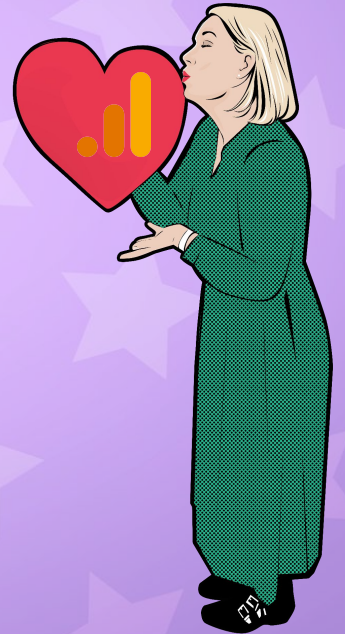


# THE COLORING IN DEPARTMENT

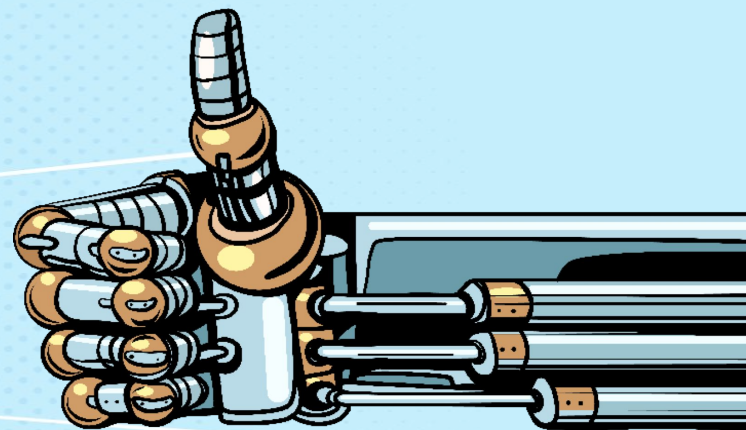
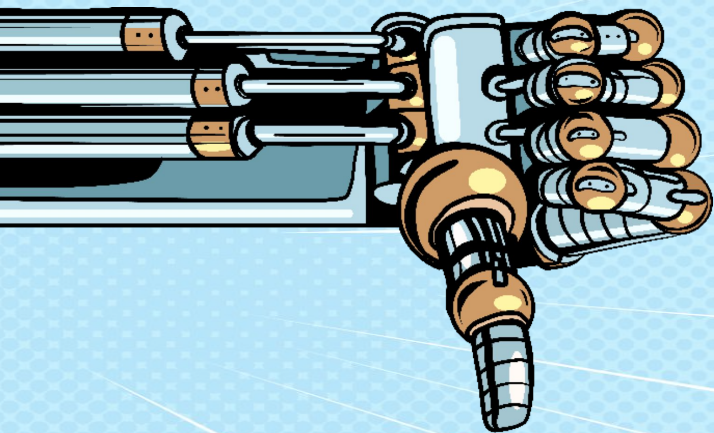
**Breaking the chains of data tradition:  
Crafting a fresh measurement strategy  
for success**







**No one is happy**





# I would like to enquire about...

*We need to turn on GA4.*

*We need to migrate so we can have consistent reporting.*

*Make GA4 like UA.*

*We have migrated but it doesn't feel right.*

*All our reports are broken and nothing matches what we had as a baseline in UA.*

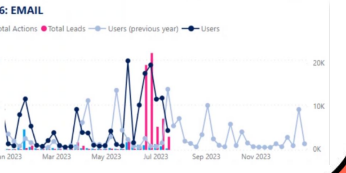
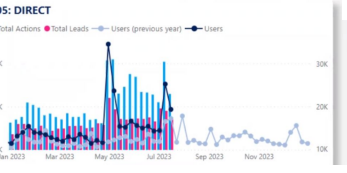
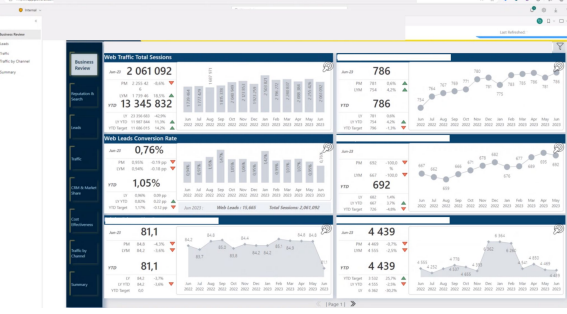
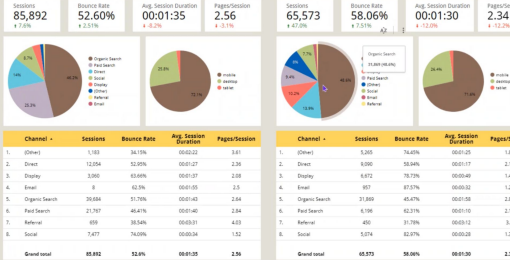
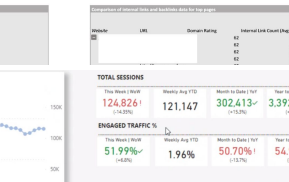
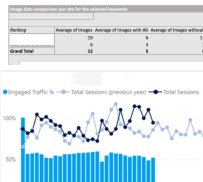
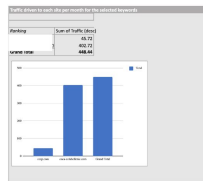
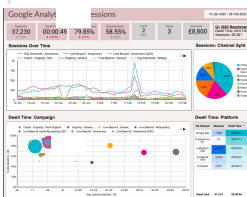
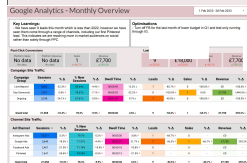
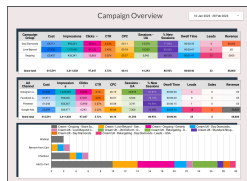
*What metrics should we use in our reports?*

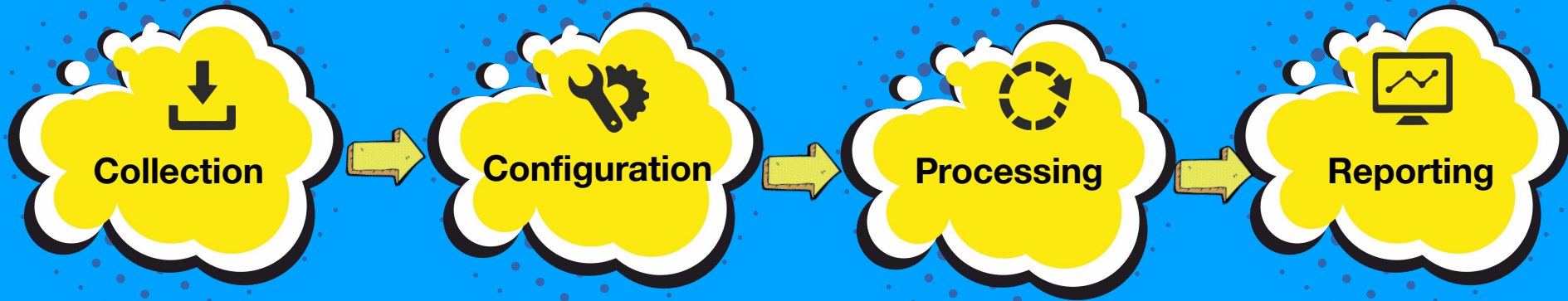


“I can’t wait to grow up  
and create 55 page  
report, that takes a week  
to create and no one  
reads, or understands, or  
cares about what I have  
done...”



