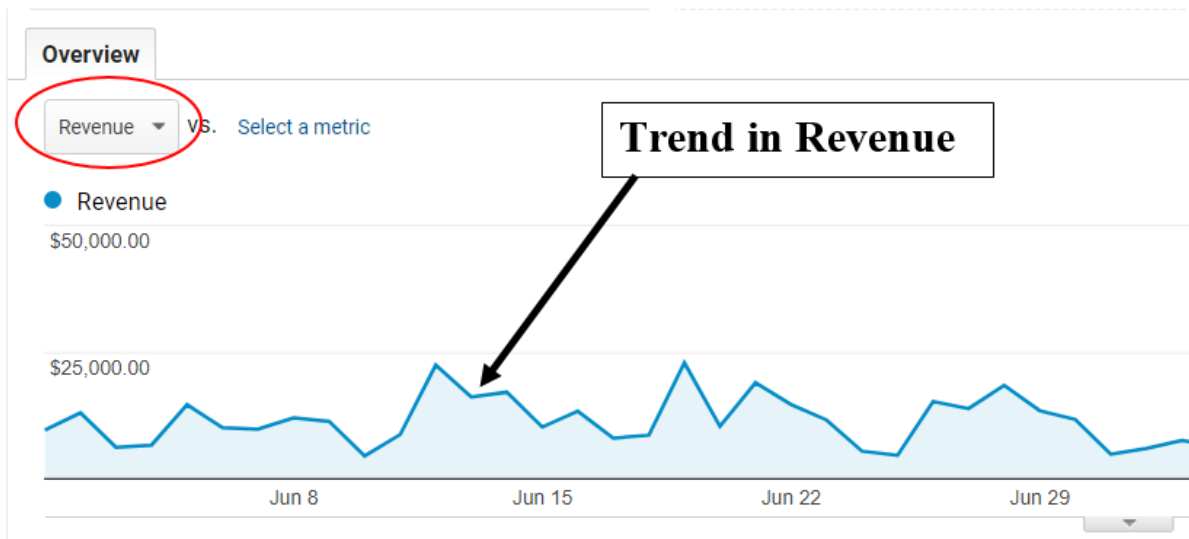
If you want to compare one ecommerce metric to another, you can click on '**select a metric**' link which opens the second drop-down menu:
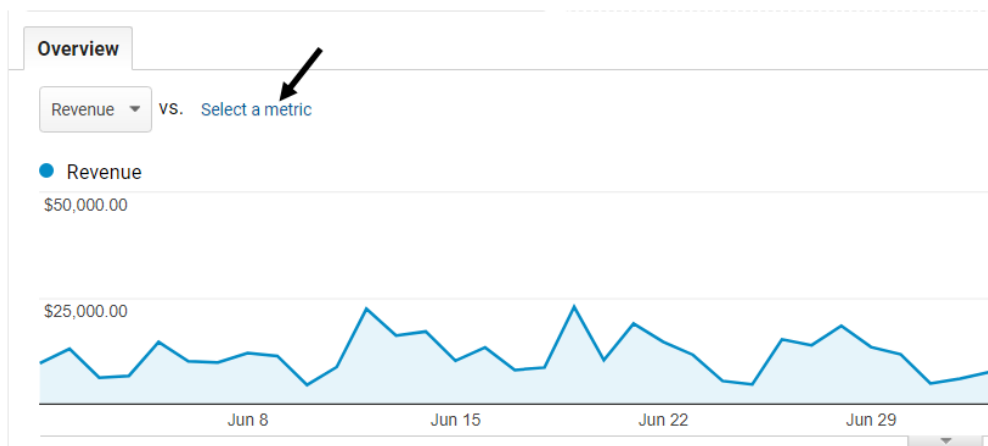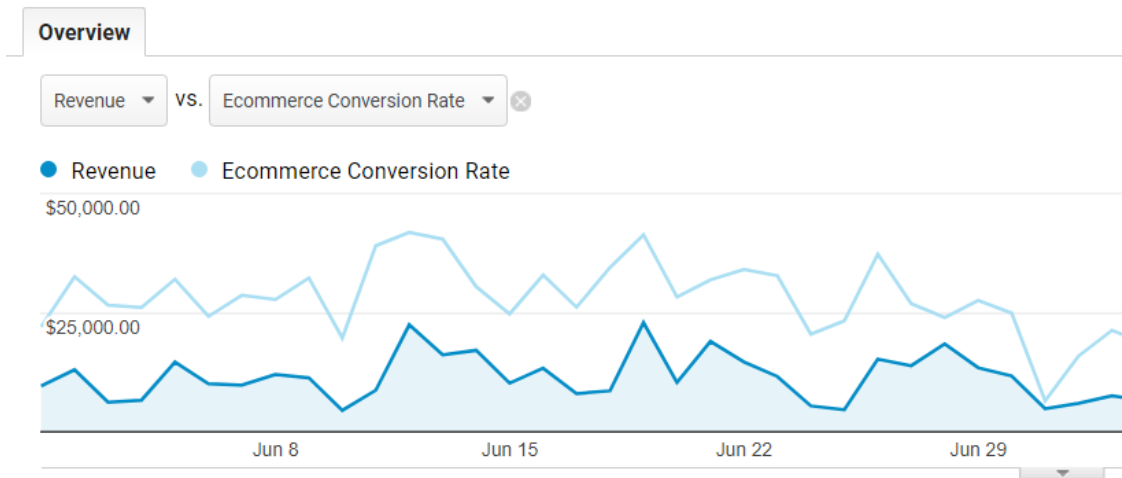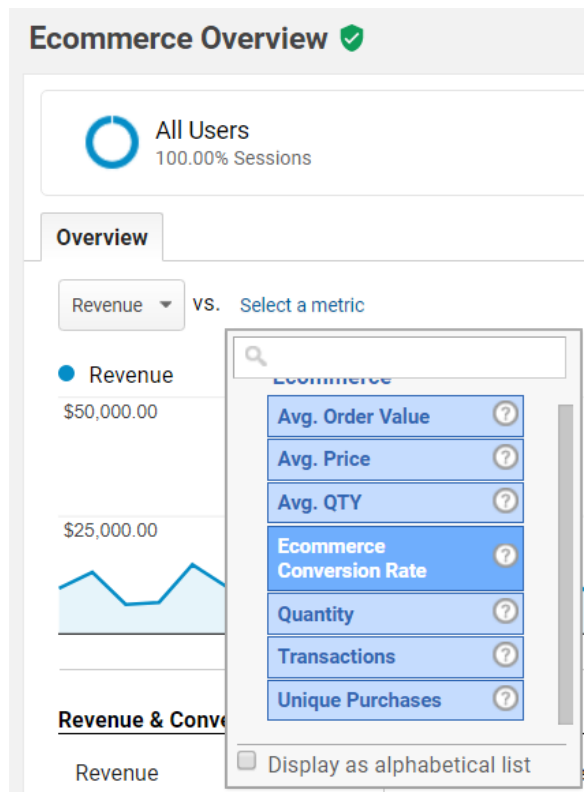
You can chart ecommerce data by hour, day, week or month. To do that, click on the corresponding button above the time graph:
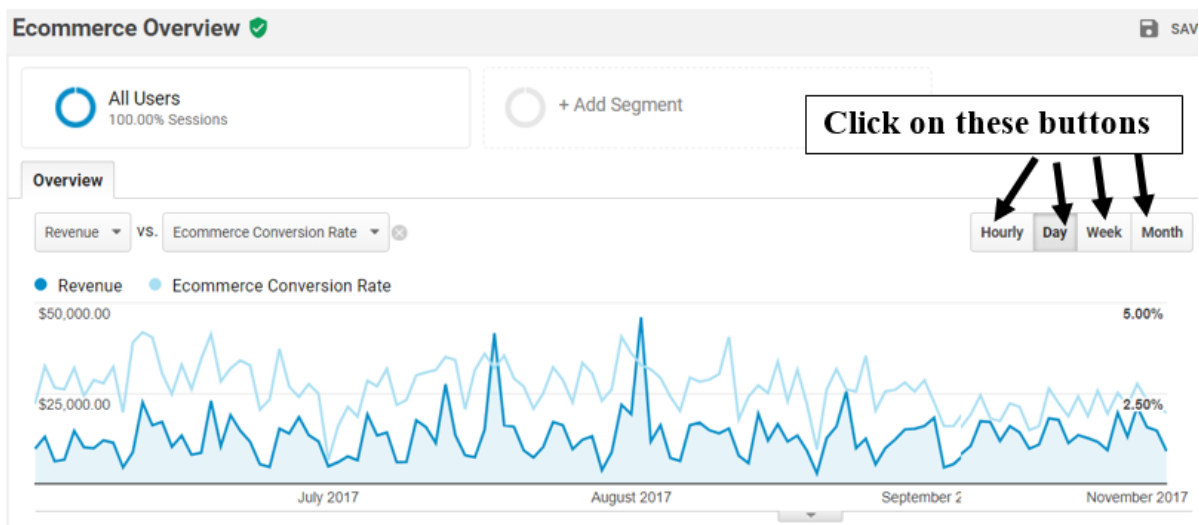
Following is an example of ecommerce data charted by month:
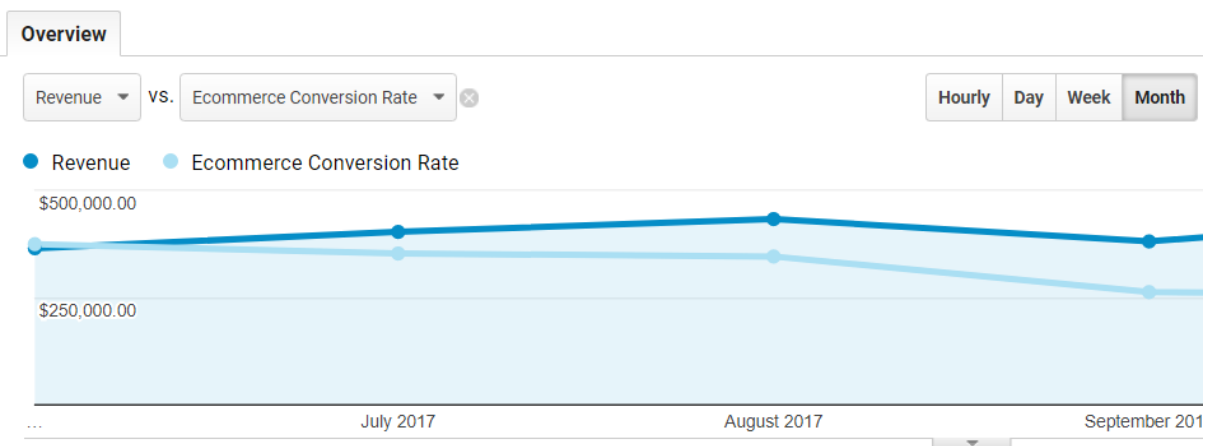
Standard Ecommerce Tracking: Product Performance Report

Through the product performance report, you can measure the ecommerce performance of each individual product sold on your website.

You can access this report by navigating to *Conversions > Ecommerce > Product Performance*
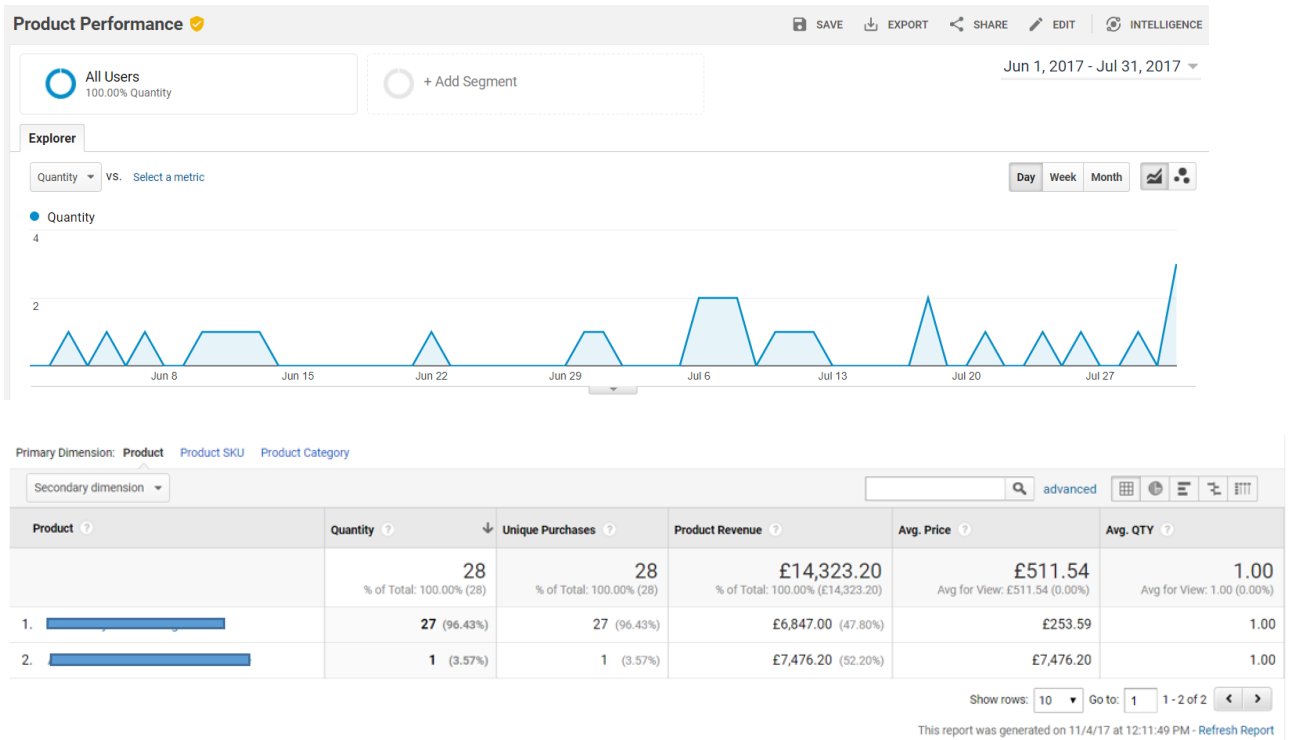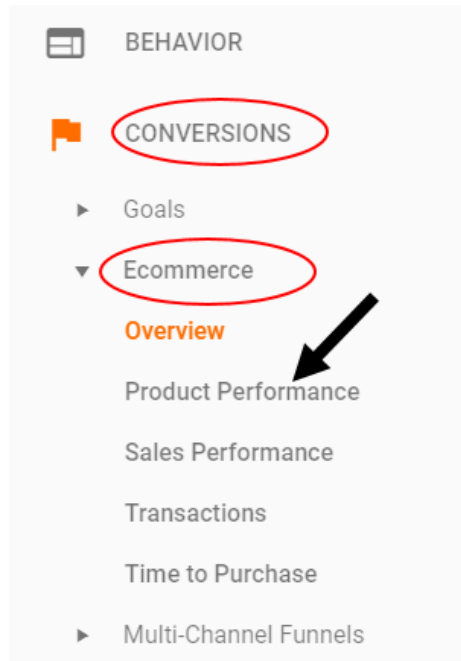
Product Name

The product name is the name of the product sold on your website.

Product Revenue

Product revenue is the total revenue generated from a product or a set of products:

Following is the formula to calculate product revenue:

Product Revenue = Quantity * Average Price

Here,

Total revenue generated from a set of products is calculated as: 45,226 * $81.84 = $3,701,278.00

Total revenue generated from the first products is calculated as: 13,281 * $79.00 = $1,049,199.00

Note: **Product revenue doesn't include tax and shipping charges.**

Avg. Price

The average price is the price of a single unit of a product.

There are two types of average price in Google Analytics:

1. The average price of a product.
2. The average price of a set of products.

Average price of a set of products = Total Product Revenue / Total Quantity

= $3,701,278.00 / 45,226 = $81.84

The average price of the first product = price of the single unit of a product = $79

Avg. QTY

The average quantity is the average number of units sold for a product or set of products in one transaction.

Thus there are two types of average quantity in Google Analytics:

1. The average quantity of a product.
2. The average quantity of a set of products.

Following is the formula to calculate average quantity:

Average Quantity = Quantity / Unique Purchases

For example:

The average quantity of a set of products is calculated as 3684/3242 = 1.14

The average quantity of 1st product is calculated as 114/93 = 1.23

The average quantity of 2nd product is calculated as 62/61 = 1.02

Primary Dimensions for Product Performance Report

The product performance report (in case of standard ecommerce tracking) has got the following three primary dimensions:

1. Product
2. Product SKU
3. Product Category

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By clicking on one of these primary dimensions, you can see the same report for a different dimension.

