SALES & ROI ACCELERATOR

LEARN TO GENERATE RECORD SALES AND ROI BY LEVERAGING ANALYTICS DATA.

[WITHOUT SPENDING YEARS FIGURING EVERYTHING OUT ON YOUR OWN]

By Himanshu Sharma

Sales & ROI Accelerator

Learn to generate record sales and ROI by leveraging analytics data.

[**Without spending years figuring everything out on your own**]

By
Himanshu Sharma
Founder: OptimizeSmart.com

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About the Author

Amazon Kindle Store — Himanshu Sharma author page

Himanshu Sharma

Top Himanshu Sharma titles

- Attribution Modelling in Google Ads and Facebook — ★★★★☆ 9
- Maths and Stats for Web Analytics and Conversion Optimization — ★★★★☆ 36
- Attribution Modelling in Google Analytics and Beyond — ★★★☆☆ 10
- Master the Essentials of Email Marketing Analytics — ★★★★☆ 19
- Attribution Modelling in Google Analytics and Beyond
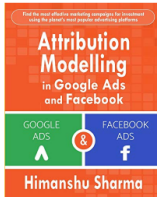
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About Himanshu Sharma
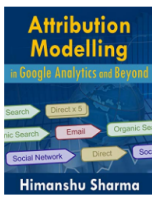
Himanshu Sharma is the founder of

❖ **Founder, OptimizeSmart.com**

❖ **Over 15 years of experience in Digital Analytics and Marketing.**

❖ **Author of four best-selling books on Digital Analytics & Conversion Optimization**

❖ **Nominated for 'digital analytics association awards for excellence'.**

❖ **Run one of the most popular blogs in the world on digital analytics.**

❖ **Consultant to countless small and big businesses over the decade.**

❖ **Follow him on Linkedin**

To all of our clients, who let us test our ideas and theories in the real world and with real money, and without whom this book would have never existed.

"Water, water, everywhere, And all the boards did shrink; Water, water, everywhere, Nor any drop to drink."

- Samuel Taylor Coleridge

Replace 'water' with 'data'.

Table of Contents

Introduction

This book is about leveraging analytics data to generate record sales and ROI for your business.

> **"The easiest way to get what you want is to help others get what they want" - Deepak Chopra.**

I wholeheartedly believe that. When I share what I learn, I retain that information.

The more frequently I share, the longer I retain. It is called '**learning by teaching**'.

However, the more I try to hold back, the more I lose.

It's like some unseen force is punishing you for wanting to keep everything for yourself.

You learn things, and you pass them on. That's the nature of knowledge retention, and you are rewarded for that.

If something is difficult for you to understand, how can you expect others to understand it relatively easily?

So make it simple by teaching others.

<u>Here is the first exercise for you:</u>

1. Spend some time explaining a concept like "Conversion Rate" to your colleagues.
2. Once you have explained the concept, ask for feedback.
3. Now measure their level of understanding.
4. If they can't explain the 'Conversion Rate' back to you in plain English, it means you have failed as a teacher.
5. Try again.

Learning a topic is one thing but teaching it is a different ball game.

Teaching forces you to get your thinking clean, to make it simple.

Once you become a teacher, you will experience a dramatic improvement in the understanding of your subject/area.

This understanding will reflect in your reports and presentation.

That's why I blog, write books, teach, and urge you to do the same.

I want to help you. To do that, I have structured this book as follows:

First, I will make a case for **why digital analytics is the 'key' to online business success and how this book is the answer to most of your struggles regarding generating record sales and ROI.**

We will then look at **what set of skills you would need to succeed in the digital analytics and marketing field.**

After that, I will **disclose the secrets for making conversion optimization work for your business.**

There are a lot of misconceptions about how to learn and implement conversion optimization.

Then I will make a case for **why you DO NOT need any budget for your marketing campaigns**.

I will show you **how to advertise on any marketing platform for free with an unlimited ad spend**.

Then, I'll share with you all the steps and strategies involved in the **'Sales and ROI Accelerator' model.**

This is the exact model we personally use to help our clients generate record sales and ROI in a short period.

Next, I'll share with you **how to future-proof your career with digital analytics**.

Finally, I will show you **how you can learn the 80/20 of digital analytics and conversion optimization** in record time.

From an academic perspective, you can learn tons of things in digital analytics and conversion optimization.

But what is the point of learning them if you are not using them in your daily work?

Often super long training programs teach you more than you need to know, things that you may never use in your working life.

Not only does such training waste your time, energy and money, but it also constantly pushes you to give up on learning key skills.

The magic is in doing less and not more.

It might sound like there is a lot to cover, but really, the entirety of this book can be summed up in the following sentence:

> *"**Digital Analytics is the KEY to online business success.***
> ***Those who understand it earn it; Those who don't, pay it** "*.

While reading this book or after finishing reading it, if you ever feel like you need more help or you want to quickly and efficiently implement everything you read here then contact us: **https://www.optimizesmart.com/contact/**

We are here to help you, 24/7.

To your success,
Himanshu Sharma
Founder and Marketing Analytics Champion,
optimizeSmart.com

Chapter-1: The number 1 reason why most marketers are not able to scale their advertising and maximize sales.

To maximize your sales and ROI, you need to scale your advertising efforts and spending rapidly in a short time.

And you can't do that without paid advertising.

With organic methods like direct outreach and SEO, it will take you a very long time to scale your advertising and sales.

And if you are just starting out, if you are a start-up then your number one focus is maintaining monthly positive cash flow.

Because if you run out of money long before you can see the benefits of long-term gains (which you get through organic advertising), then you are out of business. Game over. The end.

The success of a business can be measured by its ability to <u>do and scale 'paid advertising'</u>

Over the years, I have worked with countless businesses, both big and small.

The businesses which are making boatloads of money are those that do paid advertising.

They spend thousands or tens of thousands of dollars a day on ads.

And because of that, they become million dollars or multi-million dollar businesses within a few years.

And some within a few months, even with a team smaller than five people.

And then, I see businesses that rely purely on organic methods and inbound marketing and how they continue to struggle year after year and grow at an incredibly slow pace.

And that happens because they don't know what works or doesn't work in their marketing.

You can scale a process, funnel or system only if you are confident that it works 9 out of 10 times.

You can scale your advertising only when you have a solid 'proof of concept', a battle-tested funnel, and a great understanding of your target audience.

Don't get me wrong.

Organic methods and inbound marketing are great for reducing CPA over time, but they should not be your primary weapon.

Many business owners and marketing professionals do not consciously realize that.

They either don't do paid advertising at all or they don't spend enough money on paid advertising.

And this happens because of their **fear of losing money in paid advertising**.

But why do they have this fear?

They have this fear because they don't know exactly what is working and what is not working in their marketing.

They don't know which marketing campaign, activity or keyword is generating sales and which is losing money.

They don't know where to invest time and money and where to really focus.

But why don't they know what is working and not working in their marketing?

That's because they can not identify and understand the **cause-and-effect relationship** with a great degree of confidence and predictability, i.e. when you do something, something is most likely to happen.

For example, if you invest $10 in a marketing campaign, you are most likely to get 20 or more dollars back.

If you lack such confidence and predictability, you would most likely be unable to increase your ad spend and earn more dollars as a result.

Most marketers and business owners can not put their finger on any one marketing activity. They can not say with any degree of confidence that this marketing activity has the most impact on our sales.

Because of the lack of such confidence and predictability, whatever advertising platform they are using today, whether it is Google Ads, Bing Ads, Facebook, Instagram etc., is not working well for their business.

But why do they lack such confidence and predictability?

Why can't they identify and understand the cause-and-effect relationship?

That happens because they don't know their numbers.

They don't know why their numbers are the way they are.

For example, why is their ecommerce conversion rate 1% and not 5%?

But why do most marketers and business owners not know or understand their numbers?

That happens because they don't know how to interpret data correctly.

That happens because they don't know how to interpret data correctly.

They can not correctly interpret or identify flawed data because they do not understand the jargon used by their analytics software (like Google Analytics).

Maybe for them, there is no difference between 'pageviews', 'users' and 'sessions'.

So, how can they interpret the analytics data correctly when they do not understand the jargon?

They can't.

The second reason. They can not take full advantage of their analytics tool.

Maybe because they don't know how to make their analytics tool work to solve their business problems.

For example, they may not know how to slice and dice data in GA or segment the data to its most granular level.

The third reason. They may lack sound knowledge of maths and statistics.

For example, they could be taking business and marketing decisions based on the conversion rate, which is not statistically significant.

They could be taking business and marketing decisions based on a badly designed and executed A/B test.

They could be taking business and marketing decisions based on either flawed data analysis or flawed data.

So what can we conclude from all this?

- ❖ When you understand the maths and statistics behind digital analytics and conversion optimization.
- ❖ When you understand the jargon used by your analytics software and
- ❖ When you take full advantage of your analytics tool, you can correctly interpret your analytics data.

When you can correctly interpret your analytics data, you know and understand your numbers.

When you know your numbers, and why they are the way they are, you can identify and understand the cause-and-effect relationship with great confidence and predictability.

That is, when you do something, something is most likely to happen.

For example, when you put $10 into a marketing campaign, you will most likely get at least $20 in return.

When you understand the cause-and-effect relationship with great confidence and predictability, you don't fear losing money in paid advertising.

When you don't fear losing money in paid advertising, you can spend more money on advertising and earn more money as a result.

➢ **You understand the maths and statistics.**
➢ **You understand the jargon used by analytics software.**
➢ **You can take full advantage of the analytics tool.**

⬇

You can correctly interpret data

⬇

You know and understand your numbers

⬇

You can identify the cause and effect relationship

⬇

You don't have the FEAR of losing money in paid advertising

You spend more on advertising

⬇

You earn more money

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
Paid advertising is one of the major sources of traffic and revenue for your website.	
You know exactly what is working and what is not working in your marketing and where to invest your time and money.	
You know exactly which marketing campaigns, activities and/or keywords are generating sales and which are losing money.	
You can identify and understand the cause and effect relationship with a great degree of confidence and	

predictability.	
You know exactly which marketing activity has the most impact on your sales.	
You know your numbers like the back of your hand.	
You can correctly interpret your Google Analytics data and reports.	
You can take full advantage of Google Analytics to find and fix your marketing issues and attribution problems.	
You have sound knowledge of maths and statistics behind digital analytics and conversion optimization.	
You don't fear losing money in paid advertising; as a result, you run marketing campaigns without any fixed budget.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 24
The Fundamentals Are Missing

You are missing core, fundamental elements required for long-term success in digital analytics and marketing :(

However, the good news is that all of that can be fixed.

Read this book until the very end with an open mind and, most importantly, implement what you learn.

Score: 25 - 42
The Fundamentals Are in Place but you can do much better.

You have a good understanding of the fundamental elements required for long-term success in digital analytics and marketing.

But with professional training and help, you can do much better.

Score: 42+
You are ready to move to the next level.

You greatly understand the fundamental elements required for long-term success in digital analytics and marketing.

You just need to leverage your analytics data and reports more efficiently.

Focus on testing different offers and find new ways to increase your average order value and decrease your cost per acquisition.

You can continue to scale indefinitely if your cost per acquisition is lower than your average order value.

Chapter-2: Why Google and Facebook ads don't work for most businesses & how to make them work.

Google and Facebook ads don't work for most businesses because marketers focus on just learning the tools and features of these advertising platforms.

They then expect Google And Facebook to work for their business and generate sales, leads and ROI.

In online marketing, it is your ad copy, targeting & landing page that generates sales, not the advertising platform or platform-specific knowledge.

Anyone can learn to use Google or Facebook advertising platforms in a couple of days, but that does not mean they can benefit from it.

These advertising platforms do not themselves can generate your target sales volume.

You need to learn to talk…... to the desires and pain points of your target audience... through your ad copy. That's the key.

But how do you know your target audience's desires and pain points?

How do you know which ad copies resonate and which do not resonate with your target audience?

How do you know who your ideal customers are, how to interact with them and what motivates them to purchase?

You would need to analyze and interpret your analytics data and reports.

So whether you are a marketer or a professional copywriter, you cannot make your marketing campaigns profitable if you can not leverage analytics data and reports.

A long time ago, I received an email from a client which read something like this:

> **Hi,**
>
> **I will put this month's payment through but I have to ask - are you happy with the results so far? Our cost per acquisition is so high. We don't see any ROI from our Google AdWords campaigns. If this continues after this month, we will have to discontinue using your services.**
>
> **Regards**
>
> **Your client**

This is an actual email I got from a big Australian e-commerce store.

This email was the final warning for me to either improve the campaigns' performance or lose the project.

And it hit me like a ton of bricks because I am not used to getting such emails.

I felt like I was getting fired from my job. It was not an easy feeling at all.

The cost per acquisition for the Google AdWords campaigns was pretty high, and all the generic keywords that I was bidding on were not resulting in enough sales to cover the ad spend.

Despite my best efforts, I could not make the campaigns profitable.

However, I knew from experience that whenever I reduced the ad spend, stopped bidding on generic keywords or paused the campaigns, there was a decline in the overall website sales.

At that time, I just believed what I saw in the analytics reports, and the reports told my client and me that the cost per acquisition from the Google Ads campaigns was high and the campaigns were not profitable.

Later on, I had another client, and I was in charge of their Facebook marketing campaigns.

Google Analytics wasn't reporting many sales from Facebook, and the campaigns didn't seem profitable.

But, yet again, every time I reduced the ad spend or paused the Facebook campaigns, I noticed a decline in overall website sales.

I couldn't figure out what was going wrong.

Then I had yet another client. This one was in the business of selling and installing swimming pools.

All of their sales were happening offline via phone calls. I couldn't attribute phone calls to the correct traffic source.

I had no way of knowing which keyword or marketing channel resulted in a phone call or a sale.

This meant I couldn't increase or decrease investment in a marketing channel with confidence. I couldn't increase or decrease bids on keywords with confidence.

I was relying on correlation as causation, which means that something happens as a result when I do something.

I was going in blind.

I did not have any data to back up my theory, formulate a hypothesis or ask for more budget.

I had no way of knowing which keywords or marketing channels worked and which resulted in sales and other conversions.

I was doing random optimization.

Random Optimization

What should I do next?

Random optimization occurs when you optimize a website and marketing campaign without any clear objective.

You identify problems based on some industry best practices, and then you rush to fix them in the hope that it will somehow improve the business bottomline.

Random optimization also occurs when every second or 3rd day, you ask yourself this question……What should I do next?

What happens is that when business owners or c-level executives do not see any ROI from a marketing channel, they tend to de-invest in that marketing channel.

Then they allocate more budget to those marketing channels where they can see a clear return on investment.

After this, I concluded that if I do not understand pretty fast:
  a) How marketing platforms attribute conversions.
  b) How customers use different marketing channels and devices in their purchase journey

Then one thing was certain. I am going to lose my job.

This fear of going out of work prompted me to dig deep into attribution modelling and take digital analytics seriously.

Then I discovered how platforms like Google Analytics, Google Ads and Facebook actually attribute conversions and sales.

Then I concluded that the cost per acquisition that my client was referring to in the case of the Google Ads campaigns was actually '**cost per last ad click acquisition**'.

I discovered that:

> **If a campaign is not closing a sale, it may be initiating a sale or assisting a sale.**

> **If a keyword is not closing a sale, it may be initiating or assisting sale.**

So if you do not bid on the campaigns or keywords which initiate or assist a sale then you are going to lose money in advertising.

> **Direct traffic is not a marketing channel but a 'demand' which is a byproduct of investment in marketing channels like Google Ads and Facebook.**

Primary Dimension: Source / Medium Source Medium Keyword Other ▾			
Plot Rows Secondary dimension ▾ Sort Type: Default ▾			
Source / Medium ?	**Sessions** ? ↓	**Revenue** ?	**Transactions** ?
	1,474,819 % of Total: 100.00% (1,474,819)	**$398,675.16** % of Total: 100.00% ($398,675.16)	**3,101** % of Total: 100.00% (3,101)
	Z Ξ ☰ ⇌	Z Ξ ☰ ⇌	Z Ξ ☰ ⇌
1. (direct) / (none)	618,199 (41.92%)	$175,003.30 (43.90%)	1,376 (44.37%)
2. google / organic	419,422 (28.44%)	$125,953.11 (31.59%)	976 (31.47%)
3. google.com / referral	69,410 (4.71%)	$9,265.40 (2.32%)	65 (2.10%)
4. facebook.com / referral	37,142 (2.52%)	$4,450.74 (1.12%)	40 (1.29%)

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

They are generally exposed to multiple marketing channels (like display ads, social media, paid search, organic search, email etc.) before they access your website directly and make a purchase.

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

Like in the present case, to direct traffic.

I discovered that **not all direct traffic is actually direct.**

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

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

For example,

- ❖ 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 data.
- ❖ During a HTTPS to HTTP redirect, the referrer is not passed because of security reasons.

All such traffic is reported as direct traffic by Google Analytics.

I started to understand that **visitors do not always search for your brand name and then make a purchase straight away:**

They generally start their search with a non-branded generic search term.

Then they refine their search queries as they get a better understanding of what exactly they are looking for.

Sometimes they might make a purchase straight after searching. But often, they come back to your website via a branded search term.

Since a website or brand name is easiest to remember amongst all branded search terms, it often ends up being attributed to a lot of conversions and sales by Google Analytics.

So **branded traffic is overrated and overvalued by both Google Analytics and Google ads.**

I discovered that

Users journey are complicated

Users do not always use the navigation path you expect them to follow.

There is no guarantee that a person who lands on your website via a PPC landing page will not navigate to the home page before making a purchase.

