

Google Analytics Premium

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Duben 2015



To je samá tabulka,
já neviděl obrázek
ani nepamatuju!



můj šéf
odd. marketingu
banka, která už neexistuje



zakládám startup, který chce pomáhat
šéfům marketingu rozumět online číslům a tabulkám



2006
2007
2008
2009 ←
2010
2011
2012
2013
2014
2015

OMNITURE[®]
— — —

analytický nástroj,
který už neexistuje

Partner pro Google Analytics



„We were impressed by the caliber and sophistication of your work.“



Alexander LeBeouf
Partner Program Manager
Google



lidi



technologie



1

Create Ad Campaign

2


Targeting

3

Campaign Options

Who's the audience for this campaign?

<p>📍 Location</p>	<p>Czech Republic ×</p>	<p>Audience ⓘ</p>
<p>🏢 Companies</p>	<p><input checked="" type="radio"/> All <input type="radio"/> By name <input type="radio"/> By category (industry, company size) ▶ Enter the companies you'd like to exclude</p>	<p>3,862 LinkedIn Members</p> <p>📍 Location: Czech Republic</p> <p>👤 Skills: Google Analytics</p>
<p>📄 Job Title</p>	<p><input checked="" type="radio"/> All <input type="radio"/> By title <input type="radio"/> By category (job function, seniority) ▶ Enter job titles you'd like to exclude</p>	



GA Premium

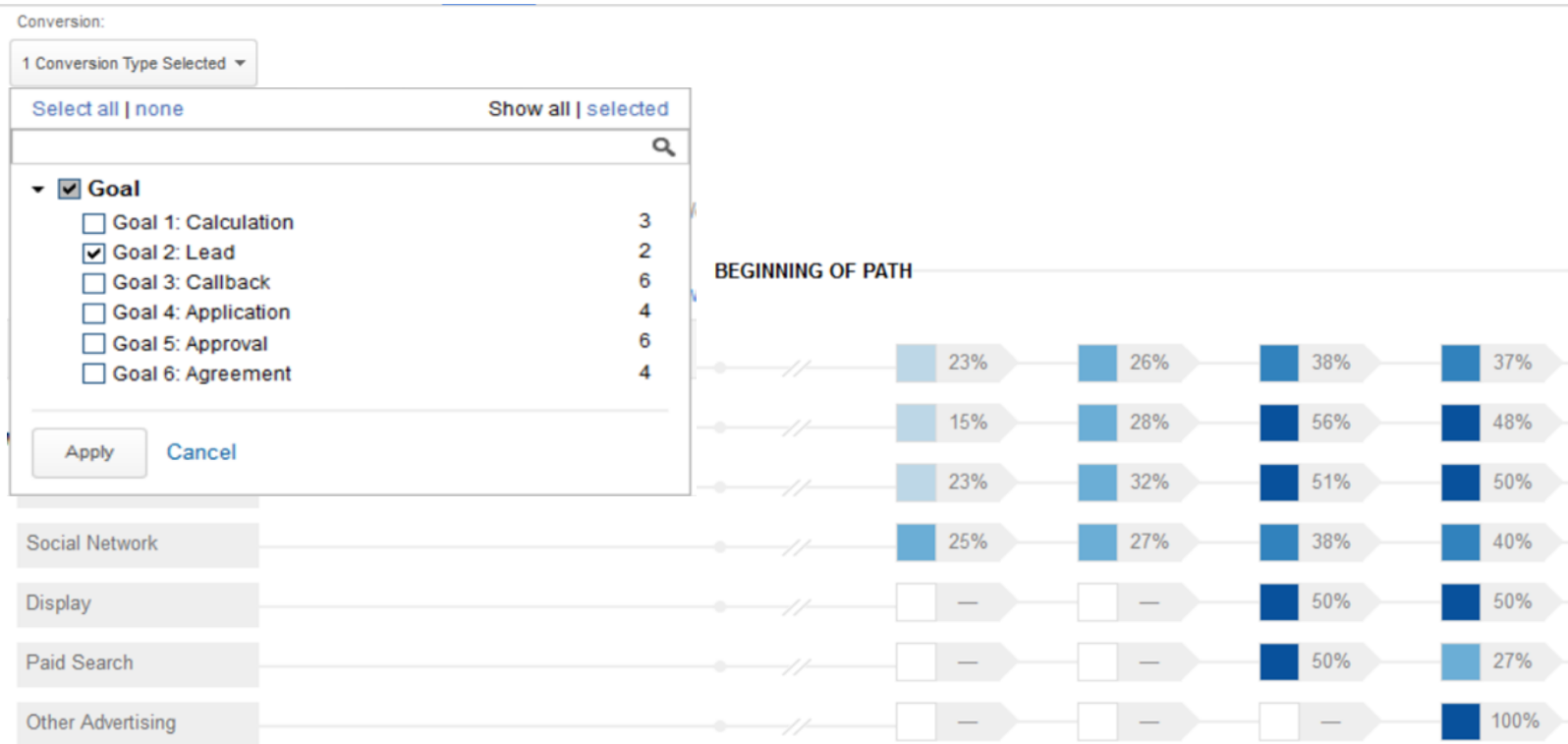
- Výkonný analytický nástroj
- Motor pro digitální marketing
- Brutálně rychlý rozvoj a inovace