# The Report







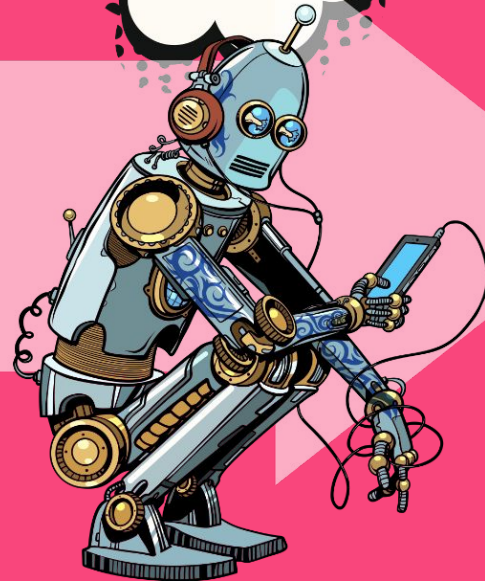
Yesterday



Today



Tomorrow





**#1 : Scope Survey**

**#2 : Business Objectives**

**#3 : Event Map**

**#4 : Measurement Strategy**

**#5 : Implementation**



**#1 : Scope Survey**

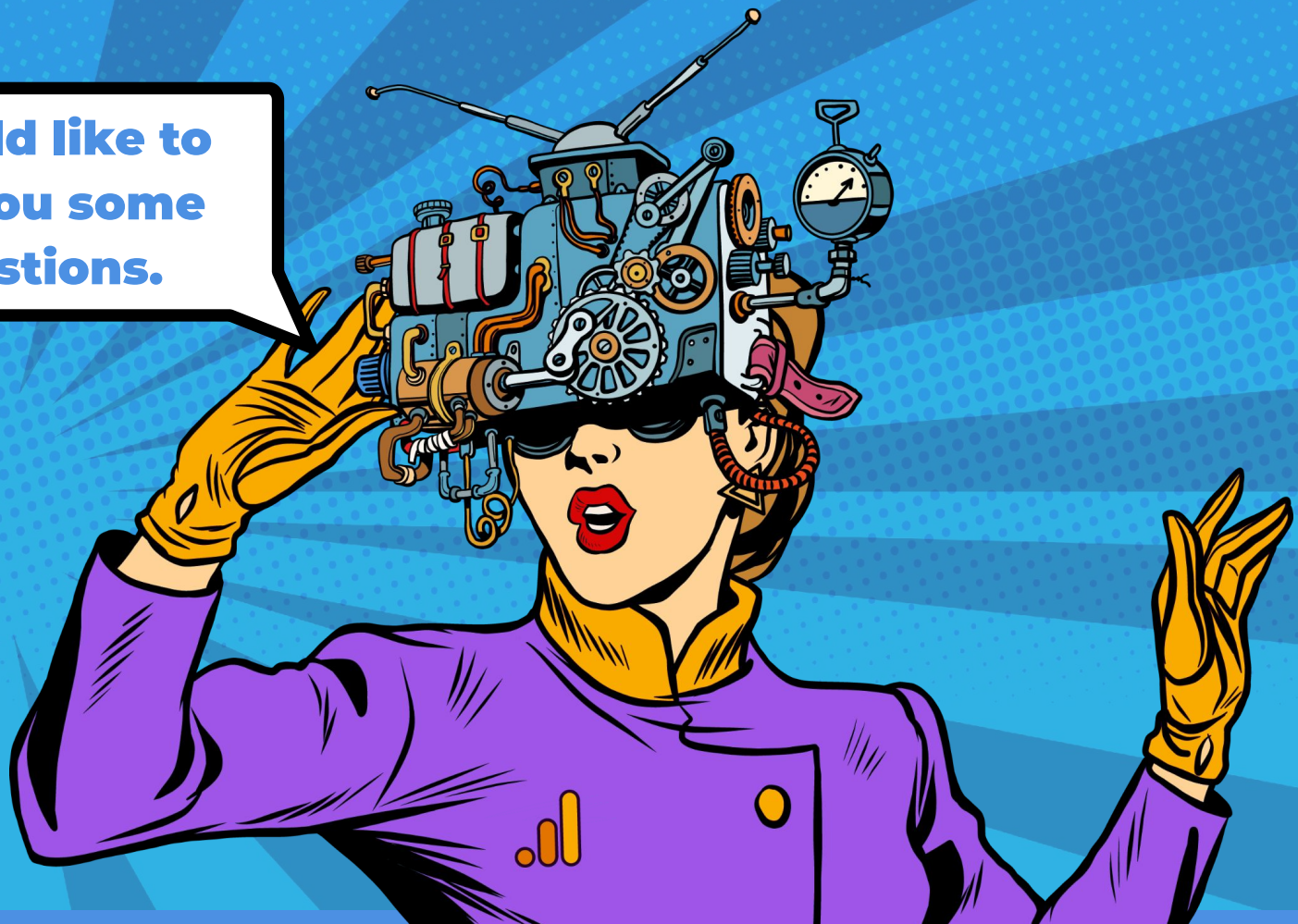
**#2 : Business Objectives**

**#3 : Event Map**

**#4 : Measurement Strategy**

**#5 : Implementation**

**I would like to  
ask you some  
questions.**

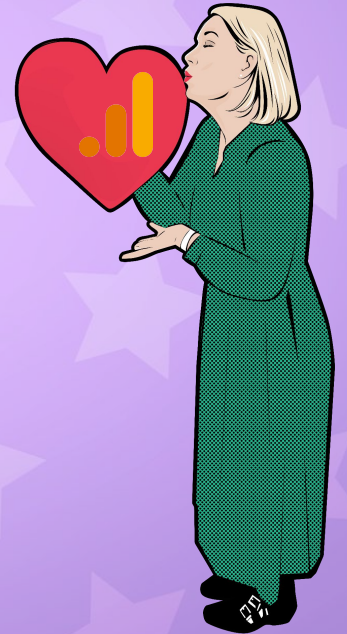






What is your confidence and understanding of GA4.

# Understanding and Confidence







Do you use  
the data?