Users switch between marketing channels

A user may visit your website for the first time via a paid search ad but can return to your website via branded organic search or directly to make a purchase.

So you may think your paid search ad is not working, but in reality, it is.

Users do not always use the same device when they return to a website.

They may browse your product page via a laptop at work, browse the rest of the website via a tablet at home, and buy your product the next day via mobile at work.

For Google Analytics, the person who browsed the product page via a laptop at work is different from the person who browsed the rest of the website via a tablet

at home and also different from the person who bought the product via mobile the next day.

This is because, by default, the cookie information is not shared across devices.

Marketing channels affect each others performance

Any improvement or decline in the performance of one marketing channel can impact the performance of other marketing channels.

So if you suddenly switch off all of your PPC campaigns, you will most likely see a decline in direct traffic.

Organic search traffic can impact the CTR of PPC ads, as when people see double listing (both paid and organic listing), they are more likely to click on an ad.

As such, **a decline in organic search traffic can reduce the CTR of PPC campaigns.**

So that is how I came to a conclusion that…

Learning and implementing Digital analytics is the 'key' to online business success

I now handle some very big accounts, managing millions of dollars of ad spend per month.

Following is a screenshot of my Google Ads Manager account:
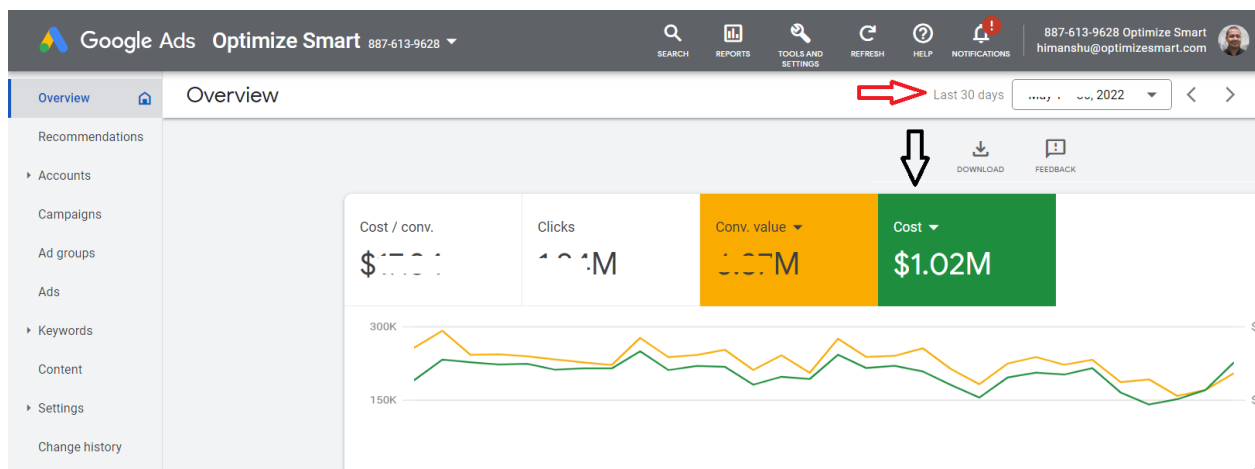
You can see from the screenshot that the data is for the last 30 days.

I have consistently spent over $1 million a month on Google Ads and over $12 million in the last year alone.

Yes $12 million. That is 12 with six zeros.

$12,000,000

Now I leave it to you to guess the sales volume.

HINT: The sales are in the high 8 figures.

Obviously, our client is profitable, and we are generating positive ROI.

Otherwise, we won't have an ad spend that high, which can bankrupt any regular business overnight.

Now, how am I able to consistently spend millions of dollars each month and still remain profitable?

Is it because I have got crazy marketing skills in Google Ads?

No.

Is it because I am an exceptional copywriter?

No.

I know just as much about Google Ads as any other marketer. And I won't even call myself a copywriter.

And it is not just Google Ads. I also do Facebook Marketing.

And we spend thousands of dollars a day on Facebook ads:
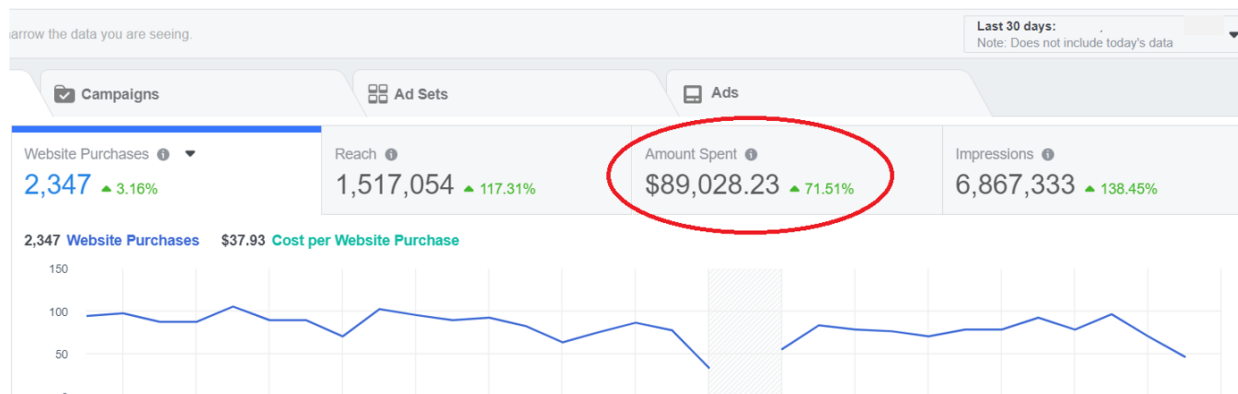
I can scale ad spending to 8 figures and still remain profitable mainly because I know my numbers.

I know what works and doesn't work in my marketing.

I know which marketing campaigns and keywords are working and which are not and where to invest time and money.

And it all comes down to being very good at digital analytics. There is no other secret.

Most marketers and business owners are scared to increase their ad spending.

They prefer to work with a fixed marketing budget.

And that's the number 1 reason they are not generating as many sales as possible.

On average, only 1 person out of 100 is ready to purchase at any given time.
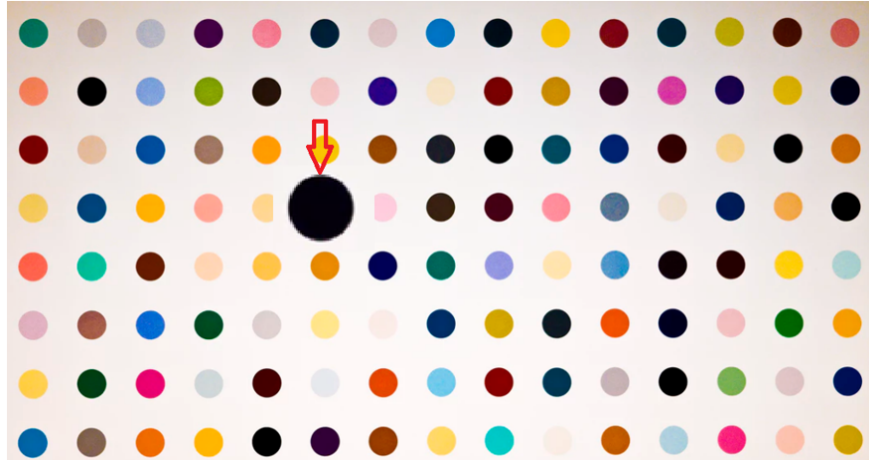
So if you wish to generate at least 1 order a day, you need to show your offer to at least 100 different people a day.

So if you show your offer to only 10 people a day, how can you expect to generate even a single sale?

You can't.

It is hardly rocket science.

But most marketers and business owners still do not spend enough money on ads because they don't do this simple math.

So they don't know how much they need to spend to reach their desired sales level.

They set up random budgets like $10/day or $200/day.

They set up a daily budget with which they feel comfortable. Not what is required.

And this happened because they don't know the conversion rate of their marketing campaigns and landing pages.

Now, if it costs you $15 to generate one sale and you want two orders a day, how can you expect 2 orders with a daily ad spend of $20?

You can't.

But still, many people try to defy gravity (i.e. math) and try to pull out two orders from a $20 ad spend.

And this happened because they don't know the average cost of acquiring a customer.

You need to know your numbers like the back of your hand.

So if someone asks you,
  "*what percentage of organic search traffic came to your top landing page in the last month?*",

you should be able to tell that without looking into Google Analytics.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
Google and Facebook ads are working really well for your website/business.	
You know the desires and pain points of your target audience really well.	
You know how to create an ad copy that addresses your target audience's desires and pain points.	
You know who are your ideal customers, how to interact with them and what really motivates them to make a purchase.	

You can confidently increase or decrease investment in a marketing channel or keyword.	
You have solid data to back up your theory, formulate a hypothesis or ask for more budget.	
You always optimize your website and marketing campaigns with crystal clear objectives.	
Every second or 3rd day, you don't ask yourself this question…"What should I do next?"	
You understand how marketing platforms attribute conversions and sales and how customers use different marketing channels and devices in their purchase journey.	
You do not ignore campaigns/keywords which initiated/assisted a sale but did not close the sale.	
You understand really well how different marketing channels and devices affect each other's performance.	
You are convinced that learning and implementing Digital	

analytics is the key to online business success.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 29

You are missing core, fundamental elements required to run and maintain profitable marketing campaigns :(

As a result, Google/Facebook ads are not working well for your business.

However, the good news is that all of that can be fixed.

Focus on learning to conduct in-depth market research. Learn to understand your customers more than they know themselves.

Learn to determine the most effective marketing channels, keywords and devices for conversion.

Score: 30 - 51

You clearly understand the fundamental elements required to run and maintain profitable marketing campaigns.

However, you can do much better by refining your market research and offer.

Score: 51+
You are ready to move to the next level.

You greatly understand the fundamental elements required to run and maintain profitable marketing campaigns.

You most likely know your numbers like the back of your hand.

You know exactly which marketing activity has the most impact on your sales.

You need to leverage your analytics data and reports more efficiently.

Chapter-3: Why you won't get any competitive advantage in the marketplace just by knowing Google Analytics?

99.99% of course creators don't know the difference between digital analytics, Google Analytics and Google Tag Manager.

So they are teaching Google Analytics and Google Tag Manager in the name of teaching digital analytics.

They just copy each other. Monkey see, monkey do.

But **digital analytics is not about Google Analytics and Google Tag Manager.**

It is about analyzing and interpreting data and setting goals, strategies and KPIs.

It's about creating a strategic roadmap for your business.

Digital Analytics is the core skill. Google Analytics is just a tool used to implement 'Digital Analytics'.

You can also implement 'digital analytics' via other tools like 'Adobe analytics', 'Piwik', 'Matamo' etc.

Using Google Analytics without a good understanding of 'digital analytics' is like driving around in a car in a big city but without understanding the traffic rules and road signs.

You are likely to end up somewhere other than your destination or get involved in an accident.

You learn data analysis and interpretation from digital analytics and not from Google Analytics.

The direction in which your analysis will move will determine the direction in which your marketing campaigns and, eventually, your company will move to get the highest possible return on investment.

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

You learn to set up KPIs, strategies and

measurement framework for your business

from 'digital analytics' and not from 'Google

Analytics'.

So if you are taking a course on 'Google Analytics', you are learning to use one of the tools of 'digital analytics'.

You are not learning 'digital analytics' itself.

Analytics reports are not what you see is what you get. They are what you interpret is what you get.

Gone are those days when you were advertising on just one marketing platform and device, and attributing sales was as easy as looking into an analytics report.

In the world of multi-channel and multi-device marketing and the ever-increasing number of marketing platforms, attributing conversions to the right touchpoint is becoming progressively complex and hard.

Any person can learn to use Google Analytics

in a couple of weeks. But that does not mean

they can actually benefit from it. Because poor

data interpretation result in poor insight.

What separates one digital analyst or marketer from the other is the interpretation of data and how they read the data and gather insight to drive sales.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You understand the difference between digital analytics, Google Analytics and Google Tag Manager really well.	
You can set up goals, strategies, KPIs and measurement frameworks for your business. You can create a strategic roadmap.	
You are not limited to just Google Analytics to implement digital analytics. You can implement digital analytics through any analytics tool.	
You can greatly benefit from Google Analytics reports	

because you know exactly how to interpret the analytics data.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 9

You are confusing Google Analytics and Google Tag Manager with digital analytics.

Understand that digital analytics is much more than GA and GTM.

It is about analyzing and interpreting data and setting goals, strategies and KPIs. It's about creating a strategic roadmap for your business.

A common misconception among marketers and analysts is that passing the GAIQ exam would make them Google Analytics experts.

GAIQ certification only means that you know some Google Analytics terms and technology and can use the user interface.

It does not guarantee a job or give you the title of an 'analytics expert'.

Through GAIQ, you develop the most baseline proficiency in Google Analytics which won't help you much in the real world.

No decent company will hire you just based on GAIQ certification.

You need to have real-world knowledge and experience in Google Analytics.

And this real-world knowledge and experience come from analyzing and interpreting the analytics data.

Score: 10 - 17

You have a good understanding of the difference between Google Analytics, Google Tag Manager and digital analytics.

You understand the importance of setting goals, strategies, KPIs and measurement frameworks.

Score: 17+

You greatly understand the difference between Google Analytics, Google Tag Manager and digital analytics.

You are truly data-driven. You understand what your analytics tool can and can't do and where to trade off.

You truly understand the importance of leveraging analytics data to drive sales and ROI.

Chapter-4: The number 1 reason why conversion optimization is not working for your business.

Conversion optimization is not working for your business because it is not the core discipline to master.

Digital Analytics is the core discipline. Conversion optimization is one of the applications of digital analytics.
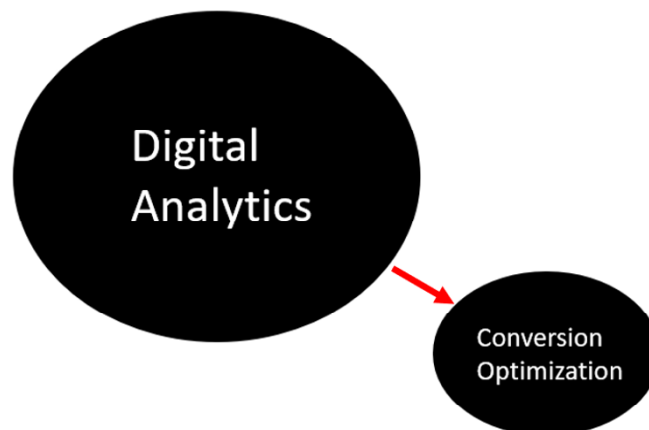
Digital Analytics is like grammar and words,

and conversion optimization is the language

based on that grammar.

So if you try to speak conversion optimization without knowing the grammar, you will speak it all wrong.

So for a start, you could be saying conversion 'rate' optimization all this time when the correct name is conversion optimization.

Or you could be running A/B tests 24 hours a day, 7 days a week, 365 days a year, and still need to see an improvement in sales.

Because you don't understand the statistics behind such tests.

Conversion optimization is a subset of digital

analytics.

Digital analytics is about analyzing and interpreting data and setting goals, strategies and KPIs.

It's about creating a strategic roadmap for your business. It's about math and stats.

Whereas **conversion optimization deals with on-site optimization where web page designs are evaluated and optimized for conversions through 'voice of customers analysis'.**

As such, conversion optimization is a subset of digital analytics.

If you are strong in digital analytics but weak in

conversion optimization, you can still do well. But if

you are weak in digital analytics, you are destined to

fail in conversion optimization ☹

That's because you lack a basic understanding of how data works, how the number and ratio metrics work, and how to analyze and interpret data.

You won't understand data sampling issues. You won't understand statistical significance issues with ratio metrics like conversion rate.

Then anything you do in conversion optimization is not based on math and stats but on the best practices borrowed from other optimizers.

Any person can learn to do A/B testing in a couple of hours. But that does not mean they can actually benefit from it. Because poor data interpretation result in poor insight.

What separates one optimizer from the other, is actually the interpretation of data. How they read the data and gather insight to drive sales.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You understand the difference between digital analytics and conversion optimization really well.	
Conversion optimization is working really well for your business.	
At least some of your A/B tests result in a real lift in sales and other conversions. It is not a total failure.	
You are good at evaluating and optimizing web page designs for conversions.	

You understand how data works and how the number and ratio metrics.	
You can identify and eliminate data sampling issues and statistical significance issues with ratio metrics like conversion rate.	
You heavily use math and statistics to optimize website and marketing campaigns for conversions.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 16

You are missing core, fundamental elements required to successfully run a conversion optimization program.

Conversion optimization is most likely not working well for your business.

Even if you are running A/B tests, they are most likely not resulting in a real lift in conversions and sales.

Score: 17 - 29

You understand the core, fundamental elements required to run a conversion optimization program successfully.

You understand the importance of identifying and eliminating data sampling issues and statistical significance issues.

You understand the importance of math and statistics behind conversion optimization.

Score: 29+

You greatly understand the core, fundamental elements required to run a conversion optimization program successfully.

Conversion optimization is working really well for your business.

You heavily use math and statistics to optimize website and marketing campaigns for conversions.

Chapter-5: How to advertise on any marketing platform for FREE with an unlimited budget?

If you want to advertise on any marketing platform for free with an unlimited marketing budget, then you need to focus on optimizing just one metric.