For example, by clicking on the 'Product SKU' link (see the screenshot above), you can see the product performance report for each product SKU:

Similarly, by clicking on the 'Product Category' link (see the screenshot above), you can see the product performance report for each product category.

Standard Ecommerce Tracking: Sales Performance Report
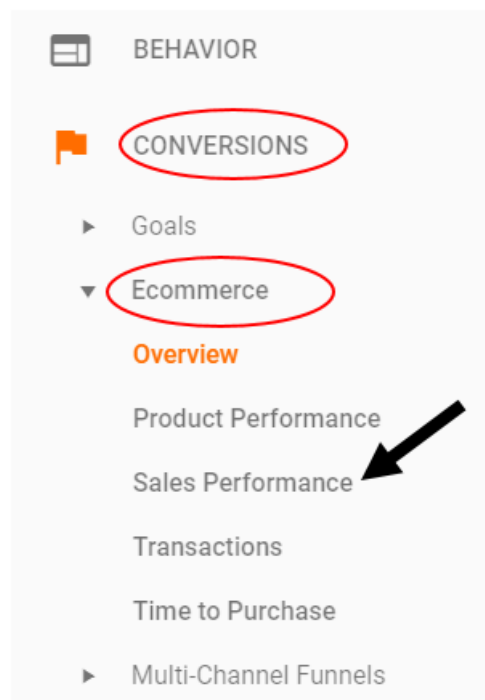
Through the sales performance report you can track the sales for a particular day in the selected time period:

Primary Dimension: **Date**

Date	Revenue ▼ ↓	Revenue ▼
	£6,807.54 % of Total: 100.00% (£6,807.54)	**£6,807.54** % of Total: 100.00% (£6,807.54)
1. 20170630	£7,506.85	110.27%
2. 20170707	£597.60	8.78%
3. 20170708	£597.60	8.78%
4. 20170718	£597.60	8.78%
5. 20170731	£597.60	8.78%
6. 20170701	£350.00	5.14%
7. 20170603	£298.80	4.39%
8. 20170605	£298.80	4.39%
9. 20170607	£298.80	4.39%
10. 20170610	£298.80	4.39%

Show rows: 10 ▾ Go to: 1 1 - 10 of 21 ‹ ›

This report was generated on 11/4/17 at 3:28:19 PM - Refresh Report

For example, from the report above, we can conclude that there was a sale of £7,506.85 on June 30, 2017. This date is reported by Google Analytics in the format: 20170630

The sales performance report has got two more tabs named: 'Conversion Rate' and 'Average Order Value' through which you can determine ecommerce conversion rate and/or average order value on a particular day in the selected time period:

Standard Ecommerce Tracking: Transactions Report
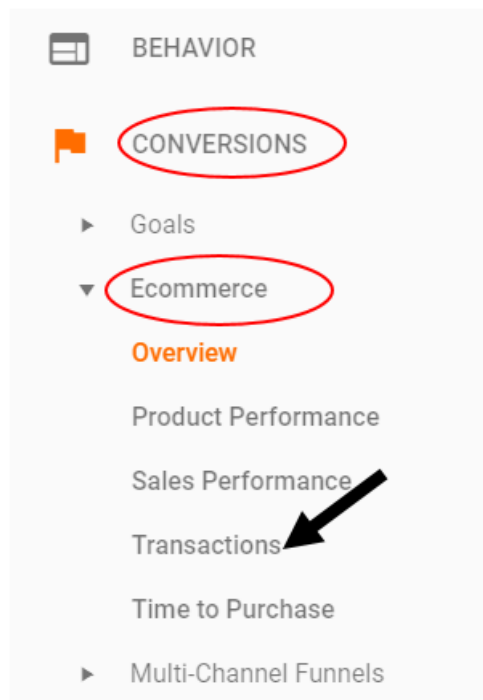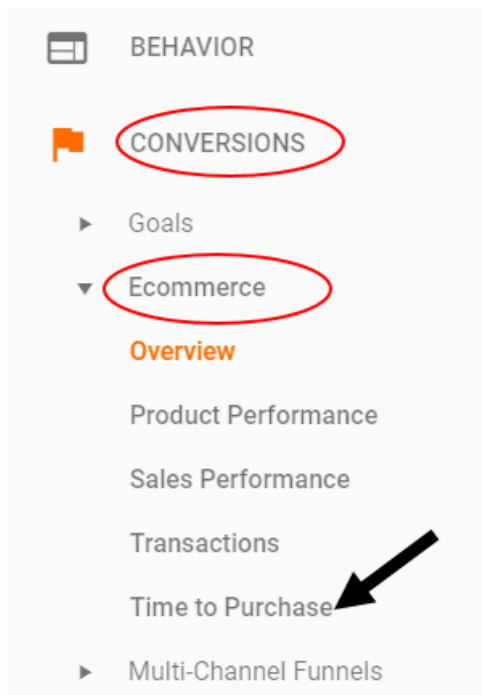
Through the transactions report you can track revenue, tax, shipping, and quantity by transaction ID:

Primary Dimension: **Transaction ID**

Secondary dimension ▾

Transaction ID ?	Revenue ? ↓	Tax ?
	$766,585.29 % of Total: 100.00% ($766,585.29)	**$50,014.77** % of Total: 100.0% ($50,014.77)
1. 33036	**$14,654.12** (1.91%)	$0.00 (0.00%)
2. 32526	**$11,504.81** (1.50%)	$0.00 (0.00%)
3. 33038	**$10,589.14** (1.38%)	$0.00 (0.00%)
4. 30755	**$6,248.75** (0.82%)	$437.84 (0.88%)
5. 30876	**$5,498.00** (0.72%)	$0.00 (0.00%)

Standard Ecommerce Tracking: Time to Purchase Report

BEHAVIOR

🚩 CONVERSIONS

▸ Goals

▾ Ecommerce

Overview

Product Performance

Sales Performance

Transactions

Time to Purchase

▸ Multi-Channel Funnels

Through the time to purchase report you can determine how long it takes (in terms of the number of days or number of sessions) for the customers to make a purchase on your website.

For example from the report below, we can conclude that it takes on an average, 7 to 13 days, for the customers to make a purchase on the website:

Days to Transaction	Transactions	Percentage of total	
0	20	10.00%	
4	1	3.45%	
7-13	2	68.97%	
14-20	2	6.90%	
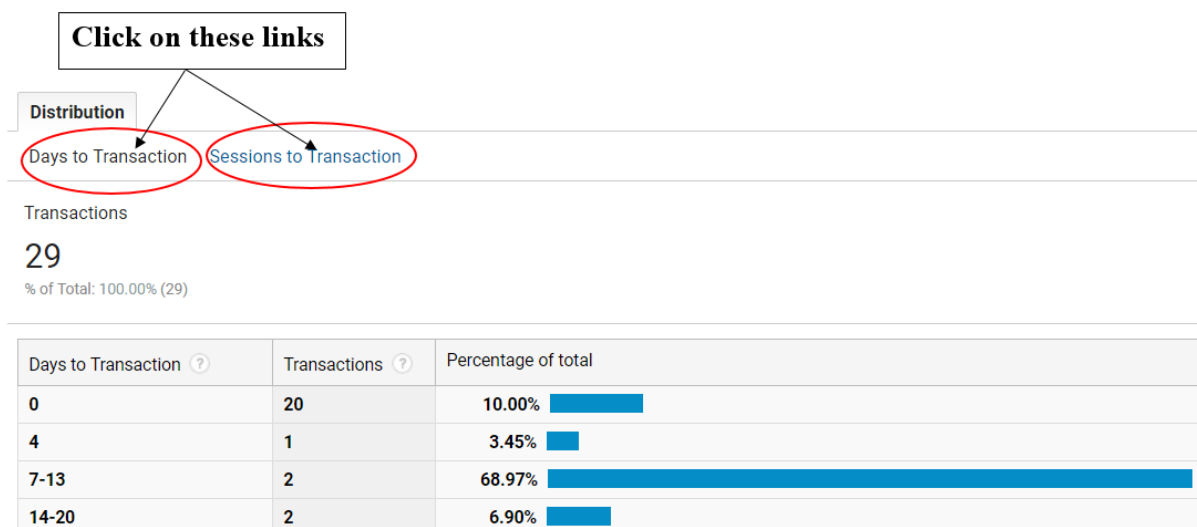
Purchase Journey of a Typical User

In order to understand how enhanced ecommerce tracking works, you first need to understand the purchase journey of a typical user:

```
┌─────────────────────┐      ┌─────────────────────┐      ┌─────────────────────┐
│ ↑ User viewed       │ ──▶  │ ↑ User clicked on   │ ──▶  │ ↑ User viewed       │
│   Internal          │      │   the Internal      │      │   products on       │
│   Promotion         │      │   Promotion         │      │   a product         │
│   Campaign          │      │   Campaign          │      │   list page         │
└─────────────────────┘      └─────────────────────┘      └─────────────────────┘
                                                                     │
                                                                     ▼
┌─────────────────────┐      ┌─────────────────────┐      ┌─────────────────────┐
│ ↑ User added the    │      │ ↑ User saw the      │      │ ↑ User clicked on   │
│   product to the    │ ◀──  │   product detail    │ ◀──  │   one of the        │
│   shopping cart.    │      │   page.             │      │   product link on   │
│                     │      │                     │      │   the product list  │
│                     │      │                     │      │   page              │
└─────────────────────┘      └─────────────────────┘      └─────────────────────┘
          │
          ▼
┌─────────────────────┐      ┌─────────────────────┐      ┌─────────────────────┐
│ ↑ User removed      │      │ ↑ User              │      │ ↑ User              │
│   certain products  │ ──▶  │   completed         │ ──▶  │   completed         │
│   from the          │      │   various           │      │   the purchase      │
│   shopping cart     │      │   checkout steps    │      │                     │
└─────────────────────┘      └─────────────────────┘      └─────────────────────┘
                                                                     │
                                                                     ▼
                                                          ┌─────────────────────┐
                                                          │ ↑ User requested    │
                                                          │   for refund        │
                                                          └─────────────────────┘
```

This model depicts a typical user's interactions with a product on your website:

#1 A user saw an internal promotion campaign (like a banner ad on the home page) and then clicked on it. He then saw a product list page (product category page or internal search result page).

#2 The user saw certain products on the product list page.

#3 The user clicked on one of the product links on the product list page

#4 The user saw the product details page.

#5 The user then decided to buy the product. So he added the product to the shopping cart.

#6 The user removed certain pre-added products from the shopping cart before starting the checkout.

#7 The user started the checkout process and completed the various steps in the process.

#8 The user finally completed the checkout process by making a purchase.

#9 The user didn't like the product and requested a refund of his order.

In enhanced ecommerce, we can track all of these nine user interactions with your products to get a deep insight into the shopping behavior of your customers.

We call these interactions '**_ecommerce engagement_**' or '**_shopping activities_**'.

Introduction to Ecommerce Engagement

Ecommerce engagement (called as 'shopping activity' in enhanced ecommerce reports) is the user engagement in terms of:

1. Viewing your internal promotion campaign.

2. Clicking on an internal promotion campaign.

3. Viewing your products in a product list (product list could be a search result page and/or product category page).

4. Clicking one of the product links in the product list.

5. Viewing product detail page.

6. Adding/removing products from your shopping cart.

7. Starting or abandoning the checkout process.

8. Adding a coupon code.

9. Making a purchase.

10. Asking for a refund etc

Introduction to Ecommerce Abandonment

Ecommerce abandonment (called 'abandonment' in enhanced ecommerce reports) can be any or all of the following user's activity on a website:

#1 Not starting a shopping activity on a website (**no shopping activity**)

#2 Viewing a product but not adding it to the shopping cart (**no cart addition**)

#3 Adding a product to the shopping cart but then not starting the checkout process (**cart abandonment**)

#4 Starting a checkout process but not completing the purchase (**checkout abandonment)**

You can analyze these ecommerce abandonments via the enhanced ecommerce shopping behavior and checkout behavior analysis reports.

Enhanced Ecommerce Overview Report

If you have installed enhanced ecommerce tracking for your website then the ecommerce overview report will look quite different from the corresponding ecommerce overview report shown in case of standard ecommerce tracking.
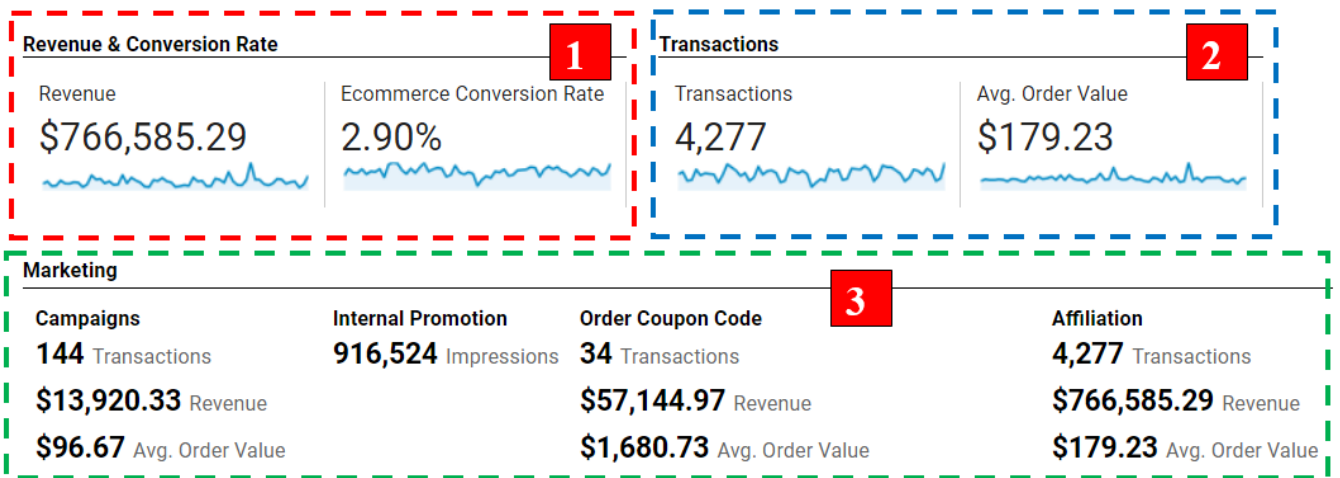
Once you have installed and enabled enhanced ecommerce tracking, you can access the enhanced ecommerce overview report in your GA view, by navigating to *Conversions > Ecommerce > Overview*
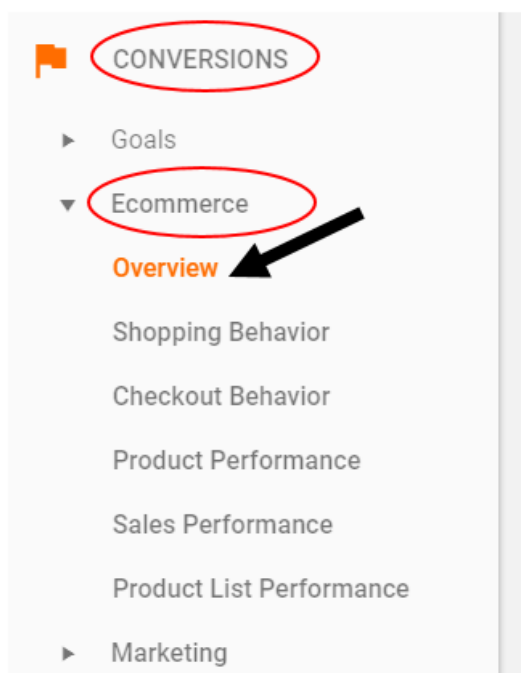
As the name suggests, this report provides an overview of ecommerce activities on your website.

The ecommerce overview report is made up of the following four sections:

1. Revenue and conversion rate

2. Transactions

3. Marketing

4. Top sellers

Revenue & Conversion Rate — 1

Revenue	Ecommerce Conversion Rate
$766,585.29	2.90%

Transactions — 2

Transactions	Avg. Order Value
4,277	$179.23

Marketing — 3

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
144 Transactions	**916,524** Impressions	**34** Transactions	**4,277** Transactions
$13,920.33 Revenue		**$57,144.97** Revenue	**$766,585.29** Revenue
$96.67 Avg. Order Value		**$1,680.73** Avg. Order Value	**$179.23** Avg. Order Value

Top Sellers — 4

Product
Product Category (Enhanced Ecommerce)
Product Brand

	Product	Product Revenue	% Product Revenue
1.	Nest® Cam Outdoor Security Camera - USA	$118,961.00	15.52%
2.	Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel	$105,790.00	13.80%
3.	Nest® Cam Indoor Security Camera - USA	$90,916.00	11.86%
4.	Nest® Learning Thermostat 3rd Gen-USA - White	$45,892.00	5.99%
5.	Nest® Protect Smoke + CO White Wired Alarm-USA	$33,417.00	4.36%
6.	Nest® Protect Smoke + CO White Battery Alarm-USA	$31,798.00	4.15%
7.	Nest® Learning Thermostat 3rd Gen-USA - Copper	$16,241.00	2.12%
8.	Google 22 oz Water Bottle	$10,379.43	1.35%
9.	Google Hard Cover Journal	$9,029.80	1.18%
10.	Google Sunglasses	$7,564.90	0.99%

view full report

#1 <u>**Revenue and Conversion Rate**</u>

Revenue & Conversion Rate

Revenue	Ecommerce Conversion Rate
$766,585.29	2.90%

This section reports on total revenue and ecommerce conversion rate in the selected time period.