**LOOK AT YOUR  
FAVOURITE  
REPORT...**

**TREND IS GOING  
UP!**

**TREND IS GOING  
DOWN!**

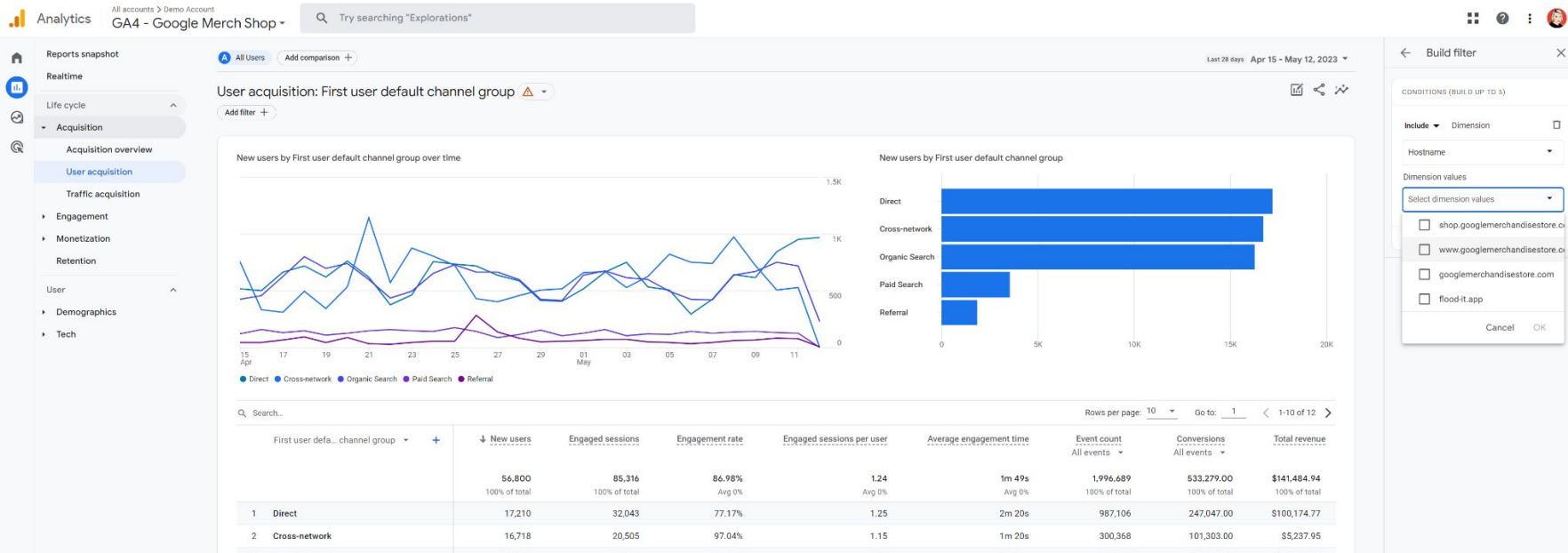




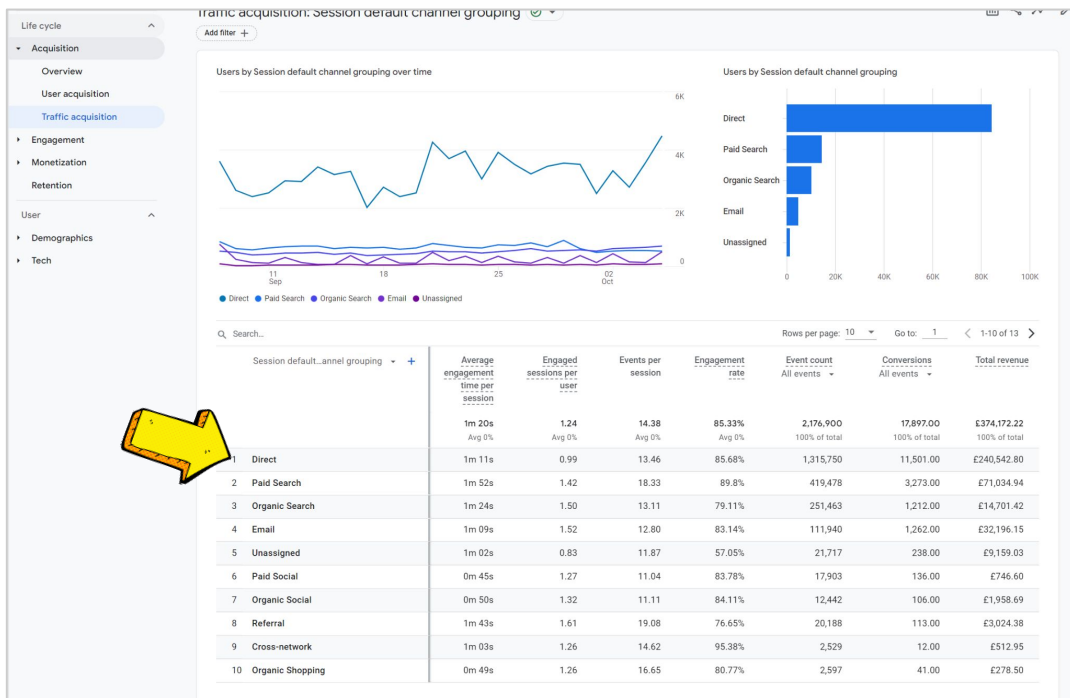


What data do  
you not trust?  
Why don't  
you trust it?

# Check your hostnames



# Check your CMP



<https://thecoloringinddepartment.com/google-analytics/why-is-my-ga4-acquisition-report-showing-too-much-direct-traffic/>

New user lands, UA activates and tracks

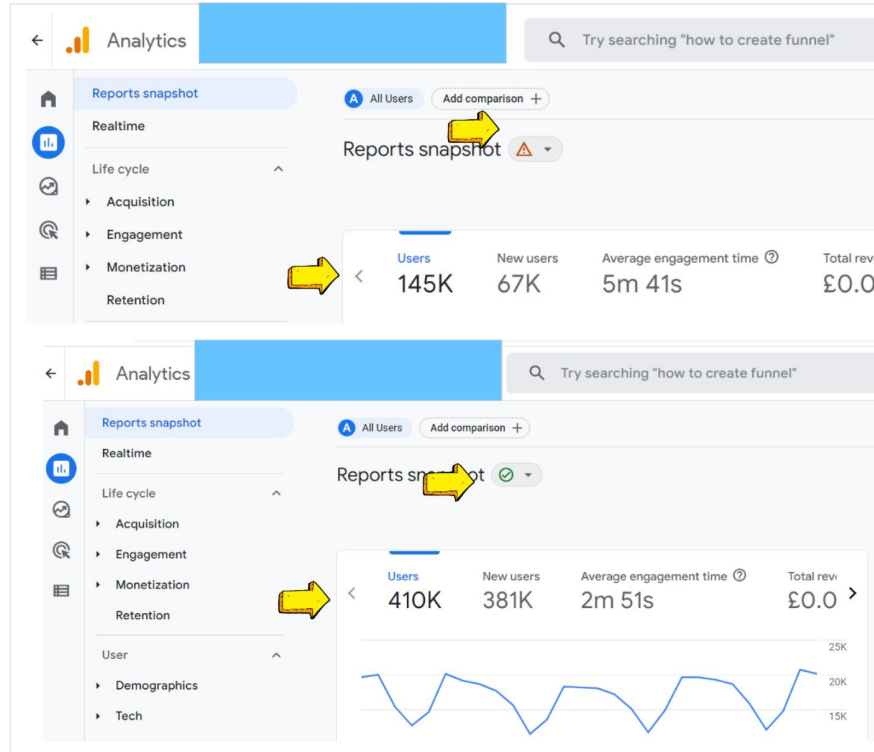
User consents, accepts cookies

Page load sequence has already occurred  
GA4 page\_view event does not fire

User navigates to second page on site,  
page\_view event fires, landing information  
(traffic source, referrer etc) not available to  
capture