This metric is called **Profitable ROAS.**
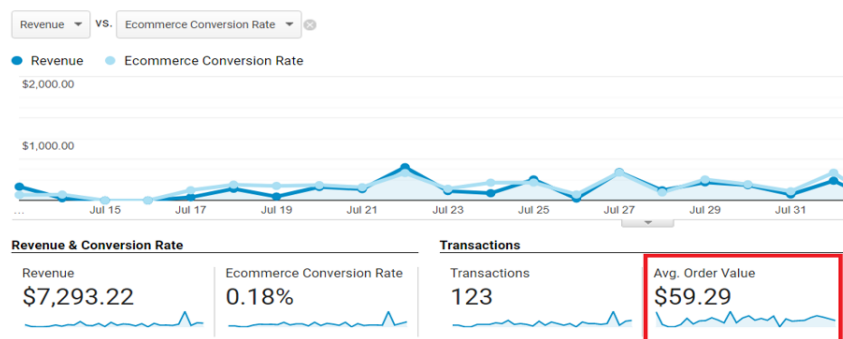
ROAS stands for '**Return on Ad Spend**'.

Profitable ROAS (Return on Ad Spend) is the ROAS

you need to stay within your maximum **CPA target**.

Following is the formula to calculate profitable ROAS:

$$\text{Profitable ROAS} = \frac{\text{Average order value}}{\text{Maximum CPA}}$$

Here,

> *Average Order Value (AOV) is the average value of an e-commerce transaction.*

You can determine this value through your Google Analytics ecommerce reports or shopping cart analysis reports.

> *Maximum CPA is the maximum amount you are willing to spend to acquire each customer without sacrificing your operating profit margin.*

You would need to calculate this metric manually.

<u>Following is the formula to calculate maximum CPA:</u>

Max. CPA

= Operating profit per customer - Operating profit per customer you want to keep

Here,

Operating profit per customer is the gross income you earned from a customer during his lifetime.

To calculate maximum CPA, you must also decide what operating profit per customer you want to keep.

<u>Following is the formula to calculate operating profit per customer:</u>

Operating profit per customer =

Customer Lifetime Value –

(average refund per customer + average direct cost per customer + average operating cost per customer)

Here,

Customer lifetime value (also known as LTV) is the projected revenue your customer will generate during his lifetime.

> Different types of customers (high-value and low-value customers) tend to have different lifetime values.
>
> So it makes sense to calculate LTV for each unique segment of customers.
>
> **It is important to remember that the LTV calculations make sense only when you are getting repeat business and when you expect repeat business from the same customers.**
>
> If you do not expect repeat business from the same customers, use the Sales metric instead of the customer lifetime value.

Average refund per customer is the average amount of refund you issued to your customers.

Average direct cost per customer is the average direct cost associated with your customers.

Here,

>   **Direct costs** include the cost of manufacturing or procuring goods + the cost of delivering the goods (i.e. shipping cost).

>   In the case of services, direct costs include the cost of delivering the services

Average operating cost per customer is the average operating cost associated with your customers.

Here,

>   **Operating costs** are the ongoing costs of running a business. The operating costs can include employee salaries, administrative expenses, office rent, water, gas and electricity etc.

Following is the formula to calculate Customer Lifetime Value:

Customer Lifetime Value =

Average Order Value * **Average Purchase Frequency** * **Average Customer Lifespan**

Here,

Average Order Value (AOV) is the average value of an ecommerce transaction. Google Analytics reports on average order value.

Average Purchase Frequency is how often on average customers make a purchase on your website. For example, your customers may purchase once every 6 months.

Average customer lifespan is the average duration (number of weeks, months or years) people remain customers of your business.

Let us suppose your,

Average Order Value = $100

Average Purchase Frequency = once every 52 weeks (i.e. once every year)

Average customer lifespan = 156 weeks (i.e. 3 years)

So **Customer Lifetime Value**

= $100 * 1 purchase per 52 weeks * 156 weeks

= $100 * 1/52 * 156 = $300

So that's how you can calculate your customer lifetime value.

Now let's calculate operating profit per customer:

Customer lifetime value = $300

Average refund per customer = $80

Average direct cost per customer = $70

Average operating cost per customer = $25

Operating profit per customer = $300 – ($80 + $70 + $25) = $125

This is the gross income you earned from a customer during his lifetime.

The following is the formula to calculate the operating profit per customer you want to keep:

Operating profit per customer you want to keep **=**

(**operating profit margin** ***** **customer lifetime value****)**

Here,

The **Operating profit margin** is the percentage of total sales after all direct and operating costs have been deducted from the total sales.

To calculate maximum CPA, you must decide what operating profit per customer you want to keep.

Technically speaking, you can spend all your operating profit per customer on acquiring one customer, but then you wouldn't be making any profit.

You would be breaking even on every customer.

So to make a profit, you need to decide what percentage of operating profit per customer you want to keep.

However, you would need to sacrifice a certain portion of your operating profit to acquire a new customer.

This portion of your operating profit would cover your customer's acquisition cost.

So you can't keep 100% of your operating profit as you also need to cover your customers' acquisition costs.

Consequently,

More operating profit per customer you want to

keep, lower would be your Maximum CPA.

In other words,

Higher your desired operating profit margin,

lower is going to be your Max CPA

Conversely,

Lower your desired operating profit margin, the

more amount of money would be left to acquire

a new customer.

If you are operating in a very competitive/saturated market, your average cost per acquisition will be pretty high.

In that case, you can not afford to operate with a high operating profit margin.

You would then be operating on a very low-profit margin.

For example,

If you choose an operating profit margin of 40% and your customer lifetime value is $300 then you would keep 40% of Customer Lifetime Value i.e.

40% * $300 = $120 per customer.

So the operating profit per customer you keep would be **$120**

Now if you remember, your operating profit per customer was **$125.**

So that would leave you with $125 – $120 = $5 to acquire a new customer.

So your Max CPA would be $5.

So you can spend up to $5 to acquire one new customer.

On the other hand, **if you choose an operating profit margin of 30% and your customer lifetime value is $300**, you would keep 30% of Customer Lifetime Value.

That is, 30% * $300 = $90 per customer.

So the operating profit per customer you keep would be $90

Now if you remember, your operating profit per customer was $125.

So that would leave you with $125 – $90 = $35 to acquire a new customer.

So now, your Max CPA would be $35

So now you can spend up to $35 to acquire one new customer.

Your Maximum CPA depends upon your desired level of profitability and your industry.

Listen,

Calculating Max. CPA is extremely important

If you don't know your Maximum CPA, the maximum amount you are willing to spend to acquire a customer then you will never be able to scale your advertising.

You will not be able to calculate your profitable ROAS. It is that important.

Now let's calculate profitable ROAS:

Your Average order value is $100

Your maximum CPA is $35

Profitable ROAS = $100 / $35 = 2.86 = 3

So you would need a ROAS of 3 or more to stay within your Max. CPA target.

You can realistically advertise on any other marketing platform for FREE as long as you maintain your profitable ROAS.

However, the higher the ROAS, the better.

Let me show you how that is possible.

Let us suppose your Facebook ad spend in the last month was $200

Let us also suppose your sales from Facebook ads were $1200.

So your ROAS would be $1200/$200 = 6

Since your ROAS of 6 is greater than your profitable ROAS of three, you are profitable.

The money that you spent on Facebook advertising was $200.

So the money left after paying the Facebook ad bill = $1200 – $200 = $1000

And here is the cool thing. You did not pay this money from your pocket.

You paid this money from the sales you generated via Facebook ads.

So basically, you were paid by Facebook for advertising on their platform.

This is the amount you could not have earned without Facebook ads.

It is very important to remember that Facebook does not owe you any money.

So if you stop advertising on Facebook tomorrow, this money will disappear into thin air.

This is the kind of money you can generate only from Facebook.

Isn't that awesome?

But here is the thing. You would need a profitable ROAS for this magic to happen for you.

Many marketers do not get the desired ROAS

because their focus lies elsewhere.

They are more interested in optimizing for clicks, impressions, cost per click, cost per thousand impressions, CTR etc.

Now nothing is wrong with these metrics. They are all good for optimization.

But in the grand scheme of things, they don't matter.

What matters is your ROAS.

At the end of the day, if you are not making money or not profitable, even a CTR of 100% doesn't mean anything.

If you focus on increasing your ROAS, you can

practically run your ad campaigns with

unlimited marketing budget for FREE and

continue to make money on top of that.

It is like using Facebook as a cash-generating machine.

You put $1 into Facebook ads and get $2 or more back.

The more dollars you put in, the more dollars you can get back.

However, there is one caveat here.

You should not get carried away.

You should not get your hopes so high.

> **If tomorrow you put $1 million dollar into Facebook advertising system, you won't magically get $2 million or more in return.**

The law of diminishing returns will stop you from doubling/tripling your sales by just doubling/tripling your ad spend.

You can't just double your SALES by doubling your ad spend. It doesn't work like that.

According to the law of diminishing returns, if you keep adding more of one unit of production to a productive process while keeping all other units constant, you will start producing lower per unit returns at some point.

To increase your ROAS, you need to do much more than just double your ad spend.

You would need to optimize your ad copies for conversions.

You would need to run new tests. Target new markets etc.

That's why the knowledge of math and statistics behind conversion optimization is so important.

Because if you do not understand the law of diminishing returns and how it is applied in real life, you will have a hard time understanding why doubling your ad spend is not going to double your sales and how you can improve your Sales and ROAS.

So one thing you can implement straight away from this book is calculating your Maximum CPA and Profitable ROAS.

Exercise

➢ **Calculate your Maximum CPA and Profitable ROAS.**

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You run marketing campaigns without any fixed budget.	
You know your maximum CPA and profitable ROAS.	
You know your customer's lifetime value.	
You use maximum CPA, profitable ROAS and customers lifetime value to make important business and marketing decisions.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 9

You are missing the core elements required to run a marketing campaign profitably.

Marketing is most likely not working well for your business, or you are having a hard time scaling your advertising.

Score: 10 - 17

You clearly understand the core, fundamental elements required to run a marketing campaign profitably.

However, you are most likely still struggling with scaling your advertising.

Score: 17+

You greatly understand the core, fundamental elements required to run a marketing campaign profitably. You are ready to move to the next level.

Chapter-6: The Sales and ROI Accelerator Model
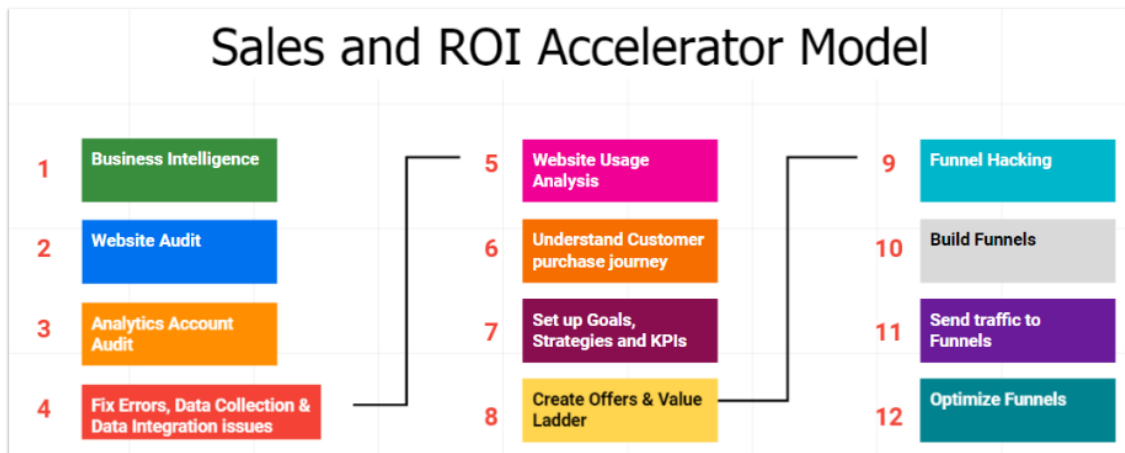
This is the exact model we use to help our clients generate record sales and ROI in a short period.

The Sales & ROI Accelerator model is made up of the following 12 steps:

- ☐ Gather business intelligence
- ☐ Do website audit
- ☐ Do analytics account audit
- ☐ Fix website errors, data collection and data integration issues
- ☐ Do website usage analysis
- ☐ Understand the customer purchase journey

☐ Set up goals, strategies and KPIs for your business
☐ Create offers and a value ladder for your business
☐ Do funnel hacking
☐ Build funnels for your business
☐ Send traffic to your funnels
☐ Optimize your funnels for sales, leads and other conversions.

#1 Gathering business intelligence

Gathering 'business intelligence' means gathering as much information as possible about the client's business directly from the client.

A common misconception among optimizers (marketers, analysts) is that you can develop a great understanding of a business just by diving into digital analytics reports.

This is simply not true.

Digital analytics reports are just a huge collection of website usage data. They cannot spell out any insight on their own to you.

To gain insight from the digital analytics reports, you need to know the <u>context </u>beforehand.

This is the context in which you will collect, analyze, and interpret the data and make business and marketing decisions.

To know the context, you need a <u>great understanding of the business</u> beforehand.

Many optimizers make the critical mistake of trying to develop a great understanding of a business by just relying on the data from digital analytics tools (like Google Analytics).

They analyze data from these tools under the assumption that they are free from any data collection, data integration or data sampling issues and provide complete and absolute insight.

They analyze data from these tools under the assumption that businesses do not exist outside of the digital realm.

That if something cannot be measured or quantified, it should be discounted from the data analysis.

You can never be 100% sure that the analytics reports you look at give you accurate and absolute insight.

There may be hidden data collection, data integration, or data sampling issues that skew the analytics data.

You may not be collecting and integrating all of the required data.

It took me a long time to consciously realise that **business questions can never be answered as accurately by anyone other than the people who run the business.**

That no amount of scanning GA reports, excel hacks, JavaScript and APIs wrestling, A/B testing etc., can replace the understanding my client has developed over the years by successfully running a profitable business.

That GA reports are the last thing I should be looking at, not the first.

The knowledge of internet marketing and industry best practices does not automatically make me an expert in any industry I choose to work in.

I must acknowledge my client's expertise and come to terms with the fact that my knowledge of his business can not supersede his understanding of his business.

I am here to guide and not dictate how he runs his business.

Once I changed my mindset, I experienced a drastic improvement in my data analysis and work life.

I no longer need to live in fear of 'I need to be right' or recommend something which 'has' to work.

I no longer need to spend countless hours going through the GA reports to find something that may need fixing because I know exactly what needs to be fixed.

I no longer need to chase KPIs because I solve for customers and not for KPIs.

I no longer need to rely just on my understanding of the client's business to produce recommendations.

I no longer need to assume that the problem I am fixing matters the most to my client's target audience.

How am I able to do all that?

I ask questions, lots of questions, tons of questions.

In Agile Analytics, success doesn't come from the level of insight you get or the volume of tracking solutions you implement.

But it comes from your ability to ask questions which quickly solve your customers' problems either wholly or in parts.

You need to keep asking questions until you reach the underlying source of the problem.

Here is one real-life example:

> **Client**: "*We need to increase our average order value. We want the maximum number of people to buy both workshops and our mobile app.*"
>
> **Me**: "*How much do you charge for a workshop and mobile app?*"
>
> **Client**: "*We charge $140 for the workshop and $5 for the mobile app.*"
>
> **Me**: "*Is it a good idea if you charge $145 for your workshop and provide a mobile app for free to people who attend the workshop? This way, people who attend workshops get something for free (a small incentive to buy), and you are always guaranteed to sell mobile apps.*"
>
> **Client**: "*Yes I think so. Thanks.*"

This is a real-life example. I have not made it up.

There are a few things worth pointing out here:

#1 At no point did I use Google Analytics to fix the problem of increasing the average order value. I could have used it, but there was no need for it in this situation.

So do we always need to use Google Analytics to fix customers' problems? The answer is NO.

If I hadn't asked this question, I would have dived into GA reports to find some answers and would probably be running an A/B test to increase the average order value.

#2 I never dictated to my client to do this or that. Even my solutions sound like a question. There is a good reason for that. I am not sure what I am proposing is going to work because my understanding of the client's business is limited.

I am not sure whether the market is willing to pay $145 for my client's workshop. So if later my recommendation doesn't work for some reason, it won't undermine my professional abilities and skills. It won't make me look stupid.

#3 I subtly acknowledge the expertise of my client by asking for his approval on my proposal by saying: "Is it a good idea if you charge…"

What marketers usually do when it comes to making recommendations is say something like this:

> "*You need to do this*", "*You need to do that*". "*That's how it works*", "*It is industry best practice*", "*because Google said so,*"…….

When you say something like this to your client, you immediately take all the burden of proof.

Now you better be right or risk undermining your professional abilities and skills.

You can never be so sure about someone else's business.

You don't have hands-on experience dealing with your client's business operations.

You have no idea what is going on out there in their company.

So you should not be 100% sure that what you recommend will work.

Many people don't ask enough questions because they fear looking stupid in front of others and/or they don't want to bother their client/boss every day.

I used to think that asking too many questions would undermine my professional abilities and make me look clueless.

I need to sound like an expert and command like an expert.

> "*Do this or face the consequences*".

But that never really worked.

I spent countless hours finding a problem that someone in my client's company was already aware of.

What is the point of spending hours and days digging out information/insight already known to someone in your organization?

Your time would be best spent finding answers to questions no one can answer.

But for that to happen, you need to know the questions which have already been answered.

So, to develop a great understanding of a business, you must build the habit of asking your clients lots of questions.

Asking questions is the "one thing" that drives my analysis these days.

I spend less time finding answers and more time asking questions. I help the clients find their answers.

I ask questions, lots of questions, tons of questions.

"Every day is a question day. Every question drives a follow-up question."