> *Revenue* - it is the total sales from orders placed on your website, in the selected time period. It may include tax and shipping costs.

> *Ecommerce Transactions* - it is the percentage of GA sessions in which the orders were placed on your website.

#2 <u>**Transactions**</u>

Transactions

Transactions	Avg. Order Value
4,277	$179.23

This section reports on the total number of transactions and average order value in the selected time period.

Transactions - it is the total number of orders placed on your website, in the selected time period.

Average order value - it is the average value of a purchase order placed on your website, in the selected time period.

#3 Marketing

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
144 Transactions	**916,524** Impressions	**34** Transactions	**4,277** Transactions
$13,920.33 Revenue		**$57,144.97** Revenue	**$766,585.29** Revenue
$96.67 Avg. Order Valu		**$1,680.73** Avg. Order Value	**$179.23** Avg. Order Value

This section provides an overview of the ecommerce performance of internal and external marketing campaigns.

#4 Top Sellers

Top Sellers

Product ▶
Product Category (Enhanced Ecommerce)
Product Brand

	Product	Product Revenue	% Product Revenue
1.	Nest® Cam Outdoor Security Camera - USA	$118,961.00	15.52%
2.	Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel	$105,790.00	13.80%
3.	Nest® Cam Indoor Security Camera - USA	$90,916.00	11.86%
4.	Nest® Learning Thermostat 3rd Gen-USA - White	$45,892.00	5.99%
5.	Nest® Protect Smoke + CO White Wired Alarm-USA	$33,417.00	4.36%
6.	Nest® Protect Smoke + CO White Battery Alarm-USA	$31,798.00	4.15%
7.	Nest® Learning Thermostat 3rd Gen-USA - Copper	$16,241.00	2.12%
8.	Google 22 oz Water Bottle	$10,379.43	1.35%
9.	Google Hard Cover Journal	$9,029.80	1.18%
10.	Google Sunglasses	$7,564.90	0.99%

This section provides an overview of the ecommerce performance of top products, top product categories, and top product brands.

The 'Marketing' section is made up of the following sub-sections:

1. Campaigns

2. Internal Promotion

3. Order Coupon Code

4. Affiliation

#1 **Campaigns**

This section provides an overview of the ecommerce performance of all the campaigns, whose performance are reported via *Acquisition > Campaigns > All Campaigns* report:

#2 **Internal Promotion**

This section provides an overview of the ecommerce performance of your internal promotions.

Internal promotions are the promotion of your products on your own website. Like you put a banner ad on your homepage, to promote a particular product that is listed on another part of your website.

If you click on the 'Internal Promotion' link, it will take you to the **internal promotion** report:

#3 **Order Coupon Code**

This section provides an overview of the ecommerce performance of your external promotions via order coupons.

If you click on the '*Order Coupon Code*' link, it will take you to the **order coupon** report:

#4 **Affiliation**

This section provides an overview of the ecommerce performance of your external promotions via affiliate websites.

If you click on the '*Affiliation*' link, it will take you to the **affiliate code** report:
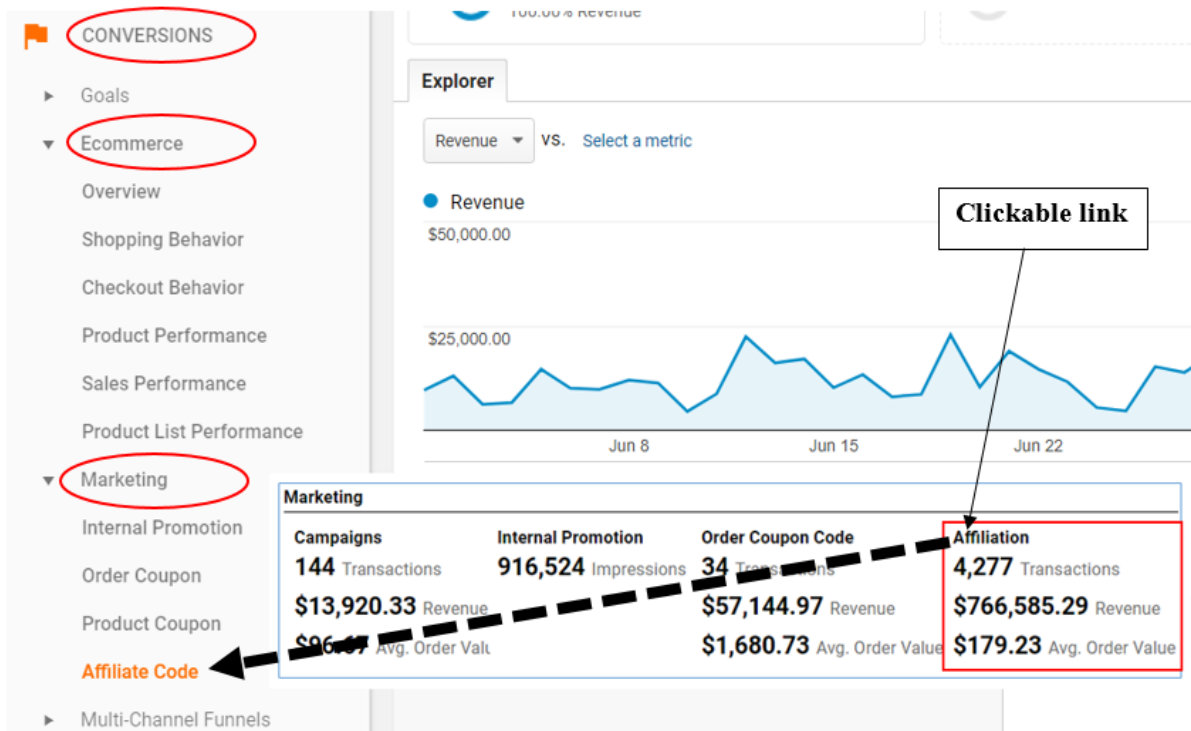
Enhanced Ecommerce Shopping Analysis Reports

Following are the two shopping analysis reports:

1. Shopping behavior
2. Checkout behavior

Through shopping analysis reports you can measure the strength and weaknesses of your purchase and checkout funnels.

You can access these reports by navigating to *Conversions > Ecommerce*
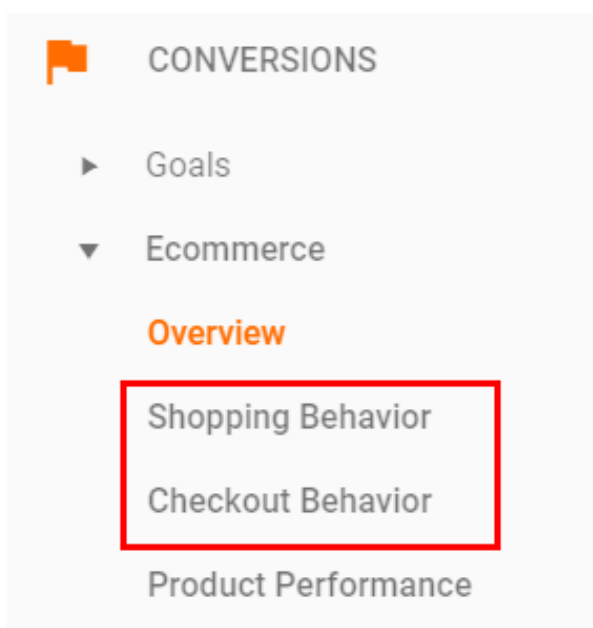
Shopping Behavior Analysis Report

You can access this report by navigating to *Conversions > Ecommerce Shopping behavior*:
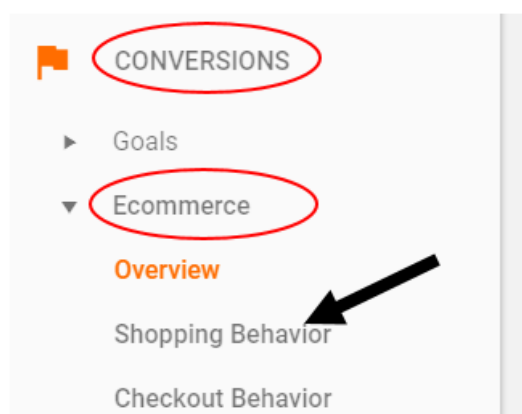
The shopping behavior report shows the following stages of your purchase funnel and how users moved from one stage to the next:

1. All sessions

2. Sessions with product views

3. Sessions with add to cart

4. Sessions with check-out

5. Sessions with transactions
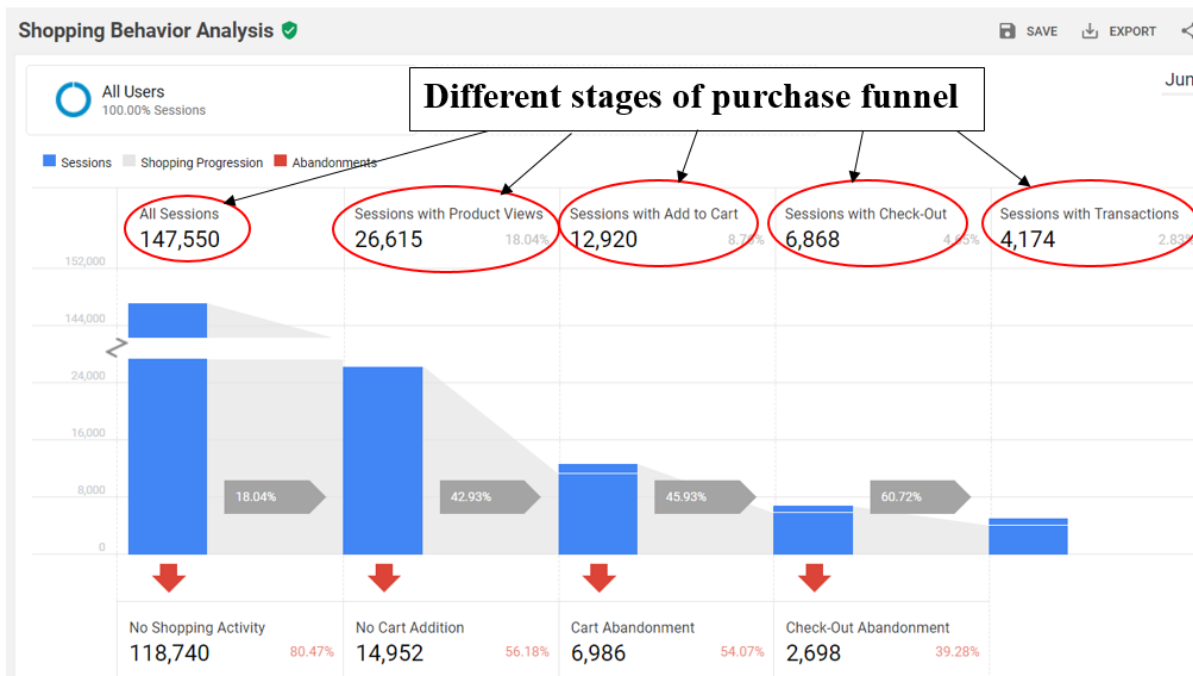
#1 *All Sessions* - the stage where people visit your website and may start a shopping activity. But technically speaking, 'All Sessions' includes all Google Analytics (GA) sessions.

#2 *Sessions with Product Views* - the stage where people view product(s) on your website. But technically speaking, 'sessions with product views' include only those GA sessions, in which one or more products were viewed.

#3 *Sessions with Add to Cart* - the stage where people add product(s) to your shopping cart. But technically speaking, 'sessions with Add to Cart' include only those GA sessions, in which one or more products were added to the shopping cart.

#4 *Sessions with Check-Out* - the stage where people checkout on your website. But technically speaking, 'sessions with Check-Out' include only those GA sessions, in which checkout occurred on your website.

#5 *Sessions with Transactions* - this is the stage where people made a purchase on your website. But technically speaking, 'sessions with Transactions' include only those GA sessions, in which transactions were recorded on your website.

Shopping Progression and Abandonment

All of the sessions in the shopping behavior analysis report are shown in blue:

The movement of users from one shopping stage of a purchase funnel to the next is called the *Shopping Progression*.

This shopping progression is shown in the shopping behavior analysis report in grey.

The abandonment of each stage of the purchase funnel, by users, is shown via a downward red arrow.

The shopping behavior analysis report, show ecommerce abandonment at each stage of the purchase funnel via the following metrics:

1. No shopping activity
2. No cart addition
3. Cart abandonment

4. Checkout Abandonment
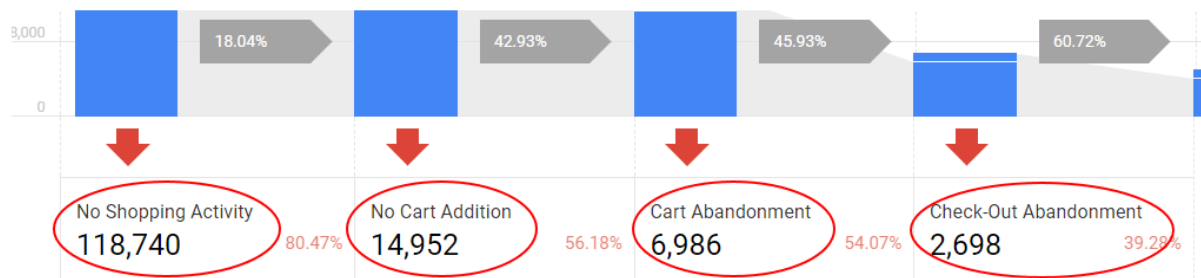
#1 **No Shopping Activity** - it includes only those GA sessions in which no shopping activity started on your website.

#2 **No Cart Addition** - it includes only those GA sessions in which a product was viewed but not added to a shopping cart.

#3 **Cart Abandonment** - it includes only those GA sessions in which a product was added to the shopping cart but it wasn't checkout.

#4 **Checkout Abandonment** - it includes only those GA sessions in which the checkout process was started but no purchase was made.

How to Use Shopping Behavior Analysis Report

In your shopping behavior analysis report, look for a large drop-off, from one stage of the purchase funnel to the next and then try to find the reason for such drop-off.

OptimizeSmart.com

Possible reasons for no shopping activity

If you conclude that a large percentage of GA sessions do not include any shopping activity, then check the performance of your marketing campaigns.

You are most likely getting low-quality traffic to your website. This is the traffic that has no intention to make a purchase on your website.

Possible reasons for no cart addition

If you conclude that there is a large percentage of GA sessions in which a product was viewed but not added to a shopping cart, then evaluate the contents on the product details pages.

Maybe the product description is not compelling, is highly technical or is lacking vital information.

Maybe the product image is not of high quality.

It could also be that, there are technical issues with a product detail page like:

- The page is taking forever to load.
- The add to cart button is not working.
- The page is throwing an error message.

Possible reasons for shopping cart abandonment

If you conclude that there is a large percentage of GA sessions in which a product was added to the shopping cart but it wasn't purchased, then you need to check the offers and pricing of the same/similar products offered by your competitors.

People are most likely to abandon the shopping cart when they find a better price or offer somewhere else. So in that situation, you may need to come up with a better price/offer.

Sometimes people add items to your shopping cart but do not return because they forget about your product/offer/website while doing 'comparison shopping' over the course of several hours, days or even weeks.

In such a situation, remarketing campaigns can help you in reminding them about your product/offer/website.

Possible reasons for checkout abandonment

If you conclude that there is a large percentage of GA sessions in which the checkout process was started but no purchase was made then you need to run usability tests on your checkout process and look for following issues:

- A customer is presented with unexpected cost/ hidden charges.
- Checkout navigation is too complicated.
- The whole checkout process is too long.
- Website timeout.
- Checkout crashed (asking users to start the checkout all over again).
- Shipping charges are too high.