And therefore - all new users in GA4 have  
DCF of 'Direct' and campaign of 'not set'

# Reporting Identity (thresholds)





# Why don't you trust the data?

## Some common reasons

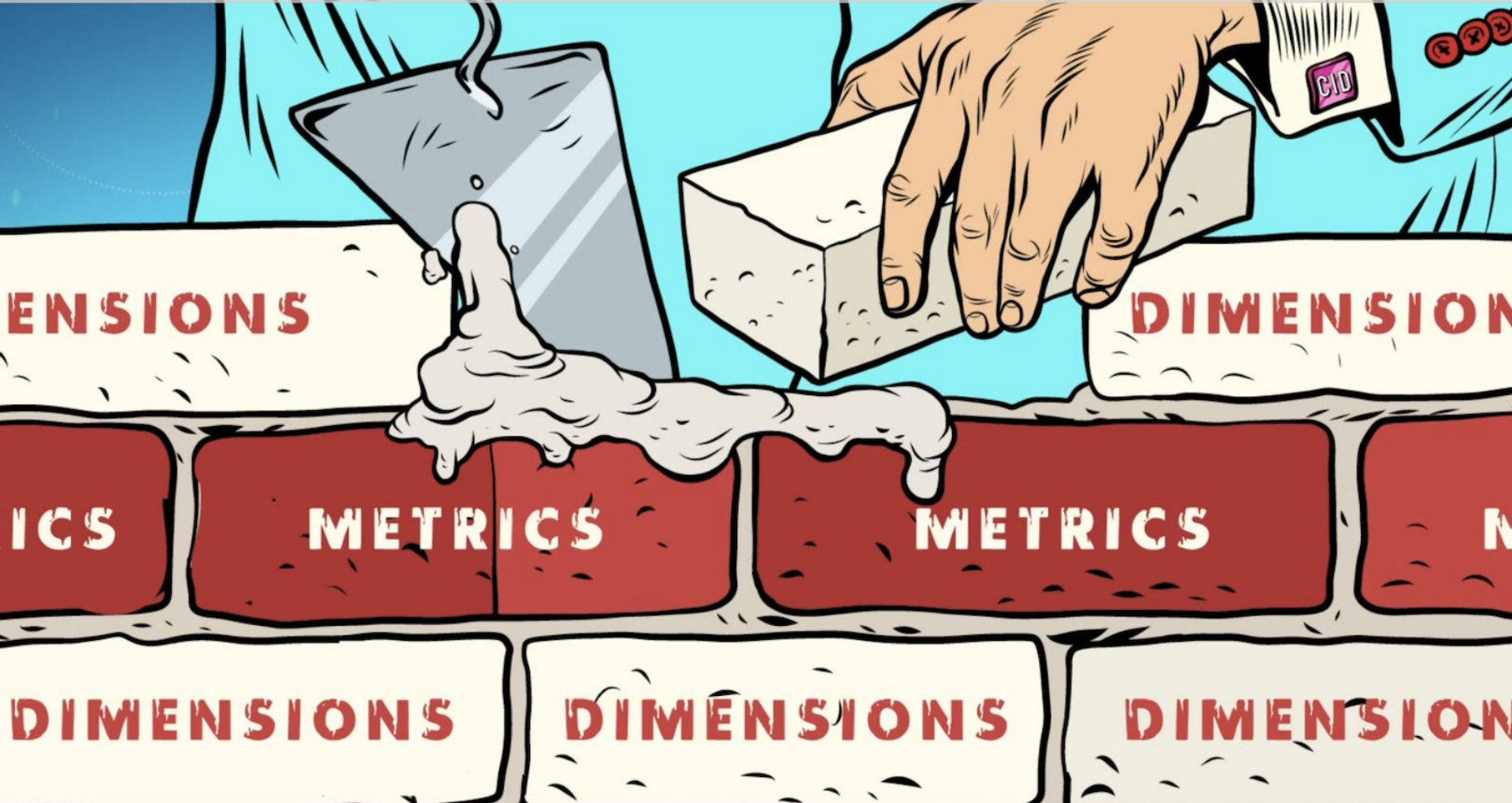
- Referral Exclusion list not updated
- Wrong UTM parameters used in campaigns
- Staging and dev sites not excluded from data collection
- Duplicated purchase events
- Collecting websites data that is not in your brand ecosystem
- Reporting Identity thresholds
- Using the wrong scope to build reports
- Your Consent Management Platform is not correctly configured
- Not knowing GA4 calculates data differently
- Double counting Google Ads (UA and GA4 conversions both imported)
- Inconsistent configuration settings across a group of sites

Always review the fundamentals first!





What are the most and least important metrics that you track?



**DIMENSIONS**

**DIMENSION**

**ICS**

**METRICS**

**METRICS**

**M**

**DIMENSIONS**

**DIMENSIONS**

**DIMENSION**



# WHAT DO THEY CARE ABOUT?

## Your VP of marketing may want...

Reach = Events per session

Act = Number of free trials

Convert = Return on investment

Engage = Churn Rate

## The CFO may want...

Reach = Cost per visitor

Act = Cost per Acquisition

Convert = Return on investment

Engage = Monthly recurring revenue

Who is getting the report?





# What KPIs would you take to the board?

Rand Fishkin, SparkToro

- Customer Lifetime Value
- Cost of Customer Acquisition
- Churn/Retention Rate by Cohort
- Growth Rate (of customers and revenue)
- Traffic and Customer Acquisitions by Channel

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- Commitment / Brand Love
- Share of wallet
- Channel preference
- Spend / Frequency
- Coverage (what proportion of spend the top x% of customers account for)

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## Jim Sterne, Founder eMetrics Summit & Digital Analytics Association

- Increased Revenue
- Lowered Costs
- Improved Customer Satisfaction
- Increased Capabilities

# Wireframe the report



# Pen and paper is fine

**Q1: Structure of campaigns + impact factors across customer journey.**  
*Activity 1: data*

Comments # → Engagemt # → URL clicks # → users # → Leads # → Acquired #

**Q2: Key communication purpose and customer experience metrics this Month**  
*to types of properties + question we manage in front matter*

# Abuse month   # Sales month   # User Leads month   # Analytics month

**Q3: How are community is growing specifically by social channel.**  
*vs our largest community growth in what channel, growth over x period*