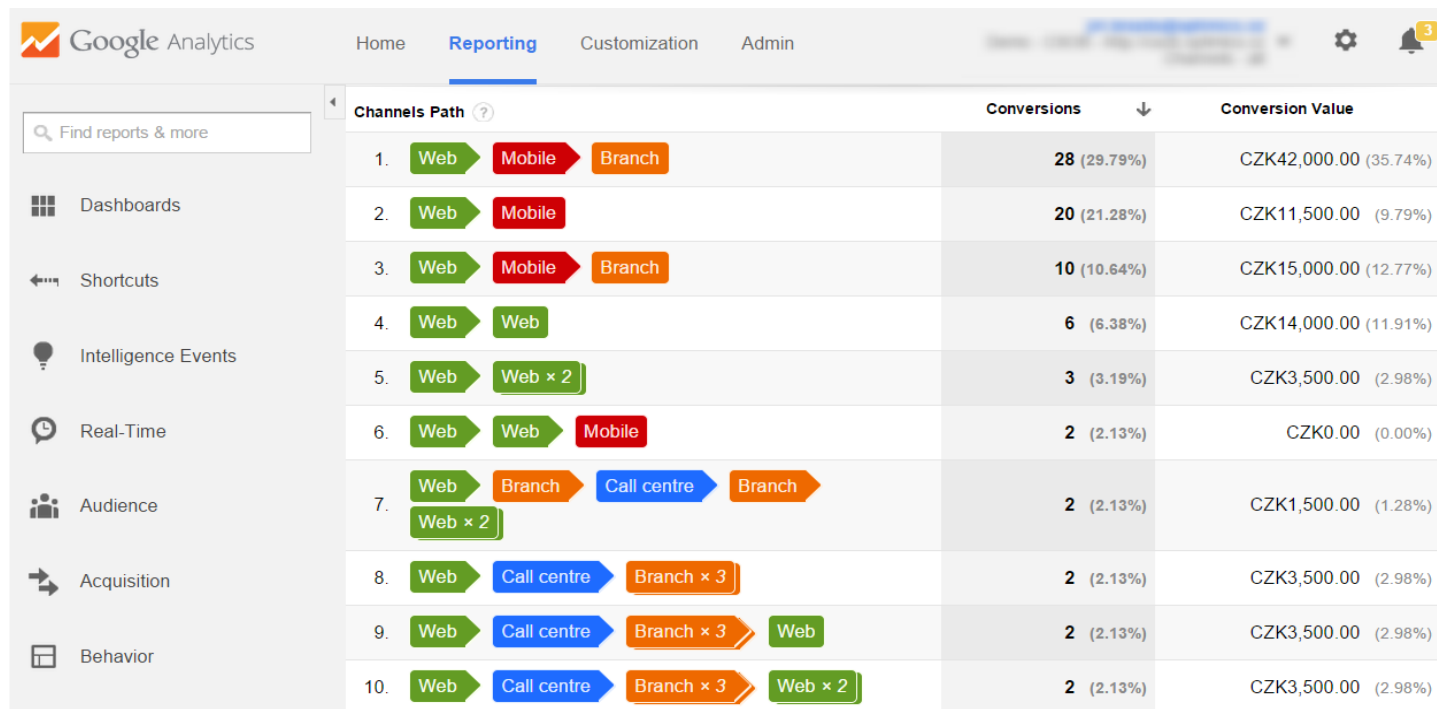
Chytřejší kampaně



Atribuce - jaká reklama si zaslouží kredit?