- Delivery time is too long

- Limited payment options.

- Prices mentioned in a foreign currency.

- Payment is not processing or declining.

- Errors while filling out forms.

Website Users Re-entering the Purchase Funnel

A user can re-enter the purchase funnel at any stage in a subsequent session to complete his purchase.

The shopping behavior analysis report show this re-entry via a separate blue bar at the top of a bar:
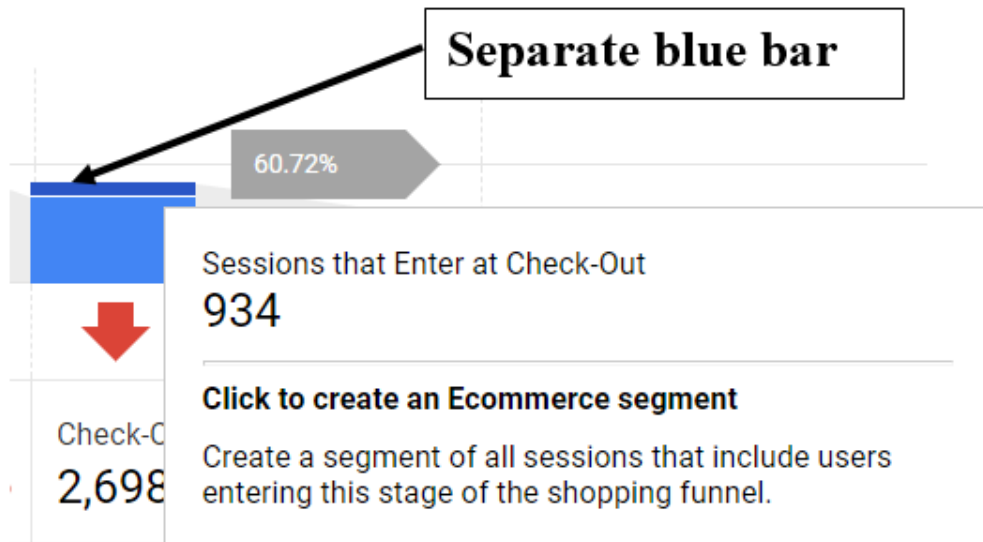
Creating Enhanced Ecommerce Segments via The Shopping Behavior Analysis Report

There are a lot of hidden buttons on the shopping behavior analysis report which can be used to create enhanced ecommerce segments:
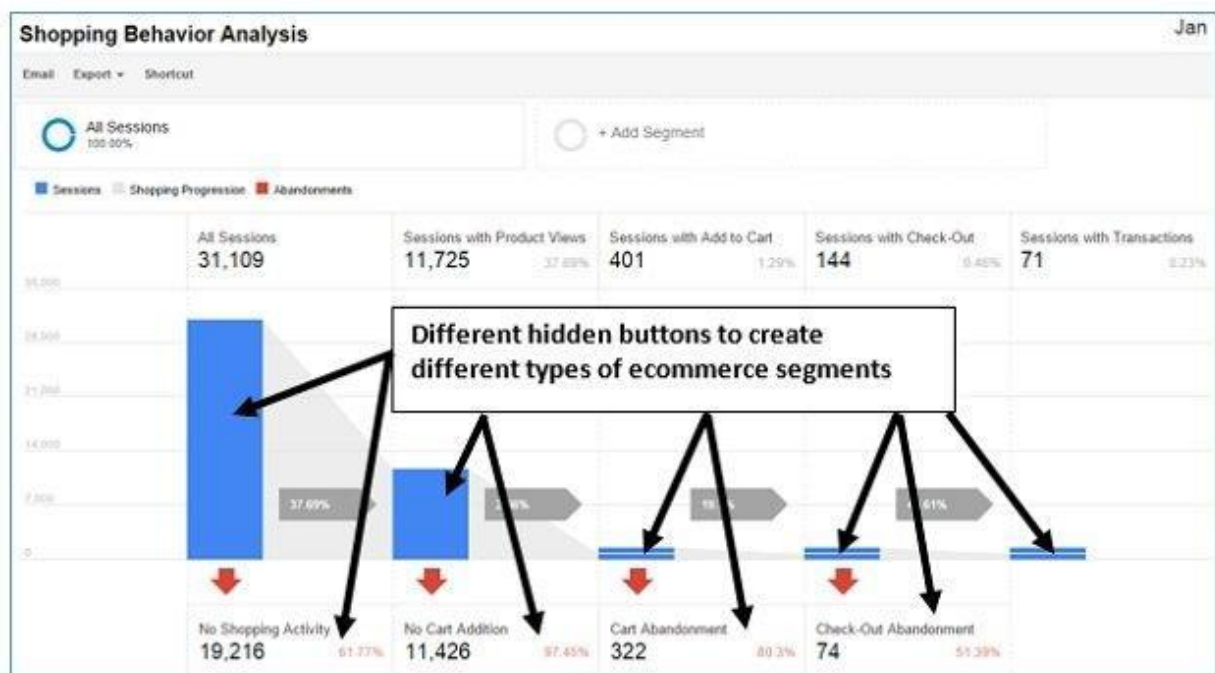
Ecommerce segments behave just like advanced segments and can be applied to any GA report to which you can apply an advanced segment.

These segments are based on users' shopping activities or abandonment of shopping activities.
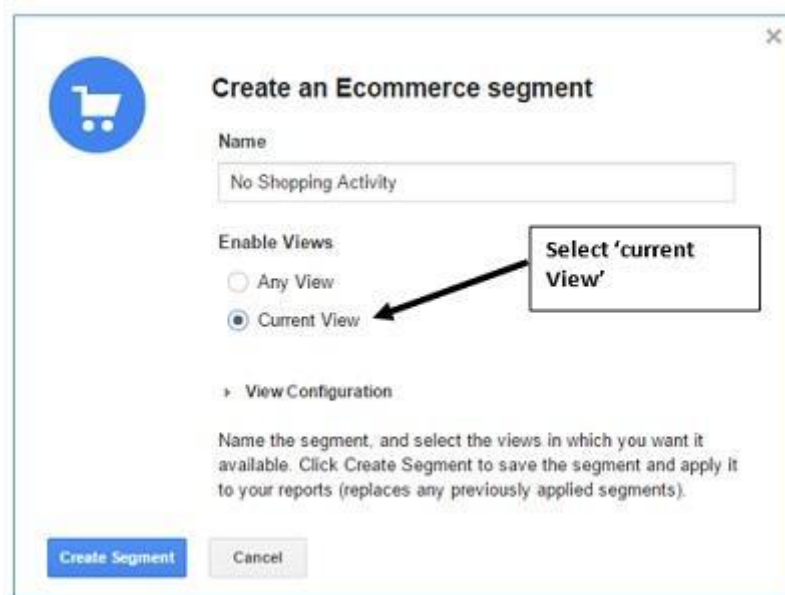
Let us create an enhanced ecommerce segment for 'No Shopping Activity'.

Follow the steps below:

Step-1: Hover your mouse over the 'No Shopping Activity' button in the shopping behavior analysis report:

Step-2: Click the mouse. This will open the 'create an ecommerce segment' dialog box as shown below:

Step-3: Name your ecommerce segment or keep the default name 'no Shopping Activity' intact.

Select the view (any view or current view) in which you want your ecommerce segment to be available and then click on the 'Create Segment' button.

You will then see the new ecommerce segment applied to your report:
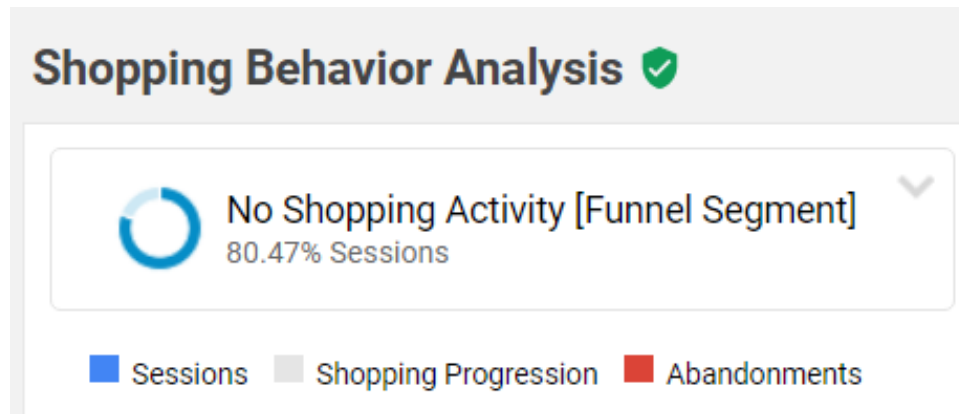
As the name suggests, this ecommerce segment includes only those web sessions in which no shopping activity took place.

The shopping activity could be defined as any/all of the following user engagements on your website:

1) Viewing your internal promotion campaign.

2) Clicking on an internal promotion campaign.

3) Viewing your products on a product list.

4) Clicking one of the product links in the product list.

5) Viewing product detail page.

6) Adding/removing products from your shopping cart.

7) Starting, completing and/or abandoning the checkout process.

8) Asking for a refund.

Step-4: Navigate to *Acquisition > All Traffic > Channels* report

Step-5: Click on the 'Social' link. You will then see the following report:

From the report above we can conclude that the traffic from YouTube converts the least in comparison to all other social media marketing channels.

You can get such type of insight by using ecommerce segments.

Changing the Settings of an Enhanced Ecommerce Segment

Step-1: Navigate to the shopping behavior analysis report and then click on the '*Edit*' link (from the drop-down menu) to see what the '*No Shopping Activity*' ecommerce segment is made up of and how it can be fine-tuned:
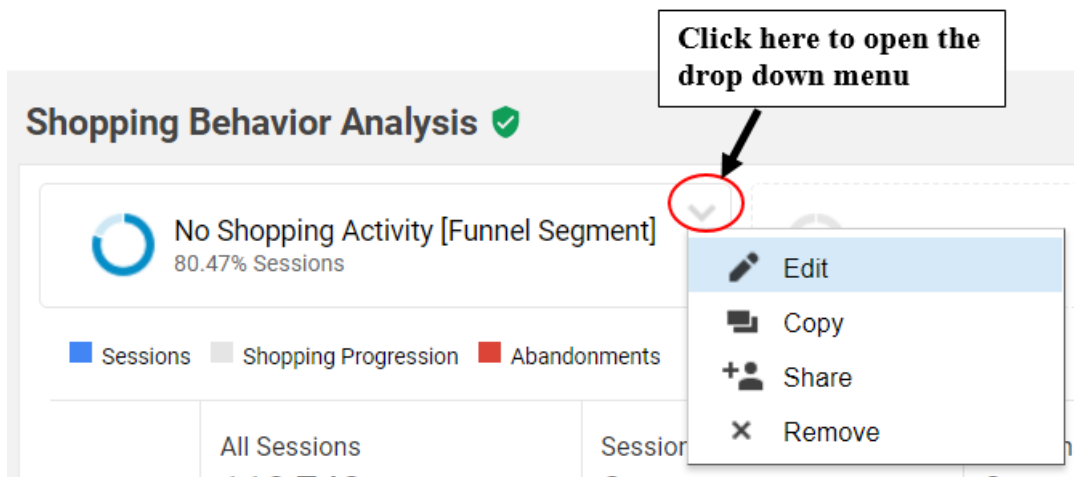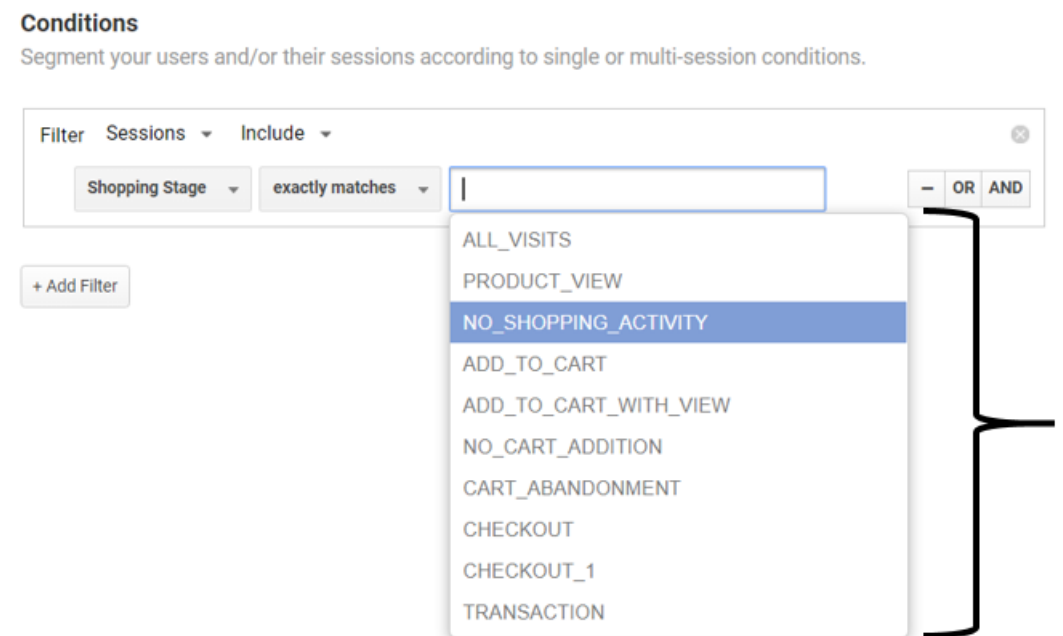

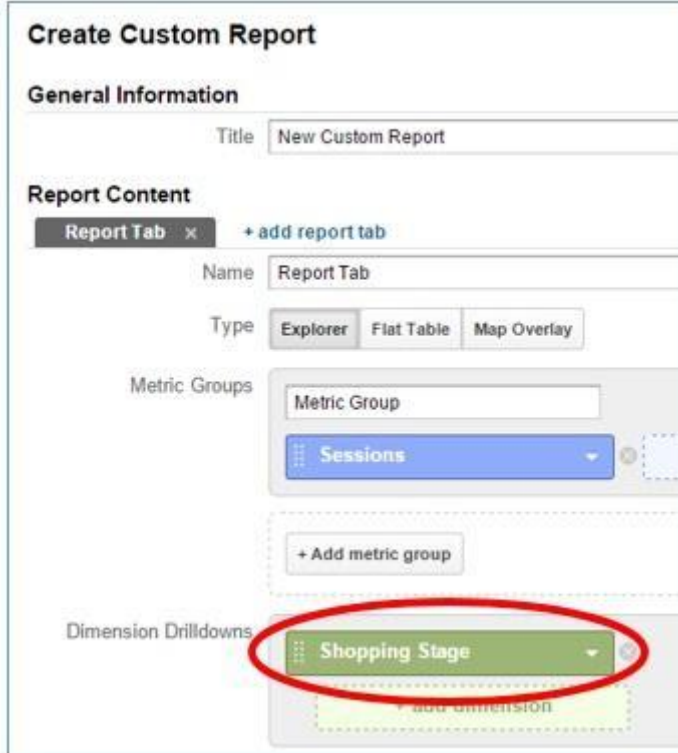You will now see the '***Shopping Stage***' dimension:
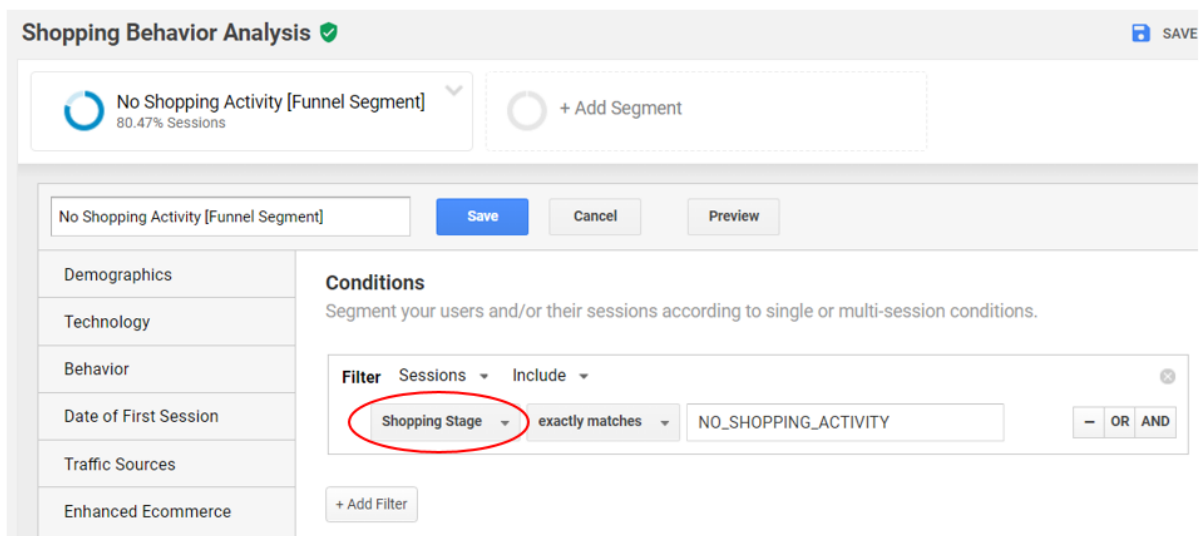
The 'Shopping Stage' dimension describes the various stages of users' shopping activities, such as viewing an internal promotion campaign, adding products to a shopping cart, etc.