I ask questions to deploy solutions quickly. I ask questions to embrace Agile Analytics methodologies truly.

We often take our clients for granted when deciding right and wrong for their business.

They may not know the importance of title tags in search engine ranking. They may not be aware of landing page design best practices.

But they do know how to run a profitable business. Running a profitable online business is not an easy job.

It may look easy, but it is not. Try to sell something profitably on eBay or Amazon, and you will get my point.

Your client is more knowledgeable than you think. You need to learn to leverage his industry knowledge and expertise.

Use this knowledge and expertise to fuel your analysis and rapidly deploy solutions.

There is always someone somewhere standing, right under your nose waiting for you to ask a question, and you are looking for the answers in analytics reports…….Not good :(

You are rewarding your client/boss poorly if you are not asking questions daily.

Asking questions is a sign of intelligence. It is a sign of understanding.

It is a sign of progress you are making in your analysis.

> ***"The art and science of asking questions is the source of all knowledge."***
> *– Thomas Berger*

That's why gathering business intelligence is critical.

#2 Doing Website audit

We carry out a website audit to achieve the following three objectives:

- ☐ **Find the gap between what a business is prioritizing and what is being prioritized on the website.**
- ☐ **Find the website errors and data collection issues that need to be fixed.**
- ☐ **Determine the data points that need to be tracked (data collection requirements)**

Many optimizers start their optimization process by auditing the client's website instead of first gathering the business intelligence (aka interviewing the client).

They audit the website under the assumption that the website accurately reflects the business needs and what the business is prioritizing.

But this is not always the case.

A business wants to grow blog subscribers. But the blog link is not even mentioned in the top navigation menu of their website.

Then it tells you there is a gap between what the business is prioritizing and what is being prioritized on the website.

Similarly, a business is keen to improve website sales.

But the majority of marketing campaigns are traffic-driven instead of conversion-driven.

Then it tells you there is a gap between what the business is prioritizing and what is being prioritized via marketing campaigns.

To do such a **GAP analysis**, you first need to know what the business prioritizes.

And to understand what the business is prioritizing, you must first gather business intelligence before doing a website audit.

#3 Doing analytics account audit

The objective of the analytics account audit is to find all the data collection and data integration issues across your website and web analytics and marketing tools.

An analytics account audit includes the following tasks (but is not limited to):

☐ Tag auditing
☐ Google Analytics account audit

A tag is a piece of JavaScript code which is used for collecting data.

The following are examples of tags:

- Google Analytics tracking code
- Google Ads remarketing code
- Facebook Pixel code etc

A tag is either hard-coded on a website or is deployed via a tag management solution (like Google Tag Manager).

Tag auditing is the process of identifying all the tags currently being deployed on a website and then documenting the following information about each tag:

1. What is the purpose of the tag?
2. What data is it collecting?
3. Where is the tag sending the data, or is supposed to send the data?
4. Does the tag still serve our purpose, or is it obsolete?
5. How is the tag collecting the data?
6. When does the tag collect the data?
7. Where (on which pages) does the tag collect the data?

The objective of tag auditing is to understand how the tags are currently being used on the website and which tags need to be updated, migrated or removed.

If you do not do tag auditing, you will have difficulty fixing tracking and conversion issues on your website.

#4 Fixing website errors, data collection and data integration issues

At this stage of our conversion optimization process, we fix the website errors, data collection and integration issues we have identified.

However, we don't try to fix them all in one go.

We first list the issues in descending order of priority and then fix the most important ones.

Determine the importance and priority of fixing the website tracking issues based on their potential impact on user experience and/or website sales.

For example, any issue related to the checkout process is a high-priority task as it directly impacts website sales.

Therefore it needs to be fixed first. **<u>Prioritization is the key here</u>**.

#5 Doing website usage analysis

The objective of website usage analysis is to validate and/or enhance our findings through analytics reports.

These are the same findings you discovered through business intelligence and website audit.

You can use any analytics tool (like Google Analytics) for your website usage analysis.

In website usage analysis, we analyze analytics reports and document our findings at least once every month.

In addition to monthly website usage analysis, you should **spend at least 2 to 3 hours everyday diving into various analytics reports.**

#6 Understanding the customer purchase journey

At this stage of our conversion optimization process, we enhance our findings further by truly understanding our customers and their purchase journey.

Remember, **conversion optimization is all about understanding your prospects really well. Know them better than they know themselves.**

Understanding the customers' purchase journey includes the following tasks (but is not limited to):

- ☐ Understanding and creating a client avatar
- ☐ Handling customers' objections
- ☐ Collecting live market feedback
- ☐ Usability testing

☐ A/B testing
☐ Attribution modelling

When you give a name and face to a typical customer in your niche, you create a profile called an '**Avatar**'.

We give our customers an avatar so we can clearly understand who they are and who we are talking to.

For example, you can name your avatar 'Aaron' and then use some random picture from the internet which shows what Aaron looks like.

You must do this visualization.

Otherwise, your target audience will remain faceless, nameless random people in your head, and you will have difficulty crafting a marketing message that really resonates with them.

If you are targeting both men and women, you need to create two avatars: one male and one female.

That is because marketing to a female demographic is not the same as marketing to men.

The marketing message which resonates well among men may not work among women and vice versa.

If you target people from multiple countries, you should create one client avatar for each nationality.

That is because marketing to one nationality (like Americans) is not the same as marketing to another (like British), even when they both speak the same language.

If marketing across cultures, you should create one client avatar for each culture.

For example, marketing to Hispanic Americans could be quite different than marketing to Asian Americans, even when they both share the same nationality.

You should create your ad copy and landing pages and do your marketing, keeping your client avatar in mind.

Because if you don't create an avatar and don't understand who your customers really are, you will never be able to speak to them effectively.

This is a crucial exercise that you definitely want to take the time to complete.

Your prospective customer is looking for a reason(s) NOT to move forward with you because of their false beliefs, doubts and objections about your offer.

So we need to find their false beliefs, doubts and objections and then crush them one by one.

One of the biggest problems in analytics is understanding the 'why':

- Why do people buy from my website?
- Why do people not buy from my website?
- Why is my advertising not working?

Unfortunately, clickstream analytics tools, like Google Analytics, do not help much in understanding the 'why'.

They are only good at understanding 'what' (what happened on my website).

To truly understand 'why', you need to ask questions to the people who are the reason you have such questions in the first place.

Yes, you guess it right - your website users, your customers. They are the best people to answer 'why'.

And the best tools to get the answers to 'why' are surveys and/or one-on-one conversations.

Surveys are a great way to engage with your target audience and get direct feedback about your products, customer service, and satisfaction.

Surveys also help in understanding the decision-making process of your customers.

To respond quickly to your customer's ever-changing needs and expectations, to constantly innovate, improve customer satisfaction and increase customer lifetime value, you need to conduct surveys all the time, day in and day out.

If you continuously gather customer feedback, you will never be short of finding the problems that need fixing.

Your customer feedback will almost always highlight the most important issues that need fixing.

Without this data, you may spend significant amounts of time and resources finding and fixing problems that do not really matter to your customers.

And if something does not matter to your customers, it will not help you improve the business bottom line. It is as simple as that!

#7 Setting up goals, strategies and KPIs for your business

There is a famous quote from Chinese philosopher Laozi:

"***A journey of a thousand miles begins with a single step***".

But what if your first few steps take you in the wrong direction?

Well, in that case, you may end up thousands of miles away from your desired destination.

So the right beginning is as important as the journey itself.

In the case of conversion optimization, we start our journey by setting up goals, strategies and KPIs (Key performance indicators).

KPI is a metric that is one of the most important indicators of the current performance level of an individual, department and/or company in achieving goals.

A KPI measures your performance (as an individual, department and/or a company) in achieving key goals.

If you are an individual, department and/or a company and you have set up clearly defined goals for yourself, then you should use KPIs to measure your performance in achieving your goals.

An organization should use KPIs at multiple levels (organization level, department level, individual level).

The following are examples of good KPIs:

- Gross profit
- Operating profit
- Net profit
- Revenue growth rate
- Total economic value
- Return on investment (ROI)
- Customer lifetime value

Without setting up goals, strategies and KPIs, you will likely suffer from directional issues.

A **directional issue** is an inability to move in the right direction and at the right time.

It is the inability to determine:

- What data needs to be analyzed and when.
- What data should be overlooked.
- Where to look at in any analytics reports.

Just because you have got data does not automatically mean that you should go ahead and analyze it.

The cornerstone of every successful analysis is "moving in the right direction".

The direction in which your analysis will move will determine the direction in which your marketing campaigns and, eventually, your company will move to get the highest possible return on investment.

You get this direction by setting up goals, strategies and KPIs.

#8 Creating offers and a value ladder for your business

A value ladder is a way to structure your business to your target audience at different stages of their awareness (problem-aware, solution-aware, product-aware, most-aware).

It's a way to sell your customers your most expensive product or service.

To create a value ladder, we create several offers presented to our target audience in ascending order of value and price.

That means, as we provide more value to our customers, we charge more.

Consequently, the very bottom of your value ladder should contain free stuff, and the very top of your value ladder should contain your most expensive product.

Following is the value ladder for my website OptimizeSmart.com
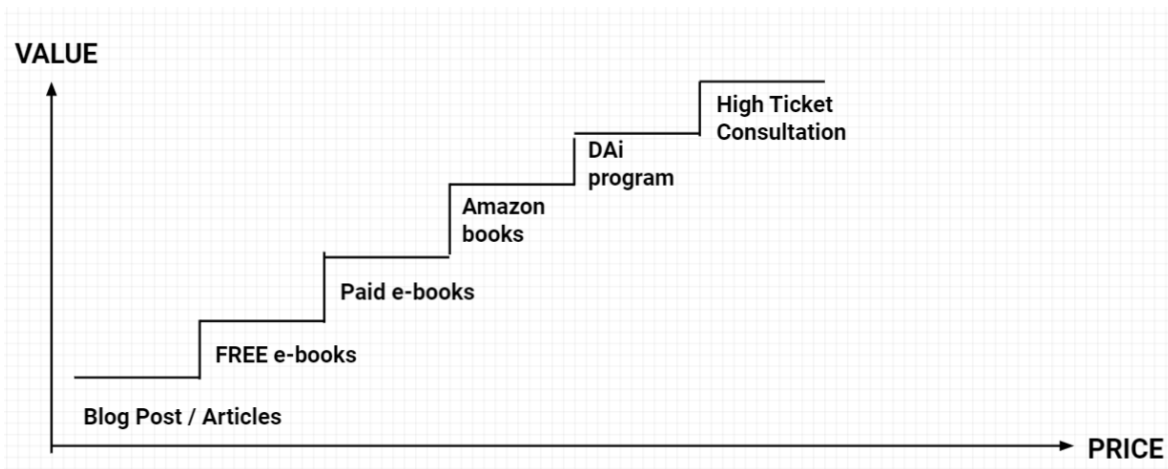
At the very bottom of the value ladder is the free content in the form of articles/blog posts.

The first objective of these articles is to provide a lot of free value to prospects (without asking for anything in return, not even their email address).

The second objective of these articles is to ascend prospects to the next step of my value ladder, which is downloading my free ebooks.

So if you visited my website, you might have downloaded one of my free ebooks because of the value you received from my free articles.

The first objective of these free ebooks is to provide even more free value to prospects, but this time in exchange for their name and email address.

You can only download a free ebook on my website when you supply your name and email address.

The second objective of these free ebooks is to ascend prospects to the third, four and fifth steps of my value ladder. which are:

1. Purchasing one or more of my paid ebooks.
2. Purchasing one or more of my amazon books.
3. Enrolling in the digital analytics implementation program.
4. Apply for consultation services.

As our prospects climb our value ladder, they receive progressively more value but at a higher price point.

We create a value ladder for a business based on our understanding of our target audience, industry, and competition.

That's why before you create a value ladder, you must have:

● Set up your goals, strategies and KPIs for your business.
● You have a great understanding of your products, target audience and competitors.

Most businesses don't use any value ladder.

They rely on old and outdated cold outreach to sell their products and services.

So instead of taking their prospects on a value ladder, they directly try to sell them their most expensive product/service via cold email/phone call:
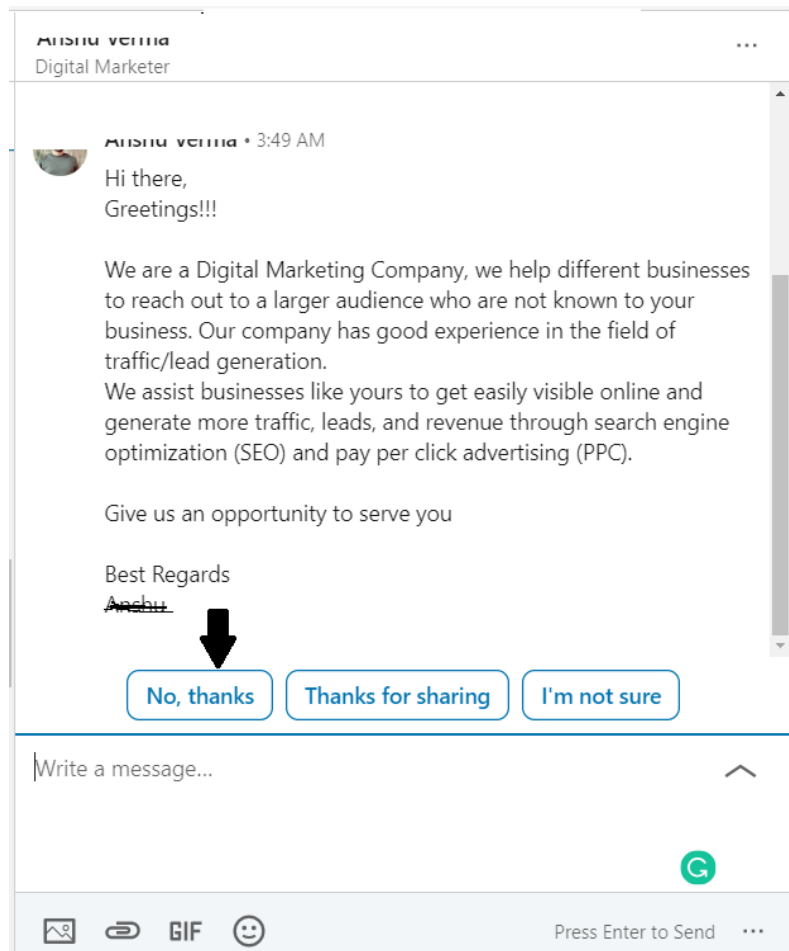
It's like you are walking on a road, minding your own business, and are suddenly stopped by a stranger who asked you to pay $3000 per month for the foreseeable future for his business consultation.

Would you buy it?...Most probably not.

Because you don't know him, you haven't received any value from him upfront.

We can do business with people from all over the world without ever meeting them in person or talking to them over the phone because we help them climb our value ladder by providing progressively more value the higher they ascend.

The biggest mistake that most businesses make is focusing on the price rather than the value.

It is called a 'value ladder' and not a 'price ladder' for a reason.

You are in the business of providing value first.

The money that you earn is the byproduct of the value you provide.

The more free value you provide to your prospects upfront, the more money you can earn.

#9 Doing Funnel Hacking

Funnel hacking means to model (and not carbon copy) what others, who are the best in your industry/niche, are doing to sell their products/services.

If that is working for them, then it is highly probable that it will work for you.

This should be your starting point. You start your journey by standing on the shoulder of giants.

Moving forward, you can iterate your offer, marketing message and funnels to improve them.

By doing that, you will get a head start in your marketplace. You will be years ahead of most of your competition.

<u>In funnel hacking we analyze our competitors' funnel(s) and note down the following (but not limited to):</u>

- ☐ Their offers
- ☐ Their ad copies
- ☐ The copy they use on their landing pages
- ☐ Their pricing
- ☐ Their upsells and downsells
- ☐ Their checkout process
- ☐ Onboarding process
- ☐ Their remarketing ads

#10 Building leads and sales funnels

A traditional website does a poor job of converting website visitors into paying customers because it cannot take website visitors through a proven process that leads them to complete your desired goal.

A traditional website creates all sorts of distractions for your users.

It has the home page, about us page, contact us page, blog, etc.

A typical user won't know the right order to consume the website content before making an informed decision about purchasing or submitting a lead.

By creating a funnel, you can take your website users through a process that leads them to achieve your desired goal.

So if you want your website users to complete a purchase, you take them through your **sales funnel.**

Similarly, if you want your website users to submit a lead, you take them through your **lead funnel.**

A funnel is a process you expect your website users to follow to achieve your desired goal.

A funnel is made up of one or more pages, actions and traffic sources.

Here,

> **Pages (or funnel pages)** can be a sales page, opt-in page, blog post, order page, thank you page, order confirmation page, etc.

> **Actions (or users' actions)** can be a scroll, button click, add to cart, add to list, complete form, watch a video, etc.

> **Traffic Sources** can be email, Facebook, Google ads, Google organic, etc.

You will never be able to scale your advertising/business if you do not have a proven funnel that works 9 out of 10 times.

Now when I see a business that is not spending thousands or tens of thousands of dollars on ads, my default conclusion (unless proven wrong) is that they do not have a battle-tested funnel.

That's why they are stuck with organic methods (which are great for reducing CPA over time but not something that should be their primary weapon).

With organic methods, you can scale a business only to an extent.

If you want the sky to be your limit, you need to switch to paid advertising and use funnels.

#11 Sending traffic to funnels

At this stage of the conversion optimization process, we start sending traffic to our leads and sales funnel.

Sending the traffic includes setting up, running and managing marketing campaigns.