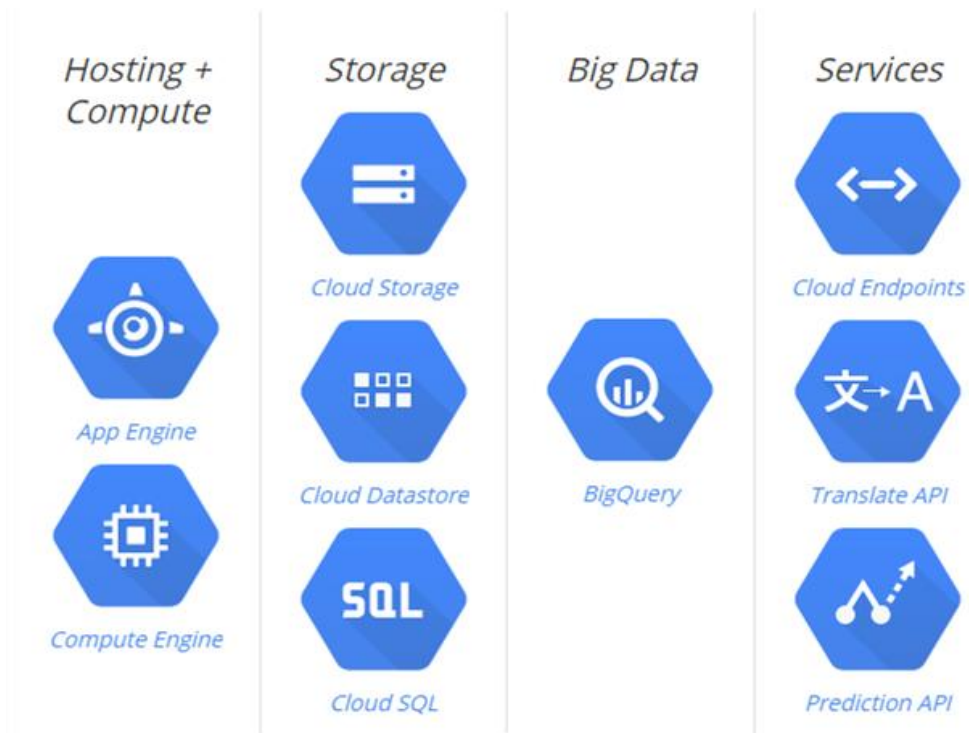
Atribuce - jaký kanál si zaslouží kredit?



The screenshot shows the Google Analytics Reporting interface. The top navigation bar includes 'Home', 'Reporting' (selected), 'Customization', and 'Admin'. The left sidebar contains navigation options: Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition, and Behavior. The main content area displays a table titled 'Channels Path' with columns for 'Channels Path', 'Conversions', and 'Conversion Value'. The table lists 10 different paths, each represented by a sequence of colored arrows indicating the channel sequence. The 'Conversions' column shows the number of conversions and the percentage of total conversions. The 'Conversion Value' column shows the total value and the percentage of total value.

Channels Path	Conversions	Conversion Value
1. Web → Mobile → Branch	28 (29.79%)	CZK42,000.00 (35.74%)
2. Web → Mobile	20 (21.28%)	CZK11,500.00 (9.79%)
3. Web → Mobile → Branch	10 (10.64%)	CZK15,000.00 (12.77%)
4. Web → Web	6 (6.38%)	CZK14,000.00 (11.91%)
5. Web → Web × 2	3 (3.19%)	CZK3,500.00 (2.98%)
6. Web → Web → Mobile	2 (2.13%)	CZK0.00 (0.00%)
7. Web → Branch → Call centre → Branch Web × 2	2 (2.13%)	CZK1,500.00 (1.28%)
8. Web → Call centre → Branch × 3	2 (2.13%)	CZK3,500.00 (2.98%)
9. Web → Call centre → Branch × 3 → Web	2 (2.13%)	CZK3,500.00 (2.98%)
10. Web → Call centre → Branch × 3 → Web × 2	2 (2.13%)	CZK3,500.00 (2.98%)