Linked # Total   Twitter # Total   Facebook # Total

**Q4: How are social community + activity supports key business objectives.**  
*metric by social network and conversion based on last month date attribution.*

Users	goal 1	goal 2	goal 3	goal 4	goal 5
#					
#					
#					

Conversion checklist by social network metrics

Social Network	#	#	#	#

**High level snapshot social network metrics to update**

# USBS   # pageviews   domain

## Paid Media Performance: Twitter Deep Dive

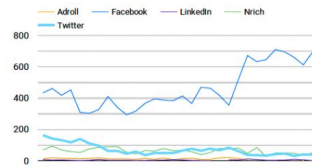
Our performance analysis of our campaigns launched across the Twitter channel



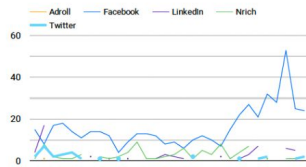
Source: Google Analytics (Master Cross Domain)

**How many users did our Twitter Campaigns drive to our website and how many conversions over time did we gain?**  
 How does this compare to other paid media sources across users and leads generated?

### Website Users compared to other paid social



### Conversions compared to other paid social



**Which of our campaigns across Twitter delivered on performance metrics?**  
 Specific performance metrics drilled down by individual campaigns

Source: Twitter Ads

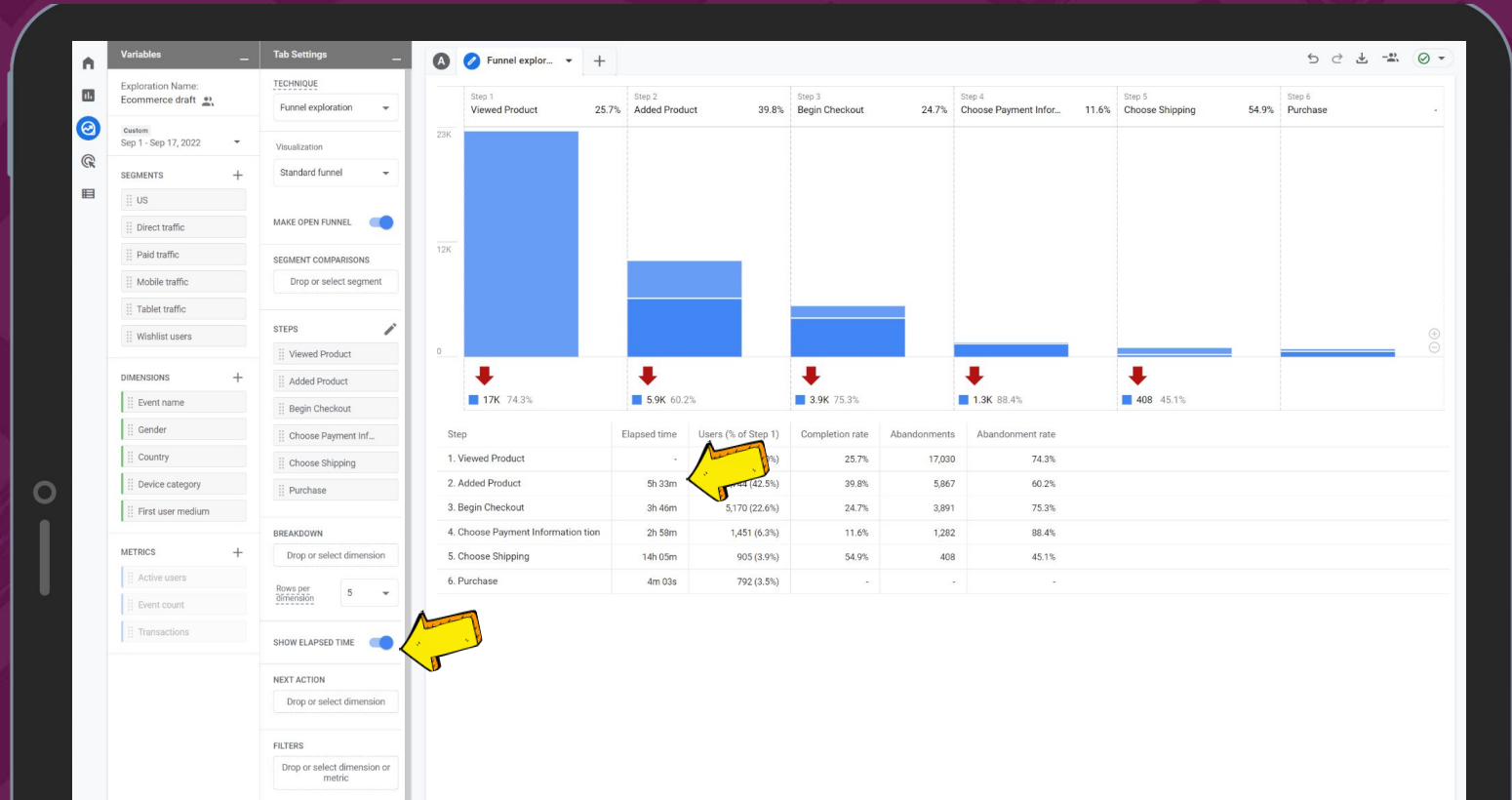
Campaign	Impressions	Clicks	CTR	Conversions
Inter	1,713,468	11,654	0.68%	2
Video	1,656,930	11,628	0.7%	
CC3	905,236	12,932	1.43%	
CC1	851,176	6,786	0.8%	
Perit	849,270	7,056	0.83%	4
BYO	844,584	6,280	0.74%	
CC2	840,520	7,310	0.87%	
CC2	775,440	12,132	1.56%	
CC1	698,748	6,370	0.91%	2
CC4	598,052	4,958	0.83%	
Grand total	9,733,024	87,106	0.89%	8