Following can be the values of a shopping stage dimension:

1. **ALL_VISITS**

2. **PRODUCT_VIEW**

3. **NO_SHOPPING_ACTIVITY**

4. **ADD_TO_CART**

5. **ADD_TO_CART_WITH_VIEW**

6. **ADD_TO_CART_WITHOUT_VIEW**

7. **NO_CART_ADDITION**

8. **CART_ABANDONMENT**

9. **CHECKOUT**

10. **CHECKOUT_1**

11. **TRANSACTION**

You can also use the 'Shopping Stage' dimension in your custom reports:
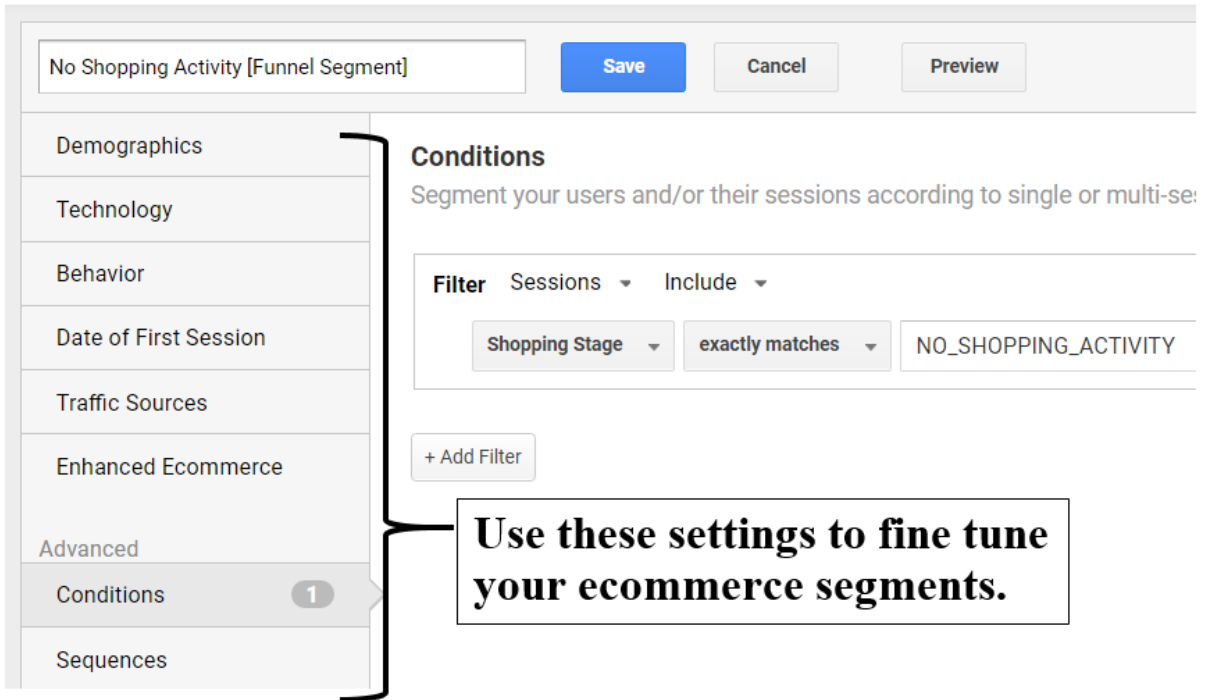
Step-2: Fine-tune your ecommerce segments by using the various segment settings:

Of all these settings, the one setting which is worth pointing out is the 'Enhanced Ecommerce' setting:
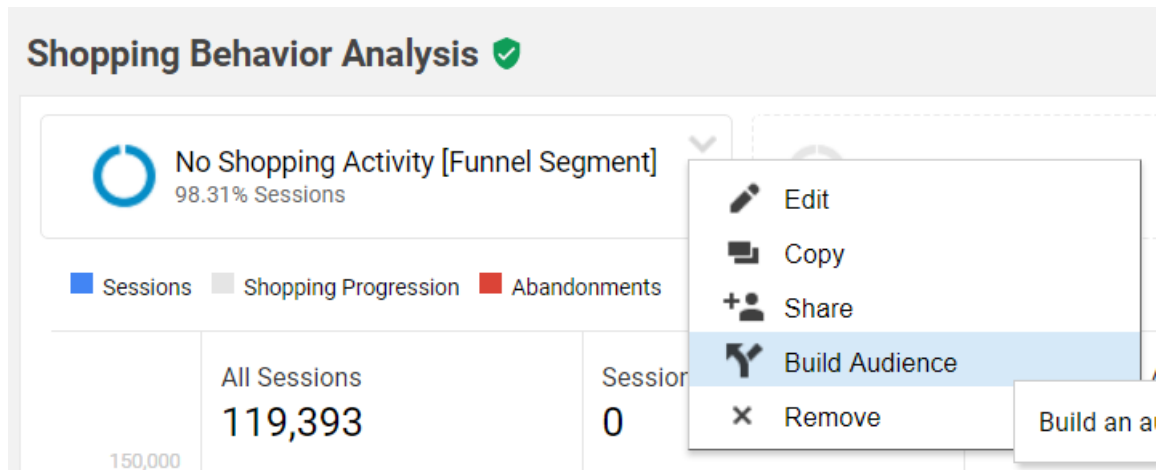
Through the 'Enhanced Ecommerce' setting you can further segment your ecommerce segment by users' shopping behavior:

1. Performed any action
2. Added to cart
3. Purchased an item

Creating a Remarketing Audience from Enhanced Ecommerce Segments

Step-1: Navigate to the shopping behavior analysis report and then click on the 'Build Audience' button (from the drop-down menu) to create a remarketing audience:

Step-2: Name your audience and then click on the 'Next Step' button:

Step-3: Select the Adwords and Google Analytics destination accounts where you would like to publish your audience:

Audience source   Edit

View: *Optimize Smart Main View*

Audience definition   Edit

Audience name: *Users with no Shopping Activity*
Users over last 7 days: -
Membership duration: *30*

Audience definition:

Conditions: *Shopping Stage: "NO_SHOPPING_ACTIVITY"*

③ **Audience destinations**

Choose the destinations where you'd like to publish your audio
Note: You cannot change the destination account for AdWord

+ Add destinations   ▾

Publish   Cancel

③ **Audience destinations**

Choose the destinations where you'd like to publish your
Note: You cannot change the destination account for Adʰg. ⓘ

+ Add destinations   ▾

AdWords

Optimize Smart Adwords Account   ▭▭▭▭▭   ✕

Analytics

Optimize Smart Live Property   UA-1▭▭▭▭▭   ✕

Publish   Cancel

Step-4: Click on the 'Publish' button.

Step-5: Click on the '*Back to Audiences page*' link as shown below:

You will then see the new remarketing audience listed in the 'Audiences' list:

A quick overview of remarketing audiences in Google Analytics

#1 Remarketing audience is a list of users (technically list of cookies) to which you want to show one or more targeted ads via Google Adwords.

#2 Remarketing audiences are generally created, based on users' behavior (like users who abandoned the shopping cart, users who purchased item X, etc). The objective here is to re-target those users who showed interest in buying your products but for some reason abandoned your shopping cart/website.

#3 Once you have created remarketing audiences in Google Analytics, these audiences will be available in your Google Adwords account for retargeting.

#4 Your Google Adwords account must be linked to your Google Analytics account and you have enabled advertising on display ad network. This requirement must be met if you want to use remarketing audiences in Google Adwords.

#5 You need to run remarketing campaigns in Google Adwords in order to benefit from the remarketing audiences you created in Google Analytics.

#6 Re-marketing campaigns have proved to increase the ROI for many businesses and are almost always profitable.

Removing an Enhanced Ecommerce Segment from a Google Analytics Report

Navigate to the shopping behavior analysis report and then click on the 'Remove' button (from the drop-down menu) to remove the 'No Shopping Activity ecommerce segment' from your report:
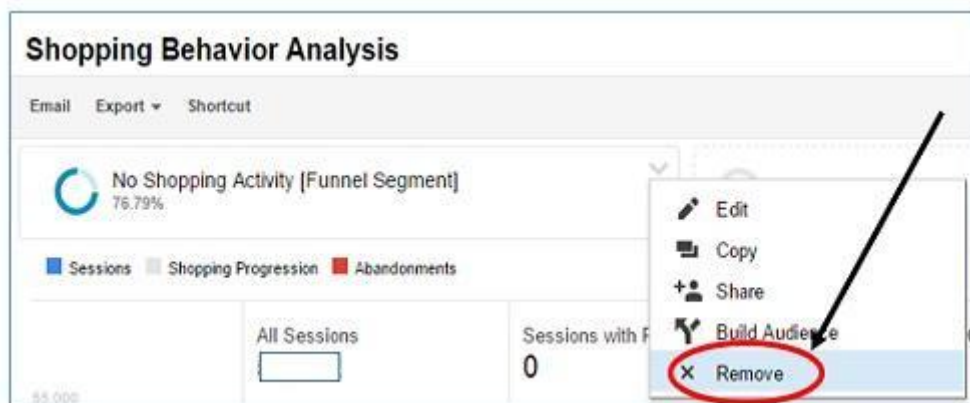
How to Apply an Existing Ecommerce Segment on a Google Analytics Report

If you want to apply the 'No Shopping Activity' ecommerce segment to a GA report, say the referral traffic report, then follow the steps below:

Step-1: Click on the 'Add Segment' button:
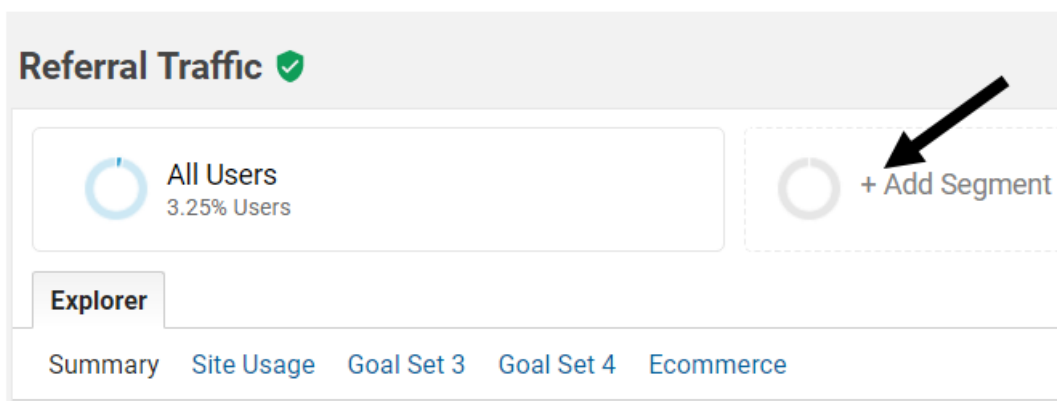
Step-2: Click on 'Custom' link from the segment list and then select and apply your segment:
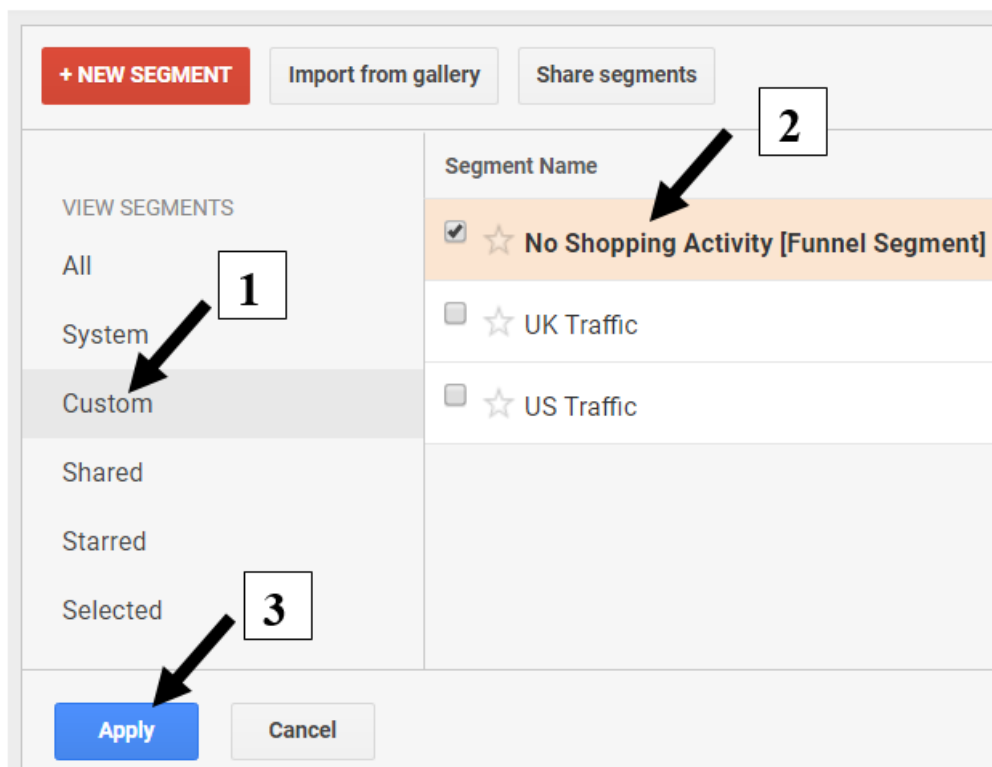
How to Apply an Existing Ecommerce Segment on Shopping Behavior Analysis Report

If you want to apply an existing ecommerce segment, say the 'No Shopping Activity' ecommerce segment to the shopping behavior analysis report, then one easy way to do that is by clicking on the 'No Shopping Activity' button as shown below:
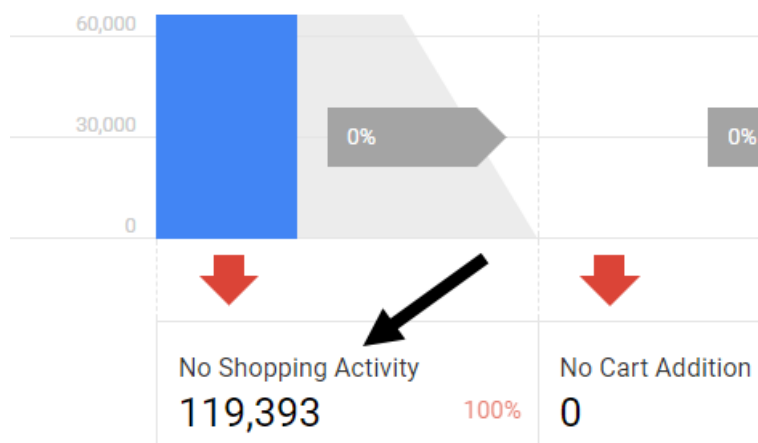
You will then see a message box like the one below:

Click on the 'Use Existing Segment' button to apply the 'No Shopping Activity' ecommerce segment to your shopping behavior analysis report.

Shopping Behavior Data Table

You can see the shopping behavior data table just below the purchase funnel chart in the shopping behavior analysis report:
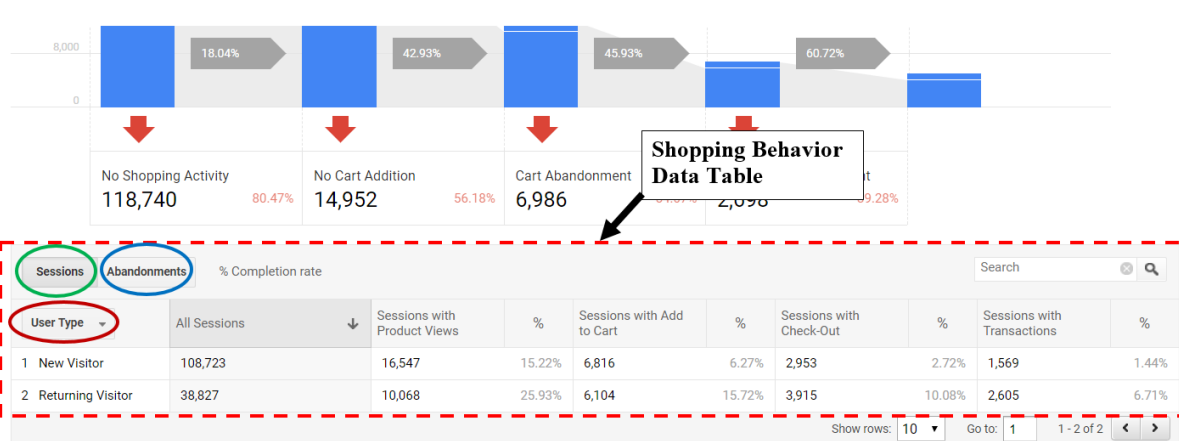
This data table contains two tabs: '**Sessions**' and '**Abandonment**'.