You should set up your daily leads/sales goals and then work backwards to determine the volume of traffic you need in your funnels to achieve your marketing goals.

#12 Optimizing funnels for sales, leads and other conversions

Funnel optimization includes:

- ☐ Optimizing the traffic you are sending to the funnels. That means optimizing your marketing campaigns.
- ☐ Segmenting your funnels by traffic source, location, gender, device category, etc.
- ☐ Finding the biggest drop-offs from one funnel step to the next.
- ☐ Finding the reasons for the drop-off and then removing them through experimentation and testing.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You have a proven process and framework in place through which you can scale your business and optimization efforts.	
Gathering business intelligence is a big part of your day to day work.	
You wholeheartedly believe that business questions can never be answered as accurately by anyone other than the people who run the business.	

You follow checklists to carry out a website audit and analytics account audit.	
One of your objectives in doing a website audit is to find the gaps between what a business is prioritizing and what is being prioritized on the website.	
You consider yourself an expert in finding all the data collection and data integration issues across your website and web analytics tools.	
You fix website errors, data collection and data integration issues based on their potential impact on user experience and/or website sales.	
You conduct website usage analysis to validate and/or enhance your findings through analytics reports.	
In addition to monthly website usage analysis, you spend at least 2 to 3 hours everyday diving into various analytics reports.	
You understand your target audience much better than they know themselves.	

You have set up clearly defined goals and strategies at multiple levels (organization, department, individual).	
You have set up KPIs at multiple levels (organization, department, and individual).	
You know what data needs to be analyzed and when it needs to be analyzed. You know what data to overlook and where to look in analytics reports.	
You use a value ladder for your business.	
You do funnel hacking to create the first iteration of your offers, ad copies, landing pages, upsells, downsells etc.	
You have leads/sales funnels in place, which are based on your value ladder and funnel hacking.	
You know exactly how much traffic you need to send to your conversion funnels daily to achieve your daily, weekly and monthly sales and leads target.	
You consider yourself an expert in segmenting the funnel data and finding the biggest drop-offs from one funnel step to the next.	

You consider yourself an expert in optimizing your funnels for sales, leads and other conversions.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1 - 47

You are doing random optimization. You optimize a website/campaign without any clear objective.

You identify problems (based on some industry best practices), and then you rush to fix them in the hope that it will somehow improve the business bottomline.

Every second or third day, you ask yourself, "What should I do next?".

You are missing the core, fundamental elements required to deliver good results consistently.

Both marketing and conversion optimization are most likely not working well for your business.

In short, you need professional help :(

Score: 48 - 80

You understand the importance of processes and frameworks, and you are likely getting moderate success from your conversion optimization and marketing efforts.

However, there is still a lot of room for improvement.

Score: 80+

You most likely have a proven process and framework in place through which you can scale your business and optimization efforts.

You understand the importance of gathering business intelligence and are ready to move to the next level.

Chapter-7: How to future proof your career with digital analytics

Your career is not future-proof if you currently do online marketing or CRO for a living.

First, understand that unless you are considered the father of Robotics or Artificial Intelligence, you can not get away with sweeping statements like

> **"Robots WILL NEVER be able to replace…..[insert your job here]"**

Example: "AI can never write better ad copy than humans".

If a big part of your job involves doing repetitive manual tasks and/or following checklists/SOPs, it can and will be fully automated. It is just a matter of time.

For example, the way things are progressing with Google Ads, it is becoming pretty evident that Google does not want you to create/optimize your ad copies, select your keywords or even manage your ad spending.

It is well known that Google Ads recommendations are usually about increasing ad spending.

But lately, Google Ads is pushing advertisers to hand them more control over their ads and ad spending.

Following are some of the top recommendations from Google Ads...

Here is how Google defines automatically created assets:

"Automatically created assets add headlines, descriptions, and other assets based on content from your landing page, domain, and ads.

Automatically created assets will be used in combination with assets you provide and can lead to an increase in performance for your campaigns while saving you time."

To make matter worse (at the time of writing this ebook), Google is testing automatically applied recommendations by offering advertisers $100 in Google Ads credit:

If this test works out well for Google, it will have huge implications for the online marketing industry.

Imagine all of the recommendations above are automatically applied by Google to your ad account without your knowledge or consent.

Following are examples of other functionalities Google Ads has removed or made considerably worse as they take away progressively more control from advertisers:

#1 Exact match keywords are no longer exact match.

#2 Broad match keywords have become too broad (match types will also be gone soon).

#3 Google Ads are heavily promoting broad match campaigns that utilize machine learning to find audiences likely to convert.

#4 You can no longer target videos via keywords.

#5 Google removed expanded text ads and replaced them with responsive search ads that don't perform as well.

Sooner or later, Google may take away all the ad controls from marketers.

Other advertising platforms like 'Facebook' are also moving toward taking away more control from marketers.

Now take a close look at your day-to-day work and see how many repetitive tasks you carry out each day which does not require much thinking but just following a checklist or SOP (Standard Operating Procedure).

If another person gets hold of your checklists/SOPs, can they replace you easily?

If the answer is yes, you will be replaced by a plug-in or software in the near future.

The skills you possess right now will most likely still be required in the near future. That's the good news.

However, there is no guarantee that you, as a human being, would be required for those skills.

For example, SEO may still be required in the near future, but a plug-in or software could replace SEO professionals.

Any career that requires a lot of interactions with other human beings would likely survive, like people who are into sales, hospitality, care, counselling, education, training etc.

Digital analytics is one of the future proof careers, most likely for another 10-15 years.

Now you may be thinking about machine learning. Can't it replace digital analysts?

Yes, it can, but the probability is very low.

Because machines are not good at understanding the context in which data should be analyzed and interpreted.

Even **ChatGPT** (an AI enabled chatbot) admits that it can not interpret analytics data like humans.

The factors required to understand the context (like an organization's collective know-how and interaction with other human beings…) are often outside the digital realm.

You can not create a checklist or an SOP to find and understand the context in which data should be analyzed and interpreted.

If this were the case, every human being who followed some checklist/SOP would be able to interpret the same data/chart correctly, and there would be no misinterpretation of data.

Different people can analyze and interpret the same data differently, even if you give them a checklist. It all depends upon the context in which the data is interpreted.

If you understand the context better, your data interpretation will be more accurate.

At some point, most of the marketing, optimization and experimentation tasks you see today being manually performed will be fully automated.

But human beings would likely still be required for the overall supervision and strategic decisions.

Now the question is whether you would be one of those few lucky human beings the machines would still require.

The future of Google Tag Manager (and by extension 'website tracking') is bleak, and here is how to prepare yourself for it…

If all you know is GTM (Google Tag Manager) and your entire livelihood depends upon setting up and fixing website tracking issues via GTM, you have built your career on the sand :(

It is only a matter of time before everything falls apart.

For example, **Oribi Analytics** (now acquired by LinkedIn) is a **no-code analytics platform**.

That means you don't need to add tracking code or deploy tags to capture individual events.

No need to scrape the HTML DOM, wrestle with JavaScript, and create tags and triggers to capture events.

No need to register events via custom dimensions/metrics. None of that BS.

All users' interactions are tracked automatically and not just on a single domain but across domains. You don't even need to set up cross-domain tracking.

It makes GTM pretty much useless.

Oribi is one of the most popular no-code analytics platforms. However, they are/will not remain the only ones.

More players will enter the market as more people realize the benefits of using a no-code analytics platform.

Besides the tools like Oribi, GTM has another arch enemy, Customer Data Platforms (like segment.com).

Segment and GTM are designed to route data from one data source to another.

However, unlike GTM, you can use Segment much more easily to route data between multiple data sources.

Though Segment often promotes itself as an alternative to GTM, it is not a replacement (yet).

However, here is a thing, I don't see any reason why Segment (or any similar tool) can not also provide the features of a traditional TMS (Tag Management Solution) in the coming years.

If you keep this possibility in mind, there will come a time when traditional TMS may just no longer be required.

Because of that reason, the future of GTM is bleak.

If you develop your entire skillset around specific tools, do not be surprised if you become obsolete overnight.

No tool or technology lasts forever.

My point is to develop skills that are not heavily dependent on specific tools or technology. That way, you can future-proof your career.

Focus on moving to the non-technical side of web analytics.

The technical side deals with implementation stuff: installing/ fixing tracking on a website.

The non-technical side involves creating strategies, frameworks, conversion optimization, data analysis, and reporting.

Plugins and automation are a big threat to those working on web analytics's technical side.

For example, many shopping carts now have enhanced ecommerce tracking built in.

There are many plugins available in the market through which you can easily install GA, GTM, event tracking, enhanced ecommerce tracking, etc., in just a few steps.

More and more CMS, Shopping Carts, and CRMs are now natively integrating with Google Analytics and GTM, thus eliminating the need to integrate with GA manually.

Tools like '*oribi*' and '*segment*' have started to threaten the existence of Google Tag Manager.

Every couple of weeks, some new plugin pops up in the market, automating certain tracking aspects.

All these tools and technologies are reducing the demand for website tracking services.

And when there is more supply than demand, competition becomes fierce, and market value goes down. So then you can't charge more.

Automation will hit the technical side of web analytics the hardest in the coming years.

If you want an intellectually stimulating and financially rewarding career, learn and master the non-technical side of web analytics, where you analyze data, carry out A/B tests, conversion optimization, marketing attribution, etc.

Because that kind of work is directly tied to improving the business bottom line and has a tremendous market value.

This is the kind of work that can not be easily outsourced to any tool or plugin.

You will face less competition (in comparison to GA developers) and get more opportunities, as good web analysts/optimizers are still short in supply and great in demand.

No one will pay you tens of thousands of dollars to set up enhanced ecommerce tracking. Just forget about that.

But you might get a conversion optimization project where you can charge, say, $40k.

The money really flows in the non-technical side of web analytics.

And unlike the technical side (where you mostly get one-off projects), you can also generate monthly recurring revenue from clients.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You believe that "Robots WILL NEVER be able to replace…..[insert your talent and current skills]."	
A big part of your job involves repetitive manual tasks and/or following checklists/SOPs.	
If another person gets hold of your checklists/SOPs, they can replace you easily.	
You have developed your entire skillset around specific tools (like Google Analytics, Google Tag Manager, Google Ads, Facebook etc.)	

Your current skills depend heavily on the use and availability of specific tools or technology.	
You are heavily involved in the technical side of web analytics, where you mainly install and fix website tracking.	
You think plugins and automation are NOT a big threat to those who work on web analytics's technical side.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 29+

You are living in complete denial, and your career is not safe :(

Understand that unless you are considered the father of Robotics or Artificial Intelligence, you can not get away with sweeping statements like "Robots WILL NEVER be able to replace…..[insert your insecurity here]."

If a big part of your job involves doing repetitive manual tasks and/or following checklists/SOPs, it can and will be fully automated. It is just a matter of time :(

Score: 18 - 29

You consider the threat of Artificial Intelligence and machine learning to be real. You want to future-proof your career.

But you still do not fully understand the magnitude of technological advancement's impact on your future job prospects.

Understand that the skills you possess right now will most likely still be required in the near future. That's the good news.

However, there is no guarantee that you, as a human being, would be required for those skills.

For example, SEO may still be required in the near future, but a plug-in or software could replace SEO professionals.

Score: 1 - 17

You are very well aware of the threat of Artificial Intelligence and machine learning on your future job prospects.

You are way ahead of your time, and you have good foresight.

You are willing to do everything you can to future-proof your career.

You greatly understand emerging tools and technologies, and future trends.

Chapter-8: How to learn and master digital analytics and conversion optimization in record time?

When it comes to learning new skills, there are two ways: The easy way and the hard way.

The hard way is that you learn things on the job but at an incredibly slow pace, over the years/decades, by doing hits and trials.

Many people spend decades in their job and career and still don't learn much.

Because they follow the hard way, they can not leverage other people's knowledge and expertise.

The easy way is to learn from an expert.

It is the most effective way to solve any difficult problem, as you will be learning from someone who has already successfully solved it.

Unless your problem is to figure out how to move to Mars, your problems are not unique.

There is almost always someone out there who has successfully solved the problem that you are currently facing.

I had this false belief that the only reason that I haven't become an expert so far is because I haven't read enough articles, watched enough YouTube videos, and attended enough conferences.

So I spent hours every day consuming all the information I could find.

But that did not make me an expert. That did not solve my attribution problems.

It was frustrating to realize that my hard work wasn't taking me anywhere.

Then one day, I realized that it wasn't my fault. It is the fragmented knowledge that wasn't taking me anywhere.

The free information I was getting from all over the internet is fragmented and so not very useful.

See, there are many YouTube videos on flying a commercial aircraft. But will that make you a pilot? Just think about it for a second.

There are a lot of youtube videos on surviving in the wild. But will that make you a survival expert?

They all give you different pieces of a puzzle and then leave you to figure it out on your own.

There is also a lot of information out there that is either downright wrong or that you don't really need.

How do you know which information to trust, which to ignore, and where to focus?

The internet provides free information on every conceivable topic. All you have to do is to use Google.

So why spend any money buying the same information in a course, book, or any other form of training?

And all these people who enrol in expensive courses, buy books and attend conferences and mastermind programs are just plain stupid.

They are wasting their money on purchasing the information readily available online for FREE.

I used to think like that. But then, one day, I realised that…

If free information were the currency of success, everybody would be an expert, a millionaire with six-pack abs.

There would be no need for coaches, teachers, and mentors.

People would Google whatever information they want and become experts in their chosen field.

But amazingly, even tons of free information is not making everybody an expert.

Amazingly, watching countless YouTube videos and reading countless blogs and ebooks is not making everybody an expert.

So what is wrong with the picture?

"They don't have skin in the game".

When you consume free information, you are not obliged to act on it.

Nobody will hold you accountable for not taking any action.

You have nothing to lose whether or not you choose to act on the free information provided to you.

In other words 'you don't have skin in the game".

However, if the same free information is wrapped up in a $3000 course and sold to you, you will most probably take action, and you will most probably get results unless you don't mind wasting $3000.

That is why coaching programs, mastermind groups, and formal training still thrive in the world of free information.

They create an environment where you are held accountable for not taking the required actions.

They create an environment where there is a risk of monetary loss if you fail to implement what you have learned.

They create an environment where you learn a new skill, step by step, from start to finish.

They create an environment that speeds up your learning process.

What I have discovered through my training programs and the training programs of others is that:

People learn the best and get results when the stakes are high when they have 'skin in the game'.

Why do people enrolling in expensive courses/programs tend to perform much better and get results?

It is because they have a big investment to justify.

They must prove they have not made a mistake by buying such an expensive training program.

Most importantly, they don't want their friends and family to believe they made the wrong choice.

This constant need to justify their investment motivates them to consume all the information provided to them and, most importantly, take action.

This constant need to justify their investment pushes them to get results.

It is also why many people tend not to buy expensive training programs.

They don't want to experience that discomfort which comes with the need to justify their investment and feel pressured to get results constantly.

It is also the reason why many people tend to buy cheap courses. They purchase the course to satisfy their need to learn a new skill.

But since the course is cheap, there is no pressure to justify their investment and get results.

How much pressure can you experience from a $10 course that constantly pushes you to get results?

Very little.

That is why you won't hear anyone saying, 'oh, that $10 course changed my life. It just won't happen.

When you buy information, you are actually buying accountability for yourself because you have been programmed not to waste money since you were a kid.

So you feel compelled to consume the purchased information and get results.

You don't want to waste money. Do you?

The more you pay to buy a piece of information, the greater your desire/compulsion to consume the purchased information and get results.

That's why they say, '**the more you pay, the more attention you pay**'.

Both paid video training and a free YouTube video can provide the same information.

But what makes paid video training superior is that you are also buying accountability for yourself, which could be a game-changer.

Then I discovered what all the top experts have in common.

They all have coaches and mentors, and not just any coach but world-class coaches and mentors and not just one but many.

I also discovered that nobody succeeds on his own, and a self-made man is a myth.

If I hadn't been directly coached by 'Avinash Kaushik', my career would be in a different direction today.

And when I say directly coached, I do not mean I was coached just by watching his videos.

We had 'live' calls/classes weekly for three months straight. I had to submit a dissertation which he evaluated.

I had to convince him why I should be certified.

That means he wasn't awarding certification of participation to every student in his program. Some students failed the program.

And trust me, convincing him was not easy. It wasn't an easy course to pass and wasn't a cheap training program either.

I was nominated for **'digital analytics association awards for excellence'** in 2013, just a few months after completing my training program:

Awards for Excellence 2013: Nominees

Digital Analytics Rising Star (individual)

- **Eduardo Cereto Carvalho**, Google, Web Analytics Specialist
- **Chauncy Cay Ford**, Dell, eCommerce Management Consultant | Tealea
- **Rachael Gerson**, SEER Interactive, Head of Analytics
- **George Lee**, AOL, Sr Analyst
- **Abbe Lefkowitz**, MaassMedia, Data Analyst
- **Mathieu Llorens**, AT Internet, CEO
- **Tim Patten**, Localytics, Senior Implementation Consultant
- **Mike Pedicino**, Catherine Plus Sizes, e-marketing analyst
- **Krista Seiden**, Google, Product Marketing Manager
- **Himanshu Sharma**, SEO Takeaways, Founder
- **Elizabeth Smalls**, Abercrombie & Fitch, Direct to Consumer Analyst
- **Pradeep SV**, Cognizant Technology, Solutions Implementation Consulta
- **Jared Vestal**, BrightTag, VP of Analytics and Connectivity
- **Tiffany Zimmermann**, Stratigent, Digital Marketing Manager
- **Randy Zwitch**, Keystone Solutions, Senior Data Scientist

So it took me just a few months to go from a complete novice in digital analytics to being the person who is considered for 'digital analytics association awards for excellence'.