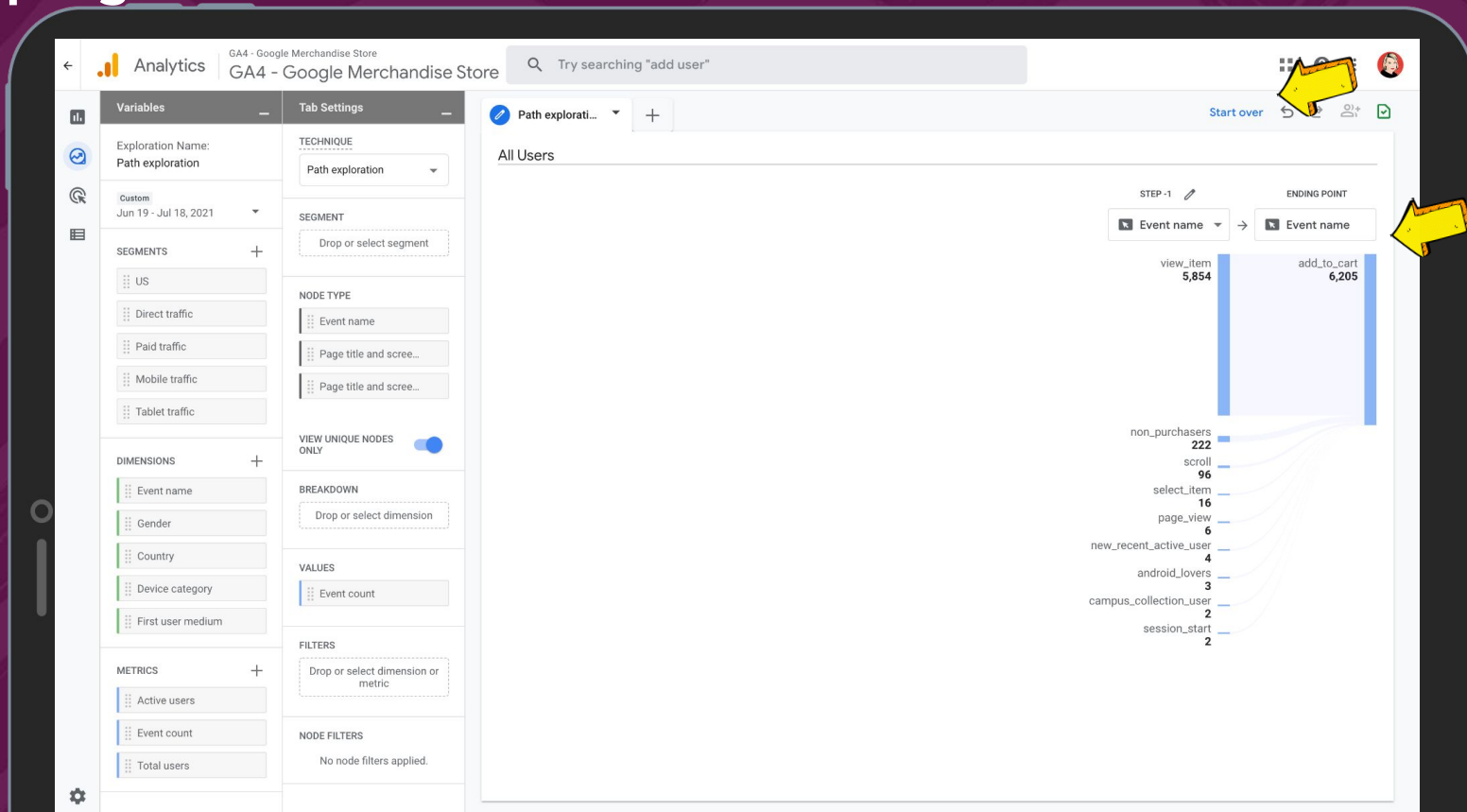


What questions do you have about the work you are responsible for that you would REALLY like to answer ?

# “How long does it take people to convert?”



# “I really want to know more about the custom journey and where people get stuck”



“I want to prove our SEO is helping the bottom line. I know in my gut that it is, I just can’t prove it”

The screenshot displays a marketing automation tool interface. At the top, there is a section for "Add a description". Below this, the "Include Users when:" section is active, showing a condition: "page\_view" followed by "page\_location contain". A logical connector "AND" is visible. Underneath, "Sequence 1" is defined with "Step 1" leading to the event "purchase". On the right side, the "Membership duration" is set to "30 days" with a radio button selected. Below that, the "Audience Trigger" section has a "+ Create new" link. At the bottom right, a "Summary" box shows "Users in this audience" as **627**, which is "0.57% of all users".

# “I want to know where our best customers are who spend frequently and above our AOV”

Reports snapshot

All Users Add comparison

Last 28 days Mar 6 - Apr 2, 2023

Realtime

Traffic acquisition: Session default channel group

Life cycle

Acquisition

Acquisition overview

User acquisition: First user ...

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Retention

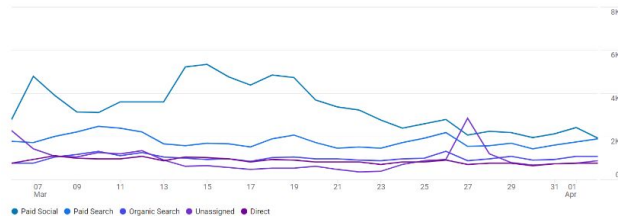
User

Demographics

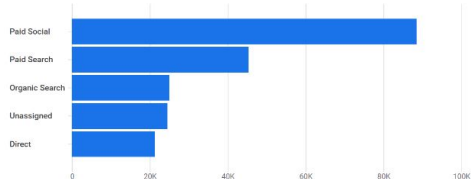
Tech

Library

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10 1-10 of 10

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	215,367 100% of total	295,070 100% of total	190,317 100% of total	1m 00s	0.88 Avg 0%	14.45 Avg 0%	64.5% Avg 0%	4,264,852 100% of total	6,377.00 100% of total	£548,308.49 100% of total
1 Paid Social	88,477	101,762	59,769	0m 32s	0.68	10.50	58.73%	1,066,546	276.00	£27,457.54
2 Paid Search	45,385	65,012	46,527	1m 26s	1.03	19.12	71.57%	1,243,295	2,328.00	£208,315.01
3 Organic Search	25,013	34,372	24,547	1m 26s	0.98	17.70	71.42%	608,466	1,267.00	£94,540.10
4 Unassigned	24,543	28,838	17,233	0m 58s	0.70	13.89	59.76%	400,601	635.00	£61,159.60
5 Direct	21,271	31,600	20,845	1m 18s	0.98	17.15	65.97%	542,075	1,246.00	£101,309.19
6 Email	12,407	20,814	13,974	1m 08s	1.13	15.54	67.14%	323,421	539.00	£50,171.23
7 Organic Social	1,917	2,160	1,346	0m 49s	0.70	13.12	62.31%	28,349	9.00	£803.50
8 Organic Shopping	1,445	1,615	798	0m 47s	0.55	12.42	49.41%	20,063	12.00	£1,260.45
9 Referral	1,385	2,151	1,336	0m 57s	0.96	13.90	62.11%	29,906	65.00	£3,291.86
10 Organic Video	13	15	7	0m 16s	0.54	8.67	46.67%	130	0.00	£0.00

Build filter

CONDITIONS (BUILD UP TO 5)