This data table lets you apply one primary dimension ('user type' is the default dimension) to it.

For example, if you click on the 'Abandonments' tab and select 'Device Category' as primary dimensions, you can then see which device is causing maximum abandonment of shopping activity, at each stage of the purchase funnel:

Checkout Behavior Analysis Report

Through this report, you can determine how users move from one step of your checkout process to the next and at which step they enter or abandon the checkout funnel.

You can access this report by navigating to *Conversions > Ecommerce > Checkout behavior*
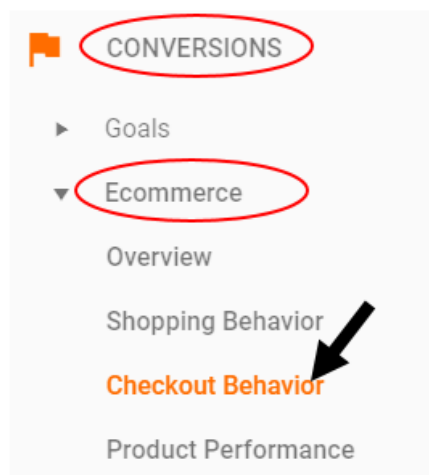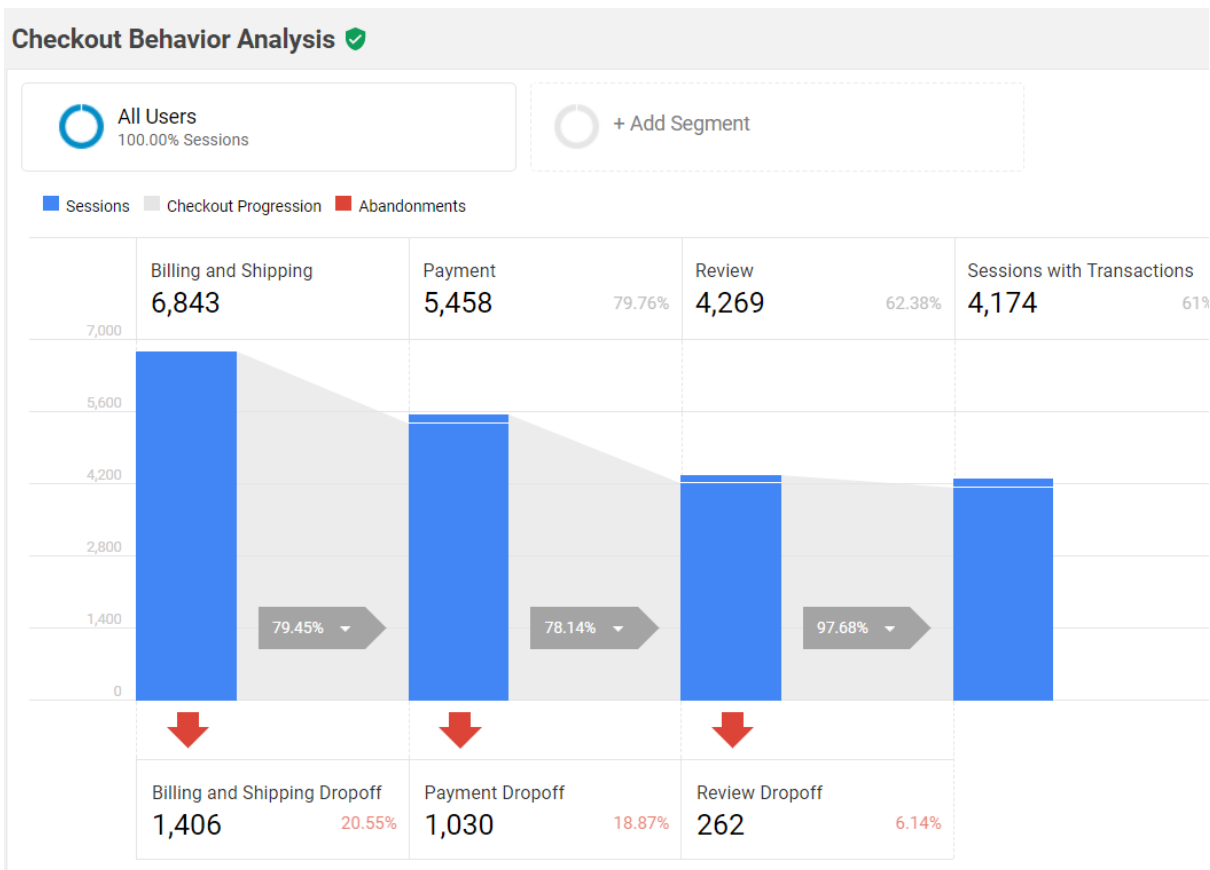
The shopping behavior analysis report focuses on the entire purchase funnel. Whereas the checkout behavior analysis report focuses only on the 'checkout part' of the purchase funnel.

For easy reference, we call this checkout part the **checkout funnel**.

The checkout funnel that you see in the checkout behavior analysis report depends upon your tagging and how you have labeled the various checkout funnel steps.

To label the various checkout funnel steps, follow the steps below:

Step-1: Navigate to the 'Admin' section of your GA view.

Step-2: Click on '*Ecommerce Settings*' under the 'view' column:
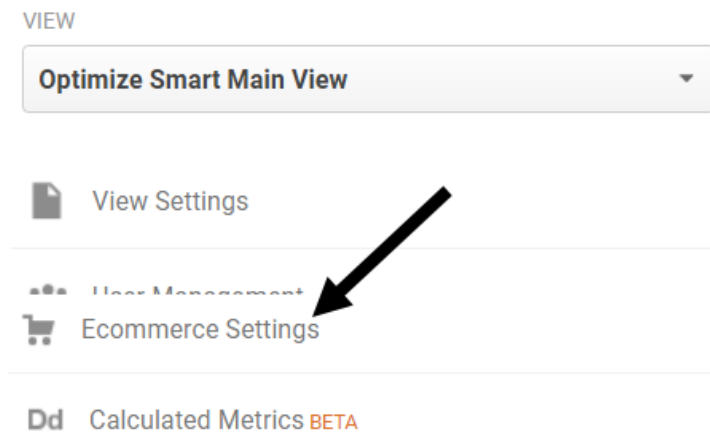
Step-3: '*Enable Enhanced Ecommerce Reporting*'
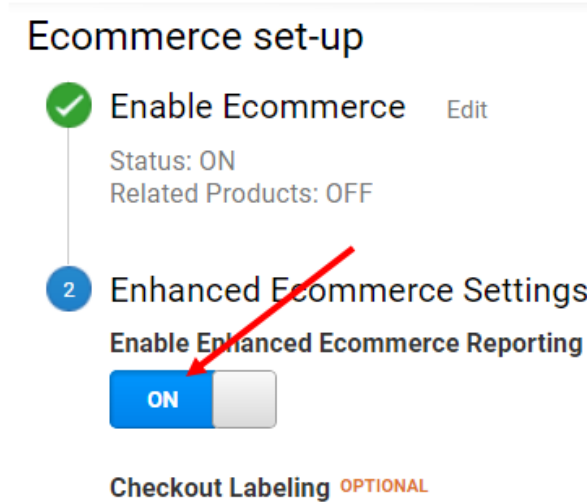
Step-4: Give a descriptive name to each step in your checkout funnel:

Note: If you don't name the various checkout steps, then you will see Step 1, Step 2, etc in your checkout behavior analysis report. That can make it hard to understand exactly which steps are being reported:

Checkout Behavior Analysis ✓

All Users
100.00% Sessions

+ Add Segment

■ Sessions   ■ Checkout Progression   ■ Abandonments

	Step 1	Step 2		Sessions with Transactions	
	1,066	141	13.23%	64	6%

6%   34.75%

Step 1 Dropoff		Step 2 Dropoff	
997	93.53%	97	68.79%
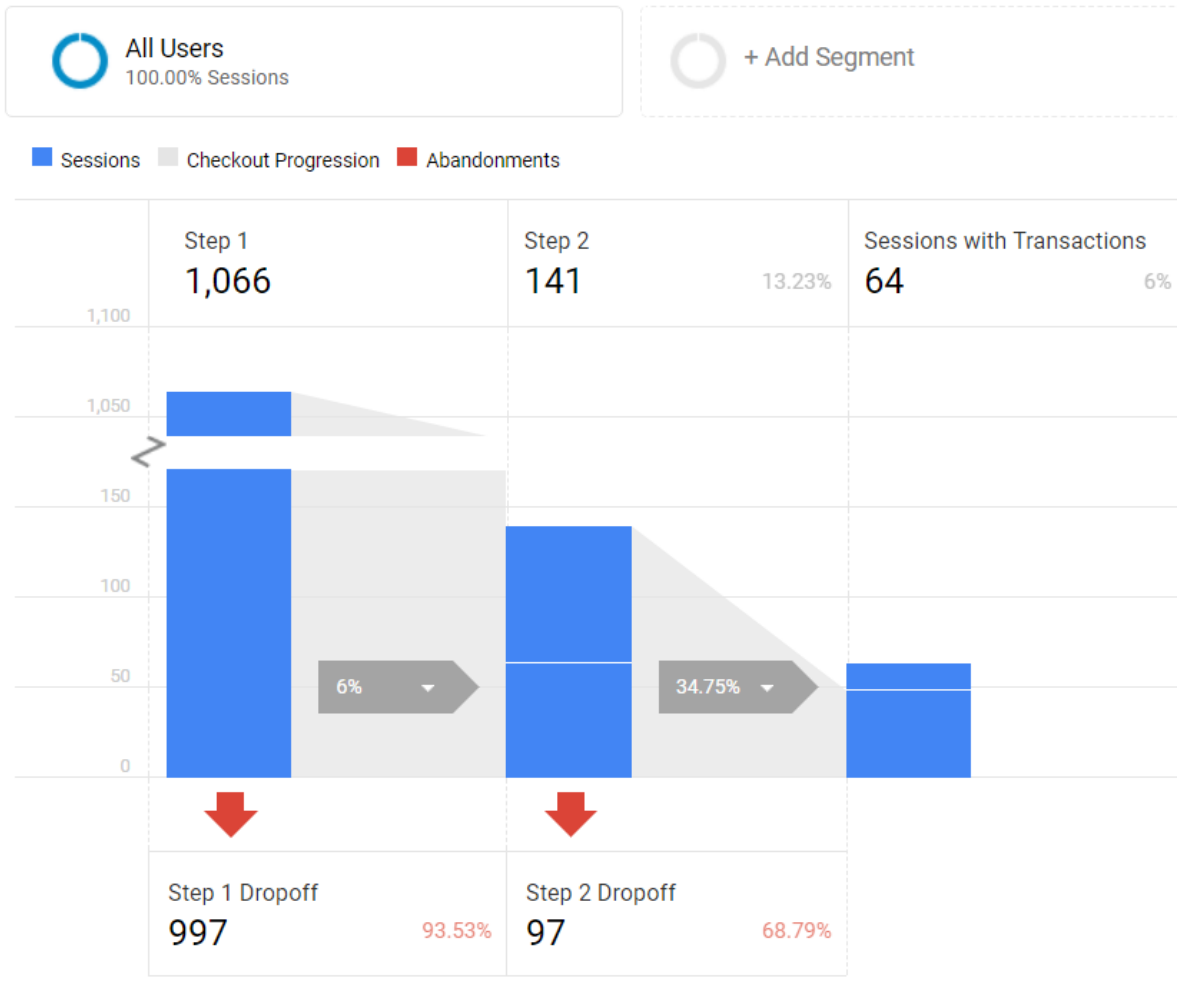
Only when you name the various checkout steps, they appear in your checkout behavior analysis report and make the report meaningful.

Checkout Progression and Abandonment

All the sessions in the checkout behavior analysis report are shown in blue:

The movement of users from one checkout step to the next, is called the '**Checkout Progression**'.

This checkout progression is shown in the checkout behavior analysis report in grey (see the screenshot above).

The abandonment of each step of the checkout funnel, by users, is shown via a downward red arrow (see the screenshot above).

User Re-entering the Checkout Funnel

A user can re-enter a checkout funnel at any step, in the same or subsequent GA session to complete his purchase.

The checkout behavior analysis report show this re-entry via a separate blue bar at the top of a bar:
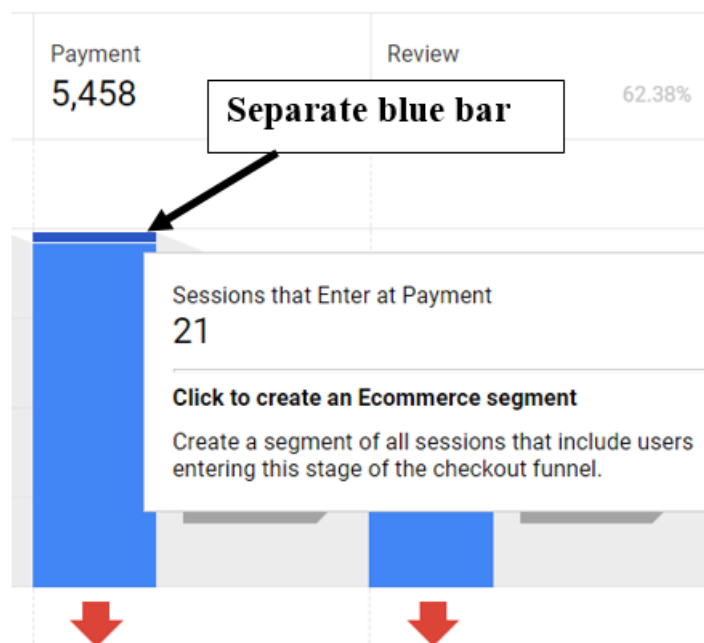
Creating Enhanced Ecommerce Segments via Checkout Behavior Analysis Report

There are a lot of hidden buttons on the checkout behavior analysis report which can be used to create enhanced ecommerce segments:
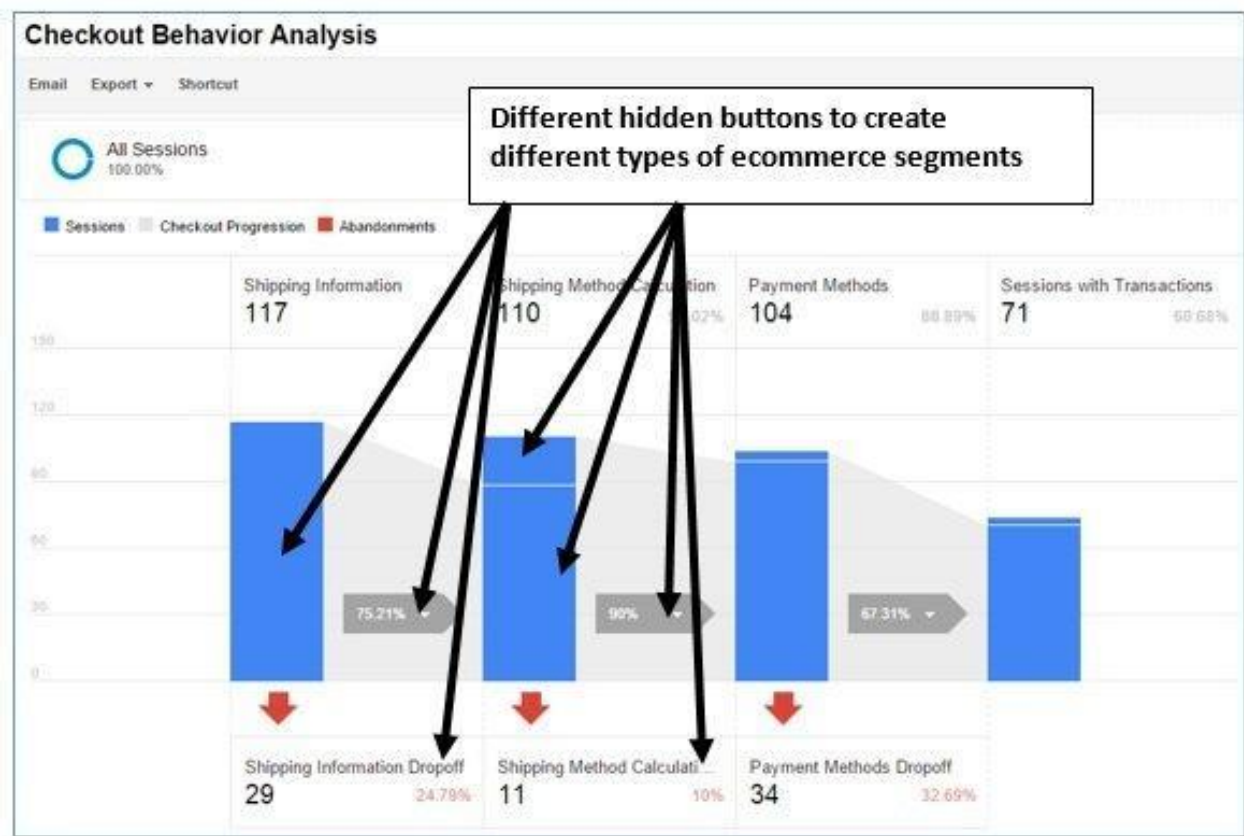
These ecommerce segments are based on users' checkout activities or abandonment of checkout activities.