The Digital Analytics Association is a world-renowned, not-for-profit association that helps organisations overcome data acquisition and application challenges.

In December 2015, I published my first book, titled '**Maths and Stats for Web Analytics and Conversion Optimization**':

In December 2016, I published my second book, titled '**Attribution Modelling in Google Analytics and Beyond**:

Then I published my third book titled '**Master the Essentials of Email Marketing Analytics**':

Then in Jan 2019, I published my fourth book titled '**Attribution Modelling in Google Ads and Facebook'**:

Then in Sept 2021, I published my fifth book titled '**Attribution Modelling in Google Analytics and Beyond (2nd Edition)**':

As you can see, in just a couple of years, I went from a complete novice in digital analytics to becoming the author of five books on digital analytics.

And don't get me wrong, I am not sharing my credentials with you to boast about my accomplishments.

But to show you the power of transformation, one can get only by being mentored by a true expert.

I did not achieve this massive transformation quickly by reading countless random blogs, E-books, watching YouTube videos or attending useless conferences.

And I am not that smart, either. I have learning difficulties.

If I can do it, So can you. You need someone to show you the right direction.

And why repeat the mistakes that others have made before you?

It doesn't make any sense. Learn from other people's mistakes and avoid them.

If you believe in head-starting, then you need a coach.

Reading blog posts and attending conferences are all good, but they can never be a substitute for formal training.

You will learn a ton every time you make a mistake in the presence of your mentor.

I did this by finding Avinash Kaushik and learning his best skills, tricks and tips.

He helped me create the right foundation, and I built my analytics house on top of that.

I went from a complete novice in digital analytics to the author of five books on digital analytics only because of the mentorship I received.

Otherwise, I would still be struggling with digital analytics and marketing.

Success Check-in Exercise

Before we proceed with the rest of the book, let's first check-in with where you're at right now in your business /career.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are —1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the answer key to determine your next steps.

Success Check-in Statement	Self Rating
You believe in learning from an expert instead of trying to figure everything out on your own.	
You are ambitious, highly motivated, and believe in investing in yourself.	
You put your personal development above the course fees.	
You are a keen learner. You are hungry for knowledge and success.	
You understand that the free information you get from all	

over the internet is fragmented and so not very useful.	
You want to be held accountable for taking the actions required to learn and master new skills.	
You have coaches and mentors. Few of them are world-class.	
You understand that nobody succeeds on his own, and a self-made man is a myth.	
TOTAL UP YOUR SCORE:	

What Your Score Really Means

Score: 1-19

It would be best if you worked on improving your mindset and attitude towards your career :(

Following are the top five false beliefs that are stopping you from becoming an expert and getting the most out of your career:

False belief #1: I can figure it out on my own.
False belief #2: FREE information can make me an expert.
False belief #3: I don't need to have skin in the game.
False belief #4: Cheap information can make me an expert.

False belief #5: I can achieve exponential and life-changing growth without enrolling in an expensive training program (or without paying a heavy price)

Score: 20 - 33

You understand the importance of coaches and mentors but still believe in doing lots of DIY. As a result, your growth is slow and often painful.

Score: 33+

You truly believe in the importance of formal coaching and mentors. You have the right mindset for achieving tremendous growth in your career.

You are destined to become successful in your life and career. It is just a matter of time.

Key Takeaways from the book

To maximize sales and ROI, you need to scale your advertising efforts and spending rapidly. And you can't do that without paid advertising.

The success of a business can be measured by its ability to do and scale paid advertising.

You can scale your advertising only when you have a solid 'proof of concept', a battle-tested funnel, and a great understanding of your target audience.

Organic methods and inbound marketing are great for reducing CPA over time, but they should not be your primary weapon.

Most marketers and business owners don't know or understand their numbers because they don't know how to interpret data correctly.

To correctly interpret the analytics data, you need to know the math and statistics behind digital analytics and conversion optimization. You need to understand the jargon used by your analytics software (like Google Analytics), and you must be able to take full advantage of your analytics tool.

When you don't fear losing money in paid advertising, you can spend more money on advertising and earn more money as a result.

In online marketing, your ad copy, targeting and landing page generate sales, not the advertising platform or platform-specific knowledge.

Random optimization occurs when you optimize a website and marketing campaign without any clear objective.

If you wish to keep your client/job for the foreseeable future, develop a great understanding of how platforms like Google Analytics, Google Ads and Facebook actually attribute conversions and sales.

If a marketing campaign or a keyword is not closing a sale, it may be initiating or assisting a sale. So if you do not bid on the campaigns /keywords that initiated or assisted the sale, you will likely lose money in advertising.

Direct traffic is not a marketing channel but a demand which is a byproduct of investment in marketing channels like Google Ads and Facebook.

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

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

Branded traffic is overrated and overvalued by Google Analytics and Google ads.

Your website users can switch between marketing channels and/or devices while browsing your website and/or before making the purchase.

Any improvement or decline in the performance of one marketing channel can impact the performance of other marketing channels. As a result, marketing channels can affect each other's performance.

Learning and implementing Digital analytics is the key to online business success.

You need to know your numbers like the back of your hand.

Digital analytics is not about Google Analytics and Google Tag Manager. It is about analyzing and interpreting data, setting goals, strategies and KPIs and creating a strategic roadmap for your business.

Digital Analytics is the core skill. Google Analytics is just a tool used to implement 'Digital Analytics'.

You learn data analysis and interpretation from digital analytics, not Google Analytics.

You learn to set up KPIs, strategies and measurement frameworks for your business from 'digital analytics' and not from 'Google Analytics'.

Analytics reports are not what you see is what you get. They are what you interpret is what you get.

Anyone can learn to use Google Analytics in a couple of weeks. But that does not mean they can benefit from it because poor data interpretation results in poor insight.

What separates one digital analyst or marketer from the other is the interpretation of data and how they read the data and gather insight to drive sales.

Conversion optimization is not working for your business because it is not the core discipline to master. Digital Analytics is the core discipline.

Conversion optimization is one of the applications of digital analytics.

Digital Analytics is like grammar and words, and conversion optimization is the language based on that grammar.

Conversion optimization is a subset of digital analytics.

Conversion optimization deals with on-site optimization where web page designs are evaluated and optimized for conversions through 'voice of customers analysis'.

If you are strong in digital analytics but weak in conversion optimization, you can still do well. But if you are weak in digital analytics, you are destined to fail in conversion optimization.

Anyone can learn to do A/B testing in a couple of hours. But that does not mean they can actually benefit from it because poor data interpretation results in poor insight.

If you want to advertise on any marketing platform for free with an unlimited marketing budget, then you need to focus on optimizing just one metric. This metric is called Profitable ROAS.

Profitable ROAS is the ROAS you need to stay within your maximum CPA target. Profitable ROAS = Average order value / Maximum CPA

Maximum CPA is the maximum amount you are willing to spend to acquire each customer without sacrificing your operating profit margin. Maximum CPA = operating profit per customer – operating profit per customer you want to keep.

Operating profit per customer is the gross income you earned from a customer during his lifetime.

Operating profit per customer = Customer Lifetime Value – (average refund per customer + average direct cost per customer + average operating cost per customer)

Customer lifetime value (also known as LTV) is the projected revenue your customer will generate during his lifetime.

Customer Lifetime Value = Average Order Value * Average Purchase Frequency * Average Customer Lifespan

Operating profit per customer you want to keep = (operating profit margin * customer lifetime value)

In order to calculate your maximum CPA and make a profit, you need to decide what sort of operating profit per customer you want to keep.

More operating profit per customer you want to keep, lower would be your Maximum CPA. In other words, the higher your desired operating profit margin, the lower is going to be your Max CPA.

Your Maximum CPA depends upon your desired level of profitability and your industry.

Calculating Maximum CPA is extremely important. If you don't know your Maximum CPA, you will never be able to scale your advertising. It is that important.

According to the law of diminishing returns, if you keep adding more of one unit of production to a productive process while keeping all other units constant, you will start producing lower per-unit returns at some point.

The law of diminishing returns will stop you from doubling/tripling your sales by just doubling/tripling your ad spend. You can't just double your sales by doubling your ad spending. It doesn't work like that.

Gathering 'business intelligence' means gathering as much information as possible about the client's business directly from the client.

Digital analytics reports are just a huge collection of website usage data. They cannot spell out any insight on their own to you.

To gain insight from digital analytics reports, you need to know the context beforehand. To know the context, you need a great understanding of the business beforehand.

Do not analyze data from analytics tools under the assumption that they provide accurate and absolute insight.

Business questions can never be answered as accurately by anyone other than the people who run the business.

You need to keep asking questions until you reach the underlying source of the problem.

Asking too many questions from your client/boss would NOT undermine your professional abilities and skills. Asking questions is a sign of intelligence and understanding.

Your time would be best spent finding answers to questions no one can answer. But for that to happen, you need to know the questions which have already been answered.

Spend less time finding answers on your own and more time asking questions. Help the clients find their answers.

Your client is more knowledgeable than you think. You need to learn to leverage his industry knowledge and expertise to fuel your analysis and rapidly deploy solutions.

DO NOT audit a website under the assumption that the website accurately reflects the business needs and what the business is prioritizing.

The objective of tag auditing is to understand how the tags are currently being used on the website and which tags need to be updated, migrated or removed.

If you do not do tag auditing, you will have difficulty fixing tracking and conversion issues on your website.

Determine the importance and priority of fixing the website tracking issues based on their potential impact on user experience and/or website sales.

The objective of website usage analysis is to validate and/or enhance your findings through analytics reports. These are the same findings you discovered through business intelligence and website audit.

In addition to monthly website usage analysis, you should spend at least 2 to 3 hours diving into various analytics reports daily.

Conversion optimization is all about understanding your prospects really well and knowing them better than they know themselves.

We give our customers an avatar so we can clearly understand who they are and who we are talking to.

Keep your client avatar in mind while creating your ad copy and landing pages and doing all your marketing.

If you don't create an avatar and don't understand who your customers really are, you will never be able to speak to them effectively.

Your prospective customer is looking for a reason(s) NOT to move forward with you because of their false beliefs, doubts and objections about your offer. So you need to find their false beliefs, doubts and objections and then crush them one by one.

One of the biggest problems in analytics is understanding the 'why'. And the best tools to get the answers to 'why' are surveys and/or one-on-one conversations with your customers and prospects.

Clickstream analytics tools (like Google Analytics) do not help much in understanding the 'why'. They are only good at understanding 'what' (what happened on my website).

If you continuously gather customers' feedback, you will never really be short of finding the problems that need fixing. Your customers' feedback will almost always highlight the most important issues that need fixing.

In the case of conversion optimization, we start our journey by setting up goals, strategies and KPIs (Key performance indicators).

KPI is a metric that is one of the most important indicators of the current performance level of an individual, department and/or company in achieving goals.

An organization should use KPIs at multiple levels (organization level, department level, individual level).

A value ladder is a way to structure your business to appeal to your target audience at different stages of their awareness. It is a cost-effective way to sell your customers your most expensive product or service.

To create a value ladder, you would need to come up with several different offers presented to your target audience in ascending order of value and price. As you provide more value to your customers, you charge more.

Funnel hacking means to model (and not carbon copy) what others, who are the best in your industry/niche, are doing to sell their products/services. If that is working for them, then it is highly probable that it will work for you.

You will never be able to scale your advertising/business if you do not have a proven funnel that works 9 out of 10 times.

With organic methods, you can scale a business only to an extent. If you want the sky to be your limit, you need to switch to paid advertising and use funnels.

You should set up your daily leads/sales goals and then work backwards to determine the traffic volume you need in your funnels to achieve your marketing goals.

Understand that unless you are considered the father of Robotics or Artificial Intelligence, you can not get away with sweeping statements like "Robots WILL NEVER be able to replace…..[insert your insecurity here]."

If a big part of your job involves doing repetitive manual tasks and/or following checklists/SOPs, it can and will be fully automated. It is just a matter of time.

The skills you possess right now will most likely still be required in the near future. However, there is no guarantee that you, as a human being, would be required for those skills.

Digital analytics is one of the future-proof careers, most likely for another 10-15 years.

You can not create a checklist or an SOP (standard operating procedure) to find and understand the context in which data should be analyzed and interpreted.

Different people can analyze and interpret the same data/chart differently. It all depends upon the context in which the data is analyzed and interpreted.

If you understand the context better, your data interpretation will be more accurate.

The future of Google Tag Manager and, by extension, website tracking is bleak.

A no-code analytics platform means you don't need to add tracking code or deploy tags to capture individual events. All users' interactions are tracked automatically.

If you develop your entire skillset around specific tools, then do not be surprised if you become obsolete overnight. No tool or technology lasts forever.

Develop skills that are not heavily dependent on specific tools or technology. That way, you can future-proof your career.

Focus on moving to the non-technical side of web analytics. The technical side deals with implementation stuff: installing/ fixing tracking on a website.

Plugins and automation are a big threat to those who work on web analytics's technical side. Automation will hit the technical side of web analytics the hardest in the coming years.

The non-technical side of web analytics involves creating strategies, frameworks, conversion optimization, data analysis, and reporting.

If you want an intellectually stimulating and financially rewarding career, then learn and master the non-technical side of web analytics. This is the kind of work that can not be easily outsourced to any tool or plugin.

The hard way of learning new skills is to learn via your job, but at an incredibly slow pace, over the years/decades, by doing hits and trials.

The easiest and most efficient way to learn new skills is to learn from an expert, as you will learn from someone who has already successfully solved it.

Unless your problem is to figure out how to move to Mars, your problems are not unique. There is almost always someone out there who has successfully solved the problem that you are currently facing.

The free information you get from all over the internet is fragmented and not very useful.

If free information were the currency of success, everybody would be an expert, a millionaire with six-pack abs. There would be no need for coaches, teachers, and mentors.

Coaching programs, mastermind groups, and formal training still thrive in the world of free information.

People learn the best and get results when the stakes are high when they have a 'skin in the game'.

When you buy information, what you are actually buying is accountability for yourself. The more you pay, the more accountability you own.

All the top experts have this one thing in common, they all have coaches and mentors and not just any coach but world-class coaches and mentors and not just one but many.

\# Nobody succeeds on his own, and the self-made man is a myth.

\# Why repeat the mistakes that others have made before you? It doesn't make any sense. Learn from other people's mistakes and avoid them.

We covered a lot and now I want to ask you one question, at this point.

Has your time on this ebook been well spent?

It's helpful to know that this ebook has been worth your time.

You can leave your feedback by sending an email to ***himanshu @optimizesmart .com***

So at this point, you have two options.

Option one is…...

Go it alone and try to learn digital analytics and conversion optimization yourself without any expert help.

Option two is…..

What if I personally helped, coached and mentored you through the entire process?

What if I took an active role in your results and worked with you to learn and master digital analytics and conversion optimization?

If you choose option number 2, that's a smart decision and here is why…….

Over 3000 working professionals just like you from all over the world selected option number 2.

About 'Digital Analytics Implementation Program'

Here is something I am very excited about.

It is called the '**Digital Analytics Implementation Program**':

If you don't mind me, I would like to share a few details about this program and how it can help you in growing your sales and career.

It is an 8-week online training program with lifetime access to the study material.

This program is for two types of people.

Those who know nothing about digital analytics and they are starting from a blank page.

If that's you, then this training program will show you, step by step, how to learn and master digital analytics and conversion optimization.

The second type of person that this program is for is those who are already familiar with digital analytics but want to take their knowledge and skills to the next level.

If that's you, this training program is going to show you:

❖ how to really systemize things,
❖ refine your marketing strategies, KPIs,
❖ how to make things more predictable, and really,
❖ how to take things up to that next level.

This training program is for you, if anyone or all of the following apply to you:

- **You are struggling to understand the true purchase journey of your customers.**

- **You can not determine the most effective marketing channels for investment.**

- **You can not scale your marketing efforts and ad spending because you don't know what is working and not working in your marketing.**

- **You are losing money in paid advertising because you don't know where to invest time and money.**

- **Your client or boss is not happy with your performance because you are having a hard time proving the ROI of your marketing and optimization efforts.**

- **You are struggling to understand your web analytics reports.**

- **You are running A/B tests after A/B tests, but it is not resulting in any 'real lift' in sales and other conversions.**

- **You do not have well-defined goals, strategies and KPIs in place for your business. You do not have a strategic roadmap.**

- **You do not have a proven process and framework in place through which you can scale your business and optimization efforts.**

- **Your lack of knowledge and skills hinders your growth in your business or career.**

Digital Analytics Implementation Program is made up of the following SEVEN courses:

1. **Sales & ROI Accelerator Course**
2. **Google Analytics 4 (GA4) Mastery Course**
3. **Google Analytics Mastery Course**
4. **Google BigQuery Course**
5. **Data, Maths & Stats Mastery Course**
6. **Attribution Modelling Course**
7. **Google Data Studio Mastery Course**

#1 Sales & ROI Accelerator Course

The 'Sales & ROI Accelerator' course is designed to help you quickly increase your website sales and ROI.

Here the focus is on creating a strategic roadmap for your business and setting up goals, strategies, KPIs and funnels.

In this course, I show you step by step, how I optimize websites for sales and other conversions.

I will show you step by step:
- how I interview new clients,
- what questions I ask,
- how I do product analysis,
- market analysis, campaign analysis, competitive analysis etc.

Not only do I show you the steps I follow, but I also share the actual worksheets I use in my day-to-day work.