Include Dimension

Audience name

Dimension values

Select dimension values

All Users

Purchasers

purchasewise\_1month

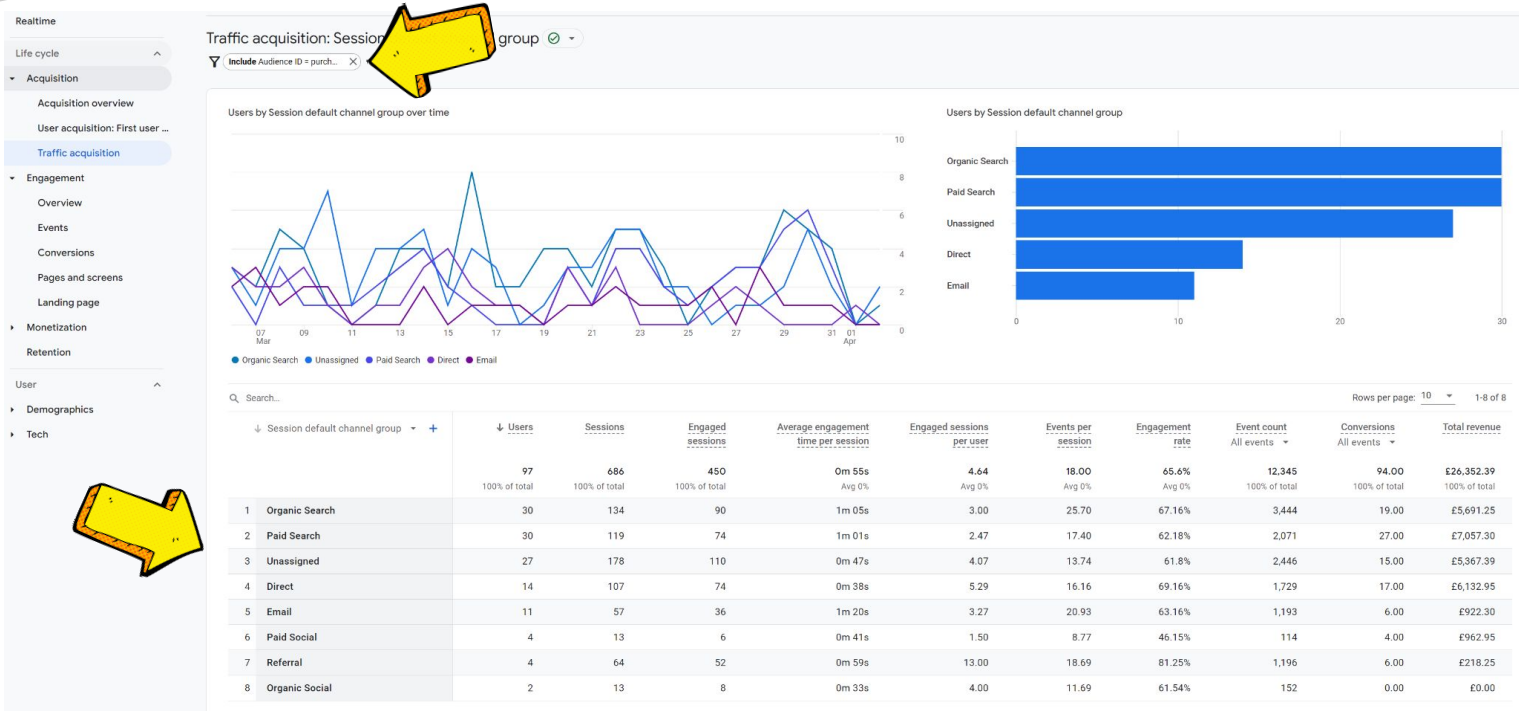
rev\_extaship>300

Cancel

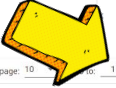
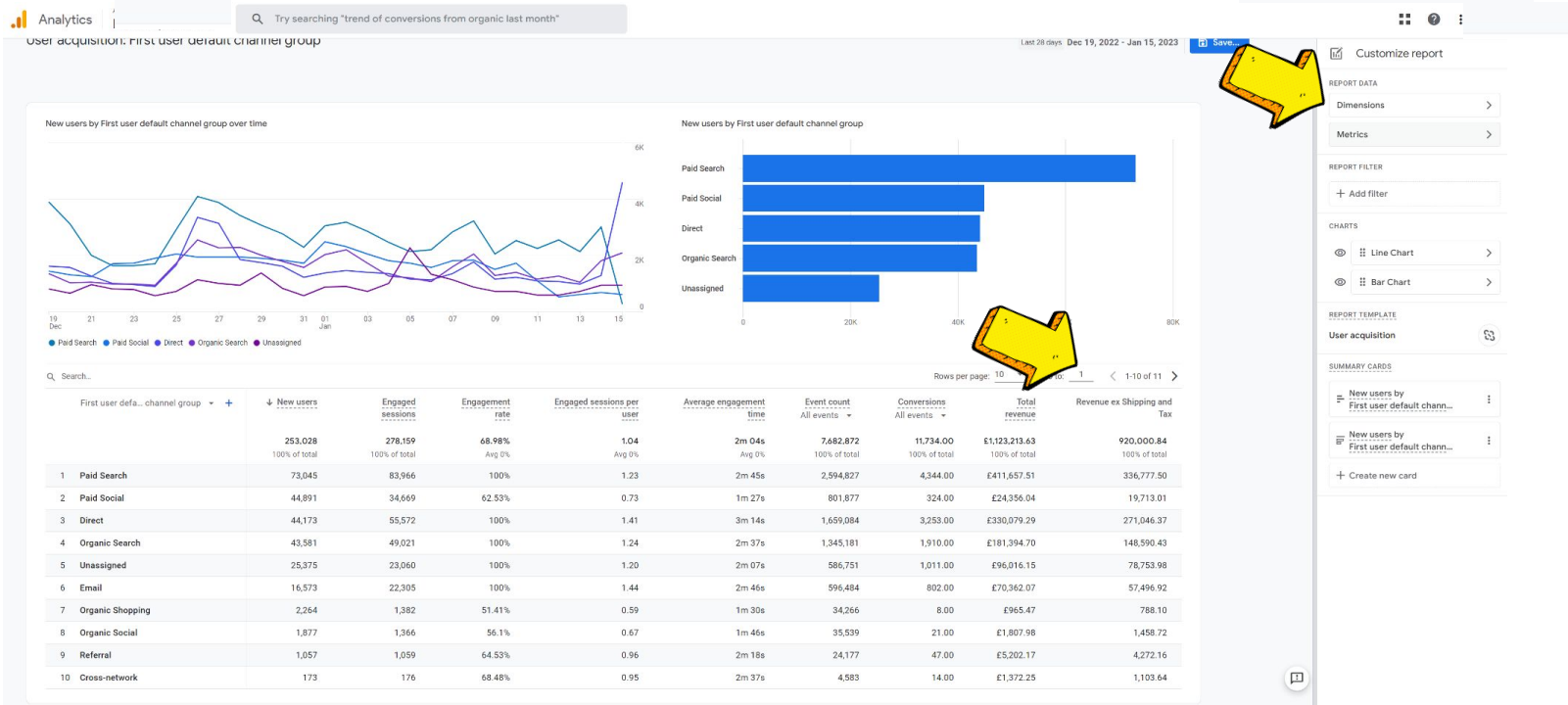
OK