Let us create an enhanced ecommerce segment for 'Billing and Shipping Dropoff'.

Follow the steps below:

Step-1: Hover your mouse over 'Billing and Shipping Dropoff' button in the checkout behavior analysis report:

Step-2: Click the mouse. This will open the 'create an ecommerce segment' dialog box as shown below:

Step-3: Name your ecommerce segment or keep the default name 'Billing and Shipping Dropoff' intact.

Select the view ('Any View' or 'Current View') in which you want your ecommerce segment to be available and then click on the 'Create Segment' button.

You will then see the new ecommerce segment applied to your report:
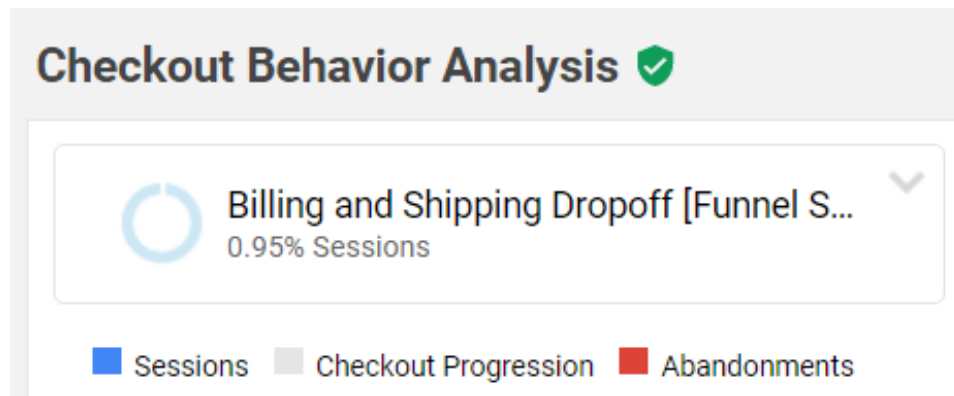
As the name suggests, this ecommerce segment includes only those web sessions in which no billing and shipping activities took place.

Step-4: Navigate to *Acquisition > All Traffic > Channels* report

Primary Dimension: **Default Channel Grouping** ▾   Source / Medium   Source   Medium   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

	Default Channel Grouping	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
	Billing and Shipping Dropoff [Funnel Segment]	**1,328** % of Total: 1.15% (115,457)	**832** % of Total: 0.77% (108,723)	**1,406** % of Total: 0.95% (147,550)
☐	1. Organic Search	**581** (43.33%)	431 (51.80%)	601 (42.75%)
☐	2. Referral	**485** (36.17%)	211 (25.36%)	517 (36.77%)
☐	3. Direct	**182** (13.57%)	134 (16.11%)	192 (13.66%)
☐	4. Social	**48** (3.58%)	40 (4.81%)	49 (3.49%)
☐	5. Paid Search	**22** (1.64%)	5 (0.60%)	23 (1.64%)
☐	6. Affiliates	**20** (1.49%)	11 (1.32%)	21 (1.49%)
☐	7. Display	**3** (0.22%)	0 (0.00%)	3 (0.21%)

Step-5: Click on the 'Social' link. You will then see the following report:

From the report above we can conclude that the people who visited our website from YouTube, abandoned the billing and shipping activities the most.

In other words, the traffic from YouTube converts the least in comparison to all other social media marketing channels.

You can get such type of insight by using ecommerce segments.

How to Apply an Existing Ecommerce Segment on Checkout Behavior Analysis Report

If you want to apply an existing ecommerce segment say 'Billing and Shipping Dropoff' ecommerce segment to the checkout behavior analysis report, then

one easy way to do that is by clicking on the 'Billing and Shipping dropoff' button as shown below:
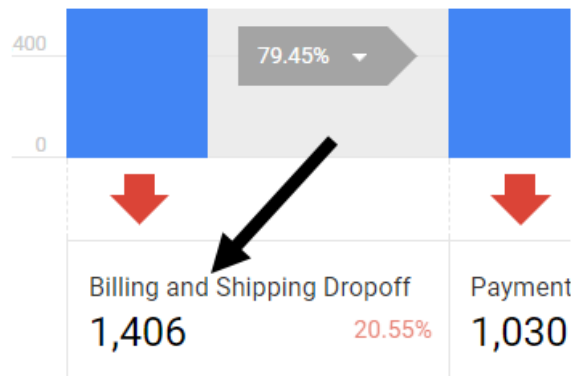
You will then see a message box like the one below:
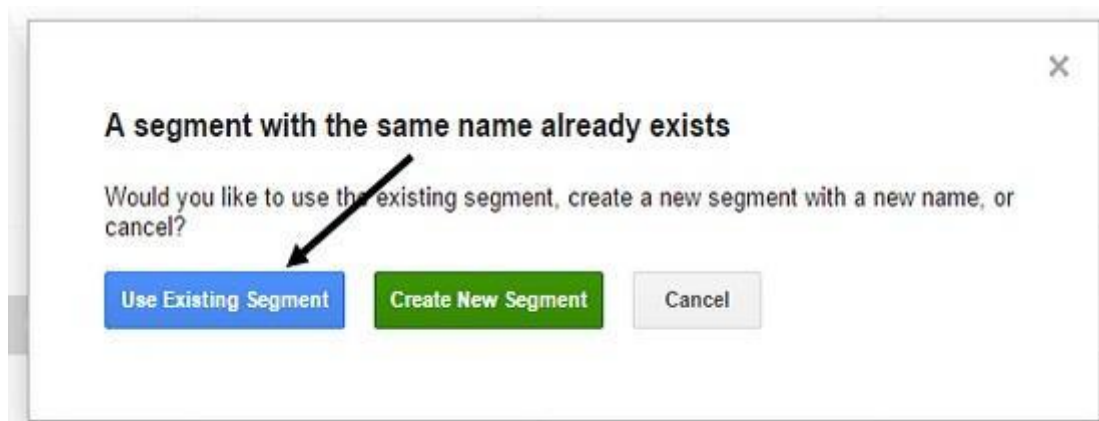
Click on the 'Use Existing Segment' button to re-apply the 'Billing and Shipping dropoff' ecommerce segment to your checkout behavior analysis report.

Checkout Behavior Data Table

You can see the checkout behavior data table just below the checkout funnel chart, in the checkout behavior analysis report:
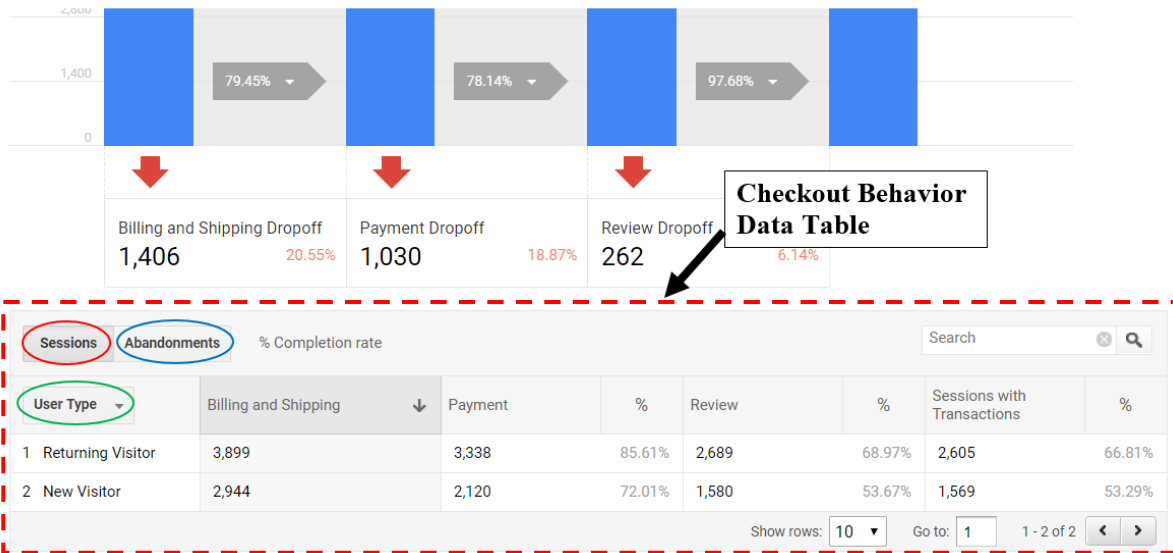
This data table contains two tabs: '**Sessions**' and '**Abandonment**'.

This data table lets you apply one primary dimension ('user type' is the default dimension) to it.

For example, if you click on the 'Abandonments' tab and select 'Device Category' as primary dimensions, you can then see which device is causing maximum checkout abandonment, at each stage of the checkout funnel:

Enhanced Ecommerce Product Performance Report

Through enhanced ecommerce product performance report you can track the *sales performance* and *shopping behavior* of your products.

To access this report, navigate to **Conversions > Ecommerce > Product Performance**

Tracking Sales Performance of Products

You can track the sales performance of your products by clicking on the '*Summary*' tab of the enhanced ecommerce product performance report:
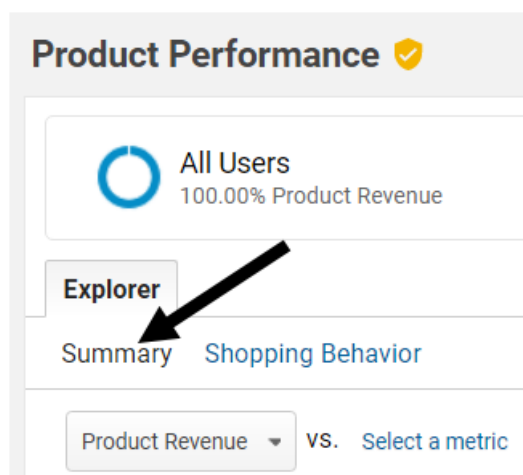
The reporting area under the 'Summary' tab is made up of a chart and data table:
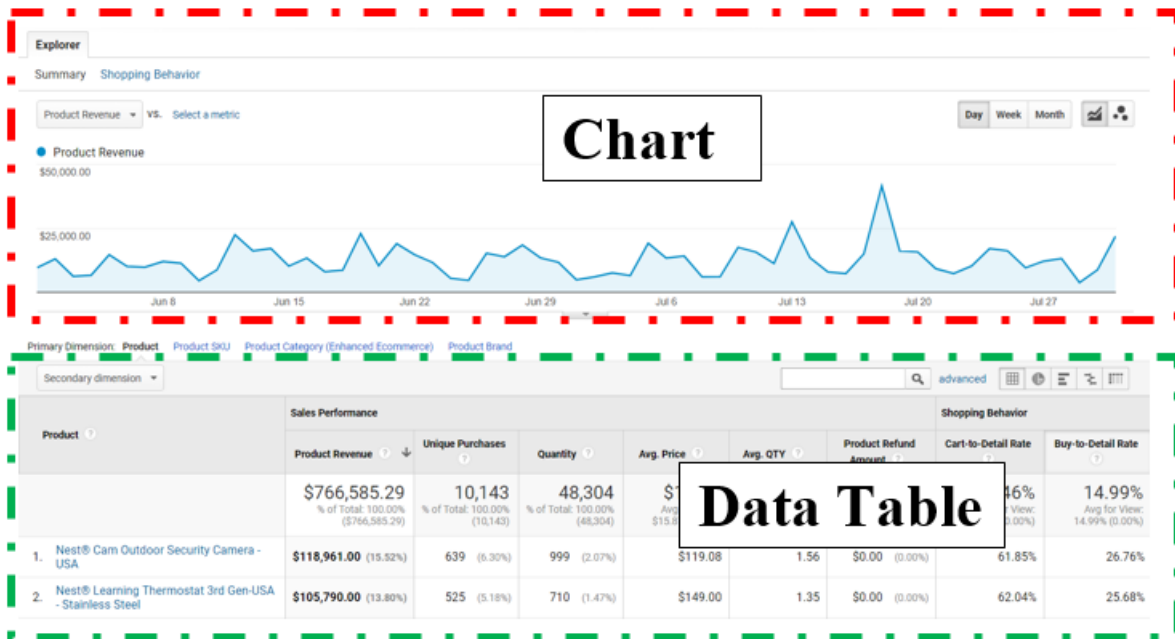
The data table is made up of rows and columns.

Each row corresponds to a dimension and each column corresponds to a metric.

Thus the data table is made up of dimensions and metrics.

You can track the sales performance of your products through the following dimensions:
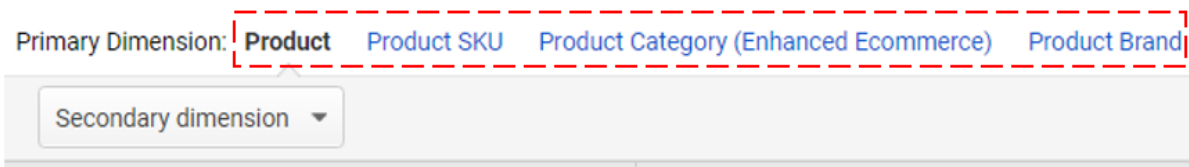
#1 **Product** is the name of the product sold.

#2 **Product SKU** is the product code which is used to uniquely identify a product.

#3 **Product category (enhanced ecommerce)** is the name of the product category sent via enhanced ecommerce tracking code.

#4 **Product brand** is the brand name of a product.

You can track the sales performance of your products through the following metrics:

| Sales Performance | | | | | | Shopping Behavior | |
Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
$766,585.29 % of Total: 100.00% ($766,585.29)	10,143 % of Total: 100.00% (10,143)	48,304 % of Total: 100.00% (48,304)	$15.87 Avg for View: $15.87 (0.00%)	4.76 Avg for View: 4.76 (0.00%)	$0.00 % of Total: 0.00% ($0.00)	43.46% Avg for View: 43.46% (0.00%)	14.99% Avg for View: 14.99% (0.00%)

#1 **Product revenue** - the total sales generated from a product or set of products. Product revenue = quantity * average price

#2 **Unique purchases** - the total number of times a product or a set of products was a part of a transaction.

#3 **Quantity** - the total number of units sold for a product or set of products.

#4 **Avg. price** - the price of the single unit of a product.

#5 **Avg. QTY** - the average number of units sold for a product or set of products in one transaction.

Average Quantity = Quantity / Unique Purchases

#6 **Product refund amount** - the total refund amount associated with a product.

#7 **Cart-to-detail rate** – the rate at which users added products to the shopping cart after viewing the product details.

#8 **Buy-to-detail rate** – the rate at which users bought products after viewing the product details.

Tracking Shopping Behaviour of Products

You can track the shopping behavior of your products by clicking on the '*shopping behavior*' tab of the enhanced ecommerce product performance report:

You can track the shopping behavior of your products through the following dimensions:

#1 Product

#2 Product SKU

#3 Product category (enhanced ecommerce).

#4 Product brand

You can track the shopping behavior of your products through the following

metrics:

#1 **Product list views** – the number of times a product appeared in a product

list.

#2 **Product detail views** – the number of times users viewed a product detail

page.

#3 **Product adds to cart** – the number of times a product was added to the

shopping cart.

#4 **Product removes from the cart** – the number of times a product was

removed from the shopping cart.