You can download these worksheets and use them straight away.

It's like me, sitting next to you and teaching you:
● what to do first
● what to do second
● exactly how to do it….

You won't find such type of training anywhere else.

#2 Google Analytics 4 Mastery Course
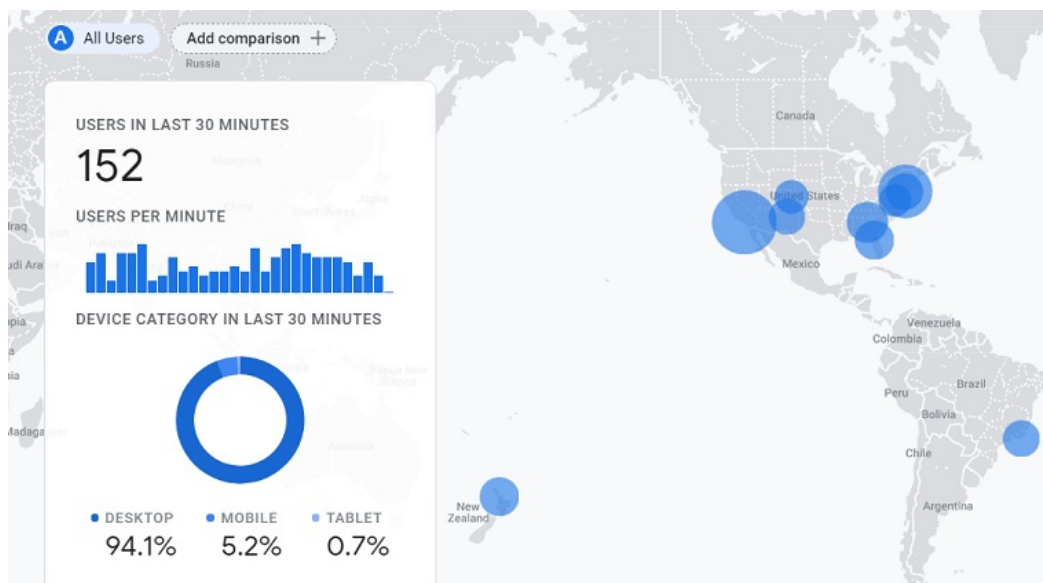
Google Analytics 4, or GA4, is the latest version of Google Analytics.

The GA4 mastery course is designed to help you get the most out of Google Analytics 4.

Here the focus is on learning and using GA4 in great detail.

Whether you consider yourself a beginner, intermediate or advanced GA4 user, this course is for you.

Regardless of your experience and expertise, you are going to learn a lot of new things.

If you follow me in the program, I will show you, what data to look at, what should be overlooked and where to look in any GA4 report.

No one is teaching this stuff. Everyone seems to be teaching about Google Analytics terms and features which you can learn for free anywhere online.

When you take the GA4 Mastery course you learn to:

- Validate your findings through Google Analytics.
- Find conversion opportunities.
- Find answers to your business questions through GA4 data.
- Improve your website, product and marketing through analytics data.
- Leverage ecommerce data and reports.
- Implement Attribution Modelling.

#3 Google Analytics Mastery Course

As you probably already know, Google is going to depreciate Universal Analytics.

But you might still be using Universal Analytics.

We also have a separate course on Universal Analytics to maintain backward compatibility.

So you can continue to benefit from Universal Analytics as long as it last.

The Google Analytics Mastery course is designed to help you get the most out of Universal Analytics.

#4 Google BigQuery Course

The Google BigQuery course is designed to send and manipulate Google Analytics data in BigQuery.

Here the focus is on learning and using BigQuery in the context of Google Analytics.

BigQuery is an enterprise-level data warehouse from Google that is used to provide business intelligence through reports and dashboards.

It is a data storage and management system that brings data from several sources (like Google Analytics, Google Ads, Facebook etc.) for reporting and analysis.

When you use BigQuery, you can manipulate Google Analytics data in a way that is often not possible by using the Google Analytics user interface.

For example, whether you use the Google Analytics user interface or Google Analytics API, certain dimensions and metrics combinations cannot be queried together.

But BigQuery has no such limitations.

It is one of the biggest advantages of using BigQuery. It makes advanced data segmentation and analysis possible.

It removes most of the limitations when using the GA user interface or API to query analytics data.

#5 Data, Maths & Stats Mastery Course
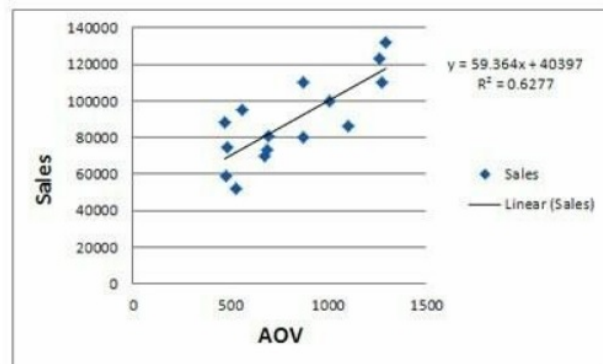
This course is designed to help you learn the maths and statistics behind digital analytics and conversion optimization in great detail.

When you take the 'Data, Maths and Stats Mastery' course, you learn to:

- Develop a solid foundation in Digital Analytics.
- Overcome the barriers to implementing digital analytics
- Understand how Data is used in analytics
- Master Data Reporting
- Select the best excel charts for data analysis and reporting
- Truly understand metrics like 'Conversion' and 'Conversion Rate'
- Accurately track various metrics and KPIs
- Use the statistics behind analytics & conversion optimization to solve real-life problems.

Listen, this is one of its kind course.

Nobody else teaches math and statistics behind conversion optimization as a training program.

To scale your advertising and maximize sales, you need to learn the maths and stats behind digital analytics and conversion optimization.

To gain a competitive advantage in the marketplace, you need to learn the maths and stats.

If you want conversion optimization and A/B tests to work for your business, then you need to learn the maths and stats.

This makes the 'Data, Maths and Stats' mastery course so indispensable.

#6 Attribution Modelling Course
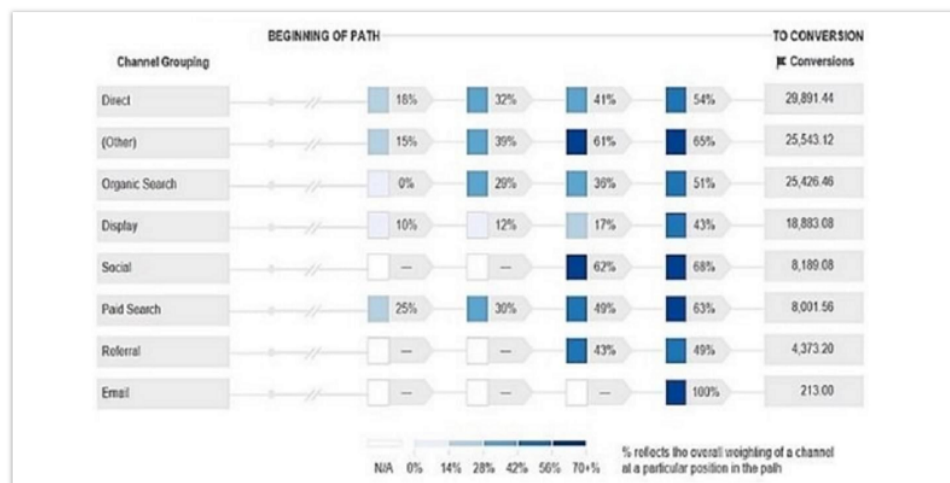
The Attribution Modelling course is designed to help you implement attribution modelling in your organization.

Attribution modelling is the process of finding and fixing attribution issues, understanding the buying behaviour of your website users and determining the most effective marketing channels for investment at a particular time.

An attribution problem occurs in online marketing when you can not determine the primary conversion source or do not know the conversion paths followed by your website users.

For example, you don't know where your sales came from. You don't know which marketing channel or set of channels has the biggest impact on sales.

As a business, you have attribution issues when you can not put your finger on any one marketing activity and can not say with any degree of confidence that this is the marketing activity that has the most impact on your sales.

#7 Google Data Studio Mastery Course

The 'Google Data Studio Mastery' course is designed to help you learn and master Google Data Studio.

When you have a lot of data to analyse, you cannot spend days or weeks analysing hundreds or thousands of rows of data in Excel spreadsheets to find hidden trends and insights.

You need a tool that allows you to quickly make sense of data and determine patterns and anomalies that can be extremely hard to detect in a timely manner.

This is where data visualization tools like 'data studio' come in handy.

Through this tool, you can greatly speed up your data analysis.

Data visualization not only helps in data analysis but also in data retention.

It helps you to tell meaningful, emotional and engaging stories to key decision-makers.

Data Studio can make your data reporting more meaningful and persuasive.

We currently have over 3000 students.
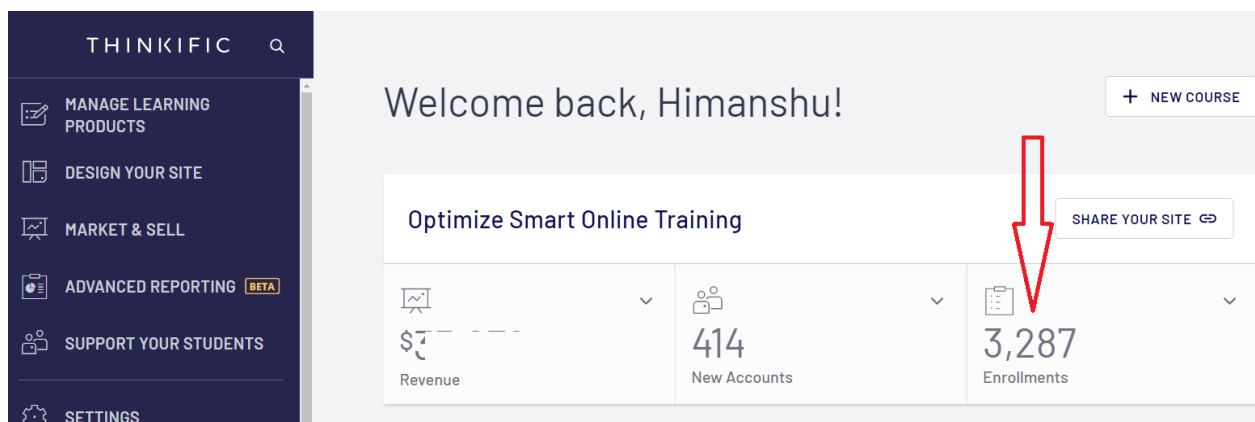
Our training program has been so successful because of how I have structured and broken it down across modules.

In this program, I've taken my real-life work experience of working with countless small and big businesses over the decade…and blended it with the expert guidance I received from my world-class mentors.

Listen, I have access to all the courses available In the digital analytics market.

Even the one you may have never heard of. It is called competitive analysis. So I know the plus and minus of each course.

What we are teaching in the digital analytics implementation program, you won't find it anywhere else.

We have got dozens of testimonials for this program.

In fact, we have got more testimonials than any other program on digital analytics.

Look what 'Shikhil' was able to achieve through this program

Shikhil Wadhwa recommends Optimize Smart.
6 hrs

Great Web Analytics Training course with lots of in-depth insights and practical application and has made the biggest positive impacts in my professional career.

Himanshu is such a fantastic Instructor. He's very clear, concise and informative. Thank you so much Himanshu.

Start a private conversation with Shikhil Wadhwa in Messenger.

Message

Here is what 'Juan' was able to achieve through this program

Juan Pablo R. Gutiérrez recommends Optimize Smart.
July 10 at 8:23 PM

Very comprehensive Web Analytics training and the best one i have seen out there. I work as a PPC marketer and i have greatly improved my conversion performance.

Start a private conversation with Juan Pablo R. Gutiérrez in Messenger.

Message

Look what 'Kevin' has to say about this program

Kevin G Saunders ⭐ recommends Optimize Smart. •••

Yesterday at 3:56 PM · 🌐

This is an incredibly robust course and is showing me what to do in intricate detail. I like the fact that I can ask questions as well and get answers promptly. GA is complicated and growing and as a small business owner I need to have confidence that I have this stuff set up correctly. Thank you.

Start a private conversation with Kevin G Saunders in Messenger.

[Message]

Look what 'Scott' has to say about this program

Scott Volk ⭐ recommends Optimize Smart.

February 24 · 🌐

I was not sure what to expect, but I have been impressed with the entire program. Himanshu is an expert and is very clear in his method of teaching. All my questions have been answered and he responds very quickly. I would highly recommend the Optimize Smart web analytics training program to anyone who wants to increase their knowledge and continually improve.

Here's What is Included With Digital Analytics Implementation Program

Bonus number 1: Done for you Audits + Downloadable Worksheets

I have spent years creating and refining my audits and worksheets.

I use this personally in my day-to-day work to earn a six figures income, and I am giving all of this to you.

You just need to download them and fill in the blanks.

The price of these audits and worksheets alone is 10x times more than the entire program's cost.

BONUS number 2: Done for you Sales and Leads funnels
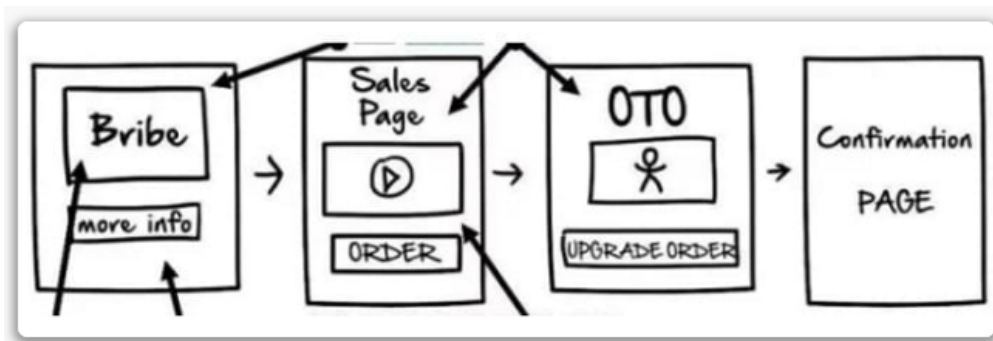
There is a very particular way to build your Sales and Leads funnels to ensure that you are getting results.

I am going to show you how to do that.

BONUS number 3: Lifetime access to the course with no monthly or annual subscription fees

You pay only one-time fees for this training program. Unlike others, I don't believe in charging monthly or annual subscription fees.

I wouldn't boot you out of this program if you stopped paying your subscription fees tomorrow.

You get lifetime access. This bonus alone can save you thousands of dollars a year.

BONUS number 4: New study material is added every few weeks. Life long free learning
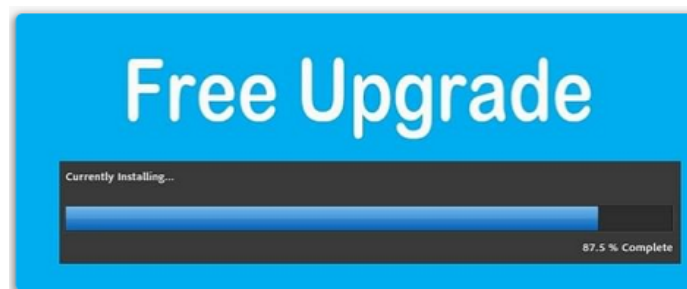
Not only do you get lifetime access with no subscription fees, but you also get lifetime free course updates.

And I add a lot of new content from time to time.

BONUS number 5: The Community: Private Facebook Group
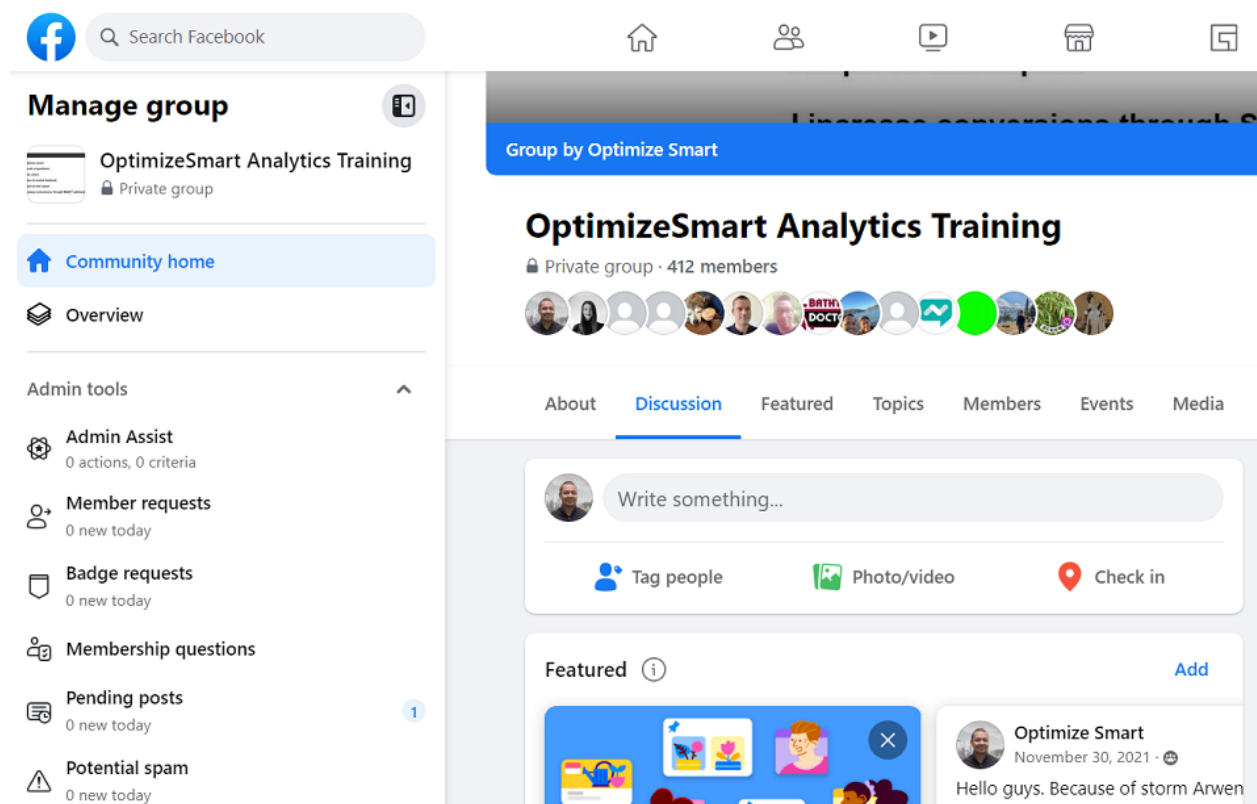
You would not be alone going through this training.