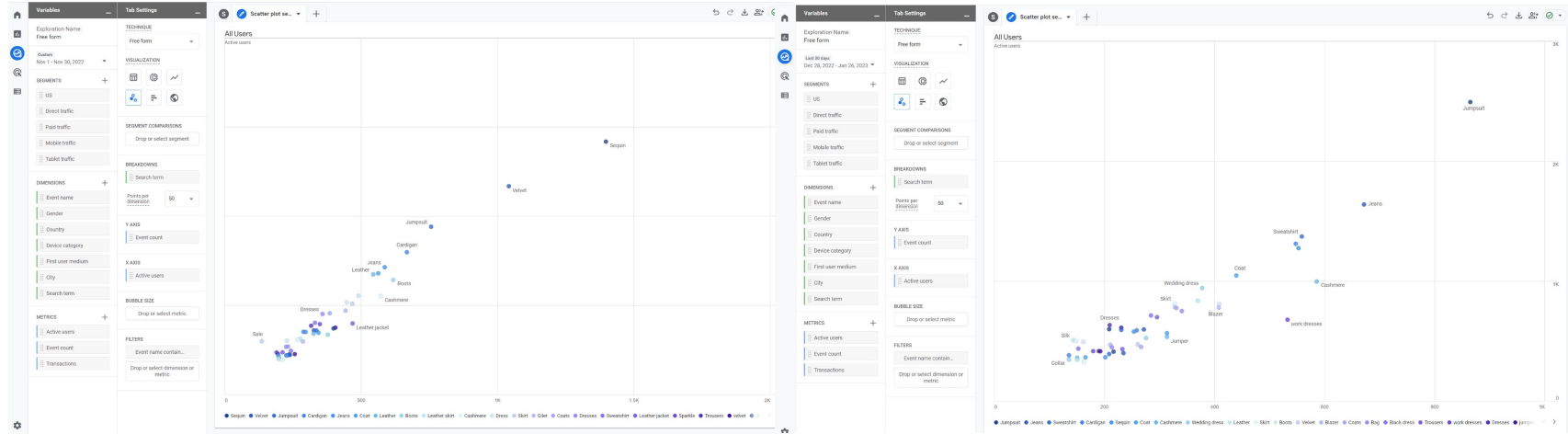
# “I want to know where our best customers are who spend frequently and above our AOV”



# “Our CFO always picks on our reports as being inaccurate due to ROI including revenue and tax”



# “I want ideas for what is trending, what to put in my marketing communications”

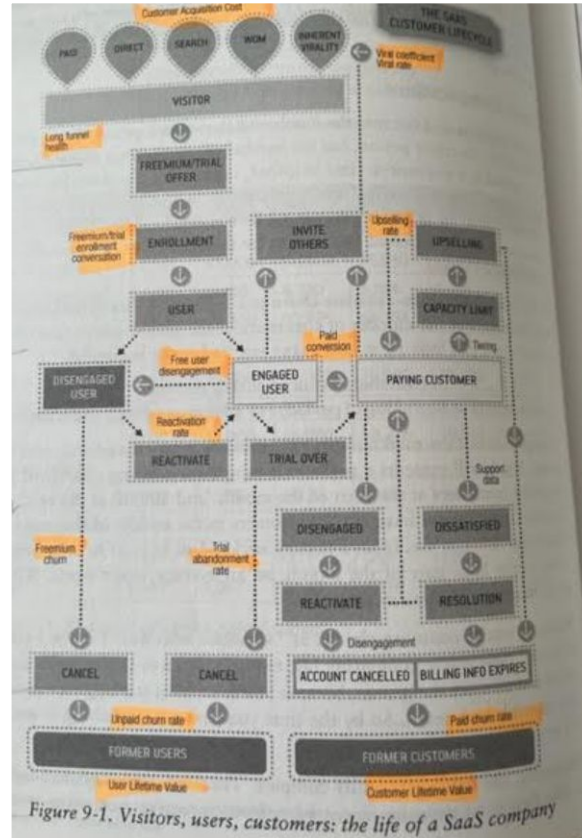
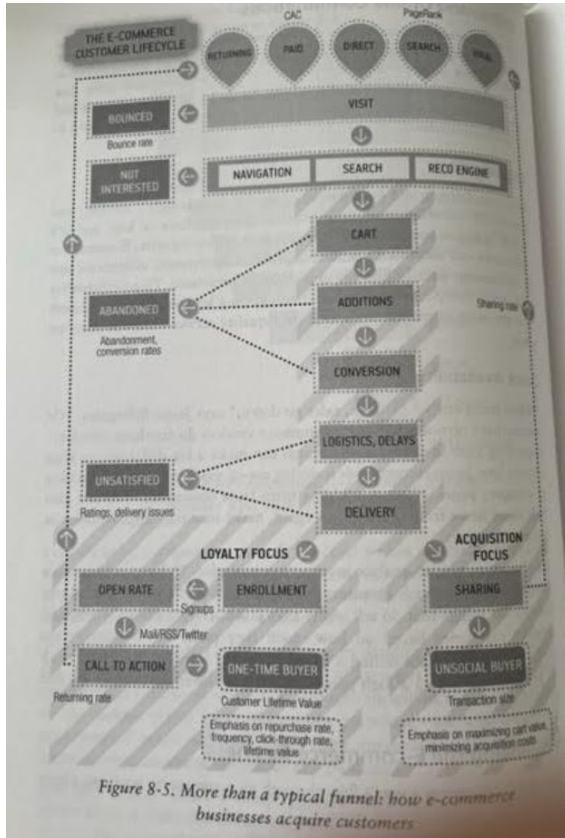




What are your  
business  
objectives?



# Business Objectives



Lean Analytics, Croll and Yoskovitz, 2013



# Map the conversion points

1	100% Scroll of Page
2	Company Social Accounts Visited
3	Clicked Homepage Promo Images
4	Brand Video Played
5	Created Account
6	Signed up to Newsletter
7	Product Images Clicked
8	Product Video Clicked
9	Size Selected
10	Colour Selected
11	Product Details Selected
12	Live Chat
13	Social Share Product
14	Added to Favorites
15	Added to Basket
16	Converted - Bought Products
17	Added Star Rating or Review
18	Uploaded Image
19	Refer a friend
20	Log-in

1	100% Scroll Page
2	Company Social Accounts Visited
3	Downloaded PDF
4	Watched Webinar
5	Live Chat
6	Watched Video
7	Tel Number Clicked
8	Email Address Clicked
9	Lead Gen Form abandoned
10	Lead Gen Form Submitted
11	Created Free Trial Account
12	Watched Video on Setup
13	Activated on Free Trial
14	Buy SaaS (Conversion)
15	Up-Sell
16	Cross-Sell
17	Support Ticket Submitted
18	Change/ Update Billing Information
19	Refer a Friend
20	Completed Survey



# Wrapping up



- Mix the qual and the quant. Ask people questions to find out what is important, what is needed, and what is a nice to have.
- Revisit your business model and map micro and macro conversion points to it.
- Find out/ ask key stakeholders what their 'post it note' report would look like.
- Review your website and event map interactions that link to your survey data and business model.
- Implementation for blind spots.
- Revisit data visualization for reporting personas.

THE  
COLORING IN  
DEPARTMENT



**Thank you for listening!**

**THECOLORINGINDEPARTMENT.COM**