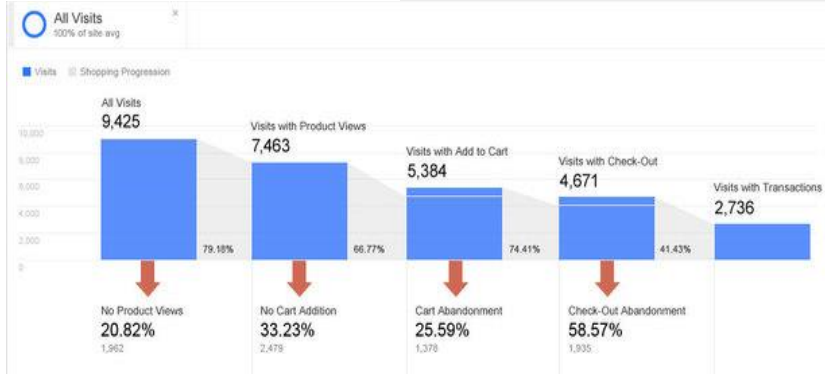
Big Data



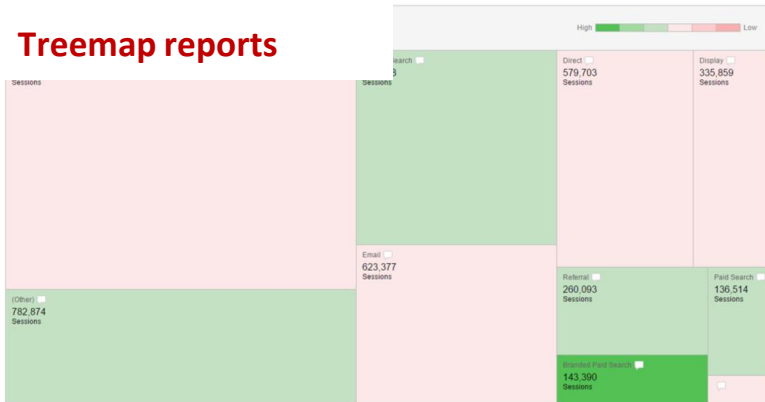
- Nativní integrace mezi GAP a BigQuery
- Neagregovaná hit-level data, denní synchronizace
- Otevřená platforma pro zpracování jakýchkoliv dalších dat
- 500 USD kredit pro BigQuery

Enhanced Ecommerce

Mar 1, 2013 - Mar 31, 2013



Treemap reports



GTM v2

Google Tag Manager v2 Interface

- Search: [Search bar]
- Overview: [Navigation menu]
- New Tag: [Add new tag button]
- Now Editing: Version 2 [Last updated a few seconds ago by berg @google.com]
- Last Published: Version 1 [Published a few seconds ago by berg @google.com]
- Unpublished Changes: 0 Tags, 0 Triggers, 0 Variables [View all versions]
- Published Changes: 1 Tag, 1 Trigger, 15 Variables [View published version]
- Add a Note: [Add note button]
- Recent Activity Table:

Name	Type	Activity	Edited by	Date
Version 1	Container Version	Published	berg @google.com	a few seconds ago
Version 1	Container Version	Created	berg @google.com	a few seconds ago
Google Analytics Pageview	Tag	Created	berg @google.com	a few seconds ago

+ custom funnels, cohort analysis, LTV, calculated metrics, unified segments for MCF, GDN impression reporting in MCF

Much more coming up soon!



Google Analytics Summit 2015

9. - 10. 6. @ San Francisco

Kdy přejít na Premium?

- Překračujete limit **10 mil. hits/měsíc**
- Vaše analytiky trápí **sampling a agregace dat**
- Chcete detailní vhled do přínosu marketingových kampaní
- Máte více webů / zemí a chcete jednotný reporting
- Používáte (nebo chcete používat) **DoubleClick** nebo **BigQuery**
- Potřebujete konzultace, podporu a **smluvní garance/SLA**
- **Cena:** 150 000 USD / rok (licence + služby)

Jak probíhá přechod na Premium

- **Kontinuita dat a nulové požadavky na implementaci**
- Je zachována stávající implementace v plném rozsahu
- Jsou zachována veškerá historická data (dokonce bez samplingu)



Děkuji za pozornost!

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