You will get to join the private members-only Facebook group for networking and asking questions.

We share strategies inside the group. You can meet your peers and mastermind.

You can directly ask me any question, and I will reply.

This is not the training where you come in, go through training, get stuck and feel like there is no way to move forward. No.

When you come to our Facebook group, you ask questions that my team or I will get back to you and support you.

People who join our thriving Facebook community say it's worth the price of admission alone.

BONUS number 6: Hundreds of Assessments to test your learning

I have developed so much content in my career that I do not always remember what I published.

So when I look back at my work, I sometimes get light bulb moments.

"Wow, that's useful information. That makes sense. How come I am not implementing it?".

So I go through my blog posts, books and courses to freshen things up.

In the end, only that information will serve you well, you remember in the first place.

You are not really learning if you can't remember what you learned.

So whoever remembers the most win.

The various assessments embedded in this training program are there to help you with retaining useful information.

BONUS number 7: Marketing Analytics Course
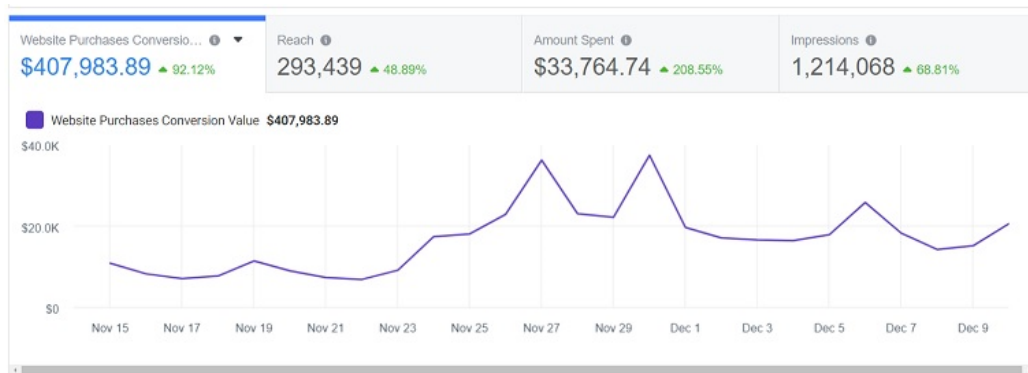
The "Marketing Analytics" course covers the ANALYTICS behind Facebook, Google Ads & Marketing.

The aim is to make you much more efficient in leveraging Facebook, Google Ads and other marketing data to drive record sales and ROI.

SPECIAL BONUS: Ask me questions directly for free
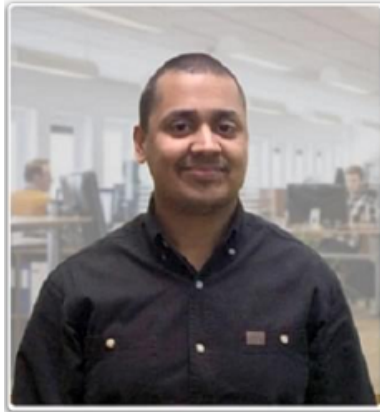
Listen, when I have done private coaching before, it has not been less than $10k

My consulting rates are high. So if you want time with me, it is not cheap.

But when you join this training program, you can directly ask me any question for free, any day, any time.

I am here to help you 24/7. Imagine getting lifelong consulting from me for no extra charge.

However, **the knowledge you acquire through this training will serve you for a lifetime.**

You will continue to benefit from the knowledge you acquired through this training for the remainder of your career. And you can't put any price on that.

Following is the summary of what is included with the Digital Analytics Implementation Program:

BONUS #1: Done for you Audits + Downloadable Worksheets

BONUS #2: Done for you Sales and Leads funnels

BONUS #3: Lifetime access to the course with no subscription fees

BONUS #4: New study material added every few weeks. Life long free learning

BONUS #5: The Community: Private Facebook Group

BONUS #6: Hundreds of assessments to test your learning

BONUS #7: The Marketing Analytics Course

SPECIAL BONUS: Ask me questions directly for free

Hear what 'Alex Edsel, Professor at The University of Texas' thinks of the Digital Analytics Implementation program

(Click on the image to watch the video testimonial)

Look how 'Anthon' is able to work with some of the biggest brands in the world after going through the Digital Analytics Implementation Program:

(Click on the image to watch the video testimonial)

Look what 'Leslie' was able to achieve through this program
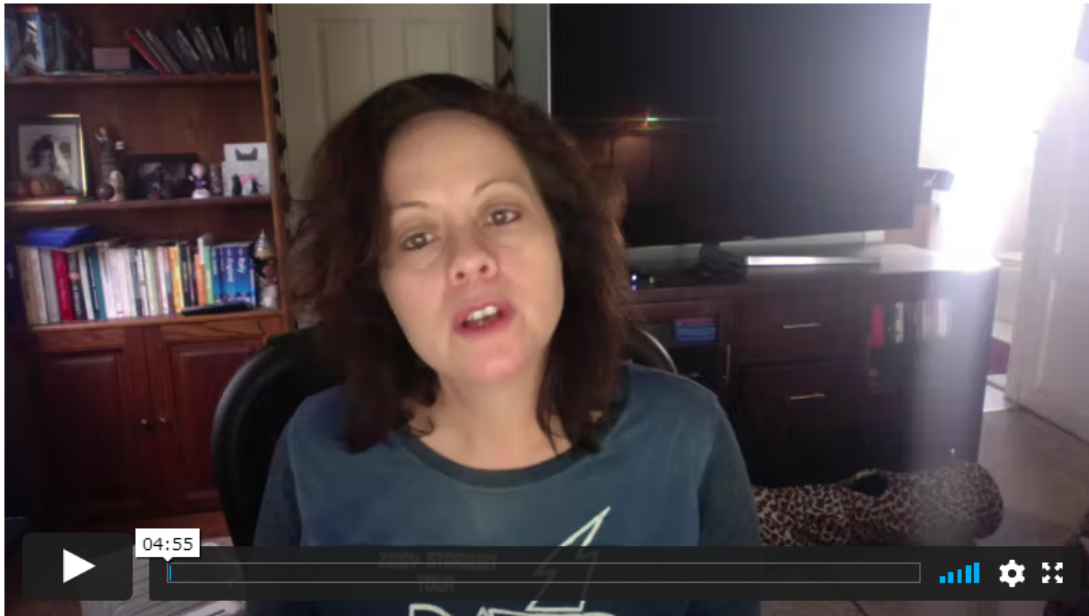
(Click on the image to watch the video testimonial)

Look what 'Xaio' was able to achieve through this program

Xaio Chang One of the best in Analytics today! I can't begin to tell anyone and everyone looking or thinking about Deep Diving Optimize Smart, DO IT! It literally saved my marketing career, esp now, that the wild wild west days of Internet Marketing is gone. I have soo much to still learn and between CPC, SEO, Analytics, I can start seeing FULL STACK MARKETING on the horizon! You'll learn a great deal and most importantly step-by-step execution and theory to help you think beyond and into the future!

Like · Reply · 2h

Look what 'Mark' was able to achieve through this program

Mark Fletcher recommends Optimize Smart.
October 31, 2019

Ever since I first signed with OptimizeSmart's web analytics training back in 2017, I've been extremely impressed with the breadth and depth of knowledge and insights available in this course. In addition to my original learnings, I now have an ever-expanding/updating training resource that just keeps getting better and better. Empowering me with the skillset, I need to make the difference to my clients; keeping me ahead of my competitors. In short, excellent training from somebody who really knows their analytics Kung Fu!

Optimize Smart

Look what 'Fabien' was able to achieve through this program

Fabien Ch recommends Optimize Smart.
October 8, 2019

I am going through the Optimize Smart training and have to say that the information learned in these lectures so far are very informative. This training gives a comprehensive overview on all aspects necessary to succeed in a digital business and/or a web analytics position. From market research to website analytics audits and configurations (strong focus on Google Analytics), statistics and math.

Optimize Smart

Look what 'Todd' was able to achieve through this program

You can see the full list of course reviews from here:

https://www.optimizesmart.com/digital-analytics-implementation-program-reviews/

Frequently asked questions (FAQs)

Q1. What is this program NOT about?

This is not a course on business intelligence or data science.

There are no chapters on business analytics technologies like: 'supply chain analytics', 'stakeholder management','predictive analytics', 'R' etc.

In this course, the focus is mainly on learning web/digital analytics and optimizing the online performance of a business.

The focus is on analysing and optimizing any online and offline footprints of a business, as long as they can be measured, classified or categorized and are used to optimize the online performance of a business.

Data can also be used to optimize the offline performance of a business and to take a wide range of business decisions from operational, strategic to predictive.

For that, we use other business analytics technologies like: 'supply chain analytics', 'stakeholder management','predictive analytics' etc., all of which are not web analytics.

This program is not an academic exercise.

It is not like a school/college certification program where they just teach you the subject and some cool terms but do not teach you how to apply them in real life.

It is about getting the end result, i.e. generating more sales and ROI by leveraging analytics data.

Every topic covered in this program has something to do directly with your day-to-day job.

Q2. What do I need to know in advance in order to benefit from this program?

To get the maximum benefit from this program, you need to have a working knowledge of e-commerce.

What I mean by that is you understand how ecommerce works. You have made a purchase online. You can use the Google search engine, open and send emails, browse the internet, etc.

If you can't use a computer, this program is definitely not for you.

No prior knowledge of maths and statistics is required.

This is not a technical course, so no prior knowledge of HTML and JavaScript is required.

Q3. How much time will I need to dedicate to this training each week?

You can complete this program over whatever time frame you want.

This program is designed to fit around any schedule because we know that most people have 9-5 jobs or families or busy schedules.

To answer your question, you should allocate at least two hours per week to work through this program.

If you can do that, then you're good.

Q4. Will this program work for me?

Why not?

This program works well for hundreds of people from different industries and countries.

Why won't it work for you?

If you choose to follow my process, it is 100% going to work for you.

Q5. I am brand new. Will this program work for me?

This program will absolutely work for you, even if you are brand new.

If you are a college student, this program can help you tremendously build your digital analytics career.

Q6. I have 10+ years of experience in digital analytics and marketing. Will this program work for me?

This program will absolutely work for you.

It is highly unlikely that you will find anything new in this program.

We have students with decades of experience in digital analytics /marketing benefiting from this program.

Don't let the number of years of experience stop you from learning new skills.

Q7. I am in this _____ industry. Will this program work for me?

Listen, it doesn't matter what industry you are in.

As long as you have set up a website and want to measure your business's online performance, this program will help you.

Q8. I use Adobe Analytics and not Google Analytics. Will this program still work for me?

Absolutely.

This program is on digital analytics, and Google Analytics is just one of the tools used to implement digital analytics.

You can also use Adobe Analytics to implement digital analytics.

So other than Google Analytics courses, all other courses are still relevant to you.

Q9. I run a non-ecommerce website. Will this program work for me?

Absolutely.

There is a common misbelief that digital analytics is only helpful for ecommerce websites.

In fact, **non-ecommerce websites need more analytical insight than ecommerce websites.**

That is because, unlike ecommerce websites, almost all macro conversions (like placing an order) happen offline via phone calls, store visits, on-site visits etc.

This makes attributing offline conversions to online marketing activities very difficult and challenging.

Suppose you are marketing for this type of website. In that case, you will have difficulty reporting the value you have added to the business bottomline without proving that your online marketing efforts have actually impacted offline conversions.

So if you manage or market a non-ecommerce website, then the knowledge of digital analytics is extremely important for you.

Q10. English is not my first language. Will I be able to understand the study material?

Yes, you will understand the study material.

We have students from all over the world. It does not matter whether or not English is your first language.

You will understand the study material.

We have students from dozens of countries where English is not their first language. All these people are successfully taking this course.

Q11. Do you provide any guarantee?

Yes. Absolutely.

We guarantee that if you keep doing what you're doing, you'll get the same results. That's our guarantee.

Now, with that said, we also guarantee that our program works.

Let's be clear that you should either commit to this program with the attitude that it will work for you fully and completely, or you decide it's not right for you now.

If it's not a good fit, that's totally okay.

But I can assure you that people are looking for a reason for something not to work usually find it. This is very true.

If someone is really motivated to find reasons why this isn't going to work, they will find it anyway.

Q12. How long until I see results from this training?

That totally depends on how quickly you work through the training program and how quickly you take action.

Some people get results within the first week of joining the program; others work their way through slowly, taking longer.

Q13. If I purchase this program now can I start at a later date?

Yes, you can.

You can purchase right now to secure your seat and lock it in... at the current price, and then you can start the program at whatever date you want.

You get lifetime access to the study material.

You can start this program ten years from today. But I won't recommend that :)

But make sure you go ahead and join right now to lock in the current price, as it may only last for a while.

We can increase the course fees any day or time without prior notice. You have been warned :)

Q14. Do I have to complete this program in 8 weeks or can I work at my own pace?

You can complete this program over whatever time frame you want.

You can complete this in less than eight weeks or over one year. That is totally up to you and what works best for you.

Think in terms of ROI

I have been hiring the same graphic designer for years to design book covers, logos, etc.

She lives in Mexico and sells her services via fiverr.com.

She charges **US $10-$20** per logo design.

Now you may think that is not much.

But here is the thing. She makes **$3k to $5k a month** just doing that. That's like **$40-50k a year's income.**

Why am I telling you this story?

I often get emails from people who ask for discounts on our training program.

They ask for discounts because they are not sure how they will be able to recover the training cost.

Here is the thing.

As long as you have a computer and internet connection and are willing to do the work, you can earn thousands of dollars no matter where you live on this planet.

Even if you charge **only $10 per hour**, you can still earn thousands of dollars in a couple of weeks.

And here is how you can do that step by step:

#1 Create your profile on upwork.com

#2 Start bidding on projects related to Google Analytics and conversion optimization.

#3 Charge $10 per hour (that should be bare minimum).

#4 Work for 100 hours. It would take around two weeks.

#5 100 hrs * $10/hr = $1000

Once you have a couple of good reviews, increase your hourly rate to $20/hr

#6 Work for another 100 hours

#7 100 hrs * $20/hr = $2000

Once you have tons of good reviews, Increase your hourly rate to $100/hr

#8 Work for another 100 hours

#9 100 hrs * $100/hr = $10,000

Congratulations.

You have now recovered the entire cost of this training program by many folds.

Once you recover the training cost then whatever you earn after that is pure profit.

Look at the profile of these service providers on Upwork... and check out how much they have earned:

This is all just from Upwork.

Or get just one client from the western world, outside of upwork, to recover the entire cost of this training by many folds:

Copy of Invoice - Not A Tax Invoice

Standard Invoice

Invoice Number:	⌐r⌐	Subtotal:	$10,600.00 USD
Invoice Date:	.... 2022 3:26 PM GMT+01:00	Total Tax:	$0.00 USD
Original Purchase Order:	⌐⌐⌐⌐⌐⌐⌐6	Amount Due:	$10,600.00 USD

This document is digitally signed

Submission Method: Online

Origin: Supplier

Source Document: Order

REMIT TO:	BILL TO:		SUPPLIER:
Optimize Smart	I	):	Optimize Smart
Postal Address:	F		Postal Address:
Pine Lodge	⌐		F
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United Kingdom			United Kingdom
			Legal Form: ⌐⌐⌐⌐

Contact local businesses, and you can earn far more in less time.

Companies are willing to spend thousands of dollars per project to fix their analytics and conversion optimization issues.

So you don't even need a gazillion clients/projects, unlike my logo designer.

Now what could stop you from following my steps is your inability to believe in yourself.... that you can't do it... that this is not possible for you.

I do not have any cure for that. I can only guide you. I can't go out and make money for you.

But if my logo designer can make thousands of dollars a month selling $10 logos, so can you.

In fact, you already have the far superior skills needed to command higher fees.

But what if you work in-house and don't want to run a business and get clients?

Just ask your boss or company to pay for this program. In this way, you get this program for FREE.

> - If all this program did was help you prove the ROI of your marketing and optimization efforts to your client/boss - Would It Be Worth the investment?
>
> - If all this program did was stopped you from losing thousands of dollars in advertising each month for the foreseeable future - Would It Be Worth the investment?
>
> - If all this did for you was to let you download all my audits and worksheets, which I use personally in my day-to-day work to earn a six figures income - Would It Be Worth the investment?

If you ever feel like you need more help or you want to quickly and efficiently implement everything you read here then contact us:

https://www.optimizesmart.com/contact/