#5 **Product checkouts** – the number of times a product was checkout.

#6 **Unique purchases** - the total number of times a product or a set of products was a part of a transaction.

#7 **Cart to detail rate** – the rate at which users added a product to the shopping cart after viewing the product details.

#8 **Buy to detail rate** – the rate at which users bought products after viewing the product details.

Enhanced Ecommerce Sales Performance Report

Through the sales performance report, you can see the sales metrics (revenue, tax, shipping, refund amount, and quantity) for each transaction ID or by date.

You can access this report by navigating to Conversions > Ecommerce >Sales Performance

Enhanced Ecommerce Product List Performance Report

Through the enhanced ecommerce **product list performance report** you can determine the product lists, which your users saw and measure their effectiveness in driving:

1. Product views (also known as **product list views**)

2. Product clicks (also known as **product list clicks**)

3. Product CTR (also known as **product list CTR**)

The product list is a logical grouping of products on your website.

The following are examples of product lists:

1. Any product category page

2. Any internal search result page

3. Any list of related products

4. Any list of products which is used for up-selling

5. Any list of products which is used for down-selling

Note: You can create product lists only via enhanced ecommerce tracking. You cannot create product lists through standard ecommerce tracking.

You can access the product list performance report by navigating to
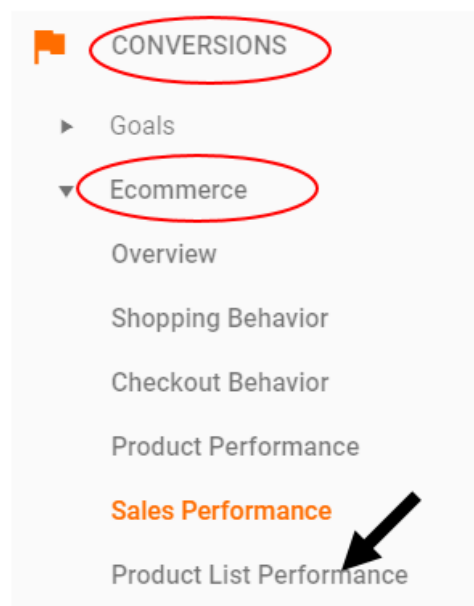
Conversions > Ecommerce > Product list performance

You can track the product list performance through the following dimensions:

#1 **Product list name** - the name of a product list. You can use the name of a product category as the name of a product list.

#2 **Product list position** - the position/rank of a product in a product list. Possible values can be: 1, 2, 3, 4 etc.

#3 **Product** - the name of the product sold on your website.

#4 Product SKU - the product code which is used to uniquely identify a product on your website.

You can track the product list performance through the following metrics:

Product List Views	Product List Clicks	Product List CTR	Product Adds To Cart	Product Checkouts	Unique Purchases	Product Revenue
6,926,535	284,675	4.11%	83,430	58,738	26,161	$2,084,368.56
% of Total: 100.00% (6,926,535)	% of Total: 100.00% (284,675)	Avg for View: 4.11% (0.00%)	% of Total: 100.00% (83,430)	% of Total: 100.00% (58,738)	% of Total: 100.00% (26,161)	% of Total: 100.00% ($2,084,368.56)

#1 Product list views - the number of times a product appeared in a product list.

#2 Product list clicks - the number of times a product was clicked in a product list.

#3 Product list CTR - the rate at which users clicked on a product in a product list, after viewing it.

#4 Product adds to cart

#5 Product checkout

#6 Unique purchases

#7 Product revenue

Enhanced Ecommerce Marketing Reports

Through enhanced ecommerce marketing reports you can measure the internal and external marketing of your products.

Internal marketing is done via internal promotions (like internal banner ads) and external marketing is done via order coupons, product coupons, and affiliate websites.

Following are the enhanced ecommerce marketing reports:

1. Internal promotion
2. Order coupon
3. Product coupon
4. Affiliate code

You can access these reports by navigating to Conversions > Ecommerce > Marketing
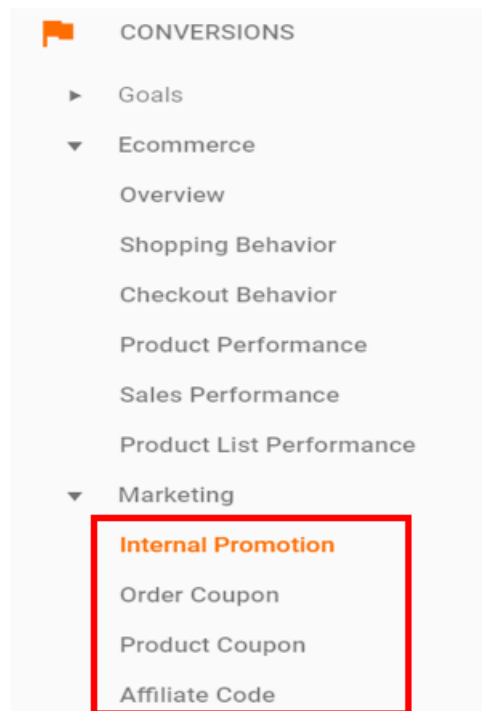
Enhanced Ecommerce Internal Promotion Report

Through the **internal promotion report** you can determine the internal marketing campaigns, which are most and least effective in driving traffic to targeted products.

You can measure the views, clicks, CTR, transactions, and revenue for these internal campaigns.

You can access the internal promotion report by navigating to *Conversions > Ecommerce > Marketing > Internal Promotion*

You can track the performance of internal campaigns through the following dimensions:

#1 Internal promotion name - It is the name of your internal promotion. This name is pulled from your enhanced ecommerce tracking code.

You can track the performance of internal campaigns through the following metrics:

#1 Internal promotion views - the number of views/impressions of internal promotion campaigns (like an internal banner).

#2 Internal promotion clicks - the number of clicks on an internal promotion campaign.

#3 Internal promotion CTR - the rate at which users clicked on an internal promotion campaign after viewing it.

#4 Transactions

#5 Revenue

Note: In the case of internal promotion campaigns, a conversion (goal conversion or ecommerce transaction) is attributed to the last internal promotion click or last internal promotion view by a user, just prior to the conversion.

Enhanced Ecommerce Order Coupon Report

Through the order coupon report, you can determine the order coupons which are most and least effective in driving: sales, orders, and average order value. So if a coupon is negatively impacting the sales, you can choose to discontinue it.

You can access this report by navigating to *Conversions > Ecommerce > Marketing > Order Coupon*
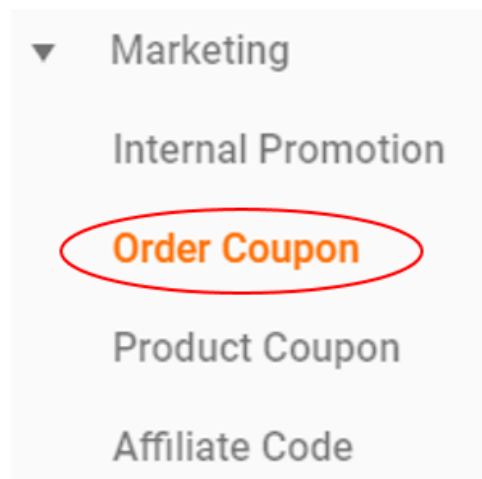
Enhanced Ecommerce Product Coupon Report

Through the product coupon report, you can determine the product coupons which are most and least effective in driving sales and orders.

So if a coupon is negatively impacting the sales, you can discontinue its use.

You can access this report by navigating to *Conversions > Ecommerce > Marketing > Product Coupon*

This report includes a new metric called '**Product Revenue per Purchase'**. This is the average product revenue per purchase.

Product Revenue per Purchase = Product Revenue / Unique Purchases

Example,

Product Revenue per Purchase = £20,024.65 / 68 = £294.48

Enhanced Ecommerce Affiliate Code Report

Through the affiliate code report, you can determine the affiliate websites which are most and least effective in driving sales, orders, and average order value.

You can access this report by navigating to *Conversions > Ecommerce > Marketing > Affiliate Code*

Note: You see only that data in your enhanced ecommerce reports, which, you supply to the Google Analytics server, via the enhanced ecommerce tracking code. So for example, if you do not supply the product code or order code data, then that data won't appear in your enhanced ecommerce reports.

In order to truly benefit from enhanced ecommerce tracking, you should aim to supply all of the enhanced ecommerce data to Google Analytics.

Data Drill Downs for Improving Product Sales

The majority of us optimize marketing campaigns for ecommerce websites. Therefore it is very important that whatever we do, to optimize these campaigns must directly result in an increase in product sales.

I have found the following five data drill-downs to be super useful in understanding the performance of ecommerce products in terms of: 'sales', 'quantity', 'average order value' and 'unique purchases':

TOP SELLING LOCATION » PRODUCT CATEGORY » PRODUCT »
SOURCE/MEDIUM » LANDING PAGE

#1 Find Top Selling Locations
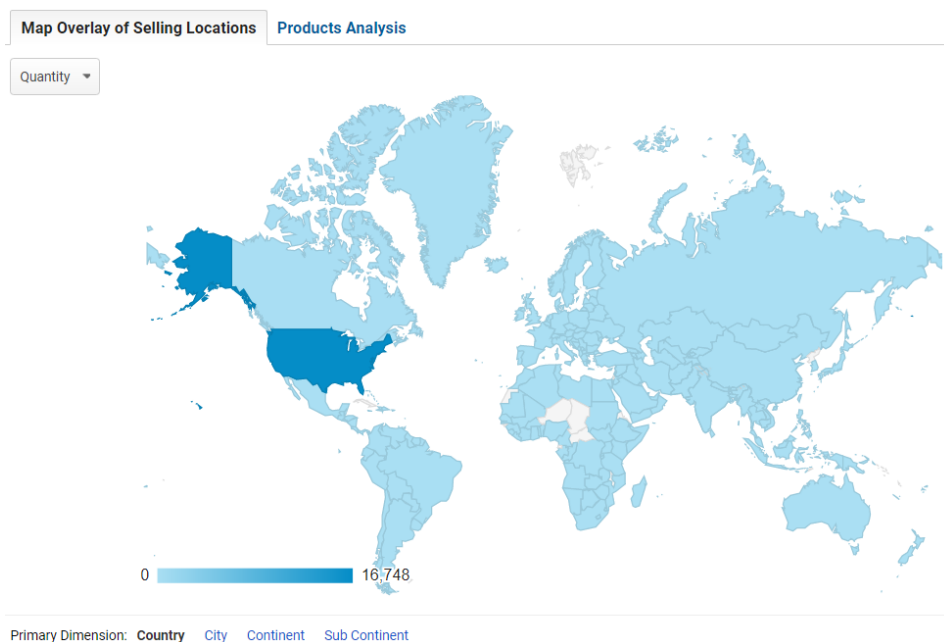
I start my analysis by looking at the country level because most of my clients sell products worldwide.

You can choose to start your analysis at the regional level if your target market is regional or you can choose to start your analysis at the town/city level if your target market is local.

Let us click on the US map to determine top selling locations at the national level:
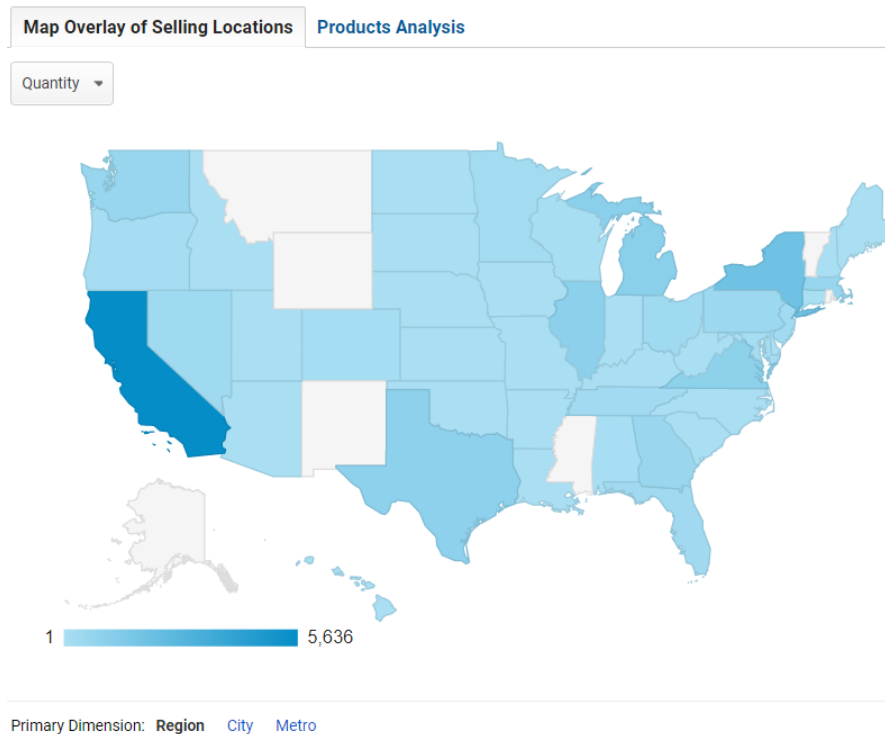
From the report above, we can conclude that the California region is generating a lot of sales. This is the kind of insight you can get from the location report in Google Analytics.

No matter what you do, find those geo locations which are generating maximum sales. Direct your marketing efforts and resources towards targeting these top-selling locations.

You simply cannot sell your products at each and every location of your country.

So why spread your marketing efforts and resources too thin by advertising at the national level (like all of US), by trying to be visible everywhere, for everything you sell.

When you are advertising at national or international level, your cost per acquisition tends to be very high. So you need to make great efforts to keep your cost under control.

No company has got an unlimited budget, no matter how big it is.

Even public traded companies advertising at national level cannot afford to ignore top selling locations, especially if their target market is as big as the US, China or India where the cost per acquisition tends to be very high because of the ginormous population and cut-throat advertising competition.

For small businesses, **<u>finding top selling locations is critical</u>** because they have got a very limited budget.

For example, there could be a good possibility that for your type of business, it is not profitable to target/advertise all over California let alone throughout the US.

So you need to find your top selling locations before you move ahead with deep product analysis.

#2 Find Top Selling Product Categories

Once you know your top-selling locations, you need to determine your top-selling product categories. You may have got dozens or even hundreds of product categories on your website. But you won't generate an equal volume of sales from each and every product category.

There will always be some product categories that almost always, outperform others. Here the **80/20 rule** comes into play according to which:

80% of your sales come from 20% of your product categories.

So you need to find your top product categories (in terms of sales) and work relentlessly on them with the aim to increase their sales further. The rule of thumb is to sell what is selling and sell even more.

There is no point working tirelessly on promoting a product category which generates little to no sales especially when you have got a large amount of stock to sell.

#3 Find Top Selling Products

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Once you know your top-selling product category, you need to find the top-selling product(s) in that category.

You may have got dozens or even hundreds of products in your top product category. But you won't generate an equal volume of sales from each and every product.

There will always be some products which almost always, sell much more than the others. Here the 80/20 rule comes into play according to which:

80% of your sales come from 20% of your products.

So you need to find your top products (in terms of sales) and work relentlessly on them, to increase their sales further. The rule of thumb is to sell what is selling and sell even more.

There is no point working tirelessly on promoting a product which nobody is buying esp. when you as a marketer, have no control over product price, quality, features, design, and packaging.

#4 Find Top Performing Traffic Sources

Once you know your top-selling product(s), you need to find the traffic source which is responsible for its sales. Without knowledge of the traffic source, you cannot do much, in terms of improving product sales.

For example, if the top traffic source turned out to be 'Google' and top traffic medium turned out to be 'organic search' then what that meant is, if I could improve the performance of organic search (i.e. SEO), I could improve the sales of my best selling product.

At this point, I can also choose not to promote this product via Google Adwords or Facebook or Twitter ads if the sales and ROI had not been good from these traffic sources.

The point to remember here is to invest more in the marketing channel which has proved to work and de-invest in the marketing channel(s) which are not working.

#5 Find Top Landing Pages for Conversion Funnel Analysis

Once you know your top traffic source (in terms of sales) for your best-selling product(s), you need to determine the top landing pages, so that you can optimize these landing pages for conversions.

There could be one or more top landing pages for a best-selling product.

Once you know your top landing page(s) for your best-selling product, determine how your customers move through the conversion funnel once they land on your top landing page and where do they drop off.

In order to understand the reason for this drop-off, from one funnel step to the next, you would need to segment your funnel.

Once you know the reason for the drop off from one step to the next, you would know which funnel page(s) need to be optimized. Only then you start your A/B tests.

OptimizeSmart.com

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 many 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'.

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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 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.**

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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